

Manager Retail Toolkit

July 1 - August 31 | FS Big, Big Sale | FS Liters

CLIENT-FACING OFFER

**Buy 1, Get 1 50% Off
or 20% Off Individuals**

Timeline

Promotion runs July 1 through August 31.

Use the provided Big, Big Sale sign for the full promotional window. Remove prior retail promo signage before July 1 and remove sale signage after August 31.

Promotion Focus

FS liters are the featured retail push. This is a stock-up sale designed to make at-home care recommendations easy and help clients maintain their results between visits.

Focus on pairing the right shampoo and conditioner, then add a liter pump when appropriate.

Sign Placement

- Front desk and checkout area
- Retail shelf or dedicated liter display
- Shampoo area or stylist station reminder
- Break room or huddle area for team visibility



Provided sign artwork

Stylist Talking Points

- This is our Big, Big Sale on FS liters through August.
- This is a great time to stock up on the shampoo and conditioner you already use.
- You can grab two and get the second 50% off, or take 20% off one individual liter.
- A liter pump makes it much easier to use at home.
- Close: Do you want me to grab the matching conditioner or a pump while it is on sale?

Manager Notes

Keep the liter display full, front-facing, and easy to shop. Reinforce the offer during shift huddles and coach the team to recommend based on the guest need, not just the discount.

Check inventory weekly and reorder before the display looks thin.

Execution Checklist

- | | |
|---|---|
| <input type="checkbox"/> Signs printed and placed by July 1 | <input type="checkbox"/> Team aware of offer and close line |
| <input type="checkbox"/> Old retail promo signage removed | <input type="checkbox"/> Weekly inventory check scheduled |
| <input type="checkbox"/> Liters stocked and grouped by need | <input type="checkbox"/> Signage removed after August 31 |
| <input type="checkbox"/> Pumps stocked next to liters | |

SalonRedi Ordering Quick Reference

Use this page when ordering or reordering FS liters and pumps for the Big, Big Sale.

Ordering Instructions

- Order FS liters and liter pumps through SalonRedi.
- Order enough to build a visible display before July 1, then check sell-through weekly.
- Group shampoo and conditioner pairs together so stylists can recommend complete routines.
- Add liter pumps to the order and place them beside the liters as an easy add-on.
- Use the item numbers below to reduce ordering errors.

| Product | Item # | Sale Cost | Reg. |
|----------------------------|---------|-----------|---------|
| Moisture Lock Shampoo | #022386 | \$12.80 | \$16.00 |
| Moisture Lock Conditioner | #022388 | \$12.80 | \$16.00 |
| Volume Boost Shampoo | #022390 | \$12.80 | \$16.00 |
| Volume Boost Conditioner | #022392 | \$12.80 | \$16.00 |
| Curl Shampoo | #022402 | \$12.80 | \$16.00 |
| Curl Conditioner | #022404 | \$12.80 | \$16.00 |
| Clarify Shampoo | #022405 | \$12.80 | \$16.00 |
| Color Vibrance Shampoo | #022394 | \$15.20 | \$19.00 |
| Color Vibrance Conditioner | #022396 | \$15.20 | \$19.00 |
| Stay Bright Shampoo | #022398 | \$15.20 | \$19.00 |
| Stay Bright Conditioner | #022400 | \$15.20 | \$19.00 |
| Black Label 3-in-1 | #022407 | \$13.20 | \$16.50 |
| Liter Pump | #022408 | \$1.08 | \$1.35 |

Product Knowledge

| Line | How to position it |
|--------------------|--|
| Color Vibrance | For color-treated hair; helps maintain vibrancy between visits. |
| Stay Bright | For blonde or highlighted hair; helps keep hair looking bright. |
| Moisture Lock | Hydration support for dry hair; leaves hair soft and manageable. |
| Volume Boost | Lightweight care for fine or flat hair that needs fullness. |
| Curl | For curls and waves; supports curl shape and softness. |
| Clarify | Deep cleansing option to remove buildup when needed. |
| Black Label 3-in-1 | Simple hair and body wash option; easy add-on purchase. |
| Liter Pump | Convenience add-on; place pumps directly beside liters. |

Display Tips

- Build one clean display with the supplied sign centered above or beside the products.
- Place best-fit pairs together: Color Vibrance, Stay Bright, Moisture Lock, Volume Boost and Curl.
- Keep pumps in a small container or basket directly beside the display.

Reorder Triggers

- Reorder when a core pair is down to 2-3 units.
- Check pumps weekly; they are easy to forget and easy to add on.
- If one line moves faster, restock that line instead of spreading the display too thin.