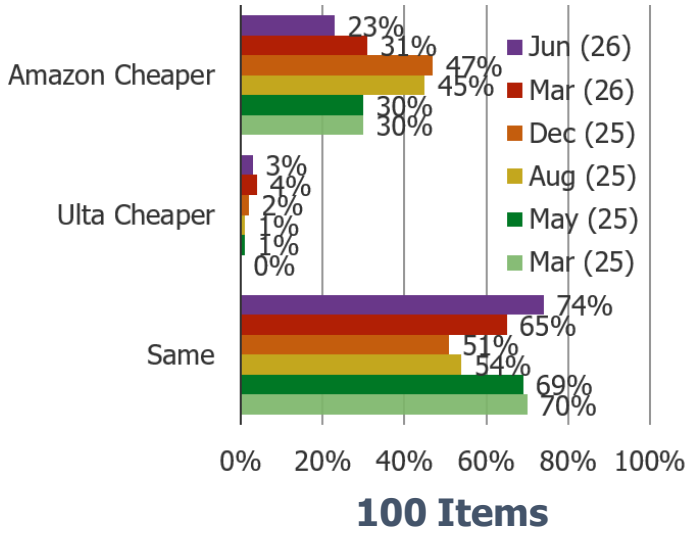
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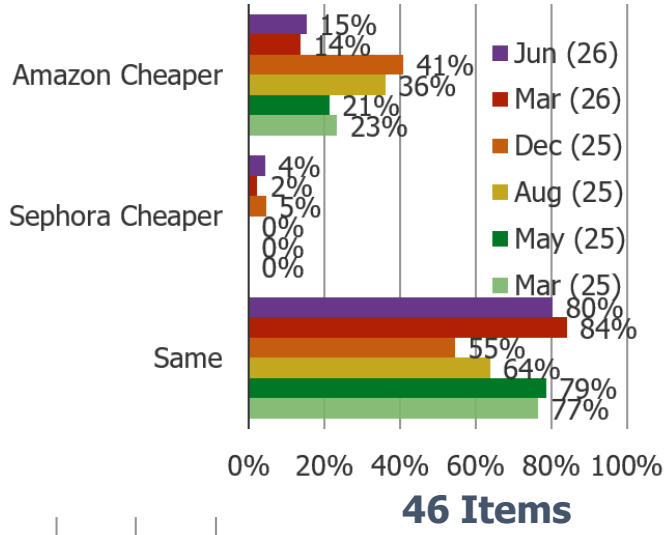
- We collected pricing data from 100 identical items found on both Amazon and Ulta and a subset found on Sephora. 90-95% of the items remained the same wave/wave.

FINDINGS: PRICING ANALYSIS

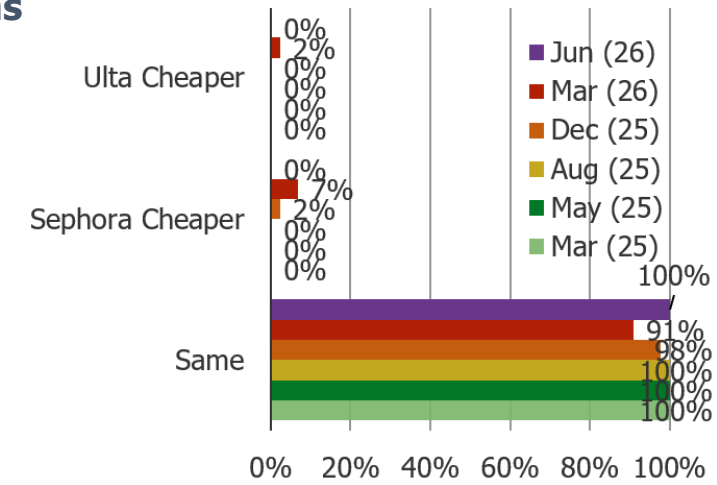
% of items out of the total that were cheaper on Amazon vs. Ulta vs. Sephora



100 Items



46 Items



46 Items

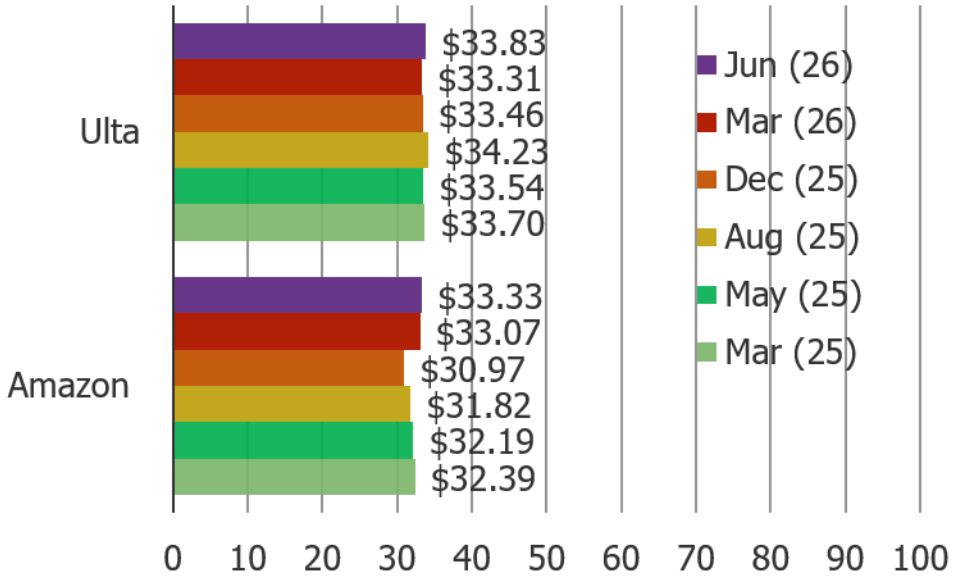
914-630-0512 | research@bespokeintel.com

BACKGROUND

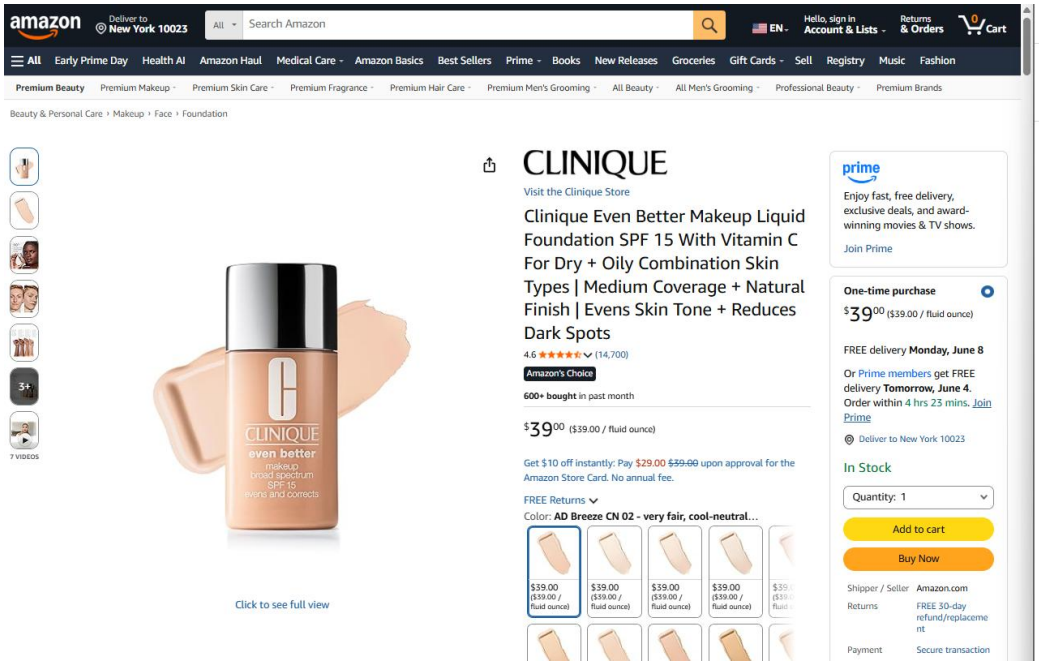
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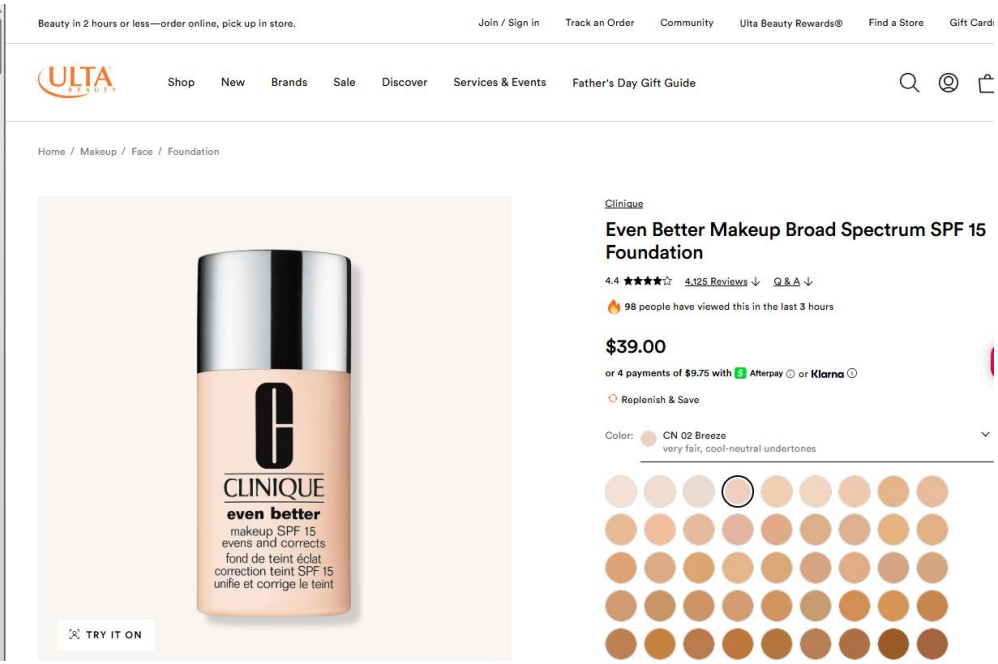
FINDINGS: PRICING ANALYSIS

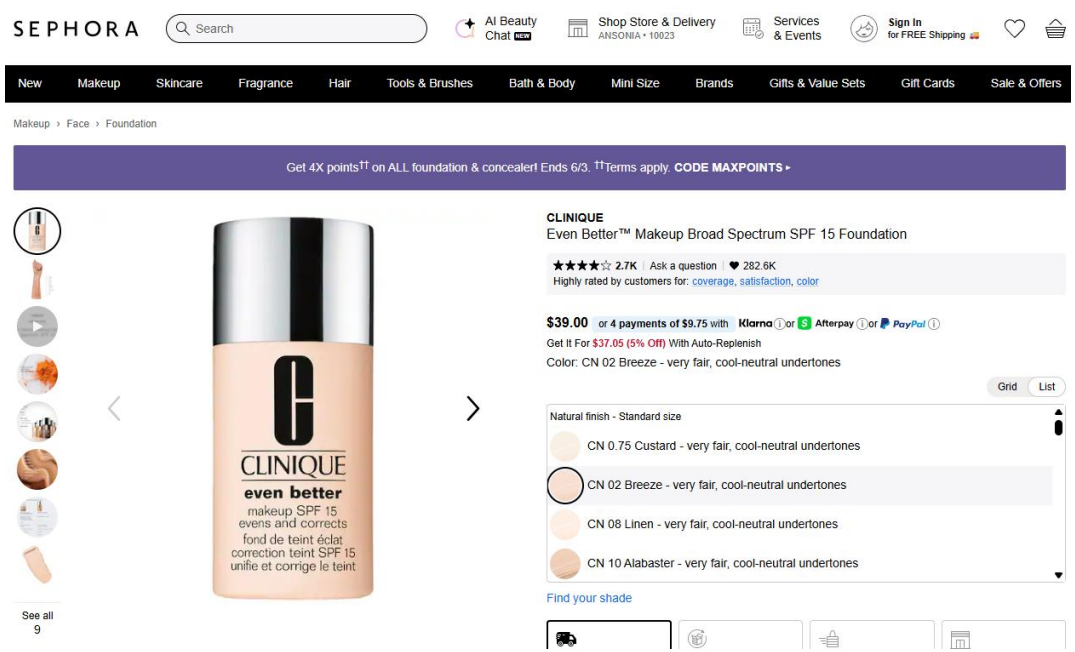
Average Price Per Item on 100+ identical items found on Amazon and Ulta.



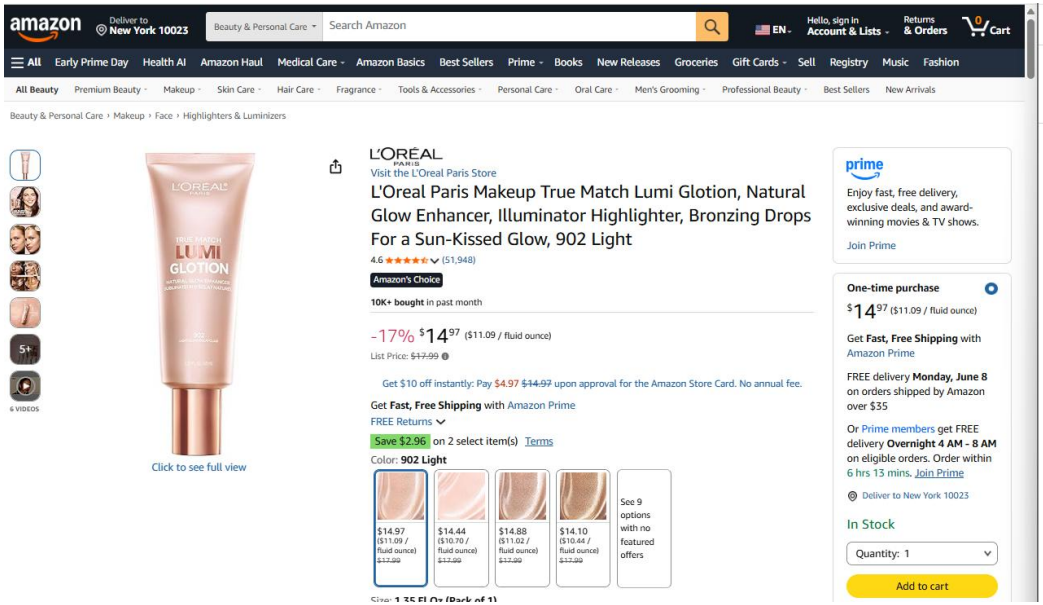
Bespoke – Amazon, Ulta, Sephora Identical Items

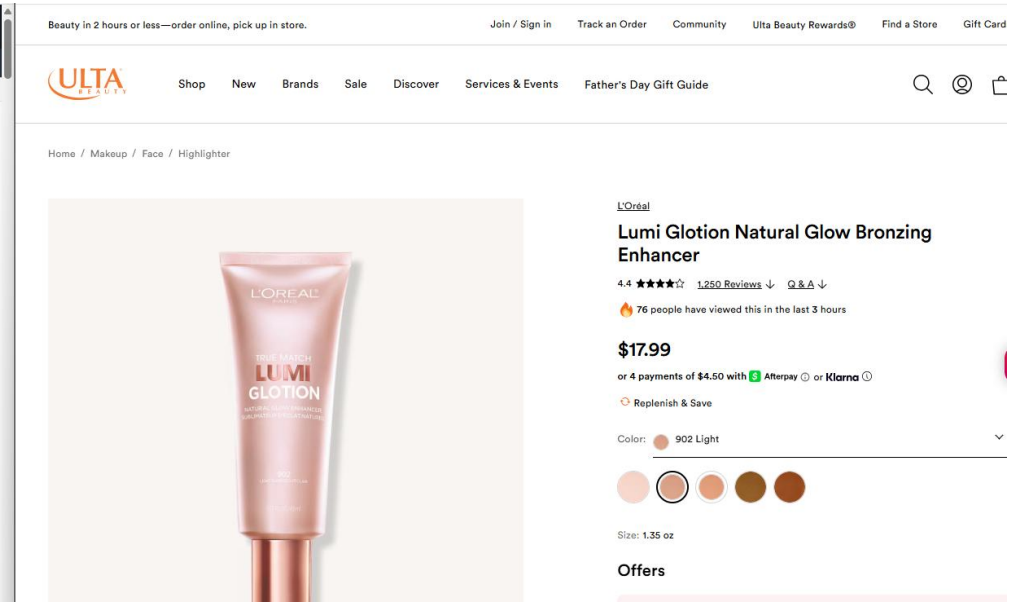






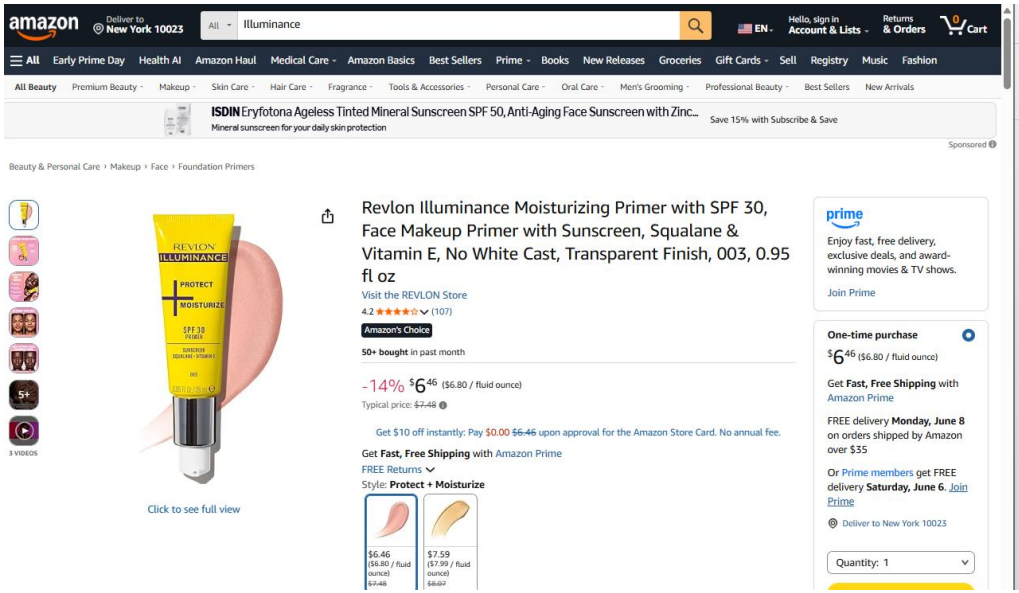
Bespoke – Amazon, Ulta, Sephora Identical Items

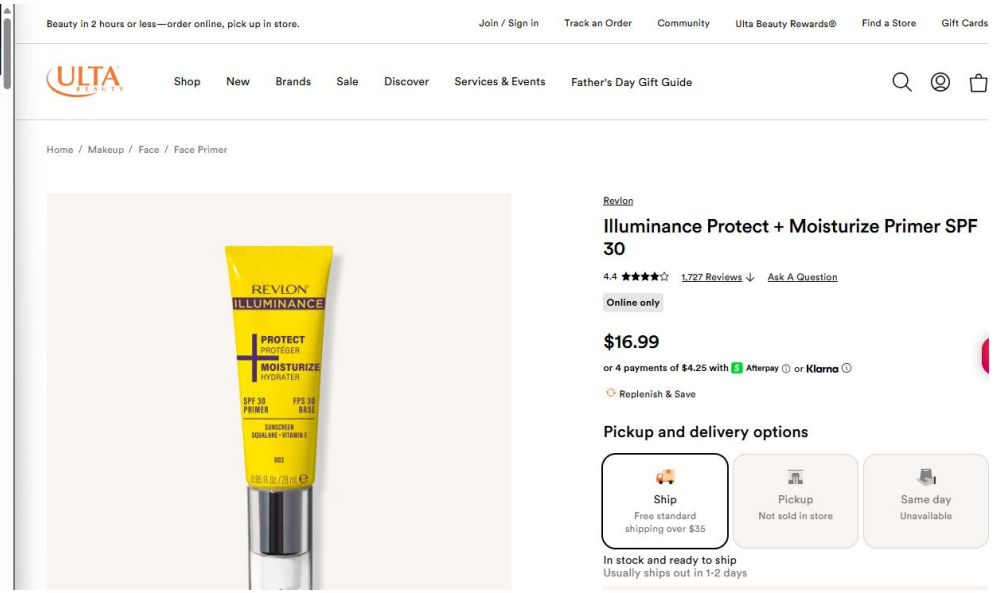




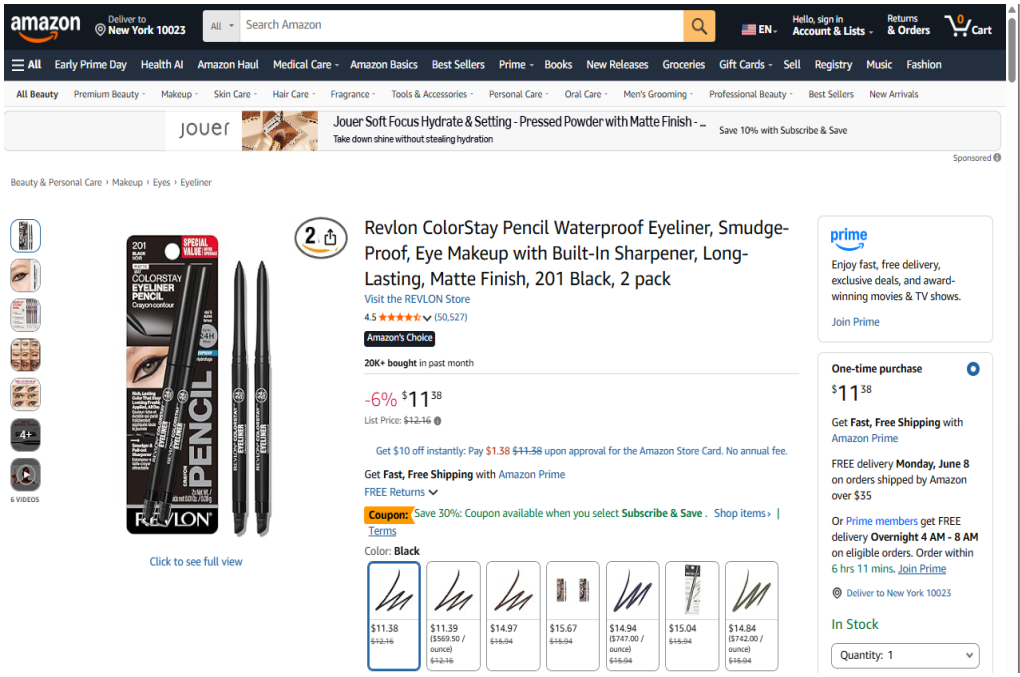
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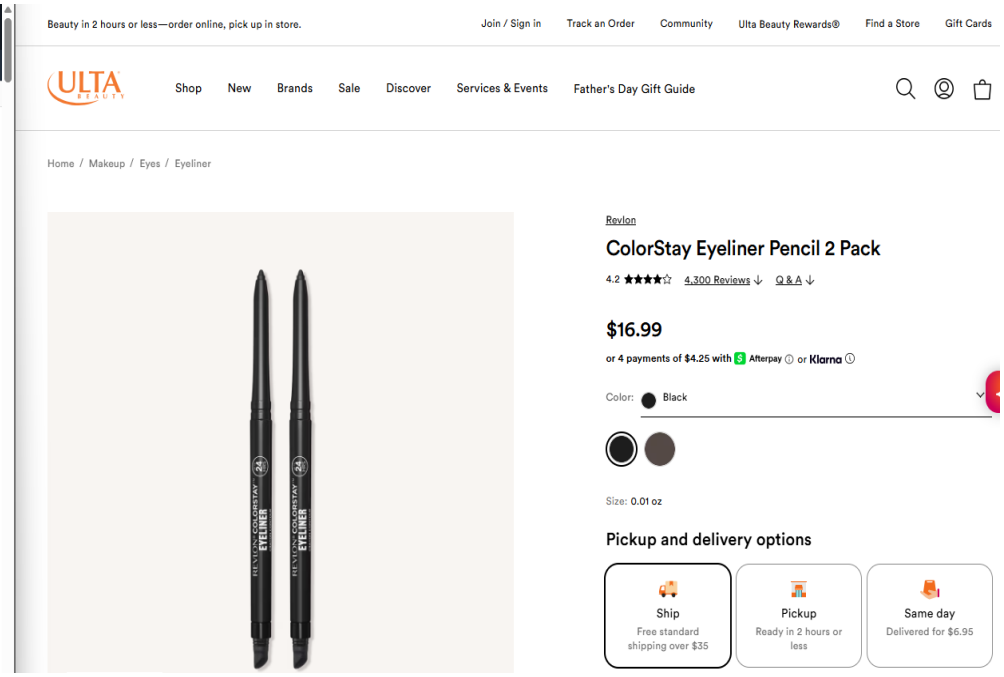
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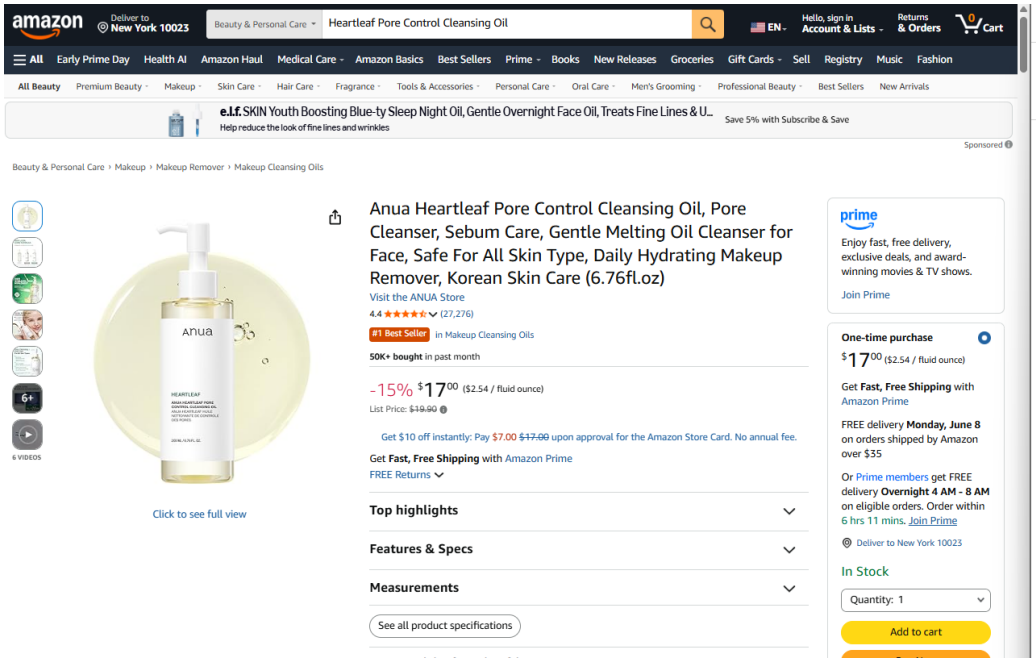


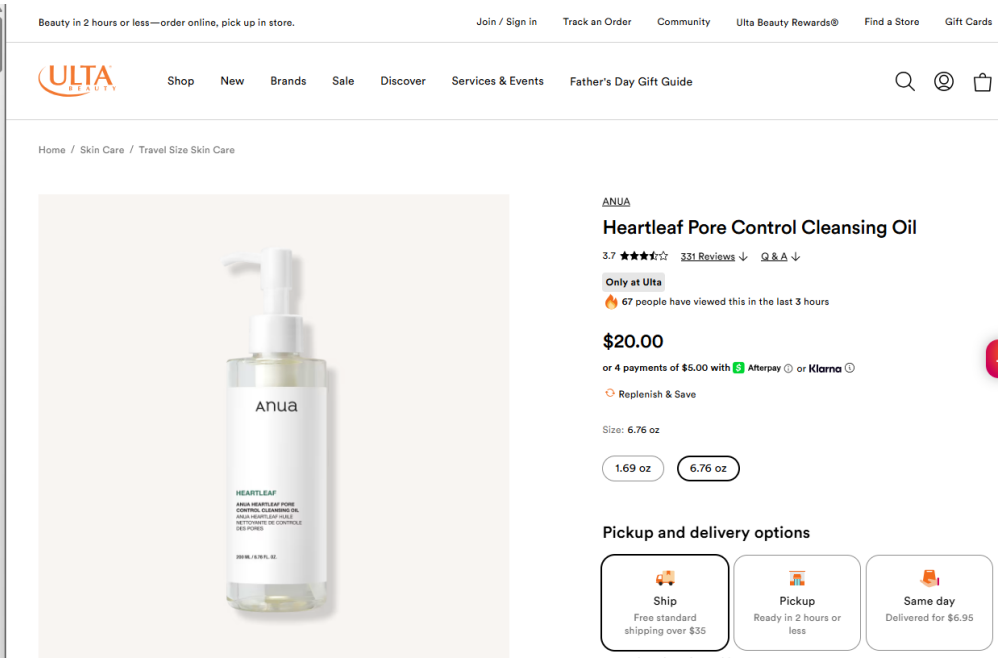
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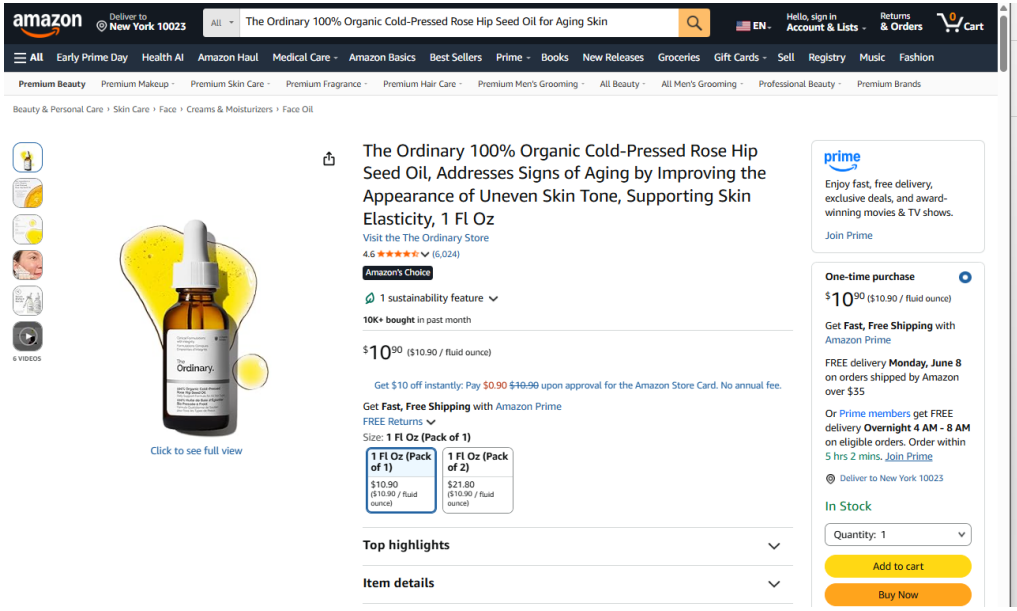
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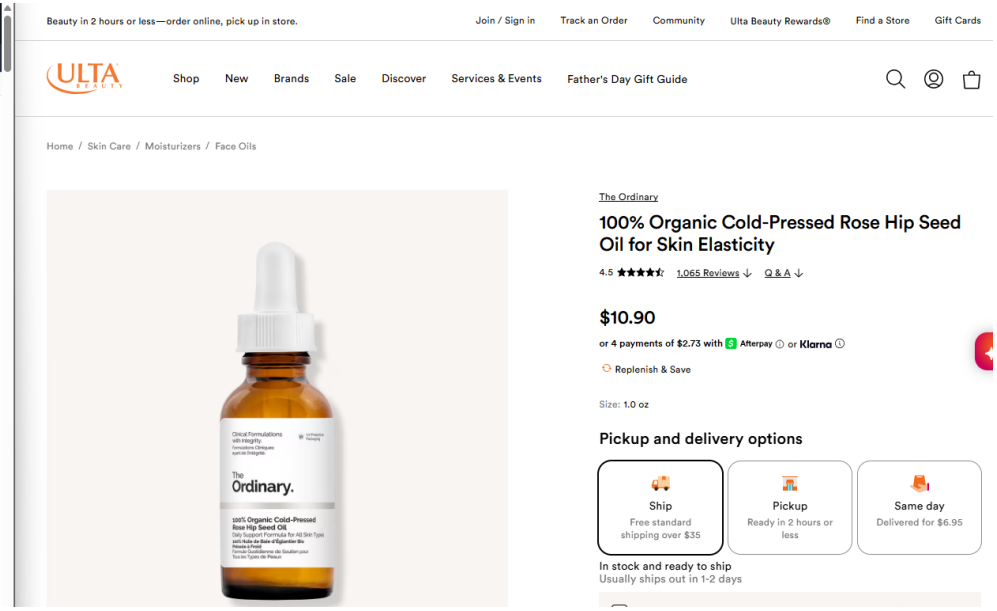


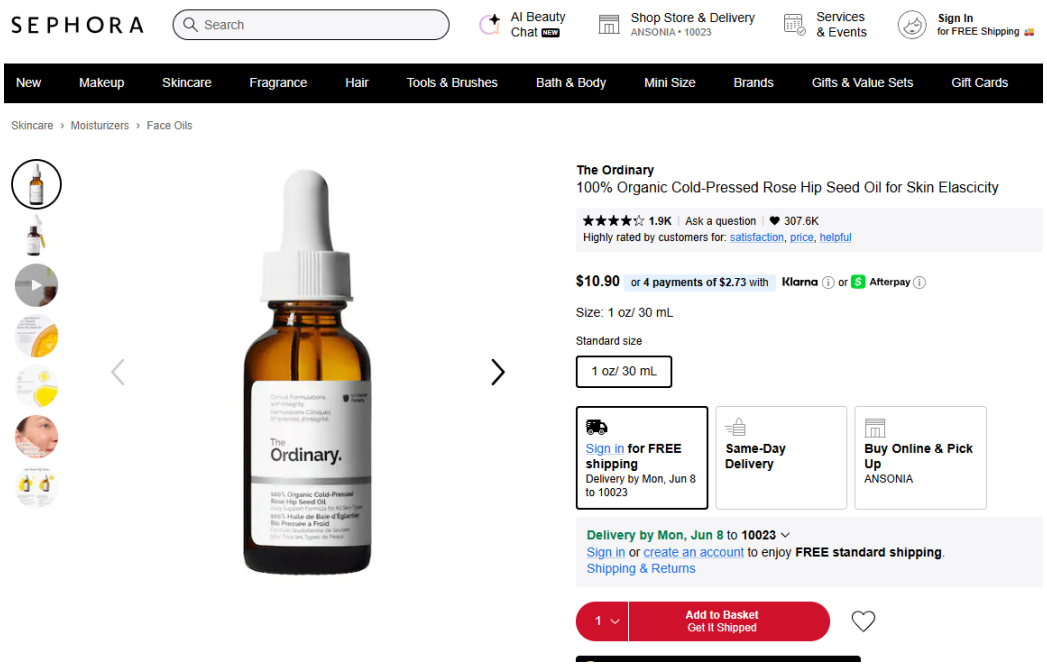


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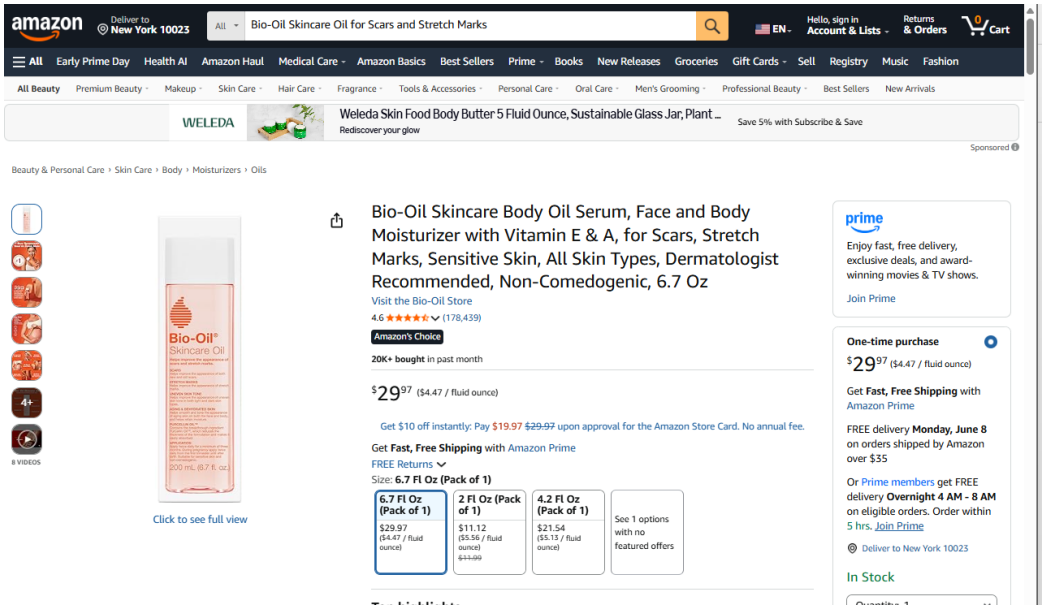
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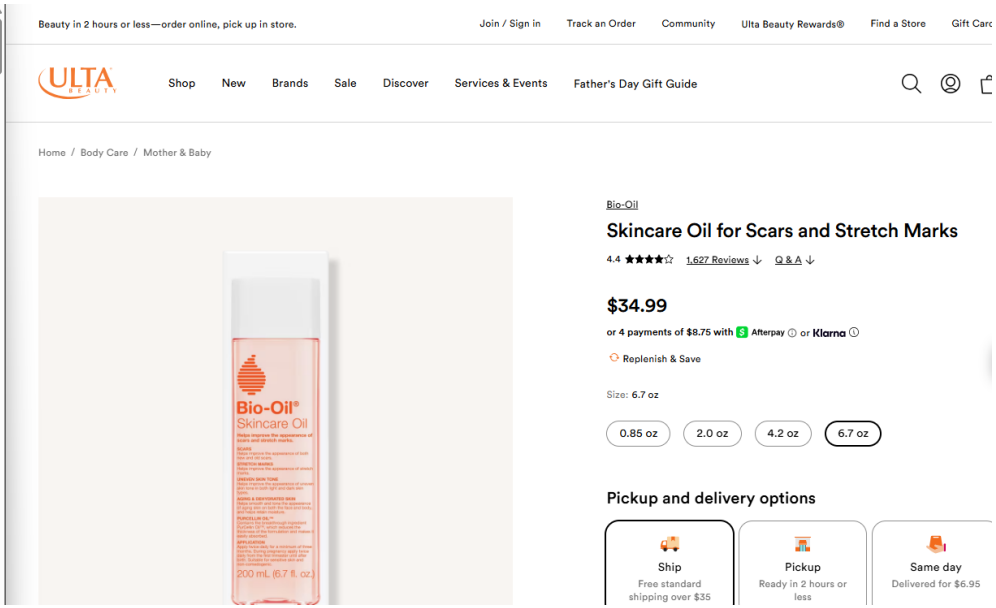






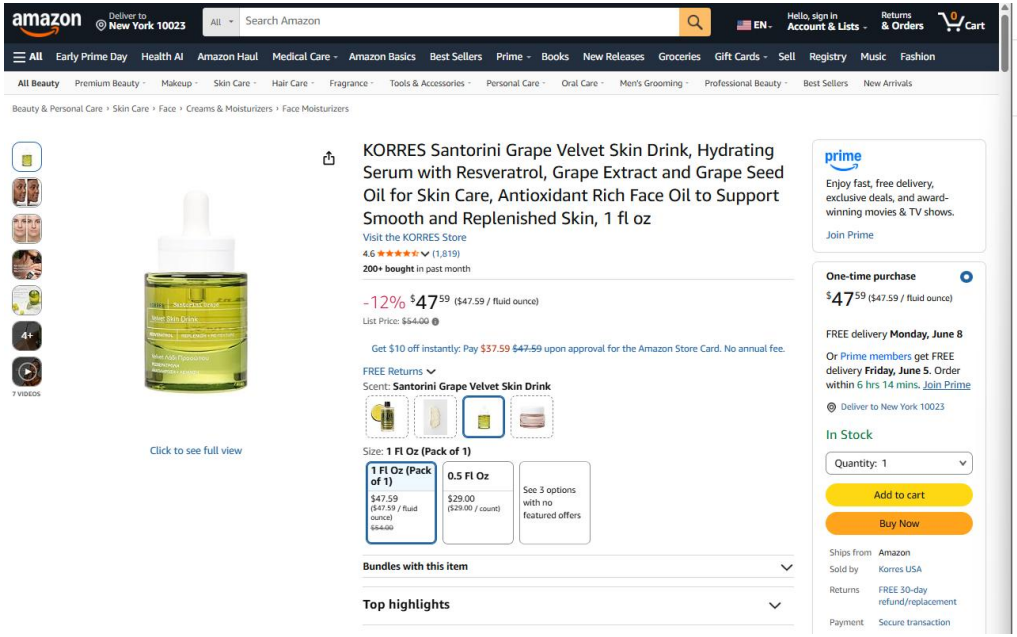
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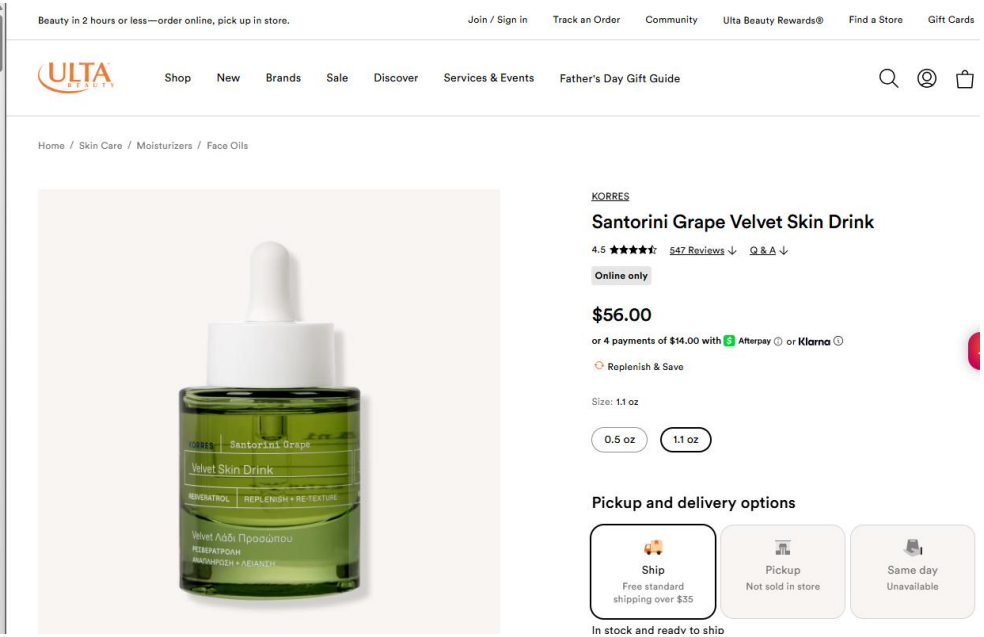




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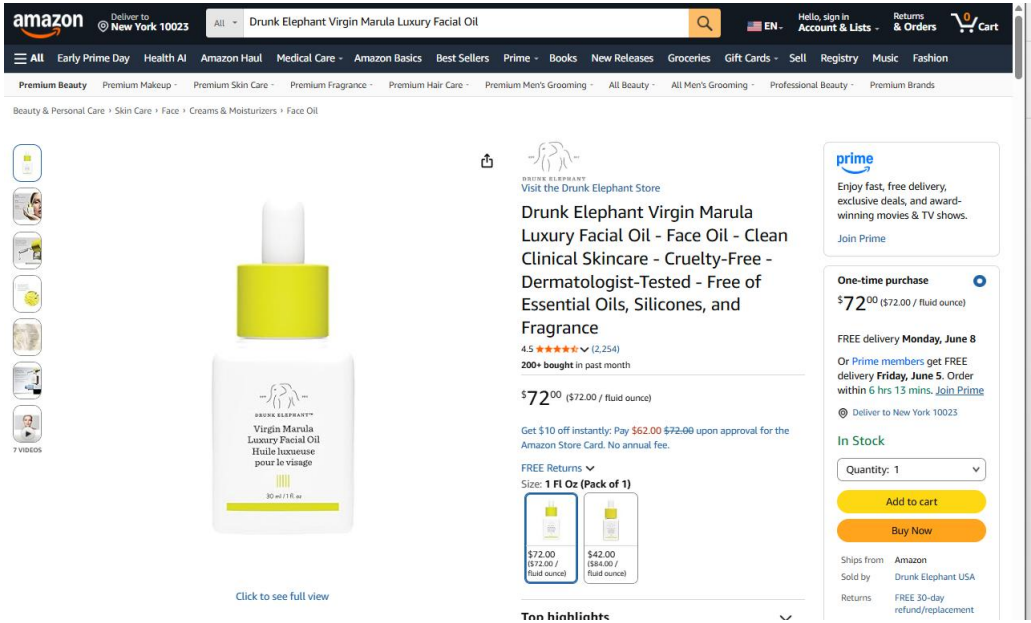
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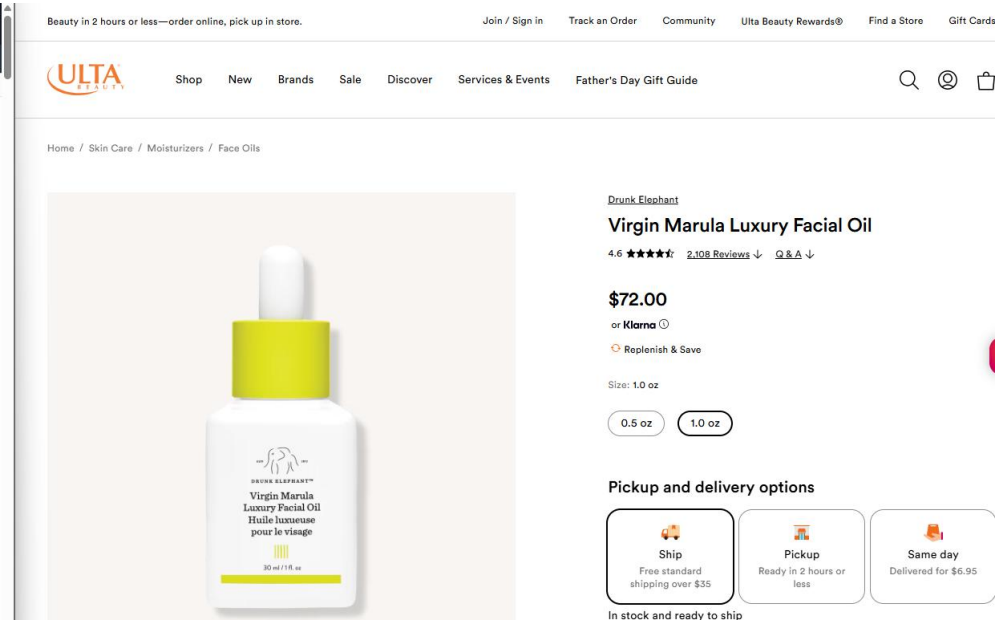


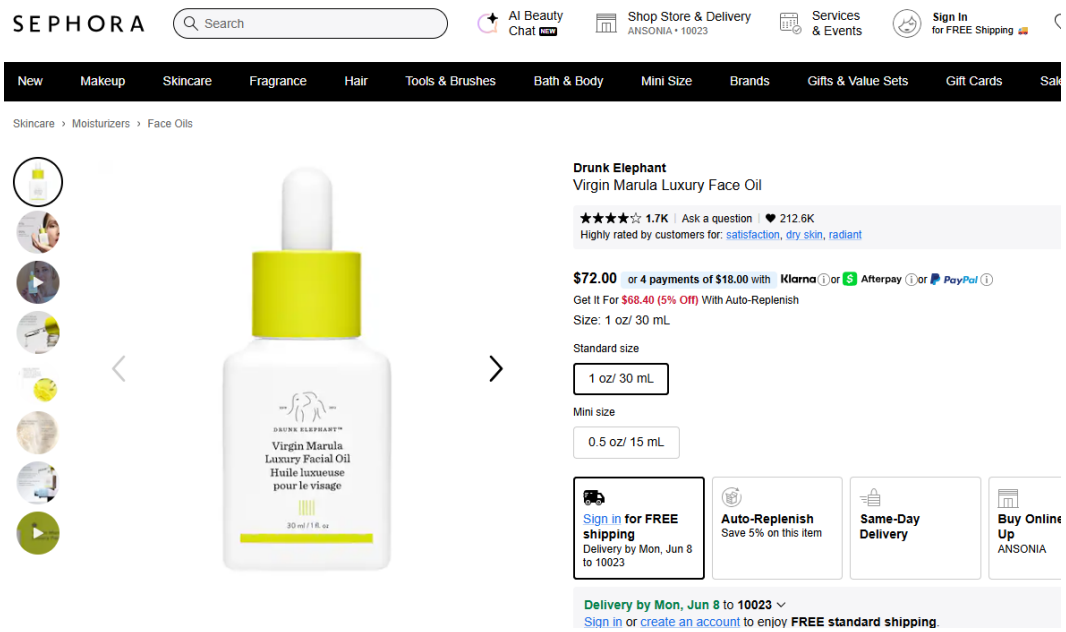


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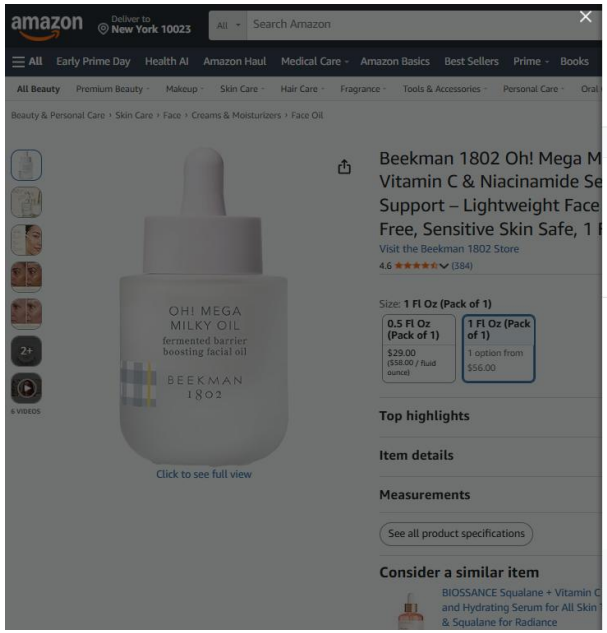
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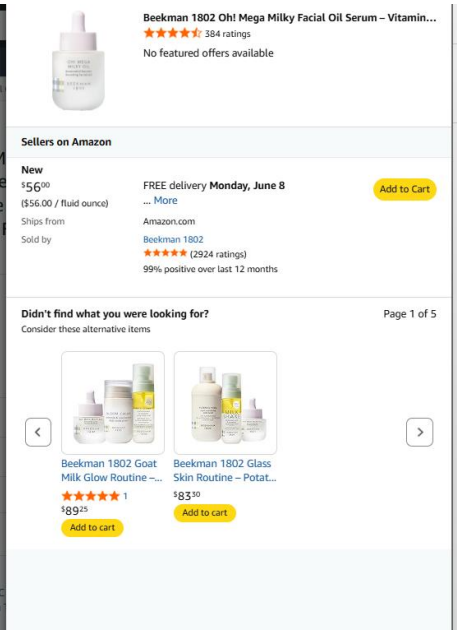


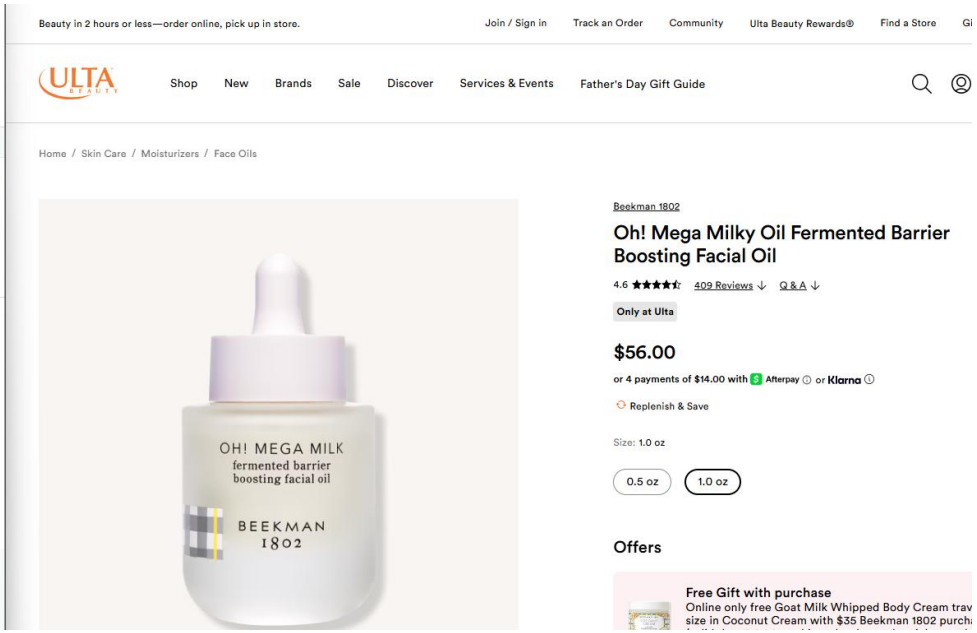




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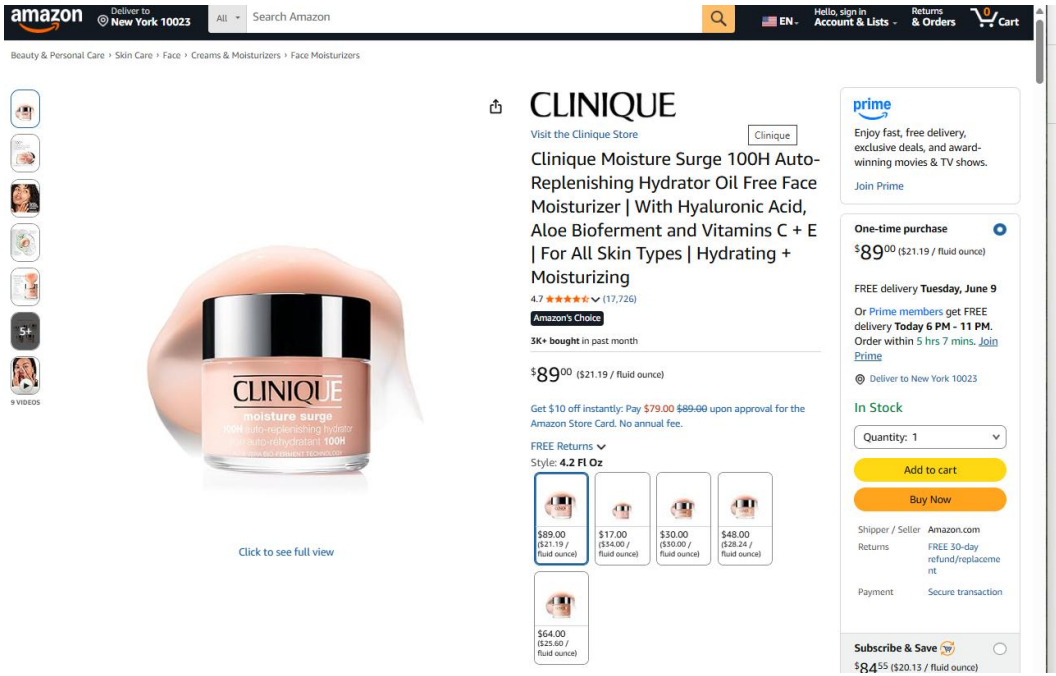


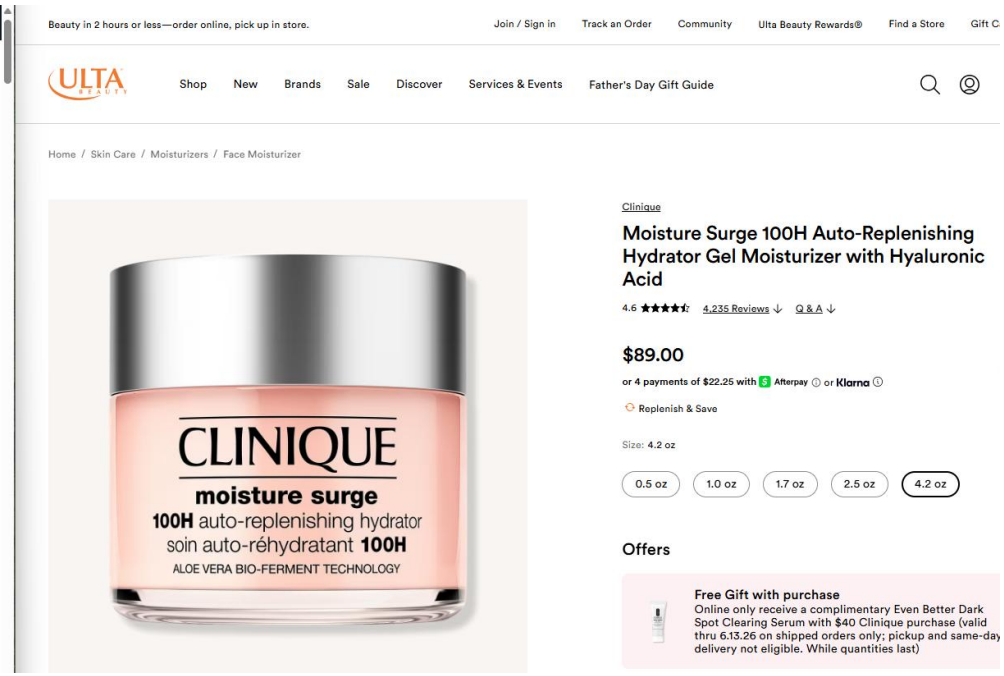


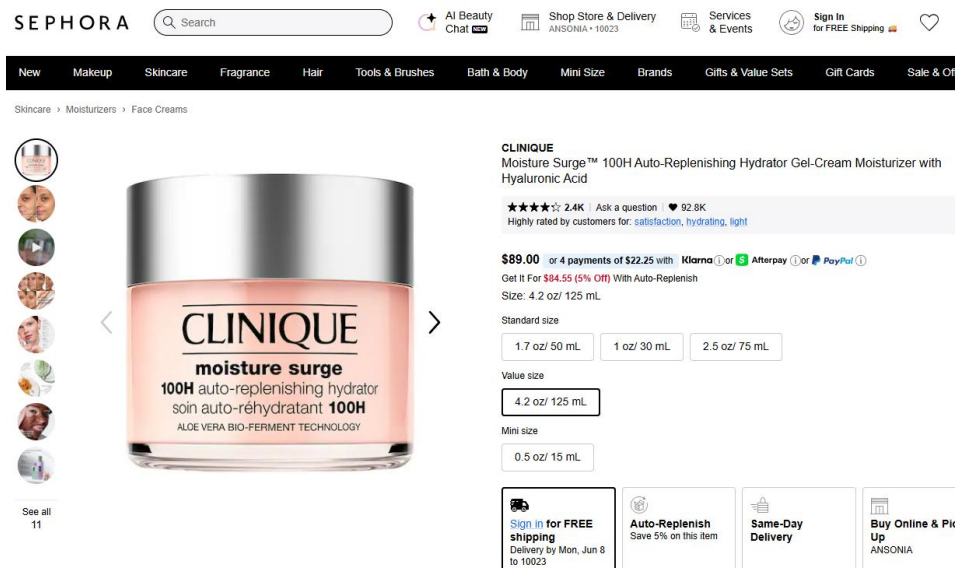


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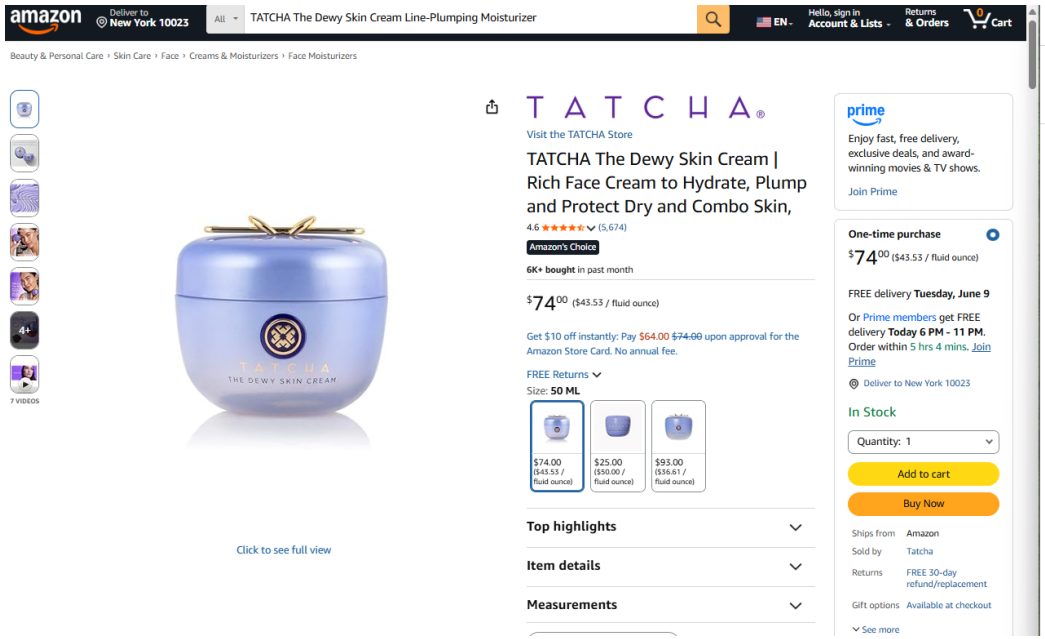


