



#Meet-A-Hero



LATEST NEWS

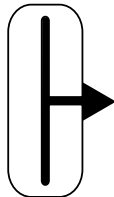
INDEX

Click for
eLearning

Click for
Link

Take
Action

Click for
Clinique Skin School



Wherever you see Clinique Clinical Reality™ you can: scan the QR code with client's device, use counter iPad or use our Clinique Face Pad..

Resources @ Your Fingertips.

Marketing News

Be in-the-know with marketing updates and exciting news.



Digital Engagement Tools



Leave-Behinds & Happy Skin Guide



Coaching Tips & Videos



Latest News.

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

Social Hub

Your resource center for all things Social.



Virtual Hub

Resources for virtual Clinique Skin School Classes.



Clinique U

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



Clinique TV

Clinique TV Sizzle Reels.



Big Moments

Be in the know with Holidays, Cultural Activations, Limited Edition Releases and more.



Clinique Skin School

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





Social Hub.

Your resource center for all things social.

Social U

Monthly Social Calls-To-Action

Giphy Suite

Additional Assets



**Join The NEW
Clinique Instagram
@cliniqueinsiderig**



**Join The Clinique
Lab Coat Connection**



TikTok

**See Clinique Heroes
in action!**



Virtual Hub.

Resources for virtual Clinique Skin School Classes.

Virtual Tools

Virtual Selling Tips

Closing The Sale Library

New Product Launch Videos

New Clinique Insider

➤ Be sure to check out eLearning course: 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 @ Clinique

#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 repeat business and ultimately, profitability.



Hyperpigmentation



Ageless



Hydration




Cleansing & Exfoliation



Buildable Volume



Acne Solutions



Hero Bingo



Hyperpigmentation

Be the leaders in treating
Hyperpigmentation in both skincare
and makeup with ***Even Better.***TM



Seeing Is Believing

Wow Nows & Demos

Skin School Classes

Ratings & Reviews

Game



Hyperpigmentation Bingo.

Ways to Play!

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

Clinique
Clinical
Reality

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

Ageless.

Capitalize on **Ageless** with *Smart*.



Seeing Is Believing

Wow Nows & Demos

Skin School Classes

Ratings & Reviews

Game



Ageless Bingo.

Ways to Play!

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



Clinique
Clinical
Reality

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

Hydration.

Dominate **Hydration** with ***Moisture Surge*** and ***Dramatically Different.***

#Meet-A-Hero



Seeing Is Believing

Wow Nows & Demos

Skin School Classes

Ratings & Reviews

Game



Hydration Bingo.

Ways to Play!

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

Clinique
Clinical
Reality

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



Cleansing & Exfoliation.

Accelerate **Cleansing & Exfoliation** with ***Take the Day Off Balm*** and ***Clarifying Lotion***.



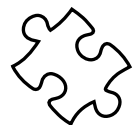
Seeing Is Believing

Wow Nows & Demos

Skin School Classes

Ratings & Reviews

Game



Cleansing & Exfoliation Bingo.

Ways to Play!

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

<div>Clinique Clinical Reality</div>

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



Buildable Volume.

Own **Buildable Volume** with
High Impact Mascara.

#Meet-A-Hero



Seeing Is Believing

Wow Nows & Demos

Skin School Classes

Ratings & Reviews

Game



Buildable Volume 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.



Acne Solutions.

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



Seeing Is Believing

Wow Nows & Demos

Skin School Classes

Ratings & Reviews

Game



Acne Solutions Bingo.

Ways to Play!

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



<div>CLINIQUE skin school</div>	

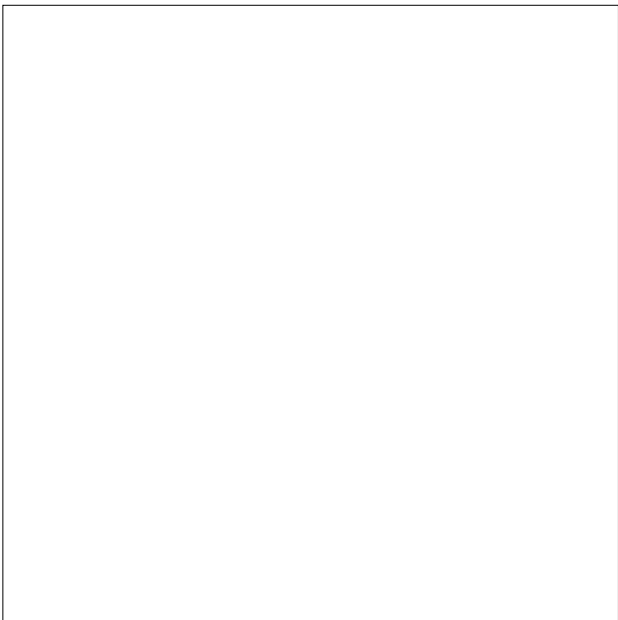
Check the box each time you: **Service**, **Sample**, or **Sell** the product shown.



