

BLACK FRIDAY 2026 BUSINESS GUIDE

GIFTING IS A RETAIL OPPORTUNITY

HELP CLIENTS FIND A TREAT FOR SOMEONE ELSE, OR THEMSELVES.

50%

OF UK ADULTS LIKE TO RECEIVE A HAIRCARE GIFT*.

1 in 3

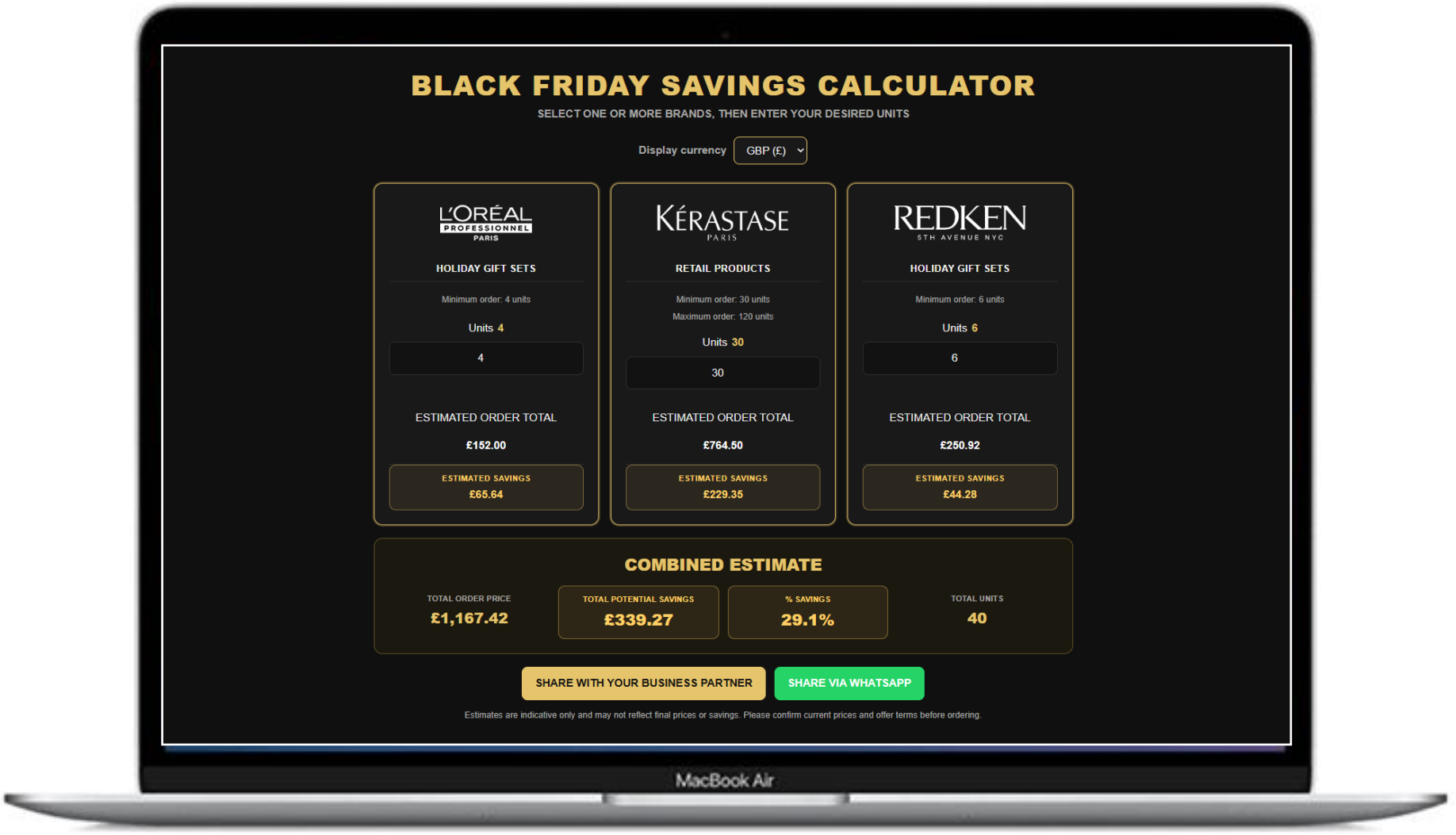
UK BUYERS PURCHASED HAIRCARE AS A GIFT IN THE LAST 12 MONTHS*.

*Mintel: Gifting in Beauty 2026



DISCOVER YOUR LIMITED-TIME SAVINGS

SELECT BRAND(S), ENTER UNITS, REVEAL SAVINGS, SHARE RESULTS.



CALCULATE MY SAVINGS

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MAKE BLACK FRIDAY WORK BEYOND THE WEEKEND.

