



Merchandising Book
2023

Macy's Generic Doors

Cryo-Flash Mask

In Store Date: 8/6/2023

CLARINS

Section	Page Number
Introduction	3
Top of Counter Calendar	6
Permanent Top of Counter Displays	8
Focus In-store Displays	10
All Planogram Updates	24-70
Vitrines & Cabinets	71
Contact List	76

/ INTRODUCTION

HOW TO UTILIZE GUIDELINE

1. Determine your Configuration Type using the overview on page 5
2. Review Top of Counter Calendar on page 7
3. Review permanent and seasonal In-Store Displays (pages 9-22)
4. For Large Configurations, review pages 23-36 and ensure your case line flow and top of counter displays follow provided direction.
5. For Small Configurations, review pages 37-45 and ensure your case line flow and top of counter displays follow provided direction.
6. Submit photos on Yoobic's Seasonal Mission once set
7. Reorder any missing components through the Merchandise Collateral Request Form on TEAMS

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

July
Double Serum Light Cont'd

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

September
Cryo-Flash Mask Cont'd

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



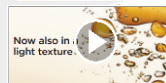
Lightbox

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



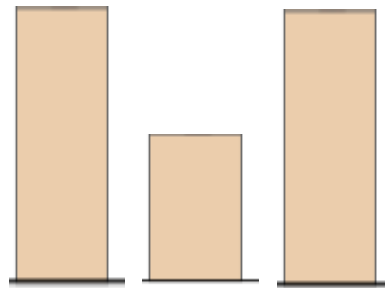
/Vitrine Sets

Vitrine sets come with the following elements:

(Please note podiums and beakers are already in the stores)



1
Clings



2
Podiums kit



3
Beakers kit

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

Please reference slide 100-104 for distribution

Cryo-Flash Mask Live 8/6

Directions:

1. Clean off glass that cling will live on
2. Open the Vitrine
3. Remove Cling from sheet
4. Place cling on back panel on the inside of the vitrine centered as shown
5. Cut ingredients and place inside the beakers as shown in example (Do not mix & match)
6. Place largest pedestals on both side of the centered cling
7. Place smallest pedestal centered in front of the centered cling
8. Place filled ingredient beakers in designated areas as shown in example
9. Merchandise launch Testers on top of Riser

Tips:

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



Cryo-Flash Mask Live 8/6



Merchandise Testers.

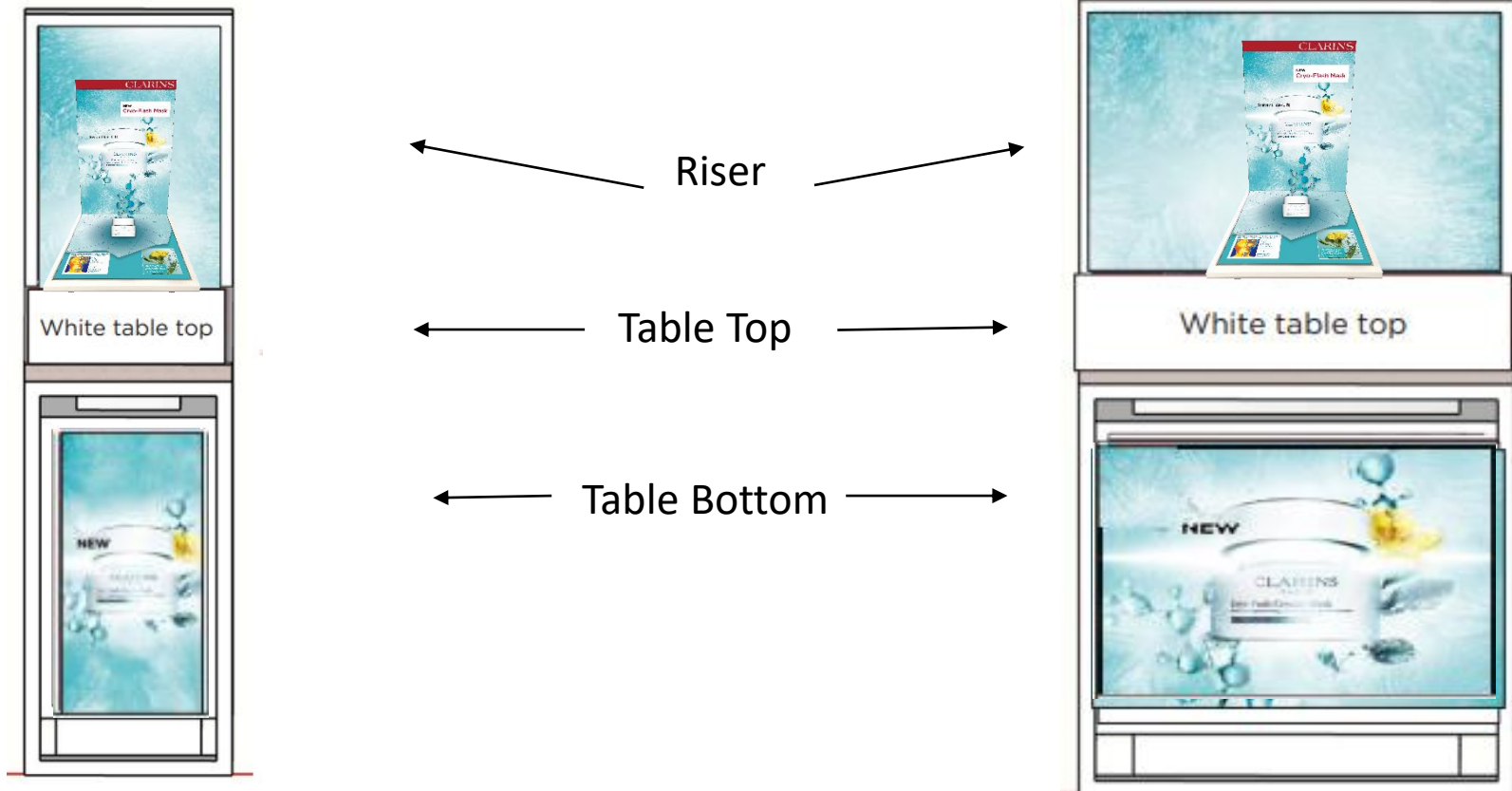
/ Tables

Guidelines

- Merchandise Launch FTD in the middle of Table Top
- Visuals will be provided for Table Top, Riser, Table Bottom and in some cases Back Riser
- Verify artwork placement on Lightbox Floorplan Deck

