

CLARINS



FALL 2023

Von Maur

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**.

Recruit OUR Skincare Customer to Makeup:

- Enhance the makeup portfolio with new reformulated **JOLI ROUGE SATIN, OMBRE SKIN EYESHADOWS, SOS PRIMER**, and relaunch beloved **INSTANT CONCEALER**.

Promote Eco-Conscious Gifting through Trade Activity:

- Offer competitive **HOLIDAY SETS** that feature recyclable cartons and pouches made from natural and recycled fibers.

CALENDAR

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

NEW

Cryo-Flash Cream-Mask

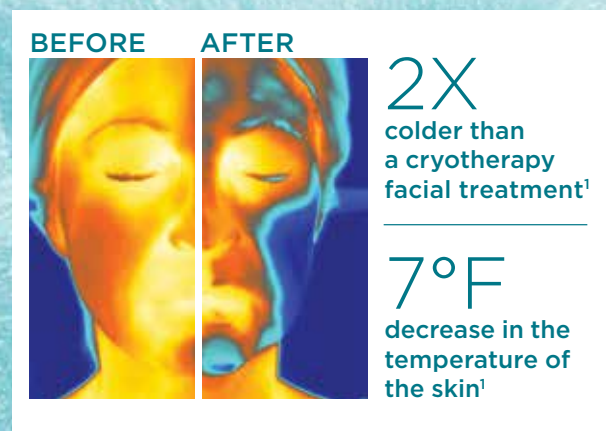
Instant Ice-Lift

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°F¹ to help fight signs of aging for immediate and long-term results. Skin is visibly firmer and smoother with a healthy-looking glow.



Ship Date: 7/5/23

Cryo-Flash Cream-Mask: \$80, 75ml

¹Clinical 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.



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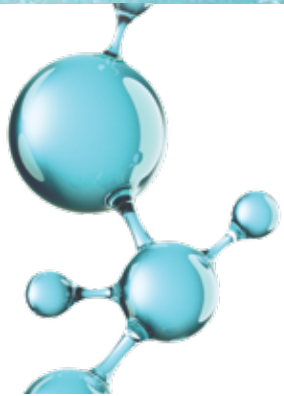
Complete Anti-Aging Action

