



INTERNATIONAL MARKETING STRATEGY

How Labo supports the Activation, Visibility and Sell-Out
in the International Markets



LABO INTERNATIONAL MARKETING STRATEGY

In addition to the extra margin for marketing activities granted by the distribution agreement, Labo supports the new Distributors with a substantial marketing, communication and commercial plan.

Starting from the market launch preparation, till the promotions to sustain the sell-out, all the activities listed below are based on a close collaboration between the Distributors – with their local marketing and sales teams – and Labo international sales and marketing departments:

- 1)** Marketing and Technical training sessions
- 2)** Supply of Labo Marketing Kit to prepare the market launch
- 3)** Supply of the «Visual & Promo Starter Kit» for the opening of new points of sale.
- 4)** Additional Promotions for the sell-out of each P.O.S.
- 5)** POS Materials with every Production Order
- 6)** Communication and Advertising
- 7)** On-demand marketing support

1 MARKETING AND TECHNICAL TRAINING SESSIONS

Labo's first asset is the know-how and we want to make sure that our partners feel confident about the products, the brands and all the marketing mix.

For this reason, the first step with a new Distributor is to organize a series of training sessions:

- Commercial overview and training for the sales team
- First product training for sales and marketing teams
- Marketing training
- Technical training for the sales force
- Additional technical training for the staff of the POS.



2 LABO MARKETING KIT

The international marketing team provides, at the kick-off of a new Distributor, a complete marketing kit with materials and guidelines useful to build up Crescina and Fillerina brands and for preparing their launch in the market.

The marketing kit contains many different guidelines:

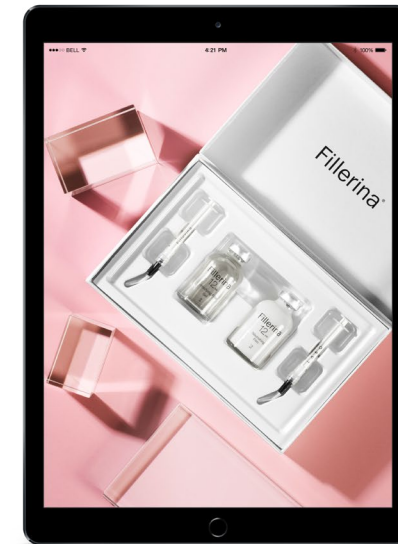
- **Brand & Identity Guidelines:** for the use of institutional logos, fonts, colors, etc.
- **Social Media Guidelines:** to develop a meaningful social communication, to govern composition, design and look&feel of the social profiles.
- **Website Guidelines:** to help the Distributor build a Labo local website coherent to labosuisse.com
- **Visual Merchandising Guidelines:** for the right merchandise and display of the products in the POS



2 LABO MARKETING KIT

Another important part of the marketing kit is the communication materials, such as photos, videos, texts, etc., which are made available to the Distributor right away to start building the communication strategy.

- Still-life product pictures
- Social creative materials
- Corporate and Product Videos
- Press releases and texts
- Newsletter templates
- International Endorsements
- Marketing and training materials



3 VISUAL & PROMO STARTER KIT

The Visual & Promo Starter Kit is first of all a powerful tool to open new points of sale, by provide the right materials for the proper organization, visibility and promotion of the two hero lines, **Crescina** and **Fillerina**.

The “Visual & Promo Starter Kit” for the POS will be made of:

LABO SHELF TALKERS kit of 4 pieces	«LABO AUTHORIZED POINT OF SALE» window sticker -1 piece	CRESCINA WINDOW STICKER 1x1m: 1 piece
FILLERINA WINDOW STICKER 1x1m: 1 piece	FILLERINA SAMPLES 20pcs each	CRESCINA SAMPLES
	Fillerina Gel sachet 2ml	Sample vials Man and Woman - 15pcs each
	Fillerina Nourishing Film sachet 2ml	Shampoo sachets Man and Woman - 20pcs each
	Fillerina Day Cream sachet 3ml	
	Fillerina Eye Contour sachet 1ml	

3 VISUAL & PROMO STARTER KIT ORGANIZATION OF THE POINT OF SALE

The **STARTER KIT FOR NEW POINTS OF SALE** provides the following institutional materials for the organization of the store and the product column.



