



### **Our Brand**

### **Our Products**

## **Your Learning Journey**

#### **INDEX**

Click for eLearning

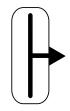
Click for Link

Take Action











Wherever you see Clinique Clinical Reality™ you can use: Clinical Reality Diagnostic (on iPad, Analog or Face Pad).



Welcome

**The Brand Story** 

**Client Obsession** 

**Rock the Lab Coat** 

**Make the Day** 

**Allergy Science** 

Clinique Clinical Reality Clinique Skin School



The doctor is in.



## Letter from our Global Brand President

### **Education Resources**

## **Your Learning Journey**



## Welcome to Clinique.

We are thrilled that you've joined our iconic and beloved brand. Clinique is built on passion. Passion for our clients. Passion for innovative product solutions and experiences. Passion for the development of our people.

We place the consumer at the heart of everything we do. It is a privilege to delight them with products and experiences that meet their needs and make their life better. We value their time and respect their preferences and uniqueness by always striving to provide exceptional service at every touch point, be it online, in store or on our social channels.

Clinique products are always built on our unique brand promise that *Great Skin Can Be Created*. Anchored in big ideas, derm-level efficacy with the "power of one" safety and always allergy tested, 100% fragrance free, Clinique's 55+ year dermatological heritage is what makes us incredibly special.

From the very conception of Clinique, Mrs. Evelyn Lauder knew the brand was so unique, so ahead of its time, that Consultants would need to be different from the typical beauty sales person. They would need advanced education on skin physiology, ingredients, the latest information on skin concerns, dermatologist diagnostics and hygiene protocols. The Clinique Consultant and Clinique Education was born - and Mrs. Evelyn Lauder was our first Education Leader.

As Clinique Consultants, you are our frontline to our consumers, to communicate our heritage and best-in-class products in an elevated, authentic, prestigious way.

Thank you for allowing me to join you on this transformative journey, to continue to build upon the promise that *Great Skin Can Be Created*. To support you in your journey, we have developed a learning program that allows you to discover something new every day and apply your newly acquired skills to reach your goals.

So again, welcome to our family. You are a Clinique Consultant. You are the Difference Maker.

And that difference defines us.



Michelle Freyre
Clinique Global Brand President



## Your Clinique Education Resources.

### **Getting Set Up On eLearning:**

- 1. Click/Tap Register
- 2. Select your Region, Country, Retailer & Store from dropdown menus
- **3.** Enter your info to get started! Registration Code: Clinique1968



### **Getting Set Up On CliniquePlay:**

- 1. Download the App below
- 2. Register/Password: 1968







For any eLearning issues or questions, please reach out to the Clinique eLearning Help Desk **elearninghelp@ clinique.com**. Please do not register more than once; instead, reach out to our Help Desk for any log-in issues.



## Your Clinique Education Resources.





Clinique eLearning is the place to gain a rich understanding of the fundamental knowledge you need to become a Clinique expert.



#### Clinique Skin School

Services built on dermatological science. For Skin. For Makeup. For Free.



#### **CliniquePlay**

CliniquePlay is an educational gaming app that allows users to scan Hero products for facts and partners, then play games!



#### **Clinique Insider**

Closed Instagram, TiKTok and Facebook group for the most real-time Clinique news.

NEW @CliniqueInsiderTT



#### **Activation Rallies**

Updated seasonally, this suite of Consultant initiatives, challenges, & games helps you attract, engage, & inspire client loyalty.



#### **The Clinique Source Book**

All things product related you'll need to know to represent the original derm brand.



## Consultant Learning Journey.

#### The Path to Success.

We have mapped out a suggested journey that will help build your confidence in delivering derm expertise through elevated client experiences that result in sales goal achievement. Upon successful completion of Inside Clinique, you will be prepared to attend I AM CLINIQUE Accreditation.

#### Your three tips:

Many topics have multiple eLearning courses.

You can click on each bullet to take you to that section.

Place a check mark next to every eLearning course and activity you complete.



## Your Learning Journey.

## The Beginning From Date-of-Hire through Week 2

### Prior to Day 1:

 Understand your "Day 1" Rock the Lab Coat expectations so you are ready to look your best.

