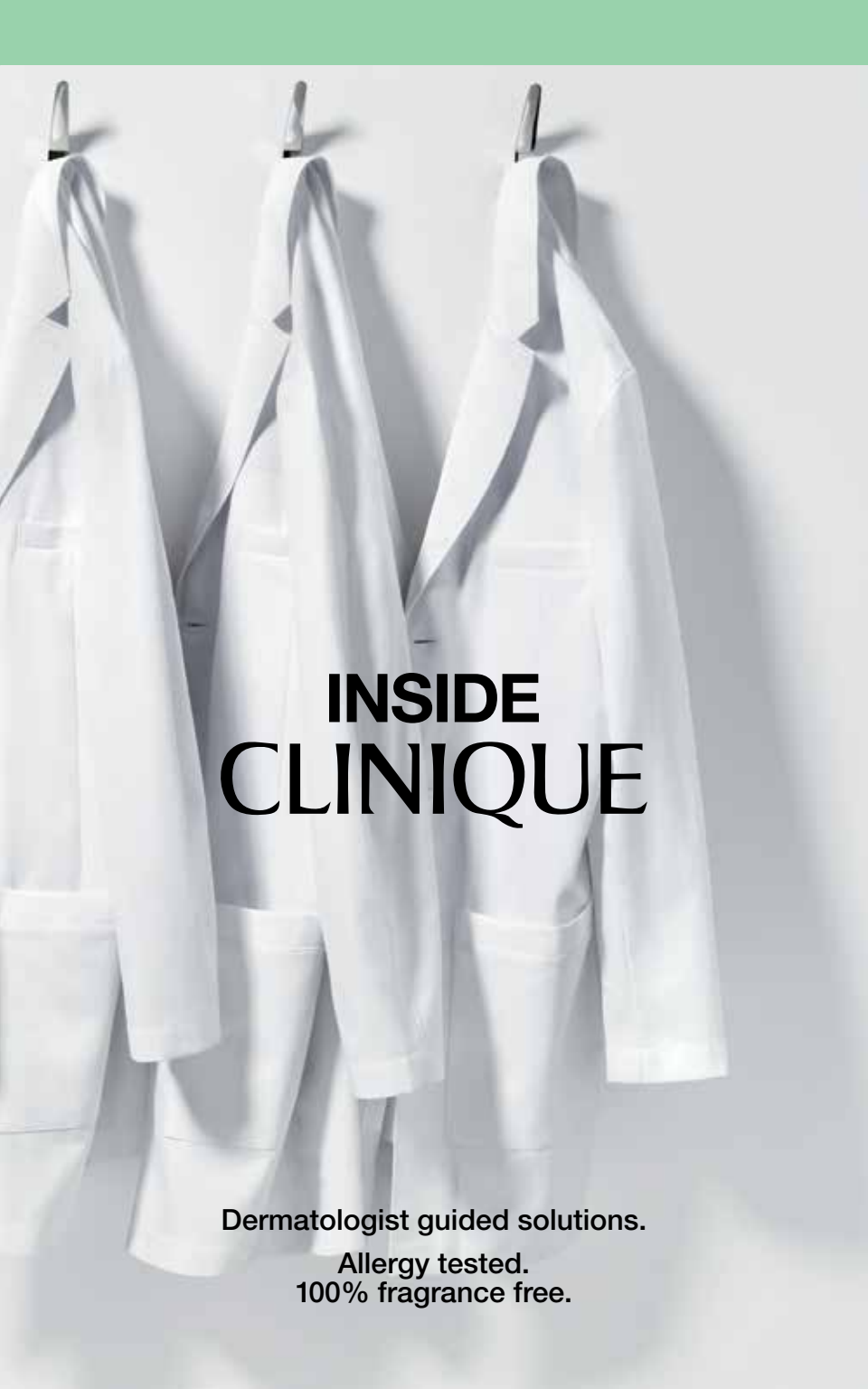


The background of the entire image is a photograph of three white lab coats hanging on a light-colored wall. The coats are hanging from dark hangers, and their shadows are cast onto the wall behind them. The lighting is soft and even, highlighting the texture of the fabric.

INSIDE CLINIQUE

Dermatologist guided solutions.

**Allergy tested.
100% fragrance free.**

Welcome to Clinique.

Your Path to Becoming a Clinique Accredited Consultant Begins Here.

Your *Inside Clinique* workbook is designed to guide your journey. It features weekly lessons that help you apply your knowledge, build your skills and elevate every client experience you deliver. Each step is intentionally crafted to support your success in achieving your daily sales goals while establishing you as a true Clinique Expert.

Completion of this workbook, along with all eLearning lessons, is a pre-requisite for attending I Am Clinique Accreditation. During this immersive two-day, in-person seminar, you will be challenged to demonstrate the core behaviors below. Successful completion will earn you the distinguished title of Clinique Accredited Consultant—a reflection of your expertise, credibility and commitment to excellence.

- ☐ Perform a skincare service based on products recommended during the Clinique Clinical Reality™ experience.
- ☐ Use Clinique Clinical Reality™ Makeup Virtual Try-On + the 3-swatch method to determine clients' perfect match shade of foundation.
- ☐ Complete a full, custom-fit complexion service.
- ☐ Complete an eye makeup service based on client's eye shape, condition and preferences.

Your growth starts now! Begin practicing these skills today so you arrive at I Am Clinique Accreditation confident and well-prepared.

I Am Clinique Accreditation Date:

My Coach's Name:



Simply Amazing Start.

