



Shelf Confidence

by Kasey Boone, licensed aesthetician

As a skin care professional, one of the most significant opportunities for boosting profitability lies in the retail space. While treatments like facials, massages, and body therapies bring in direct service revenue, retail products can serve as a highly effective supplementary income stream. The right retail products, displayed thoughtfully, not only enhance the overall client experience but can also keep clients coming back and increase revenue per visit.



It is vital to learn how to leverage retail in spa operations, from selecting the right products to designing effective retail displays, managing inventory, and training spa teams to sell with confidence. Whether an established spa owner or a solo aesthetician looking to grow one's business, there are strategies to help optimize retail presence and boost the bottom line.

RETAIL'S ROLE

Retail products can significantly enhance a spa's profitability, and their value goes far beyond just offering products for sale. Many spas and solo professionals rely on a mix of revenue from services and retail products. Retail provides a steady cash flow, allowing spas to thrive even during slower periods or times of year when treatments may not be in high demand. Retail can be the key to bridging income gaps for solo professionals, as it allows them to provide continuous service to clients even after their treatment is finished.

Moreover, retail sales can increase a service offering's perceived value. When a product that complements a treatment is recommended, clients are more likely to see better

results and feel more satisfied with their overall experience. This leads to a higher likelihood of return visits and continued purchases.

Enhancing Client Outcomes

An integral part of what makes retail so powerful is its ability to enhance client outcomes. Clients often experience the best results when they continue to care for their skin at home with the proper products between treatments. By offering the right skin care products, skin professionals can provide clients with the tools they need to maintain their results and improve their skin health. This can include anything from moisturizers and cleansers to serums and sunscreens, each contributing to the long-term effectiveness of the treatments a client receives at the spa.

Retail Success & Client Retention

Retail success goes hand in hand with client retention. When clients use the products recommended by their skin provider, they see better results, feel more invested in their skin care, and trust their provider's guidance. This fosters long-term rela-

tionships and increases client loyalty. Spas that recommend appropriate products not only improve client outcomes but also increase the likelihood of clients returning for future treatments and returning to purchase more retail products.

THE RIGHT LINE

Selecting the right products for a spa's retail space is essential to its success. Some key factors to consider when building one's product offerings include:

Aligning Product Choices

The products a spa sells should align with the ethos of the spa and the needs of its clientele. If a spa focuses on organic and clean beauty, it should prioritize natural skin care lines.

Alternatively, if a spa specializes in advanced skin care treatments like microdermabrasion or chemical peels, high-performance medical-grade skin care lines would be more suitable.

Make sure the product lines offered are well-suited to the clientele's needs and preferences. When serving a predominantly acne-prone demo-



graphic, offering a mix of acne-targeting products would be important. For a more mature clientele, antiaging products might be a top priority. Tailor the selection to ensure retail offerings are in direct alignment with the services offered.

Catering to Diverse Budgets

While high-end products may be appealing to some clients, it is essential to offer a range of price points to ensure all clients feel they can access the spa's retail products. A mix of entry-level products, mid-range options, and premium skin care lines allows the spa to cater to a

wide spectrum of budgets. Offering variety ensures that sales potential is not limited while still maintaining the quality and reputation of the brand.

Product Quality, Efficacy, & Reputation

It is essential to prioritize quality when selecting retail products. Clients trust their skin care professional to recommend products that are both effective and safe for their skin, and offering only high-quality, reputable brands helps build that trust. Take the time to research each product line's ingredients, reviews, and clinical

results before adding them to the inventory. The skin care professional's reputation depends on the products they recommend, so only offer products that live up to high standards and expectations.

Complement Services

Choosing products that complement the spa's offered treatments is a smart way to boost retail sales. For example, after a facial, the service provider might suggest a serum or moisturizer that works synergistically with the treatments. If clients are educated on how the products support the results of their treatment, they will be more likely to purchase them for home use. This not only enhances client satisfaction but also deepens the connection between the services provided and the products recommended for home.

ON HAND

Efficient inventory management is crucial for keeping retail operations running smoothly and profitably.

Initial Stock Levels

When first introducing retail products, it is important to determine the right stock levels. Start by assessing client demand, considering the number of services provided and the products clients are most likely to use. Consider factors such as seasonality. Clients may need more sunscreen in the summer or richer moisturizers during winter. Start small and gradually increase stock based on actual sales trends.