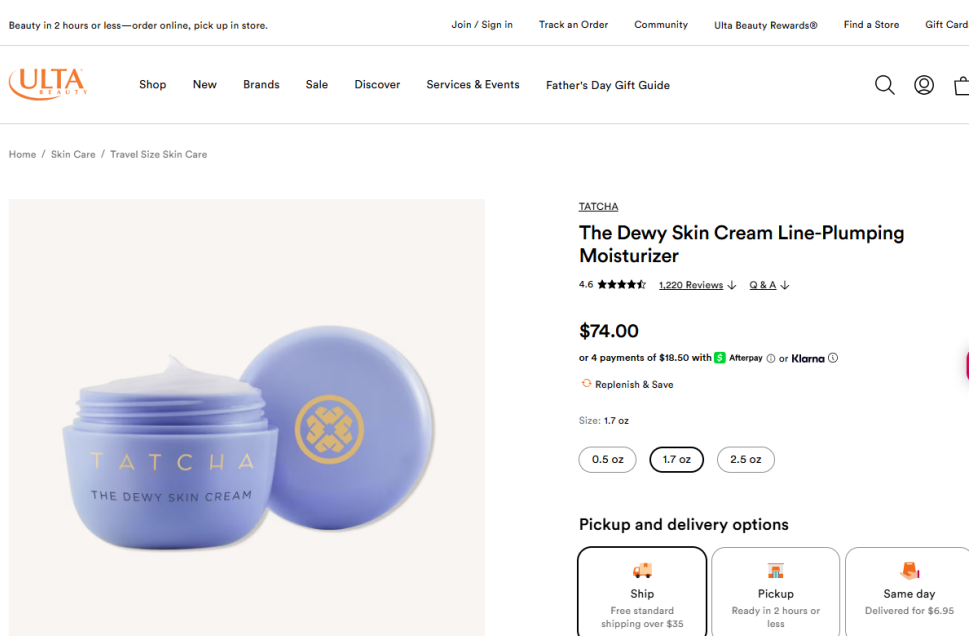


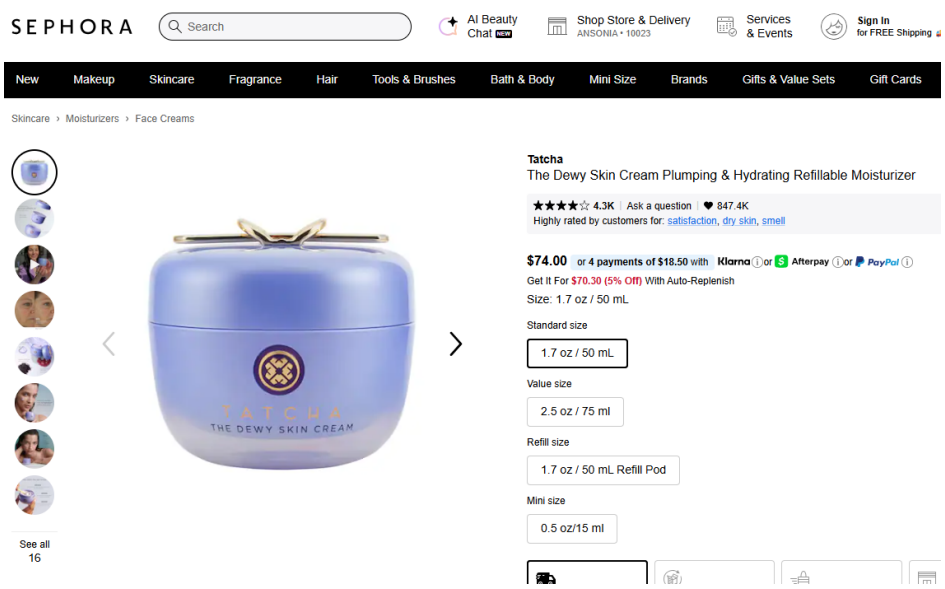


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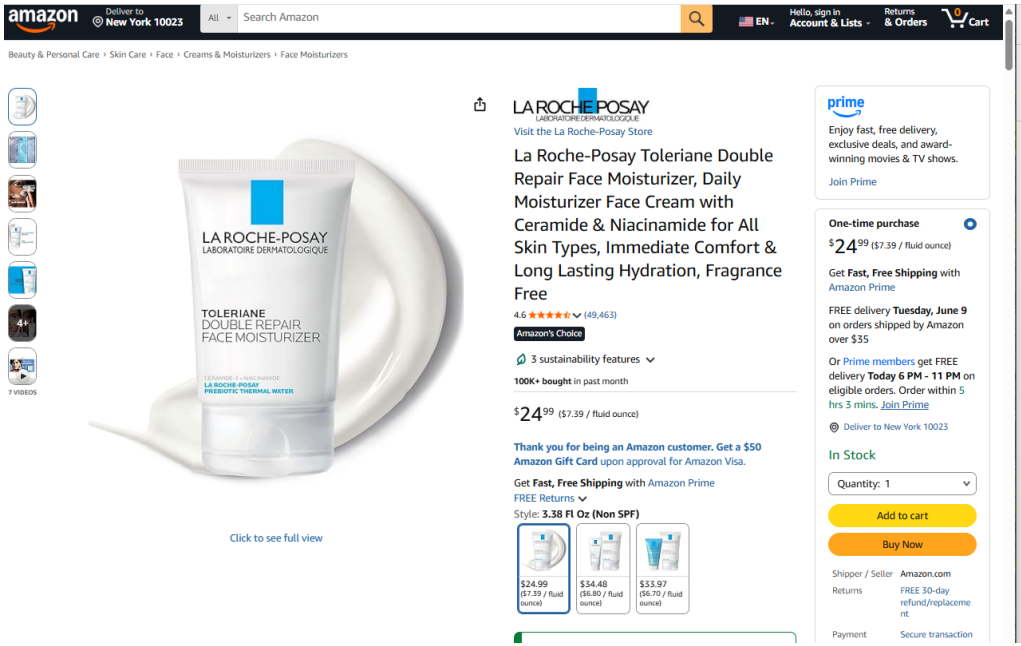


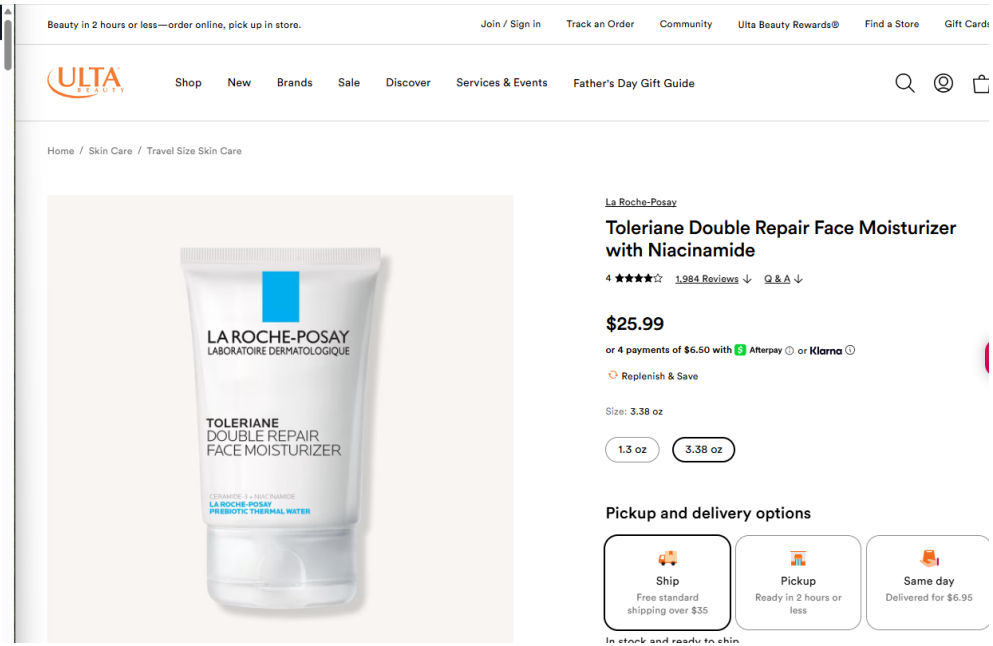




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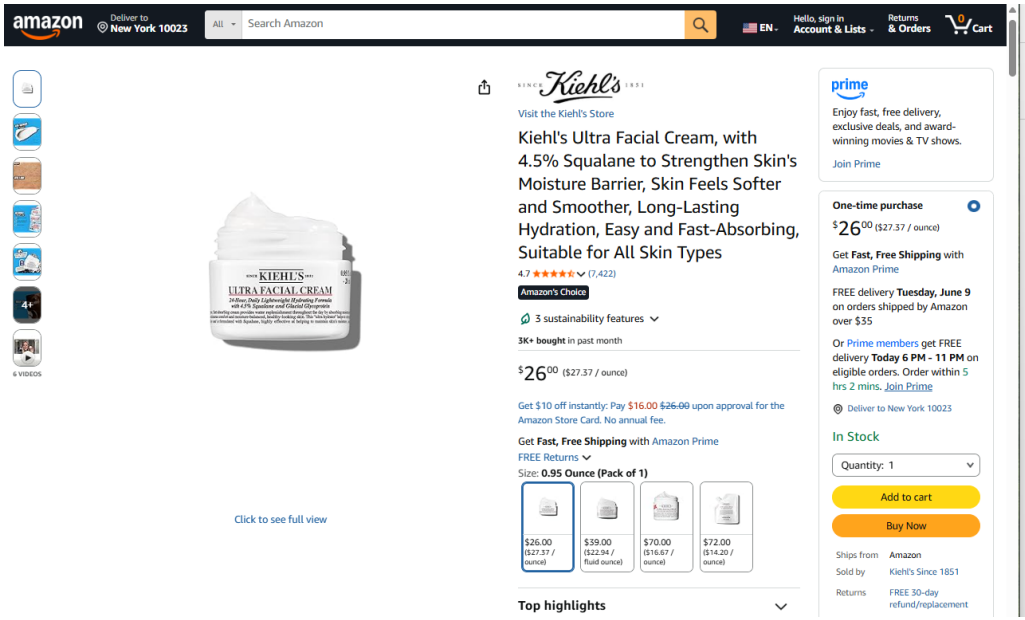
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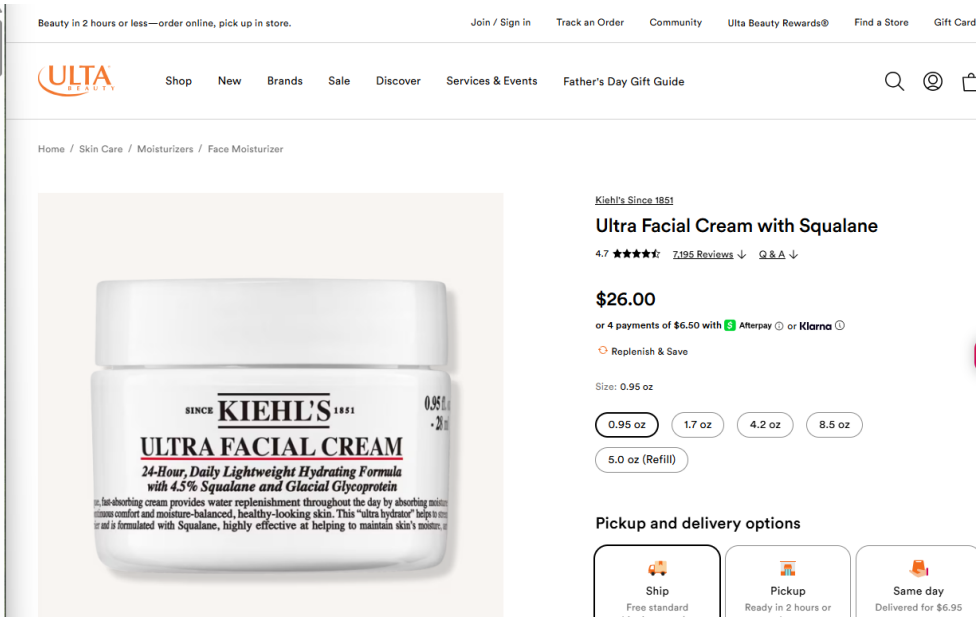


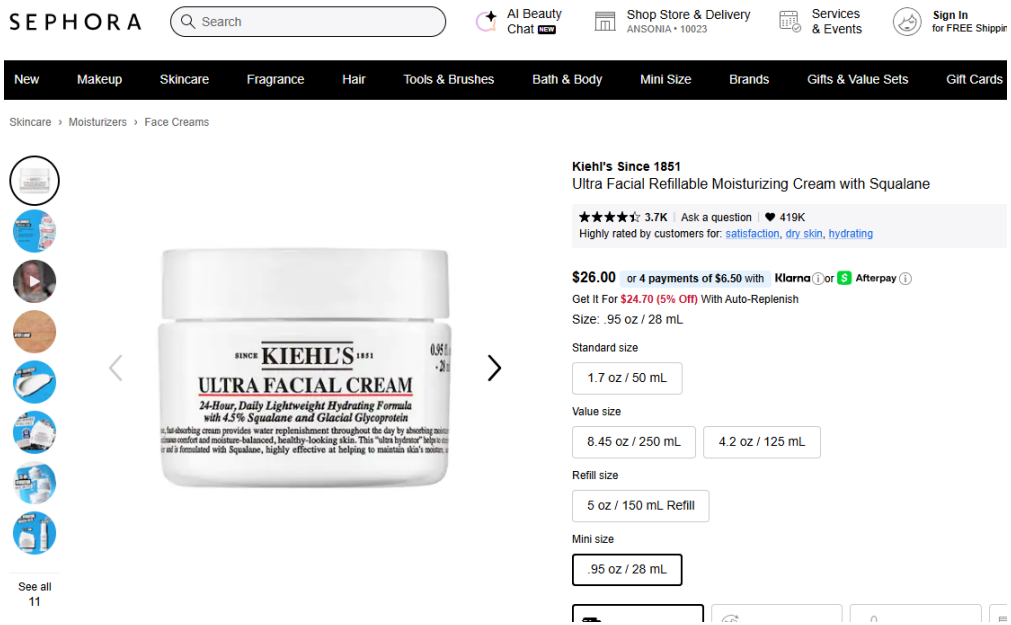


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Bespoke – Amazon, Ulta, Sephora Identical Items

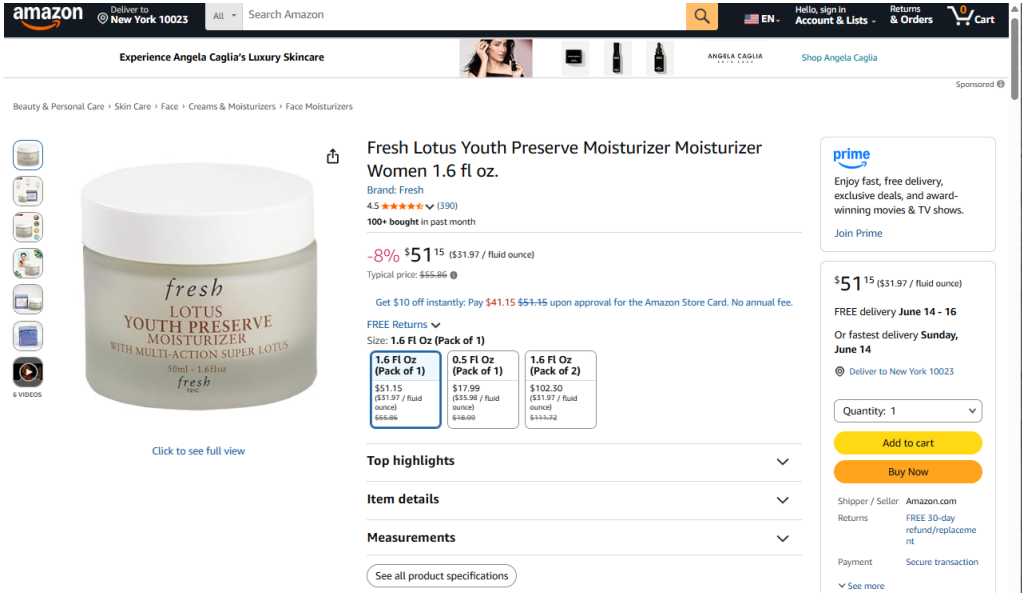


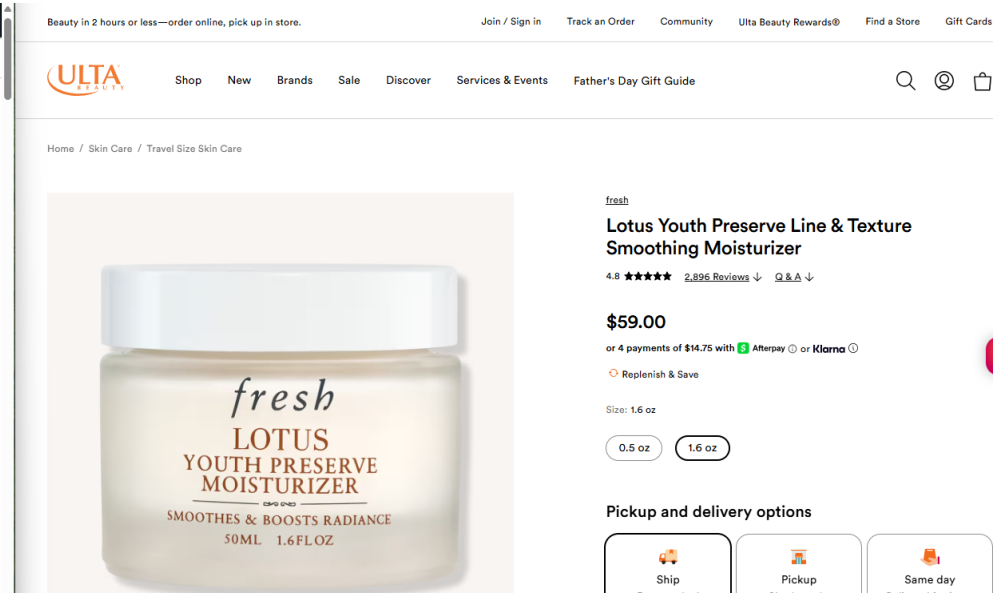


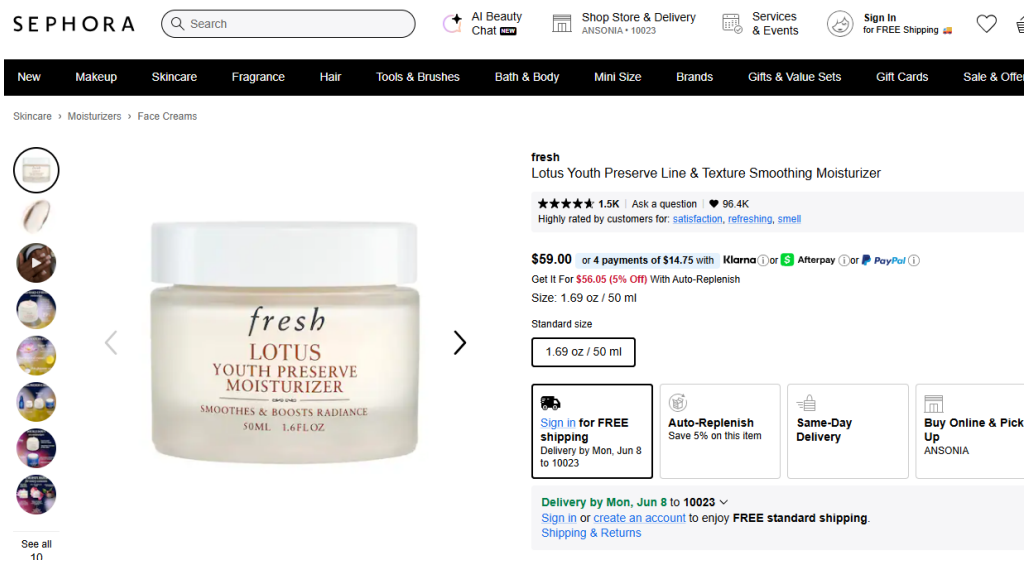


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Bespoke – Amazon, Ulta, Sephora Identical Items

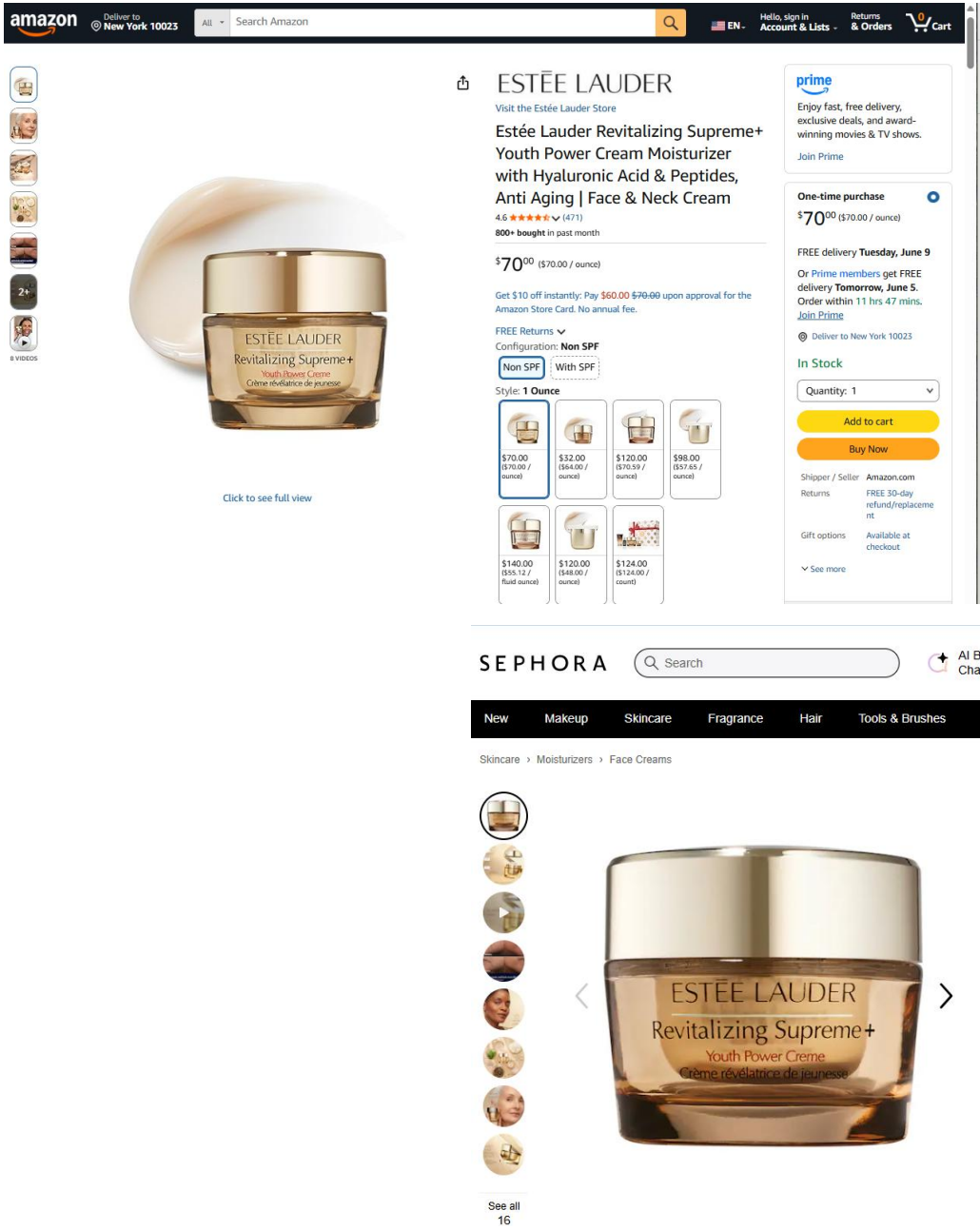






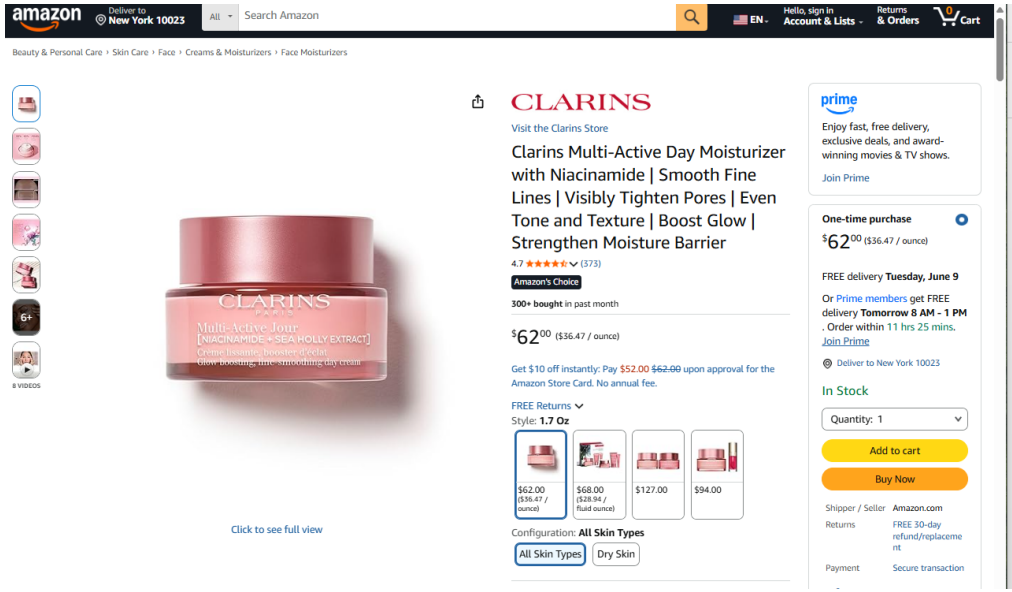
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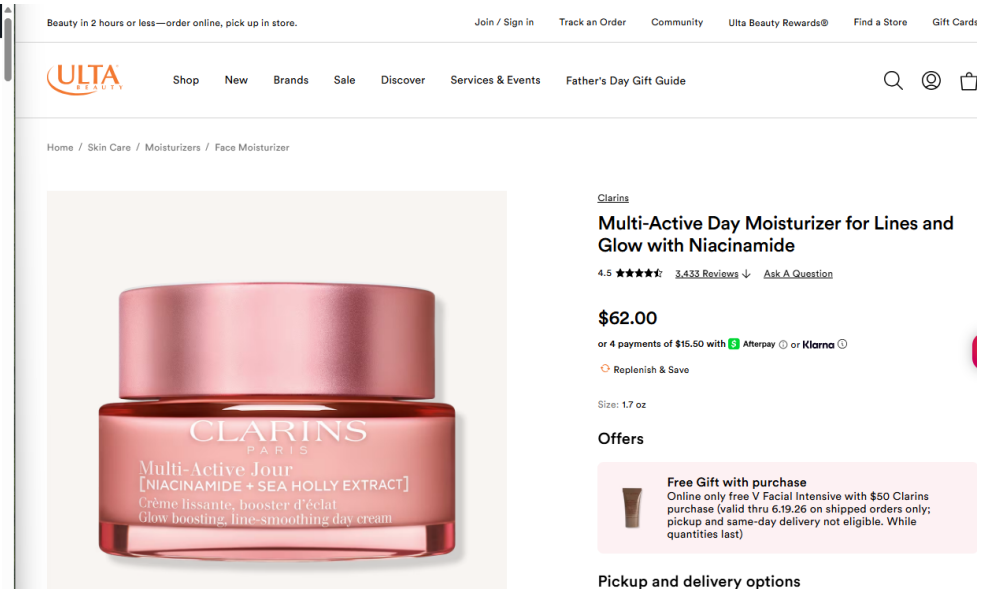
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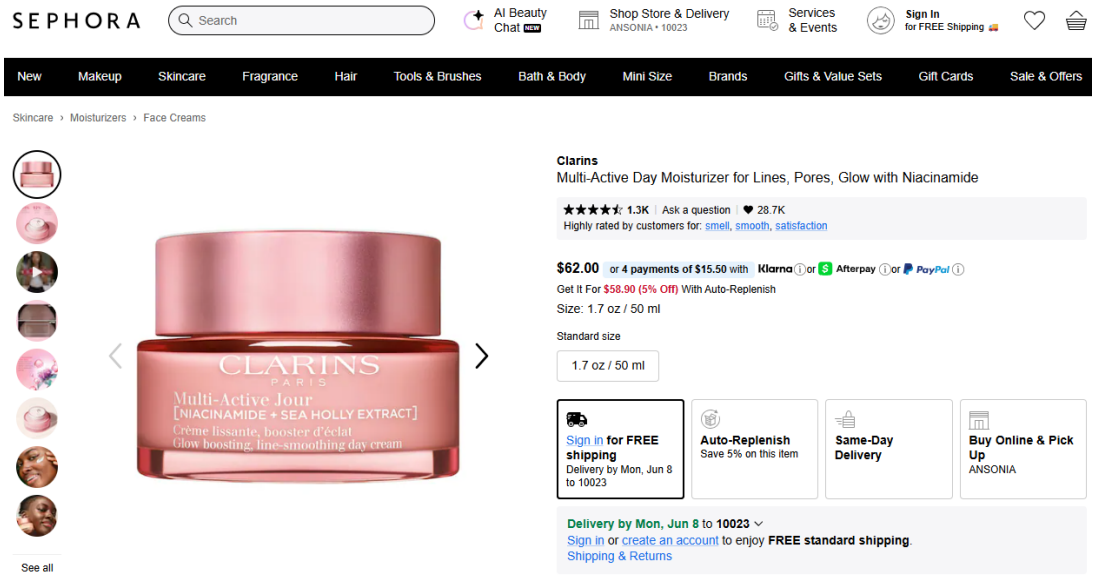


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Bespoke – Amazon, Ulta, Sephora Identical Items

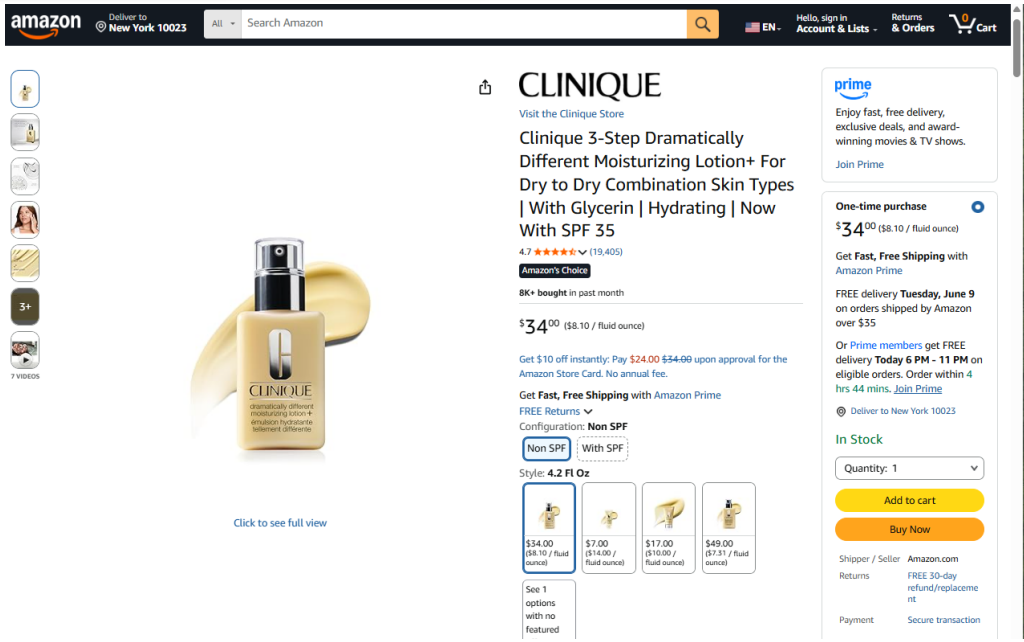


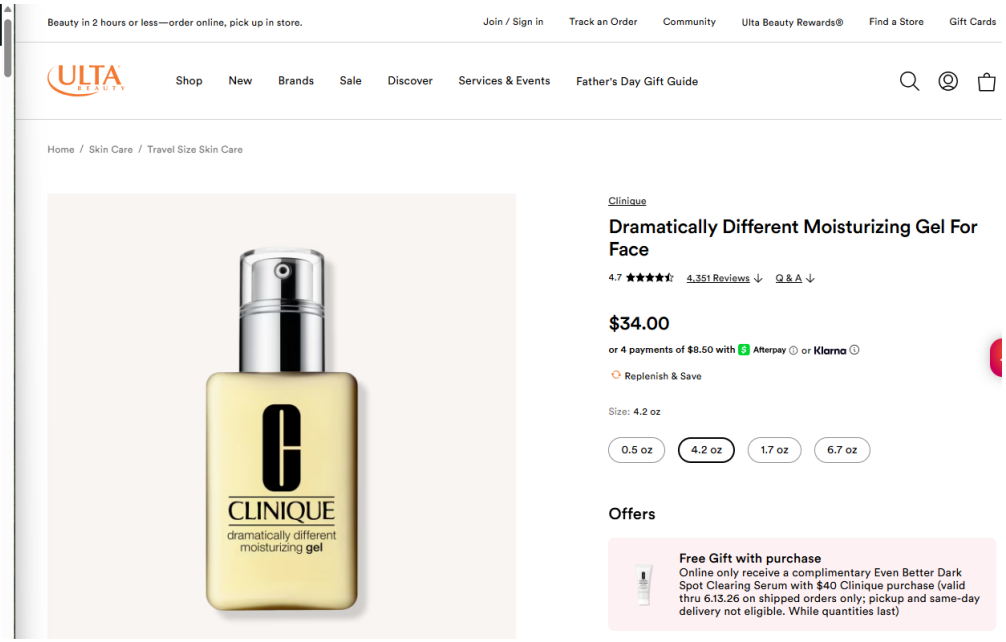


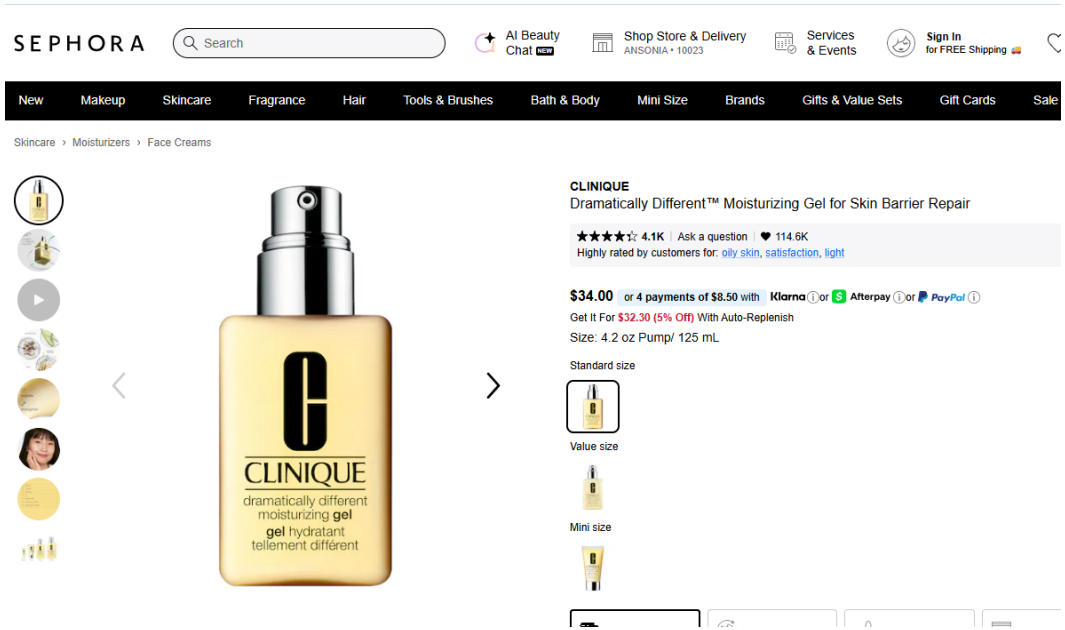


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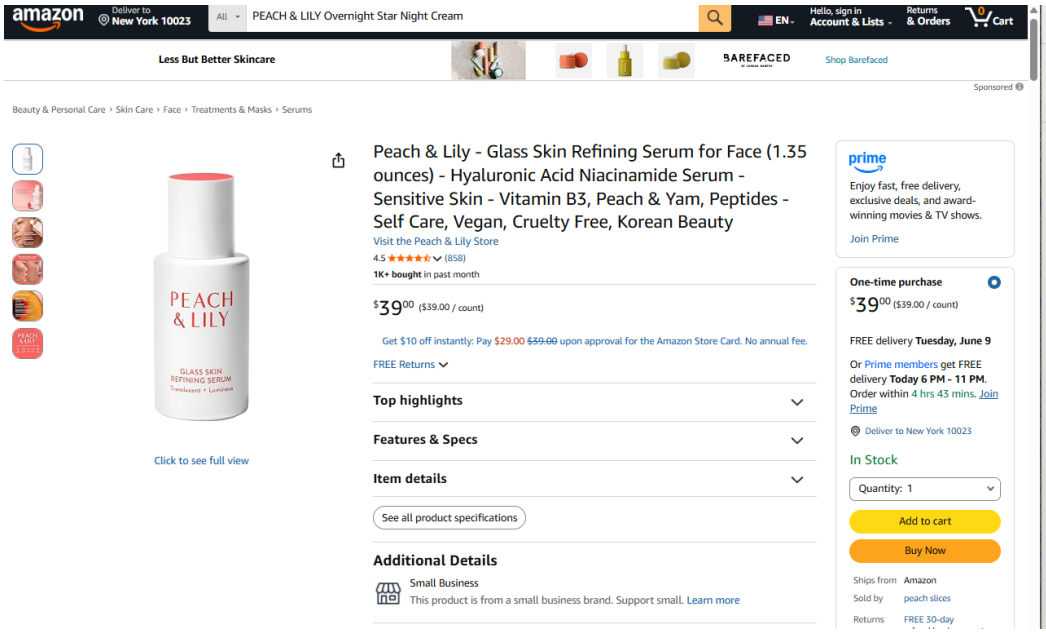


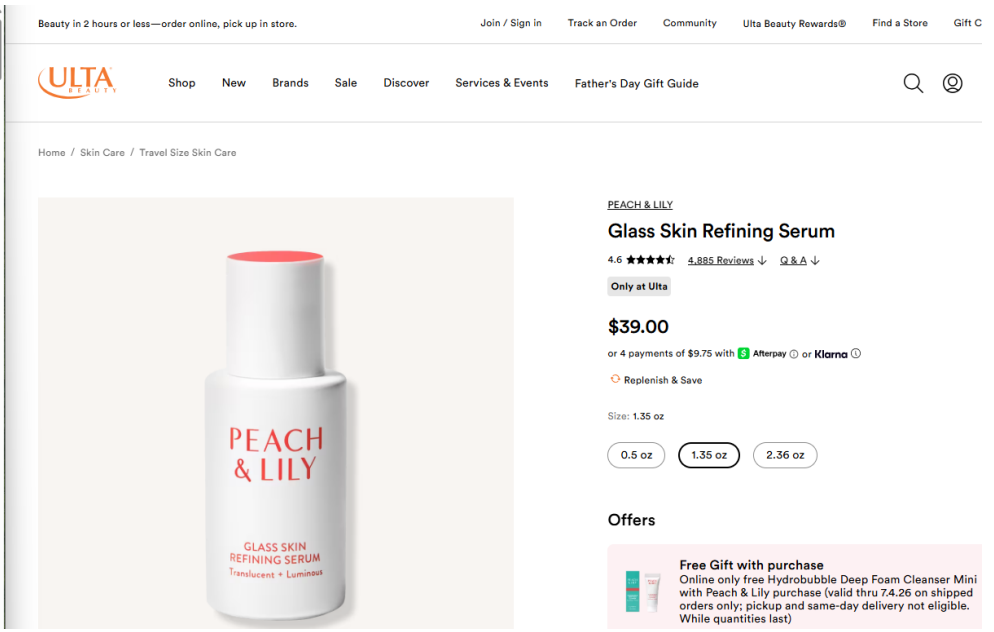




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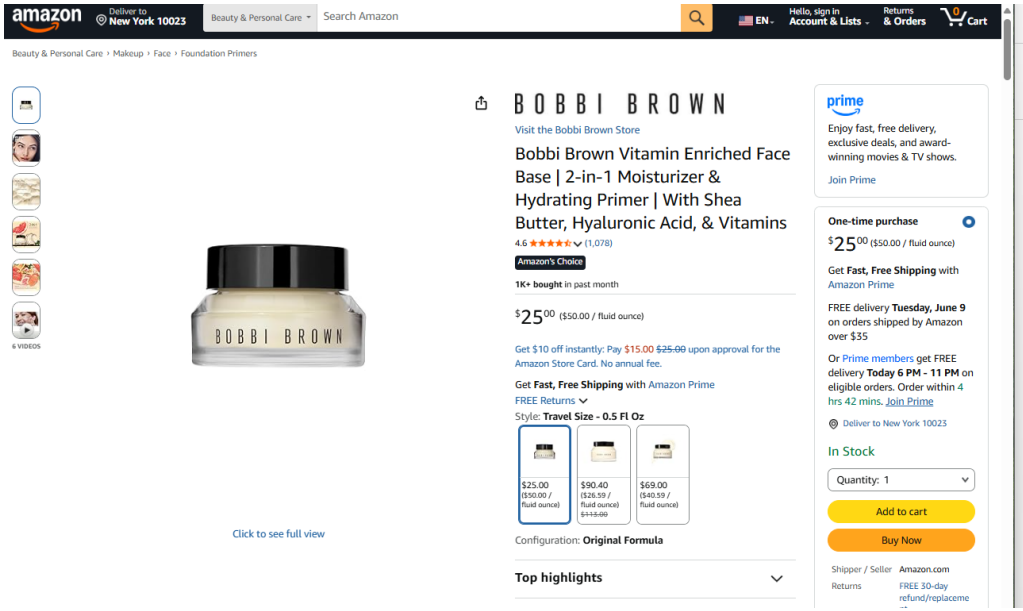
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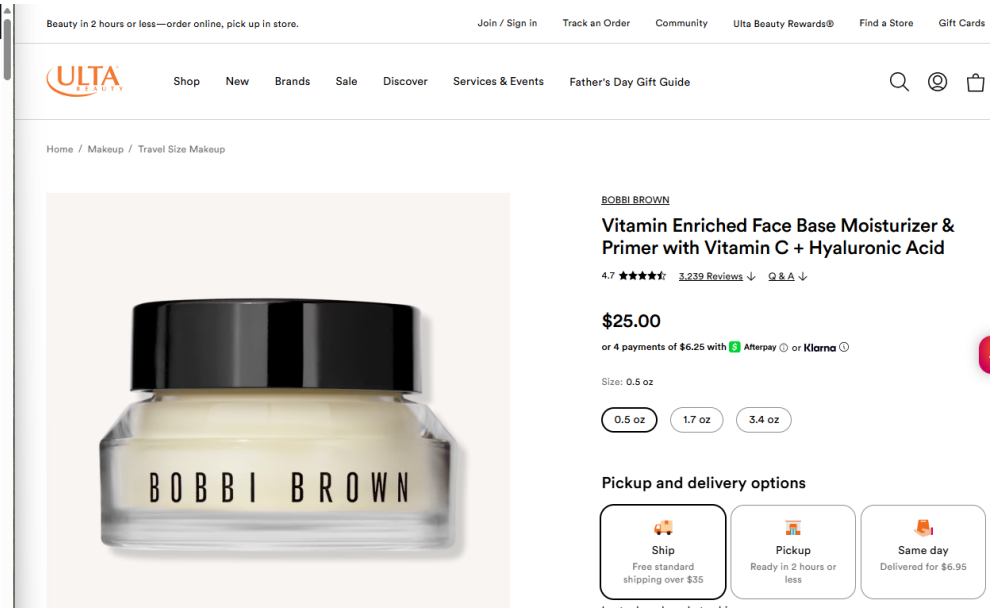


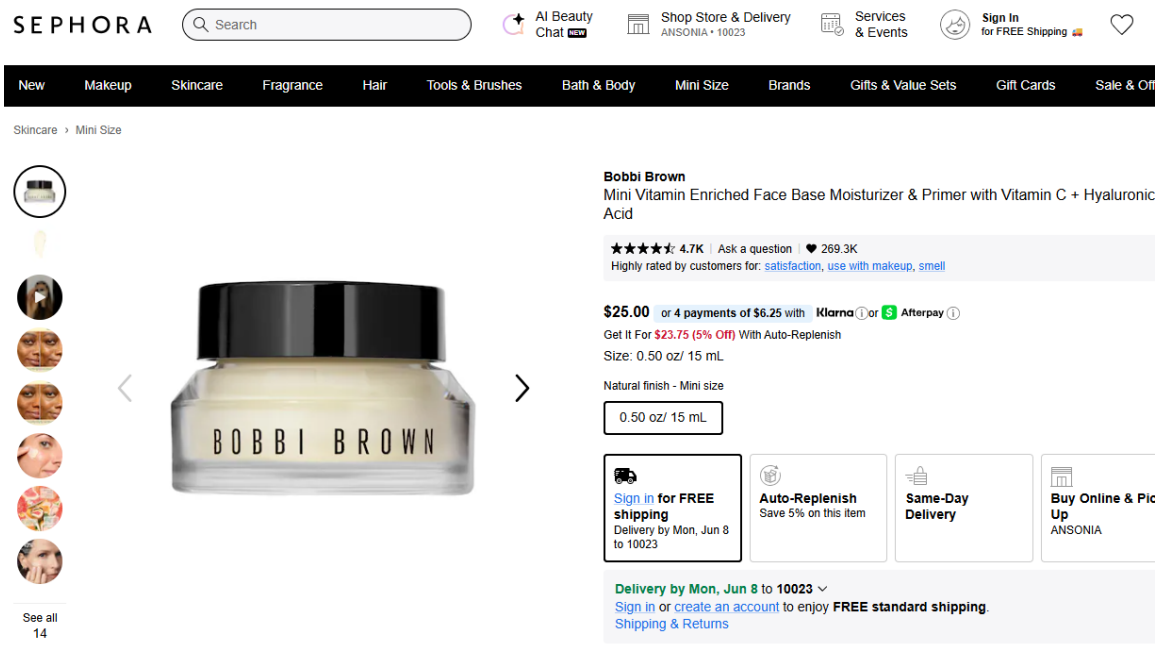


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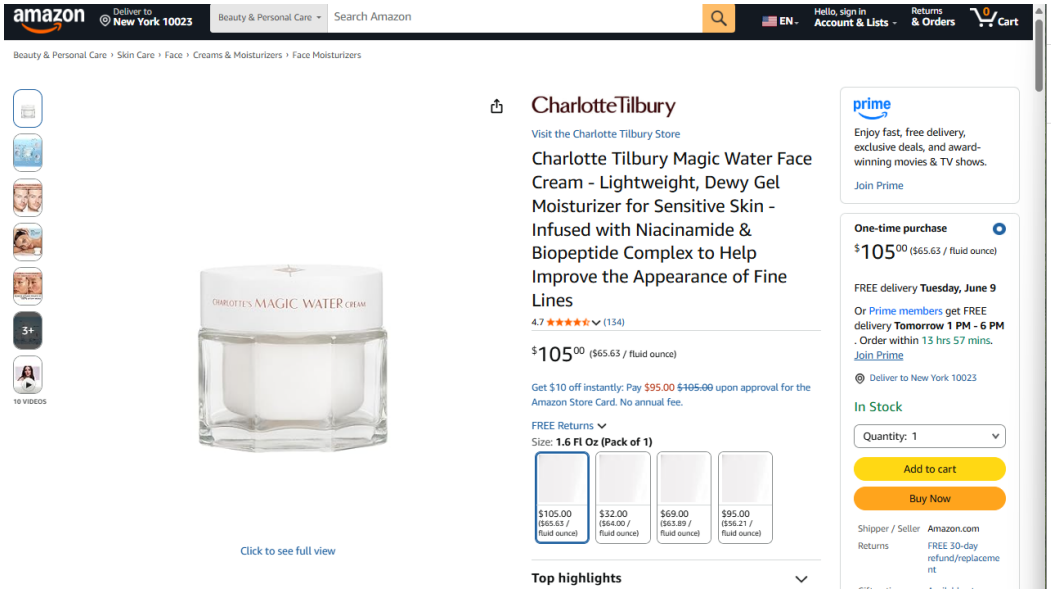


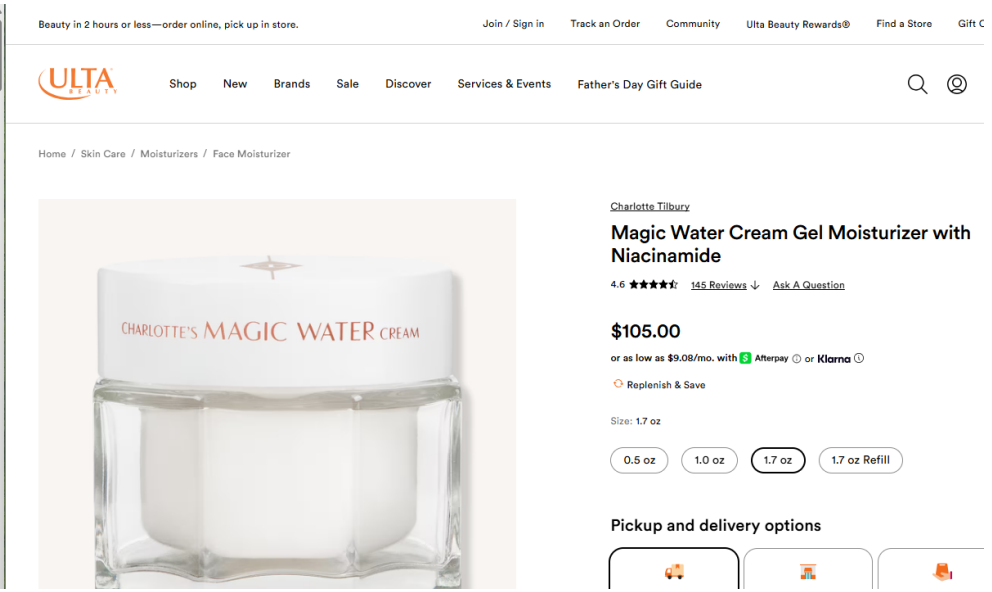


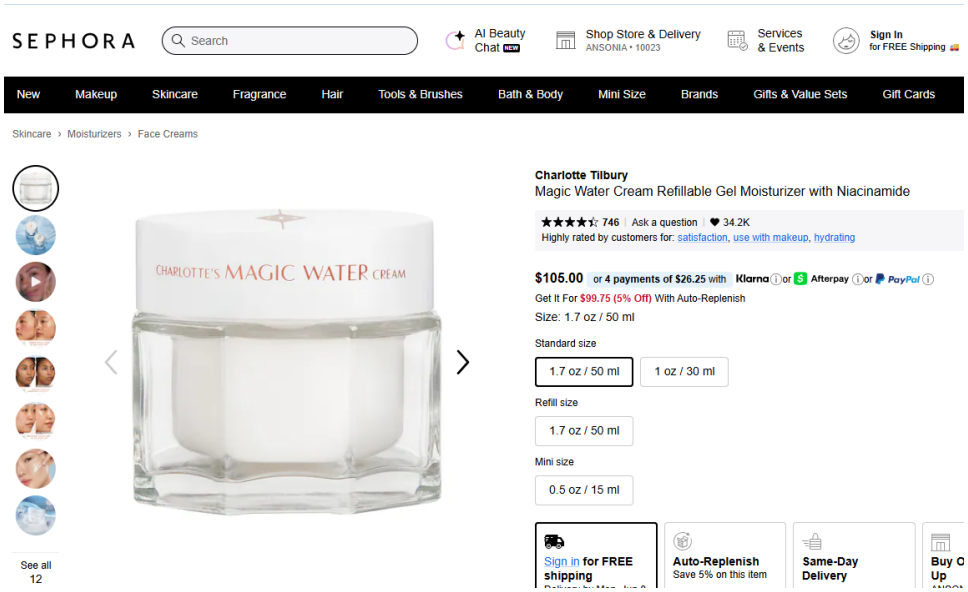


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon, Ulta, Sephora Identical Items

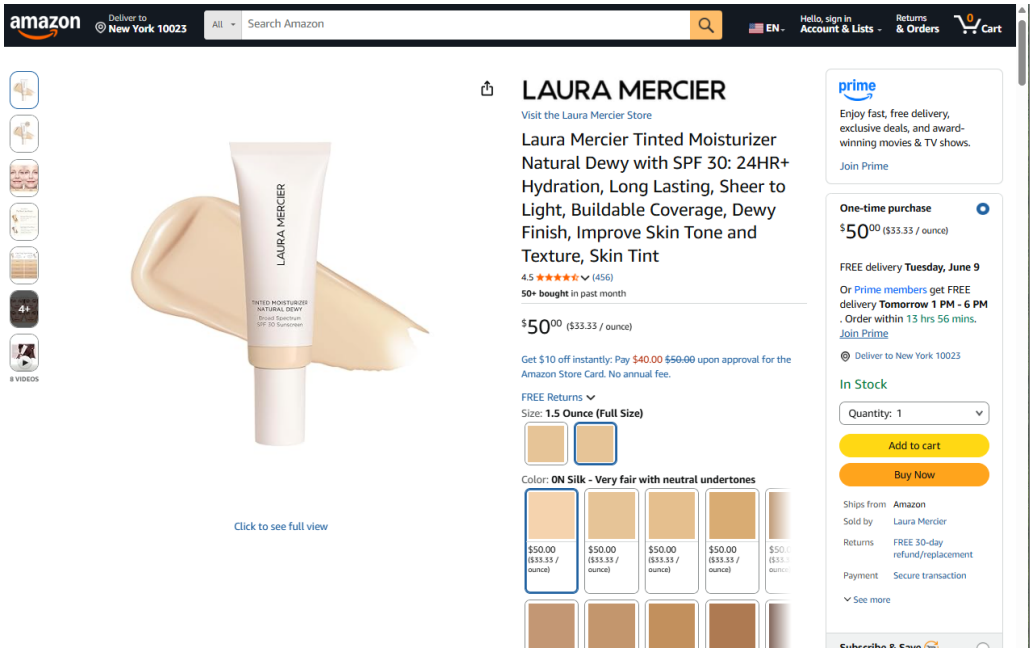


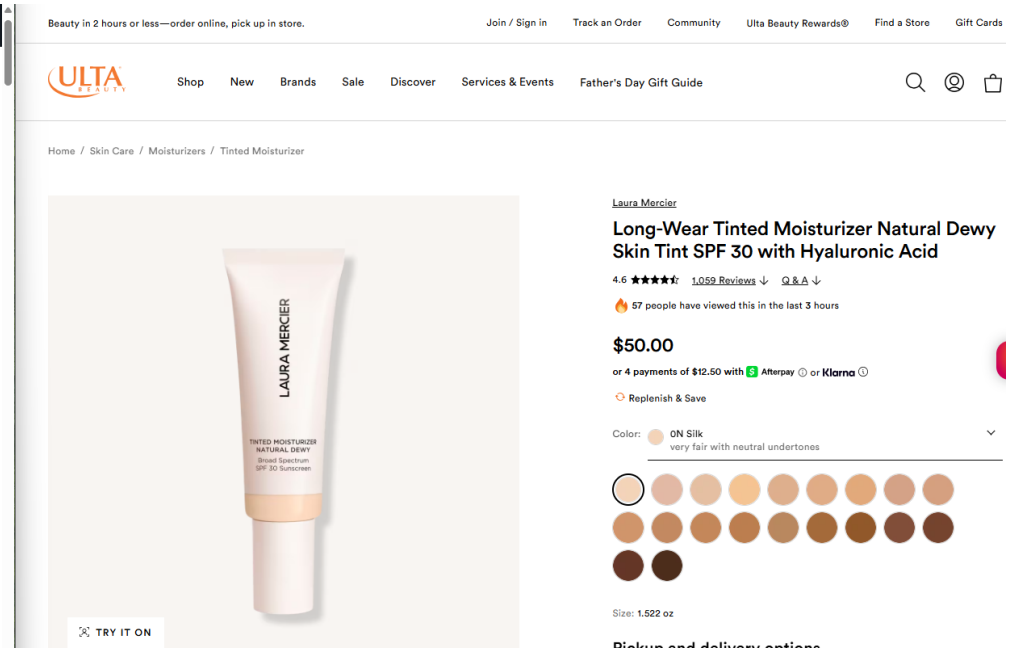


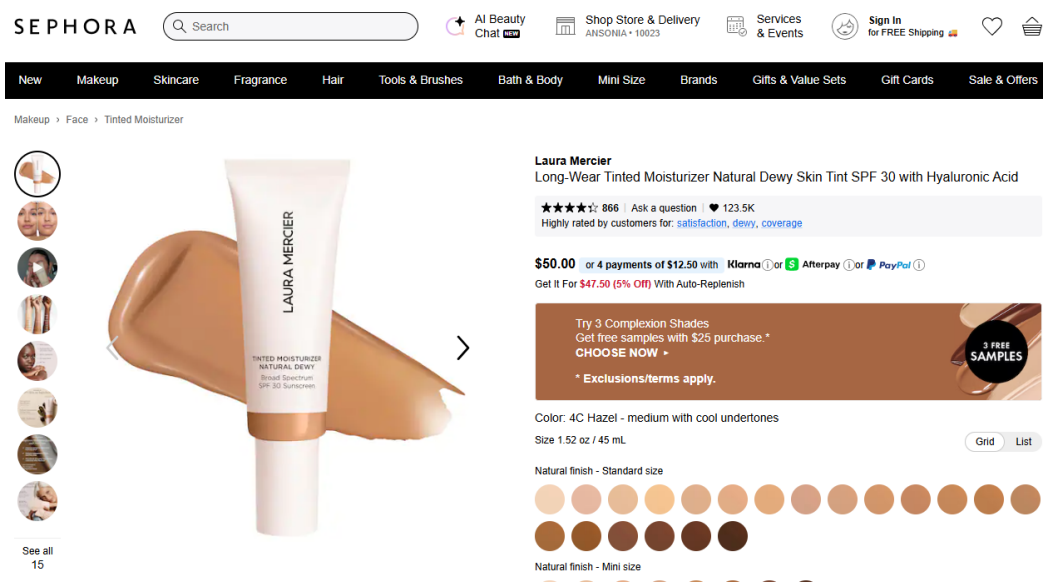


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Bespoke – Amazon, Ulta, Sephora Identical Items

