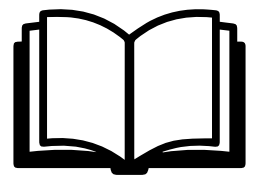


# Protect Your Glow.

Storytelling



Discover Clinique



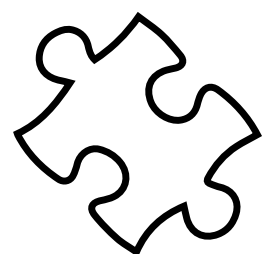
Client Experience



Connection Perfection



“Make The Day” Game





# Protect Your Glow.

Click on each product to learn more.



## Did you know?

The skin's Hyaluronic Acid (HA) content starts to decrease in as early as twenty years of age and is reduced to half by the age of fifty.

Source: *Journal of the American Academy of Dermatology*, May 2016.



# Moisture Surge Clinical Claims.

## Moisture Surge Broad Spectrum SPF 28 Sheer Hydrator

- Did you know? When used as directed, SPF 28 filters up to 96% of UV rays\* while SPF 50 filters 98%.



## Moisture Surge 100H Auto-Replenishing Hydrator

- Within 3 seconds, skin is soothed with hydration and it just keeps on glowing!
- After one use:
  - Delivers an instant 174% boost in moisture.
  - Provides 100 hours of stabilizing hydration.

\* UV rays associated with sunburn.



# Discover.

Wow Nows are the handiest how-tos every client will want to know. Quick-and-easy routines that deliver wow-worthy results, fast. Below are our favorites featuring Moisture Surge.



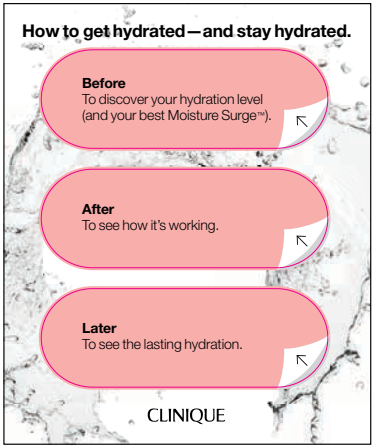
7 Genius Ways to Surge with Moisture Surge 100H.

Clinique’s famous Tape Test, featuring our Hero, Moisture Surge 100H.



See the Wow Now of Moisture Surge SPF 28 that is Purposefully Pink.

See how to use the Hydration Test Strips.





# 7 Genius Ways to Surge.



## 5-Minute Moisture Mask

Using the foundation brush, apply a generous amount of Moisture Surge™ 100H to your entire face, then relax. After 5 minutes, massage in. Your skin will look radiant and remain hydrated.

## Makeup Wakeup

Refresh skin throughout the day by pressing and patting Moisture Surge™ 100H right on top of your makeup for an instant pick-me-up.

## Cuticle Treatment

Massage Moisture Surge™ 100H over each nail bed to soften and sooth any dry, rough cuticles.

## Frizz Fighter

When your hair suddenly frizzes out, rub a dime-sized amount of Moisture Surge™ 100H onto your palms, and then run hands lightly over unruly areas. (Avoid your roots, which may end up looking too flat.)

## Glow on the Go

Make your features stand out by strategically dabbing Moisture Surge™ 100H along your cheekbones and brow bone. For added luminosity, apply a small dollop of Moisture Surge™ 100H to the back of one hand and roll in Chubby Stick Sculpting Highlight until saturated. Glide on your face where you want to add targeted radiance.

## Dry Spot Soother

Apply a small amount of Moisture Surge™ 100H directly to any dry spots (e.g., knees, elbows) in need of serious hydration. Spend a few minutes massaging it in for maximum absorption. (Remember, the drier your skin is, the harder it is for moisturizer to penetrate)

## No Makeup Makeup

- Mix Moisture Surge™ 100H with your favorite foundation to achieve a sheer, perfected finish.
- For a sun-kissed glow, mix Moisture Surge™ 100H with your favorite liquid bronzer, like Sun-Kissed Face Gelee Complexion Multitasker, then blend lightly over your face. This will instantly warm your complexion, without any telltale streaking or cakiness.
- With disposable mascara wand, brush through brows to set & keep in place.



