

# THE "REINVENTING BEAUTY" BREAKTHROUGHS TIMELINE

**2003**

CVS/pharmacy introduces **Healthy Skincare Centers**, located near the pharmacy, with a focus on the intersection of health and beauty

**MARCH**

CVS/pharmacy begins an exclusive partnership with **Lumene**, the first European skincare line available at mass

**JULY**

CVS/pharmacy launches an exclusive line of beauty accessories called **Essence of Beauty**



**2005**

**Beauty Advisors (BAs)** program begins. By the end of 2007, CVS/pharmacy will have over 1,000 **BAs** in over 750 stores

**APRIL**

#1 U.K. line **Boots** becomes available at CVS/pharmacy

**OCTOBER**

CVS/pharmacy introduces **skin effects™** by **Dr. Jeffrey Dover**, the first dermatologist-developed line available at a drugstore



**2007**

CVS/pharmacy rolls out **Reinventing Beauty**, changing the face of the beauty shopping experience

**JANUARY**

CVS/pharmacy introduces **BeFine**, the 1st exclusive natural brand to be sold at a drugstore

**ELLiN LAVAR Textures**, the celebrity hair care line for textured hair, launches exclusively in CVS/pharmacy stores

**APRIL**

**Boots** expands to over 500 CVS/pharmacy stores and CVS.com

**MAY**

CVS/pharmacy relaunches the **CVS/pharmacy Money-Back Beauty Guarantee**, covering all beauty categories.

**NOVEMBER**

CVS/pharmacy opens **FLAGSHIP** store on 42nd St. in New York City

**DECEMBER**

CVS/pharmacy launches **Skincare 24.7**

03

04

05

06

07

08

**2004**

CVS/pharmacy rolls out the **Life Format** concept in stores nationwide, improving ease and accessibility of shopping

**FEBRUARY**

CVS/pharmacy creates & launches the **Salon Center**, featuring exclusive nail brands such as Orly and Seche Vite

**MAY**

CVS/pharmacy introduces **Cristophe Beverly Hills** haircare line to its stores

**NOVEMBER**

CVS/pharmacy launches **Preventin**, an exclusive department store-quality facial skincare line



**2006**

**MARCH**

CVS/pharmacy launches the **Essence of Beauty** line of high-quality bath products

**NOVEMBER**

CVS/pharmacy opens its 300th **Healthy Skincare Center**

CVS/pharmacy exclusively launches **La Roche-Posay Anthelios**, the 1st new sunscreen approved by the FDA in 18 years

**2008**

**MORE EXCITING BEAUTY INNOVATIONS TO COME!**

