YOUR BLACK FRIDAY TOOK KIT

For *our* esties. For *your* clients.

25% OFF Bushbalm Aftercare
November 21 – December 1, 2026

Your clients already trust you with their skin. This toolkit helps you turn that trust into your best Black Friday yet 🙌

Inside, you'll find ready-to-go headlines, emails, and "ways in" you can use for social, in your studio, or in your client texts and emails.

We've organized everything around **three ways to talk about your sale,** so you can pick the one that feels most like you or use all three. We won't mind 😉

Oh, and the big idea that runs through all of it? ***Skincare doesn't stop at the face.***



WAY IN #1

The Deal 🤑

Lead with the savings. Your clients are already looking for deals, so give them a reason to save with you.

- **25% OFF** for a Black Friday, below the neck
- Shop the best deal on your skin this year
- **25% OFF** everything your skin has been asking for
- Stocking up on skincare? Start in-studio with **25% OFF**
- Head-to-toe savings this Black Friday

WAY IN #2

Aftercare Is Self-Care 💖

Talk about the routine. This is where you connect the products to results, keeping skin smooth, soft, and feeling its best between appointments.

- Skincare Doesn't Stop at Your Face.
- Your Glow Shouldn't End When Your Appointment Does.
- Full-Body Skincare Starts Here.
- Smooth Between Visits.
- Care for the Skin You're In. All of It.

WAY IN #3

Shop Where You Already Trust 🤝

Make it easy. No scrolling, no guessing. Just the products their fave estie actually recommends, ready to take home.

- Your Esthetician's Picks, Right Here.
- Skip the Scroll. Shop In-Studio.
- Expert-Approved and Ready to Take Home.
- Black Friday Shopping, Done Before You Leave.
- The Best Advice Comes With the Product.



YOUR BLACK FRIDAY TOOK KIT

📬 Emails

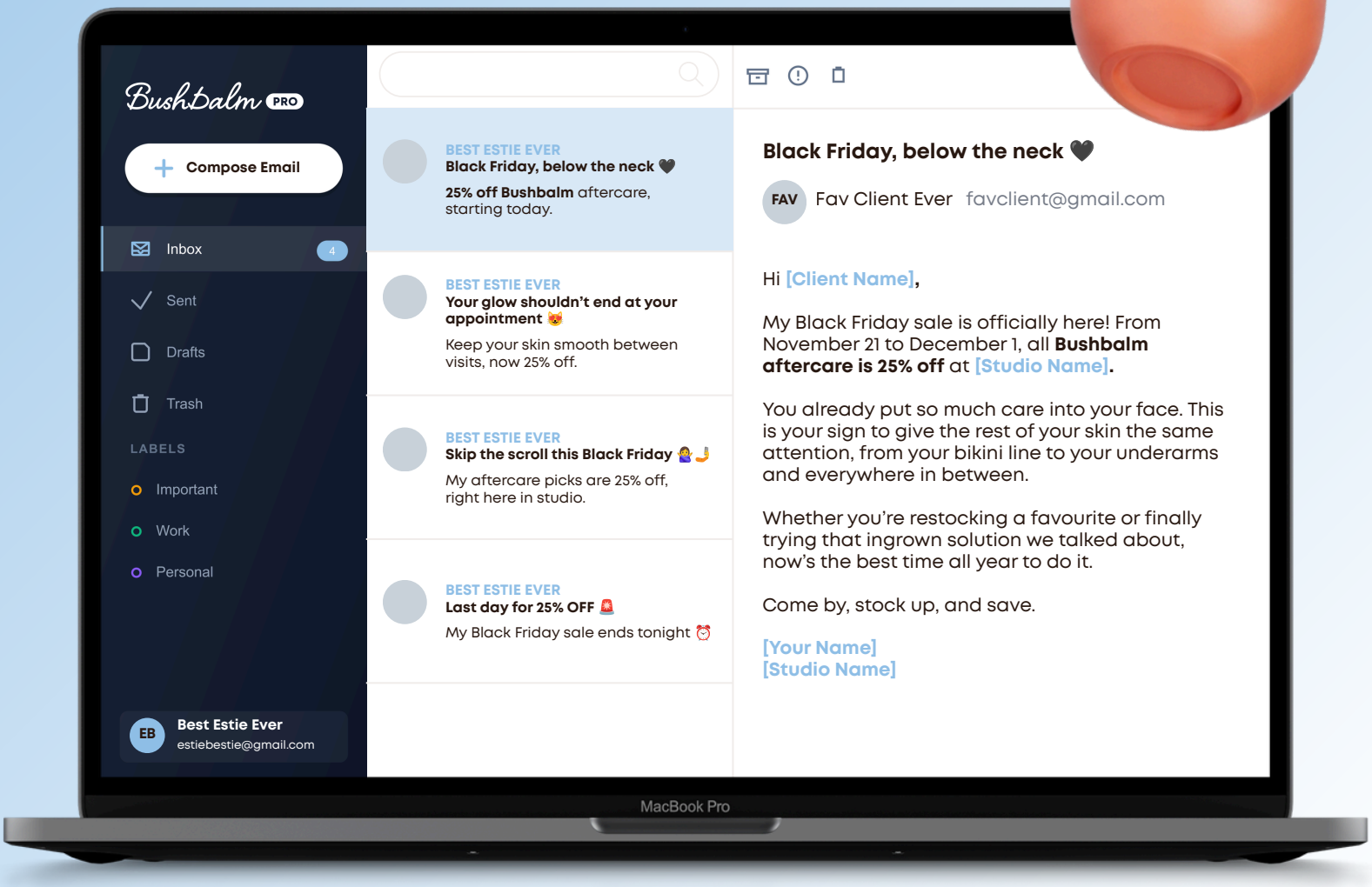
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Here are client-facing emails you can send — one for each way in plus a last-chance reminder.

