

OCTOBER NATIONAL EVENT 10/10 – HERALD SQUARE

Influencer Event 10/10

- Sales Goal: \$35.0
- Influencer Meet and Greet with Erica Taylor
- Mega Event
- 3 Day Double Sample Ampoule Samples + GWP with any \$75.00 purchase
- Double Serum sample cards for recruiting



OCTOBER NATIONAL EVENT 10/10-12 – TOP STORES

Top Store Event 10/10-12

- One Day Event between 10/10-12
- Mega Event - 35 Stores
- PTM Support and Event Setup
- 3 Day Double Sample Ampoule Samples + 2 trials with any \$75.00 purchase
- Double Serum sample cards for recruiting



Tier 1 - Mega Event Setup - 35 stores		SEE	RVP	Event Date	Event Goal	DS Goal	GWP's	DS Ampoules
523	LOC 523 - SOUTH COAST PLAZA	Adela Ramirez	Brad Hendry	10/11/2024	\$2,000	14	12	100
533	LOC 533 - VICTORIA GARDENS (CA)	Adela Ramirez	Brad Hendry	10/12/2024	\$2,000	14	10	100
344	LOC 344 - CHERRY CREEK SC	Ambreen Taj	Brad Hendry	10/12/2024	\$1,000	7	4	100
482	LOC 482 - SANTA ANITA	Cecilia Lopez	Brad Hendry	10/10/2024	\$5,000	36	35	100
501	LOC 501 - SHERMAN OAKS FASHION	Cecilia Lopez	Brad Hendry	10/11/2024	\$2,000	14	11	100
358	LOC 358 - VALLEY FAIR (CA)	Christine Vu	Brad Hendry	10/12/2024	\$2,000	14	11	100
428	LOC 428 - SAN FRANCISCO UNION	Christine Vu	Brad Hendry	10/12/2024	\$2,000	14	7	100
466	LOC 466 - ALA MOANA (OAHU)	Teresa Rodrigues	Brad Hendry	10/12/2024	\$2,000	14	11	100
511	LOC 511 - DEL AMO FASHION CENT	Yesenia Hernandez	Brad Hendry	10/10/2024	\$2,000	14	11	100
1	LOC 001 - QUEENS CENTER	Adeline Rouzeau	Jan Cohen	10/10/2024	\$4,000	29	20	100
5	LOC 005 - MANHASSET	Adeline Rouzeau	Jan Cohen	10/11/2024	\$2,000	14	13	100
53	LOC 053 - ROOSEVELT FIELD	Adeline Rouzeau	Jan Cohen	10/12/2024	\$2,000	14	15	100
185	LOC 185 - FLUSHING (NY)	Adeline Rouzeau	Jan Cohen	10/10/2024	\$6,000	43	45	100
75	LOC 075 - GARDEN STATE PLAZA	Agnes Pawlowski	Jan Cohen	10/12/2024	\$2,000	14	9	100
173	LOC 173 - CROSS COUNTY SC (NY)	Agnes Pawlowski	Jan Cohen	10/11/2024	\$2,000	14	14	100
31	LOC 031 - BOSTON (DOWNTOWN)	Jean Bertone	Jan Cohen	10/10/2024	\$2,000	14	8	100
34	LOC 034 - NORTHSORE (MA)	Jean Bertone	Jan Cohen	10/11/2024	\$1,000	7	7	90
36	LOC 036 - SOUTH SHORE PLAZA (M)	Jean Bertone	Jan Cohen	10/12/2024	\$2,000	14	11	100
215	LOC 215 - STATE STREET	Narta Jonuzi	Jan Cohen	10/11/2024	\$2,000	14	8	100
231	LOC 231 - SOUTHDALE CENTER	Sherri Hunter	Jan Cohen	10/10/2024	\$2,000	14	9	100
218	LOC 218 - OLD ORCHARD	Tina Kotsionis	Jan Cohen	10/11/2024	\$3,000	22	15	100
21	LOC 021 - PLAZA LAS AMERICAS	Carrie Lois	Staci Pigna	10/12/2024	\$3,000	22	18	100
757	LOC 757 - BOCA RATON TOWN CENT	Tanya Cruz	Staci Pigna	10/12/2024	\$2,000	14	13	100
761	LOC 761 - GALLERIA (FT. LAUDER)	Tanya Cruz	Staci Pigna	10/12/2024	\$1,000	7	3	90
771	LOC 771 - PEMBROKE LAKES	Carrie Lois	Staci Pigna	10/12/2024	\$2,000	14	9	100
772	LOC 772 - WESTLAND (FL)	Carrie Lois	Staci Pigna	10/12/2024	\$2,000	14	8	100
769	LOC 769 - AVENTURA	Claribel Perez	Staci Pigna	10/12/2024	\$3,000	22	18	100
770	LOC 770 - MIAMI INTERNATIONAL	Claribel Perez	Staci Pigna	10/12/2024	\$4,000	29	28	100
776	LOC 776 - DADELAND	Claribel Perez	Staci Pigna	10/12/2024	\$4,000	29	50	100
777	LOC 777 - THE FALLS	Claribel Perez	Staci Pigna	10/12/2024	\$2,000	14	9	100
810	LOC 810 - ORLANDO MILLENIA (FL)	Jason Rodriguez	Staci Pigna	10/12/2024	\$2,000	14	10	100
687	LOC 687 - GALLERIA AT HOUSTON	Rahil Pasha	Staci Pigna	10/12/2024	\$2,000	14	7	100
23	LOC 023 - TYSONS CORNER CENTER	Shiva Javadi	Staci Pigna	10/12/2024	\$2,000	14	14	100
68	LOC 068 - METRO CENTER (DOWNTON)	Shiva Javadi	Staci Pigna	10/12/2024	\$1,000	7	8	90
665	LOC 665 - NORTH PARK CENTER (TX)	Simone Tan	Staci Pigna	10/12/2024	\$1,000	7	3	100

