

Evidence Pack — W-01

L'Éclat d'Or

Case Summary

Case ID W-01

Issue Type Seller Integrity / Channel Conflict

Observed Channel / Seller Amazon / GrayMarketHub — \$13.25 vs Sephora reference \$16.95 (-21.8%)

Why It Entered Priority Queue Unauthorized seller remained primary visible for a second consecutive week at a 21.8% undercut versus the reference price, confirming sustained and shopper-visible price deviation.

Persistence State 2nd Consecutive Week, first observed 2026-03-25

Visibility State Primary Visible

Recommended Action Escalate — initiate corrective action with documented evidence of sustained, visible price undercut driven by an unauthorized seller, supported by confirmed recurrence and reference price deviation.

Evidence State Complete evidence set including timestamped listing capture, seller identification, price comparison to reference channel, visibility and availability confirmation, seller-status review against the defined authorization framework, SKU match confirmation, and recurrence confirmation.

Evidence Included

- Evidence 1 — Marketplace listing capture
- Evidence 2 — Reference price capture
- Evidence 3 — Seller identity capture
- Evidence 4 — Seller-status review against authorization framework
- Evidence 5 — Price comparison to reference channel
- Evidence 6 — Visibility and availability confirmation
- Evidence 7 — SKU match confirmation
- Evidence 8 — Recurrence confirmation

Evidence 1 — Marketplace Listing Capture

The screenshot shows an Amazon product page for Maison Hébé L'Éclat d'Or Radiance Serum. The product is a 1.01 fl. oz. bottle of serum. The price is \$13.25, with a crossed-out original price of \$13.25. The product has a 4.6-star rating from 128 reviews. The seller is GrayMarketHub, and the listing is marked as 'In Stock'. The 'Buy Now' button is highlighted in yellow. The page also shows navigation links for 'Beauty & Personal Care', 'Skin Care', and 'Face Serums'.

Visible Amazon offer showing GrayMarketHub at \$13.25 as the primary visible listing.

Evidence 2 — Reference Price Capture

The screenshot shows a Sephora product page for Maison Hébé L'Éclat d'Or Radiance Serum. The product is a 30 ml / 1.01 fl. oz. bottle of serum. The price is \$16.95. The product has a 4.7-star rating from 128 reviews. The page features a 'COMPLIMENTARY SHIPPING ON ORDERS \$50+' banner and a 'SAMPLES WITH EVERY ORDER' banner. The 'Add to Basket' button is highlighted in black. The page also shows navigation links for 'NEW', 'SKINCARE', 'MAKEUP', 'FRAGRANCE', 'GIFTS', 'BRANDS', and 'DISCOVER'.

Sephora reference capture showing intended visible price of \$16.95.

Evidence 3 — Seller Identity Capture

The screenshot shows the GrayMarketHub storefront. At the top, there's a search bar and navigation links. Below that, the seller's name 'GrayMarketHub' is prominently displayed with a 4.2 out of 5 star rating and a note that 92% of reviews are positive in the last 12 months. Key features highlighted include 'Reliable shipping' (Orders ship on time), 'Responsive support' (Quick replies), and '30-day returns' (Hassle-free returns). The 'About GrayMarketHub' section lists the business name as GrayMarketHub LLC, a private company with 3 years on the platform, located in Lakewood, NJ, United States. The 'Seller Feedback' section shows a bar chart with 68% 5-star reviews, 19% 4-star, 7% 3-star, 3% 2-star, and 3% 1-star. Shipping information indicates that items ship from and to the United States, with standard shipping in 3-5 business days and expedited shipping available. A carousel of products from the seller is shown at the bottom, featuring various Maison Hébé skincare items like serums, sunscreens, and eye creams with their respective prices and stock status.

Seller storefront and seller name capture used to support seller-linked review.

