

SALON & SPA

MARKETING CATALOG

Gift Cards...

The Gift That Gives Back!

Rewarding Referral Programs

MARKETING PACKAGES

From Biz Cards to Direct Mail

The Power of POSTCARDS

INCREASE YOUR CASH FLOW
**WITH OUR READY-TO-CUSTOMIZE
MARKETING MATERIALS**

**OPPORTUNITY IS KNOCKING!
DOOR-TO-DOOR HANGERS**

to place an order

phone:

760-773-3012

or e-mail:

Elaine@SalonandSpaMarketing.com

office is open M-F, 8 am - 5 pm PST



Welcome to

Salon & Spa Marketing Catalog



Salon & Spa Marketing Catalog

is produced in its entirety by
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Elaine@SalonandSpaMarketing.com
SalonandSpaMarketing.com

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I wish there would have been a catalog like this when I was first working as a hairstylist in North Dakota and then later in California.

From lessons I learned during my 15-year career at various salons and then during a second career in marketing, I decided to combine my passion for the beauty industry with my talent in design.

The result:

This catalog which offers affordable ways to market your business.

I still actively maintain my cosmetology license and have family and friends in the industry, but I now focus my efforts in the beauty industry on helping make others more successful and that to me is truly beautiful!

This catalog is intended to serve as a menu, showcasing the variety of ways you can promote your business with economical, ready-to-customize materials. You might use a few elements or all of them and you'll receive a discount if your order any of our marketing packages (see page 34 & 35).

I hope this catalog will inspire you as you see the many ways you can easily and effectively attract more clients to your salon or spa. We are here to help you become more successful. Please review the options in this catalog, then call us with any questions or with your information to place your order.

I wish you all the best for a successful salon or spa.

Successfully yours,

Elaine Finch

Elaine Finch
President

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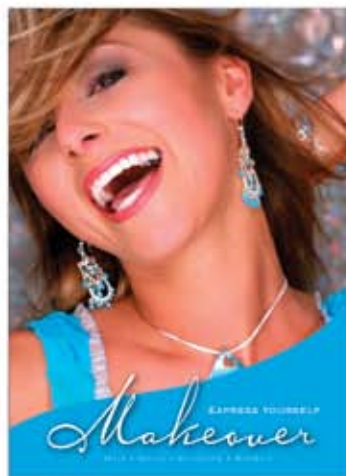
Valuable vouchers put money in your pocket

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Essential marketing tool with many uses



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Merchandise Your Salon/Spa

Call 760-773-3012 • Fax 760-773-4950 • SalonandSpaMarketing.com • Elaine@SalonandSpaMarketing.com



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Introduce yourself to the neighborhood

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Rack Cards, Menu, Price List



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Marketing Packages SAVE \$\$\$

Customize your promotional materials to fit your salon needs.

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Gift Card Packaging

Because presentation matters.

- 25 Rack Cards**
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Use as menu of services and/or price list*
- 26 Custom Display Ads**
*We'll help you create attention-getting
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*Opportunity is knocking!
Use to reach nearby potential customers*
- 28 Gift Cards**
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- 29 Gift Card Packaging**
*Increase your card sales with
pretty packaging*
- 30 Greeting Cards**
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*An elegant presentation for your quality
products, a great reflection on your
salon or spa*
- 34 Marketing Packages**
*Check out our discounts for ordering
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- 35 Marketing Packages con't.**
*Create your marketing package from
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- 36 Cosmetology Schools**
*Use our materials to promote your
school's salon. Call for details about a
marketing class for students*

marketing plan

Take Control of Your Destiny

Make a Plan. Stick to It. Reach Your goals!

There are many factors which can affect your business, some of which you have no control over, but for those you can, take charge, roll up your sleeves and chart your course to the beauty of success.

The first step in any good marketing program is to ask questions and take inventory.

Here are just a few questions to get you thinking:

1. Who is your ideal client?
2. Realistically how many clients can you serve a day or per week?
3. Do you have an area of specialization within your industry?
4. What type of business do you want more of?
5. What are your slower days of the week? Slower times of the year?

Then armed with the answers, you can create your plan to reach the ideal client, make those slower times busier and ultimately increase your cash flow.

A marketing plan doesn't have to be a complicated or long-winded document. **It is simply a plan that commits to writing a list of things you want to do to promote your business,**



even including calendaring networking lunches and attending business expos or health fairs. Next you obtain cost estimates for those items and then you select from the wish list how much you can afford for a specific period of time – a year, six months, whatever timeline you want to establish. If this sounds like more than you want to undertake, we have marketing specialists available to help you create a customized plan.

Create a Lasting Impression with Your Promotional Materials

Whether you are new to the salon or spa industry or just ready for a new look, following are a few elements to consider for your marketing plan.

Business Cards: Think of them as mini billboards. Use the back, too! List your services or use the back of the card as an appointment card. Make sure all of your stylists or massage therapists have business cards to give to everyone they meet.

Brochures: This is a great way to tell your story in expanded copy. Describe your salon/spa philosophy, differentiating features – why a client should choose you, prices, services, hours, photos, cancellation policy, etc. Overall, your tone should be to communicate how your services and products will benefit the customer.

Rack Cards: This two-panel card has an attention getting cover with a back panel of information, perfect for listing your menu of services and prices.

In-Salon Promotional Materials: Remember to effectively use the space you have – walls, counters, stations to promote your services and specials.

Postcards: Have an immediate impact on the reader. Use them for announcements, surveys, special promotions and more. The postcard format can even be used for Thank You Notes, Birthday Cards or You've Been Missed.

Referral Card Booklets: Word of mouth is the best form of advertising and that combined with a tangible card is simply dynamite. Our handy referral cards will encourage this process by offering the recipients an incentive to visit as well as rewarding your referring clients.

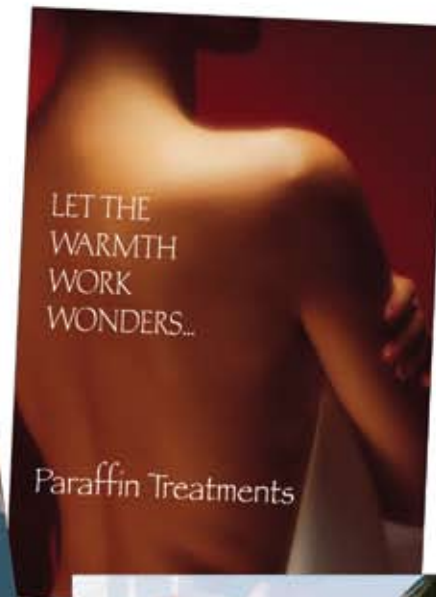
Frequent Client Rewards: Reward your repeat clients and they'll reward you. It's just good business sense to reward your most loyal customers for their continued business.

Thank You Products: Gratitude is the best attitude! There's nothing like a Thank You note to let your customers know you appreciate them.

Gift Cards: Are more than for the holidays.... Make your gift cards available year round. Our gift card holders and boxes add that extra touch as a classy gift for your clients to buy for family and friends.



stock postcards



Put the **Power** of **Postcards** to Work for You!

We've done most of the work already.

All you need to do is make your selection from our pre-designed, semi-custom postcards. Then watch the power of postcards increase profits for your salon or spa.

These bright, colorful and catchy postcards are designed to serve as a reminder to your existing clientele to visit again, as well as attract the attention of prospective new clients. On the back of the card, we'll print your personal message to communicate a special offer or your current promotion.

Unlike other direct mail, there's no opening of an envelope involved – **people are immediately drawn to the attractive postcard images.** Even people who often ignore other "advertising mail" will read a postcard.

Direct mail and postcards specifically are one of the most effective ways of reaching your customers. It's targeted. It's personal. It's tangible. It's easy. It's measurable -- The majority of results from a mailing usually occur within the first week or two of receipt. And best of all, it's affordable!