#### **Day 1:**

- Welcome
- Rock the Lab Coat
- Clinique Clinical Reality™
- Experience a Clinique Skin School Consultation
- Client Obsession

#### Week 1:

- The Brand Story
- Allergy Science
- Make the Day
- Meet-A-Hero
- Discover Activation Rallies

#### Week 2:

Skincare: Healthy Skin Solutions

• Foundation: Foundation Fundamentals

Social U

## Your Learning Journey.

Week 3 - Week 8



- Social U cont'd
- Foundation: Foundation Fundamentals, cont'd

#### Week 4:

- Skincare: De-Aging Solutions
- Foundation: Even Better™ Makeup

#### Week 5:

- Skincare: Dehydration Solutions
- Foundation: Foundations, Powders and Concealers

#### Week 6:

- Skincare: Hyperpigmentation Solutions
- Foundation: Foundations, Powders and Concealers, cont'd

#### Week 7:

• Skincare: Redness Solutions

Acne Solutions
Eye Treatments

#### **√ Week 8:**

• Skincare: Sun Protection Solutions

Fatigue Solutions

Pores & Uneven Texture Solutions

## Your Learning Journey.

Months 3, 4, 5 & 6



Clinique Color Confidence

#### Month 3, Weeks 3 & 4:

• Clinique Color Confidence, cont'd

#### Month 4, Weeks 1 & 2:

Body, Fragrance & Men: Clinique For Men™

#### Month 4, Weeks 3 & 4:

Body, Fragrance & Men: Fragrance & Body

#### Month 5:

 Before attending I Am Clinique Accreditation, make sure you are 100%@100%

#### Month 6:

- Continue to use Clinique Clinical Reality™ and Virtual Makeup Try On
- Continue to practice Skincare Skin School Consultations
- Continue to practice Makeup Skin School Consultations

### **Latest News!**

## The Brand Story.



Complete the 5-part Clinique Brand History eCoach module.

**Clinique Brand History** 



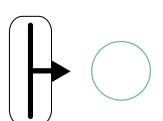
## Clinique was born in a dermatologist's office.

We are the leading authority in the Active Derm category with diagnostics built on 50+ years of dermatological research and products that deliver clinical results clients will see and feel instantly, and over time.





**Explore the Creation of Clinique** 



Practice sharing Clinique's derm authority

**Meet Clinique's Brand Ambassadors** 

## Can GREAT SKIN BE

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## Client Obsession.



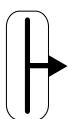
Simply Amazing Experience







### **Complete Competitive Research Activity**



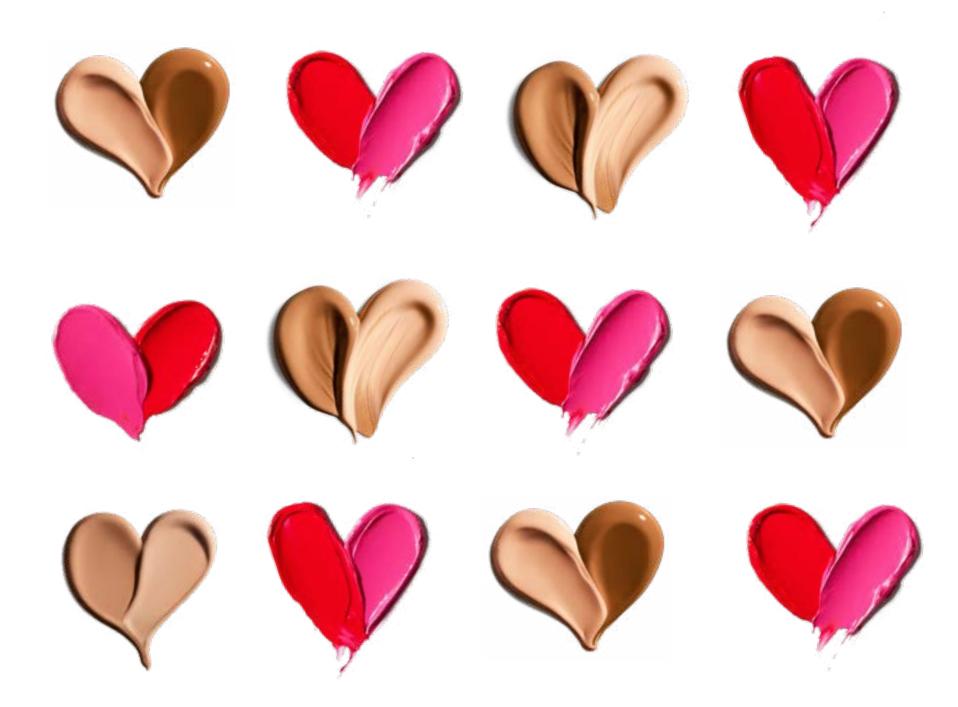


#### **Client Obsession Game**

Your goal is to deliver Simply Amazing Experiences —actions that are not expected and will guarantee a smile.

Check a heart for each Simply Amazing Experience you create.

See how many hearts you can check off by the end of the day—**clients' smiles** will be the proof.



