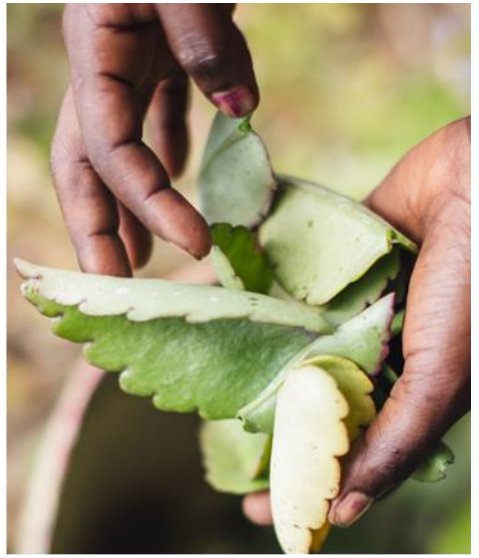














CLARINS BEAUTY SPECIALIST
JUNE 12, 2024

GROUPE CLARINS

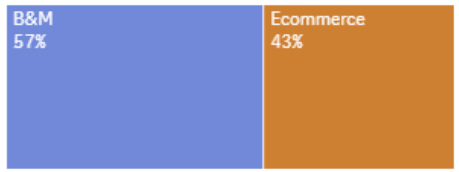
CLARINS

MTD
$3.62M
16% ± 95% Budget

STD
$23.43M
28% ± 104% Budget

YTD
$23.43M
28% ± 104% Budget

Active Doors
2,350

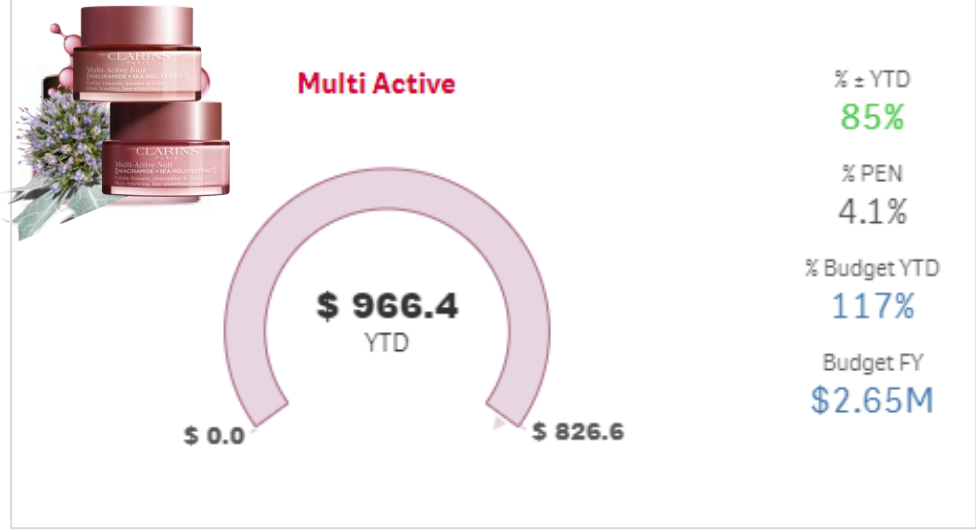


BEAUTY SPECIALIST ACCOUNTS

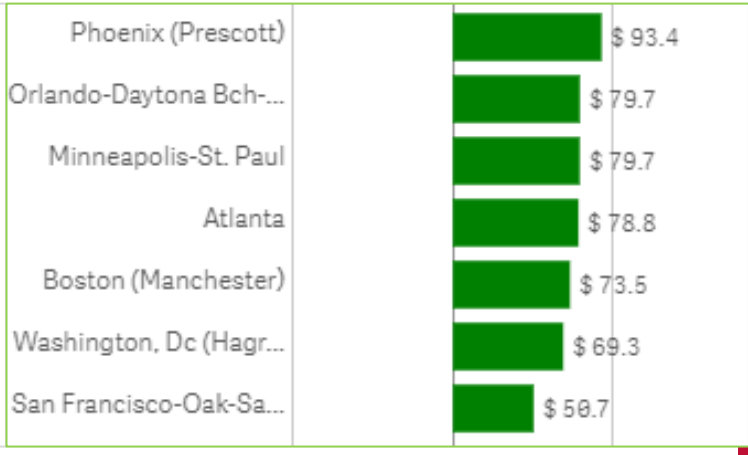
D...	YTD	LY YTD	$ ± YTD	% ± YTD	Budget YTD	% Budget YTD	% TTL
Totals	**$ 23,428.3**	**$ 18,319.6**	**$ 5,108.7**	**28%**	**$ 22,461.1**	**104%**	**100.0%**
Ulta	$ 13,338.9	$ 11,664.1	$ 1,674.7	14%	$ 13,119.6	102%	56.9%
Sephora	$ 7,510.1	$ 4,803.1	$ 2,707.0	56%	$ 6,933.7	108%	32.1%
Kohls	$ 1,912.2	$ 957.0	$ 955.2	100%	$ 1,120.9	171%	8.2%
Target	$ 667.1	$ 895.4	-$ 228.2	-25%	$ 1,287.0	52%	2.8%

