



**Latest News**

**"Make The Day" Games**

**#ScanServiceSample**

INDEX

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Link



Click for  
eLearning



eLearning

Click for  
Skin School



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

# #ScanServiceSample

Did you know that there is a **94% higher conversion rate** for brands that use technology in their product experience than those who do not?

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



- 2 Offer Clients a **Skin School** or **Wow Now**.



- 3 Lastly, **sample with purpose**.



**#ScanServiceSample social examples.**

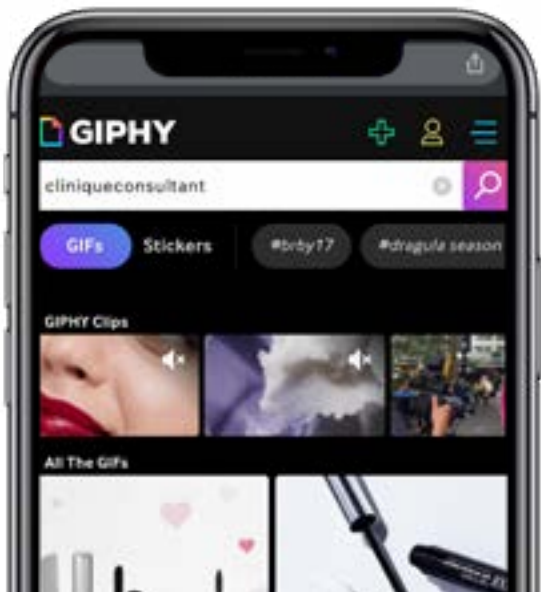
**Track your results.**

# Latest News.

Icons and symbols to know.  
Click each icon below for more.

## Giphy Suite

A suite of Clinique GIFs and Clips to use in social posts. Don't forget to search #CliniqueConsultant.



## Virtual Hub

Resources for virtual Clinique Skin Schools.



## Clinique U

It's All About You. Here you'll find resources to put learning and development in your hands.



## Clinique TV

Clinique TV Sizzle Reels and more.



## Big Moments

Be in the know with culturally relevant activations, promotions, limited edition releases and more.



## Clinique Skin School For Skin. For Makeup. For Free.

The hub for tips, best practices, videos and assets for Clinique Skin Schools, and the most current **Hygiene Guidelines.**







# Virtual Hub.

Resources for virtual Clinique Skin Schools.

- Virtual Tools
- Virtual Selling Tips
- Closing The Sale Library
- New Product Launch Videos
- Clinique Insider

➡ Be sure to check out Virtual Selling 101.





# From Like to Love.

How can Clinique Heroes increase your business today and in the future?