PRO Tip: Make sure you add in your POV and your flair. In other words, the reasons why your clients keep coming back.

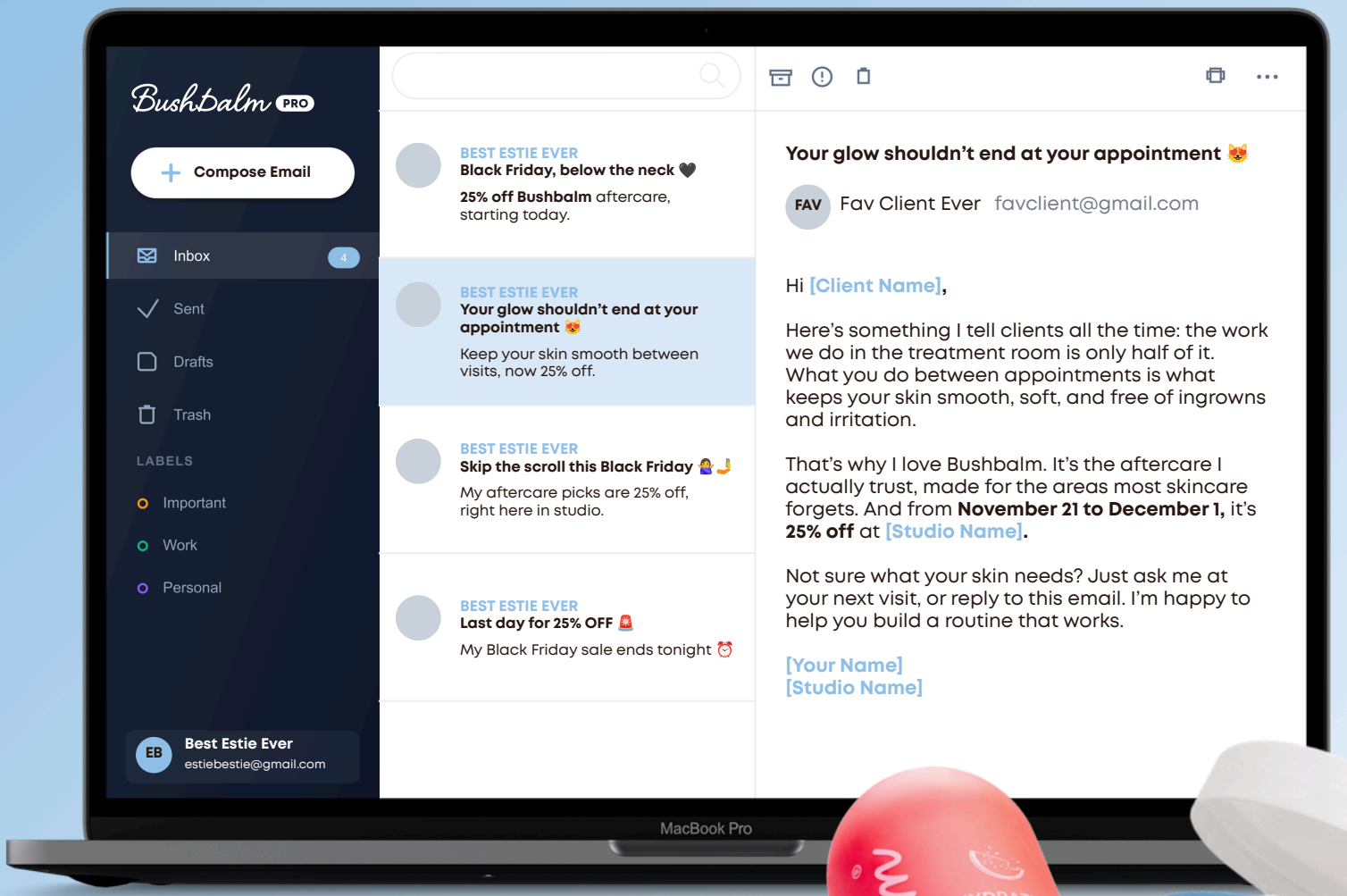


