



# Health & Beauty (HBA) Display Lighting 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 in your stores is to make the experience more enjoyable and memorable. Elevating the in-store HBA shopping experience is key. But how? Leveraging the power of LED lighting is a bright idea. Shoppers report a better shopping experience when LED lighting is added. So much so, that research shared by Luxreview states consumers select twice as many items from shelving with integrated lighting — than those with none.

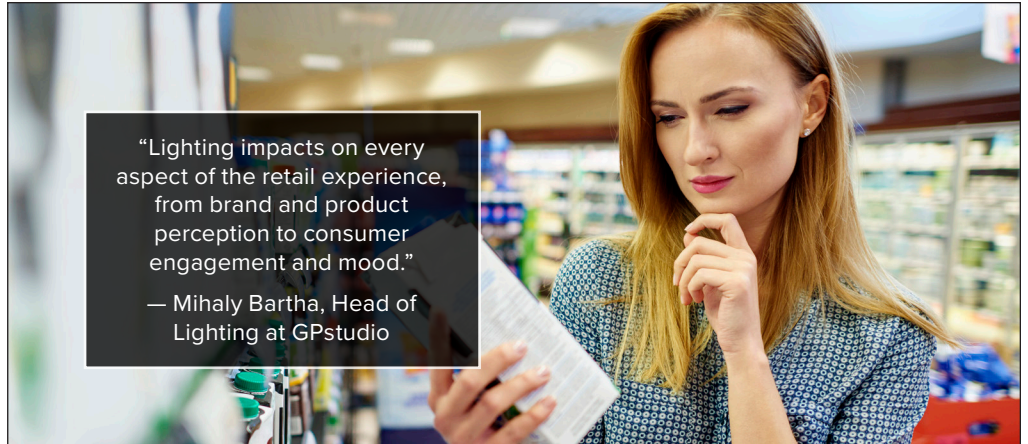
There's no easier or more affordable way to upgrade your health and beauty merchandising — and add that effective “wow” factor — than by adding LED lighting.



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

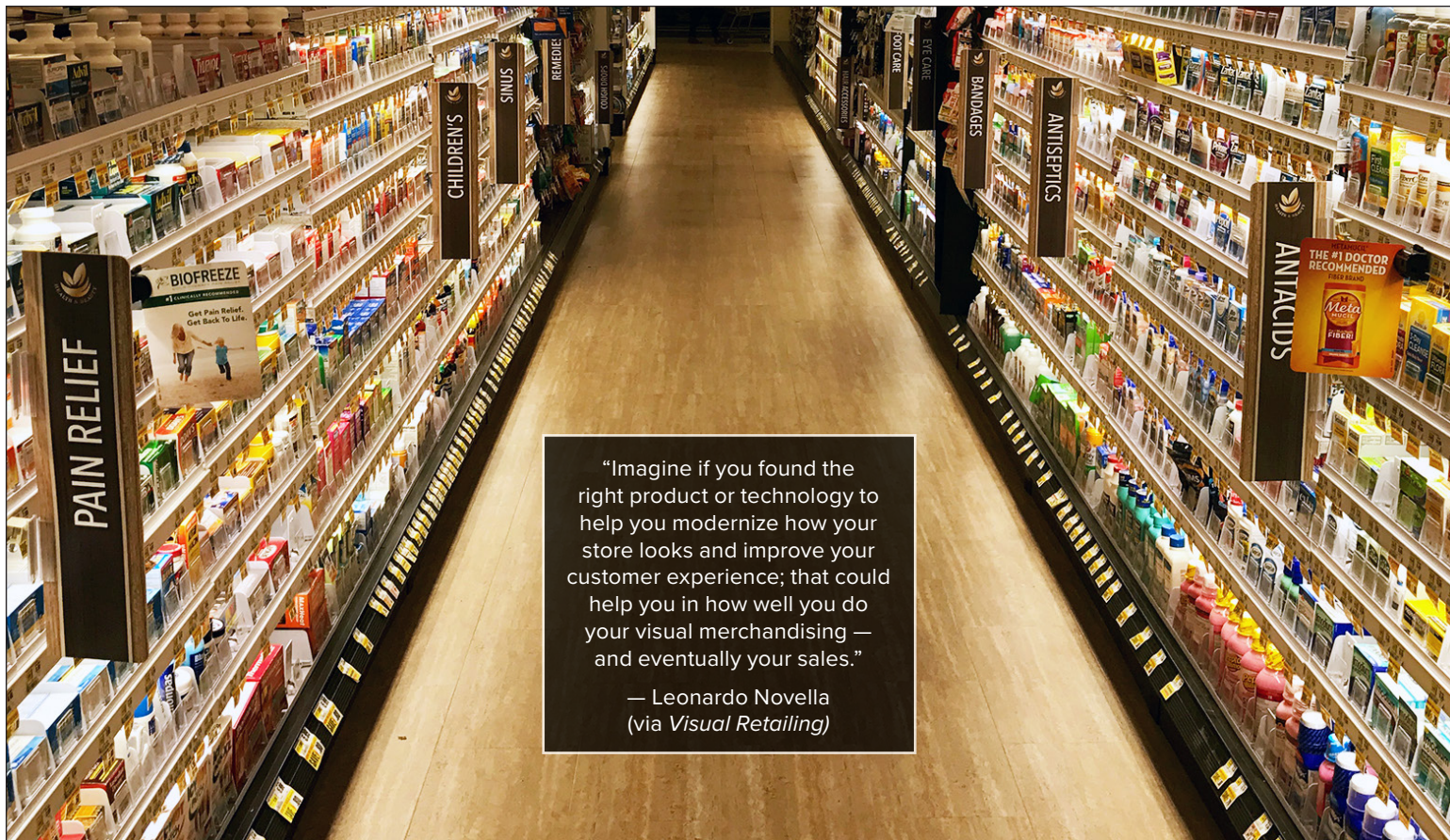












“Imagine if you found the right product or technology to help you modernize how your store looks and improve your customer experience; that could help you in how well you do your visual merchandising — and eventually your sales.”

