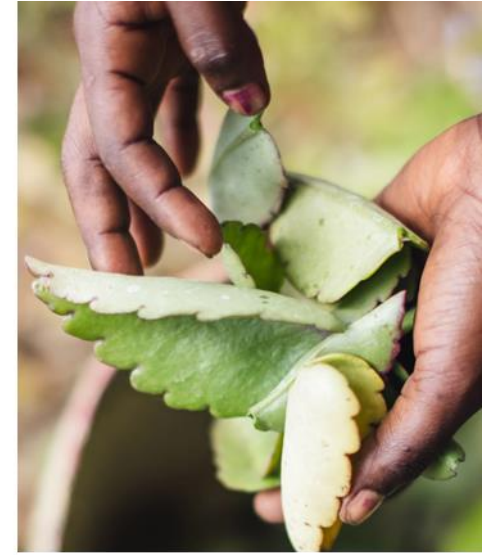




CLARINS USA

Sephora Monthly Call 5.6.25

SEPHORA

MTD

\$3.82M

30% ± 95% Budget

STD

\$7.67M

19% ± 96% Budget

YTD

\$7.67M

19% ± 96% Budget

Active Doors

378



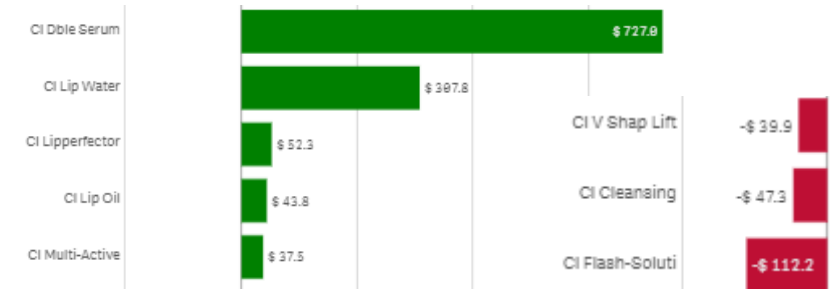
Overview

Channel	Q	MTD	LY MTD	\$ ± MTD	% ± MTD	Budget MTD	% Budget MTD	% TTL
Totals		\$3,821.3	\$2,929.2	\$892.0	30%	\$4,037.9	95%	100.0%
Ecommerce		\$2,426.3	\$2,073.6	\$352.6	17%	\$2,825.0	86%	63.5%
B&M		\$1,395.0	\$855.6	\$539.4	63%	\$1,212.9	115%	36.5%

