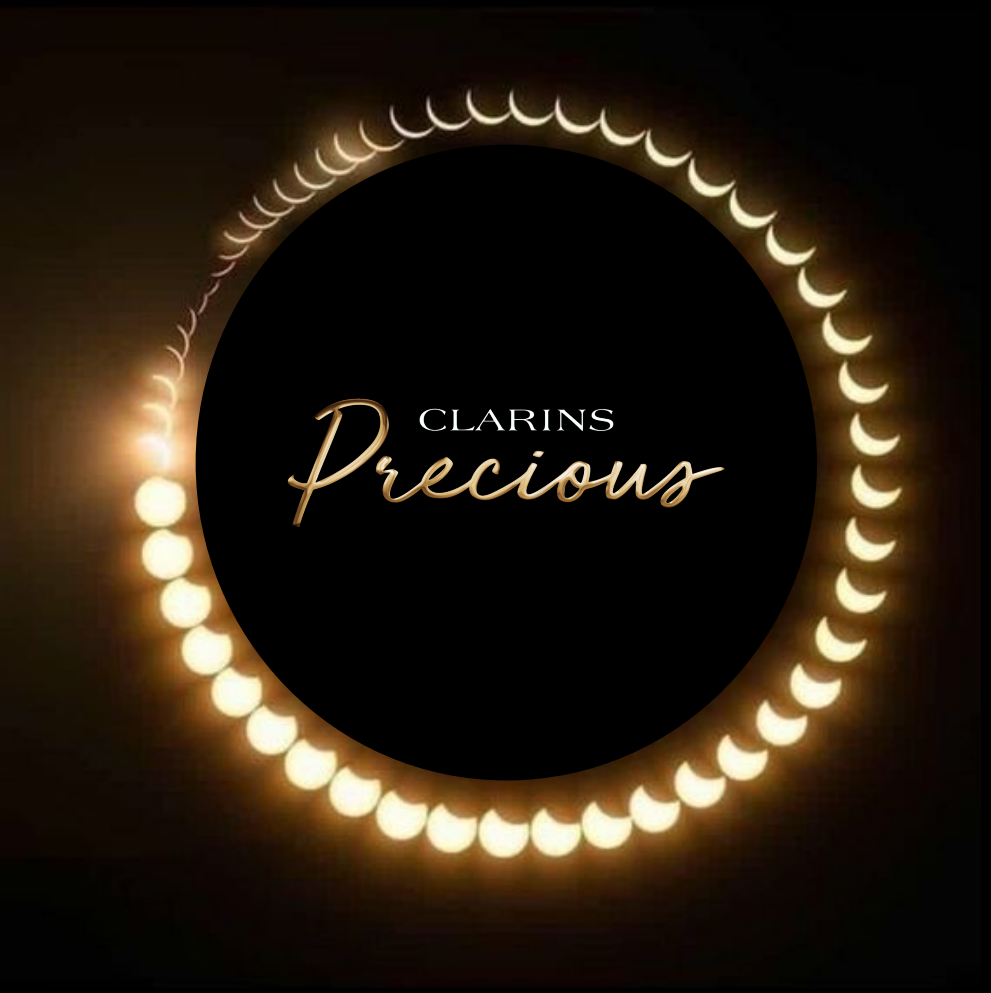
CLARINS

Precious



FOR INTERNAL USE ONLY



MORE
THEN A NEW SKINCARE LINE, CLARINS VISION OF LUXURY

Rare. Powerful. Committed.

