

*the salon*

CAMPAIGN  
GUIDE

SUMMER  
2026

# playbook

AloeObsessed

eufora



**Everything Salons Need for Campaign Success**

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# AloeObsessed

(Adjective):

*/ˈal-oh ˈb-ˈsɛst/*

An unapologetic love affair with nature's most overachieving botanical — Aloe Vera.

A lifestyle where wellness and beauty are inseparable, and nature's genius is the cornerstone of your daily ritual.

## THE ALOETHERAPY™ STORY

where it *all* began

We didn't add aloe to our products. We built our products around aloe. There's a big difference. In 1997, when Beth and Don Bewley founded Eufora, they made a decision the industry thought was a little radical: replace water, the default filler in nearly every hair care formula, with something alive with biological intelligence. Certified Organic Aloe Vera.

That choice became Eufora's most foundational truth. Not a trend. Not a marketing hook. A commitment that has shaped every formula we've created since.

**ALOETHERAPY™** is the fullest expression of that original vision. In 1997, Eufora pioneered the use of Certified Organic Aloe Vera as the base of every formula. In 2015, that commitment deepened with the launch of **ALOETHERAPY™** and the introduction of Aloe Stem Cell Technology. In 2025, the award-winning line expanded to include a complete body and skin care category.

**Aloe Vera Through the Ages**

Long before aloe became a fixture in beauty, it was a treasure passed from generation to generation, celebrated across cultures as nature's most reliable healer. For over 4,000 years, this plant has appeared in ancient scrolls, royal beauty rituals, and holistic medicine traditions worldwide. Understanding this history gives you powerful, authentic language to use with guests.

**At The Chair Talking Points**

We didn't add aloe to our products. We built our products around aloe. Eufora has been AloeObsessed since 1997, long before it was a trend. That's why **ALOETHERAPY™** performs at a level other hair and body care lines can't match.



A treasure passed from generation to generation.



## WHAT MAKES THIS DIFFERENT

# AloeObsessed

The first ingredient of any product isn't just a detail: it's the base. And it makes up to 70% or more of the formula.

Most hair and body care products list their ingredients from highest concentration to lowest. In most, that first ingredient is water. It's harmless, but it's not active. We believe beauty shouldn't be watered down.

**ALOETHERAPY™** formulas start with Certified Organic Aloe Vera, a phytoactive base that delivers 75 or more nutrients, antioxidants, 20 minerals, 12 vitamins, and 20 amino acids with every use. That is not a cosmetic claim, it's biology.

## The AloeObsessed Difference

Being AloeObsessed isn't just a brand stance. It's a formulation philosophy with real, measurable results for your guests.

Every drop delivers with 100% active performance.

**ALOETHERAPY™** formulas work to hydrate, soothe, repair, and protect. Aloe Vera has over 4,000 years of proven performance. We didn't reinvent it. We bottled it, honored it, and built every formula around it.

## Why Other Products Can't Compete

Many products list aloe on their label. But unless the formula is at least 10% Aloe Vera, the benefit claims are negligible. The therapeutic threshold matters. At Eufora, Aloe Vera isn't a trace. It is the base.

Our Certified Organic Aloe Vera is ecologically harvested with fair trade practices and certified by the International Aloe Science Council for purity. Eufora's Aloe Stem Cell Technology then amplifies that base for up to 1,000 times the potency of standard aloe. When nature makes something this perfect, you build on it.

## Our Ingredient Commitment

**ALOETHERAPY™** products are free from mineral oil, microbeads, harsh sulfates, formaldehyde, artificially derived dyes, triclosan, talc, silicones, and parabens in hair and scalp products. All products are cruelty free and vegan friendly.

## The Phytoactive Foundation

The word breaks down simply: phyto means plant, and active means it does something measurable, hydrating, repairing, protecting, or restoring at a biological level, not just on the surface.

When the base is Organic Aloe Vera, packed with 75 or more biologically active compounds, every drop contributes something real from the very first second of contact.

## Why the Base Is Everything

**ALOETHERAPY™** formulas support every active ingredient. Skin renewal and cell turnover are supported by the polysaccharides naturally present in aloe. Hydration is sustained at a biological level, not just deposited on the surface. Scalp and skin resilience improve because the base itself is anti-inflammatory. Sensitivity is calmed from first contact, before any additional active reaches the skin.



