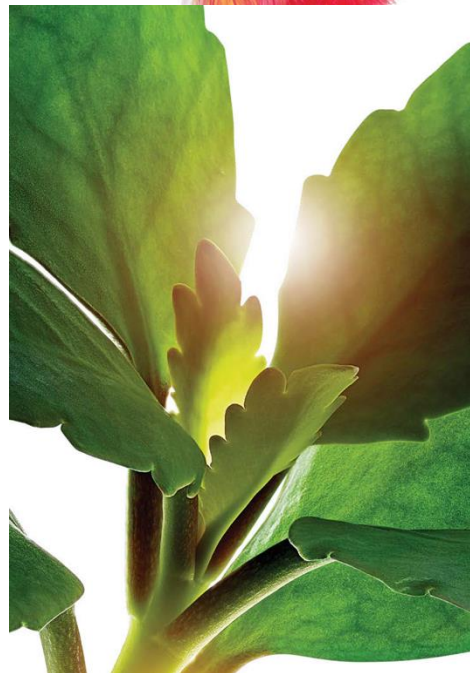




NEW INGREDIENTS

MERCHANDISING

GUIDELINES

ALL DOORS

OCD 6/9/25

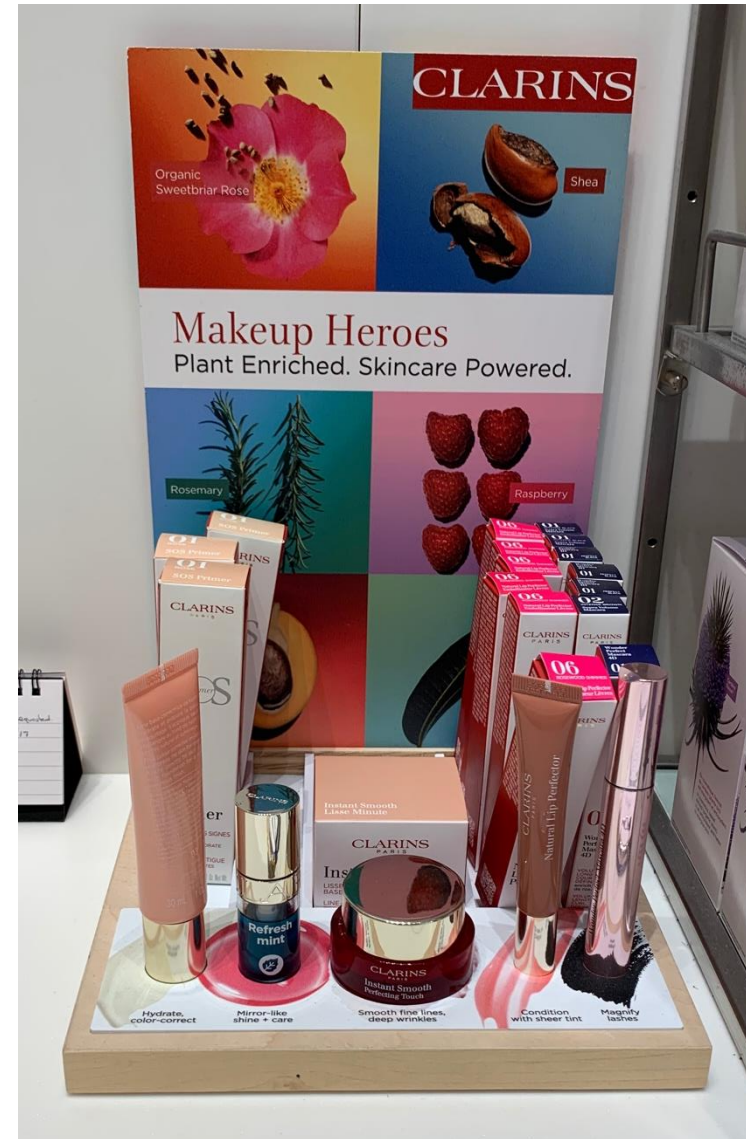
CLARINS

IMPORTANT INFO TO KNOW

MAKEUP HEROES STOCKER

TO BE REMOVED ASAP

We will be fined if this is left up
after 6/9



ALL NORDSTORM DOORS WILL BE UPDATED WITH THE FALL 2025 UPDATE

Guidelines to Follow

OVERVIEW

OVERVIEW

OLD INGREDIENT VISUAL



NEW INGREDIENT VISUAL



OVERVIEW

OLD INGREDIENT VISUAL

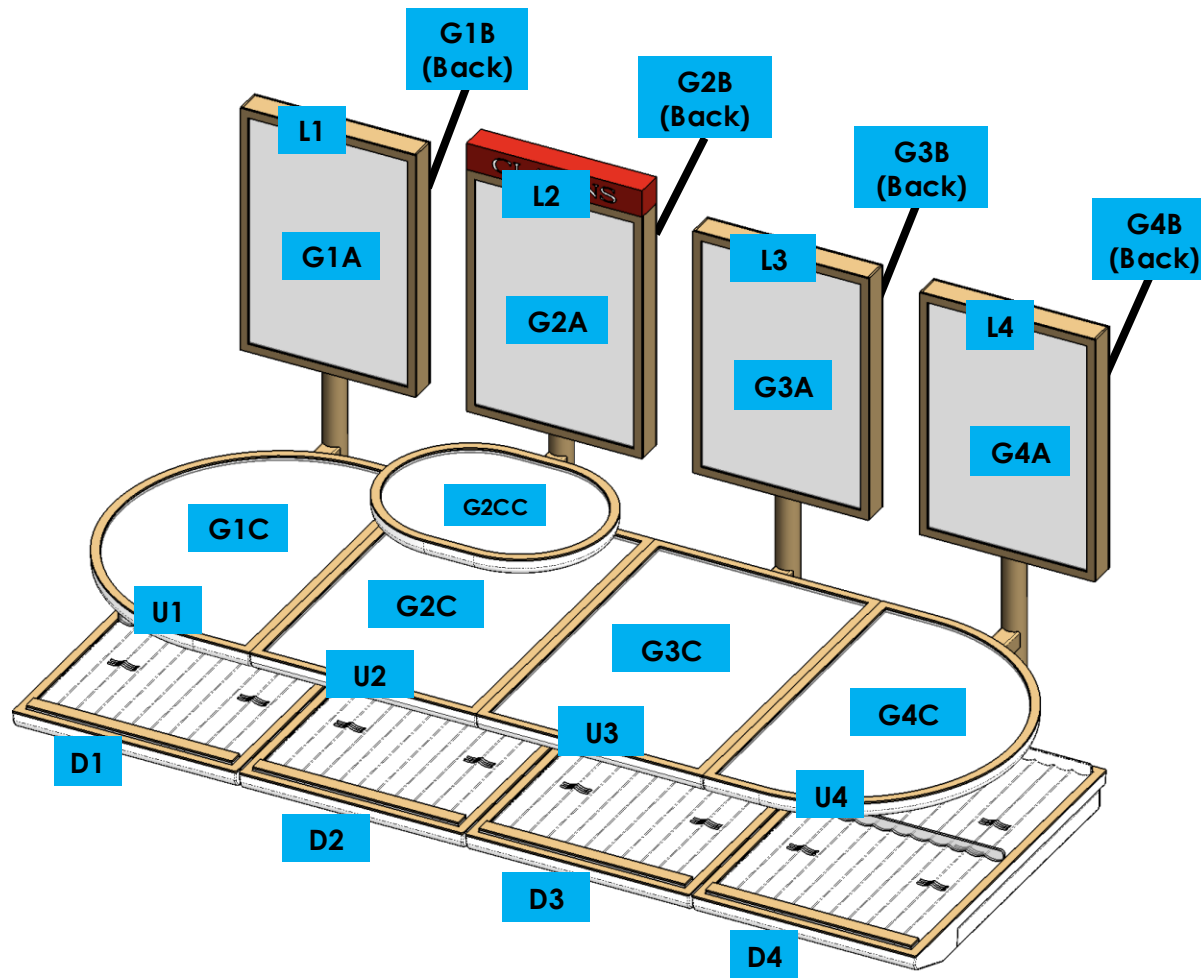


NEW INGREDIENT VISUAL



GTU'S
(GENERAL TESTER UNITS)

VISUAL UPDATES: FACE GENERAL TESTER UNIT (FACE GTU)



How to Navigate

All parts and pieces are labeled to have an easy reorder/maintenance system

U = Unit (Base)

