



BENCHMARK®

GLOW
SKINCARE

Healthy Skin
Starts Here

7-SECOND AUDIT

Health & Beauty

Shoppability Field Guide

Slide through to real-world insights. →



7-SECOND AUDIT

What do you see first?

Does it make you want to stop?

Beauty aisles are dense with color, claims and packaging.

A strong display creates one clear focal point, then makes the next step easy to understand.

FIRST SIGHTLINE

HERO PRODUCT





7-SECOND AUDIT

Can you find it?

How quickly can shoppers reach the right product?

Shoppers may be looking for a specific concern, shade, category or routine.

Navigation should make the right section obvious without requiring a full shelf search.

CATEGORY SIGNAGE

SHOP BY NEED





7-SECOND AUDIT

Which one?

Can shoppers compare their options?

Shade, formula, finish, ingredients, size and price can all influence the decision.

The display should make the most important differences easy to compare.





7-SECOND AUDIT

Does it work together?

Can shoppers build the full routine?

Health and beauty purchases often happen as a regimen, not a single item.

Displays should make complementary products and usage order easy to understand.





7-SECOND AUDIT

Can you try it?

Does the display build confidence?

Testers, swatches, samples and demonstrations can reduce uncertainty.

The interaction should feel easy, clean and clearly connected to the product being considered.

TESTERS

SWATCHES





7-SECOND AUDIT

What's next?

Does the display keep shoppers moving?

Once interest is created, the next action should be obvious.

Compare shades, scan for details, explore the routine or connect with an associate.

SCAN FOR MORE

SCAN FOR MORE
Ingredients, reviews and tips

FIND YOUR SHADE

FIND YOUR SHADE
Try our shade finder

ACCESSORIES

Beauty
Consultant
Available





7-SECOND AUDIT

Ready to buy?

Does the display remove the last bit of uncertainty?

The final decision should feel simple.

Price, availability, product size and take-home options should be clear before the shopper reaches checkout.

TAKE HOME TODAY



SAVE + SHARE WITH YOUR RETAIL TEAM

7 SECONDS 7 QUESTIONS

Take this on your next store walk.

Use it to pressure-test whether your displays help shoppers:

- Find.
- Understand.
- Compare.
- Interact.
- Decide.

Retail Display Field Guides