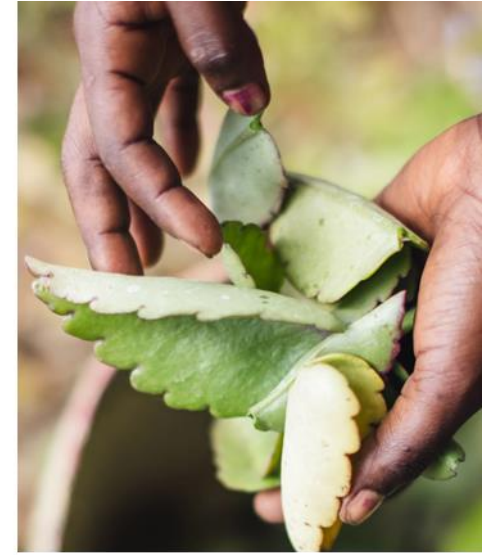




CLARINS USA

Ulta Monthly Call 5.6.25



MTD
\$2.63M
 34% ± 108% Budget

STD
\$10.72M
 0% ± 108% Budget

YTD
\$10.72M
 0% ± 108% Budget

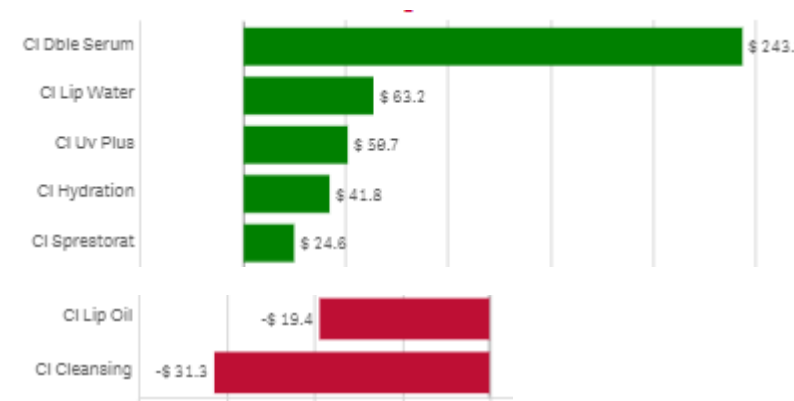
Active Doors
1,352



Overview

Channel	Q	MTD	LY MTD	\$ ± MTD	% ± MTD	Budget MTD	% Budget MTD	% TTL
Totals		\$ 2,626.1	\$ 1,965.8	\$ 660.3	34%	\$ 2,432.4	108%	100.0%
B&M		\$ 1,878.7	\$ 1,509.4	\$ 369.3	24%	\$ 1,832.4	103%	71.5%
Ecommerce		\$ 747.4	\$ 456.4	\$ 291.0	64%	\$ 600.0	125%	28.5%