Inventory Tracking

An inventory tracking system can save time, money, and frustration by keeping product stock levels in check. By tracking inventory and sales in real time, the professional will have the information needed to avoid overstocking or

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running out of popular items. An integrative point-of-sale (POS) system can be used to help monitor stock levels, sales data, and reorder points with ease.

Some products will inevitably move slower than others. For products that are not selling as well, consider running promotions to push them out or evaluate whether they align with the spa’s brand and clientele. If a product consistently underperforms, it may be time to phase it

out and replace it with something that better meets the needs of clients.

Reorder Points & Supplier Relationships

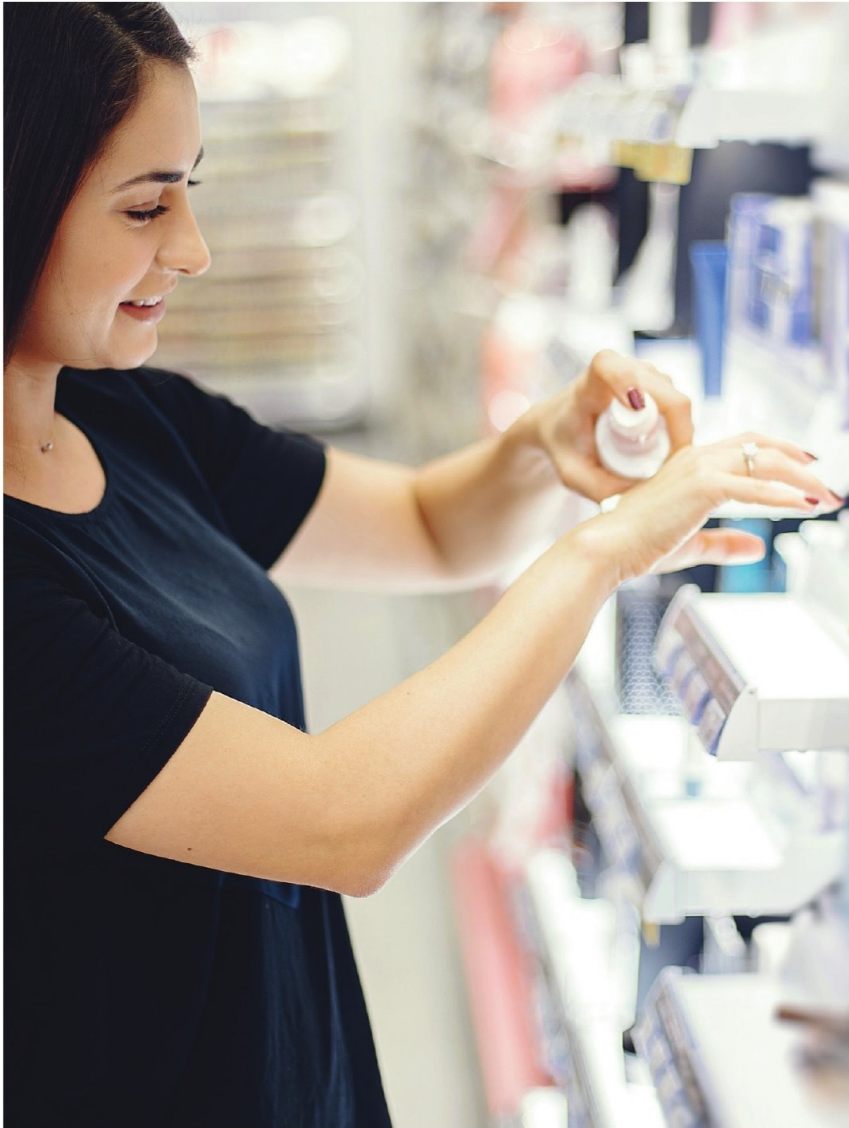
To avoid running out of stock on popular items, establish reorder points. These are the inventory levels at which products should be reordered to ensure the spa never runs low. Regularly check stock levels and build strong relationships with suppliers to ensure timely deliveries and

favorable pricing. Good relationships with suppliers can also lead to access to exclusive products or limited time promotions and deals.

DESIGNING DISPLAYS

An inviting and well-designed retail display can make all the difference in encouraging client purchases. A well-thought-out display is a silent salesperson, drawing clients’ attention and enhancing their experience.





