

Clinique NA Merchandising Guidelines

Nordstrom Non - Innovation
Spring 2026 | January - June



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CADENCE & PRIORITIES

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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)
- Damaged collateral/tester units
- Light Box issues
- Product Q&A issues
- Request merchandising guidelines

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 Thursday 10am - 8pm EST
 Friday 10am - 7pm EST
 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:** Please send supporting photos to POS COE for needed requests and repairs.

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

Spring 2026

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

Spring 2026 Priorities

	Q3 (JANUARY - MARCH)	Q3 (APRIL - JUNE)
HERO (Always On)	 <p>INDEPENDENT FRANCHISE CAMPAIGNS + MOISTURE SURGE</p>	 <p>SUMMER OF GLOW + MOISTURE SURGE</p>
FRANCHISES (Products/ NPLs)	 <p>Moisture Surge or Smart JANUARY</p>  <p>Chubbys + Honeys FEBRUARY</p>  <p>Moisture Surge MARCH</p>	 <p>Summer of Glow APRIL - JUNE</p>

Spring 2026 New Product Launches

★ - Priority Launch

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
<p>NATIONAL:</p>  <p>NEW UV Solutions: Hydrating Sunscreen NEW UV Solutions: Mattifying Sunscreen</p>  <p>NEW Chubby Relaunch</p>  <p>NEW Black Honey Collection (x3 Lip Liners)</p>				 <p>NEW UV Solutions: Brightening & Tinted Sunscreen</p>	 <p>NEW High Impact High-Fi Waterproof Mascara (VM Assets: JULY OCD)</p>
<p>PROMOTIONS:</p>	<p>National Lash Day 2/19 - 2/22 OCD</p>		<p>Makeup Amplification 4/1 - 4/5 OCD</p>	<p>Mother's Day MAY OCD</p> <p>Skincare Amplification 5/17 - 5/25 OCD</p>	<p>Summer Of Glow JUNE OCD</p>

Caseline Cadence

- Checklist



Review tester unit cadence & caseline pages to ensure all tester units/caseline are up to date.



Place larger size products on backwall areas (i.e. Clarifying Lotions, Fragrance, Mens, TTDO).



For additional sets, please negotiate an etagere/tower or small table to feature these sets. Do not place sets all around the counter, in between tester units.

January Updates

- **New Launches:** **NEW** UV Solutions Hydrating Sunscreen, **NEW** UV Solutions Mattifying Sunscreen, Moisture Surge 100H + Glow Serum Resupport; Smart Clinical Repair Resupport
- **New Promotions:** Valentines Day Sets



UV Solutions p.29
NEW UV Solutions Hydrating Sunscreen
NEW UV Solutions Mattifying Sunscreen
NEW UV Solutions STU

Moisturizers p.30

Foundation p.31

Lip & Cheek/TTDO/Cleansers p.32
 Lip & Cheek MLU update
NEW Chubby Relaunch

February Updates

- **New Launches:** **NEW** Chubby Relaunch, **NEW** BH Collection: 3 Lip Liners, 3 Quickliner for Lip Reform, **NEW** High-Fi Intense Black/Brown, SRP Update
- **New Promotions:** Lunar New Year, National Lash Day



UV Solutions p.29

Moisturizers p.30
 Cleanser Bar Update
 Moisture Surge Sliver Update
 Revised Incase Assortment

Foundation p.31

Lip & Cheek/TTDO/Cleansers p.32
 SRP Updates
 Nude Honey Sliver Update

March Updates

- **New Launches:** Continue UV Solutions
- **New Promotions:**



UV Solutions p.29

Moisturizers p.30

Foundation p.31

Lip & Cheek/TTDO/Cleansers p.32

January Flex

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

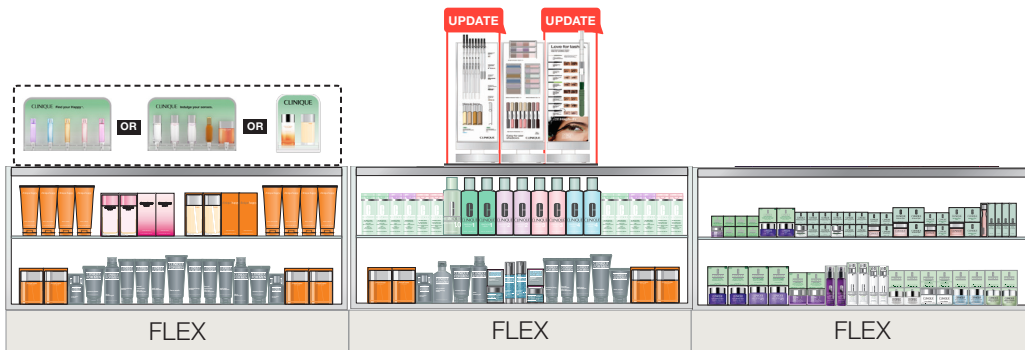


Fragrance/CFM p.34
 Derm Concern Sets p.36

Eye/CFM p.33

Eye + Moisturizer p.33

February Flex

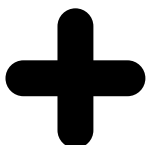


Fragrance/CFM p.34
 SRP Updates

Eye/CFM p.33
 SRP Updates

Eye + Moisturizer p.33

March Flex



Fragrance/CFM p.34

Eye/CFM p.33

Eye + Moisturizer p.33

April Updates

- **New Launches:** N/A
- **New Promotions:** Mother's Day, Makeup Amplification (4/1 - 4/5)



UV Solutions p.29
NEW UV Solutions Hydrating Sunscreen
NEW UV Solutions Mattifying Sunscreen
NEW UV Solutions STU

Moisturizers p.30

Foundation p.31

Lip & Cheek/TTDO/Cleansers p.32

May Updates

- **New Launches:** **NEW** UV Solutions Brightening & Tinted Sunscreen
- **New Promotions:** Skincare Amplification (TBD), Continue Mother's Day



UV Solutions p.29

Moisturizers p.30
 Cleanser Bar Update
 Moisture Surge Sliver Update
 Revised Incase Assortment

Foundation p.31

Lip & Cheek/TTDO/Cleansers p.32

June Updates

- **New Launches:** **NEW** High Impact High-Fi Waterproof Mascara (VM Go Live: **JULY OCD**)
- **New Promotions:** Summer of Glow



UV Solutions p.29

Moisturizers p.30

Foundation p.31

Lip & Cheek/TTDO/Cleansers p.32

April Flex

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



Fragrance/CFM p.34

Eye/CFM p.33

Eye + Moisturizer p.33

May Flex



Fragrance/CFM p.34

Eye/CFM p.33

Eye + Moisturizer p.33

June Flex



Fragrance/CFM p.34

Eye/CFM p.33

Eye + Moisturizer p.33

Discards

⊘ The following lightboxes should no longer be in-store.

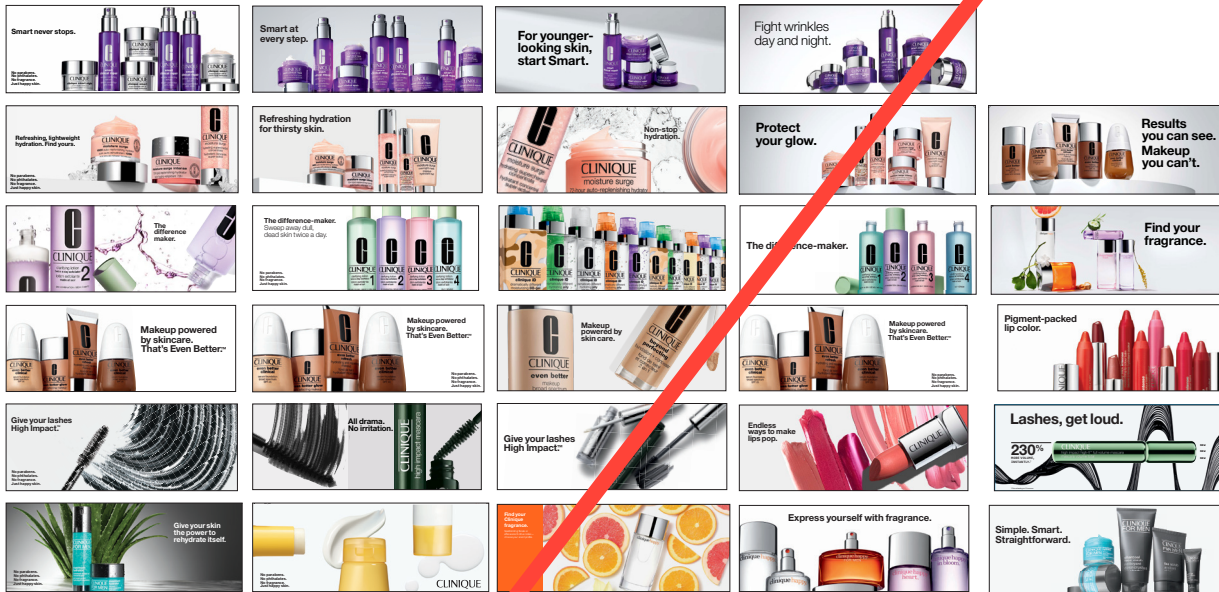
• **Fall 2025 To Discard**



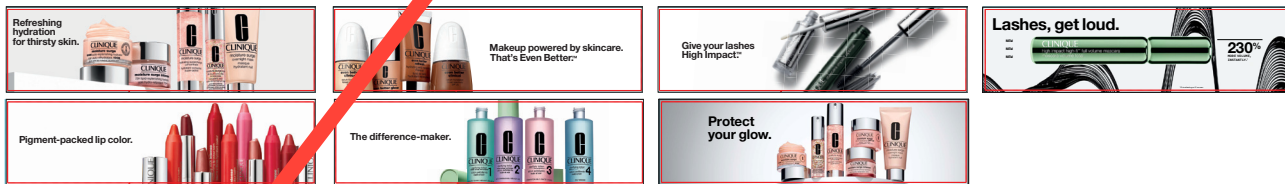
20" x 7.5" In-case & In-case Box Graphic Only

• **Discard from previous seasons**

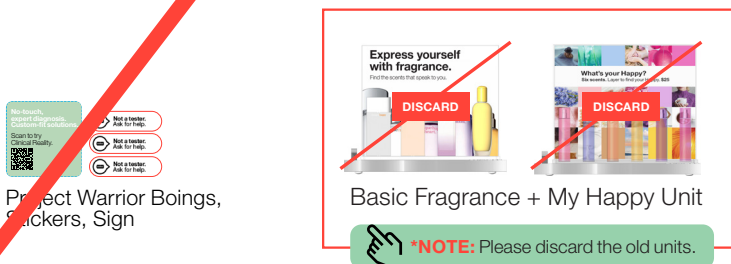
20" x 7.5" PLEXI INCASE & POG



INCASE BOX



TESTER UNITS



 The following graphics should no longer be in-store.

• Fall 2025 To Discard





• Discard from previous seasons



Lightbox Priorities

• 5A - A Doors

<p>LBX #1 Launch</p>  <p>3 steps. Twice a day. Every day. Where great skin begins.</p> <p>DDML / 3 Step JULY '25 OCD</p>	<p>LBX #2 Foundation</p> <p>NEW</p> <p>Play with color. Start soft or build bold. No mirror required.</p> <p>New Development</p>  <p>Even Better Vitamin Makeup JANUARY OCD</p>
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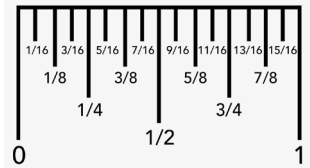
***NOTE:** Please contact the POS COE if anything is missing or needs repair.

• B - E Doors

<p>LBX #1 Treatment</p>  <p>Wrinkles, you're outnumbered.</p> <p>Smart Launch JULY '24 OCD</p>	<p>LBX #2 Foundation</p> <p>Dermatologist developed. In 50 shades.</p>  <p>Foundation Hero Image JULY '24 OCD</p>
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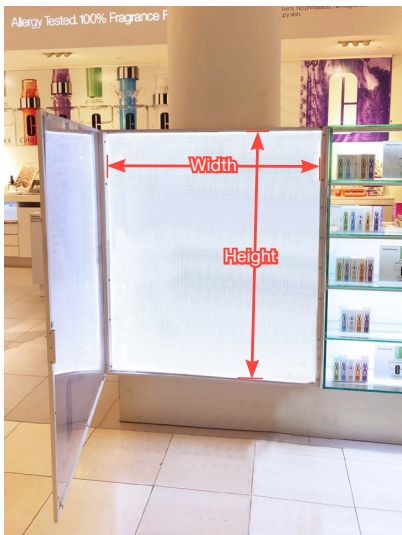
RULER INCREMENTS (IN EIGHTS)



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

Trim Measurement Instructions

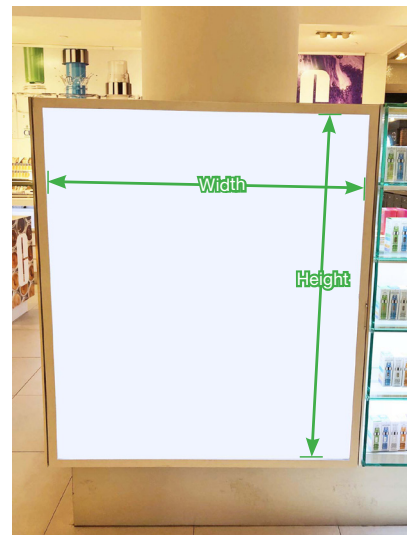
- The **Trim measurement** is the **OVERALL** size of the **graphic** (not the fixture). You **must** open the lightbox to get this measurement.









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.

