

dermalogica

profit flash

november 2019

nourish

AUTUMNAL SKIN

Your latest Profit Flash includes:

- Black Friday/Cyber Monday Promotion
- Replenish & Nourish GWP
- Skin Health Voucher Campaign

your autumn skin edit - part 2

With so much excitement from press and consumers (not to mention our staff!) for the **NEW Phyto-Nature Firming Serum**, it seems fitting that our overarching theme for the last quarter of 2019 continues inspiring **renewal and reawakening** of our largest organ.

As your Skin Centre starts to get busier in the run up to Christmas, make sure you are **maximising every opportunity** not only to capitalise on gifting but to fill your treatment room for the New Year.



PRO POWER PEEL

If you haven't yet tried our customisable peel, it's not too late! Whether to help you **get started with our latest treatment or restock**, we have a **number of offers available**. Speak with your Business Consultant or contact our Customer Service team today. **Plus don't forget to get booked on class!**



REPLENISH & NOURISH

If your clients' **skins are truly suffering with the change of season** then our latest Gift with Purchase could be just the treat for them. Featuring **three of our most nourishing products**, this trio will help to provide continuous hydration and reinforce the skin's protection barrier.



BLACK FRIDAY & CYBER MONDAY WEEKEND

29th November - 2nd December

One of the biggest shopping weekends of the year is just a few weeks away. Get prepared now and offer your client's an offer they can't resist with our **limited edition Black Friday trial size bundles**.



LIMITED EDITION CHRISTMAS GIFT SETS

Don't miss out on **ordering your 2019 Christmas gift sets**. Plus receive **free Christmas branded support materials*** when you spend over £150 / €175 on Gift Sets. Refer to the Christmas mailer received in October for full details.

Our **Ultimate Cleanse & Glow Trio** Gift Set and **Be Bright Ornament** are now **SOLD OUT**.

*Available while stocks last.

ADVANCED NOTICE

Dermalogica Business Rewards Plan - Quarter 4

Due to the holiday season and closure of businesses during this period, please note that for the value of your orders to be included in your Q4 total purchases, your order should be placed by 12 noon on Friday 27th December 2019. We appreciate your support with this request, which will enable us to ensure your Reward Voucher is sent early January 2020.

november promotions

BLACK FRIDAY PROMOTION

Available to order from 1st - 7th November

Spend £350 / €400 and receive a Black Friday trial size bundle*

Each bundle contains a selection of 28 trial sizes and 6 bags.

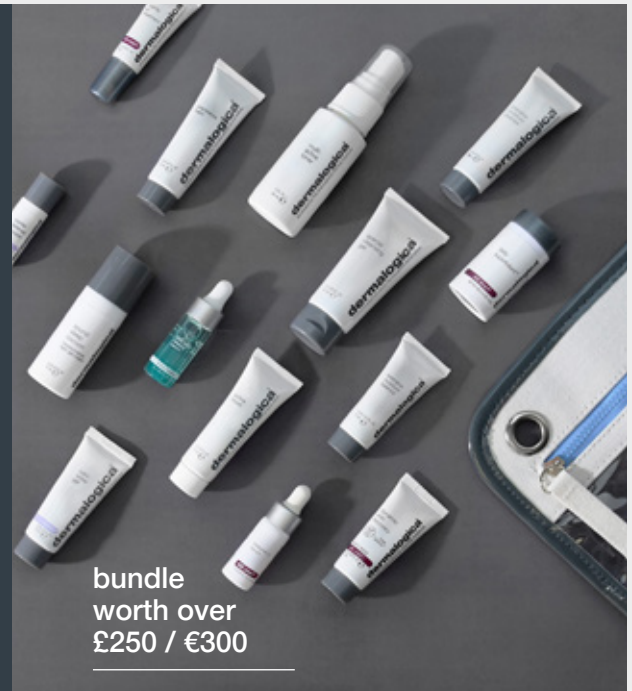
Here is our top suggestion to help you make the most of this promotion:

Spend £80 / €80, receive 3 trial sizes

Spend £120 / €120, receive 6 trial sizes

Spend £200 / €200, receive 10 trial sizes

*Available while stocks last. Max 4 Black Friday trial size bundles per account.



bundle
worth over
£250 / €300



worth
£29 / €35

*Available while stocks last. Max 42 Replenish and Nourish Gifts per account.

REPLENISH & NOURISH

Available to order from 8th - 30th November

Spend £400 / €465 and receive 7 Replenish and Nourish Gift with Purchase - **worth over £200 / €245**

Each gift contains: PreCleanse 30ml, Skin Smoothing Cream 15ml and Phyto Replenish Oil 4ml.

Here are some of our top suggestions to help drive your treatment bookings and enhance your retail:

RETAIL PROMOTION IDEAS

Option 1

Spend £85 / €85 from your Skin Fitness Plan and receive a complimentary Replenish and Nourish Gift.

Option 2

Purchase two full-sized products from your Skin Fitness Plan and receive a complimentary Replenish and Nourish Gift.

TREATMENT PROMOTION IDEAS

Option 1

Book a Renew and Reawaken 30 or 60 treatment and receive a complimentary Replenish and Nourish Gift.

Option 2

Upgrade from a ProSkin to a Pro Power Peel and receive a complimentary Replenish and Nourish Gift.

skin health campaign vouchers

LAUNCHING DECEMBER

From next month our new **Skin Health Campaign Treatment Vouchers** will begin to be received by customers to **drive them to your business** in January and February.

To register your Skin Centre as participating in the campaign, simply look out for the **opt-in email** which will be arriving in your inbox early November.

There are a number of reasons to take part in the campaign. **Jane from Just Beauty, Gloucestershire**, shares her experience with a customer in the last campaign:

'A new lady came in this morning with a voucher, ended up spending over £100 and tipped the therapist. Definitely worth participating and she is interested in other treatments too.'



TOP TIP

Utilise the campaign to also **promote your Pro Power Peel treatments**. Create an upgrade package offer for new customers, using the **Skin Health Treatment Vouchers** as part payment. Plus include a Gift with Purchase when they rebook their next treatment.

what's happening online

These are the promotions running on **Dermalogica.co.uk** throughout November.

1st - 24th November

Spend £120 / €120 and receive Athleisure Essentials Gift.

25th November - 2nd December

Spend £80 / €80, receive 3 trial sizes

Spend £120 / €120, receive 6 trial sizes

Spend £200 / €200, receive 10 trial sizes

Online promotions are subject to change based on stock levels. While we try to forward plan, please be mindful promotions may change last minute. All information is correct at time of printing.



Dermalogica UK & IRE @dermalogicauk @DermalogicaUK

order online: <http://myaccount.dermalogica.co.uk>

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