



CLARINS

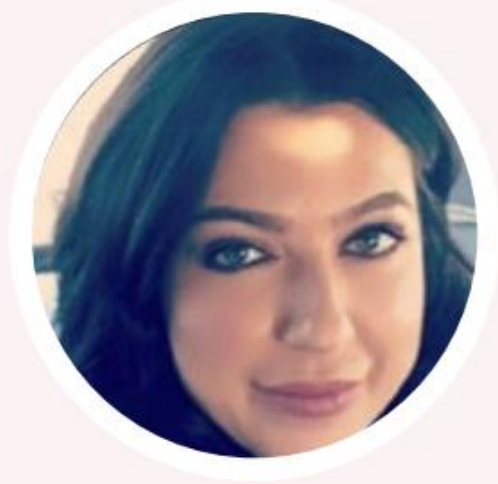
Q424  
Sephora Mthly TB

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10.16.24



# WELCOME TO THE TEAM



**Gayane Bedrosian**  
Senior Sales & Education Executive,  
Specialty  
Los Angeles, CA

Gayane brings over 19 years of experience in Beauty Sales and Education, with a strong track record of driving growth and building high-performing teams. At Rose Inc, Lilah b., and Juice Beauty, she led key markets like Southern California and the Southwest, consistently exceeding growth targets. In her new role at Clarins, Gayane will lead the Los Angeles market, driving sales growth and fostering key relationships. Rey Fakhari and Holly Conklin will report to her. Outside of work, she enjoys family time, staying active, and staying organized, and is excited to join the Clarins team.



**Holly Conklin**  
Sales & Education Executive,  
Specialty  
Orange County, CA

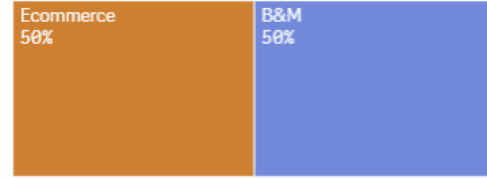
Holly brings over 25 years of experience in Beauty Sales and Makeup Artistry, with a strong record of driving sales and building relationships across luxury brands. At L'Oréal and Christian Dior, she consistently exceeded sales goals at retailers like Sephora and Ulta. In her new role at Clarins, Holly will lead sales and education efforts in Orange County, using her expertise in client relations, product knowledge, and team development. We are excited for passion as she helps drive success in the OC market. Holly enjoys working out, hiking, traveling, and is a proud dog mom to two Pomeranians.

**MTD**  
**\$280.7K**  
 37% ± 77% RE2

**STD**  
**\$3.58M**  
 48% ± 100% RE2

**YTD**  
**\$13.30M**  
 51% ± 100% RE2

**Active Doors**  
**275**



Channel	YTD	LYYTD	\$ ± YTD	% ± YTD	RE2 YTD	% RE2 YTD	% TTL
<b>Totals</b>	<b>\$ 13,297.3</b>	<b>\$ 8,786.5</b>	<b>\$ 4,510.7</b>	<b>51%</b>	<b>\$ 13,307.6</b>	<b>100%</b>	<b>100.0%</b>
Ecommerce	\$ 6,714.1	\$ 5,046.2	\$ 1,667.9	33%	\$ 6,686.8	100%	50.5%
B&M	\$ 6,583.1	\$ 3,740.3	\$ 2,842.8	76%	\$ 6,620.9	99%	49.5%

COMP DOORS	YTD	LYYTD	\$ ± YTD	% ± YTD	Budget YTD	% Budget YTD
	<b>\$ 5,554.5</b>	<b>\$ 3,933.8</b>	<b>\$ 1,620.7</b>	<b>41%</b>	<b>\$ 4,836.8</b>	<b>115%</b>

Family Na...	YTD	\$ ± YTD	% ± YTD	% TTL
<b>Totals</b>	<b>\$ 7,297.7</b>	<b>\$ 3,283.3</b>	<b>82%</b>	<b>100.0%</b>
Skin Care	\$ 5,953.7	\$ 2,729.7	85%	81.6%
Make-Up	\$ 1,344.0	\$ 553.7	70%	18.4%

Door Name	YTD	LYYTD	\$ ± YTD	% ± YTD	RE2 YTD	% RE2 YTD	% TTL
<b>Totals</b>	<b>\$ 7,297.8</b>	<b>\$ 4,014.4</b>	<b>\$ 3,283.3</b>	<b>82%</b>	<b>\$ 7,090.9</b>	<b>103%</b>	<b>100.0%</b>
Sephora-#302 Soho	\$ 162.6	\$ 144.5	\$ 18.1	13%	\$ 228.5	71%	2.2%
Sephora-#352 Tysons Corner	\$ 155.9	\$ 94.7	\$ 61.2	65%	\$ 160.0	97%	2.1%
Sephora-#374 5th Avenue	\$ 128.3	\$ 82.0	\$ 46.4	57%	\$ 132.8	97%	1.8%
Sephora-#410 Aventura	\$ 119.5	\$ 10.4	\$ 109.0	1045%	\$ 49.7	240%	1.6%
Sephora-#306 Brickell City Ctr	\$ 118.5	\$ 73.3	\$ 45.2	62%	\$ 141.7	84%	1.6%
Sephora-#412 Florida Mall	\$ 118.0	\$ 97.5	\$ 20.6	21%	\$ 164.4	72%	1.6%
Sephora-#310 34th Street	\$ 114.6	\$ 106.1	\$ 8.5	8%	\$ 167.4	68%	1.6%
Sephora-#304 Times Square	\$ 112.8	\$ 74.8	\$ 38.0	51%	\$ 125.6	90%	1.5%
Sephora-#460 Lenox Square	\$ 106.0	\$ 54.0	\$ 51.9	96%	\$ 100.8	105%	1.5%
Sephora-#356 Prudential Center	\$ 103.4	\$ 58.4	\$ 45.0	77%	\$ 96.3	107%	1.4%
Sephora-#398 Union Square	\$ 102.7	\$ 89.2	\$ 13.5	15%	\$ 146.5	70%	1.4%
Sephora-#726 Miami	\$ 95.8	\$ 92.4	\$ 3.4	4%	\$ 141.4	68%	1.3%
Sephora-#20 South Coast Plaza	\$ 94.9	\$ 79.5	\$ 15.4	19%	\$ 131.1	72%	1.3%
Sephora-#414 Dadeland	\$ 85.6	\$ 68.3	\$ 17.3	25%	\$ 112.1	76%	1.2%
Sephora-#66 Houston Galleria	\$ 83.4	\$ 60.0	\$ 23.3	39%	\$ 101.5	82%	1.1%
Sephora-#120 86th & Lexington	\$ 83.3	\$ 54.3	\$ 29.0	53%	\$ 99.8	83%	1.1%
Sephora-#796 Millenia	\$ 78.3	\$ 6.5	\$ 71.8	1104%	\$ 38.4	204%	1.1%