## Rock the Lab Coat.

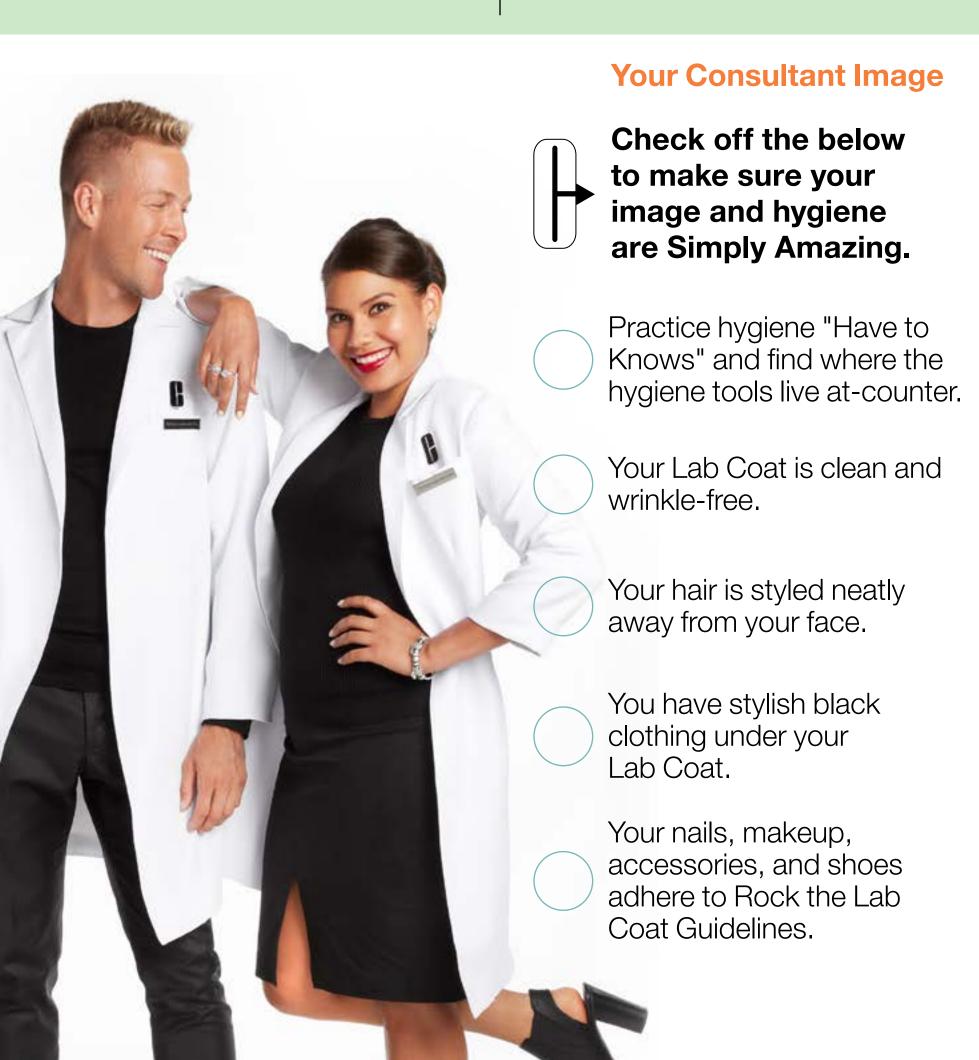


Rock the Lab Coat

at

Hygiene





Tip: For temporary fixes for makeup stains, apply All About Clean Rinse-Off Foaming Cleanser and water using a cotton pad in small circular motions.

## Make the Day.



A Simply Amazing Close

Make the Day



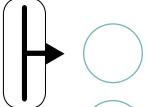




**Explore Sample With Purpose** 

Hygiene Guidelines

Experience Seasonal Activation Rallies & Games



**Practice 3 Yeses to Close the Sale** 

Utilize Activation Games to Make the Day

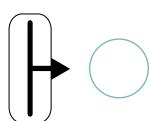
**Practice Sampling With Purpose** 

## **Allergy Science**



**Responsible Beauty** 





**Explore the Beyond Parabens & Phthalates: A Happy Skin Guide.** 

Share Clinique's Allergy Science with a client



\*If a client has a question about our formulation philosophy, or anything else to which you don't have the answer, refer them to Global Consumer Care:

#### **CONSUMERCARE-US@GCC.CLINIQUE.COM**

Or call the Global Consumer Communication Hotline:

866-707-2100

## Clinique Clinical Reality<sup>TM</sup>.

### Our most accurate diagnostic yet.

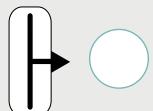
Clinique Clinical Reality™ is built on 50+ years of dermatological expertise. It plots over 80 points on the face and is backed by data from over 2 million scans.

Using these diagnostics as a guide, it translates your results into customized skincare recommendations.



