

**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 application 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.



# 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: \$17.95	= ~ 15 - 20 applications
1x Base Gel: \$17.95	= ~ 15 - 20 applications
1x Activator Gel: \$31.95	= ~15 applications
1x Tint remover Intense Brow[n]s: \$32.95	= ~ 60 applications
= Total cost: \$100.80	

## Cost per service (for salon):

Intensifying Primer: \$1.20  
Base Gel: \$1.20  
Activator Gel: \$2.13  
Tint remover Intense Brow[n]s : \$0.55

**Total cost for one treatment: \$5.08**

**Revenue with one tube = \$600 - \$800**

Optimize your service by adding Eyecare Pads or Care Balm



Profitability

# 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: \$17.95	= ~ 15 - 20 applications
1x Base Gel: \$17.95	= ~ 15 - 20 applications
1x Activator Gel: \$31.95	= ~15 applications
1x Tint remover Intense Brow[n]s: \$32.95	= ~ 60 applications
= Total cost: \$100.80	

## Cost per service (for salon):

Intensifying Primer: \$1.20  
Base Gel: \$1.20  
Activator Gel: \$2.13  
Tint remover Intense Brow[n]s : \$0.55

**Total cost for one treatment: \$5.08**

**Revenue with one tube = \$300 - \$400**

Optimize your service by adding Eyecare Pads or Care Balm



Profitability

# PROFESSIONAL KIT INTENSE BROW[N]S

Salon Purchase Price:

1 Kit = 60 applications

= Total cost: \$329.95

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: \$5.50*

- ✓ Perfect tool to start with the Intense Browns
- ✓ Additional profit with little effort
- ✓ Increased customer satisfaction
- ✓ Customer loyalty



Revenue with one Kit = \$2,400



## Combo: Brow Lamination+ Tint

Service: ~ 60 - 90 minutes  
Salon Revenue: \$100

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 Brow Lamination Kit: \$136.95	= 15 applications
1x Intensifying Primer: \$17.95	= ~ 15 - 20 applications
1x Base Gel: \$17.95	= ~ 15 - 20 applications
1x Activator Gel: \$31.95	= ~15 applications
1x Tint remover Intense Brow[n]s: \$32.95	= ~ 60 applications
<b>= Total cost: \$237.75</b>	



### Cost per service (for salon):

Brow Lamination:	\$9.13
Intensifying Primer:	\$1.20
Base Gel:	\$1.20
Activator Gel:	\$2.13
Tint remover Intense Brow[n]s:	\$0.55
<b>Total cost for one treatment: \$14.21</b>	



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

15x Brow Lamination applications\*\$70 = \$1050 + (\$40\*15 applications) = \$1,650

Profitability

# 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