Evidence 4 — Seller-Status Review Against Authorization Framework

The document is a 'SELLER AUTHORIZATION REVIEW EVIDENCE EXHIBIT' for MAISON HÉBÉ PARIS. It includes an exhibit ID (MH-2026-04-07-001), a review date of April 7, 2026, and a classification of 'Internal - Client Use'. The 'CASE OVERVIEW' table shows a high-priority case (W-01) related to 'Seller Integrity / Channel Conflict', with a persistence state of '2nd Consecutive Week' and a recommended action to 'Escalate'. The 'SELLER & LISTING INFORMATION' table provides details about GrayMarketHub, including its marketplace (Amazon), storefront ID, location (Lakewood, NJ), and business type (Private). The 'PRODUCT INFORMATION' table lists details for the 'L'Éclat d'Or Radiance Serum', such as its SKU, UPC, marketplace price (\$13.25), and reference price (\$16.95). The 'AUTHORIZATION FRAMEWORK CHECK' table evaluates various criteria, all of which are marked as 'No' or 'Not Authorized', leading to an overall status of 'Not Authorized'. The 'FRAMEWORK RESULT' section states: 'NOT SUPPORTED BY THE DEFINED AUTHORIZATION FRAMEWORK. GrayMarketHub is not an authorized seller or distribution partner for Maison Hébé. The seller does not meet the requirements of the brand's authorization framework.' The 'REVIEW OUTCOME' section identifies the seller as 'UNAUTHORIZED SELLER' and recommends an 'Escalate' action to initiate corrective measures.


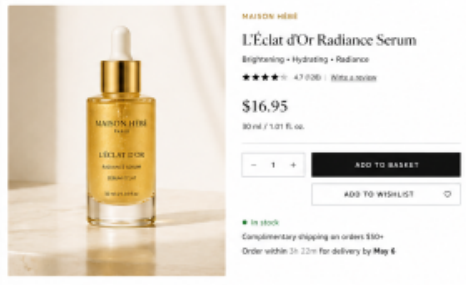
Seller status is shown as not supported by the defined authorization framework, supporting escalation.

Evidence 5 — Price Comparison to Reference Channel

MAISON HÉBÉ
PARIS

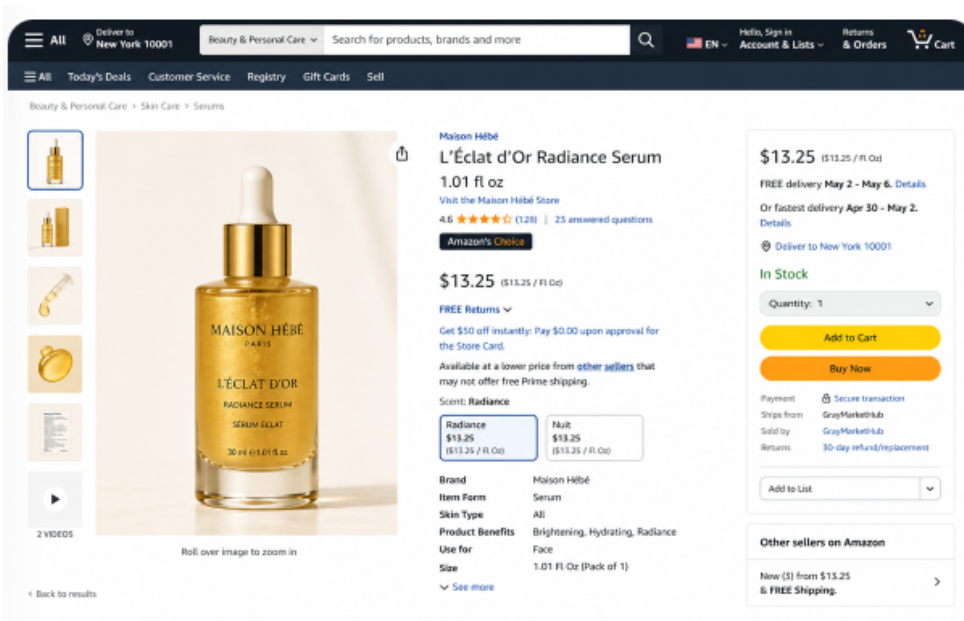
PRICE COMPARISON TO REFERENCE CHANNEL
EVIDENCE EXHIBIT

Case ID: W-01
Date of Capture: April 7, 2026
Product: L'Éclat d'Or Radiance Serum
SKU / Size: 30 ml / 1.01 fl oz