The *4* Rarities of *CLARINS PRECIOUS*



A RARE FLOWER



RARE SCIENCE

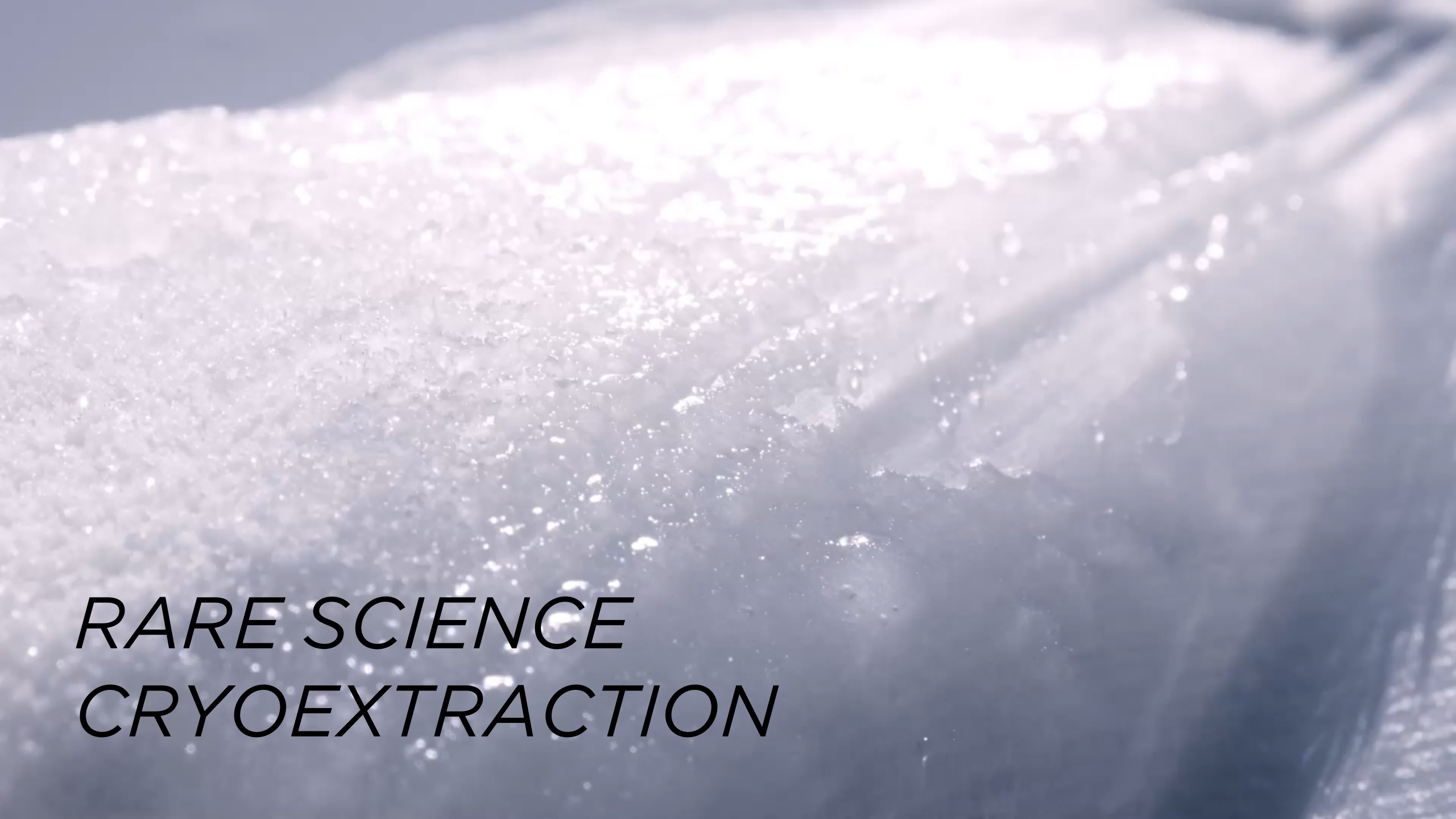


RARE PRODUCTS



RARE RESULTS


RARE FLOWER
BLOOMS ONCE A YEAR


RARE SCIENCE
CRYOEXTRACTION

RARE SCIENCE

EXCLUSIVE MOONLIGHT FLOWER CRYOEXTRACT

Pure, powerful, rich in Gallic Acid: anti-oxidant molecule





RARE INNOVATION
FOXO REACTIVATED



CLARINS PRECIOUS
SKIN AGE-DELAYING TECHNOLOGY

ANTI-AGEING
CORRECTION

TRIO OF ANTI-AGEING
BIOMIMETIC PEPTIDES

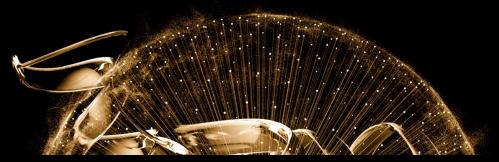


REGENERATING
& REPLENISHING

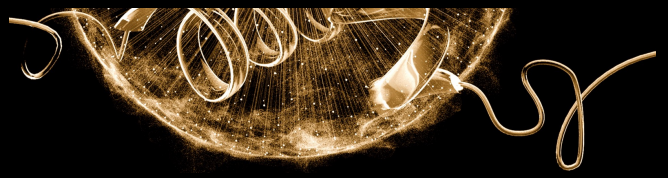


