



*Body
by SABON*

Core Catalog
January 2025

EXECUTIVE SUMMARY

1. OBJECTIVES:

- **Boost Sales of the Body Moisturizers (>13%):** through a 360 Secondary campaign, before the end of the campaign
- **Clearly Position each product of the Line:** through 360 education materials
 - *Reduce Cannibalization between Silky body Milk and Body Lotion*
 - *Boost the decreasing Repair Cream +/- transform it as our winter Hero*
 - *Prepare the field for the Body Gelee as summer hero through it's cooling effect*
- **Straighten SABON's Mission:** Happiness can be found in the simple pleasures of everyday life – Welcome to SABON Fantasy



STRATEGIC CONTEXT

1. DECLINE IN BODY MOISTURIZERS:

- Represente 31% of Body Care Mix in 2023 (30.2ME)
- , driven by Repair Body Cream (-20% LY). Clearly Position each product of the Line: through 360 education materials
- Reduce Cannibalization between Silky body Milk and Body Lotion
- Boost the decreasing Repair Cream +/- transform it as our winter Hero
- Prepare the field for the Body Gelee as summer hero through it's cooling effect
- **Straighten SABON's Mission:** Happiness can be found in the simple pleasures of everyday life – Welcome to

Focus Body Treatments December YTD 2023 vs LY

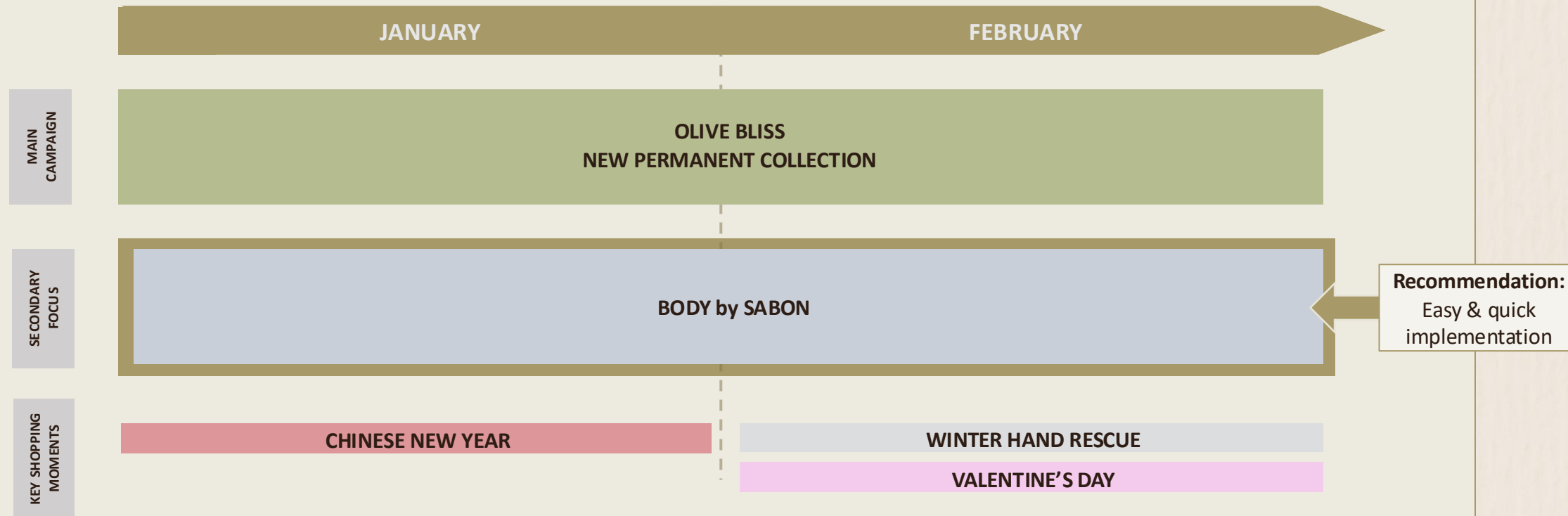


BODY TREATMENT

30,2 Million EUR revenue – 1% vs LY / Represents 31% of Body Care mix

MAIN DECREASES

Road Map - 2 Months Generic Activation



1. WHAT MAKES OUR PRODUCTS UNIQUE?

Each SABON product goes beyond skin effectiveness to offer a luxury experience

& increase positive emotions that improve well-being.

- **We believe that Happiness** can be found in the **simple pleasures of everyday life**
- So we unveil and spread joy in the every day of all
- Through Multi-sensorial beauty products /rituals full of spark moments of wonder

At SABON, SKINCARE IS SELFCARE.

