

GETTING **STARTED** WITH

skinbe+ter
— SCIENCE®



Welcome to the skin**better** science family!

In the pages that follow, you'll find everything you need to set up your skin**better** science account seamlessly and to optimize your clinic for the best patient experience.

Your success is our priority, and we're dedicated to providing unwavering support. If any questions arise, don't hesitate to reach out – we're here to ensure your journey with skin**better** science is both seamless and successful.

📞 1-855-435-3623

✉ LDBHelpDesk@loreal.com

🌐 skinbetter.ca

📷 @skinbettercanada

Access this document anytime, anywhere;





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Order Management & Assistance

Whether it's for products, testers, order management, tracking or any other inquiries, our Help Desk is here to assist you:

✉ LDBHelpDesk@loreal.com

☎ 1-855-435-3623

Products

skin**better** science products are carefully enveloped in recyclable transparent bags, protecting them from potential scratches or marks during transport and handling. This precaution not only minimizes the risk of damage to the finished product but also aids in reducing product destruction and the associated CO₂ emissions linked to the necessity of a replacement. Upon receipt of the products, follow these steps to ensure optimal care:

- + Put on gloves to prevent fingerprints on the products.
- + Place the products on your shelves or in drawers with care.
- + Gently remove products from their transparent bags.
- + Ensure meticulous maintenance: store away from harsh lights, in dry and controlled temperature, shield from dust and prevent the chance of staining.

Testers

The initial interaction a patient has with our brand occurs at the clinic. Hence, testers are available for our entire product range, **excluding cleansers and the Duo Kit**. We are committed to giving each patient the opportunity to touch, feel, and experience the quality of our formulations firsthand. An empty tester represents a lost opportunity for a sale. Thus, every clinic manager is responsible for ensuring that testers on shelves are never empty.

RECEPTION & UNPACKING

Upon receipt, testers will be delivered in a distinctive box, separate from products designated for sale. Each box will contain an identifying card for easy distinction of its testers. Testers closely resemble products intended for sale and do not carry a separate identification sticker. Therefore, it is your responsibility to prevent any confusion between testers and products intended for sale.

ACTIVATION

- 1) **Hold the product upright:** Ensure the tester is held in an upright position. The pump does not activate if the product is held upside down or horizontally.
- 2) **Twist the cap:** Gently twist the cap to unlock the pump mechanism.
- 3) **Activate the product pump:** Give a few pumps to activate the product for the first time in order to engage the airless container.

GUIDELINES

At skin**better** science, our philosophy is simple and clear – no tester should ever run empty. To guarantee this, we advise keeping track of when you first open your testers to ensure a continuous supply. A helpful practice is affixing a round sticker beneath the product indicating its opening date for easy tracking. It is crucial to refresh your testers on the shelves with new ones before they run out; make sure you refresh more often the ones you test more frequently.

REPLENISHMENT OF TESTERS

Testers can be conveniently ordered alongside products using the provided order form. Each clinic is allowed to request a maximum of three testers per month, in addition to the testers included with the animations. If your clinic exhausts its allocated testers, you must still comply with our policy of keeping testers available at all times. However, in such cases, the cost falls on your clinic to utilize your own sellable inventory to create additional testers. Contact the Help Desk to place an order now:

LDBHelpDesk@loreal.com or 1-855-435-3623.

Do's

- + Carefully disinfect the skin of patients before testing the products
- + Replace testers on shelves before they are empty
- + Maintain tester cleanliness specifically around the pump using alcohol wipes to avoid ink degradation

Don'ts

- + Use testers as professional service in treatment room
- + Give more than 1 pump of a tester to a patient
- + Mistake testers for selling products
- + Give away testers to staff or patients
- + Clean testers using CaviCide, Lysol or any other chemical wipes

Samples

At skin**better** science, we firmly believe that trying is believing. This is why we offer a range of samples for your selection. You have the choice between 5 ml samples for in-clinic purposes and 1 ml samples, exclusively available for authorized online retailers.