Clinique Clinical Reality™





Experience a Clinique Clinical Reality™ Session and a Virtual Try On Foundation Match

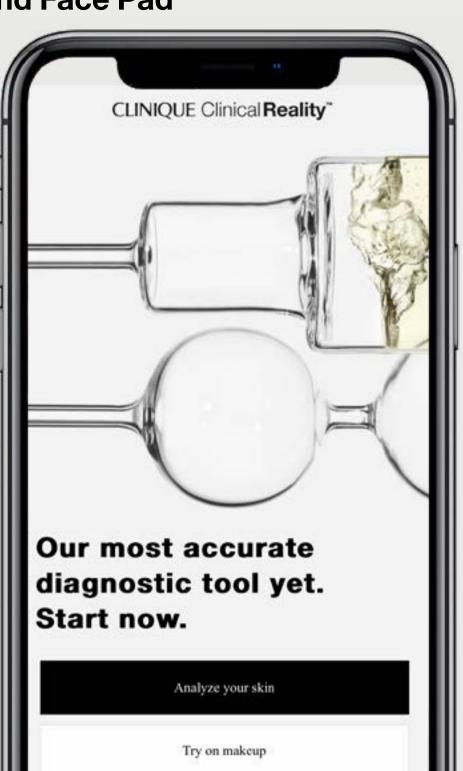


Be skin typed



Practice using Clinique Clinical Reality™ Diagnostic on iPad, Analog, and Face Pad





## SKIN SCHOOL CONSULTATION MENU

# Services built on dermatological science.

#### FOR SKIN.

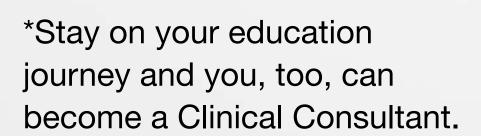
Customize your routine, whatever your skin goal.

#### FOR MAKEUP.

Perfect your look, with makeup powered by skincare.

#### FOR A CLINICAL CONSULATATION.\*

Educated in partnership with dermatologists, our Clinical Consultants will guide you to your best skin yet.







### **Our Products**

**Skincare** 

**Foundation** 

Clinique Color Confidence

**Meet-A-Hero** 

**Wow Nows** 

Social U

Men, Fragrance & Body



## Healthy Skin Solutions.



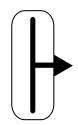
Complete these eCoach & eLearning modules.

Skin eCoach: Healthy
Looking Skin

Skin eCoach: Shine
& Excess Oil

3-Step Skincare
System

All Take The Day



doux

DRY COMBINATION

SÈCHE À MIXTE

matin et soir

DRY COMBINATION / SÈCHE À MIXTE

Find your custom-fit 3-Step Skincare System using Clinique Clinical Reality

**Off<sup>TM</sup>** 

Practice the 2-Second Tape Test Wow Now from the 3-Step eLearning course

Practice sharing what you learned in a Scan, Service, Sample experience

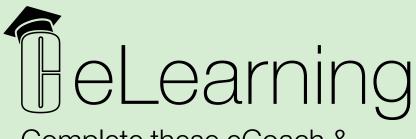


CLINIQUE

dramatically different

moisturizing lotion +

## De-Aging Solutions.



Complete these eCoach & eLearning modules.

Skin eCoach: Lines & Wrinkles

Skin eCoach: Loss of Elasticity

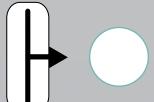
All Clinique Smart™







Explore additional Clinique De-Aging product solutions



**Practice the Pinch Test Wow Now** 

Practice sharing what you learned in a Scan, Service, Sample experience

CLINIQUE

ue smart night

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## "Today, it's possible

to use skincare products to treat the visible signs of aging, resist irritation and prevent further UV-damage."



## **Dehydration Solutions.**



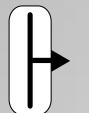
Complete these eCoach & eLearning modules.

Skin eCoach: Dryness & Dehydration

All Moisture Surge™







- **Practice the Hydration Tape Test Wow Now**
- Practice sharing the 9 Genious Ways to Use Moisture Surge
- Practice sharing what you learned in a Scan, Service, Sample experience

## "When skin is properly hydrated,

it better resists environmental stresses. Result: stronger, softer, healthier skin."





## Hyperpigmentation Solutions.



Complete these eCoach & eLearning modules.

Skin eCoach:
Dark Spots &
Uneven Skin Tone

All Even Better™ Skincare









- **Practice using the Dark Spot Tracking Tool**
- Practice sharing how Even Better Clinical™
  Radical Dark Spot Corrector + Interrupter,
  interrupts the uneven skin tone cycle
- Practice sharing what you learned in a Scan, Service, Sample experience

## "Our skin is a fascinating

Ofgan that is exposed to the environment. Sun exposure, pollution, extreme heat/cold can activate inflammation in the skin which may lead to hyperpigmentation."

- Dr. Tom Mammone ELC Fellow, R&D Research Sciences



## Redness Solutions.



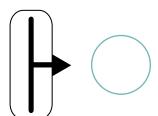
Skin eCoach: Redness / Irritation







**Explore Clinique's Redness Solutions products** 



**Practice the Bye Bye Redness Wow Now** 



Practice sharing what you learned in a Scan, Service, Sample experience

## "If you have persistent redness,

daily, gentle treatment will lessen the severity and frequency of flare-ups."



## Sun Protection Solutions.





Source Book to understand how to read a Sunscreen Drug Facts pane

## "Sun exposure

does more to age the skin than any other single factor."