EMAIL #1
The Deal 🤑



EMAIL #2

Aftercare Is Self-Care 💖





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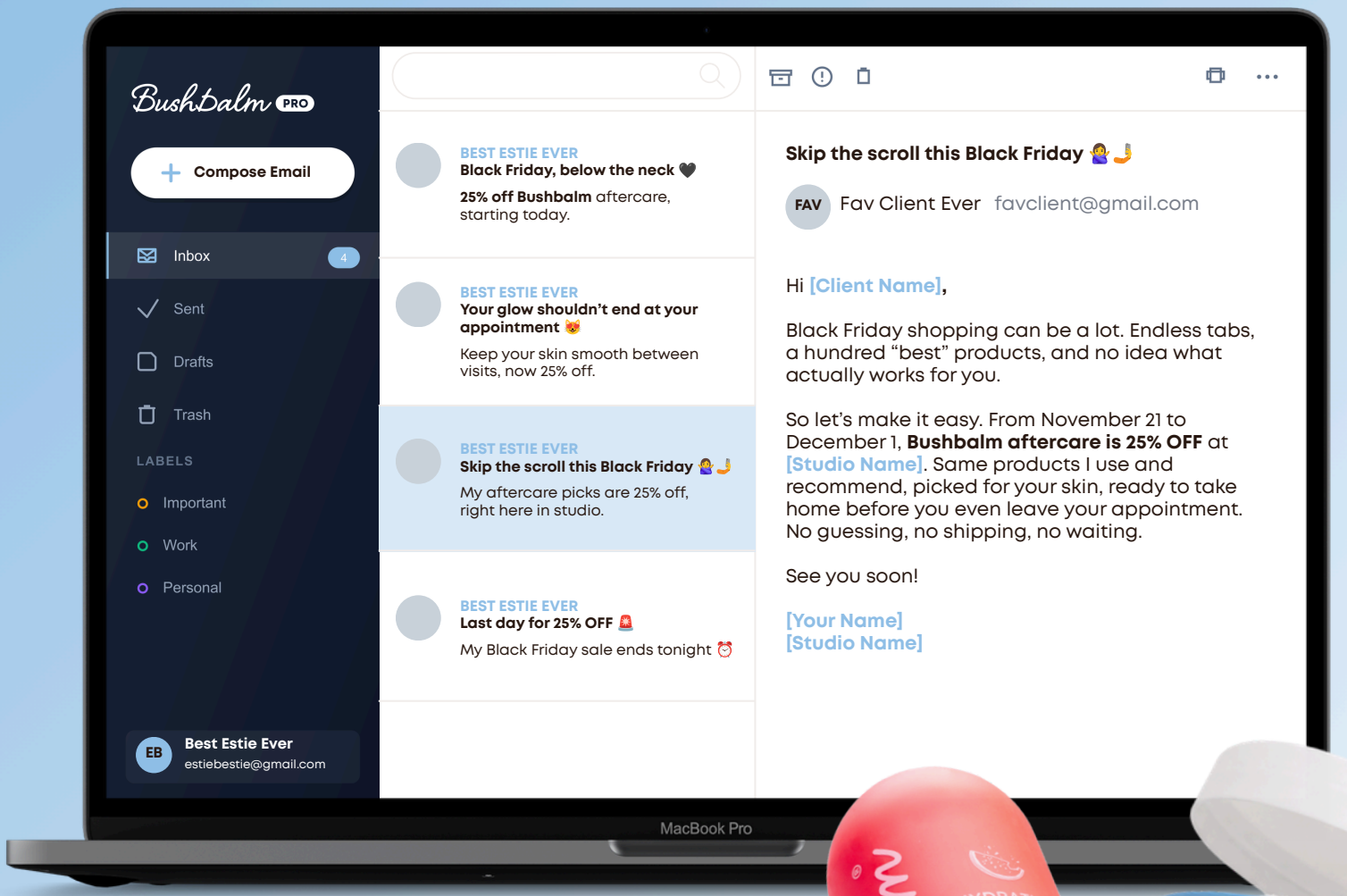
📬 Emails