Line Range	YTD	\$ ± YTD	% ± YTD	% TTL
<b>Totals</b>	<b>\$ 7,297.7</b>	<b>\$ 3,283.3</b>	<b>82%</b>	<b>100.0%</b>
CI Dble Serum	\$ 3,068.4	\$ 1,483.8	94%	42.0%
CI Lip Oil	\$ 1,173.8	\$ 383.2	48%	16.1%
CI Eye Care	\$ 687.0	\$ 293.6	75%	9.4%
CI Ext-Firming	\$ 463.0	\$ 134.8	41%	6.3%
CI Multi-Active	\$ 445.7	\$ 248.9	126%	6.1%
CI Cleansing	\$ 348.3	\$ 115.1	49%	4.8%
CI Flash-Soluti	\$ 315.1	\$ 268.2	572%	4.3%
CI V Shap Lift	\$ 212.0	-\$ 1.7	-1%	2.9%
CI Lipperfector	\$ 170.3	\$ 170.3	0%	2.3%



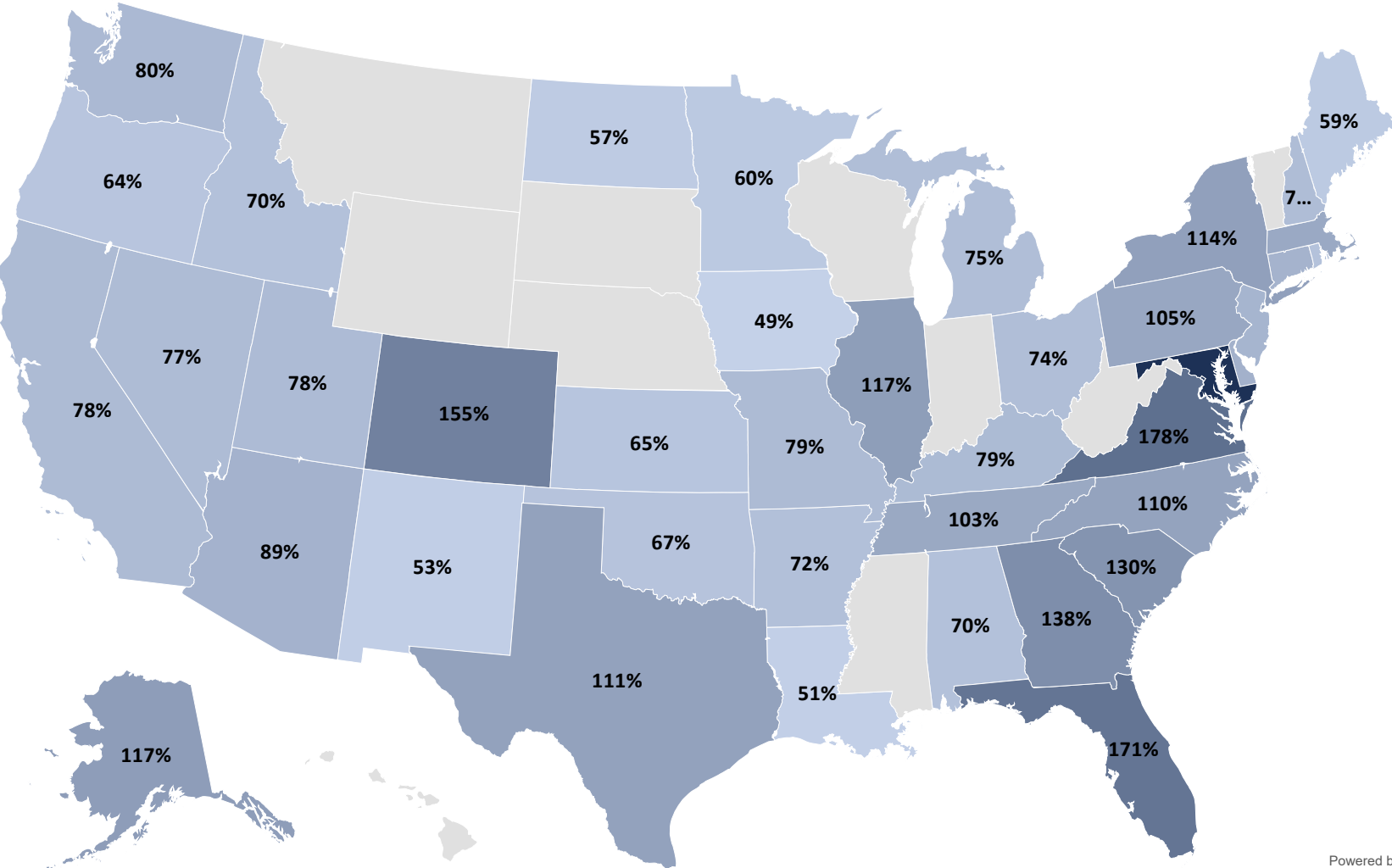
**BIG  
CONGRATS!**  
14 team  
members  
making plan.



