

iRange

Carrying your salon name further

UPDATE: **OCTOBER 2011**

1 / New Product Concept

A new range/concept called  has been introduced into the iRange lineage of products, because it made sense to recommend salon only hair care products to customers, for their children to use. Your customers children are your future clients, so it makes sense to cater to them... Details on the products including the new Tag-Line, iKidz overview are below and be sure to call or email Jamie Hibble for details on how you can offer iKidz to your customers.



Hey yo, what's up? iKidz hair care products were created especially for young dudes and dudettes who want to look cool; because all children deserve high quality super fly (trendy) hair care products at affordable prices. Oh yeah! how sick is it knowing no cute, little furry animals were used to test these super chic products.... Now that's mad!

- **iClean** - Melon Cleansing Shampoo
- **iWash** - Baby Shampoo & Body Wash
- **iSlip** - Slippery Banana Conditioner
- **iUntangle** - Mango Detangling Spray
- **iSeperate** - Cucumber & Melon Texturising Crème
- **iPrevent** - Lice Preventative Spray

2/ New Price list

A new recommended retail 'laminated' price list has been send to your salon reflecting the new iKids concept.

3/ Product Recommendation Cards

Each iRange™ concept now has its own individual, stylish, two sided, full colour D/L Card for your team to use, as a tool, to recommend the products your clients need to maintain their new look at home. Not only will you increase your retail turnover, but you will also foster strong client loyalty to your product brand; and your customers will really appreciate the personalized service. Printed on the front, is your salons logo and eleguently printed on the back of the card is your logo and contact details. Each concept is available in minimum order quantities of **200 cards @ \$65.00**



4/ A4 Acrylic Poster stands

Each iRange™ concept now has its own individual, stylish, full colour A4 Merchandising poster/acrylic stand, with your salons logo printed on the front to ensure your salons name is branded, advertised, elevated and broadcast. These concept posters are a great way to merchandise each iRange™ concept on your retail stand or shelving. It is imperative your salon utilizes the iRange™ merchandising material provided to ensure both your staff and customers embrace and understand the iRange™ lineage of products. Each concept is available for **\$19.95** each.



5/ Shop Front Door/Window Decals

Advertise your salon name and **iRange™**, the range you put your name on, with the new Window/door decal. Your salon name is boldly printed in the top right hand corner and is available for **\$15.00 each or two for \$20.00**



6/ Future things to come - Sneak previews for the not too distant future

- Christmas Packs – available on the 1st of November

- New **iRange™** concept

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