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



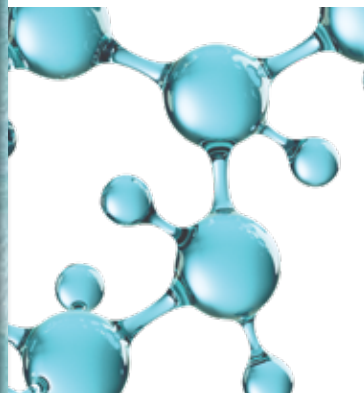
ORGANIC
QUINOA
EXTRACT

Hydration



ORGANIC
EDELWEISS
EXTRACT

Anti-oxidant
Protection



CONTINUED

Cryo-Flash Cream-Mask

EXPERT RESULTS

IMMEDIATELY

SKIN HAS A VISIBLE LIFT EFFECT¹

PORES ARE VISIBLY MINIMIZED²

SKIN'S RADIANCE IS BOOSTED²

24H HYDRATION²

SKIN TEMPERATURE IS REDUCED BY 7°F, 2X COLDER THAN CRYOTHERAPY FACIAL TREATMENT TOOLS³

AFTER 14 DAYS

SKIN IS VISIBLY FIRMER³

93%

SKIN APPEARS TIGHTER AS IF LIFTED¹

90%

AFTER 28 DAYS

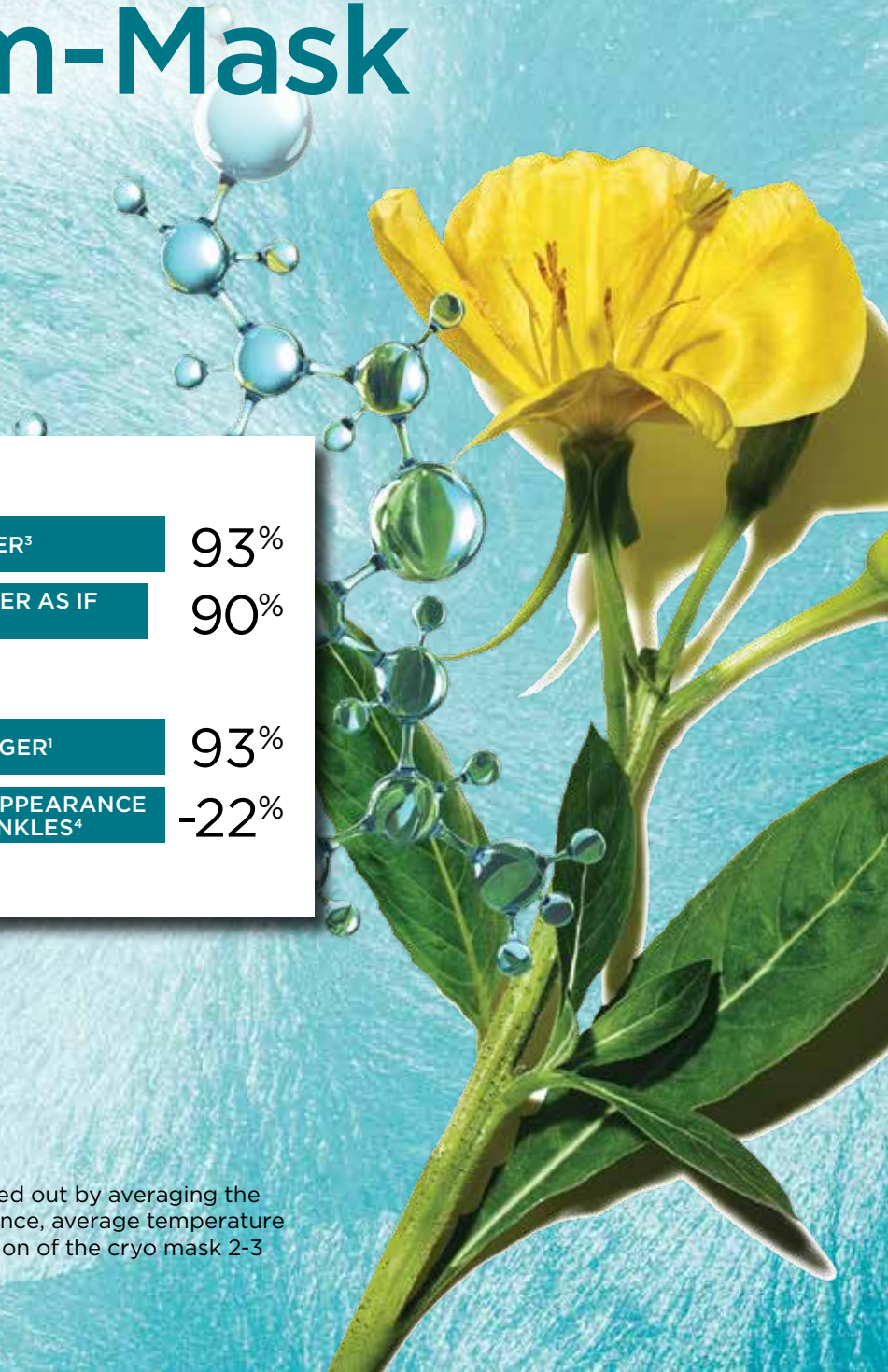
SKIN APPEARS YOUNGER¹

93%

REDUCTION IN THE APPEARANCE OF FINE LINES & WRINKLES⁴

-22%

¹Consumer test, 109 women. ²Clinical test after 1 application, 24 women. ³Clinical 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. ⁴Self 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

- Feature Tester Display Update
- In-Case Visuals
- Lightbox Updates - Installations
- Influencer & Social Activations

Ship Date: 6/21/23

- Pillowpack
- Sample Cards

Ship Date: 8/7/23



Feature Tester Display

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.

