REFILL STATION GUIDE
Why Offer A Refill Station Program?

OUR PLANET

REDUCE CARBON EMISSIONS & CONSUMER WASTE

YOUR CLIENTS

REDUCE PRODUCT PRICES BY 15%!

YOUR BUSINESS

INCREASE RETAIL PROFITS BY 20%!
How To Get Started

The Basics:

• Back Bar Care
• Back Bar Styling

Optional:

• Small Retail Area
• Retail Shelving Unit
• Business Cards or Labels
• Retails Shelves or Station
• Small Sign or Frame
The Display

Option 1
Use Your Pre-Existing Back Bar Products and Space

Limited on space? Don’t worry! A Refill Program can still work for you. Just stock up your back bar area with your best-selling products that also come in professional sizes.

**Bonus:** You can continue to use these back bar items to service clients during their appointment.

Option 2
Create a Full Refill Station Display

Have a few empty shelves? How about space for an additional shelving unit? Then you can create a fun and interactive Refill Station!

Simply put 3-4 Back Bar size products on each shelf with a small sign labeled, “Refill Station.” Display business cards or flyers explaining your eco-initiative.
Display Tips

Refill Station Sign
What better way to garner interest for your new Refill Program than to create an enticing sign? Make sure it’s above Back Bar Products and fully visible.

Business Cards / Labels
Add stickers or tie business cards to retail sized products eligible for your Refill Program.

“Bring me back to be refilled and receive 15% OFF”

Interactive Pumps
Get your co-workers and clients involved first hand! Allow them to refill their own products or watch their stylist do so.

Let them see and feel the great things you’re doing for the environment.
The best way to see the cost-savings of your Refill Program for your salon and clients is to look at the cost per ounce.

We suggest rewarding your clients with 15% OFF product refills.

frequent use hair bath

8oz Wholesale Price: $13.95
$1.74 / oz

Suggested Retail Price: $28.00
$3.50 / oz

32oz Wholesale Price: $28.95
.90¢ / oz

Salon Cost to Refill Retail: $7.24
.90¢ x 8 = $7.24

Refill Retail Price: $24.60
$3.07 / oz (15% OFF) $28

INCREASES RETAIL PROFITS BY 20%! 
Summary of Benefits

For Your Salon

• Increase Retail Profits by 20%
• Increase Customer Loyalty & Retention
• Reduce Cost of Product Purchases & Inventory
• Become a More Sustainable, Green Business

For Your Client

• Decrease Product Cost by 15%
• Feel Good About Being More Eco-Friendly
• Have Fun Interacting with Refill Station Display

For Our Environment

• Decrease Carbon Emissions
• Decrease Consumption of Finite Resources
• Increase Natural Purity of Animal Habitats
“My Refill Station is a key benefit to my clients for buying my retail. It doesn’t create consumer waste or end up in landfills.”

- GAIL LOCKWOOD, URBAN ORGANIC HAIR DESIGN

“I offer clients a discount for refilling their glass product bottles, and of course, recycle when necessary.”

- KELLY HILL, BE PURE ORGANIC SALON
Get Inspired!

Questions? We can help!

888-213-4744