#MeetAHero

#Meet-A-Hero



eLearning

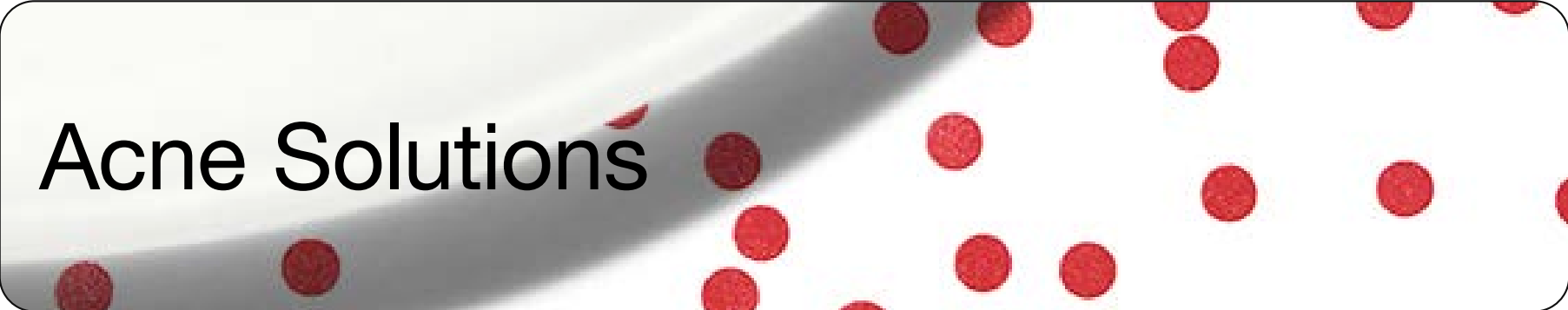
Heroes At Clinique

Wow Now & Demo Library



# #MeetAHero.

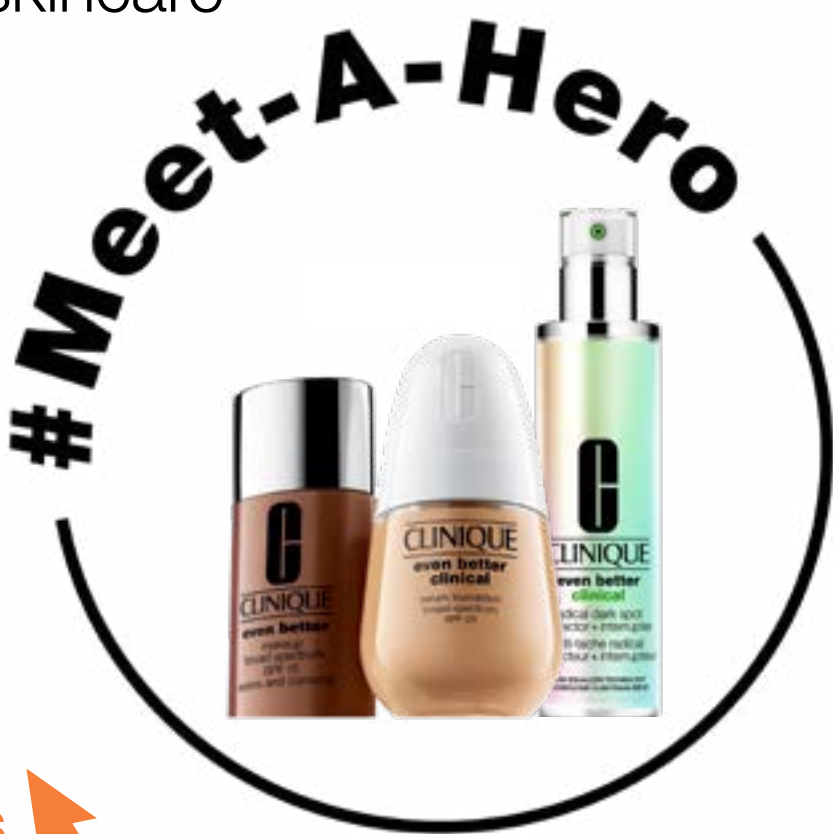
Heroes at Clinique. We are laser focused on our hero subcategories. Heroes are the key products that inspire consumer love and enhance brand equity, while driving sales through high repeat purchase.





# Hyperpigmentation.

Address **Hyperpigmentation** in skincare and makeup with ***Even Better™***.



Claims

Seeing Is Believing

Wow Nows & Demos

Skin School

Ratings & Reviews

"Make The Day" Game



# Hyperpigmentation Bingo.

## Ways to Play!

- Classic Bingo.
- Play Four Corners.
- The first team to blackout the board, wins.



Check the box each time you **Service, Sample** or **Sell** the product shown.



# Ageless.

Provide results you can see with with **Smart™**.



Claims

Seeing Is Believing

Wow Nows & Demos

Skin School

Ratings & Reviews

"Make The Day" Game



# Ageless Bingo.

## Ways to Play!

- Classic Bingo.
- Play Four Corners.
- The first team to blackout the board, wins.

Clinique  
Clinical  
Reality

Check the box each time you **Service, Sample** or **Sell** the product shown.

# Hydration.

Become the destination for **Hydration** with ***Moisture Surge***<sup>™</sup> and ***DDM***<sup>™</sup>.



Claims 

Wow Nows & Demos

Skin School

Ratings & Reviews

"Make The Day" Game



# Hydration Bingo.

## Ways to Play!

- Classic Bingo.
- Play Four Corners.
- The first team to blackout the board, wins.



Check the box each time you **Service, Sample** or **Sell** the product shown.



# Cleansing and Exfoliation.

Lead every service with **Cleansing and Exfoliation** with ***Take the Day Off™ Balm*** and ***Clarifying Lotion***.



Claims 

Wow Nows & Demos

Skin School

Ratings & Reviews

"Make The Day" Game



# Cleansing and Exfoliation Bingo.

## Ways to Play!

- Classic Bingo.
- Play Four Corners.
- The first team to blackout the board, wins.

Clinique  
Clinical  
Reality

Check the box each time you **Service, Sample** or **Sell** the product shown.