ANTI-AGEING
PREVENTION

Moonlight Flower
Exclusive cryoextract



REACTIVATES
FOXO





MOONLIGHT FLOWER
EXCLUSIVE CRYO-*EXTRACT*

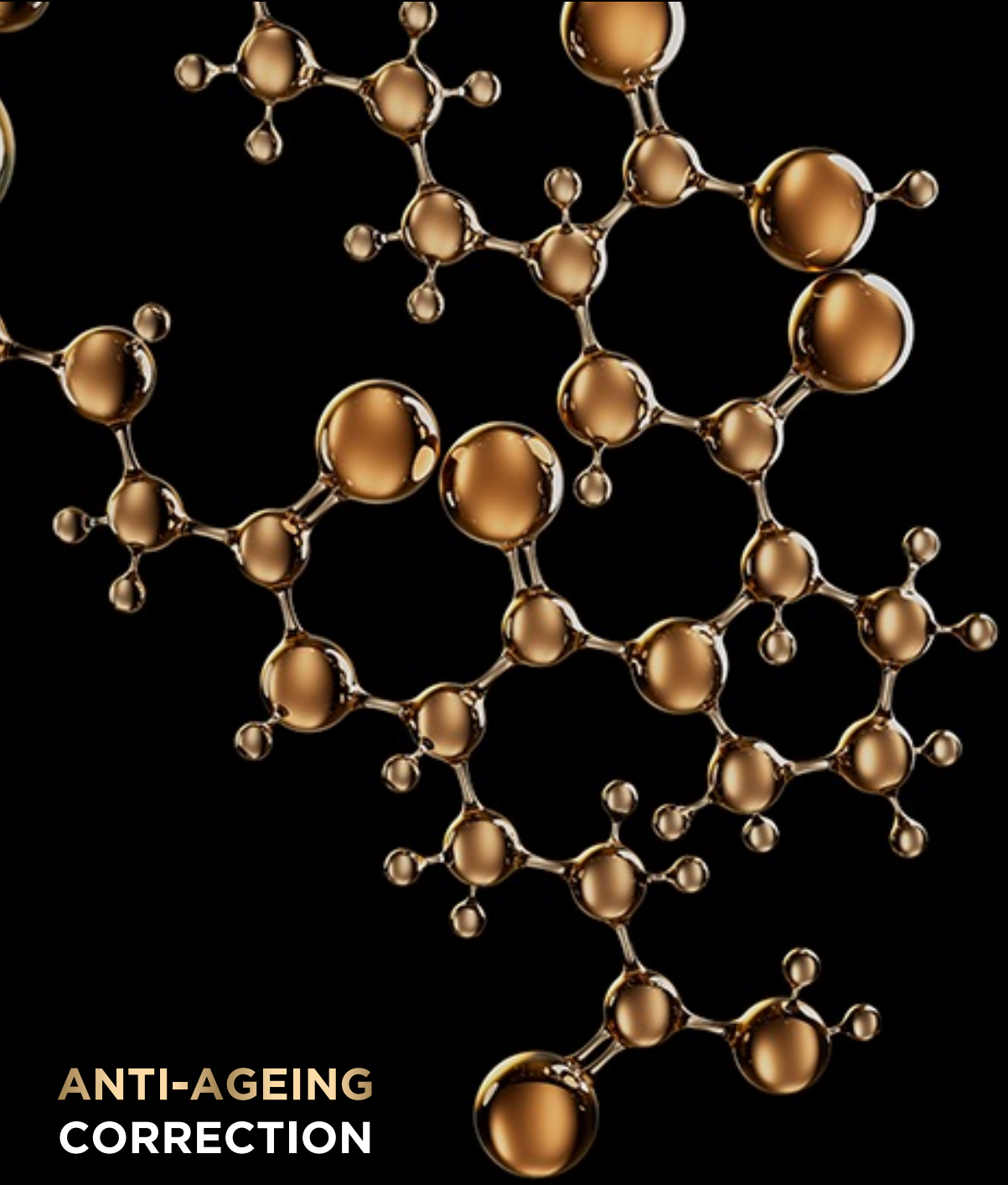
+33%* ACTIVATES FOXO

-75%* PRODUCTION OF FREE RADICALS

-70%* INHIBITS NFK-B, PRO-INFLAMMATORY PROTEIN

ANTI-AGEING PREVENTION

*In vitro tests



TRIO OF REGENERATING & REPLENISHING **PEPTIDES**

+279%* Collagen 1 production
FIRMER SKIN

+20%* Collagen VII production
REINFORCES EPIDERMIS & DERMIS COHESION

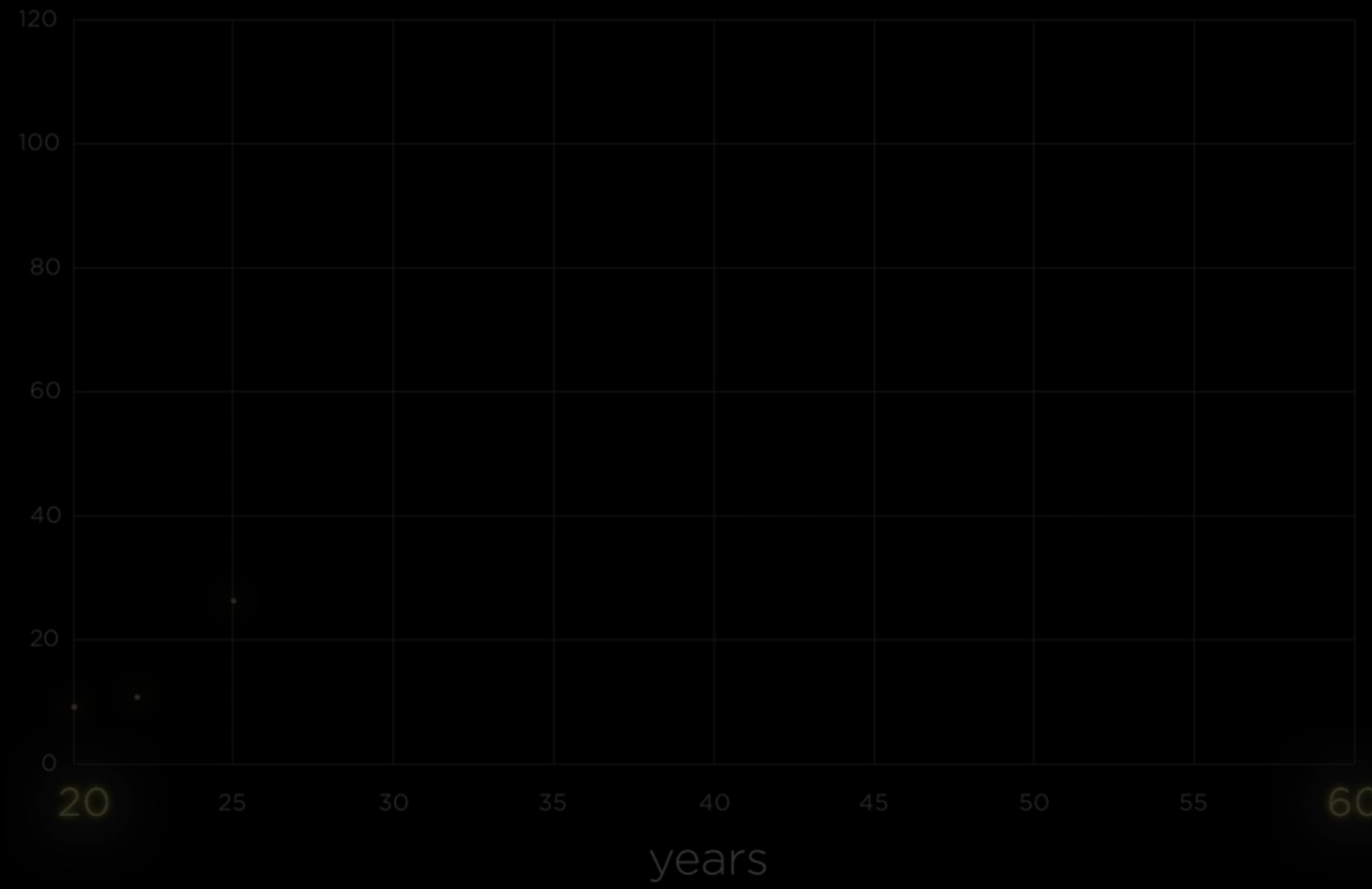
+19%* Epidermal density
REPLENISHED SKIN

