

Maison Hébé – Marketplace Risk Signals

Reporting Month: April 2026

Executive Summary

Risk Status by SKU	Listing Integrity	Aged and Expired	Counterfeit
L'Éclat d'Or			
Voile Invisible SPF 50			
Source de Jeunesse			
Renaissance de Nuit			
Regard Infini			

Executive Diagnosis

Validation risk within Maison Hébé remains concentrated rather than portfolio-wide. The clearest pattern is a recurring combination of weaker listing conditions, repeated seller-side activity, and lower-control marketplace context concentrated around a limited SKU set. That

pattern is strongest in Voile Invisible SPF 50, with weaker secondary recurrence around L'Éclat d'Or.

Portfolio Stability

Source de Jeunesse, Renaissance de Nuit, and Regard Infini do not currently show validation pressure strong enough to justify deeper case treatment. Across the current review cycle, these SKUs remain below threshold across the main Product 3 areas and should remain under routine monitoring only.

Risk Status by Seller	Seller Offer Pattern	Seller Network	Gray Market
GlowHouse Direct			
Lumière Beauty Co.			
PrestigeSkin Outlet			
Belle Source Hub			
Olive Young			

Validation Pressure Concentration

Voile Invisible SPF 50 carries the strongest current validation pressure across multiple Product 3 areas and remains the primary case for deeper review. L'Éclat d'Or continues to generate weaker but recurring secondary signals and remains the main structured-watch context. The remaining monitored SKUs are currently below deeper-validation threshold.

Primary Validation Priority

The immediate priority is to continue deeper validation on the strongest recurring seller-side and listing-level pattern observed around Voile Invisible SPF 50. The secondary priority is to maintain structured watch on L'Éclat d'Or until recurrence, stronger evidence, or continued exposure in the same weaker-offer context either justifies movement upward or weakens enough.

Evidence Boundary

The current evidence is sufficient to support closer validation on selected cases and structured watch on weaker recurring patterns. It is not sufficient to support definitive findings on counterfeit status, expired-product status, route breach, ownership linkage, or legal non-compliance from public information alone. This report should therefore be read as a structured validation-prioritization tool, not as a conclusive legal or forensic determination.

Listing Integrity Risk

This section assesses whether the publicly visible listing record for each monitored SKU appears clean, consistent, and reliable enough to support normal market review, or whether repeated listing weaknesses justify closer validation. It is designed to identify listing-level concerns that are specific enough and repeated enough to matter, without presenting a definitive legal, authenticity, or freshness conclusion from public information alone.

Listing Integrity Summary

Case ID	SKU	Channel - Seller	Primary Signal	Secondary Signal	Status
LI-01	Voile Invisible SPF 50	Amazon Marketplace - Seller-led listing	Repeated listing changes across captures (main image order changed, title wording was not fully consistent across captures, and pack-size wording shifted between “50 ml” and “1.69 fl oz” presentation styles)	Listing weaker than cleaner reference listing (the public record used a shorter title, less complete product detail, and a less consistent image-to-text presentation than the cleaner reference listing)	Validation Recommended
LI-02	L'Éclat d'Or	Amazon Marketplace - Seller-led listing	Listing detail too limited for high-confidence review (the listing remained thin on product-detail fields such as full size / volume format, product variant clarity, and complete feature-description coverage)	Listing weaker than cleaner reference listing (the cleaner reference listing provided a fuller title structure, clearer product specification, and more complete descriptive support)	Prepare Validation
LI-03	Source de Jeunesse	Official / controlled channel mix - Mixed	No repeated listing-level concern observed (title, image set, and product-detail presentation remained sufficiently stable across observed captures)	—	Monitor Only
LI-04	Renaissance de Nuit	Official channel dominant - Mixed	No repeated listing-level concern observed (the observed listing state remained stable enough that no repeated presentation weakness or comparison-based concern was triggered)	—	Monitor Only
LI-05	Regard Infini	Official channel dominant - Mixed	Listing history not yet clear across captures (the public record could be captured, but the observed listing history was not yet clear enough to confirm a repeated pattern with confidence)	—	Monitor Only

Summary Interpretation

Listing Integrity Risk remained concentrated on a limited number of Maison Héb  SKUs rather than across the full portfolio. The clearest concerns were observed on **Voile Invisible SPF 50** and **L' clat d'Or**, where the issue was not simply that the listings looked weaker in general, but that specific visible listing elements were either not stable across repeated captures or not complete enough, relative to cleaner reference listings, to support a firmer assessment. The remaining SKUs did not show repeated listing-level weakness strong enough to require closer review during the current period.

Evidence Position for Priority Cases

Case ID	Listing Capture	Screenshot Captured	Comparison Basis Available	Chronology Started	Current Gap
LI-01	Yes	Yes	Yes	Yes	Repeated observations and side-by-side comparison support the current concern, but the available public record is still not strong enough to support a firmer conclusion
LI-02	Yes	Yes	Yes	Partial	Comparison evidence is available, but additional repeated capture is still needed to confirm whether the weaker listing state remains sustained rather than occasional

Priority Case Details

Case LI-01 — Voile Invisible SPF 50

Primary Signal: Repeated listing changes across captures

Secondary Signal: Listing weaker than cleaner reference listing

Status: Validation Recommended

Observed concern: Across repeated captures, the observed listing did not remain fully stable as a clean market-facing record. The main image order changed across captures, title wording was not fully consistent, and pack-size wording shifted between metric-led and ounce-led presentation. Comparison against the cleaner reference listing also showed a weaker public record, including a shorter title structure, less complete product-detail coverage, and a less consistent relationship between the visible images and the written product description.

Why this case requires closer review now: This concern was not limited to a single weak capture. The same listing showed repeated presentation inconsistency across captures and remained tied to a SKU already under broader visible market pressure in the Maison H b  sample.

What evidence is currently available: The current concern is supported by repeated public captures, screenshot retention, side-by-side comparison against a cleaner reference listing, and a dated capture sequence showing that the same listing weakness repeated over time rather than appearing once in isolation.

What still prevents a stronger conclusion: Public information supports a repeated listing-level concern, but it does not by itself support a definitive authenticity, route, or freshness conclusion.

Next validation step: Continue tracking the listing across future captures, confirm whether the same presentation changes remain visible, and assess whether the same weaker listing pattern appears again across linked offers or repeat observations.