## **Acne Solutions.**



Complete these eCoach & eLearning modules.

Skin eCoach: Acne / Breakouts

Clinique Acne Solutions

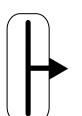








**Explore Clinique's Acne Solutions products** 





Practice sharing what you learned in a Scan, Service, Sample experience

#### Test your knowledge:

Fill in the blanks with Clinique's multi-pronged approach for breakouts.

A \_\_\_\_\_ C \_\_\_\_ N \_\_\_\_

See how you did.

## "The best way

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



## **Eye Treatments.**



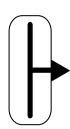
Skin eCoach: Eye Area







**Explore Clinique's Eye Treatments** 





Practice sharing what you learned in a Scan, Service, Sample experience



First determine your eye treatment. Next practice custom fitting an eye treatment for your client

#### **Test Your Knowledge:**

Match the below statement with the correct eye treatment.

**1.** Cream-gel treatment that hydrates, reduces puffiness and undereye circles.

Answer

CLI sensor to



2. Eye treatment that visiblly reduces dark circles.

Answer \_\_\_\_

2



**3.** Wrinkle-fighting eye cream helps strenghten your dermal support structure for smoother, younger-looking skin.

Answer \_\_\_\_



**4.** Ultra lightweight water-gel with 96-hours of hydration.

Answer \_\_\_\_

D



See how you did.

**Concealing Dark Undereye Circles** 

## **Concealing Dark Undereye Circles**

#### **Hydrate**

Apply a custom-fit eye cream or *All About Eyes* to the undereye area to brighten, depuff & hydrate.



### Correct & Conceal

If color correction is needed, apply a very thin layer of *Even Better<sup>TM</sup> All-Over Primer* + *Color Corrector* in Peach or Apricot, and blend with sponge applicator in a stippling motion.

Then apply a small amount of shade-matched *Even Better All-Over Concealer* + *Eraser* on top. Stack in thin layers with finger until desired coverage is achieved. Using a brush, stretch edges for seamless finish.



### Set

Set with **Stay-Matte Universal Blotting Powder.** 



### <u>Tip</u>

If you camouflage first to correct discoloration, you will need less concealer and your eye area will look less textured or made up.

## Pores & Uneven Texture Solutions.



Complete these eCoach & eLearning modules.

Skin eCoach:
Pores & Rough Texture

**Blackhead Solutions Franchise** 

Clarifying Do-Over Peel







Explore Clinique's Pore Refining Solutions & 7 Day Scrub Cream





**Practice the Flake-Free, Flawless Wow Now** 



Practice sharing what you learned in a Scan, Service, Sample experience

## "Exfoliation makes skin more uniform

and translucent, so it seems to glow from within."



## Fatigue Solutions.



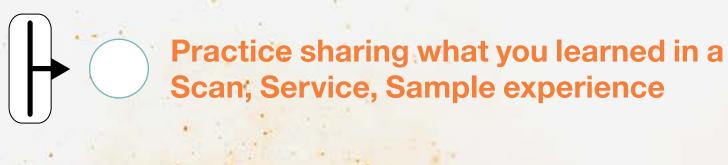
Complete these eCoach & eLearning modules.

Skin eCoach:
Dullness / Fatigue /
Lack of Radiance



Clinique Fresh Pressed™ System









### **Foundation Fundamentals**

## **Even Better Makeup**

## Foundations, Powders & Concealers



## Foundation Fundamentals.



Complete these Foundation eCoach modules.

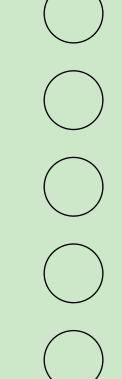
Introduction to Clinique Foundation

Skin Tone vs. Undertone

Finding Their Shade

Concealer

Makeup Brushes & Application

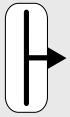




**Explore Clinique Virtual Try On** 

**Explore the Foundation Finder** 

**Explore the Makeup Brushes Guide** 



Practice shade matching fellow Consultants and friends. Once you are confident, practice shade matching clients.

## Our foundations

are powered by skincare, improving skin with every wear.



## Even Better Makeup.

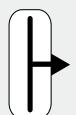


Complete these eCoach & eLearning modules.

