

Brows By Nikki - February Newsletter

Hi to all my wonderful clients! Happy Valentine's Day Month



February is bringing a lot of great new things to all my clients at Brows By Nikki, such as a Valentine's Day facial promotion – all February long, a new Dermaplaning service, and much more.

As this is my first Newsletter and I have much to share, please read all of the info included - while you all know I love to talk, it is a short read (I promise)!

💖 Win a Free Elemis Pro-Collagen Age Defy facial worth \$180.00 plus \$845 worth of Elemis Skincare products! 💖

Elemis is sponsoring a contest from February 1 to 14th where one lucky winner will receive a Free Elemis Pro-Collagen Age Defy facial worth \$180.00 at your Brows By Nikki salon plus an Elemis Deluxe Skincare bundle worth \$845!. [Enter Here to win!](#)

In addition, I will be providing a 15% discount towards ANY Elemis facial (traditional and BIOTEC) that is booked during the month of February. To receive the 15% discount, you will use the Promo Code **Valentine15**

When you book your appointment, you will see a box to enter Voucher/Gift Card – this is where you enter

Voucher / Gift Card

It is important to note that you make the appointment by the end of February 28th and choose an appointment date between February 1 and April 30th to receive your facial at the discounted rate. For example, go online and book your appointment on February 12th for service on April 15th. If you wait until March 5th to book the appointment for April 15th, the discount will NOT apply.

Dermaplaning

I will be offering Dermaplaning appointments starting February 1st. California has finally allowed estheticians to provide Dermaplaning services as of January 2022. You can book dermaplaning with me as a stand-alone service, or as an add-on to any Facial service.

To learn more about the Dermaplaning service that I offer click [DERMAPLANING](#).

Lash Lifts and Brow Laminations

California also allowed estheticians to provide Lash Lift and Brow Lamination services as of January 2022. I have been offering these services since January and clients absolutely love them! My techniques are quick and painless, and I now carry products designed to keep your lashes and brows healthy after your service. These products also keep your lash lift and brow laminations looking great for 6 to 8 weeks.

Learn more about the Lash Lift and Brow Lamination services I offer [LIFTS & LAMINATIONS](#).

Appointment Confirmations

As of February 1, I have switched over to an automated appointment reminder system. In past, I have sent these reminders out manually and it has taken a lot of time to do (plus it is somewhat error-prone on my part). My new system is part of my online booking system and will give you the ability to reply:

Y to confirm,

N to cancel,

or R to reschedule.

I get your reply directly and will still personally manage any rescheduling. You always have the option to manage these appointments on your own at [APPOINTMENTS](#).

With the new system, notifications will come 24 hours ahead of your appointment time and will come from one of three numbers, all starting with area code 650. I have made a new contact card available for download to your phone that has these numbers, so the notification text will show “**BrowsByNikki**” once you add them to your phone. The new contact card can be downloaded here [NIKKI CONTACT CARD](#).

My new system will also allow for confirmations by email if you prefer, or you can receive both text and email – just let me know how you would like to receive your notifications.

My main number 858-414-8910 remains the same and I can still receive and reply to your text messages at this number. The change above is only for appointment confirmations.

Newsletter

In past, I have sent out short blurbs on text to advise you of new events or changes. I am moving to a monthly newsletter as there is just too much to share. Also, I plan to have a themed promotion each month, starting with the Valentine's Day promo mentioned above. As this is too much information to include in a text, I have created a newsletter page on my website, and will also be sending it out via email. To see the newsletters go to [BBN Newsletter](#) This is also the link to sign up for the monthly newsletter. I promise not to clutter your email inbox and you will want to see the specials every month. So, sign up today!

Birthdays

As some of you are aware, I send out birthday cards to everyone at the beginning of the month that has their birthday. The card entitles the holder to receive a 20% discount on a brow wax. This is my way of thanking you for your business and celebrating your birthday. Some of you are missing out as I don't have a current street address for you, or you have been shy about sharing your birthday. All I need is the month and day of your birth – we can keep the year a secret!

You can update all your information here [UPDATE MY ACCOUNT](#). Once you log in, go to My details and update your information.

Reviews

Reviews can make or break a business nowadays and your reviews are important to me and I encourage you to do reviews. I am very fortunate to have such great clients as you and am so grateful for the fantastic 5-star [YELP REVIEWS](#) and [GOOGLE REVIEWS](#). I strive to provide the best service possible and want to hear from you when you are happy, and also when you are less than satisfied with my service to you. Your feedback is extremely helpful especially as I introduce new services – my goal is to continually improve.

I look forward to receiving your feedback on this letter or anything you would care to share. I want you to have the most amazing experience at Brows By Nikki.

Don't forget to refer me to your friends and family!



Love to you all!

Nikki