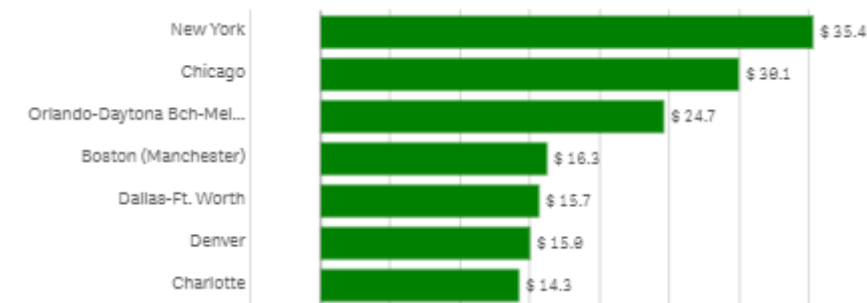
Category



Top 10

Item Description	Q	MTD	LY MTD	\$ ± MTD	% ± MTD	% TTL
Totals		\$ 2,626.1	\$ 1,965.8	\$ 660.3	34%	100.0%
Double Serum 50ml		\$ 382.3	\$ 153.3	\$ 149.0	97%	11.5%
Total Eye Lift 15ml		\$ 235.3	\$ 201.1	\$ 34.2	17%	9.0%
Double Serum 30ml		\$ 229.3	\$ 140.1	\$ 89.2	64%	8.7%
S25 Ulta De 30ml Kit		\$ 209.6	\$ 0.0	\$ 209.6	0%	8.0%
Double Serum Eye 20ml		\$ 97.5	\$ 102.4	-\$ 4.9	-5%	3.7%
Double Serum Light 50ml		\$ 95.3	\$ 85.2	\$ 10.1	12%	3.6%
Double Serum Light 30ml		\$ 74.7	\$ 0.0	\$ 74.7	0%	2.8%
Double Serum 75ml		\$ 74.4	\$ 24.3	\$ 50.1	206%	2.8%
Super Restorative Day Ast 5...		\$ 69.8	\$ 53.5	\$ 16.3	30%	2.7%
Super Restorative Night 50ml		\$ 69.6	\$ 55.8	\$ 13.7	25%	2.6%

MARKET GROWTH



April Insights:

- **Strong** April Activations: Events, Skinfatuation, and multiple promo offers performance +34%, +660.3k
- Double Serum +\$243k with Skinfatuation 5x points offer. YTD flat to LY with shift of beauty steal.
- Stores increase driven by Corporate Events. Double Digit increases in NYC, Chicago and Orlando.
- COM: x

Up Next:

- Corporate Events: Icons Summer + Brand Blitz Days
- August Round Robins WK 27
- New Doors- TBC

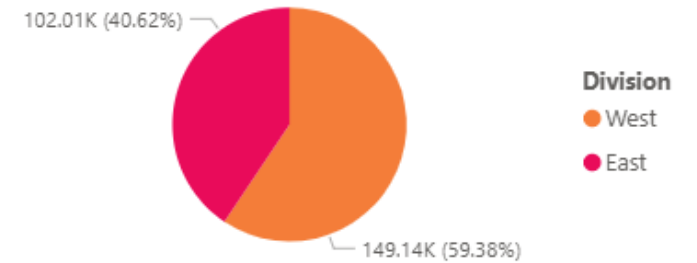
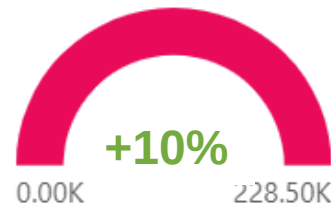


Q1 EVENT RESULTS

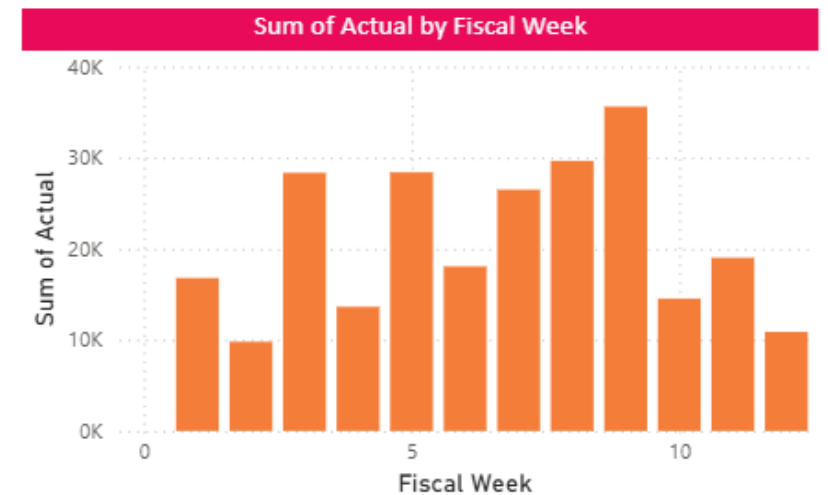
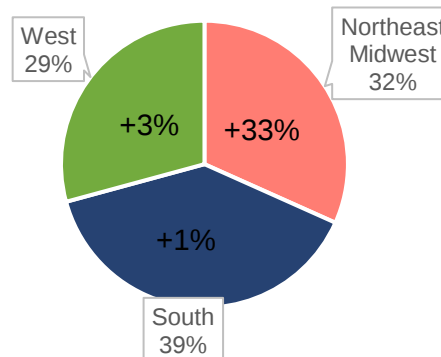
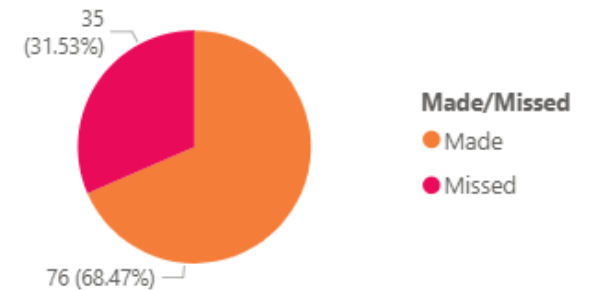
YTD ULTA EVENTS	Actual	Goal	%chg
Alex Morrison	\$ 1,838	\$ 2,500	-26%
Ambreen Taj	\$ 4,540	\$ 4,000	13%
Angie Crawford	\$ 14,670	\$ 16,500	-11%
Brittany Gobel	\$ 4,501	\$ 6,000	-25%
Carrie Lois	\$ 10,079	\$ 13,000	-22%
Charlotte Coleman	\$ 12,665	\$ 10,000	27%
Fabiana Medina	\$ 22,587	\$ 20,500	10%
Gayane Bedrosian	\$ 12,471	\$ 12,500	0%
Greileny De La Cruz	\$ 26,573	\$ 14,500	83%
Holly Conklin	\$ 9,998	\$ 13,000	-23%
Jason Rodriguez	\$ 11,778	\$ 8,500	39%
Juana Leyte	\$ 6,487	\$ 7,500	-14%
Marcela Arzate	\$ 10,209	\$ 7,500	36%
Mizuho King	\$ 12,436	\$ 9,500	31%
Nardos Moges	\$ 4,859	\$ 3,500	39%
Pamela Dsouza	\$ 11,415	\$ 8,000	43%
Rahil Pasha	\$ 3,276	\$ 3,000	9%
Reyhaneh Fakhari	\$ 13,031	\$ 12,500	4%
Sherri Hunter	\$ 11,760	\$ 10,000	18%
Sherri Shadbash	\$ 5,782	\$ 5,000	16%
Stacey Librandi	\$ 10,913	\$ 10,500	4%
Stacey Wirtz	\$ 5,277	\$ 5,000	6%
Tanya Cruz	\$ 4,652	\$ 7,500	-38%
Uyen Hoang	\$ 9,999	\$ 9,000	11%
Vesna Smith	\$ 9,353	\$ 9,000	4%
Grand Total	\$ 251,148	\$ 228,500	10%