Phytoactive isn't a trend word. It's a formulation decision Eufora made in 1997 and has built every product around since.



THE COLLECTION

# body care

ALOETHERAPY™ spans four categories: Body Care, Soothing Hair and Scalp, Sun Care, and Everyday Essentials, all united by the same phytoactive philosophy. Each product is designed to work beautifully on its own and even better as part of a complete ritual.

**Body Polish**  
Dual Action Exfoliating Scrub

The ritual starts here. Physical and active exfoliants work together to lift away dead skin cells and encourage natural cell turnover, revealing brighter, smoother, more radiant skin.

**Hero ingredients**  
Certified Organic Aloe Vera, Aloe Stem Cells, AHAs including Lactic, Malic and Glycolic Acids, Hyaluronic Acid, Kukui, Argan, Avocado, and Cranberry Oils, and Vitamins B5, C, and E.

Advise guests to use SPF after AHA use. Available in 1 fl oz and 6.7 fl oz.

**Body Serum**  
Rejuvenating Skin Treatment

This is the treatment step: lightweight, fast-absorbing, and clinically active. With 5% niacinamide, a plant-based bio retinoid, Hyaluronic Acid, and next-generation humectant Sodium Polyglutamate, the Body Serum visibly improves uneven tone, dryness, and rough texture while promoting a firmer, more youthful appearance.

**Hero ingredients**  
Certified Organic Aloe Vera, Aloe Stem Cells, Niacinamide at 5%, Bio Retinoid, Hyaluronic Acid, Sodium Polyglutamate, Probiotics, and Vitamins B5, C, and E.

Available in 1 fl oz and 4 fl oz.



product, purpose  
and performance



**Body Oil**  
Natural Oil Hydration

A luxurious, lightweight oil that defies expectation. It absorbs quickly, leaves no greasy finish, and delivers deep, lasting moisture. Versatile enough to be applied directly to clean skin, added to the Body Butter or lotion for a custom moisture treatment, dropped into a bath, or even applied to hair before shampooing.

**Hero ingredients**  
Aloe Stem Cells, Kukui, Argan, Avocado, and Cranberry Oils, Jojoba, Moringa, and Aloe Oils, Daikon Radish Extract, and Vitamins B5, C, and E.

Available in 1 fl oz and 5 fl oz.

**Body Butter**  
Ultra Rich Moisturizer

The final step and the richest one. Ceramides strengthen the skin barrier. Probiotics balance the skin microbiome. Sodium Polyglutamate delivers intense sustained hydration. At 2.5% niacinamide, it supports skin tone and texture with daily use. Guests will notice a difference the first morning they wake up after using it.

**Hero ingredients**  
Certified Organic Aloe Vera, Aloe Stem Cells, Ceramides, Niacinamide at 2.5%, Sodium Polyglutamate, Probiotics, Kukui, Argan, Avocado, and Cranberry Oils, and Vitamins B5, C, and E.

Available in 1 fl oz and 8.4 fl oz.

THE COLLECTION

# soothing hair, skin *and* scalp

Built on the same phytoactive philosophy as the body care line, the soothing collection is the answer for guests with sensitive scalps, or anyone experiencing dryness and irritation. The trio of Aloe Stem Cells, Oat Avenanthramides, and Water Lily is one of the most soothing combinations in professional hair care.

**Soothing Hair and Body Cleanse**

A gentle, sulfate-free cleansing wash that works head to toe, as a shampoo, a body wash, or both.

**Hero ingredients**

Aloe Stem Cells, Oat Avenanthramides, and Water Lily deliver both immediate and long-term soothing benefits to calm reactive scalps and skin.

Completely safe for color-treated, keratin-treated, chemically processed, and relaxed hair.

Available in 1.7 fl oz, 9.5 fl oz and 36 fl oz.

**Soothing Conditioner**

Softens and detangles without weight, while calming and conditioning the scalp.

**Hero ingredients**

The Brassica Flower and Radish Seed base delivers exceptional moisture, conditioning, strength, and shine.

Completely safe for color-treated, keratin-treated, chemically processed, and relaxed hair.

