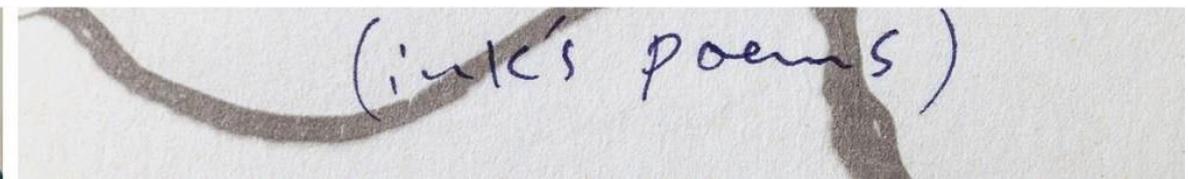


SPA MERCHANDISING GUIDELINES

CYCLE 2 2022

[comfort zone]

conscious skin science
Corporation



OUR MERCHANDISING COLLECTION

FOR SUCCESSFUL SELL-OUT

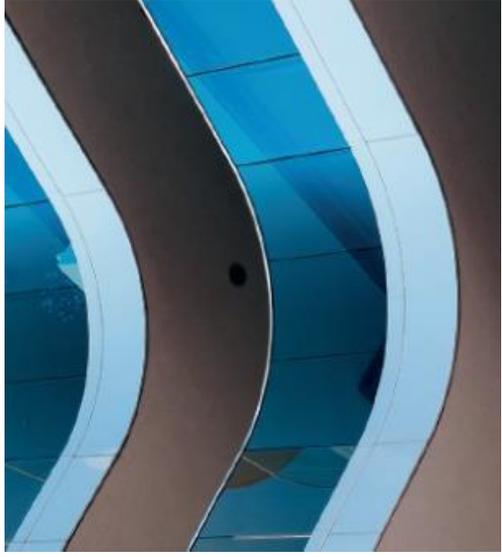
Our [comfort zone] **collection of branded displays and merchandising** features a refined and modern **made-in-Italy design** along with an **effective communication** inviting spa guests to discover our product ranges, their active ingredients and their benefits.



Takako

[comfort zone]
conscious skin science





FLASH BEAUTY RESULTS
THE NEW AMPOULES COLLECTION

[comfort zone]

