

BUSINESS PROTECTION PLAN



BUSINESS PROTECTION PLAN

Profitability is essential to navigating the challenges facing our industry today.

A strong, sustainable nail business is built on **four core drivers: attracting more clients, visiting more often, growing average spend, and having a productive team** to deliver profitable services.

At OPI, our goal is to equip you with the tools, education, and support that help you maximise each of these growth pillars and build a truly profitable nail business.

To make progress tangible, it's important to define clear, measurable actions, review them regularly, and assign an accountable owner to ensure momentum and results.

MORE CLIENTS

- + Attract new clients
- + Retain existing clients

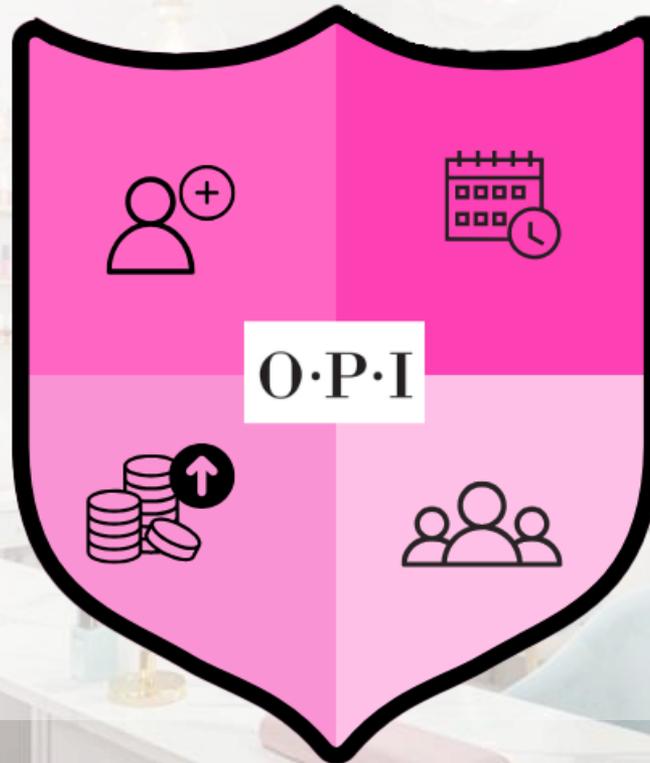
LEARN MORE



SPENDING MORE

- + Offer more services
- + Treatment upgrades
- + Retail

LEARN MORE



VISITING MORE

- + Clients visiting more often
- + Having more services

LEARN MORE



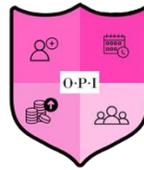
TEAM

- + Team productivity & profitability
- + Attract & retain team members

LEARN MORE



MORE CLIENTS
SPENDING MORE



VISITING MORE
TEAM



SUMMARY

DID YOU KNOW
85-90%
OF WOMEN USE NAIL CARE
PRODUCTS GLOBALLY?

43%
of females polish
their nails at home

10%
of females polish
their nails in salon

47%
of females polish
their nails in salon &
at home

Growing your client base is essential for long-term success and profitability. It works hand-in-hand with retaining your existing clients to build a sustainable business.

**More clients = a busier team,
stronger loyalty, and higher turnover**

- Define your business Point of Difference: why should clients choose you over competitors or DIY options?
- Stand out through service innovation, visibility, and memorable client experiences



This means there is a large amount of potential new clients!

Are you up to date with the latest trends, and frequently update your

Do you showcase your work on

Have you updated your Google Business profile so clients can find you easily?

Do you do referrals / loyalty schemes?

SERVICE MENU



SOCIAL MEDIA



GOOGLE BUSINESS



REFERRALS



MORE CLIENTS
SPENDING MORE



VISITING MORE
TEAM



SERVICE MENU

Attract New Clients with an On-Trend, Seasonal Service Menu

OPI delivers the latest trends through seasonal collections and core ranges.

