

# Market

Gulf

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# Gulf

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# HSM

[Detergent](#)[Female grooming /  
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# Detergent

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

# Dish Care

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

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# Fabric Softners

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

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# Diapers / Baby Care

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

# Fem Care

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

# Male grooming / Male B&R

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

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# Female grooming / Female B&R

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

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# Skin Care

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

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# Soaps

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

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# Oral Care



## Crest Core

### Core Range

Regular/Base

### Planogram

Regular/Base

1/1+

1/1+

## Oral B MOC

### Core Range

Regular/Base

### Planogram

Regular/Base

1/1+

1/1+

## Oral BPOC

### Core Range

Regular/Base

### Planogram

Regular/Base

1/1+

1/1+

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# Hair care

**Core Range**

Regular/Base

1/1+

Clinicare

H&amp;S

**Planogram**

Regular/Base

1/1+

WPS

Herbal Essences

Pantene

Pert

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# Clincare

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

## H&amp;S

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

# Pantene

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

## WPS

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

# Herbal Essences

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

## Pert

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

# Colorants

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

# Detergents Hypermarket - Core Range (1/1+)



DETERGENTS					
BRAND	SEGMENT	VARIANT	SIZE	SKU RANKING	
ARIEL	High sud	Original	3kg	11	
		Original	6kg	13	
		Original	7.5kg	14	
		WTD Original	3kg	17	
		Original	4.5kg	18	
		Original	260g	19	
		Original	1.5kg	20	
		WTD Jasmine	3kg	23	
		Original	110g	25	
		WTD	4.5kg	26	
	Low sud	Original	9kg	27	
		WTD	260g	28	
		Original	6kg	1	
		Original	3kg	2	
		WTD Original	3kg	3	
		Original	4.5kg	6	
		Original	1.5kg	7	
		WTD Jasmine	3kg	8	
Liquid	Liquid	Original	260g	9	
		Original	9kg	12	
		Color	3kg	24	
		Ariel Power Capsules Original (New)	16cnt	4	
		Ariel Power Capsules WTD (New)	16cnt	5	
		Original (New)	170g	10	
		Ariel Power Capsules Original (New)	32cnt	15	
		Ariel Power Capsules WTD (New)	32cnt	16	
Ariel Power Gel (New)		2L	21		
Ariel Power Gel (New)		3L	22		
<b>TOTAL NUMBER OF SKUs</b>			<b>28</b>		

DETERGENTS					
BRAND	SEGMENT	VARIANT	SIZE	SKU RANKING	
TIDE	High sud	Original	110g	14	
		WTD	110g	20	
		Jasmine	110g	21	
		Original (New)	170g	24	
		WTD (New)	170g	25	
		Original	260g	8	
		Original	1.5kg	6	
		Jasmine	1.5kg	19	
		Original	3kg	5	
		WTD	3kg	10	
	Liquid	Jasmine	3kg	13	
		Original	4.5kg	7	
		WTD	4.5kg	17	
		Jasmine	4.5kg	18	
		Original	6kg	4	
WTD		6kg	15		
Original		7.5kg	11		
Original		1.5kg	3		
Original		3kg	2		
Original		4.5kg	9		
WTD Original		3kg	12		
Original		6kg	1		
Original		9kg	16		
Tide LDD Black		1L	22		
Tide LDD Sensitive		1L	23		
<b>TOTAL NUMBER OF SKUs</b>				<b>28</b>	



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## Detergents Hypermarket - Core Range (1/1+)



DETERGENTS				
BRAND	SEGMENT	VARIANT	SIZE	SKU RANKING
BONUX	High sud	Orignal	110g	6
		Lemon	110g	7
		Lily	110g	9
		Original	1.5kg	3
		Lily	1.5kg	5
		Lemon	1.5kg	8
		Original	3kg	2
		Original	4.5kg	4
		Original	6kg	1
		TOTAL NUMBER OF SKUs		9



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# Detergents Hypermarket – Category Planogram (Base)



## Total Category



## Recommended P&G Shelf



35%

40%

15%  
Bonux 10%

**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



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# Detergents Hypermarket - Ariel Planogram (Base)



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Detergents Hypermarket - Tide HS Planogram (Base)



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Detergents Hypermarket - Liquids Planogram (Base)



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Detergents Hypermarket - Tide LS & Bonux Planogram (Base)



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



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# Detergents Hypermarket - Category Planogram (1/1+)



## Total Category



Optional

## Recommended P&G Shelf



Optional

25%

50%

20%  
Bonux 5%

**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



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# Detergents Hypermarket - Ariel Planogram (1/1+)



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

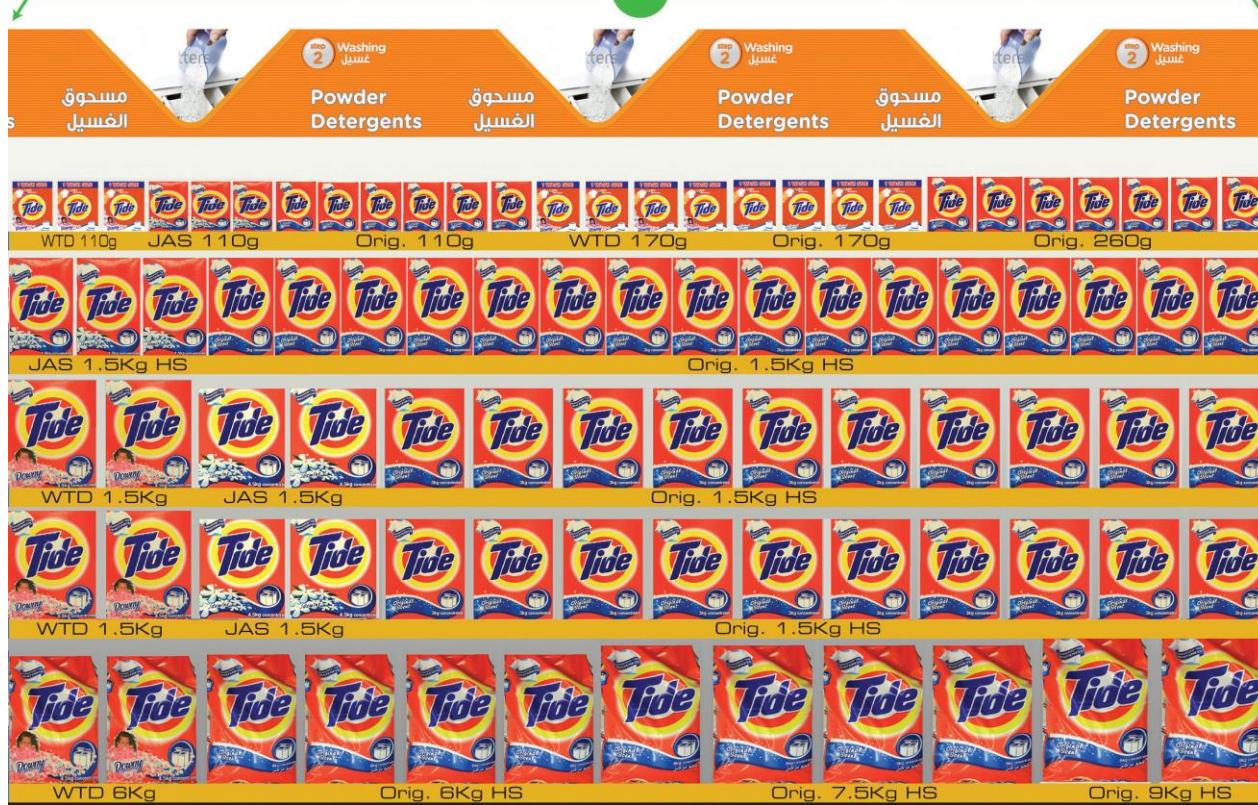


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# Detergents Hypermarket - Tide HS Planogram (1/1+)



25%



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



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# Detergents Hypermarket - Tide LS & Bonux Planogram (1/1+)



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



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# Detergents Hypermarket - Liquids Planogram (1/1+)

Within P&G Recommended  
Shelf for Liquids



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



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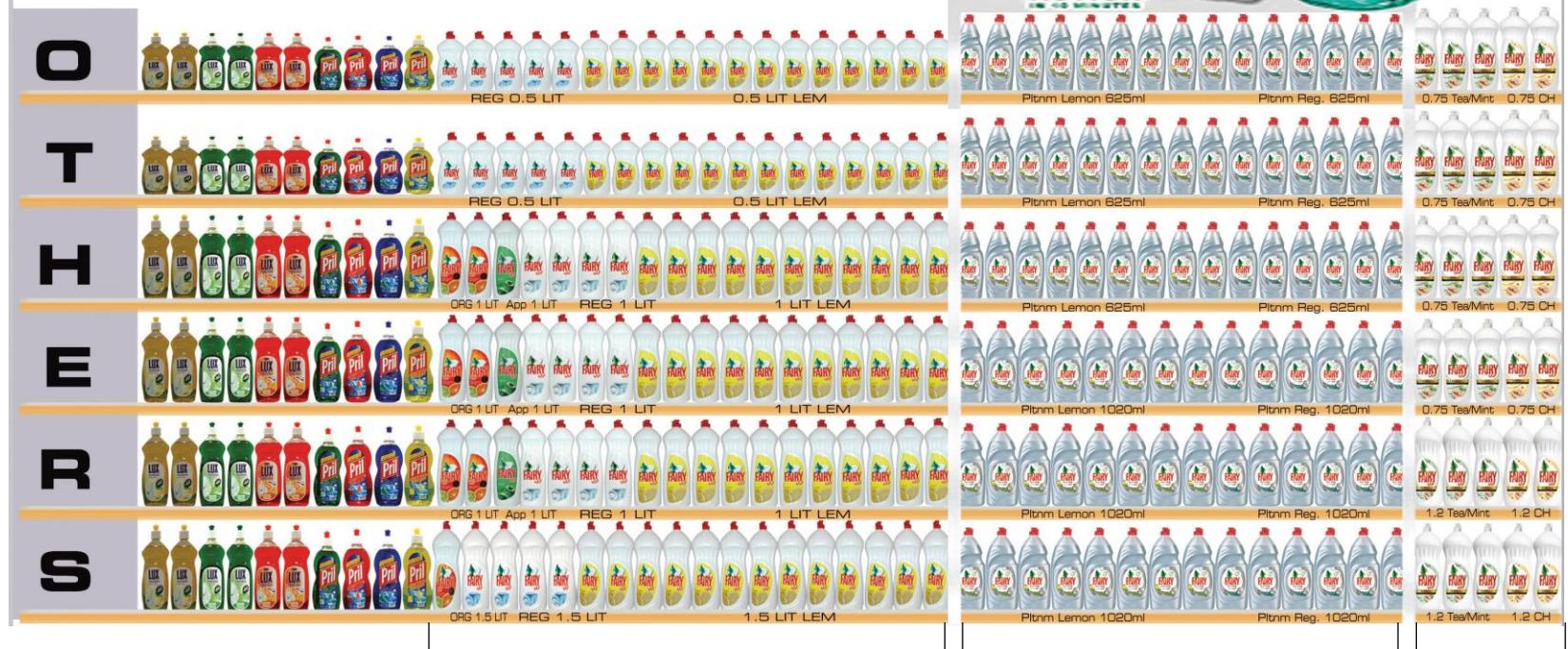
# Dishwashing Liquid Hypermarket - Core Range (Base & 1/1+)



FAIRY		
VARIANT	SIZE	SKU RANKING
Original	500ml	6
Original	1L	4
Original	1.5L	5
Lemon	500ml	3
Lemon	1L	1
Lemon	1.5L	2
Apple	1L	14
Orange & Lemongrass	1L	7
Orange & Lemongrass	1.5L	15
Chamomile	750ml	8
Chamomile	1.2L	16
Tea & Mint	750ml	9
Tea & Mint	1.2L	17
Platinum Lemon & Lime	625ml	10
Platinum Lemon & Lime	1050ml	12
Platinum Arctic Fresh	625ml	11
Platinum Arctic Fresh	1050ml	13
<b>TOTAL NUMBER OF SKUs</b>		<b>17</b>

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# Dishwashing Liquid Hypermarket - Planogram (Base & 1/1+)



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

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# Fabric Softener Hypermarket - Core Range (Base)



DOWNY			
SEGMENT	VARIANT	SIZE	SKU RANKING
CONCENTRATE	Valley Dew	1L	1
	Dream Garden	1L	2
	Floral Breeze	1L	3
	Gentle	1L	5
	Romantic (Pink)	1L	4
	Summer Flower (Yellow)	1L	7
	Elegant (Black)	1L	8
	Natural (Purple)	1L	9
	Luxury (Gold)	1L	6
	Valley Dew	1.5L	10
	Dream Garden	1.5L	11
	Floral Breeze	1.5L	17
	Gentle	1.5L	18
	Romantic (Pink)	1.5L	19
	Summer Flower (Yellow)	1.5L	22
	Elegant (Black)	1.5L	21
	Natural (Purple)	1.5L	23
	Luxury (Gold)	1.5L	20
DILUTE	Valley Dew	2L	13
	Dream Garden	2L	15
	Stay Fresh (Blue)	2L	16
	Valley Dew	3L	12
	Dream Garden	3L	14
	Stay Fresh (Blue)	3L	24
TOTAL NUMBER OF SKUs			24

BACK

# Fabric Softener Hypermarket - Core Range (1/1+)



DOWNY			
SEGMENT	VARIANT	SIZE	SKU RANKING
CONCENTRATE	Valley Dew	1L	1
	Dream Garden	1L	2
	Floral Breeze	1L	3
	Gentle	1L	5
	Romantic (Pink)	1L	4
	Summer Flower (Yellow)	1L	7
	Elegant (Black)	1L	8
	Natural (Purple)	1L	9
	Luxury (Gold)	1L	6
	Valley Dew	1.5L	10
	Dream Garden	1.5L	11
	Floral Breeze	1.5L	12
	Gentle	1.5L	13
	Romantic (Pink)	1.5L	14
	Summer Flower (Yellow)	1.5L	17
	Elegant (Black)	1.5L	16
	Natural (Purple)	1.5L	18
	Luxury (Gold bottle)	1.5L	15
<b>TOTAL NUMBER OF SKUs</b>			<b>18</b>

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# Fabric Softener Hypermarket - Planogram (Base)



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

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# Fabric Softener Hypermarket - Planogram (1/1+)



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

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# Baby Care Hypermarket - Core Range (Base)



PAMPERS			
SEGMENT	VARIANT	SKU / SIZE	SKU RANKING
DIAPERS	Mainline	CP S1	7
		CP S2	7
		CP S3	7
		CP S4	7
		CP S4+	7
		CP S5	7
		CP S6	7
		VP S1	6
		VP S2	6
		VP S3	6
		VP S4	6
		VP S4+	6
		VP S5	6
		JP S3	4
		JP S4	4
		JP S4+	4
		JP S5	4
		JP S6	4
		MP S3	5
		MP S4	5
		MP S4+	5
		MP S5	5
		MP S6	5
		MB S3	9*
		MB S4	9*
		MB S4+	9*
		MB S5	9*

PAMPERS			
SEGMENT	VARIANT	SKU / SIZE	SKU RANKING
DIAPERS	Pants Boys	VP S4	8
		VP S5	8
		VP S6	8
		VP S4	8
		VP S5	8
	Pants Girls	VP S6	8
		CP S1	3
		CP S2	3
		CP S3	3
		CP S4	3
DIAPERS	Premium Care	CP S5	3
		VP S1	1
		VP S2	1
		VP S3	1
		VP S4	1
		VP S5	1
		JP S3	2
		JP S4	2
		JP S5	2
		BF Single	10
WIPES	Wipes Baby Fresh	BF Dual	10
		SE Single	10
	Wipes Sensitive	SE Dual	10
		TOTAL NUMBER OF SKUs	50

\*MB is not a PSKU in stores with less than 5 shelves

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# Baby Care Hypermarket - Core Range (1/1+)



PAMPERS			
SEGMENT	VARIANT	SKU / SIZE	SKU RANKING
DIAPERS	Mainline	CP S1	7
		CP S2	7
		CP S3	7
		CP S4	7
		CP S4+	7
		CP S5	7
		CP S6	7
		VP S1	6
		VP S2	6
		VP S3	6
		VP S4	6
		VP S4+	6
		VP S5	6
		JP S3	4
		JP S4	4
		JP S4+	4
		JP S5	4
		JP S6	4
		MP S3	5
		MP S4	5
		MP S4+	5
		MP S5	5
		MP S6	5
		MB S3	9*
		MB S4	9*
		MB S4+	9*
		MB S5	9*

PAMPERS			
SEGMENT	VARIANT	SKU / SIZE	SKU RANKING
DIAPERS	Pants Boys	VP S4	8
		VP S5	8
		VP S6	8
		VP S4	8
		VP S5	8
	Pants Girls	VP S6	8
		CP S1	3
		CP S2	3
		CP S3	3
		CP S4	3
DIAPERS	Premium Care	CP S5	3
		VP S1	1
		VP S2	1
		VP S3	1
		VP S4	1
		VP S5	1
		JP S3	2
		JP S4	2
		JP S5	2
		BF Single	10
WIPES	Wipes Baby Fresh	BF Dual	10
		SE Single	10
	Wipes Sensitive	SE Dual	10
		TOTAL NUMBER OF SKUs	50

\*MB is not a PSKU in stores with less than 5 shelves

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# Baby Care Hypermarket - 5 Shelves Planogram (Base)

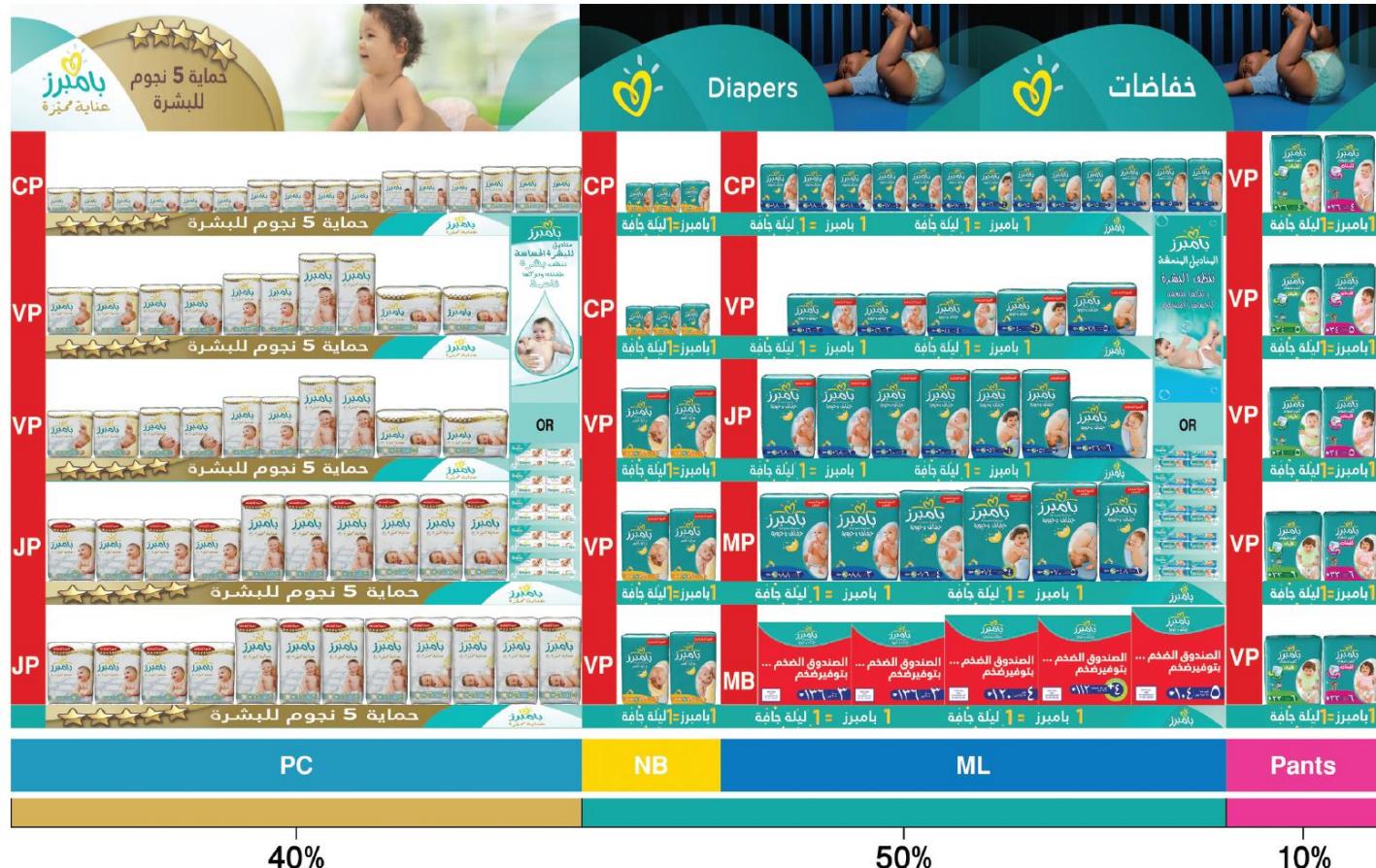


NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

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# Baby Care Hypermarket - Planogram (1/1+)



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

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# Feminine Care Hypermarket - Core Range (Base & 1/1+)



ALWAYS			
SEGMENT	VARIANT	SIZE	SKU RANKING
LINERS	Normal	20	32
	Normal	40	24
	Normal	54	22
	Normal Fresh	20	33
	Normal Fresh	40	25
	Normal Fresh	54	23
	Large	16	34
	Large	48	35
	Flexistyle	22	36
	Flexistyle	70	37
	Longplus	44	38
	Normal	80	39
	Primavera Normal	30	40
	Primavera Normal	58	41
	Primavera Fresh	24	42
	Primavera Large	26	43
	Primavera Large	48	44
CPM	Normal + 10's	10	48
	Normal + 30's	30	45
	Normal + 50's	50	51
	Super 10's	10	49
	Super 30's	30	46
	Super 50's	50	52
	Super + 10's	10	5
	Super + 30's	30	1
	Super + 50's	50	3
	Night 8's	8	18
	Night 24's	24	7



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# Feminine Care Hypermarket - Core Range (Base & 1/1+)



ALWAYS			
SEGMENT	VARIANT	SIZE	SKU RANKING
SENSITIVE	Normal + 10's	10	50
	Normal + 30's	30	47
	Super + 10's	10	6
	Super + 30's	30	2
	Super + 50's	50	4
	Sens Night	8	19
	Sens Night	24	8
ULTRA	Always Ultra CPM Normal with Wings	8	27
	Always Ultra CPM Normal with Wings Dual Pack	16	26
	Always Ultra CPM Super with Wings	7	11
	Always Ultra CPM Super with Wings Dual Pack	14	9
	Always Ultra Night	6	17
	Always Ultra Sensitive Light with Wings	10	12
	Always Ultra Sensitive Light with Wings Dual Pack	20	10
	Always Ultra Sensitive Super with Wings	8	29
	Always Ultra Sensitive Super with Wings	16	28
	Ultra Diamond Super with Wings Dual Packs	16	15
	Ultra Diamond Super with Wings	8	16
	Ultra Diamond Light with Wings Dual Packs	14	31
	Ultra Diamond Light with Wings	7	30
CPM	Normal + 10's	10	21
	Normal + 30's	30	20
	Super + 10's	10	14
	Super + 30's	30	13
	TOTAL NUMBER OF SKUs		52



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# Feminine Care Hypermarket - Planogram (Base & 1/1+)



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



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# Feminine Care Hypermarket - Liners Planogram (Base & 1/1+)



## Location Category Guidelines:

1. Always Liners is recommended to be placed in the liners next to Carefree.
2. If liners category is next to pads, then Always liners is recommended to be between Carefree and Always pads.

**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



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# Male Blades & Razors and Shave Care Hypermarket

## - Core Range (Base & 1/1+)



CAMAY			
SEGMENT	VARIANT	SIZE	SKU RANKING
BLADES AND RAZORS	System Blades	Fusion Proglide Power 4s	5
		Fusion Proglide Power 8s	22
		Fusion Proglide Manual 4s	3
		Fusion Proglide Manual 8s	23
		Fusion Power 4s	11
		Fusion Power 8s	24
		Fusion Manual 4s	8
		Fusion Manual 8s	25
		Mach3 Power 4s	15
		Mach3 Power 8s	29
		Mach3 Sensitive 4s	8
		Mach3 Sensitive 8s	25
		Mach3 Turbo 4s	13
		Mach3 Turbo 8s	28
		Mach3 Turbo 12s	27
		Mach3 4s	6
		Mach3 8s	26
		Blue3 System 3s	30
		Blue3 System 6s	17
		Fusion Proglide Styler	21
		Fusion Proglide Power - 1-up	4
		Fusion Proglide Manual - 2-up	1
		Fusion Proglide Manual -1-up	2
		Fusion Proglide Power - 1-up (Silver Touch)	19
	System Razors	Fusion Proglide Manual - 2-up (Silver Touch )	20
		Fusion Power - 1-up	12
		Fusion Manual - 2-up	9
		Fusion Manual -1-up	10
		Fusion Cool White Power - 1-up	21
		Mach3 Power - 1-up	32
		Mach3 Sensitive - 1-up	34
		Mach3 Turbo - 2-up	14
		Mach3 Regular - 1-up	7
		Blue3 System- 1-up	16



BACK

# Male Blades & Razors and Shave Care Hypermarket

## - Core Range (Base & 1/1+)



CAMAY			
SEGMENT	VARIANT	SIZE	SKU RANKING
BLADES AND RAZORS	Disposables	Blue3 3s	1
		Blue3 6s	8
		Blue 3 - Ice 3s	9
		Blue 3 - Ice 6s	4
		Blue 3 - Red 3s	10
		Blue 3 - Red 6s	5
		Blue II Plus - 5s	7
		Blue II Plus 10s	2
		Blue II - 5s	6
		Blue II - 10s	3
		Gillette2 5s	12
		Gillette 2 - 10	13
		Body 3s	11
	Fusion Proglide Gel	Hydrating 200 ml	4
		Cooling 200 ml	5
	Fusion Gel	Tough Beard 200 ml	6
		Sensitive 200 ml	3
	Series Gel	Moisturizing 200 ml	2
		Sensitive 200 ml	1
	Gillette Gel	Cool Cleansing 250 ml	8
		Sensitive 250 ml	7
		Conditioning 250 ml	11
		Regular 200 ml	13
		Lemon Lime 200 ml	10
	Gillette Foamy	Classic Clean 200 ml	12
		Sensitive 200 ml	9
		Sensitive 60 g	14
	Tube Shave Gel	Moisturizing 60 g	15
		2x1 100 ml	5
		3x1 50 ml	4
	Series After Shave Gel	Sensitive 100ml	3
	Series After Shave Balm	Sensitive 100ml	6
	Series After Shave Splash	Cool Wave 100ml	1
		Artic Ice 100ml	2
TOTAL NUMBER OF SKUs			68



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# Male Blades & Razors Hypermarket - Planogram (Base & 1/1+)



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

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# Female Blades & Razors Hypermarket - Core Range (Base & 1/1+)

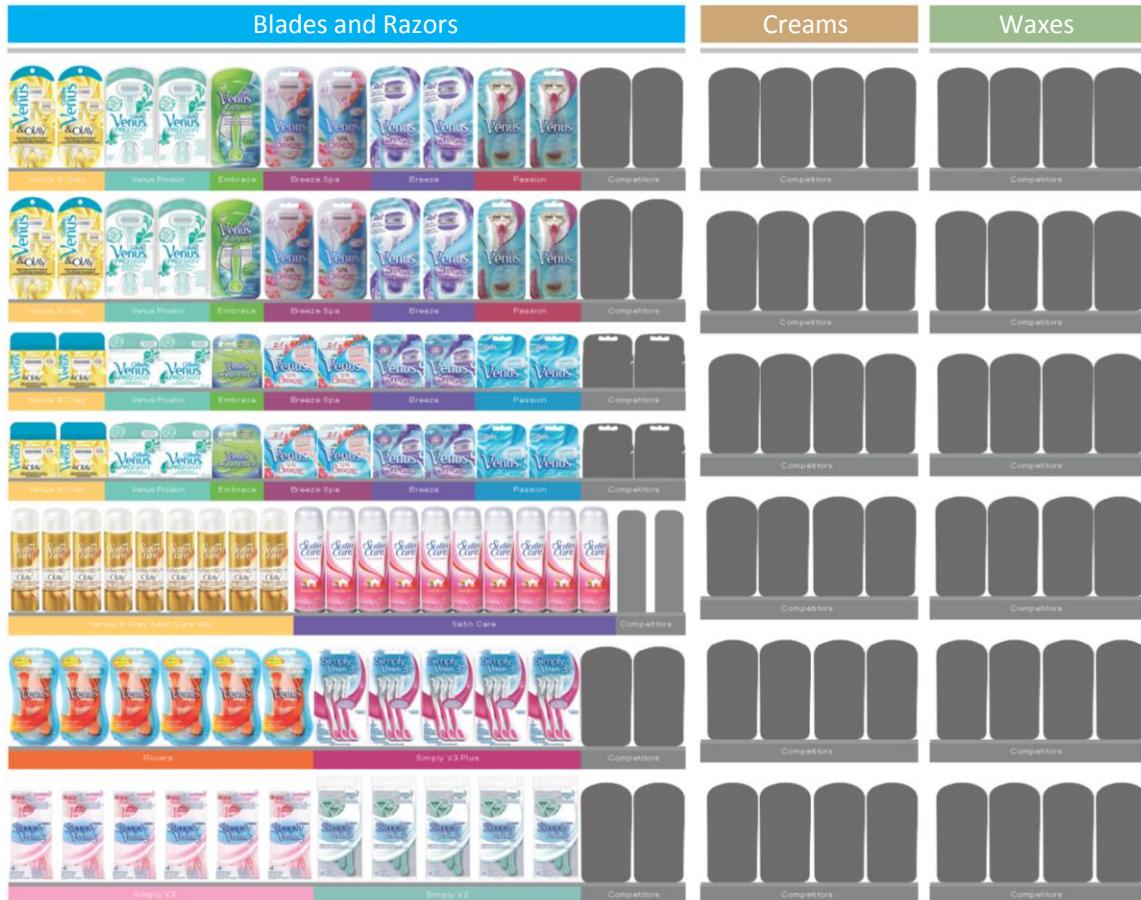


GILLETTE VENUS		
SEGMENT	SKU / SIZE	SKU RANKING
SYSTEM BLADES	Venus & Olay 4s	2
	Proskin 4s	4
	Embrace 4s	6
	Breeze SPA 4s	8
	Breeze 4s	10
	Pink Passion 4s	12
SYSTEM RAZORS	Venus & Olay 1up	1
	Proskin 1up	3
	Embrace 1up	5
	Breeze SPA 1up	7
	Breeze 1up	9
	Pink Passion 1up	11
DISPOSABLES	Riviera	4
	Simply Venus 3 Plus	1
	Simply Venus 3	2
	Simply Venus 2	3
<b>TOTAL NUMBER OF SKUs</b>		<b>16</b>

GILLETTE			
SEGMENT	VARIANT	SKU	SKU RANKING
FEMALE PRE SHAVE	Satin Care	Bikini Protection 200 ml	1
	Satin Care	Venus & Olay 200ml	2
<b>TOTAL NUMBER OF SKUs</b>			<b>2</b>

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## **Female Blades & Razors Hypermarket - Planogram (Base & 1/1+)**



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

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# Skin Care Hypermarket - Core Range (Base & 1/1+)



OLAY			
SEGMENT	VARIANT	SIZE	SKU RANKING
Regenerist	Microsculpting cream	50ml	10
	Night Cream	50ml	14
	Day Cream	50ml	15
	UV lotion	75ml	16
	Eye Lifting Serum	15ml	17
	Microsculpting serum	50ml	24
	Wrinkle Relaxing Complex	50ml	31
	CC Cream Lightest Skin Tone	50ml	32
	CC Cream Medium Skin Tone	50ml	33
	CC Cream Darkest Skin Tone	50ml	34
	Cleansing Device Kit		36
	Cleansing Refill Kit		37
	Cleanser	150ml	38
	Micsrosclupting cream with SPF 30	50ml	39
	Night Renewal Elixir	50ml	42

OLAY			
SEGMENT	VARIANT	SIZE	SKU RANKING
Total Effects	Day Cream	50ml	4
	Night Cream	50ml	5
	Eye Cream	15ml	13
	Serum	50ml	19
	Sensitive Day Cream	50ml	25
	BB Cream TOF Fair	50ml	28
	BB Cream TOF Medium	50ml	29
	Concealer	15ml	30
	2 in 1 Moisturizer + Serum SPF 20	40ml	35
	CC Cream Fair SPF 15	50ml	40
	CC Cream Medium SPF 15	50ml	41
	Face Wash	150ml	47
	Cleansing Toner	200ml	48
	Cleansing Milk	200ml	49
	Age Defying Series	Day Cream	50ml
			23

NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Skin Care Hypermarket - Core Range (Base & 1/1+)



OLAY			
SEGMENT	VARIANT	SIZE	SKU RANKING
Age Defying Series	Night Cream	50ml	50
	Eye Gel	15ml	51
White Radiance	Day Cream	50g	11
	Night Cream	50g	12
	Intensive Fairness Cream	50g	26
	Cleanser	100g	43
	Intensive Fairness Serum	40ml	44
	Day Lotion	75ml	45
	UV Blocker SPF 50	50ml	46
	Eye Serum	15g	53
	Spot corrector	15g	54
	Day cream	50g	1
Natural White	Night cream	50g	2
	Day cream	100g	3
	Day Fluid	75ml	18
	Instant Glow	40g	27
	Face Wash	100g	52

OLAY			
SEGMENT	VARIANT	SIZE	SKU RANKING
Complete (Yellow)	Day Cream	50ml	20
	Day Cream Sensitive	50ml	21
Classic Care (Pink)	Night Cream	50ml	22
	Beauty Fluid	200ml	6
	DoubleAction Day Cream	50g	7
	DoubleAction Night Cream	50g	8
	Beauty Fluid	100ml	9
	ActHydrating Gel	50ml	55
	Face wash	150ml	56
	Milk	200ml	57
	Toner	200ml	58
	Make up Remover	100ml	59
TOTAL NUMBER OF SKUs			59

NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

## Skin Care Hypermarket - Planogram (Base & 1/1+)

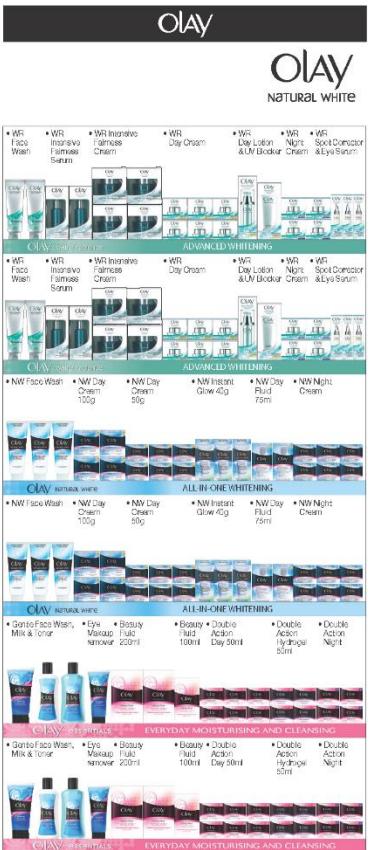


The maximum height of the Olay shelves should not exceed 170cm. All shelves above 170cm should be used for storage space or replicate the highest shelf within the planogram.

**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

**BACK**

## Skin Care Hypermarket - Planogram (Base & 1/1+)



The maximum height of the Olay shelves should not exceed 170cm. All shelves above 170cm should be used for storage space or replicate the highest shelf within the planogram.

**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

# Personal Cleaning Hypermarket - Core Range (Base & 1/1+)



CAMAY			
SEGMENT	VARIANT	SIZE	SKU RANKING
BAR SOAP	Romantique	125gm	7
	Vintage	125gm	8
	Dejour	125gm	9
	Zerlina	125gm	10
	Dynamique	125gm	11
	Beaute DLN	125gm	12
	Romantique	175gm	18
	Vintage	175gm	19
	Zerlina	175gm	20
	Dynamique	175gm	21
	Beaute DLN	175gm	22
	Romantique	125gm 6s	1
	Vintage	125gm 6s	2
	Dejour	125gm 6s	3
	Zerlina	125gm 6s	4
	Dynamique	125gm 6s	5
	Beaute DLN	125gm 6s	6
	Romantique	175gm 6s	13
	Vintage	175gm 6s	14
	Zerlina	175gm 6s	15
	Dynamique	175gm 6s	16
	Beaute DLN	175gm 6s	17
TOTAL NUMBER OF SKUs		22	

CAMAY			
SEGMENT	VARIANT	SIZE	SKU RANKING
SHOWER GEL	Romantique	250ml	1
	Vintage	250ml	2
	Dejour	250ml	3
	Zerlina	250ml	4
	Dynamique	250ml	5
	Beauty DLN	250ml	6
TOTAL NUMBER OF SKUs			6

CAMAY			
SEGMENT	VARIANT	SIZE	SKU RANKING
BAR SOAP	Zest Ice Fresh	125gm	1
	Zest Lemon Fresh	125gm	2
	Zest Lemon Fresh	175gm	3
	Zest Ice Fresh	175gm	4
TOTAL NUMBER OF SKUs			4

BACK

# Personal Cleansing Hypermarket - Planogram (Base & 1/1+)



**Romantique (6s)+Vintage (6s)**

**Zerlina (6s)+Dynamique (6s)**

**Beaute DN (6s) (175g)**



**Romantique Shower Gel**



**Romantique (6s)+Vintage (6s)**

**Dejour (6s)+Zerlina (6s)+Dynamique (6s)**

**Beaute DN (6s) (125g)**



**Vintage Shower Gel**



**Romantique (6s)+Vintage (6s)**

**Dejour (6s)+Zerlina (6s)+Dynamique (6s)**

**Beaute DN (6s) (125g)**



**Dejour Shower Gel**



**Romantique+Vintage**

**Zerlina+Dynamique**

**Beaute DN(175g Singles)**



**Zerlina Shower Gel**



**Romantique)+Vintage**

**Dejour+Zerlina+Dynamique**

**Beaute DN (125g Singles)**



**Dynamique Shower Gel**



**Zest Lemon Fresh + Zest Ice Fresh (125g)**

**Zest Lemon Fresh + Zest Ice Fresh (175g)**



**Beaute Shower Gel**

**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK



# Oral Care Hypermarket - Crest Core Range & Planogram (Base & 1/1+)

BRAND	SEGMENT	SKU	SKU RANKING
CREST	TOOTHPASTE	3D White125ml	11
		3D White Fresh Cool Water 125ml	12
		3D Luxe Pearl Royal Spa 75ml	1
		3D Luxe Healthy Shine 75ml	2
		3D Luxe Anti Tobacco 75ml	4
		3D Luxe Glamour 75ml	3
		AC Salt Icy Power125ml	18
		AC Fresh Mint 125ml	15
		AC Mild Mint 125ml	17
		AC Herbal 125ml	16
		AC Dual Pack 25% Off - Fresh Mint 125ml	19
		AC Dual Pack 25% Off - Salt Power 125ml	20
		Kids 50ml	21
		Complete Extra Fresh 125ml	13
		Complete With Mouthwash 125ml	14
		All In One Extra Fresh 100ml	8
		All In One Whitening 100ml	9
		All In One Mild Mint 100ml	10
		Clinicline Enamel Protection 75ml	6
		Clinicline Gum Protection 75ml	5
		Clinicline Sensitive 75ml	7
TOTAL NUMBER OF SKUs		21	



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

# Oral Care Hypermarket - Oral B MOC Core Range (Base & 1/1+)



BRAND	SEGMENT	SKU	SKU RANKING
ORAL B MOC	MANUAL TOOTHBRUSH	Pulsar Pearl (35 Soft)	12
		Pulsar (35 Soft)	14
		Pulsar (40 Med)	13
		Clinicline (38 Med)	1
		Clinicline (38 Soft)	2
		Proflex Whitening Med	3
		Proflex Whitening Soft	4
		AntiBacterial (35 Soft)	8
		AntiBacterial (40 Med)	7
		Complete 7 (35 Soft)	6
		Complete 7 (40 Med)	5
		Delicate Enamel (35 Extra Soft)	19
		3D Clean TAJ (40 Soft)	11
		3D Clean TAJ (40 Med)	10
		Advantage Fresh (40 Med)	13
		Advantage White (40 Med)	15
		Advantage Plus Complete (40 Med)	16
		Advantage Sensitive (35 Extra Soft)	20
		Complete Ultra Thin Soft	18
		Complete 5 Way Clean Med	17
		Interdental	22
		Natural Fresh (40 Med)	21
		Stages 1 (4- 24 mnths) - Baby	23
		Stages 2 (2- 4 years)	24
		Stages 3 (5- 7 years)	25

BRAND	SEGMENT	SKU	SKU RANKING
ORAL B MOC	MANUAL TOOTHBRUSH	Stages Proexpert (8+ years)	26
		OB KIDS 2-4yr EMKB	27
		OB Mickey EMKB	28
	TOOTHPASTE	Orthodontic	43
		Tiger/Pooh Paste - 75ml	29
		Cars/Princess paste - 75ml	30
BRAND	SEGMENT	SKU	SKU RANKING
ORAL B MOC	RINSE	Rinse Multi Protection 250ml	34
		Rinse Multi Protection 500ml	31
		3D White Luxe 500ml	32
		Clinicline Rinse 500ml	33
ORAL B MOC	REFILL	Interdental Starter Kit	40
		Interdental Refill Cylindrical	41
	FLOSS	Interdental Refill Tapered	42
		Clinicline Floss	35
		Floss Essential Waxed (50 mtrs)	36
		Floss Essential (50 mtrs)	37
		Floss Satin Mint (25 mtrs)	38
		Floss Satin (25 mtrs)	39
		Floss Cool Mint (25 mtrs)	40
		<b>TOTAL NUMBER OF SKUs</b>	<b>44</b>

BACK

# Oral Care Hypermarket - Oral B MOC Planogram (Base & 1/1+)



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

# Oral Care Hypermarket - POC Core Range & Planogram (Base & 1/1+)



BRAND	VARIANT	SKU	SKU RANKING
BATTERY TOOTHBRUSH			
DB 4	Precision Clean	6	
DB 4	Kids	7	
RECHARGEABLE TOOTHBRUSH			
D 34	Triumph PC 5000	3	
D 20	Trizone PC 1000	5	
D 16	Prof. PC 500	1	
D 12	Precision Clean Clamshell	2	
D 12	Vitality Precision Clean Box	2	
ORAL B POC	OC 20	4	
REFILLS			
EB30	Trizone 2s	13	
EB10	Kids 2s	12	
EB18	Pro White 2a	10	
EB20	Precision Clean 2s	8	
EBS 17	Sensitive 2s	11	
EB25	Floss Actions	9	
ED17	Nozzle Oxyjet	14	
3CTS	Ortho Care Refills	15	
<b>TOTAL NUMBER OF SKUs</b>			<b>16</b>



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

# Hair Care Hypermarket - Category Planogram



Super Premium	Anti- Dandruff	Cosmetic	Salon Inspired	Family Care
Clinicare	Head & Shoulders	Pantene	WPS	Herbal Essences/ Pert

**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

# Clinicare Hypermarket - Core Range & Planogram (Base & 1/1+)



CLINICARE			
SEGMENT	SIZE	VARIANT	SKU RANKING
Shampoo	280ml	Hair Renewal	1
Conditioner	250ml	Hair Renewal	2
Tube	150ml	Ampoule	3
Spray	150ml	Hair Renewal	4
Regimen Pack	830ml	Hair Renewal	5
<b>TOTAL NUMBER OF SKUS</b>			<b>5</b>



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

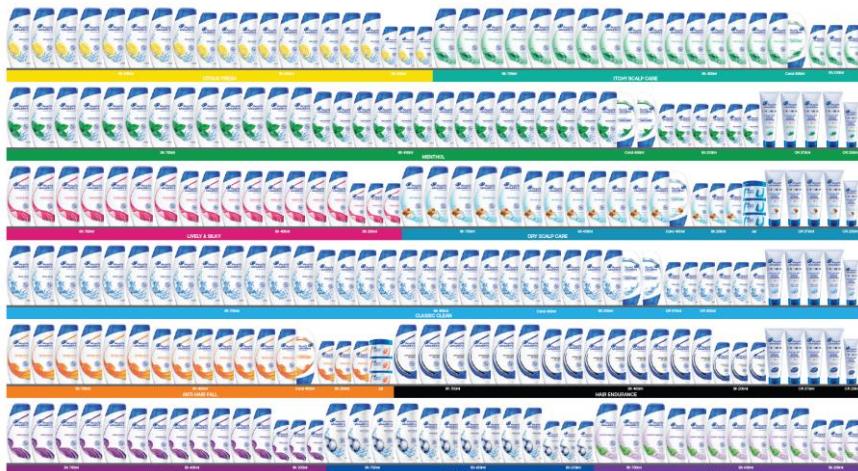
BACK



# Head & Shoulders Hypermarket – Core Range & Planogram (Base & 1/1+)

HEAD & SHOULDERS			
SEGMENT	SIZE	VARIANT	SKU RANKING
Shampoo	200ml	Refreshing (Menthол)	17
		Classic Clean	18
		Lively & Silky	19
		Moisturizing Scalp Care	20
		Natural Fresh	21
		Extra Volume	34
		Hair Endurance	35
		Hair Fall Defence	36
		Sensitive Scalp Care	37
		Itch	38
	400ml	Sports Fresh	41
		Refreshing (Menthол)	1
		Classic Clean	2
		Lively & Silky	3
		Moisturizing Scalp Care	4
Conditioner	400ml	Natural Fresh	5
		Extra Volume	27
		Hair Endurance	29
		Hair Fall Defence	30
		Sensitive Scalp Care	6
		Itch	7
		Sports Fresh	39
		Refreshing (Menthол)	8
		Classic Clean	9
		Lively & Silky	10
	700ml	Moisturizing Scalp Care	11
		Natural Fresh	12
		Extra Volume	31
		Hair Endurance	32
		Hair Fall Defence	33
Jar	150ml	Sensitive Scalp Care	13
		Itch	14
		Sports Fresh	40

HEAD & SHOULDERS			
SEGMENT	SIZE	VARIANT	SKU RANKING
OR	200ml	Refreshing (Menthол)	8
		Classic Clean	18
		Menthол	25
		Anti Hair Fall	26
		Moisturizing	28
	375ml	Classic Clean	15
		Menthол	16
		Anti Hair Fall	22
		Moisturizing	23
		Refreshing (Menthол)	42
Conditioner	400ml	Classic Clean	43
		Moisturizing Scalp Care	44
		Hair Fall Defence	45
		Itch	46
Jar	150ml	Moisturizing Scalp Care	47
		Hair Fall Defence	48
TOTAL NUMBER OF SKUs			48



