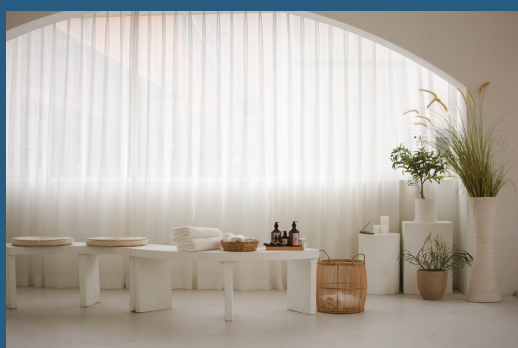




TRANQUILITY SPA
restore. revive. rejoice



The Skinny

Our skin is the only barrier protecting us from the elements. Here are a few ways to maintain its elasticity and health when the temperature takes a turn for the cold.

Deep breath...

Sometimes the new year can usher in new challenges. If you find yourself getting caught up in last year's negative patterns, try taking a deep breath... or 10.

Bend, don't break

Stress in the mind can lead to tension in the body - here's a few gentle stretches to help you decompress and rebalance your body-mind connection.

THIS MONTH AT
TRANQUILITY

Stop in and let Keira treat you to a complimentary seaweed skin toning treatment - we know you'll love the rejuvenating feel of this all natural treat for your skin.

PRODUCTS YOU'LL
LOVE

- Our HIMALAYAN SALT SCRUB™ with moisturizing botanical oils will leave your skin velvety soft.
- Tranquility's PUR BODY LOTION with salicylic acid exfoliates to improve tone.
- Our KELP MASK with marine minerals enhances radiance and tightens pores.

We'd love to hear about your experience at Tranquility. Please drop us a note and we'd be happy to offer you 10% off your next in-store purchase or service.

From everyone here to you and all of yours,

stay tranquil





How Newsletters and Flyers...

...will help expand your business.

What Is An E Newsletter?

Electronic newsletters and digital flyers assist in maintaining contact with your clients, providing the most recent updates on your Spa and advancements in skin and body care.

Apart from enhancing your online visibility, you're delivering timely updates as a respected professional, offering valuable details such as:

- Key updates in skin/body care.
- Introduction of new services.
- Significant events or webinars.

Both your newsletter and flyer serve as meaningful tools to demonstrate your expertise and deliver valuable content to your clientele.

Did you know that...

These monthly communications have a broader impact than just marketing. They establish your practice as a vital community asset, and:

- Build trust in your business.
- Highlight your expertise.
- Establish you as the top choice for health care.

Additionally, the more people feel you understand their needs, the more likely they are to trust you with their wellness care.

- 70% of customers are likely to engage with email content from their Spa or wellness center.
- 89% of business owners see enhanced outcomes by customizing messages to users' interests.

STAY ENGAGED WITH CUSTOMERS

Your Newsletter keeps you engaged with your customers, while keeping them informed about what's new and exciting at your Spa.

About to launch a new Rejuvenating Body Toning treatment?

Let your customers know they're the first to hear about it – and when to schedule their appointment.

By reminding your clients what you have to offer, you become a trusted source and valuable guide for their wellness needs.

CUSTOM DESIGNED FOR YOU

I'll plan each month's Newsletter so it showcases innovations and best practices, updates to your services, and wellness-centered events.

And I'll design your Newsletter to complement your website making it a seamless part of all your marketing assets – digital and print.

And if you want, we can figure out other ways for your business to engage the wellness community, like:

- Implement Loyalty programs.
- Host in-store events.
- Offer promotions and discounts.

61%

of spas have seen an increase in revenue from digital marketing

91%

of business owners see an increase when their message is personalized to users interests.

82%

of spas use digital marketing to reach their audience, and