# Buildable Volume.

Show everyone **Buildable Volume** with  
*High Impact™ Mascara.*



Claims 

Seeing Is Believing

Wow Nows & Demos

Skin School

Ratings & Reviews

"Make The Day" Game



# Buildable Volume Bingo.

## Ways to Play!

- Classic Bingo.
- Play Four Corners.
- The first team to blackout the board, wins.



Check the box each time you **Service, Sample** or **Sell** the product shown.



# Acne Solutions.

Recruit and retain clients  
with ***Acne Solutions***™.

#Meet-A-Hero



Claims



Seeing Is Believing

Wow Nows & Demos

Skin School

Ratings & Reviews

"Make The Day" Game



# Acne Solutions Bingo.

## Ways to Play!

- Classic Bingo.
- Play Four Corners.
- The first team to blackout board, wins.



<div>CLINIQUE skin school</div>	

Check the box each time you **Service, Sample,** or **Sell** the product shown.



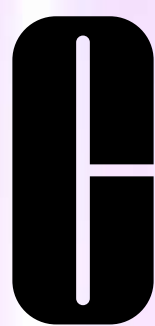
# Hero Bingo.

## Ways to Play!

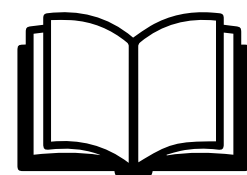
- Classic Bingo.
- Play Four Corners.
- The first team to blackout board, wins.



Check the box each time you **Service, Sample, or Sell** the product shown.



Storytelling



Discover Clinique



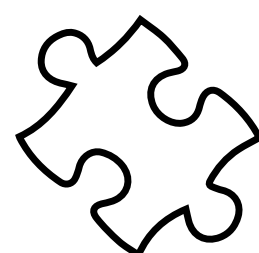
Client Experience



Connection Perfection



"Make The Day" Game







# Clinical-Level Lifting for Face + Neck.

***NEW Clinique Smart Clinical Repair™ Lifting Face + Neck Cream*** helps to visibly lift sagging skin, reduce the look of lines & wrinkles on face and neck, while making skin feel firmer.

Did you know signs of aging go beyond lines and wrinkles and loss of elasticity? Click eLearning to learn more.



- ***100% show a more lifted-looking face + neck.***
- ***100% show a less crepey-looking neck.***
- ***44% visible improvement in facial lines.***





# Powerlifting For Younger-Looking Skin.

Match the correct Smart product to each soundbite below.

— I repair, resurface, and replump with retinoid and I am as effective as a laser on the look of lines and wrinkles.

A



— I lift, firm and hydrate skin on the face and neck with multi-peptides and hyaluronic acid.

B



— I help strengthen your dermal support structure for smoother, younger-looking eye skin.

C



Who Gets What Chart

Understanding menopausal skin





# Seeing is Believing.

Wow your clients by sharing the below Before and Afters for ***Clinique Smart Clinical Repair Lifting Face + Neck Cream***.

Results pictured are after clinical testing across 12 weeks.

Before



After



Neck Sagging, Lines & Wrinkles



Neck Crepiness



Jawline Lifting





# Seeing is Believing.

Before

After



Forehead Lines & Wrinkles



Nasolabial Folds



**NEW! Post Before and Afters on Social.**

**Neck Fun Facts.**







# 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 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.



**See Demo in Action.**





# Services Built On Dermatological Science.

NEW! Diagnostic-led Skin School Consultations.  
For Skin. For Makeup. For Free.

## For Skin.

Customize your routine, whatever your skin goal.

## For Makeup.

Perfect your look, with makeup powered by skincare.

## For A Clinical Consultation.

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



**Start your Skin School with Clinique  
Clinical Reality.**





# From Silver to Purple.

Today's focus is migration.

- Call existing ***Repairwear™ Uplifting Firming Cream*** and ***Smart Clinical™ MD*** clients: earn one point.
- Sample NEW ***Clinique Smart Clinical Repair Lifting Face + Neck Cream:*** earn two points.
- Sell NEW ***Clinique Smart Clinical Repair Lifting Face + Neck Cream:*** earn three points.
- The team or Consultant with the most points by the end of the day wins.