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EMAIL #3

Shop Where You Already Trust 🤝





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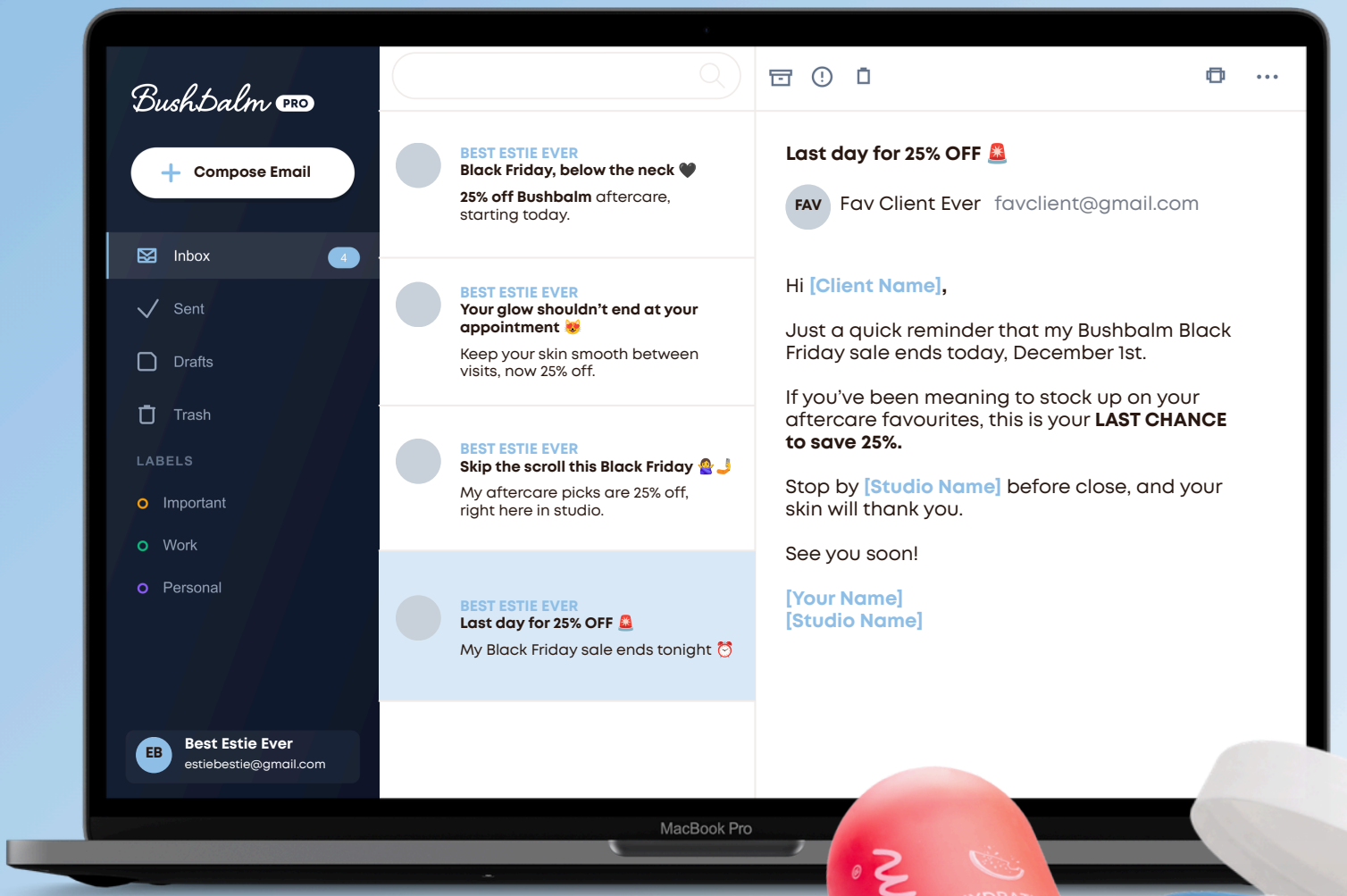
📬 Emails

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EMAIL #4

Last Chance 🚨





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📬 Emails

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YOUR BLACK FRIDAY TOOK KIT

SMS

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Want to send a few texts? Here are some ideas to get you started. Pick and choose, and have some fun. Your clients will be thrilled you're thinking of them!