Access digital and face to face education at opieducationuk.com



Clients choose nail services for self-expression, confidence, and self-care, and increasingly for seasonal trends and special occasions.

However, reasons to have our nails done such as **“I like the colour”** and **“to fit the season”** are seen on the rise. This means it’s important to attract these new clients with an **up-to-date & on trend service menu.**

Nail Salon Checklist

- Complete our [profit calculator](#) to work out which services are the most profitable for you.
- Complete [online or face-to-face training](#) for the latest trends and products through opieducationuk.com to ensure you and your team are confident talking about services and trends.
- Download our [service menu](#), or update your existing menu to stay on trend.
- Post to [social media](#) and tag us [@opiuki_pro](#) and [@opinailsuk](#) so that we can see and share your amazing work!

SERVICE MENU



SOCIAL MEDIA



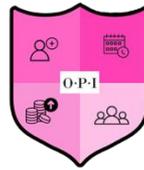
GOOGLE BUSINESS



REFERRALS



MORE CLIENTS
SPENDING MORE



VISITING MORE
TEAM



Google Business is one of the best ways for your salon to be noticed. When a client wants to find a new salon, they will often turn to google first. Make sure you're top of the search results.

Follow this 6-Step Guide to Setting Up the Best Google Business Profile

1. CLAIM & VERIFY YOUR BUSINESS

- Go to Google Business Profile and sign in.
- Search for your salon's name—if it exists, claim it; if not, create a new listing.
- Verify your business via postcode, phone, or email (Google will provide options).

2. OPTIMISE BUSINESS INFORMATION

- Ensure your business name, address, phone number (NAP), and website are accurate.
- Select the correct business category (e.g. "Nail Salon" or "Nail Technician").
- Add business hours and update them for holidays or special events.

3. ADD HIGH-QUALITY PHOTOS & VIDEOS

- Upload professional images of your salon exterior, interior, stylists, and services.
- Post before-and-after shots of client transformations (with permission).
- Use a short, engaging video to showcase your salon's feel and expertise.

4. ENCOURAGE & MANAGE REVIEWS

- Ask happy clients to leave Google reviews (send a direct link via SMS or email).
- Respond to all reviews—thank positive ones & address any negative feedback professionally.
- Engage with clients by liking & commenting on their reviews.

5. USE GOOGLE POSTS & UPDATES

- Post updates about promotions, new shades, events, or product launches.
- Share high-quality blog-style posts about nail care tips, products or styling trends.
- Add call-to-action buttons like "Book Now" or "Call Now" for easy appointment booking.

6. TRACK PERFORMANCE & IMPROVE

- Use Google Insights to monitor profile visits, search queries, and customer actions.
- Adjust your strategy based on data—if "Nail Art Near Me" is a top search, highlight that service.
- Keep your profile updated with regular posts, new photos, and offers.

COLOUR MENU



SOCIAL MEDIA



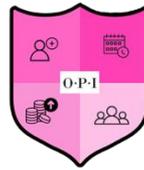
GOOGLE BUSINESS



REFERRALS



MORE CLIENTS
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REFERRALS

Turn Loyal Clients into Your Best Marketing Channel

Word-of-mouth remains one of the most effective ways to attract new clients. Referrals is a great opportunity to incentivise your loyal clients too!

BRING YOUR FRIEND EVENT

BOGOF services, themed events, bubbles, or 2-for-1 pamper parties



RECOMMEND-A-FRIEND CARDS

Reward both clients with money off, a gift set, or a treatment



COMPLIMENTARY GIFT

Offer a complimentary gift for every successful referral



SOCIAL MEDIA

Encourage clients to post their nails and tag the salon to reach their network



COLOUR MENU



SOCIAL MEDIA



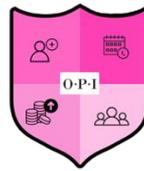
GOOGLE BUSINESS



REFERRALS



MORE CLIENTS
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VISITING MORE
TEAM



APPOINTMENT FREQUENCY

DID YOU KNOW
On average a client waits

102 days between
salon appointments, meaning

3.6 visits a year*

Reducing this to just 90 days in-between
appointments would give 1 extra visit per client per
year.