L = Lightbox

D = Drawer

G = Graphic

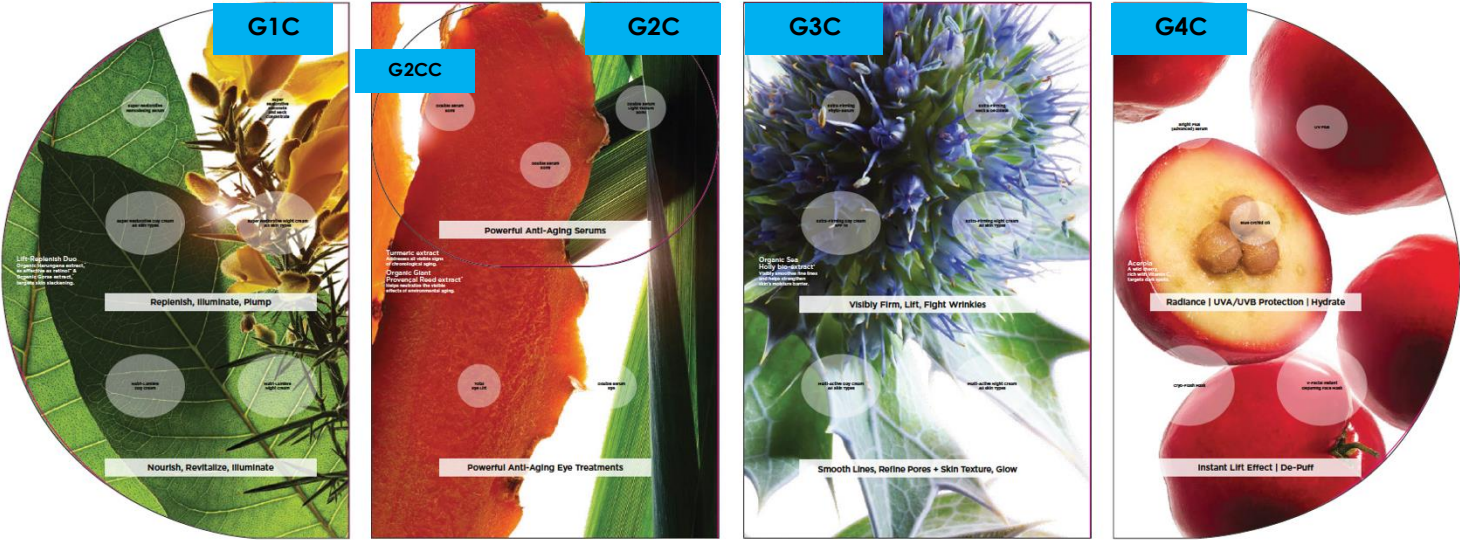
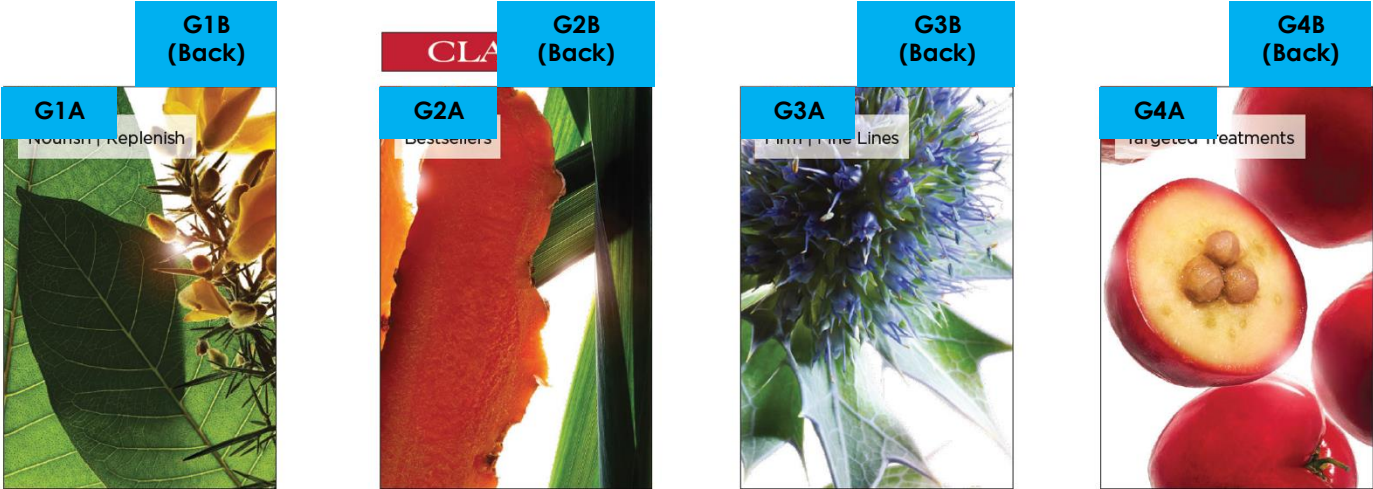
EXAMPLES:

If you need to reorder a new Lightbox for Unit 1 you can request by referring to part **L1**

If you need to reorder a new graphic for the Unit 3 Base you can request by referring to part **G3C**

All Category Name tags can be referred to by the product group/description written on the specific tag along with the Unit they correspond to (Face, Body, or Condensed)

VISUAL UPDATES: FACE GENERAL TESTER UNIT (FACE GTU)



VISUAL UPDATES: FACE GENERAL TESTER UNIT (FACE GTU)

NO CHANGES TO PRODUCT ASSORTMENT

Top

Unit 1



- Sup. Restorative Serum 30ml
- Sup. Restorative Décolleté and Neck Concentrate 75ml



- Sup. Restorative Day Cream AST 50ml
- Sup. Restorative Night Cream AST 50ml



- Nutri-Lumiere Day Cream 50ml
- Nutri-Lumiere Night Cream 50ml

Unit 2



- Double Serum 30ml
- Double Serum 50ml
- Double Serum Light 50ml



- Total Eye Lift 15ml
- Double Serum Eye 20ml

Unit 3



- Extra Firming Phyto Serum 50ml
- Extra Firming Cou & Décolleté 75ml



- Extra Firming Day Cream AST – SPF 15 50ml
- Extra Firming Night Cream AST 50ml



- Multi-Active Day Cream AST 50ml
- Multi-Active Night Cream AST 50ml

Unit 4



- Bright Plus Advanced Serum 30ml
- UV Plus SPF 50 – Non-Tint 50ml



- Blue Orchid Face Treatment Oil 30ml



- Cryo-Flash Cream Mask 75ml
- V-Shaping Facial Lift Intensive Wrap Mask 75ml

Bottom (Drawer)



- Instant Eye Makeup Remover 125ml
- Purifying Toning Lotion 200ml
- Purifying Gentle Foaming Cleanser 125ml
- Cleansing Micellar Water 200ml



- Hydrating Toning Lotion 200ml
- Hydrating Gentle Foaming Cleanser 125ml
- Soothing Toning Lotion 200ml
- One-Step Gentle Exfoliating Cleanser 125ml



- Comfort Scrub 50ml
- Fresh Scrub 50ml
- Velvet Cleansing Milk 200ml



- Hydra-Essentiel Mask 75ml
- SOS Mask Comfort 75ml
- SOS Mask Pure 75ml



- Hydra-Essentiel Rich Cream 50ml
- Hydra-Essentiel Night Cream 50ml
- Hydra-Essentiel Matte Gel 75ml
- Hydra-Essentiel Bi-Phase Serum 30ml



- Extra-Firming Energy 50ml
- Sup. Restorative Rose Radiance Cream 50ml
- Nutri-Lumiere Revive 50ml

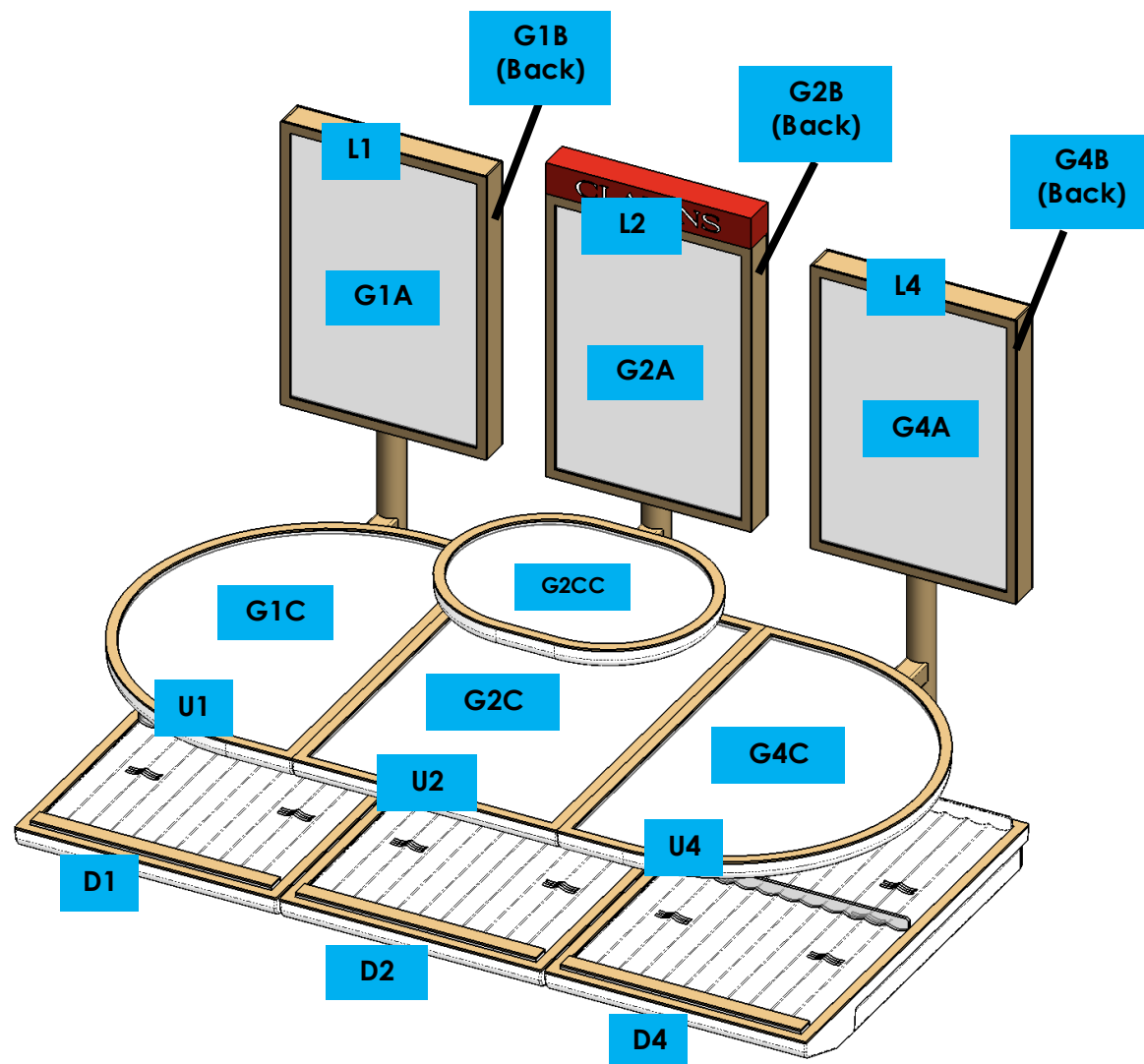


- Santal Face Treatment Oil 30 ml
- Beauty Flash Balm 50ml
- Total Eye Smooth 15ml
- Total Eye Contour Gel 20ml
- Total Eye Revive 15ml



- UV Plus Tint SPF 50 - Light 50ml
- UV Plus Tint SPF 50 - Medium 50ml
- UV Plus Tint SPF 50 - Deep 50ml

VISUAL UPDATES: BODY GENERAL TESTER UNIT (BODY GTU)



How to Navigate

All parts and pieces are labeled to have an easy reorder/maintenance system

U = Unit (Base)

