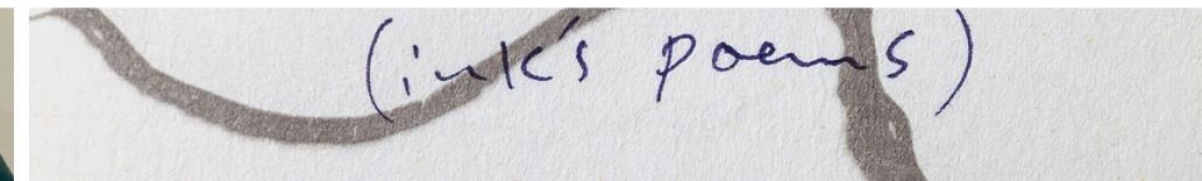




VISUAL GUIDE LINE 2021

Q1 - Q2

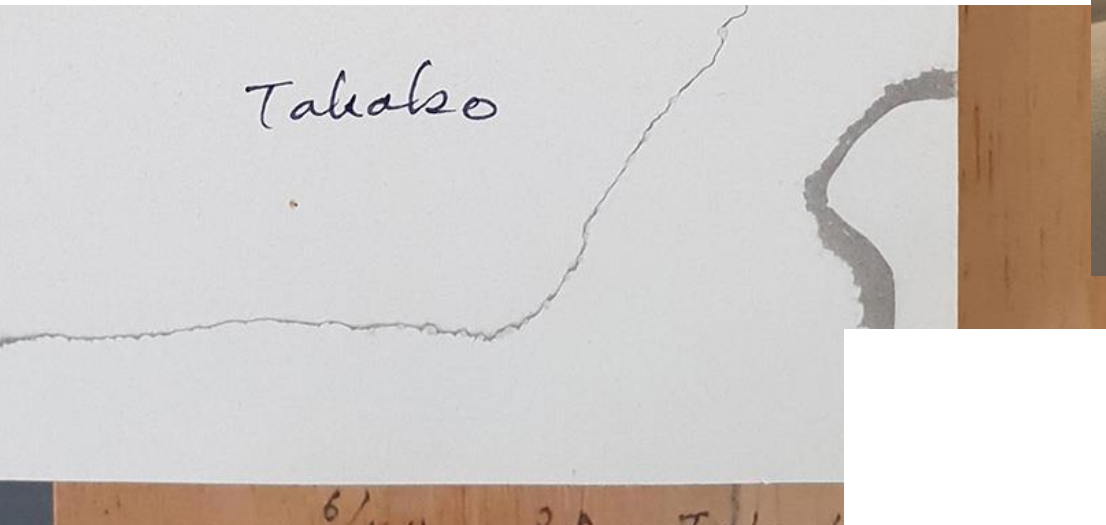
[comfort zone]
conscious skin science



A NEW MERCHANDISING COLLECTION

FOR SUCCESSFUL SELL-OUT

Our [comfort zone] **collection of branded displays and merchandising** features a refined and modern **made-in-Italy design** along with an **effective communication** inviting spa guests to discover our product ranges, their active ingredients and their benefits.



[comfort zone]
conscious skin science



DISPLAY LARGE

NEW

CODE B4022

SIZE

L 896 X H 1800 X 293 MM

MATERIAL

Display's structure material: varnished iron.
Shelves material: fumigated wood. Mat finishing.
Comfort zone logo included with magnets.

COLOUR

Burnished bronze according with the other CZ merchandising materials.

MOUNTING INSTRUCTION

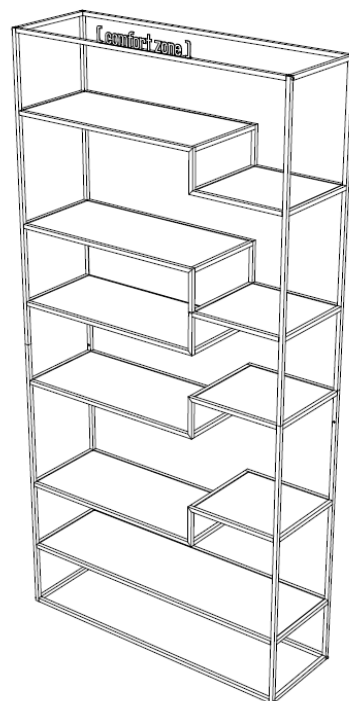
The display need to be mounted. All instructions and tools are included.