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

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


(CURRENT) DECEMBER

JANUARY

FEBRUARY

MARCH

Story Telling Unit #1

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



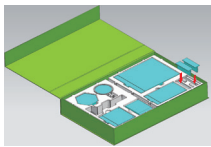
DDML SPF/DDM/3-Step Story
Update Code: VG1L-70




TOP DOORS:
NON-TOP DOORS:

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

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



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

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

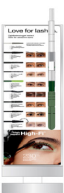
Eye Units



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



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



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



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



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

(CURRENT) MARCH

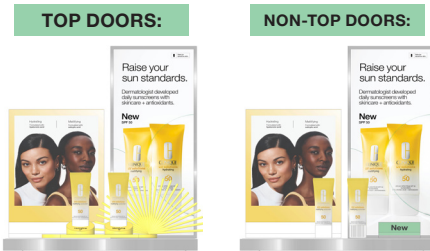
APRIL

MAY

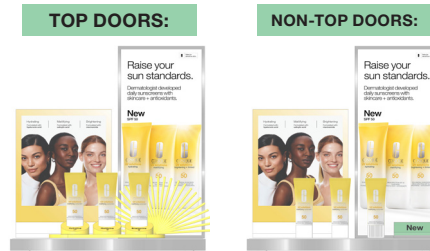
JUNE

Story Telling Unit #1

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

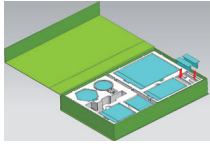


UV Solutions
(Add Brightening)
Tinted Puck Code:
**VHFA-60 TOP
DOORS ONLY**



UV Solutions (Add Brightening)
Graphic Code: **xx-70 TOP DOORS**
Graphic Code: **xx-70 NON-TOP DOORS**

UV Solutions
Graphic Code: **VHEQ-70 TOP DOORS**
Tinted Puck Code: **VHFA-60 TOP DOORS**
Glorifier Code: **VHFB-60 TOP DOORS**
Graphic Code: **VHER-70 NON-TOP DOORS**



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

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

Eye Units



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



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




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

(CURRENT) DECEMBER

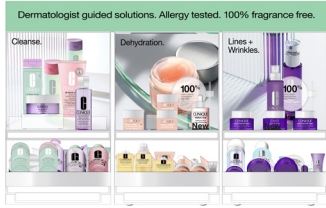
JANUARY

FEBRUARY

MARCH

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

Specialty Doors



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

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



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

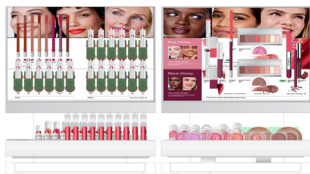
Specialty Doors

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

Full, Reduced and Specialty Doors



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



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

(CURRENT) MARCH

APRIL

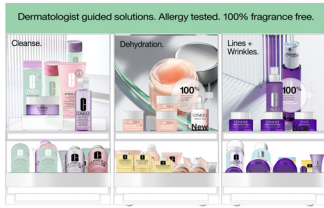
MAY

JUNE



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

Specialty Doors



Specialty Treatment Bar
 Update Code: VHJJ-70 **SP Feb '26 Update**
 Treatment Bar Header
 Update Code: VG1N-70 **SP**

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

Update Code: **TBD**
 - Adding UV Solutions to drawer

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

Full, Reduced and Specialty Doors



Update Code: **VHKE-60**

(CURRENT) DECEMBER

JANUARY

FEBRUARY

MARCH

Feature Units



Foundation Feature Unit
July '25 Update Code: VGG3-70
Doors: **SD**



New & Trending Unit
Unit Code: KRNJ-60
July '25 Update Code: VG0Z-70
Doors: **SD**

Asian Tester Feature Unit
Graphic Update Code: V6ZE-70
Unit Code: KRNJ-60
Doors: **SD**

Community Favorites Unit
Graphic Update Code: V6ZF-70
Unit Code: V05X-60
Doors: **SD**



Dramming Unit **SD**
Unit Code: KKW0-60
Graphic Update Code: VB02-70



Minis Unit
Doors: **Select Doors**
July '25 SRP Update Code: VG0T-70
Full Unit Code: VCHN-60
Extra Bin Code: VCHM-60

PLEASE KEEP EXISTING GREEN RISERS



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



LFS Bin Graphic Update
Update Code: **VHPA-70**

PLEASE KEEP EXISTING GREEN RISERS



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

(CURRENT) MARCH

APRIL

MAY

JUNE

Feature Units



Foundation Feature Unit
 July '25 Update Code: VGG3-70
 Doors: **SD**



New & Trending Unit
 Unit Code: KRNJ-60
 July '25 Update Code: VG0Z-70
 Feb'26 Chubby Risers: LOCAL PRODUCTION (ARTWORK ONLY)
 Doors: **SD**

Asian Tester Feature Unit
 Graphic Update Code: V6ZE-70
 Unit Code: KRNJ-60
 Doors: **SD**

Community Favorites Unit
 Graphic Update Code: V6ZF-70
 Unit Code: V05X-60
 Doors: **SD**













Dramming Unit **SD**
 Unit Code: KKW0-60
 Graphic Update Code: VB02-70



Minis Unit
 Doors: **Select Doors**
 July '24 SRP Update Code: VAZC-70
 High-Fi Mascara Update Code: V10W-70
 LFS Graphic Update Code: VHPA-70
 Full Unit Code: VCHN-60
 Extra Bin Code: VCHM-60



(CURRENT) DECEMBER	JANUARY	FEBRUARY	MARCH
<p>Fragrance Units</p>			
 <p>Fragrance Unit Code: VECL-60 (Full Unit) July '25 Update Code: VG04-70</p>			
 <p>My Happy Unit Code: VEXP-60 (Full Unit) July '25 Update Code: VG03-70</p>			
 <p>Generic Fragrance Unit Generic Visual PPK Code: VAZY-70 Doors: Nordstrom Only</p>			
 <p>FULL DOOR REDUCED DOOR</p> <p>CFM Unit Update Code: VG0Y-70 FD Update Code: VG0X-70 RD</p>		<p>SRP Update Update Code: VHP3-70 FD Update Code: VHP4-70 RD</p>	
 <p>Hygiene Unit + Mirror Hygiene Unit Code: KJRG-70 Mirror Unit Code: KJRF-70 Doors: AD</p>			

(CURRENT) MARCH	APRIL	MAY	JUNE
<p>Fragrance Units</p>			
 <p>Fragrance Unit Code: VECL-60 (Full Unit) July '25 Update Code: VG04-70</p>			
 <p>My Happy Unit Code: VEXP-60 (Full Unit) July '25 Update Code: VG03-70</p>			
 <p>Generic Fragrance Unit Generic Visual PPK Code: VAZY-70 Doors: Nordstrom Only</p>			
 <p>FULL DOOR REDUCED DOOR</p> <p>CLINIQUE FOR MEN</p> <p>CFM Unit Update Code: VHP3-70 FD Update Code: VHP4-70 RD</p>			
 <p>Hygiene Unit + Mirror Hygiene Unit Code: KJRG-70 Mirror Unit Code: KJRF-70 Doors: AD</p>			

(CURRENT) MARCH



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



Moisture Surge Glow



Clinique For Men



Sun & Body

July '25 POG Plexi
PPK Code: VG0Q-70



Clarifying Lotions



Smart



Foundation Family



Fragrance

JANUARY

FEBRUARY

MARCH



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

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



TTDO



Acne



Smart



Smart



EBCI



Moisture Surge



DDML



Generic Foundation



EBCF



EBMU



BP



My Happy



Happy



Aromatics

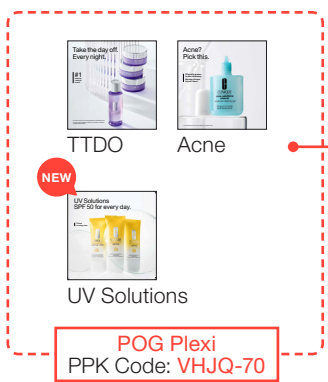


CFM

POG Plexi
PPK Code: VG0P-70



Derm Concern
Code: VHK1-70

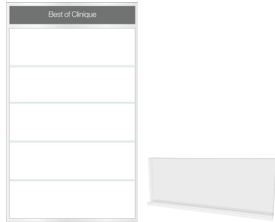


(CURRENT) MARCH

APRIL

MAY

JUNE



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

July '25 POG Plexi
PPK Code: VG0Q-70



3-Step
Code: VHJP-70



Smart



Moisture Surge Glow



Foundation Family



Clinique For Men



Fragrance



Sun & Body
Code: VHJP-70



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



TTDO



Acne



Smart



Smart



EBCI

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



Moisture
Surge



DDML

Feb '26
Update
PPK Code:
VHJQ-70



Generic
Foundation



EBCF



EBMU



BP



My Happy



Happy



Aromatics

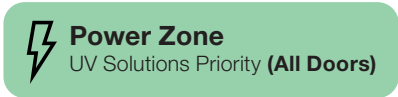


CFM



UV Solutions

Caseline Details



***NOTE:** Please see page 52 for the Story-Telling Unit details.

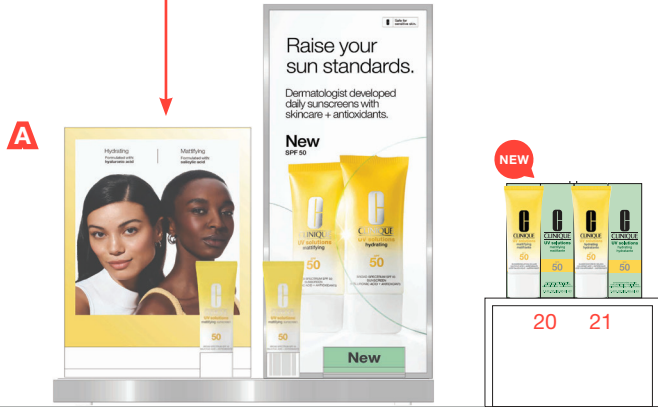
UPDATE

TOP DOORS:

NON-TOP DOORS:

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

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



Countertop

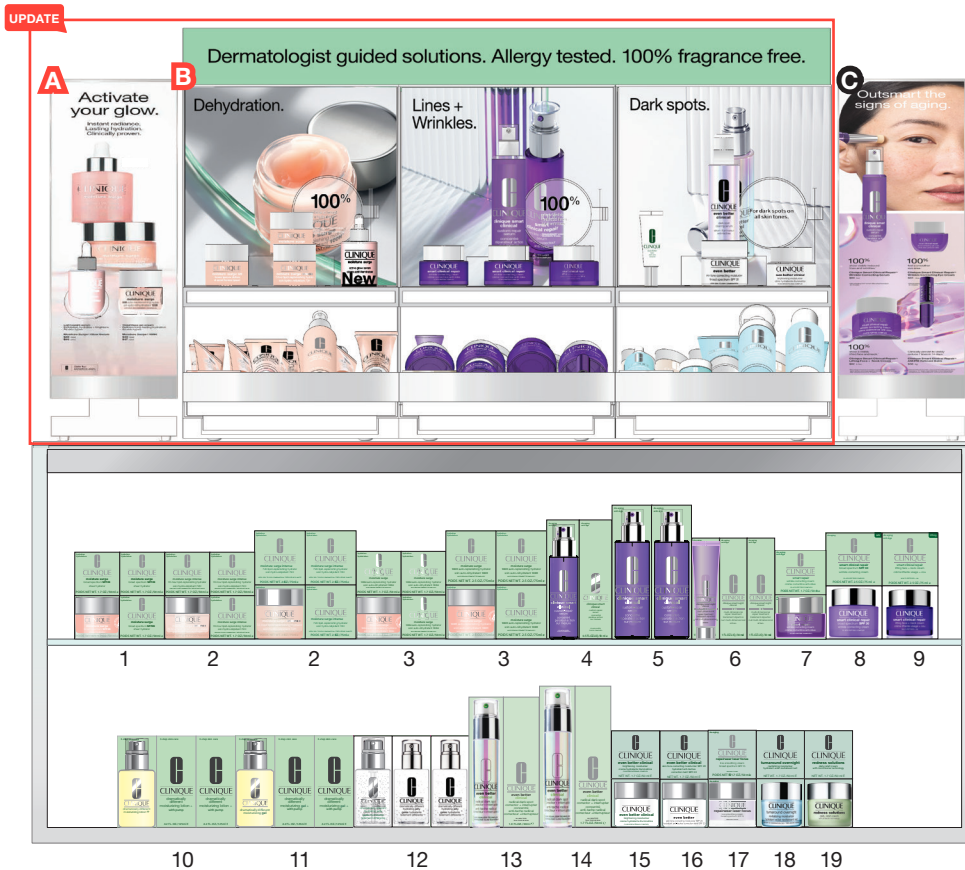
A UV Solutions Story-Telling Unit **JANUARY OCD**
 Graphic Code: **VHEQ-70 TOP DOORS**
 Tinted Puck Code: **VHFA-60 TOP DOORS**
 Glorifier Code: **VHFB-60 TOP DOORS**
 Graphic Code: **VHER-70 NON-TOP DOORS**

20 NEW UV Solutions - Mattifying **JANUARY OCD**
21 NEW UV Solutions - Hydrating **JANUARY OCD**

- Shelf 1 & 2**
- 1 7-Day Scrub Cream
 - 2 All About Clean: Liquid Facial Soap: Extra Mild
 - 3 All About Clean: Liquid Facial Soap: Mild
 - 4 All About Clean: Liquid Facial Soap: Oily
 - 5 Clarifying Lotion 1 13.5 fl oz
 - 6 Clarifying Lotion 2 13.5 fl oz
 - 7 Clarifying Lotion 3 13.5 fl oz
 - 8 Clarifying Lotion 4 13.5 fl oz
 - 9 All About Clean: Rinse-Off Foaming Cleanser Mousse
 - 10 All About Clean: Foaming Facial Soap
 - 11 Take The Day Off™ Facial Cleansing Mousse
 - 12 Take The Day Off™ Makeup Remover
 - 13 Take The Day Off™ Charcoal Cleansing Balm
 - 14 Dramatically Different Hydrating Jelly
 - 15 Dramatically Different Hydrating Jelly
 - 16 Dramatically Different Moisturizing Lotion with Pump
 - 17 Dramatically Different Moisturizing Gel with Pump
 - 18 Dramatically Different Moisturizing Cream
 - 19 Dramatically Different Moisturizing Lotion+

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

• News Treatment # 2 - Moisturizers



Counter Top

A Moisture Surge 100H + Glow Serum FEBRUARY OCD
 Update Code: **VG0F-70**
 Glorifier Code: **VD3Z-60**
 (NOTE: Glorifier for Top Doors; Non Top Doors receive updated micro riser graphic)
 Doors: **SD**

B Specialty Treatment Bar FEBRUARY OCD
 Graphic Update Code: **VHJH-70 FD**
 Graphic Update Code: **VHJJ-70 SP**
 Treatment Bar Header Update Code: **VG1N-70 FD**
 Cleanser Bar Header Update Code: **VG1M-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**

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

Shelf 1

- 1 Moisture Surge™ SPF 28 Hydrator 1.7 oz
- 2 Moisture Surge™ Intense 72 Hour (1.7 oz & 2.5 oz variants)
- 3 Moisture Surge™ 100Hr Auto- Replenishing Hydrator (1.7 oz & 2.5 oz variants)
- 4 Smart Clinical Repair™ Wrinkle Correcting Serum 1.0 oz
- 5 Smart Clinical Repair™ Wrinkle Correcting Serum 1.7 oz
- 6 Smart Night Clinical MD Retinol
- 7 Smart Clinical Repair™ Wrinkle Correcting Cream
- 8 Smart Clinical Repair™ SPF 30 Wrinkle Correcting Cream
- 9 Smart Clinical Repair™ Lifting Face + Neck Cream

