

Merchandising Book
2023

Macy's Generic Doors

TEL & DS Eye

In Store Date: 12/26/2023



CLARINS

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/ INTRODUCTION

TYPES OF CONFIGURATIONS

SMALL CASELINE



Caseline

- Small- 4 Caselines or less
- Large- 5 Caselines or more
















LARGE CASELINE



/ Top Of Counter Calendar

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

Macy's Generic 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

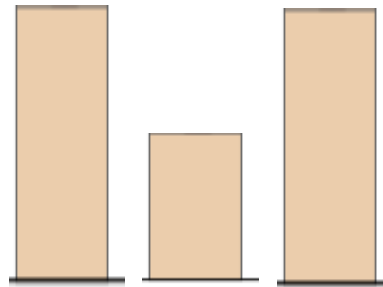
Vitrine sets has the following elements:

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



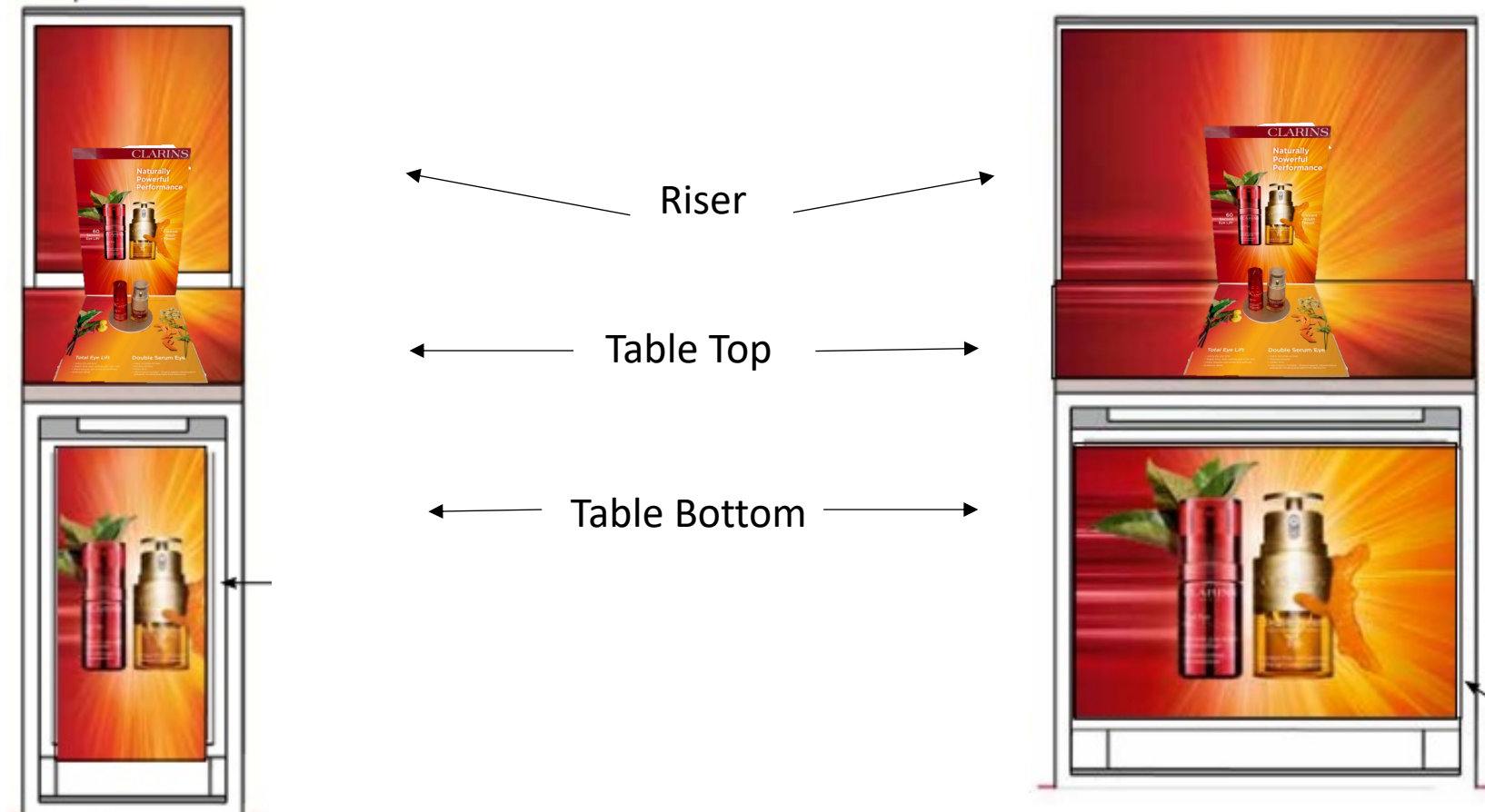
/ Tables

Guidelines

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

Launch Tables

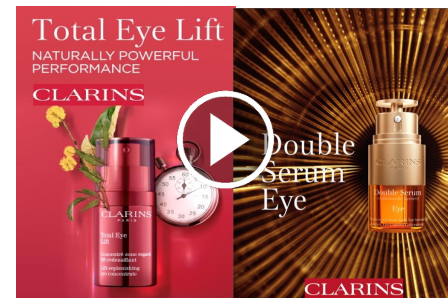
-Large
-Small



Guidelines

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

NEWNESS NICHES



or



Skin Care General
/ Tester Unit
Planogram
Updates

Permanent FACE GTU Guidelines

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

FACE GTU PLANOGRAM

NO CHANGES



NO CHANGES



Plant Cellulose Serum
Blue Orchid Oil
Soybean Oil
Squalane Oil

Blue orchid
Developed for nourishing and soothing properties.

Aromaphytocare – 100% plant extracts



Eye-Firming Neck
Super Retinamide Neck
Eye-Firming Plasma Serum
Super Retinamide Remodelling Serum

Hamamelis Plant-Flux
Minimizes the appearance of age spots.

Firms & replenishes



Teal Eye Serum
Teal Eye Serum
Hydra-Firming Silky Cream
Hydra-Firming Silky Cream
Hydra-Firming Silky Cream

Leaf of life
Creates the skin's natural hydration.

Intensely hydrates | Targeted eye treatments



Strawberry Dark Spot
Strawberry Dark Spot
PLUG
Single Plug
PLUG

Strawberry
A skin therapy rich with antioxidants, brightens skin tones.

Targets dark spots | Boosts radiance & renews



Double Serum Neck
Double Serum Eye
Teal Eye Lift
Double Serum Eye

Carrots
Recognized for its antioxidant and age-prevention properties.

Powerful anti-aging experts: Eye & Serum



Multi-Action Day Cream
Multi-Action Night Cream

Thistle
Soothes, nourishes and anti-inflammatory properties.