Available in 1.7 fl oz, 9.5 fl oz and 36 fl oz.



one of the most soothing combinations in professional hair care



**Soothing Moisture Mist**

Perhaps the most versatile product in the line. A head-to-toe moisture mist that soothes, hydrates, and calms wherever it lands: on the scalp between washes, on the skin after a shower, directly after sun exposure. Lightweight and non-residue.

**Hero ingredients**

Aloe Stem Cells, Oat Avenanthramides, and Water Lily deliver both immediate and long-term soothing benefits to scalp and skin.

Available in 6.8 fl oz.

**Soothing Body Moisturizer**

The bridge between the soothing hair collection and your guest's full body ritual.

**Hero ingredients**

Aloe Vera Stem Cells, Oat Avenanthramides, and Water Lily benefits from the scalp to the skin. Fortified with Phospholipids, Ceramides, and a full Vitamin A, B3, C, D, and E complex. Non-greasy, calming daily moisturizer for guests who want soothing benefits from head to toe.

Available in 16.5 fl oz.

THE COLLECTION

# sun, skin *and* sea care

**NEW Mineral Sunscreen**  
Summer 2026

ALOETHERAPY™ Mineral Sunscreen is the newest addition to the line. Every guest who walks out of your salon into the sun is a candidate. And because it is built on the same phytoactive philosophy as the rest of the collection, it is not a detour from the ALOETHERAPY™ story.

A refined broad-spectrum SPF 30 formula built on Non-Nano Zinc Oxide for daily defense. This is not the heavy, chalky mineral sunscreen your guests remember. It goes on sheer, absorbs without residue, and feels weightless throughout the day. Aloe and Hyaluronic Acid actively hydrates while it protects, so guests are not just blocking damage. They are delivering meaningful skin care at the same time.

Non-Nano Zinc Oxide means the mineral particles sit on top of the skin and physically reflect UV rays, rather than absorbing into the body the way chemical filters do. It is 100% mineral, 100% reef-safe, and formulated with the same ingredient integrity that runs through every product in the line.

**Hero ingredients**

Aloe Vera and Hyaluronic Acid to soothe and lock in moisture, Raspberry Seed Oil and Squalane to support the skin barrier, and Vitamin E, Bisabolol, and Pongamia Extract for antioxidant defense against environmental stress.

Apply generously to all exposed skin before sun exposure. Reapply every 2 hours or after swimming or sweating. Available in 4.7 fl oz.

**Everyday Essentials**

Two products that belong on every stylist's home care shelf. Not because they're accessories, but because they solve real, everyday problems guests deal with between visits.

**Hand Treatment**

Immediate and Long-Lasting Hand Moisture

Designed for hands that work hard. Certified Organic Aloe Vera, Jojoba Oil providing up to 8 hours of moisture.

**Hero ingredients**

Chamomile Extract, Allantoin, Glycerin, and Vitamins B5 and E deliver immediate comfort and lasting results without a greasy after-feel.

Available in 2 fl oz.

**Lip Renewal Treatment**

Advanced Lip Hydration and Renewal

This is not just a lip balm. Palmitoyl Tripeptide-5 softens the look of fine lines for a naturally plump finish.

**Hero ingredients**

Ceramide NP strengthens the lip moisture barrier. Squalane and Shea Butter lock in hydration without heaviness. Aloe Stem Cells support visible renewal. Position these at the checkout as a natural check out impulse purchase. Apply as needed.

Available in 0.5 fl oz.



**At The Chair Talking Points**

It goes on sheer, not chalky, and the Hyaluronic Acid keeps skin hydrated all day. You actually want to wear it.

It's 100% mineral and reef-safe. The zinc sits on top of the skin and reflects UV rays instead of absorbing into it, which is especially great for guests who prefer to avoid chemical filters.

Dermatologists say the most resilient skin is built on daily protection. This one is light enough to actually make that happen.



CONSULTATION & CONCERN-BASED REGIMEN RECOMMENDATIONS

# the client *conversation*

A great recommendation starts with listening. Ask first. Recommend second. You don't need to be a skincare expert to recommend **ALOETHERAPY™** with confidence.

