

英雄 haircare hirōs

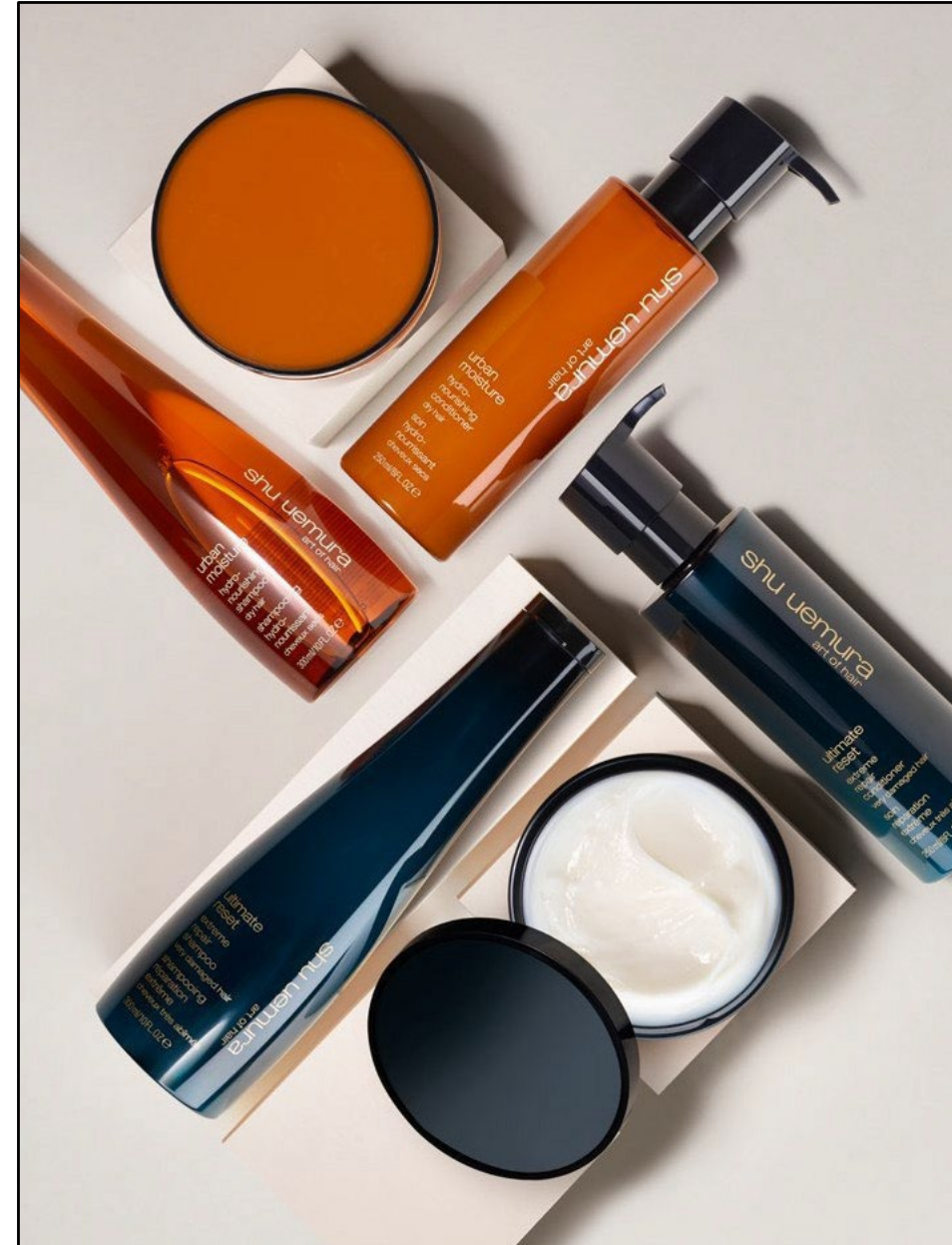


shu uemura
art of hair

creating a moment for tried & true hairecare collections



re-educate on our haircare collections
& drive trial through samples



curate a tailored routine based
on client's top hair concerns

inspired by our japanese
heritage and tradition



英雄

hirō

a japanese given name for a hero
who is generous, knowledgeable,
prosperous & tolerant