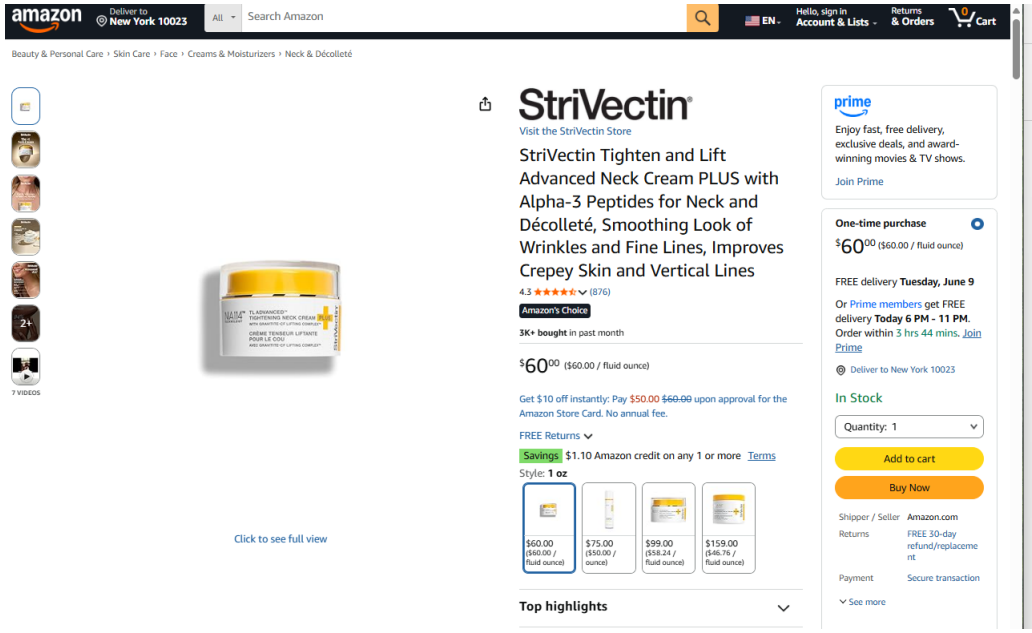


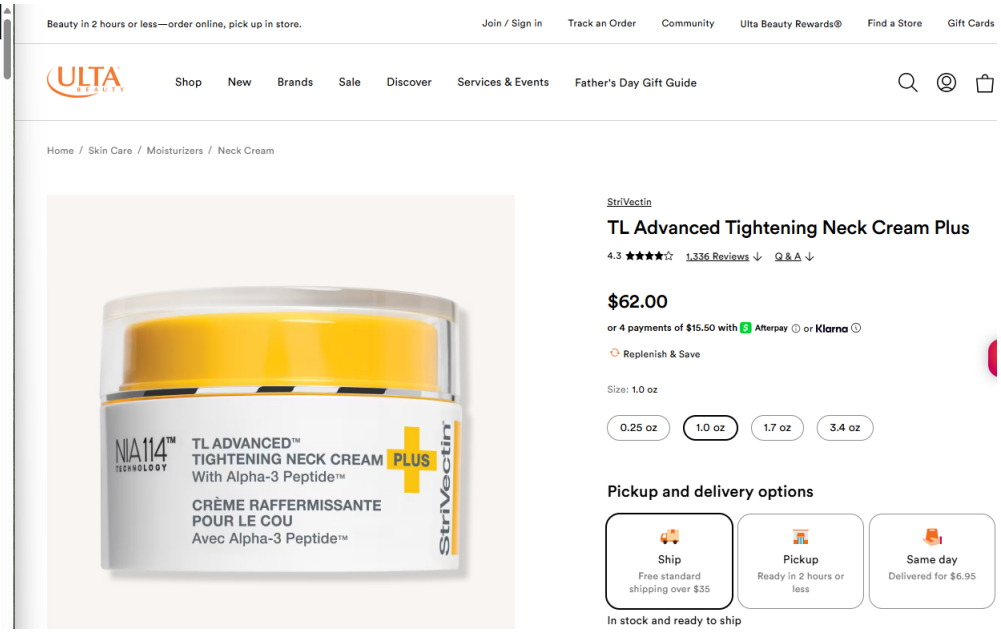


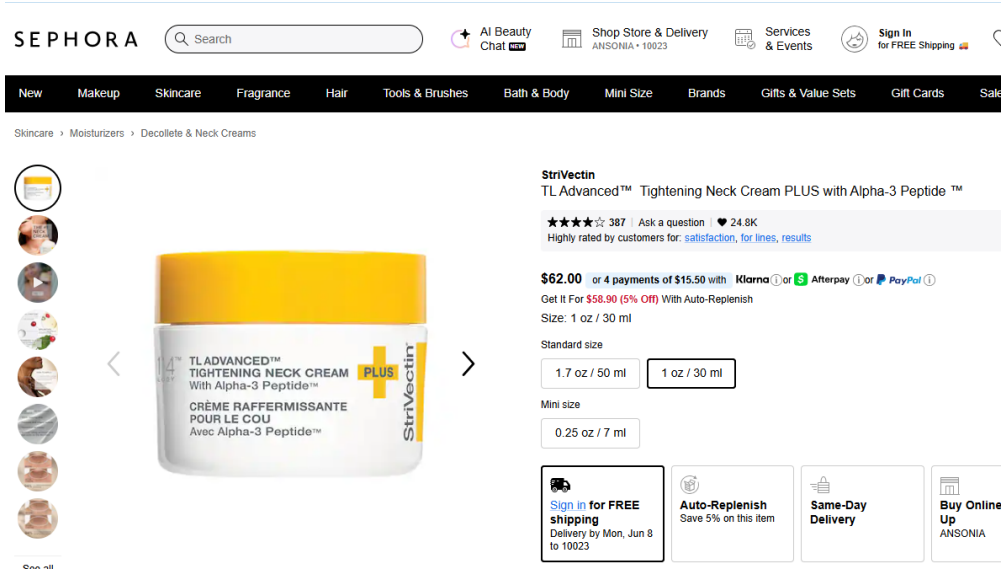


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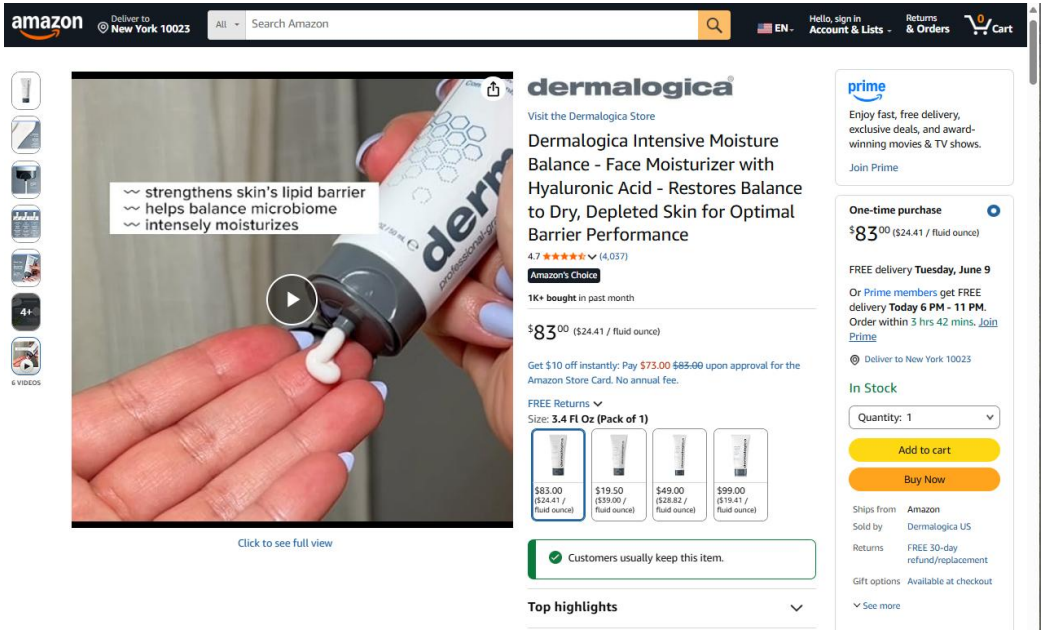
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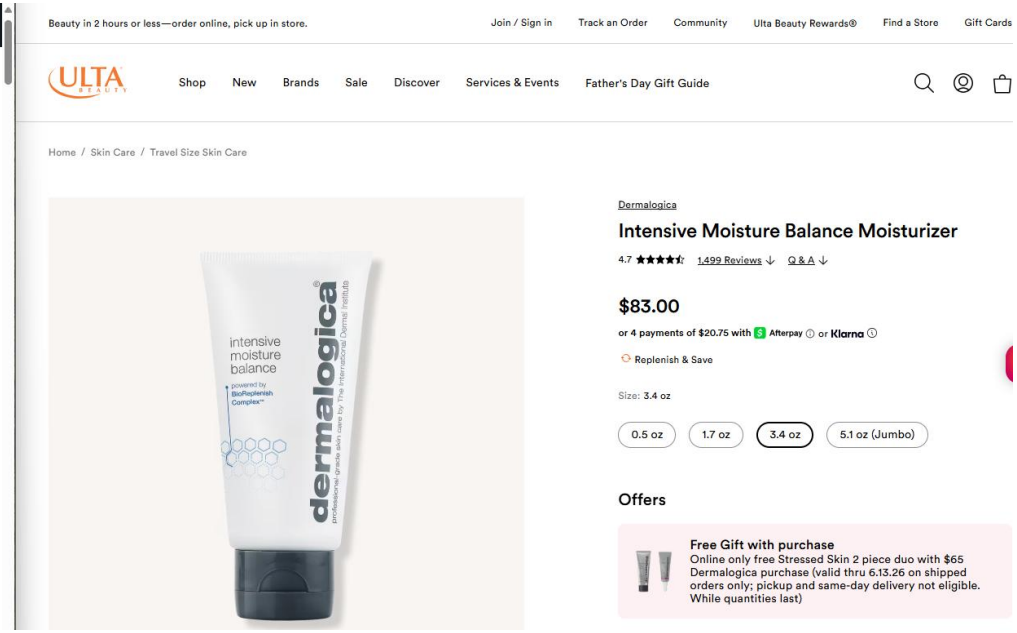


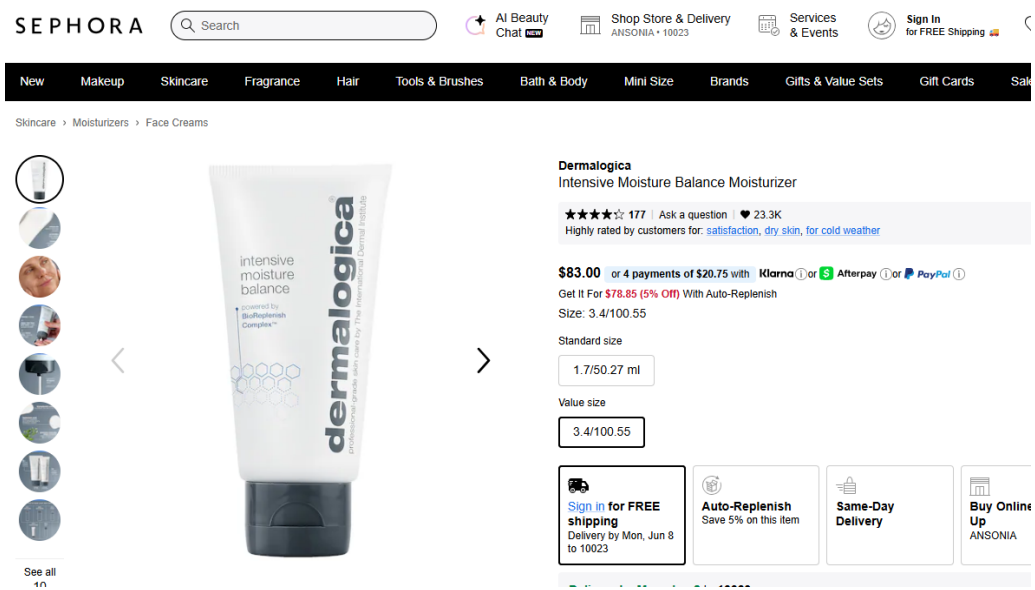




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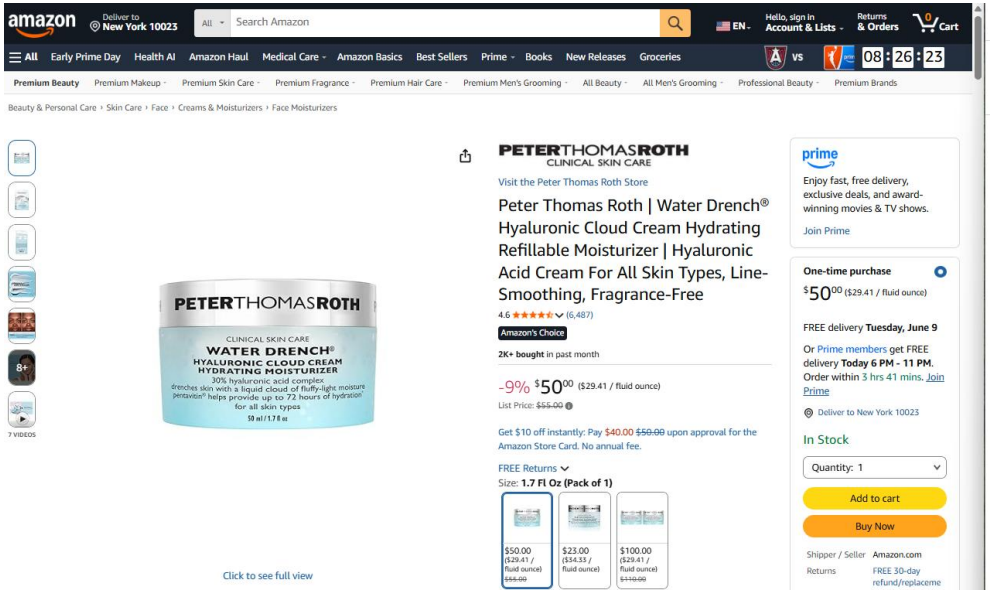


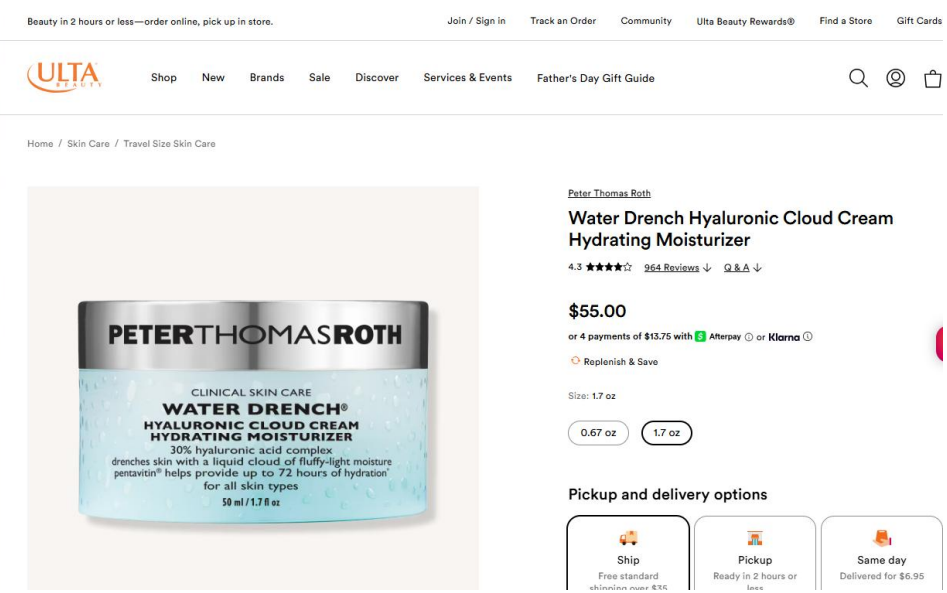


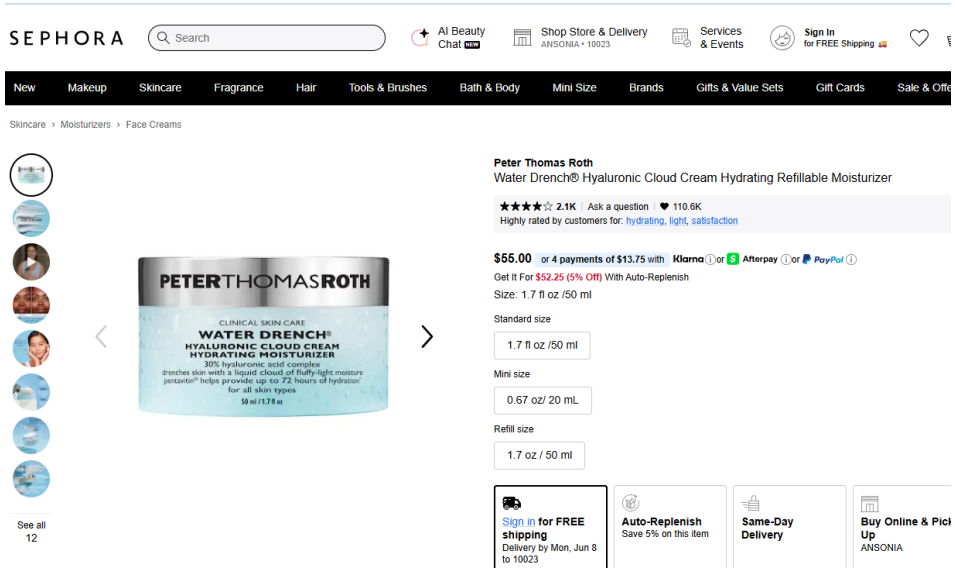


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Bespoke – Amazon, Ulta, Sephora Identical Items

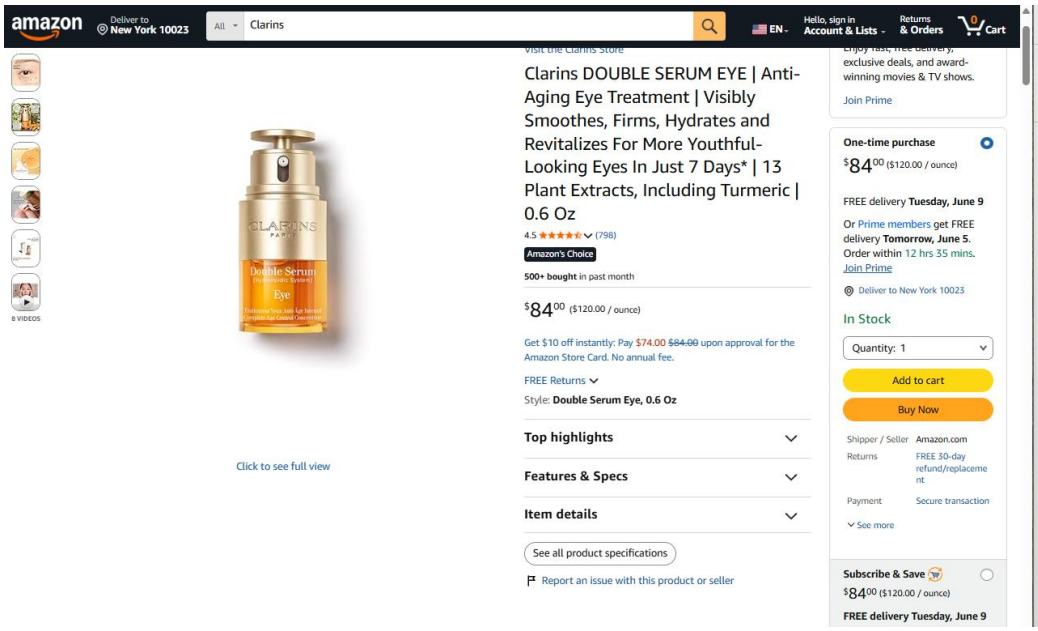


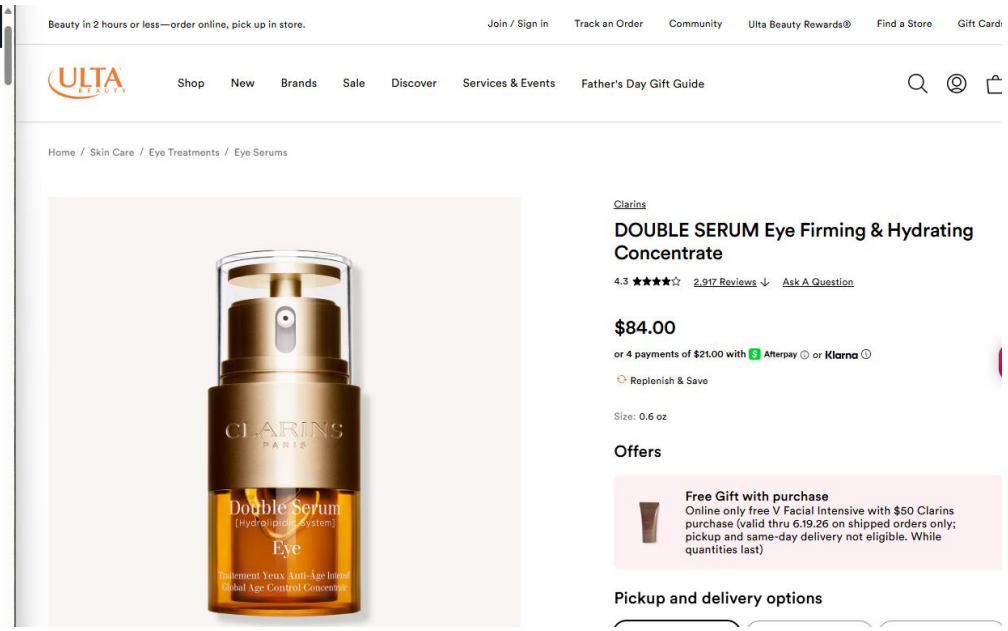


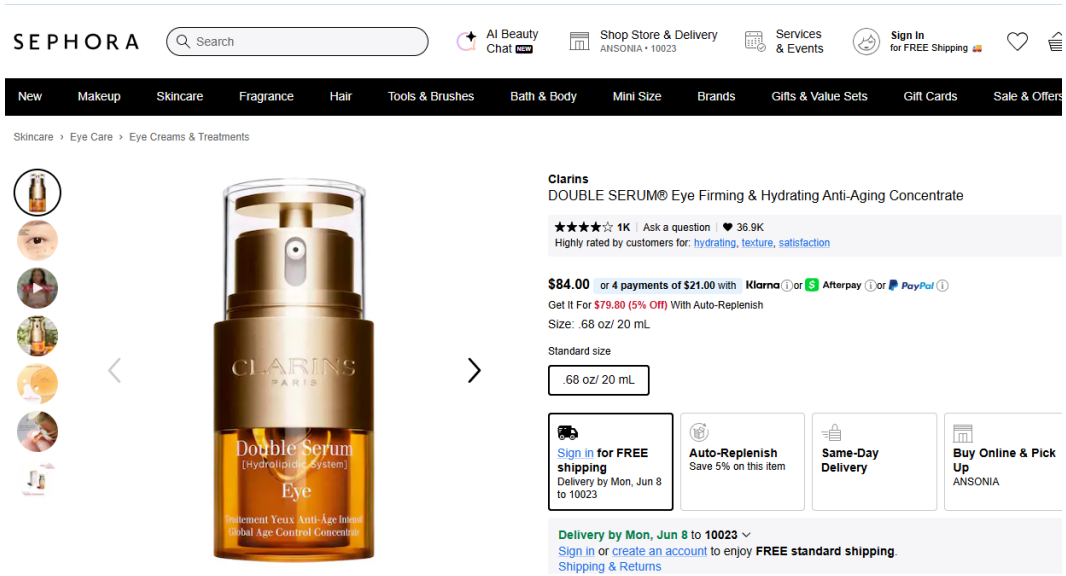


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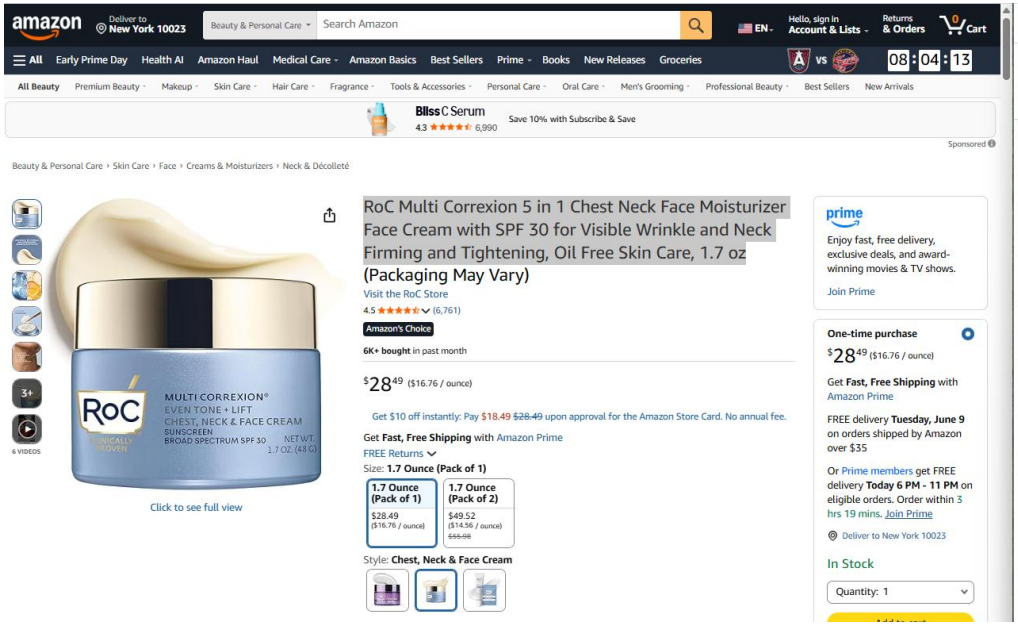


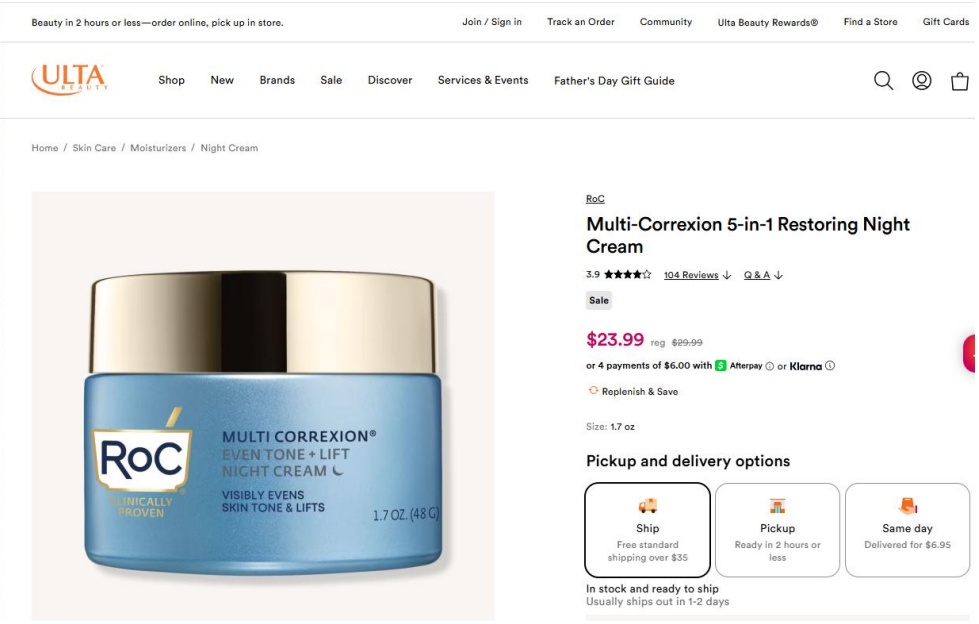




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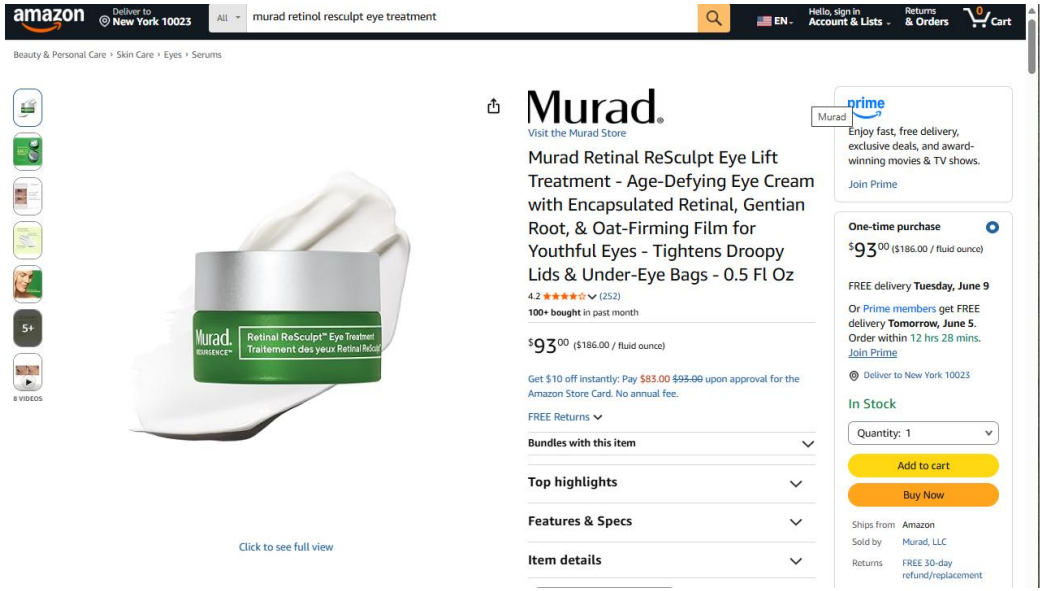
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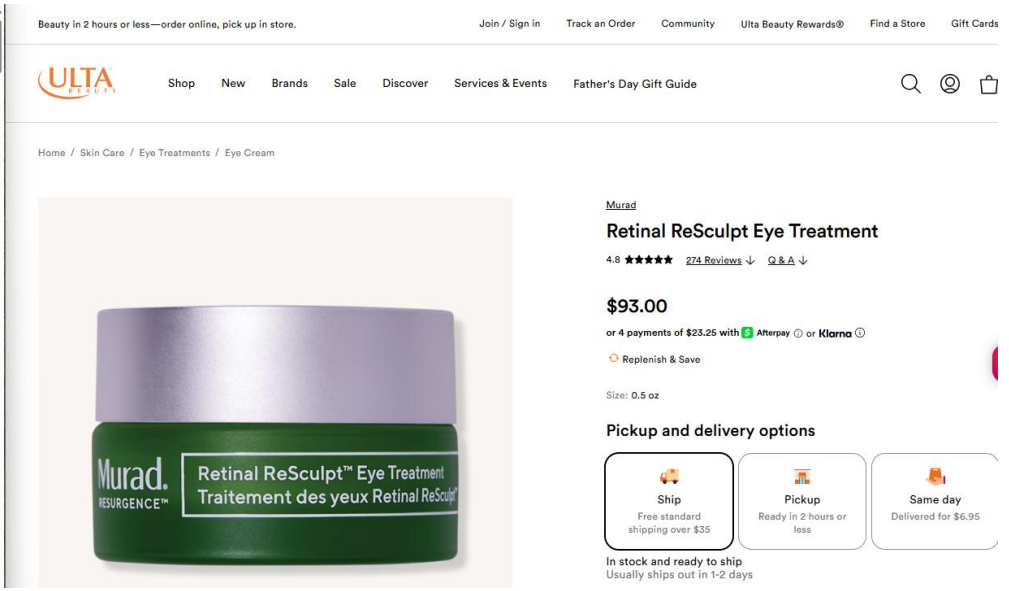


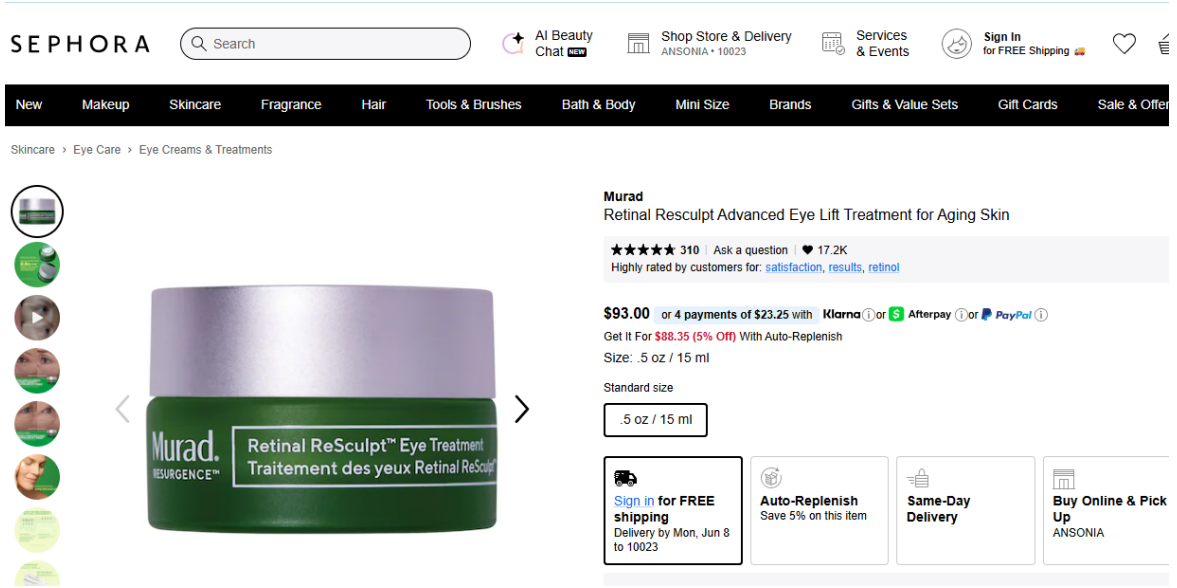


Source: Bespoke Market Intelligence Analysis

Bespoke – Amazon, Ulta, Sephora Identical Items

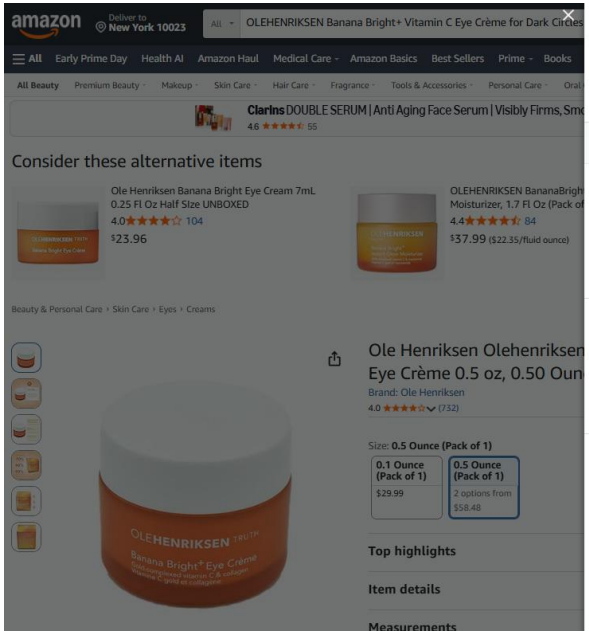


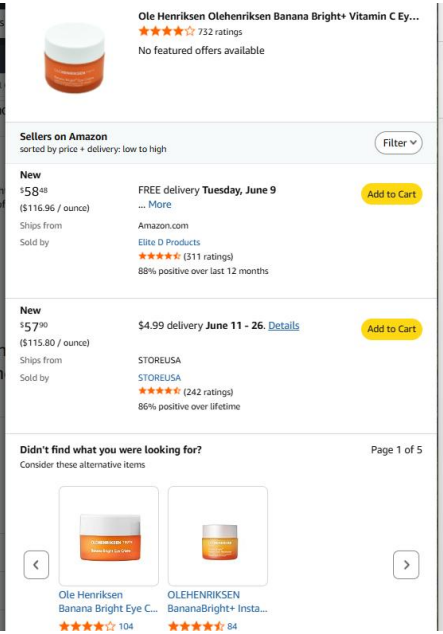


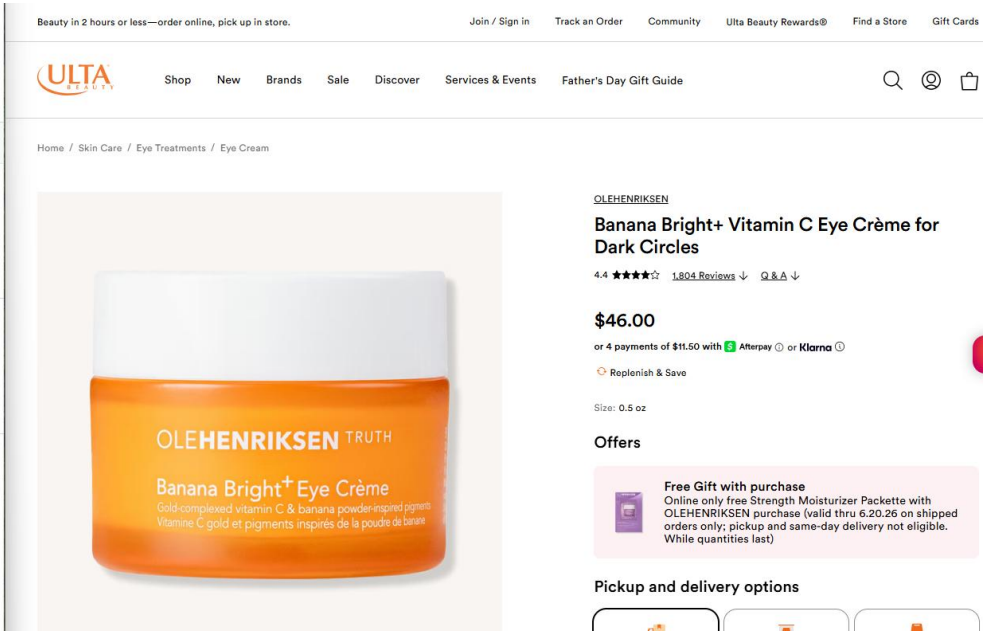


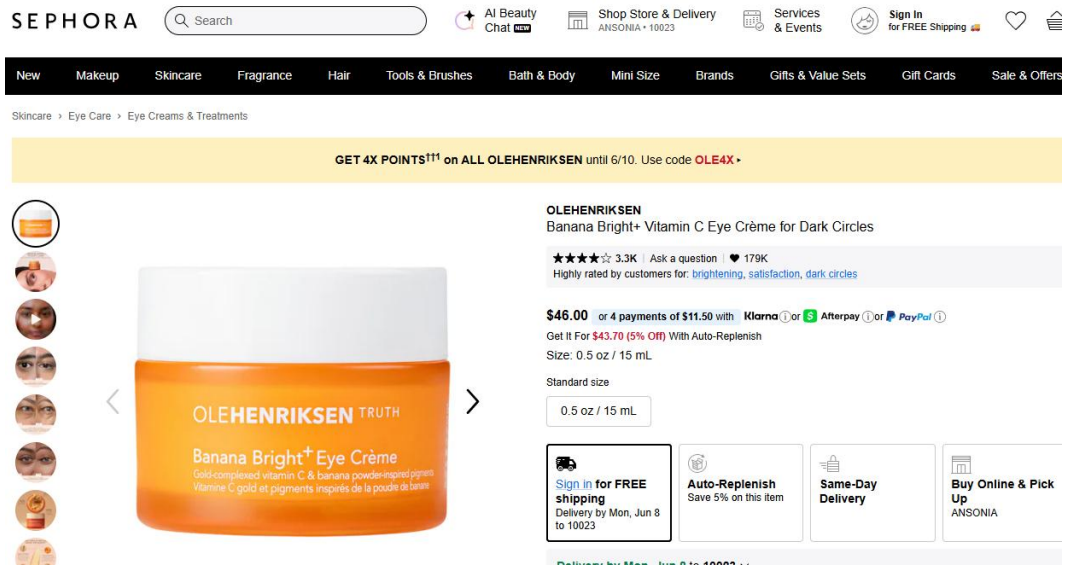
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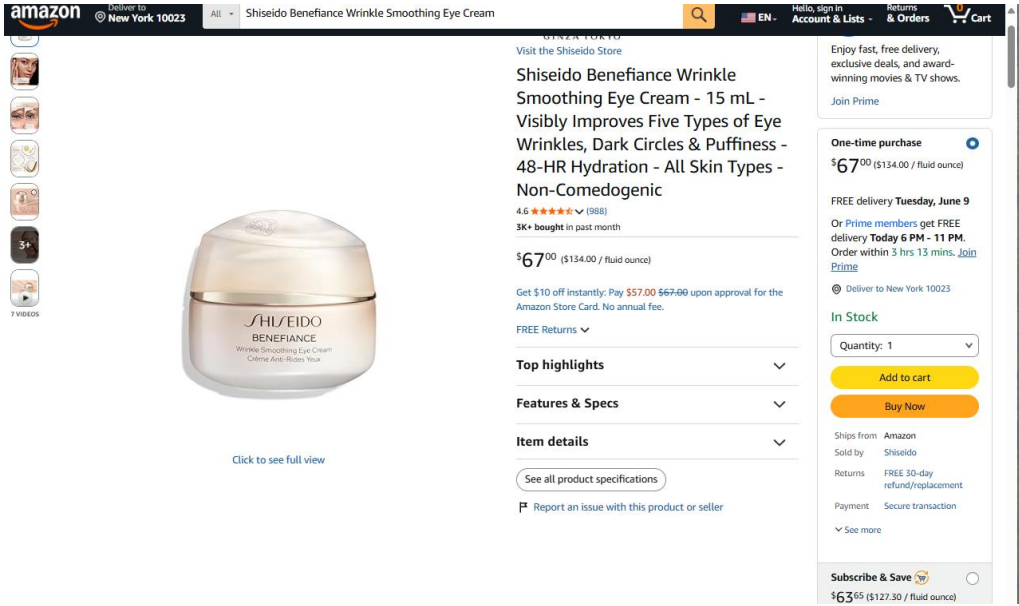


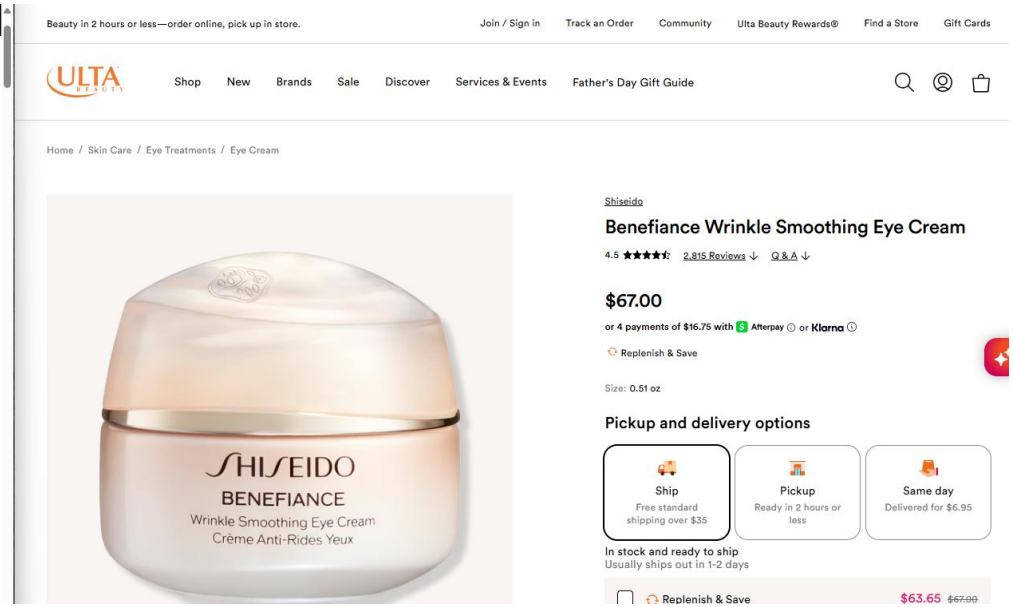


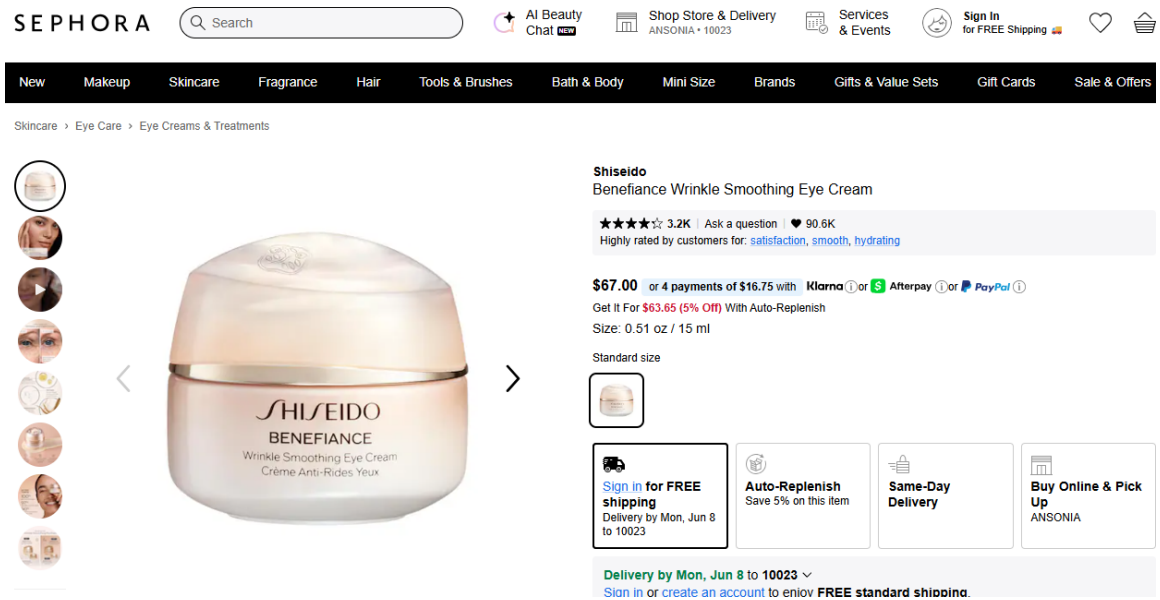


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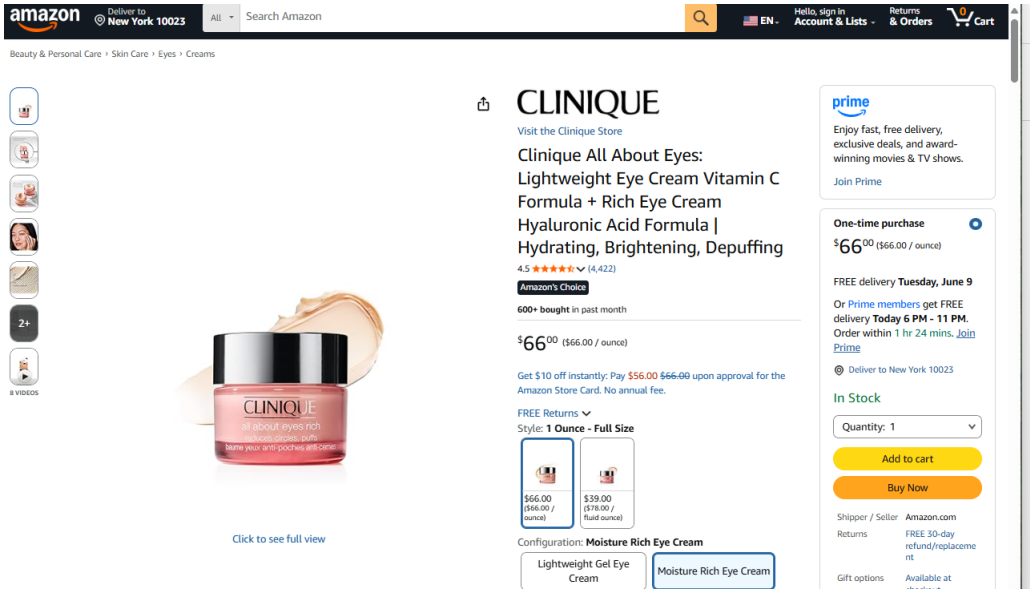


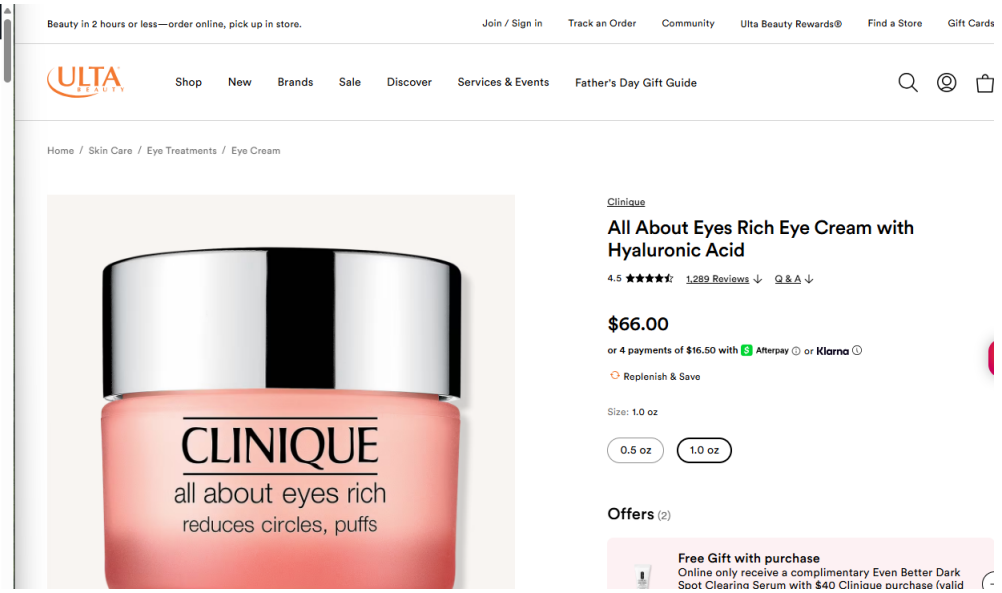


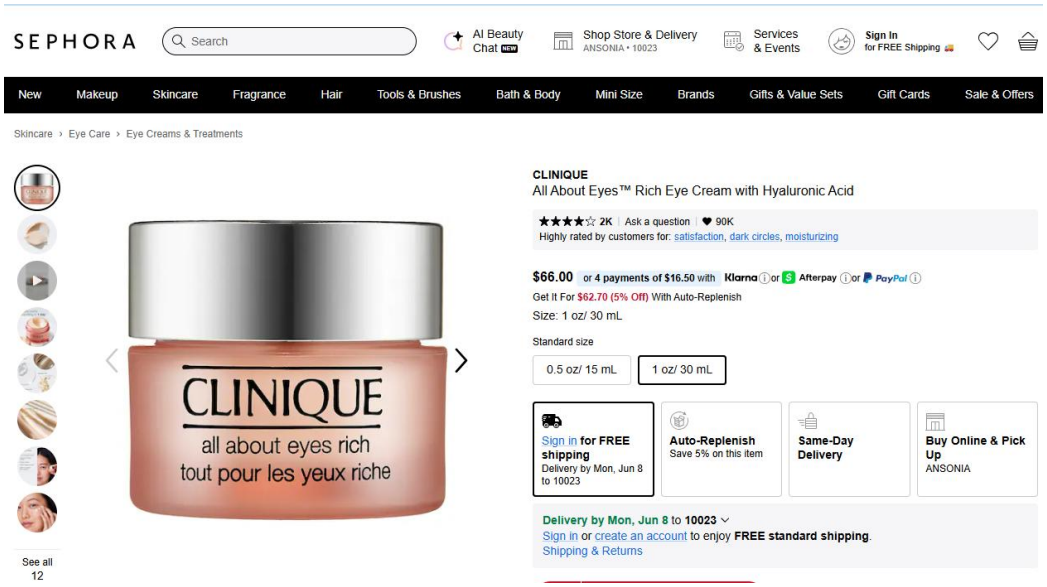


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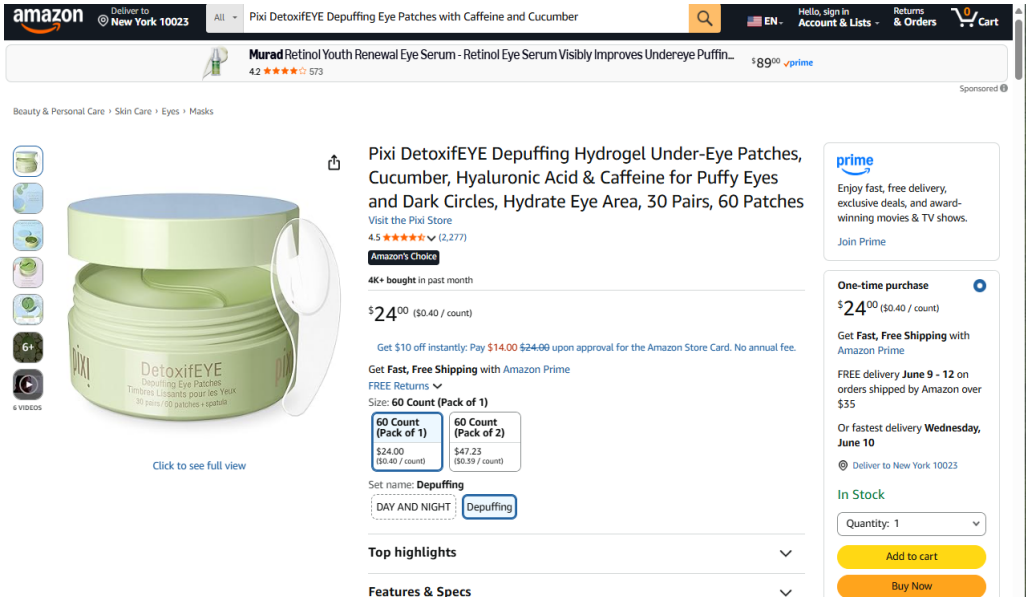


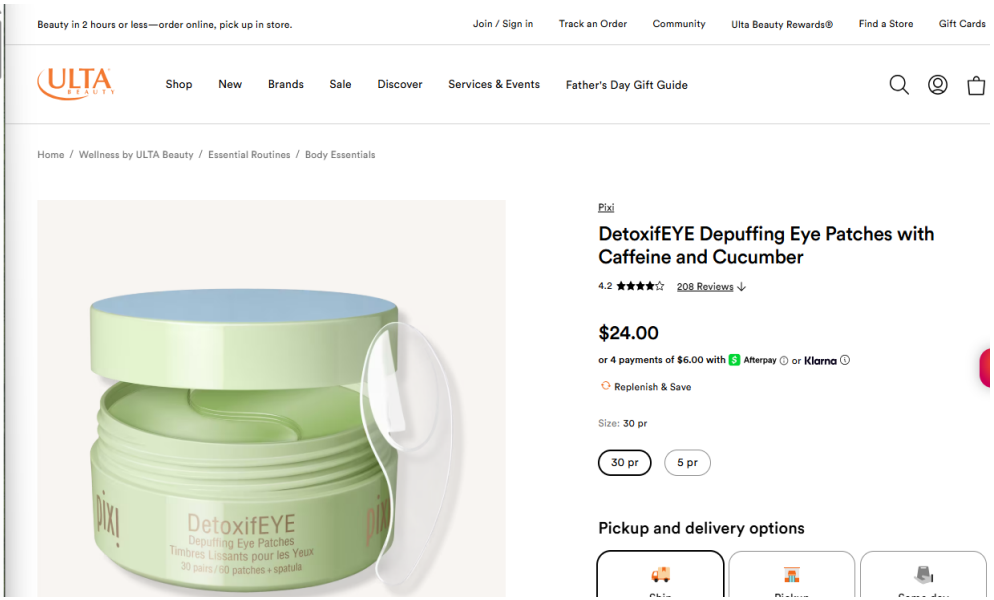




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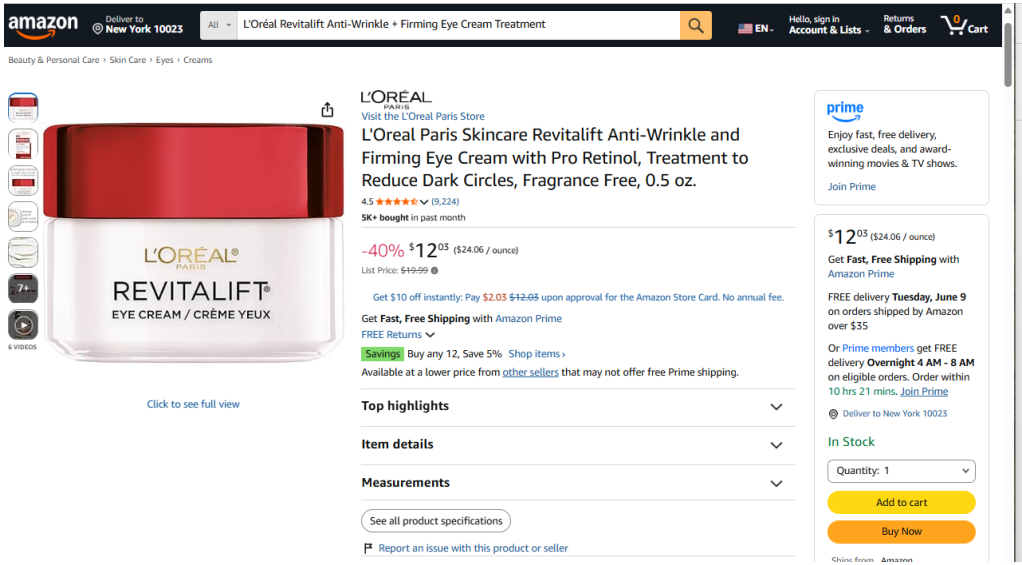
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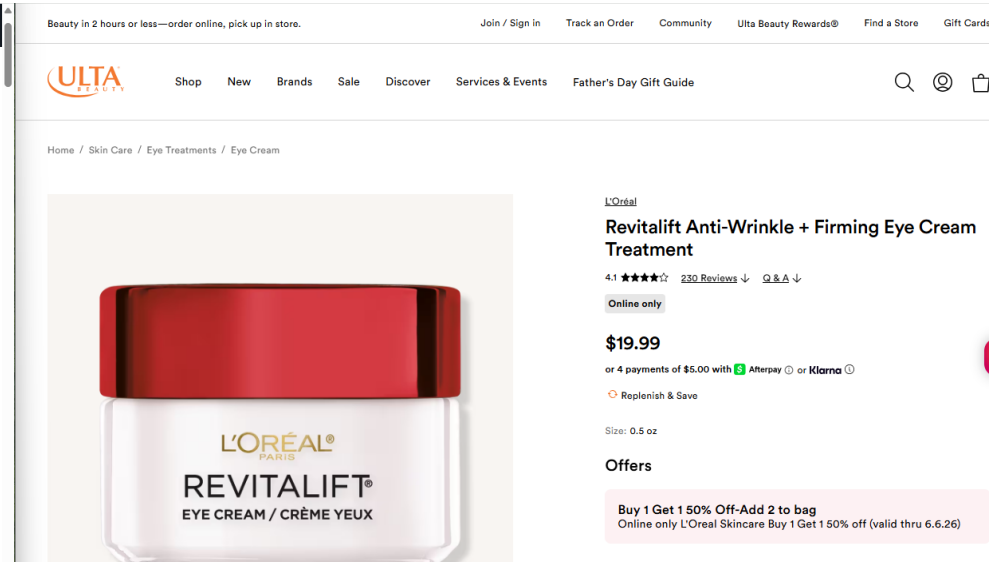




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Bespoke – Amazon, Ulta, Sephora Identical Items

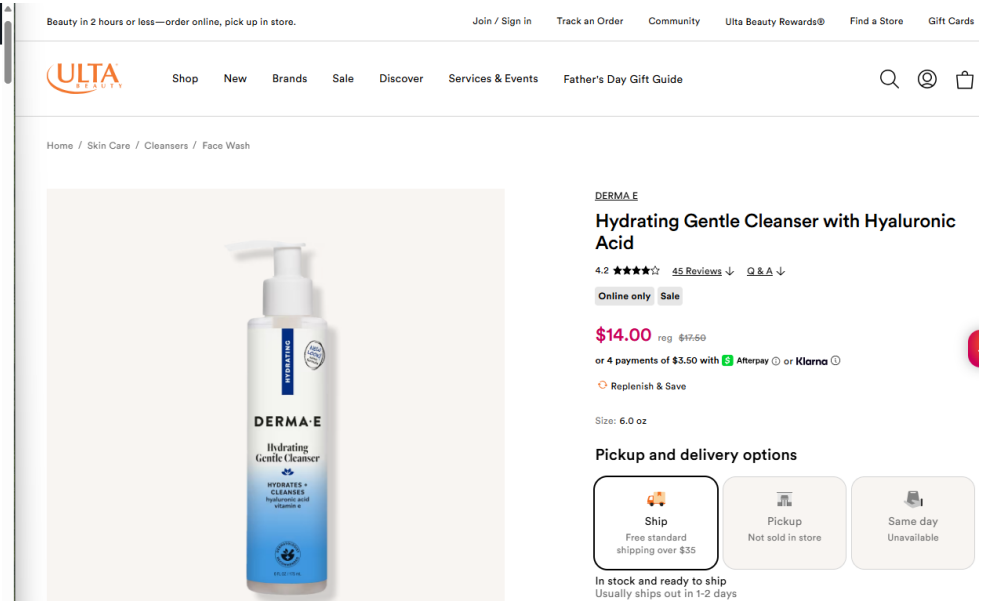




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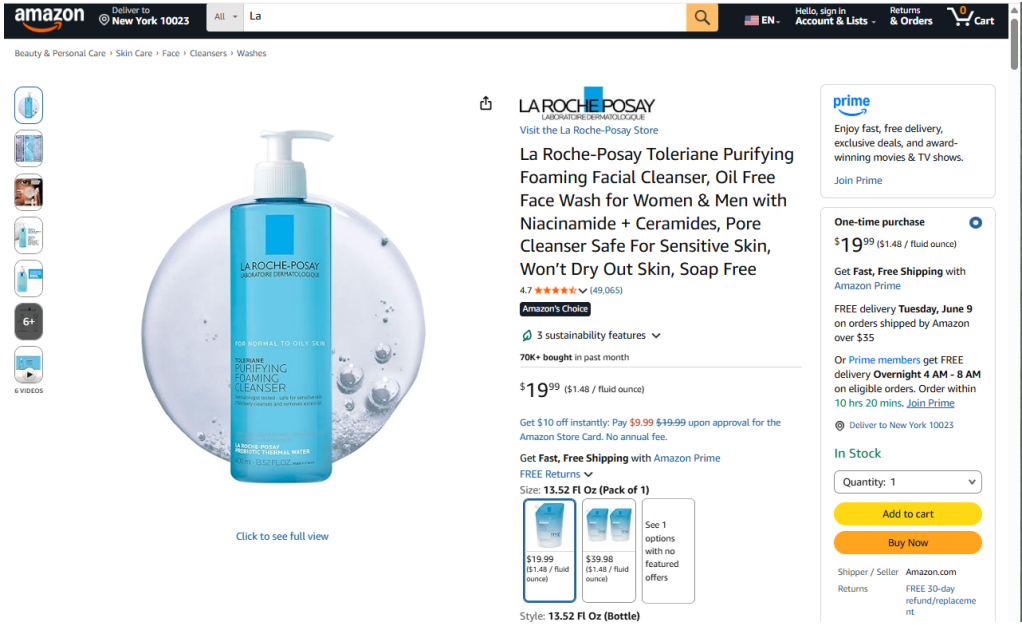
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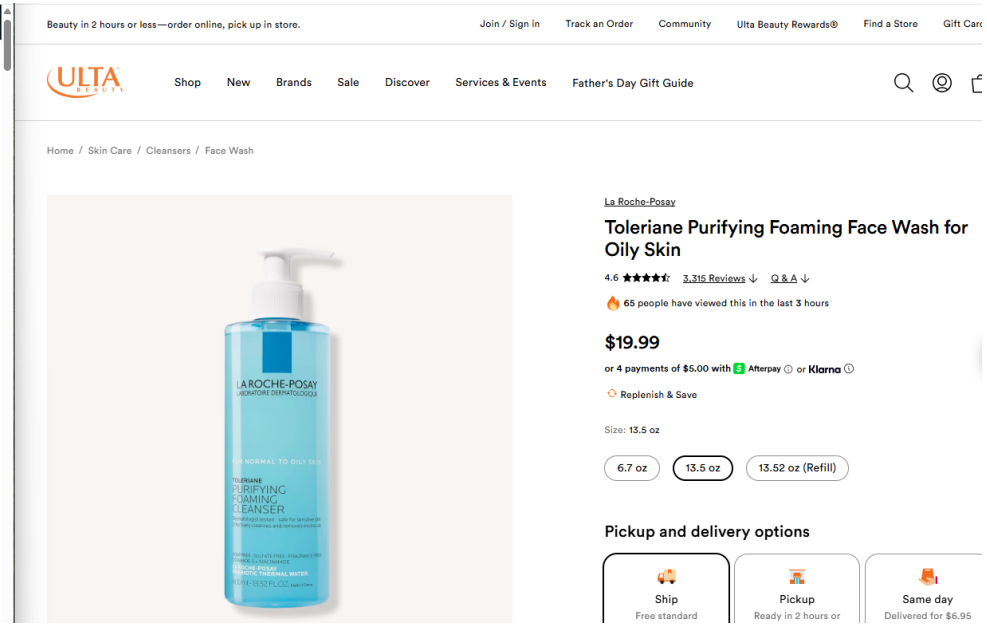




