

March Maintenance Promo




S1/R3

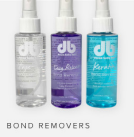
Email 1

Selfcare extends to your **hair!**

We're taking March Madness to a whole new level with our new Maintenance Sale —happening all month long!




TAPES




BOND REMOVERS

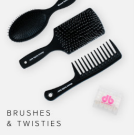
March =
10% Off
Maintenance
& Aftercare



BEADS
& THREAD




SILK
PILLOWCASES



BRUSHES
& TWISTIES

[SHOP MAINTENANCE](#)



We're serving more than just sales next month!

Learn DBH's top tips & tricks for maintenance and aftercare on all professional extension methods! From Do's and Don'ts to at-home hair-care tools, you'll get expert knowledge in caring for extensions.

[LEARN ABOUT MAINTENANCE](#)

Need new extensions?

[SHOP METHODS >](#)

OBJECTIVE:

Announce the Maintenance Sale that's happening all month long. Generate hype while giving a sneak peek on educational content to come this month.

SUBJECT LINE:

Support every strand with maintenance must-haves

PREVIEW TEXT:

Take 10% OFF all month!

TERMS & CONDITIONS:

March Maintenance promotion starts March 1 and ends March 31 at 11:59 pm, ET. Items are marked down on site. 10% OFF items include: Replacement Tape, Easy Release Tape, Single Sided Tape, Tape-In Bond Remover, Easy Release Bond Remover, Keratin Bonds in clear, brown and black, Keratin Bond Remover, Grooved, Silicone and Flare Beads in blonde, light brown, medium brown, dark brown and black, Thread in blonde, light brown, dark brown and black, Silk Pillowcase, Extension Brush, Wet Brush, Wide Tooth Comb and Twisties in pink, brown, black and holographic.

Email 2



OBJECTIVE:

Educate customers on Tape-In extensions, including benefits, maintenance and supplies. Generate hype on the maintenance promotion.

SUBJECT LINE:

Get to know your fave Tape-In Method! 🙌

PREVIEW TEXT:

Plus 10% OFF Maintenance!

TERMS & CONDITIONS:

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Email 3

SHOP 10% OFF MAINTENANCE & AFTERCARE

Hybrid Wefts 101

Customize your hairstyle with the comfort you deserve from new extension. This sew-in method is just what you need to freshen up your look with:

- ✔ Full coverage & volume
- ✔ No adhesives or unraveling
- ✔ Seamless blend & movement



Shop 10% off Hybrid Weft maintenance & aftercare!

Hybrid Wefts blend seamlessly anytime and anywhere with the proper hair-care must-haves.


SILICONE BEADS

Used to create the braided row where the Hybrid Weft is sewn into place for every strand. They come in a variety of colors to match the natural hair while keeping the extensions intact.

THREAD

Sees the Hybrid Weft onto the silicon braided row. Match the tops to the color of thread for best blending action.

SHOP HYBRID WEFT MAINTENANCE



DBH Dos & Don'ts

✔ Do...

Schedule move-up appointments every 5-8 weeks to avoid tension and possible loosening from your grown out hair.

Use DBH Beads & Thread for all maintenance care.

Match the beads to the natural root for a seamless color blend.

✘ Don't...

Use Flare or Crooked Beads for retouch. For best results and a secure install we recommend using Silicone beads to attach your braided row.

Reuse old beads. Used beads could be compromised from prior installs and won't hold the weft securely in place.

Use new beads for retouch to ensure the bead is not compromised and the new attachment points are secure.

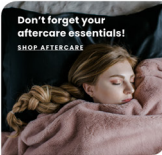
Occasionally adjust the placement of beads to give your original attachment points a break.

Force the weft out of the natural hair. If it's struggling to come out, then make sure all your attachments have been cut and beads removed.

SHOP NOW

Don't forget your aftercare essentials!

SHOP AFTERCARE



OBJECTIVE:

Educate customers on Hybrid Weft extensions, including benefits, maintenance and supplies.
Generate hype on the maintenance promotion.

SUBJECT LINE:

10% OFF Hybrid Weft maintenance products? 🎁

PREVIEW TEXT:

YES, Please!

TERMS & CONDITIONS:

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Email 4

Shop 10% Off Beaded maintenance & aftercare!

Freshen up your extensions with these essential must-haves to maintain a seamless blend and a flowing look.

SILICONE BEADS
Acrylic beads lined with a silicon layer to lay the natural hair. No discomfort using these beads for Flat Tip installs and all hair textures.

GROOVED BEADS
Acrylic beads with a grooved lining for better grip in natural hair. No discomfort using these beads for Flat Tip installs and all hair textures.

FLAX BEADS
Copper beads with a flax layer to lay the natural hair. No discomfort using these beads for Flat Tip installs and all hair textures.

Shop Beaded Maintenance

DBH Don'ts & Do's

Do...

Schedule move-up appointments every 6-8 weeks to avoid tension and potential damage from your grown out hair.

Match the beads to the natural color of the hair to ensure a seamless color blend.

