



Beauty Today. Health for Life™



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Winter Glow™

The perfect solution for “non-tanners”

Who's It For?

- Your “non-tanner” client who would never think of going in the sun or visiting tanning beds
- Those “hold out” customers...your hair, nail or spa service clients who are interested but still hesitant to try your spray tanning service
- Clients who falsely associate spray tanning with laying in the sun
- The client who doesn't want friends to see them as looking too dark, obvious or trying too hard
- Someone seeking their natural summertime glow in the middle of winter
- The clients who have heard the horror stories and are afraid to try your spray tanning service
- Your loyal sunless tanning client seeking a more subtle, less obvious wintertime look
- Any client interested in your sunless tanning services and wants the most subtle look possible

Instructions for Use:

Winter Glow is 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. Spray until bronzer *gradually appears and stop when light subtle glow is complete. Do not over apply, or your result will be a dark tan rather than the desired light glow.* Apply in light strokes or circular motions for even coverage. Wait 6-8 hours before showering or exercising strenuously. Moisturize liberally using **Aviva Labs Moisturizing Crème** on daily basis after spray tan to extend the life and evenness of tan.

The Menu Descriptor (Winter Specific Northern States)

Are you feeling dull and drab this winter? Need a healthy glow, but don't have time to hit the slopes? Experience our Aviva Labs Winter Glow Sunless Spray Tan, perfect for giving you a wintertime boost. We all feel a little pale and pasty this time of year. Come in for a light touch of color. Our experienced professionals



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will customize the alcohol-free, hypoallergenic tanning solution to ensure an even, sun-kissed glow that is right for you.

The Menu Descriptor (Non-Tanner Specific):

Looking to experience the fastest, safest way to achieve a radiant transformation? Our Aviva Labs Sunless Tanning Treatment is a safe way to achieve a beautiful, light tan in just one session. Our experienced professionals will customize the alcohol-free, hypoallergenic tanning solution to ensure an even, sun-kissed glow that is right for you. The color is natural, fragrance-free and assures the lightest glow possible to achieve a subtle radiance.

Suggest Service Charge: \$40

Get the Word Out:

- Upsell to clients already coming in by offering a complimentary “face glow” treatment complimentary 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 an upgrade.
- Small index card sized 4x6 photo holders at stylist stations offering your new Winter Glow 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 & Winter Glow treatment is a great way to start offering clients a makeover as opposed to different, separate services.
- If clients are taking more time in between facials or body treatments, reach out to them, positioning Winter Glow as a great way to improve their appearance and skin at a fraction of the cost of a facial.