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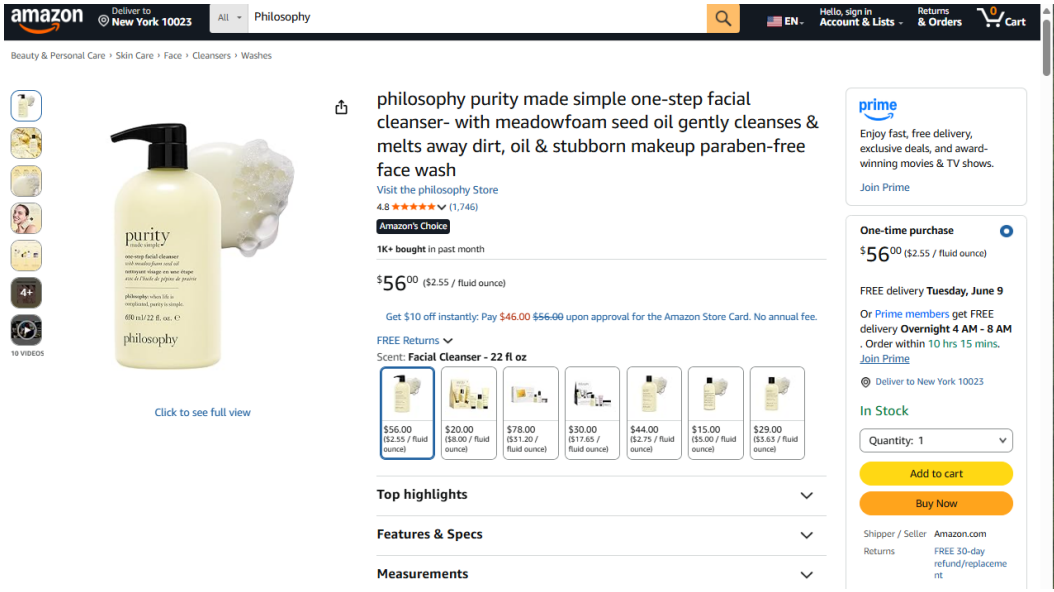
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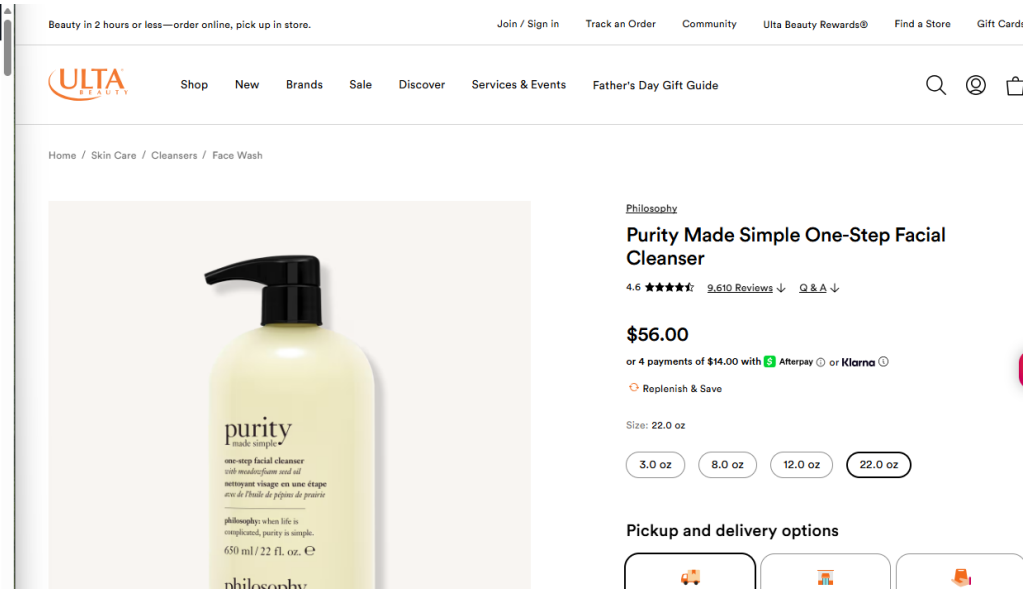




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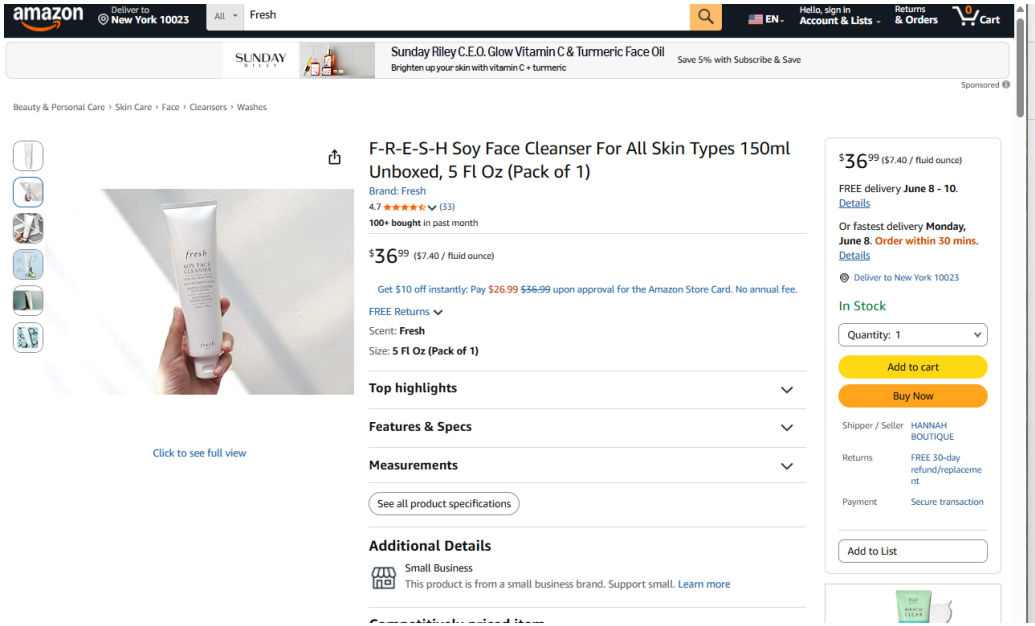
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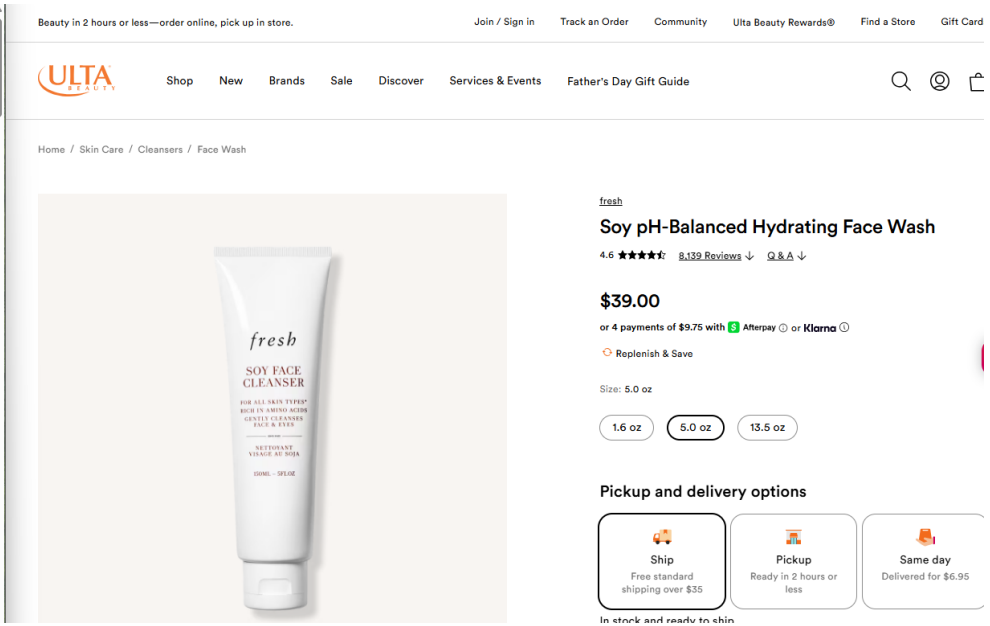


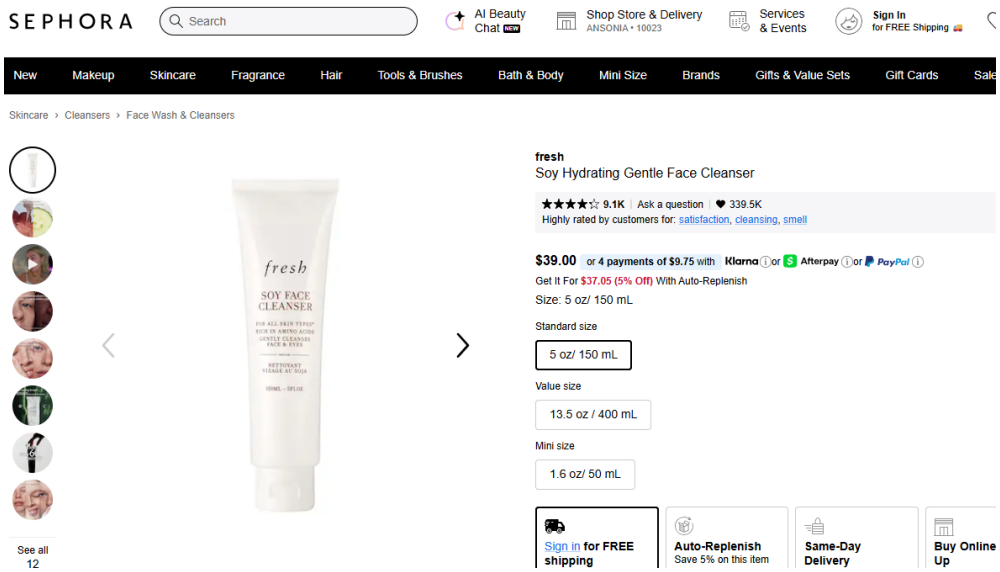


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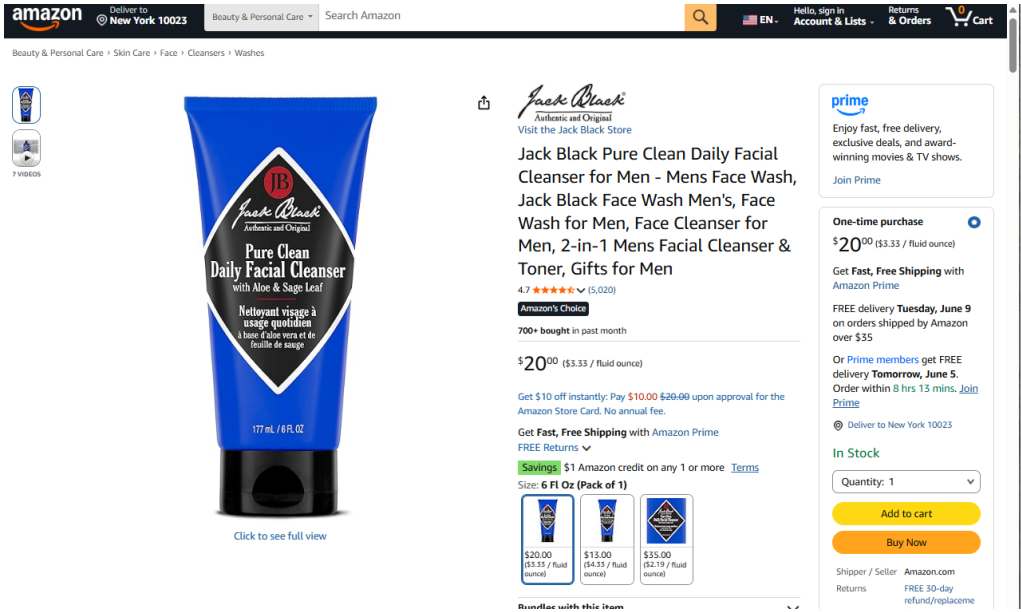


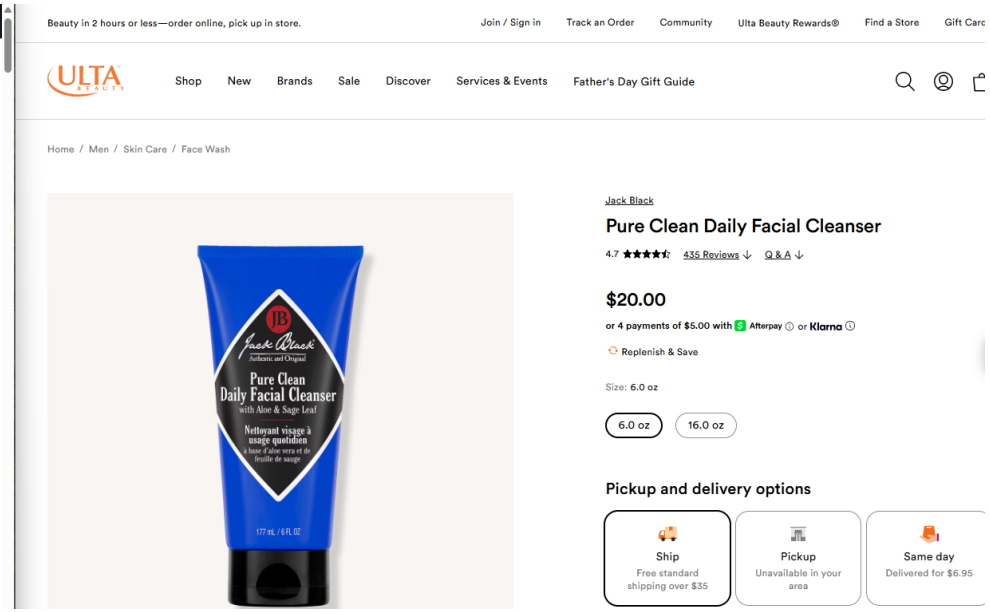


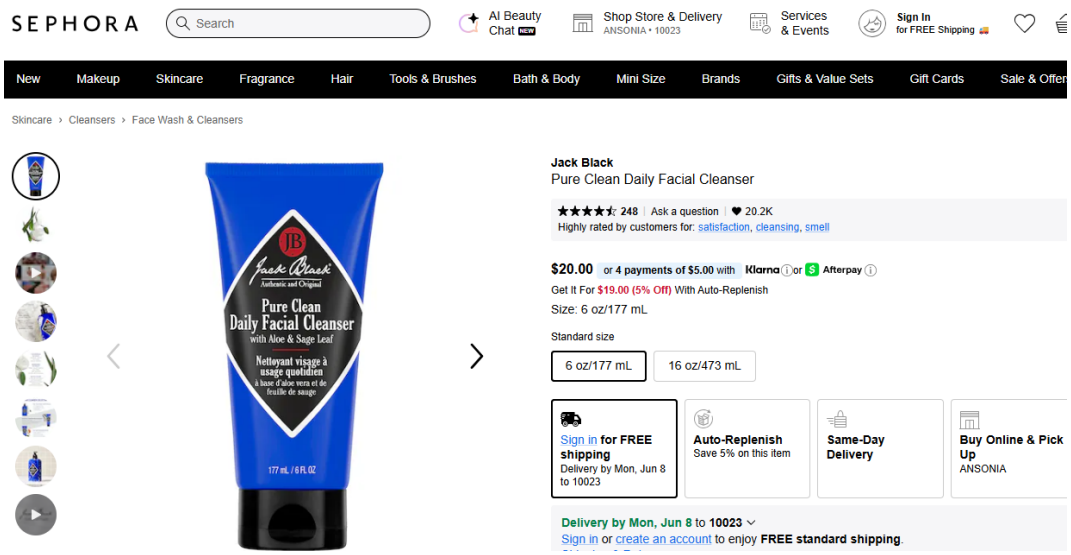


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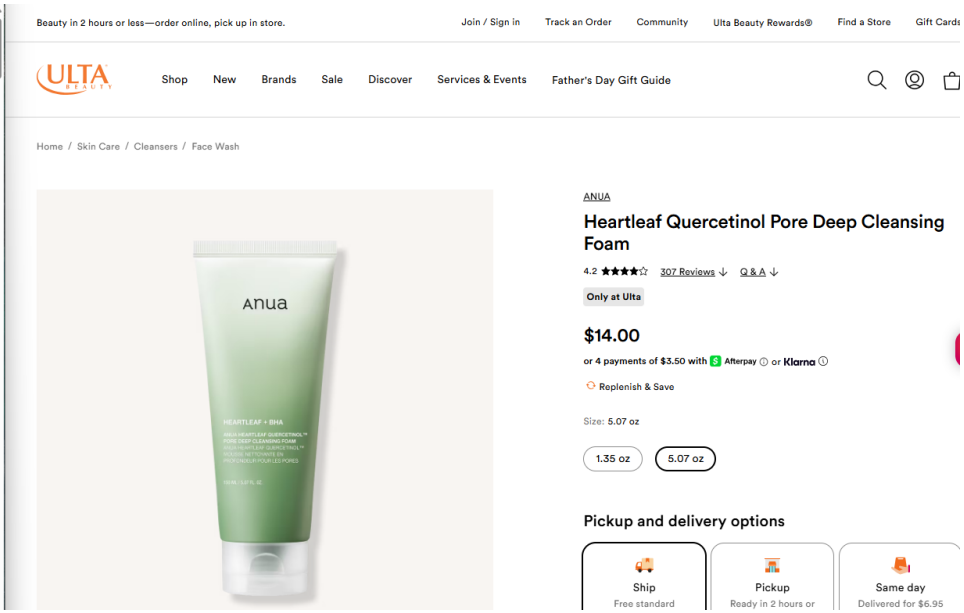




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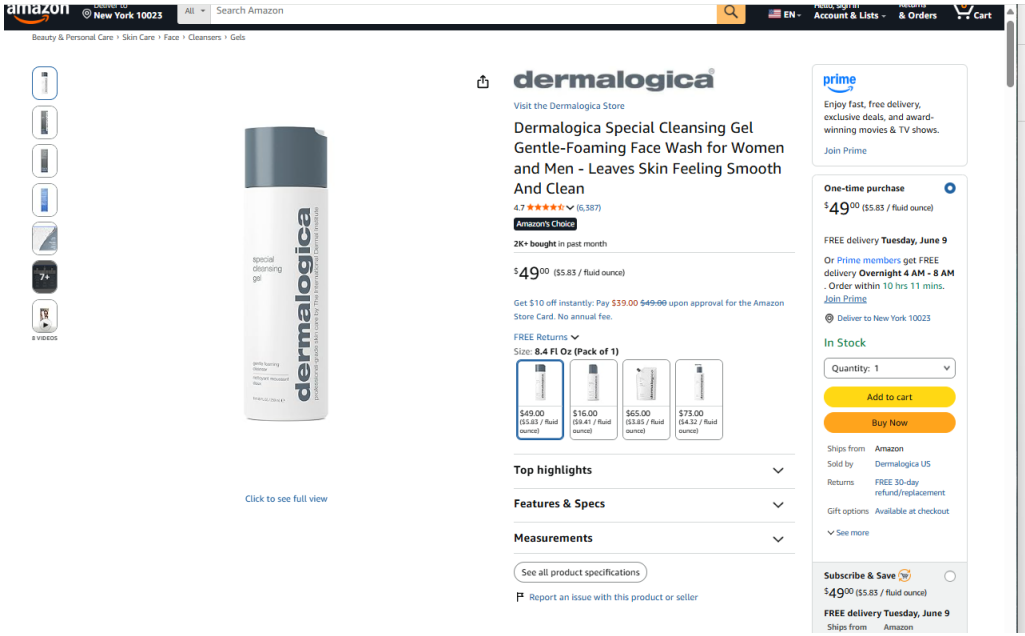
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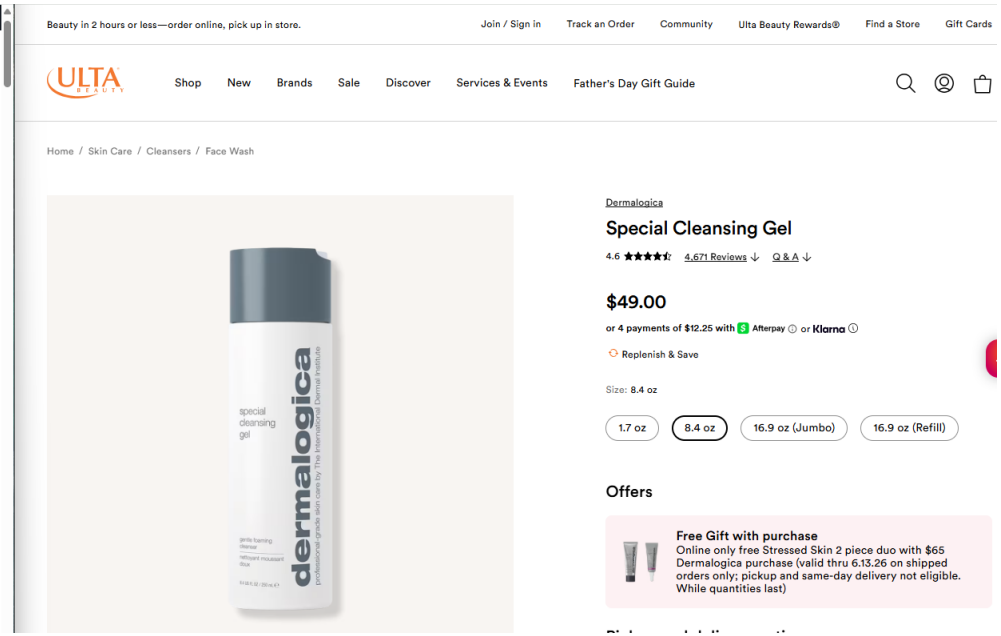


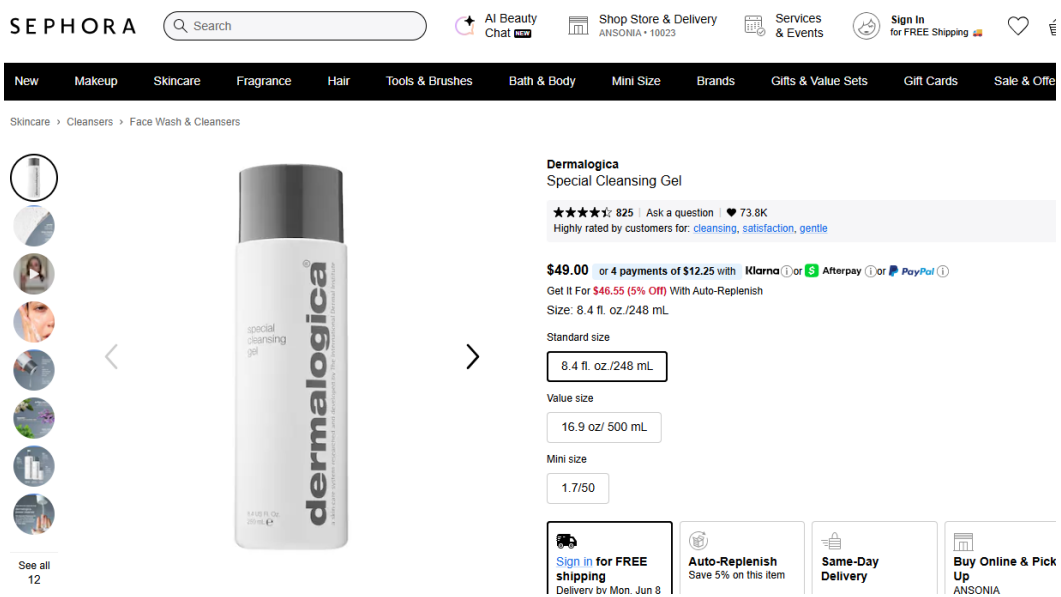


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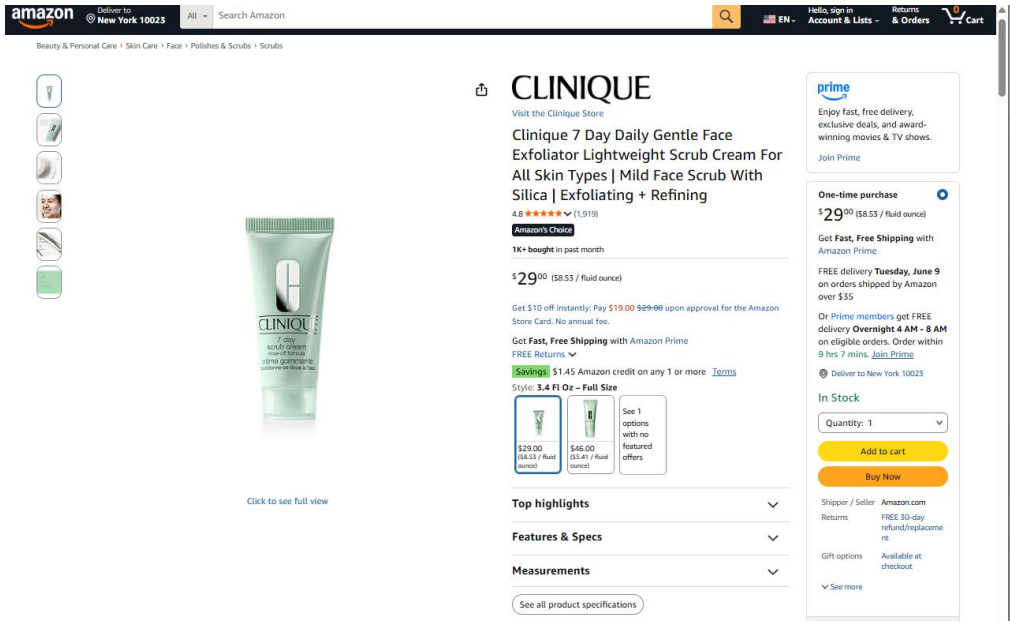


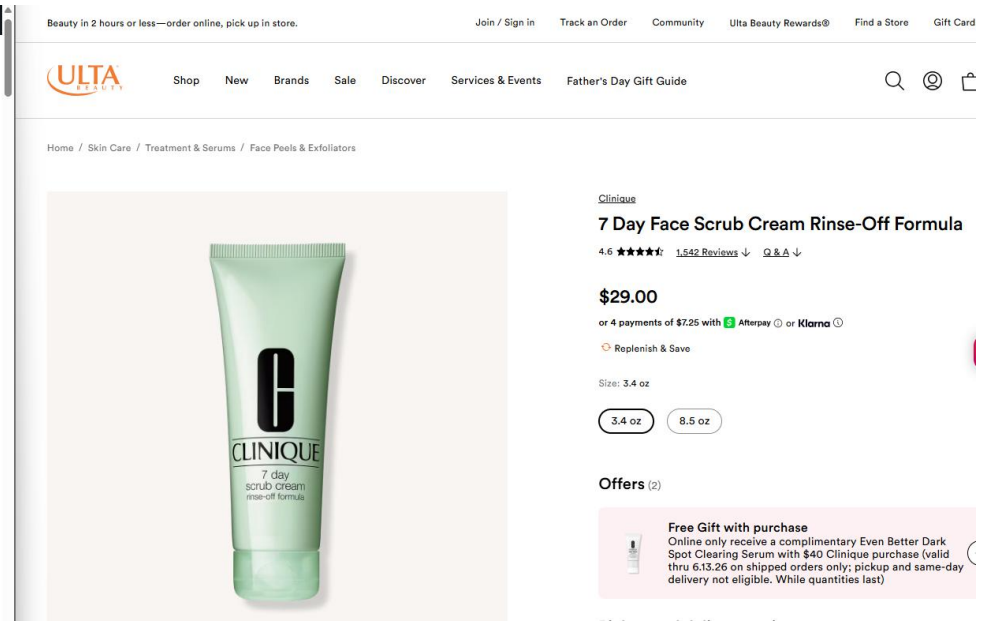


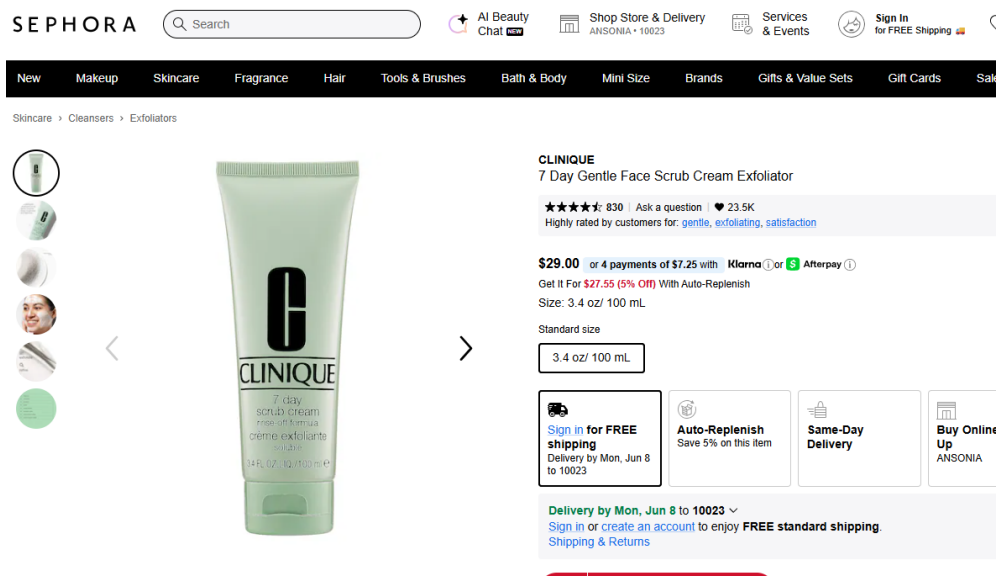


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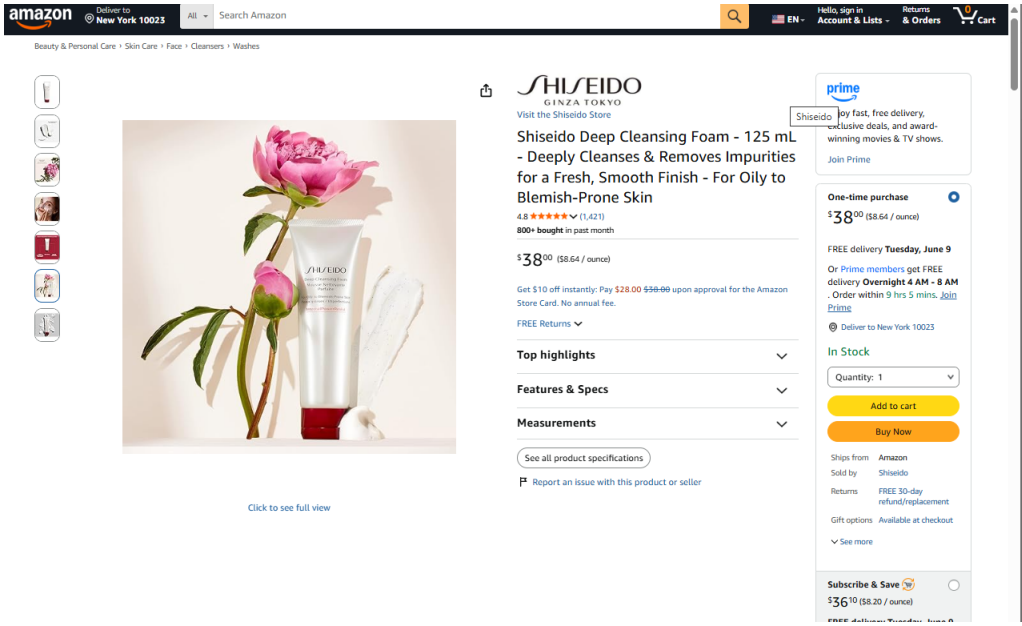


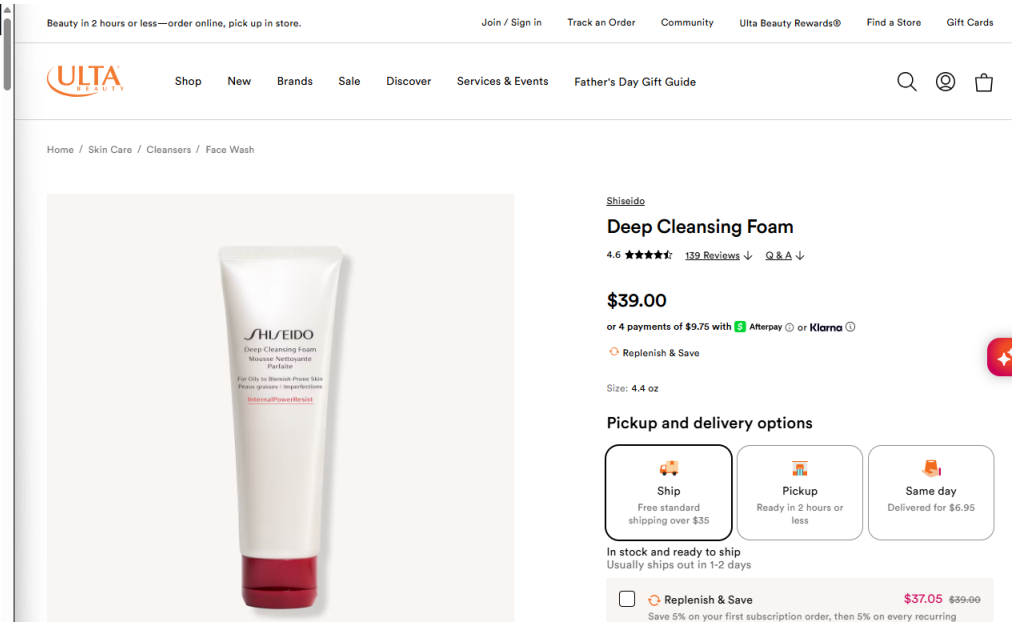


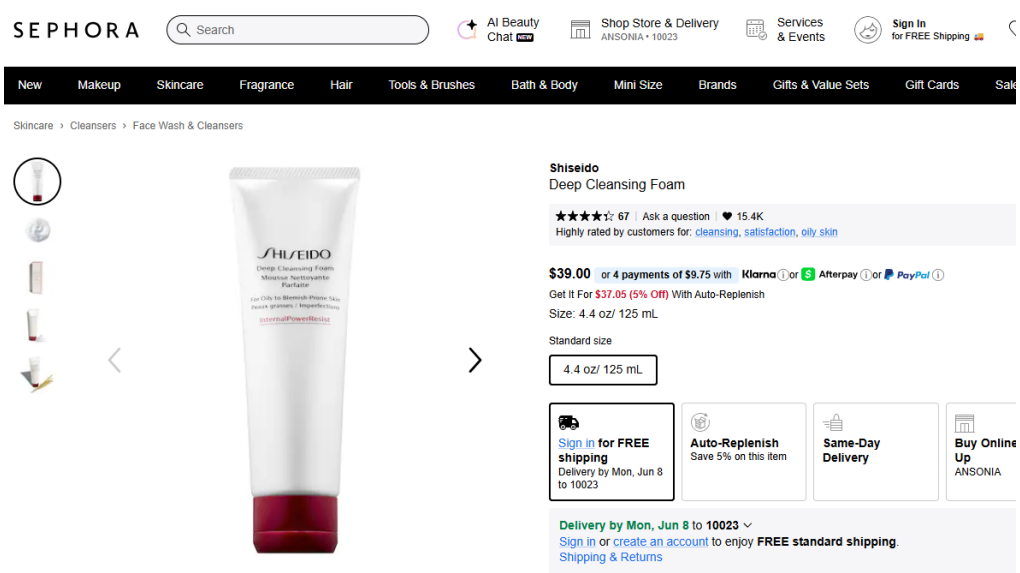


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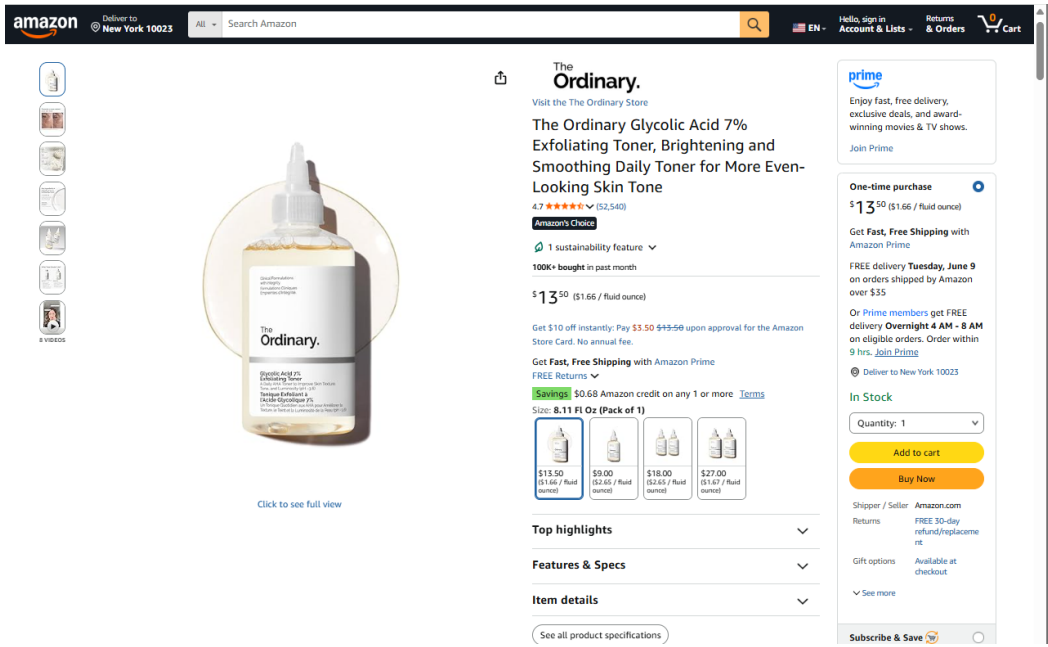


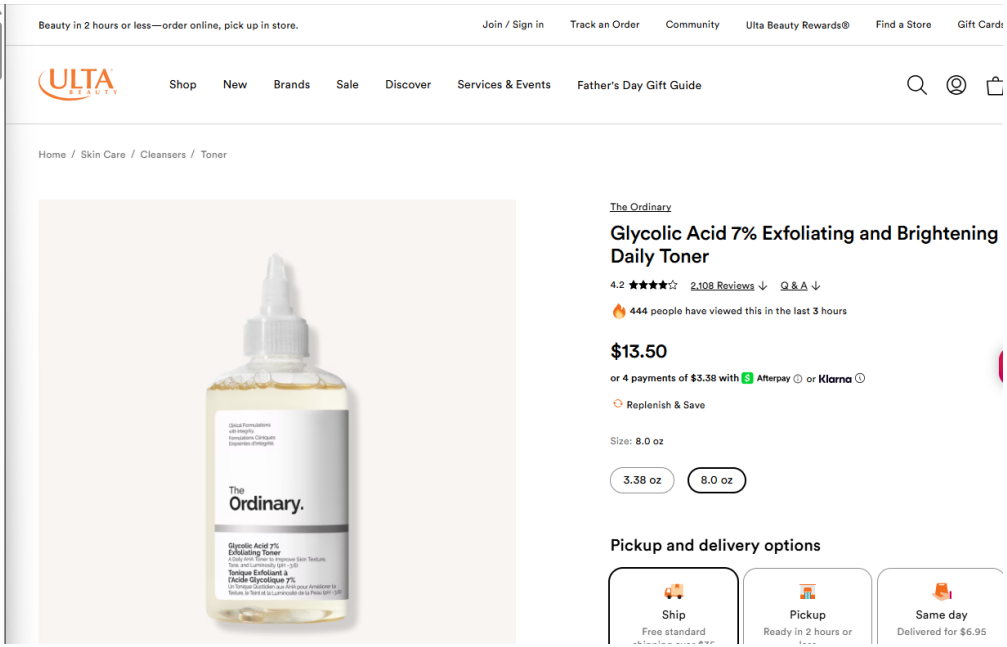


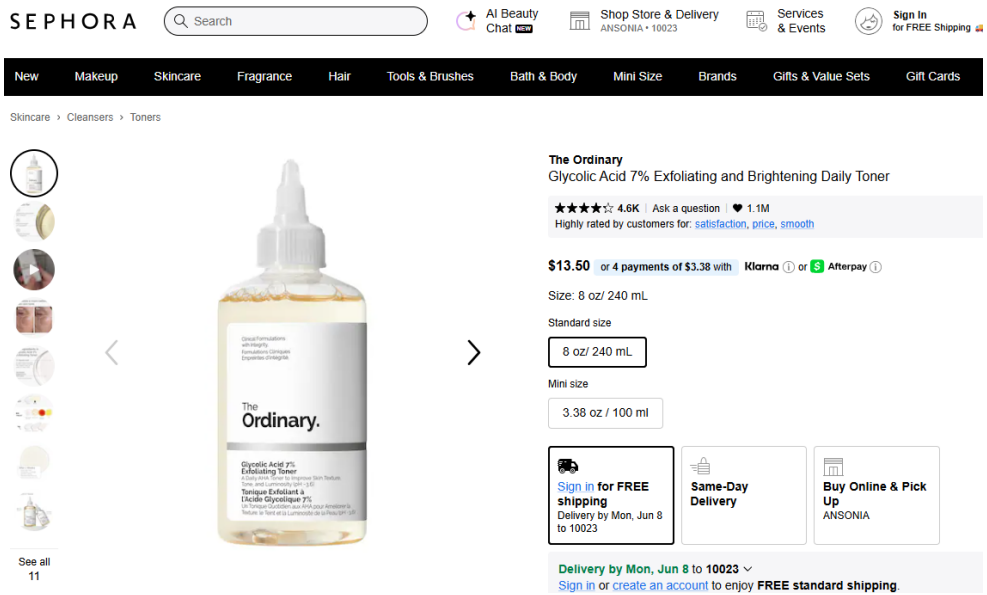


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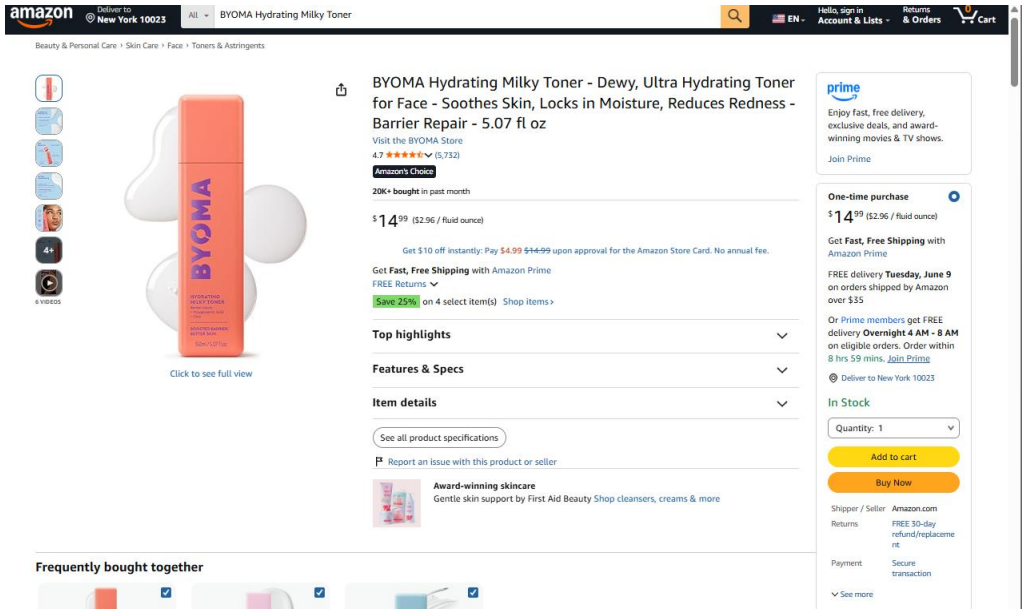
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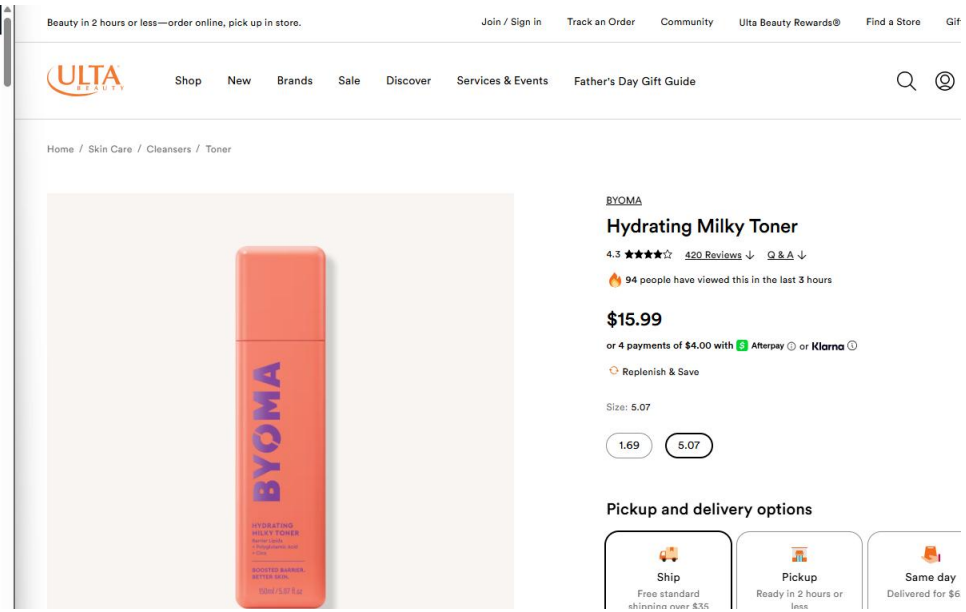






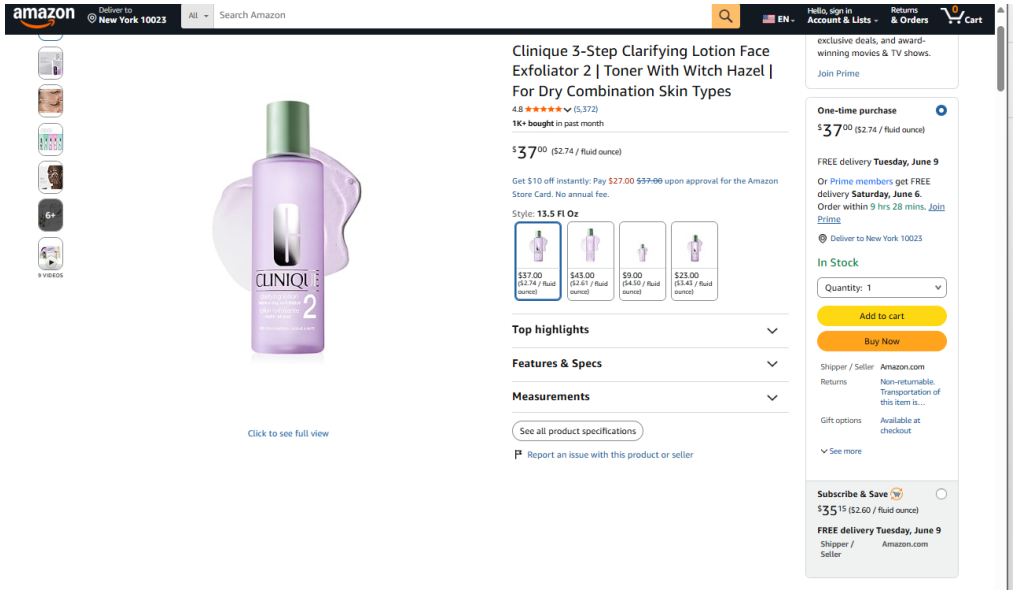
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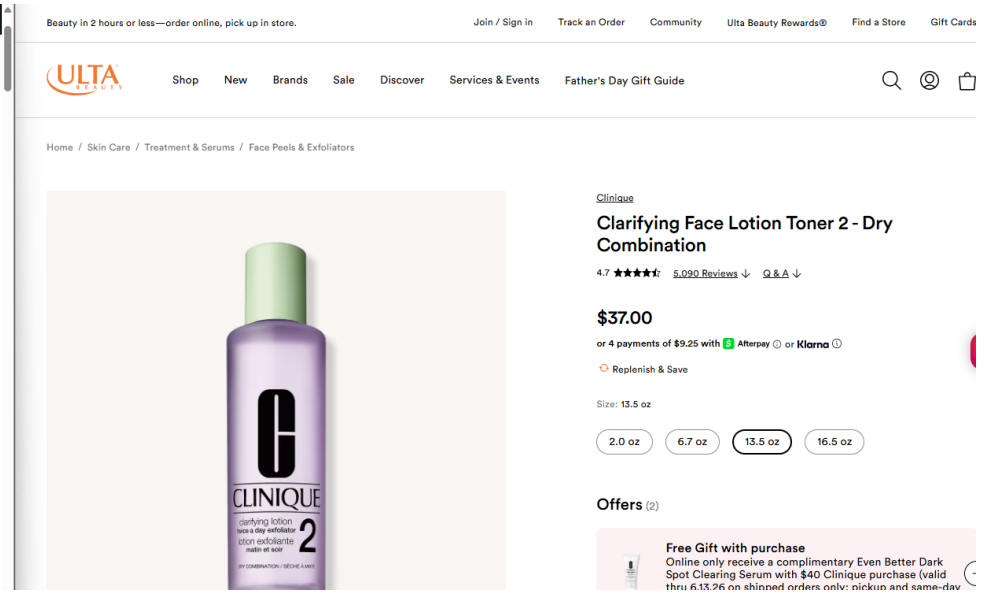


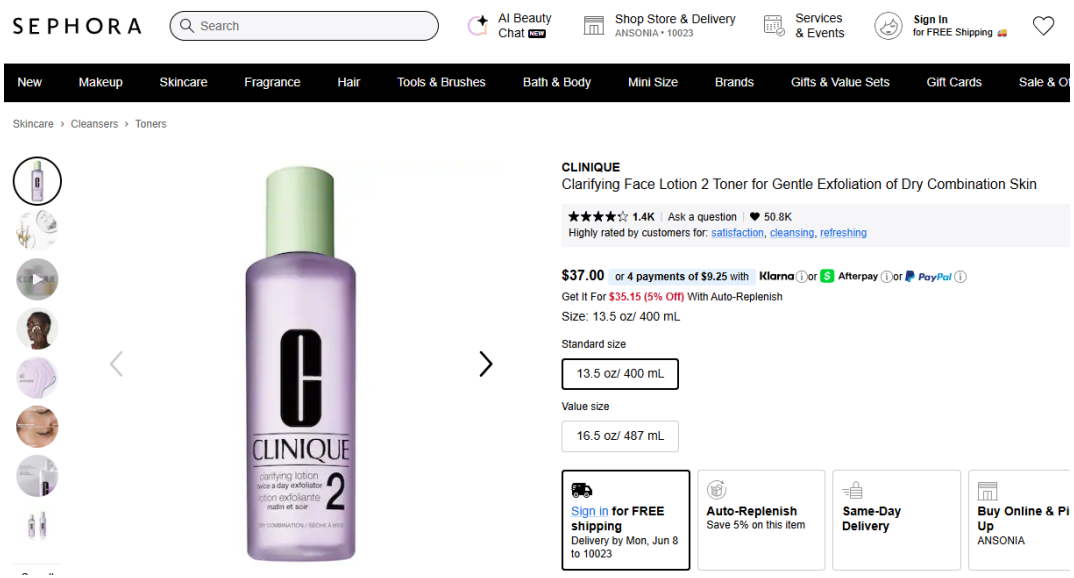


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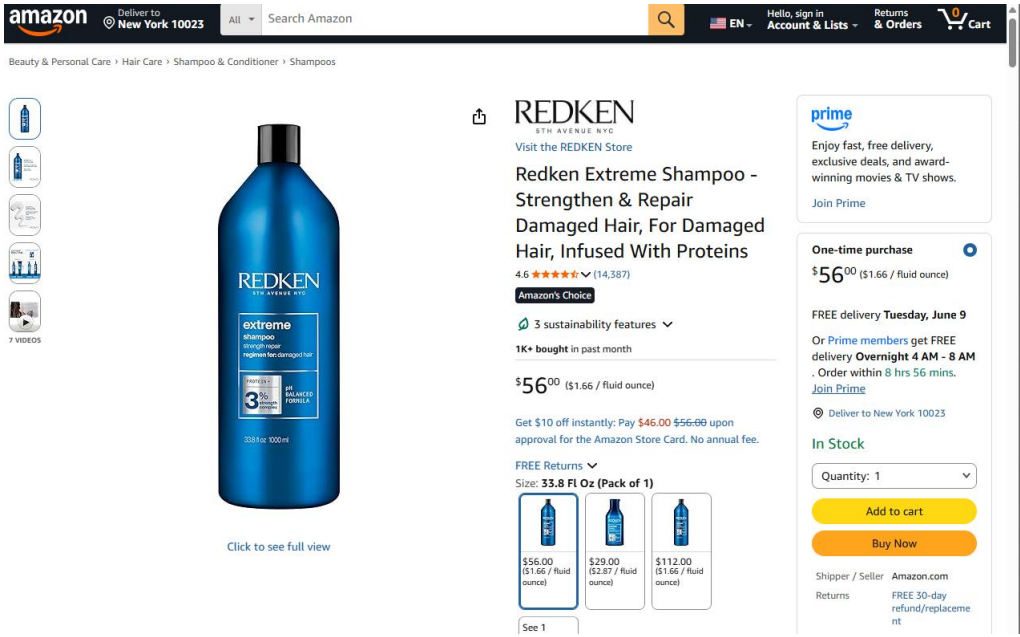


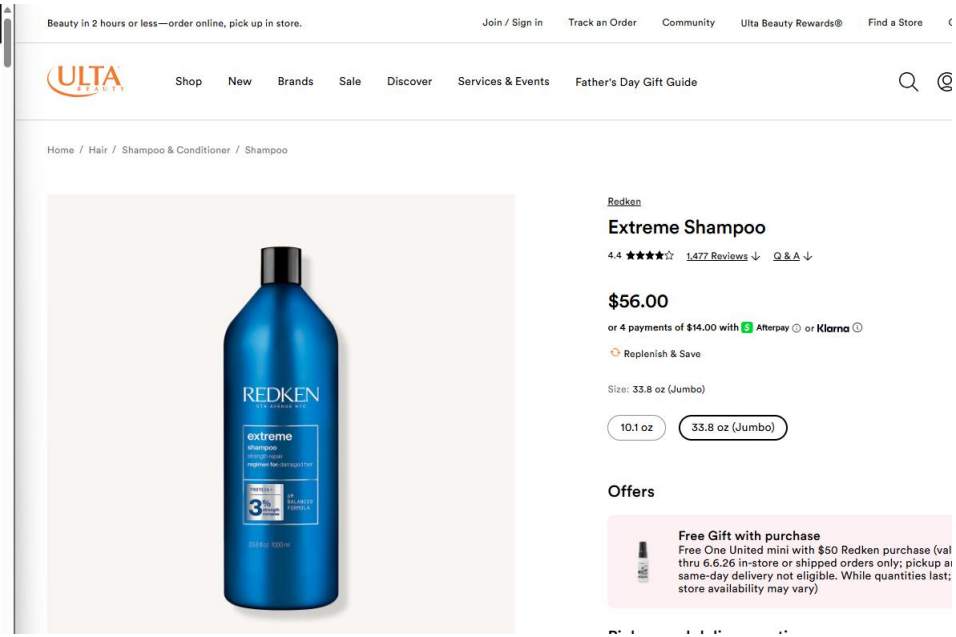




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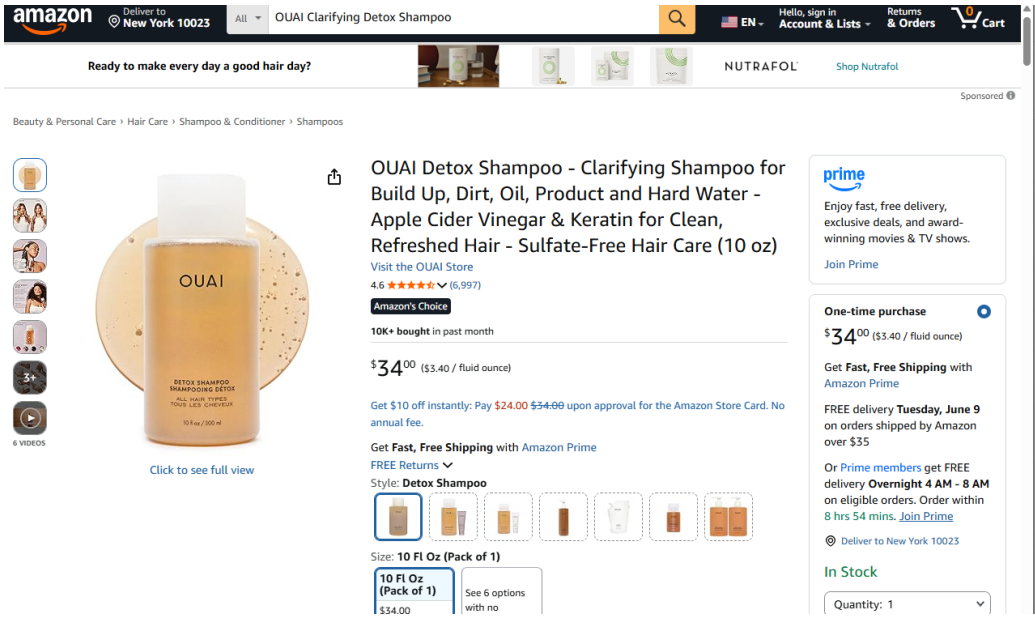
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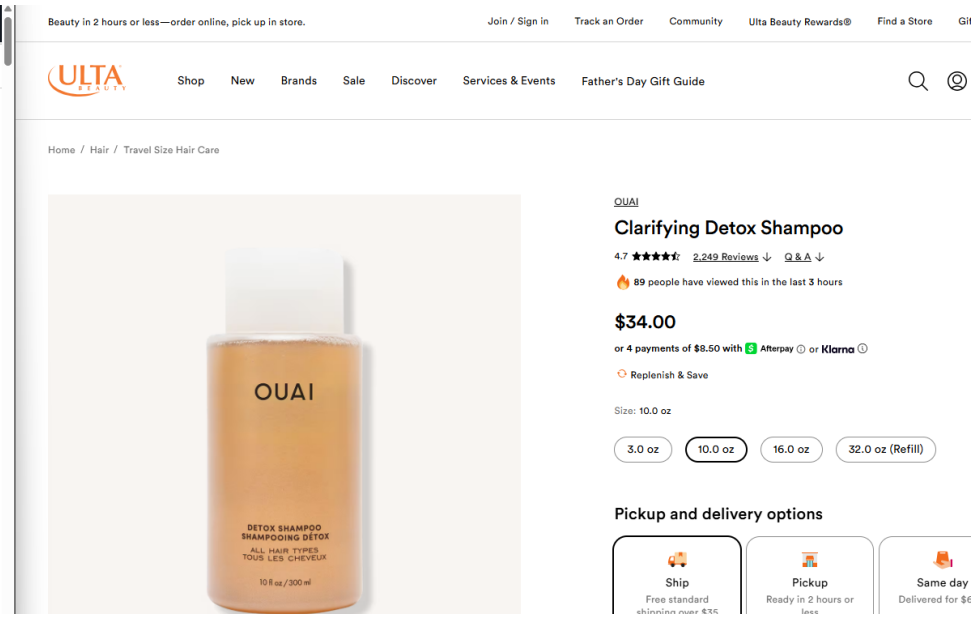


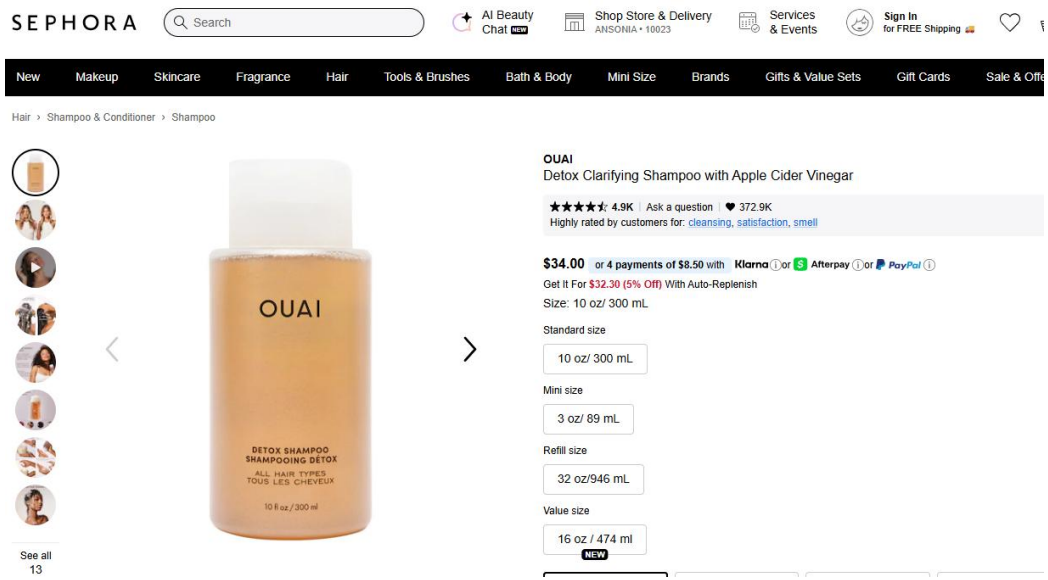


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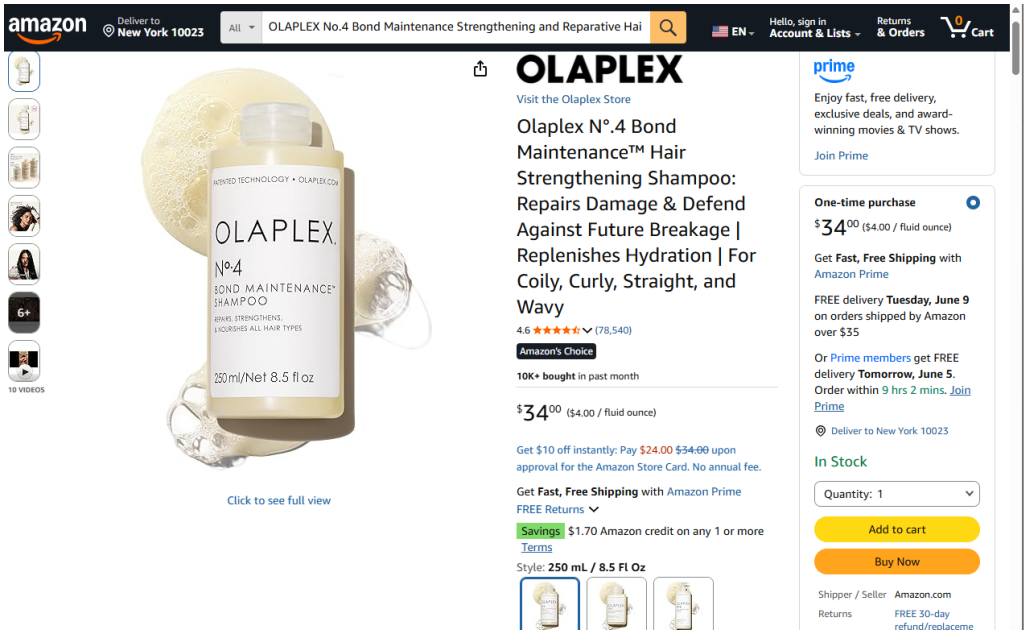