Recent trends show that clients come every 4-6 weeks OR they only come for special occasions.

It's important to discuss the product journey with your clients, so that they understand the benefit of **coming more frequently**.



How much extra revenue
could this give your business?

Do you offer your clients
bespoke treatment plans?

Is there an incentive for clients to
rebook?

Do you offer quick services or
have an 'express' option?

Do you check-in with clients who
you haven't seen for a while?

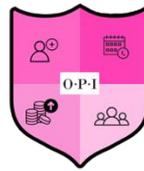
HIGHER FREQUENCY SERVICES +

REBOOKING
SCHEME +

EXPRESS MENU +

PERSONAL
TOUCHES +

MORE CLIENTS
SPENDING MORE



VISITING MORE
TEAM



HIGHER FREQUENCY SERVICES

Boost Visit Frequency with Premium, Bespoke Services

Drive repeat visits by offering premium, bespoke services

OPI systems are designed to boost visit frequency, elevate results, and increase your overall booking value.

Higher-frequency services (such as an infills) build loyalty, keep clients returning sooner, and strengthen your salon's competitive edge.



Salon Checklist

- Update your Service Menu with higher frequency services
- Complete the training and ensure you and the team are confident
- Recommend bespoke services specific to each client

HIGHER FREQUENCY
SERVICES



REBOOKING
SCHEME



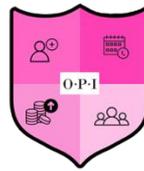
EXPRESS MENU



PERSONAL
TOUCHES



MORE CLIENTS
SPENDING MORE



VISITING MORE
TEAM



REBOOKING SCHEME

DID YOU KNOW?

Clients who rebook on the day tend to come back to the salon a week sooner. Take a look at different ideas that our top nail salons do to increase their rebooking:



REBOOKING AT CHECKOUT

Train all staff to ask every client, "I recommend we book your next appointment on" before they leave.



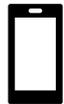
TEXT & EMAIL REMINDERS

Send friendly reminders when a client is due for an infill or new set making it easy to book with a direct link.



APPOINTMENT RECOMMENDATIONS

Suggest the ideal timeframe for their next visit (e.g. "I need to see you in three weeks to infill your nails").



SOCIAL MEDIA ENGAGEMENT

Use Instagram, Facebook, Tik Tok & Google Business to post about seasonal nail care and limited-time booking offers.



PERSONALISED FOLLOW-UPS

Send a quick thank-you message and suggest the best time for their next appointment. See "Personal Touches" for more.



LOYALTY DISCOUNTS

Offer a small discount or an intro to a new service / product add-on (e.g. Repair Mode or nail art) for clients who pre-book their next visit before leaving.



VIP MEMBERSHIPS

Create a membership program where clients get perks (like priority booking or exclusive discounts) if they commit to regular appointments.



EXCLUSIVE REBOOKING INCENTIVE

Offer clients an extra treat (e.g. a free product) when they rebook their next appointment before they leave.



BUNDLE SERVICES FOR REPEAT VISITS

Offer package deals (e.g. "Book 3 appointments in advance and get a free cuticle oil on your last visit.").



EXPRESS SERVICE APPOINTMENTS

Promote quick maintenance services (e.g. "express gel manicure") to keep clients who are time-poor coming back more regularly. See "Express Menu" for more.

HIGHER FREQUENCY SERVICES



REBOOKING SCHEME



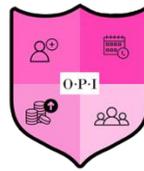
EXPRESS MENU



PERSONAL TOUCHES



MORE CLIENTS
SPENDING MORE



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EXPRESS SERVICE MENU

Drive Repeat Visits With Faster Service Times

Time is money - and quick services keep clients coming back.

