

— LOVE PAMPER COMPANY —

LOVE PAMPER COMPANY – BRAND GUIDELINES

Our Brand Identity

Love Pamper Company is built on luxury, calmness, and exceptional client care. Every therapist represents our brand, so consistency in appearance, behaviour, and communication is essential.

These guidelines ensure every client receives the same high-quality, premium experience — no matter where they are in the UK.

1. Presentation Standards

Professional Appearance

Therapists must present themselves in a clean, polished, and luxury-aligned way:

- Clean, pressed therapist uniform or black professional attire
- Hair tied back neatly
- Natural makeup
- Minimal jewellery
- Clean, tidy nails (no chipped polish)
- Fresh, well-kept personal appearance

Your look should reflect calmness, professionalism, and trust.

2. Equipment Standards

Everything you bring to a booking must be:

- Clean
- Sanitised
- Organised
- Professional

Required Equipment

- Clean towels
- Oils, creams, and products needed for your treatments
- Couch roll
- Massage table (if applicable)
- Sanitising wipes
- Water for yourself
- Small bin bag for waste

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Clients should feel they are receiving a luxury spa experience — wherever they are.

3. Behaviour & Conduct

Professional Conduct

Therapists must always:

- Be warm, calm, and polite
- Maintain confidentiality
- Respect client boundaries
- Follow treatment protocols
- Deliver consistent, high-quality service

Never Do

- Discuss personal issues
- Discuss other therapists
- Talk about payment or pricing
- Ask for tips
- Promote your own business
- Share your personal phone number

Your behaviour should always reflect the professionalism of Love Pamper Company.

4. Communication Style

Our communication is:

- Warm
- Calm
- Clear
- Professional
- Reassuring

Clients should feel relaxed, valued, and cared for from the moment you arrive.

5. Brand Values

Love Pamper Company stands for:

- Luxury
- Calmness

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- Professionalism
- Reliability
- Exceptional client care
- Consistency across all therapists

Every therapist plays a key role in maintaining these values.

6. Client Experience Standards

Every client should experience:

- A warm welcome
- A calm, spa-like environment
- Professional treatment delivery
- Clear aftercare advice
- A respectful, relaxing atmosphere

This is what sets Love Pamper Company apart.