

THE RITUAL OF SAKURA / THE RITUAL OF KARMA  
 CABINET / BACKWALL - MEDIUM ASSORTMENT  
 2025 Q1 Q2



CURRENT SHELF PLAN CONCEPT



Shelf n°01

Name	Code	Sk	Name	Code	Sk
<b>STYLING ITEMS / 3D</b>					
Planter box	1106924	1			
<b>VISUALS / 03. WHS / TRAVEL</b>					
APR19 Logo planterbox 200x200	INT_WHS0116	1			
MAR24_Sakura_KeyVisual_210x297	INT_WHS0751	1			

Shelf n°02

Name	Code	Sk	Name	Code	Sk
<b>STYLING ITEMS / 2D</b>			<b>ARTICLES / SAKURA</b>		
Branding set Sakura - Benefit cube RENEWING	1106893	1	The Ritual of Sakura Body Cream (TESTER)	A243825	1
<b>ARTICLES / TRAVEL</b>			The Ritual of Sakura Body Lotion Mousse	A7908386	11
Trial Set Sakura 2024	GS8671592	3	The Ritual of Sakura Body Lotion Mousse (TESTER)	A7908386	1
<b>ARTICLES / SAKURA</b>			The Ritual of Sakura Hair & Body Mist (TESTER)	A243846	1
The Ritual of Sakura Body Scrub 250g	A7069839	4	The Ritual of Sakura Hair & Body Mist	A243846	5
The Ritual of Sakura Foaming Shower Gel	A239233	10			
The Ritual of Sakura Body Cream	A243825	7			

Shelf n°03

Name	Code	Sk	Name	Code	Sk
<b>ARTICLES / SAKURA</b>			<b>ARTICLES / SAKURA</b>		
The Ritual of Sakura Shimmering Body Spray 150ml	A8952241	9	The Ritual of Sakura Car Air Freshener	A249678	4
The Ritual of Sakura Shimmering Body Spray 150ml (TESTER)	A8952241	1	The Ritual of Sakura Car Air Freshener (TESTER)	A249678	1
The Ritual of Sakura Natural Deodorant 75ml	A8491557	11	The Ritual of Sakura Mini Fragrance Sticks	A7069899	11
The Ritual of Sakura Natural Deodorant 75ml (TESTER)	A8491557	1	The Ritual of Sakura Mini Fragrance Sticks (TESTER)	A7069899	1
The Ritual of Sakura Hand Balm (TESTER)	A332152	1	The Ritual of Sakura - Small Gift Set 2024	GS8671641	5
The Ritual of Sakura Hand Balm	A332152	7			
<b>STYLING ITEMS / 3D</b>					
Car display 2021 WHS	1112461	1			

Shelf n°04

Name	Code	Sk	Name	Code	Sk
<b>STYLING ITEMS / 2D</b>			<b>ARTICLES / KARMA</b>		
Branding set Karma - Benefit cube CARING - TR	1106919	1	The Ritual of Karma 48h Hydrating Body Cream (TESTER)	A1204415	1
<b>ARTICLES / TRAVEL</b>			The Ritual of Karma Shimmering Body Oil	A1204426	11
Trial Set Karma 2024	GS8671549	3	The Ritual of Karma Shimmering Body Oil (TESTER)	A1204426	1
<b>ARTICLES / KARMA</b>			The Ritual of Karma Hair & Body Mist (TESTER)	A1205564	1
The Ritual of Karma Softening Body Scrub	A7069853	4	The Ritual of Karma Hair & Body Mist	A1205564	4
The Ritual of Karma Foaming Shower Gel	A243944	10			
The Ritual of Karma 48h Hydrating Body Cream	A1204415	7			