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

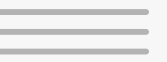


Connection Perfection



Game





Our smartest wrinkle fighter—now for eyes.

Smart Clinical Repair™ Wrinkle Correcting Eye Cream strengthens skin *and* outsmarts lines and wrinkles from multiple angles.

Which Peptide Complex helps support the dermal structure of the eye area for smoother, younger-looking skin?

 **eLearning**
Are you @100%?



85%
say crow's
feet look
reduced.*



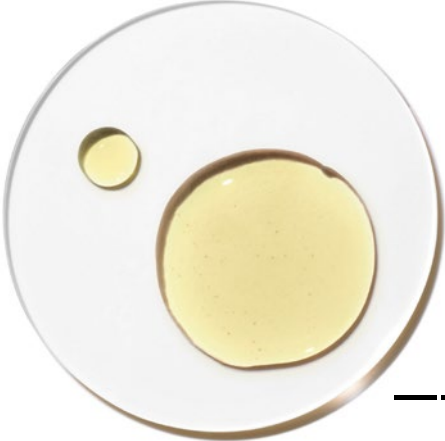
* Consumer testing on 150 women after using the product for 4 weeks.





Smart Match-up.

Match the Technology to “What it Does.”

Technology	What It Does
<div><div>Hyaluronic Acid</div><div><div>---</div></div></div>	<div><div>A</div><div>Expert Peptide Blend boosts natural collagen and helps strengthen skin’s natural support structure.</div></div>
<div><div>CL1870 Peptide Complex</div><div><div>---</div></div></div>	<div><div>B</div><div>Helps skin maintain its natural density.</div></div>
<div><div>Sigesbeckia Orientalis Extract</div><div><div>---</div></div></div>	<div><div>C</div><div>Helps maintain moisture to fortify skin.</div></div>

See how you did!

Meet The Ageless Client 





Seeing is Believing.

Wow your clients by sharing the below Before & After for *Smart Clinical Repair Wrinkle Correcting Eye Cream*.



Click here for NEW
Before & Afters for *Smart Clinical Repair Wrinkle Correcting Serum*.

Smart Clinical Repair Eye Cream has a
NEW creamy, air-light whipped texture.





Smart Eye Demo.

1

Client applies pea-sized amount of **Smart Clinical Repair Eye Cream** to one eye.

2

Client uses ring finger to gently press.

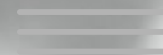
3

Instantly see how treated eye has reduced puffiness. Fine dry lines appear hydrated/plumped & less visible.

See it in action.

#Meet-A-Hero





Smooth & Renew Lab.

Customize your de-aging skincare routine with products that help improve the look of lines and wrinkles.

1 SCAN

Start by customizing your moisturizer and skin care routine with the power of ***Clinique Clinical Reality***.™



2 REPAIR

Smart Clinical Repair Wrinkle Correcting Serum. A laser-focused clinical serum that targets wrinkles from multiple angles.

3 HYDRATE

Apply Clinique ***Smart Custom Repair SPF 15 Daytime Moisturizer*** or Clinique ***Smart Night Custom Repair Moisturizer*** to visibly reduce four signs of aging while boosting skin's hydration.



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school





Smooth & Renew Lab.

4

RENEW

Clinique Smart™ Clinical Repair Wrinkle Correcting Eye Cream which helps skin around the eye area feel stronger and look smoother.

+

TIP

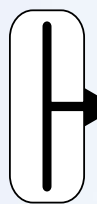
Instantly perfect the look of skin with ***Even Better Clinical™ Serum Foundation Broad Spectrum SPF 25***. This formula visibly reduces dark spots, evens tone, brightens and plumps with 3 serum technologies.

Lift & Firm Lab.





