

Merchandising Book
2023

51 Unlimited Stores

TEL & DS Eye

In Store Date: 12/26/2023



CLARINS

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Permanent Top of Counter Displays	5
In-store Focus Displays	7
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/Top Of Counter Calendar

❖ If you have an allocation but have not received, please reorder on merchandising request form on Teams.

Installation Doors/Select Doors

Counter Focus

November
11/1-12/26
Holiday 2023 Cont'd

December
(Live Date 12/26)
TEL & DSE
LIP OIL REFRESH

January-February
TEL & DSE
LIP OIL REFRESH Cont'd

Skincare FTD

Cryo-Flash Mask



TEL & DSE



Makeup FTD

Joli Rouge



Lip Oil Refresh



Permanent Glorifier

Double Serum
(All doors)



Please note DS Permanent Glorifier to be removed in March

Large FTD

Skin Solutions (DSE)
Asian VIP Update
(Select Doors)



Please note Large FTDs to be removed in March

Men's FTD

Men's Shave
Barbers Secrets

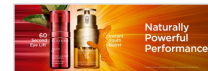


Skincare Incase

Holiday
2023



TEL & DSE

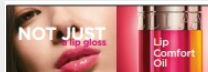


Makeup Incase

Holiday
2023



Lip Oil Refresh



Lightbox

Holiday 2023
(Installation Doors)



TEL & DSE
(Installation doors)



Video

Holiday 2023
(Installation Doors)



TEL & DSE
(Installation doors)



/ Permanent Top Of Counter Displays

INSTALLATION /SELECT DOORS ONLY PERMANENT FOCUS DISPLAYS

DOUBLE SERUM



***Display 50ml Tester.**

HERO STOCKER



***Please merchandise stocker
at your Cash Desk.
This will be a Permanent
on counter display**

MEN



***Select Doors**

****New York doors are no
longer carry Mens Active
Face Wash**

/ IN-STORE DISPLAYS

LAUNCH FOCUS DISPLAY

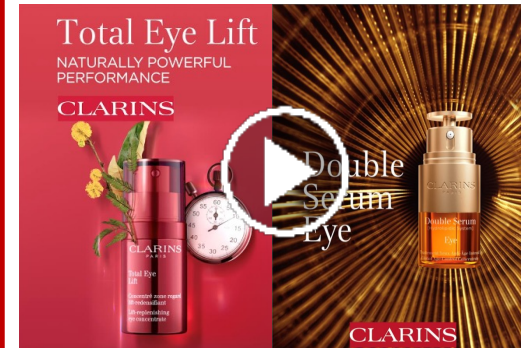
FTD



Lightboxes



Video



In Cases



***Please repeat If there are two incases in the store**

/Vitrine Sets

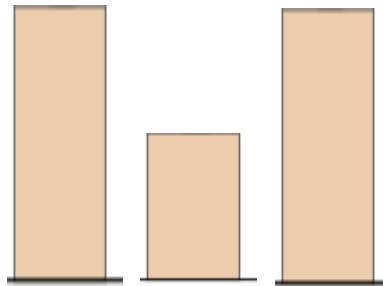
Vitrine sets has the following elements:

NEW



1
Clings

Existing



2
Podiums kit

Existing



3
Beakers kit

*Sizes of elements depend on vitrine measurements and vary by store

Large Vitrines



Tips & Directions:

1. Cling must be free of air bubbles
2. Testers inside must always match launch focus
3. Be sure to keep cling and glass clean
4. If on a corner, cling must face highest traffic aisle
5. Clean off glass that cling will live on
6. Open the Vitrine
7. Remove Cling from sheet
8. Place cling on back panel on the inside of the vitrine centered as shown
9. Cut ingredients and place inside the beakers as shown in example (Do not mix & match)
10. Place largest pedestals on both side of the centered cling
11. Place smallest pedestal centered in front of the centered cling
12. Place filled ingredient beakers in designated areas as shown in example
13. Merchandise launch Testers on top of Riser

Small Vitrines

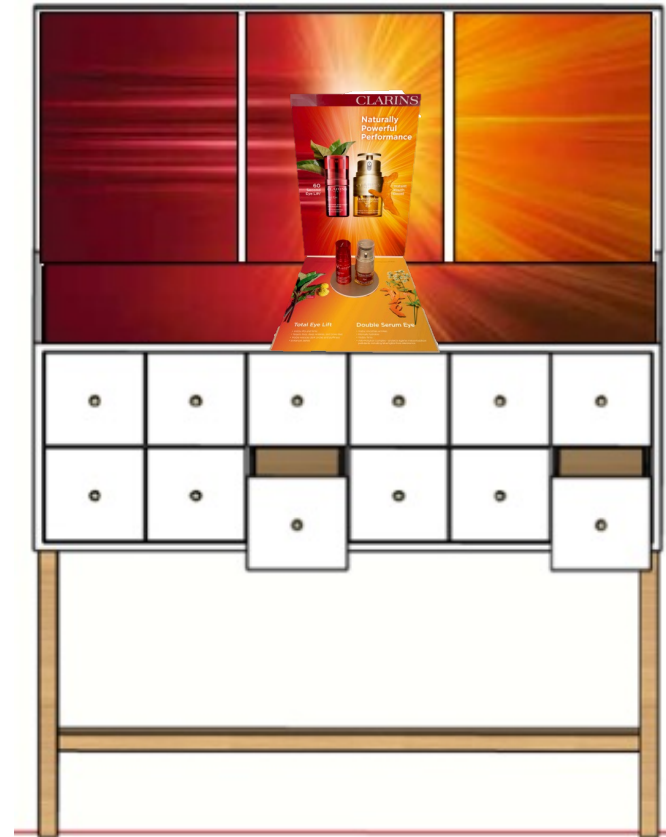
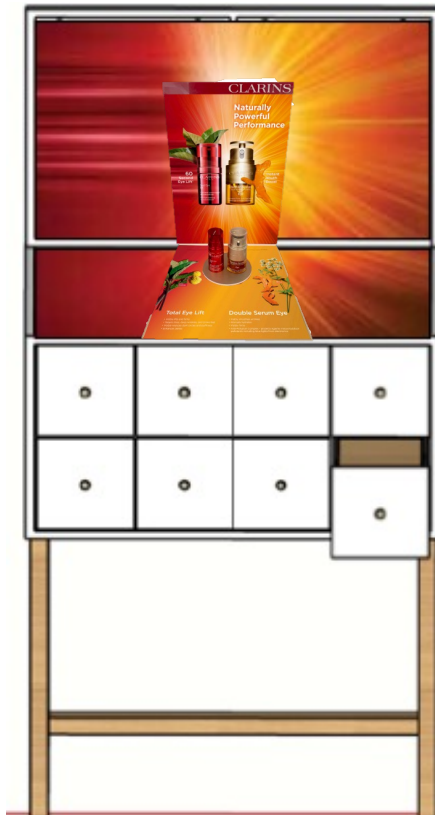


/ Tables

Guidelines

- Update Riser and Base graphics
- Merchandise Launch FTD on the center of the table
- Utilize Launch Testers to the left and right of FTD
- Use drawers Launch Testers and Small plants if available

Animation Tables

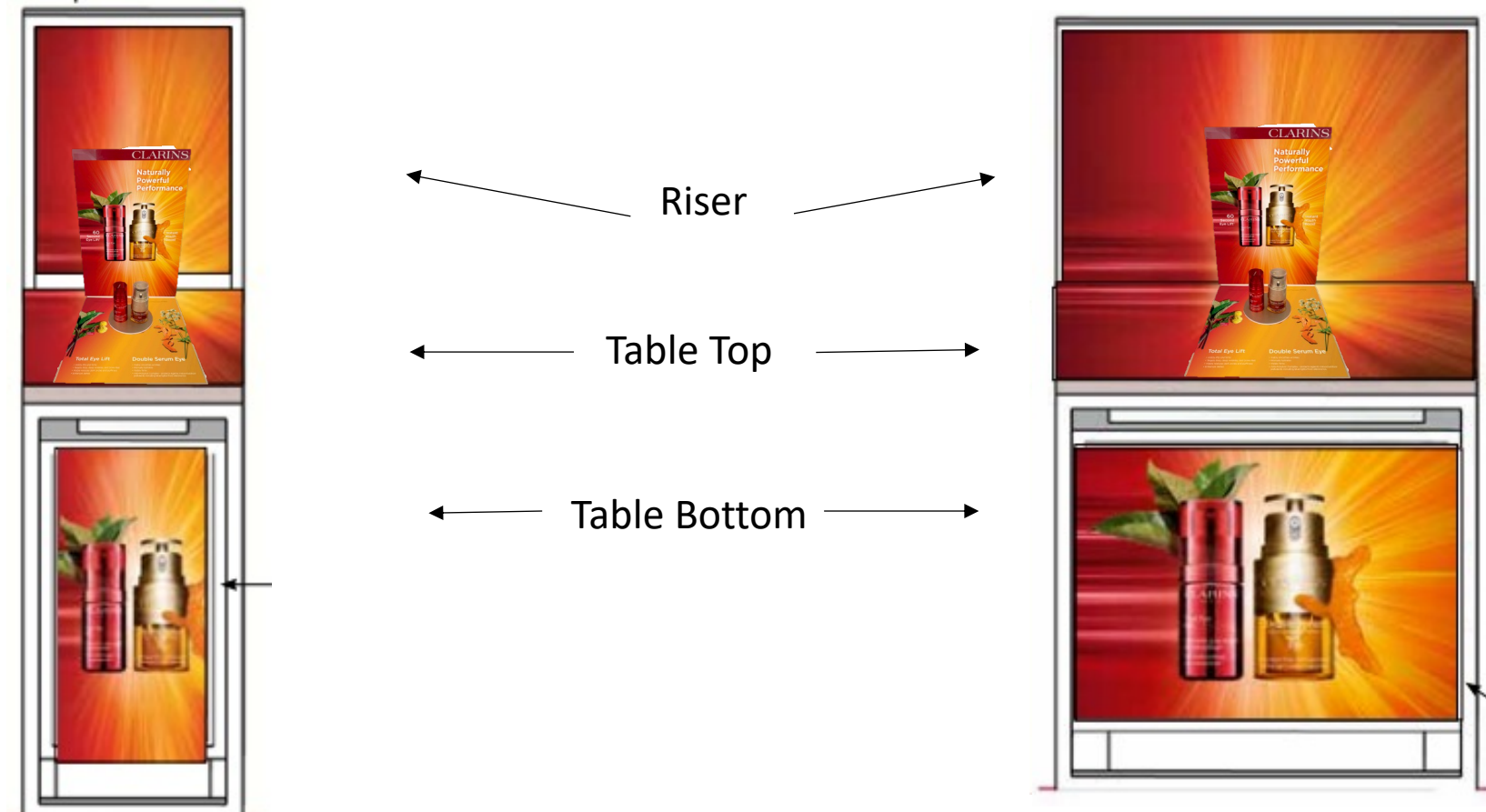


Guidelines

- Update Riser, Base and Bottom graphics
- Merchandise Launch FTD in the middle of Table Top
- Verify artwork placement on Lightbox Floorplan Deck

Launch Tables

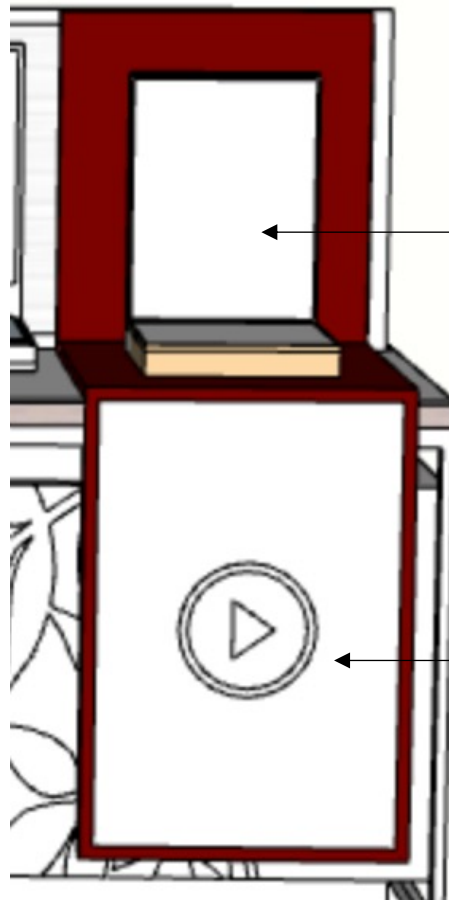
-Large
-Small



Guidelines

- Update Riser and bottom graphics
- Merchandise Launch FTD in the middle
- Launch lightbox or video should be displayed below

NEWNESS NICHES



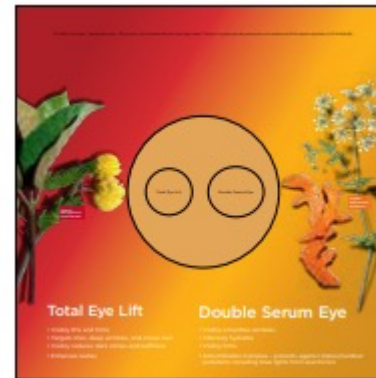
or



Guidelines

- Update Riser and bottom graphics
- Merchandise Launch FTD and testers in the middle in the engrave (Base Only)

V2
EndCap

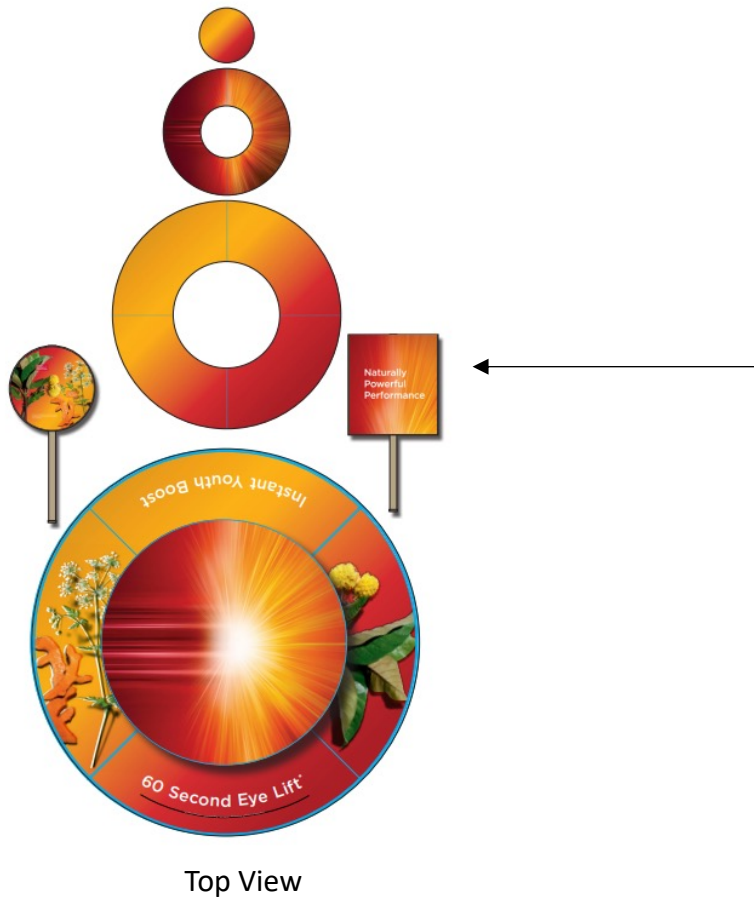


Place FTD base in the
middle on table top.

Guidelines

- Install Launch Lazy Susan Graphics in Unit as seen below
- Merchandise Launch Testers on Lazy Susan Unit on Top, Middle & Bottom Portion

V2 Hot Pod/ Lazy Susan



Double Serum Eye
Tester X1

Double Serum Eye
Total Eye Lift
X2 Testers

Double Serum Eye
Total Eye Lift
X4 Testers

Lazy Susan Unit
(Sits on top of Hot Pod Table)

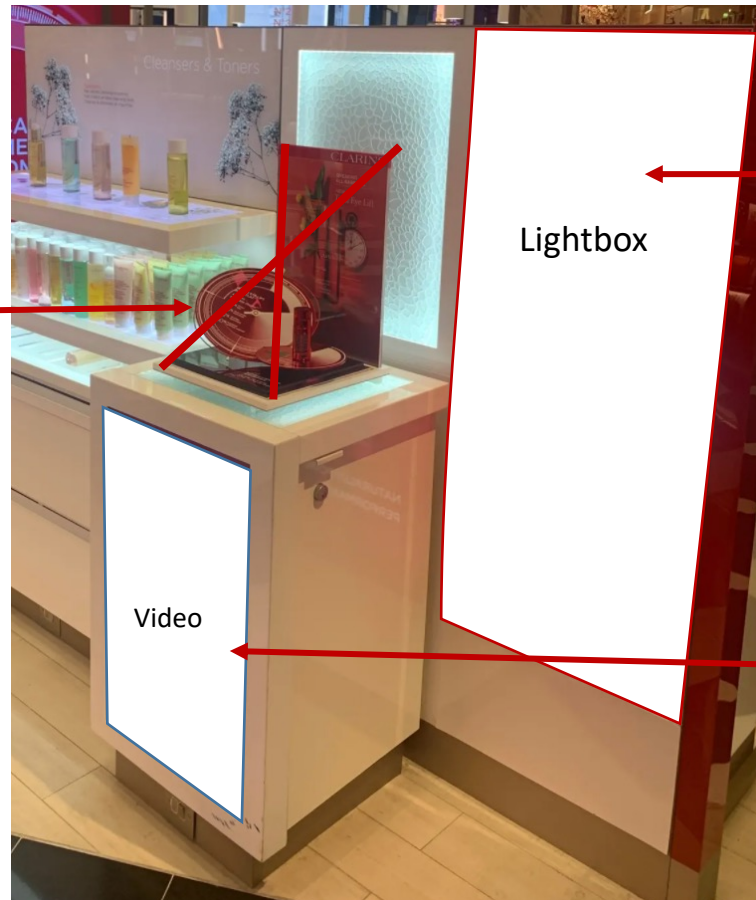
Launch Podium

- Use to display Launch FTD

BLM 59th Podiums



TEL & DSE FTD

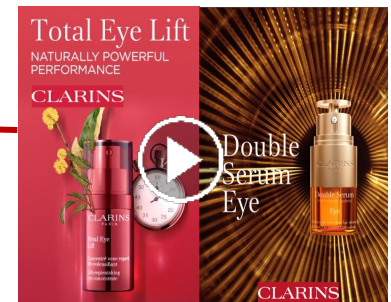


Lightbox

Video



TEL & DSE Lightbox



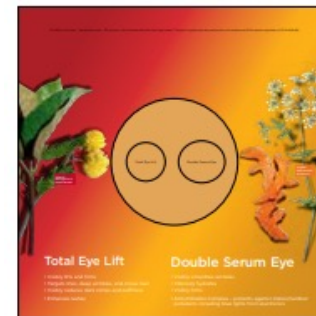
TEL & DSE Video

V2 Newness Niche Guidelines

- Update Lollipop graphics
- Discard FTD back riser visual, Display Base in both Backwall Niche & Endcap
- Place Base with Testers centered on Podium Table top

V2 South Coast Plaza Newness Niche

Backwall



TEL & DSE Sellable

Skin Care General / Tester Unit Planogram Updates

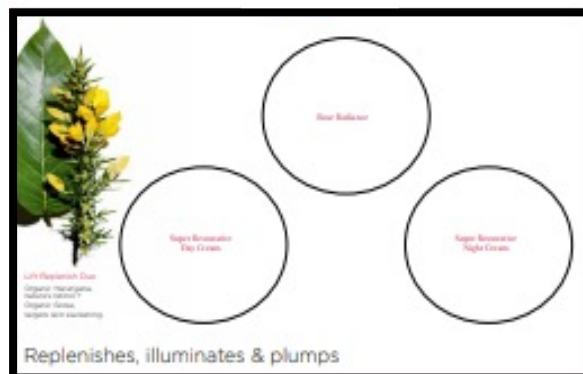
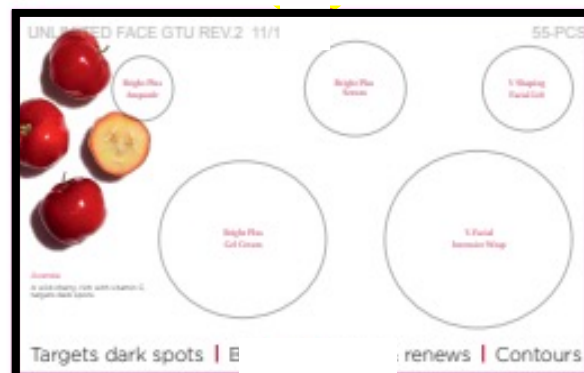
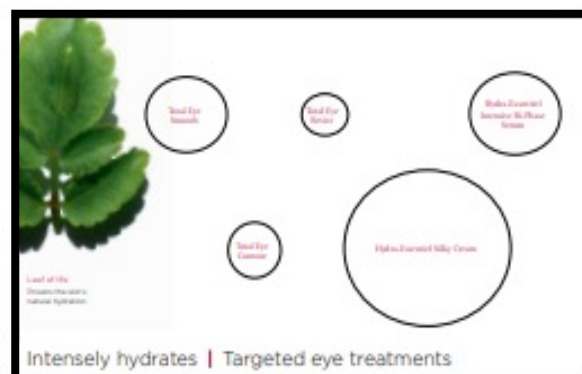
- Reference instruction sheet on next slide for updated template
- Place updated template in location indicated
- Merchandise Testers as named on visual template

NO CHANGES



NO CHANGES

FACE GTU



Permanent Condensed GTU Guidelines

- Reference instruction sheet on next slide for updated template
- Place updated template in location indicated
- Merchandise Testers as named on visual template
- .

