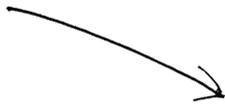




# 3 Foot Shelves x 4



Stagger liters front and back with shampoo in front of conditioners.



# 4 Foot Shelves x 4



If you've got the space, use it!  
Stock 2 facings wide whenever possible



# 6 Foot Shelves x 3



# Tips & Tricks



Feel free to display your SIGNATURE hand sanitizer on your front desk or on stations, as well as on the shelves to make them feel full!

For visual consistency and storytelling, always group products by collection.



Keep your best-selling items at eye level—don't make people bend over backwards to find their perfect product. Draw extra attention by placing SEVEN® haircare imagery and product information at eye level.



Place collection marker frames to the left of a collection, before shampoo and conditioner.



If you've got it, use it! Fill your shelves by stocking 2 or more facings wide and 5 or more products deep. During peak times in salon, you are able to pull the product forward to make the shelves look full until you have time to stock. Full shelves feel luxurious, give a sense of well-being, and ultimately encourage sales.



Clients will usually pick the smaller size when you put a larger sized product next to a smaller one. Optimize 32oz "liter" sales by stocking them apart from smaller shampoos and conditioners.

Keep it fresh! High-shine jar lids and aerosol caps can get fingerprints. Your introductory package includes microfiber polishing cloths. Use them daily to keep things gleaming.



Take a selfie! We'd love to see how brilliant SEVEN® looks in your salon. Hashtag pictures with #SEVENhaircare, tag @sevenhaircare and send to info@7haircare.com so we can do some bragging about you.