The Opening Question: Beyond your hair today, how is your skin feeling? Any dryness, sensitivity, or anything you'd like to address? This single question opens the entire line. It tells your guest you see the whole person, not just the appointment. And it gives you the information you need to make a recommendation that feels personal rather than promotional.

**How to Start the Conversation**

Start with the story: Eufora developed **ALOETHERAPY™** because the same guests who trust us with their hair deserve the same quality of care for their skin.

Connect to what they told you: You mentioned your skin has been really dry lately. The Body Butter has ceramides and a next-generation humectant called Sodium Polyglutamate that actually rebuilds the moisture barrier, not just sitting on top of it. It's a meaningful difference.

Name the specific ingredient and what it does. Specificity builds trust and signals expertise.

For example: This has 5% niacinamide, and that's clinically shown to even skin tone and reduce hyperpigmentation. It's the same active dermatologists recommend, inside a formula that starts with organic aloe instead of water.



**Concern-Based Recommendations**

*For dry or dehydrated skin, recommend the Body Butter for daily use. The Body Butter's ceramide and PGA combination provides the deepest moisture barrier support. Layer the Body Serum underneath for maximum hydration.*

*For uneven skin tone or hyperpigmentation, recommend the Body Serum a concentrated treatment, with 5% niacinamide and the Body Butter with 2.5% niacinamide. Niacinamide is the gold standard for evening skin tone. When guests experience results at home, they come back, and they send their friends.*



**The Sun Ritual: Pre-Sun Protection and Post-Sun Recovery**

Sun exposure is the single greatest contributor to premature skin aging, uneven tone, and barrier damage. The AloeObsessed line has you covered on both ends, before the sun hits and after.

- 1 Prepare with the *Mineral Sunscreen* before sun exposure. Apply generously to all exposed skin including neck, arms, shoulders, and body every morning before heading outside. The Non-Nano Zinc Oxide creates a physical shield that reflects UV rays. Reapply every 2 hours, after swimming or sweating.
- 2 Use *Soothing Moisture Mist* immediately after sun exposure. Apply generously over skin and hair to instantly calm heat, reduce redness, and begin rehydrating. The Aloe Stem Cells and Oat Avenanthramides work immediately to quiet inflammation.
- 3 Restore with the *Soothing Body Moisturizer* or *Body Butter* for post-sun nourishment. Once the skin has cooled, layer in deeper moisture. The *Soothing Body Moisturizer* is ideal for sensitive or reactive skin. The *Body Butter* delivers more intensive repair for skin that took a heavier hit from the sun.
- 4 Treat with the *Body Serum* the morning after sun exposure. The 5% niacinamide helps even any blotchiness or reactive tone. The Bio Retinoid and Hyaluronic Acid support cellular recovery and restore suppleness.



CONSULTATION & CONCERN-BASED REGIMEN RECOMMENDATIONS

# the client *recommendation*

**Complete Ritual Recommendations**

When you recommend a single product, you give a guest something to try. When you recommend a ritual, a sequence of products that work together with intention, you give them a transformation they come back to talk about.

**The Complete Body Care Ritual**

- 1 Exfoliate with the Body Polish, 1 to 2 times per week on moist skin. Removes dead cells so everything that follows penetrates living skin. Use SPF after AHA use.
- 2 Treat with the Body Serum daily on clean, dry skin. The active treatment step for tone, texture, hydration, and early signs of aging. Allow to absorb before layering.
- 3 Nourish with the Body Oil daily or as desired. Applied to clean skin, added to the Body Butter, or dropped into the bath. Can also be applied to hair before shampooing.
- 4 Moisturize with the Body Butter daily, massaged in with a circular motion. The richest moisture step, best as the final layer in the evening routine.
- 5 Protect with the Mineral Sunscreen every morning before heading out. Apply generously to all exposed skin including neck, arms, shoulders, and wherever the sun reaches. Reapply every 2 hours outdoors.



**The Complete Soothing Hair and Scalp Ritual**

For guests with sensitive scalps, color-treated hair, post-service reactivity, or dryness, present this as their complete at-home care system.