Products - Fa...	YTD	LY YTD	$ ± YTD	% ± YTD	% TTL
Totals	**$ 13,435.8**	**$ 10,530.3**	**$ 2,905.6**	**28%**	**100.0%**
Skin Care	$ 11,626.4	$ 9,510.2	$ 2,116.2	22%	86.5%
Make-Up	$ 1,809.4	$ 1,020.1	$ 789.3	77%	13.5%

Line Range	YTD	$ ± YTD	% ± YTD	% TTL
Totals	**$ 23,428.3**	**$ 5,108.7**	**28%**	**100.0%**
CI Dble Serum	$ 11,564.2	$ 2,666.7	30%	49.4%
CI Lip Oil	$ 2,107.0	$ 665.0	46%	9.0%
CI Eye Care	$ 2,037.8	$ 462.9	29%	8.7%
CI Cleansing	$ 1,211.2	-$ 87.2	-7%	5.2%
CI Ext-Firming	$ 1,125.1	$ 127.7	13%	4.8%
CI Multi-Active	$ 966.4	$ 444.7	85%	4.1%
CI Sprestorat	$ 917.2	$ 78.2	9%	3.9%
CI Flash-Soluti	$ 794.8	$ 794.8	0%	3.4%
CI Hydration	$ 502.7	$ 239.6	91%	2.1%







01

EVENTS/PROMOTIONS

MTD
$2.00M
12% ± 92% Budget

STD
$13.34M
14% ± 102% Budget

YTD
$13.34M
14% ± 102% Budget

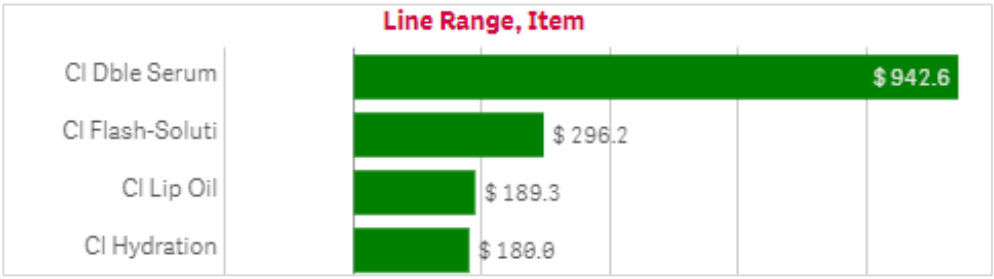
Active Doors
854



Channel	YTD	LY YTD	$ ± YTD	% ± YTD	Budget YTD	% Budget YTD	% TTL
Totals	**$ 13,338.9**	**$ 11,664.1**	**$ 1,674.7**	**14%**	**$ 13,119.6**	**102%**	**100.0%**
B&M	$ 7,650.7	$ 6,961.1	$ 689.6	10%	$ 8,234.6	93%	57.4%
Ecommerce	$ 5,688.2	$ 4,703.0	$ 985.1	21%	$ 4,885.0	116%	42.6%

Territory Na...	# Doors	YTD	$ ± YTD	% ± YTD	Budget YTD	% Budget YTD	% TTL
Totals	**853**	**$ 7,650.8**	**$ 612.1**	**9%**	**$ 8,234.6**	**93%**	**100.0%**
Marcela Arzate	66	$ 612.1	$ 45.7	8%	$ 636.6	96%	8.0%
Jason Rodriguez	53	$ 609.2	$ 32.4	6%	$ 673.1	91%	8.0%
Greileny De La Cruz	20	$ 421.8	$ 85.8	26%	$ 418.2	101%	5.5%
Nardos Moges	52	$ 405.3	$ 35.8	10%	$ 449.4	90%	5.3%
Stacey Wirtz	58	$ 403.0	-$ 9.1	-2%	$ 454.1	89%	5.3%
Stacey Librandi	34	$ 380.4	$ 37.4	11%	$ 421.7	90%	5.0%
Pamela Dsouza	34	$ 379.9	$ 31.3	9%	$ 390.4	97%	5.0%
Sherri Shadbash	48	$ 364.9	$ 31.5	9%	$ 402.7	91%	4.8%
Carla Raquel	32	$ 359.3	$ 71.6	25%	$ 353.0	102%	4.7%
Charlotte Coleman	62	$ 350.6	$ 50.4	17%	$ 363.1	97%	4.6%





