

the salon holiday guide

WINTER CAMPAIGN 2026

give
joy

Everything your salon needs to create your most joyful, and profitable holiday season yet.

Choose kindness. Share beauty.



eufora



Everything You Need for Campaign Success

03

Welcome to the Season —
The Opportunity & the Season Ahead

07

The give JOY Campaign —
The Story, the Gift, the Reward

08

The Offers —
Seven Ways to give JOY

12

Setting Your Holiday Goal —
Build Your Revenue Model

14

Merchandising That Gives JOY —
The Disruptor Table & Digital Support

16

The give JOY Conversations —
Three Moments & Your Team

17

Your Campaign Calendar —
Key Dates & Action Points

18

Your Launch Checklist

EUFORA

Welcome to this *beautiful season*



The holidays aren't just your busiest season. They're your greatest opportunity to create lasting guest relationships.

There is a particular kind of magic in a salon during the holidays. The music is a little merrier, the chairs a little fuller, and every guest who walks in is thinking about thoughtful gifts for the people they love.

The holidays are the busiest and most profitable time of the year for your salon. No retailer can offer what you can. Your recommendations come with something every guest values: trust.

We've created the gifts, the offers, the merchandising, and the marketing support for your holiday campaign. You bring the experience that turns a recommendation into the perfect holiday gift.

Together, we'll help your guests give with confidence while creating one of your strongest retail seasons yet. The gift of beauty is one of the easiest gifts to give.

Thank you for trusting Eufora to be part of your holiday season. More importantly... Thank you for sharing your talent, your passion, and your heart with every guest who sits in your chair.

We wish you a season filled with joy, gratitude, meaningful connections, and success.

Yours truly,

BETH BEWLEY, CEO & CO-FOUNDER

THE HOLIDAY OPPORTUNITY

the numbers behind
your *busiest season*

Beauty is not a side category during the holiday season. It is one of the brightest spots in all of retail, and the salon is where its most loyal buyers already sit. The demand is already in your chair. The campaign simply helps you meet it.



The Salon Advantage

Mass retailers sell products. You provide professional recommendations tailored to every guest. That's the difference and why guests feel confident buying gifts from someone they already trust. Holiday shoppers are already walking through your door. Make sure they leave with more than great hair.

Remember

People don't come to salons looking for gifts. They discover them there.

Key Insight

In-store shopping surges in the final weeks before the holidays and nearly 4 in 10 last-minute shoppers buy in person. Your salon is open, staffed, and exactly where they already are.

The Number	What It Means For You
1 in 3	Consumers plan to gift beauty this holiday season. A third of every guest list is a potential gift sale.
\$247	Average planned spend on beauty gifts per consumer. The budget is set before they sit down.
40%+	Of prestige beauty's annual revenue lands in Q4. Nearly half a year of opportunity in ten weeks.
39%	Of women plan to buy a beauty product as a gift. Your core guest is your core holiday shopper.
6-8%	Beauty category growth across the holiday season, outpacing most of retail.

SOURCES: CIRCANA HOLIDAY PURCHASE INTENTIONS; CIRCANA / NPD PRESTIGE BEAUTY DATA; TINUITI HOLIDAY SHOPPING STUDY; PWC HOLIDAY SPENDING ANALYSIS.



THE “GIVE JOY” CAMPAIGN

The *best gifts* are never just what's inside the box

They are the moments, the connections, and the feelings they create. Our “give JOY” campaign is a reminder that a thoughtful gift has the power to brighten someone’s day, lift their spirit, and make them feel seen.

How It Works

The beauty of the Eufora Holiday Campaign is its flexibility. Guests simply choose the three products that are right for them or someone they care about: a shampoo, a conditioner, and a styling product. When they do, they receive the exclusive “give JOY” gift, complimentary, in our Signature Holiday Gift Bag.

The **ALOETHERAPY™** Gift With Purchase

Guests receive two full-size Eufora **ALOETHERAPY™** products: Lip Renewal Treatment and Hand Treatment in an embroidered velvet pouch. US Retail Value of \$42.00.

Why the **ALOETHERAPY™** gift with purchase works

Both are full retail-size, beloved products, so the gift carries real value. Everyone can use and enjoy them, which means every guest and future guest gets introduced to products they’ll buy again and again. The best gifts are the ones people reach for daily: practical, luxurious, memorable. And it arrives gift-ready, beautifully presented, no wrapping required.

Campaign Timing

The campaign ships to salons in early autumn and continues throughout the holiday season. Your Eufora Business Development Manager or distributor will confirm exact ship and launch dates for your market.

