

Clinique NA Merchandising Guidelines

Department Stores

Fall 2026 | July - September



Who To Contact

For all questions/concerns regarding:

- Tracking missing collateral (ongoing or launch)
- Tracking GWP/samples
- Ordering missing collateral/graphics / tester units (ongoing or launch) **Please provide photos**
- Damaged collateral/tester units **Please provide photos**
- Light Box issues **Please provide photos**
- Request merchandising guidelines

 ***NOTE:** Please send supporting photos to POS COE for needed requests and repairs.

Please contact The Estee Lauder Companies’ Point of Sale Support.

United States

Phone: +1 (844) 387-1122
Email: pointofsalesupport@estee.com

Canada

Phone: +1 (855) 523-7105
Email: pointofsalesupport@estee.com

Hours of Operation

Monday to Friday 10am - 7pm EST*
**Please expect a reply in 24-48 hours*
Voicemail is available outside hours of operation, for a call back on the next business day.

***Please refer to Clinique’s visual merchandising guidelines for reference/code numbers.**

Counter Repair Requests:

The Retailer should be the first point of contact for repair.

NOTE: Any branded Clinique items such as lamps, testers, or any other specialized fixture are the Brand’s responsibility to repair/replace. If the Retailer is unable to fix the repair, the Field Executive can enter a request.

POINT-OF-SALE CENTER OF EXCELLENCE (POS COE) REQUEST TRACKER				
DATE REQUESTED/ CONTACTED POS COE	CASE NUMBER	DETAILS OF REQUEST	NOTES	DATE RESOLVED

Contents

July VM Updates	3
<u>CADENCE & PRIORITIES</u>	
Fall 2026 Priorities	5-6
Caseline Overview	8-9
Tester Unit To Keep At Counter	10-12
Discard Pages	14-15
Lightbox and Video Details	18-22
NEW Calm Slivers Instruction Sheet	24-25
In-store Cadence	26-36
Cashwrap & Pedestal Details	37-38
<u>CASELINE DOORS</u>	
Monthly Launch Details	
July Details	40
August Details	42-43
September Details	46-49
Basic Caseline Details	52-64
<u>SAYLI/MSNA DOORS</u>	
Newness Tower	67
SAYLI/MSNA Door Details	68-69
MSNA Half Deck Details	71
Promotional Towers (MSNA Doors Only)	73-76
<u>PRODUCT ON GLASS SHELVES</u>	
Product on Glass Shelves	78-84
<u>TESTER UNITS</u>	
Tester Unit Details	86-94
<u>TREATMENT MAIN LINE UNITS</u>	
Treatment Tester Units	95-106
<u>COLOR MAIN LINE UNITS</u>	
Face Units	107-118
Lip & Cheek Units	119-121
Eye Slivers	122-124
What is Power Zoning ?	125
VM Checklist	126-127
Glossary	128-129
Hygiene and Best Practices	130

July VM Updates

Important Information

• Direct To Door Shipments



Smart Collagen + PDRN Cream
Update Code: **VJHZ-70**
Glorifier Code: **VJYC-60**



3-Step (Reprint Only)
Update Code: **VJHD-70**



Lip & Cheek Locators (Locator Only)
Locator Code: **VJYK-60**
-B2S2 (New locator) + window template product wells + window base that is sealed to the window template

• Smart + Nude Honey Sliver Updating To Calm Slivers

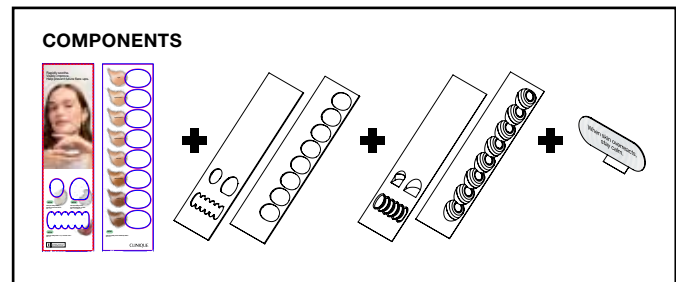


Smart + Nude Honey Sliver

JULY UPDATE



Daily Calm Skincare
(2 acrylic toppers + 2 visual updates + 1 vacform + pill for top of slivers)
Update Code: **VJYJ-60 E**
Update Code: **VJYH-60 ES**
Update Code: **VJYG-60 EM**
**Calm Skincare + Lip come in the same code*



• July Lightbox Updates

LBX #1



Smart
(REPRINT + moving locations to #1 LBX)

LBX #2



Chubby
(Removing "New Chubby Shades")

LBX #3



Moisture Surge Exfoliating Glow Cleanser

LBX #4



3-Step
(REPRINT + moving locations to #4 LBX)

***NOTE:** July LBX Updates include Lightbox Reprints due to location/size changes for Smart & 3-Step (varies by door).

- Smart will now become LBX #1
- New Moisture Surge Launch will be LBX #3
- 3-Step will become LBX #4

• Goodbye, Dramming Unit

Say goodbye to the Foundation Dramming Unit. We have decided to retire this unit, please discard/recycle.



**DISCARD/ RECYCLE
UNIT AND GRAPHIC
FOR FALL 2026**

Fall 2026 Priorities

	JULY	AUGUST	SEPTEMBER
PRIORITY FOCUS	 Honey Franchise – Black Honey Focus	 Smart with new Collagen Cream + PDRN Focus	
SECONDARY FOCUS	 Moisture Surge Moment w/ MS Cleanser New Product Launch		

Fall 2026 New Product Launches

★ - Priority Launch

	JULY	AUGUST	SEPTEMBER
<u>NATIONAL:</u>	 NEW Smart Collagen + PDRN Cream  NEW Moisture Surge Exfoliating Glow Cleanser (All retailers except Macy's)  NEW High-Fi Waterproof  NEW Daily Calm: - Makeup Balm - Lip + Cheek Color - Gentle Cleansing Cream - Soothing Repair Cream (50ml and 15ml)  NEW Clinique For Men SPF 35  Acne Solutions Clinical Clearing Gel 1.0	 NEW Moisture Surge Exfoliating Glow Cleanser (Macy's Only)  NEW Clarifying Lotion Refills (All retailers except Macy's) Varies by Retailer	 NEW Black Honey High-Fi Mascara  Chubby Stick Shadow Tint For Eyes  NEW Clarifying Lotion Refills (Macy's Only)  NEW Liquid Facial Soap Refill (All retailers except Macy's) Varies by Retailer
<u>PROMOTIONS:</u>	National Lipstick Day 7/26 - 8/1 OCD	Jumbo Amplification 8/20 - 8/24 OCD Belk GWP 8/4 - 8/27 OCD	Dillard's GWP 8/28 - 9/12 OCD Macy's GWP TBD OCD

Hero Product Support At Counter

★ - Hero Product



GLOWING SKIN

with Moisture Surge™



HEALTHY SKIN

with 3-Step



**YOUTHFUL
LOOKING SKIN**

with Smart™



EVEN-TONED SKIN

with Even Better™
Skincare + Makeup



CLEAR SKIN

with Acne Solutions™



MAKEUP REMOVERS

with Take the Day Off™



BUILDABLE VOLUME

with High Impact™ Mascara



CULT CLASSICS

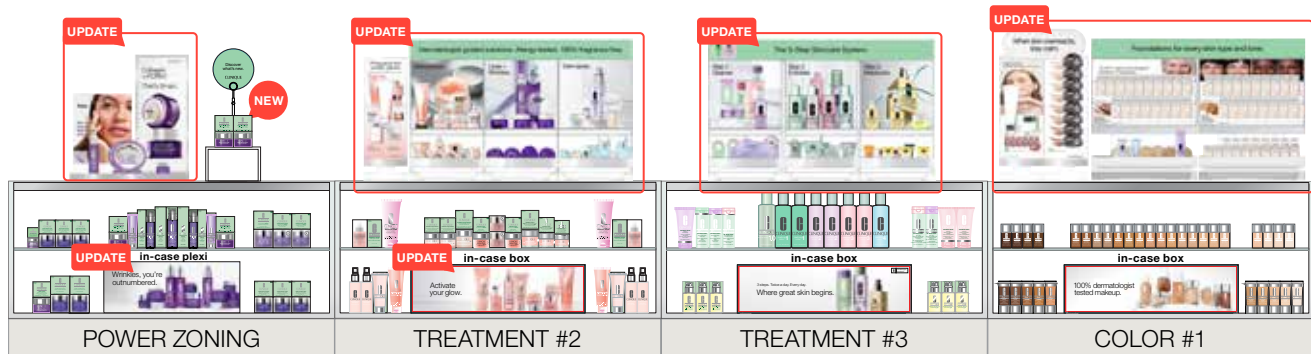
with Black Honey + Pink
Honey + Nude Honey
Almost Lipsticks

Cadence Overview

Cadence Overview

July Updates

- **New Launches:** **NEW** Smart Collagen + PDRN Cream, **NEW** Daily Calm Makeup Balm, **NEW** Calm Lip + Cheek Color, **NEW** Daily Calm Gentle Cleansing Cream, **NEW** Daily Calm Soothing Repair Cream, **NEW** Moisture Surge Exfoliating Glow Cleanser (All retailers except Macy's), **NEW** CFM SPF35, **NEW** High-Fi Waterproof, Acne Clinical Clearing Gel 1.0, SRP Updates
- **New Promotions:** National Lipstick Day (7/26 - 8/1)



Smart p.52
STU Primary: Smart Collagen Cream
STU Secondary: 3 Step Update
SRP Updates
NEW Smart Collagen PDRN Cream

Moisture Surge p.54
SRP Updates
TRT MLU Updates
NEW Moisture Surge Scrub

3-Step p.55
SRP Updates
NEW 3-Step Refills
NEW 3-Step Refills

Foundation p.56
SRP Updates
Slivers: **NEW** Daily Calm Skincare +
NEW Daily Calm Lip & Cheek + **NEW**
Daily Calm Makeup Balm

August Updates

- **New Launches:** **NEW** Moisture Surge Exfoliating Glow Cleanser (Macy's Only), **NEW** Clarifying Lotion Refills (All retailers except Macy's)
- **New Promotions:** Jumbo Amplification (8/20 - 8/24); Belk GWP (8/4 - 8/27)



Smart p.52

Moisture Surge p.54

3-Step p.55

Foundation p.56

September Updates

- **New Launches:** **NEW** Black Honey High-Fi Mascara, Chubby Eye Tints, **NEW** Clarifying Lotion Refills (Macy's Only), **NEW** Liquid Facial Soap Refills (All retailers except Macy's)
- **New Promotions:** Dillard's GWP (8/28 - 9/12); Macy's GWP (TBD OCD)



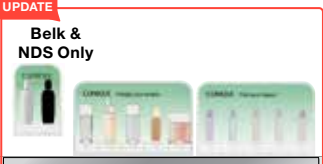
Smart p.52

Moisture Surge p.54

3-Step p.55

Foundation p.56

LEGEND:
RED TEXT - New/Update
BLACK TEXT - Not updating

			
 in-case box 100% dermatologist tested makeup.	 in-case box Play with color.	 in-case box All the drama, none of the irritation.	 in-case plexi Indulge your senses.
COLOR #2 Foundation <i>p.57</i> SRP Updates	COLOR #3 Lip Color <i>p.58</i> SRP Updates MLU Updates: Add Nude Honey, Predrill High-Fi Black Honey Predrill Quickliner	COLOR #4 Take The Day Off <i>p.59</i> SRP Update Mascara Add: High-Fi Waterproof	FLEX Fragrance <i>p.60</i> CFM <i>p.61</i> SRP Updates

			
 in-case box 100% dermatologist tested makeup.	 in-case box Play with color.	 in-case box All the drama, none of the irritation.	 in-case plexi Indulge your senses.
COLOR #2 Foundation <i>p.57</i>	COLOR #3 Lip Color <i>p.58</i>	COLOR #4 Take The Day Off <i>p.59</i>	FLEX Fragrance <i>p.60</i> CFM <i>p.61</i> Belk GWP (8/4 - 8/27) <i>p.42-43</i>

			
 in-case box 100% dermatologist tested makeup.	 in-case box Play with color.	 in-case box All the drama, none of the irritation.	 in-case plexi Indulge your senses.
COLOR #2 Foundation <i>p.57</i>	COLOR #3 Lip Color <i>p.58</i>	COLOR #4 Take The Day Off <i>p.59</i>	FLEX Fragrance <i>p.60</i> CFM <i>p.61</i> Dillard's GWP (8/28 - 9/12) <i>p.46-47</i> Macy's GWP (TBD) <i>p.48-49</i>

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.

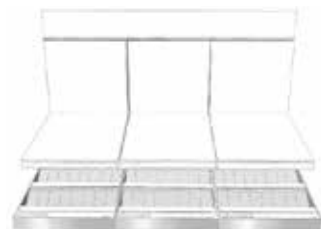


☐ Story-Telling Unit Kit of Parts

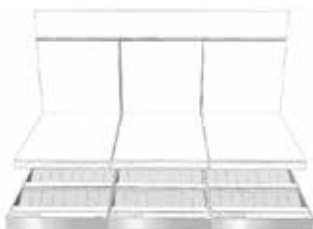


☐ Sliver (x4)
***NOTE:** Stores need to keep all 4 slivers on counter. **KEEP** all parts + pieces.

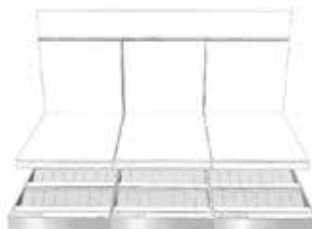
TREATMENT MAIN LINE UNITS



☐ 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

**DISCARD UNIT
AND GRAPHIC
FOR FALL 2026**

Tester Units

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

FEATURE UNITS



☐ Foundation Feature Unit
(Full Doors)



☐ New & Trending Unit
(Select Doors)

 ***REMINDER:** Asian Feature Unit & Community Favorites Unit updated to 'New & Trending Now Unit' in February.



☐ Basic Fragrance
(All Doors)



☐ My Happy Fragrance
(All Doors)



☐ Minis Unit
(Select Doors)



☐ Aromatics Unit
(Belk & Nordstrom
Doors Only)



☐ Clinique For Men Unit
(Full Door + Reduced Door)



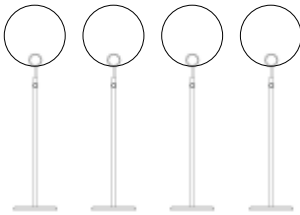
☐ Permanent Pedestal
(Select Doors)



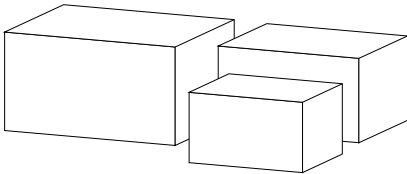
☐ MSNA Pedestal
(Select Doors)

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**

Discards

 The following graphics should no longer be in-store.

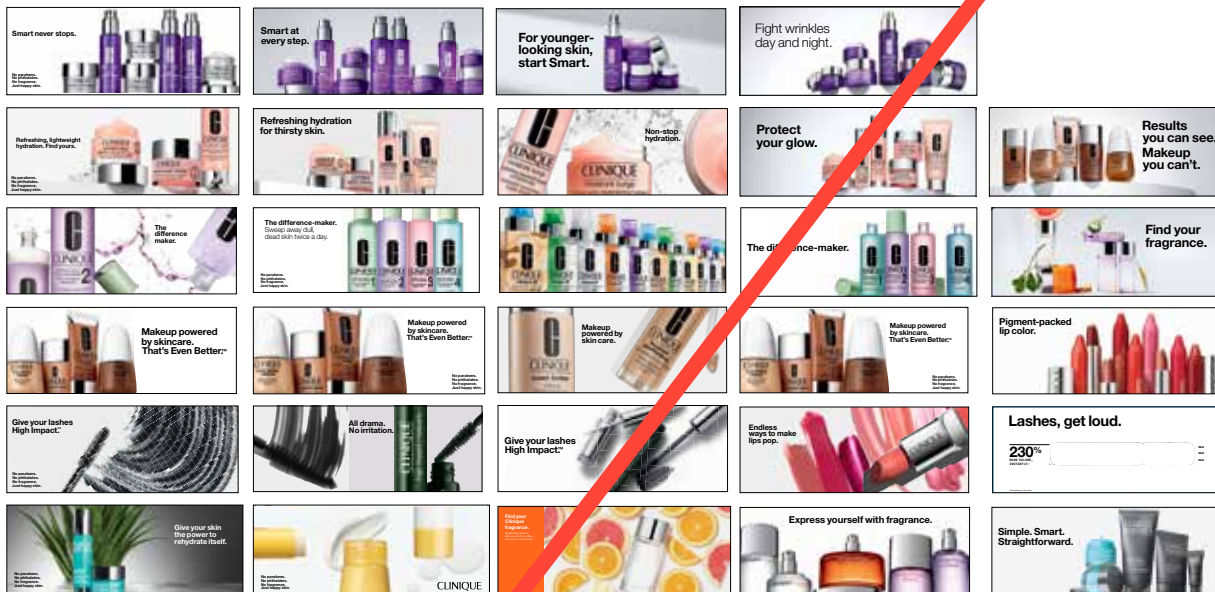
• **Fall 2026 To Discard**



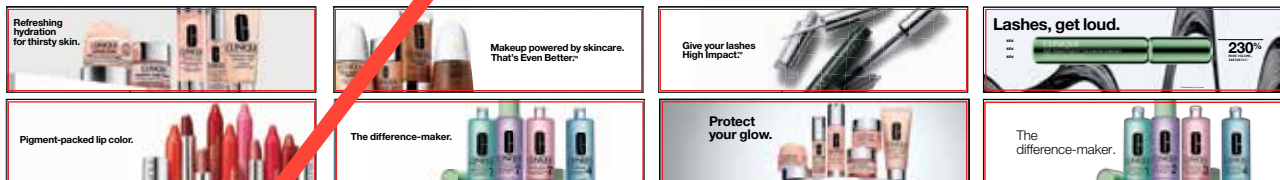
Dramming Unit + Graphics

• **Discard from previous seasons**

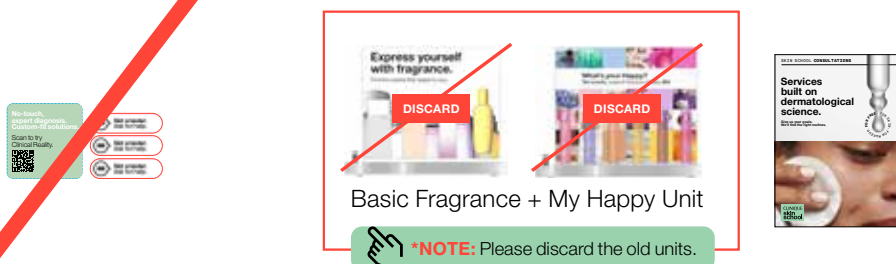
20" x 7.5" PLEXI INCASE & POG



INCASE BOX



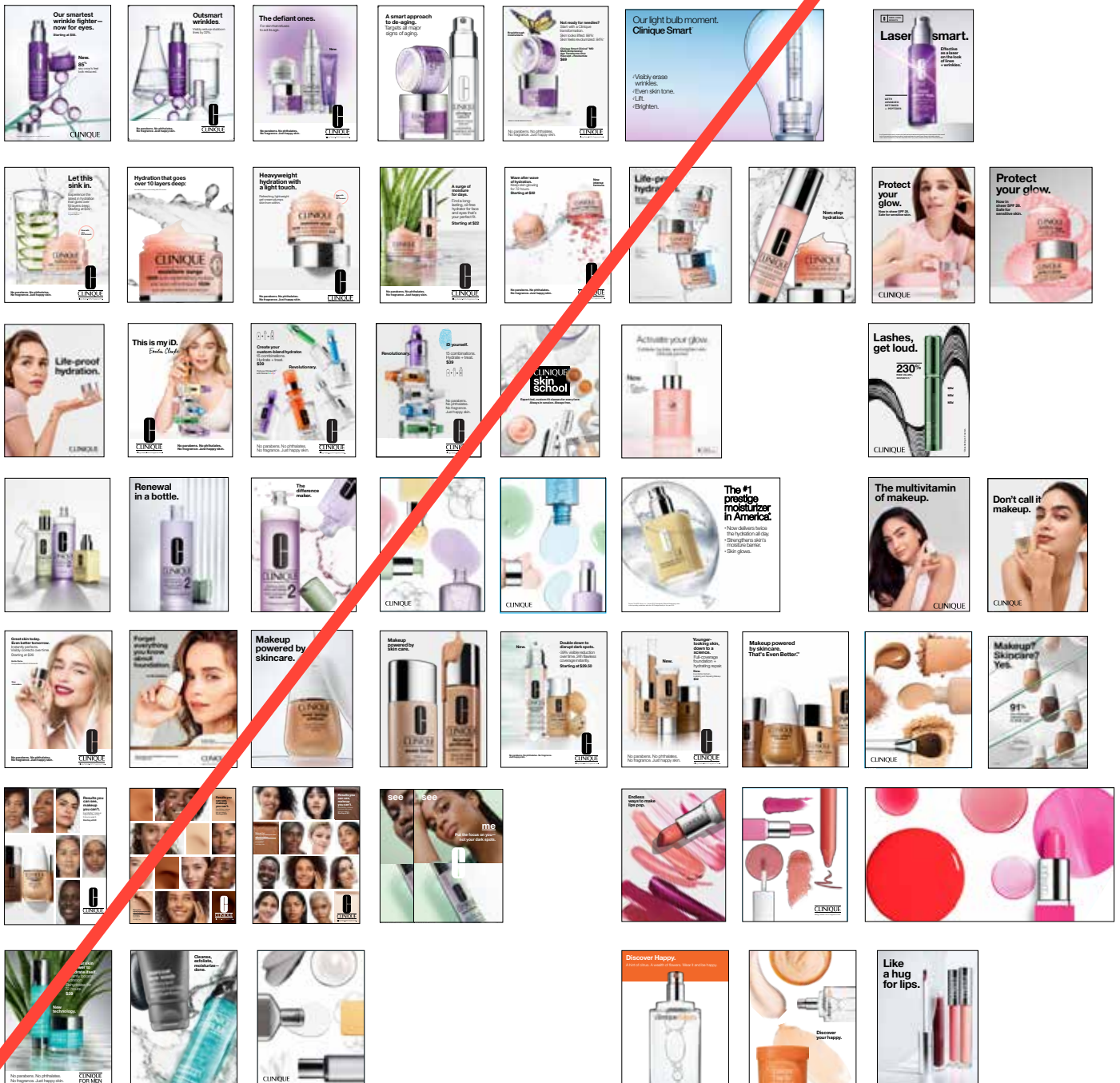
TESTER UNITS



 The following lightboxes should no longer be in-store.

• Fall 2026 To Discard

• Discard from previous seasons



Lightboxes with a Clinique Logo Header Measurement Instructions



- If you have a Clinique logo, follow below steps except the **Trim/Overall** height is measured from the *bottom of the letter "Q" to the bottom of the plexi*.



***NOTE:** If lightbox is not measured correctly, it will result into having important elements of the graphic cut out. Please ensure to follow these instructions for the correct measuring of your lightboxes.



RULER INCREMENTS (IN EIGHTS)



***NOTE:** Use this to help with measuring lightbox increments (in eighths).

Trim Measurement Instructions

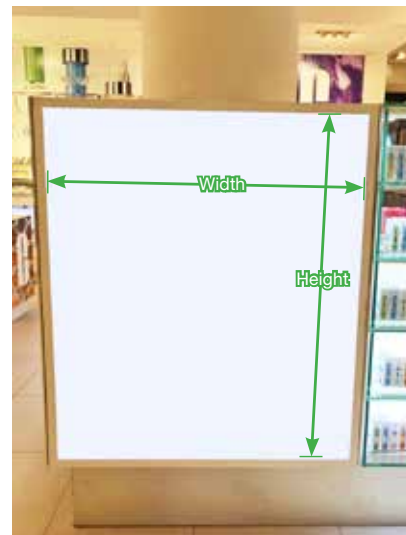
- The **Trim measurement** is the **OVERALL** size of the **graphic** (not the fixture). You **must** open the lightbox to get this measurement.



1. Open the lightbox.
2. Measure the plexi from left to right width.
3. Measure the plexi from top to bottom height.

View Measurement Instructions

- The **View measurement** is the **VIEWABLE** area inside the frame. It is needed to make sure image and type do not get cut off by the frame. This measurement is taken with lightbox closed.

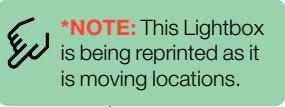
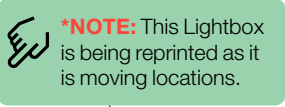


1. Close the lightbox.
2. Measure inside the frame from left to right width.
3. Measure inside the frame from top to bottom height.

In-Store Cadence

TOP DOORS (5A-A)

*NOTE: Top Doors have 4 launch LBXs

(CURRENT) JUNE	JULY	AUGUST	SEPTEMBER
LBX #1 Launch  3 Step (F'25 Assets)	 Smart Serum (REPRINT)	 *NOTE: This Lightbox is being reprinted as it is moving locations.	
LBX #2 Launch  Chubby (S'26 Assets)	 Chubby (Removing "New Chubby Shades")		
LBX #3 Launch  Smart (S'26 Assets)	 Moisture Surge Exfoliating Glow Cleanser		
LBX #4 Launch (if you have a 3rd treatment area)  Moisture Surge Glow (F'25 Assets - no "NEW")	 3-Step (REPRINT)	 *NOTE: This Lightbox is being reprinted as it is moving locations.	

LBX #5 + more
Heroes
Based on
zoning



Smart Hero
(F'23 Assets)



MS 100H Hero
(F'23 Assets)



Black Honey
(S'24 Assets)



Foundation Hero
(F'24 Assets)



Fragrance Hero
(F'23 Assets)



Fragrance Hero
(Horizontal Ratio)



Active Derm Lab Coat
(F'24 Assets)



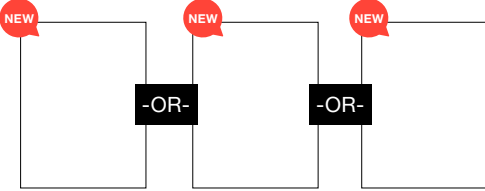
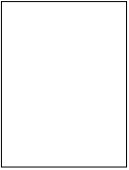
Skin School
(F'24 Assets)



CFM Hero
(F'23 Assets)



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

(CURRENT) SEPTEMBER		OCTOBER		NOVEMBER	DECEMBER
LBX #1 Launch		 Holiday (3-Step, Moisture Surge, Happy)			
	Smart Serum (F'26 Assets)				
LBX #2 Launch					
	Chubby (F'26 Assets)				
LBX #3 Launch					
	Moisture Surge (F'26 Assets)				
LBX #4 Launch <i>(if you have a 3rd treatment area)</i>					
	3-Step (F'26 Assets)				

LBX #5 + more

Heroes
Based on
zoning



Smart Hero
(F'23 Assets)



MS 100H Hero
(F'23 Assets)



Black Honey
(S'24 Assets)



Foundation Hero
(F'24 Assets)



Fragrance Hero
(F'23 Assets)



Fragrance Hero
(Horizontal Ratio)



Active Derm Lab Coat
(F'24 Assets)



Skin School
(F'24 Assets)

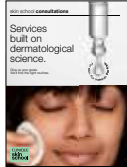


CFM Hero
(F'23 Assets)

NON-TOP DOORS (B-E)

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

(CURRENT) JUNE		JULY	AUGUST	SEPTEMBER
LBX #1 Launch	 3 Step (F'25 Assets)	 Smart Serum		
LBX #2 Hero	 Foundation Hero (F'24 Assets)			
	-OR-			
LBX #3 Hero	 Chubby (S'26 Assets)	 Chubby (Removing "New Chubby Shades")		
LBX #3 Hero	 Moisture Surge 100H Hero (F'23 Assets)			

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)

NON-TOP DOORS (B-E)

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



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

	(CURRENT) SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
LBX #1 Launch	 Visibly reduce wrinkles like a \$1000 laser? That's Smart. CLINIQUE Smart Serum (F'26 Assets)			
LBX #2 Hero	 Dermatologist Developed. In 50 shades. Foundation Hero (F'24 Assets) -OR-  Play with color. Start soft, build to full. No color transfer. No water resistance. Chubby (F'26 Assets)			
LBX #3 Hero	 Life-proof hydration. Moisture Surge 100H Hero (F'23 Assets)			

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)

VIDEO: Select Doors

(CURRENT) JUNE		JULY	AUGUST	SEPTEMBER
LOOPING VIDEO	 Smart (F'24 Assets)	UPDATES TO FOLLOW		
	 Even Better Vitamin Makeup (S'26 Assets)	UPDATES TO FOLLOW		
	 Summer Of Glow (S'26 assets)	UPDATES TO FOLLOW		
	 Moisture Surge Unstoppable (S'26 Assets)	UPDATES TO FOLLOW		
	 Chubby Lip (S'26 Assets)	UPDATES TO FOLLOW		

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.

In-Store Cadence

Calm Slivers Update Cheatsheet

PPK Code: **VJYJ-60 (ENG)**
PPK Code: **VJYH-60 (ENG/SPA)**
PPK Code: **VJYG-60 (ENG/MAN)**
Silver Frame Code: **KJ16-60**
Doors: **All Doors**



Smart Sliver



Nude Honey Sliver

**JULY
UPDATE**

UPDATE

When skin overreacts, stay calm.



