



LOCKING EARRING BACKS

Never lose
an (*other*)
earring

WWW.LOXEARRINGS.COM

With LOX you keep earrings safe & secure – wherever you (*and they*) are.

- Easy to use
- Fit all earring types
- Lift heavy earrings
- Hypo-allergenic
- Classic Colours: Gold, Silver & Rose Tone
- Lifetime guarantee
- Made in the UK



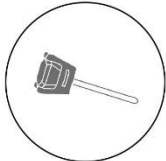
It couldn't be simpler...



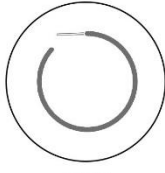
Push.
Slide. Secure.

It couldn't be simpler...

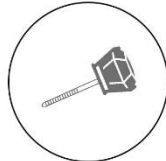
FITS ALL THESE EARRING TYPES



STUD



HOOP



SCREW



FISH HOOK

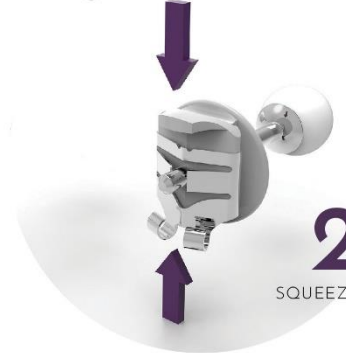


POST



1
SLIDE ON

SIMPLY
SLIDE ON
TO FASTEN



2
SQUEEZE OFF

AND
SQUEEZE
OFF TO
REMOVE.



QUALITY & VALUE

Opportunity to maximise the revenue on every sale you make.

The perfect companion to any pair of earrings, the benefit of owning LOX Locking Earring Backs is self-evident to your customers – *especially at point of sale.*

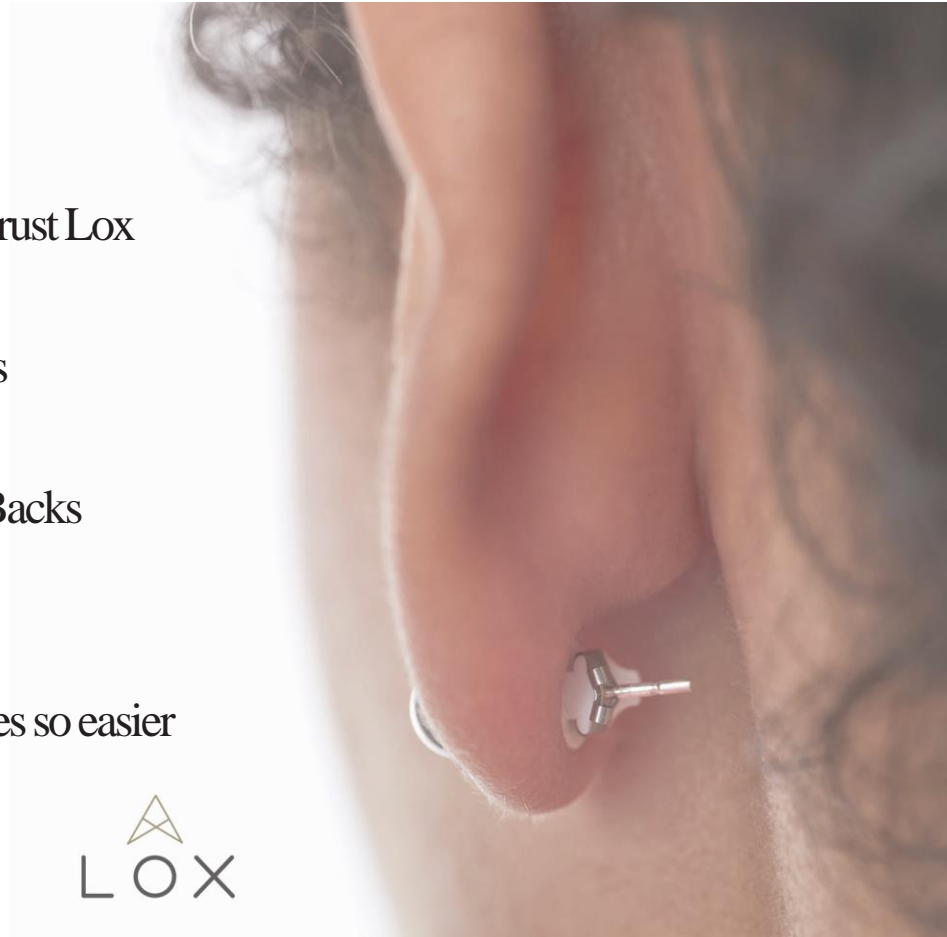


With a lifetime guarantee and sporting the Mark of Quality, LOX offer amazing value and of course, peace-of-mind.



Why Lox

- Over 2 Million Sold
- Professionals and Consumers Trust Lox
- Earring Back that never fail
- ONLY Universal Earring Backs
- ONLY Locking Earring Backs
- ONLY Lifting Secure Earring Backs
- 0% Returns and Faults
- Lifetime Guarantee
- Bigger than traditional butterflies so easier to handle



LOX

NEW | Lox Precious & Colour

Something for everyone

Available in Silver, Gold, Rose Gold and a variety of bright colours, our Classic and Colour Collection ranges cater to all tastes and suit all earring types.

We also offer the LOX Precious range of Palladium and Gold plated locking earring backs, for your more discerning customer.



NEW | LOX PRECIOUS

Sterling Silver and Palladium
Sterling Silver and 24ct Gold



How to Handle Push Backs:

- Not aesthetically pleasing
- Too big / too small
- Too cheap / expensive
- Trust
- Colour

Competition:

- Chrysmela Backs
- Alpha Backs
- Guardian Backs
- Silicone backs & Plastic discs
- Traditional butterflies
- Lobe lifters

All above fail



LOCKING & LIFTING EARRING BACKS



Additional Revenue from Lox

		Transactions Per Week				
		50	100	250	500	1000
Average Transactions Value	% Transactions with Lox Sales					
	10%	£60	£120	£300	£600	£1,200
	25%	£150	£300	£750	£1,500	£3,000
	50%	£300	£600	£1,500	£3,000	£6,000
	75%	£450	£900	£2,250	£4,500	£9,000



SCAN FOR MORE



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