Signature Holiday Gift Bag

Every qualifying purchase is presented in our Signature Holiday Gift Bag. Products are selected by the guest, assembled in the salon, and beautifully packaged at the time of purchase.

When guests see the finished gift, they stop thinking about products and start thinking about who they’ll give it to.

Every great gift begins with a trusted recommendation.



THE OFFERS

one campaign
seven ways to give

Five offers inspire guests. Two keep your shelves merry and bright.

Every guest is different, so every great recommendation feels personal. Five consumer offers give guests a way in, whatever their hair. Two savings offers keep your salon stocked and merry through the busiest weeks of the year.

Offer 1 — Signature Collection

Our long-celebrated daily care and styling essentials. The salon pre-pack includes retail sizes:

- 2 HYDRATING nourishing shampoo
- 2 MOISTURE SOLUTION nourishing conditioner
- 2 VOLUMIZING nourishing shampoo
- 2 DAILY BALANCE volume conditioner
- 2 PURE POLISH shine emollient
- 2 REFINE versatile styling cream

The salon receives FREE:

- 6 “give JOY” Seasonal Gift Bags
- 4 **ALOETHERAPY™** Gift with Purchase Duos
- 1 Merchandising Display Card

Note: This offer comes with 6 Seasonal Gift Bags. Four cover the products in the offer, and two are extra for display. It also comes with the Salon Holiday Guide.

Offer 2 — Texture Collection

For the curl lovers and the frizz fighters. Definition and smoothness. The salon pre-pack includes retail sizes:

- 2 PERFECT CURL enhancing shampoo
- 2 PERFECT CURL enhancing conditioner
- 2 SMOOTHING frizz control shampoo
- 2 SMOOTHING frizz control conditioner
- 2 PERFECT CURL forming cream
- 2 STRAIGHTENING BALM smoothing blow-dry cream

The salon receives FREE:

- 5 “give JOY” Seasonal Gift Bags
- 4 **ALOETHERAPY™** Gift with Purchase Duos
- 1 Merchandising Display Card

Note: This offer comes with 5 Seasonal Gift Bags, enough for the guest purchases plus one extra for display.

Offer 3 — Beautifying Elixirs Bodifying Ritual

Best sellers for damage repair and color care on thinner, finer hair. The salon pre-pack includes retail sizes:

- 3 BEAUTIFYING ELIXIRS bodifying shampoo
- 3 BEAUTIFYING ELIXIRS bodifying conditioner
- 3 ILLUMINATE shine mist

The salon receives FREE:

- 4 “give JOY” Seasonal Gift Bags
- 3 **ALOETHERAPY™** Gift with Purchase Duos
- 1 Merchandising Display Card

Note: Both BEAUTIFYING ELIXIRS offers come with four Gift Bags. Three for purchases, and one for display.

Offer 4 — Beautifying Elixirs Moisture Intense Ritual

Deep hydration for dry, damaged, or color-treated hair. The salon pre-pack includes retail sizes:

- 3 BEAUTIFYING ELIXIRS moisture intense shampoo
- 3 BEAUTIFYING ELIXIRS moisture intense conditioner
- 3 ILLUMINATE shine mist

The salon receives FREE:

- 4 “give JOY” Seasonal Gift Bags
- 3 **ALOETHERAPY™** Gift with Purchase Duos
- 1 Merchandising Display Card





Consumer Savings Offer
Offer 5 — Style FOR HIM

20% off any two.

A complete grooming lineup, easy to gift and easy to recommend. The salon pre-pack includes full retail sizes:

- 2 grooming CREAM
- 2 molding PASTE
- 2 styling MUD
- 2 texture PUTTY
- 2 firm hold GEL

The salon receives FREE:

- 6 “give JOY” Seasonal Gift Bags
- 1 Eufora FOR HIM Holiday Consumer Display Card

Note: This offer comes with 6 Seasonal Gift Bags, enough for guest purchases plus one for display. The Consumer Display Card is unique to this offer.

Stocking Stuffer Opportunity
Offer 6 — Travel Size Stock-Up

4 each of all trial-size Eufora products at 15% off.

Holiday pricing makes these perfect for: stocking stuffers, trial sizes, travel and impulse purchases. Small purchases often become future full-size guests.

Remember

You do not have to sell harder this season. You have to offer better. The promotion creates interest.

Your recommendation creates confidence.

Salon Opportunity
Offer 7 — Station Stock-Up

20% off regular salon pricing.

Stock your stations with the same styling products featured in the “give JOY” holiday offers. When guests feel the results during their service, the holiday recommendation makes itself.

Note: Holiday bundle pricing keeps your stations stocked while protecting your margins through your busiest season.