3 SIMPLE STEPS TO BUILD LASTING BUSINESS VALUE

YOUR CHECKLIST TO BECOMING A BLACK FRIDAY CHAMPION



1 **WIN THROUGH GIFT SETS**



2 **RECRUIT THROUGH ROUTINE**



3 **SECURE HIGH-VALUE RETURN VISITS**

1 WIN THROUGH GIFT SETS

TURN SALON SERVICES INTO RELEVANT, EXCLUSIVE AFTER-CARE RECOMMENDATIONS.

THE DEFAULT

MAKE AFTER-CARE PART OF EVERY SERVICE.

Build **salon-exclusive gift sets** into your consultation & checkout routine.

Recommend the right trio gift set to help your clients maintain their in-salon results.

EXAMPLE: AFTER COLOUR SERVICES

Suggest a colour-care trio gift set to help maintain vibrancy between salon appointments.

THE ANCHOR

MAKE THE SALON-EXCLUSIVE TRIO GIFT SETS YOUR HEROES.

Give clients a choice of good, better and best.

The salon-exclusive trio gift sets offer something your clients cannot buy through online retailers.

EXAMPLE: COLOUR-CARE GIFT SETS

Offer a simple range of options:

MUST-HAVE: Duo Gift Sets
PRO: Exclusive Trio Gift Sets

YOUR SALON ADVANTAGE: PRO ADVICE, SERVICE-LINKED AFTER-CARE & GIFT SETS YOUR CLIENTS CAN **ONLY** BUY IN-SALON.

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2 RECRUIT THROUGH ROUTINE

THE FRIEND INVITATION

TURN YOUR CLIENTS' LOVE OF THEIR ROUTINE INTO A REASON TO VISIT.

Invite existing clients to recommend your salon to a friend who wants help building a routine for their hair needs.

EXAMPLE: BRING A FRIEND

When a client brings a new guest to the salon, both receive 10% off an in-salon product purchase, **helping the new client start a routine** & **giving the existing client a reason to return.**

THE SOCIAL PROOF

MAKE IT EASY FOR CLIENTS TO SHARE THEIR SALON EXPERIENCE.

Encourage happy clients to tell friends about the pro advice and products that work for them.

A personal recommendation can help new clients feel confident booking their first visit.

EXAMPLE: BLACK FRIDAY REFERRAL OFFER

'Refer a friend this Black Friday. When they book a service, you both receive 10% off your next in-salon product purchase'.

YOUR SALON ADVANTAGE: PERSONAL REFERRALS, PRO CONSULTATIONS & SALON-ONLY REWARDS.

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3 SIMPLE STEPS TO BUILD LASTING BUSINESS VALUE

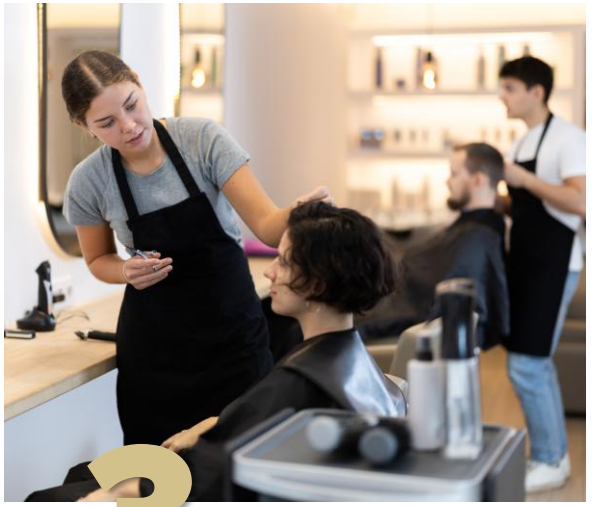
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THE DEFAULT

BUILD A ROUTINE AROUND EVERY SERVICE.

Recommend products that support the client's salon result and encourage them to return when it's time to restock.

EXAMPLE: BRING BACK YOUR EMPTIES

After a service, recommend the right after-care routine. Invite clients to bring back their empty bottles to the salon for 10% off their next in-salon retail purchase, **encouraging replenishment and a return visit.**

THE WOW

GIVE CLIENTS A REAOSN TO COME BACK FOR THEIR NEXT ROUTINE.

Create a salon-exclusive retail offer that rewards a future in-salon purchase, rather than relying only on a discount on their next service.

EXAMPLE: BLACK FRIDAY TO NEW YEAR

Buy a selected retail bundle during Black Friday, receive a voucher towards your next in-salon service, only redeemable in January-February 2027.

YOUR SALON ADVANTAGE: PRO ROUTINE ADVICE, SALON-EXCLUSIVE OFFERS & A REASON FOR CLIENTS TO REURN FOR THEIR NEXT RETAUL PURCHASE.