

# BRANDS SUPPORTING THEIR ACCOUNTS

**W**hen COVID-19 first struck, spas and industry professionals were at a major loss. With the chaos that ensued, some brands stepped up to the challenge to reassure clients and their consumers that they were there for them. From the creation of sanitizers, new personal protective equipment, to drop-shipping options, marketing materials, and more, brands of all sizes stepped in to save the day. Take a look at just a few of the amazing brands that have countless times, shown time and time again that they are there for their clients no matter what storm arises.



## GLOWBIOTICS® PROBIOTIC SKINCARE

### GLOWBIOTICS

"Every month we run a different type of promotion, mainly targeting the sell-through of existing products on their shelves or an introduction of a new product the spa may not carry. Most promotions are gift with purchases designed to increase the patient's purchase amount. The promotions can be run based on our suggestions, or the spa can decide to change how they would like to offer the promotion based on the client's needs. For the spa, the free gifts are given based on their purchase amount for the month. We have a tiered program set up to make it simple for the spa to know how many free gifts they will be receiving. Some spas will choose to put the free gifts back in

inventory and sell the products for a 100% profit and other will use them as a promotion, but we, as a company, allow the spa to choose which is best for them. Other promotions we have run are our twice a year 25% off sale, travel-sized sample kits, and buy one get one half off." glowbiotics.com



### Epionce

"We provide a variety of marketing support materials for our professional partners to utilize. Not only do we provide printed materials for in office use, there is also have a library of social media-friendly assets that can be accessed 24/7 through our Professional Portal. There is are also customizable poster files along with educational materials available on the portal. We also provide marketing support for every

promotion that we offer to professional partners." epionce.com



### Biopelle

"We provide skin care professionals an affiliate program on their website, along with a no-cost additional revenue stream for spas. Generous commission is offered to all skin care professionals and spas on all purchases using an affiliate code. Free shipping and returns on all orders and patient discounts are also offered to encourage purchase though the affiliate code, as well as monthly special promotions and product of the month discounts. Our company also offers deluxe and packette samples with every qualifying purchase." biopelle.com



### Eminence Organic Skin Care

"During these unprecedented times, we are here to ensure that their spa partners feel supported in managing their businesses. We launched the COVID-19 Resources & Support webpage with industry resources and marketing tools. Since many clients are unable to visit the spa due to COVID-19 restrictions, we created digital skin care consultation forms and recommendation cards to help with virtual consultations. Our brand has also waived the minimum order amount until the end of 2020, as well as maximized Business Building Rewards for spa partners. Additionally, we created Affiliate Links that spa partners can utilize to receive a significant portion of online sales." [eminenceorganics.com](http://eminenceorganics.com)



### Herbal Skin Solutions

"We take pride in serving fellow professionals with experience-backed support by offering virtual training. Whether an official CIT Pen provider or a licensed professional looking to expand one's aesthetic skillset, the virtual hub full of CIT and Microneedling plus nano-infusion is full of knowledge and resources that can provide the highest caliber service to clients and help them achieve optimal results. Treatment logs, protocols, sample consent forms, and in-depth descriptions of products, including the full ingredient deck chock-full of benefits to use, not only furthering the knowl-

edge to assist in educating clients but also informing digital marketing messaging about products and retail." [herbalskinsolutions.com](http://herbalskinsolutions.com)



### Celluma Light Therapy

"As COVID-19 continues to have an impact across the globe, we keep providing business solutions. During the month of January, get a free 100-pack of disposable hygiene barriers and a free five-pack of Celluma Face Shields (valued at \$19.95 each) with each Celluma PRO, Celluma iPRO, or Celluma SKIN purchased. Celluma can also be rented or resold to clients with excellent profit margins." [celluma.com](http://celluma.com)



### Circadia

"We are taking all the necessary measures to ensure the safety and well-being of the Circadia family during the public health crisis of COVID-19. We know that many spa partners have closed their businesses and are at home practicing social distancing. We want to help them conduct business during this interruption, so we have created a drop-ship program with a bonus Staycation Facial Kit. Our Drop-Ship Program with a bonus Staycation Facial Kit will allow Circadia customers to contact their consumers and offer retail products with a bonus Staycation Kit that they can use to help them find a little peace and serenity in these challenging times." [circadia.com](http://circadia.com)



### Color Up Therapeutics

"COVID-related incentives from our brand, include 10% off wholesale to all professionals and free drop-shipping. The brand also offers complimentary weekly classes for aestheticians and massage therapists. Our Cannabis Master Program is also being offered at the special rate of \$249 (normally \$500), with \$180 back in products. We also launched a scholarship program available to licensed aestheticians and licensed massage therapists to enroll in the Master Program. Soon the brand will launch an Infection Control Course and Certificate. The online, one-hour course is free and those who successfully complete the course and quiz will receive a certificate for Infection Control: Sanitation in the Spa." [colorupco.com](http://colorupco.com)



### Cirepil

"In addition to providing ongoing monthly cost saving promotions to waxing professionals, we created an affordable Cirepil Blue Hard Wax INTRO Kit. This kit was specifically designed during COVID-19 as an affordable way for professionals to self-educate, stay motivated, and be waxing ready while at home. As a bonus, the cost of the Intro Kit was applied toward any class at the Perron Rigot Institute in Chicago, Illinois. The Intro Kit remains available through authorized distributor partners and through the new website." [cirepil.com](http://cirepil.com) ▽

