



RefectoCil

PROFITABILITY CALCULATION

Price Overview

Service	Price per Service
Brow Tint	\$15 - \$25
Lash Tint	\$15 - \$25
Brow & Lash Tint	\$25 - \$35
Brow Lamination	\$60 - \$80
Brow Lamination & Tint	\$85 - \$105
Lash Curl	\$55 - \$75
Lash Lift	\$55 - \$75
Lash Curl & Tint	\$90 - \$125

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.

Please also consider that other items such as cotton pads, Browista Palettes, Brushes etc. have not been considered in the presentation and can be individually added.

Eyelash Tint Service



Tinting Service: ~10 – 15 minutes
Salon Menu Price: \$15

You can achieve ~30 tinting services with ONLY one tube!

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

Salon Purchase Price:

1 Tint: \$13.90 = 30 applications
1 Oxidant liquid: \$12.45 = 200 applications
1 Saline Solution: \$11.95 = 60 applications
1 Micellar: \$13.50 = 60 applications
= Total cost: \$51.80

Cost per application (for salon):
Tint: \$0.46
Oxi: \$0.06
Saline: \$0.20
Micellar: \$0.23

Total cost for one treatment: \$0.95

Revenue with one tube = \$450

Optimize your service by adding Eyecare Pads or Care Balm



Profitability

Eye Brow Tint Service



Tinting Service: 10 – 15 minutes
Salon Menu Price: \$15

You can achieve ~30 tinting services with **ONLY** one tube!

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

Salon Purchase Price:

1 Tint: \$13.90 = 30 applications
1 Oxidant liquid: \$12.45 = 200 applications
1 Saline Solution: \$11.95 = 60 applications
1 Micellar: \$13.50 = 60 applications
= Total cost: \$51.80

Cost per application (for salon):
Tint: \$0.46
Oxi: \$0.06
Saline: \$0.20
Micellar: \$0.23

Total cost for one treatment: \$0.95

Revenue with one tube = \$450

Optimize your service by adding Eyecare Pads or Care Balm



Profitability

Eyelash Lifting Service



Eyelash Lifting Service: 35 minutes
Salon Menu Price: \$55

You can achieve ~ 36 Lash Lift applications with **ONLY ONE Kit!**

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

Cost per application (for salon):
Eyelash Lift Kit: \$4.04
Saline: \$0.20

Total cost for one treatment: \$4.24

Salon Purchase Price:

1 Eyelash Lift Kit: \$145.55 = 36 applications
1 Saline Solution: \$11.95 = 60 applications
= Total Cost: \$157.50

Revenue with ONE Kit = \$1,980

Optimize your service by offering combo packages. Complete Lash service of lift, tint and aftercare.



Profitability

Eyelash Lifting Service and Tint

Eyelash Lifting Service + Tint: 45 minutes
Salon Menu Price: \$70



You can achieve ~ 36 Lash Lift applications with **ONLY ONE Kit!**

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

Salon Purchase Price:

1 Eyelash Lift Kit: \$145.55 = 36 applications
 1 Tint: \$13.90 = 30 applications
 1 Oxidant liquid: \$12.45 = 200 applications
 1 Saline Solution: \$11.95 = 60 applications
 1 Micellar: \$13.50 = 60 applications
 = Total Cost: \$197.35

Cost per application (for salon):

Eyelash Lift Kit: \$4.04
 Tint: \$0.46
 Oxi: \$0.06
 Saline: \$0.20
 Micellar: \$0.23

Total cost for one treatment: \$4.99

Combo: Revenue with ONE Kit + ONE Tint = \$2,520

+27%

Profitability

Eyelash Curling Service



Eyelash Lifting Service: 35 minutes
Salon Menu Price: \$55

You can achieve ~ 36 Lash Lift applications with **ONLY ONE Kit!**

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

Cost per application (for salon):
Eyelash Curl Kit: \$2.89
Saline: \$0.20

Total cost for one treatment: \$3.09

Salon Purchase Price:

1 Eyelash Curl Kit: \$103.95 = 36 applications
1 Saline Solution: \$11.95 = 60 applications
= Total Cost: \$115.90

Revenue with ONE Kit = \$1,980

Optimize your service by offering combo packages. Complete Lash service of lift, tint and aftercare.



Profitability

Brow Lamination

Brow Lamination Service: 20 minutes
Salon Menu Price: \$60

You can achieve ~ 15 Brow Lamination applications with **ONLY ONE Kit!**

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

Salon Purchase Price*:

1 Brow Lamination Kit: \$119.95 = 15 applications
1 Saline Solution: \$11.95 = 60 applications
= Total Cost: \$131.90

Cost per application (for salon):
Brow Lamination: \$8.00
Saline: \$0.20

Total cost for one treatment: \$8.20

Revenue with ONE Kit = \$900

Optimize your service by offering combo packages. Complete Brow Lamination service of brow lamination, tint and aftercare.



Profitability

Brow Lamination and Tint

Brow Lamination Service + Tint: 25 minutes
Salon Menu Price: \$85

You can achieve ~ 15 Brow Lamination applications with ONLY ONE Kit!

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



Salon Purchase Price*:

1 Brow Lamination Kit: \$119.95 = 15 applications
 1 Tint: \$13.90 = 30 applications
 1 Oxidant liquid: \$12.45 = 200 applications
 1 Saline Solution: \$11.95 = 60 applications
 1 Micellar: \$13.50 = 60 applications
 = Total Cost: \$171.75

Cost per application (for salon):
 Brow Lamination: \$8.00
 Tint: \$0.46
 Oxi: \$0.06
 Saline: \$0.20
 Micellar: \$0.23

Total cost for one treatment: \$8.95

Combo: Revenue with ONE Kit + ONE Tint = \$1,275

+41%

Profitability

Combo service: 15 applications*\$60 = 900 + (\$25*15 applications) = \$1,275

Overview of the number of applications

1 Tint (15ml/tube):	~ 30 applications
1 Oxidant liquid (150ml/bottle):	~ 200 applications
1 Oxidant cream (150ml/bottle):	~ 200 applications
1 Saline Solution (150ml/bottle):	~ 60 applications
1 Micellar Eye Make up remover (150ml/bottle):	~ 60 applications
1 Tint remover (150ml/bottle):	~ 60 applications
1 Brow & Lash Foam (45ml/bottle):	~ 40 applications
1 Skin protection cream (75ml/tube):	~ 80 applications
1 Care Balm (9ml/tube):	~ 50 applications
1 Styling Gel (9ml/tube):	~ 60 applications
1 Booster (6ml/container):	~ 100 applications ~ (for 3 months if being used once a day)