## Client Calls

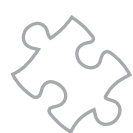
## Samples

## Sales

## Bonus

**Bonus Point:** Post on social using **#SmartLiftingCream**. Invite clients to try the NEW ***Clinique Smart Clinical Repair Lifting Face + Neck Cream.***

**From Silver to Purple Benefits.**



# Clinique Conversion Challenge: It's all in the offer.

Every sample you offer brings a new client to Clinique, and you, one step closer to making your sales goal. Each time you offer a sample that results in a sale today, it's a conversion success.

**Conversion Rate:**  $\frac{\text{\# of samples converted to a sale}}{\text{\# of samples given}}$

**Your Goal:** Increase your conversion rate daily.

**How:** Give a sample to 10 new clients each workday, then track your daily conversion by checking a box each time you convert a sample to a sale.

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Day 1

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Day 2

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Day 3

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Day 4

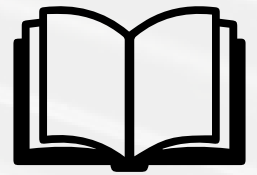
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Day 5

**Reminder:** Each sample that does not result in an immediate sale requires your follow-up, giving you a second chance to convert.



Storytelling



Discover Clinique



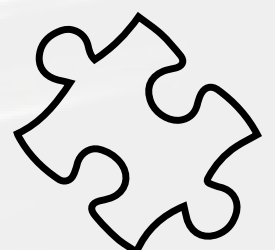
Client Experience



Connection Perfection



"Make The Day" Game





# Lashes, Get Loud!

***High Impact High-Fi™ Full Volume Mascara.***

See 230% more volume, instantly, with an ultra-pigmented, fiber-infused mascara that amps up lashes with just one swipe.

What makes the High-Def Wave Brush unique?



**Are you a 100@100?**

- ***230% more volume, in an instant.***
- ***Ophthalmologist tested, safe for sensitive eyes & contact lens wearers.***

**Fiber talk...WOW without the worry.**







# Waterline APPROVED.

***High Impact™ Gel Tech Eyeliner*** is our first ever eyeliner ophthalmologist tested on the waterline. Waterline safe, smooth gel formula glides on easily and delivers rich color intensity to achieve limitless looks with unstoppable wear.

What ingredients help to create a surreal gel color payoff?



**Are you a Diamond Star?**

- ***Waterproof.***
- ***Transfer-proof.***
- ***24H Wear on Lids.***
- ***12H Wear on Waterline.***





# The Clinique eye promise

- OPHTHALMOLOGIST TESTED
- SAFE FOR SENSITIVE EYES
- SAFE FOR CONTACT LENS WEARERS

## 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. FRAGRANCE FREE.**



# Mascara At-A-Glance.

**All NEW bamboo disposable wands.**



## **Instant Full Volume High Impact High-Fi™ Mascara**

230% more volume, instantly. High-def wave brush with precision tip coats every lash for a next-dimension lash look.



## **Ultra Volume Chubby Lash™ Mascara**

Buildable, long-wearing formula gives lashes some major TLC—Thickness, Length and Curl—with a specially molded styling brush.



## **Instant Drama High Impact™ Extreme Volume Mascara**

Oversized, multidimensional brush coats every lash and defines corner lashes for extreme volume without clumping.



## **Buildable Volume High Impact™ Mascara**

Our #1 selling mascara adds volume, definition and length effortlessly with its specially-developed brush.





# Mascara At-A-Glance.



## **Waterproof Volume High Impact™ Waterproof Mascara**

Our #1 selling mascara in a waterproof formula delivers volume and length while keeping lashes feeling soft and flexible.



## **24HR Lift + Curl High Impact Zero Gravity™ Mascara**

Unique concave, arched brush delivers maximum curl and volume while Advanced Thermal Technology lifts and sets lashes for 24HR wear.



## **24HR Wear + Length Lash Power™ Mascara**

Lengthens and defines the tiniest lashes with its unique detailing brush and Advanced Thermal Technology formula for 24HR wear.



## **Bottom Lash Boost Bottom Lash Mascara™**

Defines with micro-precision brush to evenly coat bottom lashes and deliver 24HR wear.







# Seeing is Believing.

Wow your clients by sharing the below Before and Afters for *High Impact High-Fi Full Volume Mascara*.

Before

After







# Discover High-Fi Looks.

Discover **5 High-Fi Looks** below and invite your clients in to try them today.

