

Savvy Shopper

It's A Beauty-full Thing!

(NAPSA)—Some of the best things in life are free—especially if you are eager to sample the newest colors and skincare products before you buy.

While “gift with purchase” promotions have been around for more than 35 years, what has changed over time is what goes into the gift. Traditional sampling programs have been beefed up and gifts enhanced during certain promotional times of the year, to offer a tremendous value to the customer. The programs offer a chance to try the latest and greatest cosmetics in deluxe samples.

Jackie Kelly, Executive Director, Global Strategic Planning of Gift with Purchase at Clinique, explains the process. “The Gift with Purchase program is designed almost 18 months in advance of it appearing on counter. We follow the latest fashion and accessory trends for the upcoming seasons, and then custom design our GWP contents and packaging based on this information. We know our customers love a great bag, so we always try to create a special package to hold the samples—one that the customer can re-use over and over again.”

“Another thing that is important to Clinique is to give our customers a special preview of new colors and skincare products so they can stay up-to-date with the brand, and give new products a try, on us. In addition, each Clinique gift also offers exclusive items found only during GWP,



To earn a sampling of new and classic beauty products, visit your cosmetics counter at the right time.

plus the best selling products that made us famous!” explains Kelly.

While Gift with Purchase, by its name, infers you must make a purchase, the entry point for a GWP is much lower than you might think. For less than \$20, you can buy and try. Another savvy shopper tip? Try more than one retailer. Oftentimes, even the same brand will do different promotions at different stores, so you can create quite a bevy of beauty products for small change. When you hear about a GWP, act fast—GWPs often last for only two weeks. And if you want to take it one step further, get to know the salespersons behind the counter. Their job is to keep their customers informed of events and promotions. So, make a new friend, and reap the rewards. And the best part? You’ll look better for doing it.