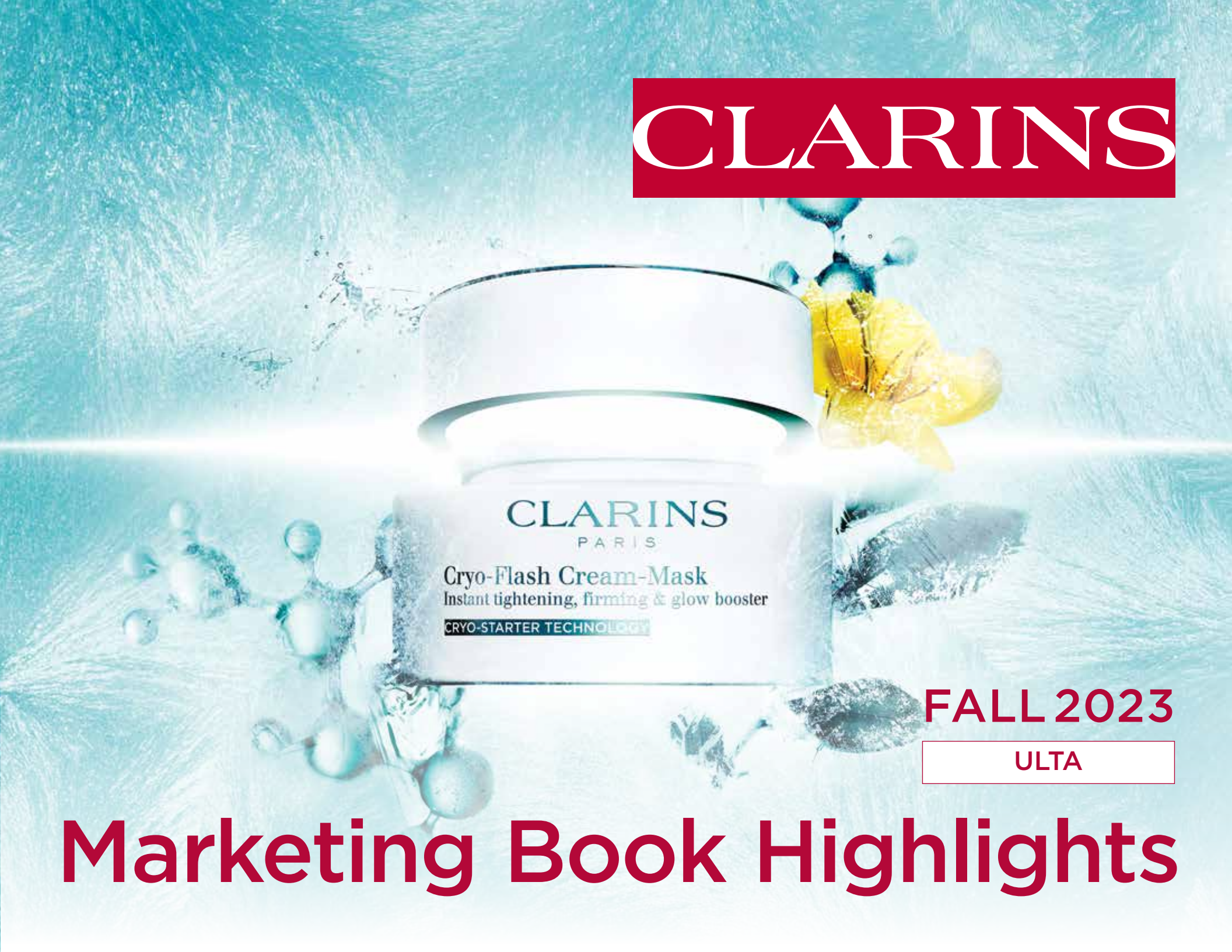


CLARINS

FALL 2023

ULTA

Marketing Book Highlights

Fall 2023 Objectives & Calendar



KEY OBJECTIVES

Drive Skincare Growth:

- Introduce a new innovative expert Flash Solutions range with the launch of NEW **CRYO-FLASH CREAM-MASK**.
- Continue driving our iconic heroes with always-on focus of **DOUBLE SERUM FRANCHISE** and **TOTAL EYE LIFT** (goal to increase rank to NPD top 5 Eye Treatment).
- Reinforce our anti-aging skincare expertise with the newly formulated **SUPER RESTORATIVE DAY SPF 15**.