Farima



Emmie



Minami



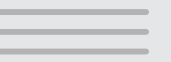
Dakota



Arantza





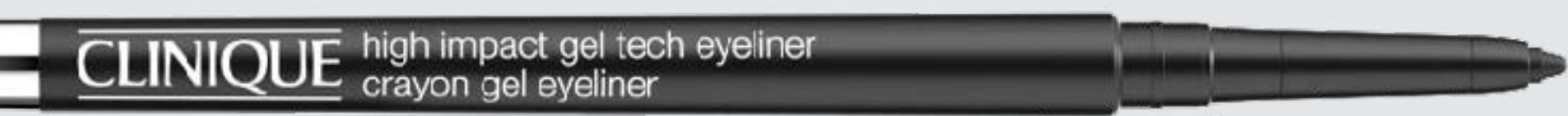


# High Impact Gel Tech Eyeliner Demos.

There are multiple ways to demo *High Impact Gel Tech Eyeliner*. Choose the one best for you and your client.

## Before you demo:

- Sanitize entire pencil before and after each application.
- Spray 60+% alcohol into a clean tissue and wipe the pencil tip.
- Remove the cleansed tip with tissue.
- Advance the pencil to expose a fresh tip and apply.



If you **are confident**, apply following hygiene guidelines. See application in video below.

## Apply to client

If you are **not confident** applying, or the client has chosen to self-apply, offer to show them the self-application tutorial below.

## Self-application of liner

As a **teaching moment**, you can also apply on yourself while client self-applies.

## Client self-applies





# Services Built On Dermatological Science.

NEW! Diagnostic-led Skin School Consultations.  
For Skin. For Makeup. For Free.

## For Skin.

Customize your routine, whatever your skin goal.

## For Makeup.

Perfect your look, with makeup powered by skincare.

## For A Clinical Consultation.

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



**Start your Skin School with Clinique Clinical Reality.**





# Connect with High-Fi.

Lashes, get loud. 230% more volume, in an instant. Connect with your potential High-Fi clients with the actions below.

## Using your clientele list, call or text your clients who:

Don't currently use our mascara.

Love fun eye looks.

Use High Impact™ Easy Liquid Liner.

Are makeup enthusiasts.

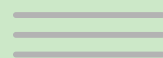
Love Take The Day Off™ Balm.

## NEXT:

Rally your Clinique Ambassadors to help you recruit new clients.

Follow-up with clients in your sample log.

Plan a High-Fi event and invite clients with a social post. Be sure to use #LashesGetLoud and #HighFiMascara.



