

## Key

- ① Hover over logo to reveal ‘about’ blurb. See page 5
- ② Clicking on this sends the user to the log in page
- ③ Clicking on this causes the shopping bag to slide out. See page 7 for details.
- ④ Clicking on this takes the user to a new page explaining the shipping constraints.
- ⑤ Clicking this takes user back to glossier.com
- ⑥ Hovering over this revels scrolling pop-out with the products. Clicking on it will take user the the respective products page.
- ⑦ Clicking on this sends the user to the full products page. See page 6 for hover behaviour.
- ⑧ Clicking on this takes the user to intothegloss.com.
- 1 - 8 remains at top when user scrolls
- ⑨ Clicking sends the user to the full products page

10

11

# Essential skincare.

Glowing, dewy skin is our thing. Our skincare products are designed to instantly optimize skin's tone, texture, and hydration levels so that it's already at its best before you even think about makeup.

SHOP SKINCARE

## Skincare Bestsellers

12

**Product Name**

13 ADD TO BAG | \$88

12

**Product Name**

13 ADD TO BAG | \$88

12

**Product Name**

13 ADD TO BAG | \$88

12

**Product Name**

13 ADD TO BAG | \$88

Key

- 10

Hover to change image
- 11

Click to go to skincare/makeup products page.
- 12

Hover to change image. Click to go to product's page. Clicking 'Product Name' will also take user to product's page.
- 13

Click to add product to bag. Unless the button is a select shade/ flavour button, then click to reveal a drop down. See page 8 for details.
- 14

Click to go to Glossier's instagram page
- 15

Hover for instagram caption
- 16

Click to send an email to Glossier
- 17

Click to go to the respective social medie
- 18

Allow user to input their email for the mailing list
- 19

Click to open up respective page
- 20

Click to go the the showroom webpage
- 21

Click to view privacy policy or temrs of use

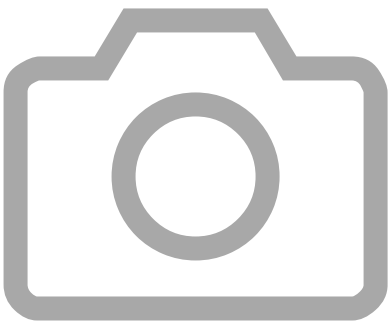
11

# Happy makeup.

We're not out to make you into someone else or complicate your routine. We just want to bring you the best makeup products—the ones you'll reach for every day.

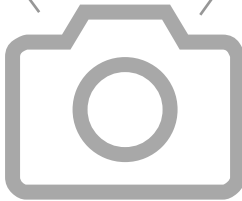
11 SHOP MAKEUP

10



## Makeup Bestsellers

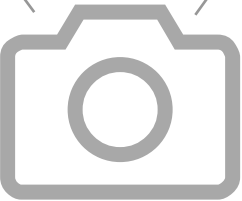
12



Product Name

13 ADD TO BAG | \$88

12



Product Name

13 ADD TO BAG | \$88

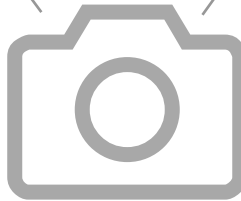
12



Product Name

13 ADD TO BAG | \$88

12



Product Name

13 ADD TO BAG | \$88

# Why we do what we do.



We got our start with Into The Gloss, the world’s best beauty website and our source for inspiration and information.