Shelf n°05

Name	Code	Sk	Name	Code	Sk
<b>ARTICLES / KARMA</b>			<b>ARTICLES / KARMA</b>		
The Ritual of Karma Overnight Body Mask	A7549455	15	The Ritual of Karma Instant Care Hand Lotion	A933564	9
The Ritual of Karma Overnight Body Mask (TESTER)	A7549455	1	The Ritual of Karma Instant Care Hand Lotion (TESTER)	A933564	1
The Ritual of Karma Body Lotion Mousse	A7560768	9	The Ritual of Karma Mini Fragrance Sticks	A7069071	11
The Ritual of Karma Body Lotion Mousse (TESTER)	A7560768	1	The Ritual of Karma Mini Fragrance Sticks (TESTER)	A7069071	1
<b>STYLING ITEMS / 3D</b>			The Ritual of Karma - Small Gift Set 2024	GS8671652	5
Highlighter Handcare	1109723	1			

THE RITUAL OF AYURVEDA / THE RITUAL OF JING  
 CABINET / BACKWALL - MEDIUM ASSORTMENT

2025 Q1 Q2



CURRENT SHELF PLAN CONCEPT



Shelf n°01

Name	Code	Sk	Name	Code	Sk
<b>STYLING ITEMS / 3D</b>					
Planter box	1106924	1			
<b>VISUALS / 03. WHS / TRAVEL</b>					
APR19 Logo planterbox 200x200	INT_WHS0116	1			
MAY23_Topcard backwall Brand visual Ayurveda 210x297	INT_WHS0662	1			

Shelf n°02

Name	Code	Sk	Name	Code	Sk
<b>STYLING ITEMS / 2D</b>			<b>ARTICLES / AYURVEDA</b>		
Branding set Ayurveda - Benefit cube REBALANCING	1106895	1	The Ritual of Ayurveda Shower Oil	A3096834	5
<b>ARTICLES / TRAVEL</b>			The Ritual of Ayurveda Body Cream	A353037	7
Trial Set Ayurveda 2024	GS8671572	3	The Ritual of Ayurveda Body Cream (TESTER)	A353037_tester	1
<b>ARTICLES / AYURVEDA</b>			The Ritual of Ayurveda Hair & Body Mist (TESTER)	A956042_tester	1
The Ritual of Ayurveda Body Scrub	A1335244	4	The Ritual of Ayurveda Hair & Body Mist	A956042	5
The Ritual of Ayurveda Foaming Shower Gel	A45187	15			

Shelf n°03

Name	Code	Sk	Name	Code	Sk
<b>ARTICLES / AYURVEDA</b>			<b>ARTICLES / AYURVEDA</b>		
The Ritual of Ayurveda Dry Oil	A3097056	9	The Ritual of Ayurveda Hand Balm	A251831	9
The Ritual of Ayurveda Dry Oil (TESTER)	A3097056_tester	1	The Ritual of Ayurveda Hand Balm (TESTER)	A251831_tester	1
The Ritual of Ayurveda Hand Wash	A446146	12	The Ritual of Ayurveda Mini Fragrance Sticks	A7069866	9
<b>STYLING ITEMS / 3D</b>			The Ritual of Ayurveda Mini Fragrance Sticks (TESTER)	A7069866_tester	1
Highlighter Handcare	1109723	1	The Ritual of Ayurveda - Small Gift Set 2024	GS8654914	5

Shelf n°04

Name	Code	Sk	Name	Code	Sk
<b>STYLING ITEMS / 2D</b>			<b>ARTICLES / JING</b>		
Branding set Jing - Benefit cube CALMING - WHS	1109968	1	The Ritual of Jing Foaming Shower Gel	A1923783	15
<b>ARTICLES / TRAVEL</b>			The Ritual of Jing Body Cream	A1923811	7
Trial Set Jing 2024	GS8671585	3	The Ritual of Jing Body Cream (TESTER)	A1923811_tester	1
<b>ARTICLES / JING</b>					
The Ritual of Jing Body Scrub	A7069076	8			

