



Health & Beauty (HBA) LED Merchandising Look Book

LIGHTING FOR **IMPACT**





With today's omnichannel health and beauty shopper, it's all about the *experience*...

The best approach to attract attention and enhance shopping for health and beauty items in your stores is to make the experience more enjoyable and memorable. Enhancing the in-store HBA shopping experience is key. But how? A bright idea is to leverage the power of LED lighting. It's proven consumers report a better shopping experience when LED lighting is added. So much so, that research shared by Luxreview Magazine states consumers select twice as many items from shelving with integrated lighting — than those with none.

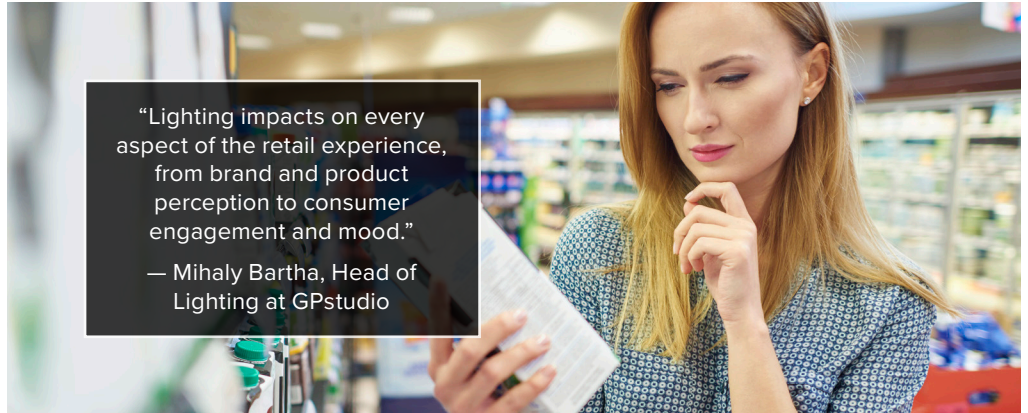
There's no easier or more affordable way to upgrade your health and beauty merchandising — and add that “wow” factor — than by adding LED lighting.



BEFORE



AFTER



“Lighting impacts on every aspect of the retail experience, from brand and product perception to consumer engagement and mood.”
— Mihaly Bartha, Head of Lighting at GPstudio



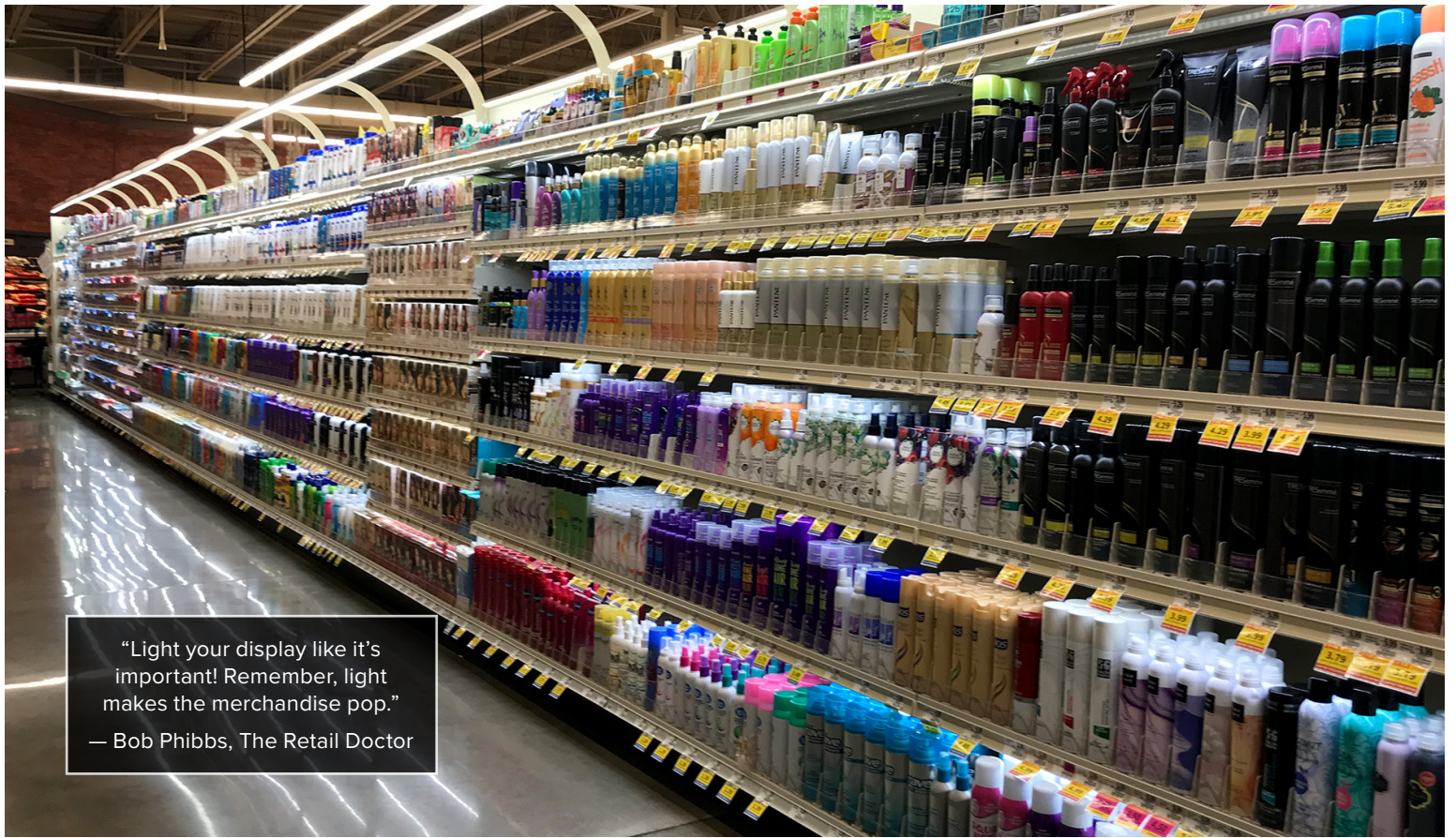
“Lighting should be a top priority in store design to enhance the retail environment and highlight products. Because lighting can single-handedly influence the mood of the shopping environment, retailers must understand how they can use lighting to shape their customer experience.”