IN-CLINIC SAMPLES

- + AlphaRet Overnight Cream 5 ml*
- + AlphaRet Clearing Serum 5 ml*
- + Even Tone Correcting Serum 5 ml
- + Interfuse Treatment Cream LINES 5 ml
- + Trio Rebalancing Moisture Treatment 5 ml
- + Mystro Active Balance Serum 5 x 1 ml
- + Alto Advanced Defense and Repair Serum 5 x 1 ml



5 ml



5 x 1 ml

*These samples are equipped with warning cards intended to be given to patients each time a sample is dispensed.

SAMPLING GUIDELINES

The patient does NOT purchase anything

Provide 1 personalized 5 ml sample, which is the patient's “must-have” amongst the star products:

- + AlphaRet Overnight
- + Even
- + Trio
- + Alto Advanced
- + Mystro

The patient makes a purchase

Offer a complementary product sample or second “must-have.”

E.g., For patient who purchases AlphaRet Overnight and has sunspots, you may want to offer Even 5 ml.

REPLENISHMENT OF IN-CLINIC SAMPLES

Quarterly, in-clinic samples are dispatched in addition to those distributed through the animations. The distribution of samples amongst clinics adheres to an allocation rule based on annual expenditure. All in-clinic samples are sent in packs of 6 units.

ONLINE RETAIL SAMPLES

- + AlphaRet Overnight Cream 1 ml
- + AlphaRet Clearing Serum 1 ml
- + Even Tone Correcting Serum 1 ml
- + Trio Rebalancing Moisture Treatment 1 ml
- + Mysterio Active Balance Serum 1 ml
- + Alto Advanced Defense and Repair Serum 1 ml



SAMPLING GUIDELINES

The patient does NOT purchase anything

Do not provide a sample

The patient makes a purchase on your e-commerce website

Offer up to a maximum of 3 x 1 ml samples.

REPLENISHMENT OF ONLINE RETAIL SAMPLES

1 ml E-Retail samples will be dispatched quarterly in accordance with the projections of your e-commerce sales and may vary based on stock situation. All E-Retail samples are sent in packs of 10 units.

If you have any questions regarding these conditions, please contact Catherine Lussier, E-Retail Manager:

Catherine.lussier@loreal.com



Patient Brochure

With over 20 pages, the patient brochure is an essential resource. Place it in waiting rooms and treatment rooms for easy patient access during consultations. These brochures serve as a crucial sales tool for patients to take home.

REPLENISHMENT OF BROCHURE

Consumer brochures are not subject to replenishment; instead, they are distributed throughout the year via auto-distribution.



Sell-Out Booster

With more than 35 pages of compelling before-and-after visuals, this comprehensive document is the ideal resource to enhance your selling efforts. Offering a concise summary of our entire product range, it empowers your team to excel in consultations and seamlessly boost sales. Keep this invaluable resource accessible at all times near the shelves, opened to the product currently being highlighted in animations.

UPDATES

Crafted with durable silver rings that open and close for easy addition or removal of pages, the sell-out booster is designed to withstand the test of time, ensuring durability and longevity. Pages will be sent promptly with any new product launches or updates, ensuring that it remains a consistently valuable resource for your clinic staff. Please ensure that the sell-out booster is promptly updated according to your product offering and upon receiving a new page.



Cheat Sheet

An invaluable tool for your staff, this document features a concise 6-pages summary of our entire product range, serving as an ideal memory aid. Place this resource in the treatment room for convenient access during consultations, ensuring that your staff recommends products that best suit the individual needs of patients.



E-Retail kit

E-RETAIL KIT

Download your E-Retail kit today designed specifically for authorized online retailers. Gain access to images, descriptions, and all the essentials needed to set up your e-commerce website.



Download now

INQUIRIES

Should you need more content to properly showcase skin**better** science on your website, kindly reach out to Catherine Lussier, our E-Retail Manager:

Catherine.lussier@loreal.com

Education

ONLINE LEARNING PLATFORM

Join the skin**better** academy for valuable educational resources, including e-learning modules, webinars, and clinical studies. Create an account today:

1. Go to the L'Oréal Medical Aesthetic Education Portal:
lorealmedicalaesthetic.ca
2. Self-register by filling out all the fields
3. Enter your branch code. A 6-digit number available on your account statement. Be sure to include a leading 0 in the sequence. e.g., 0xxxxxx

ONBOARDING TRAINING PROGRAM

skin**better** science takes pride in presenting an onboarding training program meticulously designed to empower your entire clinic team. Under the expert guidance of our medical training team, this two-step program is crafted to deepen your understanding of the complete skin**better** science product catalogue and the cutting-edge science behind it.