ALSO -- each of our postcard designs can be modified to be a newspaper or magazine advertisement, poster, brochure, front desk or station cards along with a variety of other promotional uses.

Call us today and discover just how easy it is promote your business with our ready-to-personalize materials to achieve a more successful salon or spa.

A few stats from the United States Post Office

98% of customers bring their mail in the day it is delivered.
77% of customers sort through their mail immediately.

stock postcards spa • salon • nails • hair removal • makeup • massage



PC51 - Let Us Pamper You...



PC53 - Rejuvenate Recharge



PC54 - Summer Survival

Postcards to fit your every need

Most postcards can be made into posters, banners, wall art & much more or we can customize the design you want.

PUT YOUR PROMOTION ON BACK!

Printing Prices (only)		
250 postcards		\$.34 ea.*
500 postcards		\$.22 ea.*
1000 postcards		\$.15 ea.*
2500 postcards		\$.11 ea.*
5000 postcards		\$.08 ea.*
10000+ postcards		\$.07 ea.*

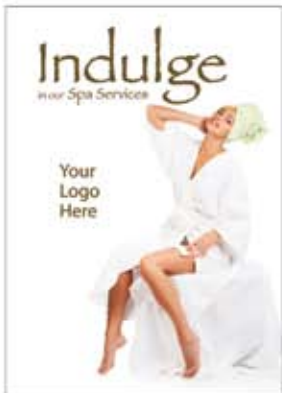
Postcard
 Size: 6" x 4.25"
 Paper: 14 pt gloss stock
 Color: 4/4
 Coating: UV 1 side (super gloss)
 Turnaround - 2 weeks
 *plus tax & shipping

Postcard Design Fee (stock)

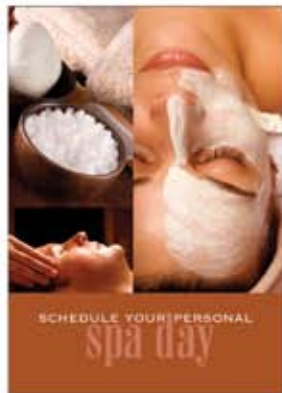
Front (change headline, logo* supplied by you) \$75
 Back (with promotional info, supplied by you) \$75
 *logo must be in eps format, text e-mailed

Custom Postcard Design

Please call 760-773-3012 for quote.



PC59 - Indulge in our Spa Services



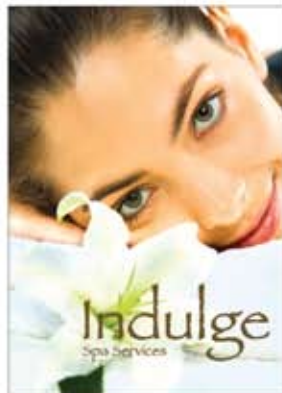
PC60 - Schedule your personal spa day



PC61 - Re-invent Yourself



PC62 - Liven Up With Color



PC63 - Indulge spa services



PC64 - Add Some Color to Your Life



PC128 - Rewarding Results



PC50 - Beautifully Bare hair removal, quick & easy



PC52 - Relax Refresh Renew



PC55 - Pamper Yourself Pedicure

stock postcards

prices see page 7

Pretty pictures. Pretty profits. Pretty neat!

Postcards immediately get your clients' and prospects' attention. Select which images best communicate your services, add your personalized message on back, then mail away to boost your business.

Call 760-773-3012 • Fax 760-773-4950 • SalonandSpaMarketing.com • Elaine@SalonandSpaMarketing.com



PC86 - Pamper Yourself pedicure



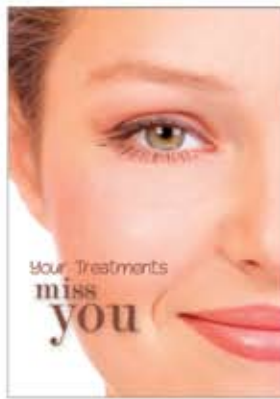
PC80 - Indulge Yourself in Luxury



PC83 - Beautify Your Hair
Add some color to your life



PC127 - You're Going To Love Our Spa Treatments



PC81 - Your Treatments miss you



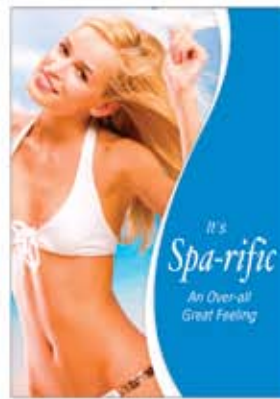
PC85 - Ooh...The Feeling of Freshly Done Nails



PC89 - Friends & Family Spa Day



PC92 - Get excited about your hair



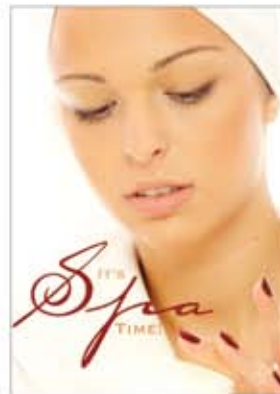
PC82 - It's Spa-rific
An Over-all Great Feeling



PC87 - Color that gets noticed



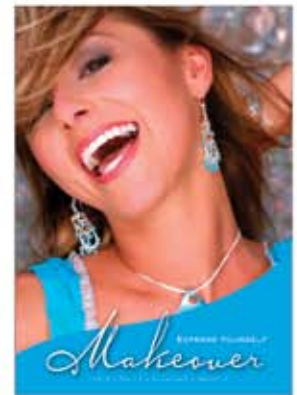
PC90 - Botox youth restored...



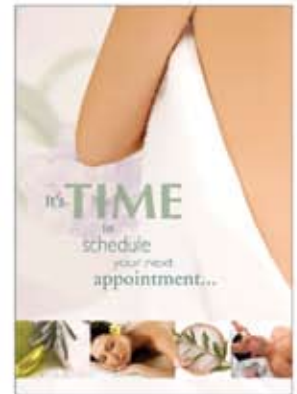
PC93 - It's Spa Time



PC84 - The Total Spa Experience



PC88 - Express Yourself Makeover
Hair • Nails • Skincare • Makeup



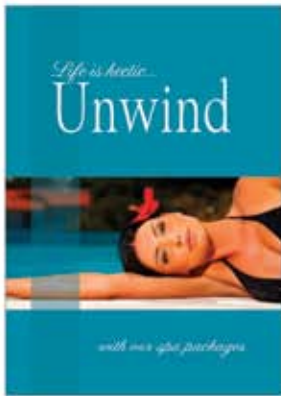
PC91 - It's time to schedule your next appointment



PC94 - Hair Care
Styles • Cuts • Colors

stock postcards spa • salon • nails • hair removal • makeup • massage

prices see page 7



PC95 - Life is hectic... Unwind with our spa packages



PC96 - Perfection Soothing Stone Massage



PC97 - Experience the Convenience of Permanent Make-up



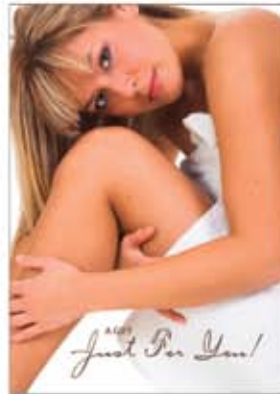
PC109 - It feels so good...



PC110 - Paraffin Treatments face decollete hands back feet



PC98 - Mother's Day Gift Package



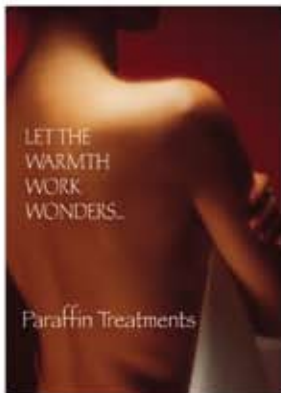
PC100 - A Gift Just For You!