Shelf n°05

Name	Code	Sk	Name	Code	Sk
<b>ARTICLES / JING</b>			<b>ARTICLES / JING</b>		
The Ritual of Jing Anti-perspirant Spray	A1936329	9	The Ritual of Jing Night Hand & Foot Mask (TESTER)	A3096553_tester	1
The Ritual of Jing Anti-perspirant Spray (TESTER)	A1936329_tester	1	The Ritual of Jing Night Hand & Foot Mask	A3096553	6
The Ritual of Jing Pillow & Body Mist (TESTER)	A1924005_tester	1	The Ritual of Jing Mini Fragrance Sticks	A7069807	7
The Ritual of Jing Pillow & Body Mist	A1924005	4	The Ritual of Jing Mini Fragrance Sticks (TESTER)	A7069807_tester	1
The Ritual of Jing Overnight Body Mask	A8832954	11	The Ritual of Jing - Small Gift Set 2024	GS8671649	5
The Ritual of Jing Overnight Body Mask (TESTER)	A8832954_tester	1			

WHOLESALE  
**VM TOPICS - SHELF PLAN DEFINITIONS**  
 2025 Q1 Q2



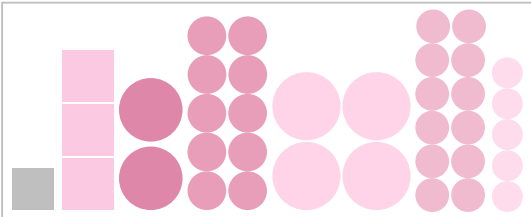
**HOW DO YOU READ THE SHELFPLAN** | Read the shelfplan from left to right, the order of the article description is from left to right too.

**SHELF 1** .....

**SHELF 2** .....



Top view shelf 1



**STYLING ITEMS =**  
 Name en order code of  
 the styling item

**CODE =**  
 Article code of Rituals

**Shelf n°01**

Name	Code	Sk	Name	Code	Sk	Name	Code	Sk
<b>STYLING ITEMS / 2D</b>			<b>ARTICLES / SAKURA</b>			<b>ARTICLES / SAKURA</b>		
Branding set Sakura - Benefit cube RENEWING	1106893	1	The Ritual of Sakura Foaming Shower Gel	A239233	10	The Ritual of Sakura Hair & Body Mist	A243846	5
<b>ARTICLES / TRAVEL</b>			The Ritual of Sakura Cream			The Ritual of Sakura Hair & Body Mist		
Trial Set Sakura 2024	GS8671592	3	The Ritual of Sakura Body Cream (TESTER)	A243825	7			
<b>ARTICLES / SAKURA</b>			The Ritual of Sakura Body Lotion Mousse					
The Ritual of Sakura Body Scrub 250g	A7069839	4	The Ritual of Sakura Body Lotion Mousse (TESTER)	A243825_tester	1			
			The Ritual of Sakura Body Lotion Mousse (TESTER)	A7908386	11			
			The Ritual of Sakura Hair & Body Mist (TESTER)	A7908386_tester	1			
				A243846_tester	1			

**Shelf n°02**

Name	Code	Sk	Name	Code	Sk	Name	Code	Sk
<b>ARTICLES / SAKURA</b>			<b>ARTICLES / SAKURA</b>			<b>ARTICLES / SAKURA</b>		
The Ritual of Sakura Shimmering Body Spray 150ml	A8952241	9	The Ritual of Sakura Hand Balm	A332152	7	The Ritual of Sakura Mini Fragrance Sticks	A7069899	11
The Ritual of Sakura Shimmering Body Spray 150ml (TESTER)	A8952241_tester	1	<b>STYLING ITEMS / 3D</b>			The Ritual of Sakura Mini Fragrance Sticks (TESTER)	A7069899_tester	1
The Ritual of Sakura Natural Deodorant 75ml	A8491557	11	Car display 2021 WHS	1112461	1	The Ritual of Sakura - Small Gift Set 2024	GS8671641	5
The Ritual of Sakura Natural Deodorant 75ml (TESTER)	A8491557_tester	1	<b>ARTICLES / SAKURA</b>					
The Ritual of Sakura Hand Balm (TESTER)	A332152_tester	1	The Ritual of Sakura Car Air Freshener	A249678	4			
			The Ritual of Sakura Car Air Freshener (TESTER)	A249678_tester	1			