A **varied menu of add-ons** (nail art, chrome, hand massage) helps clients choose their appointment time whilst increasing profit per appointment

Express manicures and pedicures offer an option for customers who are time-poor and offer a lower-cost entry point that attracts occasional clients back into the salon, where upgrades naturally follow



47%

of consumers only visit salons for special occasions or holidays*

O.P.I
Nature Strong
Nails & Skin

Pedicure Services

Express Pedicure (30-40 mins)
Quick, effective and on-so relaxing. The OPI Nature Strong Express Pedicure features essential OPI products to provide a spa pedicure experience without increasing service time.

Signature Pedicure (40-50 mins)
The OPI Signature Pedicure includes OPI Nature Strong products to soak, exfoliate and smooth-callused feet. The service is completed with massage techniques to reduce stress and relieve tension.

Pamper Pedicure (50-60 mins)
Soothe, relax and renew with the ultimate pedicure experience. The OPI Nature Strong Pamper Pedicure includes callus softening, exfoliation plus, an extended massage to reduce stress and relieve tension. The pedicure will leave your feet feeling relaxed and renewed.

O.P.I
Nature Strong
Nails & Skin

Manicure Services

Express Manicure (30-40 mins)
In a rush, but still a need to take care of your nails? The OPI Express service is perfect. Featuring essential OPI Nature Strong products and techniques in a condensed service that doesn't sacrifice on a pamper experience.

Signature Manicure (40-60 mins)
Experience the Signature manicure with OPI Nature Strong products combined with exfoliation and massage. This signature experience will soothe, relax and indulge your hands.

Pamper Manicure (50-60 mins)
Pamper hands with our relaxing extended manicure service with OPI Nature Strong products. During this service you will benefit from luxurious exfoliation, moisture & protection, while relaxing in a combination of massage techniques designed to reduce stress and relieve tension.

O.P.I
SERVICE MENU

Enhancements

- Gelvate Builder Gel €.....
- Full Coverage Tips €.....
- Gelvate/Tip Infill €.....

Manicure

- Gelvate Builder Gel €.....
- Gel Color €.....
- Infinite Shine €.....
- Nail Lacquer €.....
- Nature Strong Lacquer €.....

Pedicure

- Gel Color €.....
- Infinite Shine €.....
- Nail Lacquer €.....
- Nature Strong Lacquer €.....

Add On Services:

- Repair Mode €.....
- Nail Art €.....

Supporting Education

- All our courses online and in person on OPI Education can help expand your service menu and increase the rebooking of your clients
- Book time with your Account Manager to talk through building your business

HIGHER FREQUENCY SERVICES +

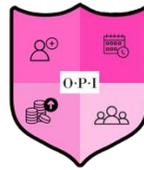
REBOOKING SCHEME +

EXPRESS MENU +

PERSONAL TOUCHES +

*Source: The Benchmarking Company 2025

MORE CLIENTS
SPENDING MORE



VISITING MORE
TEAM



PERSONAL TOUCHES

Build Loyalty Through Thoughtful, Personalised Moments

Small gestures create a memorable Point of Difference and encourage clients to return more often.

BIRTHDAY

Track client birthdays and offer a half-price treatment, free gift, or “bring-a-friend” pamper session



CHECK-IN

Use downtime to call clients, check how their nails are lasting, and reconnect around their nail goals.



GIFTING

Use key calendar moments (Valentine’s, Mother’s Day, Christmas, etc.) to incentivise rebooking with limited-time gifts or offers



RETAIL

Follow up on retail purchases to offer support, top-ups, or invite them back in.



HIGHER FREQUENCY SERVICES



REBOOKING SCHEME



EXPRESS COLOUR MENU



PERSONAL TOUCHES



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CONSULTATIONS

DID YOU KNOW?

