



Magento Commerce

# EXPERIENCE MAKERS<sup>LIVE</sup>



Adobe





# Creating Beauty in Complex Customer Journeys

Agbi Bajrushi, Redstage & Patricia Chen, Zwilling Beauty Group



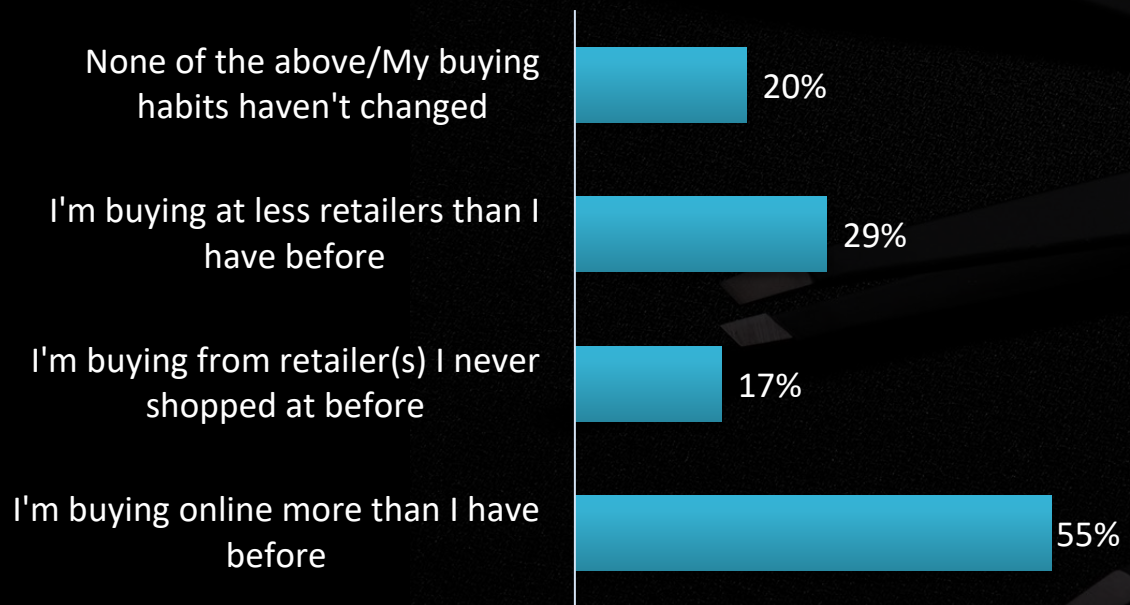
## NOT YOUR TRADITIONAL BEAUTY COMPANY

When you buy Tweezerman tweezers, you're buying one product for life, which presents unique challenges for keeping customers coming back...

