

CRM 2.0

DOUGLAS relaunches Europe's number one beauty loyalty program with new Beauty Card

- One of the biggest loyalty programs in the beauty industry across Europe with around 59 million members
- Greater personalization and targeted incentives for omnichannel shopping: new DOUGLAS Beauty Card rewards customers' loyalty with premium benefits both online and in-store
- Introduction of three tiers with experiential rewards beyond financial benefits
- International harmonization: gradual rollout of the new program across the Group
- Launch accompanied by international 360-degree marketing campaign "YOUR BEAUTY, YOUR BENEFITS. AGAIN & AGAIN."

Düsseldorf, 9 April 2025 - The DOUGLAS Group, Europe's number one omnichannel destination for premium beauty, relaunches its renowned loyalty program, the DOUGLAS Beauty Card, with new benefits and services tailoring it even more closely to customers' interests and needs. The new tiered program launches today in the Netherlands and Belgium, with other countries to follow in due course.

The DOUGLAS Beauty Card is one of the most successful loyalty programs in the beauty industry across Europe with around 59 million members (as of September 30, 2024). Initially launched in Germany 30 years ago, today every third household in the Group's largest markets has a Beauty Card. "With the new DOUGLAS Beauty Card, we want to offer our customers an even more personalized and emotionally engaging beauty shopping experience with experiential rewards and premium benefits both online and in our stores", said Eva Molsich, SVP Group CRM & Analytics at the DOUGLAS Group. "Our goal is to build long-term loyalty by strengthening the bond with our customers and drive sales by increasing the frequency and number of annual purchases."

Incentivized omnichannel shopping experience

The revamped loyalty program is an integral part of a holistic, omnichannel CRM approach that is rooted in the DOUGLAS Group's 'Let it Bloom' strategy and its ambition to offer the most customer-friendly omnichannel experience. It seamlessly integrates online channels with around 1,900 DOUGLAS and NOCIBÉ stores, inviting customers into an exclusive world of beauty benefits, which they can enjoy both online and offline. Innovations such as the 'favorite store' feature and access to in-store beauty services and events create compelling incentives for omnichannel shopping.

The enhanced program features three tiers: Beauty Card, Beauty Card Gold, and Beauty Card Platinum. Customers are assigned to a tier based on the number of Beauty Points collected through their annual online and offline purchases. Each tier offers a range of personalized gifts and discounts, beauty service rewards, and exclusive access to events and member-only sales, incentivizing customers to move up the tiers and unlock exclusive advantages.

Digital and physical card with modern design

Customers can enroll in the omnichannel Beauty Card program either online or in-store, choosing between a digital and / or physical card. The new physical card, made of at least 98% recycled plastic, is fully recyclable and features a modern, shimmering design in the brand color mint, reflecting DOUGLAS' premium brand positioning.

Communication through innovative international 360-degree marketing campaign

The launch of the new loyalty program will be powered by a dedicated international 360-degree marketing campaign under the slogan "YOUR BEAUTY, YOUR BENEFITS. AGAIN & AGAIN." Central to the campaign is a mint-colored Beauty Card frame, mirroring the shape of the physical card and serving as a recurring element across all campaign assets. The frame highlights people, faces, products, and specific benefits, symbolizing the versatile applications and personalized rewards of the new Beauty Card while shifting the focus from the physical to the digital card.

Following its introduction in the Netherlands and Belgium, the new loyalty program will be gradually rolled out across the DOUGLAS Group in line with the standardization of the Group's IT infrastructure. The next countries to adopt the program in 2025 will be Switzerland, Italy, Germany, Austria, Hungary, Poland and Lithuania. All other countries will be integrated gradually over the coming years to achieve a harmonized Group-wide program.

About the DOUGLAS Group

The DOUGLAS Group, with its commercial brands DOUGLAS, NOCIBÉ, Parfumdreams and Niche Beauty, is the number one omnichannel premium beauty destination in Europe. The DOUGLAS Group is inspiring customers to live their own kind of beauty by offering a unique assortment online and in around 1,900 stores. With unparalleled size and access to customers, the DOUGLAS Group is the partner of choice for brands and offers a premium range of selective and exclusive brands as well as own corporate brands. The assortment includes fragrances, color cosmetics, skin care, hair care, accessories as well as beauty services. Strengthening its successful omnichannel positioning while consistently developing superior customer experience is at the heart of the DOUGLAS Group strategy "Let it Bloom". The winning business model is underpinned by the Group's omnichannel proposition, leading brands, and data capabilities. In the financial year 2023/24, the DOUGLAS Group generated sales of 4.45 billion euros and employed around 19,200 people across Europe. It was named the World's Top Company for Women in 2024 among all retail and wholesale companies by Forbes. The DOUGLAS Group (Douglas AG) is listed at the Frankfurt Stock Exchange.

For further information please visit the [DOUGLAS Group Website](#).

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