

The background of the entire page is a close-up, artistic photograph of several colored pencils. The pencils are arranged in a fan-like pattern, with their tips pointing towards the center. The colors are vibrant, including shades of red, orange, pink, and purple. The lighting is dramatic, highlighting the smooth texture of the pencil barrels and the sharp edges of the tips. The background is dark, making the colors of the pencils stand out prominently.

ELCP and POS COE+ Guide

Spring 2026 Jan-June

Index

*Click below
to go to
brand page.*

Introduction.....3

POS COE+.....4

Aramis.....8

Balmain.....29

Bobbi Brown.....36

Clinique.....37

Estee Lauder.....64

Frederic Malle.....85 *Coming soon!*

Jo Malone London.....86

Kilian Paris.....149 *Coming soon!*

La Mer.....163

MAC.....187

Origins.....236

Tom Ford Beauty.....242

***Once on brand page click on the hero product and it will bring
you back to the Index.***

Introduction

Dear ELCP Team,

Spring 2026 brings many opportunities for you and your brands. To help, we've created a resource covering visual merchandising, gratis, uniforms, lightbox measuring, and supplies.

January - June

- *Supply calendar overview – know when materials are expected to arrive.*
- *Gratis – an overview of scheduled gratis releases for the next 6 months.*
- *Uniforms – don't have the app on your iPad, don't worry! See link on page 6.*
- *How to measure a lightbox*
- *Repair & maintenance- Service Channel login and details*
- *Visual Merchandising – details on all of the updates that will be happening the next 6 months.*
- *If there is something else you would like to see in these guidelines, please reach out.*

This is all part of our extended services we like to call POS COE +. As a reminder, we are also here to help your counters with the following:

- *Tracking of new launch collateral (For immediate assistance call # below)*
- *Requests for ongoing and launch collateral (please provide photo if applicable)*
- *Tracking gifts and samples (For immediate assistance call # below)*
- *Lightbox graphic support*
- *Program/launch questions*

Contact information:

- *Phone: 1-844-387-1122*
- *Email: pointofsalesupport@estee.com*

Please note our hours of operation:

- *Monday thru Friday 10am – 7pm EST*

Voicemail is available outside of hours of operation, and calls will be returned on the next business day

*Sincerely,
The POS COE Team*

Supply Calendar- POS COE +

This is estimated timing- shipments may vary by item and store. Please contact POS COE if supplies are needed outside of the calendar timeline pointofsalesupport@estee.com

January

February

March

Clinique

Clinique

Clinique

MAC

Tom Ford

April

May

June

Clinique

Clinique

Clinique

MAC

By request only

*Estee Lauder, Jo Malone London, La Mer, Origins, LaMer
Bobbi Brown, Frederic Malle, Kilian Paris, Balmain, Aramis*



Gratis- POS COE +

*For assistance with any gratis inquiries (missing awards, email address change, login support), please direct your counter teams to contact:
gratis@estee.com*

THE COSMETICS
COMPANY STORE

January

February

March

*Jo Malone London
LaMer*

*Estee Lauder
MAC
Bobbi Brown
Origins
Clinique
Military*

*Tom Ford
Kilian Paris
Frederic Malle
Balmain
MAC*

April

May

June

Clinique

Bobbi Brown

Uniform- POS COE +

For assistance with uniforms contact POS COE.

To access the uniform site EL/CL- [ELC Uniform Ordering](#)

To access the uniform site Balmain/ Frederic Malle/ Tom Ford [Luxe Uniform Ordering](#)



How to measure a lightbox- POS COE +

STEP 1: DETERMINING "OUTSIDE" MEASUREMENT

Open light-box. Measure end-to-end of the light-box horizontally (Width) and then vertically (Height). This is your "outside" measurement because it is the width (W) and height (H) of the "outside", or total area, of the transparency that goes into the light-box.

STEP 2: DETERMINING "INSIDE" MEASUREMENT

Close light-box. The part of the transparency that you see (not the part that is hidden behind the frame) is called the "inside" measurement.

POINTERS

1. W x H (that's the order) – otherwise the "vertical" or "horizontal" distinction will be inverted.
2. The "outside" measurement is always larger than the "inside" measurement. If it's not, something is wrong.
3. Think of a picture frame in your house. If you buy a 5x7 picture frame it does not mean necessarily (unless there is no frame) that the whole picture frame itself measures 5x7 – it means that the "inside" measurement" or the part of the picture you see is 5x7. However, the overall actual size of the photo you put in the frame may be larger than what you see – that's called the "outside" measurement.

HORIZONTAL
LIGHTBOX
 $H < W$



VERTICAL
LIGHTBOX
 $W < H$



Repair & Maintenance- POS COE +

As a Field Executive, you are responsible for requesting repairs and maintenance work to be done on your counters.

Before entering a request, ALWAYS contact your retail partner to address. The Retailer should be your first point of contact for repairs and immediately if hazardous.

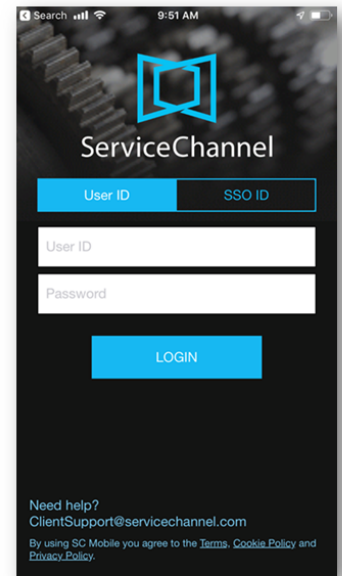
If retailer is not able to resolve follow these steps:

Service Channel log in

- Download app from Apple APP store Service Channel "business"
- User ID: work email ex. *jdoe@estee.com* case sensitive
- Password: *elc1234* single sign on

Create work order

- Select work order icon WO/ new WO
- Select location of the repair- *6 digit door number & brand abbreviation Example 1403-01CL
- Follow prompts and be as descriptive as possible, listing everything that is in need of repair with as much detail as you can.
- Include photos. The more the better, ideally ones that clearly identify what and where the issues are.
- Never discard parts!



If approved, the Counters Facilities Team will work on completion. Sometimes this requires further brand approval and/or design input.

Once repaired you will get a notification of completion.

If there are any issues with service or work, contact the Counters Facilities Team immediately.

Issue types



Handles

Logos

Lights out

Trim

Lightbox
(not graphic)

Drawers

Technology

- You can enter Digital Signage or MAC Playnetwork issues into Service Channel. This includes damaged screens, content and player issues. As well as EL / JML engraving machines.
- All other technology issues should be directed to the Retail Help Desk at usrthelp@estee.com or 877-354-3375.

Aramis

Visual Merchandising SP26 Jan- June



aramis

Bloomingdale's Men's Launch
Fall 2025

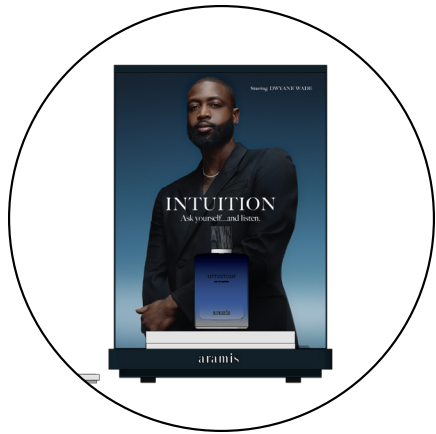


Details

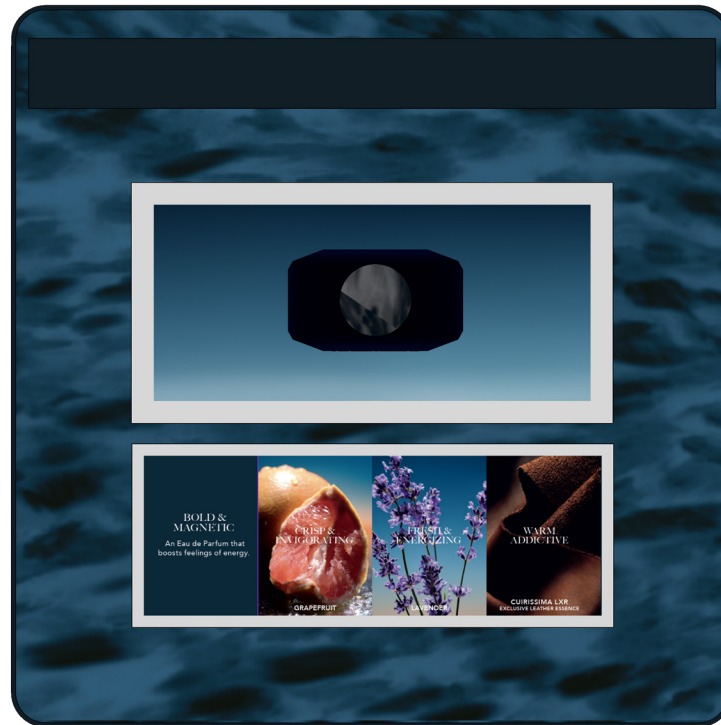
- » Custom Intuition Blotter Holder
- » Intuition Unit:
 - Updateable Risers and Base tiles
- » Back panel graphic options shown on the following pages.
- » Maintenance, Updating & cleaning of unit to follow in instruction sheet..

A: Hero Counter Tester:
10.5" w x 10.5d" x 15"h
B: Blotter Holder

Note: The graphics will come pre-assembled in the unit



B. BLOTTER HOLDER

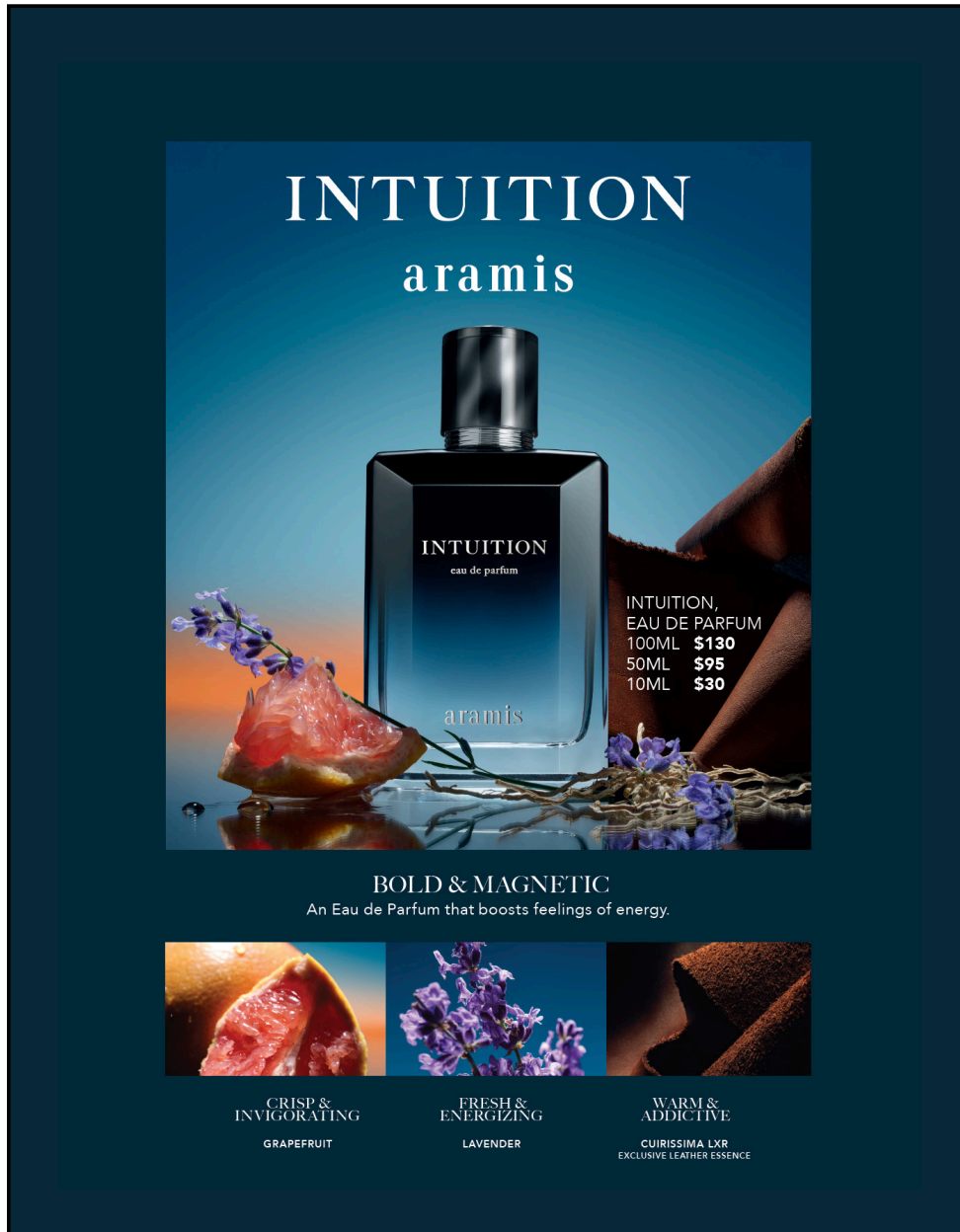


**A. FRONT VIEW
MAIN UNIT**

Details

- » Custom Intuition Blotter Holder
- » Intuition Unit:
Updateable Risers and Base tiles
- » Back panel graphic options shown on the following pages.
- » Maintenance, Updating & cleaning of unit to follow in instruction sheet..

A: Hero Counter Tester:
10.5" w x 10.5d" x 15"h
B: Blotter Holder



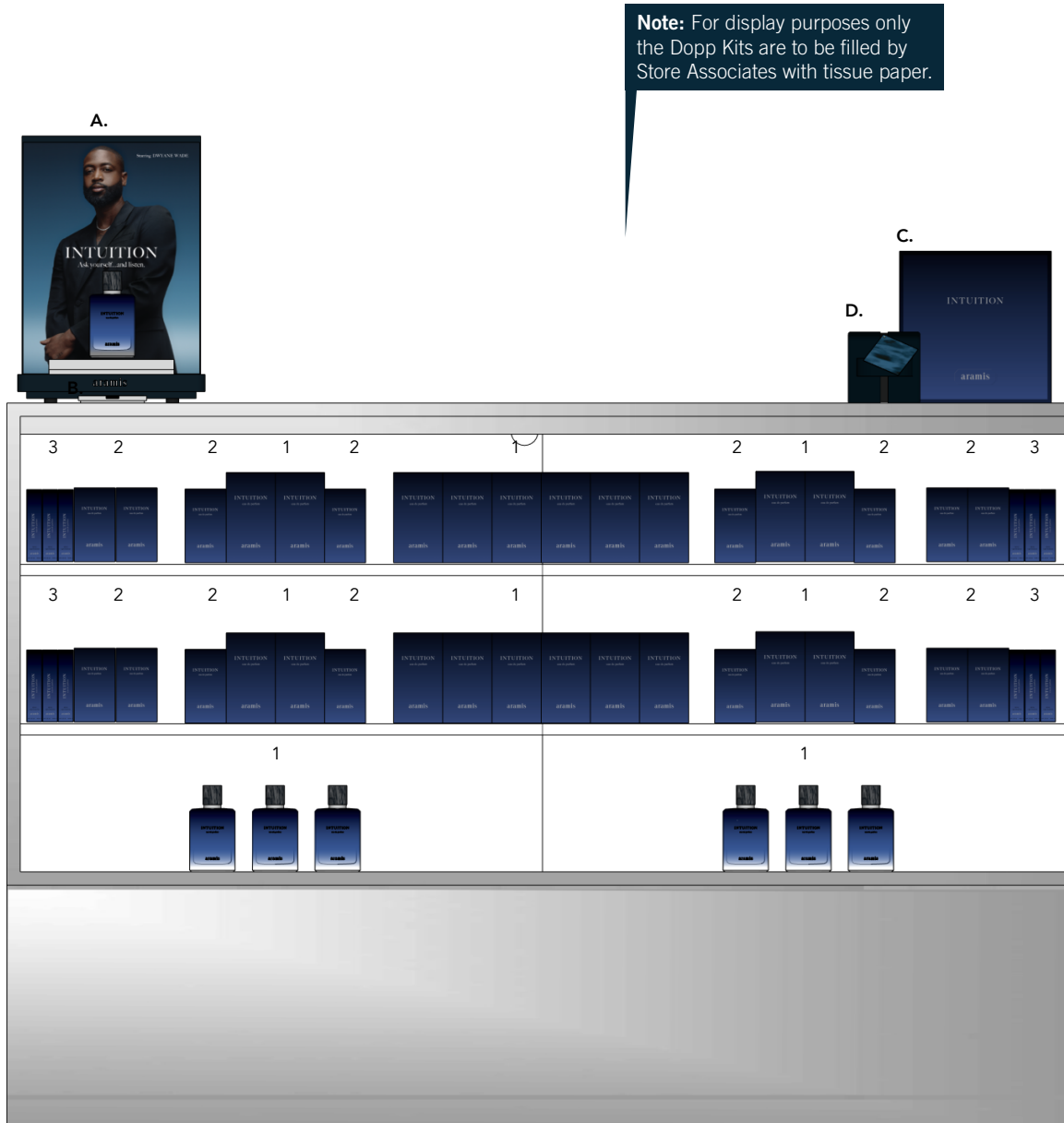
Details

» Back panel graphic with product details and pricing

» Graphic Size: 8.5" w x 11" h



Graphic located on the back of the shown tester display

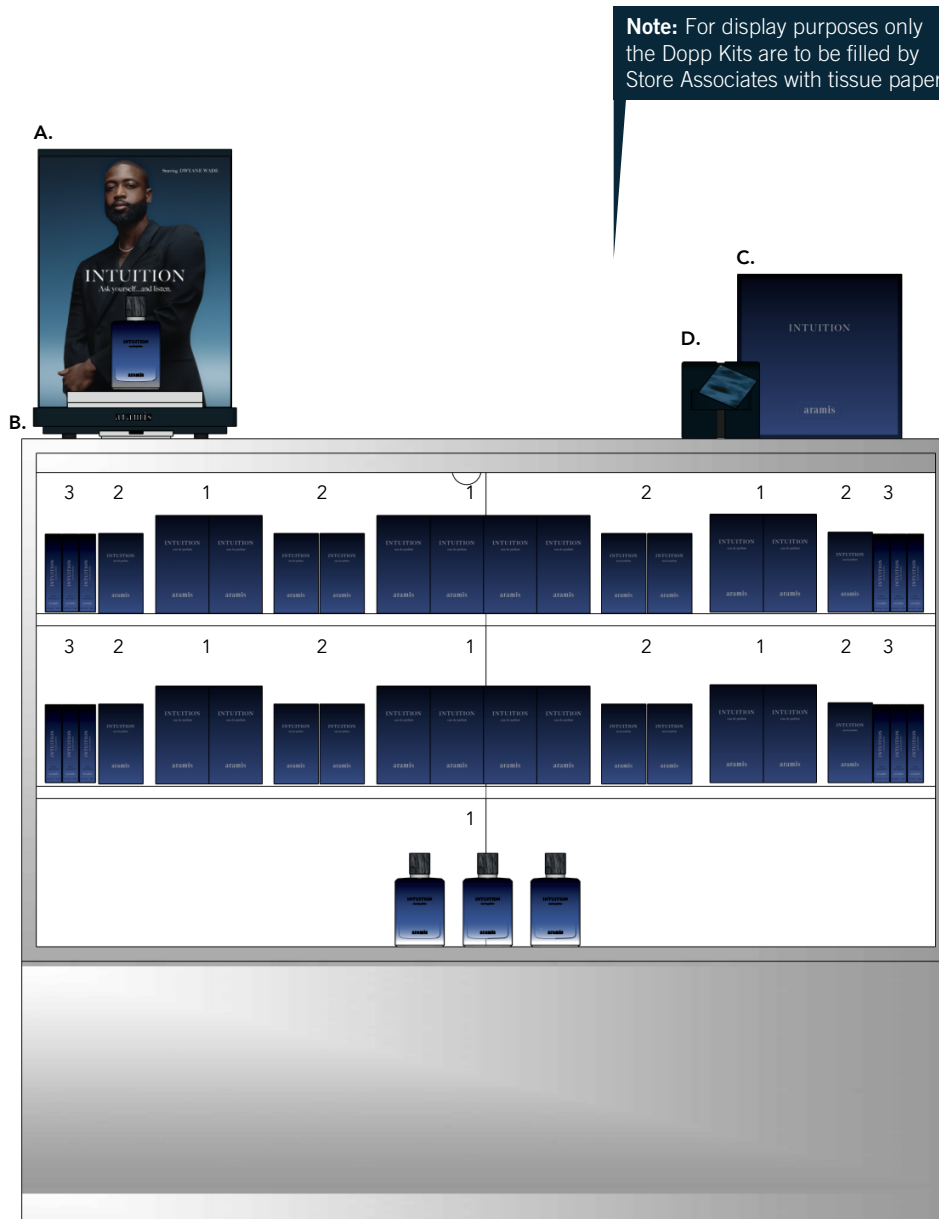


Details

- Intuition
- 1. 100ml Cologne
- 2. 50ml Cologne
- 3. 10ml Cologne

Top Of Counter

- A. Counter Tester
- B. Blotter Holder
- C. Intuition Gift Set
- D. Intuition Dopp Kit

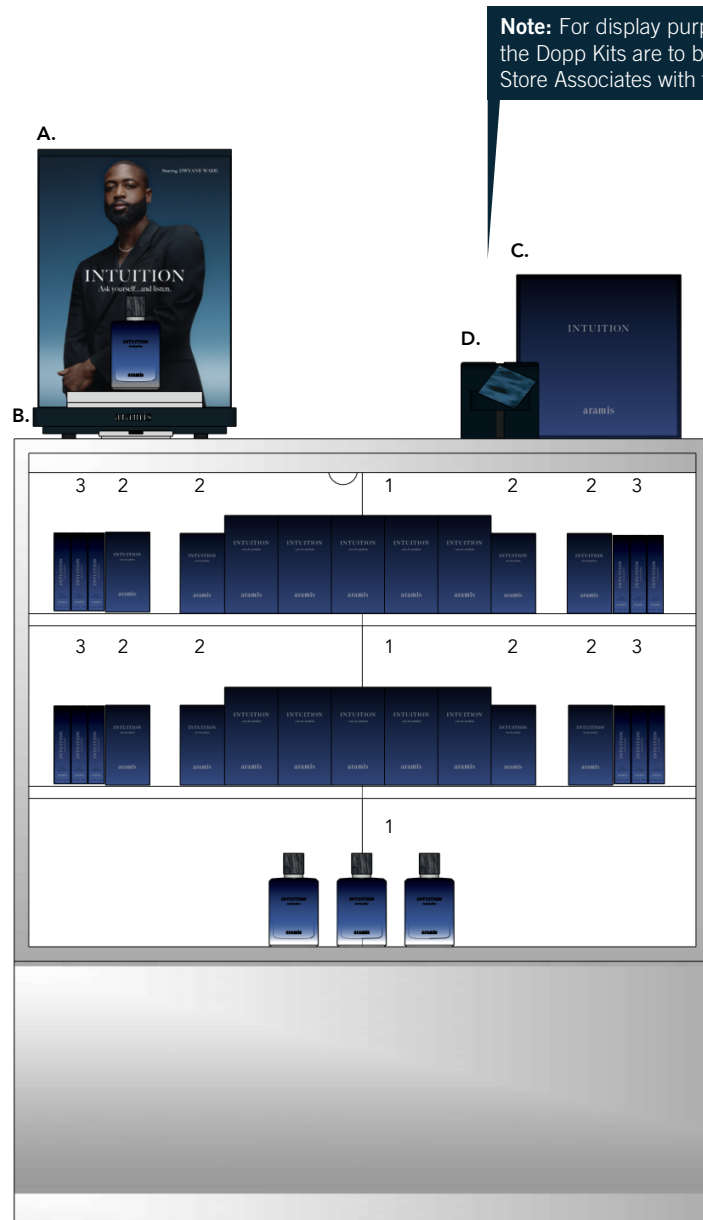


Details

- Intuition
1. 100ml Cologne
 2. 50ml Cologne
 3. 10ml Cologne

Top Of Counter

- A. Counter Tester
- B. Blotter Holder
- C. Intuition Gift Set
- D. Intuition Dopp Kit



Note: For display purposes only the Dopp Kits are to be filled by Store Associates with tissue paper.

Details

- Intuition
- 1. 100ml Cologne
- 2. 50ml Cologne
- 3. 10ml Cologne

Top Of Counter

- A. Counter Tester
- B. Blotter Holder
- C. Intuition Gift Set
- D. Intuition Dopp Kit

aramis

Dillard's Men's Launch
Fall 2025

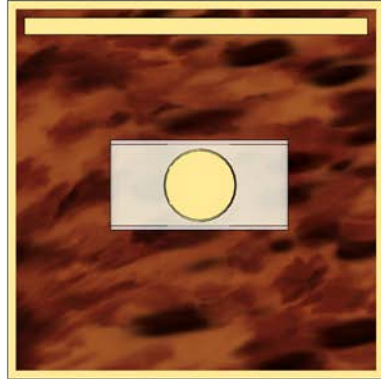


Details

- » Custom Intuition Blotter Holder
- » Intuition Unit:
Updateable Risers and
Base tiles
- » Back panel graphic options
shown on the following pages.
- » Maintenance, Updating &
cleaning of unit to follow in
instruction sheet..

- A: Hero Counter Tester:
10.5" w x 10.5d" x 15"h
- B: Blotter Holder
- C: Sidecar:
5.5" w x 5.5d" x 9.646" h

Note: The graphics will come pre-assembled in the unit



Details

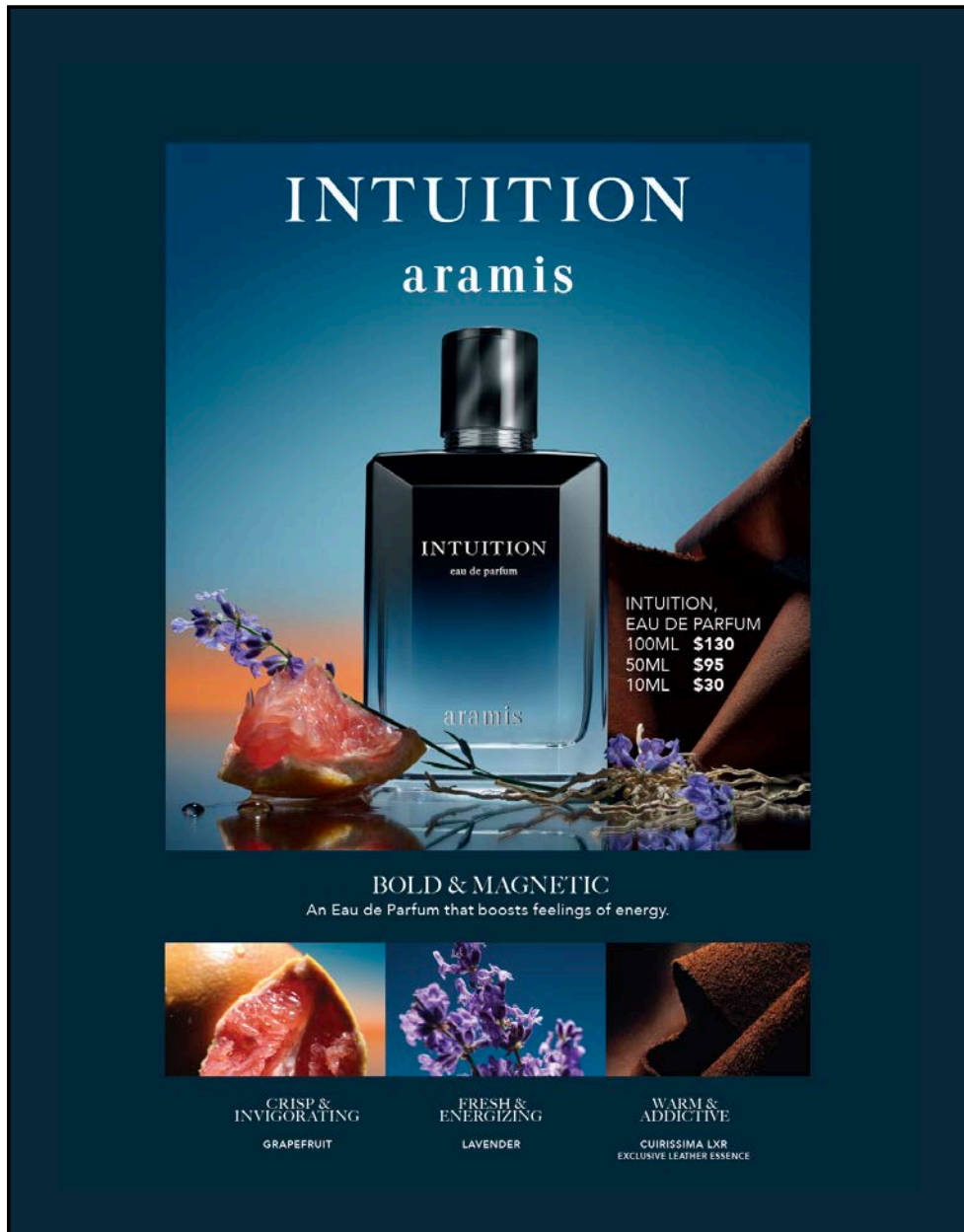
- » Custom Intuition Blotter Holder
- » Intuition Unit:
Updateable Risers and Base tiles
- » Back panel graphic options shown on the following pages.
- » Maintenance, Updating & cleaning of unit to follow in instruction sheet..

- A: Hero Counter Tester:
10.5" w x 10.5d" x 15" h
- B: Blotter Holder
- C: Sidecar:
5.5" w x 5.5d" x 9.646" h

B. BLOTTER HOLDER

A. TOP VIEW
MAIN UNIT

C. TOP VIEW
EDIT TRAY



Details

» Back panel graphic with product details and pricing

» Graphic Size: 8.5" w x 11" h



Graphic located on the back of the shown tester display

Details

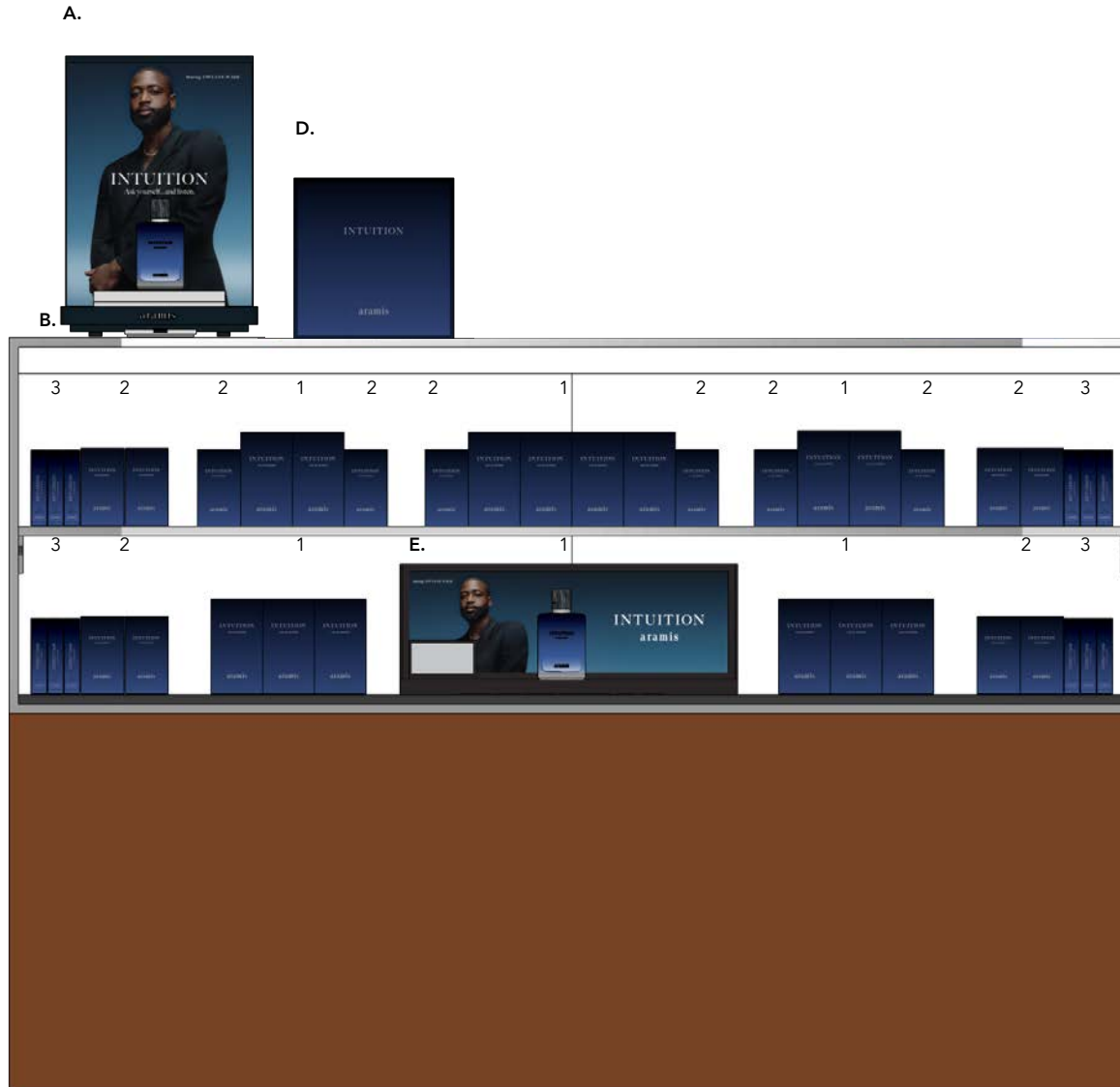
» Launch graphic to be shipped to store for assembly



In Case Merchandiser



Note: Display both Intuition and Classic Tester Unit if available at store.



Details

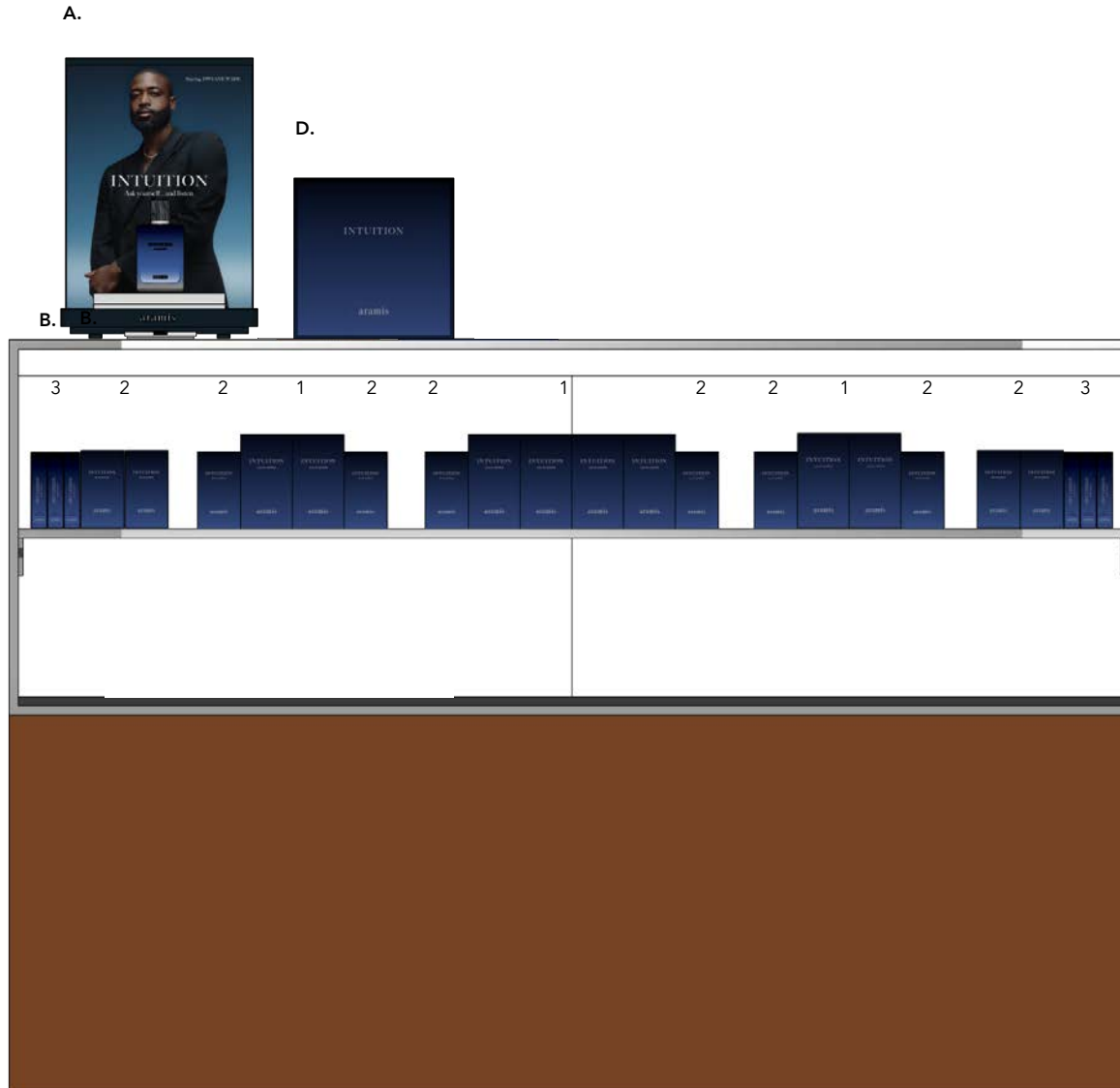
- Intuition
- 1. 100ml Cologne
- 2. 50ml Cologne
- 3. 10ml Cologne

Top Of Counter

- A. Intuition Tester Unit
- B. Blotter Holder
- C. Classic Tester Unit
- D. Intuition Gift Set
- E. In Case Merchandiser



Note: Display both Intuition and Classic Tester Unit if available at store.



Details

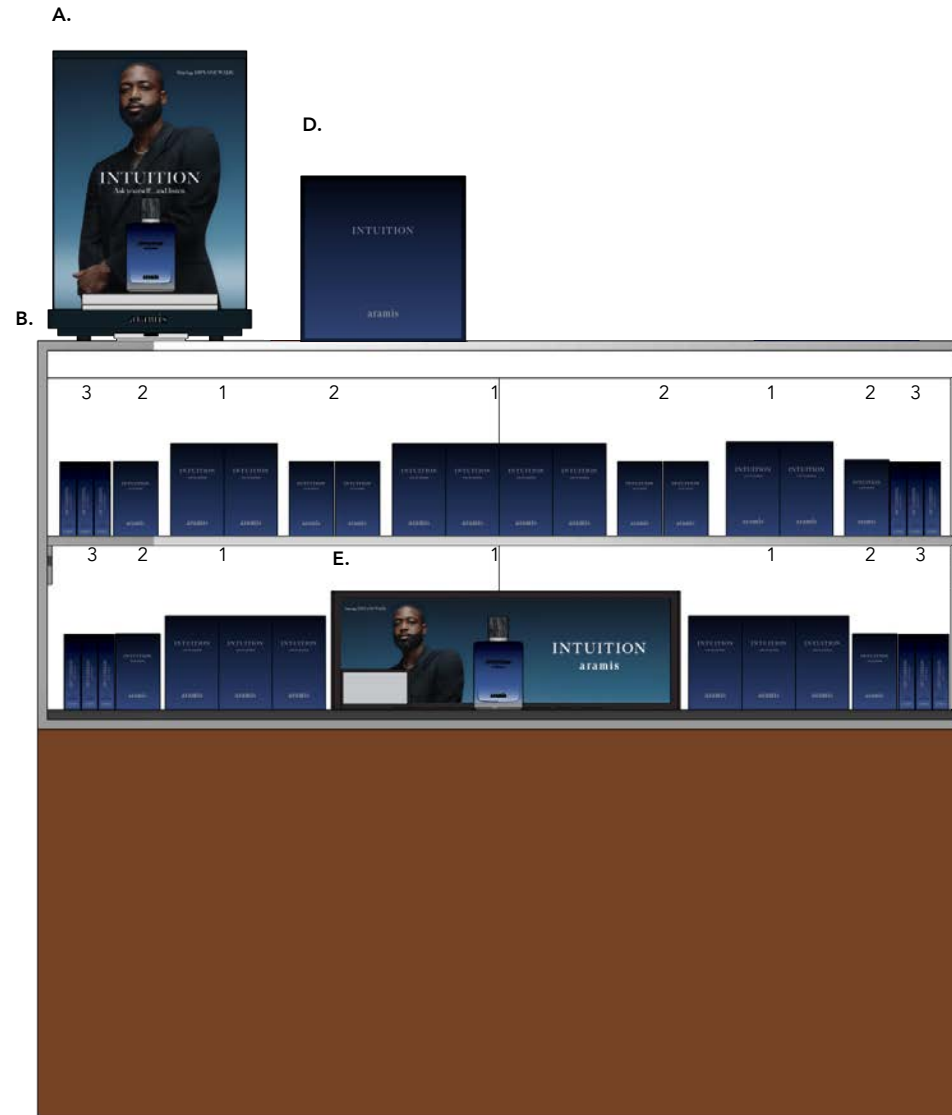
- Intuition
1. 100ml Cologne
 2. 50ml Cologne
 3. 10ml Cologne

Top Of Counter

- A. Intuition Tester Unit
- B. Blotter Holder
- C. Classic Tester Unit
- D. Intuition Gift Set



Note: Display both Intuition and Classic Tester Unit if available at store.



Details

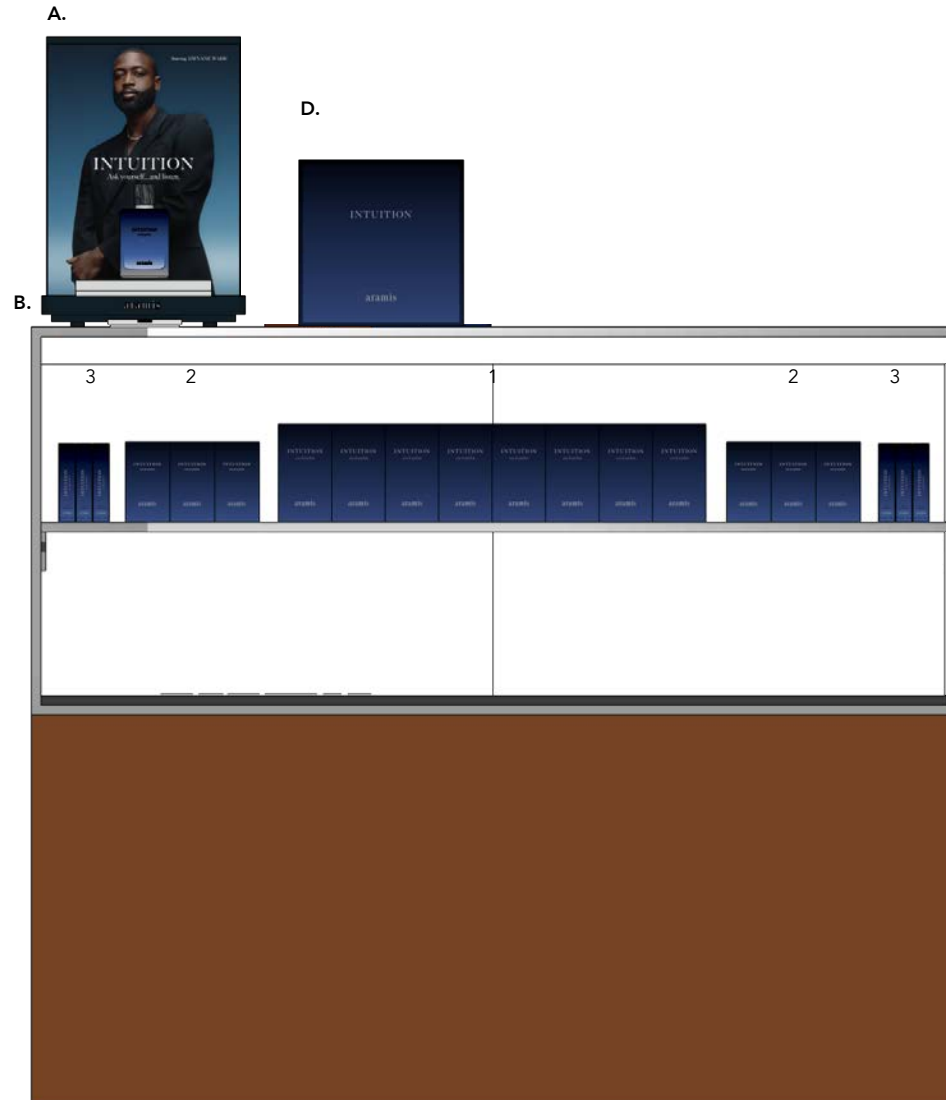
- Intuition
- 1. 100ml Cologne
- 2. 50ml Cologne
- 3. 10ml Cologne

Top Of Counter

- A. Intuition Tester Unit
- B. Blotter Holder
- C. Classic Tester Unit
- D. Intuition Gift Set
- E. In Case Merchandiser



Note: Display both Intuition and Classic Tester Unit if available at store.



Details

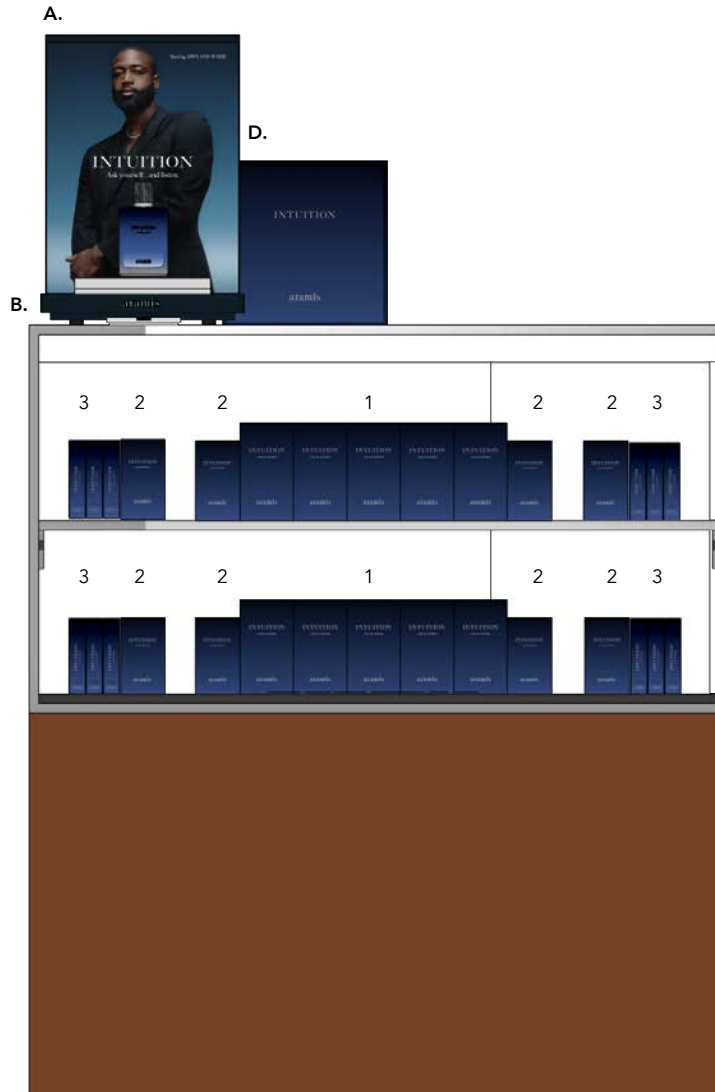
- Intuition
1. 100ml Cologne
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 3. 10ml Cologne

Top Of Counter

- A. Intuition Tester Unit
- B. Blotter Holder
- C. Classic Tester Unit
- D. Intuition Gift Set



Note: Display both Intuition and Classic Tester Unit if available at store.



Details

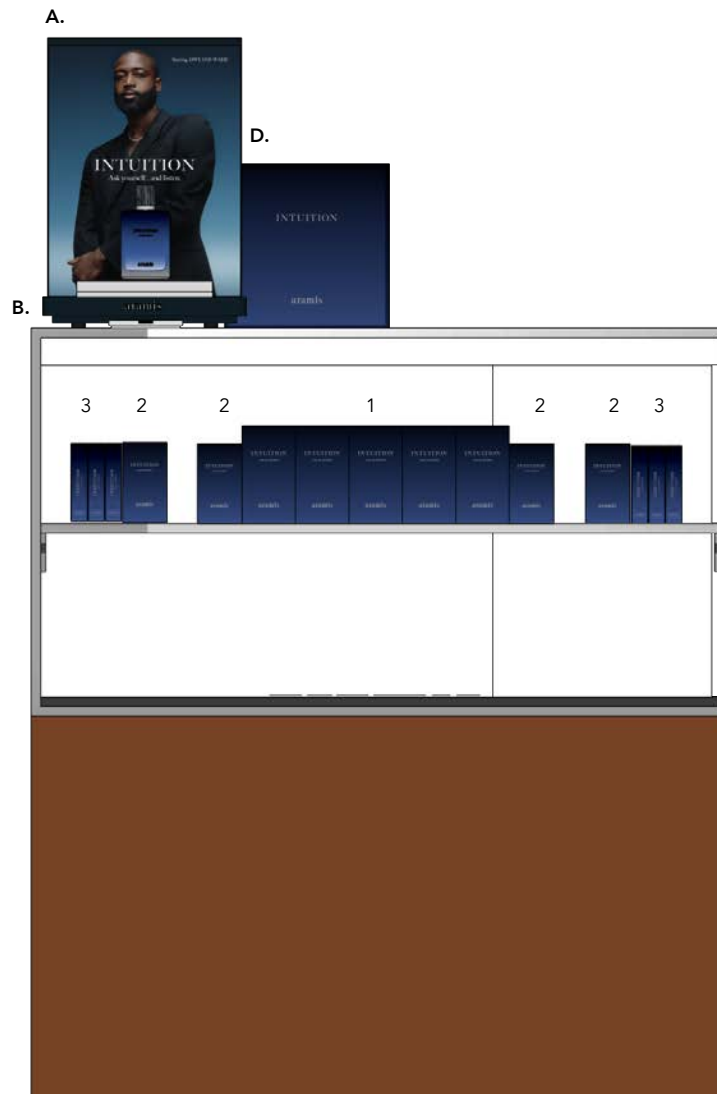
- Intuition
1. 100ml Cologne
 2. 50ml Cologne
 3. 10ml Cologne

Top Of Counter

- A. Intuition Tester Unit
- B. Blotter Holder
- C. Classic Tester Unit
- D. Intuition Gift Set



Note: Display both Intuition and Classic Tester Unit if available at store.



Details

- Intuition
1. 100ml Cologne
 2. 50ml Cologne
 3. 10ml Cologne

Top Of Counter

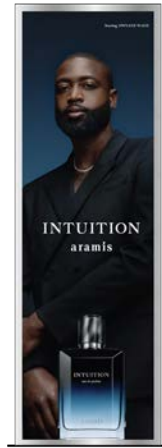
- A. Intuition Tester Unit
- B. Blotter Holder
- C. Classic Tester Unit
- D. Intuition Gift Set



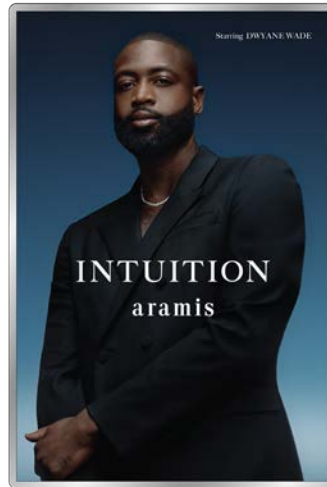
COLLATERAL



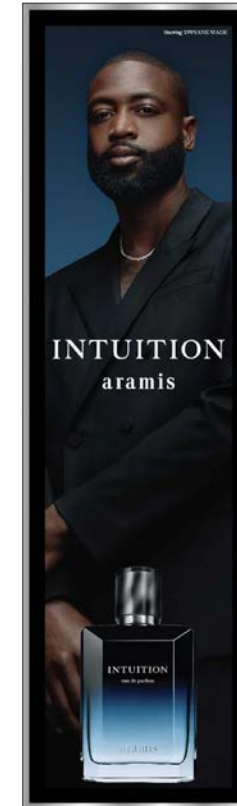
In Case Merchandiser



CTU



Ledge Images



Tara Unit

Balmain

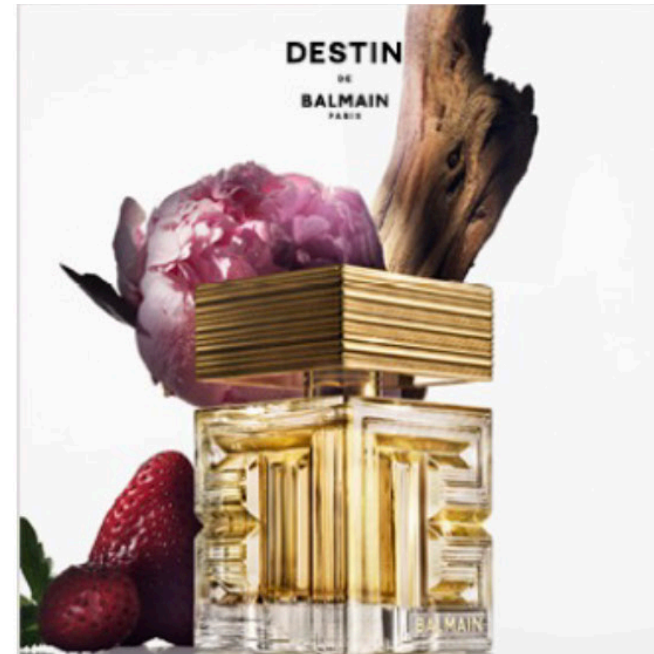
Visual Merchandising SP26 Jan- June

Contact pointofsalesupport@estee.com for by door planogram





KEY VISUAL
STILL ASSET



INGREDIENT VISUAL
STILL ASSET



MOTION
VIDEO ASSET



TOC UNIT
CODE: B25Q-60-0001
(FOR SELECT DOORS / TRACKING WILL BE PROVIDED)



L-FRAME UNIT
DILLARD'S ONLY (DIRECT SHIP FROM VENDOR)
(FOR SELECT DILLARD'S DOORS / TRACKING WILL BE PROVIDED)

FIELD TO PROVIDE PHOTOS OF THEIR CASELINES TO DETERMINE CASELINE VISUAL NEEDS

1. TOC (CODE: B25Q-60-0001)

MERCHANDISE 50ML TESTER

2. SET:

MERCHANDISE ON COUNTER FLANKING TOC



MACY'S FULL CASELINE

TOP SHELF: (FROM LEFT TO RIGHT)

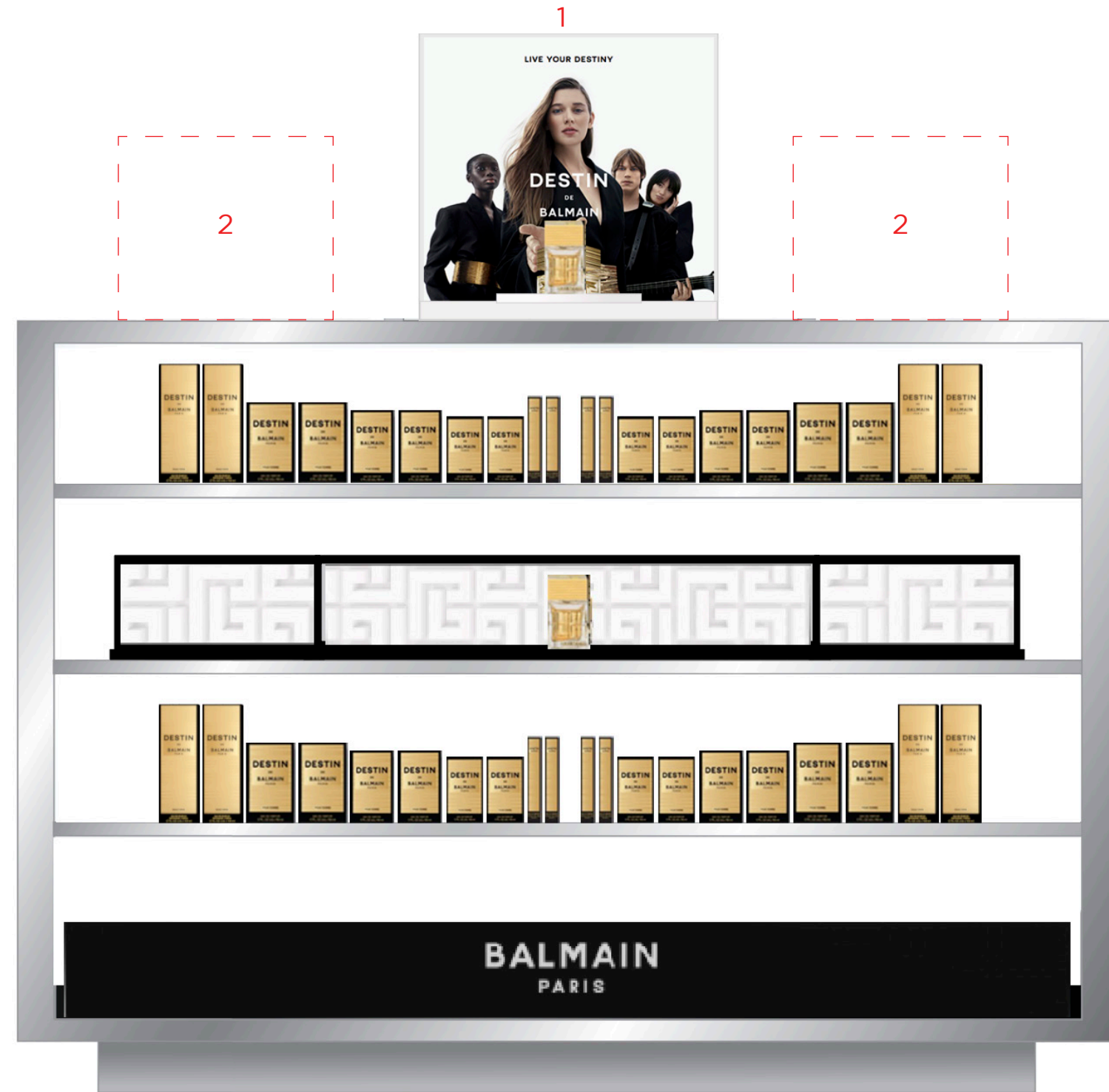
- 2x DESTIN DE BALMAIN 150ML
- 2x DESTIN DE BALMAIN 100ML
- 2x DESTIN DE BALMAIN 50ML
- 2x DESTIN DE BALMAIN 30ML
- 4x DESTIN DE BALMAIN 10ML
- 2x DESTIN DE BALMAIN 30ML
- 2x DESTIN DE BALMAIN 50ML
- 2x DESTIN DE BALMAIN 100ML
- 2x DESTIN DE BALMAIN 150ML

MIDDLE SHELF:

- MACY'S PROVIDED VISUAL HOLDER
- 1x DESTIN DE BALMAIN TESTER 50ML

TOP SHELF: (FROM LEFT TO RIGHT)

- 2x DESTIN DE BALMAIN 150ML
- 2x DESTIN DE BALMAIN 100ML
- 2x DESTIN DE BALMAIN 50ML
- 2x DESTIN DE BALMAIN 30ML
- 4x DESTIN DE BALMAIN 10ML
- 2x DESTIN DE BALMAIN 30ML
- 2x DESTIN DE BALMAIN 50ML
- 2x DESTIN DE BALMAIN 100ML
- 2x DESTIN DE BALMAIN 150ML



DESTIN DE BALMAIN | MACY'S HALF CASELINES

FY26 | OCD 4/1
MACY'S

FIELD TO PROVIDE PHOTOS OF THEIR CASELINES TO DETERMINE CASELINE VISUAL NEEDS

1. TOC (CODE: B25Q-60-0001)

MERCHANDISE 50ML TESTER

2. SET:

MERCHANDISE ON COUNTER NEXT TO TOC



MACY'S HALF CASELINE

TOP SHELF: (FROM LEFT TO RIGHT)

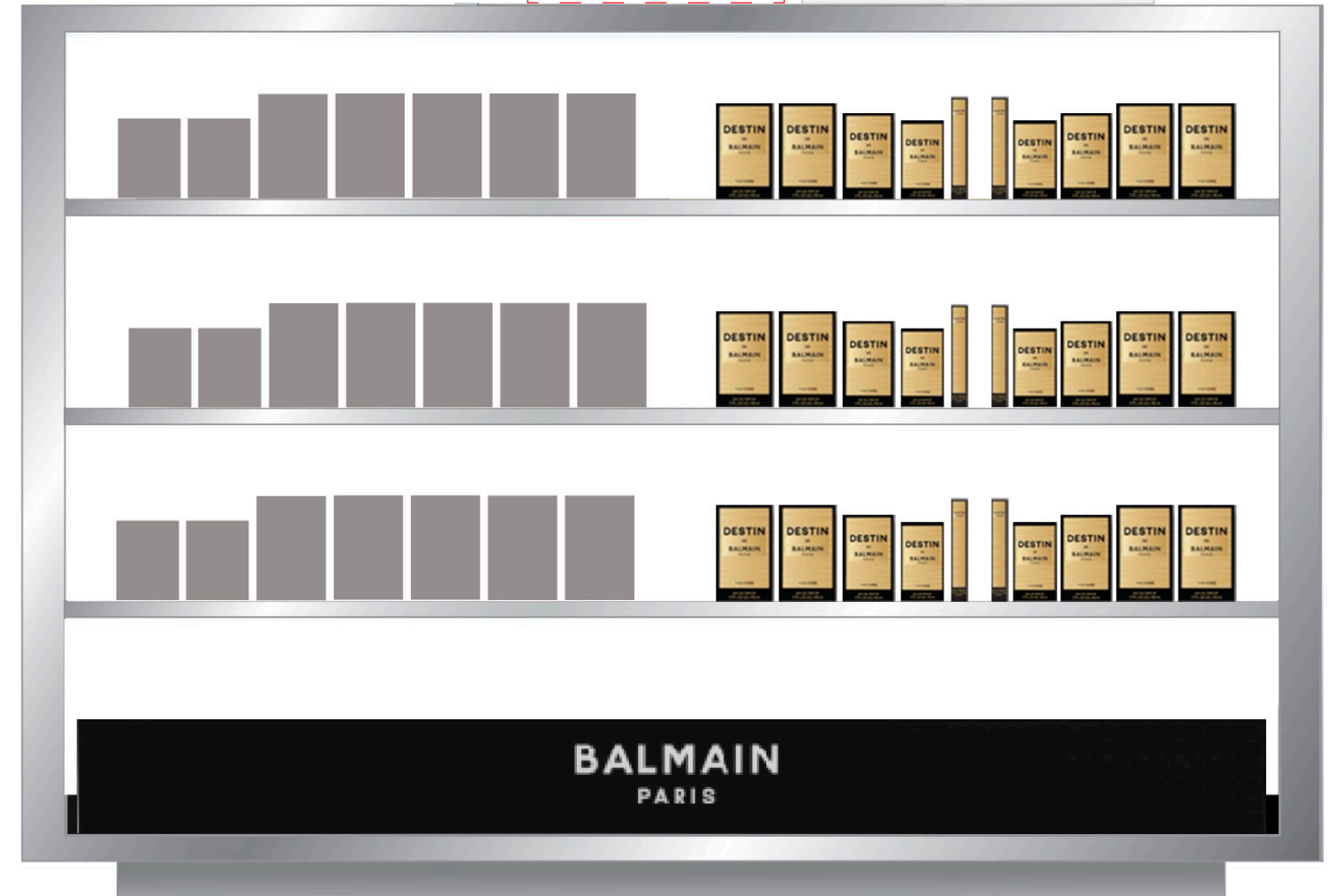
- 2x DESTIN DE BALMAIN 100ML
- 1x DESTIN DE BALMAIN 50ML
- 1x DESTIN DE BALMAIN 30ML
- 2x DESTIN DE BALMAIN 10ML
- 1x DESTIN DE BALMAIN 30ML
- 1x DESTIN DE BALMAIN 50ML
- 2x DESTIN DE BALMAIN 100ML

MIDDLE SHELF: (FROM LEFT TO RIGHT)

- 2x DESTIN DE BALMAIN 100ML
- 1x DESTIN DE BALMAIN 50ML
- 1x DESTIN DE BALMAIN 30ML
- 2x DESTIN DE BALMAIN 10ML
- 1x DESTIN DE BALMAIN 30ML
- 1x DESTIN DE BALMAIN 50ML
- 2x DESTIN DE BALMAIN 100ML

BOTTOM SHELF: (FROM LEFT TO RIGHT)

- 2x DESTIN DE BALMAIN 100ML
- 1x DESTIN DE BALMAIN 50ML
- 1x DESTIN DE BALMAIN 30ML
- 2x DESTIN DE BALMAIN 10ML
- 1x DESTIN DE BALMAIN 30ML
- 1x DESTIN DE BALMAIN 50ML
- 2x DESTIN DE BALMAIN 100ML



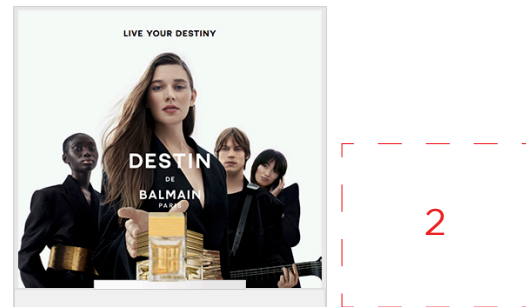
FIELD TO PROVIDE PHOTOS OF THEIR CASELINES TO DETERMINE CASELINE VISUAL NEEDS

1. TOC (CODE: B25Q-60-0001)

MERCHANDISE 50ML TESTER

2. SET:

MERCHANDISE ON COUNTER NEXT TO TOC



**DILLARD'S FULL CASELINE
DESTIN DE BALMAIN ONLY**

TOP SHELF: (FROM LEFT TO RIGHT)

- 3x DESTIN DE BALMAIN 100ML
- 6x DESTIN DE BALMAIN 50ML
- 3x DESTIN DE BALMAIN 100ML

BOTTOM SHELF: (FROM LEFT TO RIGHT)

- 1x DESTIN DE BALMAIN 100ML
- 1x DESTIN DE BALMAIN 50ML
- L-FRAME UNIT + 50ML TESTER
- 1x DESTIN DE BALMAIN 50ML
- 1x DESTIN DE BALMAIN 100ML



DESTIN DE BALMAIN ONLY



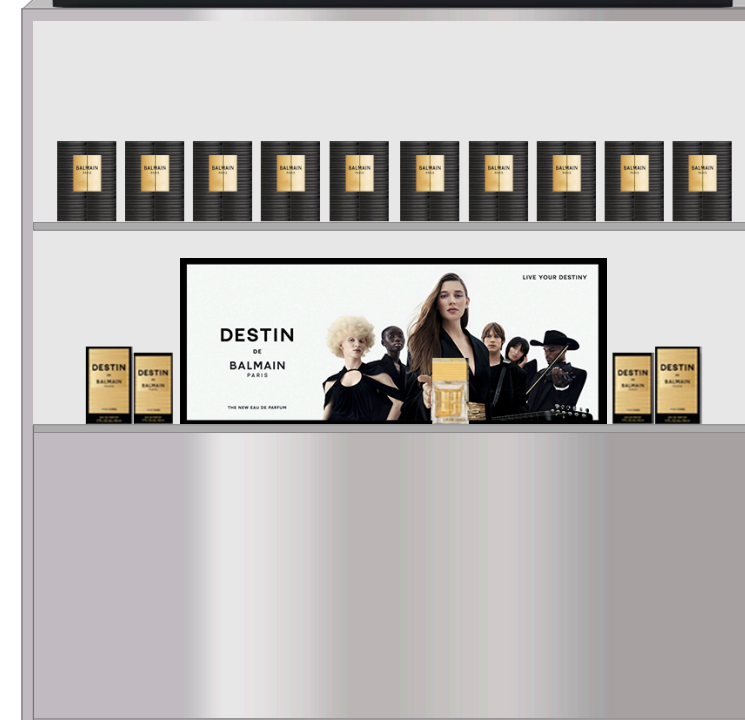
**DILLARD'S FULL CASELINE
LES ETERNALS + DESTIN DE BALMAIN**

TOP SHELF:

EXISTING LES ETERNAL SKUS

BOTTOM SHELF: (FROM LEFT TO RIGHT)

- 1x DESTIN DE BALMAIN 100ML
- 1x DESTIN DE BALMAIN 50ML
- L-FRAME UNIT + 50ML TESTER
- 1x DESTIN DE BALMAIN 50ML
- 1x DESTIN DE BALMAIN 100ML



LES ETERNAL + DESTIN DE BALMAIN

DESTIN DE BALMAIN | DILLARD'S HALF CASELINES / P&E

FY26 | OCD 4/1
DILLARD'S

FIELD TO PROVIDE PHOTOS OF THEIR CASELINES TO DETERMINE CASELINE VISUAL NEEDS

1. TOC (CODE: B25Q-60-0001)

MERCHANDISE 50ML TESTER

2. SET:

MERCHANDISE ON COUNTER NEXT TO TOC



DILLARD'S HALF CASELINE DESTIN DE BALMAIN ONLY

TOP SHELF:

OTHER BRAND

BOTTOM SHELF: (FROM LEFT TO RIGHT)

- 1x DESTIN DE BALMAIN 100ML
- 1x DESTIN DE BALMAIN 50ML
- L-FRAME UNIT + 50ML TESTER
- 1x DESTIN DE BALMAIN 50ML
- 1x DESTIN DE BALMAIN 100ML

DESTIN DE BALMAIN ONLY
HALF CASELINE

SETS:

MERCHANDISE BOTTOM SHELF
OR DESIGNATED SETS TOWER
PROVIDED BY DILLARD'S



DILLARD'S P&E FIXTURE DESTIN DE BALMAIN ONLY

TOP SHELF: (FROM LEFT TO RIGHT)

- 3x DESTIN DE BALMAIN 100ML
- 5x DESTIN DE BALMAIN 50ML
- 3x DESTIN DE BALMAIN 100ML

MIDDLE SHELF: (FROM LEFT TO RIGHT)

- 1x DESTIN DE BALMAIN 100ML
- 1x DESTIN DE BALMAIN 50ML
- L-FRAME UNIT + 50ML TESTER
- 1x DESTIN DE BALMAIN 50ML
- 1x DESTIN DE BALMAIN 100ML

BOTTOM SHELF: (FROM LEFT TO RIGHT)

- 3x DESTIN DE BALMAIN 100ML
- 5x DESTIN DE BALMAIN 50ML
- 3x DESTIN DE BALMAIN 100ML

DESTIN DE BALMAIN ONLY
P&E FIXTURE

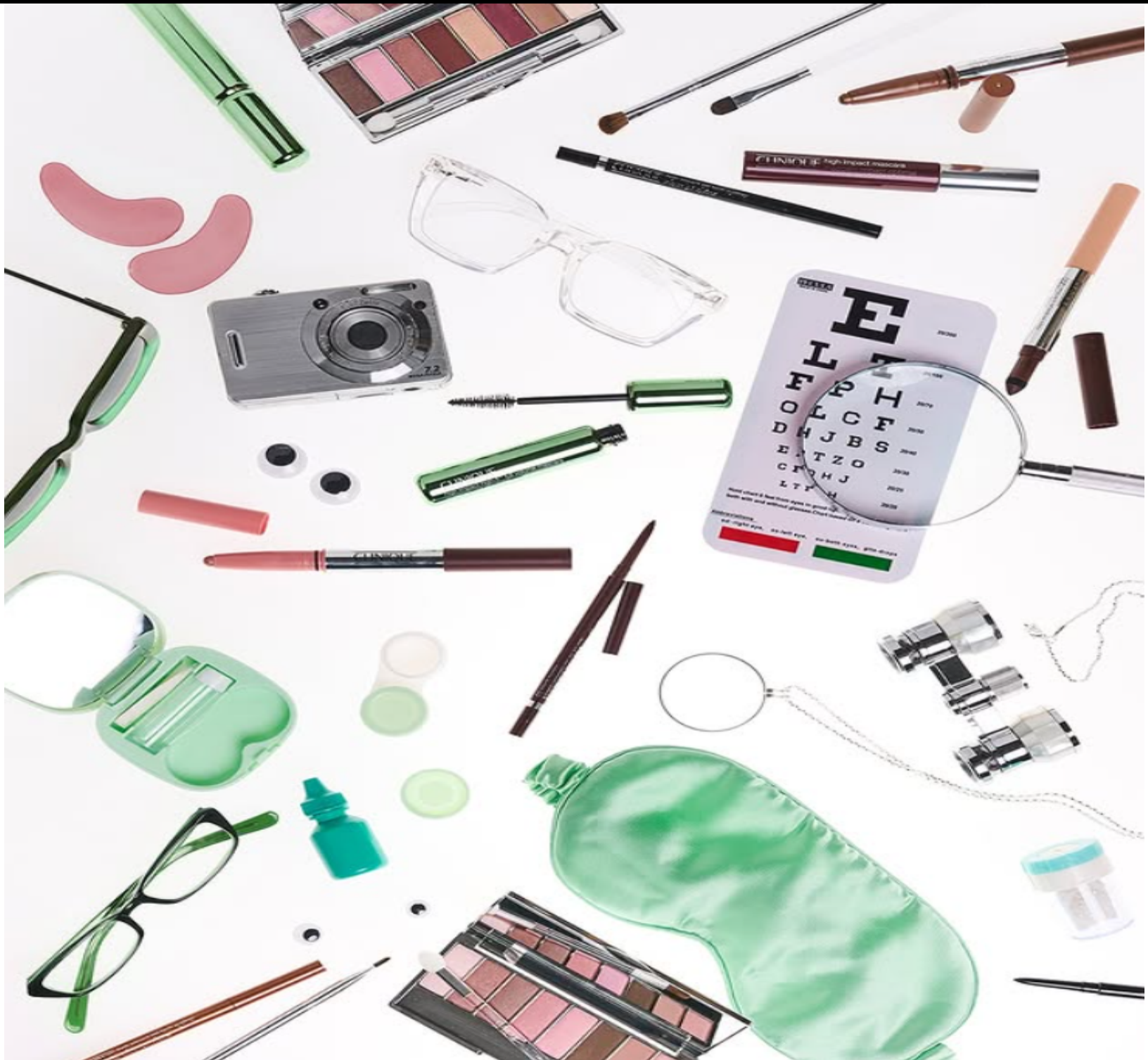
Bobbi Brown

Visual Merchandising SP26 Jan- June



Clinique

Visual Merchandising SP26 Jan- June



Your Spring '26 Education Tools have arrived!