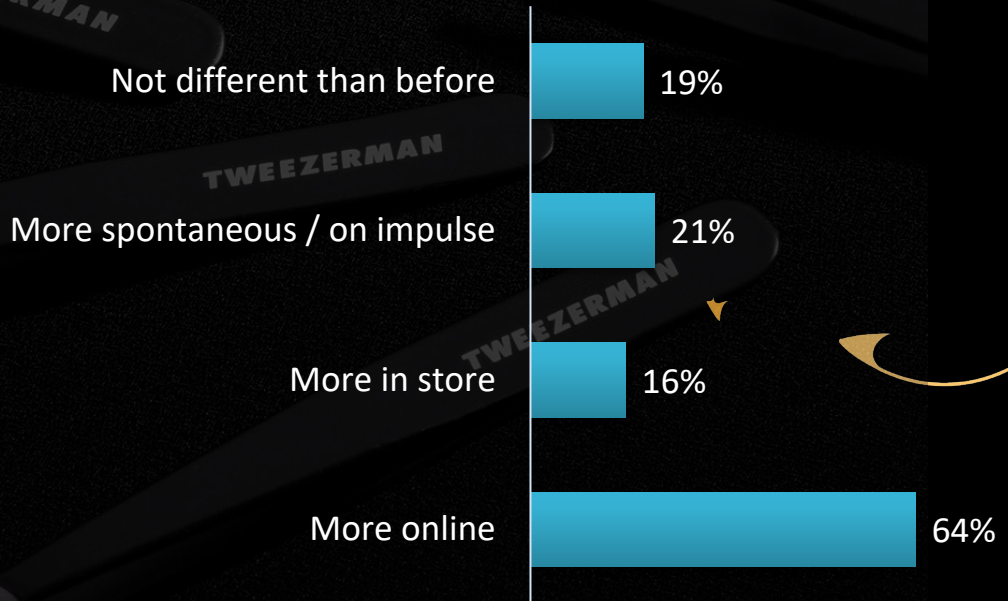


# RESEARCH

## COVID-19 Purchasing impacts for beauty & grooming tools



## Difference in purchase behavior due to COVID-19 for beauty & grooming tools



Source: Quantitative Online Study powered by SurveyMonkey, n=1,155, USA, May 2020

Q8. Thinking specifically about beauty and grooming tools, how has the COVID-19 crisis impacted your purchasing of these types of goods?

# CONTENT-CENTRIC REDESIGN

SHOP

TOP SELLERS

GIFTS

MEN

HOW-TO

FREE SHARPENING

TWEEZERS

TWEEZERS BY COLOR

SLANT TWEEZER

POINT TWEEZER

MINI SLANT TWEEZER

BLUE

ROSE GOLD

PURPLE

GOLD

MULTI

RED

GREEN

PINK

STAINLESS STEEL

LASHES

PROMASTER LASH CURLER

PROCURL LASH CURLER

LASH ASSIST

SHOP ALL TOP SELLERS

## KEY BENEFITS

- Curls lashes from base to tip creating a wide awake look
- Reaches every lash for an effortless curl
- Sleek, ergonomic design features a smooth opening and closing action for precise performance
- Thick, rounded silicone lash pads are hypoallergenic and won't crimp or stick to lashes, unlike rubber pads that can cause irritation
- 3 replacement pads included

CONTACT US

A MESSAGE TO OUR COMMUNITY & CUSTOMERS

TWEEZERMEN

LOG IN / SIGN UP

MY CART

SHOP

TOP SELLERS

GIFTS

MEN

HOW-TO

FREE SHARPENING

Every 10% OFF + Free Shipping Standard Offer Automatically Applied at Checkout

Free Cosmetic Case with the Purchase of the 40th Anniversary Slant Tweezer Code: TW20ANSLAS-REDESIGN

YOUR ULTIMATE BROW GUIDE

FIND YOUR PERFECT PAIR

TWEEZERS

POINT

SLANT

MINI

CLIPPER

MANI/PEDI

FOR YOUR AT-HOME BEAUTY ROUTINE

Brush Regimen

Professional Nail Files

Base Gold Point Tweezer

Combo Clipper Set

Brow Shaping Scissors & Brush

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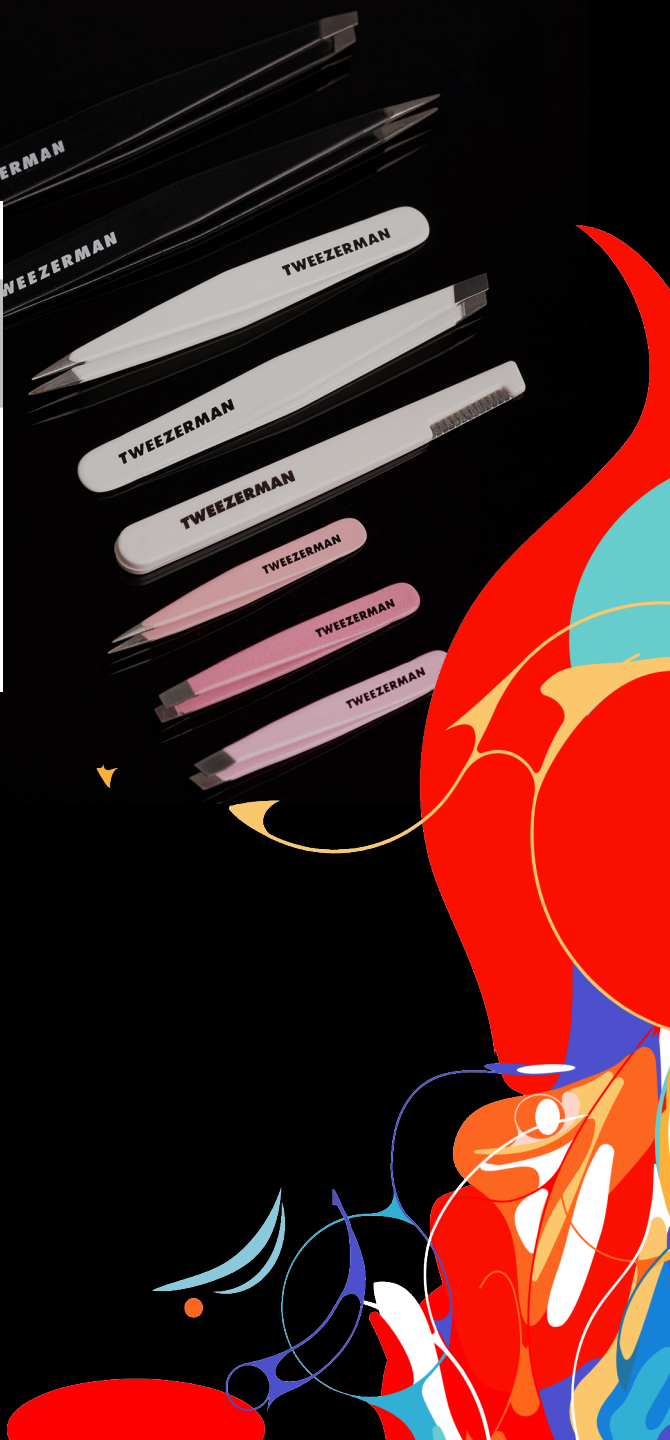
\$7.00