Almost every negative issue that a nail tech faces, including service breakdown, no-shows, low rebooking rates, irregular income and lack of confidence, can be resolved via a thorough consultation.**

Clients who have a full consultation:

SPEND UP TO
35% more*

Once a client is in the salon, they rely on professionals for service guidance, treatment recommendations, and home-care advice.



CONSULTATION IS KEY

Clients come with nail concerns and goals, so ensure you and your team deliver a full consultation- covering shape, colour, treatments, and home care. This is the key moment to upsell, retail, and drive revenue.

Do you know what clients expect from a service?

Use our profit calculator to see what services are the most profitable?

Can you offer a salon-only treatment add-on to increase revenue?

Are you offering professional product recommendations?

CONSULTATION



PROFITABLE SERVICES



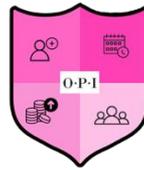
MAXIMISE TREATMENTS



MAXIMISE RETAIL



MORE CLIENTS
SPENDING MORE



VISITING MORE
TEAM



CONSULTATIONS

The consultation is the most important part of the appointment- it's your chance to understand the client's goals, explain how to achieve them, and maximise revenue through retail, and treatment recommendations



WHAT CLIENTS WANT FROM A CONSULTATION

96% Expected their consultation to include home care advice

86% Expected their consultation to include information on the latest trends

It is important that you complete a full consultation with every client.

- ✓ Use a **CONSULTATION FORM** to help with the conversation
- ✓ Offer bespoke service packages
- ✓ Talk the latest trends/shades with your clients
- ✓ Explain the benefits of home-care products and how they will help your client achieve their nail goals

CONSULTATION



PROFITABLE
SERVICES



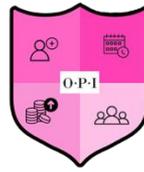
MAXIMISE
TREATMENTS



MAXIMISE RETAIL



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PROFITABILITY

Boost salon profit by identifying your most profitable services and increasing how often you delivers them. Use the **PROFIT CALCULATOR** to pinpoint cost-effective, time-efficient services

Offer quick treatments or add-ons like nail art or Repair Mode to increase profitability to services

Keep your team trained, incentivised, and highlight these services on your menu so clients choose them easily.



DID YOU KNOW?

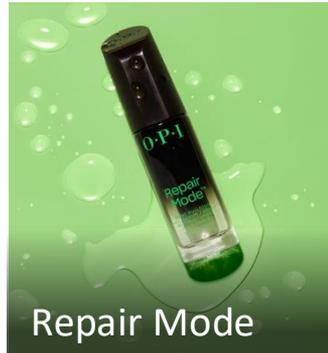
1 bottle of Repair Mode provides 85 services per bottle, earning you £425 revenue if you charge £5 per add-on



Nail Art



Nail Envy



Repair Mode

CONSULTATION



PROFITABLE
SERVICES



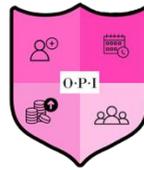
MAXIMISE
TREATMENTS



MAXIMISE RETAIL



MORE CLIENTS
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MAXIMISE TREATMENTS

Boost client satisfaction and long-term loyalty by offering **personalised treatments**.

Recommend **quick, high-value add-ons** that elevate the cost to the client.

A clear upgrade treatment menu helps clients choose options tailored to their needs, and pairing in-salon treatments with home care creates effective packages that support results both in the salon and at home.



Salon Checklist

- Use our **profit calculator** to work out which treatments are the most profitable for you.
- Complete any relevant education
- Download our **editable treatment menus** or update your existing menu to include add-ons
- Incentivise - **Set up an incentive** for your team to upgrade treatments, optimise their time and become more profitable

CONSULTATION



PROFITABLE
SERVICES



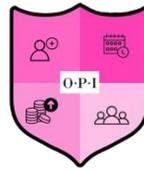
MAXIMISE
TREATMENTS



MAXIMISE RETAIL



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MAXIMISE RETAIL

What is the % of salons visits that include a retail sale?