Calm Slivers
(Treatment + Balm)

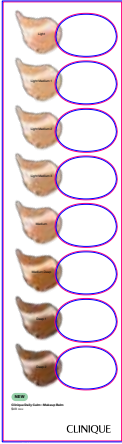
Collateral List

ENG

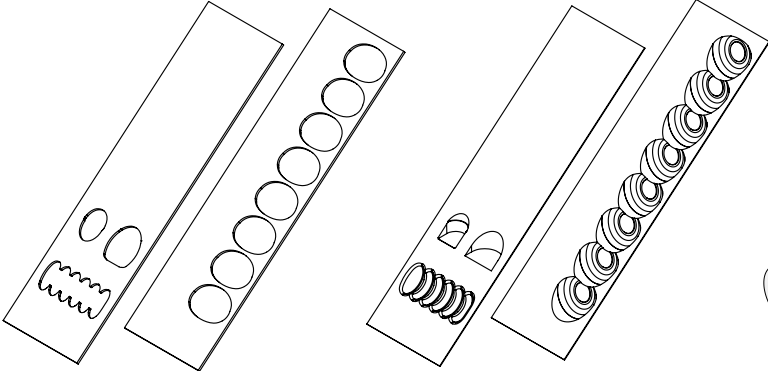


Sliver Graphic 1 & 2
(with language variants)

ENG



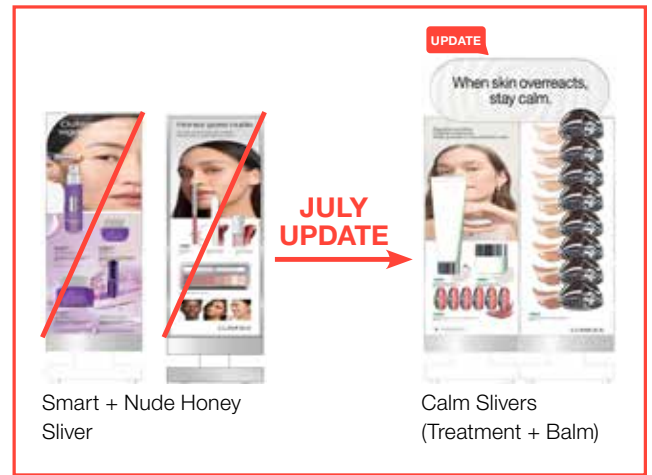
Top Template



Vacform



Pill Graphic

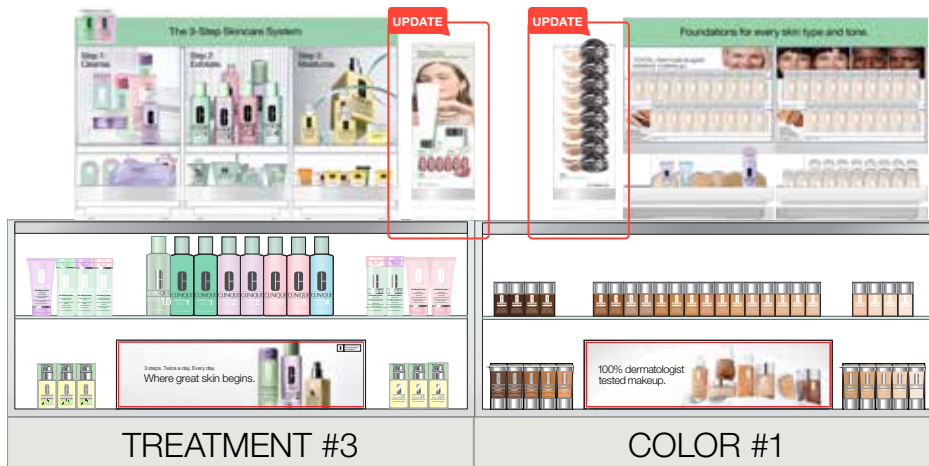


Merchandising Option (Combined Slivers)



***NOTE:** Please ensure to merchandise the calm slivers (x2) with the pill graphic, together on the Foundation 1 case.

Merchandising Option (Single Separated Slivers - if space at counter is limited)



***NOTE:** In the event that the two slivers could not possibly be together, please merchandise:

- Calm Skincare Sliver on the Cleanser Case
- Calm Makeup Balm on the Foundation 1 case.

Please **do not use the pill graphic on these single slivers** if they are merchandised separately.

(CURRENT) JUNE

JULY

AUGUST

SEPTEMBER

SLIVER 1



Smart July '25 Update
ELM Reserve Codes
Update Code: VG0E-70 **E**
Update Code: VG0D-70 **ES**
Update Code: VG0C-70 **EM**



Daily Calm Skincare
(2 acrylic toppers + 2 visual updates + 1 vacform + pill for top of slivers)
Update Code: VJYJ-60 **E**
Update Code: VJYH-60 **ES**
Update Code: VJYG-60 **EM**
**Calm Skincare + Lip come in the same code*

SLIVER 2



EB Concealer July'24 Update
(graphic + SRP Updates)
Update Code: VAZR-70 **E**
Update Code: VAZS-70 **ES**
Update Code: VAZT-70 **EM**

SLIVER 3



Nude Honey Feb '26 Update
Update Code: VHR0-60 **E**
Update Code: VHQZ-60 **ES**
Update Code: VHQY-60 **EM**



Daily Calm Makeup Balm
(2 acrylic toppers + 2 visual updates + 1 vacform + pill for top of slivers)
Update Code: VJYJ-60 **E**
Update Code: VJYH-60 **ES**
Update Code: VJYG-60 **EM**
**Calm Skincare + Lip come in the same code*

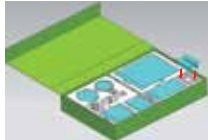
SLIVER 4



Moisture Surge Glow Feb '26 Update
Update Code: VHP5-70 **E**
Update Code: VHP6-70 **ES**
Update Code: VHP7-70 **EM**



Moisture Surge
(vac form + acrylic topper + graphic update)
Update Code: VJYF-60 **E**
Update Code: VJYE-60 **ES**
Update Code: VJYD-60 **EM**

(CURRENT) JUNE	JULY	AUGUST	SEPTEMBER
 *NOTE: All doors have 1 Story-Telling Unit. Select Top doors have 2 Story-Telling units. Refer below.			
Story Telling Unit #1 TOP DOORS:  NON-TOP DOORS:  UV Solutions (Add Brightening + Tinted) Graphic Code: VJ2A-70 TOP DOORS Glorifier Code: VHFB-60 TOP DOORS Tinted Puck Code: VHFA-60 TOP DOORS ONLY Graphic Code: VJ29-70 NON-TOP DOORS	SHIPPING DIRECT TO DOOR  Smart Collagen + PDRN Cream Update Code: VJHZ-70 Glorifier Code: VJYC-60  *NOTE: Please place existing UV Solutions glorifier on the Sun & Body POG shelves. Please DO NOT discard.		
Story Telling Unit #2 SELECT DOORS ONLY (57 DOORS)  3-Step (SRP Update) Update Code: VHJK-70	SHIPPING DIRECT TO DOOR  3-Step (Reprint Only) Update Code: VJHD-70		
 Story Telling Unit Kit of Parts Box Unit Code: VF35-60 Doors: AD <i>*All Doors with previous double vitrine units will be getting this VM pre-pack to place on the NEW Story-Telling Unit.</i>  *NOTE: Please see page 88 for details.			

(CURRENT) JUNE

JULY

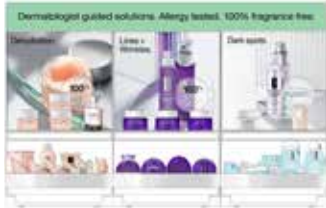
AUGUST

SEPTEMBER

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

Full & Reduced Doors

TREATMENT BAR



Treatment Bar

Update Code: VJ2B-70
- New Commband: B2S4
- Adding UV Solutions to drawer

Treatment Bar Header

Update Code: VG1N-70 **FD**

CLEANSER BAR



Cleanser Bar

Update Code: VJ2B-70
- New Commband: B3S4, B3S5, B3S6
- Adding UV Solutions to drawer
- Bay 1 Comm Box (TTDO) update

Cleanser Bar Header

Update Code: VG1M-70 **FD**

*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*

TREATMENT BAR



Treatment Bar

Update Code: VJHR-70
- Full commband + commbox + SRP
Updates + IS

Treatment Bar Header

Update Code: VK49-70 **FD RD**

CLEANSER BAR



Cleanser Bar

Update Code: VJHR-70
- Full commband + commbox + SRP
Updates + Refill being + IS

Cleanser Bar Header

Update Code: VK4A-70 **FD RD**

Specialty Doors



Specialty Treatment Bar

Update Code: VJ2C-70
- New Commband:
- Adding UV Solutions to drawer B3S5

Treatment Bar Header

Update Code: VG1N-70 **FD**

Acrylic Blocks (x5) + New Sign (x2) Code: V8TR-60

*Claim Post Visual PPK Code: VC1M-60

*Claim Post Poles Code: VAY7-60

Doors: **SD**



Specialty Bar

Update Code: VJHS-70
- Full commband + commbox + SRP
Updates + Refill being + IS

Treatment Bar Header

Update Code: VK49-70 **SP**

(CURRENT) JUNE

JULY

AUG

SEPT



***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



Foundation Bar

Update Code: **VJHT-70**

- Full commband + commbox SRP Update + IS

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



Foundation Bar

Update Code: **VJHW-70 RD**

- Full commband + commbox SRP Update + IS

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



Foundation Bays

Update Code: **VJHX-70 SP**

- Full commband + commbox SRP Update+ IS



Hygiene Unit + Mirror

Hygiene Unit Code: KJRG-70

Mirror Unit Code: KJRF-70

Doors: **AD**

Lip/Cheek Main Line Units + Eye Units Cadence

(CURRENT) JUNE

JULY

AUG

SEPTEMBER

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

Full, Reduced and Specialty Doors



Lip & Cheek Main Line Unit
Feb'26 Update Code: **VHKE-70**
XL Commbbox Template: **VDZC-60**
Locator/Structure Update: **VDZB-60**



Lip & Cheek Bays
Update Code: **VJHY-70**
- Full commband + commbbox SRP
Update+ IS

Lip & Cheek Locators
Locator Code: **VJYK-60**
-B2S2 (New locator) + window template
product wells + window base that is sealed
to the window template

SHIPPING DIRECT TO DOOR

Eye Units



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



Eyeshadow Sliver
Graphic Update Code: **VJHE-70**
Doors: **FD RD SP**



Eyeshadow Sliver
Update Code: **TBD**
Doors: **FD RD SP**



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



Eye Liner Sliver
Graphic Update Code: **VJJ0-70**
Doors: **FD RD SP**



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



Mascara Sliver
Graphic Update Code: **VJJ1-70**
Doors: **FD RD SP**

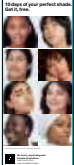


Jumbos Display Platform
Update Code: **VHP9-70**

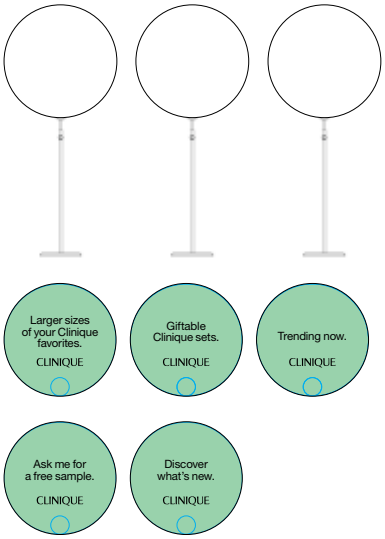
*Use existing permanent
display platform for
merchandising Jumbo
products with graphic



Jumbos Display Platform
Update Code: **VJHN-70**

(CURRENT) JUNE	JULY	AUGUST	SEPTEMBER
FRONT BACK  Foundation Feature Unit July '25 Update Code: VGG3-70 Doors: SD FRONT BACK CHUBBY OPTION (EXISTING)  New & Trending Unit Unit Code: KRNJ-60 July '25 Update Code: VG0Z-70 Feb'26 Chubby Risers: LOCAL PRODUCTION (ARTWORK ONLY) Doors: SD FULL DOOR REDUCED DOOR  CFM Unit Update Code: VHP3-70 FD Update Code: VHP4-70 RD  Dramming Unit SD Unit Code: KKW0-60 Graphic Update Code: VB02-70  DISCARD/ RECYCLE UNIT AND GRAPHIC FOR FALL 2026	Foundation Feature Unit SRP Update Code: VJHK-70 Doors: SD New & Trending Unit SRP Update Code: VJHJ-70 Doors: SD NOTE: Stores will need to save green fluted graphics & use whenever necessary CFM Unit Update Code: VJHL-70 FD Update Code: VJHM-70 RD		

(CURRENT) JUNE	JULY	AUGUST	SEPTEMBER
Fragrance Units			
 Basic Fragrance Unit Code: VECL-60 (Full Unit) July '25 Update Code: VG04-70	Basic Fragrance Unit Riser + Base Update Code: VJHF-70		
 My Happy Unit Code: VEXP-60 (Full Unit) July '25 Update Code: VG03-70	My Happy Unit Riser + Base Update Code: VJHG-70		
 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	Aromatics Graphic Update Base Update Code: VJHH-70		
 Minis Unit Doors: Select Doors Full Unit Code: VCHN-60 Extra Bin Code: VCHM-60	 CHUBBY OPTION (EXISTING) Grab & Go Unit (Full bin+riser graphic PPK Update) Base Update Code: VJHP-70		
 OR  Generic "C" Permanent Pedestal Update Code: VC1H-70 Doors: SD			
 MSNA Pedestal Update Code: VBXJ-70			

(CURRENT) JUNE	JULY	AUGUST	SEPTEMBER
Lollipop Signs  Permanent Lollipop Sign Holder (x4) Code: KRJE-60 <i>*use existing from Holiday</i> *NOTE: Sign should always be straight! Lollipop Library PPK Code: VHJG-70  Lollipop Sign Library (x5) - Jumbos - Trending Now - Ask Me For a Free Sample - Newness - Generic Sets  AMPLIFICATIONS  *NOTE: Feature lollipop sign based on your store's priorities.	  *NOTE: Ensure to place back the lollipop sign rod pieces from the Holiday Price Tiering.		

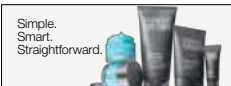
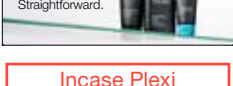
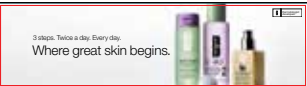
EXISTING IN-STORE:



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



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

(CURRENT) JUNE	JULY	AUGUST	SEPTEMBER
 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  Play with color. Chubby Lip Feb '25 Code: VHJN-70  All the drama, none of the irritation. Mascara  Simple. Smart. Straightforward. Clinique For Men  Indulge your senses. Fragrance  Raise your sun standards. UV Solutions Feb '25 Code: VHJN-70	 Activate your glow.  Wrinkles, you're outnumbered.  3 steps. Twice a day. Every day. Where great skin begins.  Moisturizers for more resilient skin.  100% dermatologist tested makeup.  Play with color.  All the drama, none of the irritation.  Indulge your senses.  Simple. Smart. Straightforward. Incase Plexi PPK Code: VJGZ-70	 Belk GWP (TBD) Code: VJL7-70	ENG  ENG/SPA  Dillard's GWP (TBD) Code: VJL5-70 E Code: VJN9-70 ES ENG  ENG/SPA  ENG/MAN  Macy's GWP (TBD) Code: VJL4 -70 E Code: VJNA-70 EM Code: VJNB-70 ES
 In-Case Box/Trays: 25.56" x 7.08" Update Code: KHL8-60 FD; KHL9-60 RD  Wrinkles, you're outnumbered.  Activate your glow.  3 steps. Twice a day. Every day. Where great skin begins.  100% dermatologist tested makeup.  Play with color.  All the drama, none of the irritation. 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	 Wrinkles, you're outnumbered.  Activate your glow. Incase Box (Smart + MS) Update Code: VJGY-70		*NOTE: The in-case box graphics are LARGER than the 20" x 7.5" graphics for plexi frame.

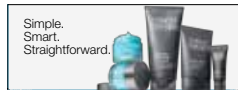
(CURRENT) JUNE



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



Moisture Surge Glow



Clinique For Men



Sun & Body
Code: VHJP-70

July '25 POG Plexi
PPK Code: VG0Q-70



3-Step
Code: VHJP-70



Smart



Foundation Family



Fragrance

JULY

POG 20" x 7.5" Plexi
PPK Code: VJH0-70



3-Step



Smart



Moisture Surge



Foundation Family



Fragrance



Clinique For Men



Sun & Body

AUG

SEPT



**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

Feb '26
Update
PPK Code:
VHJQ-70



Generic
Foundation



TTDO



Acne



Smart



Smart



EBCI



Moisture
Surge



DDML



EBCF



EBMU



BP



My Happy



Happy



Aromatics



CFM



UV Solutions



TTDO



Daily Calm



Smart



Smart
Collagen



EB Serum



MS



DDML



EBCF



EBCF



EBVMU



Generic



My Happy



Happy



Aromatics



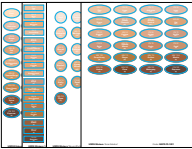
CFM



Sun

(CURRENT) JUNE	JULY	AUGUST	SEPTEMBER
8.5" x 11" Counter Signs 	ENG ES  National Lipstick Day 7/26 - 8/1 OCD Code: VJJ4-70 E Code: LOCAL PRODUCTION ES ENG ES  Jumbo Amplification 8/20 - 8/24 OCD Code: VJJ5-70 E Code: LOCAL PRODUCTION ES		
EXISTING IN-STORE:    How Much Is It Signs Code: VHJF-70   Clinical Reality Counter Sign + Mat Counter Sign Code: VHXZ-70 Mat Code: VHXY-60   Consultant Tools F'25 Update Code: LOCAL PRODUCTION	   How Much Is It Signs Code: VJH2-70   Clinical Reality Counter Sign + Mat Counter Sign Code: VHXZ-70 Mat Code: VHXY-60   Consultant Tools Code: LOCAL PRODUCTION		

EXISTING IN-STORE:



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

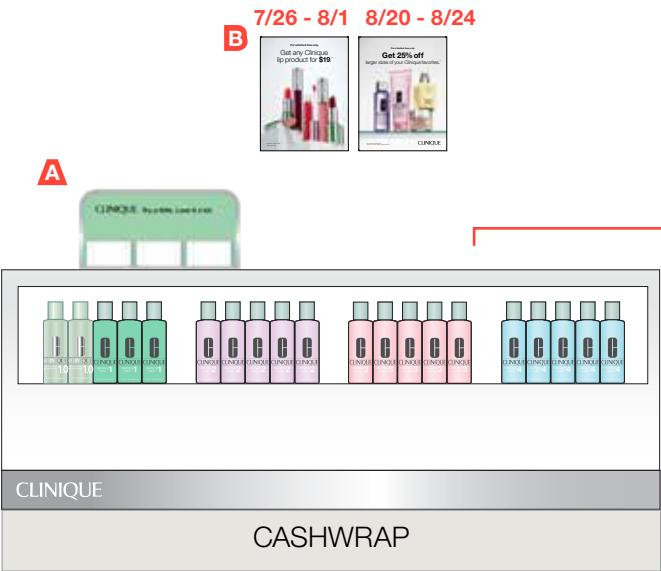


Quick Clari Facial Device Placemat
Code: LOCAL PRODUCTION
Doors: **Select Doors**



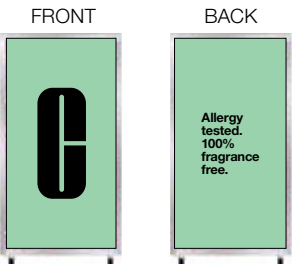
Experience an exclusive 30-minute skincare service.

• Cash Wrap

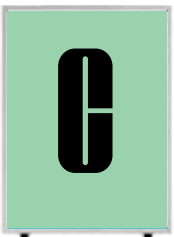


- Cashwrap Assortment**
- A** Grab & Go Unit **JULY OCD**
(Full bin+riser graphic PPK Update)
Base Update Code: VJHP-70
Doors: **SD**
 - B** 8.5" x 11" Counter Signs (Left to Right)
 - National Lipstick Day **7/26 - 8/1 OCD**
Counter Sign Code: VJJ4-70 **E**
Counter Sign Code: **LOCAL PRODUCTION ES**
 - Jumbo Amplification **8/20 - 8/24 OCD**
Counter Sign Code: VJJ5-70 **E**
Counter Sign Code: **LOCAL PRODUCTION ES**

• Pedestals

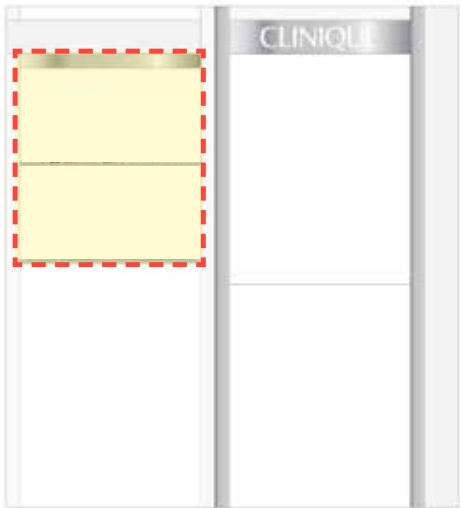


Permanent Pedestal (REPRINT)
(Direct pickup from Spring'23)
Graphic Code: VC1H-70
Unit Code: KR1M-60
Doors: **Select Doors**



MSNA Pedestal (REPRINT)
Graphic Update Code: VHTG-70

***NOTE:** Can merchandise without the side panel graphics and use the shelving for stock.

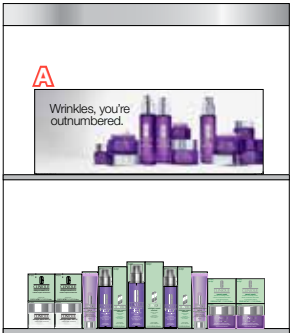


Shelf

Graphic
A 20" x 7.5" Plexi Sign

 ***NOTE:** Please follow this guide to correctly merchandise your back wall.

SHELF OPTIONS _____



Smart



Moisturizers



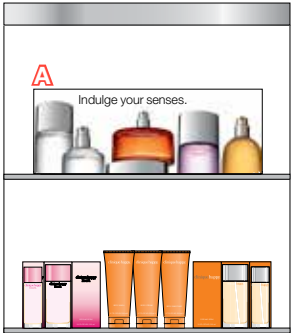
Clarifying Lotions



Jumbo



Clinique For Men



Fragrance

July Caseline Details

Overview



Collateral - All Clinique Production

A LAUNCH LAUNCH

22" x 28" Poster
Code: **VJGW-70 (LAUNCH)**
Doors: **Belk, Dillard's, Von Maur and Boscovs Only**

BELK ONLY BELK ONLY

30" x 40" Poster
Code: **VJGX-70**
Doors: **Belk Only**

SHIPPING DIRECT TO DOOR

Smart Collagen Cream
Update Code: **VJHZ-70**
Glorifier Code: **VJYC-60**

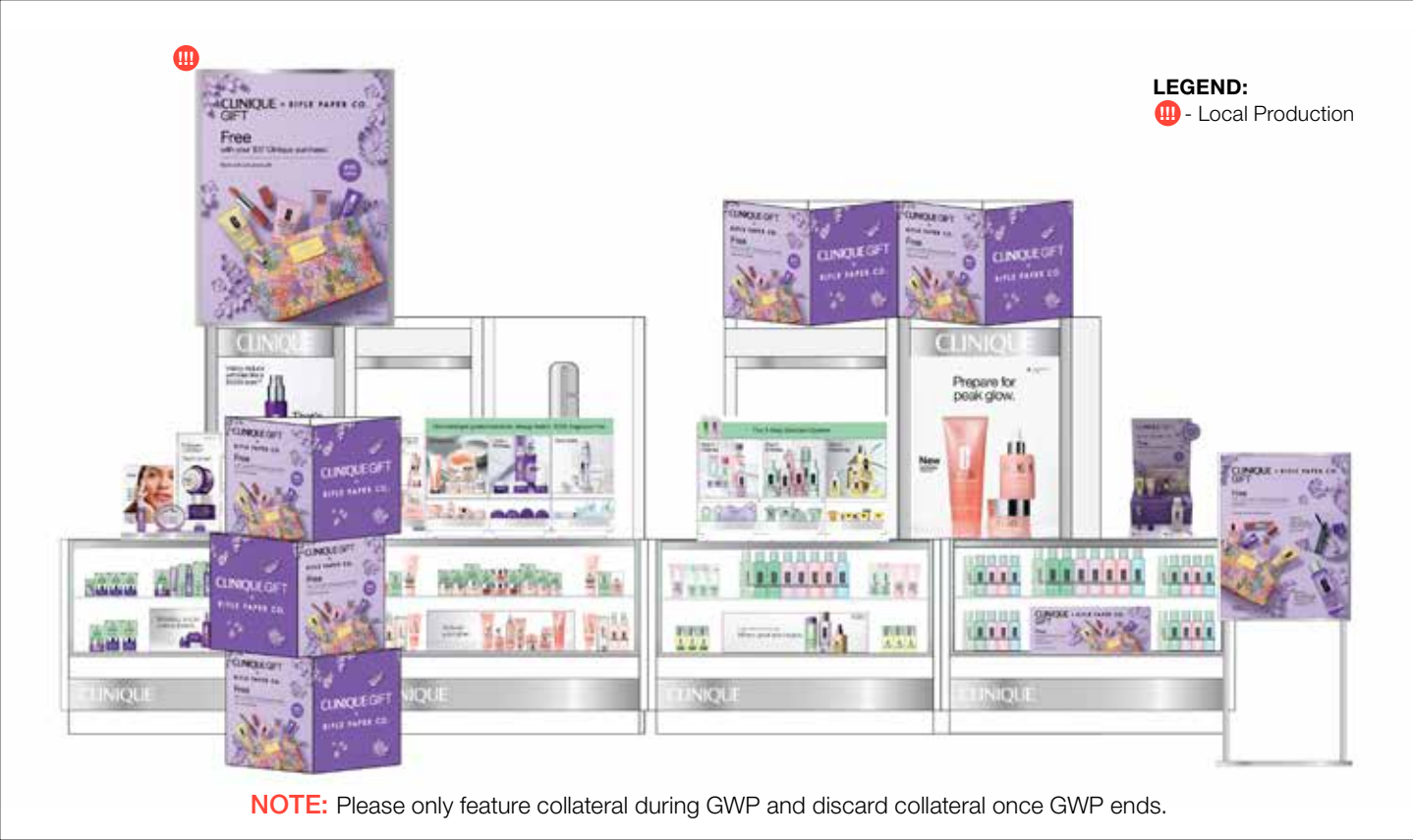
B

Cereal Boxes
Code: **VJGT-70**
Doors: **Belk, Boscovs, Dillards, VonMaur**

SHIPPING DIRECT TO DOOR

August Launch Details

Overview



LEGEND:
!!! - Local Production

NOTE: Please only feature collateral during GWP and discard collateral once GWP ends.

Collateral - All Clinique Production



Posters
22" x 28"
PPK code: **VJLY-70**
30" x 40"
PPK code: **VJLZ-70**



In-Case Plexi Graphic
20" x 7.5"
Code: **VJL7-70**



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



8.5" x 11"
Counter Sign
Code: **LOCAL PRODUCTION**

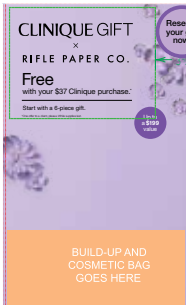
Belk GWP Merchandising
Unit PPK code: **VJL9-60**



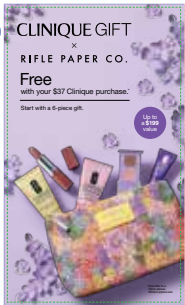
Box Graphics



Base Mat



Riser (Front)



Riser (Back)

GWP Unit Product Line Up



***NOTE:** Rendering does not show final graphics. Please refer to the GWP collateral page.

Belk GWP (8/4 - 8/27) - Choose Your Free Gift

STEP 1	STEP 2	STEP 3
Spend \$37 to take home 6 Clinique favorites..  - Dramatically Different Moisturizing Lotion + SPF 30ml Tube - All About Clean Rinse Off Foaming Cleanser 30ml Tube - Smart Wrinkle Correcting Serum 5ml Tube - Clinique Pop™ Longwear Lipstick (Shade: Bare Pop) - All About Shadow Duo Slider Purple (Shade: Strawberry Fudge Duo)  ..including a limited-edition bag.	Spend \$60 to get a full-size..  - High Impact Mascara (Shade: Black)  - Clinique Smart Wrinkle Correcting Eye Cream 5ml Jar	Spend \$80 to add a larger size..  - Take The Day Off for Lids, Lashes, Lips (200ml Bottle)

September Launch Details

Overview



LEGEND:
!!! - Local Production

NOTE: Please only feature collateral during GWP and discard collateral once GWP ends.

Collateral - All Clinique Production

ENG



Posters
22" x 28"
Code: **VJM0-70 E**
Code: **VJN8-70 ES**

ENG/SPA



ENG



In-Case Plexi Graphic
20" x 7.5"
Code: **VJL5-70 E**
Code: **VJN9-70 ES**

ENG/SPA

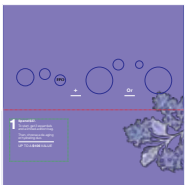


***NOTE:** Please see next page for the GWP unit product lineup assortment (retailer specific).

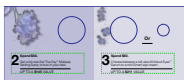


Ledge-Top Boxes (x3)
18" x 20" x 18" deep
Code: **VJLE-70**

Dillard's GWP Merchandising Unit
PPK code: **VJL3-60**



Box Graphics



Base Mat



Riser (Front)



Riser (Back)

GWP Unit Product Line Up

Dillard's GWP (8/28 - 9/12) - Choose Your Free Gift

STEP 1	STEP 2	STEP 3
Spend \$37 to get 3 essentials and a limited-edition bag. Then, choose a de-aging or hydrating duo...  OR  - All About Clean Liquid Facial Soap Mild 30ml Tube - Clinique Pop™ Longwear Lipstick (Shade: Bare Pop) - High Impact High-Fi™ Full Volume Mascara .17oz (Shade: Black) CHOICE: - Smart Wrinkle Correcting Cream 15ml Jar - Smart Wrinkle Correcting Serum 5ml Tube - All About Clean Liquid Facial Soap Mild 30ml Tube - Clinique Pop™ Longwear Lipstick (Shade: Bare Pop) - High Impact High-Fi™ Full Volume Mascara .17oz (Shade: Black) CHOICE: - Moisture Surge 100 Hour 15ml Jar - Moisture Surge Glow Serum 5ml Tube	Spend \$60 to get a Set The Day™ Makeup Setting Spray to lock in your look.  - Set The Day Makeup Setting Spray (100ml Bottle)	Spend \$80 to choose between a full-size..  OR  - All About Eyes Serum De-Puffing Eye Massage - Clinique Smart Wrinkle Correcting Eye Cream (15ml Jar)

Overview

LEGEND:
!!! - Local Production



NOTE: Please only feature collateral during GWP and discard collateral once GWP ends.