Don't...

Forget to securely clamp each bead into place for a **secure install**.

Be recommended clamping the middle and each side of the bead to ensure a secure blend.

Reuse old beads.
Used beads could be compromised from prior installs and won't hold the wet security in place.

Use DBH Beads for all maintenance & care.

Use new beads for removal to ensure the bead is not compromised and the new attachment points are secure.

Force the wet out of the natural hair. If you have trouble with removal, use the Force Tech's vertical bead to open shuttles beads.

SHOP NOW

Don't forget your aftercare essentials!

SHOP AFTERCARE

OBJECTIVE:

Educate customers on Beaded extensions, including benefits, maintenance and supplies. Generate hype on the maintenance promotion.

SUBJECT LINE:

Next up for March Maintenance: Beaded! 🙌

PREVIEW TEXT:

Get 10% OFF now!

TERMS & CONDITIONS:

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Email 5

SHOP 10% OFF MAINTENANCE & AFTERCARE

Kera-Link 101


Full length and volume never looked so natural!
Kera-Link extensions are bonded to your natural hair with a Keratin Bond to give you:

- ✔ Seamless and natural blend
- ✔ Most customizable method
- ✔ Offered in Curly & Wavy




Shop 10% off Kera-Link maintenance & aftercare!

Grab these products to keep your extensions looking just as good as they do in the salon chair:




KERATIN BOND - 100% HEAVY
Breaks down Keratin Bonds safely and gently with an alcohol-based formula that is safe to use on hair.




KERATIN 100% HEAVY
Replenish old Kera-Link Bonds. They come in a variety of colors to match the natural root for a seamless blend.

SHOP KERA-LINK MAINTENANCE



DBH Dos & Don'ts



Do...


Schedule reweave appointments every 6-8 weeks to avoid tension and possible breakage from your grown out hair.

Use DBH Bond Remover for easy and smooth removals.

Break up keratin bonds with the Luxe Tool before spraying Bond Remover to ensure proper saturation before removal.

Apply the right amount of remover on one bond at a time. If applied across multiple bonds, the formula will dry out before you can break the glue.

Use a comb to gently remove any leftover residue after the keratin bond has been removed.



Don't...

Use a non recommended melting connector on the Keratin Bonds. The recommended using the DBH Melting connector to securely seal the bonds over the natural hair.

Apply Bond Remover before breaking the bond. Always break it up with the Luxe Tool to allow the product to saturate the bond properly before removal.


Apply Bond Remover across multiple bonds. If applied across numerous bonds, the formula will dry out before you can break the glue.

Force the bond out of the natural hair. If you have trouble with removal, apply more Bond Remover and use the Luxe Tool to continue breaking the bond.

SHOP NOW

Don't forget your aftercare essentials!

SHOP AFTERCARE



OBJECTIVE:

Educate customers on Kera-Link extensions, including benefits, maintenance and supplies.

Generate hype on the maintenance promotion.

SUBJECT LINE:

10% OFF Kera-Link maintenance happening NOW! 🎉

PREVIEW TEXT:

On maintenance must-haves!

TERMS & CONDITIONS:

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SMS 1

OBJECTIVE

Announce the Maintenance
Sale and drive customers to visit
the site to shop and learn more.

Grab your Donna Bella Hair® maintenance must-haves at 10% OFF all month long. It's time to put some self-care into your hair! Shop the sale now!

FLASHING GIF

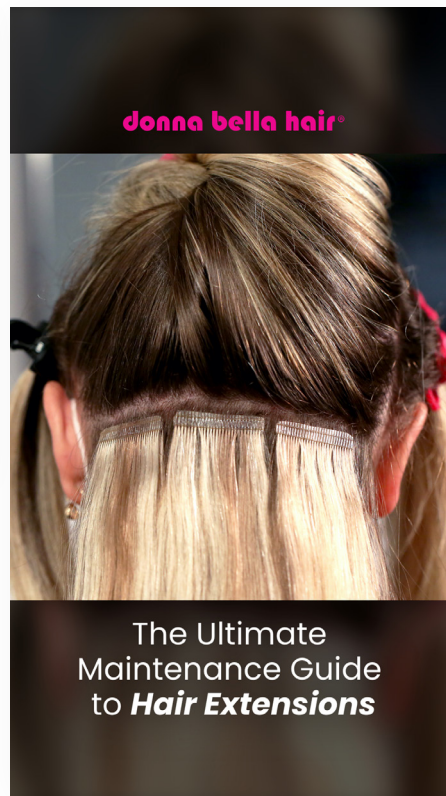
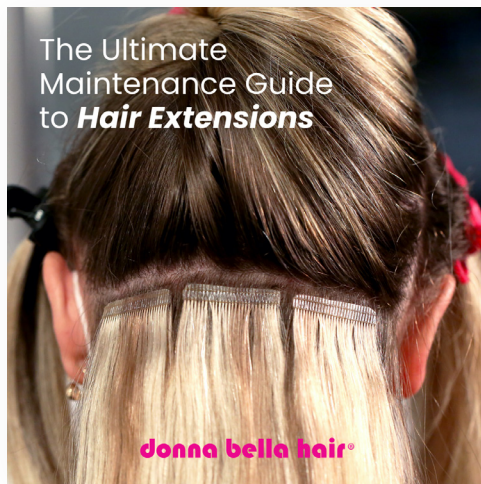
10% Off
Maintenance
donna bella hair®