6%*

If clients had consultations and were given advice, would they be willing to purchase once recommended in salon?

YES! Salons can offer exclusive home-care treatments and bespoke, professional recommendations to clients.



EDUCATION

- ✓ OPI Digital LIVE Masterclasses give you a detailed overview of our systems and product ranges
- ✓ Join in-person education to find out even more

Salon Checklist

- ✓ Download our **incentive chart** and run a nail tech incentive
- ✓ Ensure home care and nail goals are discussed in every consultation
- ✓ Create a package deals that combine retail and the nail service
- ✓ Consider offering a promotion such as: Nature Strong Skincare: **BUY 2, GET 1 FREE**

CONSULTATION



PROFITABLE
SERVICES



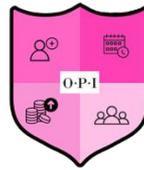
MAXIMISE
TREATMENTS



MAXIMISE RETAIL



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SUMMARY



CAREER PROGRESSION

Nail techs may think they'll earn more on their own, but that's not always true. Discuss career progression and earning potential-

How they earn, what they earn, and what they can do to earn more or advance.

Managing a team is one thing; **coaching a high-performing team** is what drives real growth. Maximising performance and productivity is essential for building a healthy, profitable salon

Keep your team motivated and give them a clear plan of personal growth

Staff retention contributes to client experience

Do you know how to increase turnover and optimise nail techs time?

Do you incentivise and reward your team?

CAREER PROGRESSION



CULTURE



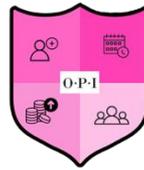
PRODUCTIVITY



INCENTIVES



MORE CLIENTS
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CAREER PROGRESSION

OPI Education Training Hubs



To keep your team motivated and focused, understand what drives them and what their career goals are.

Regular appraisals help clarify aspirations, earnings targets, and promotion pathways.

At OPI, our education supports creativity, skill development, and long-term growth- from **digital learning to in-person events and courses**. Education is a powerful retention tool and incentive, keeping your team skilled, motivated, and rewarded. Speak to your Account Manager about creating a bespoke education plan.

OPI has education venues all over the UK. Visit OPIeducationuk.com or speak to your Account Manager to find your closest one

CAREER PROGRESSION



CULTURE



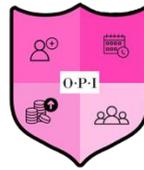
PRODUCTIVITY



INCENTIVES



MORE CLIENTS
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CULTURE

Your salon's culture shapes your identity, influences client experience, and impacts staff retention.

A positive, collaborative team culture that supports development and strong results is essential for a successful salon.



Top Tips

- ✓ **Define clear values and your salon mission** Make sure your staff understand them and how they can impact on them.
- ✓ **Open communication** Encourage open and honest communication between staff and management.
- ✓ **Arrange team building activities** Team dinner/drinks, celebrate staff birthdays, or attend OPI Mani-Meet ups to boost team morale.
- ✓ **Staff recognition and rewards** Appreciate and celebrate staff achievements. Make time in team meetings to champion this.
- ✓ **Training** Ensure staff have relevant training to build confidence, enhance skills and offer clients what they need.

CAREER PROGRESSION



CULTURE



PRODUCTIVITY



INCENTIVES



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PRODUCTIVITY

A productive team is key to salon profitability.

Use the [PRODUCTIVITY CALCULATOR](#) to assess each nail tech's current productivity and the additional revenue they could generate at 80%, 90%, or 100%.

Once you understand their potential, you can create a plan to increase individual productivity.

