



Merchandising Book
2023

Nordstrom Doors

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.

Nordstrom Doors

Counter Focus

July
Double Serum Light Cont'd

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

September
Cryo-Flash Cream-Mask Cont'd

Skincare FTD

Double Serum
Light



Permanent Glorifier

Double Serum
(All doors)



Large FTD

Skin Solutions (DSE)



Men's FTD

Men's Shave
Barbers Secrets



Lightbox

Double Serum Light
(Select Doors)

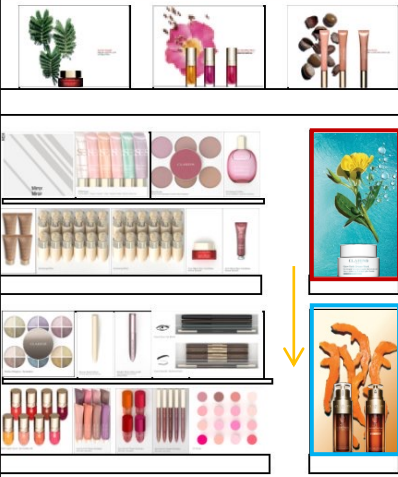


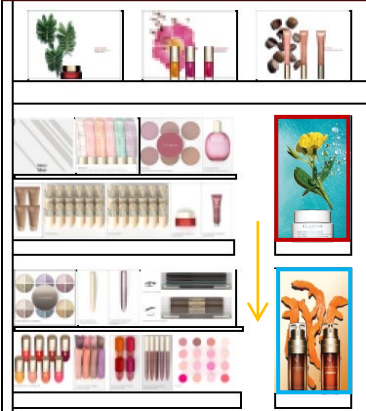
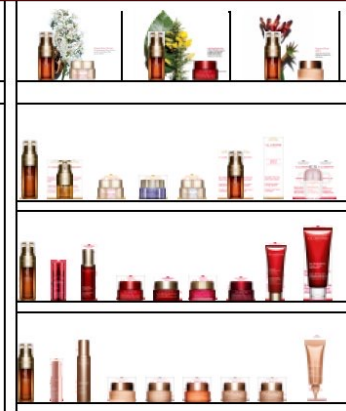
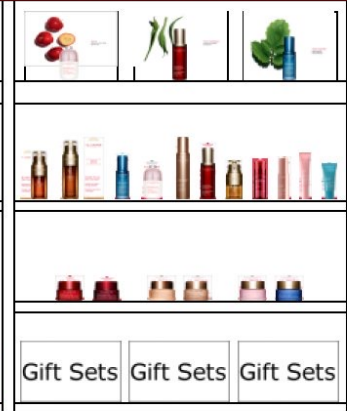
**Note that lightboxes for Precious doors will remain the same through September*

/ Innovation Doors

/ Innovation
(Non-Precious Doors)
1.0 / 2.0
LIVE 8.6.23

MAKEUP MADE FOR SKIN			SKIN CARE SPECIALISTS			ANTI-AGING EXPERTS		

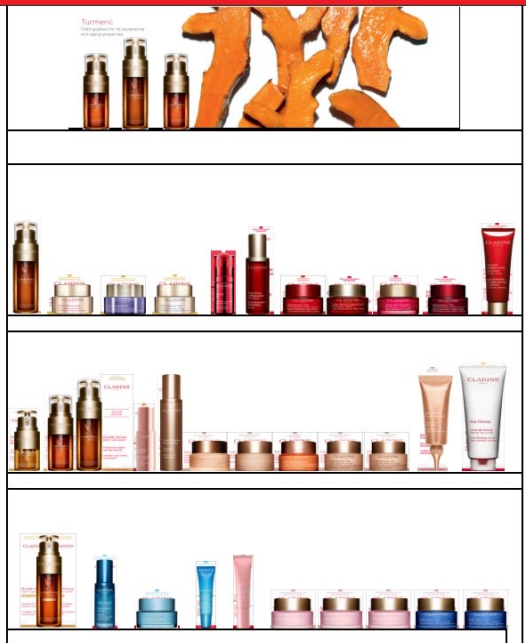
MAKEUP MADE FOR SKIN	ANTI-AGING EXPERTS	TARGETED TREATMENTS	FACE, SUN & BODY ESSENTIALS
 DS replaces TEL in bottom niche			