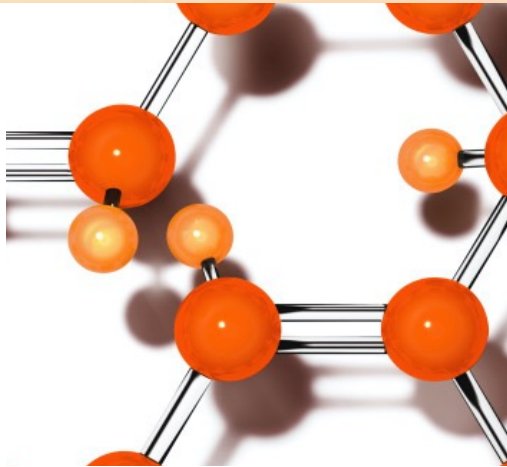
ORGANIC HARUNGANA EXTRACT

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

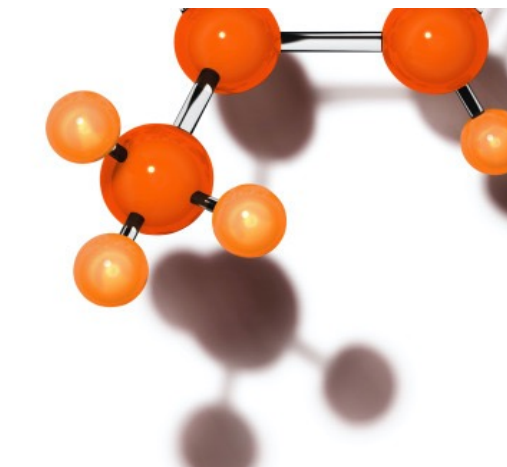
CONTINUED

Complete Anti-Aging Action



VITAMIN C

Dark Spot Correction



ORGANIC DESERT DATE EXTRACT

Complexion Uniformity



ORGANIC SEA LILY EXTRACT

Hydration



VEGETAL SQUALANE

Protection & Reinforcement



CONTINUED

Super Restorative Day Cream SPF 15

VISIBLE RESULTS¹

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%



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

CONTINUED

Responsible Beauty

FORMULATED WITH 6 ORGANIC INGREDIENTS

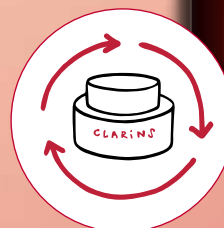
- Harungana
- Gorse
- Desert Date
- Sea Lily
- White Horehound

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.

IN-STORE & SAMPLING

- Sample Cards
- Master Your Eye Q Kit - Select Doors
- DS Sachet Bundle
- DS Eye Sachet Bundle
- DS Light Sleevers
- Influencer & Social Activations
- Digital Media Support

Ship Date: 6/21/23



Sample Cards



Master Your Eye Q Kit

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.



Sample Cards



Master Your Eye Q Kit

IN-STORE & SAMPLING

- Sample Cards
- Master Your Eye Q Kit – Select Doors
- Influencer & Social Activations
- Digital Media Support

Ship Date: 6/21/23

NEW

Joli Rouge Satin

Intense Color. Extreme Comfort.



- ✓ 10 HOUR COMFORT
- ✓ 8 HOUR HYDRATION
- ✓ 4 HOUR PROTECTION
- ✓ 4 HOUR REPAIR



Organic
Camelia oil

80%

ingredients of
natural origin

84%

skin care
formula



15
SHADES

SATIN
FINISH

Ship Date: 7/3/2023
15 Shades
Joli Rouge: \$37, 3.5g

CONTINUED

Joli Rouge Satin

Intense Color. Extreme Comfort.



CONTINUED

Joli Rouge Satin

Launch Support



In-Case Visuals

IN-STORE

- Feature Tester Display Update
- In-Case Visuals
- Lightbox update – Installation Launch Pedestals

Collateral Ship Date: 6/19/2023



Feature Tester Display

NEW

Ombre Skin Eyeshadows

CREAMY POWDER
TEXTURE

SATIN, MATTE &
PEARLIZED FINISHES

NO CREASING

BLENDABLE



Ship Date: 8/7/2023

6 Shades

Ombre Skin Eyeshadows: \$25, 1.5g

Instant Concealer

Conceal dark circles, reduce puffiness & illuminate the eye area

**SOOTHING &
CORRECTING**

Light-Optimizing Complex

HYDRATING

Aloe Vera

**CONCEALS &
ILLUMINATES**

Caffeine

Ship Date: 8/7/2023

4 Shades

Instant Concealer: \$35, 15ml



NEW

SOS Primer

Color correction
for flawless skin

- ✓ 24 HOUR HYDRATION
- ✓ TARGETED ACTION
- ✓ PROTECTION
- ✓ PREPS SKIN FOR MAKEUP APPLICATION
- ✓ PROLONGS MAKEUP HOLD

MICROBIOTE TECHNOLOGY

New Clarins advancement, 1st skin optimizer solutions that instantly balance your complexion & make your skin beautiful day after day.

