



Business Advice For Beauty Professionals

Threading Pioneers in Indiana

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SERVICE AND RETAIL

Why did you decide to implement makeup into your spa?

It all started on July 3rd, 1999, with a bridal party. I have a love/hate relationship with makeup. I love creating clear complexions and educating clients on what works best with their skin. The hate part deals with the brevity of the bridal season and the challenge of keeping track of the necessary inventory as it relates to trends. I make sure to stock my 10 favorite pieces and use a private

label. My rule is to have staples, but play around with shadows and lipsticks.

What kind of makeup treatments do you offer on the menu?

Bridal is our most requested. We also offer special occasion and we have a popular brow bar. Brows can be a great starting point; our draws include tweezing or a quick makeup lesson on how to fill in brows. We do one as an example and guests use wax, powder or felt tip to fill in the other.

How did you choose your makeup line?

We use a private label. I recognized that makeup would account for a small percent of business and we needed to be smart about it. With a private label, the spa can switch over seasonally and still be profitable. Private label is a bit more complicated than we realized at first. You have to market it and do the displays yourself whereas with brands they do that all for you. Considerations must also be given to price points and label design. You must be creative on your own with private labels. Our staff members do it because it is a large responsibility for the spa.

How popular are your makeup services?

Depends on the season. When getting their makeup done, clients do not want their daily look; they want high-impact looks. Summer is casual. Winter is more structured. We do a ton of galas; the more formal events are big tickets.

Which makeup services have the most success?

Bridal is generally the most popular makeup service, but it does depend on the season. Our brow bar is quite popular. We fill in the brows, which shapes the face. We wax eyebrows every day and in a month we do 10 makeup applications, but perfect 1,500 eyebrows. We are big fans of threading, but the trend has not reached Indiana yet. It will and we want to be prepared.

How profitable are makeup services?

Our makeup services are more of an investment than a revenue generator. Makeup accounts for 10 percent of our revenue and we must offer it to keep clients.

MAKEUP AREA

What is the surface area of the makeup compared to the rest of the spa?

State of Mind is 6,000 square feet and

our makeup area spans a 10 X 10 space. We have a bridal suite on the property available for rental.

What prompted you to choose that size?

We are flexible in terms of space. Our makeup area used to be center stage, but clients requested more privacy. In this business, there is a learning curve, so we adjusted the space to their liking.

TEAM MEMBERS

How did you select makeup artists?

Our resident makeup artist specializes in special effects. She primarily does film and is an in-demand freelancer as well. If we have parties or group events, she is on the property. Stylists do touch ups so they can train for retail.

Are estheticians trained to promote makeup services after each treatment?

Other staff members are trained to promote instead of estheticians as they are booked up. We show them visuals that are popular Pinterest, Instagram and other social media platforms. Consultations are now different, as guests can pull up their looks digitally for reference. Social media has inspired a ton of consumers and now they are very knowledgeable. Spas should research trends because clients want to be fashionable and trust their service providers.

MARKETING

How do you promote your makeup services?

Great makeup is eye-catching. Our girls wear great makeup because clients want to see their service providers looking pulled together. One successful promotion is we show before and afters on social media. We also provide a checklist for bridal makeup. Our biggest promotions tend to be referral-based and we use our own guests to grow.

POLICIES

What is your tardy, cancellation and tipping policy and how did you come up with it?

Habitually, we have a strong conversation about the importance of being a market leader. If service providers are tardy, we do have time built in. For late guests, we have a strong script. No one wants to be told they are late. We try to use remaining time wisely, but still charge full price for services. It will become a habit. Make a commitment to run on time to set an example.

REWARDING THE TEAM

Do you have rituals or methods of creating positive energy for your spa?

We hired a consulting company to help with business aspects, as we are a performance-based company. Each meeting starts with gratitude notes. Our team members meet every month to celebrate success and retail sales. Raises, balloons and culture training are our backbone and heartbeat. We have lots of celebration rituals. Incentives include money, promotions and gift cards – the simple things. ■



We want to know how YOU did it!
Share your insight on incorporating makeup services into your spa with us, and you may be featured in an upcoming edition of Les Nouvelles Esthétiques & Spa. Simply send an email (50 to 100 words) to amanda@LNEonline.com. Together, let's build a community one word at a time!