Condensed GTU Planogram

NO CHANGES





Ginseng flower
Targets the growth receptors of the skin to provide long-term firmness

Extra Firming Serum

Extra Firming Day Cream

Extra Firming Night Cream

Firms, lifts & fights wrinkles



Guava leaf
Effectively reduces the appearance of cellulite

Body Fit

Maximum Body Body Cream

Body Fit

Body Fit

Shaping Facial Lotion

Contours & smooths



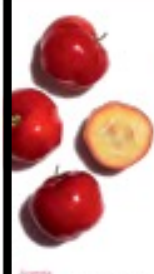
Lily of the valley flower
Targets the skin's natural collagen production, targets skin elasticity

Super Rejuvenation Serum

Super Rejuvenation Day Cream

Super Rejuvenation Night Cream

Replenishes, illuminates & plumps



Apples
A rich source of vitamin C, targets skin spots

Body Fit

PLUS

Plus Gold Serum Cream

Body Fit

Body Fit

Targets dark spots | Boosts radiance & renews | 100% plant extracts



Organic flower
The rich, healthy skin activates with nutrients for deep, intense hydration

Nourishing Day Cream

Nourishing Night Cream

Nourishes, revitalizes & illuminates



Orange
Great ingredient for its antioxidant and anti-aging properties

Double Serum

Double Serum Eye

Double Serum Eye

Double Serum Eye

Double Serum Eye

Powerful anti-aging experts: Eye & Serum

Permanent Condensed GTU Guidelines

- Reference instruction sheet on next slide for updated template
- Place updated template in location indicated
- Merchandise Testers as named on visual template

Body GTU Planogram

NO CHANGES



Body GTU 200-PCS



Vanilla bean
Contains essential oils
known to help relieve the
body's aches.

Body
Foamer

Super Strengthen
Body Balm

Targeted body care



Bamboo
Natural & effective

Exfoliating
Body Scrub

Moisture Rich
Body Lotion

Body basics



Walnuts
Nourishing factor helps soothe,
comfort and protect dry skin.

Body
Deodorant

Hand and Nail
Treatment Cream

Deodorant | Hand & nail care



Green Tree
Helps prevent skin tightening to firm,
tone and improve elasticity.

Extra Firming
Body Firming Cream

Body Beauty

Firming body care



Green leaf
Helps reduce the
appearance of cellulite.

Body Oil

Cellulite control



Hazelnut oil
Nourishing oil hydrates,
calms and tones the
skin's surface.

Body Body
Treatment Oil

Common Body
Treatment Oil

Relax Body
Treatment Oil

Body oils

/ Built in bar Planogram Updates

- Reference instruction sheet below for updated template's
- Place updated templates in location indicated
- Merchandise Testers as named on visual template
- Merchandise Testers as seen below in draws

**MACYS STATE
STREET**

NO CHANGES



- Place updated templates in location indicated
- Merchandise Testers as named on visual template

**BLOOMINGDALE'S
ALA MOANA**

NO CHANGES



- Place updated templates in location indicated
- Merchandise Testers as named on visual template

MACYS VALLEY FAIR

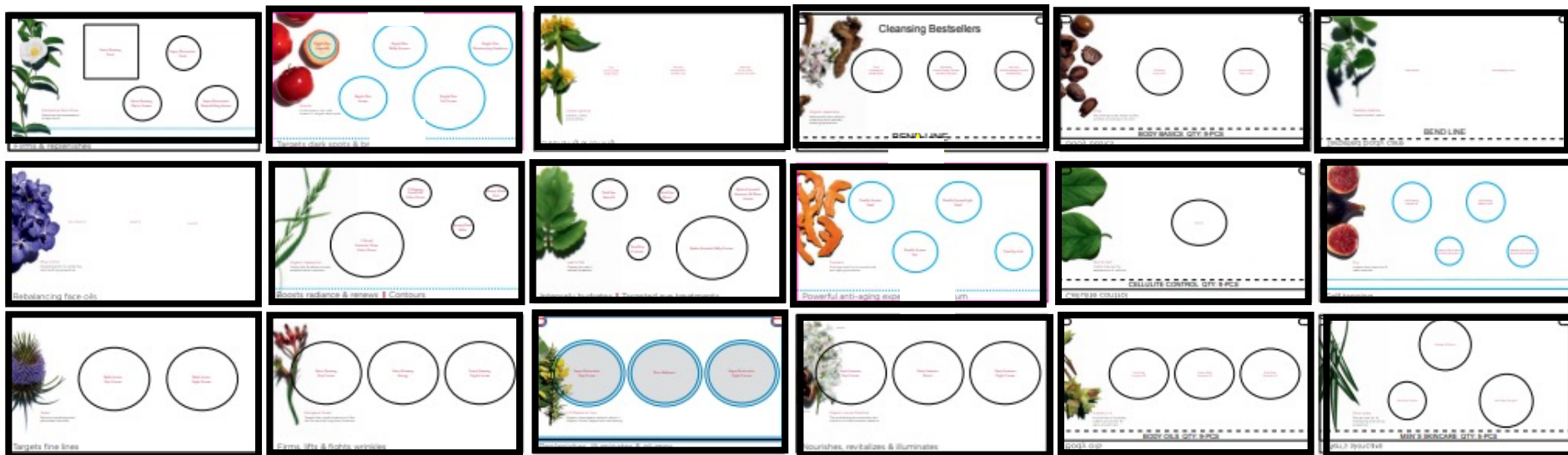
NO CHANGES



- Place updated templates in location indicated
- Merchandise Testers as named on visual template

**MACYS
PEABODY**

NO CHANGES

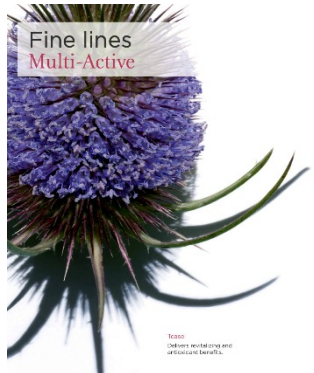


/ Franchise Bar Planogram Updates

- Merchandise Testers as shown below

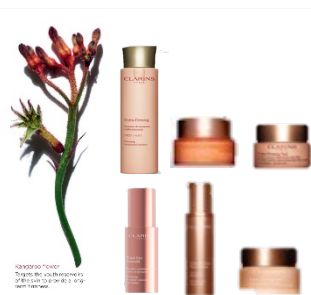
**MACYS STATE
STREET**

NO CHANGES



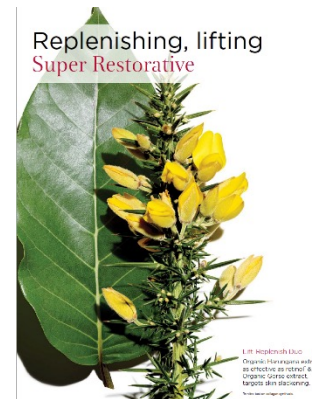
Targets fine lines

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



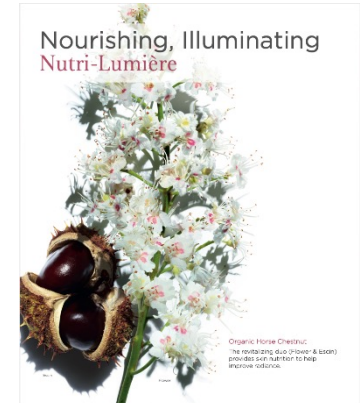
Firms, lifts & fights wrinkles

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



Replenishes, illuminates & plumps

- Super Restorative Treatment Essence
- Super Restorative Day Cream - AST
- Super Restorative Night Cream
- Super Restorative Serum
- Super Restorative Rose Radiance
- Super Restorative SPF20



Nourishes, revitalizes & illuminates

- Nutri Lumiere Treatment Essence
- Nutri Lumiere Revive
- Nutri Lumiere Day Cream
- Nutri Lumiere Night Cream

- Merchandise Testers as shown below

MACYS HSQ

NO CHANGES



- Hydrating GFC
- Hydrating Toning Lotion
- One Step Exfoliator
- Cleansing Velvet Milk
- Gentle Cleansing Mousse
- Cleansing Oil



- Hydra Essential Serum
- Total Eye Gel
- HE Matte Gel
- HE Silky Cream
- HE Rich Cream



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



- V Shape Facial Lift Eye
- V Shape Facial Lift Serum
- V Shape Facial Lift Mask
- Bright Plus Ampoule
- Bright Plus Serum
- Bright Plus Dark Spot Targeting Moisturizing Gel Cream



- Body Firming Cream
- Body Partner
- Beauty Bust Gel
- Body Fit
- Super Restorative Balm for Abdomen & Waist



- Moisture Rich Body Lotion
- Hand & Nail Cream



- Self Tanning Gel
- Self Tanning Milky Lotion
- Face Booster Self Tan
- Body Booster Self Tan

- Merchandise Testers as shown below

NO CHANGES

Bloomingdale's Ala Moana



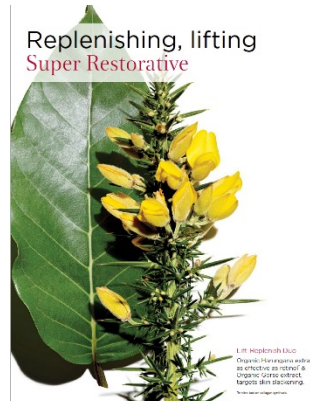
Targets fine lines

- Double Serum 50 ml
- Multi -Active SPF 20
- Multi -Active Gel
- Total Eye Revive
- Multi -Active AST
- Multi -Active Night Cream



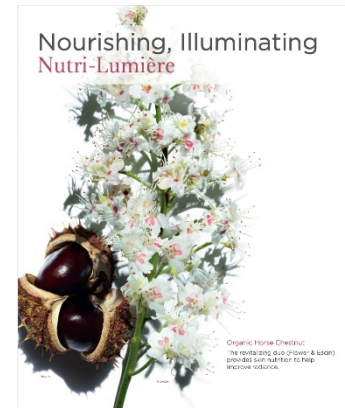
Firms, lifts & fights wrinkles

- Extra Firming Neck. & Dec
- Extra-Firming Energy
- Extra-Firming Night
- Total Eye Smooth
- Extra Firming Serum
- Extra-Firming Day AST



Replenishes, illuminates & plumps

- Super Restorative Neck & Dec
- Super Restorative Rose Radiance
- Super Restorative Day Cream – SPF20
- Super Restorative Serum
- Super Restorative Day Cream – AST
- Super Restorative Night Cream



Nourishes, revitalizes & illuminates

- Double Serum Light 50ml
- Nutri Lumiere Revive
- Nutri Lumiere Day Cream
- Nutri Lumiere Night Cream



Targeted face & body treatments

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

Deluxe Bar (Lit / FTD) Planogram Updates

- Merchandise Testers on corresponding visuals as seen below

MACYS HSQ

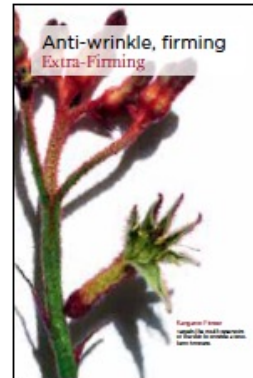
NO CHANGES



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



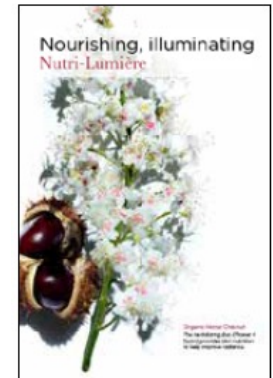
- Multi -Active Treatment Essence
- Multi -Active AST
- Multi -Active Night Cream
- Total Eye Revive
- Double Serum 30ml
- Multi -Active SPF 20



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



- Super Restorative Treatment Essence
- Super Restorative Rose Radiance
- Super Restorative Neck & Dec
- Super Restorative Serum
- Super Restorative Day Cream
- Super Restorative Night Cream



- Nutri Lumière Treatment Essence
- Nutri Lumière Revive
- Nutri Lumière Day Cream
- Nutri Lumière Night Cream

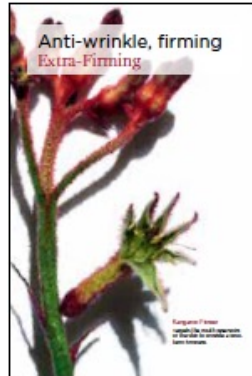
- Merchandise Testers on corresponding visuals as seen below

MACYS FLUSHING

NO CHANGES



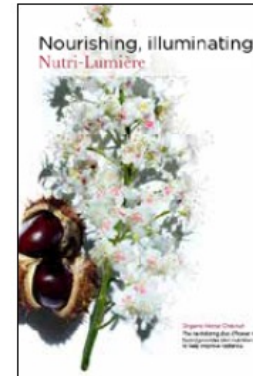
- Multi -Active Treatment Essence
- Multi -Active AST
- Multi -Active Night Cream
- Total Eye Revive
- Double Serum 30ml
- Multi -Active SPF 20



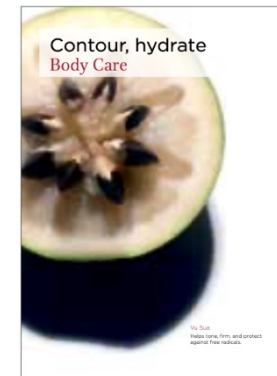
- Extra-Firming Treatment Essence
- Extra-Firming Energy
- Extra-Firming Night
- Total Eye Smooth
- Extra-Firming Serum
- Extra-Firming Day AST



- Super Restorative Treatment Essence
- Super Restorative Rose Radiance
- Super Restorative Night Cream
- Total Eye Lift
- Super Restorative Serum
- Super Restorative Day Cream



- Nutri Lumiere Treatment Essence
- Nutri Lumiere Revive
- Nutri Lumiere Day Cream
- Nutri Lumiere Night Cream

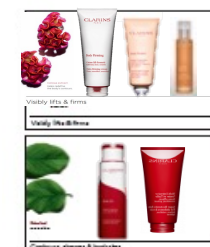
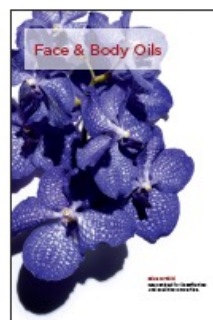
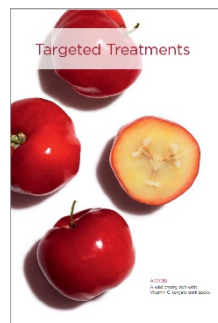


- Body Fit
- Super Restorative Balm for Abdomen & Waist
- Moist Body Rich
- Body Firming Cream
- Body Partner

- Merchandise Testers on corresponding visuals as seen below

NO CHANGES

**MACYS
MANHASSET
(BACK OF
FIXTURE)**



- Hydrating GFC
- Soothing GFC
- Purifying GFC
- Cleansing Velvet Milk
- Cleansing Oil
- Gentle Cleansing Mousse

- Cleansing Micellar Water
- One Step Facial Cleanser
- One Step Exfoliating Cleanser
- Hydrating Toner
- Soothing Toner
- Purifying Toner

- V Shape Facial Lift Eye
- V Shape Facial Lift Serum
- V Shape Facial Lift Mask
- Bright Plus Ampoule
- Bright Plus Serum
- Bright Plus Milky Essence
- Bright Plus Dark Spot Targeting Moisturizing Gel Cream

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

- Body Firming Cream
- Body Partner
- Beauty Bust Gel
- Body Fit
- Super Restorative Balm for Abdomen & Waist

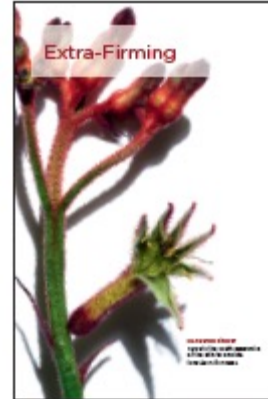
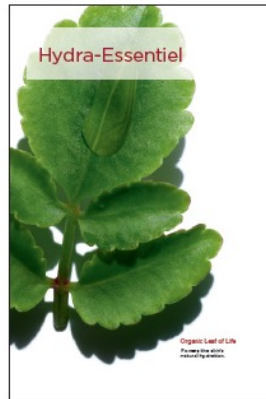
- Self Tanning Gel
- Self Tanning Milky Lotion
- Face Booster Self Tan
- Body Booster Self Tan

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

- Merchandise Testers on corresponding visuals as seen below

NO CHANGES

MACYS MIAMI
INTERNATIONAL
(FRONT TABLE) &
MANHASSET (FRONT OF
FIXTURE)



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

- Hydra Essentiel Serum
- Total Eye Gel
- Hydra Essentiel Matte Gel
- Hydra Essentiel Silky Cream
- Hydra Essentiel Rich Cream

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

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

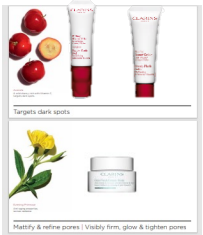
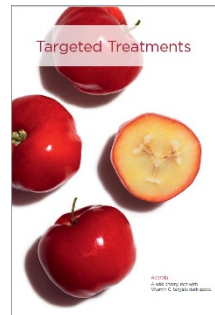
- Super Restorative Treatment Essence
- Super Restorative Serum
- Rose Radiance
- Super Restorative Day Cream
- Super Restorative Night Cream
- Super Restorative Neck & Dec

- Nutri Lumiere Treatment Essence
- Nutri Lumiere Revive
- Nutri Lumiere Day Cream
- Nutri Lumiere Night Cream

- Merchandise Testers on corresponding visuals as seen below

NO CHANGES

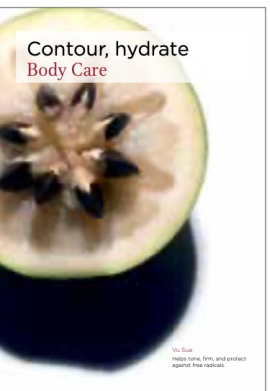
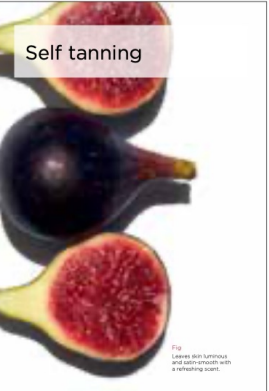
MACYS MIAMI INTERNATIONAL (BACK WALL)



