

**Brief information of new CP**

|   |   |
|---|---|
|   | <b>3<sup>rd</sup> Campaign</b><br><b>(from 5/16 to 7/31 -TBC)</b>   |
| <b>Products to sample<br/>(Brand –Product Name)</b> | <b>4 moisturizers from different brands</b><br><br>1. Predia – SPA et MER Blanc Confort (14mL bottle)<br>2. Awake – Daily Glow liquid hydrator (30mL bottle)<br>3. SEKKISEI CLEAR WELLNESS – Natural Drip (14mL bottle)<br>4. SEKKISEI CLEAR WELLNESS – Pure Conc (14mL bottle) |
| <b>Required Languages</b>                           | Japanese<br>English   |
| <b>Questions</b>                                    | 4 diagnostic questions<br>+ age & email   |
| <b>Requirements to receive sample</b>               | Add LINE friends + enter promo code (auto-reply)<br>Enter email   |
| <b>Keywords<br/>Promo Codes</b>                     | MKGINZA<br>NEWBIE   |

# UX flow for the 3<sup>rd</sup> campaign (starting from 5/16 -TBC)

\*Elements in red box need to be updated from the current UI design and logic.

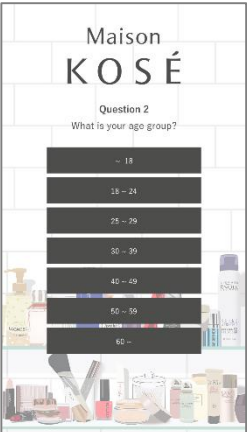
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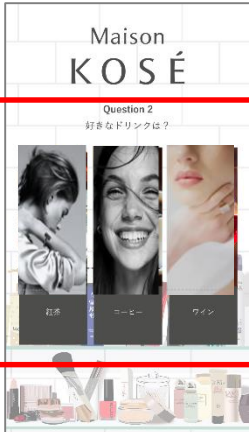
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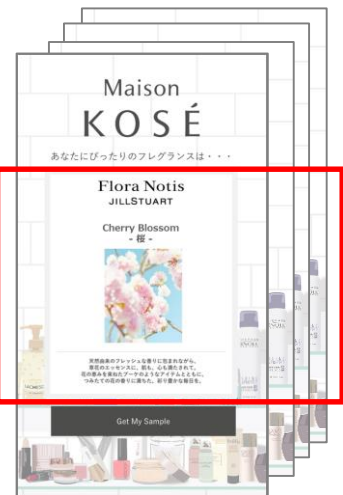
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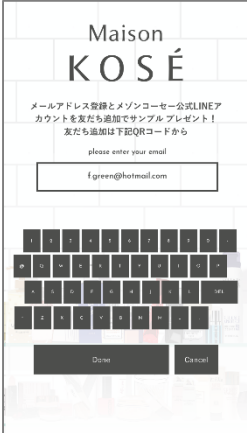
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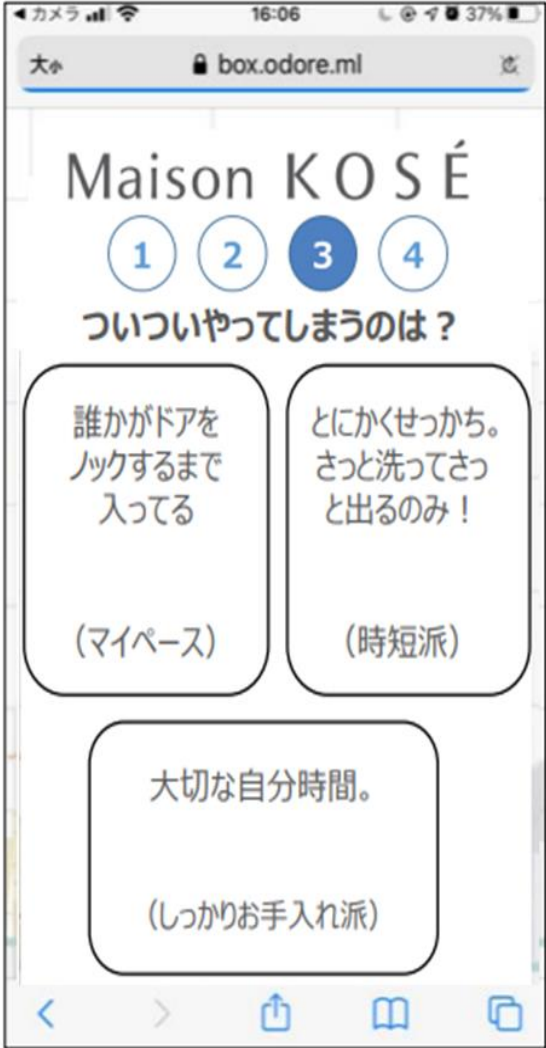
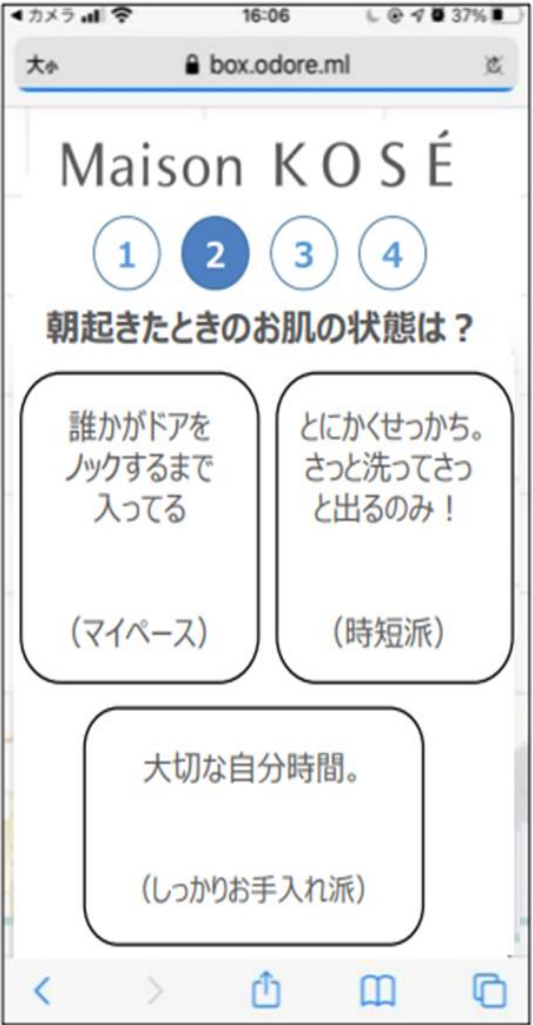
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Add LINE friends  
+ receive promo code

