



Merchandising Book
2023

Bloomingdale's
Cryo-Flash Mask

In Store Date: 8/6/2023

CLARINS

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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.

Bloomingdale's Doors

Counter Focus

July
Double Serum Light Cont'd

August (8/6 Live Date)
Cryo-Flash Mask

September
Cryo-Flash Mask Cont'd
Precious (Select Stores)

Skincare FTD

Double Serum
Light



Makeup FTD

Lip Comfort Oil
Refresh
Limited Edition



Permanent Glorifier

Double Serum
(All doors)



Large FTD

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



Men's FTD

Men's Shave
Barbers Secrets



Skincare Incase

Double Serum
Light



Makeup Incase

Lip Oil Comfort
Refresh



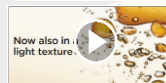
Lightbox

Double Serum Light
(All Doors)



Video

Double Serum
Light (Installation
Doors Only)





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**

Cryo-Flash Mask
IN-STORE DISPLAYS
Live 8/6/2023

LAUNCH FOCUS DISPLAY

Live 8/6

FTD



In Cases



Lightboxes



Video



Skin Care General / Tester Unit Planogram Updates

Permanent FACE GTU Guidelines

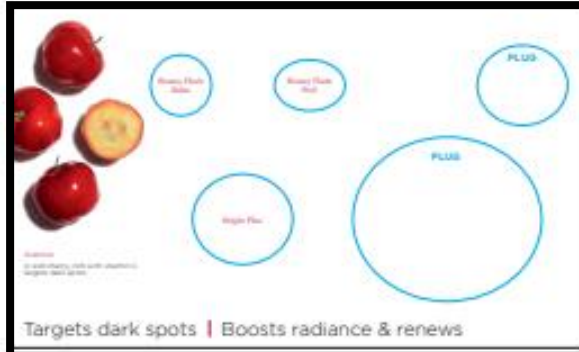
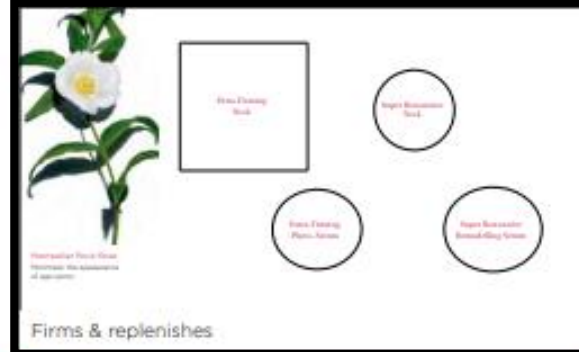
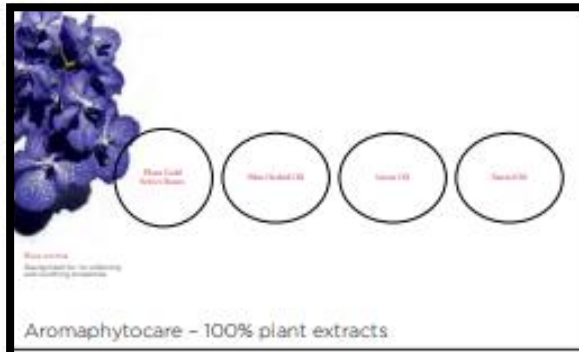
- Reference instruction sheet on next slide for updated template
- Place updated template in location indicated
- Merchandise Testers as named on visual template

FACE GTU PLANOGRAM



- Remove Pure Scrub
- Add Cryo-Flash Mask
- Switch insert with SOS Masks

NO CHANGES



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



- Remove discontinued Extra Firming Mask
- Replaced with Cryo-Flash Mask

NO CHANGES



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



- Remove Body-Smoothing Moisture Milk

NO CHANGES

Body GTU 200-PCS



Camellia seed oil
Gentle exfoliation
Gentle to help soothe the
dry skin.

Body Exfoliant

Super-Revitalizer
Body Balm

Targeted body care



Camellia seed oil
Revitalizes & soothes

Refreshing
Body Tonic

Deodorant Body
Lotion

Body basics



Onion
Soothing lotion helps soothe,
comfort and protect dry skin

Roll-on
Deodorant

Hand and Nail
Treatment Cream

Deodorant | Hand & nail care



Camellia seed oil
Helps soothe skin, soothes dry skin,
and improves elasticity

Skin Firming
Body Firming Cream

Face Firming

Firming body care



Camellia seed oil
Helps soothe skin,
improves elasticity

Body Oil

Body oils



Camellia seed oil
Helps soothe skin,
improves elasticity

Skin Body
Treatment Oil

Camellia Body
Treatment Oil

Body Body
Treatment Oil

Body oils

/Wall Planograms

Permanent Open Sell Wall 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
- Top and bottom row can be duplicated to insure visibility and accessibility for those products

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

Open Sell Wall 2 BAY

Door List

- #31 Stanford



Permanent Open Sell Wall 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
- Top and bottom row can be duplicated to insure visibility and accessibility for those products

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

Open Sell 3 Bay Wall

Door List

- #04 Huntington
- #27 Roosevelt FD
- #60 Glendale
- #61 San Diego
- #12 White Plains
- #30 port Beach