\$24.00

\$11.00

\$19.00

TWEEZERMEN





# ADVANCED SHOPPING FEATURES

## FREE SHARPENING

### FAMOUS IMPLEMENTS, FAMOUS GUARANTEE



Complete and submit your form to receive email confirmations with updates on the status of your sharpened implement. An email confirmation will be sent once you fill out our Sharpening Form. Please send your tools to be sharpened in a padded, insured mailer to the following address. Please note that you do NOT have to send an extra padded mailer for return.

There is currently a 9-12 week lead time from date of receipt to return your sharpened implements. For international orders, please allow for a delivery time of up to 13 weeks. For more information, please click [here](#).

Tweezerman Service  
2 Tri Harbor Court  
South Dock #1  
Port Washington, NY 11053

### Rose Gold Point Tweezer

★★★★☆ 6 Reviews

# 1240-RGR

\$24.00

Professional quality, finely tapered Point Tweezer is hand-filed and perfectly aligned. Precision tips easily grab every hair every time, making them ideal to remove the finest and smallest hairs.

☒ Get It Engraved



Add a symbol

Heart

Choose the symbol position

☒ Before text ☐ After text

Select a font

Miriam Regular

Add your text here

I Love ZBG

Max 15 characters | 13 characters if symbol is added

☐ I have reviewed and approve my design. I have read and accept the [Terms & Conditions](#). Engraved items are non-refundable.

