

# Beauty and wellness marketing dates you can't miss

*April – June (Q2) 2025* —————

Spring is in full swing, and summer is just around the corner! The second quarter is packed with opportunities to freshen up your marketing strategies, attract new customers, and encourage repeat visits. With themes like renewal, self-care, and summer prep, you'll have endless ways to engage your audience across April, May, and June.

Here's your Q2 marketing guide to boost bookings, promote products, and connect with your customers.

Stay ahead of each holiday by promoting your offers early across email, social media, and in-store signage. With creative campaigns tied to Q2 observances, your beauty and wellness business can make every special date count!



# April

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Spring is a time of renewal and fresh starts. The month is perfect for promoting rejuvenating treatments, stress relief services, and environmentally friendly initiatives. With holidays like Earth Day and Easter, April also offers chances to connect with eco-conscious consumers and families alike.

## **Main themes**

### **Spring renewal**

Spring symbolizes fresh beginnings. Highlight treatments and products that rejuvenate body and mind, like cleansing facials, body scrubs, or new skincare lines.

### **Environmental responsibility (Earth Day)**

Show clients how your business prioritizes eco-consciousness, from using sustainable products to energy-saving practices.

### **Playful campaigns (April Fools' Day)**

Fun campaigns can add personality to your brand. Lighthearted promotions or playful social media posts can attract attention and make customers smile.

## Key marketing dates and ideas

APRIL  
20

### Easter Sunday

**Marketing idea:** Celebrate Easter with “Egg-cellent Beauty Deals,” offering discounts on spring facials and hair treatments. Create cute Easter-themed gift sets.

**Social content:** Host a social media giveaway with trivia or Easter-themed questions.

APRIL  
22

### Earth Day

**Marketing idea:** Highlight eco-friendly beauty and wellness products, such as vegan or cruelty-free skincare.

**Social content:** Share sustainability efforts like reducing waste or using energy-efficient equipment.

APRIL  
23

### Administrative Professionals' Day

**Marketing idea:** Cater to workplaces by promoting gift card discounts. Encourage group bookings for lunchtime spa breaks to show appreciation for administrative professionals.

APRIL  
26

### National Sense of Smell Day

**Marketing idea:** Focus on aromatherapy treatments or scented products like candles and essential oils. Bundle purchases with seasonal promotions and sensory experiences.



### April promo tip

A post-winter refresh is often top of mind for clients. Promote spring-themed facials or body scrubs with discounts for first-time customers or membership perks.

## April 2025

**April 1** - April Fools' Day

**April 18** - Good Friday

**April 18** - National Exercise Day

**April 20** - Easter Sunday

**April 22** - Earth Day

**April 23** - Administrative Professionals' Day

**April 25** - Arbor Day

**April 26** - National Sense of Smell Day

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 APRIL FOOLS' DAY	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18 GOOD FRIDAY / NATIONAL EXERCISE DAY	19
20 EASTER SUNDAY	21	22 EARTH DAY	23 ADMINISTRATIVE PROFESSIONALS' DAY	24	25 ARBOR DAY	26 NATIONAL SENSE OF SMELL DAY
27	28	29	30			

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A large, stylized palm frond is positioned on the left side of the page, extending from the top left towards the center. It has a light green color with detailed vein patterns.

# May

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Bridging spring and summer, May is a high-energy month for your business. From honoring mothers to prepping for summer adventures, this month lets you offer feel-good services and celebratory experiences.

## **Main themes**

### **Celebrating moms**

Honoring mothers is a perennial favorite. Beyond traditional Mother's Day offers, explore packages tailored to daughters or families.

### **Preparing for summer**

May is a vacation-planning month, and everyone loves to look their best. Focus on readying skin with exfoliating treatments, summer waxing deals, and SPF promotions.

### **National and local observances**

With observances like National Nurses Day and Creativity Day, May offers opportunities to celebrate specific groups or spotlight team artistry.

## Key marketing dates and ideas

MAY  
06

### National Nurses Day

**Marketing idea:** Show your appreciation to healthcare workers by offering discounts on facials, massages, or pedicures.

