

MONU SKINCARE

A GLOWING NEW YEAR

PRODUCT NEWS

TREATMENT OF THE MONTH

WHY RETAILING IS GREAT FOR BUSINESS



LDN:SKIN – PROMOTION

Now you can create the perfect facial glow with LDN : SKINS latest launch – the Facial Glow Duo.

Create and maintain a balanced and glowing facial tan, whilst protecting and nourishing your skin with this carefully created duo.

We've teamed **30ml Perfect Glow Tanning Drops**, with **50ml Protection Day Cream SPF15** to create an essential compact face tanning kit. The concentrated natural tanning drops allow you to create a bespoke level of tan, and the lightweight moisturising day cream helps hydrate the skin, balance the complexion and provides protection from sun damage. Simply add a few tanning drops into the moisturiser every few days for a natural, golden glow.



Coming soon...



Three litres of
Spray Tan Liquid
£99 +VAT



Following the refreshment of the MONU Skincare image last year, the Company is now in a position to both update and relaunch the support programme for it's top therapists and salons.

The new scheme replaces the previous 'Elite Salon' programme which ran for several years and offered training and support for a select group of stockists. Over the last 2 years this programme has been phased out in readiness for the new scheme.

The purpose of the **Aspire and Inspire Programme** is to increase sales, maintain motivation, ensure quality standards and to ultimately show recognition and reward for hard work. We are very close to launching this exciting new reward scheme and can't wait to share more information to those lucky businesses!



Follow us on twitter @monushop to keep on top of what we're up to and like our MONU Skincare – TRADE Facebook page!

PERFECT
FOR DEHYDRATED
& SUN DAMAGED
SKIN!

Hydra Lift Collagen Facial

Infused with 99% Frozen Collagen, this intensive repairing treatment delivers a burst of moisture whilst plumping fine lines and wrinkles. Will leave skin hydrated as well as replenishing vital moisture levels to rediscover that youthful look. Perfect for dehydrated and sun damaged skin! We recommend having this facial once a month for 6 months to get the best possible results!

Why not offer your clients an incentive to book a course... '6 Facials for the price of 5' or 'Buy a course of facials and receive a MONU Collagen Cream'. Perfect products to recommend to your clients for home use whilst having a course of these moisture infusing facials would be MONU Collagen Cream and MONU Collagen Eye Cream.



February's Calendar offer Mask Mania!

The perfect package for salons with facial loving customers!
10 x Active Collagen Masks,
Box of Ampoules, 12 x MONU
Algae Masks, 1 x Salon
Hydrating Mask and 1 x Salon
Aromatic Mask...

Ring us in the office to
order Calendar offers!

£255^{+VAT}
SAVE 20%



Why retailing is great for your business!

Retail sales offer the highest profit margins
within a salon... more so than service sales!

Client retention

A client who buys
retail products
from your salon is

30%
more likely
to return

Staff with **good knowledge**
of the products they use and sell
will help create a **great salon
reputation!**

All part of the service....

If you do not provide the client with advice
and recommendations to create the
beautiful glowing look achieved with your
salon treatment you are failing to provide
the full service your client pays for!

Staff incentive



rewarding your therapists for
hitting retail targets **encourages
positivity, motivation and team
building** all whilst **creating profit
for your business.**

60% of client's results
will come from regular
professional treatment

40% from salon
recommended
homeware.



Selling products to your client builds **brand awareness
and loyalty** to your salon as well your chosen brand.

PRODUCT NEWS

MONUSPA REVAMP

Over the next few months our spa range will undergo a bit of a revamp. We love to keep our products looking up to date and luxurious. You will have noticed our new candle and diffuser packaging... which have really been popular! If you have any feedback on these we would love to hear it. We are now concentrating on refreshing our amenity range as well our MONUSpa products!



Sample Policy

Going forward all boxed retail products will have a sample included within the box. Where this isn't possible, samples will be placed in the order separately. Samples are a nice perk for our customers and will always be included where possible.



Watch this space!

We are currently re-vamping our **MONUSpa Body Boosting Detox Wrap**. After hearing feedback from our customers, we have decided to update the treatment... look out for more information in the next newsletter!

Whilst we are in the process of re-vamping the MONUSpa range we will be discontinuing some products as stocks run out, but presenting some of our much-loved products to you with inspiring new names and packaging.

Newly branded products to look out for include:

- Enriched Body Cream → **Rose and Lemon Enriched Body Cream**
- Body Buffer → **Walnut and Shea Butter Body Polish**
- Hand and Nail Cream → **Lemon and Lavender Hand and Nail Cream**
- Conditioning Body Wash → **Rosewood and Honey Body Wash**
- Shampoo → **Bergamot and Orange Shampoo**
- Conditioner → **Jojoba and Lemon Conditioner**
- Papaya Bath Salts → **Papaya and Ginger Bath Salts**
- Hand Wash → **Mandarin and Rose Handwash**
- Warming Ginger Body Oil → **Ginger and Lemon Bath and Body Oil**
- Relaxing Bali Body Oil → **Sandalwood and Lemon Bath and Body Oil**



Golden Glow; Hand and Body Protector SPF15; Soothing Aftersun; MONU Oat Mask; MONU Pamper Gift Box; MONUSpa Daily Ritual Gift Box; Arabica Salt Scrub Kit ; Vanilla Body Oil; Kyoto Body Oil **will all be discontinued**


New Product Development

The marketing and training team had an exciting meeting in January. There was lots of discussion about new product and treatment launches! We can hardly wait to share our plans with you...