- 1 Cleanse with the Soothing Hair and Body, use as shampoo and body wash if desired. Lather through wet hair and rinse well.
- 2 Condition with the Soothing Conditioner. Apply to cleansed hair, leave 3 to 5 minutes, and rinse. Softens without weight.
- 3 Mist with the Soothing Moisture Mist. Spray onto hair and skin after bath or shower and reapply throughout the day. Ideal for scalp-only soothing between washes.
- 4 Apply the Soothing Body Moisturizer liberally to skin and massage in. Non-greasy and suitable for daily use.

**Stylist Note**

The Soothing Moisture Mist is the most versatile product in the collection. Keep one at your styling station. Let guests experience it during the service. The sensory response sells it for you. Apply to your guest's scalp after a color service for a soothing experience.



**Dull or rough skin texture**

Recommend the Body Polish 1 to 2 times weekly and the Body Serum for daily treatment. Remind guests to always use SPF after AHA use.



**Fine lines or loss of firmness**

Recommend the Body Serum with Bio Retinoid, Hyaluronic Acid, and PGA, and the Body Butter with Ceramides, PGA, and Niacinamide. The Body Serum's Bio Retinoid is a plant-based retinol alternative with all the benefit and none of the irritation risk. Pair with the Body Butter for barrier support.



**Dry, rough, or overworked hands**

Recommend the Hand Treatment. A natural add-on for guests whose hands are exposed to water, chemicals, or dry conditions. Recommend keeping one at the shampoo bowl and one at the styling station.



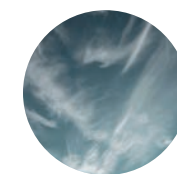
**Dry, chapped, or fine-line-prone lips**

Recommend the Lip Renewal Treatment. This is a targeted treatment, not a basic balm. The peptide and Ceramide NP combination makes it a meaningful finishing step in any complete skin care routine.



**Color-treated or chemically processed hair**

Recommend the Soothing Hair and Body Cleanse and Soothing Conditioner. Safe for color, keratin, relaxed, and all chemically treated hair.



**Scalp dryness, itch, or irritation**

Recommend the Soothing Hair and Body Cleanse, Soothing Conditioner, and Soothing Moisture Mist. The Aloe Stem Cell and Oat Avenanthramide combination targets scalp inflammation at the source. The Moisture Mist can be applied directly to the scalp between washes for ongoing relief.



**Sun protection and daily defense**

Recommend the Mineral Sunscreen SPF 30. Position this as a daily habit, not just a summer sun product. The weightless, sheer finish means guests will actually wear it every day.



**Post-sun or after-service sensitivity**

Recommend the Soothing Moisture Mist for immediate soothing, the Soothing Body Moisturizer after cooling, and the Body Serum for next-day recovery. The Moisture Mist is the first responder. The Soothing Body Moisturizer restores the barrier once skin has cooled. Follow with the Body Serum the next morning to address any reactive tone or texture.



**Sensitive or reactive skin and scalp**

Recommend the Soothing Hair and Body Cleanse, Soothing Conditioner, Soothing Moisture Mist, and Soothing Body Moisturizer. The entire soothing collection is purpose-built for sensitivity. Oat Avenanthramides are clinically proven to reduce redness and itch. This is a complete sensitive skin system.

## CONFIDENT ANSWERS TO COMMON QUESTIONS

## Q&amp;A

**Q: What makes the Mineral Sunscreen different from what I find at the drugstore?**

Two things: the formula and the philosophy. It uses Non-Nano Zinc Oxide, which means the mineral particles stay on the surface of the skin and physically reflect UV rays rather than being absorbed. That is the safer, more transparent choice. And it is built on the same aloe and Hyaluronic Acid base as the rest of the line, actively hydrating while it protects. Most drugstore mineral sunscreens leave a white cast and feel heavy. This one goes on sheer and disappears.

**Q: Is this just lotion?**

**ALOETHERAPY™** formulas are active with clinical-grade ingredients including Niacinamide, Bio Retinoid, Ceramides, Sodium Polyglutamate, and Probiotics. The same ingredients you'd find in premium skincare, inside a formula that starts with organic aloe.

**Q: Will the Body Oil feel greasy?**

The opposite, actually. It's formulated to absorb quickly and leave a silky, dry finish. You can apply it directly to clean skin, add it to your moisturizer or bath water, or even use it on your hair before shampooing. It's more versatile than it looks.