MAY  
11

### Mother's Day

**Marketing idea:** Advertise "Mom & Me" packages, offering services like side-by-side manicures or facials. Suggest pre-made skincare baskets or gift cards for last-minute shoppers.

**Social content:** Encourage followers to share what makes their mom special for a chance to win a free treatment for two.

MAY  
19

### Victoria Day (Canada)

**Marketing idea:** Kick off summer beauty campaigns with a focus on waxing, pedicures, and sunscreen products.

MAY  
26

### Memorial Day (US)

**Marketing idea:** Offer a Memorial Day Beauty Blitz sale featuring discounted services like hair treatments, hydrating facials, or summer-ready pedicures. Celebrate veterans by adding a special discount for military families.

**Social content:** Share tips for summer beauty rituals focusing on hydration and sun protection.



### May promo tip

Customers are getting vacation-ready this month. Offer limited-time packages that bundle waxing services, pedicures, and exfoliating body treatments.

## May 2025

**May 6** - National Nurses Day

**May 11** - Mother's Day

**May 15** - International Day of Families

**May 19** - Victoria Day (Canada)

**May 23** - National Road Trip Day

**May 26** - Memorial Day (US)

**May 27** - National Sunscreen Day

**May 30** - National Creativity Day

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5	6 NATIONAL NURSES DAY	7	8	9	10
11 MOTHER'S DAY	12	13	14	15 INTERNATIONAL DAY OF FAMILIES	16	17
18	19 VICTORIA DAY (CANADA)	20	21	22	23 NATIONAL ROAD TRIP DAY	24
25	26 MEMORIAL DAY (US)	27 NATIONAL SUNSCREEN DAY	28	29	30 NATIONAL CREATIVITY DAY	31

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# June

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Marking the official start of summer, June celebrates important dates like Father's Day and Pride Month. With warm-weather goals in mind, you can amp up your efforts to promote hydration, skin protection, and a bit of fun.

## Main themes

### Father's Day

Offer services tailored to men, like beard-care treatments or sports massages. Break any stigma by emphasizing the importance of self-care for all demographics.

### Self-care before summer

June is about achieving that "ready-for-anything" glow. Hydrating facials, brightening treatments, and hair care can help clients look and feel amazing.

### Summer kickoff

With warm weather here, clients will be seeking waxing, spray tans, SPF products, and lightweight skincare.

## Key marketing dates and ideas

JUNE  
08

### National Best Friends Day

**Marketing idea:** Promote “Bring a Friend” deals where clients can book services together at a discounted rate.

JUNE  
15

### Father’s Day

**Marketing idea:** Offer tailored services for dads, like gentlemen’s facials, sports massages, or beard-care treatments. Market these as “stress relief gifts” and include gift card promotions.

**Social content:** Share testimonials from male clients enjoying your services to attract more bookings from men.

JUNE  
21

### National Selfie Day

**Marketing idea:** Promote treatments like lash lifts, facials, or teeth-whitening services. Encourage clients to tag your business in their selfies on social media.

JUNE  
21

### International Yoga Day

**Marketing idea:** Offer massages and treatments designed to aid flexibility and recovery.



### June promo tip

Skin protection and hydration are common concerns during hot months. Focus on promoting moisturizers, sunscreens, and hydrating treatments as summer essentials. Create a selfie corner if your business doesn’t already have one.

## June 2025

**June 1** - First Day of Summer /  
National Skincare Education Day

**June 8** - National Best Friends Day

**June 15** - Father's Day

**June 19** - Juneteenth

**June 21** - National Selfie Day

**June 21** - International Yoga Day

**June 23** - National Hydration Day

**June 27** - National Sunglasses Day

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 FIRST DAY OF SUMMER / NATIONAL SKINCARE EDUCATION DAY	2	3	4	5	6	7
8 NATIONAL BEST FRIENDS DAY	9	10	11	12	13	14
15 FATHER'S DAY	16	17	18	19 JUNETEENTH	20	21 NATIONAL SELFIE DAY/ INTERNATIONAL YOGA DAY
22	23 NATIONAL HYDRATION DAY	24	25	26	27 NATIONAL SUNGLASSES DAY	28
29	30					

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