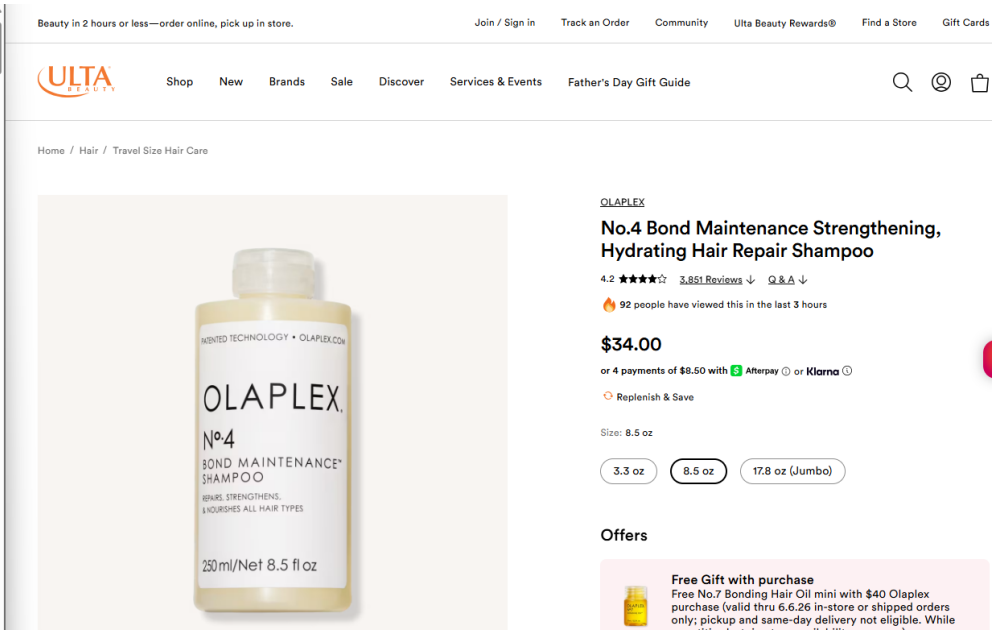


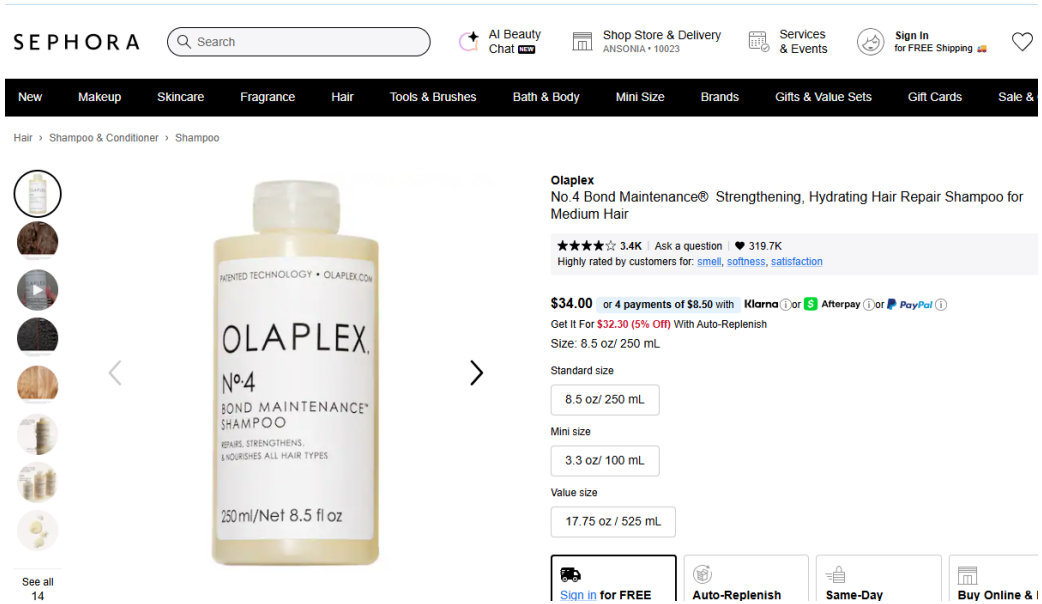


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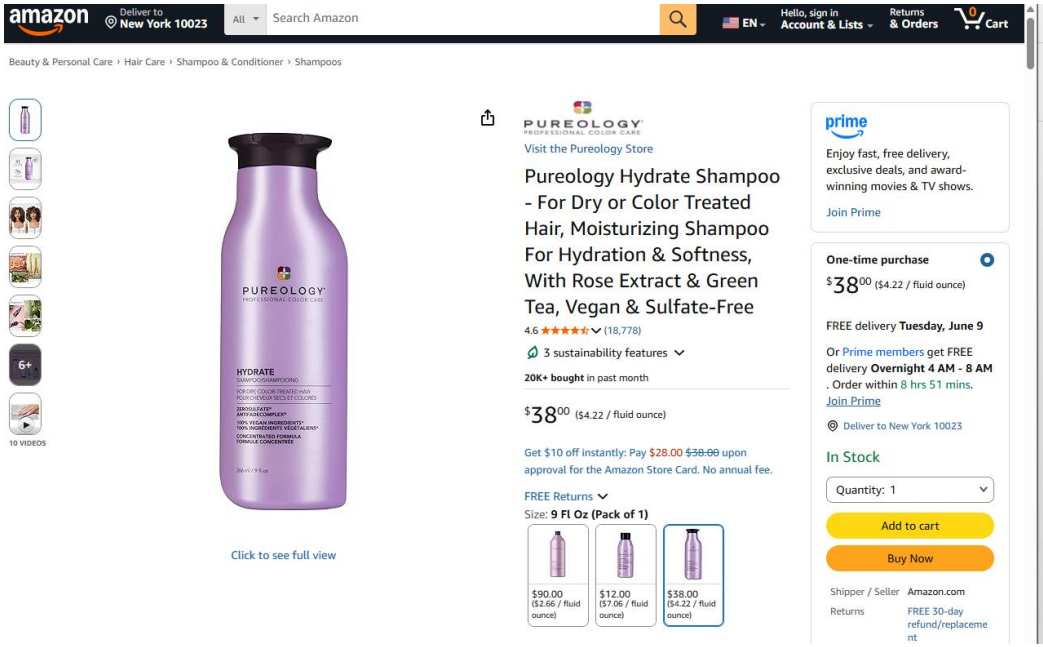


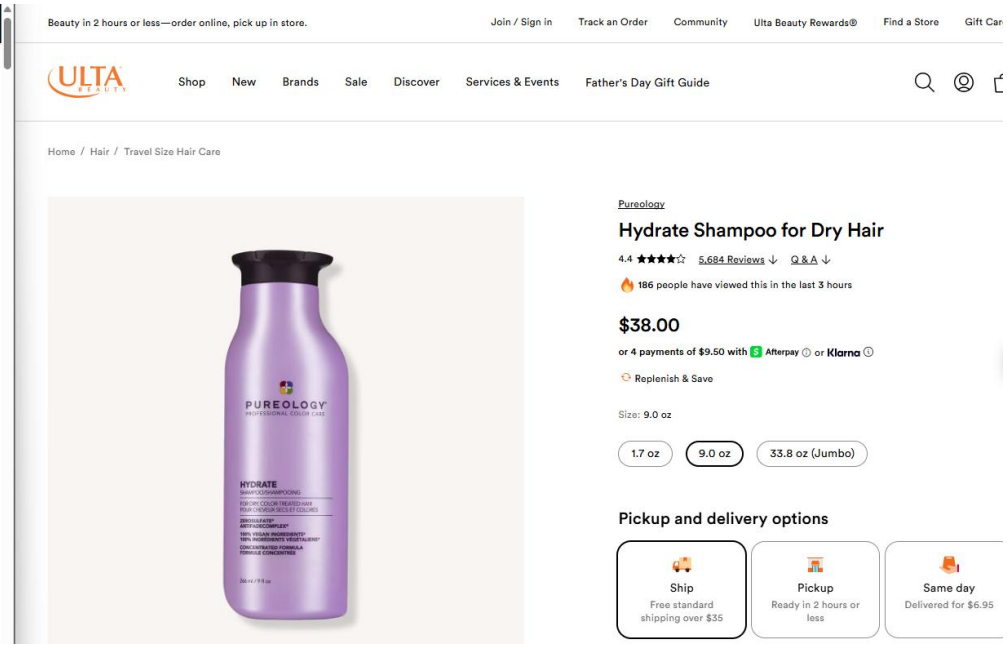


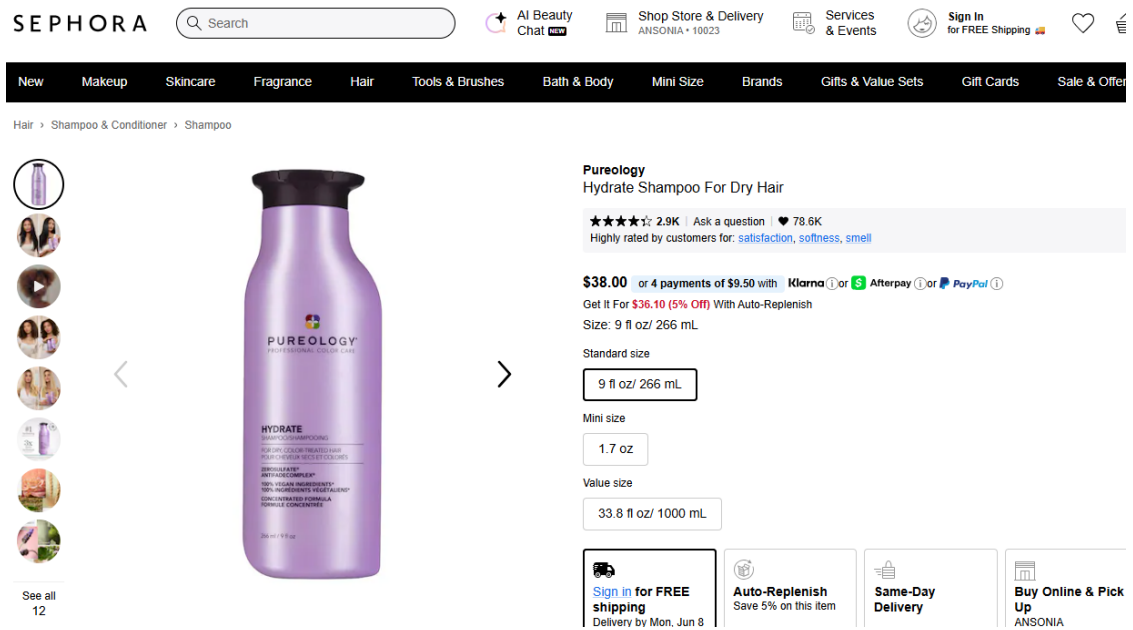


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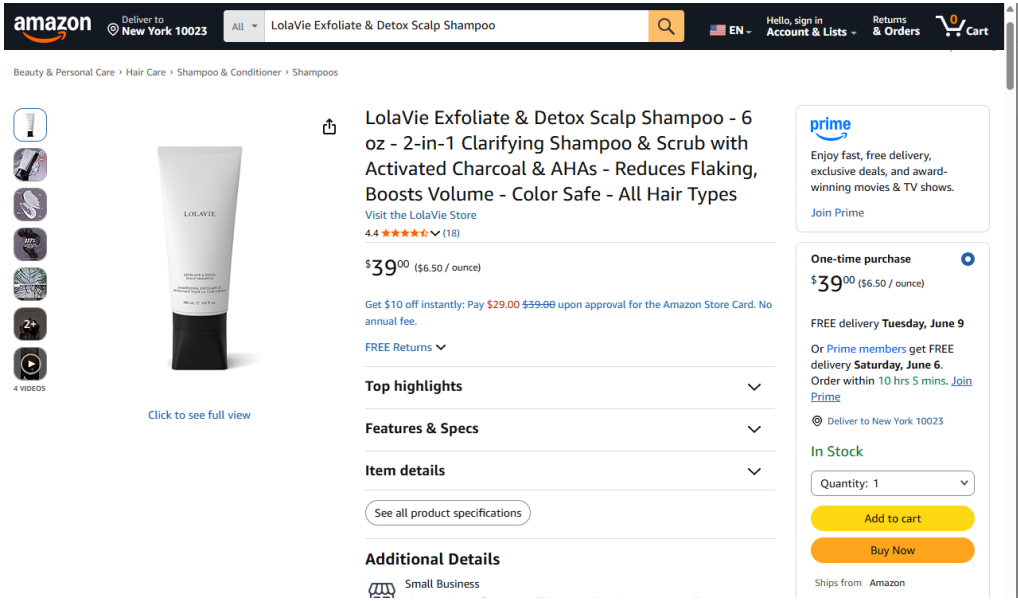


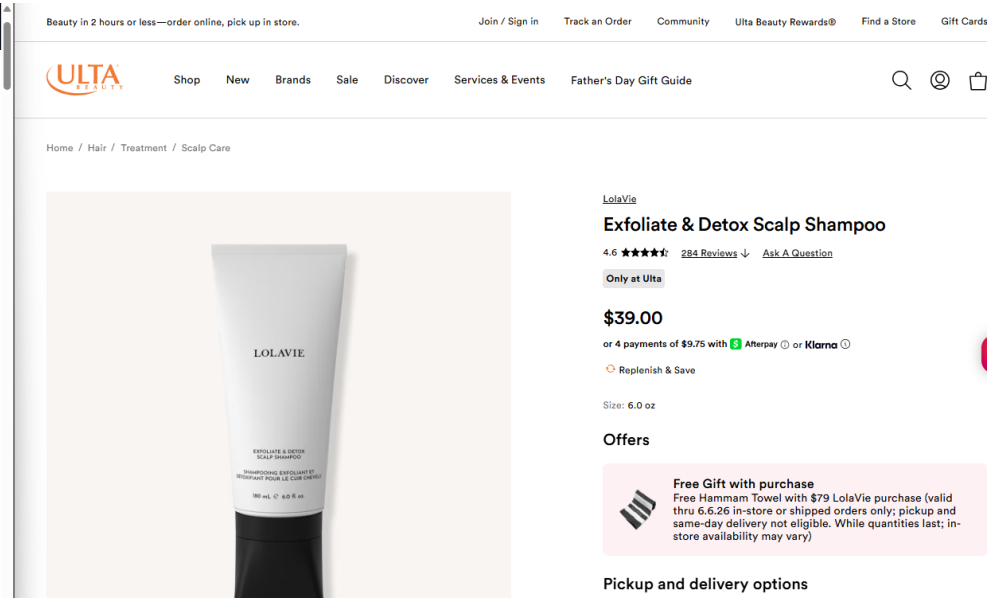




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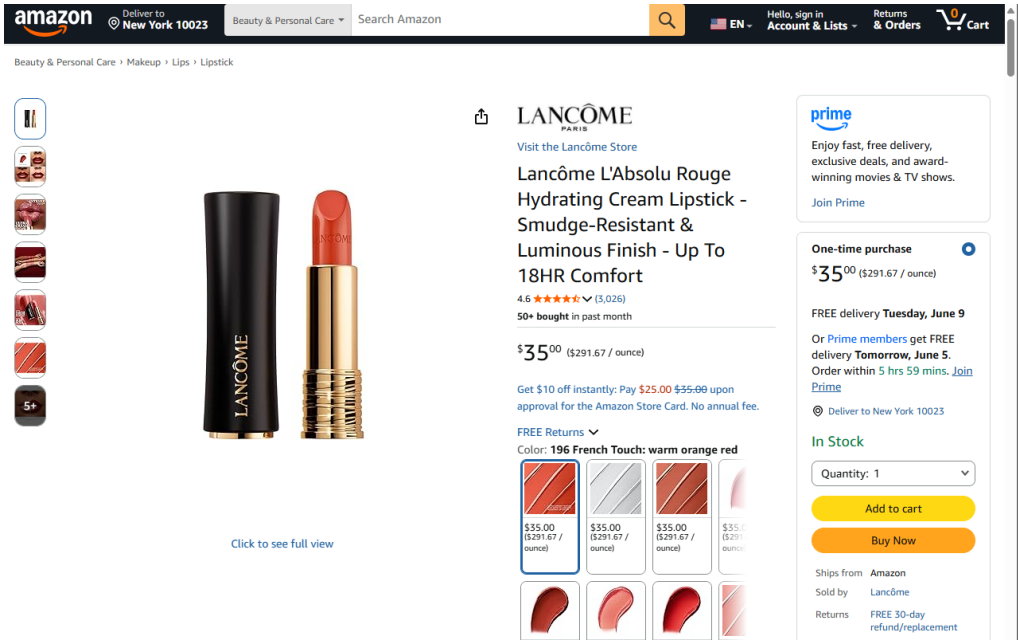
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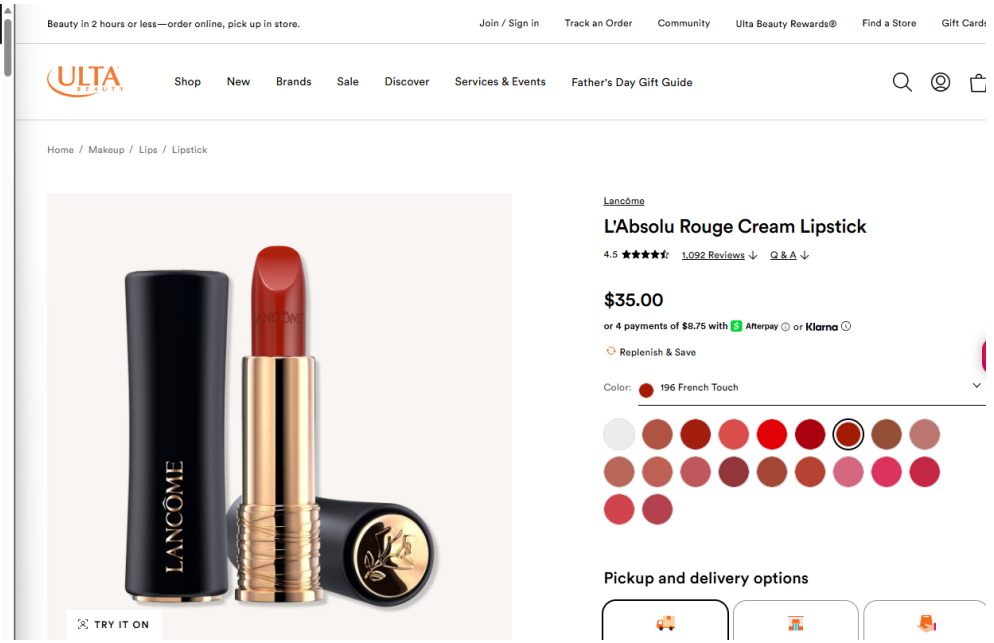




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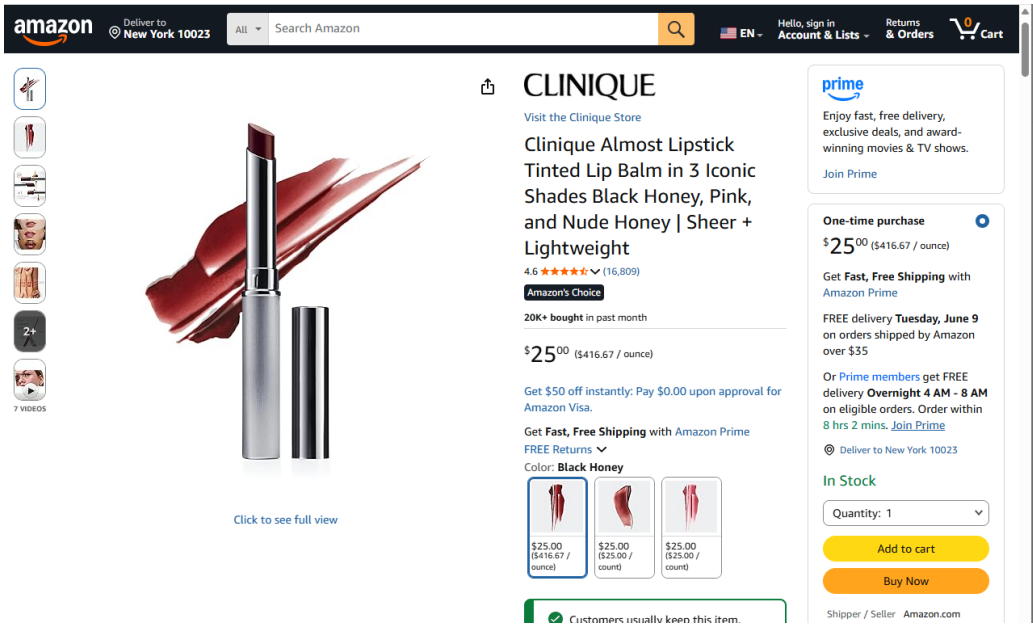
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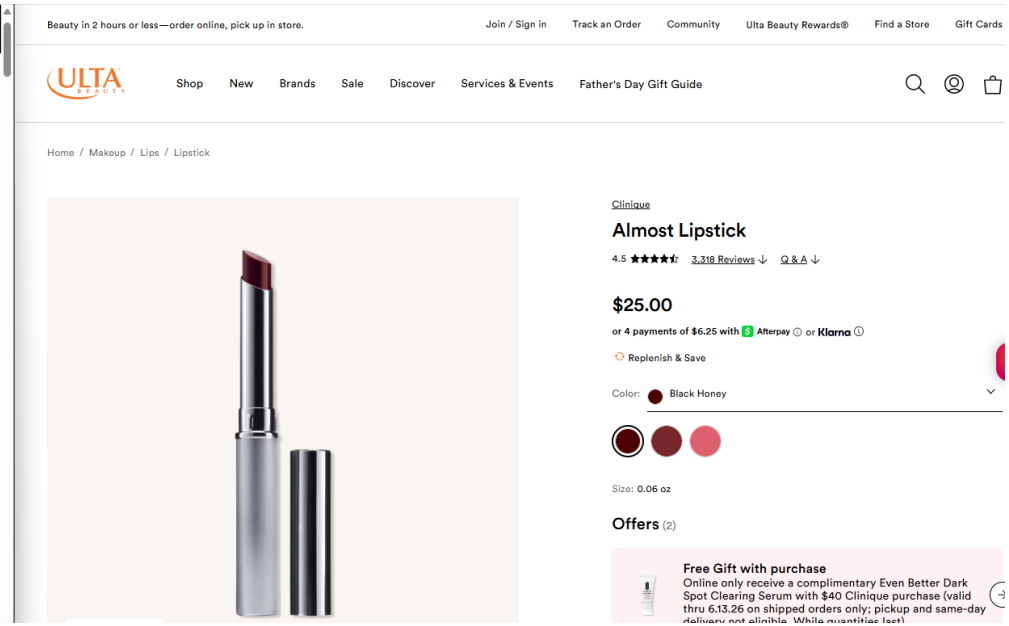


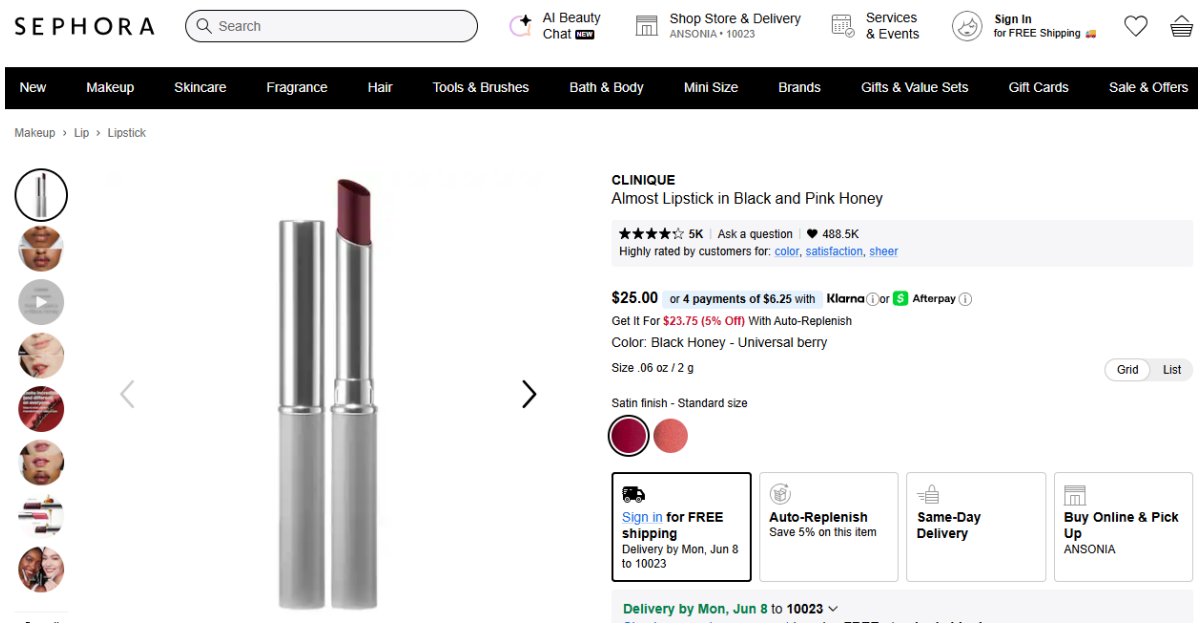


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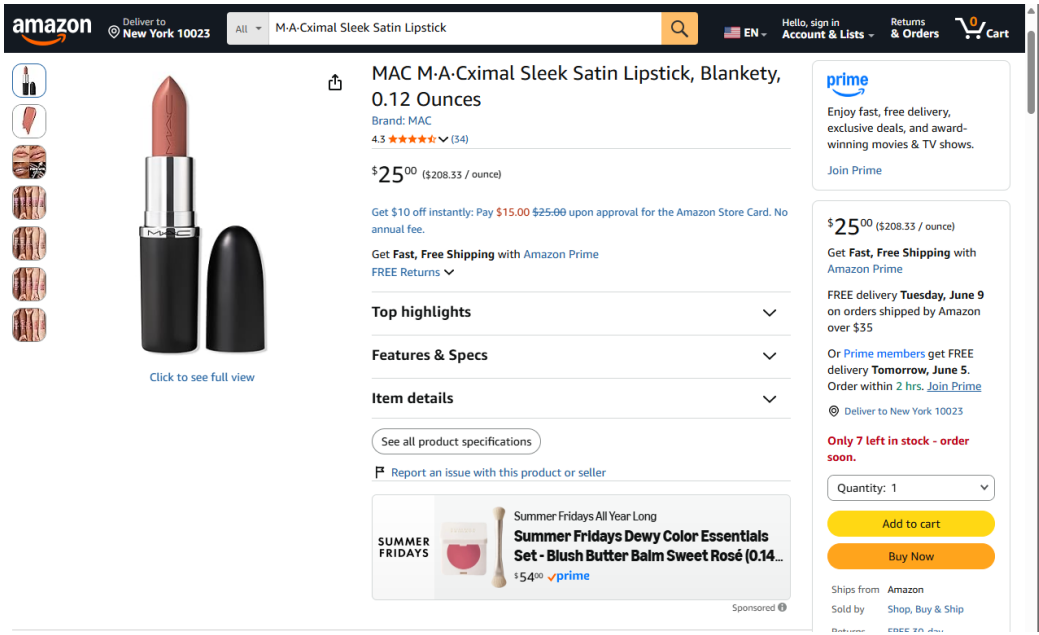
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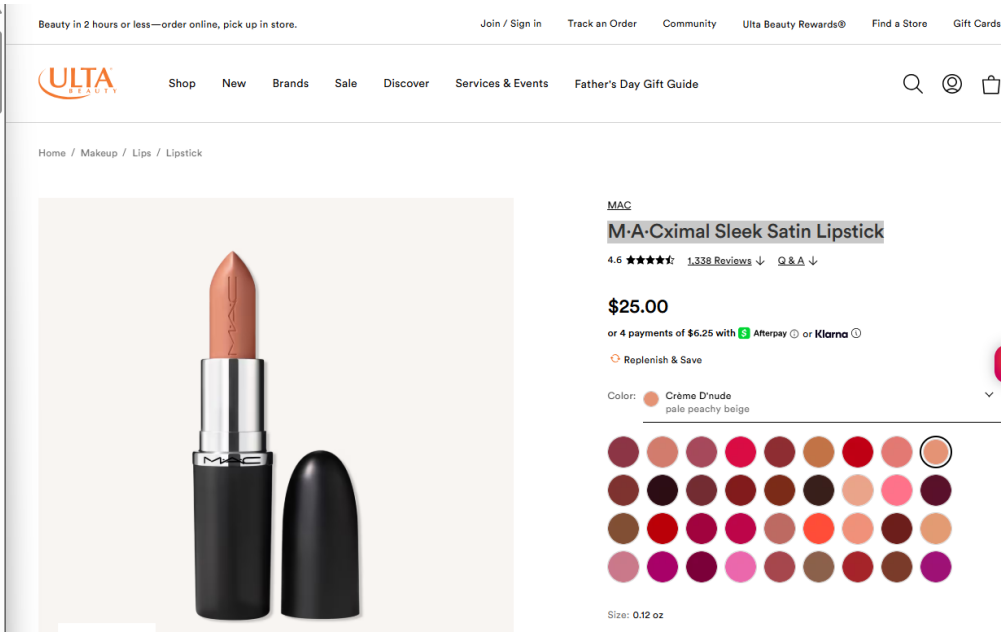






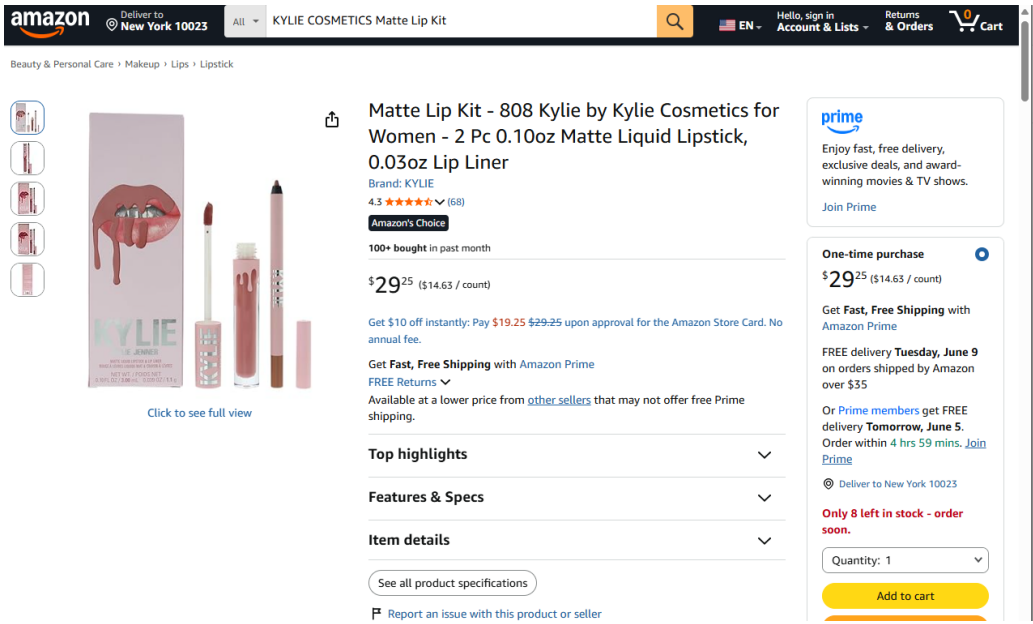
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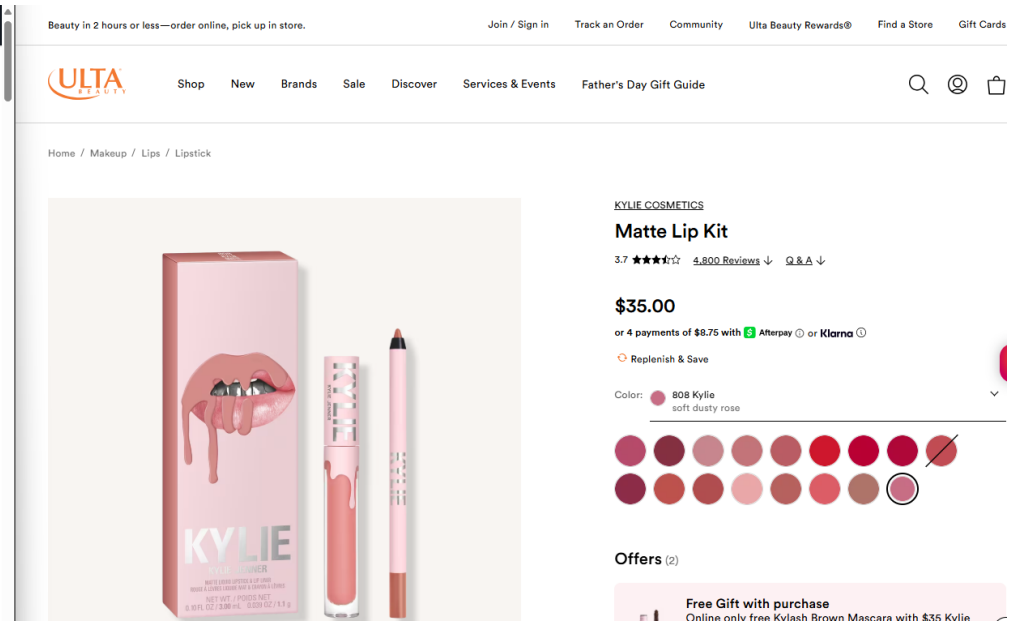




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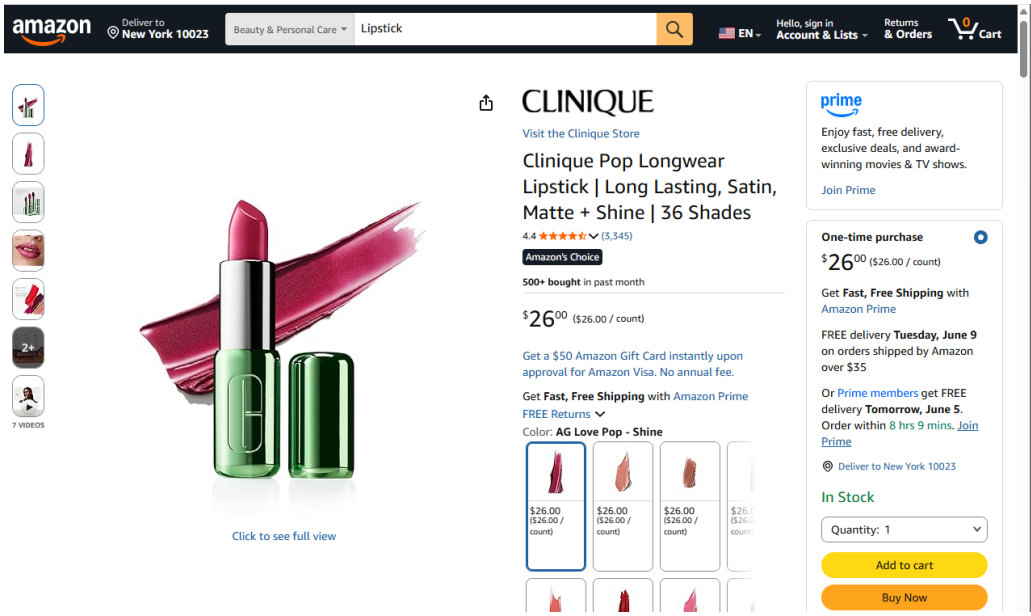
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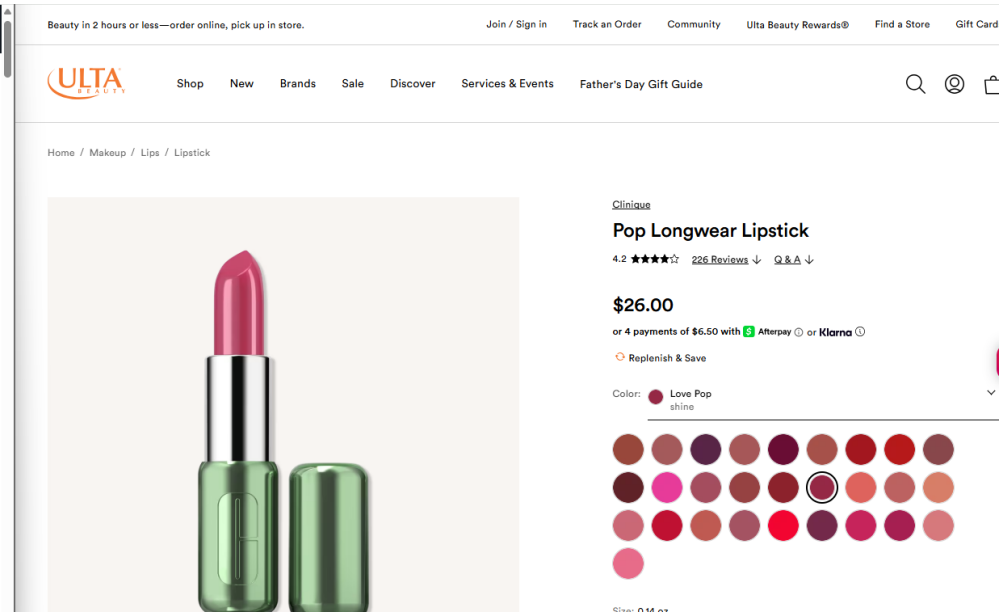




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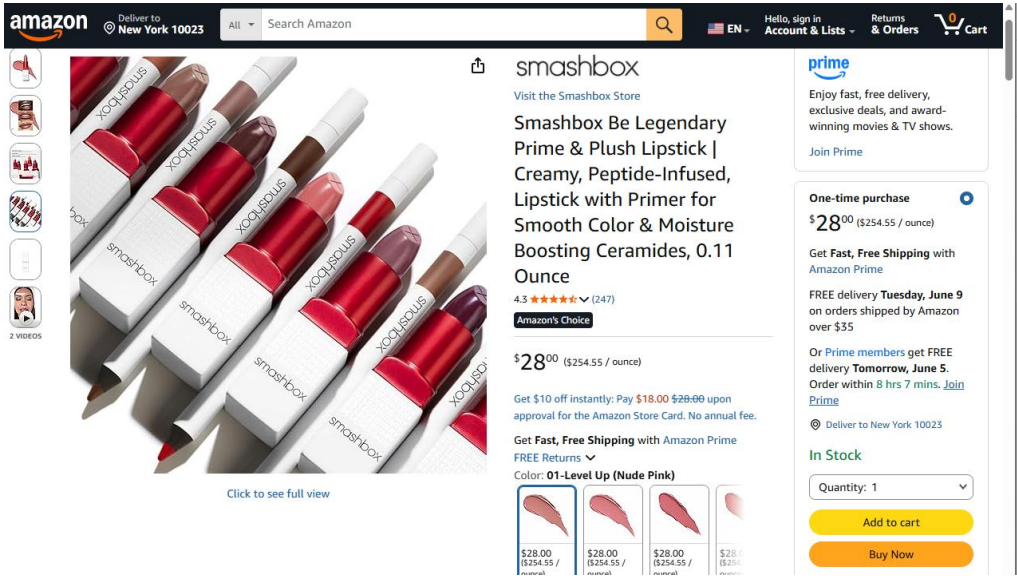
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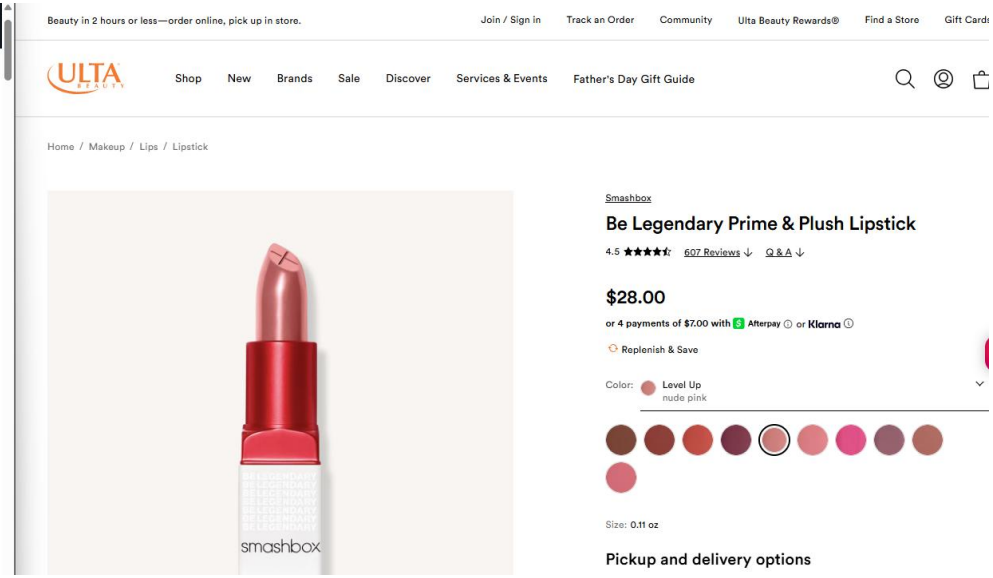




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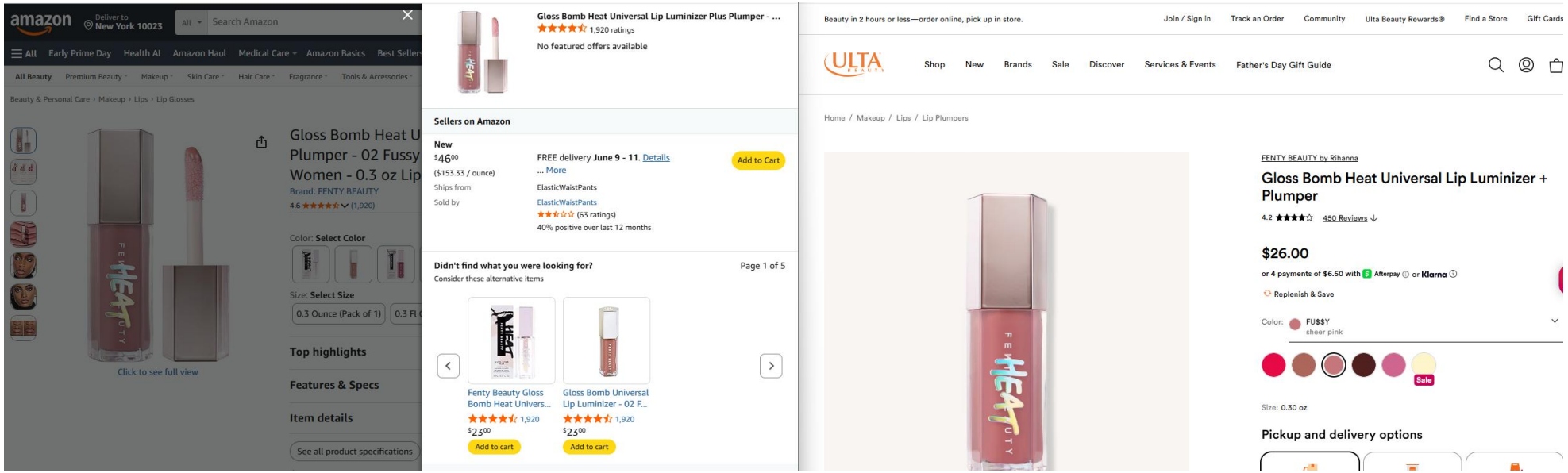
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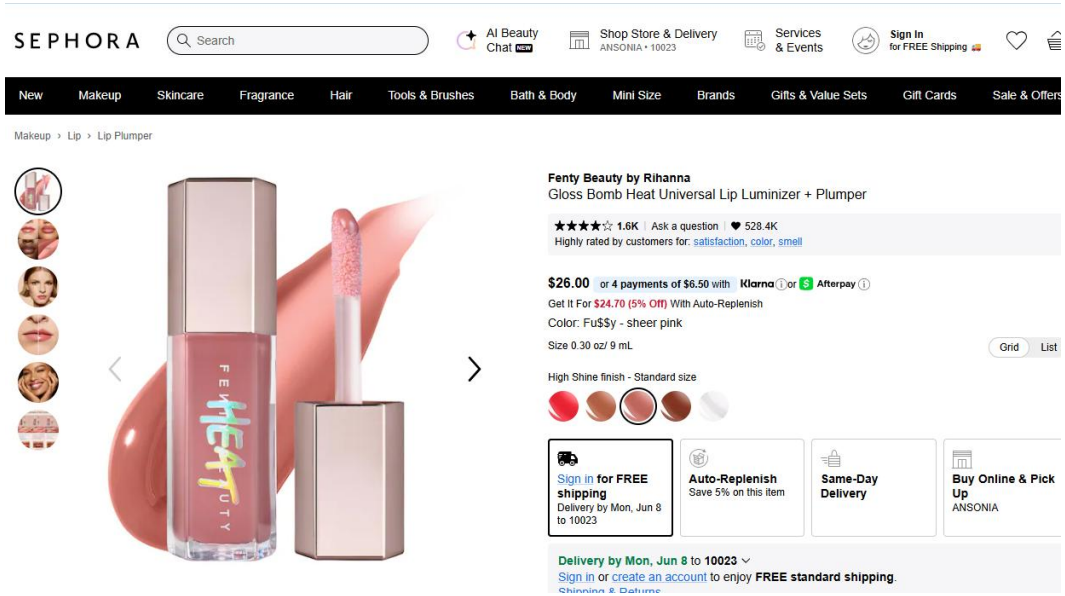




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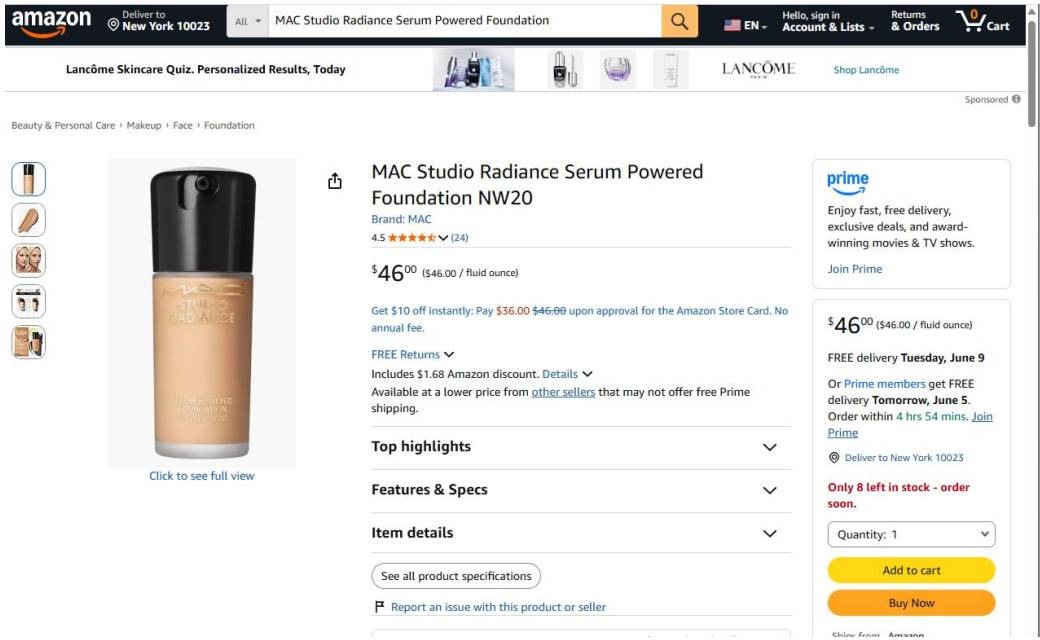
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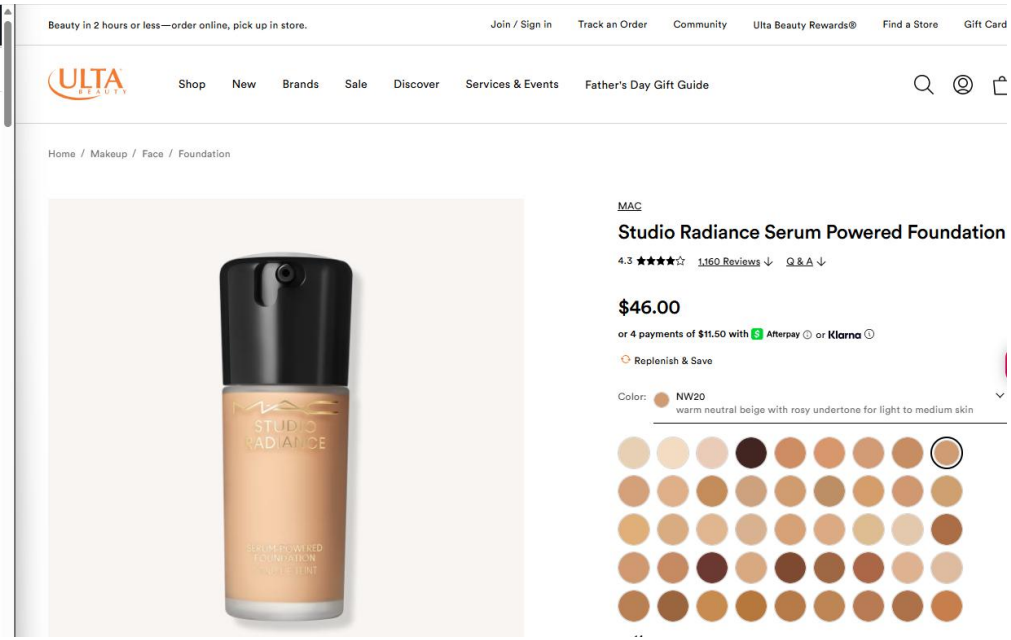




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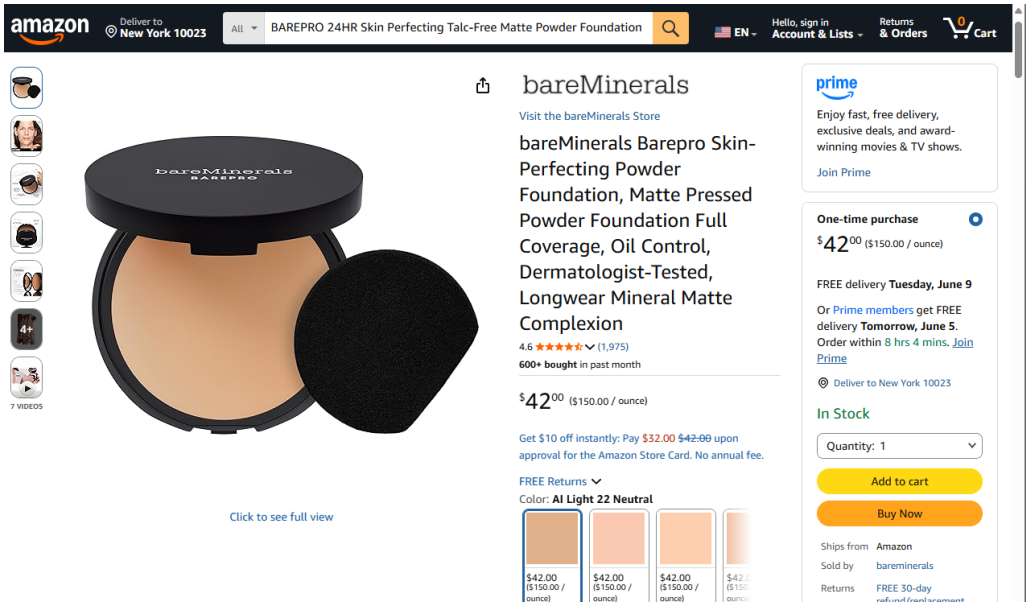
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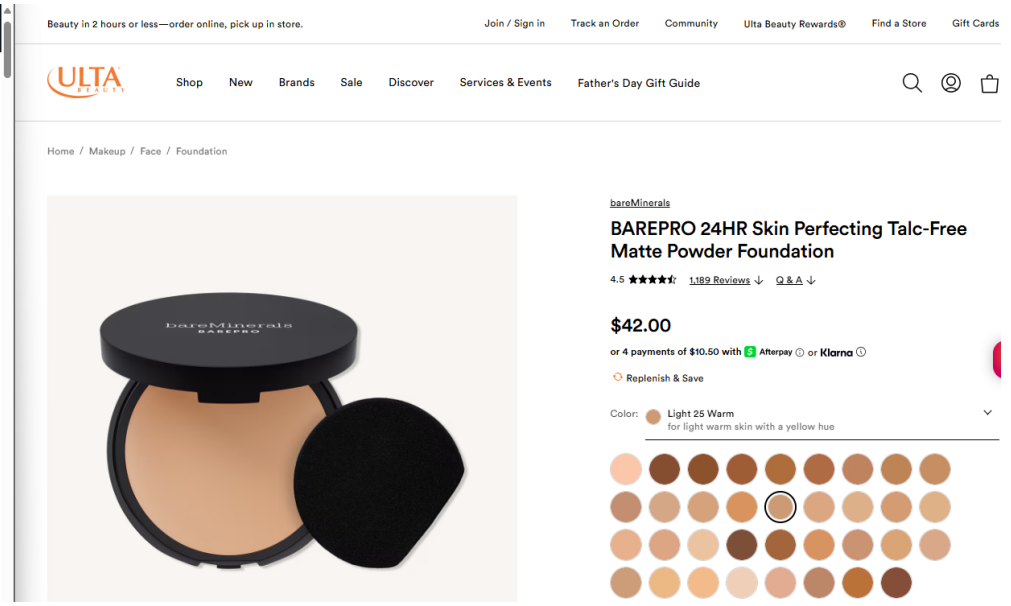


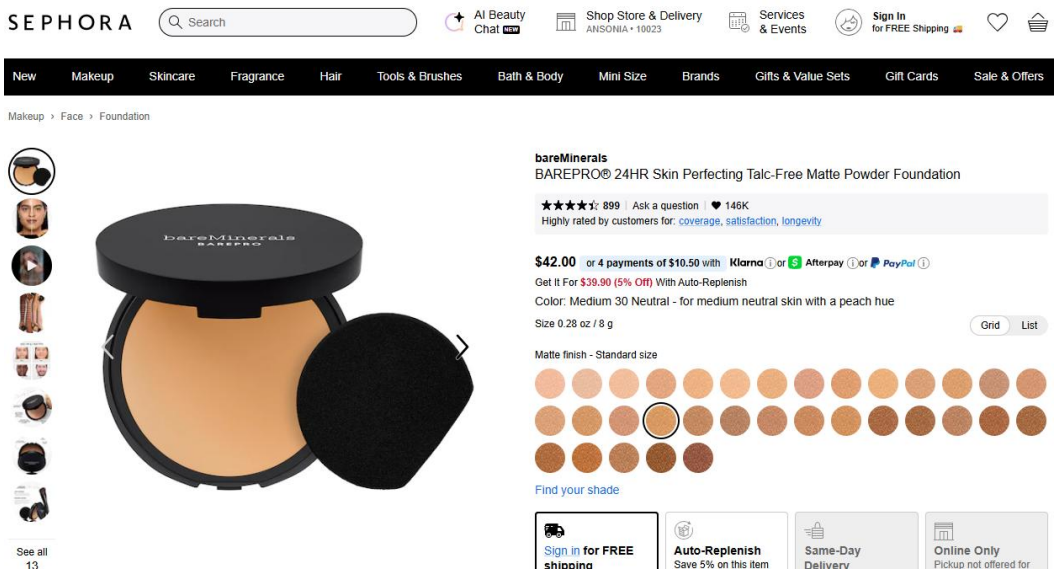


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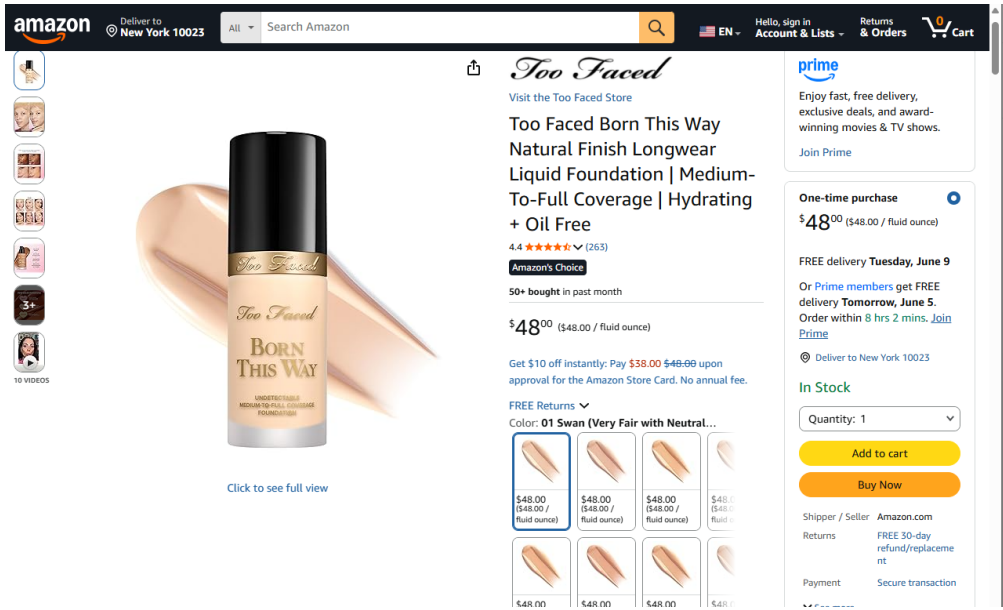