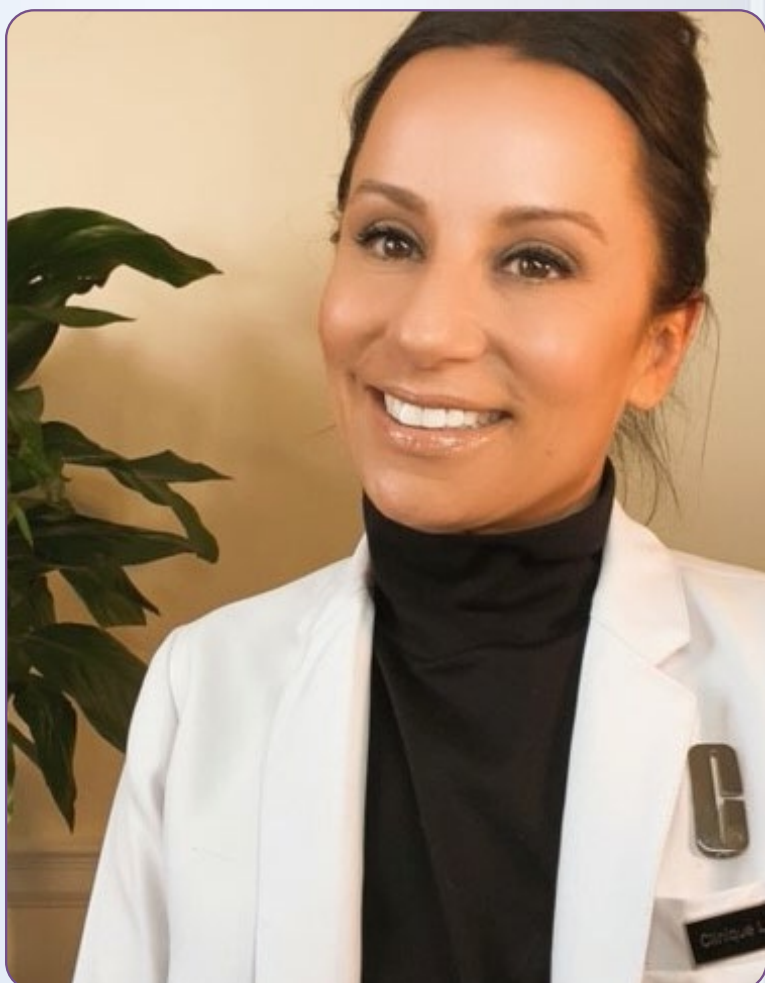
Ageless eye tips.



Not a member? [Join Here](#)

Join Simone Ciafardini, Vice President — Global Omnichannel Education and host, Audrey Lea Curry for an **“Ageless Eye Tips”** Instagram Live.

When: January 26th at 1PM EST





Smart Maze.

Clinique Play Hero Edition.

See ways to use
CliniquePlay to
support our Heroes.



Select Product



Smart Clinical Repair
Wrinkle Correcting
Serum



Smart Clinical Repair
Wrinkle Correcting
Eye Cream



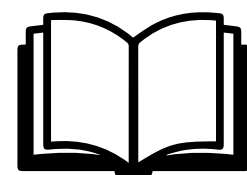
Download on the
App Store



GET IT ON
Google Play



Storytelling



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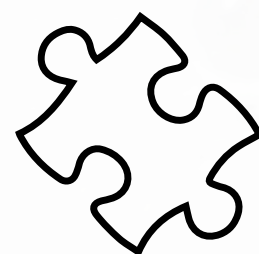
Client Experience



Connection Perfection



Game





Life-Proof Hydration.

New *Clinique Moisture Surge™ Hydro-Infused Lotion* delivers a multi-pronged approach to hydration for younger looking skin with a fresh, translucent, dewy glow.

Do you know the potent moisture complex that instantly infuses skin with soothing hydration?



Limited distribution.

Are you a Diamond Star?

99%
of people
felt their skin
was deeply
hydrated*.



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





More Than You Think.

Moisture Surge 100H news worth sharing.

1. Hydration that **stabilizes skin against dehydrating aggressors for 100 Hours**, for deeply hydrated, glowing skin.
2. **In 3 seconds:** Soothing hydration helps disrupt the cycle of skin sensitization due to drying effects of aggressors.
3. **In 1 week:** 99% of people felt their skin was deeply hydrated.
4. **Immediately:** 100% of people demonstrated improvement in radiance.
5. **Better Together:** Hyaluronic Acid + Aloe Vera Bio-Ferment are better than Hyaluronic Acid alone helping to boost and retain moisture.

99%
of people
felt their skin
was deeply
hydrated*.

**Brush up on
Who Gets What!**




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



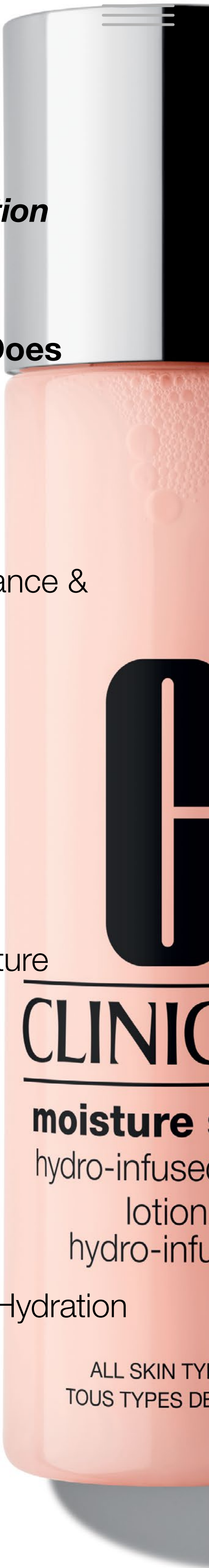


Moisture Match.

