

LA MARQUISE NEWS

February-March 2019

European skin care products & supplies

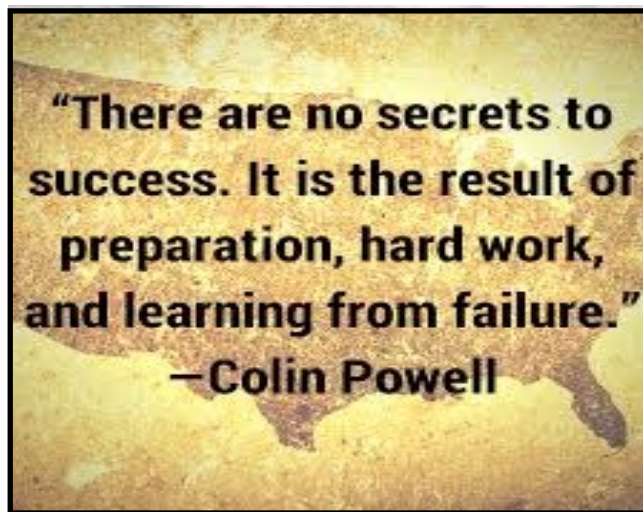
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OH MY... TWO THOUSAND NINETEEN.....

Hope everyone has started the new year with a positive plan, and a smile

Remember planning is the key to a successful 2019! Things don't just happen for most of us. We have to PLAN to be SUCCESSFUL.....

Decide what you want out of your business in 2019, and work towards those goals. In the skin care business "ONE SIZE DOES NOT FIT ALL"! We have to find a way to fit into your location...take into consideration the annual income of your client base...weather environment, and so many other factors. If the first attempt for an event doesn't work out to your expectations, don't throw up your hands and say "no one has an interest in my products"... look at the reasons that potentially caused the event to not be a success. Did you check the community calendar...was there another



event in town you were competing with and maybe you did not make yourself aware of... Did you advertise and promote your event or product promotion? These things take proper planning to get the excitement goingif you aren't excited about your promotion, why would your staff or clients be? If we keep doing things the same way we are going to get the same results each time... There is a book that is a quick read, "WHO MOVED MY CHEESE" by Spencer Johnson. The book addresses marketing and promotions in a humorous manor. Read it You will get some great ideas..... Wishing all of you a prosperous and successful 2019!

ARE YOU GETTING IN YOUR WAY OF SUCCESS?

An unknown person once said "If you don't have dreams and goals, you will find yourself working for someone else."

Perhaps this is your year.... Make a plan, focus on your passion...Why are you in this business...because you love

making a difference in your clients appearance, which improves their entire well being...THIS IS NEVER MORE TRUE THAN IN THE CASE OF ROSACEA AND SENSITIVE RED SKIN....

Bioline's NEW DE-SENSE line

is exactly what is needed to correct the inflammation and sensitivity ... your clients will trust you once they see and feel the difference in their skin.

We will look at this fabulous line a little later.

WHAT'S INSIDE:

- DON'T BE AFRAID TO RUN A PROMOTION
- HOW TO PRESENT AN EVENT
- BIOLINE SPECIALS
- SPRING PROMOTIONS
- GIFT CARD PROMOTIONS



Preview! Bioline's New Images—Coming Soon!

Steps to a Successful Promotion

The best time to think about a promotion is when it's time to generate excitement and draw attention to a specific area or product in the spa...not just for holidays...This time of year is perfect After all the excitement of the holidays, and holiday parties, there is not much happening this time of year, except the "winter white" sales at the department stores.

Generating excitement for treatment or product offers is easier if you keep it simple and don't go overboard with too many offers or specials, which may confuse clients and creates additional work for the staff.

Here are a few ideas:



Winter Promotional Ideas

- 1. WINTER EXFOLIATION:** Use the GLYCO PEEL or EXFO MARINE SALT CRYSTALS
- 2. WINTER WHITE FLOWER JOURNEY** Moisturizing for dry winter skin...body wrap, Mani-Pedi...or warm foot treatment wrap
- 3. SOOTHING DE-SENSE FACIAL TREATMENT**

In order to prepare for this promotion : Determine your area of focus, winter skin and sensitive skin.... What treatments will be included in the promotion, as well as home care product recommendations.