Highlight Brand Storytelling through Trade Activity:

- Offer competitive **GIFT SET** featuring a full size of hero Double Serum and travel sizes of Clarins bestsellers to drive loyalty to the brand.

CALENDAR

	PRIMARY FOCUS	SECONDARY FOCUS
July	Double Serum Light	Hydra-Essentiel
August	Cryo-Flash Cream-Mask	Double Serum Franchise
September	Cryo-Flash Cream-Mask	Double Serum Franchise
October	Cryo-Flash Cream-Mask	Double Serum Franchise
November	Cryo-Flash Cream-Mask	Double Serum Franchise
December	Cryo-Flash Cream-Mask	Double Serum Franchise

NEW

Cryo-Flash Cream-Mask

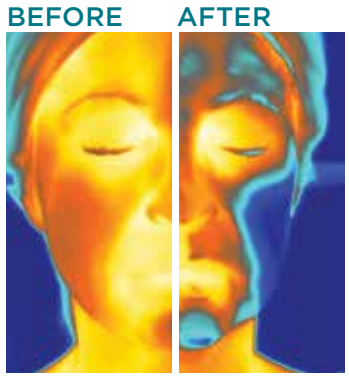
Instant Ice-Lift

Firm • Glow • Tighten Pores

A 10-minute, icy-cold, gel-cream face mask that provides pro-like results for an instant lift effect. Pores are visibly minimized and skin's radiance is boosted.

EXCLUSIVE CRYO-STARTER TECHNOLOGY

M.G.A. molecule and Organic Evening Primrose extract reduces skin's temperature by 7°F[1] to help fight signs of aging for immediate and long-term results. Skin is visibly firmer and smoother with a healthy-looking glow.



2X
colder than a cryotherapy facial treatment[1]

7°F
decrease in the temperature of the skin[1]



Ship Date: 7/5/23
Cryo-Flash Cream-Mask: $80, 75ml

[1]Clinical test carried out by averaging the results obtained from 3 cryotherapy beauty treatment tools, among the best-selling in France, average temperature after a 10-minute application, on 60 volunteers.