L = Lightbox

D = Drawer

G = Graphic

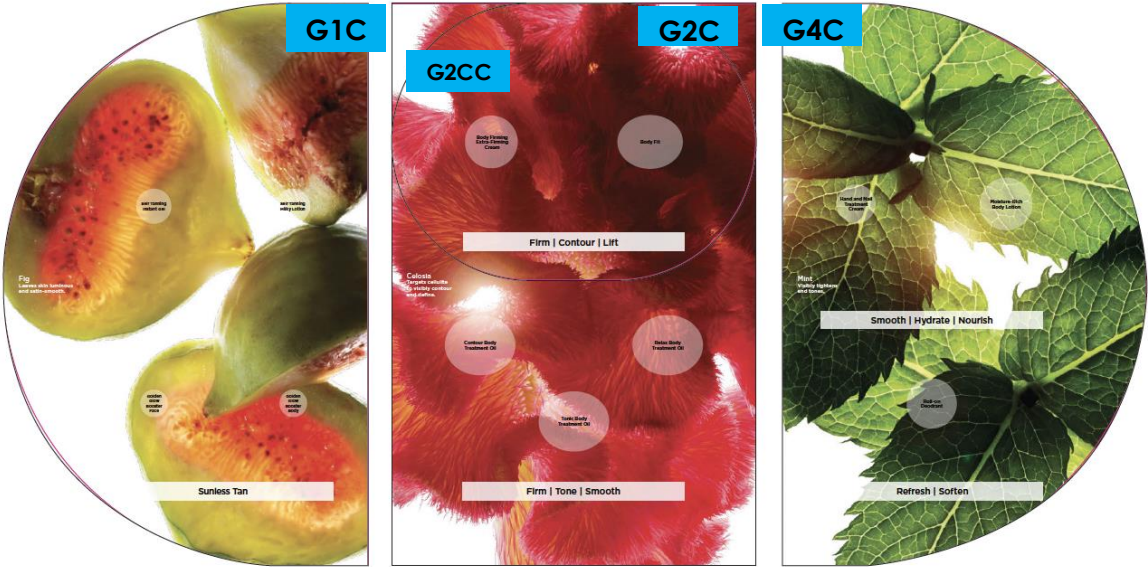
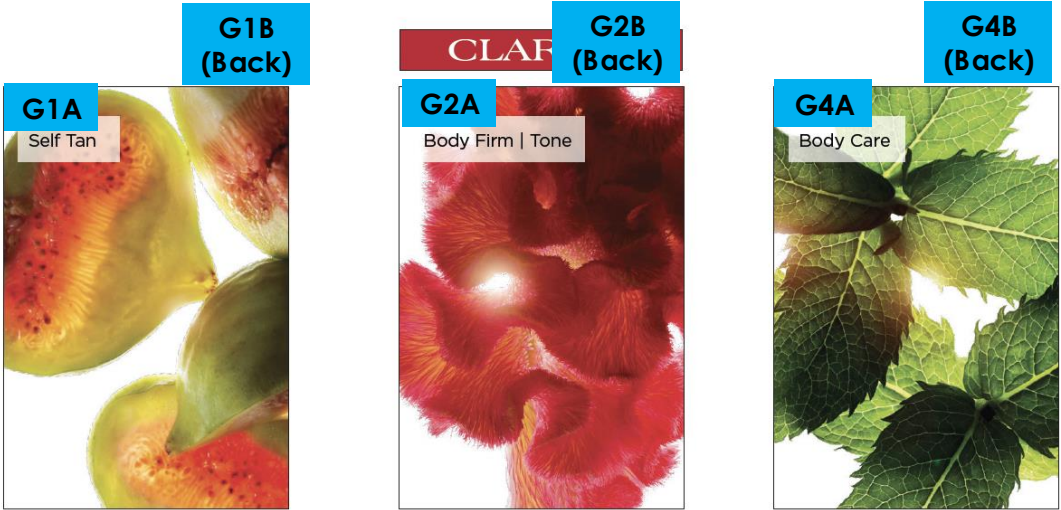
EXAMPLES:

If you need to reorder a new Lightbox for Unit 1 you can request by referring to part **L1**

If you need to reorder a new graphic for the Unit 3 Base you can request by referring to part **G3C**

All Category Name tags can be referred to by the product group/description written on the specific tag along with the Unit they correspond to (Face, Body, or Condensed)

VISUAL UPDATES: BODY GENERAL TESTER UNIT (BODY GTU)



VISUAL UPDATES: BODY GENERAL TESTER UNIT (BODY GTU) EXCLUDING CALIFORNIA DOORS

NO CHANGES TO PRODUCT ASSORTMENT

Top

Unit 1



- Self Tanning Instant Gel 125ml
- Self Tanning Milky Lotion 125ml
- Radiance-Plus Golden Glow Booster Face 15ml
- Radiance-Plus Golden Glow Booster Body 30ml

Unit 2



- Body Firming Extra-Firming Cream 200ml
- Body Fit Active 200ml
- Tonic Body Treatment Oil 100ml
- Contour Body Treatment Oil 100ml
- Relax Body Treatment Oil 100ml

Unit 3



- Hand and Nail Treatment Cream 100ml
- Moisture-Rich Body Lotion 200ml
- Roll-On Deodorant 50ml

Bottom (Drawer)



- CLARINSMENS Super Moisture Balm 50ml
- CLARINSMENS Super Moisture Gel 50ml
- CLARINSMENS Energizing Eye Gel 15ml
- CLARINSMENS Energizing Gel 50ml
- Dry Touch Facial Sunscreen Broad Spectrum SPF 50+
- Sunscreen Body Lotion Spray Broad Spectrum SPF 50+
- Line-Control Eye Balm 20ml
- Line-Control Balm 50ml

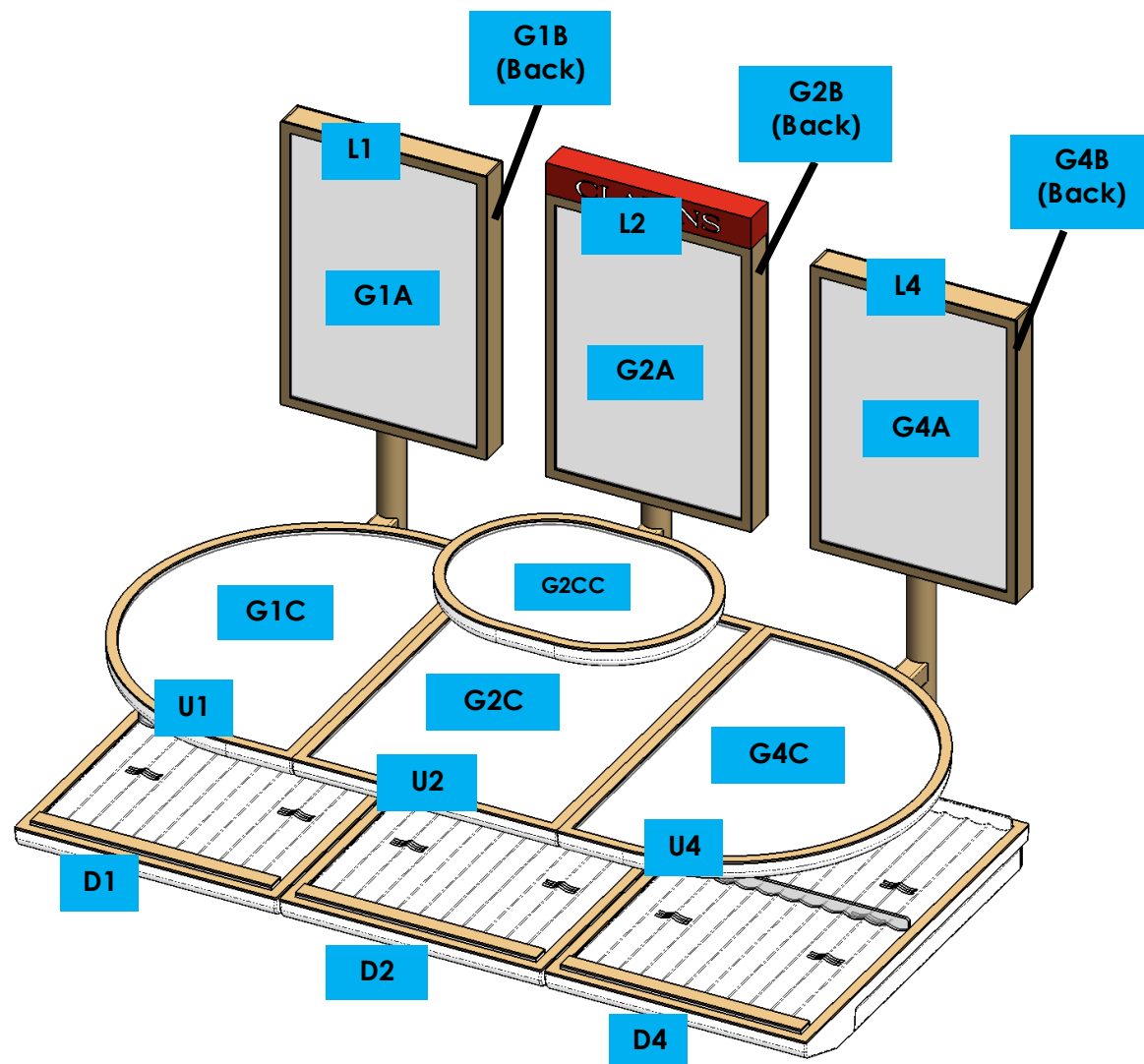


- Super Restorative Balm For Abdomen & Waist 200ml
- Exfoliating Body Scrub for Smooth Skin 200ml
- Bust Beauty Extra-Lift Gel 50ml
- Body Partner Stretch Mark Expert 175ml



- Eau Dynamisante Deodorant 100ml
- Eau Dynamisante Spray 100ml
- Eau des Jardins Spray 100ml

VISUAL UPDATES: CONDENSED GENERAL TESTER UNIT (CONDENSED GTU)



How to Navigate

All parts and pieces are labeled to have an easy reorder/maintenance system

U = Unit (Base)

