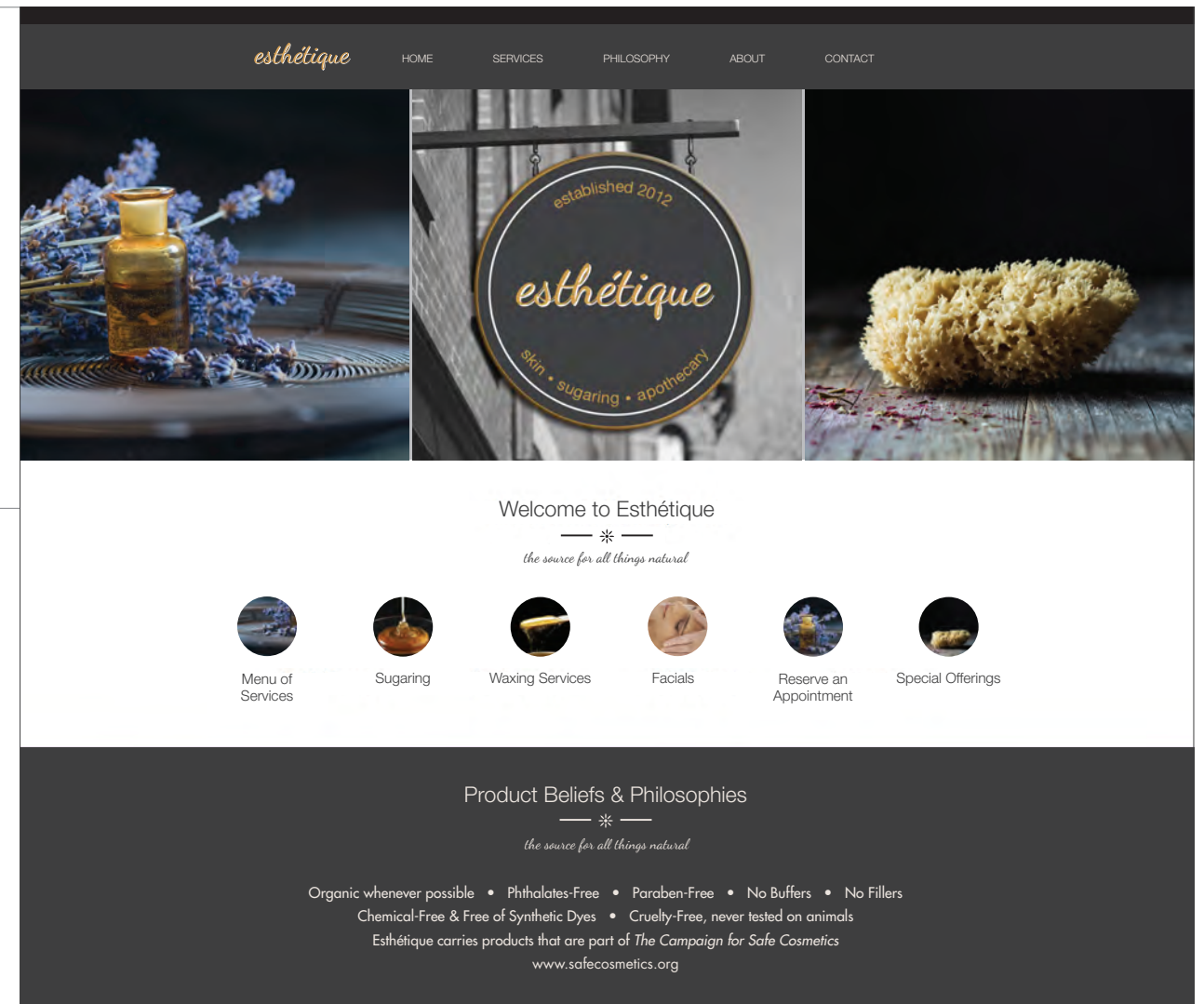


THE BRIEF:

Bamboo Silk entrepreneur Deborah Nelms requested ZGM's in the development of strategic plan for her growing business.

THE RECOMMENDATIONS:

Renaming, visual and verbal positioning, a new website and a business growth plan were all successfully developed to differentiate this business concept from the competition, create loyalty with current clients and attract new clientele.



THE SOLUTIONS:


New name and concept: ESTHÉTIQUE, Charlotte's destination for sugaring, skincare and more.

Color theory (matte black and french yellow), messaging, photography, design of the new website, collaterals and more shows the full vision of Esthétique with a highly French apothecary feel.

Brand line development: THE SOURCE FOR ALL THINGS NATURAL for discerning clientele.

Other differentiators: A vintage French bicycle outside the shop door featuring the new trademark and color theory.

Marketing and business growth: An integrated plan of public relations, advertising, a referral program, digital strategy and client appreciation events are exceeding brand awareness and growth expectation exponentially. Check back for measurements on specific initiatives.



esthétique		704.564.8775 www.esthetiquestudio.com		
Skin Care Services		Wax	Sugar	Threading
Brow Tint	\$25	Bikini Line \$45	\$50	-
Lash Tint	\$25	Bikini Line (Speedo) For Men \$55	\$65	\$26
Babydoll Lash Lift	\$95	Brow Design \$22	\$30	-
Esthétique Signature Facial		Buttocks \$30	\$40	-
30 Minutes	\$75	Cheeks \$20	\$25	\$20
60 Minutes	\$110	Chest \$40	\$50	-
90 Minutes	\$150	Chin \$15	\$20	\$15
Fruit Enzyme Peel Enhancements to Esthétique Signature Facial		Ears \$20	\$25	-
Vermouth Cocktail	\$20	Feet & Toes \$20	\$25	-
Pomegranate and Açai	\$20	Full Arms \$51	\$61	-
Pumpkin	\$20	Full Arms for Men \$61	\$71	-
Oxygen Mousse	\$20	Full Back \$55	\$70	-
Cranberry	\$20	Full Back & Shoulders \$80	\$100	-
Mandelic, Fruit and Flower Peel	\$20	Full/French Bikini \$60	\$70	-
		Full/French Bikini for Men \$70	\$85	-
		Full Brazilian \$70	\$80	-
		Full Brazilian for Men \$90	\$100	-
		Full Brazilian & Buttocks \$90	\$110	-
		Full Brazilian & Buttocks for Men \$120	\$140	-
		Full Face \$70	\$85	\$78
		Full Legs \$85	\$100	-
		Full Legs for Men \$110	\$130	-
		Half Arm \$35	\$45	-
		Half Arm for Men \$45	\$55	-
		Half Back \$35	\$45	-
		Half Legs \$45	\$60	-
		Half Legs for Men \$70	\$85	-
		Hands & Fingers \$20	\$25	-
		Lip \$15	\$20	\$15
		Neck \$20	\$25	-
		Nipples \$15	\$20	-
		Nipples for Men \$25	\$30	-
		Nose \$15	\$20	-
		Shoulder \$25	\$30	-
		Sides of Face/Hairline \$25	\$30	\$25
		Stomach \$15	\$25	-
		Stomach for Men \$25	\$35	-
		Under Arm \$30	\$35	-

If you must cancel or reschedule your appointment, please notify us more than 24 hours in advance of your appointment time. Prices and services are subject to change. Please visit www.esthetiquestudio.com for a full description of our skin care services.

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schedule your next appointment at
secure-booker.com/esthetique11