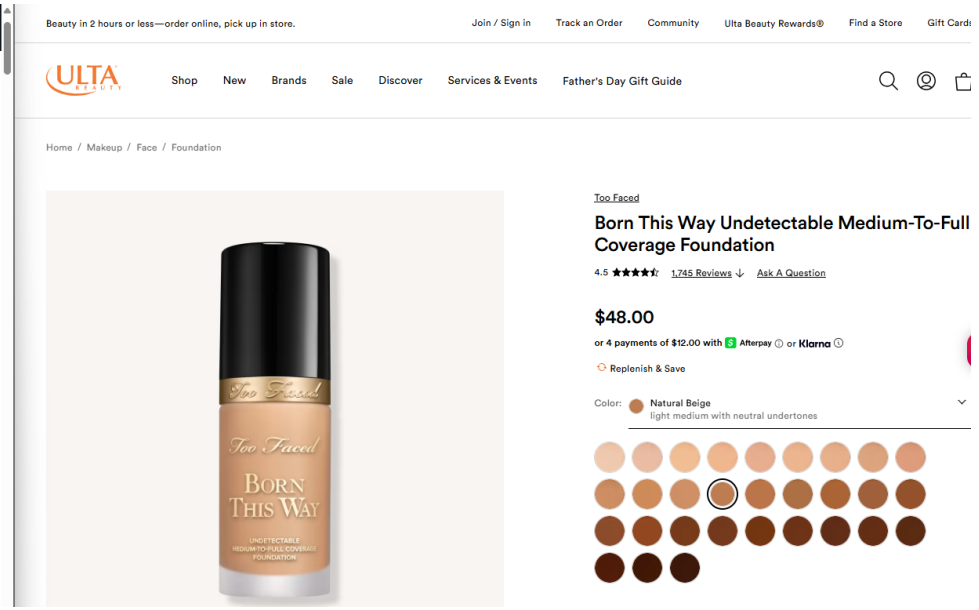


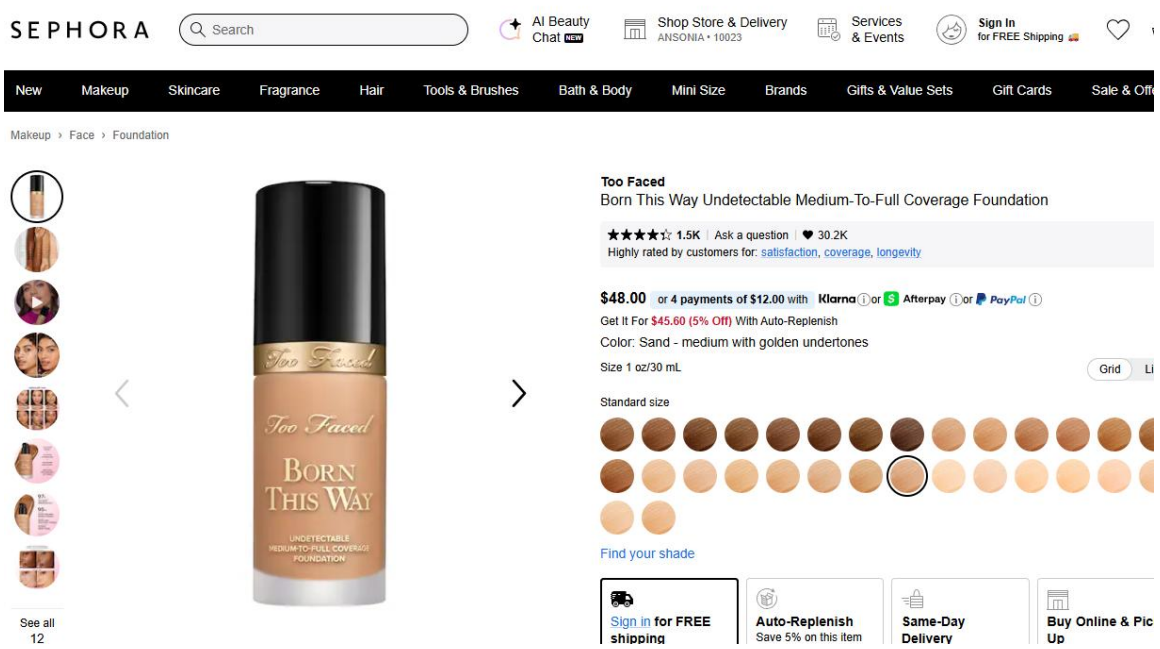


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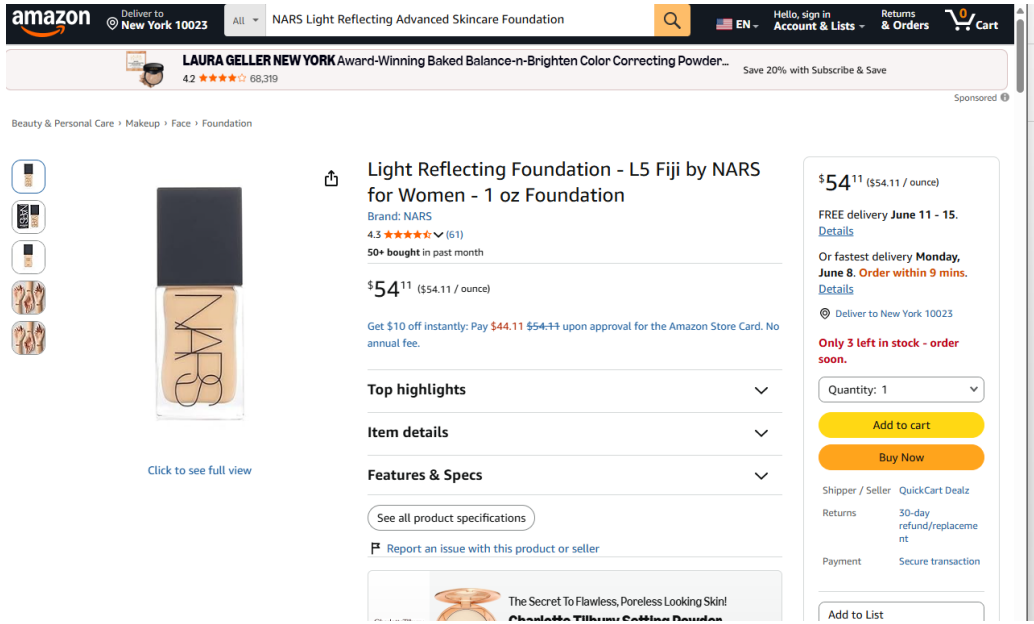


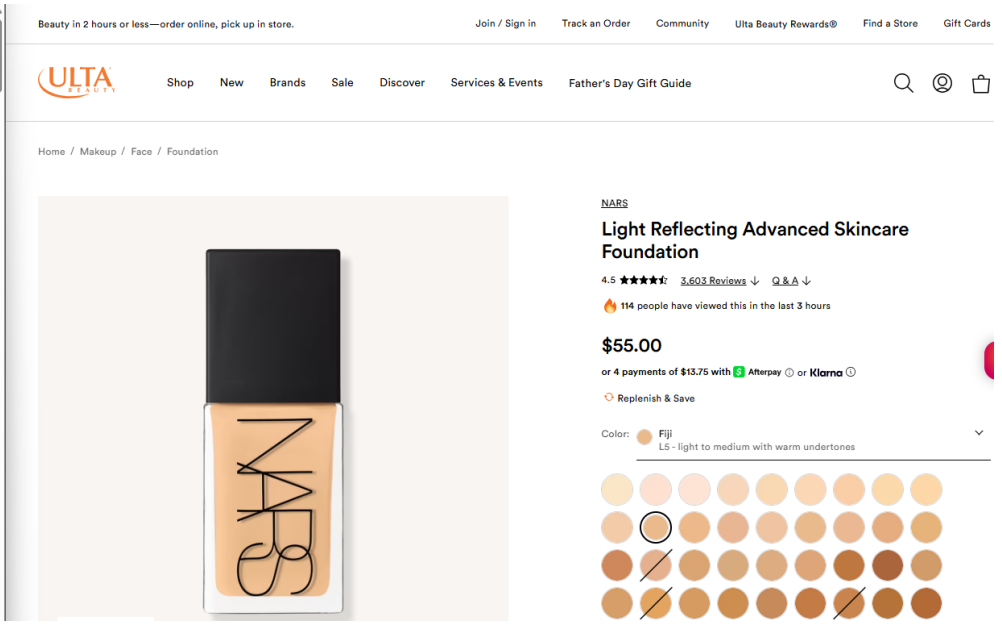


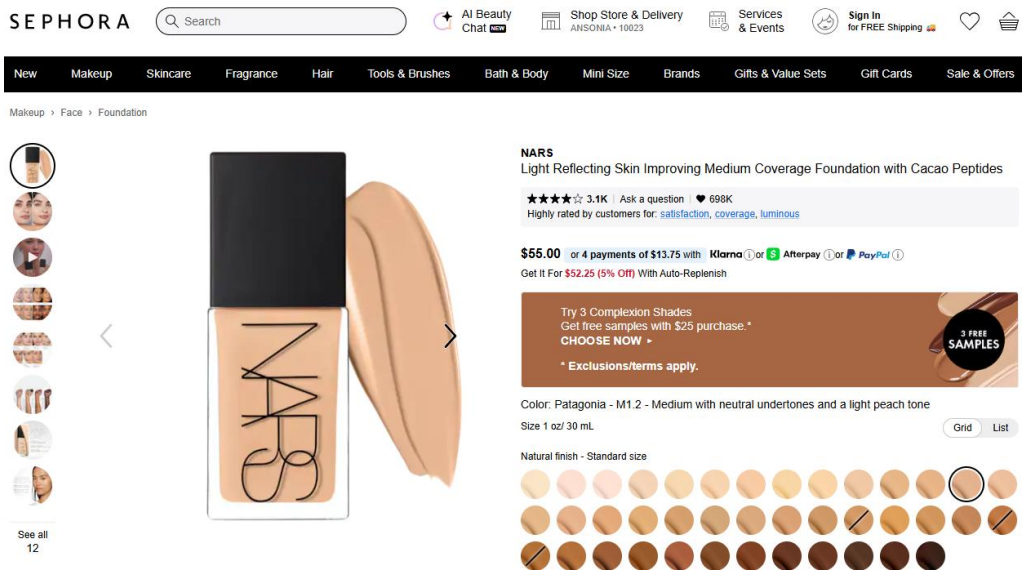


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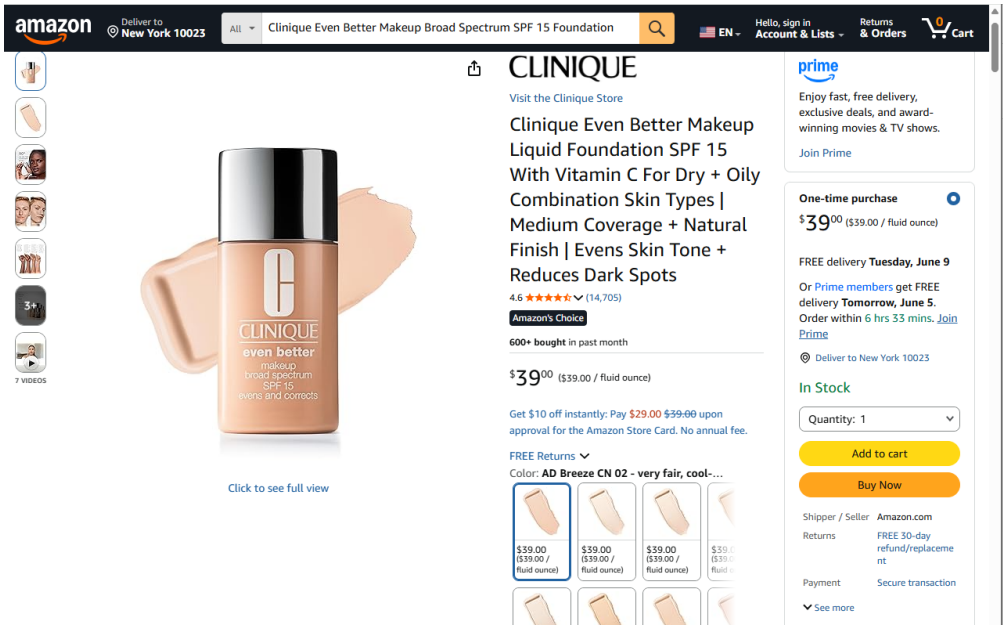
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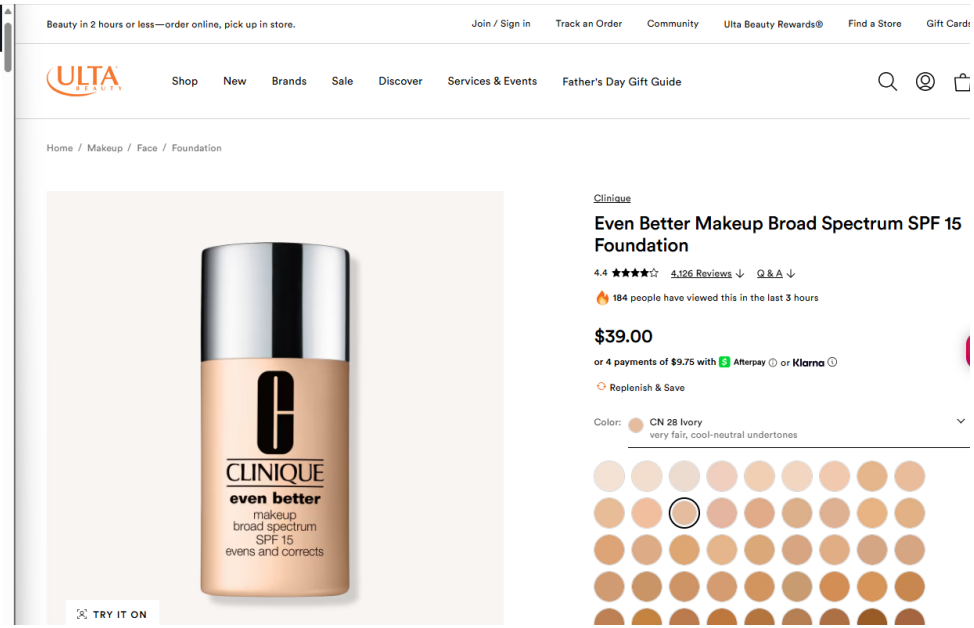


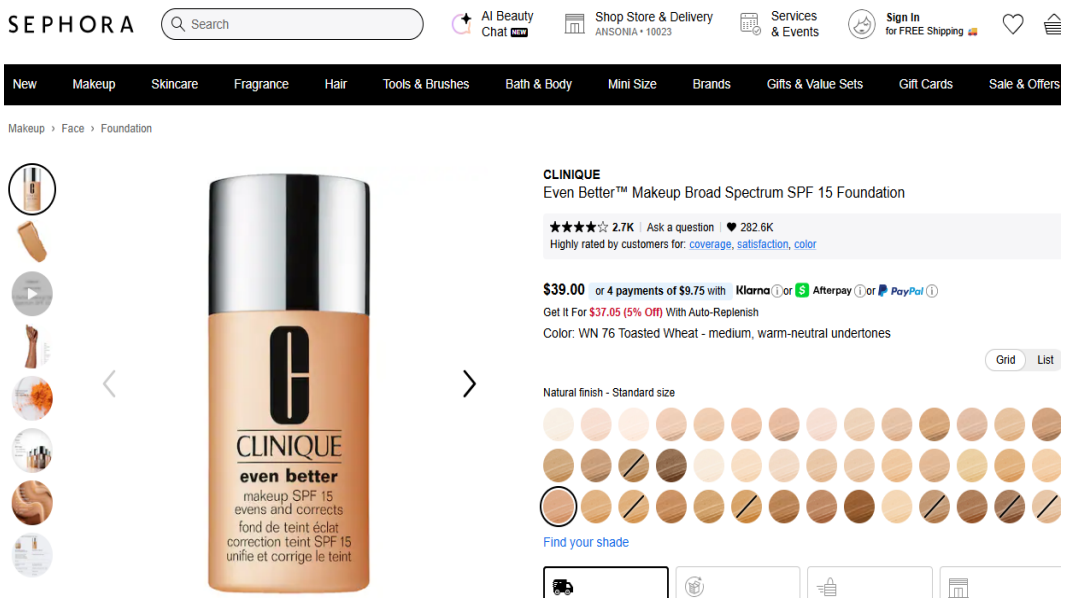




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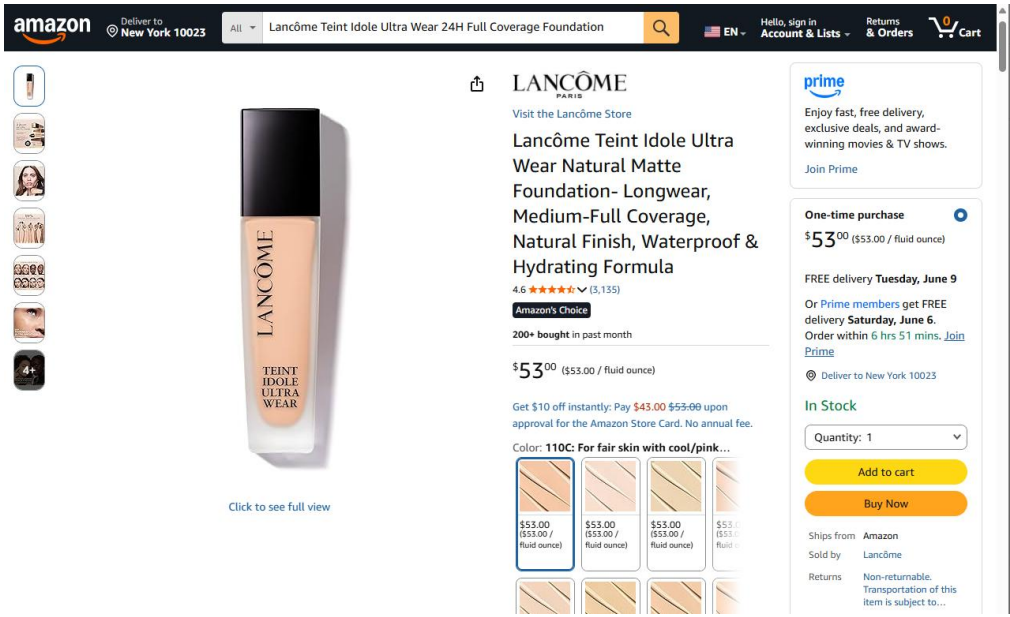


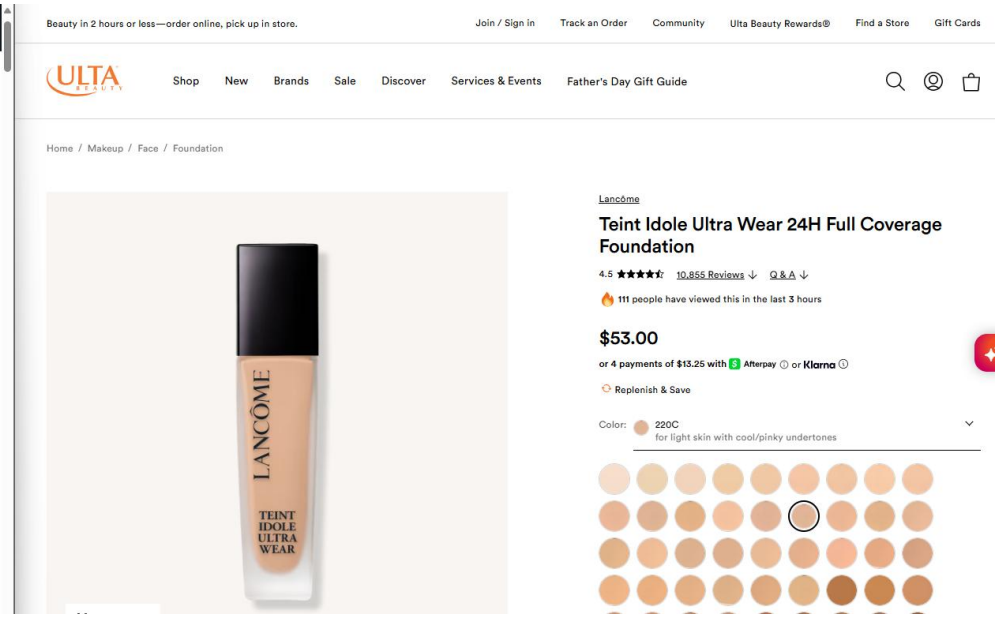


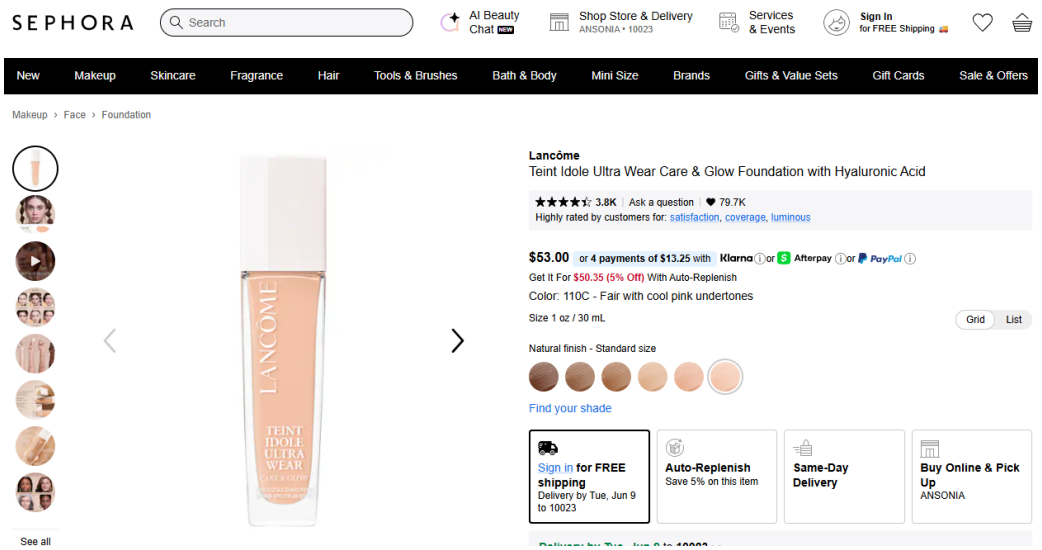


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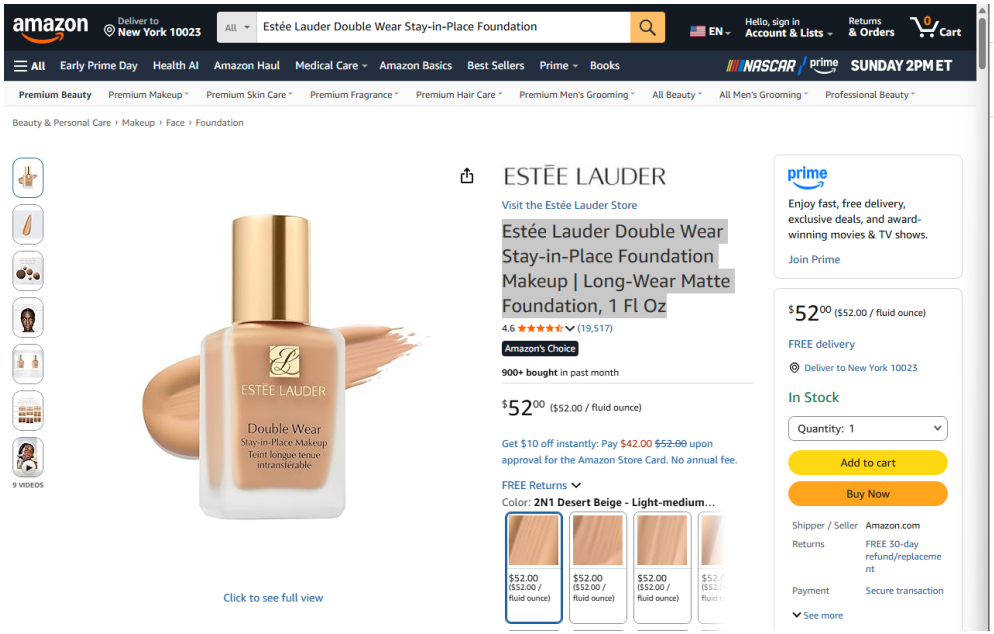


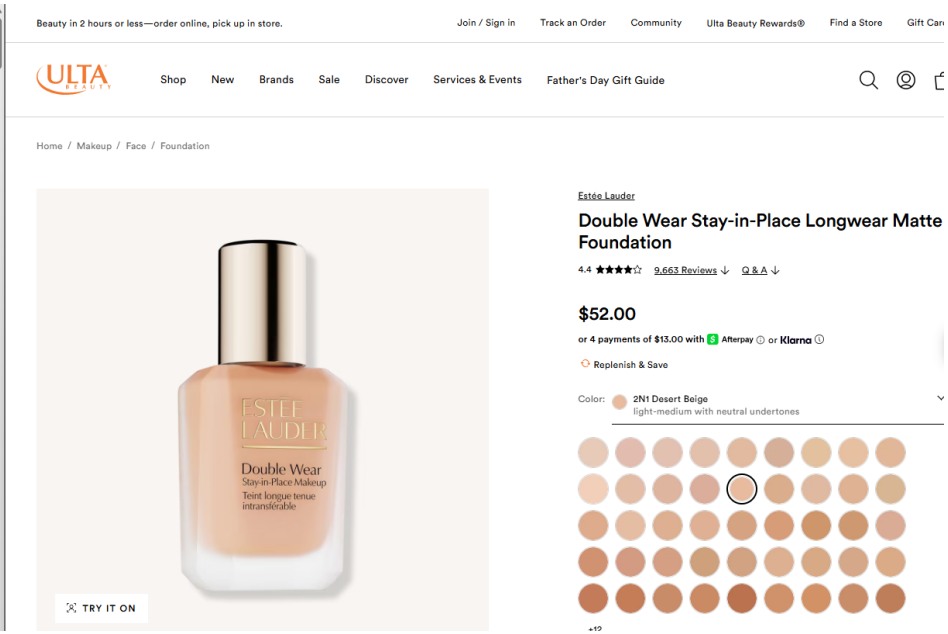


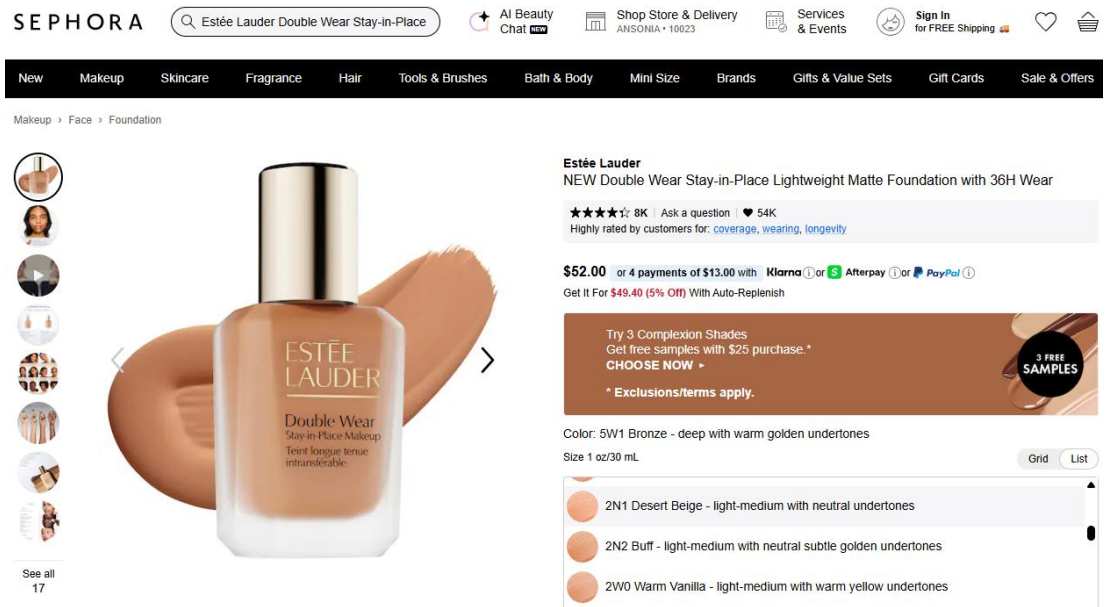


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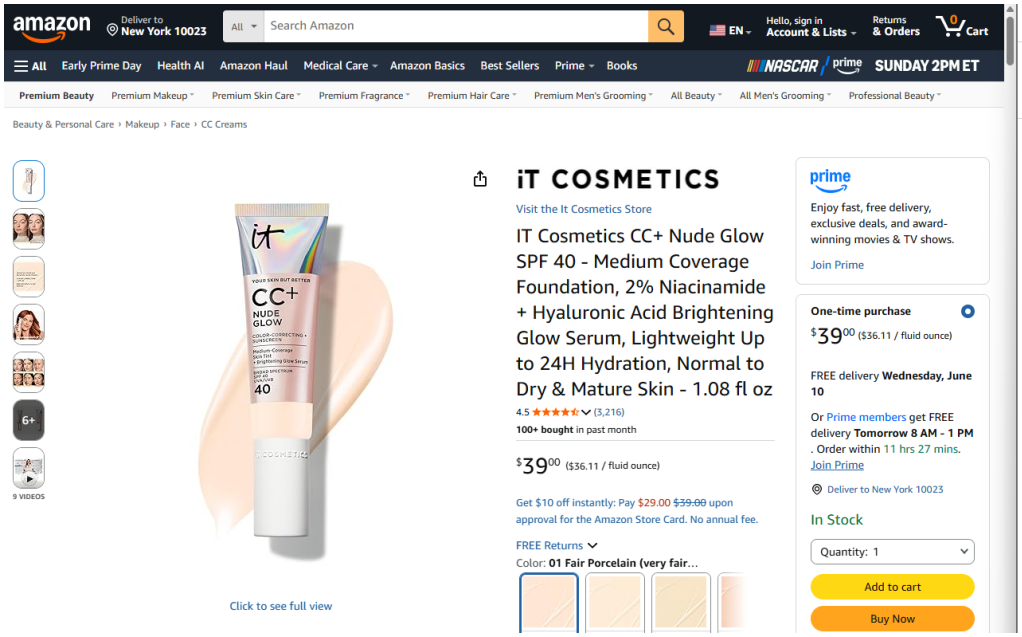


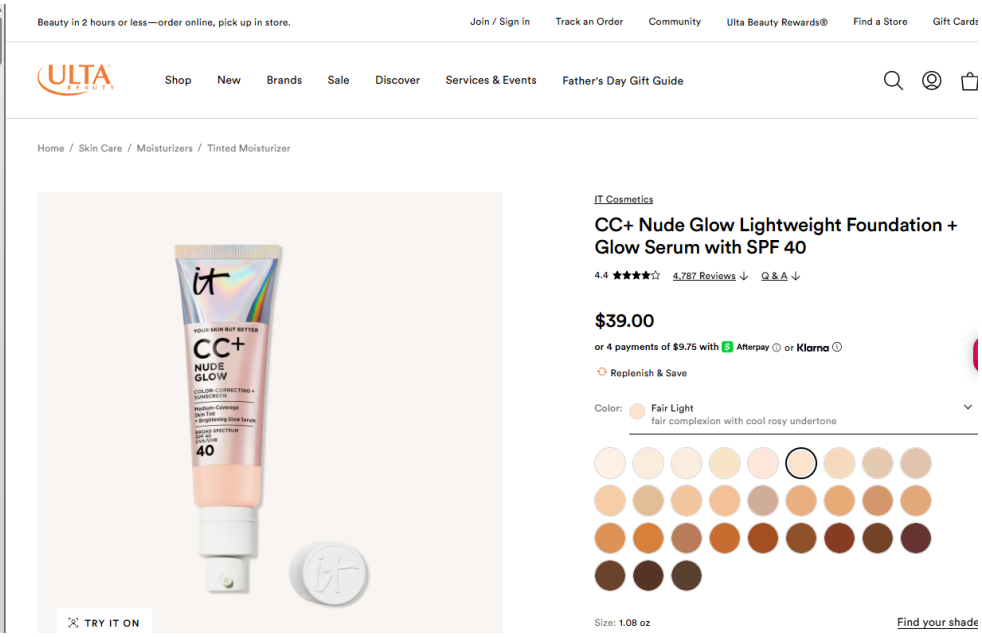


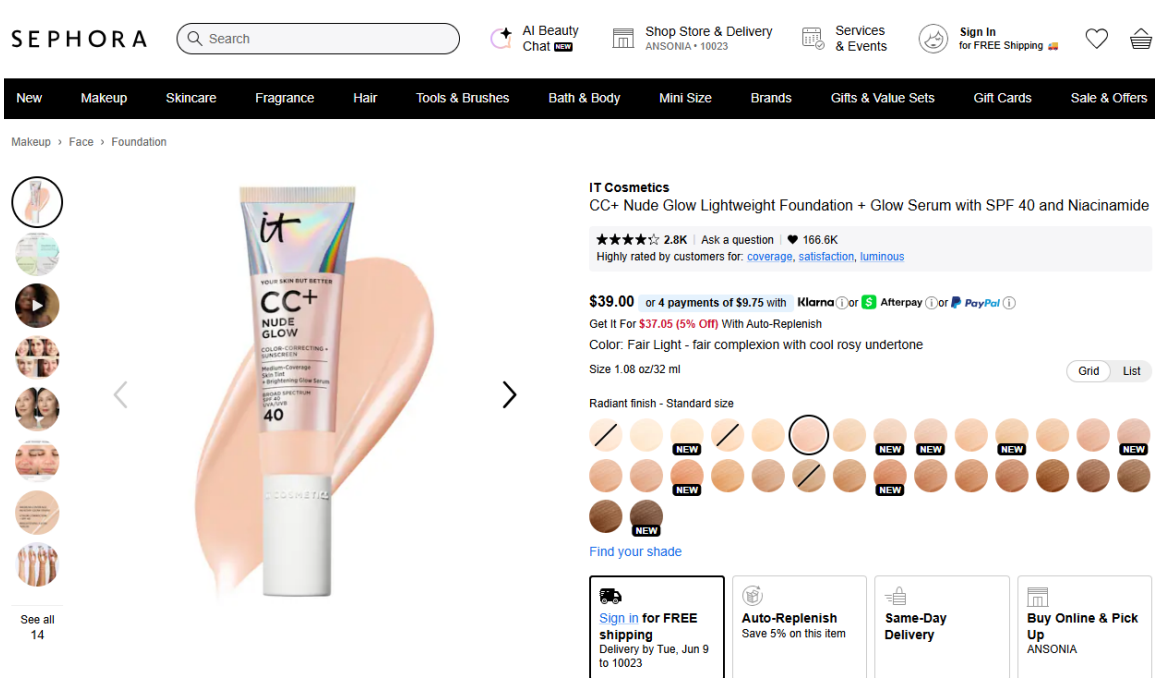


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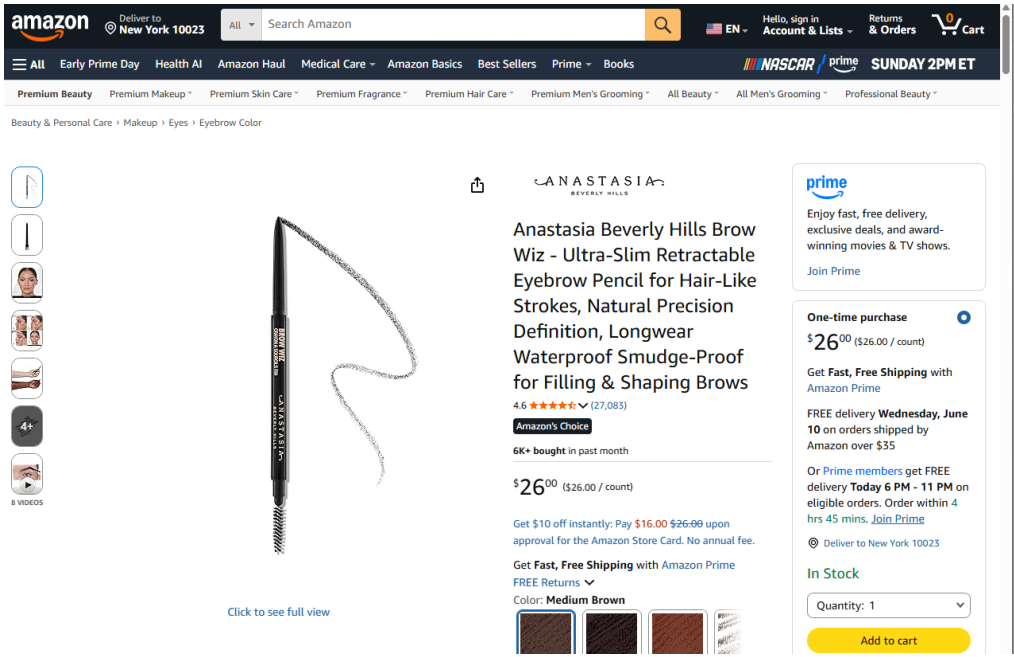
Bespoke – Amazon, Ulta, Sephora Identical Items

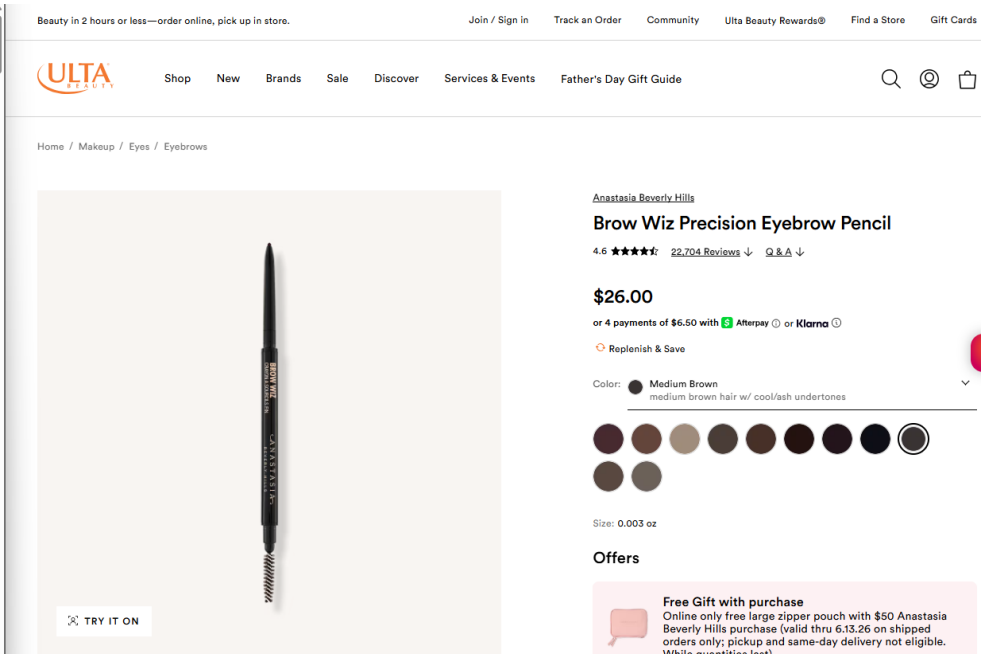


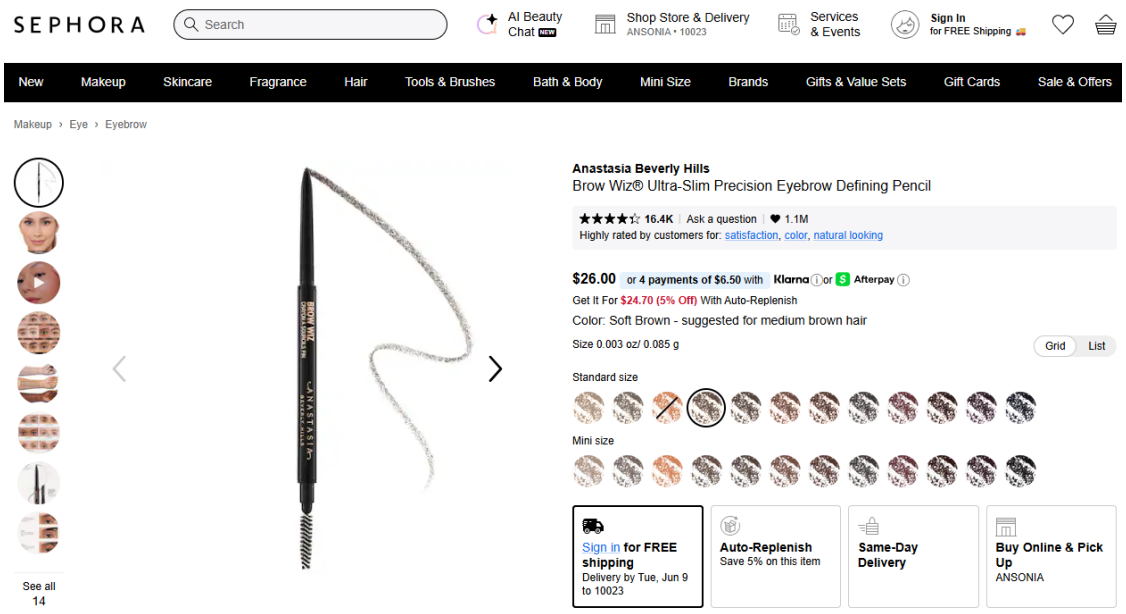




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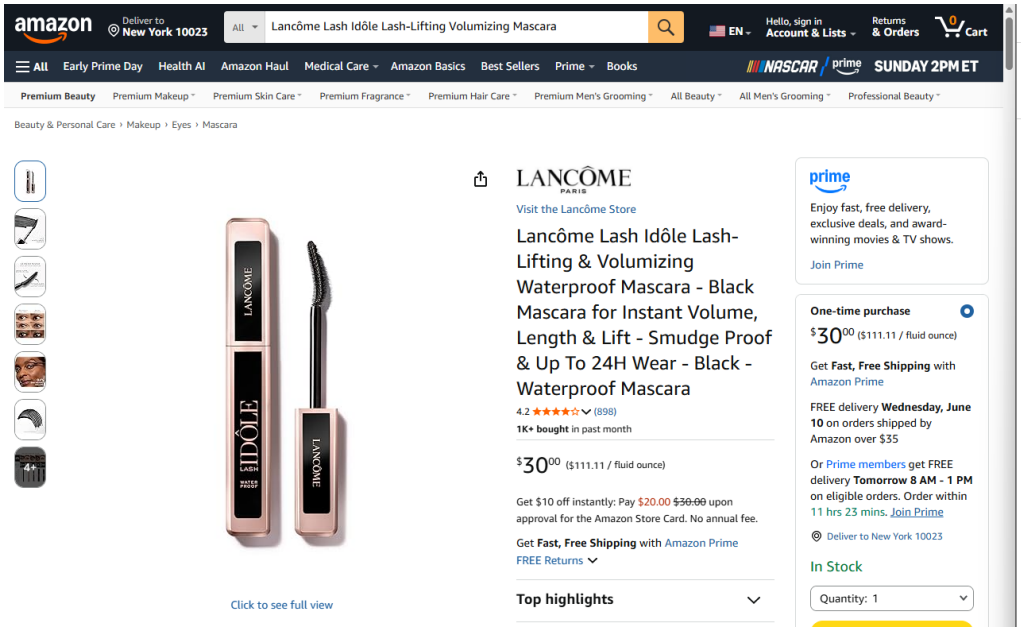


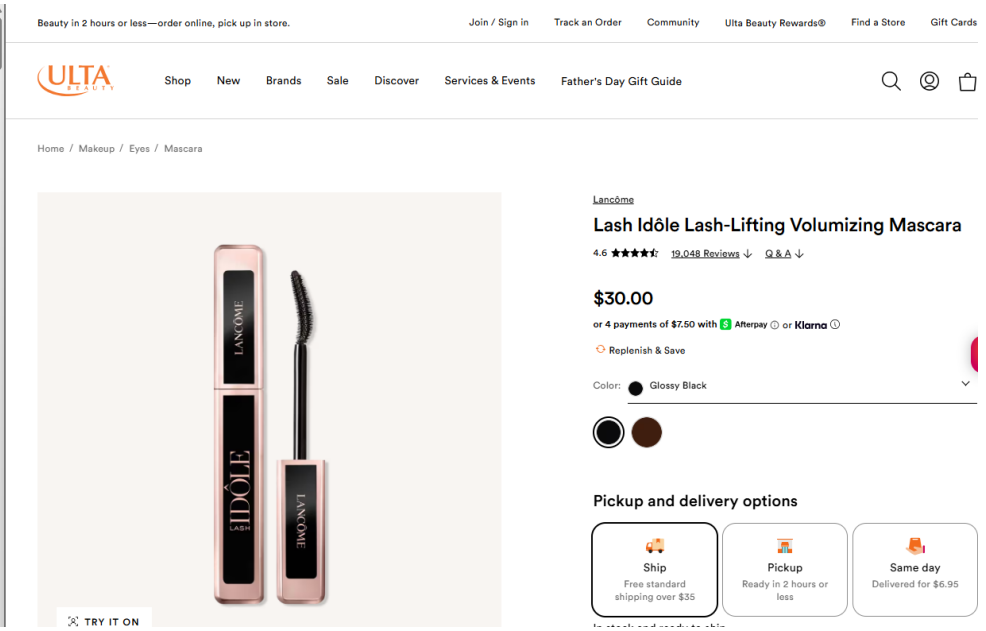


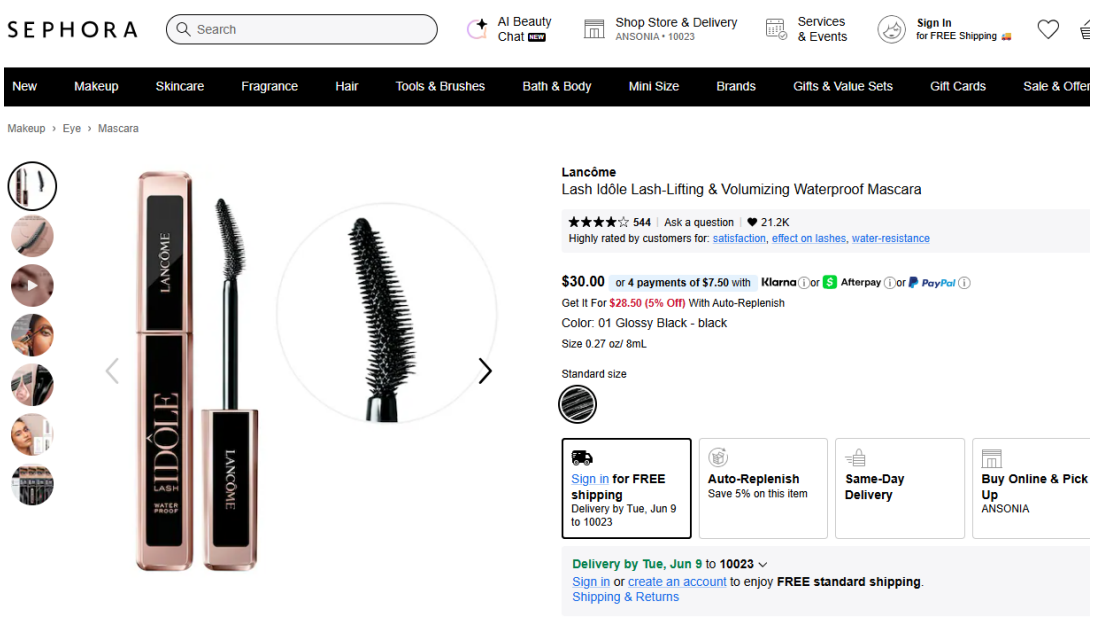


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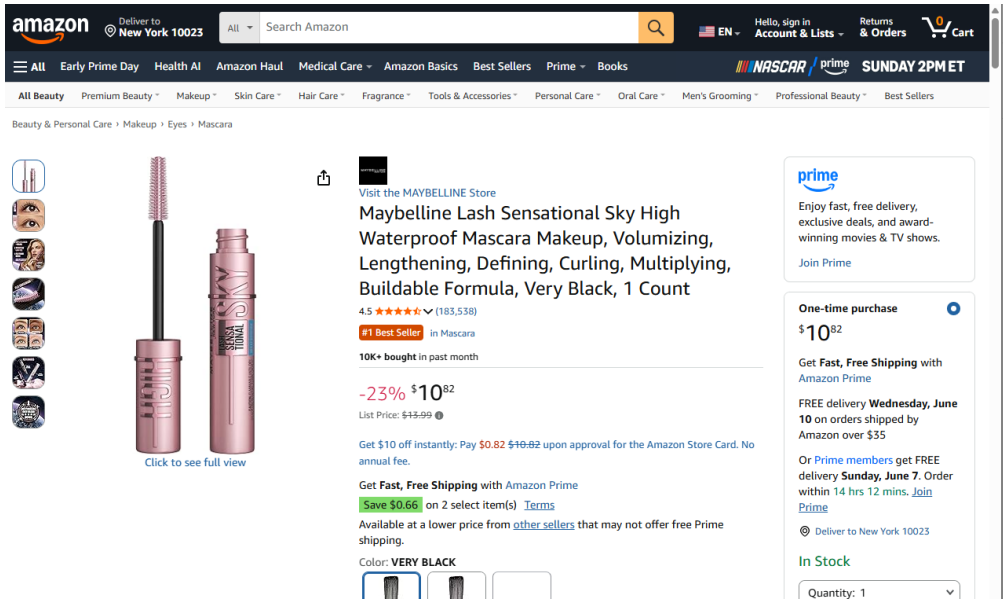


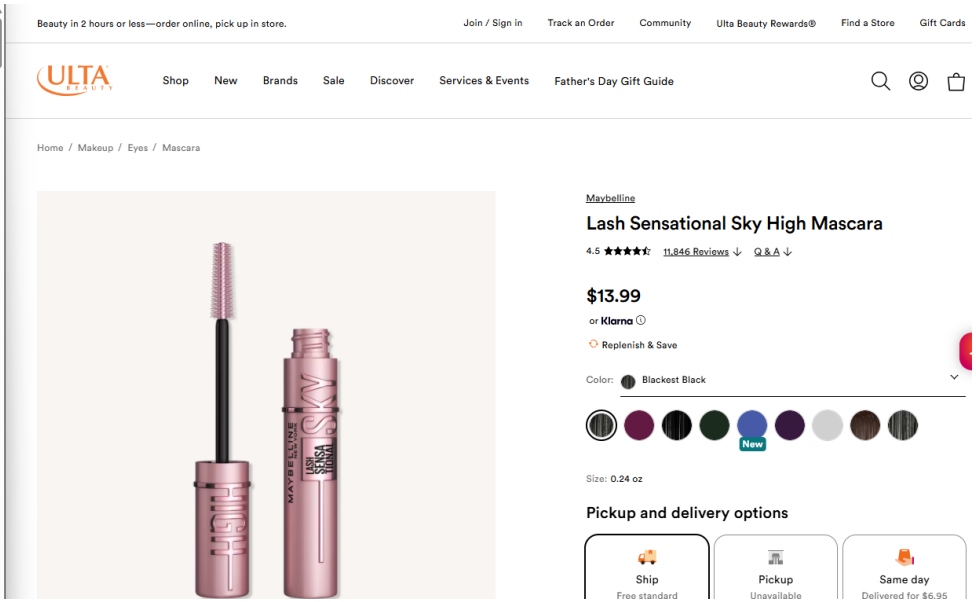




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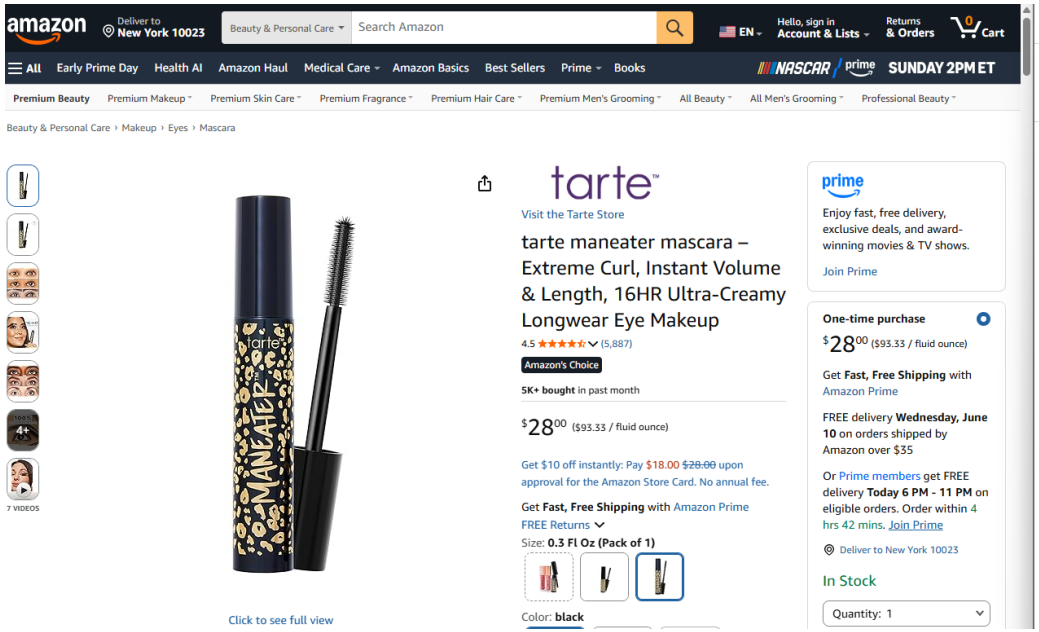
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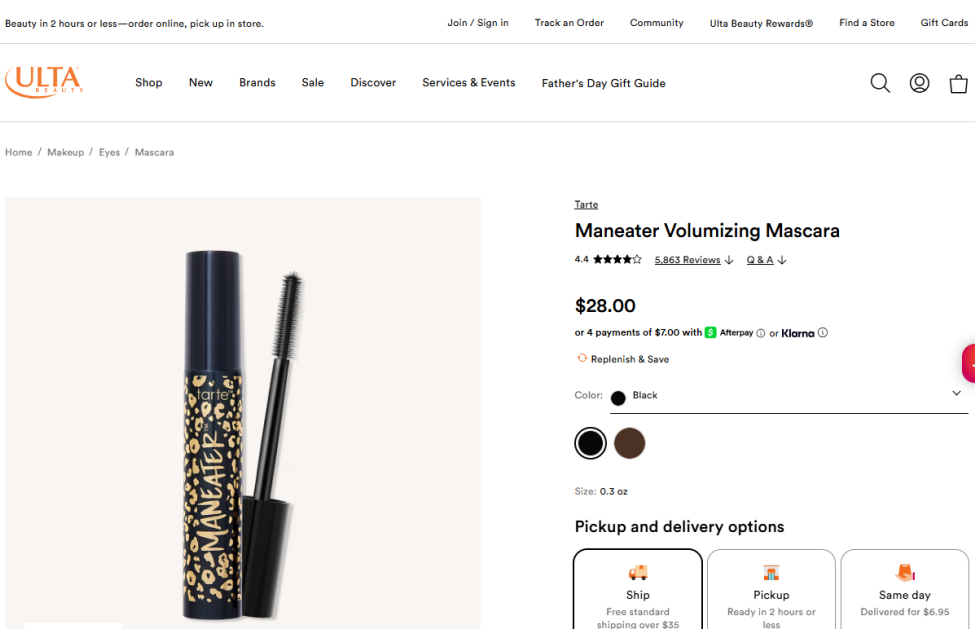


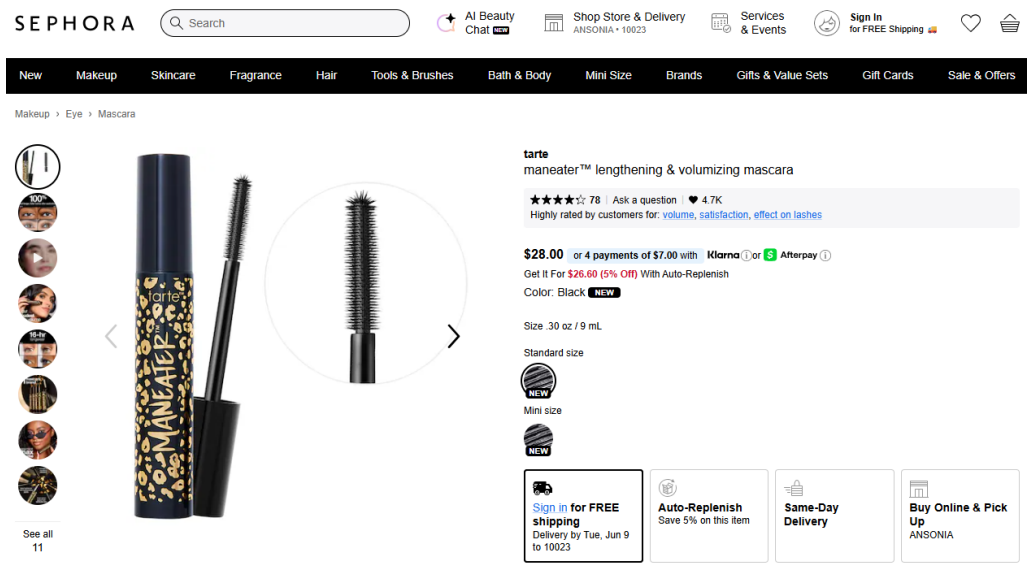


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Bespoke – Amazon, Ulta, Sephora Identical Items

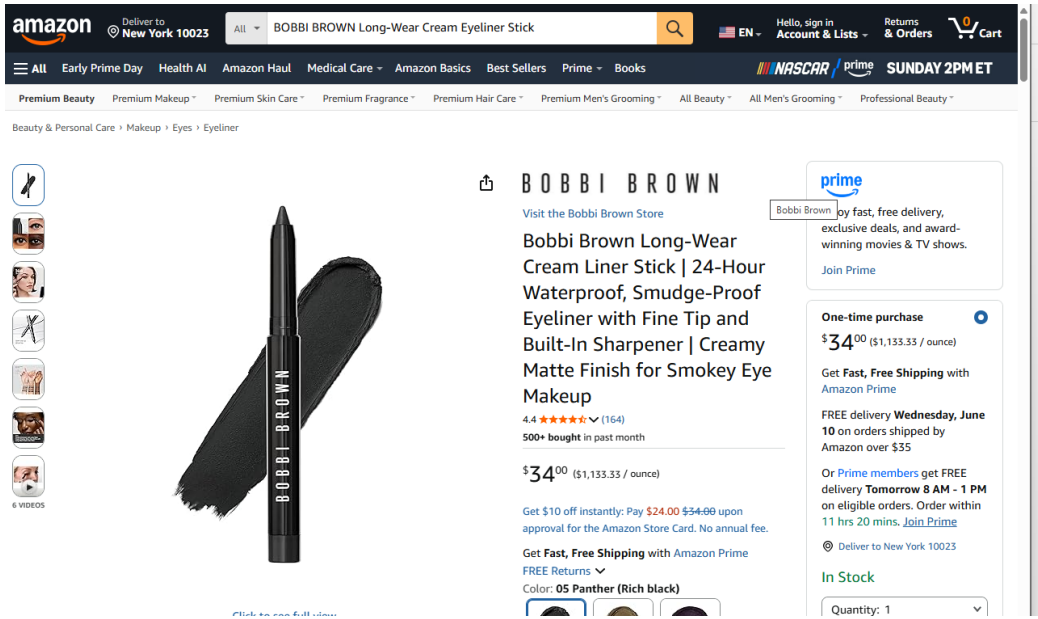


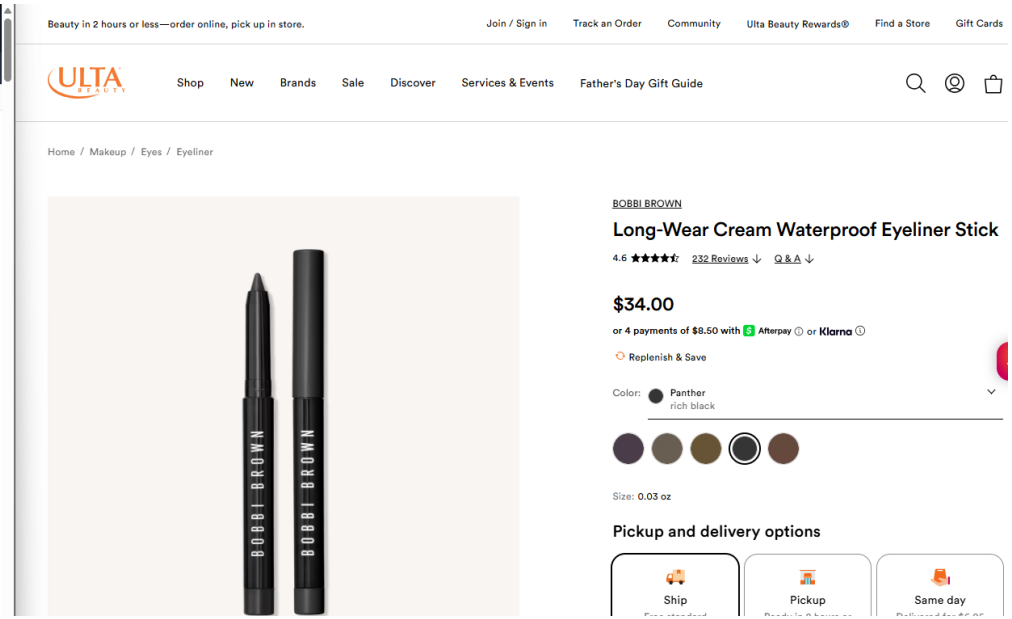


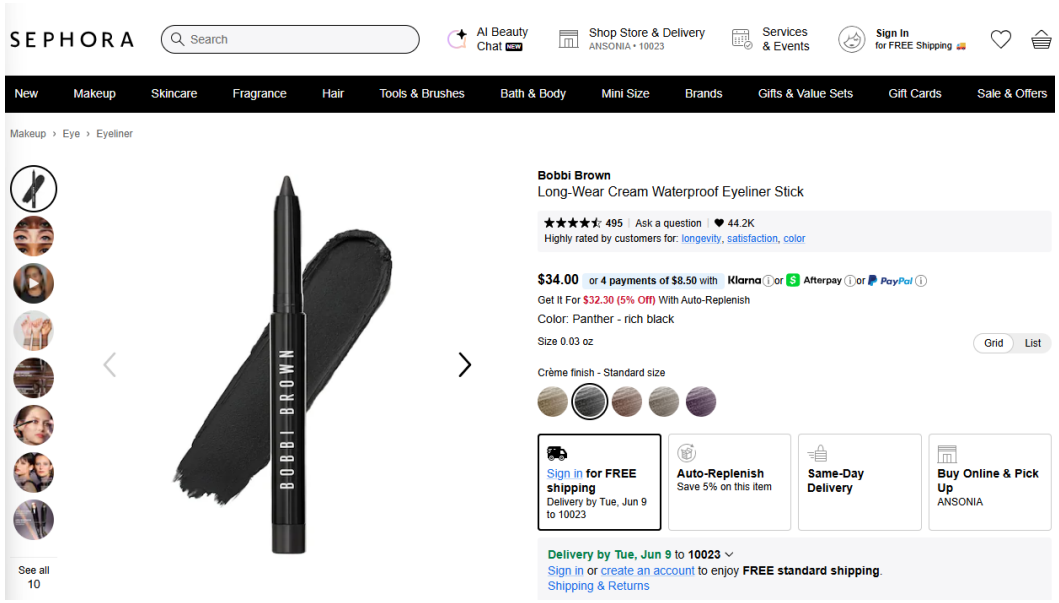


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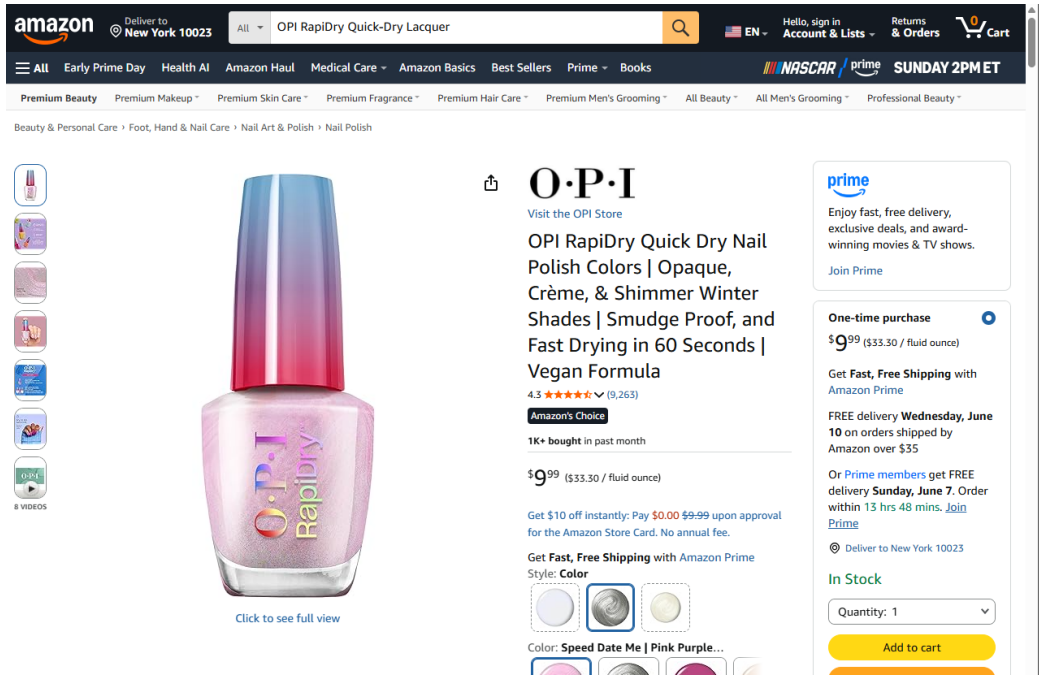