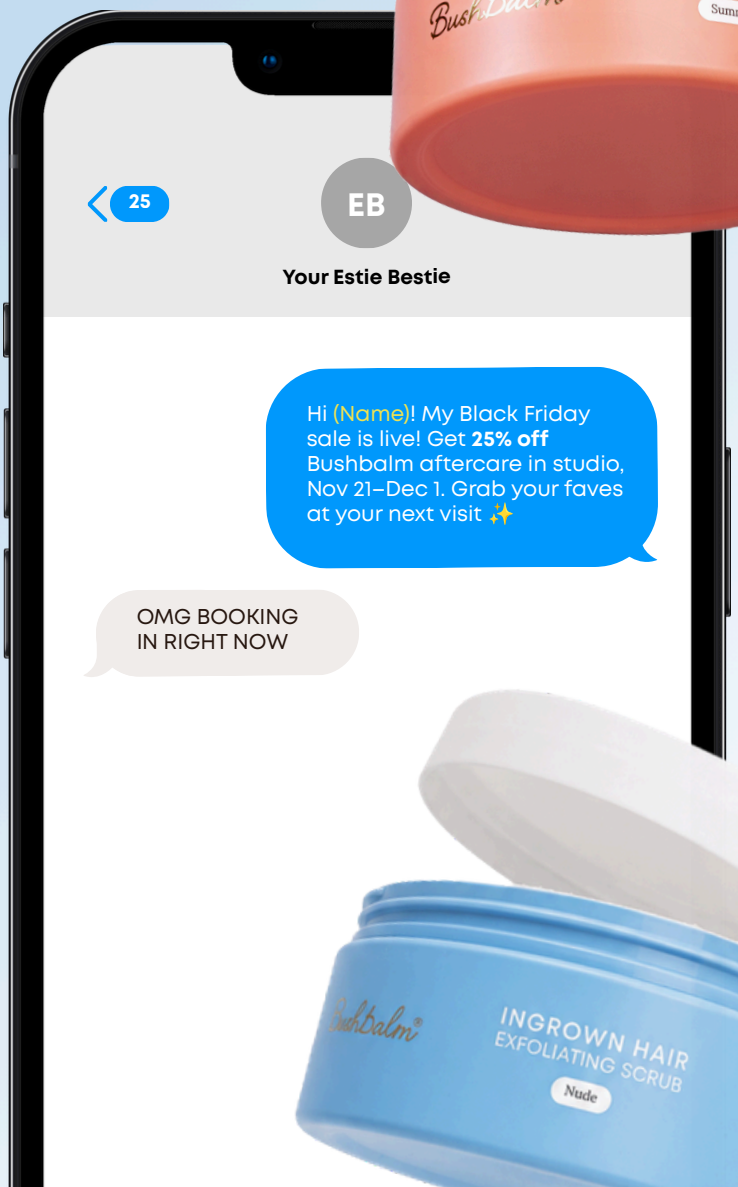
PRO Tip: A text or two can go a long way, as long as your clients have said yes to hearing from you this way (or they're already used to it). Keep it light and friendly, and don't overwhelm. **We suggest one text on