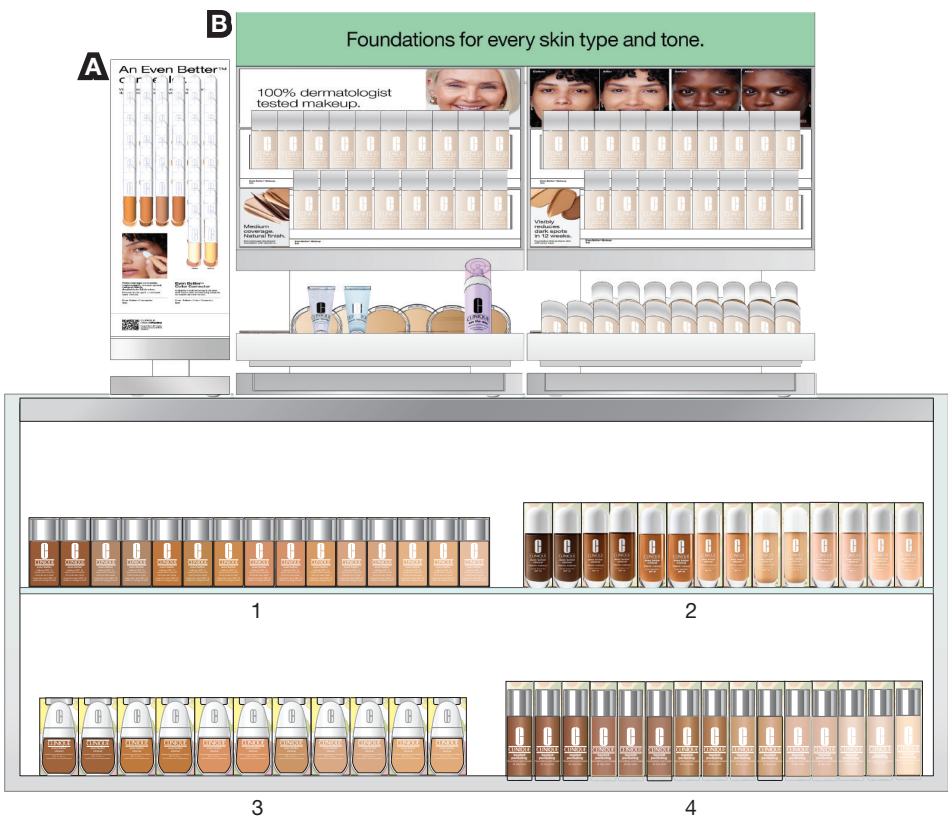
Shelf 2

- 10 DDML+
- 11 DDMG
- 12 DDHJ
- 13 Even Better Clinical Dark Spot Corrector + Interruptor 1.0 oz.
- 14 Even Better Clinical Dark Spot Corrector + Interruptor 1.7 oz.
- 15 Even Better Moisturizer
- 16 Even Better Moisturizer SPF 20
- 17 Repairwear™ Uplifting Firming Cream Broad Spectrum SPF 15
- 18 Turnaround™ Overnight Revitalizing Moisturizer
- 19 Redness Solutions Daily Relief Cream with Microbiome Technology

• Color # 1 - Foundation



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



Counter Top

- A** Even Better Concealer Sliver
Update Code: VAZR-70 **E**
Update Code: VAZS-70 **ES**
Update Code: VAZT-70 **EM**

- B** Foundation Unit
(Full commbands + commbox, SRP Updates)
JULY '25 OCD

Model Header

Update Code: VG1G-70

Foundation Bar

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

Specialty Door Units

Graphic Update Code: VG12-70 **SP**
Locator Code: VGG8-60 **SP**

Shelf 1 & 2

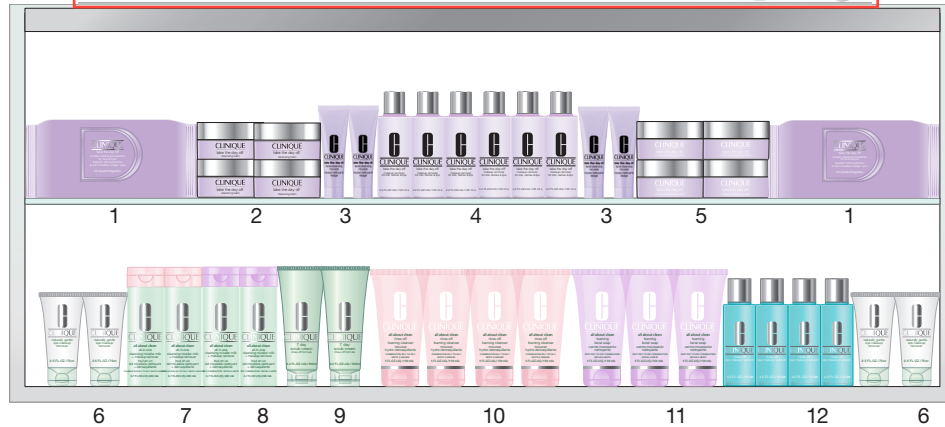
- 1 Even Better™ Makeup SPF15
- 2 Even Better™ Vitamin Makeup SPF45
- 3 Even Better™ Clinical Serum Foundation
- 4 Beyond Perfecting Foundation + Concealer



***NOTE:** Place powders in drawers. If low on stock, replace liquid makeup with powders.

• Color # 2 - Take The Day Off + Cleansers

SHIPPING DIRECT TO DOOR



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

Counter Top

- A Lip & Cheek Unit JANUARY OCD**
(full commband + commbbox SRP Update)
Graphic Update Code: **VHKE-60**
- Graphics & Locators (B1R2,3,4,6) + B1R4
Comm Box graphic + B2,3,4 Graphics
Model Header Update Code: **VG0G-70**
F'24 Locator Code: **VGG7-60**
- B Nude Honey Sliver FEB OCD**
Update Code: **VHR0-60 E**
Update Code: **VHQZ-60 ES**
Update Code: **VHQY-60 EM**

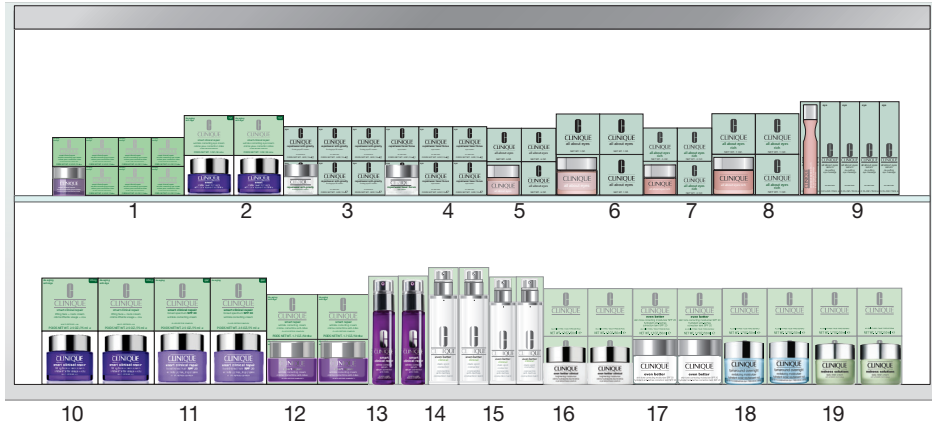
Shelf 1

- 1 Take The Day Off™ Cleansing Wipes
- 2 Take The Day Off™ Cleansing Balm
- 3 Take The Day Off™ Foaming Facial Cleanser
- 4 Take The Day Off™ MU Remover
- 5 Take The Day Off™ Charcoal Cleansing Balm

Shelf 2

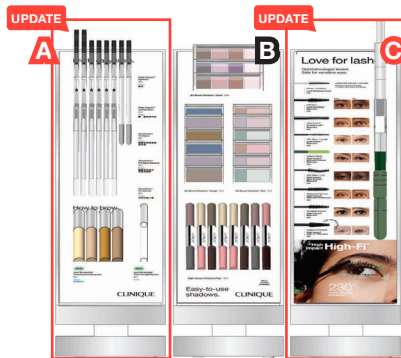
- 6 Naturally Gentle Eye Makeup Remover
- 7 All About Clean - All-In-One Cleansing Micellar Milk (Dry Combination)
- 8 All About Clean - All-In-One Cleansing Micellar Milk (Combination Oily to Oily)
- 9 7-Day Scrub Cream
- 10 All About Clean - Rinse-Off Foaming Cleanser Mousse
- 11 All About Clean - Foaming Facial Soap
- 12 Rinse Off Eye Makeup Solvent

• Flex Case - Moisturizer Sets (Eye + Moisturizers)



 ***NOTE:** Please use Nordstrom produced signage.

• Color # 3 - 3-Step + Clinique For Men



Countertop

Shelf 1

- 1 Smart Clinical Repair™ Wrinkle Correcting Eye Cream 0.5 oz.
- 2 Smart Clinical Repair™ Wrinkle Correcting Eye Cream 1.0 oz.
- 3 Repairwear Anti Gravity Firming Eye Cream
- 4 Repairwear Firming Eye Cream
- 5 All About Eyes 0.5 oz.
- 6 All About Eyes 1.0 oz.
- 7 All About Eyes Rich 0.5 oz.
- 8 All About Eyes Rich 1.0 oz.
- 9 All About Eyes Serum

Shelf 2

- 10 Smart Clinical Repair™ Lifting Face + Neck Cream
- 11 Smart Clinical Repair™ SPF30 Wrinkle Correcting Cream
- 12 Smart Clinical Repair™ Wrinkle Correcting Cream
- 13 Smart Clinical Repair™ Wrinkle Correcting Serum 1.0 oz.
- 14 Even Better Clinical Dark Spot Corrector + Interruptor 1.7 oz.
- 15 Even Better Clinical Dark Spot Corrector + Interruptor 1.0 oz.
- 16 Even Better Moisturizer
- 17 Even Better Moisturizer SPF20
- 18 Turnaround™ Overnight Revitalizing Moisturizer
- 19 Redness Solutions Daily Relief Cream with Microbiome Technology

Counter Top

- A** Eye Liner Sliver Update **FEBRUARY OCD**
Update Code: VHP8-70
- B** Eye Shadow Sliver Update **JULY '25 OCD**
Update Code: VGG2-60
- C** Mascara Sliver Update **FEBRUARY OCD**
Update Code: VHR1-60

Shelf 1

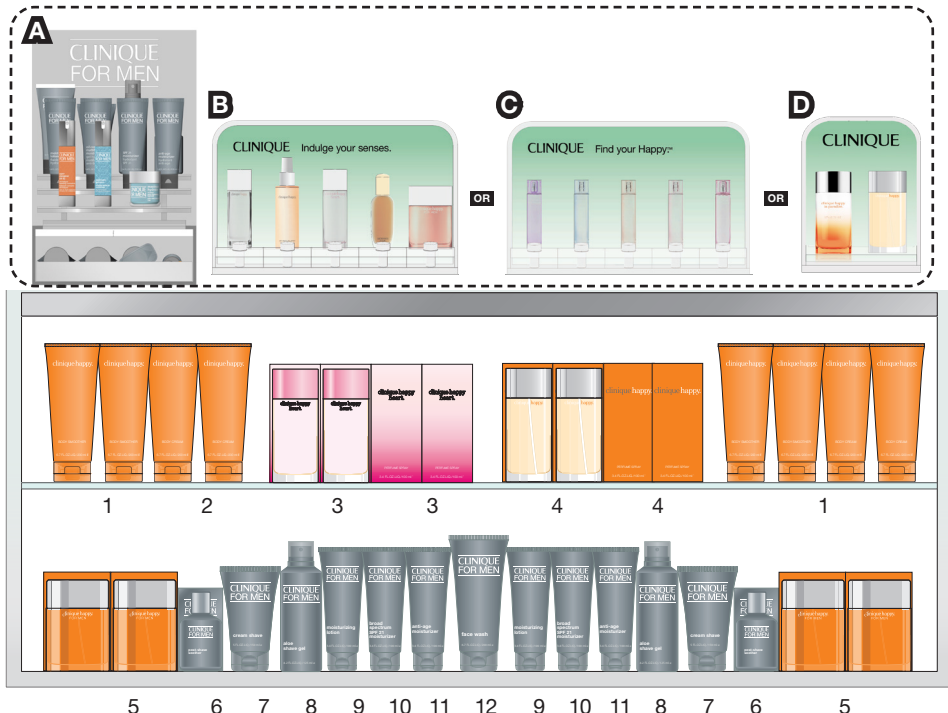
- 1 Liquid Facial Soap - Extra Mild
- 2 Liquid Facial Soap - Mild
- 3 Liquid Facial Soap - Oily
- 4 Clarifying Lotion 1.0 13.5 fl oz
- 5 Clarifying Lotion 1 13.5 fl oz
- 6 Clarifying Lotion 2 13.5 fl oz
- 7 Clarifying Lotion 3 13.5 fl oz
- 8 Clarifying Lotion 4 13.5 fl oz


Shelf 2

- 9 Clinique Happy for Men
- 10 CFM Post Shave Soother
- 11 CFM Oil Control Exfoliating Tonic
- 12 CFM Cream Shave
- 13 CFM Aloe Shave Gel
- 14 CFM Maximum Hydrator Water-Gel Concentrate
- 15 CFM 72 Hour Maximum Hydrator
- 16 CFM Moisturizing Lotion
- 17 CFM Broad Spectrum SPF 21 Moisturizer
- 18 CFM Anti-Age Moisturizer
- 19 CFM Face Wash
- 20 CFM Face Scrub

• Flex Case - Fragrance + CFM

 ***NOTE:** Please use Nordstrom produced signage.



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

Counter Top

- A** CFM Unit (SRP Update)
Update Code: VG0Y-70 **FD**
Update Code: VG0X-70 **RD**
- B** Basic Fragrance Unit
Full Unit Code: VECL-60
Riser + Base Code: VG04-70
- C** My Happy Unit
Full Unit Code: VEXP-60
Riser + Base Code: VG03-70
- D** Generic Fragrance Unit
Generic Visual PPK Code: VAZY-70

Shelf 1& 2

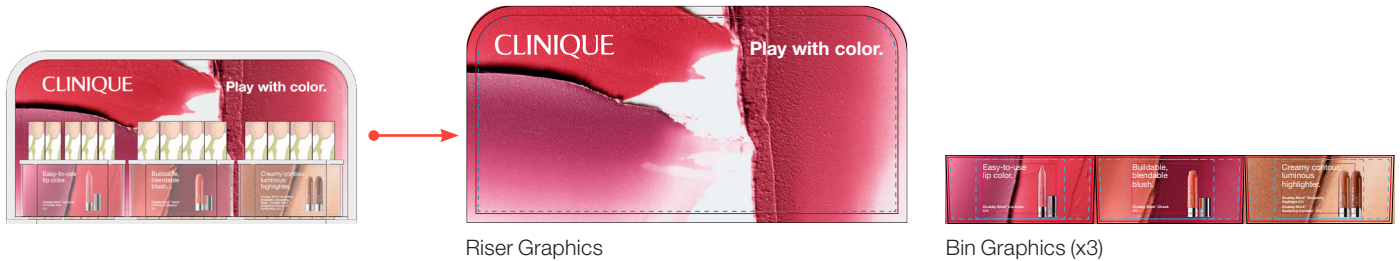
- 1 Clinique Happy™ Body Smoother
- 2 Clinique Happy™ Body Cream
- 3 Clinique Happy™ Heart Perfume Spray 3.4 fl. oz.
- 4 Clinique Happy™ Perfume Spray 3.4 fl. oz.
- 5 Clinique Happy™ For Men Cologne Spray 3.4 fl. oz.
- 6 Clinique For Men Post Shave Soother
- 7 Clinique For Men Cream Shave
- 8 Clinique For Men Aloe Shave Gel
- 9 Clinique For Men Moisturizing Lotion
- 10 Clinique For Men Broad Spectrum SPF21 Moisturizer
- 11 Clinique For Men Anti-Age Moisturizer
- 12 Clinique For Men Face Wash