MAKEUP MADE FOR SKIN	ANTI-AGING EXPERTS	TARGETED TREATMENTS	TARGETED TREATMENTS	FACE, SUN & BODY ESSENTIALS
				
DS replaces TEL in bottom niche				

MAKEUP MADE FOR SKIN

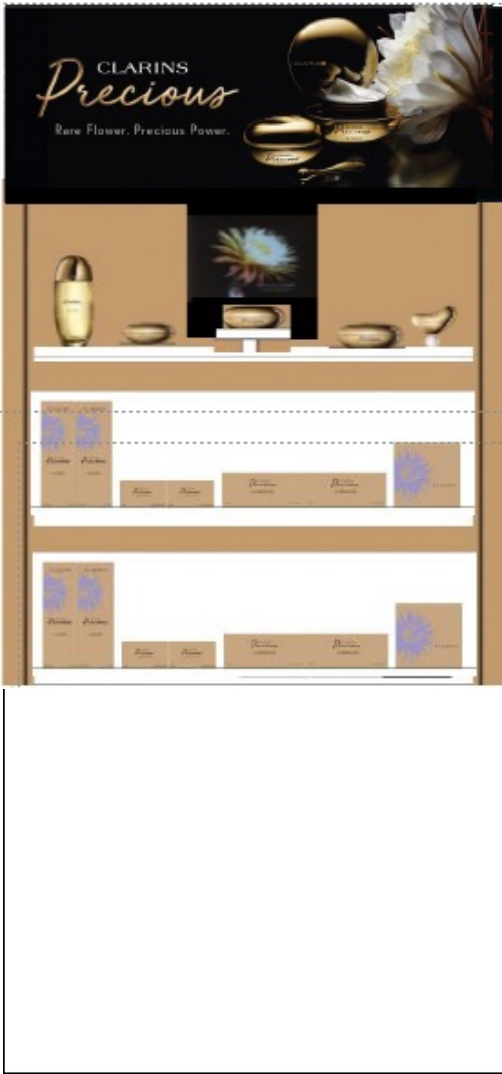
TARGETED TREATMENTS

AGE SPECIALISTS

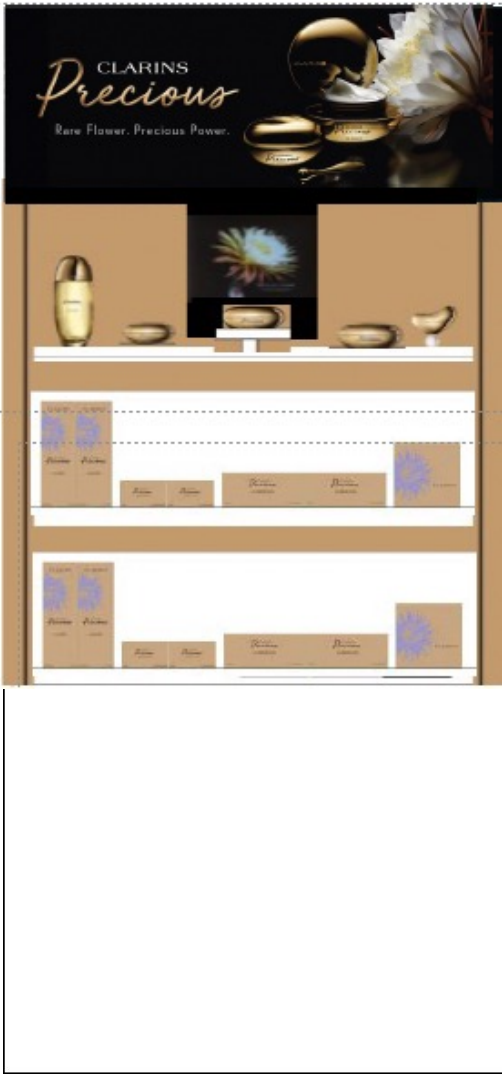


MAKEUP MADE FOR SKIN		AGE SPECIALISTS		TARGETED TREATMENTS		FACE, SUN & BODY ESSENTIALS	
VISUAL							

/ Innovation
(Precious Doors)
1.0 / 2.0 / 3.0
LIVE 8.6.23







NORDSTROM 2.0 | 4 BAY (Precious Doors)

Doors:

- #01 Seattle
- #320 South Coast
- #342 Del Amo
- #706 Ala Moana



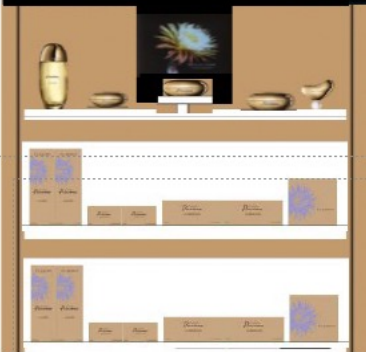
AGE SPECIALISTS		TARGETED TREATMENTS		FACE, SUN & BODY ESSENTIALS	
					
					
					
	Hygiene Station				Hygiene Station



- Doors:
- #220 Michigan Ave

#425 Valley Fair

	AGE SPECIALISTS	TARGETED TREATMENTS	TARGETED TREATMENTS	FACE, SUN & BODY ESSENTIALS

 	AGE SPECIALISTS	SKINCARE SPECIALISTS	TARGETED TREATMENTS	FACE, SUN & BODY ESSENTIALS
				
				
	 Hygiene Station		 Gift Sets Gift Sets	 Hygiene Station

/ Non-Innovation Doors

LIVE 8.6.23

- Backwalls
- Caselines

/ Permanent Top Of Counter Displays

PERMANENT FOCUS DISPLAYS

SELECT DOORS ONLY

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**

/ Launch Displays

LAUNCH FOCUS DISPLAY

Live 8/6

FTD



/ 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



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



Carnelle seed oil
Assists in help redefine the body's contours.

Body Firmant

Super-Resistant Body Balm

Targeted body care



Sapindus Persici
Bathes & exfoliates

Exfoliating Body Scrub

Moisture Rich Body Lotion

Body basics



Olive
Nourishing butter helps soothe, comfort and protect dry skin.

Roll on Deodorant

Hand and Nail Treatment Cream

Deodorant | Hand & nail care



Lemon Citrus
Astringent skin cleansing to firm, tone and improve elasticity.

Deep Firming Body Firming Cream

Body Firmant

Firming body care



Guava leaf
Helps reduce the appearance of cellulite.

Body Oil

Cellulite treatment



Fragrant oil
Soothing all symptoms, reduces and helps the skin smooth skin.

Body Body Treatment Oil

Citrus Body Treatment Oil

Body Body Treatment Oil

Body oils

/ Backwall Planograms (Non-Precious Doors)

NORDSTROM WALL | 2 BAY

		CLARINS	
CLEANSERS			CLEANSERS
DOUBLE SERUM LIGHT			TOTAL EYE LIFT
NUTRI-LUMIERE + DOUBLE SERUM + SUPER RESTORATIVE			SPECIALISTS & AROMAPHYTOCARE
EXTRA FIRMING + DOUBLE SERUM + MULTI-ACTIVE			BODY CARE

NORDSTROM WALL | 2 BAY (Small)

			CLARINS		
CLEANSERS					CLEANSERS
DOUBLE SERUM LIGHT					TOTAL EYE LIFT
NUTRI-LUMIERE + DOUBLE SERUM + SUPER RESTORATIVE					SPECIALISTS & AROMAPHYTOCARE
EXTRA FIRMING + DOUBLE SERUM + MULTI-ACTIVE					BODY CARE

NORDSTROM WALL | 3 BAY

	CLARINS	

CLEANSERS

DOUBLE SERUM LIGHT

TARGETED TREATMENTS & AROMAPHYTOCARE

DS+ HYDRA-ESSENTIEL

DS + NUTRI-LUMIERE

DS + SUPER RESTORATIVE

DS+ EXTRA-FIRMING

DS + MULTI-ACTIVE

CLEANSERS

TOTAL EYE LIFT

BODY CARE

MEN & SUN

NORDSTROM WALL | 3 BAY (Small)

	CLARINS	

- CLEANSERS
- DOUBLE SERUM LIGHT
- TARGETED TREATMENTS & AROMAPHYTOCARE
- DS+ HYDRA-ESSENTIEL

- DS + NUTRI-LUMIERE
- DS + SUPER RESTORATIVE
- DS+ EXTRA-FIRMING
- DS + MULTI-ACTIVE

- CLEANSERS
- TOTAL EYE LIFT
- BODY CARE
- MEN & SUN

/ Backwall Planograms (Precious Doors)

NORDSTROM WALL | 2 BAY (Precious Doors)

Doors:

- #421 Walnut Creek
- #37 Cherry Creek
- #621 Pentagon City
- #228 Somerset

[illegible]

NORDSTROM WALL | 3 BAY (Precious Doors)

Doors:

- #223 Old Orchard
- #520 Garden State

	CLARINS	

CLEANSERS

DOUBLE SERUM LIGHT

HYDRA-ESSENTIAL & TARGETED TREATMENTS

BODY CARE & SELF TAN

DS + SUPER RESTORATIVE & NUTRI-LUMIERE

TOTAL EYE LIFT

DS + EXTRA-FIRMING

DSL + MULTI-ACTIVE

PRECIOUS

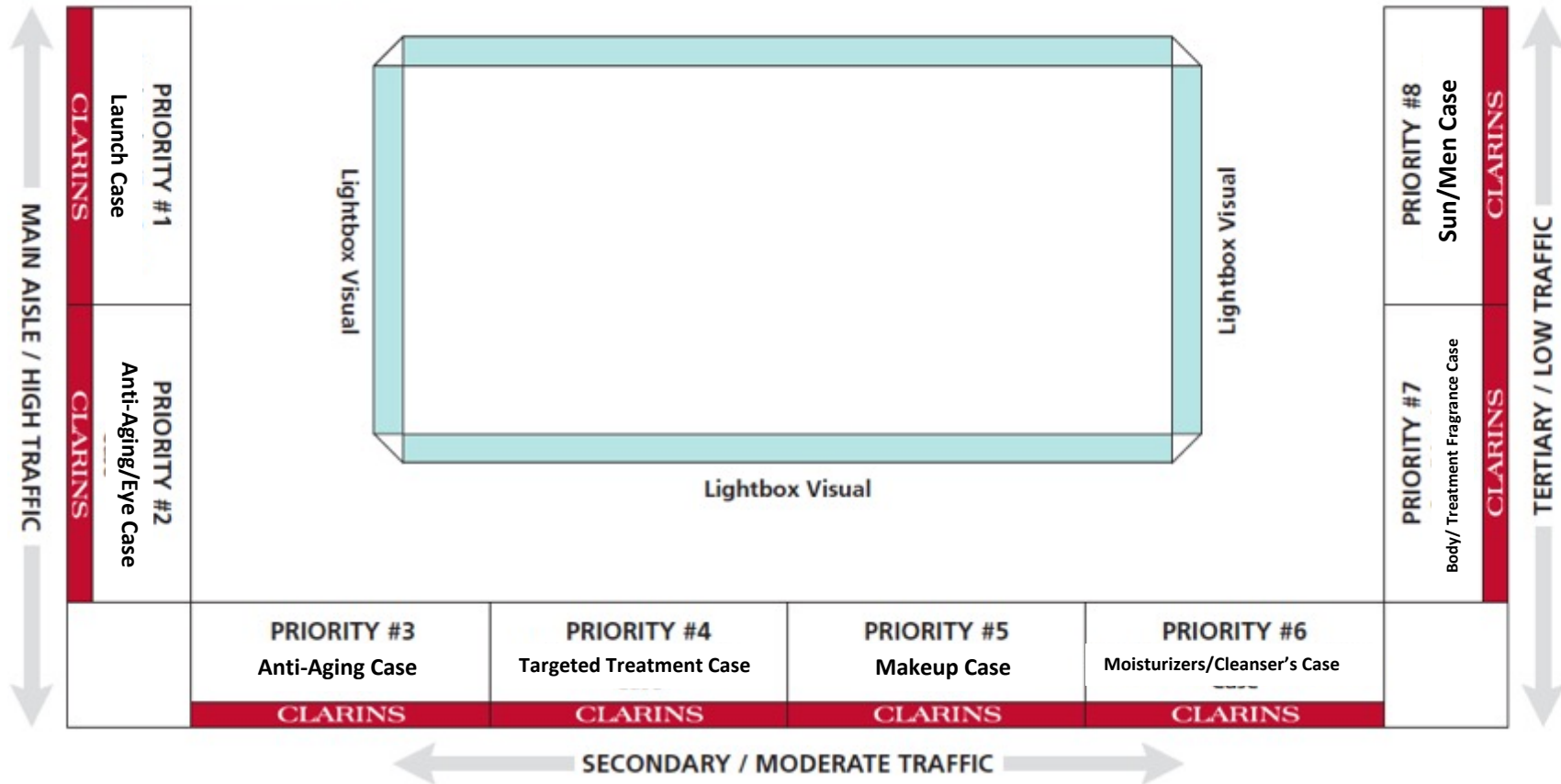
/ Large Caseline Planogram Updates

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

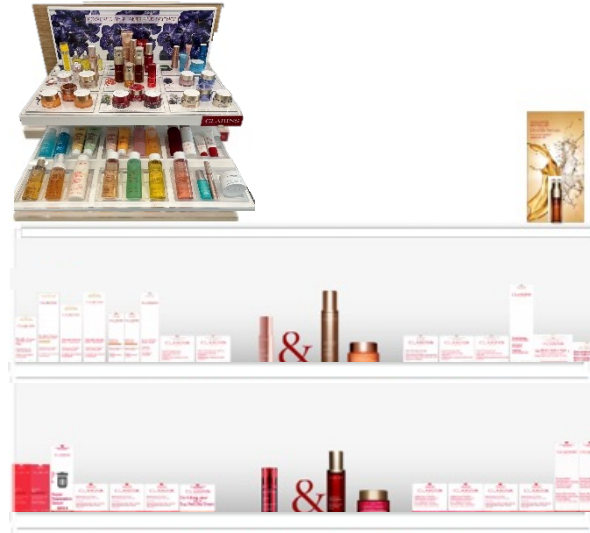


LARGE CASELINE DOORS - 2 SHELF

PRIORITY #1 LAUNCH/ TARGETED TREATMENTS



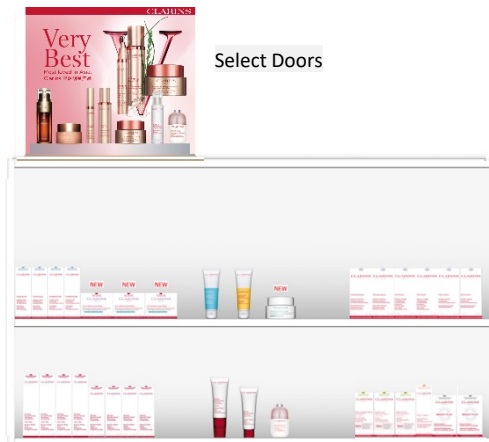
PRIORITY #2 ANTI-AGING



PRIORITY #3 – ANTI-AGING



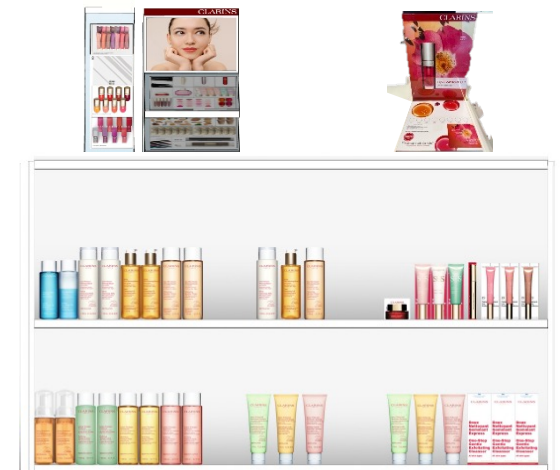
PRIORITY #4 – TARGETED TREATMENTS



PRIORITY #5 – HYDRA ESSENTIAL

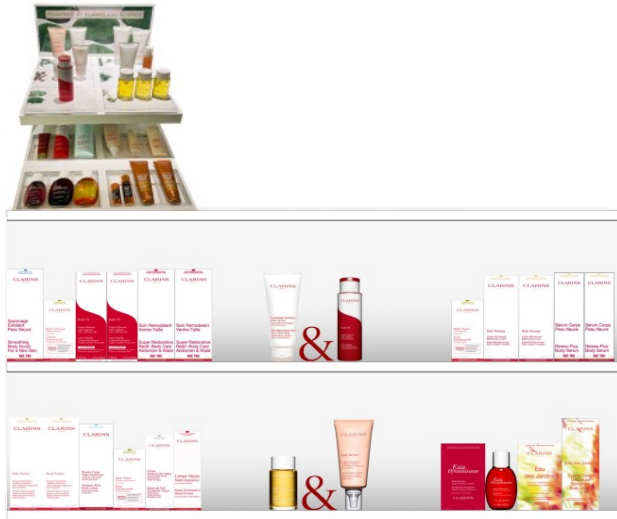


PRIORITY #6 – CLEANSERS/MAKEUP



LARGE CASELINE DOORS – 2 SHELF

PRIORITY #7 – BODY/TREATMENT FRAGRANCE



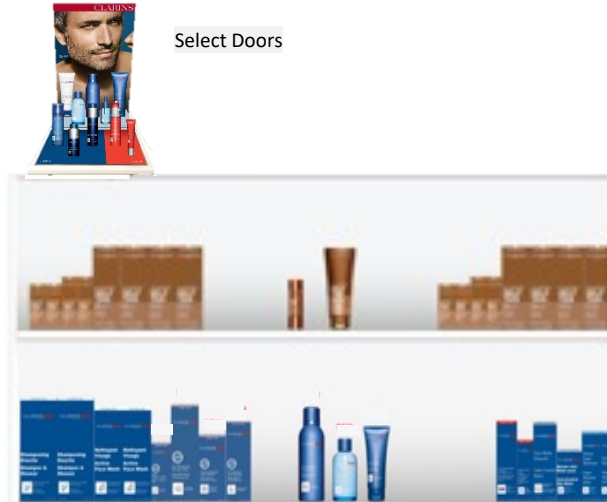
CASH DESK

Select Doors



PRIORITY #8 SUN/MEN

Select Doors



Top of Counter:

- **NEW Cryo-Flash Mask FTD**

In Case:

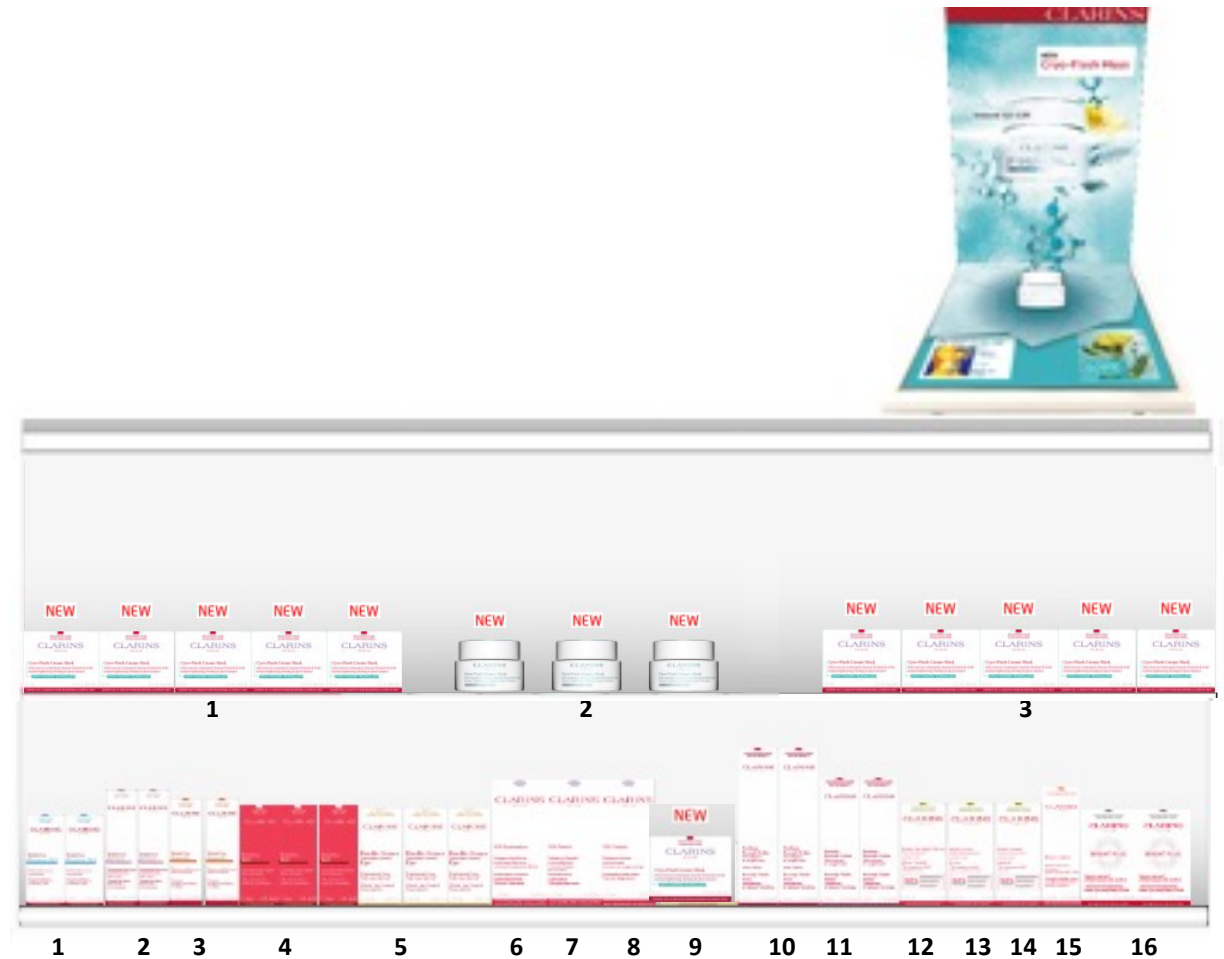
Top Row

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

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

LARGE #1 PRIORITY – LAUNCH CASELINE



LARGE #2 PRIORITY – ANTI-AGING

NO CHANGES

Top of Counter:

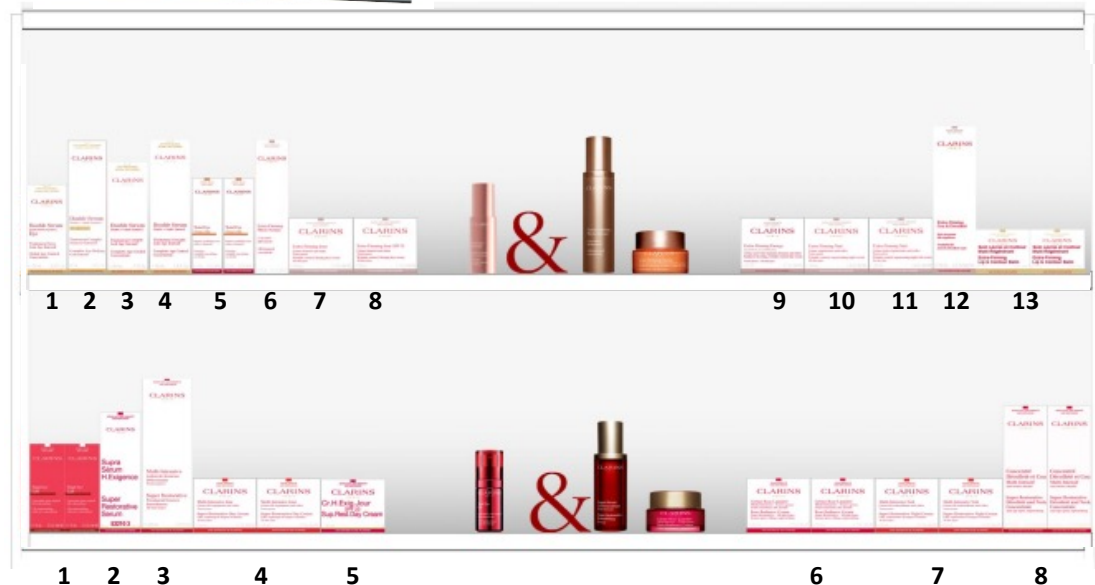
- Face GTU
- Double Serum Glorifier (50ml)