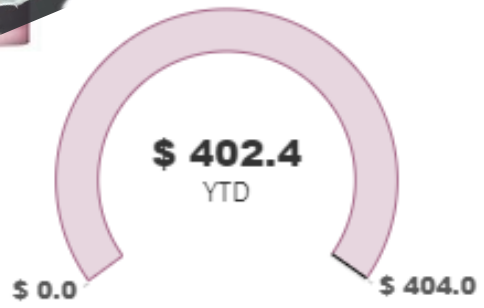
Line Range	YTD	$ ± YTD	% ± YTD	% TTL
Totals	**$ 13,339.0**	**$ 1,597.2**	**14%**	**100.0%**
Cl Dble Serum	$ 6,991.7	$ 910.9	15%	52.4%
Cl Eye Care	$ 1,116.0	$ 142.4	15%	8.4%
Cl Sprestorat	$ 838.3	$ 56.1	7%	6.3%
Cl Lip Oil	$ 772.4	$ 188.5	32%	5.8%
Cl Cleansing	$ 667.5	-$ 125.1	-16%	5.0%
Cl Ext-Firming	$ 601.2	$ 33.3	6%	4.5%
Cl Multi-Active	$ 402.4	$ 98.3	32%	3.0%
Cl Hydration	$ 394.2	$ 177.9	82%	3.0%
Cl Flash-Soluti	$ 296.2	$ 296.2	0%	2.2%
Cl Lipperfector	$ 157.0	-$ 16.5	-9%	1.2%
Cl Treat Oils	$ 147.6	$ 8.7	6%	1.1%
Cl Instsmooth	$ 147.2	$ 7.6	5%	1.1%
Cl Body Contour	$ 118.2	-$ 48.9	-29%	0.9%

JUNE SALES PLAN +32% to LY, Multi-Active 20% of total

17	May 4	5/26/24	-	341.0	-100%	525.0	54%	Member Love 10xpts offer MST 5/31-6/1 + Employee Discount
May			**1,164.0**	**1,482.3**	**-21%**	**1,850.0**	**25%**	
18	Jun 1	6/2/24	-	342.2	-100%	475.0	39%	MAG 18 featuring MA Night
19	Jun 2	6/9/24	-	366.9	-100%	450.0	23%	
20	Jun 3	6/16/24	-	353.4	-100%	475.0	34%	Skinfatuation: WK 20-26 featuring Multi-Active, Erica Taylor 6/21-22
21	Jun 4	6/23/24	-	336.9	-100%	425.0	26%	Skinfatuation: WK 20-26 featuring Multi-Active, MAG 21 Lip Perfector + MA Night
22	Jun 5	6/30/24	-	356.9	-100%	500.0	40%	SUMMER SALE- Lip Perfector, Eye Revive & Smooth 30% off
June			**-**	**1,756.3**	**-100%**	**2,325.0**	**32%**	
23	Jul 1	7/7/24	-	319.0	-100%	425.0	33%	Skinfatuation: WK 20-26 featuring Multi-Active
24	Jul 2	7/14/24	-	374.1	-100%	450.0	20%	Skinfatuation: WK 20-26 featuring Multi-Active
25	Jul 3	7/21/24	-	343.4	-100%	450.0	31%	Skinfatuation: WK 20-26 featuring Multi-Active
26	Jul 4	7/28/24	-	373.9	-100%	500.0	34%	Skinfatuation: WK 20-26 featuring Multi-Active
July			**-**	**1,410.4**	**-100%**	**1,825.0**	**29%**	



Multi Active



% ± YTD
34%

% PEN
3.0%

% Budget YTD
100%

Budget FY
$1.21M



ULTA BEAUTY

In store & online | Jun 25 - Jul 15

BIG SUMMER BEAUTY SALE

Three weeks of must-have deals on jumbos, makeup, skin care & fragrance.