a benevolent leader admired
for courage, outstanding
achievements and noble qualities

the hirōs of your haircare routine tailored to your top concerns

addressing the top 2
concerns in the market



ultimate reset for damaged hair

with rice extract to
repair and restore



izumi tonic for fragile hair

with rice water to
strengthen & thicken



color lustre for color-treated hair

with musk rose oil
to preserve color



yūbi blonde for blonde hair

with white peony to nourish &
japanese pigment to neutralize



urban moisture for dry hair

with moringa oil
to hydrate



ashita supreme for frizz-prone hair

with ashitaba to
smooth & add shine



silk bloom for weakened hair

with argan oil to restore
mechanical damage



muroto volume for fine hair

with depsea water to
add nutrients & volume

merchandising & selling support

build awareness at point of sale & educate artists



new glorifier visual insert



product range brochure

designed to guide stylists & clients through the shu uemura brand and product ranges



backroom poster

drive conversion & trial at pos



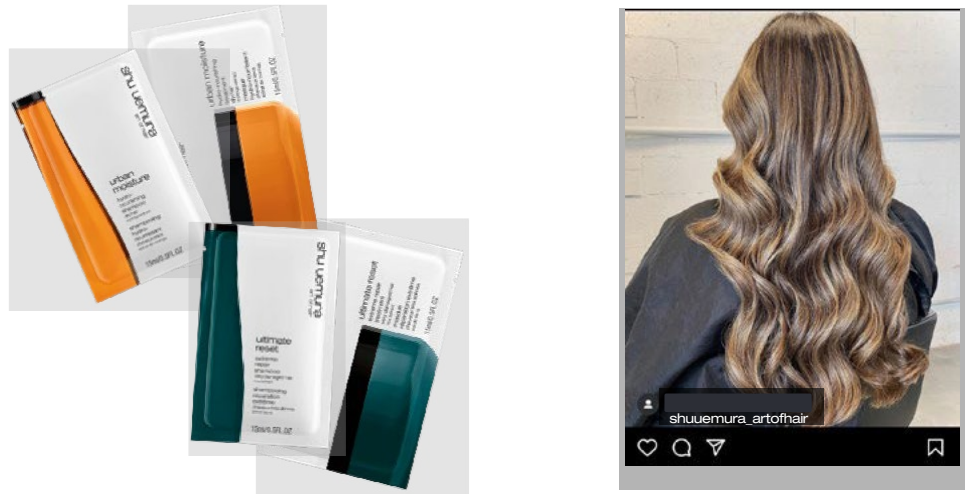
shu uemura pouch



hirō samples

drive trial with an engaging sample moment

snap your fresh look, share on social
& receive a sample



encourage social engagement
while driving trial at your salon

1.

share the shu uemura haircare ranges
with your client and identify her key concerns

2.

use the haircare collection aligned
with her hair concerns during her service

3.

at checkout, offer a complimentary sample bag of these
products if she shares a picture of her new hair and tags
the salon and of course @shuueemura_artof hair on instagram