L = Lightbox

D = Drawer

G = Graphic

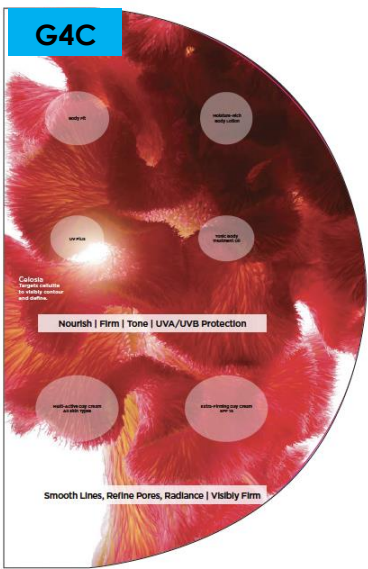
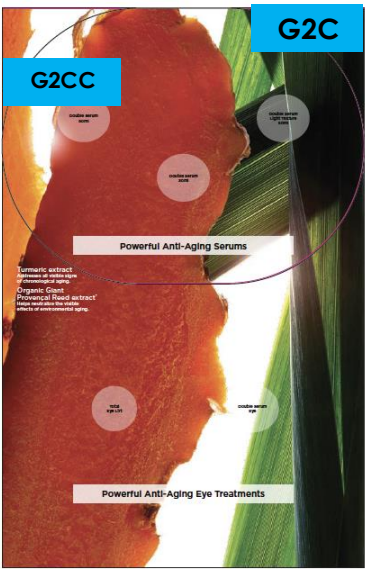
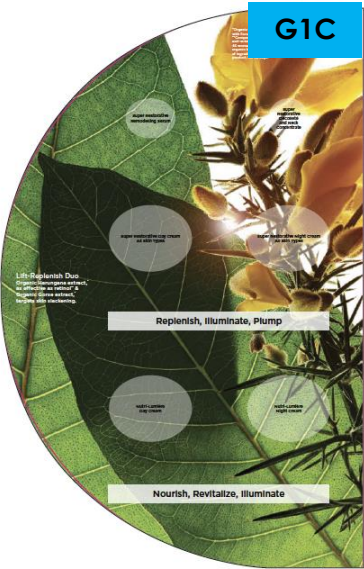
EXAMPLES:

If you need to reorder a new Lightbox for Unit 1 you can request by referring to part **L1**

If you need to reorder a new graphic for the Unit 3 Base you can request by referring to part **G3C**

All Category Name tags can be referred to by the product group/description written on the specific tag along with the Unit they correspond to (Face, Body, or Condensed)

VISUAL UPDATES: CONDENSED GENERAL TESTER UNIT (CONDENSED GTU)



VISUAL UPDATES: CONDENSED GENERAL TESTER UNIT (CONDENSED GTU) EXCLUDING CALIFORNIA DOORS

NO CHANGES TO PRODUCT ASSORTMENT

Top

Unit 1



- Sup. Restorative Serum 30ml
- Sup. Restorative Décolleté and Neck Concentrate 75ml



- Sup. Restorative Day Cream AST 50ml
- Sup. Restorative Night Cream AST 50ml



- Nutri-Lumiere Day Cream 50ml
- Nutri-Lumiere Night Cream 50ml

Unit 2



- Double Serum 30ml
- Double Serum 50ml
- Double Serum Light 50ml



- Total Eye Lift 15ml
- Double Serum Eye 20ml

Unit 3



- Body Fit Active 200ml
- Moisture-Rich Body Lotion 200ml



- UV Plus SPF 50 - Non-Tint 50ml
- Tonic Body Treatment Oil 100ml



- Multi-Active Day Cream AST 50ml
- Extra-Firming Day Cream AST SPF 15 – 50ml

Bottom (Drawer)



- Instant Eye Makeup Remover 125ml
- Purifying Toning Lotion 200ml
- Purifying Gentle Foaming Cleanser 125ml
- Cleansing Micellar Water 200ml



- Hydrating Toning Lotion 200ml
- Hydrating Gentle Foaming Cleanser 125ml
- Soothing Toning Lotion 200ml
- One-Step Gentle Exfoliating Cleanser 125ml



- Cryo-Flash Cream Mask 75ml
- V Shaping Facial Lift Intensive Wrap Mask 75ml
- Extra Firming Phyt o Serum 50ml
- Hydra Essentiel Bi-Phase Serum 30ml
- Bright Plus Advanced Serum 30ml



- Sup. Restorative Rose Radiance Cream 50ml
- Nutri-Lumiere Revive 50ml
- Extra Firming Energy 50ml



- Extra-Firming Night Cream 50ml
- Multi-Active Night Cream AST 50ml
- Hydra-Essentiel Night Cream 50ml



- Body Firming Extra-Firming Cream 200ml
- Hand and Nail Treatment Cream 100ml
- Extra-Firming Cou & Décolleté 75ml



- Radiance-Plus Golden Glow Booster for Face 15ml
- Roll-On Deodorant 50ml
- Self Tanning Milky Lotion 125ml
- Dry Touch Facial Sunscreen Broad Spectrum SPF 50+
- Blue Orchid Face Treatment Oil 30ml

VISUAL UPDATES: CONDENSED GENERAL TESTER UNIT (CONDENSED GTU)

CALIFORNIA DOORS

NO CHANGES TO PRODUCT ASSORTMENT

Top

Unit 1



- Sup. Restorative Serum 30ml
- Sup. Restorative Décolleté and Neck Concentrate 75ml



- Sup. Restorative Day Cream AST 50ml
- Sup. Restorative Night Cream AST 50ml



- Nutri-Lumière Day Cream 50ml
- Nutri-Lumière Night Cream 50ml

Unit 2



- Double Serum 30ml
- Double Serum 50ml
- Double Serum Light 50ml



- Total Eye Lift 15ml
- Double Serum Eye 20ml

Unit 3



- Body Fit Active 200ml
- Moisture-Rich Body Lotion 200ml



- UV Plus SPF 50 - Non-Tint 50ml
- Tonic Body Treatment Oil 100ml



- Multi-Active Day Cream AST 50ml
- Extra-Firming Day Cream AST SPF 15 - 50ml

Bottom (Drawer)



- Instant Eye Makeup Remover 125ml
- Purifying Toning Lotion 200ml
- Purifying Gentle Foaming Cleanser 125ml
- Cleansing Micellar Water 200ml



- Hydrating Toning Lotion 200ml
- Hydrating Gentle Foaming Cleanser 125ml
- Soothing Toning Lotion 200ml
- One-Step Gentle Exfoliating Cleanser 125ml



- Cryo-Flash Cream Mask 75ml
- V Shaping Facial Lift Intensive Wrap Mask 75ml
- Extra Firming Phyto Serum 50ml
- Hydra Essentiel Bi-Phase Serum 30ml
- Bright Plus Advanced Serum 30ml



- Sup. Restorative Rose Radiance Cream 50ml
- Nutri-Lumière Revive 50ml
- Extra Firming Energy 50ml



- Extra-Firming Night Cream 50ml
- Multi-Active Night Cream AST 50ml
- Hydra-Essentiel Night Cream 50ml



- Body Firming Extra-Firming Cream 200ml
- Hand and Nail Treatment Cream 100ml
- Extra-Firming Cou & Décolleté 75ml



- Radiance-Plus Golden Glow Booster for Face 15ml
- Roll-On Deodorant 50ml
- Self Tanning Milky Lotion 125ml
- Sunscreen Body Lotion Spray Broad Spectrum SPF 50+
- Blue Orchid Face Treatment Oil 30ml

SKINCARE BARS
FRANCHISE & DELUXE BARS

VISUAL UPDATES: FRANCHISE UNITS

NO CHANGES TO PRODUCT ASSORTMENT

Priority 1:
Best Sellers

Priority 2 :
Super Restorative

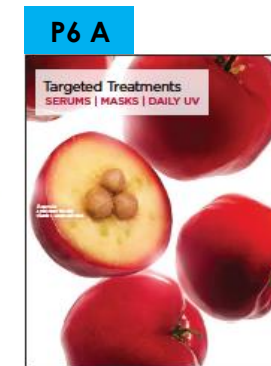
Priority 3 :
Extra- Firming

Priority 4:
Multi-Active

Priority 5:
Nutri-Lumiere

Priority 6:
Targeted
Treatments

Priority 7:
Cleansers



- Double Serum 50 ml
- Double Serum Light 50 ml
- Total Eye Lift
- Double Serum Eye
- UV Plus SPF 50 – Non-Tint

- SR Treatment Essence
- SR Serum
- SR Day Cream – SPF15
- SR Day Cream – AST
- SR Rose Radiance
- SR Night Cream

- Total Eye Smooth
- Extra Firming Serum
- Extra-Firming Day AST
- Extra-Firming Energy
- Extra-Firming Night

- Total Eye Revive
- Double Serum 30ml
- Multi -Active SPF 20
- Multi -Active Day Cream AST
- Multi -Active Night Cream

- Nutri Lumiere Revive
- Nutri Lumiere Day Cream
- Nutri Lumiere Night Cream

- Bright Plus Advanced Serum
- UV Plus SPF 50 – Non-Tint
- V Shape Facial Lift Mask
- Cryo Flash Mask

- Cleansing Velvet Milk
- Gentle Cleansing Mousse
- Micellar Water
- Hydrating GFC
- Hydrating Toning Lotion
- One Step Gentle Exfoliating Cleanser

VISUAL UPDATES: DELUXE UNITS – PART 1

NO CHANGES TO PRODUCT ASSORTMENT

Priority 1: Best Sellers

P1 A



P1 B



P1 C



- Double Serum 30ml
- Double Serum 50 ml
- Double Serum Light 50 ml
- Double Serum Eye
- Total Eye Lift

Priority 2 : Super Restorative

P2 A



P2 B



P2 C



- SR Treatment Essence
- SR Serum
- SR Day Cream SPF 15
- SR Day Cream
- SR Rose Radiance
- SR Night Cream

Priority 3 : Extra- Firming

P3 A



P3 B



P3 C



- Total Eye Smooth
- Extra-Firming Serum
- Extra-Firming Day AST
- Extra-Firming Energy
- Extra-Firming Night

Priority 4: Multi-Active

P4 A



P4 B



P4 C



- Total Eye Revive
- Double Serum 30ml
- Multi -Active SPF 20
- Multi -Active Day Cream AST
- Multi -Active Night Cream