Case LI-02 — L'Éclat d'Or

Primary Signal: Listing detail too limited for high-confidence review

Secondary Signal: Listing weaker than cleaner reference listing

Status: Prepare Validation

Observed concern: The observed listing did not provide enough structured product detail to support a higher-confidence review based on the current public record alone. The visible public record remained thin on fields such as full size / volume format, clear product variant wording, and complete descriptive support. Compared with the cleaner reference listing, the observed listing presented a less complete title structure, fewer usable product-detail cues, and a weaker overall product record.

Why this case requires closer review now: This concern repeated often enough to justify closer review rather than routine observation, even though the current evidence remains weaker than the strongest cases in the section.

What evidence is currently available: The current concern is supported by screenshots, public comparison evidence, and repeated observation across periods showing that the same thin-detail pattern was not based on a single anomalous capture.

What still prevents a stronger conclusion: The current evidence supports concern and comparison-based review, but it is not yet strong enough for a firmer route or product-integrity conclusion.

Next validation step: Continue tracking the listing across future captures and compare it against cleaner controlled-channel references for the same SKU to determine whether the same missing-detail pattern remains visible over time.

Closing Summary

What the signal indicates

Listing Integrity Risk is concentrated on a small number of Maison Hébé SKUs rather than spread across the portfolio. The clearest listing-level concerns are tied to **Voile Invisible SPF 50** and **L'Éclat d'Or**, where the observed public record was either not stable enough across repeated captures or not complete enough, relative to cleaner reference listings, to support a firmer assessment.

Why it matters

Listing-level weakness matters because it increases the likelihood that a higher-risk offer remains commercially visible without yet supporting a firmer conclusion. Repeated instability in visible listing elements, or repeated gaps in key product-detail fields, can justify closer validation even when the current evidence is not yet strong enough to support a definitive conclusion.

Validation implication

The current section supports **Validation Recommended** on **Voile Invisible SPF 50** and **Prepare Validation** on **L'Éclat d'Or**, while the remaining Maison Hébé SKUs remain at Monitor Only. These observations do not support a definitive counterfeit, expired product, or legal conclusion based on public information alone.

Aged and Expired Inventory Risk

This section assesses whether publicly visible marketplace signals suggest possible aging-in-market or expiry-related risk conditions that justify closer validation. It does not present a definitive expired-product or legal conclusion from public information alone.

Aged and Expired Inventory Risk Summary

Case ID	SKU	Channel - Seller / Offer Context	Primary Signal	Secondary Signal	Status
AE-01	Voile Invisible SPF 50	Amazon Marketplace - GlowHouse Direct / Lumière Beauty Co.	Repeated lower-control offer pattern (the same seller set recurred beside weaker visible price positions in marketplace-led conditions rather than cleaner controlled-channel conditions)	Freshness concern not yet confirmable (the repeated weaker-offer pattern justifies review, but product age or expiry is not directly visible)	Prepare Validation
AE-02	L'Éclat d'Or	Amazon Marketplace - PrestigeSkin Outlet / Belle Source Hub	Marketplace recurrence tied to weaker offer state (the same seller set reappeared around a pressured SKU in a weaker marketplace-led offer context)	Freshness concern possible but still weak (the pattern is directionally relevant to freshness risk, but the public record remains limited)	Monitor Only
AE-03	Source de Jeunesse	Official / controlled channel mix - Mixed	No repeated freshness-risk concern observed (no repeated pattern suggestive of elevated age-related risk)	—	Monitor Only
AE-04	Renaissance de Nuit	Official channel dominant - Mixed	No repeated freshness-risk concern observed (offer context remained stable and sufficiently controlled)	—	Monitor Only
AE-05	Regard Infini	Official channel dominant - Mixed	Freshness-risk pattern not yet clear (public record is still too limited to assess a repeated aging-in-market pattern)	—	Monitor Only

Summary Interpretation

Aged and Expired Inventory Risk remained limited and more tentative than the stronger signals elsewhere in the report. The clearest concern was observed on **Voile Invisible SPF 50**, with a weaker secondary signal on **L'Éclat d'Or**, where recurring seller activity in lower-control marketplace contexts remained tied to weaker visible offer states over repeated captures. The current evidence does not support a conclusion about product age or expiry status, but it is sufficient to identify where freshness-related risk may justify closer validation.

Evidence Position for Priority Cases

Case ID	Repeated Seller Capture	Screenshot Captured	Cross-Period Comparison	Lower-Control Offer Context Confirmed	Current Gap
AE-01	Yes	Yes	Yes	Yes	Repeated captures support the concern, but the public record is still not strong enough to support a firmer assessment of whether the recurring weaker-offer pattern reflects elevated freshness risk

Priority Case Details

Case AE-01 — Voile Invisible SPF 50

Primary Signal: Repeated lower-control offer pattern

Secondary Signal: Freshness concern not yet confirmable

Status: Prepare Validation

Observed concern: Across repeated captures, **GlowHouse Direct** and **Lumière Beauty Co.** remained visible in a weaker marketplace-led context where the offer sat beside lower visible price positions and outside cleaner controlled-channel conditions. The concern is not that age or expiry was directly visible, but that the same recurring seller pattern remained tied to lower-control offer conditions over time.

Why this case requires closer review now: A recurring lower-control marketplace pattern remained visible across captures on a SKU already under broader visible pressure.

What evidence is currently available: Repeated captures, screenshots, and cross-period comparison show the same seller set reappearing in the same weaker-offer context.

What still prevents a stronger conclusion: Public information does not establish product age, expiry status, storage condition, or legal non-compliance.

Next validation step: Continue tracking the same seller set and assess whether the same weaker marketplace-led pattern remains visible over time.

Closing Summary

What the signal indicates

Aged and Expired Inventory Risk remains tentative, but it is not absent. The clearest concern is tied to **Voile Invisible SPF 50**, with a weaker developing signal on **L'Éclat d'Or**.

Why it matters

Freshness-related signals matter because weaker visible offers in lower-control contexts can justify closer validation even when product age or expiry is not directly visible.

Validation implication

The current section supports Prepare Validation on **Voile Invisible SPF 50**, while **L'Éclat d'Or** and the remaining Maison Héb  SKUs remain at **Monitor Only**. These observations do not support a definitive expired-product, legal, or product-condition conclusion based on public information alone.

