

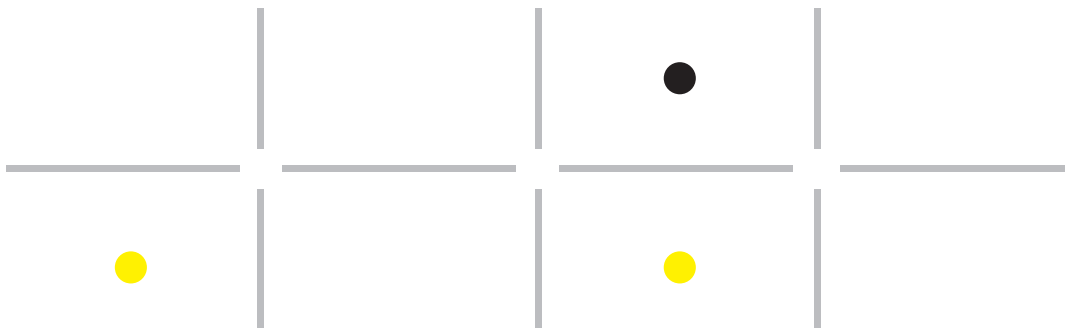
# Make it personal

## Each client is different, why share them?

Widespread reports have heightened awareness of the sometimes unsanitary conditions that may occur at salons. To help trump this perception, GERmaniküre has developed a solution, and it comes with many potentially profitable benefits to your salon!

Our salon-based membership program offers additional profit to the salon through merchandise sales, client retention and client base increase. Additionally, it creates a trendy, upbeat, positive, and trustful "buzz" about your salon that can reverse negative hygiene reports. This program addresses a growing trend of many customers wanting their own personal instruments used for their manicure.

How do we make it personal? The GERmaniküre plan uses small, salon-based individual client lockers. The lockers are inexpensive and offer storage for the client-purchased GERmaniküre set of their choosing, in a unit that only the client can access. When your salon offers this innovative program before your competitors, there are huge positives (and profits) to be gained.



**PROFIT** Selling our longevous instruments at a significant profit can be lucrative. Our manicure tools come in a fine roll pouch that is designed to hold additional instruments that the client may want to purchase from you over time.

**CLIENT RETENTION** When your program members purchase from you, it will help form a personal bond between you and your clients. Keeping a client locker at your salon will ensure that their tools will be ready, clean, and safe for their next appointment. And it will make your clients feel incomparablement magnifique!

**EXPENSIVE... NOT.** Our personal locker units cost less than \$30 and you can charge members a very reasonable, automatically billed fee of \$2.99/month to house them. After 10 months, the locker has been paid for by the member, generating you 100% profit on all future monthly membership fees!

**CONSCIENCE IS COOL** Germaniküre products are made in Solingen, Germany, from the highest quality materials by fairly paid, adult artisans, and within environmentally conscious work conditions. In fact, our company actively campaigns against child labor! We believe in affordability over greed, and we sell our products at a fair price because we want everyone to be able to enjoy the highest quality manicure tools. Your clients, and your salon, will feel good knowing you are using the most ethically-made and Eco-friendly manicure tools on the market today.

**ATTRACT CLIENTS** With our Client Referral Program, your clients will be able to refer their friends, earning discount coupons toward additional purchases from you via Germaniküre.

**TRENDY** Your salon can be the one where clients' hygienically safe instruments are kept and where socially conscious, discerning clients can be part of a like-minded club that appreciate an extra personal touch.[inc](http://inc)

# Why?

Ethical, sustainable, ecological, innovative,  
inspirational, efficient, transparent

No phony smiles here. We value ethical practices and an ecologically sustainable future for our children far more than profit. We believe practices contrary to these ideals are repulsive and we utilize no child labor, no planned obsolescence, no factories that have reprehensible waste and which have no environmental conscience; NO. The highest quality, longevous products can be affordable to regular people...in fact, anything less is unaffordable.

With these tenants as the core of our business practice, we have created the finest precision made manicure products in Solingen, Germany..."the city of blades" - world renowned for its impeccable steel manufacturing. Meticulously engineered with pride, care and attention to detail by adult artisans, our unique designs prevent wear, so the same product can last your family for generations. Specifically designed to provide smooth cutting instead of crushing, trimming instead of ripping, and finite shaping instead of micro-tearing, our products provide you with the healthiest treatment for your nails.

Loving yourself is the first step to loving others. We are Germaniküre. Welcome to our family

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Team:

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 **GERMANIKÜRE**