DEPARTMENT STORE EVENT SETUP – TOP STORES



OCTOBER NATIONAL EVENT 10/12 – STAFFED STORES AND FIRST 50

Staffed Store Event 10/12

- At counter animation – counter driven no PTM support
- 3 Day Double Sample Ampoule Samples + 2 trials with any \$75.00 purchase
- Double Serum sample cards for recruiting



Tier 1 - First 50 - 27 stores at counter animation		SEE	RVP	Event Date	Event Goal	DS Goal	GWP's	DS Ampoules
535	LOC 535 - TEMECULA PROMENADE	Adela Ramirez	Brad Hendry	10/12/2024	\$500	4	3	20
334	LOC 334 - STANFORD (CA)	Christine Vu	Brad Hendry	10/12/2024	\$500	4	3	20
359	LOC 359 - FRESNO FASHION FAIR	Christine Vu	Brad Hendry	10/12/2024	\$500	4	3	20
8	LOC 008 - MENLO PARK	Agnes Pawlowski	Jan Cohen	10/12/2024	\$1,000	7	11	40
15	LOC 015 - SHORT HILLS	Agnes Pawlowski	Jan Cohen	10/12/2024	\$1,000	7	4	40
408	LOC 408 - ROSEVILLE GALLERIA	Christine Vu	Brad Hendry	10/12/2024	\$1,000	7	4	40
503	LOC 503 - TOPANGA	Cecilia Lopez	Brad Hendry	10/12/2024	\$1,000	7	7	40
324	LOC 324 - WALNUT CREEK BROADWA	Christine Vu	Brad Hendry	10/12/2024	\$1,000	7	5	40
544	LOC 544 - FASHION VALLEY (CA)	Adela Ramirez	Brad Hendry	10/12/2024	\$1,000	7	4	40
532	LOC 532 - LAS VEGAS FASHION SH	Yesenia Hernandez	Brad Hendry	10/12/2024	\$1,000	7	3	40
76	LOC 076 - WILLOWBROOK (NJ)	Agnes Pawlowski	Jan Cohen	10/12/2024	\$1,000	7	5	40
6	LOC 006 - KINGS PLAZA	Coleen Sinisi	Jan Cohen	10/12/2024	\$1,000	7	6	40
7	LOC 007 - STATEN ISLAND	Coleen Sinisi	Jan Cohen	10/12/2024	\$1,000	7	6	40
4	LOC 004 - WESTFARMS	Jean Bertone	Jan Cohen	10/12/2024	\$1,000	7	3	40
217	LOC 217 - OAKBROOK CENTER	Narta Jonuzi	Jan Cohen	10/12/2024	\$1,000	7	7	40
259	LOC 259 - WOODFIELD	Narta Jonuzi	Jan Cohen	10/12/2024	\$1,000	7	6	40
261	LOC 261 - ORLAND SQUARE	Narta Jonuzi	Jan Cohen	10/12/2024	\$1,000	7	5	40
301	LOC 301 - SOMERSET COLLECTION	Narta Jonuzi	Jan Cohen	10/12/2024	\$500	4	3	20
560	LOC 560 - KENWOOD TOWNE CENTRE	Tina Kotsionis	Jan Cohen	10/12/2024	\$1,000	7	6	40
584	LOC 584 - EASTON TOWN CENTER	Tina Kotsionis	Jan Cohen	10/12/2024	\$500	4	3	20
598	LOC 598 - CASTLETON SQUARE	Tina Kotsionis	Jan Cohen	10/12/2024	\$500	4	3	20
701	LOC 701 - LA PLAZA	Irma Garza	Staci Pigna	10/12/2024	\$1,000	7	3	40
733	LOC 733 - MALL OF GEORGIA	Jason Rodriguez	Staci Pigna	10/12/2024	\$1,000	7	3	40
828	LOC 828 - MALL AT UNIVERSITY T	Jason Rodriguez	Staci Pigna	10/12/2024	\$1,000	7	5	40
686	LOC 686 - MEMORIAL CITY	Rahil Pasha	Staci Pigna	10/12/2024	\$1,000	7	9	40
716	LOC 716 - WOODLANDS (TX)	Rahil Pasha	Staci Pigna	10/12/2024	\$1,000	7	3	40
33	LOC 033 - MONTGOMERY (MD)	Shiva Javadi	Staci Pigna	10/12/2024	\$1,000	7	8	40