CONTINUED

Complete Anti-Aging Action

Prevention & Correction

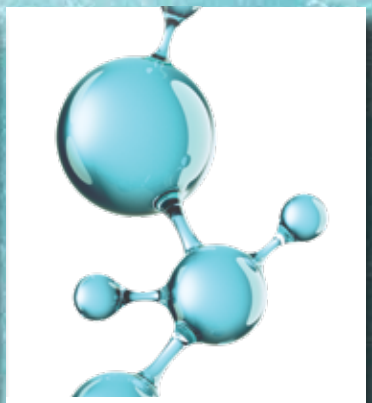


CRYO-STARTER TECHNOLOGY

M.G.A. MOLECULE AND ORGANIC EVENING PRIMROSE EXTRACT

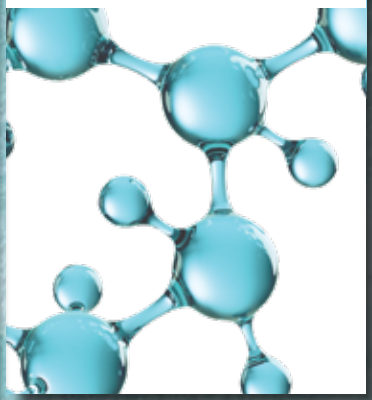
Instant and Long-Term Anti-Aging





HYDROXY-STEARIC ACID 10

Tone, Firm and Smooth





ORGANIC HORSE CHESTNUT ESCIN

Radiance





ORGANIC QUINOA EXTRACT

Hydration





ORGANIC EDELWEISS EXTRACT

Anti-oxidant Protection



CONTINUED

Cryo-Flash Cream-Mask



EXPERT RESULTS

IMMEDIATELY

- SKIN HAS A VISIBLE LIFT EFFECT[1]
- PORES ARE VISIBLY MINIMIZED[2]
- SKIN'S RADIANCE IS BOOSTED[2]
- 24H HYDRATION[2]
- SKIN TEMPERATURE IS REDUCED BY 7°F, 2X COLDER THAN CRYOTHERAPY FACIAL TREATMENT TOOLS[3]

AFTER 14 DAYS

SKIN IS VISIBLY FIRMER[3]	93%
SKIN APPEARS TIGHTER AS IF LIFTED[1]	90%

AFTER 28 DAYS

SKIN APPEARS YOUNGER[1]	93%
REDUCTION IN THE APPEARANCE OF FINE LINES & WRINKLES[4]	-22%

[1]Consumer test, 109 women. [2]Clinical test after 1 application, 24 women. [3]Clinical test carried out by averaging the results obtained from 3 cryotherapy beauty treatment tools, among the best-selling in France, average temperature after a 10-minute application, on 60 volunteers. [4]Self evaluation, 28 women, after application of the cryo mask 2-3 times/week for 4 weeks.

CONTINUED

Responsible Beauty

4 ORGANIC INGREDIENTS

- **Evening Primrose**
  helps reinforce skin's barrier function and visibly correct the look of lines and wrinkles
- **Horse Chestnut Escin**
  boosts radiance
- **Quinoa**
  boosts hydration
- **Edelweiss (fair trade ingredient)**
  provides powerful anti-oxidant protection

93% ingredients of natural origin

FAIR TRADE*

ECO-FRIENDLY PACKAGING

Cryo-Flash Cream-Mask's jar is recyclable and contains 40% recycled glass. The cap contains a minimum of 50% recycled plastic. The carton is made from recyclable cardboard sourced from sustainably-managed forests. The spatula is recyclable.

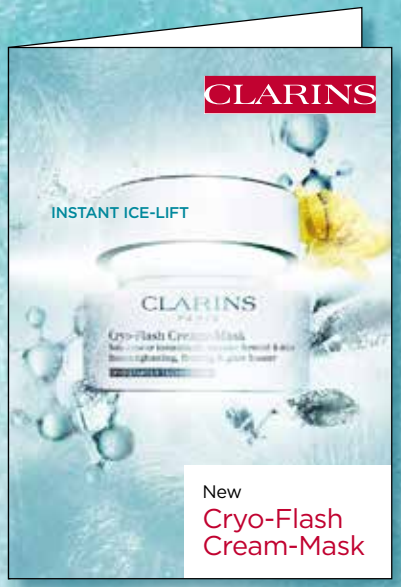


*Edelweiss only.

CONTINUED

Cryo-Flash Cream-Mask

Launch support



Samples



Pillowpack

IN-STORE & SAMPLING

- Influencer & Social Activations
- Pillowpack
- Sample Cards

Ship Date: 8/7/23

NEW

Super Restorative Day Cream SPF 15

Our top-selling anti-aging franchise specifically developed to address hormonal changes is now available in a Broad Spectrum SPF 15 formula. This moisturizer helps protect from skin-aging UVA/UVB rays while targeting accentuated slackening, wrinkles, dullness, dryness, and uneven skin tone.

Featuring our **Lift-Replenish Duo** powered by **Organic Harungana + Organic Gorse**. These two potent plant extracts work synergistically to retighten skin, renew skin's tensile strength and minimize the appearance of lines, wrinkles and loss of density.

