



Your Consultant Image

# CLINIQUE

## Your Look

### Your Lab Coat

The Clinique Lab Coat is an iconic symbol that tells clients they are working with an Expert. **Always** wear it proudly, even during key events—because **smart never goes out of style**. And don't forget online and social—full Lab Coat there too. **Live or virtual**, you represent Clinique!



The C-pin, earned upon graduating from I AM CLINIQUE, is worn on your left side on the stitch mark.

Pin representing each level of Accreditation as they are achieved is worn on the left pocket stitch mark.

Wear your store identification on your lower right side on the stitch mark.

Always clean. Always wrinkle-free.

#### Pro Tip:

For emergency fixes of surprise makeup stains, apply Take the Day Off Cleansing Balm using a cotton pad in small circular motions, then rinse with a little water.



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Clinique Laboratories pin, earned upon successfully completing Inside Clinique, is worn on the left pocket stitch mark. It will be replaced with pin representing each level of Accreditation as they are achieved.

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# CLINIQUE

## Your Look

### Your Lab Coat—Service Accessories

If provided, wear the **Clinique Clinical Reality Lanyard** and **Clinique Brush Belt**! The Lanyard goes around your neck and the Brush Belt over your shoulder on the outside of your Lab Coat.



# CLINIQUE

## Your Look

### Your Lab Coat—Underneath

All black. All the time\*.



#### Necklines:

V-Neck or Crew.  
Both chic!

But keep it fresh:  
**no faded or  
washed-out black.**



#### Finishes:

Clean, finished edges. Long enough to tuck in or fully cover waistband of pants or skirt.

**Do not wear** see-through or shiny fabrics.



#### Turtlenecks?

Sure! Choose a fitted neck—  
no loose or cowl-neck styles.  
Mock neck styles also work.

\* If you are asked by Clinique to wear an event t-shirt, always wear it under your Lab Coat—not instead of it.



# CLINIQUE

## Your Look

### Your Lab Coat—Underneath

What goes below the shirt?

#### **Pants. Skirts. Up to you...**

Same guidelines apply. Keep them simple, professional and no faded, washed-out, see-through or shiny fabrics.



#### **Breathe!**

Fabrics that breathe for comfort are best in warmer locations or climates but choose materials that are appropriate for the environment in your store. Chilly? Choose a warmer fabric.

# CLINIQUE

Your Look

## Your Lab Coat—Underneath

All-In-One Dresses or Jumpsuits?

**Yes. And yes.**

Same guidelines apply. Keep them simple. Necklines in Crew, V-neck or Turtleneck – and no faded, washed-out, see-through or shiny fabrics.



**Breathe!**

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# CLINIQUE

## Your Look

### Your Lab Coat—On Your Feet

#### **Express yourself.**

Stylish, simple black shoes, including heels, flats or boots. Clean white soles that complement your Lab Coat are also an option. No sandals.

If allowed by your store, open toe or heel shoes are welcome but keep sides of feet covered.



#### **Hosiery and socks—if you like.**

Choose nude or black in sheer or more opaque styles, but no patterns or fishnets.



# CLINIQUE

## Your Look

### Accessories—Stick with Silver.

It looks the best with the white of the Lab Coat.

#### Rings:

Keep it simple and subtle. Too many rings can be very distracting.

Of course, wedding/commitment rings and sets in gold or other materials are always acceptable.



#### Earrings:

Choose silver, pearl or crystal studs, or small silver hoops. Cuffs and small drop earrings are lovely, but no large chandelier or ornate styles to distract from your amazing face.

#### Necklaces:

Just one please. Pendants in silver, pearl or crystal are fine, just be sure they stay inside the Lab Coat.



#### Bracelets:

One wristwatch, one bracelet (or several thin stacked bracelets).

#### Belts:

Simple black styles with a black or silver buckle. No colored or chain belts please.



#### Piercings and tattoos:

Sure, but if there are so many that it might be distracting, consider removing or covering some while at work.