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Staffed Store Event 10/12

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- 3 Day Double Sample Ampoule Samples + 2 trials with any \$75.00 purchase
- Double Serum sample cards for recruiting



Tier 2 - Staffed Stores At Counter Animation 55 stores		SEE	RVP	Event Date	Event Goal	DS Goal	GWP's	DS Ampoules
524	LOC 524 - BREA (CA)	Adela Ramirez	Brad Hendry	10/12/2024	\$1,000	7	4	40
534	LOC 534 - PALM DESERT	Adela Ramirez	Brad Hendry	10/12/2024	\$1,000	7	5	40
546	LOC 546 - CHULA VISTA CENTER	Adela Ramirez	Brad Hendry	10/12/2024	\$1,000	7	4	40
452	LOC 452 - ARROWHEAD TOWNE CENT	Cecilia Lopez	Brad Hendry	10/12/2024	\$1,000	7	3	40
491	LOC 491 - NORTHRIDGE FASHION C	Cecilia Lopez	Brad Hendry	10/12/2024	\$1,000	7	4	40
493	LOC 493 - VALENCIA TOWN CENTER	Cecilia Lopez	Brad Hendry	10/12/2024	\$1,000	7	4	40
431	LOC 431 - SERRAMONTE	Christine Vu	Brad Hendry	10/12/2024	\$1,000	7	5	40
368	LOC 368 - BELLEVUE SQUARE	Mizuho Sutton	Brad Hendry	10/12/2024	\$1,000	7	3	40
370	LOC 370 - ALDERWOOD	Mizuho Sutton	Brad Hendry	10/12/2024	\$1,000	7	5	40
392	LOC 392 - WASHINGTON SQUARE (O	Mizuho Sutton	Brad Hendry	10/12/2024	\$1,000	7	3	40
433	LOC 433 - SOUTHCENTER (WA)	Mizuho Sutton	Brad Hendry	10/12/2024	\$1,000	7	3	40
467	LOC 467 - PEARLRIDGE (OAHU)	Teresa Rodrigues	Brad Hendry	10/12/2024	\$1,000	7	4	40
481	LOC 481 - DOWNEY STONEWOOD CEN	Yesenia Hernandez	Brad Hendry	10/12/2024	\$1,000	7	7	40
484	LOC 484 - THE SHOPS AT MONTEBE	Yesenia Hernandez	Brad Hendry	10/12/2024	\$1,000	7	3	40
485	LOC 485 - WEST COVINA	Yesenia Hernandez	Brad Hendry	10/12/2024	\$1,000	7	4	40
13	LOC 013 - SMITH HAVEN	Adeline Rouzeau	Jan Cohen	10/12/2024	\$1,000	7	6	40
19	LOC 019 - GREEN ACRES (NY)	Adeline Rouzeau	Jan Cohen	10/12/2024	\$1,000	7	5	40
102	LOC 102 - WALT WHITMAN	Adeline Rouzeau	Jan Cohen	10/12/2024	\$1,000	7	8	40
10	LOC 010 - PARAMUS PARK	Agnes Pawlowski	Jan Cohen	10/12/2024	\$1,000	7	3	40
17	LOC 017 - FREEHOLD RACEWAY	Agnes Pawlowski	Jan Cohen	10/12/2024	\$1,000	7	3	40
59	LOC 059 - CHERRY HILL	Agnes Pawlowski	Jan Cohen	10/12/2024	\$1,000	7	5	40
65	LOC 065 - QUAKER BRIDGE	Agnes Pawlowski	Jan Cohen	10/12/2024	\$1,000	7	3	40
81	LOC 081 - BRIDGEWATER COMMONS	Agnes Pawlowski	Jan Cohen	10/12/2024	\$1,000	7	4	40
2	LOC 002 - BROOKLYN (DOWNTOWN)	Coleen Sinisi	Jan Cohen	10/12/2024	\$1,000	7	3	40
174	LOC 174 - NEWPORT CENTRE (NJ)	Coleen Sinisi	Jan Cohen	10/12/2024	\$1,000	7	5	40
29	LOC 029 - MALL OF NEW HAMPSHIR	Jean Bertone	Jan Cohen	10/12/2024	\$1,000	7	3	40
37	LOC 037 - BURLINGTON (MA)	Jean Bertone	Jan Cohen	10/12/2024	\$1,000	7	7	40
38	LOC 038 - SOUTH PORTLAND (ME)	Jean Bertone	Jan Cohen	10/12/2024	\$1,000	7	3	40
39	LOC 039 - WARWICK (RI)	Jean Bertone	Jan Cohen	10/12/2024	\$1,000	7	3	40
40	LOC 040 - NATICK COLLECTION	Jean Bertone	Jan Cohen	10/12/2024	\$1,000	7	3	40
41	LOC 041 - MALL AT ROCKINGHAM P	Jean Bertone	Jan Cohen	10/12/2024	\$1,000	7	3	40
44	LOC 044 - CAPE COD	Jean Bertone	Jan Cohen	10/12/2024	\$1,000	7	4	40
83	LOC 083 - COLONIE CENTER	Jean Bertone	Jan Cohen	10/12/2024	\$1,000	7	3	40
178	LOC 178 - HOLYOKE MALL AT INGL	Jean Bertone	Jan Cohen	10/12/2024	\$1,000	7	4	40
220	LOC 220 - HAWTHORN CENTER	Narta Jonuzi	Jan Cohen	10/12/2024	\$1,000	7	4	40
302	LOC 302 - TWELVE OAKS (MI)	Narta Jonuzi	Jan Cohen	10/12/2024	\$1,000	7	4	40
232	LOC 232 - RIDGEDALE	Sherri Hunter	Jan Cohen	10/12/2024	\$1,000	7	4	40
233	LOC 233 - ROSEDALE CENTER	Sherri Hunter	Jan Cohen	10/12/2024	\$1,000	7	4	40
758	LOC 758 - BROWARD MALL	Tanya Cruz	Staci Pigna	10/12/2024	\$1,000	7	4	40