78%

Ingredients of
natural origin

94%

Skin care
formula

Ship date: 9/4/2023
5 Primers
MSRP: \$40, 30ml

ANTI-POLLUTION
COMPLEX
LETS SKIN BREATHE

1 COLOR = 1 SKIN CONCERN = 1 SUPER-PLANT



Holiday Parade

Spread Joy with Eco-Conscious Gifts.

**MADE FROM NATURAL AND
RECYCLED FIBERS TO RESPECT NATURE.**

JUTE

90%
natural fibers

RECYCLED
COTTON

48%
recycled fibers

SILVER LUREX
More than 80%



Clarins is
committed to
responsible beauty.



RESPECT OF NATURE

Our sustainable sourcing practices ensure we take good care of the plants we use, which are the foundation of our products and the reason they are so effective.



ECO-DESIGN

This recyclable carton was printed on SFI®-certified paper with vegetable-based inks and water-based varnish.

100%
RPET (Lining)



Gift Sets

Total Eye Wonders

\$94

VALUE \$113



Total Eye Lift full-size, Wonder Perfect 4D Mascara miniature,
Instant Smooth Perfecting Touch miniature

Ship date: 8/3/2023

Gift Sets

Revitalizing Eye Wonders

NEW

\$85

VALUE \$101



Double Serum Eye full-size, Wonder Perfect 4D Mascara miniature, SOS Primer White miniature

Ship date: 8/3/2023

Gift Sets

Hydra-Essentiel Collection

\$52

VALUE \$83



Hydra-Essentiel Silky Cream full-size, Fresh Scrub trial size,
Hydra-Essentiel Night Cream trial size

Multi-Active Collection

\$63

VALUE \$102



Multi-Active Day Cream full-size, Beauty Flash Balm trial size,
Multi-Active Night Cream trial size

Ship date: 8/3/2023

Gift Sets

Hand & Nail Treatment Trio



\$40
VALUE \$51

Hand & Nail Treatment Cream full-size,
Hand & Nail Treatment Cream trial x 2

Double Serum & Extra-Firming Collection



\$140
VALUE \$201

Double Serum 50ml full-size, Extra-Firming Energy trial,
Extra-Firming Night trial, Double Serum Eye sample sachet (bonus)

Double Serum & Super Restorative Collection



\$146
VALUE \$226

Double Serum 50ml full-size, Rose Radiance Cream trial,
Super Restorative Night trial, Double Serum Eye sample sachet (bonus)

Ship date: 8/21/2023

Gift Sets

Multi-Active Luxury Collection



\$109
VALUE \$169

Multi-Active Day Cream full-size, Multi-Active Night Cream full-size, Beauty Flash Balm trial, Wonder Perfect 4D Mascara miniature, Total Cleansing Oil trial

Extra-Firming Luxury Collection



\$180
VALUE \$260

Extra-Firming Day Cream full-size, Extra-Firming Night Cream full-size, Extra-Firming Serum trial, Extra-Firming Neck & Décolleté trial, Cryo-Flash Mask trial

Super Restorative Luxury Collection



\$255
VALUE \$360

Super Restorative Day Cream full-size, Super Restorative Night Cream full-size, Total Eye Lift trial, Super Restorative Treatment Essence trial, Super Restorative Hand Cream trial

Ship date: 8/21/2023

Gift Sets

12 Day Advent Calendar

\$79

VALUE \$215



Full Size: Beauty Flash Balm and Lip Oil Pitaya, Trial Size: Hydrating Gentle Foaming Cleanser, Cleansing Micellar Water, Total Eye Lift, Hand & Nail Treatment Cream, Hydra-Essentiel Silky Cream, Moisture-Rich Body Lotion, Makeup Minis: SOS Primer White, Wonder Perfect Mascara 4D, Instant Smooth Perfecting Touch, Natural Lip Perfector #01 rose shimmer

Ship date: 10/4/2023

Post Holiday Offers

Soothing Cleansing Duo

\$32

VALUE \$45



Soothing Gentle Foaming Cleanser full-size
Soothing Tonic Lotion discovery size

Hydrating Cleansing Duo

\$32

VALUE \$45



Hydrating Gentle Foaming Cleanser full-size
Hydrating Tonic Lotion discovery size

