

# Divine Eyes Self-Warming Mask

## Divine Eyes used as a service enhancement automatically triggers:

- More relaxing, deeply experienced services without “wandering eyes,” “active minds,” and the “unnecessary nervous small talk.”
- The delight of a gift with service!
- Retail sales on profitable individual packs or beautiful gift packs!
- The opportunity to generate ongoing web retail sales as well as a pass-along promotional tool when used with a special discount sticker (e.g., 15% off next service within 10 days, 15% off when you come with a friend or, as a couple, etc.)



## Why Divine Eyes Self-Warming Mask?

An effective back bar product that enhances any service experience while simultaneously driving a profitable retail component as an attractive gift-with-service.

Divine Eyes is a lovely self-care retail solution using air activated natural minerals in a self-warming mask. Delivering 30-minutes of soothing relaxation to the eyes and forehead, it helps reduce forehead tension, eye strain, and headaches, including migraines. It also assists in inducing sleep for those who suffer from insomnia and aids as a solution to dry eyes.

Divine Eyes delivers powerful value as a relaxing, in-service tool, helping clients drift deeply into the experience and the sensations of the service. All visual stimulation is blocked and all other senses - touch, smell, sound - are heightened during treatment. With the client’s eyes covered, their eyes are no longer stimulating nervous chatter and needless “small talk”, while the therapists can perform the service without distraction. It is truly amazing how quickly clients will descend into the experiential spa journey you have designed into your services.

## Divine Eyes Masks become a gift with service and driver of your RETAIL sales!

It is perfectly suited for use on the airplane, to sleep in over the weekend, or to steal a quick nap.

The RETAIL opportunity is created when invariably, clients say,

**"So, I noticed it's not as warm as it was during the treatment. Will it heat up again?"**

The answer is, **"No, but they are available for take home purchase out front."**

In the retail area clients can pick up individual units for self-care and to share as gifts with their family and friends with many choosing the beautiful 7-mask gift box – a delightful self-care gift alternative to a bottle of wine that shows someone they are important to you.