Qty

1

ADD TO BAG

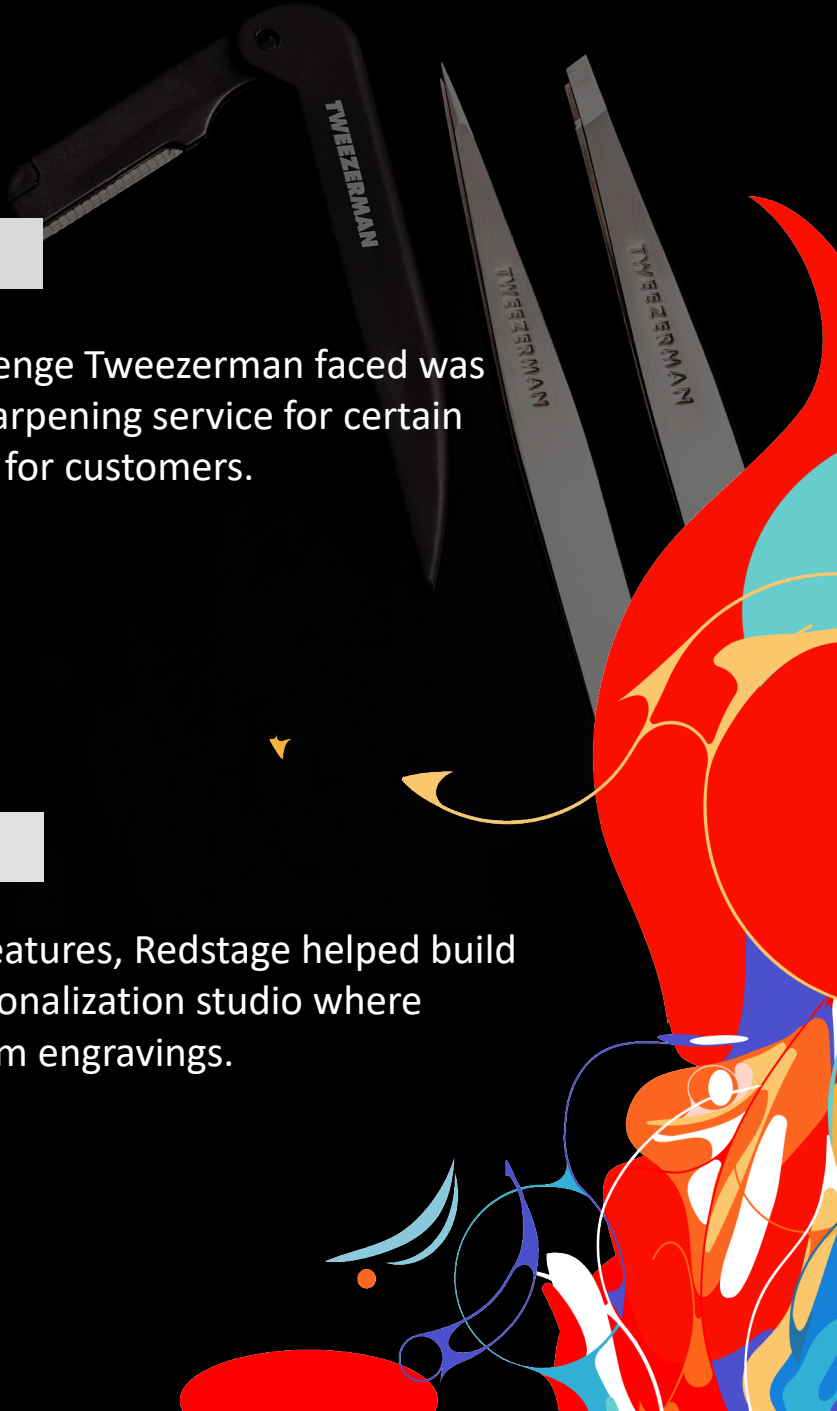
[Save for Later](#)

## SHARPENING

A unique business challenge Tweezerman faced was implementing a tool-sharpening service for certain products, provided free for customers.


## ENGRAVING

Utilizing key Magento features, Redstage helped build Tweezerman's tool personalization studio where shoppers can add custom engravings.



# LOYALTY & TRUST DRIVERS

In-store review experiences need to be revisited since people aren't in-stores...



★★★★★ 4.8  
24 Reviews

Filter Reviews

Quality Design Look Application Feel Tip

Rating: [dropdown] Images & Videos: [dropdown]

24 Reviews

★★★★★ **Markspunker** Verified Buyer 06/25/19  
**Tweezerman Lash Applicator**  
I am very pleased with this. It made lash application a breeze. It seems to be very nice quality and...

★★★★★ **Tika** Verified Buyer 06/25/19  
OMG!!!! Just what I needed!  
I received this thru Vangam and it is exactly as I placed it right. With this ergonomic design, I am a new fan! I love this app...[Read More](#)

★★★★★ **Tweezer** Verified Buyer 06/18/19  
**GREAT Lash Assist False Lash Applicator**  
This is an amazing tool. It's very easy to use and it's curved tip that allows clear visibility while applying...

★★★★★ **Tika** Verified Buyer 06/18/19  
I would buy this again!  
I enjoyed using this product, it was a lot easier to...

★★★★★ **Jess** Verified Buyer 06/17/19  
So glad it was able to remove this!  
I first thought this tweezers, but long! Not, the way...

GET THE LATEST FROM TWEEZERMAN

Pickup & delivery Walmart.com

Search Walmart.com

★★★★★ **Much needed!**

With this quarantine/pandemic my eyebrows were crazy! With my salon being closed I needed some upkeep and these were perfect! Love how it comes with both tools and this scissors are comfortable and sharp! Quick delivery too!!