**Q: Is this safe for my color-treated hair?**

Yes, the shampoo and conditioner are both formulated safe for color-treated hair, which means they protect your color while soothing your scalp. They're safe for color, keratin, and chemically treated hair.

**Q: Why is aloe the base instead of water?**

Aloe is biologically active. It hydrates, soothes, reduces inflammation, and helps other ingredients absorb more effectively. Water isn't harmful, but it doesn't do any of that. Aloe does. Starting every formula with it means every drop delivers something real.

**Q: My guest says her scalp is always itchy. Is there something here for her?**

Yes. The Soothing collection was built for exactly this. Aloe Stem Cells, Oat Avenanthramides, and Water Lily together target scalp inflammation at the source. Oat Avenanthramides are clinically proven to reduce redness and itch. The Soothing Moisture Mist is especially helpful. She can apply it directly to her scalp between washes.

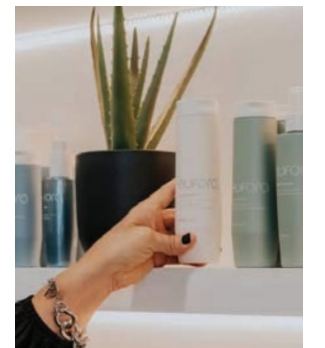
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ALOETHERAPY™  
body polish  
gommage corpsdual action exfoliating scrub  
AHAs & vitamins B5 - C - E

6.7floz 190ml

*AloeObsessed*

When nature makes something this perfect, you build on it.



BEHIND THE CHAIR BUSINESS

# making retail *fun and rewarding*

The best campaign isn't the one that came in the box. It's the one your team actually gets excited about.

This campaign ships with tools to help you build care factor: contest frameworks, incentive ideas, and tracking built around the numbers your Salon Software already captures.

**Know Your Team First**

Three questions to answer before you launch any activation or contest.

Does my team compete against each other, or do they rally around a shared target?

What concerns do guests already bring to the chair, since that's your natural entry point for the home care conversation?

What is the reward that actually moves them, whether time off, recognition, cash, product, or experience?

**Care Factor Challenges**

Care factor is your home care number: the number of bottles sold or dollar value of home care products sold per guest visit, already tracked in your Salon Software. These challenges are designed to raise it sustainably.

**The Ritual Builder**

Is best for teams motivated by skill and storytelling. The goal is most ALOETHERAPY™ rituals recommended, defined as three or more products in a single guest visit the first month. Track on a visible board. The stylist with the most complete rituals at the end of the month wins. The prize should feel worthy such as a product set, a spa experience, or a paid day off. The deeper win is that every stylist gets practice making multi-product recommendations, and the habits stick after the contest ends.

**The Sunscreen Sprint**

Is best for competitive teams who like short bursts. The goal is most Mineral Sunscreen units sold in a two-week window. Post a simple tally at the front desk. The Mineral Sunscreen is a low-barrier add-on with a clear, easy story. Newer stylists can win this one, which is motivating for the whole team. Reward the winner and also recognize anyone who doubled their personal best.

**The Add-On Goal**

Involves setting a personal care factor target for each stylist based on their current average plus one home care add-on per day. Review weekly and adjust. A stylist averaging \$8 per guest and one averaging \$22 both have room to grow. Build the goal from each individual baseline. One ALOETHERAPY™ add-on per day moves the number significantly.

**Incentives That Work**

The incentive that works is the one that fits your salon culture. Not every team wants the same thing.

Stylists who use the products they sell are always your most credible recommenders.

Tiered milestones reward every stylist who hits a specific care factor target instead of just one winner. This works especially well in teams where competition creates tension rather than energy. Everyone has a chance, and meeting the milestone is the point.

Education as a reward covers registration for a stylist's top choice of Eufora education. See eufora.pro/education for the Q3 calendar. Stylists who are growing invest more in the business that's investing in them.

You can use earned Eufora Partner Points to purchase Advanced Training Academy certificates.



MERCHANDISING PLAN

# for *maximum* impact

**Merchandising is Not Decoration.**

It is a silent salesperson, and in the professional salon environment, it is one of the most underutilized revenue tools in the building. Most salons think about retail as a shelf. The best salons think about retail as theater. The Disruptor Table is your stage.