Buy 1 get 1 free mix & match minis

Makeup, skin care & hair care

30% off Lip Perfector, Eye Revive & Smooth
This week only



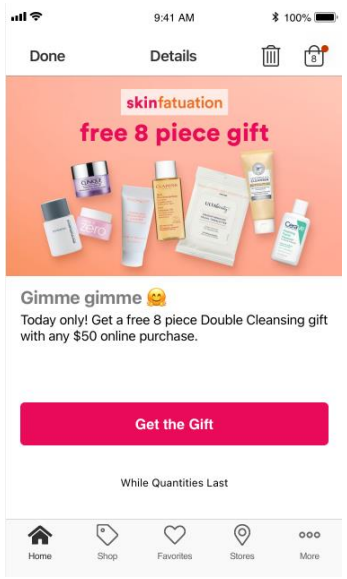
IT Cosme

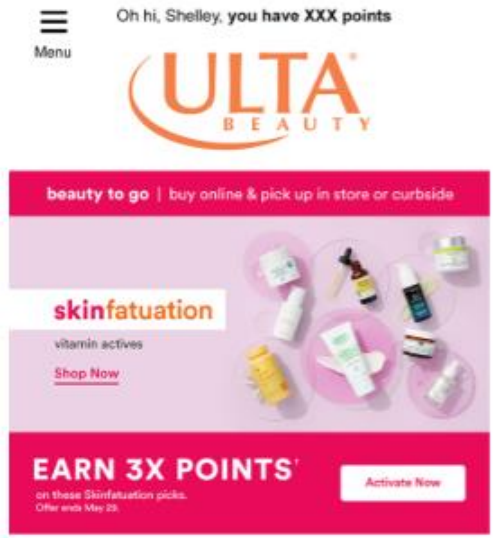
skin fatuation













CORPORATE EVENTS Q2

YTD RESULTS: -10% TO LY

STORE	BRAND CONTACT	DATE
ULTA, RIVERHEAD, NY #1241	Grey De La Cruz	6/15/2024
ULTA, ROCKVILLE, MD #167	Nardos Moges	6/15/2024
ULTA,Thousand Oaks , CA # 1302	Rey Fakhari	6/15/2024
ULTA,MAPLE GROVE , MN #136	Sherri Hunter	6/15/2024
ULTA,GOODYEAR , AZ #157	Stacey LiBrandi	6/15/2024
ULTA,Homestead , FL # 1401	Toni Donello	6/15/2024
ULTA,Salinas , CA #1127	Uyen Hoang	6/15/2024
ULTA,NORRIDGE , IL #40	Pamela D Souza	6/21/2024
ULTA,WINTER GARDEN , FL # 229	Jason Rodriguez	6/22/2024
ULTA, Hickory, NC #1667	Jason Rodriguez	6/22/2024
ULTA, Oak Brook, IL #1604	Marcela Arzate	6/22/2024
ULTA, PEABODY, MA #458	Sherri Shadbash	6/22/2024
ULTA,CHARLOTTE , NC #134	Jason Rodriguez	6/29/2024
ULTA,WestPalm Beach , FL # 078	Juana Leyte	6/29/2024
ULTA,Stuart , FL # 538	Juana Leyte	6/29/2024
ULTA, Rehoboth Beach, DE #1691	Nardos Moges	6/29/2024
ULTA, MIDDLETOWN, RI #1359	Sherri Shadbash	6/29/2024
ULTA, Washington,PA #1687	Veta Lewinson	6/29/2024



TRAIN THE TRAINER SERIES

CLARINS

MASTERCLASS





Session I: SUCCESSFUL BOOKINGS (Jan+ Crystal) 6/24 Live training on setting up Eventbrite page and creating QR Code for signs.

Session II: POWER OF TOUCH (Tanya + Trixie) 7/17 Live training on event set up and how to customize presentation for specialty guest.

Session II: GIRLFRIEND EXPERIENCE 7/31 (Staci + Jan) Live training on how to read the room to create that ultimate girlfriend experience for the guest.



81 of 127 Approved Events

1638	New York	NY	Grey De La Cruz	8/23/2024
403	Houston	TX	Carla Raquel	8/24/2024
43	Smyrna	GA	Charlotte Coleman	8/24/2024
1347	North Mia	FL	Juana Leyte	8/24/2024
782	Clark	NJ	letticia Rosado	8/24/2024
795	MARLBOR	NJ	letticia Rosado	8/24/2024
1736	Anaheim	CA	Munay Bayaa	8/24/2024
289	Plymouth	MA	Sherri Shadbash	8/24/2024
356	QUEEN CR	AZ	Stacey LiBrandi	8/24/2024
1348	Pinecrest	FL	Toni Donello	8/24/2024
97	Skokie	IL	Pamela D Souza	8/31/2024