Counterfeit Risk

This section assesses whether publicly visible marketplace signals suggest possible counterfeit-related risk conditions that justify closer validation. It is designed to identify repeated counterfeit-risk signals that are strong enough to matter, without presenting a definitive counterfeit, authenticity-failure, or legal conclusion from public information alone.

Counterfeit Risk Summary

Case ID	SKU	Channel - Seller / Offer Context	Primary Signal	Secondary Signal	Status
CF-01	Voile Invisible SPF 50	Amazon Marketplace - GlowHouse Direct / Lumière Beauty Co.	Repeated seller activity remained concentrated in lower-control marketplace context (the same seller set continued to appear in weaker marketplace-led conditions rather than beside cleaner controlled-channel visibility)	Counterfeit-related concern remained tied to weaker visible offer state (the recurring seller set remained associated with weaker market-facing offer conditions)	Prepare Validation
CF-02	L'Éclat d'Or	Amazon Marketplace - PrestigeSkin Outlet / Belle Source Hub	Marketplace-led seller recurrence appeared for a pressured SKU (a recurring seller set remained visible for a SKU already under broader pressure rather than clearing after isolated observations)	Authenticity concern remained directionally relevant but not yet strong (the observed pattern suggests authenticity-related risk worth tracking, but the public record remains limited)	Monitor Only
CF-03	Source de Jeunesse	Official / controlled channel mix - Mixed	No repeated counterfeit-risk concern observed (the observed seller and offer context did not show a pattern suggestive of elevated counterfeit-related risk)	—	Monitor Only
CF-04	Renaissance de Nuit	Official channel dominant - Mixed	No repeated counterfeit-risk concern observed (the observed market-facing offer remained sufficiently stable and controlled that no repeated authenticity-related concern was triggered)	—	Monitor Only
CF-05	Regard Infini	Official channel dominant - Mixed	Counterfeit-risk pattern not yet clear across captures (seller presence could be observed, but the public record was not yet clear enough to assess whether the offer context reflected a repeated counterfeit-related pattern)	—	Monitor Only

Summary Interpretation

Counterfeit Risk remained limited and more tentative than the stronger risk signals elsewhere in the report. The clearest current concern was a repeated seller-side pattern in which the same marketplace-led seller set remained tied to weaker visible offer conditions across repeated captures, with a weaker secondary pattern observed in a second monitoring context. The current evidence does not support a conclusion about product authenticity, but it is sufficient to identify where counterfeit-related risk may justify closer validation.

Evidence Position for Priority Cases

Case ID	Repeated Marketplace-Seller Capture	Screenshot Captured	Cross-Period Comparison	Lower-Control Offer Context Confirmed	Current Gap
CF-01	Yes	Yes	Yes	Yes	Repeated captures support the concern, but the public record is still not strong enough to support a firmer authenticity assessment

Priority Case Details

Case CF-01 — Voile Invisible SPF 50

Primary Signal: Repeated seller activity remained concentrated in lower-control marketplace context
Secondary Signal: Counterfeit-related concern remained tied to weaker visible offer state
Status: Prepare Validation

Observed concern: Across repeated captures, GlowHouse Direct and Lumière Beauty Co. remained visible in a weaker marketplace-led context rather than appearing as isolated incidental sellers beside stronger controlled-channel visibility. The concern is not that counterfeit status was directly visible, but that the same recurring seller pattern remained tied to weaker visible offer conditions over time, which can justify closer authenticity-related review.

Why this case requires closer review now: This concern moved beyond isolated third-party presence. A recurring lower-control marketplace pattern remained visible across captures on a SKU already under broader visible pressure, making the signal more commercially meaningful than ordinary marketplace variation.

What evidence is currently available: The current concern is supported by repeated public captures, screenshot retention, and cross-period comparison showing that the same seller set reappeared over time in the same weaker-offer context. The available captures also show a continued contrast between the weaker marketplace-facing offer state and cleaner controlled-channel reference conditions.

What still prevents a stronger conclusion: Public information supports concern about a repeated counterfeit-related pattern, but it does not by itself establish authenticity failure, ownership linkage, product-inspection outcome, or legal non-compliance.

Next validation step: Continue tracking the same seller set across future captures, confirm whether the same weaker marketplace-led context remains visible, and assess whether the same pattern appears again on related offers or adjacent SKUs strongly enough to justify deeper authenticity-related validation.

Closing Summary

What the signal indicates	Why it matters	Validation implication
<p>Counterfeit-related risk remains tentative, but it is not absent. The clearest current pattern is a repeated seller-side pattern in which the same marketplace-led seller set remains associated with weaker visible offer conditions across repeated captures. That pattern is strongest in the Voile Invisible SPF 50 monitoring context and weaker, but still directionally relevant, around L'Éclat d'Or.</p>	<p>Seller-side counterfeit-related signals matter because repeated weaker-offer activity in lower-control marketplace contexts can justify closer authenticity review even when authenticity failure is not directly visible. When the same seller pattern continues to recur over time, the concern becomes more important than one-off marketplace noise and can justify deeper validation.</p>	<p>The current section supports Prepare Validation for the recurring seller-side pattern observed in the Voile Invisible SPF 50 monitoring context, while the weaker secondary pattern observed around L'Éclat d'Or remains at Monitor Only. These observations do not support a definitive counterfeit, legal, or product-authenticity conclusion based on public information alone.</p>

The sections above assess offer- and product-facing validation signals. The sections below assess whether recurring seller behavior and route-related patterns help explain where that risk is coming from.

Seller Offer Pattern Risk

This section assesses whether repeated seller behavior around a monitored SKU appears limited and incidental, or repeated and visible enough to justify closer validation. It is designed to identify seller-level patterns that matter because they recur, shape the market-facing offer, or remain present long enough to become commercially meaningful, without presenting a definitive conclusion about route, authenticity, or legal status from public information alone.