Guests do not walk into salons to shop. They walk in to be serviced. That distinction matters enormously, because it means your retail environment has to do the work of creating a shopping impulse that was never there to begin with. The Disruptor Table exists to break that pattern.

**The Psychology of In-Salon Merchandising**

**The Pattern Interrupt**

The human brain defaults to habit and familiarity. A guest who has visited your salon twelve times has a mental map of your space. They are not looking. They are following a route. A table placed in a guest's path near reception, at the turn toward the shampoo bowl, or beside the checkout forces a visual reset.

When something is different, the brain pays attention. That moment is your window.

**Touch Drives Purchase**

Studies in retail psychology consistently show that physical product contact increases purchase likelihood by 40 to 65%. The moment a guest holds the Soothing Moisture Mist and feels the mist hit their skin, or runs their thumb across the Mineral Sunscreen and feels how it disappears, you have already closed the consideration gap.

This is why testers must be open and front-facing, never behind a desk.

**The Rule of Three**

Three is the most psychologically satisfying number for product groupings in visual merchandising. One product reads as an oversight. Two reads like a shelf remnant. Three reads like a curated collection, something intentional that invites exploration. Stock three of each ALOETHERAPY™ SKU. Not six, not one, three.

This is not instinct, it is studied consumer behavior applied to your retail floor.

**The Decoy Effect and the GWP Anchor**

The GWP offer, which is buy any two products and receive the Japanese Exfoliating Bath Towel, functions as a psychological anchor. Once a guest understands the offer, they begin evaluating which two products they want, not whether they want to buy at all. The decision frame has shifted from should I to which ones. Make the Bath Towel visible. It is not a secret reward. It is the anchor.

A guest who can see it, touch it, and understand it is a guest who is already in a purchase consideration loop.

**The Disruptor Table: What It Is and Why It Works**

A Disruptor Table is a free-standing retail vignette positioned outside the traditional retail wall, designed to intercept guest traffic, create spontaneous curiosity, and open conversations that your team does not have to force.

The retail wall is where products go to wait. The Disruptor Table is where products go to work.

A wall display requires a guest to seek it out. A Disruptor Table enters the guest's path. When it is well-executed, a Disruptor Table stops movement by creating a pause in the guest's physical flow, generates curiosity by presenting something unfamiliar, beautiful, or talkable.



**Disruptor Table Setup**

*The table shape* should be round or oval, 30 to 36 inches in diameter. Rounds eliminate corners and dead zones so every angle of approach looks intentional.

*The table height* should be counter-height, 34 to 36 inches, which positions products at elbow-to-eye level, the optimal zone for visual engagement and reaching.

*The surface* should use a natural linen or jute runner, which signals botanical and premium without a single word and provides neutral ground for the product to lead.

*Vary product height* with small risers since multi-level displays create depth and visual interest. Include a single aloe plant as a live element to make the brand story physical. Guests who know nothing about ALOETHERAPY™ now know where the line begins.

*Testers should be front* and open with no caps to eliminate the friction of asking to try something. Display the Japanese Bath Towel folded beautifully and visible and touchable.



## BUSINESS BUILDING

# team *engagement*, social and digital *support*

The campaign infrastructure is built. Your job is to activate it in a way that fits your salon culture and your team. Eufora provides the tools, the assets, and the training support. This chapter maps how to connect all of it into a cohesive campaign experience in your salon.

## Your Campaign Assets

Everything ships with your campaign package, and more is available at [eufora.pro](https://eufora.pro)

*The Consumer Display Card* puts the product story in a single glance. Place it at eye level on your Disruptor Table. Guests read it before your stylists say a word. It does the first round of education for you.

*The AloeObsessed Tester Stickers* signal try me without a conversation and remove the permission barrier.

*The Japanese Exfoliating Bath Towel.* It is your most powerful visual at the table. Guests who touch it are guests who are already imagining using it at home.

*Social Media Assets* are live on the Salon Resource Hub at [eufora.pro](https://eufora.pro). Post before guests arrive to spark curiosity before the appointment even begins. A quick story or post the morning of a busy day costs nothing and opens conversations you don't have to start yourself.