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

# Pantene Hypermarket - Core Range & Planogram (Base & 1/1+)



PANTENE			
SEGMENT	SIZE	VARIANT	SKU RANKING
Shampoo	200ml	Smooth & Silky	33
		Classic Care	34
		Anti-Hair Fall	35
		Nature Fusion	36
		Moisture Renewal	50
		Sheer Volume	37
		Perfect Curls	48
		Anti-Dandruff	47
		Color Care	38
		Moisture Therapy	46
	400ml	Smooth & Silky	1
		Classic Care	6
		Anti-Hair Fall	9
		Nature Fusion	14
		Moisture Renewal	49
		Sheer Volume	19
		Perfect Curls	42
		Anti-Dandruff	41
		Color Care	28
		Moisture Therapy	23
	700ml	Smooth & Silky	5
		Classic Care	8
		Anti-Hair Fall	18
		Nature Fusion	13
		Moisture Renewal	52
		Sheer Volume	22
		Perfect Curls	44
		Anti-Dandruff	43
		Color Care	32
		Moisture Therapy	27

PANTENE			
SEGMENT	SIZE	VARIANT	SKU RANKING
Conditioner	400ml	Smooth & Silky	2
		Anti-Hair Fall	10
		Nature Fusion	15
		Moisture Renewal	51
		Sheer Volume	20
		Perfect Curls	45
		Color Care	29
		Moisture Therapy	24
		Smooth & Silky	3
		Classic Care	7
OR	375ml	Anti-Hair Fall	11
		Nature Fusion	16
		Moisture Renewal	53
		Sheer Volume	21
		Moisture Therapy	25
		Color Care	30
		Smooth & Silky	4
		Anti-Hair Fall	12
		Nature Fusion	17
		Moisture Therapy	26
Jar	200ml	Color Care	31
		Nature Fusion	39
		Overnight Therapy	40
		Moisture Boost	55
		Moisture Rescue	54
Pump	150ml	TOTAL NUMBER OF SKUs	55
Ampoules	75ml		

NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



**BACK**

## Pantene Hypermarket - Core Range & Planogram (Base & 1/1+)



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# WPS Hypermarket - Core Range & Planogram (Base & 1/1+)



WPS			
SEGMENT	SIZE	VARIANT	SKU RANKING
Shampoo	500ml	Frizz	1
		Moisture	4
		Shine	7
		Repair	10
		Color	13
		Frizz	2
Conditioner	400ml	Moisture	5
		Shine	8
		Repair	11
		Color	14
		Moisture	6
		Repair	12
ROT	200ml	Frizz Control	3
		Color	15
		Heat & Shine	9
		<b>TOTAL NUMBER OF SKUs</b>	<b>15</b>



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

# Herbal Essences Hypermarket – Core Range & Planogram (Base & 1/1+)



WPS			
SEGMENT	SIZE	VARIANT	SKU RANKING
Shampoo	200ml	Hello Hydration	32
		Ignite My color	33
		Body Envy	34
		Beautiful Ends	35
		Break's Over	36
		Dazzling Shine	37
		Seductively Straight	38
		Be Strong	39
	400ml	Hello Hydration	1
		Nature Smoothing Moisture	40
		Ignite My color	5
		Body Envy	7
		Beautiful Ends	9
		Break's Over	11
		Dazzling Shine	13
		Nature Revitalizing Shine	42
		Seductively Straight	15
		Be Strong	17

WPS			
SEGMENT	SIZE	VARIANT	SKU RANKING
Shampoo	700ml	Hello Hydration	24
		Ignite My color	25
		Body Envy	26
		Beautiful Ends	27
		Break's Over	28
		Be Strong	31
		Dazzling Shine	29
		Seductively Straight	30
Conditioner	400ml	Hello Hydration	2
		Nature Smoothing Moisture	41
		Ignite My color	6
		Body Envy	8
		Beautiful Ends	10
		Break's Over	12
		Dazzling Shine	14
		Nature Revitalizing Shine	43
		Seductively Straight	16
		Be Strong	18

NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK



# Herbal Essences Hypermarket – Core Range & Planogram (Base & 1/1+)

HERBAL ESSENCES			
SEGMENT	SIZE	VARIANT	SKU RANKING
Jar	200ml	Be Strong	22
		Hello Hydration	3
		Break's Over	19
		Ignite My color	20
		Beautiful Ends	21
Spray	150ml	Hello Hydration	4
		Be Strong	23
TOTAL NUMBER OF SKUs			43



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Pert Hypermarket - Core Range & Planogram (Base & 1/1+)



PERT			
SEGMENT	SIZE	VARIANT	SKU RANKING
Shampoo	200ml	Honey (Normal Hair)	9
		Coconut & Lime (AD)	10
		Almond & Egg (Dry)	11
		Rich	12
		Orange Essence (Greasy)	15
		Henna	18
		Ginger	21
	400ml	Honey (Normal Hair)	1
		Coconut & Lime (AD)	2
		Almond & Egg (Dry)	3
		Rich	4
		Orange Essence (Greasy)	13
		Henna	16
		Ginger	19
	700ml	Honey (Normal Hair)	5
		Coconut & Lime (AD)	6
		Almond & Egg (Dry)	7
		Rich	8
		Orange Essence (Greasy)	14
		Henna	17
		Ginger	20
Jar	150ml	Honey (Normal Hair) 150	22
		Almond & Egg (Dry) 150	23
		<b>TOTAL NUMBER OF SKUs</b>	<b>23</b>



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

# Colorants Hypermarket - Core Range (Base & 1/1+)



BRAND	VARIANT	SKU / SIZE	SKU RANKING
KOLESTON FOAM	Black	2/0	1
	Blue Black	2/8	2
	Dark Brown	3/0	3
	Violet	3/66	4
	Med Brown	4/0	5
	Med Vlt Brn	4/6	6
	Light Brn	5/0	7
	Int Lght Gld Brn	5/37	8
	Int Rd Viol Brn	55/46	9
	Dark Blonde	6/0	10
	Choc Brown	6/7	11
	Int Red Viol Blnd	66/46	12
	Med Blonde	7/0	13
	Med Ash Blonde	7/1	14
	Hazelnut	7/3	15
	Intense Red	77/44	16
	Lgt Blonde	8/0	17
	Lgt Ash Blonde	9/1	18
	Dark Cstnt	3/4	19
	Sed Brn	7/77	20
	Ul Lt Bln	10/0	21
	Lt Ash Bln	8/1	22
	Aubergine	5/56	23
<b>TOTAL NUMBER OF SKUs</b>			<b>23</b>

BRAND	VARIANT	SKU / SIZE	SKU RANKING
KOLESTON KITS	Dark Blonde	6/0	1
	Medium Blonde	7/0	2
	Hazel Blonde	7/3	3
	Light Blonde	8/0	4

KOLESTON KITS	Light Ash Blonde	8/1	5
	Very Light Blonde	9/0	6
	Koleston Highlights		7
	Black	2/0	8
	Blue Black	2/8	9
	Dark Brown	3/0	10
	Medium Brown	4/0	11
	Light Brown	5/0	12
	Light Chestnut	5/4	13
	Mahogany Brown	5/5	14
	Chocolate Brown	6/7	15
	Deer Brown	7/7	16
	Seductive Brown	5/37	17
	Elegant Brown	6/35	18
	Brilliant Brown	7/77	19
	Silky Brown	4/77	20
	Aubergine	5/66	21
	Voilet	3/66	22
	Burgundy	4/6	23
	Mahogany Copper	6/4	24
	Exotic Red	55/46	25
	Cherry Red	66/46	26
	Volcano Red	77/44	27
	Light Ash Brown	5/1	28
	Dark Chestnut	3/4	29
	Dark Mahogany	4/5	30
	Lightest Ash Brown	6/1	31
	Bordeaux	4/66	32
	Golden Chocolate	6/73	33
	Special Light Ash Brown	9/1	34
	Light Golden Brown	5/3	35
	Medium Ash Blonde	7/1	36
<b>TOTAL NUMBER OF SKUs</b>			<b>36</b>



BACK

# Colorants Hypermarket - Core Range (Base & 1/1+)



BRAND	VARIANT	SKU / SIZE	SKU RANKING
KOLESTON MAXI	Blue Black	301/0	1
	Natural Brown	302/0	2
	Dark Brown	303/0	3
	Dark Chestnut	303/4	4
	Violet	303/66	5
	Dark Blonde	306/0	6
	Dark Ash Blonde	306/1	7
	Medium Blonde	307/0	8
	Medium Ash Blonde	307/1	9
	Matt Medium Blonde	307/2	10
	Hazelnut	307/3	11
	Light Blonde	308/0	12
	Light Ash Blonde	308/1	13
	Lightest Blonde	309/0	14
	Very Ash Blonde	309/1	15
	Gold Blonde	309/3	16
	Platinum Blonde	310/0	17
	Medium Brown	304/0	18
	Light Brown	305/0	19
	Chestnut	305/4	20
	Chocolate Brown	306/7	21
	Deer Brown	307/7	22
	Mahogany	305/5	23
	Tobacco	306/73	24
	Tobacco Dark	308/73	25
	Lt Brn Mahogany	307/75	26

BRAND	VARIANT	SKU / SIZE	SKU RANKING
KOLESTON MAXI	Burgundy	304/5	27
	Beaujolais	304/6	28
	Ruby Valley	305/46	29
	Auvergne	305/66	30
	Grenadine	306/45	31
	Red Sandstone	309/5	32
	Intense Lt Mahagony	306/55	33
	<b>TOTAL NUMBER OF SKUs</b>		<b>33</b>

BRAND	VARIANT	SKU / SIZE	SKU RANKING
KOLESTON NATURALS	Hazelnut Blonde	6/0	1
	Almond Blonde	7/0	2
	Wild Honey	7/1	3
	Golden Wheat	8/1	4
	Caramel Blonde	7/3	5
	Vanilla Blonde	11/7	6
	Black Berry	2/0	7
	Deep Fig	3/0	8
	Blueberry Black	2/8	9
	Cocoa Brown	4/0	10
	Milk Chocolate	5/0	11
	Mocha	5/73	12
	Autumn Maple	6/34	13
	Plum Red	4/6	14
	Chestnut	5/45	15
	Mahogany Red	5/66	16
	Dark Chestnut	3/4	17
	Violet	3/66	18
	Brilliant Brown	5/37	19
	Mahogany	5/5	20



**BACK**

# Colorants Hypermarket - Core Range (Base & 1/1+)



BRAND	VARIANT	SKU / SIZE	SKU RANKING
KOLESTON NATURALS	Chocolate Brown	6/7	21
	Dark Tobacco	6/73	22
	Dark Ash Blonde	6/1	23
	Light Blonde	8/0	24
<b>TOTAL NUMBER OF SKUs</b>			<b>24</b>

BRAND	VARIANT	SKU / SIZE	SKU RANKING
Welloxon	Welloxon	6%	1
	Welloxon	9%	2
<b>TOTAL NUMBER OF SKUs</b>		<b>2</b>	

BRAND	VARIANT	SKU / SIZE	SKU RANKING
NICE & EASY	Dark Brown	48	1
	Light Ash Blonde	22	2
	Lightest Ash Brown	32	3
	Medium Brown	57	4
	Lighter Ash Brown	42	5
	Light Brown	46	6
	Soft Black	51	7
	Light Gold Blonde	27	8
	Very Light Blonde	16	9
	Black Azure	52	10
	Light Golden Brown	35	11
	Dark Chestnut Brown	56	12
	Med Chestnut Brown	61	13
	Lt Chestnut Brown	63	14
	Soft Burgundy	50	15
<b>TOTAL NUMBER OF SKUs</b>			<b>15</b>

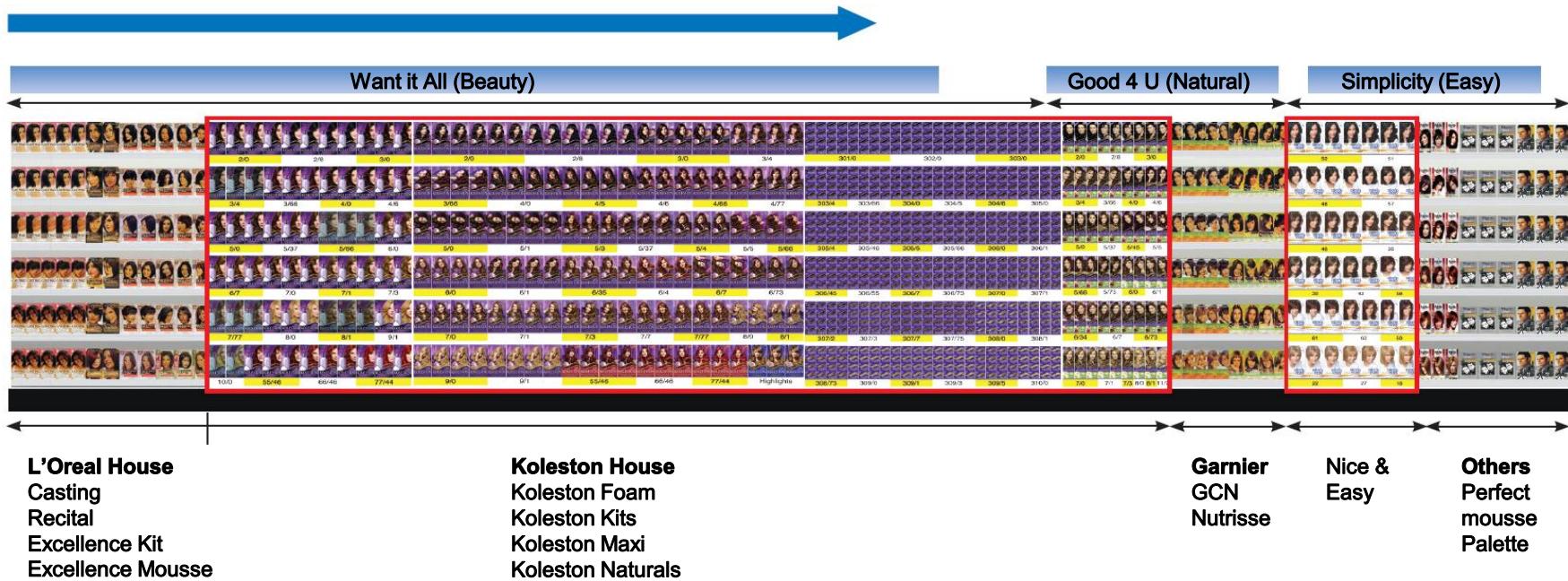


BACK

# Colorants Hypermarket - Category Planogram (Base & 1/1+)



*Layout in line consumer segments and price/value impression (High to low) within the category*



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

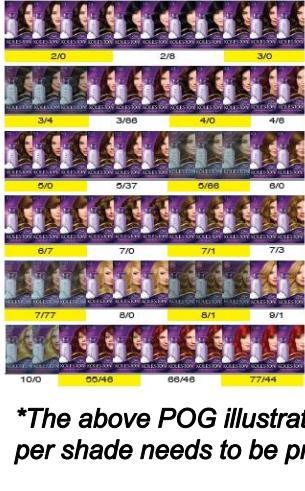


BACK

# Colorants Hypermarket - Wella Planogram (Base & 1/1+)



Koleston Foam



Koleston Kits



Koleston Maxi



Koleston Naturals      Clairol Nice &amp; Easy



\*The above POG illustrates shelving following shade sequence. Minimum 1 facing per shade needs to be prioritized before multiplying facings for specific shades.

**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Pharmacy

[Diapers](#)[Female grooming](#)[Fem Care](#)[Colorants](#)[Oral Care](#)[Soaps](#)[Male grooming](#)

BACK

# Diapers

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

# Fem Care

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

# Oral Care

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

# Male grooming

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

# Female grooming

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

# Colorants

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

# Soaps

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

 BACK

# Diapers – Core Range (Base)



 BACK

# Diapers – Core Range (1/1+)



 BACK

# Diapers – Planogram (Base)



 BACK

# Diapers – Planogram (1/1+)



 BACK

# Fem Care – Core Range (Base)



 BACK

# Fem Care – Core Range (1/1+)



 BACK

# Fem Care – Planogram (Base)



 BACK

# Fem Care – Planogram (1/1+)



 BACK

# Oral Care – Core Range (Base)



 BACK

# Oral Care – Core Range (1/1+)



 BACK

# Oral Care – Planogram (Base)



 BACK

# Oral Care – Planogram (1/1+)



 BACK

# Male grooming – Core Range (Base)



 BACK

# Male grooming – Core Range (1/1+)



 BACK

# Male grooming – Planogram (Base)



 BACK

# Male grooming – Planogram (1/1+)



 BACK

# Female grooming – Core Range (Base)



 BACK

# Female grooming – Core Range (1/1+)



 BACK

# Female grooming – Planogram (Base)



 BACK

# Female grooming – Planogram (1/1+)



 BACK

# Colorants – Core Range (Base)



 BACK

# Colorants – Core Range (1/1+)



 BACK

# Colorants – Planogram (Base)



 BACK

# Colorants – Planogram (1/1+)



 BACK

# Soaps – Core Range (Base)



 BACK

# Soaps – Core Range (1/1+)



 BACK

# Soaps – Planogram (Base)



 BACK

# Soaps – Planogram (1/1+)



BACK

## HFS



Detergents

Hair

Home Care

Grooming

FE

Skin

Diapers

Soaps

FEM

Oral Care

BACK

# Detergents

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

# Home Care

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

FE

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

# Diapers

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

## FEM

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

## Hair

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

# Grooming

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

# Skin

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

# Soaps

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

# Oral Care

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

 BACK

# Detergents – Core Range (Base)



 BACK

# Detergents – Core Range (1/1+)



 BACK

# Detergents – Planogram (Base)



 BACK

# Detergents – Planogram (1/1+)



 BACK

# Home Care – Core Range (Base)



 BACK

# Home Care – Core Range (1/1+)



 BACK

# Home Care – Planogram (Base)



 BACK

# Home Care – Planogram (1/1+)



 BACK

## FE – Core Range (Base)



 BACK

## FE – Core Range (1/1+)



 BACK

## FE – Planogram (Base)



 BACK

## FE – Planogram (1/1+)



 BACK

# Diapers – Core Range (Base)



 BACK

# Diapers – Core Range (1/1+)



 BACK

# Diapers – Planogram (Base)



 BACK

# Diapers – Planogram (1/1+)



 BACK

# FEM – Core Range (Base)



 BACK

# FEM – Core Range (1/1+)



 BACK

# FEM – Planogram (Base)



 BACK

## FEM – Planogram (1/1+)



 BACK

# Hair – Core Range (Base)



 BACK

# Hair – Core Range (1/1+)



 BACK

# Hair – Planogram (Base)



 BACK

## Hair – Planogram (1/1+)



 BACK

# Grooming – Core Range (Base)



 BACK

# Grooming – Core Range (1/1+)



 BACK

# Grooming – Planogram (Base)



 BACK

# Grooming – Planogram (1/1+)



 BACK

# Skin – Core Range (Base)



 BACK

# Skin – Core Range (1/1+)



 BACK

# Skin – Planogram (Base)



 BACK

## Skin – Planogram (1/1+)



 BACK

# Soaps – Core Range (Base)



 BACK

# Soaps – Core Range (1/1+)



 BACK

# Soaps – Planogram (Base)



 BACK

# Soaps – Planogram (1/1+)



 BACK

## Oral Care – Core Range (Base)



 BACK

## Oral Care – Core Range (1/1+)



 BACK

# Oral Care – Planogram (Base)



 BACK

# Oral Care – Planogram (1/1+)



 BACK

## KSA



HSM

Pharmacy

HFS

BACK

**HSM****HYPERS**

Detergents

Skin Care

Dish Care

Soaps

Fabric Softener

Oral B MOC

Diapers / Baby Care

Crest

Fem Care

Oral B POC

Male Grooming

Hair care

Female Grooming

Colorants

**SUPERS**

Detergents

Skin Care

Dish Care

Soaps

Fabric Softener

Oral B MOC

Diapers / Baby Care

Crest

Fem Care

Oral B POC

Male Grooming

Hair care

Female Grooming

Colorants

BACK

## DETERGENTS

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

## DISH CARE

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

# FABRIC SOFTNERS

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

## DIAPERS / BABY CARE

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

## FEM CARE



## Core Range

Regular/Base

1/1+

## Planogram

Regular/Base

1/1+

BACK

# MALE GROOMING

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

# FEMALE GROOMING

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

## SKIN CARE

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

# SOAPS

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

## ORAL B MOC

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

## CREST

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

## ORAL B POC

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

# HAIR CARE

**Core Range**

Regular/Base

1/1+

H&amp;S

Pert

**Planogram**

Regular/Base

1/1+

WPS

Herbal Essences

BACK

## H&amp;S

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

# Pantene

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

## WPS

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

# Herbal Essences

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

## Pert

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

# Colorants

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK



# Detergents – Core Range (Base)

DETERGENTS				
BRAND	SEGMENT	VARIANT	SIZE	SKU RANKING
ARIEL	High sud	Original	110g	15
		Original	260g	6
		WTD	260g	20
		Original	1.5kg	7
		Original	3kg	4
		WTD Original	3kg	8
		WTD Jasmine	3kg	12
		Original	4.5kg	5
		WTD	4.5kg	16
		Original	6kg	1
	Low sud	Original	7.5kg	3
		Original	9kg	17
		Original	260g	25
		Original	1.5kg	18
		Original	3kg	9
	Low sud	WTD Original	3kg	10
		Color	3kg	13
		WTD Jasmine	3kg	14
		Original	4.5kg	11
		Original	6kg	2
		Original	9kg	19

DETERGENTS				
BRAND	SEGMENT	VARIANT	SIZE	SKU RANKING
ARIEL	Liquid	Ariel Power Capsules Original (New)	16cnt	21
		Ariel Power Capsules WTD (New)	16cnt	22
		Ariel Power Capsules Originall (New)	32cnt	23
		Ariel Power Capsules WTD (New)	32cnt	24
		Original (New)	170g	28
		Ariel Power Gel (New)	2L	26
		Ariel Power Gel (New)	3L	27
TOTAL NUMBER OF SKUs				28



BACK

# Detergents – Core Range (Base)



DETERGENTS				
BRAND	SEGMENT	VARIANT	SIZE	SKU RANKING
TIDE	High sud	Original	110g	11
		WTD	110g	20
		Jasmine	110g	21
		Original (New)	170g	24
		WTD (New)	170g	25
		Original	260g	2
		Original	1.5kg	5
		Jasmine	1.5kg	18
		Original	3kg	3
		WTD	3kg	7
		Jasmine	3kg	9
		Original	4.5kg	6
		WTD	4.5kg	16
		Jasmine	4.5kg	17
	Low sud	Original	6kg	1
		WTD	6kg	12
		Original	7.5kg	4
		Original	9kg	14
		Original	1.5kg	19
		Original	3kg	10
		WTD Original	3kg	13
		Original	4.5kg	15
		Original	6kg	8
Liquid	Tide LDD Black	1L	22	
	Tide LDD Sensitive	1L	23	
TOTAL NUMBER OF SKUs				25

DETERGENTS				
BRAND	SEGMENT	VARIANT	SIZE	SKU RANKING
BONUX	High sud	Original	110g	6
		Lemon	110g	7
		Lily	110g	9
		Original	1.5kg	3
		Lily	1.5kg	5
		Lemon	1.5kg	8
		Original	3kg	2
		Original	4.5kg	4
		Original	6kg	1
		TOTAL NUMBER OF SKUs		
				9



BACK



# Detergents – Core Range (1/1+)

DETERGENTS				
BRAND	SEGMENT	VARIANT	SIZE	SKU RANKING 1/1+
ARIEL	High sud	Original	110g	25
		Original	260g	19
		WTD	260g	28
		Original	1.5kg	20
		Original	3kg	11
		Original	3kg	17
		WTD Jasmine	3kg	23
		Original	4.5kg	18
		WTD	4.5kg	26
		Original	6kg	13
	Low sud	Original	7.5kg	14
		Original	9kg	27
		Original	1.5kg	7
		Original	260g	9
		Original	3kg	2
	WTD	WTD Original	3kg	3
		WTD Jasmine	3kg	8
		Color	3kg	24
		Original	4.5kg	6
		Original	6kg	1
		Original	9kg	12

DETERGENTS				
BRAND	SEGMENT	VARIANT	SIZE	SKU RANKING 1/1+
ARIEL	Liquid	Ariel Power Capsules Original (New)	16cnt	4
		Ariel Power Capsules WTD (New)	16cnt	5
		Ariel Power Capsules Original (New)	32cnt	15
		Ariel Power Capsules WTD (New)	32cnt	16
		Ariel Power Gel (New)	2L	21
		Ariel Power Gel (New)	3L	22
TOTAL NUMBER OF SKUs				28



BACK

# Detergents – Core Range (1/1+)



DETERGENTS				
BRAND	SEGMENT	VARIANT	SIZE	SKU RANKING 1/1+
TIDE	High sud	Original	110g	14
		WTD	110g	20
		Jasmine	110g	21
		Original (New)	170g	24
		WTD (New)	170g	25
		Original	260g	8
		Original	1.5kg	6
		Jasmine	1.5kg	19
		Original	3kg	5
		WTD	3kg	10
		Jasmine	3kg	13
		Original	4.5kg	7
		WTD	4.5kg	17
		Jasmine	4.5kg	18
		Original	6kg	4
		WTD	6kg	15
		Original	7.5kg	11
	Low sud	Original	9kg	16
		Original	1.5kg	3
		Original	3kg	2
		WTD Original	3kg	12
		Original	4.5kg	9
		Original	6kg	1

DETERGENTS					
BRAND	SEGMENT	VARIANT	SIZE	SKU RANKING 1/1+	
TIDE	Liquid	Tide LDD Black	1L	22	
		Tide LDD Sensitive	1L	23	
		TOTAL NUMBER OF SKUs		25	
DETERGENTS					
BRAND	SEGMENT	VARIANT	SIZE	SKU RANKING 1/1+	
BONUX	High sud	Original	110g	6	
		Lemon	110g	7	
		Lily	110g	9	
		Original	1.5kg	3	
		Lily	1.5kg	5	
		Lemon	1.5kg	8	
		Original	3kg	2	
		Original	4.5kg	4	
		Original	6kg	1	
		TOTAL NUMBER OF SKUs		9	



BACK



# Detergents – Planogram (Base)

## Total Category



## Recommended P&G Shelf



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK



# Detergents – Planogram (Base)



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK



# Detergents – Planogram (Base)



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK



## Detergents – Planogram (Base)



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK



# Detergents – Planogram (Base)



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK



# Detergents – Planogram (1/1+)

## Total Category



## Recommended P&G Shelf



25%

50%

20%  
Bonusx 5%

NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK



# Detergents – Planogram (1/1+)



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK



# Detergents – Planogram (1/1+)



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK



## Detergents – Planogram (1/1+)



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK



# Detergents – Planogram (1/1+)



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

## Dish Care – Core Range (Base)



FAIRY		
VARIANT	SIZE	SKU RANKING
Original	500ml	6
Original	1L	4
Original	1.5L	5
Lemon	500ml	3
Lemon	1L	1
Lemon	1.5L	2
Apple	1L	14
Orange & Lemongrass	1L	7
Orange & Lemongrass	1.5L	15
Chamomile	750ml	8
Chamomile	1.2L	16
Tea & Mint	750ml	9
Tea & Mint	1.2L	17
Platinum Lemon & Lime	625ml	10
Platinum Lemon & Lime	1050ml	12
Platinum Arctic Fresh	625ml	11
Platinum Arctic Fresh	1050ml	13
<b>TOTAL NUMBER OF SKUs</b>		<b>17</b>

[BACK](#)

# Dish Care – Core Range (1/1+)



## FAIRY

VARIANT	SIZE	SKU RANKING
Original	500ml	6
Original	1L	4
Original	1.5L	5
Lemon	500ml	3
Lemon	1L	1
Lemon	1.5L	2
Apple	1L	14
Orange & Lemongrass	1L	7
Orange & Lemongrass	1.5L	15
Chamomile	750ml	8
Chamomile	1.2L	16
Tea & Mint	750ml	9
Tea & Mint	1.2L	17
Platinum Lemon & Lime	625ml	10
Platinum Lemon & Lime	1050ml	12
Platinum Arctic Fresh	625ml	11
Platinum Arctic Fresh	1050ml	13
<b>TOTAL NUMBER OF SKUs</b>		<b>17</b>

BACK

## Dish Care – Planogram (Base)



50%

35%

15%

**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

## Dish Care – Planogram (1/1+)



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

# Fabric Softners – Core Range (Base)



DOWNTY			
SEGMENT	VARIANT	SIZE	SKU RANKING
CONCENTRATE	Valley Dew	1L	1
	Dream Garden	1L	2
	Floral Breeze	1L	3
	Gentle	1L	5
	Romantic (Pink)	1L	4
	Summer Flower (Yellow)	1L	7
	Elegant (Black)	1L	8
	Natural (Purple)	1L	9
	Luxury (Gold)	1L	6
	Valley Dew	1.5L	10
	Dream Garden	1.5L	11
	Floral Breeze	1.5L	17
	Gentle	1.5L	18
	Romantic (Pink)	1.5L	19
	Summer Flower (Yellow)	1.5L	22
DILUTE	Elegant (Black)	1.5L	21
	Natural (Purple)	1.5L	23
	Luxury (Gold)	1.5L	20
	Valley Dew	2L	13
	Dream Garden	2L	15
	Stay Fresh (Blue)	2L	16
	Valley Dew	3L	12
	Dream Garden	3L	14
	Stay Fresh (Blue)	3L	24
TOTAL NUMBER OF SKUS		24	

BACK

# Fabric Softners – Core Range (1/1+)



DOWNY			
SEGMENT	VARIANT	SIZE	SKU RANKING 1/1+
CONCENTRATE	Valley Dew	1L	1
	Dream Garden	1L	2
	Floral Breeze	1L	3
	Gentle	1L	5
	Romantic (Pink)	1L	4
	Summer Flower (Yellow)	1L	7
	Elegant (Black)	1L	8
	Natural (Purple)	1L	9
	Luxury (Gold)	1L	6
	Valley Dew	1.5L	10
	Dream Garden	1.5L	11
	Floral Breeze	1.5L	12
	Gentle	1.5L	13
	Romantic (Pink)	1.5L	14
	Summer Flower (Yellow)	1.5L	17
	Elegant (Black)	1.5L	16
	Natural (Purple)	1.5L	18
	Luxury (Gold)	1.5L	15
<b>TOTAL NUMBER OF SKUs</b>		<b>18</b>	

[BACK](#)

## Fabric Softners – Planogram (Base)



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

[BACK](#)

# Fabric Softners – Planogram (1/1+)



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

# Diapers / Baby Care – Core Range (Base)



PAMPERS			
SEGMENT	VARIANT	SKU / SIZE	SKU RANKING
DIAPERS	Mainline	CP S1	7
		CP S2	7
		MiP S2	8
		MiP S3	8
		MiP S4	8
		MiP 4+	8
		MiP S5	8
		VP S1	6
		VP S2	6
		VP S3	6
		VP S4	6
		VP S4+	6
		VP S5	6
		JP S3	4
		JP S4	4
		JP S4+	4
		JP S5	4
		JP S6	4
		MP S3	5
		MP S4	5
		MP S4+	5
		MP S5	5
		MP S6	5
		MB S3	10*
		MB S4	10*
		MB S4+	10*
		MB S5	10*

PAMPERS				
SEGMENT	VARIANT	SKU / SIZE	SKU RANKING	
DIAPERS	Premium Care	VP S4	9	
		Pants Boys	VP S5	9
			VP S6	9
		Pants Girls	VP S4	9
			VP S5	9
			VP S6	9
		CP S1	3	
		CP S2	3	
		CP S3	3	
		CP S4	3	
		CP S5	3	
		VP S1	1	
		VP S2	1	
		VP S3	1	
		VP S4	1	
		VP S5	1	
		JP S3	2	
		JP S4	2	
		JP S5	2	
		Wipes Baby Fresh	BF Single	11
			BF Dual	11
		Wipes Sensitive	SE Single	11
			SE Dual	11
TOTAL NUMBER OF SKUs			50	

\*MB is not a SKU in stores with less than 5 shelves

BACK

## Diapers / Baby Care – Core Range (1/1+)



PAMPERS			
SEGMENT	VARIANT	SKU / SIZE	SKU RANKING
DIAPERS	Mainline	CP S1	7
		CP S2	7
		MiP S2	8
		MiP S3	8
		MiP S4	8
		MiP 4+	8
		MiP S5	8
		VP S1	6
		VP S2	6
		VP S3	6
		VP S4	6
		VP S4+	6
		VP S5	6
		JP S3	4
		JP S4	4
		JP S4+	4
		JP S5	4
		JP S6	4
		MP S3	5
		MP S4	5
		MP S4+	5
		MP S5	5
		MP S6	5
		MB S3	10*
		MB S4	10*
		MB S4+	10*
		MB S5	10*

PAMPERS				
SEGMENT	VARIANT	SKU / SIZE	SKU RANKING	
DIAPERS	Premium Care	VP S4	9	
		Pants Boys	VP S5	9
			VP S6	9
		Pants Girls	VP S4	9
			VP S5	9
			VP S6	9
		CP S1	3	
		CP S2	3	
		CP S3	3	
		CP S4	3	
		CP S5	3	
		VP S1	1	
		VP S2	1	
		VP S3	1	
		VP S4	1	
		VP S5	1	
		JP S3	2	
		JP S4	2	
		JP S5	2	
		Wipes Baby Fresh	BF Single	11
			BF Dual	11
		Wipes Sensitive	SE Single	11
			SE Dual	11
TOTAL NUMBER OF SKUs			50	

\*MB is not a SKU in stores with less than 5 shelves

BACK



# Diapers / Baby Care – Planogram (Base)



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

**BACK**

# **Diapers / Baby Care – Planogram (1/1+)**



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK



# Fem Care – Core Range (Base)

ALWAYS			
SEGMENT	VARIANT	SIZE	SKU RANKING
LINERS	Normal	20	32
	Normal	40	24
	Normal	54	22
	Normal Fresh	20	33
	Normal Fresh	40	25
	Normal Fresh	54	23
	Large	16	34
	Large	48	35
	Flexistyle	22	36
	Flexistyle	70	37
	Longplus	44	38
	Normal	80	39
	Primavera Normal	30	40
	Primavera Normal	58	41
	Primavera Fresh	24	42
CPM	Primavera Large	26	43
	Primavera Large	48	44
	Normal + 10's	10	48
	Normal + 30's	30	45
	Normal + 50's	50	51
	Super 10's	10	49

ALWAYS			
SEGMENT	VARIANT	SIZE	SKU RANKING
CPM	Super +10's	10	5
	Super +30's	30	1
	Super +50's	50	3
	Night 8's	8	18
	Night 24's	24	7
SENSITIVE	Normal + 10's	10	50
	Normal + 30's	30	47
	Super +10's	10	6
	Super +30's	30	2
	Super +50's	50	4
	Sens Night	8	19
	Sens Night	24	8



BACK

## Fem Care – Core Range (Base)



ALWAYS			
SEGMENT	VARIANT	SIZE	SKU RANKING
ULTRA	Ultra CPM Normal with Wings	8	27
	Ultra CPM Normal with Wings Dual Pack	16	26
	Ultra CPM Super with Wings	7	11
	Ultra CPM Super with Wings Dual Pack	14	9
	Ultra Night	6	17
	Ultra Sensitive Light with Wings	10	12
	Ultra Sensitive Light with Wings Dual Pack	20	10
	Ultra Sensitive Super with Wings	8	29
	Ultra Sensitive Super with Wings	16	28
	Ultra Diamond Super with Wings Dual Packs	16	15
	Ultra Diamond Super with Wings	8	16
	Ultra Diamond Light with Wings Dual Packs	14	31
	Ultra Diamond Light with Wings	7	30
DIAMOND	Normal + 10's	10	21
	Normal + 30's	30	20
	Super +10's	10	14
	Super +30's	30	13
	<b>TOTAL NUMBER OF SKUS</b>		<b>52</b>



BACK

## Fem Care – Core Range (1/1+)



ALWAYS			
SEGMENT	VARIANT	SIZE	SKU RANKING
LINERS	Normal	20	32
	Normal	40	24
	Normal	54	22
	Normal Fresh	20	33
	Normal Fresh	40	25
	Normal Fresh	54	23
	Large	16	34
	Large	48	35
	Flexistyle	22	36
	Flexistyle	70	37
	Longplus	44	38
	Normal	80	39
	Primavera Normal	30	40
	Primavera Normal	58	41
	Primavera Fresh	24	42
CPM	Primavera Large	26	43
	Primavera Large	48	44
	Normal + 10's	10	48
	Normal + 30's	30	45
	Normal + 50's	50	51
	Super 10's	10	49

ALWAYS			
SEGMENT	VARIANT	SIZE	SKU RANKING
CPM	Super +10's	10	5
	Super +30's	30	1
	Super +50's	50	3
	Night 8's	8	18
	Night 24's	24	7
ALWAYS			
SEGMENT	VARIANT	SIZE	SKU RANKING
SENSITIVE	Normal + 10's	10	50
	Normal + 30's	30	47
	Super +10's	10	6
	Super +30's	30	2
	Super +50's	50	4
	Sens Night	8	19
	Sens Night	24	8



BACK

## Fem Care – Core Range (1/1+)



ALWAYS			
SEGMENT	VARIANT	SIZE	SKU RANKING
ULTRA	Ultra CPM Normal with Wings	8	27
	Ultra CPM Normal with Wings Dual Pack	16	26
	Ultra CPM Super with Wings	7	11
	Ultra CPM Super with Wings Dual Pack	14	9
	Ultra Night	6	17
	Ultra Sensitive Light with Wings	10	12
	Ultra Sensitive Light with Wings Dual Pack	20	10
	Ultra Sensitive Super with Wings	8	29
	Ultra Sensitive Super with Wings	16	28
	Ultra Diamond Super with Wings Dual Packs	16	15
	Ultra Diamond Super with Wings	8	16
	Ultra Diamond Light with Wings Dual Packs	14	31
	Ultra Diamond Light with Wings	7	30
DIAMOND	Normal + 10's	10	21
	Normal + 30's	30	20
	Super +10's	10	14
	Super +30's	30	13
	<b>TOTAL NUMBER OF SKUS</b>		<b>52</b>



[BACK](#)

## Fem Care – Planogram (Base)



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

[BACK](#)

## Fem Care – Planogram (1/1+)



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



[BACK](#)

# Fem Care – Planogram (1/1+)



## Location Category Guidelines:

1. Always Liners is recommended to be placed in the liners next to Carefree.
2. If liners category is next to pads, then Always liners is recommended to be between Carefree and Always pads.

**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Male Grooming – Core Range (Base)



GILLETTE			
SEGMENT	SUB SEGMENT	SKU	SKU RANKING
BLADES AND RAZORS	System Blades	Fusion Proglide Power 8s	22
		Fusion Proglide Manual 4s	3
		Fusion Proglide Manual 8s	23
		Fusion Power 4s	11
		Fusion Power 8s	24
		Fusion Manual 4s	8
		Fusion Manual 8s	25
		Mach3 Power 4s	15
		Mach3 Power 8s	29
		Mach3 Sensitive 4s	8
		Mach3 Sensitive 8s	25
		Mach3 Turbo 4s	13
		Mach3 Turbo 8s	28
		Mach3 Turbo 12s	27
		Mach3 4s	6
		Mach3 8s	26
		Blue3 System 3s	30
		Blue3 System 6s	17

GILLETTE			
SEGMENT	SUB SEGMENT	SKU	SKU RANKING
BLADES AND RAZORS	System Razors	Fusion Proglide Styler	21
		Fusion Proglide Power - 1-up	4
		Fusion Proglide Manual - 2-up	1
		Fusion Proglide Manual -1-up	2
		Fusion Proglide Power - 1-up (Silver Touch)	19
		Fusion Proglide Manual - 2-up (Silver Touch )	20
		Fusion Power - 1-up	12
		Fusion Manual - 2-up	9
		Fusion Manual -1-up	10
		Fusion Cool White Power - 1-up	21
		Mach3 Power - 1-up	32
		Mach3 Sensitive - 1-up	34
		Mach3 Turbo - 2-up	14
		Mach3 Regular - 1-up	7
		Blue3 System- 1-up	16

NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Male Grooming – Core Range (Base)



GILLETTE			
SEGMENT	SUB SEGMENT	SKU	SKU RANKING
Blades and Razors	Disposables	Blue3 3s	1
		Blue3 6s	8
		Blue 3 - Ice 3s	9
		Blue 3 - Ice 6s	4
		Blue 3 - Red 3s	10
		Blue 3 - Red 6s	5
		Blue II Plus - 5s	7
		Blue II Plus 10s	2
		Blue II - 5s	6
		Blue II - 10s	3
		Nacet II 5s	12
		Nacet II - 10	13
		Body 3s	11
Pre Shave	Fusion Proglide Gel	Hydrating 200 ml	4
		Cooling 200 ml	5
	Fusion Gel	Tough Beard 200 ml	6
	Series Gel	Sensitive 200 ml	3
		Moisturizing 200 ml	2
	Gillette Gel	Sensitive 200 ml	1
	Series Foam	Cool Cleansing 250 ml	8
		Sensitive 250 ml	7
		Conditioning 250 ml	11

GILLETTE			
SEGMENT	SUB SEGMENT	SKU	SKU RANKING
Pre Shave	Gillette Foamy	Regular 200 ml	13
		Lemon Lime 200 ml	10
		Classic Clean 200 ml	12
		Sensitive 200 ml	9
Post Shave	Tube Shave Gel	Sensitive 60 g	14
		Moisturizing 60 g	15
	Fusion Proglide Balm	2x1 100 ml	5
		3x1 50 ml	4
	Series After Shave Gel	Sensitive 100ml	3
		Series After Shave Balm	6
	Series After Shave Splash	Cool Wave 100ml	1
		Artic Ice 100ml	2
TOTAL NUMBER OF SKUs			68



BACK

# Male Grooming – Core Range (1/1+)



GILLETTE			
SEGMENT	SUB SEGMENT	SKU	SKU RANKING
BLADES AND RAZORS	System Blades	Fusion Proglide Power 8s	22
		Fusion Proglide Manual 4s	3
		Fusion Proglide Manual 8s	23
		Fusion Power 4s	11
		Fusion Power 8s	24
		Fusion Manual 4s	8
		Fusion Manual 8s	25
		Mach3 Power 4s	15
		Mach3 Power 8s	29
		Mach3 Sensitive 4s	8
		Mach3 Sensitive 8s	25
		Mach3 Turbo 4s	13
		Mach3 Turbo 8s	28
		Mach3 Turbo 12s	27
		Mach3 4s	6
		Mach3 8s	26
		Blue3 System 3s	30
		Blue3 System 6s	17

GILLETTE			
SEGMENT	SUB SEGMENT	SKU	SKU RANKING
BLADES AND RAZORS	System Razors	Fusion Proglide Styler	21
		Fusion Proglide Power - 1-up	4
		Fusion Proglide Manual - 2-up	1
		Fusion Proglide Manual -1-up	2
		Fusion Proglide Power - 1-up (Silver Touch)	19
		Fusion Proglide Manual - 2-up (Silver Touch )	20
		Fusion Power - 1-up	12
		Fusion Manual - 2-up	9
		Fusion Manual -1-up	10
		Fusion Cool White Power - 1-up	21
		Mach3 Power - 1-up	32
		Mach3 Sensitive - 1-up	34
		Mach3 Turbo - 2-up	14
		Mach3 Regular - 1-up	7
		Blue3 System- 1-up	16

NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Male Grooming – Core Range (1/1+)



GILLETTE			
SEGMENT	SUB SEGMENT	SKU	SKU RANKING
Blades and Razors	Disposables	Blue3 3s	1
		Blue3 6s	8
		Blue 3 - Ice 3s	9
		Blue 3 - Ice 6s	4
		Blue 3 - Red 3s	10
		Blue 3 - Red 6s	5
		Blue II Plus - 5s	7
		Blue II Plus 10s	2
		Blue II - 5s	6
		Blue II - 10s	3
		Nacet II 5s	12
		Nacet II - 10	13
		Body 3s	11
Pre Shave	Fusion Proglide Gel	Hydrating 200 ml	4
		Cooling 200 ml	5
	Fusion Gel	Tough Beard 200 ml	6
	Series Gel	Sensitive 200 ml	3
		Moisturizing 200 ml	2
	Gillette Gel	Sensitive 200 ml	1
	Series Foam	Cool Cleansing 250 ml	8
		Sensitive 250 ml	7
		Conditioning 250 ml	11

GILLETTE			
SEGMENT	SUB SEGMENT	SKU	SKU RANKING
Pre Shave	Gillette Foamy	Regular 200 ml	13
		Lemon Lime 200 ml	10
		Classic Clean 200 ml	12
		Sensitive 200 ml	9
Post Shave	Tube Shave Gel	Sensitive 60 g	14
		Moisturizing 60 g	15
	Fusion Proglide Balm	2x1 100 ml	5
		3x1 50 ml	4
	Series After Shave Gel	Sensitive 100ml	3
		Series After Shave Balm	6
	Series After Shave Splash	Cool Wave 100ml	1
		Artic Ice 100ml	2
TOTAL NUMBER OF SKUs			68



BACK

# Male Grooming – Planogram (Base)



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

# Male Grooming – Planogram (1/1+)



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

# Female Grooming – Core Range (Base)



GILLETTE VENUS		
SEGMENT	SKU / SIZE	SKU RANKING
System BLADES	Venus & Olay 4s	2
	Proskin 4s	4
	Embrace 4s	6
	Breeze 4s	8
	Breeze 4s	10
	Pink Passion 4s	12
SYSTEM RAZORS	Venus & Olay 1up	1
	Proskin 1up	3
	Embrace 1up	5
	Breeze SPA 1up	7
	Breeze 1up	9
	Pink Passion 1up	11
Disposables	Riviera	4
	Simply Venus 3 Plus	1
	Simply Venus 3	2
	Simply Venus 2	3
<b>TOTAL NUMBER OF SKUs</b>		<b>16</b>

GILLETTE			
SEGMENT	VARIANT	SKU / SIZE	SKU RANKING
FEMALE PRE SHAVE	Satin Care	Bikini Protection 200 ml	1
	Satin Care	Venus & Olay 200ml	2
<b>TOTAL NUMBER OF SKUs</b>			<b>2</b>

BACK

# Female Grooming – Core Range (1/1+)



GILLETTE VENUS		
SEGMENT	SKU / SIZE	SKU RANKING
System BLADES	Venus & Olay 4s	2
	Proskin 4s	4
	Embrace 4s	6
	Breeze 4s	8
	Breeze 4s	10
	Pink Passion 4s	12
SYSTEM RAZORS	Venus & Olay 1up	1
	Proskin 1up	3
	Embrace 1up	5
	Breeze SPA 1up	7
	Breeze 1up	9
	Pink Passion 1up	11
Disposables	Riviera	4
	Simply Venus 3 Plus	1
	Simply Venus 3	2
	Simply Venus 2	3
<b>TOTAL NUMBER OF SKUs</b>		<b>16</b>

GILLETTE			
SEGMENT	VARIANT	SKU / SIZE	SKU RANKING
FEMALE PRE SHAVE	Satin Care	Bikini Protection 200 ml	1
	Satin Care	Venus & Olay 200ml	2
<b>TOTAL NUMBER OF SKUs</b>			<b>2</b>