How to position the promotion : Customize your promotion to the season, also be aware of the promotions your supplier is offering so you can take advantage of them in order to boost sales revenue and increase income potential. Contact your supplier, or read the literature included in your orders to be aware. If you have rewards points, use them for gift baskets or samples for your promotions. **4 weeks notice please.*

Contact your supplier: If the promotion includes products from your supplier, contact your sales consultant to assist you with the event.

Treatment step-by-step: Team work! Get with your staff and go over the steps of the treatment so everyone is on the same page and following protocol.

Product knowledge : Everyone, Including the front desk, must know about the products that will be included in the promotion, not every scientific detail but the main ingredients, benefits, pricing and application protocol. The quick view sheets (as seen to the right) are perfect "cheat sheets" gives you all the details. There are quick views for retail and professional products. If you don't have these, ask us!

Target your audience: Get the word out! Use Social Media, Advertising, Phone Contacts, Email Blasts, Flyers, Post Cards, etc. Get your clients excited and involved! Remember word of mouth is free advertising, use it! When your clients are excited, they will spread the word to family and friends.

Prizes: Offer your technicians a prize for the highest sales.

KEEP IT SIMPLE.....DONT GET OVERWHELMED.



Quick View
RETAIL Facial Products

Daily Rituals Cleansing and Toning <i>Delicate, effective, and Skin Friendly, Artificial Colorant and Paraben Free</i>		
Products	Features	Active Ingredients
Hydra Cleansing Milk	Hydrating, Suitable for all skin types and/or dehydrated skin	Water Lily Extract, Prickly Pear and Wood Sugar Polyaccharides
Hydra Lotion	Tones and hydrates, Normalizes pH, Ideal for all skin types and/or dehydrated skin	Water Lily Extract, Prickly Pear and Wood Sugar Polyaccharides
Energy Cleansing Milk	Hydrates, Functions, Ideal for Mature Skin	EGF Serum, Red Clover Extract, Aloe
Energy Lotion	Hydrates, Functions, Ideal for Mature Skin	EGF Serum, Red Clover Extract, Aloe
Delicate Cleansing Milk	Soft Texture for Sensitive and Dehydrated Skin	Hydrolyzed, Pomegranate Extract, Rose Hip
Delicate Lotion	Moisturizing, Soothing for Sensitive and Dehydrated Skin	Hydrolyzed, Pomegranate Extract
Pure Cleansing Gel	Removes impurities, Normalizes pH and hydrates skin	Photo-Oligosaccharides, White Tea Extract, Fruit Acids
Pure Refreshing Lotion	Moisturizing, Refreshing, For Oily and Dehydrated Skin	Photo-Oligosaccharides, White Tea Extract, Fruit Acids
LINEA + Essential Skin Care Products		
Synergies and Formulations for Today's Consumer, Artificial Colorant and Paraben Free		
AQUA + Essential Hydration for All Skin Types, Combination Skin		
Products	Features	Active Ingredients
Nectar in Drops Extreme Moisturizer	Intensive Hydrating Complex for All Skin Types, Suitable for Sensitive Combination	EGF Hyaluronic Acid, Grapeseed Extract, Water Pearl
Moisturizing Cream	Hydrating, Not Thick, Normal and Combination Skin Types	EGF Hyaluronic Acid, Grapeseed Extract, Water Pearl, Rose Milk, Panthenol, White Tea Extract
Apple + SuperMoisturizing Cream	Intense Hydration, Offers Softness, Elasticity and Tone, For Dry and Dehydrated Skin	EGF Hyaluronic Acid, Grapeseed Extract, Water Pearl, Jojoba Oil, Coconut Oil, Rose Hip
Intense Moisturizing Mask	Intensive Hydration, Intensive Complex and Softener for All Skin Types	EGF Hyaluronic Acid, White Tea Extract
Sensitive Moisturizing Eye Gel	Refresh and hydrating for the delicate eye area, Intensive Hydration	EGF Hyaluronic Acid, Pomegranate Extract, Sphero, Indian Hawthorn

La Marquise SPRING PRODUCT PROMOTION

BIOLINE NEW DESENSE INSTANT RELIEF PRODUCT LINE

BUY 3 OF THE SAME PRODUCT

GET ONE OF THE SAME PRODUCT FOR FREE !!

