

Pulsar IPL

the visible difference

Newsletter – December 2005

Merry Xmas and a Happy New Year!

Hope you are all having a wonderful run up to the Christmas and New Year period. No doubt you have been and will be very busy at this time if the activity in our offices have been anything to go by! It's just as well that the Xmas season is accompanied by a little holiday which Pulsar will be taking advantage of by closing our offices from the **21 December 2005** ready to start afresh again on the **4th January 2006!**

We are starting 2006 with a bang with a press day scheduled for 16th January in Central London inviting key media and women's beauty editors to try out Pulsar IPL's new Pulsar Pout. Yes, Pulsar is the first non-invasive professional beauty machine to introduce a lip plumping beauty treatment through IPL. More information can be found enclosed in the form of a press release announcement about the treatment.

We have also created a new more streamlined and firmer **price list** so that it can be used as an easier reference guide. The price list incorporates more areas than ever before such as lip and chin combination treatments.



Along with the introduction of our glamorous new Pulsar Pout treatment we have designed some promotional cards or flyers to promote 1/3 off large areas so clients can prepare for spring or summer. A copy of the flyer is enclosed which shows that a space has been left available for you to insert your own contact details for distributing these in your own local area.

It is typical to get a 1% take up with local leaflet distribution, so if you mail out 1,000 leaflets that could mean 10 new customers. If it is just

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500 this will give you 5 new customers for large areas that would be 5 x however many sessions they needed. The cost to produce and design these promotional cards/flyers is £75 per 1,000, however, we are offering salon managers/owners a heavily subsidised cost price of £25 per **1,000**.

Should you need any of the Pulsar folded information leaflets please request them as they are also carried in the distribution van.

And as if our rapid growth rate isn't fast enough we are already moving to larger premises in the same road. The new address is:

Suite 5 Brunel House
Hathersage Park
Heather Lane
Hathersage
Hope Valley
S32 1DP

One quick reminder to those who have adopted our luxury Xmas Pulsar window decorations to take some high resolution photos if possible (300 dpi) so we can judge the best window and perhaps get you some local or professional media coverage.

Have a great time and you will hear from us in the New Year from everyone at Pulsar!