



### Dear Brand Partner

It's near impossible to sum up everything that has contributed to this unprecedented and challenging year. But as we turn a page on 2020, at least one clear truth has emerged: organizations that continue to explore new operational models and put their employees' wellbeing first will be the ones best placed to survive and thrive, whatever the post-Covid future brings.

The accelerated route to a coronavirus vaccine has been one of the true success stories in 2020, with the first UK recipient having received a dose of the Pfizer vaccine earlier this month.

Overall, Covid-19 is thought to have sped up digital transformation by approximately 5.3 years, creating a positive outlook for industry and business for 2021.

So what's to come? While customers scale-down their makeup bags to work from home, customers are looking for wellness not just skin care, and an even more stringent vetting process for brands that align with our ethos – like sustainability is essential. In an inter-Covid era – and it's aftermath – solutions that make us feel better may well trump the ones that only make us look better. Though both helps. These are the Big 2021 beauty and wellness trends set to meet the "new needs" of our "new normal"...

Going forward customers will be looking for products that slot easily into our routines, while also offering a sense of security and stability. In particular customers will be looking for plush textures, soothing, ethically sourced ingredients, gentle actives, calming scents & or course results. "Facials at home" will still be in large demand: masking, exfoliating etc are becoming more about aromatherapeutic, nostalgic, spirit-enhancing and emotionally supportive products with sensory textures and application techniques than, for example, removing dry skin.

At [comfort zone] we have worked hard to support our employees and our salon/ spa partners through 2020, We have spent a great deal of time working with and listening to our partners and have put an innovative programme of education, business support, marketing activity and environmental & sustainable activities to help both people and the plant in 2021.

We look forward to working with and seeing you all in 2021, stay safe and well

Kindest Regards from the UK [comfort zone] team

## **MARKETING CALENDER**

## DETOX & RECHARGE CYCLE 1

## **JANUARY**

PROMOTIONS / NEW LAUNCHES ESSENTIAL MAXI KIT DAILY BEAUTY KIT	1st December while supplies last
HERO PRODUCTS SKIN REGIMEN GLYCO-LACTO PEEL	1st -31st January
SPA IN A BOX SKIN REGIMEN MINDFUL MASSAGE	1st -31st January while supplies last
<b>Q1: I SUSTAIN BEAUTY</b> SACRED NATURE PLANT A TREE: NATIONAL FOREST	1st January - 15th March while supplies last

## **FEBRUARY**

PROMOTIONS / NEW LAUNCHES GOOD HOPE HAND GEL	15th January - 28th February while supplies last
PROMOTIONS / NEW LAUNCHES THANK YOU BEAUTY POUCHES	15th January - 28th February while supplies last
HERO PRODUCTS TRANQUILLITY OIL	15th January - 28th February while supplies last
SPA IN A BOX TRANQUILLITY RELAX & UNWIND	15th January - 28th February while supplies last
VIRTUAL SPA FESTIVAL TRANQUILLITY WELLBEING	25th February



# **ESSENTIAL**MAXI KIT

AVAILABLE FROM DECEMBER 1<sup>ST</sup>
WHILE SUPPLIES LAST



Designed for a revitalizing daily routine, the Essental Maxi Kit is the perfect face duo, to detox the skin this January.

The oil-based surfactants and hydrating sugar beets extract, to gently cleanse, remove makeup, and tone skin.

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## **ESSENTIAL MAXI KIT**

### **VALUE SAVING**



### **ESSENTIAL MAXI KIT**

LIMITED EDITION

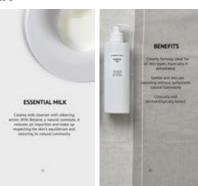
ESSENTIAL MILK 380ml ESSENTIAL TONER 380ml

Purchase the Essential Milk & Essential Toner in a special maxi size for the same price as the standard size.

12146 Code RRP £44.00 Spa Price £22.00 Saving 47%

### **DIGITAL MEDIA KIT**

















## **OFFER**

FROM 1st DECEMBER - 31st JANUARY. WHILE SUPPLIES LAST PROMO CODE: CZU010101RP

### **SPA OFFER:**

Purchase 5 Essential Maxi Kits and get 1 free

REVENUE: 6 Essential Maxi Kits x £44 = £264

### **CONSUMMER OFFER:**

Purchase your Essential Maxi Kit for the same price at the same price as the standard products.