A daily moment of self-love where each experience is an invitation to suspend time, **awaken the senses & experience the wonderful joy of each moment.**



2. WHAT MAKES OUR BODY MOISTURIZERS UNIQUE?

*Each body moisturizer is a perfect skin match that will please skin needs & senses,
An invitation to rediscover the wonder of life's simple pleasures.*

1. PERFECT ALCHEMY



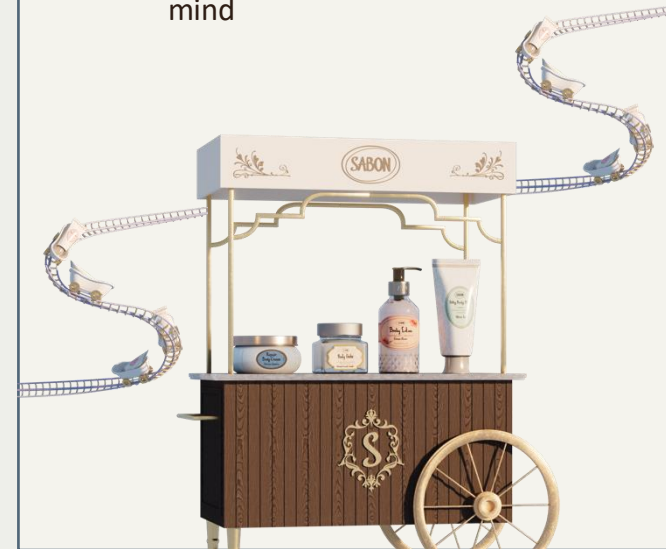
2. 1 FORMULA = 1 SKIN BENEFIT

- **1 skin = 1 perfect match**
- Personalized & effective skincare
- Unique formulas tailored for each skin type

Product	Skin type	Skin benefit
Silky Body Milk	Normal to Dry Skin	• Nourishing • Immediate silky effect
Body Lotion		Moisturizing
Repair Body Cream	Dry to Very Dry Skin	• Extra-nourishing • Repairing
Body Gelee	Normal to Dry Skin	Moisturizing
CICA cream	Dry to Sensitive Skin	• Reinforce the skin barrier • Nourishing
Cream to Oil	Normal to Dull Skin	• Nourishing • Smoothing effect

3. 1 SENSORIALITY = 1 PERSONAL PREFERENCE

- **A Playground for all Senses**
- Wellbeing parentheses for body & mind



2. WHAT MAKES OUR BODY MOISTURIZERS UNIQUE?

Tactical Activation
Body by SABON



PRODUCT		MAIN BENEFIT	TEXTURE AND USP	SKIN TYPE	CONSUMER EXPECTATION	MAIN INGREDIENTS	SEASON
Repair body cream		- Extra nourishing - Repairing 7 Scents	- Rich - Non greasy cream	- Dry - Very dry skin	Repair my very dry skin and ultra comfort	- Shea Butter - Rose of Jericho - Canola oil	All year round Highlight in Winter
Body lotion		- Moisturizing 8 Scents	Comfortable milk	- Normal - Dry skin	Daily moisturizer with comfort	- Combination of botanical oils - Avocado, Jojoba, Olive	All year round
Body Gelee		- Moisturizing 8 Scents	- Gel-Cream - Cooling effect	- Normal - Dry skin	Daily moisturizer with a cooling effect	- Aloe - Avocado	Summer
Silky body milk		- Nourishing - Immediate silky effect 8 Scents	Unique fluid cream Silky touch	All skin types	Intense daily moisturizer with a unique silky touch on my skin	- Almond oil - Oat milk	All year round
Dead Sea line Cream to Oil		- Nourishing - Smoothing effect - Proven efficiency		Dull skin	Nourish and smooth my skin reducing fine lines	- Dead sea minerals - Olive oil - Shea butter	
Comforting Cica Cream		- Nourishing - Reinforce the skin barrier - Proven efficiency	- Rich - Recomforting cream	- Dry - Sensitive skin prone to irritations	Nourish and deeply protect my skin from external agressions	- Centella asiatica (CICA) - Olive oil	Olive oil Centella asiatica (CICA)

*Welcome to SABON fantasy fair,
Where Joy meets Self-Care
& Skin its perfect match.*

Key Message

Each Product is a perfect match:

- 1 Formula for 1 skin need
- 1 Sensorialilty for 1 preference



Secondary Messages

- Silky Body Milk vs. Body Lotion
- Enhance the efficiency with Body Scrub cross-selling
- Enhance the sensorial experience with Shower Oil cross-selling

