How to Create a Beautiful Simple, & Practical Glamour Demo Display Trays!

By Sales Director Joni Cool

I chose to use 2 display trays available on InTouch Section 2, and a Compact Pro and Compact Mini to display all the mineral glamour items we have!

On the cover I double side taped each glamour image/name from the current Look Book catalog. Then took 1 large strip of clear packing tape over top of the images. I placed the eye shadows in the order they are in the Look Book except skipped 1 spot (2nd row on right) so that all the greens, purples and blues were together! The 2nd display tray has all 4 bronzing powders, both highlighters and 6 blushes. The compacts have the other 4 blush colors, I chose my 4 best sellers/favorites. The eye colors in the compacts are the eye bundles (yes those colors are ALSO in the eye shadow display tray). You can also choose to cut the prices and description of the products and paste it on the cover too for quick reference for your and your customers! You will want the retail size of each as demos for simplicity, professionalism, and they can see the actual size they will be purchasing. PLUS the retail size products count towards Star Consultant and you can write them off as a Demo/Tester Product Tax Deduction!