Permanent Open Sell Wall Guidelines

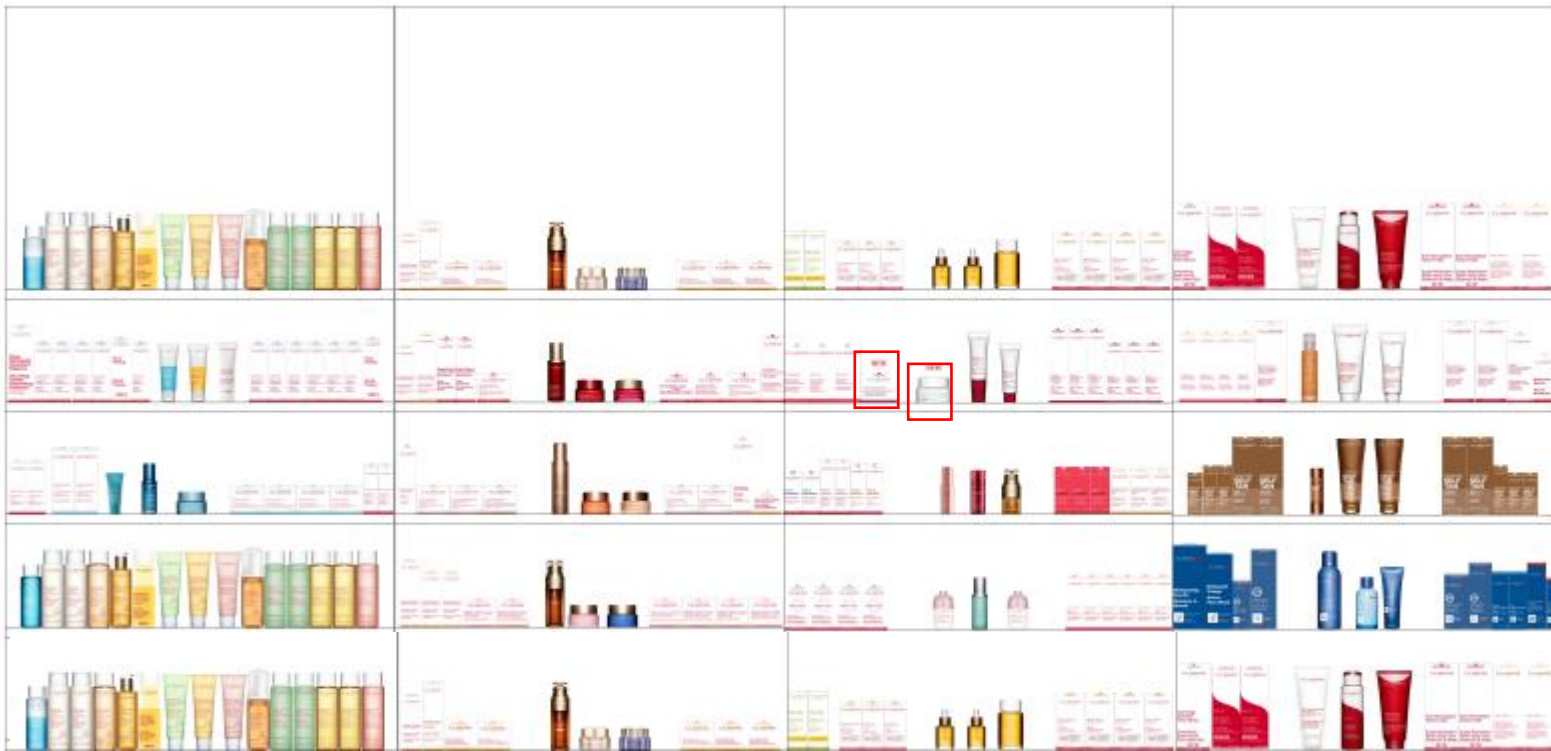
- Do not stack product
- When adapting due to inventory sell down: keep Face and Body products separate.
- Keep usage in mind when ordering product. Ex: day creams goes before night creams
- Sun and Men should always be merchandised last at the least focal spot.

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

Open Sell 4 Bay Wall

Door List

- #11 CH 1& 2
- #24 Bridgewater
- #29 Sherman Oaks



Permanent Open Sell Wall 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 5 Bay Walls

Door List

- #06 Short Hills



Permanent Open Sell Wall 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 Bay Walls

