

Maison Hébé - Price Control Action Report

Reporting Week: April 1-7, 2026

Executive Summary

Price Drift remains contained, with a small number of repeated, visible cases driving risk. Issues declined week over week, but recurrence increased, shifting focus to targeted action.

Carried from Prior Week	Resolved	New	Currently Open
11	4	5	12 Priority Exceptions: 4

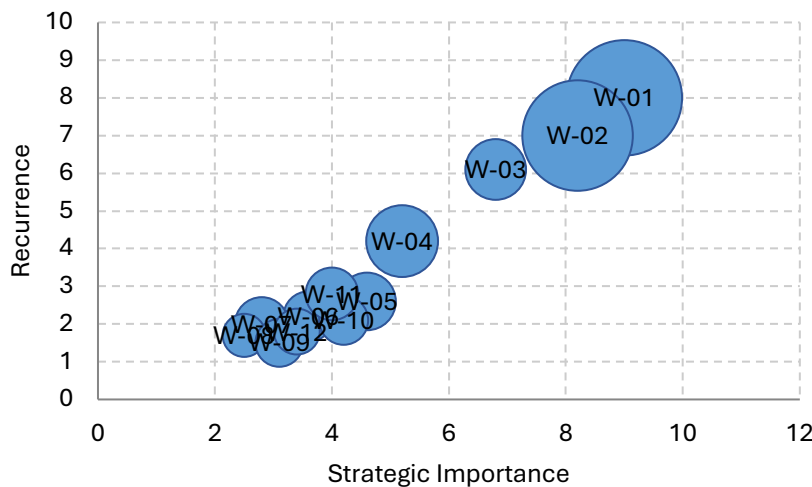
Key Changes

- Four prior-week exceptions cleared, reducing overall noise and tightening the active action set.
- Two seller-driven cases moved into consecutive recurrence, confirming sustained exposure rather than isolated observations.
- Channel divergence narrowed across most SKUs, with one prestige-linked conflict remaining active and visible.

Priorities

- Focus this week is on escalating repeated seller-driven exposure and preventing discount-driven price resetting.
- Escalate GrayMarketHub recurrence on L'Éclat d'Or due to sustained primary-visible undercut versus reference pricing.
- Prevent repeat discount exposure on Voile Invisible SPF 50 and L'Éclat d'Or from becoming the accepted visible marketplace price.
- Maintain undercutting on hydration-related SKUs under active watch while current offers remain live and shopper-visible.

Marketplace Price Drift Risk Map (All open exceptions)



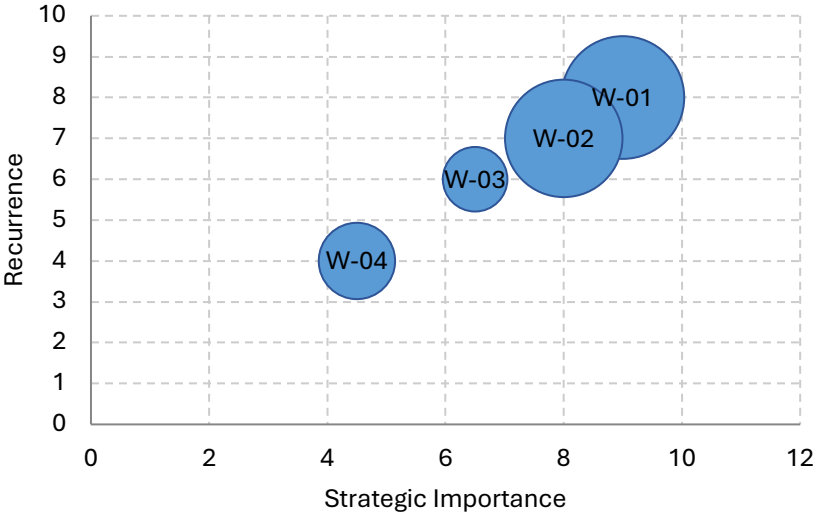
12 Marketplace Price Drift cases are open, **including 4 high-priority cases requiring immediate action**. These cases reflect visible price gaps reinforced by recurrence. Drift remains concentrated on a limited SKU subset, indicating localized control breakdowns rather than systemic misalignment.

