

January NEWS

LETTER

Survey Results

Would you prefer to book a facial based on time or based on features (acne, anti-aging, etc.)?

- 56% based on features
- 44% based on time

Would you prefer to see prices with tax or without?

- 89% with taxes
- 11% without

Would you prefer to have a towel wrap available for your service or not?

- 56% would like the option
- 44% doesn't need one

Should extractions be optional?

- 67% no, extract if necessary
- 22% I'll indicate on the intake form if I want them or not
- 11% I'll decide in the moment if I want them or not

Are you okay with me stepping out of the room during the treatment (during mask, LED, etc.)?

- 100% yes

Should hand/arm massage be included in every facial?

- 56% yes
- 11% each - ask us, offer as an add-on, not necessary but appreciated, no

Would you want a foot massage during your facial?

- 44% yes as an add-on
- 33% yes if included
- 22% no

Continued ---

So what does this mean for Vibin' Skin Spa?

The menu will be changing. I will offer facials based on treatment-focus but times will be listed so that you can book around a time constraint if necessary. There will also be an option to book an "I Don't Know" facial based on time if you are unsure what type of treatment is best for you.

Prices will be listed with tax so that you know exactly what to expect at checkout. Remember, I have an "alternative tipping policy." I set my prices accordingly as a business owner AND provider. Monetary tips are not the only way to show appreciation for a service - I love when you rebook (especially right after your appointment), when you leave positive reviews online, and when you refer people to Vibin'!

Spa wraps will be made available when appropriate. If you would like to wear a wrap during your service, go for it! If you prefer not to, feel free to leave it!

I will discuss extractions with you when I first look at your skin and we can decide what to do moving forward. Not everything *needs* to be extracted. Certain treatments and products will decongest the skin without invasive extractions. There are also multiple ways of doing them - some more preferable than others.

I believe there should be some massage component with each facial, but I will communicate what is included vs what is available as well as ask you your preference.

What types of monthly specials would you like to see (respondents could choose more than one)

- 89% - Featured treatments based on seasons
- 89% - Bundled services at a discounted rate
- 78% - Free add-ons for services
- 78% - Free/discounted gifts with service purchase
- 56% - Single-services discounts
- 11% - Product sales