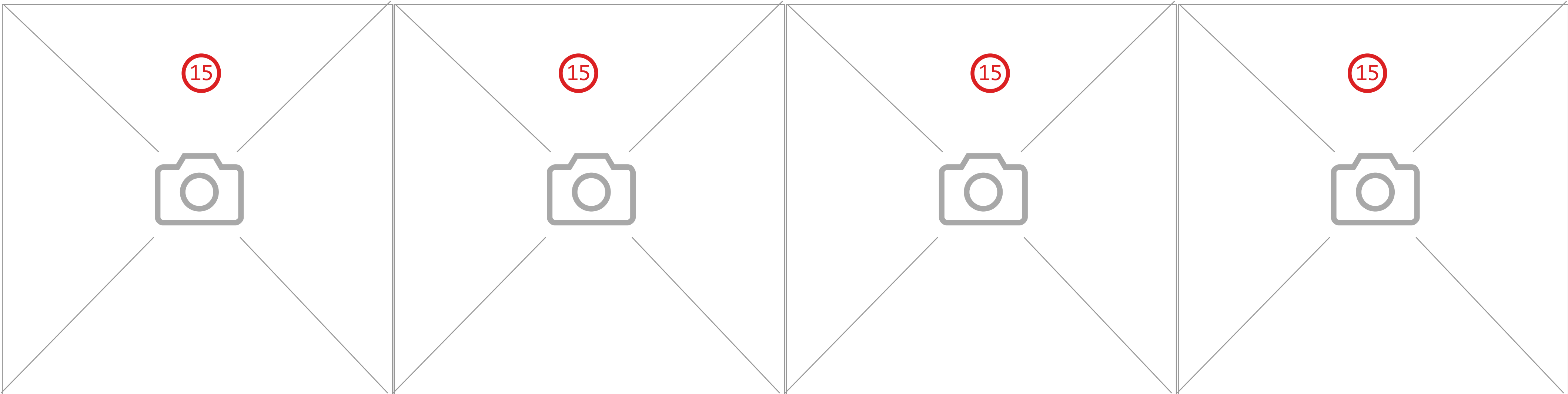


As beauty editors, we’ve tried it all. We make our dream everyday products that don’t yet exist, are fun to use, and actually work.



We stay in constant communication with real Glossier users to give you what you want (and because we enjoy it).

## Beauty in real life (on Instagram)



**16** gTEAM@glossier.com



We even make emails!