> Labo "Authorized POS"
Window Sticker



3 VISUAL & PROMO STARTER KIT ORGANIZATION OF THE POINT OF SALE



> Labo Shelf Talkers - 4 per POS



> Labo Crowner - 1 per POS



3 VISUAL & PROMO STARTER KIT VISIBILITY OUTSIDE THE POINT OF SALE

In order to make the visual communication always more effective, Labo provides also specific materials in local language.

> Example of Window Stickers 100x100 cm

3 VISUAL & PROMO STARTER KIT

PROMOTION INSIDE THE POINT OF SALE

The free samples are the most useful promotional material inside the point of sale, especially during the launch phase of new products to allow the trial and to stimulate the first purchase. Every NEW POS will receive a first delivery of free samples by Labo.

As for the Distributor, this quantity will be in addition to the quantity granted by the orders.



3 VISUAL & PROMO STARTER KIT DIGITAL MATERIAL FOR THE POINT OF SALE

The Point of Sale will receive short videos for the promotion of Crescina and Fillerina in the internal video circuits.



Farmacile Help Net



CRESCINA
HFSC
BIOSFERIC TECHNOLOGY
LABO



EXPERTIZĂ ÎN DERMATO-COSMETICĂ
PROBĂ DE LABORĂTOR

PEPTIDE PRO-COLAGEN

Help Net
Nu am magazin
stăruie în casele de marcat Carrefour
VIA LA BINE



4 ADDITIONAL PROMOTIONS FOR THE SELL-OUT

Labo provides to its commercial partners different promotional materials and activities to boost the sell-out of the point of sale.

Examples of promotions:

- Samples box with discount coupon
- Fillerina pouch with samples
- Gifts With Purchase: Labo pouch, Labo comb, make-up remover cloth, compact mirror, Christmas gift
- Extra supply of free samples



Labo red pouch with card holder



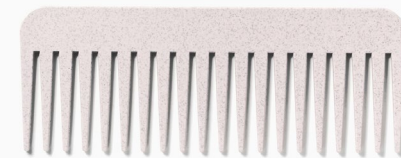
Fillerina pink pouch with samples



Labo white pouch



Labo compact mirror



Labo comb

4 ADDITIONAL PROMOTIONS FOR THE SELL-OUT

Labo provides to its commercial partners different promotional materials and activities to boost the sell-out of the point of sale.

Examples of promotions:

- Crescina Trial Kit
- Fillerina Trial Kit
- Gifts With Purchase: Fillerina Thermal Water Bottle, Labo blue pouch, Labo Brush, Labo towels, Labo tote bag



Labo Blue Pouch



Labo Brush



Labo Towel



Crescina Trial Kit with
3 sample vials



Fillerina Trial Kit
with mini bottles



Fillerina Thermal
Bottle

5 POS MATERIAL WITH EVERY PRODUCTION ORDER

Furthermore, together with each order, Labo grants a certain amount of free samples, POS materials and free goods of that specific products line.

