

The background of the image shows several petri dishes containing liquid cultures. The top-right dish contains a blue, bubbly liquid. The bottom-left dish contains a white, foamy liquid. The bottom-right dish contains a white, clear liquid. The word "GLYPTONE" is overlaid in a dark blue, sans-serif font on a white rectangular background in the center of the image.

GLYPTONE

RETAIL PLANOGRAM



PLANOGRAM METHODOLOGY

APPROACH

1. Sales Volume – by Franchise, by Shelf
2. Hero Focus Categories
3. Link Sell Opportunities
4. Available Space

HERO FOCUS CATEGORIES

1. Body Therapy
2. Enhance Glycolic Acid Cleansers
3. Brightening Complex

ASSORTMENT DOOR COUNTS & SALES

TTL # OF ACCTS: 542

ITEMS	# of Accts	YTD \$	\$ per Dr	U Sold	U per Dr
BRIGHTENING		\$180,154			
Enhance Brightening Solution	32	\$9,949	\$311	116	3.6
Enhance Brightening Complex	87	\$145,744	\$1,675	889	10.2
Enhance Brightening Serum	22	\$11,272	\$512	72	3.3
Night Renewal Cream	19	\$12,151	\$640	73	3.8
REJUVENATING		\$50,235			
Mild Cream Cleanser	53	\$11,341	\$214	158	3.0
Mild Gel Cleanser	105	\$27,587	\$263	384	3.7
Rejuvenating Lotion 10	8	\$2,347	\$293	22	2.8
Rejuvenating Cream 10	8	\$1,347	\$168	13	1.6
Rejuvenating Cream 15	5	\$1,283	\$257	12	2.4
Rejuvenating Cream 20	0	\$0		0	
Rejuvenating Mini Peel Gel	17	\$4,193	\$247	33	1.9
BODY THERAPY		\$47,935			
Exfoliating Body Wash	37	\$8,020	\$217	106	2.9
Exfoliating Body Lotion	47	\$9,533	\$203	100	2.1
Resurfacing Body Oil	18	\$3,624	\$201	33	1.8
AHA + Ultra Softening Cream	40	\$9,079	\$227	79	2.0
KP Kit	38	\$11,847	\$312	79	2.1

ITEMS	# of Accts	YTD \$	\$ per Dr	U Sold	U per Dr
AGE DEFYING		\$45,611			
C+ Advanced Antioxidant Serum	53	\$23,782	\$449	122	2.3
PHA+ Renewing Eye Cream	41	\$15,730	\$384	99	2.4
Peptide+ Overnight Cream	28	\$6,099	\$218	36	1.3
ACNE THERAPY		\$36,756			
Acne Self-Foaming Cleanser	26	\$8,602	\$331	108	4.2
Acne Clearing Cleanser	37	\$5,654	\$153	71	1.9
Acne Clearing Toner	43	\$6,465	\$150	108	2.5
Acne Treatment Back & Chest Spray	43	\$7,203	\$168	82	1.9
Acne Clarifying Treatment Mask	18	\$2,381	\$132	28	1.6
Acne BPO Treatment Gel	36	\$6,449	\$179	90	2.5
MICRO-PEEL		\$30,430			
Tranexamide Discoloration Serum	34	\$14,911	\$439	94	2.8
Mandelic Resurfacing Serum	37	\$10,672	\$288	73	2.0
Lactic Retexturizing Serum	23	\$4,848	\$211	35	1.5
RECOVERY		\$10,389			
Soothing Lipid Recovery Cream	34	\$8,660	\$255	87	2.6
SUN PROTECTION		\$6,793			
Hydra Lipid Mineral SPF 40+	35	\$5,623	\$161	67	1.9

PRESENTATION BY COLLECTION



2FT SPACE | BRIGHTENING

GLYTONE



2FT SPACE | BODY THERAPY

GLYTONE



2FT SPACE | AGE DEFYING

GLYTONE



2FT SPACE | REJUVENATING

GLYTONE



FULL BRAND PRESENTATION



PLANOGRAM | 2FT SPACE PRESENTATION – A

GLYTONE

ACNE: \$980K

RECOVERY: \$190K

SUN: \$180K



TOP 10: \$3.8MM



REJUV.: \$1.5MM



GLYTONE
BRAND SIGN (16" W x 2" H)

BRIGHTEN: \$1.1MM

AGE DEFY: \$1.0MM

MICRO-PEEL: \$395K



BODY: \$1.9MM



BRAND SIGN
(9" W x 6" H)

PLANOGRAM | 2FT SPACE PRESENTATION – SIDE-BY-SIDE

GLYTONE

ACNE: \$980K

RECOVERY: \$190K

SUN: \$180K



TOP 10: \$3.8MM



TOP 10: \$3.8MM



BODY: \$1.9MM



REJUV.: \$1.5MM



BRIGHTEN: \$1.1MM



AGE DEFY: \$1.0MM

MICRO-PEEL: \$395K

GLYTONE
BRAND SIGN (16" W x 2" H)

BRIGHTEN: \$1.1MM

AGE DEFY: \$1.0MM

MICRO-PEEL: \$395K



REJUV.: \$1.5MM



BODY: \$1.9MM



ACNE: \$980K

RECOVERY: \$190K

SUN: \$180K



PLANOGRAM | 3FT SPACE PRESENTATION – A

GLYTONE



TOP 5: \$2.5MM

AGE DEFY: \$1.0MM

BRIGHTEN: \$1.1MM

REJUV.: \$1.5MM

MICRO-PEEL: \$395K

SUN: \$180K



BODY: \$1.9MM

ACNE: \$980K

RECOVERY: \$190K



PLANOGRAM | 3FT SPACE PRESENTATION – B2

GLYTONE

TOP 10: \$3.8MM



BODY: \$1.9MM

ACNE: \$980K



BRIGHTEN: \$1.1MM

MICRO-PEEL: \$395K

RECOVERY: \$190K

SUN: \$180K



AGE DEFY: \$1.0MM

REJUV.: \$1.5MM



HERO FOCUS CATEGORIES

- ✓ 1. Body Therapy
- ✓ 2. Enhance Glycolic Acid Cleansers
- ✓ 3. Brightening Complex

PLANOGRAM | 3FT SPACE PRESENTATION – B3

GLYTONE

TOP 10: \$3.8MM



BODY: \$1.9MM

ACNE: \$980K



BRIGHTEN: \$1.1MM

AGE DEFY: \$1.0MM

MICRO-PEEL: \$395K



REJUV.: \$1.5MM

RECOVERY: \$190K

SUN: \$180K



HERO FOCUS CATEGORIES

- ✓ 1. Body Therapy
- ✓ 2. Enhance Glycolic Acid Cleansers
- ✓ 3. Brightening Complex