Match the *Moisture Surge Hydro-Infused Lotion* Ingredient to “What it does.”

Ingredient	What It Does
<div>A: Acetyl Glucosamine</div> <div></div>	<div><div></div>Restores Balance & Preps Skin</div>
<div>B: Aloe Vera Bio-Ferment & Hyaluronic Acid</div> <div></div>	<div><div></div>Smooths Texture</div>
<div>C: Glycerin & Squalane</div> <div></div>	<div><div></div>Replenishes Hydration</div>

See how you did!





Soothing Hydration Demo.

1

Saturate cotton pad with ***Moisture Surge Hydro-Infused Lotion.***

2

Sweep over one hand and explain how it can be used daily for an added boost of hydration.

3

Then hold cotton pad to skin for 3–5 minutes as a wet compress. Share this as a weekly ritual tip for any dry zones.

4

Finish by applying ***Moisture Surge 100H*** as the perfect hydration partner product.

See it in action.

#Meet-A-Hero



Be sure to check your client's hydration level with **Clinique Clinical Reality.**





Glowing Skin

100-hour hydration with a dewy-fresh glow.

1

Dew It Up

Pat ***Moisture Surge™ Hydo-Infused Lotion*** into skin with fingers or a cotton pad. Depending on client's Skin Type follow with ***MS™ 100H Auto-Replenishing Hydrator***, ***MS™ Hydrating Supercharged Concentrate*** or ***MS™ Intense 72-Hour Lipid-Replenishing Hydrator***.

2

Highlight and Glow

Use ***Powder Pop Flower Highlighter*** or ***Chubby Stick™ Sculpting Highlight*** to enhance your complexion with a soft luminous glow.
100-hour hydration with a dewy-fresh glow.

3

Glow in Color

Fan-favorite ***Cheek Pop*** pressed powder blush gives cheeks a 'just pinched' flush.

+

Tip

Moisture Surge 100H Auto-Replenishing Hydrator is proven to help prevent drying and barrier damage from prolonged mask wearing when applied 3x/day for 7 days; compared to masked skin without ***Moisture Surge 100H***.*

*Claim cannot be used in the UK.

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#TellMeWithoutTellingMe

Tell Me you love *Moisture Surge* without telling me you love *Moisture Surge*!

We want you to create a TikTok or Instagram Reel using the above trend. [See examples here.](#)

When posting use **#MS100H**, **#MeetAHero** and **#CliniqueInsider**, this is how we will find your content.

Post your creation by March 1st, 2022—5 lucky “influencers” will be featured on the Clinique Insider IG page in March.



Winners will be selected by **Michelle Freyre**, Global Brand President, Clinique





Moisture Surge Bingo.

Ways to Play!

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

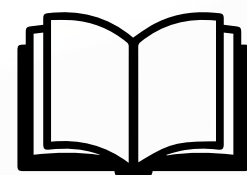


<div>#Meet-A-Hero</div> <div></div>	<div>Moisture Surge™ Intense 72-Hour Lipid- Replenishing Hydrator</div>	<div></div>
<div>Moisture Surge Eye™ 96-Hour Hydro-Filler Concentrate</div>	<div>#Meet-A-Hero</div> <div></div>	<div>Moisture Surge™ Face Spray Thirsty Skin Relief</div>
<div>#Meet-A-Hero</div> <div></div>	<div>Moisture Surge™ Hydrating Supercharged Concentrate</div>	<div>#Meet-A-Hero</div> <div></div>

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

E

Storytelling



Discover Clinique



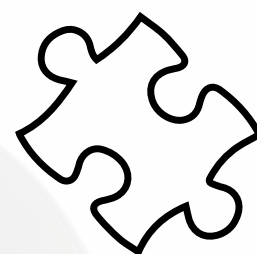
Client Experience



Connection Perfection



Game





Exfoliation Is Good For The Nation.

Clarifying Do-Over Peel is an at home mini-peel that reveals millions of fresher cells—in one use.

What are the three angles to promote multi-level skin renewal in ***Clarifying Do-Over Peel***?



Be part of the 100@100 Club!





Do-over Peel Technology.