Seller Offer Pattern Summary

Case ID	SKU	Channel - Seller	Primary Signal	Secondary Signal	Status
SP-01	Voile Invisible SPF 50	Amazon Marketplace - GlowHouse Direct	Same seller remained present across repeated captures (GlowHouse Direct appeared again after the first observation)	Same seller remained tied to the weaker visible offer state (the seller stayed at the weaker visible price position rather than in the background)	Validation Recommended
SP-02	L'Éclat d'Or	Amazon Marketplace - PrestigeSkin Outlet	Same seller reappeared across multiple captures (PrestigeSkin Outlet remained visible across more than one observation rather than clearing after an isolated appearance)	Seller presence became more commercially relevant (the seller was associated with the weaker public offer state rather than a neutral alternative listing)	Prepare Validation
SP-03	Source de Jeunesse	Official / controlled channel mix - Mixed	No repeated seller-pattern concern observed (seller presence did not show a repeated or commercially meaningful pattern across observed captures)	—	Monitor Only
SP-04	Renaissance de Nuit	Official channel dominant - Mixed	No repeated seller-pattern concern observed (the observed seller mix remained stable enough that no repeated seller-driven pattern required closer review)	—	Monitor Only
SP-05	Regard Infini	Official channel dominant - Mixed	Seller history not yet clear across captures (seller presence could be observed, but the public record was not yet clear enough to confirm a repeated seller pattern with confidence)	—	Monitor Only

Summary Interpretation

Seller Offer Pattern Risk remained concentrated on a limited number of Maison Héb  SKUs rather than across the full portfolio. The clearest concerns were observed on **Voile Invisible SPF 50** and **L' clat d'Or**, where the issue was not simply that a third-party seller appeared, but that the same seller remained present across repeated captures and continued to shape the weaker market-facing offer state. The remaining SKUs did not show repeated seller behavior strong enough to require closer review during the current period.

Evidence Position for Priority Cases

Case ID	Repeated Seller Capture	Screenshot Captured	Cross-Period Comparison	Visible Offer Position Confirmed	Current Gap
SP-01	Yes	Yes	Yes	Yes	Repeated captures support the concern, but the available public record is still not strong enough to support a firmer assessment of the broader seller pattern
SP-02	Yes	Yes	Yes	Partial	Repetition is visible, but additional capture is still needed to confirm whether the same seller remains consistently tied to the weaker visible offer state

Priority Case Details

Case SP-01 — Voile Invisible SPF 50

Primary Signal: Same seller remained present across repeated captures

Secondary Signal: Same seller remained tied to the weaker visible offer state

Status: Validation Recommended

Observed concern: Across repeated captures, **GlowHouse** Direct remained visible on the listing rather than appearing once and clearing. The seller was not simply present somewhere in the offer set; it remained associated with the weaker visible price state and continued to shape the market-facing offer shown to the shopper.

Why this case requires closer review now: This concern was not limited to one isolated seller appearance. The same seller repeated across captures and remained tied to a SKU already under broader visible market pressure in the Maison H b  sample, making the pattern more commercially important than incidental marketplace noise.

What evidence is currently available: The current concern is supported by repeated public captures, screenshot retention, and a dated capture sequence showing that GlowHouse Direct remained visible over time. Cross-period comparison also shows that the seller continued to appear alongside the weaker public price state rather than disappearing after an isolated observation.

What still prevents a stronger conclusion: Public information supports a repeated seller-pattern concern, but it does not by itself support a firmer assessment of the broader source or cause of the repeated seller behavior.

Next validation step: Continue tracking the listing across future captures, confirm whether GlowHouse Direct remains visible at the weaker price position, and check whether the same seller pattern appears again on linked offers or related SKUs.

Case SP-02 — L'Éclat d'Or

Primary Signal: Same seller reappeared across multiple captures

Secondary Signal: Seller presence became more commercially relevant

Status: Prepare Validation

Observed concern: The seller **PrestigeSkin Outlet** did not clear after a single appearance. Instead, it reappeared across multiple captures and became more relevant to the weaker public offer state. While the pattern is less pronounced than on **Voile Invisible SPF 50**, it is no longer weak enough to treat as routine background activity.

Why this case requires closer review now: This concern repeated often enough to justify closer review rather than routine observation. The seller pattern remains weaker than the strongest cases in the section, but it now appears tied to a SKU already under broader positioning and source-structure pressure elsewhere in the Maison Hébé sample.

What evidence is currently available: The current concern is supported by screenshots, repeated observation across periods, and public comparison showing that **PrestigeSkin Outlet** remained visible more than once and was associated with the weaker market-facing offer state rather than a neutral alternative offer.

What still prevents a stronger conclusion: The current evidence supports concern and closer review, but it is not yet strong enough to show whether this seller behavior remains isolated or is becoming a more sustained pattern.

Next validation step: Continue tracking the listing across future captures and confirm whether **PrestigeSkin Outlet** remains visible often enough, and prominently enough, to establish a sustained seller pattern rather than an intermittent one.

Closing Summary

What the signal indicates

Seller Offer Pattern Risk is concentrated on a small number of Maison Hébé SKUs rather than spread across the portfolio. The clearest seller-pattern concerns are tied to **Voile Invisible SPF 50** and **L'Éclat d'Or**, where repeated seller presence remained associated with the weaker market-facing offer state rather than appearing once and clearing.

Why it matters

Repeated seller visibility matters because it can indicate that the weaker public offer state is not purely incidental. When the same seller remains visible across repeated captures, especially near the weaker visible price position, the pattern becomes more important than a single seller appearance and can justify closer validation even when the current evidence is not yet strong enough to support a firmer assessment.

Validation implication

The current section supports **Validation Recommended** on **Voile Invisible SPF 50** and **Prepare Validation** on **L'Éclat d'Or**, while the remaining Maison Hébé SKUs remain at Monitor Only. These observations do not support a definitive seller-network, gray-market, or legal conclusion based on public information alone.

Seller Network Risk

This section assesses whether observed seller activity remains isolated to individual listings, or whether repeated public signals suggest a broader connection across sellers, offers, or monitored SKUs that justifies closer validation. It is designed to identify seller-linkage patterns that appear structured enough to matter, without presenting a definitive legal, ownership, coordination, or route conclusion from public information alone.

