

Pulsar Newsletter June 2005

The Summer season has also been described as the silly season as clients book in time for their holidays and endless summer barbecues to show off smooth younger looking skin and that general groomed appearance. Many salons have recently been inundated with bookings including Sheffield-based Aspects of Beauty which has been awarded as a Platinum Pulsar Award for achieving Excellence as an approved Healthcare Commission Salon and for its turnover in Pulsar sales.

Boosting the salon revenue and providing clients with quality beauty treatments is the basis of the Pulsar experience, which is why some salon owners have opted to take a slice of the Franchise scheme in their region. Read all about it in your salon business magazines around the July/August period.

PR and Marketing Support

Free new salon marketing material is already now available for you to offer clients. Pulsar treatments information leaflets and 'buy 3 treatments get one free' incentive cards have been printed in order that you can offer your clients that little bit extra. New posters and window stickers are on their way to you also so please contact your local franchisee for details.

Salon PR Guide

A salon PR guide has been created specifically for you by Juice PR to encourage your existing and potential clientele through promotional incentives. Tips on how to liaise with the media, local business partnership marketing and lots more will help you look at your marketing as a whole and offers advice on how to improve your promotional savvy. Call Kathryn at Pulsar for your PR Toolkit.

Look out for our latest Summer campaign in the national and regional media 'Seven Deadly Sins of the Sun' which takes you through the seven noticeable signs of ageing which are all treatable with Pulsar. If you know of any clients that are about

to go through treatment, try and take some before and after photos so we can use it in the national media on your behalf.

Core of Knowledge Training for Healthcare Commission

Special Pulsar rates

An increasing number of salons are being encouraged to undergo accreditation by the Healthcare Commission as beauty treatments become more advanced. The Commission offer Core of Knowledge training days for salons striving to achieve its approval, typically charged at £100 per person for one days training. As Pulsar supports best practice for all its salons, Healthcare Commission trainer, Steve Hill has given Pulsar salons a heavily reduced rate of £20 per person! To secure seats held for the (date) please contact Janice and request a registration form on: 0114 235 65865.