The salon pre-pack includes full retail sizes:

- 1 ILLUMINATE shine mist
- 1 PERFECT CURL forming cream
- 1 STRAIGHTENING BALM smoothing blow-dry cream
- 1 PURE POLISH shine emollient
- 1 REFINE versatile styling cream



SETTING YOUR HOLIDAY GOAL

the *best holiday seasons* are planned — not hoped for

Salons that win the holidays decide what success looks like before the season begins. A clear goal gives your team something to rally around. When every stylist owns a number, every stylist contributes to the result.

A goal you can see is a goal you can hit. Set a retail goal, break it down by stylist, share it with your team, and track your progress every week.

First — Build Your Holiday Revenue Model

The math is simple: start with the # of guests you'll see in November and December.

Apply a realistic retail conversion rate: the percentage of guests who will buy a holiday gift.

Multiply by what a typical gift purchase brings: the retail value of one promotion.

5 Chair Salon Example:

5 stylists x 4 guests/day =	20 guests
20 guests/day × 5 days × 8 weeks =	800 guests
800 guests × 30% conversion =	240 gifts
240 purchases × \$80 avg. sale =	\$19,200 revenue

10 Chair Salon Example:

40 guests/day × 5 days × 8 weeks =	1,600 guests
1,600 guests × 30% conversion =	480 gifts
480 purchases × \$80 avg. sale =	\$38,400 revenue



Key Insight

Helping just four guests (per stylist) each day discover the perfect holiday gift can generate nearly \$20,000 or more in additional retail sales over an eight-week campaign.

Second — Break It Down by Stylist

Big goals become achievable when everyone owns a piece of them. A salon goal belongs to no one. A stylist goal belongs to someone. When each person on your team owns a number, the whole salon performs. Sit with each stylist and ask three questions:

How many guests will you see in November and December?

What is your goal, in gift sets sent home with your guests?

Which of your guests are most likely to be holiday shoppers?

Remember

Post your goal where everyone can see it.
Review it every week. Celebrate achievements.
Momentum builds confidence. Confidence builds results.





Go big or go boutique.

The full Disruptor Table makes a statement, but a smaller, styled display works just as beautifully. Choose what fits your space, and make it inviting.



MERCHANDISING DRIVES SALES

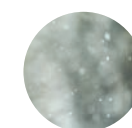
beautiful displays *begin conversations*

The holidays are an experience. Your merchandising should reflect that. Thoughtful displays spark curiosity, inspire conversation, create excitement, and inspire gift-giving, reminding guests they're in the perfect place to find meaningful gifts. Guests do not arrive expecting to do their gift shopping. Your goal isn't simply to display products. It's to create a holiday experience guests want to explore.

Start With the Disruptor Table

Retail begins the moment a guest gets curious. The Disruptor Table is the centerpiece of the campaign. More than a display, it's your holiday boutique and your silent salesperson. Make it the one spot in the salon where the season is impossible to miss.

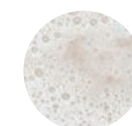
Presentation Transforms Products into Gifts



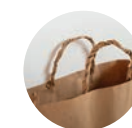
Bring the Campaign Throughout the Salon
Don't let the experience begin and end with one display. Carry it through the guest journey.



Styling Stations
Mirror cards keep the campaign visible while guests are admiring their finished look.



Shampoo Area
A simple display creates awareness before the conversation even begins.



Front Desk
A beautiful gift presentation beside the register becomes a natural finishing touch.



Waiting Area
Guests have time to browse, imagine, and begin building their holiday shopping list.

Key Insight

A disruptor table interrupts the routine. A regular guest walks a mental map of your space, and a table in the path makes them look up. It creates curiosity.

Keep It Fresh

Restock weekly or as needed. A half-empty display tells guests the best of the season has already passed.

Keep it tidy. A display that looks cared for looks worth shopping.

A discreet "while supplies last" note near the bag is honest, and a little urgency never hurt anyone's holiday shopping.

Your Social Media Digital Support

Every successful holiday campaign is built on consistency, and Eufora has created the tools to make that easy. Ready to post and customizable social media content and digital assets: professionally designed posters, mirror cards, shelf talkers, gift displays, and other print-ready merchandising materials.

Everything is designed to help you create a seamless holiday experience throughout your salon. These tools save time and give your salon a polished, professional look. They keep the message front and center, so it's easy to engage guests and inspire gift giving all season long.

Remember

Post your salon's holiday looks in salon pro groups like Eufora Salon owner network, Eufora Pro, Eufora nation, and Instagram and tag us in your posts.

