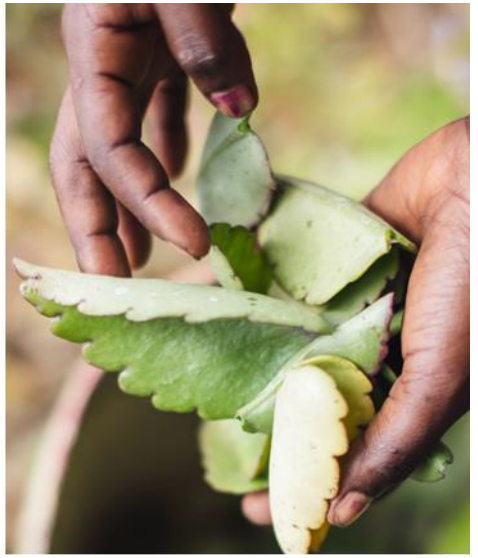














CLARINS BEAUTY SPECIALIST MAY/JUNE 2024 SEE CALL

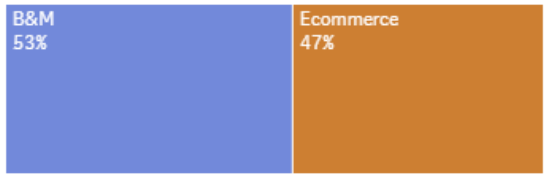
GROUPE CLARINS

CLARINS

MTD
$8.60M
18% ± 101% Budget

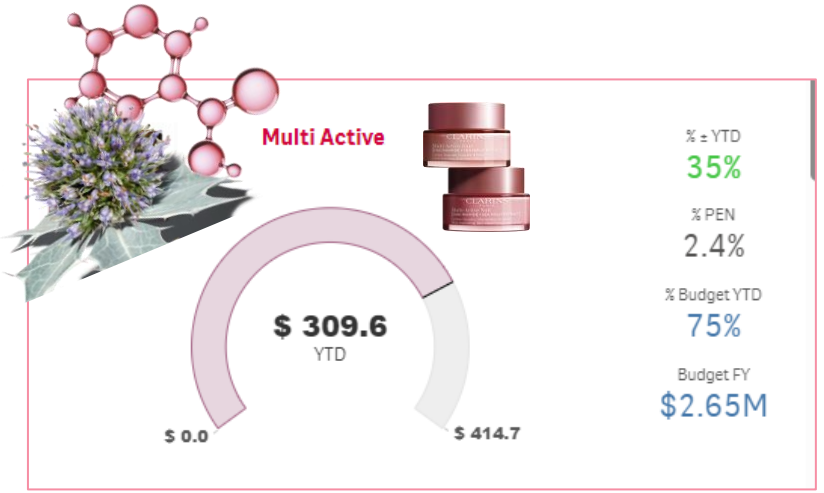
STD
$12.80M
25% ± 105% Budget

Active Doors
2,346



BEAUTY SPECIALIST ACCOUNTS

Doors - Chain Name Omni	YTD	LY YTD	$ ± YTD	% ± YTD	Budget YTD	% Budget YTD	% TTL
Totals	**$ 12,802.9**	**$ 10,209.0**	**$ 2,594.0**	**25%**	**$ 12,206.8**	**105%**	**100.0%**
Ulta	$ 8,506.8	$ 7,637.2	$ 869.6	11%	$ 8,462.4	101%	66.4%
Sephora	$ 3,043.5	$ 1,521.4	$ 1,522.1	100%	$ 2,363.5	129%	23.8%
Kohls	$ 859.6	$ 492.9	$ 366.7	74%	$ 587.9	146%	6.7%
Target	$ 393.1	$ 557.5	-$ 164.5	-29%	$ 793.0	50%	3.1%