Spring '26 Top Product At-A-Glance:

What it is: An at-a-glance of Clinique's top-selling products, organized by category, featuring available sizes & prices.

What it does: Helps Consultants close the sale by recapping product solutions.

How to use: Consultants circle product recommendations during the Consultation and recap custom-fit solutions with clients. It also serves as a helpful reference when a product isn't on display.

NOTE: This tool features our **top** products in each category. If a product is no longer featured, it does **not** indicate it is not available. Please refer to the "discontinuations list" on our eLearning Resource Tab for a guide to discontinued products.



10-Minute Quick Care Services & Get the Look Key Ring Cards:

What it is: A guide to the ideal skincare systems to address our top Derm Concerns and achieve our featured makeup looks.

What it does: Helps build the basket by recommending custom-fit solutions for skincare & makeup.

How to use: Consultants use this as a guide in delivering the product experience from the order of application to the key benefits to share with clients.

Note: Please remove & replace Key Ring Cards below & add this season's newness.

10-minute QCS Cards:

- Remove and replace your current:
 - Cover + Menu
 - Healthy Skin
 - Clear Skin
 - Even-Toned Skin
 - 10-Minute Makeup Touch-Up



Get the Look Key Ring Cards:

- Remove and replace your current:
 - Black Honey
 - Pink Honey
 - Nude Honey



Hardware/Accessories

Apple iPad 8th Generation (10.2" Wi-Fi, 128 GB)



PRODUCT DETAILS
 Code: N/A
 Doors: Select Doors
 On-Counter Date: Per allocation schedule
 Shipping: Direct to store from vendor

Lock Set



PRODUCT DETAILS
 Code: KPT6-70
 Doors: All doors with iPads
**Keep lock key in secure location as this cannot be replaced*

10 ft. Lightning Cord



PRODUCT DETAILS
 Code: N/A
 Doors: All doors with iPads

Clinical Reality Counter Sign 8.5" x 11"



PRODUCT DETAILS
 Code: VHXZ701001
 Doors: All doors with iPads

Non-Lit AboveTek Stand



PRODUCT DETAILS
 Code: KNKA-70
 Doors: All doors with iPads
**Keep Allen Wrench in secure location as this cannot be replaced*

Base Sticker for AboveTek Stand + VM Guidelines



PRODUCT DETAILS
~~Code: KRA2-70~~
 Doors: All doors with iPads

***NOTE:** If you have the sticker, please remove and discard.

Place mat



PRODUCT DETAILS
 Placemat Code: VHXY601001
 Doors: All doors with iPads

***NOTE:** All iPads should be accompanied by a stand, lock, lighting cord, and sign. Please remove and discard existing sticker

iPad Support

iPad Navigation Guide

This interactive guide should serve as your first course of action in solving any of your iPad questions.



Scan QR to access iPad Navigation Guide

Tech Related Questions?

Reach out to the Retail Help Desk

Email: usrthelp@estee.com
 Phone: (877) 354 - 3375

iPad Usernames

Clinique Clinical Reality Remote Management Usernames by Door.



Scan QR to access iPad RM Usernames

Need iPad Accessories?

Contact Point of Sale

Email: PointOfSaleSupport@estee.com

Tester Units

NOTE: This is a list of tester units/elements that your counter should ALWAYS have based on your door profile.



Story-Telling Unit
***NOTE:** All doors have 1 story-telling unit. Select Top doors have 2 story-telling units.

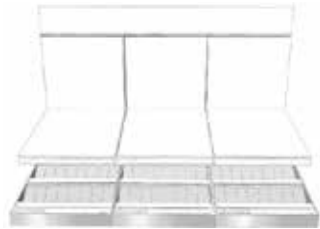


Story-Telling Unit Kit of Parts

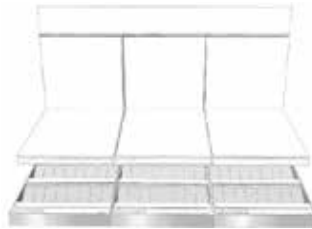


Sliver (x4)
***NOTE:** Stores need to keep all 4 slivers on counter. **KEEP** all parts + pieces.

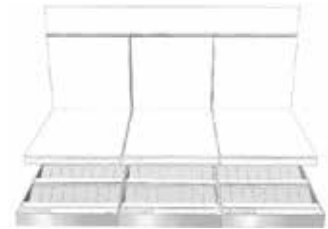
TREATMENT MAIN LINE UNITS



Treatment Bar (Full + Reduced Doors)



Cleanser Bar (Full + Reduced Doors)



Specialty Bar (Specialty Doors)

COLOR MAIN LINE UNITS



Foundation Bays (Full Doors)



Foundation Bays (Reduced Doors)



Foundation Bays (Specialty Doors)



Lip & Cheek (All Doors)



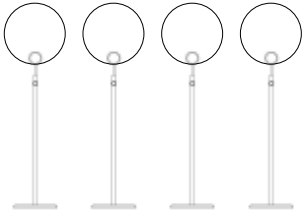
Mascara, Eye shadow + Eyeliner Slivers (All Doors)



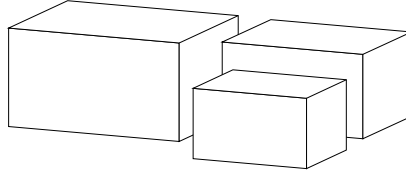
Foundation Dramming Unit

Collateral Units

NOTE: This is a list of tester units/elements that your counter should ALWAYS have based on your door profile.



- Lollipop Sign Holder
***NOTE:** Stores need to keep all 4 lollipop signage holders. Please ensure to safely keep in storage if not in promotion. Order from POS COE if needed.



- Permanent Display Platform
***NOTE:** Please use existing permanent display platform (largest size) for merchandising Jumbo products with graphic.



- Counter Sign Holder
***NOTE:** Please use for 8.5" x 11" Counter Sign graphic

INCASE



- 20" x 7.5" Incase Plexi Signage



- Incase Box
***NOTE:** There should be x6 incase boxes in counters. Please merchandise stock inside these boxes.

PRODUCT ON GLASS



- 7.5" x 7.5" POG Plexi Signage



- 20" x 7.5" POG Plexi Signage

EVENT KITS



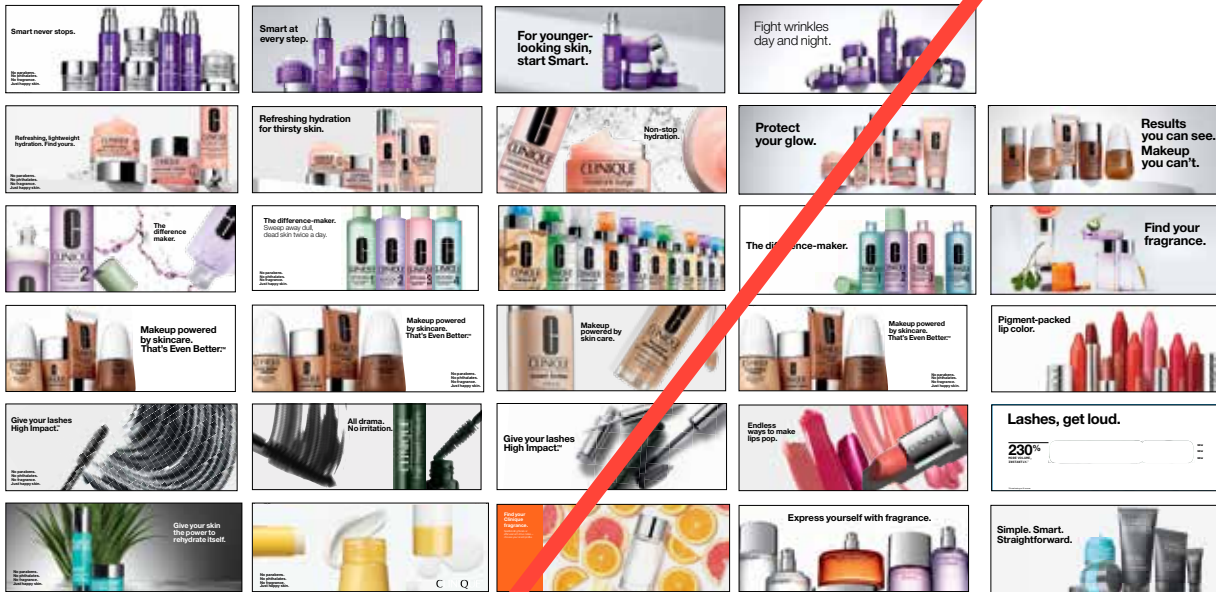
- Event Kits
***shipping to field executives**

 The following graphics should no longer be in-store.

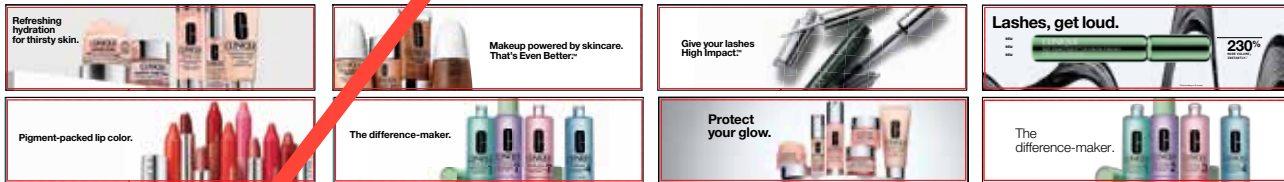
• Spring 2026 To Discard

• Discard from previous seasons

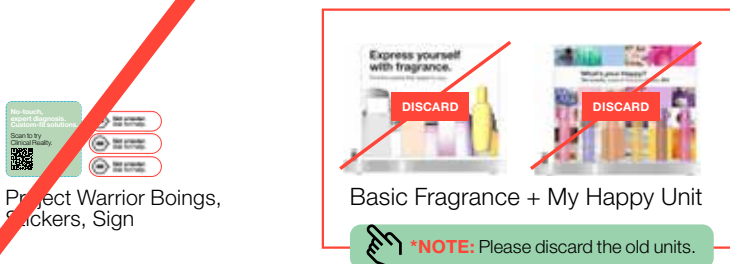
20" x 7.5" PLEXI INCASE & POG



INCASE BOX



TESTER UNITS

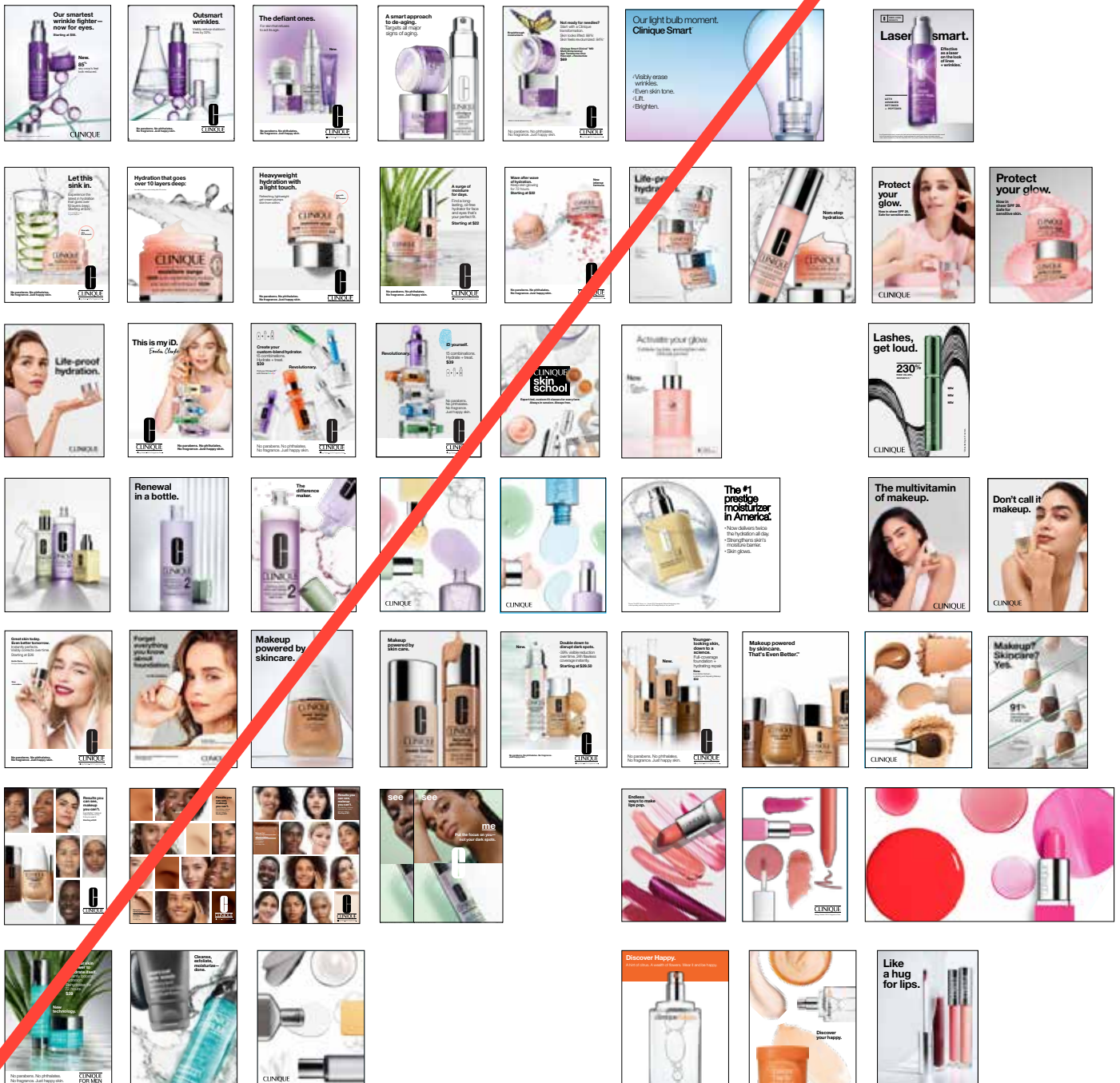


Project Warrior Boings, Snickers, Sign

 The following lightboxes should no longer be in-store.

• Spring 2026 To Discard

• Discard from previous seasons









TOP DOORS (5A-A)

*NOTE: Top Doors have 4 launch LBXs



*NOTE: Please check field sharepoint master spreadsheet for volume code by door. Please contact the POS COE for any door type/lightbox questions.

(CURRENT)	JANUARY	FEBRUARY	MARCH
<p>REMINDER: Holiday lightboxes 5A-2A revert to previous Fall '25 lightbox images after Holiday in January 2026.</p> <p>LBX #1 Launch</p>  <p>Holiday 3-Step</p> <p>-OR-</p> <p>LBX #2 Launch</p>  <p>Holiday 3-Step</p> <p>-OR-</p> <p>LBX #3 Launch</p>  <p>Holiday Happy</p> <p>LBX #4 Launch <i>(if you have a 3rd treatment area)</i></p> 	 <p>3 Step (F'25 Assets)</p>  <p>Chubby Lip</p>		

LBX #5 + more

Heroes Based on zoning



Smart Hero (F'23 Assets)



Moisture Surge 100H Hero (F'23 Assets)



Black Honey (S'24 Assets)



Foundation Hero (F'24 Assets)



Fragrance Hero (F'23 Assets)



Fragrance Hero (Horizontal Ratio)



CFM Hero (F'23 Assets)



Skin School (F'24 Assets)



Active Derm Lab Coat (F'24 Assets)








*NOTE: Please contact the POS COE for any door type/lightbox questions.

NON-TOP DOORS (B-E)



***NOTE:** Please check field sharepoint master spreadsheet for volume code by door.

***NOTE:** Non-Top Doors have 1 launch LBX + Heroes

	(CURRENT) DECEMBER	JANUARY	FEBRUARY	MARCH
<p>LBX #1 Launch</p>  <p>3-Step (F'25 Assets)</p>	→			
<p>LBX #2 Hero</p>  <p>Foundation Hero (F'24 Assets)</p> <p>-OR-</p>  <p>Even Better Vitamin Makeup (S'25 Assets)</p>	→			
		 <p>NEW Play with color. Start with or without. New Chubby Lip</p>	→	
<p>LBX #3 Hero</p>  <p>Moisture Surge 100H Hero (F'23 Assets)</p>	→			

LBX #4,5,6
Heroes Based on zoning



Smart Hero
(F'23 Assets)



Black Honey
(S'24 Assets)



Fragrance Hero
(F'23 Assets)



Fragrance Hero
(Horizontal Ratio)



CFM Hero
(F'23 Assets)



Skin School
(F'24 Assets)

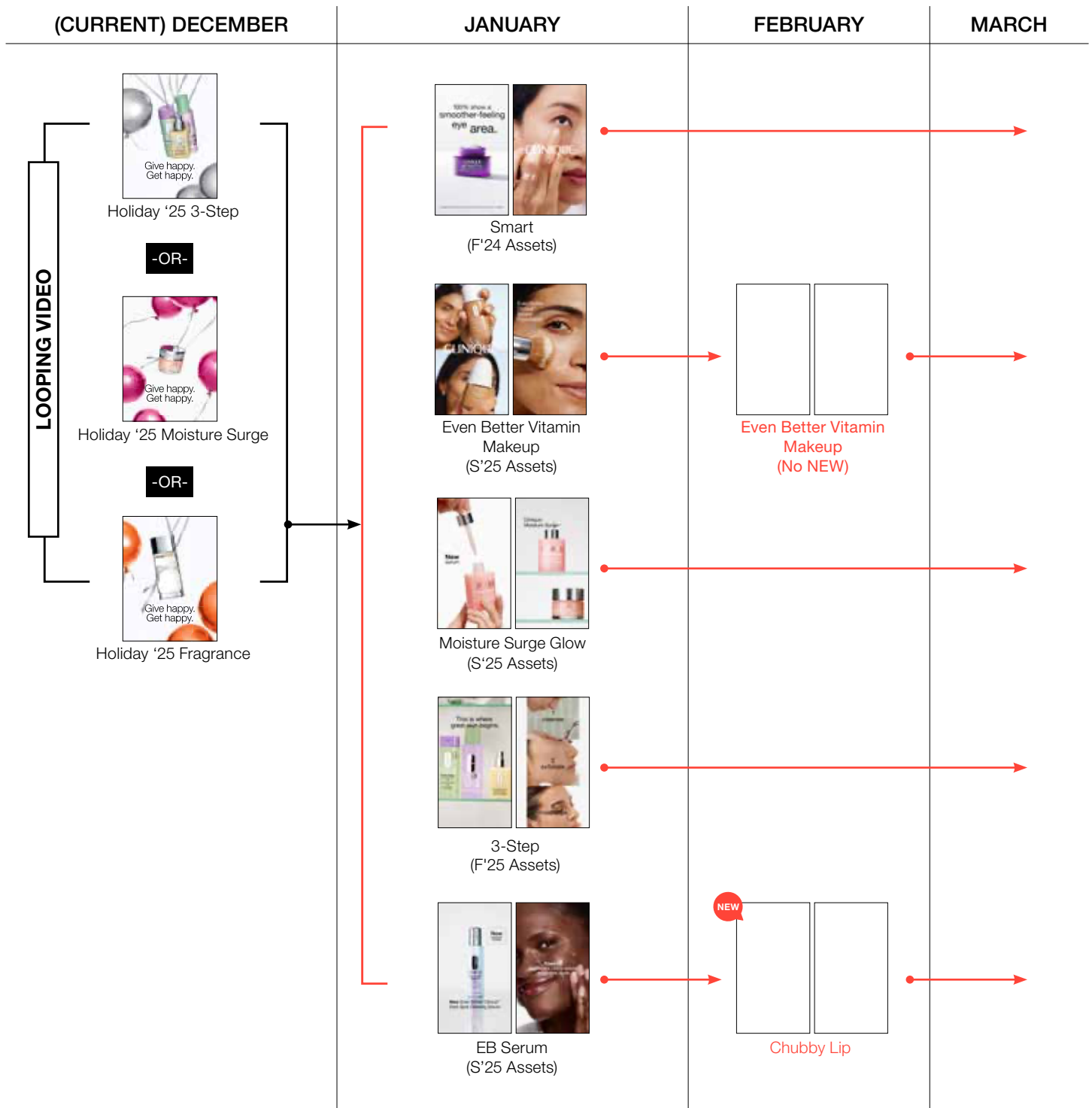


Active Derm Lab Coat
(F'24 Assets)



***NOTE:** Please contact the POS COE for any door type/lightbox questions.

VIDEO: Select Doors









Maintenance Process

- STEP 1** Field sends in request to correct issue through POS COE.
- STEP 2** R&M team communicates issues to VID.

- STEP 3** VID creates a ticket to track progress of repair.

 ***NOTE:** Please contact the POS COE for any door type/lightbox questions.

	(CURRENT) DECEMBER	JANUARY	FEBRUARY	MARCH
SLIVER 1	 <p>Smart July '25 Update ELM Reserve Codes Update Code: VG0E-70 E Update Code: VG0D-70 ES Update Code: VG0C-70 EM</p>			
SLIVER 2	 <p>EB Concealer July'24 Update (graphic + SRP Updates) Update Code: VAZR-70 E Update Code: VAZS-70 ES Update Code: VAZT-70 EM</p>			
SLIVER 3	 <p>Nude Honey Sept '25 Update Update Code: VGRA-60 E Update Code: VGR9-60 ES Update Code: VGR8-60 EM</p>		 <p>Nude Honey Feb '26 Update Update Code: VHR0-60 E Update Code: VHQZ-60 ES Update Code: VHQY-60 EM</p>	
SLIVER 4	 <p>Moisture Surge Glow July '25 Update Update Code: VG08-70 E Update Code: VG07-70 ES Update Code: VG06-70 EM</p>		 <p>Moisture Surge Glow Feb '26 Update Update Code: VHP5-70 E Update Code: VHP6-70 ES Update Code: VHP7-70 EM</p>	

(CURRENT) DECEMBER

JANUARY

FEBRUARY

MARCH

Story Telling Unit #1

***NOTE:** All doors have 1 Story-Telling Unit. Select Top doors have 2 Story-Telling units. Refer below.



DDML SPF/DDM/3-Step Story
Update Code: VG1L-70

TOP DOORS:



UV Solutions
Graphic Code: **VHEQ-70 TOP DOORS**
Glorifier Code: **VHFB-60 TOP DOORS**

NON-TOP DOORS:



Graphic Code: **VHER-70 NON-TOP DOORS**

Story Telling Unit #2

SELECT DOORS ONLY (57 DOORS)

TOP DOORS:



NON-TOP DOORS:



Moisture Surge 100H + Glow Serum
July '25 Update
Update Code: VG0F-70
Glorifier Code: VDZ3-60
**(NOTE: Glorifier for Top Doors;
Non Top Doors received updated
micro riser graphic)**
Doors: **SD**

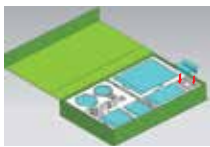
EXISTING



3-Step
Update Code: VG1L-70



3-Step (SRP Update)
Update Code: VHJK-70



Story Telling Unit Kit of Parts
Box Unit Code: VF35-60
Doors: **AD**
**All Doors with previous double vitrine
units will be getting this VM pre-pack
to place on the **NEW** Story-Telling Unit.*

***NOTE:** Please see page **106** for details.

(CURRENT) DECEMBER

JANUARY

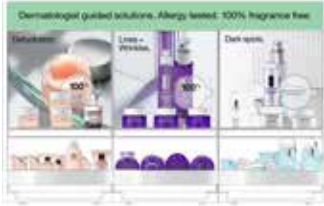
FEBRUARY

MARCH

 ***NOTE:** Please go to Treatment Units tab for details.

Full & Reduced Doors

TREATMENT BAR



Treatment Bar
Update Code: VG1Q-70
- full commband + commbox SRP Update
Treatment Bar Header
Update Code: VG1N-70
Doors: **FD RD**



Update Code: **VHJH-70 FD RD**
- SRP Updates
- New Comm Bands (B1S5, B1S6, B3S4, B3S6, B4S4, B4S6, B5S4)
- New Comm Box (B1S6)
- New B6 Shelf graphic

CLEANSER BAR



Cleanser Bar
Update Code: VG1Q-70
- full commband + commbox SRP Update
Cleanser Bar Header
Update Code: VG1M-70
Doors: **FD RD**



Update Code: **VHJH-70 FD RD**
- SRP Updates
- New Comm Bands (B1S5, B1S6, B3S4, B3S6, B4S4, B4S6, B5S4)
- New Comm Box (B1S6)
- New B6 Shelf graphic

*Acrylic Blocks (x5) + New Sign (x2) Code: V8TP-60
*Claim Post Visual PPK Code: V1CL-60
*Claim Post Poles Code: VAY8-60
**for both Treatment & Cleanser Bar*
MLU magnifier Reserves: VAY6-60

Specialty Doors



Specialty Treatment Bar
Update Code: VG1P-70 **SP**
- full commband + commbox SRP Update
Treatment Bar Header
Update Code: VG1N-70 **SP**



Update Code: **VHJJ-70 SP**
- SRP Updates
- New Comm Bands (B1S5 & B3S5)

Acrylic Blocks (x5) + New Sign (x2) Code: V8TR-60
*Claim Post Visual PPK Code: VC1M-60
*Claim Post Poles Code: VAY7-60
Doors: **SD**

(CURRENT) DECEMBER

JANUARY

FEBRUARY

MARCH

 ***NOTE:** Please go to Makeup Units tab for details.

Full Doors

Model Header Code **(ALL VARIANTS)**
Update Code: VG1G-70 **FD RD SP**



Update Code: VG14-70 **FD**
- full commband + commbox SRP Update
Foundation Bar

Update Code: VG11-70 (Bays 1 & 2)
Update Code: VG1F-70 (Bays 3 & 4)

Locator Code: VGGA-60 **FD**
- B1S6: New Locator Commbox window + commbox base that is sonic sealed to commbox window



Reduced Doors

Model Header Code **(ALL VARIANTS)**
Update Code: VG1G-70 **FD RD SP**



Update Code: VG13-70 **RD**
- full commband + commbox SRP Update
Foundation Bar

Update Code: VG11-70 (Bays 1 & 2)
Locator Code: VGG9-60 **RD**

- B1S6: New Locator Commbox window + commbox base that is sonic sealed to commbox window



Specialty Doors

Model Header Code **(ALL VARIANTS)**
Update Code: VG1G-70 **FD RD SP**



Update Code: VG12-70 **SP**
- full commband + commbox SRP Update
Foundation Bar

Update Code: VG11-70 (Bays 1 & 2)
Locator Code: VGG8-60 **SP**

- B1S2: New Locator Commbox window + commbox base that is sonic sealed to commbox window



Hygiene Unit + Mirror
Hygiene Unit Code: KJRG-70
Mirror Unit Code: KJRF-70
Doors: **AD**



(CURRENT) DECEMBER

JANUARY

FEBRUARY

MARCH

 ***NOTE:** Please go to Makeup Units tab for details.

Full, Reduced and Specialty Doors



Update Code: VG1E-70
Model Header Update Code: VG0G-70
Locator Code: VGG7-60



Update Code: VHKE-60
- Graphics & Locators
(B1R2,3,4,6) + B1R4 Comm Box
graphic + B2,3,4 Graphics

Eye Units



Eye Liner Sliver
- includes acrylic top template +
vacform + graphic
Update Code: VGG0-60
Doors: **FD RD SP**



Eye Liner Sliver
- Graphic Update
Update Code: VHP8-70
Doors: **FD RD SP**



Eye Shadow Sliver
- includes acrylic top template +
vacform + graphic
Update Code: VGG2-60
Doors: **FD RD SP**



Mascara Sliver
Update Code: VG05-70
Doors: **FD RD SP**



Mascara Sliver
- Graphic Update
Update Code: VHR1-60
Doors: **FD RD SP**



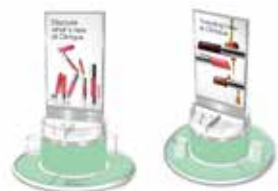
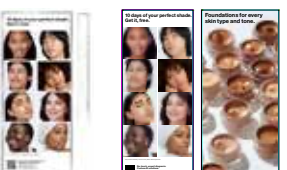









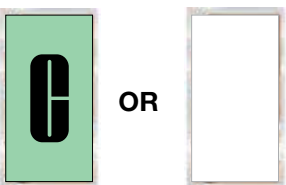

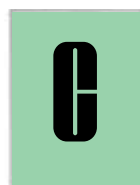
Jumbos Display Platform
Update Code: VG0W-70

*Use existing permanent
display platform for
merchandising Jumbo
products with graphic



SRP Update Code: VHP9-70

(CURRENT) DECEMBER	JANUARY	FEBRUARY	MARCH
<p>FRONT BACK</p>  <p>Foundation Feature Unit July '25 Update Code: VGG3-70 Doors: SD</p>			
<p>FRONT BACK</p>  <p>New & Trending Unit Unit Code: KRNJ-60 July '25 Update Code: VG0Z-70 Doors: SD</p>		<p>PLEASE KEEP EXISTING GREEN RISERS</p>  <p>Chubby + Honey Option Riser Graphic Update Code: VHYT-70 RESERVES SHIPPING DIRECT TO DOOR Doors: SD</p>	
<div style="border: 1px solid black; padding: 5px;"> <p>Asian Tester Feature Unit Graphic Update Code: V6ZE-70 Unit Code: KRNJ-60 Doors: SD</p> <p>Community Favorites Unit Graphic Update Code: V6ZF-70 Unit Code: V05X-60 Doors: SD</p> </div>			
 <p>Dramming Unit SD Unit Code: KKW0-60 Graphic Update Code: VB02-70</p>			
<p>FULL DOOR REDUCED DOOR</p>  <p>CFM Unit Update Code: VG0Y-70 FD Update Code: VG0X-70 RD</p>		<p>SRP Update Update Code: VHP3-70 FD Update Code: VHP4-70 RD</p>	

(CURRENT) DECEMBER	JANUARY	FEBRUARY	MARCH
<p>Fragrance Units</p>			
 <p>Fragrance Unit Code: VECL-60 (Full Unit) July '25 Update Code: VG04-70</p>			
 <p>My Happy Unit Code: VEXP-60 (Full Unit) July '25 Update Code: VG03-70</p>			
 <p>Generic Fragrance Unit Unit Generic PPK Code: V8SX-60 Aromatics Graphic Code: VG02-70 Doors: Belk Only Generic Visual PPK Code: VAZY-70 Doors: Nordstrom Only</p>			
 <p>Minis Unit Doors: Select Doors July '25 SRP Update Code: VG0T-70 Full Unit Code: VCHN-60 Extra Bin Code: VCHM-60</p>		 <p>LFS Bin Graphic Update Update Code: VHPA-70</p> <p>PLEASE KEEP EXISTING GREEN RISERS</p>  <p>Chubby + Honey Option Riser + Bin Graphic Update Code: VHYW-70 RESERVES SHIPPING DIRECT TO DOOR Doors: SD</p>	
 <p>Generic "C" Permanent Pedestal Update Code: VC1H-70 Doors: SD</p>			
 <p>MSNA Pedestal Update Code: VH0J-70</p>		 <p>MSNA Pedestal (REPRINT) Update Code: xx-70</p>	

(CURRENT) DECEMBER

JAN

FEBRUARY

MARCH



In-Case Plexi:
20" x 7.5"
Unit Code: ZX2A-60



Activate your glow.
Moisture Surge



Wrinkles, you're outnumbered.
Smart



3 steps. Twice a day. Every day. Where great skin begins.
Clarifying Lotions



Moisturizers for more resilient skin.
DDMs



100% dermatologist tested makeup.
Foundation



Sheer to pigment-packed lipsticks.
Lip



All the drama, none of the irritation.
Mascara



Simple. Smart. Straightforward.
Clinique For Men



Indulge your senses.
Fragrance

July '25 Incase Plexi
PPK Code: VG0R-70



Belk GWP (2/3 - 2/23)
Code: VGYG-70



UPDATE
Raise your sun standards.
UV Solutions



UPDATE
Play with color.
Chubby

Feb '25 Incase Plexi
PPK Code: VHJN-70



ENG



ES

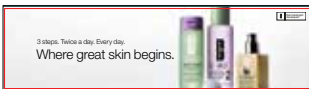
Dillard's GWP (3/6 - 3/26)
Code: VGYF-70 E
Code: VGYE-70 ES



In-Case Box/Trays:
25.56" x 7.08"
Update Code: KHL8-60 **FD**;
KHL9-60 **RD**



July '24 Incase Box
Full PPK Code: VAZD-70



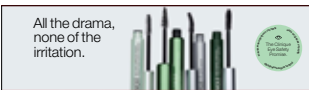
Moisture Surge Glow + Mascara Eye Safety Message
MARCH OCD
Code: VELB-70



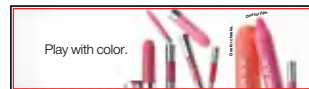
Foundation **MAY OCD**
Code: VFJK-70



3-Step **JULY'25 OCD**
Code: VG0S-70



***NOTE:** The in-case box graphics are LARGER than the 20" x 7.5" graphics for plexi frame.



Chubby Lip
Update Code: VHJM-70

(CURRENT) MARCH



Product On Glass
Plexi: 20" x 7.5"
Unit Code: ZX2A-60



Moisture Surge Glow



Clinique For Men



Sun & Body

July '25 POG Plexi
PPK Code: VG0Q-70



Clarifying Lotions



Smart



Foundation Family



Fragrance

JANUARY

FEBRUARY

MARCH



Product On Glass
Plexi: 7.5" x 7.5"
Unit Code: K41H-60

July '25 7.5" x 7.5" POG
Full PPK Code: VG0P-70



TTDO



Acne



Smart



Smart



EBCI



Moisture
Surge



DDML



Generic
Foundation



EBCF



EBMU



BP



My Happy



Happy



Aromatics

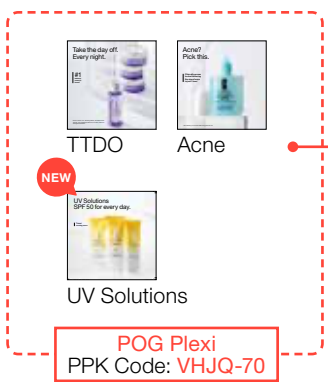


CFM

POG Plexi
PPK Code: VG0P-70



Derm
Concern
Code:
VHK1-70



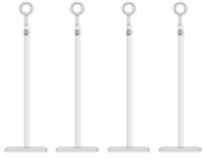
(CURRENT) DECEMBER

JANUARY

FEBRUARY

MARCH

Lollipop Signs



Permanent Lollipop Sign Holder (x4)
Code: KRJE-60
**use existing from Holiday*
***NOTE:** Sign should always be straight!



***NOTE:** Ensure to place back the lollipop sign rod pieces from the Holiday Price Tiering.

Lollipop Library
PPK Code: VDR8-70



Trending Now
(Existing from S'25)



Ask Me For A Free Sample
(Existing from S'25)



Discover What's New
(Existing from S'25)



AMPLIFICATIONS



***NOTE:** Feature lollipop sign based on your store's priorities.

EXISTING IN-STORE:



Clinical Reality
(Existing from S'24)
Code: V7D9-70



Valentine's Day
Code: VHBE-70



Derm Concern
Code: VHK2-70



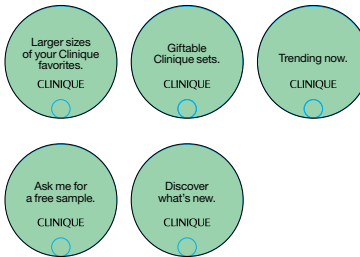
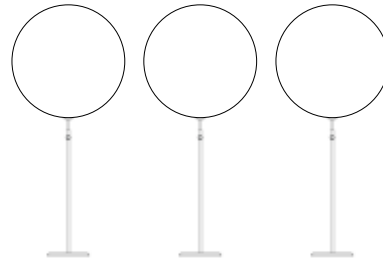
Amplification Prepack
Code: VHHL-70

INCLUDED:

Lollipop Amps: April Makeup, May Skincare
Counter Signs Amps: February Lash Day, April Makeup, May Skincare

***NOTE:** HOLD AMPS FOR APRIL/MAY OCD.

Lollipop Library
PPK Code: VHJG-70



Lollipop Sign Library (x5)
- Jumbos
- Trending Now
- Ask Me For a Free Sample
- Newness
- Generic Sets

(CURRENT) DECEMBER

8.5" x 11" Counter Signs



JANUARY



Derm Concern
Code: **VHK3-70**

FEBRUARY



Lunar New Year
Counter Sign Code: **VD96-70**
Envelope Code: **VD94-70**
Product Sleeve Code: **VD95-70**
(**DDML+, DDMG, MS, Happy**)
Doors: **SD**

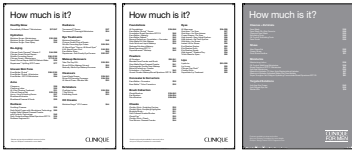


National Lash Day
2/19 - 2/22 OCD
(**Amplification Prepack**)
Code: **VHHL-70**

INCLUDED:
Lollipop Amps: April Makeup, May Skincare
Counter Signs Amps: Feb Lash Day, April Makeup, May Skincare
NOTE: HOLD AMPS FOR APRIL/MAY OCD.

MARCH

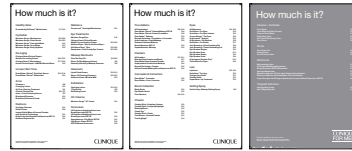
EXISTING IN-STORE:



How Much Is It Signs
Update Code: **VAZJ-70**



Clinical Reality Counter Sign + Mat
Counter Sign Code: **VDR9-70**
Mat Code: **VDR6-60**



How Much Is It Signs
Code: **VHJF-70**



Clinical Reality Counter Sign + Mat
Counter Sign Code: **VHXZ-70**
Mat Code: **VHXY-60**

EXISTING IN-STORE:



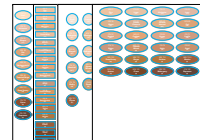
Skin School Services
Sign Code: **VB07-70**



Quick Clari Facial Device Placemat
Code: **LOCAL PRODUCTION**
Doors: **Select Doors**



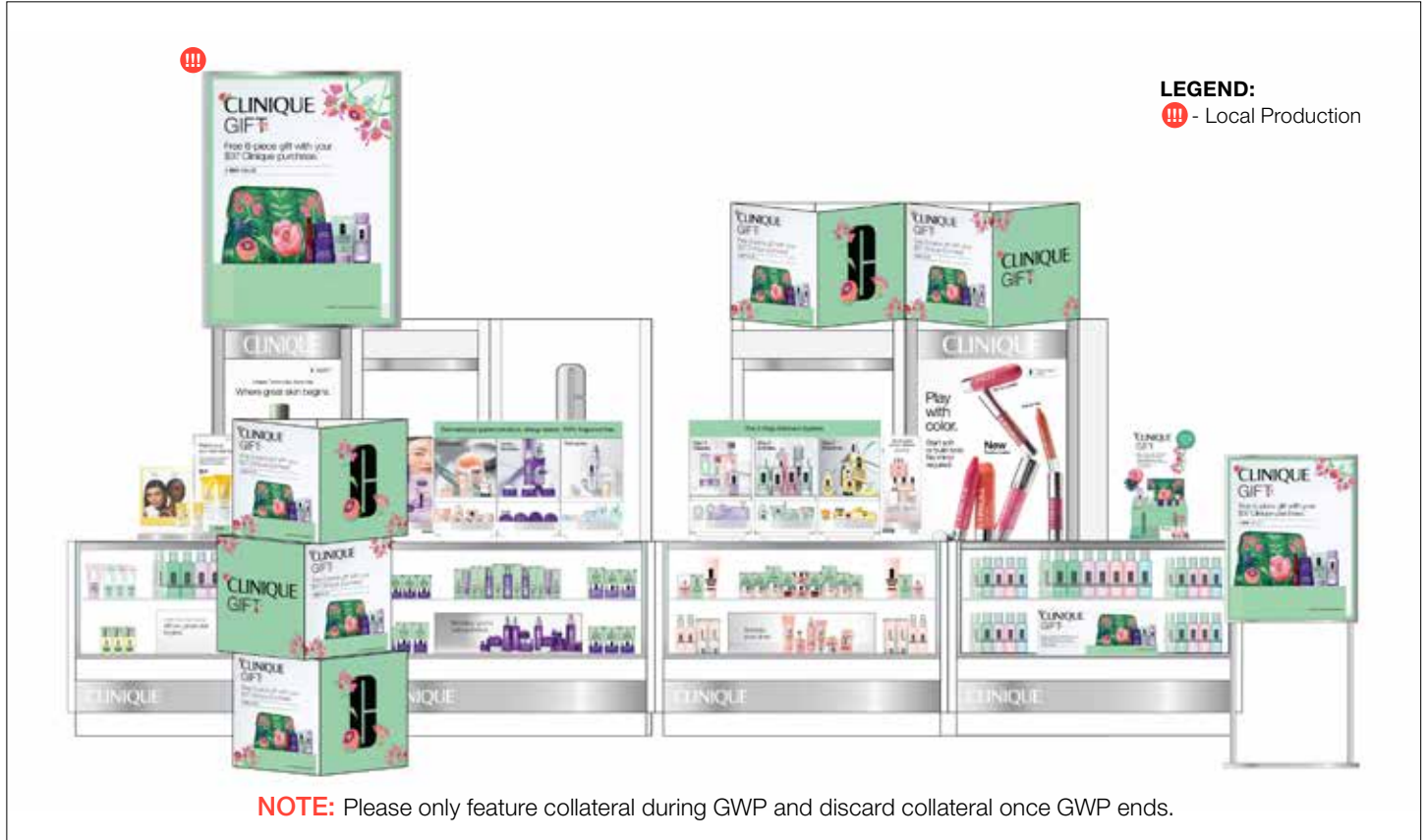
Consultant Tools F'25 Update
Code: **LOCAL PRODUCTION**



Foundation Stickers
PPK Code: **V6FD-70**

Sticker PPK
• **EBMU, EBCF, Beyond Perfecting, Acne Solutions**
NOTE: Place stickers to top cap, not on bottom.

Overview



Collateral - All Clinique Production



Posters
22" x 28"
PPK code: **VGY5-70**
30" x 40"
PPK code: **VGY1-70**



In-Case Plexi Graphic
20" x 7.5"
Code: **VGYG-70**



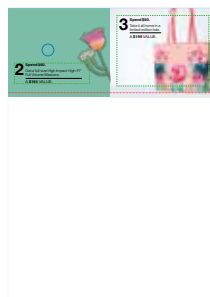
Ledge-Top Boxes (x3)
18" x 20" x 18" deep
Code: **VGY9-70**

***NOTE:** Please see next page for the GWP unit product lineup assortment (retailer specific).

Belk GWP Merchandising Unit PPK code: **VGYL-60**



Box Graphics



Base Mat



Graphic Cover

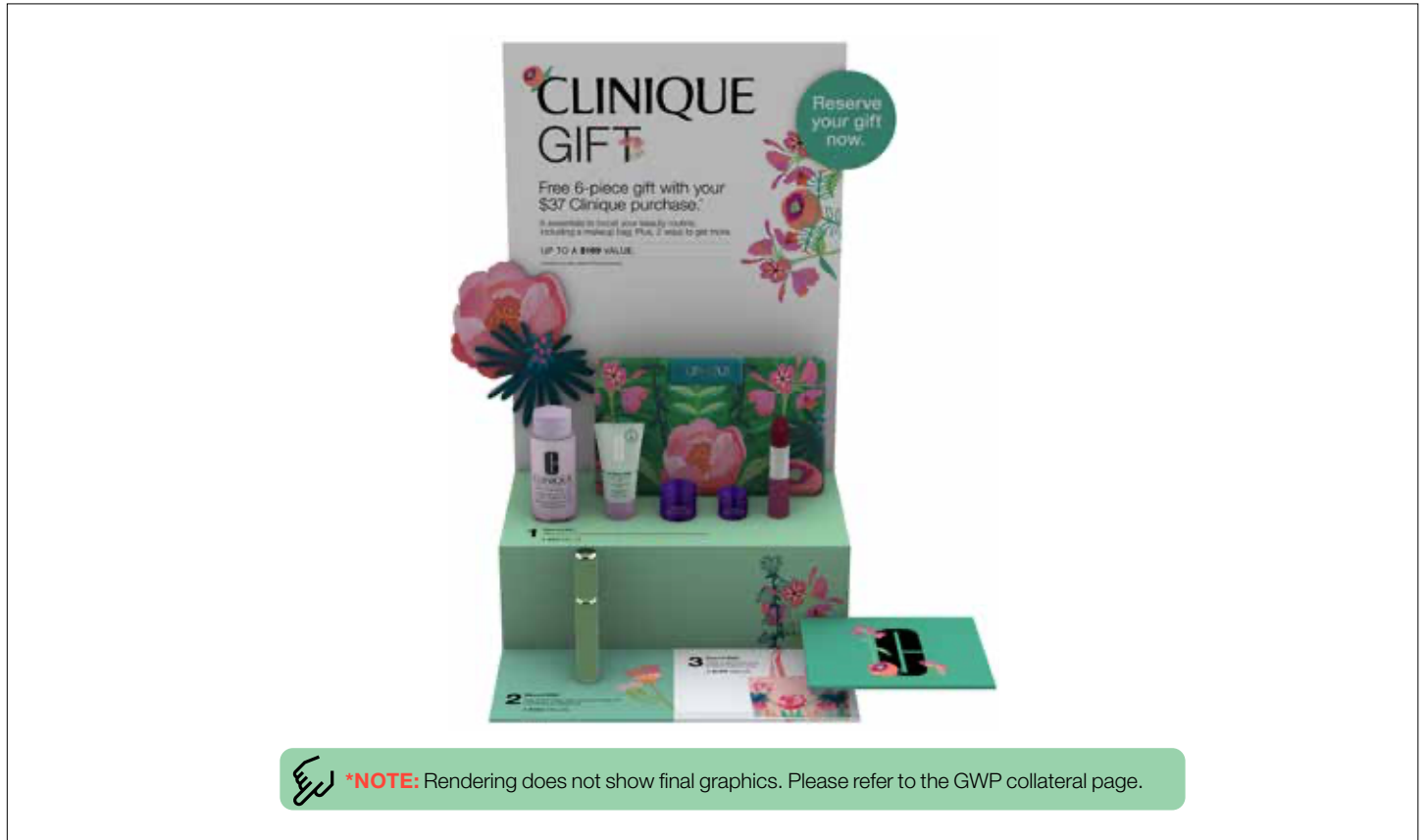


Riser (Front)



Riser (Back)

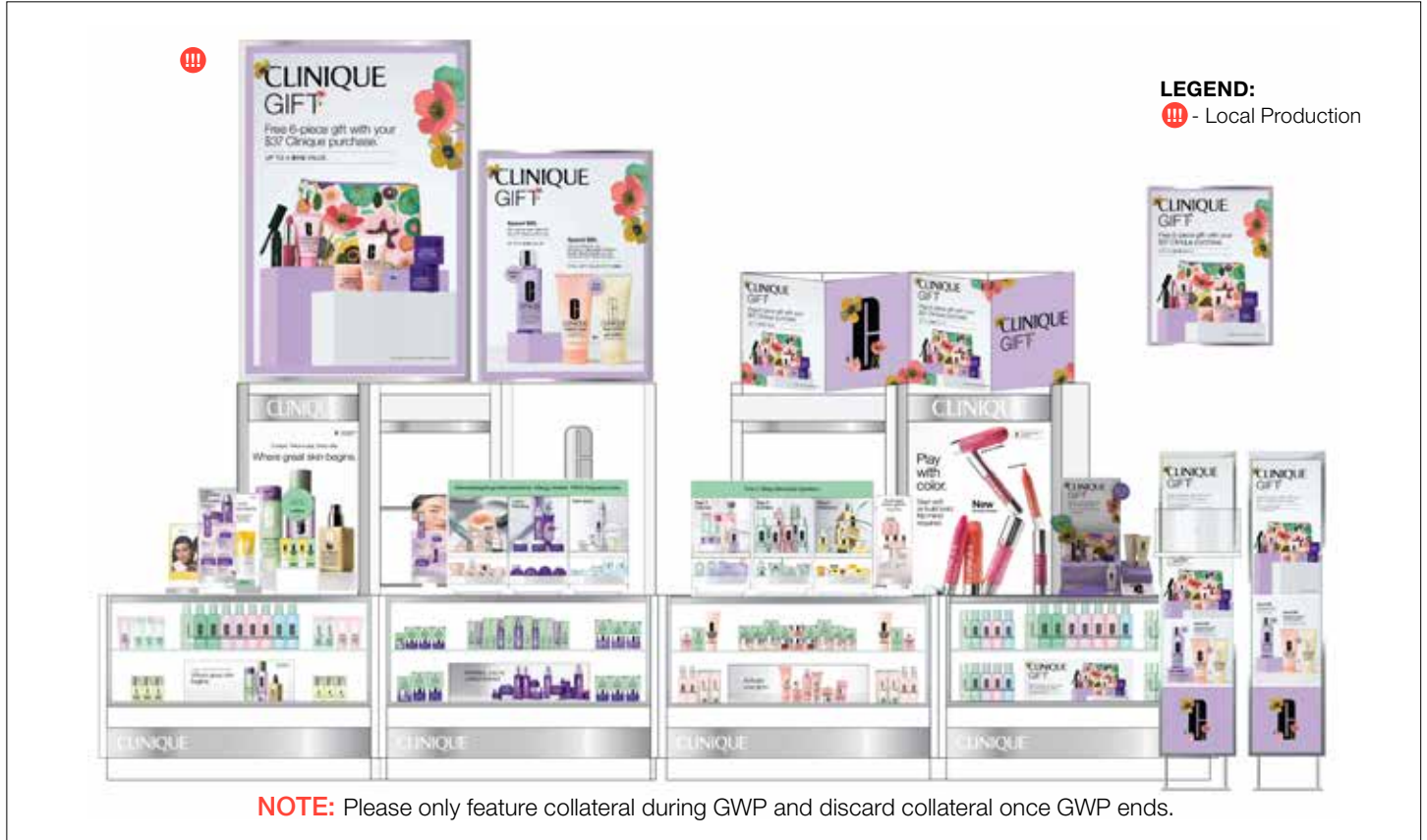
GWP Unit Product Line Up



Belk GWP (2/3 - 3/1) - Choose Your Free Gift

STEP 1	STEP 2	STEP 3
<p data-bbox="224 1283 623 1308">Spend \$37 to take home 6 Clinique favorites..</p>  <ul data-bbox="196 1581 691 1732" style="list-style-type: none"> - Take The Day Off For Lids, Lashes, Lips (50ml Bottle) - All About Clean Liquid Facial Soap Mild (30ml Tube) - Clinique Smart™ Clinical Repair Wrinkle Correcting Cream (15ml Jar) - Clinique Smart™ Clinical Repair Wrinkle Correcting Eye Cream (5ml Jar) - Almost Lipstick (Shade: Black Honey) <p data-bbox="412 1791 461 1843">+</p> <p data-bbox="289 1879 574 1904">..including a limited-edition bag.</p>	<p data-bbox="867 1283 1122 1308">Spend \$60 to get a full-size..</p>  <ul data-bbox="846 1581 1122 1627" style="list-style-type: none"> - High Impact High Fi Full Volume Mascara (Full size) 	<p data-bbox="1230 1283 1528 1329">Spend \$80 to take it all home in a limited-edition tote.</p> 

Overview



Collateral - All Clinique Production

***NOTE:** Please see next page for the GWP unit product lineup assortment (retailer specific).



Posters
22" x 28"
Code: **VGY4-70 E**
Code: **VGY3-70 ES**



In-Case Plexi Graphic
20" x 7.5"
Code: **VGYF-70 E**
Code: **VGYE-70 ES**



Ledge-Top Boxes (x3)
18" x 20" x 18" deep
Code: **VGY8-70**

Dillard's GWP Merchandising
Unit PPK code: **VGYK-60**



Box Graphics

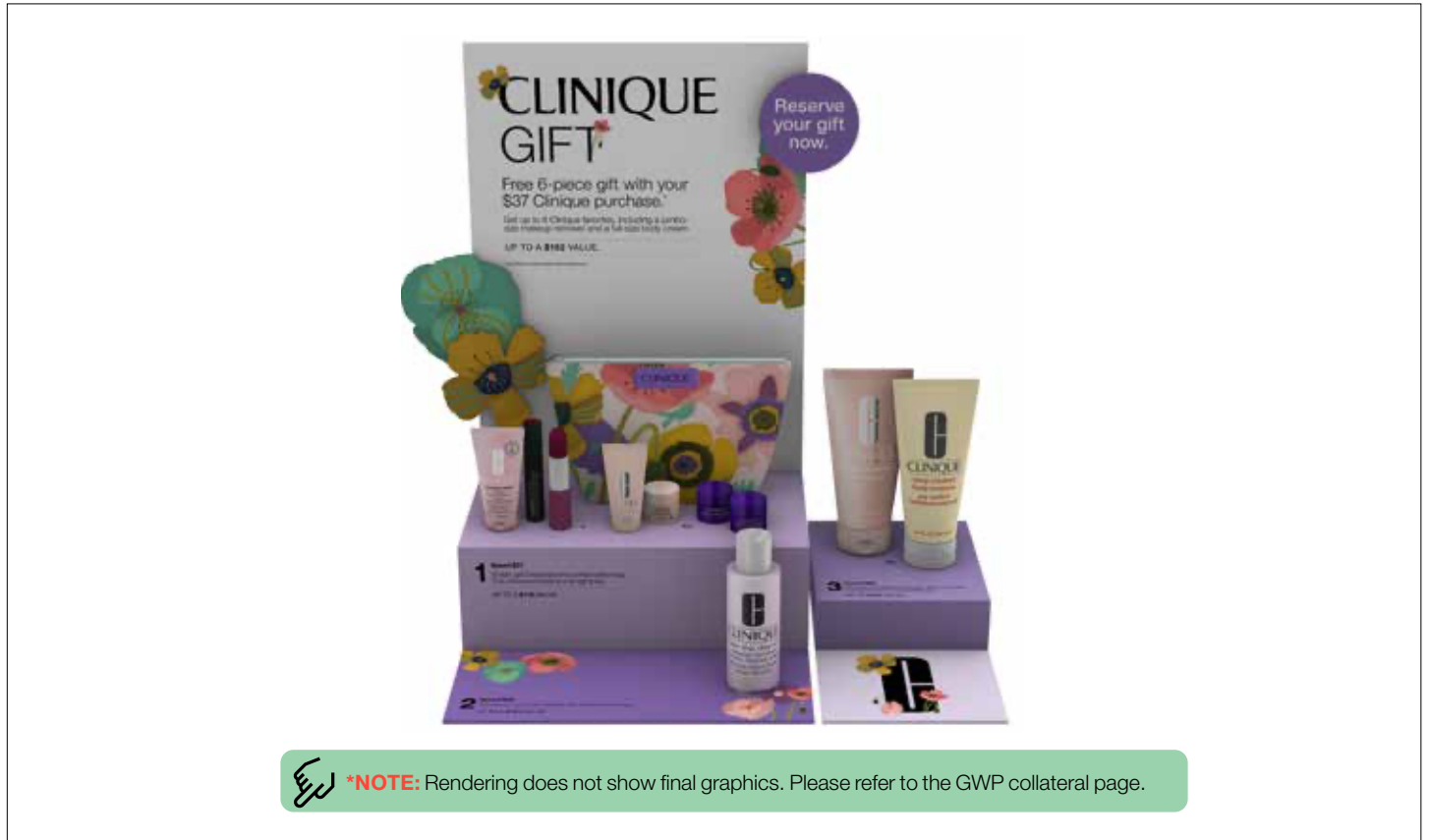
Base Mat



Riser (Front)

Riser (Back)

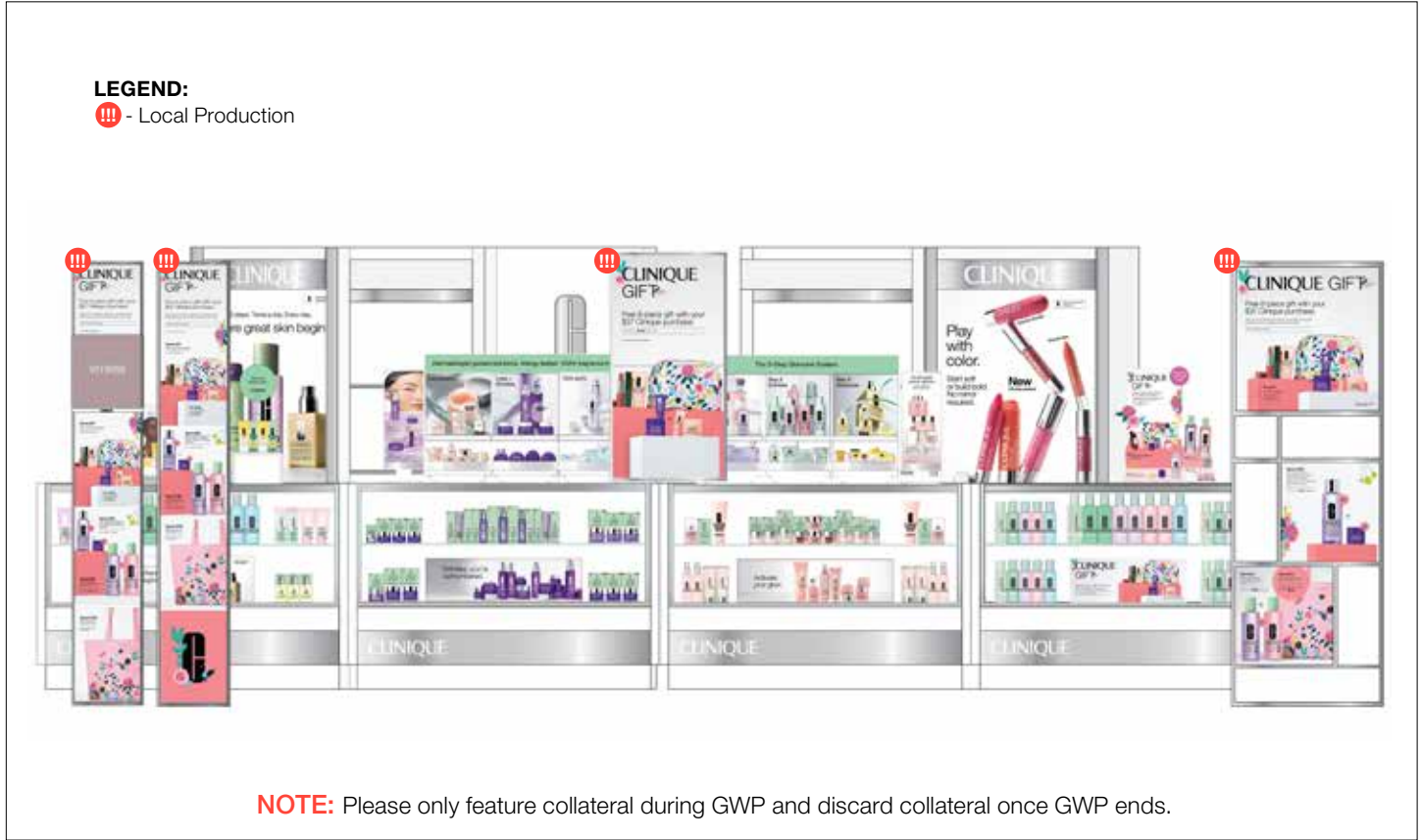
GWP Unit Product Line Up



Dillard's GWP (3/6 - 3/22) - Choose Your Free Gift

STEP 1	STEP 2	STEP 3
<p data-bbox="256 1283 748 1329">Spend \$37 to get 3 essentials and a limited-edition bag. Then, choose a hydrating or de-aging duo...</p> <div data-bbox="167 1388 865 1570"> <p data-bbox="492 1444 532 1472">OR</p> </div> <ul data-bbox="155 1598 477 1707" style="list-style-type: none"> - All About Clean Rinse Off Foaming Cleanser 30ml Tube - Clinique Pop Longwear Satin Lipstick (Shade: Cute Pop) - High Impact Mascara (Shade: Black) <p data-bbox="155 1724 237 1747">CHOICE:</p> <ul data-bbox="155 1747 477 1833" style="list-style-type: none"> - Moisture Surge Overnight Mask (30ml Tube) - Moisture Surge 100 Hour Auto Replenishing Hydrator (15ml Jar) 	<p data-bbox="935 1283 1162 1329">Spend \$60 to get a jumbo full size..</p> <div data-bbox="1019 1381 1092 1633"> </div> <ul data-bbox="935 1654 1175 1698" style="list-style-type: none"> - Take The Day Off for Lids, Lashes, Lips (200ml Bottle) 	<p data-bbox="1263 1283 1511 1306">Spend \$80 to get a full size..</p> <div data-bbox="1252 1388 1523 1633"> <p data-bbox="1365 1507 1406 1535">OR</p> </div> <ul data-bbox="1252 1654 1523 1698" style="list-style-type: none"> - Deep Comfort Body Moisturizer (200ml Tube) <p data-bbox="1365 1713 1422 1740">OR</p> <ul data-bbox="1252 1761 1523 1806" style="list-style-type: none"> - Moisture Surge Body Hydrator (200ml Tube)

Overview



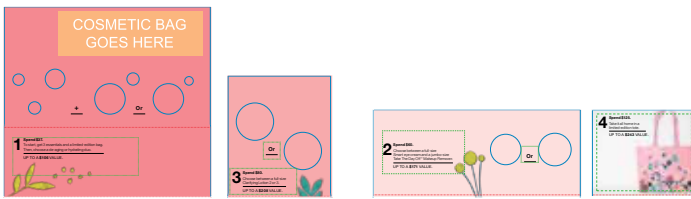
Collateral - All Clinique Production

 ***NOTE:** Please see next page for the GWP unit product lineup assortment (retailer specific).



In-Case Plexi Graphic
 20" x 7.5"
 Code: **VG YD -70 E**
 Code: **VG YB-70 EM**
 Code: **VG YC-70 ES**

Macy's GWP Merchandising Unit
 PPK code: **VG YJ-60**



Box Graphics

Base Mat





Riser (Front)

Riser (Back)

GWP Unit Product Line Up



Macy's GWP (3/25 - 4/13) - Choose Your Free Gift

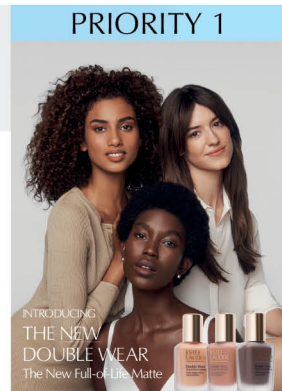
STEP 1	STEP 2	STEP 4
<p>Spend \$37 to get 3 essentials and a limited-edition bag. Then choose a hydrating or a de-aging duo.</p>  <p>OR</p> <ul style="list-style-type: none"> - Clinique Pop Longwear Lipstick (Shade: Bare Pop) - High Impact Mascara (Shade: Black) - Moisture Surge Body Hydrator 30ml Tube <p>CHOICE:</p> <ul style="list-style-type: none"> - Moisture Surge 100 Hour 15ml Jar - Moisture Surge Glow Serum 5ml Tube 	<p>Spend \$60 to choose between a full size of..</p>  <p>OR</p> <p>Choice of 1:</p> <ul style="list-style-type: none"> - Take The Day Off for Lids, Lashes, Lips (200ml Bottle) - Smart Wrinkle Correcting Eye Cream (15ml Jar) 	<p>Spend \$125 to take it all home in a limited-edition tote.</p> 
	<p>STEP 3</p> <p>Spend \$80 to choose between a full-size of ...</p>  <p>OR</p> <ul style="list-style-type: none"> - Clarifying Lotion 2 or 3 (400ml) 	

Estee Lauder

Visual Merchandising SP26 Jan- June



BEHIND MAKEUP CASES:
(1 LIGHT-BOX ONLY)



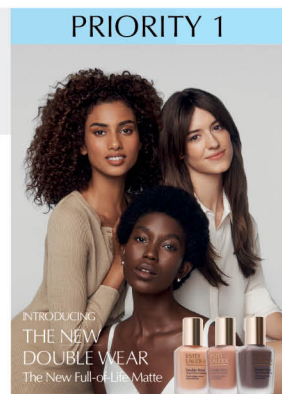
Double Wear
3-Model

BEHIND MAKEUP CASES:
(HORIZONTAL LIGHT-BOXES)



Double Wear
7-Group Model

BEHIND MAKEUP CASES:
(2 LIGHT-BOXES)



Double Wear
3-Model



Single Model
Daisy

BEHIND MAKEUP CASES:
(3 LIGHT-BOXES)



Double Wear
3-Model



Single Model
Daisy



Product Visual

BEHIND MAKEUP CASES:
(1 LIGHT-BOX ONLY)



Double Wear
4-Model

BEHIND MAKEUP CASES:
(HORIZONTAL LIGHT-BOXES)



Double Wear
Group Model

BEHIND MAKEUP CASES:
(2 LIGHT-BOXES)



Double Wear
4-Model

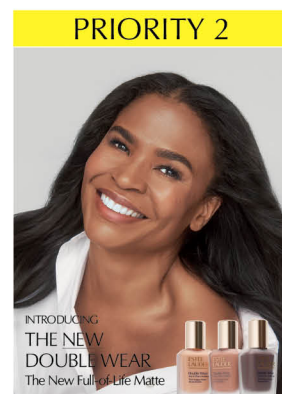


Single Model
Nia

BEHIND MAKEUP CASES:
(3 LIGHT-BOXES)



Double Wear
4-Model



Single Model
Nia



Product Visual

BEHIND MAKEUP CASES:
(1 LIGHT-BOX ONLY)



Double Wear
4-Model

BEHIND MAKEUP CASES:
(HORIZONTAL LIGHT-BOXES)



Double Wear
Group Model

BEHIND MAKEUP CASES:
(2 LIGHT-BOXES)



Double Wear
4-Model



Single Model
Daisy

BEHIND MAKEUP CASES:
(3 LIGHT-BOXES)



Double Wear
4-Model



Single Model
Daisy


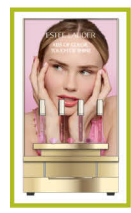






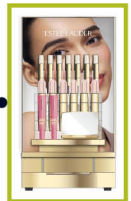




Product Visual



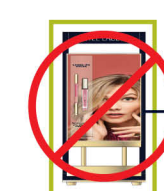

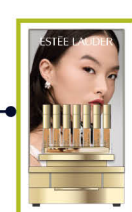


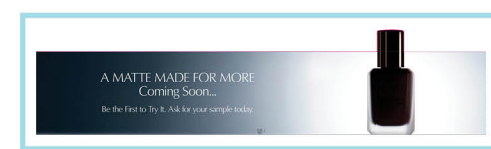

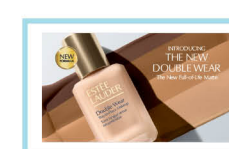

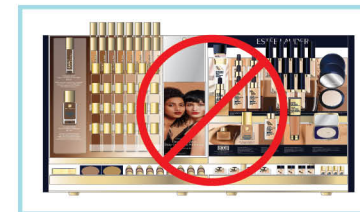

	Currently on-counter	JAN	FEB	MAR	MAY-JUN
LAUNCH	 <p>SKINCARE TRENDING NOW UNIT SRP Update Only Select Doors Unit Code #: PG5E-60 Update Code #: GBAS-70</p>	<p>NOTE: Discard current Skincare Hybrid unit on counter and replace with new Skincare Hero Focus Unit.</p>  <p>NEW HERO FOCUS UNIT: SKINCARE Macy's Doors Only Remove current Trending Now Unit at counter and install this new unit Unit Code #: GD01-60</p>			
IN-CASE	 <p>PERFECTIONIST PRO IN-CASE PROP GRAPHIC All Doors Graphic Code #: TBD</p>  <p>SUPREME+ NIGHT BOUNCE IN-CASE PROP GRAPHIC All Doors Graphic Code #: GC9Q-70</p>  <p>ADVANCED NIGHT REPAIR SERUM & EYE LIFT IN-CASE PROP GRAPHIC All Doors Graphic Code #: GC97-70</p>	 <p>SUPREME+ SERUM IN-CASE PROP GRAPHIC Macy's Only Graphic Code #: G8QJ-01</p>  <p>ADVANCED NIGHT REPAIR SERUM & EYE LIFT IN-CASE PROP GRAPHIC All Doors Graphic Code #: GDML-70</p>		 <p>DAYWEAR CLEANSER IN-CASE PROP GRAPHIC All Doors Graphic Code #: GE14-70</p>	
LINE TESTER	 <p>NEW SKINCARE CORE UNIT Select Doors Remove current Skincare Line Tester Unit at counter and install this new unit Unit Code #: GCZK-60</p>	 <p>SKINCARE CORE UNIT Macy's Doors Update with new products and graphics Unit Code #: GCZK-60 Graphic Update Code #: GDXM-70</p>		 <p>SKINCARE CORE UNIT All Other Doors Update with new graphics Unit Code #: GCZK-60 Graphic Update Code #: TBD</p>	

	Currently on-counter	JAN	FEB	MAR-JUN
<p>DEPARTMENT STORE</p>	<div data-bbox="385 691 705 883" data-label="Image"> </div> <div data-bbox="344 897 745 1018" data-label="Text"> <p>RE-NUTRIV CORE UNIT Select Doors Update with new product and template Unit Code #: GCZL-60 Graphic Update Code #: Shipping Direct-to-Door Acrylic Update Code #: GDSF-60</p> </div>			








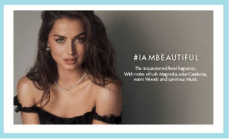
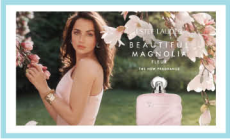
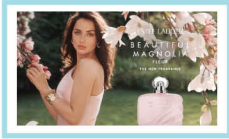
Select Doors Only
 All Doors

	Currently on-counter	JAN	FEB	MAR-JUN
LAUNCH	 <p>NOTE: DISCARD IPAD/IMATCH TRENDING NOW UNIT</p> <p>IPAD/MATCH TRENDING NOW UNIT Update with new graphics Select Doors Unit Code #: PG5H-60 Graphic Update Code #: GCG5-70</p>		 <p>NEW HERO FOCUS UNIT: PRIORITY 2 Select Doors Install NEW Unit Unit Code #: GDQC-70</p>	
IN-CASE	 <p>TURBO LASH IN-CASE GRAPHIC Select Doors Graphic Code #: G1QA-70</p>  <p>PURE COLOR GLOSS STICK IN-CASE GRAPHIC Select Doors Graphic Code #: GB82-70</p>	 <p>PURE COLOR GLOSS STICK IN-CASE GRAPHIC Select Doors Graphic Code #: GDMT-70</p>		
LINE TESTER	 <p>COLOR LTU (56 LIP SHADE VARIANT) Remove graphic plugs and add new products All Doors with Color LTU Unit Code #: PG53-60</p>  <p>COLOR HYBRID LTU Boscov's, Independents, Blue Mercury, and Puerto Rico Doors Remove graphic plug to reveal new Glossy Lip Unit Code #: TBD Update Code #: GCGB-70</p>		 <p>NEW COLOR CORE UNIT Select Doors Remove current Color Line Tester Unit at counter and install this new unit Unit Code #: GCZS-60</p> <p>NOTE: Discard current Color line tester unit on counter and replace with new Color Core Unit.</p>  <p>NEW HERO FOCUS UNIT: COLOR Select Doors Remove current Color Hybrid Unit at counter and install this new unit Unit Code #: GD00-60</p> <p>NOTE: Discard current Color Hybrid unit on counter and replace with new Color Hero Focus Unit.</p>	

 Select Doors Only
 All Doors

	Currently on-counter	JAN	FEB	MAR	APR-JUN
LAUNCH	 <p>DRAMMING UNIT New graphic updates on all panels Select Doors Unit Code #: PNIP-70 Graphic Update Code #: GA78-70</p>  <p>DRAMMING PEDESTAL Foundation Panels Update Select Doors Pedestal Code #: P4EE-60 Pedestal Update Code #: GA78-70</p>  <p>COLOR/FOUNDATION TRENDING NOW UNIT Update with new templates and graphics Select Doors Unit Code #: PG5F-60 Update Update Code #: GC9G-60</p>	 <p>NEW DRAMMING UNIT Remove current dramming unit and replace with new unit Select Doors Unit Code #: GDFT-60</p>	<p>NOTE: Discard current Trending Now Unit on counter and replace with new Priority 1 Hero Focus Unit.</p>  <p>NEW HERO FOCUS UNIT: PRIORITY 1 Select Doors Remove current Color Hybrid Unit at counter and install this new unit Unit Code #: GCZW-60</p>		
IN-CASE	 <p>DOUBLE WEAR RE-PROMOTE IN-CASE GRAPHIC Graphic Code #: GCA7-70</p>  <p>FUTURIST SKINTINT REPROMOTE IN-CASE GRAPHIC Graphic Code #: GCDX-70</p>	 <p>DOUBLE WEAR TEASER TOPPER Shipping Direct-to-door as a part of a "GOAT" pre-pack</p>	 <p>NEW DOUBLE WEAR TOPPER Shipping Direct-to-door as a part of a "GOAT" pre-pack</p>  <p>NEW DOUBLE WEAR IN-CASE GRAPHIC Shipping Direct-to-door as a part of a "GOAT" pre-pack</p>  <p>NEW DOUBLE WEAR IN-CASE DISTORTION GRAPHIC Shipping Direct-to-door as a part of a "GOAT" pre-pack</p>		
LINE TESTER	 <p>FOUNDATION LINE TESTER UNIT Update with new templates and graphics All Doors Unit Code #: PJHJ-60 Update Code #: GC9H-60</p>		<p>NOTE: Discard current Foundation LTU on counter and replace with new Foundation Core Unit.</p>  <p>NEW FOUNDATION CORE UNIT Select Doors Remove current Foundation Line Tester Unit at counter and install this new unit Unit Code #: GCZP-60</p>		

Select Doors Only
 All Doors

	Currently on-counter	JAN	FEB	MAR	APR-JUN
AERIN	 <p>AERIN LINE FRAGRANCE UNIT Update with new fragrances and new templates All Doors Graphic Code #: TBD Acrylic Code #: TBD</p>		 <p>AERIN LINE FRAGRANCE UNIT Update with new fragrances and new templates All Doors Graphic Code #: Shipping Direct to Door Acrylic Code #: GE10-60</p>		
LINE TESTER	<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>LUXURY FRAGRANCE CONVERSION Select Doors Update to Beautiful Fragrance Highlighter Unit Unit Code #: G1RE-60 Graphic Update Code #: GAAS-70</p> </div> <div style="text-align: center;">  <p>MAGNOLIA TRENDING NOW UNIT Select Doors</p> </div> </div> <div style="display: flex; justify-content: space-around; margin-top: 20px;"> <div style="text-align: center;">  <p>FRAGRANCE LINE TESTER Select Doors Update back riser and platform graphic to Bronze Goddess Unit Code #: PG59-60 Update Code #: G9LJ-70</p> </div> <div style="text-align: center;">  <p>FRAGRANCE LINE TESTER MACY'S ONLY Update back riser and platform graphic Unit Code #: PG59-60 Update Code #: GD87-70</p> </div> <div style="text-align: center;">  <p>FRAGRANCE LINE TESTER Select Doors Update back riser and platform graphic to Bronze Goddess Unit Code #: PG59-60 Update Code #: GEBN-70</p> </div> </div>				
IN-CASE & OTHER	<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>BEAUTIFUL MAGNOLIA RE-PROMOTE IN-CASE PROP GRAPHIC GRAPHIC Code #: GB85-70</p> </div> <div style="text-align: center;">  <p>MACY'S ONLY BEAUTIFUL MAGNOLIA RE-PROMOTE IN-CASE PROP GRAPHIC Graphic Code #: GC93-70</p> </div> </div>		 <p>BEAUTIFUL MAGNOLIA RE-PROMOTE IN-CASE PROP GRAPHIC Graphic Code #: GDMG-70</p>		

Select Doors Only

All Doors

Jan '26 Update with new center template and new graphics (Update Code: GDTG-60, Graphic Code: GDXM-70).