10% Off
Maintenance
donna bella hair®

10% Off
Maintenance
donna bella hair®

10% Off
Maintenance
donna bella hair®

Paid Ad 1



OBJECTIVE:

TOFU for stylists. Announce our new blog and learn how to use the maintenance tools

POST COPY:

Hey stylists! Success is in your hands with Donna Bella Hair's® maintenance products-- now 10% OFF! Learn what tools you need for a proper install, move-up maintenance and aftercare on our NEW blog post.

HEADLINE:

Maintain extensions with ease

DESCRIPTION:

Read the blog!

CTA:

[Learn More](#)

Paid Ad 2



OBJECTIVE:

TOFU for stylists. Copy same as Paid Ad 1, testing the image.

POST COPY:

Hey stylists! Success is in your hands with Donna Bella Hair's maintenance products- now 10% OFF! Learn what tools you need for a proper install, move-up maintenance and aftercare on our NEW blog post.

HEADLINE:

Maintain extensions with ease

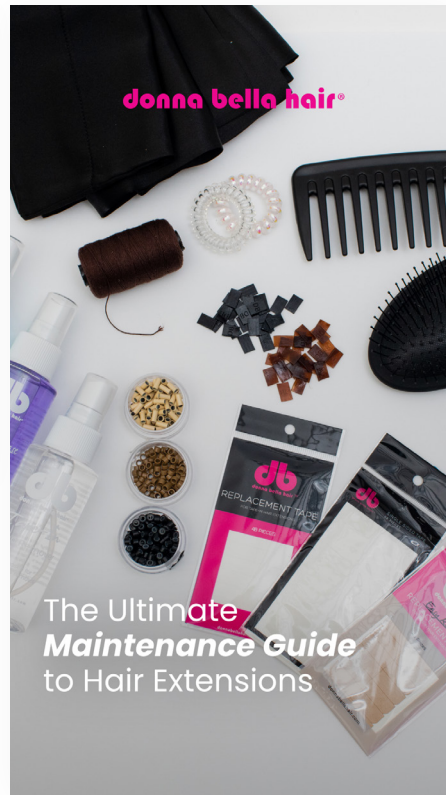
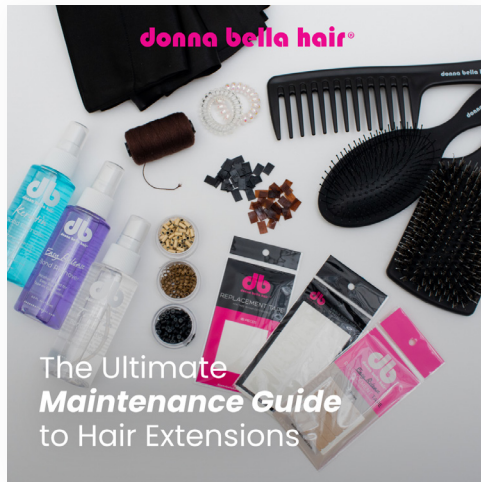
DESCRIPTION:

Read the blog!

CTA:

[Learn More](#)

Paid Ad 3



OBJECTIVE:

MOFU, BOFU, ROFU for stylist & consumers.
Main objective is to educate, directing them to the blog. Secondary is sale.

POST COPY:

Got extensions and want to keep them lookin' fresh? Read our NEW BLOG post for tips on how to maintain and care for your hair with the right tools. Plus, we'll throw in 10% OFF all maintenance products this month!

HEADLINE:

Let's talk tools

DESCRIPTION:

AND get 10% OFF!