Collateral - All Clinique Production

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

ENG



CLINIQUE x RIFLE PAPER CO. GIFT
Free gift
with your \$37 Clinique purchase.
Start with a 6-piece gift.

EM



CLINIQUE x RIFLE PAPER CO. GIFT
Free gift
con tu compra de \$37 de Clinique.
Comienza con un regalo de 6 piezas.

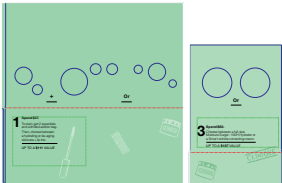
ES



CLINIQUE x RIFLE PAPER CO. GIFT
Free gift
con tu compra de \$37 de Clinique.
Comienza con un regalo de 6 piezas.

In-Case Plexi Graphic
20" x 7.5"
Code: **VJL4 -70 E**
Code: **VJNA-70 EM**
Code: **VJNB-70 ES**

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



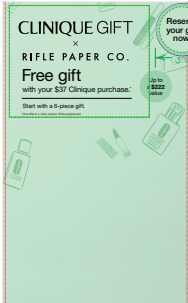
Box Graphics



Base Mat



Graphic Cover



Riser (Front)



Riser (Back)

STEP 1	STEP 2	STEP 4
Spend \$37 to get 2 essentials and a limited-edition bag. Then, choose a hydrating or de-aging duo... OR - Dramatically Different Moisturizing Lotion + 30ml Tube - High Impact Mascara (Shade: Black) - Dramatically Different Moisturizing Lotion + 30ml Tube - High Impact Mascara (Shade: Black) CHOICE: - Moisture Surge Overnight Mask 30ml Tube - Moisture Surge Glow Serum 5ml Tube - Almost Lipstick (Shade: Black Honey) - Smart Clinical Repair™ Wrinkle Correcting Overnight Cream + Mask 15ml Jar - Smart Wrinkle Correcting Serum 5ml Tube - Clinique Pop™ Longwear Lipstick (Shade: Blush Pop)	Spend \$60 to choose between a full size of.. OR - All About Clean Rinse Off Foaming Cleanser (150ml Tube) - All About Clean Liquid Facial Soap Mild (200ml Bottle) STEP 3 Spend \$80 to choose between a full-size of ... OR - Moisture Surge 100 Hour (30ml Jar) - Smart Clinical Repair Wrinkle Correcting Cream (30ml Jar)	Spend \$125 to take it all home in a limited-edition tote.

LBX BEHIND/NEAR
COUNTERSmart (REPRINT)
S'26 Assets**Power Zone**
Smart Priority (All Doors)

***NOTE:** Please see pages 86 for the Story-Telling Unit details.



Counter Top

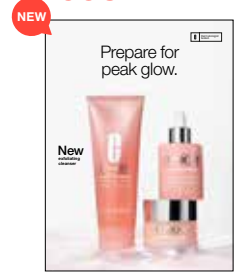
- A** Smart Story-Telling Unit **JULY OCD**
Graphic Code: VJHZ-70
Glorifier Code: VJYC-60
- B** Lollipop Library Sign
Update Code: VHJG-70
Permanent Lollipop Sign Holder (Existing)
Code: KRJE-60
- 3** Smart Clinical Repair Collagen + PDRN Cream 1.7 fl oz **JULY OCD**

Shelf 1 & 2

- C** Smart™ Hero **JULY OCD**
20" x 7.5" Incase Code: VJGZ-70
- Smart Clinical Repair Wrinkle Correcting Eye Cream 0.5 oz.
 - Smart Clinical Repair Wrinkle Correcting Eye Cream 1 oz.
 - Smart Clinical Repair Collagen + PDRN Cream 1.7 fl oz **JULY OCD**
 - Smart Night Clinical™ MD Retinol
 - Smart™ Serum 1.0 fl oz
 - Smart™ Serum 1.7 fl oz
 - Smart Clinical Repair™ SPF30 Wrinkle Cream 2.5 fl oz
 - Smart Clinical Repair™ SPF30 Wrinkle Cream 1.7 fl oz
 - Smart Repair™ Wrinkle Correcting Cream 2.5 fl oz + 1.7 fl oz
 - Smart Clinical Repair™ Lifting Face + Neck Cream



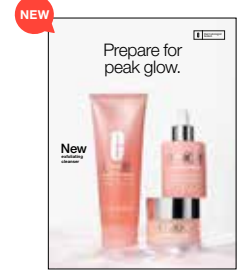
***NOTE:** Please merchandise relevant products inside of case if specific product is out of stock.

LBX BEHIND/NEAR COUNTERMoisture Surge
F'26 Assets**Power Zone**
Moisture Surge Priority
(Select Doors)**Counter****A** Moisture Surge Sliver
(vac form + acrylic topper + graphic update)Update Code: **VJYF-60 E**Update Code: **VJYE-60 ES**Update Code: **VJYD-60 EM****B** Lollipop Library SignUpdate Code: **VHJG-70**Permanent Lollipop Sign Holder
(Existing)Code: **KRJE-60****Shelf 1 & 2****C** Moisture Surge Hero **JULY OCD**
20" x 7.5" Incase Code: **VJGZ-70**

- 1 Moisture Surge™ Active Glow Serum 50ml
- 2 Moisture Surge™ Body Hydrator
- 3 Moisture Surge™ Intense 1.7oz
- 4 Moisture Surge™ Intense 2.5 oz
- 5 Moisture Surge™ SPF28 Hydrator 1.7oz
- 6 Moisture Surge™ 100H 2.5 oz
- 7 Moisture Surge™ 100H 1.7 oz
- 8 Moisture Surge™ 100H 1.0 oz
- 9 Moisture Surge™ Face Spray
- 10 Moisture Surge™ Overnight Mask
- 11 Moisture Surge™ Exfoliating Glow Cleanser **JULY OCD**

***NOTE:** Please merchandise relevant products inside of case if specific product is out of stock.

Collateral at Counter

LBX BEHIND/NEAR COUNTERMoisture Surge
F'26 Assets**Counter Top**

- A** Moisture Surge Sliver
(vac form + acrylic topper + graphic update)
Update Code: **VJYF-60 E**
Update Code: **VJYE-60 ES**
Update Code: **VJYD-60 EM**

- B** Treatment Bar **JULY OCD**
Graphic Update Code: **VJHR-70 FD**
Graphic Update Code: **VJHS-70 SP**
Treatment Bar Header Update Code: **VK49-70 FD**
Cleanser Bar Header Update Code: **VK4A-70 FD**

Treatment Risers Graphic Update Code: V1Q2-70
*Acrylic Blocks (x5) + New Sign (x2)
Code: V8TP-60
*Claim Post Visual PPK Code: V1CL-60
*Claim Post Poles Code: VAY8-60

**Shelf 1 & 2**

- C** Moisture Surge Hero **JULY OCD**
Incase Box Code: **VJGY-70**
20" x 7.5" Incase Code: **VJGZ-70**
- 1 Moisture Surge™ Active Glow Serum 50ml
 - 2 Moisture Surge™ Body Hydrator
 - 3 Moisture Surge™ Intense 1.7oz
 - 4 Moisture Surge™ Intense 2.5 oz
 - 5 Moisture Surge™ SPF28 Hydrator 1.7oz
 - 6 Moisture Surge™ 100H 2.5 oz
 - 7 Moisture Surge™ 100H 1.7 oz
 - 8 Moisture Surge™ 100H 1.0 oz
 - 9 Moisture Surge™ Face Spray
 - 10 Moisture Surge™ Overnight Mask
 - 11 Moisture Surge™ Exfoliating Glow Cleanser **JULY OCD**



***NOTE:** Please merchandise relevant products inside of case if specific product is out of stock.

Collateral at Counter

LBX BEHIND/NEAR COUNTER

3-Step

A**Counter Top****B Cleanser Bar JULY OCD**Graphic Update Code: **VJHR-70 FD**Graphic Update Code: **VJHS-70 SP**

Treatment Bar Header Update Code:

VK49-70 FD

Cleanser Bar Header Update Code:

VK4A-70 FDTreatment Risers Graphic Update Code: **V1Q2-70**

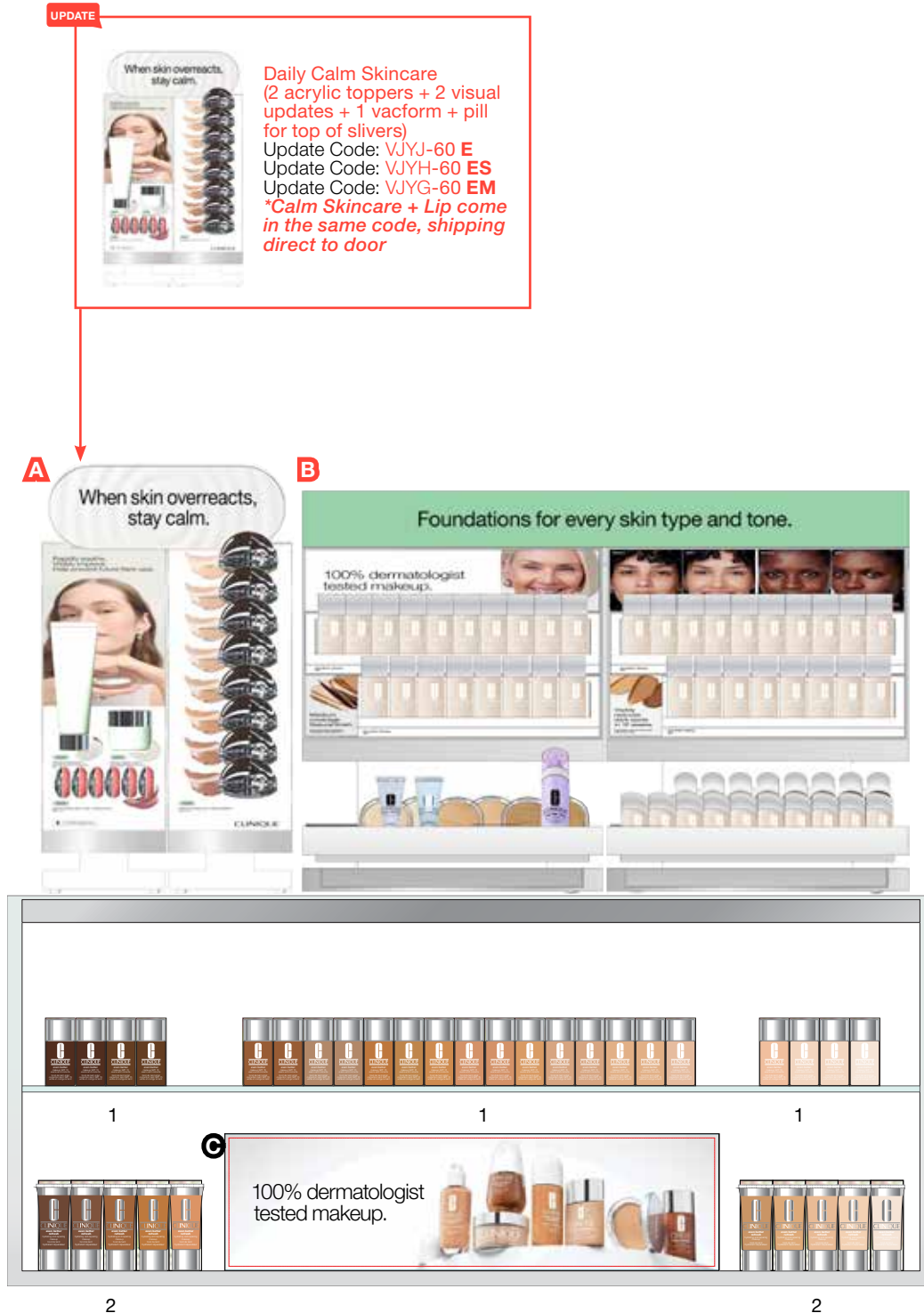
*Acrylic Blocks (x5) + New Sign (x2)

Code: **V8TP-60***Claim Post Visual PPK Code: **V1CL-60***Claim Post Poles Code: **VAY8-60****Shelf 1 & 2****C 3-Step Hero JULY OCD**Incase Box Code: **VG0S-70**20" x 7.5" Incase Code: **VJGZ-70**

- 1 All About Clean™ - Foaming Facial Soap
- 2 All About Clean™ - Liquid Facial Soap (Extra Mild)
- 3 All About Clean™ - Liquid Facial Soap (Dry Combination)
- 4 All About Clean™ - Liquid Facial Soap (Combination Oily to Oily)
- 5 Clarifying Lotion 1.0 13.5 fl oz
- 6 Clarifying Lotion 1 13.5 fl oz
- 7 Clarifying Lotion 2 13.5 fl oz
- 8 Clarifying Lotion 3 13.5 fl oz
- 9 Clarifying Lotion 4 13.5 fl oz
- 10 All About Clean™ - Micellar Milk (Dry Combination)
- 11 All About Clean™ - Micellar Milk (Combination Oily to Oily)
- 12 All About Clean™ - Rinse-Off Foaming Cleanser Mousse
- 13 DDML+ Pump
- 14 DDMG Pump

***NOTE:** Please merchandise relevant products inside of case if specific product is out of stock.

Collateral at Counter



LBX BEHIND/NEAR COUNTER



Foundation Hero

Counter Top

- A** Daily Calm Slivers (x2) **JULY OCD**
(2 acrylic toppers + 2 visual updates + 1 vacform + pill for top of slivers)
Update Code: **VJYJ-60 E**
Update Code: **VJYH-60 ES**
Update Code: **VJYG-60 EM**

- B** Foundation Unit **JULY OCD**
(Full commands + commbox, SRP Updates)

Graphic Updates **JULY OCD**

- Update Code: **VJHT-70 FD**
Update Code: **VJHW-70 RD**
Update Code: **VJHX-70 SP**

Model Header

- Update Code: **VG1G-70**

Foundation Bar

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

Locator Updates

- Locator Code: **VGGA-60 FD**
Locator Code: **VGG9-60 RD**
Locator Code: **VGG8-60 SP**

Shelf 1 & 2

- C** Foundation Hero (x2)
Unit Code: **KHL8-60 FD**
Unit Code: **KHL9-60 RD**
Incise Box Code: **VFJK-70**
20" x 7.5" Incise Code: **VJGZ-70**
JULY OCD
1 Even Better™ Makeup
2 Even Better Refresh™



***NOTE:** Please merchandise relevant products inside of case if specific product is out of stock.

Collateral at Counter

LBX BEHIND/NEAR COUNTER

Foundation Hero

A**B**

***NOTE:** Please flip over the EB Concealer bullets to show color.

Counter Top

A Foundation Unit **JULY OCD**
(Full commbands + commbox, SRP Updates)

Graphic Updates **JULY OCD**

Update Code: **VJHT-70 FD**

Update Code: **VJHW-70 RD**

Update Code: **VJHX-70 SP**

Model Header

Update Code: **VG1G-70**

Foundation Bar

Update Code: **VG11-70** (Bays 1 & 2)

Update Code: **VG1F-70** (Bays 3 & 4)

Locator Updates

Locator Code: **VGGA-60 FD**

Locator Code: **VGG9-60 RD**

Locator Code: **VGG8-60 SP**

A Even Better Concealer Sliver

Update Code: **VAZR-70 E**

Update Code: **VAZS-70 ES**

Update Code: **VAZT-70 EM**

Shelf 1 & 2

C Foundation Hero (x2) Incase Box

Unit Code: **KHL8-60 FD**

Unit Code: **KHL9-60 RD**

Incse Box Code: **VFJK-70**

20" x 7.5" Incase Code: **VJGZ-70**

JULY OCD

- 1 Even Better Clinical™ Foundation
- 2 Even Better Vitamin Makeup
- 3 Stay-Matte Powder



***NOTE:** Please merchandise relevant products inside of case if specific product is out of stock.

Collateral at Counter

UPDATE



National Lipstick Day 7/26-8/1 **OCD**
 Code: **VJJ4-70 E**
 Code: **LOCAL PRODUCTION ES**



LBX BEHIND/NEAR COUNTER

NEW



Chubby
 (Removing "New Chubby Shades")

Counter Top

A Lip & Cheek Unit **JULY OCD**
 (full commband + commbox SRP Update)

Update Code: **VJHY-70**
 Locator Code: **VJYK-60**
 -B2S2 (New locator) + window template product wells + window base that is sealed to the window template

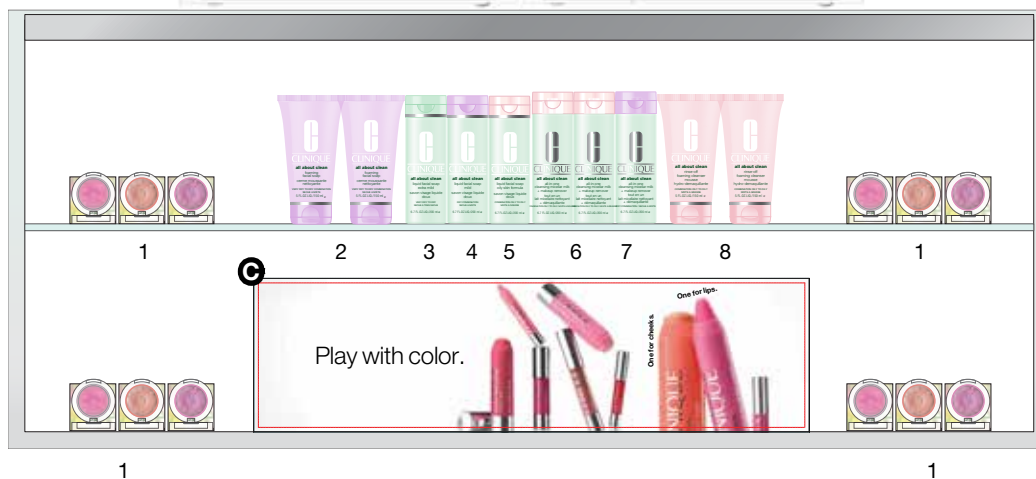
EXISTING CODES

F'24 Locator Code: **VGG7-60**
 Model Header Code: **VG0G-70**

Shelf 1 & 2

C Chubby Lip In-case Box/Tray
 Unit Code: **KHL8-60 FD**
 Unit Code: **KHL9-60 RD**
 Incase Box Code: **VHJM-70**
 20" x 7.5" Incase Code: **VJGZ-70**
JULY OCD

- 1 Cheek Pop
- 2 All About Clean™ - Foaming Facial Soap
- 3 All About Clean™ - Liquid Facial Soap (Extra Mild)
- 4 All About Clean™ - Liquid Facial Soap (Dry Combination)
- 5 All About Clean™ - Liquid Facial Soap (Combination Oily to Oily)
- 6 All About Clean™ - Micellar Milk (Dry Combination)
- 7 All About Clean™ - Micellar Milk (Combination Oily to Oily)
- 8 All About Clean - Rinse-Off Foaming Cleanser Mousse

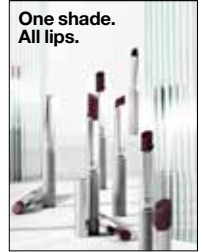


***NOTE:** Please merchandise relevant products inside of case if specific product is out of stock.

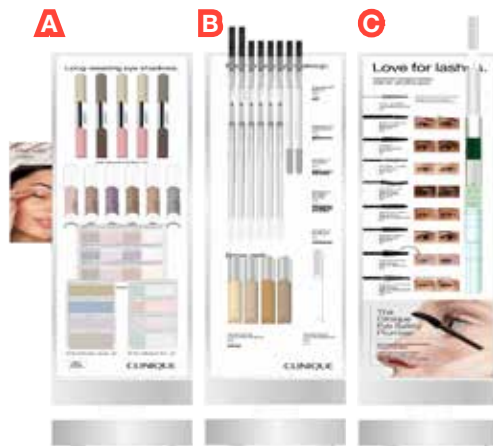
Collateral at Counter

LBX BEHIND/NEAR COUNTER

One shade.
All lips.



Black Honey

**Counter Top**

- A Eyeshadow Sliver JULY OCD**
Graphic Update Code: VJHE-70
- B Eyeliner Sliver JULY OCD**
Graphic Update Code: VJJ0-70
- C Mascara Sliver JULY UPDATE**
Graphic Update Code: VJJ1-70
Mascara Sliver SEPTEMBER UPDATE
Graphic Update Code: TBD CODE

Shelf 1 & 2

- D Mascara Hero Distortion In-case**
Box/Tray
Unit Code: KHL8-60 **FD**
Unit Code: KHL9-60 **RD**
Incase Box Code: VAZD-70
20" x 7.5" Incase Code: VJGZ-70
JULY OCD JULY OCD
- 1 Take The Day Off Cleansing Balm
 - 2 Take The Day Off MU Remover
 - 3 Take The Day Off Cleansing Oil
 - 4 Take The Day Off Facial Cleansing Mousse
 - 5 Take The Day Off Charcoal Cleansing Balm



***NOTE:** Please merchandise relevant products inside of case if specific product is out of stock.

Collateral at Counter

LBX BEHIND/NEAR COUNTER



Fragrance Hero

Counter Top

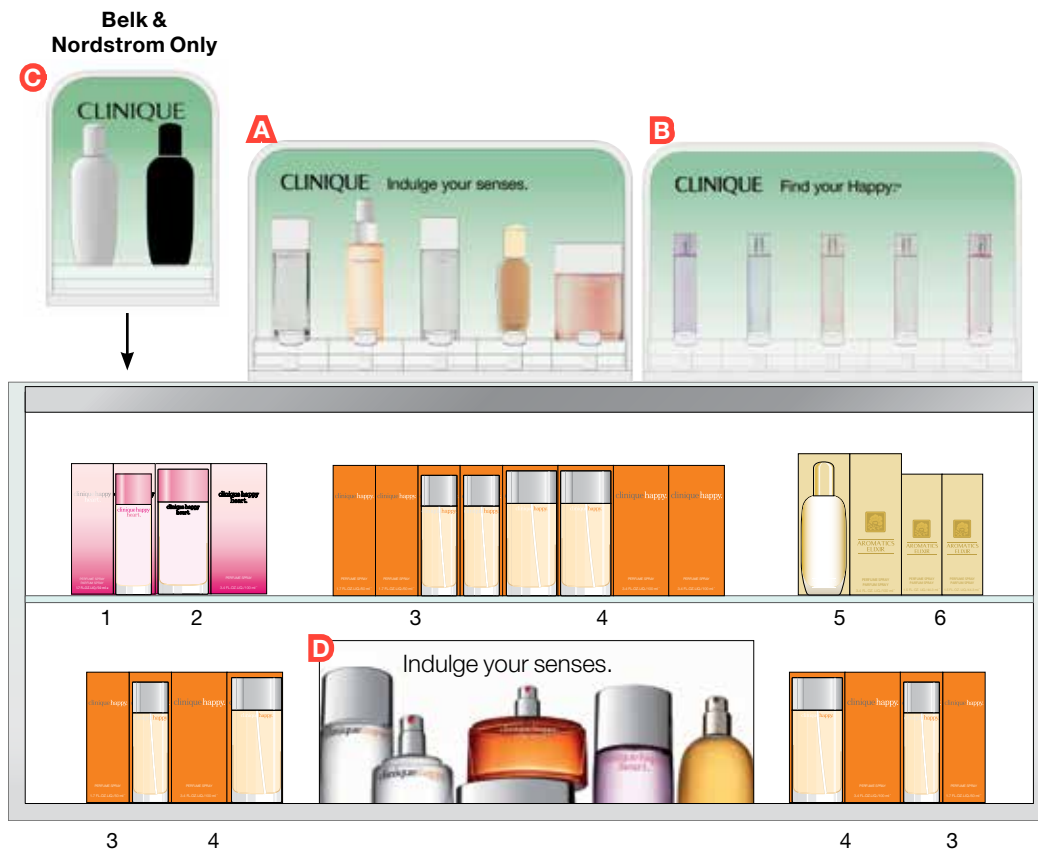
A Basic Fragrance Unit JULY OCD
Full Unit Code: VECL-60
Riser + Base Code: VJHF-70

B My Happy Unit JULY OCD
Full Unit Code: VEXP-60
Riser + Base Code: VJHG-70

C Generic Fragrance Unit JULY OCD
Unit Generic PPK Code: V8SX-60
Base Update Code: VJHH-70

Belk Update Only
Aromatics Graphic Code: VG02-70
Doors: **Belk Only**

Generic Visual PPK Code: VAZY-70
Doors: **Nordstrom Only**



Shelf 1

D Fragrance Hero
Plexi Graphic: 20" x 7.5"
20" x 7.5" Incase Code: VJGZ-70
JULY OCD

- 1 Happy Heart™ Perfume Spray 1.7 fl. oz
- 2 Happy Heart™ Perfume Spray 3.4 fl. oz
- 3 Happy™ Perfume Spray 1.7 fl. oz
- 4 Happy™ Perfume Spray 3.4 fl. oz
- 5 Aromatics™ Elixir 3.4 fl. oz
- 6 Aromatics™ Elixir 1.7 fl. oz



***NOTE:** Please merchandise relevant products inside of case if specific product is out of stock.

Collateral at Counter

LBX BEHIND/NEAR COUNTER



CFM Hero



Counter Top

A CFM Unit **JULY OCD**

Update Code: **VJHL-70 FD**
Update Code: **VJHM-70 RD**

B How Much Is It Signs **JULY OCD**

8.5" x 11" Counter Sign
Update Code: **VJH2-70**

Shelf 1

- 1 CFM Post Shave Soother
- 2 CFM Oil Control Exfoliating Tonic
- 3 CFM Cream Shave
- 4 2 in 1 Skin Hydrator + Beard Conditioner
- 5 CFM Aloe Shave Gel
- 6 CFM 72-Hour Maximum Hydrator
- 7 CFM Maximum Hydrator Activated Water-Gel Concentrate
- 8 CFM Moisturizing Lotion
- 9 CFM Broad Spectrum SPF 21 Moisturizer
- 10 CFM Anti-Age Moisturizer
- 11 CFM Face Wash
- 12 CFM Oil Control Face Wash
- 13 CFM Charcoal Face Wash
- 14 CFM Face Scrub

Shelf 2

- C** Clinique For Men™ Hero
Plexi Graphic: 20" x 7.5"
20" x 7.5" Incase Code: **VJGZ-70 JULY OCD**

- 15 Happy For Men™ 1.7 oz.
- 16 Happy For Men™ 3.4 oz.