**18**

>

SHOP

INTO THE GLOSS

ABOUT

**19**

CAREERS

PRESS

CONTACT

REDEEM GIFT CARD

HELP & FAQ

RETURNS & EXCHANGES

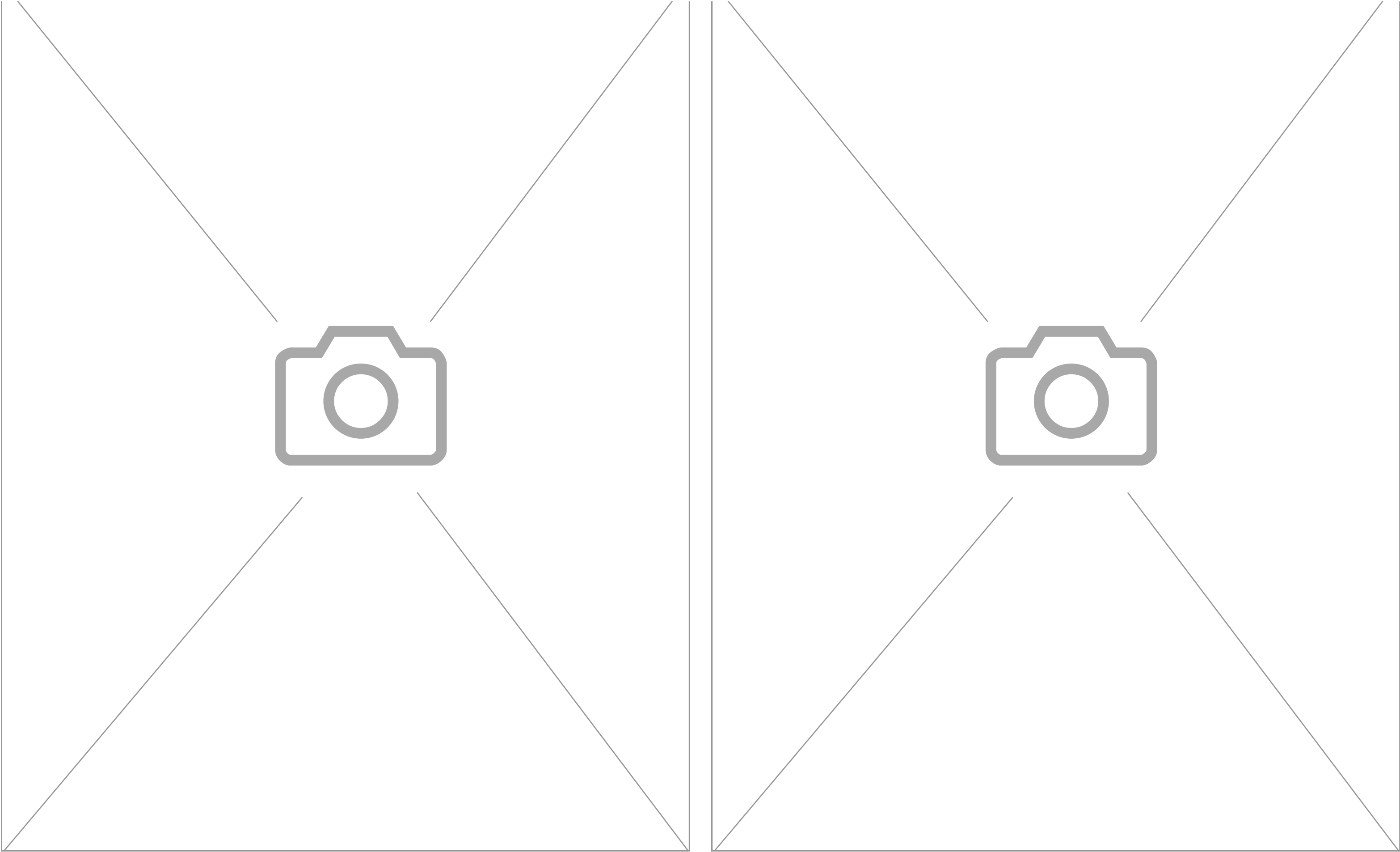
The Glossier Showroom

123 Lafayette St., Penthouse, New York, NY 10013

**20** Visit us →

# Hi! We’re Glossier.

We test every beauty product under the sun, interview our icons and are in constant conversation with Into the Gloss readers, our customers and community. Everything we’ve learned through the years of recommendations from the coolest girls on the planet is distilled into Glossier products: the new beauty essentials.



Your daily  
basics.

start here, save \$

BUILD A SET

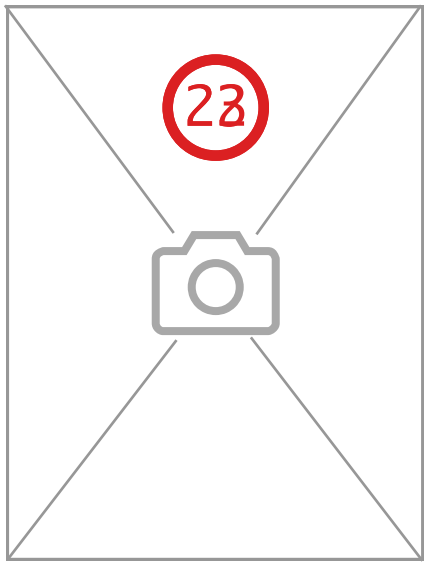


Key

22 Clicking this scrolls the products.

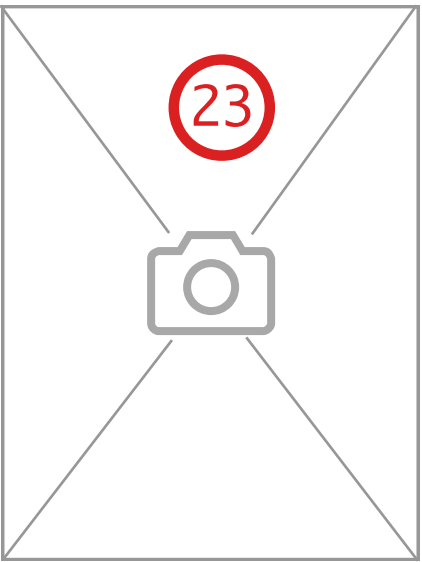
23 Clicking this sends user to the respective product page.