#### **PURCHASE RECEIVE FREE**

RETAIL ESSENTIAL MAXI KIT 5 UNITS 1 UNIT ESSENTIAL MAXI KIT DIGITAL MEDIA KIT 1 UNIT

> **INVEST £110 RECEIVE FREE £22** 16% SAVING



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## **DAILY BEAUTY KIT**

## **VALUE SAVING**



## **DAILY BEAUTY KIT** LIMITED EDITION

ESSENTIAL MILK 100ml HYDRAMEMORY CREAM 30ml

Code 12078 RRP £25.00 Spa Price £12.50 Saving 25%

### **DIGITAL MEDIAKIT**











### DOWNLOAD MEIDIA KIT HERE









## **OFFER**

RETAIL

FROM 1st January – 28th February. While Supplies Last Promo Code: CZU210102RP

5 UNITS

### **SPA OFFER:**

Purchase 5 Daily Beauty Kits and get 1 free

REVENUE: 6 Daily Beauty Kits x £25 = £150

DAILY BEAUTY KIT

### **CONSUMMER OFFER:**

Purchase your Essential Cleansing Milk and Hydramemory Cream with great value saving

### PURCHASE

DAILY BEAUTY KIT

**RECEIVE FREE** 

DIGITAL MEDIA KIT

1 UNIT 1 UNIT

INVEST £62.50 RECEIVE FREE £12.50 14% SAVING



/skin regimen/

## SKIN REGIMEN GLYCOL-LACTO PEEL

### HERO PRODUCT





## SKIN REGIMEN GLYCOL-LACTO PEEL

Code 12067 RRP £67.00 Spa Price £37.50

### **DIGITAL MEDIAKIT**











### DOWNLOAD MEIDIA KIT HERE









## **OFFER**

FROM 1st JANUARY – 31st JANUARY. PROMO CODE: CZU210103CH

### **SPA OFFER:**

Purchase 4 Skin Regimen Glycol-Lacto Peel and get 1 free

REVENUE: 5 Glycol-Lacto Peel x £67 = £335

### **CONSUMMER OFFER:**

Great at home detox product for smoother and brighter skin

#### PURCHASE RECEIVE FREE

RETAIL SKIN REGIMEN GLYCOL-LACTO PEEL 4 UNITS SKIN REGIMEN GLYCOL-LACTO PEEL 1 UNIT

DIGITAL MEDIA KIT 1 UNIT

INVEST £134
RECEIVE FREE £33.50
20% SAVING



/skin regimen/

## **SKIN REGIMEN MINDFUL MASSAGE**

SPA IN A BOX















### **MINDFUL MASSAGE** SPA BOX

CLEANSING CREAM 15ml x2 MICROALGAE ESSENCE 25ml TRIPEPTIDE CREAM 12ml ROLL ON 10ml QR VIDEO CARD

### **DIGITAL MEDIAKIT**











### DOWNLOAD MEIDIA KIT HERE









## **OFFER**

FROM 1st JANUARY - 31st JANUARY. PROMO CODE: CZU210105SB

### **SPA OFFER:**

Spend £130 on 5 Skin Regimen Mindful Massage boxes.

REVENUE: 5 Mindful Massage Spa Box x £46 = £230

### **CONSUMMER OFFER:**

At home mindful massage ritual to help relax your clients after a busy week. Great value savings

### **RECEIVE:**

Skin Regimen Essence 5 Units Skin Regimen Roll On 5 Units Skin Regimen Tripeptide Cream 5 Units Skin Regimen Cleansing Cream 15ml 10 Units Skin Regimen Brand Box 5 Units Outer Box For Posting (210x210x100) 5 Units





## I SUSTAIN BEAUTY

## SACRED NATURE: PLANT A TREE

- Receive 20% of professional Sacred Nature products: Offer 20% discount off the Sacred Nature Facial
- Free GWP Sacred Nature Discover Kits:
   Offer the Discovery Kit free, when the client purchases 2
   Sacred Nature products.
- A tree will be planted in your salons name in the National Forest
- Receive a tree planting certificate for you to display in your spa and salon





### SACRED NATURE DISCOVERY KIT

CLEANSING BALM 15ml, NUTRIENT CREAM 15ml, YOUTH SERUM 10ML

### **DIGITAL MEDIAKIT**



















## **OFFER**

FROM 1st January – 28th February. While Supplies Last Promo Code: CZU210102ISB & CZU210102ISB