228.5K
Sum of Goal

1 of Actual and Sum of Goal



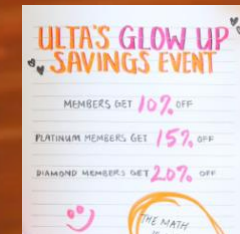
Count of Made/Missed by Made/Missed



CORPORATE EVENTS: SUMMER 2025

ULTA[®]
BEAUTY

JUNE/JULY



gifts with purchase

GIFT with \$105 Clarins Purchase

BEAUTY ICONS SUMMER EVENTS

161	Pembroke Pines	tanya cruz	6/7/2025
1017	Bellevue	Mizuho Sutton	6/7/2025
66	Patchogue	Grey De La Cruz	6/7/2025
411	SOUTH PORTLAND	Sherri Shadbash	6/7/2025
1325	Daytona Beach	Jason Rodriguez	6/7/2025
1127	Salinas	Uyen Hoang	6/7/2025
229	Winter Garden	Jason Rodriguez	6/7/2025
157	Goodyear	Stacey LiBrandi	6/14/2025
1241	Riverhead	Grey De La Cruz	6/14/2025
134	Charlotte	Stacey Wirtz	6/14/2025
136	Maple Grove	Sherri Hunter	6/14/2025
1359	Middletown	Sherri Shadbash	6/14/2025