Channel	YTD	LY YTD	$ ± YTD	% ± YTD	Budget YTD	% Budget YTD	% TTL
Totals	**$ 12,802.9**	**$ 10,209.0**	**$ 2,594.0**	**25%**	**$ 12,206.8**	**105%**	**100.0%**
B&M	$ 6,830.8	$ 5,352.8	$ 1,478.0	28%	$ 6,846.3	100%	53.4%
Ecommerce	$ 5,972.2	$ 4,856.2	$ 1,116.0	23%	$ 5,360.5	111%	46.6%

Products - Fa...	YTD	LY YTD	$ ± YTD	% ± YTD	% TTL
Totals	**$ 12,802.9**	**$ 10,209.0**	**$ 2,594.0**	**25%**	**100.0%**
Skin Care	$ 11,598.1	$ 9,524.1	$ 2,074.0	22%	90.6%
Make-Up	$ 1,204.8	$ 684.9	$ 519.9	76%	9.4%

Line Range	YTD	$ ± YTD	% ± YTD	% TTL
Totals	**$ 12,802.9**	**$ 2,594.0**	**25%**	**100.0%**
Cl Dble Serum	$ 7,482.1	$ 1,423.0	23%	58.4%
Cl Lip Oil	$ 987.4	$ 534.9	118%	7.7%
Cl Eye Care	$ 981.7	$ 186.5	23%	7.7%
Cl Cleansing	$ 567.3	-$ 38.3	-6%	4.4%
Cl Ext-Firming	$ 523.6	$ 64.3	14%	4.1%
Cl Sprestorat	$ 444.5	$ 46.2	12%	3.5%
Cl Multi-Active	$ 309.6	$ 79.9	35%	2.4%
Cl Flash-Soluti	$ 294.9	$ 294.9	0%	2.3%
Cl Hydration	$ 228.5	$ 126.3	123%	1.8%
Cl Treat Oils	$ 115.8	$ 18.8	19%	0.9%
Cl Body Contour	$ 108.7	-$ 18.3	-14%	0.8%

01

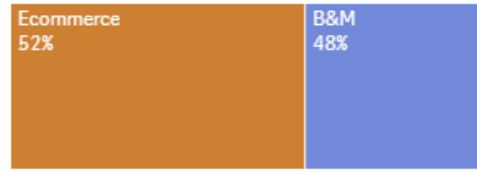
EVENTS/PROMOTIONS

MTD
$5.87M
3% ± 94% Budget

STD
$8.51M
11% ± 101% Budget

YTD
$8.51M
11% ± 101% Budget

Active Doors
850



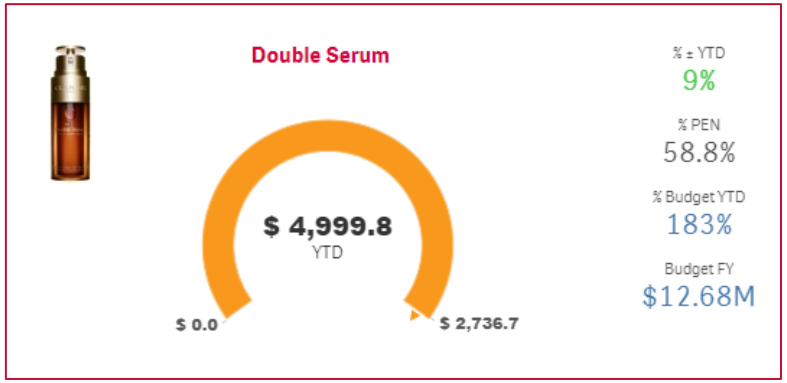
Channel	YTD	LY YTD	$ ± YTD	% ± YTD	Budget YTD	% Budget YTD	% TTL
Totals	**$ 8,506.8**	**$ 7,637.2**	**$ 869.6**	**11%**	**$ 8,462.4**	**101%**	**100.0%**
Ecommerce	$ 4,431.3	$ 3,982.2	$ 449.1	11%	$ 4,110.0	108%	52.1%
B&M	$ 4,075.5	$ 3,655.0	$ 420.5	12%	$ 4,352.4	94%	47.9%

