

[comfort zone] Trade Marketing Calendar 2021

	H1						H2					
	Q1			Q2			Q3			Q4		
	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
	DETOX AND RECHARGE			PROTECT & PERFECT			ACTIVE HYDRATE			GIFT & RESTORE		
INNOVATIONS & PROMOTIONS												
INNOVATIONS			Skin Regimen Recharge Mist		Body Strategist: slim seum, sculpt cream			Tranquillity Room Diffuser Refill		Sublime Skin Relaunch		
			Face Ampoules & Machine		Discovery Kits			Skin Regimen Cleanser & Mask				
PROMOTIONS	Daily Beauty Kit		Recharge Yourself		Sun Soul/ Water Soul		ESSENTIAL FACE TIME					
	Essential Maxi Kit		Sublime Skin Kit		Travel Kits		Water Source		Holiday Gift Collection			
HERO PRODUCTS												
HERO PRODUCT	Skin Regimen Peel	Tranquillity Oil	Sublime Skin Eye Cream/ Patch	Active Pureness Gel	Body Strategist D-Age	Water Soul SPF30	Hydramemory Mask	Essential Micellar Water	Skin Regimen HA Booster	Sacred Nature Cleansing Balm	Sublime Skin Serum	Tranquillity Oil
TREATMENT OF THE MONTH												
TOTM			Hydramemory Facial	Body Strategist	Tan Maximizer Treatment	Hydramemory Facial	Remedy Facial	Skin Regimen Urban Detox Facial	Sacred Nature Facial	Sublime Skin Facial	Tranquillity Pro-Sleep Massage	
SPA IN A BOX												
SPA IN A BOX	Skin Regimen Mindful Massage	Tranquillity Relax & Unwind	Sublime Skin	Hydramemory Facial	Body Strategist	Water Soul	Hydramemory	Tranquillity Pro-Sleep Massage	Skin Regimen Urban Longevity Facial	Sacred Nature	Subleim Skin	Tranquillity Pro-Sleep Massage
I SUSTAIN BEAUTY												
I SUSTAIN BEAUTY			PLANT A TREE NATIONAL FOREST SACRED NATURE PROMOTION			RIVER CLEAN WATER SOUL PROMOTION			WORLD MENTAL HEALTH DAY 10th October TRANQUILLITY PROMOTION			