22



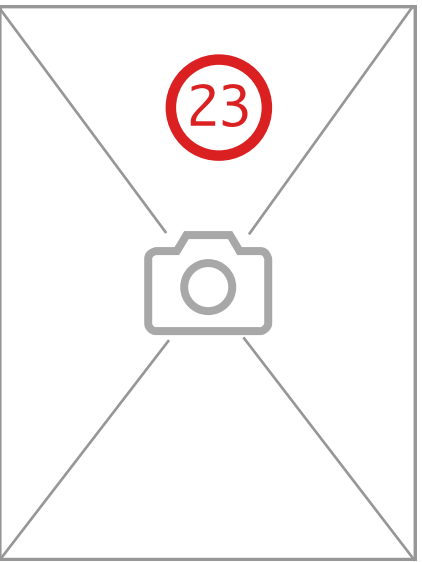
Product Name

23



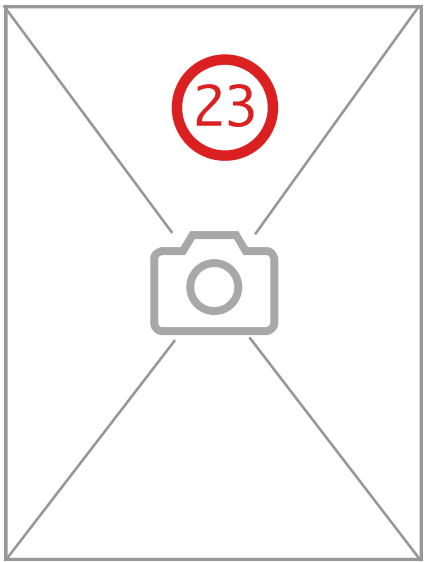
Product Name

23



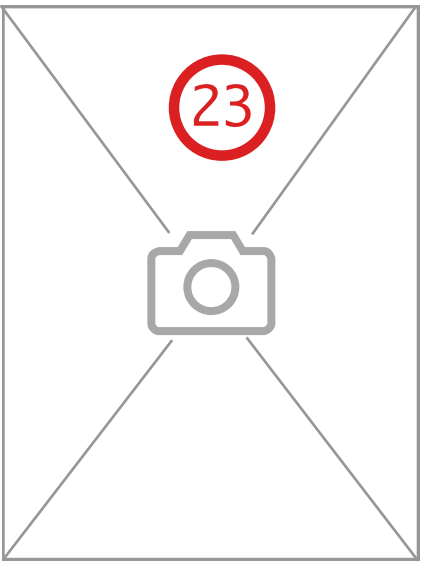
Product Name

23



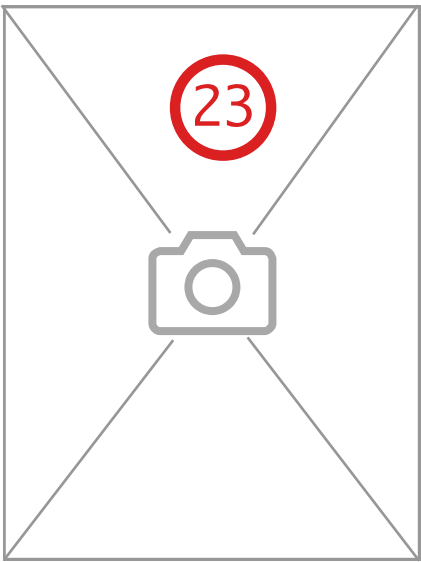
Product Name

23



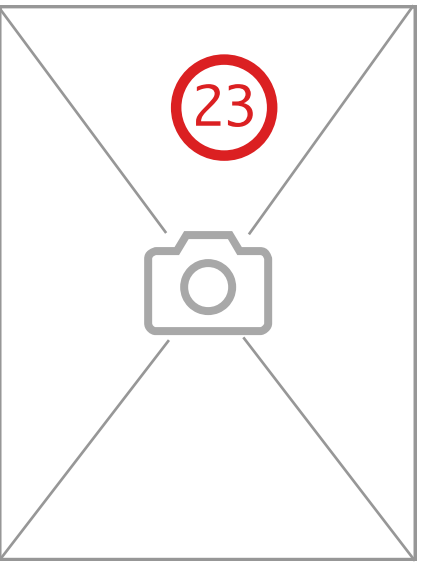
Product Name

23



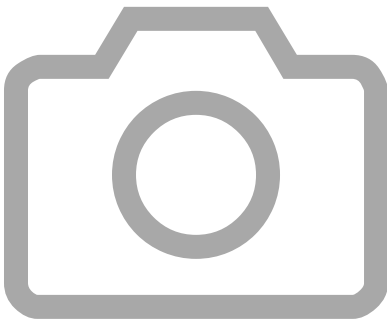
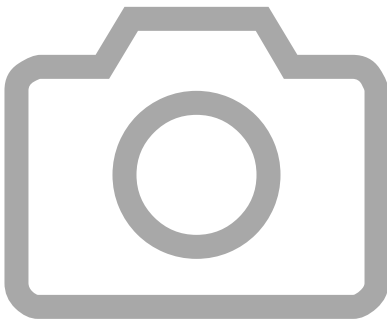
Product Name

