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Sherif Zaki Salon & Spa



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## Your Clients Will Need To Stress Less This Holiday Season!

### Sherif Zaki Salons & Spas Offer Tips On What Services To Offer Them

**Greenville, DE** For many people, the holiday season will bring at least two unwelcome guests – stress and depression. In an effort to pull off a perfect year-end holiday as well as the start to a great new year, your clients will probably find themselves facing an array of demands including parties, shopping, baking, cleaning and entertaining. To help them enjoy this season, encourage them to take a few minutes to concentrate on their needs. Sherif Zaki Salons & Spas are here to offer you tips and advice on what spa services and packages to promote this holiday season.

**Nailcare** Be sure to promote your spa manicure and spa pedicure. Not only will this bring in more money for you and your nail technicians, it will allow your clients to experience a true manicure and pedicure, not just the rush nail touchup that most of them are used to. Once they experience the relaxation effects, they won't go back to an express manicure.

**Skincare** This is a perfect time to promote your traditional facials, while emphasizing all of the special supplemental treatments available. For example, The Oasis Spa offers a glycolic, pumpkin enzyme, cherry or antioxidant fruit peel with all facials. This is also the time of year to promote any unique facial services you may have. Examples include chocolate facials, seaweed facials, masques and any anti-aging facials that you have available to promote healing and rejuvenation.

**Body Treatments & Massage Therapies** If any time of the year is ideal for promoting your massage therapies, this is it! When someone is asked what spa service would provide the most relaxation, the answer is always "a massage". Whether this is true or not, take advantage of this common assumption. Post a sign in your salon and spa with all of your massage therapies and body treatments while including a nice massage photograph as well. Also, send out email blasts with the specific benefits of each massage. If you offer a customized full body massage, highlight that. Offer discounts for pre-booking multiple massage appointments during holiday months.

**Promote Special Spa Packages & Gifts Of Beauty** This is one of the best seasons to promote spa packages and gift certificates. Use counter cards, posters, email blasts, newsletters, and postcards to alert your clients of all of the special spa packages available as gifts for family, friends and co-workers.

**Quality Client Service** This might be the most important thing to remember this season. Your clients have probably been out shopping all day, standing in lines, encountering rude shoppers and being bumped out of line. Be sure that as soon as they walk into your spa there is a quiet, peaceful atmosphere. Acknowledge their presence within seconds and get them to their service provider as soon as possible. Treat them like royalty and they'll keep coming back for more!

Sherif Zaki Salons & Spas offer specialized facials, skincare, massage therapies, body treatments, paraffin treatments, natural nailcare and professional hair removal services. Successfully in business for over 17 years, their teams of talented hair designers are always up-to-date on the latest trends, products and techniques. Sherif and Emon Zaki and their teams have been published in numerous local and national publications as one of the 'Top Salons & Day Spas' in America.

For more information, visit [www.SherifZaki.com](http://www.SherifZaki.com). The Sherif Zaki Salon & Oasis Spa is located in Greenville, DE. The salon can be reached at 302-652-4902, the spa at 302-656-8813. The second location is located in Rehoboth Beach, DE and may be reached at 302-227-8640.

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