

CLINIQUE

Responsible Seal Update

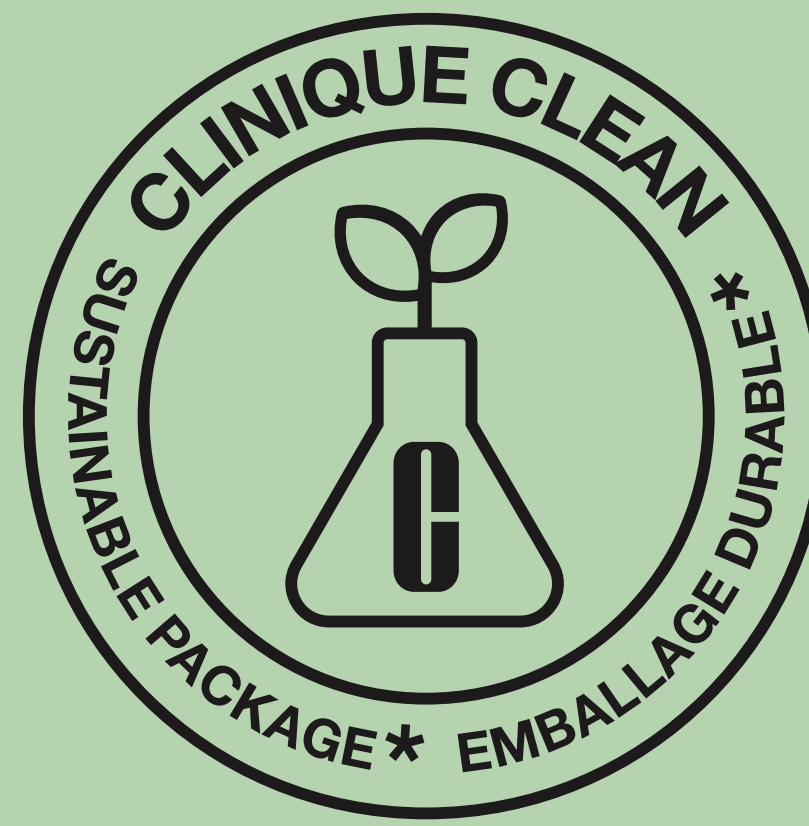
02-01-22

Where we were.



Original

Application.