conscious skin science



QUENCH YOUR SKIN promo

CONSOLE TABLE

A4 PROMO FRAME

enhance products
included in the PROMO

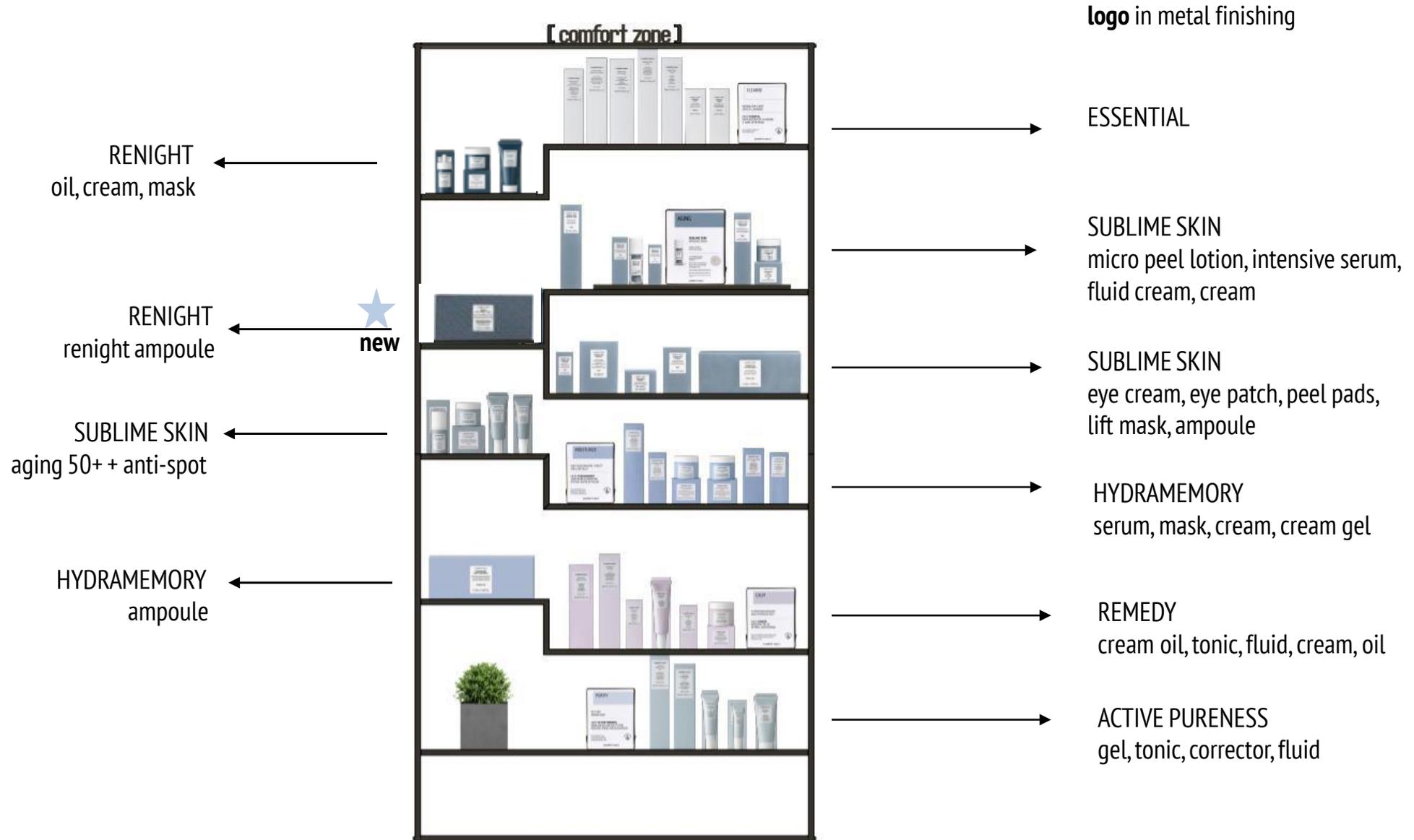
Show all the
AMPOULES



[comfort zone]
conscious skin science

FACE PLANOGRAM

BRAND LARGE DISPLAY



FACE PLANOGRAM

BRAND SMALL DISPLAY



SUBLIME SKIN
eye cream, eye patch, peel pads,
lift mask, ampoule

★ new
RENIGHT
renight ampoule

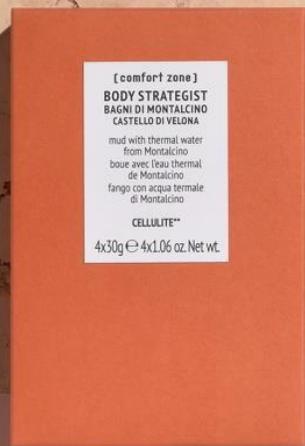