All Even Better Makeup

**Even Better All-Over Concealer + Eraser** 





Find your perfect Even Better Makeup formula and shade









## Foundations, Powders & Concealers.



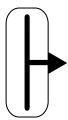
**All Beyond Perfecting** 







Explore Clinique's full range of foundations and dram a sample of one you want to try





Offer foundation services to clients to build your confidence in shade matching



Practice sharing what you learned in a Scan, Service, Sample experience



## Clinique Color Confidence.



Clinique Color Confidence

**All High Impact** 







**Explore Clinique's Face Pad Tips & Tools** 



**Explore Clinique's Makeup Removers & more** 



**Explore Clinique's Eye Safety** 

## Great for skin,

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





**Practice the Clean Sweep Wow Now** 



Determine your eye shape and practice application techniques to enhance it



Practice applying eye makeup to clients with different eye shapes



# Eye Safety.



#### Clinique's Eye Promise.

Behind our high-performance mascaras, liners and lid colors, you'll find thousands of rigorous safety evaluations. That means when any Clinique eye product touches your lids, you can rest easy. Because every product is:

OPHTHALMOLOGIST TESTED
SAFE FOR SENSITIVE EYES
SAFE FOR CONTACT LENS WEARERS

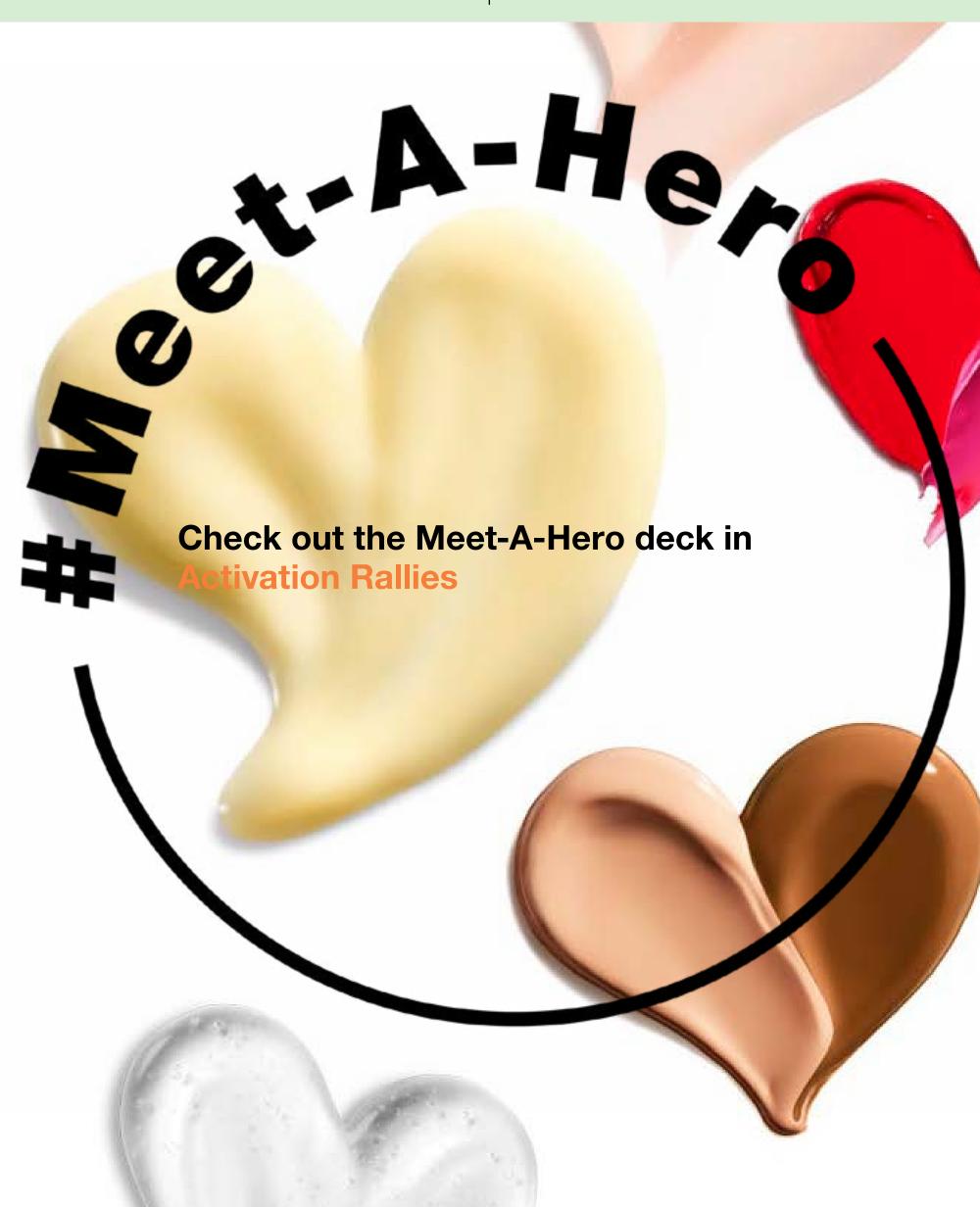
**ALLERGY TESTED. 100% FRAGRANCE FREE.** 

# From Like to Love.



**Meet-A-Hero** 





Product claims cheat sheet.

### **Wow Nows**

#### **Pinch Test**

Flake-Free, Flawless

Clean Sweep

**Bye Bye Redness** 

**Smooth Operator** 

**Hydration Tape Test** 

Wow Nows are the handiest how-tos every client will want to know. Quick-and-easy routines that deliver wow-worthy results, fast.