PACKAGING SIZE

30x35x120 cm

weight: kg 25

SPA: £900



Takako

[comfort zone]
conscious skin science



DISPLAY SMALL



CODE B4023

NEW

SIZE

L 448 X H 1800 X 288 MM

MATERIAL

Display's structure material: varnished iron
Shelves material: fumigated wood. Mat finishing.
Comfort zone logo included with magnets.

COLOUR

burnished bronze according with the other CZ merchandising materials

MOUNTING INSTRUCTION

The display need to be mounted. All instructions and tools are included.

PACKAGING SIZE

34x13x97cm
weight: kg 14

SPA: £550

Takako

[comfort zone]
conscious skin science



CONSOLE TABLE

NEW

CODE B4024

SIZE

L 896 X H 874 X 288 MM

MATERIAL

Display's structure material: varnished iron

Shelves material: fumigated wood. Mat finishing.

Comfort zone logo included with magnets.

COLOUR

burnished bronze according with the other CZ merchandising materials

MOUNTING INSTRUCTION

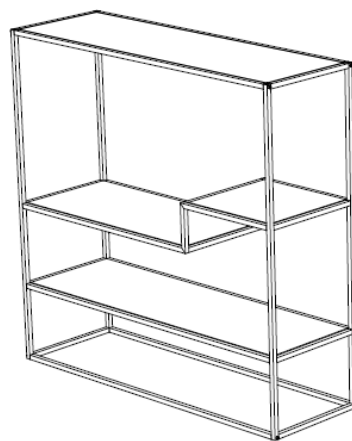
The display need to be mounted. All instructions and tools are included

PACKAGING SIZE

34x21,5x96 cm

weight: kg 12

SPA: £450



Takako

[comfort zone]
conscious skin science



DISPLAY MATERIALS

DESK DISPLAY CODE B3576

L 36 X H 12 X W 17 cm

For **mini-size and deluxe size** display



CZ WALL PLACKARD CODE B3577

L 30 x H 17.2 cm

Suitable **for walls and treatment room doors.**



CZ LOGO CODE B3154

L 30 x H 3,5 cm

Self standing metal logo suitable **for windows or shelves.**



SHOPPING REGLETTE CODE B3816

L min.8 max 23 x H 3,4 cm

To **highlight on shelves** Promo, Best seller, New launches and Gifts.



FRAME BIG CODE B2792

FRAME MEDIUM CODE B2793

FRAME SMALL CODE B2794

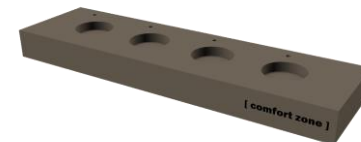


STEEL TRAY CODE B3441

L 35 x 15 x H 2 cm



AROMASOUL BLEND TRAY CODE B3006



Takako

[comfort zone]
conscious skin science

BASIC RULES

DOs

- ❖ **Let's divide Face products from Body products** in two different displays. If you have only one display, place Face products on top and Body products on lower shelves.
- ❖ **Keep products from the same category** and system together (Sacred Nature, Skin Regimen).
- ❖ For Face, always place the Essential line on the first shelf. For Body, always place Body Strategist on the first shelf.
- ❖ **Always place anti-ageing at eye level.** Those are the ranges we want clients to see first.
- ❖ Always place the **Shelf Talker** or **Glorifier** next to each system. These communicate the benefits, active ingredients and results of each system. Place Discovery kit or other sets next to the products of the same system.
- ❖ Always make sure there is the metal **[comfort zone] logo on top** of the displays.
- ❖ Decorate with **small green plants or flowers** in glass pots.