HYDRAMEMORY
ampoule

logo in metal finishing

SUBLIME SKIN
micro peel lotion, intensive serum,
fluid cream, cream

RENIGHT
mask, oil, cream

HYDRAMEMORY
serum, mask, cream, cream gel



BODY STRATEGIST

ARNICA

[comfort zone]
conscious skin science

BODY STRATEGIST NEW PRODUCTS

CONSOLE TABLE

*GLORIFIER
COMMUNICATION*

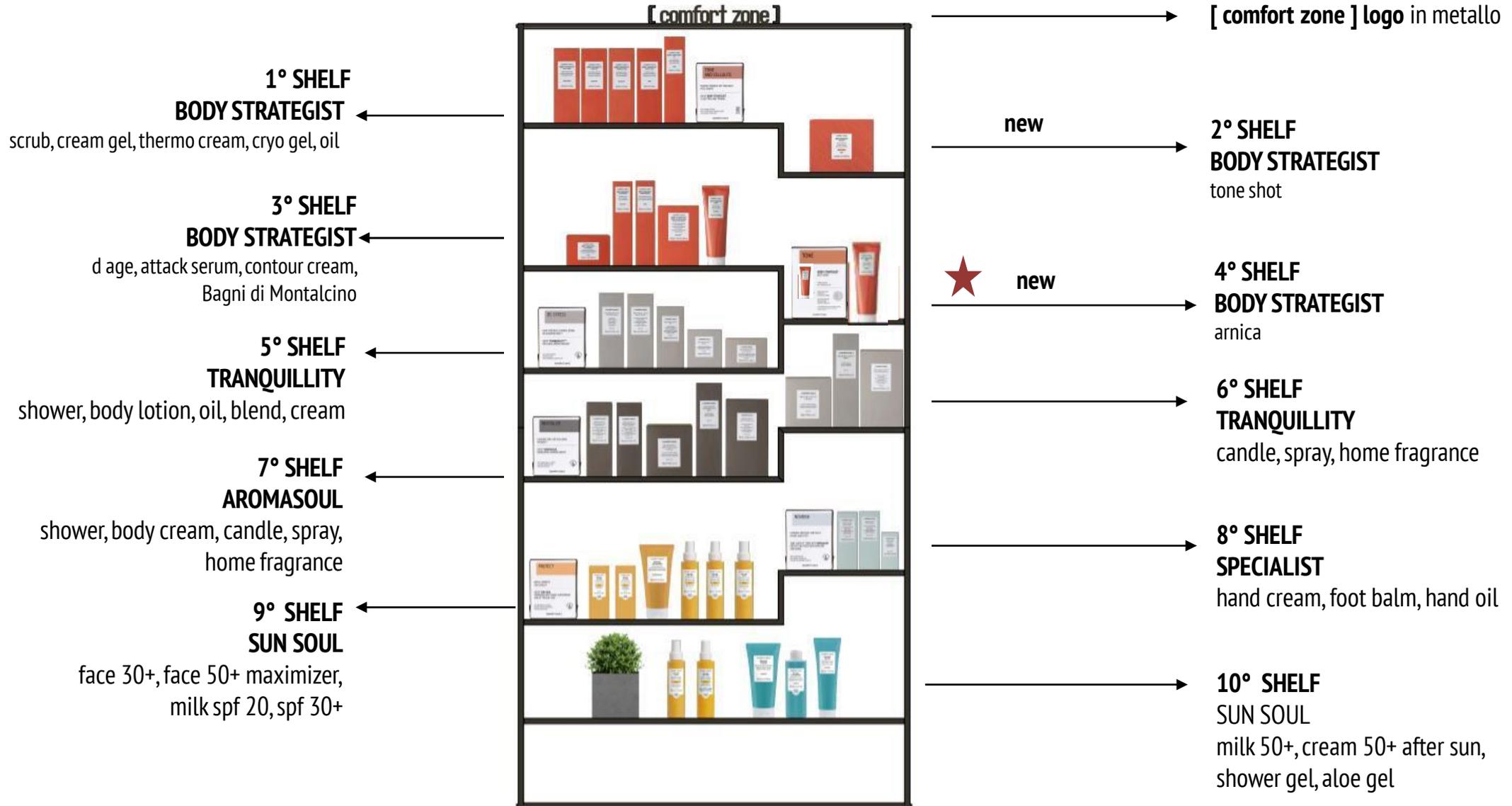
*SHOW NEW PRODUCTS
EXTENSION*



[comfort zone]
conscious skin science