In addition to your eLearning and your workbook, you are invited to attend a three-part virtual learning series designed to build your expertise. Throughout these sessions, you will gain a deeper understanding of our hero products and how to recommend them with confidence and clinical credibility. Meet with your Coach to complete the details below.



Session	Date & Time
Meet Clinique	
Skincare Heroes	
Makeup Heroes	

Share with your Coach:
What are you most excited to learn more about?

Welcome

I Am Clinique Accreditation 1

Welcome to Clinique 3

Day 1Your Education Resources 4

Week 1: Services

eCoach 8

Clinique Clinical Reality™ Guide 16

Meet-A-Hero 17

Weeks 2–6: Skincare

Clinique 3-Step Skincare 22

Clinique UV Solutions 24

Clinique Take The Day Off 26

Clinique Acne Solutions 27

Clinique Moisture Surge 28

Clinique Smart Clinical Repair 29

Clinique Even Better Clinical 30

Weeks 7-8: Makeup/Fragrance

Clinique Even Better Makeup 36

Foundation Matching 101 38

Clinique Color Academy 44

Clinique Fragrances 46

eLearning Glossary 50

Welcome to Clinique. We are thrilled to have you join our iconic company. With 55+ years of dermatological expertise, Clinique is one of the most trusted brands in the world.

Clinique is built on passion—passion for our clients, for our innovative products and the development of our talent. We place the client at the heart of everything we do, giving superior care by providing dermatologist guided solutions, from skincare to makeup.

From the very beginning, Mrs. Evelyn Lauder envisioned something extraordinary for Clinique. She knew our brand was ahead of its time and that Clinique Consultants would need advanced education on skin physiology, diagnostics, product formulations and consultative services. It was this commitment to education that set Clinique apart and continues to do so to this day.

As a Clinique Consultant, you are an extension of our guiding dermatologists. Your learning journey—digital, in seminar and at counter—will develop your skills as an expert, making you the trusted source to create great skin.

You are the purest expression of our brand equity, in your crisp white Lab Coat and shining C Pin. Together we will continue to fulfill Clinique's promise that Great Skin Can Be Created.



Michelle Freyre
Clinique Global
Brand President



Kelly Fanning
SVP, GM
Clinique
North America

Your Education Resources.

Key icons to guide you throughout your workbook.



Approximate time investment for each eLearning Lesson.



Your calls-to-action. The skills you will practice with clients to build your confidence in delivering Best Care.



Your progress tracker. Check the box when you complete each eLearning Lesson and are confident in applying what you learned to the client experience.

My Clinique eLearning.



Our always-on digital learning platform provides courses, product pages and videos to build your expertise. Your goal is to achieve & maintain 100% completion across all Lessons.

To Register:

1. Enter your email address and select "LOG IN or SIGN UP."
2. Enter the registration code: 27890556
3. Create your password, enter your information, select "NEXT."
4. Select **Non-Accredited Consultant** as your role.
5. Select your door information, select "SUBMIT."
6. Check your email to officially activate your account.



CLINIQUE ClinicalReality™



Clinique Clinical Reality™ combines 55+ years of dermatological expertise and data from over 3 million scans—mapping 80+ facial points to deliver personalized skincare recommendations in just 30 seconds. Plus, experience virtual eye, lip and cheek try-on with no makeup removal required.



Get Social.



Clinique Lab Coat Connection. Your destination for North America news—stay connected with your peers, share ideas and discover best practices. Available on Facebook.



Clinique Insider. Your destination for Global news—stay connected to brand initiatives from around the world. Available on Facebook, Instagram and TikTok.



Born in a Doctor's Office.

In 1968, Clinique revolutionized beauty, bringing dermatologist-developed products and advice—once reserved for the wealthy and famous—to anyone who desired it.

Clinique is the leading dermatological authority in dermatological science with diagnostics built on 55+ years of research and products that deliver clinical results clients see and feel instantly, and over time.



Visit "Our Story" in eLearning to learn about Clinique's history and heritage.

Brand History ⌚ 5 min

Brand Heritage Video ⌚ 2 min

Scan, Service, Sample.

Clinique Clinical Reality™ guides both you and your client to the best custom-fit solutions, services and samples. Your goal is to deliver this personalized experience to every client.

Did you know? Brands that incorporate technology into their product experiences see a 94% higher conversion rate compared to those that don't.



1

Start every client interaction with a Clinique Clinical Reality **scan**.



2

Offer clients a skincare or makeup **service** featuring the products recommended by Clinique Clinical Reality.



3

Always **sample** a Clinique Hero partner product to every client.

As you progress through your learning journey, you will build your skill and confidence in offering a Scan, Service and Sample to every client. In doing so, you're not only elevating your expertise, you're also bringing our mission to life: Creating Great Skin for All.

Make The Day.

Tracking your hourly progress will help ensure you Make the Day, every day!

- Calculate the percent of your daily goal you need to achieve each hour to ensure you stay on track.
- Set your daily client goal: $\text{Daily Goal} \div \text{Average Unit Sale} = \text{the \# of transactions needed to make your daily goal.}$

Tip 1: Attract 3 new clients per day to grow your loyal client base.

Tip 2: Follow up with 3 clients per day to drive repeat purchases.

Start

Today's Goal: \$_____

Hour 1 20% of Goal: \$_____ Actual: \$_____

Hour 2 30% of Goal: \$_____ Actual: \$_____

Hour 3 45% of Goal: \$_____ Actual: \$_____

Hour 4 60% of Goal: \$_____ Actual: \$_____

Hour 5 75% of Goal: \$_____ Actual: \$_____

Hour 6 90% of Goal: \$_____ Actual: \$_____

Hour 7 100% of Goal: \$_____ Actual: \$_____

Finish

Actual: \$_____

eCoach ⌚ 2 hr

A virtual Coach for your learning journey.

