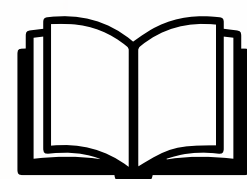




Storytelling



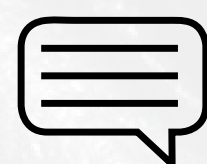
Discover Clinique



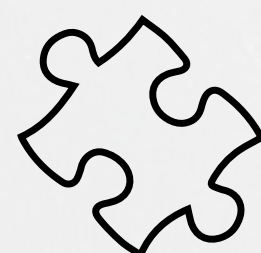
Client Experience

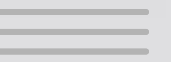


Connection Perfection



"Make The Day" Game





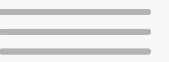
# Detox Power.

**Take The Day Off Charcoal Cleansing Balm** our #1 makeup remover in a silky balm formula, amped up with Japanese Charcoal for extra detox power. This nourishing balm transforms into a silky oil that quickly and gently melts away tenacious face and eye makeup plus sunscreen, pollution and other impurities.

What percentage of makeup, SPF, pollution and other impurities do our **Take The Day Off Balms** remove?

 **eLearning**  
Be part of the 100@100 Club!





# What's The Balm Got To Do With It?

Tap each link below to learn more about the most common Google questions regarding cleansing balms.

1

[How do you use a cleansing balm?](#)

2

[Can oily skin use cleansing balms?](#)

3

[Do cleansing balms clog pores?](#)

4

[Why should I use two cleansers?](#)



Who Gets What Chart.





# Custom-Fit Clean.

1

On the inner wrist/arm, place a swipe of eyeliner, lipstick, and ***Even Better Clinical Serum Foundation*** (3 separate swipes horizontally).

2

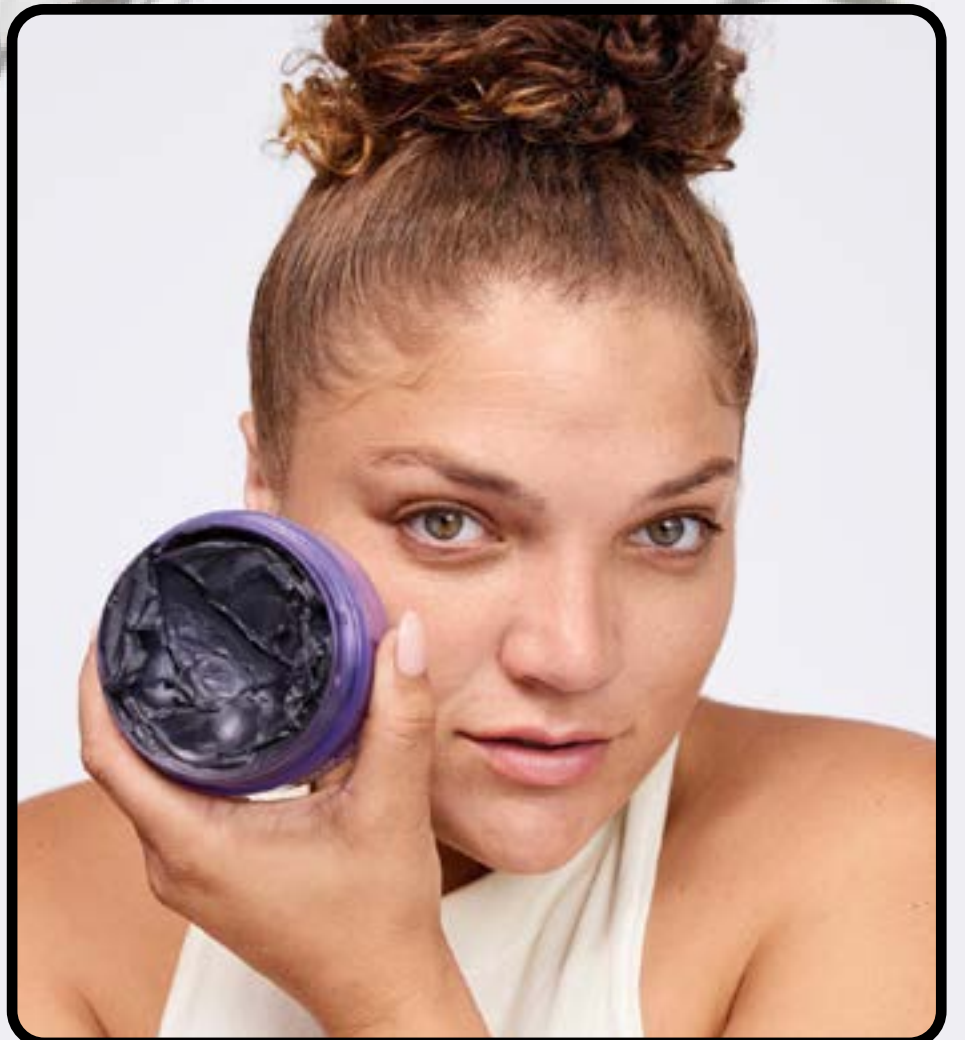
Down the left side of the wrist/arm remove one half of the swipes with original ***Take The Day Off Cleansing Balm***. Down the right side of the wrist/arm remove the other half of the swipes with ***Take The Day Off Charcoal Cleansing Balm***. Feel each balm's unique texture while cleansing. Spray with water and massage each balm until milky.