***NOTE:** Please merchandise relevant products inside of case if specific product is out of stock.

Collateral at Counter



***NOTE:** Please merchandise relevant products inside of case if specific product is out of stock.

Counter

A Skin School Services Counter Sign

Update Code: VHYZ-70

B Skin School Services Mat

Update Code: VHXY-60



Clinical Reality iPad with AboveTek Stand

Code: KNKA-70

C Clinical Reality Lollipop Sign

Update Code: V7D9-70

Shelf 1 & 2

C Smart™ Hero JULY OCD

Incase Box Code: VJGY-70

20" x 7.5" Incase Code: VJGZ-70

- 1 Smart Clinical Repair Wrinkle Correcting Eye Cream 0.5 oz.
- 2 Smart Clinical Repair Wrinkle Correcting Eye Cream 1 oz.
- 3 Smart Night Clinical™ MD Retinol
- 4 Smart™ Serum 1.0 fl oz
- 5 Smart™ Serum 1.7 fl oz
- 6 Smart Clinical Repair™ SPF30 Wrinkle Cream 2.5 fl oz
- 7 Smart Clinical Repair™ SPF30 Wrinkle Cream 1.7 fl oz
- 8 Smart Repair™ Wrinkle Correcting Cream 2.5 fl oz + 1.7 fl oz
- 9 Smart Clinical Repair™ Lifting Face + Neck Cream

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

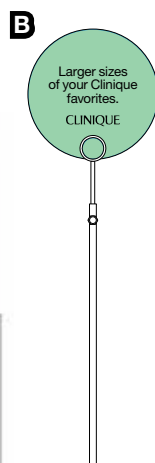
Collateral at Counter

UPDATE

ENG

ES

Jumbo Amplification
8/20 - 8/24 OCD
 Code: **VJJ5-70 E**
 Code: **LOCAL**
PRODUCTION ES

**LBX BEHIND/NEAR COUNTER**

Smart Hero

Counter

- A Jumbo Permanent Display Platform JULY OCD**
 Update Code: **VJHN-70**



- B Lollipop Library Sign**
 Update Code: **VHJG-70**
 Permanent Lollipop Sign Holder (Existing)
 Code: **KRJE-60**

Shelf 1 & 2

- C Dramatically Different™ Hero**
 Plexi Graphic: 20" x 7.5"
 20" x 7.5" Incase Code: **VJGZ-70**
JULY OCD

- JUMBO: Smart Clinical Repair™ Eye Cream Jumbo
- JUMBO: All About Clean™ - Liquid Facial Soap (Mild)
- JUMBO: All About Clean™ - Liquid Facial Soap (Oily)
- JUMBO: Smart Clinical Repair™ Wrinkle Correcting Cream Jumbo
- JUMBO: Dramatically Different Moisturizing Lotion+™
- JUMBO: Dramatically Different Moisturizing Gel™



SAYLI/MSNA Doors

Newness Tower



-OR-



A Lightbox Visual: Moisture Surge Hero

- 1 Moisture Surge™ Intense 1.7 oz
- 2 Moisture Surge™ Intense 2.5 oz
- 3 Moisture Surge™ 100H 2.5 oz
- 4 Moisture Surge™ 100H 1.7 oz
- 5 Moisture Surge™ 100H 1.0 oz
- 6 Moisture Surge™ Face Spray
- 7 Moisture Surge™ Overnight Mask
- 8 Moisture Surge™ Concentrate
- 9 Moisture Surge Eye™

B Lightbox Visual: Smart Hero

- 1 Smart Clinical Repair Wrinkle Correcting Eye Cream
- 2 Smart Clinical Repair™ SPF30 Wrinkle Cream 1.7 fl oz
- 3 Smart Clinical Repair Collagen + PDRN Cream 1.7 fl oz **JULY OCD**
- 4 Smart Repair™ Wrinkle Correcting Cream 1.7 fl oz
- 5 Smart Repair™ Wrinkle Correcting Cream 2.5 fl oz
- 6 Smart Clinical Repair™ Lifting Face + Neck Cream
- 7 Smart Night Clinical™ MD Retinol
- 8 Smart™ Serum

Newness Pedestal



OTHER OPTIONS:

C



Fragrance Unit
Code: **VJHF-70**

-OR-



My Happy Unit
Code: **VJHG-70**

A Smart Collagen Cream Story-Telling Unit **JULY OCD**

Graphic Update Code: **VJHZ-70**

Glorifier Code: **VJYC-60**

B 3-Step Story-Telling Unit **JULY OCD**

Update Code: **VJHD-70**

Doors: **SD** (Only for doors with 2 STUs)

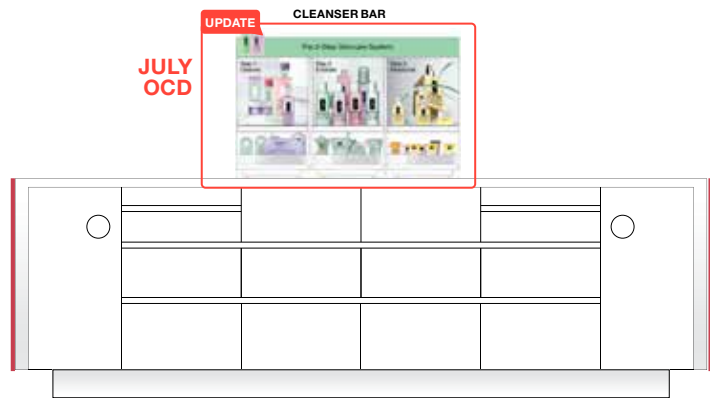
C Basic Fragrance Unit OR My Happy Unit

D Lightbox Visual: Clinique "C" Logo

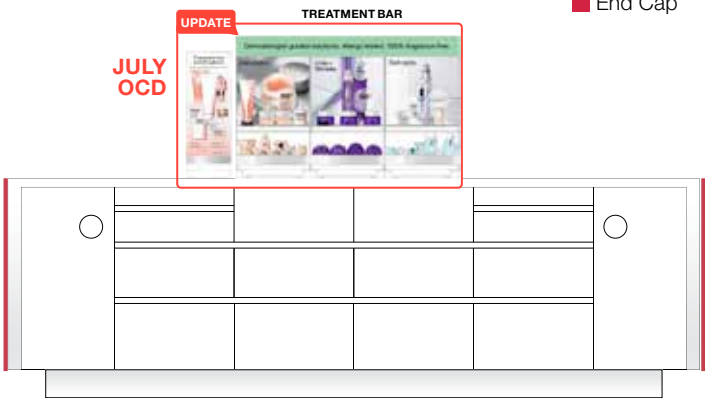
Treatment Deck

 ***NOTE:** Please see pages **89, 95 - 124** for Sliver, Treatment + Makeup Main Line Unit details.

LEGEND:
 End Cap



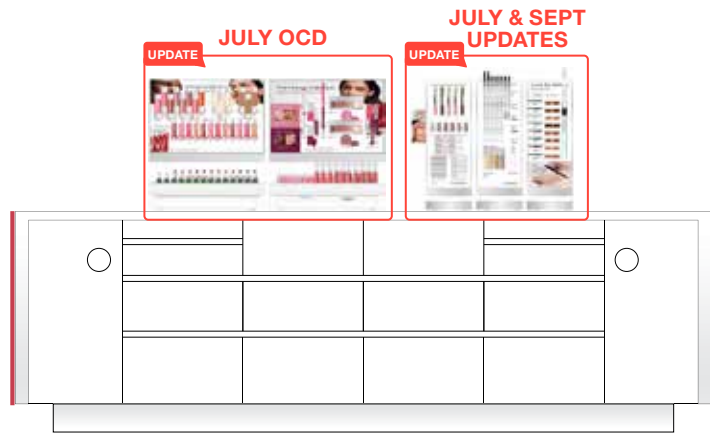
Side A - Cleanser Bar



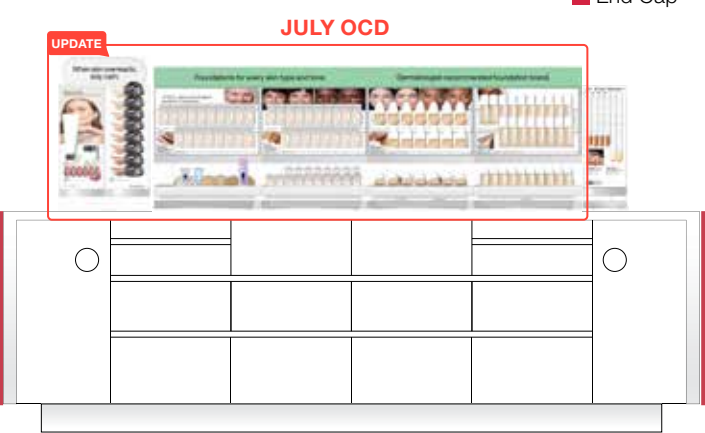
Side B - Moisture Surge Sliver + Treatment Bar + Smart Sliver

Makeup Deck

LEGEND:
 End Cap



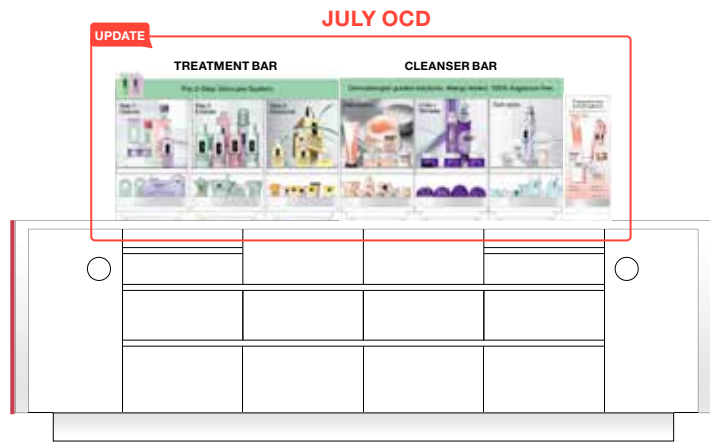
Side A - Nude Honey Sliver + Lip & Cheek Units + Eye Units



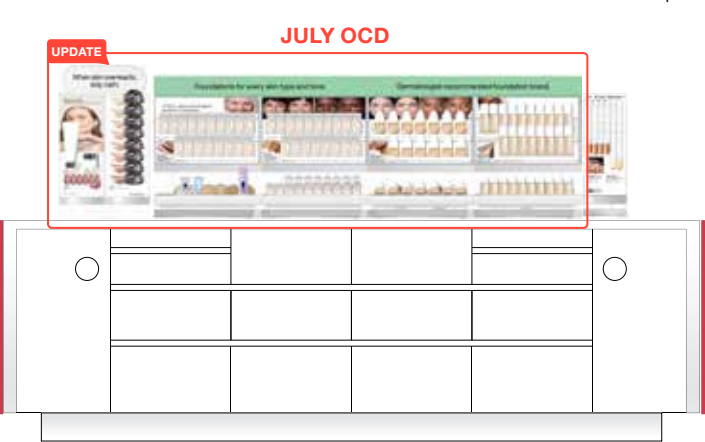
Side B - **NEW** Calm Slivers + Even Better Concealer Sliver + Foundation Units

Treatment & Makeup Deck

LEGEND:
 End Cap



Side A - Cleanser Bar + Treatment Bar



Side B - Even Better Concealer Sliver + Foundation Units

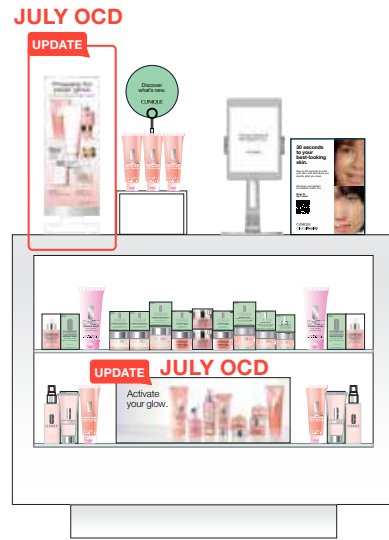
• Treatment End Caps



End Cap Display with Shelves Option
Power Zone: Smart
See page 50 for merchandising details.



Lightbox Option:
Smart (REPRINT) JULY OCD



End Cap Display with Shelves Option
Power Zone: Moisture Surge
See page 51 for merchandising details.



Lightbox Option:
Moisture Surge JULY OCD

• Makeup End Caps



End Cap Display with Shelves Option
Color #2: Foundation + Foundation Feature Unit
See page 54-55 for merchandising details.



Lightbox Option:
EBMU Hero



End Cap Display with Shelves Option
Flex: Fragrance
See page 58 for merchandising details.

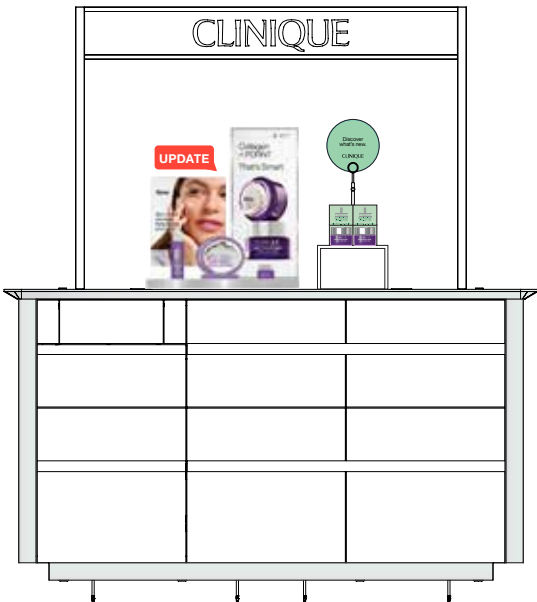


Lightbox Option:
Fragrance Hero

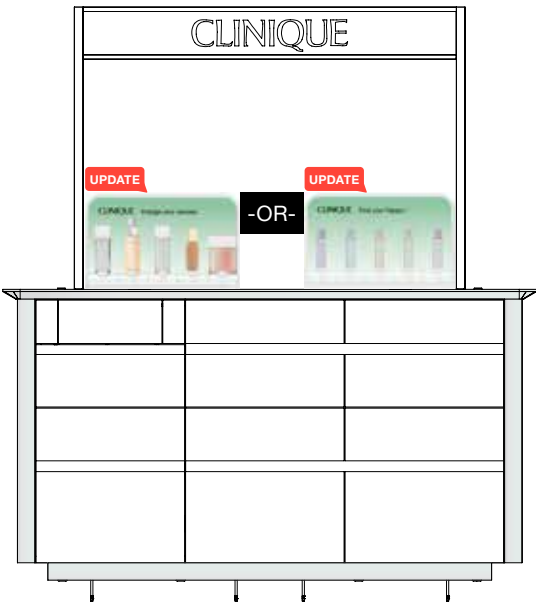
Half Decks

 ***NOTE:** Half Decks (MSNA) set up for select doors that have received additional half decks to feature promotions/hero focus.

• July - September

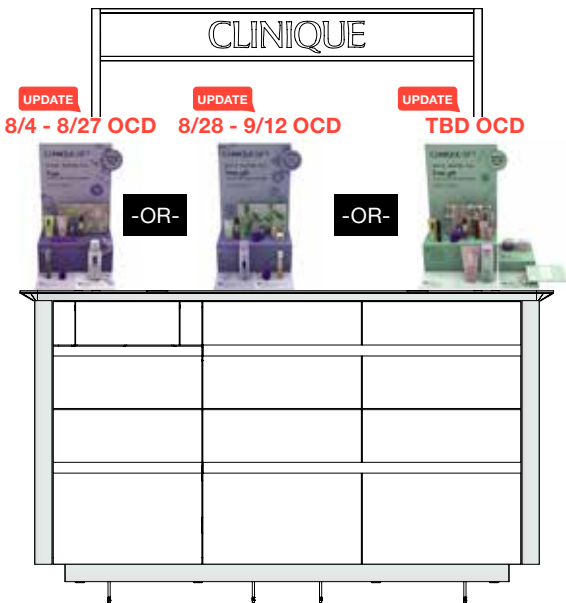


Option 1: Smart STU



Option 2: Basic Fragrance + My Happy Unit

• GWP

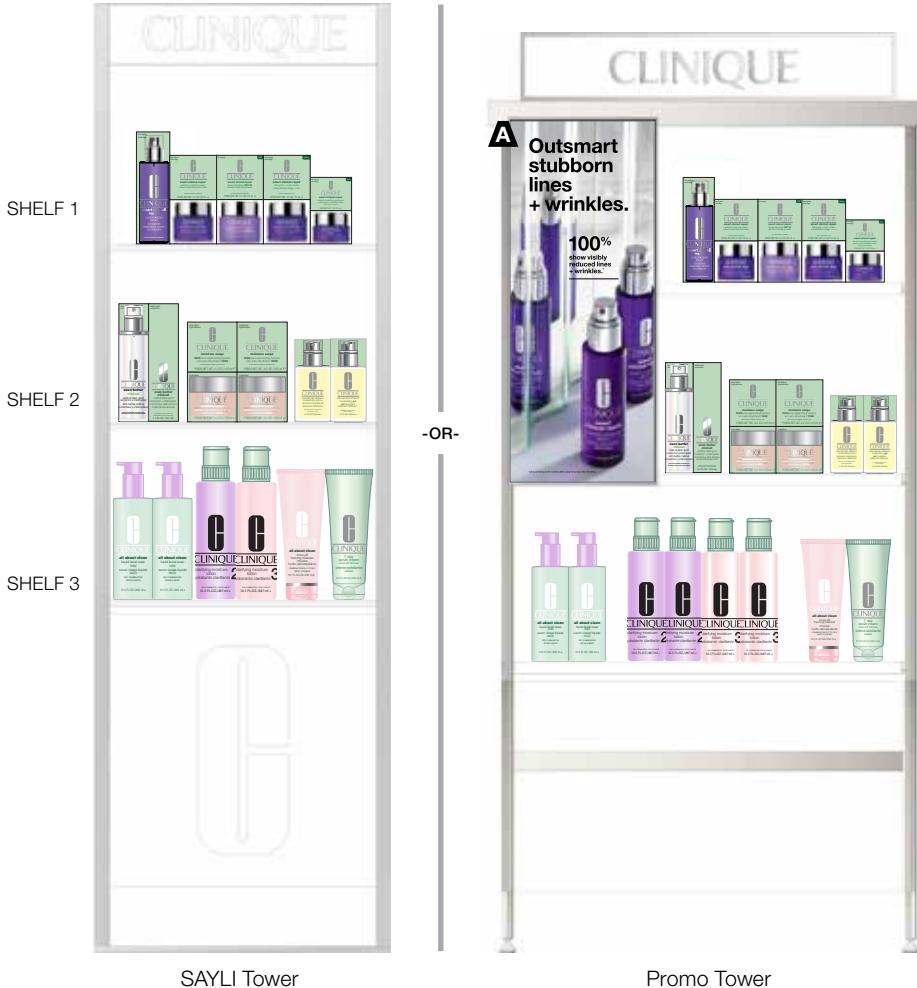


Option 3: Belk GWP or Dillard's GWP or Macy's GWP

Promotional Towers

• Jumbos

SAYLI + NEWS PROMO TOWER



A Smart (x2) JULY '24 OCD
Update Code: VAYQ-70

Shelf 1 (L-R)

- JUMBO: Smart Clinical Repair™ Serum 3.4 fl oz
- JUMBO: Smart Clinical Repair™ Wrinkle Correcting Cream
- JUMBO: Smart Clinical Repair™ SPF30
- JUMBO: Smart Clinical Repair™ Lifting Face + Neck Cream
- JUMBO: Smart Clinical Repair™ Wrinkle Correcting Eye Cream

Shelf 2 (L-R)

- JUMBO: Even Better Clinical™ Dark Spot Interrupter 3.4 fl oz
- JUMBO: Moisture Surge™ 100H
- JUMBO: DDML+ 125ml Pump
- JUMBO: DDMG 125ml Pump

Shelf 3 (L-R)

- JUMBO: All About Clean™ Liquid Facial Soap
- JUMBO: Clarifying Lotion 2
- JUMBO: Clarifying Lotion 3
- JUMBO: All About Clean™ Rinse-Off Foaming Cleanser
- JUMBO: 7-Day Scrub

TOWER GRAPHICS



Tower Graphic
Smart (x2)
(Hero Graphics PPK)
Code: VAYQ-70

• Moisturizers

SAYLI + NEWS PROMO TOWER



SAYLI Tower

-OR-



Promo Tower

A Moisture Surge (x2) JULY '24 OCD
Update Code: VAYQ-70

Shelf 1 (L-R)

- Moisture Surge™ 100H 1.7 oz
- Moisture Surge™ 100H 2.5 oz
- Moisture Surge™ Intense 1.7 oz
- Moisture Surge™ Intense 2.5 oz
- Moisture Surge™ Concentrate
- Moisture Surge™ Overnight Mask
- Moisture Surge™ Face Spray

Shelf 2 (L-R)

- Smart Repair™ Wrinkle Correcting Cream
- Smart™ SPF Moisturizer
- Smart Clinical Repair™ Serum 1.0 fl oz
- Smart Clinical Repair™ Serum 1.7 fl oz
- Smart Clinical Repair™ Serum 3.4 fl oz

Shelf 3 (L-R)

- Take The Day Off™ Cleansing Balm
- Take The Day Off™ Makeup Remover
- Take The Day Off™ Oil
- Take The Day Off™ Charcoal Cleansing Balm
- Dramatically Different™ Hydrating Jelly
- Dramatically Different™ Moisturizing
Lotion+™
- Dramatically Different™ Moisturizing Gel
- Dramatically Different™ Cream

TOWER GRAPHICS



Tower Graphic
Moisture Surge (x2)
(Hero Graphics PPK)
Code: VAYQ-70

• Fragrance

SAYLI + NEWS PROMO TOWER



A Fragrance Hero (x2) **JULY '24 OCD**
Update Code: VAYQ-70

Shelf 1 (L-R)

- My Happy™ - Lily of the Beach
- My Happy™ - Peony Picnic
- My Happy™ - Cocoa & Cashmere
- My Happy™ - Cookies and Kisses
- My Happy™ - Baby Bouquet
- My Happy™ - Indigo Mist

Shelf 2 (L-R)

- Happy™ Perfume Spray 3.4 fl oz
Valentines Day Decorated Bottle
- Happy™ Perfume Spray 1. fl oz
- Happy™ Body Wash
- Happy™ Body Cream

Shelf 3 (L-R)

- Happy Heart™ Perfume 3.4 fl oz
- Happy Heart™ Perfume 1.7 fl oz
- Aromatics Elixir Perfume 1.7 fl oz
- Aromatics Elixir Perfume 3.4 fl oz
- Aromatics Body Wash
- Aromatics Body Smoother

TOWER GRAPHICS



Tower Graphic
Fragrance (x2)
(Hero Graphics PPK)
Code: VAYQ-70

• Clinique For Men

SAYLI + NEWS PROMO TOWER



SAYLI Tower

-OR-



Promo Tower

A CFM Hero (x2) **JULY '24 OCD**
Update Code: VAYQ-70

Shelf 1 (L-R)

- 72 Hour Maximum Hydrator
- Maximum Hydrator Activated Water-Gel Concentrate
- Moisturizing Lotion
- Oil-Free Moisturizer
- Anti-Age Moisturizer
- Broad Spectrum SPF 21 Moisturizer

Shelf 2 (L-R)

- Anti-Age Eye Cream
- Super Energizer Anti-Fatigue Eye Gel
- Super Energizer Anti-Fatigue Hydrating Concentrate
- Face Bronzer
- Face Wash
- Oil-Control Face Wash
- Charcoal Face Wash

Shelf 3 (L-R)

- Happy For Men™ 1.7 fl oz
- Happy For Men™ 3.4 fl oz
- Post-Shave Soother
- Cream Shave
- Aloe Shave Gel
- Face Scrub

TOWER GRAPHICS



Tower Graphic
Clinique For Men (x2)
(Hero Graphics PPK)
Code: VAYQ-70

Product On Glass Shelves

Gentle Cleansers & Treatments

B

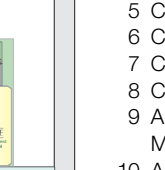
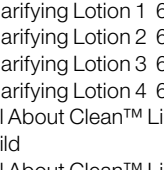
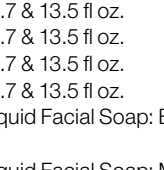
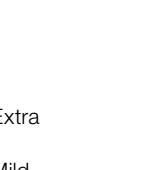
3 steps. Twice a day. Every day.
Where great skin begins.



Dermatologist Recommended






123456789101112



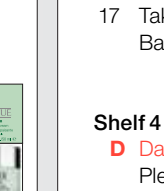




1314151616151417





181920212223

POG Header

A Cleansing With Clinique

Update Code: **Shipped direct to door**



***NOTE:** All POG graphics are updating for **JULY OCD**. See below codes.

20" x 7.5" Plexi PPK Code: **VJH0-70**

7.5" x 7.5" Plexi PPK Code: **VJH1-70**

Shelf 1

B Clarifying Lotion Hero JULY OCD

Plexi Graphic: 20" x 7.5"

Shelf 2

- 1 All About Clean™ Rinse-Off Foaming Cleanser
- 2 All About Clean™ Micellar Milk: Dry Combination
- 3 Rinse-off Eye Makeup Solvent
- 4 Clarifying Lotion 1.0 6.7 & 13.5 fl oz.
- 5 Clarifying Lotion 1 6.7 & 13.5 fl oz.
- 6 Clarifying Lotion 2 6.7 & 13.5 fl oz.
- 7 Clarifying Lotion 3 6.7 & 13.5 fl oz.
- 8 Clarifying Lotion 4 6.7 & 13.5 fl oz.
- 9 All About Clean™ Liquid Facial Soap: Extra Mild
- 10 All About Clean™ Liquid Facial Soap: Mild
- 11 All About Clean™ Liquid Facial Soap: Oily
- 12 All About Clean™ Foaming Facial Soap

Shelf 3

C TTDO JULY OCD

Plexi Graphic: 7.5" x 7.5"

- 13 Take The Day Off™ Balm
- 14 Take The Day Off™ Makeup Remover
- 15 Take The Day Off™ Oil
- 16 Take The Day Off™ Facial Cleansing Mousse
- 17 Take The Day Off™ Charcoal Cleansing Balm

Shelf 4

D Daily Calm JULY OCD

Plexi Graphic: 7.5" x 7.5"

- 18 Acne Solutions Clinical Advanced Clearing Gel 20 ml
- 19 Acne Solutions Clinical Advanced Clearing Gel
- 20 Acne Solutions Clinical Advanced Clearing Gel
- 21 Acne Solutions Clinical Advanced Clearing Gel
- 22 Daily Calm Gentle Cleansing Cream **JULY OCD**
- 23 Daily Calm Soothing Repair Cream **JULY OCD**



***NOTE:** For smaller shelves, reduce the number of products based on stock levels in store.

A

Fight Dark Spots & Signs of Aging

B

Wrinkles, you're outnumbered.

C

Outsmart stubborn lines and wrinkles.

100%

D

Collagen + PDRN?
That's Smart.

New

E

Even better skin for all.

56%

49%

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21

POG Header

- A** Targeted Treatments
Update Code: **Shipped direct to door**

***NOTE:** All POG graphics are updating for **JULY OCD**. See below codes.

20" x 7.5" Plexi PPK Code: **VJH0-70**
7.5" x 7.5" Plexi PPK Code: **VJH1-70**

Shelf 1

- B** Smart™ Hero **JULY OCD**
Plexi Graphic: 20" x 7.5"

Shelf 2

- C** Smart™ Serum **JULY OCD**
Plexi Graphic: 7.5" x 7.5"
- 1 Smooth and Renew Set
 - 2 Smart Clinical Repair™ Eye Cream JUMBO
 - 3 Smart Clinical Repair™ Wrinkle Correcting Cream
 - 4 Smart Clinical Repair™ Wrinkle Correcting Cream JUMBO
 - 5 Smart Clinical Repair™ Serum 1.0 fl oz
 - 6 Smart Clinical Repair™ Serum 1.7 fl oz
 - 7 Smart Clinical Repair™ Serum 3.4 fl oz
 - 8 Smart Clinical Repair™ SPF 30 Wrinkle Correcting Cream (75ml)
 - 9 Smart Clinical Repair™ SPF 30 Wrinkle Correcting Cream (50ml)

Shelf 3

- D** Smart™ **JULY OCD**
Plexi Graphic: 7.5" x 7.5"
- 10 Smart Clinical Repair™ Lifting Face + Neck Cream (50ml)
 - 11 Smart Clinical Repair™ Lifting Face + Neck Cream (75ml)
 - 12 **NEW** Clinique Smart Clinical Repair™ Collagen Cream (50ml) - Double face
 - 13 Smart Clinical Repair™ Overnight Recovery Cream + Mask (50ml) - double face
 - 14 Smart Clinical Repair™ AM/PM Retinoid Balm - triple face
 - 15 Repairwear™ Anti-Gravity Eye Cream - double face

Shelf 4

- E** EBCI **JULY OCD**
Plexi Graphic: 7.5" x 7.5"
- 17 Even Better Clinical™ Dark Spot Interrupter 1.0 fl oz
 - 18 Even Better Clinical™ Dark Spot Interrupter 1.7 fl oz
 - 19 Even Better Clinical™ Dark Spot Interrupter 3.4 fl oz
 - 20 Even Better™ Brightening Moisturizer SPF20
 - 21 Even Better Clinical™ Brightening Moisturizer



***NOTE:** For smaller shelves, reduce the number of products based on stock levels in store.



POG Header

- A** Glowing Skin/Moisturizer Messaging
Update Code: **Shipped direct to door**



***NOTE:** All POG graphics are updating for **JULY OCD**. See below codes.

20" x 7.5" Plexi PPK Code: **VJH0-70**

7.5" x 7.5" Plexi PPK Code: **VJH1-70**

Shelf 1

- B** Moisture Surge Family
Plexi Graphic: 20" x 7.5"

Shelf 2

- C** Moisture Surge™
Plexi Graphic: 7.5" x 7.5"
- 1 Moisture Surge™ 100H 1.0 oz
 - 2 Moisture Surge™ 100H 1.7 oz (2.5 oz behind)
 - 3 Moisture Surge™ SPF28 Sheer Hydrator
 - 4 Moisture Surge™ Concentrate 1.0 oz (also available in 0.5 oz.)
 - 5 Moisture Surge Eye™
 - 6 All About Eyes™ Serum
 - 7 Moisture Surge™ Intense 1.7 oz
 - 8 Moisture Surge™ Intense 1.0 oz
 - 9 All About Eyes™ 0.5 oz
 - 10 All About Eyes™ Rich 0.5 oz
 - 11 Moisture Surge™ Sheertint Hydrator SPF25

Shelf 3

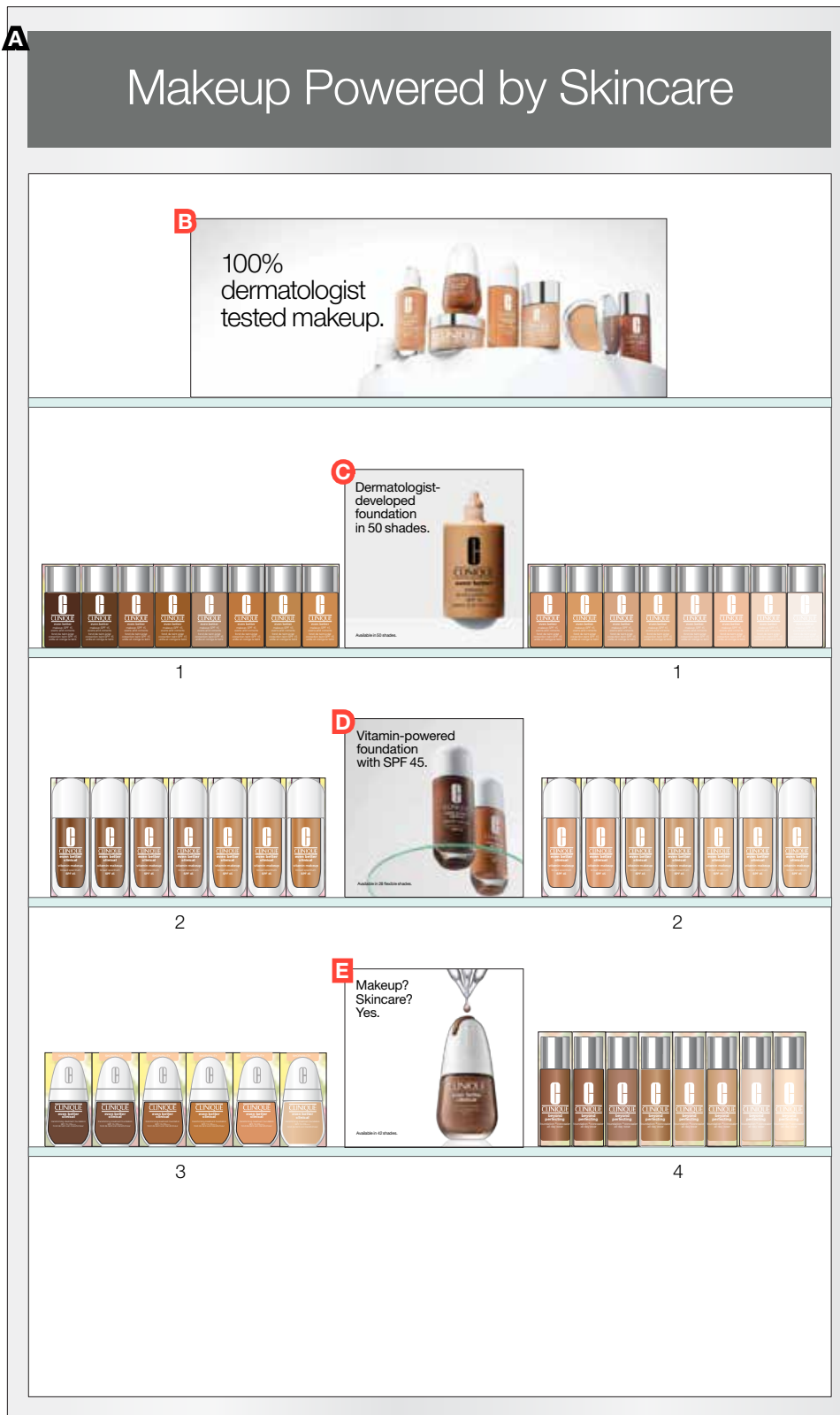
- 12 Hydrate and Glow Set
- 13 Moisture Surge™ Active Glow Serum 30 ml
- 14 Moisture Surge™ Active Glow Serum 50 ml
- 15 Moisture Surge™ Exfoliating Glow Cleanser **JULY OCD**
- 16 Moisture Surge™ Overnight Mask
- 17 Moisture Surge™ Face Spray
- 18 Moisture Surge™ Body Hydrator
- 19 Moisture Surge™ CC Cream Hydrating Colour Corrector Broad Spectrum SPF 30

Shelf 4

- D** DDML+™
Plexi Graphic: 7.5" x 7.5"
- 20 Dramatically Different™ Hydrating Jelly
 - 21 Dramatically Different Moisturizing Lotion+™ Broad Spectrum SPF 35 50 ml
 - 22 Dramatically Different Moisturizing Lotion+™ Broad Spectrum SPF 35 75 ml
 - 23 Dramatically Different Moisturizing Lotion+™ 1.7 fl. oz.
 - 24 Dramatically Different Moisturizing Lotion+™ 4.2 fl. oz.
 - 25 Dramatically Different Moisturizing Lotion+™ 6.7 fl. oz.
 - 26 Dramatically Different™ Oil-Free Gel Pump
 - 27 Dramatically Different™ Oil-Free Gel Tube
 - 28 Dramatically Different™ Moisturizing Cream



***NOTE:** For smaller shelves, reduce the number of products based on stock levels in store.



POG Header

- A** Makeup Powered by Skincare
Update Code: **Shipped direct to door**



***NOTE:** All POG graphics are updating for **JULY OCD**. See below codes.

20" x 7.5" Plexi PPK Code: **VJH0-70**
7.5" x 7.5" Plexi PPK Code: **VJH1-70**

Shelf 1

- B** Even Better™ Family Hero
Plexi Graphic 20" x 7.5"

Shelf 2

- C** Even Better™ Makeup
Plexi Graphic 7.5" x 7.5"
1 Even Better™ Broad Spectrum w/ SPF 15 Makeup

Shelf 3

- D** Even Better™ Vitamin Makeup
Plexi Graphic 7.5" x 7.5"
2 Even Better™ Vitamin Makeup

Shelf 4

- E** Even Better Clinical™ Foundation
Plexi Graphic 7.5" x 7.5"
4 Even Better™ Clinical Foundation
5 Beyond Perfecting Foundation + Concealer



Generic Foundation Graphic
- can be used to merchandise other Foundation products based on your door priority and stock availability.