PC101 - Smooth Silky Legs Hair Removal



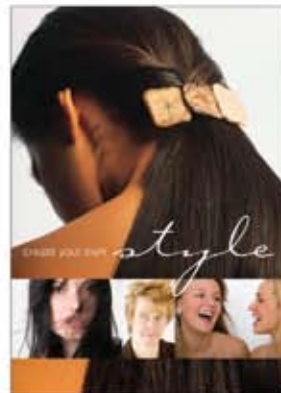
PC111 - Simply Marvelous Hand and Nail Treatments



PC104 - Let the warmth work wonders. Paraffin Treatments



PC105 - Perms Tints Extensions for your eyelashes



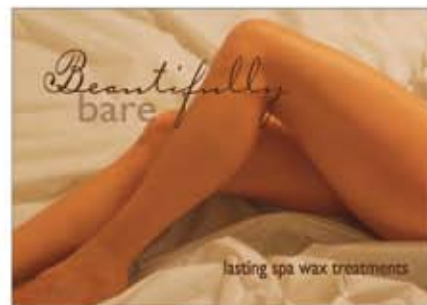
PC106 - Create your own style



PC112 - Feel Great About Your Hair



PC107 - Relax your mind body & soul



PC108 - Beautifully bare lasting spa wax treatments

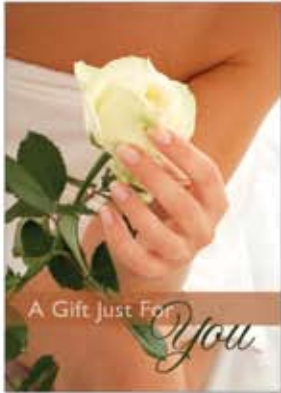


PC129 - Express Yourself Makeover

stock postcards

thank you, discount cards, birthdays, miss you

prices see page 7



PC113 - A Gift Just For You

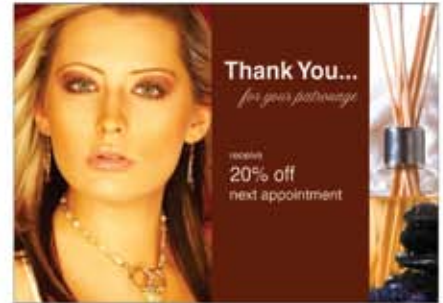


PC116 - Thank You!

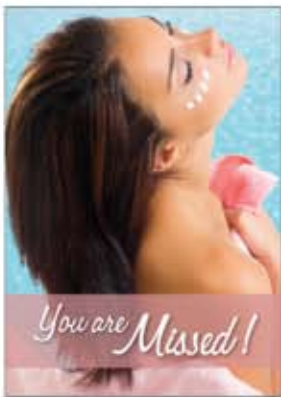


PC103 - Thank You

All Postcards can be customized to your specific salon/spa needs with different headings, prices, discounts and promotions. **ADD YOUR LOGO!**



PC102 - Thank you for your patronage receive 20% off next appointment



PC117 - You are Missed!



PC118 - In Celebration of You Happy Birthday



PC119 - 25% Off Mondays Any Service



PC65 - In Celebration of You! Happy Birthday



PC120 - Thank You



PC121 - You Are Missed



PC122 - A Special Gift For You!



PC123 - 25% off - Any Service



PC114 - A Gift For You



PC125 - Bring a friend and get \$25 off any service



PC126 - Pre-Book 15% Off, Expiration Date All Services



bridal marketing ideas & postcards, promotional materials

Bridal Business

Get Your Share of the \$72 Billion A Year Wedding Industry

Use our Promotional Materials to Start Building Your Wedding Beauty Business Today!

There is so much time, money and emotion invested in each wedding. The details can be overwhelming for many brides and grooms, even for those who hire a wedding consultant.

As a salon/spa, you are in an ideal position to help brides look and feel their best. Your specially tailored services can bring relaxation, pampering and reduce stress with a variety of pre- or post-Wedding Spa and Beauty Packages. There are many creative ways to promote your business for bridal showers, bridal packages, groom packages, honeymoon packages and for the actual wedding day.

We'll Help You Promote Your Services...

Our beautifully designed, semi-custom postcards will help you get the word out to potential brides and wedding planners in your community. We can also create affordable in-store signage, brochures and other promotional material for you.

Call for details.

Plan now to reach this important market segment and boost your profits. pages 13 and 14



10 Suggestions for Developing Your Bridal Business

1. Offer complimentary consultations and be sure to encourage services to the entire bridal party – bride, bridesmaids, groom, groomsmen, parents and other relatives.
2. Take photos of your excellent work to display in photo albums to show potential clients.
3. Create special packages for the Bride & Groom and also offer themed packages as a wonderful alternative to the typical Bachelorette or Bachelor's Parties.
4. Determine the full scope of services the bride or bridal party would like and have them sign an agreement form in advance, complete with dates of service and obtain a deposit.
5. If possible, designate a dedicated person to be your "Wedding Beauty Coordinator."
6. Attend and market your services at Bridal Fairs and obtain names and addresses of contacts you make to add to your mailing lists.
7. Partner with other bridal related businesses such as photographers and tuxedo shops.
8. Mail your postcards to local wedding planners in your community and create your own bridal mailing lists from newspaper engagement announcements and registry resources/mail houses.
9. Create in-salon posters and other on-site materials to let existing clients know about your bridal services. Our postcards can be used not only for mailings, but also as take away cards displayed at your reception desk or at salon stations.
10. Consider advertising in local print media using similar art from the postcards. (We can help you create these ads, too!)

stock bridal postcards



PC68 - Let Us Pamper You on Your Wedding Day



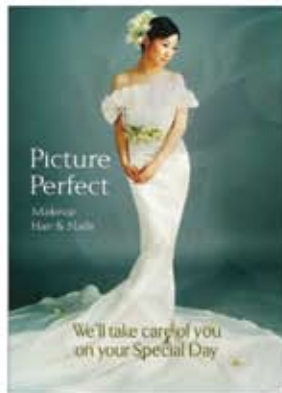
PC70 - We'll Help You Prepare For Your Special Day



PC71 - Happier is the Bride Who's Enjoyed Our Spa Treatments Before The Wedding



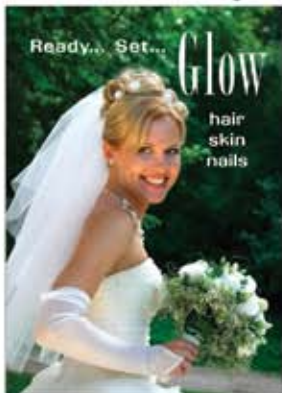
PC72 - Happier are the Bride & Groom Who've Enjoyed Our Spa Treatments Before The Wedding



PC73 - Picture Perfect - We'll take care of you on your Special Day



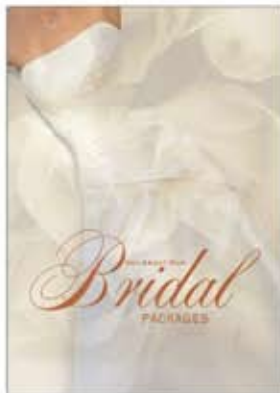
PC74 - how about some Spa Pampering before the wedding!



PC75 - Ready...Set...Glow hair, skin, nails



PC77 - Grooming the Groom Beautifying the Bride ask about our Bridal Packages



PC78 - Ask About Our Bridal Packages



PC69 - Beautiful Hair & Nails on Your Wedding Day



PC76 - Luxurious Bridal Beauty & Spa Packages



PC66 - Fun & Fabulous Bridal Showers

Postcards to fit your every need

Most postcards can be made into posters, banners, wall art & much more or we can customize the design you want.