Targets fine lines



Eye-Firming Energy
Eye-Firming Day Cream
Eye-Firming Night Cream

Hamamelis Flower
Targets the youth appearance of the skin, nourishing and soothing.

Firms, lifts & fights wrinkles



Super Retinamide Day Cream
Super Retinamide Night Cream
Teal Retinoid

Life Replenish Cream
Optimizes hydration, brightens skin tone, targets dark spots, improves skin elasticity.

Replenishes, illuminates & plumps



Teal Laminar Serum
Teal Laminar Day Cream
Teal Laminar Night Cream

Organic Marine Chondroitin
This hydrating duo provides skin hydration for deep moisture retention.

Nourishes, revitalizes & illuminates

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

NO CHANGES





Gargano Rose
Targets the quadriceps of the skin to provide long-term firmness.

Extra Firming Serum
Extra Firming Day Cream
Extra Firming Night Cream

Firms, lifts & fights wrinkles



Garden of Eatin'
Vitality, reduces the appearance of cellulite.

Body Fit
Maximum Body Body Cream
Skin Body Exfoliator Gel
Shaping Facial Oil

Contours & smooths



Lily of the Valley
Targeted hydration, instantly softens & hydrates skin, targets skin conditioning.

Super Rejuvenator Serum
Super Rejuvenator Day Cream
Super Rejuvenator Night Cream

Replenishes, illuminates & plumps



Apples
A real energy, rich with vitamin C, targets dark spots.

Bouncy Dark Peel
PLUS
Pure Gold Silver Cream
Bright Plus
Blue Orchard Oil

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



Original Hyaluronic
Therapeutic skin activities with humectant to help improve hydration.

Hydra-Luxurist Day Cream
Hydra-Luxurist Night Cream

Nourishes, revitalizes & illuminates



CONDENSED GTU 200-PCS

Double Serum Serum
Double Serum Eye
Double Serum Eye
Treat Eye Oil

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

NO CHANGES



NO CHANGES

BODY GTU 200-PCS



Carnelle seed oil
Helps to help redefine the body's contours.

Body Purser

Super-Transformer Body Balm

Targeted body care



Bamboo Purifier
Refresh & soothe

Exfoliating Body Scrub

Moisture Rich Body Lotion

Body basics



Walnuts
Moisturizing butler helps soothe, comfort and protect dry skin.

Body Deodorant

Hand and Nail Treatment Cream

Deodorant | Hand & nail care




Lime tree
Adds essential oils (clarifying, firming, and improves elasticity).

Body Firming Body Firming Cream

Body Firming

Firming body care



Cassia leaf
Helps reduce the appearance of cellulite.

Body Oil

Cellulite treatment



Santal oil
Scented with lightness, clarity, and grace for your smooth skin.

Body Body Treatment Oil

Clarifier Body Treatment Oil

Body Body Treatment Oil

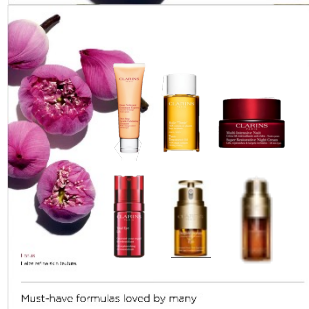
Body oils

Franchise Bar Planogram Updates

- Merchandise Testers as shown below

NO CHANGES

**MACYS
BURLINGTON**



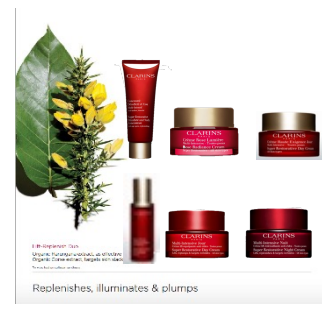
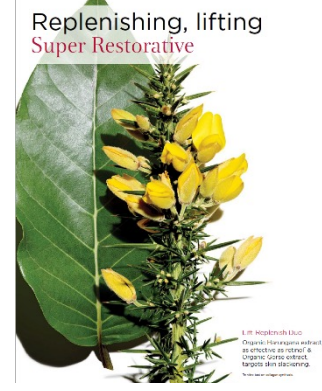
- One Step Gentle Exfoliating Cleanser
- Tonic Body Oil
- Super Restorative Night Cream
- Total Eye Lift
- Double Serum Eye
- Double Serum 30ml



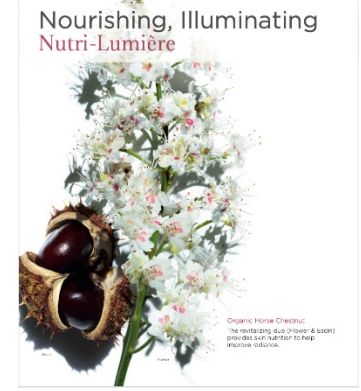
- Double Serum Light 50 ml
- Multi -Active SPF 20
- Multi -Active Gel
- Total Eye Revive
- Multi -Active AST
- Multi -Active Night Cream



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



- 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

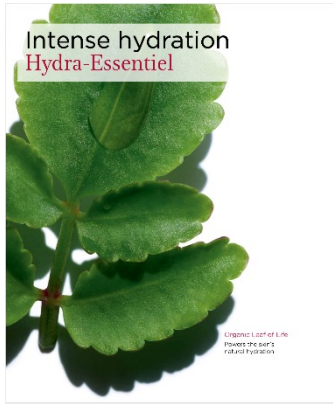


- Nutri Lumiere Revive
- Nutri Lumiere Day Cream
- Nutri Lumiere Night Cream

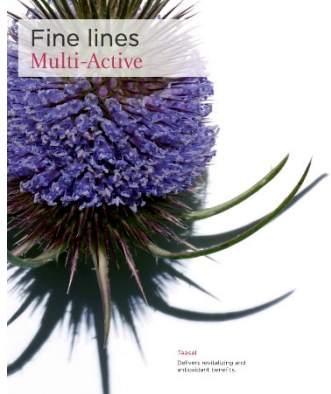
- Merchandise Testers as shown below

NO CHANGES

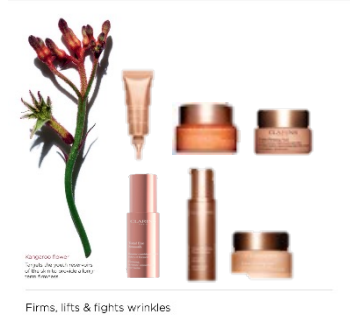
**MACYS
MONTEBELLO**



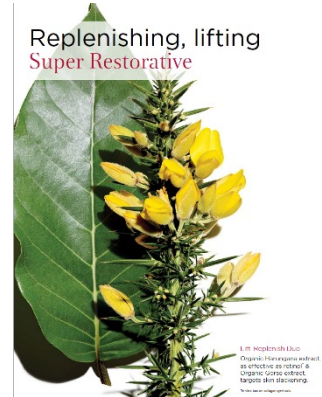
- Hydra Essential Serum
- Total Eye Gel
- Hydra Essential Matte Gel
- Hydra Essential Silky Cream
- Hydra Essential Rich Cream