***NOTE:** For smaller shelves, reduce the number of products based on stock levels in store.



POG Header

- A** Fragrance Favourites
Update Code: **Shipped direct to door**

***NOTE:** All POG graphics are updating for **JULY OCD**. See below codes.

20" x 7.5" Plexi PPK Code: **VJH0-70**
7.5" x 7.5" Plexi PPK Code: **VJH1-70**

Shelf 1

- B** **Fragrance Hero**
Plexi Graphic: 20" x 7.5"

Shelf 2

- C** **My Happy Fragrance**
Plexi Graphic: 7.5" x 7.5"
- 1 My Happy™ - Peony Picnic 15 ml
My Happy™ - Peony Picnic 100 ml
 - 2 My Happy™ - Cocoa & Cashmere 15 ml
My Happy™ - Cocoa & Cashmere 100 ml
 - 3 My Happy™ - Lily of the Beach
 - 4 My Happy™ - Cookies and Kisses
 - 5 My Happy™ - Baby Bouquet
 - 6 My Happy™ - Indigo Mist
 - 7 Happy Heart™ Perfume Spray 100 ml
 - 8 Happy Heart™ Perfume 50 ml

Shelf 3

- D** **Happy Fragrance**
Plexi Graphic: 7.5" x 7.5"
- 9 Happy Perfume™ Spray 100 ml
 - 10 Happy Perfume™ Spray 50 ml
 - 11 Happy™ Body Spritz 125 ml
 - 12 Clinique Happy™ Wash
 - 13 Clinique Happy™ Cream

Shelf 4

- E** **Aromatics Elixir Fragrance**
Plexi Graphic: 7.5" x 7.5"
- 14 Aromatics Elixir 50 ml
 - 15 Aromatics Elixir 100 ml
 - 16 Aromatics Elixir Body Wash
 - 17 Aromatics Elixir Body Smoother

Shelf 4 (AROMATICS DOORS ONLY)

- E** **Aromatics Elixir Fragrance**
Plexi Graphic: 7.5" x 7.5"
- 16 Aromatics in White 100ml
 - 17 Aromatics in Black 100ml
 - 18 Aromatics Elixir Body Wash
 - 19 Aromatics Elixir Body Smoother



***NOTE:** For smaller shelves, reduce the number of products based on stock levels in store.



POG Header

- A** Clinique For Men
Update Code: **Shipped direct to door**

***NOTE:** All POG graphics are updating for **JULY OCD**. See below codes.

20" x 7.5" Plexi PPK Code: **VJH0-70**
7.5" x 7.5" Plexi PPK Code: **VJH1-70**

Shelf 1

- B** CFM Hero Distortion
Plexi Graphic: 20" x 7.5"

Shelf 2

- 1 CFM Post Shave Soother
- 2 CFM Cream Shave **FD**
- 3 CFM Aloe Shave Gel
- 4 CFM Face Scrub
- 5 CFM Face Wash
- 6 CFM Oil Control Face Wash **FD**
- 7 CFM Charcoal Face Wash
- 8 CFM Moisturizing Lotion
- 9 **CFM Daily Hydrator Broad Spectrum SPF35 JULY OCD**
- 10 CFM Anti-Age Moisturizer **FD**
- 11 CFM Oil Control Exfoliating Tonic
- 12 CFM Exfoliating Tonic

Shelf 3

- C** CFM 72H Hydrator
Plexi Graphic 7.5" x 7.5"
- 13 CFM 72 Hour Maximum Hydrator
 - 14 CFM Maximum Hydrator
 - 15 Activated Water-Gel Concentrate
 - 16 CFM Super Energizer Anti-Fatigue Hydrating Concentrate SPF25 **FD**
 - 17 CFM Super Energizer Anti-Fatigue Depuffing Eye Gel **FD**
 - 18 CFM Anti-Age Eye Cream

Shelf 4

- 18 CFM Set: Daily Hydration
- 19 CFM Set: Daily Oil-Control
- 20 CFM Set: Daily Age Repair
- 21 Happy For Men™ 3.4 fl oz.
- 22 Happy For Men™ 1.7 fl oz.



***NOTE:** For smaller shelves, reduce the number of products based on stock levels in store.



POG Header

A Sun & Body

Update Code: **Shipped direct to door**



***NOTE:** All POG graphics are updating for **JULY OCD**. See below codes.

20" x 7.5" Plexi PPK Code: **VJH0-70**

7.5" x 7.5" Plexi PPK Code: **VJH1-70**

Shelf 1

B UV Solutions

Plexi Graphic: 20" x 7.5"

Shelf 2

- 1 SPF50 Mineral Sunscreen
- 2 City Block™ Sheer SPF25
- 3 Superdefense™ City Block SPF50



***NOTE:** Please place existing UV Solutions glorifier on the Sun & Body POG shelves. Please **DO NOT** discard.

Shelf 3

C UV Solutions **JULY OCD**

Plexi Graphic: 7.5" x 7.5"

D UV Solutions STU Glorifier

Glorifier Code: Glorifier Code: **VHFB-60**

TOP DOORS

Tinted Puck Code: **VHFA-60 TOP DOORS ONLY**

- 4 UV Solutions Mattifying Sunscreen Broad Spectrum SPF 50
- 5 UV Solutions Hydrating Sunscreen Broad Spectrum SPF 50
- 6 UV Solutions Brightening and Tinted Sunscreen Broad Spectrum SPF50 - Light

Shelf 4

- 7 Deep Comfort Hand And Cuticle Cream
- 8 Deep Comfort Body Moisture
- 9 Deep Comfort Body Wash
- 10 Deep Comfort Body Butter
- 11 Sparkle Skin Body Exfoliator



***NOTE:** For smaller shelves, reduce the number of products based on stock levels in store.

Tester Unit Details

Smart StoryTelling Unit - Graphic Update

Graphic PPK Code: **VJHZ-70**

Glorifier Code: **VJYC-60**

Story-Telling Unit VM PPK Box Code: VF35-60

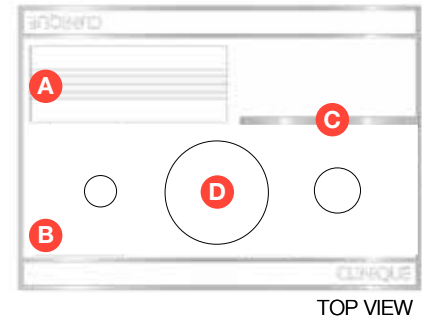
On-Counter Date: **July 2026**

SHIPPING DIRECT TO DOOR



***NOTE:** Please place existing UV Solutions glorifier on the Sun & Body POG shelves. Please **DO NOT** discard.

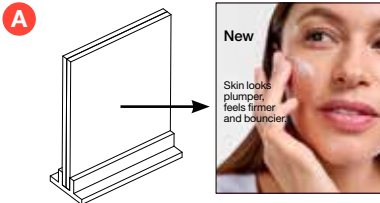
IMPORTANT!
Do **NOT** discard all parts/pieces of the DVU.



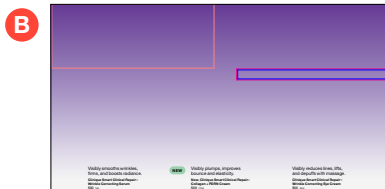
TOP VIEW

***NOTE:** Please refer to the seasonal Visual Merchandising Guidelines for more details.

LEFT SIDE ELEMENTS

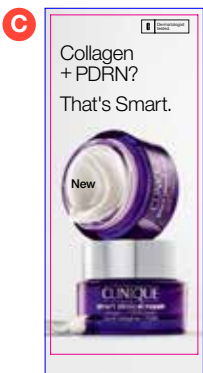


Left Riser Graphic



Base Graphic

RIGHT SIDE ELEMENTS



Right Riser Graphic



Smart Glorifier



Story Telling Unit VM Pre-pack
Box Unit Code: VF35-60

Parts to be used:

- ☒ Double Claim Post
- ☒ Micro Graphic Riser
- ☒ Newness Graphic Block
- ☒ 8" x 10" Graphic Riser
- ☒ Hexagon 3-Layer Block
- ☒ Nesting Block

3-Step Story-Telling Unit Graphic Update

Graphic PPK Code: **VJHD-70**

Doors: **Stores with 2nd StoryTelling Unit**

Story-Telling Unit VM PPK Box Code: VF35-60

On-Counter Date: **July 2026**

 ***NOTE:** To be used for doors with only 1 Story-Telling Unit

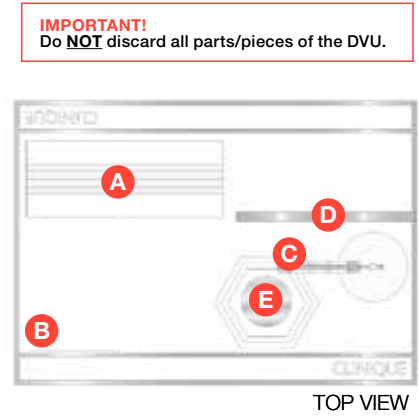
SHIPPING DIRECT TO DOOR



Perspective View



FRONT VIEW

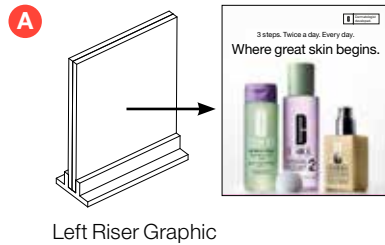


TOP VIEW

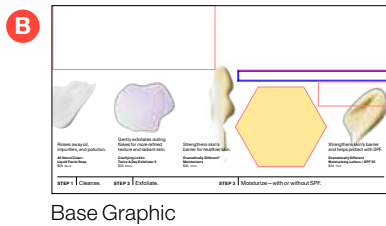
IMPORTANT!
Do **NOT** discard all parts/pieces of the DVU.

 ***NOTE:** Rendering may not be final. Please refer to the seasonal Visual Merchandising Guidelines for more details.

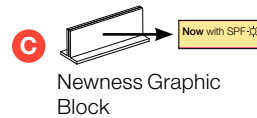
LEFT SIDE ELEMENTS



Left Riser Graphic



Base Graphic



Newness Graphic Block

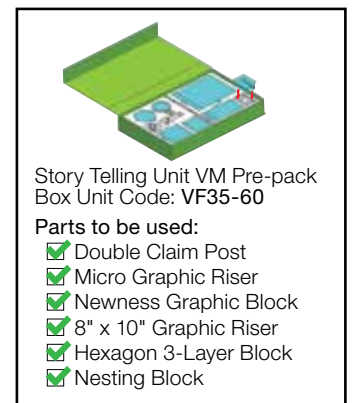
RIGHT SIDE ELEMENTS



Right Riser Graphic



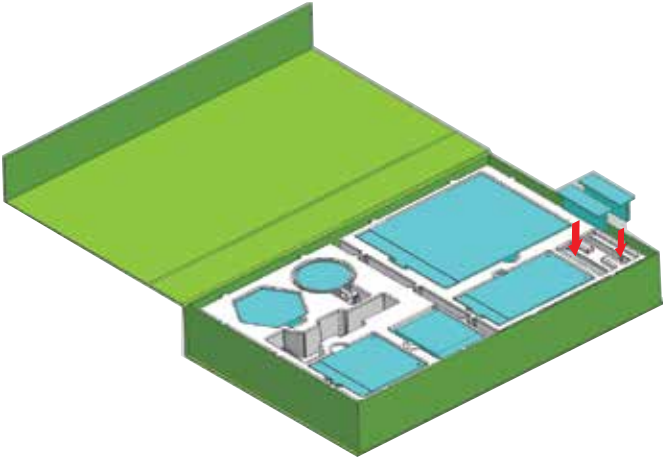
Hexagon 3-Layer Block



Story Telling Unit Kit of Parts

Unit Code: VF35-60

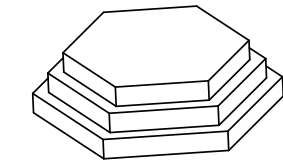
Doors: **Top Doors + Non-Top Doors**



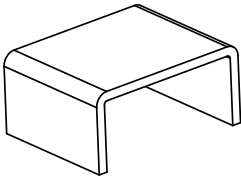
Story-Telling Unit VM Pre-pack Do's and Don'ts

- ✓ Each door will receive a Story-Telling Unit VM Pre-pack
- ✓ Ensure to safely keep this VM Prepack Box in storage together with the elements that aren't in use.
- ✗ Do NOT throw away elements that aren't currently being used on the Story-Telling Unit.

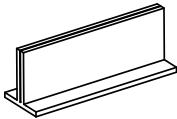
INCLUDED IN VM PRE-PACK



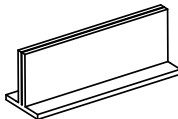
✓ Hexagon 3-Layer Block



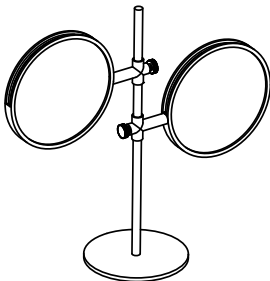
✓ Nesting Block



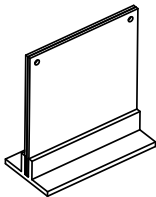
✓ Newness Graphic Block



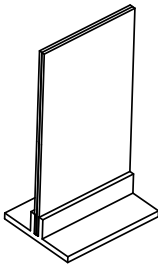
✓ Most-Loved Graphic Block



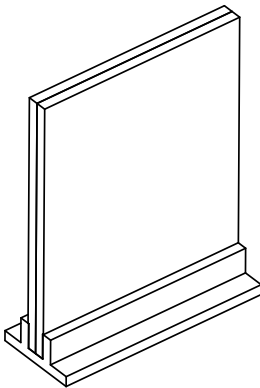
✓ Double Claim Post



✓ Micro Graphic Riser



✓ 4" x 7.5" Graphic Riser



✓ 8" x 10" Graphic Riser



***NOTE:** Can be turned into a single claim post. Ensure to safely store the extra circular claim frame inside the VM Pre-pack box.

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

SLIVER #1



JULY UPDATE



 ***NOTE:** If your door is missing either the Smart Sliver or the Nude Honey sliver, please ensure to order the **silver frame (KJ16-60)** on the POS COE.

Product Assortment

- 1 **NEW** Daily Calm™ Daily Cream Cleanser
- 2 **NEW** Daily Calm™ Soothing Repair Cream
- 3 **NEW** Daily Calm™ Lip + Cheek Color

Smart **JULY '25 OCD**
Shipping direct to door

ELM Reserve Codes

Update Code: **VG0E-70 E**
Update Code: **VG0D-70 ES**
Update Code: **VG0C-70 EM**

Daily Calm Skincare **JULY OCD**
(2 acrylic toppers + 2 visual updates + 1 vacform + pill for top of slivers)

Update Code: **VJYJ-60 E**
Update Code: **VJYH-60 ES**
Update Code: **VJYG-60 EM**

***Calm Skincare + Lip come in the same code**

SLIVER #2



 ***NOTE:** Please flip over the EB Concealer bullets to show color.

Product Assortment

- 1 Even Better Concealer

EB Concealer **JULY '24 OCD**
(graphic + SRP Updates)

Update Code: **VAZR-70 E**
Update Code: **VAZS-70 ES**
Update Code: **VAZT-70 EM**

SLIVER #3



JULY UPDATE



 ***NOTE:** If your door is missing either the Smart Sliver or the Nude Honey sliver, please ensure to order the **silver frame (KJ16-60)** on the POS COE.

Product Assortment

- 1 **NEW** Daily Calm™ Makeup Balm

Nude Honey **Feb '26 Update**

Update Code: **VHR0-60 E**
Update Code: **VHQZ-60 ES**
Update Code: **VHQY-60 EM**

Daily Calm Skincare **JULY OCD**
(2 acrylic toppers + 2 visual updates + 1 vacform + pill for top of slivers)

Update Code: **VJYJ-60 E**
Update Code: **VJYH-60 ES**
Update Code: **VJYG-60 EM**

***Calm Skincare + Lip come in the same code**

SLIVER #4



JULY UPDATE



Product Assortment

- 1 **NEW** Moisture Surge™ Exfoliating Glow Cleanser
- 2 Moisture Surge™ Glow Serum
- 3 Moisture Surge™ 100H

Moisture Surge Glow
Feb '26 Update

Update Code: **VHP5-70 E**
Update Code: **VHP6-70 ES**
Update Code: **VHP7-70 EM**

Moisture Surge
(vac form + acrylic topper + graphic update)

Update Code: **VJYF-60 E**
Update Code: **VJYE-60 ES**
Update Code: **VJYD-60 EM**

Foundation Feature Unit

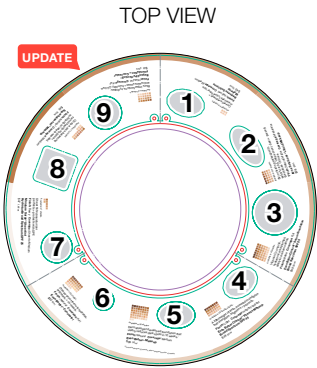
Unit Code: KRNH-60
Door: Full Doors

FEATURE UNIT DETAILS



Side A Riser Update (Model Update)
Update Code: **VJHK-70 JULY OCD**
(NOTE: RISER A DOUBLE SIDED)

Side B Riser
Code: **VJHK-70 JULY OCD**



Base Update (SRP Update)
Update Code: **VJHK-70 JULY OCD**

Product Assortment

- 1 Redness Solution Relief Cream
- 2 Acne Solutions™ Liquid Makeup
- 3 Even Better Clinical™ Serum Foundation
- 4 Even Better Clinical™ Vitamin Makeup Broad Spectrum SPF45
- 5 Even Better™ Makeup
- 6 Even Better™ Concealer
- 7 Moisture Surge™ Sheertint Hydrator SPF25
- 8 Superbalanced™ Makeup
- 9 Beyond Perfecting™ Foundation + Concealer

Hygiene Bin Products

- 10 Dramming Jars
- 11 Q-Tips

Dramming Unit

Unit Code: KKW0-60
Doors: **Select Doors**

DISCARD UNIT AND GRAPHIC FOR FALL 2026

DRAMMING UNIT DETAILS

Overview



Dramming Unit **SD**
Unit Code: KKW0-60
Update Code: **VB02-70 JULY '24 OCD**



Foundation Finder Tool
Code: **V6GB-70 E**
Code: **V6GD-70 M**
Code: **V6GQ-70 S**



5" x 7" Dramming Card
Code: **V6FS-70 E**
Code: **V6HD-70 M**
Code: **V6FZ-70 S**



8.5" x 11" Counter Sign
Code: **LOCAL PRODUCTION**



DRAMMING CADDY DETAILS
Unit Code: **KRC6-60**

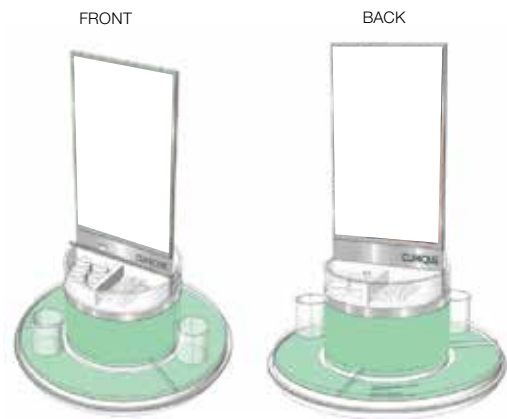
***NOTE:** Please merchandise top-selling shades

Trending Now Unit - **Replaced Asian Feature Unit & Community Favorites Unit**

Unit Code: KRNJ-60 (graphics not included)

Doors: **Select Doors**

TRENDING NOW UNIT DETAILS



New & Trending Unit
Unit Code: KRNJ-60
Graphic Code: VDZ1-60
Doors: **SD**

UPDATE

PLEASE KEEP EXISTING RISERS

Two riser units are shown side-by-side. Each has a small graphic on top and a larger graphic on the front. The left riser has a graphic that says 'Discover what's new at Clinique.' and the right riser has a graphic that says 'Trending now at Clinique.'

Chubby + Honey Option
Riser Graphic Update
Code: **VHYT-70 RESERVES**
- SHIPPING DIRECT TO DOOR
Doors: **SD**

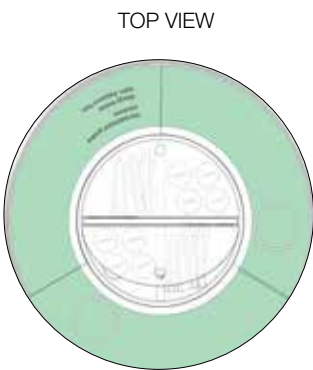
Asian Tester Feature Unit and
Community Favorites Unit
updates to Trending Now Unit.

TRENDING NOW UNIT DETAILS



Riser Front Graphic
Update Code: **VJHJ-70 JULY '26 OCD**

Riser Back Graphic
Update Code: **VJHJ-70 JULY '26 OCD**



Base Update (Graphic Update)
Update Code: **VJHJ-70 JULY '26 OCD**



Cylinder Update (Graphic Update)
Update Code: **VJHJ-70 JULY '26 OCD**

Fragrance & My Happy Units

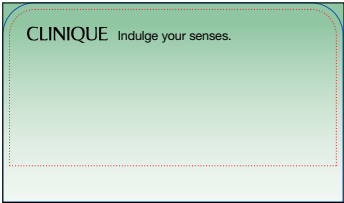
Door: Select Doors

Fragrance Unit

Basic Fragrance (Caps, structure, parts & pieces)
Full Unit Code: **VECL-60**
Riser + Base Graphic Update Code: **VG04-70**



FRONT VIEW



RISER GRAPHIC



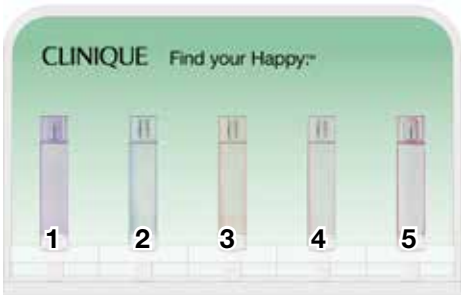
BASE GRAPHIC

Product Assortment

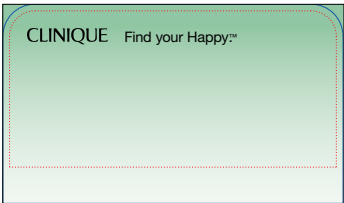
- 1 Happy™ Fragrance
- 2 Happy™ Body Spritz Fragrance
- 3 Happy Heart™ Fragrance
- 4 Aromatics Elixir™ Fragrance
- 5 Happy For Men

My Happy Unit

My Happy Fragrance (Caps, structure, parts & pieces)
Full Unit Code: **VEXP-60**
Riser + Base Graphic Update Code: **VG03-70 JULY OCD**



FRONT VIEW



RISER GRAPHIC



BASE GRAPHIC

Product Assortment

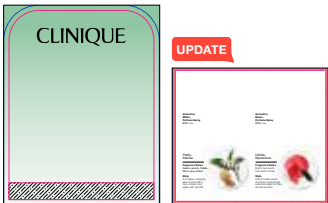
- 1 My Happy™: Cocoa & Cashmere
- 2 My Happy™: Indigo Mist
- 3 My Happy™: Cookies & Kisses
- 4 My Happy™: Baby Bouquet
- 5 My Happy™: Peony Picnic

Generic Fragrance Unit

Generic/Aromatics 100ml Black & White
Unit Generic PPK Code: **V8SX-60 (Belk + NDS Only) S'24 Update**
Aromatics Graphic Code: **VJHH-70 (Belk Only) JULY OCD**
Generic Visual PPK Code: **VAZY-70 (Nordstrom Only) S'24 Update**



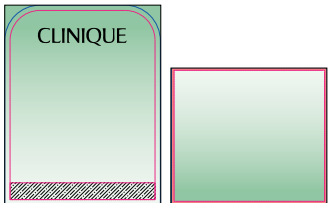
FRONT VIEW



Aromatics Graphic Code: **VJHH-70 (Belk Only) JULY OCD**

Product Assortment

- 1 Aromatics White™ Perfume Spray
- 2 Aromatics Black™ Perfume Spray



Generic Visual PPK Code: **VAZY-70 (Nordstrom Only)**

Product Assortment

- 1 Feature any Happy Fragrance

Grab & Go Unit

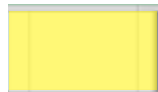
New Unit Code: VCHN-60

Doors: **Select Doors (strategy varies)**



Minis Unit
(SELECT DOORS ONLY - DILLARD'S, BOSCOV'S, BELK, MACY'S)
Full Unit Code: VCHN-60

 ***NOTE:** Extra bins shipping to select doors for towers. Minis units should be placed on cashwrap. Boscov's minis unit will live away from counter for recruitment. More information on merchandising strategy to follow.



 BIN GRAPHIC PLACEMENT

Individual Bins
(SELECT DOORS ONLY - VON MAUR, BELK, MACY'S)
Extra Bin Code: VCHM-60

HONEY OPTION



Chubby + Honey Option
Riser + Bin Graphic Update
Code: VHYW-70 **RESERVES**
SHIPPING DIRECT TO DOOR
Doors: **SD**



GENERIC GRAPHICS

UPDATE

PPK Code: VJHP-70 JULY '26 UPDATE

CLINIQUE

Discover what's new.

Waterproof full volume mascara stands up to everything.
High Impact High-Fi™ Full Volume Waterproof Mascara \$20 (est.)