Priority 5: Nutri-Lumiere

P5 A



P5 B



P5 C



- Nutri Lumiere Revive
- Nutri Lumiere Day Cream
- Nutri Lumiere Night Cream

Priority 6: Hydra-Essentiel

P6 A



P6 B



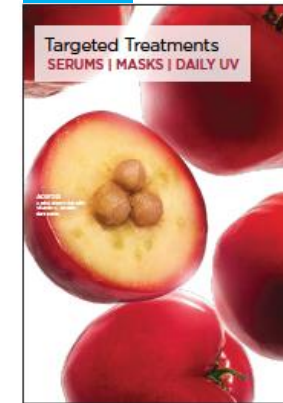
P6 C



- Hydra-Essentiel Bi-Phase Serum
- Hydra-Essentiel Matte Gel
- Total Eye Contour Gel
- Hydra-Essentiel Silky Cream
- Hydra-Essentiel Night Cream
- Hydra-Essentiel Rich Cream

Priority 7: Targeted Treatments

P7 A



P7 B



P7 C



- V Shape Facial Lift Mask
- Cryo Flash Mask
- UV Plus SPF 50 - Non-Tint
- Bright Plus Advanced Serum

VISUAL UPDATES: DELUXE UNITS – PART 2

CA doors do not carry the Dry Touch Facial Sunscreen SPF 50+

NO CHANGES TO PRODUCT ASSORTMENT

Priority 8: Cleansers



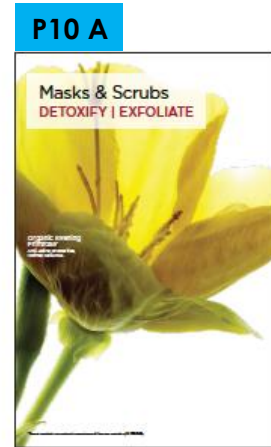
- Cleansing Velvet Milk
- Gentle Cleansing Mouse
- Micellar Water
- Cleansing Oil
- One Step Facial Cleanser
- One Step Gentle Exfoliating Cleanser

Priority 9: Cleansers



- Hydrating GFC
- Purifying GFC
- Soothing GFC
- Hydrating Toner
- Purifying Toner
- Soothing Toner

Priority 10: Masks



- Comfort Scrub
- Fresh Scrub
- Comfort SOS Mask
- Pure SOS Mask

Priority 11: Body Care



- Super Restorative Balm for Abdomen & Waist
- Body Partner Stretch Mark Expert
- Bust Beauty Extra-Lift Gel
- Roll-On Deodorant 50ml
- Moisture-Rich Body Lotion
- Body Fit Active
- Body Firming Extra-Firming Cream

Priority 12: Sun Care



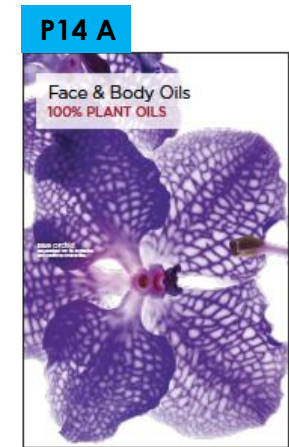
- Radiance-Plus Golden Glow Booster for Face
- Self Tanning Instant Gel
- Self Tanning Milky Lotion
- Dry Touch Facial Sunscreen Broad Spectrum SPF 50+
- Sunscreen Body Lotion Spray Broad Spectrum SPF 50+

Priority 13: Men's



- Line-Control Eye Balm
- Line-Control Balm
- After Shave Soothing Gel
- Energizing Eye Gel
- Energizing Gel
- After Shave Soothing Toner

Priority 14: Oils



- Contour Body Treatment Oil
- Tonic Body Treatment Oil
- Relax Body Treatment Oil
- Blue Orchid Face Oil
- Lotus Face Oil
- Santal Face Oil

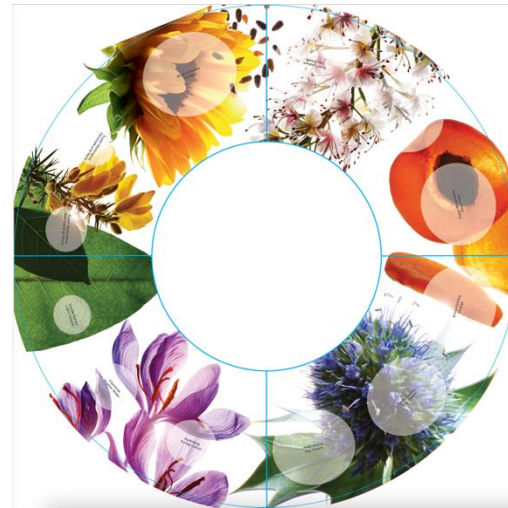
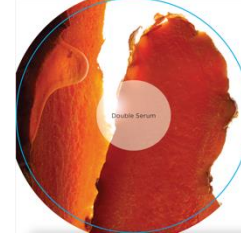
COUNTER TOP UNITS

VISUAL UPDATES: GENERIC LAZY SUSAN

OLD VISUALS



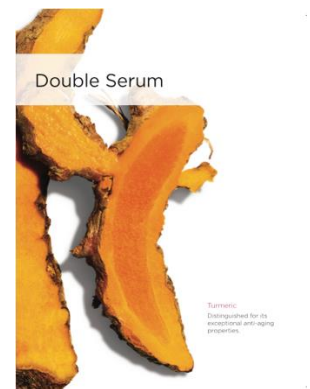
NEW VISUALS



BEST OF VISUALS

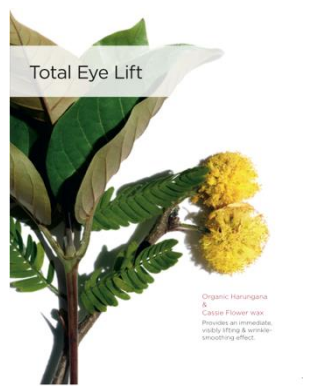
OLD VISUALS

Double Serum



Turmeric
Distinguished for its exceptional anti-aging properties.

Total Eye Lift



Organic Harungana & Cassia Flower wax
Provides an immediate, visible lifting & wrinkle-smoothing effect.

Lip Comfort Oil



Organic Sweetbrier Rose Oil
Nourishes and hydrates for smooth lips.

Super Restorative



Lift-Resplendish Duo
Organic Harungana extract, an effective antioxidant & Organic Cassia extract, targets skin blackening.

Face Oil



Blue Orchid
Renowned for its soothing and soothing properties.

V Shaping Facial Lift Serum



Organic Agropyron extract
Known for its super gripping power, it provides a visible lift effect.

Bright Plus Serum



Acerola
A wild cherry, rich with vitamin C, targets dark spots for a unified complexion.

↓

↓

↓

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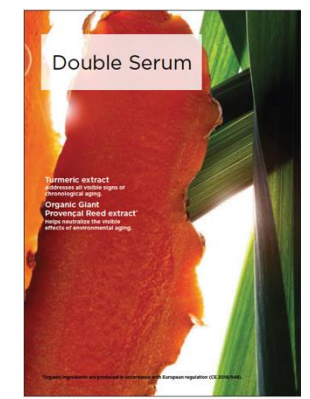
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NEW VISUALS

Double Serum



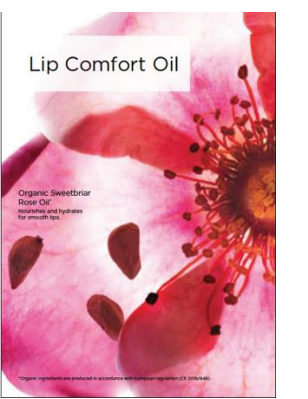
Turmeric extract
Addresses all visible signs of environmental aging.
Organic Cassia
Provencal Reed extract
Addresses the signs of environmental aging.

Total Eye Lift



Organic Harungana
An antioxidant & retinol, not gentle on the skin.

Lip Comfort Oil



Organic Sweetbrier Rose Oil
Nourishes and hydrates for smooth lips.

Super Restorative



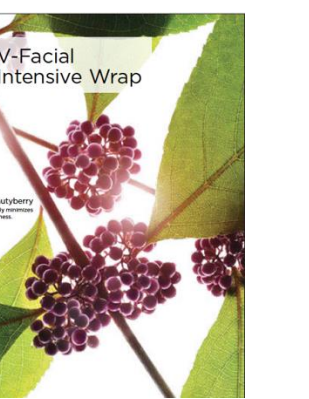
Lift-Resplendish Duo
Organic Harungana extract, an effective antioxidant & Organic Cassia extract, targets skin blackening.

Face Oil



Blue Orchid
Renowned for its soothing and soothing properties.

V-Facial Intensive Wrap



Beautyberry
Vitaly renews skin.

Bright Plus Advanced Serum



Acerola
A wild cherry, rich with vitamin C, targets dark spots.