Chubby Lip + Honey Options (Optional)

On-Counter Date: **Shipping on February 2026**

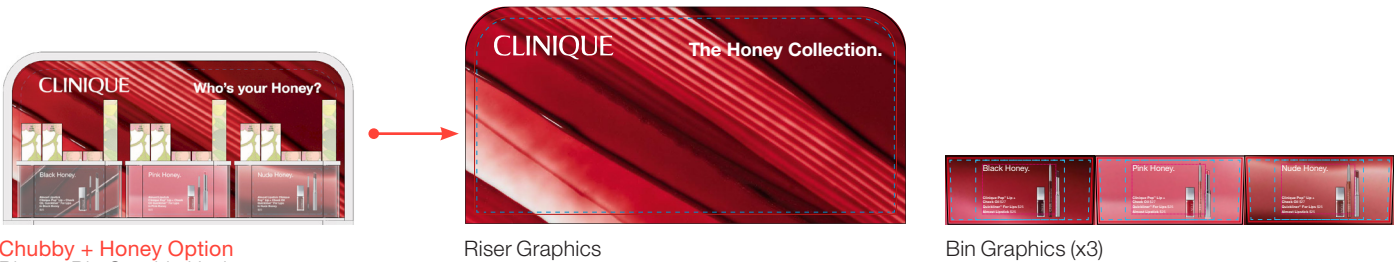
Collateral List

MINIS UNIT



Riser Graphics

Bin Graphics (x3)

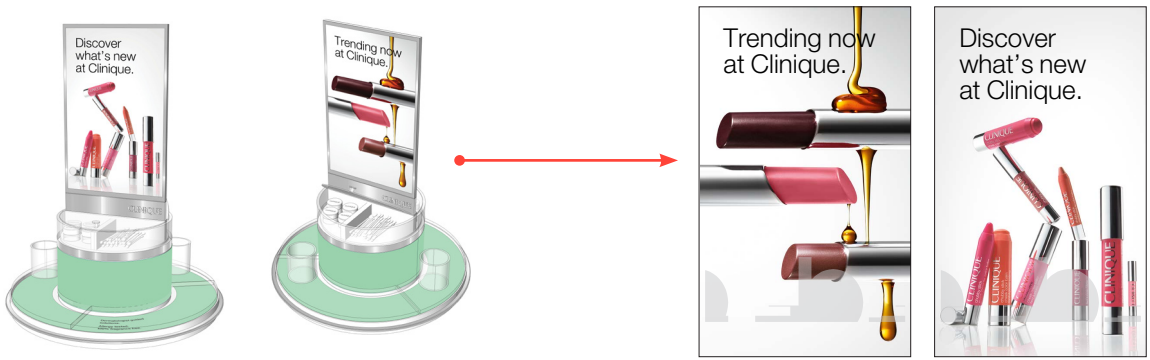


Riser Graphics

Bin Graphics (x3)

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

NEW & TRENDING UNIT



Riser Graphics

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

***NOTE:** Please keep existing green risers. These Chubby and Honey risers are **OPTIONAL** to merchandise for your Chubby and Honey launch. Additional details on these units are found on **page 56**.

**Derm
Concern Sets
JANUARY
OCD**



ANTI-AGING ROUTINE MINI KIT
Code: VB6R-01
Price: **\$35**



HYDRATION HEROES MINI KIT
Code: VBB4-01
Price: **\$30**



HEALTHY SKIN ROUTINE MINI KIT (I, II)
Code: VB6E-01
Price: **\$18**



HEALTHY SKIN ROUTINE MINI KIT (III/IV)
Code: VB6G-01
Price: **\$18**



BRIGHTENING ROUTINE MINI KIT
Code: VB6L-01
Price: **\$35**



REDNESS RELIEF MINI KIT
Code: VB6N-01
Price: **\$30**

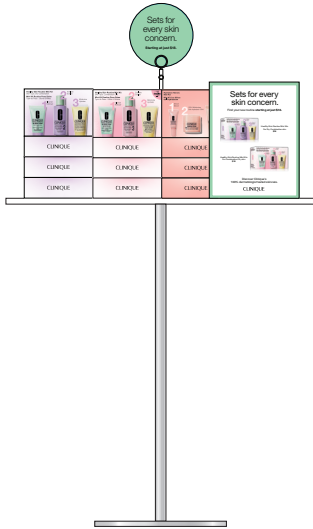
**Valentines
Day Sets
JANUARY
OCD**



My Happy Favorites
Code: VDNF-01

Derm Concern Sets

• ROUND TABLE



DERM CONCERN COLLATERAL

Sets for every skin concern.
Starting at just \$18.

Derm Concern
Lollipop Sign Code:
VHK2-70

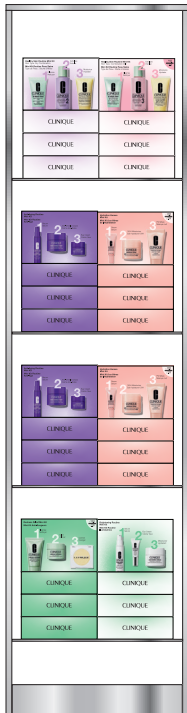
Sets for every skin concern.
Find your new routine starting at just \$18.

Derm Concern
Counter Sign Code:
VHK3-70

Sets for every skin concern.
Find your new routine starting at just \$18.

Derm Concern
POG Sign Code:
VHK1-70

• ETAGERE TOWER



• PRODUCT ON GLASS

Gentle Cleansers & Treatments

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

Sets for every skin concern.
Find your new routine starting at just \$18.

Take this day off. Every night.

Acne? Pore? No.

Fight Dark Spots & Signs of Aging

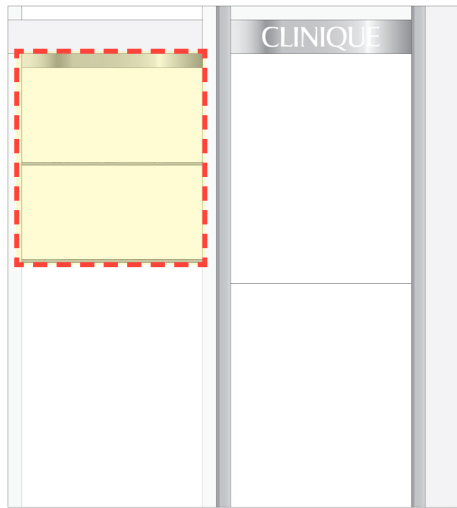
Wrinkles, you're outnumbered.

Chinup! Suburban lines and wrinkles.

Targets lines + wrinkle-prone skin.

Sets for every skin concern.
Find your new routine starting at just \$18.

***NOTE:** Please follow this guide to correctly merchandise sets and collaterals.



CLINIQUE

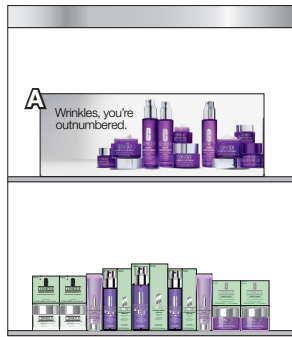
Graphic
A 20" x 7.5" Plexi Sign



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

Shelf

SHELF OPTIONS



Smart



Moisturizers



Clarifying Lotions

Seasonal Options



Derm Concern Sets
JANUARY OCD



Jumbo



Clinique For Men



Fragrance



Derm Concern Sets
JANUARY OCD

Product On Glass Shelves

Non-Innovation Doors

- Checklist

- Review the Product on Glass planograms and ensure your stores have the 20" x 7.5" and 7.5" x 7.5" plexi frames and the latest graphics. (If you are missing these, please order with the POS team).
- Check shelf heights for each bay and make sure all bays have the same number of shelves and the shelves are all same height.
- If you have sets that do fit on table tops, please negotiate an etagere/ tower or small table to feature these sets. Do not place sets all around the counter, in between tester units.

4-BAY



Gentle Cleansers & Treatments

De-Aging Treatments

Moisturizers

Foundation

5-BAY



Gentle Cleansers & Treatments

De-Aging Treatments

Moisturizers

Foundation

6-BAY



Gentle Cleansers & Treatments

De-Aging Treatments

Moisturizers

Foundation

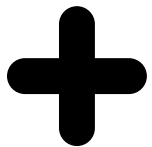
• FLEX Bay (Options)

- Fragrance (Full)
- CFM (Full)
- Fragrance + CFM
- Treatment (Limited life stocks)
- Foundation (Limited life stocks)

***NOTE:** Please use flex bays if you have 5-Bays or more.



Fragrance



Fragrance

Clinique For Men

Gentle Cleansers & Treatments



Product Assortment

Shelf 1

- A** Clarifying Lotion Hero **FEBRUARY OCD**
Plexi Graphic: 20" x 7.5"
Update Code: VHJP-70

***NOTE:** All 7.5" x 7.5" and 20" x 7.5" Plexi graphics are updating **FEB OCD**.
7.5" x 7.5" PPK Code: **VHJQ-70**
20" x 7.5" PPK Code: **VHJP-70**

Shelf 2

- 1 AAC Rinse-Off Foaming Cleanser
- 2 All-In-One Cleansing Micellar Milk + Makeup Remover: Combination Oily to Oily
- 3 All-In-One Cleansing Micellar Milk + Makeup Remover: Dry Combination
- 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 AAC Liquid Facial Soap: Extra Mild
- 10 AAC Liquid Facial Soap: Mild
- 11 AAC Liquid Facial Soap: Oily
- 12 AAC Foaming Facial Soap

Shelf 3

- B** TTDO **FEBRUARY OCD**
Plexi Graphic: 7.5" x 7.5"
Update Code: VHJQ-70
- 13 Take The Day Off™ Cleansing Balm
- 14 Take The Day Off™ Facial Cleansing Mousse
- 15 Take The Day Off™ Makeup Remover for Lids, Lashes and Lips
- 16 Take The Day Off™ Charcoal Cleansing Balm

Shelf 4

- C** Acne **FEBRUARY OCD**
Plexi Graphic: 7.5" x 7.5"
Update Code: VHJQ-70
- 16 Acne Solutions Clinical Clearing Gel 1.0 oz
- 17 Acne Solutions Clarifying Lotion
- 18 Acne Solutions Cleansing Foam
- 19 Acne Solutions Gel Cleanser

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

De-Aging Treatments



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

Product Assortment

Shelf 1

- A** Smart™ Hero
Plexi Graphic: 20" x 7.5"

***NOTE:** All 7.5" x 7.5" and 20" x 7.5" Plexi graphics are updating **JULY '25 OCD**.
7.5" x 7.5" PPK Code: **VG0P-70**
20" x 7.5" PPK Code: **VG0Q-70**

Shelf 2

- B** Smart™ Serum
 - Plexi Graphic: 7.5" x 7.5"
 - 1 Smart Clinical Repair™ Eye Cream .5 fl oz
 - 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 Night Clinical™ MD Retinol

Shelf 3

- C** Smart™
 - Plexi Graphic: 7.5" x 7.5"
 - 9 Smart Clinical Repair™ Broad Spectrum SPF 30 Wrinkle Correcting Cream (50ml)
 - 10 Smart Clinical Repair™ Broad Spectrum SPF 30 Wrinkle Correcting Cream (75ml)
 - 11 Smart Clinical Repair™ Lifting Face + Neck Cream
 - 12 Repairwear Anti-Gravity Eye Cream
 - 12 Repairwear™ Uplifting Cream (Very Dry/Dry)
 - 13 Repairwear™ Uplifting Cream (Dry Combo)

Shelf 4

- D** EBCI
 - Plexi Graphic: 7.5" x 7.5"
 - 14 Even Better Clinical™ Dark Spot Interrupter 1.0 fl oz
 - 15 Even Better Clinical™ Dark Spot Interrupter 1.7 fl oz
 - 16 Even Better Clinical™ Dark Spot Interrupter 3.4 fl oz
 - 17 Even Better™ Brightening Moisturizer SPF20
 - 18 Even Better Clinical™ Brightening Moisturizer
 - 19 Even Better Eyes™

Moisturizers



Product Assortment

Shelf 1

- A** Moisture Surge Hero
Plexi Graphic: 20" x 7.5"

***NOTE:** All 7.5" x 7.5" and 20" x 7.5" Plexi graphics are updating **JULY '25 OCD**.
7.5" x 7.5" PPK Code: **VG0P-70**
20" x 7.5" PPK Code: **VG0Q-70**