- | | | | | | | | |
|---|---|---|---|---|---|---|--|
| <ul style="list-style-type: none"> • Cleansing Velvet Milk • Hydrating GFC • Gentle Cleansing Mousse • Purifying GFC • Soothing GFC • Cleansing Oil | <ul style="list-style-type: none"> • Cleansing Micellar Water • One Step Facial Cleanser • One Step Exfoliating Cleanser • Hydrating Toner • Soothing Toner • Purifying Toner | <ul style="list-style-type: none"> • Beauty Flash Peel • Beauty Flash Balm • Cryo-Flash Cream Mask | <ul style="list-style-type: none"> • V Shape Facial Lift Eye • V Shape Facial Lift Serum • V Shape Facial Lift Mask • Bright Plus Ampoule • Bright Plus Serum • Bright Plus Milky Essence • Bright Plus Dark Spot Targeting Moisturizing Gel Cream | <ul style="list-style-type: none"> • Contour Body Oil • Tonic Body Oil • Relax Body Oil • Blue Orchid Face Oil • Lotus Face Oil • Santal Face Oil | <ul style="list-style-type: none"> • Body Firming Cream • Body Partner • Beauty Bust Gel • Body Fit • Super Restorative Balm for Abdomen & Waist | <ul style="list-style-type: none"> • Face Booster Self Tan • Body Booster Self Tan • Self Tanning Gel • Self Tanning Milky Lotion | <ul style="list-style-type: none"> • Men Line Control Eye Balm • Men Line Control Balm • After Shave Soothing Toner • Men Energizing Eye • Men Energizing Gel • After Shave Soothing Gel |
|---|---|---|---|---|---|---|--|

- Merchandise Testers on corresponding visuals as seen below

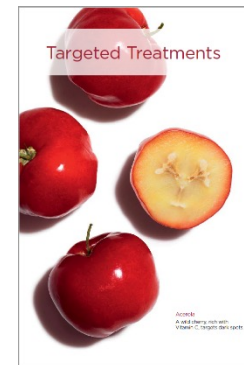
NO CHANGES

Cleansing bestsellers	Targeted treatments	Contour, hydrate Body Care	Self tanning	Men's skincare
 Carnemilla Known for its anti-inflammatory and soothing action.	 Alpine willow herb Helps minimize the look of aging signs and soothes a fragile skin.	 Via Skin Helps tone, firm, and protect against free radicals.	 Fig Leaves skin luminous and softens it with a refreshing scent.	 Blown grass Recognized for its energizing and toning properties.
 Reset your skin	 Reset your skin	 Visibly lifts, firms	 Self tanning	 Men's skincare
 Cleansing & toning	 Boosts radiance Visibly firm, glow & tighten pores	 Contours, shapes & hydrates	 Self tanning	 Men's skincare
• Total Eye Gel • Hydra Essential Serum • HE Silky Cream • Gentle Cleansing Mousse • Hydrating GFC • Hydrating Toner	• SOS Comfort Mask • SOS Hydra Mask • SOS Pure Mask • Beauty Flash Peel • Beauty Flash Balm • Cryo -Flash Cream Mask	• Body Fit • Moist Body Rich • Tonic Body Oil • Body Firming Cream • Hand & Nail Cream	• Face Booster Self Tan • Body Booster Self Tan • Self Tanning Gel • Self Tanning Milky Lotion	• Men Line Control Eye Balm • Men Line Control Balm • After Shave Soothing Toner • Men Energizing Eye • Men Energizing Gel • After Shave Soothing Gel

- Merchandise Testers on corresponding visuals as seen below

NO CHANGES

**MACYS SOUTH
COAST PLAZA
(ASIA FIXTURE)**

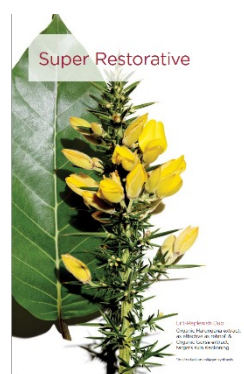
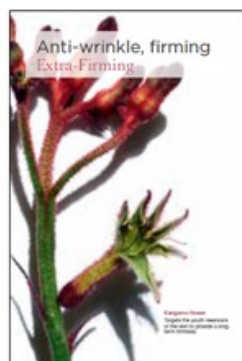


- Double Serum Light 50 ml
- Double Serum 30ml
- Double Serum 50 ml
- Double Serum Eye
- Total Eye Lift
- Extra Firming Treatment Essence
- Extra-Firming Serum
- Extra-Firming Neck & Dec
- Total Eye Smooth
- Extra-Firming Energy
- Extra-Firming Night D/S
- Super Restorative Treatment Essence
- Super Restorative Rose Radiance
- Super Restorative Neck & Dec
- Super Restorative Serum
- Super Restorative Day Cream
- Super Restorative Night Cream
- V Shape Facial Lift Eye
- V Shape Facial Lift Serum
- V Shape Facial Lift Mask
- Bright Plus Ampoule
- Bright Plus Serum
- Bright Plus Milky Essence
- Bright Plus Dark Spot
- Targeting Moisturizing Gel Cream
- Body Fit
- Super Restorative Balm for Abdomen & Waist
- Body Partner
- Beauty Bust Gel
- Beauty Bust Lotion
- Body Firming Cream

- Merchandise Testers on corresponding visuals as seen below

NO CHANGES

MACYS UNION
SQUARE



- Double Serum Light 50 ml
- Double Serum 30ml
- Double Serum 50 ml
- Double Serum Eye
- Total Eye Lift
- Multi -Active Treatment Essence
- Multi -Active AST
- Multi -Active Night Cream
- Total Eye Revive
- Double Serum 30ml
- Multi -Active SPF 20
- Extra Firming Treatment Essence
- Extra-Firming Serum
- Extra-Firming Neck & Dec
- Total Eye Smooth
- Extra-Firming Energy
- Extra-Firming Night D/S
- Super Restorative Treatment Essence
- Super Restorative Rose Radiance
- Super Restorative Neck & Dec
- Super Restorative Serum
- Super Restorative Day Cream
- Super Restorative Night Cream
- V Shape Facial Lift Eye
- V Shape Facial Lift Serum
- V Shape Facial Lift Mask
- Bright Plus Ampoule
- Bright Plus Serum
- Bright Plus Milky Essence
- Bright Plus Dark Spot Targeting Moisturizing Gel Cream
- Body Fit
- Super Restorative Balm for Abdomen & Waist
- Body Partner
- Body Firming Cream
- Beauty Bust Gel
- Moist Body Rich

- Merchandise Testers on corresponding visuals as seen below

**SAKS 5TH AVE
NYC**

NO CHANGES

Bestsellers	Hydra-Essentiel	Cleansing	Cleansing	Targeted Treatments	Face & Body Oils	Body Care	Body basics	Self Tanners	Men's Skincare
• Double Serum Light 50 ml • Double Serum 30ml • Double Serum 50 ml • Double Serum Eye • Total Eye Lift	• Hydra Essential Serum • HE Matte Gel • Total Eye Gel • HE Silky Cream • HE Rich Cream	• Cleansing Velvet Milk • Total Cleansing Oil • Cleansing Micellar Water • Hydrating Toning Lotion • Hydrating GFC • One Step Exfoliator Cleanser	• Cleansing Micellar Water • One Step Facial Cleanser • One Step Exfoliating Cleanser • Hydrating Toner • Soothing Toner • Purifying Toner	• V Shape Facial Lift Eye • V Shape Facial Lift Serum • V Shape Facial Lift Mask • Bright Plus Ampoule • Bright Plus Serum • Bright Plus Milky Essence • Bright Plus Dark Spot Targeting Moisturizing Gel Cream	• Contour Body Oil • Tonic Body Oil • Relax Body Oil • Blue Orchid Face Oil • Lotus Face Oil • Santal Face Oil	• Body Firming Cream • Body Partner • Beauty Bust Gel • Body Fit • Super Restorative Balm for Abdomen & Waist	• Hand & Nail Cream • Moisture Body Rich • Exfoliating Body Scrub	• Face Booster Self Tan • Body Booster Self Tan • Self Tanning Gel • Self Tanning Milky Lotion	• Men Line Control Eye Balm • Men Line Control Balm • After Shave Soothing Toner • Men Energizing Eye • Men Energizing Gel • After Shave Soothing Gel

/ V2 Skincare Bar planogram Updates

- Merchandise Testers on corresponding visuals as seen below

NO CHANGES

**BLOOMINGDALES SOUTH
COAST PLAZA & MACYS
SANTA ANITA - SKINCARE
BAR (Front)**

Best Sellers

Shelf 1:

- Total Eye
- Double Serum Eye
- Double Serum 50 ml

Base:

- One Step Gentle Exfoliating Cleanser
- Double Serum Light 50 ml
- Tonic Body Oil

Super Restorative

Shelf 1:

- Super Restorative Serum
- Super Restorative Day Cream
- Super Restorative Night Cream

Base:

- Super Restorative Treatment Essence
- Rose Radiance
- Super Restorative Neck & Decollete

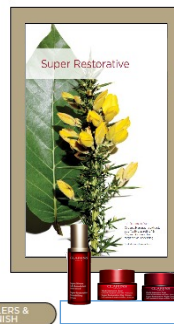
Nutri - Lumiere

Shelf 1:

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

Base:

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



Extra Firming

Shelf 1:

- Total Eye Smooth
- Extra Firming Serum
- Extra Firming Day Cream

Base:

- Extra Firming Energy
- Extra Firming Night Cream
- Extra Firming Neck. & Dec

Targeted Treatments

Shelf 1:

- Bright Plus Fresh Ampoule
- Bright Plus Serum
- Bright Plus Dark Spot Targeting Moisturizing Gel Cream

Base:

- Bright Plus Emulsion
- Bright Plus Essence
- Bright Plus Milky Essence

Targeted Treatment

Shelf 1:

- V Shaping Facial Lift Eye
- V Shaping Facial Lift Serum
- V Shaping Facial Lift Mask

Base:

- V Shaping Facial Lift Eye
- V Shaping Facial Lift Serum
- V Shaping Facial Lift Mask

- Merchandise Testers on corresponding visuals as seen below

NO CHANGES

**BLOOMINGDALES
SOUTH COAST PLAZA &
MACYS SANTA ANITA -
SKINCARE BAR (Back)**

Cleansing - Yellow

Shelf 1:

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

Base:

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



Cleansing - Purple

Shelf 1:

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

Base:

- Purifying GFC
- Hydrating GFC
- Soothing GFC



Hydra Essential

Shelf 1:

- Total Eye Contour
- Hydra Essential Serum
- HE Matte Gel

Base:

- HE Silky Cream
- HE Rich Cream
- Hydra Essential Lip Balm

Self Tan

Shelf 1:

- Self Tan Booster – Face
- Self Tan Booster – Body

Base:

- Self Tan Gel
- Self Tan Milky Lotion

Base:

Men

Shelf 1

- Energizing Eye Gel
- Energizing Gel
- Super Moist Balm

Base:

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

Scrubs/Masks

Shelf 1:

- Hydration SOS Mask
- Comfort SOS Mask
- Pure SOS Mask

Base:

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

- Merchandise Testers on corresponding visuals as seen below

NO CHANGES

**BLOOMINGDALES
SOUTH COAST
PLAZA – SKINCARE
BAR**

Nutri - Lumiere

Shelf 1:

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

Base:

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

Super Restorative

Shelf 1:

- Super Restorative Treatment Essence
- Super Restorative Day Cream SPF
- Super Restorative Night Cream

Base:

- Super Restorative Day Cream AST
- Rose Radiance
- Super Restorative Décolleté & Neck Concentrate

Extra Firming

Shelf 1:

- Extra Firming Treatment Essence
- Extra Firming Day Cream
- Extra Firming Night Cream

Base:

- Total Eye Smooth
- Extra Firming Neck. & Dec
- Extra-Firming Energy

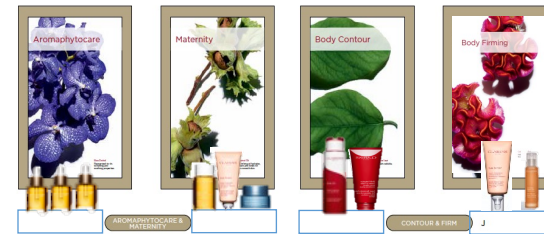
Multi Active

Shelf 1:

- Multi Active Treatment Essence
- Multi Active Day Cream
- Multi Active Night Cream

Base:

- Total Eye Revive
- Double Serum 50ml
- Multi Active Day Cream



Aromaphytocare

Shelf 1:

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

Base:

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

Maternity

Shelf 1:

- Tonic Body Oil
- Body Partner
- Hydra Essential Day Cream

Base:

- Exfoliating Body Scrub
- Beauty Bust Lotion
- Moisture Body Rich

Body Contour

Shelf 1:

- Body Fit
- Super Restorative Body Care

Base:

- Body Fit 200ml
- Super Restorative Body Care

Body Firming

Shelf 1:

- Body Partner
- Beauty Bust Gel

Base:

- Renew Body Serum
- Extra Firming Body Cream
- Beauty Bust Gel

- Merchandise Testers on corresponding visuals as seen below

NO CHANGES

MACYS AVENTURA- SKINCARE BAR (FRONT)

Best Sellers

Shelf 1:

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

Base:

- One-Step Gentle Exfoliating Cleanser
- Total Eye
- Tonic Body Oil

Super Restorative

Shelf 1:

- Super Restorative Treatment Essence
- Super Restorative Day Cream
- Super Restorative Night Cream

Base:

- Super Restorative Serum
- Super Restorative Rose Radiance
- Super Restorative Neck & Dec

Nutri - Lumiere

Shelf 1:

- Nutri Lumiere Treatment Essence
- Nutri Lumiere Day Cream
- Nutri Lumiere Night Cream

Base:

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



Extra Firming

Shelf 1:

- Extra Firming Treatment Essence
- Extra Firming Day Cream
- Extra Firming Night Cream

Base:

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

Multi Active

Shelf 1:

- Multi Active Treatment Essence
- Multi Active Day Cream
- Multi Active Night Cream

Base:

- Total Eye Revive
- Double Serum 50ml
- Multi Active Day Cream

Hydra Essential

Shelf 1:

- Total Eye Contour
- Hydra Essential Serum
- HE Matte Gel

Base:

- HE Silky Cream
- HE Rich Cream
- Hydra Essential Lip Balm

- Merchandise Testers on corresponding visuals as seen below

NO CHANGES

MACYS AVENTURA- SKINCARE BAR (BACK)

Cleansing - Yellow

Shelf 1:

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

Base:

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

Cleansing - Purple

Shelf 1:

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

Base:

- Purifying GFC
- Hydrating GFC
- Soothing GFC

Scrubs/Masks

Shelf 1:

- Hydration SOS Mask
- Comfort SOS Mask
- Pure SOS Mask

Base:

- Fresh Scrub
- Comfort Scrub
- Cryo-Flash Cream Mask



Targeted Treatments

Shelf 1:

- Pore Control
- Beauty Flash Peel
- Beauty Flash Balm

Base:

- Pore Control
- Beauty Flash Balm
- Beauty Flash Peel

V-Shaping

Shelf 1:

- V Shaping Facial Lift Eye
- V Shaping Facial Lift Serum
- V Shaping Facial Lift Mask

Base:

- V Shaping Facial Lift Eye
- V Shaping Facial Lift Serum
- V Shaping Facial Lift Mask

Bright Plus

Shelf 1:

- Bright Plus Fresh Ampoule
- Bright Plus Serum
- Bright Plus Dark Spot Targeting Moisturizing Gel Cream

Base:

- Bright Plus Emulsion
- Bright Plus Essence
- Bright Plus Milky Essence

- Merchandise Testers on corresponding visuals as seen below

NO CHANGES

MACYS AVENTURA- BODY BAR (FRONT)

Body Contour

Shelf 1:

- Body Fit
- Super Restorative Body Care

Base:

- Body Fit
- Super Restorative Body Care

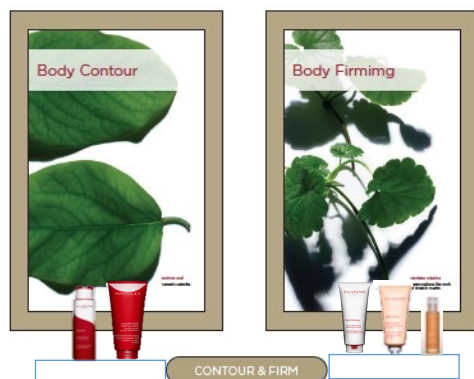
Body Firming

Shelf 1:

- Body Firming Cream
- Body Partner
- Beauty Bust Gel

Base:

- Renew Body Serum
- Body Firming Cream
- Beauty Bust Lotion
-



Aromaphytocare

Shelf 1:

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

Base:

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

Maternity

Shelf 1:

- Tonic Body Oil
- Body Partner
- Hydra Essential Day Cream

Base:

- Exfoliating Body Scrub
- Beauty Bust Lotion
- Moisture Body Rich

- Merchandise Testers on corresponding visuals as seen below

NO CHANGES

MACYS AVENTURA- BODY BAR (BACK)

Body Basics

Shelf 1:

- Hand & Nail Treatment
- Moisture Body Rich

Base:

- Exfoliating Body Scrub
- Body Soothing Moisture Milk
- Super Restorative Hand & Nail

Self Tan

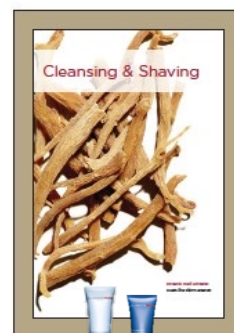
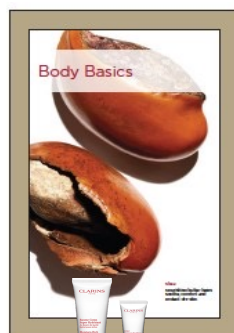
Shelf 1:

- Self Tan Booster – Face
- Self Tan Booster – Body

Base:

- Self Tan Gel
- Self Tan Milky Lotion

•



BODY BASICS &
SELF TAN



MEN



Men – Cleansing & Shaving

Shelf 1:

- Active Face Wash
- After Shave Soothing Gel

Base:

- Shave + Beard Oil
- After Shave Soothing Toner
-

Men – Face care

Shelf 1:

- Energizing Eye Gel
- Energizing Gel
- Super Moisture Balm

Base:

- Line Control Balm
- Line Control Eye Balm
- Super Moisture Gel

- Merchandise Testers on corresponding visuals as seen below

NO CHANGES

Macys Cross County (FRONT) SKINCARE BAR

Best Sellers

Shelf 1:

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

Base:

- One Step Gentle Exfoliating Cleanser
- Total Eye
- Tonic Body Oil

Super Restorative

Shelf 1:

- Super Restorative Treatment Essence
- Super Restorative Day Cream
- Super Restorative Night Cream

Base:

- Super Restorative Serum
- Rose Radiance
- Super Restorative Neck & Dec

Nutri - Lumiere

Shelf 1:

- Nutri Lumiere Treatment Essence
- Nutri Lumiere Day Cream
- Nutri Lumiere Night Cream

Base:

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

Extra Firming

Shelf 1:

- Extra Firming Treatment Essence
- Extra Firming Day Cream
- Extra Firming Night Cream

Base:

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



Multi Active

Shelf 1:

- Multi -Active Treatment Essence
- Multi -Active Day AST
- Multi -Active Night Cream

Base:

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

Hydra Essential

Shelf 1:

- Total Eye Gel
- Hydra Essential Serum
- HE Gel Matte

Base:

- Hydra Essential Silky Cream
- Hydra Essential Rich cream
- Hydra Essential Lip Balm

V-Shaping

Shelf 1:

- V Shaping Facial Lift Eye
- V Shaping Facial Lift Serum
- V Shaping Facial Lift Mask

Base:

- V Shaping Facial Lift Eye
- V Shaping Facial Lift Serum
- V Shaping Facial Lift Mask

Bright Plus

Shelf 1:

- Bright Plus Fresh Ampoule
- Bright Plus Serum
- Bright Plus Dark Spot Targeting Moisturizing Gel Cream

Base:

- Bright Plus Emulsion
- Bright Plus Essence
- Bright Plus Milky Essence

- Merchandise Testers on corresponding visuals as seen below

NO CHANGES

Macys Cross County (BACK) SKINCARE BAR

Cleansing - Yellow

Shelf 1:

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

Base:

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

Cleansing - Purple

Shelf 1:

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

Base:

- Purifying GFC
- Hydrating GFC
- Soothing GFC

Scrubs/Masks

Shelf 1:

- Hydration SOS Mask
- Comfort SOS Mask
- Pure SOS Mask

Base:

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

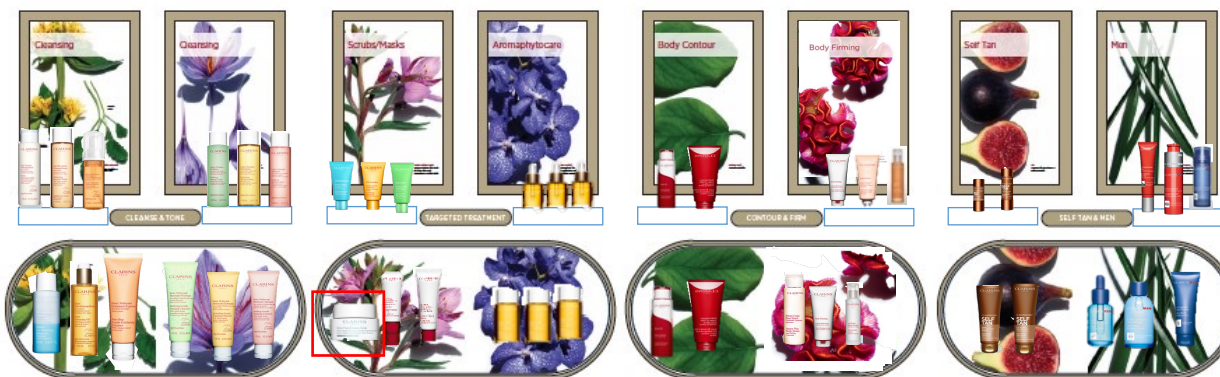
Aromaphytocare

Shelf 1:

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

Base:

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



Body Contour

Shelf 1:

- Body Fit
- Super Restorative Body Care

Base:

- Body Fit
- Super Restorative Body Care

Body Firming

Shelf 1:

- Body Firming Cream
- Body Partner
- Beauty Bust Gel

Base:

- Re Body Serum
- Body Firming Cream
- Beauty Bust Lotion

Self Tan

Shelf 1:

- Self Tan Booster – Face
- Self Tan Booster – Body

Base:

- Self Tan Gel
- Self Tan Milky Lotion

Men

Shelf 1:

- Energizing Eye Gel
- Energizing Gel
- Super Moisture Balm

Base:

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

- Merchandise Testers on corresponding visuals as seen below

NO CHANGES

Macys Cross County (BACK) SKINCARE BAR

Cleansing - Yellow

Shelf 1:

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

Base:

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

Cleansing - Purple

Shelf 1:

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

Base:

- Purifying GFC
- Hydrating GFC
- Soothing GFC

Scrubs/Masks

Shelf 1:

- Hydration SOS Mask
- Comfort SOS Mask
- Pure SOS Mask

Base:

- Fresh Scrub
- Beauty Flash Balm
- Beauty Flash Peel

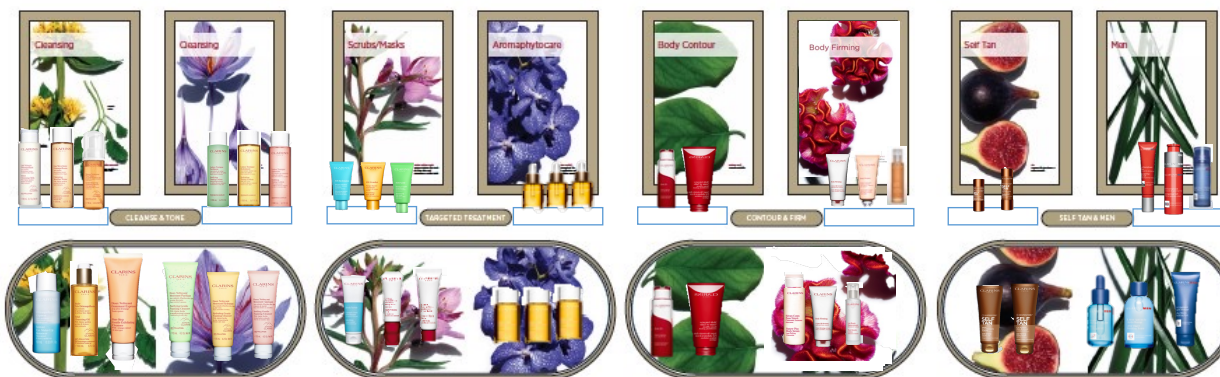
Aromaphytocare

Shelf 1:

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

Base:

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



Body Contour

Shelf 1:

- Body Fit
- Super Restorative Body Care

Base:

- Body Fit
- Super Restorative Body Care

Body Firming

Shelf 1:

- Body Firming Cream
- Body Partner
- Beauty Bust Gel

Base:

- Renew Body Serum
- Body Firming Cream
- Beauty Bust Lotion

Self Tan

Shelf 1:

- Self Tan Booster – Face
- Self Tan Booster – Body

Base:

- Self Tan Gel
- Self Tan Milky Lotion

Men

Shelf 1:

- Energizing Eye Gel
- Energizing Gel
- Super Moisture Balm

Base:

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

- Merchandise Testers on corresponding visuals as seen below

NO CHANGES

**MACYS WESTLAND,
VICTORIA
GARDENS (FRONT)
SKINCARE BAR**

Best Sellers

Shelf 1:

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

Base:

- One Step Exfoliator
- Total Eye Lift
- Tonic Body Oil

Super Restorative

Shelf 1:

- Super Restorative Serum
- Super Restorative Day Cream
- Super Restorative Night Cream

Base:

- Super Restorative Treatment Essence
- Rose Radiance
- Super Restorative Neck & Dec

Nutri - Lumiere

Shelf 1:

- Nutri Lumiere Treatment Essence
- Nutri Lumiere Day Cream
- Nutri Lumiere Night Cream

Base:

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



Extra Firming

Shelf 1:

- Extra Firming Treatment Essence
- Extra Firming Day Cream
- Extra Firming Night Cream

Base:

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

V-Shaping

Shelf 1:

- V Shaping Facial Lift Eye
- V Shaping Facial Lift Serum
- V Shaping Facial Lift Mask

Base:

- V Shaping Facial Lift Eye
- V Shaping Facial Lift Serum
- V Shaping Facial Lift Mask

Bright Plus

Shelf 1:

- Bright Plus Fresh Ampoule
- Bright Plus Serum
- Bright Plus Dark Spot Targeting Moisturizing Gel Cream

Base:

- Bright Plus Emulsion
- Bright Plus Essence
- Bright Plus Milky Essence

- Merchandise Testers on corresponding visuals as seen below

NO CHANGES

**MACYS WESTLAND,
VICTORIA GARDENS
(BACK)
SKINCARE BAR**

Cleansing - Yellow

Shelf 1:

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

Base:

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

Cleansing - Purple

Shelf 1:

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

Base:

- Purifying GFC
- Hydrating GFC
- Soothing GFC

Scrubs/Masks

Shelf 1:

- Hydration SOS Mask
- Comfort SOS Mask
- Pure SOS Mask

Base:

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



Hydra Essential

Shelf 1:

- Hydra Essential Eye Gel
- Hydra Essential Serum
- Hydra Essential Gel Matte

Base:

- HE Silky Cream
- HE Rich Cream
- Hydra Essential Lip Balm

Self Tan

Shelf 1:

- Self Tan Booster – Face
- Self Tan Booster – Body

Base:

- Self Tan Gel
- Self Tan Milky Lotion

Men

Shelf 1:

- Energizing Eye Gel
- Energizing Gel
- Super Moisture Balm

Base:

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

- Merchandise Testers on corresponding visuals as seen below

NO CHANGES

**MACYS GARDEN
STATE PLAZA
(FRONT)
SKINCARE BAR**

Best Sellers

Shelf 1:

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

Base:

- One Step Exfoliator
- Total Eye Lift
- Tonic Body Oil

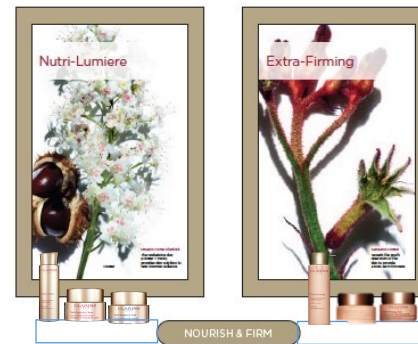
Super Restorative

Shelf 1:

- Super Restorative Treatment Essence
- Super Restorative Day Cream
- Super Restorative Night Cream

Base:

- Super Restorative Serum
- Rose Radiance
- Super Restorative Neck & Dec



Nutri - Lumiere

Shelf 1:

- Nutri Lumiere Treatment Essence
- Nutri Lumiere Day Cream
- Nutri Lumiere Night Cream

Base:

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

Extra Firming

Shelf 1:

- Extra Firming Treatment Essence
- Extra Firming Day Cream
- Extra Firming Night Cream

Base:

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

- Merchandise Testers on corresponding visuals as seen below

NO CHANGES

**MACYS GARDEN
STATE PLAZA
(BACK)
SKINCARE BAR**

V-Shaping

Shelf 1:

- V Shaping Facial Lift Eye
- V Shaping Facial Lift Serum
- V Shaping Facial Lift Mask

Base:

- V Shaping Facial Lift Eye
- V Shaping Facial Lift Serum
- V Shaping Facial Lift Mask

Bright Plus

Shelf 1:

- Bright Plus Fresh Ampoule
- Bright Plus Serum
- Bright Plus Dark Spot Targeting Moisturizing Gel Cream

Base:

- Bright Plus Emulsion
- Bright Plus Essence
- Bright Plus Milky Essence



Cleansing - Yellow

Shelf 1:

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

Base:

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

Cleansing - Purple

Shelf 1:

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

Base:

- Purifying GFC
- Hydrating GFC
- Soothing GFC

- Merchandise Testers on corresponding visuals as seen below

NO CHANGES

BLM CENTURY CITY - SCINCARE BAR (FRONT)

Best Sellers

Shelf 1:

- Double Serum Eye
- Double Serum 30ml
- Double Serum 50 ml

Base:

- One Step Exfoliator
- Total Eye Lift
- Tonic Body Oil

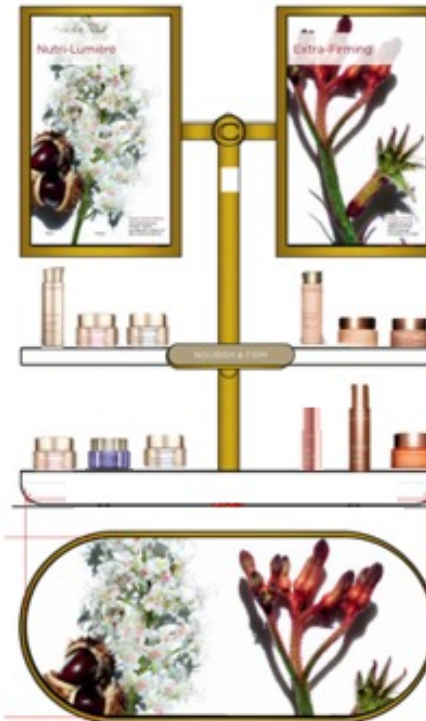
Super Restorative

Shelf 1:

- Super Restorative Treatment Essence
- Super Restorative Day Cream
- Super Restorative Night Cream

Base:

- Super Restorative Serum
- Rose Radiance
- Super Restorative Neck & Dec



Nutri - Lumiere

Shelf 1:

- Nutri Lumiere Treatment Essence
- Nutri Lumiere Day Cream
- Nutri Lumiere Night Cream

Base:

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

Extra Firming

Shelf 1:

- Extra Firming Treatment Essence
- Extra Firming Day Cream
- Extra Firming Night Cream

Base:

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

- Merchandise Testers on corresponding visuals as seen below

NO CHANGES

**BLM CENTURY
CITY - SCINCARE
BAR (BACK)**

Multi Active

Shelf 1:

- Multi Active Treatment Essence
- Multi Active Day Cream
- Multi Active Night Cream

Base:

- Total Eye Revive
- Double Serum 50ml
- Multi Active Day Cream, SPF20

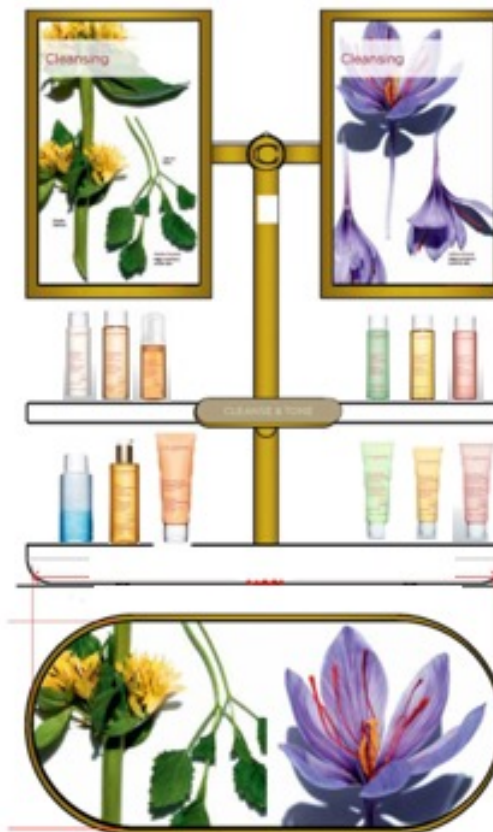
Targeted Treatments

Shelf 1:

- Bright Plus Milky Essence
- Bright Plus Serum
- Bright Plus Fresh Ampoule
- Bright Plus Dark Spot Targeting Moisturizing Gel Cream

Base:

- V Shaping Facial Lift Eye
- V Shaping Facial Lift Serum
- V Shaping Facial Lift Mask



Cleansing - Yellow

Shelf 1:

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

Base:

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

Cleansing - Purple

Shelf 1:

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

Base:

- Purifying GFC
- Hydrating GFC
- Soothing GFC

- Merchandise Testers on corresponding visuals as seen below

NO CHANGES

Best Sellers

Shelf 1:

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

Base:

- One-Step Gentle Exfoliating Cleanser
- Total Eye
- Tonic Body Oil

Super Restorative

Shelf 1:

- Super Restorative Treatment Essence
- Super Restorative Day Cream
- Super Restorative Night Cream

Base:

- Super Restorative Serum
- Super Restorative Rose Radiance
- Super Restorative Neck & Dec

Nutri - Lumiere

Shelf 1:

- Nutri Lumiere Treatment Essence
- Nutri Lumiere Day Cream
- Nutri Lumiere Night Cream

Base:

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



Extra Firming

Shelf 1:

- Extra Firming Treatment Essence
- Extra Firming Day Cream
- Extra Firming Night Cream

Base:

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

Multi Active

Shelf 1:

- Multi Active Treatment Essence
- Multi Active Day Cream
- Multi Active Night Cream

Base:

- Total Eye Revive
- Double Serum 50ml
- Multi Active Day SPF Cream

Bright Plus

Shelf 1:

- Bright Plus Emulsion
- Bright Plus Serum
- Bright Plus Fresh Ampoule

Base:

- V Shaping Facial Lift Eye
- V Shaping Facial Lift Serum
- V Shaping Facial Lift Mask

- Merchandise Testers on corresponding visuals as seen below

NO CHANGES

Cleansing - Yellow

Shelf 1:

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

Base:

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

Cleansing - Purple

Shelf 1:

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

Base:

- Purifying GFC
- Hydrating GFC
- Soothing GFC

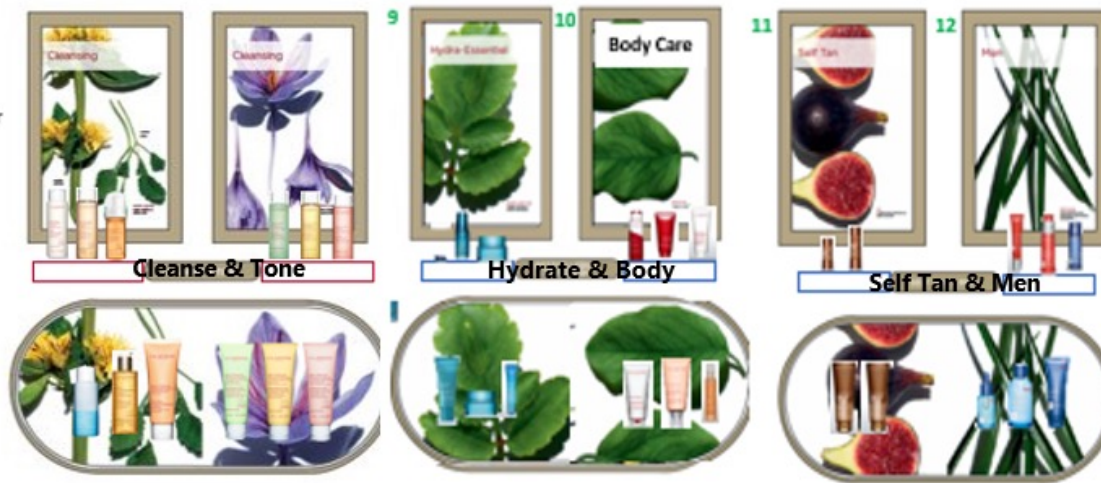
Hydra Essential

Shelf 1:

- Total Eye Contour
- Hydra Essentiel Serum
- HE Matte Gel

Base:

- HE Silky Cream
- HE Rich Cream
- Hydra Essentiel Lip Balm



Body Care

Shelf 1:

- Body Fit
- Super Restorative Body Care
- Moisture Rich Body Lotion

Base:

- Body Firming Extra Firming Cream
- Body Partner
- Beauty Bust Gel

Self Tan

Shelf 1:

- Self Tan Booster – Face
- Self Tan Booster – Body

Base:

- Self Tan Gel
- Self Tan Milky Lotion

Men

Shelf 1:

- Energizing Eye Gel
- Energizing Gel
- Super Moisture Balm

Base:

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

- Merchandise Testers on corresponding visuals as seen below

NO CHANGES

Best Sellers

Shelf 1:

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

Base:

- One-Step Gentle Exfoliating Cleanser
- Total Eye
- Tonic Body Oil

Super Restorative

Shelf 1:

- Super Restorative Treatment Essence
- Super Restorative Day Cream
- Super Restorative Night Cream

Base:

- Super Restorative Serum
- Super Restorative Rose Radiance
- Super Restorative Neck & Dec

Nutri - Lumiere

Shelf 1:

- Nutri Lumiere Treatment Essence
- Nutri Lumiere Day Cream
- Nutri Lumiere Night Cream

Base:

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



Extra Firming

Shelf 1:

- Extra Firming Treatment Essence
- Extra Firming Day Cream
- Extra Firming Night Cream

Base:

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

Multi Active

Shelf 1:

- Multi Active Treatment Essence
- Multi Active Day Cream
- Multi Active Night Cream

Base:

- Total Eye Revive
- Double Serum 50ml
- Multi Active Day SPF Cream

Bright Plus

Shelf 1:

- Bright Plus Emulsion
- Bright Plus Serum
- Bright Plus Fresh Ampoule

Base:

- V Shaping Facial Lift Eye
- V Shaping Facial Lift Serum
- V Shaping Facial Lift Mask

- Merchandise Testers on corresponding visuals as seen below

NO CHANGES

Cleansing - Yellow

Shelf 1:

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

Base:

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

Cleansing - Purple

Shelf 1:

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

Base:

- Purifying GFC
- Hydrating GFC
- Soothing GFC

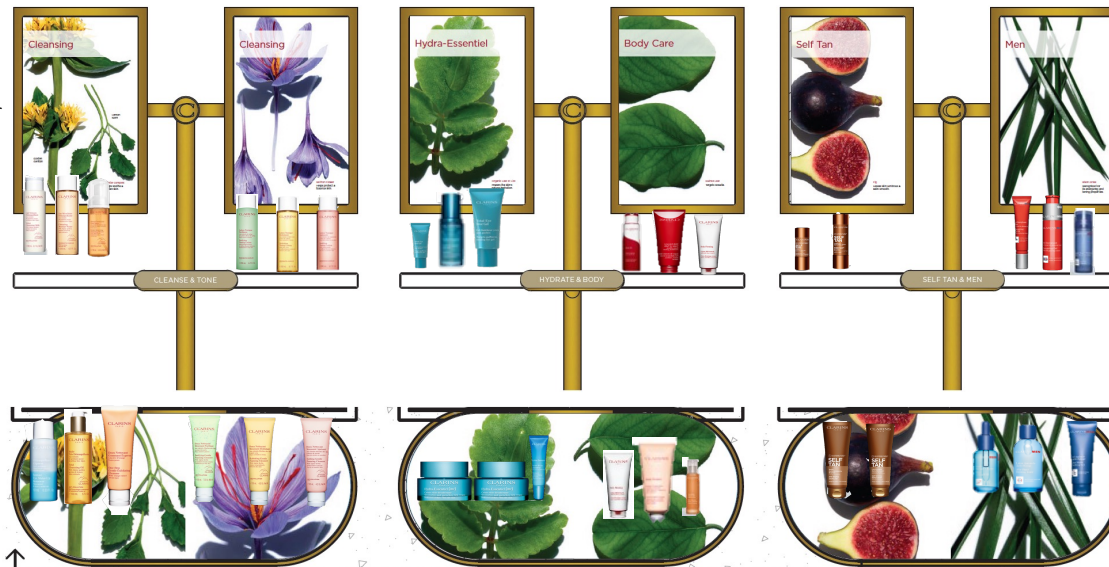
Hydra Essential

Shelf 1:

- Total Eye Contour
- Hydra Essential Serum
- HE Matte Gel

Base:

- HE Silky Cream
- HE Rich Cream
- Hydra Essential Lip Balm



Body Care

Shelf 1:

- Body Fit
- Super Restorative Body Care
- Moisture Rich Body Lotion

Base:

- Body Firming Extra Firming Cream
- Body Partner
- Beauty Bust Gel

Self Tan

Shelf 1:

- Self Tan Booster – Face
- Self Tan Booster – Body

Base:

- Self Tan Gel
- Self Tan Milky Lotion

Men

Shelf 1:

- Energizing Eye Gel
- Energizing Gel
- Super Moisture Balm

Base:

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

- Merchandise Testers on corresponding visuals as seen below

NO CHANGES

Best Sellers

Shelf 1:

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

Base:

- One-Step Gentle Exfoliating Cleanser
- Total Eye
- Tonic Body Oil

Super Restorative

Shelf 1:

- Super Restorative Treatment Essence
- Super Restorative Day Cream
- Super Restorative Night Cream

Base:

- Super Restorative Serum
- Super Restorative Rose Radiance
- Super Restorative Neck & Dec



Hydra Essentiel

Shelf 1:

- Total Eye Contour
- Hydra Essentiel Serum
- HE Matte Gel

Base:

- HE Silky Cream
- HE Rich Cream
- Hydra Essentiel Lip Balm

Body Care

Shelf 1:

- Exfoliating Body Scrub
- Moisture Body Rich

Base:

- Extra Firming Body Cream
- Hand & Nail Treatment

- Merchandise Testers on corresponding visuals as seen below

NO CHANGES

Body Contour

Shelf 1:

- Body Fit
- Super Restorative Body Care

Base:

- Body Fit
- Super Restorative Body Care

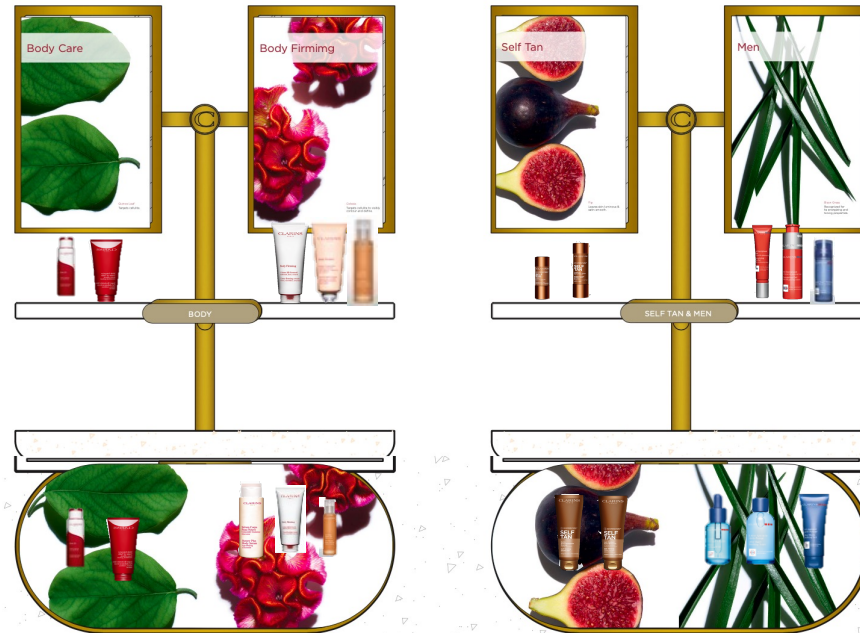
Body Firming

Shelf 1:

- Body Firming Cream
- Body Partner
- Beauty Bust Gel

Base:

- Renew Body Serum
- Body Firming Cream
- Beauty Bust Lotion



Self Tan

Shelf 1:

- Self Tan Booster – Face
- Self Tan Booster – Body

Base:

- Self Tan Gel
- Self Tan Milky Lotion

Men

Shelf 1:

- Energizing Eye Gel
- Energizing Gel
- Super Moisture Balm

Base:

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

- Merchandise Testers on corresponding visuals as seen below

NO CHANGES

Best Sellers

Shelf 1:

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

Base:

- One-Step Gentle Exfoliating Cleanser
- Total Eye
- Tonic Body Oil

Super Restorative

Shelf 1:

- Super Restorative Treatment Essence
- Super Restorative Day Cream
- Super Restorative Night Cream

Base:

- Super Restorative Serum
- Super Restorative Rose Radiance
- Super Restorative Neck & Dec

Nutri - Lumiere

Shelf 1:

- Nutri Lumiere Treatment Essence
- Nutri Lumiere Day Cream
- Nutri Lumiere Night Cream

Base:

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



Extra Firming

Shelf 1:

- Extra Firming Treatment Essence
- Extra Firming Day Cream
- Extra Firming Night Cream

Base:

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

Multi Active

Shelf 1:

- Multi Active Treatment Essence
- Multi Active Day Cream
- Multi Active Night Cream

Base:

- Total Eye Revive
- Double Serum 50ml
- Multi Active Day SPF Cream

Cleansing - Yellow

Shelf 1:

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

Base:

- Purifying GFC
- Hydrating GFC
- Soothing GFC

- Merchandise Testers on corresponding visuals as seen below

NO CHANGES

Best Sellers

Shelf 1:

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

Base:

- One-Step Gentle Exfoliating Cleanser
- Total Eye
- Tonic Body Oil

Super Restorative

Shelf 1:

- Super Restorative Treatment Essence
- Super Restorative Day Cream
- Super Restorative Night Cream

Base:

- Super Restorative Serum
- Super Restorative Rose Radiance
- Super Restorative Neck & Dec

Nutri - Lumiere

Shelf 1:

- Nutri Lumiere Treatment Essence
- Nutri Lumiere Day Cream
- Nutri Lumiere Night Cream

Base:

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



Extra Firming

Shelf 1:

- Extra Firming Treatment Essence
- Extra Firming Day Cream
- Extra Firming Night Cream

Base:

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

Multi Active

Shelf 1:

- Multi Active Treatment Essence
- Multi Active Day Cream
- Multi Active Night Cream

Base:

- Total Eye Revive
- Double Serum 50ml
- Multi Active Day SPF Cream

Bright Plus

Shelf 1:

- Bright Plus Emulsion
- Bright Plus Serum
- Bright Plus Fresh Ampoule

Base:

- V Shaping Facial Lift Eye
- V Shaping Facial Lift Serum
- V Shaping Facial Lift Mask

- Merchandise Testers on corresponding visuals as seen below

NO CHANGES

Cleansing - Yellow

Shelf 1:

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

Base:

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

Cleansing - Purple

Shelf 1:

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

Base:

- Purifying GFC
- Hydrating GFC
- Soothing GFC

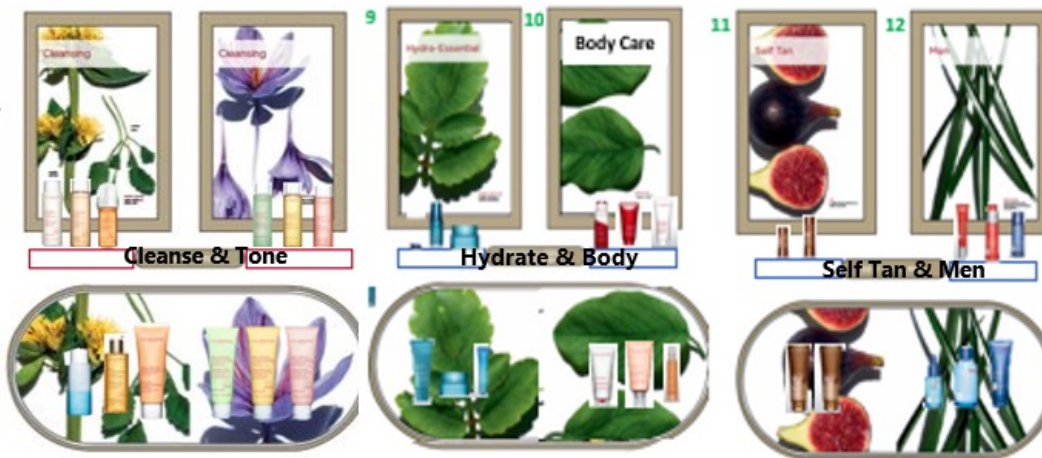
Hydra Essential

Shelf 1:

- Total Eye Contour
- Hydra Essentiel Serum
- HE Matte Gel

Base:

- HE Silky Cream
- HE Rich Cream
- Hydra Essentiel Lip Balm



Body Care

Shelf 1:

- Body Fit
- Super Restorative Body Care
- Moisture Rich Body Lotion

Base:

- Body Firming Extra Firming Cream
- Body Partner
- Beauty Bust Gel

Self Tan

Shelf 1:

- Self Tan Booster – Face
- Self Tan Booster – Body

Base:

- Self Tan Gel
- Self Tan Milky Lotion

Men

Shelf 1:

- Energizing Eye Gel
- Energizing Gel
- Super Moisture Balm

Base:

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

/ Slant FTD Planogram Updates

- Merchandise Testers on corresponding visuals as seen below

NO CHANGES

SLANT FTD – LIT & NON LIT

Door List

SAKS NYC
Macys South Coast Plaza



- Multi -Active Treatment Essence
- Total Eye Revive
- Multi -Active AST
- Multi -Active Night Cream



- Extra Firming Treatment Essence
- Total Eye Smooth
- Extra-Firming Day
- Extra-Firming Night



- Super Restorative Treatment Essence
- Rose Radiance
- Super Restorative Day Cream
- Super Restorative Night Cream



- Nutri Lumiere Treatment Essence
- Nutri Lumiere Revive
- Nutri Lumiere Day Cream
- Nutri Lumiere Night Cream

Wall / Planogram Updates

Guidelines

- Do not stack product
- When adapting due to inventory sell down: keep Face and Body products separate.
- Keep usage in mind when ordering product. Ex: day creams goes before night creams
- Sun and Men should always be merchandised last at the least focal spot.

3 Bay Wall

Door List:

- BLOOMINGDALES-#03
- AVENTURA
- MACYS - #777 THE FALLS



UPDATING

Merchandise 400ml Jumbos and Cleansing Duos

Guidelines

- Do not stack product
- When adapting due to inventory sell down: keep Face and Body products separate.
- Keep usage in mind when ordering product. Ex: day creams goes before night creams
- Sun and Men should always be merchandised last at the least focal spot.

4 BAY Wall

Door List:

- BLOOMINGDALES-Boca
- Bloomingdales - Chestnut Hill



Merchandise 400ml Jumbos and Cleansing Duos

Guidelines

- Do not stack product
- When adapting due to inventory sell down: keep Face and Body products separate.
- Keep usage in mind when ordering product. Ex: day creams goes before night creams
- Sun and Men should always be merchandised last at the least focal spot.

5 Bay Wall

Door List:

- Bloomingdales – Short Hills
- Bloomingdales – Chevy Chase



Merchandise 400ml Jumbos and Cleansing Duos

Guidelines

- Do not stack product
- When adapting due to inventory sell down: keep Face and Body products separate.
- Keep usage in mind when ordering product. Ex: day creams goes before night creams
- Sun and Men should always be merchandised last at the least focal spot.

Open Sell Wall with Best of Niche

Door List

- MACYS - #218
OLD ORCHARD



**UPDATING: Merchandise 400ml
Jumbos**

Guidelines

- Do not stack product
- When adapting due to inventory sell down: keep Face and Body products separate.
- Keep usage in mind when ordering product. Ex: day creams goes before night creams
- Sun and Men should always be merchandised last at the least focal spot.

***New York stores are no longer carry Active Face Wash*

**Open Sell Wall
with Best Of
centered**



Door List:

- MACYS - #21 SAN JUAN
- MACYS - #05 MANHASSET
- MACYS - #810 ORLANDO
- MACYS - #01 QUEENS-REGO PK
- MACYS - #53 ROOSEVELT FIELD
- MACYS - #501 SHERMAN OAKS

UPDATING: Merchandise 400ml Jumbos and Cleansing Duos

Guidelines

- Do not stack product
- When adapting due to inventory sell down: keep Face and Body products separate.
- Keep usage in mind when ordering product. Ex: day creams goes before night creams
- Sun and Men should always be merchandised last at the least focal spot.

Macys Galleria Houston



UPDATING: Merchandise 400ml Jumbos and Cleansing Duos

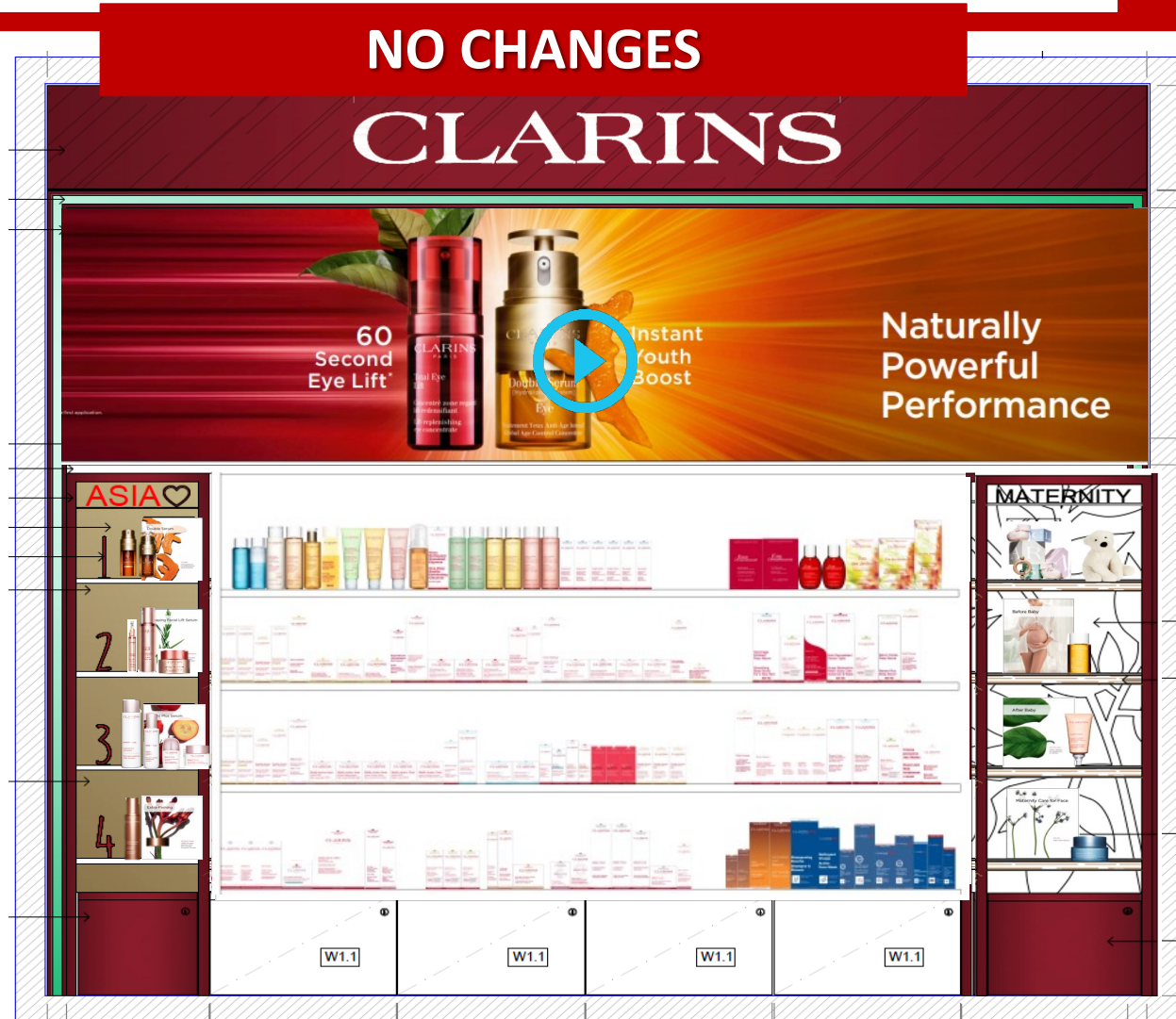
Guidelines

- Do not stack product
- When adapting due to inventory sell down: keep Face and Body products separate.
- Keep usage in mind when ordering product. Ex: day creams goes before night creams
- Sun and Men should always be merchandised last at the least focal spot.
- Asia VIP Niche: Place tester to the left of each visuals corresponding to the sign as shown below

• **Please merchandise 400ml Jumbo accordingly near the 200 ml sizes**

**New York stores are no longer carry Active Face Wash

**MACYS
FLUSHING**



Guidelines

- Do not stack product
- When adapting due to inventory sell down: keep Face and Body products separate.
- Keep usage in mind when ordering product. Ex: day creams goes before night creams
- Sun and Men should always be merchandised last at the least focal spot.

Santa Anita Open Sell Wall

NO CHANGES



1. Cleanse
2. Exfoliate
3. Aromaphytocare
4. Specific Care (Body)
5. Nourish (Nutri-Lumiere)
6. Replenish (Super Restorative)
7. Body- Contour
8. Body-Firming
9. Firm (Extra-Firming)
10. Revitalize (Multi Active)
11. Body- Hydration
12. Treatment Fragrance
13. Hydrate (Hydra Essential)
14. Targeted Treatments
15. Self Tan
16. Men

Double Serum Totem :

1st Shelf:

Double Serum Eye Tester
Double Serum Light 50 ml Tester
Double Serum 50 ml Tester

2nd Shelf:

Double Serum Eye
Double Serum Light 50 ml
Double Serum 30 ml
Double Serum 50 ml

Guidelines

- Do not stack product
- When adapting due to inventory sell down: keep Face and Body products separate.
- Keep usage in mind when ordering product. Ex: day creams goes before night creams
- Sun and Men should always be merchandised last at the least focal spot.