Fill in the blank with the **32% Micro-Acid+ Complex** ingredients listed below.

_____provides gentle exfoliation & removes dead skin cells on the surface.

_____helps cleanse excess oil which can clog pores.

_____promotes emergence of fresh, new cells.

_____fermentation makes nutrients more easily absorbed by skin.

_____skin buffering ingredient that helps deliver the blend to the skin.

_____helps to smooth skin's texture for improved clarity and translucency.

32% Micro-Acid+ Complex Ingredients:



See how you did!

Dos and Don'ts.





Clarifying Peel Demo.

1

Press a piece of tape down the center of the back of hand.

2

Apply **Clarifying Do-Over Peel** to cotton ball/pad and sweep over skin on one side of tape.

3

Show cotton ball/pad and how it has swept away dulling flakes & excess oil.

4

Remove tape from hand and have client do the same, revealing the dead skin cells left behind.

5

Fold tape and speak to how **Do-Over Peel** is helping to exfoliate not only on the surface but also helping optimize cell renewal.

6

Because **Do-Over Peel** is used at night, 2-3 times a week, recommend **Clarifying Lotion Twice A Day Exfoliator** for the other nights.

See it in action.





NEW Name—Seasonal Refresh Course.

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skin
school

Previously named, **Cleansing Refresher Course.**

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:

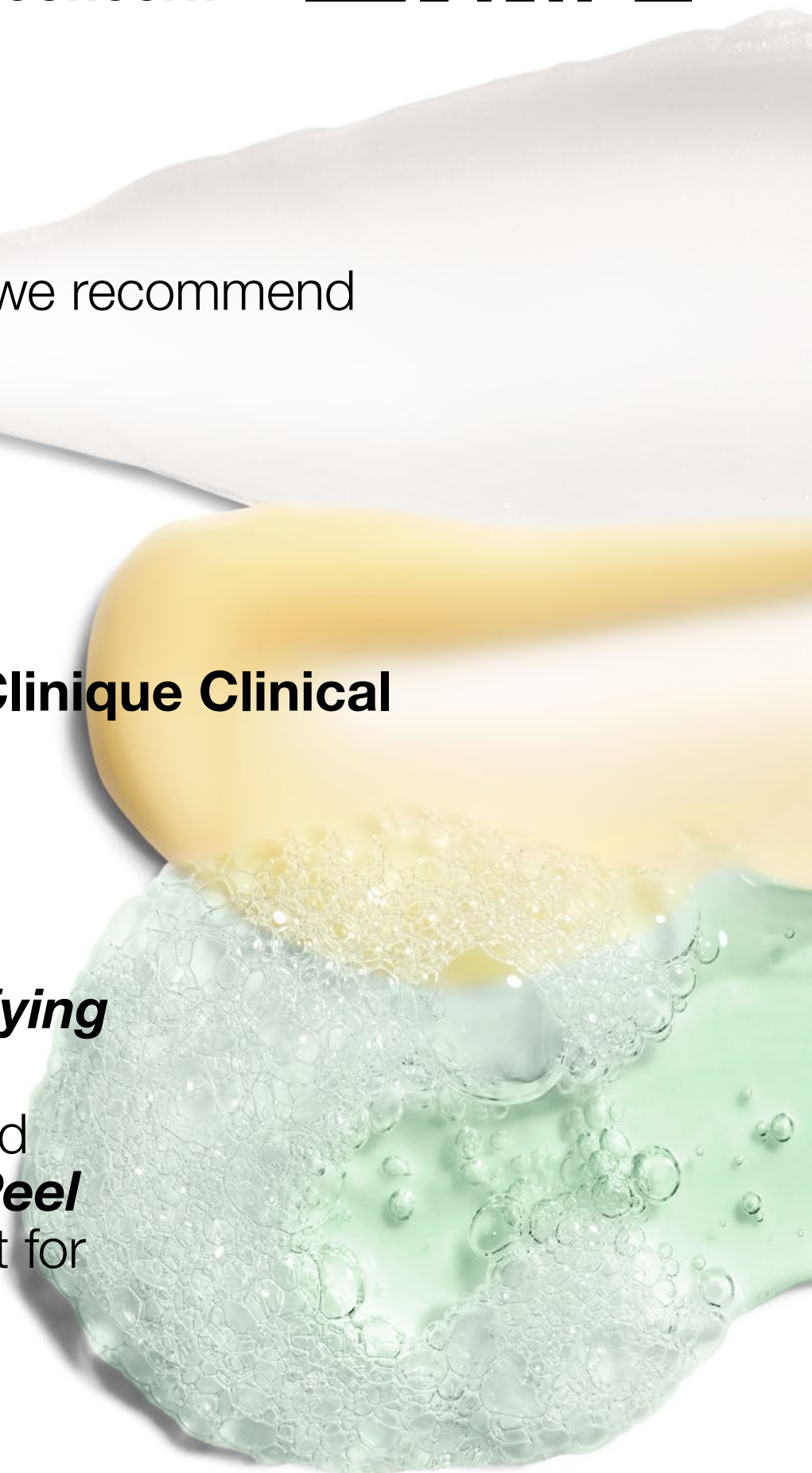
- Makeup Remover
- Cleanser
- Exfoliators
- Moisturizer

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

+

Tip

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





Myth-Busters.

