

# Maison Hébé - Price Control Management

Reporting Month: April 2026

## Month-End Management Summary

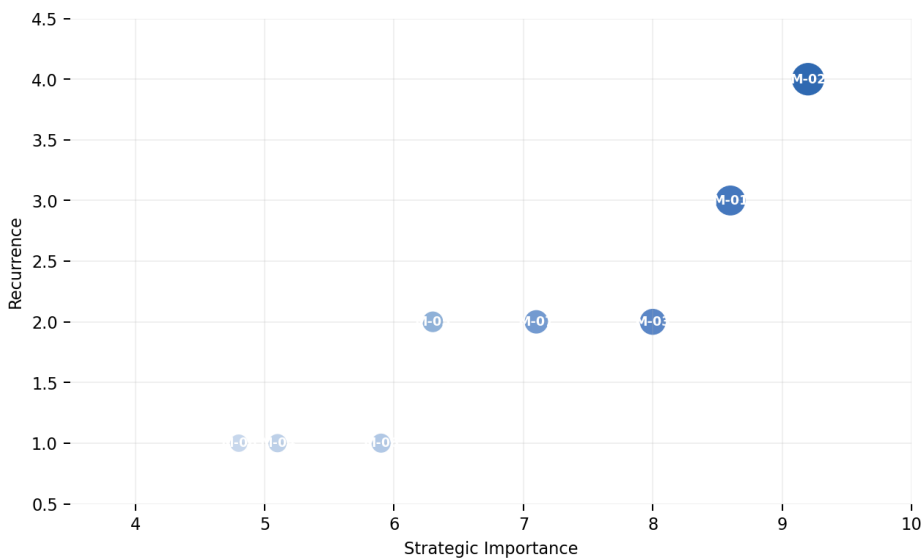
This section shows how Marketplace Price Drift risk ended the month, whether control improved or remained constrained, and which unresolved issues require management attention now.

Carried from Prior Month	Resolved	New	Currently Open
9	6	5	8
			<b>Priority Exceptions: 3</b>

Resolution offset inflow, with a small number of cases persisting into month-end and requiring targeted intervention.

## Marketplace Price Drift Risk Map (Month-End Open Cases)

This map shows all unresolved Marketplace Price Drift cases still open at the end of the month. Position reflects strategic importance and recurrence. Bubble size shows peak gap, and bubble shade reflects visibility, with darker blue indicating the more exposed lower-price state.



8 Marketplace Price Drift cases remain open at month-end, **including 3 priority cases requiring immediate management attention**. These cases reflect persistent price gaps and remain concentrated on a limited SKU subset.

**Bubble size:** gap magnitude. **Bubble shade:** visibility (darker indicates higher visibility).  
**X-axis:** Strategic Importance. **Y-axis:** Recurrence.

## Month-End Management Priorities

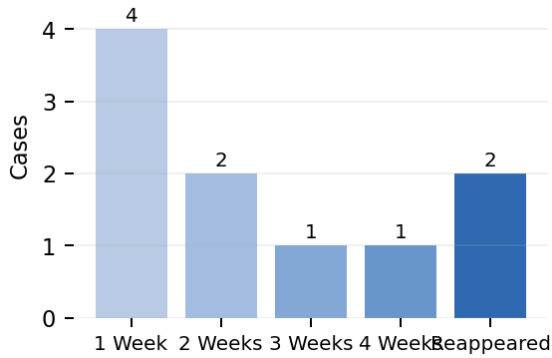
- Correct the repeated discount-driven price state on Voile Invisible SPF 50, as promotional leakage remained visible and unresolved at month-end.
- Confirm seller status on GrayMarketHub for L'Éclat d'Or and prepare escalation if the same seller remains visible, as repeated seller-driven exposure continues to define the lower public price state.
- Restore the Amazon-Sephora price relationship on Source de Jeunesse, as the cross-channel misalignment persisted through month-end without correction.

## Pattern Review

This section isolates the month's repeat patterns, identifies what structurally drove unresolved month-end risk, and shows where that risk remained concentrated.

### Recurrence Distribution

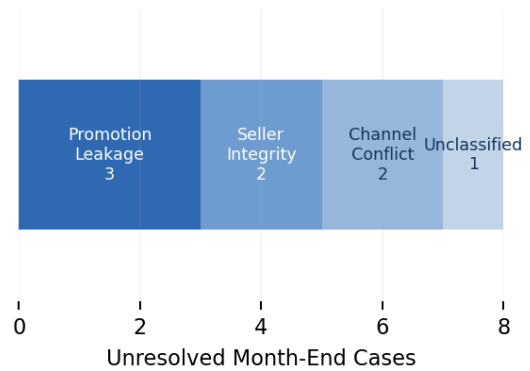
This chart shows how long observed cases persisted during the month. It distinguishes short-lived activity from repeated conditions indicating sustained price control breakdowns.



