RefectoCil Intense Brow[n]s

## **PROFITABILITY CALCULATIONS**



# **Price Overview - Service**

Service	Price per Serivce
Brow Tint (Brow Intensifying)	\$40 - \$60
Lash Tint	\$20 - \$30
Brow & Lash Tint	\$50 - \$80
Brow Lamination & Tint	\$100 - \$120

# **Profitability Calculation**

Please note that the number of applications mentioned in these calculations serve as a guidance to illustrate how many applications can be done from one product. Please note that the actual numbers may differ from the applications mentioned in this presentation since it depends on the actual usage of the professional.



# BROW INTENSIFYING by RefectoCil

# **Eyebrow Intensifying Service**

Service: ~25-30 minutes Salon Revenue: \$40.00

You can achieve ~15-20\* tinting services with ONLY one tube!

- ✓ Additional profit with little effort
- ✓ Increased customer satisfaction
- ✓ Customer loyalty

#### Salon Purchase Price:

1x Intensifying Primer: \$16.95=  $\sim 15$  - 20 applications1x Base Gel: \$16.95=  $\sim 15$  - 20 applications1x Activator Gel: \$29.95=  $\sim 15$  applications1x Tint remover Intense Brow[n]s: \$29.95=  $\sim 60$  applications

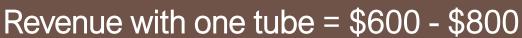
= Total cost: \$93.80

#### Cost per service (for salon):

Intensifying Primer: \$1.13 Base Gel: \$1.13 Activator Gel: \$2.00

Tint remover remover Intense Brow[n]s: \$0.50

Total cost for one treatment: \$4.76



Optimize your service by adding Eyecare Pads or Care Balm



# BROW INTENSIFYING by RefectoCil

## **Eyelash Intensifying Service**

Service: ~15-20 minutes Salon Revenue: \$20.00

You can achieve ~15-20\* tinting services with ONLY one tube!

- ✓ Additional profit with little effort
- ✓ Increased customer satisfaction
- ✓ Customer loyalty

#### Salon Purchase Price:

1x Intensifying Primer: \$16.95=  $\sim 15$  - 20 applications1x Base Gel: \$16.95=  $\sim 15$  - 20 applications1x Activator Gel: \$29.95=  $\sim 15$  applications1x Tint remover Intense Brow[n]s: \$29.95=  $\sim 60$  applications

= Total cost: \$93.80

#### Cost per service (for salon):

Intensifying Primer: \$1.13

Base Gel: \$1.13

Activator Gel: \$2.00

Tint remover remover Intense Brow[n]s: \$0.50

Total cost for one treatment: \$4.76



Optimize your service by adding Eyecare Pads or Care Balm



#### **BROW INTENSIFYING** by RefectoCil

## PROFESSIONAL KIT INTENSE BROW[N]S

Salon Purchase Price:

1 Kit = 60 applications

= Total cost: 299.95€

1 Kit includes:

1x Brow Mapper

2x 15ml Intensifying Primer Medium

2x 15ml Intensifying Primer Strong

1x 15ml Base Gel Ash Brown

1x 15ml Base Gel Chocolate Brown

1x 15ml Base Gel Deep Brown

1x 15ml Base Gel Black Brown

4x 15ml Activator Gel

1x 150ml Tint Remover Intense Browns

2x Cosmetic Brushes

2x Cosmetic Dishes

Service: ~25 – 30 minutes You can achieve ~60 tinting services with ONLY Kit!

Cost per service (for salon): Total cost for one treatment: \$5.00

✓ Perfect tool to start with the Intense Browns

✓ Additional profit with little effort

✓ Customer loyalty

✓ Increased customer satisfaction



Revenue with one Kit = \$2,400

# BROW INTENSIFYING by RefectoCil

## **Combo: Brow Lamination + Tint**

Service: ~ 60 - 90 minutes

Salon Revenue: \$100



- ✓ Additional profit with little effort
- ✓ Increased customer satisfaction
- ✓ Customer loyalty

#### Salon Purchase Price:

1x Brow Lamination Kit: \$124.95 = 15 applications

1x Intensifying Primer: \$16.95=  $\sim 15$  - 20 applications1x Base Gel: \$16.95=  $\sim 15$  - 20 applications1x Activator Gel: \$29.95=  $\sim 15$  applications

1x Tint remover Intense Brow[n]s: \$29.95 = ~ 60 applications

= Total cost: \$218.75

#### Cost per service (for salon):

Brow Lamination: \$8.33 Intensifying Primer: \$1.13 Base Gel: \$1.13

Activator Gel: \$2.00
Tint remover remover Intense Brow[n]s: \$0.50

Total cost for one treatment: \$13.09





### Revenue with 1 Kit + one tube = \$1,650

#### **RefectoCil**

## Overview of the number of applications

1 Primer: ~15 - 20 applications

1 Base Gel: ~15 - 20 applications

1 Activator: ~15 applications

1 Tint remover: ~60 applications

1 Saline Solution: ~60 applications

1 Micellar Eye Make-Up remover: ~60 applications

Care Balm: ~50 applications

Styling Gel: ~60 applications

Booster: ~100 applications ~ (for 3 months if being used once a day)

Skin protection cream: ~80 applications

Brow & Lash Foam: ~40 applications

# Overview