

Maison Hébé – Marketplace Risk Deep Dive

Reporting Month: April 2026

Case Summary | GM-01 — Voile Invisible SPF 50

Case Identification

Primary Marketplace Context: **Amazon Marketplace**
Seller Context: **GlowHouse Direct / Lumière Beauty Co.**
Primary Risk Focus: **Gray-Market Risk**
Secondary Related Signals: **Seller Offer Pattern Risk, Seller Network Risk, Listing Integrity Risk**

Current Case Position

This case remains the strongest current marketplace-risk priority within the Maison Hébé sample set. Across repeated review points, the same seller-side pattern remained visible in a weaker marketplace-led context rather than clearing after isolated observation. The case is now stronger than in the recurring report because repeated public-market observation is supported by transaction, shipment, packaging, and seller-verification detail within one review file.

Key Facts Observed

Observed Fact	Current Position
Repeated seller recurrence	GlowHouse Direct and Lumière Beauty Co. remained visible across repeated review points
Offer context	The weaker visible offer state remained tied to a marketplace-led, non-official context
Reference contrast	Cleaner controlled-channel conditions remained stronger than the observed marketplace-led offer state
Controlled purchase	A purchase was completed from the observed marketplace context
Shipment and fulfillment review	Shipment, return-address, and fulfillment details were preserved and reviewed
Seller verification review	GlowHouse Direct was not confirmed within the sample authorized-seller reference set at the time of review
Physical-unit review	Packaging, printed-date placement, and product appearance were reviewed from the purchased unit

Issue at Stake

The issue at stake is not a one-off marketplace irregularity. The observed pattern remained visible across time, stayed tied to the same weaker marketplace-led context, and is now supported by a broader set of review layers than public observation alone. At the same time, the current evidence does not establish definitive route breach, counterfeit status, or legal non-compliance. The case therefore supports priority review and follow-up action, but still within a defined evidence boundary.

Recommended Action Path

Action Area	Recommended Action	Why Now
Marketplace review	Open platform review using the expanded case packet	The recurring seller-side pattern remains visible and is now documented through chronology, transaction, and shipment detail
Distributor / channel review	Review whether the observed route-related pattern is plausible within current distribution channels	Shipment, seller, and offer-context detail now justify route-related follow-up
Artifact preservation	Preserve listing, transaction, shipment, and packaging records already obtained	The evidence base is now strong enough that structured preservation is warranted
Conditional next step	Consider a second controlled purchase only if the same seller set remains live	A second unit would materially strengthen the case if recurrence persists

Resolution Path

If this occurs	Resolution Direction
The same seller set clears and does not recur	Move the case down from priority treatment into lower-intensity structured watch
The same seller set persists in the same weaker marketplace-led context	Proceed with marketplace escalation, distributor challenge, or stronger follow-up action
The same pattern broadens into adjacent SKUs or related offers	Move from a single-case deep dive to a broader seller- or route-pattern review

Evidence Boundary

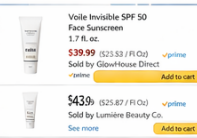

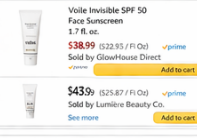

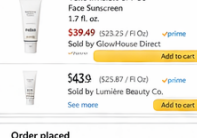








This case supports priority review, structured follow-up, and evidence preservation. It does not, on the current evidence set alone, establish definitive route breach, counterfeit status, or legal non-compliance.

Case Details

1. Expanded Chronology and Public-Market Findings

This section shows how the case developed across the review period, how the same seller set remained visible over time, and how the evidence base became stronger through dated capture, transaction linkage, and shipment review.

Exhibit DD-01. Expanded chronology showing how the selected case developed across the review period.

