

Top Tips for creating a professional display

1. Use a plain table covering to ensure the products stand out.
2. Stuff bags with scrunched up paper or polystyrene chips to make them stand up and look their best.
3. Use sticky tack to make products stand up to make the display more dynamic.
4. Remove lids from some skincare pots and lift the lids on make-up palettes to show the gorgeous shades.
5. Give yourself plenty of time to create the display.
6. Always ask for a second opinion – you can sometimes be too close to your own display so ask for guidance from a fresh pair of eyes.
7. Download and print off the posters for some extra impact.
8. Download the product fact sheets to brush up on your knowledge of our latest products.
9. Ensure you have a good stock of products of all different types to create the most effective and impactful display you can.