$324k Flat to LY

1596	Houston	TX	Carla Raquel	9/7/2024
220	Cumming	GA	Charlotte Coleman	9/7/2024
54	Levittown	NY	Grey De La Cruz	9/7/2024
216	San Anton	TX	Irma Garza	9/7/2024
538	Stuart	FL	Juana Leyte	9/7/2024
1328	Baxter	MN	Sherri Hunter	9/7/2024
77	Scottsdale	AZ	Stacey LiBrandi	9/7/2024
1647	Miami	FL	Toni Donello	9/7/2024
710	Gilroy	CA	Uyen Hoang	9/7/2024
1067	King of Pr	PA	Veta Lewinson	9/7/2024
1430	Wall Towr	NJ	letticia Rosado	9/12/2024
1241	Riverhead	NY	Grey De La Cruz	9/14/2024
1388	Orlando	FL	Jason Rodriguez	9/14/2024
1726	GARDEN G	CA	Munay Bayaa	9/14/2024
458	Peabody	MA	Sherri Shadbash	9/14/2024
1027	Aurora	CO	Ambreen Taj	9/21/2024
1151	Dunwood	GA	Charlotte Coleman	9/21/2024
69	Geneva	IL	Marcela Arzate	9/21/2024
1691	Rehoboth	DE	Nardos Moges	9/21/2024
400	River Fore	IL	Pamela D Souza	9/21/2024
108	Phoenix	AZ	Stacey LiBrandi	9/21/2024
1401	Homestea	FL	Toni Donello	9/21/2024
362	Collegevill	PA	Veta Lewinson	9/27/2024
618	Houston	TX	Carla Raquel	9/28/2024
1638	New York	NY	Grey De La Cruz	9/28/2024
706	Orlando	FL	Jason Rodriguez	9/28/2024
1500	Woodinvil	WA	Mizuho Sutton	9/28/2024
321	Everett	MA	Sherri Shadbash	9/28/2024
491	Garland	TX	Simone Tan	9/28/2024
231	Mooresvil	NC	Stacey Wirtz	9/28/2024
272	PORT SAIN	FL	Juana Leyte	10/5/2024
1124	West Long	NJ	letticia Rosado	10/5/2024
7	Orland Pa	IL	Marcela Arzate	10/5/2024
599	Newingtor	NH	Sherri Shadbash	10/5/2024
157	Goodyear	AZ	Stacey LiBrandi	10/5/2024
1531	Concord	NC	Stacey Wirtz	10/5/2024
160	Miami	FL	Toni Donello	10/5/2024
1633	Atlanta	GA	Charlotte Coleman	10/12/2024
502	Redmond	WA	Mizuho Sutton	10/12/2024
167	Rockville	MD	Nardos Moges	10/12/2024
420	Duluth	MN	Sherri Hunter	10/12/2024
317	Midland	TX	Simone Tan	10/18/2024
1140	Cypress	TX	Carla Raquel	10/19/2024
594	Port Chest	NY	Grey De La Cruz	10/19/2024
1372	Dania Bea	FL	Juana Leyte	10/19/2024
239	Fairfax	VA	Nardos Moges	10/19/2024
451	NORTHBO	MA	Sherri Shadbash	10/19/2024
1591	SURPRISE	AZ	Stacey LiBrandi	10/19/2024
1373	Pembroke	FL	Toni Donello	10/19/2024
1685	HOLLISTEF	CA	Uyen Hoang	10/19/2024
1649	Newtown	PA	Veta Lewinson	10/19/2024
72	Atlanta	GA	Charlotte Coleman	10/26/2024
1430	Wall Towr	NJ	letticia Rosado	10/26/2024
513	Apple Vall	MN	Sherri Hunter	10/26/2024
284	Cherry Hill	NJ	Veta Lewinson	10/26/2024
369	Allentown	PA	Veta Lewinson	10/26/2024
1436	Porter Rar	CA	Rey Fakhari	11/2/2024
1748	CORNELIU	NC	Stacey Wirtz	11/2/2024
581	Davie	FL	Toni Donello	11/2/2024
1434	MORGAN I	CA	Uyen Hoang	11/2/2024

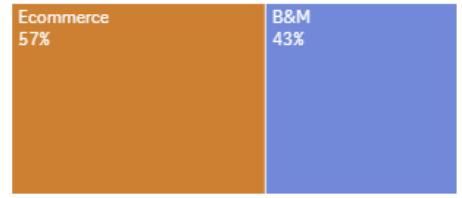
SEPHORA

MTD
$1.06M
9% ± 88% Budget

STD
$7.51M
56% ± 108% Budget

YTD
$7.51M
56% ± 108% Budget

Active Doors
217



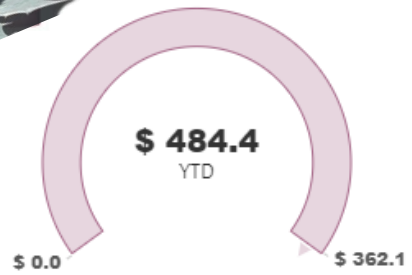
Channel	YTD	LY YTD	$ ± YTD	% ± YTD	Budget YTD	% Budget YTD	% TTL
Totals	**$ 7,510.1**	**$ 4,800.7**	**$ 2,709.4**	**56%**	**$ 6,933.7**	**108%**	**100.0%**
Ecommerce	$ 4,278.1	$ 3,055.9	$ 1,222.2	40%	$ 4,005.0	107%	57.0%
B&M	$ 3,231.9	$ 1,744.8	$ 1,487.2	85%	$ 2,928.7	110%	43.0%