Shelf 2

- B** 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

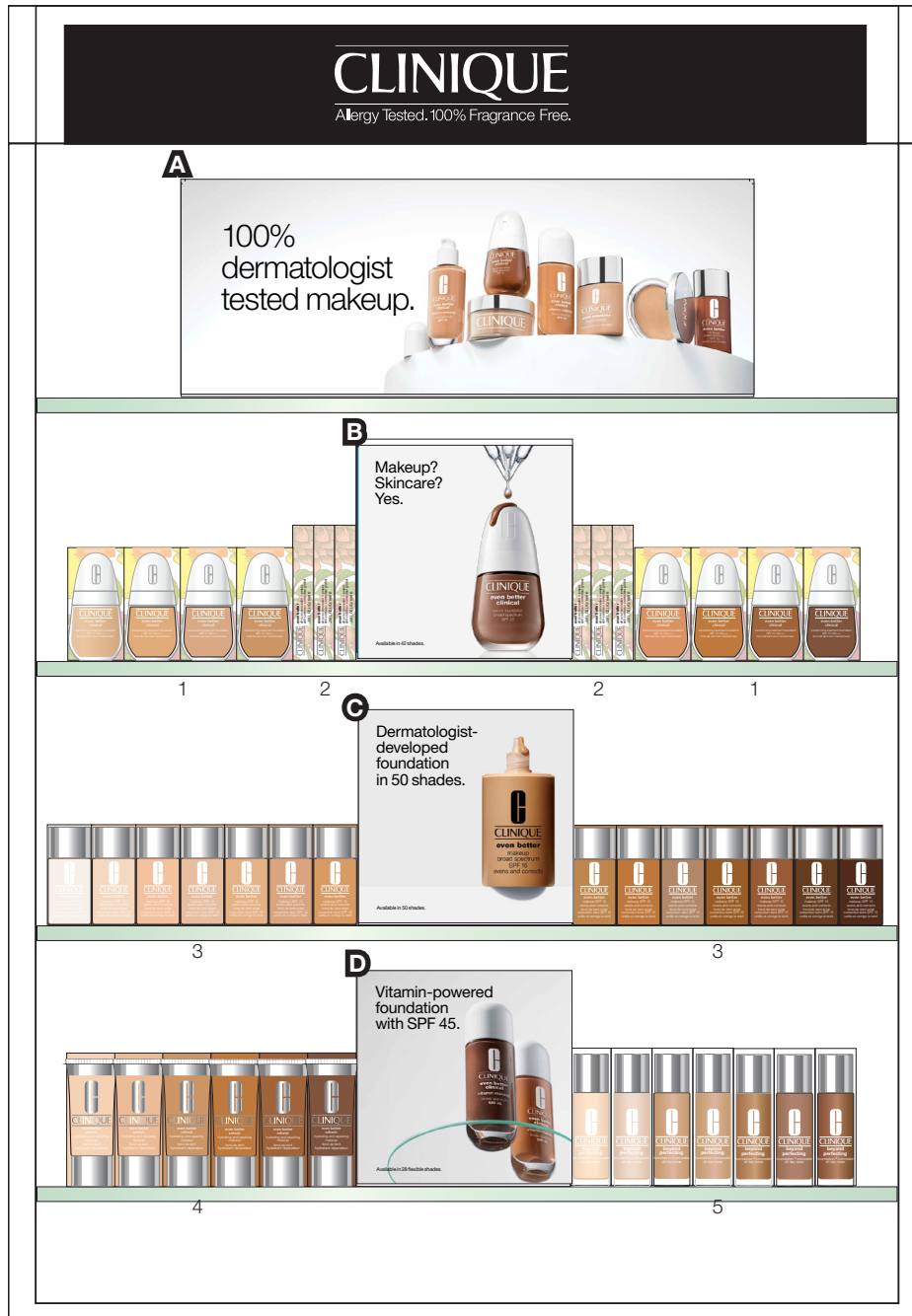
- C** DDML+™
Plexi Graphic: 7.5" x 7.5"
- 12 Dramatically Different™ Hydrating Jelly Pump
- 13 Dramatically Different Moisturizing Lotion+™ Tube
- 14 Dramatically Different Moisturizing Lotion+™ Pump
- 15 Dramatically Different™ Oil-Free Gel Pump
- 16 Dramatically Different™ Oil-Free Gel Tube
- 17 Dramatically Different™ Moisturizing Cream

Shelf 4

- 18 Dramatically Different Moisturizing Lotion+™ Jumbo (200ml)
- 19 Dramatically Different™ Oil-Free Gel Jumbo (200ml)
- 20 Moisture Surge™ CC Cream Hydrating Colour Corrector Broad Spectrum SPF 30
- 21 Skin School In-Line Recruitment Set: Moisture Surge (V5P3-01)

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

Foundation



Product Assortment

Shelf 1

- A Even Better™ Family Hero
Plexi Graphic: 20" x 7.5"

***NOTE:** All 7.5" x 7.5" and 20" x 7.5" Plexi graphics are updating **JULY '25 OCD**.
7.5" x 7.5" PPK Code: **VG0P-70**
20" x 7.5" PPK Code: **VG0Q-70**

Shelf 2

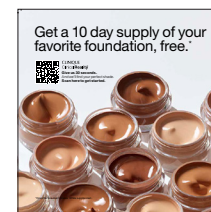
- B Even Better Clinical™ Foundation
Plexi Graphic: 7.5" x 7.5"
- 1 Even Better Clinical™ Foundation
- 2 Even Better™ Concealer

Shelf 3

- C Even Better™ Makeup
Plexi Graphic: 7.5" x 7.5"
- 3 Even Better™ Makeup

Shelf 4

- D Beyond Perfecting
Plexi Graphic: 7.5" x 7.5"
- 4 Even Better Refresh™
- 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.

Fragrance



Product Assortment

Shelf 1

- A** My Happy Fragrance
Plexi Graphic: 20" x 7.5"

***NOTE:** All 7.5" x 7.5" and 20" x 7.5" Plexi graphics are updating **JULY '25 OCD**.
7.5" x 7.5" PPK Code: **VG0P-70**
20" x 7.5" PPK Code: **VG0Q-70**

Shelf 2

- B** My Happy Fragrance
Plexi Graphic: 7.5" x 7.5"

 - 1 My Happy™ - Peony Picnic
 - 2 My Happy™ - Cocoa & Cashmere
My Happy™ - Cocoa & Cashmere 100ml
 - 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 3.4 fl oz.
 - 8 Happy Heart™ Perfume 1.7 fl oz

Shelf 3

- C** Happy Fragrance
Plexi Graphic: 7.5" x 7.5"

 - 9 Happy Perfume™ Spray 3.4 fl oz.
 - 10 Happy Perfume™ Spray 1.7 fl oz.
 - 11 Clinique Happy™ Wash
 - 12 Clinique Happy™ Cream

Shelf 4

- D** Aromatics Elixir Fragrance
Plexi Graphic: 7.5" x 7.5"

 - 13 Aromatics Elixir 1.7 fl oz
 - 14 Aromatics Elixir 3.4 fl oz.
 - 15 Aromatics Elixir Body Wash
 - 16 Aromatics Elixir Body Smoother

***NOTE:** Can also be used as a Flex bay option if you have 7-Bays or more.

Clinique For Men



Product Assortment

Shelf 1

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

***NOTE:** All 7.5" x 7.5" and 20" x 7.5" Plexi graphics are updating **JULY '25 OCD**.
7.5" x 7.5" PPK Code: **VG0P-70**
20" x 7.5" PPK Code: **VG0Q-70**

Shelf 2

- 1 CFM Post Shave Soother
- 2 CFM Cream Shave **FD**
- 3 CFM Aloe Shave Gel
- 4 CFM Face Scrub
- 5 CFM Oil Control Face Wash **FD**
- 6 CFM Charcoal Face Wash
- 7 CFM Broad Spectrum SPF 21 Moisturizer
- 8 CFM Anti-Age Moisturizer **FD**
- 9 CFM Oil Control Exfoliating Tonic
- 10 CFM Exfoliating Tonic

Shelf 3

- B** CFM 72Hr Maximum Hydrator
Plexi Graphic: 7.5" x 7.5"
- 11 CFM 72 Hour Maximum Hydrator
- 12 CFM Super Energizer Anti-Fatigue Hydrating Concentrate SPF25 **FD**
- 13 CFM Super Energizer Anti-Fatigue Depuffing Eye Gel **FD**
- 14 CFM Anti-Age Eye Cream

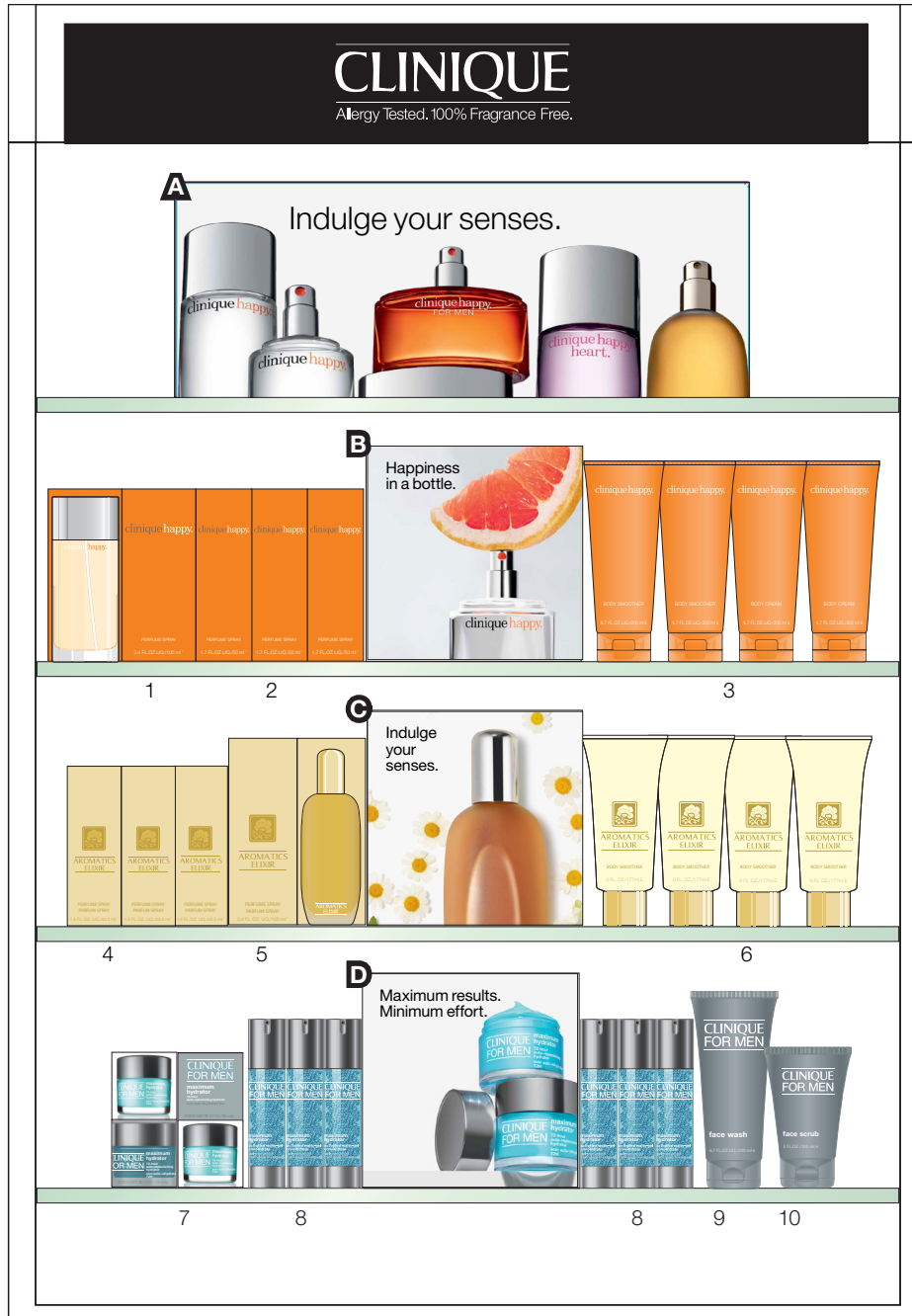
Shelf 4

- 15 CFM Set: Daily Hydration
- 16 CFM Set: Daily Oil-Control
- 17 CFM Set: Daily Age Repair
- 18 Happy For Men™ 3.4 fl.oz.
- 19 Happy For Men™ 1.7 fl.oz.



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

FLEX - CFM + Fragrance



Product Assortment

Shelf 1

- A** My Happy Fragrance
Plexi Graphic: 20" x 7.5"

***NOTE:** All 7.5" x 7.5" and 20" x 7.5" Plexi graphics are updating **JULY '25 OCD**.
7.5" x 7.5" PPK Code: **VG0P-70**
20" x 7.5" PPK Code: **VG0Q-70**

Shelf 2

- B** Happy Fragrance
Plexi Graphic: 7.5" x 7.5"
- 1 Happy Perfume Spray 3.4 fl oz
- 2 Happy Perfume Spray 1.7 fl oz
- 3 Clinique Happy™ Cream

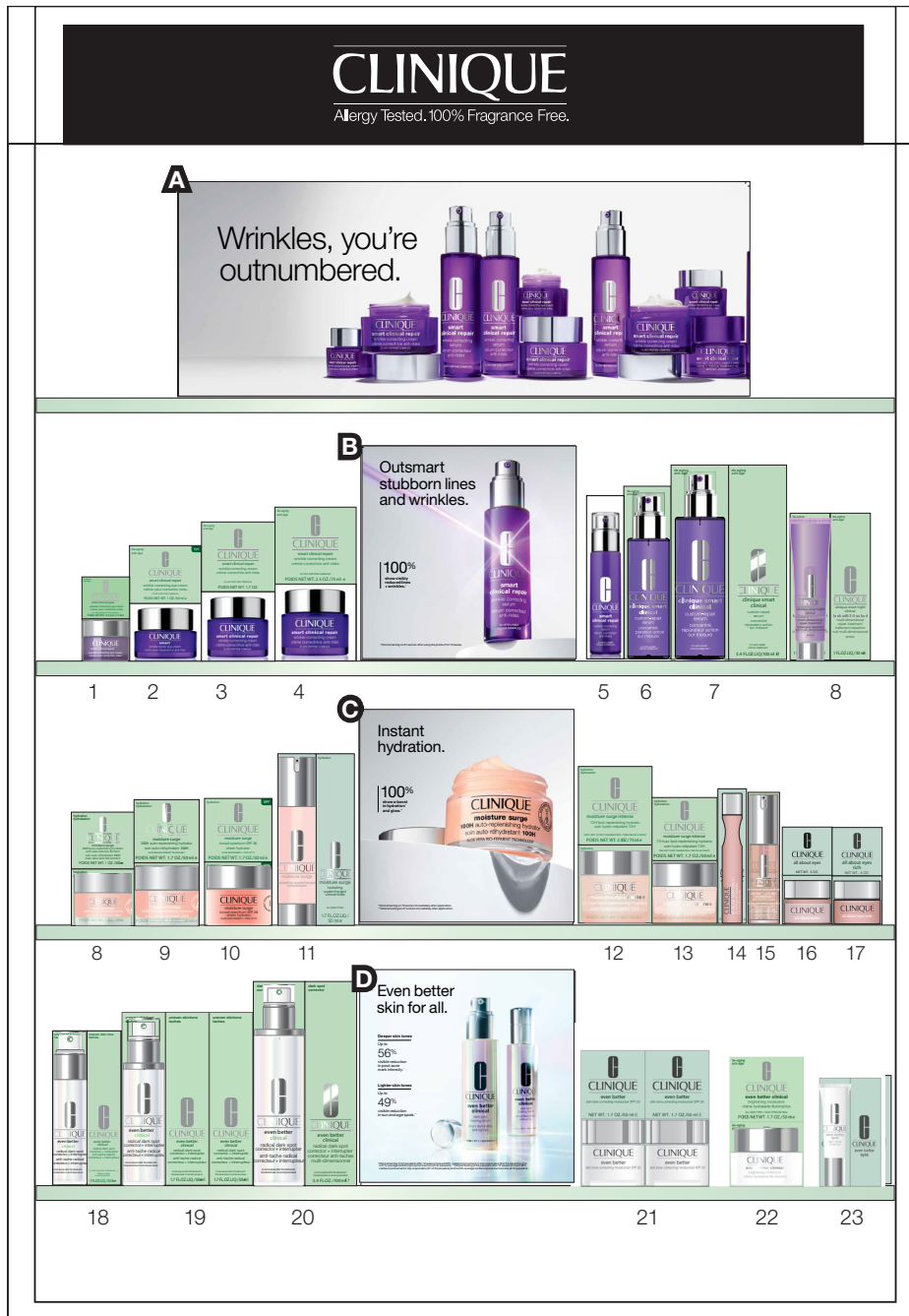
Shelf 3

- C** Aromatics Elixir Fragrance
Plexi Graphic: 7.5" x 7.5"
- 4 Aromatics Elixir 1.7 fl oz
- 5 Aromatics Elixir 3.4 fl oz
- 6 Aromatics Elixir Body Smoother