*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 Day Cream, AST
4. Super Restorative Treatment Essence
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



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



LARGE #4 PRIORITY – TARGETED TREATMENTS

Select Doors ONLY

Top Of Counter:

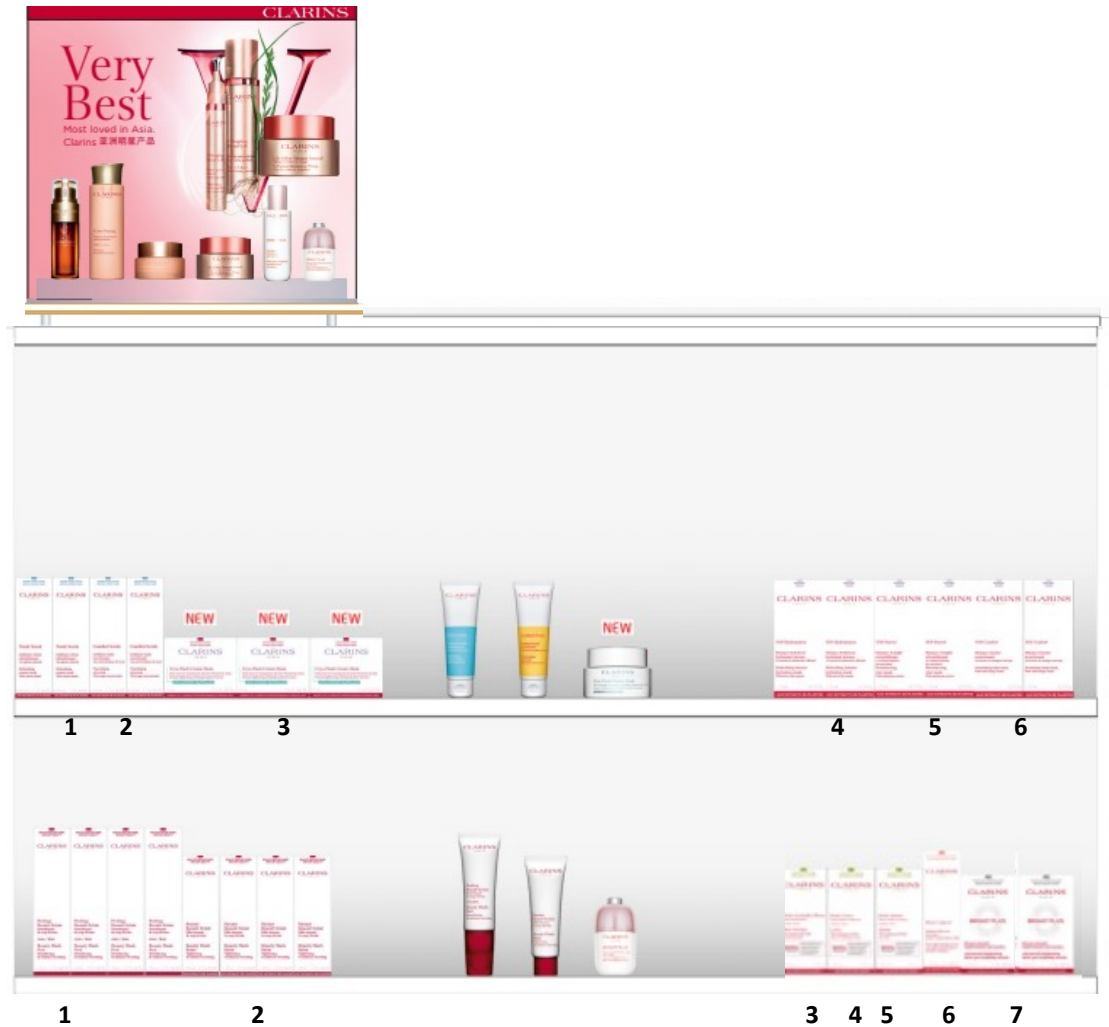
- Asia VIP Unit Update (Select Doors ONLY)

*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



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

LARGE #5 HYDRA ESSENTIAL

NO CHANGES

Top of Counter:

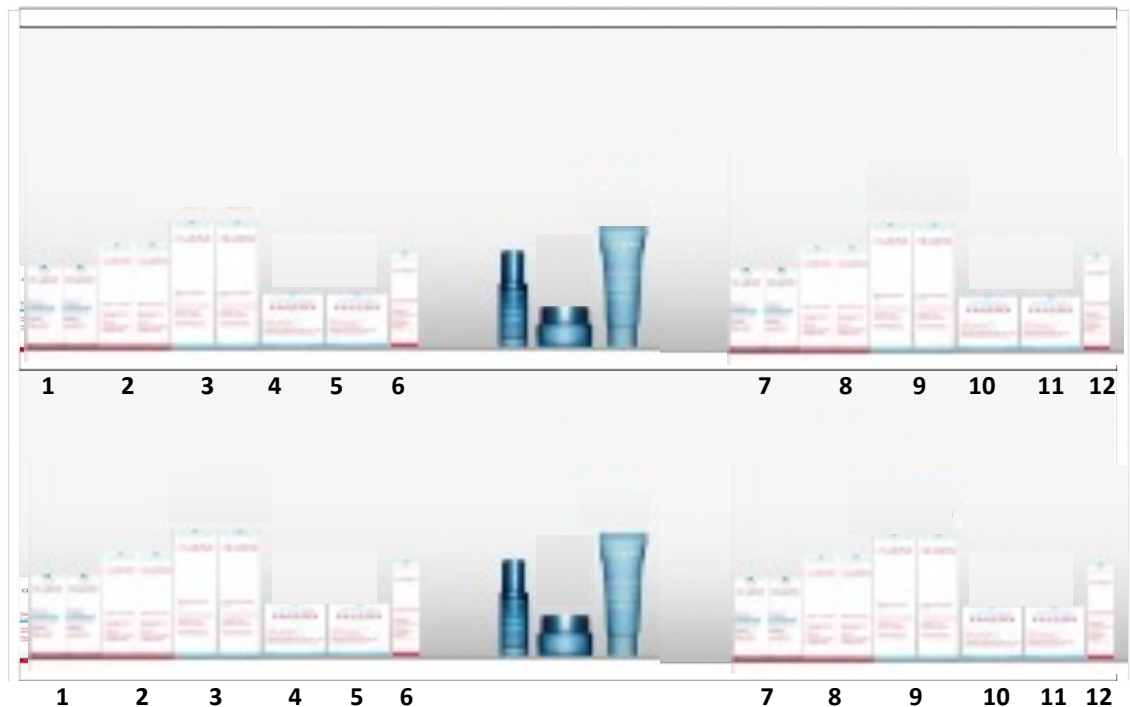
In Case:

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. Total Eye Contour Gel
8. Hydra-Essentiel Bi-phase Serum
9. Hydra-Essentiel Matte Gel
10. Hydra-Essentiel Silky Cream
11. Hydra-Essentiel Rich Cream
12. Hydra-Essentiel Lip Balm

*Bottom 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. Total Eye Contour Gel
8. Hydra-Essentiel B-phase Serum
9. Hydra-Essentiel Matte Gel
10. Hydra-Essentiel Silky Cream
11. Hydra-Essentiel Rich Cream
12. Hydra-Essentiel Lip Balm