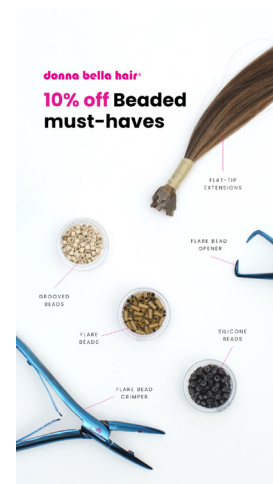
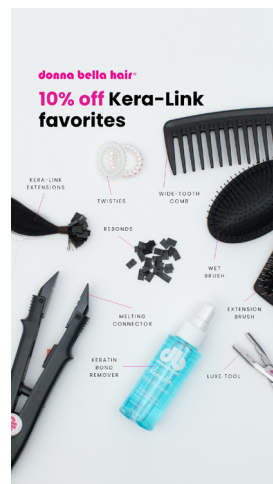
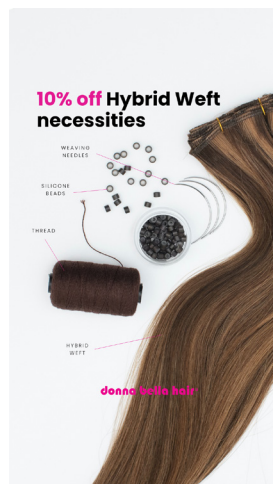
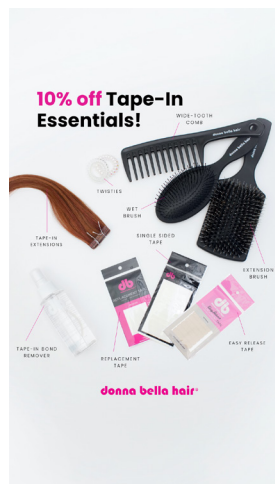
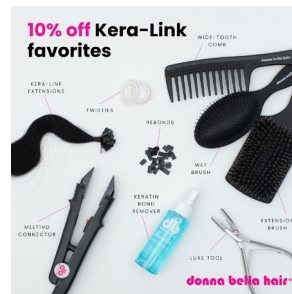
CTA:

Read the blog!

Paid Ad 4

OBJECTIVE:
MOFU, BOFU for stylist & consumers.
Main objective is to educate, directing them to the blog. Secondary is sale.

POST COPY:
Give your extensions the proper care they need for your desired looks. No matter the method, we've got the tools you need to keep them looking like a fresh install. Check out our recommended maintenance products for your extension method and get 10% OFF!



HEADLINE:
Replacement Tape,
Brushes & more
DESCRIPTION:
Refresh your hair
CTA: Shop now!

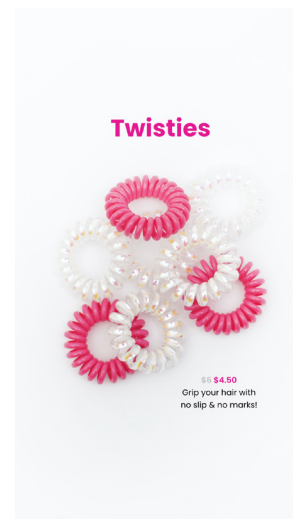
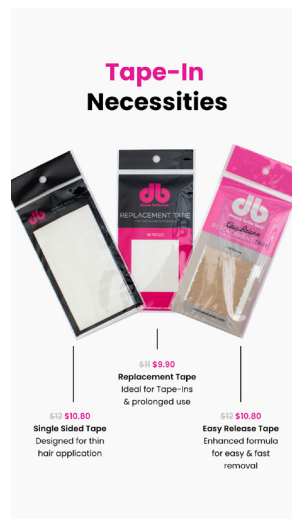
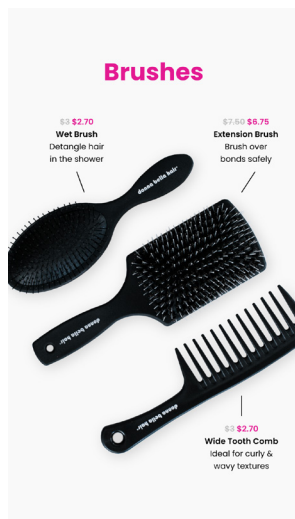
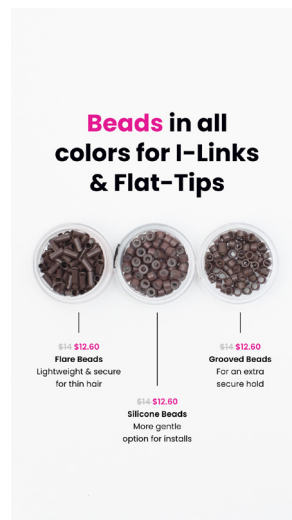
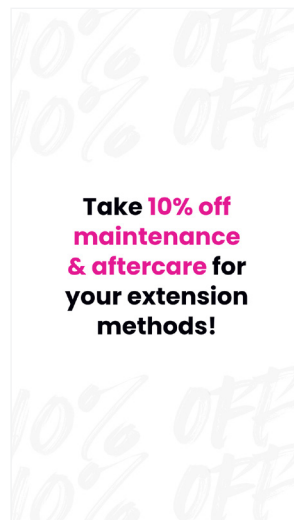
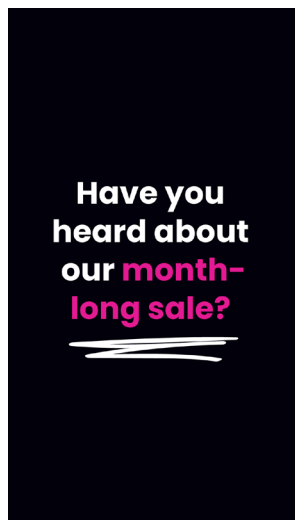
HEADLINE:
Stock up on your
maintenance
DESCRIPTION:
Extend your haircare
CTA: Shop now!