MAISON HÉBÉ PARIS		Exhibit DD-01. Expanded chronology showing how the selected case developed across the review period.			CASE REFERENCE GM-01 APRIL 2026
Case GM-01 Voile Invisible SPF 50 Amazon Marketplace					
CAPTURE DATE	OBSERVED SELLER CONTEXT (Marketplace Offers)	VISIBLE OFFER STATE (vs. Reference Conditions)	OBSERVED DEVELOPMENT (What Happened at This Point)	CASE SIGNIFICANCE (Why This Step Matters)	
2026-04-03 10:12 ET Public Market Capture	Primary Visible: GlowHouse Direct Secondary Visible: Lumière Beauty Co. 	Weaker marketplace-led offers below cleaner reference conditions. Marketplace (Weak) \$39.99 ----- Reference (Cleaner) \$55.00 -----	The same seller-side pattern was already visible in a weaker marketplace-led context.  Initial signal established.	Established the opening case state for the review period. <div style="border: 1px solid gray; border-radius: 50%; width: 30px; height: 30px; display: flex; align-items: center; justify-content: center;">1</div>	
2026-04-10 09:47 ET Public Market Capture	Primary Visible: GlowHouse Direct Secondary Visible: Lumière Beauty Co. 	Weaker visible offer state persisted rather than clearing. Marketplace (Weak) \$38.99 ----- Reference (Cleaner) \$55.00 -----	The same pattern remained visible across a second dated capture.  Recurring signal confirmed.	Confirmed that the signal was recurring rather than isolated. <div style="border: 1px solid gray; border-radius: 50%; width: 30px; height: 30px; display: flex; align-items: center; justify-content: center;">2</div>	
2026-04-15 10:05 ET Public Market Capture	Primary Visible: GlowHouse Direct Secondary Visible: Lumière Beauty Co. 	Contrast between marketplace-led offer and cleaner reference remained intact. Marketplace (Weak) \$39.49 ----- Reference (Cleaner) \$55.00 -----	The weaker marketplace-led pattern remained visible against a stronger reference condition.  Signal strengthening over time.	Strengthened the case for continued priority treatment. <div style="border: 1px solid gray; border-radius: 50%; width: 30px; height: 30px; display: flex; align-items: center; justify-content: center;">3</div>	
2026-04-18 14:32 ET Transaction Executed	Primary (At Purchase): GlowHouse Direct Order placed April 18, 2026 Order # 111-4587321-9823456 Seller at checkout confirmed.	Same weaker marketplace-led price observed at purchase. Marketplace (Weak) \$39.49 ----- Reference (Cleaner) \$55.00 -----	Public-market pattern became linked to a preserved transaction artifact.  Case moved beyond observation-only review.	Improved evidence usability for stakeholder review. <div style="border: 1px solid gray; border-radius: 50%; width: 30px; height: 30px; display: flex; align-items: center; justify-content: center;">4</div>	
2026-04-22 11:18 ET Shipment & Unit Review Completed	Primary (At Purchase): GlowHouse Direct Shipment received and physical-unit review completed.	Weaker marketplace-led context remained the same. Marketplace (Weak) \$39.49 ----- Reference (Cleaner) \$55.00 -----	The case now included transaction, shipment, and product-review artifacts in addition to public captures.  Evidence base materially strengthened.	Strengthened the evidence base for escalation and preservation. <div style="border: 1px solid gray; border-radius: 50%; width: 30px; height: 30px; display: flex; align-items: center; justify-content: center;">5</div>	
Chronology Takeaway Across five review points, the same seller set remained visible in a weaker marketplace-led context. The case progressed from repeated public observation into a transaction-linked purchase and then into shipment and physical-unit review, materially strengthening the overall evidence base.		Legend – Evidence Layer Progression  →  →  →  → 		Overall Case Position (as of 2026-04-22) The same seller-side pattern persisted across time and remained tied to a weaker marketplace-led context. The case is now supported by multiple evidence layers: public observation, transaction record, shipment details, and physical-unit review. Evidence Strength: STRONGER THAN INITIAL OBSERVATION	