Meet your virtual coach, eCoach, here to guide you as you build your skills and boost your confidence. With eCoach, you'll be ready to deliver an elevated client experience from Day 1.

What questions do you have about Clinique's image guidelines?

How will you explain our elevated hygiene standards to clients?

What are the 5 components of Healthy Skin?

How will you determine the perfect formula and shade of Clinique foundation for each client?

What actions will you take to ensure your clients feel Valued, Respected, Connected and Confident?

Which tips will you use to enhance closing the sale?

What are the 4 key considerations to help you achieve your sales goal?

How do the following categories support Healthy Skin?

Makeup Removers

Cleansers

Exfoliators

Moisturizers

Serums

Sunscreen



- Review each skin concern in the “Quick Guide to Great Skin” in eLearning “Resources” to build your confidence in sharing skin expertise.
- Practice explaining how clients can achieve healthy skin when recommending custom-fit product solutions.
- Always uphold Clinique hygiene standards.
- Explore “Project Shine” in eLearning “Resources” and put these calls-to-action into practice each day.

Best Care.

Our Mission

Be the world's leading dermatologist brand by providing the best care outside the dermatologist's office.

How do we deliver Best Care?

1

2

3

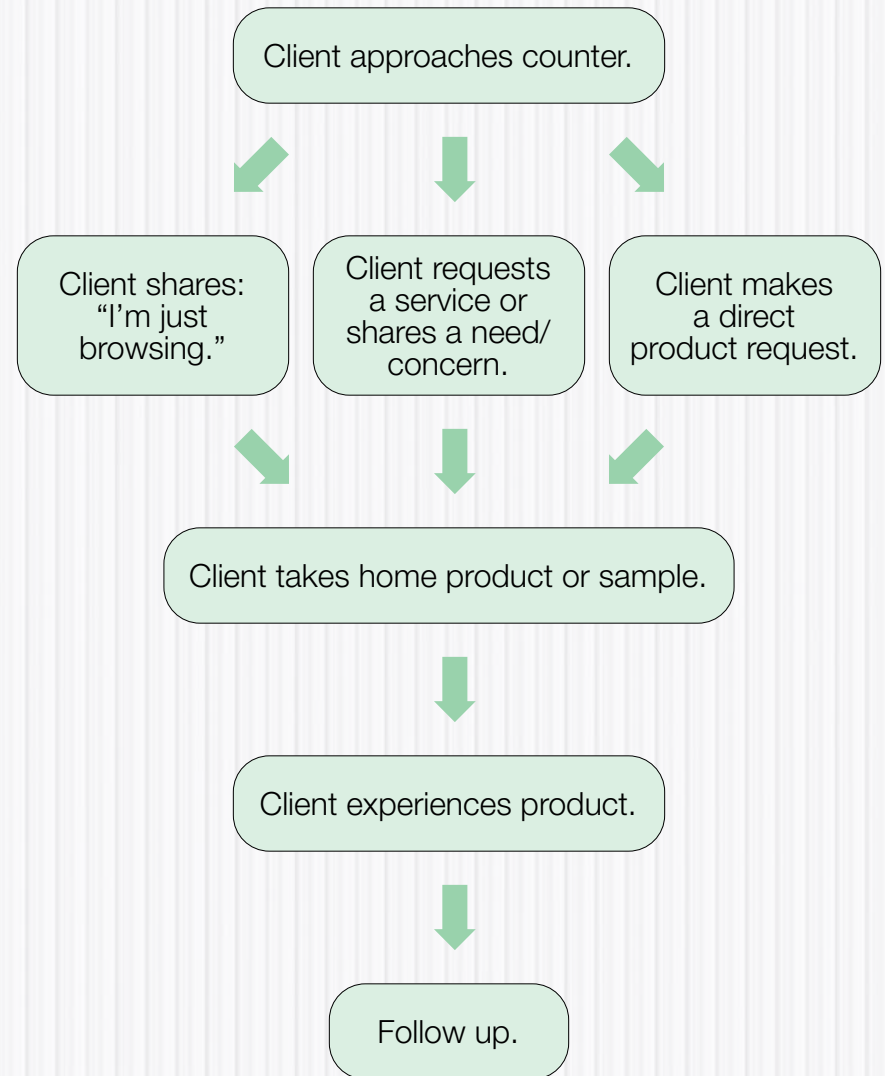
What tools will help you deliver Best Care?

How do we want our clients to feel when they shop at Clinique?

"People will forget what you said, people will forget what you did, but they will never forget how you made them feel."

—Maya Angelou

The Client Journey.



- Leverage this framework to complete the challenge on the next page and gain a deeper understanding of the client journey.

The Client Journey Lab.

Over the next week, observe the clients who visit your counter. Place a check mark next to the type of client you interact with for each visit. At the end of the week, review your checklist and analyze which client type you encounter most often.

Note: This exercise will help you understand your client mix so you can better tailor your approach to meet their unique needs.

Client shares: “I’m just browsing.”	☐	☐	☐	☐	☐
	☐	☐	☐	☐	☐
	☐	☐	☐	☐	☐
	☐	☐	☐	☐	☐
Client requests a service or shares a need/ concern.	☐	☐	☐	☐	☐
	☐	☐	☐	☐	☐
	☐	☐	☐	☐	☐
	☐	☐	☐	☐	☐
Client makes a direct product request.	☐	☐	☐	☐	☐
	☐	☐	☐	☐	☐
	☐	☐	☐	☐	☐
	☐	☐	☐	☐	☐

Reflect on Your Client Interactions

Opening the Conversation

- What did you say to start the conversation?
- How did you encourage the client to stay and explore additional products/services?