UI design rough images for Question #1-4

\*Would like to add progress bar/icons with #s showing how many questions are left. Like CLARINS'.



## UI design rough image for product recommendation



Brand logo




Product Name

Product Image

Description

# FYR: Products to sample



| Sample #1   | Sample #2   | Sample #3   | Sample #4   |
|---|---|---|---|
| <b>Predia<br/>SPA et MER Blanc Confort</b>  | <b>Awake<br/>Daily Glow liquid hydrator</b>   | <b>SEKKISEI CLEAR WELLNESS<br/>Natural Drip</b>   | <b>SEKKISEI CLEAR WELLNESS<br/>Pure Conc</b>  |
| Sample Dimension:<br>W110 x H90 x D25mm<br><i>*with card included</i>                                       | Sample Dimension<br>W90 x H110 x D30mm<br><i>*with card included</i>                                      | Sample Dimension<br>W110 x H90 x D25mm<br><i>*with card included</i>  | Sample Dimension<br>W110 x H90 x D25mm<br><i>*with card included</i>  |
|                            |                         |    |    |
| 170mL @ 3,960 JPY   | 120mL @ 3,520 JPY   | 200mL @ 3,960 JPY   | 200mL @ 3,740 JPY   |
| <b>Good for:</b><br>- Visible pores<br>- Dullness and uneven texture<br>- Acne and blemishes                | <b>Good for:</b><br>- Dryness<br>- Dullness<br>- Loss of Firmness and Elasticity                          | <b>Good for:</b><br>- Dryness<br>- Dullness<br>- Dark Circle  | <b>Good for:</b><br>- Sensitive skin<br>- Dryness<br>- Visible Pores  |
| <a href="https://maison.kose.co.jp/site/predia/g/gQLBC/">https://maison.kose.co.jp/site/predia/g/gQLBC/</a> | <a href="https://maison.kose.co.jp/site/awake/g/gERLM/">https://maison.kose.co.jp/site/awake/g/gERLM/</a> | <a href="https://maison.kose.co.jp/site/sekkiseiclearwellness/g/gMTWV/">https://maison.kose.co.jp/site/sekkiseiclearwellness/g/gMTWV/</a> | <a href="https://maison.kose.co.jp/site/sekkiseiclearwellness/g/gMTWX/">https://maison.kose.co.jp/site/sekkiseiclearwellness/g/gMTWX/</a> |