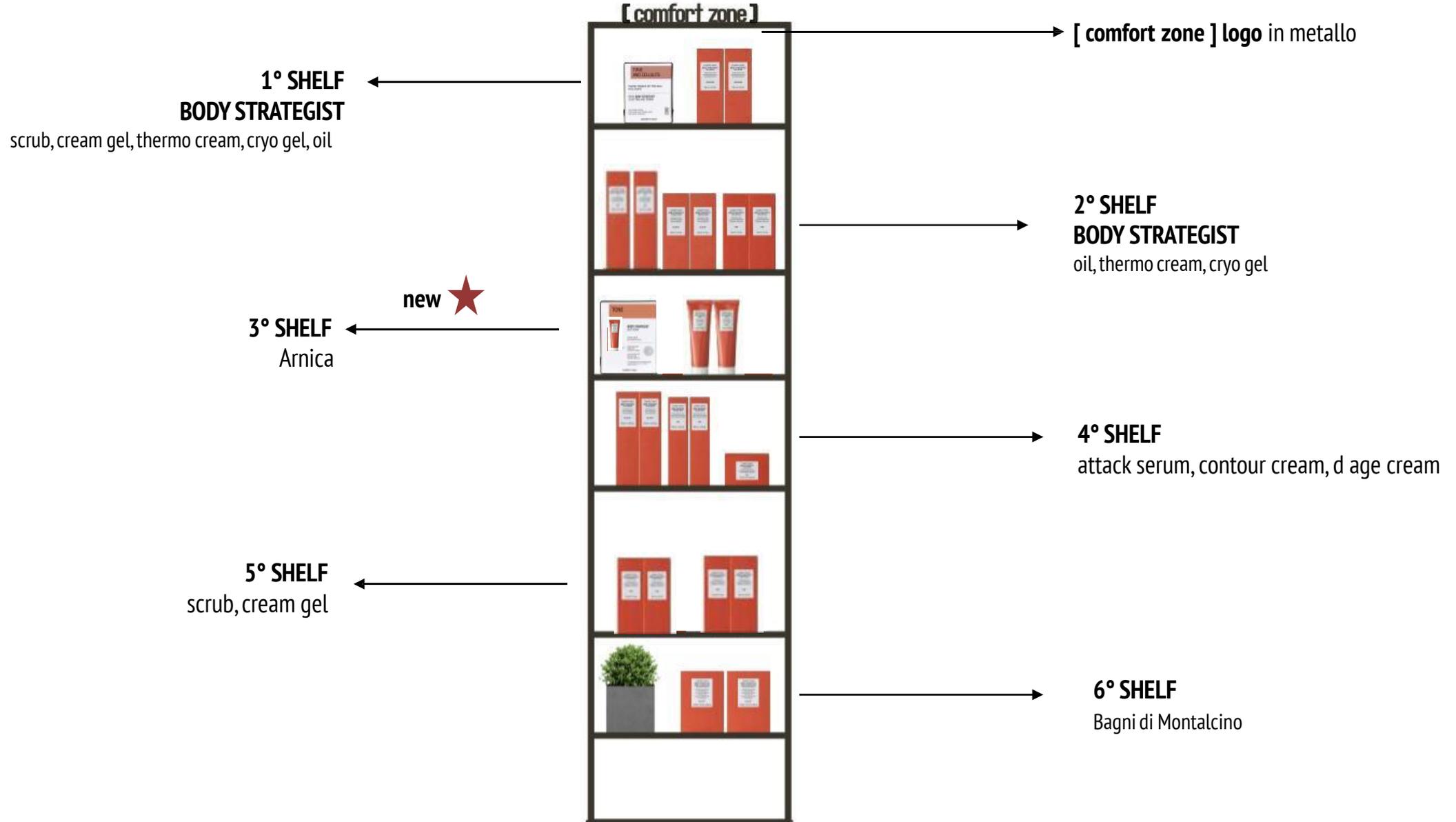
PLANOGRAM BODY

FOR DISPLAY LARGE



PLANOGRAM BODY STRATEGIST

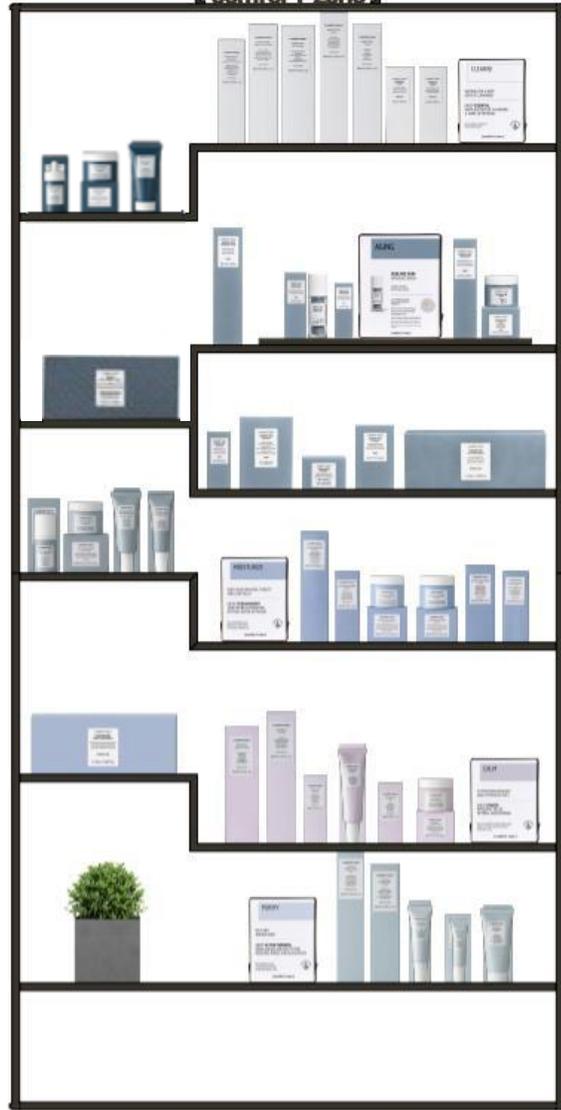
FOR DISPLAY SMALL



A COMPLETE RETAIL AREA

FACE

[comfort zone]



BODY

[comfort zone]



SACRED NATURE

[comfort zone]

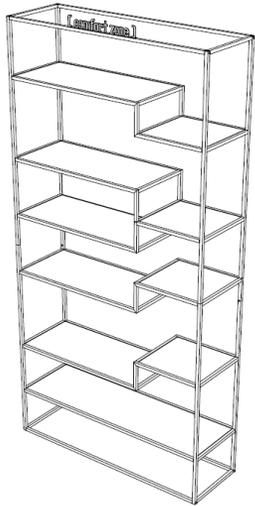


/SKIN REGIMEN



RETAIL TOOLS

CREATE AND CUSTOMIZE YOUR RETAIL AREA



BRAND DISPLAY LARGE CODE B4022

L 896 X H 1800 X 293 MM

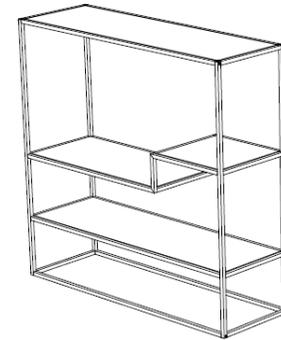
Suitable for a complete display of **Face and Body products**. To display the full products assortment you need n.2 pcs per retail area



BRAND DISPLAY SMALL CODE B4023

L 448 X H 1800 X 288 MM

This display is the ideal size to highlight a specific line or system such as **Sacred Nature** or **Skin Regimen**. It is very versatile and can be placed in a treatment room or near the cash desk.