| MARKETPLACE OFFER (Observed) | REFERENCE CHANNEL (Observed) | | | | | | | | | | |
|---|--|---|----------------------------------|---|------------------------|---------|----------------------------------|----------------------------------|----------------------------------|---------------|---|
| <p>Channel: Amazon (Marketplace) Seller: GrayMarketHub Capture Date / Time: April 7, 2026 10:32 AM ET</p>  | <p>Channel: Sephora (Direct) Capture Date / Time: April 7, 2026 10:35 AM ET</p>  | | | | | | | | | | |
| <p>PRICE GAP ANALYSIS</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Marketplace Offer Price (GrayMarketHub)</th> <th>Reference Price (Sephora Direct)</th> <th>Price Gap (Dollar Difference)</th> <th>Price Gap (Percentage)</th> <th>RESULT:</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">\$13.25 per 1.01 fl oz</td> <td style="text-align: center;">\$16.95 per 1.01 fl oz</td> <td style="text-align: center;">-\$3.70 per 1.01 fl oz</td> <td style="text-align: center;">-21.8%</td> <td style="text-align: center;"> <p>-21.8% Marketplace price is 21.8% below reference price</p> <p>Undercut exceeds 20% threshold. Action Recommendation: Escalate</p> </td> </tr> </tbody> </table> <p><small>Note: Prices observed on April 7, 2026. Marketplace price inclusive of standard shipping. Reference price is regular, non-promotional price.</small></p> | | Marketplace Offer Price (GrayMarketHub) | Reference Price (Sephora Direct) | Price Gap (Dollar Difference) | Price Gap (Percentage) | RESULT: | \$13.25 per 1.01 fl oz | \$16.95 per 1.01 fl oz | -\$3.70 per 1.01 fl oz | -21.8% | <p>-21.8% Marketplace price is 21.8% below reference price</p> <p>Undercut exceeds 20% threshold. Action Recommendation: Escalate</p> |
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Reference-channel capture supports direct comparison against the lower Amazon offer and confirms the 21.8% undercut versus Sephora reference pricing.

Evidence 6 — Visibility and Availability Confirmation



The screenshot shows the Amazon product page for Maison Hébé L'Éclat d'Or Radiance Serum. The observed offer is \$13.25 (1613.25 / Fl Oz) with 'FREE delivery May 2 - May 6' and 'Or fastest delivery Apr 30 - May 2'. The product is marked as 'In Stock' and 'Amazon's Choice'. The 'Add to Cart' button is visible, and the 'Other sellers on Amazon' section shows the current price is the lowest from \$13.25 with free shipping.

The observed Amazon offer is captured as Primary Visible and In Stock, confirming active shopper-facing exposure.

Evidence 7 — SKU Match Confirmation

SKU MATCH & PRODUCT COMPARABILITY


EVIDENCE EXHIBIT

Case ID: W-01
 Date of Capture: April 7, 2026
 Analyst: Pricing Intelligence Team
 Purpose: Confirm SKU Match for Escalation

✔ MATCH CONFIRMED:
The Amazon listing sold by GrayMarketHub and the Sephora reference listing are the same product and SKU.

MARKETPLACE LISTING (OBSERVED) – AMAZON / GRAYMARKETHUB

Channel: Amazon (Marketplace)
 Seller: GrayMarketHub
 Capture Date / Time: April 7, 2026 | 10:32 AM ET
 Listing URL (captured): /dp/B001234567




L'Éclat d'Or Radiance Serum
 1.01 fl oz
 4.6 ★★★★★ (138) | 23 answered questions
\$13.25 (\$13.25 / fl oz)
 FREE Returns
 FREE delivery May 2 - May 6. Details
 Deliver to New York 10001
 In Stock

Brand: Maison Hébé
 Item Name: Serum
 Primary Function: Brightening, Hydrating, Radiance
 Package Type: Glass Bottle with Dropper
 Net Quantity: 30 ml / 1.01 fl oz
 SKU / Size: 30 ml / 1.01 fl oz
 UPC / EAN: 850051234567
 Country of Manufacture: France