23



Product Name

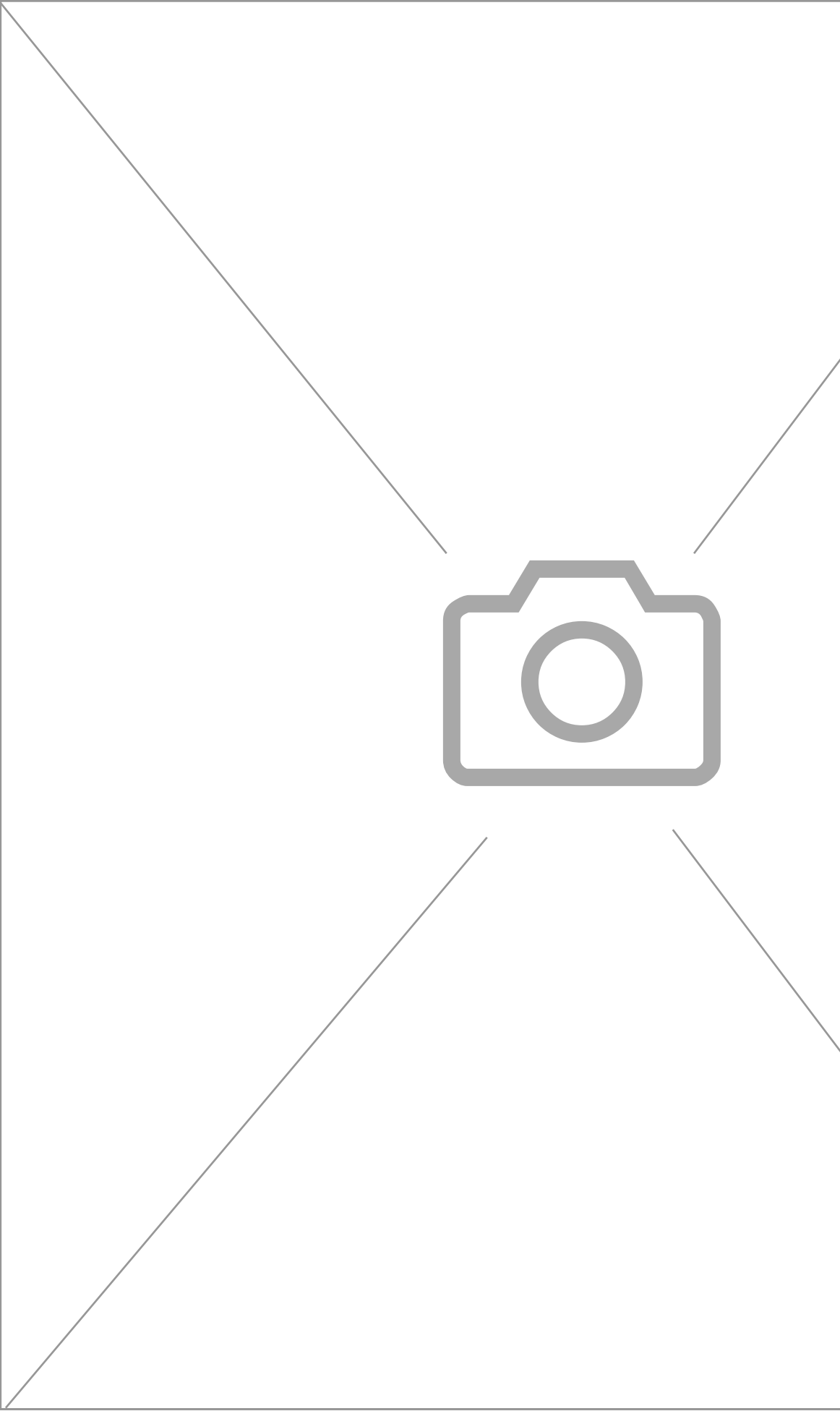
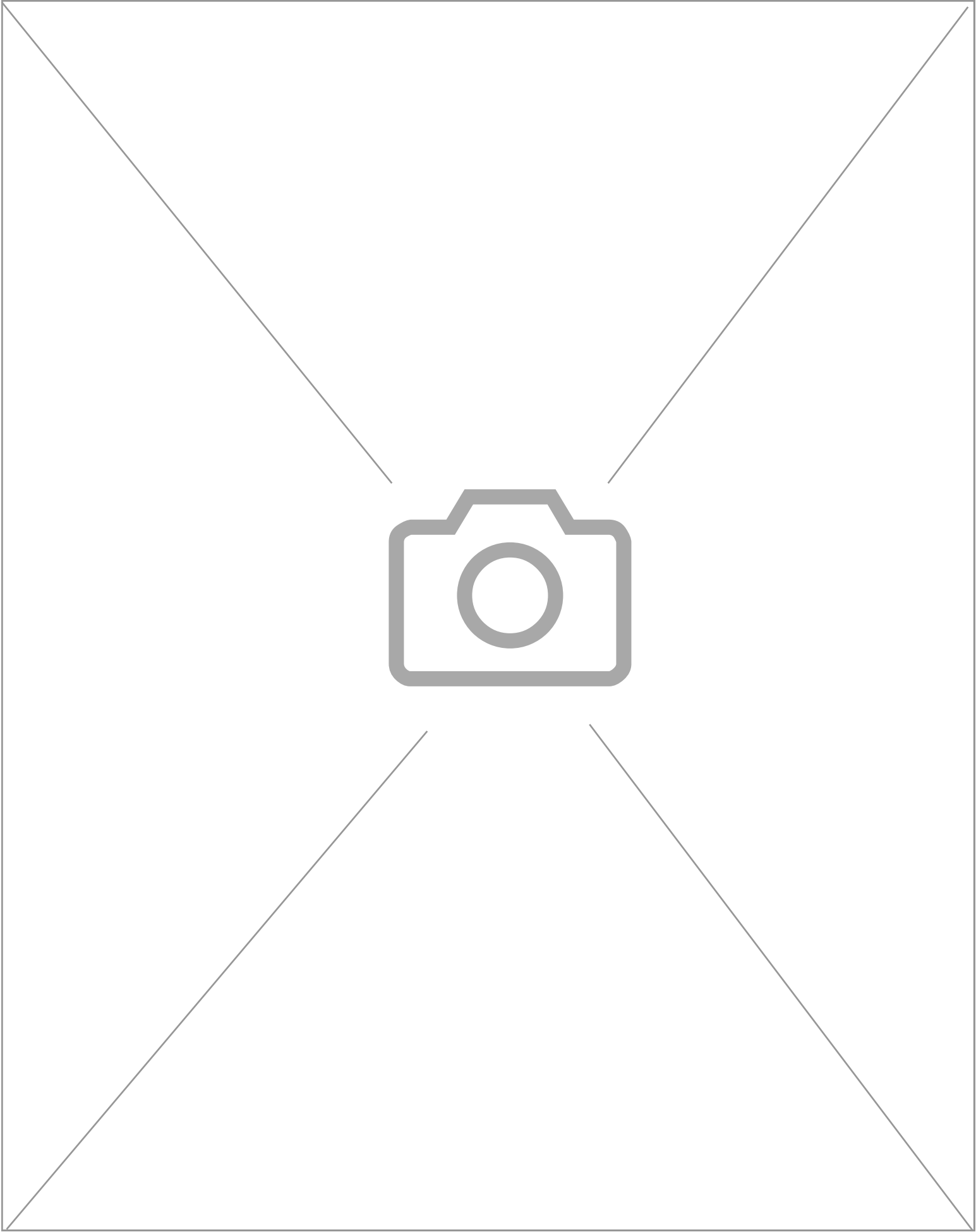
22