Shelf 4

- D** CFM 72Hr Maximum Hydrator
Plexi Graphic: 7.5" x 7.5"
- 7 CFM 72 Hour Maximum Hydrator
- 8 CFM Maximum Hydrator
Activated Water-Gel Concentrate
- 9 CFM Face Wash
- 10 CFM Face Scrub

FLEX - Treatment (limited stock)



Product Assortment

Shelf 1 & 2

- A Smart Family Hero
Plexi Graphic: 20" x 7.5"

***NOTE:** All 7.5" x 7.5" and 20" x 7.5" Plexi graphics are updating **JULY '25 OCD**.
7.5" x 7.5" PPK Code: **VG0P-70**
20" x 7.5" PPK Code: **VG0Q-70**

B Smart™ Family

- Plexi Graphic: 7.5" x 7.5"
- 1 Smart Clinical Repair™ Eye Cream
- 2 Smart Repair™ Wrinkle Correcting Cream
- 3 Smart Repair™SPF30 Wrinkle Correcting Cream
- 4 Smart Repair™ Lifting Face + Neck Cream
- 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 Night Clinical™ MD Retinol

Shelf 3

- C Moisture Surge™ SPF 28 Sheer Hydrator
Plexi Graphic: 7.5" x 7.5"
- 8 Moisture Surge 100-Hour Auto-Replenishing Hydrator 1.0 oz
- 9 Moisture Surge 100-Hour Auto-Replenishing Hydrator 1.7 oz
- 10 Moisture Surge 100-Hour Auto-Replenishing Hydrator 2.5 oz
- 11 Moisture Surge Hydrating Supercharged Concentrate 1.0 oz (also available in 0.5 oz.)
- 12 Moisture Surge Intense 72 Hour Lipid-Replenishing Hydrator 1.7 oz
- 13 Moisture Surge Intense 72 Hour Lipid-Replenishing Hydrator 1.0 oz
- 14 All About Eyes Serum
- 15 Moisture Surge Eye 96-Hour Concentrate
- 16 All About Eyes 0.5 oz
- 17 All About Eyes Rich 0.5 oz

Shelf 4

- D EBCI
Plexi Graphic: 7.5" x 7.5"
- 18 Even Better Dark Spot Corrector + Interrupter 1.0 fl oz
- 19 Even Better Dark Spot Corrector + Interrupter 1.7 fl oz
- 20 Even Better Dark Spot Corrector + Interrupter 3.4 fl oz
- 21 **RENAMED:** Even Better™ Brightening Moisturizer SPF20
- 22 Even Better Clinical™ Brightening Moisturizer
- 23 Even Better Eyes Dark Circle Corrector

FLEX - Foundation (limited stock)



Product Assortment

Shelf 1

- A Even Better™ Family Hero **JULY OCD**
Plexi Graphic: 20" x 7.5"

***NOTE:** All 7.5" x 7.5" and 20" x 7.5" Plexi graphics are updating **JULY '25 OCD**.
7.5" x 7.5" PPK Code: **VG0P-70**
20" x 7.5" PPK Code: **VG0Q-70**

Shelf 2

- B Even Better Clinical™ Foundation
Plexi Graphic: 7.5" x 7.5"
- 1 Even Better Concealer Clinical Foundation SPF25
- 2 Even Better Concealer + Eraser
- 3 Even Better Liquid Makeup SPF15

Shelf 3

- C Even Better Clinical™ Foundation
Plexi Graphic: 7.5" x 7.5"
- 4 Even Better Refresh
- 5 Beyond Perfecting Foundation & Concealer

Shelf 4

- D Take The Day Off™
Plexi Graphic: 7.5" x 7.5"
- 6 Take The Day Off™ Cleansing Balm
- 7 Take The Day Off™ Facial Cleansing Mousse
- 8 Take The Day Off™ Makeup Remover for Lids, Lashes and Lips
- 9 Take The Day Off™ Charcoal Cleansing Balm

Miscellaneous Units

S26 Brand Guideline

UV Solutions StoryTelling Unit

Graphic PPK Code: **VHEQ-70** (Top Doors); **VHER-70** (Non-Top Doors)

Glorifier PPK Code: **VHFB-60-1001**

NOTE: Both Graphic PPK's and Glorifier PPK Shipping from ELM
Doors: **All Doors with StoryTelling Unit**

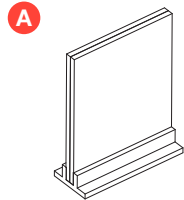


IMPORTANT: 3 Step / DDML StoryTelling Unit is updating to UV Solutions StoryTelling Unit.

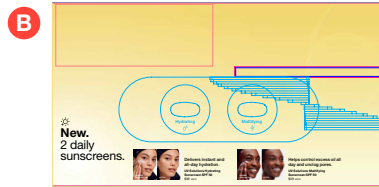
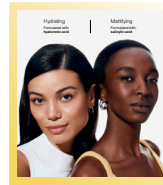
TOP DOORS (PPK code: **VHEQ-70**)



Top Doors
(includes Sunburst Glorifier)



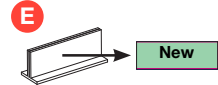
Left Riser Graphic



Base Graphic - Top Doors



Right Riser Graphic



Newness Graphic Block
(not pictured in rendering;
keep in StoryTelling Unit VM
Kit of Parts Box for future use)



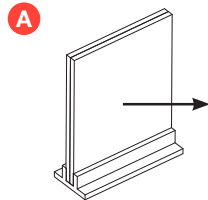
Sunburst Glorifier - Select Doors Only
(Note: ships separately from graphic PPK)
Code: **VHFB-60-1001**

***NOTE:** Top Doors will receive the **Newness Graphic Block** (not pictured in rendering above) within the graphic PPK. Please store in StoryTelling Unit VM Kit of Parts and save for a future use, as there is no room with Sunburst Glorifier.

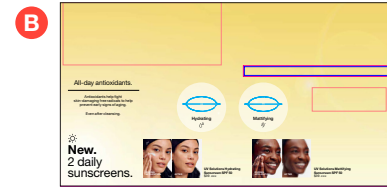
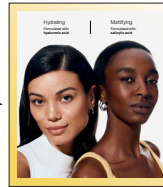
NON-TOP DOORS (PPK code: **VHER-70**)



Non-Top Doors



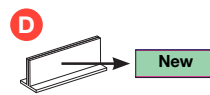
Left Riser Graphic



Base Graphic - Non-Top Doors



Right Riser Graphic



Newness Graphic Block

ALREADY IN STORE:

StoryTelling Unit VM Pre-pack
Box Unit Code: **VF35-60**

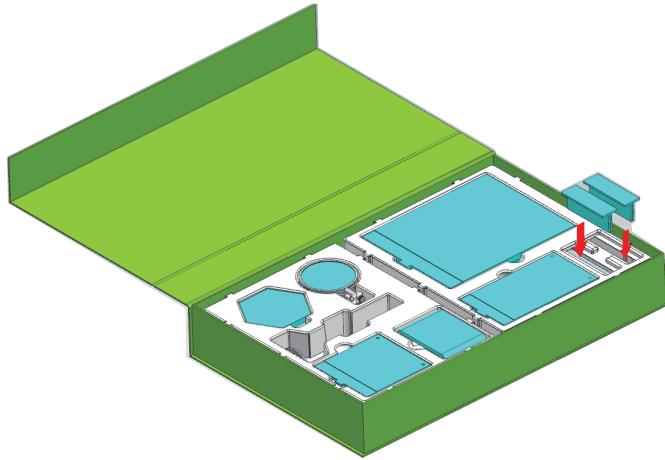
Parts to be used:

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

Story Telling Unit Kit of Parts

Unit Code: VF35-60

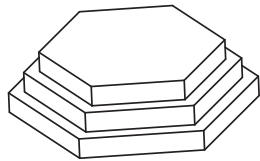
Doors: **Top Doors + Non-Top Doors**



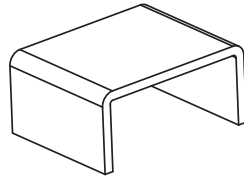
Story-Telling Unit VM Pre-pack Do's and Don'ts

- ✓ 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.

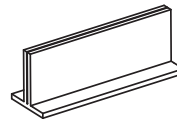
INCLUDED IN VM PRE-PACK



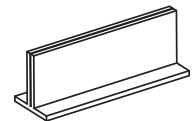
✓ Hexagon 3-Layer Block



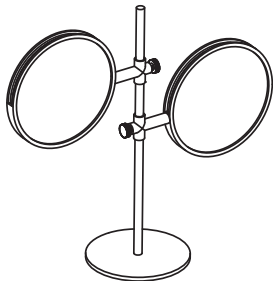
✓ Nesting Block



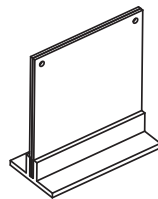
✓ Newness Graphic Block



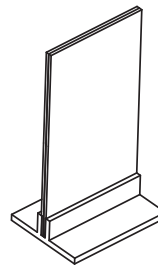
✓ Most-Loved Graphic Block



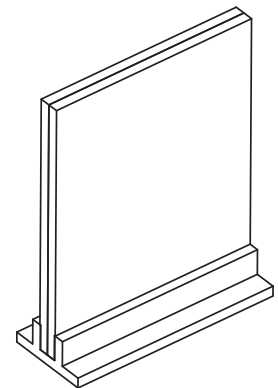
✓ Double Claim Post



✓ 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



Product Assortment


- 1 Smart Clinical Repair™ Wrinkle Correcting Serum
- 2 Smart Clinical Repair™ Wrinkle Correcting Eye Cream
- 3 Smart Clinical Repair™ Overnight Lifting Face + Neck Cream
- 4 Smart Clinical Repair™ AM/PM Retinoid Balm

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**

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



FEBRUARY UPDATE →



Nude Honey **JULY '25 OCD**
Update Code: VGRA-60 **E**
Update Code: VGR9-60 **ES**
Update Code: VGR8-60 **EM**

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

SLIVER #4



FEBRUARY UPDATE →



Moisture Surge (SRP Updates + Remove NEW) **JULY '25 OCD**
Update Code: VG08-70 **E**
Update Code: VG07-70 **ES**
Update Code: VG06-70 **EM**

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

Foundation Feature Unit

Unit Code: KRNH-60

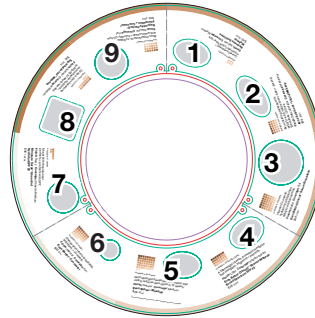
Door: Full Doors

FEATURE UNIT DETAILS

SIDE A

SIDE B

TOP VIEW



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

Side A Riser Update (Model Update)
Update Code: VDRE-70 **FEB'25 UPDATE**
(NOTE: RISER A DOUBLE SIDED)

Side B Riser
Code: VG0Z-70 **JULY '25 OCD**

Base Update (SRP Update)
Update Code: VG0Z-70 **JULY '25 OCD**

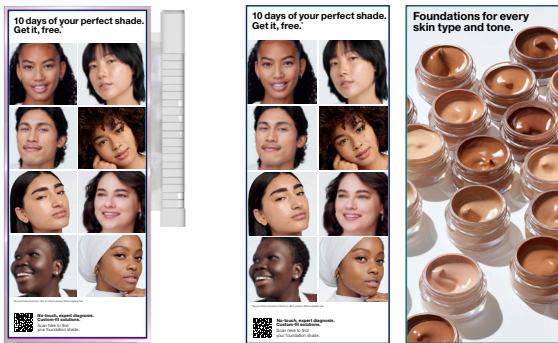
Dramming Unit

Unit Code: KKW0-60

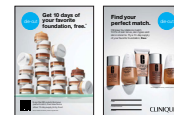
Doors: **Select Doors**

DRAMMING UNIT DETAILS

Overview



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



DRAMMING CADDY DETAILS
Unit Code: KRC6-60

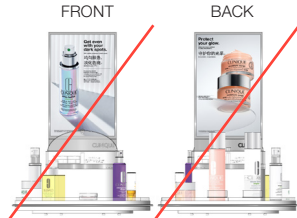
***NOTE:** Please merchandise top-selling shades

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

Unit Code: KRNJ-60 (graphics not included)

Doors: **Select Doors**

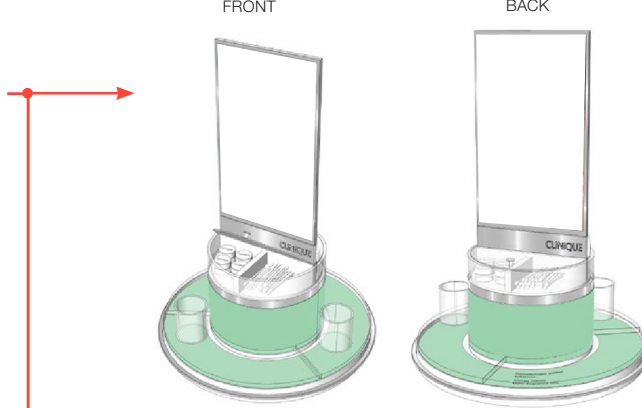
TRENDING NOW UNIT DETAILS



Asian Tester Feature Unit
Unit Code: KRNJ-60
Doors: **SD**



Community Favorites Unit
Graphic Update Code: V05X-60
Doors: **SD**



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

UPDATE

PLEASE KEEP EXISTING RISERS

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

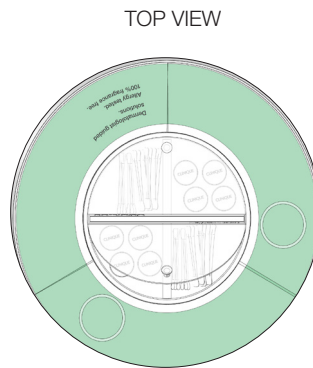
Asian Tester Feature Unit and Community Favorites Unit updates to Trending Now Unit.