ASSORTMENT - CORE PRODUCTS



Silky Body Milk
8 Scents



Body Lotion
8 Scents



Repair Body Cream
7 Scents



Body Gelee
8 Scents



CICA Cream
1 Scent



Cream to Oil
1 Scent

SAMPLING & MINIs



SACHET
Body
Lotion



MINI
Silky
Body
Milk



**VANITY
BAGS**
4 sizes



**ENVELOPE
PAPER BAG**
42011000020

KIT VANITIES / PAPER BAG (*Local compo*)

DIGITAL



- Home page banners
- LP
- SM organic & paid
- Newsletters

IN-STORE



- Signages
- Dedicated place

360°
Activation

COMMUNICATION CONTENT



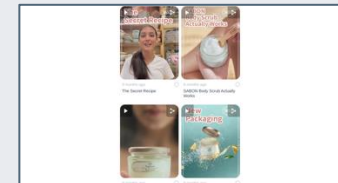
- Main Movie
- Shorts Movies
- Press Release
- Packshots
- Key Visual

ACTIVATION

- Sampling
- Bundles
- Test station in front of stores.



CUSTOMER EXPERIENCE



- Full Education TB
- Benefits oriented
- Differentiation of each Body Moisturizer



1

Communication & digital content



Communication & Digital Content Landscape

Content writing

- ✧ Press release (not designed)-
> Available Beg of Dec

Visuals

- ✧ Packshots
> Existing on Intranet
- ✧ 3D Packshots
> Available End of November
- ✧ Key visual
> Available End of November
- ✧ Additional visuals
> Available End of November

E-commerce

- ✧ 1 HOME PAGE BANNERS (Mobile & Desktop)
- ✧ 1 SHOPIFY HOME PAGE BANNERS (Mobile & Desktop)
- ✧ 1 Landing Page (Mobile & Desktop)

Paid Assets

- ✧ 6 SM AWARENESS VIDEO
- ✧ 1 SM AWARENESS VISUAL
- ✧ 1 SM CONSIDERATION
- ✧ 1 SM ENGAGEMENT
- ✧ 8 SM CONVERSION

Additional Owned Assets

- ✧ 7 REELS/TIKTOK VIDEOS
- ✧ 4 NEWSLETTERS

For any requests, please contact Nathan Sebbag

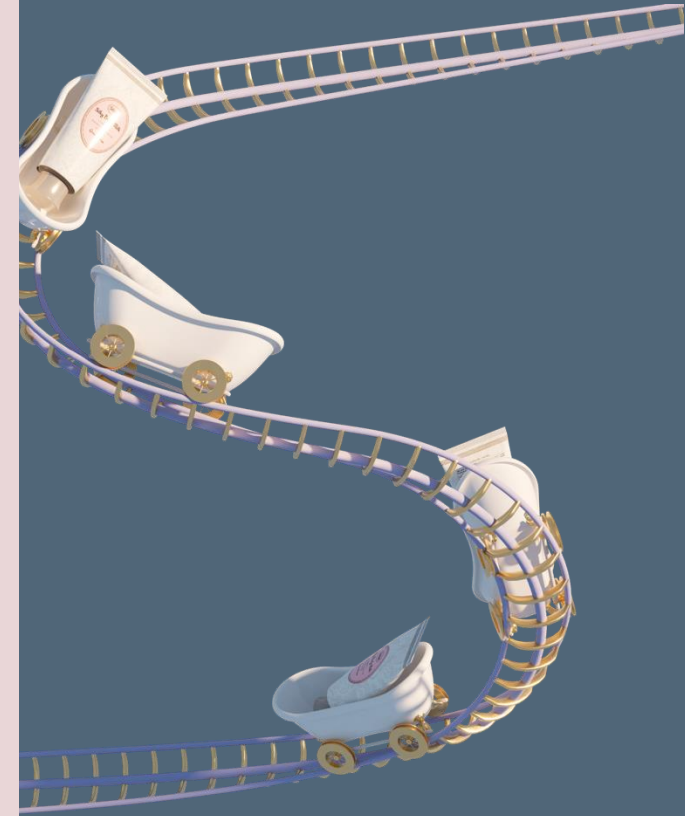
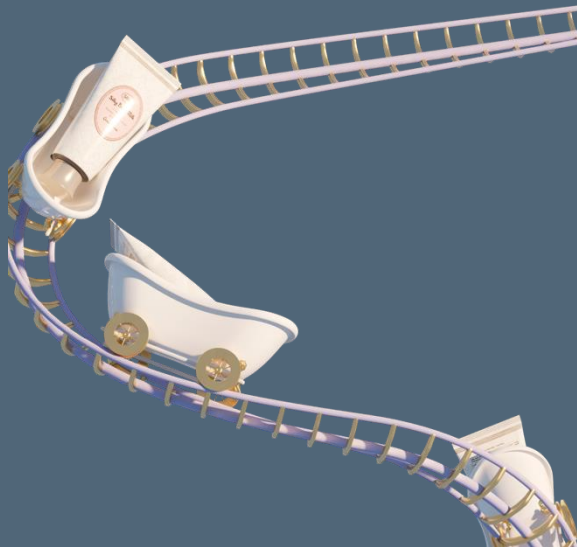
Tactical Activation
Body by SABON