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SOURCE: CLIENT RESEARCH & DOCUMENTATION

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Capture Date	Observed Seller Context	Visible Offer State	Observed Development	Case Significance
2026-04-03	GlowHouse Direct primary visible; Lumière Beauty Co. secondary visible	Weaker visible marketplace offers below cleaner reference conditions	The same seller-side pattern was already visible in a weaker marketplace-led context	Established the opening case state for the review period
2026-04-10	Same seller set remained visible in a similar marketplace-led context	Weaker visible offer state persisted rather than clearing	The same pattern remained visible across a second dated capture	Confirmed that the signal was recurring rather than isolated
2026-04-15	Seller set still visible; cleaner controlled-channel reference remained stronger	Contrast between marketplace-led offer and cleaner reference remained intact	The weaker marketplace-led pattern remained visible against a stronger reference condition	Strengthened the case for continued priority treatment
2026-04-18	Controlled purchase executed from the same marketplace-led context	Public-market pattern became linked to a preserved transaction artifact	The case moved beyond observation-only review into transaction-linked evidence	Improved evidence usability for stakeholder review
2026-04-22	Shipment and physical-unit review completed	Seller, shipment, and packaging evidence became linked within one file	The case now included transaction, shipment, and product-review artifacts in addition to public captures	Strengthened the evidence base for escalation and preservation

Expanded Public-Market Findings

Finding	Observed Position in the Case	Why It Matters
Visible price gap	The weaker visible offer state remained below cleaner reference conditions across the review period	The lower visible state did not clear quickly and remained commercially relevant
Seller recurrence	GlowHouse Direct and Lumière Beauty Co. remained visible in the same weaker context across repeated captures	The recurring seller pattern became more meaningful than a one-off marketplace fluctuation
Controlled-channel contrast	Cleaner controlled-channel conditions remained stronger than the marketplace-led offer state	The contrast helped show that the weaker visible state was not the cleaner market-facing condition
Expanded evidence base	The case moved from repeated public observation into transaction, shipment, and packaging review	The evidence became more actionable while remaining within the report's stated evidence boundary

Section conclusion: Across the review period, the case remained consistent rather than episodic. The same weaker marketplace-led pattern stayed visible over time and was later supported by transaction, shipment, and physical-unit evidence. This strengthens the case for continued action while remaining short of a definitive legal, authenticity, or route-breach conclusion.

2. Spread Assessment Beyond the Selected Case

This section assesses whether the observed seller-side and route-related pattern remains limited to the selected case or is beginning to appear more broadly across related listings, adjacent SKUs, or the supporting seller set.

Review Area	What Was Reviewed	Observed Position	Why It Matters
Adjacent SKU check	Nearby monitored SKUs reviewed during the same period	No direct repeat of the same seller-side pattern was observed on Source de Jeunesse or Renaissance de Nuit in the current sample window	The current pattern remains concentrated rather than broadening across the monitored set
Related-listing continuity on the selected SKU	Repeated listing states for Voile Invisible SPF 50	The same weaker marketplace-led context remained visible across repeated listing states and seller visibility changes	This strengthens continuity around the selected case and supports continued priority treatment
Secondary seller-set relevance	The role of Lumière Beauty Co. within the broader seller pattern	Lumière Beauty Co. remained relevant even where it was not the lead visible seller	This indicates that the case is not limited to a single-seller reading alone and remains relevant for seller-network and route-related follow-up
Secondary watch context	Whether L'Éclat d'Or has strengthened enough to move into the same priority tier as the selected case	L'Éclat d'Or remains a secondary context, but the current pattern is still weaker than the selected case	The case should remain on structured watch rather than move into a second deep-dive priority at this stage

Section conclusion: The current pattern remains concentrated on the selected case. It is not yet broad enough to justify a broader seller or route investigation across multiple SKUs, but the adjacent watch context should remain active.