Top of Counter:

- Condensed Makeup GTU
- Lip Comfort Oil FTD

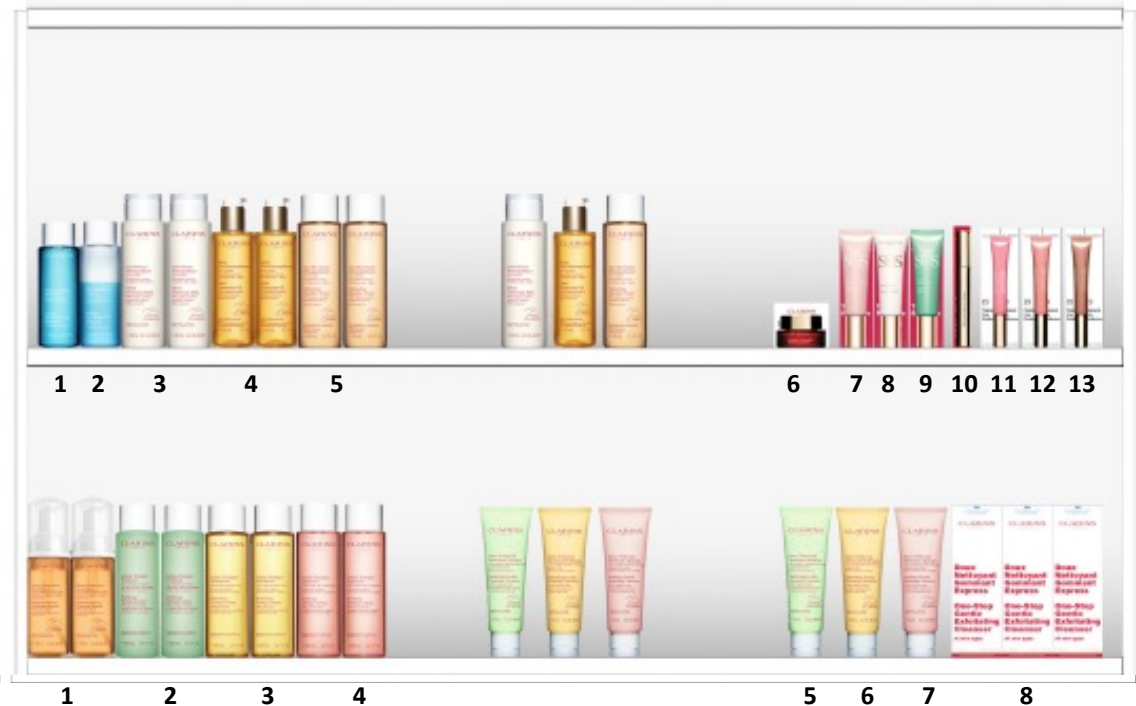
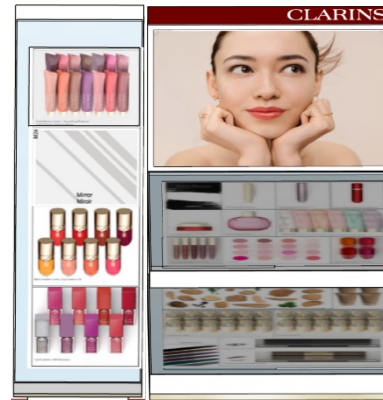
In Case:

Top Row:

1. Gentle Eye Make-Up Remover
2. Instant Eye Make-Up Remover
3. Velvet Cleansing Milk
4. Total Cleansing Oil
5. Cleansing Micellar Water
6. Instant Smooth Perfecting Touch
7. SOS Primer 01
8. SOS Primer 00
9. SOS Primer 04
10. Supra Volume Mascara
11. Instant Light Natural Lip Perfector 01
12. Instant Light Natural Lip Perfector 05
13. Instant Light Natural Lip Perfector 06

*Bottom Row:

1. Gentle Renewing Cleansing Mousse
2. Purifying Toning Lotion
3. Hydrating Toning Lotion
4. Soothing Toning Lotion
5. Gentle Foaming Cleanser, Purifying
6. Gentle Foaming Cleanser, Hydrating
7. Gentle Foaming Cleanser, Soothing
8. One-Step Gentle Exfoliating Cleanser, AST



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



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



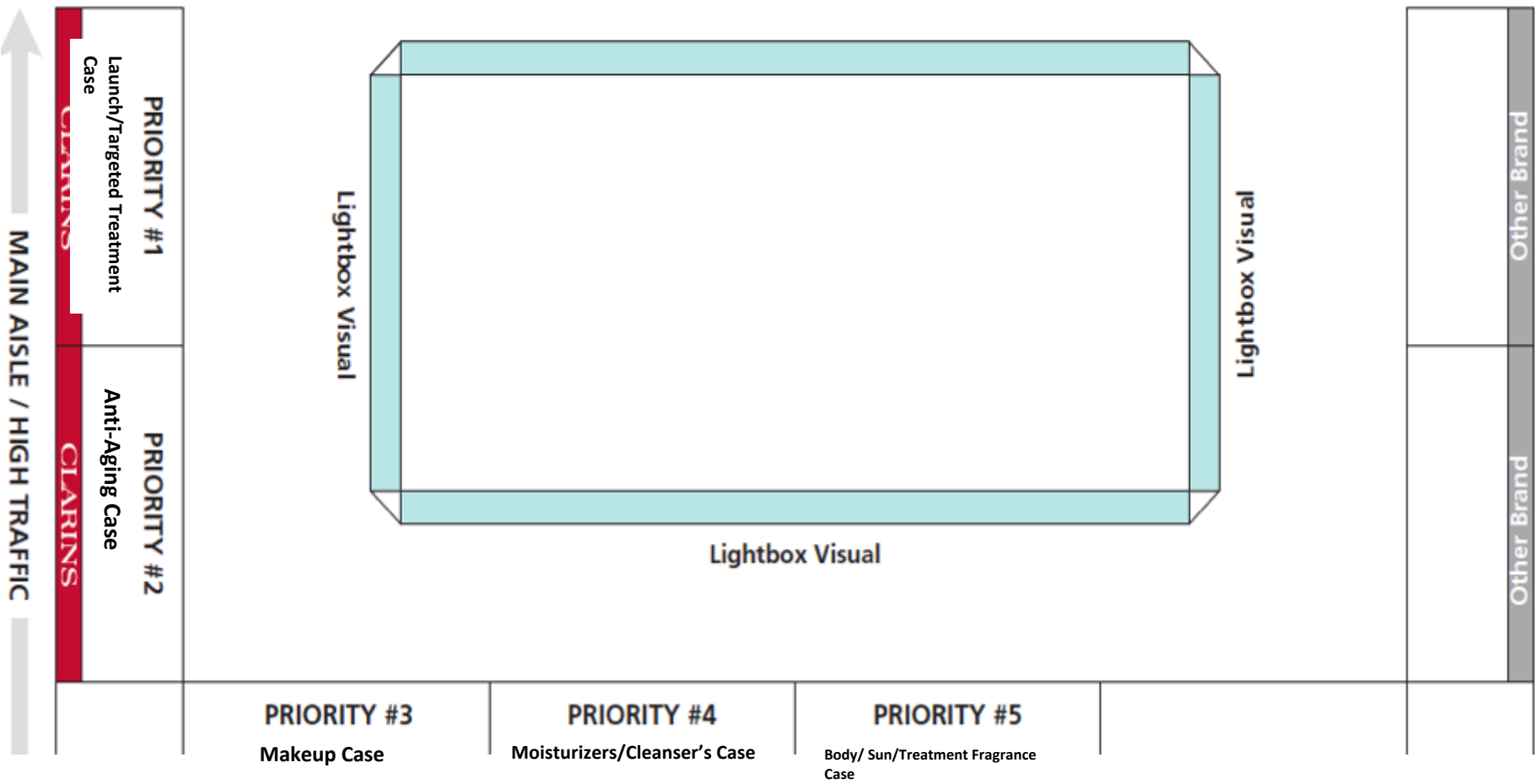
**New York stores are no longer carry Active Face Wash