Not a member? [Join Here](#)

Join Sarah Lamb, Director — Global Omnichannel Education and host, Audrey Lea Curry, for an “**Exfoliation Myth-Busters**” Instagram Live.

When: April 6th at 2PM EST
Where: @CliniqueInsiderIG





“Make the Day” Challenge.

- Determine your client goal:
Goal ÷ average unit sale = the # of transactions to make your goal.
- **Offer a Clinique Clinical Reality scan to every client.**
- Track your hourly progress on the “Make the Day” Time Chart below.
- Compare your results to the previous day of work.
- **“Make the Day” Clock.**

START Today’s Goal \$_____

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

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

Hour 3, 40% of Goal: Actual \$_____

Hour 4, 50% fo Goal: Actual \$_____

Hour 5, 60% of Goal: Actual \$_____

Hour 6, 75 % of Goal: Actual \$_____

Hour 7, 90% of Goal: Actual \$_____

Hour 8, 100% of Goal: Actual \$_____

Finish: Actual \$ _____

8 Hour
Shift



Storytelling



Discover Clinique



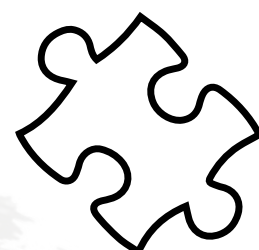
Client Experience

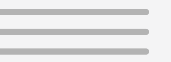


Connection Perfection



Game





Lash Lift-Off.

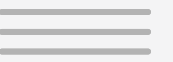
High Impact Zero Gravity Mascara creates lashes that stretch to limitless heights and stay there.

What three promises does ***High Impact Zero Gravity Mascara*** deliver on?



Be part of the 100@100 Club!





Next-Level Lash.

Introducing *High Impact Lash Amplifying Serum*, a nightly lash serum that nourishes and conditions to enhance the overall appearance of lashes.

Which ingredients nourish the hair to help bare lashes look longer and more volumized over time?



 eLearning
Be part of the 100@100 Club!

85%
of panelists
saw improved
lash volume*.

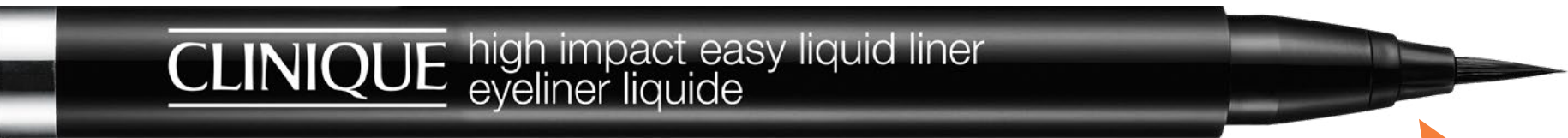
* Clinical testing on 33 women, after using product for 12 weeks.





New in Eyes.

Click each of the images to reveal must-share product stories!