**SK = total SKU's**  
 Total amount of products on shelf

**EMPTY SPOTS IN THE SHELFPLAN?** | Double face the bestsellers.


WHOLESALE  
VM TOPICS - VM BASICS ONE PAGER  
2025 Q1 Q2




WHOLESALE/TRAVEL  
**RITUALS VISUAL MERCHANDISING BASICS**



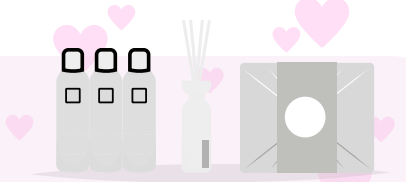
**1. Clean shelves & products**  
Keep shelves and products clean and fresh every day.



**2. Use the shelf plan**  
Your guide for placing products, testers & styling items.




**3. Always place the products with love**  
Care is in the detail.

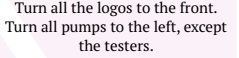


*Use the following tips and show the products some love...*


Tester stickers are placed on the front, centered on the bottom.




Turn all the logos to the front. Turn all pumps to the left, except the testers.




Check the styling items are in place and not broken.




Leave some air between the product groups. Let them breathe.




Place security tags on the back of products, not visible from the front.



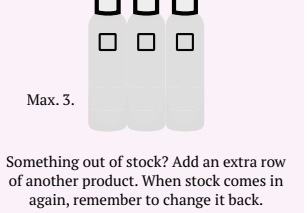
Place the tester in front of a single product row, or on the right side of multiple rows.




Max. 3.



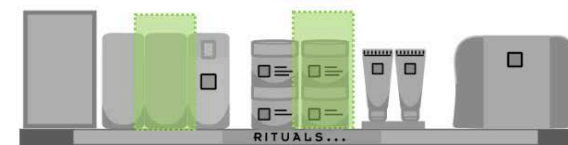
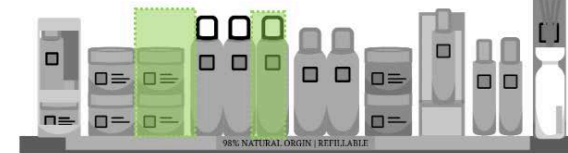
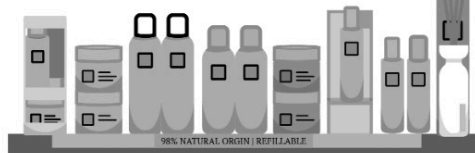
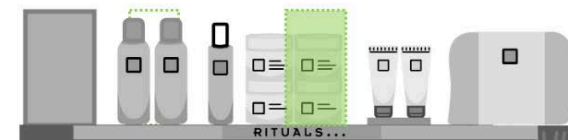
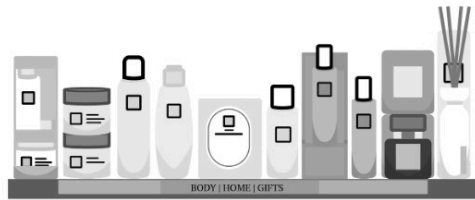
Something out of stock? Add an extra row of another product. When stock comes in again, remember to change it back.



Check the price cards are correct. Place them centered in front of a single product row, or on the right side of multiple rows.



WHOLESALE  
VM TOPICS - VM SHELF RULES  
2025 Q1 Q2



BACKWALL 800

If you have more space or empty spots start by adding an extra row of the best sellers

BACKWALL 1000