Launch Tables

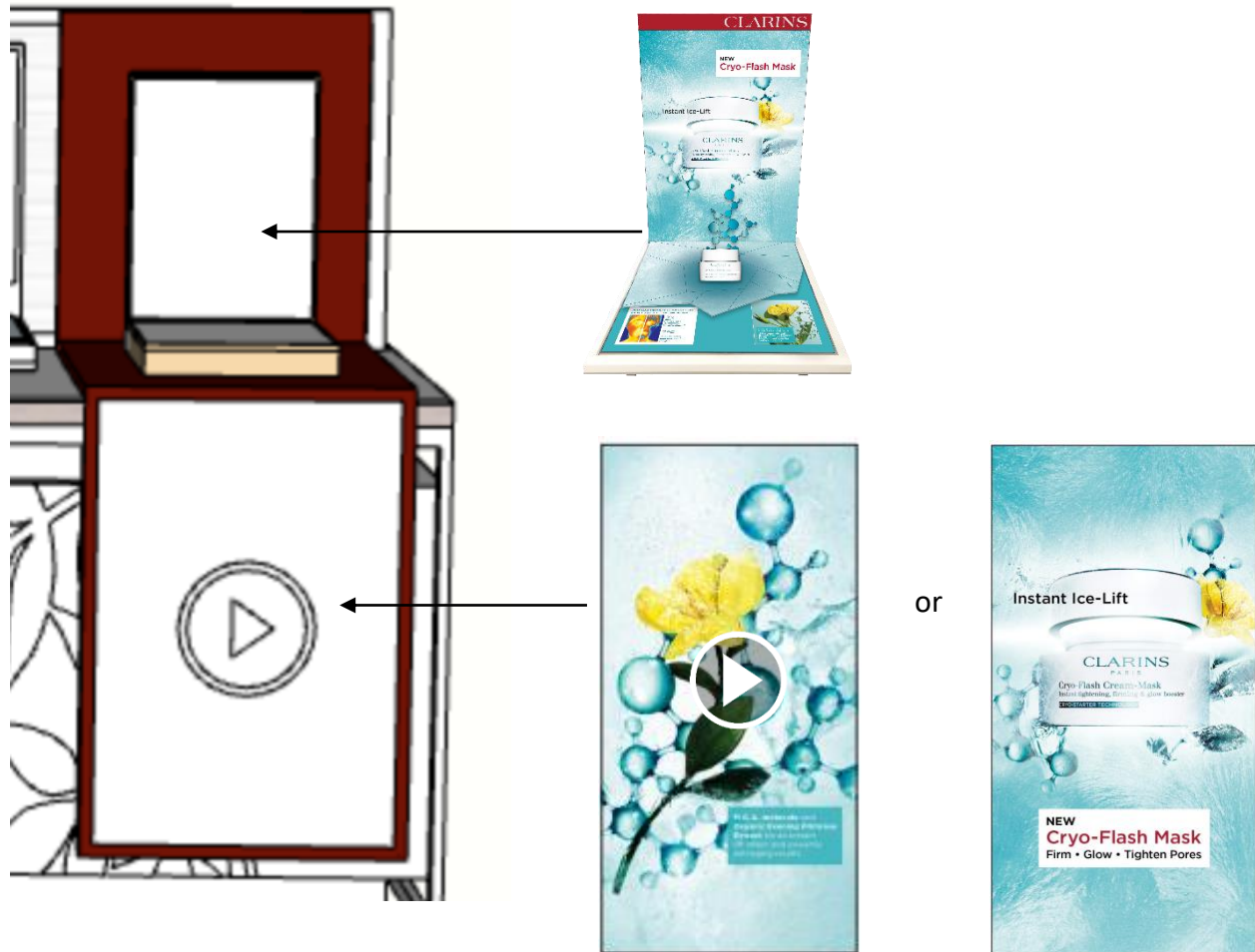
-Large
-Small



Guidelines

- Merchandise Launch FTD in the middle
- Launch lightbox or video should be displayed below

NEWNESS NICHES



Display Tables

Door List

- #02 Brooklyn

Launch Storytelling

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



Skin Care General / Tester Unit Planogram Updates

Permanent FACE GTU Guidelines

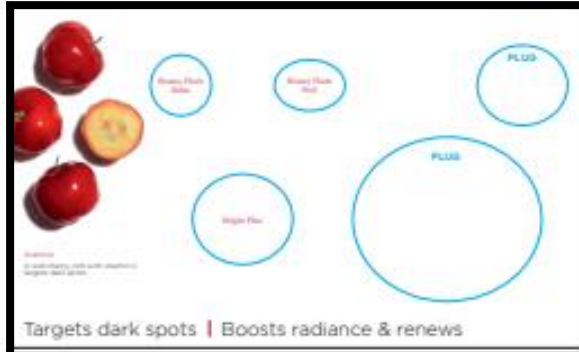
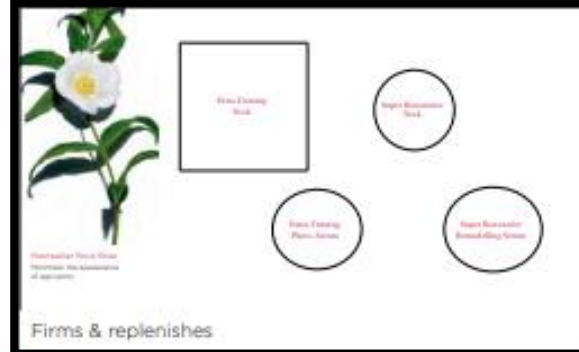
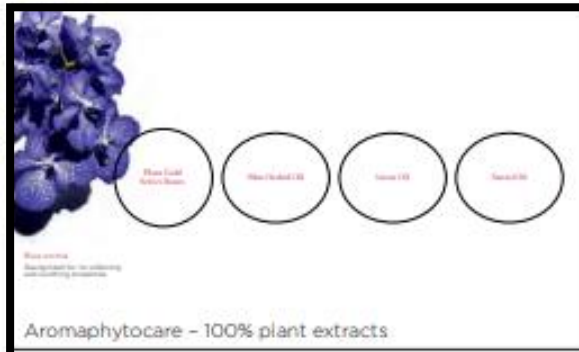
- Reference instruction sheet on next slide for updated template
- Place updated template in location indicated
- Merchandise Testers as named on visual template

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



Firming Cream
Targets the great contour of the skin to provide long-term firmness.

Extra Firming Serum

Firming Day Cream

Firming Night Cream

Firms, lifts & fights wrinkles



Contours & Smooths
Targets skin texture to deliver the appearance of youthful skin.

Anti-Fat

Reduces Skin Roughness

Skin Softening Cream

Wrapping Facial Oil

Contours & smooths



Replenishes, illuminates & plumps
With Hyaluronic Acid, targets skin texture and hydration.

Super-Bioactive Serum

Super-Bioactive Day Cream

Super-Bioactive Night Cream

Replenishes, illuminates & plumps



Targets dark spots | Boosts radiance & renews | 100% plant extracts
Targets skin texture and hydration.

Brightening Serum

PLUS Pure Gold Refining Cream

Brightening Cream

Skin Softening Cream

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



Nourishes, revitalizes & illuminates
Targets skin texture and hydration.

Skin Lifting Day Cream

Skin Lifting Night Cream

Nourishes, revitalizes & illuminates



Powerful anti-aging experts: EYE & Serum
Targets skin texture and hydration.

Double Serum Eye Cream

Double Serum Night Cream

Double Serum Eye Cream

Skin Softening Cream

Powerful anti-aging experts: EYE & Serum

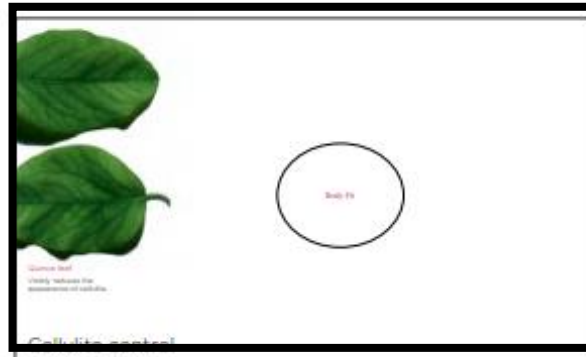
Permanent Condensed GTU Guidelines

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



- Remove Body-Smoothing Moisture Milk

NO CHANGES



/ Franchise Bar Planogram Updates

- Merchandise Testers as shown below

**MACYS
BURLINGTON**

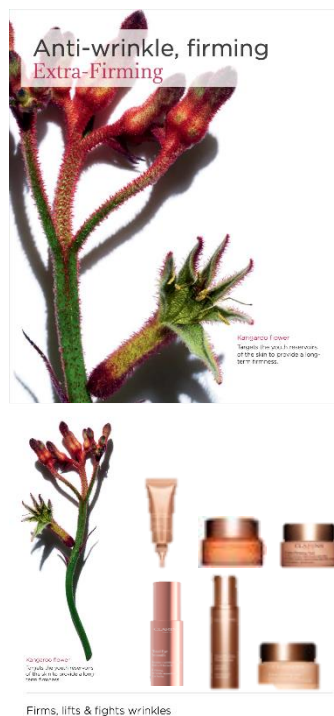
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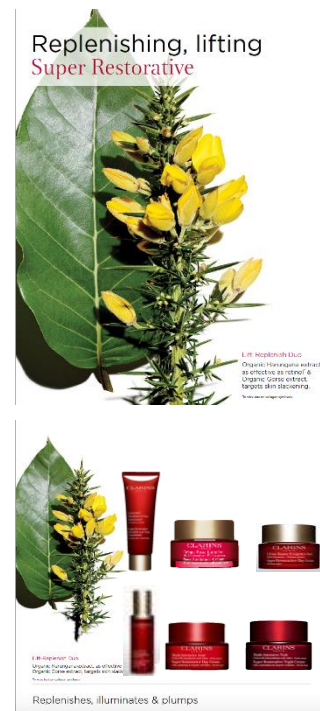
- One Step Gentle Exfoliating Cleanser
- Tonic Body Oil
- Super Restorative Night Cream
- Total Eye Lift
- Double Serum Eye
- Double Serum 30ml