3

Feel each side of bare skin after removing makeup from each side. Choose your custom-fit clean- the original ***Take The Day Off*** silky balm formula for All Skin Types or ***Take The Day Off Charcoal Cleansing Balm*** detoxifying formula for Skin Types 2,3,4.

4

Finish by sweeping the bare inner wrist/arm with a tissue. Zero residue is left behind.



See Demo in action.





# Seasonal Refresh.

Discover the secrets to healthy skin, as your skin changes seasonally. Custom-fit for your Skin Type, powered by Clinique Clinical Reality.

# 1

## SCAN

To begin the service-start by customizing your cleansing routine with the power of **Clinique Clinical Reality**.

Scan and select the concern you'd like to solve.



# 2

## Customize.

For maximum results, we recommend a routine that includes:

- Makeup Remover
- Cleanser
- Exfoliators
- Moisturizer

Select each from the **Clinique Clinical Reality Diagnostic**.

# 3

## Why Cleanse Twice?

Swipe to learn more.

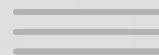


## TIP

If client uses **Clarifying Lotion Twice A Day Exfoliator**, recommend **Clarifying Do-Over Peel** as an occasional boost for extra exfoliation.

CLINIQUE  
skin  
school





# Seasonal Refresh Course.

## Would you take a shower with your clothes on?

Of course not. You shouldn't wash your face with makeup on either. If makeup isn't properly removed before washing your face, it creates a barrier between your skin and cleanser, preventing you from removing that end-of-day, grimy buildup.

At night, use a makeup remover to dissolve makeup, then a facial cleanser to remove sweat, pollution, dirt, and any excess oil stuck in pores. Now you can enjoy clearer, more radiant skin, fewer clogged pores, better absorption of your treatment products, and a smoother makeup application. That's what we call double cleansing.

**Both Balms remove over 95% of face makeup, sunscreen, and pollutants.**





# #TTDOCharcoalBalm.

Using **Social U** to guide your content, create a video using **Take The Day Off Charcoal Balm** on half your face showing “now you see it, now you don’t”. **Click here** for an example. Invite your clients in to find their perfect makeup remover to take the day off with.

Use **#TTDOCharcoalBalm** so we can see your content.





# Clean Sweep.

1. Each player starts with 6\* cotton-tips.
2. For each client, you demonstrate their custom-fit ***Take The Day Off***, pass a cotton-tip to another player.
3. Pass two cotton-tips if your client experiences a skincare or makeup service.
4. The first player to pass all their cotton-tips wins!

\*Adjust the number of cotton-tips to increase the challenge and the playing time.