Products - Fa...	YTD	LY YTD	$ ± YTD	% ± YTD	% TTL
Totals	**$ 8,506.8**	**$ 7,637.2**	**$ 869.6**	**11%**	**100.0%**
Skin Care	$ 7,879.7	$ 7,092.9	$ 786.8	11%	92.6%
Make-Up	$ 627.1	$ 544.3	$ 82.8	15%	7.4%

Market	YTD	$ ± YTD	% ± YTD	Budget YTD	% Budget YTD	% TTL
Totals	**$ 4,075.5**	**$ 420.5**	**12%**	**$ 4,352.4**	**94%**	**100.0%**
Chicago	$ 431.0	$ 34.0	9%	$ 421.1	102%	10.6%
New York	$ 343.1	$ 69.0	25%	$ 347.0	99%	8.4%
Los Angeles	$ 282.6	$ 18.8	7%	$ 302.7	93%	6.9%
Miami	$ 257.8	$ 23.8	10%	$ 249.2	103%	6.3%
Orlando-Daytona Bc...	$ 183.7	$ 7.5	4%	$ 204.4	90%	4.5%
Houston	$ 174.7	$ 37.2	27%	$ 173.8	101%	4.3%
Phoenix (Prescott)	$ 160.9	$ 9.9	7%	$ 181.4	89%	3.9%
Dallas-Ft. Worth	$ 144.2	$ 23.8	20%	$ 153.7	94%	3.5%
Boston (Manchester)	$ 117.5	$ 12.4	12%	$ 124.3	95%	2.9%
Philadelphia	$ 110.5	$ 5.9	6%	$ 127.3	87%	2.7%
Washington, Dc (Hag...	$ 101.2	$ 0.4	0%	$ 118.2	86%	2.5%
Atlanta	$ 97.7	$ 10.7	12%	$ 104.9	93%	2.4%
Denver	$ 92.4	-$ 4.7	-5%	$ 115.6	80%	2.3%
Minneapolis-St. Paul	$ 83.1	$ 35.5	75%	$ 74.0	112%	2.0%
Tampa-St. Pete (Sara...	$ 77.1	$ 5.9	8%	$ 94.1	82%	1.9%
San Antonio	$ 73.7	$ 10.8	17%	$ 79.9	92%	1.8%

Line Range	YTD	$ ± YTD	% ± YTD	% TTL
Totals	**$ 4,075.5**	**$ 420.5**	**12%**	**100.0%**
CI Dble Serum	$ 1,608.6	$ 113.7	8%	39.5%
CI Eye Care	$ 465.9	$ 43.5	10%	11.4%
CI Sprestorat	$ 360.2	$ 25.5	8%	8.8%
CI Lip Oil	$ 315.8	$ 123.3	64%	7.7%
CI Cleansing	$ 280.5	-$ 30.4	-10%	6.9%
CI Ext-Firming	$ 241.7	$ 10.0	4%	5.9%
CI Hydration	$ 145.1	$ 69.4	92%	3.6%
CI Multi-Active	$ 113.1	$ 3.2	3%	2.8%
CI Flash-Soluti	$ 86.7	$ 86.7	0%	2.1%