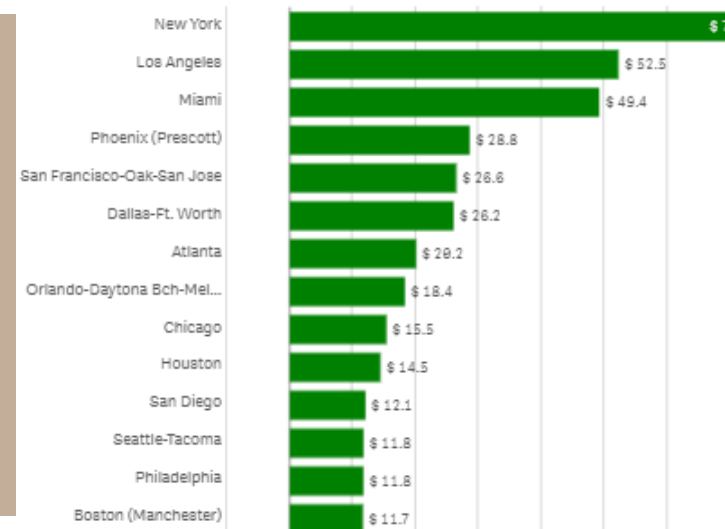
Top 10

Item Description	Q	MTD	LY MTD	\$ ± MTD	% ± MTD	% TTL	% PEN
Totals		\$3,821.3	\$2,929.2	\$892.1	30%	100.0%	100.0%
Double Serum 50ml		\$511.7	\$216.4	\$295.2	136%	13.4%	13.4%
Double Serum 30ml		\$304.9	\$330.7	-\$25.9	-8%	8.0%	8.0%
Double Serum 75ml		\$303.2	\$199.3	\$104.0	52%	7.9%	7.9%
Double Serum Light 30ml		\$264.2	\$0.0	\$264.2	0%	6.9%	6.9%
Total Eye Lift 15ml		\$231.8	\$251.5	-\$19.7	-8%	6.1%	6.1%
Double Serum Light 50ml		\$214.9	\$221.4	-\$6.4	-3%	5.6%	5.6%
S25 Sephora Best Sellers Set		\$185.7	\$0.0	\$185.7	0%	4.9%	4.9%
Double Serum Eye 20ml		\$167.2	\$146.7	\$20.5	14%	4.4%	4.4%
Cry-Flash Cream-Mask 75ml		\$162.3	\$274.6	-\$112.2	-41%	4.2%	4.2%
S25 Sephora Lip Oil Set		\$133.5	\$0.0	\$133.5	0%	3.5%	3.5%

Category



MARKET GROWTH



April Insights:

- Risk/Opps: \$3M BI sale results, B&M +15% to Plan, DS Media next month- stock opportunity
- Stores: Comp Doors +23%, Top 3 Markets +177k, 11 Markets +10k, FSC Events +126% to LY
- COM: Dotcom sales results were above skincare trend, traffic +24% (above skin trend), conversion flat to LY (above skin trend), ending the event as the #14 skincare brand on dotcom.

Up Next:

- \$1M Growth Campaign - Double Serum 5/1-6/26, FOS DSL 4/3-5/21
- June/July FSC Events: Icons Focus (+44 events (16 A-A+ Doors))

SEPHORA SOHO POP-UP

Saturday 5/3

Sales \$11.0

Transactions : 51

AUS \$216.00

Sunday 5/4

Sales \$9.0

Transactions 42

AUS: \$214.00

Total event results

Plan \$20.0

\$20.0, 100% of goal achieved

Total transaction: 93

AUS: \$215.00



JUNE / JULY

TEMECULA	06/01/25	42ND & MADISON	07/02/25
GENEVA COMMONS	06/05/25	WILLOWBROOK	07/03/25
UPTOWN BOCA	06/05/25	MICHIGAN AVENUE	07/05/25
ROSEDALE	06/07/25	GENEVA COMMON	07/05/25
CHESTNUT ST.	06/07/25	WILLOWBROOK	07/10/25
NAPERVILLE	06/07/25	ALA MOANA	07/11/25
PLAZA LAS AMERICAS	06/07/25	BELLEVUE SQUARE	07/11/25
WEST VILLAGE	06/07/25	BROADWAY PLAZA	07/12/25
NORTHRIDGE FASHION	06/08/25	VALLEY FAIR	07/17/25
CRABTREE	06/12/25	CITY CENTRE	07/17/25
NORTHPARK	06/12/25	SOUTHPOINT	07/17/25
BELLEVUE SQUARE	06/12/25	SOUTHLAKE	07/17/25
DALLAS GALLERIA	06/13/25	KATY MILLS	07/17/25
WILLOWBROOK PARK	06/13/25	VALLEY FAIR	07/18/25
BOCA RATON	06/13/25	TIMES SQUARE	07/18/25
INTERNATIONAL PLAZA	06/13/25	TYSONS CORNER	07/18/25
LENOX SQUARE	06/13/25	LA CANTERA	07/19/25
THE GROVE	06/13/25	BOCA RATON	07/19/25
PRESTON ROYAL	06/13/25	LENOX SQUARE	07/19/25
CANYON SPRINGS MKT	06/13/25	MIAMI	07/19/25
SUNLAND TOWNE	06/13/25	PRESTON PARK	07/19/25
ANNAPOLIS TOWN	06/13/25	86TH & LEXINGTON	07/23/25
DEER PARK	06/14/25	DALLAS GALLERIA	07/24/25
BAYBROOK	06/19/25	THE GARDENS	07/25/25
MEMORIAL CITY	06/21/25	NATICK	07/26/25
CHRISTIANA	06/21/25	BAYBROOK	07/30/25
FASHION VALLEY	06/23/25	WOODLAND HILLS	07/30/25
LA CANTERA	06/26/25	SAWYER HEIGHTS	07/30/25
5TH AVENUE	06/26/25	CHESTNUT ST.	07/31/25
HOUSTON GALLERIA	06/27/25		
OAKBROOK	06/27/25		
SOUTHPOINT	06/27/25		
THE GARDENS	06/27/25		
SOUTHLAKE TOWN SQUARE	06/27/25		
MIAMI INTERNATIONAL	06/27/25		
AVALON ALPHARETTA	06/27/25		
WESTGATE	06/27/25		
HILLSIDE VILLAGE	06/27/25		
POTOMAC MILLS	06/27/25		
SARASOTA PAVILLION	06/27/25		
WOODLANDS	06/28/25		
MERRICK PARK	06/28/25		
SOUTH COAST PLAZA	06/29/25		
SOHO	06/30/25		