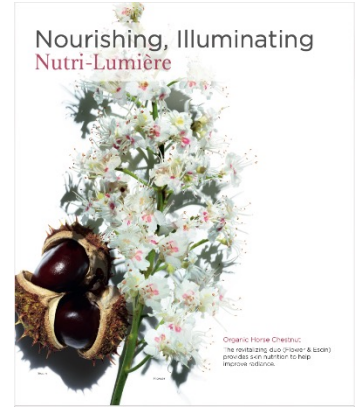
- Total Eye Revive
- Multi-Active AST
- Multi-Active SPF 20
- Multi-Active Night Cream
- Double Serum 30ml
- Multi-Active Gel



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



- 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

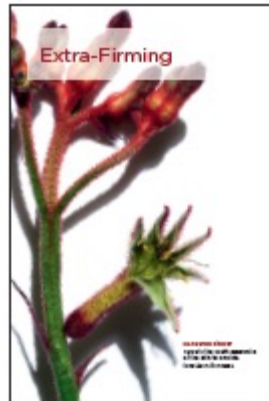
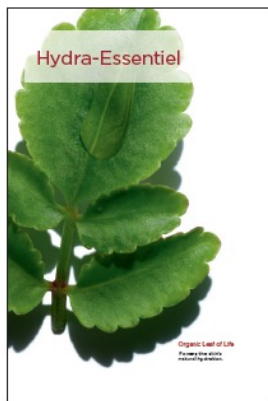


- Double Serum Light 50 ml
- Nutri Lumiere Revive
- Nutri Lumiere Day Cream
- Nutri Lumiere Night Cream

Deluxe Bar (Lit
/ FTD)
Planogram
Updates

- Merchandise Testers on corresponding visuals as seen below

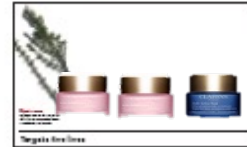
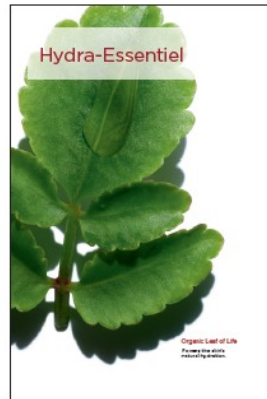
NO CHANGES



- Double Serum Light 50 ml
- Double Serum 30ml
- Double Serum 50 ml
- Double Serum Eye
- Total Eye Lift
- Hydra Essential Serum
- HE Silky Cream
- HE Rich Cream
- Total Eye Gel
- HE Matte Gel
- Multi -Active AST
- Multi -Active SPF 20
- Multi -Active Night Cream
- Total Eye Revive
- Double Serum 30ml
- Multi -Active Gel
- Extra-Firming Energy
- Extra-Firming Night
- Extra Firming Neck & Dec
- Total Eye Smooth
- Extra-Firming Serum
- Extra-Firming Day AST
- Super Restorative Day Cream SPF 20.
- Rose Radiance
- Super Restorative Neck & Dec
- Super Restorative Serum
- Super Restorative Day Cream
- Super Restorative Night Cream
- Nutri Lumiere Revive
- Nutri Lumiere Day Cream
- Nutri Lumiere Night Cream

- Merchandise Testers on corresponding visuals as seen below

NO CHANGES



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

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

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

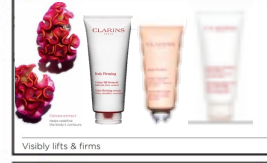
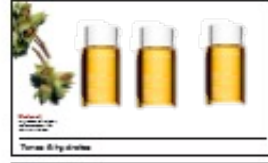
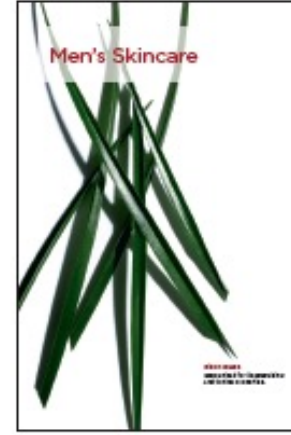
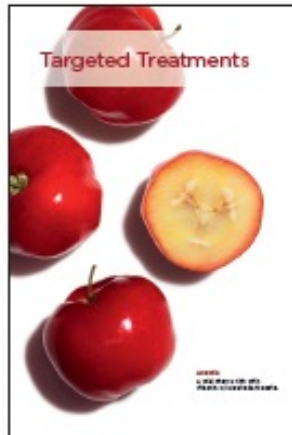
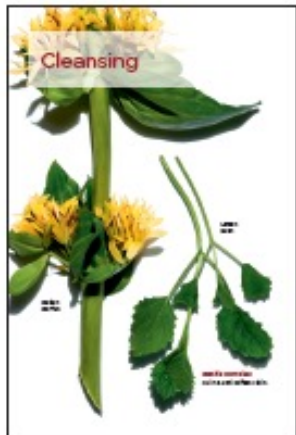
- Extra-Firming Serum
- Total Eye Smooth
- Extra-Firming Energy
- Extra-Firming Day AST
- Extra-Firming Night
- Extra Firming Neck & Dec

- Super Restorative Serum
- Rose Radiance
- Super Restorative Day Cream
- Super Restorative Night Cream
- Super Restorative Neck & Dec
- Super Restorative Day Cream - SPF 20

- Merchandise Testers on corresponding visuals as seen below

**MACYS KINGS
PLAZA (FACING
SECONDARY
AISLE)**

NO CHANGES



- Cleansing Velvet Milk
- Total Cleansing Oil
- Cleansing Micellar Water
- Hydrating Toning Lotion
- Hydrating GFC
- One Step Exfoliator Cleanser

- Beauty Flash Peel
- Beauty Flash Balm
- Cryo-Flash Cream Mask
- Bright Plus Serum

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

- Body Firming Cream
- Body Partner
- Moisture-Rich Body Lotion
- Body Fit
- Super Restorative Anti-Aging Abdomen and Waist Body Cream

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

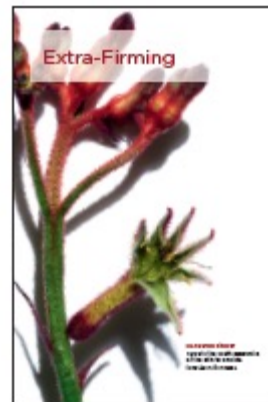
- Merchandise Testers on corresponding visuals as seen below

