

CLARINS
PARIS

Summer 1996

communiqué



Sales in the Summertime!

Men, women, teenagers... even kids finally understand the importance of protecting skin in the sun. Thanks to the fact that sun care has become a daily essential, and the successful launch of Reinforced Tanning Treatments last March, CLARINS sun sales exceeded all expectations last summer. To ensure Sun '96 is just as sensational, we did our best to make Sun HOT! By now you've experienced the "pull" of our sun collateral and display units. We invite you to utilize these unique tools to focus on this important category. Motivate yourself to shine this summer by surpassing last year's outstanding sales record.



Summer Beauty Ideas

Summer's here and, with it, the desire to look our very best! Share these beauty ideas with clients looking to show off soft, smooth, sun-kissed skin (and who isn't!).

Not your average body buffer, Exfoliating Body Scrub's exclusive ingredients give it 'summer-must-have' status. Tell clients how it refines skin texture with smooth,

non-irritating grains, inhibits oil and breakouts with CLARINS exclusive Mimosa Tenuiflora extract and helps maintain a tan with moisture-rich Licorice and Black Root extracts.

Sampling Sun Care has proven to be an effective tool to build customer awareness and increase sales. Try the selling points below as you offer these favorites:

Self Tanning Milk SPF 6 promotes a golden tan quickly and safely while it preserves and protects skin quality.

Self Tanning Gel is non-oily, dries super fast. This refreshing gel allows you to enjoy a 'tan' quicker than ever!

Sun Block SPF 25 – complete sun protection in a light, moisture-rich base. Especially recommended for the very sun sensitive, i.e. mothers-to-be and Retin-A users.

After Sun Gel's cooling formula rebalances sun-parched skin. Use after sun to relieve the burning sensation of over exposure, help soothe and calm.

Keeping oily skin matte and breakout free is a challenge when temperatures soar. Naturals, like the Orris Root, Tea Tree Oil and Hawthorn extracts in Oil-Control Beauty Treatments, are the best defense against seasonal complexion problems. Introduce Oil-Control Cleansing Gel for purifying am and pm wash-ups and for deep-cleaning sessions; Absorbant Mask.

A self tan is this summer's top accessory. Review CLARINS line-up to determine which formula is your client's best fit: Self Tanning Milk SPF 6 is the choice for an all-over, golden-toned self tan; specific care for facial skin and a natural glow is the promise of Self Tanning Face Cream SPF 15 and, for application ease and speediness, nothing tops the flattering results of Self Tanning Gel.

New Skin Care Center booking strategy – suggest a relaxing facial as a wonderful way to cool down when you have had it with the heat! Your customers can look forward to reclining in air-conditioned comfort as they enjoy a complimentary CLARINS facial.

After achieving the highest increase for Marshall Field's in 1995, **Joanie Salsinger** (Fox Valley – IL) is still on the road to success with a +62% increase year-to-date. Her specialty is complete dedication to the planning of all her Skin Care Center events. Due to full bookings and a ready-to-go waiting list, Joanie ensures a productive schedule each time.



Joanie Salsinger



NEW for Sun Weary Skin

Light and non-oily, *NEW* After Sun Conditioner is CLARINS newest answer to the concern of overexposed facial skin. The cream absorbs quickly to speed nourishing naturals, including Mimosa Tenuiflora, Licorice and Shea Butter, to skin in need. Savvy Beauty Editors have recognized After Sun Conditioner for its power to avoid peeling and replenish moisture and suppleness to skin. Check out editorial mentions in this month's *MIRABELLA*, *PARENTS*, *WORKING MOTHER* and *IN STYLE* magazines.



Fragrance Note

Layering Elysium for Long-Lasting Pleasure

Bright. Exhilarating. Crisp. The refreshingly light scent of Elysium is perfect for summer! To help your customers enjoy the fragrance longer, and boost your Elysium sales, suggest

Sheer for Summer