### **SPA OFFER:**

- 20% of professional Sacred Nature products
  - Tree planted in your salons name
- Tree planting certificate for you to display
  - Free GWP Sacred Nature Discover Kits

RETAIL REVENU: Average retail product £45 x2 = £90 x 6 GWPs = £540 TREATMENT REVENU: Facial £65 x 10 = £650

### **CONSUMMER OFFER:**

- Book a Sacred Nature facial and receive 20% off
- Free GWP discovery with worth over £45, when they purchase 2 homecare products

### PURCHASE RECEIVE FREE

SPEND OVER £280 IN SACRED NATURE £280 SACRED NATURE DISCOVERY KIT 6 UNITS
PROFESSIONAL PRODUCTS DISOCUNT 20%
DIGITAL MEDIA KIT 1 UNIT

INVEST £280 RECEIVE FREE £90 24% SAVING



## MARKETING CALENDAR

DETOX & RECHARGE CYCLE 1

## **FEBRUARY**

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## **GOOD HOPE HAND GEL**

### **HYGIENE**

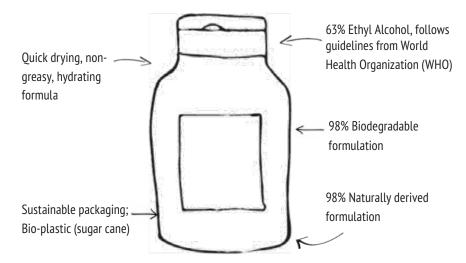
Leave-on hand gel with alcohol to sanitize your hands. Useful and convenient in any situation: effective in a few seconds, it absorbs rapidly leaving the skin soft and scented.

### **BENEFITS**

It cleans and refreshes hair without using water.

It gives body and volume without weighing the hair down.

Rice starch absorbs the excess serum.





75ml HAND GEL **RETAIL** Code: 91101 RRP: £5.50 Spa Price: £2.70



250ml HAND GEL **RETAIL** Code: 91100 RRP: £12.00 Spa Price: £5.90



1000ml HAND GEL **PROFESSIONAL**Code: 91103
Spa Price: £15.00
Pump Code: A1883
Spa price: £2.00



5L HAND GEL REFILL **PROFESSIONAL** Code: 91109 Spa Price: £50.00

## **OFFER**

FROM 15th JANUARY – 28th FEBRUARY. WHILE SUPPLIES LAST PROMO CODE: CZURESTART01B

### **SPA OFFER:**

Purchase TEN 75ML Hand Gel's and get TWO 250ml Hand Gel's free

### **CONSUMMER OFFER:**

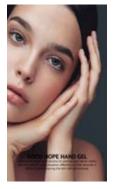
Offering continued hygiene safety support during the pandemic

PURCHASE RECEIVE FREE

RETAIL Hand Sanitizer Gel 75ml 10 UNITS Hand Sanitizer Gel 250ml 2 UNITS 2

INVEST £27.00
RECEIVE FREE £11.80
30% SAVING

### **DIGITAL MEDIAKIT**



















DOWNLOAD MEIDIA KIT HERE

DOWNLOAD SUPPORT KIT HERE

## **OFFER**

FROM 15th JANUARY – 28th FEBRUARY. WHILE SUPPLIES LAST PROMO CODE: CZURESTART01A

### **SPA OFFER:**

Purchase the 5L Refil Hand Gel and get the 1000ml hand Gel free

### **CONSUMMER OFFER:**

You can offer your clients a Hand gel refilling option. You will also be able to display your 1000ml Hand Gel bottle at the front of your spa, for clients to use as they enter

PURCHASE RECEIVE FREE

PROF Hand Sanitizer Gel 5L 1 UNITS Hand Sanitizer Gel 1000ml 1 UNIT
Hand Sanitizer Pump 1 UNIT

INVEST £50.00 RECEIVE FREE £17.00 25% SAVING



## THANK YOU BEAUTY POUCH

### **BEST PRACTICE**

Finding ways to make your communication with your clients personal is really important. Adding a personal thank you note into your clients orders is a great way to do this. Below you can see a few best practice from our Comfort Zone accounts. You can also add a few samples that will compliment the products they have ordred.

