

Beauty Products Shelf Placement Guide

Purpose

This guide provides recommendations for organizing beauty products on retail shelves to maximize visibility, accessibility, and sales.

General Principles

- Place bestsellers and new arrivals at eye level for maximum visibility.
- Group products by category and brand for easy navigation.
- Ensure labels face forward and are easy to read.
- Keep shelves tidy, clean, and fully stocked.

Shelf Placement Layout Example

Shelf Level	Product Type	Placement Notes
Top Shelf	Premium & Specialty Products	Showcase luxury or seasonal items
Eye Level	Bestsellers & New Launches	Draws customer attention
Mid Shelf	Everyday Essentials	Easy to reach and browse
Lower Shelf	Bulk/Value Packs	Encourage larger purchases
Bottom Shelf	Stock/Backups	Less visible, slower-moving items

Category Placement Tips

- **Skincare:** Group cleansers, serums, moisturizers, and treatments together.
- **Makeup:** Arrange face, eyes, and lips sections separately.
- **Fragrances:** Position near checkout or at dedicated endcaps.
- **Tools & Accessories:** Place near corresponding product categories.

Maintenance Checklist

- Restock sold-out items daily.
- Straighten products and clean shelves regularly.
- Rotate inventory to ensure older stock is sold first.