PUT YOUR PROMOTION ON BACK!

Printing Prices (only)

250 postcards	\$.34 ea.*
500 postcards	\$.22 ea.*
1000 postcards	\$.15 ea.*
2500 postcards	\$.11 ea.*
5000 postcards	\$.08 ea.*
10000+ postcards	\$.07 ea.*

Postcard

Size: 6" x 4.25"

Paper: 14 pt gloss stock

Color: 4/4

Coating: UV 1 side (super gloss)

Turnaround - 2 weeks

*plus tax & shipping

Bridal Postcard Design Fee (stock)

Front (change headline, logo* supplied by you) \$75

Back (with promotional info, supplied by you) \$75

*logo must be in eps format, text e-mailed

Custom Postcard Design

Please call 760-773-3012 for quote.

bridal promotional materials

When was the last time you went to the movies? Did you notice how the theater uses their lobby and hallway space to constantly promote the next coming attractions? You can do this, too! Yes, Hollywood is a big industry. **Weddings are big business, too and catering to brides can boost your revenue... if you market these services.**

Depending on the space you have available, you can promote your bridal services all year long, or alternate your bridal promotions with other specials.

The larger-than-life impact of posters is hard to deny, especially in a captive environment as is someone who's having their hair or nails done.

Our themed bridal posters coordinate with all our bridal promotional materials, ready for you to customize with your company name. We offer a variety of posters to suit your needs, along with easel displays, counter displays and vertical and horizontal signage to fit your specific space.

Do you hear wedding bells? Is there a wedding in your future?

Let us help you promote your bridal services to reach this important segment and your business will thrive happily ever after.



Wall Art - Page 32



Gift Cards
Gift Card Packaging
Page 28-29



Display your
postcards/promotions
Page 13



Sidewalk Signage - Posters Page 32

Bridal Brochure - BR59 Pricing Page 23

Promote your bridal packages with a brochure designed just for the bride. Schedule a free wedding consultation. You and the bride can plan her beauty treatments 3-6 months before the wedding. Try out styles and makeup during that time and schedule her wedding day treatments. This plan not only relieves the stress for the bride it also helps you plan your bookings.





stock business cards, frequent client rewards, vouchers, referral card booklets

stock business cards

Beautifully Brilliant Business Cards

A business card is a must. It's literally your calling card and with the right design it can also make a statement that reflects your dynamic image. Remember, it is as much the first impression of your company as you are!

So, don't settle for the basic contact card on white. Our dazzling four-color business cards will get attention, be a card that prospects choose to keep and be a card that is easy for your customers to find when they are looking through their wallet or Rolodex to call for their next appointment. Choose the style that best suits you from our array of sophisticated designs.

Double Duty... you can also have your business card serve as an appointment card with that information printed on the back.

Business Card Design Fee (stock)

- * One Time Design Fee (front)
Text plus logo (eps format) \$ 75*
- * One Time Design Fee (back optional)
Text information \$ 50*
Maps extra charge

or make the back an appointment reminder

YOUR NEXT APPOINTMENT IS ON

Mon Tues Wed Thurs Fri Sat Sun

Date _____ Time _____ am/pm

If you are unable to keep this appointment please give 24 - hour notice. Thank you.

(NO Changes NO Charge for appointment reminder)

Printing Prices (only).....

250 business cards	\$.21 ea.*
500 business cards	\$.14 ea.*
1000 business cards	\$.11 ea.*
2500 business cards	\$.08 ea.*
5000 business cards	\$.06 ea.*
10000+ business cards	\$.04 ea.*

Size: 3.5" x 2"
Paper: 14 pt gloss cover
Color: 4/4
Coating: UV 1 side (super gloss)
Turnaround - 2 weeks

*plus tax & shipping

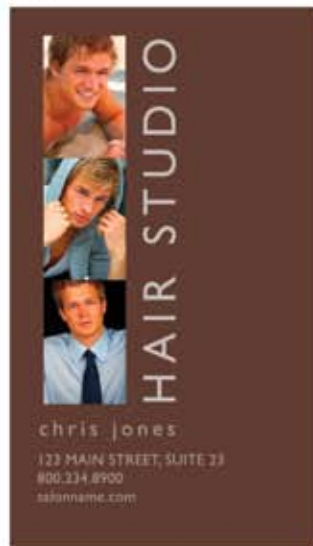
Custom Business Card Design
Please call 760-773-3012 for quote.



BC51



BC52



BC53



BC54



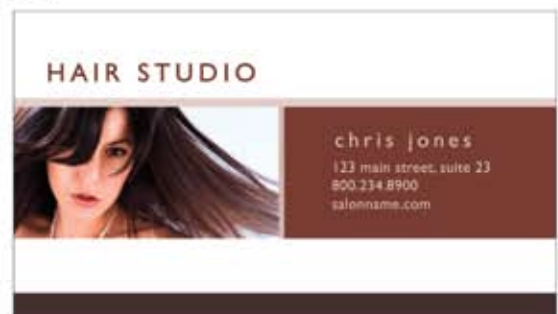
BC55



BC56



BC57



BC58

stock business cards



BC59



BC60



BC61



BC62



BC63



BC64



BC65



BC66



BC67



BC68



BC69



BC70



BC71



BC72



BC73



BC74



BC75



BC76

frequent client rewards

There's nothing better than repeat customers. Except frequent repeat customers! Frequency can equal currency in contributing to an increased cash flow. So motivate your customers to maximize the flow.

Suggestions for Frequent Client Rewards Promotions

Order our frequent client rewards cards to support any programs you develop. Below are just a couple of suggestions to get your promotional brain ticking. Choose any of our designs which can include your logo, then clearly spell out your offer on the back side. Cards can be hole punched, checked or initialed. You decide based on what services they order how many points to award and what the final reward will be when they achieve a fully "punched" or "checked" Frequent Client Rewards card.

1. Reward customers for adding on a service during the same visit.
2. Reward customers for scheduling services on certain "slower days."
3. Simply offer a reward after a certain number of visits -- perhaps five visits, could be as many as 10.

Printing Prices (only).....

250	FC cards	\$.21 ea.*
500	FC cards	\$.14 ea.*
1000	FC cards	\$.11 ea.*
2500	FC cards	\$.08 ea.*
5000	FC cards	\$.06 ea.*
10000*	FC cards	\$.04 ea.*

Frequent Client Rewards Card
 Size: 3.5" x 2"
 Paper: 14 pt gloss cover
 Color: 4/4
 Coating: UV 1 side (super gloss)
 Turnaround - 2 weeks
*plus tax & shipping

Frequent Client Rewards Design Fee (stock)

Front (add text, logo*) \$75

Back (with salon/spa information, expiration) \$50

*logo must be in eps format, text e-mailed

Custom Frequent Client Rewards Design

Please call 760-773-3012 for quote.



FC50



FC51



FC52



FC53



FC54



FC55



FC56



FC57



FC58



FC59

REWARD CUSTOMER LOYALTY

vouchers

Valuable Vouchers Put Money in Your Pocket

Whether you call them "Beauty Bucks," "Spa Dollars" or simply a voucher, vouchers can pay handsome returns. As opposed to a special promotion you might offer for a limited time, vouchers can serve as a year-round handout to bring clients back or attract new clients with a dollar value. It's like money in their pocket they want to spend and then it becomes revenue back to you!

You determine whether you want an expiration date or not and what amount you want to set along with when and where you want to distribute them – to existing clients, or just prospects.

Another thing to consider is whether you want to limit their use in combination with any other promotion, or just keep it simple and let the voucher be used at any time toward any service. We've provided some exciting and captivating designs for your selection. Just pick the one that works best for your salon or spa and put the gift of vouchers to work for you!