Door List

- #08 N. Michigan
- #34 Chevy Chase



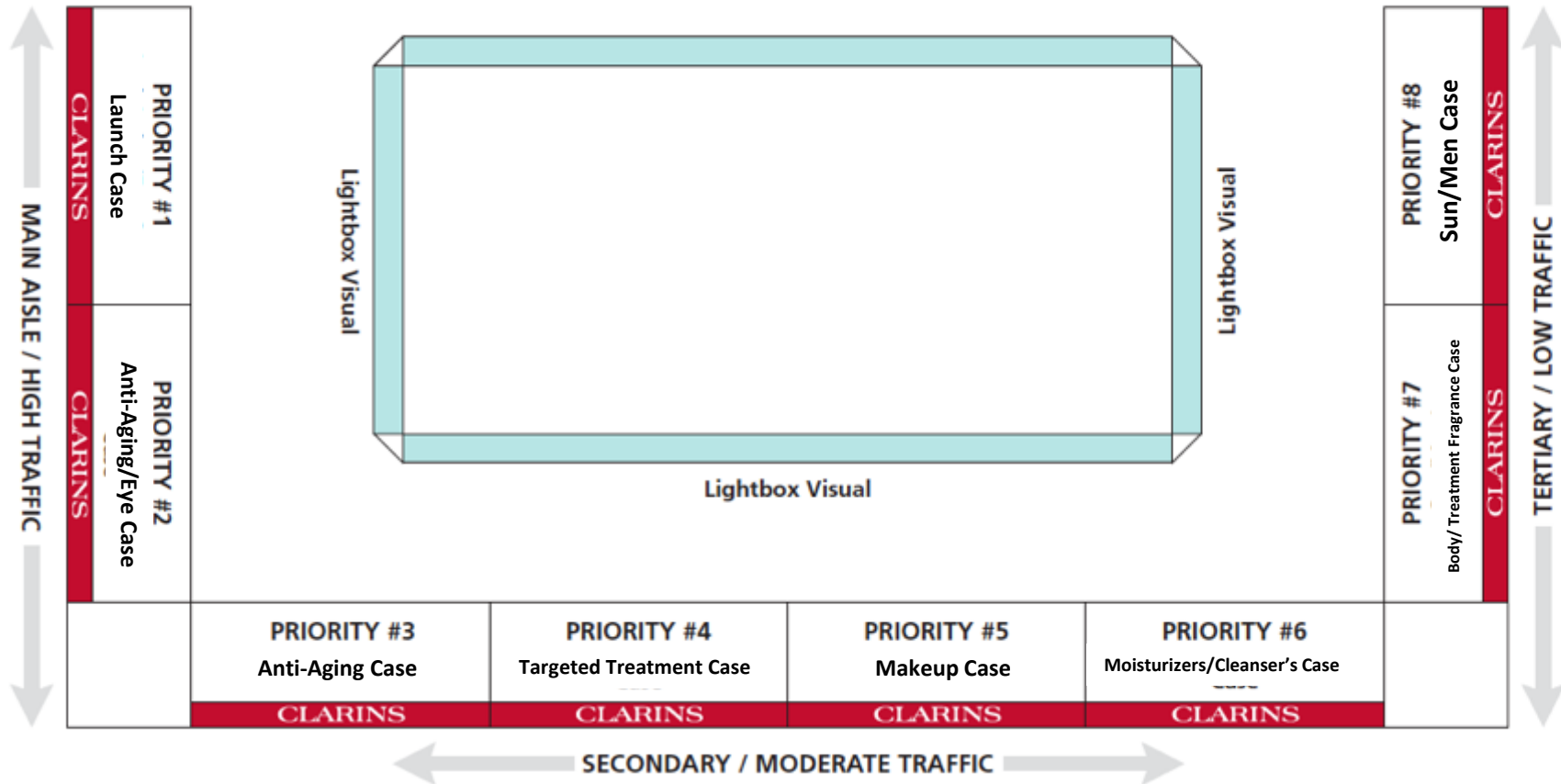
Large / Caseline Planogram Updates

LARGE CASELINE DOORS

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

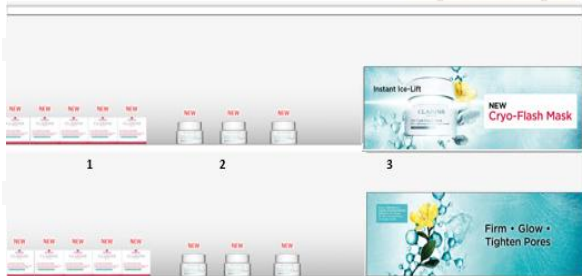
1. Analyze your traffic flow, determine Main, Secondary & Tertiary traffic flow patterns.
2. Prioritize your cases. Start with Priority #1 in the Main Traffic aisle.
3. Merchandise counter according to your planogram and the guidelines provided.