### Subtype Contribution

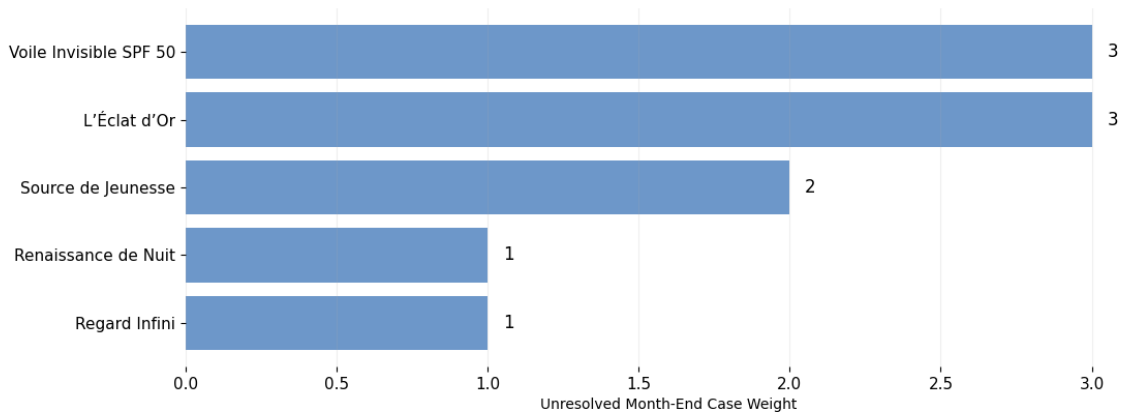
This chart shows which actionable subtype drove the unresolved month-end risk picture. It identifies the primary source of sustained pricing pressure at month-end.

Month-end unresolved risk was driven primarily by Promotion Leakage and Seller Integrity, with Channel Conflict remaining more contained.



## Concentration Review

This chart shows where unresolved risk remained concentrated at month-end. It identifies whether a limited number of SKUs drove most of the remaining exposure.



## Month-Level Pattern Interpretation

- Month-end risk remained concentrated in a small number of priority SKUs.
- Two cases transitioned from short-lived activity into repeated unresolved conditions.
- Promotion Leakage drove most sustained price weakening.
- Seller-driven exposure remained concentrated in a single pattern.

## Month-End Unresolved Priority Cases

This section isolates the unresolved cases that matter enough at month-end to justify management attention. These are not all open cases. They are the repeated, visible, or strategically important cases.

### Case M-01 — Voile Invisible SPF 50

Subtype: Promotion Leakage

Weeks Active: 3

Month-End Status: Open

Lower Price Location: Amazon /  
BeautyOutlet

Reference Channel: Sephora

**Why It Matters Now:** The discounted public price remained visible across multiple weeks and was not corrected by month-end, confirming sustained promotional leakage beyond intended thresholds.

**Recommended Next-Month Action:**

Request discount adjustment to align with intended promotional thresholds.

**Evidence Status:** Reference Comparison Captured

### Case M-02 — L'Éclat d'Or

Subtype: Seller Integrity

Weeks Active: 3

Month-End Status: Open

Lower Price Location: Amazon /  
GrayMarketHub

Reference Channel: Sephora

**Why It Matters Now:** The same seller remained visible through month-end and continued to define the lower public price state on a priority SKU, indicating sustained seller-driven exposure.

**Recommended Next-Month Action:**

Confirm seller authorization and escalate if the same seller remains visible.

**Evidence Status:** Timestamped Screenshot Captured

### Case M-03 — Source de Jeunesse

Subtype: Channel Conflict

Weeks Active: 2

Month-End Status: Open

Lower Price Location: Amazon /  
MarketplaceHub

Reference Channel: Sephora

**Why It Matters Now:** The cross-channel price relationship remained misaligned at month-end despite normal handling, indicating persistent channel-level breakdown.

**Recommended Next-Month Action:**

Engage channel partner to restore pricing alignment and escalate if misalignment persists.

**Evidence Status:** Reference Comparison Captured

## Evidence Readiness Summary

This table confirms that all priority cases have sufficient documentation to support next-month correction, verification, or escalation without additional evidence requirements.

Case ID	Evidence State	What Is Already Captured	Use
M-01	Reference Comparison Captured	Visible discount state, discounted price, reference channel comparison	Supports immediate discount correction
M-02	Timestamped Screenshot Captured	Seller, visible price, listing URL, recurrence history	Supports seller confirmation and escalation if unresolved
M-03	Reference Comparison Captured	Channel comparison, gap evidence, listing captures	Supports channel alignment and escalation if needed

## Appendix A – Month-End Concentration of Marketplace Price Drift Cases Across Monitored SKUs and Channels

This schedule lists the full monitored SKU and channel set and all currently open Marketplace Price Drift cases. Priority cases are identified within the schedule, with the remaining cases providing full visibility on lower-priority or watch-level exceptions.

Current issues are concentrated on Amazon and hydration SKUs, indicating channel-specific pressure rather than broad-based pricing misalignment.

SKU	Issues Count By SKU	Amazon	Sephora	Olive Young	Walmart	Shopify	Other Channels
Issues Count by Channel		2	2	1	2	5	0
L'Éclat d'Or	1	<b>M-01</b>					
Source de Jeunesse	1			M-14	<b>M-03</b>		
Voile Invisible SPF 50	2		<b>M-02</b>		M-04		
Brume de Rosée	0						M-15
Regard Infini	2	M-07				M-05	M-16
Renaissance de Nuit	1					M-06	
Crème Souveraine	0	M-13					
Éclat Premier	0						
Velours de Lune	0						
Essence de Lumière	1					M-10	
Sérum Absolu	2		M-08	M-09			
Perle de Nuit	1					M-11	
Fluide Céleste	1					M-12	
Masque d'Aurore	0						
Contour Élixir	0						

**Bold:** Priority, **Dark Grey:** Open (non-priority), **Light Grey:** Closed this week, **Blank:** No issue observed