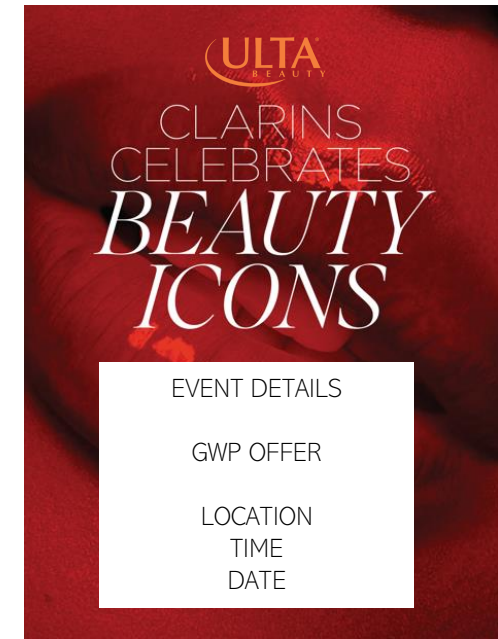
Westcoast Brand Blitz Day 6/19

7	Orland Park	Marcela Arzate	6/21/2025
40	Norridge	Pamela D Souza	6/21/2025
1687	Washington	Vesna Smith	6/28/2025
1691	Rehoboth Beach	Nardos Moges	6/28/2025
781	West Palm Beach	Juana Leyte	6/28/2025
1735	Richmond	FABIANA MEDIN	6/28/2025
8	Wheaton	Marcela Arzate	6/28/2025

1805 ROSEMONT	Pamela D Souza	7/5/2025
796 San Jose	Uyen Hoang	7/12/2025
1249 Whittier	GAYANE BEDROSIAN	7/12/2025
416 WILKES BARRE	Vesna Smith	7/12/2025
147 Charlotte	Vesna Smith	7/12/2025
160 Miami	Carrie Lois	7/12/2025
269 BOLINGBROOK	Marcela Arzate	7/12/2025
215 Winter Park	Jason Rodriguez	7/19/2025
1027 Aurora	Ambreen Taj	7/19/2025
123 Edgewater	Grey De La Cruz	7/19/2025
430 Schaumburg	Marcela Arzate	7/19/2025
1308 Alpharetta	Charlotte Coleman	7/19/2025
97 Skokie	Pamela D Souza	7/19/2025
1591 SURPRISE	Stacey LiBrandi	7/19/2025
1311 Dallas	alex Morrison	7/19/2025
1633 Atlanta	Charlotte Coleman	7/25/2025
367 Annapolis	Nardos Moges	7/26/2025
167 Rockville	Nardos Moges	7/26/2025
35 Phoenix	Stacey LiBrandi	7/26/2025
1500 Woodinville	Mizuho Sutton	7/26/2025
83 Humble	FABIANA MEDINA	7/26/2025
1189 LADY LAKE	Jason Rodriguez	7/26/2025
231 Mooresville	Stacey Wirtz	7/26/2025
1373 Pembroke Pines	tanya cruz	7/26/2025
604 Seal Beach	HOLLY CONKLIN	7/26/2025
23 Chicago	Pamela D Souza	7/26/2025
33 Scottsdale	Stacey LiBrandi	7/26/2025

Westcoast Brand Blitz Day 7/31

8x11 sign template:

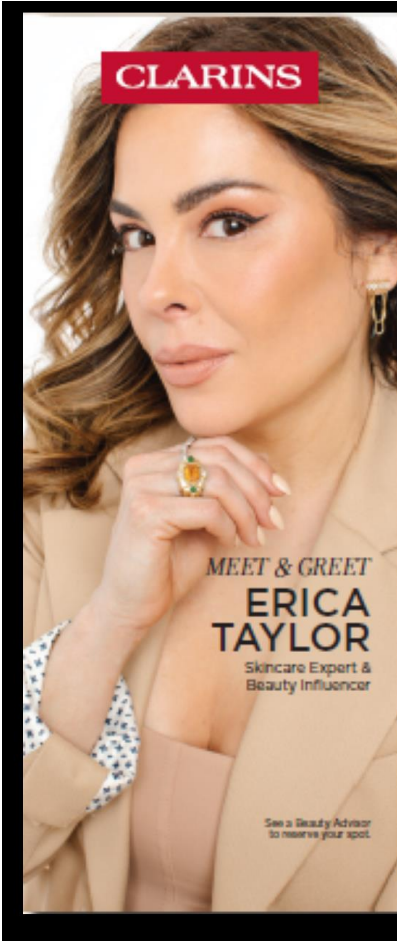


Heart charm:

Beauty Icons Event TOA or
Ulta Team Incentive



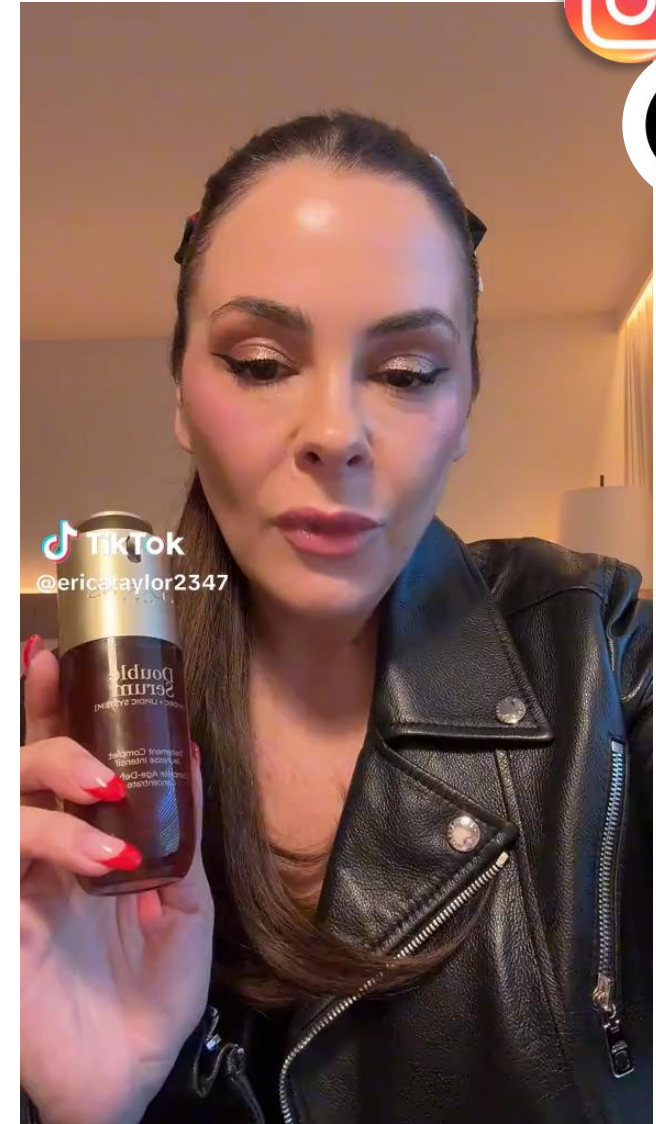
ERICA TAYLOR \$41K EVENTS



GWP \$75 Purchase



Step-up \$125 Purchase



Social Post x 4 (week before & after)

#GRWM

@CLARINSUSA @ULTARSVP

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

Type of store	Store #	Address	Address 2	City	State	Zip	GO date	SEE	REGION
New Store	1776	3049 William St	STE 257	Cape Girardeau	MO	63703	5/16/2025		
New Store	2017	2810 3rd Ave South		Fort Dodge	IA	50501	5/23/2025		
New Store	2000	4609 Churn Creek Rd		Redding	CA	96002	5/23/2025		
New Store	2005	2700 State Rd 16	STE 1007	St. Augustine	FL	32092	5/23/2025		
New Store	1759	7676 Richmond Hwy		Alexandria	VA	22306	6/13/2025		
New Store	1891	1800 4 Seasons Blvd		Hendersonville	NC	28792	6/13/2025		
New Store	2034	6401 Marana Center Blvd	STE 303	Tucson	AZ	85742	6/20/2025		
New Store	2016	399 Campbellsville Bypass		Campbellsville	KY	42718	6/20/2025		
New Store	1850	1050 Emerald Bay Rd		South Lake Tahoe	CA	96150	6/27/2025		
New Store	1885	9555-A South Blvd		Charlotte	NC	28273	7/4/2025		
New Store	2031	350 84th St SW	STE 840	Byron Center	MI	49315	7/4/2025		
New Store	2010	787 Middle Country Road	Unit 17A	Selden	NY	11784	7/11/2025		
New Store	2025	903 N Green St		Brownsburg	IN	46112	7/18/2025		
New Store	2006	14659 Cumberland Gap Pkwy	STE 19	Corbin	KY	40701	7/18/2025		
New Store	2051	11211 120 th Ave	C049	Pleasant Prairie	WI	53158	7/18/2025		
New Store	2011	800 Steven B Tanger Blvd	STE 309	Commerce	GA	30529	7/25/2025		
New Store	1830	6780 South University Blvd.		Centennial	CO	80122	7/25/2025		
New Store	2049	537 Monmouth Rd	STE 314	Jackson Township	NJ	08527	7/25/2025		
New Store	2048	6415 Labeaux Ave NE	A240	Albertville	MN	55301	7/25/2025		
New Store	2052	41295 US-280		Sylacauga	AL	35150	7/25/2025		
New Store	2050	595 Linmar Ln	STE B210	Johnson Creek	WI	53038	8/1/2025		
New Store	1820	835 Russell Blvd	STE 110	Davis	CA	95616	8/1/2025		
New Store	2009	3955 S Arizona Avenue		Chandler	AZ	85248	8/1/2025		
New Store	2024	466 Hwy 53		Calhoun	GA	30701	8/8/2025		
New Store	2002	10500 Ulmerton Rd	STE 610	Largo	FL	33771	8/8/2025		
New Store	2033	W 29th St and Broadway St		Pittsburg	KS	66762	8/8/2025		
New Store	2062	10600 Quil Ceda Blvd		Tulalip	WA	98271	8/15/2025		
New Store	2054	1911 Leesburg Grove City Rd	Space 1280	Grove City	PA	16127	8/15/2025		
New Store	1864	6100 O St	STE 300	Lincoln	NE	68505	8/22/2025		
New Store	1877	TBD		Madisonville	KY	42431	8/22/2025		
New Store	1809	Missouri Flat Rd Highway 50		Placerville	CA	95667	8/29/2025		



