



Global VM Directive

C-LUMA HYDRABRIGHT SERUM

Fall 2024



Visual Merchandising

KEY VISUAL - CROPPING GRID

SIGNAGE

PATTERNS

WIDGET

ENDCAPS



US CROPPING GRID



1:3.25

1:3

1:2.75

1:2.5

1:2.25

1:2

1:1.75

1:1.5

1:1.25

1:1



3:1



2:1



1:1



3.25:1



2.25:1



1.25:1



3 5:1



2 5:1



1 55:1

INTERNATIONAL CROPPING GRID



1:3.25

1:3

1:2.75

1:2.5

1:2.25

1:2

1:1.75

1:1.5

1:1.25

1:1

3:1

2:1

1:1

3.25:1

2.25:1

1.25:1

3.5:1

2.5:1

1.55:1

SIGNAGE

SPINNER GRAPHICS



SPIN
ME

BEAM
come true



NEW

93%
showed
improvement in
skin's brightness*

*In a clinical study with
30 people after 12 weeks

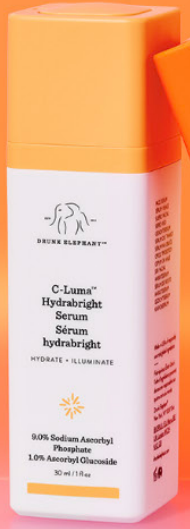
BRIGHTENS | CLARIFIES | HYDRATES

there's more than
one C to get it

BRIGHT

C-Luma
GENTLE +
HYDRATING
9.0% Sodium Ascorbyl
Phosphate
1.0% Ascorbyl Glucoside

C-Firma Fresh
HARD-HITTING +
FIRMING
15% L-Ascorbic Acid



PICK YOUR C...

C-Luma Hydrabright Serum

visible reduction in
hyperpigmentation
and texture



BEFORE

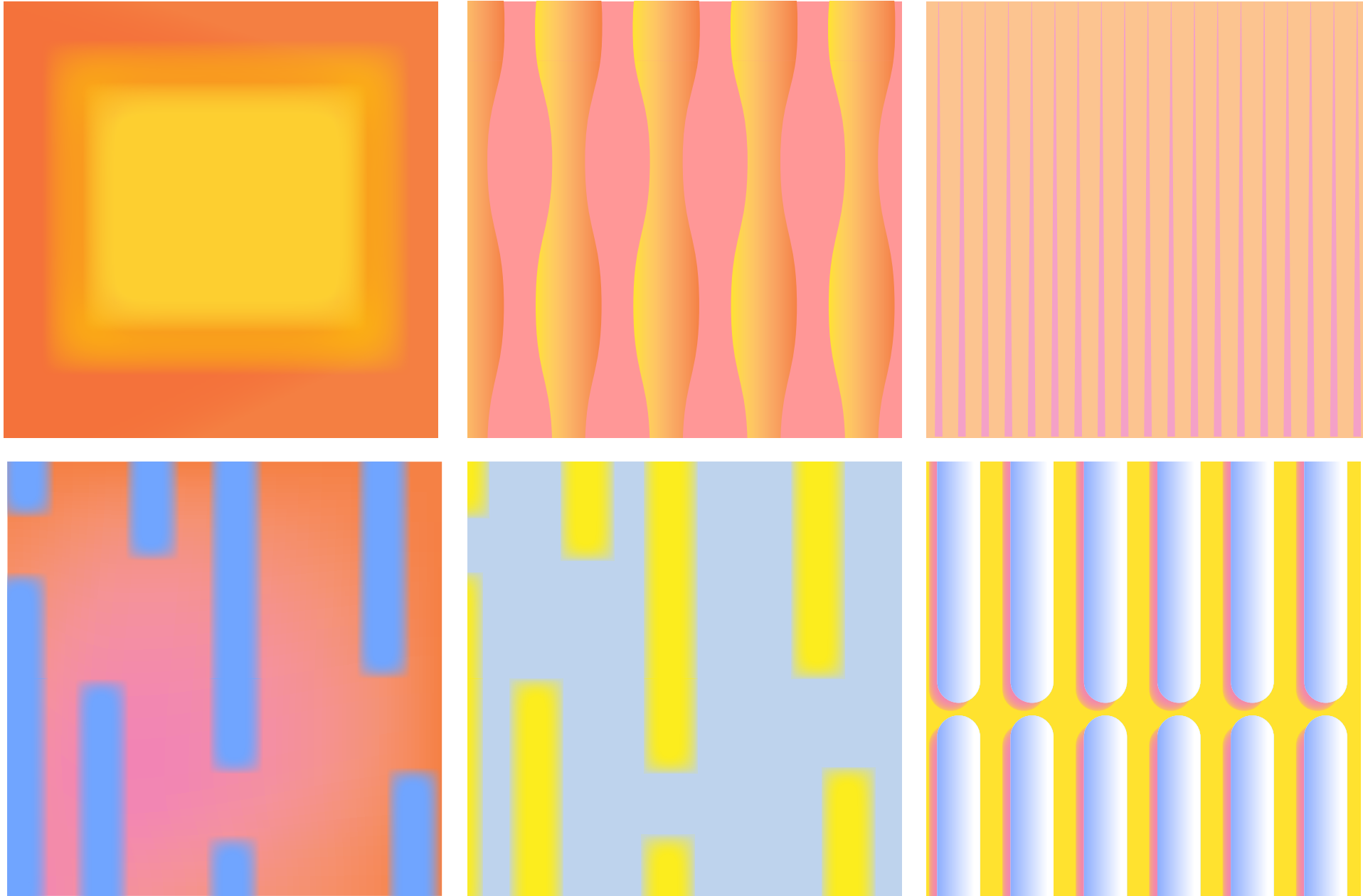


AFTER
8 WEEKS

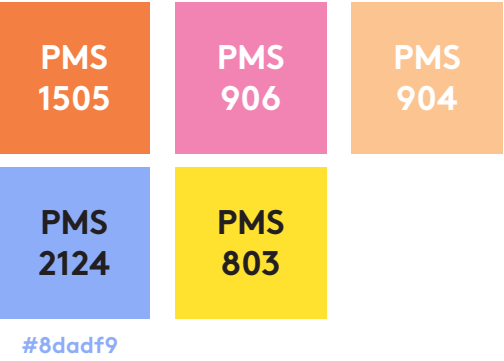


PATTERNS

PATTERNS:



COLOR PALETTE:



WIDGET

SIZE: 150 W X 123 D X 162 H

FRONT + ANGLED VIEWS



ENDCAPS



THANK YOU!