**MARKET BY
MACYS (5
DOORS)**

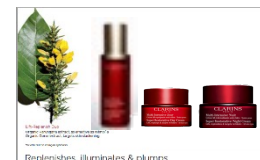
NO CHANGES



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



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



- Super Restorative Day Cream SPF 20
- Rose Radiance
- Super Restorative Neck & Dec
- Super Restorative Serum
- Super Restorative Day Cream
- Super Restorative Night Cream

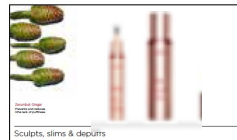
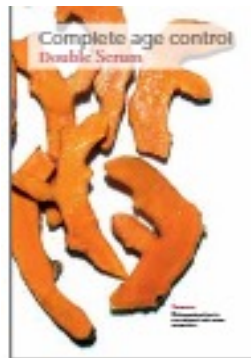


- Nutri Lumiere Revive
- Nutri Lumiere Day Cream
- Nutri Lumiere Night Cream

- Merchandise Testers on corresponding visuals as seen below

NO CHANGES

**MACYS BREA
ASIA FAVORITES
BAR**



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

- V Shape Facial Lift Eye
- V Shape Facial Lift Serum
- Bright Plus Serum
- V Shape Facial Lift Mask

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

Wall / Planogram Updates

Permanent Open Sell Wall Guidelines

- Do not stack product
- When adapting due to inventory sell down: keep Face and Body products separate.
- Top and bottom row can be duplicated to insure visibility and accessibility for those products

Open Sell Wall 3 BAY



Merchandise 400ml Jumbos and Cleansing Duos

Door List

- #554 El Centro
- Florida Mall



Permanent Open Sell Wall Guidelines

- Do not stack product
- When adapting due to inventory sell down: keep Face and Body products separate.
- Sun and Men should always be merchandised last at the least focal spot.

Open Sell Wall 4 BAY



Merchandise 400ml Jumbos and Cleansing Duos

Door List

- #503 Topanga Plaza



Permanent Open Sell Wall Guidelines

- Do not stack product
 - When adapting due to inventory sell down: keep Face and Body products separate.
 - 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 Niche

Door List

- #02 BROOKLYN
- Brea
- Oakbrook



UPDATING: Merchandise 400ml Jumbos

Permanent Open Sell Wall Guidelines

- Do not stack product
- When adapting due to inventory sell down: keep Face and Body products separate.
- 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

- Staten Island
- Plaza Las Americas



UPDATING: Merchandise 400ml Jumbos and Cleansing Duos

Permanent Open Sell Wall Guidelines

- Do not stack product
- When adapting due to inventory sell down: keep Face and Body products separate.

