

Beauty and wellness marketing dates you can't miss

October – December (Q4) 2025

Could your Q4 marketing calendar use a makeover?

The final quarter of the year is one of the busiest (and most profitable) times for the industry. From Halloween to Thanksgiving, and Christmas or Hanukkah, the holiday season offers a wealth of celebrations you can incorporate into your promotions to maximize your annual revenue.

To help your brand make the most of Q4, we've put together the ultimate marketing calendar. Unwrap key dates, unique campaign ideas, and expert tips from Zenoti — all designed to help you finish the year strong and set the stage for an even better 2026.

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OCTOBER

Fall is in full swing, and October sets the stage with cozy weather, spooky vibes, and pumpkin-themed everything. For beauty and wellness businesses, it's a month rich with promotional potential.

As the most popular wedding month of 2024, October is also a key time to spotlight your bridal services. And with themed days like National Hair Day, World Mental Health Day, National Pumpkin Day, and of course, Halloween, there's no shortage of opportunities to tailor your services and campaigns to match your brand's style.





KEY MARKETING DATES

OCT
7

National LED Light Day

Spotlight the powerful benefits of LED treatments — from skin rejuvenation to acne reduction and beyond. Educate your clients, showcase your expertise, and drive revenue with targeted specials, service packages, or even exclusive membership offers.

OCT
18

National No Beard Day

As “No Shave November” approaches, this light-hearted holiday offers the perfect lead-in, encouraging a clean, fresh shave. Use this day to promote shaving services, skincare treatments, or grooming product bundles — and get clients in the door ahead of the bearded season.

OCT
26

National Pumpkin Day

Highlight seasonal favorites like pumpkin masks, scrubs, or facials — and encourage clients to indulge in fall-inspired treatments before they run out. Send a promo email reminding them to book now and treat themselves before November hits.

Start planning...

Don't let *No Shave November* sneak up on your business. Plan beard care specials and product bundles for clients embracing their facial hair this season.

Also, start prepping your Black Friday and holiday promotions now to ensure you make the most of the busiest shopping season of the year.

Zenoti Insight

In 2025, 71% of salon and spa regulars have skipped booking because it was too hard to reach someone or book online. For medspa regulars, the number climbs even higher to 79%.

Consumer surveys, Zenoti, 2025

Breast Cancer Awareness Month

Oct 1	National Hair Day
Oct 1	National Pumpkin Spice Day
Oct 5	National Do Something Nice Day
Oct 7	National LED Light Day
Oct 10	World Mental Health Day
Oct 13	Thanksgiving (Canada)
Oct 15	National Aesthetician Day
Oct 18	National No Beard Day
Oct 25	National Trick or Treat Day
Oct 26	National Pumpkin Day
Oct 31	Halloween



ZENOTI TIP

To prepare for the holiday season, consider giving your front desk an upgrade. From AI receptionists for after-hours calls to multi-channel booking and scheduling support, these smart solutions take the stress off your team and help you optimize holiday revenue opportunities.

OCTOBER 2025

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
			<ul style="list-style-type: none"> National Hair Day National Pumpkin Spice Day 			
5	6	7	8	9	10	11
National Do Something Nice Day		National LED Light Day			World Mental Health Day	
12	13	14	15	16	17	18
	Thanksgiving (Canada)		National Aesthetician Day			National No Beard Day
19	20	21	22	23	24	25
						National Trick or Treat Day
26	27	28	29	30	31	
National Pumpkin Day					Halloween	

NOVEMBER

November is a crucial month for growth in the beauty and wellness industry. Holiday spending starts to ramp up (without the full-on chaos of December), making it the ideal time to drive gift card and retail product sales.

It's also a month rooted in gratitude and giving, which creates a perfect backdrop for client appreciation campaigns, and festive giveaways. From creative holiday tie-ins to heartfelt gestures, there are countless ways to engage your clients and boost revenue all month long, not just on Black Friday.





KEY MARKETING DATES

NOV
2

End of Daylight Saving Time

It's the day your clients have been waiting for — an extra hour of rest. Encourage them to make the most of it by booking a little “me time” with a limited-time promo on your most relaxing services.

NOV
25

National Shopping Reminder Day

Create early-bird promotions, gift card specials, or holiday bundles to drive sales and help your clients avoid the stress of last-minute shopping. It's a win-win: they stay ahead, and your holiday revenue gets a strong early boost.