REFERENCE CHANNEL (OBSERVED) – SEPHORA

Channel: Sephora
 Capture Date / Time: April 7, 2026 | 10:35 AM ET
 Product URL (captured): /product/maison-hebe-leclat-dor-radiance-serum-30ml-P123456



L'Éclat d'Or Radiance Serum
 Brightening • Hydrating • Radiance
 ★★★★★ 4.7 (138) | Write a review
\$16.95
 30 ml / 1.01 fl oz

Brand: Maison Hébé
 Item Name: Serum
 Primary Function: Brightening, Hydrating, Radiance
 Package Type: Glass Bottle with Dropper
 Net Quantity: 30 ml / 1.01 fl oz
 SKU / Size: 30 ml / 1.01 fl oz
 UPC / EAN: 850051234567
 Country of Manufacture: France

ATTRIBUTE MATCH SUMMARY

| Attribute | Amazon / GrayMarketHub | Sephora Reference | Match |
|------------------------|----------------------------------|----------------------------------|-------|
| Product Name | L'Éclat d'Or Radiance Serum | L'Éclat d'Or Radiance Serum | ✔ |
| Size / Volume | 30 ml / 1.01 fl oz | 30 ml / 1.01 fl oz | ✔ |
| Item Form | Serum | Serum | ✔ |
| Primary Function | Brightening, Hydrating, Radiance | Brightening, Hydrating, Radiance | ✔ |
| Package Type | Glass bottle with Dropper | Glass Bottle with Dropper | ✔ |
| UPC / EAN | 850051234567 | 850051234567 | ✔ |
| Country of Manufacture | France | France | ✔ |

MATCH RESULT

✔ SKU MATCH CONFIRMED

All key identifiers and product attributes match.

The Amazon offer from GrayMarketHub and the Sephora reference represent the same SKU and product:

Maison Hébé L'Éclat d'Or Radiance Serum – 30 ml / 1.01 fl oz.

This confirms the observed seller-linked offer applies to L'Éclat d'Or.

Visible product title, size, and attribute match confirm that the observed seller-linked offer applies to L'Éclat d'Or.

Evidence 8 — Recurrence Confirmation

RECURRENCE EVIDENCE EXHIBIT


2nd CONSECUTIVE WEEK – RECURRENCE CONFIRMED

Case ID: W-01
 Product: L'Éclat d'Or Radiance Serum
 Seller: GrayMarketHub
 Marketplace: Amazon (Marketplace)

CONFIRMATION: Undercut remained live and visible across two consecutive weekly observations.

WEEK 1 – FIRST OBSERVATION

Observation Date / Time: 2026-03-25 | 10:14 AM ET
 Seller: GrayMarketHub
 Listing URL: /dp/B001234567
 Visibility: Primary Visible Offer
 Availability: In Stock




L'Éclat d'Or Radiance Serum
 1.01 fl oz
 4.6 ★★★★★ (138) | 23 answered questions
\$13.25 (\$13.25 / fl oz)
 FREE Returns
 FREE delivery Apr 30 - May 3. Details
 Deliver to New York 10001
 In Stock

Captured Price: **\$13.25** | Reference Price (Sephora): **\$16.95** | Undercut: **-21.8%**

WEEK 2 – FOLLOW-UP OBSERVATION

Observation Date / Time: 2026-04-01 | 10:09 AM ET
 Seller: GrayMarketHub
 Listing URL: /dp/B001234567
 Visibility: Primary Visible Offer
 Availability: In Stock



L'Éclat d'Or Radiance Serum
 1.01 fl oz
 4.6 ★★★★★ (138) | 23 answered questions
\$13.25 (\$13.25 / fl oz)
 FREE Returns
 FREE delivery May 2 - May 6. Details
 Deliver to New York 10001
 In Stock

Captured Price: **\$13.25** | Reference Price (Sephora): **\$16.95** | Undercut: **-21.8%**

RECURRENCE CONFIRMED

The same undercut offer from GrayMarketHub remained live, in stock, and the primary visible offer across two consecutive weekly observations.

IMPACT

Undercut of -21.8% vs. reference price remained consistent across both weeks.

Second-week repeat capture confirming the case remained live and shopper-visible.