DON'Ts

- ❖ Don't keep the POS from previous campaign => Please remove old shelf talkers, posters and shopping materials and **replace with the new collection!**
- ❖ Don't exaggerate with decorations or items that don't relate. => **Keep it simple and create a clear and simple set up.**
- ❖ Don't display the products randomly. => **Align the products by daily use from cleanser to mask.**

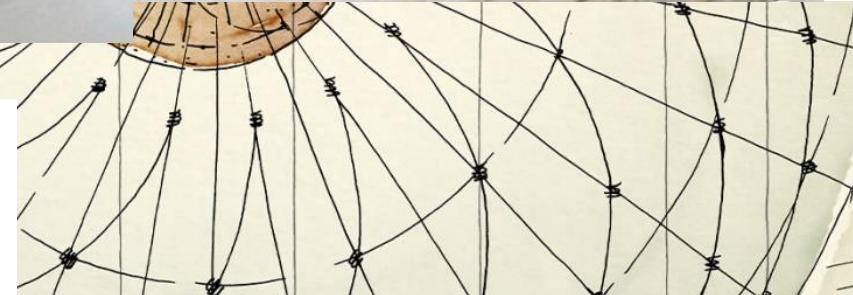
PLANTS AND NATURE

- ❖ Use seasonal plants or flowers inspired by the Davines Village Garden.
- ❖ Choose transparent glass pots.
- ❖ Select small or delicate branches instead of too many flowers.
- ❖ For the bottom shelves choose some aromatic plants in ceramic pots.