HEADLINE:
Maintain your extensions
DESCRIPTION:
with all the right
products!
CTA: Shop now!

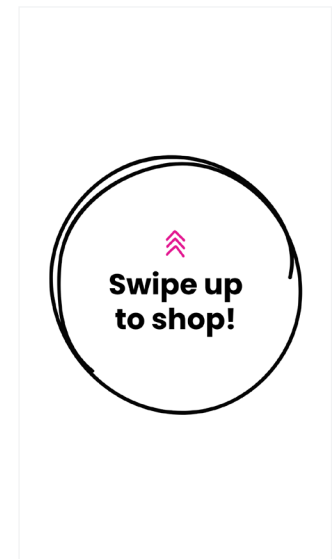
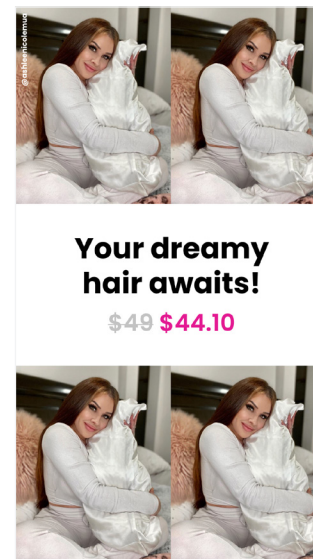
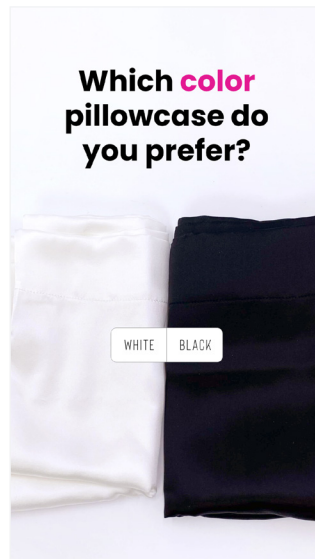
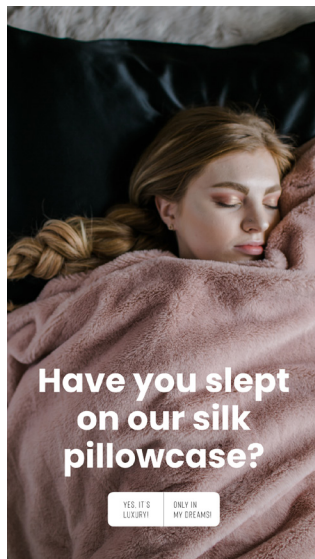
HEADLINE:
Get your go-to
maintenance tools
DESCRIPTION:
For long-lasting
extensions
CTA: Shop now!

HEADLINE:
Brushes, Pillowcases,
Twisties
DESCRIPTION:
all for 10% OFF!
CTA: Shop now!

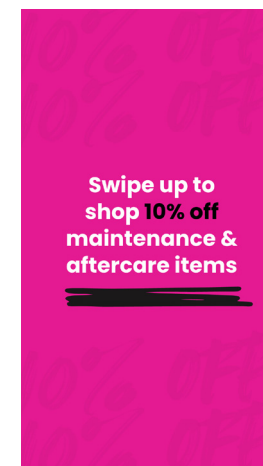
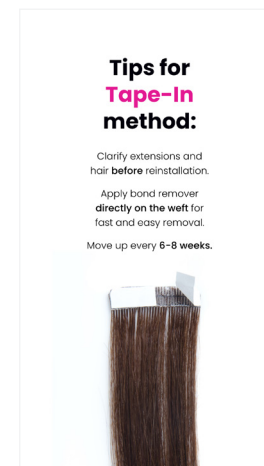
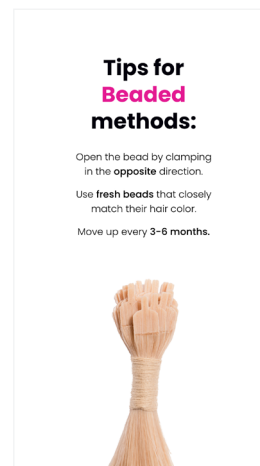
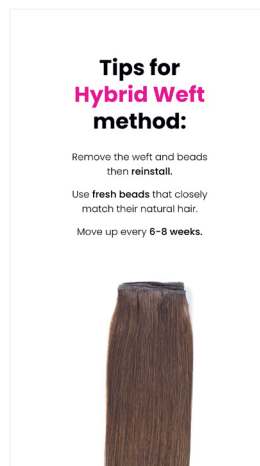
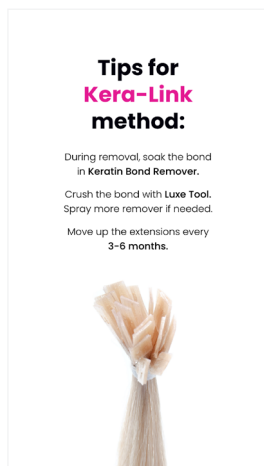
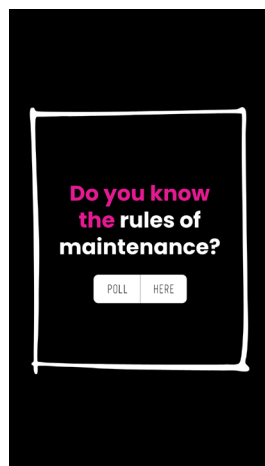
Story Set 1



