



## A new beauty experience: Murale

This fall, Shoppers Drug Mart launched an exceptional beauty experience with the opening of *Murale* in Ottawa and Montreal. Murale features an unprecedented assortment of luxury, dermatological, fragrance and niche brands from around the world, all in one sensational store.

With over 180 Beauty Boutiques in Canada and over 900 cosmetic departments within its stores, Shoppers Drug Mart has become a leading destination for those customers seeking beauty products and advice. Based on its experience in cosmetics and skin care, the Company saw an opportunity to create a completely unique stand alone beauty store with a greater offering of prestige and global brands as well as an elevated level of expertise.

Jürgen Schreiber explains the positioning of the concept: “We’ve brought the best in beauty brands and expertise together in this fantastic new beauty destination. Murale is unlike any other beauty offering in North America with its unique combination of leading beauty and dermatological products and professional, expert services and consultation.”

Home to over 200 brands, Murale has an assortment of leading global luxury prestige cosmetics brands including Bobbi Brown, Chanel, Estée Lauder, Lancôme and Nars, among others, each with their own area for interactivity and application. With extensive artistry experience, Murale’s Beauty Masters offer unbiased advice to customers and can provide personalized tips on cosmetic products or fragrances.



The dermatological area of the store houses trusted and innovative brands like Natura Bissé, Vichy, Murad, and Darphin. Murale’s skin care team, comprised of a full-time Aesthetician and a Pharmacist, are available to provide skin care consultations as well as professional skin assessments using *Beauty Metrix*, a digital skin analysis tool that measures moisture, sun damage and checks for hyperpigmentation, clogged pores and signs of aging.

In addition to leading products, Murale offers unique services for customers including a Benefit Brow Bar and a menu of over 30 professional beauty and spa services including make-up lessons, facials and body treatments. Administered by Murale’s Aestheticians, treatments take place in private cabins adjacent to the dermatological area of the store.

“Murale is a truly unique experience that promises to delight, surprise and inspire everyone to find their own beautiful,” says Shelley Rozenwald, President, Murale. The store was designed to appeal to many different tastes, price points, demographics. Murale even has a dedicated men’s section featuring fragrances and exclusive skin care products.



Designed by Burdiflek together with Shoppers Drug Mart’s in-house creative team, the store is elegant, contemporary and inviting with a design that allows customers the opportunity to touch, feel and discover the beauty products.

The Company plans to open an additional five to seven Murale locations in Canada in 2009. More information on Murale, and the brands and services within, can be found at [www.murale.ca](http://www.murale.ca) .