DOUBLE SERUM YTD +9% to LY

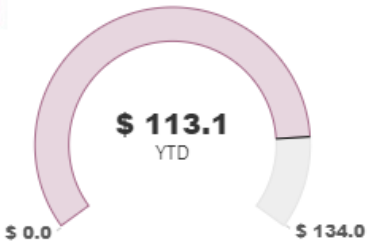


MAY SALES PLAN +25% to LY

Wk	Mth	Date	Budget	Plan % Chg to LY	Promos TY
14	May 1	5/5/24	465.0	25%	Endcap Multi-Active (Routine Story) 650 stores, WK 12 MAG, Mday 3-piece GWP
15	May 2	5/12/24	435.0	5%	Mother's Day 5/12, WK 15 MAG HE + DSL
16	May 3	5/19/24	425.0	20%	
17	May 4	5/26/24	525.0	54%	Member Love 10xpts offer Face & Body MST
May			**1,850.0**	**25%**	
18	Jun 1	6/2/24	475.0	39%	Member Love 10xpts offer Face & Body MST, MAG 18 MA Night
19	Jun 2	6/9/24	450.0	23%	Member Love 10xpts offer Face & Body MST
20	Jun 3	6/16/24	475.0	34%	Skinfatuation: WK 20-26 featuring Multi-Active, Erica Taylor 6/21-22
21	Jun 4	6/23/24	425.0	26%	Skinfatuation: WK 20-26 featuring Multi-Active, MAG 21 Lip Perfector + MA Night
22	Jun 5	6/30/24	500.0	40%	SUMMER SALE- Lip Perfector, Eye Revive & Smooth 30% off
June			**2,325.0**	**32%**	



Multi Active



% ± YTD
3%

% PEN
20%

% Budget YTD
84%

Budget FY
$816.3K

MAY ON ORDER

CI Lip Oil	22.6%
CI Dble Serum	17.3%
CI Cleansing	17.2%
CI Sprestorat	14.7%
CI Multi-Active	9.6%
CI Eye Care	4.5%
CI Ext-Firming	4.3%
CI Hydration	3.1%
CI Instsmooth	1.6%

JAN-APR ORDERS

CI Dble Serum	53.4%
CI Sprestorat	7.2%
CI Lip Oil	6.4%
CI Eye Care	5.8%
CI Multi-Active	5.0%
CI Cleansing	5.0%
CI Ext-Firming	3.5%
CI Hydration	3.2%

ULTA MOM DAY ACTIVATIONS

WK 12-15 OMNI INCREMENTAL PROMO



MAG 12 AD



SKINCARE EXCLUSIVE
3-PIECE GWP
(CASHWRAP ONLY)

NEW! ROUTINE
STORY-TELLING

NEW!
MDAY
GWP

ULTA BEAUTY

WK 17 MEMBER LOVE 5/26-6/1

member ♥

MEMBERS EARN

10X POINTS†

SELECT BRANDS
FACE & BODY MOISTURIZERS





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

CORPORATE EVENTS Q2

YTD RESULTS: FLAT TO LY

Sales Executive	LY	% to LY	Q2 Goal	# of Events	# of GWP's
Agnes Fuchs	$ 8,016	-25%	$ 6,000	2	70
Ambreen Taj	$ 6,617	-9%	$ 6,000	2	70
Angie Crawford	$ 7,688	-22%	$ 6,000	2	70
Carla Raquel	$ 6,477	16%	$ 7,500	3	105
Charlotte Coleman	$ 7,416	62%	$ 12,000	4	140
Greileny De La Cruz	$ 12,553	19%	$ 15,000	4	140
Irma Garza	$ 3,181	89%	$ 6,000	2	70
Jason Rodriguez	$ 13,330	13%	$ 15,000	5	175
Juana Leyte	$ 8,013	125%	$ 18,000	6	210
Letticia Rosado	$ 8,477	-65%	$ 3,000	1	35
Marcela Arzate	$ 12,200	113%	**$ 26,000**	**3**	**270**
Mizuho Sutton	$ 11,399	-47%	$ 6,000	2	70
Munay Bayaa	$ 5,680	6%	$ 6,000	2	70
Nardos Moges	$ 6,865	31%	$ 9,000	3	105
Pamela Dsouza	$ 24,328	7%	**$ 26,000**	**3**	**270**
Reyhaneh Fakhari	$ 10,399	-13%	$ 9,000	3	105
Stacey Wirtz	$ 14,332	-16%	$ 12,000	4	140
Sherri Shadbash	$ 11,098	44%	$ 16,000	6	210
Simone Tan	$ 7,276	-18%	$ 6,000	2	70
Stacey Librandi	$ 9,680	-38%	$ 6,000	2	70
Toni Donello	$ 6,571	174%	$ 18,000	6	210
Uyen Hoang	$ 14,685	-39%	$ 9,000	3	105
Veta Lewinson	$ 16,709	-28%	$ 12,000	4	140
Rahil Pasha	$ 9,931	1%	$ 10,000	2	70
Grand Total	**$ 242,922**	13%	**$ 275,000**	**80**	**2800**