Territory Na...	Q	# Doors	YTD	\$ ± YTD	% ± YTD	RE2 YTD	% RE2 YTD	% TTL
<b>Totals</b>		<b>274</b>	<b>\$ 6,583.1</b>	<b>\$ 2,842.8</b>	<b>76%</b>	<b>\$ 6,620.9</b>	<b>99%</b>	<b>100.0%</b>
Penda Ahne		28	\$ 1,269.0	\$ 383.0	43%	\$ 1,520.9	83%	19.3%
Dayan Herrera		16	\$ 796.0	\$ 265.3	50%	\$ 923.4	86%	12.1%
Sherri Shadbash		20	\$ 393.1	\$ 189.0	93%	\$ 381.6	103%	6.0%
Reyhaneh Fakhari		17	\$ 356.3	\$ 66.7	23%	\$ 479.0	74%	5.4%
Uyen Hoang		19	\$ 314.9	\$ 126.6	67%	\$ 305.1	103%	4.8%
Angie Crawford		11	\$ 295.2	\$ 98.6	50%	\$ 370.1	80%	4.5%
Jason Rodriguez		8	\$ 293.5	\$ 170.3	138%	\$ 248.1	118%	4.5%
Fabiana Medina		9	\$ 289.9	\$ 110.1	61%	\$ 332.4	87%	4.4%
Holly Conklin		9	\$ 230.6	\$ 69.6	43%	\$ 277.8	83%	3.5%
Narta Jonuzi		11	\$ 229.6	\$ 86.2	60%	\$ 236.8	97%	3.5%
Veta Lewinson		10	\$ 220.9	\$ 115.2	109%	\$ 196.0	113%	3.4%
Stacey Librandi		13	\$ 203.1	\$ 150.2	284%	\$ 117.1	173%	3.1%
Mizuho Sutton		9	\$ 202.6	\$ 113.6	128%	\$ 156.3	130%	3.1%
Charlotte Coleman		10	\$ 185.3	\$ 116.9	171%	\$ 141.9	131%	2.8%
Irma Garza		7	\$ 154.8	\$ 86.3	126%	\$ 125.5	123%	2.4%
Shiva Javadi		1	\$ 141.9	\$ 54.7	63%	\$ 148.7	95%	2.2%
Gayane Bedrosian		7	\$ 133.3	\$ 63.8	92%	\$ 126.5	105%	2.0%
Stacey Wirtz		12	\$ 119.1	\$ 96.0	416%	\$ 41.8	285%	1.8%
Agnes Pawlowski		4	\$ 117.9	\$ 59.3	101%	\$ 100.8	117%	1.8%
Ambreen Taj		9	\$ 112.7	\$ 58.2	107%	\$ 90.6	124%	1.7%
Marcela Arzate		11	\$ 103.7	\$ 80.4	344%	\$ 58.5	177%	1.6%
Nardos Moges		7	\$ 80.3	\$ 56.3	235%	\$ 43.8	183%	1.2%
Yesenia Hernandez		5	\$ 80.1	\$ 24.9	45%	\$ 95.4	84%	1.2%
Sherri Hunter		6	\$ 67.6	\$ 55.9	475%	\$ 17.8	380%	1.0%
Trixie Giroux		4	\$ 60.4	\$ 24.2	67%	\$ 67.5	89%	0.9%
Greileny De La Cruz		3	\$ 49.2	\$ 49.2	0%	\$ 1.0	4763%	0.7%
Pamela Dsouza		4	\$ 45.9	\$ 36.1	366%	\$ 16.4	280%	0.7%



# AUGUST PRODUCTIVITY REVIEW



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VP/SEE	Productivity Score	WEEKLY GAP
Brad Hendry	85%	\$ 9,487
Ambreen Taj	132%	\$ 416
Gayane Bedrosian	77%	\$ 629
Holly Conklin	78%	\$ 1,443
Mizuho Sutton	80%	\$ 1,120
Reyhaneh Fakhari	73%	\$ 2,303
Stacey Librandi	90%	\$ 925
Uyen Hoang	83%	\$ 1,892
Yesenia Hernandez	77%	\$ 760
Jan Cohen	96%	\$ 7,247
Agnes Pawlowski	100%	\$ 229
Greileny De La Cruz	193%	
Marcela Arzate	72%	\$ 653
Narta Jonuzi	86%	\$ 679
Pamela Dsouza	99%	\$ 159
Penda Ahne	114%	\$ 1,394
Sherri Hunter	58%	\$ 842
Sherri Shadbash	84%	\$ 2,199
Veta Lewinson	94%	\$ 1,092
Staci Pigna	132%	\$ 5,140
Angie Crawford	97%	\$ 1,257
Charlotte Coleman	138%	\$ 256
Dayan Herrera	148%	\$ 1,147
Fabiana Medina	106%	\$ 565
Irma Garza	129%	\$ 134
Jason Rodriguez	206%	\$ 81
Nardos Moges	177%	\$ 129
Open - Dallas	82%	\$ 187
Shiva Javadi	232%	
Stacey Wirtz	113%	\$ 562
Trixie Giroux	56%	\$ 822
<b>Grand Total</b>	<b>104%</b>	<b>\$ 21,873</b>

