

SIMPLY  
ORGANIC®

# Refill Station *Guide*

[www.simplyorganicbeauty.com](http://www.simplyorganicbeauty.com)





# Why offer a Refill Station Program?

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## FOR OUR PLANET



reduce carbon emissions  
and consumer waste



## FOR YOUR SALON

increase retail profits  
by 20%



## FOR YOUR CLIENTS

reduce product  
prices by 15%!





# HOW TO GET STARTED

## THE BASICS

Back Bar Care

Back Bar Styling

## OPTIONAL

Small Retail Area

Retail Shelving Unit

Business Cards or Labels

Sample Jars and Bottles

Retail Shelves or Station

Small Sign or Frame



# THE DISPLAY

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## OPTION 1

### Use your pre-existing back bar products and space.

Limited on space? Don't worry! A Refill Program can still work for you. Just stock up your back bar area with your best-selling products that also come in professional sizes.

Bonus: You can continue to use these back bar items to service clients during their appointment.

## OPTION 2

### Create a full refill station display.

Have a few empty shelves? How about space for an additional shelving unit? Then you can create a fun and interactive Refill Station!

Depending on the size of your shelves, put 3-4 Back Bar size products on each shelf with a small sign labeled, "Refill Station." You can also add business cards or flyers explaining your eco-initiative.

## What you need

### Refill Station Sign

What better way to garner interest for your new Refill Program than to create an enticing sign? Make sure it's above the Back Bar products and fully visible.

### Business Cards/Labels

Add labels, stickers or tie business cards to retail-sized products eligible for your Refill Program. Example: "Bring me back to be refilled and receive 15% OFF!"

### Amber Glass Sample Jars & Bottles

Say good bye to plastic containers with amber glass sample jars and bottles. Amber glass is infinitely recyclable, so you can be sure the quality of the product is uncompromised.

### Interactive Pumps

Get your co-workers and clients involved firsthand! Allow them to refill their own products or watch their stylists do so. Let them see and feel the great things you're doing for the environment.





REFILL STATION

SAVE 15%  
WHEN YOU BRING  
YOUR OWAY



# COST-SAVINGS ANALYSIS

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The best way to see the cost-savings of your Refill Program for your salon and clients is to look at the cost per ounce.

We suggest rewarding your clients with  
15% OFF product refills.





# Oway Frequent Use Hair Bath



8oz Wholesale Price: \$17.95

**\$2.24/oz**

Suggested Retail Price: \$39.95

**\$4.99/oz**

32oz Wholesale Price: \$40.95

**\$1.27/oz**

Salon Cost to Refill Retail: \$10.16

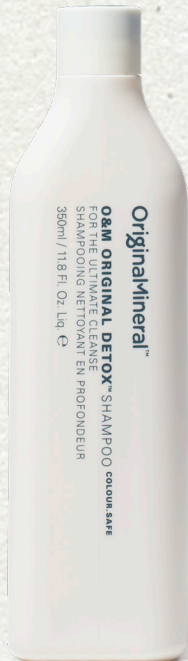
$\$1.27 \times 8\text{oz} = \$10.16$

Refill Retail Price:

**\$25.50**

**(15% off Retail Price)**

# O&M Original Detox



12oz Wholesale Price: \$16.95

**\$1.41/oz**

Suggested Retail Price: \$33.95

**\$2.89/oz**

34oz Wholesale Price: \$36.95

**\$1.08/oz**

Salon Cost to Refill Retail: \$12.96

Refill Retail Price:

**\$28.86**

**(15% off Retail Price)**

**INCREASE RETAIL PROFITS UP TO 20%!**



# BENEFITS OF A REFILL STATION

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## FOR YOUR SALON

- Increase retail profits by 20%
- Increase customer loyalty and retention
- Reduce cost of product purchases and inventory
- Become a more sustainable, green business



## FOR YOUR CLIENT

- Decrease product cost by 15%
- Feel good about being eco-friendly
- Have fun interacting with Refill Station Display



## FOR THE PLANET

- Decrease carbon emissions
- Decrease consumption of finite source
- Increase natural purity of animal habitats



# What Salon Owners Are Saying



**“My Refill Station is a key benefit to my clients for buying my retail. It doesn’t create consumer waste or end up in landfills.”**

Gail Lockwood,  
*Urban Organic Hair Design*

**“I offer clients a discount for refilling their glass product bottles, and of course, recycle when necessary.”**

Kelly Hill,  
*Be Pure Organic Salon*



# #HOLISTICHAIRTRIBE

Revive Hair Company  
ALEXANDRIA, MN



Blow Me Away Salon  
LOS ANGELES, CA



Boss Hair Group  
CHICAGO, IL

ARCO New York  
BROOKLYN, NY





# Got questions? Connect with us!

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