High Impact High-Fi™ Full Volume Waterproof Mascara

Instant full volume mascara in an iconic shade.
High Impact High-Fi™ Full Volume Mascara in Black Honey \$20 (est.)

High Impact High-Fi™ Full Volume Mascara in Black Honey

Visibly plumps, improves bounce and elasticity.
Clinique Smart Clinical Repair™ Collagen + PDRN Cream \$75 (est.)

Clinique Smart Clinical Repair™ Collagen + PDRN Cream

Intensely pigmented silky liner with 12-hour wear.
Quickliner™ For Eyes Intense \$20 (est.)

Quickliner™ For Eyes Intense

Our newest exfoliating cleanser for glowing skin.
Moisture Surge™ Exfoliating Glow Cleanser \$20 (est.)

Moisture Surge™ Exfoliating Glow Cleanser

CLINIQUE | Fall 2026 Merchandising Guidelines 93

Clinique For Men Unit

Doors: **FD RD**

FULL DOOR ASSORTMENT

Overview



Full Doors Graphic
SRP Update PPK Code: **VJHL-70 JULY OCD**

Top View



Main Platform Products

- 1 Charcoal Face Wash
- 2 Face Scrub
- 3 Aloe Shave Gel
- 4 Post-Shave Soother
- 5 Moisturizing Lotion
- 6 Oil-Free Moisturizer
- 7 Broad Spectrum SPF 21 Moisturizer
- 8 Anti-Age Moisturizer
- 9 Super Energizer Anti-Fatigue Hydrating Concentrate SPF 25
- 10 Maximum Hydrator Activated Water-Gel Concentrate
- 11 Maximum Hydrator 72-Hour Auto-Replenishing Hydrator

Drawer Level Products

- 12 Face Wash
- 13 Face Wash Oily Skin Formula
- 14 Cream Shave
- 15 Face Bronzer
- 16 Exfoliating Tonic
- Oil-Control Exfoliating Tonic
- 17 Anti-Age Eye Cream
- 18 Super Energizer Anti-Fatigue Depuffing Eye Gel

REDUCED DOOR ASSORTMENT

Overview



Reduced Door Graphic
SRP Update PPK Code: **VJHM-70 JULY OCD**

Top View



Main Platform Products

- 1 Charcoal Face Wash
- 2 Face Scrub
- 3 Aloe Shave Gel
- 4 Oil-Free Moisturizer
- 5 Broad Spectrum SPF 21 Moisturizer
- 6 Maximum Hydrator Activated Water-Gel Concentrate
- 7 Maximum Hydrator 72-Hour Auto-Replenishing Hydrator

Drawer Level Products

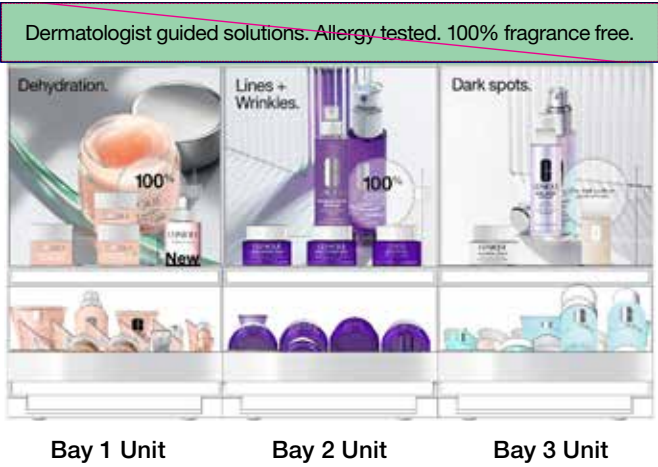
- 8 Exfoliating Tonic
- 9 Post-Shave Soother
- 10 Cream Shave
- 11 Face Wash
- 12 Oil-Control Exfoliating Tonic
- 13 Moisturizing Lotion
- 14 Anti-Age Eye Cream

Treatment Bar

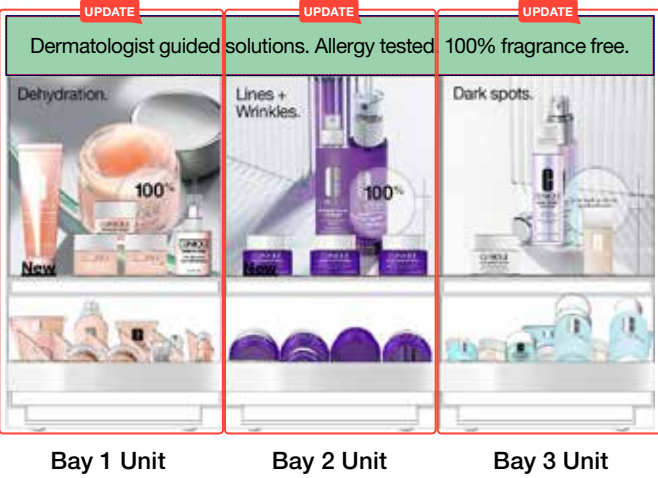
Full & Reduced Doors

 Pink slash indicates not updating, DO NOT THROW OUT

- May Update



- July Update



Treatment Bar - Bay 1 UPDATES

Full & Reduced Doors **JULY UPDATE**Header Code: **VK49-70** | Claim Post Code: **VC1L-70** Poles Code: **VAY8-60**July Update PPK Code: **VJHR-70**

PRODUCT ASSORTMENT

LEGEND:		
New	Updated/ Moved	Locator/Comm Box/Component
★	●	
★	●	Product/Shade
★	●	Visual/Price Tag/Front Band

Pink slash indicates not updating,
DO NOT THROW OUT

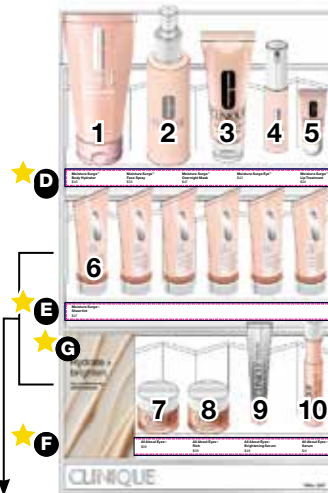
Main Platform



Main Platform Products

- ★ **NEW** Clinique Moisture Surge™ Exfoliating Glow Cleanser
- **MOVED** (Newness Sign)
Moisture Surge™ SPF 28
- Moisture Surge™ Intense
- Moisture Surge™ Glow Serum
- Moisture Surge™ 100H (Hero Puck) (Magnifier)

Drawer Level



Drawer Level Products

- Moisture Surge™ Body Hydrator
- Moisture Surge™ Face Spray
- Moisture Surge™ Overnight Mask
- Moisture Surge Eye™
- Moisture Surge™ Lip Treatment
- Moisture Surge™ Sheertint
- All About Eyes™
- All About Eyes™ Rich
- All About Eyes™ Brightening Serum
- All About Eyes™ Serum



*NOTE:

Products will move around in drawers. Please keep order as shown from left to right, doing your best to align products with the communication bands.

GRAPHICS

Main Platform Graphics



Riser Wall Header Graphic



Main Platform Base Graphic



Magnifier Graphic



Drawer Comm Box

Communication Bands

Pink slash indicates not updating,
DO NOT THROW OUT

★ **E**

**Moisture Surge™
Body Hydrator**
\$40

**Moisture Surge™
Face Spray**
\$33

**Moisture Surge™
Overnight Mask**
\$47

Moisture Surge Eye™
\$42

**Moisture Surge™
Lip Treatment**
\$24

★ **F**

**Moisture Surge™
Sheertint**
\$47

★ **G**

All About Eyes™
\$39

**All About Eyes™
Rich**
\$39

**All About Eyes™
Brightening Serum**
\$49

**All About Eyes™
Serum**
\$41

Treatment Bar - Bay 2 UPDATESFull & Reduced Doors **JULY UPDATE**Header Code: **VK49-70** | Claim Post Code: **VC1L-70** Poles Code: **VAY8-60**July Update PPK Code: **VJHR-70**

PRODUCT ASSORTMENT

LEGEND:		
New	Updated/ Moved	Locator/Comm Box/Component
★	●	
★	●	Product/Shade
★	●	Visual/Price Tag/Front Band

Pink slash indicates not updating,
DO NOT THROW OUT

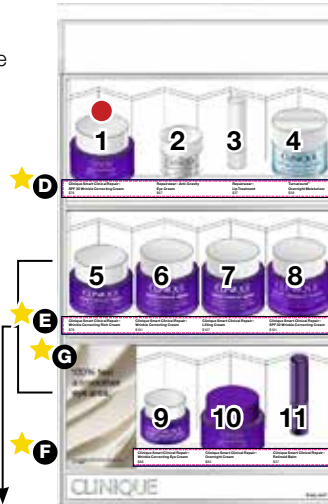
Main Platform



Main Platform Products

- ★ **NEW** Clinique Smart Clinical Repair™ Collagen + PDRN Cream
- **MOVED** (Newness Sign)
Clinique Smart Clinical Repair™ Wrinkle Correcting Cream
- Clinique Smart Clinical Repair™ Lifting Cream
- Clinique Smart Clinical Repair™ Wrinkle Correcting Serum (Hero Puck) (Magnifier)

Drawer Level



Drawer Level Products

- **MOVED** Clinique Smart Clinical Repair™ SPF 30 Wrinkle Correcting Cream
- Repairwear™ Anti-Gravity Eye Cream
- Repairwear™ Lip Treatment
- Turnaround™ Overnight Moisturizer
- Clinique Smart Clinical Repair™ Wrinkle Correcting Rich Cream
- Clinique Smart Clinical Repair™ Wrinkle Correcting Cream
- Clinique Smart Clinical Repair™ Lifting Cream
- Clinique Smart Clinical Repair™ SPF 30 Wrinkle Correcting Cream
- Clinique Smart Clinical Repair™ Wrinkle Correcting Eye Cream
- Clinique Smart Clinical Repair™ Overnight Recovery Cream + Mask
- Clinique Smart Clinical Repair™ AM/PM Retinoid Balm

***NOTE:**
Products will move around in drawers. Please keep order as shown from left to right, doing your best to align products with the communication bands.

GRAPHICS

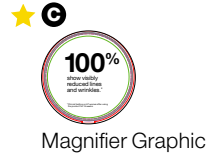
Main Platform Graphics



Riser Wall Header Graphic



Main Platform Base Graphic



Magnifier Graphic



Drawer Comm Box

Communication Bands

Pink slash indicates not updating,
DO NOT THROW OUT

★ E	Clinique Smart Clinical Repair™ SPF 30 Wrinkle Correcting Cream \$78	Repairwear™ Anti-Gravity Eye Cream \$67	Repairwear™ Lip Treatment \$37	Turnaround™ Overnight Moisturizer \$58
★ F	Clinique Smart Clinical Repair™ Wrinkle Correcting Rich Cream \$78	Clinique Smart Clinical Repair™ Wrinkle Correcting Cream \$101	Clinique Smart Clinical Repair™ Lifting Cream \$107	Clinique Smart Clinical Repair™ SPF 30 Wrinkle Correcting Cream \$101
★ G		Clinique Smart Clinical Repair™ Wrinkle Correcting Eye Cream \$66	Clinique Smart Clinical Repair™ Overnight Cream \$83	Clinique Smart Clinical Repair™ Retinoid Balm \$37

Treatment Bar - Bay 3

Full & Reduced Doors **JULY UPDATE**
Header Code: **VK49-70** | Claim Post Code: **VC1L-70** Poles Code: **VAY8-60**
July Update PPK Code: **VJHR-70**

PRODUCT ASSORTMENT

LEGEND:

New	Updated/ Moved	
★	●	Locator/Comm Box/Component
★	●	Product/Shade
★	●	Visual/Price Tag/Front Band

Pink slash indicates not updating, DO NOT THROW OUT

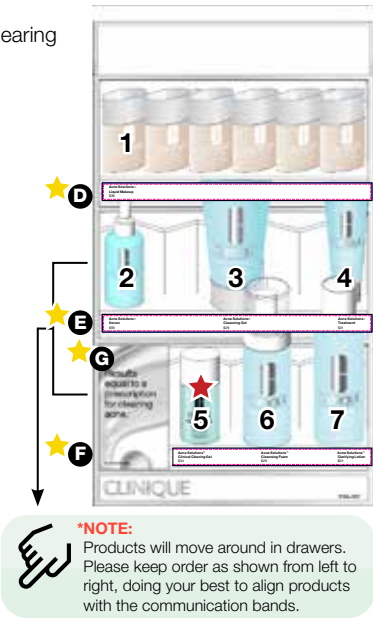
Main Platform



Main Platform Products

- 1 Even Better Clinical™ Moisturizer
- 2 Even Better™ Makeup
- 3 Even Better Clinical™ Dark Spot Clearing Serum (Hero Puck) (Magnifier)

Drawer Level

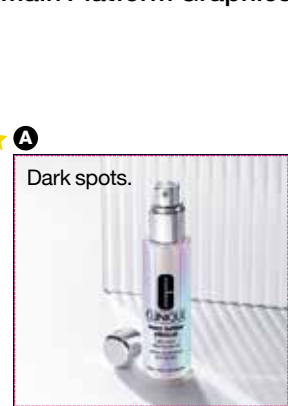


Drawer Level Products

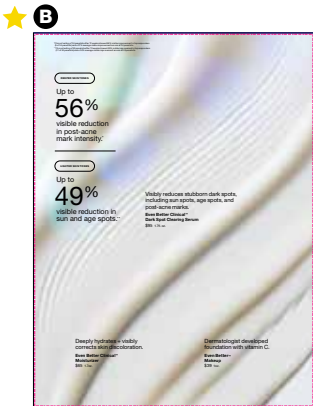
- 1 Acne Solutions™ Liquid Makeup
- 2 Acne Solutions™ Serum
- 3 Acne Solutions™ Cleansing Gel
- 4 Acne Solutions™ Treatment
- 5 ★ **ADDED** Acne Solutions™ Clinical Clearing Gel
- 6 Acne Solutions™ Cleansing Foam
- 7 Acne Solutions™ Clarifying Lotion

GRAPHICS

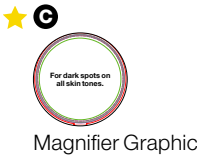
Main Platform Graphics



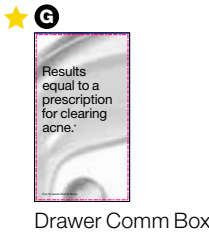
Riser Wall Header Graphic



Main Platform Base Graphic



Magnifier Graphic



Drawer Comm Box

Communication Bands

Pink slash indicates not updating, DO NOT THROW OUT

★ E	Acne Solutions™ Liquid Makeup \$39		
★ F	Acne Solutions™ Serum \$59	Acne Solutions™ Cleansing Gel \$29	Acne Solutions™ Treatment \$31
★ G	Acne Solutions™ Clinical Clearing Gel \$34	Acne Solutions™ Cleansing Foam \$29	Acne Solutions™ Clarifying Lotion \$23

Cleanser Bar

Full & Reduced Doors

 Pink slash indicates not updating, DO NOT THROW OUT

- May Update



- July Update



Cleanser Bar - Bay 1

UPDATES

Full & Reduced Doors **JULY UPDATE**

Header Code: **VK4A-70** | Claim Post Code: **VC1L-70** Poles Code: **VAY8-60**

July Update PPK Code: **VJHR-70**

PRODUCT ASSORTMENT

LEGEND:		
New	Updated/ Moved	Locator/Comm Box/Component
★	●	
★	●	Product/Shade
★	●	Visual/Price Tag/Front Band

Pink slash indicates not updating, DO NOT THROW OUT

Main Platform



Main Platform Products

- 1 Take The Day Off™ Balm (Hero Puck)
- 2 Take The Day Off™ Makeup Remover
- 3 All About Clean™ Liquid Facial Soap Mild
- 4 All About Clean™ Rinse-Off Foaming Cleanser

Drawer Level



Drawer Level Products

- 1 Rinse-Off Eye Makeup Solvent
- 2 All About Clean™ Micellar Milk
- 3 ★ **NEW Clinique Moisture Surge™ Exfoliating Glow Cleanser**
- 4 All About Clean™ Liquid Facial Soap Extra Mild
- 5 All About Clean™ Liquid Facial Soap Oily
- 6 All About Clean™ Foaming Facial Soap
- 7 Take The Day Off™ Oil
- 8 Take the Day Off™ Micellar Cleansing Towelettes For Face & Eyes

***NOTE:**
Products will move around in drawers. Please keep order as shown from left to right, doing your best to align products with the communication bands.

GRAPHICS

Main Platform Graphics



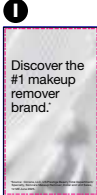
Riser Wall Header Graphic



Main Platform Base Graphic



Top Hero Platform Graphic



Drawer Comm Box



Boing

Communication Bands

Pink slash indicates not updating, DO NOT THROW OUT

★ E	Rinse-Off Eye Makeup Solvent \$27	All About Clean™ Micellar Milk \$32	NEW Clinique Moisture Surge™ Exfoliating Glow Cleanser \$29	
★ F	All About Clean™ Liquid Facial Soap Extra Mild \$29	All About Clean™ Liquid Facial Soap Oily \$29	All About Clean™ Foaming Facial Soap \$30	Take The Day Off™ Oil \$37
★ G			Take The Day Off™ Towelettes \$22	

Cleanser Bar - Bay 2 UPDATES

Full & Reduced Doors JULY UPDATEHeader Code: VK4A-70 | Claim Post Code: VC1L-70 Poles Code: VAY8-60July Update PPK Code: VJHR-70

PRODUCT ASSORTMENT

LEGEND:		
New	Updated/ Moved	Locator/Comm Box/Component
★	●	
★	●	Product/Shade
★	●	Visual/Price Tag/Front Band

Pink slash indicates not updating,
DO NOT THROW OUT

Main Platform

Main Platform Products

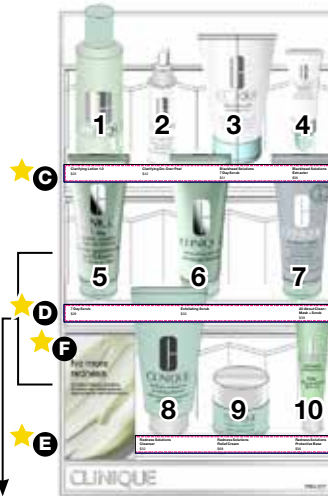
- 1 Clarifying Lotion 1
- 2 Clarifying Lotion 2
- 3 Clarifying Lotion 3
- 4 Clarifying Lotion 4



Drawer Level

Drawer Level Products

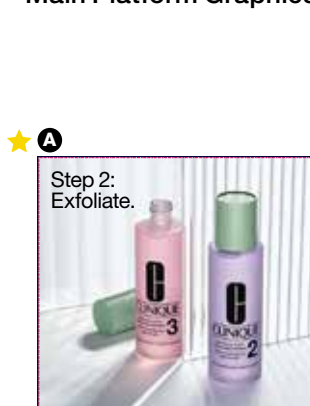
- 1 Clarifying Lotion 1.0
- 2 Clarifying Do-Over Peel
- 3 Blackhead Solutions 7 Day Scrub
- 4 Blackhead Solutions Extractor
- 5 7 Day Scrub
- 6 Exfoliating Scrub
- 7 All About Clean™ Mask + Scrub
- 8 Redness Solutions Cleanser
- 9 Redness Solutions Relief Cream
- 10 Redness Solutions Protective Base



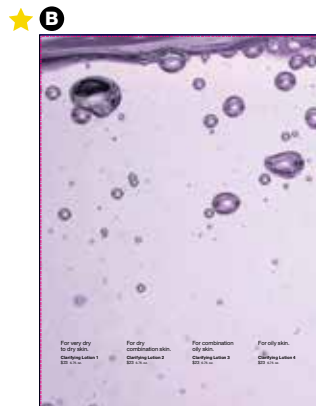
***NOTE:**
Products will move around in drawers.
Please keep order as shown from left to right, doing your best to align products with the communication bands.

GRAPHICS

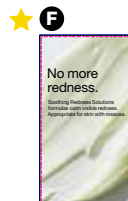
Main Platform Graphics



Riser Wall Header Graphic



Main Platform Base Graphic



Drawer Comm Box

Communication Bands

Pink slash indicates not updating,
DO NOT THROW OUT

★ C	Clarifying Lotion 1.0 \$23	Clarifying Do-Over Peel \$42	Blackhead Solutions 7 Day Scrub \$31	Blackhead Solutions Extractor \$36
★ D	7 Day Scrub \$29	Exfoliating Scrub \$30	All About Clean™ Mask + Scrub \$39	
★ E		Redness Solutions Cleanser \$32	Redness Solutions Relief Cream \$68	Redness Solutions Protective Base \$36

Cleanser Bar - Bay 3 UPDATES

Full & Reduced Doors **JULY UPDATE**

Header Code: **VK4A-70** | Claim Post Code: **VC1L-70** Poles Code: **VAY8-60**

July Update PPK Code: **VJHR-70**

PRODUCT ASSORTMENT

LEGEND:

New	Updated/ Moved	Locator/Comm Box/Component
★	●	
★	●	Product/Shade
★	●	Visual/Price Tag/Front Band

Pink slash indicates not updating, DO NOT THROW OUT

Main Platform



Main Platform Products

- 1 Dramatically Different™ Moisturizing Gel
- 2 Dramatically Different Moisturizing Lotion+™ Broad Spectrum SPF 35
- 3 Dramatically Different™ Moisturizing Cream
- 4 Dramatically Different Moisturizing Lotion+™ (Hero Puck)

Drawer Level

***NOTE:**
Products will move around in drawers. Please keep order as shown from left to right, doing your best to align products with the communication bands.

Drawer Level Products

- 1 Moisture Surge™ CC Cream
- 2 City Block™ Sheer SPF25
- 3 Clinique Pep-Start™ SPF 50
- 4 Superdefense™ City Block SPF50
- 5 UV Solutions Brightening + Tinted Sunscreen Broad Spectrum SPF 50
- 6 UV Solutions Mattifying Sunscreen Broad Spectrum SPF 50
- 7 UV Solutions Hydrating Sunscreen Broad Spectrum SPF 50
- 8 UV Solutions Brightening + Tinted Sunscreen Broad Spectrum SPF 50

GRAPHICS

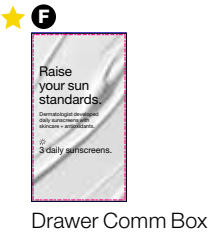
Main Platform Graphics



Riser Wall Header Graphic



Main Platform Base Graphic



Drawer Comm Box

Communication Bands

Pink slash indicates not updating, DO NOT THROW OUT

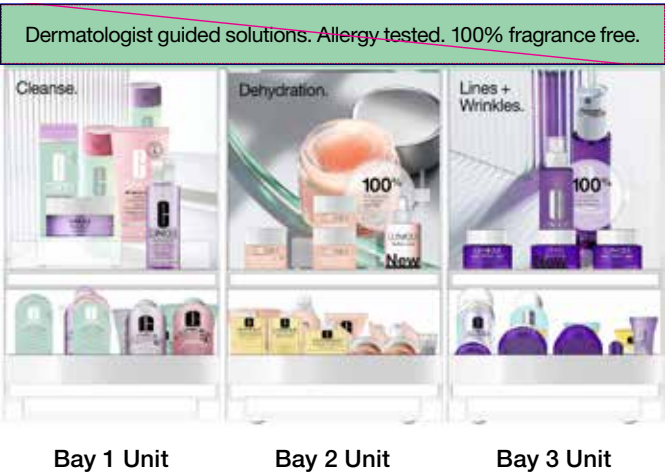
★ C	Moisture Surge™ CC Cream \$45	City Block™ Sheer SPF 25 \$38	Clinique Pep-Start™ SPF 50 \$31
★ D	Superdefense™ City Block SPF 50 \$42	UV Solutions Brightening + Tinted Sunscreen Broad Spectrum SPF 50 \$44	
★ E		UV Solutions Hydrating Sunscreen Broad Spectrum SPF 50 \$39	UV Solutions Mattifying Sunscreen Broad Spectrum SPF 50 \$39
			UV Solutions Brightening + Tinted Sunscreen Broad Spectrum SPF 50 \$44

Specialty Treatment Bar

Specialty Doors

 Pink slash indicates not updating, DO NOT THROW OUT

- May Update



- July Update



Specialty Treatment Bar - Bay 1

UPDATES

Specialty Doors **JULY UPDATE**

Header Code: **VK49-70** | Claim Post Code: **VC1M-70** Poles Code: **VAY7-60**

July Update PPK Code: **VJHS-70** | Risers + Magnifiers Code: **V1PZ-70**

PRODUCT ASSORTMENT

LEGEND:

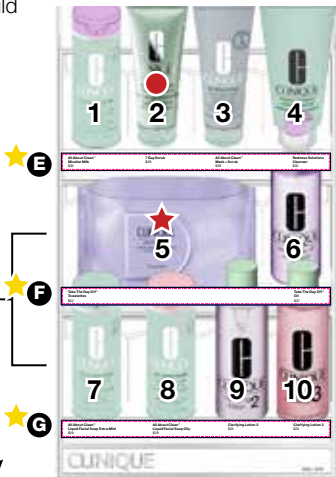
New	Updated/ Moved	Locator/Comm Box/Component
★	●	
★	●	Product/Shade
★	●	Visual/Price Tag/Front Band

Pink slash indicates not updating, DO NOT THROW OUT



- Main Platform Products**
- 1 Take The Day Off™ Balm (Hero Puck)
 - 2 Take The Day Off™ Makeup Remover
 - 3 All About Clean™ Liquid Facial Soap Mild
 - 4 All About Clean™ Rinse-Off Foaming Cleanser

Drawer Level



- Drawer Level Products**
- 1 All About Clean™ Micellar Milk
 - 2 **MOVED** 7 Day Scrub
 - 3 All About Clean™ Mask + Scrub
 - 4 Redness Solutions Cleanser
 - 5 **ADDED** Take the Day Off™ Micellar Cleansing Towelettes For Face & Eyes
 - 6 Take The Day Off™ Oil
 - 7 All About Clean™ Liquid Facial Soap Extra Mild
 - 8 All About Clean™ Liquid Facial Soap Oily
 - 9 Clarifying Lotion 2
 - 10 Clarifying Lotion 3

***NOTE:**
Products will move around in drawers. Please keep order as shown from left to right, doing your best to align products with the communication bands.

GRAPHICS

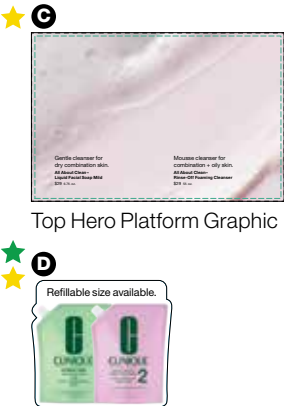
Main Platform Graphics



Riser Wall Header Graphic



Main Platform Base Graphic



Boing

Communication Bands

Pink slash indicates not updating, DO NOT THROW OUT

★ E	All About Clean™ Micellar Milk \$32	7 Day Scrub \$29	All About Clean™ Mask + Scrub \$39	Redness Solutions Cleanser \$32
★ F	Take The Day Off™ Towelettes \$22			Take The Day Off™ Oil \$37
★ G	All About Clean™ Liquid Facial Soap Extra Mild \$29	All About Clean™ Liquid Facial Soap Oily \$29	Clarifying Lotion 2 \$23	Clarifying Lotion 3 \$23

Specialty Treatment Bar - Bay 2 UPDATES

Specialty Doors **JULY UPDATE**

Header Code: **VK49-70** | Claim Post Code: **VC1M-70** Poles Code: **VAY7-60**

July Update PPK Code: **VJHS-70** | Risers + Magnifiers Code: **V1PZ-70**

PRODUCT ASSORTMENT

LEGEND:		
New	Updated/ Moved	Locator/Comm Box/Component
★	●	
★	●	Product/Shade
★	●	Visual/Price Tag/Front Band

Pink slash indicates not updating, DO NOT THROW OUT

Main Platform



Main Platform Products

- ★ **NEW** Clinique Moisture Surge™
Exfoliating Glow Cleanser
● **MOVED** (Newness Sign)
- Moisture Surge™ SPF 28
- Moisture Surge™ Intense
- Moisture Surge™ Glow Serum
- Moisture Surge™ 100H
(Hero Puck) (Magnifier)

Drawer Level



Drawer Level Products

- Moisture Surge™ Body Hydrator
- Moisture Surge™ Face Spray
- Moisture Surge™ Overnight Mask
- All About Eyes™ Serum
- Moisture Surge Eye™
- Moisture Surge™ Lip Treatment
- Moisture Surge™ Sheertint
- Dramatically Different Moisturizing Lotion+™
- Dramatically Different™ Moisturizing Gel
- Dramatically Different Moisturizing Lotion+™
SPF 35
- All About Eyes™
- All About Eyes™ Rich
- All About Eyes™ Brightening
Serum

***NOTE:**
Products will move around in drawers.
Please keep order as shown from left to
right, doing your best to align products
with the communication bands.