01

PROMO REVIEW

# SEPHORA OCTOBER SALES PLAN +91%, DS +60%

36	Oct 1	10/6/24	230.0	129%	Holiday Plano Update, Meta Campaign
37	Oct 2	10/13/24	189.0	76%	Meta DS Campaign 8/23-11/2, PERK SERVICE CE
38	Oct 3	10/20/24	157.0	42%	Meta DS Campaign 8/23-11/2, NEW DOOR ESV & CE
39	Oct 4	10/27/24	350.0	111%	BI SALE, ROUGE 11/1-11/11, HOLIDAY STARS CE EVENTS
<b>October</b>			<b>926.0</b>	<b>91%</b>	
40	Nov 1	11/3/24	550.0	145%	BI SALE, VIB & INSIDER 11/5-11/11
41	Nov 2	11/10/24	250.0	52%	BI SALE, VIB & INSIDER 11/5-11/11

## BI SALE PREP:

- BOOK PTM SUPPORT IN PORTAL
- Cycle Counts, Stock Review
  - Send Call outs to Crystal no later than 10/11
  - Send pics if possible

## OCTOBER CLIENT ENGAGEMENT EVENTS:

- PERK SERVICE EVENTS (Q4 Sampling- monodose, Lip Oil, and mini) Recruitment Kit
- New Door ESV & CE- schedule this month to ensure you start strong on productivity score
- Holiday Stars Events- Rouge week– maximize AUS first week with events while traffic is slower.



# Categories Purchased by Recipient

	Makeup	Skincare	Haircare	Body Products	Candles	Fragrance
Myself	22%	27%	15%	14%	8%	14%
Friends	12%	12%	2%	16%	24%	14%
Family	18%	21%	12%	15%	8%	15%



# SEPHORA FALL BI SALE ACTIVATIONS

## Influencers:

- Organic: outreach to affiliate influencer network (email + text/DM) to communicate BI sale and restock products as-requested.
- PAID: LTK campaign activating top selling affiliate influencers
  - First round of stories live 11/1 for ROUGE
  - Second round of stories lives 11/4 or 5 depending on influencer high engagement days 11/5 for VIB)

Influencer	Obligations	Status	Primary Product Focus
Ashley Paige	2 IG Story Sets (3-4 Frames) + 2 LTK	Signed	Double Serum Relaunch
Jenna Rennert	2 IG Story Sets (3-4 Frames) + 2 LTK	Signed	Double Serum Relaunch
Hollie Woodward	2 IG Story Sets (3-4 Frames) + 2 LTK	Signed	Double Serum Relaunch
Kathleen Jennings	2 IG Story Sets (3-4 Frames) + 2 LTK	Signed	Double Serum Relaunch
Lindsay Silberman	2 IG Story Sets (3-4 Frames) + 2 LTK	Signed	Double Serum Relaunch
Lindsey Regan Thorne	2 IG Story Sets (3-4 Frames) + 2 LTK	Signed	Double Serum Relaunch
My Sister Made Me Buy It	2 IG Story Sets (3-4 Frames) + 2 LTK	Signed	Double Serum Relaunch
Champagne & Chanel	2 IG Story Sets (3-4 Frames) + 2 LTK	Offer sent - verbally accepted	Double Serum Relaunch

## Social:

- Meta: repost relevant IG stories
- TikTok: post + BOOST 1-3 Sephora BI sale videos
- X: repost editorial articles promoting the BI sale and Clarins

PO# - F24ADVENTCALENDAR  
Project #- 38650

PO# - F24SEPHORAQ4SAMPLING  
Project # - 38655

# Q4 SALES SUPPORT



Item #	French Item #	EAN Code	Description
045896	80076667	3380810458961	EF NIGHT CRM AST SA
718259	80101067	3666057182594	LIP COMFORT OIL SAM
701501	80082078	3666057015014	ONE STEP EXF CLEANS
721676	80104518	3666057216763	HYDRA TONING LOT SA
717779	80100586	3666057177798	MA DAY CREAM AST S
720127	80102964	3666057201271	BODY FIT SAMPLE 8ML
725898	80108754	3666057258985	DS GEN 9 SAMPLE CAR
045824	80076248	3380810458244	MRBL TUBE 8ML
717783	80100590	3666057177835	MA NIGHT CREAM AST
712354	80094922	3666057123542	S22 TEL SAMPLE CARD
006167	80011857	3380810061673	V-FACIAL INT WRAP8M
701357	80081930	3666057013577	LIP PERFECTOR 01 MIN
040526	80068487	3380810405262	TOTAL EYE LIFT SAMPL
712350	80094918	3666057123504	F22 DS EYE SAMPLE CA
042164	80070892	3380810421644	EF ENERGY SAMPLE 5M
721614	80104454	3666057216145	DS LIGHT SMPL SACH 1
721662	80104504	3666057216626	GTL FG CLS HYDRATING

# 02

**NEW DOOR REVIEW**



# NEW DOOR PRODUCTIVITY BLITZ

OCTOBER- JANUARY 2025



**WELCOME KIT**

## **BESTSELLERS** ROUTINE BASED EDUCATION ESV/CE HYBRID VISIT

SEPHORA

CLARINS

Scan this QR Code to share by text!