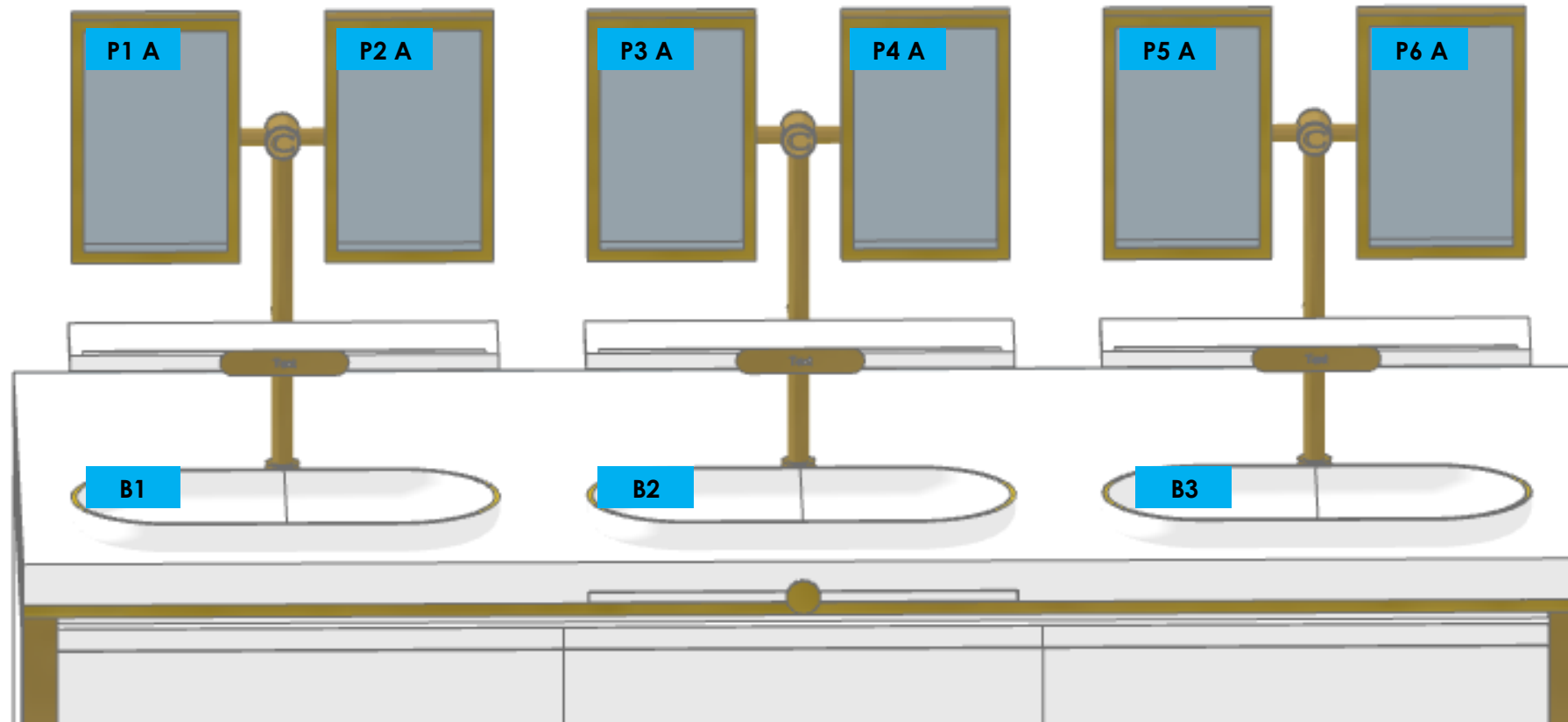
V2 SKINCARE BAR

VISUAL UPDATES: SKINCARE BAR PART 1

Front

MERCHANDISING GUIDELINES

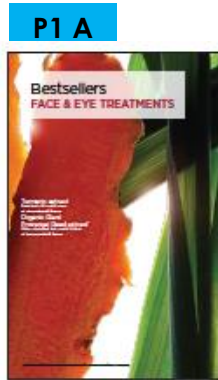
Please refer to the below as a guide for Priority Visuals placement. Priority Visuals are detailed on the next page.



VISUAL UPDATES: SKINCARE BAR PART 1

Front

Priority 1:
Best Sellers



BEST SELLERS & REPLENISH

Priority 2 :
Super Restorative



Priority 3 :
Nutri-Lumiere



NOURISH & FIRM

Priority 4:
Extra- Firming

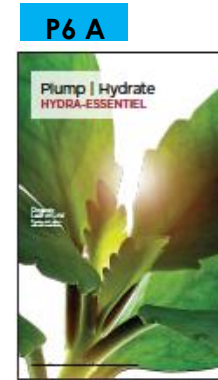


Priority 5:
Multi-Active



SMOOTH & HYDRATE

Priority 6:
Hydra-Essentiel

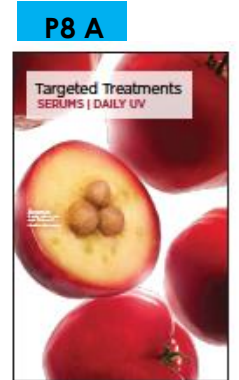


Priority 7:
Targeted
Treatments



FIRM, DEPUFF, BRIGHTEN

Priority 8:
Targeted
Treatments



B1



ASSORTMENT: SKINCARE BAR PART 1

Front

NO CHANGES TO PRODUCT ASSORTMENT

Shelf

Best Sellers



- Double Serum Eye
- Double Serum Light 50ml
- Double Serum 50ml

Super Restorative



- SRTreatment Essence
- SR Day Cream
- SR Night Cream

Nutri-Lumiere



- Nutri-Lumiere Day Cream
- Nutri-Lumiere Night Cream

Extra-Firming



- Extra Firming Day Cream
- Extra Firming Night Cream

Multi-Active



- Multi-Active Day Cream AST
- Multi-Active Night Cream AST

Hydra Essentiel



- Total Eye Contour Gel
- Hydra Essentiel Bi-Phase Serum
- Hydra Essentiel Mask

Targeted Treatments



- V Shaping Facial Lift Mask

Targeted Treatments



- UV Plus SPF 50 Non-Tint
- Bright Plus Advanced Serum 30ml

Base



- One Step Gentle Exfoliating Cleanser
- Total Eye Lift
- UV Plus SPF 50 Non-Tint



- Sup. Restorative Serum
- Super Restorative Rose Radiance
- Sup. Restorative Décolleté and Neck Concentrate



- Nutri-Lumiere Day Cream
- Nutri-Lumiere Revive
- Nutri-Lumiere Night Cream



- Total Eye Smooth
- Extra Firming Serum
- Extra Firming Energy



- Total Eye Revive
- Double Serum 30ml
- Multi-Active SPF 20



- Hydra Essentiel Silky Cream
- Hydra Essentiel Matte Gel
- Hydra Essentiel Night Cream



- Cryo Flash Mask



- Beauty Flash Peel
- Beauty Flash Balm

VISUAL UPDATES: SKINCARE BAR PART 2

Back

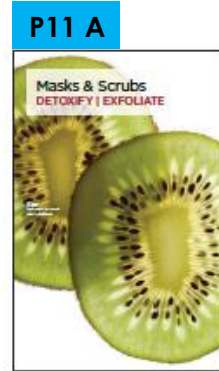
Priority 9:
Cleansing



Priority 10 :
Cleansing



Priority 11 :
Scrubs | Masks



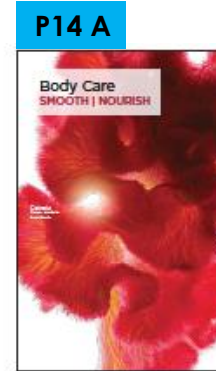
Priority 12:
Plant Oils



Priority 13:
Body Care



Priority 14:
Body Care



Priority 15:
Sun Care



Priority 16:
Men's Treatment



B5

CLEANSER & TONE



B6

TARGETED TREATMENT



B7

CONTOUR & FIRM



B8

SUN CARE & MEN



ASSORTMENT: SKINCARE BAR PART 2

Back

NO CHANGES TO PRODUCT ASSORTMENT

Shelf

Cleansing



- Cleansing Velvet Milk
- Cleansing Micellar Water
- Gentle Cleansing Mousse

Cleansing



- Purifying Toning Lotion
- Hydrating Toning Lotion
- Soothing Toning Lotion

Scrubs | Masks



- Hydra-Essentiel Mask
- Comfort SOS Mask
- Pure SOS Mask

Plant Oils



- Blue Orchid Face Oil
- Lotus Face Oil
- Santal Face Oil

Body Care



- Body Firming Extra-Firming Cream
- Body Fit Active

Body Care



- Moisture-Rich Body Lotion
- Hand and Nail Treatment Cream

Sun Care



- Dry Touch Facial Sunscreen Broad Spectrum SPF 50+
- Sunscreen Body Lotion Spray Broad Spectrum SPF 50+

Men's Treatment



- Line-Control Eye Balm
- Line-Control Balm
- After Shave Soothing Gel

Base



- Instant Eye Make up Remover
- Total Cleansing Oil
- One Step Gentle Exfoliating Cleanser



- Purifying Gentle Foaming Cleanser
- Hydrating Gentle Foaming Cleanser
- Soothing Gentle Foaming Cleanser



- Cryo-Flash Cream Mask
- Beauty Flash Peel
- Beauty Flash Balm



- Tonic Body Treatment Oil
- Relax Body Treatment Oil
- Contour Body Treatment Oil



- Super Restorative Balm for Abdomen & Waist
- Body Partner Stretch Mark Expert



- Bust Beauty Extra-Lift Gel
- Exfoliating Body Scrub for Smooth Skin
- Roll-On Deodorant 50ml



- Radiance-Plus Golden Glow Booster for Face
- Self Tanning Instant Gel
- Self Tanning Milky Lotion



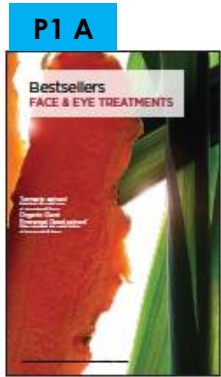
- CLARINSMEN Energizing Eye Gel
- CLARINSMEN Energizing Gel
- CLARINSMEN After Shave Soothing Toner

*CA doors only have Sun Body products

VISUAL UPDATES: SKINCARE BAR ADDITIONAL EXPOSURES

Select Doors Only

Priority 1:
Best Sellers



Priority 2 :
Super Restorative



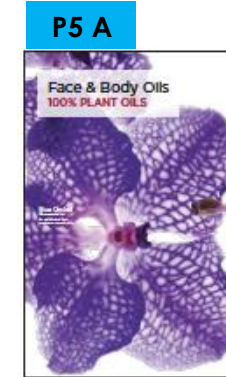
Priority 3 :
Extra-Firming



Priority 4:
Multi-Active



Priority 5:
Plant Oils



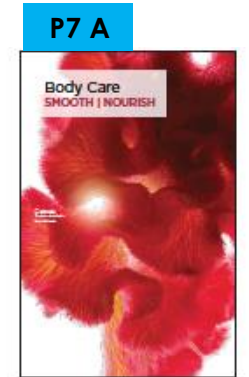
Priority 6:
Maternity Care



Priority 7:
Body Care



Priority 7:
Body Care



BEST SELLERS & REPLENISH

FIRM & SMOOTH

AROMAPHYTOCARE & MATERNITY

CONTOUR & FIRM

B1



B2



B3



B4



ASSORTMENT: SKINCARE BAR PART 1

Front

NO CHANGES TO PRODUCT ASSORTMENT

Shelf

Best Sellers



- Double Serum Eye
- Double Serum Light 50ml
- Double Serum 50ml

Super Restorative



- SR Treatment Essence
- SR Day Cream
- SR Night Cream

Extra-Firming



- Extra Firming Day Cream
- Extra Firming Night Cream

Multi-Active



- Multi-Active Day Cream AST
- Multi-Active Night Cream AST

Plant Oils



- Blue Orchid Face Oil
- Lotus Face Oil
- Santal Face Oil

Maternity Care



- Tonic Body Treatment Oil
- Body Partner Stretch Mark Expert
- Hydra Essentiel Day Cream

