RetailMeNot's Best Things to Buy in April

Spring has sprung with deals galore

AUSTIN, Texas, April 2, 2019 /PRNewswire/ -- With winter officially over, retailers of all kinds are stocking up on warm-weather essentials. "Despite the stress of tax season," says Sara Skirboll, the shopping and trends expert for RetailMeNot, "shoppers can have peace of mind knowing that this month still offers deep discounts across several spring and summer staples. Now is the time to revamp your spring style while also getting your finances in order and learning how to spend that tax refund wisely."



Spruce Up
In honor of Earth Day this month, many environmentally-friendly beauty brands will offer discounts. Shoppers who want to change their skin or makeup routine this season will be in luck because eco-friendly brands use Earth Day as a big promotional push. Historically, shoppers have also been able to score deals on all types of cosmetic brands. Look for savings and free sample at retailers like Walgreens, Sephora, Ulta and more.

- Ulta: 50% Off Ulta's 21 Days of Beauty
- Walgreens: Free beauty samples when you spend $20+ on beauty products

Spring Into Style
Shoppers will now start to see discounts on some of those spring looks that were released last month. Hold off on summer apparel such as beach hats and swimwear until midsummer; demand will cool and savings will be steeper then. For now, shoppers can find amazing spring deals at:

- Express: 15% Off in-store and online
- Aeropostale: Up to $25 off in-store

Many Happy Returns
Even though April is the tail end of tax season, there are still many who haven't started the dreaded task of filing their taxes. If you are one of them, don't fret. Now is the time to find deals on tax software to help you get smart about your finances. Struggling to get through your taxes this year? Look for deals from TurboTax and H&R Block to get started.

- H&R Block: Take $25 off in-store tax preparation and up to $15 cash back
- TurboTax: $10 Off Deluxe service and $15 off Premier service

Spring in Your Step
Want to put some pep in your step without breaking the bank? Now is the time. Shoe sales tend to decrease in winter, so retailers start offering big discounts in the spring to draw shoppers. Consumers can expect deep discounts on some older styles as retailers are working to add more seasonal items to stores. Shoppers can score savings from retailers like:

- Nike: Up to 40% off select styles
- Kohl's: 30% Off select athletic shoes

Bring on the Bling
With a lull between Valentine's Day and Mother's Day, consumers can jump on the savings. Put a little sparkle in your spring and summer and don't be afraid to haggle. With this month being slow for sales, retailers are more willing to negotiate prices to

make a final sale.

- Kay Jewelry: Up to 40% off select diamond jewelry
- Zales: Online only! Up to 50% off dazzling deals

About RetailMeNot, Inc.
RetailMeNot, Inc. (https://www.retailmenot.com/corp/) is a leading savings destination connecting consumers with retailers, restaurants and brands, both online and in-store. The company enables consumers across the globe to find hundreds of thousands of offers to save money while they shop or dine out. RetailMeNot, Inc. estimates that $4.8 billion in retailer sales were attributable to consumer transactions from paid digital offers in its marketplace in 2017, more than $560 million of which were attributable to its in-store solution. The RetailMeNot, Inc. portfolio of websites and mobile applications includes RetailMeNot.com in the United States; RetailMeNot.ca in Canada; VoucherCodes.co.uk in the United Kingdom; ma-reduc.com and Poulpeo.com in France; and GiftCardZen.com and Deals2Buy.com in North America. As wholly owned subsidiaries of Harland Clarke Holdings, RetailMeNot and Valassis, a leader in intelligent media delivery, are partnering to connect retailers and consumers through meaningful digital, mobile and print promotions both online and in store.

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