BRAND VISIT TOUCHBASE		
Date & Hours: Store Name: Brand Name: Brand Partner Name:	Visit Type: <input type="checkbox"/> Education and Sales <input type="checkbox"/> Store-Led Event	Connect with today:    
Most important for today: Store:  Brand:  		
Business notes (store complete prior to brand visit): Brand Business: YTDS                      MTDs                      Store Rank Store Focus: Company Focus: Brand Business Insights:  		
Debrief notes: Celebrations & Opportunities: Next Steps/Action Items:  		
Brand Feedback Survey submitted: <input type="checkbox"/>		

**BRAND SURVEY**  
2025 STRATEGY KICKOFF

# SEPHORA

SEE	VP	CHAIN	STORE	ADDRESS	CITY	ST	ZIP	SALES	VC	OPEN DATE
GAYANE BEDROSIAN	BRAD HENDRY	SEPHORA USA LLC	82	12506 N. Main Street, Suite 3510 Bldg 3500	Rancho Cucamonga	CA	91739	\$ 25.0	B	8/19/2024
GAYANE BEDROSIAN	BRAD HENDRY	SEPHORA USA LLC	1844	1403 N. Victory Pl, Burbank, CA 91504	Burbank	CA	91504	\$ 25.0	B	10/4/2024
AMBREEN TAJ	BRAD HENDRY	SEPHORA USA LLC	474	6600 Menaul NE Space M1	Albuquerque	NM	87110	\$ 25.0	B	8/19/2024
AMBREEN TAJ	BRAD HENDRY	SEPHORA USA LLC	1418	575 East University Parkway Suite C-52 Orem, UT 84095	Orem	UT	84097	\$ 25.0	C	10/4/2024
MIZUHO SUTTON	BRAD HENDRY	SEPHORA USA LLC	1280	775 NW Gilman Blvd, Ste C13	Issaquah	WA	98027	\$ 15.0	A	8/19/2024
MIZUHO SUTTON	BRAD HENDRY	SEPHORA USA LLC	1814	8800 NE Vancouver Mall Drive, Suite 130	Vancouver	WA	98662	\$ 15.0	B	8/19/2024
HOLLY CONKLIN	BRAD HENDRY	SEPHORA USA LLC	232	2015 Birch Road, Suite 605	Chula Vista	CA	91915	\$ 25.0	B	8/19/2024
HOLLY CONKLIN	BRAD HENDRY	SEPHORA USA LLC	1906	2445 Truxtun Road, Suite 101 San Diego Ca 92106	San Diego	CA	92106	\$ 15.0	D	10/25/2024
HOLLY CONKLIN	BRAD HENDRY	SEPHORA USA LLC	1956	11740 Carmel Mountain Plaza Suite 194 San Diego, CA 92128	San Diego	CA	92128	\$ 25.0	C	10/25/2024
REYHANEH FAKHARI	BRAD HENDRY	SEPHORA USA LLC	928	270 N. Beverly Drive	Los Angeles	CA	90210	\$ 25.0	B	8/19/2024
REYHANEH FAKHARI	BRAD HENDRY	SEPHORA USA LLC	738	6000 Sepulveda Blvd., Suite #1341	Culver City	CA	90230	\$ 25.0	C	8/19/2024
REYHANEH FAKHARI	BRAD HENDRY	SEPHORA USA LLC	62	3200 Sepulveda Blvd.	Manhattan Beach	CA	90266	\$ 25.0	B	8/19/2024
REYHANEH FAKHARI	BRAD HENDRY	SEPHORA USA LLC	1776	2 South Garfield Avenue, Suite 120	Alhambra	CA	91801	\$ 15.0	A	8/19/2024
REYHANEH FAKHARI	BRAD HENDRY	SEPHORA USA LLC	1702	735 S. Figueroa St Suite 133 Los Angeles, CA 90017	Los Angeles	CA	90017	\$ 25.0	B	10/4/2024
REYHANEH FAKHARI	BRAD HENDRY	SEPHORA USA LLC	148	400 S Baldwin Ave Suite 448-L, Arcadia, CA 91007, United States	Arcadia	CA	91007	\$ 35.0	A	10/28/2024
REYHANEH FAKHARI	BRAD HENDRY	SEPHORA USA LLC	672	230 Americana Way, Glendale, CA 91210, United States	Glendale	CA	91210	\$ 50.0	A+	11/15/2024
STACEY LIBRANDI	BRAD HENDRY	SEPHORA USA LLC	16	2502 E. Camelback Rd. , Space 148	Phoenix	AZ	85016	\$ 35.0	A	8/19/2024
STACEY LIBRANDI	BRAD HENDRY	SEPHORA USA LLC	364	7014 E. Camelback Road Suite #1009	Scottsdale	AZ	85251	\$ 50.0	A+	8/19/2024
STACEY LIBRANDI	BRAD HENDRY	SEPHORA USA LLC	1308	2460 West Happy Valley Road Suite 1161	Phoenix	AZ	85085	\$ 15.0	A	8/19/2024
STACEY LIBRANDI	BRAD HENDRY	SEPHORA USA LLC	2228	6800 N 95th Ave #320	Glendale	AZ	85305	\$ 15.0	B	10/4/2024
STACEY LIBRANDI	BRAD HENDRY	SEPHORA USA LLC	1930	12646 N. Tatum Blvd Suite 100 Phoenix, AZ. 85032	Phoenix	AZ	85032	\$ 15.0	new	10/21/2024
STACEY LIBRANDI	BRAD HENDRY	SEPHORA USA LLC	736	15169 N Scottsdale Rd Suite #110, Scottsdale, AZ 85254	Scottsdale	AZ	85254	\$ 35.0	A	11/8/2024
UYEN HOANG	BRAD HENDRY	SEPHORA USA LLC	202	1149 Broadway Plaza, Space C70	Walnut Creek	CA	94596	\$ 35.0	A	8/19/2024
UYEN HOANG	BRAD HENDRY	SEPHORA USA LLC	794	1071 Santa Rosa Plaza, Space #1019A	Santa Rosa	CA	95401	\$ 25.0	C	8/19/2024
UYEN HOANG	BRAD HENDRY	SEPHORA USA LLC	50	1689 Arden Way, Space 1084	Sacramento	CA	95815	\$ 25.0	B	8/19/2024
UYEN HOANG	BRAD HENDRY	SEPHORA USA LLC	1896	5186 Dublin Blvd, Dublin, CA 94568	Dublin	CA	94568	\$ 25.0	C	9/30/2024
UYEN HOANG	BRAD HENDRY	SEPHORA USA LLC	1330	1013 Galleria Blvd Suite 140, Roseville, CA 95678, United States	Roseville	CA	95678	\$ 25.0	C	10/4/2024
UYEN HOANG	BRAD HENDRY	SEPHORA USA LLC	1172	153-D Serramonte Center, Daly City, CA 94015, United States	Daly City	CA	94015	\$ 25.0	B	10/7/2024
UYEN HOANG	BRAD HENDRY	SEPHORA USA LLC	1134	2075 Diamond Blvd Suite 125, Concord, CA 94520, United States	Concord	CA	94520	\$ 25.0	B	10/7/2024
UYEN HOANG	BRAD HENDRY	SEPHORA USA LLC	1190	280 Palladio Pkwy Space #901, Folsom, CA 95630, United States	Folsom	CA	95630	\$ 25.0	C	10/7/2024
UYEN HOANG	BRAD HENDRY	SEPHORA USA LLC	2140	4342 Las Positas Rd	Livermore	CA	94551	\$ 15.0	C	10/7/2024
UYEN HOANG	BRAD HENDRY	SEPHORA USA LLC	1368	1546 Saratoga Ave, Suite P503 San Jose, CA 95129	San Jose	CA	95129	\$ 15.0	D	10/25/2024
UYEN HOANG	BRAD HENDRY	SEPHORA USA LLC	206	208 Vintage Oaks, Novato, CA 94945, United States	Novato	CA	94945	\$ 15.0	D	11/1/2024
YESENIA HERNANDEZ	BRAD HENDRY	SEPHORA USA LLC	1382	2665 Pacific Coast Highway	Torrance	CA	90505	\$ 15.0	A	11/8/2024
YESENIA HERNANDEZ	BRAD HENDRY	SEPHORA USA LLC	1114	2235 Village Walk Drive Suite 163	Henderson	NV	89052	\$ 25.0	C	8/19/2024
YESENIA HERNANDEZ	BRAD HENDRY	SEPHORA USA LLC	708	2115 Festival Plaza Drive, Suite 130	Las Vegas	NV	89135	\$ 25.0	B	8/19/2024