Primary jars, tubes & bottles
Secondary cartons

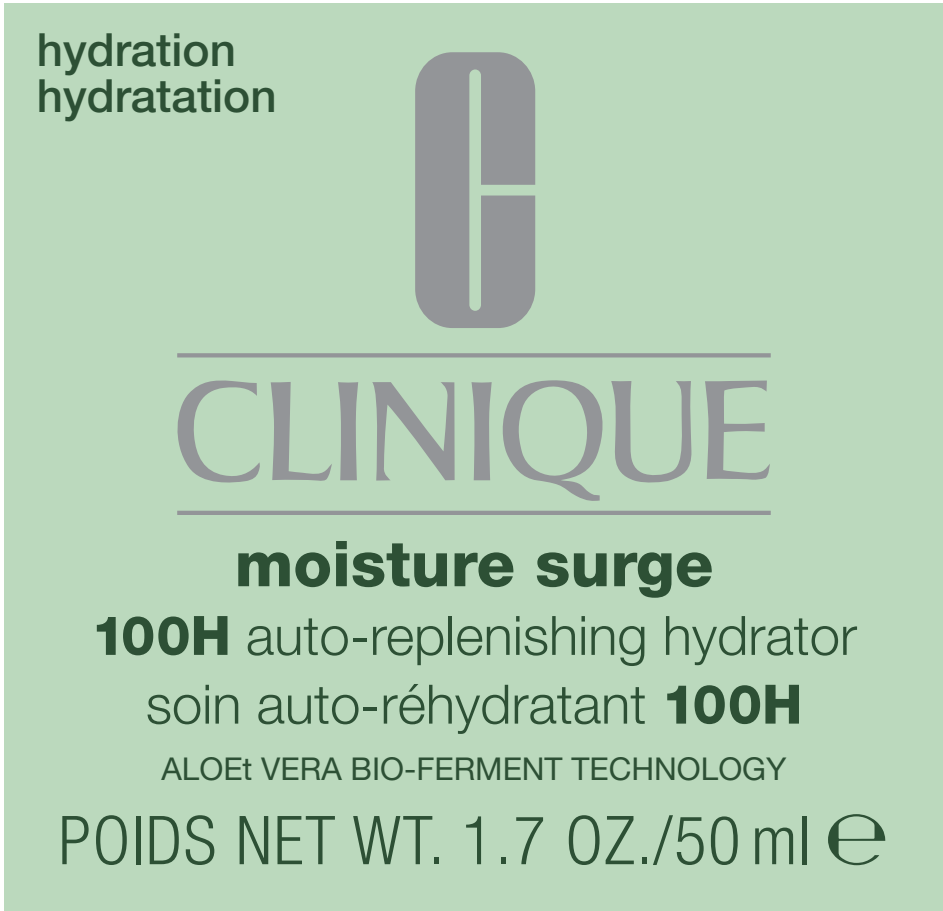
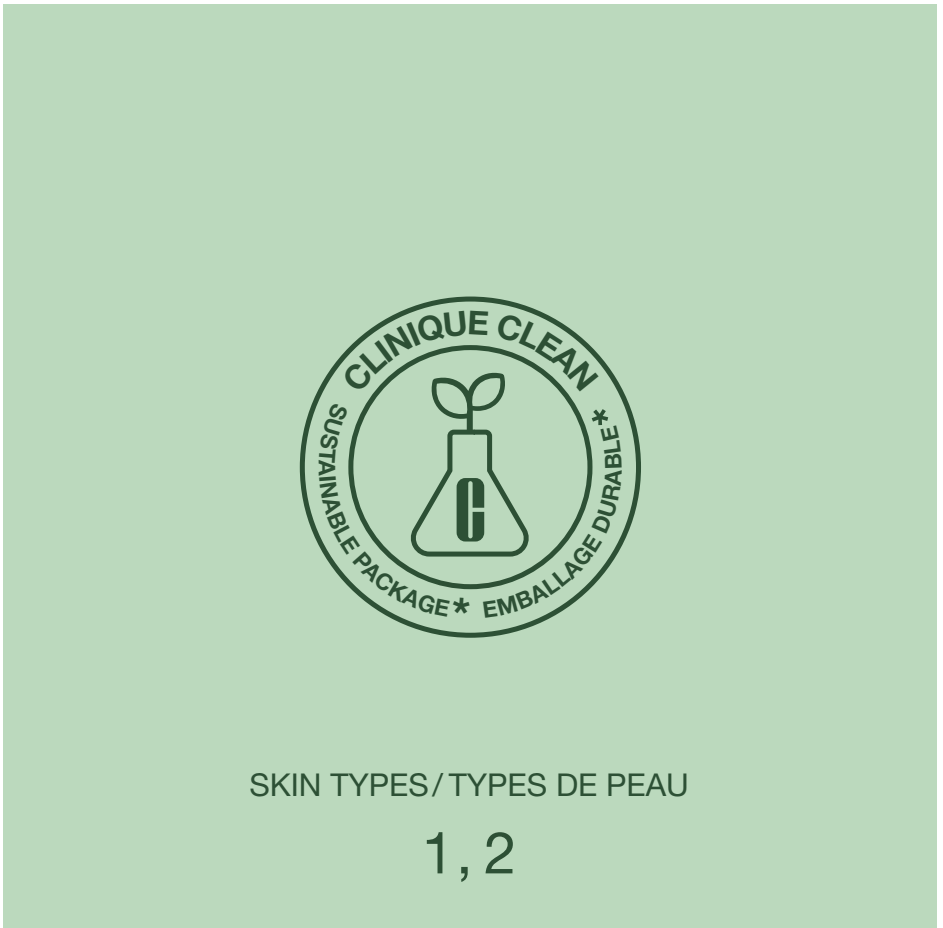
In use.