- 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

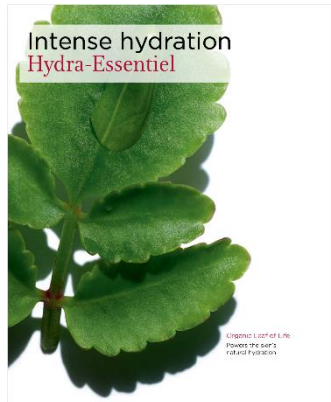


- Nutri Lumiere Revive
- Nutri Lumiere Day Cream
- Nutri Lumiere Night Cream

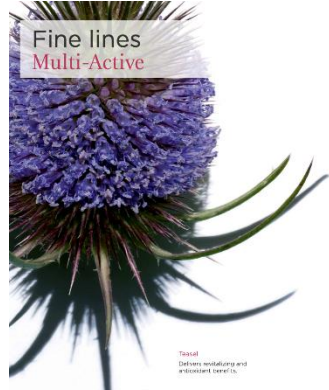
- Merchandise Testers as shown below

**MACYS
MONTEBELLO**

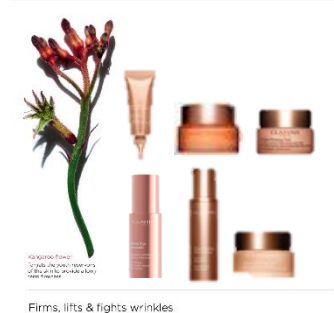
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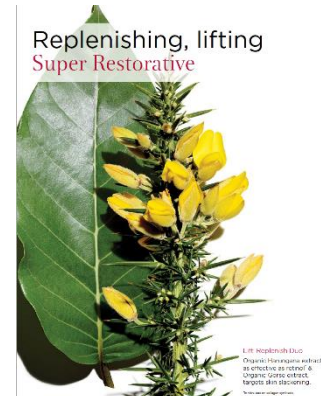
- Hydra Essential Serum
- Total Eye Gel
- Hydra Essential Matte Gel
- Hydra Essential Silky Cream
- Hydra Essential Rich Cream



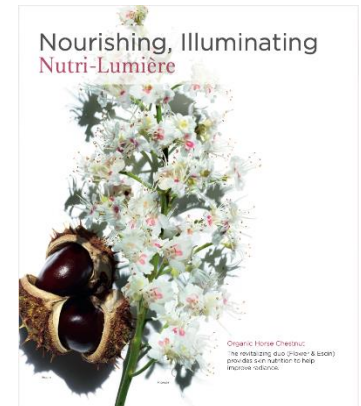
- Total Eye Revive
- Multi -Active AST
- Multi -Active SPF 20
- Multi -Active Night Cream
- Double Serum 30ml
- Multi -Active Gel



- 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

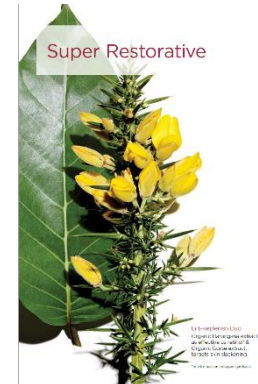


- Double Serum Light 50 ml
- Nutri Lumiere Revive
- Nutri Lumiere Day Cream
- Nutri Lumiere Night Cream

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

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

NO CHANGES



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



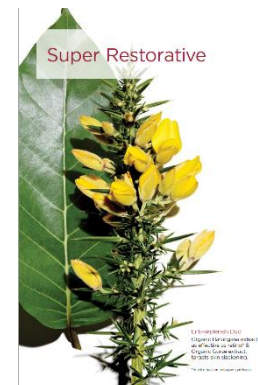
- Hydra Essential Serum
- HE Silky Cream
- HE Rich Cream
- Total Eye Gel
- HE Matte Gel



- 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

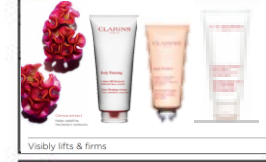
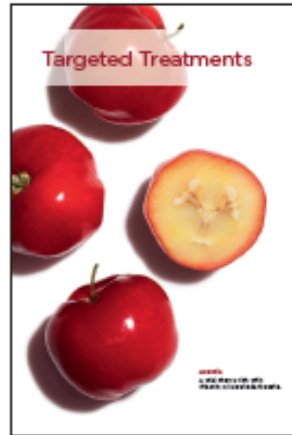
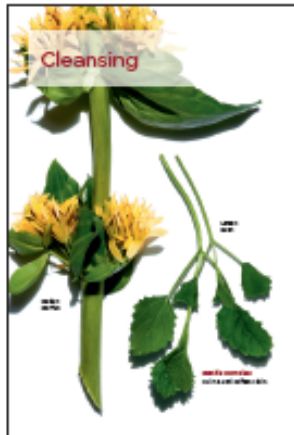


- Super Restorative Serum
- Rose Radiance
- Super Restorative Day Cream
- Super Restorative Night Cream
- Super Restorative Neck & Dec
- Super Restorative Day Cream - SPF 20

- Merchandise Testers on corresponding visuals as seen below

★ Indicates NEW

MACYS KINGS PLAZA (FACING SECONDARY AISLE)



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

- Beauty Flash Peel
- Beauty Flash Balm
- ★ New 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

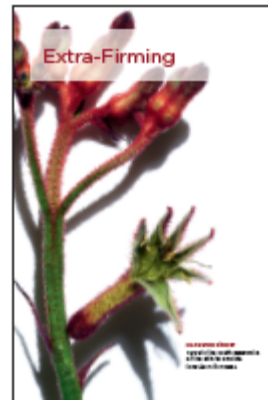
- Merchandise Testers on corresponding visuals as seen below

**MARKET BY
MACYS (5
DOORS)**

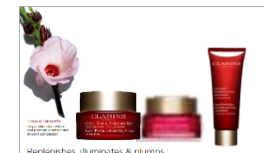
NO CHANGES



- 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

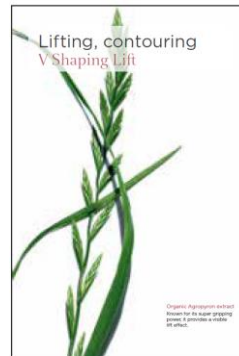
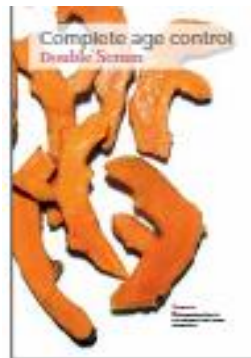


- Nutri Lumiere Revive
- Nutri Lumiere Day Cream
- Nutri Lumiere Night Cream

- 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.
- 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 3 BAY

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.
- 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 4 BAY

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.
- 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 Niche

Door List

- #02 BROOKLYN
- Brea
- Oakbrook



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 Wall
with Best Of
centered**