Your daily basics.

start here, save \$

BUILD A SET

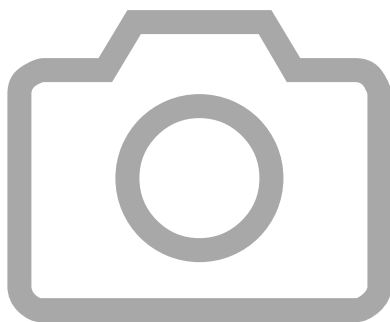


Your shopping bag is feeling empty  
We can help change that — shop now!

Subtotal

CHECKOUT

Shipping and promotions calculated at checkout

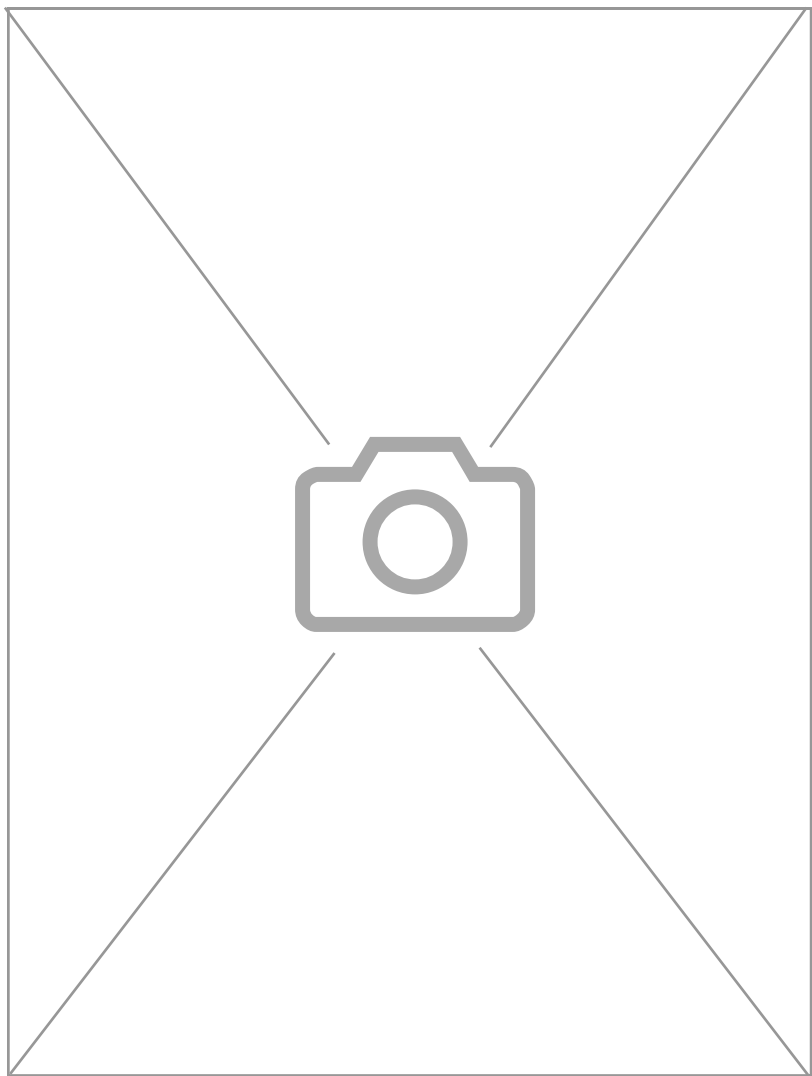


# Essential skincare.

Glowing, dewy skin is our thing. Our skincare products are designed to instantly optimize skin's tone, texture, and hydration levels so that it's already at its best before you even think about makeup.