Story Set 2



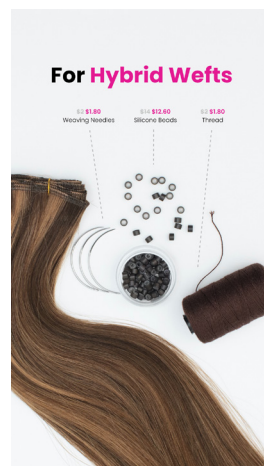
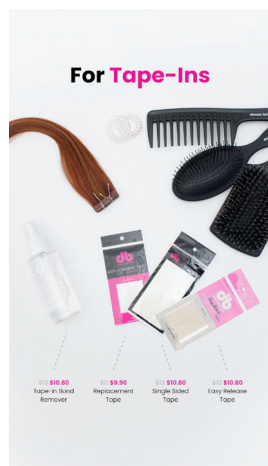
Story Set 3



Story Set 4

Keep those extensions **fresh** and **in-tact** with maintenance tools.

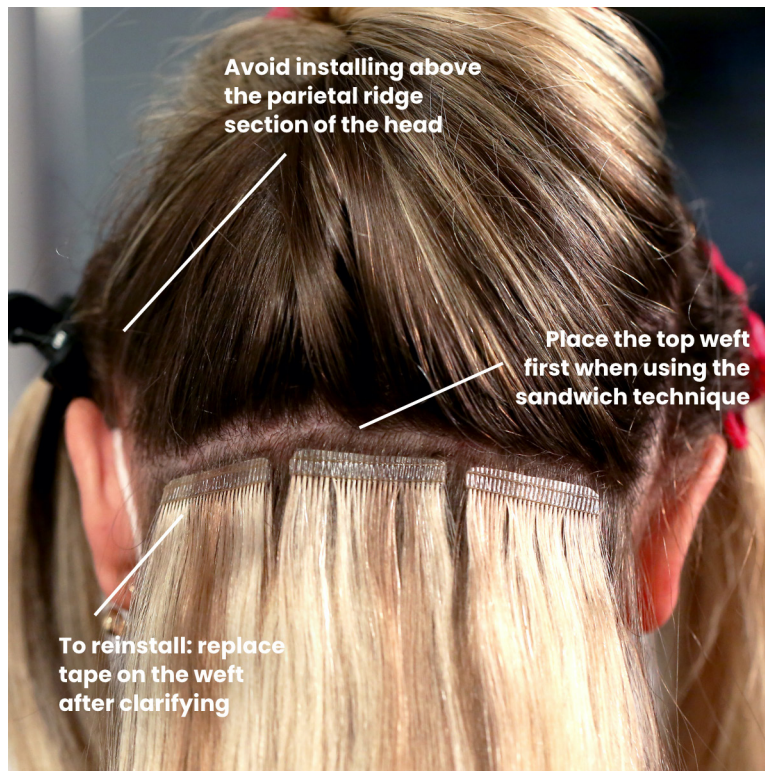
See what's on sale this month!



Get the deets on **maintenance tips** and **aftercare** on the blog!

Swipe up to read.

Social Feed Post 1



OBJECTIVE:

Give quick Tape-In Tips

POST COPY:

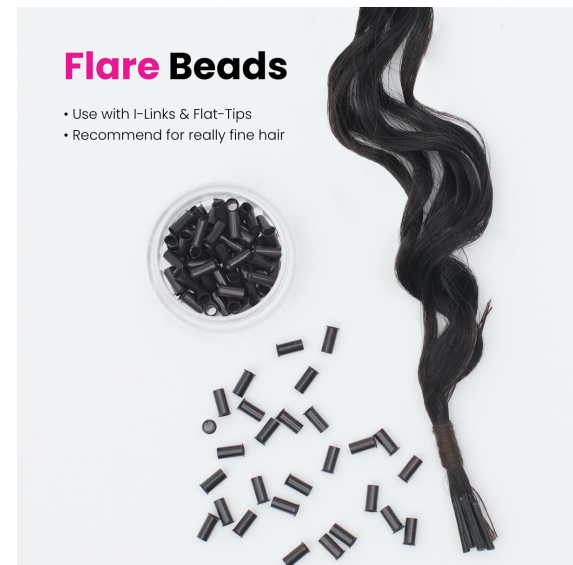
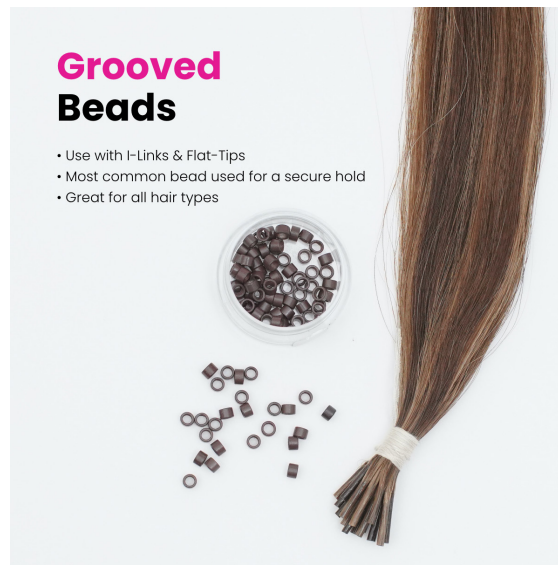
Need those quick Tape-In tips?