launch day and one on the last day of your sale.** And don't forget to include an easy way to opt out, like "Reply STOP to unsubscribe."



SMS IDEA #1

Launch





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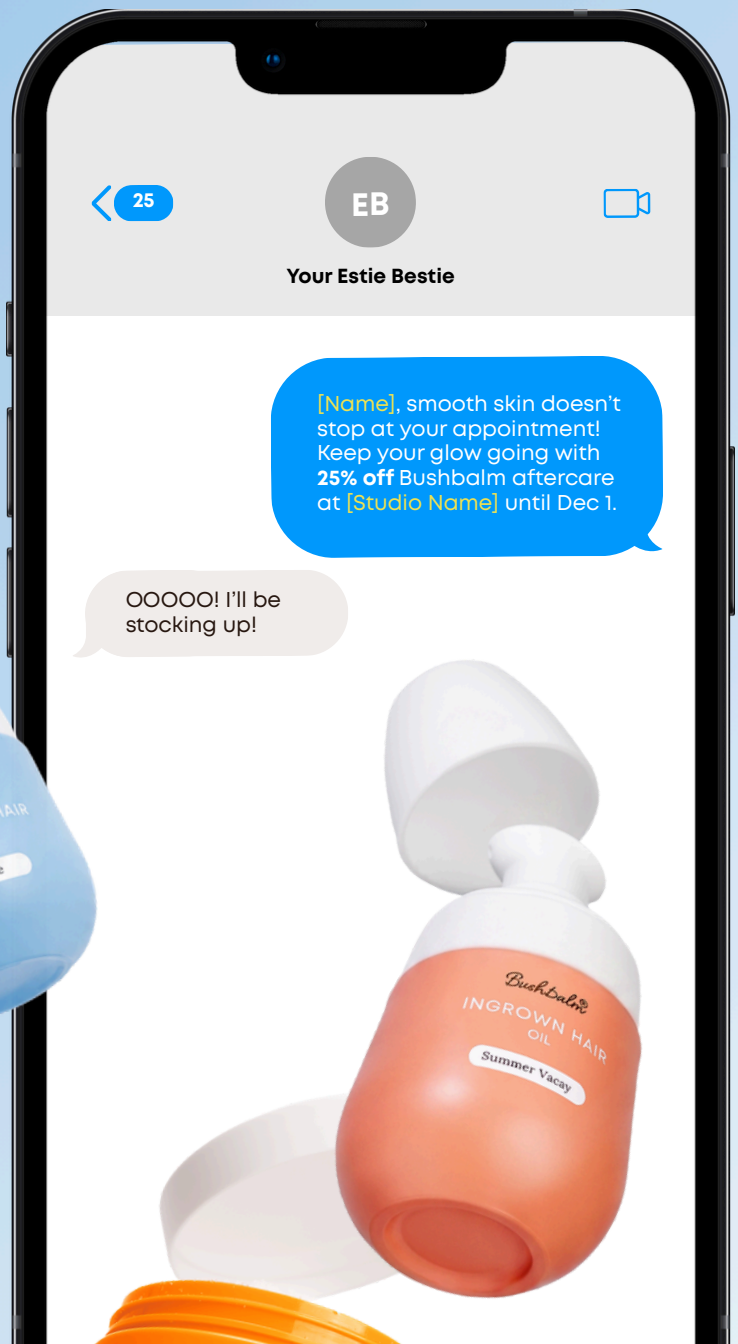
SMS