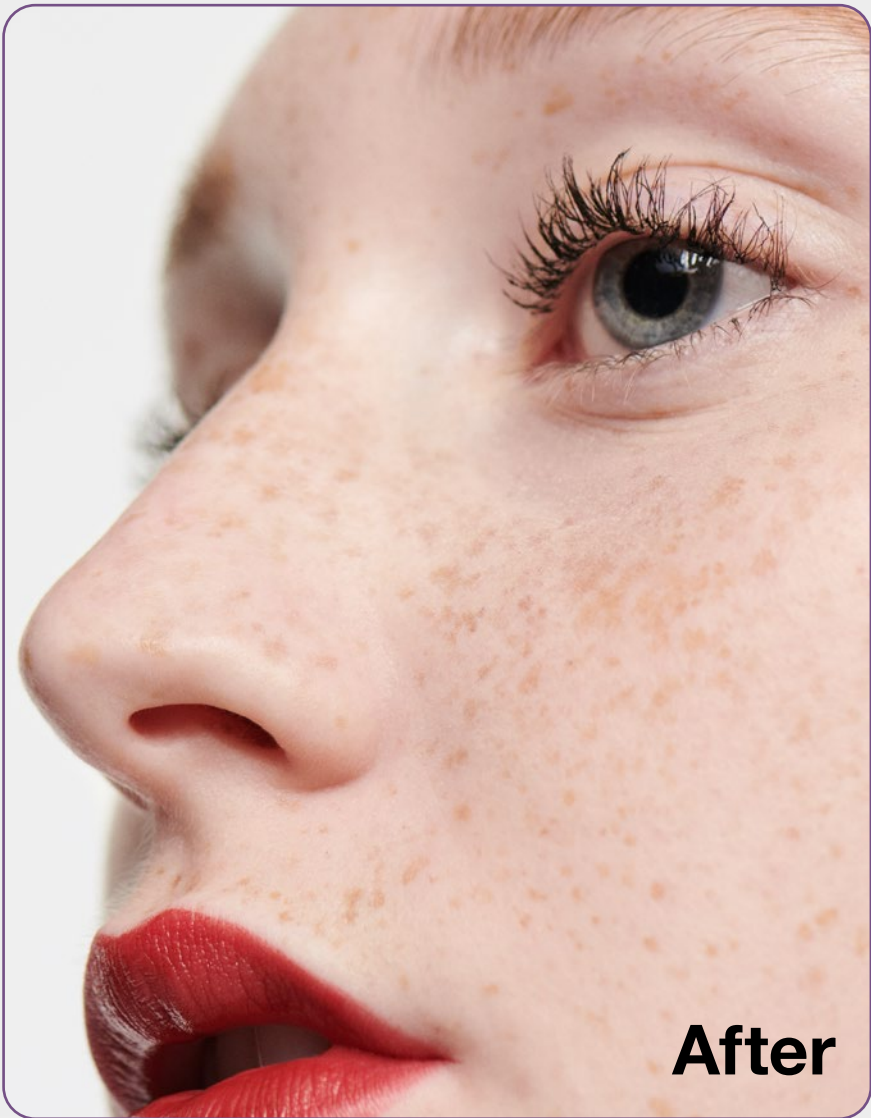
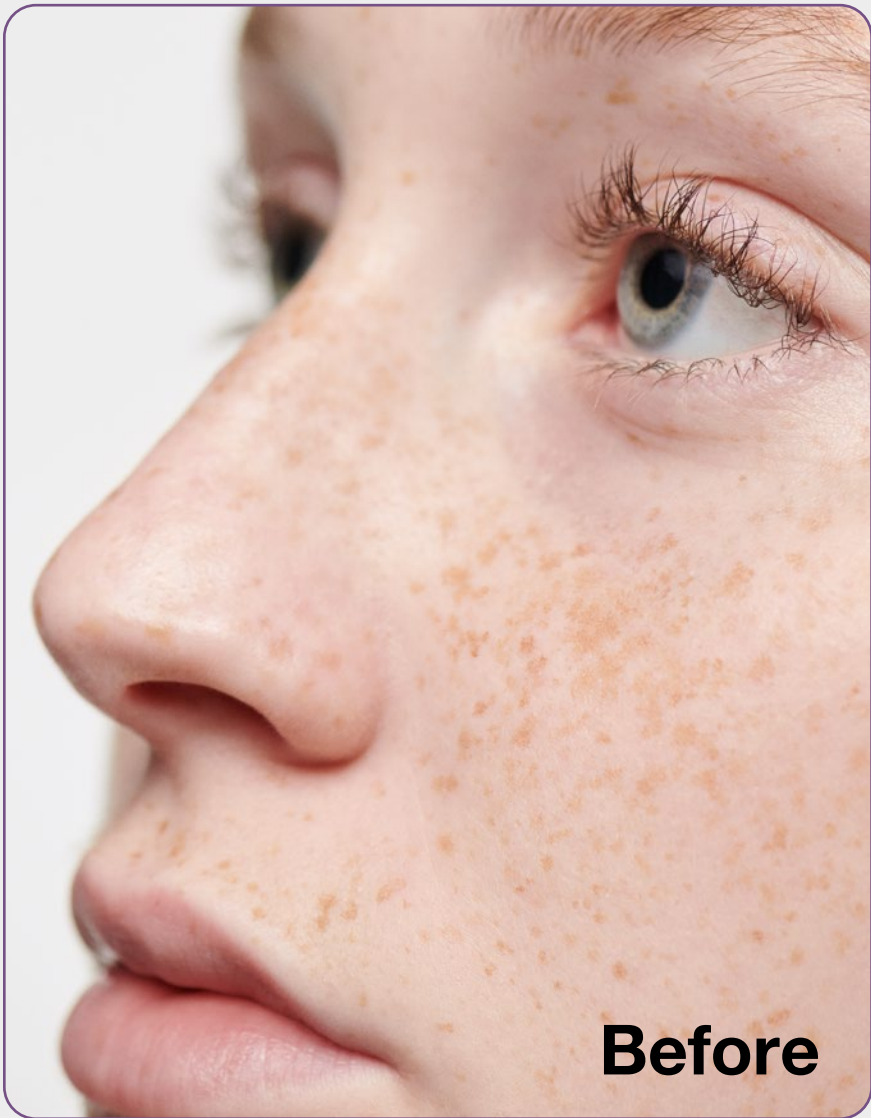
Compare Mascaras—Who Gets What!