Skin is visibly firmer, smoother, plumper, radiant, and intensely hydrated with a visible lift effect.

Ship Date: 9/4/2023
Super Restorative Day Cream SPF 15: $134, 50ml



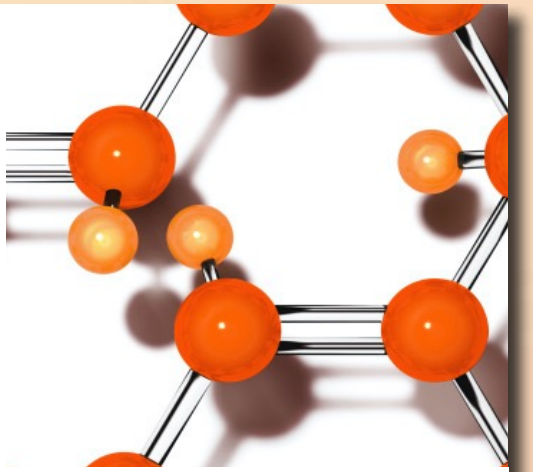
ORGANIC GORSE EXTRACT
to visibly tighten and minimize skin slackening.

ORGANIC HARUNGANA EXTRACT
as **effective as retinol*** and **gentle on the skin**, to replenish, visibly firm and improve the look of lines & wrinkles.

*In vitro test on collagen synthesis

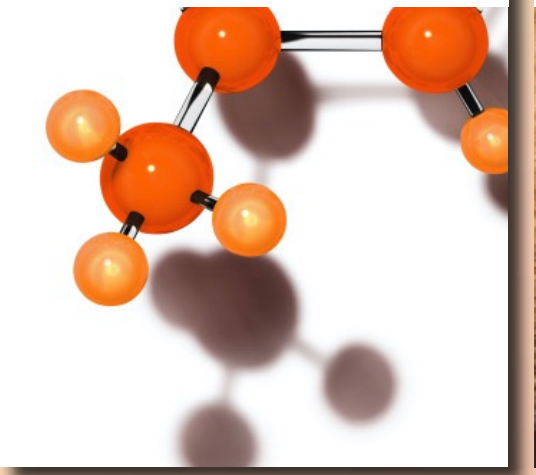
CONTINUED

Complete Anti-Aging Action



VITAMIN C

Dark Spot Correction





ORGANIC DESERT DATE EXTRACT

Complexion Uniformity



& ANTI-POLLUTION COMPLEX



ORGANIC SEA LILY EXTRACT

Hydration





VEGETAL SQUALANE

Protection & Reinforcement



\+ SPF15

CONTINUED

Super Restorative Day Cream SPF 15

VISIBLE RESULTS[1]

IMMEDIATELY

SUPPLE SKIN	93%
NOURISHED SKIN	92%

AFTER 7 DAYS

VISIBLY SMOOTHER SKIN	88%
FRESHER COMPLEXION	86%

AFTER 28 DAYS

VISIBLY FIRMER SKIN	79%
VISIBLY PLUMPER SKIN	78%



[1]Consumer test – Super Restorative Day Cream, SPF15, 101 women

CONTINUED

Responsible Beauty

FORMULATED WITH 6 ORGANIC INGREDIENTS

- Harungana
- Gorse
- Desert Date
- Sea Lily
- White Horehound

FAIR TRADE

Organic Harungana is sourced through a Fair Trade program with Jardins du Monde in Madagascar. Purchases support local communities with better access to education and construction of community buildings.

ECO-FRIENDLY PACKAGING

- ☑ The jar contains 40% recycled glass.
- ☑ The lid contains 52% recycled plastic.
- ☑ The carton is made of cardboard from sustainably-managed forests (FSC certified).



Double Serum

Repush support

Continue driving our #1 hero franchise with the always-on focus of Double Serum. We will provide monthly sampling for Double Serum, Double Serum Light and Double Serum Eye, distributing Sample Kits during key moments and highlighting our ICONS across our social and media activations throughout the season.