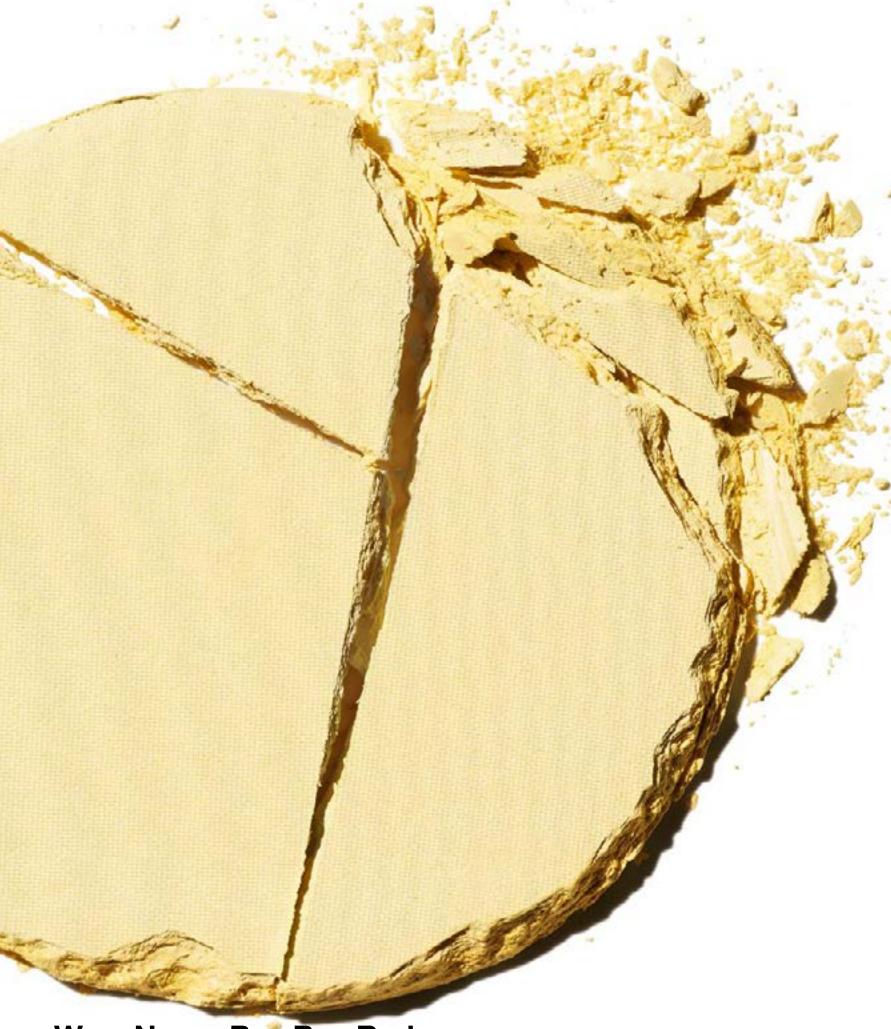
# Pinch Test.

- 1. Place client's hand palm-down in a closed fist.
- 2. Gently pinch & pull up skin on back of hand. Ask client to note speed at which it bounces back.
- 3. Apply Clinique Smart Clinical Repair Lifting Face + Neck Cream to the back of their fist.
- 4. Ask client to describe what they're feeling while product absorbs.
- 5. Have client gently pinch & pull up skin on top of treated area while their hand is still in a closed fist. They should see a difference in the ability to pinch the skin and an increase in the speed in which the skin bounces back.



# Bye Bye Redness.

- 1. Create a "ghost" and take **Redness Solutions Instant Relief Mineral Pressed Powder** and pick up a generous amount of powder on your "ghost".
- 2. Press "ghost" directly onto red areas of the face (e.g., cheeks).
- 3. Use warmth of your fingers to gently press and roll on top of the powder to create a seamless blend with the skin, achieving redness reduction.



Wow Now - Bye Bye Redness
Click to see this Wow Now in action.

# Flake-Free, Flawless.

- 1. Apply a dime-size amount of **7 Day Scrub Cream** to the back of client's hand and massage gently in a circular motion for about 15 seconds.
- 2. Cover client's hand with a tissue and generously mist the tissue with water and wipe away all residue.
- 3. Apply powder of choice with a cotton ball to polished hand and non-polished hand, compare.



# **Smooth Operator.**

- 1. Apply tape down the center of the back of the client's hand.
- 2. Sweep **Clarifying Lotion** over the skin on one side of the tape and not the other.
- 3. Apply foundation on both sides of the tape.
- 4. See the difference-maker in action. Remove tape to reveal dead skin cells for an extra WOW.



Wow Now - Smooth Operator Click to see this Wow Now in action.