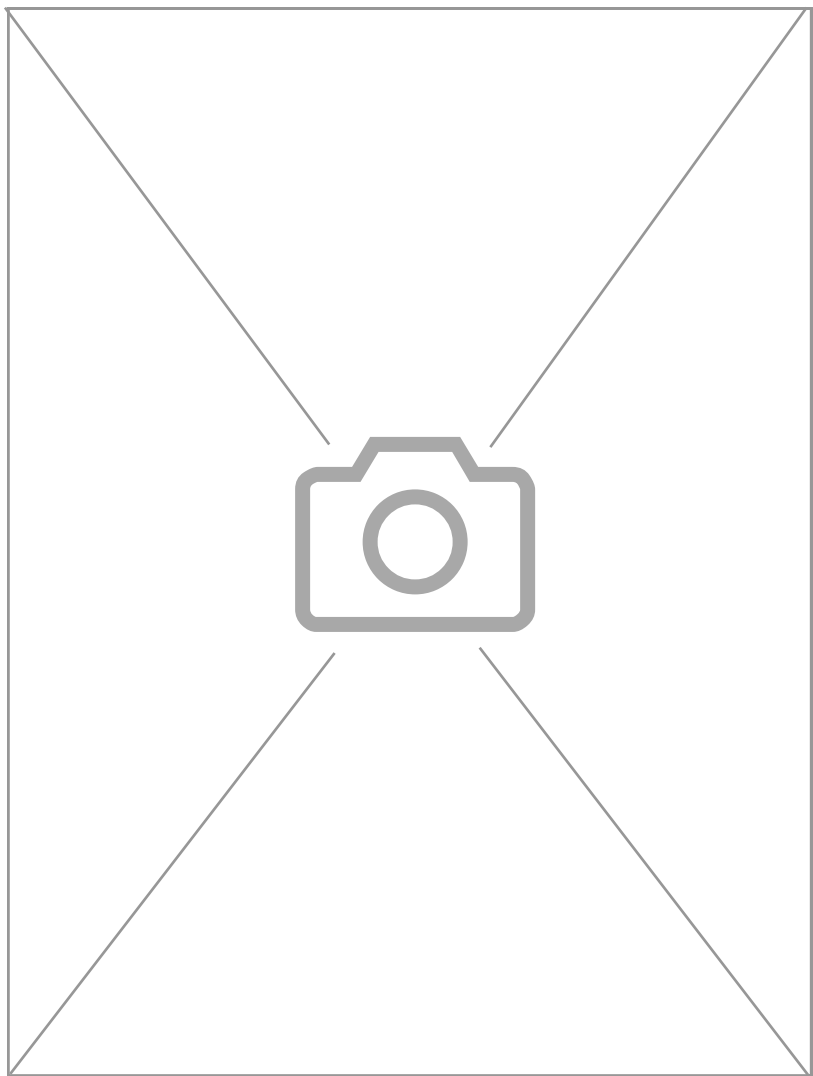
SHOP SKINCARE

## Skincare Bestsellers



Product Name

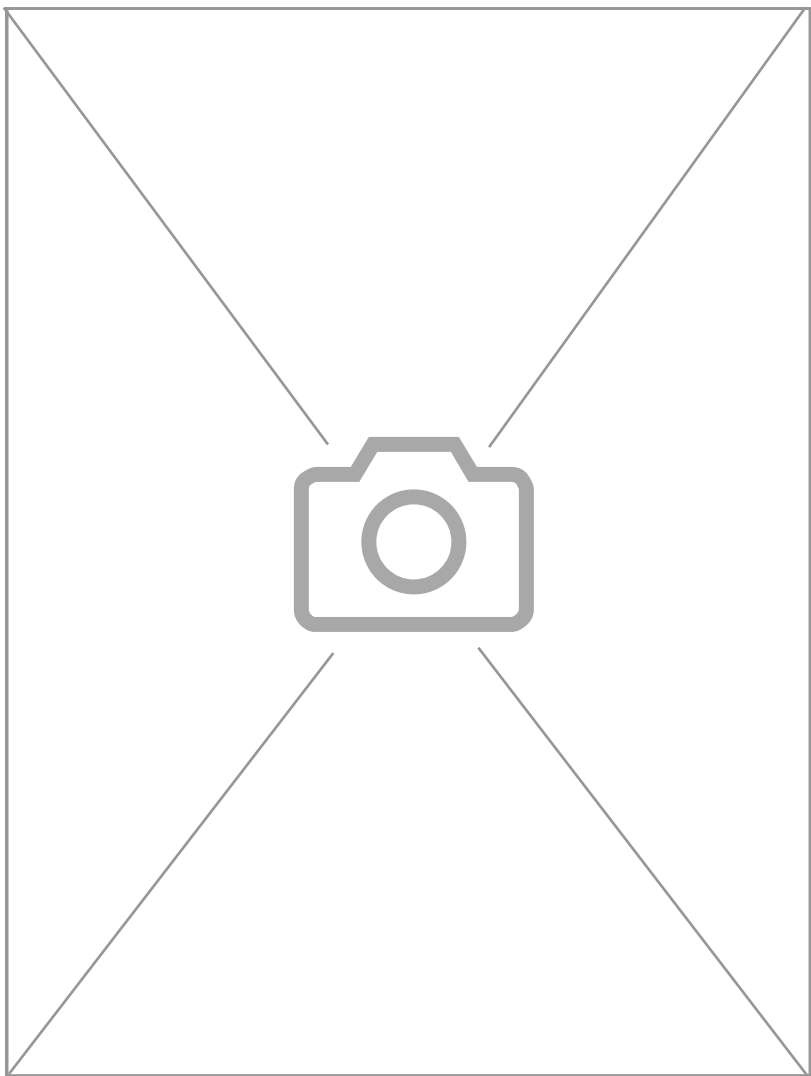
ADD TO BAG | \$88