TRENDING NOW UNIT DETAILS

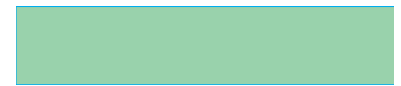


Riser Front Graphic
Update Code: VDZ1-60 **FEB '25 OCD**

Riser Back Graphic
Update Code: VG0Z-70 **JULY '25 OCD**



Base Update (Graphic Update)
Update Code: VDZ1-60 **FEB '25 OCD**



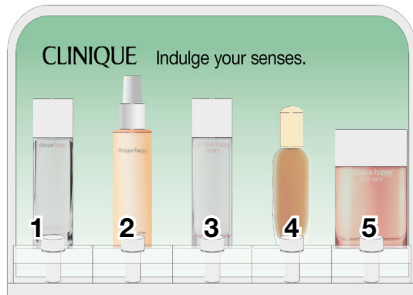
Cylinder Update (Graphic Update)
Update Code: VDZ1-60 **FEB '25 OCD**

Fragrance & My Happy Units

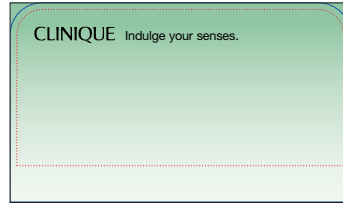
Door: Select Doors

Fragrance Unit

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



FRONT VIEW



RISER GRAPHIC



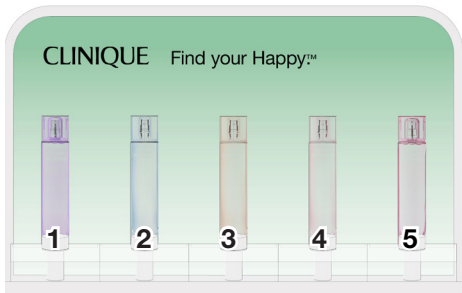
BASE GRAPHIC

Product Assortment

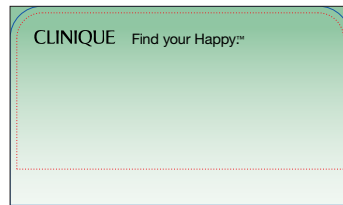
- 1 Happy™ Fragrance
- 2 Happy™ Body Spritz Fragrance
- 3 Happy Heart™ Fragrance
- 4 Aromatics Elixir™ Fragrance
- 5 Happy For Men

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

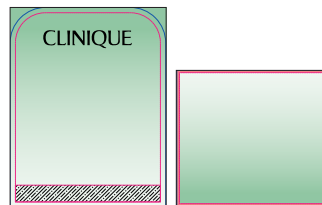
- 1 My Happy™: Cocoa & Cashmere
- 2 My Happy™: Indigo Mist
- 3 My Happy™: Cookies & Kisses
- 4 My Happy™: Baby Bouquet
- 5 My Happy™: Peony Picnic

Generic Fragrance Unit (JULY '24 OCD)

Generic/Aromatics 100ml Black & White
 Unit Generic PPK Code: **V8SX-60 (Belk + NDS Only)**
 Generic Visual PPK Code: **VAZY-70 (Nordstrom Only)**



FRONT VIEW



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

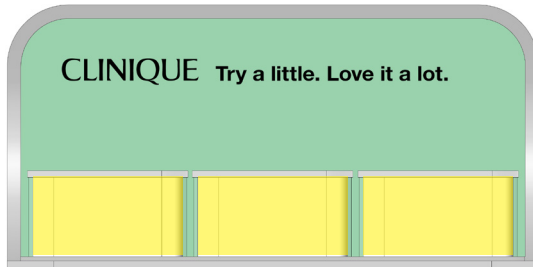
Product Assortment

- 1 Feature any Happy Fragrance

Minis Unit

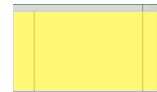
New Unit Code: VCHN-60

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



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

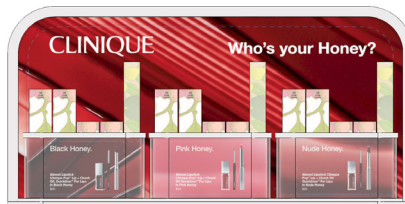
***NOTE:** Extra bins shipping to select doors for towers. Minis units should be placed on cashwrap. Boscov's minis unit will live away from counter for recruitment. More information on merchandising strategy to follow.



BIN GRAPHIC PLACEMENT

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

HONEY OPTION (FEBRUARY OCD)



PLEASE KEEP EXISTING RISERS

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

BIN CARDS (GRAPHICS)

PPK Code: VG0T-70 JULY '25 UPDATE

<p>99% say skin feels deeply hydrated.</p> <p>Moisture Surge™ 100H</p>	<p>2x hydration instantly.</p> <p>DDML+ or DDMG</p>	<p>UPDATE Gentle cleansers for your skin type.</p> <p>All About Clean™ Liquid Facial Soap (Mild) Update Code: VHPA-70 FEBRUARY UPDATE</p>	<p>3 seconds to radiance.</p> <p>Clarifying Lotion 2 or 3</p>
<p>Melts away makeup—and more.</p> <p>Take The Day Off™ Cleansing Balm</p>	<p>32% visible reduction in stubborn lines.*</p> <p>Smart™ Clinical Repair Wrinkle Correcting Serum</p>	<p>Ophthalmologist tested. Safe for sensitive eyes.</p> <p>High Impact™ Mascara</p>	<p>Whisks away stubborn makeup.</p> <p>Take The Day Off™ Makeup Remover</p>
<p>Clinically proven to start reducing the size of acne in just 1 hour.</p> <p>Acne Solutions™ Clinical Clearing Gel</p>	<p>Sheer magic.</p> <p>Almost Lipstick in Black Honey</p>	<p>All drama. No struggle.</p> <p>High Impact™ Eyeliner</p>	<p>The gentle scrub for smooth, polished skin.</p> <p>7 Day Scrub</p>
<p>Non-drying. Non-stripping.</p> <p>All About Clean™ Rinse-Off Foaming Cleanser</p>	<p>Ophthalmologist tested. Safe for sensitive eyes.</p> <p>High Impact™ Mascara Mini</p>	<p>Prime every lash.</p> <p>Lash Building Primer</p>	<p>230% more volume instantly.</p> <p>High Impact High-Fi™ Mascara</p>

Clinique For Men Unit

Doors: **FD RD**

FULL DOOR ASSORTMENT

Overview



Full Doors Graphic
SRP Update PPK Code: **VHP3-70 FEB 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: **VHP4-70 FEB 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

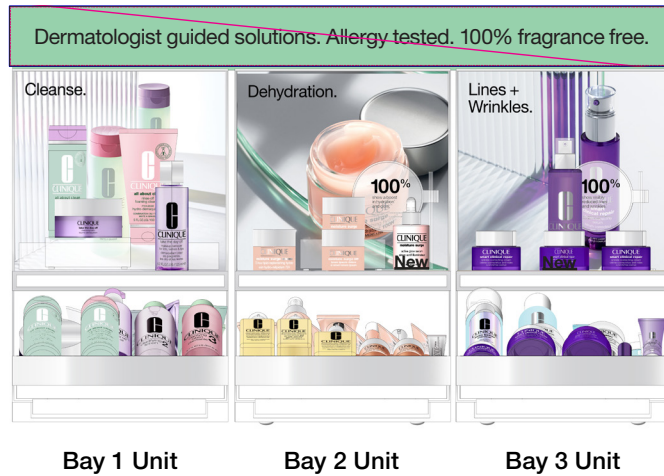
Treatment Tester Units

Specialty Treatment Bar

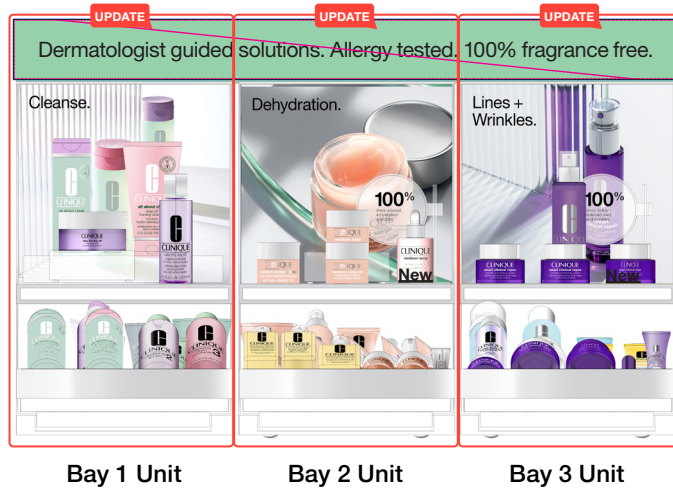
Specialty Doors

 Pink slash indicates not updating, DO NOT THROW OUT

- July Update



- February Update



Specialty Treatment Bar - Bay 1 UPDATES

Specialty Doors **FEBRUARY UPDATE**

Header Code: VG1N-70 | Claim Post Code: VC1M-70 Poles Code: VAY7-60
 SRP Update PPK Code: **VHJJ-70 FEB OCD** | Risers + Magnifiers Code: V1PZ-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

PRODUCT ASSORTMENT

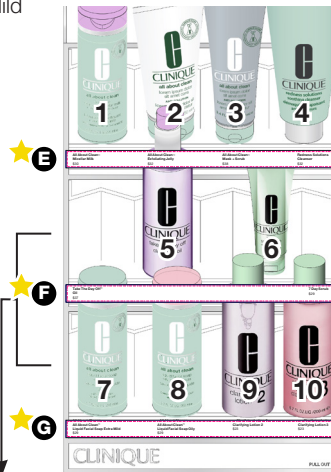
Main Platform



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 All About Clean™ Micellar Milk
- 2 All About Clean™ Exfoliating Jelly
- 3 All About Clean™ Mask + Scrub
- 4 Redness Solutions Cleanser
- 5 Take The Day Off™ Oil
- 6 7 Day Scrub
- 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



Top Hero Platform Graphic

Communication Bands

/ Pink slash indicates not updating, DO NOT THROW OUT

★ E	All About Clean™ Micellar Milk \$30	All About Clean™ Exfoliating Jelly \$32	All About Clean™ Mask + Scrub \$38	Redness Solutions Cleanser \$32
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★ F	Take The Day Off™ Oil \$37			7 Day Scrub \$29
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★ 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
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Specialty Treatment Bar - Bay 2

UPDATES

Specialty Doors **FEBRUARY UPDATE**

Header Code: VG1N-70 | Claim Post Code: VC1M-70 Poles Code: VAY7-60

SRP Update PPK Code: **VHJJ-70 FEB OCD** | Risers + Magnifiers Code: V1PZ-70

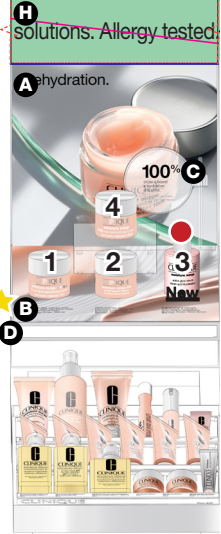
PRODUCT ASSORTMENT

LEGEND:

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

✂ Pink slash indicates not updating, DO NOT THROW OUT

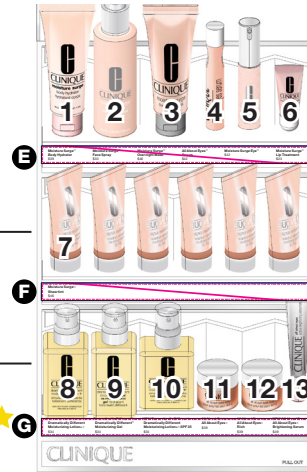
Main Platform



Main Platform Products

- 1 Moisture Surge™ SPF 28
- 2 Moisture Surge™ Intense Glow Serum (Newness Sign)
- 3 **● UPDATED** Moisture Surge™ Glow Serum (Newness Sign)
- 4 Moisture Surge™ 100H (Hero Puck) (Magnifier)

Drawer Level



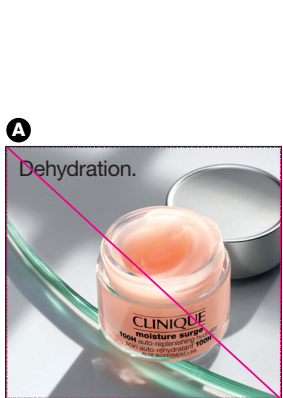
Drawer Level Products

- 1 Moisture Surge™ Body Hydrator
- 2 Moisture Surge™ Face Spray
- 3 Moisture Surge™ Overnight Mask
- 4 All About Eyes™ Serum
- 5 Moisture Surge Eye™
- 6 Moisture Surge™ Lip Treatment
- 7 Moisture Surge™ Sheertint
- 8 Dramatically Different Moisturizing Lotion+™
- 9 Dramatically Different™ Moisturizing Gel
- 10 Dramatically Different Moisturizing Lotion+™ SPF 35
- 11 All About Eyes™
- 12 All About Eyes™ Rich
- 13 All About Eyes™ Brightening Serum

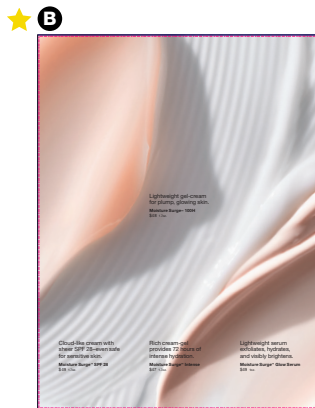
***NOTE:** Products will move around in drawers. Please keep order as shown from left to right, doing your best to align products with the communication bands.

