

Encourage patients through the door and thank them for sticking with you over the past year! Obagi Deluxe Mini's are the perfect way to offer a luxury gift without the premium price tag.

We have put together a list of ideas, offers, and incentives to help you get the most out of your Obagi Deluxe Mini's. Choose a selection from the list below, or run with them all! There are ready-to-go marketing materials, and plenty for you to customise to suit your clinic offering.

Don't forget!

These *are not just* for Obagi customers, share the love and gift Obagi to all of your patients following facials, injectables, body treatments, consultations and more!

In this portal folder you will find marketing to help you grow your business:

| IDEAS | RESOURCES | ARTWORK |
|---|--|--|
| Staff Incentives | A4 chart | <ul style="list-style-type: none"> PDF Table of ideas and prizes with room for customisation |
| Gift with course of treatments from Obagi facials, injectables and body treatments | A4 chart template | <ul style="list-style-type: none"> PDF Table ready for customisation All 'Treatment Aftercare' graphic assets and 'COMPLIMENTARY' graphic assets |
| Treatment aftercare following Obagi facials, injectables and body treatments | A4 chart | <ul style="list-style-type: none"> PDF Table of ideas and gifts with room for customisation All 'Treatment Aftercare' graphic assets |
| Complimentary when you spend £XX - either on Obagi products or any spend with your clinic – you set the goal! | Social media graphics | <ul style="list-style-type: none"> Mini artwork enabling you to customise your caption with your custom offer |
| Buy XX Get 1 x Mini FREE | Social media graphics | <ul style="list-style-type: none"> Hydrate + Mini Daily Hydro-Drops Professional-C Serum 20% and Mini Obagi Daily Hydro-Drops Create your own using the product image assets |
| Refer a Friend | Social media graphics and Gifs | <ul style="list-style-type: none"> One for me one for you Mini Obagi Daily Hydro-Drops One for me one for you Mini Obagi Professional-C Polish + Mask One for me one for you Mini ELASTIderm Facial Serum |
| VIP rewards | Email graphic and 'Free' graphic assets | <ul style="list-style-type: none"> Welcome back banner for emails All 'COMPLIMENTARY' graphics |
| Birthday Gift | Birthday graphic for use on posters/ emails / social media | <ul style="list-style-type: none"> 'Birthday' graphics |
| Consultation Gift | | <ul style="list-style-type: none"> |



TINT SACHETS

Find your perfect match with Obagi Sun Shield TINT SPF50 Sachets 2g, Warm and Cool.

We have put together a list of ideas and incentives to help you get the most out of your the Obagi TINT Sachets. Choose a selection from the list below, or run with them all! There are ready-to-go marketing materials, and plenty for you to customise to suit your clinic offering.

Don't forget!

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| IDEAS | RESOURCES | ARTWORK |
|--|---|--|
| Gift with every product sale in select months (remember SPF is an essential step all year round, use this when works best for you) | Social media graphics | <ul style="list-style-type: none">Sachet artwork enabling you to customise your caption with your custom offer |
| Encourage people back into clinic – 'Pop-in and pick up your free sachet' | Social media graphics | <ul style="list-style-type: none">Social graphic 'Perfect Match' |
| Treatment aftercare following Obagi facials, injectables and body treatments (where appropriate) | n/a | n/a |
| Free with every System sale to encourage a future /repeat purchase | Social media graphics | <ul style="list-style-type: none">Sachet artwork enabling you to customise your caption with your custom offer |
| Refer a Friend - Gift a Warm and Cool Sachet with every SPF sale, your choice of reward for patient upon referred friend purchase | Social media graphic and Poster artwork | <ul style="list-style-type: none">Poster artworkSocial graphic |
| VIP reward – include Sun Shield TINT Sachets with Deluxe Mini's as a reward for VIP patients | 'Thank You' graphic for use on posters/ emails / social media | <ul style="list-style-type: none">'Thank You' graphics |
| Birthday Gift – include Sun Shield TINT Sachets with Deluxe Mini's as a Birthday gift | 'Birthday' graphic for use on posters/ emails / social media | <ul style="list-style-type: none">'Birthday' graphics |
| Clinic open day – host an open day to showcase your | Email marketing@healthxchange.com for a Consult Day request form | Your clinic branding and details on Obagi template artwork for open days including: |

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| offerings and include in goody bags | | <ul style="list-style-type: none">• Poster• Social Media Graphic• Flyer (digital files only) |
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