The 4 HOME CARE Products of the DE-SENSE *instant relief* line, used in synergy with the professional treatment, help to maximize the aesthetic results desired by the client.

SOS SERUM TETRAPEPTIDE TETRAPEPTIDE-15 / ARGAN OIL / GPI

Ultra-active intensive booster with biomimetic peptides, essential for hypersensitive and reactive skin. Strengthens the skin barrier, for prolonged comfort.



MOISTURIZING CREAM TETRAPEPTIDE TETRAPEPTIDE-15 / VITAMIN E / GPI

Fast-absorbing formula that visibly reduces signs of cutaneous hypersensitivity, and increases the skin's tolerability to external aggressions for a radiant and even-looking complexion.



NOURISHING CREAM TETRAPEPTIDE TETRAPEPTIDE-15 / RICE OIL / GLYCYRRHETINIC ACID

The rich formula is ultra-effective in reducing the appearance of visible signs of cutaneous hypersensitivity, preventing it from reoccurring. Deeply nourishes the skin, which regains softness and elasticity.

CC CREAM COLOUR CORRECTOR PENTAPEPTIDE PENTAPEPTIDE-59 / GINKGO EXTRACT / MINERAL PIGMENTS

The efficacy of an active cream and the corrector effect of a CC cream. Protects, soothes and minimizes skin blemishes. A universal shade that blends onto the skin, smoothing the complexion with high-quality mineral pigments. We are very excited about the introduction of this product!

This repeats a bit of information from our last news letter, however this line has already become a big seller. We have had great feedback from clients on the C C cream and S O S serum. The C C cream is light and not sticky on the skin like other corrector creams they have tried....Good to know.

S.O.S. Serum

\$54.00 x 3 = investment	\$162.00
1 FREE!	0.00
Total retail value of 4	\$ <u>432.00</u>
<i>Profit for you!</i>	\$ 270.00

Moisturizing Cream Tetrapeptide

\$43.00 x 3 = investment	\$129.00
1 FREE!	0.00
Total retail value of 4	\$ <u>344.00</u>
<i>Profit for you!</i>	\$215.00

Nourishing Cream Tetrapeptide

\$44.50 x 3 investment	\$133.50
1 FREE!	0.00
Total retail value	\$ <u>356.00</u>
<i>Profit for you!</i>	\$222.50

C C Color Corrector

\$39.00 x 3 investment	\$117.00
1 FREE!	0.00
Total retail value	\$ <u>312.00</u>
<i>Profit for you!</i>	\$195.00

With flu season in full swing, don't forget to order your sanitation supplies from the La Marquise supply catalog. These items are on page 3 in the catalog, and very popular... especially this time of year!

Cavicide is a multi-purpose disinfectant decontaminant cleaner, and can be used on hard, non-porous surfaces. CaviCide is effective in killing bacteria, viruses and fungi in 1 minute, including TB.

Available in Gallon, 24 oz, 8 oz, and as wipes.

The **Cavicide XL wipes** are most convenient...they are oversized for more cleaning power.

Canister of 65 for... \$11.25.



Item #13-1150 Salon Cost \$11.25



Gift Card Promotional Strategy:

Remember that Gift Cards and Travel Kits are an easy sale. Many people, especially men, usually appreciate ease when shopping. Have your Gift Bags ready, and make it easy to just pop in the gift card at the time of purchase. Offer incentives such as:

- Buy a \$200 Gift Card, Get a Travel Kit Free
- Buy a \$25 Gift Card, Get \$5 Off Travel Kit Purchase
- Buy a Travel Kit, Get a \$5 Gift Card Free

Market these promotions with the strategy we previously discussed, and watch the sales increase!

UPCOMING HOLIDAY Promotional Opportunities:

Valentine's Day	February 14
Easter	April 21
Mother's Day	May 12

