

Hygiene Rituals

Your Skin is Safe Here.

Clinique has 50+ years of clinical expertise creating great skin, with trusted formulas that deliver maximum results you can see in the mirror.

(Guaranteed or your money back)

All without sacrificing safety. Ever.



Hygiene Rituals

Our Clinique Clean Commitment.

Clinique has always taken pride in the clean, safe, and professional environment provided by Consultants at counter and in store worldwide.

The following procedures are designed for the protection of both clients and Consultants and are supported by our guiding dermatologists and medical advisory board.



**No Touch,
No Trial
Guidelines**



**No Touch,
No Trial Hygiene
Demos**



**Assisted Self-
Trial On Hand
Guidelines**



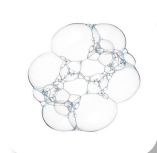
**Assisted
Self-Trial On
Hand Hygiene
Demos**



**Assisted Self-
Trial on Hand
and Face
Guidelines**



**Classes
Controlled
Capacity
Guidelines**



**Classes
Full
Capacity
Guidelines**



Hygiene Rituals

As our Medical Advisory Board's guidance evolves, we will expand our options for the client to experience our formulations. Offering options such as 'No Touch, No Trial' and 'Assisted Self-Trial On Hand,' even as the board eventually allows for a fuller application experience, is one way we can show respect for our clients' preferences.



Use this reference tool to guide you through the Clinique Clean tester demo or service your store is currently complying with.

- No Touch, No Trial
- Assisted Self-Trial on Hand
- Assisted Self-Trial on Hand and Face
- Classes Controlled Capacity
- Classes Full Capacity



Hygiene Rituals

No Touch, No Trial


DO

- 1 Share our Great Skin and Makeup Guaranteed philosophy. Offer to book a Virtual Skin School Class for product application tips in the comfort of her home.
- 2 Offer QR codes for the client to access Clinical Reality and Hero Product – Wow Now Demos.

DON'T

- 1 Allow client use of testers.
- 2 Allow self-demo of products on either hand or face.



Assisted 
Self-Trial on Hand

Hygiene Rituals

Assisted Self-Trial on Hand

DO

- 1 Continue to keep product testers in a safe and secure location.
- 2 Remove tester and sanitize. Create a product trial for client using a disposable applicator and apply retrieved product directly to clean tissue.
- 3 Maintaining proper distancing, slide the tissue with product and hygiene supplies to client. They may test on the back of their hand only, and dispose of trash. Sanitize product tester again after use.

DON'T

- 1 Allow client to handle tester directly.
- 2 Allow client to apply product to face.



Hygiene Rituals

Assisted Self-Trial on Hand & Face

DO

- 1 Sanitize tester, retrieve products, and place the disposable applicator onto a clean tissue for the client to retrieve and apply to back of hand or face.
- 2 Offer to apply to back of your own hand or face. Consultant may also apply to the back of their own hand or face with disposable applicator to demonstrate technique.
- 3 Share, "Your health and well-being is always top of mind at Clinique. Allow me to clean and prep the tester to create a trial for you."

DON'T

- 1 Use of brushes at counter continues to be discontinued for demonstration and application during this phase.
- 2 Forget to use single use applicators and no double dipping.



Hygiene

Rituals

Classes Controlled Capacity

DO

1

Pre-book Skin School Classes.

2

Apply properly sanitized product using sanitized brushes.

3

Follow ELC, Local Government, and Retailer Guidelines for protective mask and eyewear use during classes.

DON'T

1

Forget to ask the client how they would like to experience Clinique product. Offer Assisted Self-Trial on Hand or Face, or Skin School Service application.

2

Forget to thoroughly sanitize all tester necks, bottles, jars, as well as the inside and outside of caps before and after dispensing product.



Hygiene Rituals

Classes Full Capacity

DO

- 1 Perform the brief Client Health Check before a Class or Demo.
- 2 Apply properly sanitized eye pencils or liquid eyelining pens directly. Apply other products using sanitized brushes.
- 3 Follow ELC, Local Government, and Retailer Guidelines for protective mask use during classes.

DON'T

- 1 Forget to clean brushes before and after classes following ELC guidelines.
- 2 Forget to thoroughly sanitize all tester necks, bottles, jars, as well as the inside and outside of caps before and after dispensing product.