TAGLINE

Body by SABON

Make Your Skin Fall in Joy



MAIN MOVIE

2 formats: square & story

4 generic Body Moisturizers:

- Silky Body Milk
- Body Lotion
- Repair Body Cream
- Body gelee

→ To be used only for Social Media- owned & earned

Tactical Activation
Body by SABON



6 Shorts

2 formats: square & story

4 generic Body Moisturizers: From the main movie

+ CICA Cream & Cream to Oil: on top

→ To be used only for Social Media- owned & earned

Tactical Activation
Body by SABON

Silky Body Milk



Body Lotion



Repair Body Cream

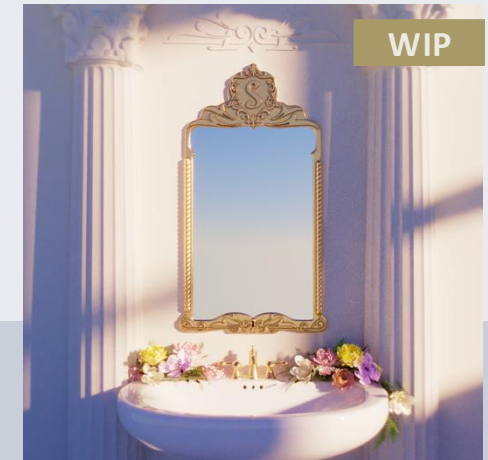


Body Gelee



+

CICA Cream



Cream to Oil

Key Visual

→ To be used only for Social Media- owned & earned



Other Visuals: Attractions + Textures highlight

→ To be used only for Social Media- owned & earned



HOME PAGE BANNERS

DESKTOP + DESKTOP SHOPIFY



MOBILE + MOBILE SHOPIFY

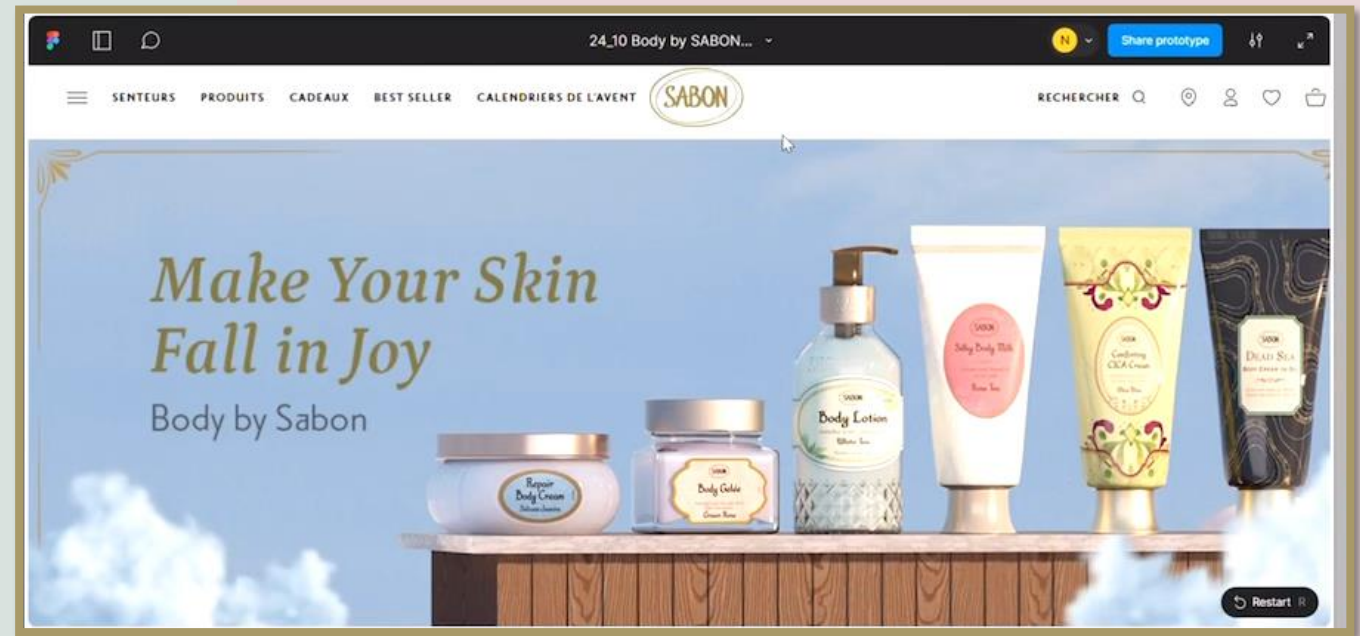


Full digital toolbox (Assets & Guidelines) will be provided **End of November**
For any requests, please contact Nathan Sebbag