Market by Macys

NO CHANGES



Door List

- Evergreen
- South Point
- South Lake
- Flower Mound
- Presidential

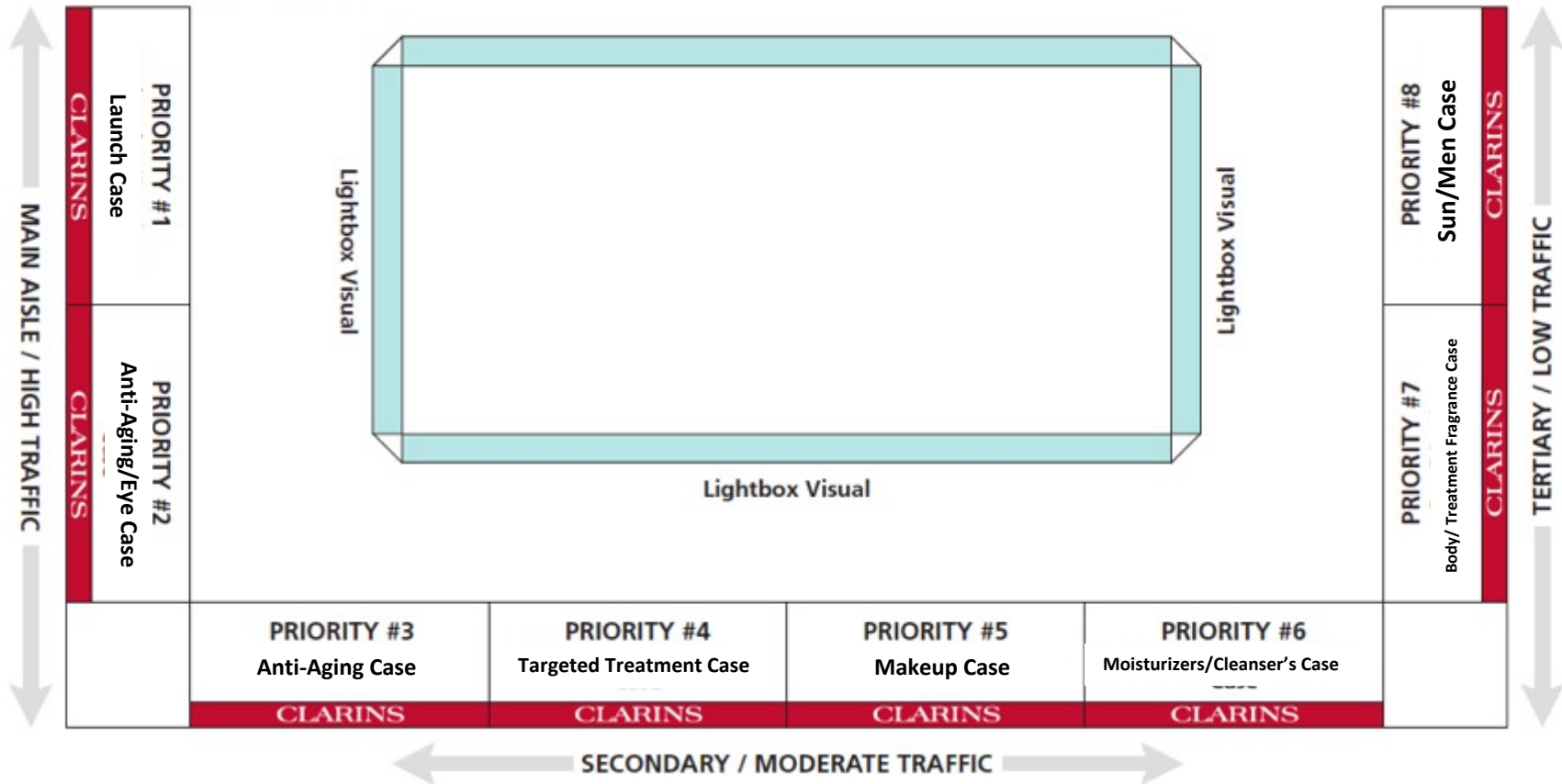
Large Caseline Planogram Updates

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



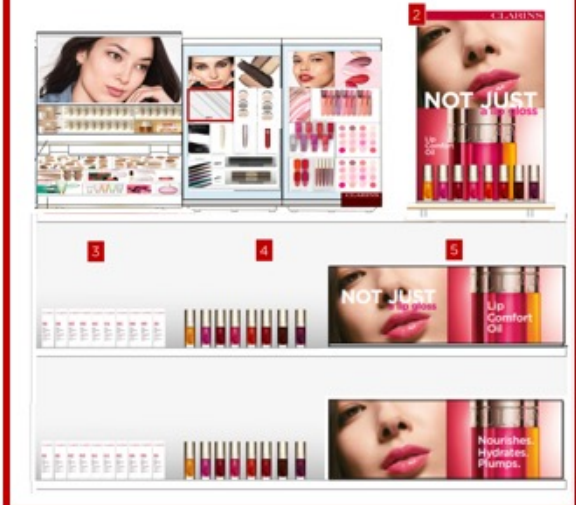
PRIORITY #3 – ANTI-AGING



PRIORITY #4 – TARGETED TREATMENTS



UPDATING PRIORITY #5 – MAKEUP



PRIORITY #6 – MOISTURIZERS /CLEANSERS



LARGE CASELINE DOORS – 2 SHELF

PRIORITY #7 – BODY/TREATMENT FRAGRANCE



CASH DESK



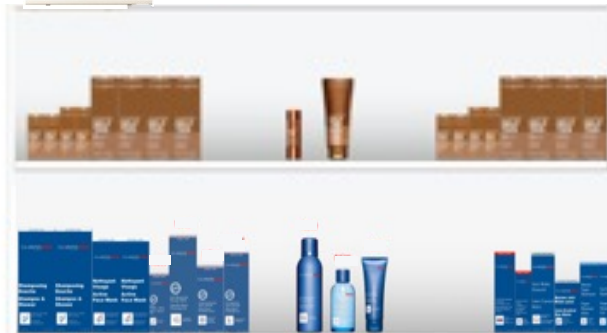
Select Doors



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 Day Wrinkle Control Cream, AST
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 Day Cream
6. Nutri-Lumiere Revive
7. Nutri-Lumiere Night Cream
8. Total Eye Contour
9. Total Eye Revive
10. Total Eye Smooth
11. Total Eye Lift
12. Double Serum Eye

Bottom Row:

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



*For 3 Shelf Caselines: Duplicate top and bottom rows

LARGE #4 PRIORITY – TARGETED TREATMENTS

Select Doors ONLY

NO CHANGES

Top Of Counter:

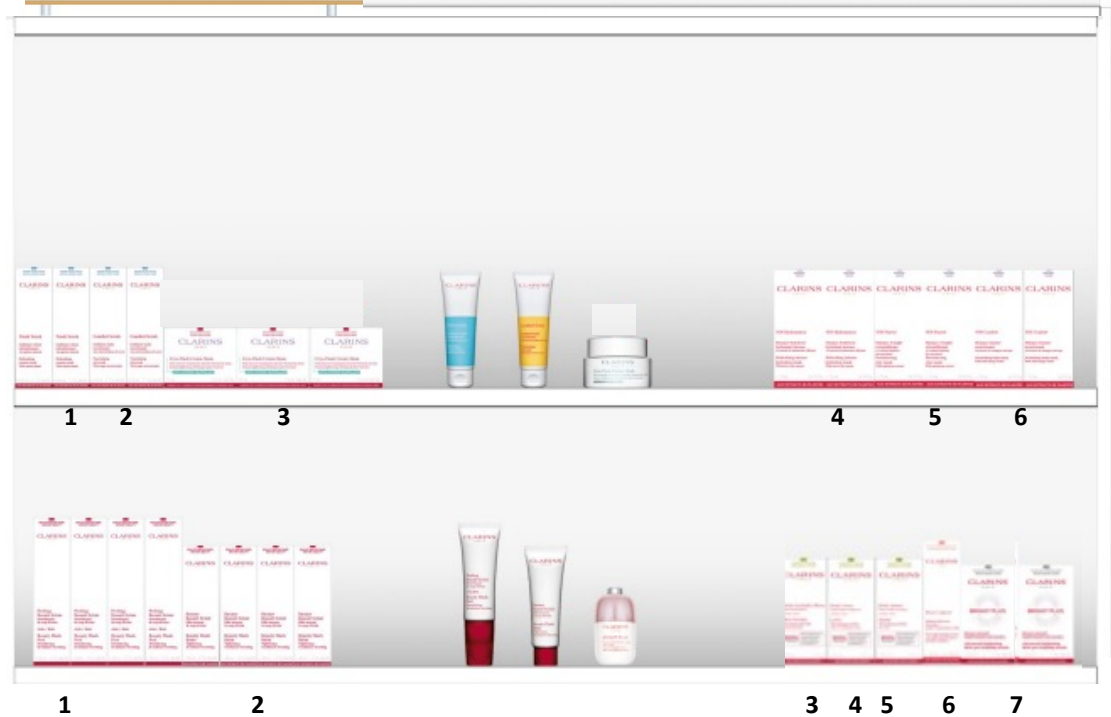
- Asia VIP Unit Update (Select Doors ONLY)

***Top Row:**

1. Fresh Scrub
2. Comfort Scrub
3. Cryo-Flash Mask
4. SOS Mask, Hydra
5. SOS Mask, Pure
6. SOS Mask, Comfort

Bottom Row:

1. Beauty Flash Peel
2. Beauty Flash Balm
3. Face Treatment Oil, Blue Orchid, DHY
4. Face Treatment Oil, Lotus, O/C
5. Face Treatment Oil, Santal, D/S
6. Pore Control Serum
7. Bright Plus Serum