Introducing High Impact Zero Gravity Mascara to your client.

Wow your client by sharing Before & After.




See Global Brand Ambassador **Melissa Barerra** applying *High Impact Zero Gravity Mascara*.





Introducing High Impact Lash Amplifying Serum to a client.

Demo To Show Texture:

- Apply tape to back of hand.
- Apply serum on tape. 

Testing Protocol:

- If the client would like to test product, offer a cotton swab/tester to apply on clean upper lash line.

Wow your client by sharing Before and After.



#Meet-A-Hero





High Definition Lashes.

Simple routines for the lashes.

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SPARSE

Create the look of a fuller, more volumized lash line by filling in the gaps of the lashline with **Quickliner For Eyes Intense** or **High Impact Easy Liquid Liner**. Then use **Lash Building Primer** first for extra oomph before applying the best mascara for your lash goal using the Mascara Finder.



SHORT

This lash type definitely requires two coats of mascara to build proper length and definition. Apply one coat on the top part of upper lashes and then apply to the underside of the upper lashes. For extra definition, use **Bottom Lash Mascara** and then follow with the best mascara for your lash goal using the Mascara Finder.





High Definition Lashes.

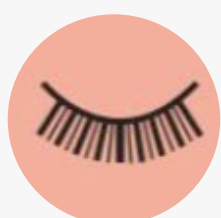
Simple routines for the lashes.

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school



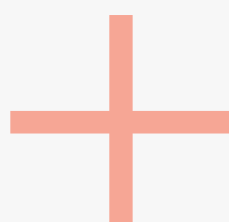
STRAIGHT

For straight lashes, we don't recommend using ***Lash Building Primer*** first—it can weigh down the lash. Instead, curl the lashes by tilting the eyelash curler backward to create a more exaggerated curl. The mascara will continue to push up the lashes and help them keep their form. Follow with ***High Impact Zero Gravity Mascara***.



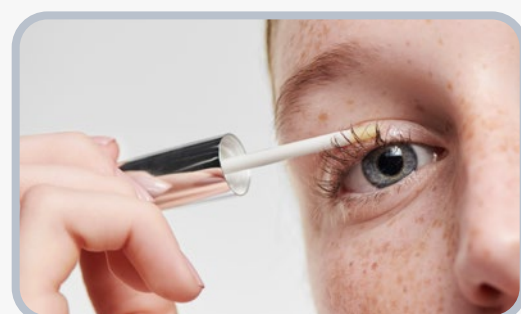
AMPLE

If you want to really dial up your lash look, use ***Lash Building Primer*** first and then follow with the best mascara for your lash goal using the **Mascara Finder**.



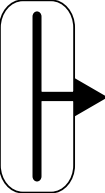
TIP

Help lashes appear healthier, fuller, thicker and more amplified over time with ***High Impact Lash Amplifying Serum***.





Lash Love.



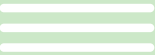
Not a member? [Join Here](#)

Join Sott Miselnicky, Vice President — Global Product Development and host, Audrey Lea Curry, for an Instagram Live on **“Tips & Tricks To Achieve Thick, Full Looking Lashes.”**

When: February 23rd at 3PM EST

Where: @CliniqueInsiderIG





Clean Sweep.

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.
- If you land on a swatch, move ahead 2 spaces.
- Amp up the competition—create your own rules.

Ways to Win!

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

Start



Finish



Always On Foundation.

Makeup that actively improves skin with every wear.

Foundation news worth sharing.

Even Better Makeup SPF 15

Built with BetterFlex Technology,[™] this special blend of polymer gives foundation flexibility so that it moves when you move. No creasing, no caking, no settling into lines.

Even Better Clinical Serum Foundation SPF 25

- 92% say bare skin looks more radiant.*
- 90% say bare skin looks smoother & more even-toned.*
- Built with serum technology, it's skincare in just your shade.

Note: 86% of the formula is skincare ingredients;
14% is makeup ingredients.



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

Explore *Clinique Shade-Match Science[™]* and
Virtual Try-on with your client.