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Description automatically generated

We are excited to share with you some enhancements to our Elite application, based on your feedback and opportunities to provide new and improved features. The below will be available Tuesday, July 16th:

1. Dedicated document storage site for Visual Merchandising Guidelines
   1. Retailer focused guidelines, separated by skincare and make-up (specialty is coming)
   2. Improved navigation, optimized to be mobile-friendly
2. Competition Brand and Photo Capture (***mobile only***)
   1. Ability to capture photos of the competition and comment, according to brand
   2. Ability to edit, as required
3. Ability to add/edit photo comments on the Wall/Counter section in the “About” tab
4. E-mail preference for Visual Merchandising notifications set to “Yes”
   1. In-app notifications AND e-mail notifications will be turned “on”
5. Floorplan upload capability
   1. When available, ability to provide floorplan upload for context
   2. Ability to add/edit comments
6. “About” section modifications
   1. Sales and Education Executive label replaces Account Executive
   2. Inclusion of Max Tester Allocation
7. Store Contact modification
   1. Updated “State/Province” field label to only include “State”
8. “Designation” selector when searching stores
   1. Department, specialty, independent
9. Order Filters (Basic and Visual Merchandising)
   1. Removal of “requested date” and “shipped date” from the filters, as these attributes are not applicable in the current model

Please see the attached presentation that highlights the main feature improvements (visual guidelines, competition, wall/counter edits, e-mail preference, floorplan upload).