— 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















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

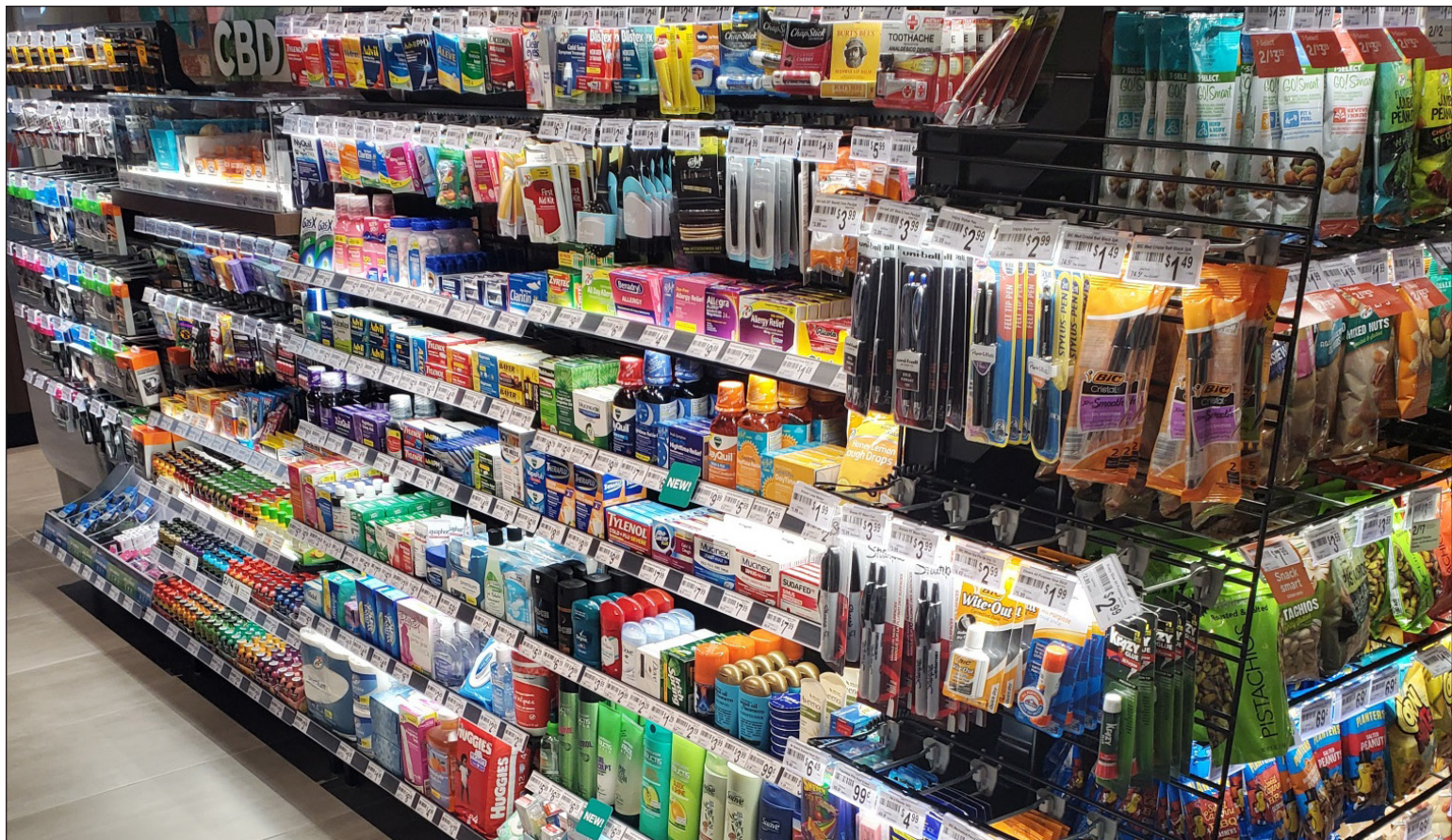
















“Lighting for Impact’s solutions were an easy and affordable way to transform center store. The LED lighting instantly changes the look of our merchandising and makes it easier for our shoppers to find items they love to buy.”

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



# Skin Care









# The Six Lighting for Impact Advantages

With more than 30 years serving the retail industry, we're experts in designing and implementing LED lighting solutions. We're passionate about innovating and offering top-quality products designed to elevate the shopper experience and store environment. Our team consists of both merchandising and engineering pros to help you from start to finish in-store. We'll do it all for you!



## Custom Design Consultations

Tell us your vision and we'll do the design layout for you. Layouts feature LED options — including type, intensity, and color recommendations.



## Quick Customized Quotes

Quote turnaround time is within an industry-leading 2-3 days. Your quote requests can be sent as pictures, engineering drawings, calls, floor plans.



## Value Engineered LED Systems

We design to maximize output while minimizing components. Our approach adds value and lowers overall costs.



## In-Stock Inventory

Our large on-hand inventory is ready to ship — offering a wide range of components to meet your needs without the wait.



## Fast Delivery

We offer an industry leading 2-week lead time on most orders, and expedited processing is available upon request.



## Expert Installation

Our national network of reliable installation professionals have you covered — managing the in-store installation process start to finish.





Affordable. Simple. Dramatic. Effective.

There's never a good reason to delay success... Now's the perfect time to integrate our easy-to-install LED lighting into your store's HBA displays. Contact us to request a quote or discuss your projects today!



Scan to download our LED Merchandising Solutions catalog.

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