ANTI-AGEING CORRECTION



CLARINS LABORATORIES

INNOVATION


120
100
80
60
40
20
0
20
25
30
35
40
45
50
55
60
years

Clarins Exclusive

SKIN AGEING INDEX

for

CLARINS *Precious*

A UNIQUE OBJECT

Heavy in the palm as a jewel.
SUSTAINABLE DESIGN



DESIGNED IN PARIS

Imagined specifically for
CLARINS PRECIOUS
by French creatives



INSPIRED BY NATURE

Organic design, natural
asymmetrical curves

HIGH TECH ECO-RESPONSIBLE MATERIAL

An alloy perfectly RECYCLABLE,
used FOR THE VERY FIRST time
in cosmetics



Precious Parfum

A SENSUAL AND DELICATE SKIN SCENT, LIKE AN AROMATIC FLORAL CARESS.







*Consumer test on La Lotion – T24H – on 200 Asian women



Responsible Beauty

CLARINS TRACEABILITY • FROM THE FIELD TO YOU • T.R.U.S.T.

11

PLANT EXTRACTS
INCLUDING 8 ORGANIC PLANTS

+

FAIR TRADE PROGRAM
(Leaf of life)

&

RESPONSIBLE PACKAGING

HIGH TECH METAL cream jar
RECYCLABLE GLASS bottle
for airless serum & lotion

FSC outer carton

PROJECT NOT DEFINITIVE
UPCOMING REGULATORY REVIEW

Ship August 2023
Select Doors: Saks, Bloomingdales, Macys

CLARINS Precious



LA LOTION
$120, 150ml



LA CRÈME
$400, 50ml



LA CRÈME YEUX
$210, 15ml



L'OUTIL
$60


CLARINS
Precious
THE STORY CONTINUES
with Nordstrom

CLARINS

Precious

LE SÉRUM

Rare flower. Precious power.
EXCEPTIONAL LIFT EFFECT.

