

Brows By Nikki

Holiday Season 2022 Newsletter



🎃 🦃 🌲 Hi to all my wonderful clients! 🌲 🦃 🎃

This is my favorite time of the year. Halloween, Thanksgiving, Christmas, and New Years'. So much to enjoy and celebrate!

Therefore, in the spirit of celebration, I have several things to share with you.



In this month's newsletter, we talk about

- [Services provided by Me \(Nikki\)](#)
- [Dermaplaning Special](#)
- [New Service Coming](#)
- [Gift Cards and AfterPay](#)
- [Confirmations and Reminders](#)
- [Great Info](#)



Services provided by Me (Nikki)

There has been some confusion about what services I provide to my clients' vs what services are provided by others. So, hopefully this will provide some clarity. I do have some fantastic estheticians that rent space from me, and they run their own businesses, entirely separate from mine.

The services I personally provide to my clients are waxing, dermaplaning, microblading, powder brows, lash lift and tints, brow laminations and tints, and facials. If you book on my website [BOOK](#) then the service is provided by me. The only service that I don't provide is Eyelash Extensions – these are provided exclusively by Kayla.

Dermaplaning Special

I have been getting tremendous response from clients about my dermaplaning service. Client's love how it makes their skin feel and when paired with a facial, they are in heaven. It is absolutely the best service to make you feel like a new you.

So, I am offering two Dermaplaning specials.

Get 10% off any Dermaplaning service [OR](#)

Get 20% off Dermaplaning when booked with a Facial.

To book a standalone Dermaplane service and get 10% off, click [DERMA10](#) or to book a combo Facial and Dermaplane service to get 20% off, click [DERMA20](#)



Book soon as this special is only for services provided during the month of November 2022.

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New Service Coming!

Several clients have asked if I offer peels. So, as of January 1, I will be offering Peels both as a standalone service and in combination with a facial. The Peels I offer are listed below.

Hero Peel – this peel is your go-to treatment to reduce fine lines and wrinkles, resurface and smooth texture, and fade all forms of discoloration with this advanced treatment formulated for any skin type and concern.

Spot(less) Peel – this peel counteracts the causes of breakouts to control oil production, reduce scarring and pitting left from cysts, pimples, and pustules, and unclog pores with this targeted treatment formulated for oily and breakout-prone skin.

Polite Peel – this peel is powerful, yet gentle. Reduce wrinkles, resurface, and smooth texture, and fade all forms of discoloration including redness, with this advanced treatment formulated for sensitive, hypersensitive, and compromised skin.

My estimate is the service will take about 15 minutes if added to a facial, and approximately 30 minutes if done as a standalone service.

Pricing and more details will be available in the coming weeks.

Before treatment **CONCERNS**

- dull skin
- fine lines
- age spots
- large pores
- sun damage
- uneven skintone
- acne & acne scars
- hyperpigmentation



After treatment **RESULTS**

- exfoliation
- clearer skin
- tighter skin
- brighter skin
- smoother skin
- less pigmentation
- improved skin tone
- improved skin texture

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Gift Cards and AfterPay

For those of you that want to treat your special person to any of the services I offer, I have gift cards available, both **Physical Gift Cards** at the salon, or [eCards](#).

The holiday season is tough on the wallet, and we all want to do all we can to get a great gift that someone special and treat ourselves at the same time. This is where AfterPay can help by creating a payment plan for you to avoid that big hit to your wallet.

Now you can use **Afterpay** in the salon, just like you would online. For those not familiar with Afterpay, it allows you to pay for your products or service over 6 weeks. It is as simple as downloading the app, create an account, and link it to your payment source (Visa, MasterCard, or American Express – debit or credit). Afterpay takes an initial payment of 25% when you make your purchase, and then the balance is charged to your payment source every 2 weeks. You are then paid in full after 6 weeks. There is no charge to you – it is like an interest free loan, and I get paid immediately.

For example, if you purchase \$600.00 of Products and Services from me, you are charged \$150.00 on the day of purchase, and then every two weeks you are charged another \$150.00 until the balance is paid. Overall, you make 4 payments of \$150.00 each (one at time of purchase, and the remaining 3 over the following 5 weeks).

To get started,

1. Download the Afterpay app from Apple App Store or Google Play Store
2. Log in or create an AfterPay account
3. Tap the Card tab in the app and follow the guided steps for the one-time setup process to add the Afterpay Card to your digital wallet.
4. At check-out launch the Afterpay app and tap into the Card tab to see your pre-approved spend. Click “Authorize and pay in-store” followed by “Pay in-store now with Apple Pay or Google Pay” to access the Afterpay Card and launch it in your digital wallet.
5. Tap your phone to the chip reader and you will receive a confirmation of your purchase in the app.

How It Works



Get the Afterpay app

Sign up quickly & easily. No long forms [yay!] and you'll know instantly if you're approved.



Shopping online?

Choose Afterpay as your payment method at checkout.



Shopping in-store?

Set up the Afterpay Card in the app, add to your digital wallet, and tap to pay with Apple Pay or Google Pay.



Make the first of 4 payments now

Pay it off over 6 weeks. Never pay interest.

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Confirmations and Reminders





Please remember all appointment confirmation texts are now coming from either 650-419-8491, 650-316-5553, or 650-413-9285. Download my contact card [CONTACT](#)

I have also started to send out reminders for when your next appointment is due. For example, if you typically get your brows waxed every 4 weeks, 3 weeks after your last appointment you will get a reminder to book your next appointment. If an appointment is already on my books, you will not get a reminder. This is designed to help you keep up to date on your services and not miss your next service slot. I have this set up for all my services and this reminder will come in the form of an email with a link to book.

So, please make sure that I have your current email address. You can check your account details [HERE](#).

Great Info

My website contains a lot of good information describing all the services I offer and a quick link to book appointments. Here are some key links:

-  Book an appointment <https://bbnsd.com/book/>
-  Services <https://bbnsd.com/service/>
-  Products for Sale <https://bbnsd.com/products/>
-  Reviews <https://bbnsd.com/reviews/>



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.

Do not forget to refer me to your friends and family!

♥ Love to you all! ♥,

Nikki