@eufora.pro @euforapro
facebook.com/EuforaPro @EuforaHairCare

THREE CONVERSATIONS THAT SELL THE SEASON

every recommendation begins with a conversation

Retail sales happen because a trusted stylist makes a thoughtful recommendation at the right moment. Holiday retail doesn't happen at checkout. It happens naturally throughout the service. These conversations aren't scripts. They're starting points. Use your own words. Your own personality. Your own relationship with each guest.

Moment One — The Shampoo Bowl

Their attention is yours, and they are relaxed, comfortable, listening. Your best opportunity begins here.

“Did you get a chance to see our holiday gift sets and display? They're beautiful this year. The free gift is a full retail size of the **ALOETHERAPY™** Lip Renewal Treatment and Hand Treatment, which I personally love.”

Moment Two — The Styling Chair

Your guest feels amazing. Confidence is at its highest. It's the natural time for your recommendation.

"Before you head out, let me show you our holiday gifts. You choose your favorite shampoo, conditioner, and styling product, and we'll include our give JOY gift."

Moment Three — At Checkout

The final opportunity. Simple. Friendly. No pressure.

"Did anyone have a chance to show you our give JOY holiday offer? It's one of our most popular promotions because the gift is something everyone can enjoy. You choose three products, and you get this gift set free: a value of \$42.00."



Enthusiasm is contagious. Confidence is, too!

The One Thing That Closes It

Don't just describe the gift. Hand it to them. The moment a guest holds it, they begin imagining who they'll give it to.

Your Team Makes the Difference

Great campaigns start with great conversations. The displays create interest, the products create excitement, your team creates the experience. The most beautiful display is made successful with a team that's excited to talk about it. When your team believes in the campaign, your guests will too.

The Holiday Team Launch Meeting

Before the season begins, make sure your team is ready to succeed. Tell the “give JOY” story: the offers, the gift, the bag.

- Set a goal for the salon and set an individual retail goal with each stylist.
- Role-play the conversations until they sound like the stylist, not the script.
- Put the goal-tracking board up where the team gathers.
- Make sure the stylists have a chance to experience the Gift with Purchase products themselves
- Set a contest and incentives that inspire your team.
- Revisit product knowledge! Make sure your team can speak about the campaign features and performance of the products

YOUR CAMPAIGN CALENDAR

preparation creates confidence
confidence creates results

The salons that plan well and start early are most successful with holiday sales. Here is the season, mapped.

When	What	Why It Matters
September	Place pre-order and set delivery date	You will want to plan for launch, merchandising, and team training. Never wait until the last minute.
October	In-salon	Product is in your hands ahead of the rush. Prepare all merchandising and displays.
October	Team huddle	Schedule your launch. Set individual goals.
October	Social media	Begin your social campaign. The season's carousels go live. Eufora makes it easy and gives you all posts to use and edit.
November 1	Campaign opens	Display live, team trained, every service is a give JOY moment.
November	Social: post the November carousel	Introduce the gift and the offers. Run the set across the month, one card at a time.
Pre-Thanksgiving	Early holiday push	A large share of shoppers start before Thanksgiving. They're already thinking gifts.
Black Friday	Peak gifting weekend	Promote in salon and on social. First-time holiday guests are in buying mode.
December	Social: post the December carousel	Drive urgency through the final stretch. The December set carries the close of the season.
December 1 – 20	The final stretch	Restock weekly. Keep energy high. These three weeks drive the most volume!
December 21 – 24	Last-minute surge	Guests who waited are buying now. Keep the gift front and center.
December 26 – 31	Gift-to-self season	Promote self-care. Sell through remaining inventory. Many guests now buy for themselves.

The full seasonal carousel set lives on the resource page at eufora.pro, organized to take your salon through each month of the campaign.

Confirm exact ship and in-salon dates with your Eufora BDM; timing can shift by market.

YOUR CHECKLIST

everything *in place*
before you go live

- ☒ **Action**
- ☐

Campaign inventory confirmed
- ☐

Merchandising plan complete
Plan for additional signage and imagery (eufora.pro)
- ☐

Team launch training completed
- ☐

Three conversations role-played
- ☐

Set Salon and Individual stylist goals
- ☐

Goal-tracking board up
- ☐

Restock plan in place
- ☐

Social Media and digital media plan ready



Small details
create unforgettable
experiences.



A Final Word

Joy has a remarkable way of multiplying. It begins with a warm welcome. It grows through genuine connection, and it lives on in the confidence your guests carry home with them.

This campaign is about more than holiday retail; it's about creating moments people remember. Helping someone find the perfect gift. Making them feel cared for. Giving them one more reason to love your salon.



GIVE LIGHT — GIVE LOVE

• give
joy

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QUESTIONS? CONTACT YOUR EUFORA BUSINESS DEVELOPMENT MANAGER