# Moisture Surge Tape Test Demo.

1

Apply tape down the center of the back of the client's hand.

2

Sweep **Clarifying Lotion** over the skin on one side of the tape and not the other.

3

Apply **Moisture Surge 100H** to both sides of the tape.

4

See the difference-maker in action. Remove tape to reveal dead skin cells for an extra WOW.





# Protect Your Glow.

1

Using a cotton-tip, retrieve a pea size of moisturizer from the jar.

2

Apply one dot of moisturizer to the back of client's hand representing face application, another dot to the inside of client's wrist representing neck application, and a final dot to the inner forearm representing décolletage application.

3

As you massage the product onto the client's hand, wrist, and forearm, share that the formula is purposefully pink to ensure you are applying an even layer of protection to your skin.





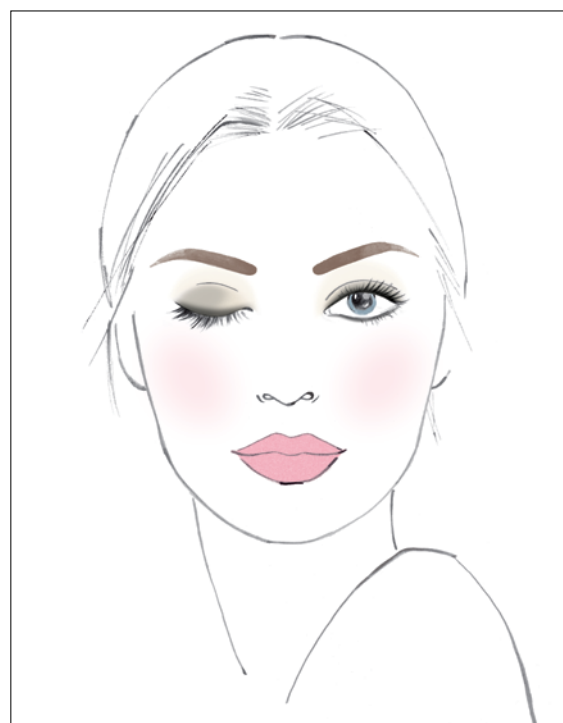
# Client Experience.

Get your Summer Glow look with Prep and Complexion tips.  
**#GlassSkin**

## Summer Glow: Prep

- *Clarifying Lotion*
- *All About Eyes*
- *Moisture Surge SPF 28 or Moisture Surge 100H*

## Summer Glow: Get the Look



### *Complexion Perfection*

Apply lightweight, illuminating **Even Better Light Reflecting Primer** to instantly even out the look of imperfections and create a luminous glass-like look.

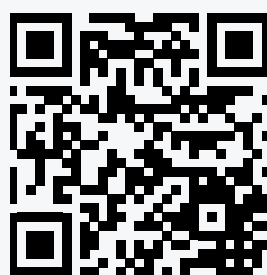
Using the **Foundation Brush**, apply **Even Better Makeup Broad Spectrum SPF 15\*** starting in the center panel blending outwards for a natural finish only where needed.

Choose your favorite **Cheek Pop** blush and blend it with **Even Better Light Reflecting Primer**. Apply where light naturally hits the face.

### *Enhance the Look*

Use Clinique Clinical Reality Virtual Try On to choose your favorite Eye and Lip look. Be sure to share Clinique's fan favorites: **High Impact Waterproof Mascara**, **High Impact Easy Liquid Liner** and a touch of gloss.

Set the look with **Moisture Surge Face Spray**.



CLINIQUE  
Clinical**Reality**<sup>™</sup>

\*For sheer coverage with a natural finish, choose Moisture Surge Sheertint Hydrator SPF 25!