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760	LOC 760 - THE GARDENS (FL)	Tanya Cruz	Staci Pigna	10/12/2024	\$1,000	7	3	40
762	LOC 762 - WELLINGTON GREEN	Tanya Cruz	Staci Pigna	10/12/2024	\$1,000	7	3	40
773	LOC 773 - SOUTH BEACH	Carrie Lois	Staci Pigna	10/12/2024	\$1,000	7	4	40
806	LOC 806 - PLAZA DEL CARIBE	Carrie Lois	Staci Pigna	10/12/2024	\$1,000	7	8	40
822	LOC 822 - NAPLES COASTLAND CTR	Claribel Perez	Staci Pigna	10/12/2024	\$1,000	7	3	40
730	LOC 730 - LENOX SQUARE	Jason Rodriguez	Staci Pigna	10/12/2024	\$1,000	7	4	40
732	LOC 732 - NORTHPOINT (GA)	Jason Rodriguez	Staci Pigna	10/12/2024	\$1,000	7	4	40
811	LOC 811 - FLORIDA MALL	Jason Rodriguez	Staci Pigna	10/12/2024	\$1,000	7	4	40
688	LOC 688 - FIRST COLONY	Rahil Pasha	Staci Pigna	10/12/2024	\$1,000	7	4	40
715	LOC 715 - WILLOWBROOK (TX)	Rahil Pasha	Staci Pigna	10/12/2024	\$1,000	7	3	40
14	LOC 014 - WHEATON	Shiva Javadi	Staci Pigna	10/12/2024	\$1,000	7	5	40
84	LOC 084 - SPRINGFIELD (VA)	Shiva Javadi	Staci Pigna	10/12/2024	\$1,000	7	5	40
95	LOC 095 - FASHION CTR AT PENTA	Shiva Javadi	Staci Pigna	10/12/2024	\$1,000	7	4	40
101	LOC 101 - DULLES TOWN CENTER	Shiva Javadi	Staci Pigna	10/12/2024	\$1,000	7	4	40
216	LOC 216 - FAIR OAKS (M)	Shiva Javadi	Staci Pigna	10/12/2024	\$1,000	7	5	40
667	LOC 667 - STONEBRIAR CENTRE (T	Simone Tan	Staci Pigna	10/12/2024	\$1,000	7	3	40

OCTOBER NATIONAL EVENT 10/12 – PRESTIGE TEAM STORES & MSF

Prestige Team Store Event 10/12

- At counter animation – counter driven no PTM support
- 3 Day Double Sample Ampoule with any Double Serum purchase