LARGE DOOR EXAMPLE



LARGE CASELINE DOORS - 2 SHELF

PRIORITY #1 – LAUNCH



PRIORITY #2 ANTI-AGING



PRIORITY #3 – ANTI-AGING



PRIORITY #4 – TARGETED TREATMENTS



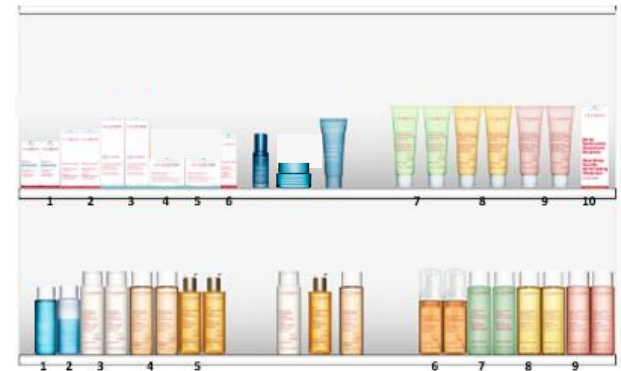
Select Doors



PRIORITY #5 – MAKEUP

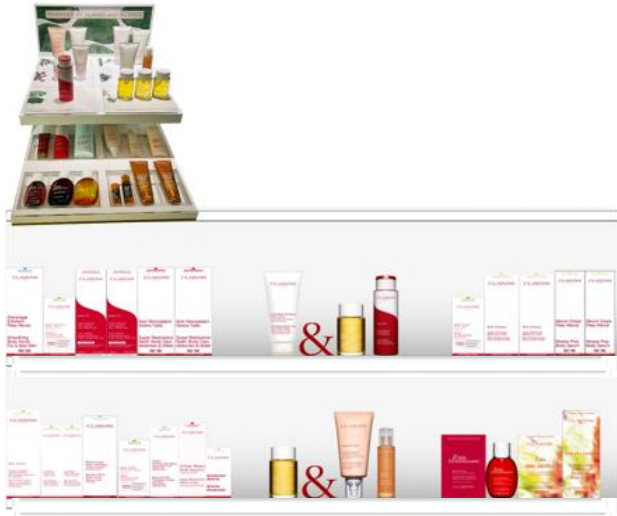


PRIORITY #6 – MOISTURIZERS /CLEANSERS



LARGE CASELINE DOORS – 2 SHELF

PRIORITY #7 – BODY/TREATMENT FRAGRANCE



CASH DESK

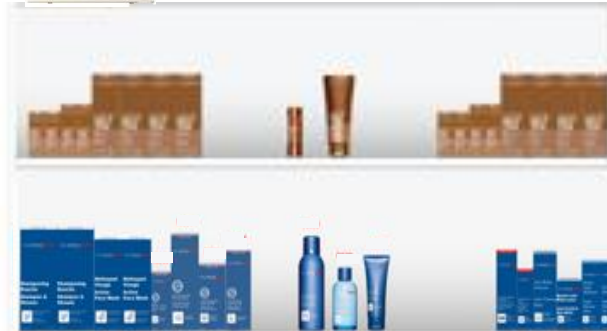
Select Doors



PRIORITY #8 SUN/MEN



Select Doors



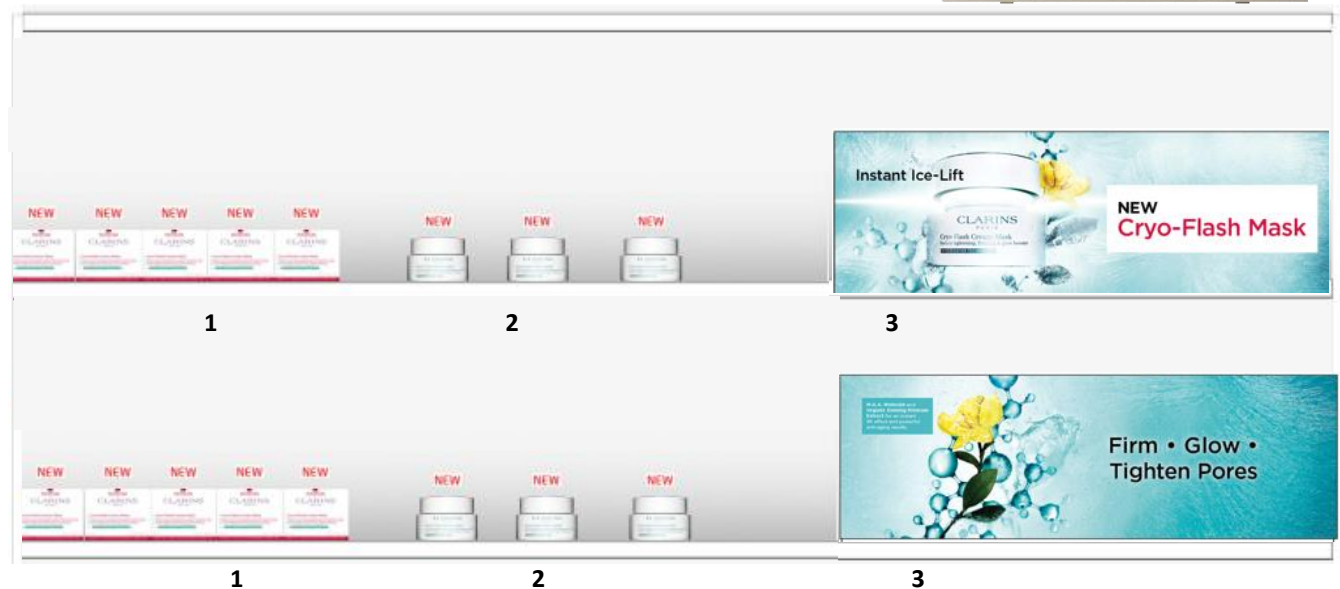
LARGE #1 PRIORITY – LAUNCH 2 shelf caseline

Top of Counter:

NEW Cryo-Flash Mask FTD

*Top & Bottom Row:

1. NEW Cryo-Flash Mask
2. NEW Cryo-Flash Mask Testers
3. NEW Cryo-Flash Mask 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

LARGE #3 PRIORITY – ANTI-AGING

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

Top Of Counter:

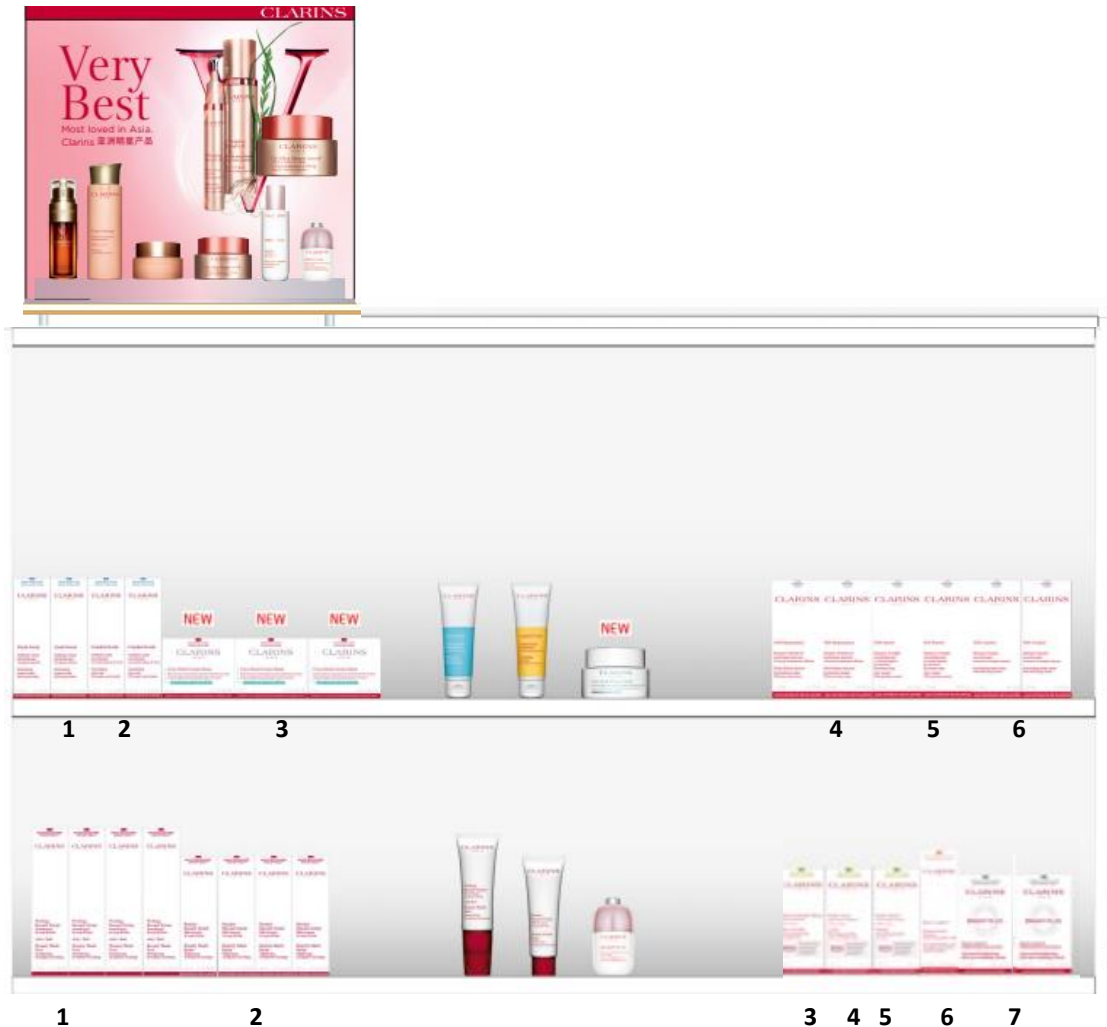
- Asia VIP Unit Update (Select Doors ONLY)