COMP DOORS +54%, MAY PRODUCTIVITY 83%

Doors - Door Name	YTD	LY YTD	$ ± YTD	% ± YTD	Budget YTD	% Budget YTD	% TTL
Totals	**$ 3,231.9**	**$ 1,744.8**	**$ 1,487.2**	**85%**	**$ 2,928.7**	**110%**	**100.0%**
Sephora-#352 Tysons Corner	$ 63.4	$ 46.0	$ 17.5	38%	$ 43.1	147%	2.0%
Sephora-#302 Soho	$ 59.9	$ 68.7	-$ 8.8	-13%	$ 76.9	78%	1.9%
Sephora-#412 Florida Mall	$ 54.0	$ 43.3	$ 10.7	25%	$ 39.4	137%	1.7%
Sephora-#306 Brickell City Ctr	$ 51.6	$ 30.5	$ 21.2	70%	$ 32.0	161%	1.6%
Sephora-#374 5th Avenue	$ 51.4	$ 33.7	$ 17.7	53%	$ 39.4	130%	1.6%
Sephora-#20 South Coast Plaza	$ 49.7	$ 34.7	$ 14.9	43%	$ 36.3	137%	1.5%
Sephora-#460 Lenox Square	$ 47.7	$ 20.6	$ 27.0	131%	$ 28.3	169%	1.5%
Sephora-#726 Miami	$ 44.8	$ 37.7	$ 7.1	19%	$ 49.5	91%	1.4%
Sephora-#410 Aventura	$ 43.8	$ 0.0	$ 43.8	0%	$ 24.7	178%	1.4%
Sephora-#398 Union Square	$ 42.8	$ 42.5	$ 0.3	1%	$ 47.1	91%	1.3%
Sephora-#356 Prudential Center	$ 42.1	$ 26.8	$ 15.3	57%	$ 31.0	136%	1.3%
Sephora-#310 34th Street	$ 42.0	$ 49.7	-$ 7.7	-16%	$ 57.9	73%	1.3%
Sephora-#304 Times Square	$ 41.9	$ 30.7	$ 11.2	36%	$ 37.0	113%	1.3%
Sephora-#318 Short Hills	$ 38.2	$ 21.0	$ 17.2	82%	$ 24.7	155%	1.2%
Sephora-#120 86th & Lexington	$ 37.4	$ 22.8	$ 14.5	64%	$ 29.4	127%	1.2%
Sephora-#414 Dadeland	$ 35.9	$ 30.2	$ 5.7	19%	$ 29.6	121%	1.1%
Sephora-#946 The Grove	$ 35.7	$ 26.5	$ 9.1	34%	$ 27.5	130%	1.1%
Sephora-#314 Roosevelt Field	$ 35.1	$ 28.2	$ 6.9	24%	$ 29.6	119%	1.1%
Sephora-#66 Houston Galleria	$ 34.9	$ 26.5	$ 8.4	32%	$ 27.1	129%	1.1%
Sephora-#650 Plaza Las America	$ 34.5	$ 30.9	$ 3.6	12%	$ 24.7	140%	1.1%



Multi Active



% ± YTD
120%

% PEN
6.5%

% Budget YTD
134%

Budget FY
$1.22M

Line Range	YTD	$ ± YTD	% ± YTD	% TTL
Totals	**$ 7,510.1**	**$ 2,709.4**	**56%**	**100.0%**
CI Dble Serum	$ 3,365.0	$ 1,542.8	85%	44.8%
CI Lip Oil	$ 983.1	$ 124.8	15%	13.1%
CI Eye Care	$ 628.1	$ 206.1	49%	8.4%
CI Flash-Soluti	$ 498.6	$ 498.6	0%	6.6%
CI Multi-Active	$ 484.4	$ 263.8	120%	6.5%
CI Ext-Firming	$ 377.7	$ 51.3	16%	5.0%
CI Cleansing	$ 301.9	$ 38.0	14%	4.0%
CI V Shap Lift	$ 207.4	-$ 117.7	-36%	2.8%

Products - Fa...	YTD	LY YTD	$ ± YTD	% ± YTD	% TTL
Totals	**$ 9,535.9**	**$ 5,745.5**	**$ 3,790.4**	**66%**	**100.0%**
Skin Care	$ 8,268.8	$ 4,867.0	$ 3,401.8	70%	86.7%
Make-Up	$ 1,267.1	$ 878.5	$ 388.6	44%	13.3%

SEPHORA

JUNE SALES PLAN +42% to LY, Lip Service Summer

Wk	Mth	Date	Budget	Plan % Chg to LY	Promos TY
18	Jun 1	6/2/24	130.0	38%	Summer Kick-off CE Events
19	Jun 2	6/9/24	127.0	40%	Summer Kick-off CE Events
20	Jun 3	6/16/24	135.0	46%	Summer Kick-off CE Events
21	Jun 4	6/23/24	144.0	51%	6.28 Lip Perfector Update, New Doors
22	Jun 5	6/30/24	132.0	34%	PERK SERVICE TAKEOVER
June			668.0	42%	
23	Jul 1	7/7/24	128.0	27%	PERK SERVICE TAKEOVER
24	Jul 2	7/14/24	135.0	43%	PERK SERVICE TAKEOVER, National Masking Day 7/16
25	Jul 3	7/21/24	133.0	35%	PERK SERVICE TAKEOVER
26	Jul 4	7/28/24	140.0	58%	PERK SERVICE TAKEOVER
July			536.0	40%	







Mark your calendars for 7/16 masking challenge on my bday.

