

SEVEN® 7

planogram

The number one rule for merchandising: Clients love organized opulence.

Well-organized merchandising of your SEVEN® haircare product is an essential part of your salon. Delivering more than just a quality impression, gorgeous shelves are the key to capturing a client's interest and completing their experience. Ultimately, this means increased sales for you.

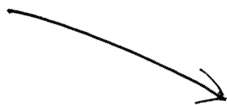
These are the guidelines to arrange your SEVEN® collections to heighten clients' retail experience, refresh the look of your salon, and optimize sales.



3 Foot Shelves x 4



Stagger liters front and back with shampoo in front of conditioners.



The image displays a retail shelving unit for 'SEVEN' brand skincare products. The unit consists of three main shelves, each holding a variety of products in different colors and sizes. The top shelf features a promotional sign that reads 'THANK YOU FOR SHOPPING LOCAL!' with a '7' logo and a photo of two women. Below the sign are several grey and black bottles and tubes. The middle shelf displays black and red products, including bottles and tubes, with a 'KENTE' sign on the left. The bottom shelf shows white and orange products, including bottles and tubes, with a 'CUBICA' sign on the left. The bottom-most row shows a row of ten large, rounded bottles in white, grey, black, orange, and red. All products feature the 'SEVEN' logo.

If you've got the space, use it!
Stock 2 facings wide whenever possible

6 Foot Shelves x 3



Tips & Tricks



Feel free to display your SIGNATURE hand sanitizer on your front desk or on stations, as well as on the shelves to make them feel full!

For visual consistency and storytelling, always group products by collection.



Keep your best-selling items at eye level—don't make people bend over backwards to find their perfect product. Draw extra attention by placing SEVEN® haircare imagery and product information at eye level.



Place collection marker frames to the left of a collection, before shampoo and conditioner.



If you've got it, use it! Fill your shelves by stocking 2 or more facings wide and 5 or more products deep. During peak times in salon, you are able to pull the product forward to make the shelves look full until you have time to stock. Full shelves feel luxurious, give a sense of well-being, and ultimately encourage sales.



Clients will usually pick the smaller size when you put a larger sized product next to a smaller one. Optimize 32oz "liter" sales by stocking them apart from smaller shampoos and conditioners.

Keep it fresh! High-shine jar lids and aerosol caps can get fingerprints. Your introductory package includes microfiber polishing cloths. Use them daily to keep things gleaming.



Take a shelfie! We'd love to see how brilliant SEVEN® looks in your salon.

Hashtag pictures with **#SEVENhaircare**, tag **@sevenhaircare** and send to info@7haircare.com so we can do some bragging about you.