90% INGREDIENTS OF NATURAL ORIGIN

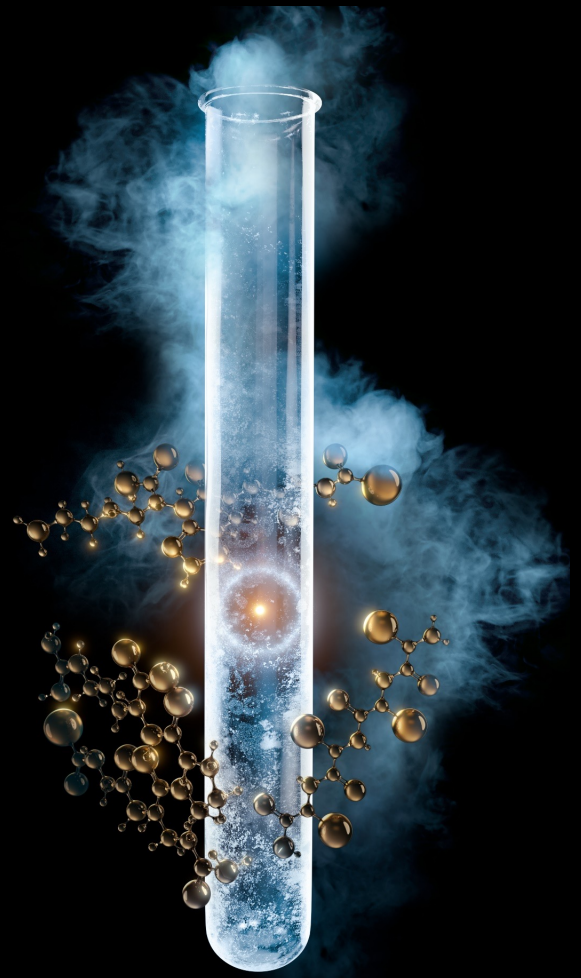


Ship date: August 2023
MSRP: $400, 30ml

ULTRA POTENT DROPS

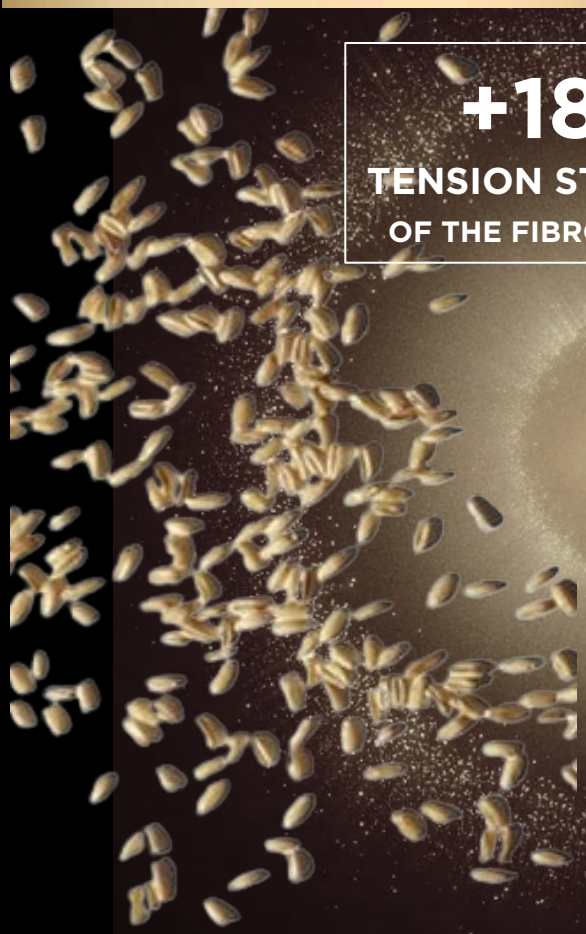
DUO LIFT POWER

+18%
TENSION STRENGTH
OF THE FIBROBLASTS*



CLARINS PRECIOUS SKIN AGE-DELAYING TECHNOLOGY

ANTI-AGEING ACTION



IMMEDIATE

ORGANIC OAT SUGARS

LIFT +SMOOTH ACTION



LONG TERM

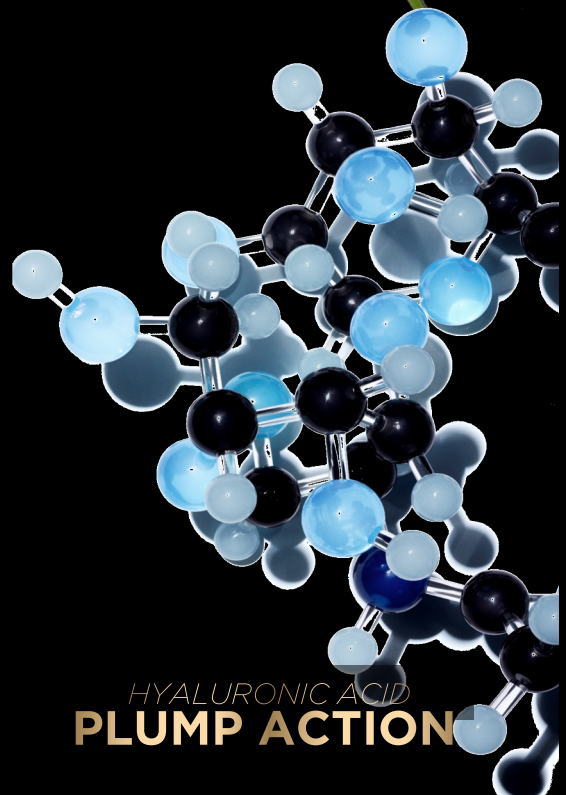
ORGANIC WHITE LUPIN EXTRACT

LIFT ACTION



VINE FLOWER CELLS EXTRACT

PORE ACTION



HYALURONIC ACID

PLUMP ACTION

EXCEPTIONAL CLINICAL RESULTS

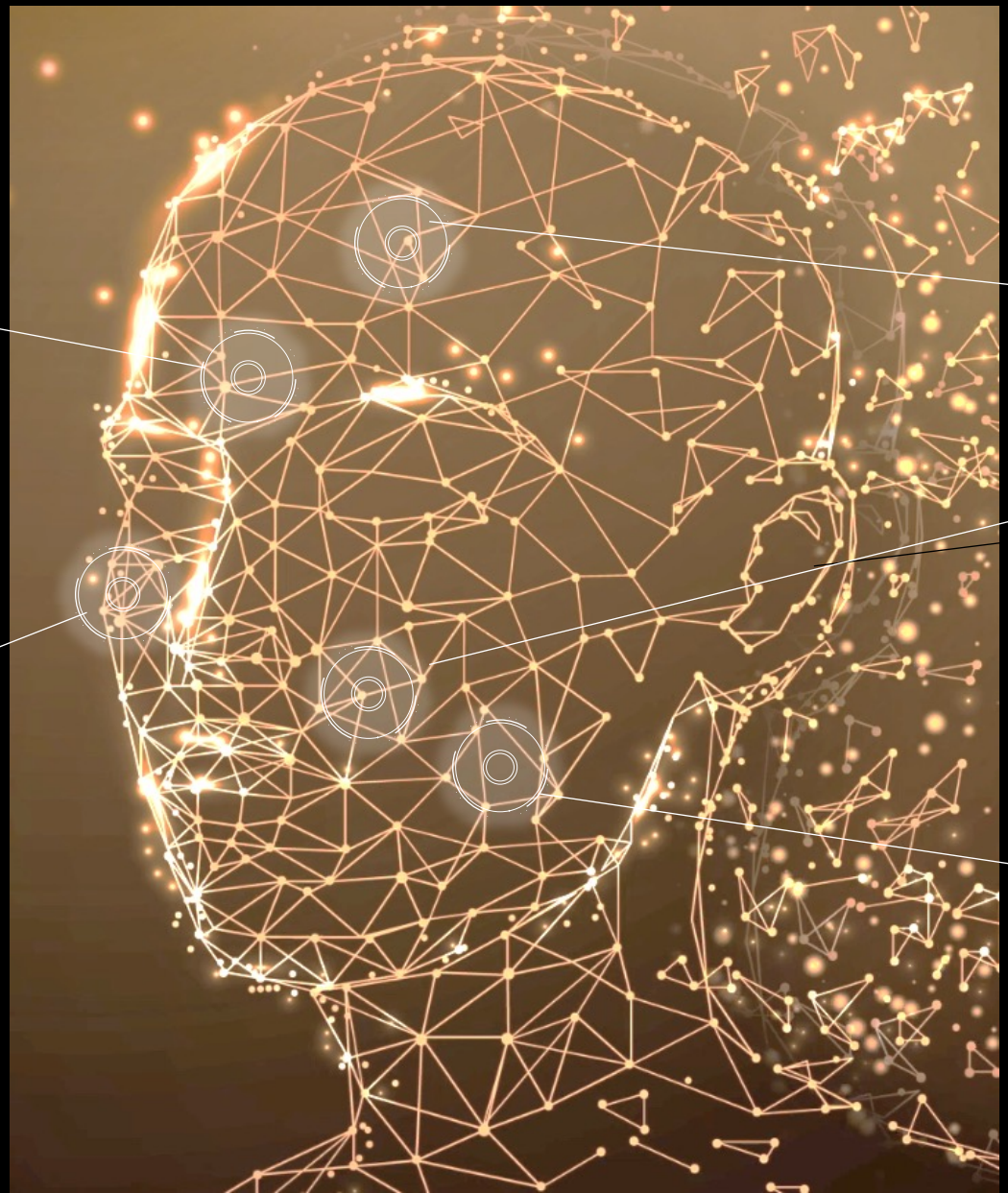
GLABELLAR WRINKLES
-35%*

FOREHEAD WRINKLES
-10%*

NASOLABIAL FOLD
-17%*

UPPER CHEEK SAGGING
-21%*

LOWER CHEEK SAGGING
-16%**



*Clinical test on 34 women, after 3 months
**Clinical test on 34 women, after 28 days



LE SERUM POWERFUL RESULTS

Instantly,
The skin is intensely **MOISTURIZED**
The skin is **MORE TONED**
The skin is **SMOOTHER**

In just 7 days,
Facial features are visibly **RESHAPED**
The skin is **FIRMER**
The skin texture **IS IMPROVED**

After 28 days,
The face is as if **REDRAWN**