CLARINS

MASTERCLASS

WITH ERICA TAYLOR

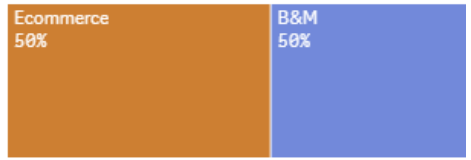
SEPHORA

MTD
$1.93M
109% ± 143% Budget

STD
$3.04M
100% ± 129% Budget

YTD
$3.04M
100% ± 129% Budget

Active Doors
217



Channel	YTD	LY YTD	$ ± YTD	% ± YTD	Budget YTD	% Budget YTD	% TTL
Totals	**$ 3,043.5**	**$ 1,521.4**	**$ 1,522.1**	**100%**	**$ 2,363.5**	**129%**	**100.0%**
Ecommerce	$ 1,527.0	$ 862.4	$ 664.6	77%	$ 1,150.0	133%	50.2%
B&M	$ 1,516.4	$ 658.9	$ 857.5	130%	$ 1,213.5	125%	49.8%

COMP DOORS +94% to LY

Channel	YTD	LY YTD	$ ± YTD	% ± YTD	Budget YTD	% Budget YTD
Totals	**$ 1,800.4**	**$ 929.6**	**$ 870.9**	**94%**	**$ 1,212.9**	**148%**
B&M	$ 1,800.4	$ 929.6	$ 870.9	94%	$ 1,212.9	148%

Doors - Door Name	YTD	LY YTD	$ ± YTD	% ± YTD	Budget YTD	% Budget YTD	% TTL
Totals	**$ 1,516.4**	**$ 658.9**	**$ 857.5**	**130%**	**$ 1,213.5**	**125%**	**100.0%**
Sephora-#302 Soho	$ 27.5	$ 26.8	$ 0.8	3%	$ 31.8	86%	1.8%
Sephora-#20 South Coast Plaza	$ 27.2	$ 13.5	$ 13.7	101%	$ 15.0	181%	1.8%
Sephora-#352 Tysons Corner	$ 27.1	$ 16.7	$ 10.4	62%	$ 17.9	152%	1.8%
Sephora-#412 Florida Mall	$ 26.2	$ 19.9	$ 6.3	32%	$ 16.3	161%	1.7%
Sephora-#374 5th Avenue	$ 24.2	$ 12.6	$ 11.6	92%	$ 16.3	148%	1.6%
Sephora-#310 34th Street	$ 24.1	$ 17.2	$ 6.9	40%	$ 24.0	101%	1.6%
Sephora-#306 Brickell City Ctr	$ 23.9	$ 8.9	$ 15.0	169%	$ 13.3	180%	1.6%
Sephora-#460 Lenox Square	$ 23.5	$ 8.3	$ 15.2	183%	$ 11.7	200%	1.5%
Sephora-#304 Times Square	$ 23.1	$ 11.2	$ 11.8	105%	$ 15.3	151%	1.5%
Sephora-#726 Miami	$ 22.6	$ 14.2	$ 8.5	60%	$ 20.5	110%	1.5%

Products - Fa...	YTD	LY YTD	$ ± YTD	% ± YTD	% TTL
Totals	**$ 2,231.1**	**$ 933.0**	**$ 1,298.0**	**139%**	**100.0%**
Skin Care	$ 1,797.9	$ 869.8	$ 928.0	107%	80.6%
Make-Up	$ 433.2	$ 63.2	$ 370.0	585%	19.4%

Line Range	YTD	$ ± YTD	% ± YTD	% TTL
Totals	**$ 2,231.1**	**$ 1,298.0**	**139%**	**100.0%**
CI Dble Serum	$ 937.0	$ 545.1	139%	42.0%
CI Lip Oil	$ 433.2	$ 369.9	585%	19.4%
CI Eye Care	$ 198.8	$ 90.5	84%	8.9%
CI Ext-Firming	$ 139.3	$ 41.9	43%	6.2%
CI V Shap Lift	$ 134.2	$ 44.6	50%	6.0%
CI Multi-Active	$ 104.6	$ 51.7	98%	4.7%
CI Cleansing	$ 97.0	$ 32.0	49%	4.3%
CI Flash-Soluti	$ 90.9	$ 90.9	0%	4.1%