*Top Row:

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

Bottom Row:

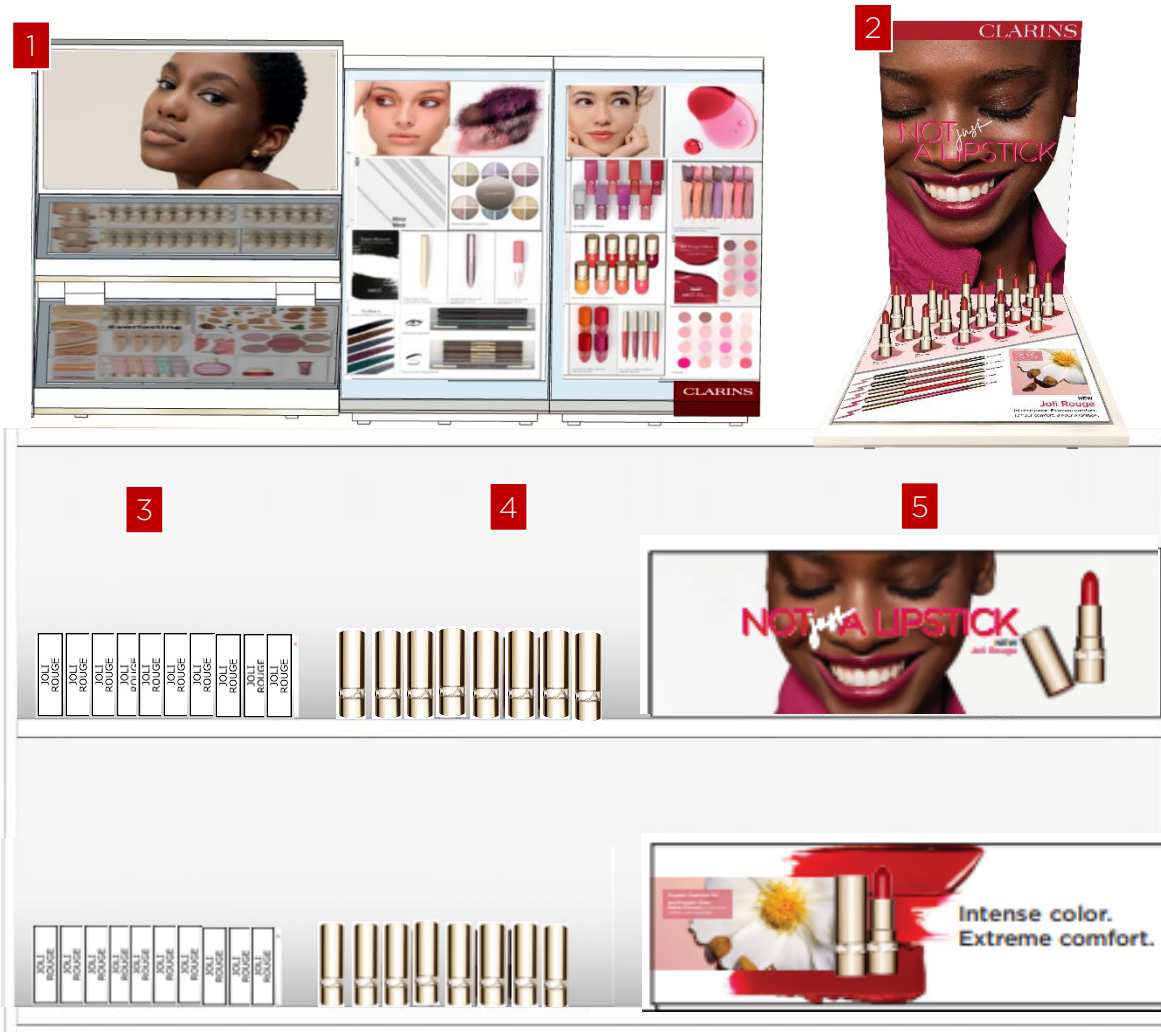
1. Beauty Flash Peel
2. Beauty Flash Balm
3. Face Treatment Oil, Blue Orchid, DHY
4. Face Treatment Oil, Lotus, O/C
5. Face Treatment Oil, Santal, D/S
6. Pore Control Serum
7. Bright Plus Serum



*For 3 Shelf Caselines: Duplicate top and bottom rows

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

LARGE #5 PRIORITY – MAKE-UP CASELINE



- 1 Makeup GTU
- 2 Joli Rouge FTD
- 3 Joli Rouge Retail Product
- 4 Joli Rouge Testers
- 5 Joli Rouge 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 Intensive 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