Thanks!

Brenda S., June 8, 2020

CVS pharmacy™


Pharmacy MinuteClinic® Shop ExtraCare® Contact Lenses

Shop all categories

Home > Shop > Beauty > Makeup > Nails > Nail Tools

**Tweezerman Nail Clipper Set**

★★★★★ 4.4 (32)



**Awesome Product**

★★★★★

mesle46 - 11 months ago  
originally posted on tweezerman.com

**TWEEZERMAN**

I tweezers allow me to pluck with precision and I LOVE it! The grip is great. Love the rose gold color...


**Durable and Effective**

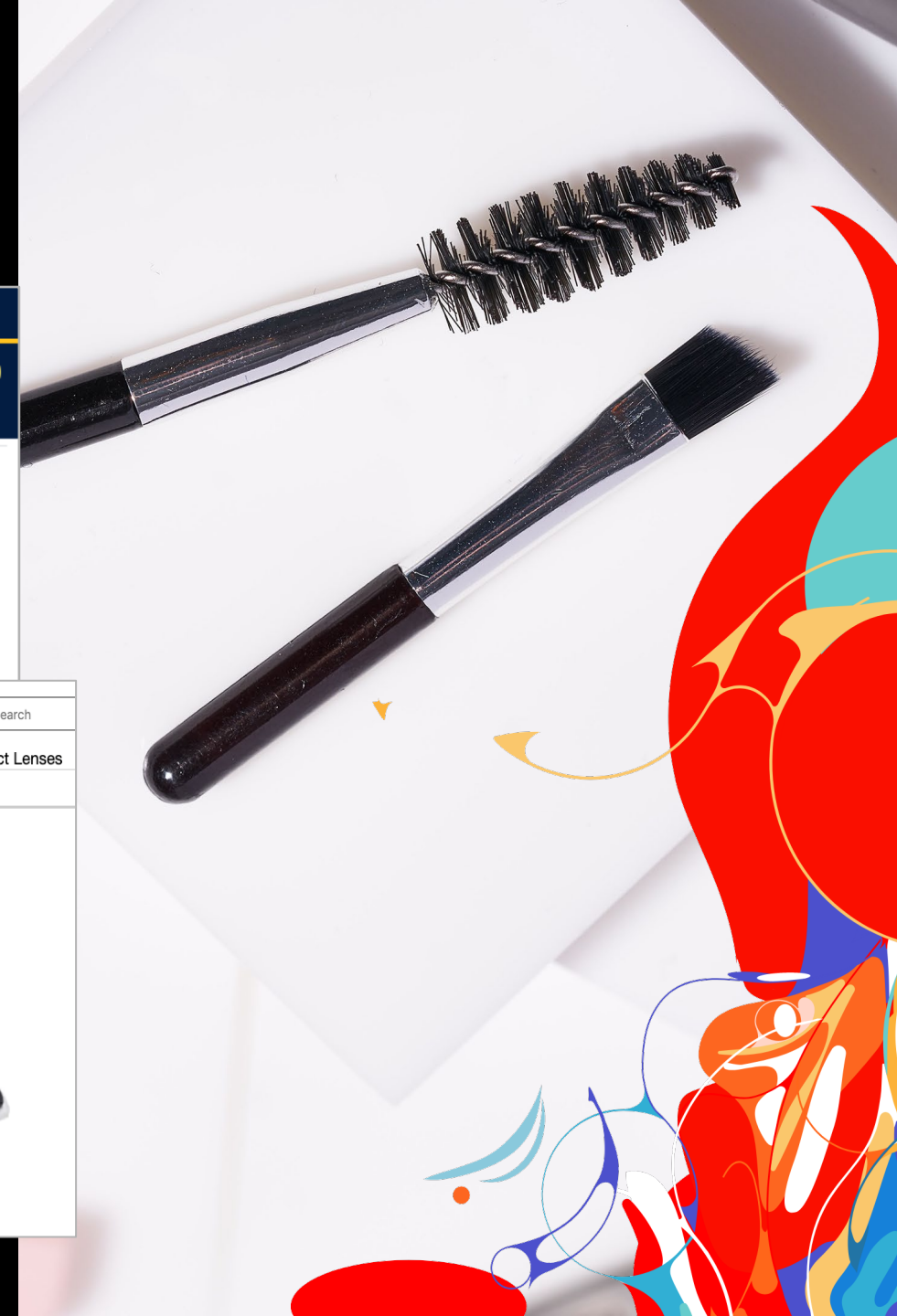
★★★★★

Anonymous - 1 year ago  
