



YOU ARE INVITED TO THE MOST COMPREHENSIVE BEAUTY DESTINATION ANYWHERE...

**CVS/pharmacy**  
**reinventing** beauty™

What does it mean to reinvent beauty? For years, America's largest retail pharmacy, CVS/pharmacy, has been innovating in beauty retail—and has differentiated itself by providing exceptional beauty brands and products, service and value.

**CVS/pharmacy is going beyond just selling beauty  
to reinventing the way women experience beauty.**

We stay one step ahead by getting to know our customers' wants and needs, and we provide true beauty service in stores. Most of all, women look to CVS/pharmacy for one-stop beauty shopping—for everything from high-performance skincare exclusives to seasonal color trends to salon-quality hair care.

Take a look at the following timeline to see how we've pioneered in beauty retailing for the past five years...

**CVS/pharmacy**®

## BEAUTY REINVENTED

WHAT SETS APART BEAUTY AT CVS/pharmacy?



### TOP-SELLING LUXURY BEAUTY BRANDS

We give our customers access to leading brands around the world. Not only do we offer our customers access to leading European skincare brands like **Boots**, **Vichy** and **La Roche-Posay**, we also provide our customers with first-to-market innovations like **skin effects™ by Dr. Jeffrey Dover**, the first dermatologist-backed brand available at the drugstore, created in partnership with CVS/pharmacy. In 2008, we will introduce another beauty first: **24.7 Skincare**, a revolutionary skincare collection with an advanced instant wrinkle-fighting ingredient, formerly available only through department and specialty stores. Now for the first time, CVS/pharmacy brings a prestige-quality skincare line to stores across the country.

EAU THERMALE  
**Avène**



LA ROCHE-POSAY  
LABORATOIRE PHARMACEUTIQUE

LUMENE®  
*The Secret of Natural Beauty*

CRISTOPHE™  
Beverly Hills

ELLiN LAVAR  
TEXTURES

LIERAC  
PARIS

skin effects™  
by Dr. Jeffrey Dover

### RISK-FREE BEAUTY VALUE

Through our in-store promotions, complimentary sampling and gift-with-purchase programs, we provide our customers with prestige service plus the CVS Beauty Guarantee, which offers *100% money back on all things beauty*, whatever the reason.

the beauty  
**GUARANTEE**  
100% money back.\*

### INTRODUCING 24.7 SKINCARE™

Recognizing a drugstore need for effective, anti-aging skincare with fast-acting, visible results, CVS/pharmacy forged a unique partnership with 24.7 Skincare™ to develop a revolutionary collection of high-tech skincare products, available exclusively at CVS/pharmacy. The 24.7 Skincare line incorporates a proprietary and complex derivative of the award-winning, patent-pending Rapid Anti-Aging Technology, featuring GABA (Gamma Aminobutyric Acid). **CVS/pharmacy introduces 24.7 Skincare in December 2007, offering women everywhere immediate anti-aging results at an accessible price point.**



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### SHOPPING BEAUTY WITH EASE

CVS/pharmacy pioneered and implemented the Life Format, which revamped our aisles to better suit the needs of an average-height woman (5'4") by lowering the shelves to 5'0", enabling the customer to navigate the store easily, saving her time and enhancing her experience. We also added back-lit shelves for better visibility and a more upscale feel to the beauty environment.



### REVOLUTIONARY STORE DESIGN IN NEW MANHATTAN FLAGSHIP STORE

Our dedication to meeting customers' needs is exemplified with the opening of the **CVS/pharmacy in Manhattan (42nd Street and 3rd Avenue)**. The store boasts a new design and layout with wider aisles, better lighting and our best-in-show of beauty! The new store is the best in drugstore beauty in New York City—and with added features like grocery-style checkout counters, customers can save time while enjoying their shopping experience—even if only for a New York minute.

### AN EDITED COLLECTION OF BEAUTY OFFERINGS

To help her find what she needs quickly, we offer an edited collection of beauty items to help her save time. We know she's a busy woman on the go, so we spend the time figuring out the ideal mix for her beauty needs.

**CVS/pharmacy**<sup>®</sup>

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WHAT SETS APART BEAUTY AT CVS/pharmacy?



### WHERE HEALTH AND BEAUTY INTERSECT

Because of our heritage in pharmacy, we are uniquely able to combine our best assets — health and beauty — to create **Healthy Skincare Centers**, which offer an array of dermatologist-supported and clinically tested skincare lines. There are now more than 550 centers staffed by well-trained Beauty Advisors. Most products in CVS/pharmacy's Healthy Skincare Centers are backed by studies published in medical journals and presented to the American Academy of Dermatologists (AAD) as doctor-recommended skincare solutions. Brands featured in the Healthy Skincare Centers include **Vichy, La Roche-Posay, Avène, Lumene** and **Lierac**.

### SERVICE AND EXPERTISE

**Beauty Advisors** in our Healthy Skincare Centers are trained to help women diagnose their skin's physiology and condition. The Beauty Advisors' extensive and ongoing training across all brands allows them to offer unbiased product advice and service to all our customers.

We now have 1,000 Beauty Advisors in more than 750 stores, supporting all of the beauty brands we carry, so that customers have the assurance that they're receiving the best product guidance for their needs—guidance not limited by brand expertise.