Follow-up Engagement

- How did you initiate the follow-up during/after the interaction?
- What was the client’s response and what did you learn from it?

Note: Be honest and specific—reflecting on your words/tone/approach will help you refine your skills and deliver an even better client experience.

Client shares: “I’m just browsing.”	
Client requests a service or shares a need/ concern.	
Client makes a direct product request.	

-
- Be prepared to discuss your insights during I Am Clinique Accreditation.

Additional Notes

Lined area for additional notes on page 14.

Additional Notes

Lined area for additional notes on page 15.

CLINIQUE ClinicalReality™ ⌚ 15 min

Our most accurate diagnostic yet.



Clinique Clinical Reality™: Powered by 55+ years of dermatological expertise, it analyzes 80+ points on the face and is supported by data from over 3 million scans.

How will Clinique Clinical Reality help you deliver Best Care to your clients?

What are the different Skin Types at Clinique?

What is your Skin Type?

How will you introduce Clinique Clinical Reality to every client?

- ▶ Build confidence by offering Clinique Clinical Reality to 5 colleagues.
- ▶ Offer Clinique Clinical Reality to every client and invite them back for a follow-up appointment.
- ▶ Offer a Clinique Clinical Reality experience to your Coach during your next check-in.

Meet-A-Hero ⌚ 15 min

What makes a Hero?

Clinique Hero products represent our dermatological authority and our commitment to creating great skin. Clinique Heroes are the key products that inspire true client loyalty, enhance brand equity and drive high repeat purchase.

How will you introduce our Clinique Heroes to every client?



- ▶ Share clinical claims and key technologies when demonstrating Clinique Hero products.
- ▶ Sample with purpose by offering a Clinique Hero sample to every client.
- ▶ Record every sample in your clientele system and be sure to follow-up with your clients.

Hero Lab.

As you complete each eLearning Lesson, fill in the information below for each of our Clinique Heroes.

Texture: How does the product feel on the skin?

Testing: What are the Clinical Claims?

Technology: What are the key ingredients + the benefits each delivers?

Tip: Knowing/sharing these facts enables you to educate with confidence and clearly demonstrates what sets Clinique apart.

Makeup Remover		Take The Day Off™ Cleansing Oil
	☐ Safe for sensitive skin and eyes.	Texture: <i>Skin-pampering cleansing oil.</i> Testing: <i>Immediately dissolves tenacious face makeup, oil, and sunscreen.</i> Technology: <i>Dissolves makeup with natural ingredients derived from the castor bean plant.</i>
Healthy Skin		Clarifying Lotion Twice A Day Exfoliator
	☐ Dermatologist developed.	Texture: _____ Testing: _____ Technology: _____
		Dramatically Different™ Moisturizing Lotion+
	☐ Dermatologist developed.	Texture: _____ Testing: _____ Technology: _____
Glowing Skin		Moisture Surge™ Active Glow Serum
	☐ Safe for sensitive skin.	Texture: _____ Testing: _____ Technology: _____
		Moisture Surge™ 100H Auto-Replenishing Hydrator
	☐ Safe for sensitive skin.	Texture: _____ Testing: _____ Technology: _____
Youthful-looking Skin		Clinique Smart Clinical Repair™ Wrinkle Correcting Serum
	☐ Suitable for post-procedure skin.	Texture: _____ Testing: _____ Technology: _____
		Clinique Smart Clinical Repair™ Lifting Face + Neck Cream
	☐ Safe for sensitive skin.	Texture: _____ Testing: _____ Technology: _____

Even Toned Skin		Even Better Clinical™ Dark Spot Clearing Serum
	☐ Safe for sensitive skin.	Texture: _____ Testing: _____ Technology: _____
Clear Skin		Acne Solutions™ Clinical Clearing Gel
	☐ Safe for sensitive skin.	Texture: _____ Testing: _____ Technology: _____
Calm Redness		Redness Solutions Daily Relief Cream*
	☐ Appropriate for skin with rosacea.	Texture: _____ Testing: _____ Technology: _____ *Review this product in eLearning "Products."
Face		Even Better™ Makeup SPF 15
	☐ Dermatologist tested.	Texture: _____ Testing: _____ Technology: _____
Eyes		High Impact™ High-Fi Full Volume Mascara
	☐ Ophthalmologist tested.	Texture: _____ Testing: _____ Technology: _____
Lips		Almost Lipstick Black Honey
	☐ Allergy tested.	Texture: _____ Testing: _____ Technology: _____



- Review and practice Clinique Hero Wow Now demonstrations in eLearning "Resources."
- Use the information above along with your Wow Now Demonstrations to actively share Clinique Heroes with clients.

Additional Notes

Lined area for additional notes on page 20.

Additional Notes

Lined area for additional notes on page 21.

□ Clinique 3-Step Skin Care ⌚ 20 min



“Daily skincare pays off. And over time, skin is going to look healthier and younger.”

—Clinique Guiding Dermatologist

What is the meaning of “allergy tested” and “dermatologist developed?”

What does healthy skin look like?

What factors get in the way of healthy skin?

What are the benefits of our 3-Step Skin Care System?