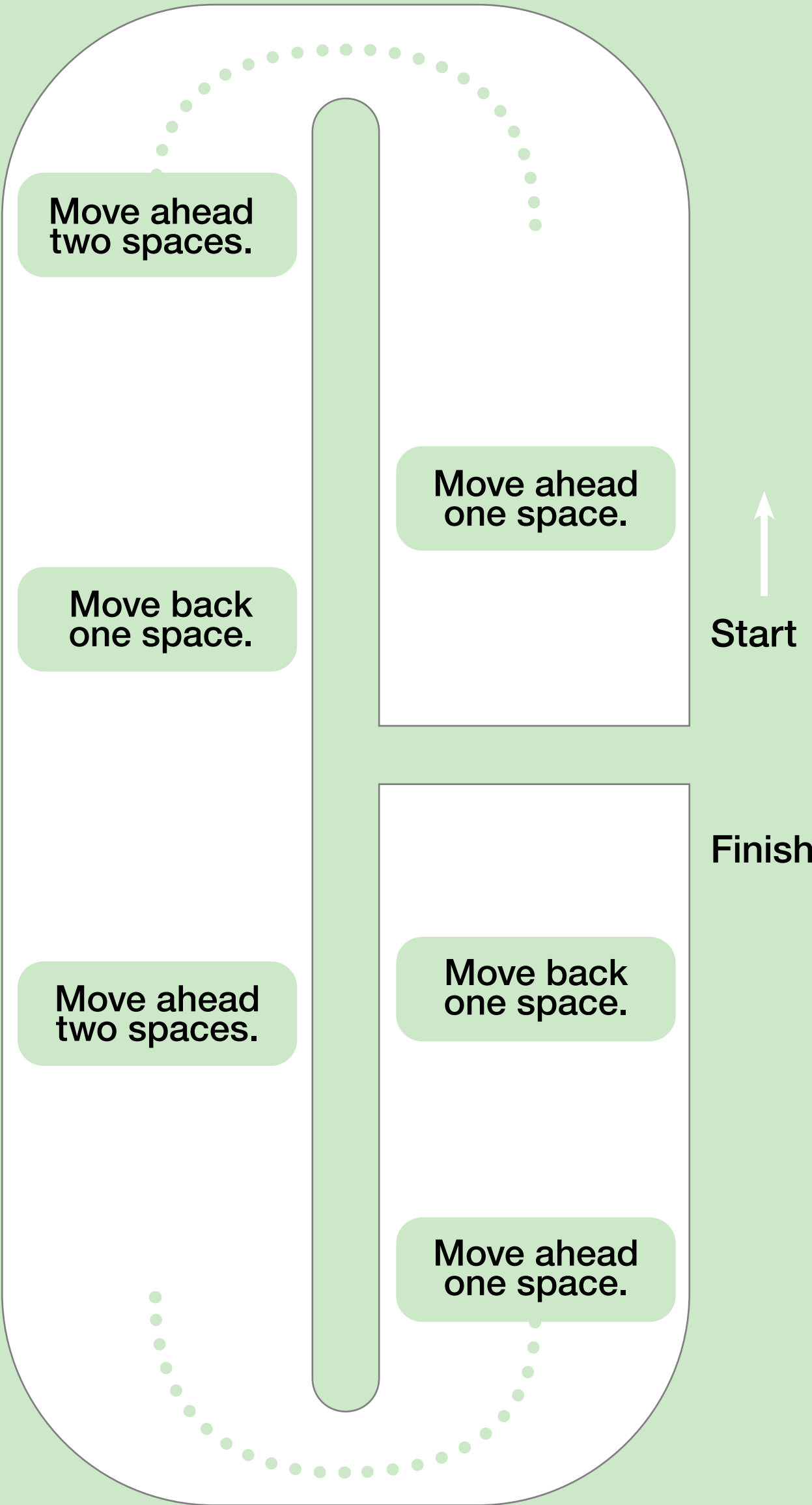
# Power-Hour Play.

## How to Play!

Choose a focus product(s) or gift set(s).  
For each focus item you sell, move one space closer to the finish line.

## Ways to Play!

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





# Proof Not Promises!

Check out the new claims highlighted in green with the leading product claims noted in black.

Take The Day Off™  
Cleansing Balm

Smart Clinical Repair™  
Wrinkle Correcting Serum

Deep Comfort Body Butter

Moisture Surge™ SPF  
28 Sheer Hydrator

Moisture Surge™ 100H Auto-  
Replenishing Hydrator

Even Better Clinical™ Serum  
Foundation SPF 25

Even Better™ Pore Defying  
Primer



# Take The Day Off Cleansing Balm.

- Removes over 95% of face makeup, sunscreen, and pollutants.\*
- Face, Eye and LIP makeup remover. For gentle yet effective removal of even the toughest makeup.\*



\*Average removal of longwearing foundation, hybrid sunscreen, and carbon powder.



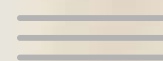
# Smart Clinical Repair Wrinkle Correcting Serum.

- **32% visible reduction in stubborn lines.\***
- **As effective as one laser treatment on the look of lines and wrinkles, after 16 weeks.\*\***
- **Updated usage guidelines: spread serum all over clean face and NECK, avoiding eye area.**

\*Upper lateral dynamic lines; clinical testing on 59 women after 16 weeks.

\*\*In a clinical study after 16 weeks, women who had one laser treatment showed the same improvement in the overall look of lines and wrinkles as those who used Smart Serum twice daily instead.





# Deep Comfort Body Butter.

- Deep Comfort Body Butter is suitable/appropriate for eczema skin.



# Moisture Surge SPF 28 Sheer Hydrator.

- Safe for sensitive skin.
- When used as directed, SPF 28 filters up to 96% of UV rays.\*
- Instantly hydrates.
- Visibly soothes skin.



\*UV rays associated with sunburn; based on SPF testing.

# Moisture Surge 100H Auto-Replenishing Hydrator.

- MS 100H boosts moisture immediately by 174%.\*\*
- After 1 week 98% say skin feels more resilient.\*
- Hydration that soothes in 3 seconds, lasts 100 hours.\*\*



\*Consumer testing on 110 women after using the product for 1 week.

\*\*Clinical testing on 19 women, after using product once and evaluated immediately.