Body Care



- Body Firming Extra-Firming Cream
- Body Fit Active

Body Care



- Moisture-Rich Body Lotion
- Hand and Nail Treatment Cream

Base



- One Step Gentle Exfoliating Cleanser
- Total Eye Lift
- UV Plus SPF 50 No-Tint



- Sup. Restorative Serum
- Super Restorative Rose Radiance
- Sup. Restorative Décolleté and Neck Concentrate



- Total Eye Smooth
- Extra Firming Serum
- Extra Firming Energy



- Total Eye Revive
- Double Serum 30ml
- Multi-Active SPF 20



- Tonic Body Treatment Oil
- Relax Body Treatment Oil
- Contour Body Treatment Oil



- Exfoliating Body Scrub for Smooth Skin
- Roll-On Deodorant 50ml
- Moisture-Rich Body Lotion



- Super Restorative Balm for Abdomen & Waist
- Body Partner Stretch Mark Expert
- Bust Beauty Extra-Lift Gel



- Exfoliating Body Scrub for Smooth Skin

VISUAL UPDATES: SKINCARE BAR ADDITIONAL EXPOSURES

Select Doors Only

Front

Back

Priority 1:
Body Care

Priority 2 :
Exfoliate | Nourish

Priority 3 :
Plant Oils

Priority 4:
Maternity Care

Priority 5:
Exfoliate |
Moisturize

Priority 6:
Sun Care

Priority 7:
Cleansing &
Shaving

Priority 6:
Men's Treatment

P1 A



P2 A



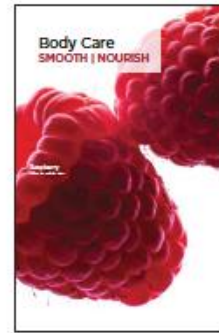
P3 A



P4 A



P5 A



P6 A



P7 A



P8 A



B1

CONTOUR & FIRM



B2

AROMATIZED CARE & MATERNITY



B3

BODY BASICS & SUN CARE



B4

MEN



ASSORTMENT: SKINCARE BAR ADDITIONAL EXPOSURES

Select Doors Only

NO CHANGES TO PRODUCT ASSORTMENT

Front

Back

Shelf

Body Care



- Body Firming Extra-Firming Cream
- Body Fit Active

Exfoliate | Nourish



- Moisture-Rich Body Lotion
- Hand and Nail Treatment Cream

Plant Oils



- Blue Orchid Face Oil
- Lotus Face Oil
- Santal Face Oil

Maternity Care



- Tonic Body Treatment Oil
- Body Partner Stretch Mark Expert
- Hydra Essentiel Day Cream

Exfoliate | Moisturize



- Moisture-Rich Body Lotion
- Hand and Nail Treatment Cream

Sun Care



- Dry Touch Facial Sunscreen Broad Spectrum SPF50+
- Sunscreen Body Lotion Spray Broad Spectrum SPF 50+

Cleansing & Shaving



- CLARINSMEN Active Face Wash
- CLARINSMEN After Shave Soothing Gel

Men's Treatment



- Line-Control Eye Balm
- Line-Control Balm
- After Shave Soothing Gel

Base



- Super Restorative Balm for Abdomen & Waist
- Body Partner Stretch Mark Expert



- Bust Beauty Extra-Lift Gel
- Exfoliating Body Scrub for Smooth Skin



- Tonic Body Treatment Oil
- Relax Body Treatment Oil
- Contour Body Treatment Oil



- Exfoliating Body Scrub for Smooth Skin
- Roll-On Deodorant 50ml
- Moisture-Rich Body Lotion



- Exfoliating Body Scrub for Smooth Skin
- Super Restorative Balm for Abdomen & Waist



- Radiance-Plus Golden Glow Booster for Face
- Self Tanning Instant Gel
- Self Tanning Milky Lotion



- CLARINSMEN Shave + Beard Oil
- CLARINSMEN After Shave Soothing Toner



- CLARINSMEN Energizing Eye Gel
- CLARINSMEN Energizing Gel
- CLARINSMEN After Shave Soothing Toner

*CA doors only have Sun Body products

VISUAL DISPLAYS: BACKWALLS

V2 BACKWALL WITH OVAL VISUALS

NO CHANGES TO PRODUCT ASSORTMENT



GENERIC BACKWALL WITH OVAL VISUALS

NO CHANGES TO PRODUCT ASSORTMENT

 CLARINS	 CLARINS	 CLARINS
 CLARINS	 CLARINS	 CLARINS
 CLARINS	 CLARINS	 CLARINS
 CLARINS	 CLARINS	 CLARINS

MAKEUP GTUS

OLD VISUALS



NEW VISUALS



OLD VISUAL



NEW VISUAL



MACYS KOP TOC UNITS

TOP OF COUNTER

Units A & B



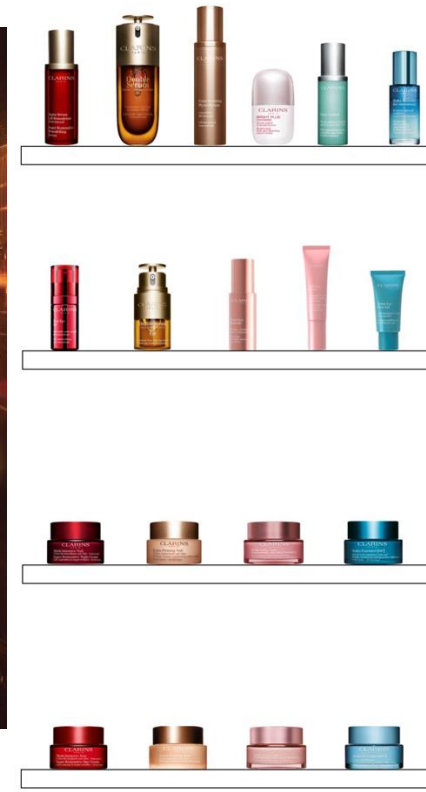
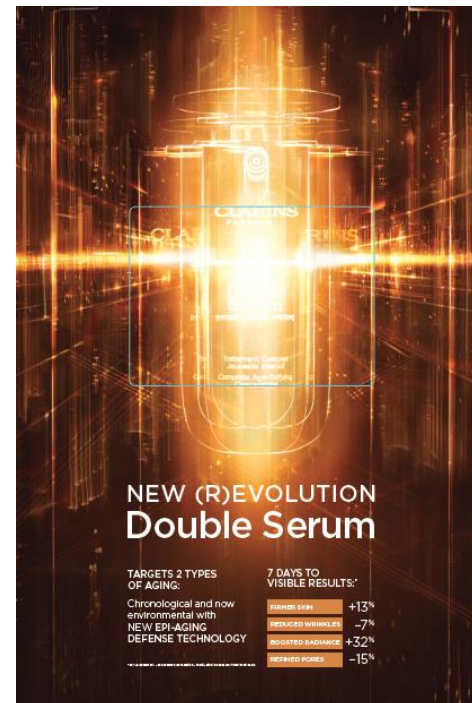
NO CHANGES TO
PRODUCT ASSORTMENT

TOP OF COUNTER

Units C & D

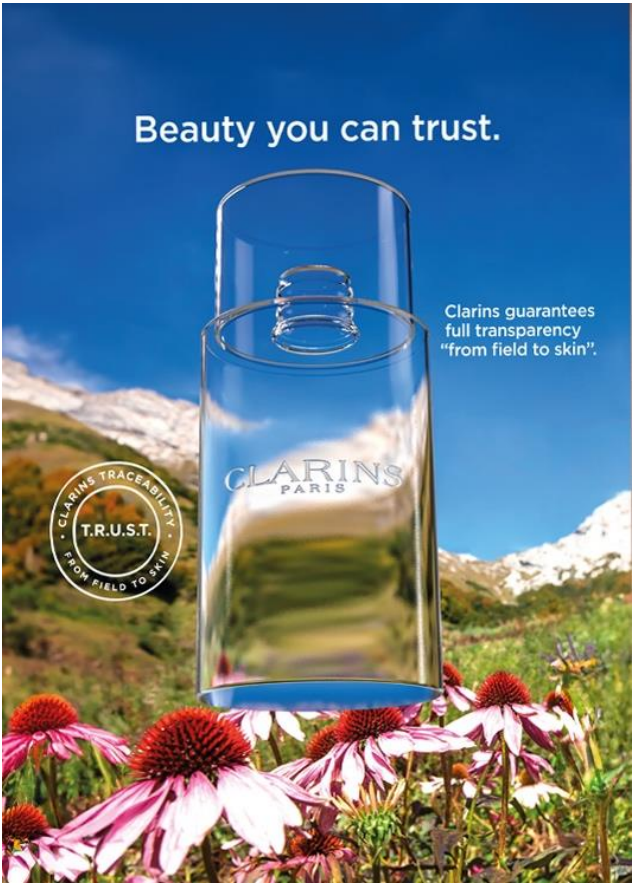
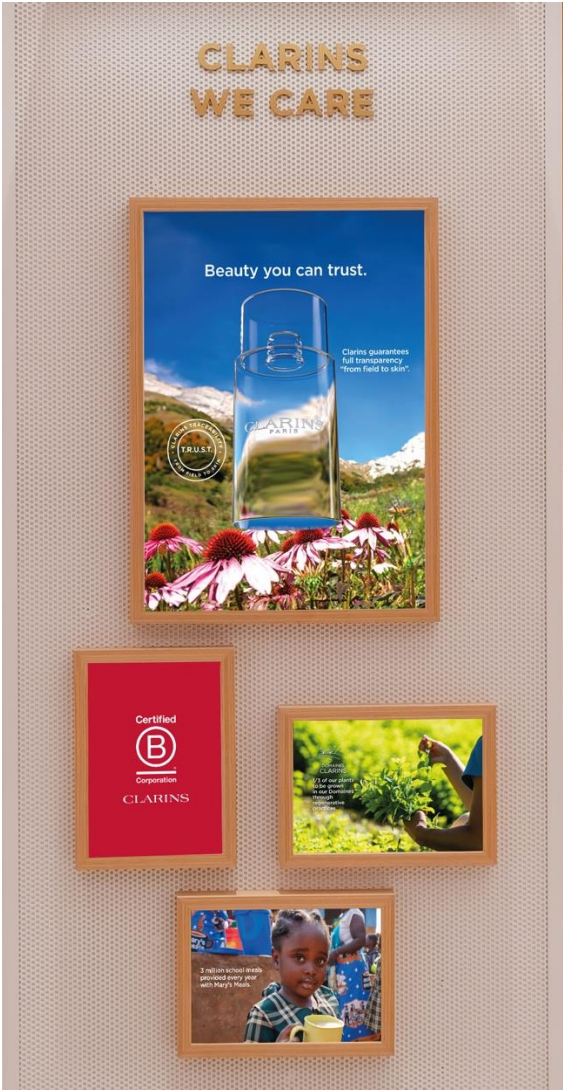