CONTACT YOUR MEDICAL TRAINER

Jessica Berto | British Columbia
jessica.berto@loreal.com

Kymberlee Broadhurst | Prairies
kymberlee.broadhurst@loreal.com

Aleyna Zarras | Ontario East
aleyna.zarras@loreal.com

Talia Greenidge | Ontario West
talia.greenidge@loreal.com

Maude Guillemette | Québec and Maritimes
maude.guillemette@loreal.com

Brand Guidelines Overview

BRAND NAME

In all communication regarding our brand, it is crucial to always write “skin**better** science” in lowercase and to bold the “**better**” for consistent and impactful brand representation.

LOGO

Official Logo



Authorized Variations



FONTS

Headlines & Product Names —> GT America Compressed

Sub Headlines —> Gt America Extended

Paragraphs & Descriptions —> GT America Standard

BRAND ICON

Another approved mark are the two symbols taken from our logo design. This icon can be used as a complementary design element for page titles or as a decorative element in promotional materials and advertisements.



COLOURS

Primary colours



HEX: #00254A
RGB: 0. 37. 74.
CMJN: 100. 63. 12. 67.



HEX: #FFFFFF
RGB: 255. 255. 255.
CMJN: 0. 0. 0. 0.

Secondary colours



HEX: #FAEDE1
RGB: 250. 237. 225.
CMJN: 1. 6. 9. 0.



HEX: #EEBBAC
RGB: 238. 187. 172.
CMJN: 5. 30. 27. 0.



HEX: #D2DDE7
RGB: 210. 221. 231.
CMJN: 16. 8. 4. 0.



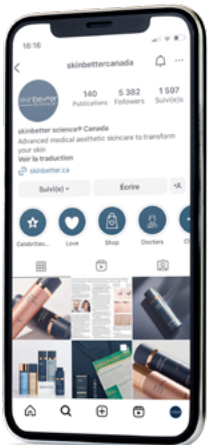
HEX: #99A6B3
RGB: 153. 166. 179.
CMJN: 42. 28. 23. 0.



HEX: #454A59
RGB: 69. 74. 89.
CMJN: 74. 64. 47. 31.

Marketing Tools

Elevate your business’s marketing strategy by gaining exclusive access to a comprehensive suite of powerful tools, encompassing social media assets, animations, banners, newsletter templates, and a diverse range of impactful resources. Please ensure adherence to our brand guidelines and image included in the marketing tools.



Merchandising

We believe that a strong brand image is one of our most valuable assets. The way you display our products is not only a reflection on you and your clinic but on skin**better** science as well. A strong retail space will help your clinic showcase our revolutionary and award-winning skincare products. A strong brand image is what also gets our products on shelves and into the hands of women and men looking for solutions that work.

Our mission will always be to guide and support you. In the following pages, we will guide you and your staff on how to present our products. If you have any questions, do not hesitate to reach out to your dedicated representative.

CARE INSTRUCTIONS

Please handle all elements with care. Clean all elements using a dry lint-free microfibre cloth or use BONAMI glass and window cleaner with a lint-free microfibre cloth.



ECO-DESIGNED MERCHANDISE

A SUSTAINABLE DEVELOPMENT

5 GOLDEN RULES

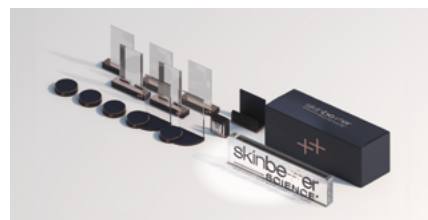
1. Optimize the weight
2. Certified paper, cardboards and wood
3. Recycled or renewable materials
4. Limited plastic resins or separable materials
5. Ban batteries, electronic components and magnets