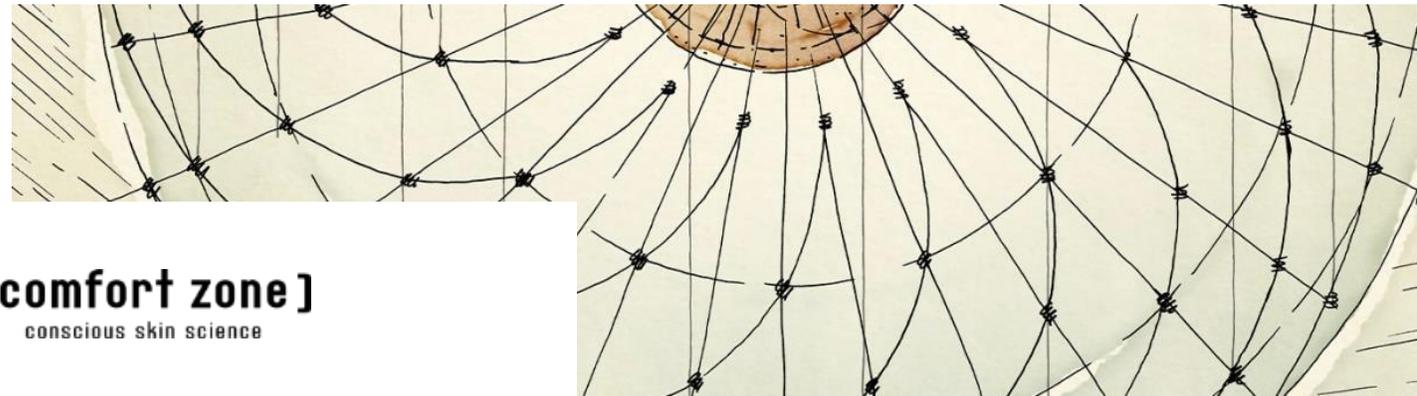
CONSOLE TABLE CODE B4024

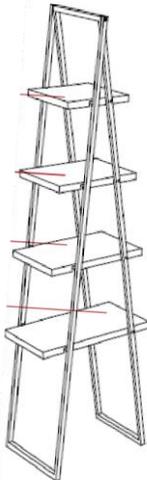
L 896 X H 874 X 288 MM

It's the perfect size for a **window** set up or a corner. Use it for **new launches** or a **gift collection** exposition.

Takako

[comfort zone]
conscious skin science





**FOCUS DISPLAY
CODE B3575**

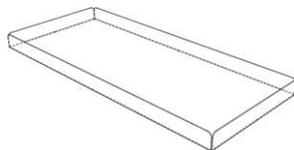
L 33 x H 135 x W29 cm

For enhancing a **promotion**
or a **product's focus** within
the shopping area

**METAL TRAY
CODE B3441**

L 35 x 15 x H 2 cm

It's the perfect size for a window set
up or a corner. You should use it for
new launches or a **gift collection**
exposition.



**CZ LOGO
CODE B4051**

L 30 x H 3,5 cm

Self standing metal logo suitable
for **windows** or **shelves**.

[comfort zone]

BEST SELLER
PROMO TRY ME
BODY NEW FACE
GIFT

**SHOPPING REGLETTE
CODE B3816**

L min.8 max 23 x H 3,4 cm

To **highlight on shelves** Promo, Best
seller, New launches and Gifts, Face and
Body products.