BACK

# Female Grooming – Planogram (Base)

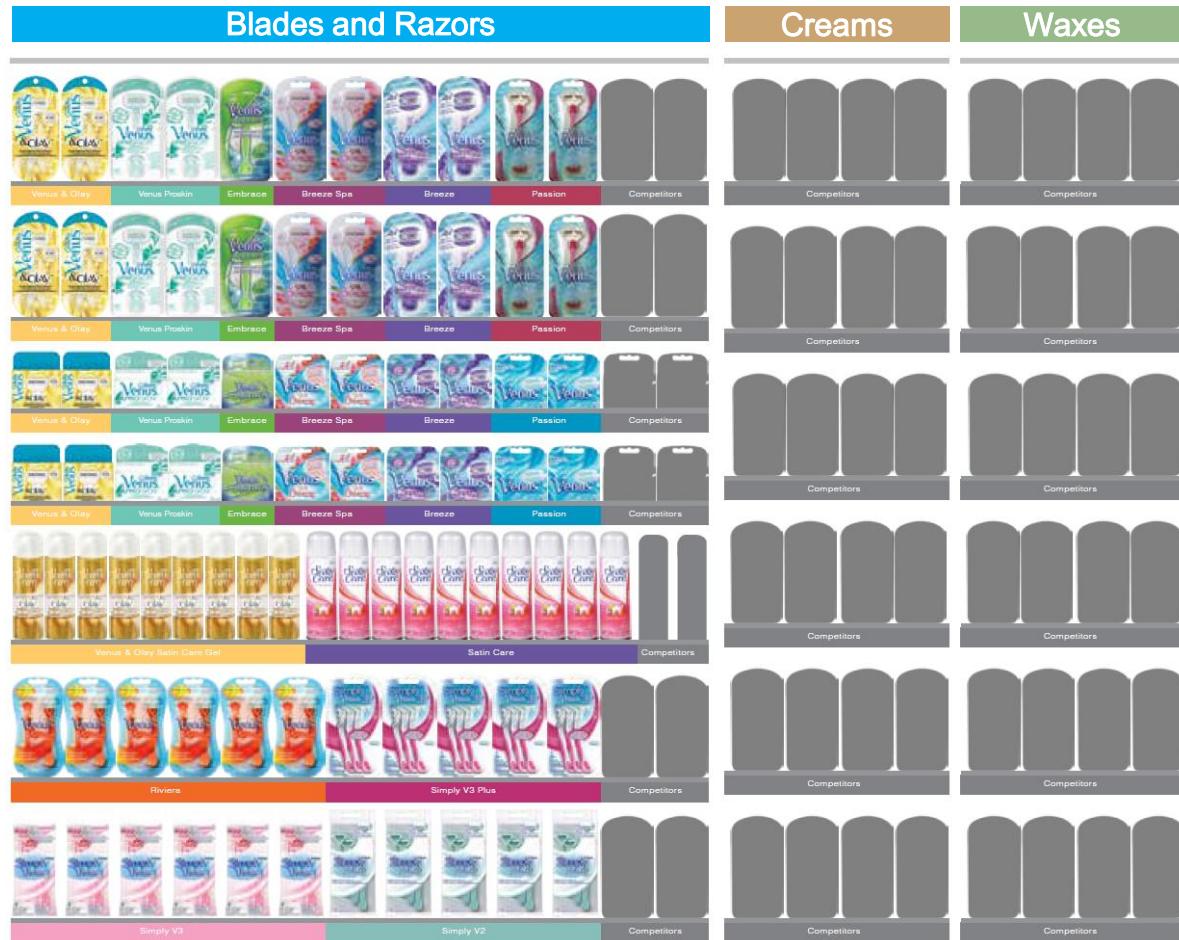


Blades and Razors						Creams	Waxes
Venus & Clay	Venus ProSkin	Embrace	Breeze Spa	Breeze	Passion	Competitors	Competitors
Venus & Clay	Venus ProSkin	Embrace	Breeze Spa	Breeze	Passion	Competitors	Competitors
Venus & Clay	Venus ProSkin	Embrace	Breeze Spa	Breeze	Passion	Competitors	Competitors
Venus & Clay	Venus ProSkin	Embrace	Breeze Spa	Breeze	Passion	Competitors	Competitors
Venus & Clay Skin Care Gel				Skin Care		Competitors	Competitors
Riviers	Simply V3 Plus				Competitors	Competitors	Competitors
Simply V2	Simply V2				Competitors	Competitors	Competitors

**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

# Female Grooming – Planogram (1/1+)



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

# Skin Care – Core Range (Base)



OLAY			
BOUTIQUE	VARIANT	SIZE	SKU RANKING
Regenerist	Microsculpting Cream	50ml	10
	Night Cream	50ml	14
	Day Cream	50ml	15
	UV Lotion	75ml	16
	Eye Lifting Serum	15ml	17
	Microsculpting serum	50ml	24
	Wrinkle Relaxing Complex	50ml	31
	CC Cream Lightest Skin Tone	50ml	32
	CC Cream Medium Skin Tone	50ml	33
	CC Cream Darkest Skin Tone	50ml	34
	Cleansing Device Kit		36
	Cleansing Refill Kit		37
	Cleanser	150ml	38
	Micsrosculpting Cream with SPF 30	50ml	39
	Night Renewal Elixir	50ml	42
Total Effects	Day Cream	50ml	4
	Night Cream	50ml	5
	Eye Cream	15ml	13
	Serum	50ml	19
	Sensitive Day Cream	50ml	25
	BB Cream TOF Fair	50ml	28
	BB Cream TOF Medium	50ml	29
	Concealer	15ml	30
	2 in 1 Moisturizer + Serum SPF 20	40ml	35
	CC Cream Fair SPF 15	50ml	40

OLAY			
BOUTIQUE	VARIANT	SIZE	SKU RANKING
Total Effects	CC Cream Medium SPF 15	50ml	41
	Face Wash	150ml	47
	Cleansing Toner	200ml	48
	Cleansing Milk	200ml	49
Age Defying Series	Day Cream	50ml	23
	Night Cream	50ml	50
	Eye Gel	15ml	51
	Day Cream	50g	11
White Radiance	Night Cream	50g	12
	Intensive Fairness Cream	50g	26
	Cleanser	100g	43
	Intensive Fairness Serum	40ml	44
Natural White	Day Lotion	75ml	45
	UV Blocker SPF 50	50ml	46
	Eye Serum	15g	53
	Spot Corrector	15g	54
Complete (Yellow)	Day Cream	50g	1
	Night Cream	50g	2
	Day Cream	100g	3
	Day Fluid	75ml	18
	Instant Glow	40g	27
	Face Wash	100g	52
	Day Cream	50ml	20
	Day Cream Sensitive	50ml	21
	Night Cream	50ml	22



BACK

## Skin Care – Core Range (Base)



OLAY			
BOUTIQUE	VARIANT	SIZE	SKU RANKING
Classic Care (Pink)	Beauty Fluid	200ml	6
	Double Action Day Cream	50g	7
	Double Action Night Cream	50g	8
	Beauty Fluid	100ml	9
	Act Hydrating Gel	50ml	55
Daily Cleansers	Face Wash	150ml	56
	Milk	200ml	57
	Toner	200ml	58
	Make up Remover	100ml	59
TOTAL NUMBER OF SKUs			59



BACK

## Skin Care – Core Range (1/1+)



OLAY			
BOUTIQUE	VARIANT	SIZE	SKU RANKING
Regenerist	Microsculpting Cream	50ml	10
	Night Cream	50ml	14
	Day Cream	50ml	15
	UV Lotion	75ml	16
	Eye Lifting Serum	15ml	17
	Microsculpting serum	50ml	24
	Wrinkle Relaxing Complex	50ml	31
	CC Cream Lightest Skin Tone	50ml	32
	CC Cream Medium Skin Tone	50ml	33
	CC Cream Darkest Skin Tone	50ml	34
	Cleansing Device Kit		36
	Cleansing Refill Kit		37
	Cleanser	150ml	38
	Micsrosculpting Cream with SPF 30	50ml	39
	Night Renewal Elixir	50ml	42
Total Effects	Day Cream	50ml	4
	Night Cream	50ml	5
	Eye Cream	15ml	13
	Serum	50ml	19
	Sensitive Day Cream	50ml	25
	BB Cream TOF Fair	50ml	28
	BB Cream TOF Medium	50ml	29
	Concealer	15ml	30
	2 in 1 Moisturizer + Serum SPF 20	40ml	35
	CC Cream Fair SPF 15	50ml	40

OLAY			
BOUTIQUE	VARIANT	SIZE	SKU RANKING
Total Effects	CC Cream Medium SPF 15	50ml	41
	Face Wash	150ml	47
	Cleansing Toner	200ml	48
	Cleansing Milk	200ml	49
Age Defying Series	Day Cream	50ml	23
	Night Cream	50ml	50
	Eye Gel	15ml	51
	Day Cream	50g	11
	Night Cream	50g	12
White Radiance	Intensive Fairness Cream	50g	26
	Cleanser	100g	43
	Intensive Fairness Serum	40ml	44
	Day Lotion	75ml	45
	UV Blocker SPF 50	50ml	46
	Eye Serum	15g	53
	Spot Corrector	15g	54
	Day Cream	50g	1
	Night Cream	50g	2
	Day Cream	100g	3
Natural White	Day Fluid	75ml	18
	Instant Glow	40g	27
	Face Wash	100g	52
	Day Cream	50ml	20
	Day Cream Sensitive	50ml	21
Complete (Yellow)	Night Cream	50ml	22



BACK

## Skin Care – Core Range (1/1+)



OLAY			
BOUTIQUE	VARIANT	SIZE	SKU RANKING
Classic Care (Pink)	Beauty Fluid	200ml	6
	Double Action Day Cream	50g	7
	Double Action Night Cream	50g	8
	Beauty Fluid	100ml	9
	Act Hydrating Gel	50ml	55
Daily Cleansers	Face Wash	150ml	56
	Milk	200ml	57
	Toner	200ml	58
	Make up Remover	100ml	59
TOTAL NUMBER OF SKUs			59



BACK



# Skin Care – Planogram (Base)

**Olay**



**OUR ULTIMATE ANTI-AGING**

- RG Cleanser
- RG Cleansing System & Refill pack
- RG MS Serum
- RG Wrinkle Complex
- RG MS Cream
- RG MS SPF
- RG CC Cream Light, Med & Dark Elixir

**Olay**



**ALL-IN-ONE ANTI-AGING**

- TE Face Wash
- TE Cleanser Toner & Milk
- TE Serum
- TE Day Cream
- TE Sensitive Night Cream
- TE Eye Cream
- TE Duo Serum+Moisture
- TE TOF Light & Medium
- TE CC Cream Conoster Fair & Medium

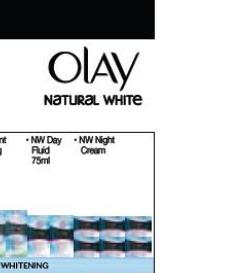
**Olay**



**ADVANCED WHITENING**

- WR Face Wash
- WR Intensive Fairness Serum
- WR Day Cream
- WR Day Lotion & UV Blocker
- WR Night Cream
- WR Spot Corrector & Eye Serum

**Olay**



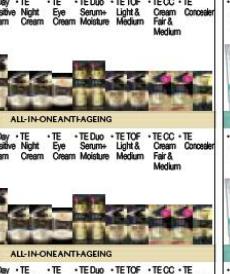
**ALL-IN-ONE WHITENING**

- NW Face Wash
- NW Day Cream 100g
- NW Day Cream 30g
- NW Instant Glow 40g
- NW Day Fluid 75ml
- NW Night Cream



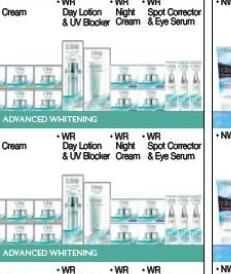
**OUR ULTIMATE ANTI-AGING**

- RG Cleanser
- RG Cleansing System & Refill pack
- RG MS Serum
- RG Wrinkle Complex
- RG MS Cream
- RG MS SPF
- RG CC Cream Light, Med & Dark Elixir
- RG Replenish Cream
- RG UV lotion
- RG Night Cream
- RG Eye Serum



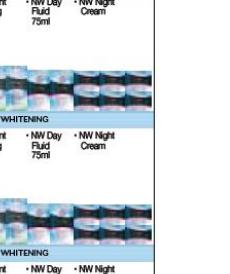
**ALL-IN-ONE ANTI-AGING**

- TE Face Wash
- TE Cleanser Toner & Milk
- TE Serum
- TE Day Cream
- TE Sensitive Night Cream
- TE Eye Cream
- TE Duo Serum+Moisture
- TE TOF Light & Medium
- TE CC Cream Conoster Fair & Medium



**ADVANCED WHITENING**

- WR Face Wash
- WR Intensive Fairness Serum
- WR Day Cream
- WR Day Lotion & UV Blocker
- WR Night Cream
- WR Spot Corrector & Eye Serum



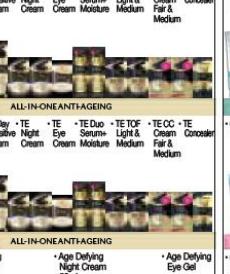
**ALL-IN-ONE WHITENING**

- NW Face Wash
- NW Day Cream 100g
- NW Day Cream 30g
- NW Instant Glow 40g
- NW Day Fluid 75ml
- NW Night Cream



**OUR ULTIMATE ANTI-AGING**

- RG Cleanser
- RG Cleansing System & Refill pack
- RG Replenish Cream
- RG UV Lotion
- RG Night Cream
- RG Eye Serum
- Gentle Face Wash, Milk & Toner
- Eye Makeup remover
- CC Day Cream Sensitive 50ml
- CC Night Cream Sensitive 50ml



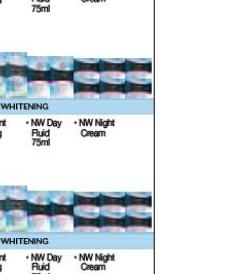
**ALL-IN-ONE ANTI-AGING**

- TE Face Wash
- TE Cleanser Toner & Milk
- TE Serum
- TE Day Cream
- TE Sensitive Night Cream
- TE Eye Cream
- TE Duo Serum+Moisture
- TE TOF Light & Medium
- TE CC Cream Conoster Fair & Medium
- Age Defying Day Cream
- Age Defying Night Cream 50ml
- Age Defying Eye Gel



**EVERYDAY MOISTURISING AND CLEANSING**

- Gentle Face Wash, Milk & Toner
- Eye Makeup remover
- CC Day Cream Sensitive 50ml
- CC Night Cream Sensitive 50ml
- Gentle Face Wash, Milk & Toner
- Eye Makeup remover
- Beauty Fluid 200ml
- Double Action Day 50ml
- Double Action Night



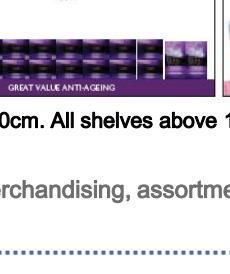
**ALL-IN-ONE WHITENING**

- NW Face Wash
- NW Day Cream 100g
- NW Day Cream 30g
- NW Instant Glow 40g
- NW Day Fluid 75ml
- NW Night Cream



**EVERYDAY MOISTURISING AND CLEANSING**

- Gentle Face Wash, Milk & Toner
- Eye Makeup remover
- CC Day Cream Sensitive 50ml
- CC Night Cream Sensitive 50ml
- Gentle Face Wash, Milk & Toner
- Eye Makeup remover
- Beauty Fluid 100ml
- Double Action Day 50ml
- Double Action Hydrogel 50ml



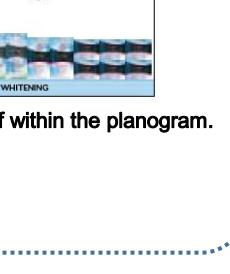
**GREAT VALUE ANTI-AGING**

- TE Face Wash
- TE Cleanser Toner & Milk
- TE Serum
- TE Day Cream
- TE Sensitive Night Cream
- TE Eye Cream
- TE Duo Serum+Moisture
- TE TOF Light & Medium
- TE CC Cream Conoster Fair & Medium
- Gentle Face Wash, Milk & Toner
- Eye Makeup remover
- Age Defying Day Cream 50ml
- Age Defying Night Cream 50ml
- Age Defying Eye Gel



**EVERYDAY MOISTURISING AND CLEANSING**

- Gentle Face Wash, Milk & Toner
- Eye Makeup remover
- Beauty Fluid 200ml
- Double Action Day 50ml
- Double Action Night
- Gentle Face Wash, Milk & Toner
- Eye Makeup remover
- Beauty Fluid 100ml
- Double Action Hydrogel 50ml



**ALL-IN-ONE WHITENING**

- NW Face Wash
- NW Day Cream 100g
- NW Day Cream 30g
- NW Instant Glow 40g
- NW Day Fluid 75ml
- NW Night Cream

The maximum height of the Olay shelves should not exceed 170cm. All shelves above 170cm should be used for storage space or replicate the highest shelf within the planogram.

**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK



# Skin Care – Planogram (1/1+)



**Olay**  
TOTAL effects

**OUR ULTIMATE ANTI-AGING**

- RG Cleanser
- RG Cleaning System & Refill pack
- RG MS Serum
- RG White Complex
- RG MS Cream
- RG CC Cream SPF Light, Med & Dark
- RG MS Elixir
- RG UV Lotion
- RG Night Cream
- RG Eye Serum

**ALL-IN-ONE ANTI-AGING**

- TE Face Wash
- TE Cleanser + TE Toner & Milk
- TE Day Serum
- TE Sensitive Night Cream
- TE Eye Cream
- TE Duo Cream Moisture Medium
- TE CC + TE Cream Concealer Fair & Medium

**GENTLE FACE WASHES**

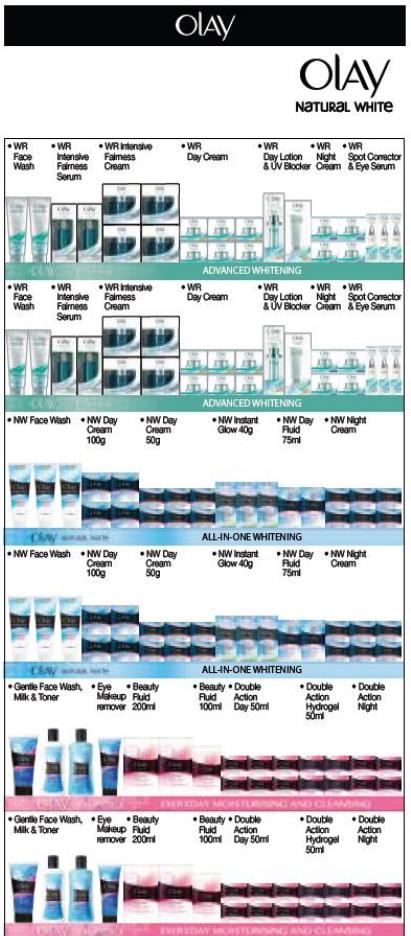
- Gentle Face Wash, Milk & Toner
- Eye Makeup Remover 50ml
- Age Defying Day Cream 50ml
- Age Defying Night Cream 50ml
- Age Defying Eye Gel

**GREAT VALUE ANTI-AGING**

- Gentle Face Wash, Milk & Toner
- Eye Makeup Remover 50ml
- CC Day Cream Sensitive 50ml
- CC Night Cream 50ml

**OLAY ESSENTIALS**

**EVERYDAY MOISTURISING AND CLEANSING**



**Olay**

**NATURAL WHITE**

**ADVANCED WHITENING**

- WR Face Wash
- WR Intensive Fairness Serum
- WR Intensive Fairness Cream
- WR Day Cream
- WR Day Lotion & UV Blocker
- WR Night Spot Corrector & Eye Serum

**ADVANCED WHITENING**

- WR Face Wash
- WR Intensive Fairness Serum
- WR Intensive Fairness Cream
- WR Day Cream
- WR Day Lotion & UV Blocker
- WR Night Spot Corrector & Eye Serum

**NW Face Wash**

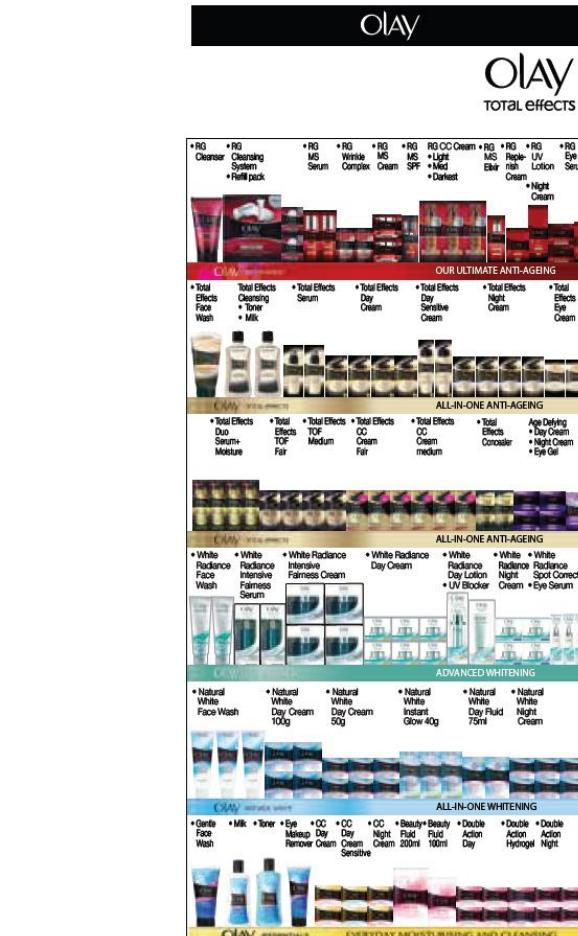
- NW Day Cream 100g
- NW Day Cream 50g
- NW Instant Glow 40g
- NW Day Fluid 75ml
- NW Night Cream

**ALL-IN-ONE WHITENING**

- NW Face Wash
- NW Day Cream 100g
- NW Day Cream 50g
- NW Instant Glow 40g
- NW Day Fluid 75ml
- NW Night Cream

**OLAY ESSENTIALS**

**EVERYDAY MOISTURISING AND CLEANSING**



**Olay**

**TOTAL effects**

**OUR ULTIMATE ANTI-AGING**

- Total Effects Face Wash
- Total Effects Cleansing System & Refill pack
- RG MS Serum
- RG Wrinkle Complex
- RG MS Cream
- RG Light Elixir
- RG Elixir
- RG UV Lotion
- RG Night Cream
- RG Eye Serum

**ALL-IN-ONE ANTI-AGING**

- Total Effects Face Wash
- Total Effects Cleansing System & Milk
- Total Effects Serum
- Total Effects Day Cream
- Total Effects Day Serum
- Total Effects Night Cream
- Total Effects Eye Cream

**Duo Serum+ Moisture**

- Total Effects Duo Serum+ Moisture
- TOF Medium Fair
- TOF Medium Fair
- CC Cream Fair
- CC Cream medium
- Total Effects Day Cream
- Total Effects Day Serum
- Age Defying Day Cream
- Age Defying Night Cream
- Eye Gel

**White Radiance**

**ALL-IN-ONE ANTI-AGING**

- White Radiance Face Wash
- White Radiance Intensive Fairness Serum
- White Radiance Day Cream
- White Radiance Day Serum
- White Radiance Night Spot Corrector & Eye Serum

**ADVANCED WHITENING**

- White Radiance Face Wash
- White Radiance Intensive Fairness Serum
- White Radiance Day Cream
- White Radiance Day Serum
- White Radiance Night Spot Corrector & Eye Serum

**Natural White**

**ALL-IN-ONE WHITENING**

- Natural White Face Wash
- Natural White Day Cream 100g
- Natural White Day Cream 50g
- Natural White Instant Glow 40g
- Natural White Day Fluid 75ml
- Natural White Night Cream

**OLAY ESSENTIALS**

**EVERYDAY MOISTURISING AND CLEANSING**

The maximum height of the Olay shelves should not exceed 170cm. All shelves above 170cm should be used for storage space or replicate the highest shelf within the planogram.

**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

# Soaps – Core Range (Base)



CAMAY			
SEGMENT	VARIANT	SIZE	SKU RANKING
BAR SOAP	Romantique	75gm	23
	Vintage	75gm	24
	Dejour	75gm	25
	Zerlina	75gm	26
	Dynamique	75gm	27
	Beaute DLN	75gm	28
	Romantique	125gm	7
	Vintage	125gm	8
	Dejour	125gm	9
	Zerlina	125gm	10
	Dynamique	125gm	11
	Beaute DLN	125gm	12
	Romantique	175gm	18
	Vintage	175gm	19
	Zerlina	175gm	20
	Dynamique	175gm	21
	Beaute DLN	175gm	22
	Romantique	125gm 6s	1
	Vintage	125gm 6s	2
	Dejour	125gm 6s	3
	Zerlina	125gm 6s	4
	Dynamique	125gm 6s	5
	Beaute DLN	125gm 6s	6

CAMAY			
SEGMENT	VARIANT	SIZE	SKU RANKING
BAR SOAP	Romantique	175gm 6s	13
	Vintage	175gm 6s	14
	Zerlina	175gm 6s	15
	Dynamique	175gm 6s	16
	Beaute DLN	175gm 6s	17
TOTAL NUMBER OF SKUs			28

CAMAY			
SEGMENT	VARIANT	SIZE	SKU RANKING
SHOWER GEL	Romantique	250ml	1
	Vintage	250ml	2
	Dejour	250ml	3
	Zerlina	250ml	4
	Dynamique	250ml	5
	Beaute DLN	250ml	6
TOTAL NUMBER OF SKUs			6

ZEST			
SEGMENT	VARIANT	SIZE	SKU RANKING
BAR SOAP	Zest Ice Fresh	125gm	3
	Zest Lemon Fresh	125gm	4
	Zest Lemon Fresh	175gm	1
	Zest Ice Fresh	175gm	2
TOTAL NUMBER OF SKUs			4

BACK

# Soaps – Core Range (1/1+)



CAMAY			
SEGMENT	VARIANT	SIZE	SKU RANKING
BAR SOAP	Romantique	75gm	23
	Vintage	75gm	24
	Dejour	75gm	25
	Zerlina	75gm	26
	Dynamique	75gm	27
	Beaute DLN	75gm	28
	Romantique	125gm	7
	Vintage	125gm	8
	Dejour	125gm	9
	Zerlina	125gm	10
	Dynamique	125gm	11
	Beaute DLN	125gm	12
	Romantique	175gm	18
	Vintage	175gm	19
	Zerlina	175gm	20
	Dynamique	175gm	21
	Beaute DLN	175gm	22
	Romantique	125gm 6s	1
	Vintage	125gm 6s	2
	Dejour	125gm 6s	3
	Zerlina	125gm 6s	4
	Dynamique	125gm 6s	5
	Beaute DLN	125gm 6s	6

CAMAY			
SEGMENT	VARIANT	SIZE	SKU RANKING
BAR SOAP	Romantique	175gm 6s	13
	Vintage	175gm 6s	14
	Zerlina	175gm 6s	15
	Dynamique	175gm 6s	16
	Beaute DLN	175gm 6s	17
TOTAL NUMBER OF SKUs			28

CAMAY			
SEGMENT	VARIANT	SIZE	SKU RANKING
SHOWER GEL	Romantique	250ml	1
	Vintage	250ml	2
	Dejour	250ml	3
	Zerlina	250ml	4
	Dynamique	250ml	5
	Beaute DLN	250ml	6
TOTAL NUMBER OF SKUs			6

ZEST			
SEGMENT	VARIANT	SIZE	SKU RANKING
BAR SOAP	Zest Ice Fresh	125gm	3
	Zest Lemon Fresh	125gm	4
	Zest Lemon Fresh	175gm	1
	Zest Ice Fresh	175gm	2
TOTAL NUMBER OF SKUs			4

BACK



# Soaps – Planogram (Base)



**Romantique (6s)+Vintage (6s)  
Dejour (6s)+Zerlina (6s)+  
Dynamique (6s) Beaute DN (6s) 125gm**



**Romantique + Vintage  
Dejour + Zerlina +  
Dynamique + Beaute DN 125gm Singles**



**Romantique (6s) + Vintage (6s)  
+Zerlina (6s) + Dynamique (6s)  
Beaute DN (6s) 175gm**



**Romantique + Vintage  
Zerlina + Dynamique  
Beaute DN 175gm Singles**



**Romantique + Vintage  
Zerlina + Dynamique  
Beaute DN 75gm Singles**



**Zest Lemon Fresh + Zest Ice Fresh 125gm Singles  
Zest Lemon Fresh + Zest Ice Fresh 175gm Singles**



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK



# Soaps – Planogram (1/1+)



**Romantique (6s)+Vintage (6s)  
Dejour (6s)+Zerlina (6s)+  
Dynamique (6s) Beaute DN (6s) 125gm**



**Romantique + Vintage  
Dejour + Zerlina +  
Dynamique + Beaute DN 125gm Singles**



**Romantique (6s) + Vintage (6s)  
+Zerlina (6s) + Dynamique (6s)  
Beaute DN (6s) 175gm**



**Romantique + Vintage  
Zerlina + Dynamique  
Beaute DN 175gm Singles**



**Romantique + Vintage  
Zerlina + Dynamique  
Beaute DN 75gm Singles**



**Zest Lemon Fresh + Zest Ice Fresh 125gm Singles  
Zest Lemon Fresh + Zest Ice Fresh 175gm Singles**



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

[BACK](#)

# Oral B MOC – Core Range (Base)

BRAND	SEGMENT	SKU	SKU RANKING	BRAND	SEGMENT	SKU	SKU RANKING	
ORAL B MOC	MANUAL TOOTHBRUSH	Pulsar Pearl (35 Soft)	12	ORAL B MOC	MANUAL TOOTHBRUSH	Stages Proexpert (8+ years)	26	
		Pulsar (35 Soft)	14			OB KIDS 2-4yr EMKB	27	
		Pulsar (40 Med)	13			OB Mickey EMKB	28	
		Clinicline (38 Med)	1			Orthodontic	43	
		Clinicline (38 Soft)	2		TOOTHBRUSH	Tiger/Pooh Paste - 75ml	29	
		Proflex Whitening Med	3			Cars/Princess paste - 75ml	30	
		Proflex Whitening Soft	4		RINSE	Rinse Multi Protection 250ml	34	
		AntiBacterial (35 Soft)	8			Rinse Multi Protection 500ml	31	
		AntiBacterial (40 Med)	7			3D White Luxe 500ml	32	
		Complete 7 (35 Soft)	6			Clinicline Rinse 500ml	33	
		Complete 7 (40 Med)	5		REFILL	Interdental Starter Kit	40	
		Delicate Enamel (35 Extra Soft)	19			Interdental Refill Cylindrical	41	
		3D Clean TAJ (40 Soft)	11			Interdental Refill Tapered	42	
		3D Clean TAJ (40 Med)	10			Clinicline Floss	35	
		Advantage Fresh (40 Med)	13		FLOSS	Floss Essential Waxed (50 mtrs)	36	
		Advantage White (40 Med)	15			Floss Essential (50 mtrs)	37	
		Advantage Plus Complete (40 Med)	16			Floss Satin Mint (25 mtrs)	38	
		Advantage Sensitive (35 Extra Soft)	20			Floss Satin (25 mtrs)	39	
		Complete Ultra Thin Soft	18			Floss Cool Mint (25 mtrs)	40	
		Complete 5 Way Clean Med	17			<b>TOTAL NUMBER OF SKUs</b>		
		Interdental	22				44	
		Natural Fresh (40 Med)	21					
		Stages 1 (4- 24 mnths) - Baby	23					
		Stages 2 (2- 4 years)	24					
		Stages 3 (5- 7 years)	25					

[BACK](#)

# Oral B MOC – Core Range (1/1+)



BRAND	SEGMENT	SKU	SKU RANKING	BRAND	SEGMENT	SKU	SKU RANKING	
ORAL B MOC	MANUAL TOOTHBRUSH	Pulsar Pearl (35 Soft)	12	ORAL B MOC	MANUAL TOOTHBRUSH	Stages Proexpert (8+ years)	26	
		Pulsar (35 Soft)	14			OB KIDS 2-4yr EMKB	27	
		Pulsar (40 Med)	13			OB Mickey EMKB	28	
		Clinicline (38 Med)	1			Orthodontic	43	
		Clinicline (38 Soft)	2		TOOTHBRUSH	Tiger/Pooh Paste - 75ml	29	
		Proflex Whitening Med	3			Cars/Princess paste - 75ml	30	
		Proflex Whitening Soft	4		RINSE	Rinse Multi Protection 250ml	34	
		AntiBacterial (35 Soft)	8			Rinse Multi Protection 500ml	31	
		AntiBacterial (40 Med)	7			3D White Luxe 500ml	32	
		Complete 7 (35 Soft)	6			Clinicline Rinse 500ml	33	
		Complete 7 (40 Med)	5		REFILL	Interdental Starter Kit	40	
		Delicate Enamel (35 Extra Soft)	19			Interdental Refill Cylindrical	41	
		3D Clean TAJ (40 Soft)	11			Interdental Refill Tapered	42	
		3D Clean TAJ (40 Med)	10			Clinicline Floss	35	
		Advantage Fresh (40 Med)	13		FLOSS	Floss Essential Waxed (50 mtrs)	36	
		Advantage White (40 Med)	15			Floss Essential (50 mtrs)	37	
		Advantage Plus Complete (40 Med)	16			Floss Satin Mint (25 mtrs)	38	
		Advantage Sensitive (35 Extra Soft)	20			Floss Satin (25 mtrs)	39	
		Complete Ultra Thin Soft	18			Floss Cool Mint (25 mtrs)	40	
		Complete 5 Way Clean Med	17			<b>TOTAL NUMBER OF SKUs</b>		
		Interdental	22				44	
		Natural Fresh (40 Med)	21					
		Stages 1 (4- 24 mnths) - Baby	23					
		Stages 2 (2- 4 years)	24					
		Stages 3 (5- 7 years)	25					

BACK



# Oral B MOC – Planogram (Base)



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK



# Oral B MOC – Planogram (1/1+)



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

# Crest – Core Range (Base)



BRAND	SEGMENT	SKU	SKU RANKING
CREST	TOOTHPASTE	3D White125ml	11
		3D White Fresh Cool Water 125ml	12
		3D Luxe Pearl Royal Spa 75ml	1
		3D Luxe Healthy Shine 75ml	2
		3D Luxe Anti Tobacco 75ml	4
		3D Luxe Glamour 75ml	3
		AC Salt Icy Power125ml	18
		AC Fresh Mint 125ml	15
		AC Mild Mint 125ml	17
		AC Herbal 125ml	16
		AC Dual Pack 25% Off - Fresh Mint 125ml	19
		AC Dual Pack 25% Off - Salt Power 125ml	20
		Kids 50ml	21
		Complete Extra Fresh 125ml	13
		Complete With Mouthwash 125ml	14
		All In One Extra Fresh 100ml	8
		All In One Whitening 100ml	9
		All In One Mild Mint 100ml	10
		Clinicline Enamel Protection 75ml	6
		Clinicline Gum Protection 75ml	5
		Clinicline Sensitive 75ml	7
		<b>TOTAL NUMBER OF SKUs</b>	<b>21</b>



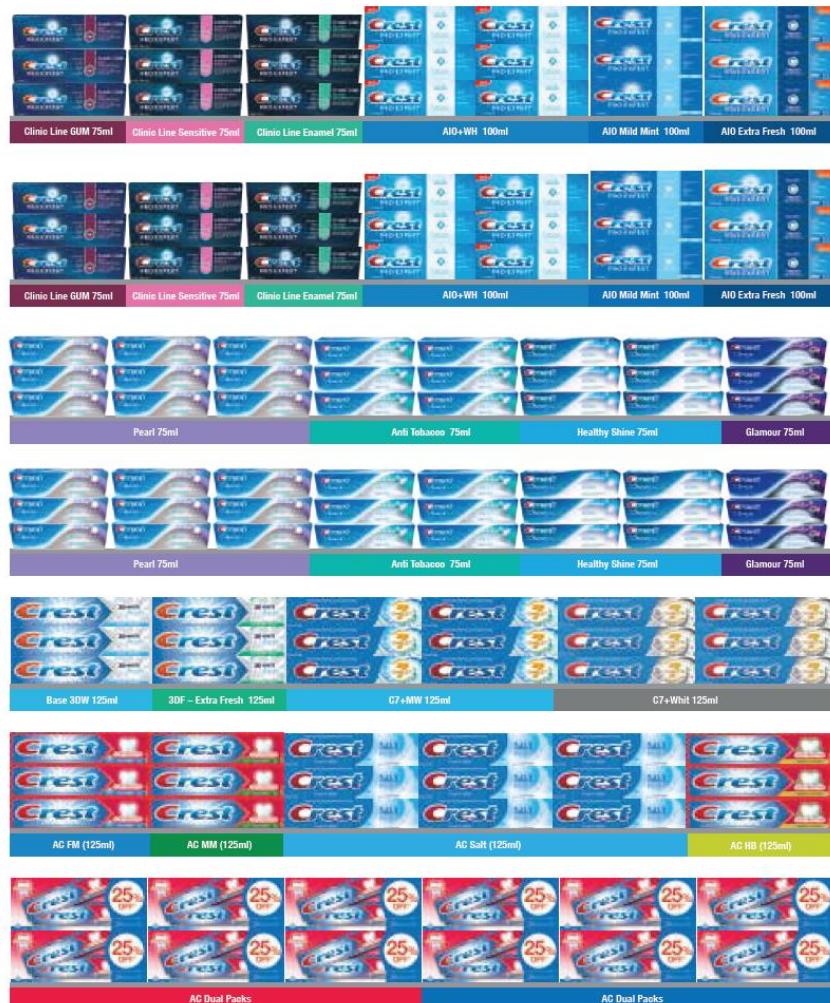
**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

## Crest – Core Range (1/1+)



BRAND	SEGMENT	SKU	SKU RANKING
CREST	TOOTHPASTE	3D White125ml	11
		3D White Fresh Cool Water 125ml	12
		3D Luxe Pearl Royal Spa 75ml	1
		3D Luxe Healthy Shine 75ml	2
		3D Luxe Anti Tobacco 75ml	4
		3D Luxe Glamour 75ml	3
		AC Salt Icy Power125ml	18
		AC Fresh Mint 125ml	15
		AC Mild Mint 125ml	17
		AC Herbal 125ml	16
		AC Dual Pack 25% Off - Fresh Mint 125ml	19
		AC Dual Pack 25% Off - Salt Power 125ml	20
		Kids 50ml	21
		Complete Extra Fresh 125ml	13
		Complete With Mouthwash 125ml	14
		All In One Extra Fresh 100ml	8
		All In One Whitening 100ml	9
		All In One Mild Mint 100ml	10
		Clinicline Enamel Protection 75ml	6
		Clinicline Gum Protection 75ml	5
		Clinicline Sensitive 75ml	7
		<b>TOTAL NUMBER OF SKUs</b>	<b>21</b>



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

## Crest – Planogram (Base)



BRAND	SEGMENT	SKU	SKU RANKING
CREST	TOOTHPASTE	3D White125ml	11
		3D White Fresh Cool Water 125ml	12
		3D Luxe Pearl Royal Spa 75ml	1
		3D Luxe Healthy Shine 75ml	2
		3D Luxe Anti Tobacco 75ml	4
		3D Luxe Glamour 75ml	3
		AC Salt Icy Power125ml	18
		AC Fresh Mint 125ml	15
		AC Mild Mint 125ml	17
		AC Herbal 125ml	16
		AC Dual Pack 25% Off - Fresh Mint 125ml	19
		AC Dual Pack 25% Off - Salt Power 125ml	20
		Kids 50ml	21
		Complete Extra Fresh 125ml	13
		Complete With Mouthwash 125ml	14
		All In One Extra Fresh 100ml	8
		All In One Whitening 100ml	9
		All In One Mild Mint 100ml	10
		Clinicline Enamel Protection 75ml	6
		Clinicline Gum Protection 75ml	5
		Clinicline Sensitive 75ml	7
		<b>TOTAL NUMBER OF SKUs</b>	<b>21</b>



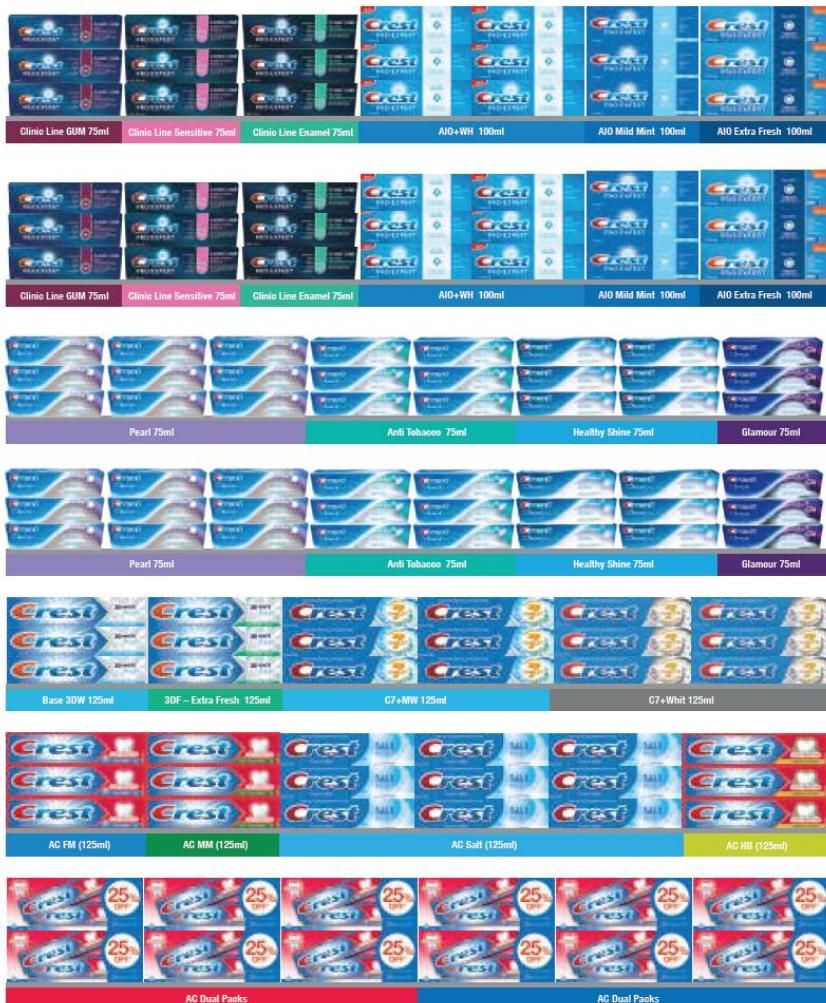
NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

## Crest – Planogram (1/1+)



BRAND	SEGMENT	SKU	SKU RANKING
CREST	TOOTHPASTE	3D White125ml	11
		3D White Fresh Cool Water 125ml	12
		3D Luxe Pearl Royal Spa 75ml	1
		3D Luxe Healthy Shine 75ml	2
		3D Luxe Anti Tobacco 75ml	4
		3D Luxe Glamour 75ml	3
		AC Salt Icy Power125ml	18
		AC Fresh Mint 125ml	15
		AC Mild Mint 125ml	17
		AC Herbal 125ml	16
		AC Dual Pack 25% Off - Fresh Mint 125ml	19
		AC Dual Pack 25% Off - Salt Power 125ml	20
		Kids 50ml	21
		Complete Extra Fresh 125ml	13
		Complete With Mouthwash 125ml	14
		All In One Extra Fresh 100ml	8
		All In One Whitening 100ml	9
		All In One Mild Mint 100ml	10
		Clinicline Enamel Protection 75ml	6
		Clinicline Gum Protection 75ml	5
		Clinicline Sensitive 75ml	7
		<b>TOTAL NUMBER OF SKUs</b>	<b>21</b>



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK



# Oral B POC – Core Range (Base)

BRAND	VARIANT	SKU	SKU RANKING
<b>BATTERY TOOTHBRUSH</b>			
	DB 4	Precision Clean	6
	DB 4	Kids	7
<b>RECHARGEABLE TOOTHBRUSH</b>			
	D 34	Triumph PC 5000	3
	D 20	Trizone PC 1000	5
	D 16	Prof. PC 500	1
	D 12	Vitality Precision Clean Clamshell	2
	D 12	Vitality Precision Clean Box	2
	OC	OC 20	4
<b>REFILLS</b>			
	EB30	Trizone 2s	13
	EB10	Kids 2s	12
	EB18	Pro White 2a	10
	EB20	Precision Clean 2s	8
	EBS 17	Sensitive 2s	11
	EB25	Floss Actions	9
	ED17	Nozzle Oxyjet	14
	3CTS	Ortho Care Refills	15
<b>TOTAL NUMBER OF SKUs</b>			<b>16</b>

**ELECTRO AISLE****OC AISLE**

**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK



# Oral B POC – Core Range (1/1+)

BRAND	VARIANT	SKU	SKU RANKING
<b>BATTERY TOOTHBRUSH</b>			
	DB 4	Precision Clean	6
	DB 4	Kids	7
<b>RECHARGEABLE TOOTHBRUSH</b>			
	D 34	Triumph PC 5000	3
	D 20	Trizone PC 1000	5
	D 16	Prof. PC 500	1
	D 12	Vitality Precision Clean Clamshell	2
	D 12	Vitality Precision Clean Box	2
	OC	OC 20	4
<b>REFILLS</b>			
	EB30	Trizone 2s	13
	EB10	Kids 2s	12
	EB18	Pro White 2a	10
	EB20	Precision Clean 2s	8
	EBS 17	Sensitive 2s	11
	EB25	Floss Actions	9
	ED17	Nozzle Oxyjet	14
	3CTS	Ortho Care Refills	15
<b>TOTAL NUMBER OF SKUs</b>			<b>16</b>

**ELECTRO AISLE****OC AISLE**

**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK



# Oral B POC – Planogram (Base)

BRAND	VARIANT	SKU	SKU RANKING
<b>BATTERY TOOTHBRUSH</b>			
	DB 4	Precision Clean	6
	DB 4	Kids	7
<b>RECHARGEABLE TOOTHBRUSH</b>			
	D 34	Triumph PC 5000	3
	D 20	Trizone PC 1000	5
	D 16	Prof. PC 500	1
	D 12	Vitality Precision Clean Clamshell	2
	D 12	Vitality Precision Clean Box	2
	OC	OC 20	4
<b>REFILLS</b>			
	EB30	Trizone 2s	13
	EB10	Kids 2s	12
	EB18	Pro White 2a	10
	EB20	Precision Clean 2s	8
	EBS 17	Sensitive 2s	11
	EB25	Floss Actions	9
	ED17	Nozzle Oxyjet	14
	3CTS	Ortho Care Refills	15
<b>TOTAL NUMBER OF SKUs</b>			<b>16</b>

