

DSMR T380
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BEAUTY COUNTER SEPHORA

b.



THE CUSTOMER

- MAINLY **WOMEN** (MILLENNIAL AND GEN Z)
- WILLING TO **SPEND MORE \$** FOR **CLEAN BEAUTY**
- **RESEARCH** PRODUCTS BEFORE BUYING
- CARE ABOUT **SOCIAL ISSUES** AND **ADVOCACY**
- WEAR **LIGHTER, NATURAL MAKEUP** DAILY
- **ULTIMATE BEAUTY** OR **BEAUTY ACTIVISTS**



DAISY, 24



- LIVES IN **LOS ANGELES, CA**
- **SOCIAL MEDIA MICRO-INFLUENCER**
- WORKS IN **GRAPHIC DESIGN** FOR AN **ADVERTISING FIRM (~\$65,000 SALARY + INCOME FROM SOCIAL MEDIA)**
- **PASSIONATE ABOUT SUSTAINABILITY**
- ENJOYS **HIKING, THE BEACH, EXPLORING, ETC.**
- FITS IN THE **BEAUTY ACTIVIST** CATEGORY



standing up for sustainability

In 2011, I learned that the US only bans 30 ingredients from personal-care products. (For context, the EU bans 1,400.) I'd never considered that the products I used on myself and my kids might not be safe. So I started Beautycounter and set out to transform the beauty industry by creating clean, high-performing skin care and makeup—while fighting to change the laws that control what can and cannot be used in products, so that everyone has access to safer beauty. By shopping with us, you're not only making a healthier choice for yourself and your loved ones, you're helping us change beauty forever.



xx gregg



learn more about
our initiatives

responsible sourcing

sustainable packaging



join the clean
beauty revolution

ASSORTMENT PLAN

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• DEW SKIN TINTED MOISTURIZER



- 8 COLORS, 1 SIZE (1.35 OZ)
- WHOLESALE COST: **\$10.00**
- RETAIL COST: **\$50.00**
- PROPOSED DOORS: **450**
- UNITS PER FIXTURE/FILL: **24**

• COUNTER+ OVERNIGHT RESURFACING PEEL



- 1 SKU, 1 SIZE (1 FL OZ)
- WHOLESALE COST: **\$14.40**
- RETAIL COST: **\$72.00**
- PROPOSED DOORS: **250**
- UNITS PER FIXTURE/FILL: **6**

• THINK BIG ALL-IN-ONE MASCARA



- 1 SKU, 1 SIZE
- WHOLESALE COST: **\$6.00**
- RETAIL COST: **\$30.00**
- PROPOSED DOORS: **450**
- UNITS PER FIXTURE/FILL: **8**

• COUNTERSUN DAILY SHEER DEFENSE FOR FACE



- 1 SKU, 1 SIZE (6.7 OZ)
- WHOLESALE COST: **\$9.20**
- RETAIL COST: **\$46.00**
- PROPOSED DOORS: **450**
- UNITS PER FIXTURE/FILL: **11**

LAUNCHING IN 450 STORES

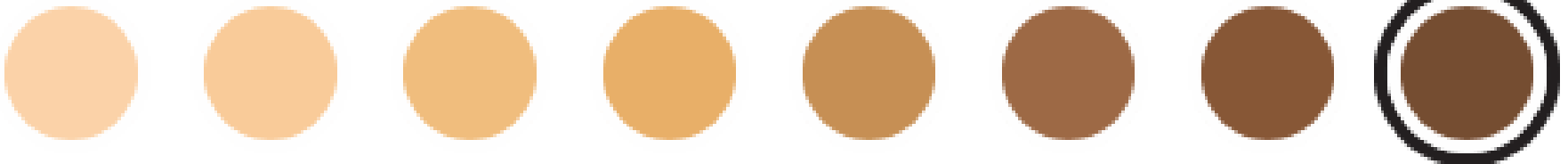
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A+, A, B, C, D, E, F

DEW SKIN TINTED MOISTURIZER



- 8 COLORS, 1 SIZE (1.35 OZ)
- WHOLESALE COST: **\$10.00**
- RETAIL COST: **\$50.00**
- PROPOSED DOORS: **450**
- AVERAGE UNITS: **3** (4 IN A+, 2 IN F)
- TOTAL ROLLOUT PER COLOR: **1,000**
- TOTAL ROLLOUT: **8,000**
- TOTAL COST ROLLOUT: **\$80,000**
- TOTAL RETAIL ROLLOUT: **\$400,000**



1

Clean Beauty Section



2

Double Exposed

- Beauty Counter featured in "Clean at Sephora" wall as well as end-cap display



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In-Store Promo



- Gets customers to shop clean beauty at Sephora
- Reusable bag to promote
- All promos in-store only