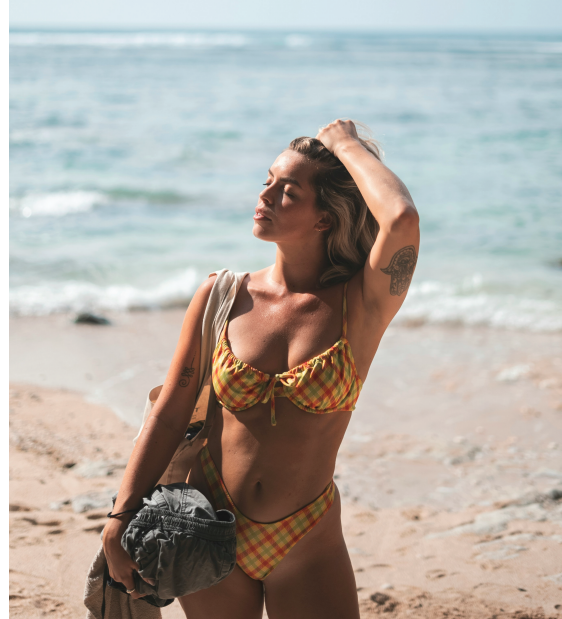


SPRING BREAK SKIN STARTS HERE

Spring Break travel means photos, sun, heat, and long days outdoors. This campaign helps your location capture the pre-trip rush by positioning WellFit as the first step in pre-trip skin prep.

Spring Break travel happens across multiple weeks depending on school schedules, giving your location several opportunities to promote appointments throughout March and April.



HOW LOCATIONS CAN USE THIS CAMPAIGN

You can activate this campaign in whatever way works best for your location. Many operators see success with simple, time-limited promotions tied to upcoming travel.



KEY MESSAGES

Travelers want their skin looking its best before they leave.

A WellFit Treatment prepares skin by cleansing, balancing, and hydrating before spray tanning or sun exposure.

Promote Spring Break prep appointments in the week leading up to travel.

Offer limited-time bundles or upgrades during peak travel weeks.

Countdown to Spring Break messaging

WHAT WE'RE PROVIDING

To make activation easy, this campaign includes ready-to-use marketing assets you can customize for your location.

INCLUDED IN THIS TOOLKIT:

Social Media Graphics

Campaign Checklist

These materials allow you to start promoting Spring Break skin prep right away without needing to create your own marketing assets.

Spring Break travel spans several weeks depending on local school schedules, so locations that begin promoting early often see the strongest appointment lift.