CLARINS
CELEBRATES
BEAUTY
ICONS

EVENT DETAILS

GWP OFFER

LOCATION
TIME
DATE

CLARINS

FSC EVENTS: BEAUTY LAB

SEPHORA



H@S



PLACEMAT



TOA



GIFT



BRAND EXPERIENCE — SEPHORA: THE GROVE 6/13

DYLAN EFRON



CLARINS - COMMUNITY POP UP



GWP w/\$75 Clarins Purchase



SEPHORA IS FOR THE BOYS

#GRWM

@CLARINSUSA @SEPHORA

YOU ARE ICONIC. YOUR FACE DESERVES ONLY THE BEST SKINCARE.
FOR GREATEST RESULTS, CLARINS HAS COMBINED
THE MOST EFFECTIVE FORMULAS & APPLICATION METHODS.

1 CRYO FLASH MASK

2 TOTAL EYE LIFT

3 DOUBLE SERUM

4 MULTI-ACTIVE

5 LIP STAIN / LIP OIL



NEW DOOR LIST

Store Number	Store Name	District	F25 Clarins
2040	MONTGOMERY VILLAGE	San Francisco	9/5/2025
2044	VILLAGE ON THE PARKWAY	Dallas East	6/27/2025
2094	NORTH COUNTY SQUARE	San Diego	5/16/2025
2138	VILLAGE WALK	Northwest Los Angeles	7/4/2025
2214	THE TERMINAL	OH/Pittsburgh	6/20/2025
2216	WEST GROVE	Dallas East	1/0/1900
2224	DELRAY PLACE	Palm Beach/South FL	5/30/2025
2252	GALLATIN CROSSING	OR/ID/North NV	8/8/2025
2254	THE SHOPS AT SUNVET	Long Island	11/7/2025
2262	HAMILTON TOWN CENTER	IN/OH	6/13/2025
2274	NORTH GEORGIA PREMIUM	Greater Atlanta/LA Gulf	7/11/2025
2276	SAN FRANCISCO PREMIUM	East Bay/Sacramento	6/27/2025
2280	UNIVERSITY COMMONS	Palm Beach/South FL	9/5/2025
2282	PIER PARK	Tampa/Gulf Coast FL	6/6/2025
2404	JEFFERSON COMMONS	NC/South VA	8/8/2025
2406	LIBERTY CENTER	IN/OH	10/10/2025
2424	PALMS AT TOWN AND COUNTRY	Miami/PR	6/13/2025
2426	ALLEN PREMIUM	Dallas East	6/27/2025
2428	MANHATTAN WEST	Lower Manhattan	6/6/2025
2430	BLOOMINGDALE COURT	Chicago	5/16/2025
2434	NORTH CLARK	Chicago	6/20/2025
2436	CHICAGO PREMIUM	Chicago	5/16/2025
2456	BETHESDA ROW	Greater MD/VA	9/26/2025
2468	PLAZA DEL SOL	Miami/PR	8/8/2025
2486	ONE PACIFIC PLACE	Heartland	5/30/2025
2492	RIVERS EDGE	IN/OH	10/24/2025