Printing Prices (only)

250 vouchers	\$.34 ea.*
500 vouchers	\$.22 ea.*
1000 vouchers	\$.15 ea.*
2500 vouchers	\$.11 ea.*
5000 vouchers	\$.08 ea.*
10000+ vouchers	\$.07 ea.*

Vouchers

Size:	6" x 3"
Paper:	14 pt gloss cover
Color:	4/4
Coating:	UV 1 side (super gloss)
Turnaround:	- 2 weeks

*plus tax & shipping

Voucher Design Fee (stock)

Front (change headline, denomination, logo*) \$75

Back (with salon/spa information, expiration) \$75

*logo must be in eps format, text e-mailed

Custom Voucher Design

Please call 1-760-773-3012 for quote.



V51 - \$10 Professional Beauty Voucher



V52 - Ten Dollars Professional Beauty Voucher



V53 - Ten Dollars Professional Beauty Voucher
styles • cuts • colors



V54 - Ten Dollars Professional Beauty Voucher



V55 - Twenty-Five Dollars Spa Voucher



V56 - Twenty Dollars Spa Voucher



V57 - Five Dollars Beauty Voucher
We Miss You!



V58 - Ten Dollars Professional Beauty Voucher



V59 - Ten Dollars Professional Beauty Voucher



V60 - Ten Dollars Beauty Voucher



V61 - Twenty-Five Dollar Voucher
Makeover Hair • Nails • Skincare • Makeup



V62 - Fifty Dollars Bridal Voucher

referral card booklets

Start this very rewarding program & reap the rewards!

Reward Your Clients for Their Referrals



RB51



Referral Cover



RB52



Referral Cover



RB53



Referral Cover



RB54



Referral Cover



RB55



Referral Cover

You've heard it said that the highest compliment someone can give is the referral of family and friends. So why not accentuate that process?

Order our ready-made referral card booklets to give to your clients and start reaping the rewards. Choose from our exciting designs, each with five perforated cards. Increase your client base through the most effective method possible – word of mouth referrals from satisfied clients!

You can customize the offer as you wish, but the overall idea is that each card gives your client a dollar off or a percentage discount on their next service and the person they give the card to gets the same discount as a new client referral. The back of the card has a space for the referring client to write their name along with the name of their referral, so you know who to reward. It's a **win-win-win!**

Printing Prices (only).....

- 500 referral booklet \$.85 ea.*
- 1000 referral booklet \$.53 ea.*
- 2500 referral booklet \$.36 ea.*
- 5000 referral booklet \$.31 ea.*

Referral Booklet
 Size: 12.25" x 3.5" folds to 2" x 3.5"
 Paper: 100# gloss text
 Color: 4/4
 Turnaround - 2 weeks
 *plus tax & shipping

Referral Booklet Design Fee (stock)
Front (change text, add logo* supplied by you) \$75
Back (change text, supplied by you) \$75
 *logo must be in eps format, text e-mailed

Custom Referral Booklet Design
 Please call 760-773-3012 for quote.



stock brochures, rack cards, door hangers, gift cards & packaging, greeting cards

stock brochures

Brochures An Essential Marketing Tool with Many Uses

Brochures remain one of the best ways to communicate your services in one easy to distribute, display and keep package. They fit in a #10 envelope for letter rate mailing. They are convenient take aways from display holders at your reception desk or stylist station and they are great as hand-outs at business expos and special events.

Especially in the salon and spa industry where image is everything, brochures offer the space to showcase attractive photos to demonstrate the beauty of your work. As such, brochures often are something people are inclined to keep.

Besides your own place of business, there may be other companies that will accept your brochures for display. Perhaps a friend has a local retail shop, or if you're a member of your local Chamber of Commerce, they usually have a spot for members to display their brochures. Hotels without on-site salon or spa facilities may also agree to display your brochures as you offer an added service to their guests.

We have several pre-designed and themed brochures ready for you to personalize to your salon or spa. Choose the most appropriate design for your business or order more than one brochure theme depending on the variety of services you offer. The prices on page 23 reflect our stock brochures which may be customized with your company logo and text in certain areas. If you desire a totally customized brochure, we're happy to provide a quote to your specific needs.



BR51



BR52



BR53



BR54

stock brochures



BR55



BR56



BR57



BR58

Tips for Creating an Effective Brochure

1. Determine your primary target.

If your goal is to reach new clients, then make your brochure look more like a display ad with a catchy headline that gives them a reason to read more. Remember, you've got only seconds to grab their attention!

2. Make it friendly and conversational.

Keep the tone conversational, just like you were talking to them in person. Speak to the customer in terms of benefits to them. Write it from their point of view.

3. List your services.

A client who comes to you for one treatment might not know all the services you offer. A brochure is a great place to list your services in a format they can take home and read in their leisure and perhaps even pass on to a friend!

4. Communicate what makes you different, better.

Especially for new clients, be sure to state what they call in the industry as your "Unique Selling Proposition." If you have a mission statement include that as well. If not, this might inspire you to write one!

5. Ask for their business!

Tell them to call you! This is not presumptuous. It's the whole purpose of a sales brochure. Don't forget the call to action.

There are two key elements to every brochure, design and message. We offer compelling designs to get you noticed. You send us your text and we send you back a layout for approval, it's that simple. Through our custom services department, we can also help you with copywriting. Call for details.

Printing Prices (only)

250 brochures	\$191*
500 brochures	\$210*
1000 brochures	\$236*
2500 brochures	\$499*
5000 brochures	\$730*
10000 brochures	\$1381*

Size: 8.5" x 11" - 3 panel
 Paper: 100# gloss text
 Color: 4/4
 Coating: AQ 2 side (semi-gloss)
 Turnaround: 2 weeks
 *plus tax & shipping

Brochure Design Fee (stock) \$350

(No changes to stock photos & layout)

Outside (Text & logo* - supplied by you)

Inside (Text - supplied by you)

*logo must be in eps format, text emailed

Custom Brochure Design

Please call 1-760-773-3012 for quote.

custom brochures

More than pretty pictures...

Brochures showcase your services in style

Especially in the salon and spa industry where image is so key, having an eye-catching brochure can be an effective element in your marketing plan to really showcase your salon or spa. It's one of the best ways to illustrate the beauty of your work or the luxurious feeling of the pampering services you provide, not to mention a comprehensive format to list your services and prices.

Take a look at our pre-designed brochures on pages 22 & 23 which can be customized with your message and company logo. These designs will give you some ideas for inspiration, as well as demonstrate the caliber of the work we do at Salon & Spa Marketing. If one of these works for you, great!

If not, then, let us know what your vision is for your brochure. Perhaps it's something as simple as a different photo or you may want a completely different style. You may even want a larger format brochure or a die cut brochure with pocket folder to hold easily updated inserts without reprinting the entire brochure! (See examples on this page.) There are so many variables... and we can address them all in our custom design services.

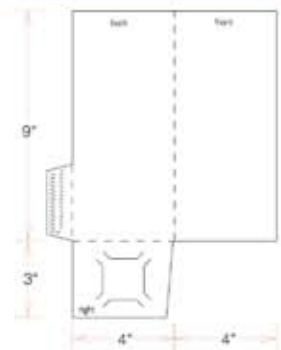
We are happy to work with you to create a custom designed brochure that will uniquely serve your salon or spa for years to come. Please call us to discuss your specific needs and we'll provide you with a quote.