These can all be added to a beauty pouch. This is a great way to store everything and an extra gift for your customers.







## **OFFER**

Spend £150 in retail stock and receive 5 beauty pouches free (excluding any promotional offers). Chooses between the 2 pouches below:

### **5 COMFORT ZONE POUCHES**



### **COMFORT ZONE POCHETTE**

code B2650

PROMO CODE: CZURESTARTO2A

### **5 SKIN REGIMEN POUCHES**



### **SKIN REGIMEN POCHETTE**

code B3105

PROMO CODE: CZURESTART02B

Please say if you would like to take up this promotion and which pouch you would like, when placeing your order with our Custome Care team.



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## TRANQUILLITY OIL

## HERO PRODUCT





### TRANQUILLITY OIL

Code 10979 RRP £44.00 Spa Price £22.00 Already one of our cult products Tranquillity Oil is a favourite among Comfort Zone lovers.

The oil can be used in the bath as a relaxing wellbeing aid, but can also be used on the body and hair, as a nourishing oil.

This is an ideal gift this Valentine's Day and Mother's Day

### **DIGITAL MEDIAKIT**















## **OFFER**

FROM 15th January – 28th February. While supplies last Promo code: CZU210202CH

### **SPA OFFER:**

Purchase 5 Tranquillity Oil's and get 1 free

REVENUE: 6 Tranquillity Oil x £44 = £264

### **CONSUMMER OFFER:**

Ideal Valentine's Day & Mother's Day gift

### PURCHASE

### RECEIVE FREE

RETAIL TRANQUILLITY OIL 5 UNITS TRANQUILLITY OIL 1 UNIT

DIGITAL MEDIA KIT 1 UNIT

INVEST £110
RECEIVE FREE £22
16% SAVING



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## TRANQUILLITY RELAX & UNWIND

### SPA IN A BOX



### **RELAX & UNWIND** SPA BOX

TRANQUILLITY CANDLE 280G

TRANQUILLITY™ HOME FRAGRANCE 50ML

TRANQUILLITY SYSTEM SET SAMPLES

QR VIDEO CARD

RRP £40

### **CONSUMMER OFFER:**

At home relax and unwind gift.

Perfect present for Valentine's day and
Mother's Day

### **DIGITAL MEDIAKIT**

















## **OFFER**

FROM 15th January – 28th February. While supplies last Promo Code: CZU210204SB

### **SPA OFFER:**

For £100 receive 5 Tranquillity Relax & Unwind Spa Box:

Tranquillity Candle 280g 5 Units
Tranquillity™ Home Fragrance 50ml 5 Units

Tranquillity System Set Samples 1 Pack (10 Pcs)

Comfort Zone Brand Gift Box 5 Units
Outer Box For Posting (210x210x100) 5 Units
Or Code Showcard 5 Cards

**REVENUE:** 5 Tranquillity Relax & Unwind Spa Box x £40 = £200







## SOCIAL MEDIA PROFFESSIONAL PAGES

Join us on our professional Facebook and Instagram pages, to be kept up to date on the latest product launches from Comfort Zone and Skin Regimen.

Our trainners offer top tips and training.

Be kept up to date on the latest industry news and webinars.

### FIND US:

**FACEBOOK** 

@ComfortZone Professional UK

**INSTAGRAM** 

@ComfortZone\_Pro\_UK



## **TIME TO LEARN!**

## **E-LEARNING**

ALL [ COMFORT ZONE ] AND /SKIN REGIMEN/ ACCOUNTS HAVE ACCESS TO OUR E-LEARNING PLATFORM, ACCESSIBLE FROM EVERYWHERE AT ANY TIME.

### **HOW TO ENROLL:**

- 1. go to: elearning.comfortzone.it
- 2. Follow the register steps
- 3. Please select Branch Name: CZUK
- 4. After registering you should receive a confirmation email, you must select verify for your registration to be complete (if not please check your junk folder).

<u>Important Note:</u> You must register on a PC for the first time; you CANNOT register on an Smartphone.

## HOW TO USE E-LEARNING ON YOUR SMARTPHONE:

Once you have registered and logged on via PC, you can acess E-Learning from your smartphone using the following steps. You must be connected to WiFi.

- 1. DOWNLOAD APP: Go Learn.
- 2. ENTER PLATFORM URL:
  - https://comfortzone.docebosaas.com
- 3. ENTER: User Name & Password