MATERIALS

Navy, Rose Gold and Clear recycled acrylics



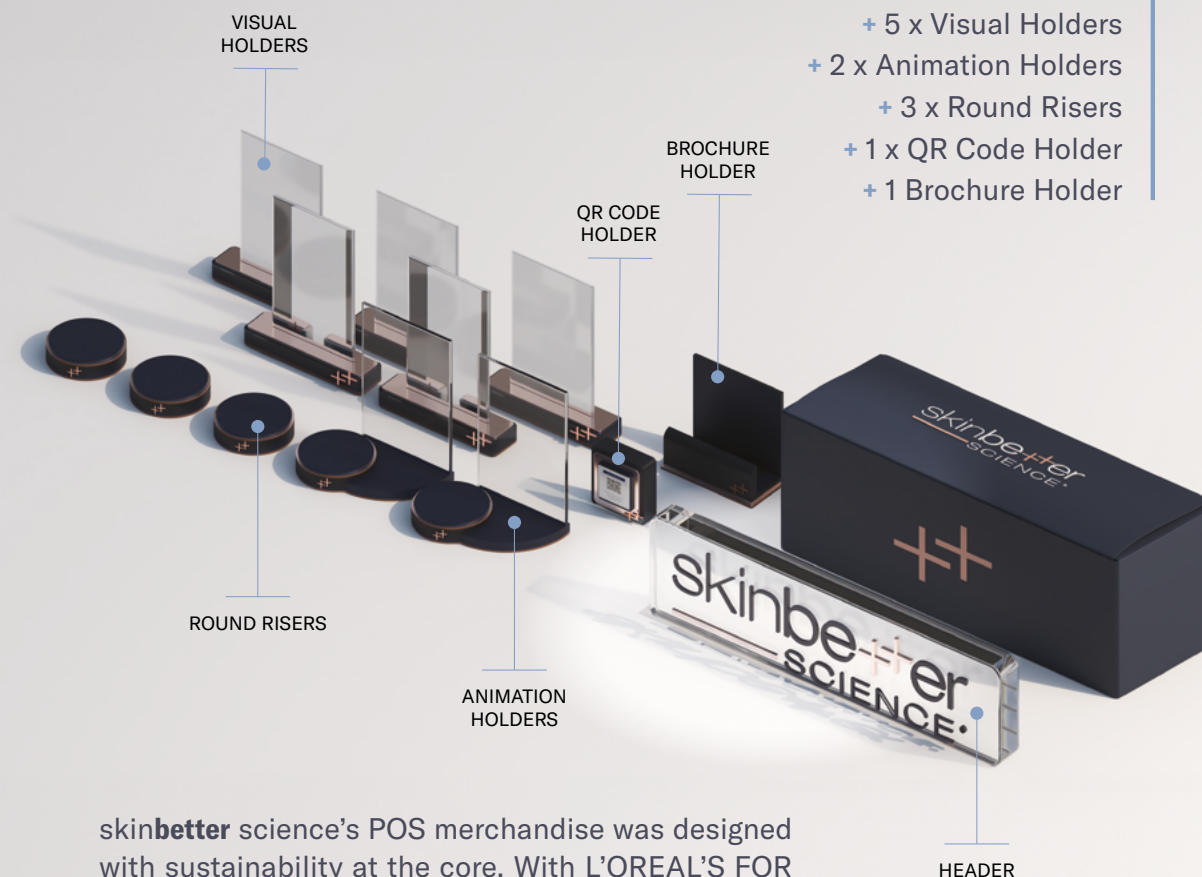
ANIMATION PIECES FOR NEW OPENING KITS



Think Smart. Think Green. Recycle.

Contents

- + 1 x Header
- + 5 x Visual Holders
- + 2 x Animation Holders
- + 3 x Round Risers
- + 1 x QR Code Holder
- + 1 Brochure Holder



skinbetter science's POS merchandise was designed with sustainability at the core. With L'OREAL'S FOR THE FUTURE eco-design framework, this project has ensured to embrace the 5 Golden Rules.