Sleever



Sample Cards



Master Your Eye Q Kit

IN-STORE & SAMPLING

- Double Serum Sample Cards
- Double Serum Eye Sample Cards
- Master Your Eye Q Kit
- Double Serum Eye Sleevers
- Double Serum Light Sleevers
- Influencer & Social Activations
- Digital Media Support

Ship Date: 6/21/23

Total Eye Lift

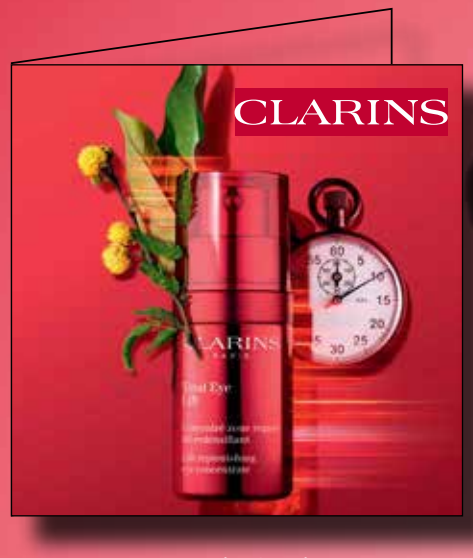
Repush support

Strengthen our Skincare Authority in the Eye Category with Total Eye Lift – goal to reach NPD Top 5 Eye Treatment.

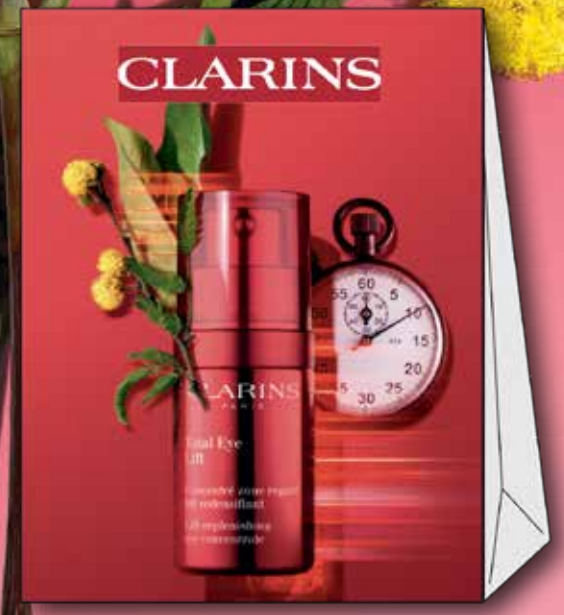
We will continue to highlight our hero claim – 60 seconds to a visible lift.



Sleever



Sample Cards



Master Your Eye Q Kit

IN-STORE & SAMPLING

- Sample Cards
- Master Your Eye Q Kit
- Sleevers
- Influencer & Social Activations
- Digital Media Support

Ship Date: 6/21/23

ULTA Exclusive

Firm & Glow Favorites

Your anti-aging discovery kit



Double Serum 30 ml full-size, One-Step Gentle Exfoliating Cleanser trial size, Hydra-Essentiel Silky Cream trial size, Lip Comfort Oil 04 miniature

Ship Date: 7/5/2023

CONTINUED

Firm & Glow Favorites

Week 28 plano update



In-store planogram with exclusive sets (work in progress)

UPC/Ship Dates

SHIP DATE	PRODUCT DESCRIPTION	RETAIL$	UPC	ITEM CODES
	SKINCARE			
7/5/23	Cryo-Flash Cream-Mask	$80	3666057128257	712825
9/4/23	Super Restorative Day Cream SPF 15	$134	3666057064524	706452
	GIFT SETS			
7/5/23	Firm & Glow Favorites	$95	3666057225406	722540

