

NEW

SPRING INTO SALON A-COMMERCE

LEVERAGE THESE UPCOMING AVEDA.COM PROMOTIONS TO DRIVE ADDITIONAL SALES.

SALON A-COMMERCE* KEY FOCUS OVERVIEW

WHAT	WHEN	GUEST OFFER	WHAT CAN SALONS DO
At Home with Aveda Self-Care	Mar 26 – Apr 1	Spend \$80 and receive travel-size Cherry Almond Shampoo, Conditioner, Hand & Body Wash, Body Lotion and Nutriplenish™ Leave-In Conditioner spray	<p>Step One: Download social media creative from Marketing Library here Or search ‘Salon A-Commerce’ in Download Center</p> <p>Step Two Post on Instagram a. Use social media creative b. Explain the promo details in the copy c. Put Salon A-Commerce link in bio</p> <p>Step Three: Ask your artists, family and clients to share – encourage them to support your local, independent salon</p> <p>Step Four: Track sales via PurePro</p>
	Apr 9 – 12	Spend \$80 and get a Tulasara Wedding Masque which will be renamed at the end of Apr	
	Apr 17 – 19	<i>Under Review</i> Full Size offer - Choose Your Tonic w/ \$65 (Thickening, Volumizing, Texture)	
	Apr 22	Earth Day! More information to follow soon	
	Apr 27 – 28	Free shipping & BK Gel Cleanser w/ any order	
	Apr 29 – 30	Free shipping & 5 pc Cherry Almond sample set w/ \$30	
Mother’s Day the original influencer	May 1 – 4	TS Hand Relief, Foot Relief, Cherry Almond Body Lotion and Cherry Almond Hand and Body Wash with Limited Edition Bag with \$70 spend	
	May 7 – 10	Give a \$75 eGift Card, Get \$20. Give a \$100 eGift Card, get \$30	
Friends & Family Stock up for you and your loved ones	May 14 – 20	Friends & Family: More information coming soon	

Last updated 3/24: All information is not final and subject to change, *eligible for Lifestyle and Concept Salons only







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THE NEXT 30 DAYS | KEY FOCUSES

WHAT	TOOLS
<p>At Home with Aveda Self-Care</p>	 <p>POST ON APRIL 6: Rescue your hands with some extra TLC from #HandRelief – helps deeply nourish skin and seals in softness. 🙌 Purchase this and your favorite Aveda products online 📱 using the link in bio and get complimentary shipping and delivery to your doorstep. 📦 Plus, 40% of that cost goes back into our independent small business salon ❤️ We appreciate you and your support!</p> <p>#Aveda #Wellness #SelfCare #MoisturizedSkin #SupportLocal #ShopLocal</p>
	 <p>POST ON APRIL 9: 🌿 Apply #Tulasara Wedding Masque Overnight in the PM before bed and wake up to brighter, more radiant skin in the AM. Just say YES. Spend \$80 online 📱 using the link in bio and get this masque on us (up to \$65 value). We'll deliver right to your doorstep for free. 📦 Plus, 40% of that cost goes back into our independent small business salon ❤️ We appreciate you and your support!</p> <p>#Aveda #Wellness #SelfCare #GlowingSkin #SupportLocal #ShopLocal</p>
	 <p>POST ON APRIL 14: Look good doing good with a rinseless, vegan, cruelty free and sulfate free hydrating cleanser called Foam Reset. Purchase this and your favorite Aveda products online 📱 using the link in bio and get complimentary shipping and delivery to your doorstep. 📦 Plus, 40% of that cost goes back into our independent small business salon ❤️ We appreciate you and your support!</p> <p>#Aveda #Wellness #SelfCare #SupportLocal #ShopLocal #TryItTuesday</p>
	<p>POST ON APRIL 22 / EARTH DAY: Coming soon.</p>
	 <p>POST ON APRIL 28: Take a moment for yourself and add some extra warmth to your morning routine. Aveda's certified organic tea is an herbal infusion of licorice root and peppermint. Plus, get a complimentary 10ml sample with any order 📱 using the link in bio. We'll deliver right to your doorstep for free. 📦 Plus, 40% of that cost goes back into our independent small business salon. ❤️ We appreciate you and your support!</p> <p>#Aveda #AvedaCares #Wellness #SelfCare #SupportLocal #ShopLocal</p>





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AT A GLANCE | KEY FOCUSES

WHAT	TOOLS
<p>Mother's Day <i>the original influencer</i></p>	<div data-bbox="344 726 529 911" data-label="Image"></div> <p>POST ON MAY 1: Coming soon</p> <div data-bbox="344 1039 529 1224" data-label="Image"></div> <p>POST ON MAY 7: Coming soon</p>
<p>Stock Up for Friends & Family</p>	<div data-bbox="344 1350 529 1535" data-label="Image"></div> <p>POST ON MAY 14: Coming soon</p>