V2 Open Sell Wall - Small



Backwall Tags:

1. Cleanse
2. Aromaphytocare
3. Body- Hydration
4. Nourish (Nutri-Lumiere)
5. Replenish (Super Restorative)
6. Body- Contour
7. Firm (Extra-Firming)
8. Revitalize (Multi Active)
9. Body-Firming
10. Hydrate (Hydra Essential)
11. Targeted Treatments
12. Self Tan

Double Serum Totem :

1st Shelf:
Double Serum Light 50 ml
Tester

2nd Shelf:
Double Serum Light 50 ml
Sellable

Guidelines

- Do not stack product
- When adapting due to inventory sell down: keep Face and Body products separate.
- Keep usage in mind when ordering product. Ex: day creams goes before night creams
- Sun and Men should always be merchandised last at the least focal spot.
- **Please merchandise 400ml Jumbo accordingly near the 200 ml sizes**

V2 Open Sell Wall - Large



Backwall Tags:

1. Cleanse
2. Exfoliate
3. Aromaphytocare
4. Specific Care (Body)
5. Nourish (Nutri-Lumiere)
6. Replenish (Super Restorative)
7. Body- Contour
8. Body-Firming
9. Firm (Extra-Firming)
10. Revitalize (Multi Active)
11. Body- Hydration
12. Treatment Fragrance
13. Hydrate (Hydra Essential)
14. Targeted Treatments
15. Self Tan
16. Men

Double Serum Totem :

1st Shelf:
Double Serum Light 50 ml
Tester

2nd Shelf:
Double Serum Light 50 ml
Sellable

Guidelines

- Do not stack product
- When adapting due to inventory sell down: keep Face and Body products separate.
- Keep usage in mind when ordering product. Ex: day creams goes before night creams

**Bloomingdales
Aventura,
Tysons Corner**

NO CHANGES



Guidelines

- Do not stack product
- When adapting due to inventory sell down: keep Face and Body products separate.
- Keep usage in mind when ordering product. Ex: day creams goes before night creams

Del Amo Pharmacy Unit



SHELF 4 UPDATING

Shelf 1: DS + Anti-aging
Shelf 2: DS + Anti-aging
Shelf 3: Specific Care
Shelf 4: Cleansers

Reverse Side:
Shelf 1 & 2: Body
Shelf 3: Men and Sun
Shelf 4: Jumbos or Gift Sets

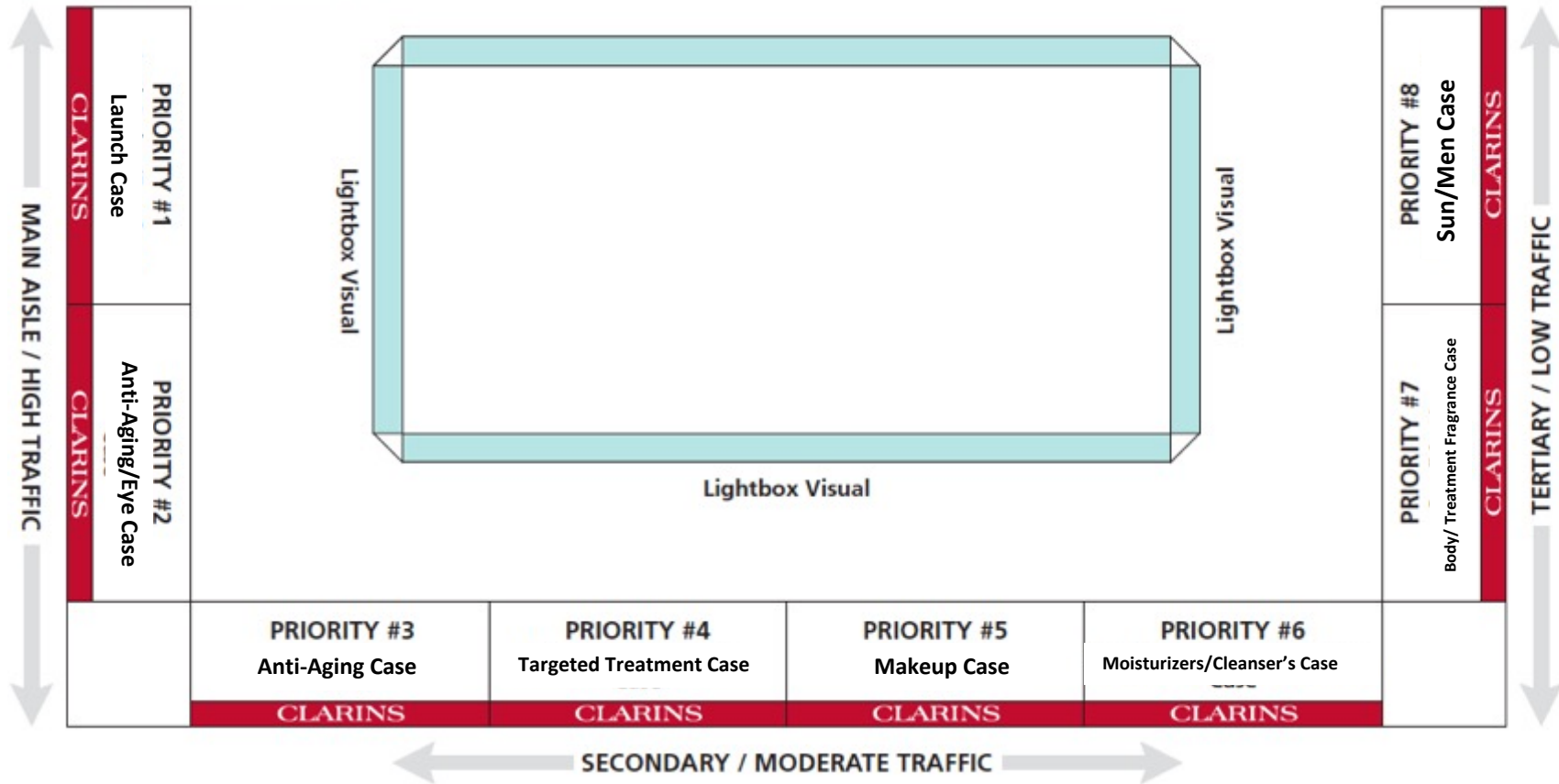
Large / Caseline Planogram Updates

LARGE CASELINE DOORS

Follow these steps to determine your Case Priority placement for both Small & Large Doors.

1. Analyze your traffic flow, determine Main, Secondary & Tertiary traffic flow patterns.
2. Prioritize your cases. Start with Priority #1 in the Main Traffic aisle.
3. Merchandise counter according to your planogram and the guidelines provided.

LARGE DOOR EXAMPLE

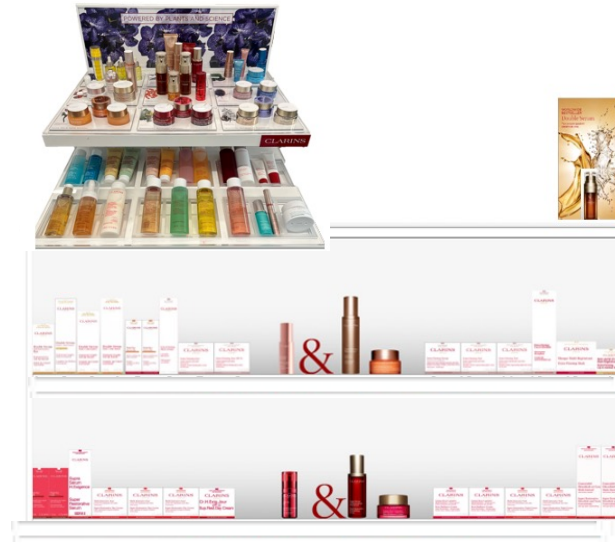


LARGE CASELINE DOORS - 2 SHELF

PRIORITY #1 – LAUNCH



PRIORITY #2 ANTI-AGING



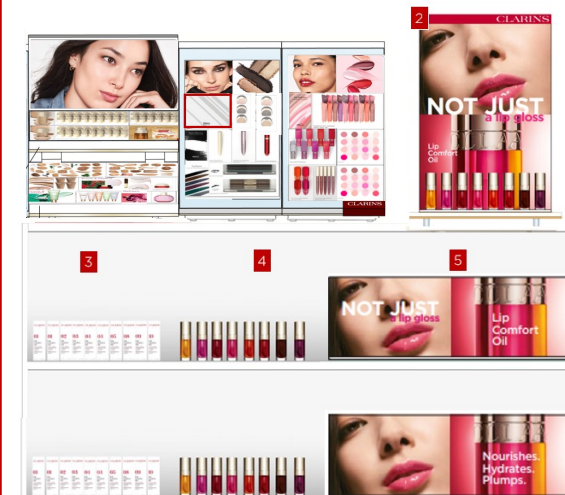
PRIORITY #3 – ANTI-AGING



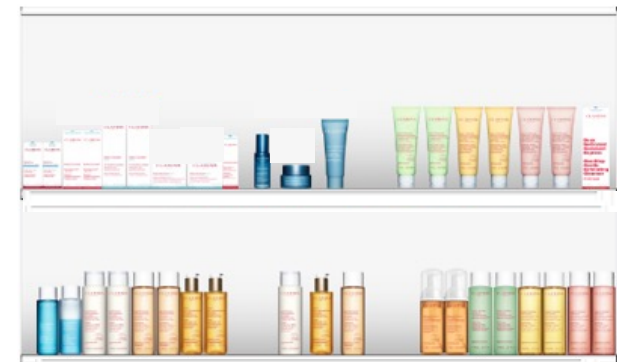
PRIORITY #4 – TARGETED TREATMENTS



UPDATING PRIORITY #5 – MAKEUP



PRIORITY #6 – MOISTURIZERS /CLEANSERS



LARGE CASELINE DOORS – 2 SHELF

PRIORITY #7 – BODY/TREATMENT FRAGRANCE

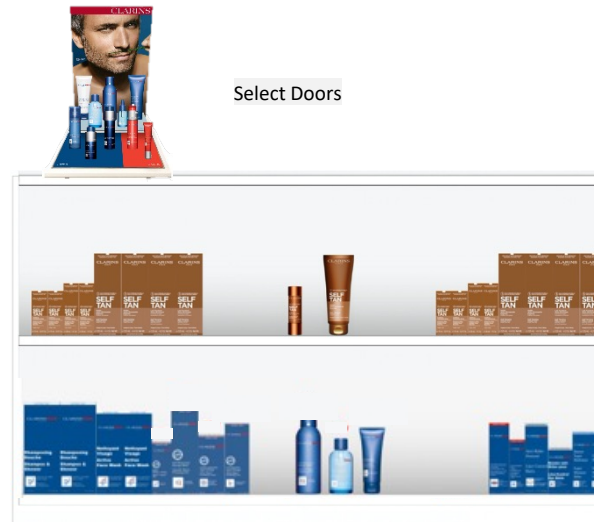


CASH DESK

Select Doors



PRIORITY #8 SUN/MEN



Select Doors

LARGE #1 PRIORITY – LAUNCH 2 shelf caseline

Top of Counter:
NEW TEL & DSE FTD

***Top & Bottom Row:**

1. Double Serum Eye products
2. Double Serum Eye testers
3. NEW TEL & DSE Incase
4. Total Eye Lift products
5. Total Eye Lift testers
6. NEW TEL & DSE Incase



LARGE #2 PRIORITY – ANTI-AGING

NO CHANGES

Top of Counter:

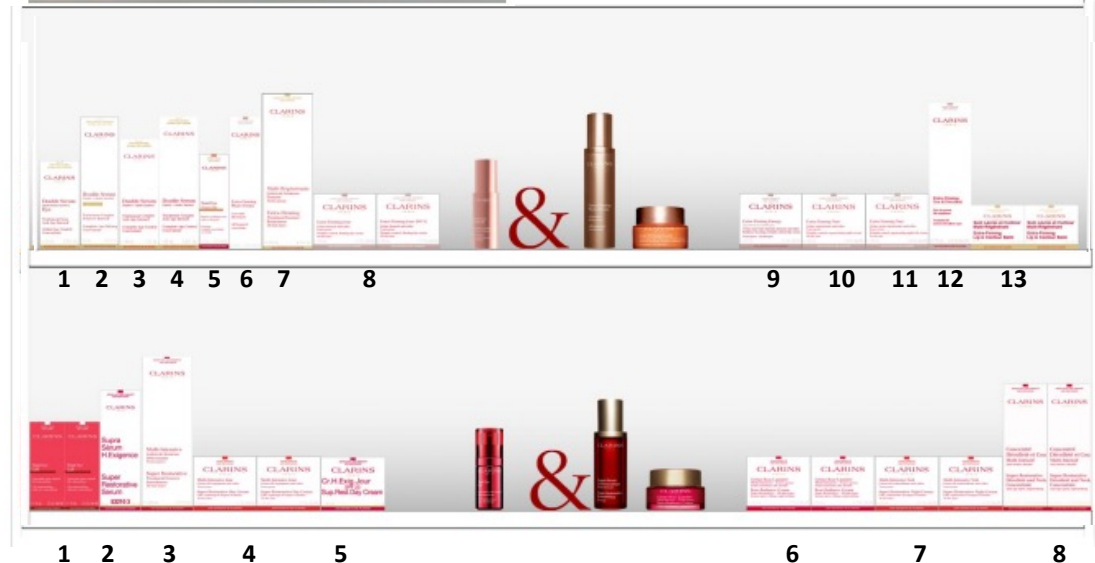
- Face GTU
- Double Serum Glorifier (50ml)

*Top Row:

1. Double Serum Eye
2. Double Serum Light , 50ml
3. Double Serum, 30ml
4. Double Serum, 50ml
5. Total Eye Smooth
6. Extra-Firming Phyto Serum
7. Extra-Firming Treatment Essence
8. Extra-Firming Day Wrinkle Control Cream SPF 15, AST
9. Extra-Firming Energy
10. Extra-Firming Night Wrinkle Control Cream, AST
11. Extra-Firming Night Wrinkle Control Cream, DS
12. Extra-Firming Neck & Décolleté
13. Extra-Firming Lip & Contour Balm

Bottom Row:

1. Total Eye Lift
2. Super Restorative Remodeling Serum
3. Super Restorative Treatment Essence
4. Super Restorative Day Cream, AST
5. Super Restorative Day Cream, SPF20
6. Super Restorative Rose Radiance Cream
7. Super Restorative Night Cream, AST
8. Super Restorative Décolleté and Neck Concentrate



Please always merchandise the Extra-Firming Neck product on the Tester Base



*For 3 Shelf Caselines: Duplicate top and bottom rows

NO CHANGES

Top Of Counter:

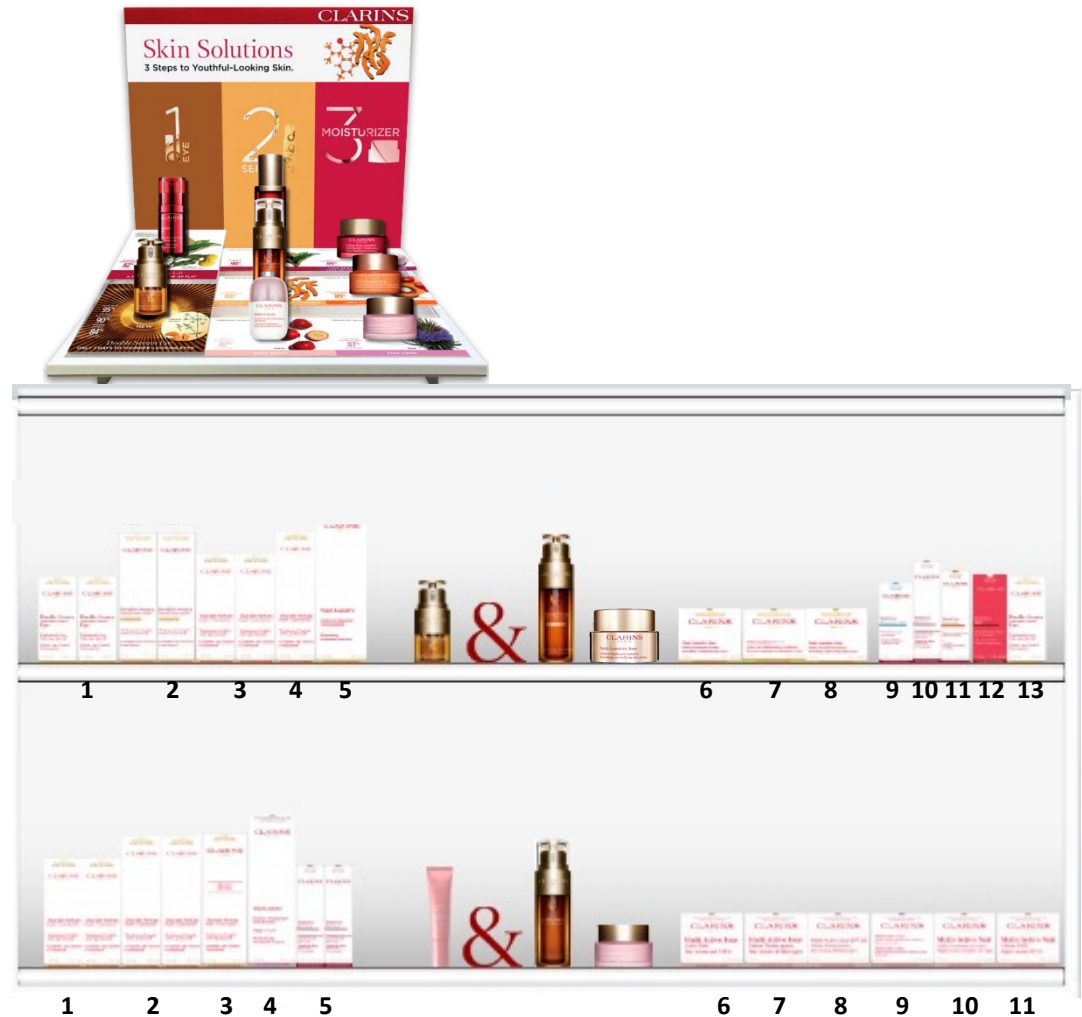
- Skin Solutions Unit (DSE)

*Top Row:

- 1.Double Serum Eye
2. Double Serum Light 50ml
- 3.Double Serum 30ml
- 4.Double Serum 50ml
5. Nutri-Lumiere Treatment Essence
- 6.Nutri-Lumiere Day Cream
7. Nutri-Lumiere Revive
- 8.Nutri-Lumiere Night Cream
9. Total Eye Contour
10. Total Eye Revive
11. Total Eye Smooth
- 12.Total Eye Lift
13. Double Serum Eye

Bottom Row:

- 1.Double Serum, 30ml
- 2.Double Serum, 50ml
- 3.Double serum, 75ml
4. Multi-Active Treatment Essence
5. Total Eye Revive
- 6.Multi-Active Day Cream-Gel, N/C
- 7.Multi-Active Day Cream, AST
- 8.Multi-Active Day Cream SPF 20, AST
- 9.Multi-Active Day Cream, N/D
- 10.Multi-Active Night Cream, N/C
- 11.Multi-Active Night Cream, N/D



*For 3 Shelf Caselines: Duplicate top and bottom rows

LARGE #4 PRIORITY – TARGETED TREATMENTS

Select Doors ONLY

Top Of Counter:

- Asia VIP Unit Update (Select Doors ONLY)

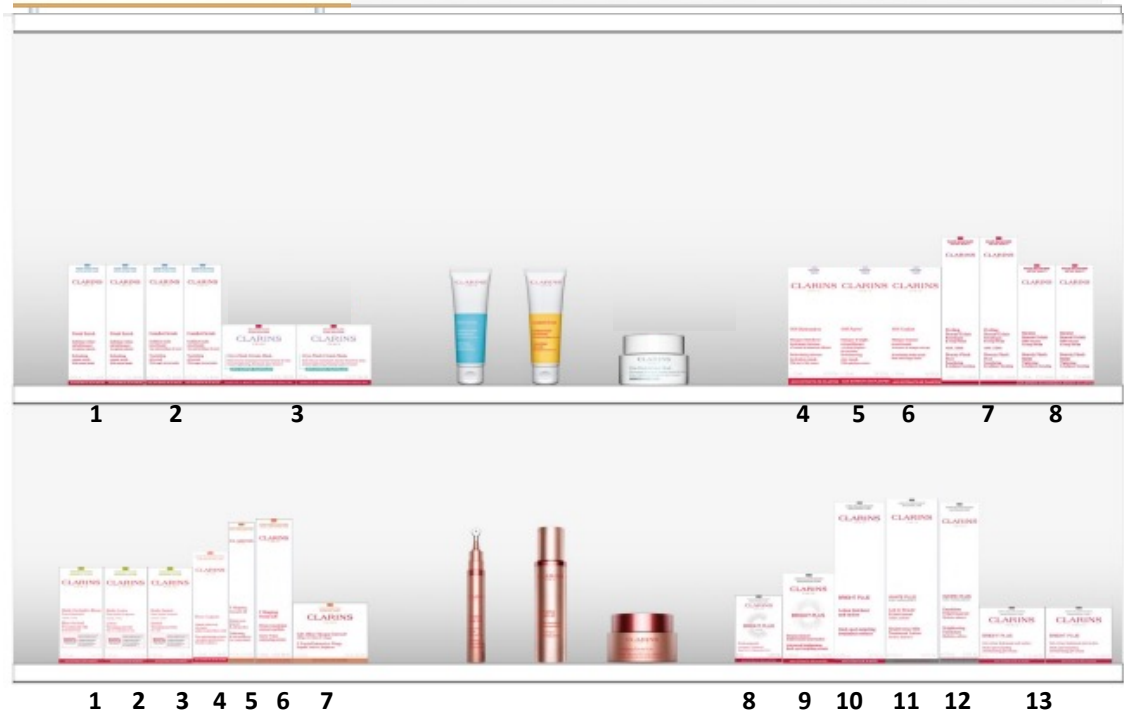
*Top Row:

1. Fresh Scrub
2. Comfort Scrub
3. Cryo-Flash Mask
4. SOS Mask, Hydra
5. SOS Mask, Pure
6. SOS Mask, Comfort
7. Beauty Flash Peel
8. Beauty Flash Balm

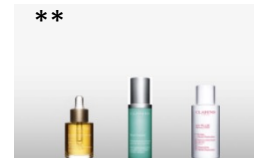
Bottom Row:

1. Face Treatment Oil, Blue Orchid, DHY
2. Face Treatment Oil, Lotus, O/C
3. Face Treatment Oil, Santal, D/S
4. Pore Control Serum
5. Shaping Facial Lift Eye
6. Shaping Facial Lift
7. V Facial Intense wrap
8. Bright Plus Fresh Ampoule
9. Bright Plus Serum
10. Bright Plus Treatment Essence
11. Bright Plus Milky Treatment Essence
12. Bright Plus Emulsion
13. Bright Plus Dark Spot Targeting Moisturizing Gel Cream

NO CHANGES



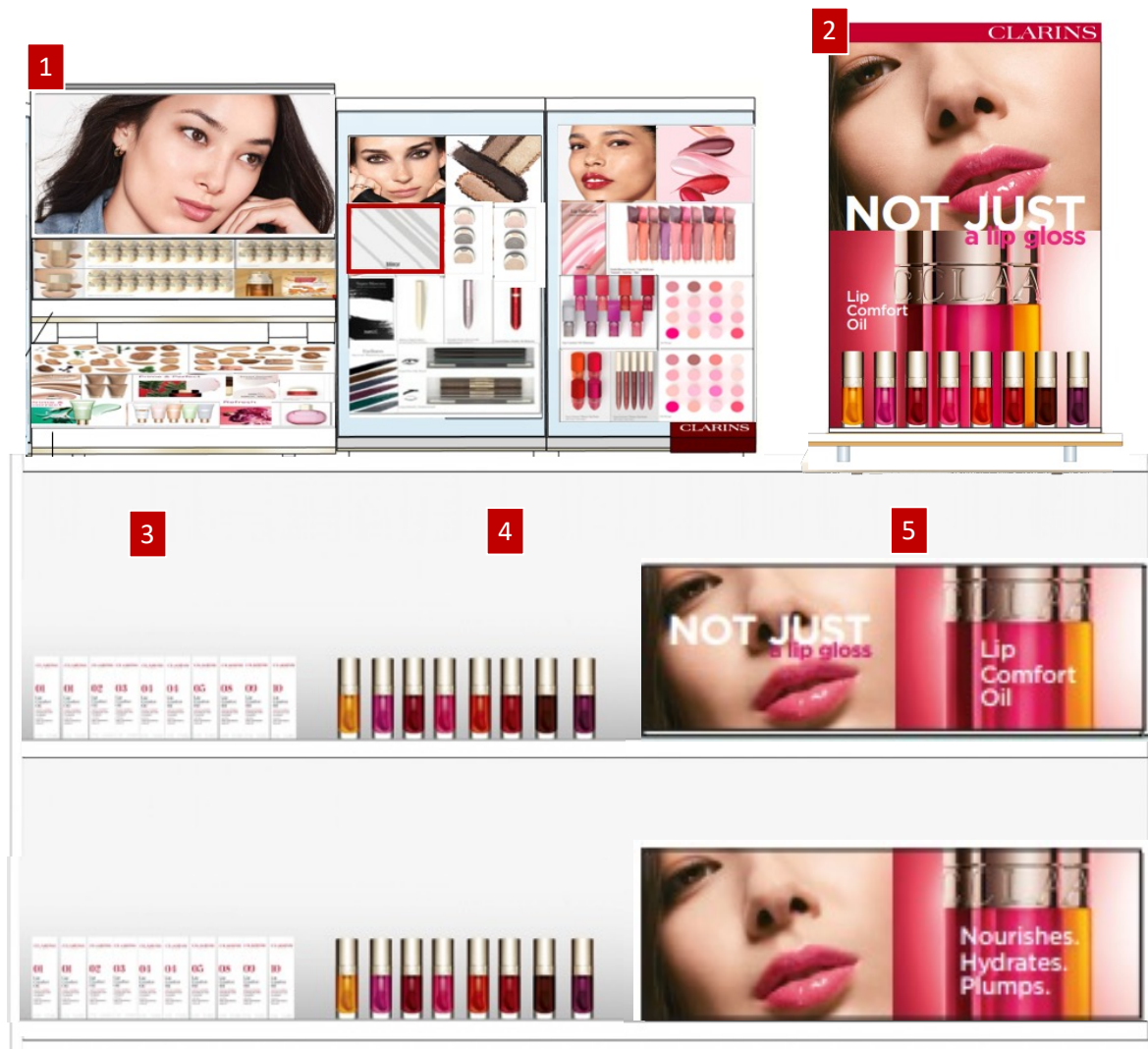
**



*Tester display for doors that do not receive the Shaping Facial Lift line

*Please reference Lip Oil Refresh Guidelines

LARGE #5 PRIORITY – MAKE-UP CASELINE



- 1 Makeup GTU
- 2 Lip Oil Refresh FTD
- 3 Lip Oil Retail Product
- 4 Lip Oil Testers
- 5 Lip Oil Refresh Incase

*For 3 Shelf Caselines: Duplicate top and bottom rows

Top of Counter:

In Case:

Top Row:

1. Total Eye Contour Gel
2. Hydra-Essential Intensive Serum
3. Hydra-Essential Matte Gel
4. Hydra-Essential Silky Cream
5. Hydra-Essential Rich Cream
6. Hydra-Essential Lip Balm
7. Gentle Foaming Cleanser, Purifying
8. Gentle Foaming Cleanser, Hydrating
9. Gentle Foaming Cleanser, Soothing
10. One-Step Gentle Exfoliating Cleanser, AST

*Bottom Row:

1. Gentle Eye Make-Up Remover
2. Instant Eye Make-Up Remover
3. Velvet Cleansing Milk
4. Cleansing Micellar Water
5. Total Cleansing Oil
6. Gentle Renewing Cleansing Mousse
7. Purifying Toning Lotion
8. Hydrating Toning Lotion
9. Soothing Toning Lotion

NO CHANGES



*For 3 Shelf Caselines: Duplicate top and bottom rows

LARGE #7 PRIORITY – BODY/TREATMENT FRAGRANCE

Top of Counter:

- Body GTU

In Case:

*Top Row:

1. Exfoliating Body Scrub for Smooth Skin
2. Contour Body Treatment Oil
3. Body Fit Anti-Cellulite Contouring Expert
4. Super Restorative Anti-Aging Abdomen and Waist Body Cream
5. Body Treatment Oil, Tonic
6. Body Firming Extra Firming Cream
7. Re-Plus Body Serum

Bottom Row:

1. Body Partner
2. Bust Beauty Extra-Lift Gel
3. Bust Beauty Firming Lotion
4. Moisture-Rich Body Lotion
5. Body Treatment Oil, Relax
6. Hand and Nail Treatment Cream
7. Super Restorative Hand Cream
8. Eau Dynamisante Treatment Fragrance
9. Eau Dynamisante Deodorant
10. Eau des Jardins Treatment Fragrance
11. Eau des Jardins Smoothing Body Cream



NO CHANGES



*For 3 Shelf Caselines: Duplicate top and bottom rows

NO CHANGES

Top Of Counter

- Men's FTD

In Case:

Top Row:

1. Golden Glow Booster for Face
2. Golden Glow Booster for Body
3. Self Tanning Instant Gel
4. Self Tanning Milky Lotion

*Bottom Row:

1. Clarins Men Shampoo & Shower
2. Clarins Men Active Face Wash
3. Shave + Beard Oil
4. Smooth Shave Foaming Gel
5. After Shave Soothing Toner
6. After Shave Soothing Gel
7. Clarins Men Energizing Gel
8. Clarins Men Energizing Eye Gel
9. Clarins Men Line Control Balm
10. Clarins Men Line Control Eye Balm
11. Clarins Men Super Moisture Gel
12. Clarins Men Super Moisture Balm

- Important to Note: New York stores are not longer carry Active Face Wash

Select Doors ONLY



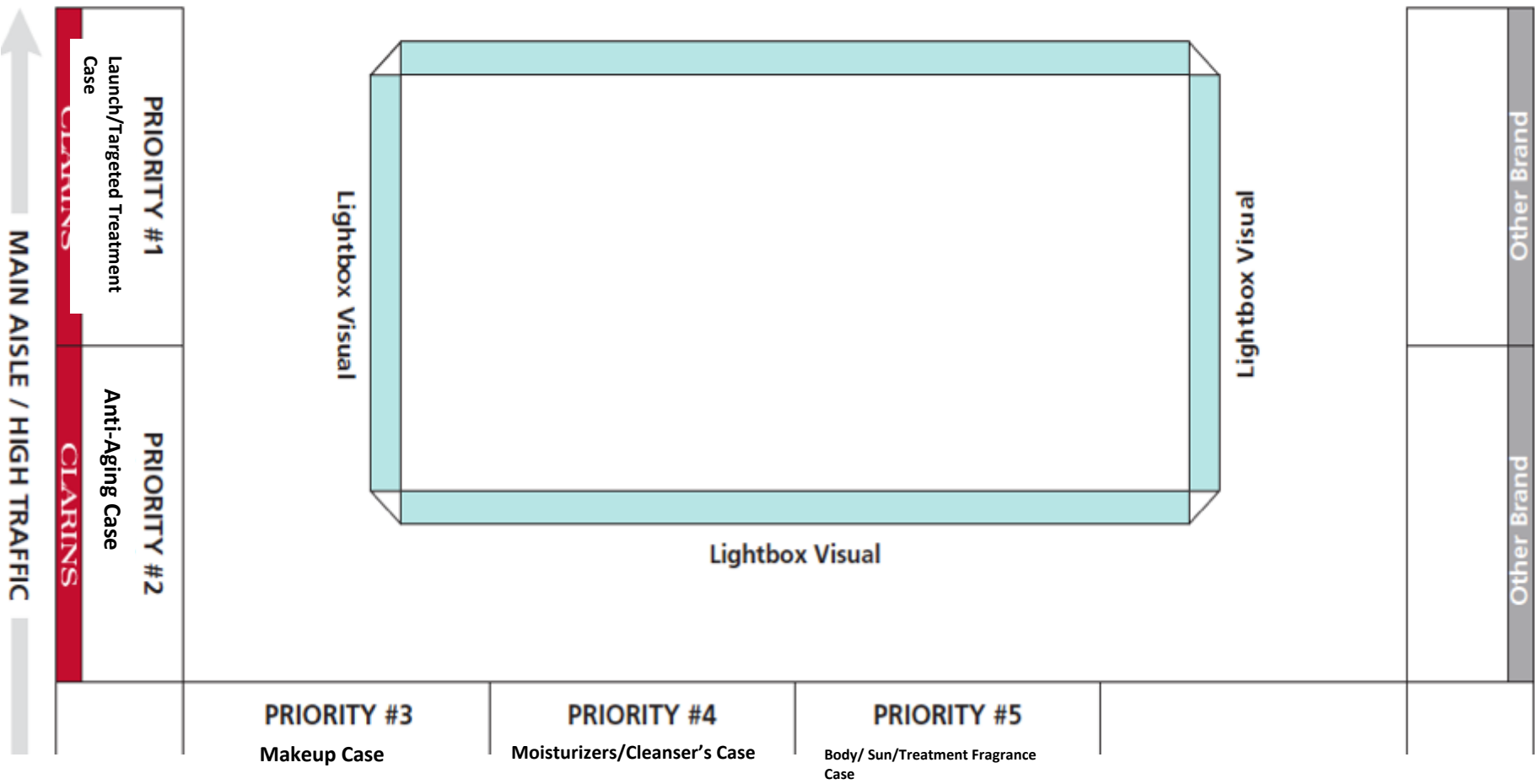
*For 3 Shelf Caselines: Duplicate top and bottom rows

Small / Caseline Planogram Updates

- Follow these steps to determine your Case Priority placement for both Small & Large Doors.
- 1. Analyze your traffic flow, determine Main, Secondary & Tertiary traffic flow patterns.
 - 2. Prioritize your cases. Start with Priority #1 in the Main Traffic aisle.
 - 3. Merchandise counter according to your planogram and the guidelines provided.

SMALL CASELINE DOORS

SMALL DOOR EXAMPLE



SMALL CASELINE DOORS – 2 SHELF

PRIORITY #1 LAUNCH/ TARGETED TREATMENTS

UPDATING

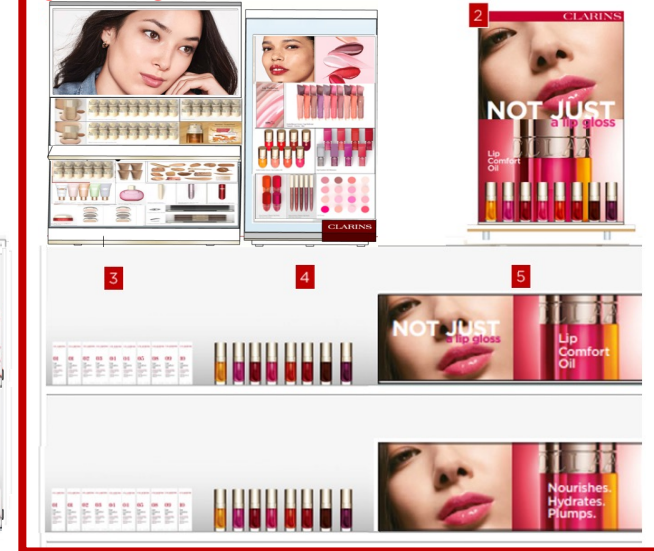


PRIORITY #2 – ANTI-AGING



PRIORITY #3 – MAKEUP

UPDATING

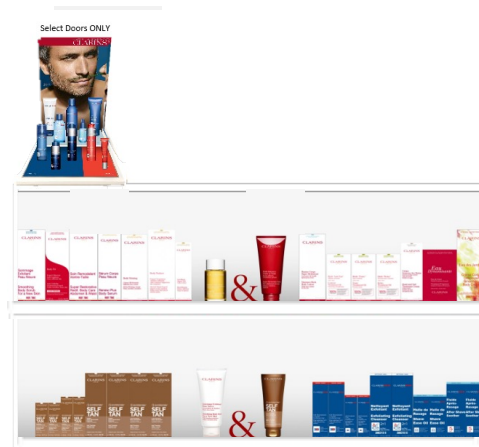


PRIORITY #4 MOISTURIZERS /CLEANSERS

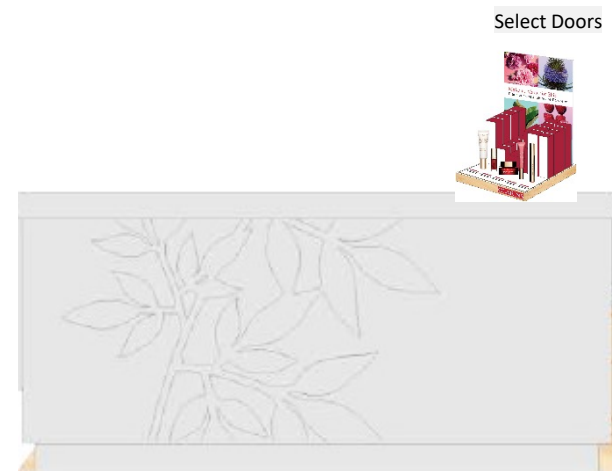


CLARINS

PRIORITY #5 BODY/SUN/TREATMENT FRAGRANCE



CASH DESK



Top of Counter:

Top of Counter:

NEW TEL & DSE FTD

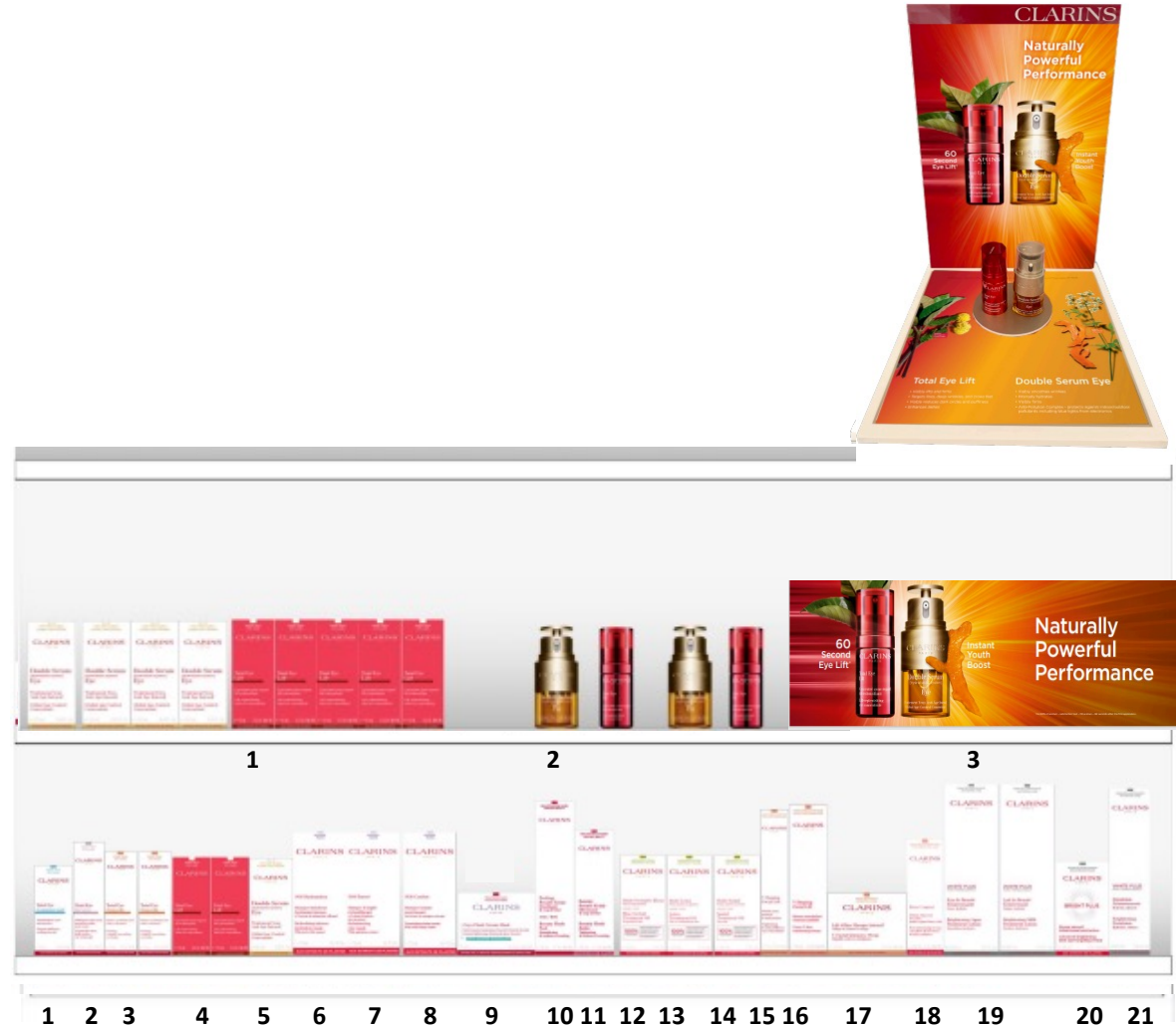
*Top & Bottom Row:

1. Double Serum Eye & Total Eye Lift products
2. Double Serum Eye & Total Eye Lift testers
3. NEW TEL & DSE Incase

Bottom Row:

1. Total Eye Contour Gel
2. Total Eye Revive
3. Total Eye Smooth
4. Total Eye Lift
5. Double Serum Eye
6. SOS Mask, Hydra
7. SOS Mask, Pure
8. SOS Mask, Comfort
9. Cryo-Flash Mask
10. Beauty Flash Peel
11. Beauty Flash Balm
12. Face Treatment Oil, Blue Orchid, DHY
13. Face Treatment Oil, Lotus, O/C
14. Face Treatment Oil, Santal, D/S
15. V Shaping Facial Lift Eye (Select Doors)
16. V Shaping Facial Lift Serum (Select Doors)
17. V-Facial Intensive Wrap (Select Doors)
18. Pore Control Serum
19. Bright Plus Treatment Essence
20. Bright Plus Serum
21. Bright Plus Milky Treatment Essence

SMALL #1 PRIORITY – LAUNCH CASELINE



*For 3 Shelf Caselines: Utilize both In Cases

Top of Counter:

- Skin Solutions Unit (DSE)
- Double Serum (50ml) Glorifier

In Case:

*Top Row:

1. Double Serum Light, 50ml
2. Double Serum, 30ml
3. Double Serum, 50ml
4. Nutri-Lumiere Treatment Essence
5. Nutri-Lumiere Day Cream
6. Nutri-Lumiere Revive
7. Nutri-Lumiere Night Cream
8. Total Eye Lift
9. Super Restorative Remodeling Serum
10. Super Restorative Treatment Essence
11. Super Restorative Day Cream, AST
12. Super Restorative Rose Radiance Cream
13. Super Restorative Night Cream, AST
14. Super Restorative Décolleté and Neck Concentrate

Bottom Row:

1. Extra-Firming Treatment Essence
2. Extra-Firming Phyto Serum
3. Extra-Firming Day Wrinkle Control Cream, AST
4. Extra-Firming Day Wrinkle Control Cream SPF 15, AST
5. Extra-Firming Energy
6. Extra-Firming Night Wrinkle Control Cream, AST
7. Extra-Firming Night Wrinkle Control Cream, DS
8. Extra-Firming Neck & Décolleté
9. Multi-Active Treatment Essence
10. Multi-Active Day Cream, AST
11. Multi-Active Day Cream SPF 20, AST
12. Multi-Active Day Cream, N/D
13. Multi-Active Night Cream, N/C
14. Multi-Active Night Cream, N/D

SMALL #2 PRIORITY – ANTI-AGING/EYE

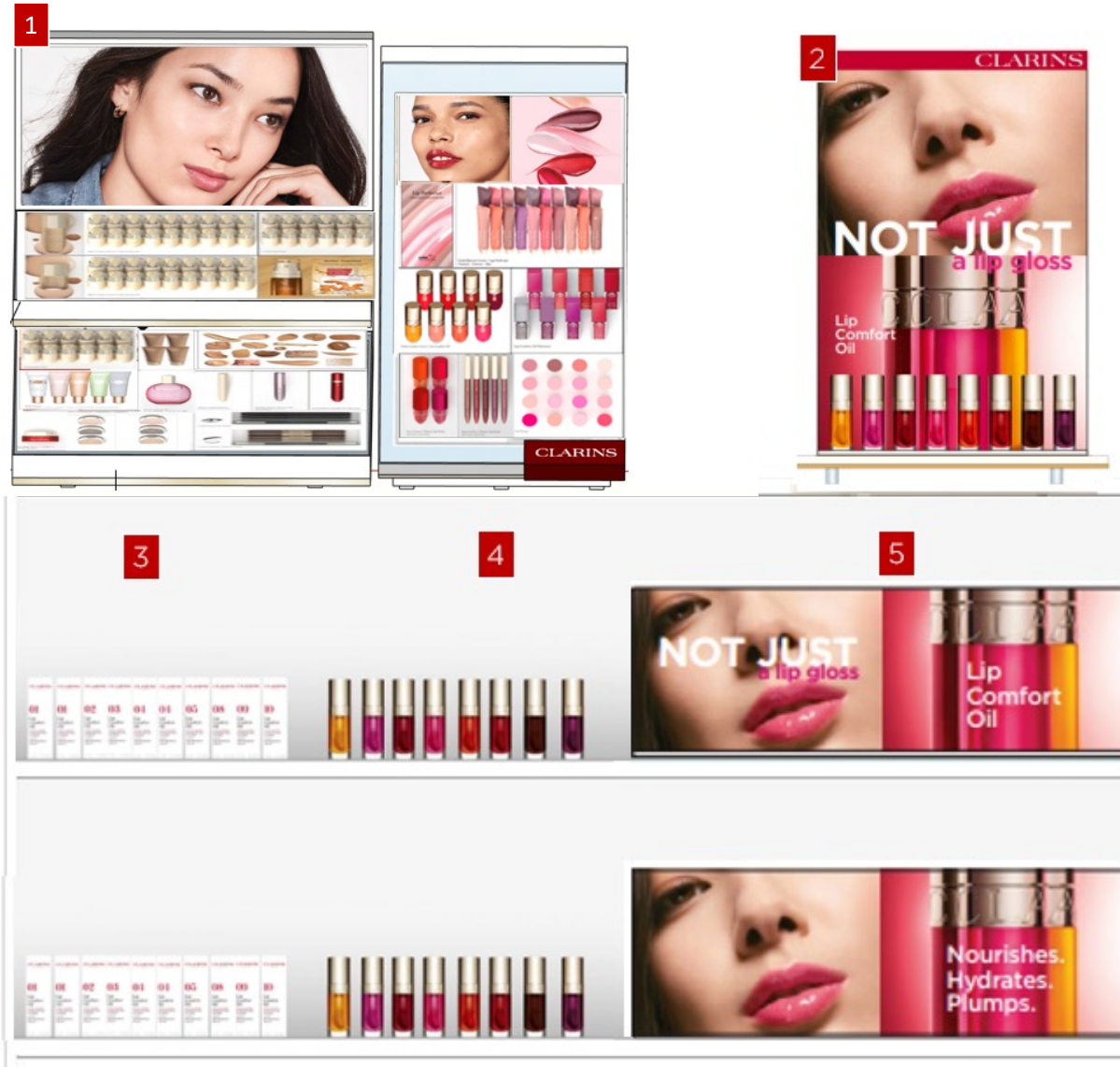
NO CHANGES



*For 3 Shelf Caselines: Duplicate top and bottom rows

*Please reference Lip Oil Refresh Guidelines

SMALL #3 PRIORITY– MAKE-UP CASELINE



- 1 Makeup GTU
- 2 Lip Oil Refresh FTD
- 3 Lip Oil Retail Product
- 4 Lip Oil Testers
- 5 Lip Oil Refresh Incase

SMALL #4 MOISTURIZERS/CLEANSERS

NO CHANGES

Top of Counter:

- Condensed GTU

Top of Counter:

In Case:

Top Row:

1. Total Eye Contour Gel
2. Hydra-Essential Intensive Serum
3. Hydra-Essential Matte Gel
4. Hydra-Essential Silky Cream
5. Hydra-Essential Rich Cream
6. Hydra-Essential Lip Balm
7. Gentle Foaming Cleanser, Purifying
8. Gentle Foaming Cleanser, Hydrating
9. Gentle Foaming Cleanser, Soothing
10. One-Step Gentle Exfoliating Cleanser, AST

*Bottom Row:

1. Gentle Eye Make-Up Remover
2. Instant Eye Make-Up Remover
3. Velvet Cleansing Milk
4. Cleansing Micellar Water
5. Total Cleansing Oil
6. Gentle Renewing Cleansing Mousse
7. Purifying Toning Lotion
8. Hydrating Toning Lotion
9. Soothing Toning Lotion



SMALL #5 BODY/SUN/TREATMENT FRAGRANCE/MEN

NO CHANGES

Top Of Counter

- Men FTD

In Case:

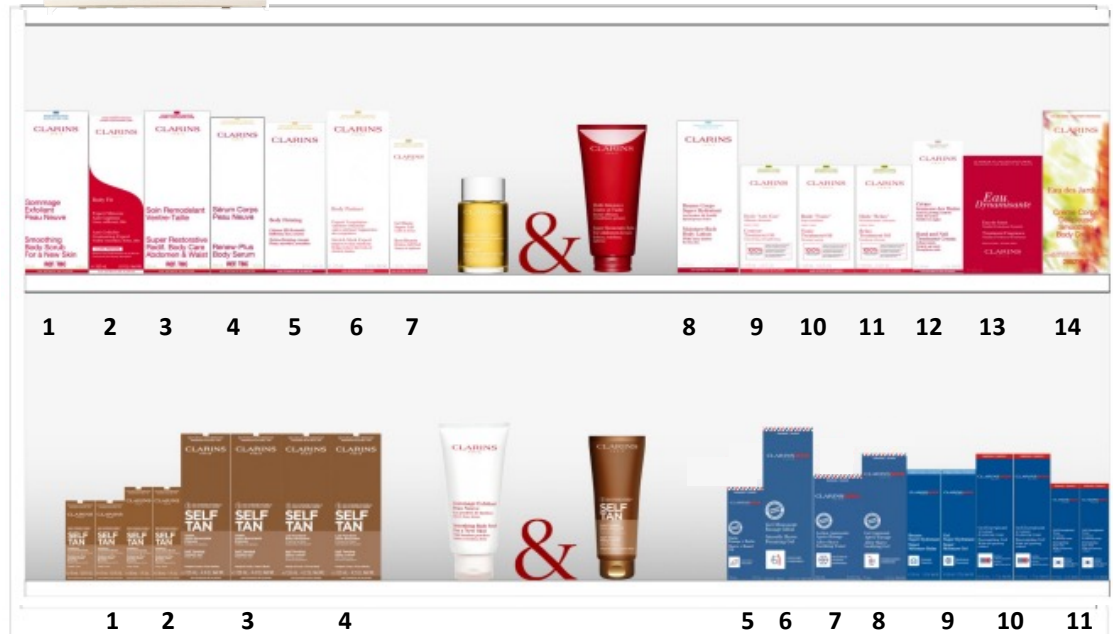
Top Row:

1. Exfoliating Body Scrub for Smooth Skin
2. Body Fit Anti-Cellulite Contouring Expert
3. Super Restorative Anti-Aging Abdomen and Waist Body Cream
4. Re-Plus Body Serum
5. Body Firming Extra Firming Cream
6. Body Partner
7. Bust Beauty Extra-Lift Gel
8. Moisture-Rich Body Lotion
9. Body Treatment Oil, Contour
10. Body Treatment Oil, Tonic
11. Body Treatment Oil, Relax
12. Hand and Nail Treatment Cream
13. Eau Dynamisante Treatment Fragrance
14. Eau des Jardins Smoothing Body Cream

*Bottom Row:

1. Golden Glow Booster for Face
2. Golden Glow Booster for Body
3. Self Tanning Instant Gel
4. Self Tanning Milky Lotion
5. Shave + Beard Oil
6. Smooth Shave Foaming Gel
7. After Shave Soothing Toner
8. After Shave Soothing Gel
9. Clarins Men Energizing Gel
10. Clarins Men Super Moisture Gel
11. Clarins Men Energizing Eye Gel

Select Doors ONLY



Tower / Planogram Updates

Guidelines

- All product merchandised on towers should be the same category ex: all jumbos, or all giftsets, or all gift with purchases.
- Do not merchandise boxes in the acrylic showcase. Display product only
- If inventory allows, merchandise more than 1 item per shelf to utilize the space
- Shelves are adjustable, hold pegs and extra shelves in a safe place if not in use.

Small Towers



400 ml Jumbos & Cleansing Duo Sets

*Gift Set assortment may vary by Season. Display current assortment.

Guidelines

- All product merchandised on towers should be the same category ex: all jumbos, cleansers, or all gift sets.
- If inventory allows merchandise more than 1 item per shelf to use up the space
- Product/tower should be facing highest traffic area
- Color of tower may vary between locations



*Photo is Example Only for Type of Tower



400 ml Jumbos & Cleansing Duo Sets

*Gift box assortment may vary by Season. Display current assortment.

Guidelines

- All product merchandised on towers should be the same category ex: all jumbos, cleansers, or all gift sets.
- If inventory allows merchandise more than 1 item per shelf to use up the space
- Product/tower should be facing highest traffic area
- Could store gift boxes or extra launch product that is showcased above



400 ml Jumbos

Guidelines

- Fixture is designed to hold Giftboxes and Gift with purchases
- Top acrylic box should display product of Giftboxes for sell
- If not enough inventory, fill bottom shelves with Jumbos

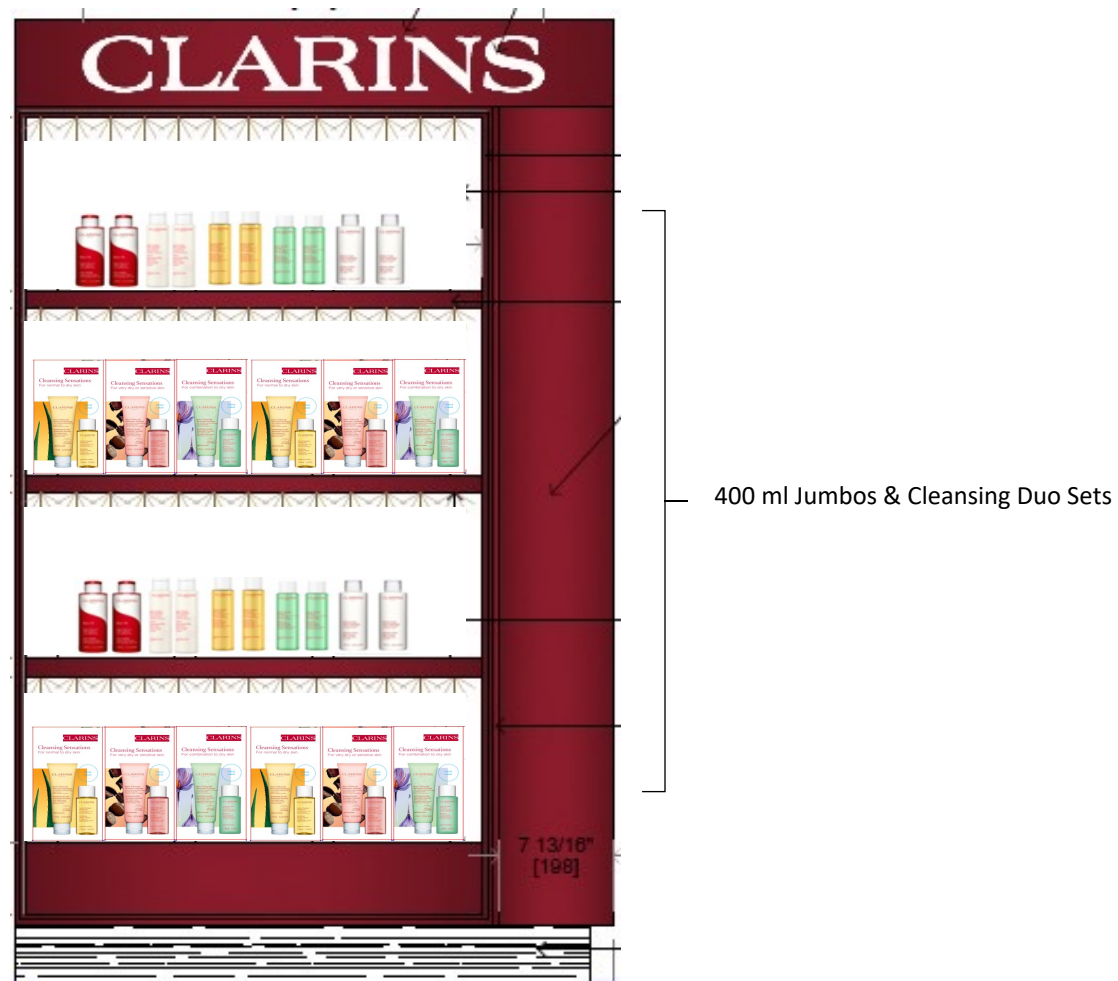


400 ml Jumbos & Cleansing Duo Sets

Guidelines:

- Use to house all product merchandised on towers in the same category ex: Luxury Collection Gift Sets
- Prioritize highest selling franchise on top row
- Turn around 1-2 Boxes set to show what is inside
- Do not stack product
- If space allows, display testers

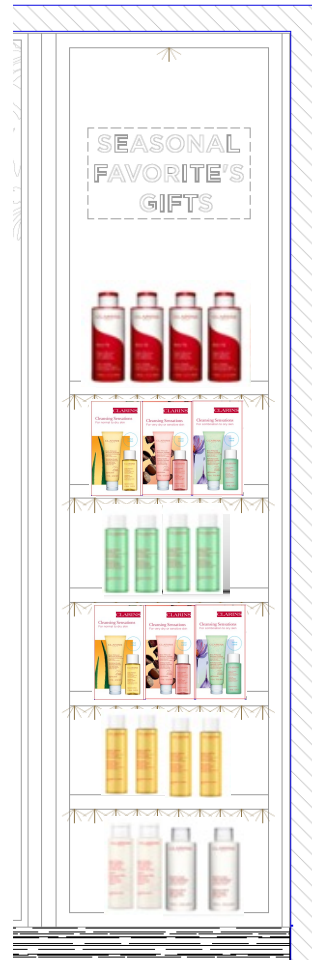
Macy's Aventura Gift Sets Wall



Guidelines:

- Use to house all product merchandised on towers in the same category ex: Trio Collection Gift Sets
- Prioritize highest selling franchise on top row
- Turn around 1-2 Boxes set to show what is inside
- Do not stack product
- If space allows, display testers

**Macy's Santa
Anita
Gifting/Sampling/
Clarins We Care
Bay**



400 ml Jumbos & Cleansing Duo Sets

Guidelines

- Space can be utilized for storytelling or to hold product
- Do not stack product
- If utilizing for product, strive to keep the same category ex: all giftboxes, all cleansers, or all Body

Two Shelf Fixture

Option 1: Product

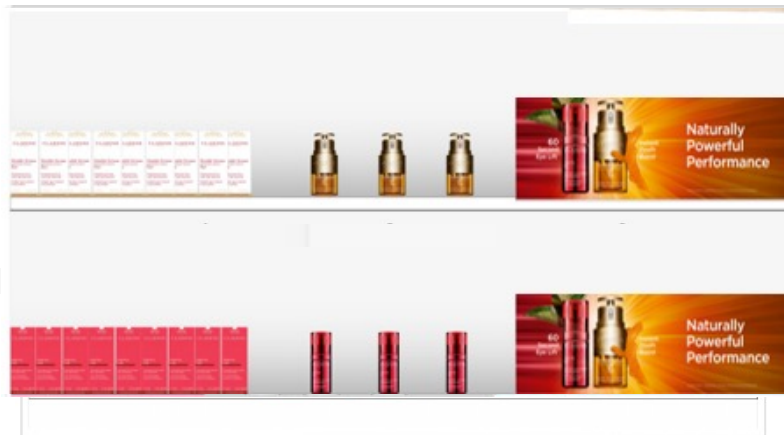
Launch graphics

Option 2: Storytelling

Use to display top sellers or to feature launches

Door List

- Boca
- #466 Ala Moana



Guidelines

- Merchandise niches with Best Sellers
- Utilize propping options if available (Eiffel Tower/Beakers/Small Plants)

Why Clarins

NO CHANGES

Examples:



NYO Visual Merchandising Contact List



Lauren Hickman

Sr. Manager, Open Sell Merchandising
Lauren.Hickman@clarins.com

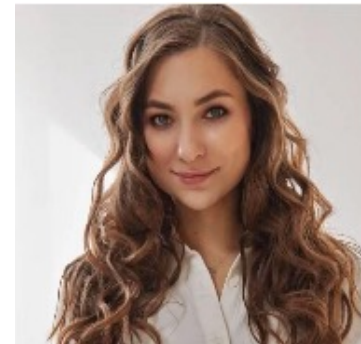
Nordstrom
Ulta
Ulta@Target
Sephora
Sephora@Kohl's
Military
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Department Stores
Maintenance
Guidelines