# Even Better Clinical Serum Foundation SPF 25.

- **91% say skin immediately looks perfected, color stays true throughout the day.\***
- **91% see reduced imperfections on bare skin—dark spots, discolorations, age spots, and blemish marks.\*\*\***
- **24HR Full Coverage.**
- **Matte Finish.**
- **86% skincare formula with 3 forms of Vitamin C.\*\***



\*Consumer testing on 227 women after using product 1 week.

\*\*14% makeup ingredients.

\*\*\*Consumer testing on 221 women after using product for 8 weeks.



# Even Better Pore Defying Primer.

**At 4 weeks:**

- Look of pores is reduced by 11% on bare skin.

**At 8 weeks:**

- Look of pores is reduced by 19% on bare skin and skin feels smoother.

**At 4 weeks:**

- 94% showed reduction in oil/shine.\*
- 100% showed increase in hydration.\*

**At 8 weeks,**

- 19% pore reduction on bare skin and skin feels smoother.\*\*



\*Clinical testing on 34 women after 4 weeks of product use.

\*\*Clinical testing on 34 women after 8 weeks of product use.



Black Honey

Dramatically Different  
Moisturizing Lotion & Gel



# Black Honey Almost Lipstick.

Black Honey is a perfectly calibrated blend of blue, red and yellow pigments in a creamy, balmy base that melts into your lips and bumps up their color—it's truly the best version of what you already have, and it works for every skin tone.

## Perfect Partners

- Black Honey Pop Plush™ Creamy Lip Gloss
- High Impact High-Fi Full Volume Mascara
- High Impact Gel Tech Eyeliner
- Take The Day Off™ Makeup Remover for Lids, Lashes and Lips

# Who Gets What?

Who Gets What between **Moisture Surge 100H** and **Dramatically Different Moisturizing Lotion™** & **Dramatically Different™ Moisturizing Gel**.



or



	Moisture Surge	Dramatically Different
Skin Type	All Skin Types	DDML+: 1,2 DDMG: 3,4
Texture	Gel Cream	DDML+: Lotion DDMG: Gel
Best for	Superior Hydration: 100H Hydration + AOX Protection	Barrier-building hydration
Key Ingredients	<ul style="list-style-type: none"><li>• Aloe Bioferment + HA</li><li>• Vitamin C and E</li></ul>	<ul style="list-style-type: none"><li>• Double/Triple blend of NMFs</li><li>• 3 Pro-Lipid ingredients</li></ul>
Claims	<ul style="list-style-type: none"><li>• 99% felt skin was deeply hydrated</li><li>• 98% felt skin was more resilient</li></ul>	<ul style="list-style-type: none"><li>• Delivers hydration that lasts all day</li><li>• Skin is stronger in just 4H</li><li>• DDML+: Skin 34% stronger</li></ul>



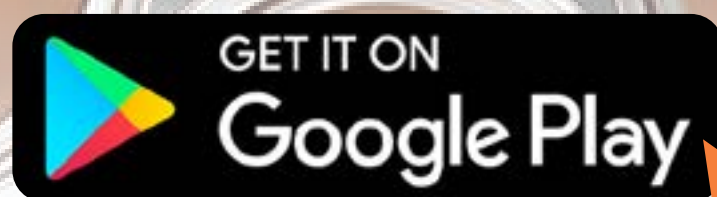
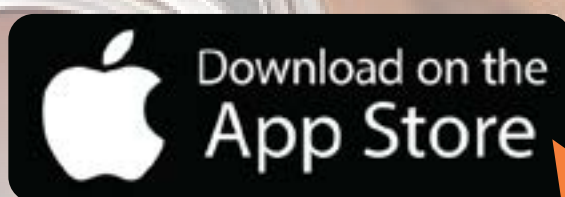


New Product Launch Bingo

Clinique Conversion Challenge

Sampling with Purpose

Power-Hour Play







# Sampling With Purpose.

Match 100 clients with their perfect shade of Clinique foundation or their perfect moisturizer. They get a custom-fit sample, free; you get a loyal client.

**Check each circle as you sample.**

- 25...** You're well on your way!
- 50...** You've completed the 1/2 marathon!
- 75...** You're in the homestretch!
- 100...** Congratulations!



# New Product Launch Bingo.

## Ways to Play!

- Classic Bingo.
- Play Four Corners.
- The first team to blackout the board, wins.