Purifying Cleansing Duo

\$32

VALUE \$45



Purifying Gentle Foaming Cleanser full-size
Purifying Tonic Lotion discovery size

Ship date: 11/6/2023

Cleansing & Body

Luxury Sizes 400ml

Hydrating Toning Lotion

\$47

VALUE \$60



Purifying Toning Lotion

\$47

VALUE \$60



Velvet Cleansing Milk

\$52

VALUE \$66



Moisture-Rich Body Lotion

\$68

VALUE \$96



Body Fit

\$116

VALUE \$156



Ship date: 11/6/2023

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
MAKEUP				
7/3/23	Joli Rouge Satin 742	\$37	3666057117008	711700
	Joli Rouge Satin 768		3666057117015	711701
	Joli Rouge Satin 772		3666057117053	711705
	Joli Rouge Satin 711		3666057117077	711707
	Joli Rouge Satin 744		3666057117084	711708
	Joli Rouge Satin 705		3666057117091	711709
	Joli Rouge Satin 731		3666057117107	711710
	Joli Rouge Satin 732		3666057117114	711711
	Joli Rouge Satin 775		3666057117145	711714
	Joli Rouge Satin 776		3666057117152	711715
	Joli Rouge Satin 752		3666057117169	711716
	Joli Rouge Satin 723		3666057117176	711717
	Joli Rouge Satin 737		3666057117183	711718
	Joli Rouge Satin 757		3666057117206	711720
	Joli Rouge Satin 778		3666057117213	711721
8/7/23	Ombre Skin Eyeshadow 01	\$25	3666057165559	716555
	Ombre Skin Eyeshadow 02		3666057165566	716556
	Ombre Skin Eyeshadow 03		3666057165573	716557
	Ombre Skin Eyeshadow 04		3666057165580	716558
	Ombre Skin Eyeshadow 05		3666057165597	716559
	Ombre Skin Eyeshadow 06		3666057165603	716560
	Instant Concealer 00: For fair skin, lighter dark circles	\$35	3666057212345	721234
	Instant Concealer 01: For bluish dark circles		3666057212284	721228
	Instant Concealer 02: For hyper-pigmented dark circles		3666057212307	721230
	Instant Concealer 03: For dark skin / very dark, dark circles		3666057212321	721232

CONTINUED

UPC/Ship Dates

SHIP DATE	PRODUCT DESCRIPTION	RETAIL\$	UPC	ITEM CODES
MAKEUP - CONTINUED				
9/4/23	SOS Primer White	\$40	3666057133442	713344
	SOS Primer Pink		3666057133459	713345
	SOS Primer Peach		3666057133466	713346
	SOS Primer Green		3666057133473	713347
	SOS Primer Matifying		3666057133480	713348
GIFT SETS				
8/3/23	Hydra-Essentiel Collection	\$52	3666057210174	721017
	Multi-Active Collection	\$63	3666057210105	721010
	Total Eye Wonders	\$94	3666057246814	724681
	Revitalizing Eye Wonders	\$85	3666057246807	724680
8/21/23	Hand & Nail Treatment Trio	\$40	3666057243707	724370
	Double Serum & Extra-Firming Collection	\$140	3666057210037	721003
	Double Serum & Super Restorative Collection	\$146	3666057210044	721004
	Multi-Active Luxury Collection	\$109	3666057210143	721014
	Extra-Firming Luxury Collection	\$180	3666057210150	721015
	Super Restorative Luxury Collection	\$255	3666057210167	721016
10/4/23	12-Day Advent Calendar	\$79	3666057210341	721034
11/6/23	Soothing Cleansing Duo	\$32	3666057246777	724677
	Hydrating Cleansing Duo	\$32	3666057246791	724679
	Purifying Cleansing Duo	\$32	3666057246784	724678
	Hydrating Toning Lotion Luxury Size 400ml	\$47	3380810378856	037885
	Purifying Toning Lotion Luxury Size 400ml	\$47	3380810378849	037884
	Velvet Cleansing Milk Luxury Size 400ml	\$52	3380810378832	037883
	Moisture-Rich Body Lotion Luxury Size 400ml	\$68	3380810458169	045816
	Body Fit Luxury Size 400ml	\$116	3666057006524	700653