Door List

- Staten Island
- Plaza Las Americas



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

Market by Macys



Door List

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

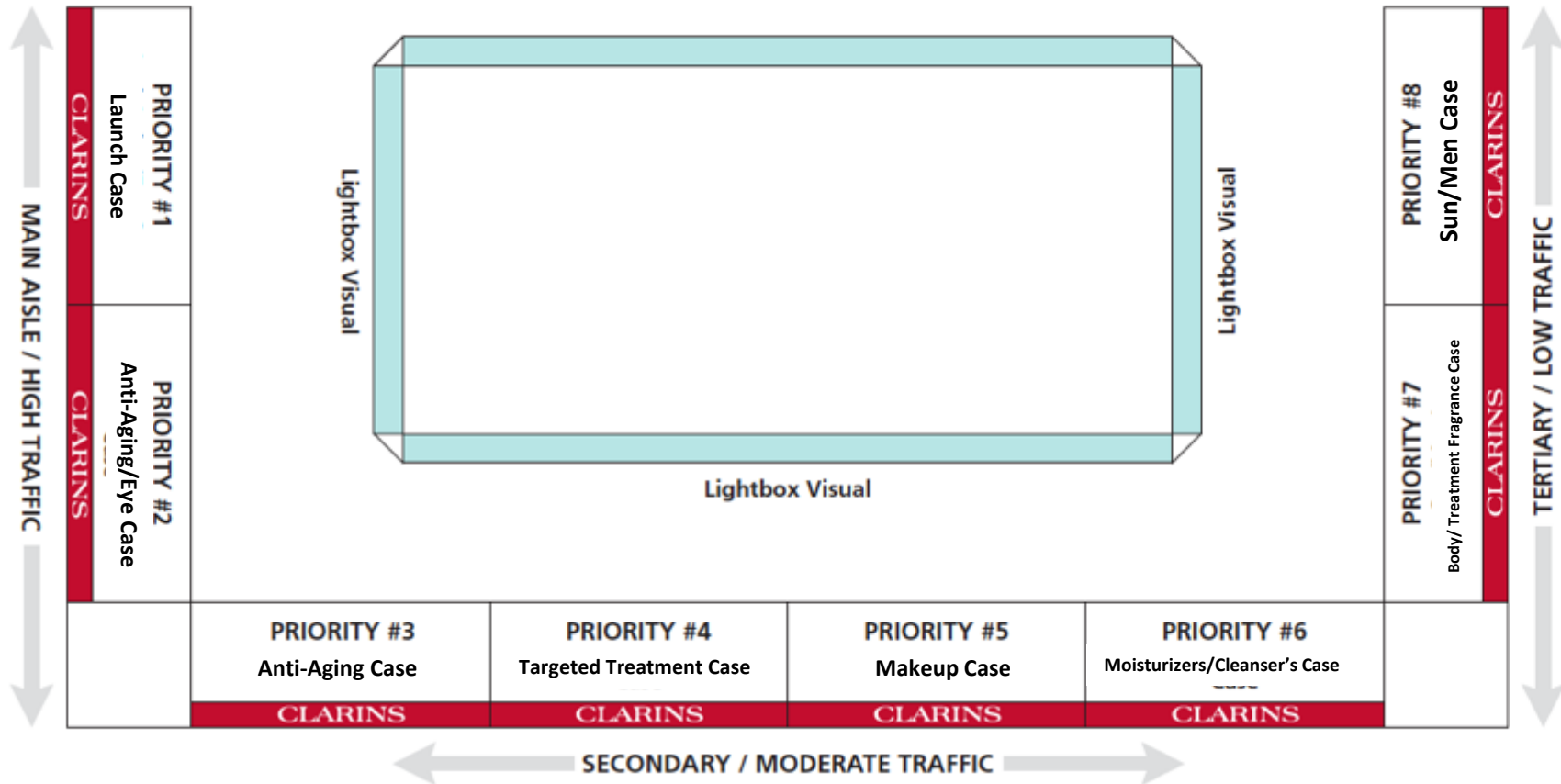
/ Large Caseline Planogram Updates

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



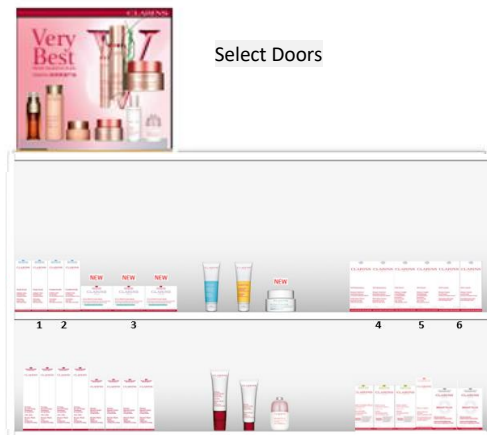
PRIORITY #2 ANTI-AGING



PRIORITY #3 – ANTI-AGING



PRIORITY #4 – TARGETED TREATMENTS



Select Doors

PRIORITY #5 – MAKEUP

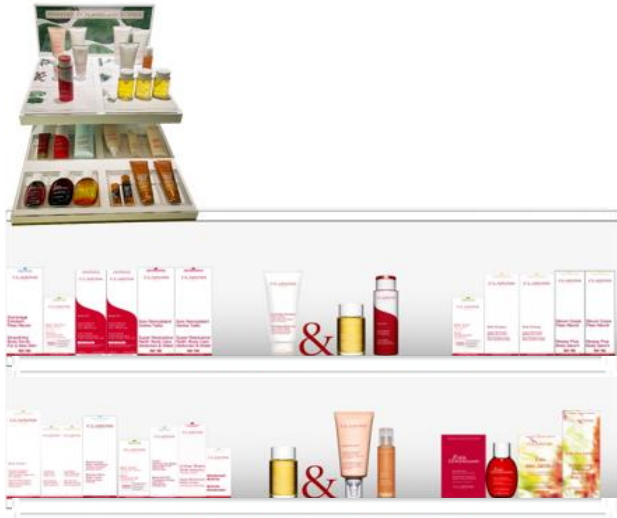


PRIORITY #6 – MOISTURIZERS /CLEANSERS



LARGE CASELINE DOORS – 2 SHELF

PRIORITY #7 – BODY/TREATMENT FRAGRANCE



CASH DESK

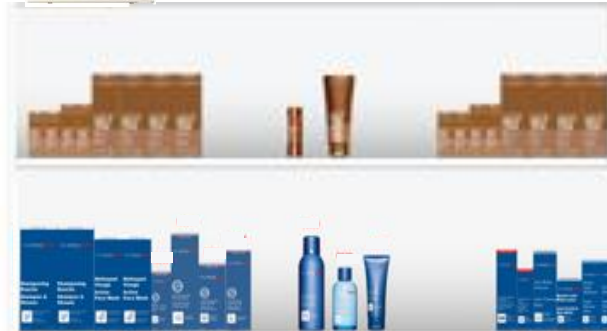
Select Doors