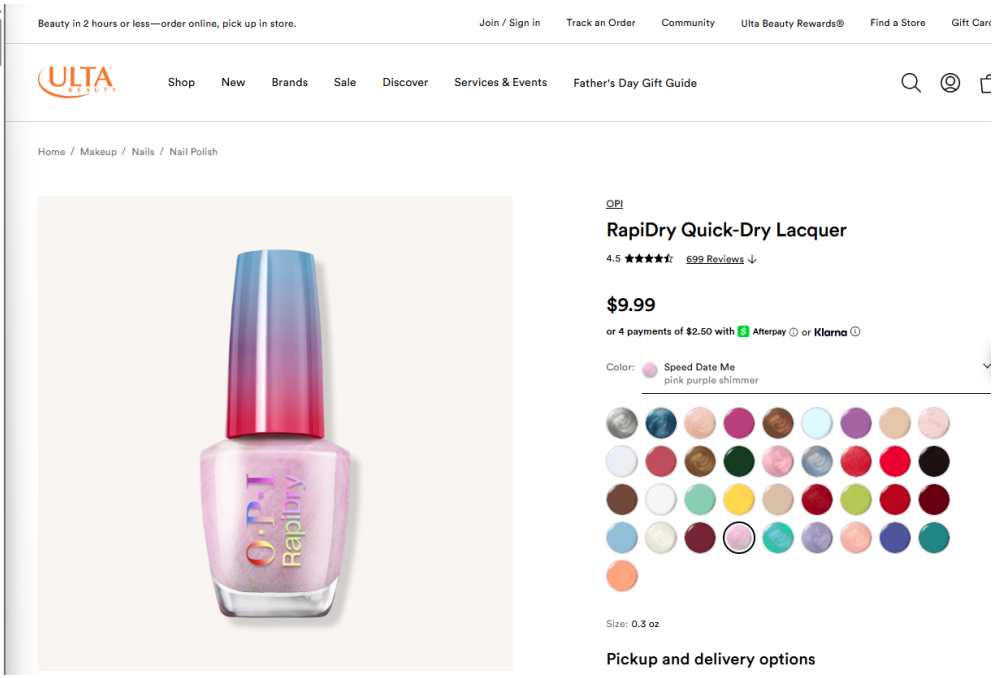




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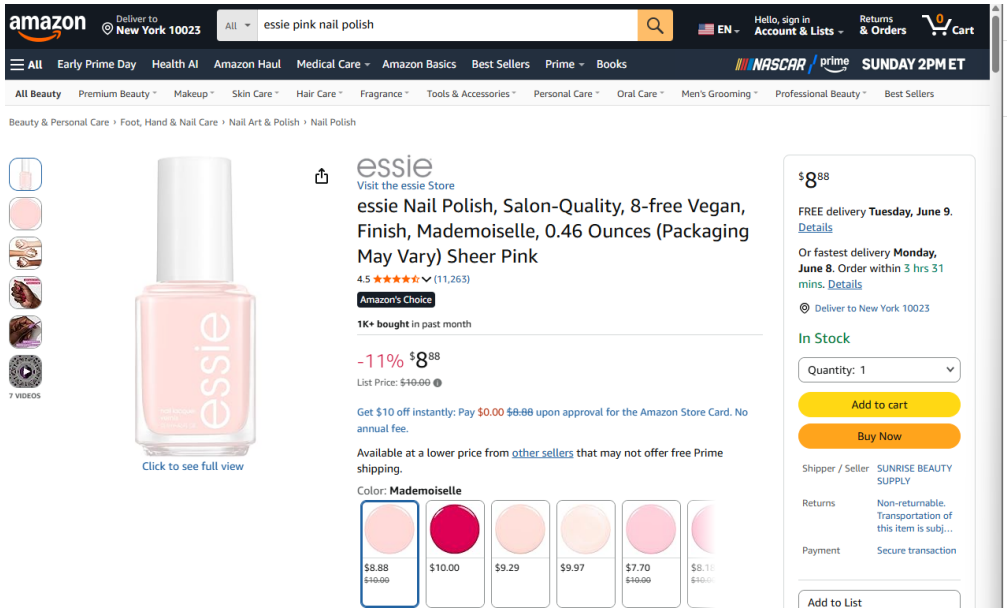
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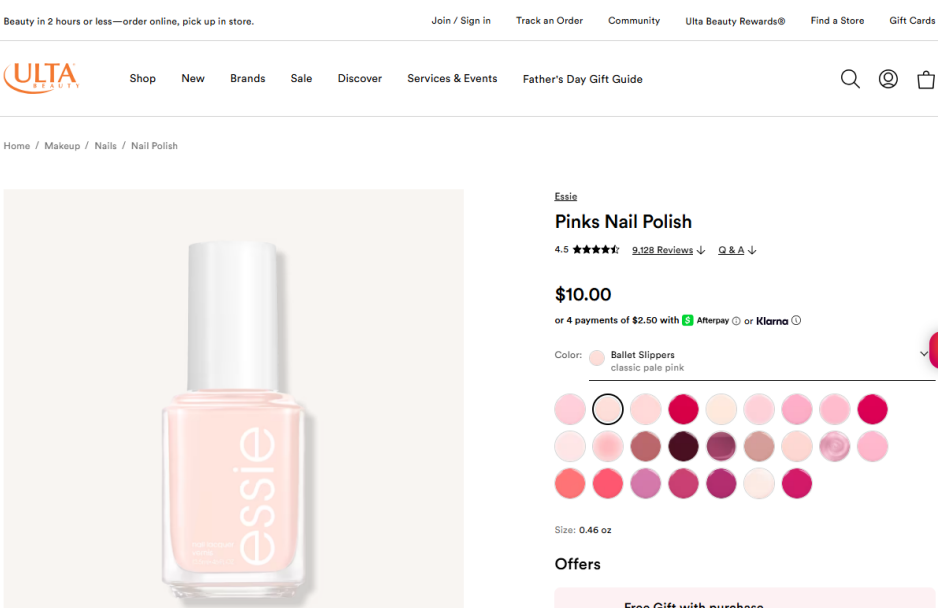




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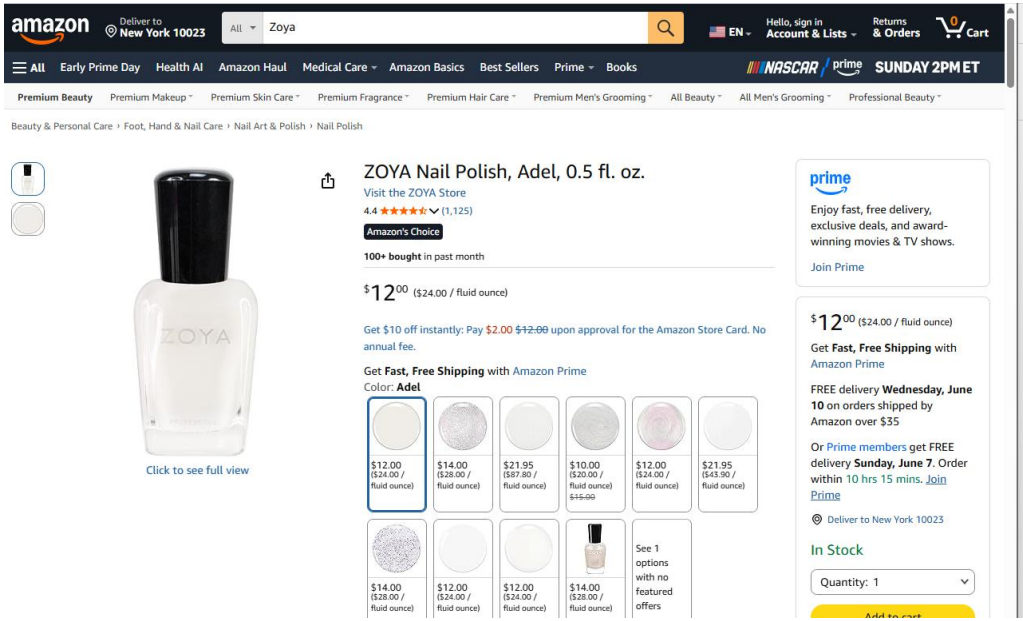
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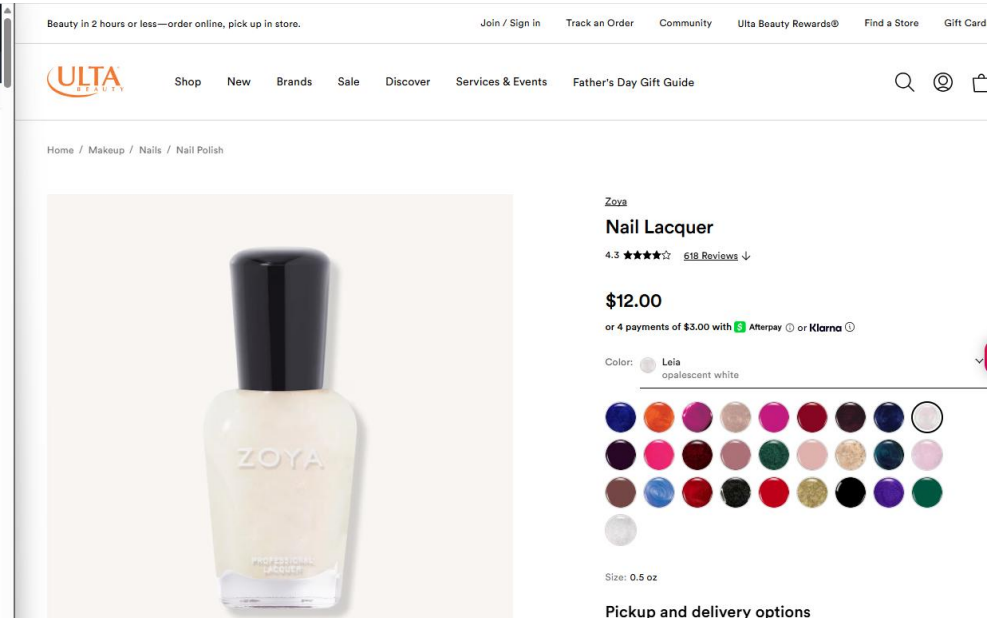




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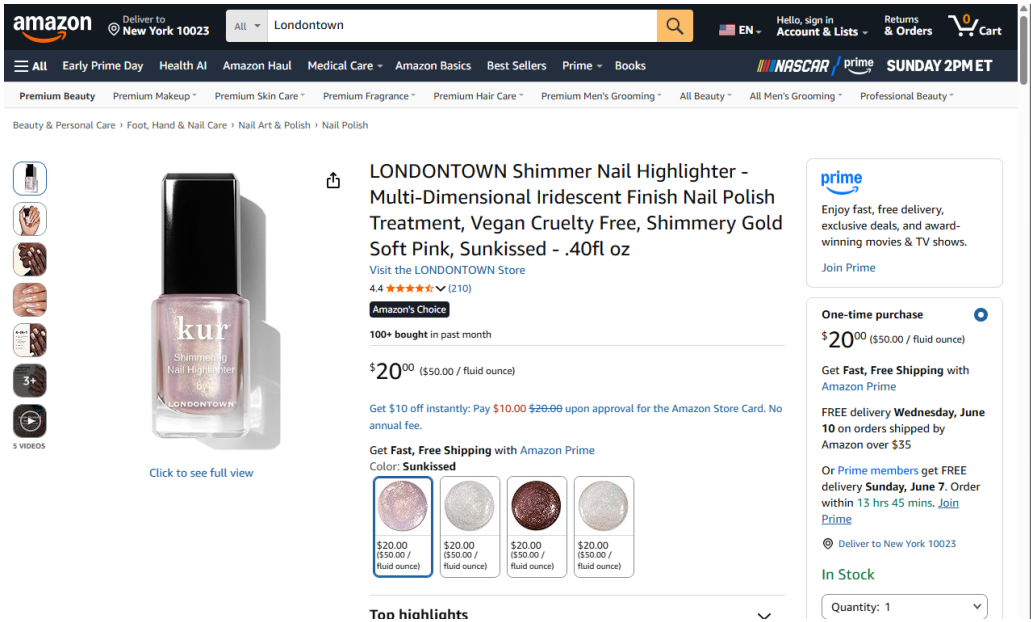
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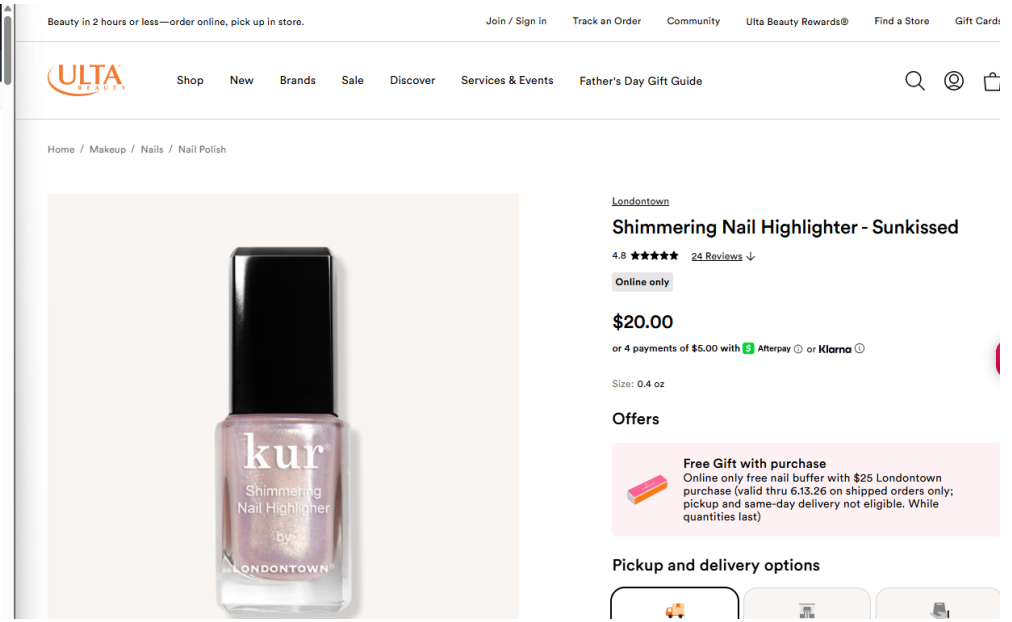




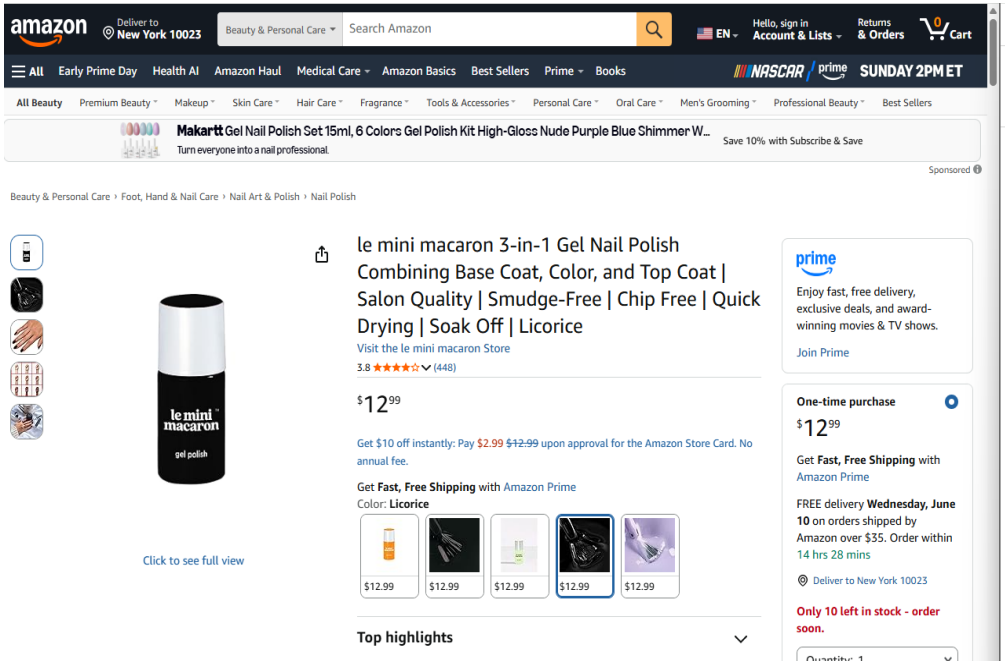
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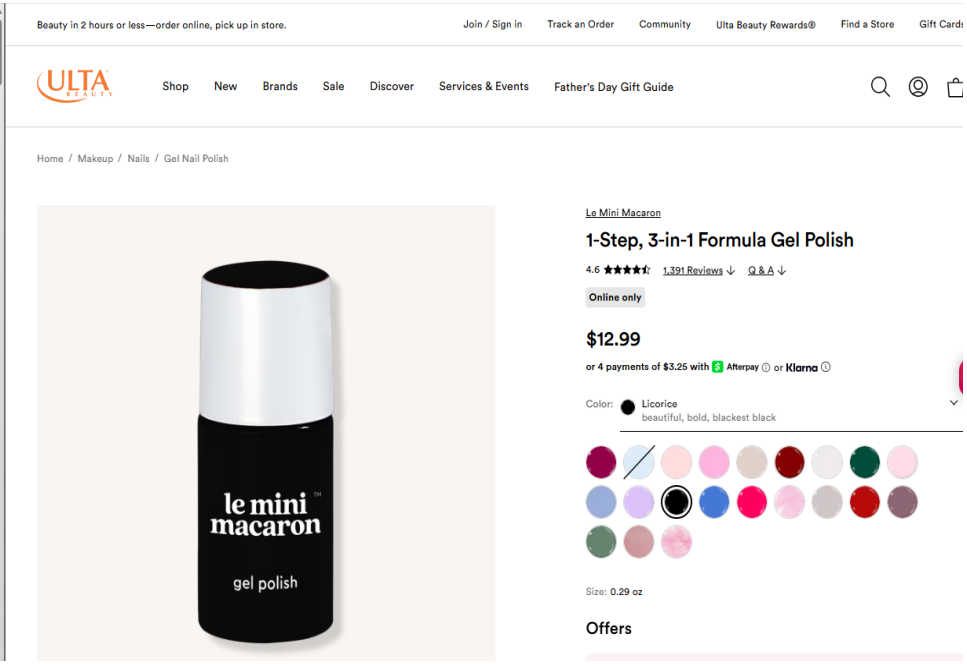
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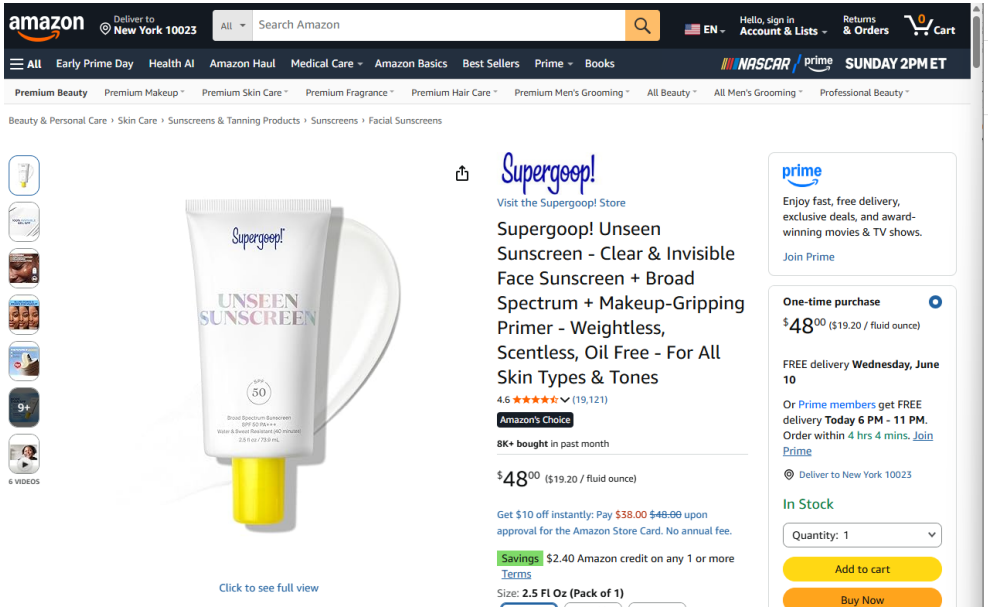
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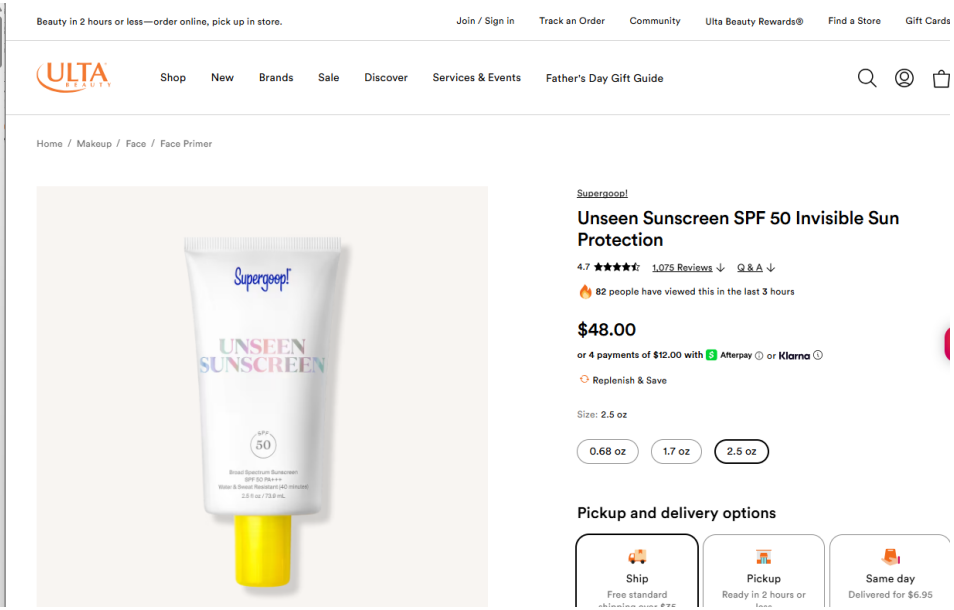


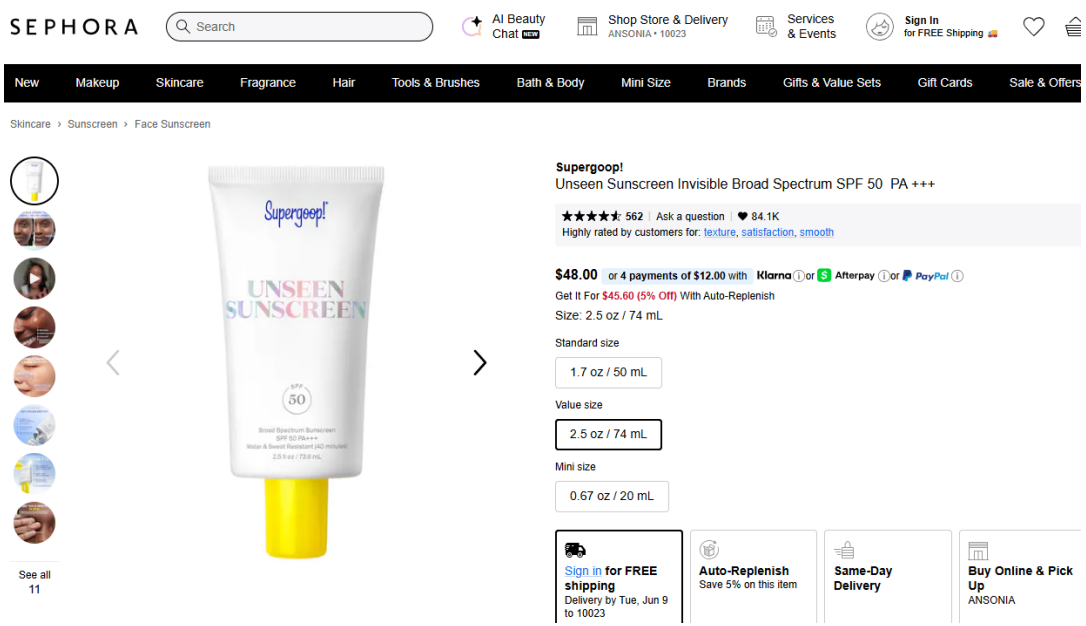


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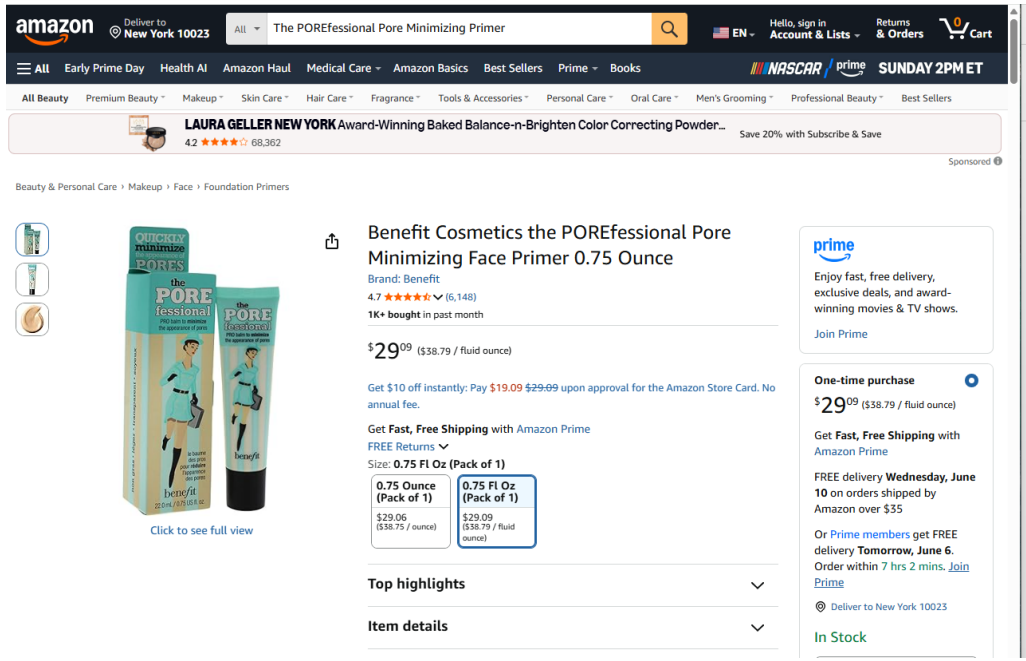


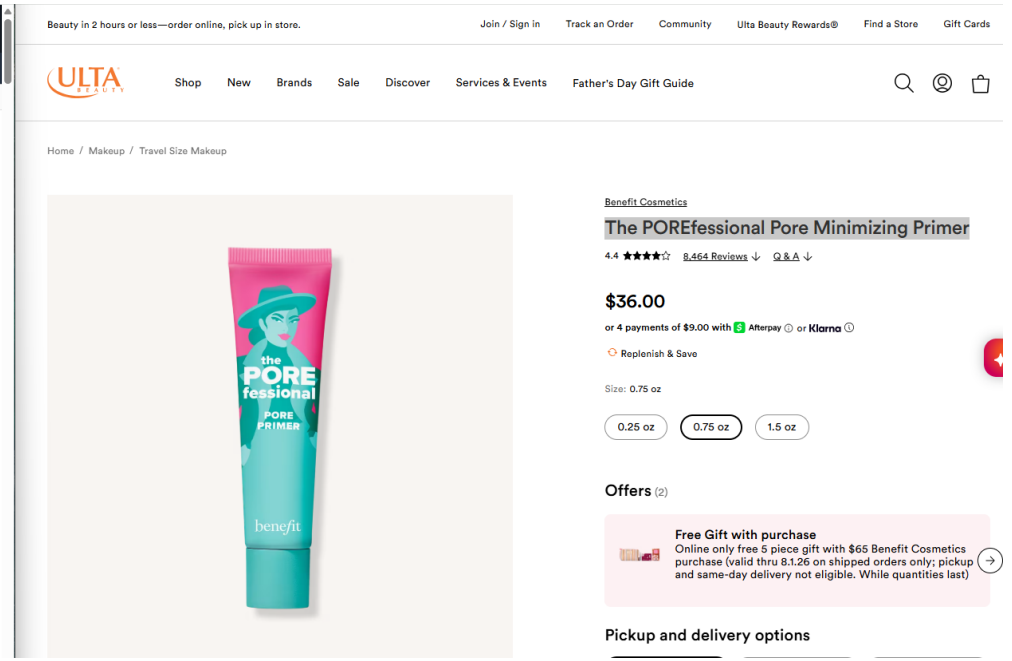


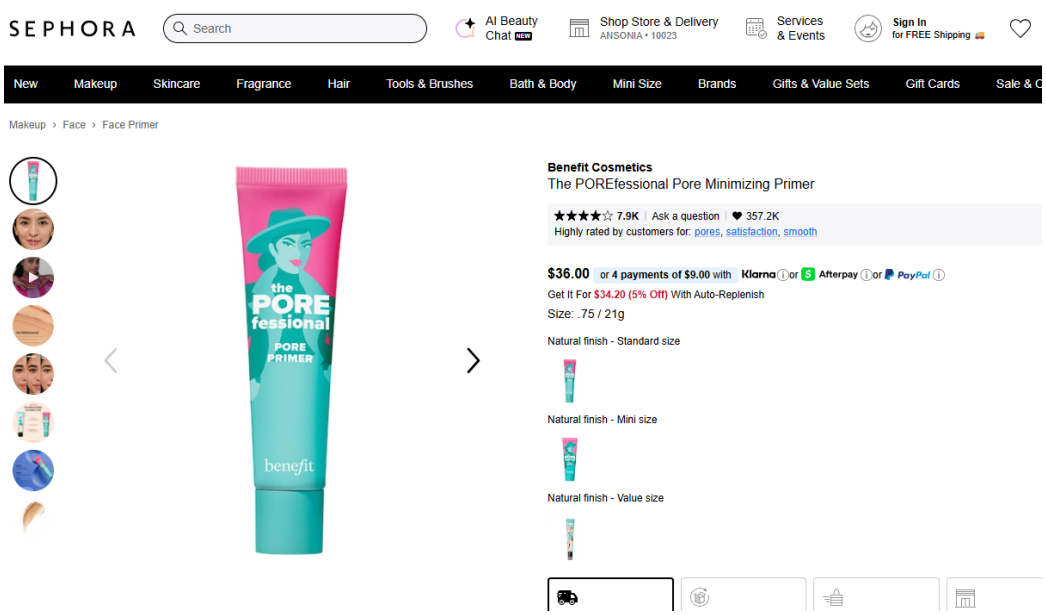


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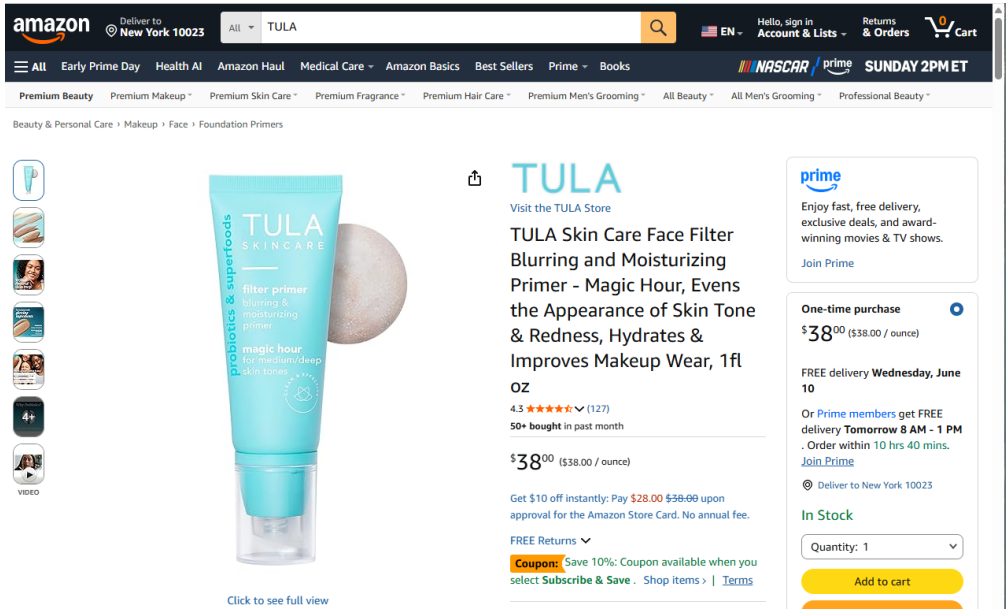


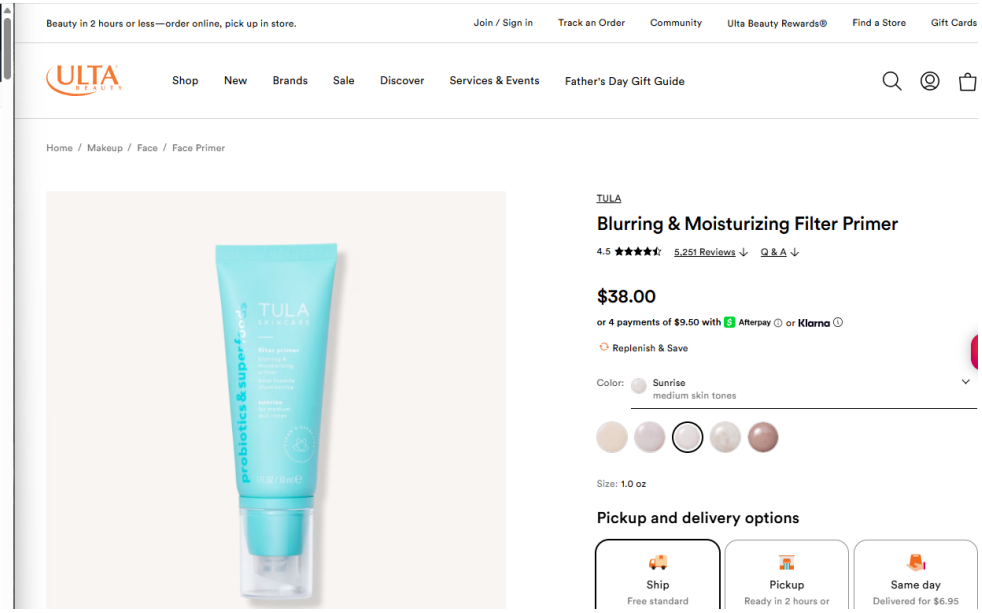




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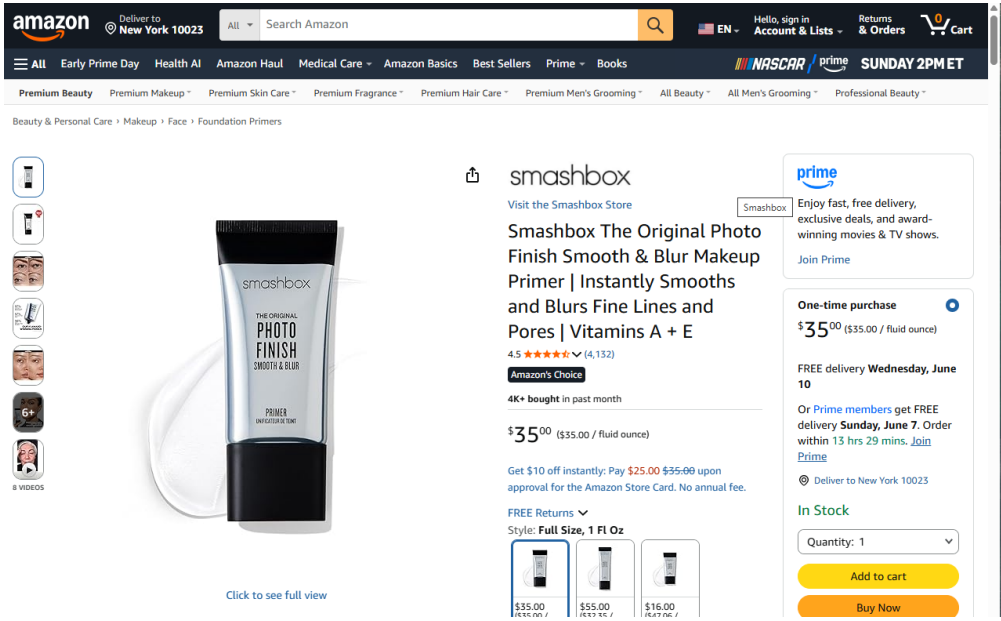
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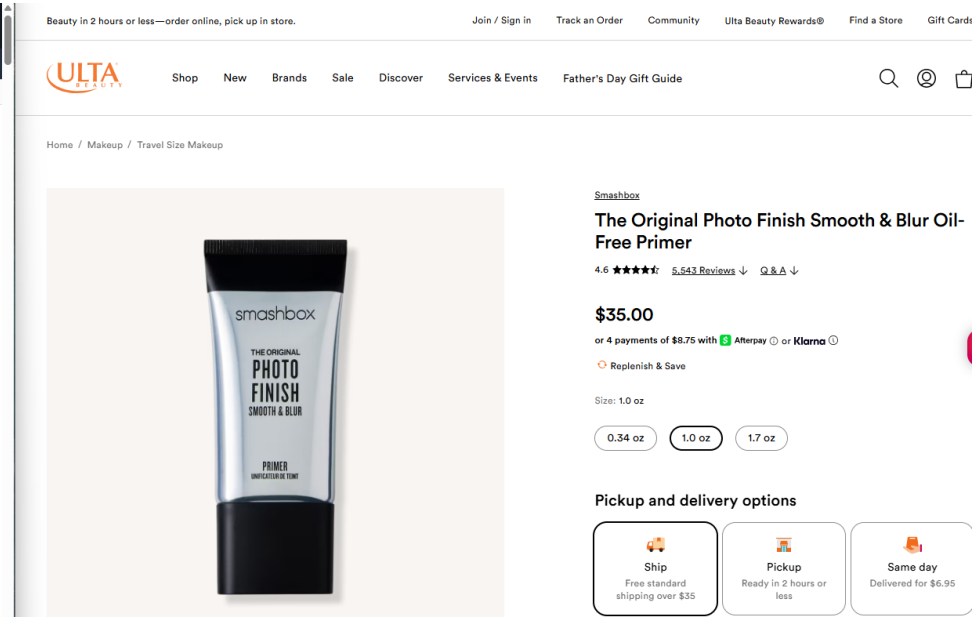




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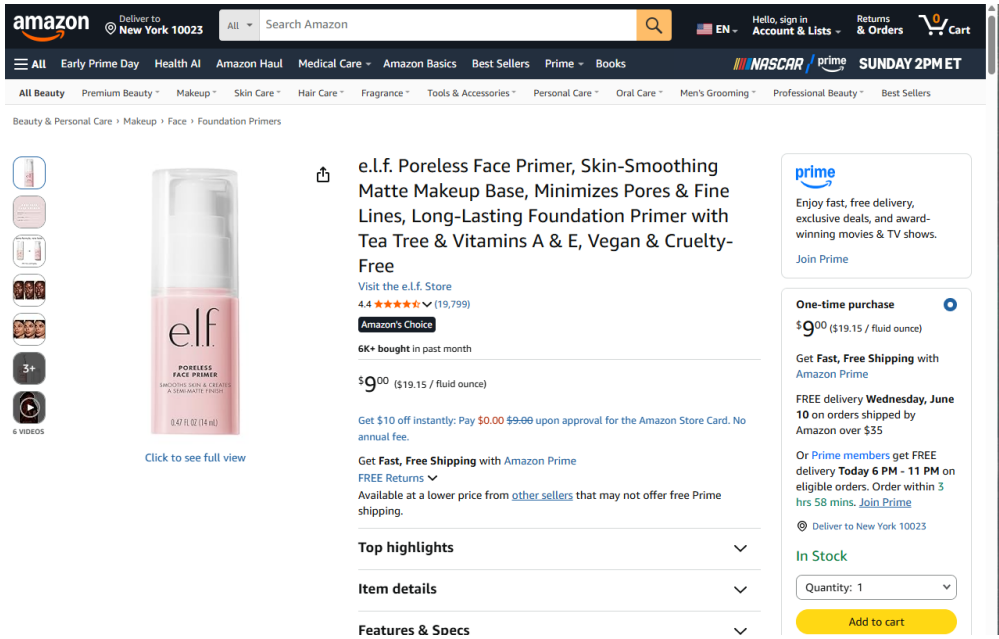
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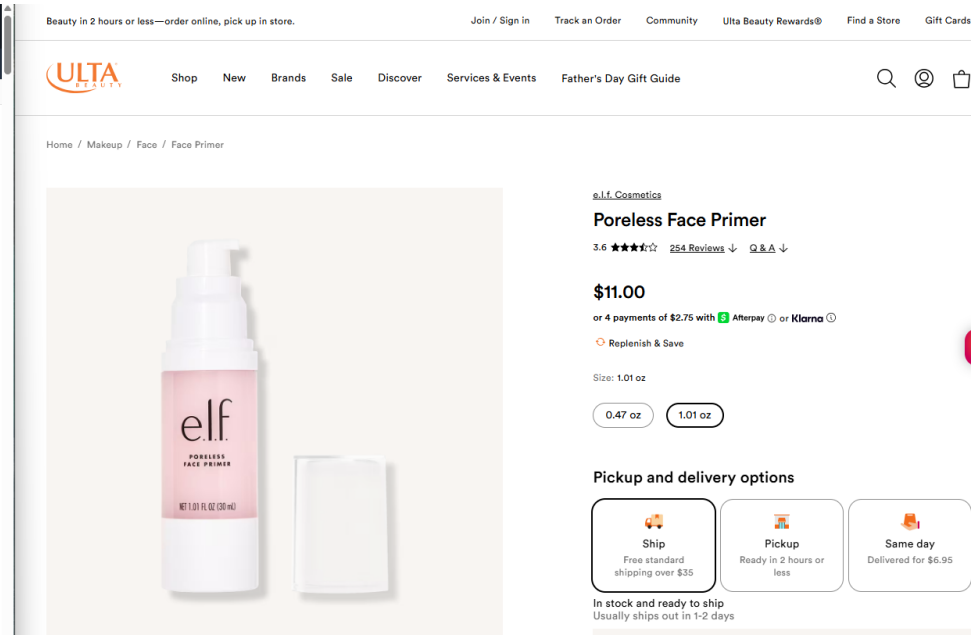




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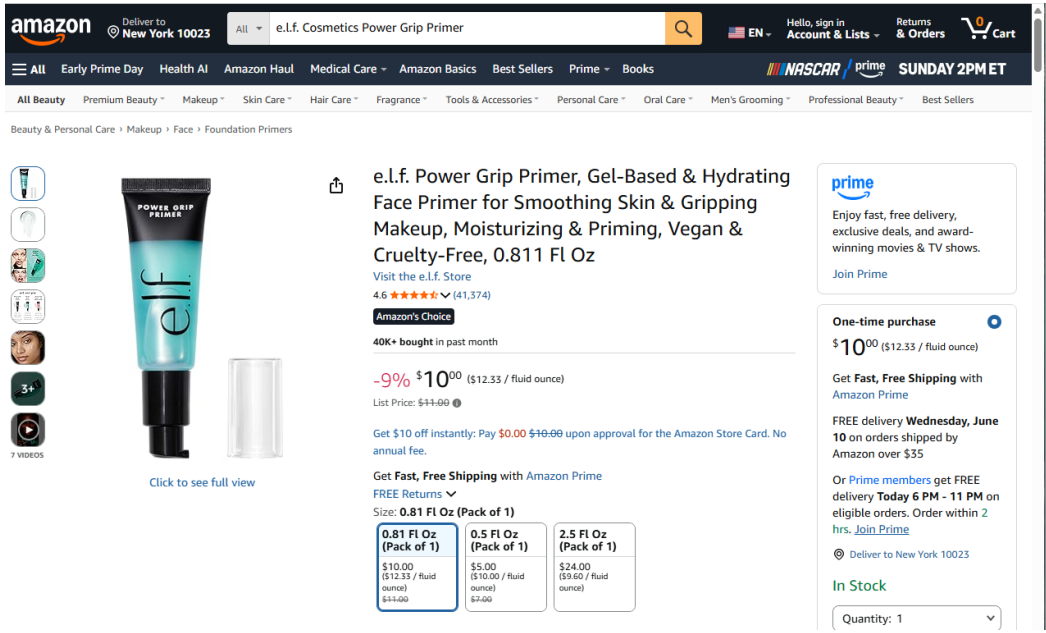
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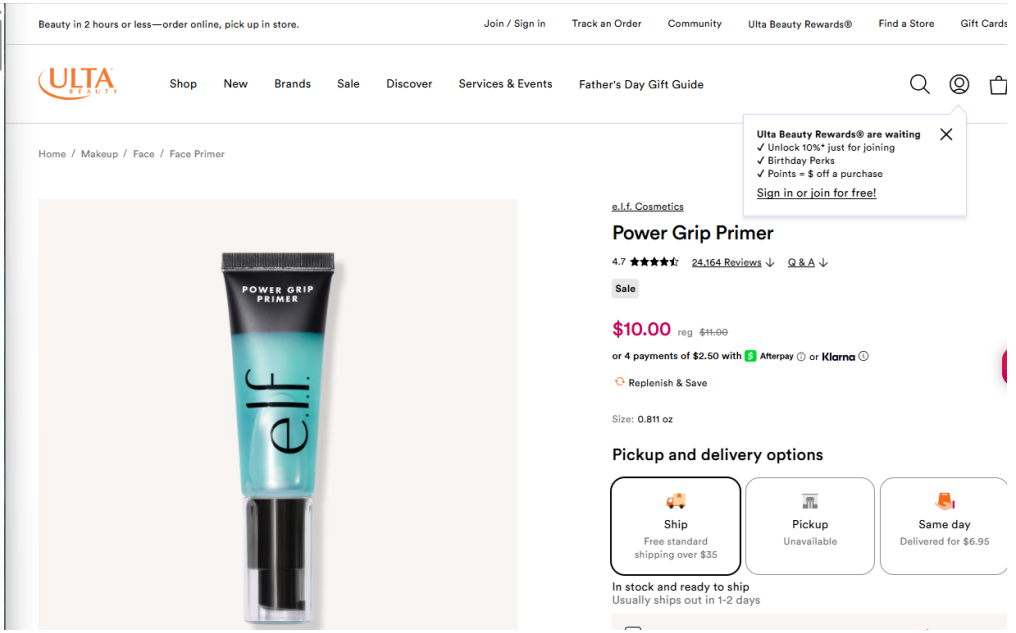




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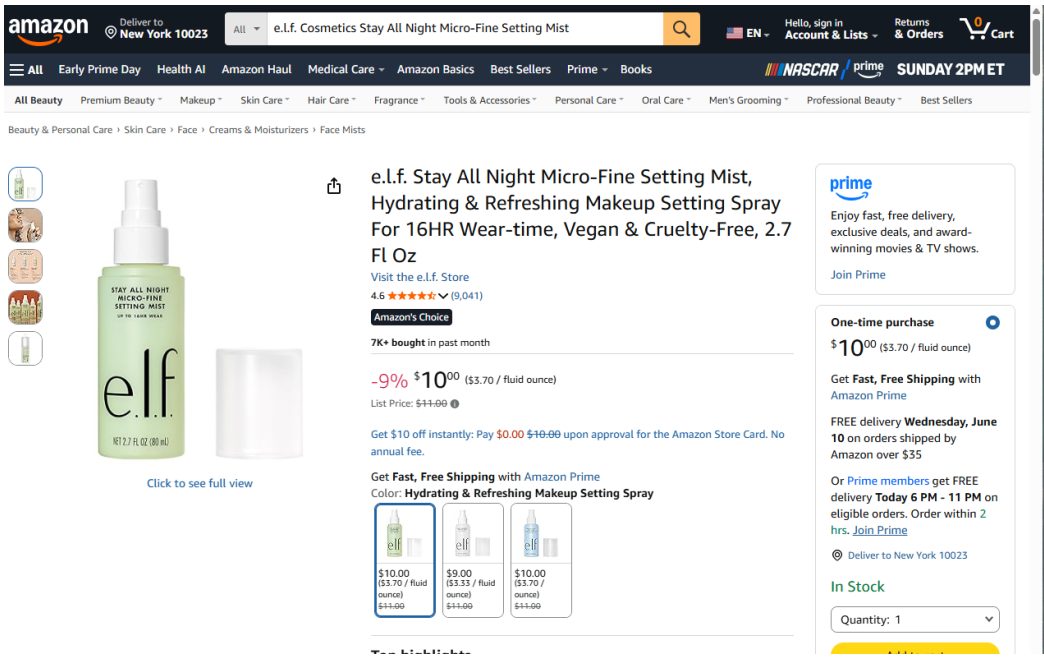
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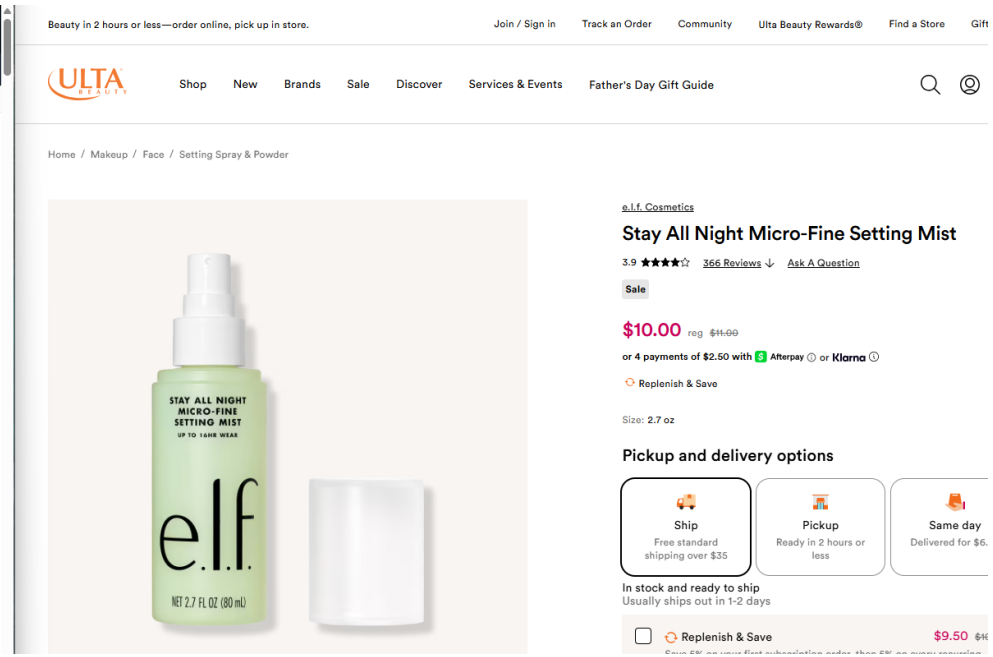




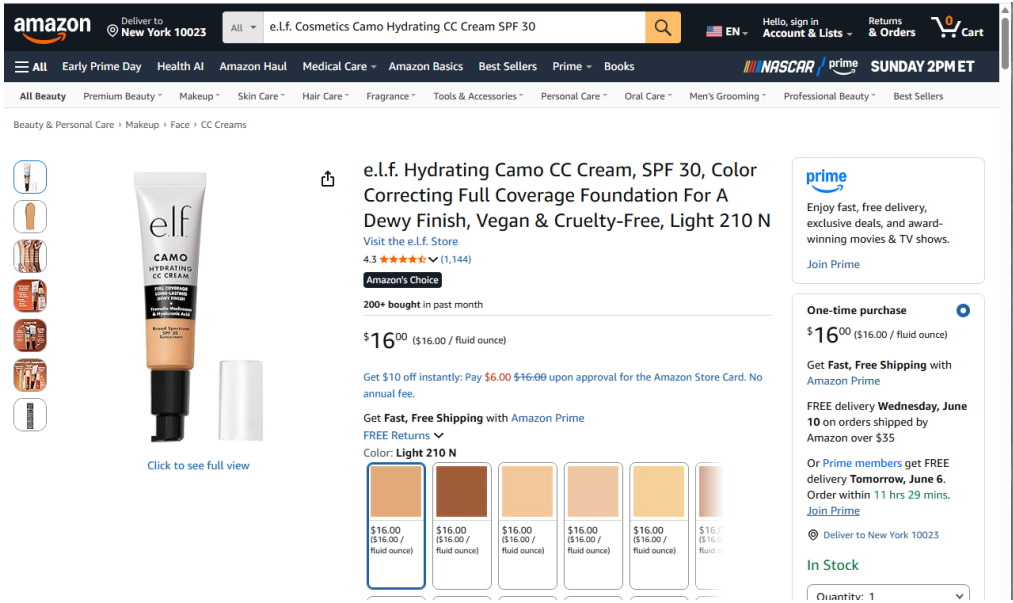
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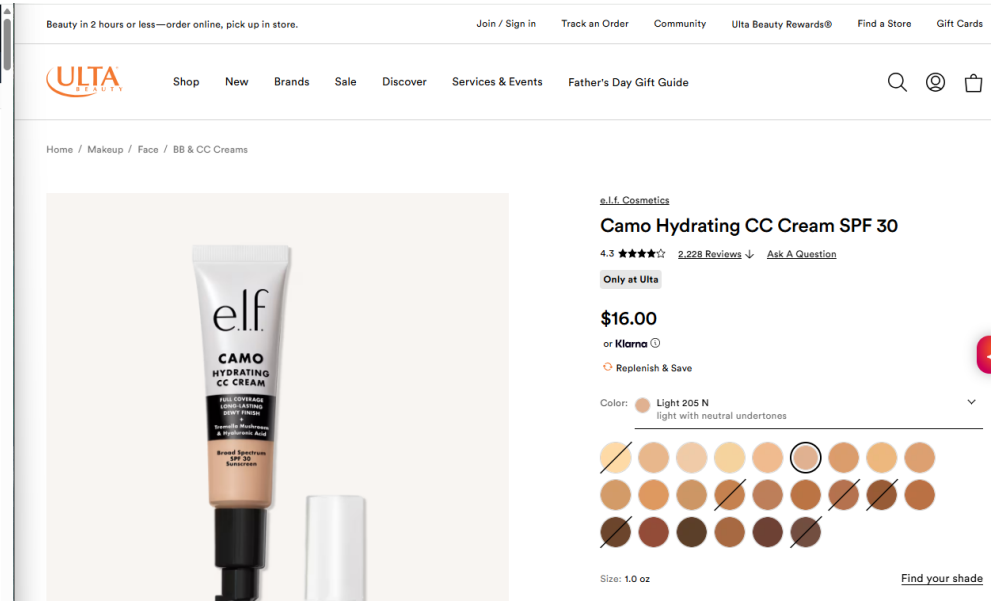
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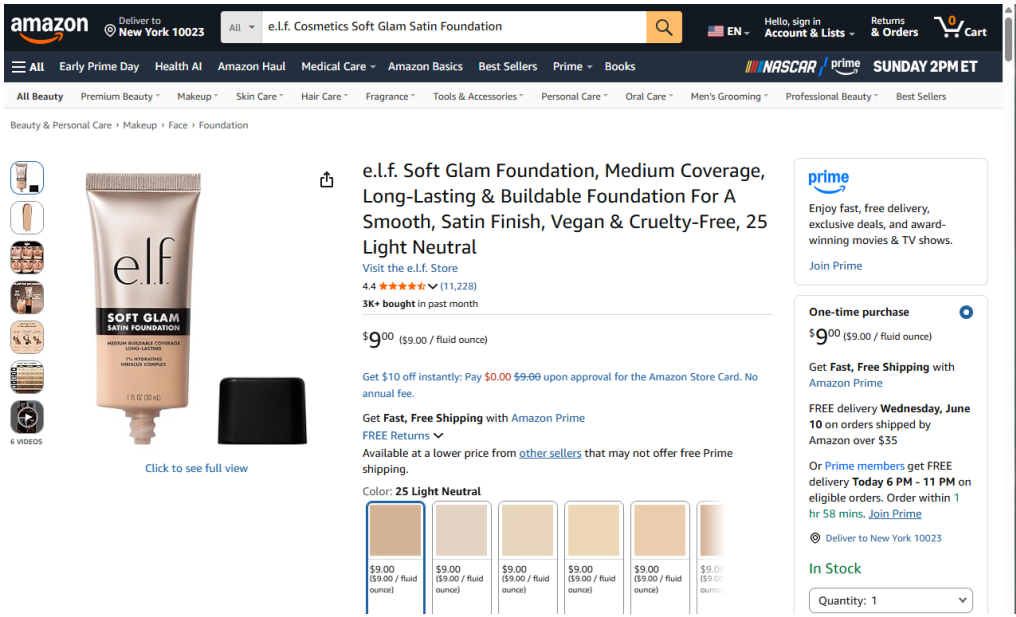
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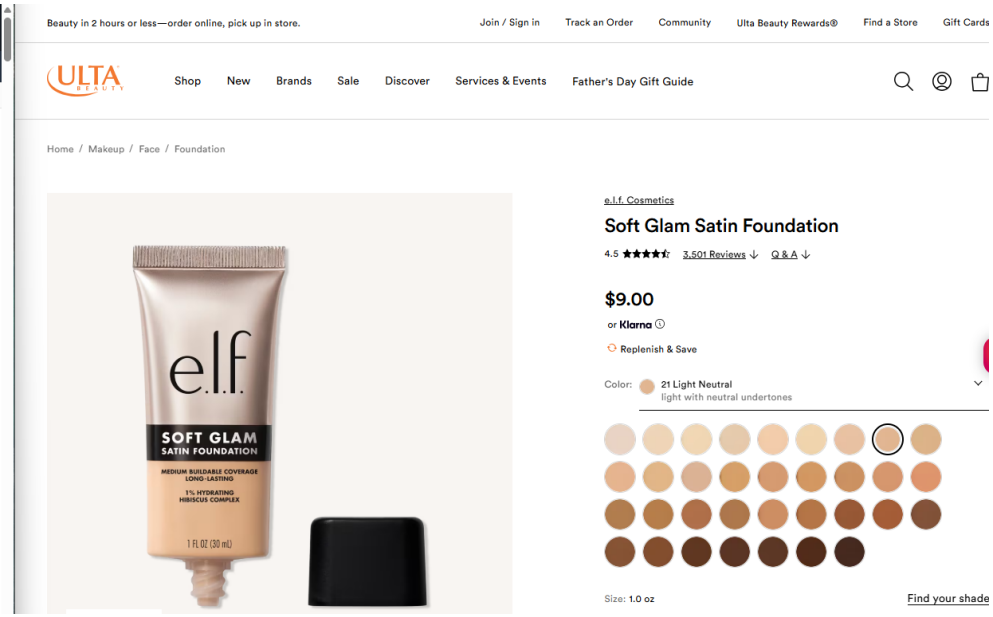




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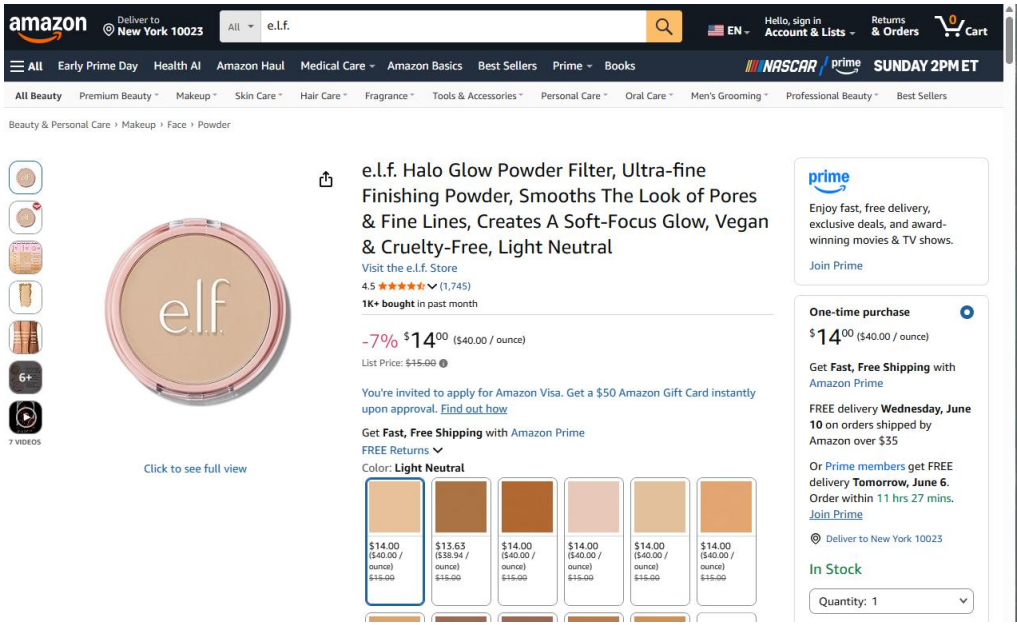
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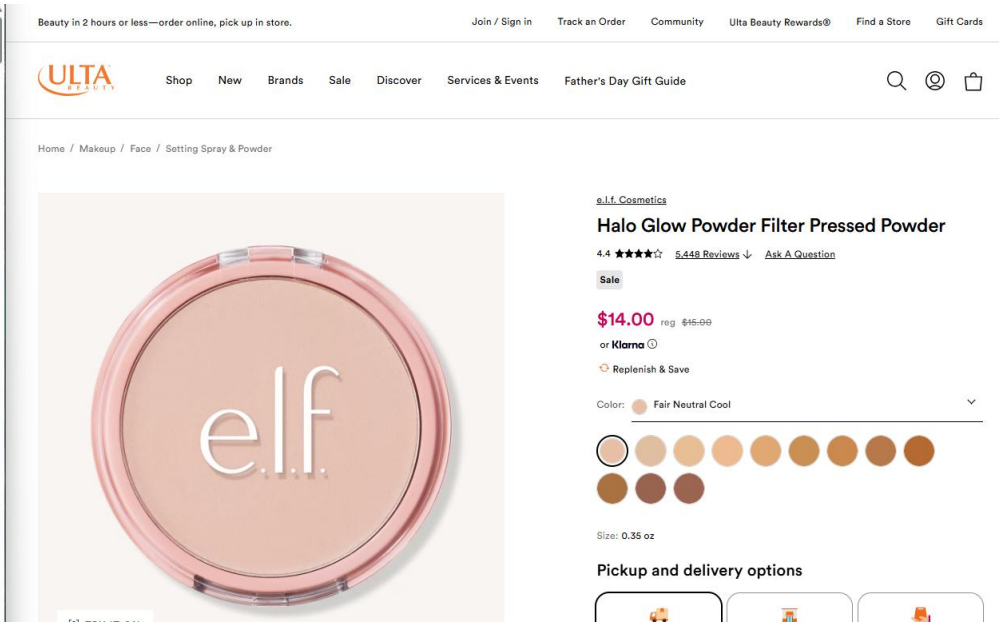