New Door Welcome Kit

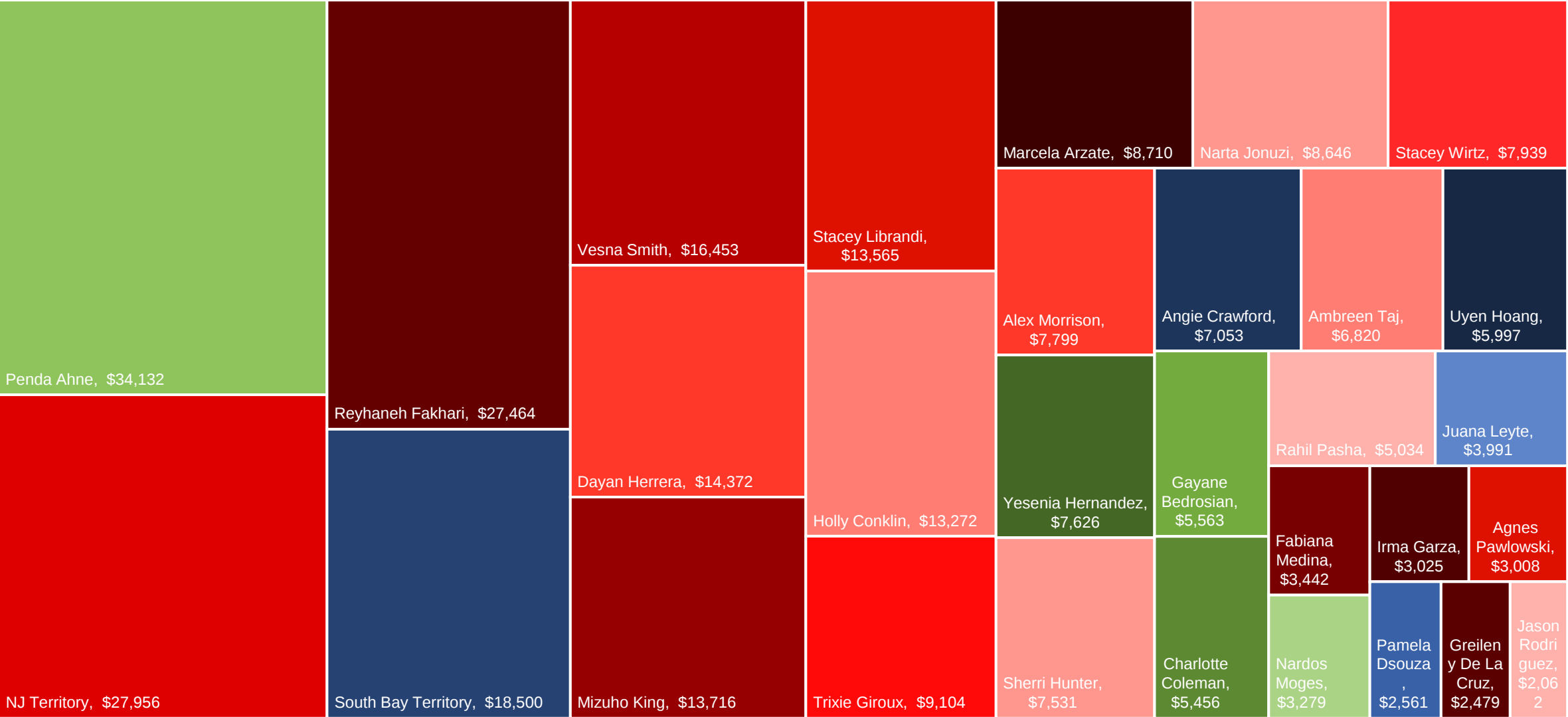
H@SM PORTAL

H@SM Brand Visit Booking Availability

Visit Month	Date Booking is Available Do Not Book Before 9:00am PT
January 2025	Wednesday, November 6, 2024
February 2025	Friday, December 6, 2024
March 2025	Wednesday, January 8, 2025
April 2025	Wednesday, February 5, 2025
May 2025	Wednesday, March 5, 2025
June 2025	Wednesday, April 2, 2025
July 2025	Wednesday, May 7, 2025
August 2025	Wednesday, June 4, 2025
September 2025	Wednesday, July 2, 2025
October 2025	Wednesday, August 6, 2025
November 2025	Wednesday, September 3, 2025
December 2025	Wednesday, October 1, 2025



2H25 PRODUCTIVITY GAP NSM PREP



THANK YOU 

SEPHORA