# CLINIQUE

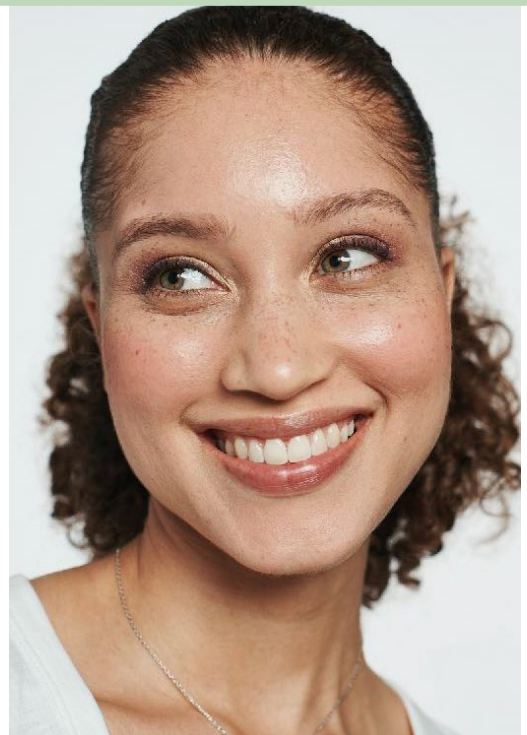
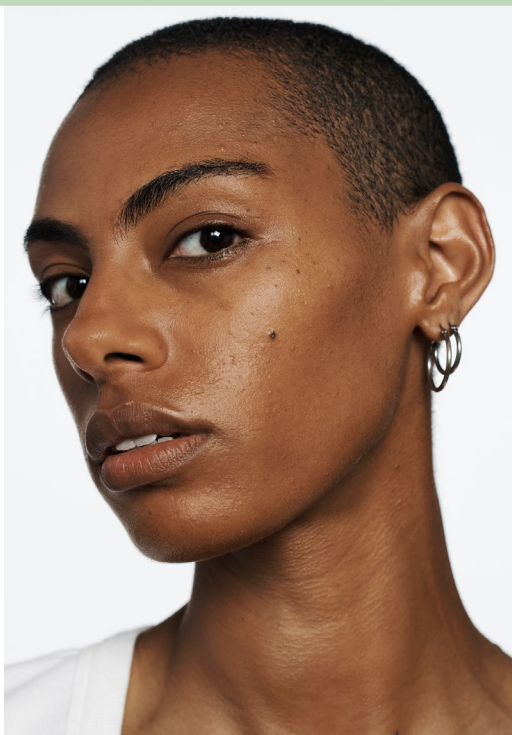
## Your Look

### Your Look—Makeup & Fragrance

Professional. Stylish. You.

#### It's all about your face.

Your skin should be aspirational (well-hydrated, perfected & even-toned). If still working through any skin issues, wear the level of complexion product (from sheer to full-coverage) you feel comfortable with.



#### Express yourself.

If you choose to wear a makeup look, be sure it reflects your confidence in color. Along with your aspirational complexion, choose an Eye, Lip and Cheek look that includes your favorite Clinique color products.

#### Scents . . . or not.

Wear a subtle application of your favourite Clinique fragrance, or wear none at all.





# CLINIQUE

Your Look

## Your Look—Hair & Nails

Professional. Stylish. You.



### **Keep your face out front.**

Allow for your glowing skin to show. Hair of any length should be styled neatly so that it is away from the face.



### **Pulling it back?**

Choose simple barrettes, hairclips or hair ties in black or silver. With the exception of religious coverings, do not wear coloured hair ties or scarves.

### **Your hands are your tools.**

Keep fingernails clean, short, and well manicured. Nail polish should look professional and well-maintained.



# CLINIQUE

## Your Look

### Your Lab Coat—Care



#### Strip it down.

Empty pockets and remove all pins and badges.

#### Gentle!

**Do not use chlorine bleach** or whitening agents as they will discolor the fabric.

#### Washing.

Your Lab Coat is 100% polyester. Machine wash **with other white garments** on permanent press cycle (40 degrees Celsius/100 degrees Fahrenheit).

#### Time to Dry.

Tumble dry on permanent press cycle at **low temperature** and remove from dryer **immediately** to avoid wrinkling.

#### Pressing matters.

If you do have any wrinkles, iron on medium setting. Steam settings and spray starch can be used.