SEPHORA

MAY SALES PLAN +33% to LY

Wk	Mth	Date	Budget	Plan % Chg to LY	Promos TY
14	May 1	5/5/24	140.0	28%	MULTI-ACTIVE FSC EVENTS
15	May 2	5/12/24	150.0	37%	MULTI ACTIVE FSC EVENTS
16	May 3	5/19/24	135.0	35%	MULTI-ACTIVE FSC EVENTS
17	May 4	5/26/24	142.0	32%	Miami Swim Week Brand Experience
May			***567.0***	***33%***	
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%***	



Multi Active



% ± YTD
78%

% PEN
20%

% Budget YTD
118%

Budget FY
$1.22M

MAY ON ORDER

Totals	100.0%
CI Dble Serum	54.3%
CI Multi-Active	14.8%
CI Lip Oil	9.4%
CI Cleansing	3.4%
CI Eye Care	3.2%
CI Body Contour	3.1%



Cryo



% ± YTD
0%

% PEN
4.1%

% Budget YTD
98%

Budget FY
$576.5K

SEPHORA

MULTI-ACTIVE Q2 EVENTS



Sales Executive	Event Type	Goal	# of Events	# of GWP's
Agnes Fuchs	FSC	$ 6,300	2	60
Agnes Pawlowski	CE	$ 5,250	2	50
Ambreen Taj	FSC	$ 4,200	1	40
Angie Crawford	CE	$ 13,650	5	130
Carla Raquel	FSC	$ 12,600	4	120
Charlotte Coleman	FSC	$ 7,350	2	70
Dayan Herrera	**FSC/CE**	$ 34,650	**12**	**330**
Irma Garza	CE	$ 6,300	2	60
Jason Rodriguez	CE	$ 8,400	3	80
Juana Leyte	CE	$ 2,100	1	20
Mizuho Sutton	CE	$ 7,350	2	70
Munay Bayaa	FSC	$ 9,450	3	90
Penda Ahne	**FSC/CE**	$ 45,150	**15**	**430**
Reyhaneh Fakhari	FSC	$ 17,850	6	170
Stacey Wirtz	FSC	$ 2,100	1	20
Sherri Shadbash	FSC	$ 13,650	5	130
Stacey Librandi	FSC	$ 6,300	2	60
Uyen Hoang	FSC	$ 11,550	4	110
Veta Lewinson	CE	$ 7,350	2	70
Narta Jonuzi	FSC	$ 11,550	4	110
Grand Total		**$ 233,100**	**78**	**2220**