NOV
29

Small Business Saturday

Every year, clients spend billions supporting local businesses on Small Business Saturday — ensure your brand is part of that momentum. Highlight your unique offerings, create limited-time specials, and remind clients that every purchase with you supports a local business they love.

Start planning...

Get your online storefront and digital gift cards ready for Cyber Monday on December 1. This is a prime opportunity to capture the holiday shopping surge, so ensure everything is updated, easy to navigate, and fully stocked to maximize your sales.

Zenoti Insight

Businesses that integrate booking from search engines are 15% more likely to attract new guests directly from Google.

[Definitive Guide to Growth, Zenoti, 2025](#)

National Gratitude Month / No Shave November

- Nov 1** Day of the Dead
Nov 2 End of Daylight Saving Time
Nov 5 National Stress Awareness Day
Nov 7 National Retinol Day
Nov 11 Veterans Day
Nov 13 World Kindness Day
Nov 25 National Shopping Reminder Day
Nov 27 Thanksgiving (U.S.)
Nov 28 Black Friday
Nov 29 Small Business Saturday



ZENOTI TIP

Cyber Monday 2024 set a single-day record for BNPL (buy now, pay later) sales at over \$991 million. If you are not already offering flexible payments, November is the perfect window to get set up with a software partner like Zenoti that supports BNPL — so you're ready to maximize sales when it matters most.