## Team Engagement

Your team is the campaign. Not the table, not the sticker, not the social post. The conversation they have in the chair is the only marketing that matters.

Launch it with intention by hosting a team training before it goes live. Put the products in everyone's hands. Let them apply the Body Serum, try the Mineral Sunscreen and smell the Soothing Moisture Mist. A stylist who has felt the product will always outsell a stylist who has only read about it. Train your team on the Campaign Story and Products included in this Playbook, and make sure to educate them on everything included.



## Build the ritual into the service.

The most natural introduction is a direct service experience. Use the Soothing Moisture Mist at the stylist station. Apply Hand Treatment after the client consultation. Let the product be part of the appointment, not a separate pitch at the end. When guests feel the result, they ask what it is.

## Social and Digital Support

You don't need a content strategy. You need one authentic moment per week.

Document your Disruptor Table setup before and after. Guests love to see the care that goes into the salon

environment. It is brand storytelling without a script. Capture a 10-second video of a guest trying the Mineral Sunscreen or the Body Butter and reacting organically, which is worth more than any produced content. Use the "Why The Base Is Everything" framing by sharing one fact about aloe delivered directly to camera, which positions you as an expert without requiring any production value. Show the GWP and let guests who earned it hold up the Bath Towel. Social proof from a real person in your chair is the highest-converting content you can create.

All social imagery, product photography, and downloadable tools are available at [eufora.pro](https://eufora.pro) under Salon Support, Main Resource Page, Q3 AloeObsessed Campaign folder.



THE OFFERS

# consumer GWP, back bar incentives, and station support

Two promotions. One campaign window. Both designed to put the right products in the right hands at the right time. Visit [eufora.pro](http://eufora.pro) for all deals and support.

This campaign runs two simultaneous offers: a consumer-facing GWP designed to drive guest home care purchases, and a professional back bar incentive, salons may purchase as many of each offer as they choose.

**Offer One**

Body and Hair Care Salon Campaign

This is the primary campaign offer for your salon. When you buy in, you receive a pre-packed campaign kit loaded with home care retail sizes, testers, and everything you need to launch the campaign and support your guests through it.

The kit includes:

2 Soothing Hair and Body Cleanse	9.5 fl oz	2 Soothing Body Moisturizer	16.5 fl oz
2 Soothing Conditioner	9.5 fl oz	8 Japanese Exfoliating Bath Towels	for Guest GWP
2 Body Polish	6.7 fl oz	6 Full-Size ALOETHERAPY™ products	for Try-Me's
2 Body Serum	4 fl oz	1 Promo Salon Letter	
2 Body Oil	5 fl oz	1 ALOETHERAPY™ Consumer Display Card	
2 Body Butter	8.4 fl oz	1 The Salon Playbook — AloeObsessed	
2 Soothing Moisture Mist	6.8 fl oz		

Display products on your Disruptor Table. Apply the tester stickers to the open, full size, display units. Set the Bath Towels where guests can see and touch them. The Consumer Display Card goes at eye level on the table. When a guest purchases any 2 ALOETHERAPY™ products, they receive a Japanese Exfoliating Bath Towel free.

**Offer Two**

Back Bar Salon Refresh


This is a professional buy-in at promotional pricing, designed to stock your back bar with full professional sizes of the soothing collection. The kit includes 1, 36 fl oz Soothing Hair and Body Cleanse and 1, 36 fl oz Soothing Conditioner. Use them during every service.

**Setting Up for Success**

Before the campaign goes live, five things need to be in place.

- |  |                                       |
|--|---------------------------------------|
| <p>1 Your Disruptor Table is set and stocked with 2 to 3 units per SKU with testers open, Bath Towels visible, Consumer Display Card at eye level, and a handwritten GWP sign facing the traffic flow.</p> | <p>3 Your staff is fully trained.</p> |
| <p>2 Your back bar is stocked and your team has used the products personally. A stylist who has felt the Soothing Cleanse in their own hair will use it in service. That's where the campaign starts.</p>  | <p>4 Contests are in place.</p>       |
|  | <p>5 Social media planned.</p>        |





life is *made*  
in the *moments*

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