



## **Aptations, Inc Magnification Mirrors**

### **When Quality AND Value Matter!**

*Aptations, Inc magnification mirrors offer both form and function. Attractive traditional, contemporary, and transitional styles in long-lasting finishes that match most decorative bath accessories add yet another category that can generate additional sales volume and margins. While most customers don't visit to "look for" this category, magnification mirrors are a perfect add-on sale to any customer's purchases. Experienced successful sales associates use the category as volume-building suggested sales products, presented as the "jewelry for the bathroom". The key to successful selling is Display, Location, and Awareness and Knowledge of the category by all Showroom Sales Associates.*

### **Why offer a Magnification Mirror to your customers?**

Every customer can use and benefit from a magnification mirror.

**Seeing bigger is better** when it comes to facial care and skin treatment.

- Makeup Application: Eyeliner, Eye Shadow, Blush, Lipstick, Lip Liner, Foundations.
- Skin Treatment: Cleansing, Moisturizing, Exfoliating, Waxing, and Bleaching.
- Shaving and other facial hair care
- Teeth and gum care
- Magnification Mirrors are available in every mirror category: Vanity or Wall, Lighted (Incandescent, Fluorescent, and LED (Light Emitting Diode) or Unlighted, Travel, Folding, or Purse.

### **What "Standard" of Magnification is currently accepted by your customers?**

- Most consumers accept 3X to 5X Magnification as ideal.
- Consumers with poor eyesight often ask for greater than 5X. Aptations, Inc offers magnifications up to 10X.
- Most Aptations, Inc Mirrors offer both a magnified side and a non-magnified side (1X).

## **How does a Mirror Magnify?**

- **Bent-Glass Magnification.** The curvature of the mirror lens determines the magnification amount. *The more the curvature, the higher the magnification.* As the curvature and diameter of the lens increases, distortion can increase as well. Generally speaking, larger diameter mirrors have less magnification than smaller mirrors.

## **What metal does Aptations, Inc use in their mirrors, and how are the finishes produced?**

- Most “stamped” mirror parts are steel.
- The base metal is first bathed in neutralizing water, then polished, then applied with a protective brass or nickel plate layer.
- Finishes are then applied, then lacquer coated if appropriate. While working on additional finishes for the future, Aptations, Inc currently offers Chrome, Brushed Nickel, Polished Nickel, Bronze, Gold, Diablo Bronze, Brushed Copper, Brushed Brass and Two-Tone (Chrome with Gold Accents).

## **What are the differences between Aptations, Inc lighting methods?**

- **Incandescent Lighting** – 25w or 30w (two 15-watt bulbs). Less expensive, warmer to touch. 1500 hours average life of bulb.
- **LED Lighting** – Uses 1/12<sup>th</sup> the energy usage of Incandescent. Bulb, 50,000 hours (6 years continual use) average life of illumination. No heat generated, allowing for slimmer, more contemporary designs.
- **Fluorescent Lighting** – 21-watt bulb, gives 75 watts of illumination. Brighter and cooler to touch. Mirror is heavier due to the transformer and supporting design. Much more expensive. 8000 hours average life of bulb.
- **Halo-Lighted Mirror Lens** – Superior all-around lighting minimizes shadows.

## **Why sell Aptations, Inc Magnification Mirrors?**

- **Quality.** *Three-year warranty on all metal finishes and reflective materials.*

Mirror frames are pre-tensioned, never needing adjustment.  
Weighted and padded bases on most Vanity Stand Models

Most wall mirrors feature hidden hardware for a superior appearance.

Buyers from some of the best Hotels/Cruise Lines have chosen Aptations, Inc products (Hilton, Starwood, Ritz Carlton, Trump, Holland America Cruise Lines, etc.).

- **Value.** *OFFER QUALITY PRODUCTS AT AFFORDABLE PRICES!*
- **Aptations, Inc Customer Service.** Efficient and knowledgeable customer service is available for all questions and concerns.