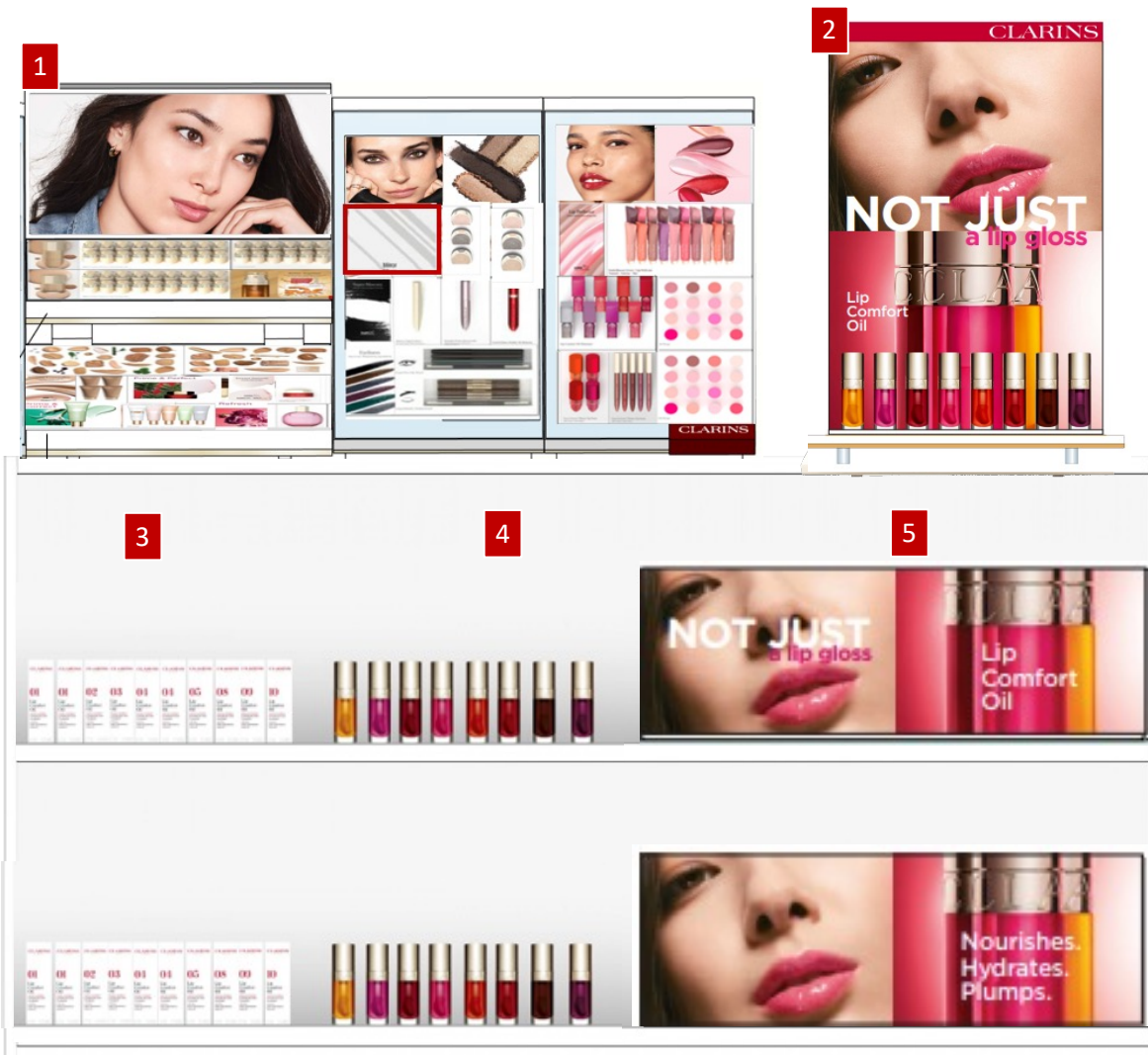


*For 3 Shelf Caselines: Duplicate top and bottom rows

**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:

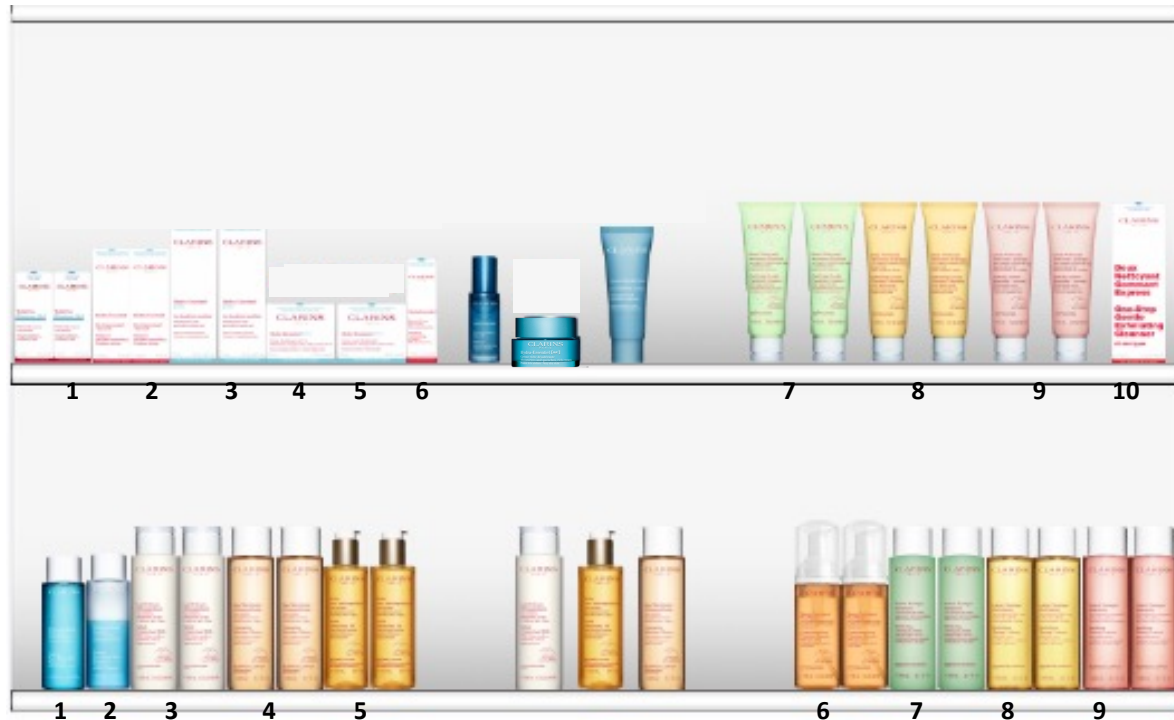
Top Row:

1. Total Eye Contour Gel
2. Hydra-Essentiel Bi-phase Serum
3. Hydra-Essentiel Matte Gel
4. Hydra-Essentiel Silky Cream
5. Hydra-Essentiel Rich Cream
6. Hydra-Essentiel 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. Moisture-Rich Body Lotion
3. Body Treatment Oil, Relax
4. Hand and Nail Treatment Cream
5. Super Restorative Hand Cream
6. Eau Dynamisante Treatment Fragrance
7. Eau Dynamisante Deodorant
8. Eau des Jardins Treatment Fragrance
9. 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

