

SU-DO MEANS BUSINESS!



AIRBRUSH TANNING

Cost Justification, Income, & Return on Investment (ROI)

What Revenues will Su-Do Airbrush Tanning generate for your business?

Figures shown represent charging \$40 per tan over a half hour period with a labor cost of \$20 per hour.

Su-Do would like to stress these are very conservative figures. Many salons charge in excess of \$40 per tan, apply more than 2 tans per hour and have labor costs of less than \$20 an hour.

Number of Treatments	Application Time	Labor Costs	Application Costs	Total Costs	Revenue	Net Profit
1	1/2 hour	\$10.00	\$2.50	\$12.50	\$40.00	\$27.50
2	1 hour	\$20.00	\$5.00	\$25.00	\$80.00	\$55.00
8	4 hours	\$80.00	\$20.00	\$100.00	\$320.00	\$220.00
16	8 hours	\$160.00	\$40.00	\$200.00	\$640.00	\$440.00
96	6 days	\$960.00	\$240.00	\$1200.00	\$3840.00	\$2640.00

Tanning System Consumable Value

- Both Pro Systems are supplied with 6.5 liters (1.625 gallons) of tropical tanning solution.
 - This equates to 130 full Body Tans @ 50ml per tan
 - 130 Tans x \$27.50 per tan profit (see above) = **\$3575.00**
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Return on Investment based on figures shown above

Pro Tanning System	Total Profit	Cost of System	Return on Investment	ROI (%)
5000	\$3575.00	\$1299.00	\$2276.00	175%
2000	\$3575.00	\$1179.00	\$2396.00	203%

Note: The example above does not recognize the multi-operator potential of the Pro 5000 system as it is limited by the total quantity of fluid supplied with each system. With no such restriction much greater revenues are possible from a Pro 5000 system worked simultaneously by two to four operators.

Conclusion

Even in a conservative pricing scenario and paying an operator \$20 per hour your Su-Do Pro Tanning System will cover its cost after 40 - 45 treatments (10 - 20 hours depending



upon speed of application).

Professional Training Materials are included with all Pro Systems so you get better, faster.