In use.



Primary Jar



Secondary Carton

Why have we changed?



Original

**Confusing:
Packaging + formula?**

Why have we changed?



Current (2021)

Clear:
Packaging only

Eligibility.

To be eligible for the Responsible Package seal, both primary and secondary packaging (if applicable) must meet one of the 5Rs.

Where the Responsible Packaging seal appears on a secondary package, the footnote must reference the responsible attributes of both the primary and secondary components.

Sets:

Where certain products in a set bear the Responsible Package seal and others do not, the seal should not be used on the outer set carton.



Application.



Secondary cartons only

Exceptions:

1. Products w/ no carton & certain franchises
2. Basic Business in conjunction with other updates ie: ILN update.

Responsible statement.

*copy in red is mandatory if seal is used.
Statement varies depending on materials
All statements to be vetted by XX department




***RESPONSIBLE PACKAGE:** BOTTLE IS XX% PLANT-DERIVED PLASTIC. CAP IS XX% POST-CONSUMER RECYCLED MATERIAL. PLEASE RECYCLE.
***EMBALLAGE RESPONSABLE:** BOUTEILLE FABRIQUÉE AVEC XX% DE MATÉRIAUX D'ORIGINE VÉGÉTALE. COUVERCLE FABRIQUÉ AVEC XX% DE MATÉRIAUX RECYCLÉS. RECYCLEZ, S.V

In use - treatment.



de-aging
anti-âge



CLINIQUE

smart clinical repair

wrinkle correcting eye cream
crème yeux correction rides

ALL SKIN TYPES/TOUS TYPES DE PEAU

POIDS NET WT. 1.7 OZ./50 ml e

Intensive Augencreme gegen Linien und Falten /
Crema reparadora de arrugas para el contorno
de los ojos / Crema antirughe contorno occhi /
Rimpel corrigerende oogcrème / Creme
Reparador Anti-Idade para o Contorno dos
Olhos / Øjencreme til rynker / Øyekrem mot rynker /
Ögoncreme mot rynkor / Κρέμα ματιών
επανόρθωσης για ρυτίδες / Krem pod oczy
korygujący zmarszczki

* RESPONSIBLE PACKAGE: LOREM IPSUM
DOLOR SIT AMET, CONSECTETUER
ADIPISCING ELIT, SED DIAM NONUMMY
NIBH EUISMO, UNID, NT, T LAOREET
* EMBALLAGE RESPONSABLE: DOLORE
MAGNA ALIQUAM, RAT VOLUTPAT.
LOREM IPSUM, DOLOR AMET, SED DIAM
CONSECTETUER ADIPISCING ELIT

FSC/
FPO
9mm W x 14mm H

Secondary with photo/seal + statement

A product shot of a Clinique Smart Clinical Repair wrinkle correcting serum bottle. The bottle is a vibrant purple color with a sleek, cylindrical shape. It features a silver-toned pump dispenser at the top. The Clinique logo, a large white 'C', is prominently displayed on the front. Below the logo, the brand name 'CLINIQUE' is written in a white, serif font. Underneath, the product name 'smart clinical repair' is written in a bold, white, sans-serif font. Further down, the description 'wrinkle correcting serum' and its French equivalent 'sérum correcteur anti-rides' are printed in a smaller, white, sans-serif font. At the bottom of the bottle, the text 'CL1870 LASER FOCUS COMPLEX' is visible in a small, white, sans-serif font. The bottle is set against a plain white background, and its reflection is visible on the surface it sits on.



**FSC/
FPO**

17mm W x 26,5mm H

CLINIQUE

In use - exceptions.