originally posted on tweezerman.com

**TWEEZERMAN**

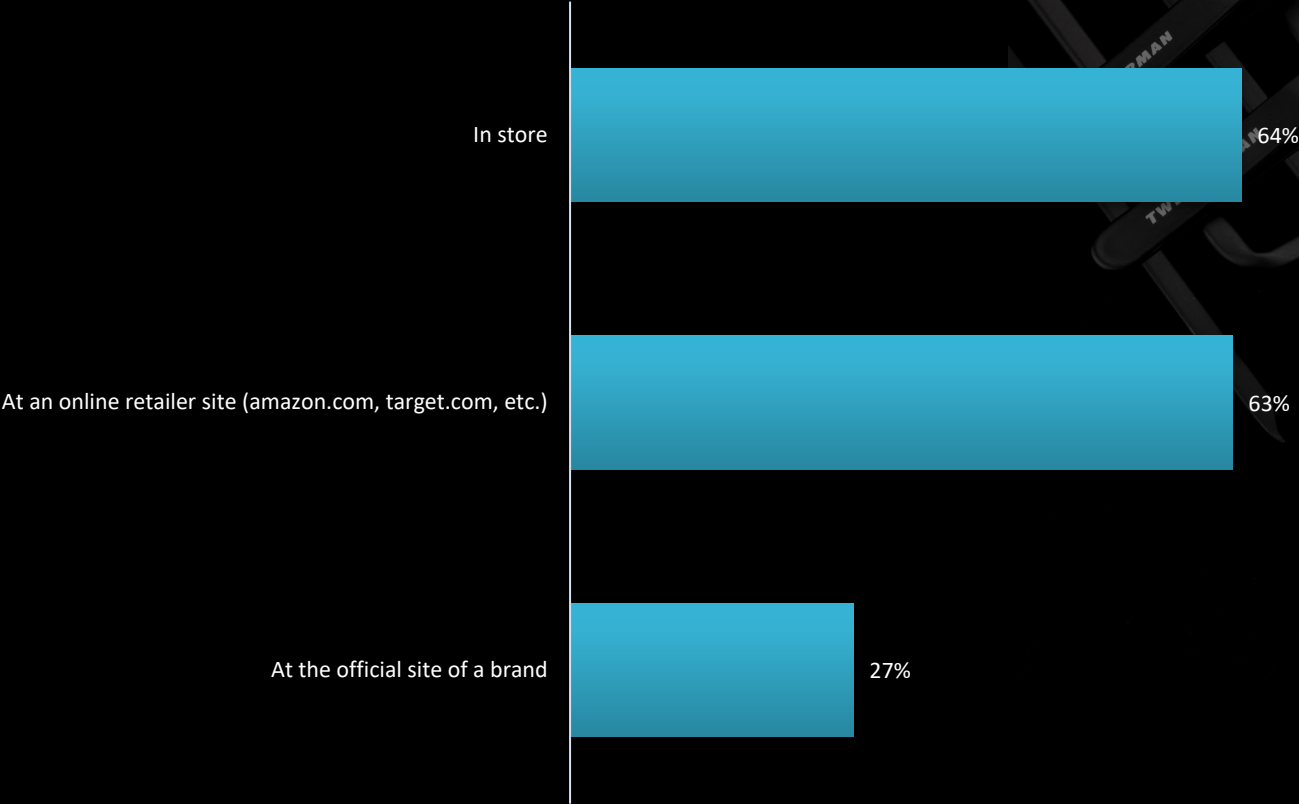
This is a high quality, classy looking, durable, stainless-steel tweezer set consisting of a slant tweezer tweezers are well made, compact, perfectly aligned, sharp and accurate. Additionally, the two tweezer manipulate, as well as easy to clean. With the two tweezers, I am able to shape my eyebrows and with hairs with precision. I am very satisfied and pleased with the Rose Gold Petite Tweezer Set. [This review promotion.]