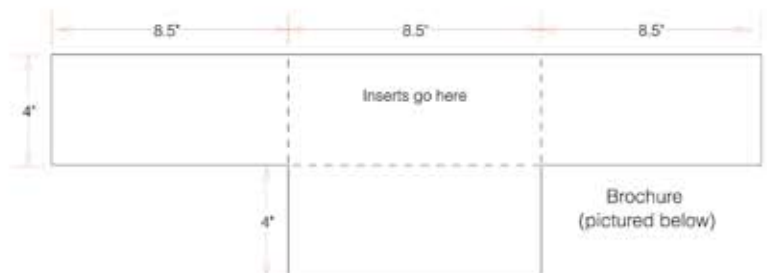
front



inside



- Brochure (pictured above)
1. Folder 4" x 9"
 2. Die-cut for Business Card
 3. Inserts for your services



front

back

- Brochure (pictured on the left)
1. Folder 25.5" x 4" - 3 panel with flap
 2. Inserts for your services

rack cards • menu • price list

Rack cards designed as a menu of services or a price list can be effective as a stand alone piece, or serve as a complement to your brochure.

Keep Reminding Clients of All You Have to Offer

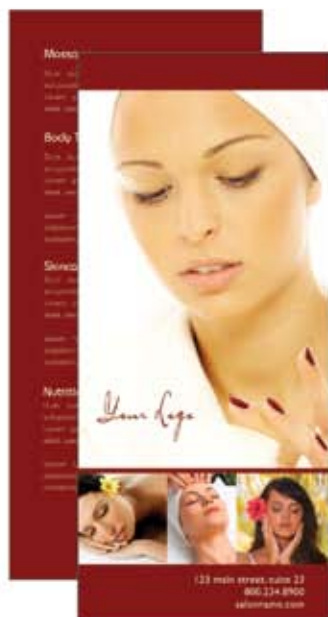
A client who comes to you for one thing, might not know all the services you offer. So be sure to make each client aware of everything you do, then gently remind them as you have the opportunity.

A great way to inform clients and prospects about your services is to put it in writing! Rack cards designed as a menu of services or a price list can be effective as a stand alone piece, or a serve as a complement to your brochure, especially if you want to list prices separately from your overall brochure as prices can change.

Rack cards can be displayed and utilized in all the ways that brochures can (see page 22 & 23.) We've created some stunning salon and spa designs just awaiting your customization.



R51 - Day Spa, Skincare, Massage



R52 - Day Spa, Skincare, Massage



R53 - Salon, Spa



R54 - Salon, Day Spa

Printing Prices (only)

250 rack cards	\$ 151*
500 rack cards	\$ 189*
1000 rack cards	\$ 244*
2500 rack cards	\$ 383*
5000 rack cards	\$ 477*
10000 rack cards	\$ 818*

Size: 4" x 9"
 Paper: 14 pt gloss cover
 Color: 4/4
 Coating: UV 1 side (super gloss)
 Turnaround - 2 weeks
 *plus tax & shipping

Rack Card Design Fee (stock)
 (No changes to stock photos & layout)
 front (Text & logo* - supplied by you) \$75
 back (Text - supplied by you) \$75
 *logo must be in eps format, text e-mailed

Custom Rack Card Design
 Please call 1-760-773-3012 for quote.

custom display ads

Attention-Getting Newspaper, Magazine & Yellow Page Ads

Besides taking advantage of all the "free" avenues for promoting your business within your salon or spa – your lobby, wall space, and counters – along with brochures and referral cards to give to your existing clientele, there are bound to be several publications in your area that would be appropriate venues for you to consider advertising in to reach prospective new clients.

Whether it's your local newspaper, a community magazine or an annual telephone directory, we are happy to assist you with the creation of any display ads you may need.

Newspaper is a great outlet to use for promoting specials such as Holiday Gift Certificates, Mother's Day Spa Packages or some specific, time-sensitive offer.

With the increase of spas, day spas and medi-spas, many magazines now feature spa or beauty themed issues at least once a year and the tie-in with the editorial focus makes an even greater impact. Sometimes magazines will even offer "advertorial articles" along with the purchase of an ad as a bonus.

Having a presence in the yellow pages serves you 24/7 as people who are new to the area turn to it as a resource to find services they need or people browse the listings to shop for a new salon or spa to better serve their needs.

Our already designed postcards can be customized with your name and specific information and sized appropriately as an advertisement for a specific publication at a minimal cost. We also can create a totally custom ad to meet your individual needs.

We specialize in salons and spas and are dedicated and passionate about creating advertising and promotional materials that make you look good and get results! Call for quotes.



FREE haircut*
With New Color Service

*MONDAYS ONLY
BOOK BY DATE • EXPIRES MONTHLY

LIVEN UP WITH
Color

Call Today
773-0000
skincarestudio.com

New Creations Salon
123 any street, suite 23
Your Town, USA 00000



Facials
Nails
Hair

Day Spa
888-668-8484



Pedicure \$00
receive a free nail polish*

*must mention ad and book appointment by date

The Nail Place
258-0000



let your **creativity** go to your head

HAIR STUDIO
the hairstyling specialists

858-265-8969
123 Main Street • Your City

door hangers

INCREASE YOUR CASH FLOW

A great time to distribute your door hangers is 10 am- 12 pm, M-F.

Knock Knock. You're There!

Door Hangers Create Maximum Impact at Low Cost.

Not just for campaigning, door hangers are a targeted and effective form of marketing to canvas neighborhoods within a close radius to your place of business. There's **no postage involved or obtaining mailing lists** as you literally deliver your message door to door.

Choose from our bright, colorful door hangers to greet your potential customers right at their door. Like all our promotional materials, you can customize the hanger with your specific message and offer. Each hanger is printed on durable card stock with a weather resistant coating and includes the doorknob die cut. *Just be sure to check with your city first about regulations for neighborhood canvassing.*

Door hangers also can be used to reach hotel guests to encourage them to visit your salon or spa during their stay. **Hotels without on-site salon or spa services may be especially receptive to this type of marketing as it provides an added benefit to their guests.** Get to know the managers of hotels in your area and they just might open the door for you to communicate your special offer to their guests.



DH51



DH52



DH53



DH54



DH56



DH57



DH58

Printing Prices (only)

500 door hangers	\$.60 ea.*
1000 door hangers	\$.36 ea.*
2500 door hangers	\$.19 ea.*
5000 door hangers	\$.14 ea.*
10000* door hangers	\$.13 ea.*

Door Hangers
 Size: 3.5" x 8.5" includes die cut
 Paper: 14 pt. card stock
 Color: 4/4
 Coating: AQ Coating both sides
 Turnaround - 2 weeks
 *plus tax & shipping

Door Hanger Design Fee (stock)

Front (change text, add logo* - supplied by you) \$75
 Back (add text - supplied by you) \$75
 *logo must be in eps format, text e-mailed

Custom Door Hanger Design

Please call 760-773-3012 for quote.

gift cards

Gift Cards are a Great Return on Investment

In the salon and spa industry, gift cards are a bit more personal. A visit to the salon or spa is not only nice gift, it's a pampering and relaxing experience. So it is likely that your clients who buy gift cards will do so for those closest to them.

Make your gift cards available all year long. Gift cards are a great choice for birthdays, Valentine's Day, Mother's Day, Father's Day, Hanukkah, Christmas, as a Thank You or simply just because. They also make great impulse or last minute gifts.

As gift cards are for a set amount, it's also very likely that the gift recipient will use the gift card toward a higher priced service, returning even more revenue to you!

We've made it easy for you to select your favorite design from a variety of card styles.



Display your Gift Cards
\$15.95 ea. with order

Printing Prices (only)

500	gift card	\$.59 ea.*
1000	gift card	\$.49 ea.*
2000	gift card	\$.46 ea.*
3000	gift card	\$.42 ea.*
5000	gift card	\$.36 ea.*
10000	gift card	\$.28 ea.*

Above Pricing includes:

- CR-80, heat press laminated card
- loco magstripe and encoding (add .01 for hico mag)
- magstripe encoding
- thermal imaging of card number on back of card and/or barcode
- boxed in 250's or 500's

*plus tax & shipping
plus a \$35 prepress charge 4/1

Gift Card Design Fee (stock)

Front (change headline, logo* supplied by you) \$75
Back (with promotional info, supplied by you) \$50

*logo must be in eps format, text e-mailed

Custom Gift Card Design

Please call 760-773-3012 for quote.