LANDING PAGE

STRUCTURE

1. **Part 1:** Introducing the campaign, welcome to SABON's fantasy fair
2. **Part 2:** Product line-up per benefit & skin types
3. **Part 3:** Product line-up highlighting key ing & scents +/- proven benefits
4. **Part 4:** Highlight local positive reviews
5. **Part 5:** Full Movie



Full digital toolbox (Assets & Guidelines) will be provided **End of November**
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NEWSLETTERS

STRUCTURE

- **NL 1: Introduce, and invite** our customers to SABON's Fantasy Fair, building excitement and setting the stage for the featured products.
- **NL2: Help customers explore different product textures & Key benefits + cross with Body Scrub**
- **NL3: Showcase the key natural ingredients in each body care product + highlight CICA Cream & Cream to oil**
- **NL4: Present each product as a customized solution for unique skin types and concerns + highlight winter essentials** (Repair + CICA) For any requests, please contact Nathan Sebbag



Beg of December

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RETAIL



6 Products

6 Visuals + Text

4 generic Body Moisturizers
+ CICA Cream & Cream to Oil

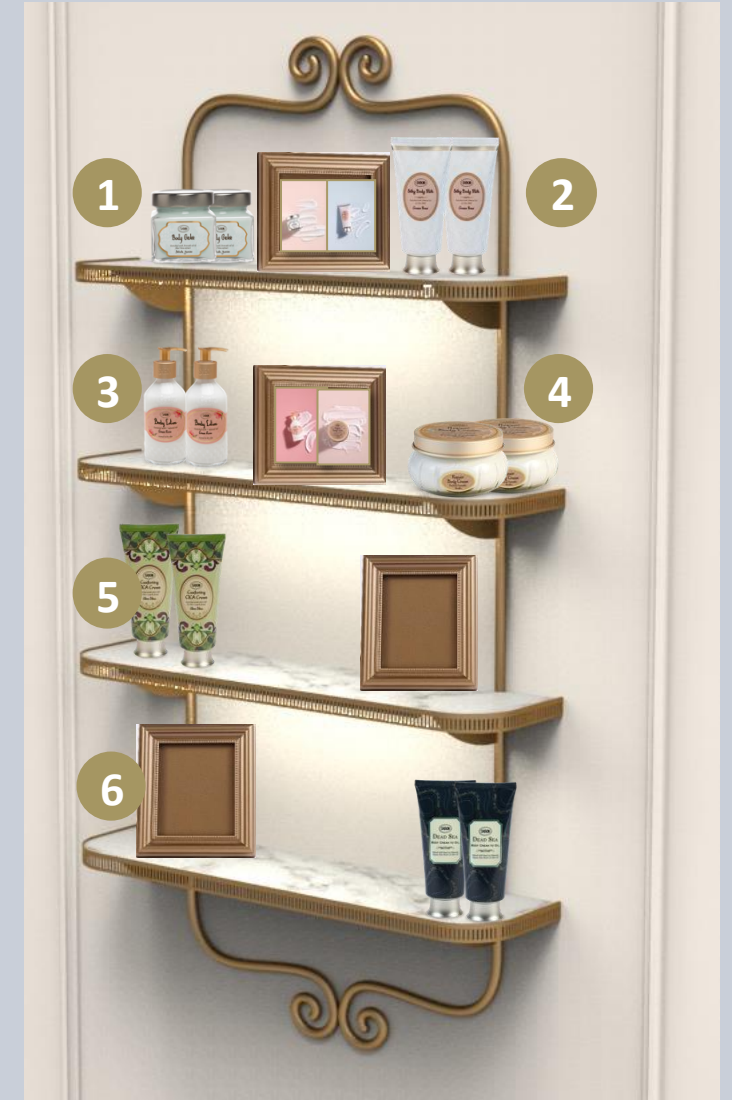
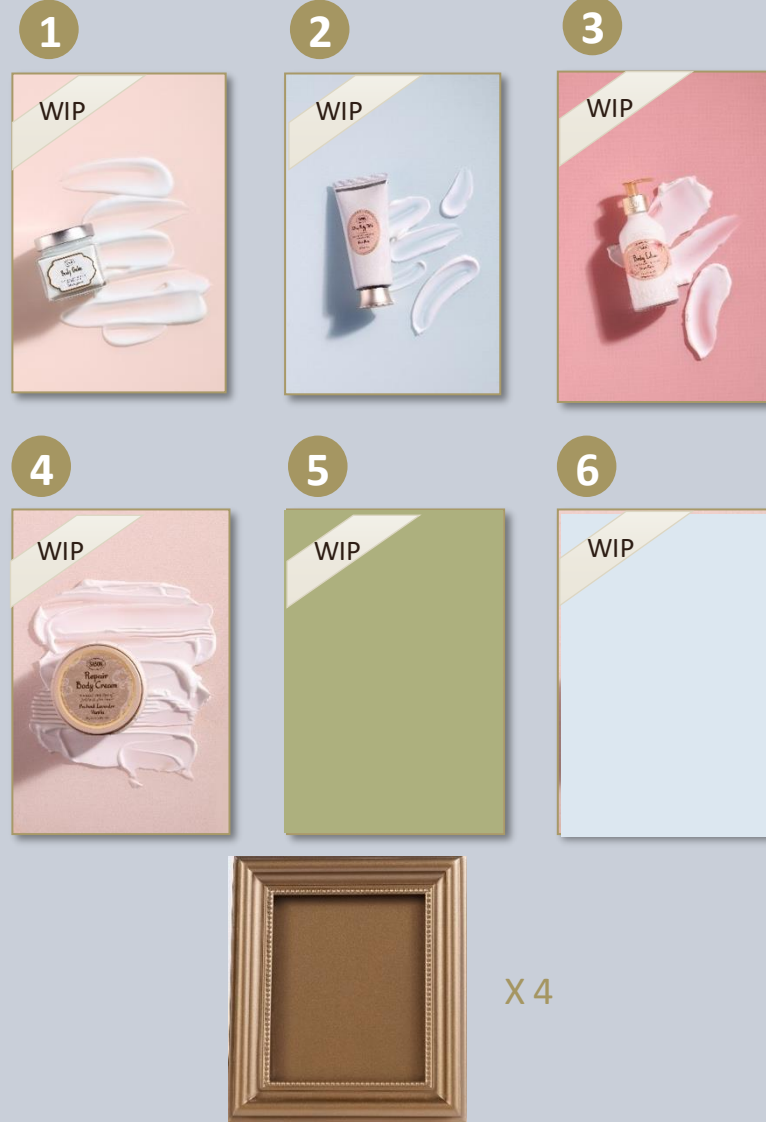
This activation will be showcased within an animation or on gifting shelves.

