



MAGAZINE

salon

THE BUSINESS OF BEAUTY AND STYLE

Courting Session

Case files of **five**
Canadian offenders

plus: The latest collections
and Ken Pavés – small-town boy
turned **celebrity** stylist

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ESTHETICS

The Sweetest Thing



Boost revenue with this hot new retail opportunity

THE LATEST IN SPECIALIZED LUXURY CARE IS INTIMATE GROOMING. That's right, products for a woman's special spot. At the forefront of this trend is SweetSpot Labs and its innovating approach to feminine care. Take note: the salon/spa client is the ideal customer. So here's a three-step retailing plan.

STEP ONE:

TO SELL IT, YOU HAVE TO KNOW IT

What it is: Plant-derived intimate grooming products. Line consists of washes, mists, wipes and fragrance. Visit www.sweetspotlabs.com for details.

Why it's special: Formulated for a woman's 4.5 pH. Soaps and body washes have an alkaline pH of 10. Baby wipes have a pH of 6.5.

Benefits: Prevents dryness and irritation; reduces post-waxing redness; promotes freshness and wellness; great for girls on the go

STEP TWO:

INCORPORATE INTO WAXING AND TANNING SERVICES

What it is: A three-piece SweetSpot kit (one per client). Includes one wipette for pre-treatment freshening, one pair of disposable thong panties, one vial of mist to soothe post-treatment redness and irritation.

How it works: Give your client a kit when she arrives. Suggest she use a wipette before the service and the balancing mist afterwards.

Benefits: Clients are actively introduced to the products, gaining first-hand experience of the benefits of SweetSpot.

STEP THREE:

TALK IT UP

What to do: Talk about SweetSpot before, during and after services. Use the girlfriend-to-girlfriend approach: fun, savvy and genuine conversation.

How to approach it: Share your knowledge by offering scenarios. For example: "It's scorching, you've been in your pantyhose all day and have a hot date for dinner straight after work. Here's the perfect way to freshen up." Also, remind your client that it's actually healthy to want to beautify her sweet spot.

Benefits: Gets your clients buying from you. Empowers them to talk about intimate grooming with her friends, thereby increasing your sales and service opportunities. —MRB