O-P-I NAIL TECH PRODUCTIVITY MODEL

INPUT INTO YELLOW BOXES ONLY

NAIL TECH 1				NAIL TECH 2				NAIL TECH 3			
CURRENT DAILY				CURRENT DAILY				CURRENT DAILY			
HOURLY RATE				HOURLY RATE				HOURLY RATE			
DAILY WORKING HOURS				DAILY WORKING HOURS				DAILY WORKING HOURS			
DAILY COST	£0.00			DAILY COST	£0.00			DAILY COST	£0.00		
AVERAGE DAILY TARIFFS				AVERAGE DAILY TARIFFS				AVERAGE DAILY TARIFFS			
AVERAGE HOURS UTILISED				AVERAGE HOURS UTILISED				AVERAGE HOURS UTILISED			
UTILISATION				UTILISATION				UTILISATION			
DAILY PROFIT	£0.00			DAILY PROFIT	£0.00			DAILY PROFIT	£0.00		
DAILY OPPORTUNITY				DAILY OPPORTUNITY				DAILY OPPORTUNITY			
TARIFFS	POTENTIAL PROFIT	INCREASE IN PROFIT		TARIFFS	POTENTIAL PROFIT	INCREASE IN PROFIT		TARIFFS	POTENTIAL PROFIT	INCREASE IN PROFIT	
70% UTILISED				70% UTILISED				70% UTILISED			
80% UTILISED				80% UTILISED				80% UTILISED			
90% UTILISED				90% UTILISED				90% UTILISED			
100% UTILISED				100% UTILISED				100% UTILISED			
CURRENT WEEKLY				CURRENT WEEKLY				CURRENT WEEKLY			
WEEKLY WORKING HOURS				WEEKLY WORKING HOURS				WEEKLY WORKING HOURS			
WEEKLY COST	£0.00			WEEKLY COST	£0.00			WEEKLY COST	£0.00		
AVERAGE WEEKLY TARIFFS				AVERAGE WEEKLY TARIFFS				AVERAGE WEEKLY TARIFFS			
AVERAGE HOURS UTILISED PER WEEK				AVERAGE HOURS UTILISED PER WEEK				AVERAGE HOURS UTILISED PER WEEK			
WEEKLY UTILISATION				WEEKLY UTILISATION				WEEKLY UTILISATION			
WEEKLY PROFIT	£0.00			WEEKLY PROFIT	£0.00			WEEKLY PROFIT	£0.00		
WEEKLY OPPORTUNITY				WEEKLY OPPORTUNITY				WEEKLY OPPORTUNITY			
TARIFFS	POTENTIAL PROFIT	INCREASE IN PROFIT		TARIFFS	POTENTIAL PROFIT	INCREASE IN PROFIT		TARIFFS	POTENTIAL PROFIT	INCREASE IN PROFIT	
70% UTILISED				70% UTILISED				70% UTILISED			
80% UTILISED				80% UTILISED				80% UTILISED			
90% UTILISED				90% UTILISED				90% UTILISED			
100% UTILISED				100% UTILISED				100% UTILISED			

Salon Checklist

- Download our Express Service Menu
- Ensure home care and customer priorities are discussed in every consultation
- Offer every client an add-on such as Repair Mode. Download the incentive chart and run an incentive to drive this.
- Use any spare time to update social media to attract new clients.

CAREER PROGRESSION



CULTURE



PRODUCTIVITY



INCENTIVES



MORE CLIENTS
SPENDING MORE



VISITING MORE
TEAM

INCENTIVES

Boost services and retail by engaging and rewarding nail techs with staff incentives.

Use short-term quick wins or longer-term leagues, such as a **3-month Collection League** to create healthy competition and reward top performers.

You can also run a **name-in-the-hat incentive** – more entries mean higher chances of winning - to keep lower performers motivated and involved.



Salon Checklist

- Download an incentive chart and run a staff incentive.
- Set up a Collection League and reward top performers and best improved across Bronze, Silver and Gold categories.
- Prize examples could be coffee vouchers, shopping vouchers, retail product, or a day off!
- Try a team incentive, 'If as a team we achieve X we'll plan a team night out.'
- Have regular updates in your team meetings to drive competition and excitement.
- Speak to your Account Manager for more information

CAREER PROGRESSION



CULTURE



PRODUCTIVITY



INCENTIVES



THANK YOU