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

Detailed Assessment

The map and case reference table below show the current high-priority Marketplace Price Drift cases requiring immediate attention. These cases reflect visible price gaps supported by recurrence and subtype patterns. These cases are prioritized based on the combination of visibility, recurrence, and commercial impact, which together indicate sustained and actionable price control breakdowns rather than isolated observations.

Marketplace Price Drift Risk Map (Priority exceptions)



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

Marketplace Price Drift Reference Table (Priority exceptions)

Drift remains concentrated, indicating targeted control breakdowns. The priority cases reflect price gaps confirmed as persistent and actionable.

Priority	Case ID	Subtype	SKU
1	W-01	Seller Integrity	L'Éclat d'Or
2	W-02	Promotion Leakage	Voile Invisible SPF 50
3	W-03	Channel Conflict	Source de Jeunesse
4	W-04	Seller Integrity	Voile Invisible SPF 50

These cases break down into three distinct drivers of price control risk: channel conflict, promotion leakage, and seller integrity. The priority set is primarily driven by seller integrity and promotion leakage dynamics, where repeated seller exposure and discount-driven pricing are sustaining visible marketplace undercutting. Channel conflict is present but more contained and limited to specific SKUs

Channel Conflict

Channel Conflict occurs when a lower public marketplace price conflicts with the intended price position in another monitored channel. This matters because it creates cross-channel tension and weakens control over price consistency and market positioning.

SKU	Anchor Channel -	Conflict Channel / Seller -	Observed Price	Gap	Offer Visibility - Availability	Weeks Active
Source de Jeunesse	Sephora -	Amazon / MarketplaceHub	\$29.95	\$28.10 -6.1%	Secondary Offer - Limited	2
L'Éclat d'Or	Sephora -	Amazon / GrayMarketHub	\$16.95	\$13.25 -21.8%	Primary Visible - In Stock	2

Channel Conflict is concentrated and driven by visible price gaps against reference channels. Cases reflect persistent conflicts requiring active review.

Promotion Leakage

Promotion Leakage occurs when visible discounting pushes the public marketplace price below the intended promotional level. This matters because repeated discount exposure can reset the public price and weaken control.

SKU	Channel / Seller -	Observed Discount	Effective Price	Threshold	Offer Visibility - Availability	Weeks Active
Voile Invisible SPF 50	Amazon / BeautyOutlet	- 20%	\$22.25	15%	In Stock	2
Regard Infini	Amazon / FlashDeals	- 25%	\$14.90	15%	Limited	1

Promotion Leakage remains concentrated on a limited SKU subset. Cases reflect visible discount-driven price gaps increasing priority.

Seller Integrity

Seller Integrity occurs when a lower public marketplace price is linked to an unverified or unauthorized seller. This matters because repeated exposure increases the risk of uncontrolled distribution and requires verification or escalation.

Channel / Seller	Seller Status	SKU	Observed Issues	Offer Visibility - Availability	Weeks Active
Amazon / GrayMarketHub	Seller is not supported by the defined authorization framework	L'Éclat d'Or	2	Primary Visible - In Stock	2
Amazon / BeautyOutlet	Public information does not allow confirmation of seller legitimacy	Voile Invisible SPF 50	1	Primary Visible - Limited	2

Seller Integrity remains concentrated across a limited seller set. Cases reflect seller-linked price gaps requiring verification or escalation.

Transition to Action

These patterns indicate that the current risk is driven by repeated, visible exposure rather than isolated events. As a result, the identified cases are now positioned for immediate action based on established evidence and recurrence.