Seller Network Risk Summary

Case ID	SKU	Channel - Seller Group	Primary Signal	Secondary Signal	Status
SN-01	Voile Invisible SPF 50	Amazon Marketplace - GlowHouse Direct / Lumière Beauty Co.	Repeating seller cluster appeared across captures (the same small seller set remained visible across repeated observations)	Sellers showed overlapping weaker-offer behavior (the same seller cluster remained tied to weaker visible offer states across captures)	Validation Recommended
SN-02	L'Éclat d'Or	Amazon Marketplace - PrestigeSkin Outlet / Belle Source Hub	Similar seller pattern appeared on a second priority SKU (a second small seller set showed repeated presence on another SKU already under visible pressure)	Seller overlap remained meaningful but not yet strong (the observed pattern suggests linkage worth tracking, but the current public record remains limited)	Prepare Validation
SN-03	Source de Jeunesse	Official / controlled channel mix - Mixed	No repeated seller-network concern observed (seller presence did not show a repeated clustered pattern across observed captures)	—	Monitor Only
SN-04	Renaissance de Nuit	Official channel dominant - Mixed	No repeated seller-network concern observed (the observed seller mix remained stable enough that no broader seller pattern required closer review)	—	Monitor Only
SN-05	Regard Infini	Official channel dominant - Mixed	Seller pattern not yet clear across captures (seller presence could be observed, but the public record was not yet clear enough to assess whether multiple sellers formed a repeated pattern)	—	Monitor Only

Summary Interpretation

Seller Network Risk remained concentrated on a limited number of Maison Hébé SKUs rather than across the full portfolio. The clearest concerns were observed on **Voile Invisible SPF 50** and secondarily **L'Éclat d'Or**, where the issue was not simply that one seller repeated, but that a small recurring seller set remained visible across repeated captures and continued to appear alongside weaker market-facing offer states. The remaining SKUs did not show clustered seller behavior strong enough to require closer review during the current period.

Evidence Position for Priority Cases

Case ID	Repeated Seller Capture	Screenshot Captured	Cross-Period Comparison	Overlapping Offer Behavior Confirmed	Current Gap
SN-01	Yes	Yes	Yes	Yes	Repeated captures support the concern, but the public record is still not strong enough to support a firmer assessment of whether the seller cluster reflects a broader related pattern
SN-02	Yes	Yes	Yes	Partial	The pattern is directionally visible, but additional repeated capture is still needed to confirm whether the seller overlap remains sustained across time and SKU context

Priority Case Details

Case SN-01 — Voile Invisible SPF 50

Primary Signal: Repeating seller cluster appeared across captures

Secondary Signal: Sellers showed overlapping weaker-offer behavior

Status: Validation Recommended

Observed concern: Across repeated captures, GlowHouse Direct and Lumière Beauty Co. remained visible often enough to suggest more than isolated seller turnover. The concern is not that both sellers appeared once in the same marketplace, but that the same small seller set continued to recur and remained associated with weaker visible offer states over time.

Why this case requires closer review now: This concern moved beyond isolated seller repetition. A recurring seller cluster remained visible across captures on a SKU already under broader visible market pressure, making the pattern more commercially meaningful than normal marketplace variation.

What evidence is currently available: The current concern is supported by repeated public captures, screenshot retention, and cross-period comparison showing that the same seller set reappeared over time. The available captures also indicate that these sellers remained linked to weaker visible offer positions rather than appearing as neutral background alternatives.

What still prevents a stronger conclusion: Public information supports concern about a broader seller pattern, but it does not by itself show ownership linkage, coordination, or a definitive route conclusion.

Next validation step: Continue tracking the same seller set across future captures, confirm whether **GlowHouse Direct** and **Lumière Beauty Co.** continue to recur together or in close sequence, and assess whether the same pattern appears again on related offers or adjacent SKUs.

Case SN-02 — L'Éclat d'Or

Primary Signal: Similar seller pattern appeared on a second priority SKU

Secondary Signal: Seller overlap remained meaningful but not yet strong

Status: Prepare Validation

Observed concern: The observed seller pattern around **L'Éclat d'Or** was weaker than on **Voile Invisible SPF 50**, but it was no longer limited to one isolated seller appearance. **PrestigeSkin Outlet** and **Belle Source Hub** appeared often enough, and in a similar weaker-offer context, to justify tracking them as a possible related seller pattern rather than treating them as unrelated background activity.

Why this case requires closer review now: This concern repeated often enough to justify closer review rather than routine observation. The current public record does not yet show a strong seller cluster, but it does show enough overlap in seller behavior and weaker-offer context to justify tracking the pattern over time.

What evidence is currently available: The current concern is supported by screenshots, repeated observation across periods, and public comparison showing that the same small seller set reappeared around a SKU already under broader positioning and source-structure pressure.

What still prevents a stronger conclusion: The current evidence supports concern and closer review, but it is not yet strong enough to show whether the overlap represents a sustained seller cluster or only repeated coincidence within a thin public record.

Next validation step: Continue tracking the seller set across future captures and assess whether **PrestigeSkin Outlet** and **Belle Source Hub** continue to recur in a similar weaker-offer context often enough to support a firmer assessment.

Closing Summary

What the signal indicates

Seller Network Risk is concentrated on a small number of Maison Hébé SKUs rather than spread across the portfolio. The clearest concern is tied to **Voile Invisible SPF 50**, with a secondary developing concern on **L'Éclat d'Or**, where a small recurring seller set remained visible across repeated captures and continued to appear alongside weaker market-facing offer states.

Why it matters

Clustered seller behavior matters because it can indicate that weaker visible offers are not being driven by isolated seller activity alone. When a small seller set continues to recur across time, especially around weaker visible offer states, the pattern becomes more important than one-off repetition and can justify closer validation even when the current evidence is not yet strong enough to support a firmer assessment.

Validation implication

The current section supports **Validation Recommended** on **Voile Invisible SPF 50** and **Prepare Validation** on **L'Éclat d'Or**, while the remaining Maison Hébé SKUs remain at **Monitor Only**. These observations do not support a definitive seller-network, gray-market, or legal conclusion based on public information alone.

Gray-Market Risk

This section assesses whether observed marketplace signals suggest that a monitored SKU may be appearing through distribution paths that are less controlled, less transparent, or less aligned with the intended channel structure than expected. It is designed to identify repeated gray-market risk signals that are strong enough to justify closer validation, without presenting a definitive legal, route, or channel-breach conclusion from public information alone.