Clean, Organized, & Inviting

The first rule of display design is simplicity. Keep the retail area clean, organized, and easy to navigate. Too much clutter can overwhelm clients, making it difficult for them to focus on the products being showcased. Group products by category, brand, or treatment focus, and use clear signage to guide clients through offerings. Consider creating a focal point to highlight new arrivals, bestsellers, or seasonal deals and promotions.

Bestsellers, Seasonal Items, & New Arrivals

Use displays to highlight the products that need to be promoted. Bestsellers are often popular for a reason, so display them prominently to encourage purchases. Seasonal items or new arrivals can spark interest, so use these as opportunities to get clients excited about retail offerings. An eye-catching display of new products can also provide an opportunity to share fresh skin care trends or

educate clients about the benefits of the latest formulations.

Lighting, Signage, & Color

Lighting is key to making a retail space feel inviting and dynamic. Soft, warm lighting works well to create a welcoming atmosphere, while spotlighting specific products can draw attention to key items. Color plays an important role in retail psychology as well. Choose colors that both align with the brand and create a harmonious look. Use signage effectively to explain the benefits of products, highlight promotions, and provide pricing information for clients.

Testers & Samples

Offering testers or samples is a great way to encourage interaction with retail products.

Allowing clients to try products before buying builds confidence in their purchase decisions and creates a more personalized experience. Make sure testers are well-maintained and hygienic. Offering sample-sized products as part of a retail promotion can also entice clients to try new products without the commitment of purchasing a full-size version.

PLACEMENT & LAYOUT

The strategic placement of retail displays is crucial for driving sales. Keep the following display considerations in mind.

High-Traffic Areas

Position retail displays in areas with high foot traffic, such as near the reception desk, treatment rooms, or in hallways leading to treatment areas. Make sure clients encounter these displays both when they first enter and exit the spa. The more they see retail offerings, the more likely they are to make a purchase.

Creating Cohesive Stories

Creating a theme or cohesive story around a display can make it more visually appealing and easier for a client to buy into. Consider the layout of the retail display and how the spa wants clients to approach products. Whether putting all products of the same brand together or organizing the shelves based on type of product, make it easy for clients to understand and enjoy what they are looking at when crossing paths with retail displays. This is the time to bring creativity forward.

WRAPPING UP

Incorporating a well-curated retail strategy into spa operations can significantly enhance a business's profitability and client satisfaction. When approached thoughtfully, retail not only serves as a reliable revenue stream but also elevates the overall client experience, offering them tools to maintain the results of their treatments at home. From selecting the right products that align with one's brand and clientele to designing attention-grabbing displays and

managing inventory effectively, each step plays a pivotal role in maximizing retail success.

By aligning retail offerings with the needs of the spa's clients and ensuring the products complement offered services, a seamless and personalized experience that strengthens client trust and loyalty is created. Training staff on the benefits and usage of these products ensures confident recommendations, while thoughtful retail displays make products irresistible. Moreover, using strategic placement and seasonal promotions can boost sales by creating urgency and excitement.

Effective retail management does not stop with product selection. It is about providing an experience that fosters long-term client relationships. Offering personalized recommendations, creating an inviting retail space, and tracking success with key metrics, like retail-to-service ratio, will help refine offerings and keep retail operations thriving. Remember, retail success goes beyond just making a sale; it is about creating lasting value for clients and elevating their overall spa journey. When done right, retail can become

an integral part of a spa's growth, contributing to both financial success and improved client outcomes.

By applying these strategies, any spa can be well-positioned to drive consistent sales, foster client loyalty, and enhance the overall spa experience – creating a dynamic, profitable business model that goes beyond just providing services. **5**



Kasey Boone is the creator of Kasey Boone Skincare, the first-of-its-kind skin care tool brand for aestheticians – the one-stop shop for elevated, multipurpose aesthetician tools and The Original Perfect Facial Towel. Offering versatile tools for the everyday aesthetician as well as educational social content, free blogs, and a weekly podcast, Skin and the City, Boone has thought of it all. She is a pioneer in the aesthetics industry and is one of the first to use social media to grow and evolve her business. She also helped make cold rollers, a must-have skin care tool, and created the first deluxe facial towel made specifically for an aesthetician's treatment room. Boone's mission is to help aestheticians in all aspects of this ever-growing and evolving industry.



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