Step 1: Cleanse

Step 2: Exfoliate

Step 3: Moisturize

- ▶
- Offer Clinique Clinical Reality to custom-fit a 3-Step Skin Care System for each client.
 - Perform the Clinique Tape Test with every client to demonstrate the instant effects of Clarifying Lotion.
 - Complete the Clinique Hero claims on the Hero Lab page.

■ Clinique UV Solutions ⌚ 15 min



What is the difference between Physical and Chemical Sunscreen?

What guidance should you give to clients on how to protect their skin from UV Damage and Free Radicals?

In what ways are the UV Solution formulas similar and what makes each one unique?



- Use the knowledge and demonstrations you've learned to confidently educate clients on the importance of daily sun protection as a foundation of healthy skin.

Additional notes

24

25

□ Clinique Take The Day Off™ ⌚ 20 min

The Makeup Artist's Best Friend.

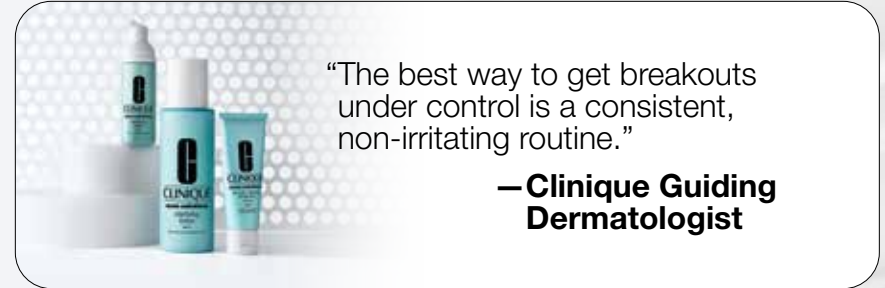
Why is washing your face without removing your makeup like showering with your clothes on?

How will you introduce Take The Day Off to every client?

Which Wow Now demonstration will you share with clients?

-
- Demonstrate Take The Day Off Cleansing Oil with every foundation and color product request.
 - Explore Clinique's Take The Day Off products in eLearning "Products."
 - Complete the Clinique Hero claims on the Hero Lab page.

□ Clinique Acne Solutions ⌚ 15 min



"The best way to get breakouts under control is a consistent, non-irritating routine."

—Clinique Guiding Dermatologist

What are the benefits of Clinique's multi-pronged approach to treating acne?

Anti-blemish ingredients:

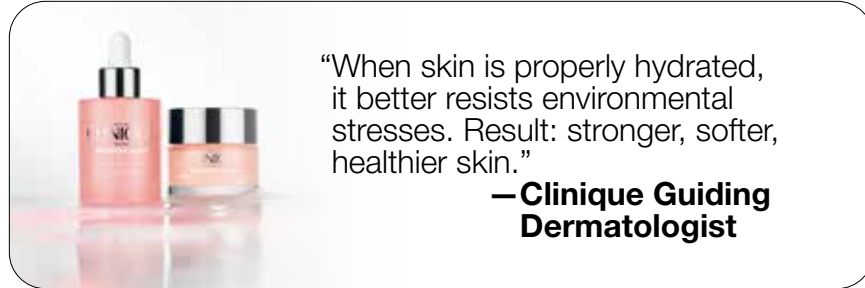
Controls oil:

Non-irritating ingredients:

Exfoliates:

-
- Explore Clinique's Acne Solutions products in eLearning "Products."
 - To ensure acne-prone skin achieves the best results, compliance is crucial. Book a follow-up appointment to check in on your client's progress.
 - Complete the Clinique Hero claims on the Hero Lab page.

□ Clinique Moisture Surge ⌚ 25 min



“When skin is properly hydrated, it better resists environmental stresses. Result: stronger, softer, healthier skin.”

—**Clinique Guiding Dermatologist**

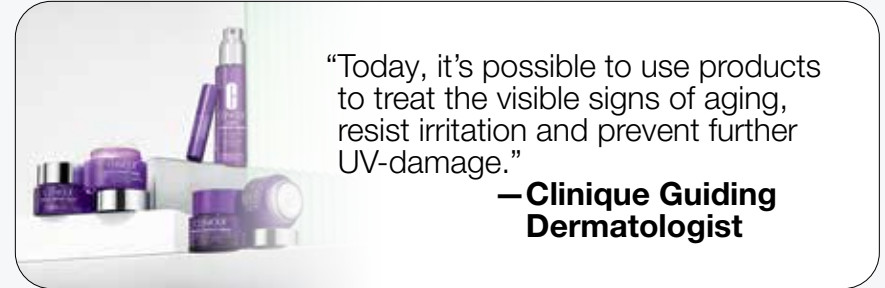
What factors cause dehydrated skin?

What are the key technologies in Moisture Surge™ 100H Auto-Replenishing Hydrator and how will you share their benefits with a client?

How do you protect your skin and maintain your glow?

- ▶
- Discover all of the many different ways to use Moisture Surge.
 - Share your favorite Moisture Surge tips with your clients.
 - Complete the Clinique Hero claims on the Hero Lab page.

□ Clinique Smart Clinical Repair ⌚ 25 min



“Today, it’s possible to use products to treat the visible signs of aging, resist irritation and prevent further UV-damage.”

—**Clinique Guiding Dermatologist**

What is the 3-pronged technology in Clinique Smart Clinical Repair™ Winkle Correcting Serum?

