

THE CLEAR CONNECTION



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OUR MISSION

Clarity hopes to transform people's perceptions of makeup and self-care by offering products that meet everyone's needs.

FIND US HERE:



think.clarity

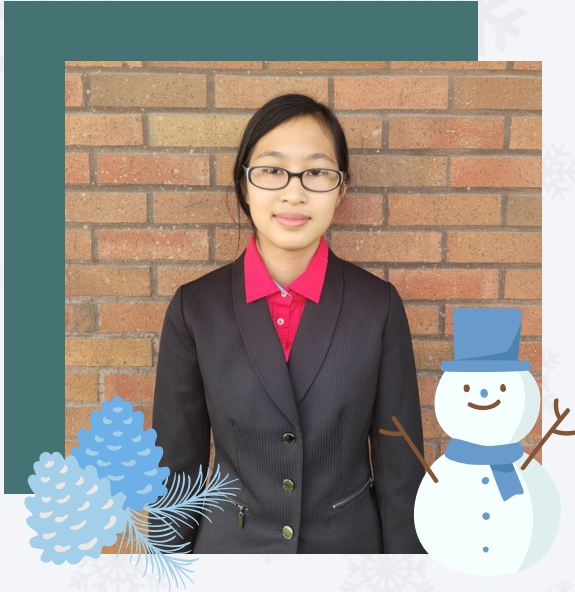


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Employee of the Month



Jessica So
Vice President of Communications

We would like to take this moment to congratulate Jessica So for being the employee of the month for December. Jessica puts in a lot of effort in her role as vice president to ensure that her department runs smoothly. She is proud of her associates and has shown her passion for the company by assisting other departments. We are happy to have her at Clarity!

Preparing for Competition

Each department has been working hard for the upcoming Bakersfield competition. Here is a comprehensive list of all upcoming competitions:

January 9th

- Video Commercial Competition
- Marketing Competition

January 12th

- E-Commerce Website Competition

January 19th

- QBO Competition
- HR Competition
- Financial Competition



ADOPT-A-FAMILY

'Tis the season to be jolly, but this may not be the case for everyone. Some families face financial hardships that prevent them from buying necessities. We at Clarity vow to aid those in need by donating to the Adopt-A-Family Program. Each employee has donated a minimum of 5 dollars to the program. We wish all families a joyful Christmas!

Winter Wrap-Up

On December 22, all employees were invited to Clarity's annual Winter Wrap-Up. Employees get the opportunity to settle into the holiday spirit by watching Christmas movies and eating at the potluck table. We wish all employees a merry christmas!



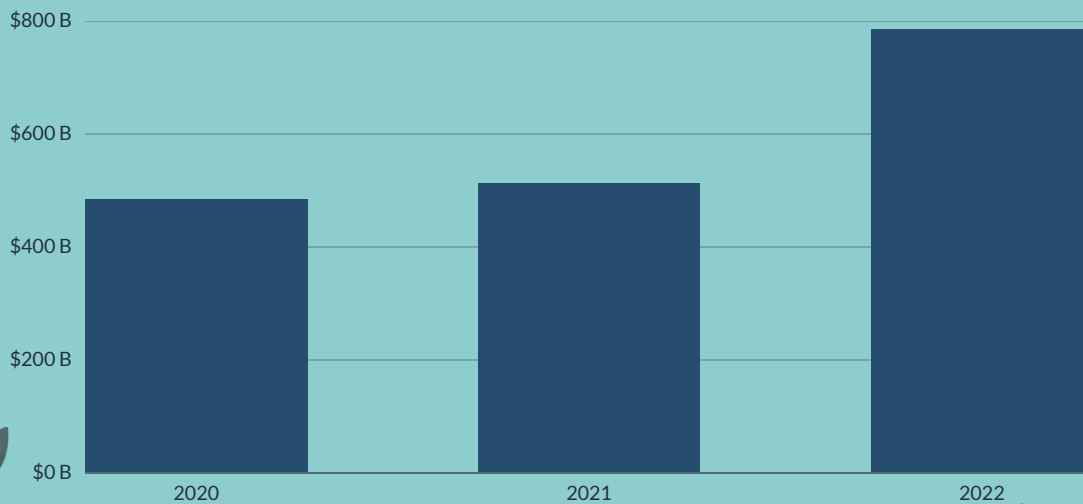
Cosmetics Corner

As of December 2022, Clarity's top-selling products are blush, concealer, and cleanser.



2022 Industry Trends

Cosmetic Industry Worldwide Market Value



The global market value for cosmetic products is expected to increase as consumers are seeking inclusive and natural products. Nowadays, customers are looking for inclusive businesses that are upfront about their ingredients and packaging. The value of cosmetics is also expected to increase by 2023 and 2024.

Season of Skincare



Start the seasons fresh with a basic skincare routine! You can begin your routine with three items: cleanser, moisturizer, and sunscreen. Apply your cleanser first, then your moisturizer, and finally your sunscreen. This is a simple yet effective routine to get you started on your skincare journey.