



Beauty Today. Health for Life™



US: 888 MY AVIVALABS
Int'l: +1.781.209.1551
Fax: 781.394.5554

106 Cummings Park, Woburn, MA 01801 | www.avivalabs.com



Aviva Express™

The World's First Rapid Sunless Tanner for Jet Setting Client on the go!

Who's It For?

- Clients in a hurry (i.e. need an immediate tan for an event in the evening). Reduces spray tan development time from 8 hours to **under 5 hours.**
- The busy, VIP client who need a premium service that you up-charge \$10 to \$15 for their convenience.
- The perfect solution to pamper your hypersensitive skin client, who may be concerned with the length of time the product is on their skin.

Instructions for Use:

Aviva Express is scientifically formulated for perfect application by either airbrush or HVLP. For best results, exfoliate thoroughly using **Aviva Labs Exfoliant** before application. Adjust spray equipment until no overspray is visible. Apply in light strokes or circular motions for even coverage. **Show off after just 2-3 hours to obtain light tan, 3-4 hours for medium tan, or 5 hours for dark tan.** Moisturize liberally using **Aviva Labs Moisturizing Crème** on daily basis after spray tan to extend the life and evenness of tan.

The Menu Descriptor:

Aviva Labs™ Express Tan

In a hurry and need a celebrity sunless experience? Are you looking for a beautiful, golden brown sunless tan for an event TONIGHT? This premium solution is natural, fragrance free, hypoallergenic and offers you the kind of VIP service celebrities are used to. From Aviva Labs, the most trusted name in sunless, this 15 minute treatment will leave you with a sun-kissed glow that can be showered off in just a few hours as opposed to the standard 8 hours and will leave you glowing for 5 – 7 days.



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Suggest Service Charge: \$50

Get the Word Out:

- All too often you have that last minute client who needs a service for a special event the same day and doesn't have 8 hours. Aviva Express is the perfect premium service to cater to brides, models, business men & women or anyone who need to looks great fast. Adding Aviva Express to your menu allows you to truly customize a client's sunless experience by offering the world's first rapid solution for their convenience. Don't marginalize your clients by spraying everyone with the same solution. One size does not fit all.
- For salon & spa proms, bridal parties, etc., this is the ideal upcharge premium service to give them the celebrity treatment.
- Salon & spa events are a great time to promote this service. Considering doing an Oscar, Golden Globes or Emmy party. Offer an Aviva Express face glow and other service complimentary as part of a flat ticket price to be pampered and watch the event in your business. The options are endless.
- Upsell to clients already coming in by offering a complimentary skin health assessment. Along with a recommendation for products & treatments for their face, offer a "face glow" treatment complimentary after prescribing their own unique sunless color with the booking of a salon or spa treatment. Cross promoting items on your menu that clients haven't tried yet is a great way to give them a taste of a new treatment.
- Complimentary spray tans for the whole salon & spa staff to all have a healthy glow! From the stylists to the front desk person, everyone should be talking to clients about how natural it looks.
- Promote the new service without discounting. Never offer low price discounts to new clients...they rarely become long term loyal customers. Instead, cross promote your services and sell more packages, adding in sunless tanning as a upgrade.
- Small index card sized 4x6 photo holders at stylist stations offering your new Aviva Express treatment are a great way to raise interest while the client is getting a treatment.
- During phone call bookings, sell the new service to clients to upsell their service ticket and offer a discount for the added on service by selling a complete package. A cut, color & Aviva Express treatment is a great way to start offering clients a makeover as opposed to different, separate services.