PRIORITY #8 SUN/MEN



Select Doors



LARGE CASELINE DOORS – 3 SHELF

PRIORITY #1 – LAUNCH



PRIORITY #2 ANTI-AGING



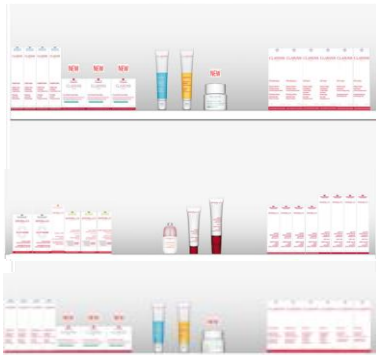
PRIORITY #3 – ANTI-AGING



PRIORITY #4 – TARGETED TREATMENTS

PRIORITY #5 – MAKEUP

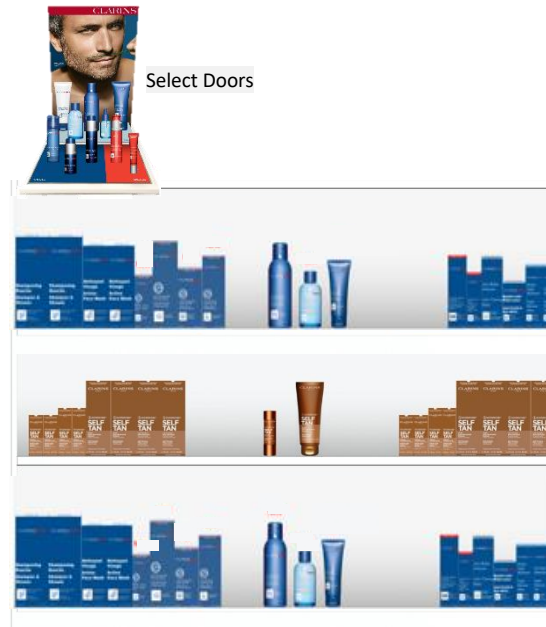
PRIORITY #6 – MOISTURIZERS /CLEANSERS



LARGE CASELINE DOORS - 3 SHELF

PRIORITY #7 – BODY/TREATMENT FRAGRANCE

PRIORITY #8 SUN/MEN



CASH DESK

Select Doors



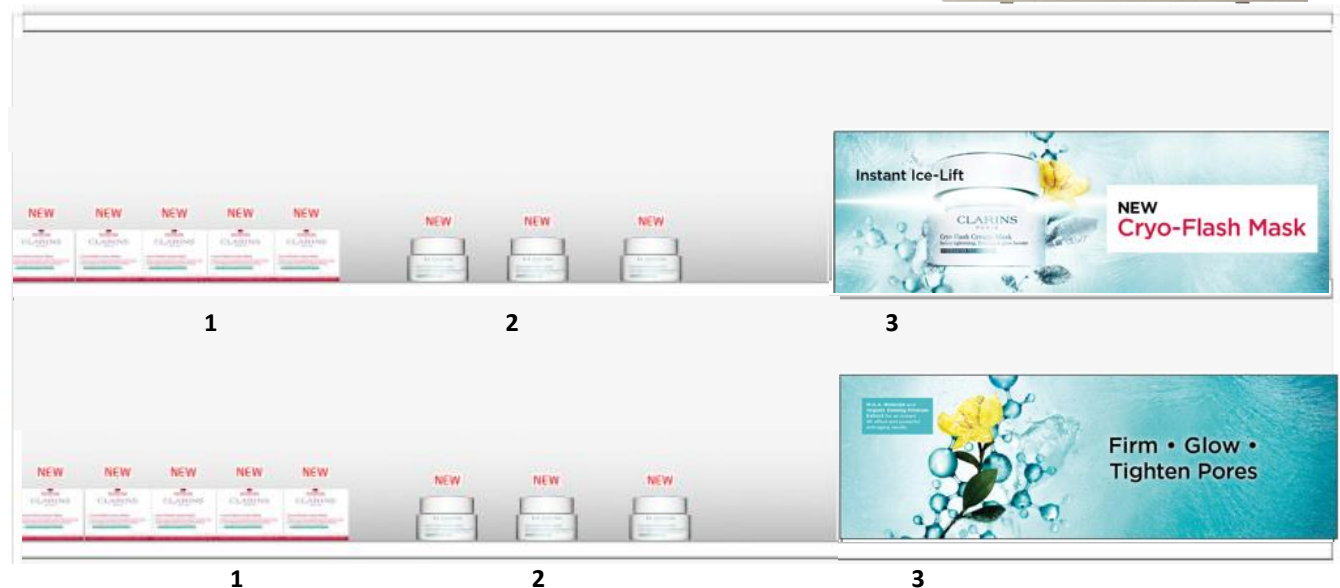
LARGE #1 PRIORITY – LAUNCH 2 shelf caseline

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:

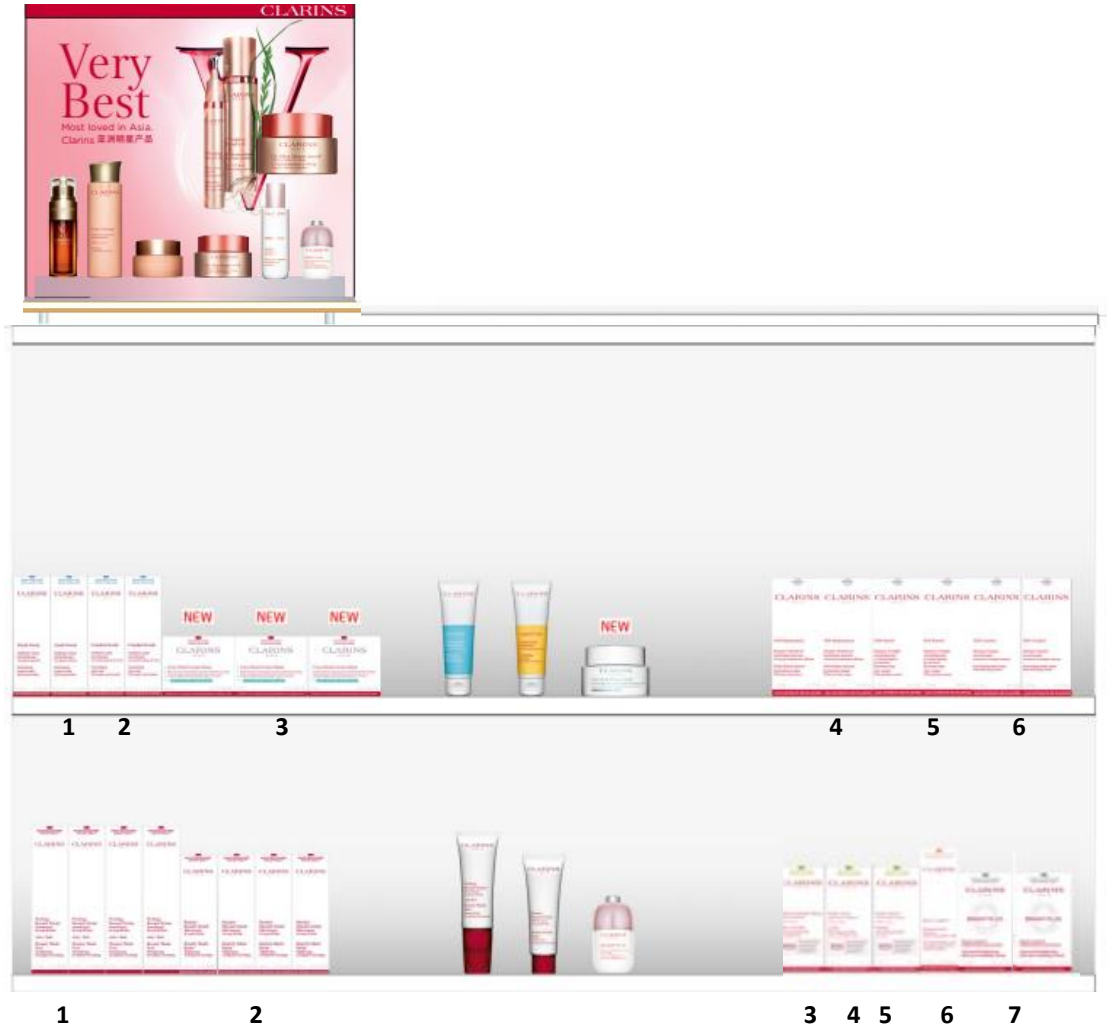
- Asia VIP Unit Update (Select Doors ONLY)

*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:

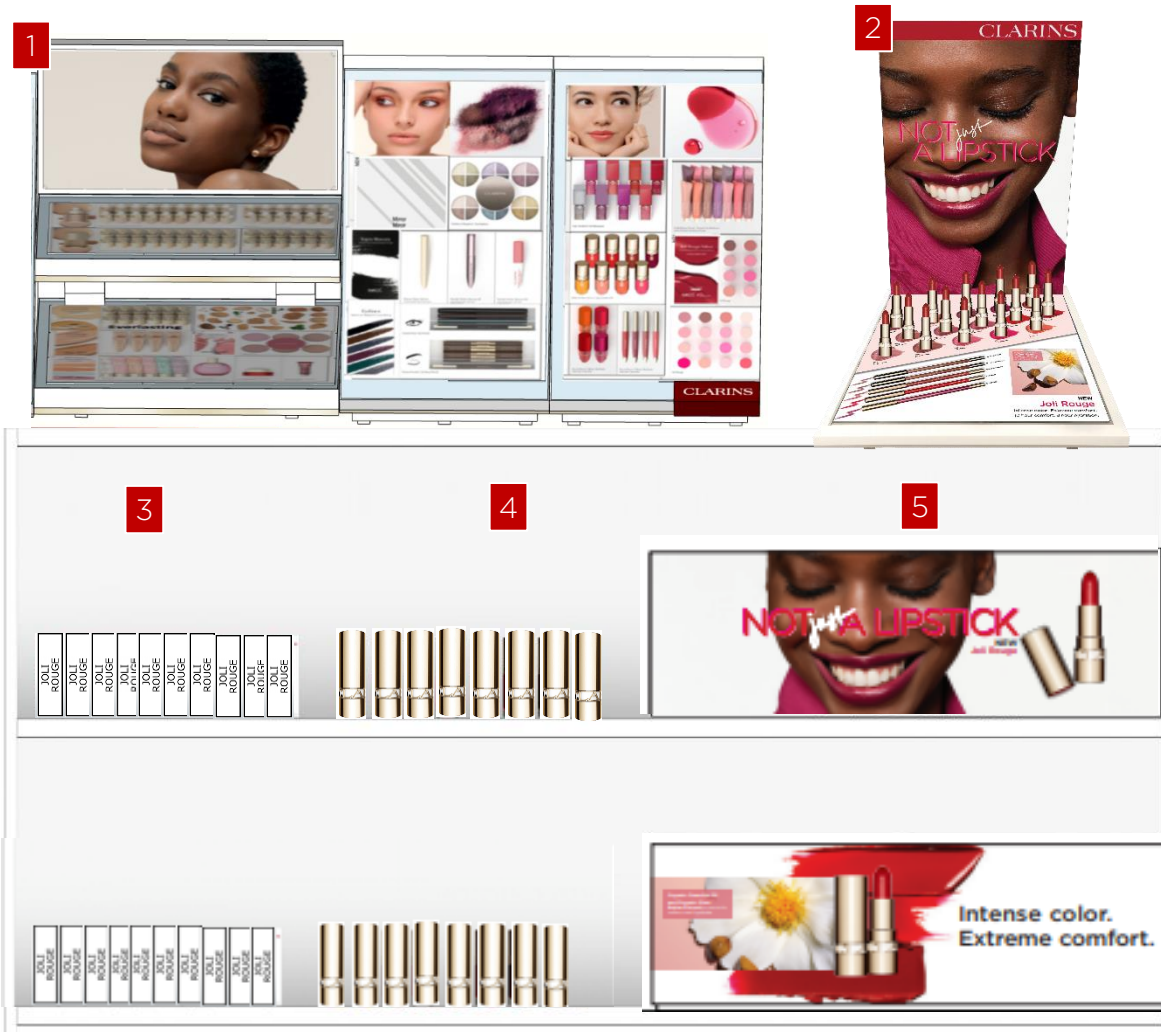
1. Beauty Flash Peel
2. Beauty Flash Balm
3. Face Treatment Oil, Blue Orchid, DHY
4. Face Treatment Oil, Lotus, O/C
5. Face Treatment Oil, Santal, D/S
6. Pore Control Serum
7. Bright Plus Serum



*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:

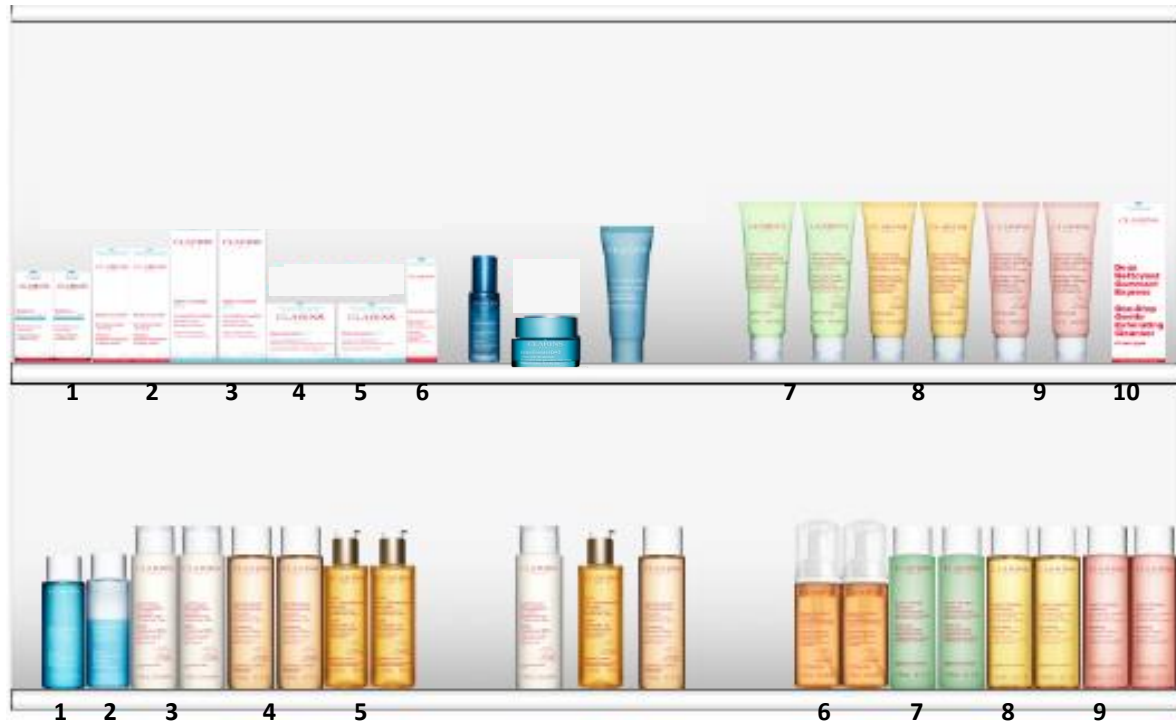
Top Row:

1. Total Eye Contour Gel
2. Hydra-Essentiel 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

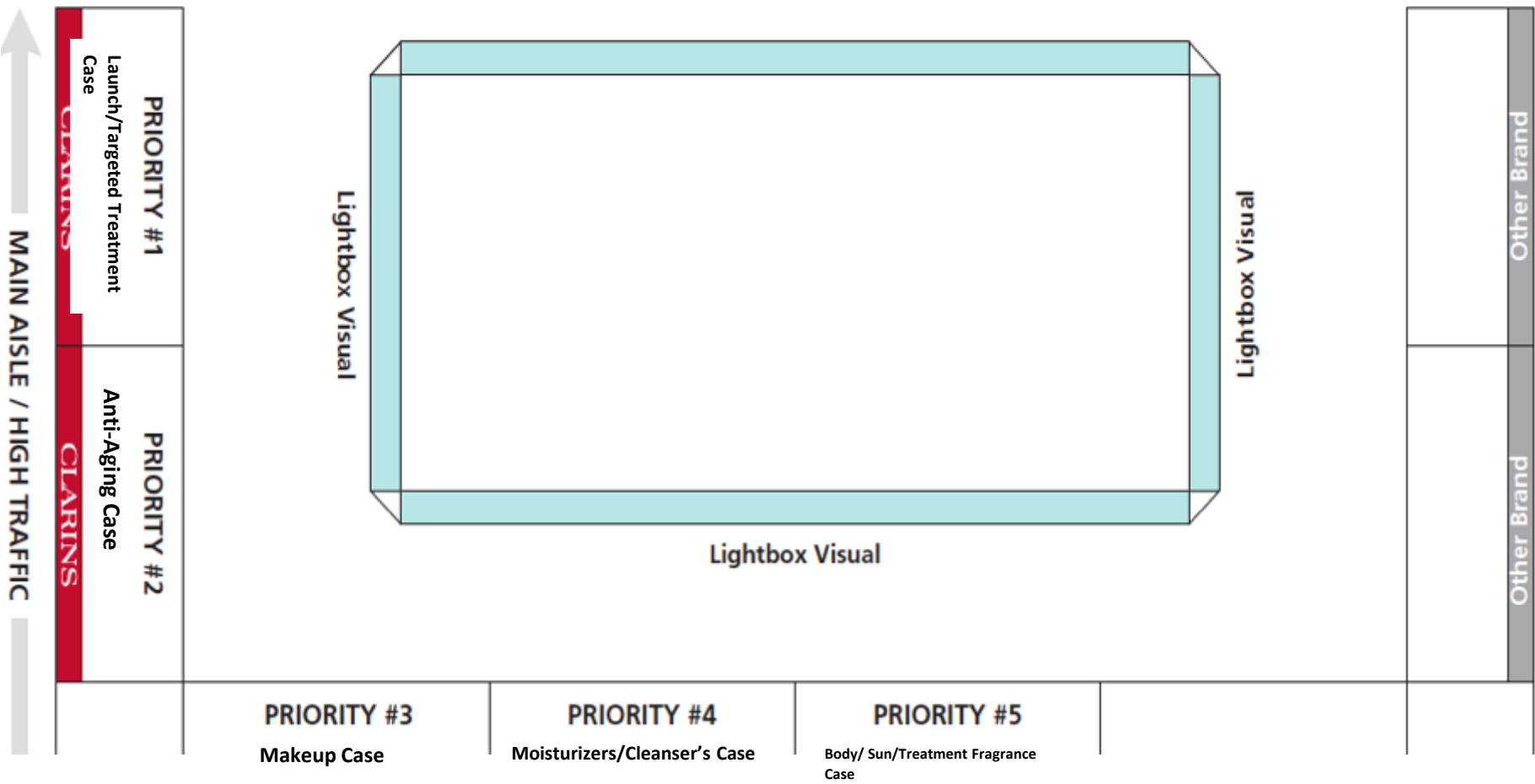
**New York stores are no longer carry Active Face Wash

Small / Caseline Planogram Updates

- 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.

