

DIRECT RETAIL PLANOGRAMS

Q1 2024 UPDATE

C1 - Internal use

shu uemura
art of hair

1  **Ashita Supreme**
Dry, dull hair

2  **Ultimate Reset**
Very damaged hair

3  **Colour Lustre**
Colour-treated hair

4  **Essence Absolu**
Hair needing nourishment + protection

5  **Yubi Blonde**
Bleached/highlighted hair

6  **Urban moisture**
Dry Hair







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Dry Hair







C1 - Internal use

Shu Uemura Recommended Order

2 Shelf

shu uemura
art of hair



Top Shelf

Ashita Supreme Intense Revitalization Shampoo
Ashita Supreme Intense Revitalization Conditioner
Ashita Supreme Intense Revitalization Masque
Ashita Supreme Intense Revitalization Serum
Ultimate Reset Shampoo
Ultimate Reset Conditioner 2
Ultimate Reset Masque
Ultimate Reset Serum
Anti-Brass Purple Shampoo
Anti-Brass Purple Conditioner
Anti-Brass Purple Mask
Colour Lustre Shampoo
Colour Lustre Conditioner 2
Colour Lustre Masque

Bottom Shelf

Camellia Oil-In Cream
Essence Absolue Oil
Essence Absolue Oil
Urban Moisture Shampoo
Urban Moisture Conditioner
Urban Moisture Masque
Silk Bloom Shampoo
Silk Bloom Conditioner
Silk Bloom Masque
Izumi Tonic Shampoo
Izumi Tonic Conditioner
Izumi Tonic Mask
Kumo Hold Finishing Hair Spray
Kaze Wave Curl Mousse
Awa Volume Mousse

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Shu Uemura Recommended Order

4 Shelf



Top Shelf

Ashita Supreme Intense Revitalization Shampoo
Ashita Supreme Intense Revitalization Conditioner
Ashita Supreme Intense Revitalization Scrub
Ashita Supreme Intense Revitalization Treatment

Ashita Supreme Intense Revitalization Serum
Essence Absolue Oil
Essence Absolue Oil Overnight Serum
Camellia Oil-In Cream

Essence Absolue Masque
Essence Absolue Universal Balm
Izumi Tonic

Middle-Top Shelf

Colour Lustre Shampoo
Colour Lustre Conditioner 2
Colour Lustre Masque

Anti-Brass Purple Shampoo
Anti-Brass Purple Conditioner
Anti-Brass Purple Mask

Muroto Volume Shampoo
Muroto Volume Conditioner
Muroto Volume Masque
Muroto Volume Mist

Middle-Bottom Shelf

Ultimate Reset Shampoo
Ultimate Reset Conditioner 2
Ultimate Reset Masque
Ultimate Reset Serum

Urban Moisture Shampoo
Urban Moisture Conditioner
Urban Moisture Masque

Silk Bloom Shampoo
Silk Bloom Conditioner
Silk Bloom Masque

Bottom Shelf

Cleansing Oil Shampoo
Anti-Oil Cleanser Shampoo
Anti-Dandruff Cleanser Shampoo

Kumo Hold Finishing Hair Spray
Kaze Wave- Curl Defining Mousse
Awa Volume Mousse
Shiki Worker

Umuo Hold
Uzu Cotton
Ishi Sculpt

C1 - Internal use

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Shu Uemura Recommended Order

4 Shelf with Steampod



Top Shelf

Ashita Supreme Intense Revitalization Shampoo
Ashita Supreme Intense Revitalization Conditioner
Ashita Supreme Intense Revitalization Scrub
Ashita Supreme Intense Revitalization Mask

Ashita Supreme Intense Revitalization Serum
Essence Absolue Oil
Essence Absolue Oil
Essence Absolue Overnight Serum

Essence Absolue Cream
Essence Absolue Masque
Essence Absolue Universal Balm
Izumi Tonic Water

Middle-Top Shelf

Colour Lustre Shampoo
Colour Lustre Conditioner 2
Colour Lustre Masque
Anti-Brass Purple Shampoo

Anti-Brass Purple Conditioner
Anti-Brass Purple Mask
Muroto Volume Shampoo
Muroto Volume Conditioner
Muroto Volume Masque

Ultimate Reset Shampoo
Ultimate Reset Conditioner 2
Ultimate Reset Masque
Ultimate Reset Serum

Middle-Bottom Shelf

Urban Moisture Shampoo
Urban Moisture Conditioner
Urban Moisture Masque

Silk Bloom Shampoo
Silk Bloom Conditioner
Silk Bloom Masque

L'Oréal Professional
Steampod 3.0 Steam Hair
Straightener & Styling Tool

Bottom Shelf

Cleansing Oil Shampoo
Anti-Oil Cleanser Shampoo
Anti-Dandruff Cleanser Shampoo

Kumo Hold Finishing Hair Spray x6
Kaze Wave- Curl Defining Mousse x6
Awa Volume Mousse x6
Shiki Worker

Umuo Hold
Uzu Cotton
Ishi Sculpt

C1 - Internal use

shu uemura
art of hair

Shu Uemura Recommended Order

5 Shelf with Steampod



Top Shelf

Ashita Supreme Intense Revitalization Shampoo
Ashita Supreme Intense Revitalization Conditioner
Ashita Supreme Intense Revitalization Scrub
Ashita Supreme Intense Revitalization Treatment
Ashita Supreme Intense Revitalization Serum

Essence Absolue Oil
Essence Absolue Oil
Essence Absolue Overnight Serum
Essence Absolue Cream
Essence Absolue Nourishing Illuminating Treatment

Essence Absolue Universal Balm
Izumi Tonic Water

Second-Top Shelf

Colour Lustre Shampoo
Colour Lustre Conditioner 2
Colour Lustre Masque

Anti-Brass Purple Shampoo
Anti-Brass Purple Conditioner
Anti-Brass Purple Mask

Muroto Volume Shampoo
Muroto Volume Conditioner
Muroto Volume Masque
Muroto Volume Mist

Middle Shelf

Ultimate Reset Shampoo
Ultimate Reset Conditioner 2
Ultimate Reset Masque
Ultimate Reset Double Serum

Urban Moisture Shampoo
Urban Moisture Conditioner
Urban Moisture Masque

Second-Bottom Shelf

Silk Bloom Shampoo
Silk Bloom Conditioner
Silk Bloom Masque

L'Oréal Professional Steampod 3.0
Steam Hair Straightener & Styling Tool

Bottom Shelf

Cleansing Oil Shampoo
Anti-Oil Cleanser Shampoo
Anti-Dandruff Cleanser Shampoo
Kumo Hold Finishing Hair Spray

Awa Volume Mousse
Kaze Wave- Curl Defining Mousse
Shiki Worker

Tsuki Shape- Heat Activated Blow Dry Spray
Umou Hold- Strong Hold Cream
Nendo Definer- Matte Clay
Uzo Cotton- Wave Defining Cream

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