Each product will be paired with a visual highlighting its unique texture, accompanied by a brief description of its main benefit.

The purpose is to present our diverse range of body treatment products, emphasizing the different benefits each one offers.

--> Dedicated visuals will be sent

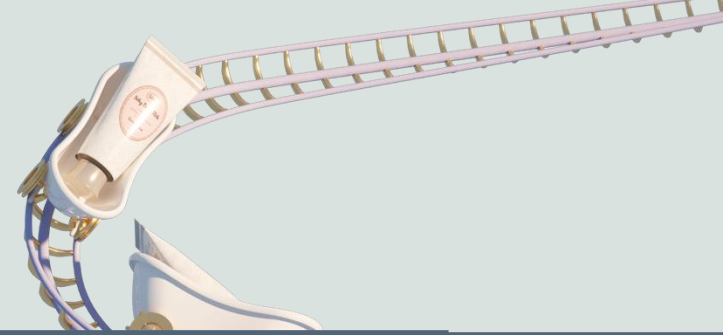
Tactical Activation
Body by SABON



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CUSTOMER EXPERIENCE





TRAINING OBJECTIVES

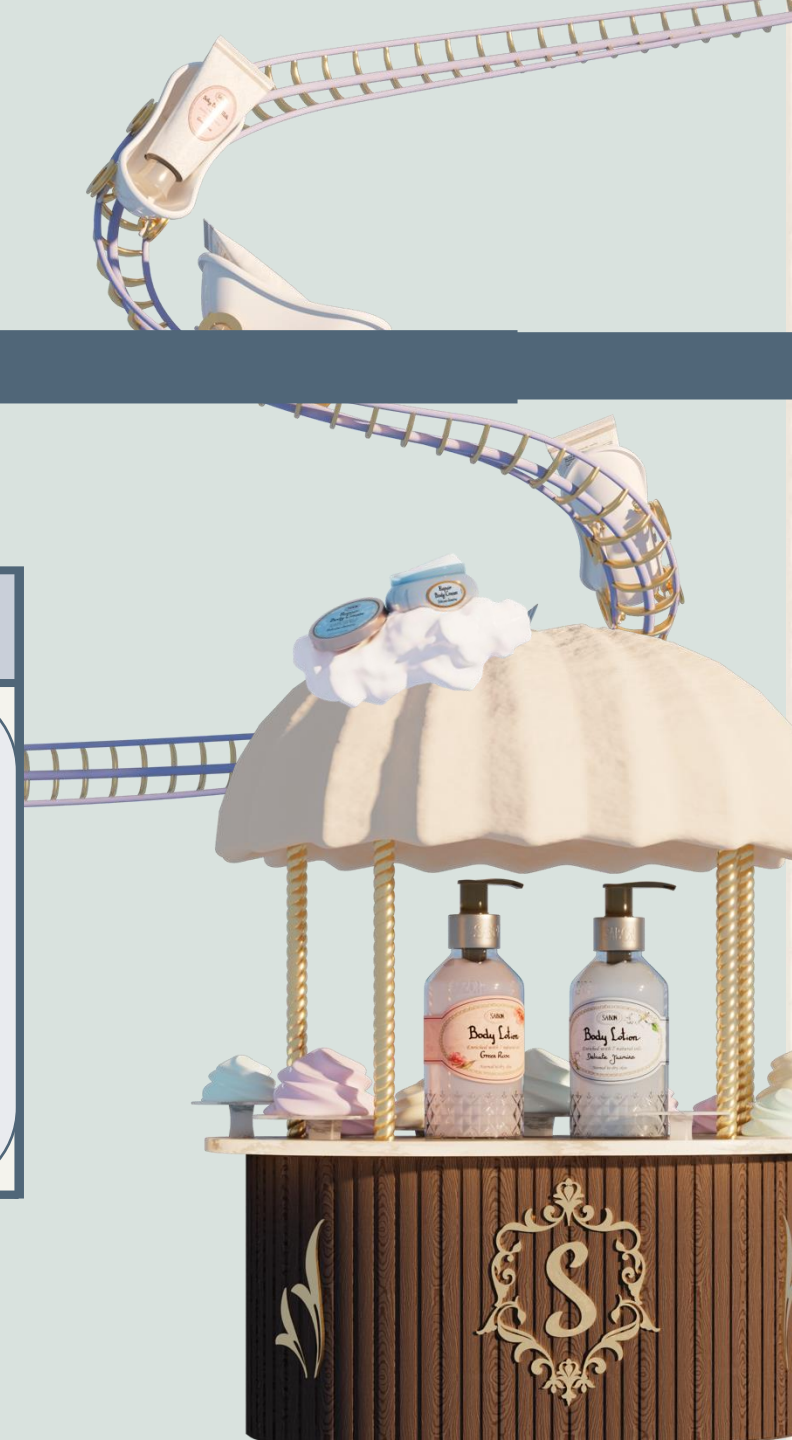
Equip Beauty Advisors with SABON Body Treatment knowledge and enable BAs to confidently identify customer skin needs and pair products for a tailored experience

Foster a deep understanding of product benefits to boost cross-selling opportunities



TRAINING MATERIAL

WHO	WHEN	WHAT
LOCAL TRAINING (local initiative) STORE MANAGER BEAUTY ADVISORS	As per local plan	• Refreshed Body Treatment One Pagers with quick facts for easy recall • Interactive modules for Understanding the Skin with customer scenarios • Connection between products and customer benefits • Practical techniques for in-store demonstrations • Step-by-step cross-selling tips tailored to body ritual



Tactical Activation Body by SABON

Body Treatment One Pagers

Quick reference for product knowledge

Shower Oil

Double Action: Cleans & Softens the Skin

Key Ingredients

- Jojoba Oil
- Avocado Oil
- Wheat Germ Oil
- Olive Oil

Benefits ❤️

- Soothes and softens skins while providing moisturizing benefits
- Replenishes while bringing hydration and radiance to your skin
- Effective yet gentle cleansing suitable for daily use
- Vegan formula

Texture Foamy

Skin Type All skin types



Understanding the Skin

Tailored customer consultations

Educate about different skin types

Main types of Skin

Dry Skin

Dry skin may appear flaky or rough. At its, the glycolic acid, can penetrate the skin's surface layer, enhancing moisture effectiveness. Sometimes skin may sting, burn, or itch following the use of certain makeup or products.