We got you covered. 🙌

#DonnaBellaHairTape-Ins

#DonnaBellaHairTips #DBHMaintenance

Social Feed Post 2



OBJECTIVE:

Showcasing our 3 different types of beads.

POST COPY:

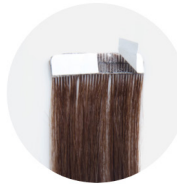
Aren't these beads a beaut! Secure, seamless and satisfying for a fresh install 🥰

#DonnaBellaHair #DBHBeads

#DBHmaintenance

Social Feed Post 3

When do I need to **move-up** my extensions?



Tape-in
6-8 weeks



Beaded
3-6 months



Kera-Link
3-6 months



Hybrid Weft
6-8 weeks

OBJECTIVE:

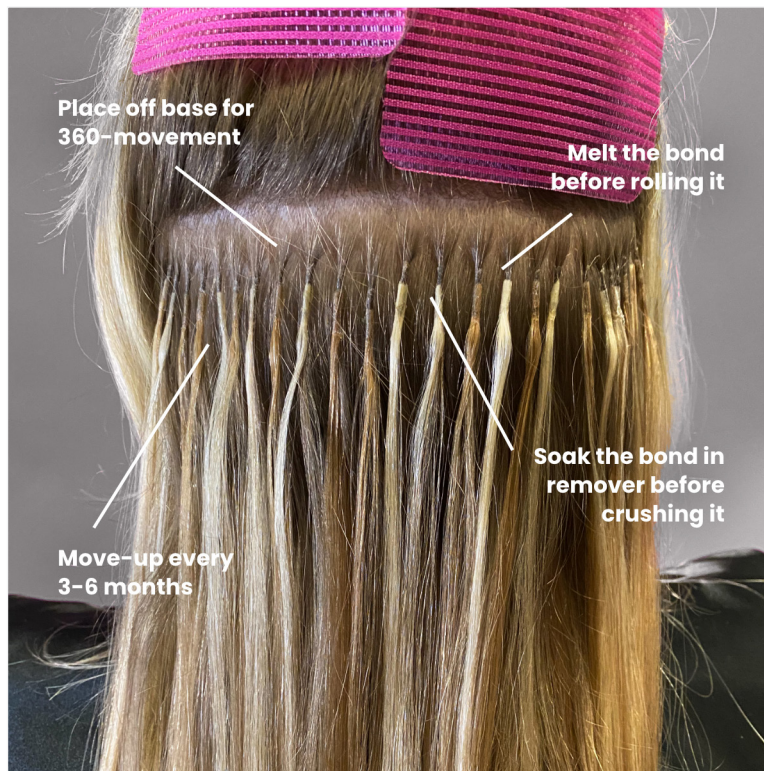
Maintenance Move-Ups for each method

POST COPY:

Werkin' on my maintenance 😎

Know exactly when you need an
extension refresh. No grow-out here!
#DonnaBellaHair #DBHmaintenance
#marchmaintenance

Social Feed Post 4



OBJECTIVE:

Kera-Link Install/Removal Tips

POST COPY:

Need a refresh on install and removal tips?
We're servin' up the Kera-Link maintenance facts. Try these out on your next client.

#DonnaBellaHair #DBHmaintenance

#marchmaintenance #keralinkextensions

Social Feed Post 5



OBJECTIVE:
Silk Pillowcase Benefits

POST COPY:
🎵Sweet dreams are made of 🎵...
silk. Rest your head on luxury while
soaking up all those benefits.

#DonnaBellaHair #DBHmaintenance
#marchmaintenance #silkpillowcase

Social Feed Post 6



OBJECTIVE:

Highlighting the maintenance products on sale

POST COPY:

What's better than March Madness? March Maintenance Sale! Catch me on the DBH website hittin' up that 10% OFF all maintenance products.