— Ron Lutz, EVP & CCO, Miller Zell



“Retail lighting is all about the psychology and sociology of lighting design, and if it’s done well, a retailer will be able to see this in their bottom line.”

— Paul Nulty, Lighting Designer, Founder of Nulty



“Light your display like it’s important! Remember, light makes the merchandise pop.”
— Bob Phibbs, The Retail Doctor







“Imagine if you found the right product or technology to help you modernize how your store looks and improve your customer experience; that could help you in how well you do your visual merchandising — and eventually your sales.”

— Leonardo Novella
(via *Visual Retailing*)



“We worked with Lighting for Impact to design an LED merchandising solution for our new store’s HBA department. The LED undershelf lighting makes the department feel light and bright – making it more inviting for our shoppers to browse and shop. The LED header panels highlight category location enabling shoppers to easily navigate to categories on their lists. Lighting for Impact was a great partner to Big Y helping us through selecting the right LED components to helping us install at the store. We couldn’t be happier with the results!”

— Lori Bryant, Project Manager of Store Planning, Big Y





WHITER TEETH

USE TOGETHER FOR WHITER TEETH IN 1 DAY*



*With Colgate® Optic White™ Toothpaste, Mouthwash, and Toothbrush + Whitening Pen, Use as directed. Use mouthwash prior to Optic White™ Whitening Pen. For best results, combine routine as directed.
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BUY MORE and SAVE!
NO Membership Fee
LIMIT 4
FINAL COST: 3/8.99
UNIT PRICE: 8.59
NEW UNIT: 1.78

Price Plus Club
LIMIT 4 PER VARIETY
YOU SAVE .50
FINAL COST 1.49



COLD OW WHIP/PTIP
UNIT PRICE PER POUND: 16.50
YOU PAY 3.59
Always Fresh... Always For Less!
CLUB Savings!
BUY MORE and SAVE!
LIMIT 4
FINAL COST: 3/8.99
UNIT PRICE: 14.11
NEW UNIT: 1.78

Colgate Optic White Express
YOU PAY 2.29
YOU SAVE \$2.11
SAY NO TO HUNGER FOR YOU!
Partners In Caring