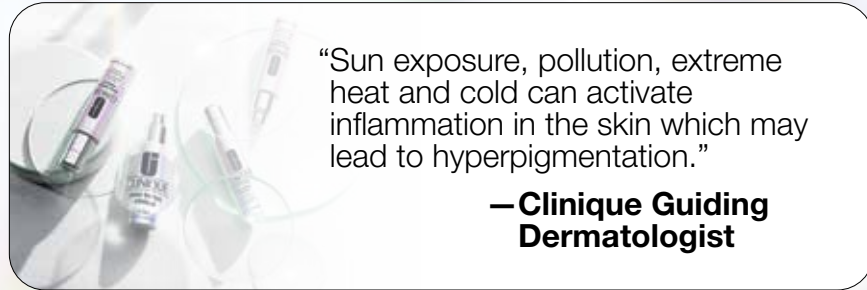
What key information should you share with clients using a retinol/retinoid product?

How do you determine who uses Smart Clinical Repair™ Collagen + PDRN Cream, Smart Clinical Repair™ Winkle Correcting Cream and Smart Clinical Repair™ Lifting Face + Neck Cream?

Review Lines & Wrinkles and Loss of Elasticity in the “Quick Guide to Great Skin” in eLearning “Resources.” Which Clinique Smart Clinical Repair products address the benefits found in “How Clinique Helps?”

- ▶
- Demonstrate day and night moisturizer options based on the client’s Clinique Clinical Reality scan.
 - Book a follow-up appointment to check on your client’s results using their preferred contact method.
 - Complete the Clinique Hero claims on the Hero Lab page.

□ Clinique Even Better Clinical Skincare ⌚ 15 min



“Sun exposure, pollution, extreme heat and cold can activate inflammation in the skin which may lead to hyperpigmentation.”

—Clinique Guiding Dermatologist

What is uneven skin tone? What causes it?

How does Clinique treat uneven skin tone?

What are the 2 ingredients that visibly reduce dark spots?

- ↳
- Attract new clients by taking the Clinique Conversion Challenge.
 - Book a follow-up appointment to check on your clients results and if they are applying their daily SPF.
 - Offer every uneven skin tone client your favorite foundation and concealing tips to help them see immediate results.
 - Complete the Clinique Hero claims on the Hero Lab page.

□ Additional Skincare Lessons

Complete additional eLearning Lessons and monitor Your Daily Recap on the home page to achieve and maintain 100% completion of all eLearning Lessons.

Clinique Conversion Challenge: It's All in the Offer.

Every sample you offer brings a new client to Clinique and moves you closer to your sales goal. When a sample leads to a sale, it counts as a conversion success.

Conversation Rate: $\frac{\text{\# of samples converted to sales}}{\text{\# of samples given}}$

Your Goal: Increase your conversion rate daily.

How: Give a sample to 10 new clients each workday; then track your daily conversion by crossing off a droplet when a sample converts to a sale.

Reminder: Follow up on samples that don't result in an immediate sale as this is your second chance to convert.

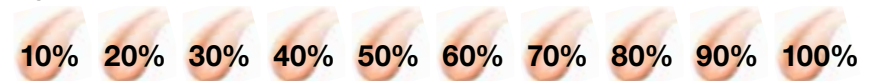
Day 1



Day 2



Day 3



Day 4



Day 5



Conversation Starters.

One of our top priorities is attracting new clients. Bringing in new clients is essential for building brand loyalty and achieving our sales goals. An effective strategy is to introduce Clinique Hero products and showcase their clinical claims. Write your ideas for attracting new clients with Clinique Heroes.



Smart Clinical Repair™ Wrinkle Correcting Serum

At Counter

Away from Counter



Moisture Surge™ 100H Auto-Replenishing Hydrator

At Counter

Away from Counter

"Hi there, I'm (your name) with Clinique, have you met Clinique's #1 selling moisturizer? This is MS 100H and it's a multi-tasker. Let me show you some of our favorite ways to enjoy MS100H and I'll give you a free sample to take home with you!" Invite back to counter.



Even Better Clinical™ Dark Spot Clearing Serum

At Counter

Away from Counter



Dramatically Different™ Moisturizing Lotion+

At Counter

Away from Counter

This is Dramatically Different™ Moisturizing Lotion + — it's a fan favorite; in fact, one bottle is sold every 6 seconds across the globe! Did you know that more clients choose and trust Clinique for their moisturizer than any other brand? Let's do a quick skin scan and you'll receive a custom-fit sample."



Clarifying Lotion Twice A Day Exfoliator

At Counter

Away from Counter



Take The Day Off™ Cleansing Oil

At Counter

Away from Counter

Additional Notes



Additional Notes



□ Clinique Even Better Makeup ⌚ 1 hr 10 min

- Explore each formula by swatching the shades on your forearm to experience the texture, finish and undertone.
- Find your perfect match for each foundation and dram a sample of each. See page 38 for details.
- Wear each foundation for a full day and record your observations, noting how it feels, wears and looks on your skin.

Foundation 1: _____

How would you introduce this formula to a client?

How would you describe the texture, finish + coverage?

Which Skin Type(s)/skin conditions will benefit most? Why?

What application tips will you share to ensure optimal results?

Foundation 2: _____

How would you introduce this formula to a client?

How would you describe the texture, finish + coverage?

Which Skin Type(s)/skin conditions will benefit most? Why?

What application tips will you share to ensure optimal results?

Foundation 3: _____

How would you introduce this formula to a client?

How would you describe the texture, finish + coverage?

Which Skin Type(s)/skin conditions will benefit most? Why?

What application tips will you share to ensure optimal results?

Concealer: _____

How would you introduce this formula to a client?

How would you describe the texture, finish + coverage?

Which Skin Type(s)/skin conditions will benefit most? Why?

What application tips will you share to ensure optimal results?