The skin is **VISIBLY TRANSFORMED**

**Consumer test, 200 women, using Le Sérum*



CLARINS

Precious

La Crème Riche

Velvety, creamy texture rich in
NOURISHING OILS AND SHEA BUTTERS

90% INGREDIENTS OF NATURAL ORIGIN

Ship date: August 2023
MSRP: $400, 50ml

INTENSE NOURISHMENT & COMFORT



CLARINS PRECIOUS SKIN AGE-DELAYING TECHNOLOGY

ANTI-AGEING ACTION



CAMELLIA OIL

NOURISHING ACTION



NOURISHING SHEA BUTTER

NOURISHING ACTION



LE CRÈME RICHE POWERFUL RESULTS

CLINICALLY PROVEN :

NOURISHING ASPECT

+25%*

100%* *Skin is*
INTENSELY NOURISHED

96%* *Skin looks*
YOUNGER THAN ITS REAL AGE

94%* *Skin has never looked*
SO BEAUTIFUL

**Consumer test, 200 women, using Le Sérum*

RARE PRODUCTS



LA LOTION



98% INGREDIENTS
OF NATURAL ORIGIN

PEPTIDE TRIO &
MOONLIGHT FLOWER
CRYOEXTRACT
FIRMS AND SMOOTHES



= CLARINS PRECIOUS
SKIN AGE-DELAYING TECHNOLOGY

ORGANIC LEAF OF LIFE
HYDRATES

ACEROLA SEED EXTRACT
ADDS RADIANCE



LA LOTION POWERFUL BENEFITS

WOMEN APPROVED

BACK



Instantly,

Skin **FEELS BETTER PREPARED** *to receive other skin care**
Skin is **HYDRATED***

