

Monthly Marketing

SEPTEMBER
2026



► BRING-A-FRIEND FRIDAY

- Invite current clients to bring a first-time guest and earn a reward, while your guest enjoys an introductory service.

► ENDLESS SUMMER PASS

- Clients purchase the promotional package during September and receive access to every UV tanning level through December 31.

Suggested Terms:

- Available September 1-30
- Valid through December 31
- Nontransferable
- Salon policies apply

Member Bonus: Give current members a special upgrade or wellness perk.

► WELLNESS WEDNESDAY

- Feature wellness services every Wednesday, such as red light, sauna, massage chairs, body wraps, or PEMF.

Possible Offers:

- First wellness sessions free
- Wellness services at 50% off
- Members receive a free session
- Try two wellness services for one special price

Use this promotion to educate clients about services they haven't tried.

► KEEP YOUR COLOR BUNDLE

- Bundle a tanning or sunless product with a body care item and offer a savings or include a complimentary tanning upgrade.



► HOMECOMING GLOW PACKAGE

- Create a package that includes:

- Spray Tan
- Body scrub or prep product
- Tan extender
- Optional facial tanning product

Offer a group incentive when friends schedule together.

► FALL WELLNESS PASSPORT

- Offer a package that allows clients to sample three or four different wellness services. If they purchase a membership afterward, apply part of the passport price toward enrollment.

► FALL MEMBERSHIP SPECIAL

- Encourage clients to establish a routine before the holidays. Offer free enrollment, a discounted first month, or a complimentary product or wellness upgrade with a new membership.

► "WE MISS YOU" PROMOTION

- Reconnect with clients who haven't visited in 60-90 days with a free upgrade or wellness session in September.

► BUY A LOTION, RECEIVE A BONUS

- With the purchase of a qualify full-size lotion, offer:

- A free tanning upgrade
- A complimentary wellness session
- A week of upgrades
- A discount on a second skincare product

► RECOMMENDED SEPTEMBER COMBINATION

For a balanced month, choose:

- Main offer: Endless Summer Pass
- Weekly feature: Wellness Wednesday
- Retail offer: Keep Your Color Bundle
- New-client offer: Bring-a-Friend Friday
- Seasonal offer: Homecoming Glow Package