

CLINIQUE

Brand Slide Library

May 30th, 2024

About This Library

As we continue the work to position ourselves as an Active Derm brand, we wanted to make some updates to our brand presentation format to ensure it reflects this transition and is the best representation of Clinique today.

Our revised presentation format is more streamlined and grounded firmly in the core brand colors of white, green, and silver.

We've also listened closely to feedback and learned from the ways in which the previous template was being used to ensure the new presentation format is as flexible and simple as possible.

Now, it's mandatory to update to this PPT format for all presentations moving forward. Please also ensure you have downloaded and installed the correct fonts. This is also mandatory!





How To Use Library

- Download the slide library (see slide 7)
- These are **sample slides**, not actual content. Please use these slides as a slide library to start building your presentation.
- Please ensure that the Cliniques Helvetica Neue font is installed before use. I can be downloaded from the foundation [here](#)
- **Copy and paste** (ctrl+c, ctrl+v on PC / cmd+c, cmd+v on MAC) the slide you want to use as a base layout,
- and then **edit** content

Example:

copy the slide

Clinique has been actively building its global network of leading dermatologists, ophthalmologists, skin allergists, and Derm creators.

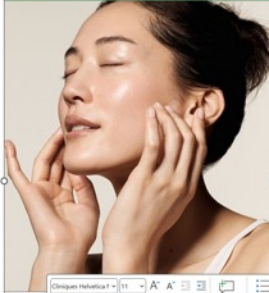



Dermatologists	Ophthalmologists	Skin Allergists	Derm Creators
			
Dermatologists are a must win to build credibility in Active Derma, and also provide patient insights to inform innovation, education.	Ophthalmologists are whitespace differentiators to breakthrough, building unique Eye Safety promise, and co-creating eye innovation.	Skin Allergists are whitespace differentiators, providing Allergy Science insights and informing allergic skin breakthroughs.	Derm creators drive derma EMV, helping translate complex science into authentic on-brand social media content.

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paste and edit

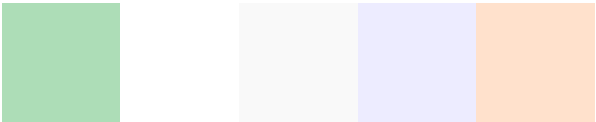
Edit Title

Edit title	Ophthalmologists	Skin Allergists	Derm Creators
			
Dermatologists are a must win to build credibility in Active Derma, and also provide patient insights to inform innovation, education.	Ophthalmologists are whitespace differentiators to breakthrough, building unique Eye Safety promise, and co-creating eye innovation.	Skin Allergists are whitespace differentiators, providing Allergy Science insights and informing allergic skin breakthroughs.	Derm creators drive derma EMV, helping translate complex science into authentic on-brand social media content.

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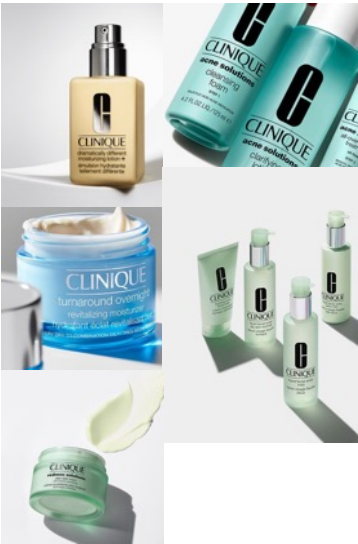
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Colors



Color Combinations (use them separate, do not mix)

#1 Base colors / branded content



#2 Smart Clinical Repair Franchise / Even better / Fragrance



#3 Moisture surge Franchise / Makeup






Examples

#1 Base colors / branded content



Clinique uniquely innovates total dermatological solutions from Skincare to Makeup, with Fragrance as an additional strategic pillar.




Skincare	Makeup	Fragrance
<p>60% PYZ MOB</p> 	<p>33% PYZ MOB</p> 	<p>7% PYZ MOB</p> 
<p>Clinical skincare solutions address the top dermatological skin concerns.</p> <ul style="list-style-type: none">• Formulated with dosimetry to the optimal dose• Skin-typed, simple routines• Clinically proven efficacy, safety obsessed	<p>"Active makeup" that has all of the efficacy and safety benefits of skincare. And the joy of makeup.</p> <ul style="list-style-type: none">• Foundations that are even better for skin• Clinique's unique Eye Safety Promise• Recruitment power of Black Honey	<p>Allergy tested fragrances have clinically proven neurosensory benefits.</p> <ul style="list-style-type: none">• Infusion of style and optimism• Gateway to Clinique Makeup• Drives loyalty and basket size

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#2 Smart Clinical Repair Franchise / Even better / Fragrance



Enter title here




Title	Title	Title
		
<p>Body copy here</p> <ul style="list-style-type: none">• Bullet 1	<p>Body copy here</p> <ul style="list-style-type: none">• Bullet 1	<p>Body copy here</p> <ul style="list-style-type: none">• Bullet 1

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#3 Moisture surge Franchise / Makeup



Enter title here

Title	Title	Title
		
<p>Body copy here</p> <ul style="list-style-type: none">• Bullet 1	<p>Body copy here</p> <ul style="list-style-type: none">• Bullet 1	<p>Body copy here</p> <ul style="list-style-type: none">• Bullet 1

CLINIQUE

Do

Title

Title	Title	Title	Title
Body Copy	Body Copy	Body Copy	Body Copy

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Don't (mixing combinations)

Title

Title	Title	Title	Title
Body Copy	Body Copy	Body Copy	Body Copy

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