SKINCARE CORE UNIT

January Update

MACY'S DOORS ONLY



FRONT ELEVATION VIEW



NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

Product List

- Resilience Multi-Effect Face and Neck Creme SPF15 (1.7 oz)
- Resilience Multi-Effect Night Creme (1.7 oz)
- Resilience Multi-Effect Eye Creme (0.5 oz)
- Advanced Night Repair Cleansing Balm (2.2 oz)
- Advanced Night Cleansing Gelee (2.2 oz)
- Advanced Night Repair Rescue Solution with Bifidus Ferment (0.68 oz)
- New DayWear Glow Boost Gel Cleanser (1)**
- DayWear Multi-Protection Antioxidant 24H-Moisture Creme SPF15 (1.7oz)
- DayWear Anti-Oxidant 72H-Hydration Sorbet Creme SPF15 (1.7 oz)
- Revitalizing Supreme+ Youth Power Creme (1.7 oz)
- New Revitalizing Supreme+ Sculpting Serum (1)**
- Revitalizing Supreme+ Night Power Bounce Creme (1.7 oz)
- Advanced Night Repair Overnight Treatment (2.2 oz)
- Advanced Night Repair Serum Synchronized Multi-Recovery Complex (1.7oz)
- Advanced Night Repair Eye Lift + Firm (0.5 oz)
- Advanced Night Repair Supercharged Eye Gel-Creme (0.5 oz)

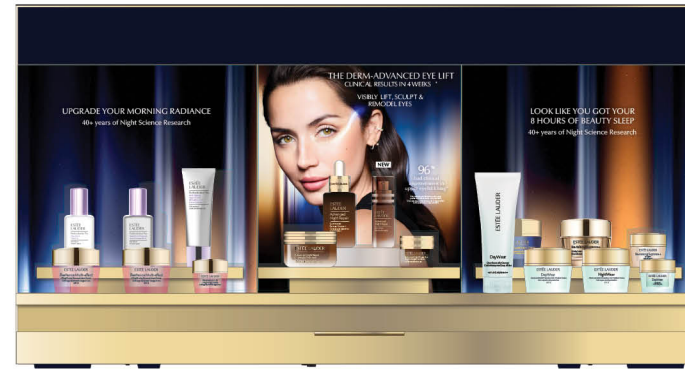
- Perfectionist Pro Rapid Firm + Lift Treatment (1.7 oz)
- Perfectionist Pro Brightening Treatment (1.7 oz)
- Perfectionist Pro Multi-Defense UV Gel (1.0 oz)
- Micro Essence Treatment Lotion with Bio-Ferment (6.7 oz)
- Take It Away Makeup Remover Lotion (6.7 oz)
- Perfectly Clean Multi-Action Foam Cleanser/Purifying Mask (5.0 oz)
- Perfectly Clean Multi-Action Toning Lotion/Refiner (6.7 oz)
- Perfectly Clean Infusion Balancing Essence Lotion (13.5 oz)
- Soft Clean Infusion Hydrating Essence Lotion (13.5 oz)
- Revitalizing Supreme+ Youth Power Power Soft Milky Lotion (3.4 oz)
- Resilience Multi-Effect Face and Neck Creme SPF15 Dry (1.7 oz)
- DayWear Matte Oil-Control Anti-Oxidant Moisture Gel Creme (1.7 oz)
- Revitalizing Supreme+ Youth Power Creme SPF 25 (1.7 oz)
- DayWear Eye Cooling Anti-Oxidant Moisture Gel Crème (0.5 oz)
- Revitalizing Supreme+ Youth Power Eye Balm (0.5 oz)

Mar '26 Update with new center template and new graphics (Unit Code: TBD).

SKINCARE CORE UNIT

March Update

ALL OTHER DOORS



FRONT ELEVATION VIEW



NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

Product List

- Perfectionist Pro Brightening Treatment (1.7 oz)
- Perfectionist Pro Rapid Firm + Lift Treatment (1.7 oz)
- Perfectionist Pro Multi-Defense UV Gel (1.0 oz)
- Revitalizing Supreme+ Night Power Bounce Creme (1.7 oz)
- Revitalizing Supreme+ Youth Power Creme (1.7 oz)
- Revitalizing Supreme+ Youth Power Eye Balm (0.5 oz)
- Resilience Multi-Effect Face and Neck Creme SPF15 (1.7 oz)
- Resilience Multi-Effect Night Creme (1.7 oz)
- Resilience Multi-Effect Eye Creme (0.5 oz)
- Advanced Night Repair Serum Synchronized Multi-Recovery Complex (1.7oz)
- Advanced Night Repair Eye Lift + Sculpt (0.5 oz)
- Advanced Night Repair Overnight Treatment (2.2 oz)
- Advanced Night Repair Supercharged Eye Gel-Creme (0.5 oz)
- New DayWear Glow Boost Gel Cleanser (4.2oz)**
- DayWear Multi-Protection Antioxidant 24H-Moisture Creme SPF15 (1.7oz)
- DayWear Anti-Oxidant 72H-Hydration Sorbet Creme SPF15 (1.7 oz)

- DayWear Eye Cooling Anti-Oxidant Moisture Gel Crème (0.5 oz)
- Advanced Night Cleansing Gelée (3.4 oz)
- Advanced Night Repair Rescue Solution with Bifidus Ferment (0.68 oz)
- Advanced Night Cleansing Balm (2.2 oz)
- Micro Essence Treatment Lotion with Bio-Ferment (6.7 oz)
- Take It Away Makeup Remover Lotion (6.7 oz)
- Gentle Eye Makeup Remover (3.4 oz)
- Perfectly Clean Multi-Action Foam Cleanser/Purifying Mask (5.0 oz)
- Perfectly Clean Multi-Action Toning Lotion/Refiner (6.7 oz)
- Perfectly Clean Infusion Balancing Essence Lotion (13.5 oz)
- Soft Clean Infusion Hydrating Essence Lotion (13.5 oz)
- Revitalizing Supreme+ Youth Power Power Soft Milky Lotion (3.4 oz)
- Resilience Multi-Effect Face and Neck Creme SPF15 Dry (1.7 oz)
- DayWear Matte Oil-Control Anti-Oxidant Moisture Gel Creme (1.7 oz)
- Revitalizing Supreme+ Youth Power Creme SPF 25 (1.7 oz)

RE-NUTRIV CORE UNIT

November Update (Fall Part 2)
NO SPRING '26 UPDATE

HISTORY OF UPDATES

- Aug '25 Remove current Re-Nutriv Line Tester Units on counter and replace with new Re-Nutriv Core Unit. (Graphic Code: TBD | Acrylic Update Code: TBD).
- Nov '25 Update with new template and new graphics (Graphic Code: TBD).

FRONT OF UNIT



OVERHEAD VIEW



DRAWER

- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS

Product List

- | | |
|--------------------------------------------------------------------------------|--------------------------------------------------------------------------------|
| 1. Re-Nutriv Ultra Radiance Serum Creme Makeup - (on clear riser) (3) | 11. Re-Nutriv Age Reversal Lotion (1) |
| 2. Re-Nutriv Ultra Radiance Liquid Makeup SPF 20 1 oz, (3) | 12. Re-Nutriv Ultimate Diamond Transformative Brilliance Eye Serum 0.5 oz, (1) |
| 3. Re-Nutriv Rich Foam Cleanser 4.2 oz, (1) | 13. Re-Nutriv Ultimate Diamond Sculpted Transformation Creme 1.7 oz, (1) |
| 4. Re-Nutriv Intensive Smoothing Hand Creme 3.4 oz, (1) | 14. Re-Nutriv Ultimate Diamond Transformative Energy Eye Creme 0.5 oz (1) |
| 5. Re-Nutriv Ultimate Diamond Transformative Brilliance Serum 1 oz, (1) | 15. Re-Nutriv Ultra Radiance Serum Creme Makeup (12) |
| 6. Re-Nutriv Ultra Radiance Serum Creme Makeup (1) | 16. Re-Nutriv Ultra Radiance Liquid Makeup SPF 20 1 oz, (10) |
| 7. Re-Nutriv Ultra Radiance Liquid Makeup SPF 20 1 oz, (1) | 17. Re-Nutriv Ultimate Lift Regenerating Youth Creme Rich 1.7 oz, (1) |
| 8. Re-Nutriv Ultimate Diamond Transformative Brilliance Soft Creme 1.7 oz, (1) | 18. Re-Nutriv Ultimate Lift Regenerating Youth Creme 1.7 oz, (1) |
| 9. Re-Nutriv Ultimate Diamond Transformative Brilliance Soft Creme 1.0oz, (1) | 19. Re-Nutriv Ultimate Lift Regenerating Youth Eye Creme Rich 0.5 oz, (1) |
| 10. Re-Nutriv Ultimate Diamond Age Reversal Eye Creme 0.5oz, (1) | 20. Re-Nutriv Ultimate Lift Regenerating Youth Eye Creme 0.5 oz, (1) |

NEW FOUNDATION CORE UNIT

On-Counter: 2/23/2026

HISTORY OF UPDATES

- Feb '26 Discard Foundation Line Tester Unit currently in store and install new Foundation Core Unit (Code: GCZP-60).

FRONT OF UNIT



NOTE: USE NAVY PUMPS ON ALL DOUBLE WEAR FOUNDATION TESTER BOTTLES AS SHOWN ON THE DTO.

OVERHEAD VIEW

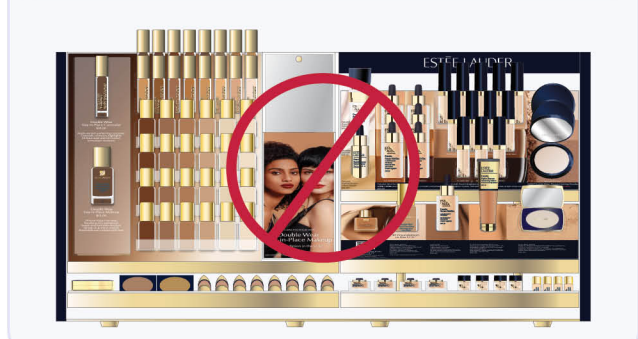


DRAWER

Product List

- New Double Wear Stay-In-Place Foundation (56)
- New Double Wear Stay-In-Place Foundation - Tester/Factice (1)
- Futurist Aqua Brilliance Watery Glow Primer (1)
- Futurist Hydra Rescue Moisturizing Makeup SPF 45 (8)
- Double Wear Smooth and Blur Primer (1)
- Double Wear Concealer (30)
- New Double Wear Stay-In-Place Foundation (5)
- Double Wear Matte Powder (10)
- New Double Wear Setting Powder (5)

DISCARD EXISTING FOUNDATION FULL LINE UNIT. REFER TO ELX PHASE 2 DIRECTIVE ON HOW TO PROPERLY DISPOSE OF UNIT.



NEW COLOR CORE UNIT

On-Counter: 2/23/2026

HISTORY OF UPDATES

Feb '26 Discard Color Line Tester Unit currently in store and install new Foundation Core Unit (Code: GCZS-60).

FRONT OF UNIT



NOTE: BRONZE GODDESS BRONZER (#15) WILL NOT FIT IN THE LOCATOR, USE BRONZE GODDESS GELÉE.

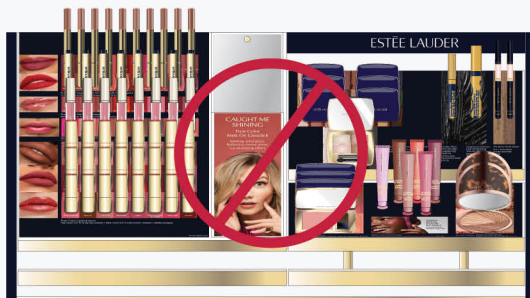
OVERHEAD VIEW



Product List

- | | |
|-------------------------------------------------------------------|---------------------------------------------------|
| 1. Pure Color Sculpting Lipstick - opened (1) | 22. Sumptuous Extreme Lash Mascara Waterproof (1) |
| 2. Pure Color Sculpting Lipstick (45) | 23. Double Wear Smudge-Proof Mascara (1) |
| 3. Double Wear 24H Stay-in-Place Lip Liner - in clear cup (14) | 24. Little Black Primer (1) |
| 4. Pure Color Explicit Slim Matte Lipstick (9) | 25. Pure Color Envy Sculpting Blush (4) |
| 5. Pure Color Explicit Slim Lipstick (9) | |
| 6. Pure Color Lip Pout (6) | |
| 7. Pure Color Envy Luxe Eyeshadow Quad (1) | |
| 8. Pure Color Envy Sculpting Blush (1) | |
| 9. Futurist Liquid Blush (6) | |
| 10. New Futurist HydraPlump Lip Balm (6) - closed | |
| 11. New Futurist HydraPlump Lip Balm (2) - open | |
| 12. Pure Color Melt On Gloss Stick (6) - closed | |
| 13. Pure Color Melt On Gloss Stick (2) - open | |
| 14. Brow Multi-Tasker (8) | |
| 15. Bronze Goddess Bronzer Powder (4)
Bronze Goddess Gelée (3) | |
| 16. Double Wear 24H Waterproof Gel Eye Pencil (6) | |
| 17. Pure Color Envy Luxe Eyeshadow Quad (4) | |
| 18. Double Wear Infinite Waterproof Eyeliner (6) | |
| 19. Eye Makeup Remover (1) | |
| 20. Little Black Liner (1) | |
| 21. Sumptuous Extreme Lash Mascara (1) | |

DISCARD EXISTING COLOR FULL LINE UNIT. REFER TO ELX PHASE 2 DIRECTIVE ON HOW TO PROPERLY DISPOSE OF UNIT.



FRAGRANCE LINE TESTER UNIT

January Update

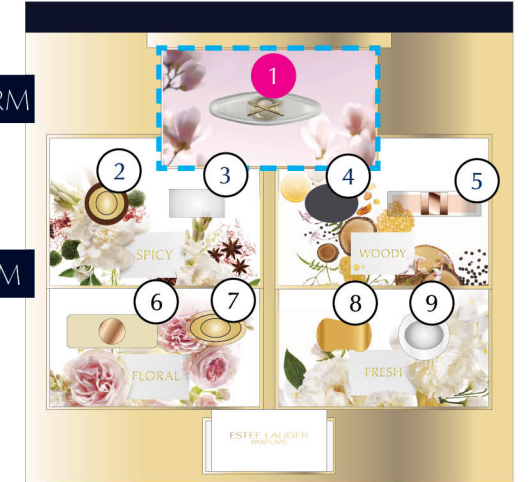
HISTORY OF UPDATES

Mar '25 Update with new backriser and top platform graphic (GC24-70).
 Aug '25 Update with new backriser and top platform graphic (TBD).
 Jan '26 Update with new backriser and top platform graphic (GEBN-70).



FOCUS PLATFORM

MAIN PLATFORM



NEW GRAPHICS
 NEW TEMPLATES & GRAPHICS

Product List

Focus Platform

- New Magnolia Fleur, 3.4 oz**

Main Platform (Preferred Line-up)

- Youth Dew Eau de Parfum Spray, 2.25 oz
- Cinnabar Eau de Parfum Spray, 1.7 oz
- Knowing Eau de Parfum Spray, 1.7 oz
- Estée Lauder Sensuous Eau de Parfum Spray, 3.4 oz
- Bronze Goddess Eau Fraîche Skinscent, 3.4 oz
- Beautiful Eau de Parfum, 3.4 oz
- White Linen Eau de Parfum, 2.0 oz
- Pleasures Eau de Parfum, 3.4 oz

FRAGRANCE UNIT BEST PRACTICES:

- Display large (3.4 oz.) sizes only
- Place only 2 fragrances on each platform
- Place "MANDATORY" ("Always On") fragrances on the appropriate platform first. Then, based on your mix of business, fill in with "SUGGESTED" or "OPTIONAL" fragrances on the appropriate platform.

SPICY <ul style="list-style-type: none"> Cinnabar Spellbound Tuscany Per Donna Youth Dew 	WOODY <ul style="list-style-type: none"> Sensuous Knowing
FLORAL <ul style="list-style-type: none"> Beautiful (#7) (Mandatory) <small>OTHER OPTIONS IF YOU ARE OUT OF STOCK ON THE ABOVE</small> <ul style="list-style-type: none"> Estée Pleasures Intense Private Collection Tuberose Gardenia 	FRESH <ul style="list-style-type: none"> Pleasures (#10) (Mandatory) White Linen (#9) (Mandatory) <small>OTHER OPTIONS IF YOU ARE OUT OF STOCK ON THE ABOVE</small> <ul style="list-style-type: none"> Aliage Azuree

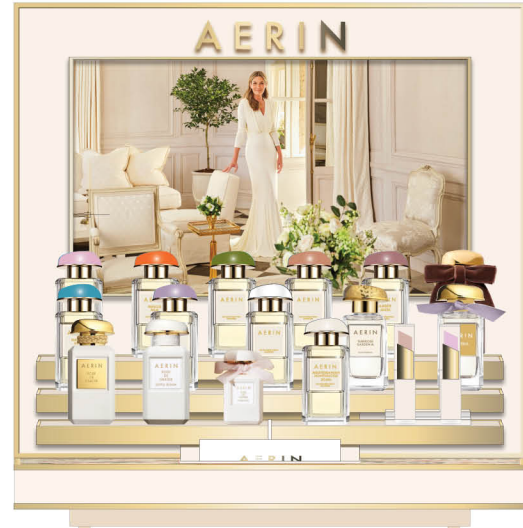
AERIN

March Update

ALL DOORS WITH AERIN EXCEPT SPECIALTY DOORS:
BLOOMINGDALES, NEIMAN'S, SAKS, AND NORDSTROM

HISTORY OF UPDATES

Feb '25	Update with new graphics and new middle template (GC1M-70).
Oct '25	Update with new template and graphics (TBD).
Mar '26	Update with new templates and graphics (GE10-60).



TOP VIEW



Product List:

1. Rose de Grasse 1.7 oz
2. Rose de Grasse Joyful Bloom 1.7 oz
3. Rose de Grasse Pour Filles 1.0 oz
4. New Med. Honey Soleil 1.7 oz
5. New Tinted Lip Balm (2) - opened (merchandised on stepped acrylic)
6. New Tinted Lip Balm (2) - closed (merchandised on stepped acrylic)
7. Mediterranean Honeysuckle 1.7 oz
8. Wild Geranium 1.7 oz
9. Ikat Jasmine 1.7 oz
10. Tuberose Gardenia 1.7 oz
11. Les Botaniques Wisteria 1.7 oz
12. Lilac Path 1.7 oz
13. Hibiscus Palm 1.7 oz
14. Cedar Violet 1.7 oz
15. Amber Musk 1.7 oz
16. Amber Musk Vanille 1.7 oz
17. Rose Cocoa, 1.7 oz

- ▭ NEW GRAPHICS
- ▭ NEW TEMPLATES & GRAPHICS

ELX HERO FOCUS UNITS DTOS & DRAMMING

HISTORY OF UPDATES

Feb '26 Discard all Trending Now Units currently in store and install Hero Focus Unit: Color (Code: GD00-60).

NEW HERO FOCUS UNIT: COLOR

On-Counter: 2/23/2026

SELECT DOORS



Product List

Main Platform

1. Pure Color Lip Pout (7)
2. Pure Color Melt On Gloss Stick (7)
3. **New Futurist HydraPlump Lip Balm (6)**
4. Pure Color Sculpting Lipstick (12)
5. Futurist Liquid Blush (4)
6. Pure Color Envy Sculpting Blush (1)

Drawer:

7. Futurist Liquid Blush (3)
8. Pure Color Envy Sculpting Blush (3)

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

DISCARD ALL TRENDING NOW UNITS CURRENTLY IN STORE. REFER TO ELX PHASE 2 DIRECTIVE ON HOW TO PROPERLY DISPOSE OF UNITS.

HISTORY OF UPDATES

Feb '26 Discard all Trending Now Units currently in store and install Hero Focus Unit: PI (Code: GCZW-60).

NEW HERO FOCUS UNIT: PRIORITY 1 (CONCEALERS)

On-Counter: 2/23/2026

SELECT DOORS



Product List

Main Platform

1. Double Wear Concealer (14)
2. **New Double Wear Stay-In-Place Foundation (1)**
3. Double Wear Concealer (1)

Drawer:

4. Double Wear Concealer (12)

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

DISCARD ALL TRENDING NOW UNITS CURRENTLY IN STORE. REFER TO ELX PHASE 2 DIRECTIVE ON HOW TO PROPERLY DISPOSE OF UNITS.

HISTORY OF UPDATES

Feb '26 Discard all Trending Now Units currently in store and install Hero Focus Units (P2) (TBD).

NEW HERO FOCUS UNIT: PRIORITY 2 (LIP & CHEEK)

On-Counter: TBD

SELECT DOORS



Product List

Main Platform

- 1. Pure Color Lip Pout (8)
- 2. Futurist Blush (3)

Drawer:

- 3. Pure Color Lip Pout (3)
- 4. Futurist Blush (3)

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

DISCARD ALL TRENDING NOW UNITS CURRENTLY IN STORE. REFER TO ELX PHASE 2 DIRECTIVE ON HOW TO PROPERLY DISPOSE OF UNITS.

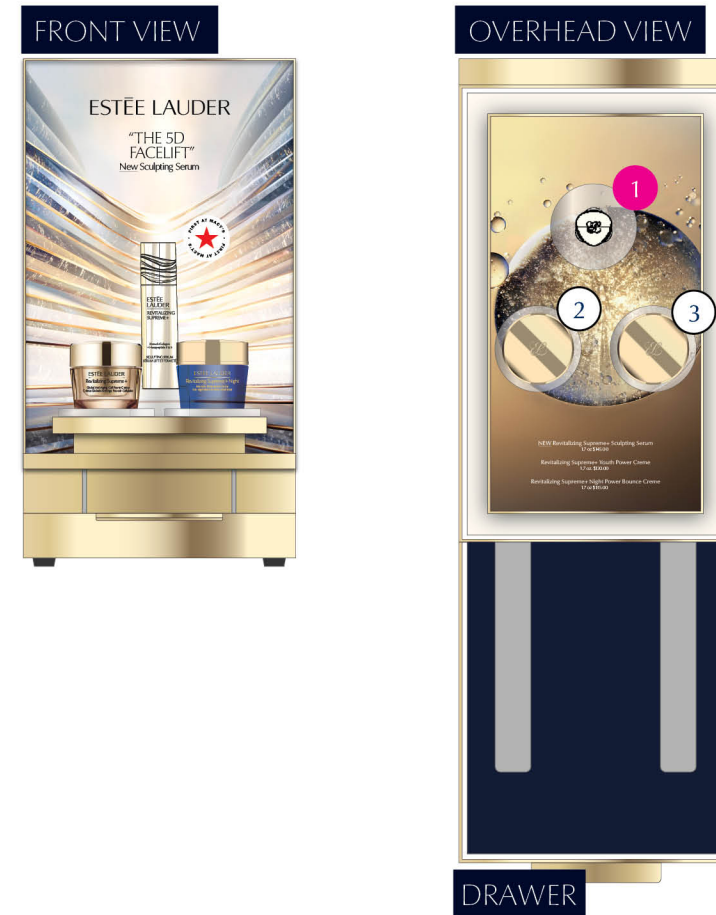
HISTORY OF UPDATES

Jan '26 Discard all Trending Now Units currently in store and install Hero Focus Units (P3) (Code: GD01-60).

NEW HERO FOCUS UNIT: PRIORITY 3 (SKINCARE)

On-Counter: January

MACY'S DOORS ONLY



Product List

Main Platform

- 1. New DayWear Cleanser (4.2 oz)
- 2. Daywear Multi-Protection Anti-Oxidant 24H-Moisture Creme SPF 15 (1.7 oz)
- 3. DayWear Anti-Oxidant 72H-Hydration Sorbet Creme SPF15 (1.7 oz)

Drawer:

- 4. NONE

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

DISCARD ALL TRENDING NOW UNITS CURRENTLY IN STORE. REFER TO ELX PHASE 2 DIRECTIVE ON HOW TO PROPERLY DISPOSE OF UNITS.

HISTORY OF UPDATES

Jan '26 Discard current Dramming Unit and Dramming Tower and replace with new metal Dramming Unit (GDFT-60).

NEW DRAMMING UNIT

On-Counter: January

Dramming bottles were shipped separately on 12/1/2025. Store dramming bottles until new unit and graphics arrive. Graphics are also arrive separately with an ETA of 1/22/2026.



OPEN SELL/ MSNA VM UNITS

Existing acrylic Dramming Unit and Dramming Tower **must be discarded**. Graphics on towers are expired and will no longer be updated.



FUTURIST Looks Unit

HISTORY OF UPDATES

Jan '24	Update with new graphics (Acrylic and Graphic Update Code #: G68S-60).
Jul '24	Update with new graphics (G9CH-70).
Jul '25	Update with new graphics (GCG6-70).

NEW TEMPLATE
NEW GRAPHIC



Product List

Foundation Unit

1. Futurist Peptide-Power Serum Primer (1)
2. Futurist SkinTint Serum (1)
3. Double Wear Smooth and Blur Primer (1)
4. Double Wear Stay-In-Place Makeup (1)
5. Futurist Aqua Brilliance Watery Glow Primer (1)
6. Futurist Hydra Rescue Moisturizing Makeup SPF 45 (1)

BRONZE GODDESS Looks Unit

HISTORY OF UPDATES

Jul '24	Update with new graphics (G9CJ-70).
Apr '25	Update with new graphics.
Jul '25	Update with new graphics (shipping direct to door).

NEW TEMPLATE
NEW GRAPHIC



Product List

Foundation Unit

1. Bronze Goddess Eau Fraiche, 1.7oz (1)
2. Bronze Goddess Agea Fragrance, 1.7oz (name TBD) (1)
3. Bronze Goddess Nuit EDP, 1.7 oz (1)
4. Bronze Goddess Powder Bronzer, (1)
5. Bronze Goddess Highlighting Gelee (1)

SKINCARE

JAN-MAR

Based on the number of Skincare cases you will have in JAN-MAR choose one of these scenarios.

MACY'S DOORS ONLY

NEW IN JANUARY:

- A** ELX Skincare Core Unit Update
- B** Advanced Night Repair Serum & Eye In-Case Graphic
- C** New ELX Hero Focus Priority 3 Unit
- D** Supreme+ Serum In-Case Graphic

NEW IN MARCH:

- E** DayWear Cleanser In-Case Graphic

REFER TO TESTER UNIT PAGES FOR CODE NUMBERS.

SKINCARE 4 CASE SCENARIO

A **C** **D** **E**

PRIORITY 1: Advanced Night Repair

PRIORITY 2: Revitalizing Supreme+ Serum and Moisturizers

PRIORITY 3: DayWear and Resilience

PRIORITY 4: Perfectionist Pro and Cleansers

SKINCARE 3 CASE SCENARIO

A **C** **D** **E**

PRIORITY 1: Advanced Night Repair

PRIORITY 2: Revitalizing Supreme+ Serum and Moisturizers

PRIORITY 3: DayWear and Resilience

SKINCARE 2 CASE SCENARIO

A **C** **D**

PRIORITY 1: Advanced Night Repair

PRIORITY 2: Revitalizing Supreme+, Resilience, and DayWear

Re-Nutriv Diamond Case (Select Doors)

SKINCARE

JAN-MAR

Based on the number of Skincare cases you will have in JAN-MAR choose one of these scenarios.

ALL OTHER DOORS

NEW IN JANUARY:

- A** ELX Skincare Core Unit Update
- B** Advanced Night Repair Serum & Eye In-Case Graphic

NEW IN MARCH:

- C** New ELX Hero Focus Priority 3 Unit
- D** DayWear Cleanser In-Case Graphic

REFER TO TESTER UNIT PAGES FOR CODE NUMBERS.

SKINCARE 4 CASE SCENARIO

PRIORITY 1: Advanced Night Repair

PRIORITY 2: DayWear Moisturizers and New Cleanser

PRIORITY 3: Supreme+ and Resilience

PRIORITY 4: Perfectionist Pro and Cleansers

SKINCARE 3 CASE SCENARIO

PRIORITY 1: Advanced Night Repair

PRIORITY 2: Revitalizing Supreme+ Serum and Moisturizers

PRIORITY 3: Supreme+ and Resilience

SKINCARE 2 CASE SCENARIO

PRIORITY 1: Advanced Night Repair

PRIORITY 2: Revitalizing Supreme+, Resilience, and DayWear

Re-Nutriv Diamond Case (Select Doors)

MAKEUP

FEBRUARY

Based on the number of Makeup cases you will have in FEBRUARY choose one of these scenarios.

NEW IN FEBRUARY:

- A** New ELX Hero Focus Unit Priority 1 (Select Doors)
- B** New ELX Foundation Core Unit
- C** ELX Core Unit Double Wear Topper
- D** Double Wear In-Case Graphic
- E** Double Wear In-Case Graphic Distortion
- F** New ELX Her Focus Unit Priority 2 (Select Doors)
- G** New ELX Color Core Unit
- H** Futurist Blush In-Case Graphic

NOTE: FROM LEFT TO RIGHT, MERCHANDISE ALL FOUNDATIONS FROM THE DARKEST SHADE TO THE LIGHTEST SHADE.

REFER TO TESTER UNIT PAGES FOR CODE NUMBERS.

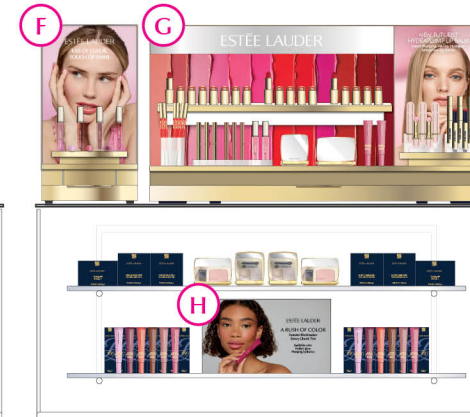
MAKEUP 4 CASE SCENARIO



PRIORITY 1:
New Double Wear Stay-In-Place Foundation



PRIORITY 2:
Futurist Skintint + Futurist Aqua Brilliance Primer + Futurist Makeup



PRIORITY 3:
New Futurist Blush and Pure Color Blush



PRIORITY 4:
Pure Color Envy Eyeshadow + Blush?

ALL NEW UNITS

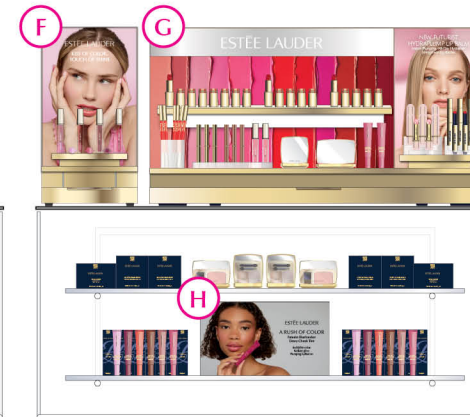
MAKEUP 3 CASE SCENARIO



PRIORITY 1:
New Double Wear Stay-In-Place Foundation



PRIORITY 2:
Futurist Aqua Brilliance Primer + Futurist Makeup

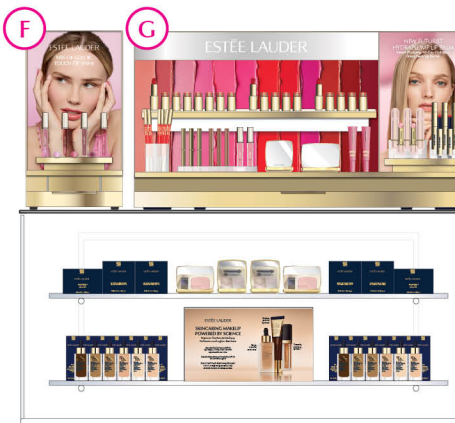


PRIORITY 3:
New Futurist Blush and Pure Color Blush

MAKEUP 2 CASE SCENARIO



PRIORITY 1:
New Double Wear Stay-In-Place Foundation



PRIORITY 2:
Futurist Aqua Brilliance Primer + Futurist Makeup

FRAGRANCE

JANUARY

Based on the number of Fragrance cases you will have in JANUARY, choose one of these scenarios.

NEW IN JANUARY:

- A** Fragrance Line Tester Unit Update
- B** Magnolia Fleur In-Case Graphic Update

FRAGRANCE 4 CASE SCENARIO

PRIORITY 1: Beautiful Magnolia L'eau + Beautiful Magnolia

PRIORITY 2: Bronze Goddess

PRIORITY 3: Beautiful

PRIORITY 4: Mixed Fragrance: Modern Muse + Pleasures

FRAGRANCE 3 CASE SCENARIO

PRIORITY 1: Beautiful Magnolia L'eau + Beautiful Magnolia

PRIORITY 2: Bronze Goddess

PRIORITY 3: Beautiful + Pleasures

FRAGRANCE 2 CASE SCENARIO

PRIORITY 1: Beautiful Magnolia L'eau + Beautiful Magnolia

PRIORITY 2: Mixed Fragrance: Bronze Goddess + Beautiful + Pleasures

Frederic Malle

Visual Merchandising SP26 Jan- June



Jo Malone London

Visual Merchandising SP26 Jan- June



FY26 DS
English Pear & Sweet Pea + English Pear & Freesia
VM Guideline

04.01.2026

CAMPAIGN IMAGES



CAMPAIGN TRAY

Edit Tray

- English Pear & Sweet Pea and English Pear & Freesia 100ml testers + props



SIGNAGE

Experience the sunlit orchard
Sister scents, one bond and an English pear
in every bottle. Discover English Pear & Freesia
and English Pear & Sweet Pea.

DISCOVERY TABLES

Place props with Edit Tray if space permits.

Edit Tray

- English Pear & Sweet Pea and English Pear & Freesia 100ml testers + props

Amber Labdanum Riser (Large)

- Amber Labdanum 100ml

COLOGNE CLASSIC

The Herb Garden (Citrus)

- Orange Marmalade
- Lime Basil & Mandarin
- Grapefruit
- Basil & Neroli
- (Archived - Continue to Sell Through)
- Earl Grey & Cucumber
- (Archived - Continue to Sell Through)

The Orchard (Fruity)

- English Pear & Freesia
- English Pear & Sweet Pea
- Fig & Lotus Flower
- Nectarine Blossom & Honey
- Raspberry Ripple

The Countryside (Light Floral)

- Blackberry & Bay
- Wild Bluebell
- Poppy & Barley
- Honeysuckle & Davana

The Flower Garden (Floral)

- Red Roses
- Orange Blossom
- Peony Blush & Suede
- Mimosa & Cardamom

The English Coast (Spicy)

- Wood Sage & Sea Salt

The Woods (Woody)

- Silver Birch & Lavender
- English Oak & Hazelnut
- Pomegranate Noir

COLOGNE INTENSE

Rich & Floral (Floral)

- Tuberose Angelica
- Red Hibiscus
- Jasmine Sambac & Marigold
- Scarlet Poppy
- Taif Rose
- Velvet Rose & Oud

Warm & Amber (Woody)

- Oud & Bergamot
- Cypress & Grapevine
- Hinoki & Cedarwood
- Dark Amber & Ginger Lily
- Myrrh & Tonka
- Vetiver & Golden Vanilla
- (Archived - Continue to Sell Through)
- Amber Labdanum

LARGE



SMALL



** Not every store will receive the same assortments. Display what is provided.

ARC MAIN DISCOVERY TABLE: LARGE

Place props with Edit Tray if space permits.

Edit Tray

- English Pear & Sweet Pea and English Pear & Freesia 100ml testers + props

Amber Labdanum Riser

- Amber Labdanum 100ml

COLOGNE CLASSIC

The Herb Garden (Citrus)

- Orange Marmalade
- Lime Basil & Mandarin
- Grapefruit
- Basil & Neroli
- (Archived - Continue to Sell Through)
- Earl Grey & Cucumber
- (Archived - Continue to Sell Through)

The Orchard (Fruity)

- English Pear & Freesia
- English Pear & Sweet Pea
- Fig & Lotus Flower
- Nectarine Blossom & Honey
- Raspberry Ripple

The Countryside (Light Floral)

- Blackberry & Bay
- Wild Bluebell
- Poppy & Barley
- Honeysuckle & Davana

The Flower Garden (Floral)

- Red Roses
- Orange Blossom
- Peony Blush & Suede
- Mimosa & Cardamom

The English Coast (Spicy)

- Wood Sage & Sea Salt

The Woods (Woody)

- Silver Birch & Lavender
- English Oak & Hazelnut
- Pomegranate Noir

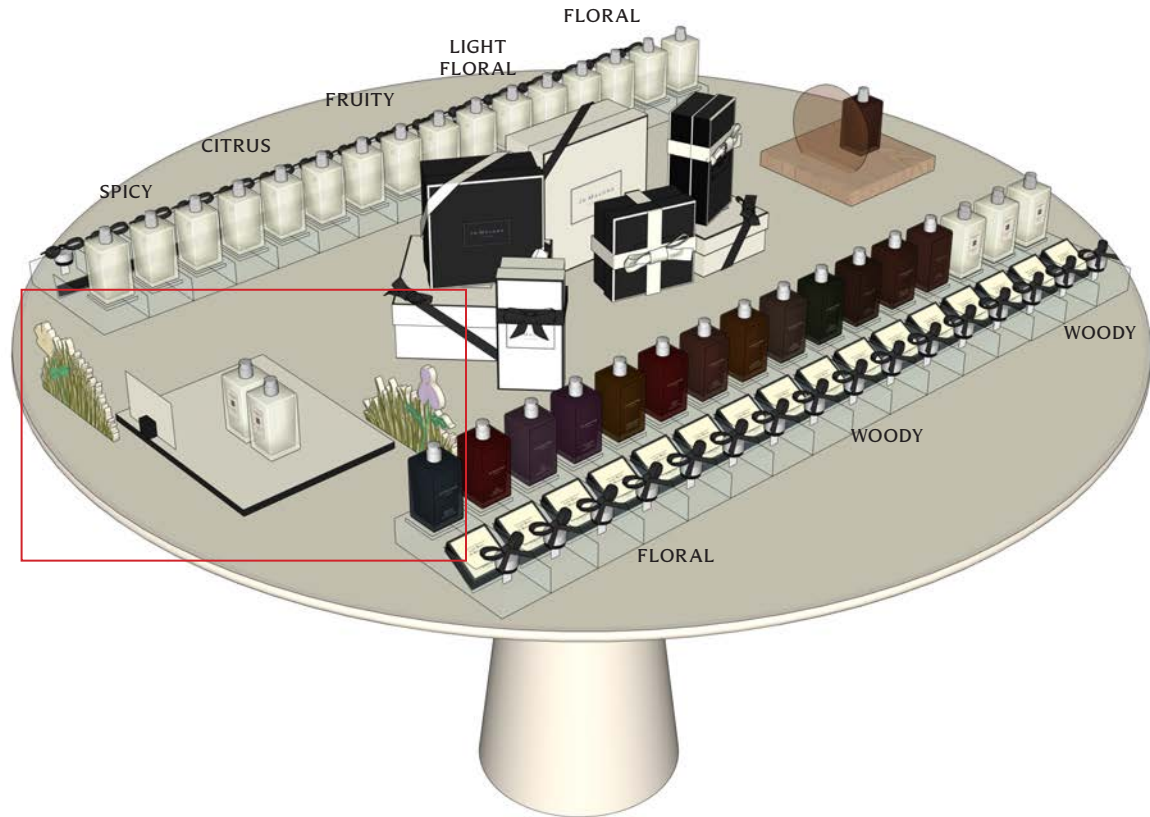
COLOGNE INTENSE

Rich & Floral (Floral)

- Tuberose Angelica
- Red Hibiscus
- Jasmine Sambac & Marigold
- Scarlet Poppy
- Taif Rose
- Velvet Rose & Oud

Warm & Amber (Woody)

- Oud & Bergamot
- Cypress & Grapevine
- Hinoki & Cedarwood
- Dark Amber & Ginger Lily
- Myrrh & Tonka
- Vetiver & Golden Vanilla
- (Archived - Continue to Sell Through)
- Amber Labdanum



** Not every store will receive the same assortments.
Display what is provided.

ARC MAIN DISCOVERY TABLE: SMALL

Place props with Edit Tray if space permits.

Edit Tray

- English Pear & Sweet Pea and English Pear & Freesia 100ml testers + props

COLOGNE CLASSIC

The Herb Garden (Citrus)

- Orange Marmalade
- Lime Basil & Mandarin
- Grapefruit
- Basil & Neroli
- (Archived - Continue to Sell Through)
- Earl Grey & Cucumber
- (Archived - Continue to Sell Through)

The Orchard (Fruity)

- English Pear & Freesia
- English Pear & Sweet Pea
- Fig & Lotus Flower
- Nectarine Blossom & Honey
- Raspberry Ripple

The Countryside (Light Floral)

- Blackberry & Bay
- Wild Bluebell
- Poppy & Barley
- Honeysuckle & Davana

The Flower Garden (Floral)

- Red Roses
- Orange Blossom
- Peony Blush & Suede
- Mimosa & Cardamom

The English Coast (Spicy)

- Wood Sage & Sea Salt

The Woods (Woody)

- Silver Birch & Lavender
- English Oak & Hazelnut
- Pomegranate Noir

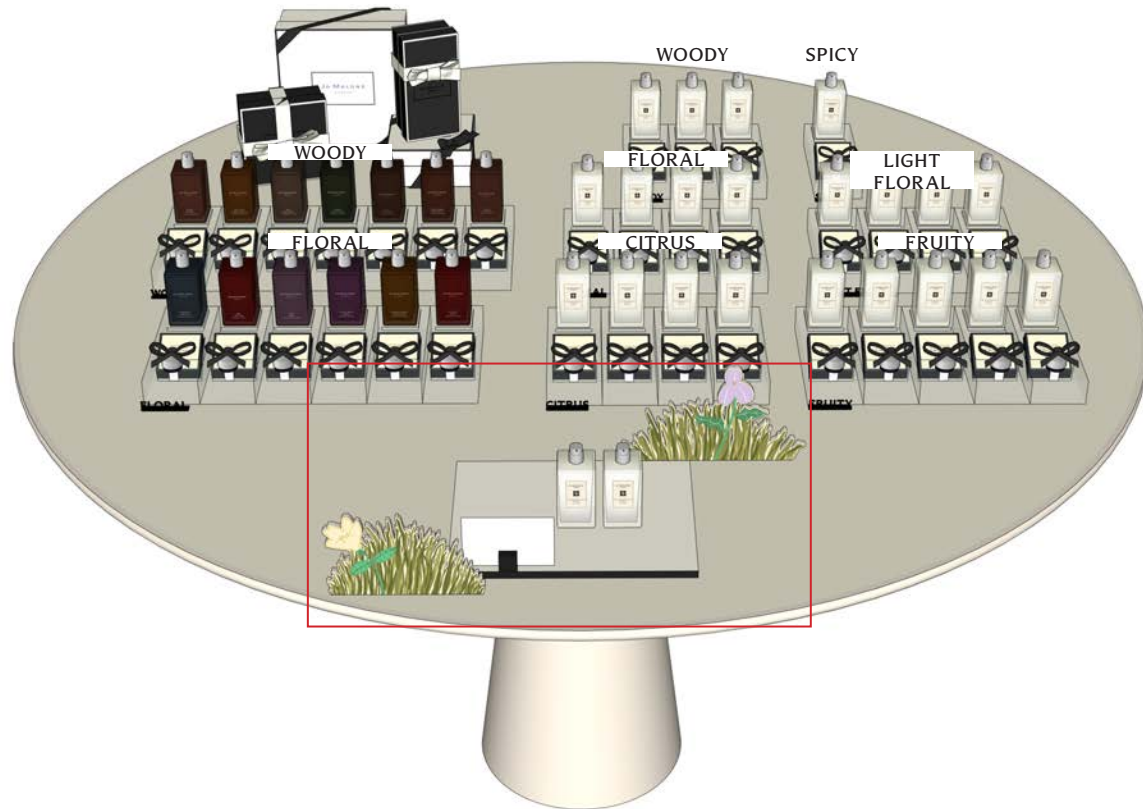
COLOGNE INTENSE

Rich & Floral (Floral)

- Tuberose Angelica
- Red Hibiscus
- Jasmine Sambac & Marigold
- Scarlet Poppy
- Taif Rose
- Velvet Rose & Oud

Warm & Amber (Woody)

- Oud & Bergamot
- Cypress & Grapevine
- Hinoki & Cedarwood
- Dark Amber & Ginger Lily
- Myrrh & Tonka
- Vetiver & Golden Vanilla
- (Archived - Continue to Sell Through)
- Amber Labdanum



** Not every store will receive the same assortments.
Display what is provided.

MODIFIED DISCOVERY TABLE

Place props with Tray if space permits.

Stone Riser or Edit Tray

- English Pear & Sweet Pea and English Pear & Freesia 100ml testers + props

COLOGNE CLASSIC

- Home Candle
- The Herb Garden (Citrus)**
- Orange Marmalade
- Lime Basil & Mandarin
- Grapefruit
- Basil & Neroli
- (Archived - Continue to Sell Through)
- Earl Grey & Cucumber
- (Archived - Continue to Sell Through)

The Orchard (Fruity)

- English Pear & Freesia
- English Pear & Sweet Pea
- Fig & Lotus Flower
- Nectarine Blossom & Honey
- Raspberry Ripple

The Countryside (Light Floral)

- Blackberry & Bay
- Wild Bluebell
- Poppy & Barley
- Honeysuckle & Davana

The Flower Garden (Floral)

- Red Roses
- Orange Blossom
- Peony Blush & Suede
- Mimosa & Cardamom

The English Coast (Spicy)

- Wood Sage & Sea Salt

The Woods (Woody)

- Silver Birch & Lavender
- English Oak & Hazelnut
- Pomegranate Noir

COLOGNE INTENSE

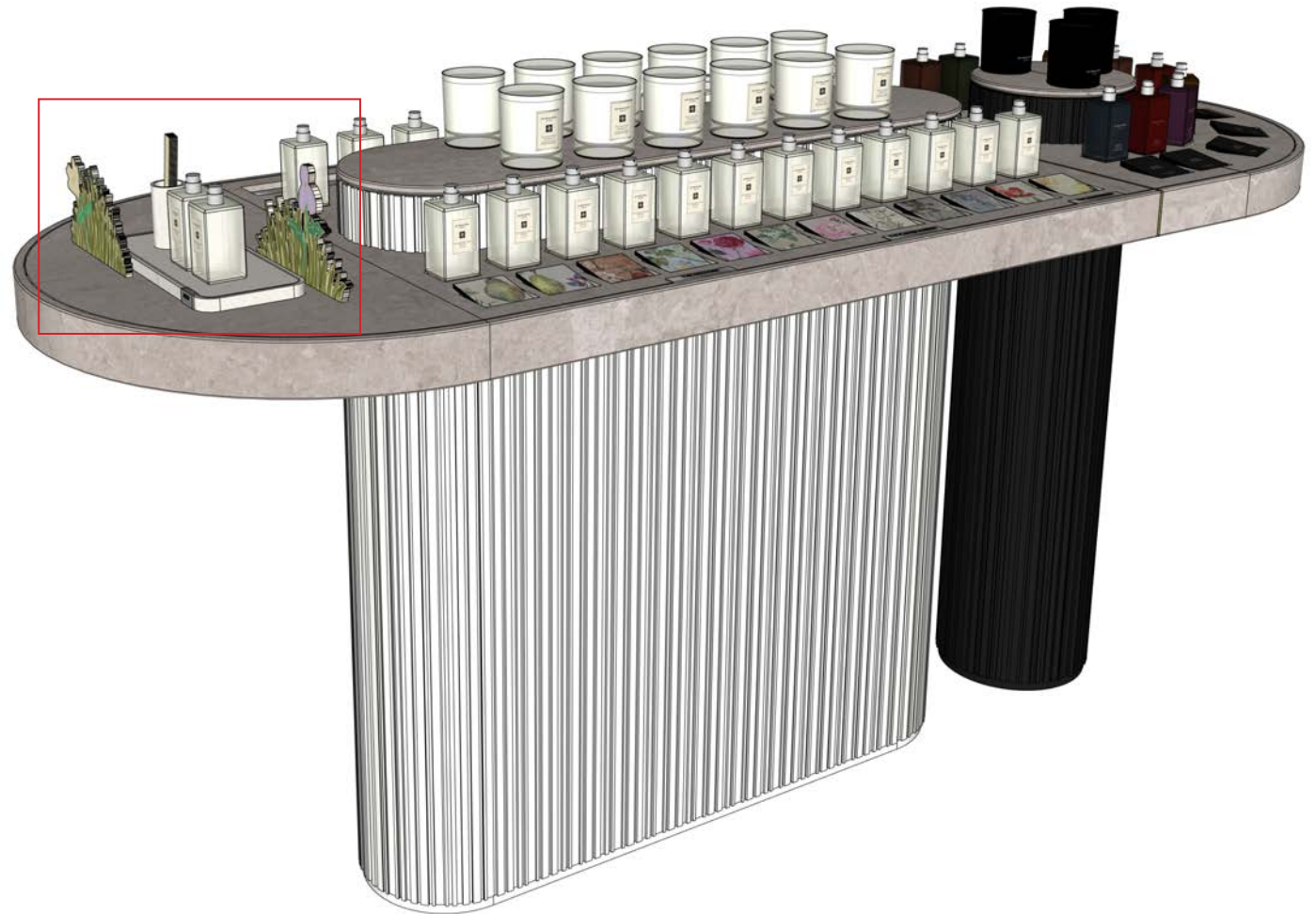
- Home Candle Intense

Rich & Floral (Floral)

- Tuberose Angelica
- Red Hibiscus
- Jasmine Sambac & Marigold
- Scarlet Poppy
- Taif Rose
- Velvet Rose & Oud

Warm & Amber (Woody)

- Oud & Bergamot
- Cypress & Grapevine
- Hinoki & Cedarwood
- Dark Amber & Ginger Lily
- Myrrh & Tonka
- Vetiver & Golden Vanilla
- (Archived - Continue to Sell Through)
- Amber Labdanum



** Not every store will receive the same assortments.
Display what is provided.

CIRCULAR DISCOVERY TABLES

COLOGNE CLASSIC

- Home Candle
- The Herb Garden (Citrus)**
- Orange Marmalade
- Lime Basil & Mandarin
- Grapefruit
- Basil & Neroli
(Archived - Continue to Sell Through)
- Earl Grey & Cucumber
(Archived - Continue to Sell Through)

The Orchard (Fruity)

- English Pear & Freesia
- English Pear & Sweet Pea
- Fig & Lotus Flower
- Nectarine Blossom & Honey
- Raspberry Ripple

The Countryside (Light Floral)

- Blackberry & Bay
- Wild Bluebell
- Poppy & Barley
- Honeysuckle & Davana

The Flower Garden (Floral)

- Red Roses
- Orange Blossom
- Peony Blush & Suede
- Mimosa & Cardamom

The English Coast (Spicy)

- Wood Sage & Sea Salt

The Woods (Woody)

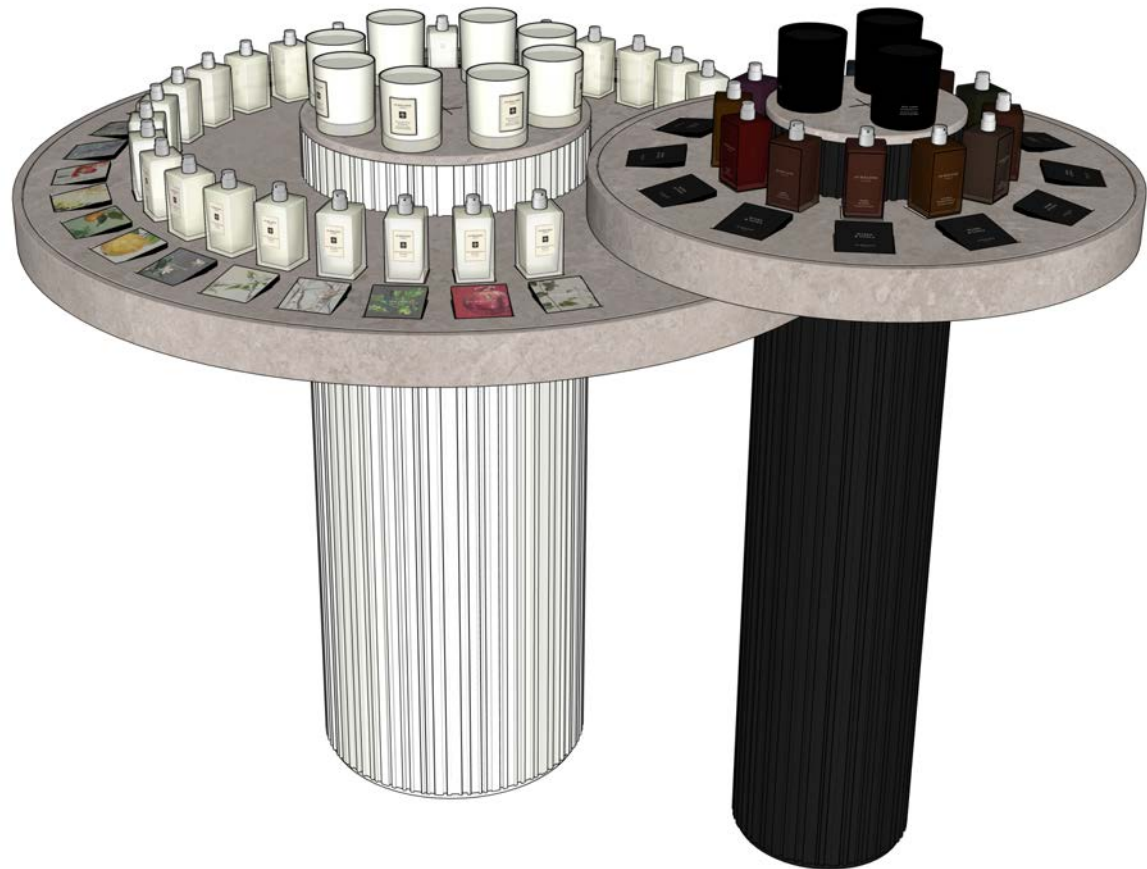
- Silver Birch & Lavender
- English Oak & Hazelnut
- Pomegranate Noir

COLOGNE INTENSE

- Home Candle Intense
- Rich & Floral (Floral)**
- Tuberose Angelica
- Red Hibiscus
- Jasmine Sambac & Marigold
- Scarlet Poppy
- Taif Rose
- Velvet Rose & Oud

Warm & Amber (Woody)

- Oud & Bergamot
- Cypress & Grapevine
- Hinoki & Cedarwood
- Dark Amber & Ginger Lily
- Myrrh & Tonka
- Vetiver & Golden Vanilla
(Archived - Continue to Sell Through)
- Amber Labdanum



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MODIFIED ETAGÈRE

Place props with Edit Tray if space permits.

SHELF 1

- Mother's Day Pear-fect Set
- Edit tray + props with English Pear & Sweet Pea and English Pear & Freesia 100ml testers



SIGNAGE

Experience the sunlit orchard
Sister scents, one bond and an English pear
in every bottle. Discover English Pear & Freesia
and English Pear & Sweet Pea.

** Not every store will receive the same assortments.
Display what is provided.

ETAGÈRE

Place props with Edit Tray if space permits.

SHELF 1

- Mother's Day Pear-fect Set
- Edit tray with English Pear & Sweet Pea and English Pear & Freesia 100ml testers

SHELF 2

- English Pear & Sweet Pea 50ml, 100ml, 30ml
- English Pear & Freesia 50ml, 100ml, 30ml
- English Pear & Freesia Bath & Body Collection
- English Pear & Sweet Pea and English Pear & Freesia Hand Creams

SHELF 3

- English Pear & Sweet Pea and English Pear & Freesia 30mls + Gift box
- English Pear & Freesia Home Collection
- English Pear & Sweet Pea Hair Mist and English Pear & Freesia Body & Hand Lotion



SIGNAGE

Experience the sunlit orchard
Sister scents, one bond and an English pear
in every bottle. Discover English Pear & Freesia
and English Pear & Sweet Pea.

Gift inspiration from the English orchard
Share our sister scents with the women in your life.
Present them with English Pear & Freesia
or English Pear & Sweet Pea.

Ripe for the picking
Our English Pear collection branches out.
Discover our new decorated hand creams
and English Pear & Sweet Pea Hair Mist.

FLEXIBLES/FOCUS TABLES

TABLE 1

- English Pear & Sweet Pea Cologne Duo
- English Pear & Freesia Cologne Duo
- Fresh & Floral Travel Trio

TABLE 2

- English Pear & Sweet Pea 100ml, English Pear & Freesia Body & Hand Wash and Body Creme + Gift Box
- English Pear & Freesia Deluxe Candle and Red Glass Diffuser + Gift Box

TABLE 3

- English Pear & Sweet Pea Cologne & Hand Duo
- English Pear & Freesia Handbag Duo
- Wood Sage & Sea Salt Handbag Duo
- Peony & Blush Suede Handbag Duo



SIGNAGE

One English pear, endless possibilities
Harvest the full collection, from the classic colognes
to luscious bath & body products and joyful &
inviting home fragrances. Which pear will you pick?

MODIFIED ROUND TABLE

SHELF 1

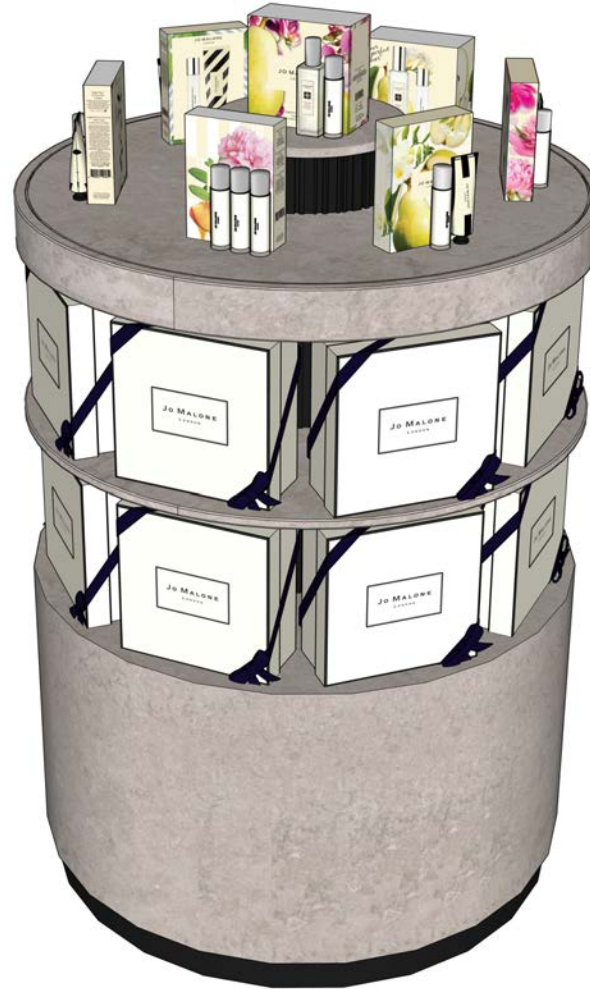
- English Pear & Sweet Pea Cologne Duo
- English Pear & Freesia Cologne Duo
- Fresh & Floral Travel Trio
- English Pear & Sweet Pea Cologne & Hand Duo
- English Pear & Freesia Handbag Duo
- Wood Sage & Sea Salt Handbag Duo
- Peony & Blush Suede Handbag Duo

SHELF 2

- Gift boxes with black ribbon

SHELF 3

- Gift boxes with black ribbon



SIGNAGE

** Not every store will receive the same assortments.
Display what is provided.

GIFTING BAY: NRE

SHELF 1

- Bay Header

SHELF 2

- English Pear & Sweet Pea 50ml + Gift Box
- English Pear & Sweet Pea Hair Mist, Hand Cream, English Pear & Freesia Body & Hand Wash + Gift Box
- English Pear & Sweet Pea and English Pear & Freesia 30mls + Gift Box

SHELF 3

- English Pear & Sweet Pea Cologne Duo
- English Pear & Sweet Pea 50ml, 100ml, 30ml
- English Pear & Freesia Cologne Duo
- English Pear & Freesia 50ml, 100ml, 30ml
- Fresh & Floral Travel Trio

SHELF 4

- English Pear & Sweet Pea Cologne & Hand Duo
- English Pear & Freesia Handbag Duo
- English Pear & Freesia Hair Mist, Hand Cream and Home Candle
- Wood Sage & Sea Salt Handbag Duo
- Peony & Blush Suede Handbag Duo

SHELF 5

- English Pear & Freesia Diffuser + Gift Box
- English Pear & Freesia Room Spray, Diffuser and Home Candle
- English Pear & Sweet Pea and English Pear & Freesia 100mls + Gift Box

Bloomingdale's

- English Pear & Freesia Diffuser + Gift Box
- Little Greene Candle Collection
- Diffuser + Gift Box

SHELF 6

- Mother's Day Pear-fect Set, EPSP + EPF 9mls
- Rolled up denim tote bags with EPSP + EPF 100mls
- Rolled up denim tote bags, and one filled with tissue paper, "Sister" keychain and adhesive patches, EPSP + EPF 100mls



Bloomingdale's

SIGNAGE

Ripe for the picking
Our English Pear collection branches out.
Discover our new decorated hand creams
and English Pear & Sweet Pea Hair Mist.

One English pear, endless possibilities
Harvest the full collection, from the classic colognes
to luscious bath & body products and joyful &
inviting home fragrances. Which pear will you pick?

GIFTING BAY: CLASSIC

SHELF 1

- Bay Header

SHELF 2

- English Pear & Sweet Pea Hair Mist, Hand Cream, English Pear & Freesia Body & Hand Wash + Gift Box
- English Pear & Sweet Pea and English Pear & Freesia 30mls + Gift Box

SHELF 3

- English Pear & Sweet Pea Cologne Duo
- English Pear & Freesia Cologne Duo
- Fresh & Floral Travel Trio

SHELF 4

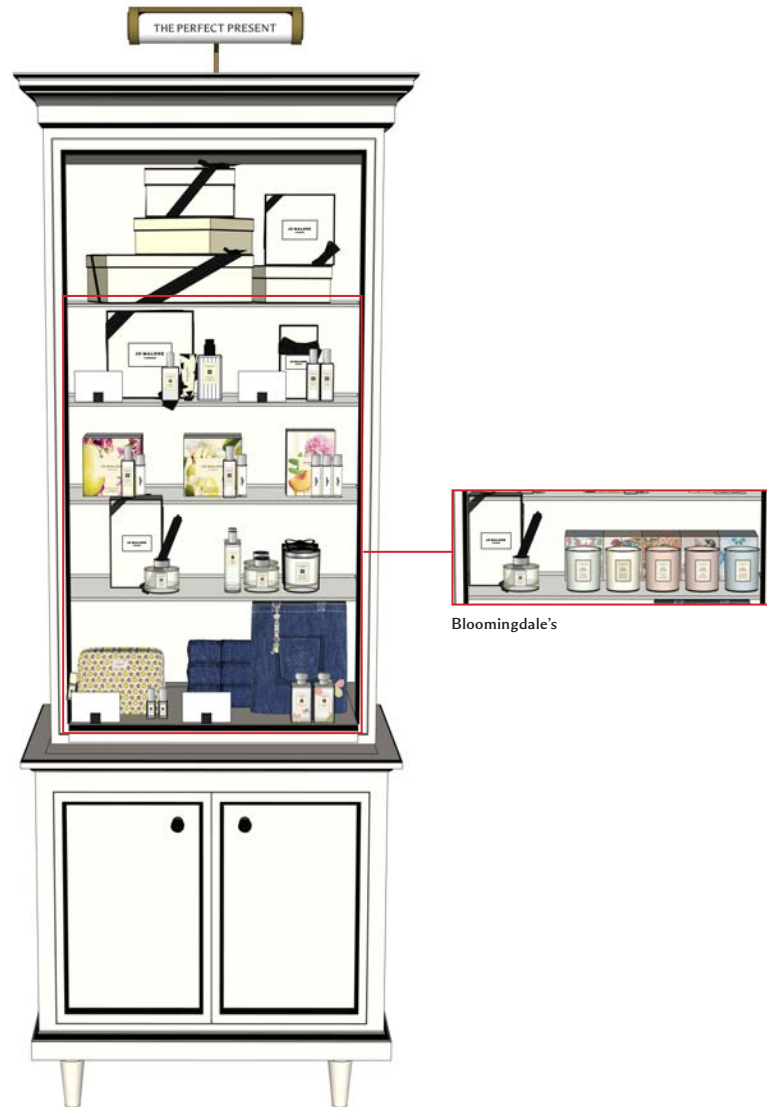
- English Pear & Freesia Diffuser + Gift Box
- English Pear & Freesia Room Spray, Diffuser and Home Candle

Bloomingdale's

- English Pear & Freesia Diffuser + Gift Box
- Little Greene Candle Collection

SHELF 5

- Mother's Day Pear-fect Set, EPSP + EPF 9mls
- Rolled up denim tote bags with EPSP + EPF 100mls
- Rolled up denim tote bags, and one filled with tissue paper, "Sister" keychain and adhesive patches, EPSP + EPF 100mls



SIGNAGE

Ripe for the picking
Our English Pear collection branches out.
Discover our new decorated hand creams
and English Pear & Sweet Pea Hair Mist.