3. Controlled Test Buy and Transaction Artifacts

This section reviews the controlled purchase completed from the observed marketplace context. The purpose is to determine whether the recurring public-market pattern can be tied to a documented transaction, seller-linked purchase record, and shipment-related detail strong enough to support closer review.

Exhibit DD-02. Controlled test-buy artifact set, including order confirmation and shipment-label trail.

Exhibit DD-02. Controlled test-buy artifact set, including order confirmation and shipment-label trail.

1. ORDER CONFIRMATION

Thank you, your order has been placed.
We'll send you an email confirmation shortly.

Order placed
April 18, 2026
10:42 AM ET

Order number
114-8267312-0874631

Sold by
GlowHouse Direct
[View seller profile](#)

Maison Hébé
Voile Invisible SPF 50
Broad Spectrum Sunscreen

Qty: 1
\$29.99

[View or manage order](#)

2. INVOICE / RECEIPT RECORD

Payment method
Visa ending in 3157

Order #
114-8267312-0874631

Order date
April 18, 2026

Item	Qty	Unit Price	Total
Maison Hébé Voile Invisible SPF 50 Broad Spectrum Sunscreen	1	\$29.99	\$29.99
Subtotal			\$29.99
Sales Tax			\$2.25
Shipping			\$0.00
Order Total			\$32.24

Billing address
Client Review Account
100 Market St.
New York, NY 10001
United States

Payment charged on April 18, 2026 to Visa ending in 3157

3. SHIPPING-SOURCE DETAIL (FROM ORDER CONFIRMATION)

Shipping address
Client Review Account
100 Market St.
New York, NY 10001
United States

Shipping speed
Standard Shipping

Preparing for Shipment
Estimated delivery: April 22, 2026 by 8:00 PM

Sold by
GlowHouse Direct

Fulfilled by
GX Fulfillment

1 item
Standard Shipping

4. PURCHASE-TO-CASE LINKAGE (SHIPMENT-LABEL TRAIL)

Shipment status
Delivered

Delivery date
April 22, 2026
11:47 AM ET

Carrier
UPS

Tracking number
1Z7X9A990312345678

SHIP FROM:
GX FULFILLMENT
60-16 74TH ST
MASSEPEH, NY 11378

SHIP TO:
Client Review Account
100 Market St.
New York, NY 10001

2 LBS 1 OF 1
SHP#: 7X9A 9903 1234 5678
SHP WT: 2 LBS
DATE: 04/18/2026

NY 100 9-01

UPS GROUND
TRACKING #: 1Z 7X9 A99 03 1234 5678

Note: All artifacts captured from the original order record and associated communications.

Source: Maison Hébé Monitoring Program - April 2026



Case Linkage Summary

This controlled purchase from GlowHouse Direct on April 18, 2026 (Order #114-8267312-0874631) links the observed marketplace pattern to a documented transaction and fulfillment trail, advancing the case beyond public observation into transaction-linked evidence.

Evidence Obtained	Observed Detail	Why It Matters
Order confirmation	The seller shown at point of purchase was GlowHouse Direct, and the order timestamp aligned with the marketplace listing observed during the review period	This confirms that the observed seller pattern was tied to a real purchase rather than to public observation alone
Invoice / receipt record	The purchase record was preserved with order number, unit price, and seller-linked checkout context	This provides a documented transaction record that can support internal review, marketplace escalation, or distributor follow-up
Shipping-source detail	Delivered-from naming and return-address details did not align with cleaner brand-controlled distribution expectations	This adds route-related context and helps explain why the case moved beyond routine monitoring
Purchase-to-case linkage	The controlled purchase connects the recurring marketplace pattern to a documented transaction and shipment trail	This strengthens the case materially without supporting a definitive route or legal conclusion

Section conclusion: The controlled purchase strengthens the case by linking the recurring marketplace pattern to a documented transaction, seller-linked purchase record, and shipment-related detail. It does not establish route breach, ownership linkage, or legal non-compliance, but it does provide a stronger basis for review and follow-up than public-market observation alone.