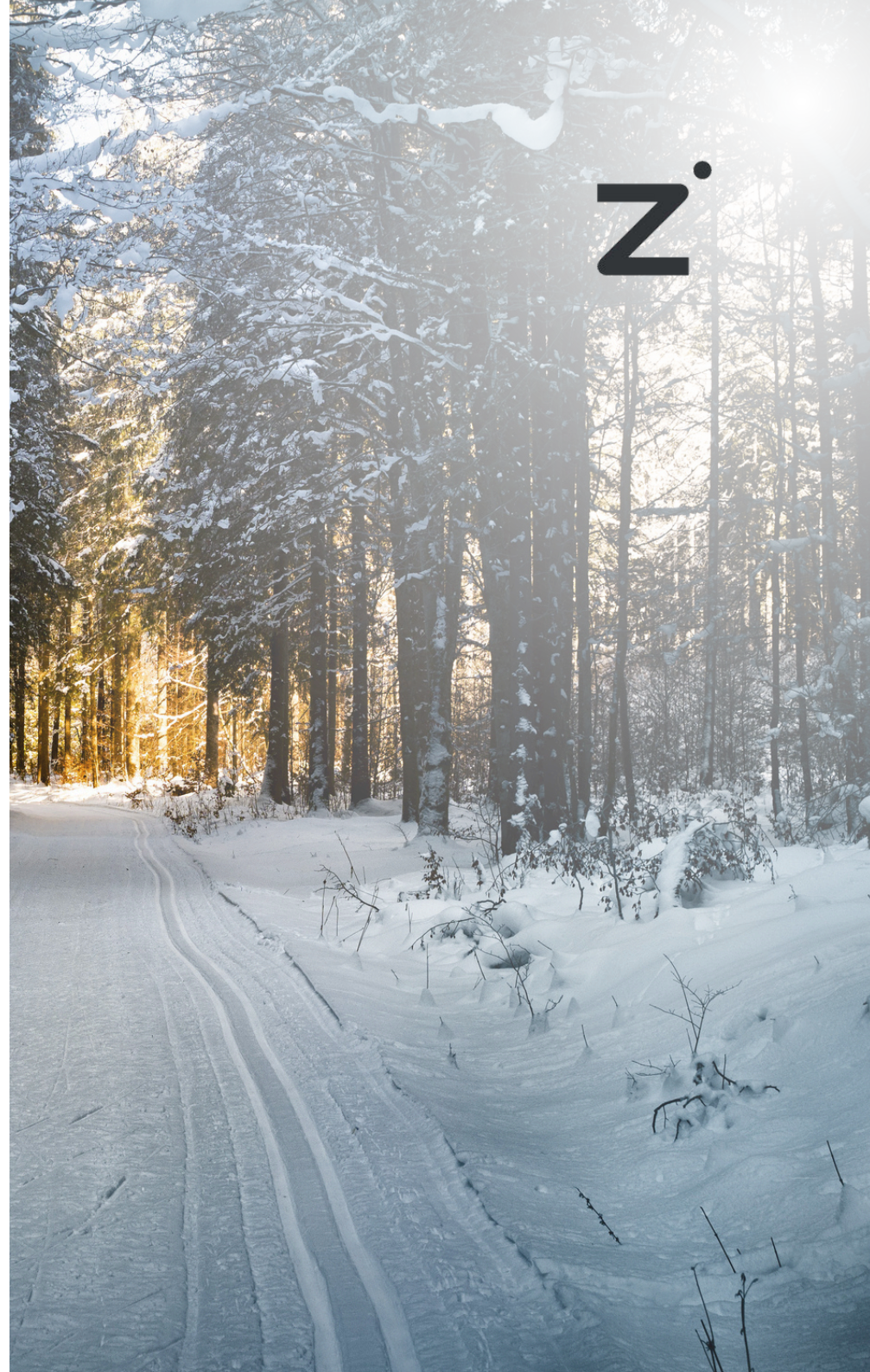
NOVEMBER 2025

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 Day of the Dead
2 End of Daylight Saving Time	3	4	5 National Stress Awareness Day	6	7 National Retinol Day	8
9	10	11 Veterans Day	12	13 World Kindness Day	14	15
16	17	18	19	20	21	22
23	24	25 National Shopping Reminder Day	26	27 Thanksgiving (U.S.)	28 Black Friday	29 Small Business Saturday
30						

DECEMBER

As fall gives way to winter, many clients will be seeking treatments to combat dry skin and hair — offering prime opportunities for targeted promotions.

But the spotlight this month often centers on the holidays. From work parties to Christmas card photos, clients want to look and feel their best. Plus, as they shop for gifts for loved ones, this month presents a valuable chance to boost revenue and help offset slower periods throughout the year.





KEY MARKETING DATES

DEC
13

National Cocoa Day

Set up a hot chocolate station or partner with a local cafe to give a warming treat to anyone who comes in during the week. Sell discounted, themed gift cards and inspire clients to share the warmth by giving one to someone special.

DEC
18

National Twin Day

Celebrate the spirit of twinning by offering special discounts or perks for clients (be they friends or couples) who come dressed alike. You can also encourage sharing “twinning” photos on social media with a contest or giveaway.

DEC
19

National Ugly Christmas Sweater Day

Celebrate the season by offering a small incentive (like a 10% discount) to anyone who books or stops by wearing their festive, tacky gear. You can also take it up a notch with a contest for the ugliest sweater, with a free service for the winner.

Start planning...

Get ready to launch “New Year, New Me” campaigns tailored for clients embracing self-care as a top New Year’s resolution. Highlight your memberships or packages as the ideal way to save money while staying committed to their goals.

Zenoti Insight

Gift card sales increased by 20% across the industry in 2024. Salons led the way with an impressive 93% sales growth followed by medical spas (23%).

The Beauty and Wellness Benchmark Report,
Zenoti, 2025

Universal Human Rights Month

Dec 1	Cyber Monday
Dec 12	National Gingerbread House Day
Dec 13	National Cocoa Day
Dec 14	Beginning of Hanukkah
Dec 18	National Twin Day
Dec 19	National Ugly Christmas Sweater Day
Dec 21	First Day of Winter
Dec 25	Christmas Day
Dec 26	Boxing Day / Beginning of Kwanzaa
Dec 31	New Year's Eve



ZENOTI TIP

With gift-giving at the forefront this month, make it effortless for customers to purchase gift certificates both online and in-store when it's convenient for them — especially as 62% of regulars say they'd be more likely to choose a salon or spa with after-hours support. For medspas, this number jumps to 82%.*

**Consumer surveys, Zenoti, 2025*

DECEMBER 2025

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 Cyber Monday	2	3	4	5	6
7	8	9	10	11	12 National Gingerbread House Day	13 National Cocoa Day
14 Beginning of Hanukkah	15	16	17	18 National Twin Day	19 National Ugly Christmas Sweater Day	20
21 First Day of Winter	22	23	24	25 Christmas Day	26 • Boxing Day • Beginning of Kwanzaa	27
28	29	30	31 New Year's Eve			

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