# SEPHORA

SEE	VP	CHAIN	STORE	ADDRESS	CITY	ST	ZIP	SALES	VC	OPEN DATE
GREILENY DE LA CRUZ	JAN COHEN	SEPHORA USA LLC	1300	2146 Bartow Ave Suite F, Bronx, NY 1047	Bronx	NY	10475	\$ 25.0	B	10/4/2024
GREILENY DE LA CRUZ	JAN COHEN	SEPHORA USA LLC	1892	5100 Kings Plaza, Space 0151, Brooklyn,	Brooklyn	NY	11234	\$ 25.0	B	10/4/2024
GREILENY DE LA CRUZ	JAN COHEN	SEPHORA USA LLC	2236	The Arches Circle	Deer Park	NY	11729	\$ 15.0	D	10/4/2024
MARCELA ARZATE	JAN COHEN	SEPHORA USA LLC	604	132 W. Jefferson Ave	Naperville	IL	60540	\$ 25.0	C	8/19/2024
MARCELA ARZATE	JAN COHEN	SEPHORA USA LLC	2158	500-06 East Aurora Rd.,	Macedonia	OH	44056	\$ 15.0	B	10/4/2024
MARCELA ARZATE	JAN COHEN	SEPHORA USA LLC	768	4085 The Strand E Unit 414Columbus, OH	Columbus	OH	43219	\$ 25.0	B	10/22/2024
MARCELA ARZATE	JAN COHEN	SEPHORA USA LLC	254	104 Oakbrook Center, Oak Brook, IL 6052	OakBrook	IL	60523	\$ 35.0	A	10/25/2024
MARCELA ARZATE	JAN COHEN	SEPHORA USA LLC	2170	6159 North Keystone Avenue Suite #200	Indianapolis	IN	46220	\$ 15.0	D	10/25/2024
NARTA JONUZI	JAN COHEN	SEPHORA USA LLC	2218	6520A Telegraph Road, Bloomfield Hills, M	Bloomfield	MI	48301	\$ 15.0	new	10/7/2024
PAMELA DSOUZA	JAN COHEN	SEPHORA USA LLC	220	20530 North Rand Road, Suite #244	Deer Park	IL	60010	\$ 25.0	C	8/19/2024
PENDA AHNE	JAN COHEN	SEPHORA USA LLC	112	750 Lexington Ave	New York	NY	10022	\$ 35.0	A	8/19/2024
PENDA AHNE	JAN COHEN	SEPHORA USA LLC	328	2655 Richmond Avenue, Space 2590	Staten Island	NY	10314	\$ 25.0	B	8/19/2024
PENDA AHNE	JAN COHEN	SEPHORA USA LLC	2152	37-16 82nd Street Space #37-16	Jackson Heights	NY	11372	\$ 15.0	B	10/4/2024
PENDA AHNE	JAN COHEN	SEPHORA USA LLC	2180	445 Albee Square W.Space #: G-106B	Brooklyn	NY	11201	\$ 15.0	A	10/18/2024
PENDA AHNE	JAN COHEN	SEPHORA USA LLC	2194	175-177 Broadway	New York City	NY	10002	\$ 15.0	C	10/25/2024
SHERRI HUNTER	JAN COHEN	SEPHORA USA LLC	956	424 Nichols Road	Kansas City	MO	64112	\$ 25.0	C	8/19/2024
SHERRI HUNTER	JAN COHEN	SEPHORA USA LLC	1400	1847 Village West Pkwy, Suite K-117Kans	Kansas City	KS	66111	\$ 15.0	E	10/25/2024
SHERRI HUNTER	JAN COHEN	SEPHORA USA LLC	1428	3902 13th Ave. South Suite 501Fargo, ND	Fargo	ND	58103	\$ 25.0	C	10/25/2024
SHERRI SHADBASH	JAN COHEN	SEPHORA USA LLC	640	250 Granite St., Space #1230	Braintree	MA	02184	\$ 25.0	C	8/19/2024
SHERRI SHADBASH	JAN COHEN	SEPHORA USA LLC	1238	66 Seaport Blvd.	Boston	MA	02210	\$ 25.0	C	8/19/2024
SHERRI SHADBASH	JAN COHEN	SEPHORA USA LLC	2076	2800 Campus Way North Suite #400	Lanham	MD	20706	\$ 15.0	C	8/19/2024
SHERRI SHADBASH	JAN COHEN	SEPHORA USA LLC	2162	6 Main Street Suite #1	Bedford	NH	03110	\$ 15.0	C	9/30/2024
SHERRI SHADBASH	JAN COHEN	SEPHORA USA LLC	1718	449 Assembly Row Space #606, Somervill	Somerville	MA	02145	\$ 25.0	C	10/4/2024
VETA LEWINSON	JAN COHEN	SEPHORA USA LLC	1372	567 Brindle Dr, Harrisburg, PA 17110, Unit	Harrisburg	PA	17110	\$ 15.0	E	10/25/2024
VETA LEWINSON	JAN COHEN	SEPHORA USA LLC	1948	217 Dryden Rd.Dresher, PA 19025	Dresher	PA	19025	\$ 15.0	E	10/25/2024