Experience the sunlit orchard
Sister scents, one bond and an English pear
in every bottle. Discover English Pear & Freesia
and English Pear & Sweet Pea.

COLOGNE & COLOGNE INTENSE BAY: NRE

See the last page for Cologne Stories.

SHELF 1

- Bay Header

SHELF 2

- Rich & Floral Cologne Intense 50ml, 100ml
- Warm & Amber Cologne Intense 50ml, 100ml
- Cologne Absolu

SHELF 3

- English Pear & Sweet Pea 50ml, 100ml, 30ml
- Edit tray with ESPS + EPF 100ml testers
- English Pear & Freesia 50ml, 100ml, 30ml
- Raspberry Ripple riser (Large)
- Edit tray with Beach Blossom testers
- Beach Blossom 100ml, 50ml

SHELF 4

- Cologne 100ml

SHELF 5

- Cologne 30ml (Large)
- Cologne 50ml (Large)
- Wooden Riser with Cypress & Grapevine 100ml and 50ml
- Cologne 100ml (Small)

SHELF 6

- Gifting Story (Large)
- Cologne 30ml (Small)
- Cologne 50ml (Small)

LARGE



SMALL



SIGNAGE

Experience the sunlit orchard
Sister scents, one bond and an English pear
in every bottle. Discover English Pear & Freesia
and English Pear & Sweet Pea.

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COLOGNE & COLOGNE INTENSE BAY: CLASSIC

SHELF 1

- Bay Header

SHELF 2

- Rich & Floral Cologne Intense 50ml, 100ml
- Warm & Amber Cologne Intense 50ml, 100ml

SHELF 3

- Wooden Riser with Cypress & Grapevine 100ml and 50ml
- Edit tray with ESPS + EPF 100ml testers with stock behind
- Edit tray with Beach Blossom testers with stock behind
- Raspberry Ripple riser (Large)
- Cologne Absolu (Small)

SHELF 4

- Cologne 100ml

SHELF 5

- Cologne 50ml
- Cologne 30ml
- Cologne Absolu (Large)

LARGE



SMALL



SIGNAGE

Experience the sunlit orchard
Sister scents, one bond and an English pear
in every bottle. Discover English Pear & Freesia
and English Pear & Sweet Pea.

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BATH & BODY BAY: NRE

SHELF 1

- Bay Header

SHELF 2

- Body & Hand Wash Intense
- Cypress & Grapevine Body Spray (US only)
- Gifting Story (Large)
- Body Creme Intense

SHELF 3

- Exfoliating Shower Gel
- Body & Hand Wash
- Bath Oil

SHELF 4

- Body Creme
- Gifting Story (Large)

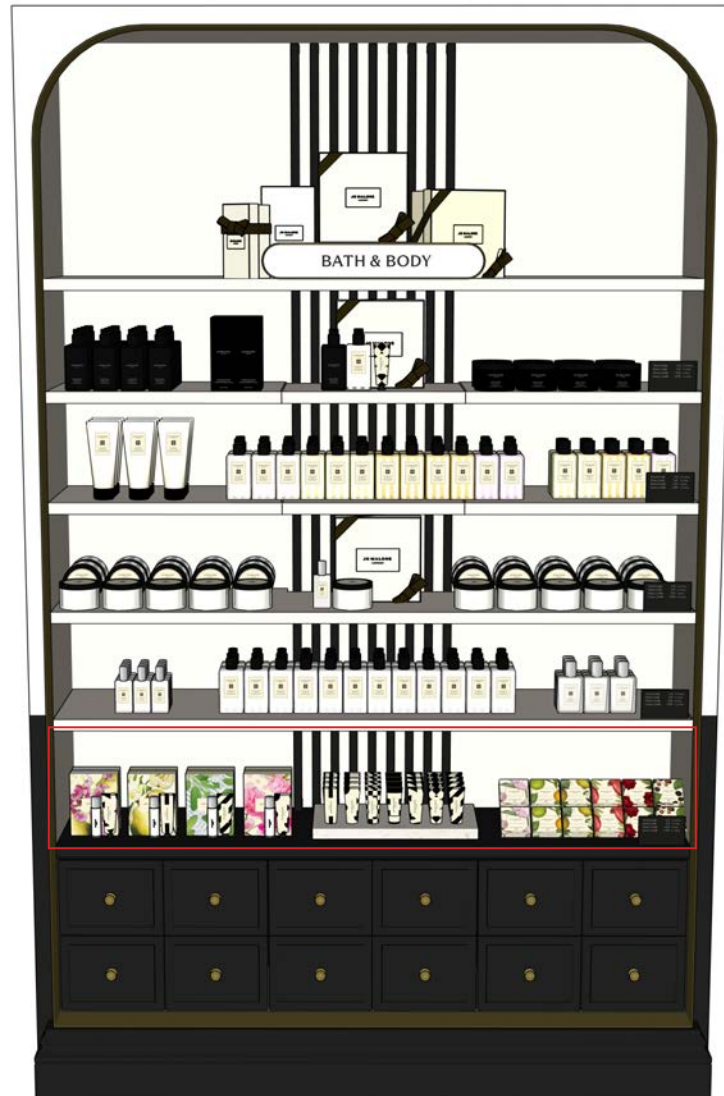
SHELF 5

- Hair Mist
- Body & Hand Lotion
- Body Mist

SHELF 6

- English Pear & Sweet Pea Cologne & Hand Duo
- English Pear & Freesia Handbag Duo
- Wood Sage & Sea Salt Handbag Duo
- Peony & Blush Suede Handbag Duo
- Hand Cremes on tray
- Soap

LARGE



SMALL



SIGNAGE

BATH & BODY BAY: CLASSIC

SHELF 1

- Bay Header

SHELF 2

- Body & Hand Wash Intense
- Cypress & Grapevine Body Spray (US only)
- Body Creme Intense
- Body Mist

SHELF 3

- Exfoliating Shower Gel
- Body & Hand Wash
- Hair Mist

SHELF 4

- Bath Oil
- Body & Hand Lotion
- Soap

SHELF 5

- Body Creme
- Hand Cremes on tray
- English Pear & Sweet Pea Cologne & Hand Duo
- English Pear & Freesia Handbag Duo
- Wood Sage & Sea Salt Handbag Duo
- Peony & Blush Suede Handbag Duo



SIGNAGE

** Not every store will receive the same assortments.
Display what is provided.

HOME BAY: NRE

SHELF 1

- Bay Header

SHELF 2

- Deluxe Candle Intense
- Home Candle Intense
- Diffuser Intense
- Room Spray Intense

SHELF 3

- Deluxe Candle
- Luxury Candle
- Best-Selling Home Candle and Diffuser on edit tray
- Room Spray (Small)

SHELF 4

- Diffuser
- Best-Seller Diffuser Refill on edit tray
- Diffuser Refill

SHELF 5

- Home Candle
- Room Spray (Large)

SHELF 6

- Night Collection
- Townhouse Candle
- Townhouse Diffuser+Refill (Large)



SIGNAGE

** Not every store will receive the same assortments.
Display what is provided.

HOME BAY: CLASSIC

SHELF 1

- Bay Header

SHELF 2

- Deluxe Candle Intense
- Home Candle Intense
- Diffuser Intense
- Room Spray Intense
- Night Collection (Large)

SHELF 3

- Room Spray
- Deluxe Candle
- Best-Selling Home Candle and Diffuser on edit tray
- Best-seller Diffuser Refill on edit tray (Large)
- Night Collection (Small)

SHELF 4

- Luxury Candle (Large)
- Diffuser
- Best-seller Diffuser Refill on edit tray (Small)
- Diffuser Refill

SHELF 5

- Townhouse Diffuser (Large)
- Home Candle
- Townhouse Candle



SIGNAGE

** Not every store will receive the same assortments.
Display what is provided.

MEN'S EDIT: NRE

SHELF 1

- Bay Header

SHELF 2

- Wooden riser with Myrrh & Tonka, Dark Amber & Ginger Lily, and Oud & Bergamot 100ml testers followed by stock
- Myrrh & Tonka Body & Hand Wash, Diffuser, and Home Candle

SHELF 3

- Wooden riser with Cypress & Grapevine cologne testers followed by stock
- Cypress & Grapevine Body & Hand Wash, All Over Body Spray (USA only) + Gift Box
- Cypress & Grapevine Home Candle, Body & Hand Wash, All Over Body Spray (USA only)

SHELF 4

- Wooden riser with Amber Labdanum cologne testers followed by stock
- Amber Labdanum 100ml + Gift Box

SHELF 5

- Wooden riser with Lime Basil & Mandarin, Silver Birch & Lavender, English Oak & Hazelnut, and Wood Sage & Sea Salt testers with stock behind
- Lime Basil & Mandarin Body & Hand Wash, Diffuser, and Candle

Bloomingdale's & Nordstrom

- Wooden riser with Shaving Cream and Aftershave Moisturizer testers
- Cypress & Grapevine Body & Hand Wash and Aftershave Moisturizer + Gift Box
- Shaving Cream
- Aftershave Moisturizer

SHELF 6

- Gift boxes with Men's Best-Selling products
- Cypress & Grapevine Lifestyle Duo



BLM & NDS

SIGNAGE

MEN'S EDIT: CLASSIC

SHELF 1

- Bay Header

SHELF 2

- Wooden riser with Myrrh & Tonka, Dark Amber & Ginger Lily, and Oud & Bergamot 100ml testers with stock behind
- Myrrh & Tonka Body & Hand Wash, Diffuser, and Home Candle

SHELF 3

- Wooden riser with Cypress & Grapevine cologne testers followed by stock
- Cypress & Grapevine Home Candle, Body & Hand Wash, All Over Body Spray (USA only)

SHELF 4

- Wooden riser with Amber Labdanum cologne testers followed by stock
- Amber Labdanum 100ml + Gift Box

SHELF 5

- Wooden riser with Lime Basil & Mandarin, Silver Birch & Lavender, English Oak & Hazelnut, and Wood Sage & Sea Salt testers with stock behind
- Lime Basil & Mandarin Body & Hand Wash, Diffuser, and Candle

Bloomingdale's & Nordstrom

- Wooden riser with Shaving Cream and Aftershave Moisturizer testers with stock behind
- Cypress & Grapevine Body & Hand Wash and Aftershave Moisturizer + Gift Box



SIGNAGE

** Not every store will receive the same assortments.
Display what is provided.

COMBINATION BAY: NRE

See the last page for Cologne Stories.

SHELF 1

- Bay Header

SHELF 2

- Rich & Floral Cologne Intense 50ml, 100ml
- Warm & Amber Cologne Intense 50ml, 100ml
- Cologne Absolu

SHELF 3

- English Pear & Sweet Pea 50ml, 100ml, 30ml
- Edit tray with ESPS + EPF 100ml testers
- English Pear & Freesia 50ml, 100ml, 30ml
- Raspberry Ripple riser
- Edit tray with Beach Blossom testers
- Beach Blossom 100ml, 50ml

SHELF 4

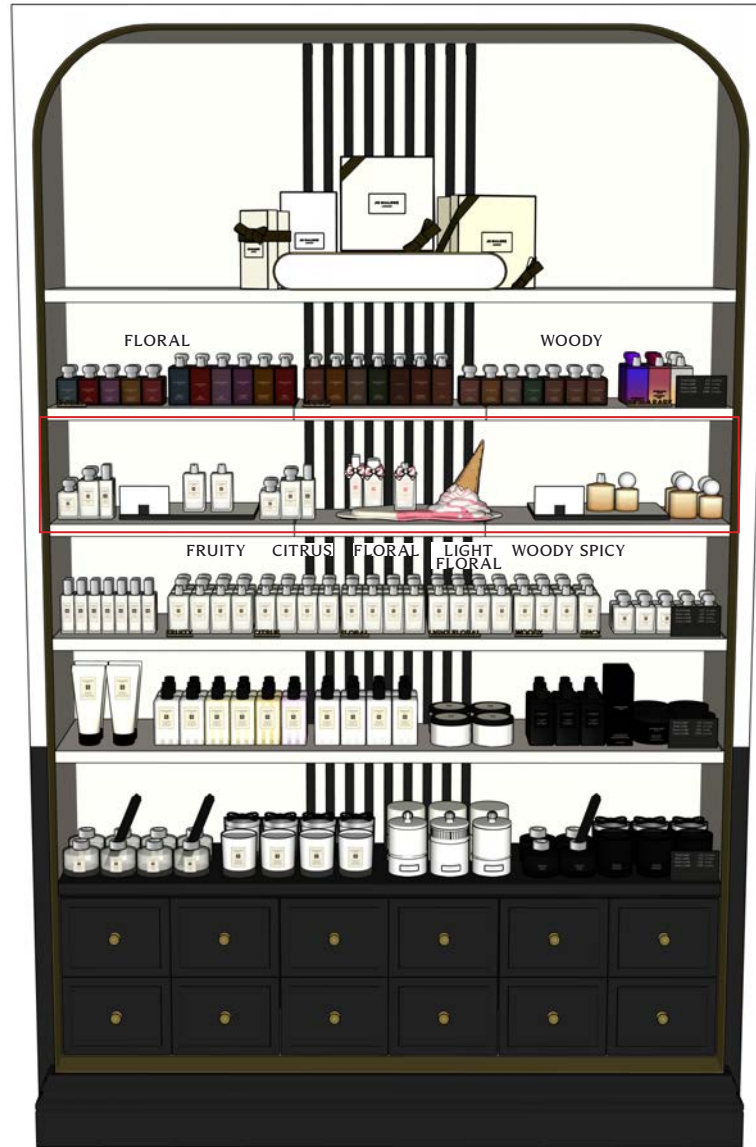
- Cologne 30ml
- Cologne 100ml
- Cologne 50ml

SHELF 5

- Exfoliating Shower Gel
- Body & Hand Wash
- Body & Hand Lotion
- Body Creme
- Body & Hand Wash Intense
- Cypress & Grapevine Body Spray (US only)
- Body Creme Intense

SHELF 6

- Diffuser
- Home Candle
- Townhouse Candle
- Diffuser Intense
- Home Candle Intense



SIGNAGE

Experience the sunlit orchard
Sister scents, one bond and an English pear
in every bottle. Discover English Pear & Freesia
and English Pear & Sweet Pea.

COMBINATION BAY: CLASSIC

See the last page for Cologne Stories.

SHELF 1

- Bay Header

SHELF 2

- Rich & Floral Cologne Intense 100ml
- Edit tray with ESPS + EPF 100ml testers with stock behind
- Cologne Absolu
- Edit tray with Beach Blossom testers with stock behind
- Warm & Amber Cologne Intense 100ml

SHELF 3

- Raspberry Ripple riser with stock behind
- Cologne 100ml

SHELF 4

- Body & Hand Wash
- Exfoliating Shower Gel
- Body & Hand Lotion
- Body Creme
- Body & Hand Wash Intense
- Cypress & Grapevine Body Spray (US only)
- Body Creme Intense

SHELF 5

- Diffuser
- Home Candle
- Home Candle Intense
- Townhouse Candle
- Deluxe Candle
- Diffuser Intense
- Deluxe Candle Intense



SIGNAGE

Experience the sunlit orchard
Sister scents, one bond and an English pear
in every bottle. Discover English Pear & Freesia
and English Pear & Sweet Pea.

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Display what is provided.

HOME & BATH BAY: NRE

SHELF 1

- Bay Header

SHELF 2

- Diffuser
- Best-Selling Diffuser+Refill on edit tray
- Room Spray
- Deluxe Candle

SHELF 3

- Home Candle
- Best-Selling Home Candle and Diffuser on edit tray

SHELF 4

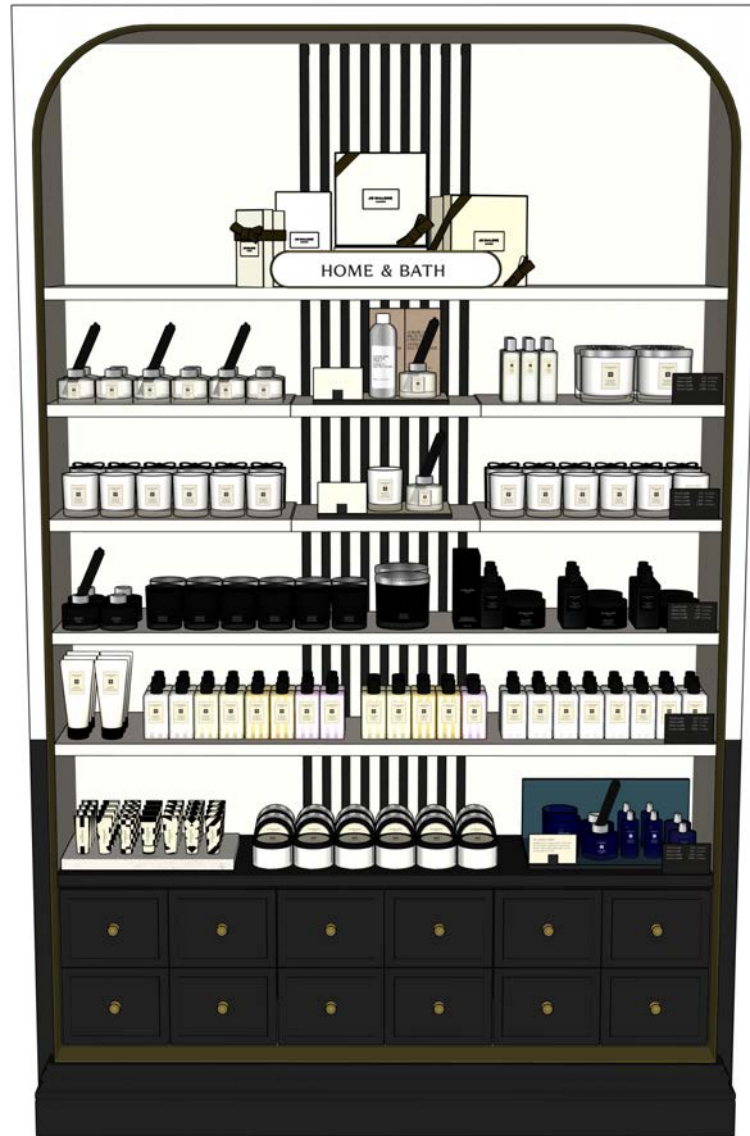
- Diffuser Intense
- Home Candle Intense
- Deluxe Candle Intense
- Body & Hand Wash Intense
- Cypress & Grapevine Body Spray (US only)
- Body Creme Intense

SHELF 5

- Exfoliating Shower Gel
- Body & Hand Wash
- Bath Oil
- Body & Hand Lotion

SHELF 6

- Hand Cremes on tray
- Body Creme
- Night Collection



SIGNAGE

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Display what is provided.

HOME & BATH BAY: CLASSIC

SHELF 1

- Bay Header

SHELF 2

- Diffuser Intense
- Deluxe Candle Intense
- Room Spray
- Diffuser
- Best-Selling Diffuser+Refill on edit tray

SHELF 3

- Home Candle Intense
- Home Candle
- Night Collection

SHELF 4

- Body Creme Intense
- Body Creme
- Exfoliating Shower Gel
- Bath Oil

SHELF 5

- Body & Hand Wash Intense
- Cypress & Grapevine Body Spray (US only)
- Hand Cremes on tray
- Body & Hand Wash
- Body & Hand Lotion



SIGNAGE

OPEN UNIT SIDE A: GIFTING

SHELF 1

- English Pear & Sweet Pea Hair Mist, Hand Cream, English Pear & Freesia Body & Hand Wash + Gift Box
- English Pear & Sweet Pea and English Pear & Freesia 100mls + Gift Box
- English Pear & Freesia Hair Mist, Hand Cream and Home Candle

SHELF 2

- English Pear & Sweet Pea Cologne Duo
- English Pear & Sweet Pea 50ml, 100ml, 30ml
- English Pear & Freesia Cologne Duo
- English Pear & Freesia 50ml, 100ml, 30ml
- Fresh & Floral Travel Trio

SHELF 3

- English Pear & Sweet Pea Cologne & Hand Duo
- English Pear & Freesia Handbag Duo
- Wood Sage & Sea Salt Handbag Duo
- Peony & Blush Suede Handbag Duo

SHELF 4

- Mother's Day Pear-fect Set, EPSP + EPF 9mls
- Rolled up denim tote bags, and one filled with tissue paper, "Sister" keychain and adhesive patches, EPSP + EPF 100mls



SIGNAGE

Ripe for the picking
Our English Pear collection branches out.
Discover our new decorated hand creams
and English Pear & Sweet Pea Hair Mist.

One English pear, endless possibilities
Harvest the full collection, from the classic colognes
to luscious bath & body products and joyful &
inviting home fragrances. Which pear will you pick?

OPEN UNIT SIDE B: COLOGNE & COLOGNE INTENSE

See the last page for Cologne Stories.

SHELF 1

- Rich & Floral Cologne Intense 50ml, 100ml
- Warm & Amber Cologne Intense 50ml, 100ml

SHELF 2

- Cologne 100ml

SHELF 3

- Cologne 30ml and 50ml

SHELF 4

- Raspberry Ripple riser
- Beach Blossom 100ml, 50ml
- Cologne Absolu



SIGNAGE

** Not every store will receive the same assortments.
Display what is provided.

OPEN UNIT SIDE A: BATH & BODY

SHELF 1

- Exfoliating Shower Gel
- Body & Hand Wash

SHELF 2

- Body & Hand Wash Intense
- Cypress & Grapevine Body Spray (US only)
- Body Creme Intense
- Vitamin E Collection

SHELF 3

- Body Creme

SHELF 4

- Bath Oil
- Body & Hand Lotion



SIGNAGE

OPEN UNIT SIDE B: HOME

SHELF 1

- Home Collection Story
- Townhouse Candle

SHELF 2

- Deluxe Candle Intense
- Home Candle Intense
- Diffuser Intense

SHELF 3

- Deluxe Candle
- Home Candle

SHELF 4

- Diffuser
- Best-seller Diffuser+Refill on edit tray
- Room Spray



SIGNAGE

** Not every store will receive the same assortments.
Display what is provided.

MICRO FORMAT

SHELF 1

- Bay Header

SHELF 2

- Rich & Floral Cologne Intense 50ml, 100ml
- Warm & Amber Cologne Intense 50ml, 100ml

SHELF 3: Home + Bath & Body

- Body & Hand Wash Intense
- Cypress & Grapevine Body Spray (US only)
- Body Creme Intense
- Home Candle Intense
- Diffuser Intense
- Room Spray Intense

SHELF 4: Cologne

- Cologne 100ml
- Beach Blossom 100ml, 50ml

SHELF 5: Cologne

- Hair Mist
- Cologne 50ml
- Raspberry Ripple riser followed by stock
- Cologne 30ml
- Body Mist

SHELF 6: Home

- Room Spray
- Exfoliating Shower Gel
- Body & Hand Wash
- Body Creme
- Body & Hand Lotion
- Body Oil
- Soap

SHELF 7: Bath & Body

- Diffuser
- Home Candle
- Deluxe Candle



** Not every store will receive the same assortments.
Display what is provided.

OPEN SELL UNITS: LARGE



LEFT

SHELF 1

- Deluxe Candle Intense
- Home Candle Intense
- Diffuser Intense

SHELF 2

- Diffuser
- Best-seller Diffuser+Refill on edit tray

SHELF 3

- Home Candle

SHELF 4

- Room Spray
- Deluxe Candle
- Luxury Candle
- Night Collection

CENTER

SHELF 1

- Rich & Floral Cologne Intense 50ml, 100ml
- Warm & Amber Cologne Intense 50ml, 100ml

SHELF 2

- Cologne 30ml
- Beach Blossom 100ml + Gift Box
- Edit tray with Beach Blossom 100ml, 50ml
- Beach Blossom 100ml, 50ml

SHELF 3

- Cologne 100ml
- Cologne 50ml

SHELF 4

- Little Luxuries
- Vitamin E Collection
- Soap

RIGHT

SHELF 1

- Exfoliating Shower Gel
- Body & Hand Wash
- Hair Mist

SHELF 2

- Bath Oil
- Body Mist
- Body & Hand Lotion

SHELF 3

- Body Creme

SHELF 4

- Body & Hand Wash Intense
- Cypress & Grapevine Body Spray (US only)
- Body Creme Intense

OPEN SELL UNITS: SMALL



LEFT

SHELF 1

- Deluxe Candle Intense
- Home Candle Intense
- Diffuser Intense

SHELF 2

- Diffuser
- Best-seller Diffuser+Refill on edit tray

SHELF 3

- Home Candle

SHELF 4

- Room Spray
- Deluxe Candle
- Night Collection

CENTER

SHELF 1

- Rich & Floral Cologne Intense 50ml, 100ml
- Warm & Amber Cologne Intense 50ml, 100ml

SHELF 2

- Beach Blossom 100ml + Gift Box
- Edit tray with Beach Blossom 100ml, 50ml
- Beach Blossom 100ml, 50ml

SHELF 3

- Cologne 100ml

SHELF 4

- Cologne 50ml
- Cologne 30ml

RIGHT

SHELF 1

- Exfoliating Shower Gel
- Body & Hand Wash

SHELF 2

- Bath Oil
- Body & Hand Lotion

SHELF 3

- Body Creme

SHELF 4

- Body & Hand Wash Intense
- Cypress & Grapevine Body Spray (US only)
- Body Creme Intense

CASH WRAP: LARGE

A

- Rolled up denim tote bags, and one filled with tissue paper, "Sister" keychain and adhesive patches, EPSP + EPF 100mls
- English Pear & Sweet Pea 100ml, English Pear & Freesia 30ml + Dift Box
- English Pear & Freesia Home Collection

B

- Rolled up denim tote bags, and one filled with tissue paper, "Sister" keychain and adhesive patches, EPSP + EPF 100mls
- Mother's Day Pear-fect Set, EPSP + EPF 9mls

C

- Personalization Charms tray
- Stone riser with English Pear & Sweet Pea and English Pear & Freesia 100mls
- Stone riser with personalized Colognes
- Ribbons tray



** Not every store will receive the same assortments.
Display what is provided.

CASH WRAP: SMALL

A

- English Pear & Freesia Bath & Body and Home Collection

B

- Mother's Day Pear-fect Set, EPSP + EPF 9mls
- Rolled up denim tote bags, and one filled with tissue paper, "Sister" keychain and adhesive patches, EPSP + EPF 100mls
- English Pear & Sweet Pea Cologne 20ml, Hand Cream + Gift Box
- 2 x 100ml Colognes + Gift Box

C

- On the Tray: English Pear & Sweet Pea and English Pear & Freesia 100mls, ribbons
- The Perfect Bow Tray



** Not every store will receive the same assortments.
Display what is provided.

TASTING BAR

- English Pear & Freesia Home Candle and Diffuser

LARGE



SMALL



SIGNAGE

** Not every store will receive the same assortments.
Display what is provided.

CASH DESK

Incorporate Little Luxuries or Hand Creams if there is limited space on the bays.

A

- Little Luxuries in bowls if available

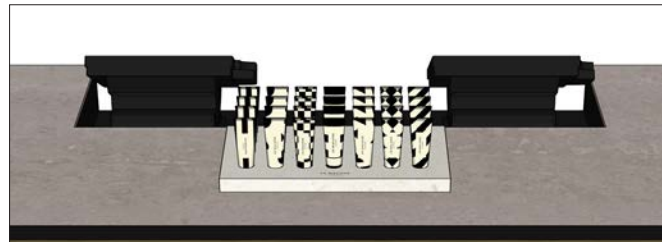
B

- Hand Cream Tray

A



B



** Not every store will receive the same assortments.
Display what is provided.

FY26 Nordstrom Brit Veggies VM Guideline

05.01.2026

CAMPAIGN PRODUCTS



Scarlet Beetroot

Carrot Blossom

Velvety Butternut

Tomato Leaf Hand Wash

Green Tomato Vine Home Collection

Travel Cologne Trios

CAMPAIGN IMAGES



CAMPAIGN RISER

- Scarlet Beetroot 30ml
- Velvety Butternut 30ml
- Carrot Blossom 30ml



SIGNAGE

Veggies
Take your pick of our in-season scents.
Velvety Butternut, Scarlet Beetroot and
Carrot Blossom.

** Not every store will receive the same assortments.
Display what is provided.

DISCOVERY TABLES

Campaign Riser

- Scarlet Beetroot, Velvety Butternut, Carrot Blossom 30ml testers

Edit Tray

- English Pear & Sweet Pea and English Pear & Freesia 100ml testers

COLOGNE CLASSIC

The Herb Garden (Citrus)

- Orange Marmalade
- Lime Basil & Mandarin
- Grapefruit
- Basil & Neroli
- (Archived - Continue to Sell Through)
- Earl Grey & Cucumber
- (Archived - Continue to Sell Through)

The Orchard (Fruity)

- English Pear & Freesia
- English Pear & Sweet Pea
- Fig & Lotus Flower
- Nectarine Blossom & Honey
- Raspberry Ripple

The Countryside (Light Floral)

- Blackberry & Bay
- Wild Bluebell
- Poppy & Barley
- Honeysuckle & Davana

The Flower Garden (Floral)

- Red Roses
- Orange Blossom
- Peony Blush & Suede
- Mimosa & Cardamom

The English Coast (Spicy)

- Wood Sage & Sea Salt

The Woods (Woody)

- Silver Birch & Lavender
- English Oak & Hazelnut
- Pomegranate Noir

COLOGNE INTENSE

Rich & Floral (Floral)

- Tuberose Angelica
- Red Hibiscus
- Jasmine Sambac & Marigold
- Scarlet Poppy
- Taif Rose
- Velvet Rose & Oud

Warm & Amber (Woody)

- Oud & Bergamot
- Cypress & Grapevine
- Hinoki & Cedarwood
- Dark Amber & Ginger Lily
- Myrrh & Tonka
- Vetiver & Golden Vanilla
- (Archived - Continue to Sell Through)
- Amber Labdanum

LARGE



SMALL



** Not every store will receive the same assortments. Display what is provided.

DISCOVERY TABLES (ARCHIVED)

Campaign Riser

- Scarlet Beetroot, Velvety Butternut, Carrot Blossom 30ml testers

Edit Tray

- English Pear & Sweet Pea and English Pear & Freesia 100ml testers

COLOGNE CLASSIC

The Herb Garden (Citrus)

- Orange Marmalade
- Lime Basil & Mandarin
- Grapefruit
- Basil & Neroli
(Archived - Continue to Sell Through)
- Earl Grey & Cucumber
(Archived - Continue to Sell Through)

The Orchard (Fruity)

- English Pear & Freesia
- English Pear & Sweet Pea
- Fig & Lotus Flower
- Nectarine Blossom & Honey
- Raspberry Ripple

The Countryside (Light Floral)

- Blackberry & Bay
- Wild Bluebell
- Poppy & Barley
- Honeysuckle & Davana

The Flower Garden (Floral)

- Red Roses
- Orange Blossom
- Peony Blush & Suede
- Mimosa & Cardamom

The English Coast (Spicy)

- Wood Sage & Sea Salt

The Woods (Woody)

- Silver Birch & Lavender
- English Oak & Hazelnut
- Pomegranate Noir

COLOGNE INTENSE

Rich & Floral (Floral)

- Tuberose Angelica
- Red Hibiscus
- Jasmine Sambac & Marigold
- Scarlet Poppy
- Taif Rose
- Velvet Rose & Oud

Warm & Amber (Woody)

- Oud & Bergamot
- Cypress & Grapevine
- Hinoki & Cedarwood
- Dark Amber & Ginger Lily
- Myrrh & Tonka
- Vetiver & Golden Vanilla
(Archived - Continue to Sell Through)
- Amber Labdanum

LARGE



SMALL



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Display what is provided.

MODIFIED DISCOVERY TABLE

Campaign Riser

- Scarlet Beetroot, Velvety Butternut, Carrot Blossom 30ml testers

COLOGNE CLASSIC

- Home Candle
- The Herb Garden (Citrus)**
 - Orange Marmalade
 - Lime Basil & Mandarin
 - Grapefruit
 - Basil & Neroli
(Archived - Continue to Sell Through)
 - Earl Grey & Cucumber
(Archived - Continue to Sell Through)
- The Orchard (Fruity)**
 - English Pear & Freesia
 - English Pear & Sweet Pea
 - Fig & Lotus Flower
 - Nectarine Blossom & Honey
 - Raspberry Ripple
- The Countryside (Light Floral)**
 - Blackberry & Bay
 - Wild Bluebell
 - Poppy & Barley
 - Honeysuckle & Davana
- The Flower Garden (Floral)**
 - Red Roses
 - Orange Blossom
 - Peony Blush & Suede
 - Mimosa & Cardamom
- The English Coast (Spicy)**
 - Wood Sage & Sea Salt
- The Woods (Woody)**
 - Silver Birch & Lavender
 - English Oak & Hazelnut
 - Pomegranate Noir

COLOGNE INTENSE

- Home Candle Intense
- Rich & Floral (Floral)**
 - Tuberose Angelica
 - Red Hibiscus
 - Jasmine Sambac & Marigold
 - Scarlet Poppy
 - Taif Rose
 - Velvet Rose & Oud
- Warm & Amber (Woody)**
 - Oud & Bergamot
 - Cypress & Grapevine
 - Hinoki & Cedarwood
 - Dark Amber & Ginger Lily
 - Myrrh & Tonka
 - Vetiver & Golden Vanilla
(Archived - Continue to Sell Through)
 - Amber Labdanum



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ARC MAIN DISCOVERY TABLE: LARGE (ARCHIVED)

Campaign Riser

- Scarlet Beetroot, Velvety Butternut, Carrot Blossom 30ml testers

Edit Tray

- English Pear & Sweet Pea and English Pear & Freesia 100ml testers

COLOGNE CLASSIC

The Herb Garden (Citrus)

- Orange Marmalade
- Lime Basil & Mandarin
- Grapefruit
- Basil & Neroli
(Archived - Continue to Sell Through)
- Earl Grey & Cucumber
(Archived - Continue to Sell Through)

The Orchard (Fruity)

- English Pear & Freesia
- English Pear & Sweet Pea
- Fig & Lotus Flower
- Nectarine Blossom & Honey
- Raspberry Ripple

The Countryside (Light Floral)

- Blackberry & Bay
- Wild Bluebell
- Poppy & Barley
- Honeysuckle & Davana

The Flower Garden (Floral)

- Red Roses
- Orange Blossom
- Peony Blush & Suede
- Mimosa & Cardamom

The English Coast (Spicy)

- Wood Sage & Sea Salt

The Woods (Woody)

- Silver Birch & Lavender
- English Oak & Hazelnut
- Pomegranate Noir

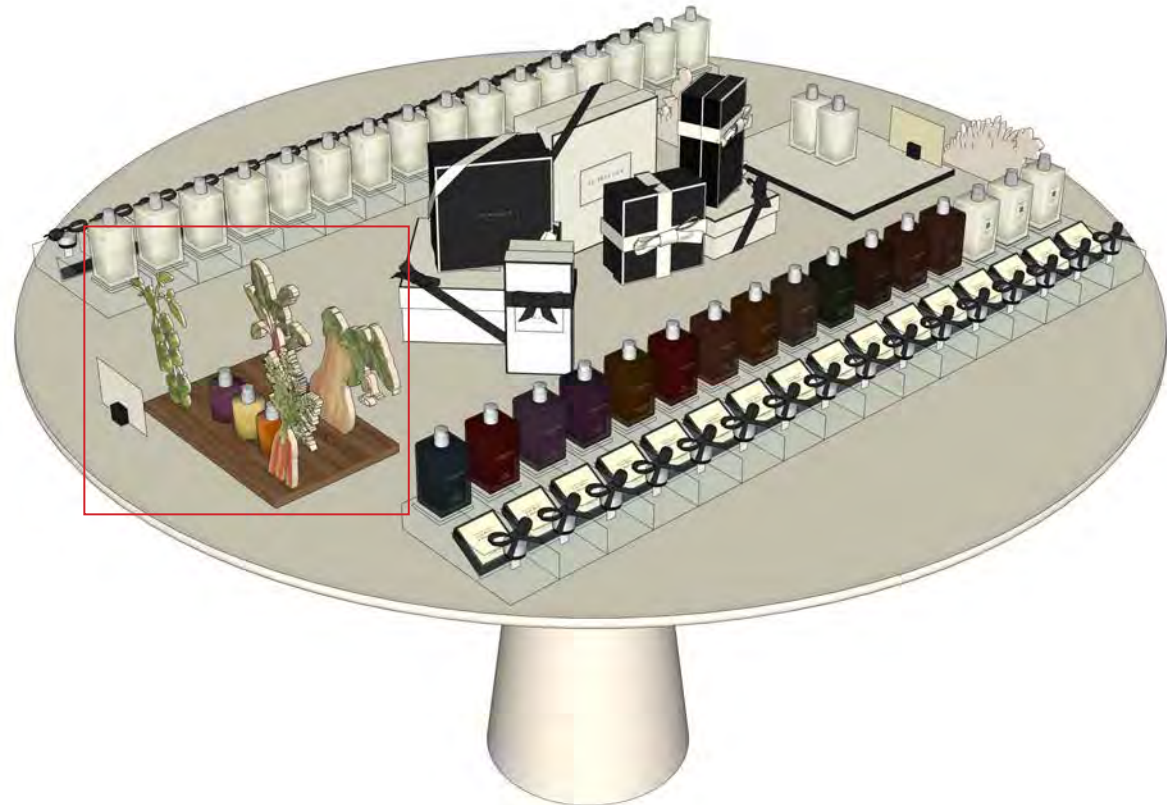
COLOGNE INTENSE

Rich & Floral (Floral)

- Tuberose Angelica
- Red Hibiscus
- Jasmine Sambac & Marigold
- Scarlet Poppy
- Taif Rose
- Velvet Rose & Oud

Warm & Amber (Woody)

- Oud & Bergamot
- Cypress & Grapevine
- Hinoki & Cedarwood
- Dark Amber & Ginger Lily
- Myrrh & Tonka
- Vetiver & Golden Vanilla
(Archived - Continue to Sell Through)
- Amber Labdanum



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ARC MAIN DISCOVERY TABLE: SMALL (ARCHIVED)

Campaign Riser

- Scarlet Beetroot, Velvety Butternut, Carrot Blossom 30ml testers

COLOGNE CLASSIC

The Herb Garden (Citrus)

- Orange Marmalade
- Lime Basil & Mandarin
- Grapefruit
- Basil & Neroli
(Archived - Continue to Sell Through)
- Earl Grey & Cucumber
(Archived - Continue to Sell Through)

The Orchard (Fruity)

- English Pear & Freesia
- English Pear & Sweet Pea
- Fig & Lotus Flower
- Nectarine Blossom & Honey
- Raspberry Ripple

The Countryside (Light Floral)

- Blackberry & Bay
- Wild Bluebell
- Poppy & Barley
- Honeysuckle & Davana

The Flower Garden (Floral)

- Red Roses
- Orange Blossom
- Peony Blush & Suede
- Mimosa & Cardamom

The English Coast (Spicy)

- Wood Sage & Sea Salt

The Woods (Woody)

- Silver Birch & Lavender
- English Oak & Hazelnut
- Pomegranate Noir

COLOGNE INTENSE

Rich & Floral (Floral)

- Tuberose Angelica
- Red Hibiscus
- Jasmine Sambac & Marigold
- Scarlet Poppy
- Taif Rose
- Velvet Rose & Oud

Warm & Amber (Woody)

- Oud & Bergamot
- Cypress & Grapevine
- Hinoki & Cedarwood
- Dark Amber & Ginger Lily
- Myrrh & Tonka
- Vetiver & Golden Vanilla
(Archived - Continue to Sell Through)
- Amber Labdanum



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MODIFIED ETAGÈRE

SHELF 1

- Brit Veggies Tote Bag + Scarf
- Stone riser with Scarlet Beetroot, Velvety Butternut, Carrot Blossom 30ml testers followed by stock



SIGNAGE

In-season scents from the veggie patch
Introducing our limited-edition Veggies collection.
These scents are comforting, colourful and softly
sweet, and perfectly ripe for the picking.

Carrot Blossom Cologne 30ml	\$92
Velvety Butternut Cologne 30ml	\$92
Scarlet Beetroot Cologne 30ml	\$92

** Not every store will receive the same assortments.
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ETAGÈRE

MAY

SHELF 1

- Brit Veggies Tote Bag + Scarf
- Stone riser with Scarlet Beetroot, Velvety Butternut, Carrot Blossom 30ml testers

SHELF 2

- Gift Box with stickers
- Scarlet Beetroot 30ml
- Velvety Butternut 30ml
- Carrot Blossom 30ml
- Brit Veggies Colognes + Gift Box

SHELF 3

- Tomato Leaf Hand Wash
- Brit Veggies Cologne and Hand Wash + Gift Box with stickers
- Brit Veggies Travel Cologne Trio

JUNE

SHELF 1

- Brit Veggies Tote Bag + Scarf
- Scarlet Beetroot, Velvety Butternut, Carrot Blossom 30ml testers

SHELF 2

- Gift Box with stickers
- Scarlet Beetroot 30ml
- Velvety Butternut 30ml
- Carrot Blossom 30ml
- Brit Veggies Travel Cologne Trio

SHELF 3

- Tomato Leaf Hand Wash
- Green Tomato Vine Home Collection
- Brit Veggies Hand Wash and Candle + Gift Box with stickers

MAY



JUNE



SIGNAGE

In-season scents from the veggie patch
Introducing our limited-edition Veggies collection.
These scents are comforting, colourful and softly
sweet, and perfectly ripe for the picking.

Veggies
Take your pick of our in-season scents.
Velvety Butternut, Scarlet Beetroot and
Carrot Blossom.

Carrot Blossom Cologne 30ml \$92
Velvety Butternut Cologne 30ml \$92
Scarlet Beetroot Cologne 30ml \$92

Cologne 30ml \$92
Choose from Carrot Blossom, Velvety Butternut and Scarlet Beetroot
Brit Trio Cologne Set 9ml \$70
Tomato Leaf Hand Wash 250ml \$55
Green Tomato Vine Diffuser 350ml \$220
Green Tomato Vine Home Candle 75g \$85

Pick your own tomatoes
Style and fragrance bathrooms, living rooms
and more with our tomato-scented candle,
diffuser and hand wash.

** Not every store will receive the same assortments.
Display what is provided.

FLEXIBLES/FOCUS TABLES

Substitute Brit Veggies Home Collection with Green Tomato Vine Townhouse Collection and Tomato Leaf Hand Wash with Blackberry & Bay Hand Wash until products arrive in June.

TABLE 1

- Green Tomato Vine Diffuser and Candle + Gift Box with optional stickers

TABLE 2

- Brit Veggies Colognes + Gift Box with optional stickers
- Brit Veggies Travel Cologne Trio

TABLE 3

- Tomato Leaf and Brit Veggies Cologne + Gift Box with optional stickers



SIGNAGE

Cologne 30ml Choose from Carnet Blossom, Velocity Battersea and Scarlet Beckett	\$92	Green Tomato Vine Townhouse Candle 300g	\$140	Pick your own tomatoes Style and fragrance bathrooms, living rooms and more with our tomato-scented candle, diffuser and hand wash.
Brit Trio Cologne Set 9ml	\$70	Green Tomato Vine Home Candle 75g	\$85	
Tomato Leaf Hand Wash 250ml	\$55			
Green Tomato Vine Diffuser 350ml	\$220			
Green Tomato Vine Home Candle 75g	\$85			

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MODIFIED ROUND TABLE

SHELF 1

- English Pear & Sweet Pea Cologne Duo
- English Pear & Freesia Cologne Duo
- Fresh & Floral Travel Trio
- English Pear & Sweet Pea Cologne & Hand Duo
- English Pear & Freesia Handbag Duo
- Wood Sage & Sea Salt Handbag Duo
- Peony & Blush Suede Handbag Duo

SHELF 2

- Gift boxes with black ribbon

SHELF 3

- Gift boxes with black ribbon



SIGNAGE

** Not every store will receive the same assortments.
Display what is provided.

GIFTING BAY: NRE

Substitute Brit Veggies Home Collection with Green Tomato Vine Townhouse Collection and Tomato Leaf Hand Wash with Blackberry & Bay Hand Wash and Lotion until products arrive in June.

SHELF 1

- Bay Header

SHELF 2

- Feature Gift Boxes with Brit Veggies stickers
- Brit Veggies Tote Bag + Scarf

SHELF 3

- Stone riser with Brit Veggies Colognes 30ml testers followed by stock

SHELF 4

- Stone riser with Green Tomato Vne Home Collection followed by stock
- Tomato Leaf Hand Wash

SHELF 5

- Brit Veggies Colognes + Gift Box with optional stickers
- Gift Boxes
- Brit Veggies Travel Cologne Trio

SHELF 6

- Tomato Leaf Hand Wash and Green Tomato Vine Candle + Gift Box with optional stickers
- Brit Veggies Colognes + Gift Box
- Brit Veggies Cologne and Tomato Leaf Hand Wash + Gift Box with optional stickers



SIGNAGE

Veggies
Take your pick of our in-season scents.
Velvety Butternut, Scarlet Beetroot and
Carrot Blossom.

Carrot Blossom Cologne 30ml	\$92
Velvety Butternut Cologne 30ml	\$92
Scarlet Beetroot Cologne 30ml	\$92

Pick your own tomatoes
Style and fragrance bathrooms, living rooms
and more with our tomato-scented candle,
diffuser and hand wash.

Cologne 30ml <small>Choose from Carrot Blossom, Velvety Butternut and Scarlet Beetroot</small>	\$92
Brit Trio Cologne Set 9ml	\$70
Tomato Leaf Hand Wash 250ml	\$55
Green Tomato Vine Diffuser 350ml	\$220
Green Tomato Vine Home Candle 75g	\$85

In-season scents from the veggie patch
Introducing our limited-edition Veggies collection.
These scents are comforting, colourful and softly
sweet, and perfectly ripe for the picking.

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Display what is provided.

GIFTING BAY: NRE

As Brit Veggies inventory sells out, merchandise with Wood Sage and Sea Salt collection.

SHELF 1

- Bay Header

SHELF 2

- Feature Gift Boxes with Wood Sage & Sea Salt Colognes

SHELF 3

- Stone riser with Wood Sage & Sea Salt 100ml tester followed by stock of 50ml, 100ml, 30ml
- Wood Sage & Sea Salt Cologne & Hand Cream Duo

SHELF 4

- Wood Sage & Sea Salt Exfoliating Shower Gel, Body & Hand Wash and Lotion
- Wood Sage & Sea Salt Body & Hand Wash and Lotion + Gift Box
- Wood Sage & Sea Salt Body Creme and Body Mist

SHELF 5

- Wood Sage & Sea Salt Home Candle + Gift Box
- Wood Sage & Sea Salt Diffuser, Home Candle, Deluxe Candle
- Wood Sage & Sea Salt Trvael Candle and Cologne 30ml + Gift Box

SHELF 6

- Wood Sage & Sea Salt Diffuser + Gift Box
- Cologne 50ml, Hand Cream, Body & Hand Wash + Gift Box
- Body Creme + Gift Box



SIGNAGE

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GIFTING BAY: CLASSIC

Substitute Brit Veggies Home Collection with Green Tomato Vine Townhouse Collection and Tomato Leaf Hand Wash with Blackberry & Bay Hand Wash and Lotion until products arrive in June.

SHELF 1

- Bay Header

SHELF 2

- Feature Gift Boxes with Brit Veggies stickers
- Brit Veggies Tote Bag + Scarf

SHELF 3

- Stone riser with Brit Veggies Colognes 30ml testers followed by stock

SHELF 4

- Stone riser with Green Tomato Vne Home Collection followed by stock
- Tomato Leaf Hand Wash

SHELF 5

- Brit Veggies Travel Cologne Trio
- Tomato Leaf Hand Wash and Green Tomato Vine Candle + Gift Box with optinal stickers



SIGNAGE

Veggies
Take your pick of our in-season scents.
Velvety Butternut, Scarlet Beetroot and
Carrot Blossom.

Carrot Blossom Cologne 30ml \$92
Velvety Butternut Cologne 30ml \$92
Scarlet Beetroot Cologne 30ml \$92

Pick your own tomatoes
Style and fragrance bathrooms, living rooms
and more with our tomato-scented candle,
diffuser and hand wash.

Cologne 30ml
Choose from Carrot Blossom, Velvety Butternut and Scarlet Beetroot \$92
Brit Trio Cologne Set 9ml \$70
Tomato Leaf Hand Wash 250ml \$55
Green Tomato Vine Diffuser 350ml \$220
Green Tomato Vine Home Candle 75g \$85

In-season scents from the veggie patch
Introducing our limited-edition Veggies collection.
These scents are comforting, colourful and softly
sweet, and perfectly ripe for the picking.

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GIFTING BAY: CLASSIC

As Brit Veggies inventory sells out, merchandise with Wood Sage and Sea Salt collection.

SHELF 1

- Bay Header

SHELF 2

- Stone riser with Wood Sage & Sea Salt 100ml tester followed by stock of 50ml, 100ml, 30ml
- Wood Sage & Sea Salt Cologne & Hand Cream Duo

SHELF 3

- Wood Sage & Sea Salt Exfoliating Shower Gel, Body & Hand Wash and Lotion
- Wood Sage & Sea Salt Body & Hand Wash and Lotion + Gift Box
- Wood Sage & Sea Salt Body Creme and Body Mist

SHELF 4

- Wood Sage & Sea Salt Diffuser, Home Candle, Deluxe Candle
- Wood Sage & Sea Salt Home Candle + Gift Box

SHELF 5

- Wood Sage & Sea Salt Diffuser + Gift Box
- Cologne 50ml, Hand Cream, Body & Hand Wash + Gift Box



SIGNAGE

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Display what is provided.

COLOGNE & COLOGNE INTENSE BAY: NRE

See the last page for Cologne Stories.

SHELF 1

- Bay Header

SHELF 2

- Rich & Floral Cologne Intense 50ml, 100ml
- Warm & Amber Cologne Intense 50ml, 100ml
- Cologne Absolu on stone riser

SHELF 3

- Stone riser with **Scarlet Beetroot, Velvety Butternut, Carrot Blossom 30ml testers followed by stock**
- **Brit Veggies Colognes + Gift Box**
- Beach Blossom 100ml, 50ml
- Stone riser with Beach Blossom and Frangipani Flower 100ml testers
- Frangipani Flower 100ml, 30ml

SHELF 4

- The Herb Garden (Gnome Prop)
- The Countryside (Bluebells Prop)
- The English Coast (Stone Stack Prop)

SHELF 5

- The Flower Garden (Rose Prop)
- The Orchard (Pear Prop)
- The Woods (Tree Stump Prop)

SHELF 6

- Cologne 50ml
- Cologne 30ml
- Raspberry Ripple riser followed by stock

LARGE



SMALL



SIGNAGE

Carrot Blossom Cologne 30ml	\$92
Velvety Butternut Cologne 30ml	\$92
Scarlet Beetroot Cologne 30ml	\$92

Veggies
Take your pick of our in-season scents.
Velvety Butternut, Scarlet Beetroot and Carrot Blossom.

** Not every store will receive the same assortments.
Display what is provided.

COLOGNE & COLOGNE INTENSE BAY: NRE (ARCHIVED)

See the last page for Cologne Stories.

SHELF 1

- Bay Header

SHELF 2

- Rich & Floral Cologne Intense 50ml, 100ml
- Warm & Amber Cologne Intense 50ml, 100ml
- Cologne Absolu

SHELF 3

- Edit tray with **Scarlet Beetroot, Velvety Butternut, Carrot Blossom 30ml testers followed by stock**
- Raspberry Ripple riser
- Beach Blossom 100ml, 50ml
- Edit tray with Beach Blossom and Frangipani Flower 100ml testers
- Frangipani Flower 100ml, 30ml

SHELF 4

- Cologne 100ml

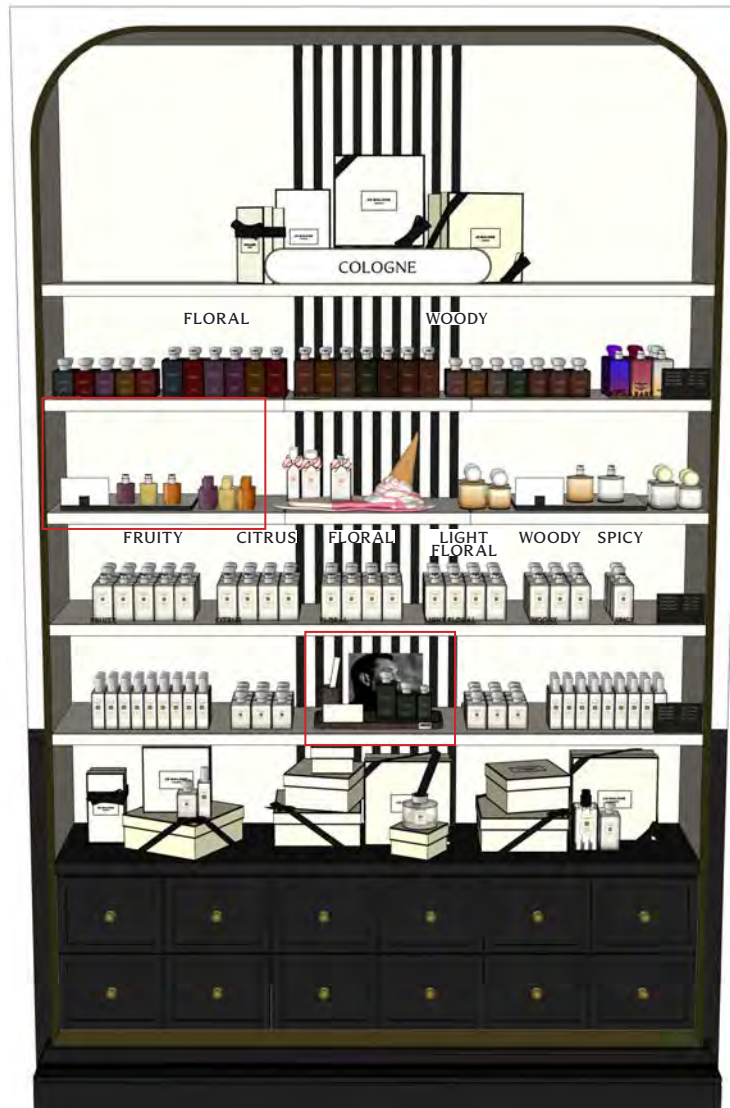
SHELF 5

- Cologne 30ml (Large)
- Cologne 50ml (Large)
- Wooden Riser with Cypress & Grapevine 100ml, 50ml, **30ml**
- Cologne 100ml (Small)

SHELF 6

- Gifting Story (Large)
- Cologne 30ml (Small)
- Cologne 50ml (Small)

LARGE



SMALL



SIGNAGE

Carrot Blossom Cologne 30ml	\$92
Velvety Butternut Cologne 30ml	\$92
Scarlet Beetroot Cologne 30ml	\$92

Veggies
Take your pick of our in-season scents.
Velvety Butternut, Scarlet Beetroot and Carrot Blossom.

COLOGNE & COLOGNE INTENSE BAY: CLASSIC

See the last page for Cologne Stories.

SHELF 1

- Bay Header

SHELF 2

- Cologne Absolu on stone riser
- The Herb Garden (Gnome Prop)
- The Orchard (Pear Prop)
- Rich & Floral Cologne Intense 50ml

SHELF 3

- The English Coast (Stone Stack Prop)
- Raspberry Ripple 30ml, 100ml
- Stone riser with Scarlet Beetroot, Velvety Butternut, Carrot Blossom 30ml testers with stock behind
- Stone riser with Beach Blossom and Frangipani Flower 100ml testers with stock behind
- Rich & Floral Cologne Intense 100ml

SHELF 4

- The Woods (Tree Stump Prop)
- The Countryside (Bluebells Prop)
- The Flower Garden (Rose Prop)
- Warm & Amber Cologne Intense 100ml

SHELF 5

- Cologne 50ml
- Cologne 30ml
- Warm & Amber Cologne Intense 50ml

LARGE



SMALL



SIGNAGE

Carrot Blossom Cologne 30ml	\$92
Velvety Butternut Cologne 30ml	\$92
Scarlet Beetroot Cologne 30ml	\$92

** Not every store will receive the same assortments. Display what is provided.

ARCHIVED - COLOGNE & COLOGNE INTENSE BAY: CLASSIC

SHELF 1

- Bay Header

SHELF 2

- Rich & Floral Cologne Intense 50ml, 100ml
- Warm & Amber Cologne Intense 50ml, 100ml

SHELF 3

- Wooden Riser with Cypress & Grapevine 100ml, 50ml, 30ml
- Edit Tray with Scarlet Beetroot, Velvety Butternut, Carrot Blossom 30ml testers with stock behind
- Edit tray with Beach Blossom, Frangipani testers with stock behind
- Raspberry Ripple riser (Large)
- Cologne Absolu (Small)

SHELF 4

- Cologne 100ml

SHELF 5

- Cologne 50ml
- Cologne 30ml
- Cologne Absolu (Large)

LARGE



SMALL



SIGNAGE

Carrot Blossom Cologne 30ml	\$92
Velvety Butternut Cologne 30ml	\$92
Scarlet Beetroot Cologne 30ml	\$92

** Not every store will receive the same assortments.
Display what is provided.

BATH & BODY BAY: NRE

SHELF 1

- Bay Header

SHELF 2

- Exfoliating Shower Gel
- Bath Oil
- Body & Hand Wash 250ml
- Add English Oak & Hazelnut Wash

SHELF 3

- Vitamin E Collection
- Purify Shower Gel
- Revitalise Body Gel-Cream
- Revitalise Exfoliating Soap
- Enrich Shower Cream
- Enrich Body Balm
- Restore Body Oil
- Restore Body Treatment Scrub

SHELF 4

- Body & Hand Lotion
- Body Creme Intense
- Body & Hand Lotion Intense
- All Over Body Spray

SHELF 5

- Soap
- Body Creme
- Body Mist

SHELF 6

- Hand Creams on tray
- English Pear & Sweet Pea Cologne & Hand Duo
- English Pear & Freesia Handbag Duo
- Wood Sage & Sea Salt Handbag Duo
- Peony & Blush Suede Handbag Duo
- Little Luxuries

LARGE



SMALL



SIGNAGE

BATH & BODY BAY: CLASSIC

SHELF 1

- Bay Header

SHELF 2

- Bath Oil
- Exfoliating Shower Gel
- Body & Hand Wash 250ml
- Add English Oak & Hazelnut Wash
- Body Mist

SHELF 3

- Body & Hand Wash Intense
- All Over Body Spray
- Body & Hand Lotion
- Purify Shower Gel
- Revitalise Body Gel-Cream
- Revitalise Exfoliating Soap

SHELF 4

- Body Creme Intense
- Body Creme
- Enrich Shower Cream
- Enrich Body Balm
- Restore Body Oil
- Restore Body Treatment Scrub

SHELF 5

- Soap
- Hand Creams on tray
- English Pear & Sweet Pea Cologne & Hand Duo
- English Pear & Freesia Handbag Duo
- Wood Sage & Sea Salt Handbag Duo
- Peony & Blush Suede Handbag Duo
- Vitamin E Collection



SIGNAGE

** Not every store will receive the same assortments.
Display what is provided.

CASH WRAP: LARGE

A

- Feature Brit Veggies Tote Bag + Scarf, Colognes, Hand Wash and Home Collection
- Mini Hand Cream Value Set
- English Pear & Freesia Home Collection

B

- Feature Brit Veggies Tote Bag + Scarf, Colognes, Hand Wash and Home Collection
- Brit Veggies Travel Cologne Trio
- Brit Veggies Cologne + Gift Box with stickers

C

- Personalization Charms tray
- Stone riser with Scarlet Beetroot, Velvety Butternut, Carrot Blossom 30mls
- Stone riser with personalized Colognes
- Ribbons tray



** Not every store will receive the same assortments. Display what is provided.

TASTING BAR

- Stone riser with Tomato Leaf Hand Wash + Gift Box with stickers

LARGE



SMALL



SIGNAGE

Pick your own tomatoes
Style and fragrance bathrooms, living rooms
and more with our tomato-scented candle,
diffuser and hand wash.

Kilian Paris

Visual Merchandising SP26 Jan- June





Large Tray
*FSS & Top doors only



Small Tray

IMPORTANT NOTE

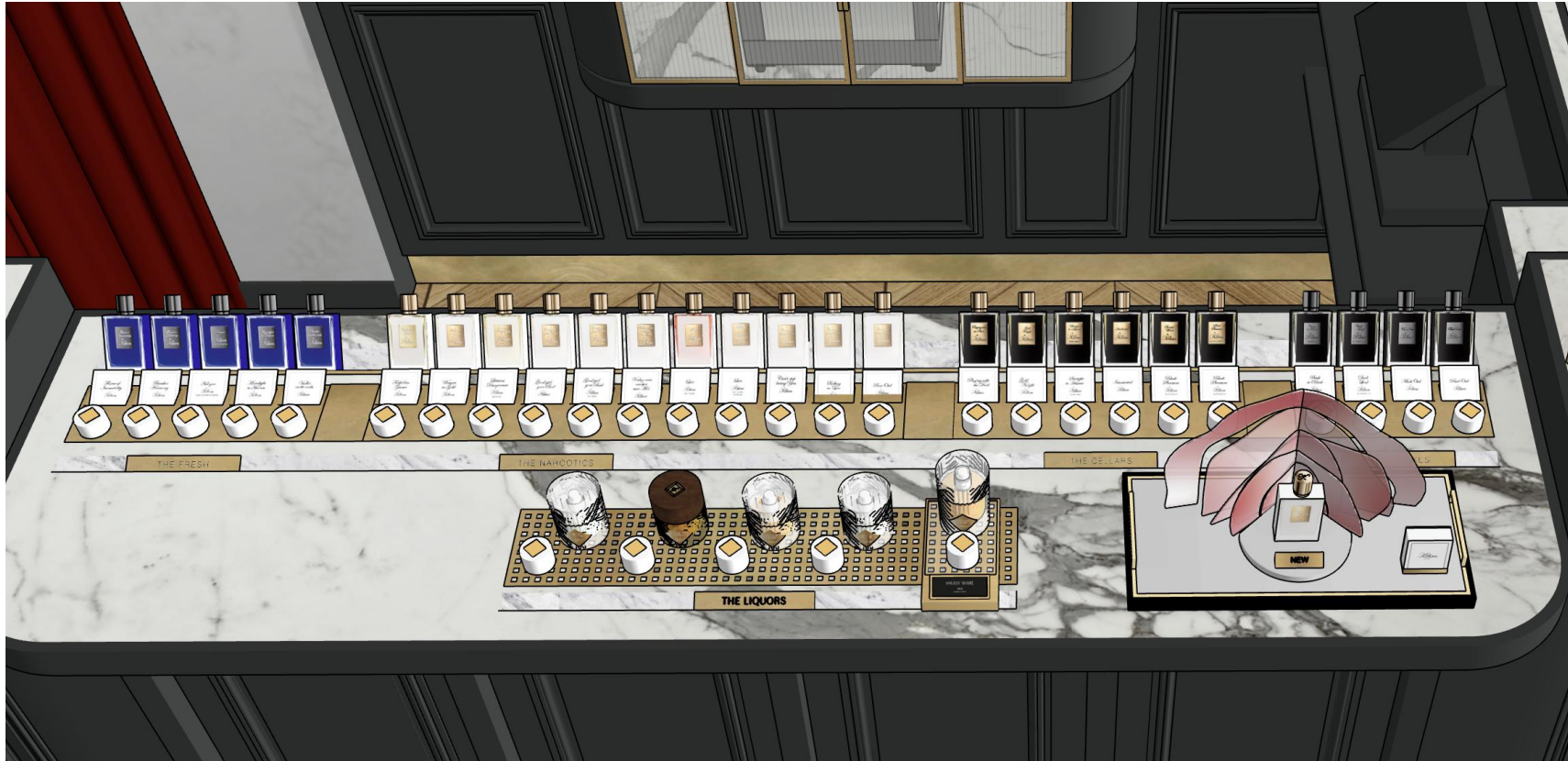


Remove from all counters and
trash insert & riser





Bar – option 2



HERO'S

HERO'S MERCHANDISING





1



KIT LARGE TRAY + LARGE TOP MIRROR
N550600001

2

PERFUMES TO DISPLAY :
Angels' share 50ml
Angels' Share Paradis 50ml
Angels' Share on the Rocks 50ml
Apple Brandy 50ml

3



LIQUORS RISER
N4HN600001

4



«LIQUORS» TAG
N4HR600001

5



BLOTTERS HOLDER
N3J5700001



1



KIT SMALL TRAY + SMALL TOP MIRROR
N54Y600001

3



LIQUORS RISER
N4HN600001

2

PERFUMES TO DISPLAY :
Angel's share 50ml
Angel's share Paradis 50ml
Angel's share on the Rocks 50ml
Apple brandy 50ml

4



«LIQUORS» TAG
N4HR600001



1



KIT PERFUMERY TRAY + MIRROR TOP
N54X600001

3



LIQUORS RISER
N4HN600001

2



PERFUMES TO DISPLAY :
Angel's share 100ml
Angels Share on the Rocks 100ml

4



TEXT DISPLAY NEW
N04O600001



NEW TAGS WILL BE MAILED TO STORES SOON



AS 100ml,
ASP 50ml,
Apple Brandy 50ml,
Old fashioned 50ml, ASOTR 100 ml



1



KIT LARGE TRAY + LARGE TOP MIRROR
N550600001

3



TEXT DISPLAY ICON
N041600001

5



BLOTTERS HOLDER
N3J5700001

2



PERFUMES TO DISPLAY :
GGGB 50ml / 100ml
Love DBS 50ml / 100ml



1



KIT SMALL TRAY + SMALL TOP MIRROR
N54Y600001

3



TEXT DISPLAY ICON
N04I600001

2



PERFUMES TO DISPLAY :
GGGB 50ml / 100ml
Love DBS 50ml / 100ml



1



KIT PERFUMERY TRAY + MIRROR TOP
N54X600001

3



TEXT DISPLAY ICON
N04I600001

2



PERFUMES TO DISPLAY :
GGBB 100ml
Love DBS 100ml



1



KIT LARGE TRAY + LARGE TOP MIRROR
N550600001

3

TEXT DISPLAY NEW

5



BLOTTERS HOLDER
N3J5700001

2



PERFUMES TO DISPLAY :
LDBS 50ml / 100ml
Her Majesty
50ml/100ml

LaMer

Visual Merchandising SP26 Jan- June



LA MER

NA MERCHANDISING GUIDELINES - 05/01/2026 - RENEWAL OIL UPDATE

ALL DOORS

SERUM STRENGTH REJUVENATION

IMPROVES VISIBLE SIGNS OF COLLAGEN AND ELASTIN LOSS*



100%
*showed REDUCTION
in the appearance
OF WRINKLES***

96%
*women said their skin
IMMEDIATELY
looked SMOOTHER****

LA MER

THE RENEWAL OIL
L'HUILE RÉGÉNÉRANTE

*The Renewal Oil helps address visible signs of collagen and elastin loss by improving the look of lines and wrinkles and skin's firm feel.
**Clinical testing on 30 women after using product for 12 weeks.
***Consumer testing on 102 women after using product once.

LA MER

LIGHTBOX ARTWORK - VIDEO - LAUNCH UNIT - PLUG & PLAY 05/01/2026 ALL DOORS

Lightbox Artwork



ROArtwork
(ALL DOORS)

Doors with TV's



RO Video
In newness location
(ALL DOORS)



RO Launch Unit
(ALL DOORS)



Secondary Plug & Play
(ALL DOORS)

Merchandise
Resurfacing Treatment here.
May use moisture puck
if available.

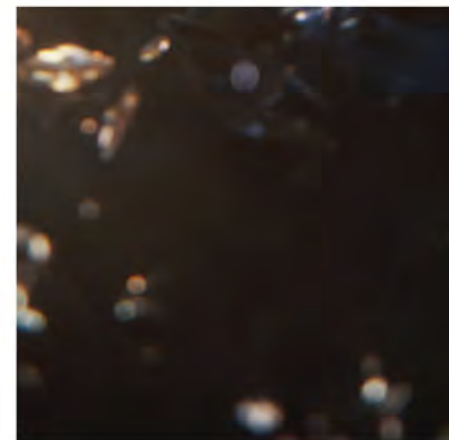
ALL DOORS



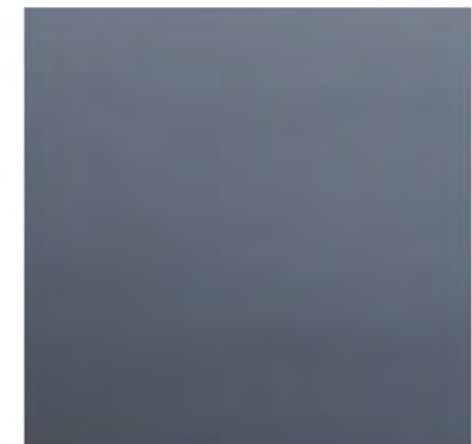
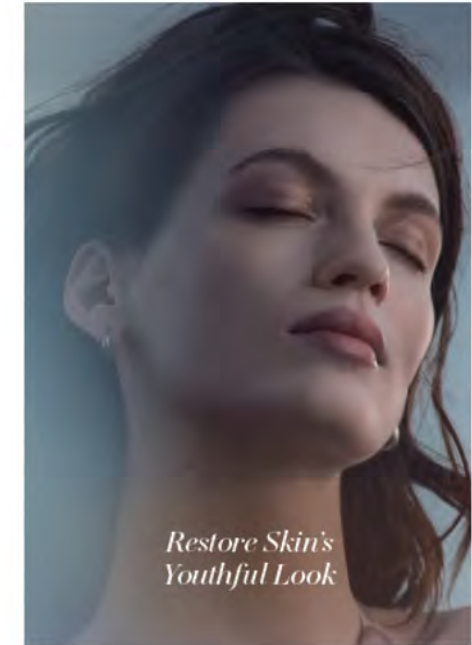
ALL DOORS

- | | |
|-----------------------------------------------|--------|
| 1- SP26 GENAISSANCE UNIT GRAPHIC UPDATE | 47XZ70 |
| 2- SP26 GENAISSANCE UNIT ACRYLIC AMPULE RISER | 47JT60 |
| 3- SP25 GENAISSANCE TILE & ACRYLIC PLUG | 43LZ60 |
| 4- FY26 TIL-PERMVM FY26 GDLM UNIT TILE/PROP | 47K760 |
| 5- GENAISSANCE LAUNCH BASE UNIT | 5T0M60 |

ALL DOORS



The GDLM Unit



LA MER

LAUNCH UNIT - 05/01/2026 ALL DOORS

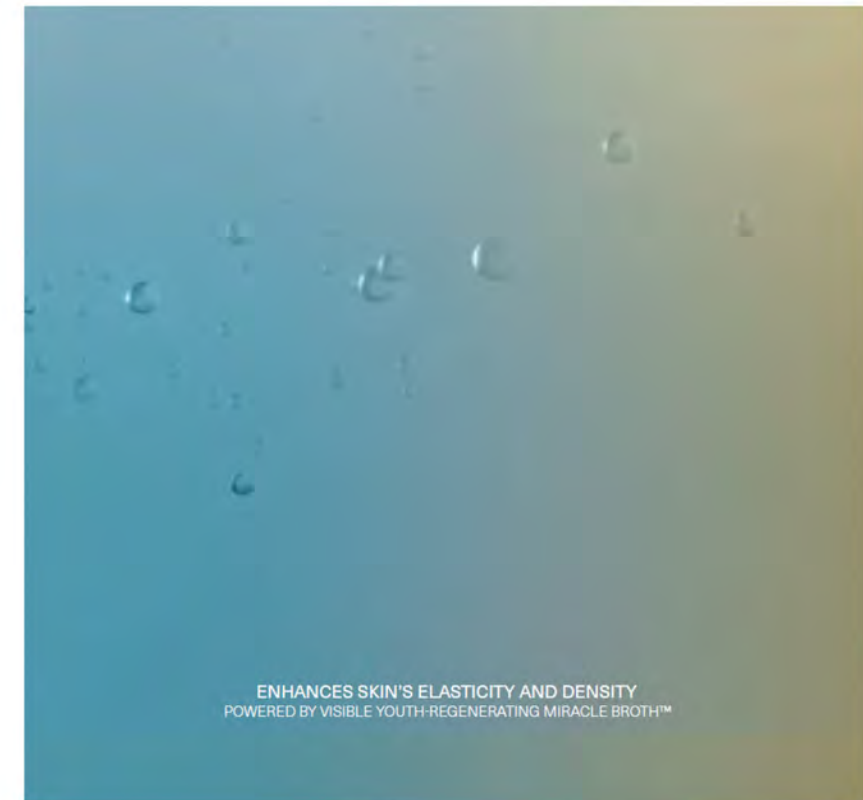
ALL DOORS
No Code
Tracking will be provided in newsletter.