SEPHORA

MAY FSC EVENT RESULTS $77K, 13 EVENTS +$2.5K

STORE #	STORE NAME	Actua	%chg
352	TYSONS CORNER	6607	120%
66	HOUSTON GALLERIA	5300	77%
374	5TH AVENUE	4923	64%
110	LOS CERRITOS	4199	40%
412	FLORIDA MALL	4152	38%
318	SHORT HILLS	4030	34%
306	BRICKELL CITY CENTRE	3704	23%
356	PRUDENTIAL CENTER	3633	21%
958	SANTANA ROW	3264	9%
48	STANFORD	2915	-3%
1222	ONE PASEO	2673	-11%
726	MIAMI INTERNATIONAL	2559	-15%
460	LENOX SQUARE	2542	-15%



WILL WORK TO MOVE THESE EVENTS TO MARCH NEXT YEAR.

PERK SERVICE ANIMATIONS

NYC METRO REGIONAL TAKEOVER

- 86TH & LEXINGTON
- 99th & COLUMBUS
- SMITH HAVEN
- TIME SQUARE
- WALT WHITMAN

NEW! 6.28.24





PERK SERVICE KIT
FEATURING LIP PERFECTOR



SEPHORA MAILER 6.24
FEATURING LIP PERFECTOR



POS SAMPLES



SEPHORA H@SM

Month of Visit	Brand Booking Calendar Opens in H@SM
January	Wednesday, 11/01/23
February	Friday, 12/1/23
March	Thursday, 1/4/2
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

03

EDUCATION


CLARINS

BODY CARE HEROES

EXFOLIATING BODY SCRUB

Bamboo Powders
Nourishes & softens



Smoothes away dry cells, flakes, and impurities

TONIC TREATMENT OIL

Mint & Rosemary
Visibly firms & tones



Visibly firms, tones and boosts elasticity

BODY FIT ACTIVE

Matcha Tea & Plant-Based Caffeine
Skin smoothing action



Smoother, tighter and toned

MOISTURE-RICH BODY LOTIOM

Shea
Nourishes & hydrates



Nourishes, softens, and smoothes

HAND AND NAIL CREAM

Shea
Nourishes & hydrates



Softens and nourishes rough, dry skin

FALL GRATIS PLANS

ULTA	# Doors	YTD	% TTL	Top 20-DS9	PTM-DS9	Education Visit	Part II- Oct	BB-AMP	TOTAL
Jason Rodriguez	52	$ 617.3	6.1%	15	15	92	61	61	244
Marcela Arzate	66	$ 610.3	7.7%	19	19	116	77	77	310
Stacey Wirtz	58	$ 414.7	6.8%	17	17	102	68	68	272
Greileny De La Cruz	20	$ 414.3	2.3%	6	6	35	23	23	94
Nardos Moges	52	$ 408.7	6.1%	15	15	92	61	61	244
Stacey Librandi	34	$ 395.5	4.0%	10	10	60	40	40	160
Carla Raquel	32	$ 380.6	3.8%	9	9	56	38	38	150
Pamela Dsouza	34	$ 379.6	4.0%	10	10	60	40	40	160
Sherri Shadbash	49	$ 378.3	5.8%	14	14	86	58	58	230
Charlotte Coleman	62	$ 376.5	7.3%	18	18	109	73	73	291
Veta Lewinson	36	$ 336.6	4.2%	11	11	63	42	42	169
Toni Donello	9	$ 319.1	1.1%	3	3	16	11	11	42
Mizuho Sutton	49	$ 310.0	5.8%	14	14	86	58	58	230
Uyen Hoang	47	$ 276.2	5.5%	14	14	83	55	55	221
Juana Leyte	21	$ 259.5	2.5%	6	6	37	25	25	99
Agnes Fuchs	28	$ 255.8	3.3%	8	8	49	33	33	131
Letticia Rosado	24	$ 237.6	2.8%	7	7	42	28	28	113
Munay Bayaa	24	$ 228.1	2.8%	7	7	42	28	28	113
Irma Garza	19	$ 224.1	2.2%	6	6	33	22	22	89
Sherri Hunter	26	$ 207.7	3.1%	8	8	46	31	31	122
Angie Crawford	25	$ 206.2	2.9%	7	7	44	29	29	117
Ambreen Taj	26	$ 206.2	3.1%	8	8	46	31	31	122
Reyhaneh Fakhari	24	$ 195.5	2.8%	7	7	42	28	28	113
Simone Tan	21	$ 166.3	2.5%	6	6	37	25	25	99
Narta Jonuzi	10	$ 44.8	1.2%	4	4	18	12	12	49
Teresa Rodrigues	4	$ 26.8	0.5%	1	1	7	5	5	19
TOTAL	**852**	**$ 7,876.4**		**250**	**250**	**1500**	**1000**	**1000**	**4002**