# SEPHORA

SEE	VP	CHAIN	STORE	ADDRESS	CITY	ST	ZIP	SALES	VC	OPEN DATE
ANGIE CRAWFORD	STACI PIGNA	SEPHORA USA LLC	2088	6465 E Mockingbird Ln	Dallas	TX	75214	\$ 15.0	B	8/19/2024
ANGIE CRAWFORD	STACI PIGNA	SEPHORA USA LLC	1252	2301 Preston Rd Ste A, Plano, TX 75093,	Plano	TX	75093	\$ 25.0	B	10/4/2024
ANGIE CRAWFORD	STACI PIGNA	SEPHORA USA LLC	64	13350 Dallas Pkwy Suite 1250, Dallas, TX	Dallas	TX	75240	\$ 25.0	B	10/25/2024
CHARLOTTE COLEMAN	STACI PIGNA	SEPHORA USA LLC	1294	3130 Avalon Blvd, Alpharetta, GA 30009, U	Alpharetta	GA	30009	\$ 25.0	B	10/4/2024
CHARLOTTE COLEMAN	STACI PIGNA	SEPHORA USA LLC	1766	1350 Scenic Hwy S, Suite 332 Snellville, G	Snellville	GA	30078	\$ 25.0	C	10/4/2024
CHARLOTTE COLEMAN	STACI PIGNA	SEPHORA USA LLC	2002	260 18th St NWSuite 10120AAtlanta, GA 3	Atlanta	GA	30363	\$ 15.0	D	10/4/2024
CHARLOTTE COLEMAN	STACI PIGNA	SEPHORA USA LLC	2204	410 Peachtree Parkway, Ste. 146	Cumming	GA	30041	\$ 15.0	D	10/25/2024
FABY MEDINA	STACI PIGNA	SEPHORA USA LLC	2012	1099 University Dr	College Station	TX	77840	\$ 15.0	C	8/19/2024
FABY MEDINA	STACI PIGNA	SEPHORA USA LLC	1706	7015 FM 1960E	Humble	TX	77346	\$ 15.0	new	10/21/2024
IRMA GARZA	STACI PIGNA	SEPHORA USA LLC	92	2200 S. 10th Street, Space AO1B	McAllen	TX	78503	\$ 35.0	A	8/19/2024
IRMA GARZA	STACI PIGNA	SEPHORA USA LLC	1710	5601 Brodie Lane Suite 500	Austin	TX	78745	\$ 15.0	B	8/19/2024
IRMA GARZA	STACI PIGNA	SEPHORA USA LLC	2128	655 Sunland Park Dr. Suite J-3	El Paso	TX	79912	\$ 15.0	B	10/7/2024
IRMA GARZA	STACI PIGNA	SEPHORA USA LLC	2206	7603 San Dario Ave. SPACE #A0L	Laredo	TX	78045	\$ 15.0	new	10/28/2024
JASON RODRIGUEZ	STACI PIGNA	SEPHORA USA LLC	2120	140 University Town Center Dr Suite 279	Sarasota	FL	34243	\$ 15.0	B	10/7/2024
JASON RODRIGUEZ	STACI PIGNA	SEPHORA USA LLC	1316	11501 Regency Village Dr, Orlando, FL 32	Orlando	FL	32821	\$ 25.0	C	10/25/2024
JASON RODRIGUEZ	STACI PIGNA	SEPHORA USA LLC	1384	608 Centerview Blvd, Kissimmee, FL 3474	Kissimmee	FL	34741	\$ 15.0	D	10/25/2024
JUANA LEYTE	STACI PIGNA	SEPHORA USA LLC	406	3101 PGA Boulevard #229, Palm Beach G	Palm Beach Gardens	FL	33410	\$ 35.0	A	10/18/2024
JUANA LEYTE	STACI PIGNA	SEPHORA USA LLC	2240	1781 Palm Beach Lakes Blvd., Suite W218	West Palm Beach	FL	33401	\$ 15.0	new	10/28/2024
NARDOS MOGES	STACI PIGNA	SEPHORA USA LLC	208	7900 Shelbyville Road, #D5	Louisville	KY	40222	\$ 25.0	B	8/19/2024
NARDOS MOGES	STACI PIGNA	SEPHORA USA LLC	2234	810 King St 1st Floor	Alexandria	VA	22314	\$ 15.0	C	10/4/2024
NARDOS MOGES	STACI PIGNA	SEPHORA USA LLC	1386	10240 Mill Run Circle, Suite 100 Owings M	Owings Mills	MD	21117	\$ 15.0	D	10/25/2024
OPEN - HOUSTON	STACI PIGNA	SEPHORA USA LLC	472	16535 Southwest Freeway Suite #3012	Sugarland	TX	77479	\$ 25.0	B	8/19/2024
OPEN-DALLAS	STACI PIGNA	SEPHORA USA LLC	1738	1070 S Preston Rd. Suite #60	Prosper	TX	75078	\$ 15.0	B	8/19/2024
OPEN-DALLAS	STACI PIGNA	SEPHORA USA LLC	1910	4801 Overton Ridge, Suite 124	Fort Worth	TX	76132	\$ 15.0	A+	11/15/2024
STACEY WIRTZ	STACI PIGNA	SEPHORA USA LLC	60	4325 Glenwood Avenue, Suite 2088	Raleigh	NC	27612	\$ 25.0	B	8/19/2024
STACEY WIRTZ	STACI PIGNA	SEPHORA USA LLC	158	7600 Kingston Pike, Space 1094	Knoxville	TN	37919	\$ 25.0	B	8/19/2024
STACEY WIRTZ	STACI PIGNA	SEPHORA USA LLC	1374	2615 Medical Center Pkwy Space 1790	Murfreesboro	TN	37129	\$ 15.0	A+	8/19/2024
STACEY WIRTZ	STACI PIGNA	SEPHORA USA LLC	2238	2150 Northwoods Blvd Unit E100	N Charleston	SC	29406	\$ 15.0	C	8/19/2024
STACEY WIRTZ	STACI PIGNA	SEPHORA USA LLC	1388	2023 Cameron Street Raleigh, NC 27605	Raleigh	NC	27605	\$ 25.0	C	10/4/2024
STACEY WIRTZ	STACI PIGNA	SEPHORA USA LLC	1378	401 S. Mt. Juliet Rd., #300 Mt. Juliet, TN 3	Mt. Juliet	TN	37122	\$ 25.0	C	10/4/2024
STACEY WIRTZ	STACI PIGNA	SEPHORA USA LLC	1380	302 Opry Mills Dr, Nashville, TN 37214	Nashville	TN	37214	\$ 25.0	C	10/4/2024
STACEY WIRTZ	STACI PIGNA	SEPHORA USA LLC	1924	256 S. Stratford Rd, Winston-Salem, NC, 2	Winston-Salem	NC	27103	\$ 25.0	C	10/25/2024
DAYAN HERRERA	STACI PIGNA	SEPHORA USA LLC	1290	1809 S University Dr, Davie, FL 33324, Un	Davie	FL	33324	\$ 25.0	C	10/25/2024
TRIXIE GIROUX	STACI PIGNA	SEPHORA USA LLC	124	205 Summit Boulevard, Suite 300	Birmingham	AL	35243	\$ 35.0	A	8/19/2024
TRIXIE GIROUX	STACI PIGNA	SEPHORA USA LLC	1714	3535 Perkins RD	Baton Rouge	LA	70808	\$ 15.0	B	8/19/2024