4. Shipping, Fulfillment, and Return-Address Review

This section reviews the shipment and fulfillment details linked to the controlled purchase. The purpose is to assess whether the delivery path, fulfillment identifiers, and return-address information add meaningful context to the observed marketplace pattern.

Exhibit DD-03. Shipment-label and return-address review linked to the controlled purchase.

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Product: Voile Invisible SPF 50

Case Reference: GM-01

Exhibit DD-03

Exhibit DD-03. Shipment-label and return-address review linked to the controlled purchase.


1. SHIPMENT LABEL (Delivered From)



Delivered-From Entity
GX Fulfillment
Maspeth, NY 11378

Observation
Package origin shows GX Fulfillment as the ship-from entity.

2. RETURN ADDRESS (From Shipping Label)



Return Address
GHD Trading
350 Ferry St.
Newark, NJ 07105

Observation
Return address on package points to GHD Trading in Newark, NJ.


3. CARRIER SCAN TRAIL (UPS Tracking Activity)

Date / Time	Location	Scan Event
04/18/2026 20:14	Maspeth, NY, US	Shipment Picked Up
04/18/2026 22:03	Maspeth, NY, US	Origin Scan
04/19/2026 03:41	Jamaica, NY, US	Arrival Scan
04/19/2026 05:27	Jamaica, NY, US	Departure Scan
04/20/2026 01:12	Secaucus, NJ, US	Arrival Scan
04/20/2026 06:15	Secaucus, NJ, US	Departure Scan
04/21/2026 07:47	New York, NY, US	Out for Delivery
04/21/2026 11:47	New York, NY, US	Delivered

Observation
Carrier scan trail shows a transit path that passes through **Jamaica, NY**, consistent with the recorded tracking events.

Note: Transit routing may vary by shipment. This is a route-related clue, not definitive proof of origin.

4. PACKAGING HANDOFF STATE (Upon Receipt)



Observation
A secondary sticker application was present on receipt, applied over the original shipping label area.

i Packaging condition photo captured at time of receipt.

Evidence Note: The shipment artifacts above are consistent with the controlled purchase and provide route-related context (origin, return path, and transit trail). These findings support further review but do not, on their own, establish definitive route breach, counterfeit status, or legal non-compliance.

Source: Maison Hébé Monitoring Program – April 2026

Artifact Type	Observed Detail	Why It Matters	Current Limitation
Shipment label	Delivered-from naming pointed to GX Fulfillment rather than to a cleaner brand-aligned source description	This adds fulfillment and route-related context to the case	It does not by itself establish route breach
Return address	Return-address naming pointed to GHD Trading, Newark NJ	This provides a documented address detail that may support follow-up review	It does not independently prove seller ownership linkage
Carrier scan trail	Processing scan passed through Jamaica, NY before final delivery	This adds dated shipment-path detail to the review period	It remains insufficient for a conclusive route determination
Packaging handoff state	A secondary sticker application was present on receipt	This supports the connection between the delivered shipment and the reviewed unit	The current review still reflects only one purchased unit

Section conclusion: The shipment and fulfillment review adds useful delivery-path and return-address context to the case. These details strengthen the documented review record and support follow-up where needed, but they do not by themselves establish route breach, ownership linkage, or a definitive distribution conclusion.

5. Seller Verification and Platform Contact Review

This section reviews the seller verification work completed around the selected case and the follow-up actions prepared for marketplace and distributor review. The purpose is to assess whether the observed seller pattern remains unsupported by the current reference set and whether the case is now documented clearly enough to support formal follow-up.

