

Salon Retail Guide for Lash Artists

(How to Choose, Price, and Sell Products Clients Actually Buy)

1. Why Retail Matters

- Retail = passive income between services
- Boosts average fill price
- Builds client loyalty (they come back for both lashes and products)
- Positions you as an expert

💡 Example: Selling 2 lash cleansers/day at a \$12 profit **adds \$720/month without taking more clients.**

2. Choosing the Right Products

Must-Haves for Lash Artists:

- Lash cleanser + brush kits
- Aftercare products (serums, sealants)
- Sleep masks designed for lash retention
- Silk pillow cases
- Brow products (pencils, gels, oils)
- Mini fans or lash-safe makeup removers
- Lash Mascara (for between fills)

🔍 Checklist for Picking Products:

- Does it solve a problem for your client?
- Is it lash-safe and high quality?
- Is the packaging professional and attractive?
- Can you buy it wholesale consistently?

3. Pricing Your Retail

Industry Standard Markup

- Typical salon markup: 50–100% over wholesale
- Example: If a lash cleanser costs you \$8 wholesale:
 - 50% markup = \$12 retail
 - 100% markup = \$16 retail

💡 Tip: If it's a high-value product with strong client demand (like a lash serum), you can price toward the higher end.

Factors to Consider:

- Local market pricing (don't undercut yourself but stay competitive)
- Perceived value of the product (premium packaging = higher price)

- Bundling options (e.g., Lash Care Kit: Cleanser + Brush + Sleep Mask at a small discount)

4. How to Sell Without Feeling “Salesy”

- Educate, don't pitch: Explain why the product matters for retention.
- Show it in action: Use during the service, then let them feel/see it.
- Place it where they check out: Eye-level display, not hidden in a drawer.
- Bundle with services: “Add our Lash Aftercare Kit for just \$20 today.”

5. Tracking & Reordering

- Keep a simple retail log (Google Sheet or booking system)
- Track best-sellers, restock those first
- Avoid over-ordering products with a short shelf life

Retail isn't about pushing products, it's about giving your clients the tools to keep their lashes looking their best between appointments. Done right, it grows your income and your client trust.