#### Dry cleaning?

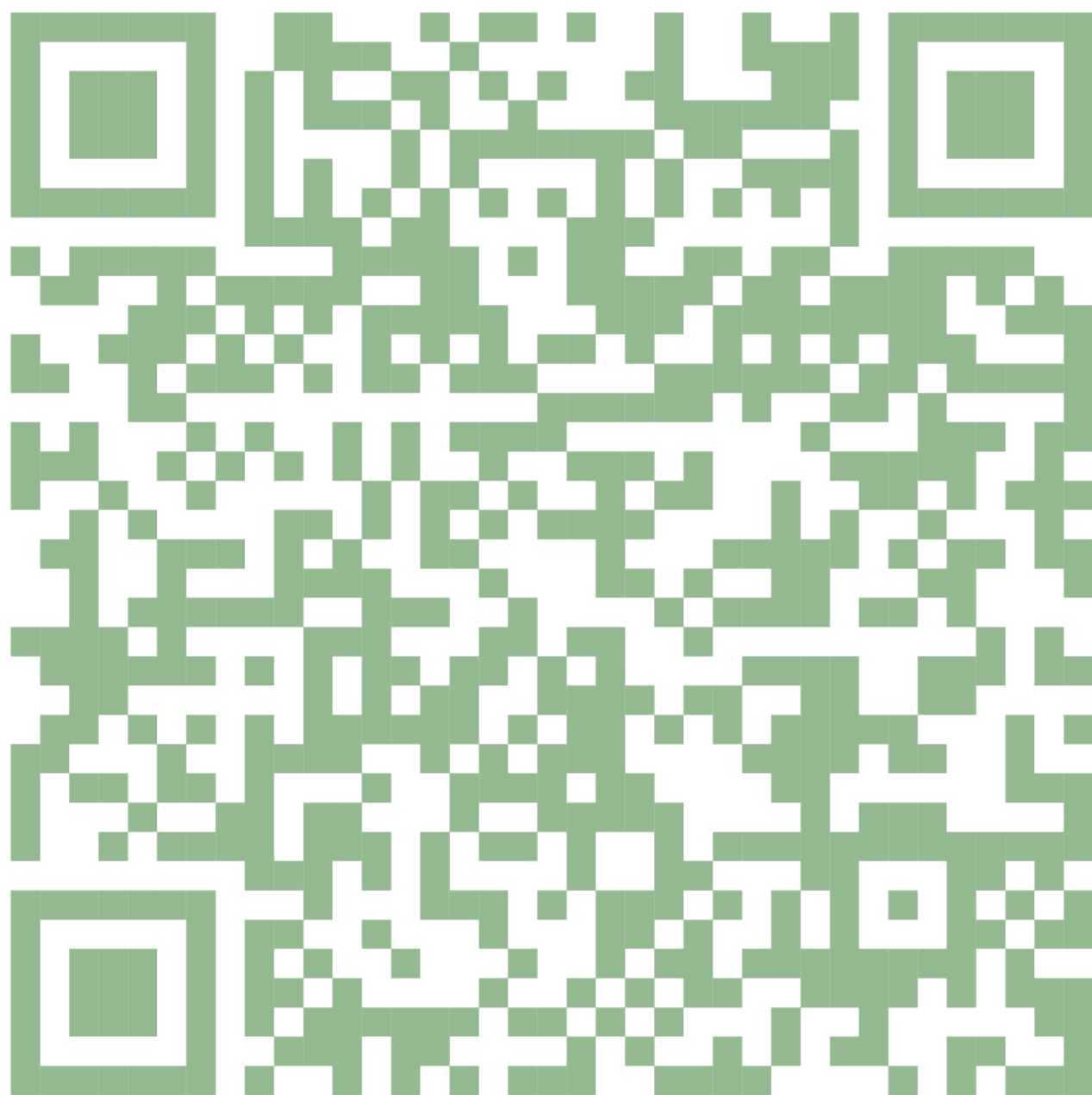
It is not necessary to dry clean the Lab Coat as it machine washes well, but you can dry clean it if you prefer.

# CLINIQUE

Your Look

## Your Social Presence

Take it to your followers, but remember a few things...



Scan the above to review important guidelines for posting about Clinique in your social channels.

