

bodibar®

by
RED LIME
PRODUCTS INC.

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ISLAND'S AUTHORITY FOR TANNING & SUN CARE PRODUCTS

What's YOUR Pleasure?

by John P. Ribner

Tanning salon owners are just raving about bodibar® by Red Lime Products, Inc. This one-of-a-kind, patent-pending system allows salon operators to offer custom-blended tanning lotions, premium moisturizers, hydrating body mists and personal care/spa products to tanners and non-tanners. Customers simply choose from a variety of high-quality ingredients, fragrances and colors to create their ultimate skincare or tanning product. This combination is then put into the high-tech blending system that completely homogenizes the mixture in a matter of seconds. The result is a custom product for each customer. Salon pros who utilize bodibar® say it's a fun, easy, and above all, extremely profitable way to gain an advantage over their competitors.

With bodibar®, tanners can choose from over one million custom lotion and body care product formulations. Salon employees simply blend the lotion based on the customer's specific needs – they can choose from various colors, bronzers, maximizers, accelerators, tingles, cooling, anti-aging/firming and shimmer – using eight, one-ounce pumps to fill an eight-ounce bottle. Red Lime also offers over 1,200 scents, from which salon owners can choose as many as they wish for their customer's bodibar® formulas. "All of the fragrances are so unique, and our clients are crazy about them!" exclaimed Sherry Featherston, owner of Amazon Tans in Dothan, AL. "It's one of the biggest selling points. I use bodibar® lotions myself, and the blueberry cheesecake scent is my personal favorite."

Almost any tanning salon can accommodate bodibar® – the unit requires roughly six square feet of behind-the-



Left: Salon pros at Amazon Tans (Dothan, AL) say their clients are "crazy about the bodibar fragrances."

Below: The staff at Tropical Tans (Temple, TX) have experienced "total success" with their bodibar system.

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counter space. The complete system costs just under \$8,000 and includes enough product to recoup that cost in retail value. "We installed the bodibar® in our salon in April, and it paid for itself in less than three months," stated Brenda Peters, owner of Tropical Tans in Temple, TX. "Now, we average about 100 bottles a month, and have seen a 36 percent increase in sales. Tanners from other salons come in to purchase bodibar® lotions after they hear about it from some of our clients. It's been a total success for us!"

Red Lime's salon partners are guaranteed a protected territory of up to a three-mile radius for each salon with the bodibar® system. For more information on this unique retail concept, contact Red Lime at 888.851.0480, or visit www.redlimeproducts.com. ■