New Door Welcome Kit

New Store	1893	400 S Wilson Rd	STE 300	Sunbury	OH	43074	9/5/2025
New Store	2019	200 Bass Pro Dr	STE 590	Pearl	MS	39208	8/29/2025
New Store	2012	925 Central Park Avenue	STE 19	Scarsdale	NY	10583	9/5/2025
New Store	1754	Appox. 1000 North Main Street		Tooele	UT	84074	9/12/2025
New Store	2061	18 W Lightcap Rd	STE 101	Pottstown	PA	19464	9/12/2025
New Store	1873	42080 Cypress Pkwy	Unit 1	Babcock Ranch	FL	33982	9/5/2025
New Store	1882	17114 Slover Ave		Fontana	CA	92337	10/3/2025
New Store	2015	3349 Monroe Ave		Rochester	NY	14618	10/10/2025
New Store	2057	2300 Grand Cypress Dr		Lutz	FL	33559	10/10/2025
New Store	2053	10652 Emerald Coast Pkwy W		Miramar Beach	FL	32550	11/14/2025
New Store	1847	10435-10441 Dixie Highway	STE 20-21	Louisville	KY	40272	10/17/2025
New Store	2039	1355 SW East-West Connector		Mableton	GA	30106	10/17/2025
New Store	2020	196 Covenant Dr		Batesville	MS	38606	10/17/2025
New Store	2060	651 Kapkowski Rd	STE 1122	Elizabeth	NJ	07201	10/17/2025
New Store	2003	2161 Harris Blvd.		Layton	UT	84041	10/24/2025
New Store	2040	1265 Sergeant Jon Stiles Dr		Littleton	CO	80129	10/24/2025
New Store	1839	0		Mattoon	IL	61938	10/24/2025
New Store	1859	4000 Arrowhead Blvd	STE 680	Mebane	NC	27302	10/31/2025
New Store	2055	800 S James Campbell Blvd		Columbia	TN	38401	10/31/2025
New Store	2021	1625 Decatur Pike		Athens	TN	37303	11/7/2025
New Store	1857	TBD		Donna	TX	78537	11/7/2025
New Store	1899	620 Avenue of the Americas	STE 0105	New York	NY	10011	11/14/2025
New Store	2063	1 Premium Outlet Blvd		Wrentham	MA	02093	11/14/2025
New Store	2026	1828 N. Causeway Blvd		Mandeville	LA	70471	11/21/2025
New Store	2028	1500 E Village Way		Orange	CA	92865	11/21/2025
New Store	1896	750 42nd Avenue Dr		Moline	IL	61265	1/30/2026
New Store	2023	25 Settlers Green Dr	Unit G10	North Conway	NH	03860	1/30/2026
New Store	2001	814 W. Riggan Ave		Visalia	CA	93291	1/30/2026
New Store	2041	Hwy 75		Oneonta	AL	0	1/30/2026
New Store	2008	5701 Outlets at Tejon Pkwy	STE #950	Arvin	CA	93203	1/30/2026
New Store	1607	3176 R Street		Merced	CA	95348	1/30/2026
New Store	2032	1155 Buck Creek Rd	Space D400	Simpsonville	KY	40067	1/30/2026