SEPHORA GRATIS	New Doors + slush	Walk-in DS 9	Part II- OCT	Walk-in Black Lip Oil
Staci Pigna	**250**			
Jan Cohen	**250**			
Brad Hendry	**250**			
Penda Ahne		200	60	200
Dayan Herrera		200	60	200
Sherri Shadbash		197	59	197
Reyhaneh Fakhari		150	45	150
Narta Jonuzi		231	69	231
Angie Crawford		116	35	116
Carla Raquel		104	31	104
Uyen Hoang		139	42	139
Munay Bayaa		100	30	100
Jason Rodriguez		100	30	100
Charlotte Coleman		116	35	116
Stacey Librandi		127	38	127
Veta Lewinson		116	35	116
Mizuho Sutton		104	31	104
Shiva Javadi		46	14	46
Agnes Fuchs		58	17	58
Irma Garza		46	14	46
Agnes Pawlowski		46	14	46
Ambreen Taj		81	24	81
Stacey Wirtz		58	17	58
Teresa Rodrigues		23	7	23
Sherri Hunter		35	10	35
Marcela Arzate		12	3	12
Greileny De La Cruz		35	10	35
Simone Tan		23	7	23
Pamela Dsouza		12	3	12
Nardos Moges		12	3	12
	750	2500	750	2500

04

APPENDIX

SEPHORA

1H24 MARKETING CALENDAR

JAN | FEB | MAR | APR | MAY | JUN

National Media

Double Serum

Total Eye Lift

Multi-Active Campaign

Influencer Activations

VWRAP DEAL ORGANIC

GALENTINE'S Lip Oil LA EVENT

PARIS FASHION WEEK

SXSW Install + Influencer Event 3/10

Multi active Launch - LA Friday 3/15



GLOBAL - PRESS 70 years

Double Serum Mega Influencers

Miami Swim Pop Up

OG Lip Perfector Activation

SEPHORA Digital Activations

Growth Media $1M Double Serum

Influencers Multi-Active

On-Site: PLA & Display

Promo Calendar

1/12 UPDATE PRICE STRIPS ONLY



53 NEW DOORS 2/19

3/1 UPDATE

SOUTHWEST FSC EVENTS





REGIONAL LIP PERK EVENTS

ESV & CE EVENTS

FSC EVENTS

REGIONAL LIP PERK EVENTS

Sales Executive Support



NEWNESS TOA



ESV KITS



BI SALE RECRUITMENT KIT



PROM PERK SERVICE KIT





FSC GWP + TOA



SUMMER CE TOA

GRATIS



NEW DOOR WELCOME GRATIS







1H24 MARKETING CALENDAR

ULTA BEAUTY

FEB | MAR | APR | MAY | JUN | JUL

National Media

Multi-Active Campaign

Double Serum

Total Eye Lift

INFLUENCER Activations

Galentines Lip Oils LA 2/2



PARIS FASHION WEEK

SXSW Install + Influencer Event 3/10

Multi active Launch - LA Friday 3/15

Double Serum Mega Influencers



POWER OF COLOR Mailer



GLOBAL - PRESS 70 years

Lip Activation



Miami Swim Pop Up

MASKING ACTIVATION VWRAP/CRYO

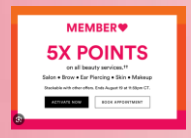
UB MEDIA ACTIVATIONS

Total Eye Lift

Multi-Active Campaign

Double Serum

PROMO CALENDAR



21 days of beauty®

SPRING HAUL EVENT

gorgeous hair event

20% off these brands only when you buy online & pick up in store or curbside*

MEMBER 10X POINTS

skinfatuation



BIG SUMMER BEAUTY SALE



POWER OF COLOR Cashwrap

VM UPDATE

Lip Oil Endcap

WK 6 UPDATE (28 NEW DOORS)

Multi-Active Routine Endcap

Skincare we Love Wall DS Light

Q2 Impulse Unit Featuring One Step Exfoliating Cleanser

EVENTS

BEAUTY BAR Multi-vendor Event 2/10 (46 DOORS)

Q1 CORPORATE EVENTS



Q2 CORPORATE EVENTS



Sales Support

Q1/Q2

