



# Nutrimetics: Holiday Beauty Surprises Christmas Brochure

**Nutrimetics** is an Australian and New Zealand beauty brand specializing in the sale of natural, cruelty-free skincare and body care products. Nutrimetics created and distributed a catalogue through a successful direct mail campaign designed to target their wide network of consultants and the consultants home shoppers during the Christmas season.

## Objective:

Nutrimetics aimed to increase sales by encouraging their 50,000 Consultants to build their company, using the catalogue to act as a 'luxurious' Christmas shop front for their 300,000 front-end consumers, and as a result boost company revenue. >>

The brochure campaign exceeded the company's initial targets, achieving a 5% increase in retail sales from the year prior and delivering 3x the sales of regular monthly brochures.



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**NEW glow & go shimmer**

All dazzled up and everywhere to go? This instant makeover kit comes with a trio of limited edition colours that light up your eyes, cheeks and lips. Choose the soft blush and highlighter in one for instant glow, sublime liquid sparkle for eyes and lustrous, glass-like shine for lips.

**STAFF PICK**

*My daughter will go crazy for this trio! I love that it's an all in one set and it's so easy to apply for special occasions. There's no mess, just a beautiful shimmer and an instant glow.*

Jay, Finance

**LIMITED EDITION SHADES**

Create a full glimmering party look in just 5 minutes.

- ✓ Universal lustrous shades
- ✓ Fast application on eyes, lips and cheeks
- ✓ Highly pigmented textures
- ✓ Ultra-radiant hues

**Get the look**

*Clementine wears...*

**LIPS:**  
NEW NC Glow Comfort Shine Lipstick  
Coral Sand (14704)

**EYES:**  
NEW NC Glow Fall Liquid Eyeshadow  
Rose Champagne (13732)

**CHEEKS:**  
NEW NC Glow Radiant Marble Blush (12381)

**NEW Glow Collection**  
**\$105 RRP SET CODE (156836)**

Includes:  
For a lit-from-within, strobe light effect  
1 x NEW NC Glow Radiant Marble Blush 9g  
PLUS your choice of:  
For eyes that catch the Christmas light  
1 x NEW NC Glow Fall Liquid Eyeshadow 4.5ml  
For wet shine, glossy lips  
1 x NEW NC Glow Comfort Shine Lipstick 2.1g  
(see shade selection on p8 & 9)

**ALL 3 FOR 40% OFF \$62.90**

\*Small Gift Box measures: 14.5cm (W) x 20cm (H) x 6.5cm (D)

**Light up your skin**

**Make eyes metallic**

**Make lips glow**

Includes Small Gift Box\*

10

11

**YouTube** Watch tutorial on Nutrimetics Australia & New Zealand YouTube channel.

## Method:

Nutrimetics catered their content to a variety of incomes; providing a range of both low and high-budget gift inspiration in the catalogue. Nutrimetics considered their customer shopping styles when customising the brochure pages, and ordered their content accordingly. Value driver 'stocking filler' offers were placed in the front section, followed by a centre

pull-out section with the best value offers and a free gift with purchase incentive to increase sales of their higher-priced skincare sets. COVID restrictions limited model photography, necessitating Nutrimetics to improve their creative execution styling- pairing pastel pink decorations with hand crafted paper cut-outs for a soft and subtle aesthetic.

## Results:

The brochure campaign exceeded the company's initial targets, achieving a 5% increase in retail sales from the year prior and delivering 3x the sales of regular monthly brochures. Nutrimetics also received positive feedback from its consultants directly and from customers via social media. ●