Combination Skin

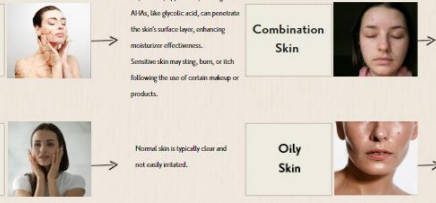
Combination skin features both oily and dry sections, often with oiliness in the T-zone and dryness elsewhere. Always use a chemical exfoliant on oily areas and avoid AHA on dry areas for best results.

Normal Skin

Normal skin is typically clear and not easily irritated.

Oily Skin

Oily skin often appears shiny and feels greasy. Individuals with oily skin can typically tolerate stronger chemical and physical exfoliants, such as exfoliated brushes, as well as strong bright and DRY acids.



Demonstration & Practical Tips

Showcasing product benefits + how to demonstrate in-store

Demonstration and Practical Tips



Connection Btwn Products + Customer Benefits

Short role-play exercises tailored to common customer queries

Olive Bliss

CICA CREAM VS REPAIR BODY CREAM

The Differentiation

	NEW COMFORTING CICA CREAM	REPAIR BODY CREAM
Skin Concerns	For dry to sensitive skin prone to irritations	Ideal for dry to very dry skin, targeting severely dehydrated areas
Benefits	Provides skin barrier recovery with soothing, calming effects, designed to protect skin against environmental stressors	Intensive nourishment and repair for rough and cracked skin, delivering deep hydration and comfort
Key Ingredients	Olive Oil, Olive Leaf Extract, + Centella Asiatica (CICA)	Shea Butter, Rose of Jericho, Camellia Oil
Texture	Rich but non-greasy, lightweight enough for sensitive areas	Extra rich, luxurious texture that deeply penetrates, ideal for ultra-dry spots
Fragrance	1 Fragrance	Variety of Fragrances

Key Highlights for BAs:

- **Comforting CICA Cream:** Perfect for customers with sensitivity and irritation concerns. Emphasize its **soothing properties and skin barrier protection**, which are particularly beneficial in colder or harsher climates.
- **Repair Body Cream:** Best suited for customers looking for intense nourishment. This cream offers a **rich, cocooning experience with deeply moisturizing ingredients**, ideal for areas prone to dryness like elbows and knees.



Cross-Selling and Upselling Tips

Pairings, rituals, seasonal examples, etc.

Body Care Ritual ❤️

Step 1: CLEANSE

Shower Oil

Every ritual begins with SABON's delicate cleansing and soothing Shower Oil.

Step 2: EXFOLIATE

Body Scrub

SABON's iconic Body Scrub revitalizes the skin. Its delectable blend of Dead Sea salts and botanical oils is designed to exfoliate and nourish the skin, leaving it soft and rejuvenated.

Step 3: MOISTURIZE

Body Moisturizers

SABON's line of nourishing Body Moisturizers provide the ultimate hydration.



Learning Management System

Organized Bites playlist of SABON Body Treatment

The Secret Recipe

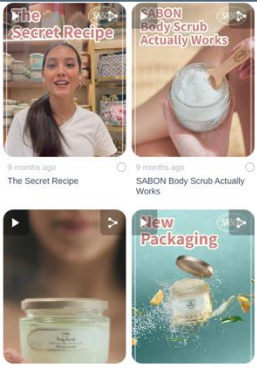
9 months ago

SABON Body Scrub Actually Works

9 months ago

New Packaging

9 months ago



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ACTIVATION



1. Sampling Strategy



Sampling: 1 month before the activation

- Scent based on the purchase
- Only Body Lotion available

2. Local Kits



- Bundle SBM / BL + Body Scrub 320Gr / 600Gr (TBD per market)
 - Bundle SBM / BL + Shower Oil 300mL
- Commercial offer (TBD per market: Ex: Vanity for Free)
- E-com & Retail

3. GWP



- For all Body Treatment purchase
 - 1 Mini Body Scrub or Other mini as GWP
- E-com & Retail

4. Testing in front of stores



- With golden table
- Traffic will be offered to test all textures + scents to find the perfect match for their skin
- If found, -XX% on it to use NOW

Promotion with CRM + In Store signages

CONTACTS FROM GLOBAL

DIGITAL
SOCIAL MEDIA & E-COM

NATHAN SEBBAG

COMMUNICATION
CONTENT

SAHAR PINKAS
NATHAN SEBBAG

RETAIL / IN-STORE

VM Temporary
SHAKED DAGAN

VM Permanent
Karin Asher & Hadar Levi

360
BRAND ACTIVATION

Yael Margolis
Nathan Sebbag

CUSTOMER EXPERIENCE
TRAINING

HALLIE SHEINBAUM



THANK YOU!