



ways to promote your Overnight Retinol Repair event



Reach out to preferred AGE Smart® existing clientele.



Call / email existing Dermalogica clients with the event details, and always let them know they can bring a friend!



Place display sheets with RSVP information at your cash wrap and on shelf near AGE Smart® products.



Mail out postcards, then follow-up via phone call 5 days later to verify receipt of postcard.



If you have a history of no-shows, over-book your event.



Consider charging \$10 to hold their place, and then put that money towards any AGE Smart® purchase or treatment booked that evening.



For full service salons: reach out to clients who visit for nails, hair, waxing or massage. Be sure to let every staff member know about the event so they can talk it up to their clients.