In just 7 days,

Skin's **BOUNCINESS** *is improved**
"It's like a "**MOISTURE SHIELD**" on the skin*

After 28 days,

For **82%*** *of the women, the skin texture is* **SMOOTHER**
For **80%*** of the women, La Lotion **REFINES THE SKIN'S TEXTURE**
For **82%*** of the women, crystal clear texture for **CRYSTAL CLEAR SKIN**.

CLARINS

Precious

LA CRÈME YEUX



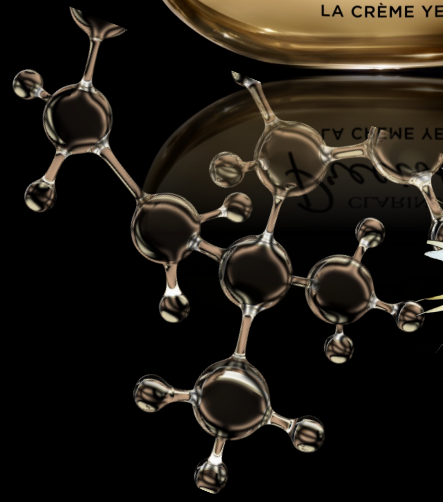




SUSTAINABLE &
LUXURY PACKAGING

94%
INGREDIENTS
OF NATURAL
ORIGIN









CAFFEINE EXTRACT

PANTHENOL



= CLARINS PRECIOUS
SKIN AGE-DELAYING TECHNOLOGY

LA CRÈME YEUX POWERFUL BENEFITS

BACK

WOMEN APPROVED



Instantly,

The eye contour area is **SMOOTHER**

The eye area **LOOKS MORE REVIVED**

In just 7 days,

EYE BAGS/PUFFINESS *are visibly reduced*

The eyes look visibly **YOUNGER**

After 28 days,

The skin around the eyes is **VISIBLY LIFTED**

For **94%** *of the women, : The skin around the eyes is* **REVITALIZED**



LA CREME YEUX RARE BENEFITS

BACK

CLINICALLY PROVEN

IMMEDIATELY

UPPER EYELIDS
LIFTED
+16%*

UPPER EYELIDS
SMOOTHED
+15%*

AFTER 56 DAYS

CROWS FEET
WRINKLES
-18%**

DARK
CIRCLES
-12%**

CLARINS

Precious

LE SÉRUM

WHITE LUPIN EXTRACT
LONG-TERM LIFTING EFFECT

OAT SUGAR
INSTANT LIFTING EFFECT

GRAPEVINE FLOWER CELL EXTRACT
REFINES THE SKIN'S TEXTURE

VITAMIN C DERIVATIVE
EVENS OUT THE COMPLEXION

HYALURONIC ACID COMPLEX
HYDRATES



PEPTIDE TRIO &
MOONLIGHT FLOWER CRYOEXTRACT
FIRMS AND SMOOTHES



= CLARINS PRECIOUS SKIN AGE-DELAYING TECHNOLOGY

ORGANIC LEAF OF LIFE
HYDRATES

ACEROLA SEED EXTRACT
& ALBIZIA EXTRACT
ADDS RADIANCE

90%
INGREDIENTS
OF NATURAL ORIGIN

BACK

CLARINS

Precious

LA CRÈME



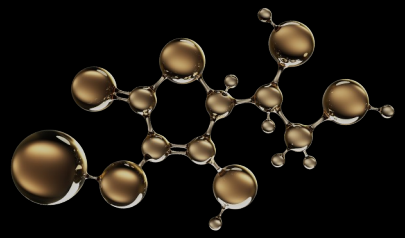














= CLARINS PRECIOUS
SKIN AGE-DELAYING TECHNOLOGY

92%
INGREDIENTS
OF NATURAL
ORIGIN

LA CRÈME POWERFUL BENEFITS

BACK

WOMEN APPROVED

Instantly,

Skin is **FIRMER** *
Skin is **SMOOTHER** *
Skin is **RADIANT** *

In just 7 days,

Women declare : **The SKIN LOOKS YOUNGER THAN ITS REAL AGE***
Women see visibly **FIRMER, SMOOTHER & MORE RADIANT SKIN***

After 28 days,

93% of women declare, **LA CRÈME PRESERVES THE SKIN'S YOUTHFULNESS****
81% of women declare, **THEIR SKIN HAS NEVER LOOKED SO BEAUTIFUL****