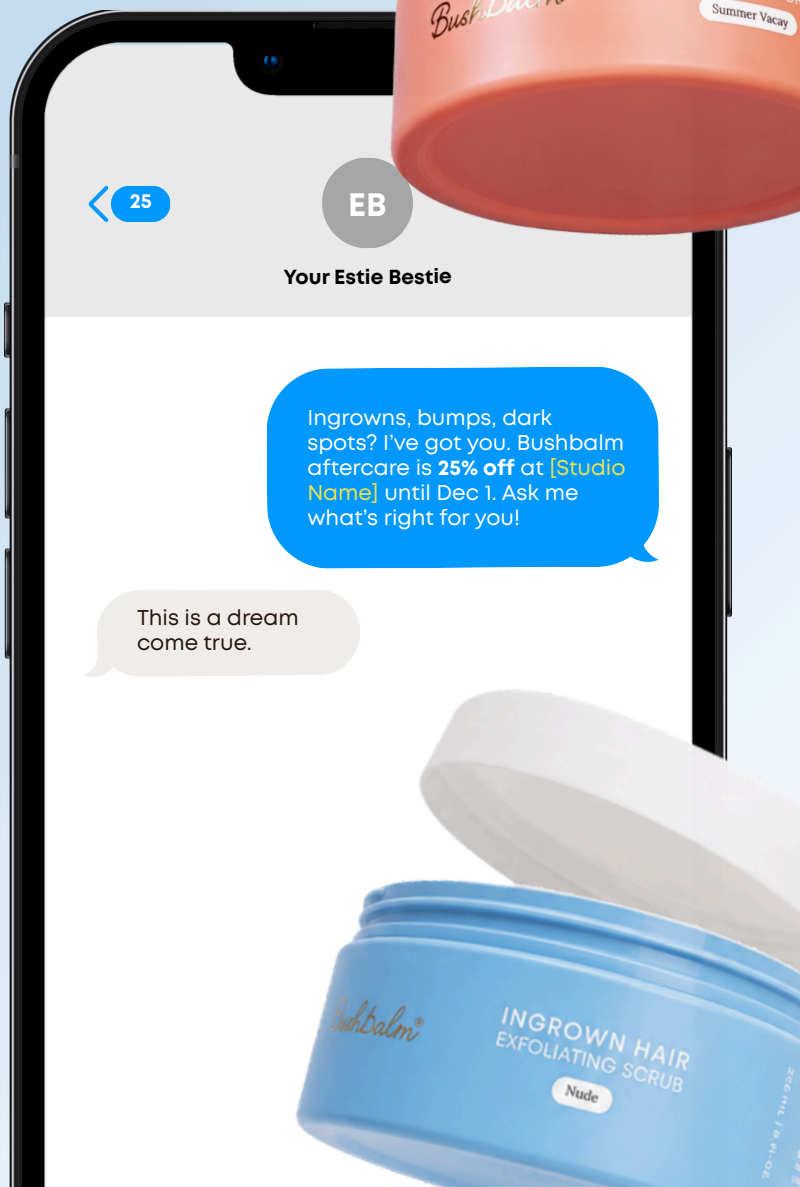
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SMS IDEA #2