GRAPHICS

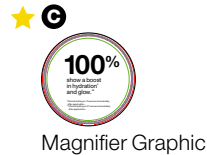
Main Platform Graphics



Riser Wall Header Graphic



Main Platform Base Graphic



Magnifier Graphic

Communication Bands

Pink slash indicates not updating, DO NOT THROW OUT

★ E	Moisture Surge™ Body Hydrator \$40	Moisture Surge™ Face Spray \$33	Moisture Surge™ Overnight Mask \$47	All About Eyes™ Serum \$41	Moisture Surge Eye™ \$42	Moisture Surge™ Lip Treatment \$24
★ F	Moisture Surge™ Sheertint \$47					
★ G	Dramatically Different Moisturizing Lotion+™ \$34	Dramatically Different™ Moisturizing Gel \$34	Dramatically Different Moisturizing Lotion+™ SPF 35 \$34	All About Eyes™ \$39	All About Eyes™ Rich \$39	All About Eyes™ Brightening Serum \$49

Specialty Treatment Bar - Bay 3 UPDATES

Specialty Doors **JULY UPDATE**

Header Code: **VK49-70** | Claim Post Code: **VC1M-70** Poles Code: **VAY7-60**
July Update PPK Code: **VJHS-70** | Risers + Magnifiers Code: **V1PZ-70**

PRODUCT ASSORTMENT

LEGEND:

New	Updated/ Moved	Locator/Comm Box/Component
★	●	
★	●	Product/Shade
★	●	Visual/Price Tag/Front Band

Pink slash indicates not updating, DO NOT THROW OUT

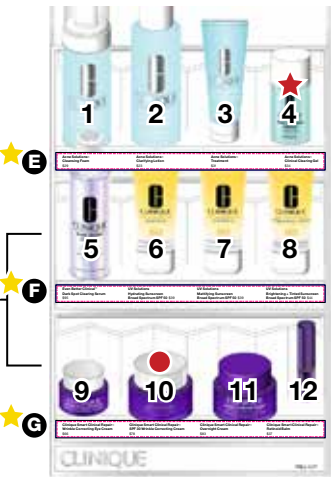
Main Platform



Main Platform Products

- 1 ★ **NEW** Clinique Smart Clinical Repair™ Collagen + PDRN Cream
- **MOVED** (Newness Sign)
- 2 Clinique Smart Clinical Repair™ Wrinkle Correcting Cream
- 3 Clinique Smart Clinical Repair™ Lifting Cream
- 4 Clinique Smart Clinical Repair™ Wrinkle Correcting Serum (Hero Puck) (Magnifier)

Drawer Level



Drawer Level Products

- 1 Acne Solutions™ Cleansing Foam
- 2 Acne Solutions™ Clarifying Lotion
- 3 Acne Solutions™ Treatment
- 4 ★ **ADDED** Acne Solutions™ Clinical Clearing Gel
- 5 Even Better Clinical™ Dark Spot Clearing Serum
- 6 UV Solutions Hydrating Sunscreen Broad Spectrum SPF 50
- 7 UV Solutions Mattifying Sunscreen Broad Spectrum SPF 50
- 8 UV Solutions Brightening + Tinted Sunscreen Broad Spectrum SPF 50
- 9 Clinique Smart Clinical Repair™ Wrinkle Correcting Eye Cream
- 10 ● **MOVED** Clinique Smart Clinical Repair™ SPF 30 Wrinkle Correcting Cream
- 11 Smart Clinical Repair Overnight Recovery Cream + Mask
- 12 Smart Clinical Repair AM/PM Retinoid Balm

***NOTE:**
Products will move around in drawers. Please keep order as shown from left to right, doing your best to align products with the communication bands.

GRAPHICS

Main Platform Graphics



Riser Wall Header Graphic



Main Platform Base Graphic



Magnifier Graphic

Communication Bands

Pink slash indicates not updating, DO NOT THROW OUT

★ E	Acne Solutions™ Cleansing Foam \$29	Acne Solutions™ Clarifying Lotion \$23	Acne Solutions™ Treatment \$31	Acne Solutions™ Clinical Clearing Gel \$34
★ F	Even Better Clinical™ Dark Spot Clearing Serum \$95	UV Solutions Hydrating Sunscreen Broad Spectrum SPF 50 \$39	UV Solutions Mattifying Sunscreen Broad Spectrum SPF 50 \$39	UV Solutions Brightening + Tinted Sunscreen Broad Spectrum SPF 50 \$44
★ G	Clinique Smart Clinical Repair™ Wrinkle Correcting Eye Cream \$66	Clinique Smart Clinical Repair™ SPF 30 Wrinkle Correcting Cream \$78	Clinique Smart Clinical Repair™ Overnight Cream \$83	Clinique Smart Clinical Repair™ Retinoid Balm \$37

Face Units

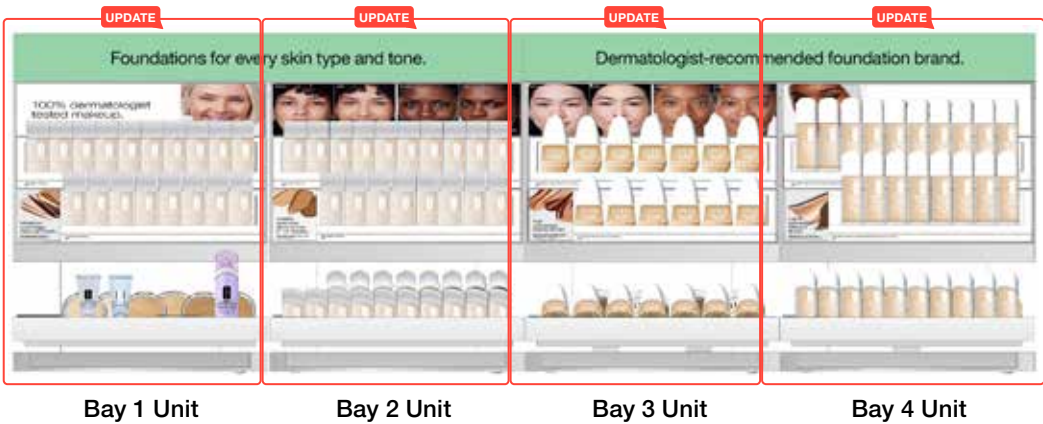
UPDATE

Full Doors

- July 25 Update



- July 26 Update



Face Unit - Bay 1

UPDATE

Full Doors **JULY UPDATE**
Foundation Bar Header (Bays 1 & 2) Code: **VG11-70** | Locator Code: **VGGA-60**
July Update Code: **VJHT-70** | Model Header Code: **VG1G-70**

LEGEND:

New

Updated/
Moved

Locator/Comm Box/Component

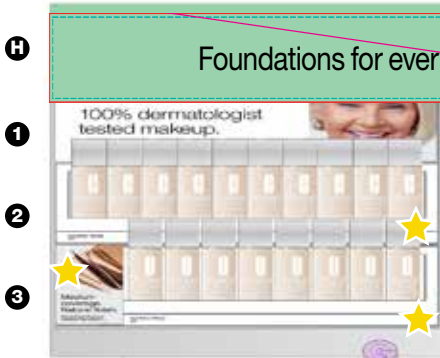
Product/Shade

Visual/Price Tag/Front Band

Pink slash indicates not updating,
DO NOT THROW OUT

Top Level

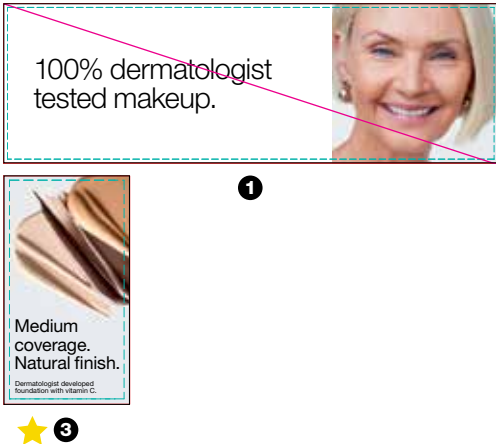
ROWS



Top Level Products

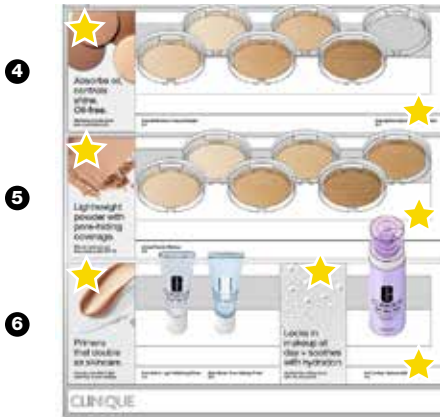
- H UNIT HEADER
- 1 BAY HEADER GRAPHIC
- 2 Even Better™ Makeup (10)
- 3 COMMUNICATION BOX
Even Better™ Makeup (8)
- * Feature Best-Selling shades relevant to the client base in your store but show shade range.
- * Merchandise shades from Light to Dark or Dark to Light based on client base.

Top Level Graphics



Drawer Level

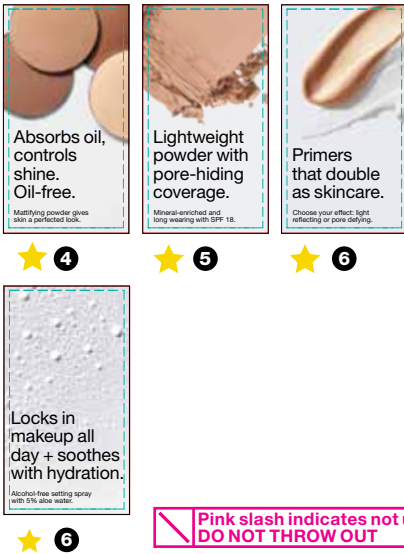
ROWS



Drawer Level Products

- 4 COMMUNICATION BOX
Stay-Matte Sheer Pressed Powder (5)
Stay-Matte Universal Blotting Powder (1)
- 5 COMMUNICATION BOX
Almost Powder Makeup Broad Spectrum SPF 18 (6)
- 6 COMMUNICATION BOX
COMMUNICATION BOX
Light Reflecting Primer (1)
Pore Defying Primer (1)
Set the Day Makeup
Setting Spray (1)
- * Feature Best-Selling shades relevant to the client base in your store but show shade range.
- * Merchandise shades from Light to Dark or Dark to Light based on client base.

Drawer Level Graphics



Communication Bands

ROWS — TOP LEVEL

★ 2	Even Better™ Makeup \$39																		
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★ 3		Even Better™ Makeup \$39																	
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— DRAWER LEVEL —

★ 4		Stay-Matte Sheer Pressed Powder \$41													Stay-Matte Universal Blotting Powder \$41				
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★ 5		Almost Powder Makeup \$40																	
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★ 6		Even Better™ Light Reflecting Primer \$42	Even Better™ Pore Defying Primer \$42												Set The Day™ Makeup Setting Spray \$39				
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Face Unit - Bay 2 UPDATE

Full Doors JULY UPDATE

Foundation Bar Header (Bays 1 & 2) Code: VG11-70 | Locator Code: VGGA-60

July Update Code: VJHT-70 | Model Header Code: VG1G-70

LEGEND:		
New	Updated/ Moved	
★	●	Locator/Comm Box/Component
★	●	Product/Shade
★	●	Visual/Price Tag/Front Band

/ Pink slash indicates not updating, DO NOT THROW OUT

Top Level ROWS



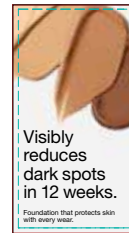
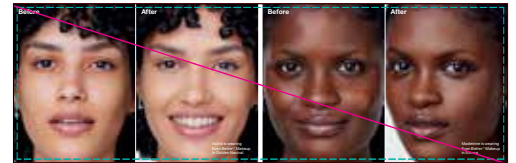
Top Level Products

H UNIT HEADER

- 1 BAY HEADER GRAPHIC
- 2 Even Better™ Makeup (10)
- 3 COMMUNICATION BOX
Even Better™ Makeup (8)

* Feature Best-Selling shades relevant to the client base in your store but show shade range.
* Merchandise shades from Light to Dark or Dark to Light based on client base.

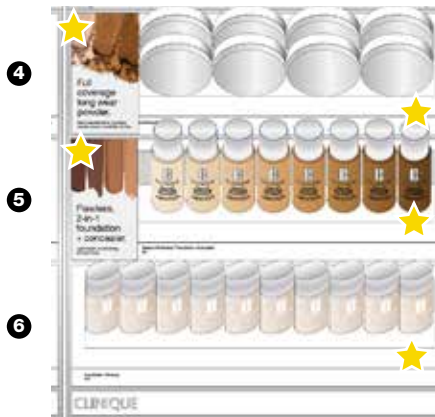
Top Level Graphics



1

★ 3

Drawer Level ROWS



Drawer Level Products

- 4 COMMUNICATION BOX
Beyond Perfecting Powder Foundation + Concealer (8)
- 5 COMMUNICATION BOX
Beyond Perfecting Powder Foundation + Concealer (8)
- 6 Even Better™ Makeup (10)

* Feature Best-Selling shades relevant to the client based in your store but show shade range.
* Merchandise shades from Light to Dark or Dark to Light based on client base.

Drawer Level Graphics



★ 4

★ 5

Communication Bands

ROWS — TOP LEVEL

/ Pink slash indicates not updating, DO NOT THROW OUT

★ 2	Even Better™ Makeup \$39																		
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★ 3		Even Better™ Makeup \$39																	
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— DRAWER LEVEL —

★ 4		Beyond Perfecting™ Powder \$41																	
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★ 5		Beyond Perfecting™ Foundation + Concealer \$41																	
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★ 6	Even Better™ Makeup \$39																		
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Face Unit - Bay 3 UPDATE

Full Doors JULY UPDATE

Foundation Bar Header (Bays 3 & 4) Code: **VG1F-70** | Locator Code: **VGGA-60**
July Update Code: **VJHT-70** | Model Header Code: **VG1G-70**

LEGEND:

New

Updated/
Moved

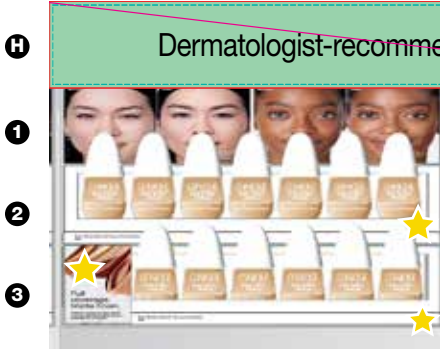
Locator/Comm Box/Component

Product/Shade

Visual/Price Tag/Front Band

Pink slash indicates not updating, DO NOT THROW OUT

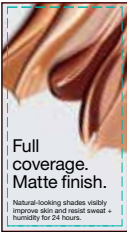
Top Level
ROWS



Top Level Products

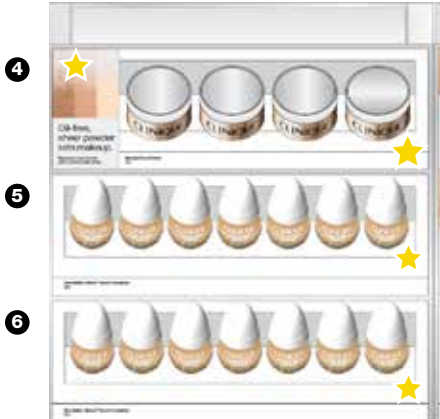
- H UNIT HEADER
- 1 BAY HEADER GRAPHIC
- 2 Even Better Clinical™ Foundation (7)
- 3 COMMUNICATION BOX
Even Better Clinical™ Foundation (6)
- * Merchandise shades from Light to Dark or Dark to Light based on client base.
* Feature Best-Selling shades relevant to the client based in your store but show shade range.

Top Level Graphics



1

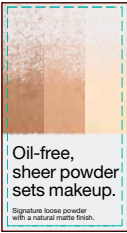
Drawer Level
ROWS



Drawer Level Products

- 4 COMMUNICATION BOX
Blended Face Powder (4)
- 5 Even Better Clinical™ Foundation (7)
- 6 Even Better Clinical™ Foundation (7)
- * Merchandise shades from Light to Dark or Dark to Light based on client base.

Drawer Level Graphics



4

Communication Bands

ROWS — TOP LEVEL

★ 2	Even Better Clinical™ Serum Foundation \$49																		
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★ 3			Even Better Clinical™ Serum Foundation \$49																
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— DRAWER LEVEL —

★ 4			Blended Face Powder \$37																
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★ 5	Even Better Clinical™ Serum Foundation \$49																		
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★ 6	Even Better Clinical™ Serum Foundation \$49																		
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Pink slash indicates not updating, DO NOT THROW OUT

Face Unit - Bay 4 UPDATE

Full Doors **JULY UPDATE**
Foundation Bar Header (Bays 3 & 4) Code: **VG1F-70** | Locator Code: **VGGA-60**
July Update Code: **VJHT-70** | Model Header Code: **VG1G-70**

LEGEND:		
New	Updated/ Moved	
★	●	Locator/Comm Box/Component
★	●	Product/Shade
★	●	Visual/Price Tag/Front Band

Pink slash indicates not updating, DO NOT THROW OUT

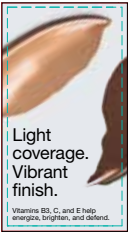
Top Level
ROWS



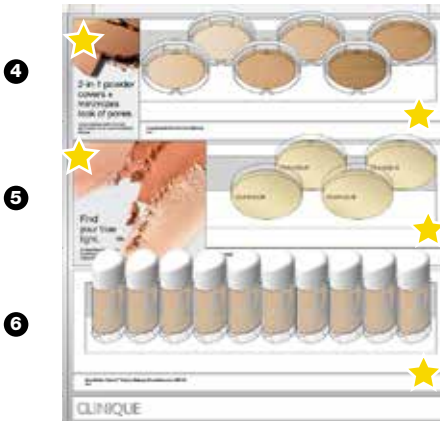
Top Level Products

- H **UNIT HEADER**
- 1 **BAY HEADER GRAPHIC**
- 2 Even Better Clinical™ Vitamin Makeup Broad Spectrum SPF 45 (10)
- 3 **COMMUNICATION BOX**
Even Better Clinical™ Vitamin Makeup Broad Spectrum SPF 45 (8)
- * Merchandise shades from Light to Dark or Dark to Light based on client base.
* Feature Best-Selling shades relevant to the client based in your store but show shade range.

Top Level Graphics



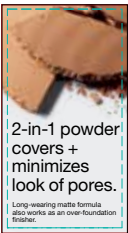
Drawer Level
ROWS



Drawer Level Products

- 4 **COMMUNICATION BOX**
Superpowder Double Face Makeup (6)
- 5 **XL COMMUNICATION BOX**
True Highlight™ Weightless Illuminator (4)
- 6 Even Better Clinical™ Vitamin Makeup Broad Spectrum SPF 45 (10)
- * Merchandise shades from Light to Dark or Dark to Light based on client base.

Drawer Level Graphics



Communication Bands

ROWS — TOP LEVEL

Pink slash indicates not updating, DO NOT THROW OUT

★ 2	Even Better Clinical™ Vitamin Makeup Broad Spectrum SPF 45 \$49																		
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★ 3		Even Better Clinical™ Vitamin Makeup Broad Spectrum SPF 45 \$49																	
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— DRAWER LEVEL —

★ 4		Superpowder Double Face Makeup \$40																	
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★ 5			True Highlight™ \$46																
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★ 6	Even Better Clinical™ Vitamin Makeup Broad Spectrum SPF 45 \$49																		
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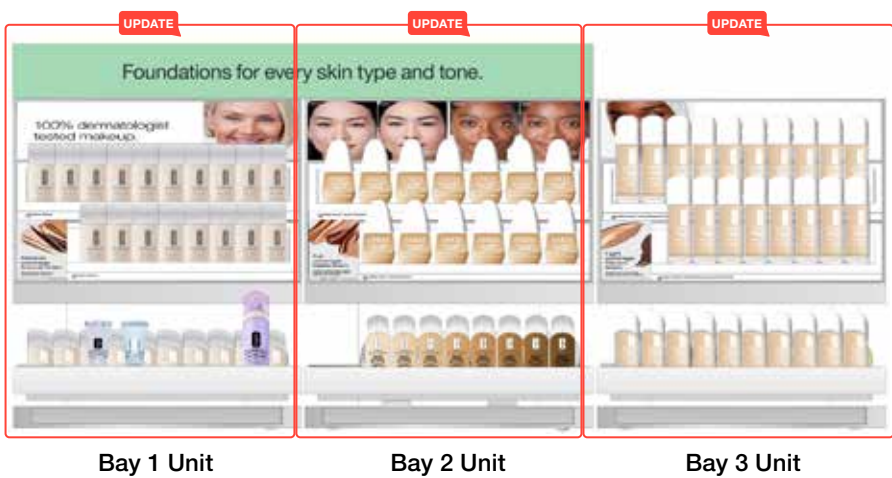
Face Units UPDATE

Reduced Doors

- July 25 Update



- July 26 Update



Face Unit - Bay 2

UPDATE

Reduced Doors **JULY UPDATE**
Foundation Bar Header (Bays 1 & 2) Code: **VG11-70** | Locator Code: **VGG9-60**
July Update Code: **VJHW-70** | Model Header Code: **VG1G-70**

LEGEND:

New

Updated/
Moved

Locator/Comm Box/Component

Product/Shade

Visual/Price Tag/Front Band

Pink slash indicates not updating,
DO NOT THROW OUT

Top Level

ROWS



Top Level Products

- H **UNIT HEADER**
- 1 **BAY HEADER GRAPHIC**
- 2 Even Better Clinical™ Foundation (7)
- 3 **COMMUNICATION BOX**
Even Better Clinical™ Foundation (6)
- * Feature Best-Selling shades relevant to the client base in your store but show shade range.
* Merchandise shades from Light to Dark or Dark to Light based on client base.

Top Level Graphics



Drawer Level

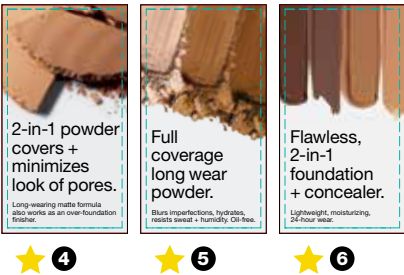
ROWS



Drawer Level Products

- 4 **COMMUNICATION BOX**
Superpowder Double Face Makeup (6)
- 5 **COMMUNICATION BOX**
Beyond Perfecting™ Powder Foundation+ Concealer (8)
- 6 **COMMUNICATION BOX**
Beyond Perfecting™ Foundation+ Concealer (8)
- * Feature Best-Selling shades relevant to the client base in your store but show shade range.
* Merchandise shades from Light to Dark or Dark to Light based on client base.

Drawer Level Graphics



Communication Bands

ROWS — TOP LEVEL

★ 2	Even Better Clinical™ Serum Foundation \$49																			
★ 3		Even Better Clinical™ Serum Foundation \$49																		

— DRAWER LEVEL —

★ 4		Superpowder Double Face Makeup \$40																		
★ 5		Beyond Perfecting™ Powder \$41																		
★ 6		Beyond Perfecting™ Foundation + Concealer \$41																		

UPDATE

JULY UPDATE

July Update Code: **VJHW-70** | Model Header Code: **VG1G-70**

ROWS

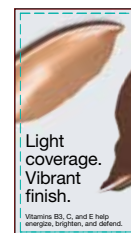


1 BAY HEADER GRAPHIC

- 2 Even Better Clinical™ Vitamin
Makeup Broad Spectrum SPF 45 (10)
- 3 **COMMUNICATION BOX**
Even Better Clinical™ Vitamin Makeup
Broad Spectrum SPF 45 (8)

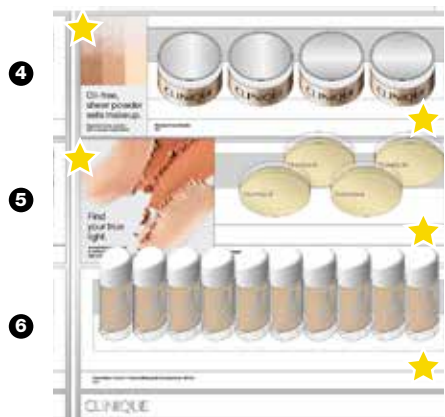
* Feature Best-Selling shades relevant to the client base in your store but show shade range.
* Merchandise shades from Light to Dark or Dark to Light based on client base.

Makeup powered
by skincare.



★ 3

ROWS



4 COMMUNICATION BOX

Blended Face Powder (4)

- 5 **XL COMMUNICATION BOX**
True Highlight Weightless Illuminator (4)
- 6 **Even Better Clinical™ Vitamin**
Makeup Broad Spectrum SPF 45 (10)

* Feature Best-Selling shades relevant to the client base in your store but show shade range.
* Merchandise shades from Light to Dark or Dark to Light based on client base.

**Oil-free,
sheer powder
sets makeup.**

*Signature loose powder
with a natural matte finish.*

★ 4

ROWS — TOP LEVEL

 Pink slash indicates not updating,
DO NOT THROW OUT

[illegible]

★ 3			Even Better Clinical™ Vitamin Makeup Broad Spectrum SPF 45 \$49							
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DRAWER LEVEL

★ 4			Blended Face Powder							
			\$37							

[illegible][illegible]

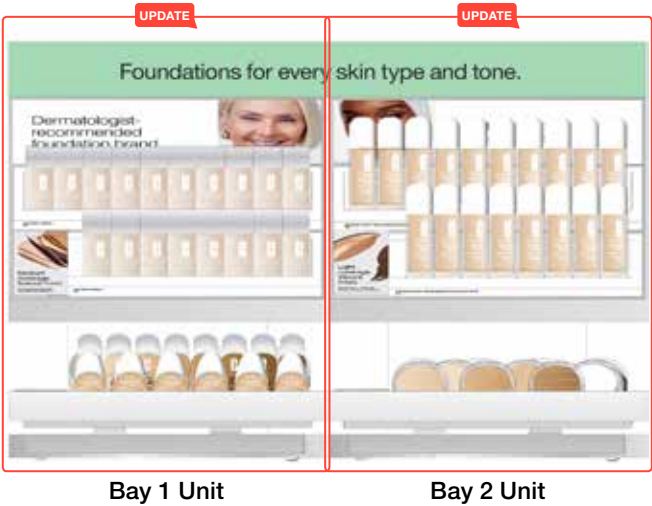
Face Units UPDATE

Specialty Doors

- July 25 Update



- July 26 Update



Face Unit - Bay 1 UPDATE

Specialty Doors **JULY UPDATE**

Foundation Bar Header (Bays 1 & 2) Code: **VG11-70** | Locator Code: **VGG8-60**

July Update Code: **VJHX-70** | Model Header Code: **VG1G-70**

LEGEND:		
New	Updated/ Moved	
★	●	Locator/Comm Box/Component
★	●	Product/Shade
★	●	Visual/Price Tag/Front Band

Pink slash indicates not updating, DO NOT THROW OUT

Top Level ROWS



Top Level Products

H UNIT HEADER

- 1 **BAY HEADER GRAPHIC**
- 2 Even Better™ Makeup (10)
- 3 **COMMUNICATION BOX**
Even Better™ Makeup (8)

* Feature Best-Selling shades relevant to the client base in your store but show shade range.
* Merchandise shades from Light to Dark or Dark to Light based on client base.

Top Level Graphics



Drawer Level ROWS

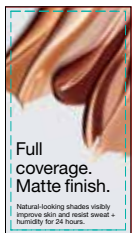


Drawer Level Products

- 4 **COMMUNICATION BOX**
Beyond Perfecting™ Powder
Foundation + Concealer (8)
- 5 **COMMUNICATION BOX**
Beyond Perfecting™ Powder
Foundation + Concealer (8)
- 6 **COMMUNICATION BOX**
Even Better Clinical™ Serum Foundation (6)

* Feature Best-Selling shades relevant to the client base in your store but show shade range.
* Merchandise shades from Light to Dark or Dark to Light based on client base.

Drawer Level Graphics



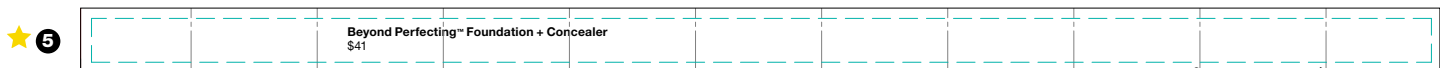
Communication Bands

ROWS — TOP LEVEL

Pink slash indicates not updating, DO NOT THROW OUT



— DRAWER LEVEL —



UPDATE

July Update Code: **VJHX-70** | Model Header Code: **VG1G-70**

LEGEND:	
New	Updated/ Moved
	Locator/Comm Box/Component
	Product/Shade
	Visual/Price Tag/Front Band

 **Pink slash indicates not updating,
DO NOT THROW OUT**

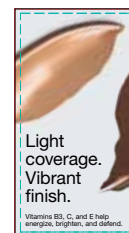
Top Level Products

Top Level Graphics



H UNIT HEADER

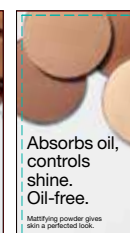
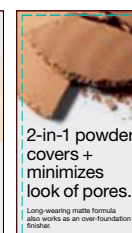
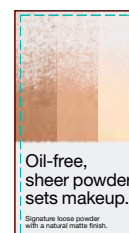
- BAY HEADER GRAPHIC**
 - Even Better Clinical™ Vitamin Makeup Broad Spectrum SPF 45 (10)
 - COMMUNICATION BOX**
Even Better Clinical™ Vitamin Makeup Broad Spectrum SPF 45 (8)
- * Feature Best-Selling shades relevant to the client base in your store but show shade range
- * Merchandise shades from Light to Dark or Dark to Light based on client base.