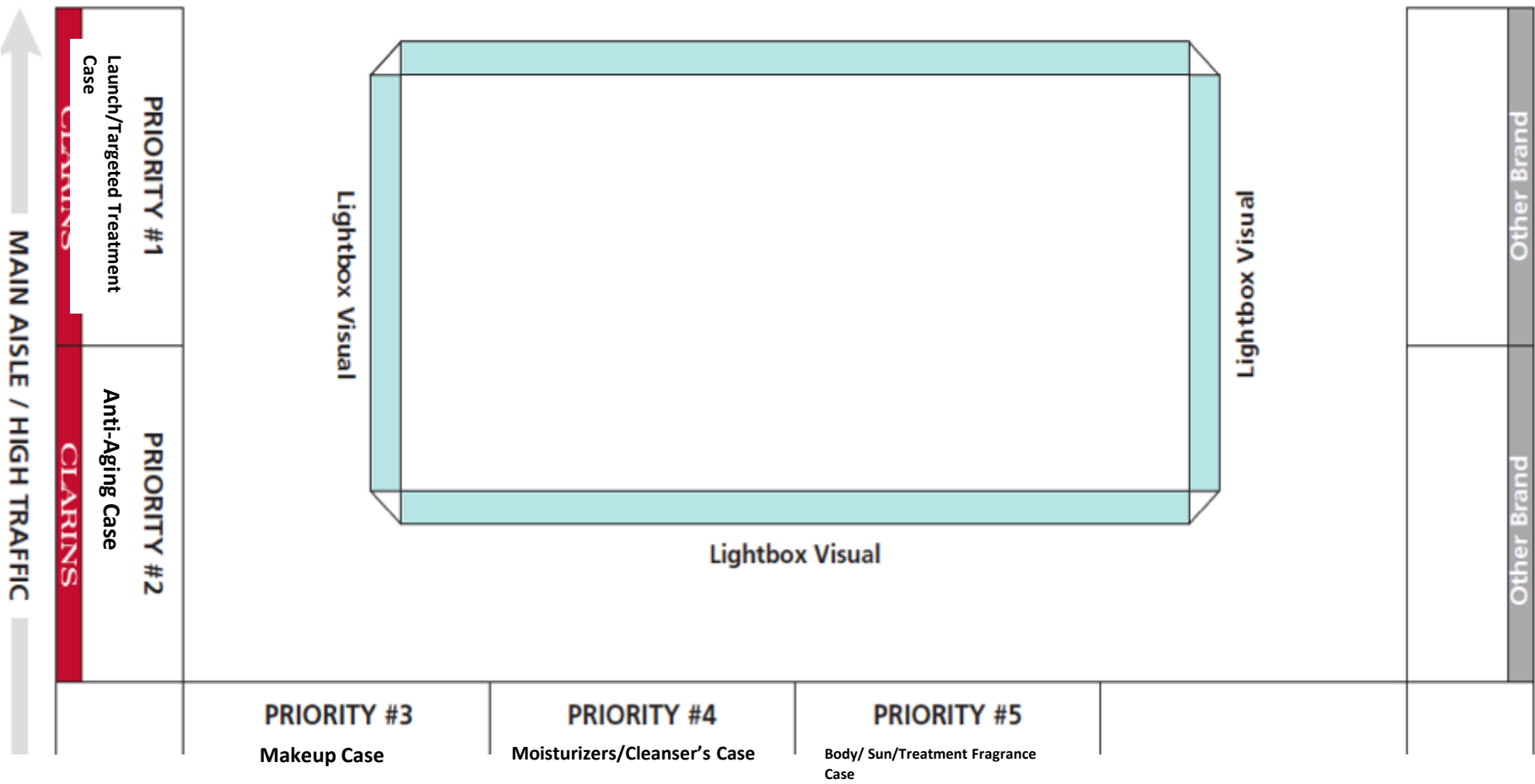
**New York stores are no longer carry Active Face Wash

Small / Caseline Planogram Updates

- 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.