RO Launch Unit
Use moisture riser.



Litho Backer

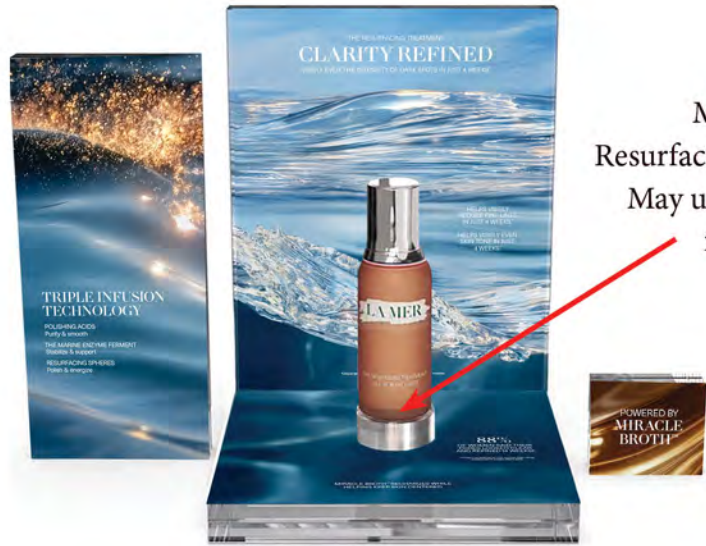


Base

ALL DOORS

No Code

Tracking will be provided in newsletter.



Merchandise
Resurfacing Treatment here.
May use moisture puck
if available.

Secondary Plug & Play
(ALL DOORS)



Vertical block



Backer



Base

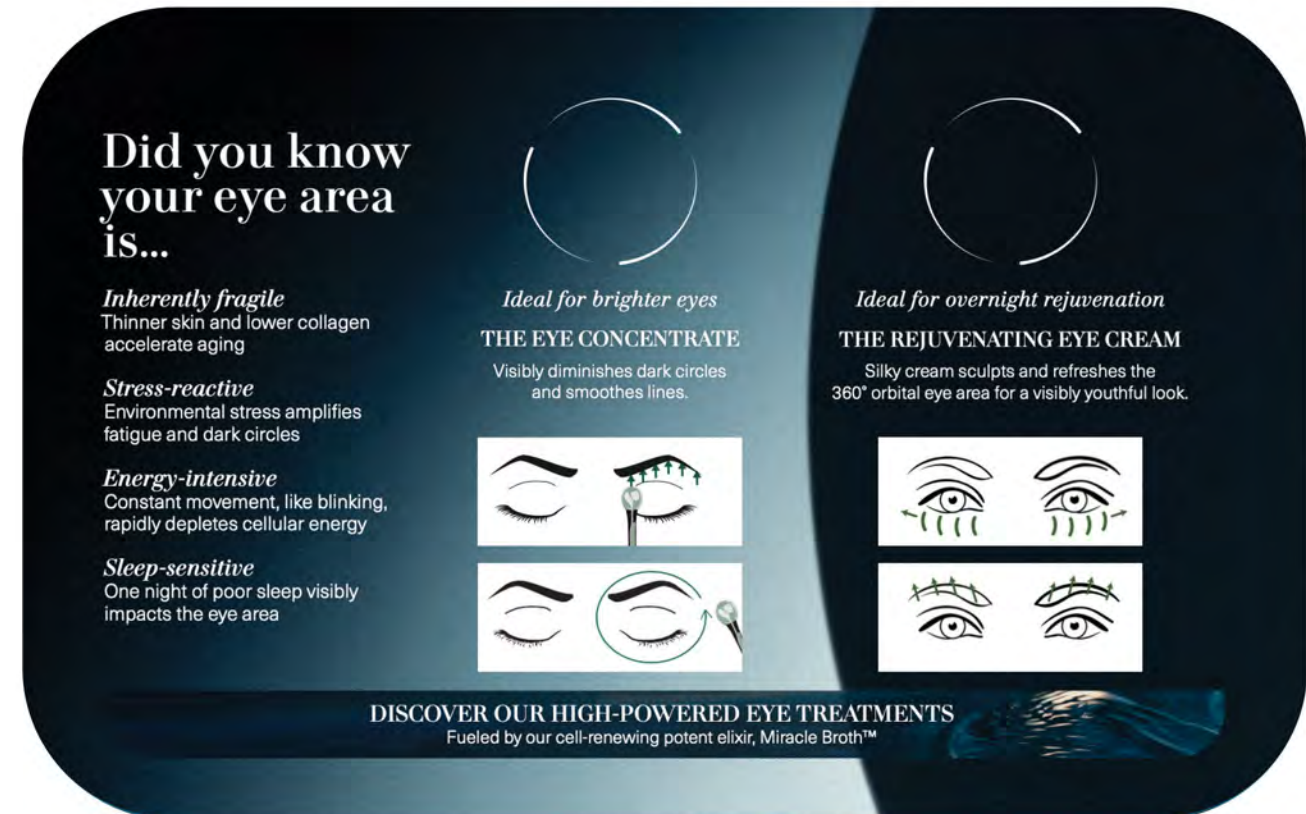
NEW ACTIVATION TRAY
CODE: PT02-25
173109-0



CURRENTLY SHOWING
THE RENEWAL OIL /REC
ARTWORK INSERT.



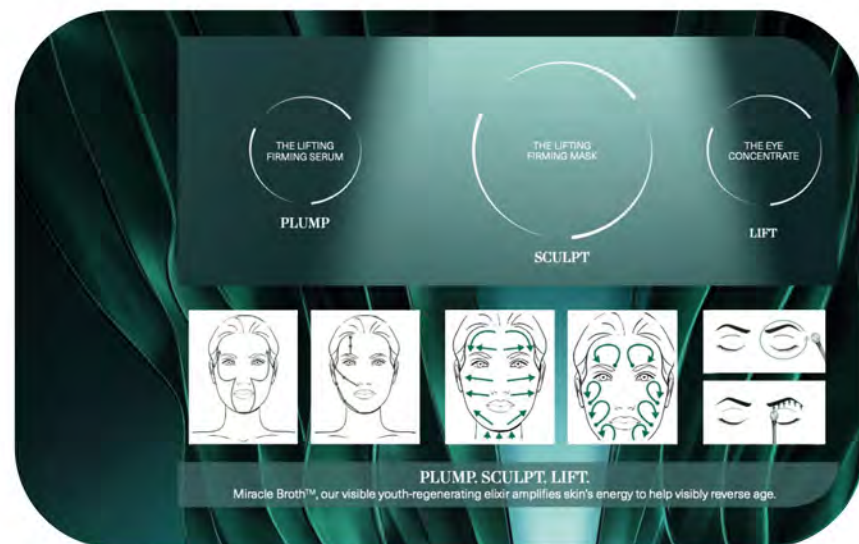
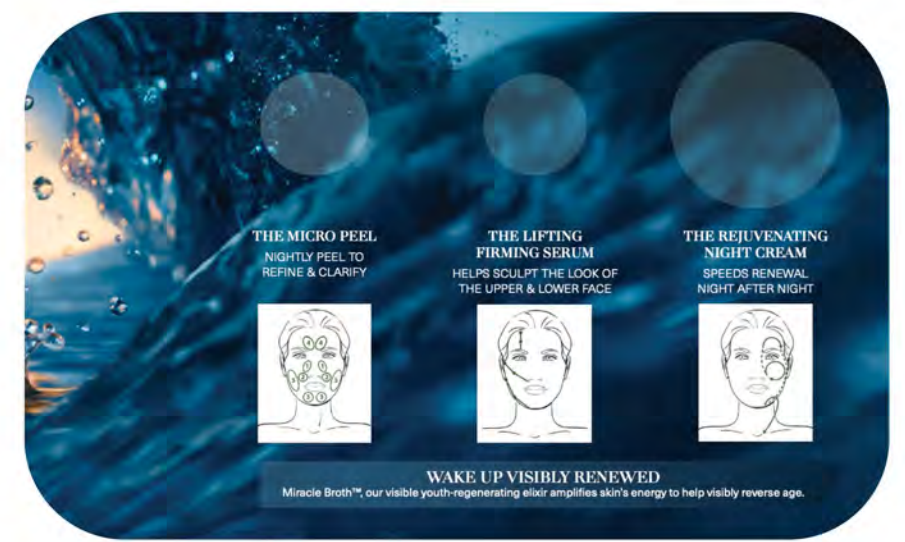
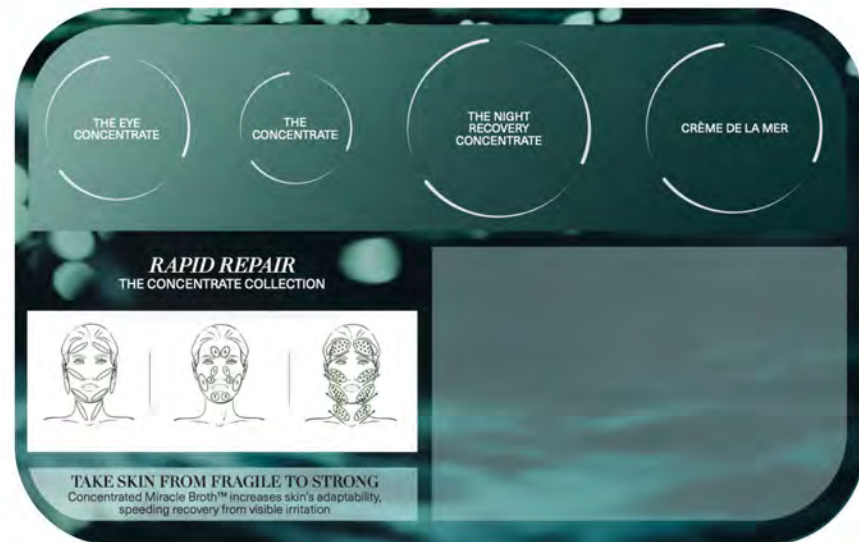
BACK: RENEWAL OIL



FRONT: REC

OTHER ACTIVATION TRAY INSERT ARTWORKS TO KEEP IN ROTATION

Store these under under the leather mat of the activation tray to keep them all in one place.



THE CONCENTRATE TRAY INSERT

THE MIRACLE BROTH TRAY INSERT

THE RNC TRAY INSERT

LA MER

MOISTURE TESTING TRAY -02/01/2026 ALL DOORS

NO UPDATES

MOISTURE TESTING TRAY
CODE: PT01-25



PUT MOISTURIZERS HERE.

LA MER

NICHE GUIDELINES - 05/01/2026 ALL DOORS



Activate
SERUM-STRENGTH
RADIANCE



SERUM STRENGTH
REJUVENATION
IMPROVES VISIBLE SIGNS OF COLLAGEN AND ELASTIN LOSS*

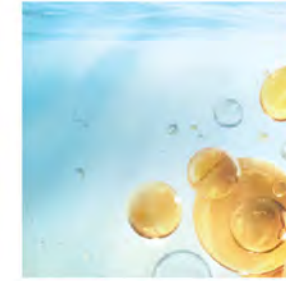
100% showed REDUCTION in the appearance OF WRINKLES**
96% women said their skin IMMEDIATELY looked SMOOTHER**

LA MER
THE RENEWAL OIL
L'HUILE RÉGÉNÉRANTE

*The Renewal Oil helps address signs of collagen and elastin loss. **Consumer testing on 100 women after using product for 12 weeks. ***Consumer testing on 100 women after using product for 12 weeks.



Improves visible
signs of
COLLAGEN &
ELASTIN LOSS*



Activate
SERUM-STRENGTH
RADIANCE



SERUM STRENGTH
REJUVENATION
IMPROVES VISIBLE SIGNS OF COLLAGEN AND ELASTIN LOSS*

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LA MER
THE RENEWAL OIL
L'HUILE RÉGÉNÉRANTE

*The Renewal Oil helps address signs of collagen and elastin loss. **Consumer testing on 100 women after using product for 12 weeks. ***Consumer testing on 100 women after using product for 12 weeks.



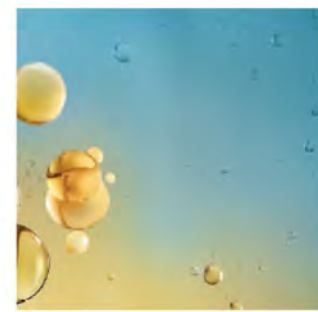
Activate
SERUM-STRENGTH
RADIANCE

SERUM STRENGTH
REJUVENATION
IMPROVES VISIBLE SIGNS OF COLLAGEN AND ELASTIN LOSS*

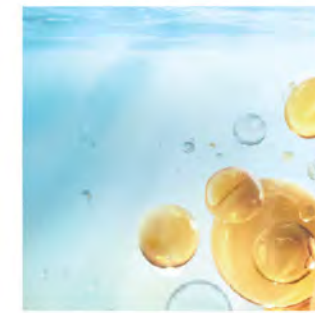
100% showed REDUCTION in the appearance OF WRINKLES**
96% women said their skin IMMEDIATELY looked SMOOTHER**

LA MER
THE RENEWAL OIL
L'HUILE RÉGÉNÉRANTE

*The Renewal Oil helps address signs of collagen and elastin loss. **Consumer testing on 100 women after using product for 12 weeks. ***Consumer testing on 100 women after using product for 12 weeks.



Improves visible
signs of
COLLAGEN &
ELASTIN LOSS*



Activate
SERUM-STRENGTH
RADIANCE

SERUM STRENGTH
REJUVENATION
IMPROVES VISIBLE SIGNS OF COLLAGEN AND ELASTIN LOSS*

100% showed REDUCTION in the appearance OF WRINKLES**
96% women said their skin IMMEDIATELY looked SMOOTHER**

LA MER
THE RENEWAL OIL
L'HUILE RÉGÉNÉRANTE

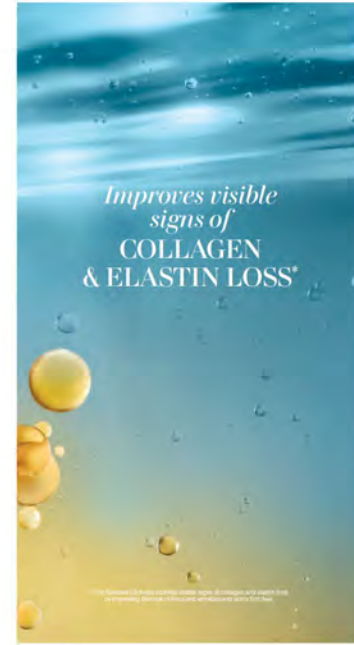
*The Renewal Oil helps address signs of collagen and elastin loss. **Consumer testing on 100 women after using product for 12 weeks. ***Consumer testing on 100 women after using product for 12 weeks.

LA MER

NEWNESS BAY GUIDELINES - 05/01/2026 ALL DOORS



RO Launch Unit
Use moisture riser.



LA MER

PLAYTABLE ENDCAP GUIDELINES -05/01/2026 ALL DOORS



MERCHANDISE WITH RENEWAL OIL

LA MER

600 ROUND TABLE GUIDELINES - 05/01/2026 ALL DOORS



Merchandise Creme and Concentrate
on the left platform.

Merchandise RO on the top platform.

Merchandise RNC and Micro Peel
on the right platform.

LA MER

FLU TEMPLATES

No Updates



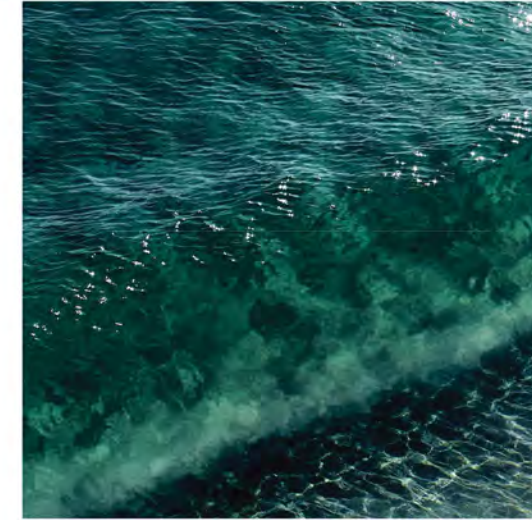
FRONT BACKER 1



FRONT BACKER 2



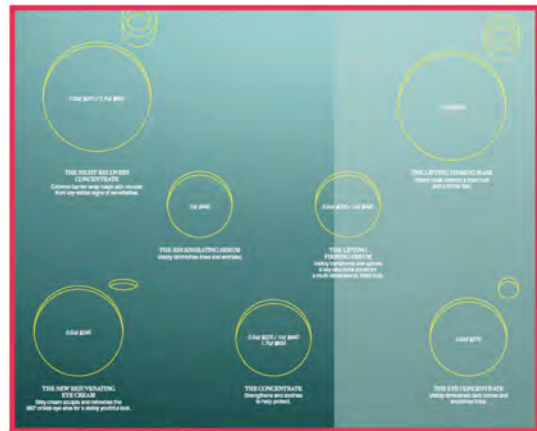
FRONT BACKER 3



BACKER 1



BACKER 2



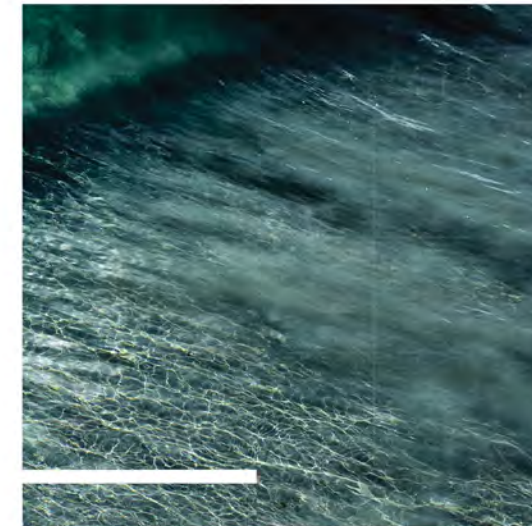
LOCATION 1
47DX-60-0001



LOCATION 2



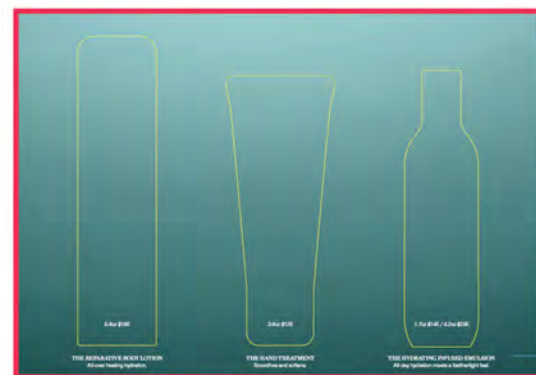
LOCATION 3
47DY-60-0001



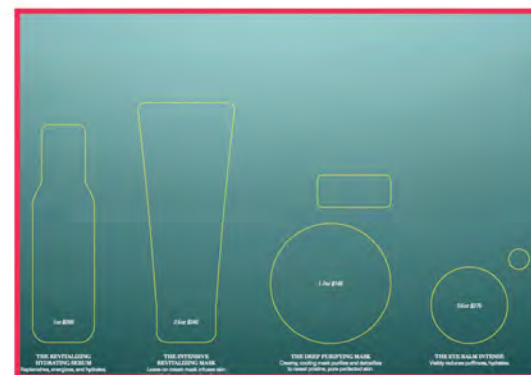
BACKER 3



LOCATION 4



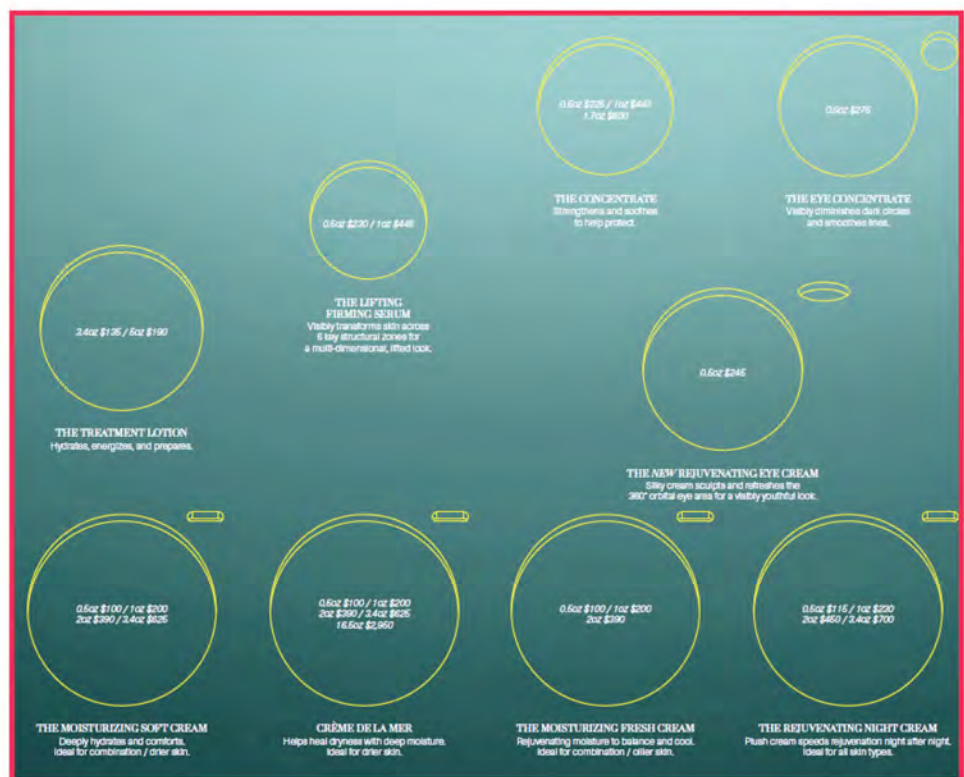
LOCATION 5
47DZ-60-0001



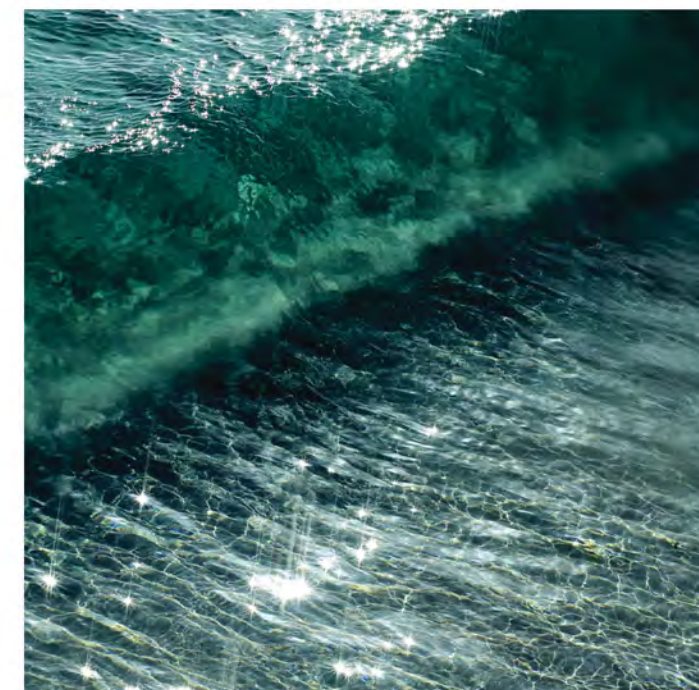
LOCATION 6
47EB-60-0001

No Updates

(TOP)
47ED-60-0001

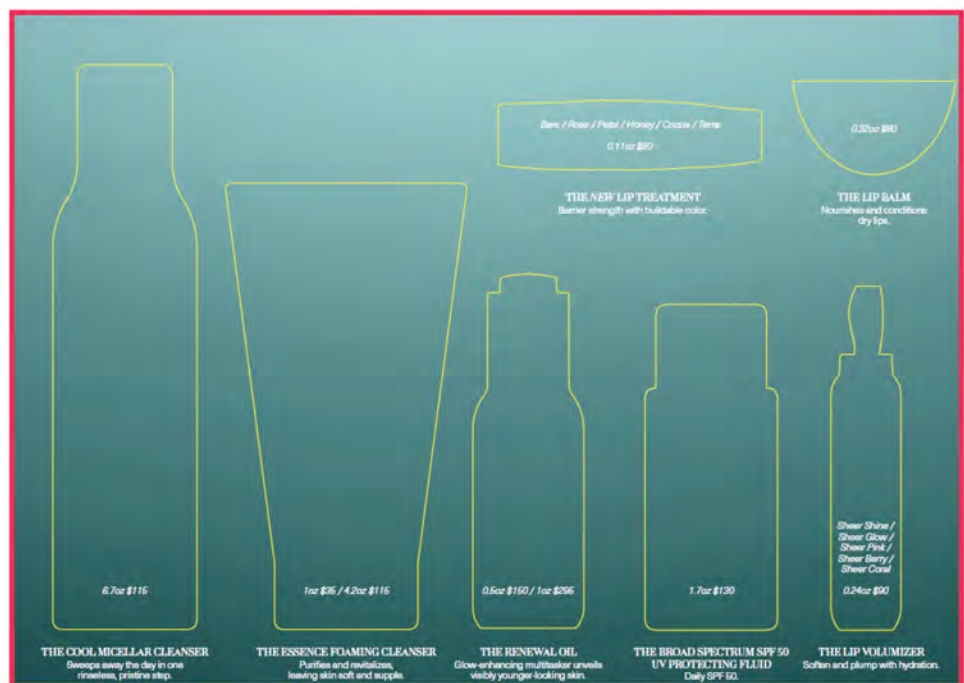


FRONT BACKER



BACKER

(BOTTOM)
47EQ-60-0001



LA MER

LITTLE LUXURIES UNIT

NO UPDATES



NEW LITTLE LUX ARTWORK
ALL DOORS
47GB700001



OLD LITTLE LUX ARTWORK
REMOVE AND DISCARD.

LITTLE LUXURIES
TRAVEL-READY TREATMENTS
Try our best-sellers, infused with Miracle Broth™ to energize skin for visible age reversal.

FIND YOUR IDEAL MOISTURIZER

- CRÈME DE LA MER
Dry skin / 0.5oz \$100
- THE MOISTURIZING FRESH CREAM
Combination / oilier skin / 0.5oz \$100
- THE MOISTURIZING SOFT CREAM
Combination / dry skin / 0.5oz \$100
- THE REJUVENATING NIGHT CREAM
All skin types / 0.5oz \$115



2

THE TREATMENT LOTION Hydrates & preps with serum-strength 3.4oz \$135	THE LIFTING FIRMING SERUM Lifts & Firms 0.5oz \$225	THE RENEWAL OIL Anti-aging, glow-enhancing multi-tasker 0.5oz \$150	THE CONCENTRATE Strengthens & Stabilizes 0.5oz \$225
------------------------------------------------------------------------------------	------------------------------------------------------------------	----------------------------------------------------------------------------------	-------------------------------------------------------------------

3

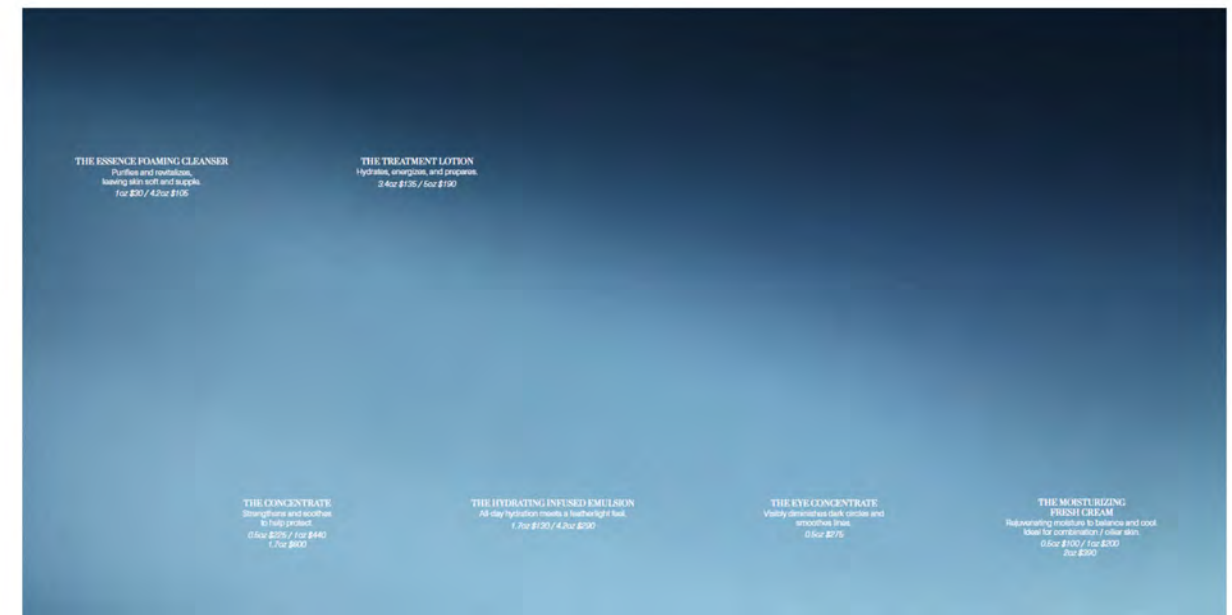
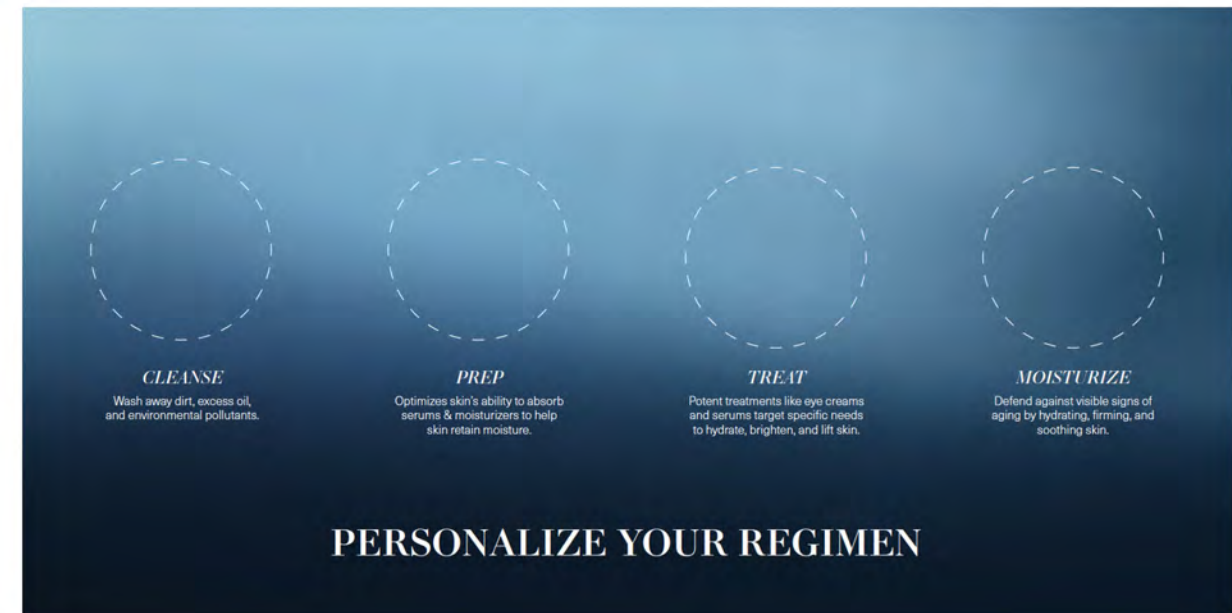
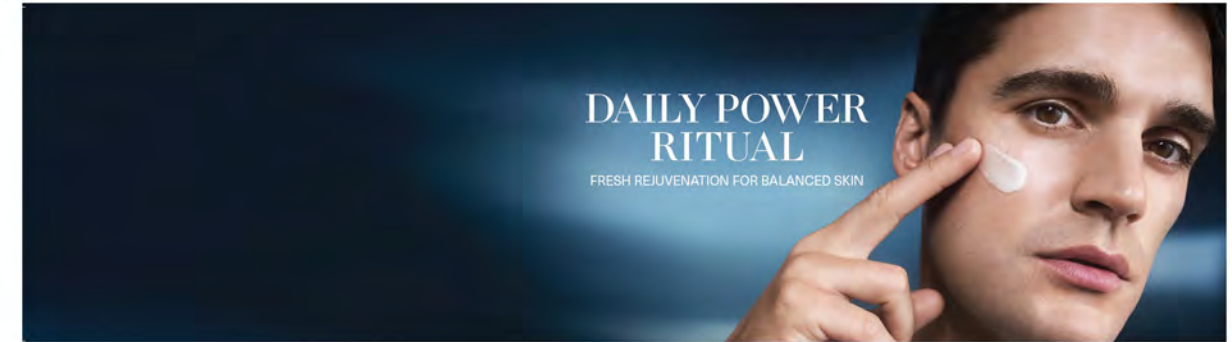


4

THE ESSENCE FOAMING CLEANSER Purifies & revitalizes leaving skin soft & supple 1oz \$30	THE MOISTURIZING SOFT CREAM Plumps & Soothes Ideal for combination / dry skin 0.5oz \$100	THE REJUVENATING NIGHT CREAM Speeds rejuvenation Ideal for all skin types 0.5oz \$115	THE NIGHT RECOVERY CONCENTRATE Accelerates barrier repair & reduces irritation 0.5oz \$240
------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------

5

Trend Unit
Artwork Code:
 46BX-60 BACKER
 46ZR-70 BACKSIDE
 46ZS-70 SRP AND PULL TABS



NO UPDATES



FRONT SIDE



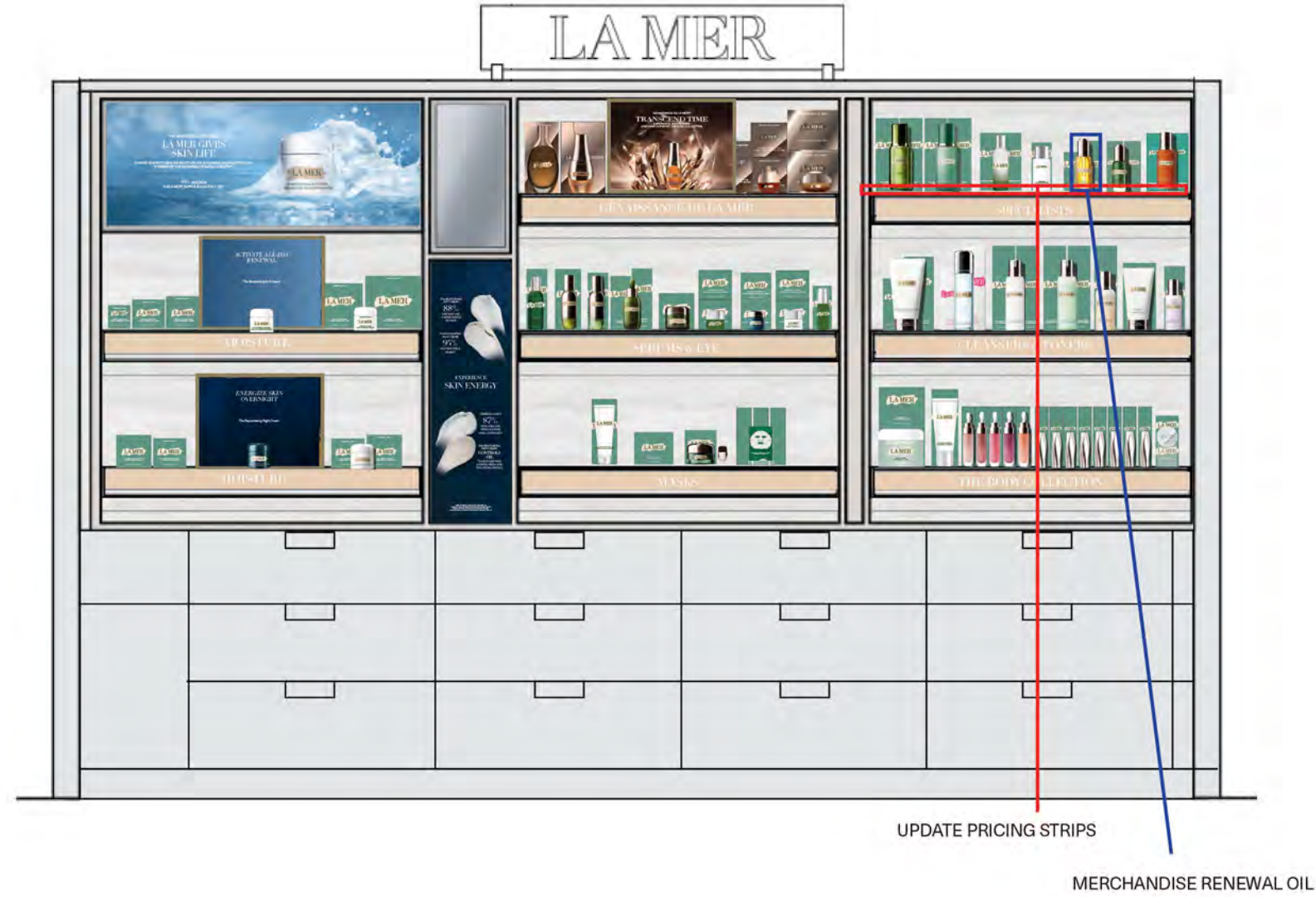
BACK SIDE

LA MER

NORDSTROM INNOVATION DOOR 3 BAY 0h/01/2026 ALL DOORS

 NEW ARTWORK

 NEW PRODUCT

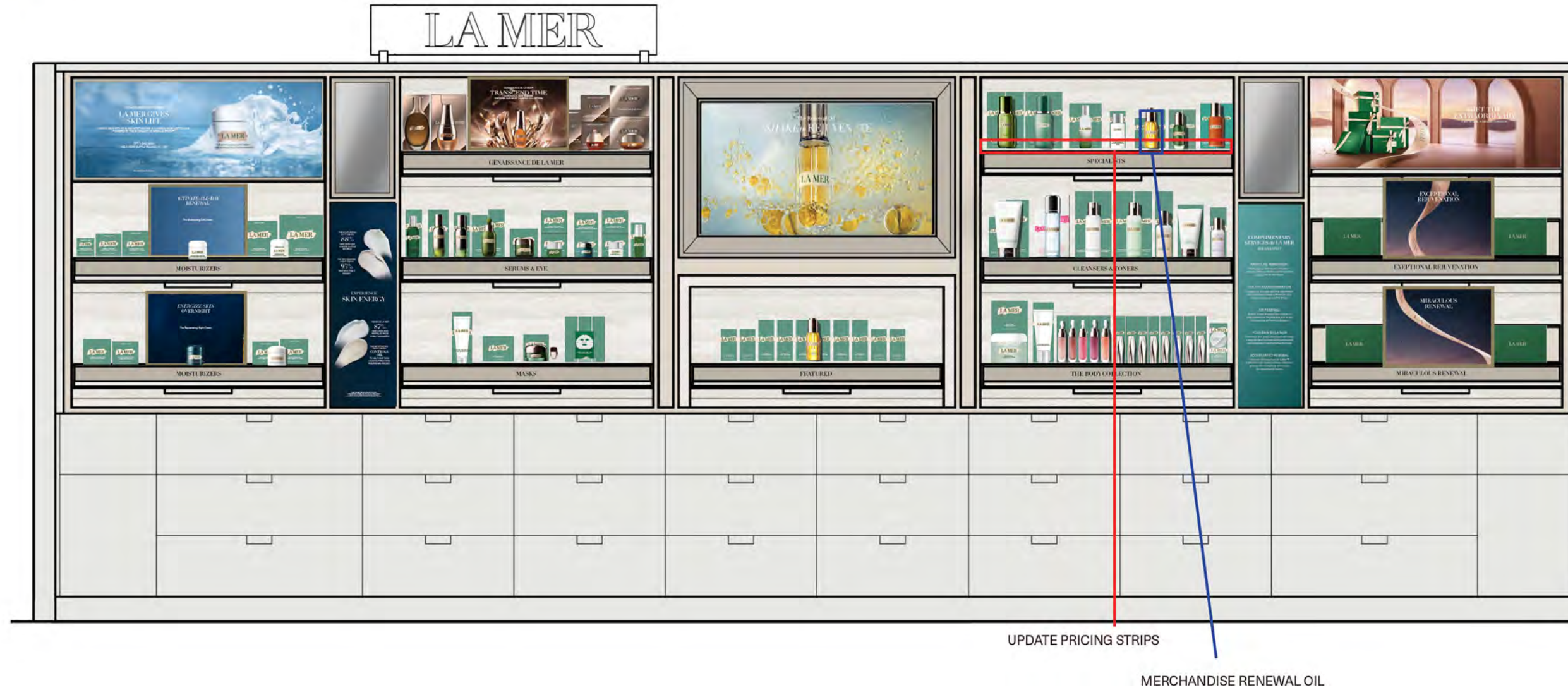


LA MER

NORDSTROM INNOVATION DOOR 5 BAY 05/01/2026 ALL DOORS


 NEW ARTWORK

 NEW PRODUCT

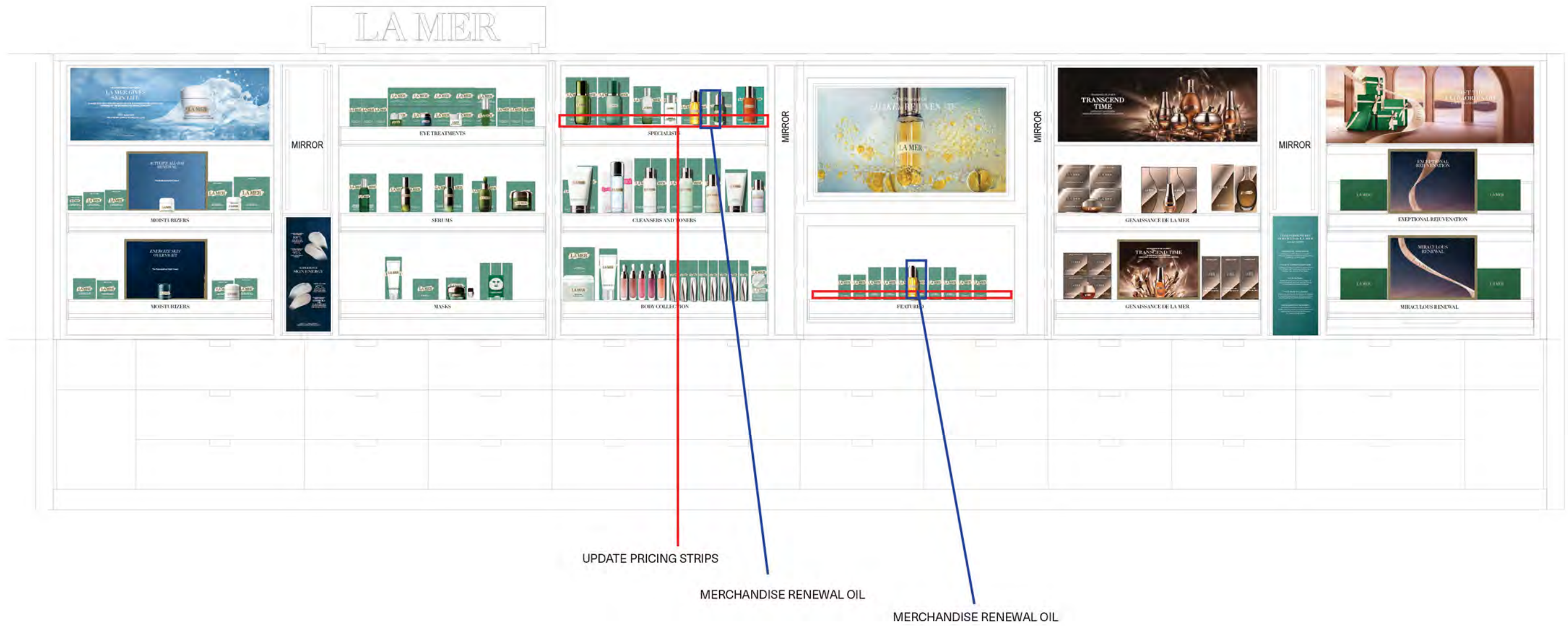


LA MER

NORDSTROM INNOVATION DOOR 6 BAY 05/01/2026 ALL DOORS

 NEW ARTWORK

 NEW PRODUCT



LA MER

NORDSTROM INNOVATION DOOR 7 BAY - 05/01/2026 ALL DOORS

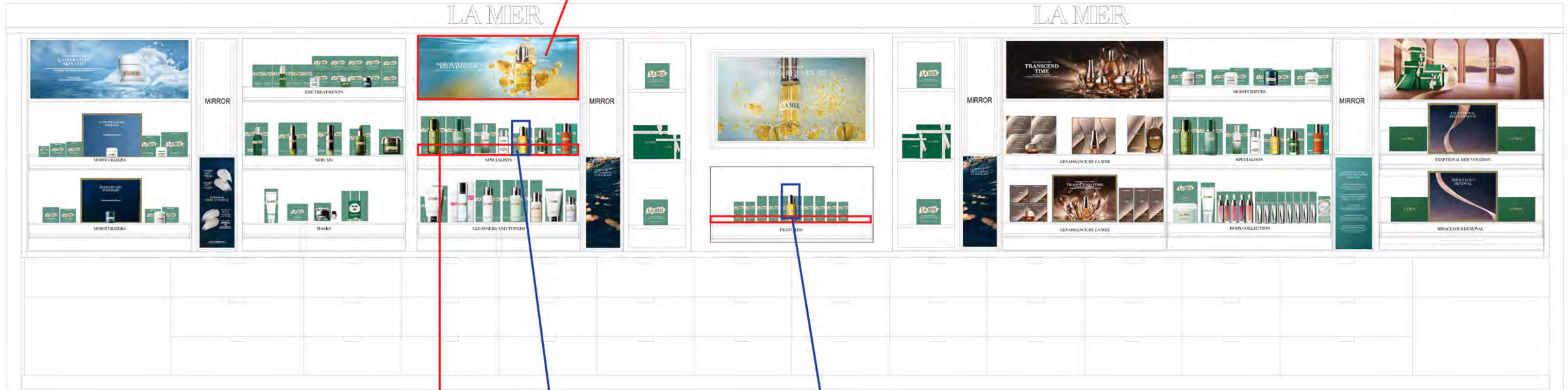
 NEW ARTWORK

 NEW PRODUCT

UPDATE ARTWORK

LA MER

LA MER



MERCHANDISE RENEWAL OIL

MERCHANDISE RENEWAL OIL

UPDATE PRICING STRIPS

MAC

Visual Merchandising SP26 Jan- June





FY26
MAY
VISUAL MERCHANDISING
GUIDELINES

OCD
05/07/2026

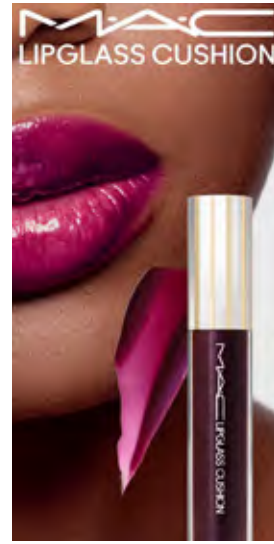
RETAIL PARTNERS

COLLATERAL OVERVIEW

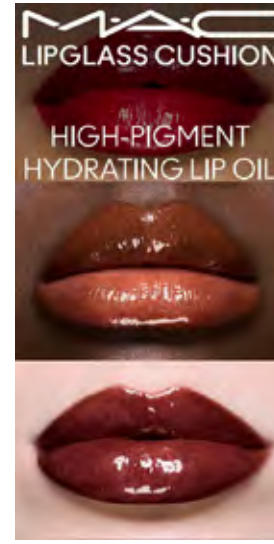
LIGHTBOX PRIORITIES



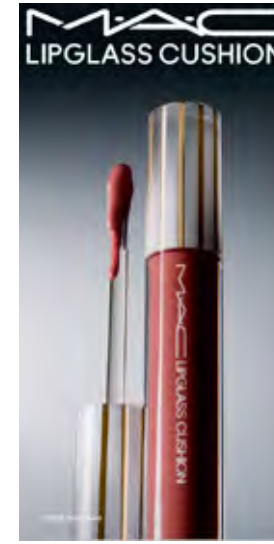
GRWM
EVERGREEN



PRIORITY #1



PRIORITY #2



PRIORITY #3

NPL DISPLAYERS



Lipglass Cushion Oil



Skinfinish Blush Kaizen



Lipglass Cushion Oil + Skinfinish Blush Kaizen

NOW ON COUNTER

This is a list of VM displayer your counter should have:



NPL
Lipglass Cushion Oil



NPL
Skinfinish Blush Kaizen



NPL
Lipglass Cushion Oil + Skinfinish Blush Kaizen



OVERFLOW TRAY
Hero kit lipglass Air Duo



LAUNCH DISPLAYER
Metamorphosis
(Remove Metamorphosis Displayer 6/1
or sooner if collection is sold thru)



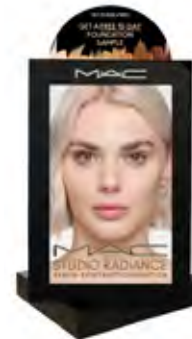
Mascara Spinner



VG Glam Overflow



Mannequin Trend



Dramming Unit



NUDES Collection



Turquatic Displayer



TOC - LIP



TOC - EYE



TOC - FACE side A



TOC - FACE side B

LIGHTBOX CADENCE

LAUNCH LIGHTBOX PRIORITIES



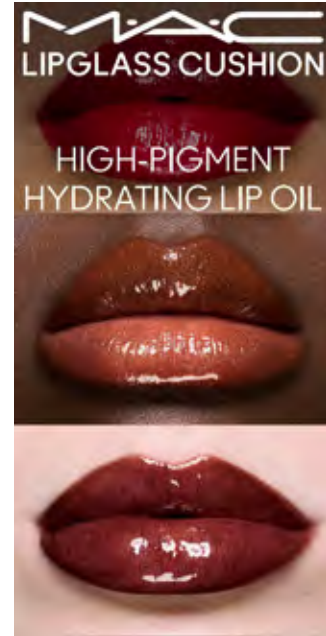
GRWM
EVERGREEN

Each Store should have one GRWM Lightbox up and visible to consumers

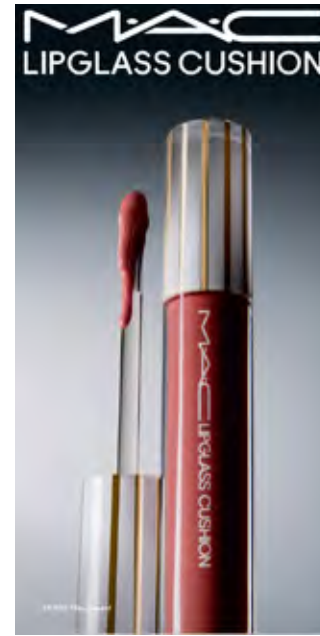
+



PRIORITY #1



PRIORITY #2



PRIORITY #3

LIGHTBOX CADENCE

	May 2026 OCD 05/07	June 2026 KEEP	July 2026 KEEP
PRIORITY #1			
PRIORITY #2			
PRIORITY #3			

NOTE:

IMAGE SELECTIONS ARE BASED UPON THE COUNT OF LIGHTBOX FRAMES AND/OR THE CONSUMER DEMOGRAPHIC.

MASCARA SPINNER

Reminder please update sides 2 + 3 of the Mascara Spinner with updated visuals listing correct SRP \$29.

LIVE ON

Mascara Spinner 04/01/2026

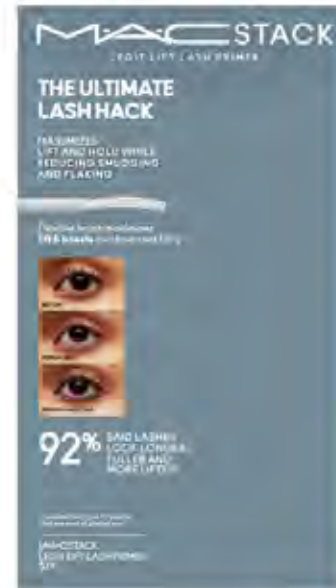
NOTE:

Please ensure Side 2 + Side 3 are updated with the CORRECTED SRP Visuals, sent separately listing \$29.

SIDE 1



SIDE 2
UPDATING



SIDE 3
UPDATING



SIDE 4
UPDATING



NEW PRODUCT LAUNCH - NPL DISPLAYER

This displayer is the NEW PRODUCT LAUNCH (NPL) for MAC NA.
For stores that have **two** NPL displayers, please merchandise as follows.

LIVE ON

Lipglass Cushion Oil Tiles 05/07/2026
Skinfinish Blush Kaizen Tiles 05/07/2026

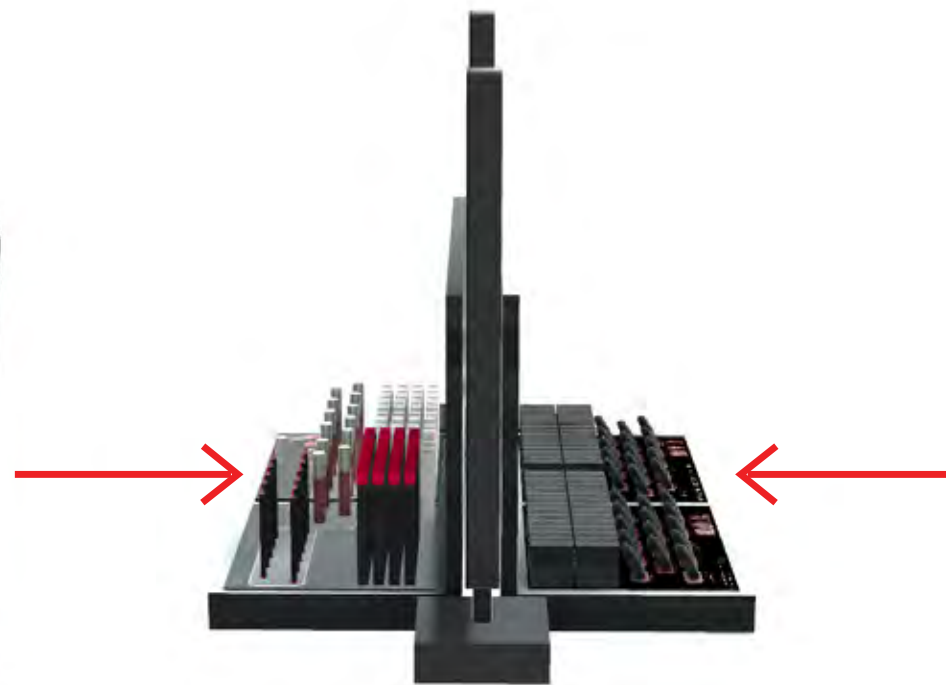
NPL TOC - PRIMARY

Lipglass Cushion Oil Tiles



NPL TOC - SECONDARY

Skinfinish Blush Kaizen Tiles



Where possible, please place both NPL displayers back to back

IMPORTANT

Always place this NPL facing the MAIN AISLE

NEW PRODUCT LAUNCH - NPL DISPLAYER

Please add the Lipglass Cushion Oil templates and graphics.
Please follow the steps below.

LIVE ON

Lipglass Cushion Oil Tiles 05/07/2026



STEP 1

Open the top lid, please follow instruction sheets for extra details.



STEP 2

Remove the SFC Kaizen + Correctors riser in order to replace it,
(Please do not discard the evergreen graphic)
+
Discard the SFC Kaizen + Correctors templates.



STEP 3

Slide in the new Lipglass Cushion Oil riser in front of the evergreen graphic.
(Please do not discard it)
+
Place Lipglass Cushion Oil templates.



STEP 4

Close the top lid and merchandise with Lipglass Cushion Oil.

NEW PRODUCT LAUNCH - NPL DISPLAYER

Please follow product positioning for the Lipglass Cushion Oil launch

Product list (Left to right)

- Lipglass Cushion Oil x12

- Lip Pencil x12

Please refer to IN STORE VISUAL MERCHANDISING page for correct placement in store

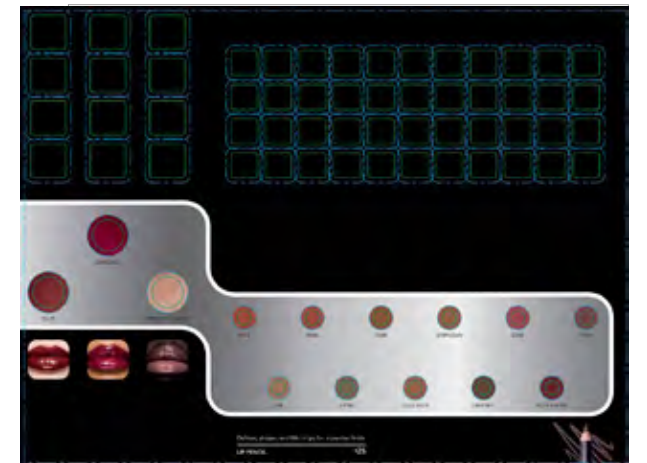
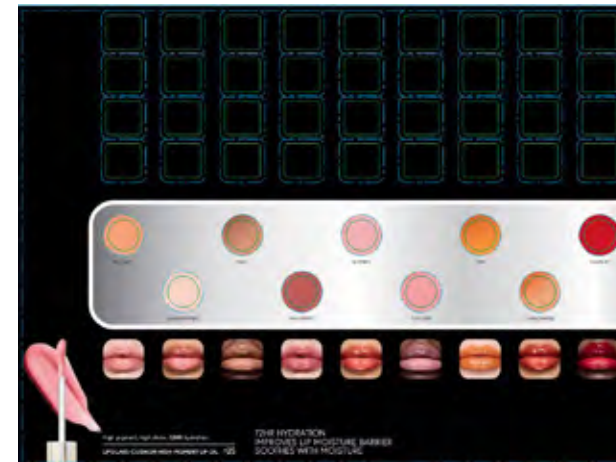
1 Back Riser



NPL TOC - PRIMARY
ALWAYS FACING MAIN TRAFFIC AISLE



2 Bases



Graphic templates x2
Lipglass Cushion Oil

NEW PRODUCT LAUNCH - NPL DISPLAYER

Please add the Skinfinish Blush Kaizen templates and graphics.
Please follow the steps below.

LIVE ON

Skinfinish Blush Kaizen Tiles 05/07/2026



STEP 1

Open the top lid, please follow instruction sheets for extra details.



STEP 2

Remove Multi-Sculpt Matte Liquid Colour riser in order to replace it, (Please do not discard the evergreen graphic)
+
Discard the Multi-Sculpt Matte Liquid Colour templates.



STEP 3

Slide in the new Skinfinish Blush Kaizen riser in front of the evergreen graphic. (Please do not discard it)
+
Place Skinfinish Blush Kaizen templates.



STEP 4

Close the top lid and merchandise with Skinfinish Blush Kaizen.

NEW PRODUCT LAUNCH - NPL DISPLAYER

Please follow product positioning for the Skinfinish Blush Kaizen launch

Please refer to IN STORE VISUAL MERCHANDISING page for correct placement in store

Product list (Left to right)

- Colourstruck Blush (Radiant) x14
- Colourstruck Blush (Matte) x15

1 Back Riser

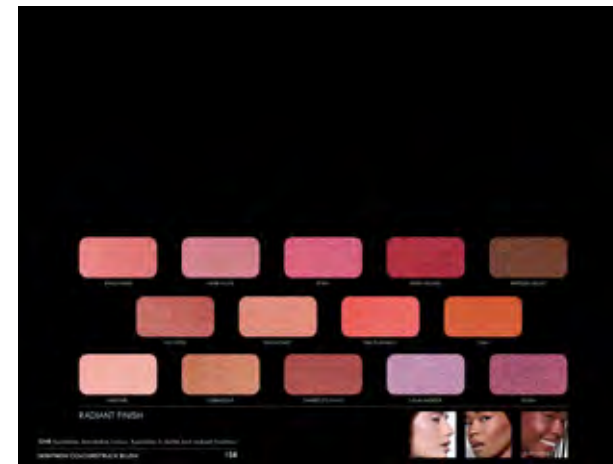


NPL TOC - SECONDARY

ALWAYS FACING MAIN TRAFFIC AISLE



2 Bases



Graphic templates x2
Skinfinish Blush Kaizen

NEW PRODUCT LAUNCH - NPL DISPLAYER

This displayer is the NEW PRODUCT LAUNCH (NPL) for MAC NA.
For stores that have **one NPL** displayer, please merchandise as follows.

LIVE ON

Lipglass Cushion Oil + Skinfinish Blush Kaizen Tiles
05/07/2026

Lipglass Cushion Oil + Skinfinish Blush Kaizen Tiles



NEW PRODUCT LAUNCH - NPL DISPLAYER

Please follow product positioning for the Lipglass Cushion Oil + Skinfinish Blush Kaizen launch

Please refer to IN STORE VISUAL MERCHANDISING page for correct placement in store

Product list (Left to right)

- Lipglass Cushion Oil x12
- Lip Pencil x6
- Colourstruck Blush (Radiant) x9
- Colourstruck Blush (Matte) x9

NPL TOC - PRIMARY

ALWAYS FACING MAIN TRAFFIC AISLE



1 Back Riser



2 Bases



Graphic templates x2
Lipglass Cushion Oil + Skinfinish Blush Kaizen

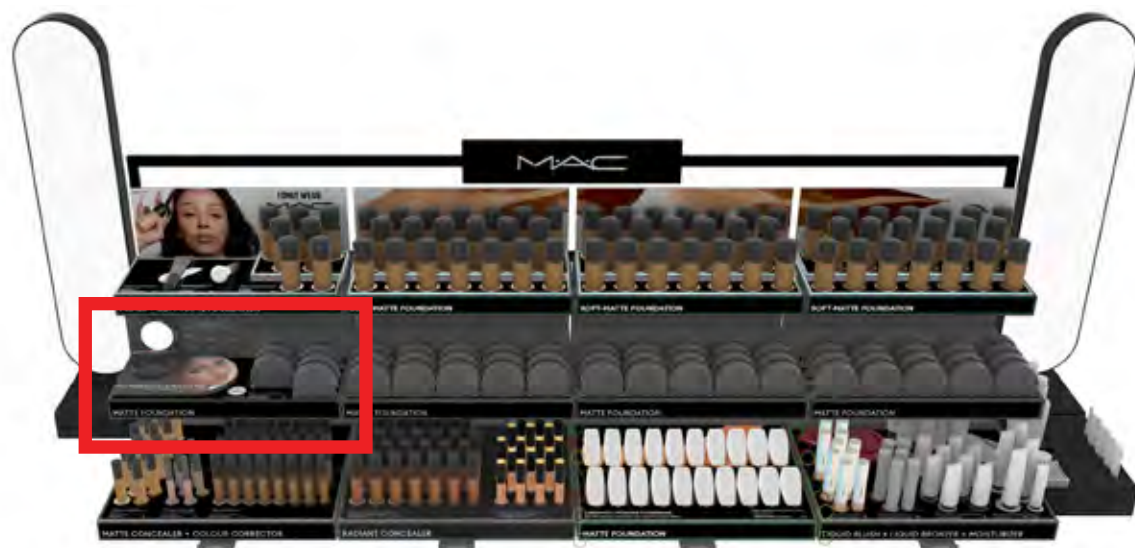
RED 2.0 TOP OF COUNTER

TOC will receive an update, and several templates will be moved or replaced. Below is a quick overview of all the templates that will be affected.

 = UPDATING

NOTE:

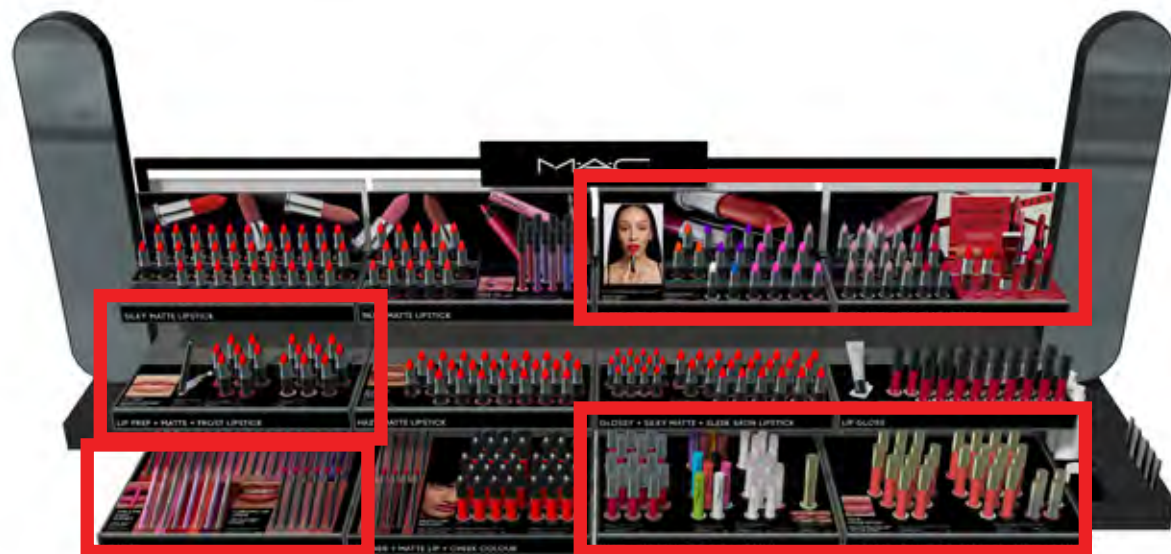
THERE ARE NO CHANGES FOR THE MONTH OF APRIL. PLEASE REFERENCE BELOW FOR WHAT THE RED TOC UNITS SHOULD LOOK LIKE. PLEASE NOTE: THE NEXT UPDATE IS AUGUST WEEK 1.