LA CREME RARE BENEFITS

BACK

CLINICALLY PROVEN

AFTER 14 DAYS

FIRMNESS
+23%*

ELASTICITY
+13%*

AFTER 28 DAYS

FIRMNESS
+39%*

AFTER 3 MONTHS

Glabellar Wrinkles
-11%*

Nasolabial fold
-24%*

La Crème – Before & After 3 Months of Use



Before



RARE **PRODUCTS**



RARE **RESULTS**
After 3 Months

CLARINS

Precious

LA CRÈME RICHE

SHEA BUTTER



CAMELLIA OIL

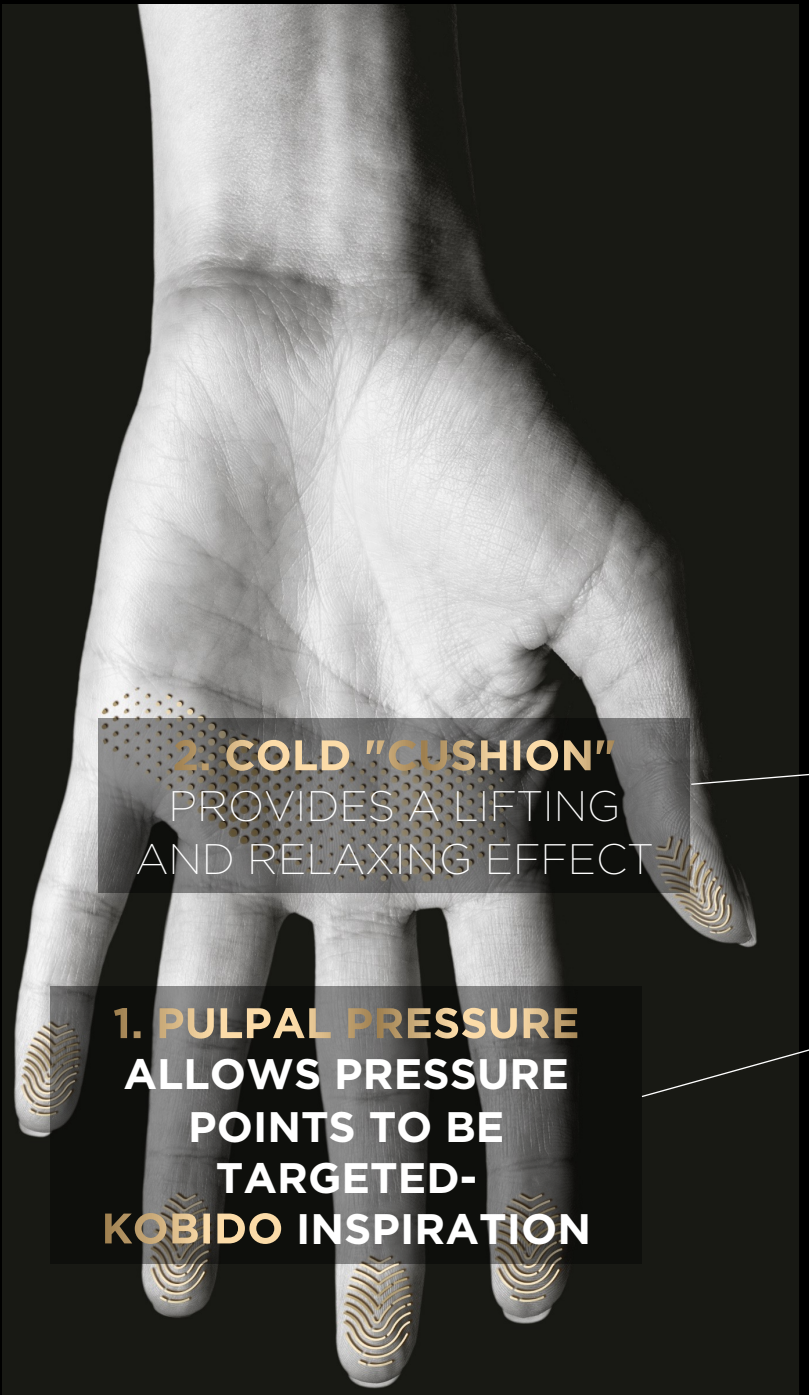
NOURISHING ACTION

90%

INGREDIENTS OF NATURAL ORIGIN

L'OUTIL

THE FACIAL MASSAGE TOOL



2. COLD "CUSHION"
PROVIDES A LIFTING AND RELAXING EFFECT

1. PULPAL PRESSURE ALLOWS PRESSURE POINTS TO BE TARGETED-KOBIDO INSPIRATION



INSPIRED BY

Clarins Art of Touch



3. CRESCENT MOON
OFFERS A MASSAGE AS EFFECTIVE AS A **GUA-SHA**



L'OUTIL POWERFUL BENEFITS

WOMEN APPROVED

BACK

For **84%** of the women, *this massage tool allows to* **REINFORCE** *the* **RESULTS OF LA CRÈME.***

For **83%** of the women, The tool **REINFORCES THE FIRMING EFFECT** of the cream.*

For **87%** of the women, The tool is used to **relax muscles and relieve tension.***

CLARINS

Precious

CLARINS PRECIOUS RITUAL

Skin becomes firmer and smoother.
Wrinkles are visibly reduced.



1

LA LOTION

2



LA CRÈME YEUX
AND ITS SPATULA TOOL



3

LE SÉRUM

4

LA CRÈME OR LA CRÈME RICHE
AND ITS SPATULA TOOL



+



L'OUTIL FOR MASSAGING