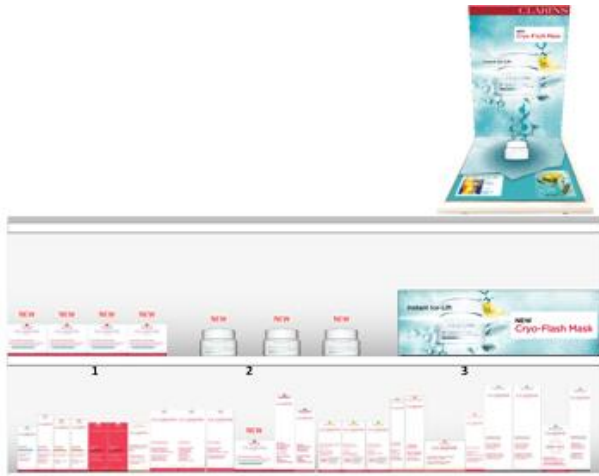
SMALL CASELINE DOORS

SMALL DOOR EXAMPLE



SMALL CASELINE DOORS – 2 SHELF

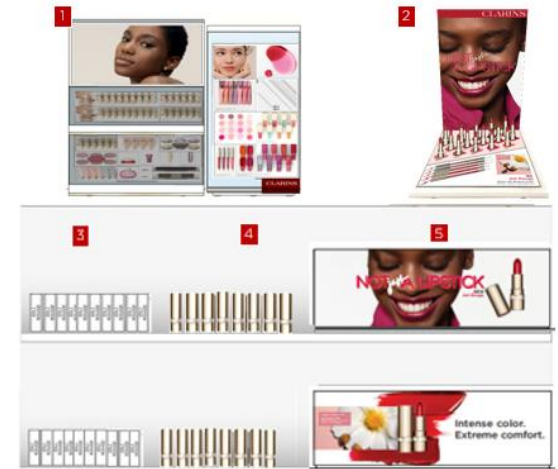
PRIORITY #1 LAUNCH/ TARGETED TREATMENTS



PRIORITY #2 – ANTI-AGING



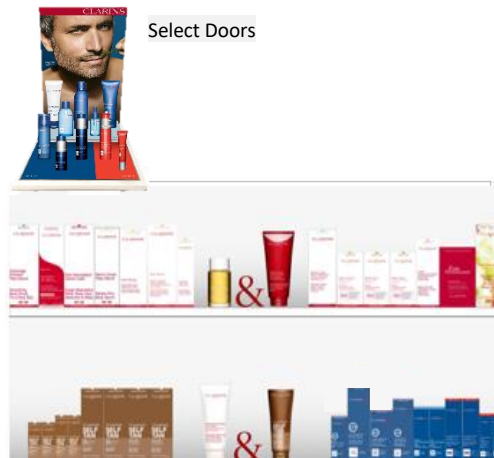
PRIORITY #3 – MAKEUP



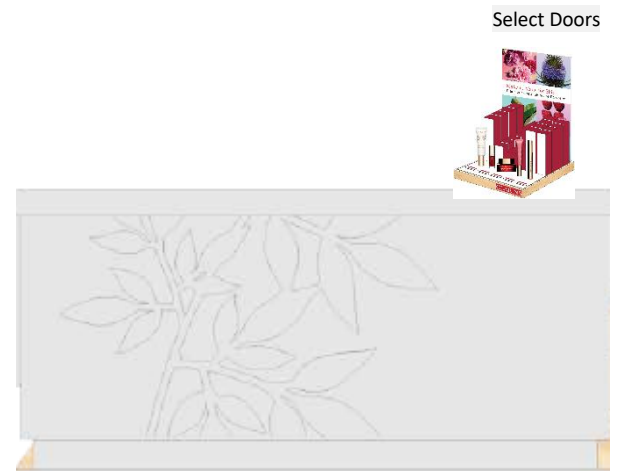
PRIORITY #4 MOISTURIZERS /CLEANSERS



PRIORITY #5 BODY/SUN/TREATMENT FRAGRANCE



CASH DESK

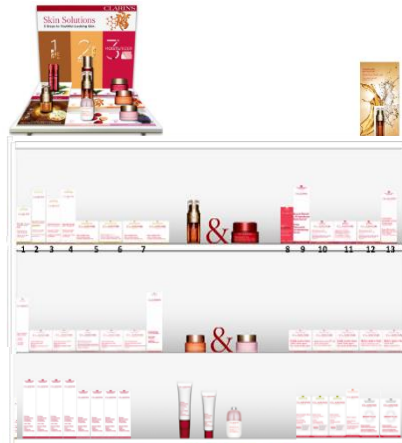


SMALL CASELINE DOORS – 3 SHELF

PRIORITY #1 LAUNCH/ TARGETED TREATMENTS



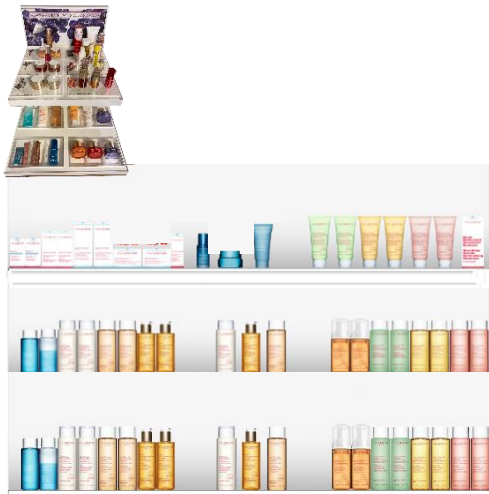
PRIORITY #2 – ANTI-AGING



PRIORITY #3 – MAKEUP

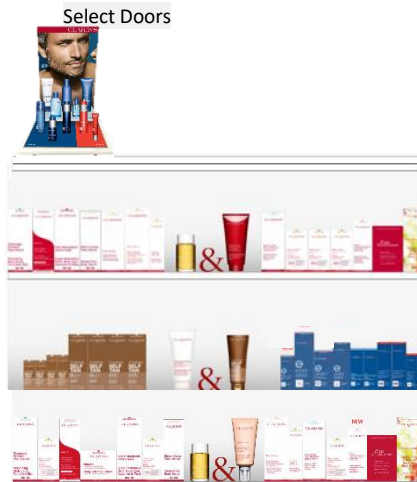


PRIORITY #4 MOISTURIZERS /CLEANSERS

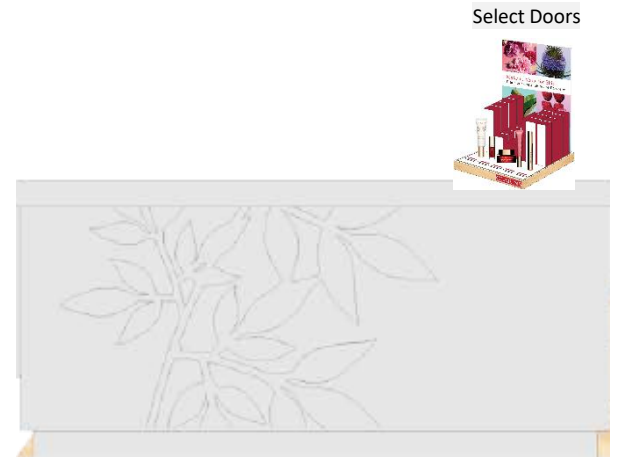


CLARINS

PRIORITY #5 BODY/SUN/TREATMENT FRAGRANCE



CASH DESK



SMALL #1 PRIORITY – LAUNCH CASELINE

Top of Counter:

- NEW Cryo-Flash Mask FTD

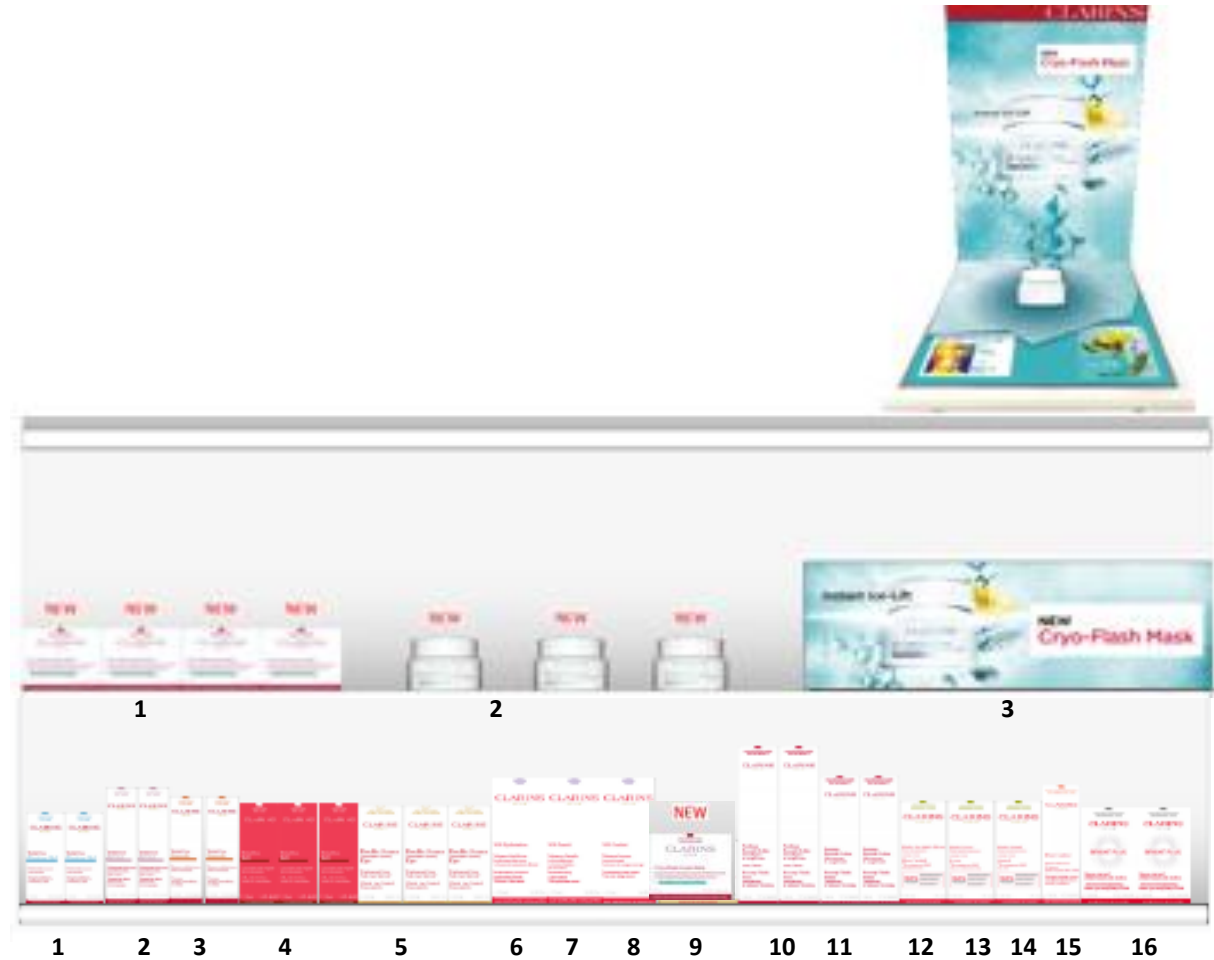
In Case:

Top Row

1. NEW Cryo-Flash Mask
2. NEW Cryo-Flash Mask Testers
3. NEW Cryo-Flash Mask 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. **NEW 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. Pore Control Serum
16. Bright Plus Serum



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

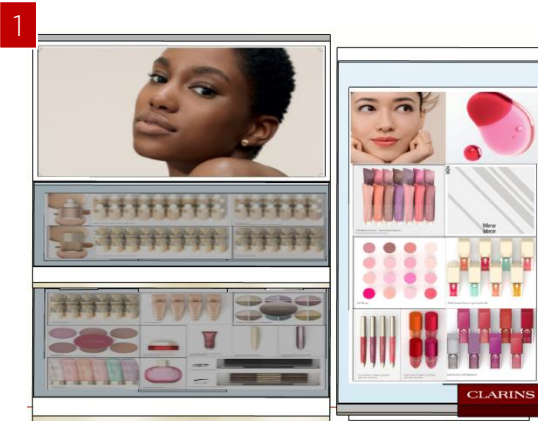
SMALL #2 PRIORITY – ANTI-AGING/EYE

NO CHANGES



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

SMALL #3 PRIORITY– MAKE-UP CASELINE



- 1 Makeup GTU
- 2 Joli Rouge FTD
- 3 Joli Rouge Retail Product
- 4 Joli Rouge Testers
- 5 Joli Rouge 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 Intensive 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-LESS/TREATMENT FRAGRANCE/MEN

NO CHANGES

Top Of Counter

- Men FTD

In Case:

Top Row:

- Exfoliating Body Scrub for Smooth Skin
- Body Fit Anti-Cellulite Contouring Expert
- Super Restorative Anti-Aging Abdomen and Waist Body Cream
- Re-Plus Body Serum
- Body Firming Extra Firming Cream
- Body Partner
- Moisture-Rich Body Lotion
- Plant Gold Oil Emulsion
- Body Treatment Oil, Contour
- Body Treatment Oil, Tonic
- Body Treatment Oil, Relax
- Eau Dynamisante Treatment Fragrance
- Eau des Jardins Smoothing Body Cream

*Bottom Row:

- Golden Glow Booster for Face
- Golden Glow Booster for Body
- Self Tanning Instant Gel
- Self Tanning Milky Lotion
- Shave + Beard Oil
- Smooth Shave Foaming Gel
- After Shave Soothing Toner
- After Shave Soothing Gel
- Clarins Men Energizing Gel
- Clarins Men Super Moisture Gel
- Clarins Men Energizing Eye Gel

Select Doors ONLY



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

/ Tower Planograms

Small Tower 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.



NEW Cryo-Flash Mask, Double Serum 50ml, Hydra-Essential Silky Cream

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

Large Tower 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



NEW Cryo-Flash Mask, Double Serum 50ml,
Hydra-Essential Silky Cream

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

Large Tower 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

NEW Cryo-Flash Mask, Double Serum 50ml, Hydra-Essential Silky Cream



NYO Visual Merchandising Contact List



Lauren Hickman

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Nordstrom
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Ulta@Target
Sephora
Sephora@Kohl's
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Factory Stores



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Department Store Launch Focus
Field Liaison
Maintenance
Skincare Guidelines