Check the box each time you **Service, Sample** or **Sell** the product shown.

# Sample With Purpose.

**Sampling plays a key role in hero product trial. Our strategy ensures those samples lead to high conversion.**

## **Thank You at Hello**

- When a sample of a Clinique hero product is offered at the beginning, it can lead to a rich dialogue about a client's skin and makeup goals and a ***Clinique Clinical Reality*** scan will ensure the sample is on their agenda.

## **Clinique Skin School**

- A Clinique Skin School is a great way to allow clients to experience their custom-fit skincare/makeup solutions, firsthand. Here, offer a sample of a hero product they don't decide to take with them. Invite them back to continue their journey with what's next at Clinique. When closing the sale, offer a complimentary consultation and sample for a future visit.

## **New Product Launch**

- Utilize the clientele system and social media to offer existing clients a sample and Clinique Skin School.
- Store and mall employees are great ambassadors and should be among the first to receive samples of New Product Launches.
- Offer direct request clients a sample and a Clinique Skin School to learn how to incorporate it into their routine.

 **Sample with Purpose Challenges.**



# Sample With Purpose.

## Attracting New Clients

- Offer the lid of the jar to clients throughout the store and invite them back to the counter for a free sample of a hero product.
- Invite clients to bring a friend for a Skin School party where you can treat them to a customized experience with free samples.

## Migration

- Invite clients who currently use a product that is going to be discontinued (or is out of stock) to Meet-a-Hero with a sample of a hero product.

➤ For compelling invitations and more, see the **Simply Amazing Experience eCoach** module.







# Project Shine.

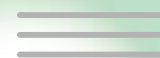
**Consultant Daily SHINE Checklist**

**Counter/Store Manager Daily SHINE Checklist**

**SHINE Dos**

**SHINE Don'ts**





# Consultant Daily SHINE Checklist.

Ensure all testers, surfaces and visual merchandising elements are clean and organized.

Use only Clinique approved displays.

Ensure Skin School/Consultation area & hygiene supplies are neat, clean, and client-ready.

Ensure Skin School collateral is up-to-date and clearly visible.

Ensure mirrors are clean and fingerprint-free.

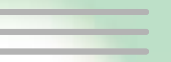
Ensure tester units are current and fully stocked—no empty slots.

Ensure Clinique Clinical Reality screens are functional, running on latest IOS. Report damaged or non-functioning screens immediately.

Report any repair or maintenance issues to your Store operations team.

Ensure you represent Clinique Consultant Image Guidelines.





# Counter/Store Manager Daily SHINE Checklist.

## In addition to the Consultant SHINE Checklist:

Order any missing lightboxes, tester units, graphics, 3D elements and signage.

Check VM Guidelines to ensure current images and zoning priorities are followed.

Ensure displayed makeup shades reflect brand guidelines and are organized relevant to your client demographic (i.e., dark to light/ light to dark).

Ensure new products have “NEW” signage or call out for approved 6-month period only.

Ensure you have relevant dual language collateral (i.e. English/Spanish and/or English/Chinese).

Follow instructions that ship with in-store collateral.

Ensure tester units are grouped and in correct zones

Ensure Clinique Clinical Reality is located in a prime location.

Ensure newness visuals match the marketing calendar.

Ensure lightboxes feature current visuals and lightboxes fit correctly (do not trim).

Ensure video screens are updated with latest content.

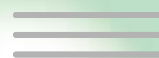
Ensure you and your team represent Clinique Consultant Image Guidelines.



# Shine Dos.

- Do follow current visual merchandising guidelines for images, zoning priorities and in-case & Product on Glass details.
- Do place C-stream request with Field Executive for artwork for outposts, secondary locations, windows. [NA-Specific]
- Do ensure makeup shade displays are relevant to your client demographic (i.e dark to light/ light to dark).
- Do ensure new products have “NEW” signage or call out for approved 6-month period only.
- Do ensure you have relevant dual language collateral (i.e. English/Spanish and/or English/Chinese).
- Do discard outdated in-case & Product On Glass graphics.
- Do order current Product On Glass in-case graphics.





# Shine Don'ts.

- Don't double/triple stack vitrines.
- Don't add additional props (e.g., balloons, cupcakes, candy, oranges).
- Don't produce unapproved artwork.
- Don't place ledge tops on the floor.
- Don't overstock promotions.
- Don't pyramid products.
- Don't clutter the top of the counter.