YOU PAY 5.49
UNIT PRICE: 1.12
NEW PRICE: 1.30

WHITER TEETH





MAYBELLINE
NEW YORK

MAYBELLINE
NEW YORK

AREDO

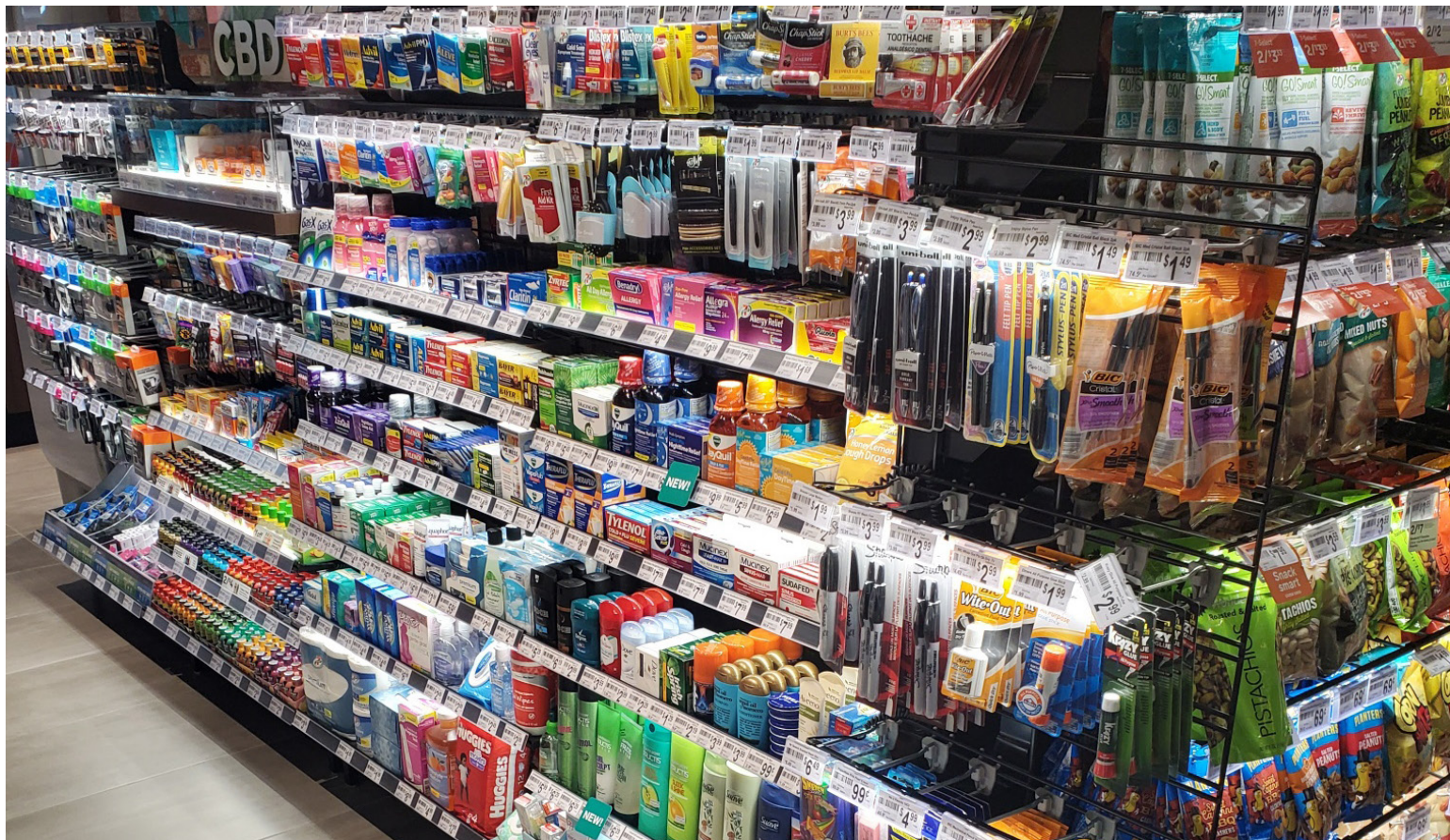
BROW



“Lighting is important in any retail shop, but it’s particularly critical in tight quarters. If a corner of your store is not well lit, that square footage is as good as lost.”

— Libby Langdon, Interior Designer







“Lighting for Impact’s solutions were an easy and affordable way to transform center store. The LED lighting instantly changes the look of our merchandising and makes it easier for our shoppers to find items they love to buy.”

— Andy Knoblauch, SVP Sales and Marketing, Coborn’s

Skin Care







Simple. Affordable. Dramatic. Effective.

There's never a good reason to delay success... Now's the perfect time to integrate LED lighting into your liquor and wine displays. Contact us to request a quote, or to discuss your merchandising projects today!

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