/ 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

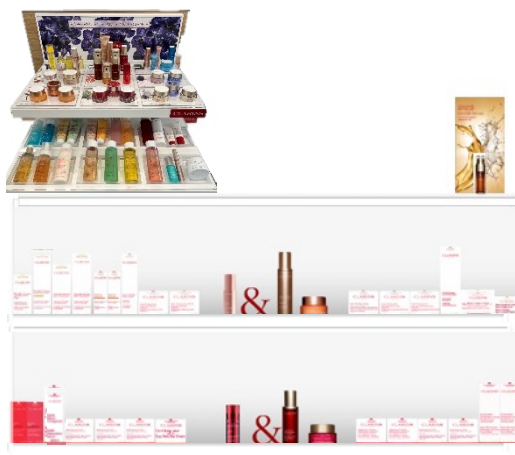


SMALL CASELINE DOORS – 2 SHELF

PRIORITY #1 LAUNCH/ TARGETED TREATMENTS



PRIORITY #2 – ANTI-AGING



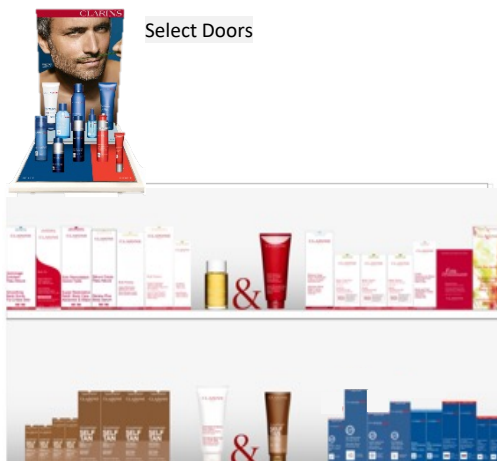
PRIORITY #3 – ANTI-AGING



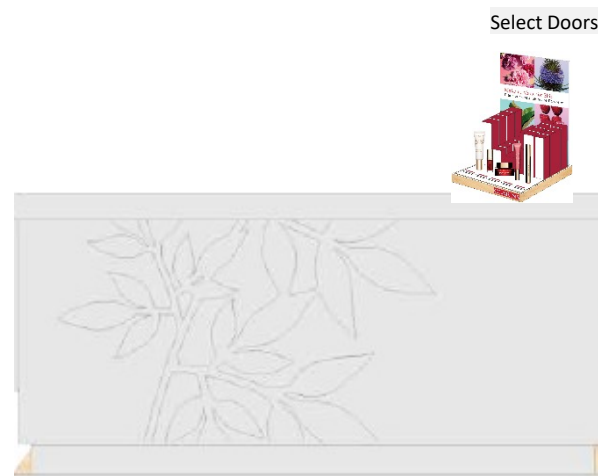
PRIORITY #4 MOISTURIZERS /CLEANSERS



PRIORITY #5 BODY/SUN/TREATMENT FRAGRANCE



CASH DESK



Top of Counter:

- **NEW Cryo-Flash Mask FTD**

In Case:

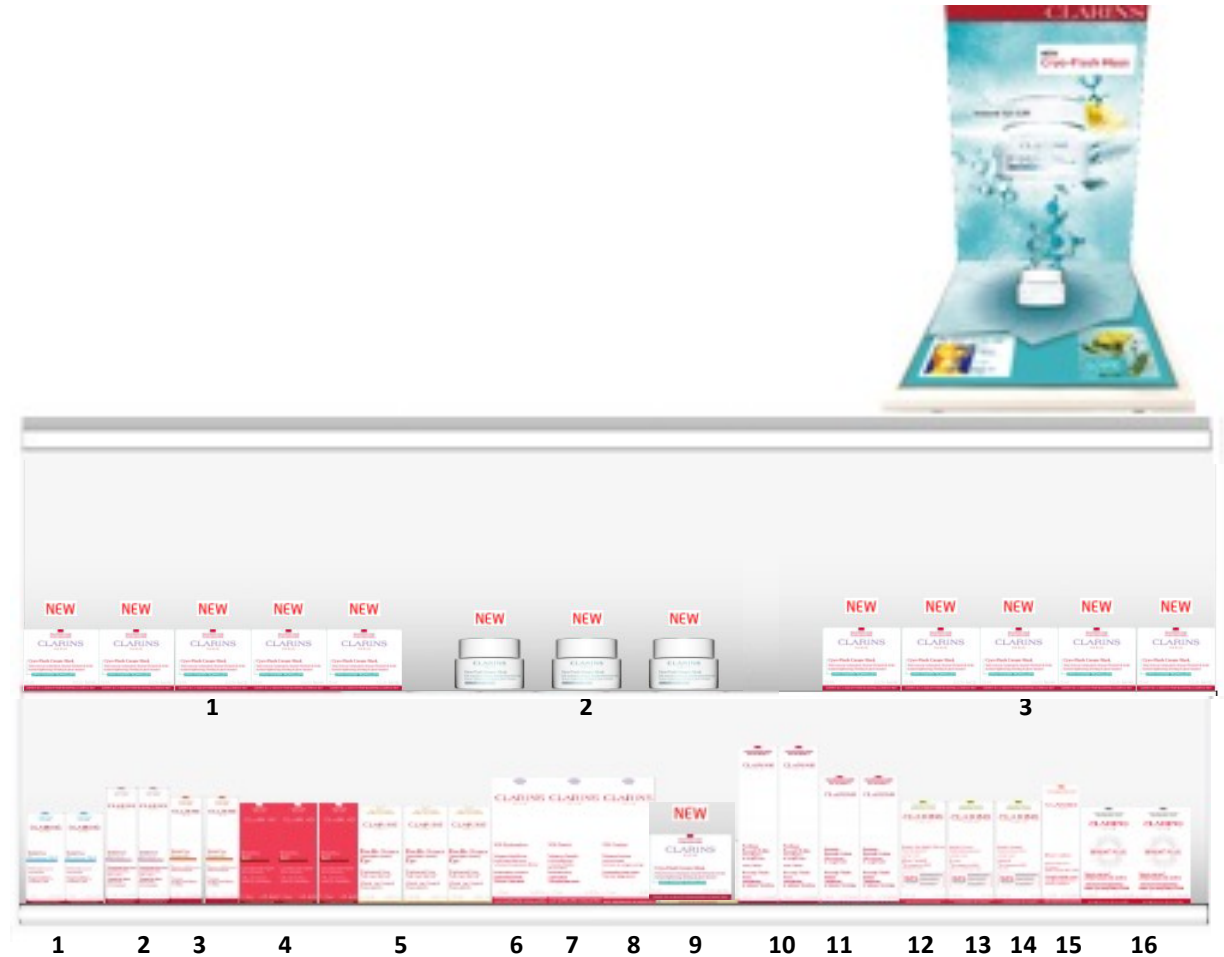
Top Row

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

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

SMALL #1 PRIORITY – LAUNCH CASELINE



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 Mask
14. Extra-Firming Lip & Contour Balm