Aftercare Is Self-Care 💖





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SMS

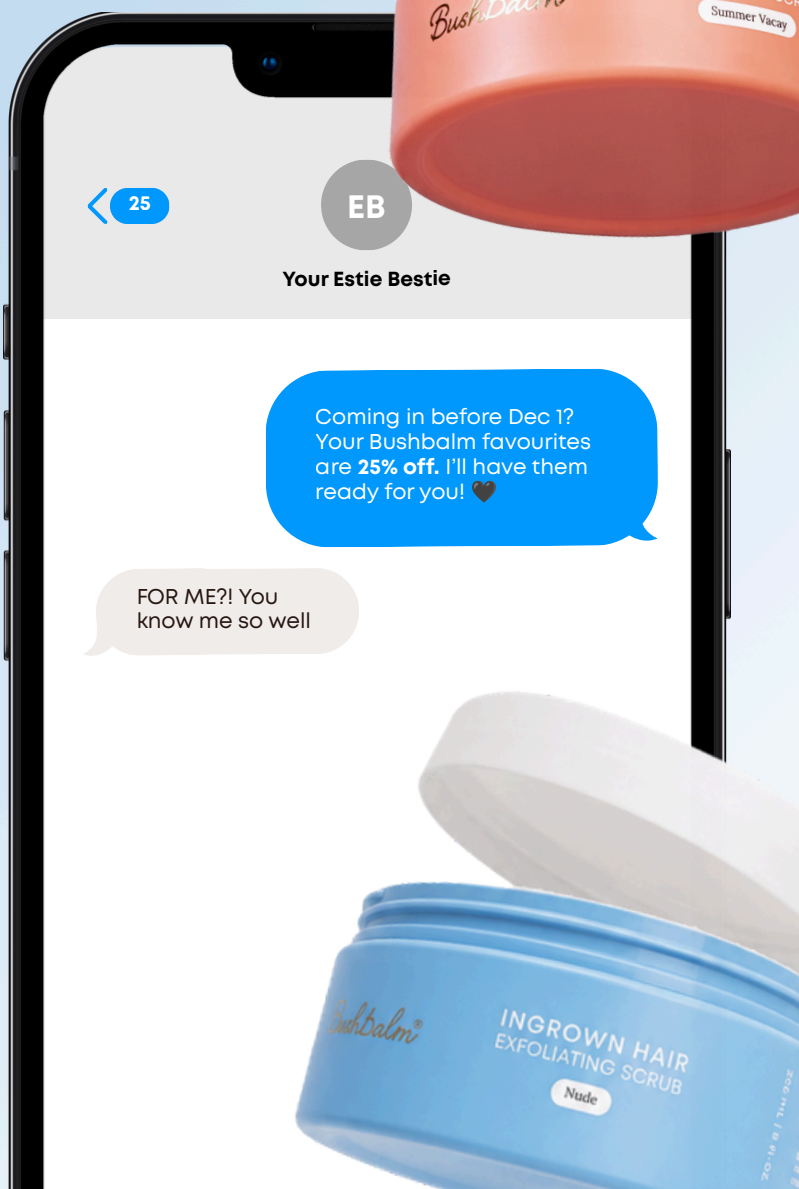
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SMS IDEA #3

Shop In-Studio





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SMS IDEA #4

Last Chance



