Beauty Systems Group, LLC

Armstrong McCall · Cosmo Prof · Lowa Beauty

PROMOTION MONTH (IN-STORE)	EXAMPLE	JANUARY '19	FEBRUARY '19	MARCH '19	APRIL '19	MAY '19	JUNE '19	JULY '19	AUGUST '19	SEPTEMBER '19	OCTOBER '19	NOVEMBER '19	DECEMBER '19	JANUARY '19	FEBRUARY '19	MARCH '19
2019 BSG PILLARS	STYLING FOCUS	SUPER SIZE YOUR SAVINGS	SUPER SIZE YOUR SAVINGS SALON ESSENTIALS *MULTI CULTURAL FOCUS (TBD)*	TEXTURE & VOLUME	BOGO HAUTE HUES	**NEW PROMO** BLONDING MONTH/ COLOR CARE	**NEW PROMO** BLONDING MONTH/ COLOR CARE	LITER SALE NAIL MANIA	LITER SALE STYLIST FAVORITES NAIL MANIA	LICENSE TO CREATE/BEAUTY CHANGES LIVES	HOLIDAY SET	HOLIDAY READY FOR THE RUSH BLACK FRIDAY	HOLIDAY			
NEW PRODUCTS/LAUNCHES	ALL IN ONE LEAVE-IN SPRAY		Total Results Keep Me Vivid Protection Range - Shampoo, Conditioner, Mask, Laminator	New CULT Shades and New Biolage Deep Treatment Masks	New Color Sync Fast and Acid Toners	Biolage Colorlast Purple Shampoo AND Blonde Ultim8	None									
BSG EXCLUSIVE PROMOTIONS	SAVE X% ON 16oz CONDITIONING BALM	Additional Biolage Liters	SoColor CULT - Try for $5	All Matrix Hair Sprays - Try for $6, save up to 40% AND Haute Hues Cult - adding Laminator to the Intro Kit	Haute Hues - CULT and adding Laminator to the Cult Intro Kit	Lighteners and TR Shampoo/Cond Duos - $10.50 - Keep Me Vivid, Brass Off, So Silver	TR Shampoo/Cond Duos - $10.50 - Keep Me Vivid, Brass Off, So Silver									
PROMOTIONAL ACTIVITY PRIORITY 1	LITER DUOS	Biolage Liter Duos	Total Results Liter Duos	Total Results Trios	Biolage Spring Getaway	May Swatchbook promo - 1 week - Buy 12 tubes of Color, get Swatchbook free	Biolage Liter Duos	Total Results Liter Duos								
PROMOTIONAL ACTIVITY PRIORITY 2	SAVE 25% ON STYLING	Hair Color - Buy 6 tubes, free developer	Lighteners - 25% off	Style Link - 25% off	Mini Mania	Styling 2 for $12	CUL:T Anniversary Sale	replace Cult anniversary with like volume promo								
PROMOTIONAL ACTIVITY PRIORITY 3	BOGO 50% ON CURL	Biolage Styling - $6	SoColor Grey Coverage promo - Buy 6 tubes, free Bond Monodose	12 tubes of CULT - $66 with free kit (apron, ring, Eraser and FREE TR KMV Laminator) - $66	Hair Color Stock Up - buy 6 tubes, get free Developer	Texture Stock Up	Vavvoom	tbd								
Markdowns on disco's	SAVE AN ADDITIONAL 10% ON VOLUMIZING INTRO	February - Phase one Ultra Lift SoColor Hair Care plan TBD		March - Phase 2 Ultra Lift SoColor / April Phase 3 Ultra Lift SoColor Hair Care Plan TBD												
RE-FOCUSES	BLOW DRY SPRAY (LAUNCHED OCT 2017)															
COUPON OFFERS	BOUNCE BACK COUPON FOR A FREE NEW LEAVE IN SPRAY WITH PURCHASE OF X															
VIP COUPON BOOK SPECIAL OFFERS (only available to VIP Customers)	SAVE 40% ON PURCHASE OF MATTE POMADE															
APP SPECIAL OFFERS (only available to App Users)	SAVE 50% ON DRY SHAMPOO					New CULT Shades - Try for $5	Biolage Purple Shampoo - Try for $5									
SALES INCENTIVES (FS spiffs or Store Reward Pts)	$25 FS spiff on Volume Intro and 200 Reward Pts on NEW All In One Leave In Spray		Total Results Keep Me Vivid - Try for $9, 300 Reward Points for each Laminator sold and Stylist Kits - 500 points	Launch CULT Contest - "Get Your CULT On" and 1,000 Reward Points on CULT Intro	Launch CULT Contest - "Get Your CULT On" and 1,000 Reward Points on CULT Intro	Biolage Purple Shampoo - 300 Reward Points for each bottle sold										
EMPLOYEE SAMPLES	FREE All In One Leave in Spray		TR Keep Me Vivid - 4 sets of each product per store	Deep Treatment Masks AND CULT Aqua Shades (1 @semi, demi and perm)		Biolage Purple Shampoo - 4 of each per store										
CUSTOMER SAMPLES	25 PACKETTES OF MASK (July 2017 launch) PER STORE		72 packettes of Sh/Cond			72 packettes										
ARMSTRONG MCCALL SPECIAL PROMOS	1 DAY SALE OFFER- details here															