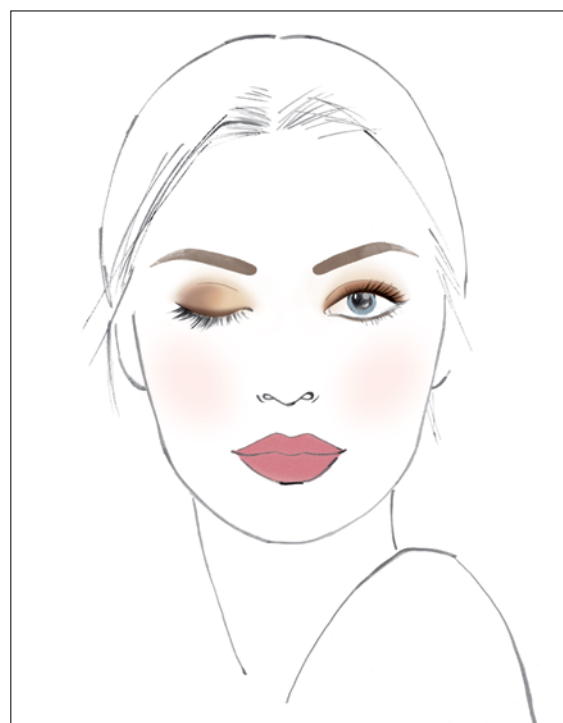


# Client Experience.

Get your Summer Matte look with Prep and Complexion tips.  
**#CloudSkin**

## Summer Matte: Prep

- *Clarifying Lotion*
- *All About Eyes*
- *Moisture Surge SPF 28 or Moisture Surge 100H*



## Complexion Perfection

Apply pore minimizing **Even Better Pore-Defying Primer** to help reduce shine and enhance staying power of foundation.

Using Buff Brush, apply **Even Better Clinical Serum Foundation Broad Spectrum SPF 25\*** for buildable coverage and matte finish.

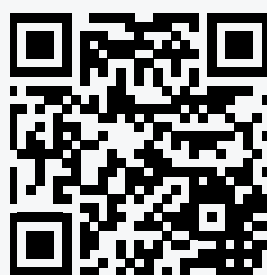
Choose a matte cream blush, like our **Chubby Stick Cheek Colour Balm**, to create a diffused “cloud skin” look. Focus on the apples of your cheeks and a quick swipe to the bridge of your nose blending in with your fingers.

## Enhance the Look

Use Clinique Clinical Reality Virtual Try On to choose your favorite Eye and Lip look. Be sure to share Clinique’s fan favorites: **High Impact Waterproof Mascara**, **Quick Liner For Eyes Intense** along with a touch of lip color.

Set the look with **Moisture Surge Face Spray**.

\*For sheer coverage with a natural finish, choose Moisture Surge Sheertint Hydrator SPF 25!



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# Connect.

Visit the Clinique glow-asis for insider tips on the best way to protect your glow and help your skin stay dewy, fresh, and hydrated.

Use the **Protect Your Glow** invite to send to clients/guests.

Using your clientele list, call or text your clients/guests who:

Love Moisture Surge.

Use a Clinique foundation.

Love to attend events.

Dont' forget your friends and family!

Rally your Clinique Ambassadors to help you recruit new clients/guests.

Follow-up with clients/guests in your sample log.

Post on social leading up to the event inviting your followers to visit you in-store. Use **#CliniqueGlowUp** in all of your posts.

Record and post a video of yourself inviting clients/guests to your Clinique glow-asis. **Tap here for an example.** Showcase your Protect Your Glow look and station.

Post the **Protect Your Glow** invite on your story.



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

Every sample you offer brings a new client/guest 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:** # of samples converted to a sale / # of samples given.

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

**How:** Give a sample to 10 new clients/guests 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 which gives you a second chance to convert.