**ELECTRO AISLE****OC AISLE**

**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK



# Oral B POC – Planogram (1/1+)

BRAND	VARIANT	SKU	SKU RANKING
<b>BATTERY TOOTHBRUSH</b>			
	DB 4	Precision Clean	6
	DB 4	Kids	7
<b>RECHARGEABLE TOOTHBRUSH</b>			
	D 34	Triumph PC 5000	3
	D 20	Trizone PC 1000	5
	D 16	Prof. PC 500	1
	D 12	Vitality Precision Clean Clamshell	2
	D 12	Vitality Precision Clean Box	2
	OC	OC 20	4
<b>REFILLS</b>			
	EB30	Trizone 2s	13
	EB10	Kids 2s	12
	EB18	Pro White 2a	10
	EB20	Precision Clean 2s	8
	EBS 17	Sensitive 2s	11
	EB25	Floss Actions	9
	ED17	Nozzle Oxyjet	14
	3CTS	Ortho Care Refills	15
<b>TOTAL NUMBER OF SKUs</b>			<b>16</b>

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**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK



# Hair Care – Core Range (Base)

## Anti- Dandruff

## Cosmetic

## Salon Inspired

## Family Care

### Head & Shoulders

### Pantene

### WPS

### Herbal Essences/ Pert



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

# Hair Care – Core Range (1/1+)



## Anti- Dandruff

## Cosmetic

## Salon Inspired

## Family Care

### Head & Shoulders

### Pantene

### WPS

### Herbal Essences/ Pert



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

# Hair Care – Planogram (Base)



## Anti- Dandruff

## Cosmetic

## Salon Inspired

## Family Care

### Head & Shoulders

### Pantene

### WPS

### Herbal Essences/ Pert



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

# Hair Care – Planogram (1/1+)



## Anti- Dandruff

## Cosmetic

## Salon Inspired

## Family Care

### Head & Shoulders

### Pantene

### WPS

### Herbal Essences/ Pert



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK



# H&S – Core Range (Base)

HEAD & SHOULDERS			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	200ml	Refreshing (Menthол)	17
		Classic Clean	18
		Lively & Silky	19
		Moisturizing Scalp Care	20
		Natural Fresh	21
		Extra Volume	33
		Hair Endurance	34
		Hair Fall Defence	35
		Sensitive Scalp Care	36
		Sports Fresh	40
	400ml	Itch	37
		Refreshing (Menthол)	1
		Classic Clean	2
		Lively & Silky	3
		Moisturizing Scalp Care	4
		Natural Fresh	5
		Extra Volume	27
		Hair Endurance	28



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK



# H&S – Core Range (Base)

HEAD & SHOULDERS			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	700ml	Refreshing (Menthол)	8
		Classic Clean	9
		Lively & Silky	10
		Moisturizing Scalp Care	11
		Natural Fresh	12
		Extra Volume	30
		Hair Endurance	31
		Hair Fall Defence	32
		Sensitive Scalp Care	13
		Sports Fresh	39
ROC	400ml	Itch	14
		Refreshing (Menthол)	22
		Classic Clean	23
		Moisturizing Scalp Care	24
		Hair Fall Defence	25
OR	200ml	Itch	26
		Menthол	5
		Classic Clean	6
		Moisturizing Scalp Care	7
	375ml	Hair Fall Defence	8
	375ml	Menthол	1
	375ml	Classic Clean	2



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK



# H&S – Core Range (Base)

HEAD & SHOULDERS			
SEGMENT	SIZE	VARIANT	SKU RANKING
OR	375ml	Moisturizing Scalp Care	3
		Hair Fall Defence	4
JAR	150ml	Moisturizing Scalp Care	15
		Hair Fall Defence	16
TOTAL NUMBER OF SKUs		<b>48</b>	



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

## H&amp;S – Core Range (1/1+)



HEAD & SHOULDERS			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	200ml	Refreshing (Menthол)	17
		Classic Clean	18
		Lively & Silky	19
		Moisturizing Scalp Care	20
		Natural Fresh	21
		Extra Volume	33
		Hair Endurance	34
		Hair Fall Defence	35
		Sensitive Scalp Care	36
		Sports Fresh	40
	400ml	Itch	37
		Refreshing (Menthол)	1
		Classic Clean	2
		Lively & Silky	3
		Moisturizing Scalp Care	4
		Natural Fresh	5
		Extra Volume	27
		Hair Endurance	28



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

## H&amp;S – Core Range (1/1+)



HEAD & SHOULDERS			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	700ml	Refreshing (Menthол)	8
		Classic Clean	9
		Lively & Silky	10
		Moisturizing Scalp Care	11
		Natural Fresh	12
		Extra Volume	30
		Hair Endurance	31
		Hair Fall Defence	32
		Sensitive Scalp Care	13
		Sports Fresh	39
ROC	400ml	Itch	14
		Refreshing (Menthол)	22
		Classic Clean	23
		Moisturizing Scalp Care	24
		Hair Fall Defence	25
OR	200ml	Itch	26
		Menthол	5
		Classic Clean	6
		Moisturizing Scalp Care	7
	375ml	Hair Fall Defence	8
	375ml	Menthол	1
	375ml	Classic Clean	2



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK



# H&S – Core Range (1/1+)

HEAD & SHOULDERS			
SEGMENT	SIZE	VARIANT	SKU RANKING
OR	375ml	Moisturizing Scalp Care	3
		Hair Fall Defence	4
JAR	150ml	Moisturizing Scalp Care	15
		Hair Fall Defence	16
TOTAL NUMBER OF SKUs		<b>48</b>	



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK



# H&S – Planogram (Base)

HEAD & SHOULDERS			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	200ml	Refreshing (Menthол)	17
		Classic Clean	18
		Lively & Silky	19
		Moisturizing Scalp Care	20
		Natural Fresh	21
		Extra Volume	33
		Hair Endurance	34
		Hair Fall Defence	35
		Sensitive Scalp Care	36
		Sports Fresh	40
	400ml	Itch	37
		Refreshing (Menthол)	1
		Classic Clean	2
		Lively & Silky	3
		Moisturizing Scalp Care	4
		Natural Fresh	5
		Extra Volume	27
		Hair Endurance	28



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK



# H&S – Planogram (Base)

HEAD & SHOULDERS			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	700ml	Refreshing (Menthол)	8
		Classic Clean	9
		Lively & Silky	10
		Moisturizing Scalp Care	11
		Natural Fresh	12
		Extra Volume	30
		Hair Endurance	31
		Hair Fall Defence	32
		Sensitive Scalp Care	13
		Sports Fresh	39
ROC	400ml	Itch	14
		Refreshing (Menthол)	22
		Classic Clean	23
		Moisturizing Scalp Care	24
		Hair Fall Defence	25
OR	200ml	Itch	26
		Menthол	5
		Classic Clean	6
		Moisturizing Scalp Care	7
	375ml	Hair Fall Defence	8
	375ml	Menthол	1
	375ml	Classic Clean	2



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK



# H&S – Planogram (Base)

HEAD & SHOULDERS			
SEGMENT	SIZE	VARIANT	SKU RANKING
OR	375ml	Moisturizing Scalp Care	3
		Hair Fall Defence	4
JAR	150ml	Moisturizing Scalp Care	15
		Hair Fall Defence	16
TOTAL NUMBER OF SKUs		<b>48</b>	



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK



# H&S – Planogram (1/1+)

HEAD & SHOULDERS			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	200ml	Refreshing (Menthол)	17
		Classic Clean	18
		Lively & Silky	19
		Moisturizing Scalp Care	20
		Natural Fresh	21
		Extra Volume	33
		Hair Endurance	34
		Hair Fall Defence	35
		Sensitive Scalp Care	36
		Sports Fresh	40
	400ml	Itch	37
		Refreshing (Menthол)	1
		Classic Clean	2
		Lively & Silky	3
		Moisturizing Scalp Care	4
		Natural Fresh	5
		Extra Volume	27
		Hair Endurance	28



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK



# H&S – Planogram (1/1+)

HEAD & SHOULDERS			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	700ml	Refreshing (Menthол)	8
		Classic Clean	9
		Lively & Silky	10
		Moisturizing Scalp Care	11
		Natural Fresh	12
		Extra Volume	30
		Hair Endurance	31
		Hair Fall Defence	32
		Sensitive Scalp Care	13
		Sports Fresh	39
ROC	400ml	Itch	14
		Refreshing (Menthол)	22
		Classic Clean	23
		Moisturizing Scalp Care	24
		Hair Fall Defence	25
OR	200ml	Itch	26
		Menthол	5
		Classic Clean	6
		Moisturizing Scalp Care	7
	375ml	Hair Fall Defence	8
	Menthол		1
	Classic Clean		2



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK



# H&S – Planogram (1/1+)

HEAD & SHOULDERS			
SEGMENT	SIZE	VARIANT	SKU RANKING
OR	375ml	Moisturizing Scalp Care	3
		Hair Fall Defence	4
JAR	150ml	Moisturizing Scalp Care	15
		Hair Fall Defence	16
TOTAL NUMBER OF SKUs		<b>48</b>	



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Pantene – Core Range (Base)



PANTENE			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	200ml	Smooth & Silky	42
		Classic Care	43
		Anti-Hair Fall	44
		Nature Fusion	45
		Sheer Volume	46
		Milky Damage	51
		Anti-Dandruff	55
		Color Care	53
		Perfect Curls	54
		Moisture Renewal	52
	400ml	Smooth & Silky	1
		Classic Care	6
		Anti-Hair Fall	9
		Nature Fusion	13
		Sheer Volume	18
		Milky Damage	22
		Anti-Dandruff	36
		Color Care	30
		Perfect Curls	34
		Moisture Renewal	27



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK



# Pantene – Core Range (Base)

PANTENE			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	700ml	Smooth & Silky	5
		Classic Care	8
		Anti-Hair Fall	17
		Nature Fusion	37
		Sheer Volume	21
		Milky Damage	26
		Anti-Dandruff	41
		Color Care	39
		Perfect Curls	40
		Moisture Renewal	38
ROC	400ml	Smooth & Silky	2
		Anti-Hair Fall	10
		Nature Fusion	14
		Sheer Volume	19
		Milky Damage	23
		Color Care	31
		Perfect Curls	35
		Moisture Renewal	28
OR	375ml	Smooth & Silky	3
		Classic Care	7



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Pantene – Core Range (Base)



PANTENE			
SEGMENT	SIZE	VARIANT	SKU RANKING
OR	375ml	Anti-Hair Fall	11
		Nature Fusion	15
		Sheer Volume	20
		Milky Damage	24
		Color Care	32
		Moisture Renewal	29
JAR	200ml	Smooth & Silky	4
		Anti-Hair Fall	12
		Nature Fusion	16
		Milky Damage	25
		Color Care	33
		Nature Fusion	47
PUMP	150ml	Moisture Boost	48
		Overnight Therapy	49
AMPOULES	15ml	Moisture Rescue	50
TOTAL NUMBER OF SKUs			55



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Pantene – Core Range (1/1+)



PANTENE			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	200ml	Smooth & Silky	42
		Classic Care	43
		Anti-Hair Fall	44
		Nature Fusion	45
		Sheer Volume	46
		Milky Damage	51
		Anti-Dandruff	55
		Color Care	53
		Perfect Curls	54
		Moisture Renewal	52
	400ml	Smooth & Silky	1
		Classic Care	6
		Anti-Hair Fall	9
		Nature Fusion	13
		Sheer Volume	18
		Milky Damage	22
		Anti-Dandruff	36
		Color Care	30
		Perfect Curls	34
		Moisture Renewal	27



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK



# Pantene – Core Range (1/1+)

PANTENE			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	700ml	Smooth & Silky	5
		Classic Care	8
		Anti-Hair Fall	17
		Nature Fusion	37
		Sheer Volume	21
		Milky Damage	26
		Anti-Dandruff	41
		Color Care	39
		Perfect Curls	40
		Moisture Renewal	38
ROC	400ml	Smooth & Silky	2
		Anti-Hair Fall	10
		Nature Fusion	14
		Sheer Volume	19
		Milky Damage	23
		Color Care	31
		Perfect Curls	35
		Moisture Renewal	28
OR	375ml	Smooth & Silky	3
		Classic Care	7



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Pantene – Core Range (1/1+)



PANTENE			
SEGMENT	SIZE	VARIANT	SKU RANKING
OR	375ml	Anti-Hair Fall	11
		Nature Fusion	15
		Sheer Volume	20
		Milky Damage	24
		Color Care	32
		Moisture Renewal	29
JAR	200ml	Smooth & Silky	4
		Anti-Hair Fall	12
		Nature Fusion	16
		Milky Damage	25
		Color Care	33
		Nature Fusion	47
PUMP	150ml	Moisture Boost	48
		Overnight Therapy	49
AMPOULES	15ml	Moisture Rescue	50
TOTAL NUMBER OF SKUs			55



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Pantene – Planogram (Base)



PANTENE			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	200ml	Smooth & Silky	42
		Classic Care	43
		Anti-Hair Fall	44
		Nature Fusion	45
		Sheer Volume	46
		Milky Damage	51
		Anti-Dandruff	55
		Color Care	53
		Perfect Curls	54
		Moisture Renewal	52
	400ml	Smooth & Silky	1
		Classic Care	6
		Anti-Hair Fall	9
		Nature Fusion	13
		Sheer Volume	18
		Milky Damage	22
		Anti-Dandruff	36
		Color Care	30
		Perfect Curls	34
		Moisture Renewal	27



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK



# Pantene – Planogram (Base)

PANTENE			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	700ml	Smooth & Silky	5
		Classic Care	8
		Anti-Hair Fall	17
		Nature Fusion	37
		Sheer Volume	21
		Milky Damage	26
		Anti-Dandruff	41
		Color Care	39
		Perfect Curls	40
		Moisture Renewal	38
ROC	400ml	Smooth & Silky	2
		Anti-Hair Fall	10
		Nature Fusion	14
		Sheer Volume	19
		Milky Damage	23
		Color Care	31
		Perfect Curls	35
		Moisture Renewal	28
OR	375ml	Smooth & Silky	3
		Classic Care	7



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Pantene – Planogram (Base)



PANTENE			
SEGMENT	SIZE	VARIANT	SKU RANKING
OR	375ml	Anti-Hair Fall	11
		Nature Fusion	15
		Sheer Volume	20
		Milky Damage	24
		Color Care	32
		Moisture Renewal	29
JAR	200ml	Smooth & Silky	4
		Anti-Hair Fall	12
		Nature Fusion	16
		Milky Damage	25
		Color Care	33
		Nature Fusion	47
PUMP	150ml	Moisture Boost	48
		Overnight Therapy	49
AMPOULES	15ml	Moisture Rescue	50
TOTAL NUMBER OF SKUs			55



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Pantene – Planogram (1/1+)



PANTENE			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	200ml	Smooth & Silky	42
		Classic Care	43
		Anti-Hair Fall	44
		Nature Fusion	45
		Sheer Volume	46
		Milky Damage	51
		Anti-Dandruff	55
		Color Care	53
		Perfect Curls	54
		Moisture Renewal	52
	400ml	Smooth & Silky	1
		Classic Care	6
		Anti-Hair Fall	9
		Nature Fusion	13
		Sheer Volume	18
		Milky Damage	22
		Anti-Dandruff	36
		Color Care	30
		Perfect Curls	34
		Moisture Renewal	27



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Pantene – Planogram (1/1+)



PANTENE			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	700ml	Smooth & Silky	5
		Classic Care	8
		Anti-Hair Fall	17
		Nature Fusion	37
		Sheer Volume	21
		Milky Damage	26
		Anti-Dandruff	41
		Color Care	39
		Perfect Curls	40
		Moisture Renewal	38
ROC	400ml	Smooth & Silky	2
		Anti-Hair Fall	10
		Nature Fusion	14
		Sheer Volume	19
		Milky Damage	23
		Color Care	31
		Perfect Curls	35
		Moisture Renewal	28
OR	375ml	Smooth & Silky	3
		Classic Care	7



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Pantene – Planogram (1/1+)



PANTENE			
SEGMENT	SIZE	VARIANT	SKU RANKING
OR	375ml	Anti-Hair Fall	11
		Nature Fusion	15
		Sheer Volume	20
		Milky Damage	24
		Color Care	32
		Moisture Renewal	29
JAR	200ml	Smooth & Silky	4
		Anti-Hair Fall	12
		Nature Fusion	16
		Milky Damage	25
		Color Care	33
		Nature Fusion	47
PUMP	150ml	Moisture Boost	48
		Overnight Therapy	49
AMPOULES	15ml	Moisture Rescue	50
TOTAL NUMBER OF SKUs			55



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

## WPS – Core Range (Base)



WPS			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	500ml	Frizz	1
		Moisture	3
		Shine	5
		Repair	7
		Color	9
ROC	400ml	Frizz	2
		Moisture	4
		Shine	6
		Repair	8
		Color	10
Leave On Treatments	150ml	Frizz Control	11
		Heat & Shine Spray	12
		Color	13
Rinse Off Treatments	200ml	Moisture	14
		Repair	15
TOTAL NUMBER OF SKUs		15	



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

## WPS – Core Range (1/1+)



WPS			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	500ml	Frizz	1
		Moisture	3
		Shine	5
		Repair	7
		Color	9
ROC	400ml	Frizz	2
		Moisture	4
		Shine	6
		Repair	8
		Color	10
Leave On Treatments	150ml	Frizz Control	11
		Heat & Shine Spray	12
		Color	13
Rinse Off Treatments	200ml	Moisture	14
		Repair	15
TOTAL NUMBER OF SKUs		15	



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

## WPS – Planogram (Base)



WPS			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	500ml	Frizz	1
		Moisture	3
		Shine	5
		Repair	7
		Color	9
ROC	400ml	Frizz	2
		Moisture	4
		Shine	6
		Repair	8
		Color	10
Leave On Treatments	150ml	Frizz Control	11
		Heat & Shine Spray	12
		Color	13
Rinse Off Treatments	200ml	Moisture	14
		Repair	15
TOTAL NUMBER OF SKUs		15	



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

## WPS – Planogram (1/1+)



WPS			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	500ml	Frizz	1
		Moisture	3
		Shine	5
		Repair	7
		Color	9
ROC	400ml	Frizz	2
		Moisture	4
		Shine	6
		Repair	8
		Color	10
Leave On Treatments	150ml	Frizz Control	11
		Heat & Shine Spray	12
		Color	13
Rinse Off Treatments	200ml	Moisture	14
		Repair	15
TOTAL NUMBER OF SKUs		15	



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

# Herbal Essences – Core Range (Base)



HERBAL ESSENCES			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	200ml	Hello Hydration	32
		Ignite My Color	33
		Body Envy	34
		Beautiful Ends	35
		Break's Over	36
		Dazzling Shine	37
		Seductively Straight	38
		Be Strong	39
	400ml	Hello Hydration	1
		Ignite My Color	5
		Body Envy	7
		Beautiful Ends	9
		Break's Over	11
		Dazzling Shine	13
		Seductively Straight	15
CONDITIONER	400ml	Be Strong	17
		Revitalizing Shine	40
		Smoothing Moisture	41
		Hello Hydration	24
		Ignite My Color	25
	700ml	Body Envy	26
		Beautiful Ends	27



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Herbal Essences – Core Range (Base)



HERBAL ESSENCES			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	700ml	Break's Over	28
		Dazzling Shine	29
		Seductively Straight	30
		Be Strong	31
CONDIT-I-ONER	400ml	Hello Hydration	2
		Ignite My Color	6
		Body Envy	8
		Beautiful Ends	10
		Break's Over	12
		Dazzling Shine	14
		Bee Strong'	16
		Seductively Straight	18
		Revitalizing Shine	42
		Smoothing Moisture	43
		Be Strong	22
		Hello Hydration	3
CREAM	200ml	Break's Over	19
		Ignite My Color	20
		Beautiful Ends	21
		Be Strong	23
		TOTAL NUMBER OF SKUs	43



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Herbal Essences – Core Range (1/1+)



Herbal Essences Product Line Analysis			
Segment	Size	Variant	SKU Ranking
SHAMPOO	200ml	Hello Hydration	32
		Ignite My Color	33
		Body Envy	34
		Beautiful Ends	35
		Break's Over	36
		Dazzling Shine	37
		Seductively Straight	38
		Be Strong	39
	400ml	Hello Hydration	1
		Ignite My Color	5
		Body Envy	7
		Beautiful Ends	9
		Break's Over	11
		Dazzling Shine	13
		Seductively Straight	15
CONDITIONER	200ml	Be Strong	17
		Revitalizing Shine	40
		Smoothing Moisture	41
		Hello Hydration	24
	700ml	Ignite My Color	25
		Body Envy	26
		Beautiful Ends	27



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Herbal Essences – Core Range (1/1+)



HERBAL ESSENCES			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	700ml	Break's Over	28
		Dazzling Shine	29
		Seductively Straight	30
		Be Strong	31
CONDIT-I-ONER	400ml	Hello Hydration	2
		Ignite My Color	6
		Body Envy	8
		Beautiful Ends	10
		Break's Over	12
		Dazzling Shine	14
		Bee Strong'	16
		Seductively Straight	18
		Revitalizing Shine	42
		Smoothing Moisture	43
		Be Strong	22
		Hello Hydration	3
CREAM	200ml	Break's Over	19
		Ignite My Color	20
		Beautiful Ends	21
		Be Strong	23
		TOTAL NUMBER OF SKUs	43



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Herbal Essences – Planogram (Base)



HERBAL ESSENCES			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	200ml	Hello Hydration	32
		Ignite My Color	33
		Body Envy	34
		Beautiful Ends	35
		Break's Over	36
		Dazzling Shine	37
		Seductively Straight	38
		Be Strong	39
	400ml	Hello Hydration	1
		Ignite My Color	5
		Body Envy	7
		Beautiful Ends	9
		Break's Over	11
		Dazzling Shine	13
		Seductively Straight	15
CONDITIONER	400ml	Be Strong	17
		Revitalizing Shine	40
		Smoothing Moisture	41
		Hello Hydration	24
		Ignite My Color	25
	700ml	Body Envy	26
		Beautiful Ends	27



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Herbal Essences – Planogram (Base)



HERBAL ESSENCES			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	700ml	Break's Over	28
		Dazzling Shine	29
		Seductively Straight	30
		Be Strong	31
CONDIT-I-ONER	400ml	Hello Hydration	2
		Ignite My Color	6
		Body Envy	8
		Beautiful Ends	10
		Break's Over	12
		Dazzling Shine	14
		Bee Strong'	16
		Seductively Straight	18
		Revitalizing Shine	42
		Smoothing Moisture	43
		Be Strong	22
		Hello Hydration	3
CREAM	200ml	Break's Over	19
		Ignite My Color	20
		Beautiful Ends	21
		Be Strong	23
SPRAY	150ml	Hello Hydration	4
		Be Strong	23
TOTAL NUMBER OF SKUs			43



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Herbal Essences – Planogram (1/1+)



HERBAL ESSENCES			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	200ml	Hello Hydration	32
		Ignite My Color	33
		Body Envy	34
		Beautiful Ends	35
		Break's Over	36
		Dazzling Shine	37
		Seductively Straight	38
		Be Strong	39
	400ml	Hello Hydration	1
		Ignite My Color	5
		Body Envy	7
		Beautiful Ends	9
		Break's Over	11
		Dazzling Shine	13
		Seductively Straight	15
CONDITIONER	400ml	Be Strong	17
		Revitalizing Shine	40
		Smoothing Moisture	41
		Hello Hydration	24
		Ignite My Color	25
	700ml	Body Envy	26
		Beautiful Ends	27



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Herbal Essences – Planogram (1/1+)



HERBAL ESSENCES			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	700ml	Break's Over	28
		Dazzling Shine	29
		Seductively Straight	30
		Be Strong	31
CONDIT-I-ONER	400ml	Hello Hydration	2
		Ignite My Color	6
		Body Envy	8
		Beautiful Ends	10
		Break's Over	12
		Dazzling Shine	14
		Bee Strong'	16
		Seductively Straight	18
		Revitalizing Shine	42
		Smoothing Moisture	43
		Be Strong	22
		Hello Hydration	3
CREAM	200ml	Break's Over	19
		Ignite My Color	20
		Beautiful Ends	21
		Be Strong	23
SPRAY	150ml	Hello Hydration	4
		Be Strong	23
TOTAL NUMBER OF SKUs			43



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Pert – Core Range (Base)



PERT			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	200ml	Honey Extracts (Normal Hair)	9
		Coconut & Lime (AD)	10
		Almond & Egg (Dry)	11
		Chamomile Touch	12
		Rich	15
		Orange Essence (Greasy)	24
		Henna	18
		Ginger	21
	400ml	Honey Extracts (Normal Hair)	1
		Coconut & Lime (AD)	2
		Almond & Egg (Dry)	3
		Rich	4
		Chamomile Touch	13
		Orange Essence (Greasy)	25
		Henna	16
		Ginger	19
	700ml	Honey Extracts (Normal Hair)	5
		Coconut & Lime (AD)	6
		Almond & Egg (Dry)	7
		Chamomile Touch	8
		Rich	14
		Orange Essence (Greasy)	26



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Pert – Core Range (Base)



PERT			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	700ml	Henna	17
		Ginger	20
CREAM	150ml	Honey (Normal Hair)	22
		Almond & Egg (Dry)	23
TOTAL NUMBER OF SKUs		26	



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Pert – Core Range (1/1+)



PERT			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	200ml	Honey Extracts (Normal Hair)	9
		Coconut & Lime (AD)	10
		Almond & Egg (Dry)	11
		Chamomile Touch	12
		Rich	15
		Orange Essence (Greasy)	24
		Henna	18
		Ginger	21
	400ml	Honey Extracts (Normal Hair)	1
		Coconut & Lime (AD)	2
		Almond & Egg (Dry)	3
		Rich	4
		Chamomile Touch	13
		Orange Essence (Greasy)	25
		Henna	16
		Ginger	19
	700ml	Honey Extracts (Normal Hair)	5
		Coconut & Lime (AD)	6
		Almond & Egg (Dry)	7
		Chamomile Touch	8
		Rich	14
		Orange Essence (Greasy)	26



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Pert – Core Range (1/1+)



PERT			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	700ml	Henna	17
		Ginger	20
CREAM	150ml	Honey (Normal Hair)	22
		Almond & Egg (Dry)	23
TOTAL NUMBER OF SKUs		26	



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Pert – Planogram (Base)



PERT			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	200ml	Honey Extracts (Normal Hair)	9
		Coconut & Lime (AD)	10
		Almond & Egg (Dry)	11
		Chamomile Touch	12
		Rich	15
		Orange Essence (Greasy)	24
		Henna	18
		Ginger	21
	400ml	Honey Extracts (Normal Hair)	1
		Coconut & Lime (AD)	2
		Almond & Egg (Dry)	3
		Rich	4
		Chamomile Touch	13
		Orange Essence (Greasy)	25
		Henna	16
		Ginger	19
	700ml	Honey Extracts (Normal Hair)	5
		Coconut & Lime (AD)	6
		Almond & Egg (Dry)	7
		Chamomile Touch	8
		Rich	14
		Orange Essence (Greasy)	26



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Pert – Planogram (Base)



## PERT

SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	700ml	Henna	17
		Ginger	20
CREAM	150ml	Honey (Normal Hair)	22
		Almond & Egg (Dry)	23
<b>TOTAL NUMBER OF SKUs</b>		<b>26</b>	



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Pert – Planogram (1/1+)



PERT			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	200ml	Honey Extracts (Normal Hair)	9
		Coconut & Lime (AD)	10
		Almond & Egg (Dry)	11
		Chamomile Touch	12
		Rich	15
		Orange Essence (Greasy)	24
		Henna	18
		Ginger	21
	400ml	Honey Extracts (Normal Hair)	1
		Coconut & Lime (AD)	2
		Almond & Egg (Dry)	3
		Rich	4
		Chamomile Touch	13
		Orange Essence (Greasy)	25
		Henna	16
		Ginger	19
	700ml	Honey Extracts (Normal Hair)	5
		Coconut & Lime (AD)	6
		Almond & Egg (Dry)	7
		Chamomile Touch	8
		Rich	14
		Orange Essence (Greasy)	26



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK



# Pert – Planogram (1/1+)

PERT			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	700ml	Henna	17
		Ginger	20
CREAM	150ml	Honey (Normal Hair)	22
		Almond & Egg (Dry)	23
TOTAL NUMBER OF SKUs		26	



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Colorants – Core Range (Base)



BRAND	VARIANT	SKU / SIZE	SKU RANKING
KOLESTON FOAM	Black	2/0	1
	Blue Black	2/8	2
	Dark Brown	3/0	3
	Violet	3/66	4
	Med Brown	4/0	5
	Med Vlt Brn	4/6	6
	Light Brn	5/0	7
	Int Lght Gld Brn	5/37	8
	Int Rd Viol Brn	55/46	9
	Dark Blonde	6/0	10
	Choc Brown	6/7	11
	Int R Viol Blnd	66/46	12
	Med Blonde	7/0	13
	Med Ash Blonde	7/1	14
	Hazelnut	7/3	15
	Intense Red	77/44	16
	Lgt Blonde	8/0	17
	Lgt Ash Blonde	9/1	18
	Dark Cstnt	3/4	19
	Sed Brn	7/77	20
	Ul Lt Bln	10/0	21
	Lt Ash Bln	8/1	22
	Aubergine	5/66	23
<b>TOTAL NUMBER OF SKUs</b>		<b>23</b>	

BRAND	VARIANT	SKU / SIZE	SKU RANKING
KOLESTON KITS	Dark Blonde	6/0	1
	Medium Blonde	7/0	2
	Hazel Blonde	7/3	3
	Light Blonde	8/0	4
	Light Ash Blonde	8/1	5
	Very Light Blonde	9/0	6
	Koleston Highlights		7
	Black	2/0	8
KOLESTON KITS	Blue Black	2/8	9
	Dark Brown	3/0	10
	Medium Brown	4/0	11
	Light Brown	5/0	12
	Light Chestnut	5/4	13
	Mahogany Brown	5/5	14
	Chocolate Brown	6/7	15
	Deer Brown	7/7	16
	Seductive Brown	5/37	17
	Elegant Brown	6/35	18
	Brilliant Brown	7/7	19
	Silky Brown	4/77	20
	Smoky Quartz Ap	5/73	21
	Violet	3/66	22
	Burgundy	4/6	23
	Mahogany Copper	6/4	24
	Exotic Red	55/46	25
	Cherry Red	66/46	26
	Volcano Red	77/44	27
	Ruby Valley Ap	5/46	28
	Dark Chestnut	3/4	29
	Attractive Copper	5/75	30
	Lightest Ash Brown	6/1	31
	Light Reddish Brown	6/55	32
	Golden Chocolate	6/73	33
	Medium Golden Brown	4/3	34
	Light Golden Brown	5/3	35
	Medium Ash Blonde	7/1	36
	Bordeaux	4/66	37
	Aubergine	5/66	38
	Dark Mahogany	4/5	39
	Light Ash Brown	5/1	40
	Special Light Ash Brown	9/1	41
<b>TOTAL NUMBER OF SKUs</b>		<b>41</b>	



BACK

# Colorants – Core Range (Base)



BRAND	VARIANT	SKU / SIZE	SKU RANKING
KOLESTON MAXI	Blue Black	301/0	1
	Natural Brown	302/0	2
	Drak Brown	303/0	3
	Dark Chestnut	303/4	4
	Violet	303/66	5
	Dark Blonde	306/0	6
	Dark Ash Blonde	306/1	7
	Medium Blonde	307/0	8
	Medium Ash Blonde	307/1	9
	Matt Medium Blonde	307/2	10
	Hazelnut	307/3	11
	Light Blonde	308/0	12
	Light Ash Blonde	308/1	13
	Lightest Blonde	309/0	14
	Very Ash Blonde	309/1	15
	Gold Blonde	309/3	16
	Platinum Blonde	310/0	17
	Medium Brown	304/0	18
	Light Brown	305/0	19
	Chestnut	305/4	20
	Chocolate Brown	306/7	21
	Deer Brown	307/7	22
	Mahogany	305/5	23
	Tobacco	306/73	24
	Tobacco Dark	308/73	25
	Lt Brn Mahogany	307/75	26
	Burgundy	304/5	27
	Beaujolais	304/6	28
	Ruby Valley	305/46	29
	Auvergne	305/66	30
	Grenadine	306/45	31
	Red Sandstone	309/5	32
	Intense Lt Mahogany	306/55	33
<b>TOTAL NUMBER OF SKUs</b>		<b>33</b>	

BRAND	VARIANT	SKU / SIZE	SKU RANKING
KOLESTON NATURALS	Hazelnut Blonde	6/0	1
	Almond Blonde	7/0	2
	Wild Honey	7/1	3
	Golden Wheat	8/1	4
	Caramel Blonde	7/3	5
	Vanilla Blonde	11/7	6
	Black Berry	2/0	7
	Deep Fig	3/0	8
	Blueberry Black	2/8	9
	Cocoa Brown	4/0	10
	Milk Chocolate	5/0	11
	Mocha	5/73	12
	Autumn Maple	6/34	13
	Plum Red	4/6	14
	Chestnut	5/45	15
	Mahogany Red	5/66	16
	Dark Chestnut	3/4	17
	Violet	3/66	18
	Brilliant Brown	5/37	19
	Mahogany	5/5	20
	Chocolate Brown	6/7	21
	Dark Tobacco	6/73	22
	Dark Ash Blonde	6/1	23
	Light Blonde	8/0	24
<b>TOTAL NUMBER OF SKUs</b>			<b>24</b>



BACK

## Colorants – Core Range (Base)



BRAND	VARIANT	SKU / SIZE	SKU RANKING
NICE & EASY	Rich Mahagony Brown	49	1
	Bright Red	33	2
	Dark Auburn	45	3
	Reddish Brown	47	4
	Light Auburn	31	5
	Soft Burgundy	50	6
	Med Chestnut Brown	61	7
	Light Chestnut Brown	63	8
	Light Golden Brown	35	9
	Dark Chestnut Brown	56	10
	Black Azure	52	11
	Lighter Ash Brown	42	12
	Soft Black	51	13
	Light Gold Blonde	27	14
	Medium Brown	57	15
	Lightest Ash Brown	32	16
	Light Brown	46	17
	Very Light Blonde	16	18
	Light Ash Blonde	22	19
	Dark Brown	48	20
<b>TOTAL NUMBER OF SKUs</b>			<b>20</b>
Welloxon	Welloxon	6%	1
	Welloxon	9%	2
<b>TOTAL NUMBER OF SKUs</b>			<b>2</b>



BACK

## Colorants – Core Range (1/1+)



BRAND	VARIANT	SKU / SIZE	SKU RANKING
KOLESTON FOAM	Black	2/0	1
	Blue Black	2/8	2
	Dark Brown	3/0	3
	Violet	3/66	4
	Med Brown	4/0	5
	Med Vlt Brn	4/6	6
	Light Brn	5/0	7
	Int Lght Gld Brn	5/37	8
	Int Rd Viol Brn	55/46	9
	Dark Blonde	6/0	10
	Choc Brown	6/7	11
	Int R Viol Blnd	66/46	12
	Med Blonde	7/0	13
	Med Ash Blonde	7/1	14
	Hazelnut	7/3	15
	Intense Red	77/44	16
	Lgt Blonde	8/0	17
	Lgt Ash Blonde	9/1	18
	Dark Cstnt	3/4	19
	Sed Brn	7/77	20
	Ul Lt Bln	10/0	21
	Lt Ash Bln	8/1	22
	Aubergine	5/66	23
TOTAL NUMBER OF SKUs		23	

BRAND	VARIANT	SKU / SIZE	SKU RANKING
KOLESTON KITS	Dark Blonde	6/0	1
	Medium Blonde	7/0	2
	Hazel Blonde	7/3	3
	Light Blonde	8/0	4
	Light Ash Blonde	8/1	5
	Very Light Blonde	9/0	6
	Koleston Highlights		7
	Black	2/0	8

BRAND	VARIANT	SKU / SIZE	SKU RANKING
KOLESTON KITS	Blue Black	2/8	9
	Dark Brown	3/0	10
	Medium Brown	4/0	11
	Light Brown	5/0	12
	Light Chestnut	5/4	13
	Mahogany Brown	5/5	14
	Chocolate Brown	6/7	15
	Deer Brown	7/7	16
	Seductive Brown	5/37	17
	Elegant Brown	6/35	18
	Brilliant Brown	7/7	19
	Silky Brown	4/77	20
	Smoky Quartz Ap	5/73	21
	Violet	3/66	22
	Burgundy	4/6	23
	Mahogany Copper	6/4	24
	Exotic Red	55/46	25
	Cherry Red	66/46	26
	Volcano Red	77/44	27
	Ruby Valley Ap	5/46	28
	Dark Chestnut	3/4	29
	Attractive Copper	5/75	30
	Lightest Ash Brown	6/1	31
	Light Reddish Brown	6/55	32
	Golden Chocolate	6/73	33
	Medium Golden Brown	4/3	34
	Light Golden Brown	5/3	35
	Medium Ash Blonde	7/1	36
	Bordeaux	4/66	37
	Aubergine	5/66	38
	Dark Mahogany	4/5	39
	Light Ash Brown	5/1	40
	Special Light Ash Brown	9/1	41
TOTAL NUMBER OF SKUs		41	



BACK

## Colorants – Core Range (1/1+)



BRAND	VARIANT	SKU / SIZE	SKU RANKING
KOLESTON MAXI	Blue Black	301/0	1
	Natural Brown	302/0	2
	Drak Brown	303/0	3
	Dark Chestnut	303/4	4
	Violet	303/66	5
	Dark Blonde	306/0	6
	Dark Ash Blonde	306/1	7
	Medium Blonde	307/0	8
	Medium Ash Blonde	307/1	9
	Matt Medium Blonde	307/2	10
	Hazelnut	307/3	11
	Light Blonde	308/0	12
	Light Ash Blonde	308/1	13
	Lightest Blonde	309/0	14
	Very Ash Blonde	309/1	15
	Gold Blonde	309/3	16
	Platinum Blonde	310/0	17
	Medium Brown	304/0	18
	Light Brown	305/0	19
	Chestnut	305/4	20
	Chocolate Brown	306/7	21
	Deer Brown	307/7	22
	Mahogany	305/5	23
	Tobacco	306/73	24
	Tobacco Dark	308/73	25
	Lt Brn Mahogany	307/75	26
	Burgundy	304/5	27
	Beaujolais	304/6	28
	Ruby Valley	305/46	29
	Auvergne	305/66	30
	Grenadine	306/45	31
	Red Sandstone	309/5	32
	Intense Lt Mahogany	306/55	33
TOTAL NUMBER OF SKUs		33	

BRAND	VARIANT	SKU / SIZE	SKU RANKING
KOLESTON NATURALS	Hazelnut Blonde	6/0	1
	Almond Blonde	7/0	2
	Wild Honey	7/1	3
	Golden Wheat	8/1	4
	Caramel Blonde	7/3	5
	Vanilla Blonde	11/7	6
	Black Berry	2/0	7
	Deep Fig	3/0	8
	Blueberry Black	2/8	9
	Cocoa Brown	4/0	10
	Milk Chocolate	5/0	11
	Mocha	5/73	12
	Autumn Maple	6/34	13
	Plum Red	4/6	14
	Chestnut	5/45	15
	Mahogany Red	5/66	16
	Dark Chestnut	3/4	17
	Violet	3/66	18
	Brilliant Brown	5/37	19
	Mahogany	5/5	20
	Chocolate Brown	6/7	21
	Dark Tobacco	6/73	22
	Dark Ash Blonde	6/1	23
	Light Blonde	8/0	24
TOTAL NUMBER OF SKUs		24	



BACK

## Colorants – Core Range (1/1+)



BRAND	VARIANT	SKU / SIZE	SKU RANKING
NICE & EASY	Rich Mahagony Brown	49	1
	Bright Red	33	2
	Dark Auburn	45	3
	Reddish Brown	47	4
	Light Auburn	31	5
	Soft Burgundy	50	6
	Med Chestnut Brown	61	7
	Light Chestnut Brown	63	8
	Light Golden Brown	35	9
	Dark Chestnut Brown	56	10
	Black Azure	52	11
	Lighter Ash Brown	42	12
	Soft Black	51	13
	Light Gold Blonde	27	14
	Medium Brown	57	15
	Lightest Ash Brown	32	16
	Light Brown	46	17
	Very Light Blonde	16	18
	Light Ash Blonde	22	19
	Dark Brown	48	20
<b>TOTAL NUMBER OF SKUs</b>			<b>20</b>
Welloxon	Welloxon	6%	1
	Welloxon	9%	2
<b>TOTAL NUMBER OF SKUs</b>			<b>2</b>

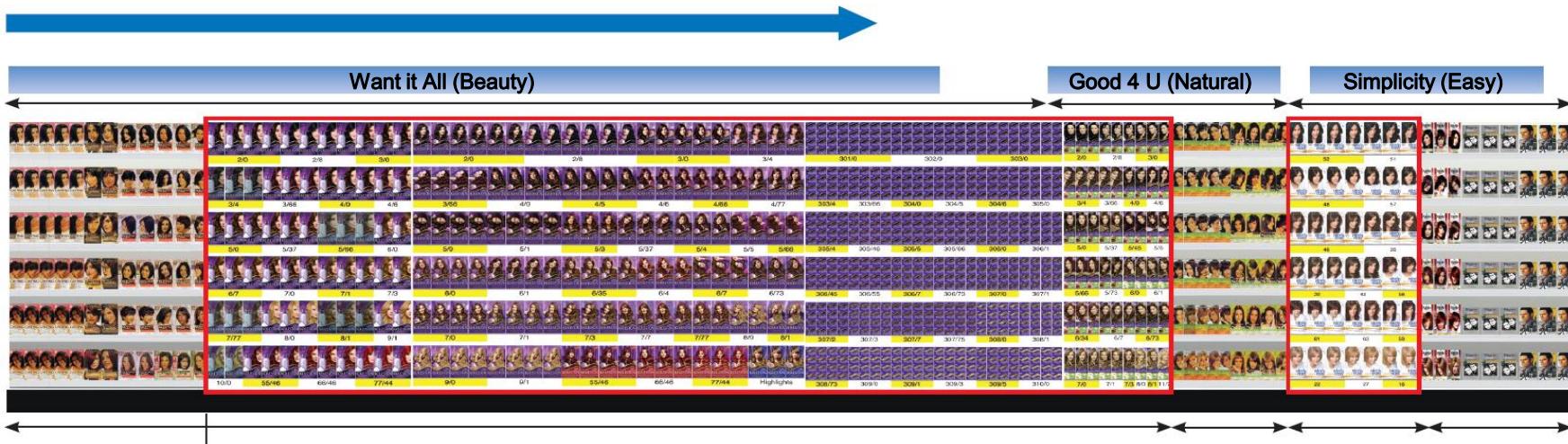


BACK



# Colorants – Planogram (Base)

Layout in line consumer segments and price/value impression (High to low) within the category



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Colorants – Planogram (Base)



Koleston Foam

Koleston Kits

Koleston Maxi

Koleston  
NaturalsClairol  
Nice & Easy

\*The above POG illustrates shelving following shade sequence. Minimum 1 facing per shade needs to be prioritized before multiplying facings for specific shades.

**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

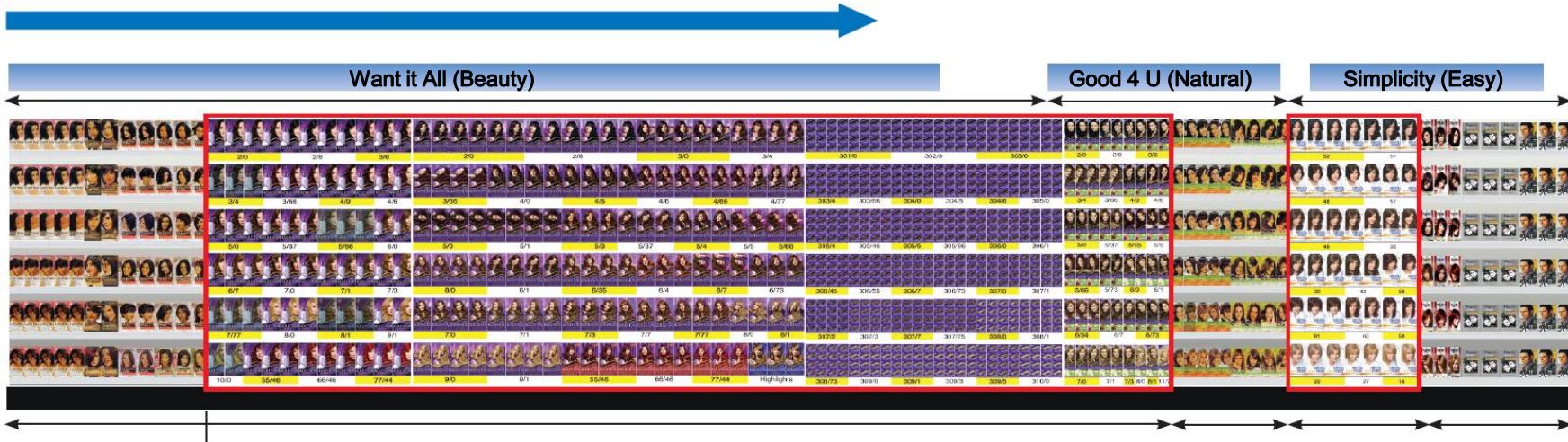


BACK



# Colorants – Planogram (1/1+)

Layout in line consumer segments and price/value impression (High to low) within the category



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Colorants – Planogram (1/1+)



Koleston Foam

Koleston Kits

Koleston Maxi

Koleston  
NaturalsClairol  
Nice & Easy

\*The above POG illustrates shelving following shade sequence. Minimum 1 facing per shade needs to be prioritized before multiplying facings for specific shades.