Takako

[comfort zone]
conscious skin science



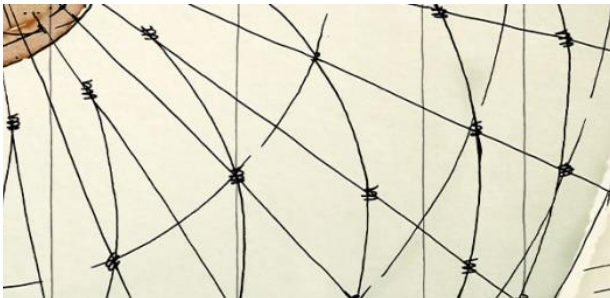


[comfort zone]
conscious skin science



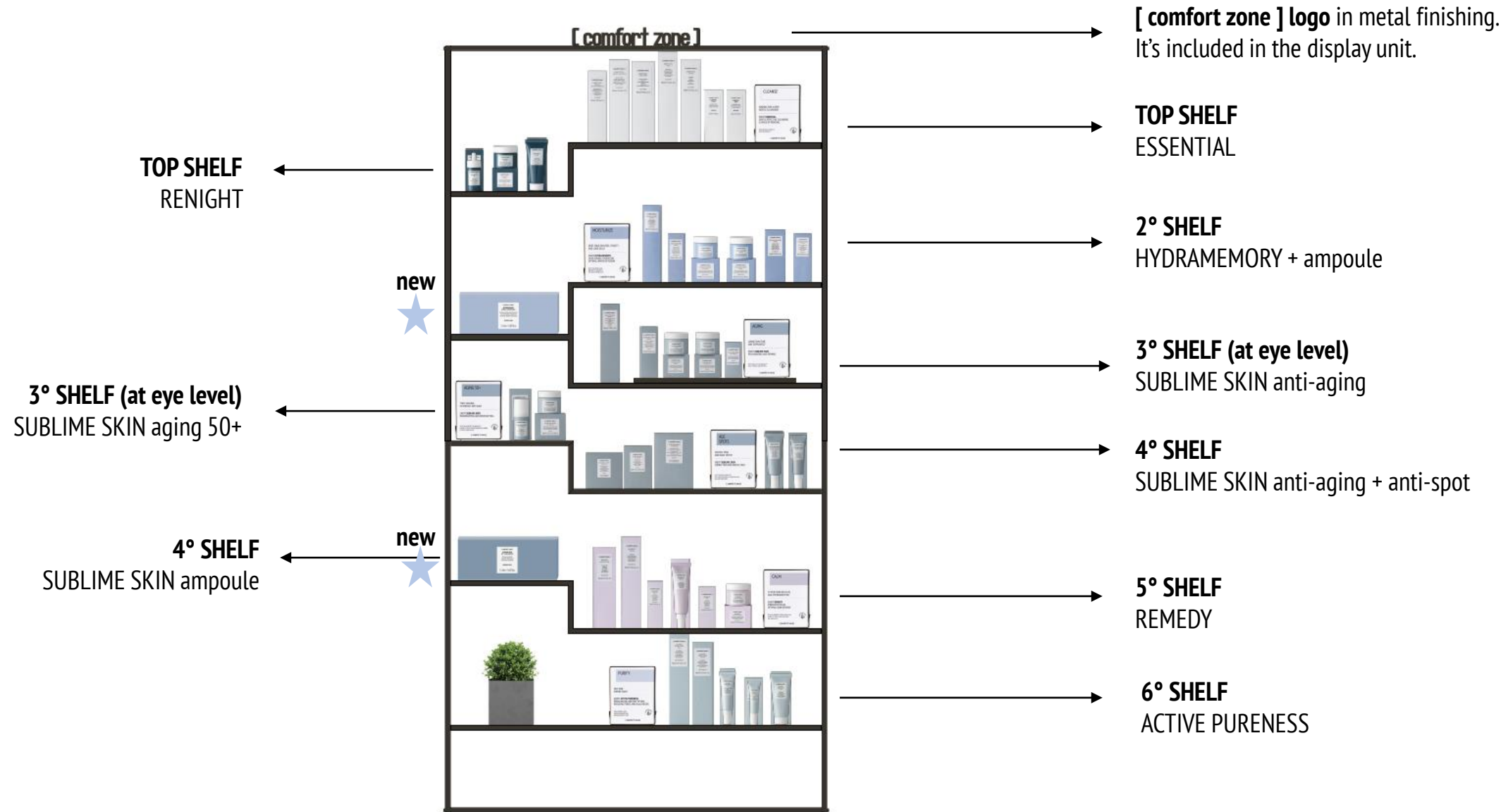
NEW PLANOGRAMS

FOR A UNIQUE RETAIL SPACE

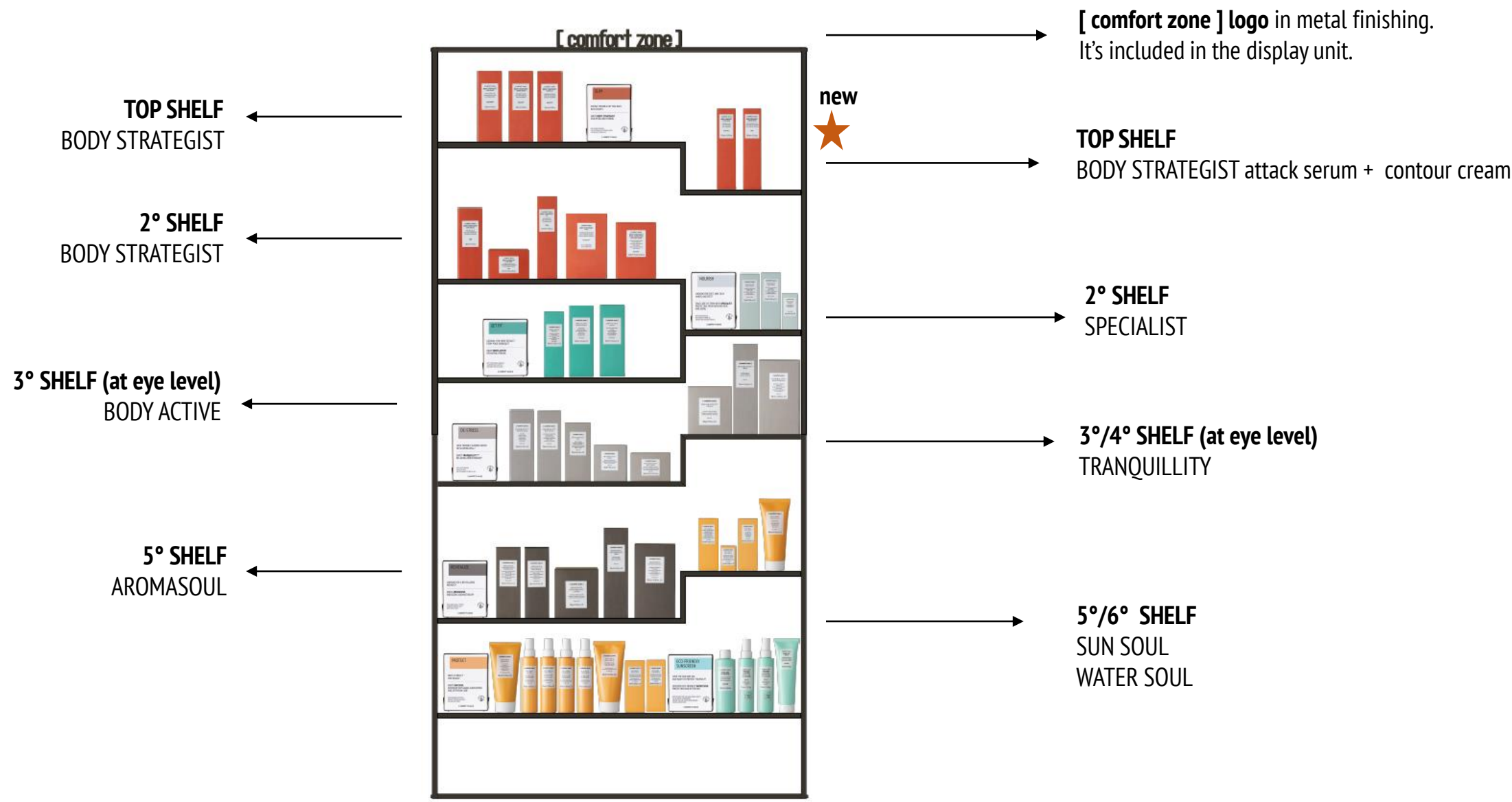


Tal

FACE PLANOGRAM

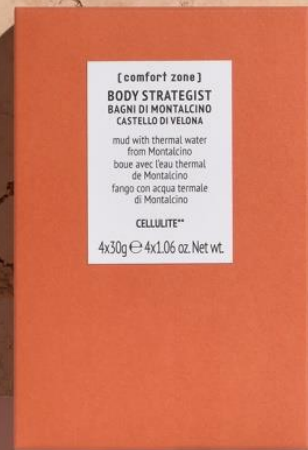


BODY PLANOGRAM



SACRED NATURE PLANOGRAM





BODY STRATEGIST

ATTACK SERUM and CONTOUR CREAM

[comfort zone]
conscious skin science



[comfort zone]
conscious skin science





[comfort zone]
conscious skin science



SUBLIME SKIN AND HYDRAMEMORY

FACE AMPOULES + AT HOME DEVICE

[comfort zone]
conscious skin science



[comfort zone]
conscious skin science





[comfort zone]
conscious skin science





SUN SOUL & WATER SOUL

KITS

[comfort zone]
conscious skin science



[comfort zone]
conscious skin science



DISCOVERY KIT

COLLECTION



[comfort zone]
conscious skin science

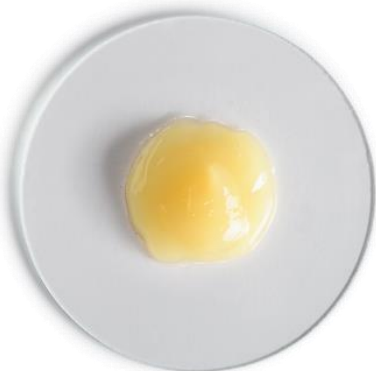




[comfort zone]
conscious skin science



[comfort zone]
conscious skin science



THANK YOU
www.comfortzoneskin.com
[@comfortzoneskin_official](https://www.instagram.com/comfortzoneskin_official)