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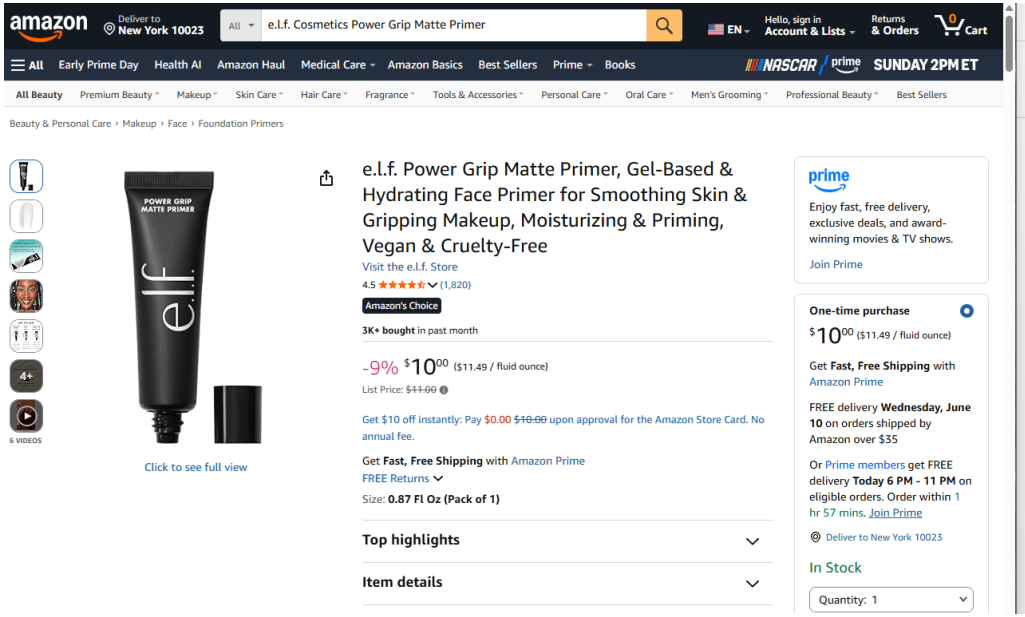
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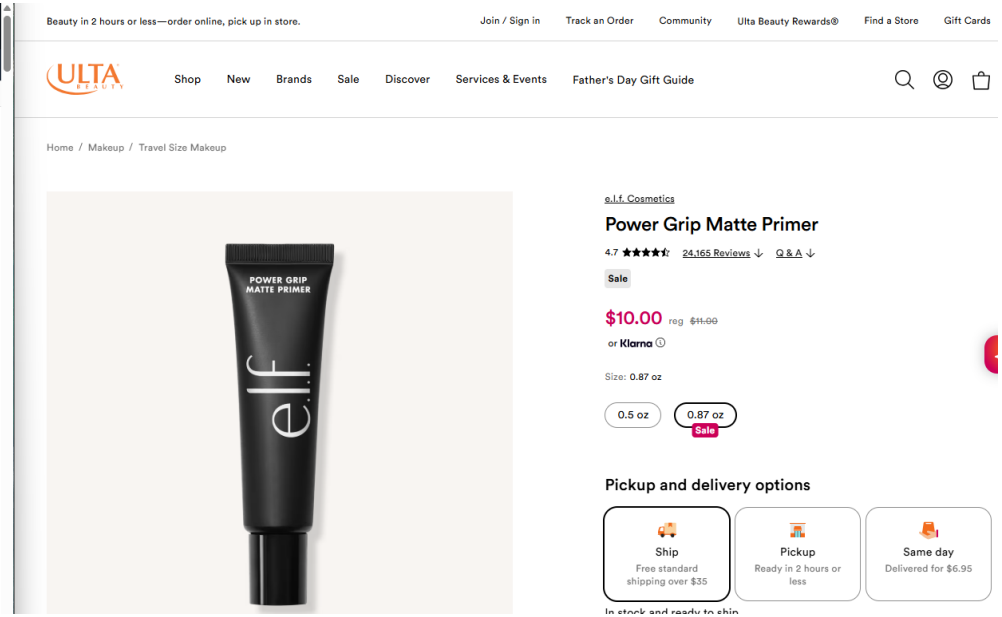




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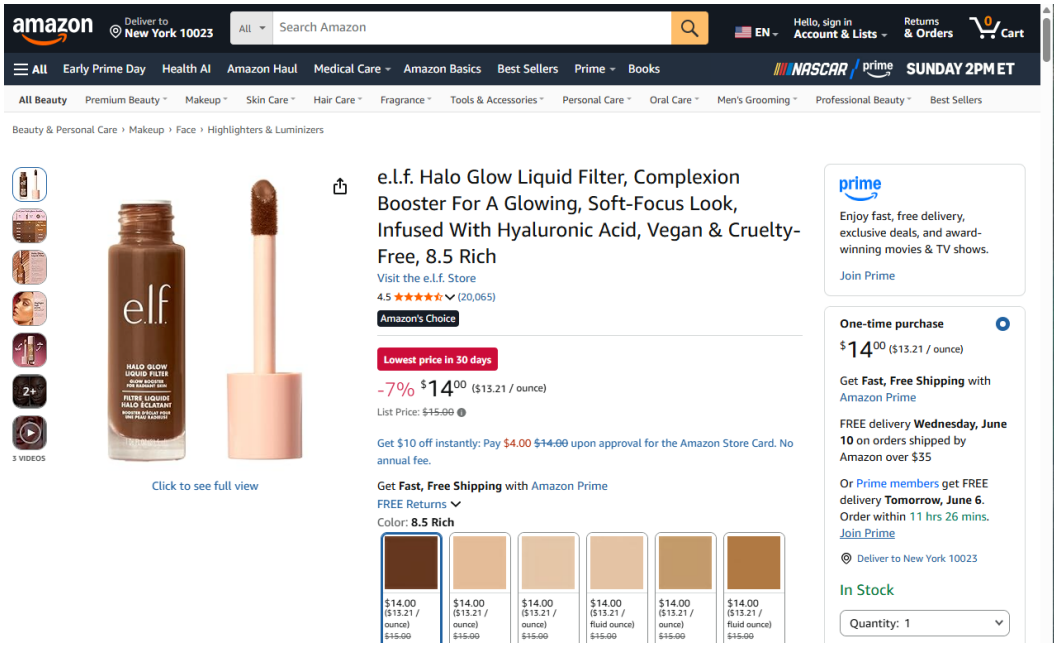
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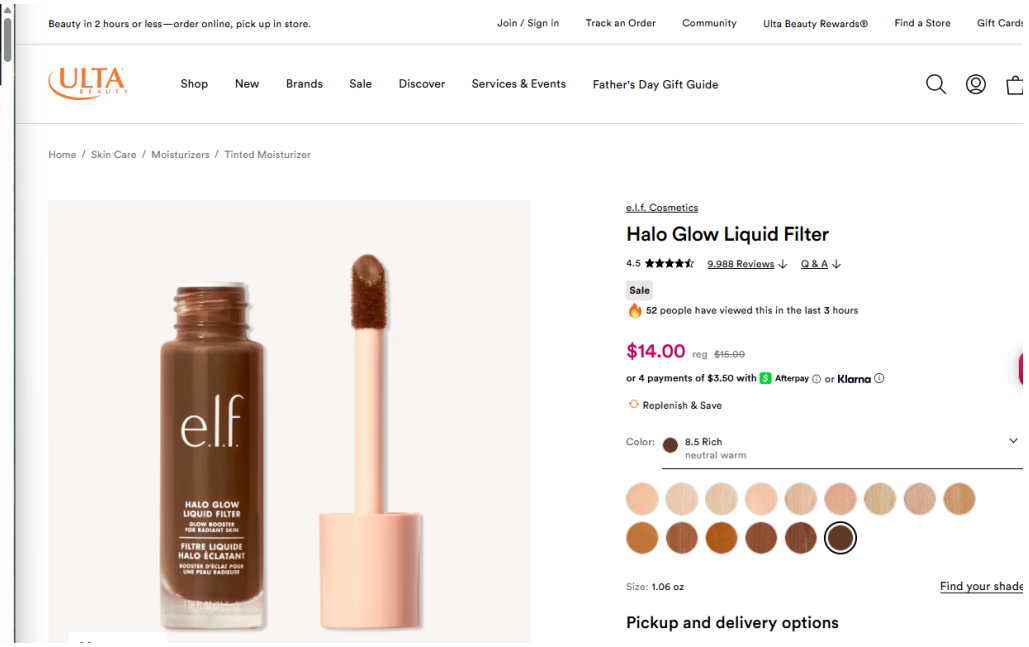




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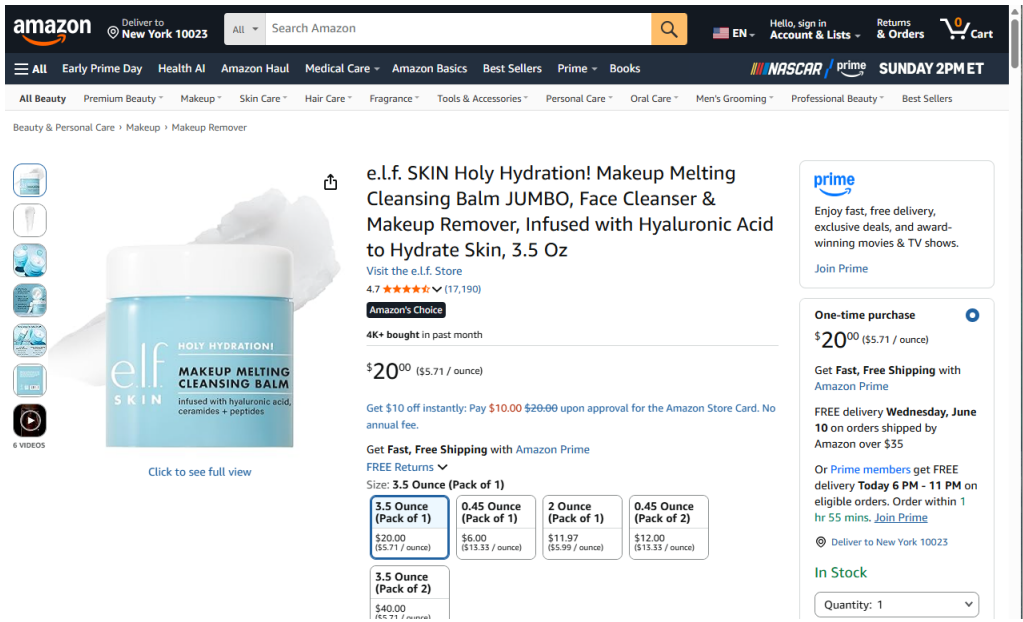
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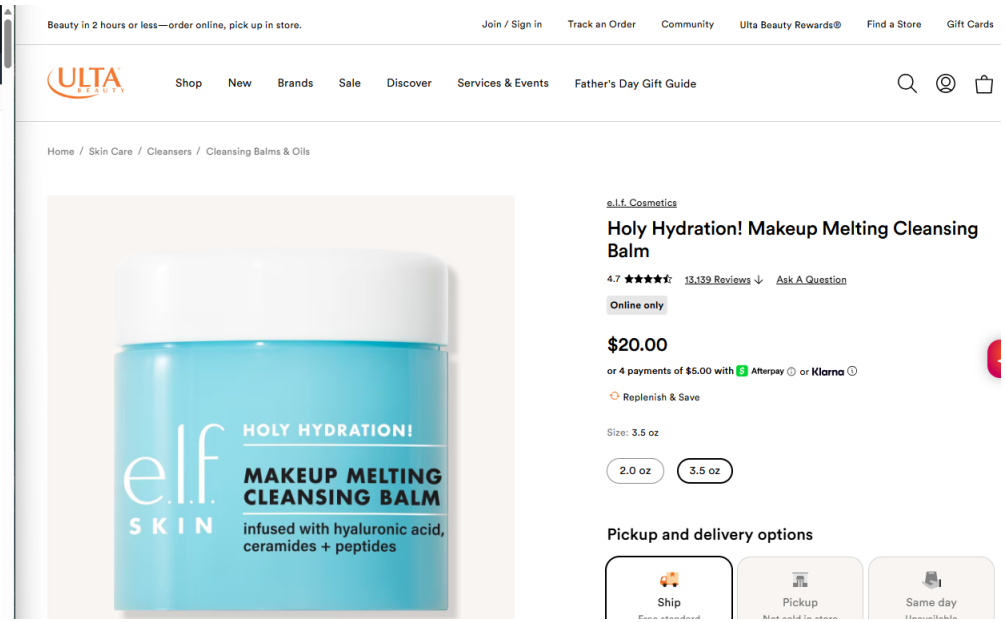




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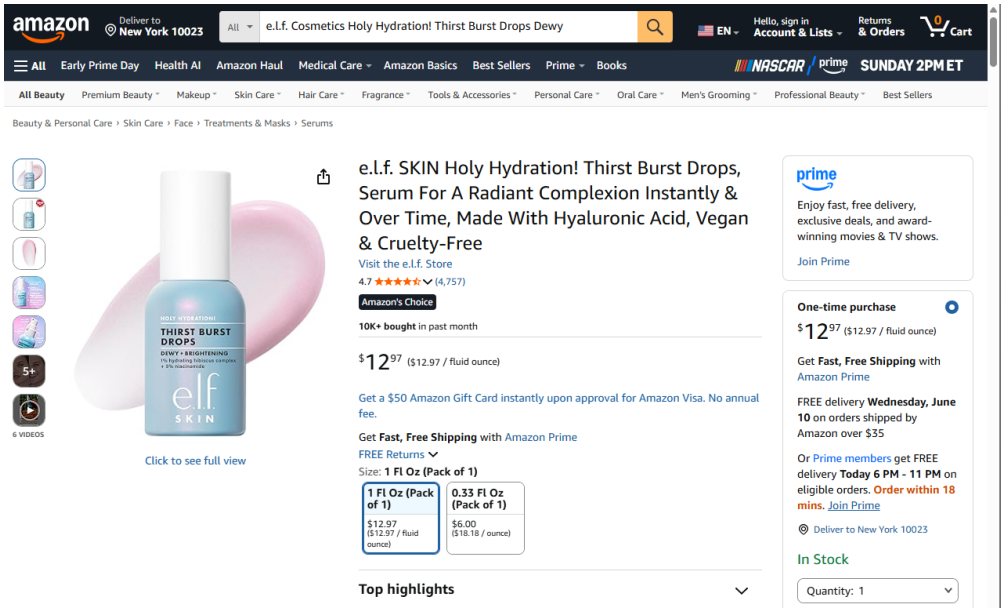
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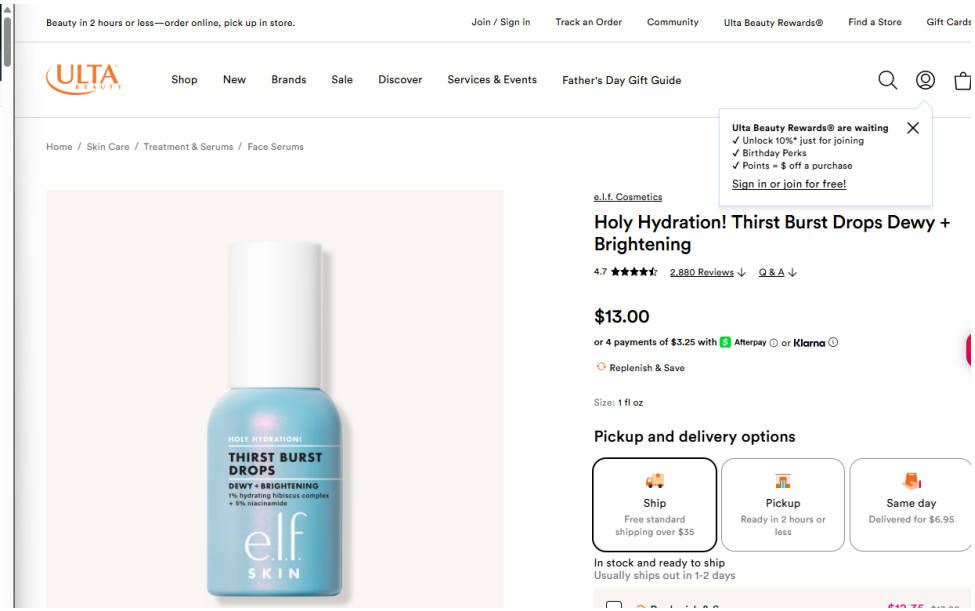




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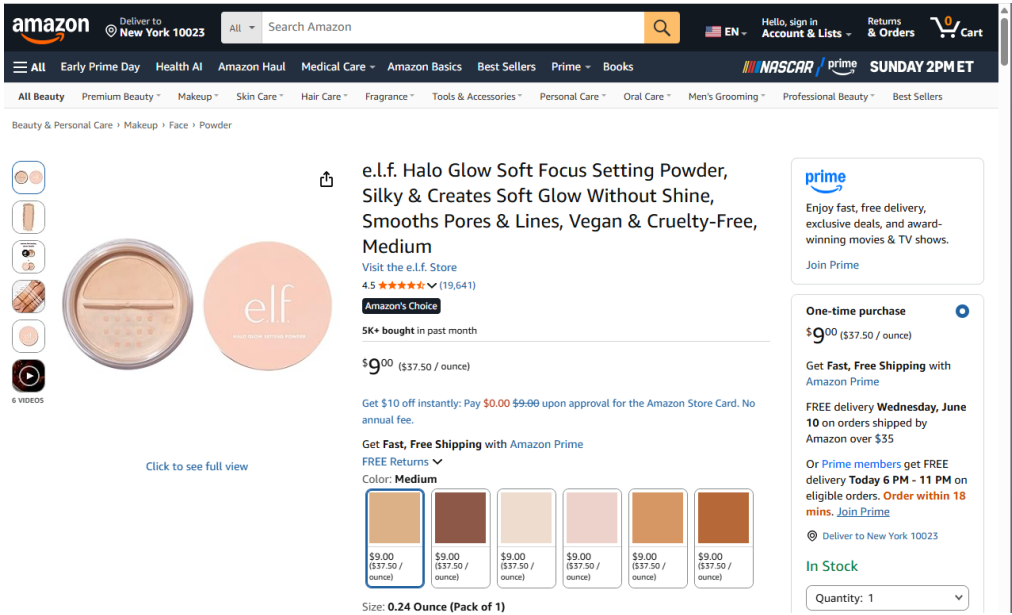
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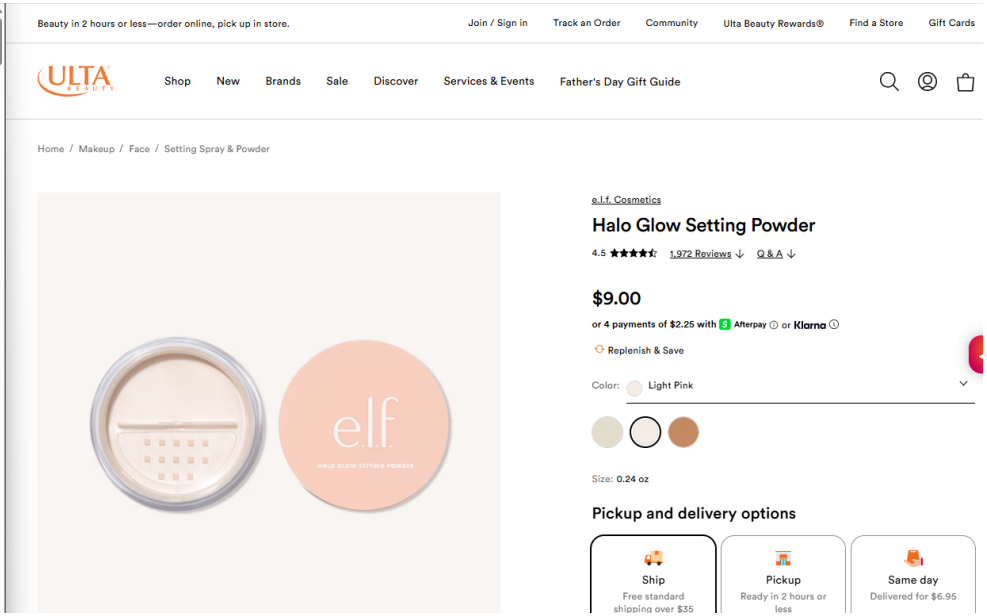




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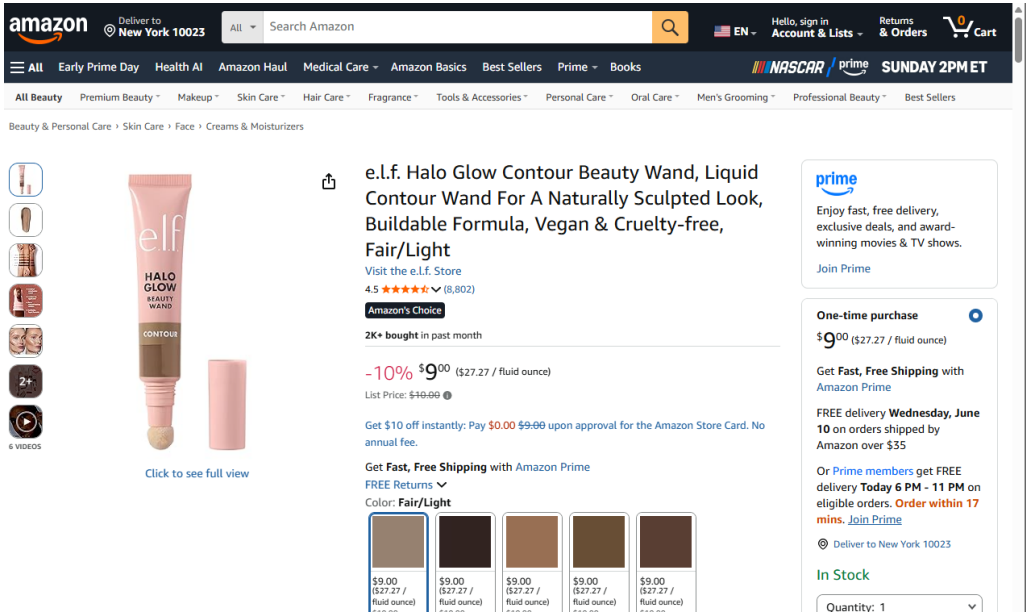
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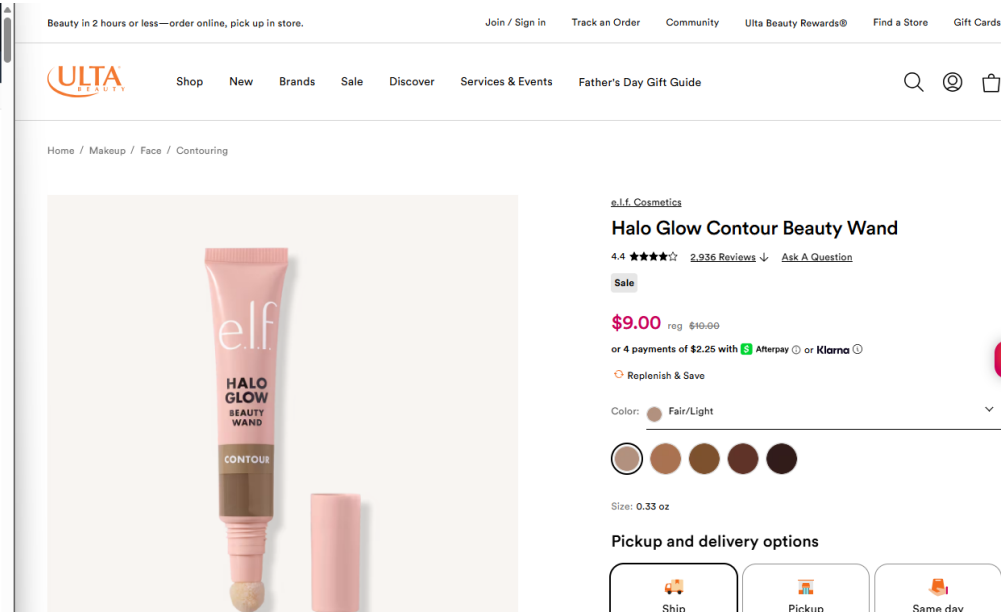




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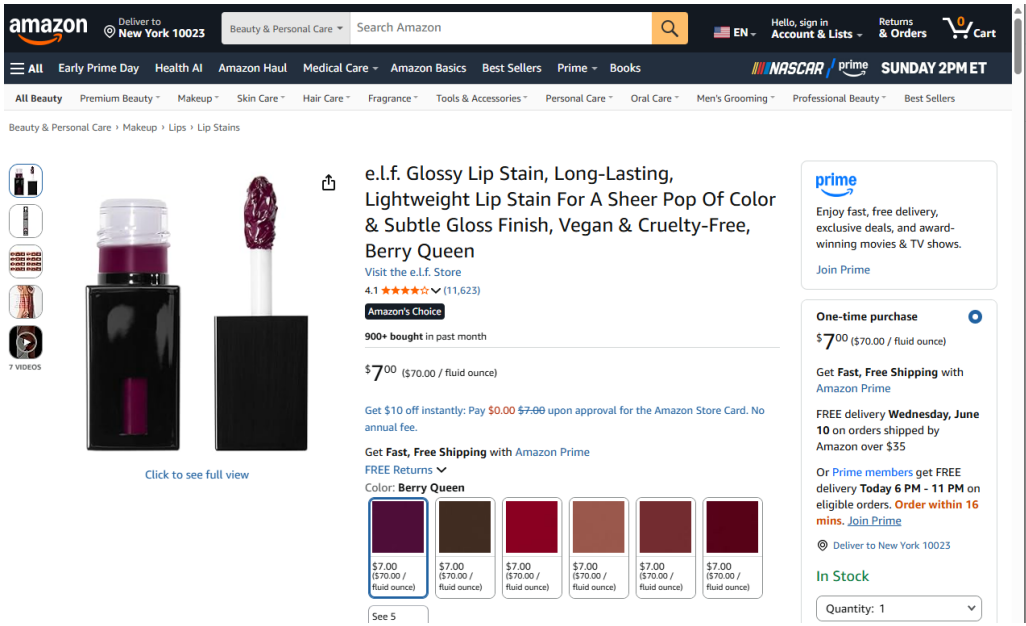
Bespoke – Amazon, Ulta, Sephora Identical Items

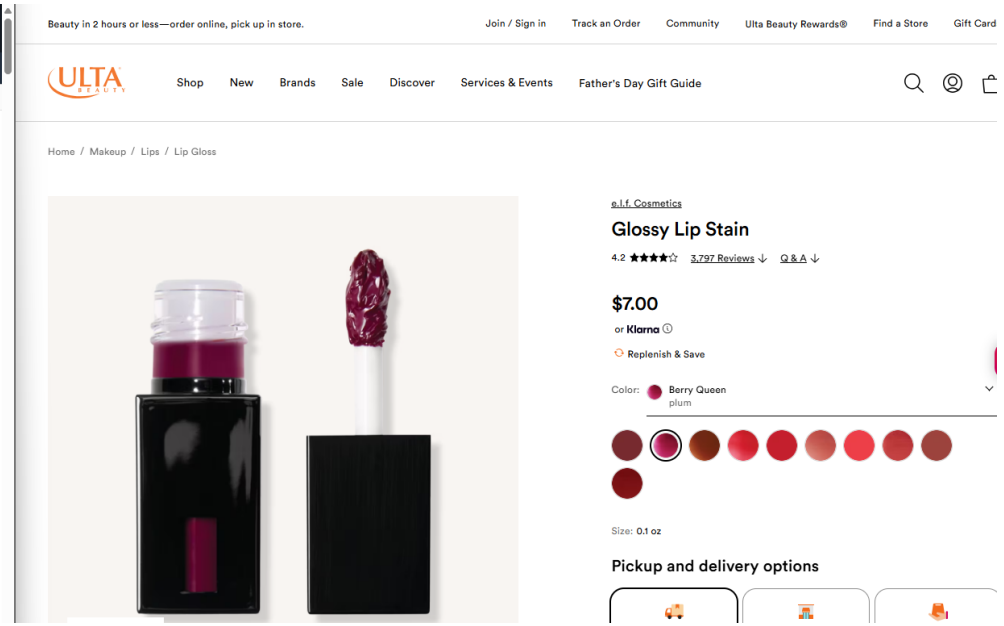




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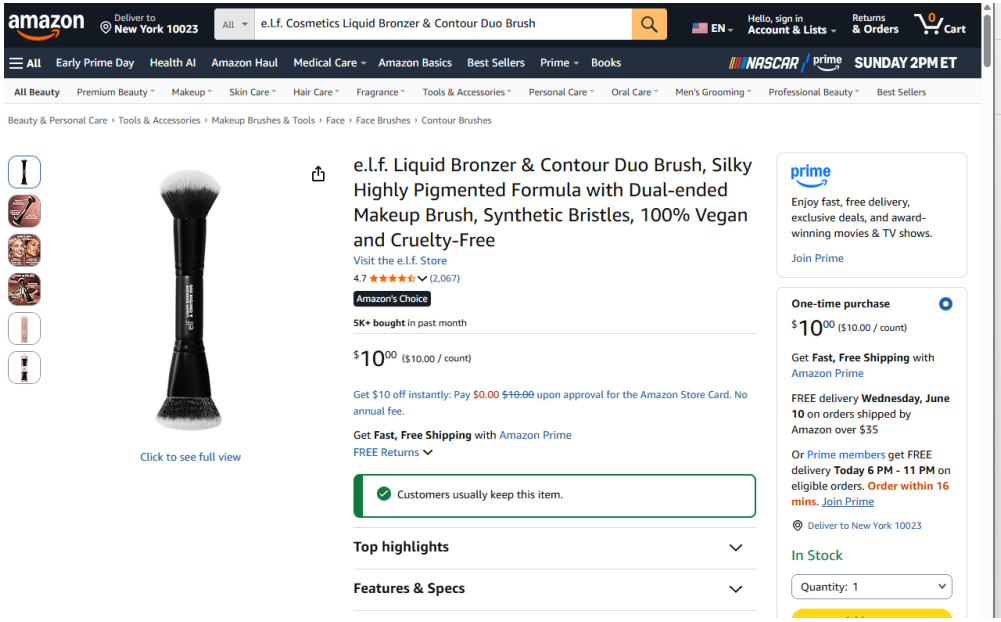
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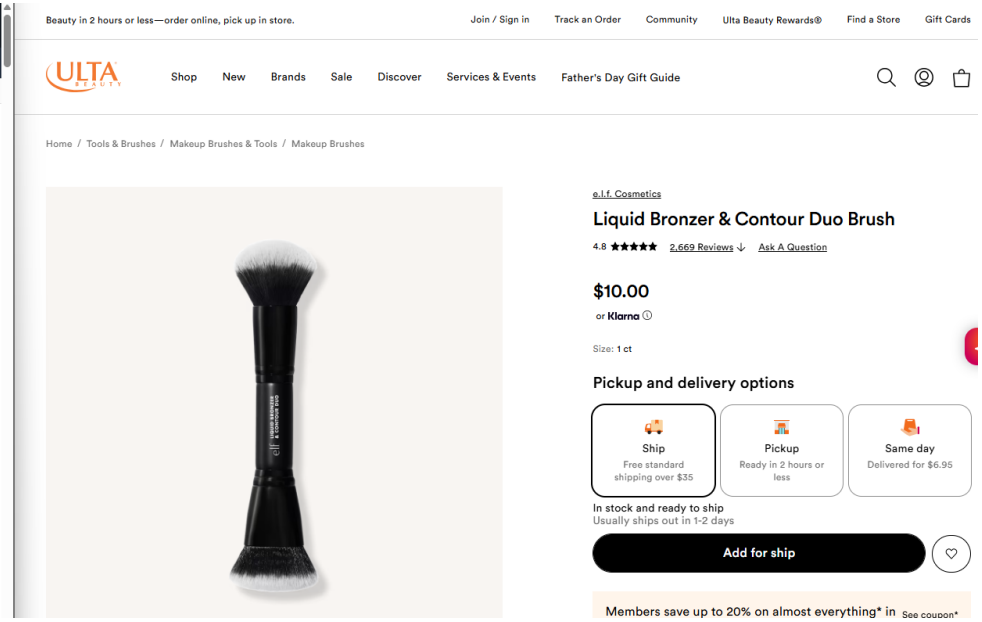




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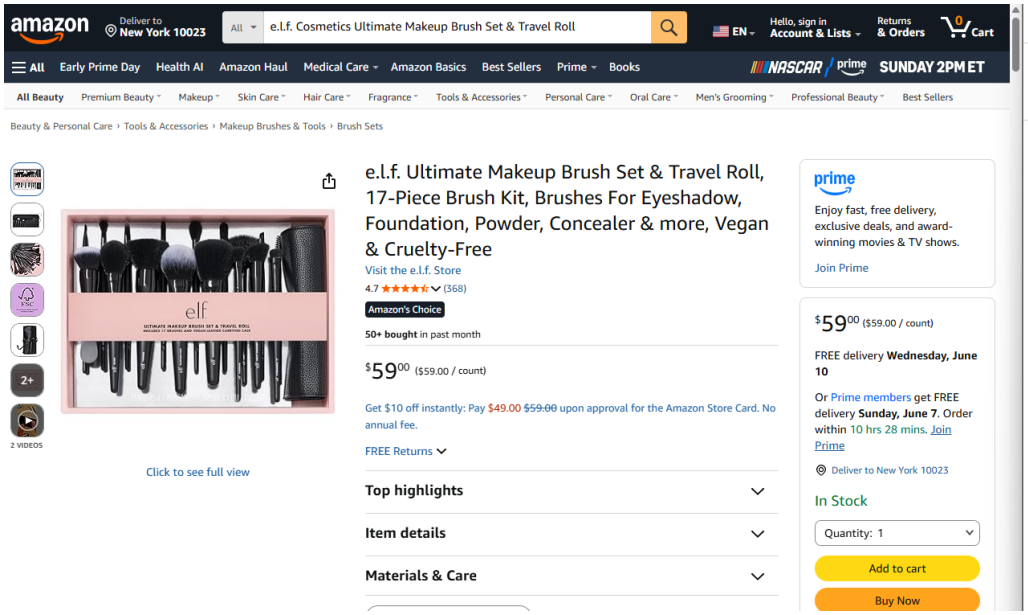
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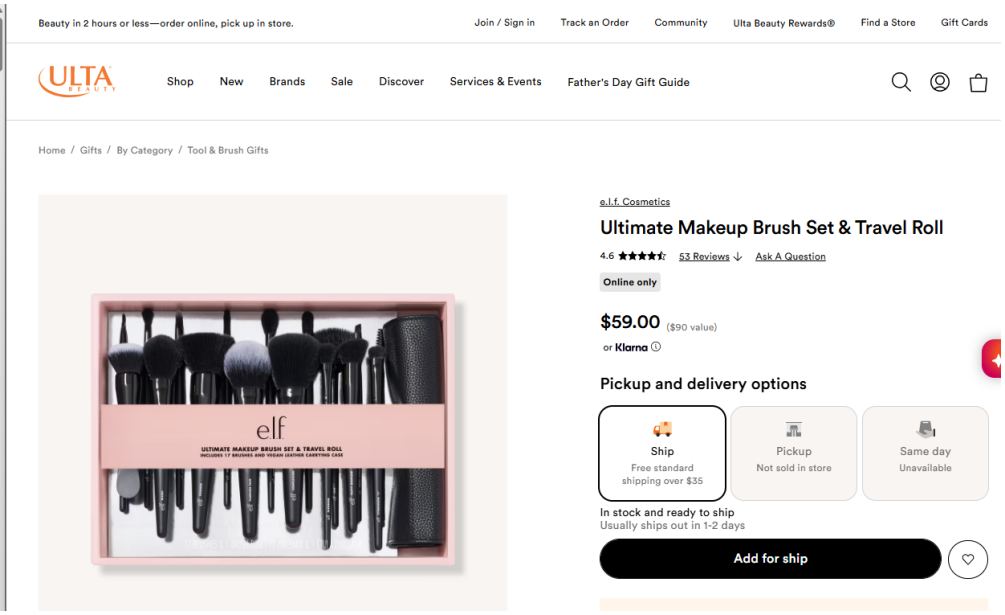




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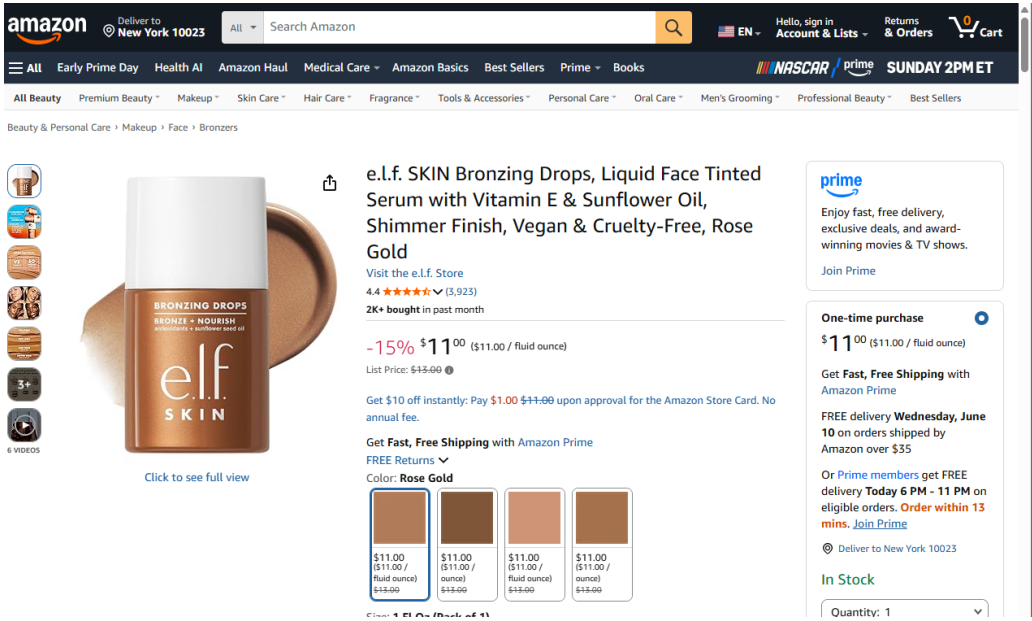
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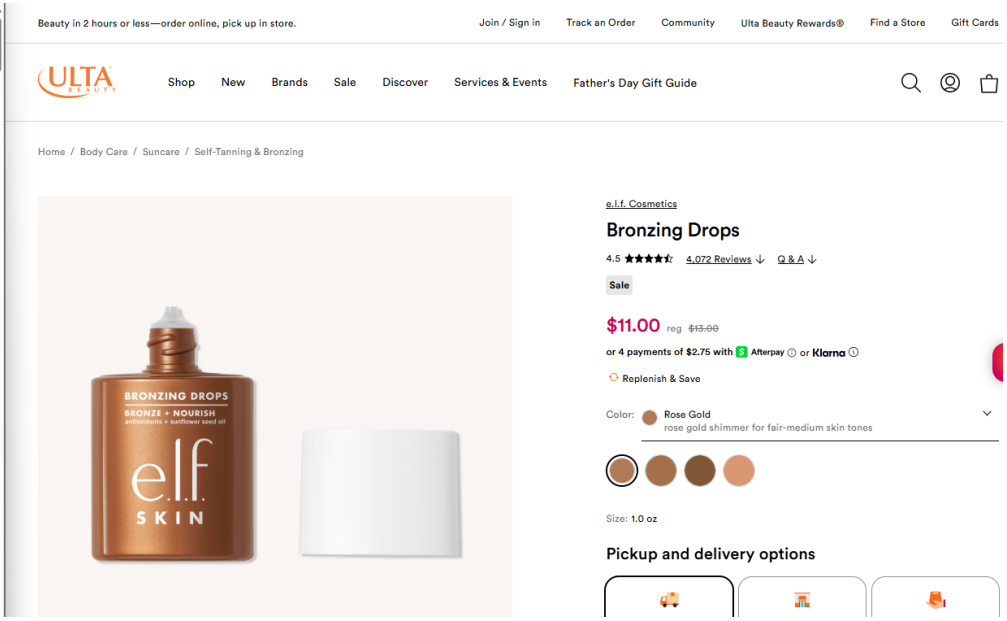




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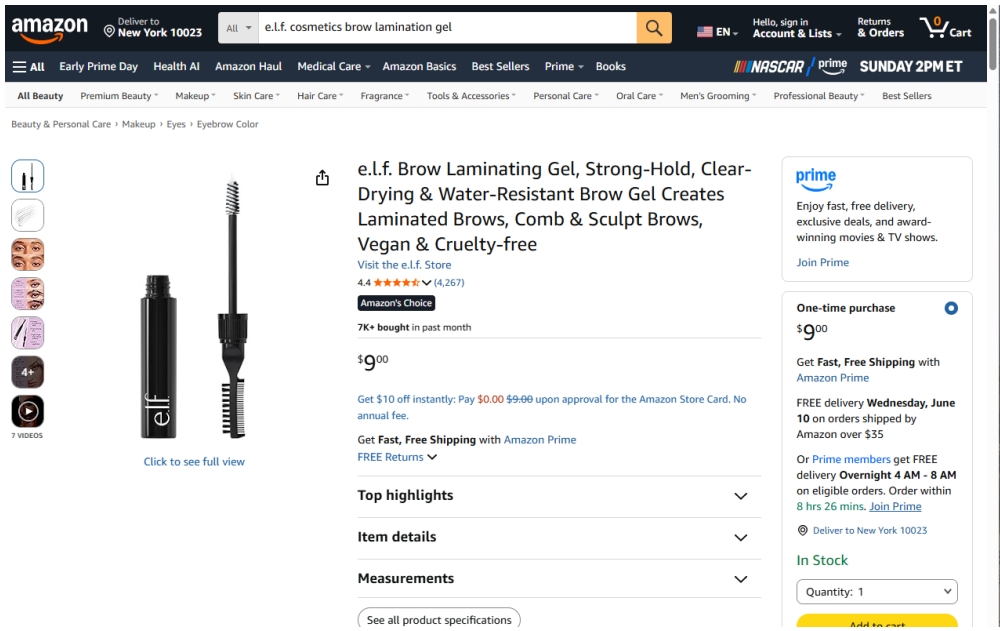
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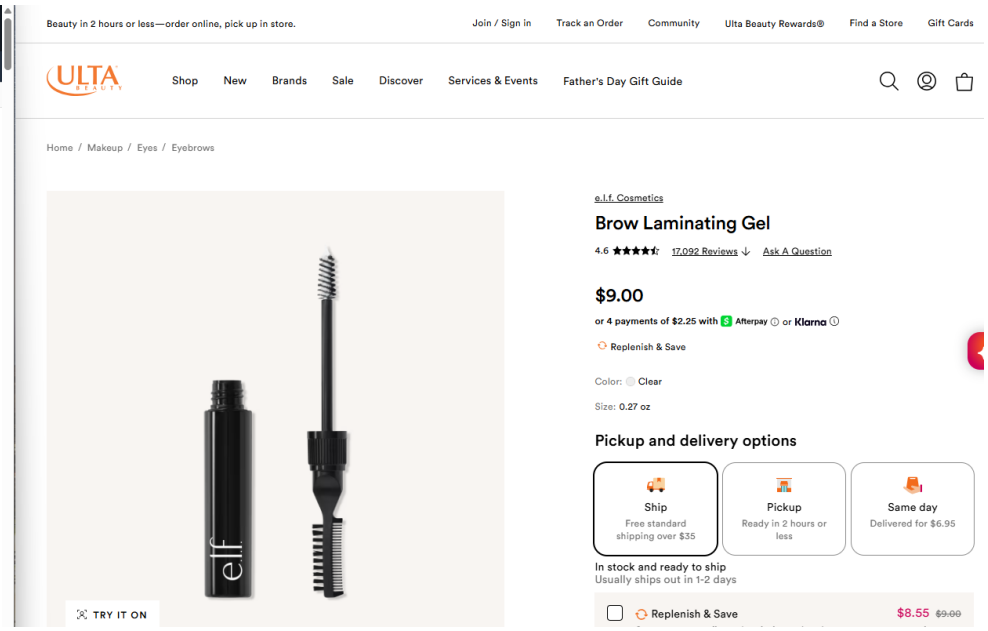




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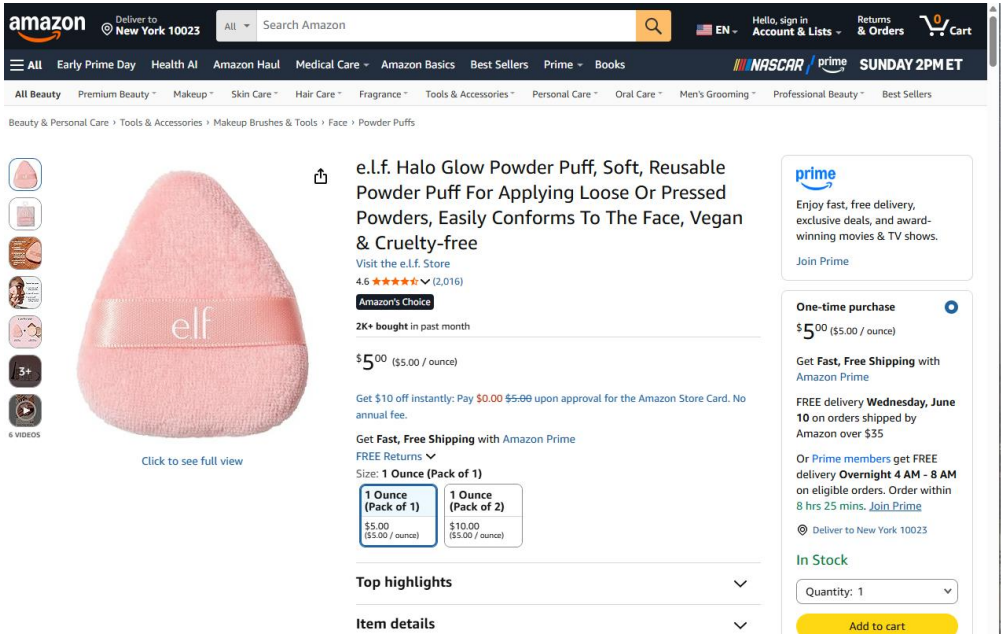
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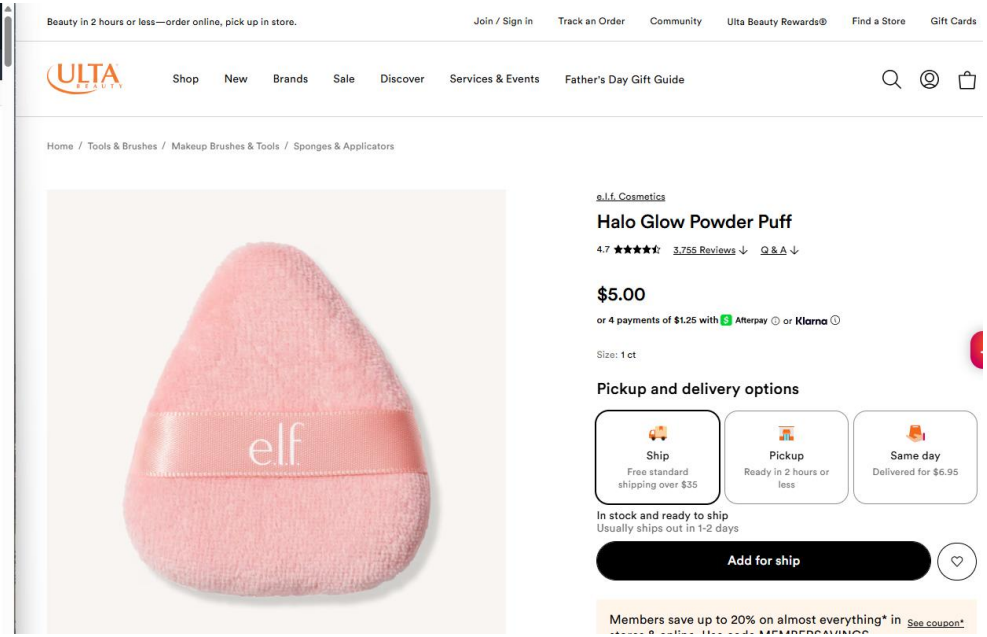




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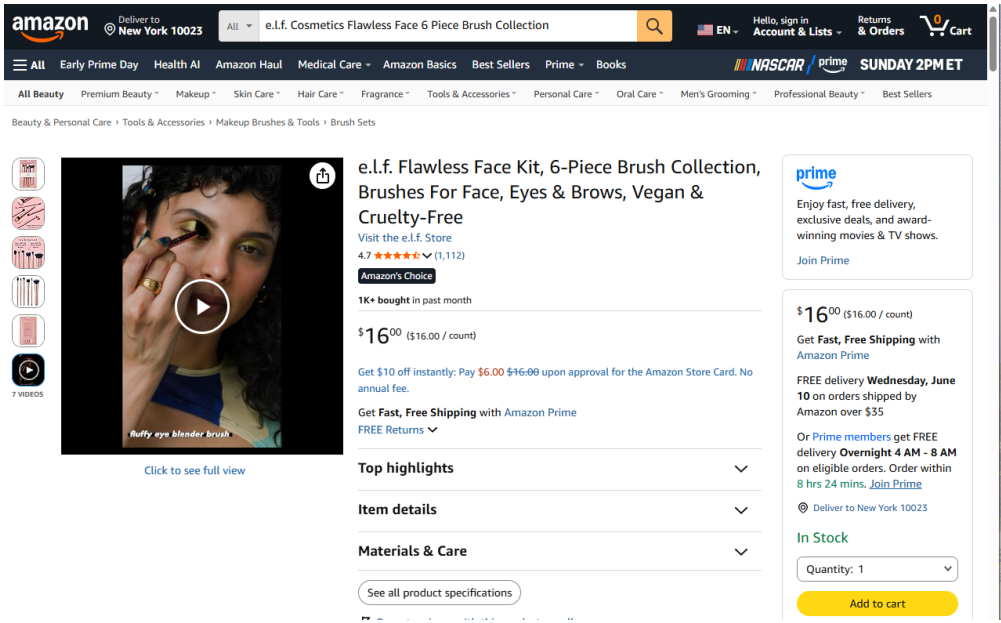
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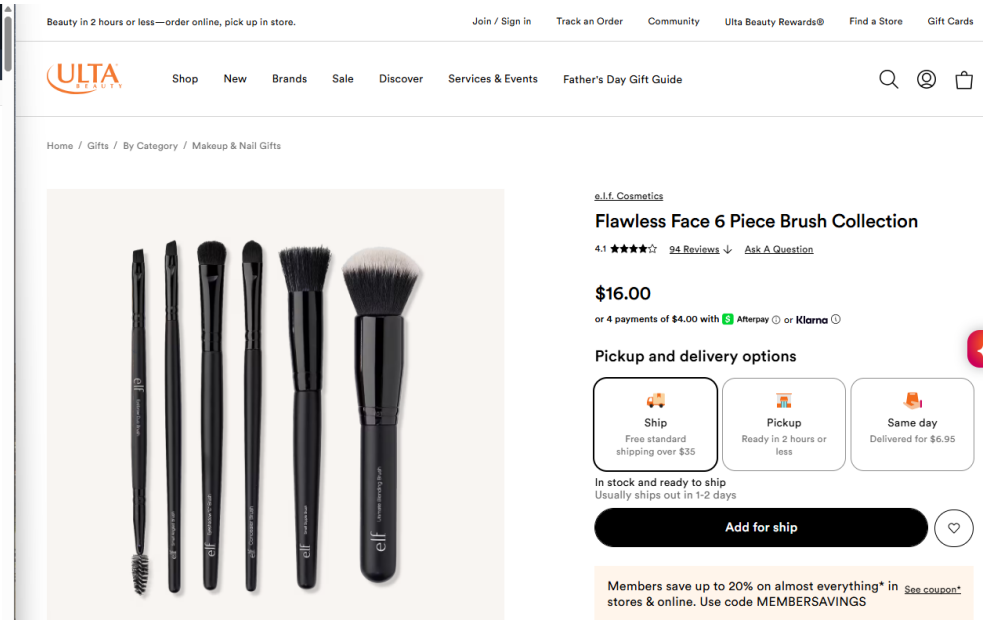




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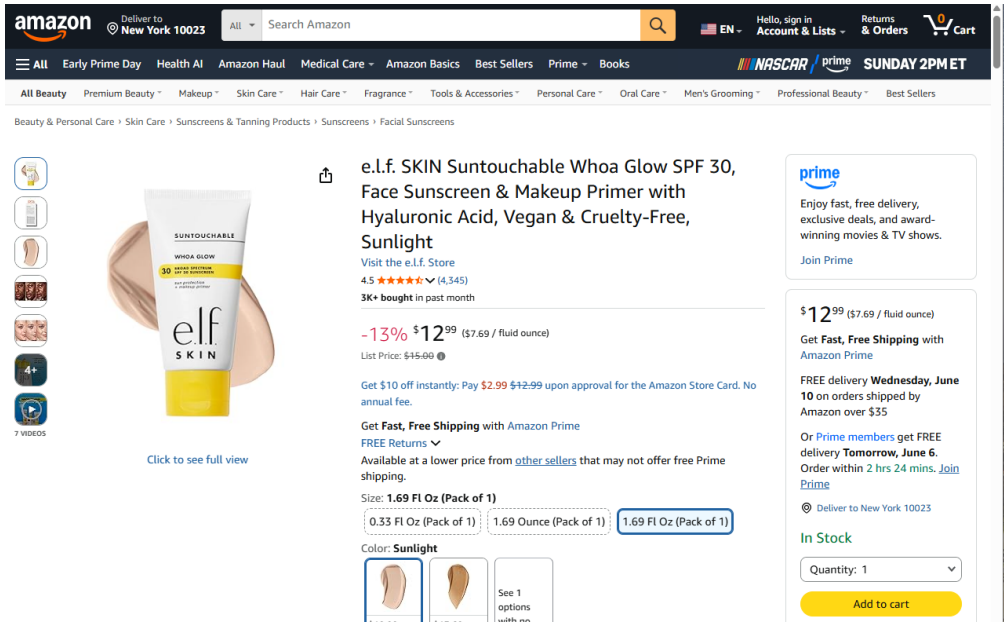
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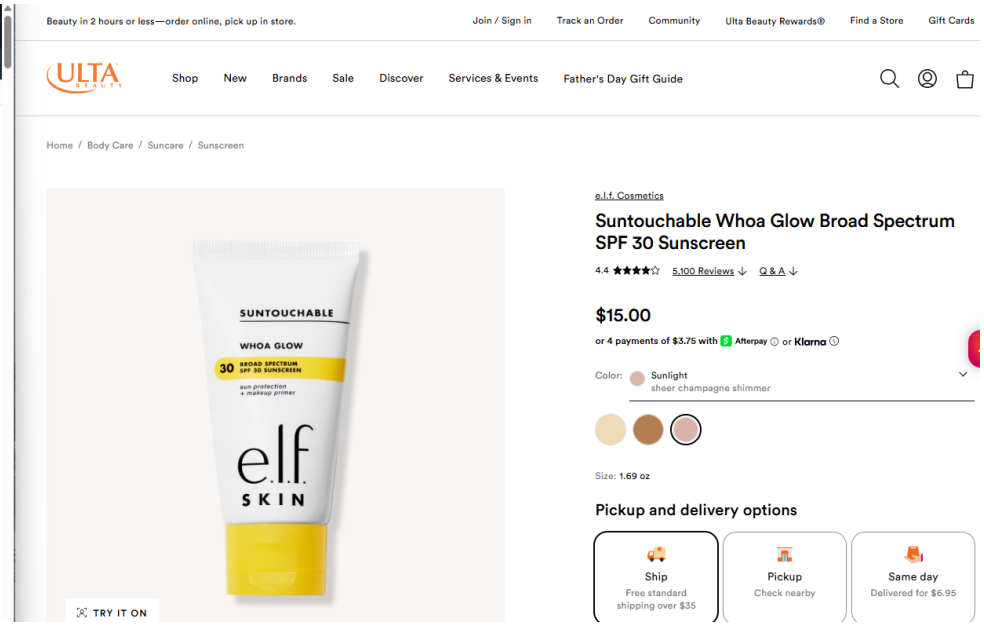




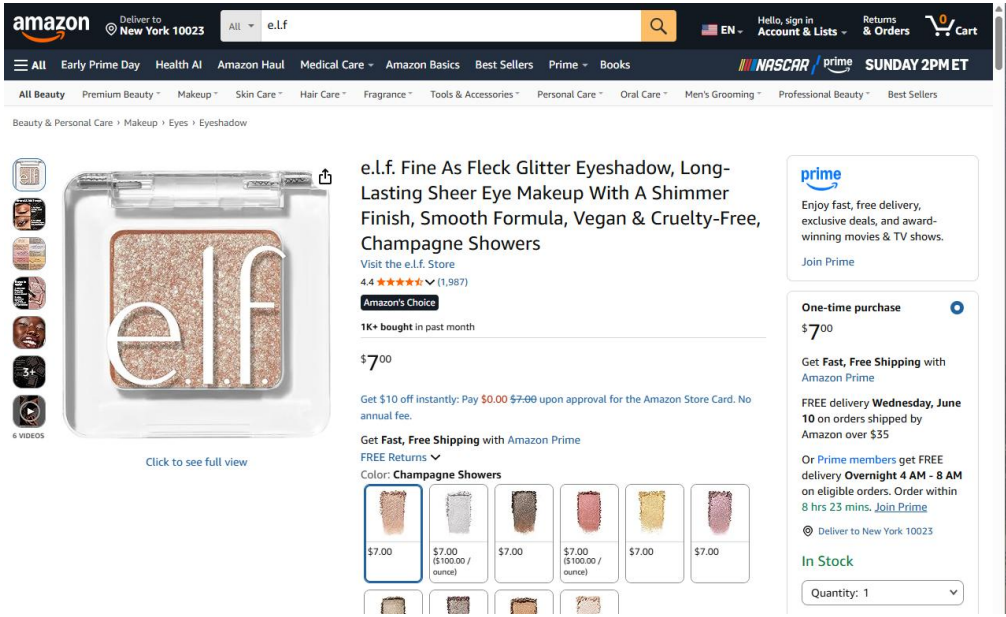
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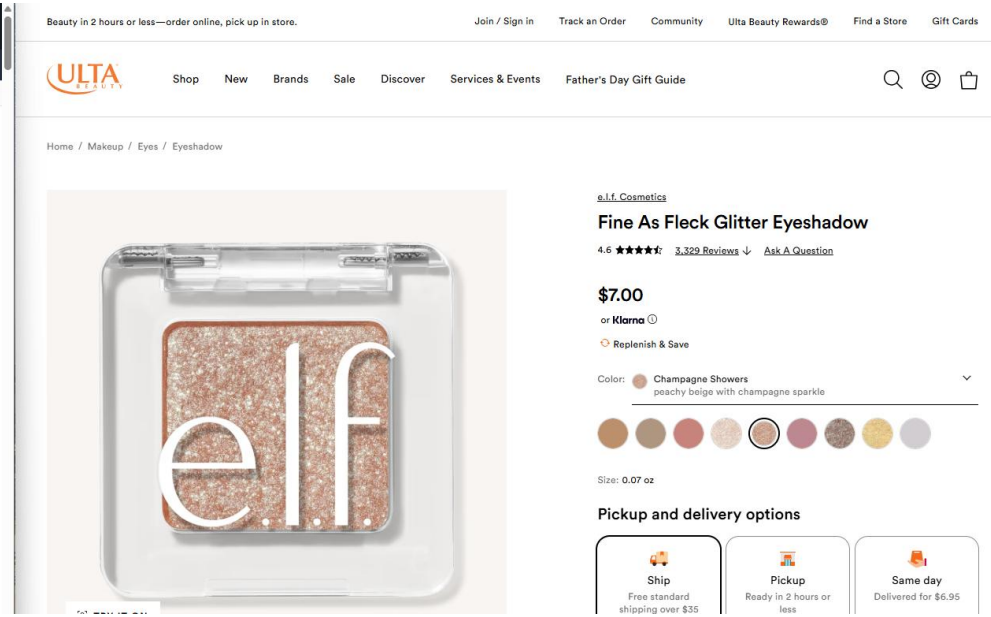
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