 **Expect More. Pay Less.**



# TRADITIONAL SHOPPER HABITS

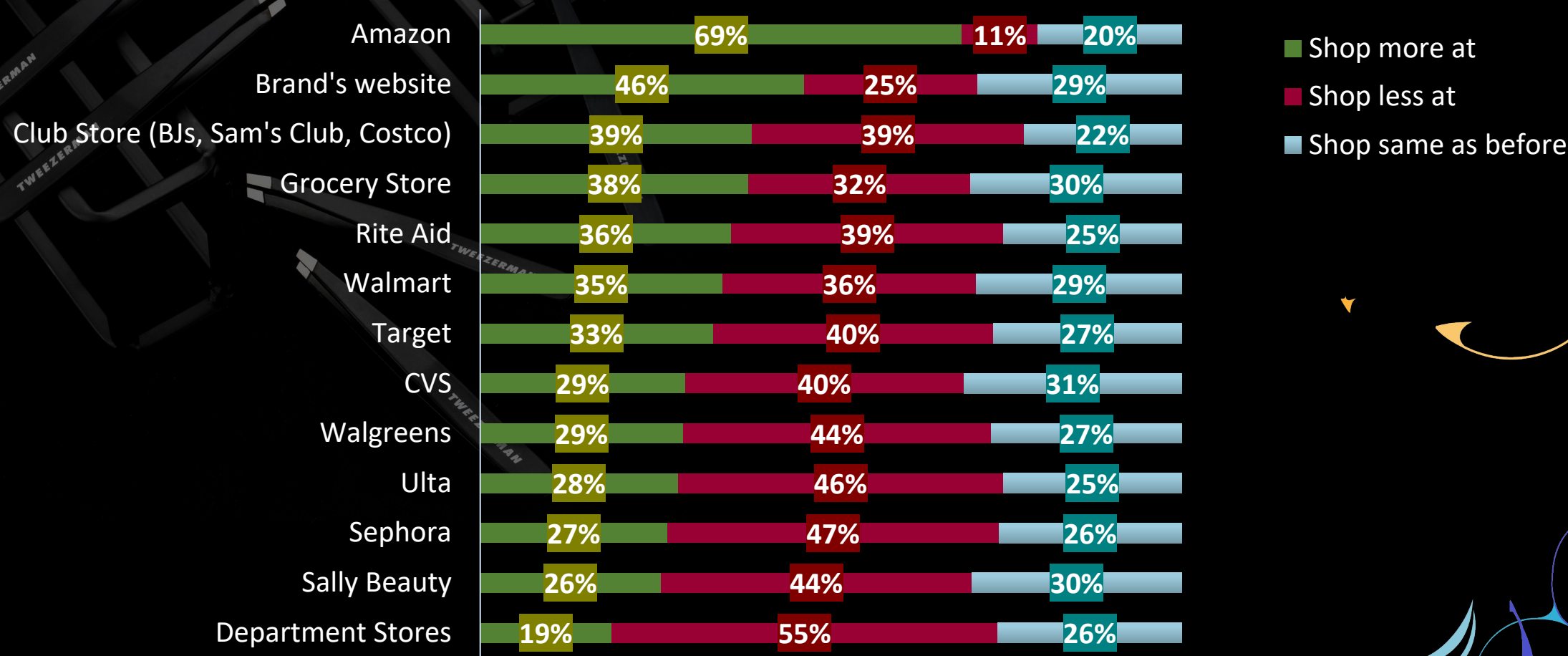
Typically where do you purchase beauty and grooming tools? (Select all that apply.)





# NEW SHOPPER HABITS

## COVID-19 Shopping behavior impact beauty & grooming tools



# LESSONS LEARNED IN THE 2008 RECESSION

- Building, winning, and maintaining loyalty:
  - Win back and retain customers with educational, consistent content.
  - Anticipate changing consumer habits to adapt quickly.
  - Products available where and how your customer shop.
  - Your store should be customizable for different markets.





# KEY TAKE AWAYS

- Bring your in-store experiences fully online (the new normal):
  - A nimble website lets your teams be more agile & adaptable.
  - Optimize content for different retail channels.
  - Continuously test to see what customers like best.
  - Understand customer concerns to add value.
  - Anticipate a very different type of holiday season.