# Clean Sweep.

- 1. Grab Quickliner™ For Eyes, Dramatically Different™ Lipstick, High Impact Easy Liquid Liner and a Clinique mascara.
- 2. Apply a swipe of each of the above products to the back of the client's hand.
- 3. Allow products to dry.
- 4. Apply **Take The Day Off Cleansing Balm** to the back of your client's hand and allow the client to rub it in to "melt" the makeup.
- 5. Spray the back of their hand with water, massage balm into a milky cream.
- 6. Use a tissue to remove the balm and melted makeup in one sweep, allowing them to see how simple it is to break down makeup products, leaving your skin clean and fresh.



Wow Now - Clean Sweep
Click to see this Wow Now in action.



# **Hydration Tape Test.**

- Apply tape down the center of the back of the client's hand.
- Sweep **Clarifying Lotion** over the skin on one side of the tape and not the other.
- Apply Moisture Surge 100H or Dramatically Different Moisturizing Lotion+ to both sides of the tape.
- See the difference-maker in action. Remove tape to reveal dead skin cells for an extra WOW.

See Wow Now in action.



### Social U.

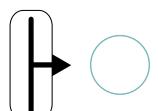


Complete these eCoach & eLearning modules.

Social U

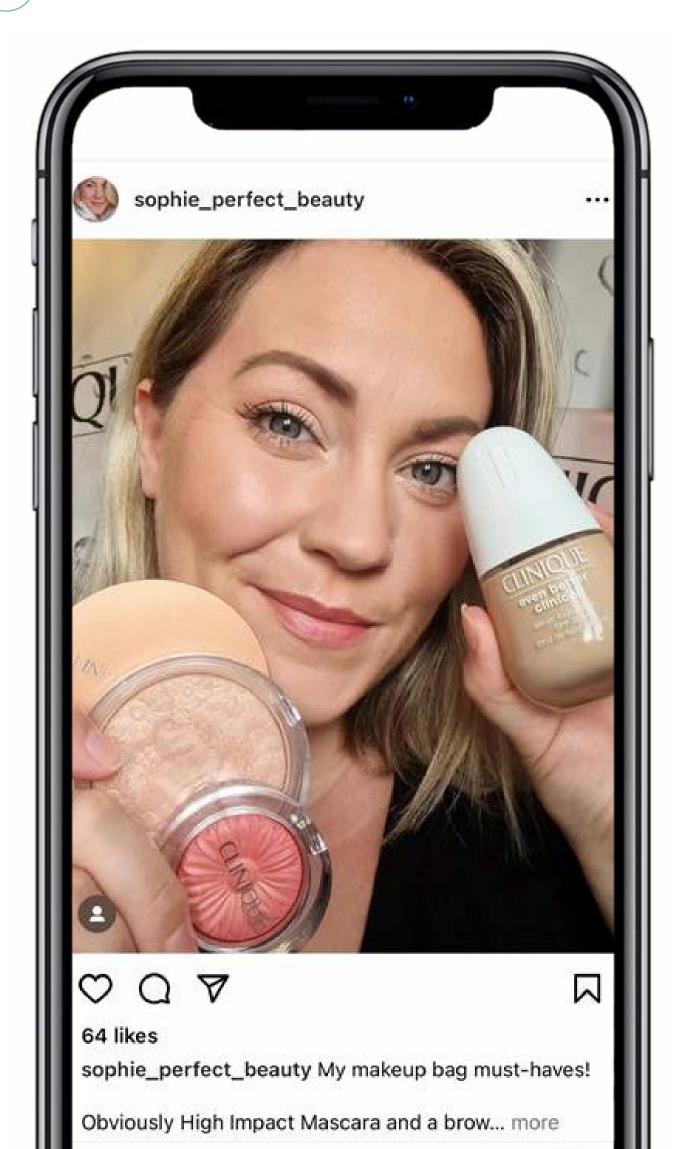
**Virtual Selling 101** 





### **Download Social U**

Create a social post using what you learned in Social U



### Men, Fragrance & Body

### Clinique For Men

### Fragrance & Body



# Clinique For Men.

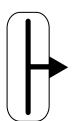


All Clinique For Men









Practice sharing what you learned in a Scan, Service, Sample experience



# Fragrance & Body.



**Clinique Fragrance** 







Explore Clinique's fragrance and body products and discover what makes them unique



**Explore Clinique's fragrance fan** 

When wearing fragrance be sure to follow the Rock the Lab Coat Guidelines.

Fragrance is all about emotions, feelings, and perception. It complements your personality and style, while making a unique statement about you. Feeling warm? Feeling seductive? Feeling happy? Express yourself with a Clinique scent.



clinique happy.

# #ScanServiceSample.

Did you know that there is a **94% higher conversion rate** for brands that use technology in their product experiences than those without it?

Start every client interaction with a quick Clinique Clinical Reality™ scan. See CCR 8.0 updates here.



Offer Clients a Skin School or Wow Now.



Lastly, sample with purpose.



**#ScanServiceSample social examples.**