

DermaSpa Outline

Why

- Experiences are trendy
- Quality of the demo = quality of products
 - Expensive spa with cheap products > Cheap spa with expensive products
- More interactive, as attention spans have decreased
- Exposes them to more products, even if they don't try everything personally
 - Gives them a reason to come back

How is it Different?

- It's not, we just tweaked a few things
- No purse game, however we still go over the same info
- Laid back and interactive
- Pampering experience vs sales pitch
- Selling as much or more, keeping more profit

How to Set Up / Before Party

- Prep starter kit
 - Take products out of bags/boxes
 - Spend time on the front end so when you get to the party it's seamless
 - Print/order enough for 1-2 months of parties
 - DO NOT bring catalogs. Beauty books are ok but still not super recommended
- Prep inventory
 - Whatever works best for you to grab and go quickly, I like the trunk organizer
 - You shouldn't be spending an hour packing up products after a party
- Demo Table - make it attractive
 - Table cloth
 - Sequin table runner
 - Display trays for products
- Facial Stations
 - Mirror facing away from guest
 - Spa menu (laminated with dry erase marker)
 - Facial cloth, 1 cotton ball, 1 cotton round
 - Bowl of water
 - Hand out profiles to fill out while you squirt products