



ANATOMY OF A TOUCH-UP KIT

LEVEL UP TO LUXURY

BY *Olivia Sparks*

ADDING A COMPLIMENTARY TOUCH-UP KIT TO YOUR SERVICES WILL SET YOU APART AS A LUXURY SERVICE PROVIDER. CLIENTS WILL PAY TOP DOLLAR FOR AN ARTIST WHO GOES ABOVE & BEYOND DURING THEIR APPOINTMENT. HERE ARE A FEW ITEMS I LIKE TO GIFT TO MY CLIENTS BEFORE THEY LEAVE MY CHAIR! I TRY TO KEEP THE COST OF EACH TOUCHUP KIT UNDER \$5. IF YOU'RE OFFERING FULL-SIZE LIPSTICKS, SPONGES, AND BLOTTING PAPERS-- CONSIDER OFFERING YOUR TOUCHUP KIT AS A \$10 ADD-ON TO YOUR SERVICES.



1. GOODIE BAG

Match your brand colors, or pick a unique gift bag that you can personalize with stickers or brand material!



2. BLENDING SPONGE

Sponges cannot be reused on multiple clients, as they cannot be disinfected. Instead, gift the client their blending sponge after their appointment!



3. BUSINESS CARD

Every service provider should have a business card. Include one in your touchup kit so your client can keep in touch if they'd like to rebook!



4. BLOTTING SHEETS

Staple 2 blotting sheets to the back of your business card. Keep several pre-stapled sets in your pro kit to easily make your clients' touchup kits on the go!



5. LIPSTICK/LIP GLOSS

Gift your client a sample of their lipstick to touch-up their lips for the day.



6. MINTS & FLOSS PICKS

For when the client needs to freshen up after lunch on a long shoot day or during an event!



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