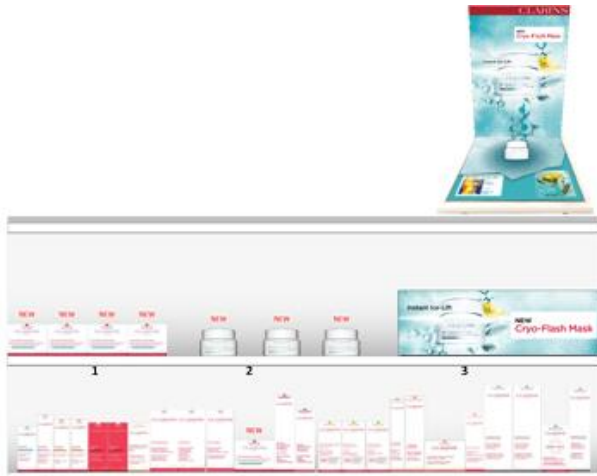
SMALL CASELINE DOORS

SMALL DOOR EXAMPLE



SMALL CASELINE DOORS – 2 SHELF

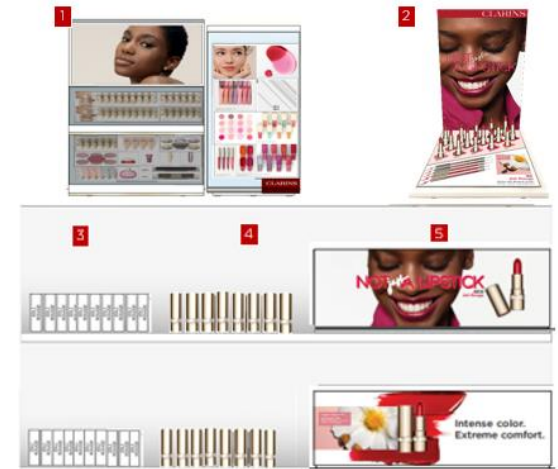
PRIORITY #1 LAUNCH/ TARGETED TREATMENTS



PRIORITY #2 – ANTI-AGING



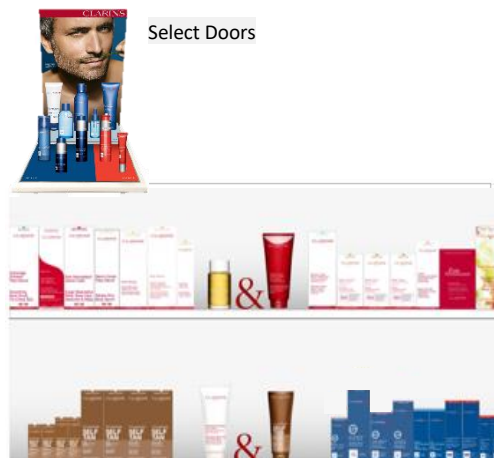
PRIORITY #3 – MAKEUP



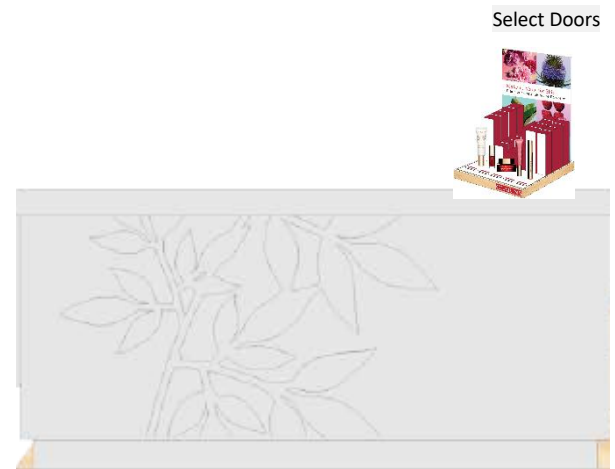
PRIORITY #4 MOISTURIZERS /CLEANSERS



PRIORITY #5 BODY/SUN/TREATMENT FRAGRANCE



CASH DESK

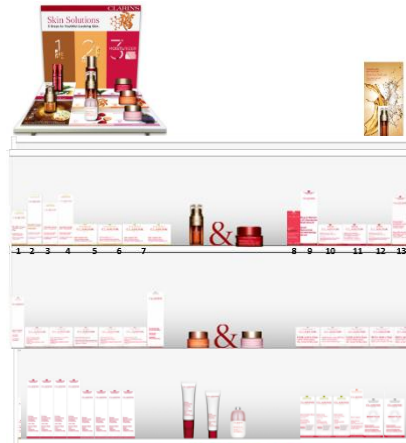


SMALL CASELINE DOORS – 3 SHELF

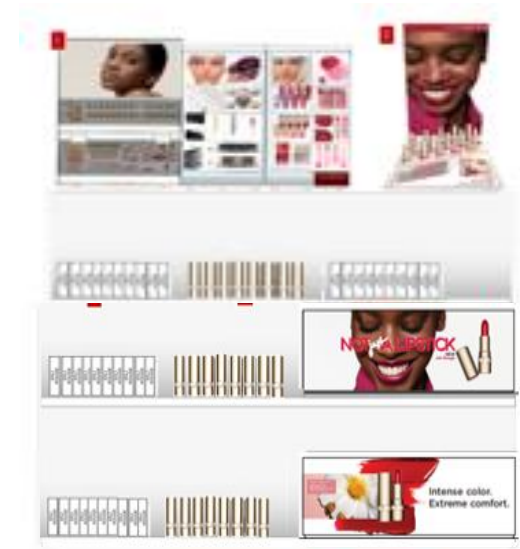
PRIORITY #1 LAUNCH/ TARGETED TREATMENTS



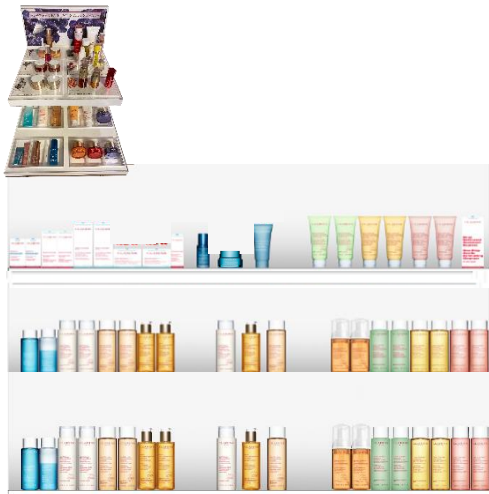
PRIORITY #2 – ANTI-AGING



PRIORITY #3 – MAKEUP

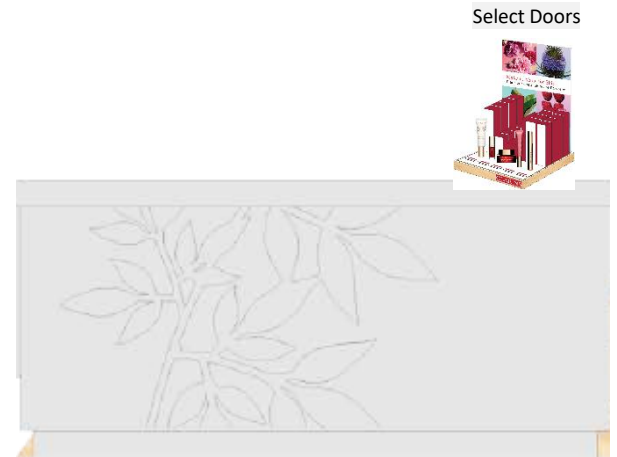
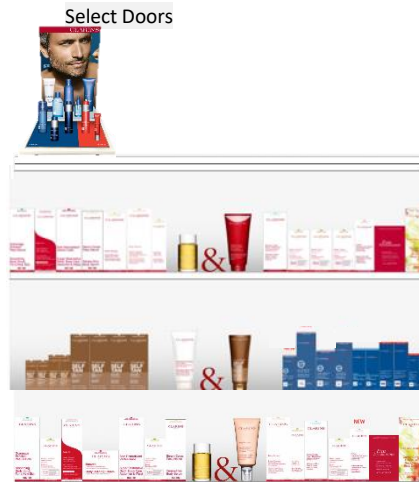


PRIORITY #4 MOISTURIZERS /CLEANSERS



CLARINS

PRIORITY #5 BODY/SUN/TREATMENT CASH DESK FRAGRANCE



SMALL #1 PRIORITY – LAUNCH CASELINE

Top of Counter:

- NEW Cryo-Flash Mask FTD

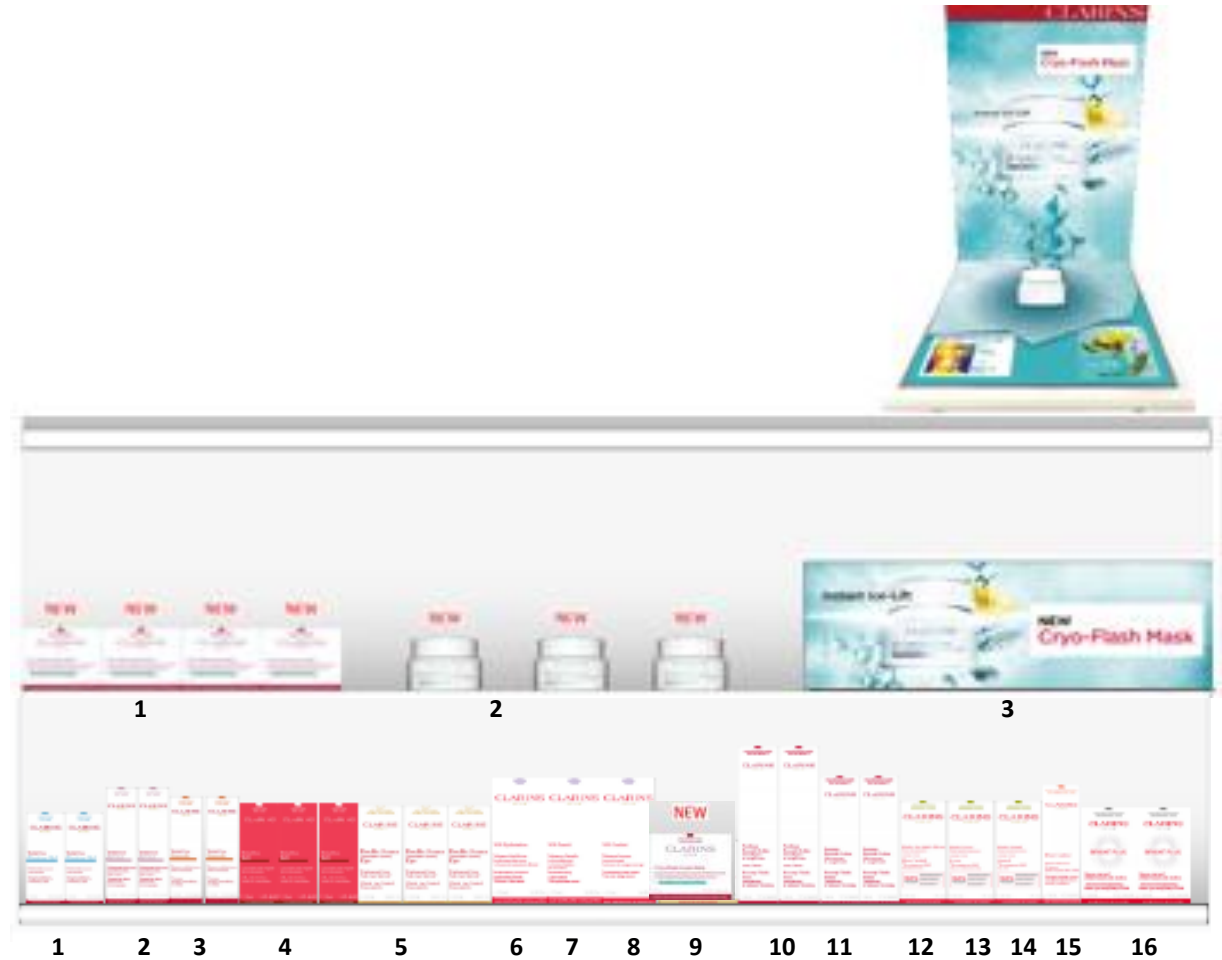
In Case:

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

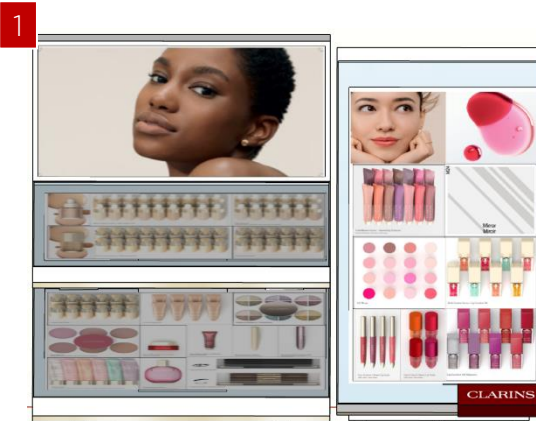
SMALL #2 PRIORITY – ANTI-AGING/EYE

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 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:

- 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
- Body Treatment Oil, Contour
- Body Treatment Oil, Tonic
- Body Treatment Oil, Relax
- Hand and Nail Treatment Cream
- 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

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

Select Doors ONLY



NO CHANGES



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

Tower / Planogram Updates

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.

NYO Visual Merchandising Contact List



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