

art of omotenashi

june 2024

the concept

art of omotenashi

embrace the ancient tradition of omotenashi

omotenashi is the japanese principle of hospitality, rooted in ancient culture and carried through modern society. seen poignantly in japanese tea ceremony, omotenashi encourages hosts to wholeheartedly look after guests with authenticity and respect. this is a mindset of hospitality rooted in care rather than expectation.

embody the true meaning of japanese hospitality, in salons: welcome guests into your salon through ideals of respect and authentic care and encourage the continuation of these values as your clients welcome guests and travel this summer.

this summer's promotion will highlight these tenants by providing our salons the tools to bring omotenashi to life both in the in-salon guest experience and through tailored gwps and samples that will allow the clients to spread this beautiful principle during their summer travels.



campaign overview

purchase

\$500 buy in | \$1,021 value

mix/match 48 units of travel size shu uemura product of the below pillars

min qty	shu travel size breakdown
6	urban moisture shampoo
6	urban moisture conditioner
6	ultimate reset shampoo
6	ultimate reset conditioner
6	yubi blonde shampoo
6	izumi tonic shampoo
6	izumi tonic energizing water
6	izumi tonic serum
6	essence absolue nourishing oil
6	essence absolue overnight serum
6	ashita supreme serum

receive

- 6 shu summer tote bag
- 6 izumi tonic pouch
- 8 izumi tonic candle
- 48 shu paper gift bags
- 12 essence absolue nourishing oil deluxe sample



summer tote bag | izumi tonic pouch | izumi tonic candle | paper gift bag | essence
deluxe sample

suggested consumer offer

sell out ideas

embrace the art of omotenashi and stock up for summer with shu uemura's custom salon offer

buy retail & travel size duos
of your favorite collections

receive complimentary shu uemura gwps

1. candle
2. plus, tote bag or pouch
3. plus, a deluxe sample of our #1 best selling essence absolute nourishing oil

tied together in a luxurious bag – branded with
the iconic shu uemura name

the perfect summer set for your client