Select Doors ONLY



*For 3 Shelf Caselines: Duplicate top and bottom rows

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

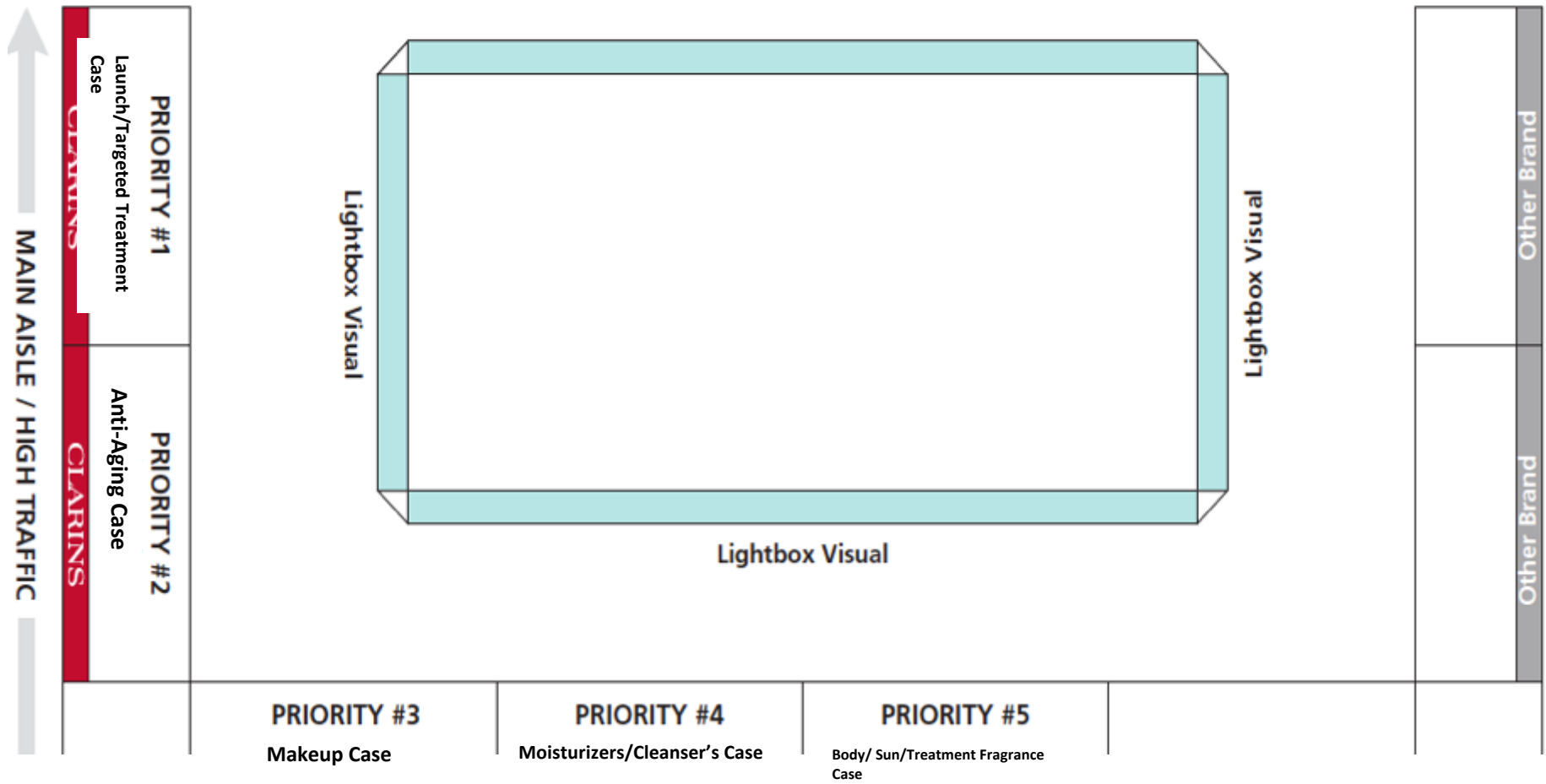
Small / Caseline Planogram Updates

SMALL 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.

SMALL DOOR EXAMPLE



SMALL CASELINE DOORS – 2 SHELF

PRIORITY #1 LAUNCH/ TARGETED TREATMENTS



PRIORITY #2 – ANTI-AGING



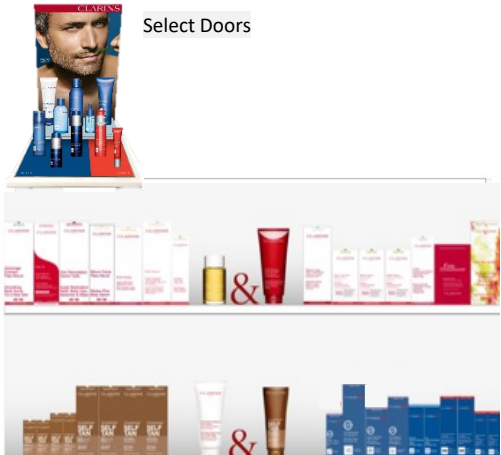
PRIORITY #3 – MAKEUP



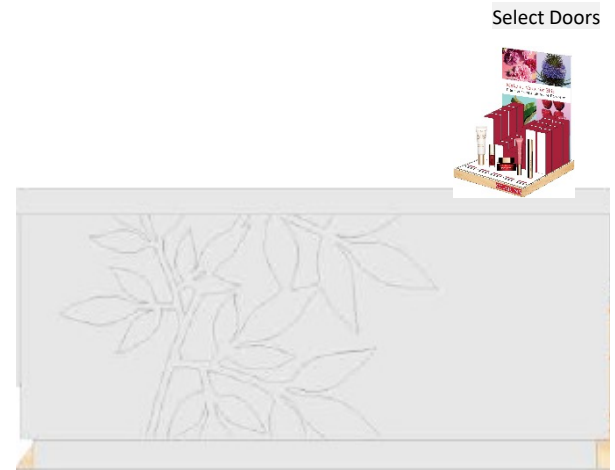
PRIORITY #4 MOISTURIZERS /CLEANSERS



PRIORITY #5 BODY/SUN/TREATMENT FRAGRANCE



CASH DESK



SMALL #1 PRIORITY – LAUNCH CASELINE

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



*For 3 Shelf Caselines: Utilize both In Cases

SMALL #2 PRIORITY – ANTI-AGING/EYE

Top of Counter:

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

In Case:

*Top Row:

1. Double Serum Eye
2. Double Serum Light, 50ml
3. Double Serum, 30ml
4. Double Serum, 50ml
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 Day Cream, AST
11. Super Restorative Rose Radiance Cream
12. Super Restorative Night Cream, AST
13. Super Restorative Décolleté and Neck Concentrate

Bottom Row:

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

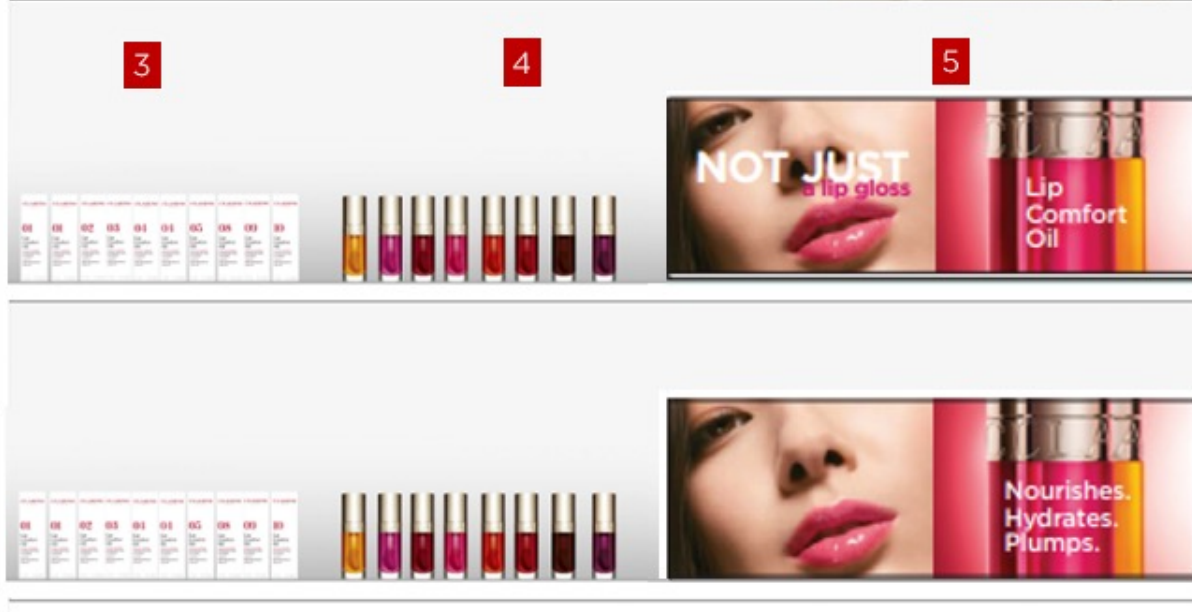
NO CHANGES



*For 3 Shelf Caselines: Duplicate top and bottom rows- see page 36

*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

Top of Counter:

- Condensed GTU

Top of Counter:

In Case:

Top Row:

1. Total Eye Contour Gel
2. Hydra-Essentiel Bi-phase Serum
3. Hydra-Essentiel Matte Gel
4. Hydra-Essentiel Silky Cream
5. Hydra-Essentiel Rich Cream
6. Hydra-Essentiel 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



SMALL #5 BODY/SUN/TREATMENT FRAGRANCE/MEN

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

1. Re-Plus Body Serum
2. Body Firming Extra Firming Cream
3. Body Partner
4. Moisture-Rich Body Lotion
5. Body Treatment Oil, Contour
6. Body Treatment Oil, Tonic
7. Body Treatment Oil, Relax
8. Hand and Nail Treatment Cream
9. Eau Dynamisante Treatment Fragrance
10. Eau des Jardins Smoothing Body Cream

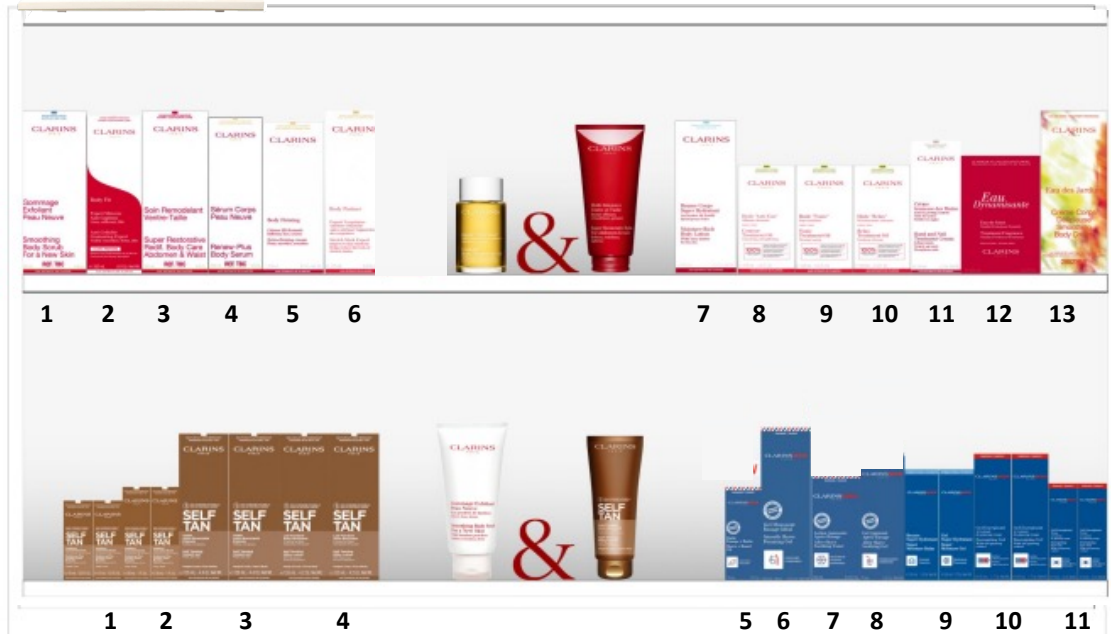
*Bottom Row:

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



NO CHANGES



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

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.



400 ml Jumbos & Cleansing Duo Sets

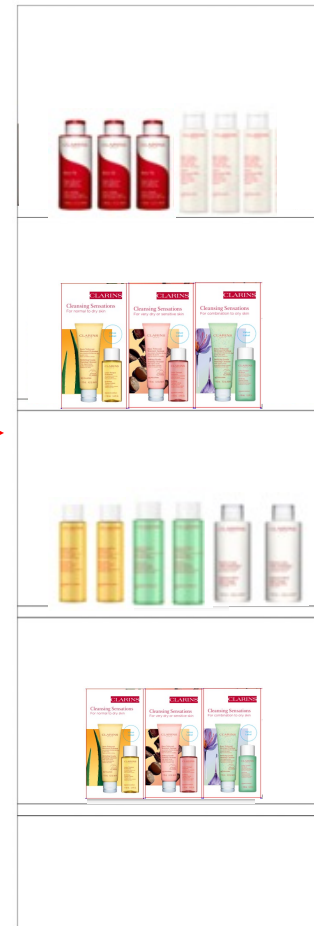
*Gift Set assortment may vary by Season. Display current assortment.

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.

NYO Visual Merchandising Contact List



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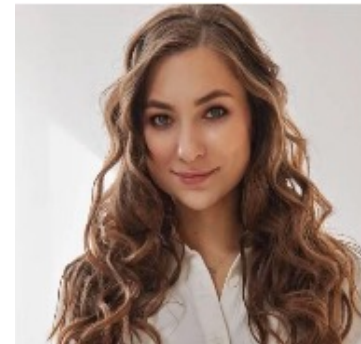
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