CODE B3789 FRAME BIG

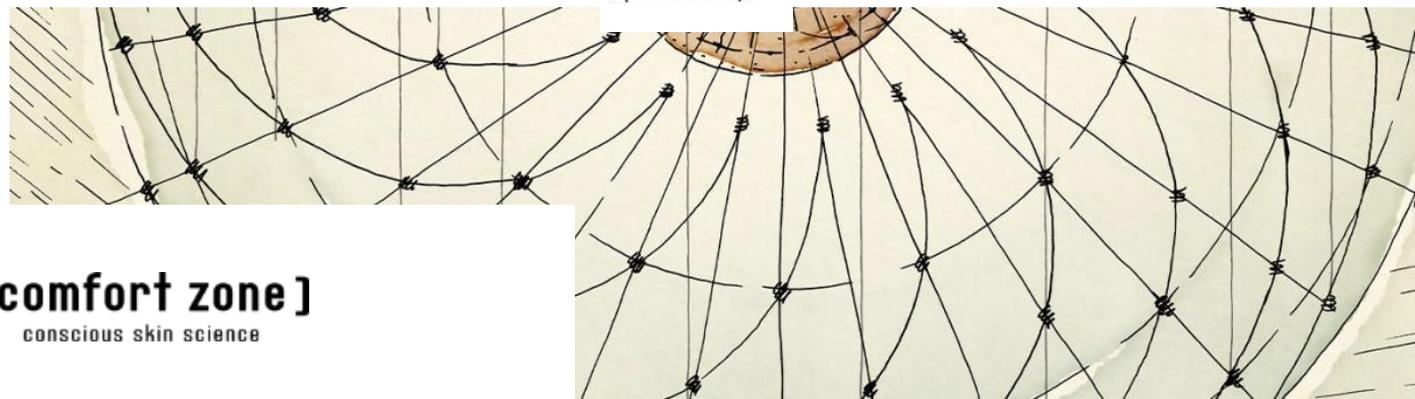
CODE B3790 FRAME MEDIUM

CODE B5061 FRAME SMALL



Takako

[comfort zone]
conscious skin science



MERCHANDISING BASIC RULES

DOs

- ❖ **Let's divide Face products from Body products** in two different displays. If you have only one display, place Face products on top and Body products on lower shelves.
- ❖ **Keep products from the same category** and system together (Sacred Nature, Skin Regimen).
- ❖ For Face, always place the Essential line on the first shelf. For Body, always place Body Strategist on the first shelf.
- ❖ **Always place anti-ageing at eye level.** Those are the ranges we want clients to see first.
- ❖ Always place the **Shelf Talker** or **Glorifier** next to each system. These communicate the benefits, active ingredients and results of each system. Place Discovery kit or other sets next to the products of the same system.
- ❖ Always make sure there is the meta [**comfort zone**] **logo on top** of the displays.
- ❖ Decorate with **small green plants or flowers** in glass pots.

DON'ts

- ❖ Keep the POS from previous campaign => Please remove old shelf talkers, posters and shopping materials and **replace with the new collection!**
- ❖ Exaggerate with decorations or items that don't relate. => **Keep it simple and create a clear and simple set up.**
- ❖ Display the products randomly. => **Align the products by daily use from cleanser to mask.**

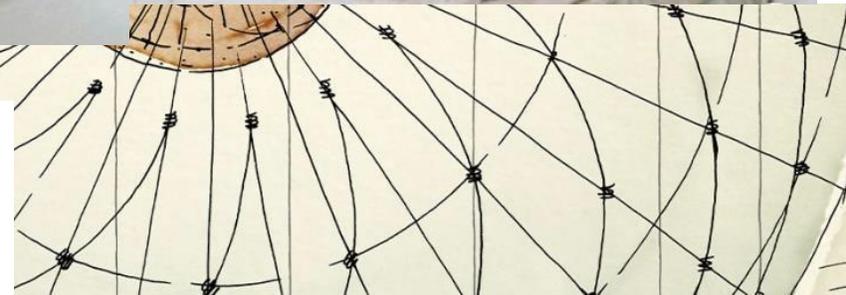
PLANTS AND NATURE

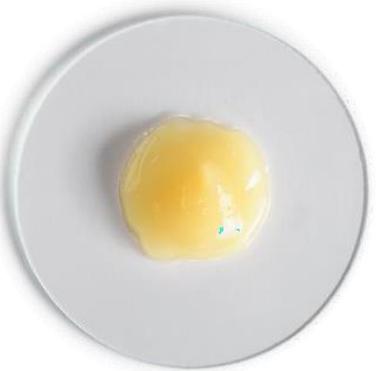
- ❖ Use seasonal plants or flowers inspired by the Davines Village Garden.
- ❖ Choose transparent glass pots.
- ❖ Select small or delicate branches instead of too many flowers.
- ❖ For the bottom shelves choose some aromatic plants in ceramic pots.



Takalso

[comfort zone]
conscious skin science





THANK YOU
www.comfortzoneskin.com
[@comfortzoneskin_official](https://www.instagram.com/comfortzoneskin_official)