- Find your perfect shade & formula of foundation, powder and concealer.
- Practice sharing how our foundation systems help clients achieve their complexion goals.
- Take the Discover Clinique: “Sample With Purpose” challenge on page 42. Match 100 clients (giving each a 10-day supply of their perfect match shade) in 10 days. Follow up with each client and track your conversion results.

Foundation Matching 101.

Clinique foundations are powered by skincare. They actively improve skin with every wear.

Explore our Foundation Finder. Review the service questions and product information.

How does the Foundation Finder help you identify the perfect foundation system for your client?

How does the Foundation Finder support you when using Clinique Clinical Reality Makeup Virtual Try-On?

Why is the 3-swatch method a best practice for finding a client's perfect foundation shade?

How do you explain undertones at Clinique?

- Practice the 3-swatch method with 5 Beauty Advisors in your department.
- Practice offering Clinique Clinical Reality Makeup Virtual Try-On to every client.
- Complete the Clinique Hero claims on the Hero Lab page.

Additional notes

Handwritten notes area with horizontal lines and a background image of a makeup brush.

Additional Notes

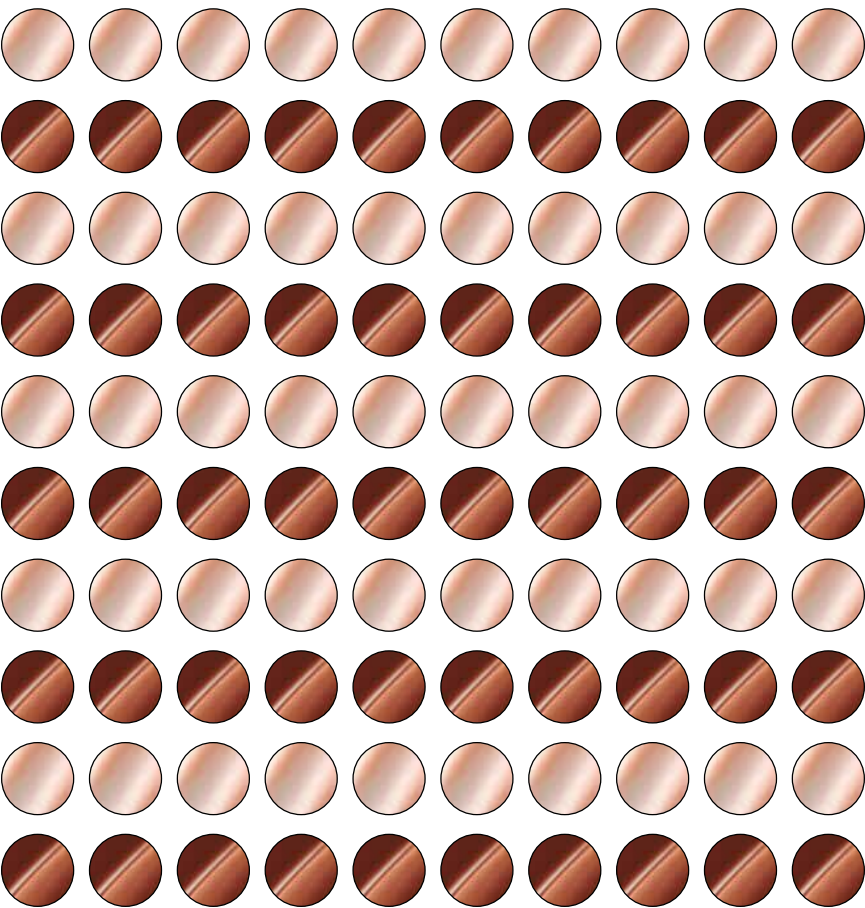
A close-up photograph of two hands clasped together, showing the fingers and palms. The skin is light and smooth, and the hands are positioned against a plain white background.A close-up photograph of two hands clasped together, with a color calibration chart visible in the background. The hands are positioned in the center, with fingers interlaced. The skin tones are warm and natural. In the background, a color calibration chart with various color patches is visible, providing a reference for color accuracy. The lighting is soft and even, highlighting the texture of the skin and the details of the hands.

Discover Clinique Challenge: Sample with Purpose

Match 100 clients with their perfect shade of Clinique foundation or their perfect moisturizer. Each client receives a custom-fit sample, free—you gain a loyal client.

Check each circle as you sample.

- 25:** You're well on your way!
- 50:** Halfway there— 1/2 marathon complete!
- 75:** In the homestretch!
- 100:** Congratulations!



Additional Notes

A series of horizontal lines for taking notes, overlaid with a large, faint, artistic illustration of three dollops of cream or foundation in shades of light, medium, and dark skin tones.

□ Clinique Color Academy ⌚ 45 min

Great for skin, safe for eyes and easy to apply. Allergy tested, 100% fragrance free. Clinique makeup is a simple certainty.

Review Clinique Clean Hygiene in our eLearning “Resources” for demonstration tips and application techniques. List any questions below for your next check-in with your Coach.

Which makeup skills do you need to practice to further build your confidence?