GC51



GC53



GC55



GC57



GC59



GC61



GC52



GC54



GC56



GC58



GC60



GC62

gift card packaging

Increase Your Card Sales with Pretty Packaging

A gift card is a substantial gift. But it is a small sized item. Offer our gift packaging options to your clients and it will make the gift card a very grand presentation and even more fun for your clients to give!

The options for packaging are nearly endless. You have many choices of styles, colors, and price points.

Gift Card Packages – the icing on the cake, that extra touch that gives your gift card an elegant presentation. It's a great reflection on your customers and also on your salon or spa.

Shown are a few examples of the many possibilities we offer. If you have something specific in mind, most likely we can find it for you. Just call us for more details.



Display this eye-catching, fun card holder by the handles on a wire rack or in the pocket of our acrylic display (page 28). A small tab seals the top, while die cut slots secure the card inside. Folded size: 4" x 5 1/4"

250 - \$.27 ea. 500 - \$.25 ea. 1000 - \$.23 ea.
plus shipping & tax
custom designs available - additional charge



Gold/Silver Stripe



Auquamarine



Fire & Ice



Leopard Print

There are many ways to incorporate gift card boxes into your gift card packaging program. Many of our customers give their gift card boxes to their customers with each purchase of a gift card. Other customers sell their gift card boxes in an area close to their gift cards to offer one-stop gift card purchases and gift card packaging.

- Many color choices, stretch ribbons and to/from cards available.
- **Minimum order 100 boxes in carton \$72.00/carton + shipping & tax**



**Crazy Daisy
Red Dots
Lilac Blossoms
Pin Stripes**

Minimum order
25 boxes per case
\$39.95/case
+ shipping & tax



Silver/Gold
Minimum order
25 boxes per case
\$37.50/case
+ shipping & tax



- Each gift card is decorated with a poly satin ribbon and bow!
- An insert is inside the box that securely holds the gift card in place.
- Customers can personalize their gift by completing the insert.



All in One Packaging!

The Gift Box, the Greeting and the Wrap.



- **Minimum order is 96 pieces @ \$.85 ea. + shipping & tax**

greeting / gift cards

It's The Little Things...

Personal Touches Always Make a Big Impression

It's tried. It's true. But it's still new, each time you get a greeting card in the mail.

Our beautiful array of greeting cards can be used for many occasions and reasons. You can order blank note cards and always have the opportunity of customizing them with your personal note, or order some of them as well as an assortment of thank you notes and birthday cards to send to your clients – all customized with your salon or spa name. Admit it, you love it when you get a card on your birthday, even if it's from your dentist or doctor or other service provider who is smart enough to keep track of your special day!

When someone does something nice for you or refers a friend as a client, it's simply good business to send a thank you note. It's also just plain old-fashioned courtesy and Miss Manners would be proud.

You can also use the card format to serve as a gift card holder or insert a business card, as any of our cards can be die cut with business card slits.

Sending birthday cards, thank you notes and other types of greeting cards is a **personal touch that's worth the effort as it makes a long-lasting impression.**

Shouldn't you invest in a few greeting cards to have on hand?



Outside Back

GR56

Outside Front

Inside Left

Inside Right



GR51 - Thank You



GR52 - Thank You



GR53 - A gift just for You!



GR54 - Your logo/name



GR55 - Your logo/name

Printing Prices (only)

250 greeting cards	\$1.19 ea.*
500 greeting cards	\$.66 ea.*
1000 greeting cards	\$.39 ea.*
2000 greeting cards	\$.25 ea.*
3000 greeting cards	\$.21 ea.*

Greeting Cards w/ white envelopes

Size: 6" x 4.25"

Paper: 14 pt. cover

Color: 4/4

Folding: Half-fold

Coating: AQ front side (semi-gloss)

Turnaround: 2 weeks

*die-cuts extra

*plus tax & shipping

Greeting Card Design Fee (stock)

(No changes to stock photos)

Outside (Text & logo* - supplied by you) \$75

Inside (Text - supplied by you) \$75

*logo must be in eps format, text emailed

Custom Greeting Card Design

Please call 1-760-773-3012 for quote.



Wall art, posters, gift bags, marketing packages, cosmetology schools

wall art/posters

Maximize Your Wall Space with Key Messages



Display your specialities P50

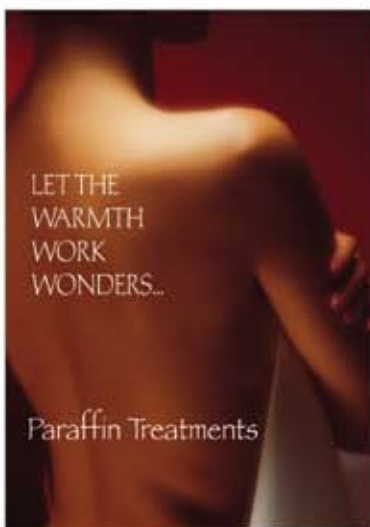
The next time you walk into your salon or spa, try to do so with a fresh eye. Scope out the space and look at your walls as "real estate."

What do you currently have hanging in your salon or spa? A scenic picture of a sunset, mountain or flowers? While beautiful, think about using this space to promote your services or a current special. Our posters will be just as attractive as art for your customers to view, but with the dual reward of inspiring new or additional services.

Whether you have a single station, a small boutique or a more spacious layout, you can use the wall space you have to promote your business. Our attractively designed posters and signs can be laminated and mounted on foam core for a clean look or they can be placed in frames, lending a gallery look, all with a message that sells and tells of the services you offer.

If you're short on space, there are still several ways you can use your available space. Easel displays can be rotated from area to area, easel backed or picture frame displays can sit on counters or smaller signs can be placed over mirrors.

The key is to maximize your space so the area you have is constantly working for you!



Display your treatments P51



P52

Display your promotions on your walls or sidewalk display.



Printing Prices (only) -----

Poster only
24 x 36 \$ 50.00 ea.*
Most sizes available call for quote

Poster mounted on Foam Board
24 x 36 \$ 72.00 ea.*
Most sizes available call for quote

Poster mounted on Gator Board
24 x 36 \$ 84.00 ea.*
Most sizes available call for quote

*plus tax & shipping

Poster Design Fee (stock) \$75

Front (change text, add logo* - supplied by you)

*logo must be in eps format, text e-mailed

Custom Poster Design

Please call 760-773-3012 for quote.

gift bags

The Artful Art of Presentation

An attractive bag and some fluffy tissue paper go a long way in making your customers feel special — especially if they've spent a lot in services and then added products to the total bill!

Whether it's to hold quality products they've purchased, or as nice packaging for a gift card they buy for a relative or friend, beautiful gift bags simply make good business sense. They are part of the salon and spa experience and add to the overall value a customer feels when enjoying your services. A token reminder of their visit!

So, don't skimp on gift bags. Ordered in bulk, you can get some good pricing and they can be used for a variety of purposes.

Gift bags can even serve as "promotional material holders" – insert your business card, brochure, a few product samples and give them away at ladies luncheons as table favors or as handouts at a business expo or bridal show. The items in the bag aren't costing you much of anything, but the bag makes it appear a more substantial item.

There are many different styles, colors, prints and materials you can choose from, ranging from paper, plastic, custom frosted vinyl and more. There are also many styles of tissue paper and a variety of labels and tags which we offer.