Drawer Level Products



- 4 **COMMUNICATION BOX**
Blended Face Powder (4)
- 5 **COMMUNICATION BOX**
Superpowder Double Face Makeup (6)
- 6 **COMMUNICATION BOX**
Stay-Matte Sheer Pressed Powder (5)
Stay-Matte Universal Blotting Powder (1)



Drawer Level Graphics

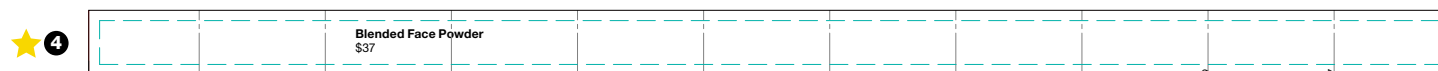
Communication Bands

ROWS — TOP LEVEL

 Pink slash indicates not updating, DO NOT THROW OUT



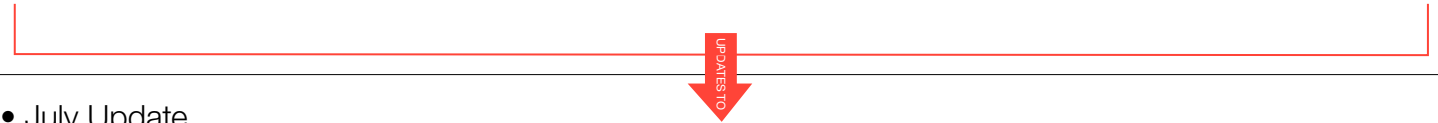
DRAWER LEVEL



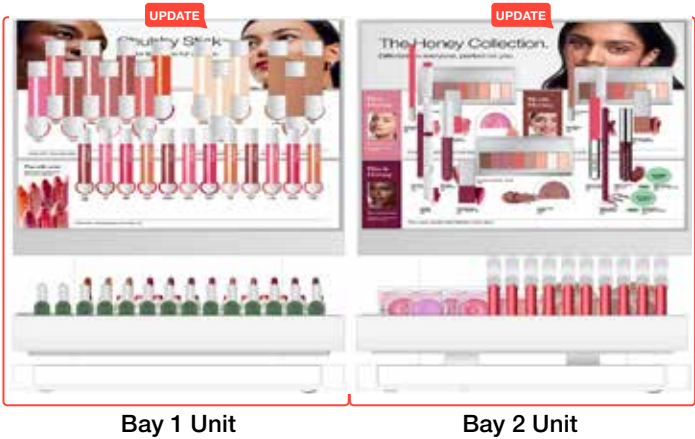
Lip & Cheek Units UPDATE

Full, Reduced, & Specialty Doors

- January Update



- July Update



Lip & Cheek Unit - Bay 1 UPDATE
Full, Reduced, & Specialty Doors JULY UPDATE

July Update Code: VJHY-70 | July Locator Code: VJYK-60
Locator Code: VGG7-60 | Model Header Code: VG0G-70

LEGEND:
New Updated/
Moved
★ ★ Locator/Comm Box/Component
★ ★ Product/Shade
★ ★ Visual/Price Tag/Front Band

 Pink slash indicates not updating,
DO NOT THROW OUT

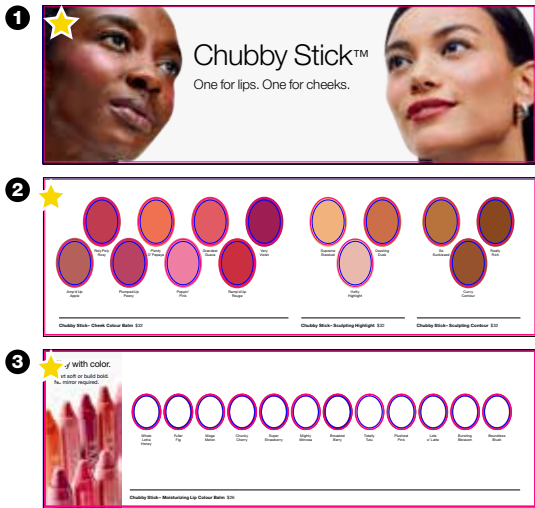
Top Level
ROWS



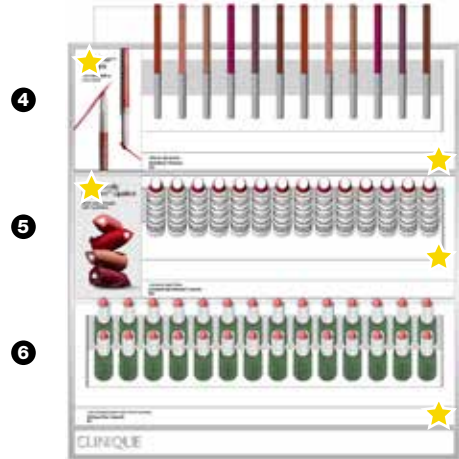
Top Level Products

- 1 BAY HEADER GRAPHIC
- 2 ★NEW LOCATOR GRAPHIC
Chubby Stick™ Cheek Colour Balm (8)
Chubby Stick™ Sculpting Highlight (3)
Chubby Stick™ Sculpting Contour (3)
- 3 ★NEW LOCATOR GRAPHIC
Chubby Stick™ Moisturizing Lip
Colour Balm (12)

Top Level Header & Locator Graphics



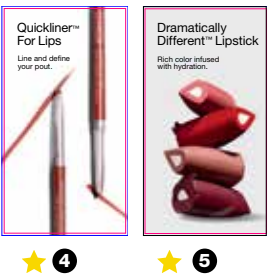
Drawer Level
ROWS



Drawer Level Products

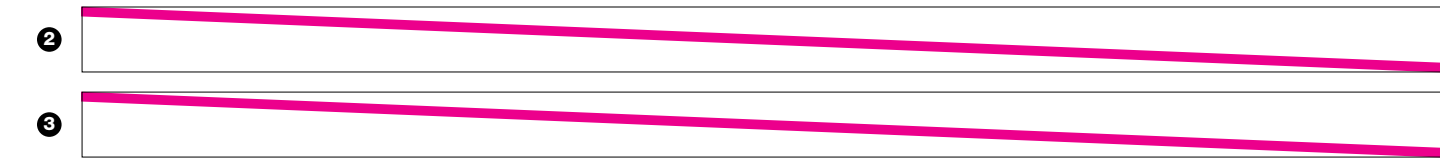
- 4 COMMUNICATION BOX
Quickliner™ For Lips (12)
- 5 COMMUNICATION BOX
Dramatically Different™ Lipstick (14)
- 6 Clinique Pop™ Longwear Lipstick (28)

Drawer Level Comm Box Graphics



Communication Bands

— ROWS — TOP LEVEL —



— DRAWER LEVEL —

★ 4	Silky all-day lip liner. Quickliner™ For Lips \$25
★ 5	Hydrating, satin finish. Dramatically Different™ Lipstick \$29
★ 6	Full coverage lipstick with a built-in primer. Clinique Pop™ Lipstick \$27

 Pink slash indicates not updating,
DO NOT THROW OUT

Lip & Cheek Unit - Bay 2 UPDATE

Full, Reduced, & Specialty Doors JULY UPDATE

July Update Code: VJHY-70 | July Locator Code: VJYK-60

Locator Code: VGG7-60 | Model Header Code: VG0G-70

LEGEND:		
New	Updated/ Moved	Locator/Comm Box/Component
★	●	
★	●	Product/Shade
★	●	Visual/Price Tag/Front Band

Pink slash indicates not updating,
DO NOT THROW OUT

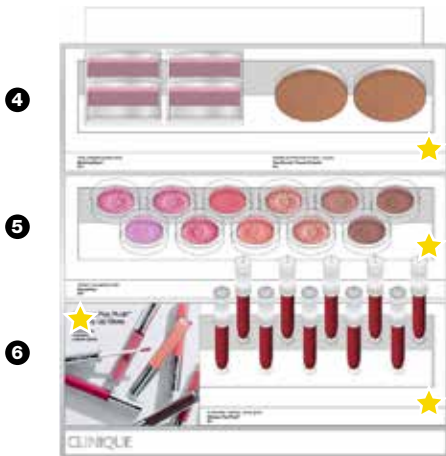
Top Level ROWS



Top Level Products

- 1 BAY HEADER GRAPHIC**
- ★ NEW LOCATOR GRAPHIC**
 Quickliner™ For Lips (1)
 All About Shadow Palette - Pink Honey Affair (1)
 Almost Lipstick Pink Honey (1)
 Clinique Pop™ Lip + Cheek Oil -Pink Honey (1)
 Cheek Pop Blush -Pink Honey Pop (1)
 ★ **NEW** Quickliner™ For Lips - Nude Honey (1)
 ★ **NEW** All About Shadow Palette - Nude Honey (1)
 ★ **NEW** Almost Lipstick Nude Honey (1)
 ★ **NEW** Clinique Pop™ Lip + Cheek Oil -Nude Honey (1)
- ★ NEW LOCATOR GRAPHIC**
 Quickliner™ For Lips (1)
 Clinique Pop Plush™ Black Honey (1)
 Almost Lipstick Black Honey (1)
 Clinique Pop™ Lip + Cheek Oil - Black Honey (1)
 All About Shadow Palette - The Best of Black Honey (1)
 Cheek Pop Blush - Black Honey Pop (1)
 High Impact™ Shadow Play - Black Honey + Pink Honey (1)
 High Impact™ Gel Tech Eyeliner - Black Honey (1)
 High Impact™ Mascara - Black Honey (1)
 ★ **NEW** Quickliner™ for Eyes Intense Lustre-Black Honey (1)
 ★ **NEW** High Impact High-Fi™ Mascara-Black Honey (1)

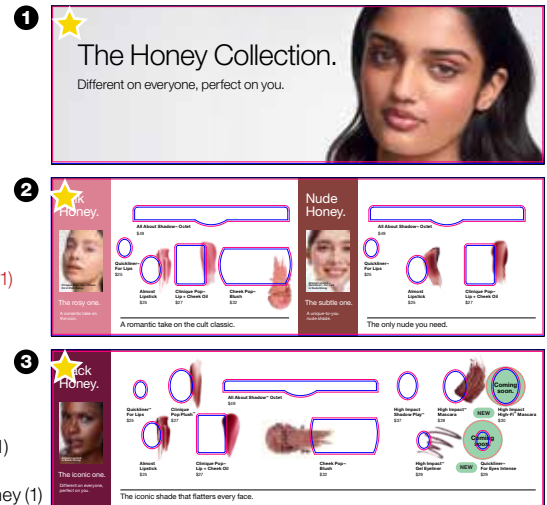
Drawer Level ROWS



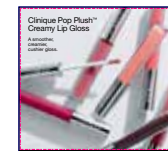
Drawer Level Products

- 4 Blushing Blush™ (4)**
 True Bronze™ Pressed Powder Bronzer (2)
- 5 Cheek Pop™ (11)**
- 6 COMMUNICATION BOX**
 Clinique Pop Plush™ Creamy Lip Gloss (10)

Top Level Header & Locator Graphics

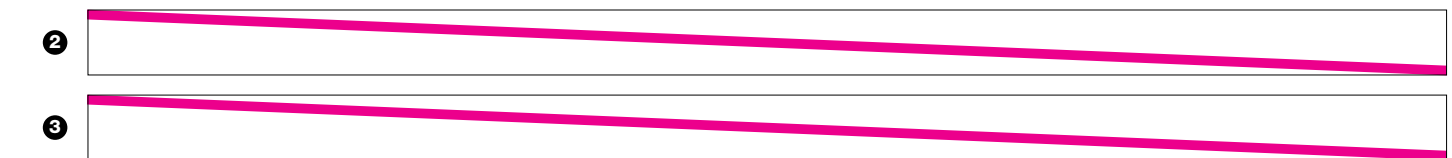


Drawer Level Comm Box Graphics



Communication Bands

— ROWS — TOP LEVEL —



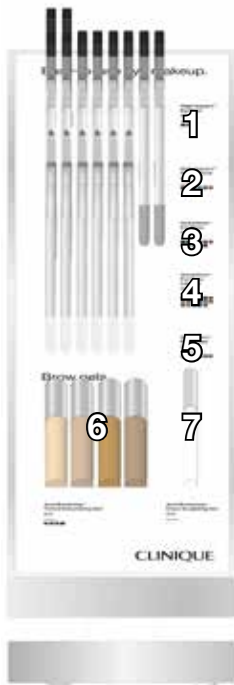
— DRAWER LEVEL —

★ 4	Silky, buildable powder blush. Blushing Blush™ \$34	Mistake-proof bronzer for face + cheeks. True Bronze™ Pressed Powder \$46
★ 5	Vibrant, long-wearing color. Cheek Pop™ \$32	
★ 6		A smoother, creamier, cushier gloss. Clinique Pop Plush™ \$27

Pink slash indicates not updating,
DO NOT THROW OUT

Eyeliner Sliver

Unit Code: KH9H-60

Update Code: **VJJ0-70 JULY '26 OCD**

Liner Products

- 1 High Impact™ Eyeliner
- 2 High Impact™ Gel Eyeliner
- 3 Quickliner™ For Eyes
- 4 Quickliner™ For Eyes Intense

Brow Products

- 5 Quickliner™ For Brows
- 6 Just Browsing™ Tinted Volumizing Gel
- 7 Just Browsing™ Clear Sculpting Gel

Eye Shadow Sliver

Unit Code: KH9J-60

Update Code: **VJHE-70 JULY '26 OCD | TBD-70 SEPTEMBER '26 OCD**

SRP Update + acrylic top template + vacform

JULY OCD

Eye Shadow Sliver Products

- 1 All About Shadow Quads
- 2 All About Shadow Singles
- *Display a mixture of:
 - Matte
 - Shimmer
 - Soft Shimmer
- 3 All About Shadow Duos
- 4 High Impact Shadow Play™ (moved for July OCD)

SEPT OCD

Eye Shadow Sliver Products

- 1 High Impact Shadow Play
- 2 Chubby Stick Shadow Tint for Eyes
- SEPT OCD**
- 3 All About Shadow Quad
- 3 All About Shadow Singles
- *Display a mixture of:
 - Matte
 - Shimmer
 - Soft Shimmer
- 4 All About Shadow Duos

Mascara Sliver

Unit Code: KH9K-60

Update Code: **VJJ1-70 JULY '26 OCD**

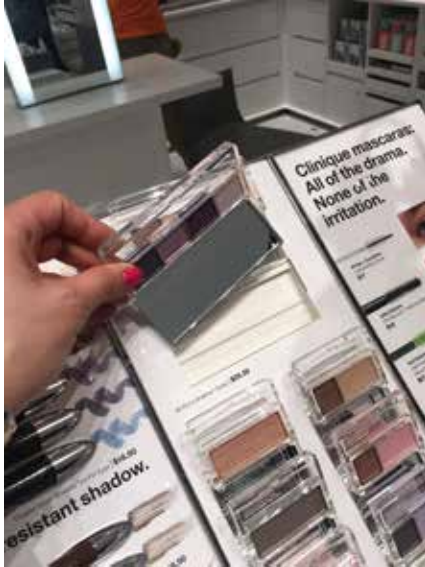


Mascara Sliver Products

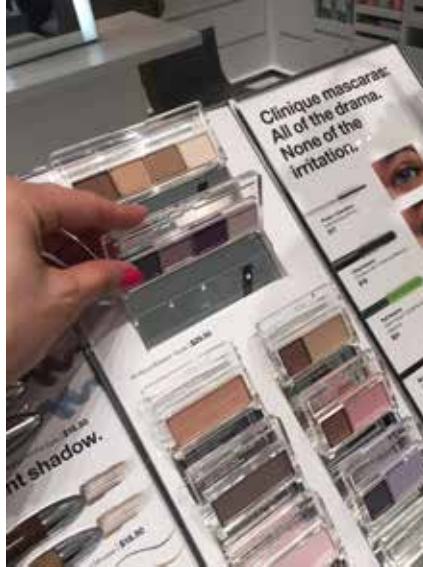
- 1 Lash Building Primer
- 2 Bottom Lash Mascara™
- 3 Lash Doubling™ Mascara
- 4 Lash Power™ Mascara
- 5 High Impact Zero Gravity™ Mascara
- 6 High Impact™ Waterproof Mascara
- 7 High Impact™ Mascara
- 8 High Impact High-Fi™ Mascara
- 9 High Impact High-Fi™ Waterproof Mascara **JULY OCD**

Eye Shadow Unit

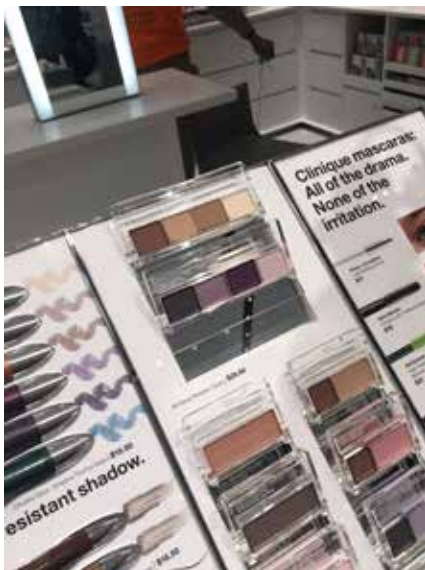
Merchandising Instructions



1. Open palette lid as shown. Remove transparent shade cover and instruction film attached on the mirror.



2. Palette needs to be inserted upside down, mirror first into its respective slot.



3. Please repeat steps and do the same on the remaining shadow palettes.



Power Zoning ⚡



What is Power Zoning?

A *Power Zone* should have a singular and powerful focus of our Newness and Promotions, rather than merchandised throughout the counter, where the story becomes very diluted. When you first approach the counter, our primary launch and visuals need to support this.

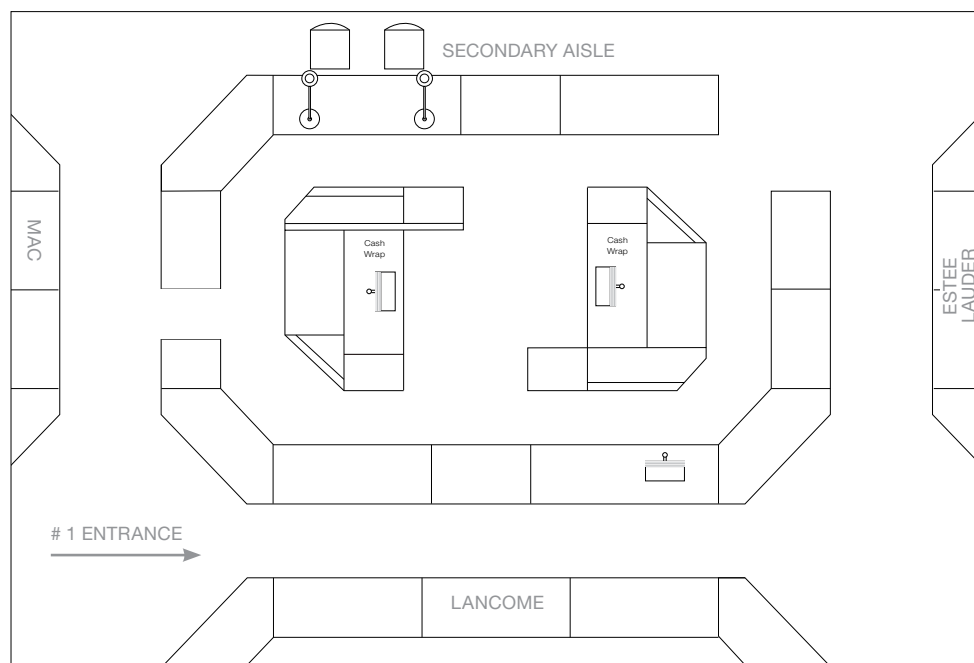
- Have the demographics been identified? If you are an Inclusion & Diversity door, do you have the lightbox and collateral in correct languages needed?
- Have traffic patterns and adjacencies been identified?
- Is the target mix of business space dedicated to each hero?
- Has the traffic flow changed due to changes in business?
- Are the newness & priorities visible based on incoming traffic flow?
- Are the heroes visible?
 - Foundation
 - Moisturizers



***NOTE:** Discuss Power Zoning and planning with your teams. Here is a blank floorplan with quick steps to help zone your counter.

Tips:

- New launch should be at your #1 entrance
- Keep units together (i.e. Foundation units should be merchandised together, not spread apart)
- Merchandise shades on Foundation units from light to dark or dark to light based on client base



VM Checklist

*Use this list to ensure counter is zoned

- ☐ Is newness highly visible and zoned together in its Power Zone on incoming traffic
- ☐ Is the target mix of business space dedicated to each hero?
- ☐ Are your tester units (Foundation, Treatment, Clinical Reality & Skin School) grouped together in their zones? Is Clinical Reality a prime location?
- ☐ Do newness visuals match the marketing calendar?
- ☐ Do lightboxes feature current visuals? Are lightboxes measured correctly (do not trim)?
- ☐ Are video screens updated with latest content?



VM TIP

Have you taken an overall photo of your counter? Is photo “best in class”? Is it in high resolution? Please send to field executives after every launch and promo.

Maintenance Checklist



***NOTE:** Please contact the POS COE if anything is missing or needs repair.

- ☐ Clean counters and get rid of clutter.
- ☐ Keep consultation area & hygiene supplies neat and clean, following brand standards.
- ☐ Ensure tester units updated and fully stocked with additional testers properly placed in-case boxes and drawers.
- ☐ Review and follow instruction sheets that ship with in-store collateral.
- ☐ Order missing VM collateral needed with the POS COE (i.e. missing lightboxes, tester units, POG graphics).
- ☐ For any repair or maintenance issue, report to your FE who should then input the repair in the service channel app. Contact POS COE.

Do's

- ☒ Check the VM guidelines for current/approved images and priorities. Check discard pages.
- ☒ Place C-stream request with field executive for artwork needed for outposts/secondary locations. (ie. windows, outposts).
- ☒ Check VM guidelines for in-case & POG details.
- ☒ Check if relevant shades on display based on your client base (i.e dark to light)
- ☒ Check if you have received the dual language collateral based on your client base (English/Spanish and/or English/Mandarin)
- ☒ Do throw out all old in case and POG graphics
- ☒ Do order all current POG and in-case graphics

Don'ts

- ☒ Don't double stack/triple stack old vitrines.
- ☒ Don't add additional props (i.e., balloons, cupcakes, candy, oranges)
- ☒ Don't produce unapproved artwork.
- ☒ Don't place ledge tops on the floor.
- ☒ Don't overstock promotions.
- ☒ Don't pyramid products.
- ☒ Don't clutter the top of counter.

abbreviations

AD	All Doors	LBX	light box
DS	Department Stores	OCD	on counter date
SP	specialty stores only	POG	product on glass
FD	full doors (includes DS & SP)	SAYLI	service as you like it
MD	modified doors (includes DS & SP)	SRP	suggested retail price
RD	reduced & next generation doors (includes DS & SP)	MSNA	Modular System North America
M	Macy's only	A/W	artwork
SD	select doors	BG	brand guideline
AMP	amplification	B59	Bloomingdales 59th street
CFM	Clinique for men	CLR	color
DIF	destroy in field	CSV	Macy's specific tower
DTO	drawing turn over	DC	distribution center
FPO	for placement only	DIF	destroy in field

acetate

Clear material with printed graphics typically used on tester units for benefits, pricing and product names.

caseline / showcase

Glass display fixture usually with two or three shelves typically on the perimeter of the space.

category signage / POG header

Navigation signage that guides customers to main categories within skin care, foundation, makeup, fragrance, mens, body, and sun.

cladding / case cover

Graphic covering the front glass of caseline.

communication bands

Updatable communication strips that can speak to product benefit, price and product names. Communication bands are utilized on shelving and can be either horizontal or vertical surface.

consultation area

Area at counter where consultations take place consisting of a diagnostic lamp, hygiene, 3-Step, Clinique computer and a chair.

demo products

Product used by customers and consultants to try in-store. Testers have a try me or new sticker and are placed on tester units or in front of salable products on shelving.

diagnostic table

A consultation area that holds all of the required tools and products for a Clinique consultant to provide a full skin type diagnostic service.

dramming

The sampling of products directly from testers or dramming bottles into a small plastic jar.

dramming bottle

Plastic bottle filled with foundation used to dispense foundation samples into dramming jars. Also referred to as a "ketchup bottle."

duraclear

Light box visual, substrate is clear material, lit from behind, required an acrylic diffuser for light.

duratrans

Light box visual, substrate is milky white material, lit from behind, typically does not need a diffuser for light.

end cap

A display fixture with shelving on the end of a gondola in retailers such as Sephora and Ulta, which focuses on specific newness launch or product distortion.

factice

Faux product use to represent product typically used for display. Not testable or shoppable. Can be actual size or large scale.

focus shelf

Shelf that is eye level and best location key distortion products.

graphic

Visual or artwork collateral.

godet

Metal pan of product used in tester displays such as eye shadow. Not salable.

hero products

Standout Clinique products that create buzz and shine light on the rest of the product line. Examples of Clinique hero products are moisture surge, even better makeup.

lazy susan

A Clinique skincare focus service tool that has a mechanism to allow the unit to spin 360 degrees on a table surface. Ideally placed in a round consultation table.

light box visual

Visual that is lit from behind with a light source typically a duratrans or duraclear.

lightboxes (view measurement)

Viewable area inside the frame and is used to make sure the image and type do not get cut off by the frame. Also referred to as "visual opening."

lightboxes (trim measurement)

The overall size of the transparency / light box visual. Also referred to as "visual trim."

limited life

Product that are in line for short period of time, do not become part of the basic assortment.

abbreviations

DTD/D2D	direct to door
DTO	design turnover
DVU	double vitrine unit
FDTN	foundation
FPO	for placement only
GBSC	global business supply chain
GLB	global
HOC	hand out card
HSQ	herald square (Macy's)
HVM	high value mailers
ELM	Estee Lauder Melville (distro ctr)

product abbreviations

AAE	All About Eyes
BH	Black Honey
BP	Beyond Perfecting
CFM	Clinique for Men
Clari	Clarifying Lotion
DDHJ	Dramatically Different Hydrating Jelly
DDMG	Dramatically Different Moisturizing Gel
DDML	Dramatically Different Moisturizing Lotion
EBCF	Even Better Clinical Foundation
EBCI	Even Better Clinical Interrupter
EBMU	Even Better Makeup
HIM	High Impact Mascara
MS	Moisture Surge
MUR	Makeup Remover
RW	Repair Wear
TTDO	Take The Day Off
WCC	Wrinkle Correcting Serum

locator tester tile

A piece of acrylic or other material that has a well to “locate” or hold a Clinique product in a specific place on a tester unit or linear shelf.

MSNA

“Modular System North America”

newness tower

A vertical shelving fixture that features and focuses on a specific Clinique product range. The Newness tower can be stand-alone or built into a wall fixture.

planogram

A diagram or model that indicates the placement of retail products in order to maximize attract and sales.

plug

A piece of material used to temporarily cover a hole or empty locator on a tester unit. Plugs are sometimes used when a product has been discontinued, or to cover a locator meant to hold a product that will launch in the future.

puck

An acrylic block to highlight a product

saleable like tester

Product that has tester printed directly on product and have a different code than salable product.

testers (product)

Product used by customers and consultants to try in-store. Testers have a try me or new sticker and are placed on tester units or in front of salable products on shelving.

vitrine

Display used to highlight promotion or product. Can be a fixture or a cube that sits on a fixture. Customers can not touch.

Clinique has always taken pride in the clean, safe, and professional environment provided by Consultants at counter. The following procedures are designed for the protection of clients and Consultants. Proper hygiene standards must be practiced with every client.

Keeping Counters and Testers looking First Rate.

- Clean display cases, countertops, and Open Service walls on a daily basis.
- Keep testers clean and filled. Never refill testers. Replace half-empty products with new testers. The only products approved to be refilled are Clarifying Lotions.
- Keep Clarifying Lotions filled to the top at all times.
- Spray all lipstick testers in the Open Service walls twice daily, morning and afternoon, with 70% isopropyl alcohol.
- Share the safety and service Clinique offers with your clients.
- Clinique's Hygiene Standards are a service to the client and a point of reference for the brand. Show and tell each client.

Counter Hygiene Tools

- 100% Cotton-tips
- Facial Tissue
- Clarifying Lotion 3 or 4
- Water Bottles
- Pencil Sharpeners
- Makeup Brush Cleanser
- 70% Isopropyl Alcohol
- Alcohol Spray Bottles for sanitizing lipstick, liners, and certain applicators for testing products — at every Consultation station and key tester units

As a Clinique Consultant, careful attention to hygiene is critical to your image, credibility, and the experience you create at the counter. People come to you because of Clinique's reputation for pristine cleanliness and your expert advice.

Clean Hands are a Virtue

- Make it a habit to always clean your hands before and after demonstrating any Clinique product or touching a client. Spray hands with 70% isopropyl alcohol or use a 100% cotton ball with Clarifying Lotion 3 or 4; wipe hands thoroughly.

Please—No Double Dipping!

- Use only disposable applicators—once.

Keep Those Fingers Out

- No fingers should ever touch products when dispensing them from the container.
- Products should only be dispensed onto a clean cotton-tip, cotton ball, or facial tissue. They can then be placed on clean fingertips or back of hand for ease of application.

Better Safe than Sorry

- If a product tester that cannot be sanitized comes in contact with skin, immediately dispose of the product and make a new tester.

Keeping it Clean

- Empty water bottles nightly, rinse with isopropyl alcohol, and let dry overnight. Each morning, before the store opens, fill the bottle with fresh water.
- Alcohol spray bottles should be regularly refilled with 70% isopropyl alcohol.

Cleansing Makeup Brushes at Counter

- For a lighter cleaning between makeovers, Consultants should spray brushes and tissue dry to accelerate dry time. Wait 1-2 minutes after cleaning to start a new makeover.
- Brushes should be deep cleaned at the end of every day: With brush hairs facing downward, spray brushes with cleanser (get bristles thoroughly damp). Gently massage bristles with warm water to remove residue. Rinse thoroughly under running water. Hang off counter or lie flat on paper towel to air dry. Do not dry brushes standing up (water will accumulate in bristle well, also known as ferrule).

**Or 70% isopropyl alcohol, or Hand Sanitizer (according to local market standards).*

For more information on Hygiene, please refer to the Hygiene Standards Source book.

Housekeeping Checklist

- ☐ Clean all glass surfaces
- ☐ Wipe and dust all counter tops
- ☐ Face all products in the appropriate direction
- ☐ Dust ledge tops
- ☐ Stock Q-Tips and cotton balls
- ☐ Windex mirrors and glass
- ☐ Polish all chrome surfaces
- ☐ Wash makeup brushes/sonic brush
- ☐ Fill water bottles
- ☐ Clean underneath all tester units twice a week
- ☐ Thoroughly dust shelves and products twice a week
- ☐ Remove old collateral from storage areas see page 12-13
- ☐ Only use current approved collateral