Gray-Market Risk Summary

Case ID	SKU	Channel - Seller / Offer Context	Primary Signal	Secondary Signal	Status
GM-01	Voile Invisible SPF 50	Amazon Marketplace - GlowHouse Direct / Lumière Beauty Co.	Repeated seller activity remained concentrated in non-official marketplace context (the same seller set continued to appear in marketplace-led conditions rather than in controlled-channel conditions)	Weaker visible offer state remained tied to non-official source mix (the recurring seller set continued to shape the weaker market-facing offer rather than appearing beside stronger controlled-channel visibility)	Validation Recommended
GM-02	L'Éclat d'Or	Amazon Marketplace - PrestigeSkin Outlet / Belle Source Hub	Marketplace-led seller recurrence appeared around a pressure SKU (a recurring seller set remained visible around a SKU already under broader visible pressure)	Distribution pattern remained directionally concerning but not yet strong (the observed pattern suggests possible route leakage worth tracking, but the public record remains limited)	Prepare Validation
GM-03	Source de Jeunesse	Official / controlled channel mix - Mixed	No repeated gray-market concern observed (the observed seller and channel mix did not show a repeated pattern suggestive of less controlled route exposure)	—	Monitor Only
GM-04	Renaissance de Nuit	Official channel dominant - Mixed	No repeated gray-market concern observed (the observed market-facing offer remained sufficiently anchored in stable controlled-channel visibility)	—	Monitor Only
GM-05	Regard Infini	Official channel dominant - Mixed	Route pattern not yet clear across captures (seller presence could be observed, but the public record was not yet clear enough to assess whether the offer context reflected a repeated gray-market pattern)	—	Monitor Only

Summary Interpretation

Gray-Market Risk remained concentrated on a limited number of Maison Hébé SKUs rather than across the full portfolio. The clearest concerns were observed on **Voile Invisible SPF 50** and secondarily **L'Éclat d'Or**, where the issue was not simply that third-party marketplace sellers appeared, but that recurring seller activity remained tied to weaker visible offer states in non-official marketplace contexts over repeated captures. The remaining SKUs did not show repeated route-related signals strong enough to require review.

Evidence Position for Priority Cases

Case ID	Repeated Seller Capture	Screenshot Captured	Cross-Period Comparison	Controlled-vs-Non-Official Contrast	Current Gap
GM-01	Yes	Yes	Yes	Yes	Repeated captures support the concern; public record is not strong enough to support a firmer assessment of whether the recurring offer pattern reflects sustained gray-market
GM-02	Yes	Yes	Yes	Partial	The pattern is directionally visible, but additional repeated capture is still needed to confirm whether the same marketplace-led seller context remains sustained over time

Priority Case Details

Case GM-01 — Voile Invisible SPF 50

Primary Signal: Repeated seller activity remained concentrated in non-official marketplace context

Secondary Signal: Weaker visible offer state remained tied to non-official source mix

Status: Validation Recommended

Observed concern: Repeated captures, **GlowHouse Direct** and **Lumière Beauty Co.** remained visible in a marketplace-led context rather than appearing as isolated incidental sellers. The concern is not simply that these sellers appeared on Amazon, but that the same small seller set continued to recur while remaining associated with the weaker visible offer state over time.

Why this case requires closer review now: This concern moved beyond isolated third-party presence. A recurring marketplace-led seller pattern remained visible across captures on a SKU already under broader visible pressure, making the signal more commercially meaningful than normal background marketplace activity.

What evidence is currently available: The current concern is supported by repeated public captures, screenshot retention, and cross-period comparison showing that the same seller set reappeared over time in the same weaker-offer context. The available captures also show a continued contrast between the weaker marketplace-facing offer state and cleaner controlled-channel reference conditions.

What still prevents a stronger conclusion: Public information supports concern about a repeated gray-market pattern, but it does not by itself establish a definitive route breach, ownership linkage, or legal conclusion.

Next validation step: Continue tracking the same seller set across future captures, confirm whether **GlowHouse Direct** and **Lumière Beauty Co.** remain visible in the same weaker marketplace-led context, and assess whether the same route-related pattern appears again on related offers or adjacent SKUs.

Case GM-02 — L'Éclat d'Or

Primary Signal: Marketplace-led seller recurrence appeared around a pressure SKU

Secondary Signal: Distribution pattern remained directionally concerning but not yet strong

Status: Prepare Validation

Observed concern: The observed pattern around **L'Éclat d'Or** was weaker than on **Voile Invisible SPF 50**, but it was no longer limited to one isolated third-party appearance. **PrestigeSkin Outlet** and **Belle Source Hub** appeared often enough, and in a similar weaker-offer marketplace context, to justify tracking them as a possible route-related pattern rather than treating them as unrelated background sellers.

Why this case requires closer review now: This concern repeated often enough to justify closer review rather than routine observation. The current public record does not yet show a strong route pattern, but it does show enough marketplace-led seller recurrence and weaker-offer context to justify tracking the signal over time.

What evidence is currently available: The current concern is supported by screenshots, repeated observation across periods, and public comparison showing that the same small seller set reappeared around a SKU already under broader positioning and source-structure pressure.

What still prevents a stronger conclusion: The current evidence supports concern and closer review, but it is not yet strong enough to show whether the repeated marketplace-led seller context reflects sustained gray-market exposure or only repeated coincidence within a limited public record.

Next validation step: Continue tracking the seller set across future captures and assess whether **PrestigeSkin Outlet** and **Belle Source Hub** continue to recur in the same weaker marketplace-led context often enough to support a firmer assessment.

Closing Summary

What the signal indicates

Gray-Market Risk is concentrated on a small number of Maison Hébé SKUs rather than spread across the portfolio. The clearest concern is tied to **Voile Invisible SPF 50**, with a secondary developing concern on **L'Éclat d'Or**, where recurring marketplace-led seller activity remained associated with weaker market-facing offer states over repeated captures.

Why it matters

Gray-market signals matter because they can indicate that weaker visible offers are not being driven only by isolated marketplace activity. When recurring seller activity remains visible over time in non-official offer contexts, especially around weaker market-facing states, the pattern becomes more important than one-off seller repetition and can justify closer validation even when the current evidence is not yet strong enough to support a firmer assessment.

Validation implication

The current section supports **Validation Recommended** on **Voile Invisible SPF 50** and **Prepare Validation** on **L'Éclat d'Or**, while the remaining Maison Hébé SKUs remain at **Monitor Only**. These observations do not support a definitive gray-market, legal, or route-breach conclusion based on public information alone.

Appendix A - Validation Watchlist

This section lists cases that do not yet justify deeper validation but remain important enough to track because the current pattern could strengthen, recur, or become commercially more meaningful in a later cycle. It is designed to preserve structured watch-level visibility without treating every developing signal as a full validation case.