Action Support

This section lists cases requiring immediate action and the exact next step for each, supported by evidence readiness and recurrence indicators. These cases reflect repeated and visible price gaps with sufficient supporting evidence, enabling immediate correction, verification, or escalation without further analysis.

Priority Action Queue

Case ID	SKU	Lower Price Location	Subtype	Recommended Action	Evidence Reference
W-01	L'Éclat d'Or	Amazon / GrayMarketHub	Seller Integrity	Escalate	EV-01
W-02	Voile Invisible SPF 50	Amazon / BeautyOutlet	Promotion Leakage	Correct	EV-02
W-03	Source de Jeunesse	Amazon / MarketplaceHub	Channel Conflict	Align	EV-03
W-04	Voile Invisible SPF 50	Amazon / BeautyOutlet	Seller Integrity	Verify	EV-04

Priority Case Details

L'Éclat d'Or

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, and recurrence confirmation.

Voile Invisible SPF 50

Case ID: W-02

Issue Type: Promotion Leakage

Observed Channel / Seller: Amazon / BeautyOutlet — \$22.25 (20% discount) vs 15% intended threshold

Why It Entered Priority Queue: Discounted price remained primary visible for a second consecutive week at a 20% discount versus a 15% threshold, confirming repeated promotional leakage beyond intended levels.

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

Visibility State: Primary Visible

Recommended Action: Correct — request adjustment of discounting to align with intended promotional thresholds, based on observed discount exceeding defined limits and repeated marketplace exposure.

Evidence State: Price and discount comparison captured against defined thresholds, supported by listing screenshots and visibility confirmation.

Source de Jeunesse

Case ID: W-03

Issue Type: Channel Conflict

Observed Channel / Seller: Amazon / MarketplaceHub — \$28.10 vs Sephora reference \$29.95 (-6.1%)

Why It Entered Priority Queue: Lower marketplace price remained primary visible for a second consecutive week at a 6.1% undercut versus the reference channel, confirming persistent cross-channel price conflict.

Persistence State: 2nd Consecutive Week, first observed 2026-04-01

Visibility State: Primary Visible

Recommended Action: Align — engage channel partner to restore pricing alignment with reference channel, based on confirmed cross-channel price deviation and sustained visibility.

Evidence State: Complete evidence set including channel comparison, observed price gap, listing captures, and recurrence confirmation.

Voile Invisible SPF 50

Case ID: W-04

Issue Type: Seller Integrity

Observed Channel / Seller: Amazon / BeautyOutlet — \$22.25 vs reference pricing; seller authorization unclear

Why It Entered Priority Queue: Visible undercut remained active for a second consecutive week with unclear seller authorization, requiring verification before escalation due to sustained exposure.

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

Visibility State: Primary Visible

Recommended Action: Verify — confirm seller authorization and pricing conditions to determine whether escalation is required, based on observed price deviation and repeated exposure.

Evidence State: Initial evidence set including observed price capture, listing details, and preliminary seller identification, sufficient to support verification.

Evidence Readiness

Evidence Readiness indicates whether each case has sufficient supporting documentation to proceed with the recommended action. All cases below have evidence aligned to their action path, enabling immediate correction, verification, or escalation. Each case includes an Evidence Pack, a structured set of supporting documentation including timestamped price capture, listing screenshots, seller identification, reference price comparison, and recurrence confirmation.

Case ID	Evidence Status	What Is Already Captured	Use	Evidence Reference
W-01	Complete evidence available to initiate enforcement or corrective action	Timestamped listing capture, seller identity, observed price, reference price comparison, and recurrence confirmation	Supports immediate escalation with documented unauthorized seller exposure and sustained undercut versus reference pricing	EV-01
W-02	Sufficient evidence to request correction or validate conditions	Discounted price capture, reference price comparison, threshold validation, and listing screenshots	Supports immediate discount correction request and verification of promotional compliance against defined thresholds	EV-02
W-03	Complete evidence available to initiate enforcement or corrective action	Channel price comparison, observed gap validation, listing captures, and recurrence confirmation	Supports immediate retailer alignment request with confirmed cross-channel price conflict and sustained visibility	EV-03
W-04	Initial evidence available; further confirmation required before escalation	Observed price capture, listing details, seller identity inputs, and initial authorization checks	Supports immediate seller verification and escalation decision based on confirmation of authorization status	EV-04