Here are a few examples, but with so many options, please call us and we can get you quotes on what best suits your style and needs.

Stock Euro Shoppers

Many color choices available



Hot stamping logo on bag - additional charge

Fashion Tints - varnished, matching handles

size	pack	1-4 cases
6.25 x 3.5 x 8.5	100	\$46.75

Metallic Eurototes - laminated, not varnished

size	pack	1-4 cases
6.25 x 3.5 x 8.5	100	\$78.25

Eurototes - laminated, not varnished

size	pack	1-4 cases
6.25 x 3.5 x 8.5	100	\$64.25

White Eurototes - matching cotton handles

size	pack	1-4 cases
6.25 x 3.5 x 8.5	100	\$64.00

+ shipping & tax



Leather Totes

size	pack	wt./case	1-9 cases
6.5 x 3 x 6.5	100	9#	\$87.86
8 x 4 x 10	100	15#	\$95.00
16 x 6 x 11	100	30#	\$111.67
16 x 6 x 18.5	100	50#	\$133.10

Leather Gift Boxes

size	pack	wt./case	1-9 cases
4 x 4 x 4	100	9#	\$64.60
6 x 6 x 6	100	19#	\$107.14
7 x 7 x 7	100	23#	\$112.43

+ shipping & tax



Zebra Stripes Gable Boxes

size	pack	wt./case	1-9 cases
4 x 2.5 x 2.5	100	6#	\$39.80
8 x 4.875 x 5.25	100	18#	\$87.06

Zebra Stripes Gift Card Holder

size	pack	wt./case	1-9 cases
6 x 6 folded	100	6#	\$88.24

Zebra Stripes Trapezoid Bag

size	pack	wt./case	1-9 cases
8 x 3 x 6.5	100	9#	\$80.26

Side-Saddle Ribbon - Black & White

size	pack	wt./case	1-9 cases
5/8" x 50 yds.	1#		\$66.00

+ shipping & tax



Wild Thing Triangle Bag

size	pack	wt./case	1-9 cases
8 x 8 x 8	100	11#	\$103.91

Sheer Asiana Ribbon - Chocolate

size	pack	wt./case	1-9 cases
1.5" x 100 yds.	1#		\$16.67

+ shipping & tax

marketing packages

Cohesive Packages Provide Maximum Effectiveness

Synergy – the magical word that in essence means everything's working together. That's what your marketing materials should do. Work together and reinforce each other.

Your collateral material should have a unified look that signifies the image/s are representing one company. That's what we can help you do. As you look through our catalog, you'll notice a consistency in the various designs that are translated into other materials. A similar look on a business

card, matches with a complementary brochure, which correlates to a frequent client card or a postcard. It's all designed to get your clients' and prospects' attention and designed to make you look good!

Now here's the best part. If you order at least three elements from our catalog, essentially creating your own package, you'll save money. If you order five items, you'll save even more!

Choose Any Stock Design in the catalog to create your marketing package

PACKAGE ONE

5 items

*Package One (5000 pieces) includes:

- 1000 ct. Brochures
- 1000 ct. Business Cards
- 1000 ct. Frequent Client Rewards
- 1000 ct. Postcards
- 1000 ct. Vouchers

1. Brochure
2. Business Card
3. Frequent Client Rewards
4. Postcard
5. Voucher

Regular Price: \$1656

Your Price \$1406

+shipping & tax

Save \$250

* One design from stock designs in catalog

* One design per package

* Custom design is extra, call for quote



Door Hanger - D58
(not included in package,
available separately)



Brochure - BR50



Frequent Client Rewards - FC59



Business Card - BC74



Postcard Card - PC113



Voucher - V63

marketing packages

Choose Any Stock Design in the catalog to create your marketing package

PACKAGE TWO 3 items

*Package Two (3000 pieces) includes:
1000 ct. Brochures
1000 ct. Business Cards
or Frequent Client Rewards
1000 ct. Postcards or Vouchers

1. Business Card **OR** Frequent Client Rewards
2. Brochure
3. Postcard **OR** Voucher

Regular Price: \$1121

Your Price ^{\$}1021
+shipping & tax

Save \$100

*One design from stock designs in catalog
*One design per package
*Custom design is extra, call for quote



Business card - BC59
↑ your choice



Frequent Client Rewards - FC58



Brochure - BR52



Postcard Card - PC114



Voucher - V59

PACKAGE THREE 3 items

*Package Three (3000 pieces) includes:
1000 ct. Brochures
1000 ct. Business Cards
1000 ct. Frequent Client Rewards

1. Business Card
2. Frequent Client Rewards
3. Brochure

Regular Price: \$1056

Your Price ^{\$}1006
+shipping & tax

Save \$50

*One design from stock designs in catalog
*One design per package
*Custom design is extra, call for quote



Business card - BC57



Frequent Client Rewards - FC53



Brochure - BR63

Additional Services Available: Logo Design, Stationery Packages, Flyers

cosmetology schools

Attention Beauty School Owners

Empower Your Students to Make You and Them More Successful

After teaching your students the practical techniques of the beauty industry and before they go out on the floor to perfect their skills, why not teach them how to market and sell themselves and your school's salon?

Offer them tips on how to get new clients through marketing and promotion and how to strengthen relationships with existing clients. This is a very important side of the cosmetology business that is not currently taught in most schools. The result, students leave with a license, but are ill prepared for the real world.

Your school can be different!

Supply your students with business cards, school brochures showcasing your services, postcards which they can hand out in the salon or mail (see pages 7-10) - arm them with these and other marketing tools and it will benefit you both. When a student is not busy on the floor, give them tasks such as coming up with a special promotion. This will encourage them to think with a marketing mindset. Door hangers are also a great promotional piece you can order and have students distribute within a 5-7 mile radius of your business. All of this activity provides real life experience and ultimately can benefit your salon with a better bottom line.

It is very important that students understand that when they graduate, it will be up to them to get new clients. Teach them to think proactively and not wait for the next walk in or get stuck in the back doing the towels. This catalog has many marketing ideas and items you can use to increase community awareness and your customer base.

As a school you will touch the lives of hundreds and perhaps thousands of future cosmetologists. You have the opportunity to educate your students on marketing survival skills which will allow them to successfully use their new cosmetology skills.



Business card - BC59
your choice



Frequent Client Rewards - FC58



Brochure - BR52



Postcard Card - PC114



Voucher - V59

PACKAGE TWO

3 items

*Package Two (3000 pieces) includes:

1000 ct. Brochures

1000 ct. Business Cards or Frequent Client Rewards

1000 ct. Postcards or Vouchers

Save \$100

Your Price \$1021 + shipping & tax

Regular Price: \$1121

*One design from stock designs in catalog

*One design per package

*Custom design is extra, call for quote

In addition to creating specifically targeted promotional materials for the salon industry, we can create a marketing class for you to incorporate into your school program. If you'd like to know more about this service, please call us for details.



"Ooh Aah"

That's how you'll feel as you get results from using our dynamic marketing materials.

Our mission at Salon & Spa Marketing is to create excellence in graphic design and promotional materials specifically targeted to the salon and spa industry.

Our ready-to-customize materials are an affordable way for you to promote your salon or spa. Our custom design services also are quite reasonably priced if a totally tailored approach best suits your needs.

Call us today and let's talk about how we can help your salon or spa become more successful.

SALON & SPA MARKETING CATALOG

THE ULTIMATE SOURCE FOR SALON & SPA MARKETING

760-773-3012 • Fax: 760-773-4950
Elaine@SalonandSpaMarketing.com
SalonandSpaMarketing.com





what's inside...

postcards • brochures • business cards • frequent client rewards cards • wall art
posters • gift bags • gift cards • gift card packaging • vouchers • rack cards
bridal marketing • referral booklets • door hangers • greeting cards • display ads

plus

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