Examples of POS material

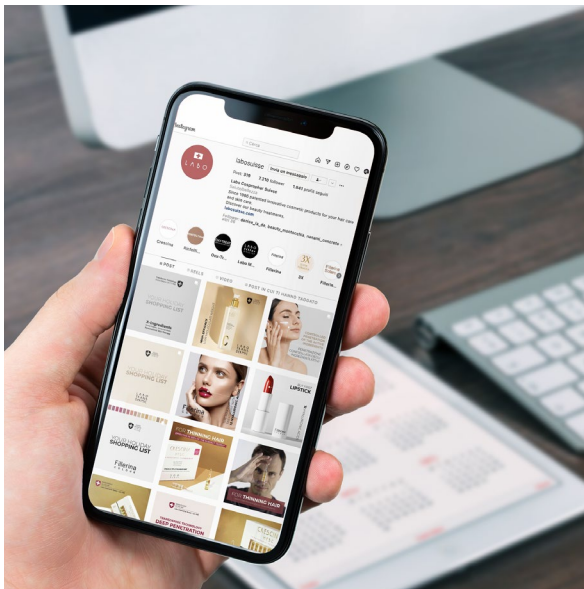


6 COMMUNICATION AND ADVERTISING

Labo will assist the new Distributor in digital and social communications by sending images, videos, texts and suggestions in relation to the various products and marketing calendars.

During the year the Distributor will receive new and fresh materials for the communications and promotional activities, such as:

- Product videos and photos (still-life and lifestyle)
- Corporate video
- Newsletters B2C related to the promotions
- Social media editorial plans
- Banners for website and digital campaigns



7 ON-DEMAND MARKETING SUPPORT

Labo marketing and designer teams are always available to develop customized materials for its partners such as: P.O.S materials, ADV layouts/banners (web and print), Newsletters, SoMe artworks, etc..



Love at first sight: the filler effect gel

FILLERINA 12 DOUBLE FILLER IS A FILLING EFFECT Dermo-COSMETIC TREATMENT INCLUDING A MIX OF 12 HYALURONIC ACIDS WITH DIFFERENT SIZE AND MOLECULAR WEIGHT TO PLUMP THE TISSUES.

Not the common filler. Taking about Filler the first thought is always the aesthetic rebouch that produces the overfill of the wrinkles. The last innovation by Labo Suisse is Fillerina 12 Double Filler, a dermo-cosmetic treatment to be applied home for 1 day promoting the same effect of a filler. The particular applicator allows to spread the product only on the areas to be filled, leaving it on for 10 minutes.

THE FORMULATION, LIKE A TREATMENT OF AESTHETIC MEDICINE

New Fillerina 12 Double Filler includes a mix of 12 **Hyaluronic Acids** of different size and molecular weights from 100 to 2 million Da, particularly effective for the penetration of the substance layers to promote the filling and the plumping of the tissues.

Just like a real filler, it doesn't act on the skin blemish only filling the wrinkles and modifying the facial volume, but it **also stimulates the endogenous production** of hyaluronic acid, from here the reason of the **Double Filler**. The hyaluronic acid is classified as a glycosaminoglycan since its molecule is unbranched, is made of the repetition of disaccharide units composed of two molecules, glucuronic acid and acetyl glucosamine. Fillerina 12 Double Filler gives the skin these two precursors of the hyaluronic acid that stimulates the endogenous production by means of the dermal cells.

The formulation is enhanced by the actives of the AG20 complex that promote the volume increase of the hyaluronic acids for a greater filler effect and thanks to the presence of ATP and Biotin that allow to increase the cell energy power. The formula contains also 3 Collagen and 2 Elastin with densifying and elasticizing properties, and the complex of 7 trace-size molecules, a growth synthesis factors for a restructuring effect deep into the skin. The Tropicium Maja Extract promotes, on the contrary, a better skin oxygenation.

How can the active ingredients penetrate deeply?

Thanks to the patented Transdermic Technology that is based on the low molecular weight of the active substances acting on the cutaneous layers to which is linked their real plumping efficacy. Furthermore, all the functional molecules are promoted by the presence of the penetrating facilitators, named enhancers. For a more effective absorption of the active ingredients.

JUST APPLY

Developed with increasing concentrations of 12 Hyaluronic Acids of different molecular weight, Fillerina 12 Double Filler by Labo is a filling dermo-cosmetic treatment for at-home use thanks to the particular applicator with rounded tip. The Filler Gel can be applied exactly on targeted areas of the face, like wrinkles, cheekbones and so. The Nourishing Firm completes the application.

LABO LABO COSPROPHAR





**SWISS
PATENTS**

Labo Suisse - est.1986



TOGETHER
FOR A
MUTUAL
GROWTH

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