Action Taken	Observed Result	Why It Matters	Current Use
Seller authorization screening	GlowHouse Direct was not confirmed within the sample authorized-seller reference set at the time of review	This adds a seller-verification layer beyond public listing observation alone	Supports distributor and marketplace follow-up
Platform review package	A case package was prepared using chronology, screenshots, transaction artifacts, and shipment-related detail	This organizes the observed pattern into a form that can be reviewed more directly by relevant stakeholders	Supports escalation if recurrence persists
Seller interaction review	No corrective response was recorded in the first 48 hours after the review package was prepared	This indicates that the issue did not immediately resolve following initial review preparation	Supports continued action readiness
Distributor review prompt	A route-review request was drafted using transaction, shipment, and seller chronology detail	This creates a practical path for channel or distributor review if the same pattern remains visible	Supports distributor and channel follow-up

Section conclusion: Seller verification and platform-contact review strengthen the case by showing that the observed seller pattern was not confirmed within the sample authorized-seller reference set and that the case is now documented clearly enough to support marketplace or distributor follow-up. These steps do not establish seller ownership linkage, route breach, or legal non-compliance, but they do make the case materially more actionable than observation alone.

6. Packaging, Batch / Date-Zone, and Product Review

This section reviews the physical unit obtained through the controlled purchase. The purpose is to assess whether packaging presentation, printed-date placement, and visible product characteristics add meaningful context to the broader marketplace pattern already identified in the case.

Exhibit DD-04. Packaging and unit review captured from the purchased item.

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Product: Voile Invisible SPF 50

Case Reference: GM-01

Exhibit DD-04

Exhibit DD-04. Packaging and unit review captured from the purchased item.

Physical-unit observations from the controlled purchase compared to a cleaner reference sample from authorized channels.