NO CHANGES TO
PRODUCT ASSORTMENT



CLARINS

WE CARE



DS TOTEM

Only update in the artwork is plants, no other content or assortment changes

OLD VISUAL

Organic ingredients are produced in accordance with European regulation (CE 2016/948). *Based on Clarins internal data, Double Serum range, September-December 2024. †Self-assessment, 388 women perception using Double Serum, multi-ethnic, on a structured scale.

2 Serums in 1
22 Plant Extracts
5 Active Molecules

NEW

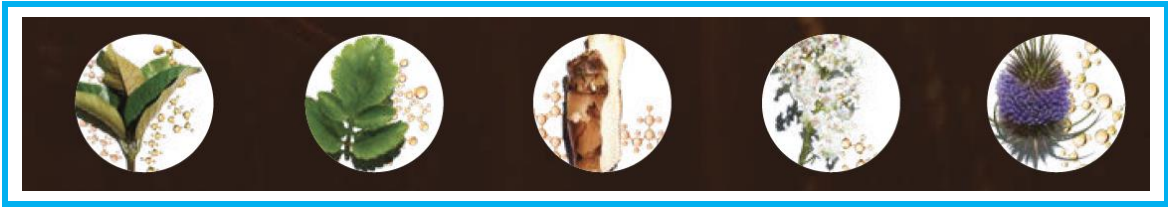
WORLDWIDE BESTSELLER²
Double Serum

[HYDRIC + LIPIDIC SYSTEM] INNOVATION

7 DAYS TO VISIBLE RESULTS:³

FIRMER SKIN	+13%
REDUCED WRINKLES	-7%
BOOSTED RADIANCE	+32%
REFINED PORES	-15%

↓



NEW VISUAL

Organic ingredients are produced in accordance with European regulation (CE 2016/948). *Based on Clarins internal data, Double Serum range, September-December 2024. †Self-assessment, 388 women perception using Double Serum, multi-ethnic, on a structured scale.

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Double Serum

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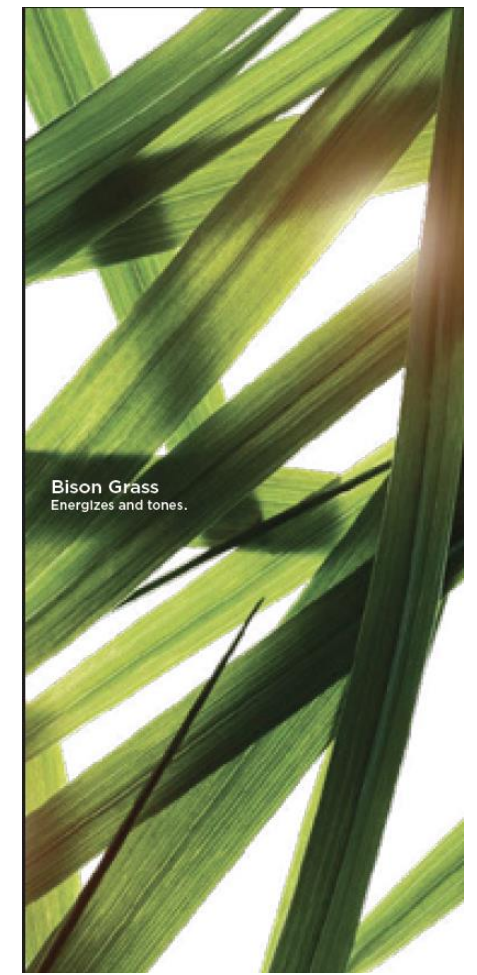
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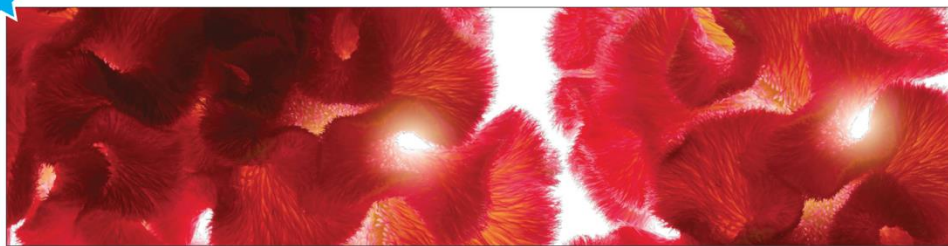
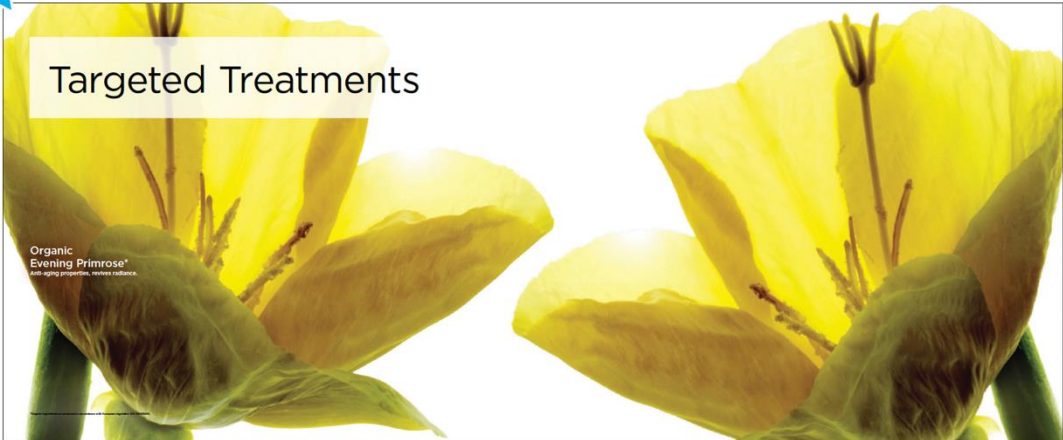


V2 PLANT WALL VISUALS

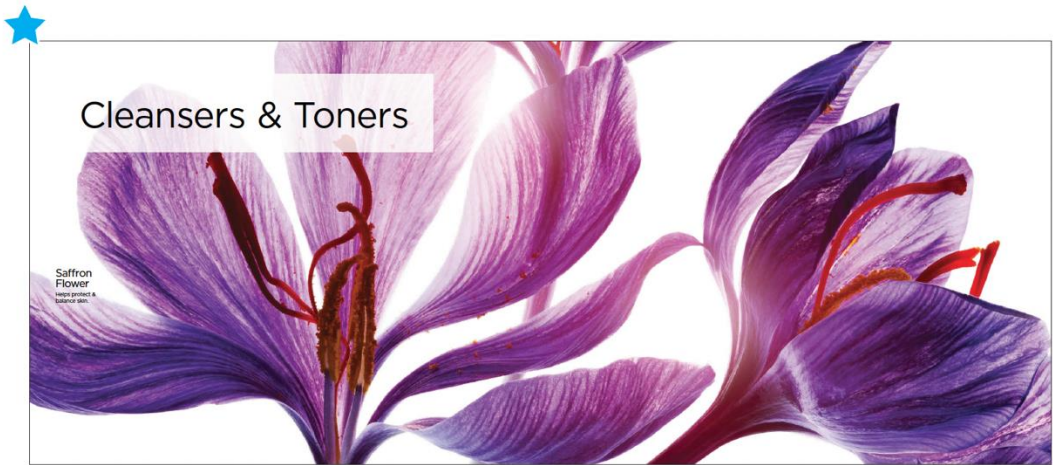
V2 PLANT WALL VISUALS



BLM 59TH STREET







100% family owned company.

Beauty Made in FRANCE

N°1 Prestige skin care brand in Europe.*

Why Clarins?

8900 collaborators worldwide engaged in Responsible Beauty

95 years of research

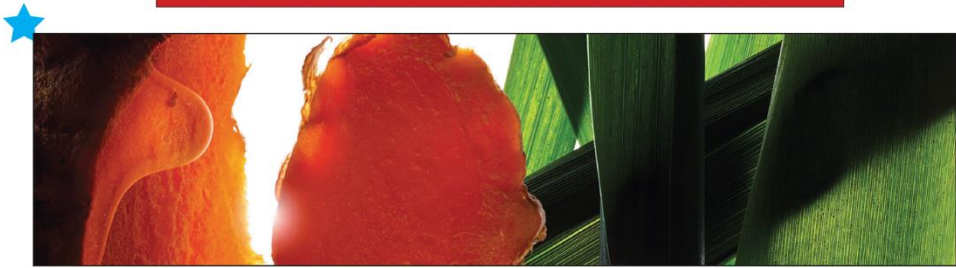
3000 beauty therapists worldwide listen to you and create you personally

A passion for beauty since 1954

250 plants used in the products

More than 45 SPA BY CLARINS worldwide

*2015 Beauty Trust poll results and in Performance and Development. Based on sales volume, value added and price. Data in millions of dollars. Only Clarins ranked 1st.



BLM 59TH STREET SAMPLE WALL



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