



Puttin' On The Glitz

Salons that offer in-demand supplemental products and services to their target demographics at customer-friendly price-points, can gain an edge over their competition. If you are considering adding products or services, it is critical to consider the benefits, returns on investment, applicable sales pitches, requirements for use and special training necessary to optimize their earning potential. This month, LOOKING FIT® sat down with providers of temporary tattoos, sunglasses and body jewelry to get their views on trends. Look for more topics in future issues, and feel free to contact us if you have questions about any product or service you would like to know more about.

Profit Center: Temporary Tattoos
Spotlight On: TAT International, Inc.
Kirk Knapp, owner

Benefits: Demand for temporary airbrush tattoos (TATs) are always in season, making them a good source of revenue relief for salons during the slower summer months and into the high-season. TATs can generate immediate profits or be used to promote salons' other products and services. They attract customers interested in a service which your competitors may not be providing. Because the demographics for indoor tanning and TAT enthusiasts are similar, salons can cross-promote this service to a new customer base and their regular tanners.

Return On Investment: The markup on TATs is relatively high—approximately 100-to-1, making them extremely profitable. TAT International, Inc. provides training via our Marketing Portfolio, as well as a plan to help salons generate a 200-percent monthly return on investment. Having a proven vehicle to generate increased revenue is especially significant to salons during the summer months.

Salon Sales Pitch: TATs look like permanent tattoos in every way, however, they have the marked advantages of being temporary, painless, inexpensive and quick to apply. Our new Duratat™ ink lasts approximately two weeks, twice as long as other leading temporary tattoo inks. This increases TAT's value to customers.

Requirements: A TAT system can be fully-operational within two hours. If a person can point and spray ink onto a stencil, they can be a professionally trained TAT artist in no time. No artistic ability is required.

Training: TAT International, Inc. includes a complete training kit with the purchase of every TAT system, including a training video/DVD and access to a toll-free help line for technical and marketing support.