Bottom Row:

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

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



NO CHANGES

SMALL #4 MOISTURIZERS/CLEANSERS

Top of Counter:

- Condensed Makeup GTU
- Lip Comfort Oil FTD

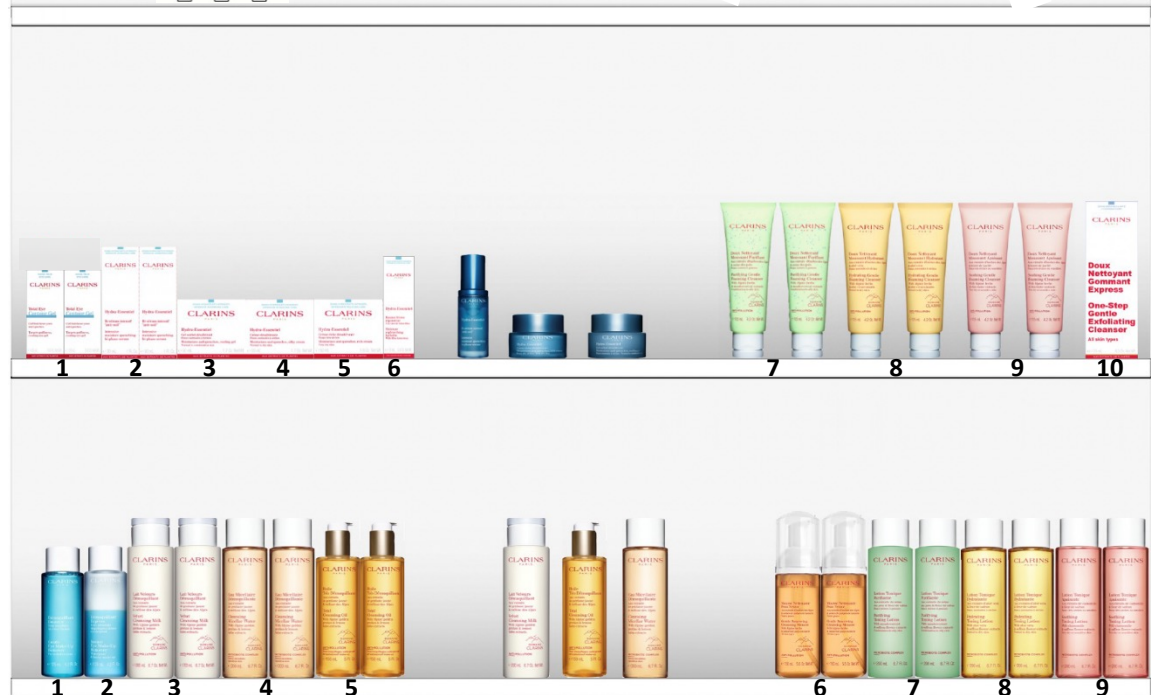
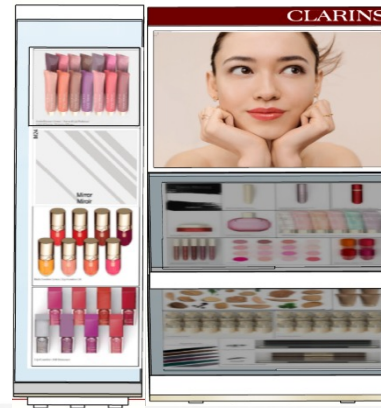
In Case:

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



SMALL #5 BODY/SUN/TREATMENT FRAGRANCE/MEN

Top Of Counter

- Men FTD

In Case:

Top Row:

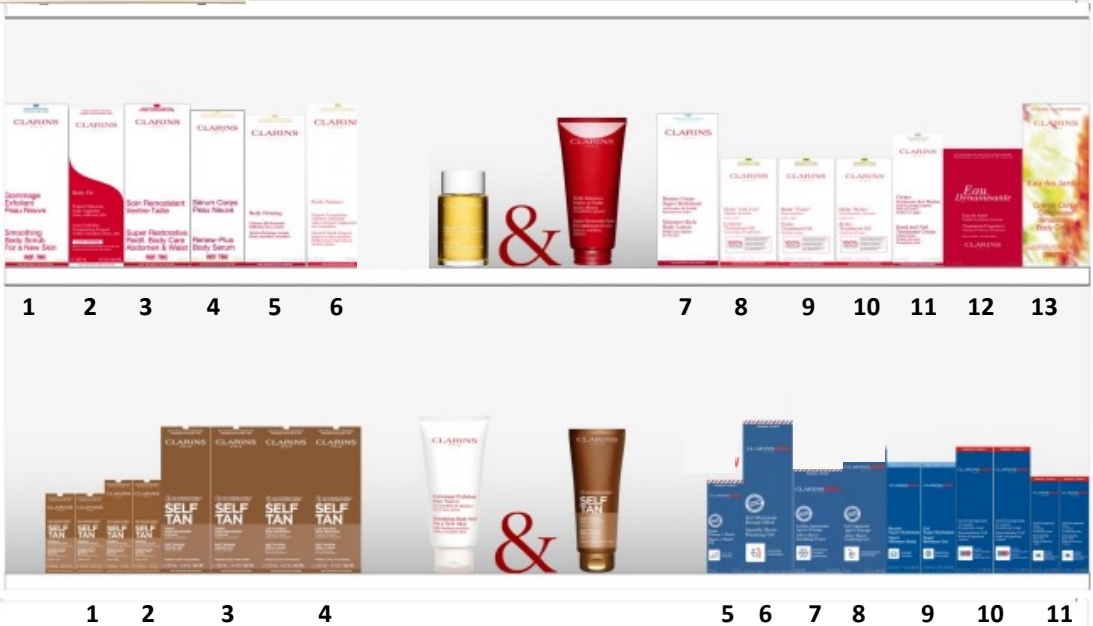
- Exfoliating Body Scrub for Smooth Skin
- Body Fit Anti-Cellulite Contouring Expert
- Super Restorative Anti-Aging Abdomen and Waist Body Cream
- Re-Plus Body Serum
- Body Firming Extra Firming Cream
- Body Partner
- Moisture-Rich Body Lotion
- Body Treatment Oil, Contour
- Body Treatment Oil, Tonic
- 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

NO CHANGES

Select Doors ONLY



**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.

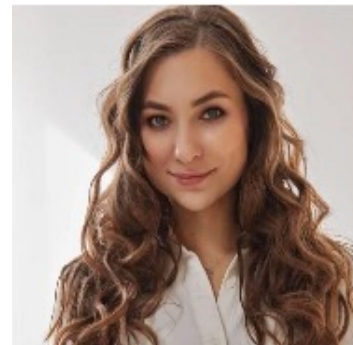
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