

# 10 STYLE EDIT TRAVEL SPRAY REVENUE-DRIVING IDEAS

**Style Edit Products:** Travel Root Concealer Spray, Full-Size Root Concealer Spray, Root Touch-Up Powder & Root Cover-Up Stick

## 1. Between-Color Survival Kit (GWP)

Gift a travel spray with any color service over \$X.

➔ Upsell full-size spray or powder at checkout.

## 2. Root Rescue Add-On Service

5-minute root refresh using travel spray. \$15-\$25 add-on at styling chair.

➔ Sell the exact product used to take home.

## 3. Travel Touch-Up Duo

Limited-time mini duo: FREE travel spray w/purchase of any full-size product.

➔ Encourage full-size spray for home, free travel for on-the-go.

## 4. Blowout + Root Refresh Bundle

Add root coverage to any blowout for a polished finish.

➔ Retail spray as a purse essential.

## 5. VIP Color Client Reward

Pre-book next color → receive travel spray.

➔ Offer full-size spray or powder same day.

## 6. Gray Coverage Confidence Kit

TRY ME travel spray for \$15 and we apply the first application.

➔ You take home the travel for retouch!

## 7. Retail Spend Threshold GWP

Spend \$75-\$100 in retail → get a travel spray free.

➔ Stylists help clients build their basket.

## 8. Event-Ready Upgrade

Add root concealer application to wedding or event styling.

➔ Include travel spray to take home.

## 9. Stylist “Root Coverage Prescription”

Stylist recommends:

Offer complimentary spray touch up to celebrate the launch of the spray service.

➔ Encourage a take home full-size spray for a same day discount.

## 10. Grow-Out & Color Correction Support

Temporary solution during grow-outs or corrections. Try before you buy.

➔ Position as confidence insurance between visits.