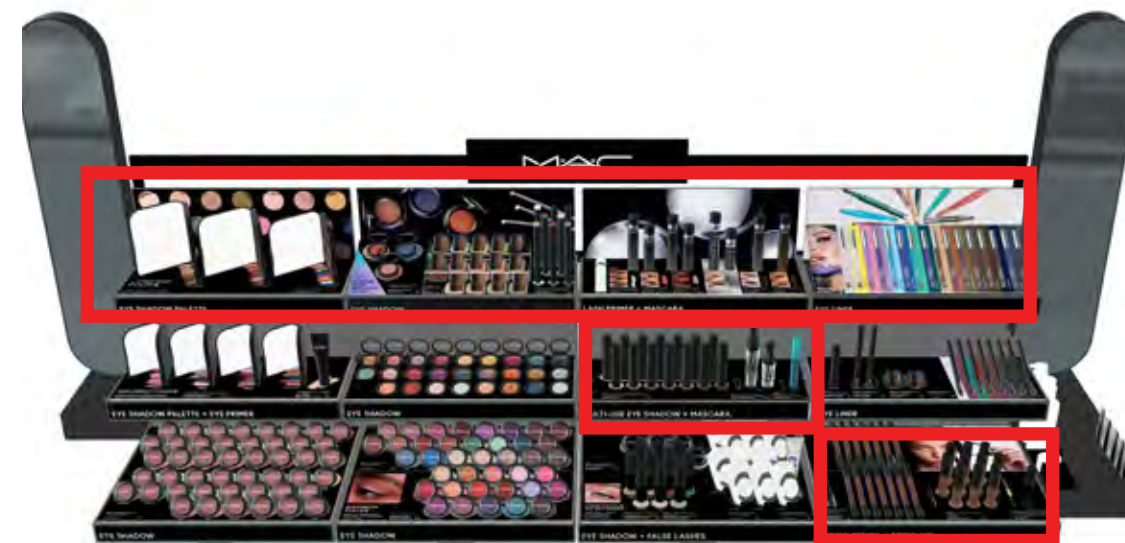
FACE - SIDE A



FACE - SIDE B



LIP

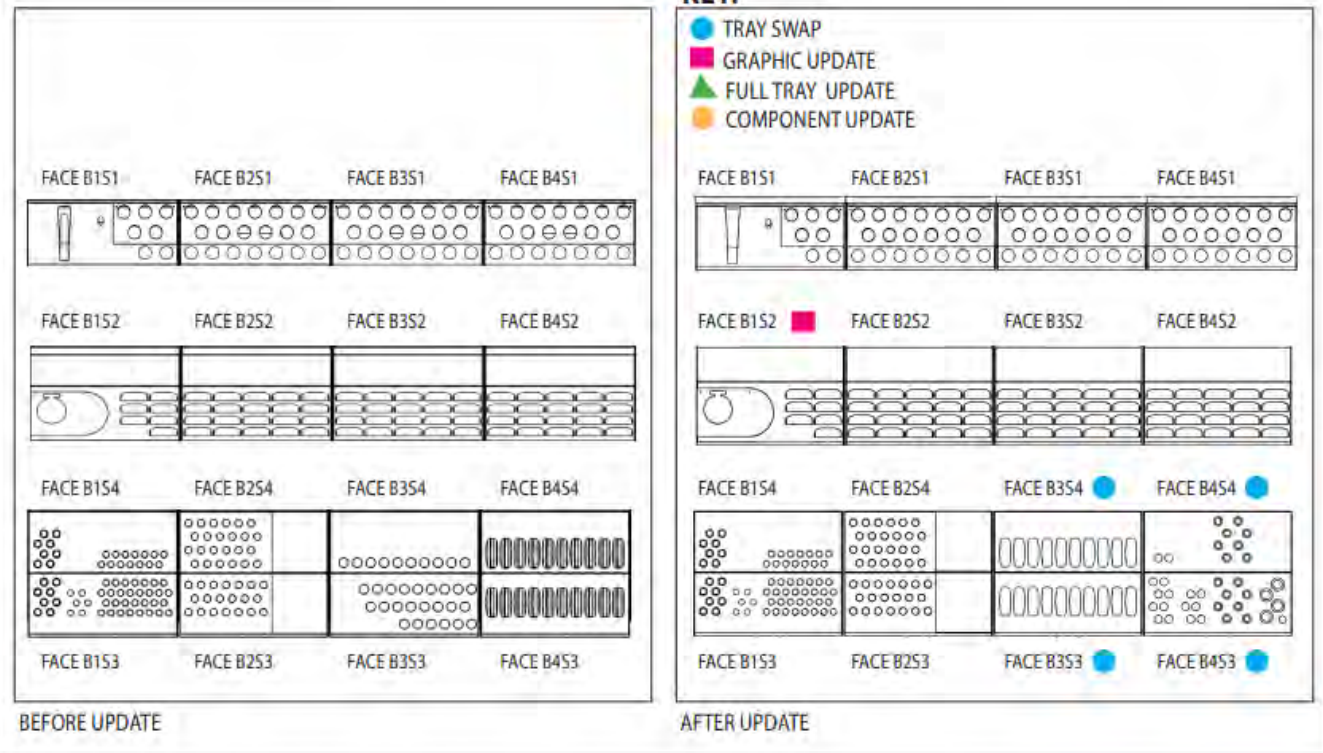
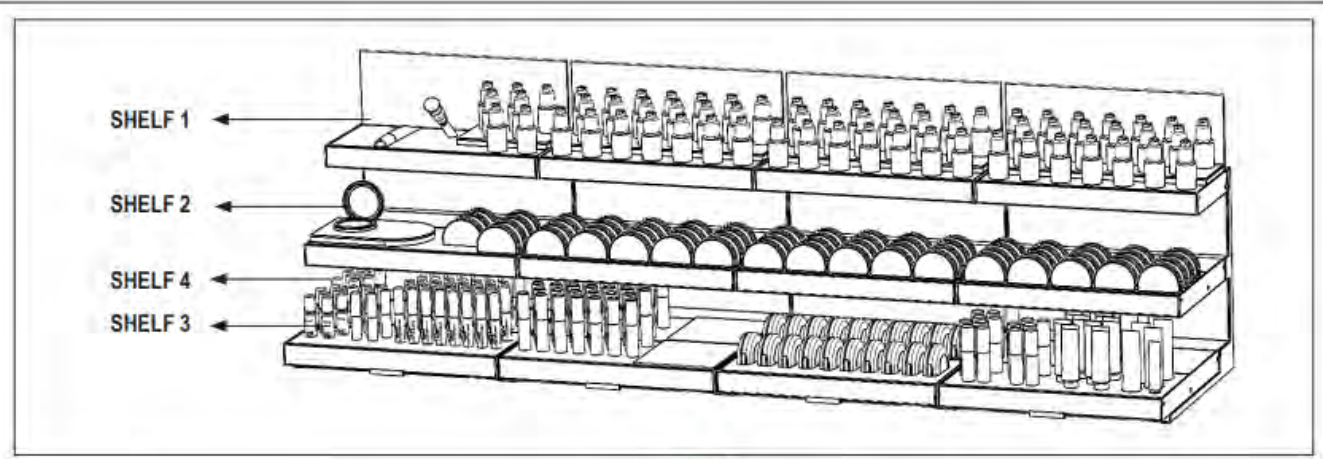
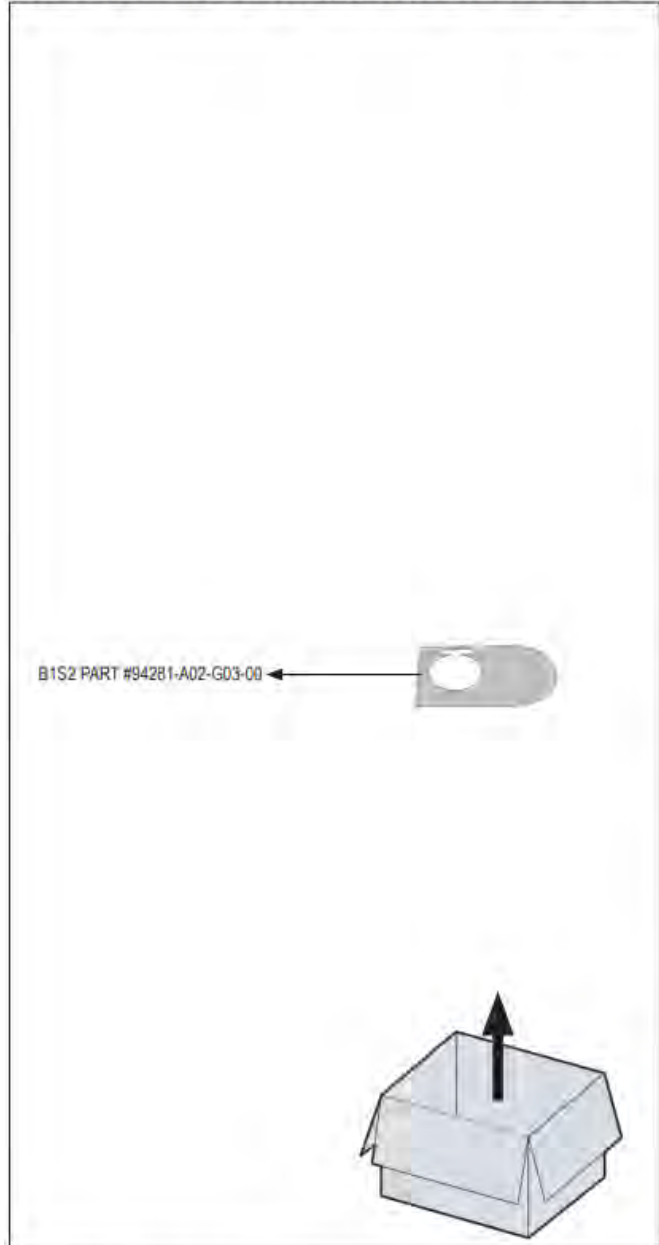


EYE

FIXTURE UPDATE

MAC

MAC REFRESH TOC MAY 2026 FACE UPDATE - SIDE 1



UNPACKING:
UNPACK NEW COMPONENTS.

UPDATE GRAPHICS ON TRAYS THAT GET GRAPHICS UPDATE.
DISCARD ANY OLD COMPONENTS / GRAPHICS THAT ARE NO LONGER NEEDED

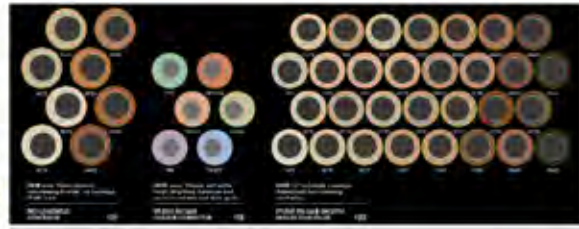
IMPORTANT

we are updating a large number of expired visuals, please reference instructions provided within the shipping package, we will additionally post in the Newsletter.

RED 2.0 TOP OF COUNTER

FOUNDATION DISPLAYER - SIDE A

= UPDATING



B1S3 - Top View

Shelf 3	8	Pro Longwear Concealer
	6	Studio Fix 24hr Colours corrector
	30	Studio Fix 36hr Concealer



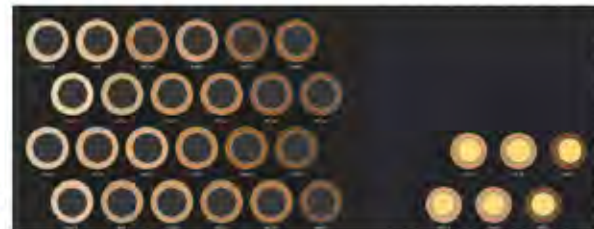
B1S4 - Top View

Shelf 4	8	Pro Longwear Concealer
	14	Studio Fix 36hr Smoothwear Concealer



B2S3 - Top View

Shelf 3	20	Studio Radiance 24hr Luminous Lift Concealer
	11	Studio Radiance 24hr Luminous Lift Concealer - MINI MAC



B2S4 - Top View

Shelf 4	24	Studio Radiance 24hr Luminous Lift Concealer
	6	Studio Radiance 24hr Luminous Lift Concealer - MINI MAC



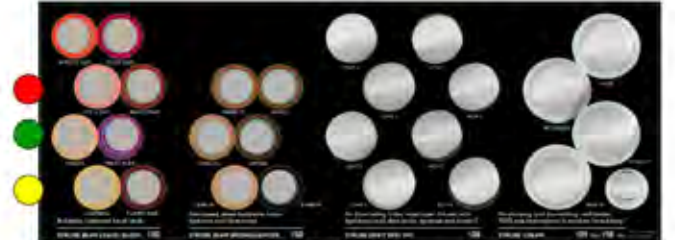
B3S3 - Top View

Shelf 3	10	Studio Tech Cream To Powder Foundation
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B3S4 - Top View

Shelf 4	10	Studio Tech Cream To Powder Foundation
---------	----	----------------------------------------



B4S3 - Top View

Shelf 3	8	Strobe Beam Liquid Blush
	6	Strobe Beam Liquid Bronzer
	8	Strobe Dewy Skintint
	4	Strobe Cream
	1	Strobe Cream Mini

IMPORTANT:
Subtle shade needs to accommodate



B4S4 - Top View

Shelf 4	2	Strobe Beam Liquid Blush
	8	Strobe Dewy Skintint

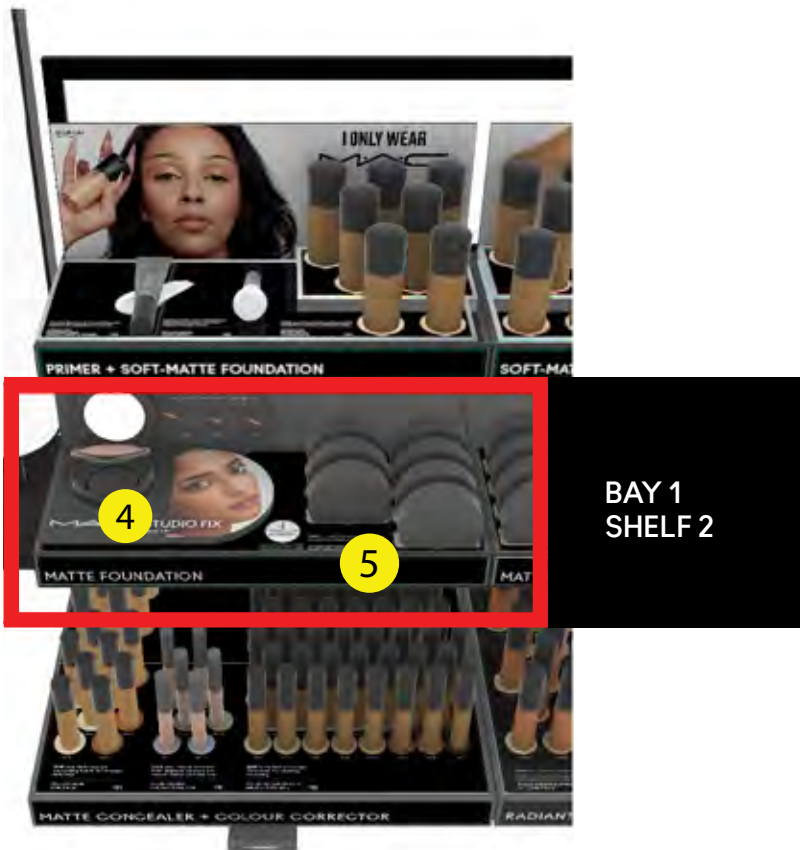
NOTE:

This plug was shipped with the March update and should've been removed on 4/2, please do so if you haven't already.

RED 2.0 TOP OF COUNTER

FOUNDATION DISPLAYER - SIDE A

BAY 1 - SHELF 2



FRONT VIEW



TOP VIEW



ASSORTMENT

Shelf 2 8 Studio Fix Powder Kaizen

GRAPHICS

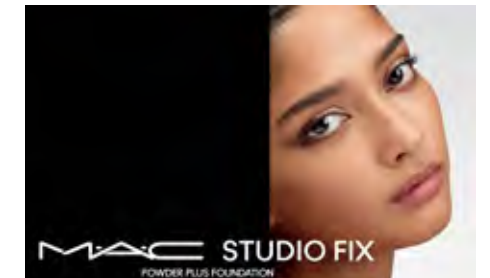
1 BACK RISER



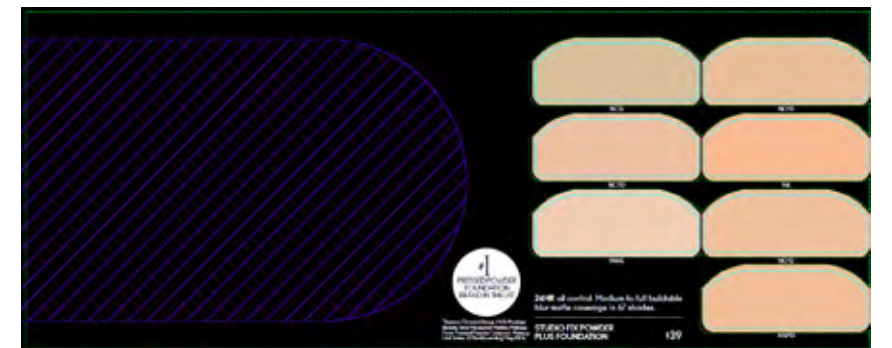
2 VERTICAL GRAPHIC



3 GLORIFIER



4 BASE



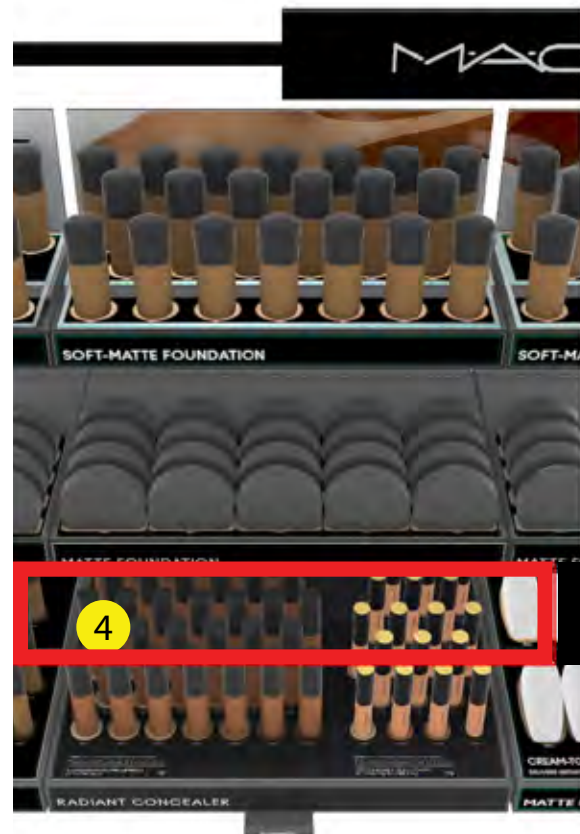
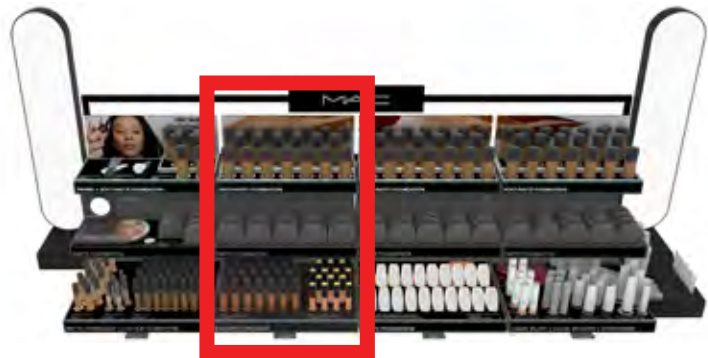
5 FRONT STRIP



RED 2.0 TOP OF COUNTER

FOUNDATION DISPLAYER - SIDE A

BAY 2 - SHELF 4

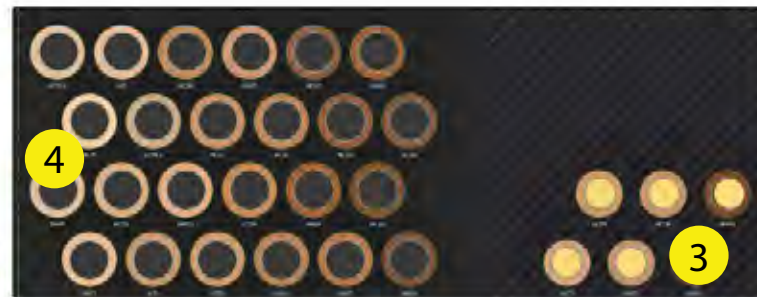


BAY 2
SHELF 4

FRONT VIEW



TOP VIEW



ASSORTMENT

Shelf 4	24	Studio Radiance 24hr Luminous Lift Conceal
	6	Studio Radiance 24hr Luminous Lift Conceal - MINI MAC

GRAPHICS

1 BACK RISER



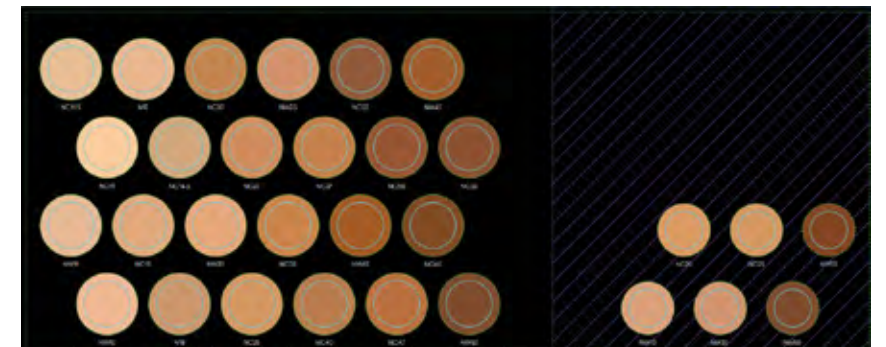
2 VERTICAL GRAPHIC



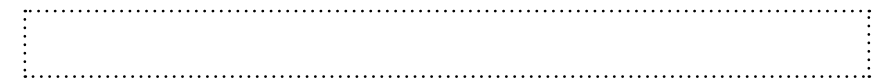
3 PLUG



4 BASE



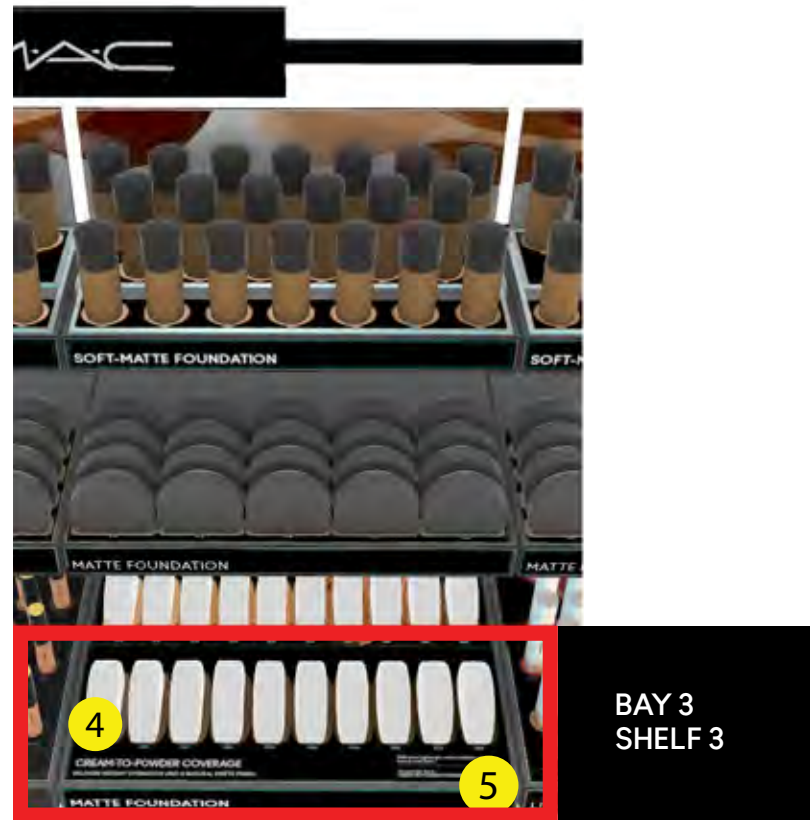
5 FRONT STRIP



RED 2.0 TOP OF COUNTER

FOUNDATION DISPLAYER - SIDE A

BAY 3 - SHELF 3



FRONT VIEW



TOP VIEW



ASSORTMENT

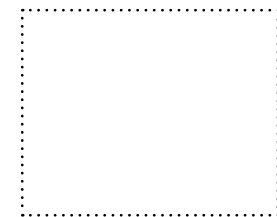
Shelf 3 10 Studio Tech Cream To Powder Foundation

GRAPHICS

1 BACK RISER



2 VERTICAL GRAPHIC



3 GLORIFIER



4 BASE



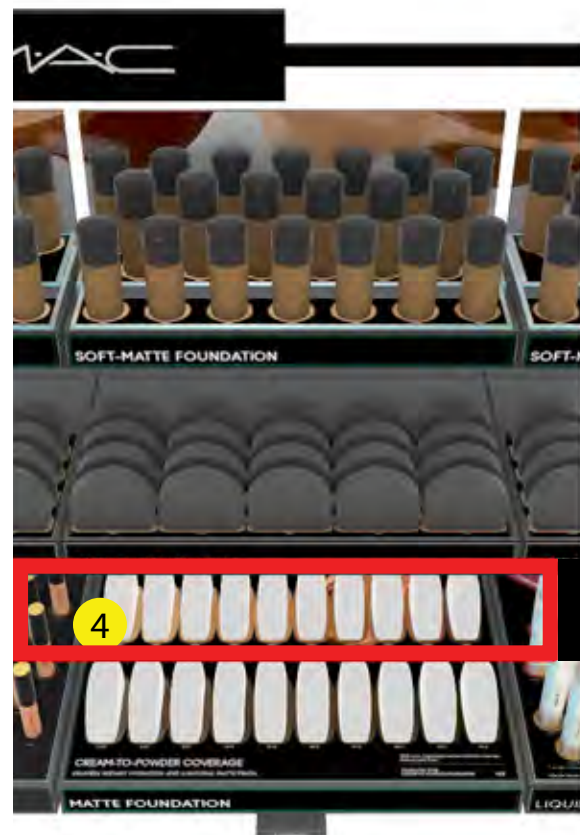
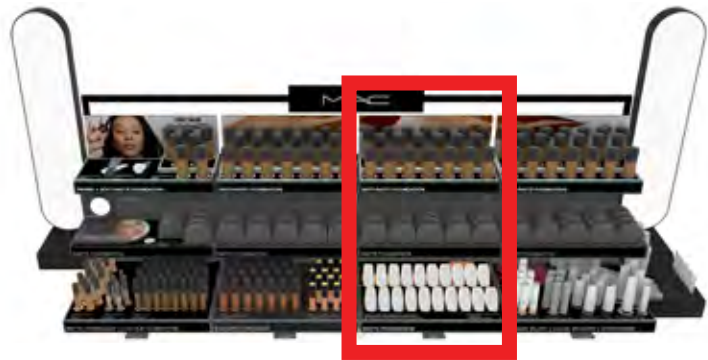
5 FRONT STRIP



RED 2.0 TOP OF COUNTER

FOUNDATION DISPLAYER - SIDE A

BAY 3 - SHELF 4



BAY 3
SHELF 4

FRONT VIEW



TOP VIEW



ASSORTMENT

Shelf 4 10 Studio Tech Cream To Powder Foundation

GRAPHICS

1 BACK RISER



2 VERTICAL GRAPHIC



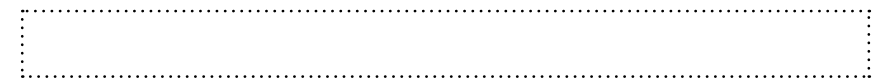
3 GLORIFIER



4 BASE



5 FRONT STRIP



RED 2.0 TOP OF COUNTER

FOUNDATION DISPLAYER - SIDE A

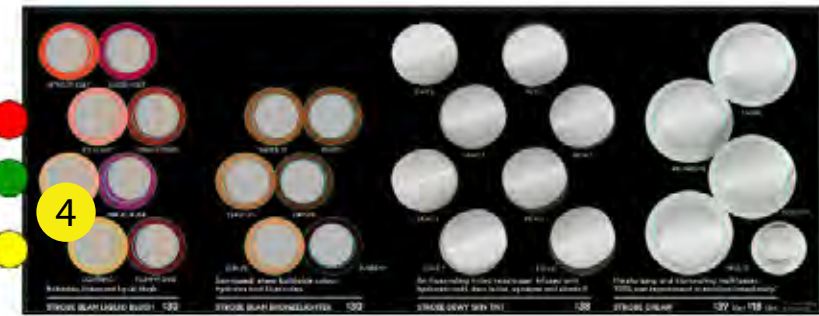
BAY 4 - SHELF 3



FRONT VIEW



TOP VIEW



ASSORTMENT

Shelf 3	8	Strobe Beam Liquid Blush
	6	Strobe Beam Liquid Bronzer
	8	Strobe Dewy Skintint
	4	Strobe Cream
	1	Strobe Cream Mini

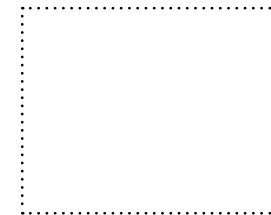
IMPORTANT:

GRAPHICS

1 BACK RISER



2 VERTICAL GRAPHIC



3 GLORIFIER



4 BASE



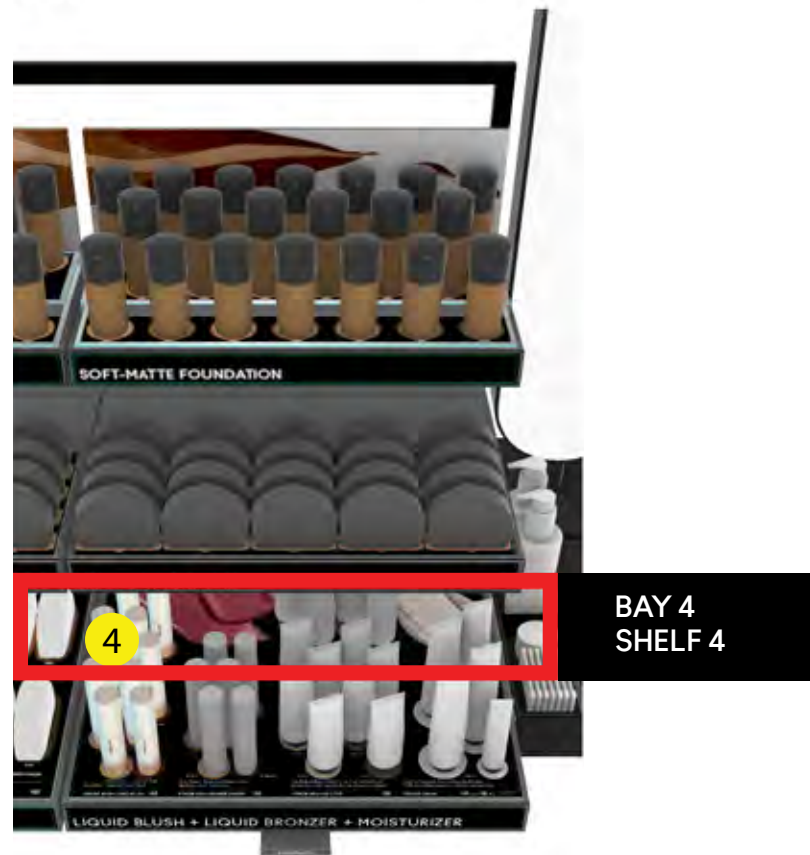
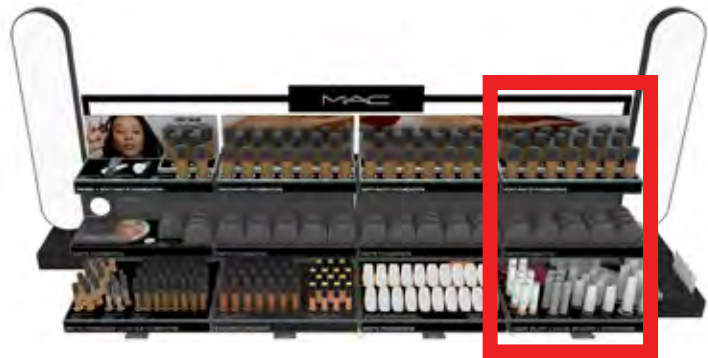
5 FRONT STRIP



RED 2.0 TOP OF COUNTER

FOUNDATION DISPLAYER - SIDE A

BAY 4 - SHELF 4



FRONT VIEW



TOP VIEW



ASSORTMENT

Shelf 4	2	Strobe Beam Liquid Blush
	8	Strobe Dewy Skintint

GRAPHICS

1 BACK RISER



2 VERTICAL GRAPHIC



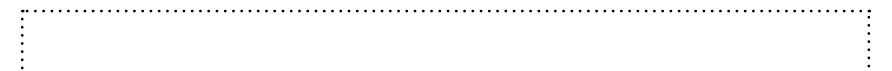
3 GLORIFIER



4 BASE



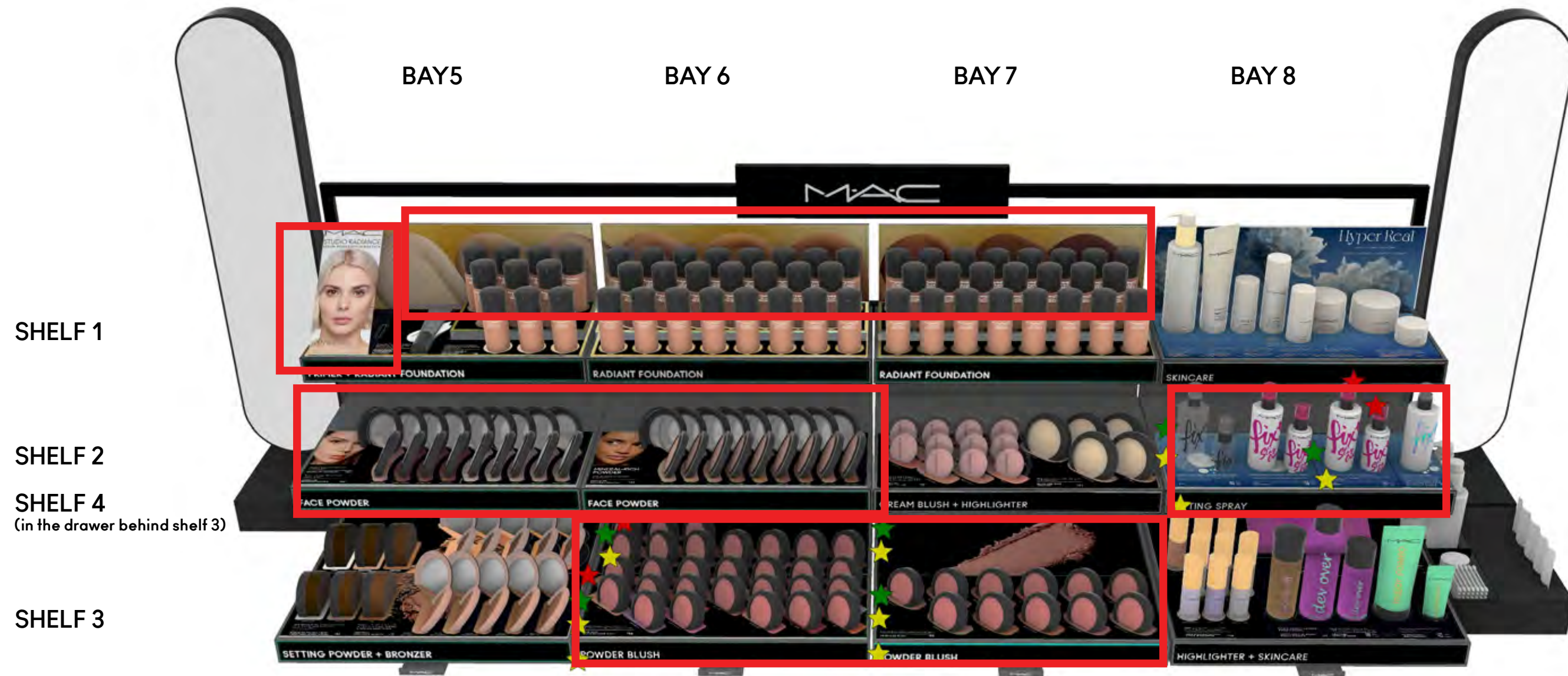
5 FRONT STRIP



RED 2.0 TOP OF COUNTER

FOUNDATION DISPLAYER - SIDE B

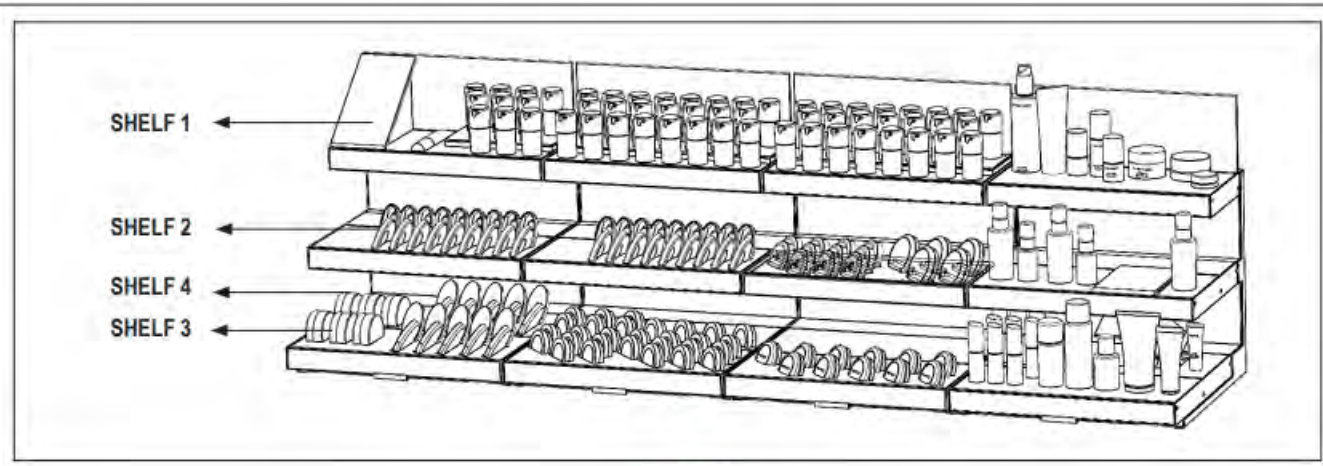
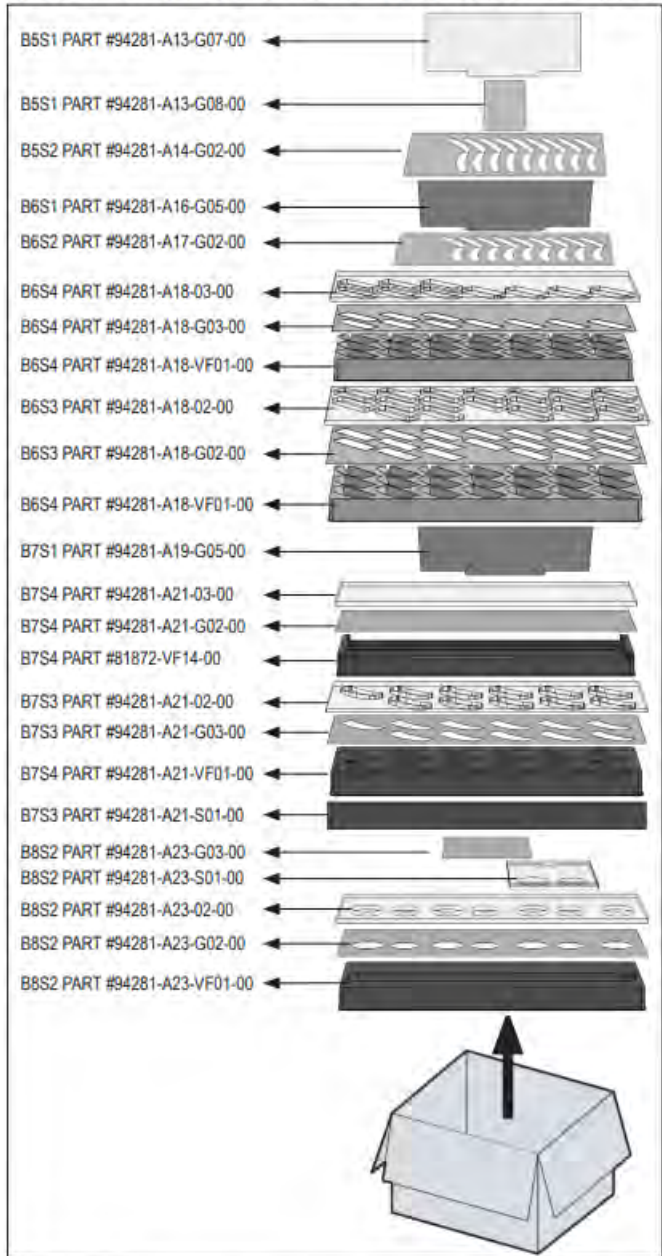
 = UPDATING



FIXTURE UPDATE

MAC

MAC REFRESH TOC MAY 2026 FACE UPDATE - SIDE 2



KEY:

- TRAY SWAP
- GRAPHIC UPDATE
- ▲ FULL TRAY UPDATE
- COMPONENT UPDATE

FACE	FACE	FACE	FACE
FACE B5S1	FACE B6S1	FACE B7S1	FACE B8S1
FACE B5S2	FACE B6S2	FACE B7S2	FACE B8S2
FACE B5S4	FACE B6S4	FACE B7S4	FACE B8S4
FACE B5S3	FACE B6S3	FACE B7S3	FACE B8S3

BEFORE UPDATE

FACE	FACE	FACE	FACE
FACE B5S1	FACE B6S1	FACE B7S1	FACE B8S1
FACE B5S2	FACE B6S2	FACE B7S2	FACE B8S2
FACE B5S4	FACE B6S4	FACE B7S4	FACE B8S4
FACE B5S3	FACE B6S3	FACE B7S3	FACE B8S3

AFTER UPDATE

UNPACKING:
UNPACK NEW COMPONENTS.

UPDATE GRAPHICS ON TRAYS THAT GET GRAPHICS UPDATE.
DISCARD ANY OLD COMPONENTS / GRAPHICS THAT ARE NO LONGER NEEDED

IMPORTANT

we are updating a large number of expired visuals, please reference instructions provided within the shipping package, we will additionally post in the Newsletter.

RED 2.0 TOP OF COUNTER

FOUNDATION DISPLAYER - SIDE B

 = UPDATING



B5S1 - Top View

Shelf 1	1	Studio Radiance Illuminating Primer
	10	Studio Radiance Serum-Powered Foundation



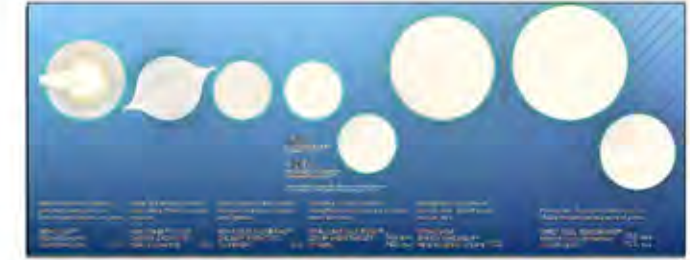
B6S1 - Top View

Shelf 1	23	Studio Radiance Serum-Powered Foundation
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B7S1 - Top View

Shelf 1	23	Studio Radiance Serum-Powered Foundation
---------	----	------------------------------------------



B8S1 - Top View

Shelf 1	1	Hyper Real™ Fresh Canvas Cleansing Oil
	1	Hyper Real™ Cream-To-Foam Cleanser
	1	Hyper Real Serumizer™ Eye 360° Bright Ey
	1	Hyper Real Serumizer™ Serum-Moisturize
	1	Hyper Real Serumizer™ Serum-Moisturize
	1	Hyper Real SkinCanvas™ Balm
	1	Hvoer Real SkinCanvas™ Waterlight Crea



B5S2 - Top View

Shelf 2	9	Mineralize Skinfinish
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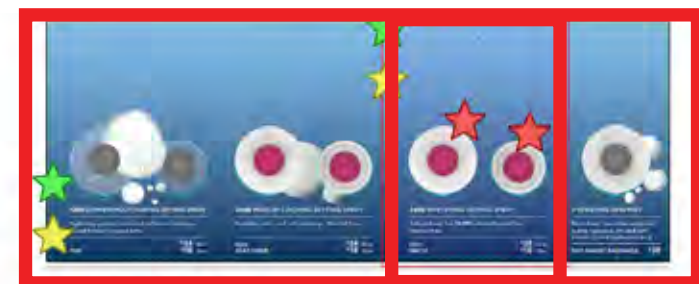
B6S2 - Top View

Shelf 2	9	Mineralize Skinfinish
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B7S2 - Top View

Shelf 2	11	Glow Play Blush
	5	Extra Dimension Skinfinish



B8S2 - Top View

Shelf 2	1	Fix+ 100ml
	1	Fix+ 30ml
	1	Fix+ Stay Over Alcohol-Free 100ml
	1	Fix+ Stay Over Alcohol-Free 30ml
	1	FIX+ STAYOVER MATTE - 100ML
	1	FIX+ STAYOVER MATTE - 30 ML
	1	Fix+ Magic Radiance 100ml



PLUG REVEAL
on 06/04/2026

RED 2.0 TOP OF COUNTER

FOUNDATION DISPLAYER - SIDE B

 = UPDATING



B5S4 - Top View

Shelf 4 3 Loose Powder
 5 Skinfinish Sunstruck Bronzer



B6S4 - Top View

Shelf 4 9 SKINFINISH COLOURSTRUCK BLUSH



B7S4 - Top View

Shelf 4 - Graphic



B8S4 - Top View

Shelf 4 3 Skinfinish Lightstruck Liquid Highlighter
 1 GET UNREADY MICELLAR WATER WIPES
 1 Fast Response Eye(Repackage)



B5S3 - Top View

Shelf 3 3 Loose Powder
 5 Skinfinish Sunstruck Bronzer



B6S3 - Top View

Shelf 3 20 SKINFINISH COLOURSTRUCK BLUSH



B7S3 - Top View

Shelf 3 11 Mineralize Blush



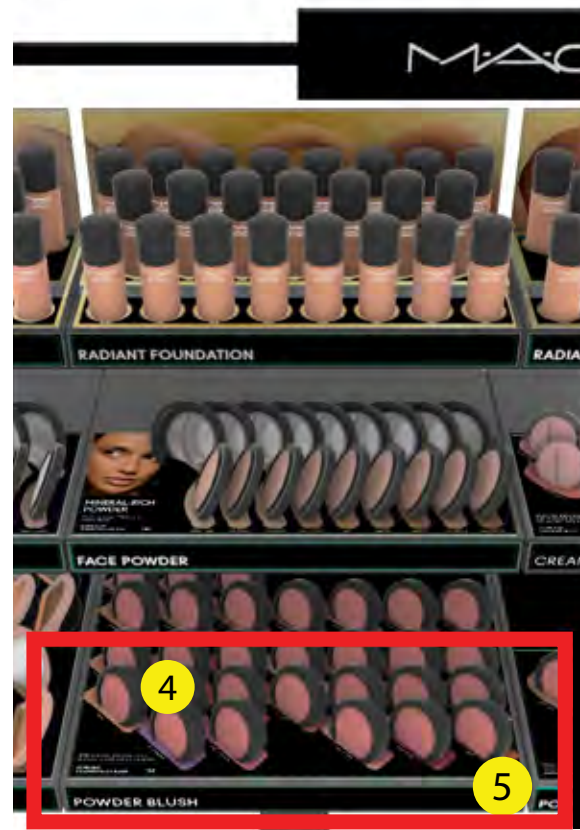
B8S3 - Top View

Shelf 3 6 Skinfinish Liquid
 1 GENTLY OFF MAKEUP REMOVER 100 ml
 1 DEW OVER MICELLAR WATER 194 ml (full)
 1 DEW OVER MICELLAR WATER 100 ml (mini)
 1 MAJOR FOAMO JELLY CLEANSER 150 ml (full)

RED 2.0 TOP OF COUNTER

FOUNDATION DISPLAYER - SIDE B

BAY 6 - SHELF 3



BAY 6
SHELF 3

FRONT VIEW



TOP VIEW



ASSORTMENT

Shelf 3 20 SKINFINISH COLOURSTRUCK BLUSH

GRAPHICS

1 BACK RISER



2 VERTICAL GRAPHIC



3 GLORIFIER



4 BASE



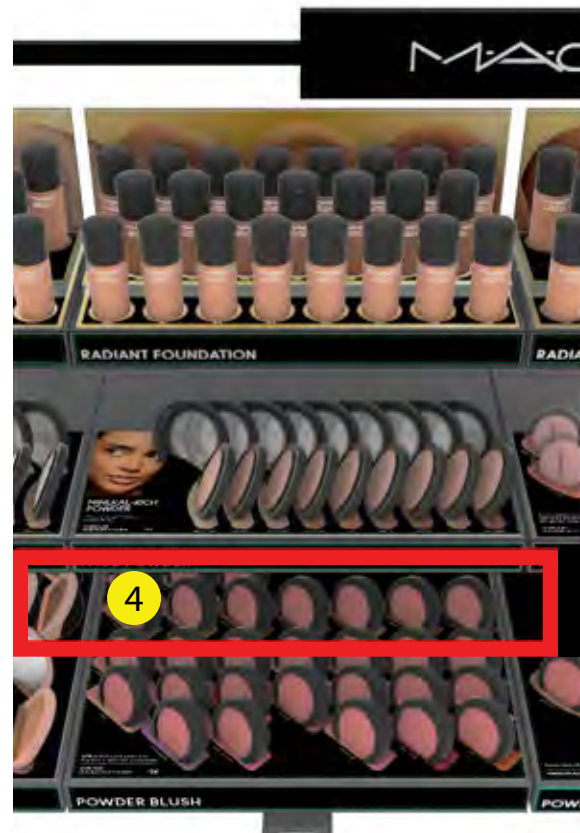
5 FRONT STRIP



RED 2.0 TOP OF COUNTER

FOUNDATION DISPLAYER - SIDE B

BAY 6 - SHELF 4



BAY 6
SHELF 4

FRONT VIEW



TOP VIEW



ASSORTMENT

Shelf 4 9 SKINFINISH COLOURSTRUCK BLUSH

GRAPHICS

1 BACK RISER



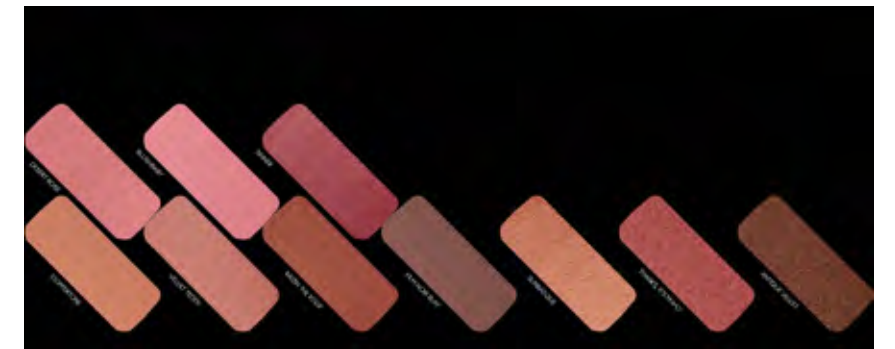
2 VERTICAL GRAPHIC



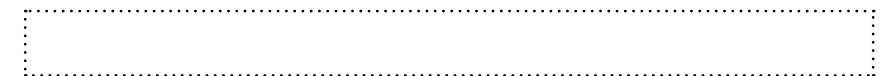
3 GLORIFIER



4 BASE



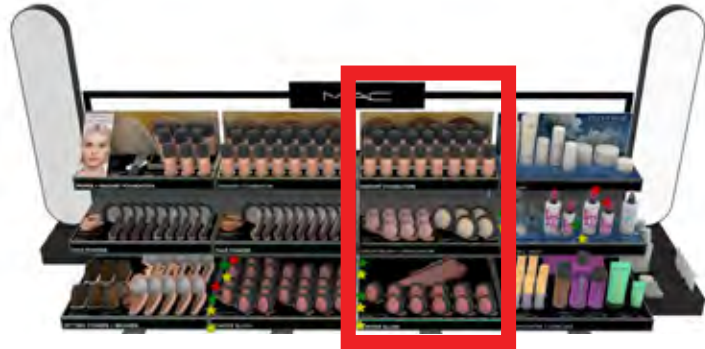
5 FRONT STRIP



RED 2.0 TOP OF COUNTER

FOUNDATION DISPLAYER - SIDE B

BAY 7 - SHELF 3



FRONT VIEW



TOP VIEW



ASSORTMENT

Shelf 3 11 Mineralize Blush

GRAPHICS

1 BACK RISER



2 VERTICAL GRAPHIC



3 GLORIFIER



4 BASE



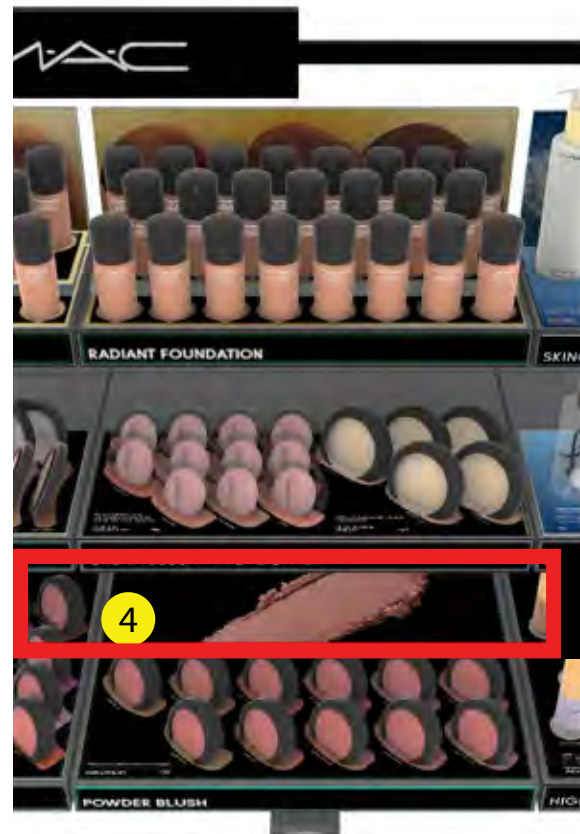
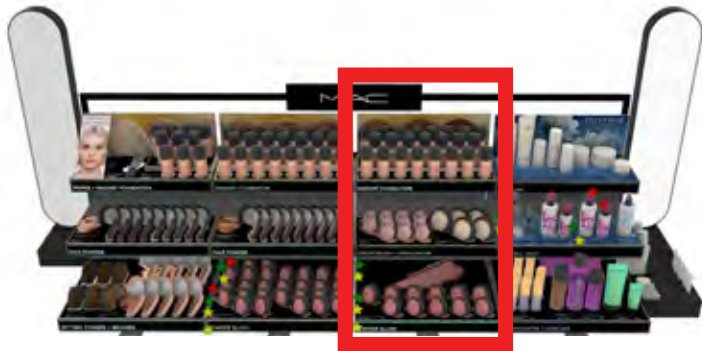
5 FRONT STRIP



RED 2.0 TOP OF COUNTER

FOUNDATION DISPLAYER - SIDE B

BAY 7 - SHELF 4



BAY 7
SHELF 4

FRONT VIEW



TOP VIEW



ASSORTMENT

Shelf 4

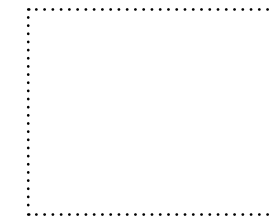
Graphic

GRAPHICS

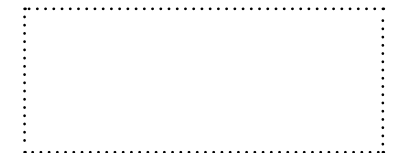
1 BACK RISER



2 VERTICAL GRAPHIC



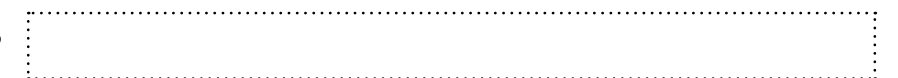
3 GLORIFIER



4 BASE



5 FRONT STRIP



RED 2.0 TOP OF COUNTER

FOUNDATION DISPLAYER - SIDE B

BAY 8 - SHELF 2



FRONT VIEW



TOP VIEW



ASSORTMENT

Shelf 2	Quantity	Product Name
	1	Fix+ 100ml
	1	Fix+ 30ml
	1	Fix+ Stay Over Alcohol-Free 100ml
	1	Fix+ Stay Over Alcohol-Free 30ml
	1	FIX+ STAYOVER MATTE - 100ML
	1	FIX+ STAYOVER MATTE - 30 ML
	1	Fix+ Magic Radiance 100ml

GRAPHICS

1 BACK RISER



2 VERTICAL GRAPHIC



5 PLUG REVEAL on 06/04/2026



4 BASE



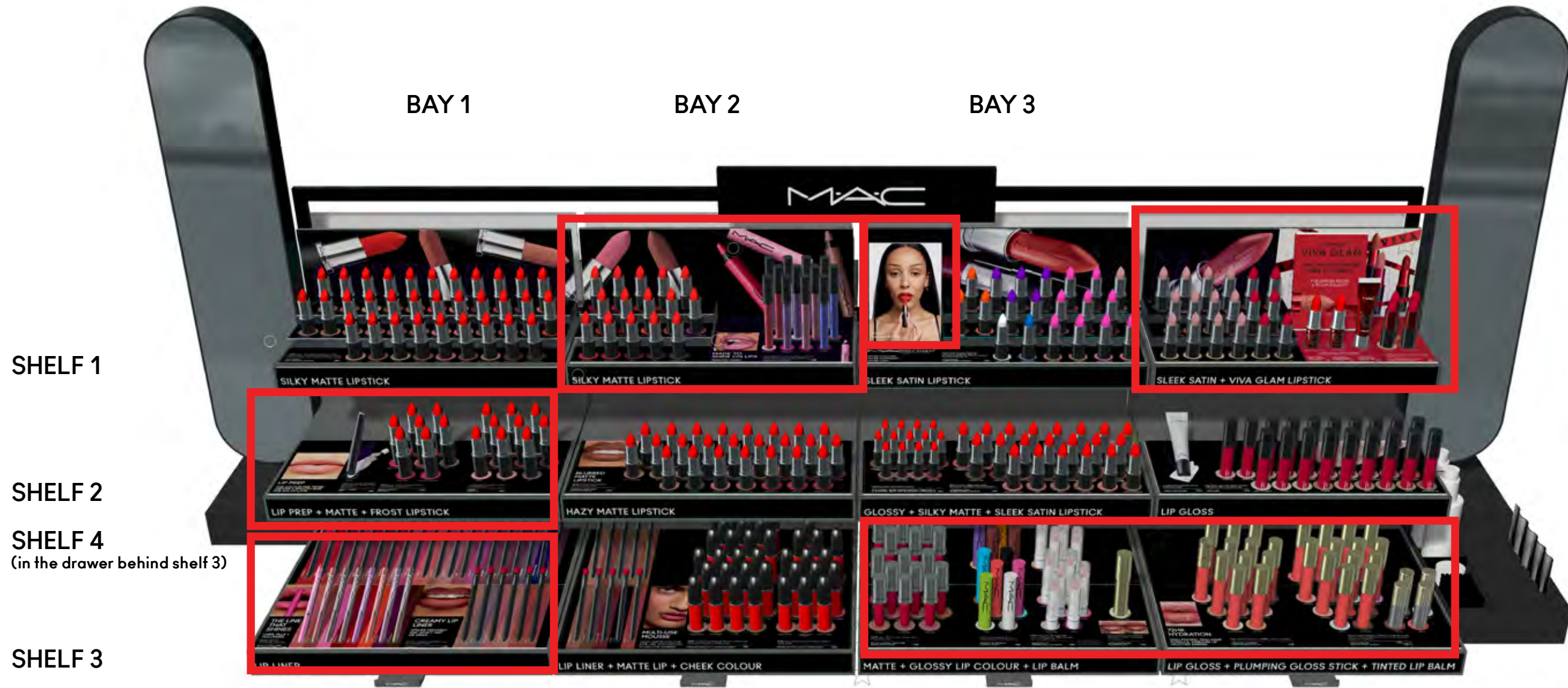
5 FRONT STRIP



RED 2.0 TOP OF COUNTER

LIP DISPLAYER

 = UPDATING



RED 2.0 TOP OF COUNTER

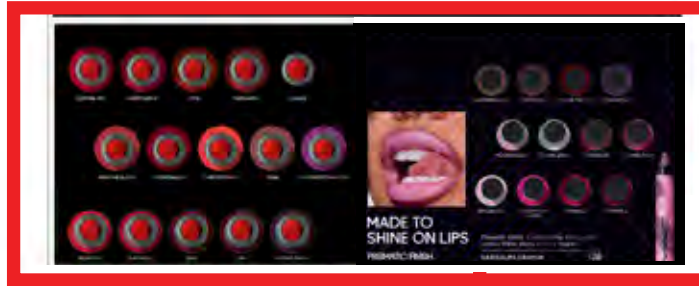
LIP DISPLAYER

 = UPDATING



B1S1 - Top View

Shelf 1	16	MACximal Matte Neutrals
	15	MACximal Matte Trend
	1	MACximal Matte Pinks



B2S1 - Top View

Shelf 1	9	MACximal Matte Reds
	3	MACximal Matte Purples
	3	MACximal Matte Oranges
	12	Dazzle Lip Crayon



B3S1 - Top View

NOTE:

Shelf 1	1	MACximal Satin Colorless
	1	MACximal Satin Trend
	3	MACximal Satin Oranges
	5	MACximal Satin Purples
	9	MACximal Satin Pinks
	1	MACximal Satin Neutrals



B4S1 - Top View

Shelf 1	12	MACximal Satin Neutrals
	6	MACximal Satin Reds
	1	Viva Glam MACximal Silky Matte Lips
	1	Viva Glam Lustreglass Sheer-Shine L
	1	Viva Glam Lipglass Air Non-Sticky Gl
	4	MACximal Viva Glam



B1S2 - Top View



B2S2 - Top View



B3S2 - Top View



B4S2 - Top View

NOTE: This plug was shipped with the March update and should've been removed on 4/2, please do so if you haven't already.



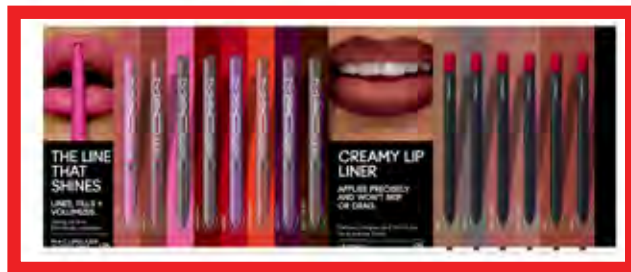
Switch angle graphic on 06/11

remove plug on 06/11

RED 2.0 TOP OF COUNTER

LIP DISPLAYER

 = UPDATING



B2S3 - Top View

Shelf 3	5	Lip Pencils
	12	POWDER KISS LIP & CHEEK MOUSSE
	9	Retro Matte Liquid Lipstick



B3S3 - Top View

Shelf 3	9	Locked Kiss Ink 24HR Lipcolour
	6	Squirt Balm
	6	Glow Play Tendertalk Lip Balm
	1	Lipglass BLOW



B4S3 - Top View

Shelf 3	9	LIPGLASS CUSHION HIGH-PIGMENT
	9	Lipglass AIR
	4	Lipglass AIR Mini



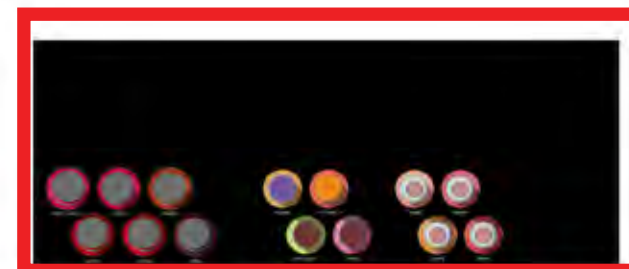
B1S4 - Top View

Shelf 4	20	Lip Pencils
---------	----	-------------



B2S4 - Top View

Shelf 4	5	Lip Pencils
	13	POWDER KISS LIP & CHEEK MOUSSE
	4	Retro Matte Liquid Lipstick



B3S4 - Top View

Shelf 4	6	Locked Kiss Ink 24HR Lipcolour
	4	Squirt Balm
	4	Glow Play Tendertalk Lip Balm



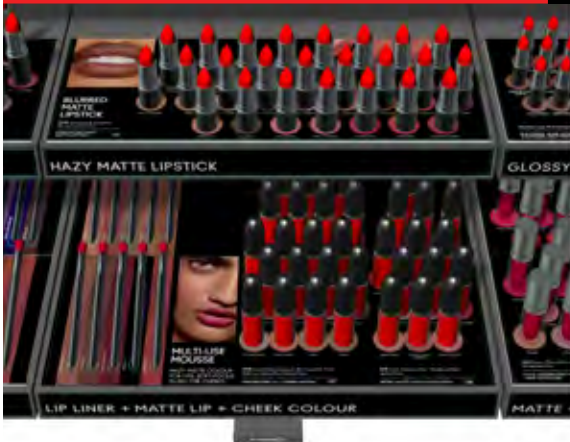
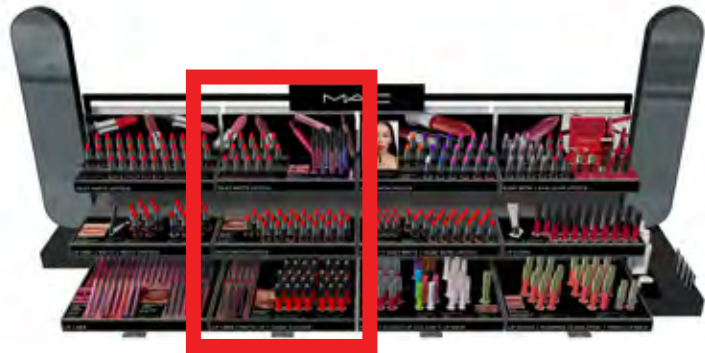
B4S4 - Top View

Shelf 4	3	LIPGLASS CUSHION HIGH-PIGMENT
	4	Lipglass AIR

RED 2.0 TOP OF COUNTER

LIP DISPLAYER

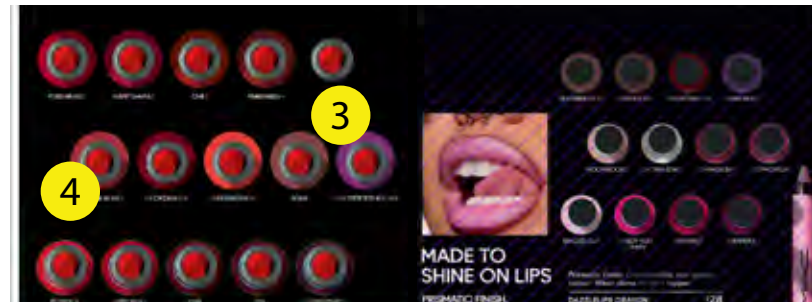
BAY 2 - SHELF 1



FRONT VIEW



TOP VIEW



ASSORTMENT

Shelf 1	9	MACximal Matte Reds
	3	MACximal Matte Purples
	3	MACximal Matte Oranges
	12	Dazzle Lip Crayon

GRAPHICS

1 BACK RISER



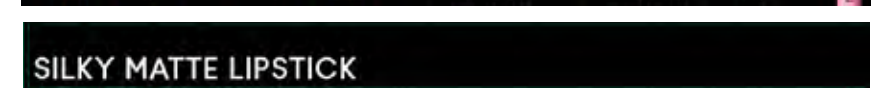
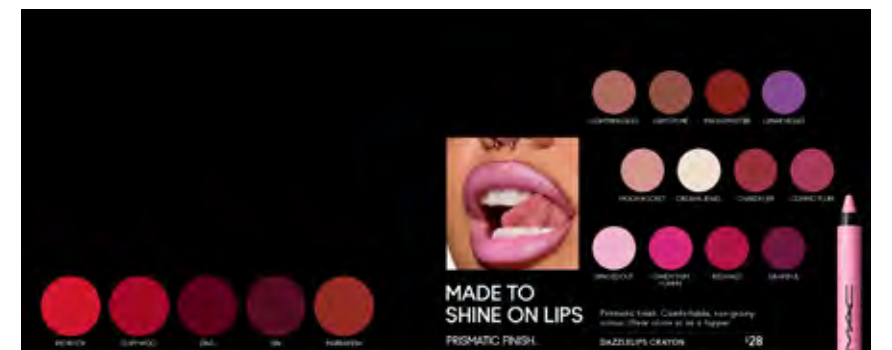
3 GLORIFIER



4 BASE



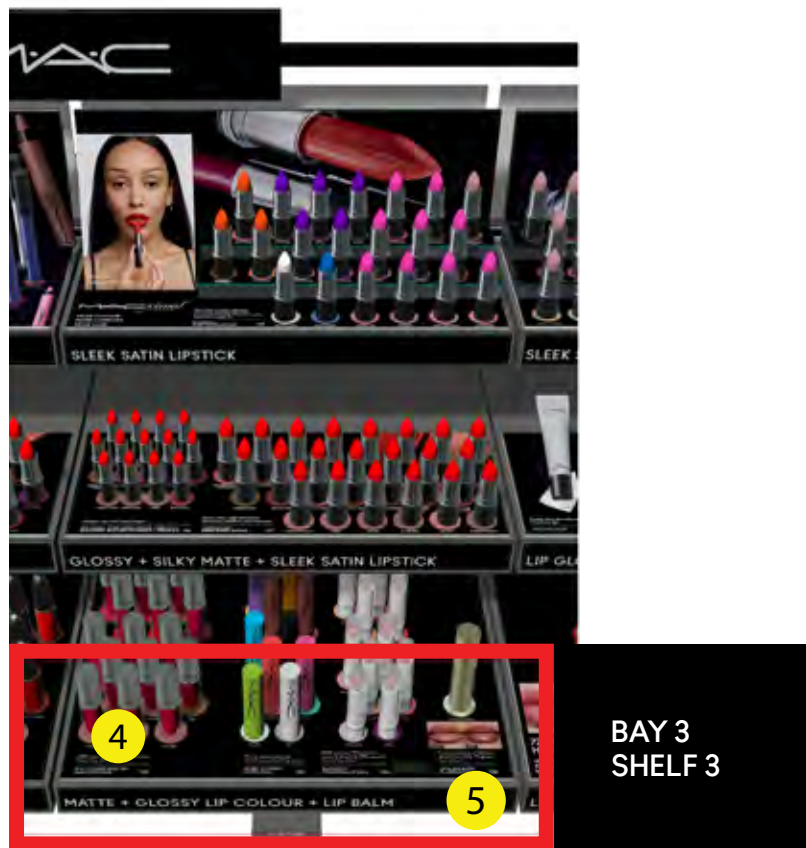
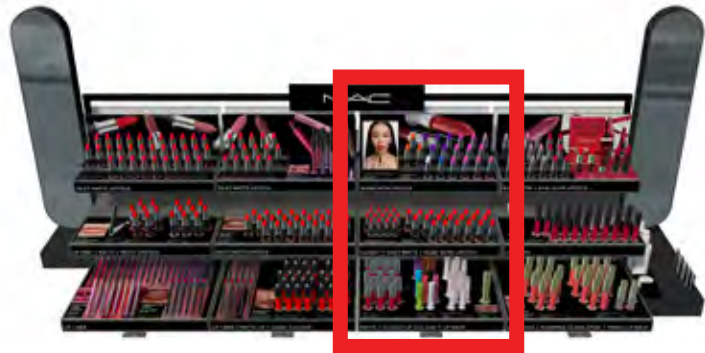
5 FRONT STRIP



RED 2.0 TOP OF COUNTER

LIP DISPLAYER

BAY 3 - SHELF 3



FRONT VIEW



TOP VIEW



ASSORTMENT

Shelf 3	9	Locked Kiss Ink 24HR Lipcolour
	6	Squirt Balm
	6	Glow Play Tendertalk Lip Balm
	1	Lipglass BLOW

GRAPHICS

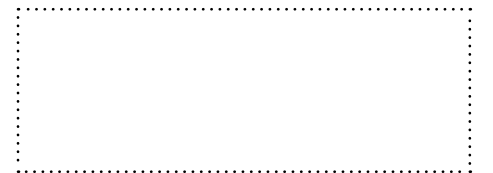
1 BACK RISER



2 VERTICAL GRAPHIC



3 GLORIFIER



4 BASE



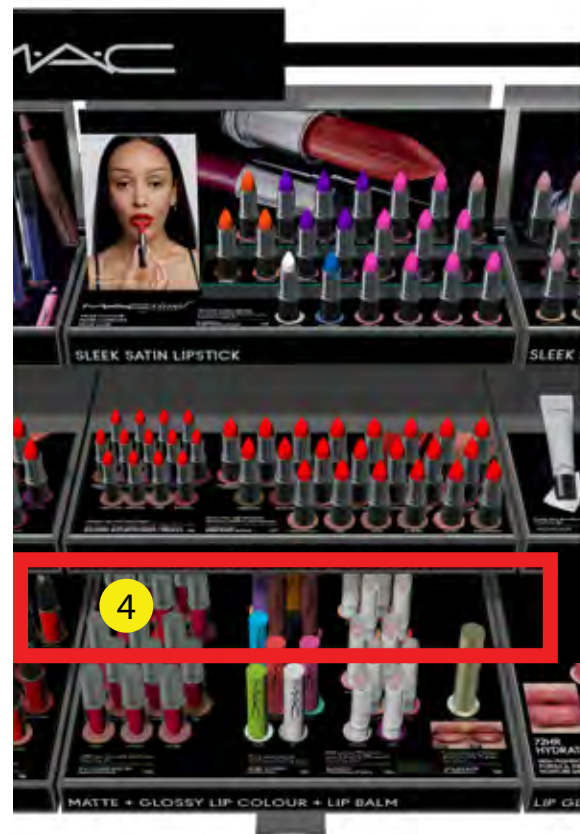
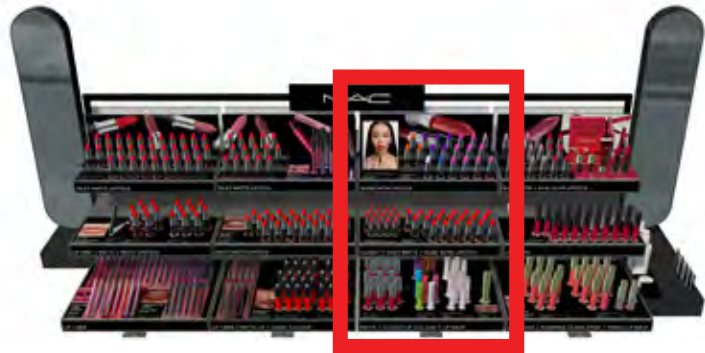
5 FRONT STRIP



RED 2.0 TOP OF COUNTER

LIP DISPLAYER

BAY 3 - SHELF 4



BAY 3
SHELF 4

FRONT VIEW



TOP VIEW



ASSORTMENT

Shelf 4	6	Locked Kiss Ink 24HR Lipcolour
	4	Squirt Balm
	4	Glow Play Tendertalk Lip Balm