Product Name

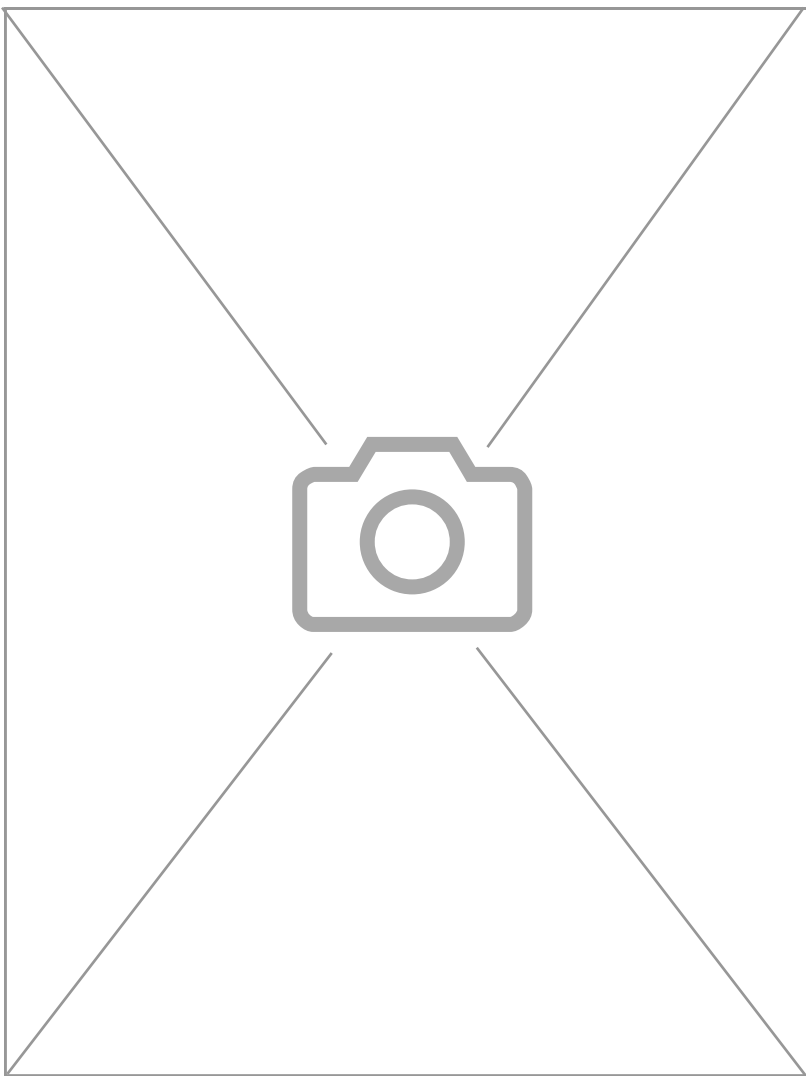
Select your shade: gold  
   

ADD TO BAG | \$88



Product Name

ADD TO BAG | \$88



Product Name

ADD TO BAG | \$88