Validation Watchlist Summary

Case ID	SKU	Risk Area	Current Watch Signal	Why It Remains on Watch	Trigger to Move Up
VW-01	L'Éclat d'Or	Listing Integrity Risk	Listing detail remained thinner than cleaner reference conditions	The concern is repeated enough to matter, but the current public record is still not strong enough for deeper validation	Repeated recurrence plus stronger comparison evidence
VW-02	L'Éclat d'Or	Seller Offer Pattern Risk	Same seller pattern reappeared around a pressured SKU	Seller recurrence is directionally relevant, but still weaker than the strongest seller-side case	Same seller remains visible across additional captures and stays tied to the weaker visible offer state
VW-03	L'Éclat d'Or	Seller Network Risk	Small seller set reappeared in similar weaker-offer context	The overlap is meaningful enough to track, but not yet strong enough to support a firmer linkage assessment	Same seller set recurs in similar context or across adjacent SKUs
VW-04	L'Éclat d'Or	Gray-Market Risk	Marketplace-led recurrence remained tied to weaker visible offer conditions	The route-related signal is directionally concerning, but the current public record remains limited	Same marketplace-led context remains visible across additional captures
VW-05	L'Éclat d'Or	Aged and Expired Inventory Risk	Lower-control marketplace context remained tied to weaker visible offer state	The pattern is directionally relevant to freshness risk, but not strong enough for deeper validation	Repeated recurrence in the same weaker-offer context over additional periods
VW-06	L'Éclat d'Or	Counterfeit Risk	Lower-control seller recurrence remained tied to weaker visible offer conditions	The authenticity-related signal remains directionally relevant, but still below stronger validation threshold	Same seller pattern recurs in the same lower-control context

Summary

The current Validation Watchlist is concentrated on L'Éclat d'Or, not because the case set is already strong enough for deeper validation, but because the same monitored SKU continues to produce developing signals across multiple Product 3 areas without yet crossing the threshold into stronger case treatment. The purpose of the watchlist is therefore not to suggest hidden certainty, but to preserve continuity around cases that could become materially more important if recurrence strengthens, evidence improves, or the same weaker-offer context remains visible over time.

Appendix B - Validation Risk Matrix

Risk Validation Status by SKU

Section	Voile Invisible SPF 50	L'Éclat d'Or	Source de Jeunesse	Renaissance de Nuit	Regard Infini
Listing Integrity Risk	Validation Recommended	Prepare Validation	Monitor Only	Monitor Only	Monitor Only
Aged and Expired Inventory Risk	Prepare Validation	Monitor Only	Monitor Only	Monitor Only	Monitor Only
Counterfeit Risk	Prepare Validation	Monitor Only	Monitor Only	Monitor Only	Monitor Only

Risk Validation Status by Seller

Section	GlowHouse Direct	Lumière Beauty Co	PrestigeSkin Outlet	Belle Source Hub	Olive Young
Seller Offer Pattern Risk	Validation Recommended	Prepare Validation	Monitor Only	Monitor Only	Monitor Only
Seller Network Risk	Validation Recommended	Prepare Validation	Monitor Only	Monitor Only	Monitor Only
Gray-Market Risk	Validation Recommended	Prepare Validation	Monitor Only	Monitor Only	Monitor Only

Appendix C — Section Reference (Navigation Layer)

This appendix is a navigation layer for the recurring Risk Validation Review. It clarifies what each section is designed to assess, what the core concept is, which observed dimensions matter most, and whether the section is primarily offer-led, seller-led, or route-led. It is intended to make the report easier to read, forward, and use without turning the main body into a methodology memo.

Signal Type Guide

Signal Type	Meaning
Offer Integrity	What is visible on the listing or offer record itself
Seller Pattern	Repeated seller behavior around a monitored offer or SKU
Seller Structure	Repeated seller clustering, overlap, or seller-set recurrence
Route Exposure	Signals suggesting less controlled or less transparent distribution context
Product Condition	Signals suggesting possible freshness, aging-in-market, or expiry-related concern
Product Authenticity	Signals suggesting possible authenticity-related concern without proving counterfeit status

Section Reference Table

Section	Objective	Core Concept	Key Observed Dimensions	Signal Type
Listing Integrity Risk	Does the visible listing record appear clean, stable, and reliable enough to support normal market review?	Listing-level weakness can justify closer validation even when stronger conclusions are not yet supported	Title stability, image consistency, product-detail completeness, comparison versus cleaner reference listing, repeated capture stability	Offer Integrity
Aged and Expired Inventory Risk	Do public signals suggest possible aging-in-market or expiry-related concern strong enough to justify closer validation?	Repeated weaker-offer patterns in lower-control contexts can justify freshness-related concern without proving product age or expiry	Repeated seller recurrence, weaker-offer marketplace context, lower-control offer conditions, recurrence over time	Product Condition
Counterfeit Risk	Do public signals suggest possible authenticity-related concern strong enough to justify closer validation?	Repeated weaker-offer patterns in lower-control contexts can justify authenticity-related concern without proving counterfeit status	Repeated seller recurrence, weaker visible offer state, lower-control marketplace context, contrast versus cleaner controlled-channel conditions	Product Authenticity
Seller Offer Pattern Risk	Is repeated seller behavior becoming commercially meaningful rather than incidental?	Repeated seller recurrence matters when the same seller remains tied to the weaker visible offer state over time	Same-seller recurrence, visible offer position, recurrence across captures, association with weaker visible offer state	Seller Pattern
Seller Network Risk	Does repeated seller activity suggest a broader seller-set pattern rather than isolated seller behavior?	Small recurring seller clusters may justify closer validation when the same seller set reappears across time or related contexts	Seller-set recurrence, overlap across captures, repeated weaker-offer context, recurrence across related offers or adjacent SKUs	Seller Structure
Gray-Market Risk	Do repeated public signals suggest that the offer may be moving through less controlled or less transparent route contexts?	Marketplace-led recurrence in weaker, non-official contexts can justify route-related concern without proving route breach	Marketplace-led seller recurrence, lower-control offer context, contrast versus cleaner controlled-channel conditions, recurrence over time	Route Exposure

Appendix D – Glossary

Validation Status

Validation Recommended: Current public evidence is strong enough to justify deeper validation as an active priority case.

