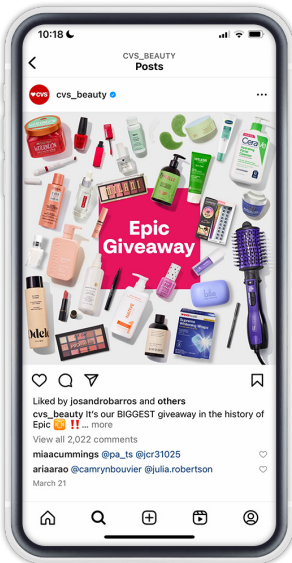


Consumer Moment

Stand out as consumers stock up during our spring and fall Epic Beauty Sale™ Events

Beauty & Personal Care shoppers choose CVS Pharmacy® as they transition into new spring & fall routines. CMX™ unlocks your access to millions of these ExtraCare® members during pivotal seasons when we know they're shopping your categories.



EpicBeautySale™

Our spring and fall events generate excitement, and YoY growth!*



Nearly 40% of all front store trips included Epic Beauty products



Re-engaged and attracted new shoppers



Increased basket size

YTD
Category Sales Growth
vs. 2022**

+5%
Beauty Care

+3%
Personal Care



77%

of ExtraCare members purchase **Beauty** or **Personal Care** Categories***

Sources: *CVS Internal Data Epic Beauty Events 2022 & 2023. **CVS Internal Data 1/1/23–11/11/2023 vs. same timeframe 2022. ***CVS Internal Data 2023. Not a guarantee of campaign performance.

With CMX, your brand is sure to stand out this spring and fall. Here are a few recommendations to ensure your brand resonates with high-intent consumers:

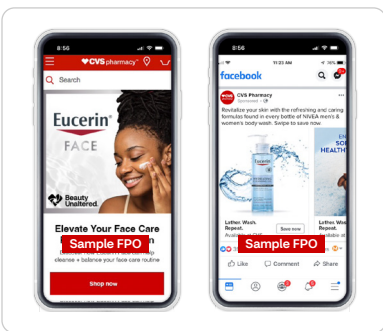


Educate consumers on the efficacy and functionality of your products.

Online video and Connected TV (CTV) are highly recommended visual opportunities to showcase how your products address your consumers' needs and wants.

51% of skin care users in the U.S.

say that a product with proven efficacy is important when shopping for skin care.¹



Align creative to your promotional strategy.

Highlight promotional offers to key audiences at scale with Dynamic Creative Optimization (DCO) automatic messaging swaps.

23% of CVS Pharmacy shoppers are using more discounts.²



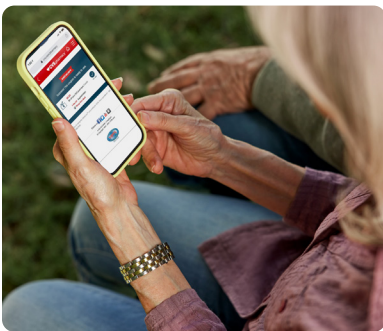
Show up appropriately for your audience.



Millennials and Gen Z are motivated by Beauty Unaltered – a CVS Pharmacy pledge to promote transparency in beauty imagery. Leverage your lifestyle imagery to win with these consumers.

25% of Gen Z consumers

feel like they're not represented in beauty ads.³



Connect with your audience where they shop.

Partnering with CMX gives brands the power to reach consumers in-store, on CVS.com® and other places online.

Beauty shopping on CVS.com is up 28% YoY with consumers ages 36-54.*

Sources: ¹Mintel. A year of innovation in facial skincare. Mintel.com, 2023. ²CVS Bi-Annual Loyalty Tracking Study Q2 2023. Surveyed general population. ³Josh Howarth. 6 Beauty Industry Trends (2023 & 2024). ExplodingTopics.com, 2023 ^{*}CVS Beauty Brands Tracking Q1 2023.

Don't miss this unique opportunity — book your campaign today.