

Pulsar Newsletter

May 2005

Fingers on the Pulse



Due to the increasing success of Pulsar throughout the UK, we have undertaken specialist advice so that we can meet the almost overwhelming demand of quality care and promotional support that you expect for your salon.

As a result, we have been advised that the best way to meet our objectives was to set up a Pulsar franchise structure. These franchisees will help to build the business in your respective areas and support salons with your own marketing, PR and promotion in order to get clients through your door.

This also provides plenty of opportunity for salon owners/managers to give valuable feedback and become instrumental in the growth of the Pulsar network.

As the machines are heavy a special model has been developed where the machine can be split in 2 halves in order to become more portable for women to carry.

There are opportunities available for male or female entrepreneurial people to clone this business model in many regional areas so if you know someone looking for a lucrative business opportunity please call Kathryn at Pulsar (0114 235 6585) for more information!

Pulsar Newsletter
May 2005, page 2...

In the Spirit of Change

We have also recently appointed a Public Relations consultancy, Juice PR to handle all the strategic marketing and public relations activity nationally, regionally and at local salon level. Juice PR will continue to gain national media coverage whilst also concentrating on providing salons and franchisees with promotional support. Soon salons will be equipped with Pulsar posters, window stickers and offer clients promotional incentive cards. Further website support will also be available in the form of a Pulsar web page promoting the brand and its range of treatments. Salons owners can take this template and add it to add it to their own websites.

Lights, Camera, Action!



Recently, we undertook a professional photoshoot promoting the range of treatments which included the latest machine model for men, women and the asian market. Images will be available for salons undertaking any media liaison and will be included within the new updated customer salon leaflet as well as the new template web page that salons can add to their own website. We shall also supply salons with sample adverts for any PR activity or newspaper/ magazine adverts.

**Pulsar Newsletter
May 2005, page 3...**

Pro-active PR



Juice PR believes that customer feedback is an invaluable resource for keeping up with the changing trends of professional beauty clients. On this basis the consultancy is happy to provide advice and support to salons on local media relations. They are particularly interested in any potential newsworthy items that will be juice for the trade, regional or national media. Examples could range from salons treating high profile clients to testimonials of how certain treatments have been life-changing for a particular client. With their permission Juice PR could use the information to boost the profile of the salon and the brand name.

In addition to this, Pulsar is currently thinking of supporting the breast cancer charity by raising funds to help with research and patient support. We will keep you updated on developments next months but if you have any ideas of how salons could assist in fundraising activities or think of unique ideas on twin branded merchandise please give Juice a call and let us know!

If you have any further information on any of the upcoming point-of-sale material or any Juice news for journalists please call Juliet Francis at Juice PR on 020 7586 9690 or email: pulsarnews@juicepr.co.uk.

Training Dates

Below is a list of upcoming training dates to be held at **Blush Salon** in **Spotborough, Doncaster**.

- Monday, 9th May - Hair removal
- Monday, 23rd May 23rd – (Skin treatments) Photorejuvenation, Rosacea, Facial veins and Pigmentation
- Monday 6th June - Hair Removal
- Monday 20th June - Skin Treatments

To book a training date, please call Kathryn at Pulsar on 0114 235 6585.