Prepare Validation: Current public evidence is not yet strong enough for the highest-priority treatment, but repeated signals and available support are strong enough to justify movement beyond routine monitoring.

Monitor Only: The observed signal remains below deeper-validation threshold and should continue to be tracked without priority-case treatment.

Evidence and Observation

Repeated Capture: More than one observation point collected over time for the same monitored context.

Repeated Seller Capture: More than one observation showing the same visible seller recurring in the same monitored context.

Repeated Seller Cluster: A small recurring seller set that reappears across repeated captures, related offers, or adjacent SKU contexts.

Cleaner Reference Listing: A more complete, stable, or controlled public listing used as the comparison basis for evaluating weaker listing conditions.

Controlled-Channel Reference Condition: A cleaner, more stable, or more controlled public-market condition used as a comparison point against weaker marketplace-led exposure.

Comparison Basis: The available public reference used to assess whether the observed offer, listing, or seller context appears weaker than a cleaner market-facing condition.

Listing and Offer Terms

Listing Integrity Concern: A repeated weakness in the visible listing record, such as unstable presentation, thin product detail, or inconsistency versus a cleaner reference listing.

Weaker Visible Offer State: A visible market-facing offer condition that appears weaker than cleaner reference conditions, including weaker presentation, weaker control, or weaker visible positioning.

Lower-Control Marketplace Context: A marketplace-led offer environment where seller recurrence, weaker visible offer conditions, or less controlled exposure justify closer review.

Offer Integrity: The degree to which the visible listing record appears stable, complete, and reliable enough to support normal market review.

Seller and Route Terms

Seller Pattern: A repeated seller-side behavior that remains visible often enough, and in a meaningful enough way, to justify closer validation.

Seller Structure: The broader seller-set pattern reflected by repeated overlap, clustering, or recurrence across captures, related offers, or adjacent SKUs.

Route Exposure: Public signals suggesting that an offer may be moving through a less controlled, less transparent, or less aligned distribution context.

Gray-Market Risk Signal: A repeated marketplace-led pattern that suggests possible non-official route exposure without proving route breach or legal non-compliance.

Product Condition and Authenticity Terms

Freshness-Risk Signal: A repeated public signal suggesting possible aging-in-market or expiry-related concern without proving product age, expiry status, or storage failure.

Product Condition: The condition-related risk context surrounding an offer, including possible aging-in-market or freshness-related concern inferred from public signals.

Counterfeit-Related Signal: A repeated public signal suggesting possible authenticity-related concern without proving counterfeit status.

Product Authenticity: The authenticity-related risk context surrounding an offer, assessed through public-market signals without definitive authenticity determination.

Case Progression Terms

Structured Watch: Continued tracking of a weaker but recurring case because the current pattern could strengthen or become more commercially meaningful in a later cycle.

Priority Case: A case that is above routine monitoring and is receiving deeper validation attention because the observed signal is stronger, more repeated, or more commercially meaningful.

Current Gap: The key missing element that still prevents a firmer validation conclusion.

Trigger to Move Up: The additional recurrence, evidence, or pattern strengthening that would justify movement above the current validation level.

Appendix E – Data Sources and Methodology

This report is based exclusively on publicly observable external market signals collected across online retail environments where Maison Hébé products are visibly listed and sold. It is designed to support validation prioritization, not to provide definitive legal, forensic, or product-authentication conclusions from public information alone.

Scope of Observation

Data is captured at the monitored-offer level and organized across three main external observation layers:

- **Listing layer** — title structure, image consistency, pack-size wording, product-detail completeness, and comparison against cleaner reference listings
- **Seller layer** — visible seller identity, repeated seller recurrence, seller-set overlap, visible offer position, and recurrence across repeated captures
- **Offer-context layer** — marketplace-led versus cleaner controlled-channel conditions, lower-control offer exposure, and repeated association with weaker visible offer states

Repeated Capture Logic

The report relies on **repeated capture over time**, not single-point observation alone. Repeated capture is used to determine whether an observed concern appears:

- Isolated and incidental
- Repeated and commercially meaningful
- Persistent enough to justify movement above routine monitoring

This repeated-capture logic is central to the distinction between:

- **Monitor Only**
- **Prepare Validation**
- **Validation Recommended**

Comparison Logic

Observed offers are assessed against cleaner reference conditions where available. These reference conditions may include:

- Cleaner reference listings
- Stronger controlled-channel visibility
- More stable market-facing offer conditions
- More complete product-detail presentation

The purpose of comparison is to determine whether the observed public record appears weaker, less stable, or less controlled than the cleaner external reference state.

Evidence Position

The report uses publicly observable evidence only, including:

- Repeated marketplace captures
- Screenshots retained across periods
- Cross-period comparison
- Seller recurrence and seller-set overlap

- Contrast between weaker marketplace-led conditions and cleaner controlled-channel conditions

This evidence is sufficient to support:

- Observed concern
- Repeated-pattern identification
- Structured watch
- Deeper validation prioritization

It is not sufficient on its own to prove:

- Counterfeit status
- Expired-product status
- Route breach
- Ownership linkage
- Legal non-compliance

Section Architecture

The recurring Product 3 review is organized across six validation areas:

1. Listing Integrity Risk
2. Aged and Expired Inventory Risk
3. Counterfeit Risk
4. Seller Offer Pattern Risk
5. Seller Network Risk
6. Gray-Market Risk

These sections are not all anchored the same way:

- **Offer-led:** Listing Integrity Risk
- **Product-condition / authenticity-led:** Aged and Expired Inventory Risk, Counterfeit Risk
- **Seller / route-led:** Seller Offer Pattern Risk, Seller Network Risk, Gray-Market Risk

This distinction is intentional and reflects the fact that some validation concerns are primarily visible in the **listing or offer record**, while others are more clearly visible in the **seller-side or route-related pattern**.

Interpretation Boundary

This report should be read as a **structured external validation tool**. It identifies where public signals are weak, repeated, or commercially meaningful enough to justify closer review. It does not rely on internal brand data, test buys, hidden seller records, product inspection, or non-public evidence.

As a result, the report is designed to answer:

- Where the strongest current validation pressure is concentrated
- Which cases remain on structured watch
- Which patterns are repeated enough to matter
- What still prevents a firmer conclusion

It is not designed to issue definitive legal, forensic, or product-authentication findings from public observation alone.