*for consistency in messaging.
eg. glass to plastic transition



Allergy Tested. 100% Fragrance Free.
Our addictively refreshing **gel-cream** with exclusive nutrient-rich aloe vera bio-ferment and hyaluronic acid penetrates into skin for 100 hours of hydration, even after washing your face. Helps skin continually rehydrate itself for an endlessly dewy, plump, healthy-looking glow. Use under or over makeup, or as a 5-minute mask.

Soumis à des tests d'allergie. 100% sans parfum.
Notre **gel-crème** rafraîchissant, à base de bio-ferment unique d'Aloe Vera, riche en nutriments, et d'acide hyaluronique, pénètre dans la peau et délivre 100 heures d'hydratation en continu, même après le nettoyage. Il aide la peau à se réhydrater continuellement pour une peau toujours repulpée, fraîche et éclatante de santé. S'utilise sous ou sur le maquillage, ou en masque hydratant* de 5 minutes.*hydratation des couches supérieures de l'épiderme

***RESPONSIBLE PACKAGE: LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DIM NONUMMY NIBH EUSM OD TINCIDUNT UT LAOREET DOLORE MAGNA ALIQUAM ERAT VOLUTPAT. UT WISI.**

Franchise specific*



3-STEP SKIN CARE: STEP 1
Very Dry to Dry Combination Skin
Dermatologist-developed.
Allergy Tested.
100% Fragrance Free.
Creamy foaming cleanser gently yet thoroughly removes pollution, dirt, excess oil and makeup to reveal smoother, clearer skin. Maintains skin moisture balance. Leaves dry skin feeling soft and comfortable, never tight. Non-drying. Non-stripping. Avoid eye area. After cleansing, follow with Clarifying Lotion to clear the way for smoother, brighter skin.

PROGRAMME BEAUTÉ BASIC 3 TEMPS : ÉTAPE 1
Très sèche à mixte
Créée par des dermatologues.
Soumis à des tests d'allergie.
100% sans parfum.
Cette crème moussante à la formule crémeuse élimine en douceur les impuretés, l'excès de sébum et le maquillage pour révéler une peau pus douce, plus éclatante. Maintient le niveau optimal d'hydratation de la peau. Prodigue douceur et confort aux peaux sèches. La peau ne tire plus. Non desséchant. Non agressif. Éviter le contour des yeux. Après le nettoyage, appliquer la Lotion Exfoliante pour un peau plus lisse et plus lumineuse.

Reinigungsschaum / Jabón Facial en Mousse / Mousse detergente per il viso / Schuimende Gezichtszeep / Espuma de Limpeza para o Rosto / Skummende ansigtssæbe / Skummende ansiktssåpe / Löddrande ansiktstvål / Αφρώδες Σαπούνι Καθαρισμού για το πρόσωπο / Mydło w pianie do mycia twarzy

INGREDIENTS: WATER/AQUA/EAU•MYRISTIC ACID•GLYCERIN•BEHENIC ACID•SODIUM METHYL COCOYL TAURATE•POTASSIUM HYDROXIDE•PALMITIC ACID•LAURIC ACID•STEARIC ACID•CAFFEINE•BUTYLENE GLYCOL•SUCROSE•SODIUM PCA•SODIUM HYALURONATE•TREHALOSE•PEG-3 DISTEARATE•UREA•POLYQUATERNIUM-51•TRISODIUM EDTA•DISODIUM EDTA•PHENOXYETHANOL [ILN41295]

***RESPONSIBLE PACKAGE: LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DIM NONUMMY NIBH EUSM OD TINCIDUNT UT LAOREET DOLORE MAGNA ALIQUAM ERAT VOLUTPAT.**

© CLINIQUE LABORATORIES, DIST. NEW YORK, N.Y. 10022
WLB LTD, GU32 3DD, UK • WLB'S NV, OEVEL BE-2260
NEW YORK • LONDON • PARIS MADE IN BELGIUM Z4KL

UPC/FPO

Primary w/ no carton