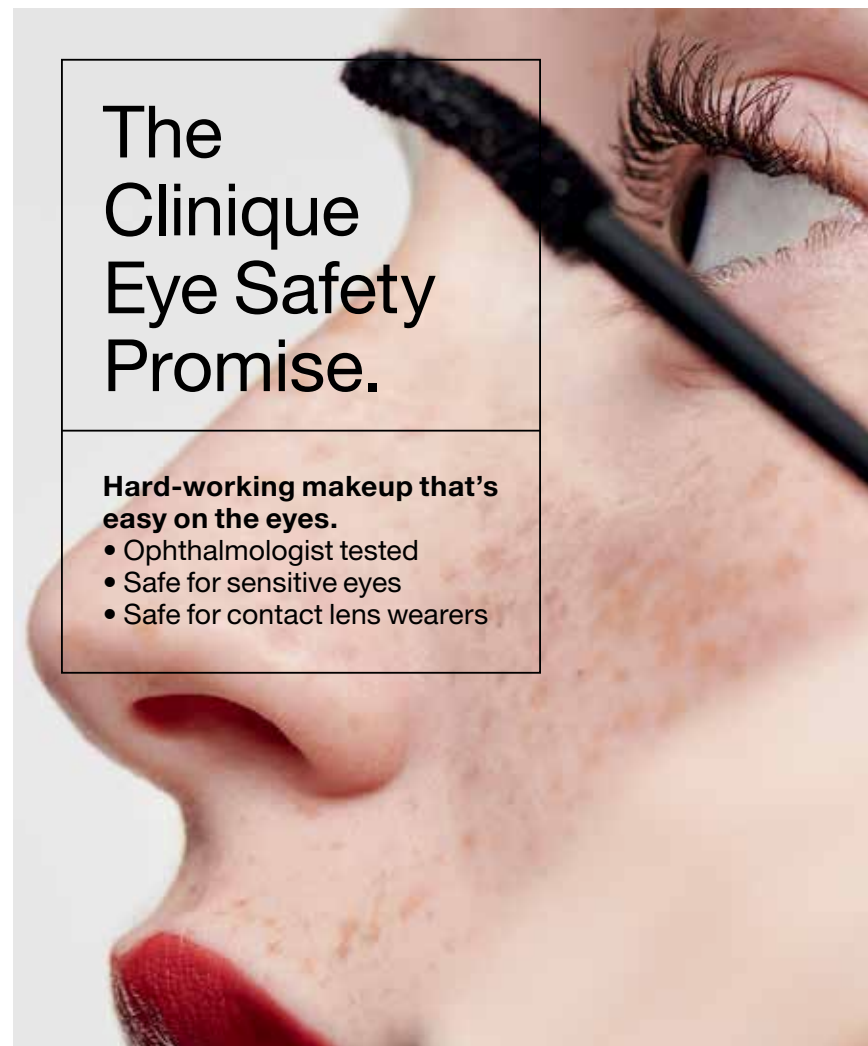
How would you describe your eye shape?

What tips did you learn to enhance your eye shape?

- ➔
- Book appointments with friends and family to build your confidence with color techniques and makeup application.
 - Practice incorporating makeup into every skincare consultation.
 - Use the Clinique Face Pad to teach clients tips to recreate their look at home.

□ High Impact High-Fi Full Volume Mascara ⌚ 15 min

- ➔
- Practice sharing Clinique’s Eye Safety Promise with clients.
 - Complete the Clinique Hero claim on the Hero Lab page.



Fragrance is often referred to as “Liquid Emotion” as it has the power to impact your mood, convey a feeling and complement your style. It’s also a wonderful way to create a memory since your sense of smell is located in the same part of the brain as your memory center. This is why, when you experience a scent that was a signature scent worn by someone special or worn on a special occasion, you are actually instantly transported to that place & time and even that person. That’s the power of fragrance. So share a Clinique fragrance and help your clients create a memory!

Chypre Floral: _____

Floral Fruity: _____

Rich Floral: _____

Citrus Woody: _____



- Explore Clinique's fragrances in eLearning "Products."
- Offer clients a mist of a Clinique fragrance to complete their Clinique Experience.



Hero Bingo.

How to play:

Check the box each time you sell the Hero product.

Ways to win:

- Bingo.
- The first team to fill the board—wins!
- Play four corners.
- Power Hour. Check off any box. Most points—wins!



Color Land.

How to play:

Check a box each time you:

- Add a color product to a skincare sale.
- Sell 2 or more color products together.

Ways to win:

- The first player or team to reach the finish line, wins.
- The player or team with the highest productivity at the finish line, wins.



eLearning Glossary.

Our Story	Clinique's History & Heritage.
Lessons	As you complete each course, your score will grow. Remember—100% completion is your goal!
Products	Clinique heroes featuring technology (key ingredients + the benefits they deliver), texture, testing (clinical claims); plus, who it's for and how to use it.
Resources	A portfolio of Clinique tools including our Wow Now Demos, Games and Guides to help further build your skills & expertise.
News	What's happening "NOW" @ Clinique including current events & important updates.
Videos	Additional resources to help further build your brand knowledge and perfect your technique.



Note: If a client has a product question you are unable to answer, refer them to Consumer Care at 1-866-707-2100

Congratulations!

Congratulations! You've completed your Inside Clinique Learning Journey and earned your Clinique Laboratories bar pin. Wear it with pride as it represents the progress you've made and the skills & expertise you've gained throughout this journey.

Prepare for your I Am Clinique Accreditation by reviewing the following items:

- ☐ Review our Clinique Image Guidelines and come to seminar ready to show us how you "Rock Your Lab Coat"!
- ☐ Bring your completed Inside Clinique workbook with you to seminar.
- ☐ Be sure you know date/location of your seminar and have RSVP'd to attend.

What to expect during the seminar:

- ☐ Perform and receive full skincare and makeup consultations with your peers.
- ☐ Build your confidence and expertise in sharing your product knowledge while delivering consultations.
- ☐ Exchange insights and learnings from your Inside Clinique workbook journey with your peers.



I Am Clinique Accreditation Notes

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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