LIP SERVICE: MIAMI SWIM WEEK



TIK TOK BOOSTING



ORGANIC PUSH



EVENT INFLUENCER PARTNERSHIPS

KICK-OFF SUMMER CE EVENTS

MIAMI SWIM WEEK MAY 29-JUNE 5

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



PERK SERVICE ANIMATIONS

NYC METRO REGIONAL TAKEOVER

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



PERK SERVICE KIT

FEATURING LIP PERFECTOR





POS SAMPLES

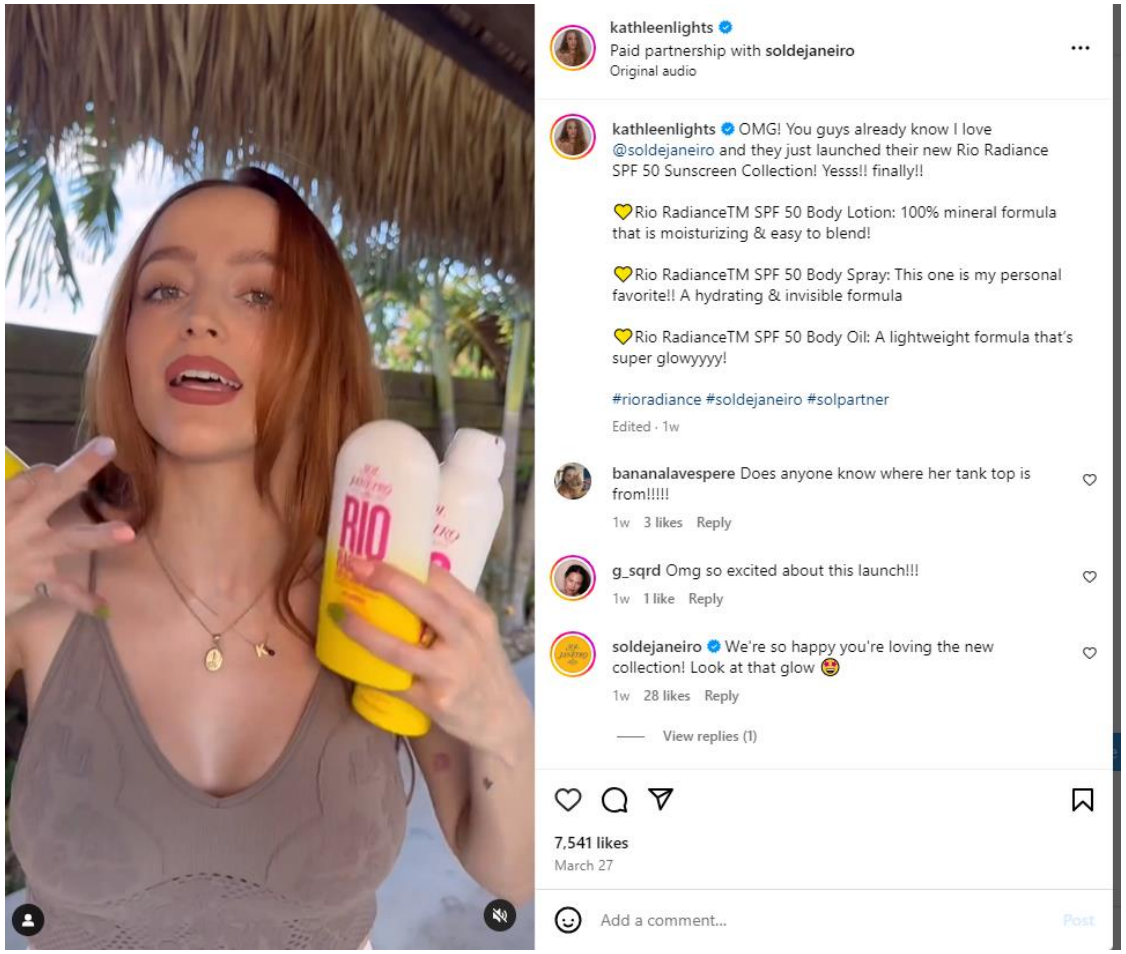


03

EDUCATION

SUN & LIP SERVICE Q&A








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

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 1/11	53 NEW DOORS 2/19 REGIONAL LIP PERK EVENTS	3/1 UPDATE ESV & CE EVENTS SOUTHWEST FSC EVENTS		FSC EVENTS	REGIONAL LIP PERK EVENTS
Sales Executive Support	NEWNESS TOA	ESV & CE KITS	BI SALE RECRUITMENT KIT	PROM PERK SERVICE KIT	FSC GWP + TOA	SUMMER CE TOA
GRATIS	NEW DOOR WELCOME GRATIS					

1H24 MARKETING CALENDAR

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

Miami Swim Pop Up

MASKING ACTIVATION VWRAP/CRYO

OG Lip Perfector Activation

UB MEDIA ACTIVATIONS

Total Eye Lift

Multi-Active Campaign

Double Serum

PROMO CALENDAR

MEMBER 5X POINTS

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

VM UPDATE

Lip Oil Endcap

WK 6 UPDATE (28 NEW DOORS)

POWER OF COLOR Cashwrap

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