Did you Know?...

‘Going to bed with make up on can age your skin up to seven times faster!’





The first step in achieving a bright and glowing complexion is exfoliation! **MONU Micro Exfoliant** will buff away dead skin cells to give instant radiance... Diatomaceous Earth and Papaya Enzymes polish and invigorate the skin to leave a smooth texture and even complexion! A key stage in any skincare routine.

MONU Brightening Boost, a product loved by many!! Apply morning and evening to delivery sheer luminosity and radiance! Perfect to smooth imperfections and plump the skin giving a fresh glow that we are all in need of in the month of January. Vitamin C will help to reduce the appearance of pigmentation patches as well as being a great antioxidant that slows the rate of free-radical damage.

Let's not forget the skin on our bodies... Removing those last patches of your Christmas party spray tan is just what you need to give your skin a fresh glow. **MONUspa Body Buffer** is perfect for this, crushed walnut shell will buff the skin and Papaya Enzymes will leave it brightened and balanced.

Hero Product... **MONU AHA Night and Day Treatment!** A resurfacing night and day treatment to refine the skin and reduce the appearance of imperfections. AHA (Alpha Hydroxy Acid) removes the 'glue' that holds onto the top layer of dead skin cells which means the skin can produce new skin cells and all the products you use following this can work on the new layer of the skin.

MONU Recovery Balm will be your go to product in the morning to provide relief to sensitized skin and to provide lots of moisture your skin will need in the winter months! Calming smells of Soft Rose and Bergamot will start your day the right way.

Finish the regime with **MONUspa Super Sculpt Body Lotion** to help lift and tone problem areas as well as helping to reduce the appearance of cellulite leaving the skin feeling firm and toned. Aescin helps to reduce the appearance of spider veins leaving the skin looking more even, whilst caffeine increases lymphatic drainage and assists in detox... your perfect January companion!

A Glowing Start to 2018

Over indulging in December takes a toll on our skin...
It's not too late to start making changes to improve your skin and overall health!

MONU may not be able to help with your diet but we are certainly on hand to help with your skin and body care regime and help you achieve Get that super model glow we all long for!

HAPPY NEW YEAR!

Just a message to thank you all for your continued support of MONU Skincare!

2017 saw our trade customers grow considerably and the MONU team are extremely excited about supporting you to make your business a success!

We're looking forward to a great 2018 with new treatments and new product launches planned, as well as the launch of our new loyalty scheme. We are constantly thinking of new ways to help your business grow by creating new marketing material, better packaging and the most up to date treatments.

We are always interested in hearing your feedback on everything we do as this enables us to provide the best service for our customers. Don't hesitate to get in contact with the team!

Thank you again for your support and here's to a great year!

CEO Laurent van Bekkum

Goodbye

We said goodbye to Tara in December who fancied a bit of a break from marketing... she's currently enjoying a well-earned break and deciding what she wants to explore next! She will be much missed and we wish her lots of luck in her next adventure.



Team New Year's Resolutions

'This year I want to see as many new places as possible! I've recently come back from Iceland which was amazing! I'm looking forward to my next adventure in Dubai, getting to experience new cultures and seeing some amazing sights... and of course trying all the local cuisine!'

Hannah, Head of Education

'I'm hoping I can put more time aside to read this year. I've made a book list which I can't wait to get started on! I'm also going to make sure I get in the habit of applying eye cream... I need to practice what I preach! Oops!'

Rosanna, Skincare Educator

'I've never been keen on making new year's resolutions, I prefer to set myself goals throughout the year. I am going to make sure I eat more healthily this year by being a bit more adventurous with my cooking! Hoping I can resist all the treats we have in the office!!'

Becky, Finance Executive

'I've started cooking some new dishes and not just cooking the same old thing! I think my husband and little ones are finding it interesting!! I'm also hoping I get around to participating in some 'Lean in 15' workouts. I'm not sure I'll get fit by just watching Body Coach Joe Wicks doing them!'

Rachel, Sales and Marketing Manager

'My new year's resolution is to have more 'me' time. Whether it's making time to apply a hair mask, booking in for a relaxing massage or making time to exercise a bit more, since having a little one, it's easy to forget the smaller things.'

Lisa, Skincare Sales Educator



“If you invest in beauty, it will remain with you all the days of your life”

Frank Lloyd Wright

Team MONU let their hair down in December for our annual Christmas party at No.131 in Cheltenham! Lots of food and of course lots of prosecco were consumed which led to some interesting dance moves later in the evening!!



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