GRAPHICS

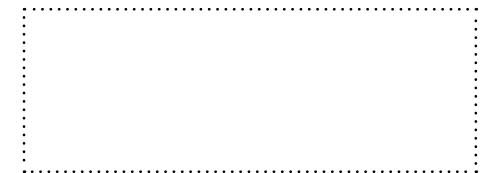
1 BACK RISER



2 VERTICAL GRAPHIC



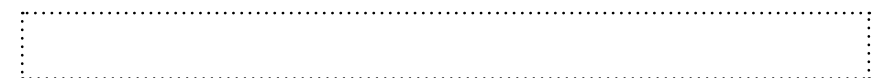
3 GLORIFIER



4 BASE



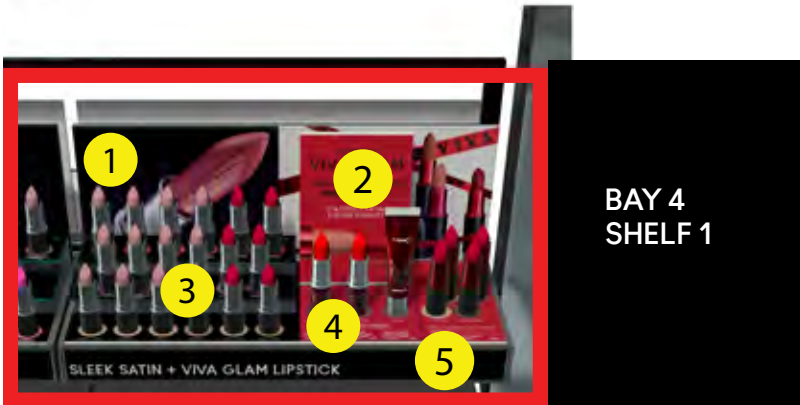
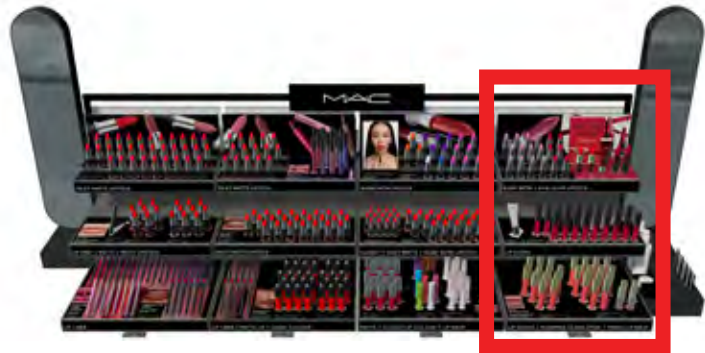
5 FRONT STRIP



RED 2.0 TOP OF COUNTER

LIP DISPLAYER

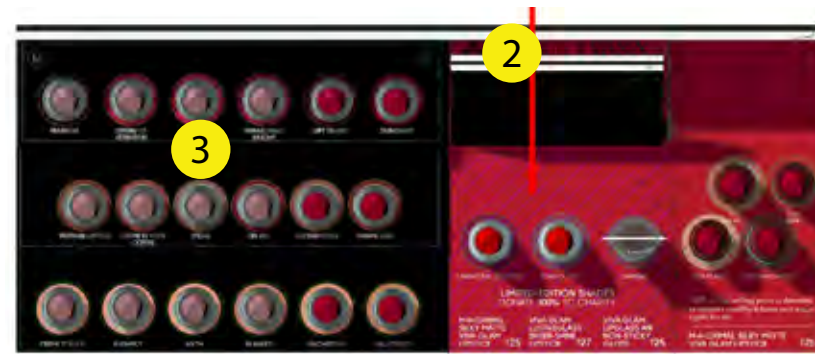
BAY 4 - SHELF 1



FRONT VIEW



TOP VIEW



ASSORTMENT

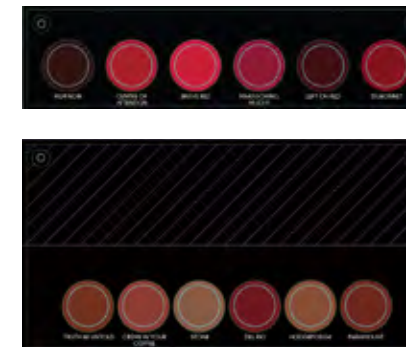
Shelf 1	12	MACximal Satin Neutrals
	6	MACximal Satin Reds
	1	Viva Glam MACximal Silky Matte Li
	1	Viva Glam Lustreglass Sheer-Shine
	1	Viva Glam Lipglass Air Non-Sticky (
	4	MACximal Viva Glam

GRAPHICS

1 BACK RISER



3 GLORIFIER



2 VERTICAL GRAPHIC

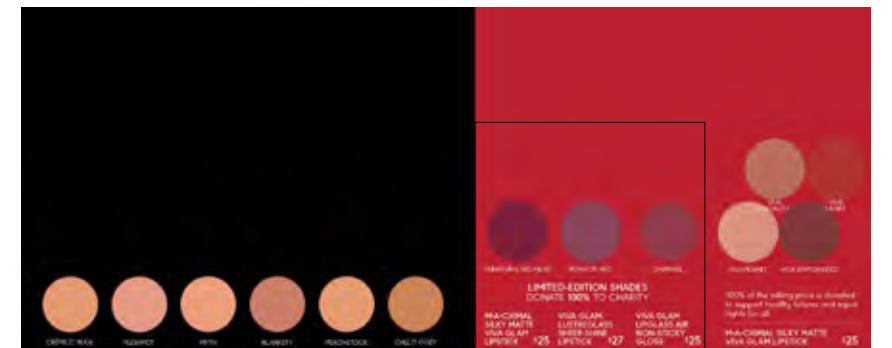


Switch angle graphic on 06/11

4 BASE



remove plug on 06/11



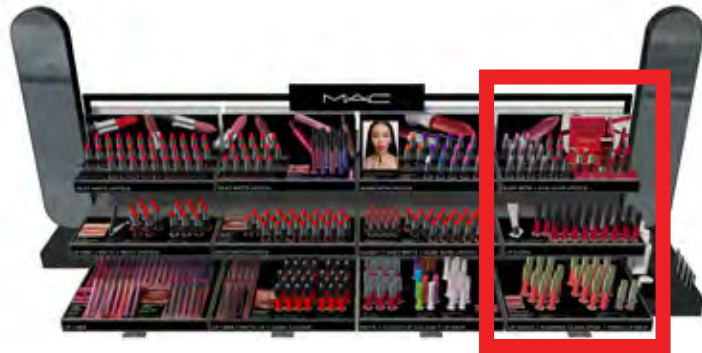
5 FRONT STRIP



RED 2.0 TOP OF COUNTER

LIP DISPLAYER

BAY 4 - SHELF 3



FRONT VIEW



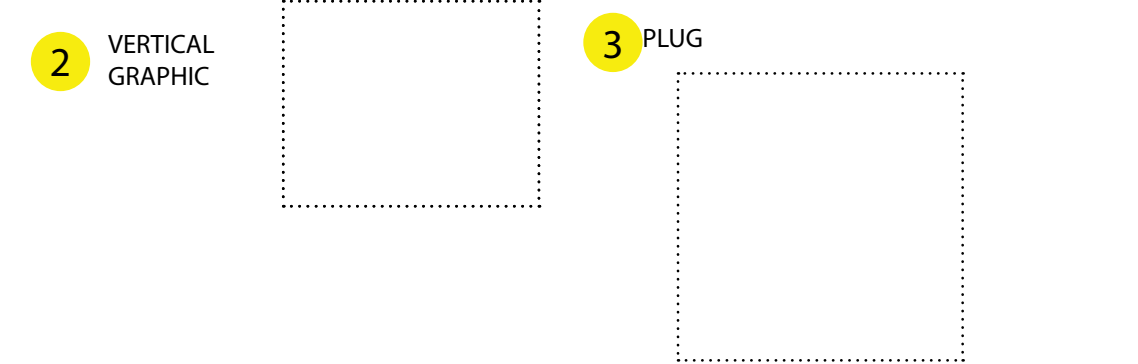
TOP VIEW



ASSORTMENT

Shelf 3	9	LIPGLASS CUSHION HIGH-PIGMENT
	9	Lipglass AIR
	4	Lipglass AIR Mini

GRAPHICS

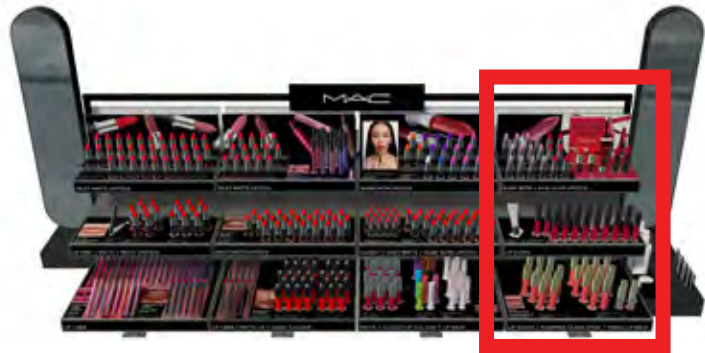


LIP OIL + LIP GLOSS

RED 2.0 TOP OF COUNTER

LIP DISPLAYER

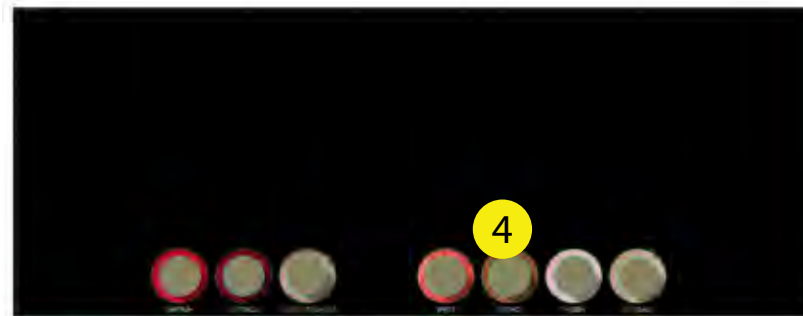
BAY 4 - SHELF 4



FRONT VIEW



TOP VIEW



ASSORTMENT

Shelf 4 3 LIPGLASS CUSHION HIGH-PIGMENT O
 4 Lipglass AIR

GRAPHICS

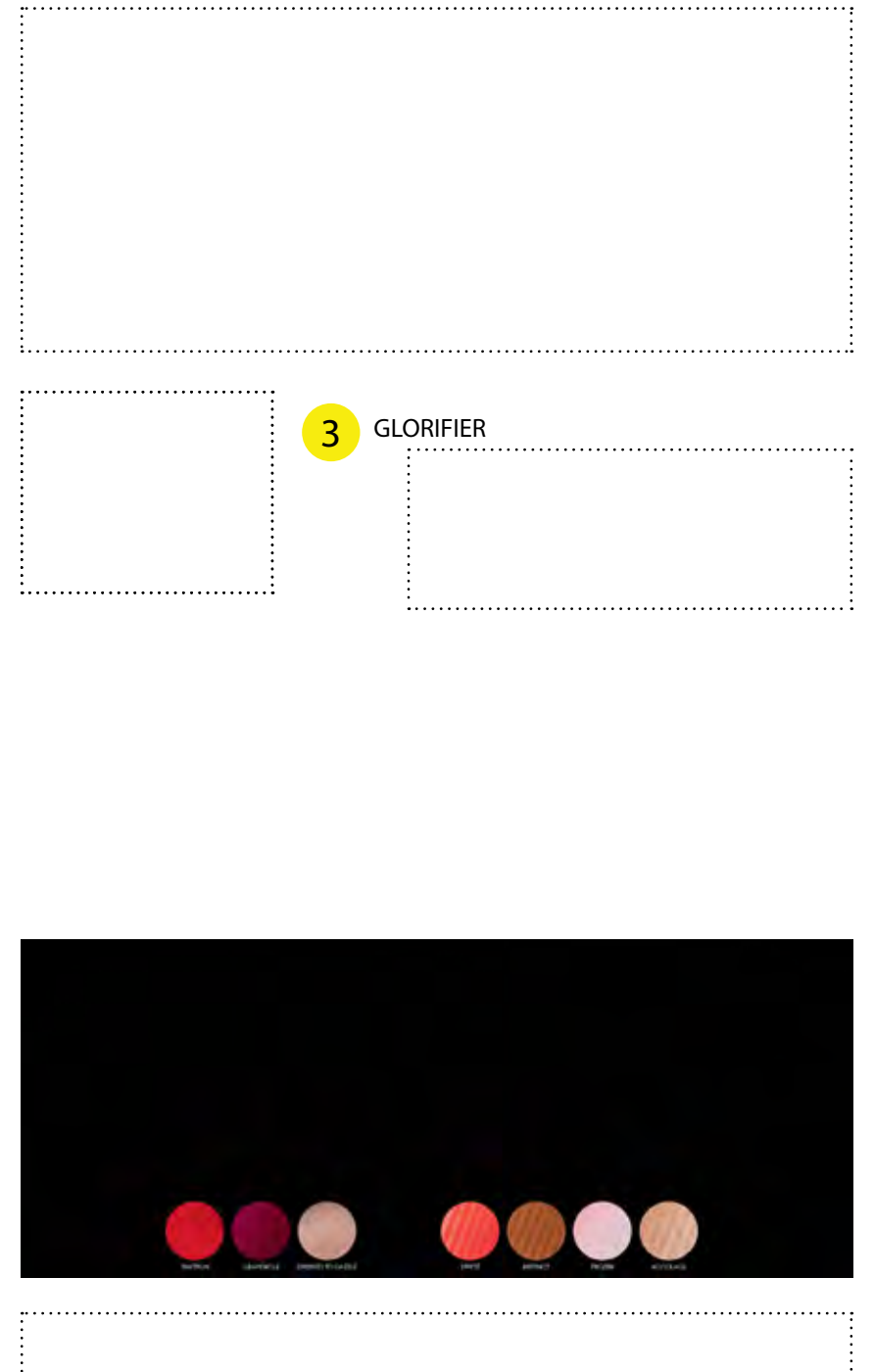
1 BACK RISER

2 VERTICAL GRAPHIC

3 GLORIFIER

4 BASE

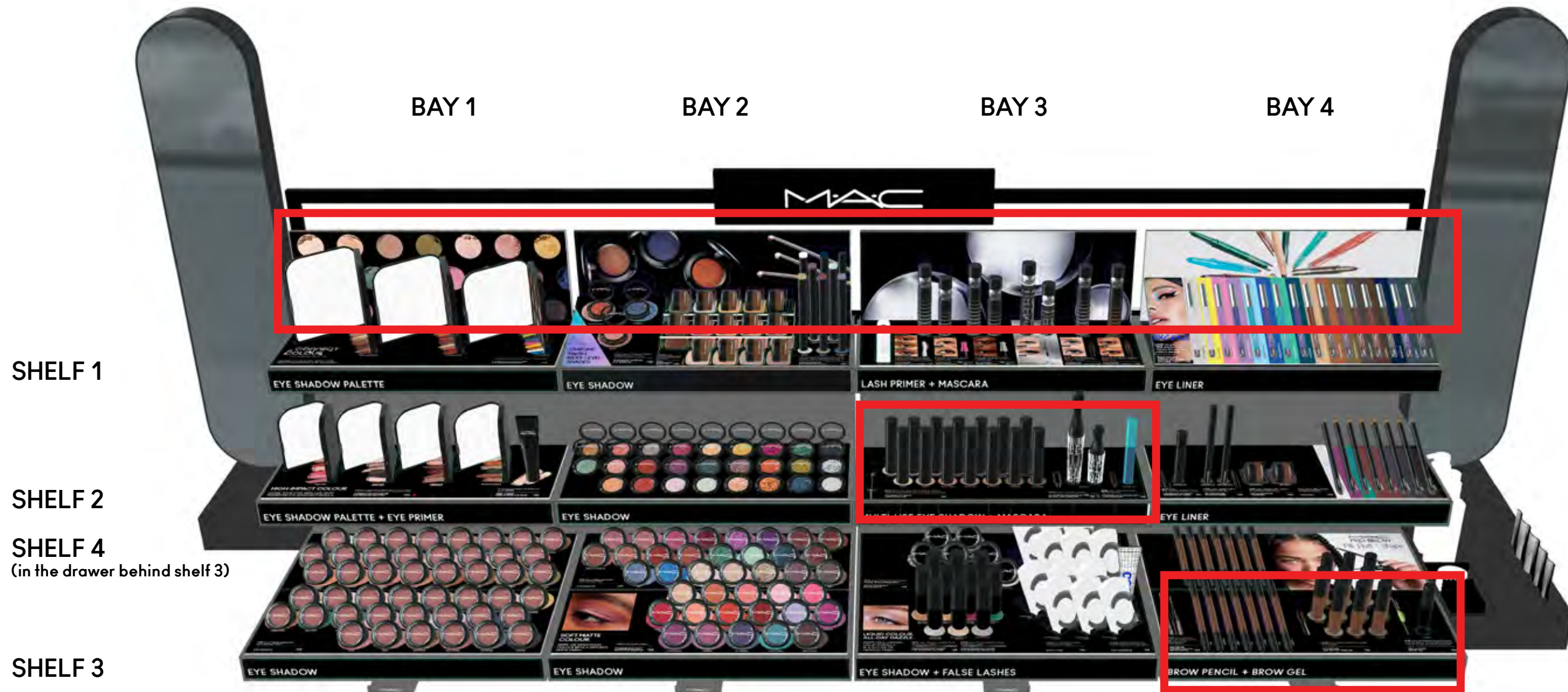
5 FRONT STRIP



RED 2.0 TOP OF COUNTER

EYE DISPLAYER

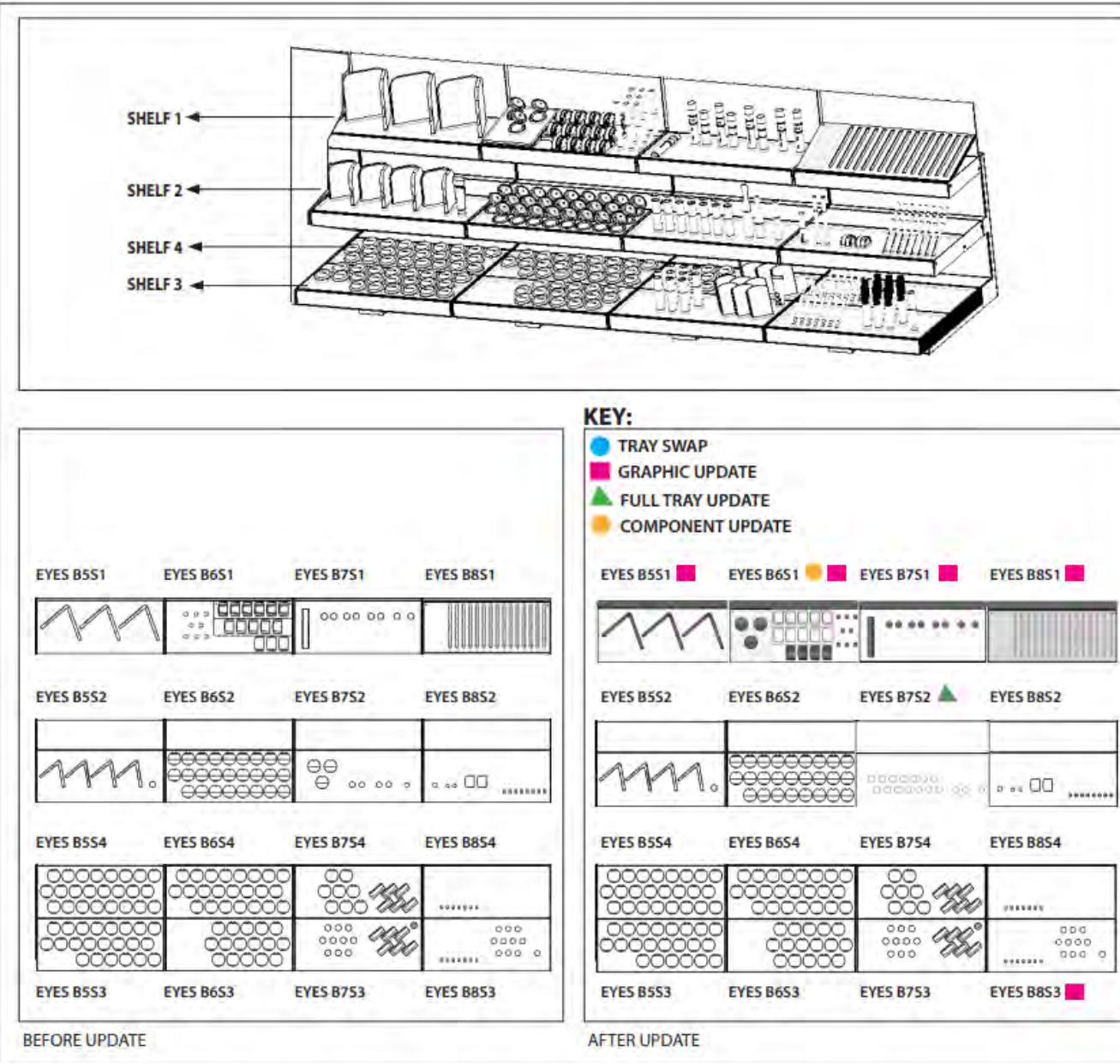
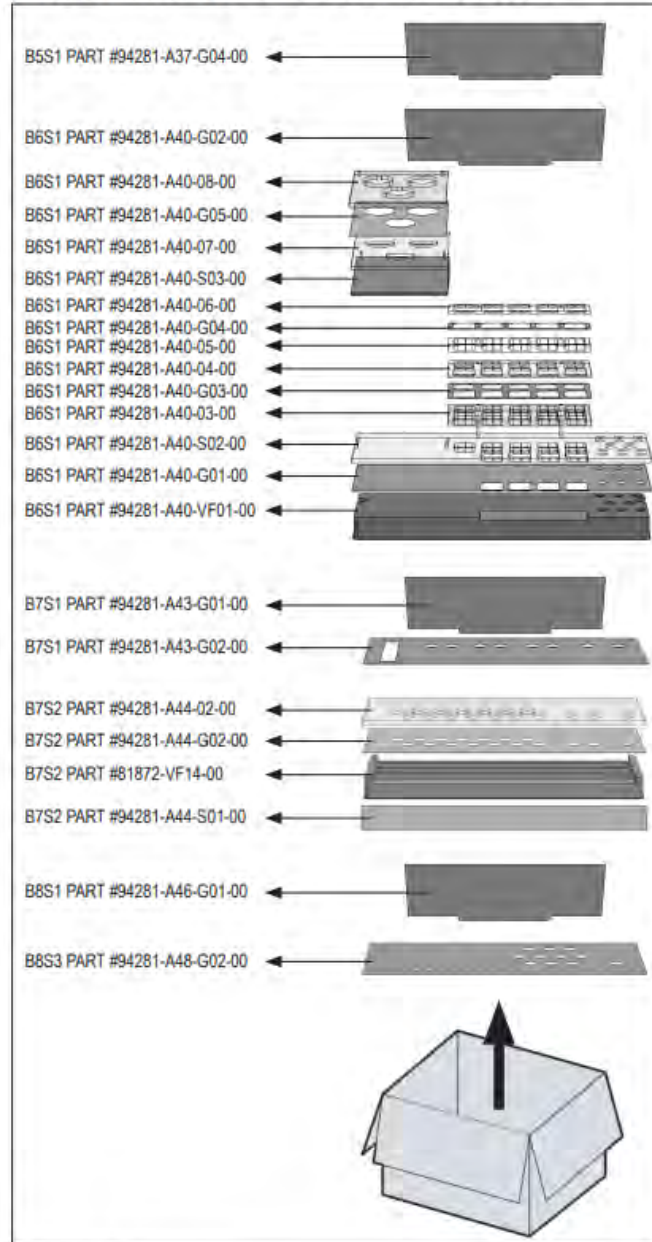
 = UPDATING



FIXTURE UPDATE

MAC

MAC REFRESH TOC MAY 2026 EYES UPDATE



UNPACKING:
UNPACK NEW COMPONENTS.

UPDATE GRAPHICS ON TRAYS THAT GET GRAPHICS UPDATE.
DISCARD ANY OLD COMPONENTS/GRAPHICS THAT ARE NO LONGER NEEDED

IMPORTANT

we are updating a large number of expired visuals, please reference instructions provided within the shipping package, we will additionally post in the Newsletter.

RED 2.0 TOP OF COUNTER

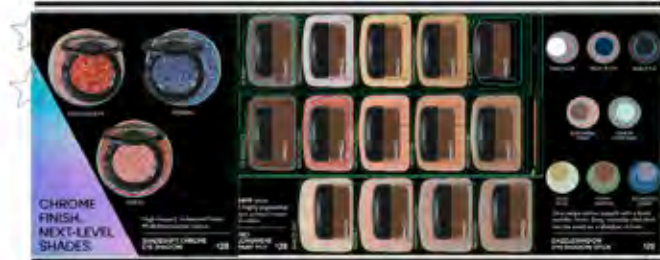
EYE DISPLAYER

 = UPDATING



B5S1 - Top View

Shelf 1 3 Eyeshadow Palette x12



B6S1 - Top View

Shelf 1 3 SMES - MULTI CHROME
8 Shadow Sticks
14 Pro Longwear Paint Pot



B7S1 - Top View

Shelf 1 1 MACStack Legit Lift Primer
1 MACStack Mega
1 MACStack Mega Mini
1 MACStack Micro
1 MACStack Micro Mini
1 MACStack Elevated
1 MACStack Elevated Mini



B8S1 - Top View

Shelf 1 16 (15 on plug) Colour Excess Gel Pencil

Plug reveal
15 pencils until end of APRIL 2025
16 pencils starting MAY 2025



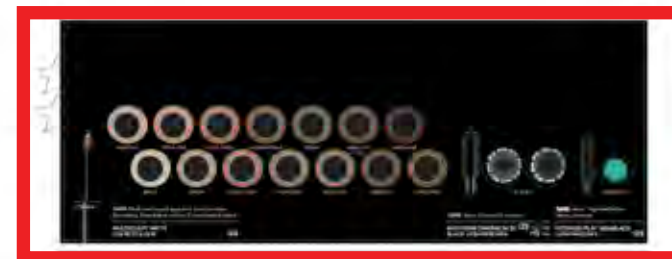
B5S2 - Top View

Shelf 2 4 Eyeshadow Palette x6
1 Prep and Prime Base



B6S2 - Top View

Shelf 2 13 SMES - METALLIC FINISH
13 SMES - MULTI CHROME



B7S2 - Top View

Shelf 2 14 Multisculpt
1 In Extreme Dimension
1 In Extreme Dimension Mini
1 Extended Play Gigablack



B8S2 - Top View

Shelf 2 1 Liquidlast 24-hour Waterproof Liner
2 Brushstroke 24-hour Liner
2 Pro Longwear Fluidline
8 Eye Kohl

RED 2.0 TOP OF COUNTER

EYE DISPLAYER

 = UPDATING



B5S3 - Top View

Shelf 3 22 Traditional SMES



B6S3 - Top View

Shelf 3 16 SMES - Powder Kiss



B7S3 - Top View

Shelf 3 10 Dazzleshadow Liquid Kaizen
6 False Lashes
1 Duo Lash Adhesive



B8S3 - Top View

Shelf 3 7 Pro Brow Definer
10 Big Boost Fibre Gel
1 Pro Locked Brow Gel



B5S4 - Top View

Shelf 4 24 Traditional SMES



B6S4 - Top View

Shelf 4 23 Traditional SMES



B7S4 - Top View

Shelf 4 8 SMES-Extra Dimension
6 False Lashes



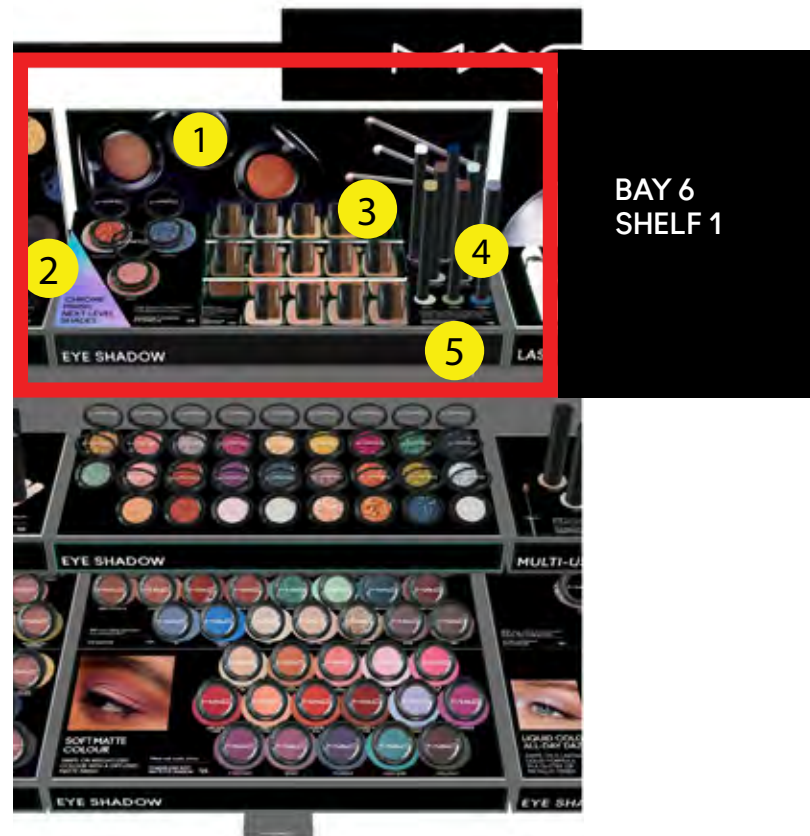
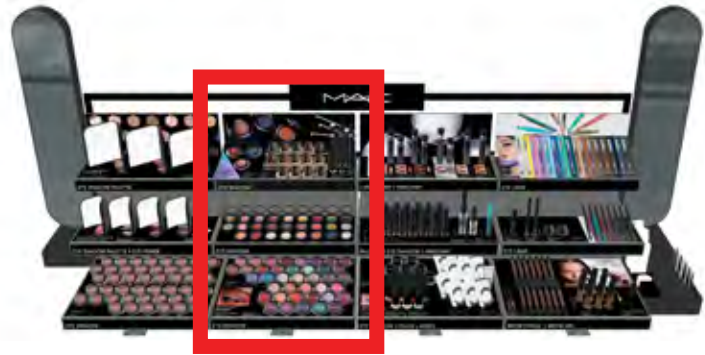
B8S4 - Top View

Shelf 4 7 Pro Brow Definer

RED 2.0 TOP OF COUNTER

EYE DISPLAYER

BAY 6 - SHELF 1



FRONT VIEW



TOP VIEW



ASSORTMENT

Shelf 1	3	SMES - MULTI CHROME Shadow Sticks
	8	Pro Longwear Paint Pot
	14	

IMPORTANT

Always display Dazzleshadow Sticks testers with caps on.

GRAPHICS

1 BACK RISER



2 VERTICAL GRAPHIC



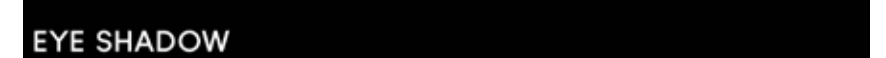
3 GLORIFIER



4 BASE



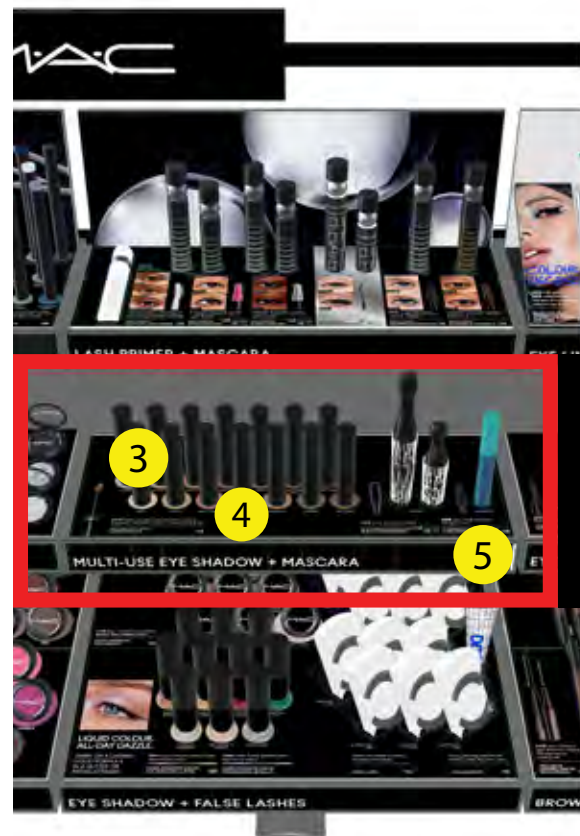
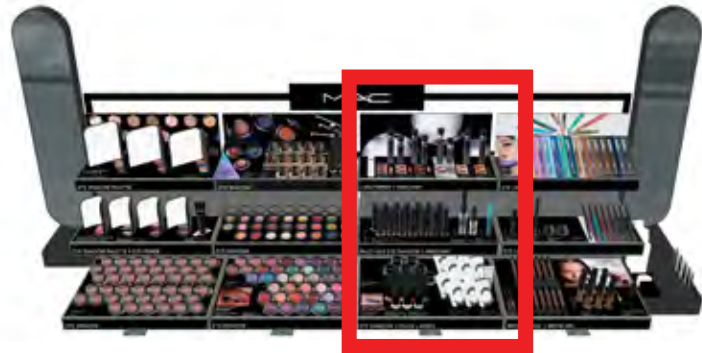
5 FRONT STRIP



RED 2.0 TOP OF COUNTER

EYE DISPLAYER

BAY 7 - SHELF 2



BAY 7
SHELF 2

FRONT VIEW



TOP VIEW



ASSORTMENT

Shelf 2	14	Multisculpt
	1	In Extreme Dimension
	1	In Extreme Dimension Mini
	1	Extended Play Gigablack

GRAPHICS

1 BACK RISER



3 PLUG

2 VERTICAL GRAPHIC



4 BASE



5 FRONT STRIP



RED 2.0 TOP OF COUNTER

IN STORE VISUAL MERCHANDISING

Please follow below VM Displayers position, based on your store layout.

If your store has:

4 tables of 7ft and up

EYE TABLE



LIP TABLE



FACE TABLE



NPL TABLE



3 tables of 7ft and up

LIP & EYE TABLE



FACE TABLE



NPL TABLE



3 tables of 7ft and up

LIP & EYE TABLE



FACE & NPL TABLE



5 tables of 5ft and up

FACE TABLE



EYE TABLE



FACE TABLE



LIP TABLE



NPL TABLE

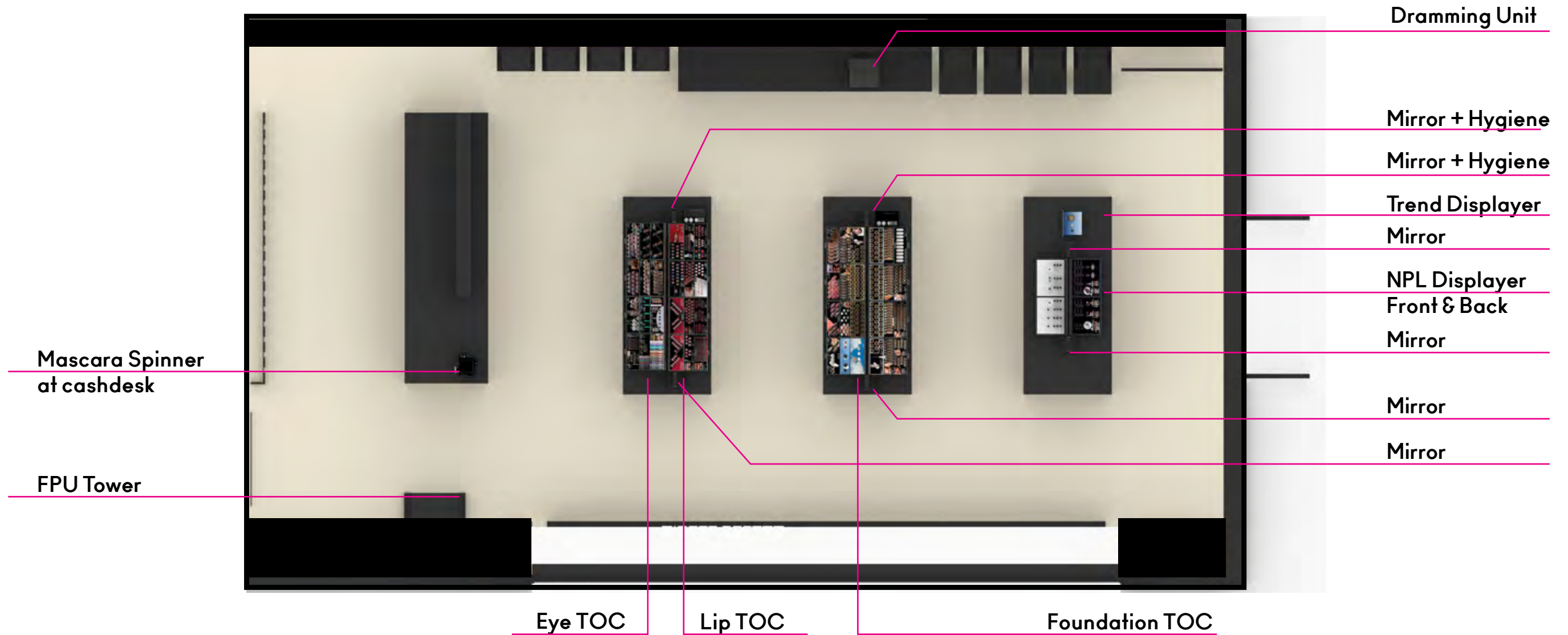


RED 2.0 TOP OF COUNTER

IN STORE VISUAL MERCHANDISING

Please follow below VM Displayers position , based on your store layout.

FSS or RP LAYOUT



Origins

Visual Merchandising SP26 Jan- June





ORIGINS

**PLANTSCRIPTION™
TRIPLE-ACTION YOUTH CREAM LAUNCH
& MEGA-MUSHROOM OVERNIGHT**

DECEMBER 26TH, 2025

FOR ANY QUESTIONS, PLEASE CONTACT:
JEFF MILLER AT JEFMILLE@ORIGINS.COM OR 214-918-4590

December 26th - April 30th, 2026

North America - Shaker



- 1 (1) "PLANTSCRIPTION™ CREAM & SERUM" Large Frame*
- 2 (1) "PLANTSCRIPTION™" Ingredient Vertical Shadowbox*
- 3 (2) PLANTSCRIPTION™ Multi-Powered Youth Serum 95ml Saleable
- 4 (2) PLANTSCRIPTION™ Triple-Action Youth Cream Saleable
- 5 (1) PLANTSCRIPTION™ Multi-Powered Youth Serum 95ml TESTER
- 6 (1) PLANTSCRIPTION™ Triple-Action Youth Cream TESTER
- 7 (1) PLANTSCRIPTION™ Regimen Horizontal Shadowbox

** Collateral PPK (SKU #179847-0)
 1 Large Frame
 1 Vertical Shadowbox
 1 Horizontal Shadowbox

December 26th - April 30th, 2026

North America Tray - Origin of Origins



- 1 (1) "PLANTSCRIPTION™ CREAM & SERUM"* PFV Lightbox. Item # 179851-0
- 2 (2) "PLANTSCRIPTION™ CREAM" Ingredient Squares*
- 3 (1) "NEW PLANTSCRIPTION™ CREAM" Folklore Square Squares*
- 4 (1) PLANTSCRIPTION™ Multi-Powered Youth Serum 95ml TESTER
- 5 (1) PLANTSCRIPTION™ Triple-Action Youth Cream TESTER
- 6 (1) "PLANTSCRIPTION™ CREAM & SERUM" Product Panel*
- 7 (2) PLANTSCRIPTION™ Multi-Powered Youth Serum 95ml Saleable
- 8 (2) PLANTSCRIPTION™ Triple-Action Youth Cream Saleable
- 9 (1) "PLANTSCRIPTION™ CREAM & SERUM" Launch Lightbox. Item #179853-0

*New Store Tray PPK - Printed Graphics.

Item #179855-0

- 1 PFV double sided
- 2 Ingredient Squares
- 1 Folklore Square
- 1 Product Panel

December 26th - April 30th, 2026

North America Waterfall and Gondola Unit - OG



- 1 (1) "PLANTSCRIPTION™ CREAM & SERUM"* PFV Lightbox. Item # 179851 -
- 2 (1) "PLANTSCRIPTION™ CREAM & SERUMI" : ITEM#179857-0 (Waterfall Tray Mat) ITEM#179861-0 (Launch Product Panel)
- 3 (1) PLANTSCRIPTION™ Multi-Powered Youth Serum 95ml TESTER
- 4 (1) PLANTSCRIPTION™ Triple-Action Youth Cream TESTER(1)
- 5 (2) PLANTSCRIPTION™ Multi-Powered Youth Serum 95ml Saleable
- 6 (2) PLANTSCRIPTION™ Triple-Action Youth Cream Saleable!

December 26th - April 30th, 2026

Promo Pedestal/Tower - Mega-Mushroom Overnight Recovery Cream



- 1 (1) "MEGA-MUSHROOM OVERNIGHT RECOVERY CREAM" Medium Frame*
- 2 (1) "MEGA-MUSHROOM OVERNIGHT RECOVERY CREAM" Small Frame*
- 3 (2) Mega-Mshroom Overnight Recovery Cream (One out of the Box as a Tester)
- 4 (4) Mega-Mshroom Overnight Recovery Cream
- 5 (2) Gift Boxes Closed (can add ribbon and /or do an assortment of Mega-Mushroom products for a custom gift recommendation).

*Promo Tower PPK Item#179863-0

Tom Ford

Visual Merchandising SP26 Jan- June



TOM FORD
BLACK ORCHID

TOM FORD BEAUTY

FY26 Q4 VISUAL MERCHANDISING GUIDELINES

ASSISTED SELL ALL RETAILERS

MARBLE DOORS

FAST FACTS- POINT OF SALE SUPPORT TEAM

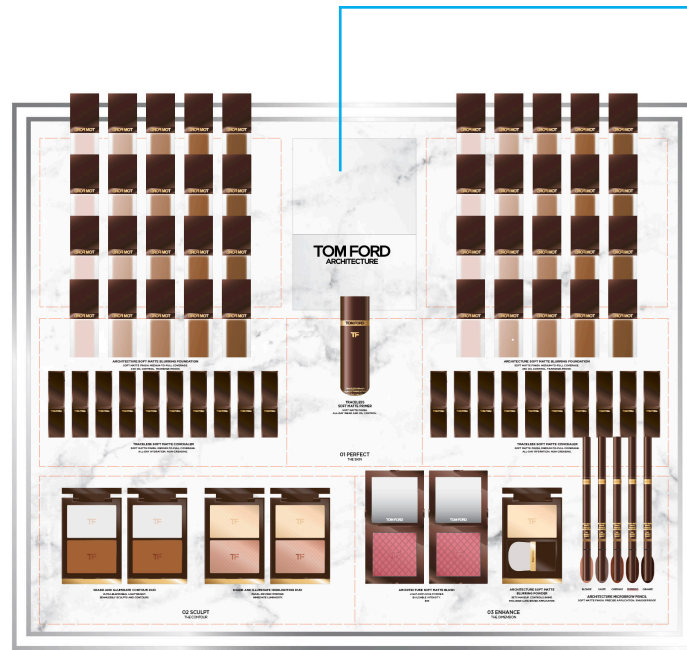
How to get the MOST out of your POS experience

- For simple tracking of units and/or gifts-**CALL** 844-387-1122(immediate response)
- For VM elements request, **EMAIL & SEND** photos of space and overall counter. (take a step back so brand can assess)
- For Lightbox request, **EMAIL & SEND** photos of ALL current images. (so brand can understand full story)
- For Repair and Maintenance, **ENTER** into your Service Channel App. Include photos of issue and overall counter.

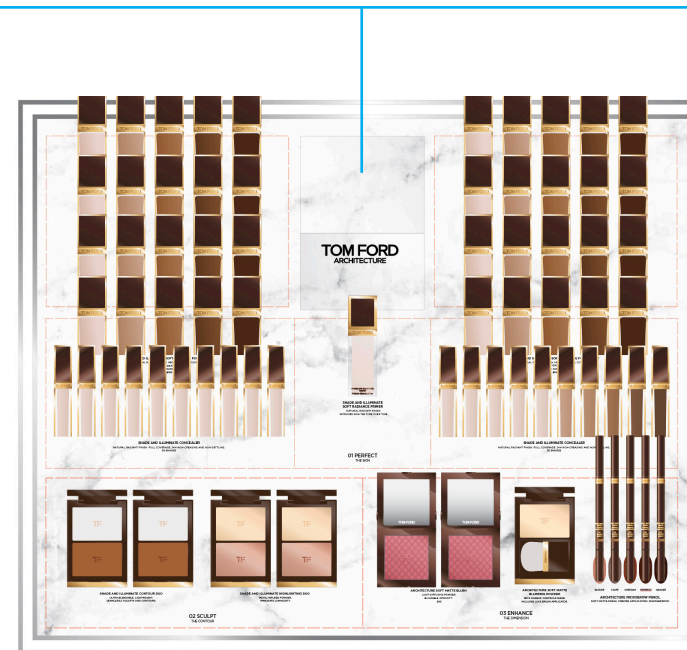
ALL EASELS OVERVIEW NEW TILIE UPDATES APRIL - MAY

EASELS ARE ALWAYS PLACED IN THE ORDER OF FACE, SOLEIL, LIP AND EYE.

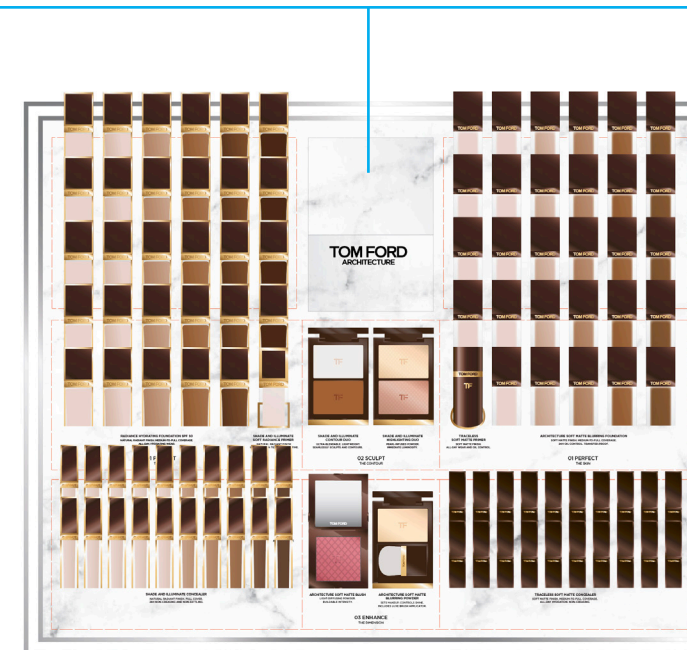
SHIPPING DIRECTLY TO DOOR



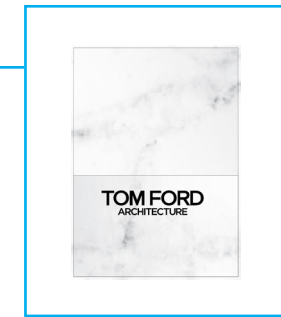
ARCHITECTURE
SOFT MATTE BLURRING FOUNDATION EASEL ONLY



ARCHITECTURE
RADIANCE HYDRATION FOUNDATION EASEL ONLY

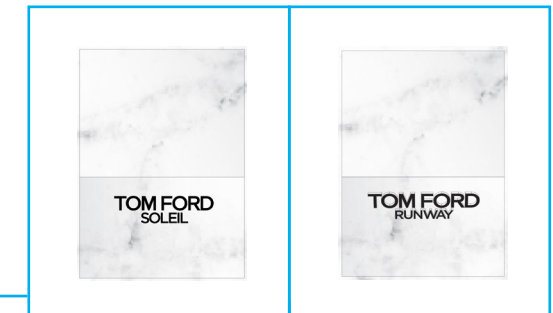


ARCHITECTURE
SOFT MATTE + SHADE AND ILLUMINATE EASEL

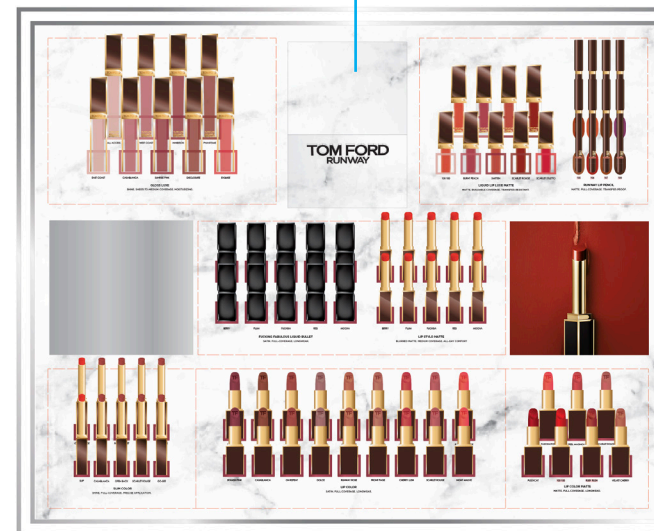


FACE REFRESH ARCHITECTURE PILLAR
MANDATORY - NEEDED FOR ALL MARBLE FACE EASELS

SOLEIL LOGO + RUNWAY LOGO PILLAR
MANDATORY - NEEDED FOR SOLEIL, LIP AND EYE EASELS



SOLEIL
EASEL



RUNWAY
LIP EASEL



RUNWAY
EYE EASEL

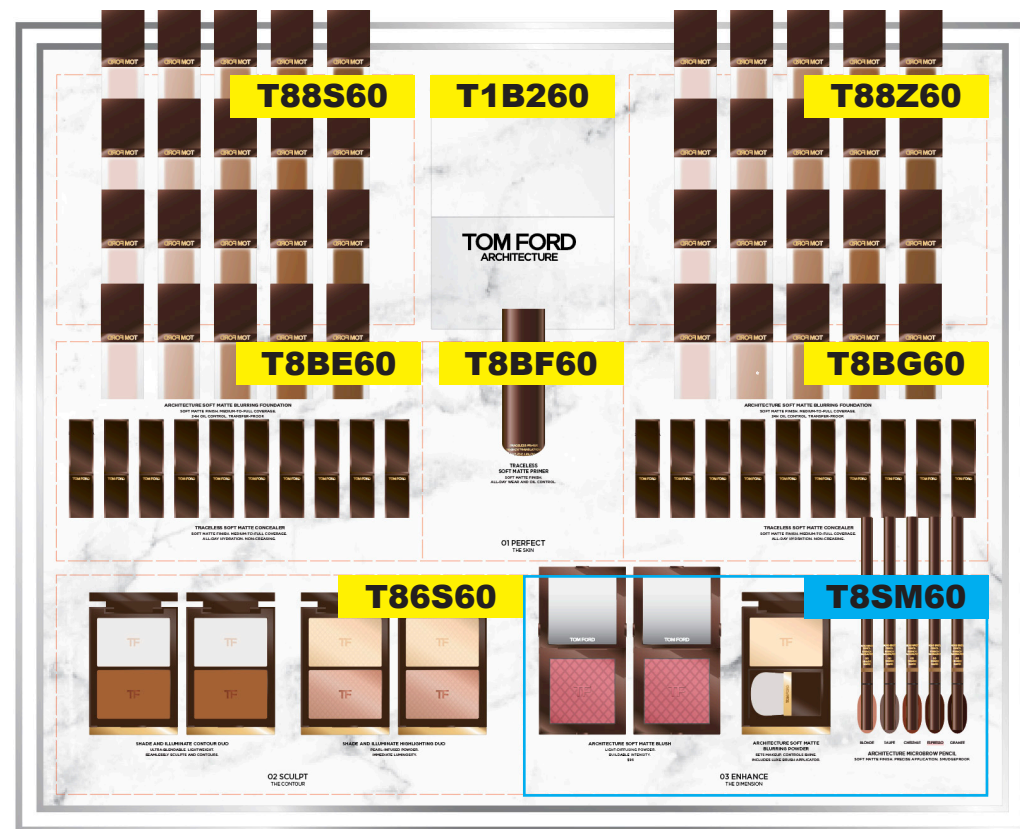


RUNWAY
EYE + LIP EASEL

ARCHITECTURE EASEL SCHEMATICS **NEW TILIE UPDATES APRIL - MAY**

EXISTING TILE CODES

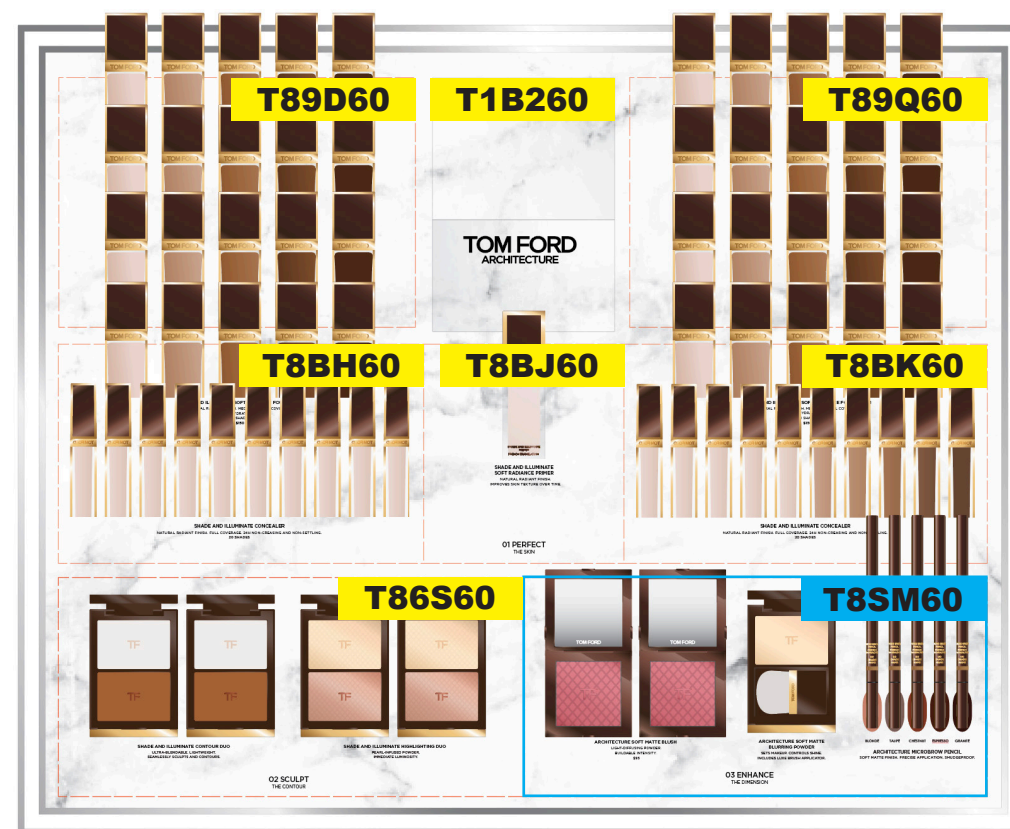
NEW TILE CODES



ARCHITECTURE
SOFT MATTE BLURRING FOUNDATION EASEL ONLY
SHIPPING DIRECTLY TO DOOR

EASEL LEFT TO RIGHT / TOP TO BOTTOM

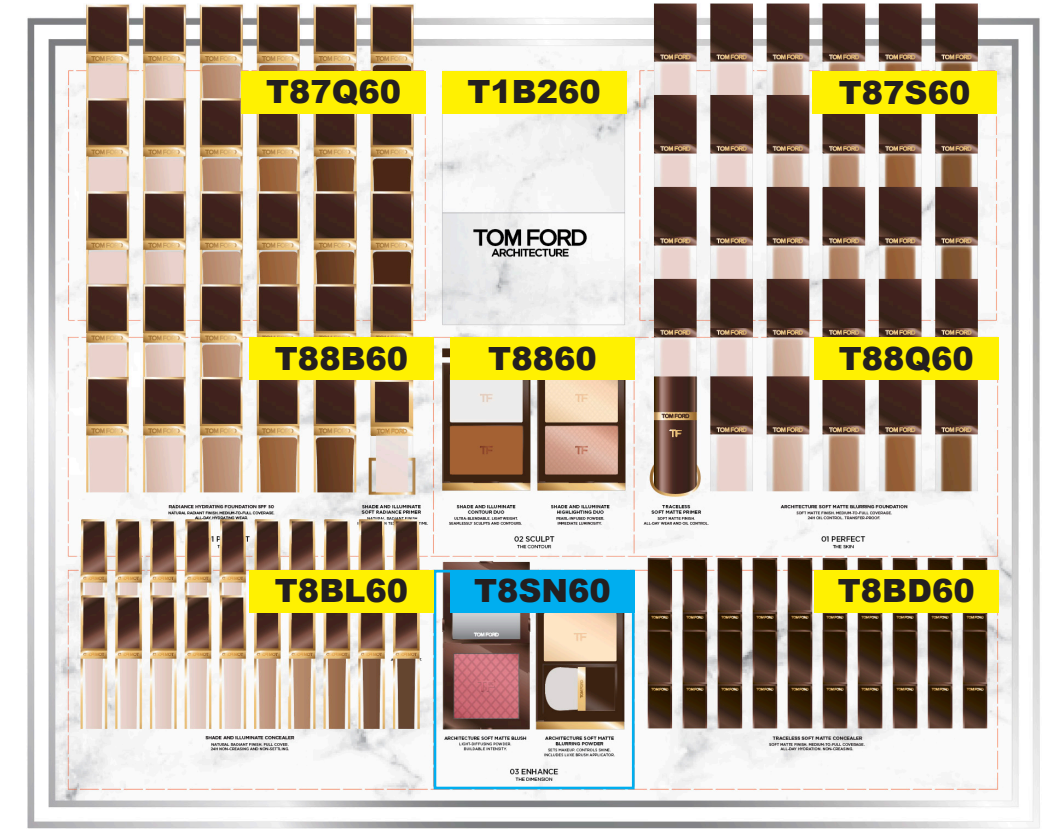
- ARCHITECTURE SOFT MATTE BLURRING FOUNDATION (40)
- TRACELESS SOFT MATTE CONCEALER (20)
- TRACELESS SOFT MATTE PRIMER (MIDDLE)
- SHADE AND ILLUMINATE CONTOUR DUO (2)
- SHADE AND ILLUMINATE HIGHLIGHTING DUO (2)
- ARCHITECTURE SOFT MATTE BLUSH (2)
- ARCHITECTURE SOFT MATTE BLURRING POWDER (1)
- ARCHITECTURE MICROBROW PENCIL (5)



ARCHITECTURE
RADIANCE HYDRATION FOUNDATION EASEL ONLY
SHIPPING DIRECTLY TO DOOR

EASEL LEFT TO RIGHT / TOP TO BOTTOM

- ARCHITECTURE RADIANCE FOUNDATION (40)
- SHADE AND ILLUMINATE CONCEALER (20)
- SHADE AND ILLUMINATE SOFT RADIANCE PRIMER (MIDDLE)
- SHADE AND ILLUMINATE CONTOUR DUO (1)
- SHADE AND ILLUMINATE HIGHLIGHTING DUO (1)
- ARCHITECTURE SOFT MATTE BLUSH (2)
- ARCHITECTURE SOFT MATTE BLURRING POWDER (1)
- ARCHITECTURE MICROBROW PENCIL (5)

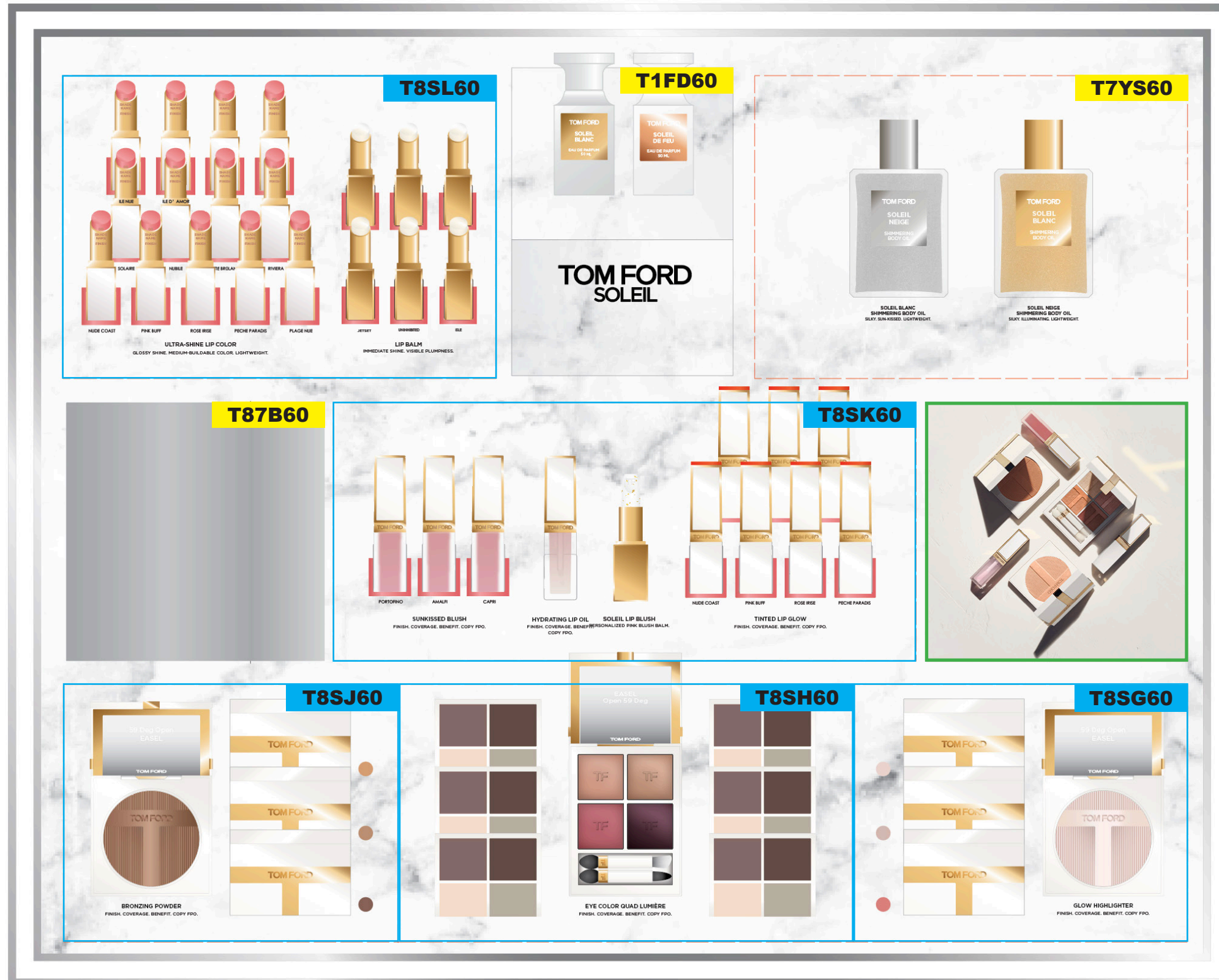


ARCHITECTURE
SOFT MATTE + SHADE AND ILLUMINATE EASEL
SHIPPING DIRECTLY TO DOOR

EASEL LEFT TO RIGHT / TOP TO BOTTOM

- NEW RADIANCE FOUNDATION (29)
- SHADE AND ILLUMINATE SOFT RADIANCE PRIMER (1)
- SHADE AND ILLUMINATE CONTOUR DUO (1)
- SHADE AND ILLUMINATE HIGHLIGHTING DUO (1)
- TRACELESS SOFT MATTE PRIMER (1)
- ARCHITECTURE SOFT MATTE BLURRING FOUNDATION (29)
- SHADE AND ILLUMINATE CONCEALER (20)
- ARCHITECTURE SOFT MATTE BLUSH (2)
- ARCHITECTURE SOFT MATTE BLURRING POWDER (1)
- TRACELESS SOFT MATTE CONCEALER (20)

SOLEIL EASEL SCHEMATICS NEW TILIE UPDATES APRIL - MAY



SOLEIL EASEL

SHIPPING DIRECTLY TO DOOR

EASEL LEFT TO RIGHT / TOP TO BOTTOM

- ULTRA-SHINE LIP COLOR (13)
- SOLEIL LIP BALM (6)
- SOLEIL BLANC EDP 50ML (1)
- SOLEIL DE DEU 50ML (1)
- SOLEIL SHIMMERING BODY OIL (2) 00AEEF
- SUNKISSED BLUSH (2)
- HYDRATING LIP OIL (1)
- SOLEIL LIP BLUSH (1)
- TINTED LIP GLOW (7)
- SOLEIL BRONZING POWDER (1)
- SOLEIL BRONZING POWDER (3)
- ECQ GODET TESTER PAN (3)
- ECQ FULL SIZE (1)
- ECQ GODET TESTER PAN (3)
- SOLEIL GLOW HIGHLIGHTER (3)
- SOLEIL GLOW HIGHLIGHTER (1)



DOUBLE-ENDED FACTICE

- ULTRA-SHINE LIP COLOR
- LIP BALM
- LIP BLUSH

TO INSTALL THE DOUBLE-ENDED LIP FACTICE, PLACE THE CONNECTOR ON THE BOTTOM SURFACE OF THE DIF SALABLE LIP COMPONENT WHERE THE FACTICE ATTACHES TO. THE TESTABLE BULLET IS TO BE PLACED DOWN WITHIN THE MERCHANDISING INSERTS AND THE FACTICE IS TO BE DISPLAYED BULLET UP.

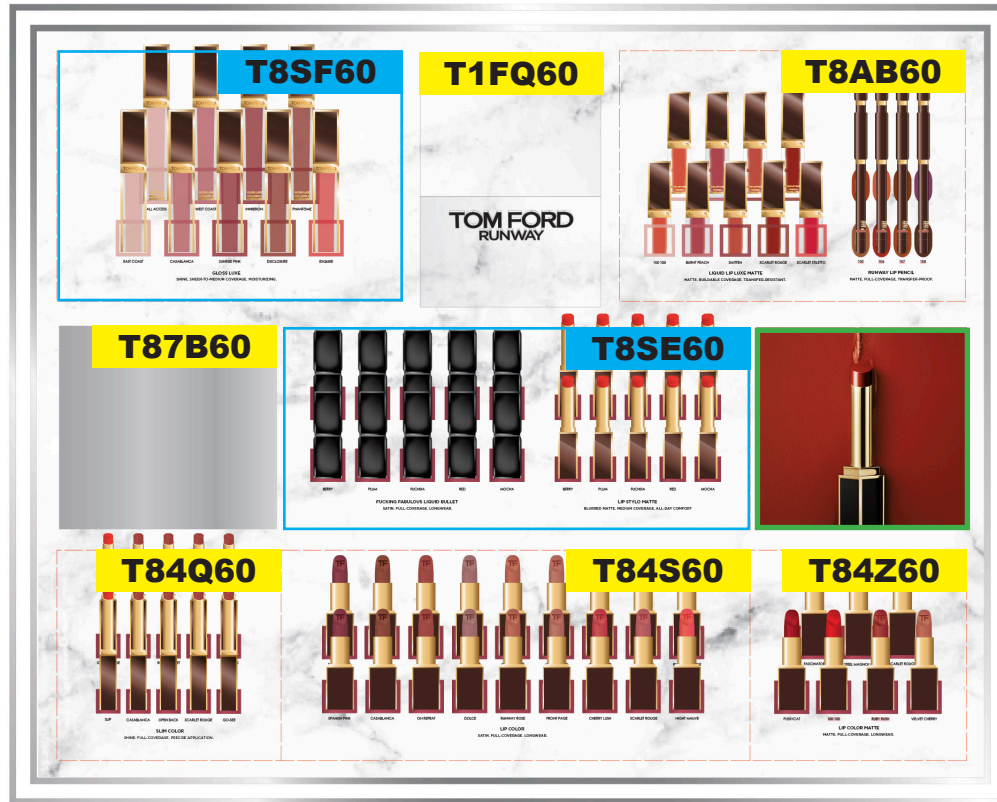
IF SHIPMENT OF NEW FACTICES IS DELAYED, PLEASE PLACE TESTABLE BULLET DOWN

RUNWAY EASEL SCHEMATICS NEW TILIE UPDATES APRIL - MAY

NEW VISUAL

EXISTING TILE CODES

NEW TILE CODES



RUNWAY
LIP EASEL
SHIPPING DIRECTLY TO DOOR

EASEL LEFT TO RIGHT / TOP TO BOTTOM

- GLOSS LUXE (9)
- LIQUID LIP LUXE MATTE (9)
- LIP PENCIL (8)
- FUCKING FABULOUS LIP (10)
- SLIM LIP COLOR SHINE (10)
- LIP COLOR (18)
- LIP COLOR MATTE (7)

DOUBLE-ENDED FACTICE

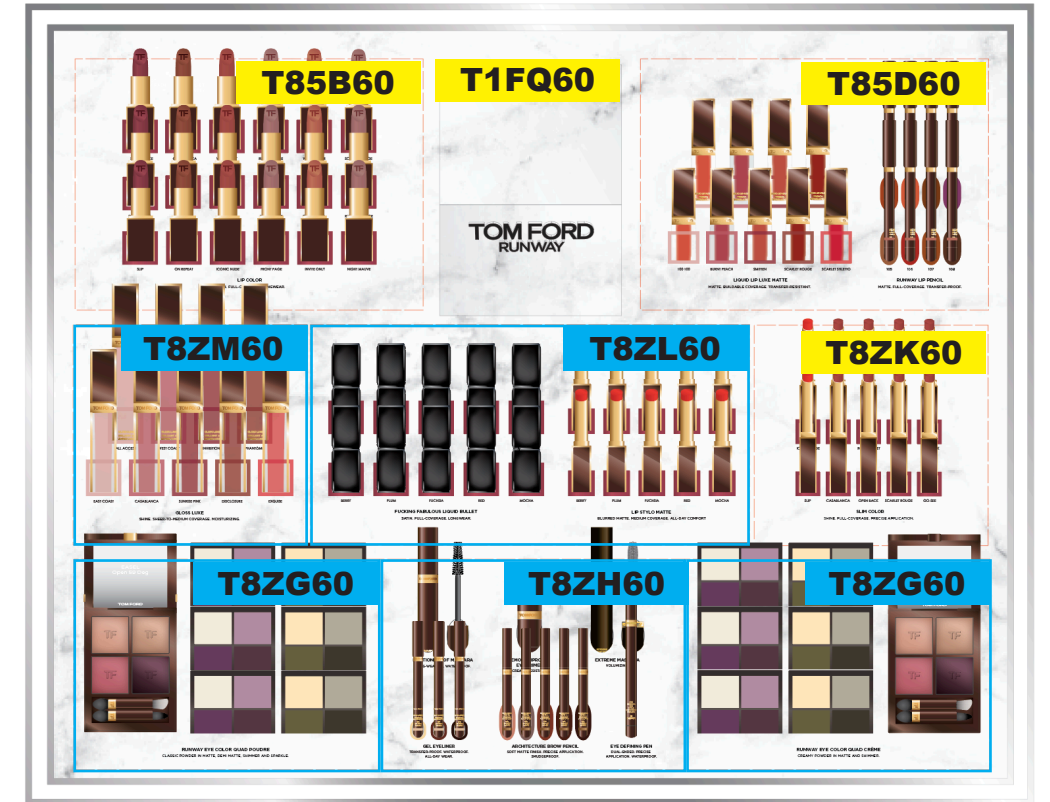
- LIP COLOR
- LIP COLOR MATTE



RUNWAY
EYE EASEL
SHIPPING DIRECTLY TO DOOR

EASEL LEFT TO RIGHT / TOP TO BOTTOM

- EMOTIONPROOF EYE PRIMER (1)
- BROW LAMINATOR (1)
- ARCHITECTURE BROW PENCIL (5)
- GEL LINER (3)
- EMOTIONPROOF MASCARA (WAND FACTICE) (10)
- EXTREME MASCARA(WAND FACTICE) (1)
- EYE DEFINING PEN (1)
- RUNWAY ECQ POWDRE FULL SIZE (2)
- RUNWAY ECQ CRÈME FULL SIZE (2)
- RUNWAY ECQ POWDRE FULL SIZE (1)
- RUNWAY ECQ POWDRE GODET TESTER PAN (6)
- RUNWAY ECQ CRÈME GODET TESTER PAN (6)
- RUNWAY ECQ CRÈME FULL SIZE (1)



RUNWAY
EYE + LIP EASEL
SHIPPING DIRECTLY TO DOOR

EASEL LEFT TO RIGHT / TOP TO BOTTOM

- LIP COLOR (18)
- LIQUID LIP LUXE MATTE (9)
- LIP PENCIL (8)
- GLOSS LUXE (9)
- FUCKING FABULOUS LIP (10)
- LIP STYLO MATTE (10)
- RUNWAY ECQ POWDRE FULL SIZE (1)
- RUNWAY ECQ GODET TESTER PAN (6)
- EMOTIONPROOF MASCARA (1)
- EMOTIONPROOF EYE PRIMER (1)
- EXTREME MASCARA (1)
- GEL LINER (3)
- ARCHITECTURE BROW PENCIL (5)
- EYE DEFINING PEN (1)
- RUNWAY ECQ GODET TESTER PAN (6)
- RUNWAY ECQ CRÈME FULL SIZE (1)

DOUBLE-ENDED FACTICE

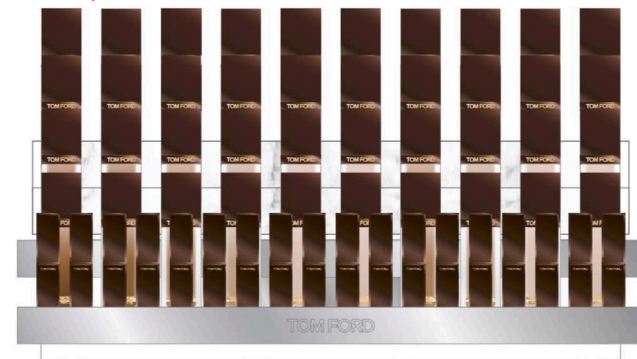
- LIP COLOR
- LIP COLOR MATTE



ALL TWO-TIERS OVERVIEW APRIL - MAY

NEW INSERTS FOR FACE, SOLEIL, LIP AND EYE.