03

APPENDIX

# 2H24 MARKETING CALENDAR

# SEPHORA

JUL                      AUG                      SEPT                      OCT                      NOV                      DEC                      JAN

**National Media**

Double Serum (Sept - Oct)

Double Serum (Nov - Dec)

Total Eye Lift (Nov - Dec)

**Influencer Activations**

LIP SERVICE Lip Oil Balm/ Lip Perfector (Jul)

RUSH WEEK (Jul)

V-Wrap + Cryo (Jul)

Double Serum (Sept - Oct)

Total Eye Lift (Nov)

HOLIDAY GLAM Lip Oil (Dec)

V-Wrap + Cryo (Jan)

**SEPHORA Digital Activations**

On-Site Media (Aug)

Double Serum Meta & Squad Campaigns (Sept - Oct)

Influencer Sale (Nov)

On-Site Media (Oct - Dec)

On-Site Media (Jan)

**Promo Calendar**

LIP SERVICE PERK EVENTS (Jul)

RUSH WEEK (Jul)

50% OFF (Aug)

8.16 UPDATE (Aug)

84 NEW DOORS (Aug)

DOUBLE SERUM FSC EVENTS (Sept)

68 NEW DOORS (Sept)

Holiday Savings Event (Nov)

20% OFF, 15% OFF, 10% OFF (Nov)

HOLIDAY CE EVENTS (Dec)

Friday 1/13 Select Clarins (Jan)

**Sales Executive Support**

CLARINS PERK SERVICE KIT FEATURING LIP PERFECTOR (Jul)

Q3 (Aug - Oct)

FSC EVENT GWP \$150 QUALIFIER/3-PIECE + TOA (Nov)

Q4 (Dec - Jan)

**Gratis**

NEW DOOR KIT (Nov)

NATIONAL SALES MEETING CLARINS for life (Jan)



# SEPHORA

Month of Visit	Brand Booking Calendar Opens in H@SM
January	Wednesday, 11/01/23
February	Friday, 12/1/23
March	Thursday, 1/4/24
April	Thursday, 2/1/24
May	Friday, 3/1/24
June	Tuesday, 4/2/24
July	Wednesday, 5/1/24
August	Saturday, 6/1/24
September	Tuesday, 7/2/24
October	Thursday, 8/1/24
November	Tuesday, 9/3/24
December	Tuesday, 10/1/24