Appendix A - Open Cases Not in Detailed Assessment

The cases below remain currently open at the end of the week but are not included in the Detailed Assessment because they are lower priority than the main weekly action cases or do not yet meet the threshold for deeper review. Each case includes the specific trigger that would move it into the higher-priority workflow next cycle.

Case ID	SKU	Subtype	Current State	Why Not in Detailed Assessment	Next Review Trigger Moving to Detailed Assessment
W-05	Regard Infini	Promotion Leakage	Open	First observed this week and lower strategic importance than current priority cases.	If the discounted state remains live next week or visibility increases.
W-06	Renaissance de Nuit	Channel Conflict	Open	Lower visibility than the current conflict cases and not yet repeated.	If the conflict remains open at the end of the week next cycle.
W-07	Regard Infini	Seller Integrity	Verification Pending	Seller-linked lower price is real, but seller status is not yet confirmed, and the case is not action-ready.	Once seller status is confirmed or the same seller reappears next week.

Appendix B – 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	W-01					
Source de Jeunesse	1			W-14	W-03		
Voile Invisible SPF 50	2		W-02		W-04		
Brume de Rosée	0						W-15
Regard Infini	2	W-07				W-05	W-16
Renaissance de Nuit	1					W-06	
Crème Souveraine	0	W-13					
Éclat Premier	0						
Velours de Lune	0						
Essence de Lumière	1					W-10	
Sérum Absolu	2		W-08	W-09			
Perle de Nuit	1					W-11	
Fluide Céleste	1					W-12	
Masque d'Aurore	0						
Contour Élixir	0						

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

Appendix C - Glossary

Core Concepts

Marketplace Price Drift: A lower public marketplace price relative to the intended reference price for a SKU.

Channel Conflict: A Marketplace Price Drift case where the lower public price conflicts with the intended price position in another monitored channel.

Promotion Leakage: A Marketplace Price Drift case where the lower public price is driven by discounting beyond the intended promotional threshold.

Seller Integrity: A Marketplace Price Drift case where the lower public price is linked to an unverified, unauthorized, or questionable seller.

Executive Summary Table

Carried from Prior Week: Cases observed in a prior reporting period that remain active at the latest capture.

Resolved: Cases previously observed that are no longer active at the latest capture.

New: Cases first observed during the current reporting week.

Currently Open: All cases active at the end of the reporting week, including new, recurring, and unresolved cases.

Priority Exceptions: Subset of currently open cases that meet the threshold for immediate action based on visibility, recurrence, and commercial impact.

Risk Map Dimensions

Gap Magnitude: The percentage difference between the observed marketplace price and the reference price.

Visibility: The degree to which a price is exposed to the shopper at the time of capture.

Primary Visible: The most prominent price shown to the shopper.

Secondary Offer: A less prominent or secondary visible price.

Recurrence: The persistence of a case across reporting periods.

First Observation: Observed for the first time in the current week.

Repeated: Observed across multiple non-consecutive weeks.

Consecutive: Observed in back-to-back reporting weeks.

Strategic Importance: Relative importance of a SKU based on brand positioning, sales relevance, or channel significance.

Detail Assessment Tables

Anchor Channel: The intended reference price for a SKU in a controlled or benchmark channel.

Observed Price: The publicly visible marketplace price captured during monitoring.

Discount Threshold: The maximum intended discount level for a SKU under normal promotional conditions.

Availability: The stock status of the observed offer at the time of capture.

In Stock: Available for purchase.

Limited: Restricted or low availability

Weeks Active: Number of consecutive reporting weeks in which the case has been observed.