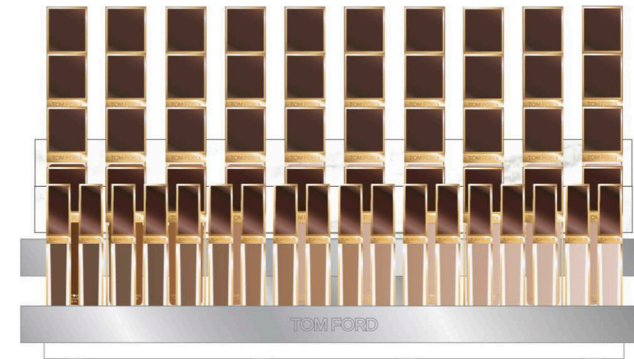
TWO - TIERS ARE ALWAYS PLACED IN THE ORDER OF FACE, SOLEIL, LIP AND EYE.



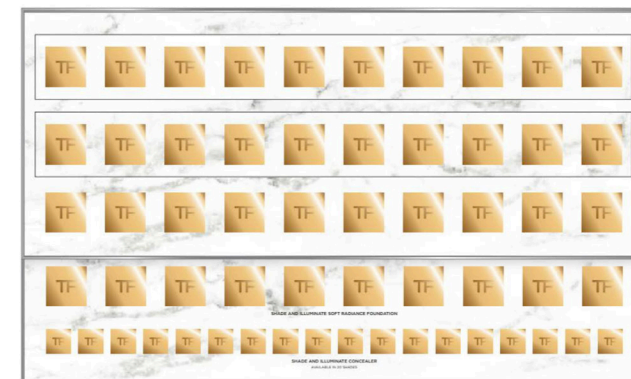
FRONT VIEW



ARCHITECTURE
SOFT MATTE BLURRING FOUNDATION ONLY



FRONT VIEW



ARCHITECTURE
RADIANCE FOUNDATION ONLY



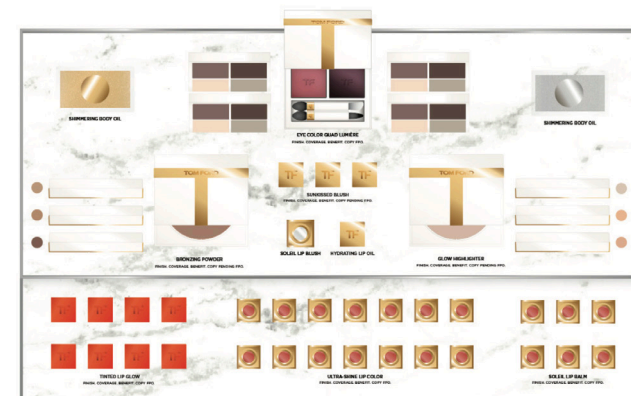
FRONT VIEW



ARCHITECTURE
FACE REGIMEN REFRESH
NEW INSERT - SHIPPING DIRECT TO DOOR



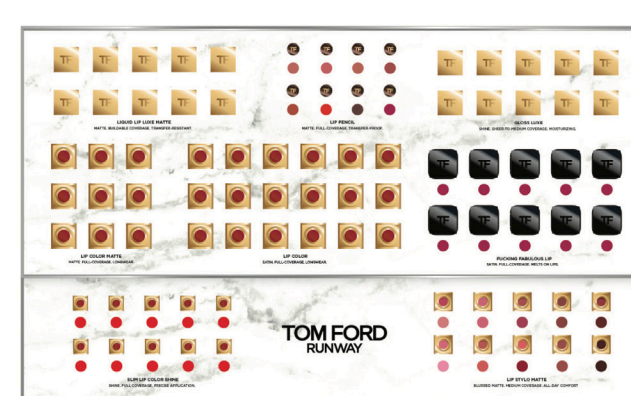
FRONT VIEW



SOLEIL
TWO-TIER
NEW INSERT - SHIPPING DIRECT TO DOOR



FRONT VIEW



RUNWAY
LIP TWO-TIER
NEW INSERT - SHIPPING DIRECT TO DOOR

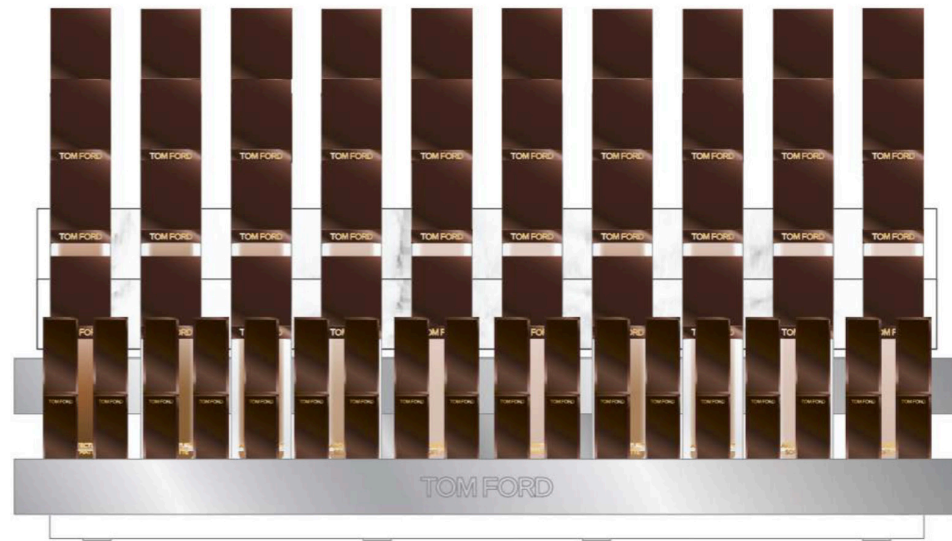


FRONT VIEW

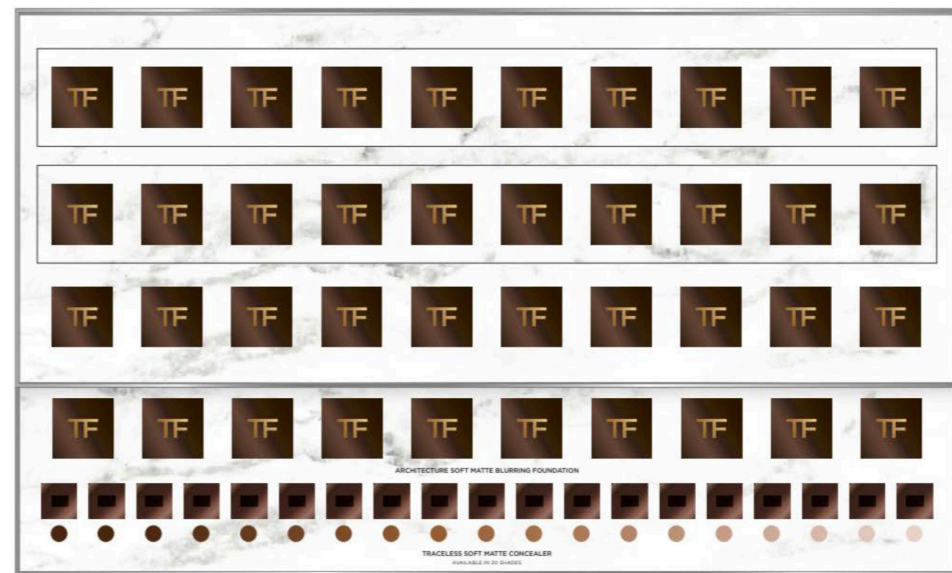


RUNWAY
EYE TWO-TIER
NEW INSERT - SHIPPING DIRECT TO DOOR

ARCHITECTURE TWO-TIER SCHEMATICS **NEW INSERTS APRIL - MAY**



FRONT VIEW



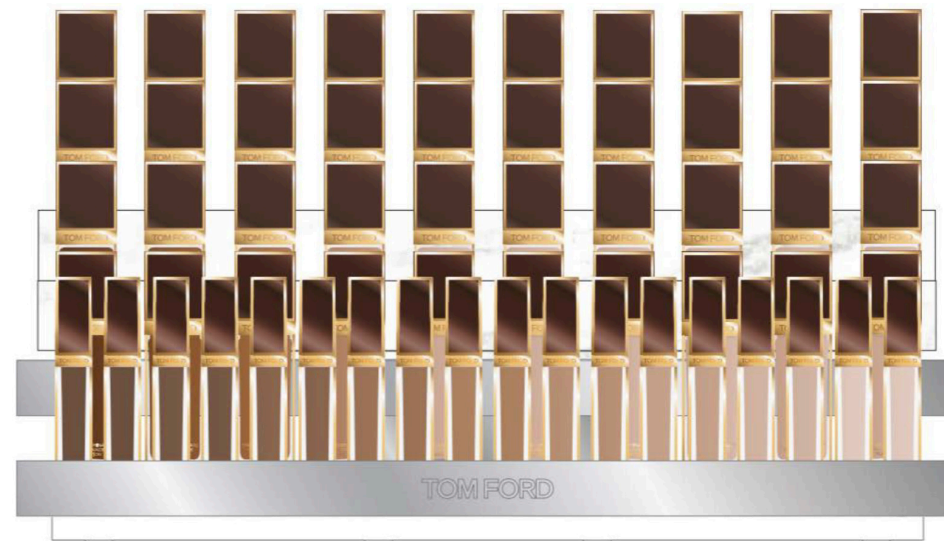
ARCHITECTURE
SOFT MATTE BLURRING FOUNDATION ONLY

TOP TIER

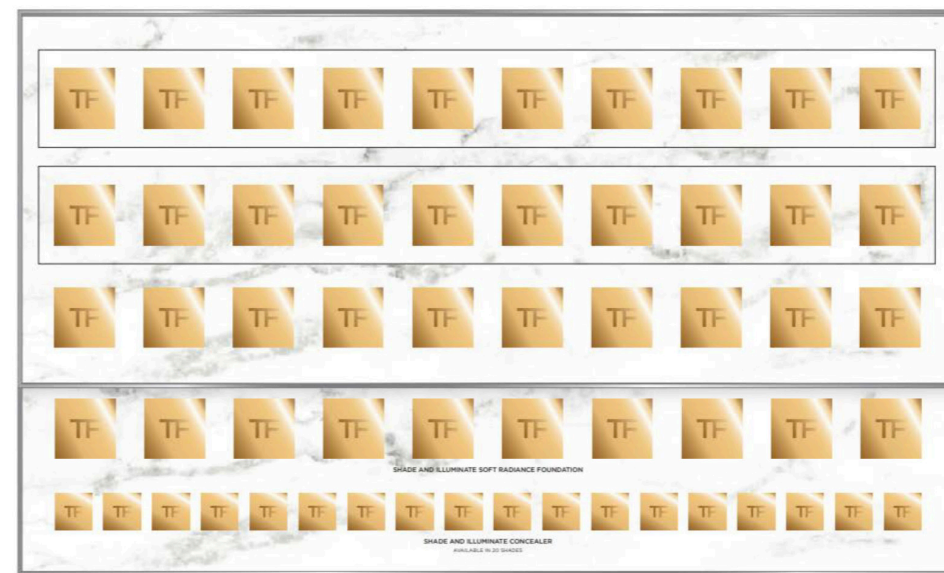
- SOFT MATTE BLURRING FOUNDATION (30)

LOWER TIER

- SOFT MATTE BLURRING FOUNDATION (10)
- TRACELESS SOFT MATTE CONCEALER (20)



FRONT VIEW



ARCHITECTURE
RADIANCE HYDRATION FOUNDATION ONLY

TOP TIER

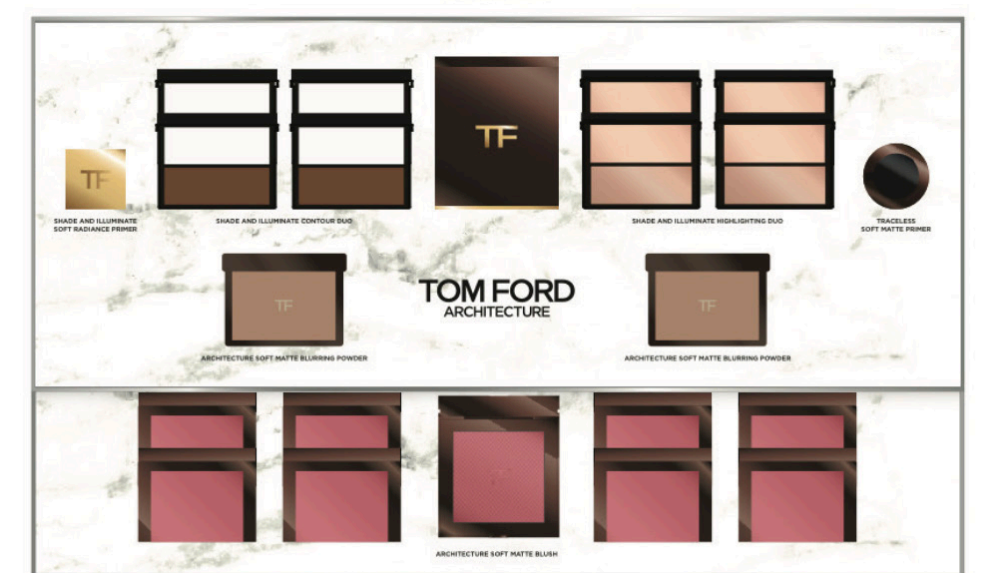
- ARCHITECTURE RADIANCE FOUNDATION (30)

LOWER TIER

- ARCHITECTURE RADIANCE FOUNDATION (10)
- SHADE AND ILLUMINATE CONCEALER (20)



FRONT VIEW



ARCHITECTURE
REGIMEN FACE REFRESH

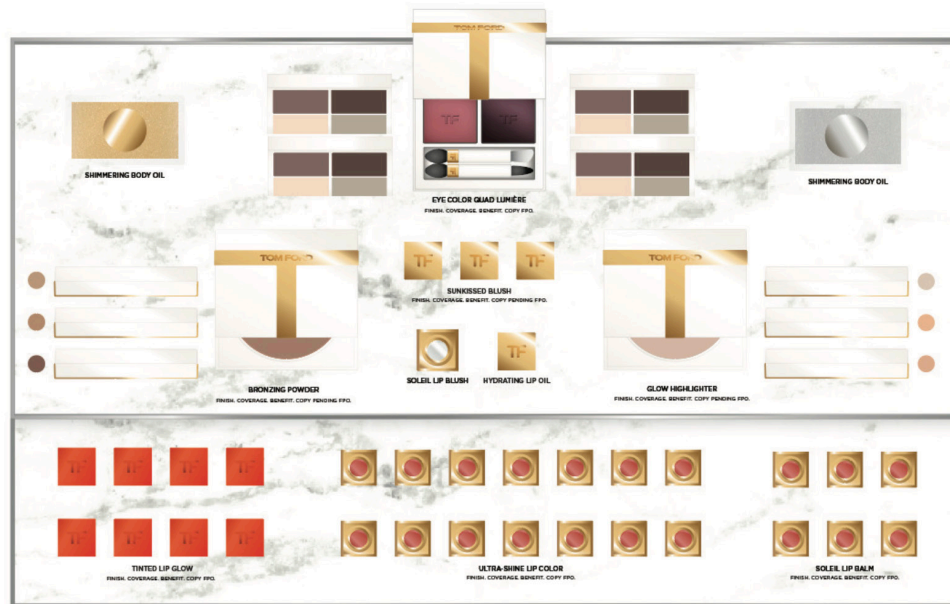
NEW INSERT

TOP TIER

- SHADE AND ILLUMINATE SOFT RADIANCE PRIMER (1)
- SHADE AND ILLUMINATE CONTOUR DUO GODET (2)
- SHADE AND ILLUMINATE DUO COMPACT (1)
- SHADE AND ILLUMINATE HIGHLIGHTING DUO GODET (2)
- TRACELESS SOFT MATTE PRIMER (1)
- ARCHITECTURE SOFT MATTE BLURRING POWDER GODET (2)
- ARCHITECTURE SOFT MATTE BLUSH GODET (4)
- ARCHITECTURE SOFT MATTE BLUSH COMPACT (1)
- ARCHITECTURE SOFT MATTE BLUSH GODET (4)

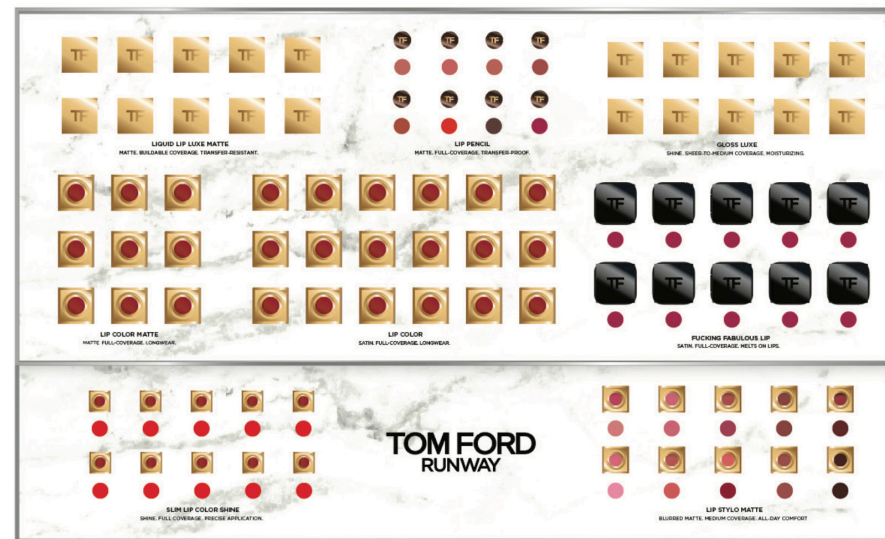
SOLEIL + RUNWAY TWO-TIER SCHEMATICS NEW INSERTS FOR SOLEIL, LIP AND EYE

T8SP600001



- SOLEIL
SOLEIL TWO-TIER
NEW INSERT - SHIPPING DIRECT TO DOOR
TOP TIER LEFT TO RIGHT / TOP TO BOTTOM
- SHIMMERING BODY OIL (1)
 - ECQ GODET TESTER PAN (2)
 - ECQ FULL SIZE (1)
 - ECQ GODET TESTER PAN (2)
 - SHIMMERING BODY OIL (1)
 - SOLEIL BRONZING POWDER (3)
 - SOLEIL BRONZING POWDER (1)
 - SUNKISSED BLUSH (3)
 - SOLEIL LIP BLUSH (1)
 - HYDRATING LIP OIL (1)
 - SOLEIL GLOW HIGHLIGHTER (1)
 - SOLEIL GLOW HIGHLIGHTER (3)
- LOWER TIER LEFT TO RIGHT
- TINTED LIP GLOW (8)
 - ULTRASHINE LIP COLOR (14)
 - LIP BALM (6)
- FACTICES FOR ULTRASHINE LIP COLOR

T8SQ600001



- RUNWAY
LIP TWO-TIER
NEW INSERT - SHIPPING DIRECT TO DOOR
TOP TIER LEFT TO RIGHT / TOP TO BOTTOM
- LIQUID LIP LUXE MATTE (10)
 - LIP PENCIL (8)
 - GLOSS LUXE (10)
 - LIP COLOR MATTE (9)
 - LIP COLOR (18)
 - FUCKING FABULOUS LIP (5)
- LOWER TIER LEFT TO RIGHT
- SLIM COLOR SHINE (10)
 - LIP STYLO MATTE (10)
- FACTICES FOR LIP COLOR + LIP COLOR MATTE

T8SR600001



- RUNWAY
EYE TWO-TIER
NEW INSERT - SHIPPING DIRECT TO DOOR
TOP TIER LEFT TO RIGHT / TOP TO BOTTOM
- ECQ POUUDRE TESTER PAN (6)
 - ECQ POUUDRE FULL SIZE (1)
 - ECQ CREMÈ FULL SIZE (1)
 - ECQ CREMÈ TESTER PAN (6)
 - EMOTIONPROOF MASCARA (1) (WAND FACTICE) (1)
 - EXTREME MASCARA (1) (WAND FACTICE) (1)
- LOWER TIER LEFT TO RIGHT
- EYE DEFINING PEN
 - GEL LINER (3)
 - EMOTIONPROOF EYE PRIMER (1)
 - ARCHITECTURE BROW PENCIL (5)

TOM FORD BEAUTY

FY26 MACASSAR SPRING EASELS

NON-NORDSTROM

FAST FACTS- POINT OF SALE SUPPORT TEAM

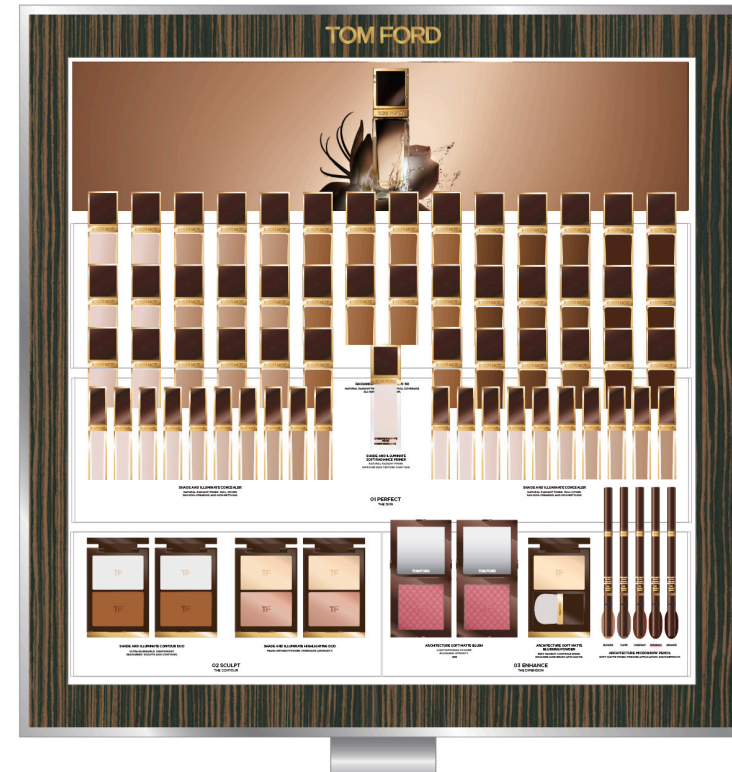
How to get the MOST out of your POS experience

- For simple tracking of units and/or gifts-**CALL** 844-387-1122(immediate response)
- For VM elements request, **EMAIL & SEND** photos of space and overall counter. (take a step back so brand can assess)
- For Lightbox request, **EMAIL & SEND** photos of ALL current images. (so brand can understand full story)
- For Repair and Maintenance, **ENTER** into your Service Channel App. Include photos of issue and overall counter.

ALL EASELS OVERVIEW APRIL / MAY



ARCHITECTURE
SOFT MATTE BLURRING FOUNDATION EASEL



ARCHITECTURE
RADIANCE HYDRATING FOUNDATION EASEL



ARCHITECTURE
SOFT MATTE + RADIANCE HYDRATING

PLEASE FOLLOW THE PLACEMENT OF TILES.
EASELS ARE ALWAYS PLACED IN THE ORDER
OF FACE, SOLEIL, LIP AND EYE.



SOLEIL
EASEL



RUNWAY
LIP EASEL



RUNWAY
EYE EASEL

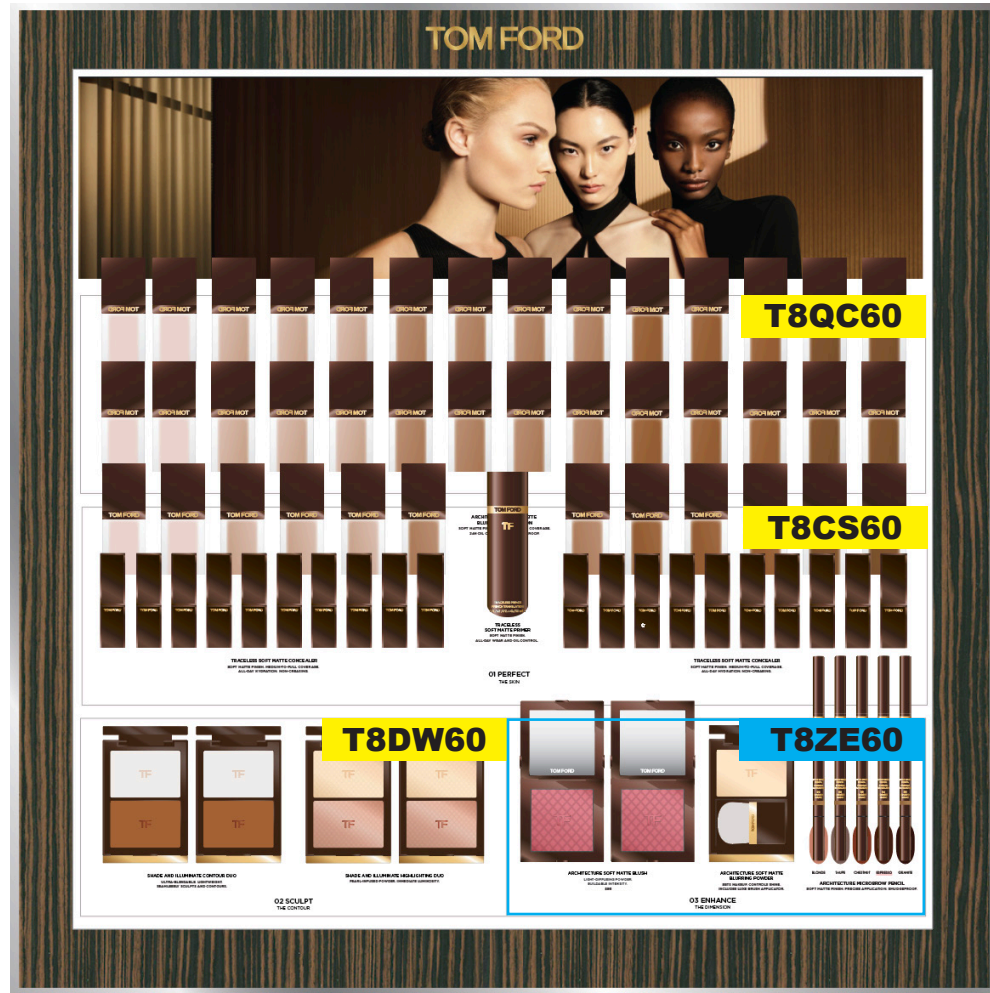


RUNWAY
EYE + LIP EASEL

ARCHITECTURE EASEL SCHEMATICS APRIL / MAY

EXISTING TILE CODES

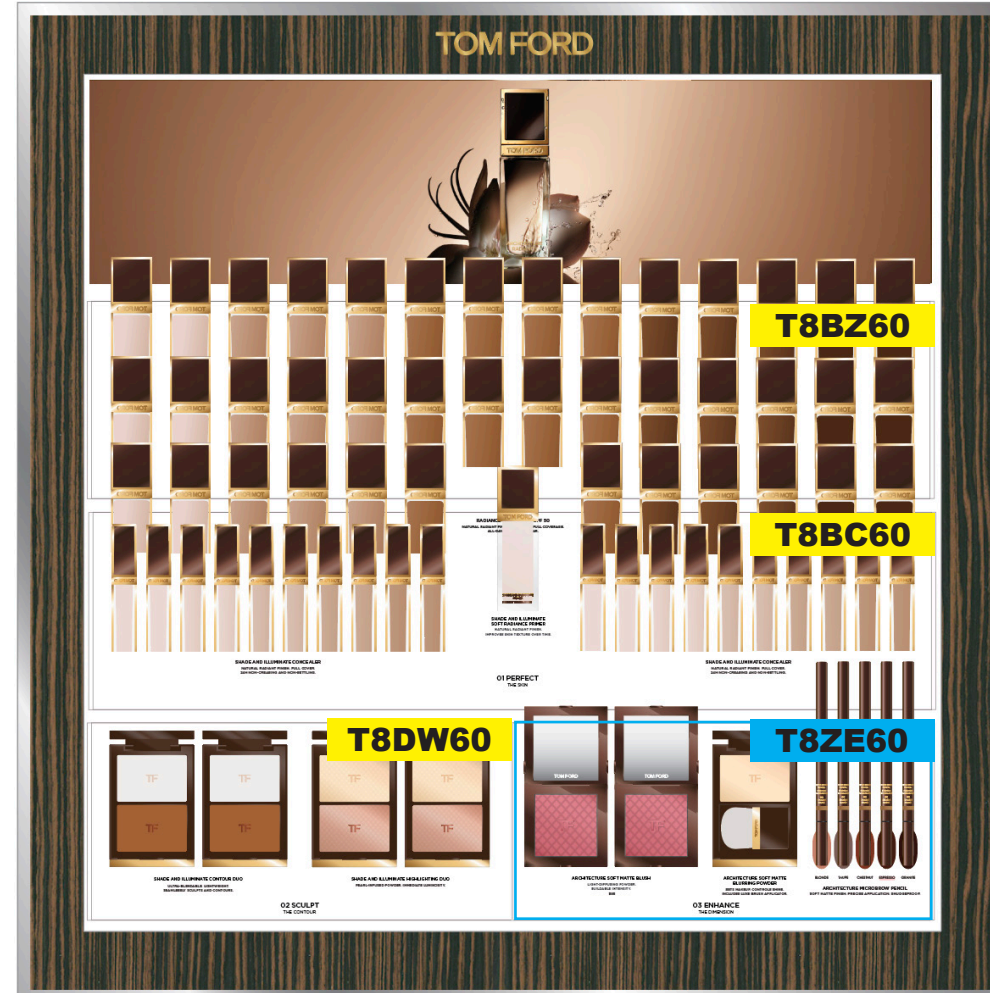
NEW TILE CODES



ARCHITECTURE
SOFT MATTE BLURRING FOUNDATION EASEL

EASEL LEFT TO RIGHT / TOP TO BOTTOM

- ARCHITECTURE SOFT MATTE BLURRING FOUNDATION (40)
- TRACELESS SOFT MATTE PRIMER (1)
- TRACELESS SOFT MATTE CONCEALER (20)
- SHADE AND ILLUMINATE CONTOUR DUO (2)
- SHADE AND ILLUMINATE HIGHLIGHTING DUO (2)
- ARCHITECTURE SOFT MATTE BLUSH (2)
- ARCHITECTURE SOFT MATTE BLURRING POWDER (1)
- ARCHITECTURE BROW PENCIL (5)



ARCHITECTURE
RADIANCE HYDRATING FOUNDATION EASEL ONLY

EASEL LEFT TO RIGHT / TOP TO BOTTOM

- RADIANCE HYDRATION FOUNDATION SPF 50 (40)
- SHADE AND ILLUMINATE SOFT RADIANCE PRIMER (1)
- SHADE AND ILLUMINATE CONCEALER (20)
- SHADE AND ILLUMINATE CONTOUR DUO (2)
- SHADE AND ILLUMINATE HIGHLIGHTING DUO (2)
- ARCHITECTURE SOFT MATTE BLUSH (2)
- ARCHITECTURE SOFT MATTE BLURRING POWDER (1)
- ARCHITECTURE BROW PENCIL (5)



ARCHITECTURE
SOFT MATTE + SHADE AND ILLUMINATE EASEL

EASEL LEFT TO RIGHT / TOP TO BOTTOM

- RADIANCE HYDRATION FOUNDATION SPF 50 (24)
- SHADE AND ILLUMINATE SOFT RADIANCE PRIMER (1)
- TRACELESS SOFT MATTE PRIMER (1)
- ARCHITECTURE SOFT MATTE BLURRING FOUNDATION (24)
- SHADE AND ILLUMINATE CONCEALER (20)
- SHADE AND ILLUMINATE CONTOUR DUO (1)
- SHADE AND ILLUMINATE HIGHLIGHTING DUO (1)
- ARCHITECTURE SOFT MATTE BLUSH (2)
- ARCHITECTURE SOFT MATTE BLURRING POWDER (1)
- TRACELESS SOFT MATTE CONCEALER (20)

NEW VISUAL

EXISTING TILE CODES

SOLEIL EASEL SCHEMATICS **APRIL / MAY**

NEW TILE CODES



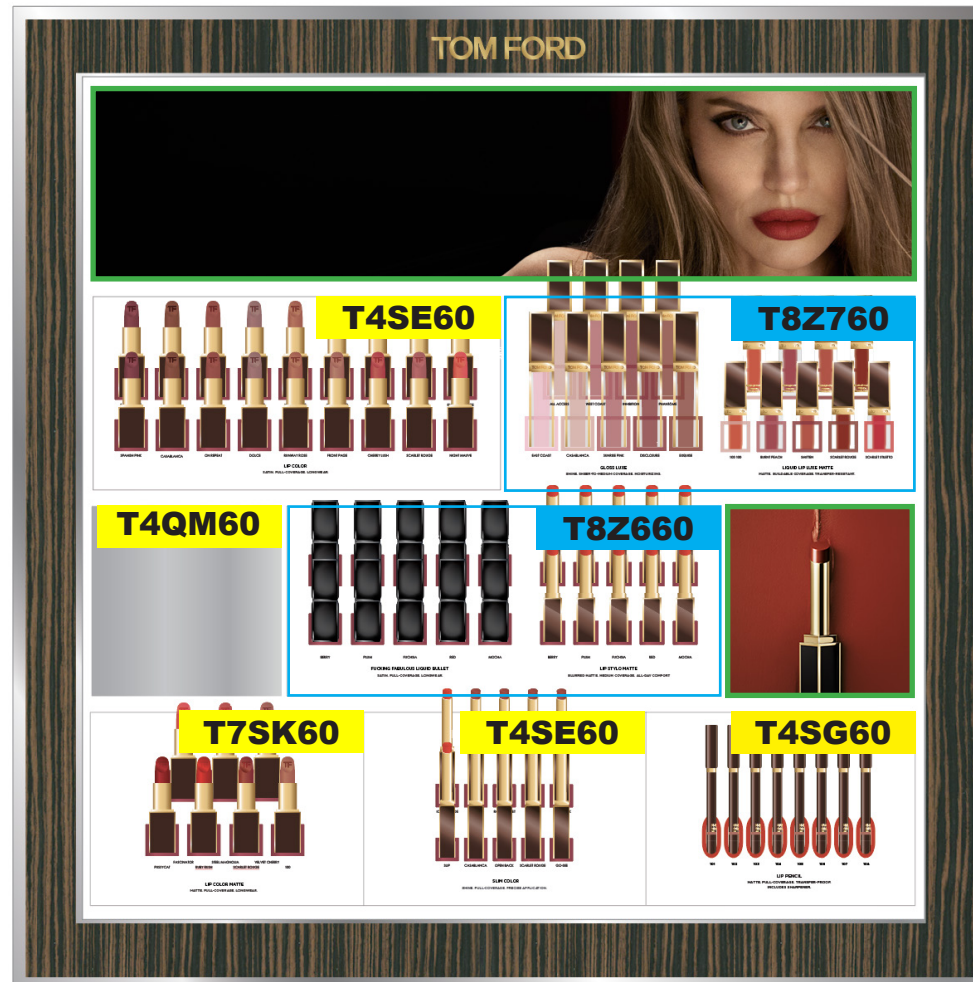
SOLEIL
EASEL

EASEL **LEFT TO RIGHT / TOP TO BOTTOM**

- LIP BALM (6)
- ULTRA-SHINE LIP COLOR (13)
- SOLEIL BLANC SHIMMERING BODY OIL (1)
- SOLEIL NEIGE SHIMMERING BODY OIL (1)
- **SUNKISSED BLUSH (3)**
- **TINTED LIP GLOW (7)**
- **HYDRATING LIP OIL (1)**
- SOLEIL LIP BLUSH (1)
- **SOLEIL BRONZING POWDER (1)**
- **SOLEIL BRONZING POWDER (3)**
- **ECQ GODET TESTER PAN (3)**
- **ECQ FULL SIZE (1)**
- **ECQ GODET TESTER PAN (3)**
- **SOLEIL GLOW HIGHLIGHTER (3)**
- **SOLEIL GLOW HIGHLIGHTER (1)**

RUNWAY EASEL SCHEMATICS APRIL / MAY

NEW VISUAL EXISTING TILE CODES
NEW TILE CODES



RUNWAY
LIP EASEL

EASEL LEFT TO RIGHT / TOP TO BOTTOM

- LIP COLOR (20)
- GLOSS LUXE (10)
- LIQUID LIP LUXE MATTE (10)
- FUCKING FABULOUS LIP (10) DEF
- LIP STYLO MATTE (10)
- LIP COLOR MATTE (7)
- SLIM LIP COLOR SHINE (10)
- LIP PENCIL (8)

RUNWAY
EYE EASEL

EASEL LEFT TO RIGHT / TOP TO BOTTOM

- EMOTIONPROOF EYE PRIMER (1)
- ARCHITECTURE BROW PENCIL (5)
- GEL LINER (3)
- EXTREME MASCARA(1)
- EMOTIONPROOF MASCARA (1)
- EYE DEFINING PEN (1)
- RUNWAY ECQ POWDRE FULL SIZE (2)
- RUNWAY ECQ CRÈME FULL SIZE (2)
- RUNWAY ECQ POWDRE FULL SIZE (1)
- RUNWAY ECQ POWDRE GODET TESTER PAN (6)
- RUNWAY ECQ CRÈME GODET TESTER PAN (6)
- RUNWAY ECQ CRÈME FULL SIZE (1)

RUNWAY
EYE + LIP EASEL

EASEL LEFT TO RIGHT / TOP TO BOTTOM

- FUCKING FABULOUS LIP (10)
- LIP STYLO MATTE (10)
- RUNWAY LIP PENCIL (8)
- SLIM LIP COLOR SHINE (10)
- LIQUID LIP LUXE MATTE (10)
- LIP COLOR (20)
- GLOSS LUXE (10)
- RUNWAY ECQ POWDRE FULL SIZE (1)
- RUNWAY ECQ TESTER PAN (6)
- EMOTIONPROOF MASCARA (1)
- EMOTIONPROOF EYE PRIMER (1)
- EXTREME MASCARA (1)
- GEL LINER (3)
- ARCHITECTURE BROW PENCIL (5)
- EYE DEFINING PEN (1)
- RUNWAY ECQ TESTER PAN (6)
- RUNWAY ECQ CRÈME FULL SIZE (1)

ALL FRAMES (MAFS + SAFS) OVERVIEW

MAFS MEDIUM ANGLED FRAMES SAFS SMALL ANGLED FRAMES

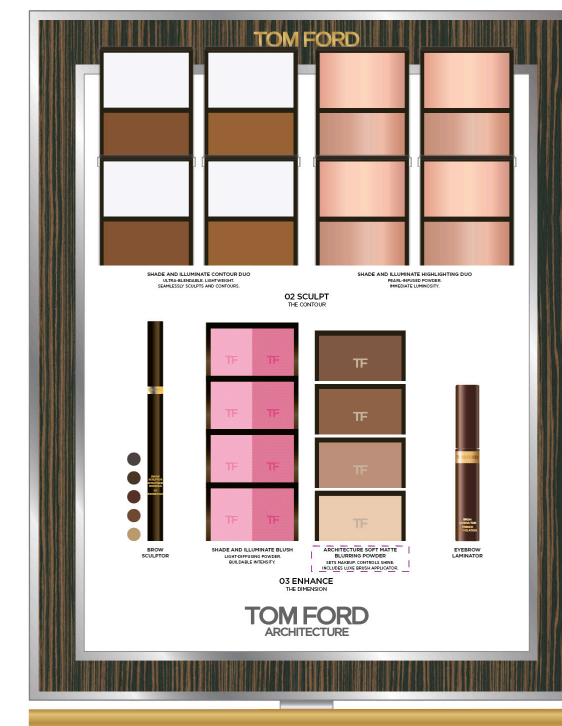
NEW INSERTS SOLEIL + LIP + EYE



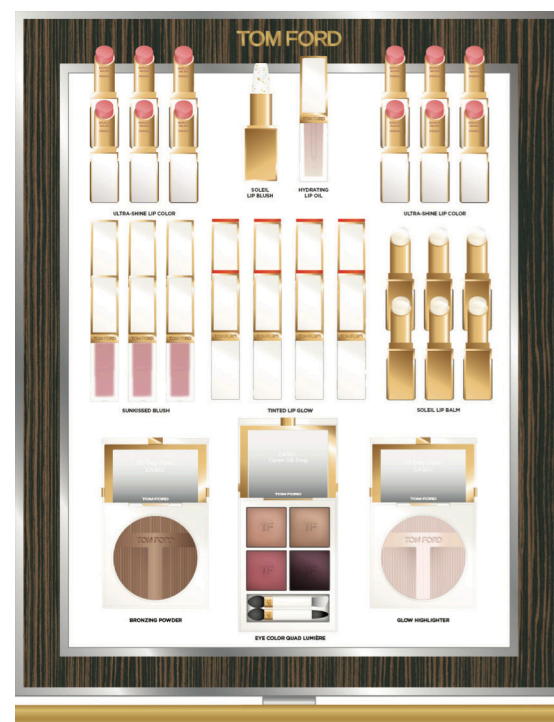
ARCHITECTURE
SOFT MATTE BLURRING FOUNDATION MAF



ARCHITECTURE
RADIANCE FOUNDATION MAF



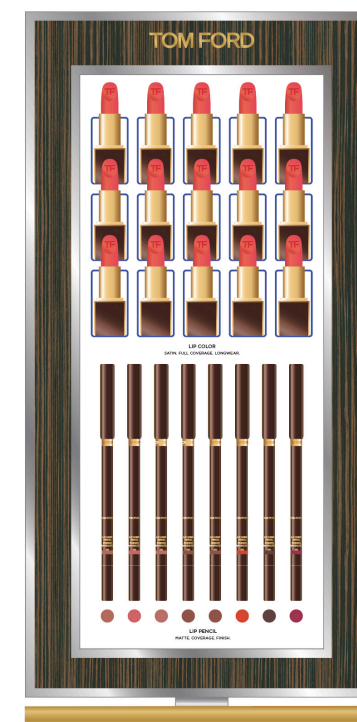
ARCHITECTURE
SOFT MATTE + SHADE AND ILLUMINATE MAF



SOLEIL
MAF **NEW INSERT**
SHIPPING DIRECT TO DOOR



RUNWAY
LIP MAF **NEW INSERT**
SHIPPING DIRECT TO DOOR



RUNWAY
LIP SAF
SHIPPING DIRECT TO DOOR



RUNWAY
EYE MAF **NEW INSERT**

ARCHITECTURE FRAMES SCHEMATICS



ARCHITECTURE
SOFT MATTE BLURRING FOUNDATION MAF

LEFT TO RIGHT / TOP TO BOTTOM

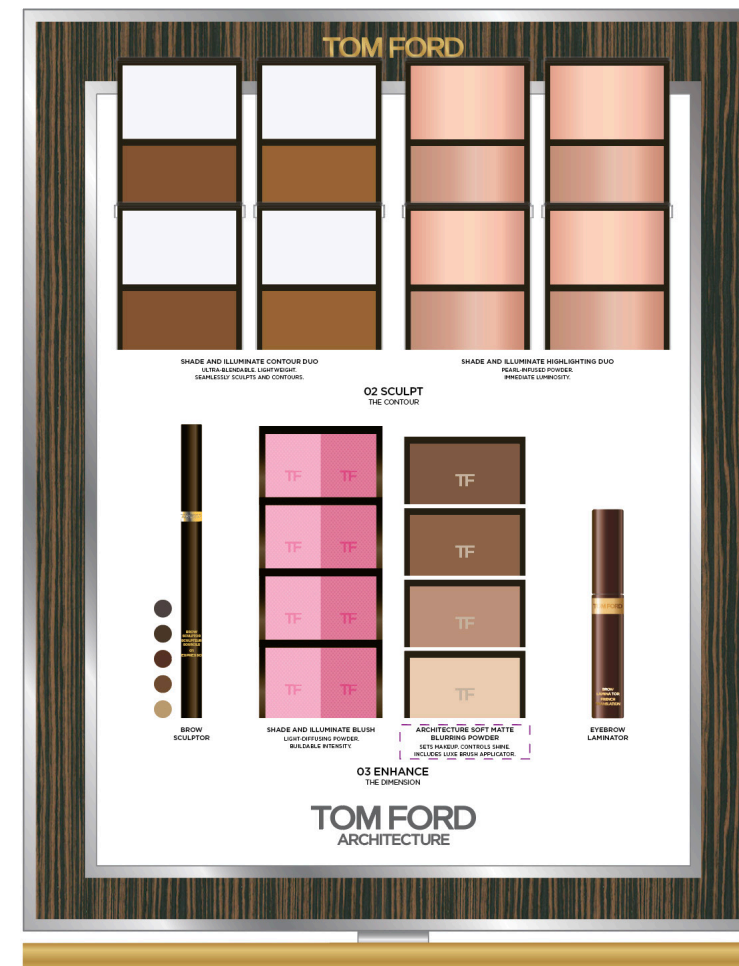
- ARCHITECTURE SOFT MATTE BLURRING FOUNDATION (18)
- TRACELESS SOFT MATTE CONCEALER (11)



ARCHITECTURE
SHADE AND ILLUMINATE FOUNDATION MAF
REPLACE NEW FOUNDATION IN THE PREVIOUS S&I
FOUNDATION SOCKETS

LEFT TO RIGHT / TOP TO BOTTOM

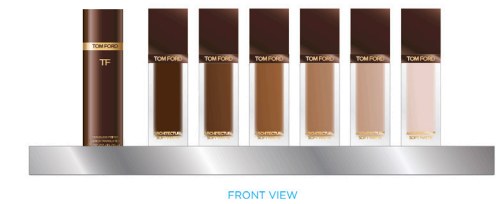
- RADIANCE HYDRATING FOUNDATION (18)
- SHADE AND ILLUMINATE CONCEALER (10)



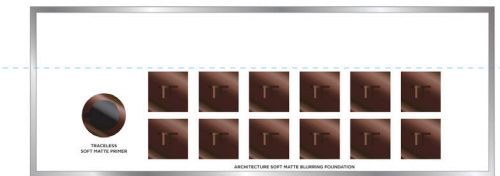
ARCHITECTURE
SOFT MATTE + SHADE AND ILLUMINATE MAF

LEFT TO RIGHT / TOP TO BOTTOM

- EYE COLOR QUAD CREME (3)
- ECQ CREME NEW FORMULA (2)
- EYE COLOR QUAD (3)
- EYE DEFINING PEN (1)
- GEL EYELINER (3)
- EMOTIONPROOF EYE PRIMER (1)
- BROW SCULPTOR (5)
- BROW LAMINATOR (1)



FRONT VIEW



TOP VIEW

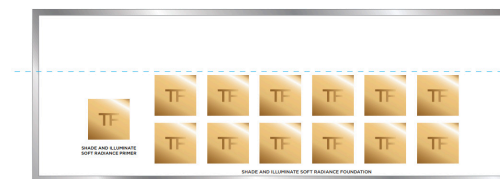
FACE
SOFT MATTE FOUNDATION + PRIMER

LEFT TO RIGHT / TOP TO BOTTOM

- RACELESS SOFT MATTE PRIMER
- ARCHITECTURE SOFT MATTE FOUND. (12)



FRONT VIEW



TOP VIEW

FACE
SHADE & ILLUMINATE FOUNDATION + PRIMER

LEFT TO RIGHT / TOP TO BOTTOM

- SHADE AND ILLUMINATE PRIMER
- RADIANCE HYDRATING FOUNDATION (12)

SOLEIL FRAME + RUNWAY LIP FRAME SCHEMATICS **NEW INSERTS**



SOLEIL
MAF **FACTICES FOR ULTRASHINE LIP COLOR**

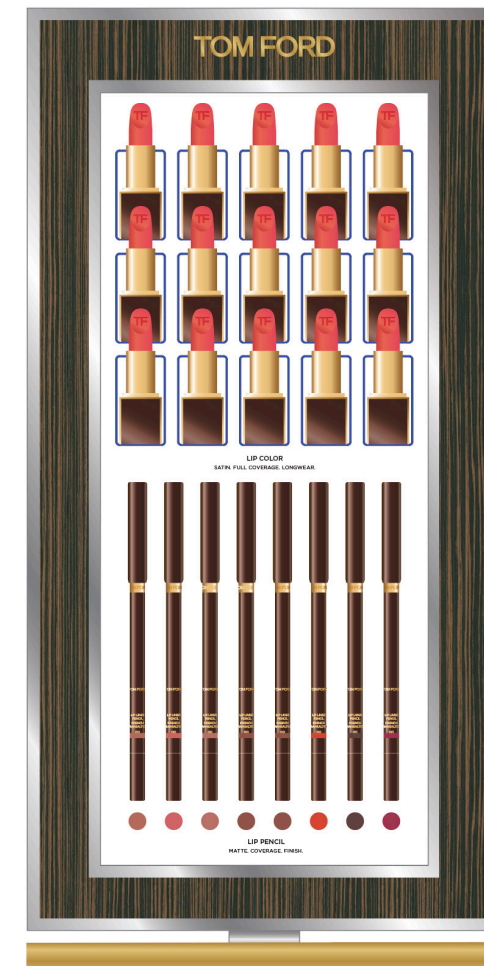
LEFT TO RIGHT / TOP TO BOTTOM

- ULTRASHINE LIP COLOR (12)
- SOLEIL LIP BLUSH (1)
- HYDRATING LIP OIL (1)
- SUNKISSED BLUSH (6)
- TINTED LIP GLOW (8)
- SOLEIL LIP BALM (6)
- BRONZING POWDER (1)
- ECQ LUMIÈRE (1)
- GLOW HIGHLIGHTER (1)

SOLEIL
TRAY

LEFT TO RIGHT / TOP TO BOTTOM

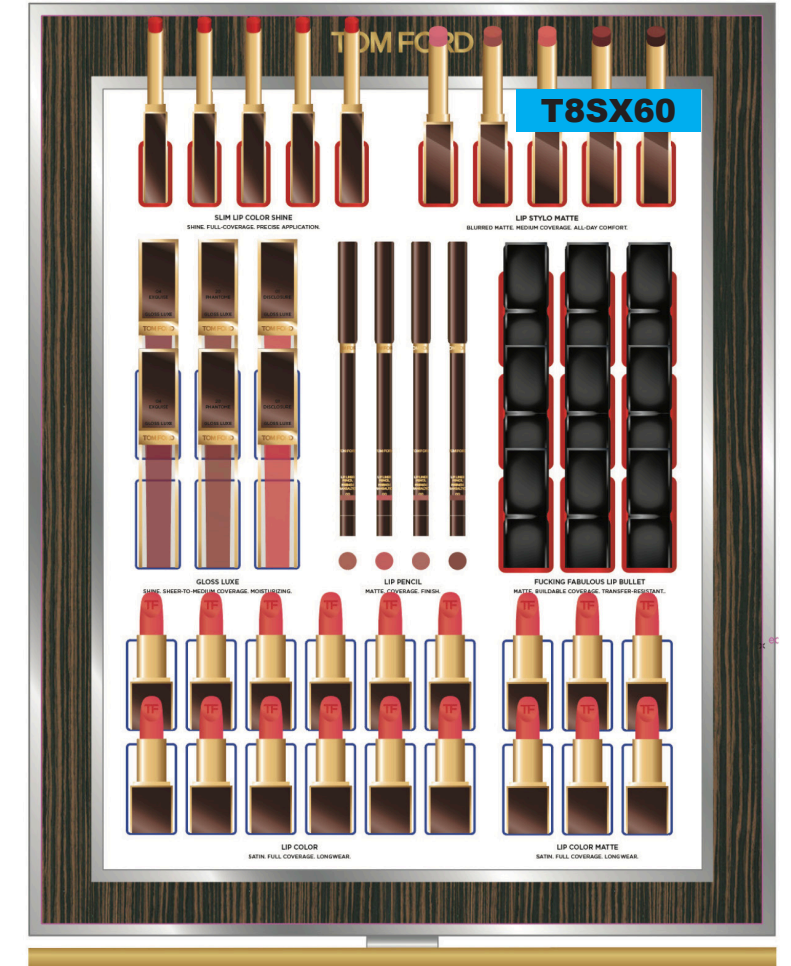
- BRONZING POWDER (1)
- SOLEIL SHIMMERING BODY OIL (3)
- GLOW HIGHLIGHTER (1)



RUNWAY
LIP SAF

LEFT TO RIGHT

- LIP COLOR (15)
- LIP PENCIL (8)



RUNWAY
LIP MAF **NEW INSERT**

LEFT TO RIGHT / TOP TO BOTTOM

- SLIM LIP COLOR SHINE (5)
- LIP STYLO MATTE (5)
- GLOSS LUXE (6)
- LIP PENCIL (4)
- FUCKING FABULOUS LIP (9)
- LIP COLOR (12)
- LIP COLOR MATTE (6)

EYE FRAME SCHEMATICS



SOLEIL

EYE MAF **NEW INSERT**

- EMOTIONPROOF MASCARA (1)
- RUNWAY ECQ POWDRE FULL SIZE (1)
- RUNWAY ECQ CRÈME FULL SIZE (1)
- EXTREME MASCARA (1)
- EYE DEFINING PEN (1)
- GEL EYELINER (3)
- EMOTIONPROOF EYE PRIMER (1)
- ARCHITECTURE BROW PENCIL (5)
- EMOTIONPROOF EYE PRIMER (2)

TOM FORD BEAUTY

FY26 Q4 VISUAL MERCHANDISING GUIDELINES

MACASSAR SPRING EASELS

NORDSTROM ONLY DOORS

FAST FACTS- POINT OF SALE SUPPORT TEAM

How to get the MOST out of your POS experience

- For simple tracking of units and/or gifts-**CALL** 844-387-1122(immediate response)
- For VM elements request, **EMAIL & SEND** photos of space and overall counter. (take a step back so brand can assess)
- For Lightbox request, **EMAIL & SEND** photos of ALL current images. (so brand can understand full story)
- For Repair and Maintenance, **ENTER** into your Service Channel App. Include photos of issue and overall counter.

ALL EASELS OVERVIEW **APRIL / MAY**

PLEASE FOLLOW THE PLACEMENT OF TILES.
EASELS ARE ALWAYS PLACED IN THE ORDER
OF FACE, SOLEIL, LIP AND EYE.



ARCHITECTURE
SOFT MATTE + RADIANCE HYDRATING



SOLEIL
EASEL



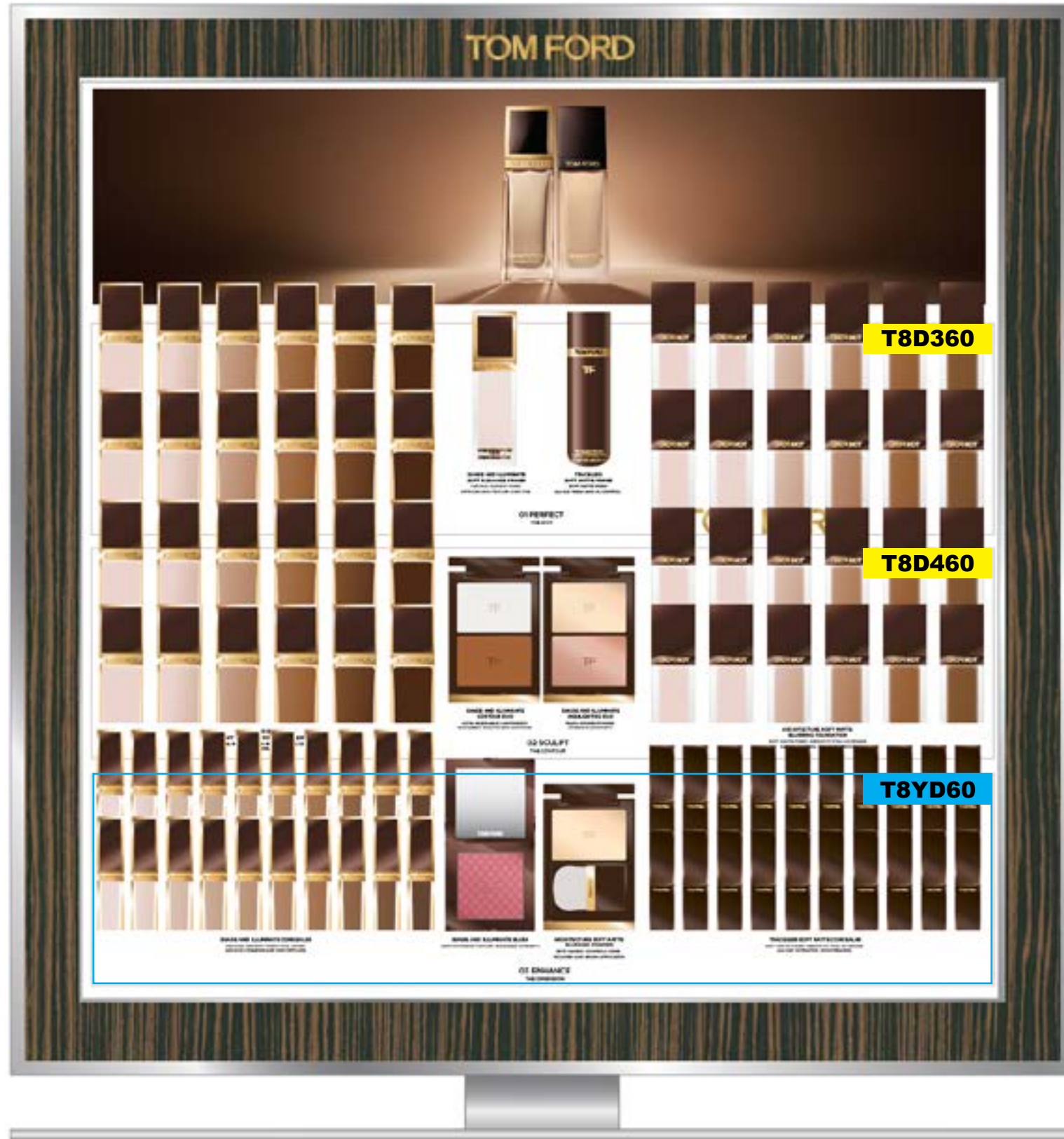
RUNWAY
LIP EASEL



RUNWAY
EYE EASEL



RUNWAY
EYE + LIP EASEL



ARCHITECTURE
SOFT MATTE + SHADE AND ILLUMINATE EASEL

EASEL **LEFT TO RIGHT / TOP TO BOTTOM**

- RADIANCE HYDRATION FOUNDATION SPF 50 (24)
- SHADE AND ILLUMINATE SOFT RADIANCE PRIMER (1)
- TRACELESS SOFT MATTE PRIMER (1)
- ARCHITECTURE SOFT MATTE BLURRING FOUNDATION (24)
- SHADE AND ILLUMINATE CONCEALER (20)
- SHADE AND ILLUMINATE CONTOUR DUO (1)
- SHADE AND ILLUMINATE HIGHLIGHTING DUO (1)
- **ARCHITECTURE SOFT MATTE BLUSH (1)**
- ARCHITECTURE SOFT MATTE BLURRING POWDER (1)
- TRACELESS SOFT MATTE CONCEALER (20)

NEW VISUAL

EXISTING TILE CODES

SOLEIL EASEL SCHEMATICS

NEW TILE CODES



SOLEIL
EASEL

EASEL LEFT TO RIGHT / TOP TO BOTTOM

- LIP BALM (6)
- ULTRA-SHINE LIP COLOR (13)
- SOLEIL BLANC SHIMMERING BODY OIL (1)
- SOLEIL NEIGE SHIMMERING BODY OIL (1)
- SUNKISSED BLUSH (3)
- TINTED LIP GLOW (7)
- HYDRATING LIP OIL (1)
- SOLEIL LIP BLUSH (1)
- SOLEIL BRONZING POWDER (1)
- SOLEIL BRONZING POWDER (3)
- ECQ GODET TESTER PAN (3)
- ECQ FULL SIZE (1)
- ECQ GODET TESTER PAN (3)
- SOLEIL GLOW HIGHLIGHTER (3)
- SOLEIL GLOW HIGHLIGHTER (1)

RUNWAY EASEL SCHEMATICS APRIL / MAY

NEW VISUAL

EXISTING TILE CODES

NEW TILE CODES



RUNWAY
LIP EASEL

EASEL LEFT TO RIGHT / TOP TO BOTTOM

- LIP COLOR (20)
- GLOSS LUXE (10)
- LIQUID LIP LUXE MATTE (10)
- FUCKING FABULOUS LIP (10) DEF
- LIP STYLO MATTE (10)
- LIP COLOR MATTE (7)
- SLIM LIP COLOR SHINE (10)
- LIP PENCIL (8)



RUNWAY
EYE EASEL

EASEL LEFT TO RIGHT / TOP TO BOTTOM

- EMOTIONPROOF EYE PRIMER (1)
- ARCHITECTURE BROW PENCIL (5)
- GEL LINER (3)
- EXTREME MASCARA(1)
- EMOTIONPROOF MASCARA (1)
- EYE DEFINING PEN (1)
- RUNWAY ECQ POWDRE FULL SIZE (2)
- RUNWAY ECQ CRÈME FULL SIZE (2)
- RUNWAY ECQ POWDRE FULL SIZE (1)
- RUNWAY ECQ POWDRE GODET TESTER PAN (6)
- RUNWAY ECQ CRÈME GODET TESTER PAN (6)
- RUNWAY ECQ CRÈME FULL SIZE (1)



RUNWAY
EYE + LIP EASEL

EASEL LEFT TO RIGHT / TOP TO BOTTOM

- FUCKING FABULOUS LIP (10)
- LIP STYLO MATTE (10)
- RUNWAY LIP PENCIL (8)
- SLIM LIP COLOR SHINE (10)
- LIQUID LIP LUXE MATTE (10)
- LIP COLOR (20)
- GLOSS LUXE (10)
- RUNWAY ECQ POWDRE FULL SIZE (1)
- RUNWAY ECQ GODET TESTER PAN (6)
- EMOTIONPROOF MASCARA (1)
- EMOTIONPROOF EYE PRIMER (1)
- EXTREME MASCARA (1)
- GEL LINER (3)
- ARCHITECTURE BROW PENCIL (5)
- EYE DEFINING PEN (1)
- RUNWAY ECQ GODET TESTER PAN (6)
- RUNWAY ECQ CRÈME FULL SIZE (1)

ALL FRAMES (MAFS + SAFS) OVERVIEW

MAFS MEDIUM ANGLED FRAMES SAFS SMALL ANGLED FRAMES

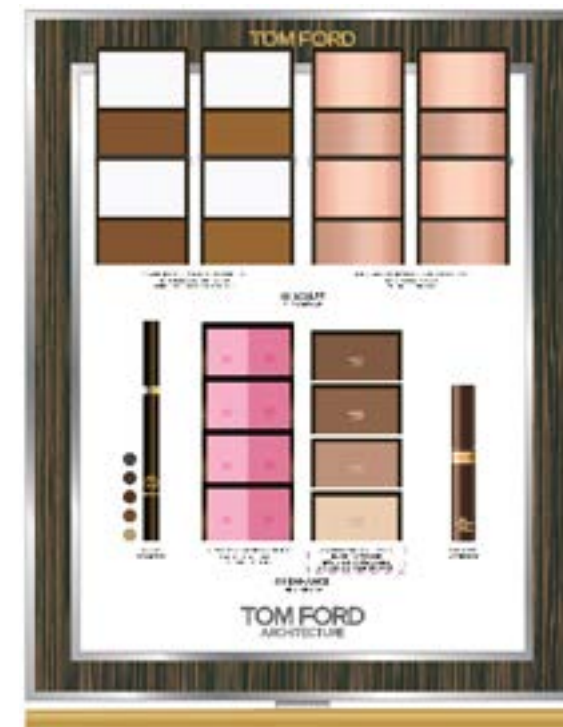
NEW INSERTS SOLEIL + LIP + EYE



ARCHITECTURE
SOFT MATTE BLURRING FOUNDATION MAF



ARCHITECTURE
RADIANCE FOUNDATION MAF



ARCHITECTURE
SOFT MATTE + SHADE AND ILLUMINATE MAF



SOLEIL
MAF **NEW INSERT**
SHIPPING DIRECT TO DOOR



RUNWAY
LIP MAF **NEW INSERT**
SHIPPING DIRECT TO DOOR



RUNWAY
LIP SAF
SHIPPING DIRECT TO DOOR



RUNWAY
EYE MAF **NEW INSERT**

ARCHITECTURE FRAMES SCHEMATICS



**ARCHITECTURE
SOFT MATTE BLURRING FOUNDATION MAF**

LEFT TO RIGHT / TOP TO BOTTOM

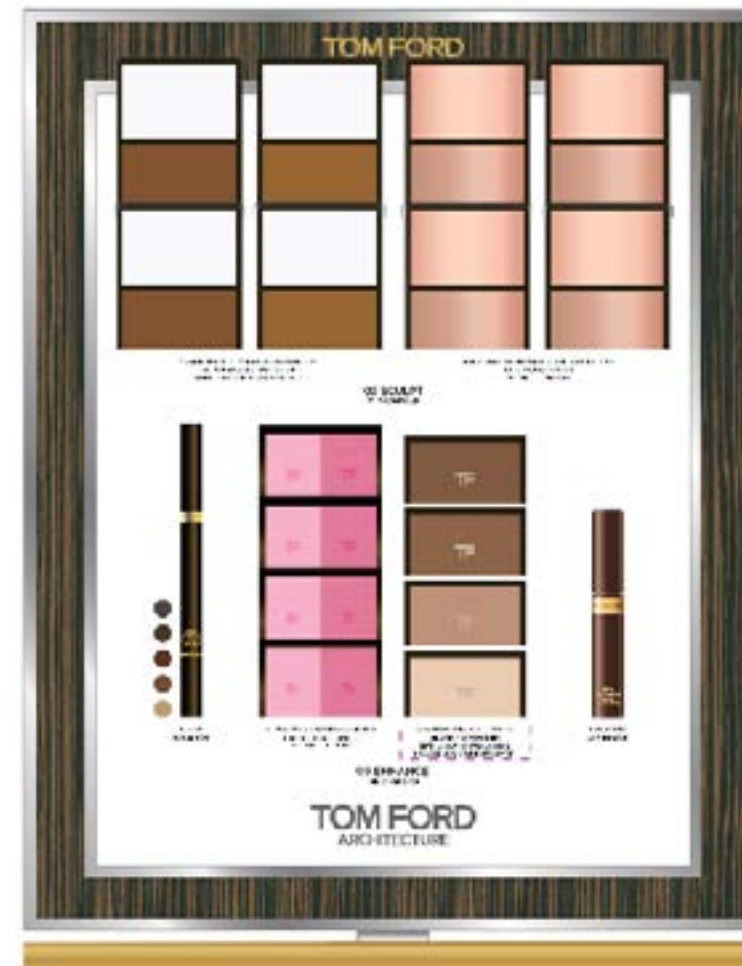
- ARCHITECTURE SOFT MATTE BLURRING FOUNDATION (18)
- TRACELESS SOFT MATTE CONCEALER (11)



**ARCHITECTURE
SHADE AND ILLUMINATE FOUNDATION MAF**
REPLACE NEW FOUNDATION IN THE PREVIOUS S&I
FOUNDATION SOCKETS

LEFT TO RIGHT / TOP TO BOTTOM

- RADIANCE HYDRATING FOUNDATION (18)
- SHADE AND ILLUMINATE CONCEALER (10)



**ARCHITECTURE
SOFT MATTE + SHADE AND ILLUMINATE MAF**

LEFT TO RIGHT / TOP TO BOTTOM

- EYE COLOR QUAD CREME (3)
- ECQ CREME NEW FORMULA (2)
- EYE COLOR QUAD (3)
- EYE DEFINING PEN (1)
- GEL EYELINER (3)
- EMOTIONPROOF EYE PRIMER (1)
- BROW SCULPTOR (5)
- BROW LAMINATOR (1)



**FACE
SOFT MATTE FOUNDATION + PRIMER**

LEFT TO RIGHT / TOP TO BOTTOM

- RACELESS SOFT MATTE PRIMER
- ARCHITECTURE SOFT MATTE FOUND. (12)



**FACE
SHADE & ILLUMINATE FOUNDATION + PRIMER**

LEFT TO RIGHT / TOP TO BOTTOM

- SHADE AND ILLUMINATE PRIMER
- RADIANCE HYDRATING FOUNDATION (12)

SOLEIL FRAME + RUNWAY LIP FRAME SCHEMATICS **NEW INSERTS**



SOLEIL
MAF FACTICES FOR ULTRASHINE LIP COLOR

LEFT TO RIGHT / TOP TO BOTTOM

- ULTRASHINE LIP COLOR (12)
- SOLEIL LIP BLUSH (1)
- **HYDRATING LIP OIL (1)**
- **SUNKISSED BLUSH (6)**
- **TINTED LIP GLOW (8)**
- SOLEIL LIP BALM (6)
- **BRONZING POWDER (1)**
- **ECQ LUMIÈRE (1)**
- **GLOW HIGHLIGHTER (1)**



SOLEIL
TRAY

LEFT TO RIGHT / TOP TO BOTTOM

- **SOLEIL GLOW BRONZER (1)**
- SOLEIL SHIMMERING BODY OIL (3)
- **GLOW HIGHLIGHTER (1)**



RUNWAY
LIP SAF

LEFT TO RIGHT

- LIP COLOR (15)
- LIP PENCIL (8)



RUNWAY
LIP MAF **NEW INSERT**

LEFT TO RIGHT / TOP TO BOTTOM

- SLIM LIP COLOR SHINE (5)
- **LIP STYLO MATTE (5)**
- GLOSS LUXE (6)
- LIP PENCIL (4)
- **FUCKING FABULOUS LIP (9)**
- LIP COLOR (12)
- LIP COLOR MATTE (6)

EYE FRAME SCHEMATICS



SOLEIL

EYE MAF **NEW INSERT**

- EMOTIONPROOF MASCARA (1)
- **RUNWAY ECQ POWDRE FULL SIZE (1)**
- **RUNWAY ECQ CRÈME FULL SIZE (1)**
- EXTREME MASCARA (1)
- EYE DEFINING PEN (1)
- GEL EYELINER (3)
- EMOTIONPROOF EYE PRIMER (1)
- ARCHITECTURE BROW PENCIL (5)
- EMOTIONPROOF EYE PRIMER (1)