<p>1. PACKAGING ALIGNMENT (FRONT PANEL LOGO POSITIONING)</p> <p>Purchased unit shows slightly weaker logo centering relative to cleaner reference.</p> <table border="0"> <tr> <td data-bbox="162 367 406 609"> <p>PURCHASED UNIT (This Case)</p>  </td> <td data-bbox="422 367 665 609"> <p>CLEANER REFERENCE UNIT</p>  </td> <td data-bbox="673 388 795 609"> <p>Observation Logo appears slightly left-shifted on purchased unit versus cleaner reference.</p> <p>Impact Minor alignment variance noted; printing quality otherwise acceptable.</p> </td> </tr> </table>	<p>PURCHASED UNIT (This Case)</p> 	<p>CLEANER REFERENCE UNIT</p> 	<p>Observation Logo appears slightly left-shifted on purchased unit versus cleaner reference.</p> <p>Impact Minor alignment variance noted; printing quality otherwise acceptable.</p>	<p>2. FOIL-EDGE ALIGNMENT (TOP FLAP)</p> <p>Purchased unit shows less clean foil-edge alignment and finishing.</p> <table border="0"> <tr> <td data-bbox="812 367 1055 609"> <p>PURCHASED UNIT (This Case)</p>  </td> <td data-bbox="1071 367 1315 609"> <p>CLEANER REFERENCE UNIT</p>  </td> <td data-bbox="1323 388 1445 609"> <p>Observation Foil-stamping edge alignment is less clean on purchased unit.</p> <p>Impact Cosmetic variance only; no functional impact observed.</p> </td> </tr> </table>	<p>PURCHASED UNIT (This Case)</p> 	<p>CLEANER REFERENCE UNIT</p> 	<p>Observation Foil-stamping edge alignment is less clean on purchased unit.</p> <p>Impact Cosmetic variance only; no functional impact observed.</p>
<p>PURCHASED UNIT (This Case)</p> 	<p>CLEANER REFERENCE UNIT</p> 	<p>Observation Logo appears slightly left-shifted on purchased unit versus cleaner reference.</p> <p>Impact Minor alignment variance noted; printing quality otherwise acceptable.</p>					
<p>PURCHASED UNIT (This Case)</p> 	<p>CLEANER REFERENCE UNIT</p> 	<p>Observation Foil-stamping edge alignment is less clean on purchased unit.</p> <p>Impact Cosmetic variance only; no functional impact observed.</p>					
<p>3. SECONDARY STICKER APPLICATION (SIDE-PANEL SEAM)</p> <p>A secondary sticker is applied over part of the side-panel seam.</p> <table border="0"> <tr> <td data-bbox="162 661 519 840">  </td> <td data-bbox="527 661 665 840">  </td> <td data-bbox="673 661 795 840"> <p>Observation Secondary sticker overlaps the side-panel seam.</p> <p>Impact Indicates rework or post-pack handling after initial packaging.</p> </td> </tr> </table>			<p>Observation Secondary sticker overlaps the side-panel seam.</p> <p>Impact Indicates rework or post-pack handling after initial packaging.</p>	<p>4. BATCH / PRINTED-DATE ZONE</p> <p>Printed date is legible but positioned less cleanly than reference.</p> <table border="0"> <tr> <td data-bbox="812 661 1055 840"> <p>PURCHASED UNIT (This Case)</p>  </td> <td data-bbox="1071 661 1315 840"> <p>CLEANER REFERENCE UNIT</p>  </td> <td data-bbox="1323 661 1445 840"> <p>Observation Printed date is legible but positioned closer to edge versus cleaner reference.</p> <p>Impact Cosmetic variance only; fully legible and traceable.</p> </td> </tr> </table>	<p>PURCHASED UNIT (This Case)</p> 	<p>CLEANER REFERENCE UNIT</p> 	<p>Observation Printed date is legible but positioned closer to edge versus cleaner reference.</p> <p>Impact Cosmetic variance only; fully legible and traceable.</p>
		<p>Observation Secondary sticker overlaps the side-panel seam.</p> <p>Impact Indicates rework or post-pack handling after initial packaging.</p>					
<p>PURCHASED UNIT (This Case)</p> 	<p>CLEANER REFERENCE UNIT</p> 	<p>Observation Printed date is legible but positioned closer to edge versus cleaner reference.</p> <p>Impact Cosmetic variance only; fully legible and traceable.</p>					
<p>5. PRODUCT VISUAL REVIEW (OPENED UNIT)</p> <p>Product color and texture are broadly consistent with expected appearance. No decisive anomaly observed.</p>		<table border="0"> <tr> <td data-bbox="162 913 470 1008">  </td> <td data-bbox="487 913 714 1008">  </td> <td data-bbox="730 913 958 1008">  </td> <td data-bbox="974 913 1218 1008">  </td> <td data-bbox="1266 892 1445 1008"> <p>Observation Texture, color, and odor are consistent with expected product characteristics.</p> <p>Impact No packaging or product anomaly detected.</p> </td> </tr> </table>					<p>Observation Texture, color, and odor are consistent with expected product characteristics.</p> <p>Impact No packaging or product anomaly detected.</p>
				<p>Observation Texture, color, and odor are consistent with expected product characteristics.</p> <p>Impact No packaging or product anomaly detected.</p>			
<p>EVIDENCE NOTE: Packaging variances observed are minor and cosmetic in nature. Product appearance is consistent with expectations. These findings support route-related review; they do not establish counterfeit status or legal non-compliance.</p>		<p>Source: Maison Hébé Monitoring Program – April 2026</p>					

Review Layer	Observed Detail	Why It Matters	Boundary
Packaging alignment	The observed unit showed slightly weaker logo centering and less clean foil-edge alignment than the cleaner reference unit	This adds physical-unit context and helps explain why the case moved beyond marketplace observation alone	It does not by itself establish counterfeit status
Secondary sticker application	The purchased unit included a secondary sticker placed over part of the side-panel seam	This adds route- and relabeling-related context to the reviewed unit	The current review still reflects only one purchased unit
Batch / printed-date zone	The printed date zone remained legible but appeared less cleanly positioned than the cleaner reference sample	This adds a specific physical observation that can be preserved and compared over time	It does not by itself establish freshness failure or counterfeit status
Product visual review	Upon opening, product color and texture were broadly consistent with expected appearance, and no decisive anomaly was observed	This confirms that the review considered the product itself as well as the external packaging	This was a visual review only and not laboratory testing

Section conclusion: The physical-unit review adds useful product and packaging context to the case. It strengthens the overall evidence record by preserving specific observations from the purchased unit, but it does not by itself establish counterfeit status, freshness failure, or a definitive legal conclusion.