**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Detergents

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

# Dish Care

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

# FABRIC SOFTNERS

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

## DIAPERS / BABY CARE

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

## FEM CARE



## Core Range

Regular/Base

1/1+

## Planogram

Regular/Base

1/1+

BACK

# MALE GROOMING

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

# FEMALE GROOMING

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

## SKIN CARE

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

# SOAPS

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

## ORAL B MOC

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

## CREST

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

## ORAL B POC

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

## HAIR CARE

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

## H&amp;S

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

# Pantene

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

## WPS

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

# Herbal Essences

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

## Pert

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

# COLORANTS

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK



# Detergents – Core Range (Base)

DETERGENTS				
BRAND	SEGMENT	VARIANT	SIZE	SKU RANKING
ARIEL	High sud	Original	110g	15
		Original	260g	6
		WTD	260g	20
		Original	1.5kg	7
		Original	3kg	1
		WTD Original	3kg	3
		WTD Jasmine	3kg	12
		Original	4.5kg	16
		WTD	4.5kg	18
		Original	6kg	10
	Low sud	Original	7.5kg	11
		Original	9kg	17
		Original	260g	25
		Original	1.5kg	5
		Original	3kg	2
	Low sud	WTD Original	3kg	4
		Color	3kg	13
		WTD Jasmine	3kg	14
		Original	4.5kg	8
		Original	6kg	9
		Original	9kg	19

DETERGENTS				
BRAND	SEGMENT	VARIANT	SIZE	SKU RANKING
ARIEL	Liquid	Ariel Power Capsules Original (New)	16cnt	21
		Ariel Power Capsules WTD (New)	16cnt	22
		Ariel Power Capsules Originall (New)	32cnt	23
		Ariel Power Capsules WTD (New)	32cnt	23
		Original (New)	2L	26
		Ariel Power Gel (New)	3L	27
		Ariel Power Gel (New)	170g	28
TOTAL NUMBER OF SKUs				28



BACK

# Detergents – Core Range (Base)



DETERGENTS				
BRAND	SEGMENT	VARIANT	SIZE	SKU RANKING
TIDE	High sud	Original	110g	11
		WTD	110g	20
		Jasmine	110g	21
		Original (New)	170g	24
		WTD (New)	170g	25
		Original	260g	2
		Original	1.5kg	5
		Jasmine	1.5kg	18
		Original	3kg	3
		WTD	3kg	7
		Jasmine	3kg	9
		Original	4.5kg	6
		WTD	4.5kg	16
		Jasmine	4.5kg	17
	Low sud	Original	6kg	1
		WTD	6kg	12
		Original	7.5kg	4
		Original	9kg	14
		Original	1.5kg	19
		Original	3kg	10
		WTD - Orig	3kg	13
		Original	6kg	8
		Original	4.5kg	15
	Liquid	Tide LDD Black	1L	22
TOTAL NUMBER OF SKUs			25	

DETERGENTS				
BRAND	SEGMENT	VARIANT	SIZE	SKU RANKING
BONUX	High sud	Original	110g	6
		Lemon	110g	7
		Lily	110g	9
		Original	1.5kg	1
		Lily	1.5kg	5
		Lemon	1.5kg	8
		Original	3kg	2
		Original	4.5kg	4
		Original	6kg	3
		TOTAL NUMBER OF SKUs		
				9



BACK



# Detergents – Core Range (1/1+)

DETERGENTS				
BRAND	SEGMENT	VARIANT	SIZE	SKU RANKING 1/1+
ARIEL	High sud	Original	110g	25
		Original	260g	19
		WTD	260g	28
		Original	1.5kg	20
		Original	3kg	11
		Original	3kg	17
		WTD Jasmine	3kg	23
		Original	4.5kg	18
		WTD	4.5kg	26
		Original	6kg	13
	Low sud	Original	7.5kg	14
		Original	9kg	27
		Original	1.5kg	7
		Original	260g	9
		Original	3kg	2
		WTD Original	3kg	3
		WTD Jasmine	3kg	8
		Color	3kg	24
		Original	4.5kg	6
		Original	6kg	1
		Original	9kg	12

DETERGENTS				
BRAND	SEGMENT	VARIANT	SIZE	SKU RANKING 1/1+
ARIEL	Liquid	Ariel Power Capsules Original (New)	170g	10
		Ariel Power Capsules WTD (New)	16cnt	4
		Ariel Power Capsules Original (New)	16cnt	5
		Ariel Power Capsules WTD (New)	32cnt	15
		Ariel Power Gel (New)	32cnt	16
		Ariel Power Gel (New)	2L	21
TOTAL NUMBER OF SKUs				28



BACK



# Detergents – Core Range (1/1+)

DETERGENTS				
BRAND	SEGMENT	VARIANT	SIZE	SKU RANKING 1/1+
ARIEL	High sud	Original	110g	25
		Original	260g	19
		WTD	260g	28
		Original	1.5kg	20
		Original	3kg	11
		Original	3kg	17
		WTD Jasmine	3kg	23
		Original	4.5kg	18
		WTD	4.5kg	26
		Original	6kg	13
	Low sud	Original	7.5kg	14
		Original	9kg	27
		Original	1.5kg	7
		Original	260g	9
		Original	3kg	2
		WTD Original	3kg	3
		WTD Jasmine	3kg	8
		Color	3kg	24
		Original	4.5kg	6

DETERGENTS				
BRAND	SEGMENT	VARIANT	SIZE	SKU RANKING 1/1+
ARIEL	Liquid	Ariel Power Capsules Original (New)	170g	10
		Ariel Power Capsules WTD (New)	16cnt	4
		Ariel Power Capsules Original (New)	16cnt	5
		Ariel Power Capsules WTD (New)	32cnt	15
		Ariel Power Gel (New)	32cnt	16
		Ariel Power Gel (New)	2L	21
TOTAL NUMBER OF SKUs				28



BACK



# Detergents – Planogram (Base)

## Total Category



## Recommended P&G Shelf



35%

40%

15%

**Bonus 10%**

NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



[BACK](#)

## Detergents – Planogram (Base)



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK



# Detergents – Planogram (Base)



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



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# Detergents – Planogram (Base)



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



**BACK**



# Detergents – Planogram (Base)



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Detergents – Planogram (1/1+)



## Total Category



## Recommended P&G Shelf



35%

50%

20%  
Bonux 5%

**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



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## Detergents – Planogram (1/1+)



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



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# Detergents – Planogram (1/1+)



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



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## Detergents – Planogram (1/1+)



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK



# Detergents – Planogram (1/1+)



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



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## Dish Care – Core Range (Base)



FAIRY		
VARIANT	SIZE	SKU RANKING
Original	500ml	6
Original	1L	4
Original	1.5L	5
Lemon	500ml	3
Lemon	1L	1
Lemon	1.5L	2
Apple	1L	14
Orange & Lemongrass	1L	7
Orange & Lemongrass	1.5L	15
Chamomile	750ml	8
Chamomile	1.2L	16
Tea & Mint	750ml	9
Tea & Mint	1.2L	17
Platinum Lemon & Lime	625ml	10
Platinum Lemon & Lime	1050ml	12
Platinum Arctic Fresh	625ml	11
Platinum Arctic Fresh	1050ml	13
<b>TOTAL NUMBER OF SKUs</b>		<b>17</b>

[BACK](#)

# Dish Care – Core Range (1/1+)



FAIRY		
VARIANT	SIZE	SKU RANKING
Original	500ml	6
Original	1L	4
Original	1.5L	5
Lemon	500ml	3
Lemon	1L	1
Lemon	1.5L	2
Apple	1L	14
Orange & Lemongrass	1L	7
Orange & Lemongrass	1.5L	15
Chamomile	750ml	8
Chamomile	1.2L	16
Tea & Mint	750ml	9
Tea & Mint	1.2L	17
Platinum Lemon & Lime	625ml	10
Platinum Lemon & Lime	1050ml	12
Platinum Arctic Fresh	625ml	11
Platinum Arctic Fresh	1050ml	13
<b>TOTAL NUMBER OF SKUs</b>		<b>17</b>

BACK



## Dish Care – Planogram (Base)



50%

35%

15%

**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK



# Dish Care – Planogram (1/1+)



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

# Fabric Softners – Core Range (Base)



DOWNY			
SEGMENT	VARIANT	SIZE	SKU RANKING
CONCENTRATE	Valley Dew	1L	1
	Dream Garden	1L	2
	Floral Breeze	1L	3
	Gentle	1L	5
	Romantic (Pink)	1L	4
	Summer Flower (Yellow)	1L	7
	Elegant (Black)	1L	8
	Natural (Purple)	1L	9
	Luxury (Gold)	1L	6
	Valley Dew	1.5L	10
	Dream Garden	1.5L	11
	Floral Breeze	1.5L	17
	Gentle	1.5L	18
	Romantic (Pink)	1.5L	19
	Summer Flower (Yellow)	1.5L	22
DILUTE	Elegant (Black)	1.5L	21
	Natural (Purple)	1.5L	23
	Luxury (Gold)	1.5L	20
	Valley Dew	2L	13
	Dream Garden	2L	15
	Stay Fresh (Blue)	2L	16
	Valley Dew	3L	12
	Dream Garden	3L	14
	<b>TOTAL NUMBER OF SKUs</b>		<b>23</b>

BACK

# Fabric Softners – Core Range (1/1+)



DOWNY			
SEGMENT	VARIANT	SIZE	SKU RANKING 1/1+
CONCENTRATE	Valley Dew	1L	1
	Dream Garden	1L	2
	Floral Breeze	1L	3
	Gentle	1L	5
	Romantic (Pink)	1L	4
	Summer Flower (Yellow)	1L	7
	Elegant (Black)	1L	8
	Natural (Purple)	1L	9
	Luxury (Gold)	1L	6
	Valley Dew	1.5L	10
	Dream Garden	1.5L	11
	Floral Breeze	1.5L	12
	Gentle	1.5L	13
	Romantic (Pink)	1.5L	14
	Summer Flower (Yellow)	1.5L	17
	Elegant (Black)	1.5L	16
	Natural (Purple)	1.5L	18
	Luxury (Gold)	1.5L	15
<b>TOTAL NUMBER OF SKUs</b>		<b>18</b>	

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## Fabric Softners – Planogram (Base)



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

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# Fabric Softners – Planogram (1/1+)



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

# Diapers / Baby Care – Core Range (Base)



PAMPERS			
SEGMENT	VARIANT	SKU / SIZE	SKU RANKING
DIAPERS	Mainline	CP S1	8
		CP S2	8
		CP S3	8
		CP S4	8
		CP S4+	8
		CP S5	8
		CP S6	8
		MiP S2	7
		MiP S3	7
		MiP S4	7
		MiP 4+	7
		MiP S5	7
		VP S1	6
		VP S2	6
		VP S3	6
		VP S4	6
		VP S4+	6
		VP S5	6
		JP S3	4
		JP S4	4
		JP S4+	4
		JP S5	4
		JP S6	4
		MP S3	5
		MP S4	5
		MP S4+	5
		MP S5	5
		MP S6	5

PAMPERS			
SEGMENT	VARIANT	SKU / SIZE	SKU RANKING
DIAPERS	Mainline	VP S4	9
		Pants Boys	
		VP S5	9
		VP S6	9
		VP S4	9
		VP S5	9
		VP S6	9
		CP S1	3
		CP S2	3
		CP S3	3
		CP S4	3
		Pants Girls	
		Premium Care	
		CP S5	3
		VP S1	1
		VP S2	1
		VP S3	1
		VP S4	1
		VP S5	1
		JP S3	2
		JP S4	2
		JP S5	2
WIPES	Wipes Baby Fresh	BF Single	10
		BF Dual	10
	Wipes Sensitive	SE Single	10
		SE Dual	10
TOTAL NUMBER OF SKUs			51

\*MB is not a SKU in stores with less than 5 shelves

BACK

## Diapers / Baby Care – Core Range (1/1+)



PAMPERS			
SEGMENT	VARIANT	SKU / SIZE	SKU RANKING
DIAPERS	Mainline	CP S1	8
		CP S2	8
		CP S3	8
		CP S4	8
		CP S4+	8
		CP S5	8
		CP S6	8
		MiP S2	7
		MiP S3	7
		MiP S4	7
		MiP 4+	7
		MiP S5	7
		VP S1	6
		VP S2	6
		VP S3	6
		VP S4	6
		VP S4+	6
		VP S5	6
		JP S3	4
		JP S4	4
		JP S4+	4
		JP S5	4
		JP S6	4
		MP S3	5
		MP S4	5
		MP S4+	5
		MP S5	5
		MP S6	5

PAMPERS			
SEGMENT	VARIANT	SKU / SIZE	SKU RANKING
DIAPERS	Mainline	VP S4	9
		Pants Boys	
		VP S5	9
		VP S6	9
		VP S4	9
		VP S5	9
		VP S6	9
		CP S1	3
		CP S2	3
		CP S3	3
		CP S4	3
		Pants Girls	
		Premium Care	
		CP S5	3
		VP S1	1
		VP S2	1
		VP S3	1
		VP S4	1
		VP S5	1
		JP S3	2
		JP S4	2
		JP S5	2
WIPES	Wipes Baby Fresh	BF Single	10
		BF Dual	10
	Wipes Sensitive	SE Single	10
		SE Dual	10
TOTAL NUMBER OF SKUs			51

\*MB is not a SKU in stores with less than 5 shelves

BACK

# Diapers / Baby Care – Planogram (Base)



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Diapers / Baby Care – Planogram (Base)

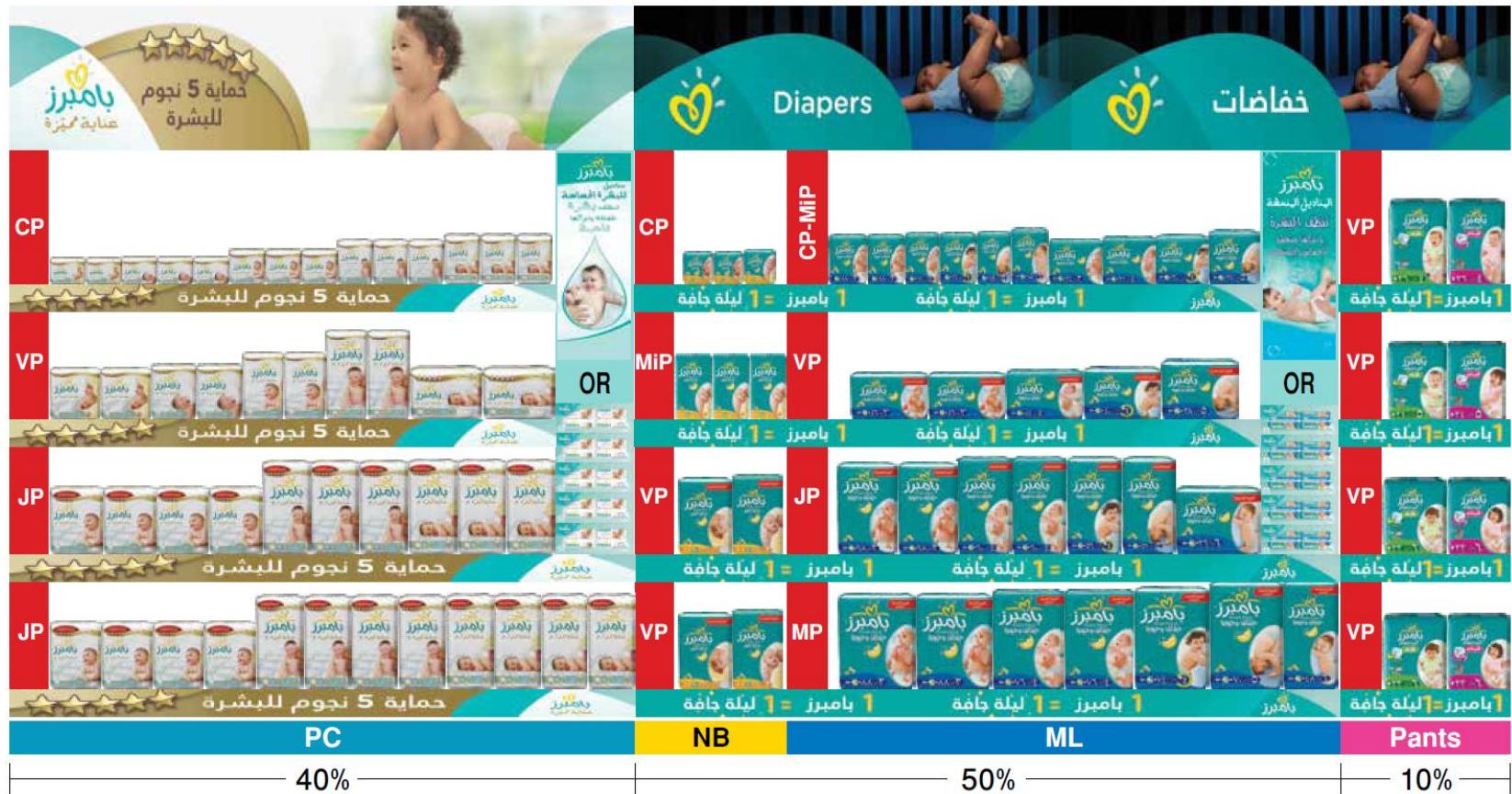


**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



**BACK**

# **Diapers / Baby Care – Planogram (1/1+)**



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



**BACK**

## **Diapers / Baby Care – Planogram (1/1+)**



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Fem Care – Core Range (Base)



ALWAYS			
SEGMENT	VARIANT	SIZE	SKU RANKING
LINERS	Normal	20	32
	Normal	40	24
	Normal	54	22
	Normal Fresh	20	33
	Normal Fresh	40	25
	Normal Fresh	54	23
	Large	16	34
	Large	48	35
	Flexistyle	22	36
	Flexistyle	70	37
	Longplus	44	38
	Normal	80	39
	Primavera Normal	30	40
	Primavera Normal	58	41
	Primavera Fresh	24	42
	Primavera Large	26	43
	Primavera Large	48	44
CPM	Super +10's	10	5
	Super +30's	30	1
	Super +50's	50	3
	Night 8's	8	18
	Night 24's	24	7
SENSITIVE	Super +10's	10	6
	Super +30's	30	2
	Super +50's	50	4
	Sens Night	8	19
	Sens Night	24	8

ALWAYS			
SEGMENT	VARIANT	SIZE	SKU RANKING
ULTRA	Ultra CPM Normal with Wings	8	27
	Ultra CPM Normal with Wings Dual Pack	16	26
	Ultra CPM Super with Wings	7	11
	Ultra CPM Super with Wings Dual Pack	14	9
	Ultra Night	6	17
	Ultra Sensitive Light with Wings	10	12
	Ultra Sensitive Light with Wings Dual Pack	20	10
	Ultra Sensitive Super with Wings	8	29
	Ultra Sensitive Super with Wings	16	28
	Ultra Diamond Super with Wings Dual Packs	16	15
	Ultra Diamond Super with Wings	8	16
	Ultra Diamond Light with Wings Dual Packs	14	31
	Ultra Diamond Light with Wings	7	30
	Normal + 10's	10	21
DIAMOND	Normal + 30's	30	20
	Super +10's	10	14
	Super +30's	30	13
	TOTAL NUMBER OF SKUs		
			44

BACK

## Fem Care – Core Range (1/1+)



ALWAYS			
SEGMENT	VARIANT	SIZE	SKU RANKING
LINERS	Normal	20	32
	Normal	40	24
	Normal	54	22
	Normal Fresh	20	33
	Normal Fresh	40	25
	Normal Fresh	54	23
	Large	16	34
	Large	48	35
	Flexistyle	22	36
	Flexistyle	70	37
	Longplus	44	38
	Normal	80	39
	Primavera Normal	30	40
	Primavera Normal	58	41
	Primavera Fresh	24	42
	Primavera Large	26	43
	Primavera Large	48	44
CPM	Super +10's	10	5
	Super +30's	30	1
	Super +50's	50	3
	Night 8's	8	18
	Night 24's	24	7
SENSITIVE	Super +10's	10	6
	Super +30's	30	2
	Super +50's	50	4
	Sens Night	8	19
	Sens Night	24	8

ALWAYS			
SEGMENT	VARIANT	SIZE	SKU RANKING
ULTRA	Ultra CPM Normal with Wings	8	27
	Ultra CPM Normal with Wings Dual Pack	16	26
	Ultra CPM Super with Wings	7	11
	Ultra CPM Super with Wings Dual Pack	14	9
	Ultra Night	6	17
	Ultra Sensitive Light with Wings	10	12
	Ultra Sensitive Light with Wings Dual Pack	20	10
	Ultra Sensitive Super with Wings	8	29
	Ultra Sensitive Super with Wings	16	28
	Ultra Diamond Super with Wings Dual Packs	16	15
	Ultra Diamond Super with Wings	8	16
	Ultra Diamond Light with Wings Dual Packs	14	31
	Ultra Diamond Light with Wings	7	30
	Normal + 10's	10	21
DIAMOND	Normal + 30's	30	20
	Super +10's	10	14
	Super +30's	30	13
	TOTAL NUMBER OF SKUs		
			44

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## Fem Care – Planogram (Base)



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



[BACK](#)

# Fem Care – Planogram (Base)



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



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# Fem Care – Planogram (Base)



## Location Category Guidelines:

1. Always Liners is recommended to be placed in the liners next to Carefree.
2. If liners category is next to pads, then Always liners is recommended to be between Carefree and Always pads.

**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



[BACK](#)

## Fem Care – Planogram (1/1+)



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



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## Fem Care – Planogram (1/1+)



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



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# Fem Care – Planogram (1/1+)



## Location Category Guidelines:

1. Always Liners is recommended to be placed in the liners next to Carefree.
2. If liners category is next to pads, then Always liners is recommended to be between Carefree and Always pads.

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BACK

# Male Grooming – Core Range (Base)



GILLETTE			
SEGMENT	SUB SEGMENT	SKU	SKU RANKING
BLADES AND RAZORS	System Blades	Fusion Proglide Power 4s	3
		Fusion Proglide Power 8s	17
		Fusion Proglide Manual 4s	18
		Fusion Power 4s	9
		Fusion Power 8s	19
		Fusion Manual 4s	6
		Mach3 Sensitive 8s	25
		Mach3 Turbo 4s	11
		Mach3 Turbo 8s	22
		Mach3 Turbo 12s	21
		Mach3 4s	4
		Mach3 8s	20
		Sensor Excel 5s	24
		Blue3 System 3's	26
		Blue3 System 6's	13
	System Razors	Fusion Proglide Styler	14
		Fusion Proglide Power - 1-up	1
		Fusion Proglide Manual -1-up	2
		Fusion Proglide Power - 1-up (Silver Touch)	15
		Fusion Proglide Manual - 2-up (Silver Touch )	16
		Fusion Power - 1-up	8
		Fusion Manual -1-up	7
		Mach3 Turbo - 2-up	10

GILLETTE			
SEGMENT	SUB SEGMENT	SKU	SKU RANKING
BLADES AND RAZORS	System Razors	Mach3 Power - 1-up	27
		Mach3 Sensitive -1-up	28
		Mach3 Regular - 1-up	5
		Blue3 System - 1-up	12
		Blue3 3s	1
	Disposables	Blue3 6s	7
		Blue 3 - Ice 3s	8
		Blue 3 - Ice 6s	3
		Blue 3 - Red 3s	9
		Blue 3 - Red 6s	4
BLADES AND RAZORS	Disposables	Blue II Plus - 5s	6
		Blue II Plus 10s	2
		Blue II - 5s	5
		Nacet II 5s	11
		Body 3s	10



BACK

# Male Grooming – Core Range (Base)



GILLETTE			
SEGMENT	SUB SEGMENT	SKU	SKU RANKING
PRE SHAVE	Fusion Proglide Gel	Hydrating 200 ml	3
	Series Gel	Moisturizing 200 ml	2
	Gillette Gel	Sensitive 200 ml	1
	Series Foam	Cool Cleansing 250 ml	5
		Sensitive 250 ml	4
	Gillette Foamy	Regular 200 ml	8
		Lemon Lime 200 ml	7
		Sensitive 200 ml	6
	Tube Shave Gel	Sensitive 60 g	9
POST SHAVE	Fusion Proglide Balm	2x1 100 ml	4
	Series After Shave Gel	Sensitive 100ml	3
	Gillette After Shave Gel	Sensitive 75ml	6
	Series After Shave Balm	Sensitive 100ml	5
	Series After Shave Splash	Cool Wave 100ml	1
	Series After Shave Moisturizer	Regular 75ml	2
	TOTAL NUMBER OF SKUs		53



BACK

# Male Grooming – Core Range (1/1+)



GILLETTE			
SEGMENT	SUB SEGMENT	SKU	SKU RANKING
BLADES AND RAZORS	System Blades	Fusion Proglide Power 4s	3
		Fusion Proglide Power 8s	17
		Fusion Proglide Manual 4s	18
		Fusion Power 4s	9
		Fusion Power 8s	19
		Fusion Manual 4s	6
		Mach3 Sensitive 8s	25
		Mach3 Turbo 4s	11
		Mach3 Turbo 8s	22
		Mach3 Turbo 12s	21
		Mach3 4s	4
		Mach3 8s	20
		Sensor Excel 5s	24
		Blue3 System 3's	26
		Blue3 System 6's	13
	System Razors	Fusion Proglide Styler	14
		Fusion Proglide Power - 1-up	1
		Fusion Proglide Manual -1-up	2
		Fusion Proglide Power - 1-up (Silver Touch)	15
		Fusion Proglide Manual - 2-up (Silver Touch )	16
		Fusion Power - 1-up	8
		Fusion Manual -1-up	7
		Mach3 Turbo - 2-up	10

GILLETTE			
SEGMENT	SUB SEGMENT	SKU	SKU RANKING
BLADES AND RAZORS	System Razors	Mach3 Power - 1-up	27
		Mach3 Sensitive -1-up	28
		Mach3 Regular - 1-up	5
		Blue3 System - 1-up	12
		Blue3 3s	1
	Disposables	Blue3 6s	7
		Blue 3 - Ice 3s	8
		Blue 3 - Ice 6s	3
		Blue 3 - Red 3s	9
		Blue 3 - Red 6s	4
BLADES AND RAZORS	Disposables	Blue II Plus - 5s	6
		Blue II Plus 10s	2
		Blue II - 5s	5
		Nacet II 5s	11
		Body 3s	10



BACK

## Male Grooming – Core Range (1/1+)



GILLETTE			
SEGMENT	SUB SEGMENT	SKU	SKU RANKING
PRE SHAVE	Fusion Proglide Gel	Hydrating 200 ml	3
	Series Gel	Moisturizing 200 ml	2
	Gillette Gel	Sensitive 200 ml	1
	Series Foam	Cool Cleansing 250 ml	5
		Sensitive 250 ml	4
	Gillette Foamy	Regular 200 ml	8
		Lemon Lime 200 ml	7
		Sensitive 200 ml	6
	Tube Shave Gel	Sensitive 60 g	9
POST SHAVE	Fusion Proglide Balm	2x1 100 ml	4
	Series After Shave Gel	Sensitive 100ml	3
	Gillette After Shave Gel	Sensitive 75ml	6
	Series After Shave Balm	Sensitive 100ml	5
	Series After Shave Splash	Cool Wave 100ml	1
	Series After Shave Moisturizer	Regular 75ml	2
	TOTAL NUMBER OF SKUs		53



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# Male Grooming – Planogram (Base)



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

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# Male Grooming – Planogram (1/1+)



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

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# Female Grooming – Core Range (Base)



GILLETTE VENUS		
SEGMENT	SKU / SIZE	SKU RANKING
System BLADES	Venus & Olay 4s	2
	Proskin 4s	4
	Embrace 4s	6
	Breeze 4s	8
	Breeze 4s	10
	Pink Passion 4s	12
SYSTEM RAZORS	Venus & Olay 1up	1
	Proskin 1up	3
	Embrace 1up	5
	Breeze SPA 1up	7
	Breeze 1up	9
	Pink Passion 1up	11
Disposables	Riviera	4
	Simply Venus 3 Plus	1
	Simply Venus 3	2
	Simply Venus 2	3
<b>TOTAL NUMBER OF SKUs</b>		<b>16</b>

GILLETTE			
SEGMENT	VARIANT	SKU / SIZE	SKU RANKING
FEMALE PRE SHAVE	Satin Care	Bikini Protection 200 ml	1
	Satin Care	Venus & Olay 200ml	2
<b>TOTAL NUMBER OF SKUs</b>			<b>2</b>

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# Female Grooming – Core Range (1/1+)



GILLETTE VENUS		
SEGMENT	SKU / SIZE	SKU RANKING
System BLADES	Venus & Olay 4s	2
	Proskin 4s	4
	Embrace 4s	6
	Breeze 4s	8
	Breeze 4s	10
	Pink Passion 4s	12
SYSTEM RAZORS	Venus & Olay 1up	1
	Proskin 1up	3
	Embrace 1up	5
	Breeze SPA 1up	7
	Breeze 1up	9
	Pink Passion 1up	11
Disposables	Riviera	4
	Simply Venus 3 Plus	1
	Simply Venus 3	2
	Simply Venus 2	3
<b>TOTAL NUMBER OF SKUs</b>		<b>16</b>

GILLETTE			
SEGMENT	VARIANT	SKU / SIZE	SKU RANKING
FEMALE PRE SHAVE	Satin Care	Bikini Protection 200 ml	1
	Satin Care	Venus & Olay 200ml	2
<b>TOTAL NUMBER OF SKUs</b>			<b>2</b>

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# Female Grooming – Planogram (Base)



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

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# Female Grooming – Planogram (1/1+)



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

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## Skin Care – Core Range (Base)



OLAY			
BOUTIQUE	VARIANT	SIZE	SKU RANKING
Regenerist	Microsculpting Cream	50ml	10
	Night Cream	50ml	14
	Day Cream	50ml	15
	UV Lotion	75ml	16
	Eye Lifting Serum	15ml	17
	Wrinkle Relaxing Complex	50ml	30
	CC Cream Lightest Skin Tone	50ml	31
	CC Cream Medium Skin Tone	50ml	32
	Cleanser	150ml	34
	Micsrosclupting Cream with SPF 30	50ml	35
Total Effects	Day Cream	50ml	4
	Night Cream	50ml	5
	Eye Cream	15ml	13
	Serum	50ml	19
	Sensitive Day Cream	50ml	24
	BB Cream TOF Fair	50ml	27
	BB Cream TOF Medium	50ml	28
	Concealer	15ml	29
	2 in 1 Moisturizer + Serum SPF 20	40ml	33
	CC Cream Fair SPF 15	50ml	36
	CC Cream Medium SPF 15	50ml	37
	Face Wash	150ml	42
	Cleansing Toner	200ml	43
	Cleansing Milk	200ml	44
Age Defying Series	Day Cream	50ml	23
	Night Cream	50ml	45
White Radiance	Day Cream	50g	11
	Night Cream	50g	12
White Radiance	Intensive Fairness Cream	50g	25
	Cleanser	100g	38

OLAY			
BOUTIQUE	VARIANT	SIZE	SKU RANKING
White Radiance	Intensive Fairness Serum	40ml	39
	Day Lotion	75ml	40
	UV Blocker SPF 50	50ml	41
	Eye Serum	15g	47
	Spot Corrector	15g	48
Natural White	Day Cream	50g	1
	Night Cream	50g	2
	Day Cream	100g	3
	Day Fluid	75ml	18
	Instant Glow	40g	26
Complete (Yellow)	Face Wash	100g	46
	Day Cream	50ml	20
	Day Cream Sensitive	50ml	21
	Night Cream	50ml	22

OLAY			
BOUTIQUE	VARIANT	SIZE	SKU RANKING
Classic Care (Pink)	Beauty Fluid	200ml	6
	Double Action Day Cream	50g	7
	Double Action Night Cream	50g	8
	Beauty Fluid	100ml	9
	ActHydrating Gel	50ml	49
Daily Cleaners	Face Wash	150ml	50
	Milk	200ml	51
	Toner	200ml	52
	Make up Remover	100ml	53
	TOTAL NUMBER OF SKUs		
			53

BACK

## Skin Care – Core Range (1/1+)



OLAY			
BOUTIQUE	VARIANT	SIZE	SKU RANKING
Regenerist	Microsculpting Cream	50ml	10
	Night Cream	50ml	14
	Day Cream	50ml	15
	UV Lotion	75ml	16
	Eye Lifting Serum	15ml	17
	Wrinkle Relaxing Complex	50ml	30
	CC Cream Lightest Skin Tone	50ml	31
	CC Cream Medium Skin Tone	50ml	32
	Cleanser	150ml	34
	Micsrosclupting Cream with SPF 30	50ml	35
Total Effects	Day Cream	50ml	4
	Night Cream	50ml	5
	Eye Cream	15ml	13
	Serum	50ml	19
	Sensitive Day Cream	50ml	24
	BB Cream TOF Fair	50ml	27
	BB Cream TOF Medium	50ml	28
	Concealer	15ml	29
	2 in 1 Moisturizer + Serum SPF 20	40ml	33
	CC Cream Fair SPF 15	50ml	36
	CC Cream Medium SPF 15	50ml	37
	Face Wash	150ml	42
	Cleansing Toner	200ml	43
	Cleansing Milk	200ml	44
Age Defying Series	Day Cream	50ml	23
	Night Cream	50ml	45
White Radiance	Day Cream	50g	11
	Night Cream	50g	12
White Radiance	Intensive Fairness Cream	50g	25
	Cleanser	100g	38

OLAY			
BOUTIQUE	VARIANT	SIZE	SKU RANKING
White Radiance	Intensive Fairness Serum	40ml	39
	Day Lotion	75ml	40
	UV Blocker SPF 50	50ml	41
	Eye Serum	15g	47
	Spot Corrector	15g	48
Natural White	Day Cream	50g	1
	Night Cream	50g	2
	Day Cream	100g	3
	Day Fluid	75ml	18
	Instant Glow	40g	26
Complete (Yellow)	Face Wash	100g	46
	Day Cream	50ml	20
	Day Cream Sensitive	50ml	21
	Night Cream	50ml	22

OLAY			
BOUTIQUE	VARIANT	SIZE	SKU RANKING
Classic Care (Pink)	Beauty Fluid	200ml	6
	Double Action Day Cream	50g	7
	Double Action Night Cream	50g	8
	Beauty Fluid	100ml	9
	ActHydrating Gel	50ml	49
Daily Cleaners	Face Wash	150ml	50
	Milk	200ml	51
	Toner	200ml	52
	Make up Remover	100ml	53
	TOTAL NUMBER OF SKUs		
			53

BACK



# Skin Care – Planogram (Base)



The maximum height of the Olay shelves should not exceed 170cm. All shelves above 170cm should be used for storage space or replicate the highest shelf within the planogram.

**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

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# Skin Care – Planogram (1/1+)



The maximum height of the Olay shelves should not exceed 170cm. All shelves above 170cm should be used for storage space or replicate the highest shelf within the planogram.

**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

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# Soaps – Core Range (Base)



CAMAY			
SEGMENT	VARIANT	SIZE	SKU RANKING
BAR SOAP	Romantique	75gm	17
	Vintage	75gm	18
	Dejour	75gm	19
	Zerlina	75gm	20
	Dynamique	75gm	21
	Beaute DLN	75gm	22
	Romantique	125gm	7
	Vintage	125gm	8
	Dejour	125gm	9
	Zerlina	125gm	10
	Dynamique	125gm	11
	Beaute DLN	125gm	12
	Romantique	175gm	15
	Vintage	175gm	16
	Romantique	125gm 6s	1
	Vintage	125gm 6s	2
	Dejour	125gm 6s	3
	Zerlina	125gm 6s	4
	Dynamique	125gm 6s	5
	Beaute DLN	125gm 6s	6
	Romantique	175gm 6s	13
	Vintage	175gm 6s	14
<b>TOTAL NUMBER OF SKUs</b>		<b>22</b>	

CAMAY			
SEGMENT	VARIANT	SIZE	SKU RANKING
SHOWER GEL	Romantique	250ml	1
	Vintage	250ml	2
	Dejour	250ml	3
	Zerlina	250ml	4
<b>TOTAL NUMBER OF SKUs</b>			<b>4</b>

ZEST			
SEGMENT	VARIANT	SIZE	SKU RANKING
BAR SOAP	Zest Ice Fresh	125gm	1
	Zest Lemon Fresh	125gm	2
<b>TOTAL NUMBER OF SKUs</b>			<b>2</b>

BACK

# Soaps – Core Range (1/1+)



CAMAY			
SEGMENT	VARIANT	SIZE	SKU RANKING
BAR SOAP	Romantique	75gm	17
	Vintage	75gm	18
	Dejour	75gm	19
	Zerlina	75gm	20
	Dynamique	75gm	21
	Beaute DLN	75gm	22
	Romantique	125gm	7
	Vintage	125gm	8
	Dejour	125gm	9
	Zerlina	125gm	10
	Dynamique	125gm	11
	Beaute DLN	125gm	12
	Romantique	175gm	15
	Vintage	175gm	16
	Romantique	125gm 6s	1
	Vintage	125gm 6s	2
	Dejour	125gm 6s	3
	Zerlina	125gm 6s	4
	Dynamique	125gm 6s	5
	Beaute DLN	125gm 6s	6
	Romantique	175gm 6s	13
	Vintage	175gm 6s	14
<b>TOTAL NUMBER OF SKUs</b>		<b>22</b>	

CAMAY			
SEGMENT	VARIANT	SIZE	SKU RANKING
SHOWER GEL	Romantique	250ml	1
	Vintage	250ml	2
	Dejour	250ml	3
	Zerlina	250ml	4
<b>TOTAL NUMBER OF SKUs</b>			<b>4</b>

ZEST			
SEGMENT	VARIANT	SIZE	SKU RANKING
BAR SOAP	Zest Ice Fresh	125gm	1
	Zest Lemon Fresh	125gm	2
<b>TOTAL NUMBER OF SKUs</b>			<b>2</b>

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# Soaps – Planogram (Base)



**Romantique (6s)+Vintage (6s)  
Dejour (6s)+Zerlina (6s)+Dynamique  
(6s)Beaute DN (6s) 125g**



**Romantique Shower Gel**

**Romantique+Vintage+Dejour+Zerlina+  
Dynamique+Beaute DN 125g Singles**



**Vintage Shower Gel**

**Romantique (6s)+Vintage (6s)175g**



**Dejour Shower Gel**

**Romantique+Vintage175g Singles**



**Zerlina Shower Gel**

**Romantique)+Vintage  
Dejour+Zerlina+Dynamique  
Beaute DN (75g Singles)**

**Zest Lemon Fresh +  
Zest Ice Fresh 125g**

**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

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# Soaps – Planogram (1/1+)



**Romantique (6s)+Vintage (6s)  
Dejour (6s)+Zerlina (6s)+Dynamique  
(6s)Beaute DN (6s) 125g**

**Romantique+Vintage+Dejour+Zerlina+  
Dynamique+Beaute DN 125g Singles**

**Romantique (6s)+Vintage (6s)175g**

**Romantique+Vintage175g Singles**

**Romantique)+Vintage  
Dejour+Zerlina+Dynamique  
Beaute DN (75g Singles)**

**Zest Lemon Fresh +  
Zest Ice Fresh 125g**



**Romantique Shower Gel**



**Vintage Shower Gel**



**Dejour Shower Gel**



**Zerlina Shower Gel**

**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

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# Oral B MOC – Core Range (Base)

BRAND	SEGMENT	SKU	SKU RANKING	BRAND	SEGMENT	SKU	SKU RANKING
ORAL B MOC	MANUAL TOOTHBRUSH	Pulsar Pearl (35 Soft)	12	ORAL B MOC	MANUAL TOOTHBRUSH	Stages 1 (4- 24 mnths) - Baby	23
		Pulsar (35 Soft)	14			Stages 2 (2- 4 years)	24
		Pulsar (40 Med)	13			Stages 3 (5- 7 years)	25
		Clinicline (38 Med)	1			Stages Proexpert (8+ years)	26
		Clinicline (38 Soft)	2			OB KIDS 2-4yr EMKB	27
		Proflex Whitening Med	3			OB Mickey EMKB	28
		Proflex Whitening Soft	4		TOOTHBRUSH	Tiger/Pooh Paste - 75ml	29
		AntiBacterial (35 Soft)	8			Cars/Princess Paste - 75ml	30
		AntiBacterial (40 Med)	7				
		Complete 7 (35 Soft)	6				
		Complete 7 (40 Med)	5				
		Delicate Enamel (35 Extra Soft)	19	ORAL B MOC	RINSE	Rinse Multi Protection 250ml	34
		3D Clean TAJ (40 Soft)	11			Rinse Multi Protection 500ml	31
		3D Clean TAJ (40 Med)	10			3D White Luxe 500ml	32
		Advantage Fresh (40 Med)	13			Clinicline Rinse 500ml	33
		Advantage White (40 Med)	15		REFILL	Interdental Starter Kit	38
		Advantage Plus Complete (40 Med)	16			Interdental Refill Cylindrical	39
		Advantage Sensitive (35 Extra Soft)	20		Floss	Clinicline Floss	35
		Complete Ultra Thin Soft	18			Floss Essential Waxed (50 mtrs)	36
		Complete 5 Way Clean Med	17			Floss Essential (50 mtrs)	37
		Interdental	21			<b>TOTAL NUMBER OF SKUs</b>	
		Natural Fresh (40 Med)	22				<b>39</b>

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# Oral B MOC – Core Range (1/1+)



BRAND	SEGMENT	SKU	SKU RANKING 1/1+
ORAL B MOC	MANUAL TOOTHBRUSH	Pulsar Pearl (35 Soft)	12
		Pulsar (35 Soft)	14
		Pulsar (40 Med)	13
		Clinicline (38 Med)	1
		Clinicline (38 Soft)	2
		Proflex Whitening Med	3
		Proflex Whitening Soft	4
		AntiBacterial (35 Soft)	8
		AntiBacterial (40 Med)	7
		Complete 7 (35 Soft)	6
		Complete 7 (40 Med)	5
		Delicate Enamel (35 Extra Soft)	19
		3D Clean TAJ (40 Soft)	11
		3D Clean TAJ (40 Med)	10
		Advantage Fresh (40 Med)	13
		Advantage White (40 Med)	15
		Advantage Plus Complete (40 Med)	16
		Advantage Sensitive (35 Extra Soft)	20
		Complete Ultra Thin Soft	18
		Complete 5 Way Clean Med	17
		Interdental	21
		Natural Fresh (40 Med)	22

BRAND	SEGMENT	SKU	SKU RANKING 1/1+
ORAL B MOC	MANUAL TOOTHBRUSH	Stages 1 (4- 24 mnths) - Baby	23
		Stages 2 (2- 4 years)	24
		Stages 3 (5- 7 years)	25
		Stages Proexpert (8+ years)	26
		OB KIDS 2-4yr EMKB	27
		OB Mickey EMKB	28
ORAL B MOC	TOOTHBRUSH	Tiger/Pooh Paste - 75ml	29
		Cars/Princess Paste - 75ml	30

BRAND	SEGMENT	SKU	SKU RANKING 1/1+
ORAL B MOC	RINSE	Rinse Multi Protection 250ml	34
		Rinse Multi Protection 500ml	31
		3D White Luxe 500ml	32
		Clinicline Rinse 500ml	33
ORAL B MOC	REFILL	Interdental Starter Kit	38
		Interdental Refill Cylindrical	39
ORAL B MOC	Floss	Clinicline Floss	35
		Floss Essential Waxed (50 mtrs)	36
		Floss Essential (50 mtrs)	37
		<b>TOTAL NUMBER OF SKUS</b>	<b>39</b>

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# Oral B MOC – Planogram (Base)



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

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# Oral B MOC – Planogram (1/1+)



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

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# Crest – Core Range (Base)

BRAND	SEGMENT	SKU	SKU RANKING
CREST	TOOTHPASTE	3D White125ml	11
		3D White Fresh Cool Water 125MI	12
		3D Luxe Pearl Royal Spa 75MI	1
		3D Luxe Healthy Shine 75MI	2
		3D Luxe Anti Tobacco 75MI	4
		3D Luxe Glamour 75MI	3
		AC Salt Icy Power125ml	18
		AC Fresh Mint 125 MI	15
		AC Mild Mint 125 MI	17
		AC Herbal 125 MI	16
		AC Dual Pack 25% Off - Fresh Mint 125 MI	19
		Kids 50MI	21
		Complete Extra Fresh 125MI	13
		Complete With Mouthwash 125 MI	14
		All In One Extra Fresh 100MI	8
		All In One Whitening 100MI	9
		All In One Mild Mint 100MI	10
		Clinicline Enamel Protection 75MI	6
		Clinicline Gum Protection 75MI	5
		Clinicline Sensitive 75MI	7
<b>TOTAL NUMBER OF SKUs</b>		20	



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

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# Crest – Core Range (1/1+)

BRAND	SEGMENT	SKU	SKU RANKING	Crest – Core Range (1/1+)							
CREST	TOOTHPASTE	3D White125ml	11								
		3D White Fresh Cool Water 125ML	12								
		3D Luxe Pearl Royal Spa 75MI	1								
		3D Luxe Healthy Shine 75ML	2								
		3D Luxe Anti Tobacco 75MI	4								
		3D Luxe Glamour 75MI	3								
		AC Salt Icy Power125ml	18								
		AC Fresh Mint 125 MI	15								
		AC Mild Mint 125 MI	17								
		AC Herbal 125 MI	16								
		AC Dual Pack 25% Off - Fresh Mint 125 MI	19								
		Kids 50MI	21								
		Complete Extra Fresh 125MI	13								
		Complete With Mouthwash 125 MI	14								
		All In One Extra Fresh 100MI	8								
		All In One Whitening 100MI	9								
		All In One Mild Mint 100MI	10								
		Clinicline Enamel Protection 75MI	6								
		Clinicline Gum Protection 75MI	5								
		Clinicline Sensitive 75MI	7								
<b>TOTAL NUMBER OF SKUs</b>		<b>20</b>									

NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

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## Crest – Planogram (Base)



BRAND	SEGMENT	SKU	SKU RANKING
CREST	TOOTHPASTE	3D White125ml	11
		3D White Fresh Cool Water 125MI	12
		3D Luxe Pearl Royal Spa 75MI	1
		3D Luxe Healthy Shine 75MI	2
		3D Luxe Anti Tobacco 75MI	4
		3D Luxe Glamour 75MI	3
		AC Salt Icy Power125ml	18
		AC Fresh Mint 125 MI	15
		AC Mild Mint 125 MI	17
		AC Herbal 125 MI	16
		AC Dual Pack 25% Off - Fresh Mint 125 MI	19
		Kids 50MI	21
		Complete Extra Fresh 125MI	13
		Complete With Mouthwash 125 MI	14
		All In One Extra Fresh 100MI	8
		All In One Whitening 100MI	9
		All In One Mild Mint 100MI	10
		Clinicline Enamel Protection 75MI	6
		Clinicline Gum Protection 75MI	5
		Clinicline Sensitive 75MI	7
<b>TOTAL NUMBER OF SKUs</b>		20	



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

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## Crest – Planogram (1/1+)



BRAND	SEGMENT	SKU	SKU RANKING	Planogram Grid				
CREST	TOOTHPASTE	3D White125ml	11					
		3D White Fresh Cool Water 125ML	12	Clinic Line GUM 75ml	Clinic Line Sensitive 75ml	Clinic Line Enamel 75ml	AIO + WH 100ml	AIO Mid Mint 100ml
		3D Luxe Pearl Royal Spa 75MI	1					
		3D Luxe Healthy Shine 75ML	2	Pearl 75ml	Anti Tobacco 75ml	Healthy Shine 75ml	Glamour 75ml	
		3D Luxe Anti Tobacco 75MI	4					
		3D Luxe Glamour 75MI	3	Pearl 75ml	Anti Tobacco 75ml	Healthy Shine 75ml	Glamour 75ml	
		AC Salt Icy Power125ml	18					
		AC Fresh Mint 125 MI	15	Pearl 75ml	Anti Tobacco 75ml	Healthy Shine 75ml	Glamour 75ml	
		AC Mild Mint 125 MI	17					
		AC Herbal 125 MI	16	Pearl 75ml	Anti Tobacco 75ml	Healthy Shine 75ml	Glamour 75ml	
		AC Dual Pack 25% Off - Fresh Mint 125 MI	19					
		Kids 50MI	21	Base 3DW 125ml	3DF - Extra Fresh 125ml	C7+MW 125ml	C7+Whit 125ml	
		Complete Extra Fresh 125MI	13					
		Complete With Mouthwash 125 MI	14	AC FM (125ml)	AC MM (125ml)	AC HB (125ml)		
		All In One Extra Fresh 100MI	8					
		All In One Whitening 100MI	9	AC Salt (125ml)	AC Dual Packs			
		All In One Mild Mint 100MI	10					
		Clinicline Enamel Protection 75MI	6					
		Clinicline Gum Protection 75MI	5					
		Clinicline Sensitive 75MI	7					
TOTAL NUMBER OF SKUs		20						

NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK



# Oral B POC – Core Range (Base)

BRAND	SKU	SKU RANKING
<b>BATTERY TOOTHBRUSH</b>		
	Precision Clean	6
	Kids	7
<b>RECHARGEABLE TOOTHBRUSH</b>		
	Triumph PC 5000	3
	Trizone PC 1000	5
	Prof. PC 500	1
	Vitality Precision Clean Clamshell	2
	Vitality Precision Clean Box	2
	OC 20	4
<b>REFILLS</b>		
	Trizone 2s	13
	Kids 2s	12
	Pro White 2a	10
	Precision Clean 2s	8
	Sensitive 2s	11
	Floss Actions	9
<b>TOTAL NUMBER OF SKUS</b>		<b>14</b>



ELECTRO AISLE



OC AISLE



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK



# Oral B POC – Core Range (1/1+)

BRAND	SKU	SKU RANKING
<b>BATTERY TOOTHBRUSH</b>		
Precision Clean	6	
Kids	7	
<b>RECHARGEABLE TOOTHBRUSH</b>		
Triumph PC 5000	3	
Trizone PC 1000	5	
Prof. PC 500	1	
Vitality Precision Clean Clamshell	2	
Vitality Precision Clean Box	2	
OC 20	4	
<b>REFILLS</b>		
Trizone 2s	13	
Kids 2s	12	
Pro White 2a	10	
Precision Clean 2s	8	
Sensitive 2s	11	
Floss Actions	9	
<b>TOTAL NUMBER OF SKUS</b>	<b>14</b>	



ELECTRO AISLE



OC AISLE



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK



# Oral B POC – Planogram (Base)

BRAND	SKU	SKU RANKING
<b>BATTERY TOOTHBRUSH</b>		
Precision Clean	6	
Kids	7	
<b>RECHARGEABLE TOOTHBRUSH</b>		
Triumph PC 5000	3	
Trizone PC 1000	5	
Prof. PC 500	1	
Vitality Precision Clean Clamshell	2	
Vitality Precision Clean Box	2	
OC 20	4	
<b>REFILLS</b>		
Trizone 2s	13	
Kids 2s	12	
Pro White 2a	10	
Precision Clean 2s	8	
Sensitive 2s	11	
Floss Actions	9	
<b>TOTAL NUMBER OF SKUS</b>	<b>14</b>	



ELECTRO AISLE



OC AISLE



REFILL

**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK



# Oral B POC – Planogram (1/1+)

BRAND	SKU	SKU RANKING
<b>BATTERY TOOTHBRUSH</b>		
Precision Clean	6	
Kids	7	
<b>RECHARGEABLE TOOTHBRUSH</b>		
Triumph PC 5000	3	
Trizone PC 1000	5	
Prof. PC 500	1	
Vitality Precision Clean Clamshell	2	
Vitality Precision Clean Box	2	
OC 20	4	
<b>REFILLS</b>		
Trizone 2s	13	
Kids 2s	12	
Pro White 2a	10	
Precision Clean 2s	8	
Sensitive 2s	11	
Floss Actions	9	
<b>TOTAL NUMBER OF SKUS</b>	<b>14</b>	



ELECTRO AISLE



OC AISLE



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK



# Hair Care – Core Range (Base)

## Anti- Dandruff

## Cosmetic

## Salon Inspired

## Family Care

### Head & Shoulders

### Pantene

### WPS

### Herbal Essences/ Pert



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

# Hair Care – Core Range (1/1+)


**Anti- Dandruff**
**Cosmetic**
**Salon Inspired**
**Family Care**
**Head & Shoulders**
**Pantene**
**WPS**
**Herbal Essences/  
Pert**


**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK



# Hair Care – Planogram (Base)

## Anti- Dandruff

## Cosmetic

## Salon Inspired

## Family Care

### Head & Shoulders

### Pantene

### WPS

### Herbal Essences/ Pert



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK



# Hair Care – Planogram (1/1+)

## Anti- Dandruff

## Cosmetic

## Salon Inspired

## Family Care

### Head & Shoulders

### Pantene

### WPS

### Herbal Essences/ Pert



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

## H&amp;S – Core Range (Base)



HEAD & SHOULDERS			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	200ml	Refreshing (Menthол)	17
		Classic Clean	18
		Lively & Silky	19
		Moisturizing Scalp Care	20
		Natural Fresh	21
		Extra Volume	33
		Hair Endurance	34
		Hair Fall Defence	35
		Sensitive Scalp Care	36
		Itch	37
	400ml	Refreshing (Menthол)	1
		Classic Clean	2
		Lively & Silky	3
		Moisturizing Scalp Care	4
		Natural Fresh	5



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

## H&amp;S – Core Range (Base)



HEAD & SHOULDERS			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	700ml	Refreshing (Menthол)	8
		Classic Clean	9
		Lively & Silky	10
		Moisturizing Scalp Care	11
		Natural Fresh	12
		Extra Volume	30
		Hair Endurance	31
		Hair Fall Defence	32
		Sensitive Scalp Care	13
		Itch	14
ROC	400ml	Refreshing (Menthол)	22
		Classic Clean	23
		Moisturizing Scalp Care	24
		Hair Fall Defence	25
		Itch	26
OR	200ml	Menthол	5
		Classic Clean	6
		Moisturizing Scalp Care	7
		Hair Fall Defence	8
		Menthол	1
OR	375ml	Classic Clean	2
		Moisturizing Scalp Care	3
		Hair Fall Defence	4



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

## H&amp;S – Core Range (Base)



HEAD & SHOULDERS			
SEGMENT	SIZE	VARIANT	SKU RANKING
JAR	150ml	Moisturizing Scalp Care	15
		Hair Fall Defence	16
TOTAL NUMBER OF SKUs		45	



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

## H&amp;S – Core Range (1/1+)



HEAD & SHOULDERS			
SEGMENT	SIZE	VARIANT	SKU RANKING 1/1+
SHAMPOO	200ml	Refreshing (Menthол)	17
		Classic Clean	18
		Lively & Silky	19
		Moisturizing Scalp Care	20
		Natural Fresh	21
		Extra Volume	33
		Hair Endurance	34
		Hair Fall Defence	35
		Sensitive Scalp Care	36
		Itch	37
	400ml	Refreshing (Menthол)	1
		Classic Clean	2
		Lively & Silky	3
		Moisturizing Scalp Care	4
		Natural Fresh	5



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

## H&amp;S – Core Range (1/1+)



## HEAD &amp; SHOULDERS

SEGMENT	SIZE	VARIANT	SKU RANKING 1/1+
SHAMPOO	700ml	Refreshing (Menthол)	8
		Classic Clean	9
		Lively & Silky	10
		Moisturizing Scalp Care	11
		Natural Fresh	12
		Extra Volume	30
		Hair Endurance	31
		Hair Fall Defence	32
		Sensitive Scalp Care	13
		Itch	14
ROC	400ml	Refreshing (Menthол)	22
		Classic Clean	23
		Moisturizing Scalp Care	24
		Hair Fall Defence	25
		Itch	26



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

## H&amp;S – Core Range (1/1+)



HEAD & SHOULDERS			
SEGMENT	SIZE	VARIANT	SKU RANKING 1/1+
OR	200ml	Menthol	5
		Classic Clean	6
		Moisturizing Scalp Care	7
		Hair Fall Defence	8
	375ml	Menthol	1
		Classic Clean	2
		Moisturizing Scalp Care	3
		Hair Fall Defence	4
JAR	150ml	Moisturizing Scalp Care	15
		Hair Fall Defence	16
TOTAL NUMBER OF SKUs			45



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# H&S – Planogram (Base)



HEAD & SHOULDERS			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	200ml	Refreshing (Menthол)	17
		Classic Clean	18
		Lively & Silky	19
		Moisturizing Scalp Care	20
		Natural Fresh	21
		Extra Volume	33
		Hair Endurance	34
		Hair Fall Defence	35
		Sensitive Scalp Care	36
		Itch	37
	400ml	Refreshing (Menthол)	1
		Classic Clean	2
		Lively & Silky	3
		Moisturizing Scalp Care	4
		Natural Fresh	5



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

## H&amp;S – Planogram (Base)



## HEAD &amp; SHOULDERS

SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	700ml	Refreshing (Menthол)	8
		Classic Clean	9
		Lively & Silky	10
		Moisturizing Scalp Care	11
		Natural Fresh	12
		Extra Volume	30
		Hair Endurance	31
		Hair Fall Defence	32
		Sensitive Scalp Care	13
		Itch	14
ROC	400ml	Refreshing (Menthол)	22
		Classic Clean	23
		Moisturizing Scalp Care	24
		Hair Fall Defence	25
		Itch	26
OR	200ml	Menthол	5
		Classic Clean	6
		Moisturizing Scalp Care	7
		Hair Fall Defence	8
	375ml	Menthол	1
		Classic Clean	2
		Moisturizing Scalp Care	3
		Hair Fall Defence	4



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

## H&amp;S – Planogram (Base)



HEAD & SHOULDERS			
SEGMENT	SIZE	VARIANT	SKU RANKING
JAR	150ml	Moisturizing Scalp Care	15
		Hair Fall Defence	16
TOTAL NUMBER OF SKUs		45	



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

## H&amp;S – Planogram (1/1+)



HEAD & SHOULDERS			
SEGMENT	SIZE	VARIANT	SKU RANKING 1/1+
SHAMPOO	200ml	Refreshing (Menthол)	17
		Classic Clean	18
		Lively & Silky	19
		Moisturizing Scalp Care	20
		Natural Fresh	21
		Extra Volume	33
		Hair Endurance	34
		Hair Fall Defence	35
		Sensitive Scalp Care	36
		Itch	37
	400ml	Refreshing (Menthол)	1
		Classic Clean	2
		Lively & Silky	3
		Moisturizing Scalp Care	4
		Natural Fresh	5



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

## H&amp;S – Planogram (1/1+)



## HEAD &amp; SHOULDERS

SEGMENT	SIZE	VARIANT	SKU RANKING 1/1+
SHAMPOO	700ml	Refreshing (Menthол)	8
		Classic Clean	9
		Lively & Silky	10
		Moisturizing Scalp Care	11
		Natural Fresh	12
		Extra Volume	30
		Hair Endurance	31
		Hair Fall Defence	32
		Sensitive Scalp Care	13
		Itch	14
ROC	400ml	Refreshing (Menthол)	22
		Classic Clean	23
		Moisturizing Scalp Care	24
		Hair Fall Defence	25
		Itch	26



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

## H&amp;S – Planogram (1/1+)



HEAD & SHOULDERS			
SEGMENT	SIZE	VARIANT	SKU RANKING 1/1+
OR	200ml	Menthol	5
		Classic Clean	6
		Moisturizing Scalp Care	7
		Hair Fall Defence	8
	375ml	Menthol	1
		Classic Clean	2
		Moisturizing Scalp Care	3
		Hair Fall Defence	4
JAR	150ml	Moisturizing Scalp Care	15
		Hair Fall Defence	16
TOTAL NUMBER OF SKUs			45



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

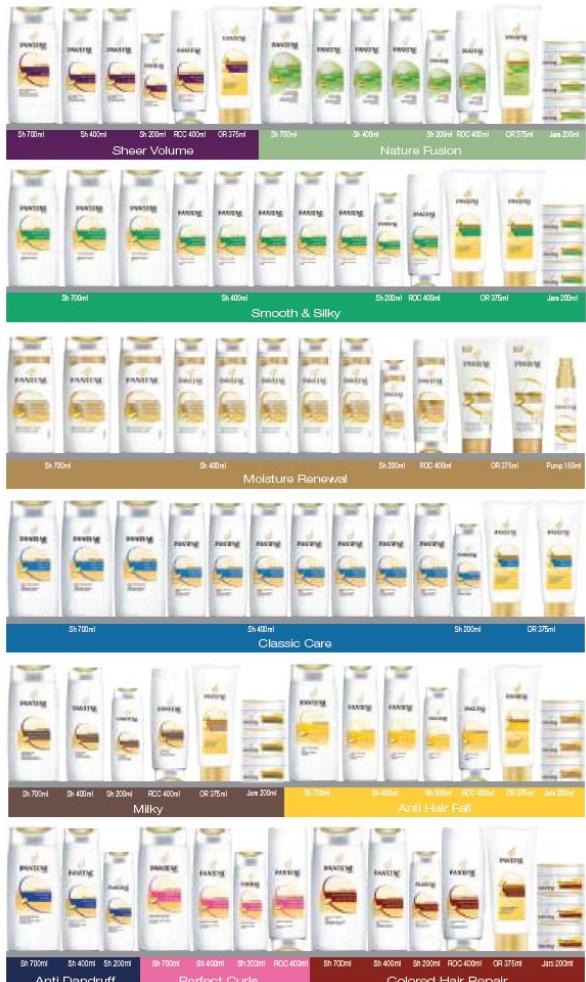


BACK

# Pantene – Core Range (Base)



PANTENE			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	200ml	Smooth & Silky	42
		Classic Care	43
		Anti-Hair Fall	44
		Nature Fusion	45
		Sheer Volume	46
		Milky Damage	51
		Anti-Dandruff	55
		Color Care	53
		Perfect Curls	54
		Moisture Renewal	52
	400ml	Smooth & Silky	1
		Classic Care	6
		Anti-Hair Fall	9
		Nature Fusion	13
		Sheer Volume	18
		Milky Damage	22
		Anti-Dandruff	36
		Color Care	30
		Perfect Curls	34
		Moisture Renewal	27



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

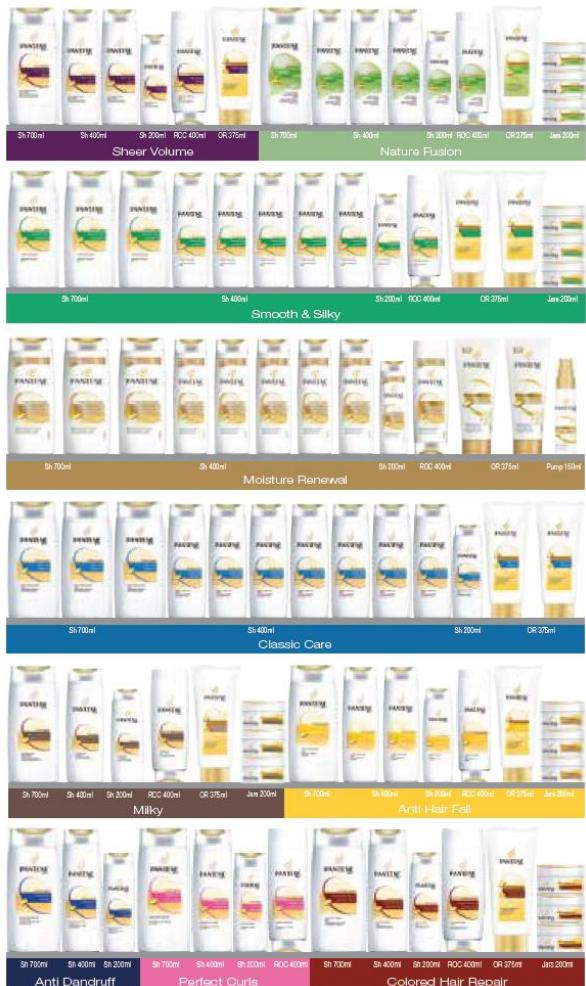


BACK



# Pantene – Core Range (Base)

PANTENE			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	700ml	Smooth & Silky	5
		Classic Care	8
		Anti-Hair Fall	17
		Nature Fusion	37
		Sheer Volume	21
		Milky Damage	26
		Anti-Dandruff	41
		Color Care	39
		Perfect Curls	40
		Moisture Renewal	38
ROC	400ml	Smooth & Silky	2
		Anti-Hair Fall	10
		Nature Fusion	14
		Sheer Volume	19
		Milky Damage	23
		Color Care	31
		Perfect Curls	35
		Moisture Renewal	28



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

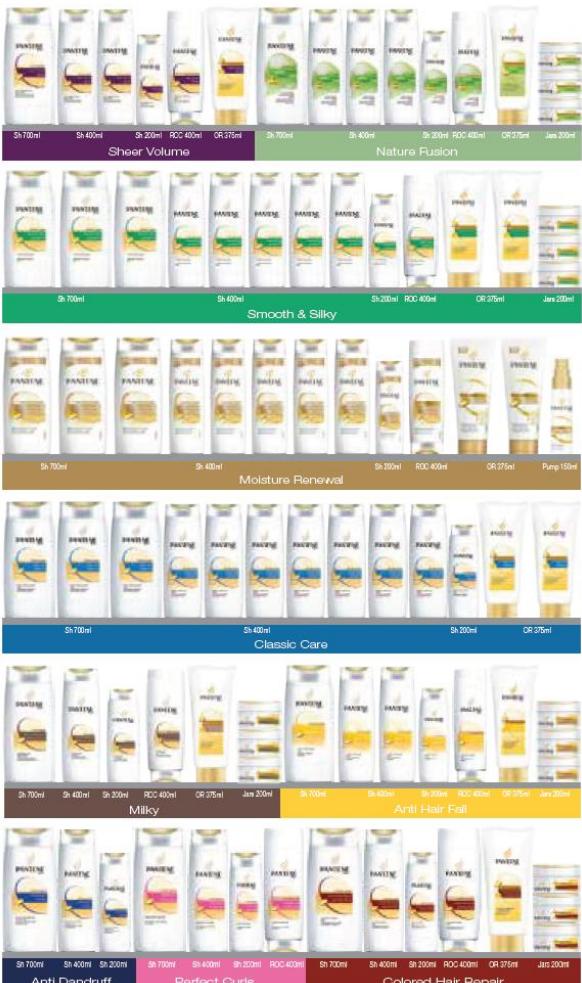


BACK

# Pantene – Core Range (Base)



PANTENE			
SEGMENT	SIZE	VARIANT	SKU RANKING
OR	375ml	Smooth & Silky	3
		Classic Care	7
		Anti-Hair Fall	11
		Nature Fusion	15
		Sheer Volume	20
		Milky Damage	24
		Color Care	32
		Moisture Renewal	29
JAR	200ml	Smooth & Silky	4
		Anti-Hair Fall	12
		Nature Fusion	16
		Milky Damage	25
		Color Care	33
PUMP	150ml	Overnight Therapy	49
TOTAL NUMBER OF SKUs			52



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Pantene – Planogram (1/1+)



HEAD & SHOULDERS			
SEGMENT	SIZE	VARIANT	SKU RANKING 1/1+
SHAMPOO	200ml	Refreshing (Menthол)	17
		Classic Clean	18
		Lively & Silky	19
		Moisturizing Scalp Care	20
		Natural Fresh	21
		Extra Volume	33
		Hair Endurance	34
		Hair Fall Defence	35
		Sensitive Scalp Care	36
		Itch	37
	400ml	Refreshing (Menthол)	1
		Classic Clean	2
		Lively & Silky	3
		Moisturizing Scalp Care	4
		Natural Fresh	5



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Pantene – Planogram (1/1+)



PANTENE			
SEGMENT	SIZE	VARIANT	SKU RANKING 1/1+
SHAMPOO	700ml	Smooth & Silky	5
		Classic Care	8
		Anti-Hair Fall	17
		Nature Fusion	37
		Sheer Volume	21
		Milky Damage	26
		Anti-Dandruff	41
		Color Care	39
		Perfect Curls	40
		Moisture Renewal	38
ROC	400ml	Smooth & Silky	2
		Anti-Hair Fall	10
		Nature Fusion	14
		Sheer Volume	19
		Milky Damage	23
		Color Care	31
		Perfect Curls	35
		Moisture Renewal	28



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Pantene – Planogram (1/1+)



PANTENE			
SEGMENT	SIZE	VARIANT	SKU RANKING 1/1+
OR	375ml	Smooth & Silky	3
		Classic Care	7
		Anti-Hair Fall	11
		Nature Fusion	15
		Sheer Volume	20
		Milky Damage	24
		Color Care	32
		Moisture Renewal	29
JAR	200ml	Smooth & Silky	4
		Anti-Hair Fall	12
		Nature Fusion	16
		Milky Damage	25
		Color Care	33
PUMP	150ml	Nature Fusion	1
		Moisture Boost	1
		Overnight Therapy	49
TOTAL NUMBER OF SKUs			54



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

## WPS – Core Range (Base)



WPS			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	500ml	Frizz	1
		Moisture	3
		Shine	5
		Repair	7
		Color	9
ROC	400ml	Frizz	2
		Moisture	4
		Shine	6
		Repair	8
		Color	10
Leave On Treatments	150ml	Frizz Control	11
		Heat & Shine Spray	12
		Color	13
Rinse Off Treatments	200ml	Moisture	14
		Repair	15
TOTAL NUMBER OF SKUs			15



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

## WPS – Core Range (1/1+)



WPS			
SEGMENT	SIZE	VARIANT	SKU RANKING 1/1+
SHAMPOO	500ml	Frizz	1
		Moisture	3
		Shine	5
		Repair	7
		Color	9
ROC	400ml	Frizz	2
		Moisture	4
		Shine	6
		Repair	8
		Color	10
Leave On Treatments	150ml	Frizz Control	11
		Heat & Shine Spray	12
		Color	13
Rinse Off Treatments	200ml	Moisture	14
		Repair	15
TOTAL NUMBER OF SKUs			15



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

## WPS – Planogram (Base)



WPS			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	500ml	Frizz	1
		Moisture	3
		Shine	5
		Repair	7
		Color	9
ROC	400ml	Frizz	2
		Moisture	4
		Shine	6
		Repair	8
		Color	10
Leave On Treatments	150ml	Frizz Control	11
		Heat & Shine Spray	12
		Color	13
Rinse Off Treatments	200ml	Moisture	14
		Repair	15
TOTAL NUMBER OF SKUs			15



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

## WPS – Planogram (1/1+)



WPS			
SEGMENT	SIZE	VARIANT	SKU RANKING 1/1+
SHAMPOO	500ml	Frizz	1
		Moisture	3
		Shine	5
		Repair	7
		Color	9
ROC	400ml	Frizz	2
		Moisture	4
		Shine	6
		Repair	8
		Color	10
Leave On Treatments	150ml	Frizz Control	11
		Heat & Shine Spray	12
		Color	13
Rinse Off Treatments	200ml	Moisture	14
		Repair	15
TOTAL NUMBER OF SKUs			15



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

# Herbal Essences – Core Range (Base)



HERBAL ESSENCES			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	200ml	Hello Hydration	32
		Ignite My Color	33
		Body Envy	34
		Beautiful Ends	35
		Break's Over	36
		Dazzling Shine	37
		Seductively Straight	38
		Be Strong	39
	400ml	Hello Hydration	1
		Ignite My Color	5
		Body Envy	7
		Beautiful Ends	9
		Break's Over	11
		Dazzling Shine	13
		Seductively Straight	15
CONDITIONER	700ml	Be Strong	17
		Hello Hydration	24
		Ignite My Color	25
		Body Envy	26
		Hello Hydration	32
		Ignite My Color	33
		Body Envy	34
	200ml	Silky Straight	35
		Body Envy	36
		Color Me Mine	37
		Body Envy	38
		Body Envy	39



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Herbal Essences – Core Range (Base)



HERBAL ESSENCES			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	700ml	Beautiful Ends	27
		Break's Over	28
		Dazzling Shine	29
		Seductively Straight	30
		Be Strong	31
CONDIT- IONER	400ml	Hello Hydration	2
		Ignite My Color	6
		Body Envy	8
		Beautiful Ends	10
		Break's Over	12
		Dazzling Shine	14
		Bee Strong'	16
		Seductively Straight	18
CREAM	200ml	Be Strong	22
		Hello Hydration	3
		Break's Over	19
		Ignite My Color	20
		Beautiful Ends	21
<b>TOTAL NUMBER OF SKUs</b>		<b>37</b>	



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Herbal Essences – Core Range (1/1+)



HERBAL ESSENCES			
SEGMENT	SIZE	VARIANT	SKU RANKING 1/1+
SHAMPOO	200ml	Hello Hydration	32
		Ignite My Color	33
		Body Envy	34
		Beautiful Ends	35
		Break's Over	36
		Dazzling Shine	37
		Seductively Straight	38
		Be Strong	39
	400ml	Hello Hydration	1
		Ignite My Color	5
		Body Envy	7
		Beautiful Ends	9
		Break's Over	11
		Dazzling Shine	13
		Seductively Straight	15
		Be Strong	17
	700ml	Hello Hydration	24



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Herbal Essences – Core Range (1/1+)



HERBAL ESSENCES			
SEGMENT	SIZE	VARIANT	SKU RANKING 1/1+
SHAMPOO	700ml	Ignite My Color	25
		Body Envy	26
		Beautiful Ends	27
		Break's Over	28
		Dazzling Shine	29
		Seductively Straight	30
		Be Strong	31
CONDIT- IONER	400ml	Hello Hydration	2
		Ignite My Color	6
		Body Envy	8
		Beautiful Ends	10
		Break's Over	12
		Dazzling Shine	14
		Bee Strong'	16
SPRAY	150ml	Seductively Straight	18
		Hello Hydration	1
TOTAL NUMBER OF SKUs			33



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Herbal Essences – Planogram (Base)



HERBAL ESSENCES			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	200ml	Hello Hydration	32
		Ignite My Color	33
		Body Envy	34
		Beautiful Ends	35
		Break's Over	36
		Dazzling Shine	37
		Seductively Straight	38
		Be Strong	39
	400ml	Hello Hydration	1
		Ignite My Color	5
		Body Envy	7
		Beautiful Ends	9
		Break's Over	11
		Dazzling Shine	13
		Seductively Straight	15
CONDITIONER	700ml	Be Strong	17
		Hello Hydration	24
		Ignite My Color	25
		Body Envy	26
		Hello Hydration	32
		Ignite My Color	33
		Body Envy	34
	200ml	Silky Straight	35
		Body Envy	36
		Color Me Beautiful	37
		Body Envy	38
		Color Me Beautiful	39



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Herbal Essences – Planogram (Base)



HERBAL ESSENCES			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	700ml	Beautiful Ends	27
		Break's Over	28
		Dazzling Shine	29
		Seductively Straight	30
		Be Strong	31
CONDIT- IONER	400ml	Hello Hydration	2
		Ignite My Color	6
		Body Envy	8
		Beautiful Ends	10
		Break's Over	12
		Dazzling Shine	14
		Bee Strong'	16
		Seductively Straight	18
CREAM	200ml	Be Strong	22
		Hello Hydration	3
		Break's Over	19
		Ignite My Color	20
		Beautiful Ends	21
TOTAL NUMBER OF SKUs		37	



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Herbal Essences – Planogram (1/1+)



HERBAL ESSENCES			
SEGMENT	SIZE	VARIANT	SKU RANKING 1/1+
SHAMPOO	200ml	Hello Hydration	32
		Ignite My Color	33
		Body Envy	34
		Beautiful Ends	35
		Break's Over	36
		Dazzling Shine	37
		Seductively Straight	38
		Be Strong	39
	400ml	Hello Hydration	1
		Ignite My Color	5
		Body Envy	7
		Beautiful Ends	9
		Break's Over	11
		Dazzling Shine	13
		Seductively Straight	15
		Be Strong	17
	700ml	Hello Hydration	24



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Herbal Essences – Planogram (1/1+)



HERBAL ESSENCES			
SEGMENT	SIZE	VARIANT	SKU RANKING 1/1+
SHAMPOO	700ml	Ignite My Color	25
		Body Envy	26
		Beautiful Ends	27
		Break's Over	28
		Dazzling Shine	29
		Seductively Straight	30
		Be Strong	31
CONDIT- IONER	400ml	Hello Hydration	2
		Ignite My Color	6
		Body Envy	8
		Beautiful Ends	10
		Break's Over	12
		Dazzling Shine	14
		Bee Strong'	16
SPRAY	150ml	Seductively Straight	18
		Hello Hydration	1
TOTAL NUMBER OF SKUs			33



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Pert – Core Range (Base)



PERT			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	200ml	Honey Extracts (Normal Hair)	9
		Coconut & Lime (AD)	10
		Almond & Egg (Dry)	11
		Chamomile Touch	12
		Rich	15
		Orange Essence (Greasy)	24
	400ml	Honey Extracts (Normal Hair)	1
		Coconut & Lime (AD)	2
		Almond & Egg (Dry)	3
		Rich	4
		Chamomile Touch	13
		Orange Essence (Greasy)	25
		Henna	16
		Ginger	19
		Honey Extracts (Normal Hair)	5
	700ml	Coconut & Lime (AD)	6
		Almond & Egg (Dry)	7
		Chamomile Touch	8
		Rich	14
		Orange Essence (Greasy)	26
		Henna	17
		Ginger	20
		<b>TOTAL NUMBER OF SKUs</b>	<b>22</b>



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

## Pert – Core Range (1/1+)



PERT			
SEGMENT	SIZE	VARIANT	SKU RANKING 1/1+
SHAMPOO	200ml	Honey Extracts (Normal Hair)	9
		Coconut & Lime (AD)	10
		Almond & Egg (Dry)	11
		Chamomile Touch	12
		Rich	15
		Orange Essence (Greasy)	24
		Henna	18
	400ml	Ginger	21
		Honey Extracts (Normal Hair)	1
		Coconut & Lime (AD)	2
		Almond & Egg (Dry)	3
		Rich	4
		Chamomile Touch	13
		Orange Essence (Greasy)	25
		Henna	16
		Ginger	19



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

## Pert – Core Range (1/1+)



PERT			
SEGMENT	SIZE	VARIANT	SKU RANKING 1/1+
SHAMPOO	700ml	Honey Extracts (Normal Hair)	5
		Coconut & Lime (AD)	6
		Almond & Egg (Dry)	7
		Chamomile Touch	8
		Rich	14
		Orange Essence (Greasy)	26
		Henna	17
		Ginger	20
TOTAL NUMBER OF SKUs		24	



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Pert – Planogram (Base)



PERT			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	200ml	Honey Extracts (Normal Hair)	9
		Coconut & Lime (AD)	10
		Almond & Egg (Dry)	11
		Chamomile Touch	12
		Rich	15
		Orange Essence (Greasy)	24
	400ml	Honey Extracts (Normal Hair)	1
		Coconut & Lime (AD)	2
		Almond & Egg (Dry)	3
		Rich	4
		Chamomile Touch	13
		Orange Essence (Greasy)	25
		Henna	16
		Ginger	19
		Honey Extracts (Normal Hair)	5
	700ml	Coconut & Lime (AD)	6
		Almond & Egg (Dry)	7
		Chamomile Touch	8
		Rich	14
		Orange Essence (Greasy)	26
		Henna	17
		Ginger	20
		<b>TOTAL NUMBER OF SKUs</b>	<b>22</b>



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

# Pert – Planogram (1/1+)



PERT			
SEGMENT	SIZE	VARIANT	SKU RANKING 1/1+
SHAMPOO	200ml	Honey Extracts (Normal Hair)	9
		Coconut & Lime (AD)	10
		Almond & Egg (Dry)	11
		Chamomile Touch	12
		Rich	15
		Orange Essence (Greasy)	24
		Henna	18
	400ml	Ginger	21
		Honey Extracts (Normal Hair)	1
		Coconut & Lime (AD)	2
		Almond & Egg (Dry)	3
		Rich	4
		Chamomile Touch	13
		Orange Essence (Greasy)	25
		Henna	16
		Ginger	19



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Pert – Planogram (1/1+)



PERT			
SEGMENT	SIZE	VARIANT	SKU RANKING 1/1+
SHAMPOO	700ml	Honey Extracts (Normal Hair)	5
		Coconut & Lime (AD)	6
		Almond & Egg (Dry)	7
		Chamomile Touch	8
		Rich	14
		Orange Essence (Greasy)	26
		Henna	17
		Ginger	20
<b>TOTAL NUMBER OF SKUs</b>		<b>24</b>	



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Colorants – Core Range (Base)



BRAND	VARIANT	SKU / SIZE	SKU RANKING
KOLESTON FOAM	Black	20	1
	Dark Brown	30	2
	Int Light Gld Brwn	537	3
	Blue Black	28	4
	Med Blonde	70	5
	Med Brown	40	6
	Med Ash Blonde	71	7
	Choc Brown	67	8
	Light Brown	50	9
	Dark Blonde	60	10
	Hazelnut	73	11
	Light Ash Blonde	91	12
	Sed Brown	7/77	13
	Light Blonde	80	14
	Med Violet Brown	46	15
	Light Ash Blonde	8/1	16
	Ult Light Blonde	10/0	17
	Int Rd Violet Brwn	55/46	18
	Dark Chestnut	3/4	19
	Violet	366	20
	Aubergine	5/66	21
	Intense Red	77/44	22
	Int Red Violet Blnd	66/46	23
<b>TOTAL NUMBER OF SKUs</b>		<b>23</b>	

KOLESTON KITS	Blue Black	2/8	5
	Light Ash Blonde	8/1	6
	Deer Brown	7/7	7
	Chocolate Brown	6/7	8
	Medium Ash Blonde	7/1	9
	Silky Brown	4/77	10
	Hazel Blonde	7/3	11
	Seductive Brown	5/37	12
	Dark Blonde	6/0	13
	Light Blonde	8/0	14
	Medium Blonde	7/0	15
	Beaujolais	4/6	16
	Light Golden Brown	5/3	17
	Mahagony Brown	5/5	18
	Brilliant Brown	7/77	19
	Elegant Brown	6/35	20
	Violet Black	3/66	21
	Exotic Red	55/46	22
	Light Ash Brown	6/1	23
	Highlight		24
	Dark Blonde Copper	6/4	25
	Chestnut	36770	26
	Lightest Blonde	36770	27
	Volcanic Red	77/44	28
	Cherry Red	66/46	29
<b>TOTAL NUMBER OF SKUs</b>		<b>29</b>	

BRAND	VARIANT	SKU / SIZE	SKU RANKING
KOLESTON KITS	Dark Brown	3/0	1
	Medium Brown	4/0	2
	Black	2/0	3
	Light Brown	5/0	4



BACK

# Colorants – Core Range (Base)



BRAND	VARIANT	SKU / SIZE	SKU RANKING
KOLESTON MAXI	Dark Brown	303/0	1
	Natural Black	302/0	2
	Medium Brown	304/0	3
	Light Brown	305/0	4
	Blue Black	301/0	5
	Chocolate Brown	306/7	6
	Medium Ash Blonde	307/1	7
	Platinum Blonde	310/0	8
	Dark Chestnut	303/4	9
	Hazelnut	307/3	10
	Light Ash Blonde	308/1	11
	Dark Blonde	306/0	12
	Chestnut	305/4	13
	Deer Brown	307/7	14
	Medium Blonde	307/0	15
	Dark Ash Blonde	306/1	16
	Light Ash Blonde	309/1	17
	Light Blonde	308/0	18
	Lightest Blonde	309/0	19
	Gold Blonde	309/3	20
	Matt Medium Blonde	307/2	21
	Burgundy	304/5	22
	Beaujolais	304/6	23
	Grenadine	306/45	24
	Mahogany	305/5	25
	Tobacco Dark	306/73	26
TOTAL NUMBER OF SKUs		26	

BRAND	VARIANT	SKU / SIZE	SKU RANKING
KOLESTON NATURALS	Cocoa Brown	4/0	1
	Milk Chocolate	5/0	2
	Wild Honey	7/1	3
	Mocha	5/73	4
	Caramel Blonde	7/3	5
	Almond Blonde	7/0	6
	Golden Wheat	8/1	7
	Blackberry	2/0	8
	Hazelnut Blonde	6/0	9
	Vanilla Blonde	11/7	10
	Light Blonde	80	11
	Deep Fig	3/0	12
	Chestnut	5/45	13
	Blueberry Black	2/8	14
	Dark Ash Blonde	61	15
	Brilliant Brown	537	16
TOTAL NUMBER OF SKUs			16



[BACK](#)

# Colorants – Core Range (Base)



BRAND	VARIANT	SKU / SIZE	SKU RANKING
NICE & EASY	Dark Brown	48	1
	Light Ash Blonde	22	2
	Lightest Ash Brown	32	3
	Medium Brown	57	4
	Lighter Ash Brown	42	5
	Light Brown	46	6
	Soft Black	51	7
	Light Gold Blonde	27	8
	Very Light Blonde	16	9
	Black Azure	52	10
	Light Golden Brown	35	11
	Dark Chestnut Brown	56	12
<b>TOTAL NUMBER OF SKUs</b>		<b>12</b>	

BRAND	VARIANT	SKU / SIZE	SKU RANKING
Welloxon	Welloxon	6%	1
	Welloxon	9%	2
<b>TOTAL NUMBER OF SKUs</b>			<b>2</b>



BACK

## Colorants – Core Range (1/1+)



BRAND	VARIANT	SKU / SIZE	SKU RANKING
KOLESTON FOAM	Black	20	1
	Dark Brown	30	2
	Int Light Gld Brwn	537	3
	Blue Black	28	4
	Med Blonde	70	5
	Med Brown	40	6
	Med Ash Blonde	71	7
	Choc Brown	67	8
	Light Brown	50	9
	Dark Blonde	60	10
	Hazelnut	73	11
	Light Ash Blonde	91	12
	Sed Brown	7/77	13
	Light Blonde	80	14
	Med Violet Brown	46	15
	Light Ash Blonde	8/1	16
	Ult Light Blonde	10/0	17
	Int Rd Violet Brwn	55/46	18
	Dark Chestnut	3/4	19
	Violet	366	20
	Aubergine	5/66	21
	Intense Red	77/44	22
	Int Red Violet Blnd	66/46	23
TOTAL NUMBER OF SKUs		23	

BRAND	VARIANT	SKU / SIZE	SKU RANKING
KOLESTON KITS	Dark Brown	3/0	1
	Medium Brown	4/0	2
	Black	2/0	3
	Light Brown	5/0	4

KOLESTON KITS	Blue Black	2/8	5
	Light Ash Blonde	8/1	6
	Deer Brown	7/7	7
	Chocolate Brown	6/7	8
	Medium Ash Blonde	7/1	9
	Silky Brown	4/77	10
	Hazel Blonde	7/3	11
	Seductive Brown	5/37	12
	Dark Blonde	6/0	13
	Light Blonde	8/0	14
	Medium Blonde	7/0	15
	Beaujolais	4/6	16
	Light Golden Brown	5/3	17
	Mahagony Brown	5/5	18
	Brilliant Brown	7/77	19
	Elegant Brown	6/35	20
	Violet Black	3/66	21
	Exotic Red	55/46	22
	Light Ash Brown	6/1	23
	Highlight		24
	Dark Blonde Copper	6/4	25
	Chestnut	36770	26
	Lightest Blonde	36770	27
	Volcanic Red	77/44	28
	Cherry Red	66/46	29
TOTAL NUMBER OF SKUs		29	



BACK

# Colorants – Core Range (1/1+)



BRAND	VARIANT	SKU / SIZE	SKU RANKING
KOLESTON MAXI	Dark Brown	303/0	1
	Natural Black	302/0	2
	Medium Brown	304/0	3
	Light Brown	305/0	4
	Blue Black	301/0	5
	Chocolate Brown	306/7	6
	Medium Ash Blonde	307/1	7
	Platinum Blonde	310/0	8
	Dark Chestnut	303/4	9
	Hazelnut	307/3	10
	Light Ash Blonde	308/1	11
	Dark Blonde	306/0	12
	Chestnut	305/4	13
	Deer Brown	307/7	14
	Medium Blonde	307/0	15
	Dark Ash Blonde	306/1	16
	Light Ash Blonde	309/1	17
	Light Blonde	308/0	18
	Lightest Blonde	309/0	19
	Gold Blonde	309/3	20
	Matt Medium Blonde	307/2	21
	Burgundy	304/5	22
	Beaujolais	304/6	23
	Grenadine	306/45	24
	Mahogany	305/5	25
	Tobacco Dark	306/73	26
TOTAL NUMBER OF SKUs		26	

BRAND	VARIANT	SKU / SIZE	SKU RANKING
KOLESTON NATURALS	Cocoa Brown	4/0	1
	Milk Chocolate	5/0	2
	Wild Honey	7/1	3
	Mocha	5/73	4
	Caramel Blonde	7/3	5
	Almond Blonde	7/0	6
	Golden Wheat	8/1	7
	Blackberry	2/0	8
	Hazelnut Blonde	6/0	9
	Vanilla Blonde	11/7	10
	Light Blonde	80	11
	Deep Fig	3/0	12
	Chestnut	5/45	13
	Blueberry Black	2/8	14
	Dark Ash Blonde	61	15
	Brilliant Brown	537	16
TOTAL NUMBER OF SKUs			16



[BACK](#)

# Colorants – Core Range (1/1+)



BRAND	VARIANT	SKU / SIZE	SKU RANKING
NICE & EASY	Dark Brown	48	1
	Light Ash Blonde	22	2
	Lightest Ash Brown	32	3
	Medium Brown	57	4
	Lighter Ash Brown	42	5
	Light Brown	46	6
	Soft Black	51	7
	Light Gold Blonde	27	8
	Very Light Blonde	16	9
	Black Azure	52	10
	Light Golden Brown	35	11
	Dark Chestnut Brown	56	12
<b>TOTAL NUMBER OF SKUs</b>		<b>12</b>	

BRAND	VARIANT	SKU / SIZE	SKU RANKING
Welloxon	Welloxon	6%	1
	Welloxon	9%	2
<b>TOTAL NUMBER OF SKUs</b>			<b>2</b>

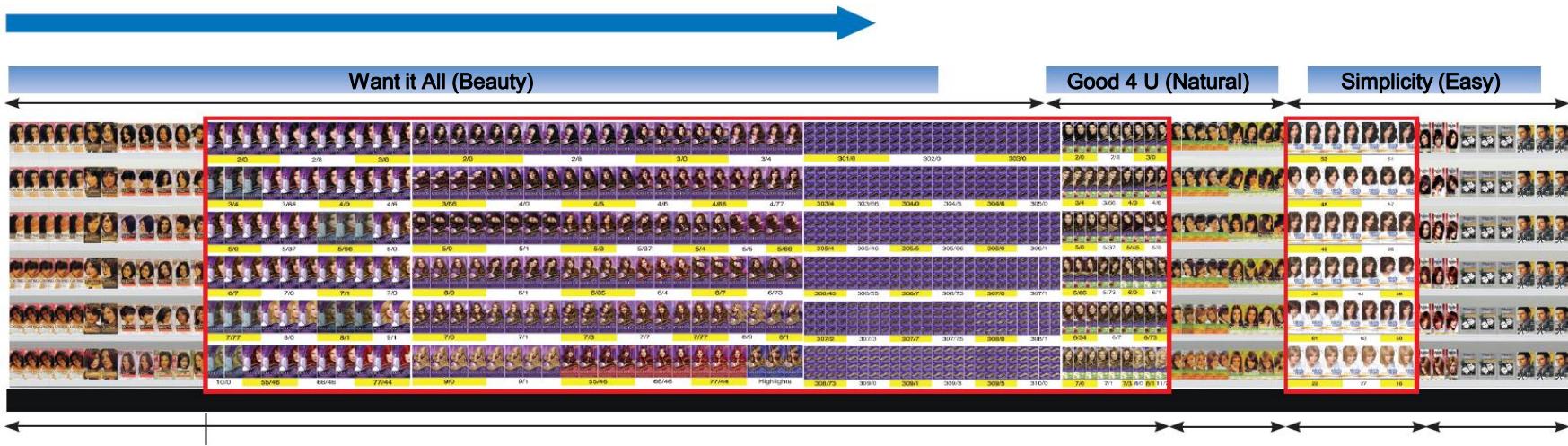


BACK



# Colorants – Planogram (Base)

*Layout in line consumer segments and price/value impression (High to low) within the category*



**L'Oréal House**  
 Casting  
 Recital  
 Excellence Kit  
 Excellence Mousse

**Koleston House**  
 Koleston Foam  
 Koleston Kits  
 Koleston Maxi  
 Koleston Naturals

**Garnier**  
 GCN  
 Nutrisse

**Nice & Easy**

**Others**  
 Perfect  
 mousse  
 Palette

\*The above POG illustrates shelving following shade sequence. Minimum 1 facing per shade needs to be prioritized before multiplying facings for specific shades.

**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK



# Colorants – Planogram (Base)

Koleston Foam	Koleston Kits			Koleston Maxi										Koleston Naturals		Clairol Nice & Easy																					
2/0	2/8	3/0	3/4	2/0	2/8	3/0	3/66	301/0	302/0	303/0	2/0	2/8	52	51	3/66	4/0	4/6	5/0	4/0	4/6	4/77	5/0	303/4	304/0	304/5	304/6	3/0	4/0	35	56							
5/37	5/66	6/0	6/7	5/3	5/37	5/4	5/5	305/0	305/4	305/5	306/0	5/0	5/37	5/45	48	57	7/0	7/1	7/3	7/77	6/0	6/1	6/35	6/4	306/1	306/45	306/7	306/73	307/0	5/73	6/0	6/1	46	32			
8/0	8/1	9/1	10/0	7/0	7/1	7/3	7/77	8/0	307/1	307/2	307/3	307/7	308/0	7/0	7/1	7/3	42	22	55/46	66/46	77/44	8/1	9/0	55/46	66/46	77/44	HL	308/1	309/0	309/1	309/3	310/0	8/0	8/1	11/7	27	16

\*The above POG illustrates shelving following shade sequence. Minimum 1 facing per shade needs to be prioritized before multiplying facings for specific shades.

NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

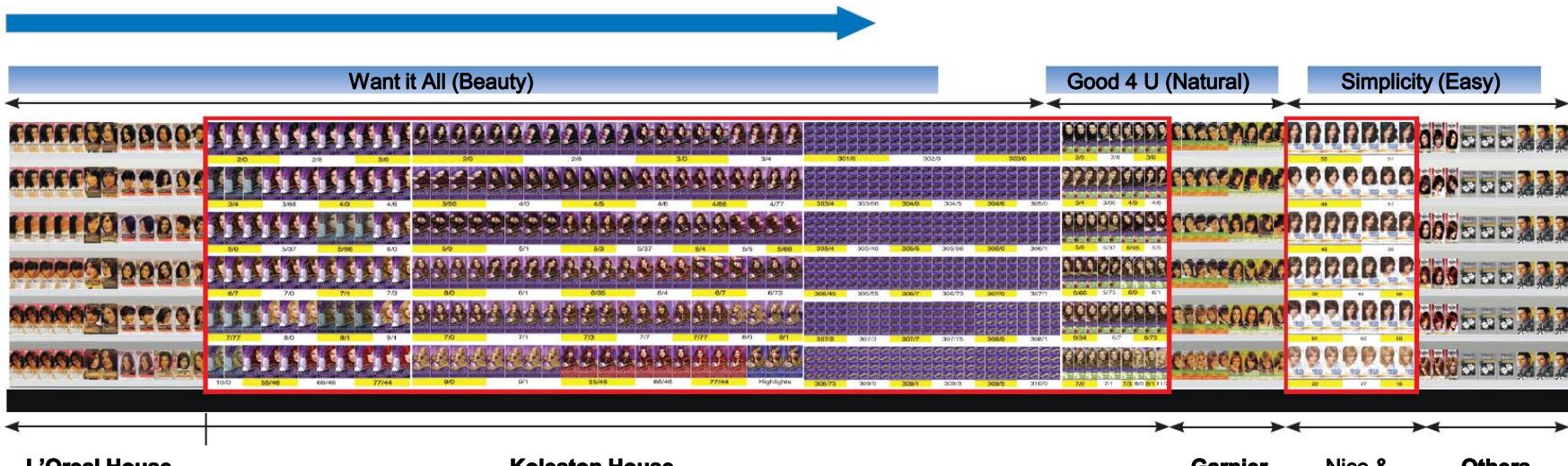


BACK



# Colorants – Planogram (1/1+)

Layout in line consumer segments and price/value impression (High to low) within the category



\*The above POG illustrates shelving following shade sequence. Minimum 1 facing per shade needs to be prioritized before multiplying facings for specific shades.

NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK



# Colorants – Planogram (1/1+)

Koleston Foam	Koleston Kits	Koleston Maxi	Koleston Naturals	Clairol Nice & Easy
2/0 2/8 3/0 3/4	2/0 2/8 3/0 3/66	301/0 302/0 303/0	2/0 2/8	52 51
3/66 4/0 4/6 5/0	4/0 4/6 4/77 5/0	303/4 304/0 304/5 304/6	3/0 4/0	35 56
5/37 5/66 6/0 6/7	5/3 5/37 5/4 5/5	305/0 305/4 305/5 306/0	5/0 5/37 5/45	48 57
7/0 7/1 7/3 7/77	6/0 6/1 6/35 6/4 6/7	306/1 306/45 306/7 306/73 307/0	5/73 6/0 6/1	46 32
8/0 8/1 9/1 10/0	7/0 7/1 7/3 7/77 8/0	307/1 307/2 307/3 307/7 308/0	7/0 7/1 7/3	42 22
55/46 66/46 77/44	8/1 9/0 55/46 66/46 77/44 HL	308/1 309/0 309/1 309/3 310/0	8/0 8/1 11/7	27 16

\*The above POG illustrates shelving following shade sequence. Minimum 1 facing per shade needs to be prioritized before multiplying facings for specific shades.

NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

## PHARMACY



## Large Pharmacy

Diapers

Crest

Fem Care

Oral B MOC

Clinic Care

Oral B POC

H&amp;S

Male Grooming

Pantene

Female Grooming

WPS

Colorants

Herbal Essences

Skin Care

Pert

Soaps

## Small Pharmacy

Diapers

Female Grooming

Fem Care

Colorants

Oral Care

Soaps

Male Grooming

BACK

# Diapers

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

# Fem Care

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

# Clinic Care

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

## H&amp;S

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

# Pantene

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

## WPS

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK



# Herbal Essences

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

# Pert

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

## Crest

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

# Oral B MOC

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

# Oral B POC

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

# Male Grooming

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

# Female Grooming

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

# Colorants

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

# Skin Care

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

# Soaps

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

## Diapers – Core Range (Base)



PAMPERS			
SEGMENT	VARIANT	SKU / SIZE	SKU RANKING
DIAPERS	Mainline	CP S1	9
		CP S2	9
		CP S3	9
		CP S4	9
		CP S4+	9
		CP S5	9
		CP S6	9
		MiP S2	10
		MiP S3	10
		MiP S4	10
		MiP 4+	10
		MiP S5	10
		VP S1	6
		VP S2	6
		VP S3	6
		VP S4	6
		VP S4+	6
		VP S5	6
		JP S3	5
		JP S4	5
		JP S4+	5
		JP S5	5
		JP S6	5
		MP S3	4
		MP S4	4
		MP S4+	4
		MP S5	4
		MP S6	4
		MB S3	7
		MB S4	7
		MB S4+	7
		MB S5	7

PAMPERS			
BRAND	VARIANT	SKU / SIZE	SKU RANKING
DIAPERS	Pants Boys	VP S4	8
		VP S5	8
		VP S6	8
		VP S4	8
		VP S5	8
		VP S6	8
	Pants Girls	CP S1	3
		CP S2	3
		CP S3	3
		CP S4	3
		CP S5	3
WIPES	Premium Care	VP S1	1
		VP S2	1
		VP S3	1
		VP S4	1
		VP S5	1
		JP S3	2
		JP S4	2
		JP S5	2
		BF Single	11
		BF Dual	11
	Wipes Baby Fresh	SE Single	11
		SE Dual	11
	TOTAL NUMBER OF SKUs		55

BACK

## Diapers – Core Range (1/1+)



PAMPERS			
SEGMENT	VARIANT	SKU / SIZE	SKU RANKING
DIAPERS	Mainline	CP S1	9
		CP S2	9
		CP S3	9
		CP S4	9
		CP S4+	9
		CP S5	9
		CP S6	9
		MiP S2	10
		MiP S3	10
		MiP S4	10
		MiP 4+	10
		MiP S5	10
		VP S1	6
		VP S2	6
		VP S3	6
		VP S4	6
		VP S4+	6
		VP S5	6
		JP S3	5
		JP S4	5
		JP S4+	5
		JP S5	5
		JP S6	5
		MP S3	4
		MP S4	4
		MP S4+	4
		MP S5	4
		MP S6	4
		MB S3	7
		MB S4	7
		MB S4+	7
		MB S5	7

PAMPERS			
BRAND	VARIANT	SKU / SIZE	SKU RANKING
DIAPERS	Pants Boys	VP S4	8
		VP S5	8
		VP S6	8
		VP S4	8
		VP S5	8
		VP S6	8
	Pants Girls	CP S1	3
		CP S2	3
		CP S3	3
		CP S4	3
		CP S5	3
WIPES	Premium Care	VP S1	1
		VP S2	1
		VP S3	1
		VP S4	1
		VP S5	1
		JP S3	2
		JP S4	2
		JP S5	2
		BF Single	11
		BF Dual	11
	Wipes Baby Fresh	SE Single	11
		SE Dual	11
	TOTAL NUMBER OF SKUs		55

**BACK**



## **Diapers – Planogram (Base)**

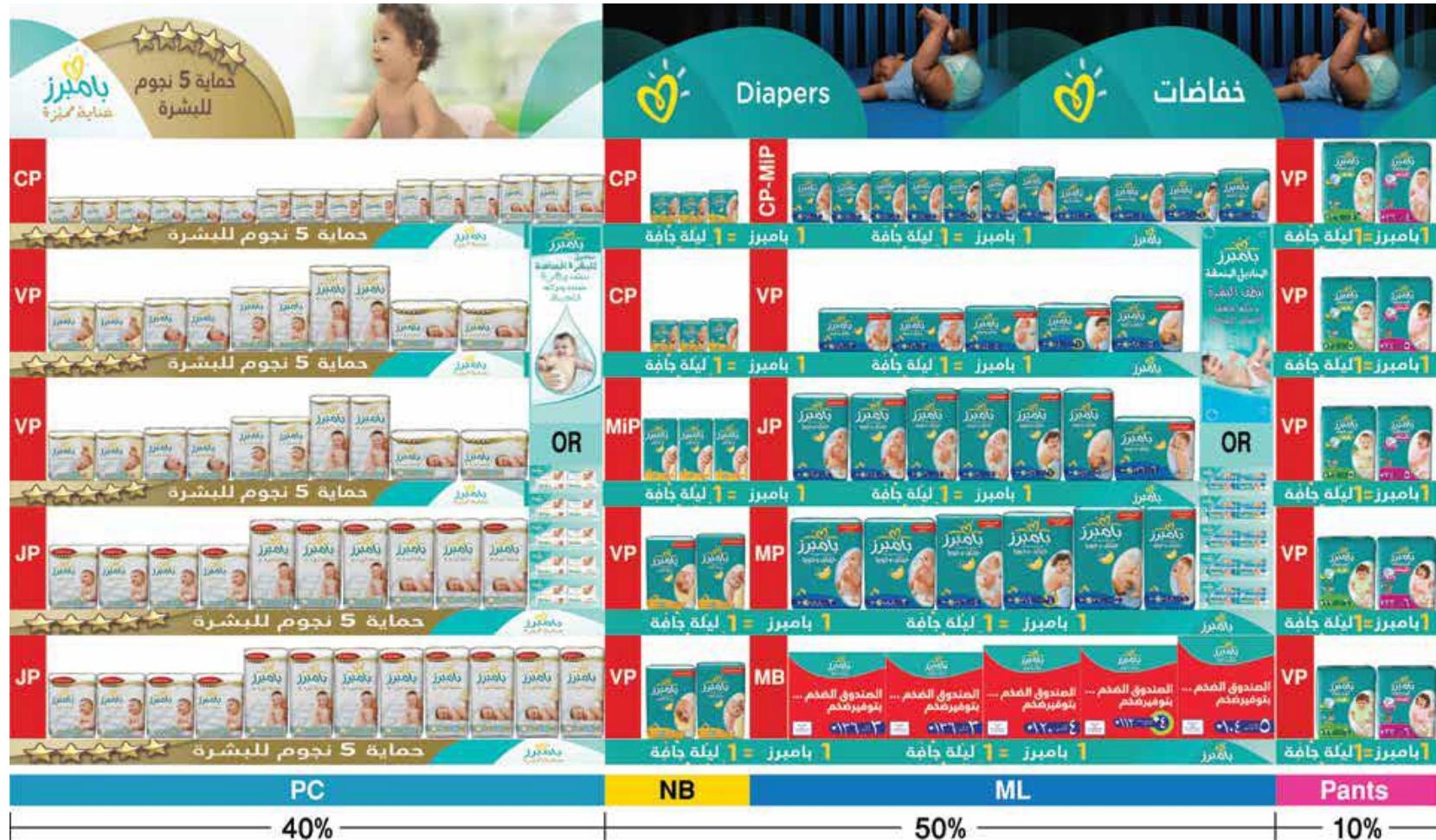


**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK



# Diapers – Planogram (1/1+)



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

## Fem Care – Core Range (Base)



ALWAYS			
SEGMENT	VARIANT	SKU / SIZE	SKU RANKING
LINERS	Normal	20	32
	Normal	40	24
	Normal	54	22
	Normal Fresh	20	33
	Normal Fresh	40	25
	Normal Fresh	54	23
	Large	16	34
	Large	48	35
	Flexistyle	22	36
	Flexistyle	70	37
	Longplus	44	38
	Normal	80	39
	Primavera Normal	30	40
	Primavera Normal	58	41
	Primavera Fresh	24	42
CPM	Primavera Large	26	43
	Primavera Large	48	44
	Super +10's	10	5
	Super +30's	30	1
	Super +50's	50	3
SENSITIVE	Night 8's	8	18
	Night 24's	24	7
	Super +10's	10	6
	Super +30's	30	2
	Super +50's	50	4
SENSITIVE	Sens Night	8	19
	Sens Night	24	8

ALWAYS			
BRAND	VARIANT	SKU / SIZE	SKU RANKING
ULTRA	Ultra CPM Normal with Wings	8	27
	Ultra CPM Normal with Wings Dual Pack	16	26
	Ultra CPM Super with Wings	7	11
	Ultra CPM Super with Wings Dual Pack	14	9
	Ultra Night	6	17
	Ultra Sensitive Light with Wings	10	12
	Ultra Sensitive Light with Wings Dual Pack	20	10
	Ultra Sensitive Super with Wings	8	29
	Ultra Sensitive Super with Wings	16	28
	Ultra Diamond Super with Wings Dual Packs	16	15
	Ultra Diamond Super with Wings	8	16
	Ultra Diamond Light with Wings Dual Packs	14	31
	Ultra Diamond Light with Wings	7	30
	Normal + 10's	10	21
DIAMOND	Normal + 30's	30	20
	Super +10's	10	14
	Super +30's	30	13
	<b>TOTAL NUMBER OF SKUs</b>		<b>44</b>

BACK

## Fem Care – Core Range (1/1+)



ALWAYS			
SEGMENT	VARIANT	SKU / SIZE	SKU RANKING
LINERS	Normal	20	32
	Normal	40	24
	Normal	54	22
	Normal Fresh	20	33
	Normal Fresh	40	25
	Normal Fresh	54	23
	Large	16	34
	Large	48	35
	Flexistyle	22	36
	Flexistyle	70	37
	Longplus	44	38
	Normal	80	39
	Primavera Normal	30	40
	Primavera Normal	58	41
	Primavera Fresh	24	42
CPM	Primavera Large	26	43
	Primavera Large	48	44
	Super +10's	10	5
	Super +30's	30	1
	Super +50's	50	3
SENSITIVE	Night 8's	8	18
	Night 24's	24	7
	Super +10's	10	6
	Super +30's	30	2
	Super +50's	50	4
SENSITIVE	Sens Night	8	19
	Sens Night	24	8

ALWAYS			
BRAND	VARIANT	SKU / SIZE	SKU RANKING
ULTRA	Ultra CPM Normal with Wings	8	27
	Ultra CPM Normal with Wings Dual Pack	16	26
	Ultra CPM Super with Wings	7	11
	Ultra CPM Super with Wings Dual Pack	14	9
	Ultra Night	6	17
	Ultra Sensitive Light with Wings	10	12
	Ultra Sensitive Light with Wings Dual Pack	20	10
	Ultra Sensitive Super with Wings	8	29
	Ultra Sensitive Super with Wings	16	28
	Ultra Diamond Super with Wings Dual Packs	16	15
	Ultra Diamond Super with Wings	8	16
	Ultra Diamond Light with Wings Dual Packs	14	31
	Ultra Diamond Light with Wings	7	30
	Normal + 10's	10	21
DIAMOND	Normal + 30's	30	20
	Super +10's	10	14
	Super +30's	30	13
	<b>TOTAL NUMBER OF SKUs</b>		<b>44</b>

BACK



## Fem Care – Planogram (Base)



### Location Category Guidelines:

1. Always Liners is recommended to be placed in the liners next to Carefree.
2. If liners category is next to pads, then Always liners is recommended to be between Carefree and Always pads.

NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



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## Fem Care – Planogram (Base)



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



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## Fem Care – Planogram (1/1+)



### Location Category Guidelines:

1. Always Liners is recommended to be placed in the liners next to Carefree.
2. If liners category is next to pads, then Always liners is recommended to be between Carefree and Always pads.

**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



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## Fem Care – Planogram (1/1+)



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Clinic Care – Core Range (Base)



CLINICARE			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	280ml	Hair Renewal	1
CONDITIONER	250ml	Hair Renewal	1
TUBE	150ml	Ampoule	1
SPRAY		Hair Renewal	1
REGIMENT PACK	830ml	Hair Renewal	1
TOTAL NUMBER OF SKUs			5



Shampoo 250ml  
Conditioner 250ml  
Ampoules  
Leave on Treatment 150ml



Shampoo 250ml  
Conditioner 250ml  
Ampoules  
Leave on Treatment 150ml



Shampoo 250ml  
Conditioner 250ml  
Ampoules  
Leave on Treatment 150ml



Shampoo 250ml  
Conditioner 250ml  
Ampoules  
Leave on Treatment 150ml



Regimen Box



Regimen Box

NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK



# Clinic Care – Core Range (1/1+)

CLINICARE			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	280ml	Hair Renewal	1
CONDITIONER	250ml	Hair Renewal	1
TUBE	150ml	Ampoule	1
SPRAY		Hair Renewal	1
REGIMENT PACK	830ml	Hair Renewal	1
TOTAL NUMBER OF SKUs			5



Shampoo 250ml  
Conditioner 250ml  
Ampoules  
Leave on Treatment 150ml



Shampoo 250ml  
Conditioner 250ml  
Ampoules  
Leave on Treatment 150ml



Shampoo 250ml  
Conditioner 250ml  
Ampoules  
Leave on Treatment 150ml



Shampoo 250ml  
Conditioner 250ml  
Ampoules  
Leave on Treatment 150ml



Regimen Box



Regimen Box

NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK



# Clinic Care – Planogram (Base)



Shampoo 250ml  
Conditioner 250ml  
Ampoules  
Leave on Treatment 150ml



Shampoo 250ml  
Conditioner 250ml  
Ampoules  
Leave on Treatment 150ml



Shampoo 250ml  
Conditioner 250ml  
Ampoules  
Leave on Treatment 150ml



Shampoo 250ml  
Conditioner 250ml  
Ampoules  
Leave on Treatment 150ml



Regimen Box



Regimen Box

**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK



# Clinic Care – Planogram (1/1+)



Shampoo 250ml  
Conditioner 250ml  
Ampoules  
Leave on Treatment 150ml



Shampoo 250ml  
Conditioner 250ml  
Ampoules  
Leave on Treatment 150ml



Shampoo 250ml  
Conditioner 250ml  
Ampoules  
Leave on Treatment 150ml



Shampoo 250ml  
Conditioner 250ml  
Ampoules  
Leave on Treatment 150ml



Regimen Box



Regimen Box

**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK



# H&S – Core Range (Base)

## HEAD & SHOULDERS

SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	200ml	Refreshing (Menthол)	13
		Classic Clean	14
		Lively & Silky	15
		Moisturizing Scalp Care	16
		Natural Fresh	20
		Extra Volume	21
		Hair Endurance	22
		Hair Fall Defence	23
		Sensitive Scalp Care	24
		Itch	25
	400ml	Refreshing (Menthол)	1
		Classic Clean	2
		Lively & Silky	3
		Moisturizing Scalp Care	4
		Natural Fresh	5



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK



# H&S – Core Range (Base)

## HEAD & SHOULDERS

SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	700ml	Refreshing (Menthол)	8
		Classic Clean	9
		Lively & Silky	10
		Moisturizing Scalp Care	11
		Natural Fresh	12
		Extra Volume	33
		Hair Endurance	34
		Hair Fall Defence	35
		Sensitive Scalp Care	36
		Itch	37
ROC	400ml	Refreshing (Menthол)	26
		Classic Clean	27
		Moisturizing Scalp Care	28
		Hair Fall Defence	29
		Itch	30
OR	200ml	Menthол	5
		Classic Clean	6
		Moisturizing Scalp Care	7
		Hair Fall Defence	8
	375ml	Menthол	1



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK



# H&S – Core Range (Base)

## HEAD & SHOULDERS

SEGMENT	SIZE	VARIANT	SKU RANKING
OR	375ml	Classic Clean	2
		Moisturizing Scalp Care	3
		Hair Fall Defence	4
JAR	150ml	Moisturizing Scalp Care	31
		Hair Fall Defence	32
TOTAL NUMBER OF SKUs			45



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK



# H&S – Core Range (1/1+)

HEAD & SHOULDERS			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	200ml	Refreshing (Menthол)	13
		Classic Clean	14
		Lively & Silky	15
		Moisturizing Scalp Care	16
		Natural Fresh	20
		Extra Volume	21
		Hair Endurance	22
		Hair Fall Defence	23
		Sensitive Scalp Care	24
		Itch	25
	400ml	Refreshing (Menthол)	1
		Classic Clean	2
		Lively & Silky	3
		Moisturizing Scalp Care	4
		Natural Fresh	5



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

## H&amp;S – Core Range (1/1+)



HEAD & SHOULDERS			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	700ml	Refreshing (Menthол)	8
		Classic Clean	9
		Lively & Silky	10
		Moisturizing Scalp Care	11
		Natural Fresh	12
		Extra Volume	33
		Hair Endurance	34
		Hair Fall Defence	35
		Sensitive Scalp Care	36
		Itch	37
ROC	400ml	Refreshing (Menthол)	26
		Classic Clean	27
		Moisturizing Scalp Care	28
		Hair Fall Defence	29
		Itch	30
OR	200ml	Menthол	5
		Classic Clean	6
		Moisturizing Scalp Care	7
		Hair Fall Defence	8
	375ml	Menthол	1



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK



# H&S – Core Range (1/1+)

## HEAD & SHOULDERS

SEGMENT	SIZE	VARIANT	SKU RANKING
OR	375ml	Classic Clean	2
		Moisturizing Scalp Care	3
		Hair Fall Defence	4
JAR	150ml	Moisturizing Scalp Care	31
		Hair Fall Defence	32
TOTAL NUMBER OF SKUs			45



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK



# H&S – Planogram (Base)

HEAD & SHOULDERS			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	200ml	Refreshing (Menthол)	13
		Classic Clean	14
		Lively & Silky	15
		Moisturizing Scalp Care	16
		Natural Fresh	20
		Extra Volume	21
		Hair Endurance	22
		Hair Fall Defence	23
		Sensitive Scalp Care	24
		Itch	25
	400ml	Refreshing (Menthол)	1
		Classic Clean	2
		Lively & Silky	3
		Moisturizing Scalp Care	4
		Natural Fresh	5



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK



# H&S – Planogram (Base)

HEAD & SHOULDERS			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	700ml	Refreshing (Menthол)	8
		Classic Clean	9
		Lively & Silky	10
		Moisturizing Scalp Care	11
		Natural Fresh	12
		Extra Volume	33
		Hair Endurance	34
		Hair Fall Defence	35
		Sensitive Scalp Care	36
		Itch	37
ROC	400ml	Refreshing (Menthол)	26
		Classic Clean	27
		Moisturizing Scalp Care	28
		Hair Fall Defence	29
		Itch	30
OR	200ml	Menthол	5
		Classic Clean	6
		Moisturizing Scalp Care	7
		Hair Fall Defence	8
	375ml	Menthол	1



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK



# H&S – Planogram (Base)

HEAD & SHOULDERS			
SEGMENT	SIZE	VARIANT	SKU RANKING
OR	375ml	Classic Clean	2
		Moisturizing Scalp Care	3
		Hair Fall Defence	4
JAR	150ml	Moisturizing Scalp Care	31
		Hair Fall Defence	32
TOTAL NUMBER OF SKUs			45



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK



# H&S – Planogram (1/1+)

HEAD & SHOULDERS			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	200ml	Refreshing (Menthол)	13
		Classic Clean	14
		Lively & Silky	15
		Moisturizing Scalp Care	16
		Natural Fresh	20
		Extra Volume	21
		Hair Endurance	22
		Hair Fall Defence	23
		Sensitive Scalp Care	24
		Itch	25
	400ml	Refreshing (Menthол)	1
		Classic Clean	2
		Lively & Silky	3
		Moisturizing Scalp Care	4
		Natural Fresh	5



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK



# H&S – Planogram (1/1+)

HEAD & SHOULDERS			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	700ml	Refreshing (Menthол)	8
		Classic Clean	9
		Lively & Silky	10
		Moisturizing Scalp Care	11
		Natural Fresh	12
		Extra Volume	33
		Hair Endurance	34
		Hair Fall Defence	35
		Sensitive Scalp Care	36
		Itch	37
ROC	400ml	Refreshing (Menthол)	26
		Classic Clean	27
		Moisturizing Scalp Care	28
		Hair Fall Defence	29
		Itch	30
OR	200ml	Menthол	5
		Classic Clean	6
		Moisturizing Scalp Care	7
		Hair Fall Defence	8
	375ml	Menthол	1



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK



# H&S – Planogram (1/1+)

HEAD & SHOULDERS			
SEGMENT	SIZE	VARIANT	SKU RANKING
OR	375ml	Classic Clean	2
		Moisturizing Scalp Care	3
		Hair Fall Defence	4
JAR	150ml	Moisturizing Scalp Care	31
		Hair Fall Defence	32
TOTAL NUMBER OF SKUs			45



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK



# Pantene – Core Range (Base)

PANTENE			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	200ml	Smooth & Silky	42
		Classic Care	43
		Anti-Hair Fall	44
		Nature Fusion	45
		Sheer Volume	46
	400ml	Moisture Renewal	47
		Smooth & Silky	1
		Classic Care	6
		Anti-Hair Fall	9
		Nature Fusion	13
		Sheer Volume	18
		Milky Damage	22
		Anti-Dandruff	36
		Perfect Curls	34
		Moisture Renewal	27
	700ml	Smooth & Silky	5
		Classic Care	8
		Anti-Hair Fall	17
		Nature Fusion	37
		Sheer Volume	21



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

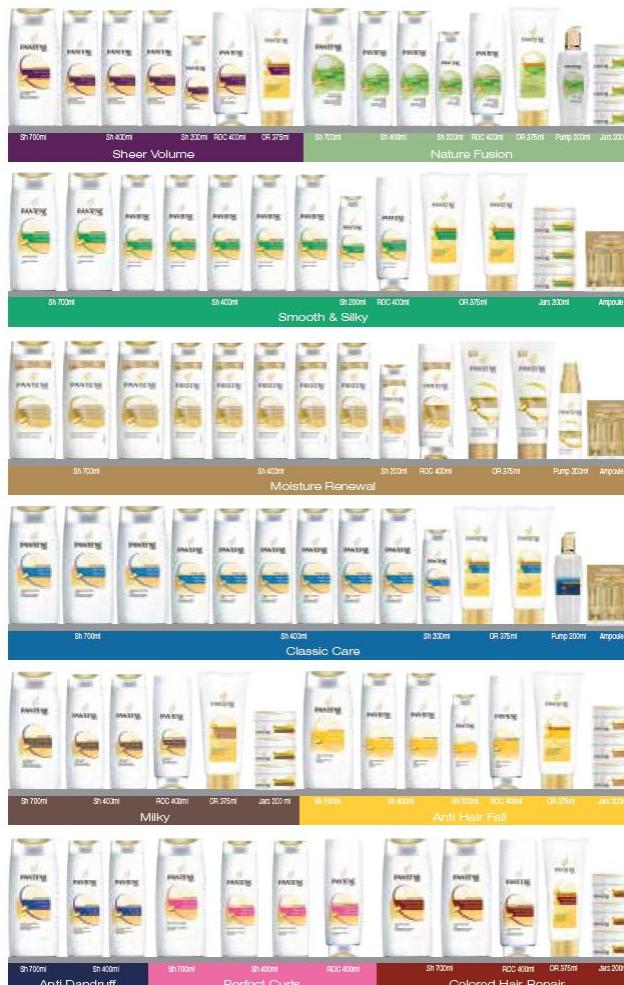


BACK



# Pantene – Core Range (Base)

PANTENE			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	700ml	Milky Damage	26
		Anti-Dandruff	41
		Color Care	39
		Perfect Curls	40
		Moisture Renewal	38
ROC	400ml	Smooth & Silky	2
		Anti-Hair Fall	10
		Nature Fusion	14
		Sheer Volume	19
		Milky Damage	23
		Color Care	31
		Perfect Curls	35
		Moisture Renewal	28
OR	375ml	Smooth & Silky	3
		Classic Care	7
		Anti-Hair Fall	11
		Nature Fusion	15
		Sheer Volume	20
		Milky Damage	24
		Color Care	32



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK



# Pantene – Core Range (Base)

## PANTENE

SEGMENT	SIZE	VARIANT	SKU RANKING
OR	375ml	Moisture Renewal	29
		Smooth & Silky	4
		Anti-Hair Fall	12
JAR	200ml	Nature Fusion	16
		Milky Damage	25
		Color Care	33
PUMP	150ml	Nature Fusion	1
		Moisture Boost	1
		Overnight Therapy	49
AMPOULES	15ml	Moisture Rescue	50
TOTAL NUMBER OF SKUs			50



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK



# Pantene – Core Range (1/1+)

PANTENE			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	200ml	Smooth & Silky	42
		Classic Care	43
		Anti-Hair Fall	44
		Nature Fusion	45
		Sheer Volume	46
	400ml	Moisture Renewal	47
		Smooth & Silky	1
		Classic Care	6
		Anti-Hair Fall	9
		Nature Fusion	13
		Sheer Volume	18
		Milky Damage	22
		Anti-Dandruff	36
		Perfect Curls	34
		Moisture Renewal	27
	700ml	Smooth & Silky	5
		Classic Care	8
		Anti-Hair Fall	17
		Nature Fusion	37
		Sheer Volume	21



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

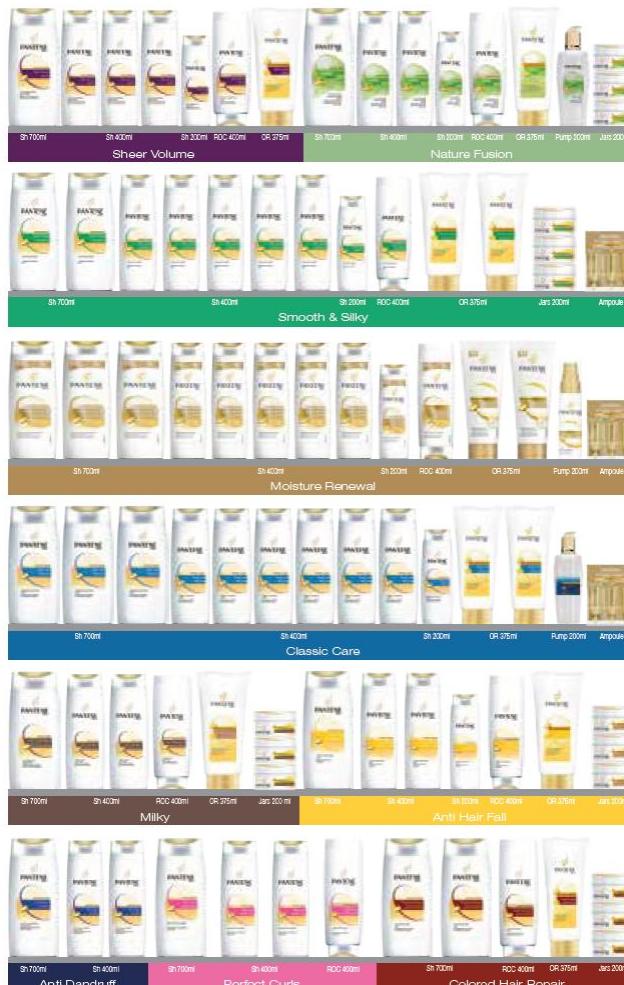


BACK



# Pantene – Core Range (1/1+)

PANTENE			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	700ml	Milky Damage	26
		Anti-Dandruff	41
		Color Care	39
		Perfect Curls	40
		Moisture Renewal	38
ROC	400ml	Smooth & Silky	2
		Anti-Hair Fall	10
		Nature Fusion	14
		Sheer Volume	19
		Milky Damage	23
		Color Care	31
		Perfect Curls	35
		Moisture Renewal	28
OR	375ml	Smooth & Silky	3
		Classic Care	7
		Anti-Hair Fall	11
		Nature Fusion	15
		Sheer Volume	20
		Milky Damage	24
		Color Care	32



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK



# Pantene – Core Range (1/1+)

PANTENE			
SEGMENT	SIZE	VARIANT	SKU RANKING
OR	375ml	Moisture Renewal	29
		Smooth & Silky	4
		Anti-Hair Fall	12
		Nature Fusion	16
JAR	200ml	Milky Damage	25
		Color Care	33
		Nature Fusion	1
		Moisture Boost	1
PUMP	150ml	Overnight Therapy	49
		Moisture Rescue	50
TOTAL NUMBER OF SKUs			50



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK



# Pantene – Planogram (Base)

PANTENE			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	200ml	Smooth & Silky	42
		Classic Care	43
		Anti-Hair Fall	44
		Nature Fusion	45
		Sheer Volume	46
	400ml	Moisture Renewal	47
		Smooth & Silky	1
		Classic Care	6
		Anti-Hair Fall	9
		Nature Fusion	13
		Sheer Volume	18
		Milky Damage	22
		Anti-Dandruff	36
		Perfect Curls	34
		Moisture Renewal	27
	700ml	Smooth & Silky	5
		Classic Care	8
		Anti-Hair Fall	17
		Nature Fusion	37
		Sheer Volume	21



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK



# Pantene – Planogram (Base)

## PANTENE

SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	700ml	Milky Damage	26
		Anti-Dandruff	41
		Color Care	39
		Perfect Curls	40
		Moisture Renewal	38
ROC	400ml	Smooth & Silky	2
		Anti-Hair Fall	10
		Nature Fusion	14
		Sheer Volume	19
		Milky Damage	23
		Color Care	31
		Perfect Curls	35
		Moisture Renewal	28
OR	375ml	Smooth & Silky	3
		Classic Care	7
		Anti-Hair Fall	11
		Nature Fusion	15
		Sheer Volume	20
		Milky Damage	24
		Color Care	32



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK



# Pantene – Planogram (Base)

## PANTENE

SEGMENT	SIZE	VARIANT	SKU RANKING
OR	375ml	Moisture Renewal	29
		Smooth & Silky	4
		Anti-Hair Fall	12
JAR	200ml	Nature Fusion	16
		Milky Damage	25
		Color Care	33
PUMP	150ml	Nature Fusion	1
		Moisture Boost	1
		Overnight Therapy	49
AMPOULES	15ml	Moisture Rescue	50
TOTAL NUMBER OF SKUs			50



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK



# Pantene – Planogram (1/1+)

PANTENE			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	200ml	Smooth & Silky	42
		Classic Care	43
		Anti-Hair Fall	44
		Nature Fusion	45
		Sheer Volume	46
	400ml	Moisture Renewal	47
		Smooth & Silky	1
		Classic Care	6
		Anti-Hair Fall	9
		Nature Fusion	13
		Sheer Volume	18
		Milky Damage	22
		Anti-Dandruff	36
		Perfect Curls	34
		Moisture Renewal	27
	700ml	Smooth & Silky	5
		Classic Care	8
		Anti-Hair Fall	17
		Nature Fusion	37
		Sheer Volume	21



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

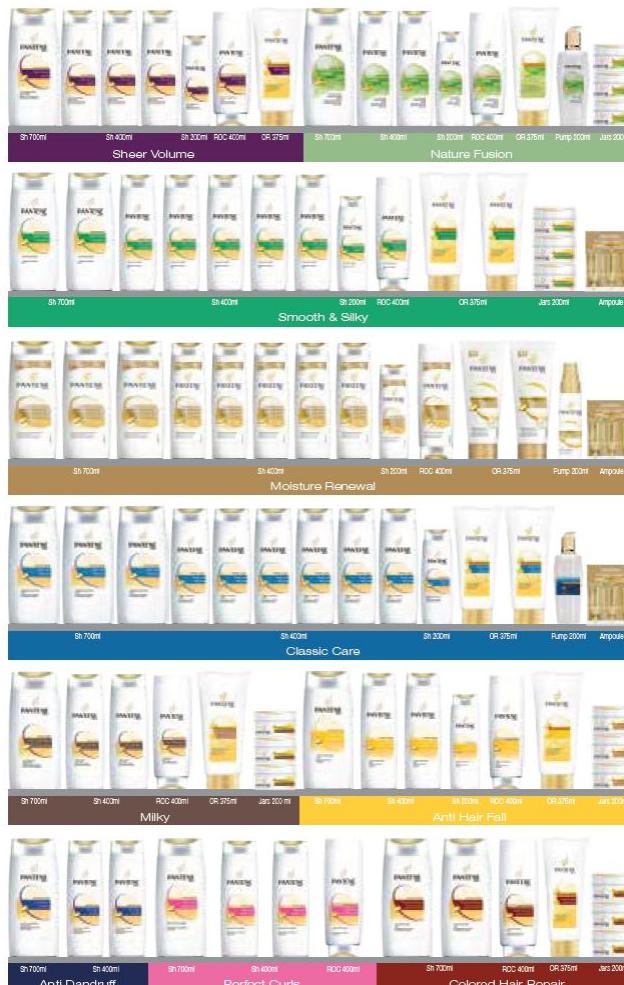


BACK

# Pantene – Planogram (1/1+)



PANTENE			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	700ml	Milky Damage	26
		Anti-Dandruff	41
		Color Care	39
		Perfect Curls	40
		Moisture Renewal	38
ROC	400ml	Smooth & Silky	2
		Anti-Hair Fall	10
		Nature Fusion	14
		Sheer Volume	19
		Milky Damage	23
		Color Care	31
		Perfect Curls	35
		Moisture Renewal	28
OR	375ml	Smooth & Silky	3
		Classic Care	7
		Anti-Hair Fall	11
		Nature Fusion	15
		Sheer Volume	20
		Milky Damage	24
		Color Care	32



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK



# Pantene – Planogram (1/1+)

## PANTENE

SEGMENT	SIZE	VARIANT	SKU RANKING
OR	375ml	Moisture Renewal	29
		Smooth & Silky	4
		Anti-Hair Fall	12
JAR	200ml	Nature Fusion	16
		Milky Damage	25
		Color Care	33
PUMP	150ml	Nature Fusion	1
		Moisture Boost	1
		Overnight Therapy	49
AMPOULES	15ml	Moisture Rescue	50
TOTAL NUMBER OF SKUs			50



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK



# WPS – Core Range (Base)

WPS			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	500ml	Frizz	1
		Moisture	3
		Shine	5
		Repair	7
		Color	9
ROC	400ml	Frizz	2
		Moisture	4
		Shine	6
		Repair	8
		Color	10
Leave On Treatments	150ml	Frizz Control	11
		Heat & Shine Spray	12
		Color	13
Rinse Off Treatments	200ml	Moisture	14
		Repair	15
TOTAL NUMBER OF SKUs			15



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

## WPS – Core Range (1/1+)



WPS			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	500ml	Frizz	1
		Moisture	3
		Shine	5
		Repair	7
		Color	9
ROC	400ml	Frizz	2
		Moisture	4
		Shine	6
		Repair	8
		Color	10
Leave On Treatments	150ml	Frizz Control	11
		Heat & Shine Spray	12
		Color	13
Rinse Off Treatments	200ml	Moisture	14
		Repair	15
TOTAL NUMBER OF SKUs			15



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

# WPS – Planogram (Base)



WPS			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	500ml	Frizz	1
		Moisture	3
		Shine	5
		Repair	7
		Color	9
ROC	400ml	Frizz	2
		Moisture	4
		Shine	6
		Repair	8
		Color	10
Leave On Treatments	150ml	Frizz Control	11
		Heat & Shine Spray	12
		Color	13
Rinse Off Treatments	200ml	Moisture	14
		Repair	15
<b>TOTAL NUMBER OF SKUs</b>			<b>15</b>



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

## WPS – Planogram (1/1+)



WPS			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	500ml	Frizz	1
		Moisture	3
		Shine	5
		Repair	7
		Color	9
ROC	400ml	Frizz	2
		Moisture	4
		Shine	6
		Repair	8
		Color	10
Leave On Treatments	150ml	Frizz Control	11
		Heat & Shine Spray	12
		Color	13
Rinse Off Treatments	200ml	Moisture	14
		Repair	15
TOTAL NUMBER OF SKUs			15



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

# Herbal Essences – Core Range (Base)



HERBAL ESSENCES			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	200ml	Hello Hydration	17
		Ignite My Color	18
		Body Envy	19
		Beautiful Ends	20
	400ml	Hello Hydration	1
		Ignite My Color	3
		Body Envy	5
		Beautiful Ends	7
CONDITIONER	400ml	Hello Hydration	2
		Ignite My Color	4
		Body Envy	6
		Beautiful Ends	8
CREAM	200ml	Hello Hydration	12
		Ignite My Color	13
		Beautiful Ends	10
SPRAY	150ml	Hello Hydration	11
TOTAL NUMBER OF SKUs			16



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

# Herbal Essences – Core Range (1/1+)



HERBAL ESSENCES			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	200ml	Hello Hydration	17
		Ignite My Color	18
		Body Envy	19
		Beautiful Ends	20
	400ml	Hello Hydration	1
		Ignite My Color	3
		Body Envy	5
		Beautiful Ends	7
CONDITIONER	400ml	Hello Hydration	2
		Ignite My Color	4
		Body Envy	6
		Beautiful Ends	8
CREAM	200ml	Hello Hydration	12
		Ignite My Color	13
		Beautiful Ends	10
SPRAY	150ml	Hello Hydration	11
TOTAL NUMBER OF SKUs			16



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

# Herbal Essences – Planogram (Base)



HERBAL ESSENCES			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	200ml	Hello Hydration	17
		Ignite My Color	18
		Body Envy	19
		Beautiful Ends	20
	400ml	Hello Hydration	1
		Ignite My Color	3
		Body Envy	5
		Beautiful Ends	7
CONDITIONER	400ml	Hello Hydration	2
		Ignite My Color	4
		Body Envy	6
		Beautiful Ends	8
CREAM	200ml	Hello Hydration	12
		Ignite My Color	13
		Beautiful Ends	10
SPRAY	150ml	Hello Hydration	11
TOTAL NUMBER OF SKUs			16



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

# Herbal Essences – Planogram (1/1+)



HERBAL ESSENCES			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	200ml	Hello Hydration	17
		Ignite My Color	18
		Body Envy	19
		Beautiful Ends	20
	400ml	Hello Hydration	1
		Ignite My Color	3
		Body Envy	5
		Beautiful Ends	7
CONDITIONER	400ml	Hello Hydration	2
		Ignite My Color	4
		Body Envy	6
		Beautiful Ends	8
CREAM	200ml	Hello Hydration	12
		Ignite My Color	13
		Beautiful Ends	10
SPRAY	150ml	Hello Hydration	11
TOTAL NUMBER OF SKUs			16



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

# Pert – Core Range (Base)



PERT			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	200ml	Honey Extracts (Normal Hair)	10
		Coconut & Lime (AD)	11
		Rich	12
		Henna	13
		Ginger	14
	400ml	Honey Extracts (Normal Hair)	1
		Coconut & Lime (AD)	2
		Almond & Egg (Dry)	3
		Henna	4
		Ginger	5
	700ml	Honey Extracts (Normal Hair)	6
		Almond & Egg (Dry)	7
		Rich	8
		Orange Essence (Greasy)	9
CREAM	150ml	Honey (Normal Hair)	15
		Almond & Egg (Dry)	16
TOTAL NUMBER OF SKUs			16



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

# Pert – Core Range (1/1+)



PERT			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	200ml	Honey Extracts (Normal Hair)	10
		Coconut & Lime (AD)	11
		Rich	12
		Henna	13
		Ginger	14
	400ml	Honey Extracts (Normal Hair)	1
		Coconut & Lime (AD)	2
		Almond & Egg (Dry)	3
		Henna	4
		Ginger	5
	700ml	Honey Extracts (Normal Hair)	6
		Almond & Egg (Dry)	7
		Rich	8
		Orange Essence (Greasy)	9
CREAM	150ml	Honey (Normal Hair)	15
		Almond & Egg (Dry)	16
TOTAL NUMBER OF SKUs			16



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

# Pert – Planogram (Base)



PERT			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	200ml	Honey Extracts (Normal Hair)	10
		Coconut & Lime (AD)	11
		Rich	12
		Henna	13
		Ginger	14
	400ml	Honey Extracts (Normal Hair)	1
		Coconut & Lime (AD)	2
		Almond & Egg (Dry)	3
		Henna	4
		Ginger	5
	700ml	Honey Extracts (Normal Hair)	6
		Almond & Egg (Dry)	7
		Rich	8
		Orange Essence (Greasy)	9
CREAM	150ml	Honey (Normal Hair)	15
		Almond & Egg (Dry)	16
TOTAL NUMBER OF SKUs			16



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

# Pert – Planogram (1/1+)



PERT			
SEGMENT	SIZE	VARIANT	SKU RANKING
SHAMPOO	200ml	Honey Extracts (Normal Hair)	10
		Coconut & Lime (AD)	11
		Rich	12
		Henna	13
		Ginger	14
	400ml	Honey Extracts (Normal Hair)	1
		Coconut & Lime (AD)	2
		Almond & Egg (Dry)	3
		Henna	4
		Ginger	5
	700ml	Honey Extracts (Normal Hair)	6
		Almond & Egg (Dry)	7
		Rich	8
		Orange Essence (Greasy)	9
CREAM	150ml	Honey (Normal Hair)	15
		Almond & Egg (Dry)	16
TOTAL NUMBER OF SKUs			16



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

# Crest – Core Range (Base)



BRAND	SKU	SKU RANKING
<b>TOOTHPASTE</b>		
	3D White125ml	11
	3D White Fresh Cool Water 125ml	12
	3D Luxe Pearl Royal Spa 75ml	1
	3D Luxe Healthy Shine 75ml	2
	3D Luxe Anti Tobacco 75ml	4
	3D Luxe Glamour 75ml	3
	Kids 50ml	15
CREST	Complete Extra Fresh 125ml	13
	Complete With Mouthwash 125ml	14
	All In One Extra Fresh 100ml	8
	All In One Whitening 100ml	9
	All In One Mild Mint 100ml	10
	Clinicline Enamel Protection 75ml	6
	Clinicline Gum Protection 75ml	5
	Clinicline Sensitive 75ml	7
	<b>TOTAL NUMBER OF SKUs</b>	<b>15</b>



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

## Crest – Core Range (1/1+)



BRAND	SKU	SKU RANKING
<b>TOOTHPASTE</b>		
	3D White125ml	11
	3D White Fresh Cool Water 125ml	12
	3D Luxe Pearl Royal Spa 75ml	1
	3D Luxe Healthy Shine 75ml	2
	3D Luxe Anti Tobacco 75ml	4
	3D Luxe Glamour 75ml	3
	Kids 50ml	15
CREST	Complete Extra Fresh 125ml	13
	Complete With Mouthwash 125ml	14
	All In One Extra Fresh 100ml	8
	All In One Whitening 100ml	9
	All In One Mild Mint 100ml	10
	Clinicline Enamel Protection 75ml	6
	Clinicline Gum Protection 75ml	5
	Clinicline Sensitive 75ml	7
	<b>TOTAL NUMBER OF SKUs</b>	<b>15</b>



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

## Crest – Planogram (Base)



BRAND	SKU	SKU RANKING
<b>TOOTHPASTE</b>		
	3D White125ml	11
	3D White Fresh Cool Water 125ml	12
	3D Luxe Pearl Royal Spa 75ml	1
	3D Luxe Healthy Shine 75ml	2
	3D Luxe Anti Tobacco 75ml	4
	3D Luxe Glamour 75ml	3
CREST	Kids 50ml	15
	Complete Extra Fresh 125ml	13
	Complete With Mouthwash 125ml	14
	All In One Extra Fresh 100ml	8
	All In One Whitening 100ml	9
	All In One Mild Mint 100ml	10
	Clinicline Enamel Protection 75ml	6
	Clinicline Gum Protection 75ml	5
	Clinicline Sensitive 75ml	7
	<b>TOTAL NUMBER OF SKUs</b>	<b>15</b>



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK



# Crest – Planogram (1/1+)

BRAND	SKU	SKU RANKING
<b>TOOTHPASTE</b>		
	3D White125ml	11
	3D White Fresh Cool Water 125ml	12
	3D Luxe Pearl Royal Spa 75ml	1
	3D Luxe Healthy Shine 75ml	2
	3D Luxe Anti Tobacco 75ml	4
	3D Luxe Glamour 75ml	3
CREST	Kids 50ml	15
	Complete Extra Fresh 125ml	13
	Complete With Mouthwash 125ml	14
	All In One Extra Fresh 100ml	8
	All In One Whitening 100ml	9
	All In One Mild Mint 100ml	10
	Clinicline Enamel Protection 75ml	6
	Clinicline Gum Protection 75ml	5
	Clinicline Sensitive 75ml	7
	<b>TOTAL NUMBER OF SKUs</b>	<b>15</b>



