

WINNING IN SPRAY TANNING

LESSONS FROM HIGH GROWTH SALONS

SPRAY TANNING MARKET RESEARCH & INSIGHTS

Consumer's interests, preferences and habits are changing.

Every business must be in tune with these developments, or they put their business success at risk. As salon owners, you live the business every day and it will be interesting to see how your own experiences align and contrast with the findings included in this section.

Understanding the hot button issues (good and bad) for current and prospective spray tanners will help you identify the issues most important to your customers – what's working and what needs attention – *so you can make a plan to grow.*

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What is the Potential Market?

- **The spray tan opportunity is HUGE:**
 - Maybe 3% of women spray tan annually, but millions are interested and willing
 - Go get that 97% – with great advertising and marketing
- **Self-tan retail products:**
 - Approximately 4 million out of 100 million women purchase/use a self-tan product in a year
 - However, it is projected that 70+% of women in the USA have purchased/used a self-tan product more than once in their life

What is the Age Sweet Spot?

- Well, 23% of the market is between the ages of 18 and 34, which means that 77% of the users of spray tan and self-tan products are ‘mature’ – age 35+

% of Women per age group who used self-tan product during the season	
Women age 18-24	11%
Women age 25-34	12%
Women age 35-44	23%
Women age 45-54	18%
Women age 55-64	22%
Women age 65+	14%

Source: Media Research & Intelligence Study

Why are People Reluctant to Try Spray Tanning and Tan More Often?

- **Price:**
 - \$30-\$60 to try a product for the first time is just too much for most people
- **Fear:**
 - Fearful of unnatural look due to orange tint, looking like “Ross” from Friends TV show, seeing celebrity “fails” in the news
- **Lack of awareness:**
 - It doesn’t cross my mind; I don’t see it advertised; I’m not a tan salon customer; I don’t see it offered in my hair salon/spa
- **Outcome / Quality:**
 - “The tan wasn’t as good as I had hoped”

Top 3 Reasons People Try Spray Tanning for the First Time

- ① **Big-event:** date, wedding, prom, vacation, party/gala, etc.
 - Interestingly, most people try spray tan for the first time when they can least afford a ‘beauty mistake’
 - The surge in (new) tanners around events is the perfect time to offer a special deal like ‘Next Tan, 50% Off - must tan within 14 days’. Providing a great deal and creating urgency to tan again (soon) may help push spray tanning into her beauty and event routine.
- ② **Friend had a great spray tan:**
 - Never underestimate the power of a recommendation
- ③ **Free tan trial offer:**
 - Free is a powerful word...

Are 1st time Spray Tanners Pleased with Their Spray Tan and Spray Tan Experience?

- **YES.** Most 1st timers are very pleased with the quality of the tan and the overall tanning and salon/staff experience - “The tan was much better than I expected”
- Most people seem generally interested in spray tanning more often - once they try it and they believe they got a fair deal.



WE CAN HELP!

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MARKET RESEARCH FINDINGS:

Know your competition: Women have many options for ‘beauty treatments/services’ - you need to offer her a better ‘overall’ deal than she is getting from other businesses

Beauty Service	Price Range	How long does the ‘benefit’ last
Spray Tan (single session w additive)	\$30 - \$65	5 - 7 days
Manicure	\$20 - \$40	1 - 2 weeks
Pedicure	\$30 - \$55	3 weeks
Wax	\$40 - \$60	4 weeks
Eye Brow	\$12 - \$20	2+ weeks
Hair Cut	\$40 - \$75	1 - 4 months
Hair Color	\$60 - \$80	2 - 6 months
Hair-Highlight	\$80 - \$140	2 - 4 months
Hair Blow Dry	\$30 - \$40	1 day
Facial	\$65+	1 day - 1 week
Massage	\$65 - \$100	1 day
Eye Lash	\$150 - \$250	3+ weeks
Teeth Whitening	\$30+ (store kit)	6 months

How Do Consumers Feel about Menu/Service Options?

- **Hard to understand:** Too many options with too many different prices, and lots of up-charges

How Do Consumers Feel About EFT?

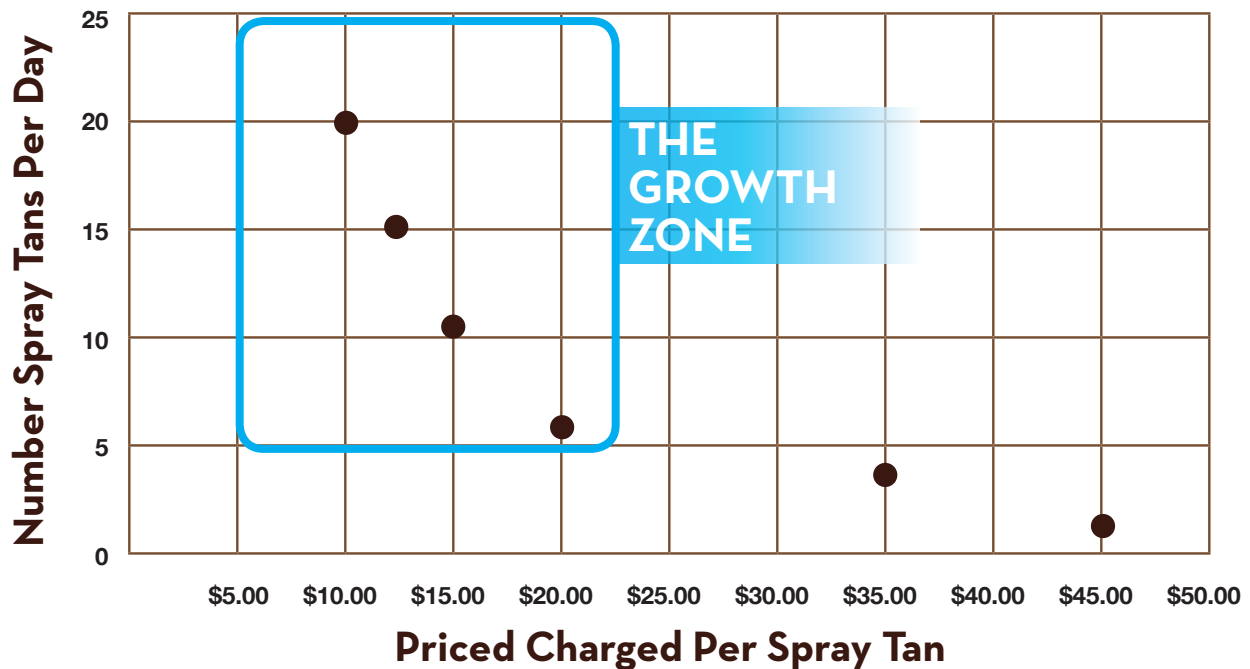
- The value/discount compared to single session price is very good
- Like the unlimited tan option
- **BUT** - don't like the hard sell
- Just want to tan when I want to tan and pay a reasonable price at that time
- Don't want to have my card charged automatically, every month
- Afraid it will be difficult or complicated to cancel

Salon Owners:

- EFT is obviously the best deal (for person that wants to tan frequently)
- Not happy with growth in EFT memberships

Price Affects # of Tans Per Day

Based on salon case studies, \$15-\$22 dramatically increases sessions



**MORE VISITS MEAN
MORE EFT**

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