7. Action-Ready Review Packet

This section shows the materials now assembled to support marketplace, distributor, or internal brand review. The purpose is to clarify what is already documented, how the current package can be used, and which additional step would most strengthen the case if the same pattern remains visible.

Exhibit DD-05. Action-ready packet checklist.

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Product: Voile Invisible SPF 50

Case Reference: GM-01

Exhibit DD-05

Exhibit DD-05. Action-ready packet checklist.

Summary of prepared evidence components assembled to support stakeholder review and escalation.

#	PACKET COMPONENT	EVIDENCE PREVIEW / THUMBNAIL	STATUS	CURRENT USE
1	Expanded Chronology Chronology of public observations and case development.		✓ INCLUDED (DD-01)	Shows how the observed pattern developed beyond an isolated marketplace event.
2	Side-by-side public-market exhibit Weaker marketplace offer compared to cleaner reference conditions.		✓ INCLUDED (DD-01)	Supports review against cleaner reference conditions.
3	Transaction record set Order confirmation, invoice/receipt, payment, and order details.		✓ INCLUDED (DD-02)	Links the pattern to a documented purchase.
4	Shipment and fulfillment review Shipment label, return address, and carrier scan trail.		✓ INCLUDED (DD-03)	Adds delivery-path and return-address context.
5	Packaging review photos Photos and observations of the purchased unit packaging and product.		✓ INCLUDED (DD-04)	Preserves physical-unit observations.
6	Seller verification log Marketplace outreach and seller responses.		✓ INCLUDED (Prepared)	Supports marketplace and distributor review.
7	Current gap statement What is missing and why it matters.		✓ INCLUDED (Prepared)	Clarifies what the evidence supports and does not support.
8	Second-unit confirmation Confirmation of a second unit from the same seller.		⊖ NOT INCLUDED (Pending)	Would materially strengthen the case if the pattern persists.

EVIDENCE BOUNDARY
This packet contains route-related and marketplace evidence that supports further review. It does not establish counterfeit status, legal non-compliance, or brand authorization status.

PACKET SUMMARY

7 Components Included
Ready for stakeholder review and escalation.

1 Component Pending
Second-unit confirmation not yet executed.

CASE REFERENCE
GM-01
Voile Invisible SPF 50

PREPARED BY
Maison Hébé
Monitoring Program

DATE
April 22, 2026

Packet Component	Included	Current Use
Expanded chronology	Yes	Shows how the observed pattern developed beyond an isolated marketplace event
Side-by-side public-market exhibit	Yes	Supports review of the weaker marketplace-led context against cleaner reference conditions
Transaction record set	Yes	Links the observed pattern to a documented purchase
Shipment and fulfillment review	Yes	Adds delivery-path and return-address context to the case
Packaging review photos	Yes	Preserves physical-unit observations for follow-up review
Seller verification log	Yes	Supports marketplace and distributor review of the recurring seller pattern
Current gap statement	Yes	Clarifies what the evidence currently supports and what it does not support
Second-unit confirmation	No	Would materially strengthen the case if the same pattern persists

Section conclusion: The current packet is strong enough to support structured marketplace, distributor, and internal review. It brings together chronology, transaction, shipment, seller, and packaging evidence in one usable file while keeping the current evidence boundary clear. The main remaining step that would materially strengthen the case is confirmation through a second purchased unit if the same seller-side pattern remains visible.