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK



# Oral B MOC – Core Range (Base)

BRAND	SEGMENT	SKU	SKU RANKING
ORAL B MOC	MANUAL TOOTHBRUSH	Pulsar Pearl (35 Soft)	11
		Pulsar (35 Soft)	
		Pulsar (40 Med)	12
		Clinicline (38 Med)	1
		Clinicline (38 Soft)	2
		Proflex Whitening Med	3
		Proflex Whitening Soft	4
		AntiBacterial (35 Soft)	8
		AntiBacterial (40 Med)	7
		Complete 7 (35 Soft)	6
		Complete 7 (40 Med)	5
		Delicate Enamel (35 Extra Soft)	19
		3D Clean TAJ (40 Soft)	10
		3D Clean TAJ (40 Med)	9
		Advantage Fresh (40 Med)	13
		Advantage White (40 Med)	14
		Advantage Plus Complete (40 Med)	15
		Advantage Sensitive (35 Extra Soft)	18
		Complete Ultra Thin Soft	17
		Complete 5 Way Clean Med	16
		Interdental	20
		Natural Fresh (40 Med)	21



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK



# Oral B MOC – Core Range (Base)

BRAND	SEGMENT	SKU	SKU RANKING
ORAL B MOC	MANUAL TOOTHBRUSH	Stages 1 (4- 24 mnths) - Baby	21
		Stages 2 (2- 4 years)	22
		Stages 3 (5- 7 years)	23
		Stages Proexpert (8+ years)	24
		Orthodontic	38
	TOOTHBRUSH	Tiger/Pooh Paste - 75ml	25
		Cars/Princess paste - 75ml	26
	RINSE	Rinse Multi Protection 250ml	28
		Rinse Multi Protection 500ml	27
		3D White Luxe 500ml	29
		Clinicline Rinse 500ml	30
	REFILL	Interdental Starter Kit	39
		Interdental Refill Cylindrical	35
		Interdental Refill Tapered	36
	FLOSS	Clinicline Floss	31
		Floss Essential Waxed (50 mtrs)	32
		Floss Satin Mint (25 mtrs)	33
		Floss Cool Mint (25 mtrs)	34
TOTAL NUMBER OF SKUs			39



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Oral B MOC – Core Range (1/1+)



BRAND	SEGMENT	SKU	SKU RANKING
ORAL B MOC	MANUAL TOOTHBRUSH	Pulsar Pearl (35 Soft)	11
		Pulsar (35 Soft)	
		Pulsar (40 Med)	12
		Clinicline (38 Med)	1
		Clinicline (38 Soft)	2
		Proflex Whitening Med	3
		Proflex Whitening Soft	4
		AntiBacterial (35 Soft)	8
		AntiBacterial (40 Med)	7
		Complete 7 (35 Soft)	6
		Complete 7 (40 Med)	5
		Delicate Enamel (35 Extra Soft)	19
		3D Clean TAJ (40 Soft)	10
		3D Clean TAJ (40 Med)	9
		Advantage Fresh (40 Med)	13
		Advantage White (40 Med)	14
		Advantage Plus Complete (40 Med)	15
		Advantage Sensitive (35 Extra Soft)	18
		Complete Ultra Thin Soft	17
		Complete 5 Way Clean Med	16
		Interdental	20
		Natural Fresh (40 Med)	21



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Oral B MOC – Core Range (1/1+)



BRAND	SEGMENT	SKU	SKU RANKING
ORAL B MOC	MANUAL TOOTHBRUSH	Stages 1 (4- 24 mnths) - Baby	21
		Stages 2 (2- 4 years)	22
		Stages 3 (5- 7 years)	23
		Stages Proexpert (8+ years)	24
		Orthodontic	38
	TOOTHBRUSH	Tiger/Pooh Paste - 75ml	25
		Cars/Princess paste - 75ml	26
	RINSE	Rinse Multi Protection 250ml	28
		Rinse Multi Protection 500ml	27
		3D White Luxe 500ml	29
		Clinicline Rinse 500ml	30
	REFILL	Interdental Starter Kit	39
		Interdental Refill Cylindrical	35
		Interdental Refill Tapered	36
	FLOSS	Clinicline Floss	31
		Floss Essential Waxed (50 mtrs)	32
		Floss Satin Mint (25 mtrs)	33
		Floss Cool Mint (25 mtrs)	34
TOTAL NUMBER OF SKUs			39



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Oral B MOC – Planogram (Base)



BRAND	SEGMENT	SKU	SKU RANKING
ORAL B MOC	MANUAL TOOTHBRUSH	Pulsar Pearl (35 Soft)	11
		Pulsar (35 Soft)	
		Pulsar (40 Med)	12
		Clinicline (38 Med)	1
		Clinicline (38 Soft)	2
		Proflex Whitening Med	3
		Proflex Whitening Soft	4
		AntiBacterial (35 Soft)	8
		AntiBacterial (40 Med)	7
		Complete 7 (35 Soft)	6
		Complete 7 (40 Med)	5
		Delicate Enamel (35 Extra Soft)	19
		3D Clean TAJ (40 Soft)	10
		3D Clean TAJ (40 Med)	9
		Advantage Fresh (40 Med)	13
		Advantage White (40 Med)	14
		Advantage Plus Complete (40 Med)	15
		Advantage Sensitive (35 Extra Soft)	18
		Complete Ultra Thin Soft	17
		Complete 5 Way Clean Med	16
		Interdental	20
		Natural Fresh (40 Med)	21



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK



# Oral B MOC – Planogram (Base)

BRAND	SEGMENT	SKU	SKU RANKING	
ORAL B MOC	MANUAL TOOTHBRUSH	Stages 1 (4- 24 mnths) - Baby	21	
		Stages 2 (2- 4 years)	22	
		Stages 3 (5- 7 years)	23	
		Stages Proexpert (8+ years)	24	
		Orthodontic	38	
	TOOTHBRUSH	Tiger/Pooh Paste - 75ml	25	
		Cars/Princess paste - 75ml	26	
	RINSE	Rinse Multi Protection 250ml	28	
		Rinse Multi Protection 500ml	27	
		3D White Luxe 500ml	29	
		Clinicline Rinse 500ml	30	
	REFILL	Interdental Starter Kit	39	
		Interdental Refill Cylindrical	35	
		Interdental Refill Tapered	36	
	FLOSS	Clinicline Floss	31	
		Floss Essential Waxed (50 mtrs)	32	
		Floss Satin Mint (25 mtrs)	33	
		Floss Cool Mint (25 mtrs)	34	
TOTAL NUMBER OF SKUs		39		

NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK



# Oral B MOC – Planogram (1/1+)

BRAND	SEGMENT	SKU	SKU RANKING
ORAL B MOC	MANUAL TOOTHBRUSH	Pulsar Pearl (35 Soft)	11
		Pulsar (35 Soft)	
		Pulsar (40 Med)	12
		Clinicline (38 Med)	1
		Clinicline (38 Soft)	2
		Proflex Whitening Med	3
		Proflex Whitening Soft	4
		AntiBacterial (35 Soft)	8
		AntiBacterial (40 Med)	7
		Complete 7 (35 Soft)	6
		Complete 7 (40 Med)	5
		Delicate Enamel (35 Extra Soft)	19
		3D Clean TAJ (40 Soft)	10
		3D Clean TAJ (40 Med)	9
		Advantage Fresh (40 Med)	13
		Advantage White (40 Med)	14
		Advantage Plus Complete (40 Med)	15
		Advantage Sensitive (35 Extra Soft)	18
		Complete Ultra Thin Soft	17
		Complete 5 Way Clean Med	16
		Interdental	20
		Natural Fresh (40 Med)	21



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK

# Oral B MOC – Planogram (1/1+)



BRAND	SEGMENT	SKU	SKU RANKING
ORAL B MOC	MANUAL TOOTHBRUSH	Stages 1 (4- 24 mnths) - Baby	21
		Stages 2 (2- 4 years)	22
		Stages 3 (5- 7 years)	23
		Stages Proexpert (8+ years)	24
		Orthodontic	38
	TOOTHBRUSH	Tiger/Pooh Paste - 75ml	25
		Cars/Princess paste - 75ml	26
	RINSE	Rinse Multi Protection 250ml	28
		Rinse Multi Protection 500ml	27
		3D White Luxe 500ml	29
		Clinicline Rinse 500ml	30
	REFILL	Interdental Starter Kit	39
		Interdental Refill Cylindrical	35
		Interdental Refill Tapered	36
	FLOSS	Clinicline Floss	31
		Floss Essential Waxed (50 mtrs)	32
		Floss Satin Mint (25 mtrs)	33
		Floss Cool Mint (25 mtrs)	34
TOTAL NUMBER OF SKUs			39



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK



# Oral B POC – Core Range (Base)

BRAND	SEGMENT	SKU	SKU RANKING
<b>BATTERY TOOTHBRUSH</b>			
	DB 4	Precision Clean	6
	DB 4	Kids	7
<b>RECHARGEABLE TOOTHBRUSH</b>			
	D 34	Triumph PC 5000	3
	D 20	Trizone PC 1000	5
	D 16	Prof. PC 500	1
	D 12	Vitality Precision Clean Box	2
	OC	OC 20	4
<b>REFILLS</b>			
	EB30	Trizone 2s	13
	EB10	Kids 2s	12
	EB18	Pro White 2a	10
	EB20	Precision Clean 2s	8
	EBS 17	Sensitive 2s	11
	EB25	Floss Actions	9
	ED17	Nozzle Oxyjet	14
	3CTS	Ortho Care Refills	15
<b>TOTAL NUMBER OF SKUs</b>			
	15		



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK



# Oral B POC – Core Range (1/1+)

BRAND	SEGMENT	SKU	SKU RANKING
<b>BATTERY TOOTHBRUSH</b>			
	DB 4	Precision Clean	6
	DB 4	Kids	7
<b>RECHARGEABLE TOOTHBRUSH</b>			
	D 34	Triumph PC 5000	3
	D 20	Trizone PC 1000	5
	D 16	Prof. PC 500	1
	D 12	Vitality Precision Clean Box	2
	OC	OC 20	4
<b>REFILLS</b>			
	EB30	Trizone 2s	13
	EB10	Kids 2s	12
	EB18	Pro White 2a	10
	EB20	Precision Clean 2s	8
	EBS 17	Sensitive 2s	11
	EB25	Floss Actions	9
	ED17	Nozzle Oxyjet	14
	3CTS	Ortho Care Refills	15
<b>TOTAL NUMBER OF SKUS</b>			
15			



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK



# Oral B POC – Planogram (Base)

BRAND	SEGMENT	SKU	SKU RANKING
<b>BATTERY TOOTHBRUSH</b>			
	DB 4	Precision Clean	6
	DB 4	Kids	7
<b>RECHARGEABLE TOOTHBRUSH</b>			
	D 34	Triumph PC 5000	3
	D 20	Trizone PC 1000	5
	D 16	Prof. PC 500	1
	D 12	Vitality Precision Clean Box	2
	OC	OC 20	4
<b>REFILLS</b>			
	EB30	Trizone 2s	13
	EB10	Kids 2s	12
	EB18	Pro White 2a	10
	EB20	Precision Clean 2s	8
	EBS 17	Sensitive 2s	11
	EB25	Floss Actions	9
	ED17	Nozzle Oxyjet	14
	3CTS	Ortho Care Refills	15
<b>TOTAL NUMBER OF SKUs</b>			
15			



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK



# Oral B POC – Planogram (1/1+)

BRAND	SEGMENT	SKU	SKU RANKING
<b>BATTERY TOOTHBRUSH</b>			
	DB 4	Precision Clean	6
	DB 4	Kids	7
<b>RECHARGEABLE TOOTHBRUSH</b>			
	D 34	Triumph PC 5000	3
	D 20	Trizone PC 1000	5
	D 16	Prof. PC 500	1
	D 12	Vitality Precision Clean Box	2
	OC	OC 20	4
<b>REFILLS</b>			
	EB30	Trizone 2s	13
	EB10	Kids 2s	12
	EB18	Pro White 2a	10
	EB20	Precision Clean 2s	8
	EBS 17	Sensitive 2s	11
	EB25	Floss Actions	9
	ED17	Nozzle Oxyjet	14
	3CTS	Ortho Care Refills	15
<b>TOTAL NUMBER OF SKUS</b>			
15			



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

# Male Grooming – Core Range (Base)



GILLETTE			
SEGMENT	VARIANT	SKU	SKU RANKING
Blades and Razors	System Blades	Fusion Proglide Power 2s	12
		Fusion Proglide Power 4s	22
		Fusion Proglide Manual 2s	13
		Fusion Proglide Manual 4s	2
		Fusion Power 2s	14
		Fusion Power 4s	10
		Mach3 Sensitive 2s	20
		Mach3 Sensitive 4s	6
		Mach3 Turbo 2s	15
		Mach3 Turbo 4s	11
		Mach3 2s	16
		Mach3 4s	3
		Blue3 System 3s	1
		Blue3 System 6s	5
System Razors	System Razors	Fusion Proglide Styler	18
		Fusion Proglide Power - 1-up	8
		Fusion Proglide Manual - 1-up	9
		Fusion Power - 1-up	4
		Mach3 Turbo - 2-up	17
		Mach3 Sensitive - 1-up	21
		Mach3 Regular - 1-up	7
		Blue3 System- 1-up	19

GILLETTE			
SEGMENT	VARIANT	SKU	SKU RANKING
Blades and Razors	Disposables	Blue 3 - HRDC	6
		Blue 3 3s	4
		Blue 3 - Ice 3s	6
		Blue 3 - Ice 6s	3
		Blue II Plus - 5s	5
		Blue II Plus - 10s	2
		Blue II - 5s	7
		Nacet II	1

GILLETTE			
SEGMENT	VARIANT	SKU	SKU RANKING
PRE SHAVE	Fusion Proglide Gel	Hydrating 200ml	2
	Fusion Proglide Gel	Cooling 200ml	3
	Gillette Gel	Sensitive 200ml	1
	Series Foam	Sensitive 250ml	4
	Tube Shave Gel	Sensitive 60 g	5
POST SHAVE	Fusion Proglide Balm	2x1 100ml	3
	Series After Shave Gel	Sensitive 100ml	1
	Series After Shave Balm	Sensitive 100ml	2
	Series After Shave Splash	Cool Wave 100ml	4
	TOTAL NUMBER OF SKUS		
38			

BACK

# Male Grooming – Core Range (1/1+)



GILLETTE			
SEGMENT	VARIANT	SKU	SKU RANKING
Blades and Razors	System Blades	Fusion Proglide Power 2s	12
		Fusion Proglide Power 4s	22
		Fusion Proglide Manual 2s	13
		Fusion Proglide Manual 4s	2
		Fusion Power 2s	14
		Fusion Power 4s	10
		Mach3 Sensitive 2s	20
		Mach3 Sensitive 4s	6
		Mach3 Turbo 2s	15
		Mach3 Turbo 4s	11
		Mach3 2s	16
		Mach3 4s	3
		Blue3 System 3s	1
		Blue3 System 6s	5
System Razors	System Razors	Fusion Proglide Styler	18
		Fusion Proglide Power - 1-up	8
		Fusion Proglide Manual - 1-up	9
		Fusion Power - 1-up	4
		Mach3 Turbo - 2-up	17
		Mach3 Sensitive - 1-up	21
		Mach3 Regular - 1-up	7
		Blue3 System- 1-up	19

GILLETTE			
SEGMENT	VARIANT	SKU	SKU RANKING
Blades and Razors	Disposables	Blue 3 - HRDC	6
		Blue 3 3s	4
		Blue 3 - Ice 3s	6
		Blue 3 - Ice 6s	3
		Blue II Plus - 5s	5
		Blue II Plus - 10s	2
		Blue II - 5s	7
		Nacet II	1

GILLETTE			
SEGMENT	VARIANT	SKU	SKU RANKING
PRE SHAVE	Fusion Proglide Gel	Hydrating 200ml	2
	Fusion Proglide Gel	Cooling 200ml	3
	Gillette Gel	Sensitive 200ml	1
	Series Foam	Sensitive 250ml	4
	Tube Shave Gel	Sensitive 60 g	5
POST SHAVE	Fusion Proglide Balm	2x1 100ml	3
	Series After Shave Gel	Sensitive 100ml	1
	Series After Shave Balm	Sensitive 100ml	2
	Series After Shave Splash	Cool Wave 100ml	4
	TOTAL NUMBER OF SKUS		
38			

BACK



# Male Grooming – Planogram (Base)



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

**BACK**

## **Male Grooming – Planogram (1/1+)**



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

# Female Grooming – Core Range (Base)



GILLETTE		
SEGMENT	SKU / SIZE	SKU RANKING
SYSTEM BLADES	Breeze SPA 4s	4
	Venus & Olay 4s	6
SYSTEM RAZORS	Venus & Olay 1up	5
	Breeze SPA 1up	3
Disposables	Simply Venus 3	1
	Simply Venus 2	2
TOTAL NUMBER OF SKUs		6



GILLETTE			
SEGMENT	VARIANT	SKU / SIZE	SKU RANKING
Female Pre Shave	Satin Care Shave Gel	Bikini Protection 200 ml	1
TOTAL NUMBER OF SKUs			1



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

# Female Grooming – Core Range (1/1+)



GILLETTE		
SEGMENT	SKU / SIZE	SKU RANKING
SYSTEM BLADES	Breeze SPA 4s	4
	Venus & Olay 4s	6
SYSTEM RAZORS	Venus & Olay 1up	5
	Breeze SPA 1up	3
Disposables	Simply Venus 3	1
	Simply Venus 2	2
TOTAL NUMBER OF SKUs		6



GILLETTE			
SEGMENT	VARIANT	SKU / SIZE	SKU RANKING
Female Pre Shave	Satin Care Shave Gel	Bikini Protection 200 ml	1
TOTAL NUMBER OF SKUs			1



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

# Female Grooming – Planogram (Base)



GILLETTE		
SEGMENT	SKU / SIZE	SKU RANKING
SYSTEM BLADES	Breeze SPA 4s	4
	Venus & Olay 4s	6
SYSTEM RAZORS	Venus & Olay 1up	5
	Breeze SPA 1up	3
Disposables	Simply Venus 3	1
	Simply Venus 2	2
TOTAL NUMBER OF SKUs		6



GILLETTE			
SEGMENT	VARIANT	SKU / SIZE	SKU RANKING
Female Pre Shave	Satin Care Shave Gel	Bikini Protection 200 ml	1
TOTAL NUMBER OF SKUs			1



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

# Female Grooming – Planogram (1/1+)



GILLETTE		
SEGMENT	SKU / SIZE	SKU RANKING
SYSTEM BLADES	Breeze SPA 4s	4
	Venus & Olay 4s	6
SYSTEM RAZORS	Venus & Olay 1up	5
	Breeze SPA 1up	3
Disposables	Simply Venus 3	1
	Simply Venus 2	2
TOTAL NUMBER OF SKUs		6



GILLETTE			
SEGMENT	VARIANT	SKU / SIZE	SKU RANKING
Female Pre Shave	Satin Care Shave Gel	Bikini Protection 200 ml	1
TOTAL NUMBER OF SKUs		1	



NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

# Colorants – Core Range (Base)



BRAND	VARIANT	SKU / SIZE	SKU RANKING
KOLESTON FOAM	Black	2/0	1
	Blue Black	2/8	2
	Dark Brown	3/0	3
	Violet	3/66	4
	Med Brown	4/0	5
	Med Vlt Brn	4/6	6
	Light Brn	5/0	7
	Int Light Gld Brn	5/37	8
	Int Rd Viol Brn	55/46	9
	Dark Blonde	6/0	10
	Choc Brown	6/7	11
	Int R Viol Blnd	66/46	12
	Med Blonde	7/0	13
	Med Ash Blonde	7/1	14
	Hazelnut	7/3	15
	Intense Red	77/44	16
	Lgt Blonde	8/0	17
	Lgt Ash Blonde	9/1	18
	Dark Cstnt	3/4	19
	Sed Brn	7/77	20
	Ul Lt Bln	10/0	21
	Lt Ash Bln	8/1	22
	Aubergine	5/66	23
<b>TOTAL NUMBER OF SKUs</b>		<b>23</b>	

BRAND	VARIANT	SKU / SIZE	SKU RANKING
KOLESTON KITS	Dark Blonde	6/0	1
	Medium Blonde	7/0	2
	Hazel Blonde	7/3	3
	Light Blonde	8/0	4
	Light Ash Blonde	8/1	5
	Very Light Blonde	9/0	6
	Highlights		7
	Black	2/0	8

BRAND	VARIANT	SKU / SIZE	SKU RANKING
KOLESTON FOAM	Blue Black	2/8	9
	Dark Brown	3/0	10
	Medium Brown	4/0	11
	Light Brown	5/0	12
	Light Chestnut	5/4	13
	Mahogany Brown	5/5	14
	Chocolate Brown	6/7	15
	Deer Brown	7/7	16
	Seductive Brown	5/37	17
	Elegant Brown	6/35	18
	Brilliant Brown	7/77	19
	Silky Brown	4/77	20
	Smoky Quartz Ap	5/73	21
	Violet	3/66	22
	Burgundy	4/6	23
	Mahogany Copper	6/4	24
	Exotic Red	55/46	25
	Cherry Red	66/46	26
	Volcano Red	77/44	27
	Ruby Valley Ap	5/46	28
	Dark Chestnut	3/4	29
	Attractive Copper	5/75	30
	Lightest Ash Brown	6/1	31
	Light Reddish Brown	6/55	32
	Golden Chocolate	6/73	33
	Medium Golden Brown	4/3	34
	Light Golden Brown	5/3	35
	Medium Ash Blonde	7/1	36
	Bordeaux	4/66	37
	Aubergine	5/66	38
	Dark Mahogany	4/5	39
	Light Ash Brown	5/1	40
	Special Light Ash Brown	9/1	41
<b>TOTAL NUMBER OF SKUs</b>			<b>41</b>



BACK

# Colorants – Core Range (Base)



BRAND	VARIANT	SKU / SIZE	SKU RANKING
KOLESTON MAXI	Blue Black	301/0	1
	Natural Brown	302/0	2
	Dark Brown	303/0	3
	Dark Chestnut	303/4	4
	Violet	303/66	5
	Dark Blonde	306/0	6
	Dark Ash Blonde	306/1	7
	Medium Blonde	307/0	8
	Medium Ash Blonde	307/1	9
	Matt Medium Blonde	307/2	10
	Hazelnut	307/3	11
	Light Blonde	308/0	12
	Light Ash Blonde	308/1	13
	Lightest Blonde	309/0	14
	Very Ash Blonde	309/1	15
	Gold Blonde	309/3	16
	Platinum Blonde	310/0	17
	Medium Brown	304/0	18
	Light Brown	305/0	19
	Chestnut	305/4	20
	Chocolate Brown	306/7	21
	Deer Brown	307/7	22
	Mahogany	305/5	23
	Tobacco	306/73	24
	Tobacco Dark	308/73	25
	Lt Brn Mahogany	307/75	26
	Burgundy	304/S	27
	Beaujolais	304/6	28
	Ruby Valley	305/46	29
	Auvergne	305/66	30
	Grenadine	306/45	31
	Red Sandstone	309/5	32
	Intense Lt Mahagony	306/55	33
TOTAL NUMBER OF SKUs		33	

BRAND	VARIANT	SKU / SIZE	SKU RANKING
KOLESTON NATURALS	Hazelnut Blonde	6/0	1
	Almond Blonde	7/0	1
	Wild Honey	7/1	1
	Golden Wheat	8/1	1
	Caramel Blonde	7/3	1
	Vanilla Blonde	11/7	1
	Black Berry	2/0	1
	Deep Fig	3/0	1
	Blueberry Black	2/8	1
	Cocoa Brown	4/0	1
	Milk Chocolate	5/0	1
	Mocha	5/73	1
	Autumn Maple	6/34	1
	Plum Red	4/6	2
	Chestnut	5/45	3
	Mahogany Red	5/66	4
	Dark Chestnut	3/4	5
	Violet	3/66	6
	Brilliant Brown	5/37	7
	Mahogany	5/5	8
	Chocolate Brown	6/7	9
	Dark Tobacco	6/73	10
	Dark Ash Blonde	6/1	11
	Light Blonde	8/0	12
TOTAL			24



BACK

# Colorants – Core Range (Base)



BRAND	VARIANT	SKU / SIZE	SKU RANKING
NICE & EASY	Rich Mahogany Brown	49	1
	Bright Red	33	2
	Dark Auburn	45	3
	Reddish Brown	47	4
	Light Auburn	31	5
	Soft Burgundy	50	6
	Med Chestnut Brown	61	7
	Light Chestnut Brown	63	8
	Light Golden Brown	35	9
	Dark Chestnut Brown	56	10
	Black Azure	52	11
	Lighter Ash Brown	42	12
	Soft Black	51	13
	Light Gold Blonde	27	14
	Medium Brown	57	15
	Lightest Ash Brown	32	16
	Light Brown	46	17
	Very Light Blonde	16	18
	Light Ash Blonde	22	19
	Dark Brown	48	20
<b>TOTAL NUMBER OF SKUs</b>		<b>20</b>	

BRAND	VARIANT	SKU / SIZE	SKU RANKING
Welloxon	Welloxon	6%	1
	Welloxon	9%	2
<b>TOTAL NUMBER OF SKUs</b>			<b>2</b>



BACK

## Colorants – Core Range (1/1+)



BRAND	VARIANT	SKU / SIZE	SKU RANKING
KOLESTON FOAM	Black	2/0	1
	Blue Black	2/8	2
	Dark Brown	3/0	3
	Violet	3/66	4
	Med Brown	4/0	5
	Med Vlt Brn	4/6	6
	Light Brn	5/0	7
	Int Light Gld Brn	5/37	8
	Int Rd Viol Brn	55/46	9
	Dark Blonde	6/0	10
	Choc Brown	6/7	11
	Int R Viol Blnd	66/46	12
	Med Blonde	7/0	13
	Med Ash Blonde	7/1	14
	Hazelnut	7/3	15
	Intense Red	77/44	16
	Lgt Blonde	8/0	17
	Lgt Ash Blonde	9/1	18
	Dark Cstnt	3/4	19
	Sed Brn	7/77	20
	Ul Lt Bln	10/0	21
	Lt Ash Bln	8/1	22
	Aubergine	5/66	23
<b>TOTAL NUMBER OF SKUs</b>		<b>23</b>	

BRAND	VARIANT	SKU / SIZE	SKU RANKING
KOLESTON KITS	Dark Blonde	6/0	1
	Medium Blonde	7/0	2
	Hazel Blonde	7/3	3
	Light Blonde	8/0	4
	Light Ash Blonde	8/1	5
	Very Light Blonde	9/0	6
	Highlights		7
	Black	2/0	8

BRAND	VARIANT	SKU / SIZE	SKU RANKING
KOLESTON FOAM	Blue Black	2/8	9
	Dark Brown	3/0	10
	Medium Brown	4/0	11
	Light Brown	5/0	12
	Light Chestnut	5/4	13
	Mahogany Brown	5/5	14
	Chocolate Brown	6/7	15
	Deer Brown	7/7	16
	Seductive Brown	5/37	17
	Elegant Brown	6/35	18
	Brilliant Brown	7/77	19
	Silky Brown	4/77	20
	Smoky Quartz Ap	5/73	21
	Violet	3/66	22
	Burgundy	4/6	23
	Mahogany Copper	6/4	24
	Exotic Red	55/46	25
	Cherry Red	66/46	26
	Volcano Red	77/44	27
	Ruby Valley Ap	5/46	28
	Dark Chestnut	3/4	29
	Attractive Copper	5/75	30
	Lightest Ash Brown	6/1	31
	Light Reddish Brown	6/55	32
	Golden Chocolate	6/73	33
	Medium Golden Brown	4/3	34
	Light Golden Brown	5/3	35
	Medium Ash Blonde	7/1	36
	Bordeaux	4/66	37
	Aubergine	5/66	38
	Dark Mahogany	4/5	39
	Light Ash Brown	5/1	40
	Special Light Ash Brown	9/1	41
<b>TOTAL NUMBER OF SKUs</b>			<b>41</b>



BACK

## Colorants – Core Range (1/1+)



BRAND	VARIANT	SKU / SIZE	SKU RANKING
KOLESTON MAXI	Blue Black	301/0	1
	Natural Brown	302/0	2
	Dark Brown	303/0	3
	Dark Chestnut	303/4	4
	Violet	303/66	5
	Dark Blonde	306/0	6
	Dark Ash Blonde	306/1	7
	Medium Blonde	307/0	8
	Medium Ash Blonde	307/1	9
	Matt Medium Blonde	307/2	10
	Hazelnut	307/3	11
	Light Blonde	308/0	12
	Light Ash Blonde	308/1	13
	Lightest Blonde	309/0	14
	Very Ash Blonde	309/1	15
	Gold Blonde	309/3	16
	Platinum Blonde	310/0	17
	Medium Brown	304/0	18
	Light Brown	305/0	19
	Chestnut	305/4	20
	Chocolate Brown	306/7	21
	Deer Brown	307/7	22
	Mahogany	305/5	23
	Tobacco	306/73	24
	Tobacco Dark	308/73	25
	Lt Brn Mahogany	307/75	26
	Burgundy	304/S	27
	Beaujolais	304/6	28
	Ruby Valley	305/46	29
	Auvergne	305/66	30
	Grenadine	306/45	31
	Red Sandstone	309/5	32
	Intense Lt Mahagony	306/55	33
TOTAL NUMBER OF SKUs		33	

BRAND	VARIANT	SKU / SIZE	SKU RANKING
KOLESTON NATURALS	Hazelnut Blonde	6/0	1
	Almond Blonde	7/0	1
	Wild Honey	7/1	1
	Golden Wheat	8/1	1
	Caramel Blonde	7/3	1
	Vanilla Blonde	11/7	1
	Black Berry	2/0	1
	Deep Fig	3/0	1
	Blueberry Black	2/8	1
	Cocoa Brown	4/0	1
	Milk Chocolate	5/0	1
	Mocha	5/73	1
	Autumn Maple	6/34	1
	Plum Red	4/6	2
	Chestnut	5/45	3
	Mahogany Red	5/66	4
	Dark Chestnut	3/4	5
	Violet	3/66	6
	Brilliant Brown	5/37	7
	Mahogany	5/5	8
	Chocolate Brown	6/7	9
	Dark Tobacco	6/73	10
	Dark Ash Blonde	6/1	11
	Light Blonde	8/0	12
TOTAL			24



BACK

## Colorants – Core Range (1/1+)



BRAND	VARIANT	SKU / SIZE	SKU RANKING
NICE & EASY	Rich Mahogany Brown	49	1
	Bright Red	33	2
	Dark Auburn	45	3
	Reddish Brown	47	4
	Light Auburn	31	5
	Soft Burgundy	50	6
	Med Chestnut Brown	61	7
	Light Chestnut Brown	63	8
	Light Golden Brown	35	9
	Dark Chestnut Brown	56	10
	Black Azure	52	11
	Lighter Ash Brown	42	12
	Soft Black	51	13
	Light Gold Blonde	27	14
	Medium Brown	57	15
	Lightest Ash Brown	32	16
	Light Brown	46	17
	Very Light Blonde	16	18
	Light Ash Blonde	22	19
	Dark Brown	48	20
TOTAL NUMBER OF SKUs		20	

BRAND	VARIANT	SKU / SIZE	SKU RANKING
Welloxon	Welloxon	6%	1
	Welloxon	9%	2
TOTAL NUMBER OF SKUs			2



BACK



# Colorants – Planogram (Base)

Koleston Foam

Koleston Kits

Koleston Maxi

Koleston  
NaturalsClairol  
Nice & Easy


Note: The above POG illustrates shelving following shade sequence. Minimum 1 facing per shade needs to be prioritized before multiplying facings for specific shades

NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

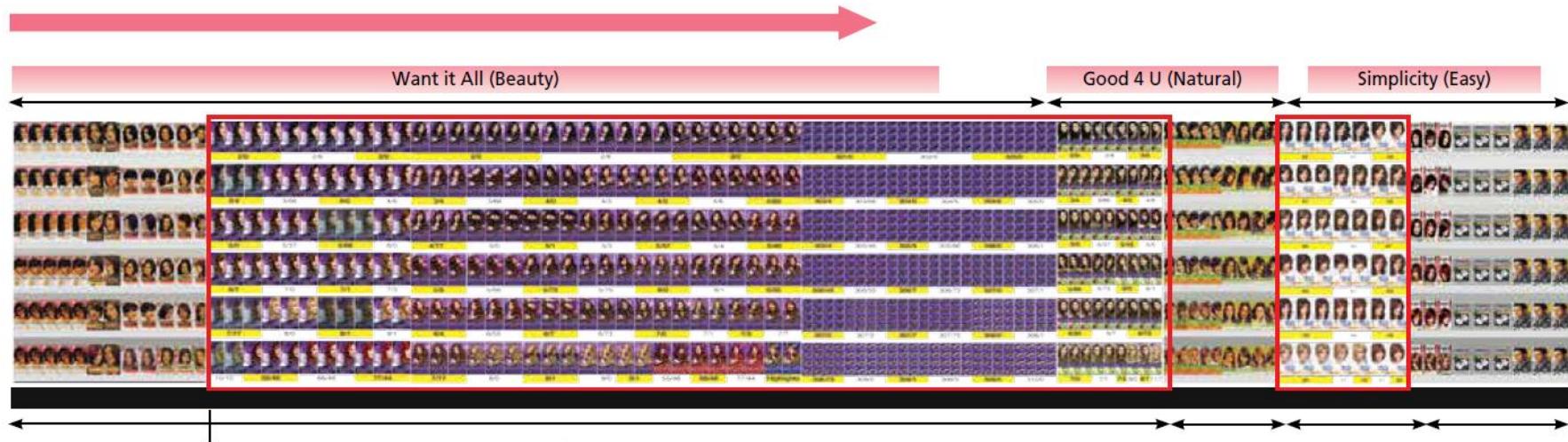


BACK



# Colorants – Planogram (Base)

*Layout in line consumer segments and price/value impression (High to low) within the category*



**L'Oréal House**  
Casting  
Recital  
Excellence Kit  
Excellence Mousse

**Koleston House**  
Koleston Foam  
Koleston Kits  
Koleston Maxi  
Koleston Naturals

**Garnier**  
GCN  
Nutrisse  
**Nice & Easy**

**Others**  
Perfect mousse Palette

**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK



# Colorants – Planogram (1/1+)

Koleston Foam

Koleston Kits

Koleston Maxi

Koleston  
NaturalsClairol  
Nice & Easy


Note: The above POG illustrates shelving following shade sequence. Minimum 1 facing per shade needs to be prioritized before multiplying facings for specific shades

NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

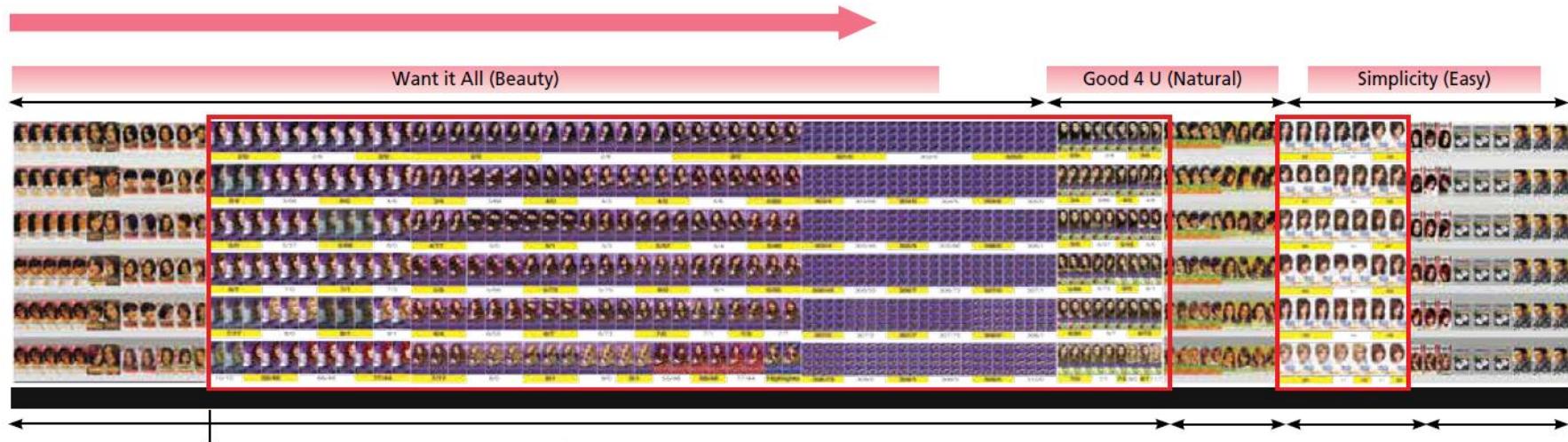


BACK



# Colorants – Planogram (1/1+)

*Layout in line consumer segments and price/value impression (High to low) within the category*



**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.



BACK



# Skin Care – Core Range (Base)

OLAY			
BOUTIQUE	VARIANT	SKU	SKU RANKING
Regenerist	Microsculpting cream	50ml	1
	Night Cream	50ml	2
	Day Cream	50ml	3
	UV lotion	75ml	4
	Eye Lifting Serum	15ml	5
	Wrinkle Relaxing Complex	50ml	6
	CC Cream Lightest Skin Tone	50ml	7
	CC Cream Medium Skin Tone	50ml	8
	Cleansing Device Kit		9
	Cleansing Refill Kit		10
	Cleanser	150ml	11
	Micsrosclupting cream with SPF 30	50ml	12
	Microsculpting serum	50ml	13
	Night Renewal Elixir	50ml	14
Total Effects	Day Cream	50ml	15
	Night Cream	50ml	16
	Eye Cream	15ml	17
	BB Cream TOF Fair	50ml	18
	BB Cream TOF Medium	50ml	19
	Concealer	15ml	20
	2 in 1 Moisturizer + Serum SPF 20	40ml	21
	CC Cream Fair SPF 15	50ml	22
	CC Cream Medium SPF 15	50ml	23
	Serum	50ml	24
	Sensitive Day Cream	50ml	25
	Face Wash	150ml	26
Total Effects	Cleansing Toner	200ml	27
	Cleansing Milk	200ml	28
	Day Cream	50ml	29
	Night Cream	50ml	30

OLAY			
BOUTIQUE	VARIANT	SKU	SKU RANKING
White Radiance	Day Cream	50g	31
	Night Cream	50g	32
	Intensive Fairness Cream	50g	33
	Face Wash	15g	34
	Intensive Fairness Serum	40ml	35
	Day Lotion	75ml	36
	UV Blocker SPF 50	50ml	37
	Eye Serum	15g	38
	Spot corrector	15g	39
	Day cream	50g	40
Natural White	Night cream	50g	41
	Day cream	100g	42
	Instant Glow	40 g	43
	Day Fluid	75ml	44
	Face Wash	100g	45
Complete (Yellow)	Day Cream	50ml	46
	Day Cream Sensitive	50ml	47
	Night Cream	50ml	48
	Beauty Fluid	200ml	49
Classic Care (Pink)	DoubleAction Day Cream	50g	50
	DoubleAction Night Cream	50g	51
	Beauty Fluid	100ml	52
	ActHydrating Gel	50ml	53
Daily Cleaners	Face wash	150ml	54
	Milk	200ml	55
	Toner	200ml	56
	Make up Remover	100ml	57
TOTAL NUMBER OF SKUS			57

BACK

## Skin Care – Core Range (1/1+)



OLAY			
BOUTIQUE	VARIANT	SKU	SKU RANKING
Regenerist	Microsculpting cream	50ml	1
	Night Cream	50ml	2
	Day Cream	50ml	3
	UV lotion	75ml	4
	Eye Lifting Serum	15ml	5
	Wrinkle Relaxing Complex	50ml	6
	CC Cream Lightest Skin Tone	50ml	7
	CC Cream Medium Skin Tone	50ml	8
	Cleansing Device Kit		9
	Cleansing Refill Kit		10
	Cleanser	150ml	11
	Micsrosclupting cream with SPF 30	50ml	12
	Microsculpting serum	50ml	13
	Night Renewal Elixir	50ml	14
Total Effects	Day Cream	50ml	15
	Night Cream	50ml	16
	Eye Cream	15ml	17
	BB Cream TOF Fair	50ml	18
	BB Cream TOF Medium	50ml	19
	Concealer	15ml	20
	2 in 1 Moisturizer + Serum SPF 20	40ml	21
	CC Cream Fair SPF 15	50ml	22
	CC Cream Medium SPF 15	50ml	23
	Serum	50ml	24
	Sensitive Day Cream	50ml	25
	Face Wash	150ml	26
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OLAY			
BOUTIQUE	VARIANT	SKU	SKU RANKING
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	Day Lotion	75ml	36
	UV Blocker SPF 50	50ml	37
	Eye Serum	15g	38
	Spot corrector	15g	39
	Day cream	50g	40
Natural White	Night cream	50g	41
	Day cream	100g	42
	Instant Glow	40 g	43
	Day Fluid	75ml	44
	Face Wash	100g	45
Complete (Yellow)	Day Cream	50ml	46
	Day Cream Sensitive	50ml	47
	Night Cream	50ml	48
	Beauty Fluid	200ml	49
Classic Care (Pink)	DoubleAction Day Cream	50g	50
	DoubleAction Night Cream	50g	51
	Beauty Fluid	100ml	52
	ActHydrating Gel	50ml	53
Daily Cleaners	Face wash	150ml	54
	Milk	200ml	55
	Toner	200ml	56
	Make up Remover	100ml	57
TOTAL NUMBER OF SKUS			57

BACK



# Skin Care – Planogram (Base)



***The maximum height of the Olay shelves should not exceed 170cm. All shelves above 170cm should be used for storage space or replicate the highest shelf within the planogram.***

**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK



# Skin Care – Planogram (1/1+)



***The maximum height of the Olay shelves should not exceed 170cm. All shelves above 170cm should be used for storage space or replicate the highest shelf within the planogram.***

**NOTE:** All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK



# Soaps – Core Range (Base)

CAMAY			
SEGMENT	VARIANT	SKU	SKU RANKING
BAR SOAP	Romantique	125gm	4
	Vintage	125gm	5
	Dejour	125gm	6
	Zerlina	125gm	7
	Romantique	175gm	1
	Vintage	175gm	2
	Zerlina	175gm	3
TOTAL NUMBER OF SKUs			7
SHOWER GEL	Romantique	250ml	1
	Vintage	250ml	2
	Dejour	250ml	3
	Zerlina	250ml	4
	Dynamique	250ml	5
	Beauty DLN	250ml	6
	TOTAL NUMBER OF SKUs		



Romantique+Vintage  
Zerlina 175g



Romantique+ Dejour  
Vintage+Zerlina 125g



Romantique Shower Gel



Vintage Shower Gel



Dejour Shower Gel



Zerlina Shower Gel



Dynamique Shower Gel



Beaute Shower Gel

NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

# Soaps – Core Range (1/1+)



CAMAY			
SEGMENT	VARIANT	SKU	SKU RANKING
BAR SOAP	Romantique	125gm	4
	Vintage	125gm	5
	Dejour	125gm	6
	Zerlina	125gm	7
	Romantique	175gm	1
	Vintage	175gm	2
	Zerlina	175gm	3
TOTAL NUMBER OF SKUs			7
SHOWER GEL	Romantique	250ml	1
	Vintage	250ml	2
	Dejour	250ml	3
	Zerlina	250ml	4
	Dynamique	250ml	5
	Beauty DLN	250ml	6
	TOTAL NUMBER OF SKUs		



Romantique+Vintage  
Zerlina 175g



Romantique+ Dejour  
Vintage+Zerlina 125g



Romantique Shower Gel



Vintage Shower Gel



Dejour Shower Gel



Zerlina Shower Gel



Dynamique Shower Gel



Beaute Shower Gel

NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK



# Soaps – Planogram (Base)

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SEGMENT	VARIANT	SKU	SKU RANKING
BAR SOAP	Romantique	125gm	4
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SHOWER GEL	Romantique	250ml	1
	Vintage	250ml	2
	Dejour	250ml	3
	Zerlina	250ml	4
	Dynamique	250ml	5
	Beauty DLN	250ml	6
	TOTAL NUMBER OF SKUs		



Romantique+Vintage  
Zerlina 175g



Romantique+ Dejour  
Vintage+Zerlina 125g



Romantique Shower Gel



Vintage Shower Gel



Dejour Shower Gel



Zerlina Shower Gel



Dynamique Shower Gel



Beaute Shower Gel

NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

# Soaps – Planogram (1/1+)



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SEGMENT	VARIANT	SKU	SKU RANKING
BAR SOAP	Romantique	125gm	4
	Vintage	125gm	5
	Dejour	125gm	6
	Zerlina	125gm	7
	Romantique	175gm	1
	Vintage	175gm	2
	Zerlina	175gm	3
TOTAL NUMBER OF SKUs			7
SHOWER GEL	Romantique	250ml	1
	Vintage	250ml	2
	Dejour	250ml	3
	Zerlina	250ml	4
	Dynamique	250ml	5
	Beauty DLN	250ml	6
	TOTAL NUMBER OF SKUs		



Romantique+Vintage  
Zerlina 175g



Romantique+ Dejour  
Vintage+Zerlina 125g



Romantique Shower Gel



Vintage Shower Gel



Dejour Shower Gel



Zerlina Shower Gel



Dynamique Shower Gel



Beaute Shower Gel

NOTE: All decisions related to pricing, promotions, merchandising, assortments and shelving are the sole discretion of the retailer.

BACK

# Diapers

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

# Fem Care

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

# Oral Care

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

# Male Grooming

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

# Female Grooming

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

BACK

# Colorants



## Core Range

Regular/Base

1/1+

## Planogram

Regular/Base

1/1+

BACK

# Soaps

**Core Range**

Regular/Base

1/1+

**Planogram**

Regular/Base

1/1+

 BACK

# Diapers – Core Range (Base)



 BACK

# Diapers – Core Range (1/1+)



 BACK

# Diapers – Planogram (Base)



 BACK

# Diapers – Planogram (1/1+)



 BACK

## Fem Care – Core Range (Base)

 BACK

# Fem Care – Core Range (1/1+)



 BACK

# Fem Care – Planogram (Base)



 BACK

# Fem Care – Planogram (1/1+)



 BACK

## Oral Care – Core Range (Base)



 BACK

# Oral Care – Core Range (1/1+)



 BACK

# Oral Care – Planogram (Base)



 BACK

# Oral Care – Planogram (1/1+)



 BACK

# Male Grooming – Core Range (Base)



 BACK

# Male Grooming – Core Range (1/1+)



 BACK

# Male Grooming – Planogram (Base)



 BACK

# Male Grooming – Planogram (1/1+)



 BACK

# Female Grooming – Core Range (Base)



 BACK

# Female Grooming – Core Range (1/1+)



 BACK

# Female Grooming – Planogram (Base)



 BACK

# Female Grooming – Planogram (1/1+)



 BACK

## Colorants – Core Range (Base)

 BACK

# Colorants – Core Range (1/1+)



 BACK

# Colorants – Planogram (Base)



 BACK

# Colorants – Planogram (1/1+)



 BACK

# Soaps – Core Range (Base)



 BACK

# Soaps – Core Range (1/1+)



 BACK

# Soaps – Planogram (Base)



 BACK

# Soaps – Planogram (1/1+)



 BACK

## HFS