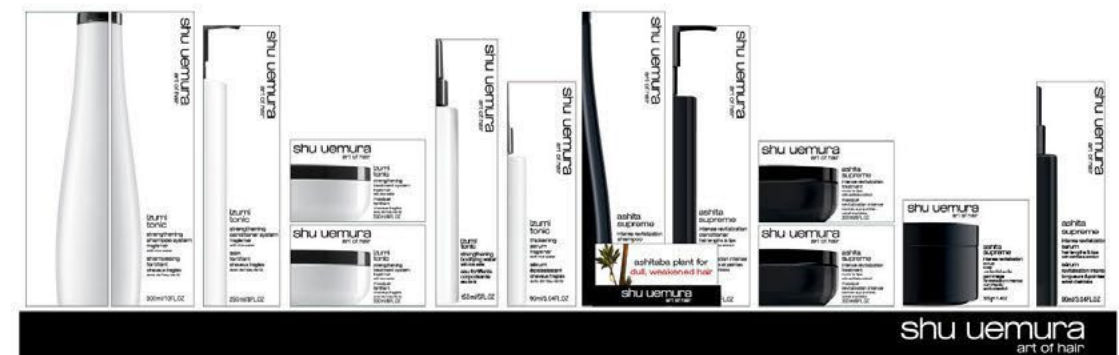
gwp



drive retail sales & loyalty
by gifting a sample filled shu uemura
summer pouch with the purchase
of any two hiro products!

shu uemura 2023 planogram

the ultimate luxury retail experience



luxé offer

2X level loyalty points

price	value	savings	%
\$ 2,000.00	\$ 3,168.32	\$1,168.32	37%

sku	offer		salon cost	
mix & match anything on order form				
			total buy-in	\$ -
			total buy-in min	\$ 2,000.00
receive complimentary:				
backbar				
E2666000	3	ultimate reset shampoo, 980 ml	\$45.00	\$ 135.00
E2666100	3	ultimate reset conditioner, 500 ml	\$44.00	\$ 132.00
samples				
E4053100	24	shu uemura pouch	\$5.00	\$ 120.00
E3714200	48	shu urban moisture masq 15ml	\$2.29	\$ 109.92
E3714100	48	shu urban moisture shp 15ml	\$1.10	\$ 52.80
E3713801	48	shu ultimate reset masq 15ml	\$2.29	\$ 109.80
E3713902	48	shu ultimate reset shampoo 15ml	\$1.10	\$ 52.80
E2666500	24	ultimate reset shampoo, 75 ml travel size	\$8.00	\$ 192.00
E2638000	24	ultimate reset conditioner, 40 ml	\$8.00	\$ 192.00
E3804800	24	shu ess abs dlx 15ml	\$3.00	\$ 72.00
merchandising				
P2645800	1	small glorifier insert	\$ -	\$ -
P2645900	1	backroom poster	\$ -	\$ -
P2646000	20	shu product brochure	\$ -	\$ -
			total complimentary:	\$1,168
			savings:	37%

boutique offer

2X level loyalty points

price	value	savings	%
\$ 1,000.00	\$ 1,347.66	\$347.66	26%

sku	offer		salon cost	
mix & match anything on order form				
			total buy-in	\$ -
			total buy-in min	\$ 1,000.00
receive complimentary:				
backbar				
E2666000	1	ultimate reset shampoo, 980 ml	\$45.00	\$ 45.00
E2666100	1	ultimate reset conditioner, 500 ml	\$44.00	\$ 44.00
samples				
E4053100	12	shu uemura pouch	\$5.00	\$ 60.00
E3714200	24	shu urban moisture masq 15ml	\$2.29	\$ 54.96
E3714100	24	shu urban moisture shp 15ml	\$1.10	\$ 26.40
E3713801	24	shu ultimate reset masq 15ml	\$2.29	\$ 54.90
E3713902	24	shu ultimate reset shampoo 15ml	\$1.10	\$ 26.40
E3804800	12	shu ess abs dlx 15ml	\$3.00	\$ 36.00
merchandising				
P2645800	1	small glorifier insert	\$ -	\$ -
P2645900	1	backroom poster	\$ -	\$ -
P2646000	10	shu product brochure	\$ -	\$ -
			total complimentary:	\$348
			savings:	26%

let's get social
#shuartofhairusa



facebook.com/shuuemuraaoh.usa



twitter.com/shu_artofhair



instagram.com/shuuemura_artofhair



pinterest.com/shuartofhairusa



youtube.com/shuuemuraartofhair

www.shuuemuraartofhair-usa.com

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