Shelf Layout Planogram | 4 Shelves



SHELF 1

No product

SHELF 1

Brand Header

SHELF 2

- Cleansing Gel, Scrub Mask
- Hydration Boosting Cream, Trio Rebalancing Moisture Treatment, Instant Effect Gel EYE

SHELF 2

2 Visual Holders

+ New Cutting-Edge Technologies
+ New Standards of Efficacy

SHELF 3

- Alto Advanced Defense and Repair Serum (on riser), AlphaRet Overnight Cream (on riser), Duo Kit, EyeMax AlphaRet Overnight Cream, AlphaRet Clearing Serum, Mystro Active Balance Serum (on riser), Animated product* (on animation holder)

SHELF 3

2 Visual Holders

+ Physicians's Favourites

3 Round Risers

1 Animation Holder*

SHELF 4

- InterFuse Intensive Treatment LINES, InterFuse Treatment Cream FACE & NECK, Even Tone Correcting Serum, Techno Neck Perfecting Cream, Solo Hydrating Defense MEN

SHELF 4

2 Visual Holders

+ Signs of Aging
+ Targeted Treatments

QR Code



*The animated product and its corresponding visual will be updated following the quarterly animations.

Shelf Layout Planogram | 3 Shelves



SHELF 1

No product

SHELF 2

- Alto Advanced Defense and Repair Serum (on riser), AlphaRet Overnight Cream (on riser) Duo Kit, EyeMax AlphaRet Overnight Cream, AlphaRet Clearing Serum, Mystro Active Balance Serum (on riser), Animated product* (on animation holder)

SHELF 3

- InterFuse Intensive Treatment LINES, InterFuse Treatment Cream FACE & NECK, Even Tone Correcting Serum, Techno Neck Perfecting Cream, Solo Hydrating Defense MEN
- Cleansing Gel, Scrub Mask, Hydration Boosting Cream, Trio Rebalancing Moisture Treatment, Instant Effect Gel EYE



SHELF 1

Brand Header

SHELF 2

- 2 Visual Holders
- + Physicians's Favourites
- 3 Round Risers
- 1 Animation Holder*

SHELF 3

- 2 Visual Holders
- + Signs of Aging
- + Targeted Treatments
- QR Code

*The animated product and its corresponding visual will be updated following the quarterly animations.

Shelf Layout Planogram | 2 Shelves



SHELF 1

No product

SHELF 2

- Alto Advanced Defense and Repair Serum (on riser), AlphaRet Overnight Cream (on riser), EyeMax AlphaRet Overnight Cream, AlphaRet Clearing Serum, Mystro Active Balance Serum (on riser)
- InterFuse Intensive Treatment LINES, InterFuse Treatment Cream FACE & NECK, Even Tone Correcting Serum, Techno Neck Perfecting Cream, Solo Hydrating Defense MEN
- Cleansing Gel, Scrub Mask, Hydration Boosting Cream, Trio Rebalancing Moisture Treatment, Instant Effect Gel EYE



SHELF 1

Brand Header

SHELF 2

- 1 Visual Holder
- + New Cutting-Edge Technologies
- 3 Round Risers
- QR Code

Additional Placements

Animation

The animation holder is required to showcase the focus of the quarter. Use one animation holder on the planogram if you have a three- or four-shelf display. The second animation holder should be placed at the reception. You have a two-shelf display, place one animation holder at the reception and the other one in a high-traffic area. Note that this element should always have a tester for the product being displayed on the visual asset.



Patient brochures

Display patient brochures on the brochure holder in the waiting room. Additional copies should be placed in treatment rooms for convenient access during consultations.

Best Practices

Do's

- + Ensure the shelves are dust- and debris-free
- + Ensure that testers are always clean (e.g., no excess product at the tip of the bottle)
- + Ensure that all visuals used are up to date (e.g., launch or promotions are temporary)
- + Display products according to the space permitted (less is more)
- + Products should always be facing forward and straight at all times
- + Disinfect patient's hand before testing product
- + Advise if there are any elements that are broken and cease use

Don'ts

- + Rearrange products in different order than what has been presented in planogram
- + Display assets that have not been approved
- + Place other skincare brands in our space
- + Place more products than suggested
- + Use seasonal decor outside of the approved visuals (e.g., holidays and Halloween, etc.).