

planner profiles

skin salons

in 2013 there are 168 skin, hair & nail salon sponsors

"Brand marketing is the method and the means by which you propel your business into the public consciousness. While the world of business has changed by leaps and bounds, the basic principles of brand marketing have remained the same."

Laura Lake, Branding Basics

The essential elements of successful marketing are **branding, visibility and shelf life**. Town Planner provides these vital marketing ingredients in a program that is attractive, affordable and effective.

Branding. The first stage of branding is the point at which your name and reputation begins to become imprinted in the public's mind. Achieving top of mind awareness means consumers will think of your business first, instead of your competitors. A daily presence in front of local residents will more quickly build your "personal identity" in the community.

Visibility and Shelf Life. Businesses throughout the country are leveraging the value of being "on display, everyday." Displaying your message in local homes is a valuable tool in attracting new customers and keeping current customers coming back. Town Planner positions you with important local community information that the families in your market want. Surveys by independent marketing research firms, such as Vera-Fast, show that on average better than 2 out of 3 families that receive a Town Planner Calendar hang it up in their homes and use it on a regular basis all year long.

Since 1987 families have come to trust and rely on Town Planner to keep them informed about things going on in their community. Families have also come to trust the businesses that support this valuable community resource and that's a great position for you to enhance your name brand and build your business.



See The 2013 Ad Samples Book For Additional Ads

Sponsor since 2006

Hair
Nails
Body
Skin



Sass
Salon & Day Spa

get funky... get serious... get classy!

Walk-Ins Welcome
Spa Packages & Gift Certificates
www.sassspaandsalon.com

4931 Carlisle Pike • Mechanicsburg
612 • 0344
Across from the
Hampden Centre

Sponsor since 2013

\$150 OFF
Silk Peel
Dermalinfusion
Reg. \$250. New Patients Only.
Expires 12-31-13

Get the beautiful, healthy,
& strong skin you deserve,
that is free of fine lines
& light wrinkles.

SUNDANCE
SPA & SALON



Located in the Grace Inn
E Elliot Rd
Call for Appt
(480) 893-0300

Sponsor since 2011

\$10 Off
facial, electrolysis,
body treatments,
microdermabrasion,
L.E.D. skin treatment
not valid with other offers • exp 12.31.13



Heavenly Touch
Spa of Beauty

Gift Certificates Available
908 Bridge St • 774.2536
New Cumberland
aheavenlytch.com

TOWN PLANNER®
Your Community Calendar™

...we put you on display, everyday!

2013 Sponsor	Publisher	Advertiser Since
S & S Beauty	NJWOR	2003
Payal Beauty Parlour	NJODO	2005
Sass Salon & Day Spa	PAWEA	2006
Simply Swank	OHLUB	2006
In Vogue Spa	MADRU	2007
Carol Martin SalonSpa	OHLUB	2008
Beauty Chateau	CACAR	2009
Salina's Day Spa	INHES	2009
Mira Hair & Body Studio	OHLUB	2010
Option Salon & Spa	OHCOF	2010
Salon Bliss	ILPOD	2010
Wave Salon & Spa	OHCOF	2010
A Heavenly Touch Spa	PAWEA	2011
Persuasive Looks Salon	INTRA	2011
Rejuvenation Spa	ONCIA	2011
Salon NV	NYBAL	2011
Skin to Adohr	CALUN	2011
Total Dimension Salon	MIGOR	2011
Alleyene's	ONGOR	2012
Alluring Salon, Inc.	ILHUA	2012
Blush	NYHOE	2012
Dimensions in Black & White	NJOD2	2012
Fusion Hair Salon and Day Spa	ILHUG	2012
Intrigue Salon & Day Spa	INTRA	2012
Madalynn Cole Salon & Spa	LAPLR	2012
Palladio Nails & Day Spa	CACAR	2012
Salon Distinct Impressions	LAGRE	2012
Serendipity Day Spa	MIMCI	2012
SnipIt! The Salon	INCHE	2012
Ten Fox Salon	PAFIO	2012
Aqua Bella Day Spa and Hair	TNRHO	2013

Sponsor since 2011

**Book a Facial
& Receive an
Eye Rescue for
FREE**
(\$30 Value)

**Rejuvenation
Spa**



- Facials
- Manicures
& Pedicures
- Massage
- Waxing
- Laser
Treatments
- Hot Stone
Massage

519-326-3331
22 Erie St S • Leamington
rejuvenationspa-leamington.com
Not valid with other offers.
Valid til 11/30/13

"Our experience with Town Planner has been great. We really believed in the concept from our first meeting, but as you know finances were limited. Thank you for taking the time and effort to put us together a program that we could afford that would also give us a good return. We are definitely going to renew and we highly recommend the Town Planner."

Owner, Rejuvenation Spa

Complete List of 2013 Sponsors Available Upon Request

Sponsor since 2007

**Free Laser
Hair Removal**

Buy one Laser Hair Removal
Package, get one free!

Not to be combined with other offers.
Good thru 12-31-13.

\$20 Off
Microdermabrasion
with diamond tip wand
(Crystal Free)

In Vogue Spa
Full Service Aesthetics

Please call for appointment
730 Boston Post Rd • Sudbury
978-443-2277
www.invoguespa.com

Sponsor since 2006

20% OFF
Entire Aveda
Product
Purchase



simply swank
salon & spa

5951 Darrow Road
330-650-6688
www.simplyswank.com

No Aveda points are issued.
Not valid w/other offers
Offer valid through 12-31-13

Sponsor since 2011

**Rhoda
Keith**
Esthetician

Your Skin Therapist
Facials • Waxing • Microderm

Skin to Adohr

916.315.1449
Inside Tranquil Moments Wellness Spa
3101 Sunset Blvd., St 2-E Rocklin
www.SkinToAdohr.com

TOWN PLANNER®
Your Community Calendar™

... the best location for your ad