##DonnaBellaHair #DBHmaintenance
#marchmaintenance #marchmadness

Social Feed Post 7



OBJECTIVE:

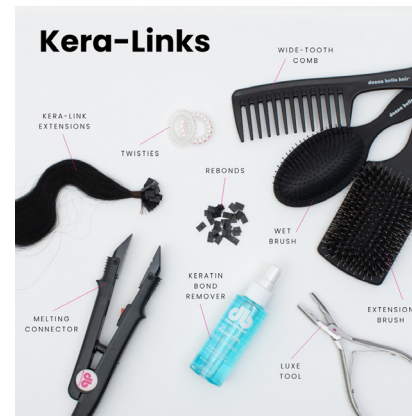
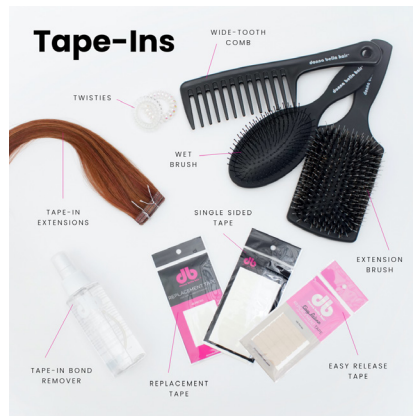
Beaded Install/Removal Tips

POST COPY:

Did you know we have TWO beaded methods? I-Links and Flat-Tips are where it's at for single strand extensions and ultimate 360-degree movement!

#DonnaBellaHair #DBHmaintenance
#beadedextensions

Social Feed Post 8



OBJECTIVE:

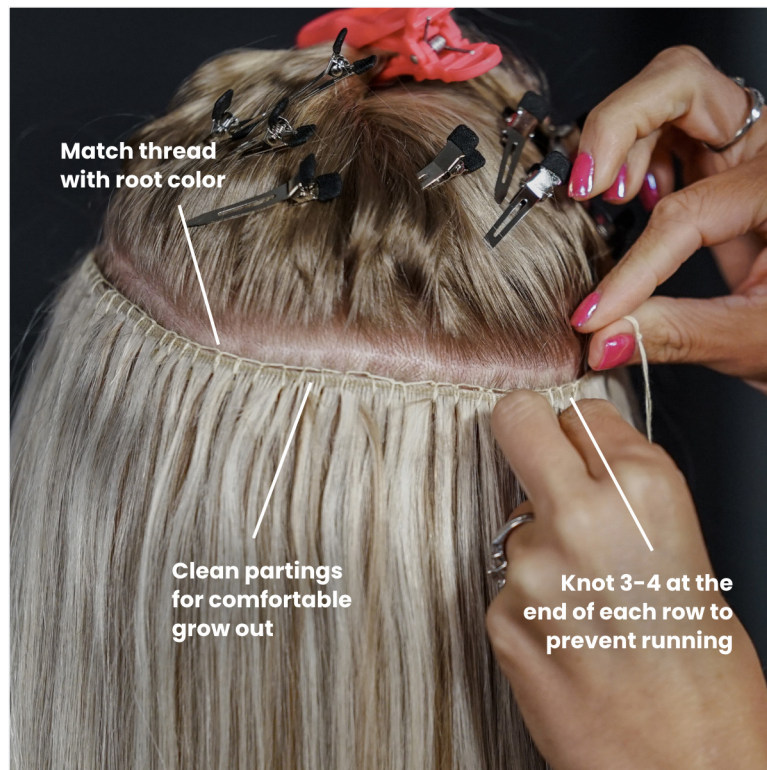
Maintenance products on sale tied with each method

POST COPY:

Show me the sales! Check out the maintenance products that are 10% OFF this month and which goes with what extension method.

#DonnaBellaHair #DBHmaintenance #DBHsale #DBHextensions

Social Feed Post 9



OBJECTIVE:
Hybrid Weft Install/Removal Tips

POST COPY:
You deserve the best with Hybrid Wefts. Check out these hot tips for install and removal on these baddies.

#DonnaBellaHair #DBHmaintenance
#DBHtips #DBHhybridwefts

Blog + Images

<https://docs.google.com/document/d/1sX6KD4LIJjtqM4660iWVt9pVI7R9pJklciYF4X8pqul/edit>

PHOTOS:

To come once blog is approved.

Please provide insight into what you'd like to see pictured in R2 feedback.

Web Banner 1



OBJECTIVE:

Announce the March Maintenance Sale. Leads to the collections page where items are 10% OFF

COPY:

Selfcare extends to your hair!

Get 10% OFF maintenance products all month.

CTA:

Make maintenance moves! OR Shop Maintenance

TERMS AND CONDITIONS:

Promotion starts March 1 and ends March 31 at 11:59 pm, ET. Items are marked down on site. 10% OFF items include: Replacement Tape, Easy Release Tape, Single Sided Tape, Tape-In Bond Remover, Easy Release Bond Remover, Keratin Bonds (all colors), Keratin Bond Remover, Grooved, Silicone and Flare Beads (all colors), Thread (all colors), Silk Pillowcase (all colors), Brushes (all brushes), Twisties (all colors).

Web Banner 2 (Copy)

OBJECTIVE

Announce the March Maintenance
Sale. Terms and Conditions Apply

Get 10% OFF tools and
aftercare products all month
long for your extension needs!
Terms and Conditions apply.