GRAPHICS

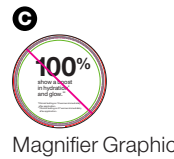
Main Platform Graphics



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 \$39	Moisture Surge™ Face Spray \$33	Moisture Surge™ Overnight Mask \$46	All About Eyes™ Serum \$42	Moisture Surge Eye™ \$42	Moisture Surge™ Lip Treatment \$23
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F	Moisture Surge™ Sheertint \$46					
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★ 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
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Specialty Treatment Bar - Bay 3 UPDATES

Specialty Doors **FEBRUARY UPDATE**

Header Code: VG1N-70 | Claim Post Code: VC1M-70 Poles Code: VAY7-60
 SRP Update PPK Code: **VHJJ-70 FEB OCD** | Risers + Magnifiers Code: V1PZ-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

PRODUCT ASSORTMENT

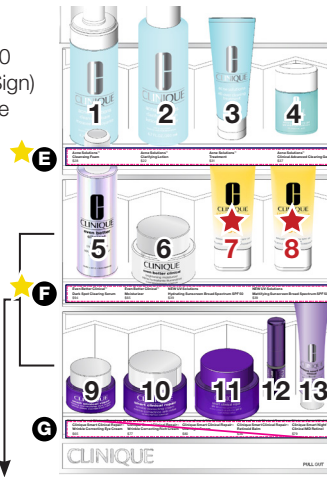
Main Platform



Main Platform Products

- 1 Clinique Smart Clinical Repair™ Wrinkle Correcting Cream
- 2 Clinique Smart Clinical Repair™ Lifting Cream
- 3 Clinique Smart Clinical Repair™ SPF 30 Wrinkle Correcting Cream (Newness Sign)
- 4 Clinique Smart Clinical Repair™ Wrinkle Correcting Serum (Magnifier)

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

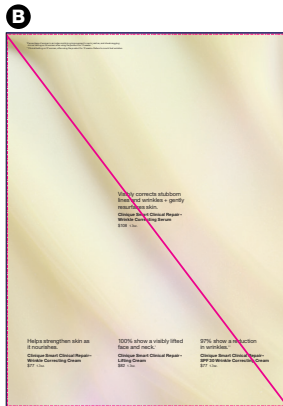
- 1 Acne Solutions™ Cleansing Foam
- 2 Acne Solutions™ Clarifying Lotion
- 3 Acne Solutions™ Treatment
- 4 Acne Solutions™ Clinical Advanced Clearing Gel
- 5 Even Better Clinical™ Dark Spot Clearing Serum
- 6 Even Better Clinical™ Moisturizer
- 7 ★ NEW UV Solutions Hydrating Sunscreen Broad Spectrum SPF 50
- 8 ★ NEW UV Solutions Mattifying Sunscreen Broad Spectrum SPF 50
- 9 Clinique Smart Clinical Repair™ Wrinkle Correcting Eye Cream
- 10 Clinique Smart Clinical Repair™ Wrinkle Correcting Rich Cream
- 11 Smart Clinical Repair Overnight Recovery Cream + Mask
- 12 Smart Clinical Repair AM/PM Retinoid Balm
- 13 Clinique Smart Night™ Clinical MD Retinol

GRAPHICS

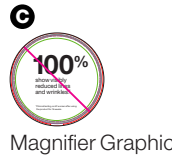
Main Platform Graphics



Riser Wall Header Graphic



Main Platform Base Graphic



Magnifier Graphic

Communication Bands

Pink slash indicates not updating, DO NOT THROW OUT

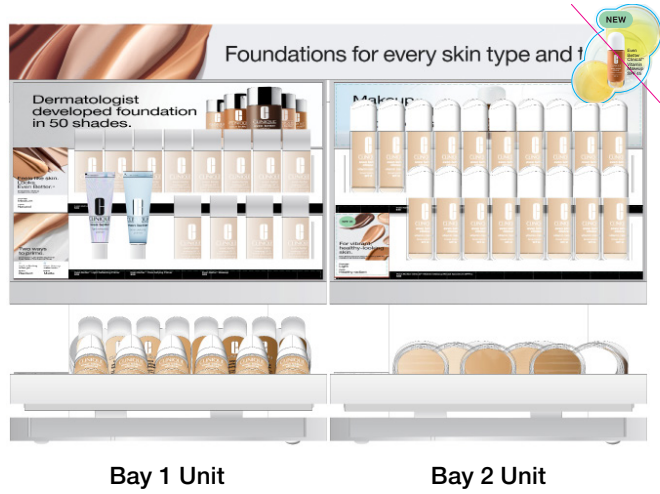
★ E	Acne Solutions™ Cleansing Foam \$28	Acne Solutions™ Clarifying Lotion \$22	Acne Solutions™ Treatment \$31	Acne Solutions™ Clinical Advanced Clearing Gel \$37
★ F	Even Better Clinical™ Dark Spot Clearing Serum \$94	Even Better Clinical™ Moisturizer \$65	NEW UV Solutions Hydrating Sunscreen Broad Spectrum SPF 50 \$39	NEW UV Solutions Mattifying Sunscreen Broad Spectrum SPF 50 \$39
G	Clinique Smart Clinical Repair™ Wrinkle Correcting Eye Cream \$65	Clinique Smart Clinical Repair™ Wrinkle Correcting Rich Cream \$77	Clinique Smart Clinical Repair™ Overnight Cream \$80	Clinique Smart Clinical Repair™ Retinoid Balm \$50
				Clinique Smart Night™ Clinical MD Retinol \$79

Foundation Units

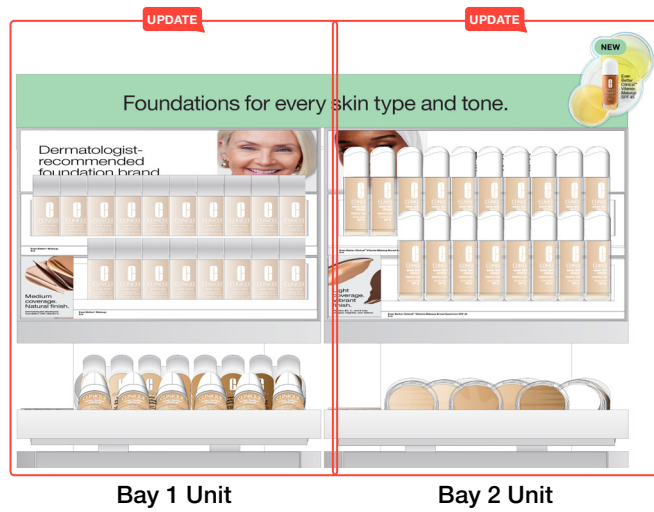
Face Units

Specialty Doors

- May Update



- July Update



Face Unit - Bay 1

Specialty Doors

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

SRP Update Code: **VG12-70** | 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

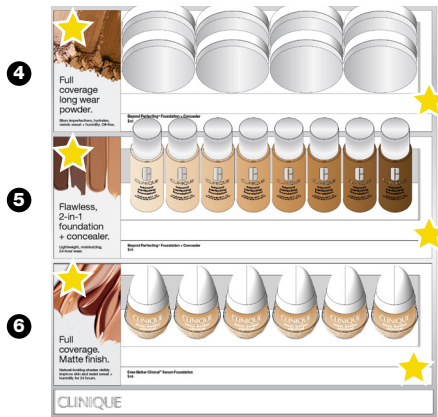
- H ★ **NEW UNIT HEADER**
- 1 ★ **NEW BAY HEADER GRAPHIC**
- 2 Even Better™ Makeup (10)
- 3 ★ **NEW COMMUNICATION BOX**
Even Better™ Makeup (8)

* 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 ★ **NEW COMMUNICATION BOX**
Beyond Perfecting™ Powder
Foundation + Concealer (8)
- 5 ★ **NEW COMMUNICATION BOX**
Beyond Perfecting™ Powder
Foundation + Concealer (8)
- 6 ★ **NEW 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



Face Unit - Bay 2

Specialty Doors

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

SRP Update Code: VG12-70 | 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 ★ **NEW UNIT HEADER**

B **EBCVM BOING**

1 ★ **NEW BAY HEADER GRAPHIC**

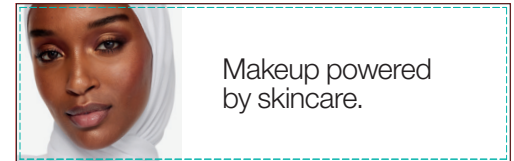
2 Even Better Clinical™ Vitamin Makeup Broad Spectrum SPF 45 (10)

3 ★ **NEW COMMUNICATION BOX**
Even Better Clinical™ Vitamin Makeup Broad Spectrum SPF 45 (8)

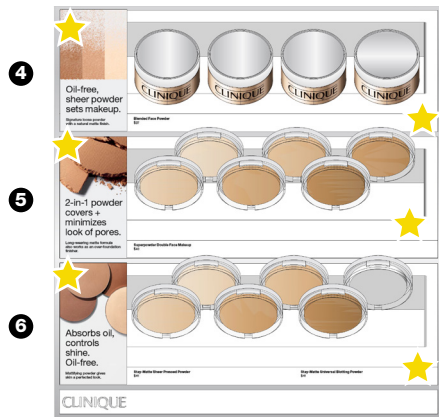
* Feature Best-Selling shades relevant to the client base in your store but show shade range.

* Merchandise shades from Light to Dark or Dark to Light based on client base.

Top Level Graphics



Drawer Level ROWS



Drawer Level Products

4 ★ **NEW COMMUNICATION BOX**
Blended Face Powder (4)

5 ★ **NEW COMMUNICATION BOX**
Superpowder Double Face Makeup (6)

6 ★ **NEW COMMUNICATION BOX**
Stay-Matte Sheer Pressed Powder (5)
Stay-Matte Universal Blotting Powder (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

Pink slash indicates not updating, DO NOT THROW OUT

★ 2	Even Better Clinical™ Vitamin Makeup Broad Spectrum SPF 45 \$48								
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★ 3		Even Better Clinical™ Vitamin Makeup Broad Spectrum SPF 45 \$48							
-----	--	--	--	--	--	--	--	--	--

DRAWER LEVEL

★ 4		Blended Face Powder \$37							
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★ 5		Superpowder Double Face Makeup \$40							
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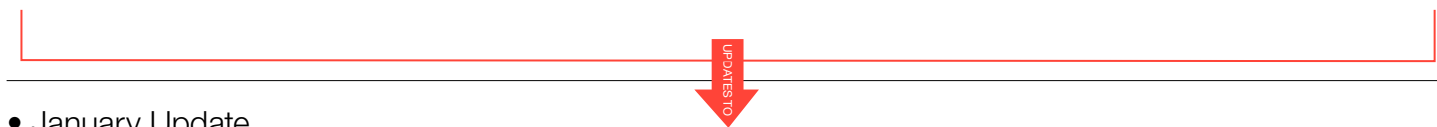
★ 6		Stay-Matte Sheer Pressed Powder \$41					Stay-Matte Universal Blotting Powder \$41		
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Lip, Cheek & Eye Units

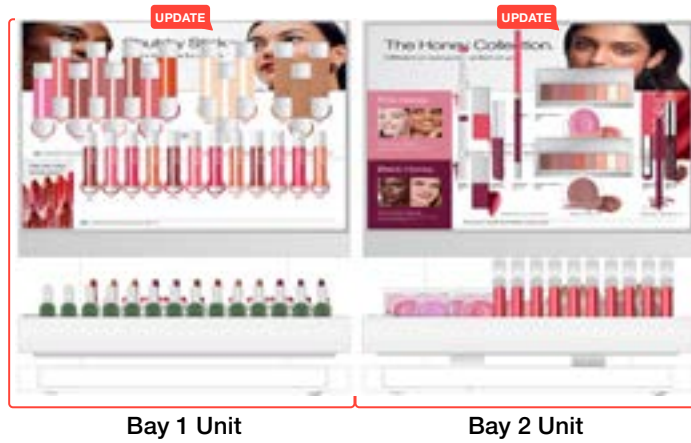
Lip & Cheek Units UPDATE

Full, Reduced, & Specialty Doors

- July Update



- January Update



Lip & Cheek Unit - Bay 1 UPDATE

Full, Reduced, & Specialty Doors JANUARY UPDATE

Graphic Update Code: VHKE-60 FEBRUARY OCD

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



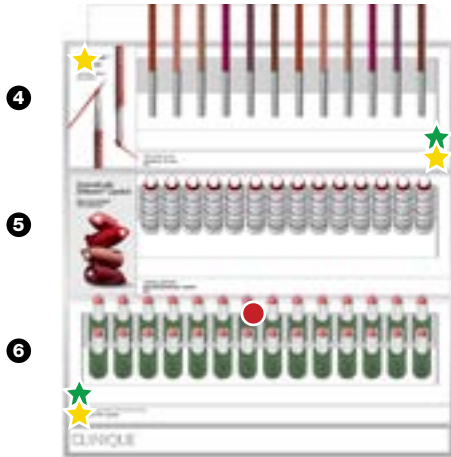
Top Level Products

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

Top Level Header & Locator Graphics



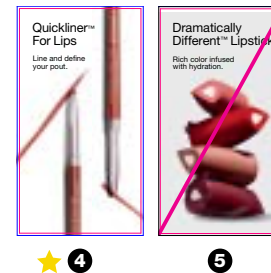
Drawer Level ROWS



Drawer Level Products

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

Drawer Level Comm Box Graphics



Communication Bands

Pink slash indicates not updating, DO NOT THROW OUT

— ROWS — TOP LEVEL —

— DRAWER LEVEL —

★ 4 Silky all-day lip liner.
Quickliner™ For Lips
\$25

★ 5 Hydrating, matte finish.
Dramatically Different™ Lipstick
\$29

★ 6 Full coverage lipstick with a built-in primer.
Clinique Pop™ Lipstick
\$26

Lip & Cheek Unit - Bay 2 UPDATE

Full, Reduced, & Specialty Doors **JANUARY UPDATE**

Graphic Update Code: **VHKE-60 FEBRUARY OCD**
 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

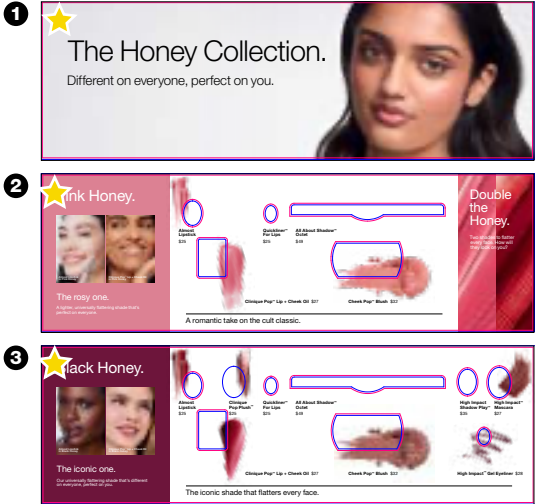
Top Level ROWS



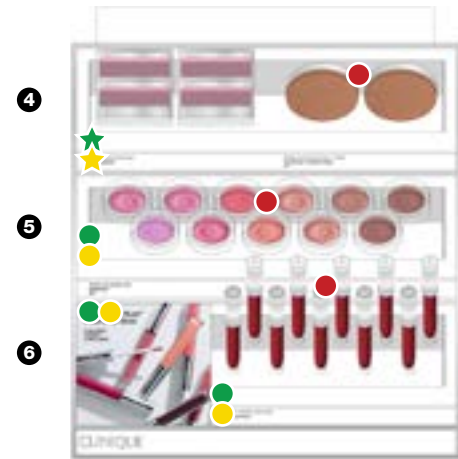
Top Level Products

- 1 ★ **NEW BAY HEADER GRAPHIC**
- 2 ★ **NEW LOCATOR GRAPHIC**
 Almost Lipstick Pink Honey (1)
 Clinique Pop™ Lip + Cheek Oil - Pink Honey (1)
 ★ **NEW SHADE Quickliner™ For Lips (1)**
 All About Shadow Palette - Pink Honey Affair (1)
 Cheek Pop Blush - Pink Honey Pop (1)
- 3 ★ **NEW LOCATOR GRAPHIC**
 Almost Lipstick Black Honey (1)
 Clinique Pop™ Lip + Cheek Oil - Black Honey (1)
 Clinique Pop Plush™ Black Honey (1)
 ★ **NEW SHADE Quickliner™ For Lips (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)

Top Level Header & Locator Graphics



Drawer Level ROWS



Drawer Level Products

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

Drawer Level Comm Box Graphics



● 6

Communication Bands

/ Pink slash indicates not updating, DO NOT THROW OUT

— ROWS — TOP LEVEL —



— DRAWER LEVEL —

★ 4 Silky, buildable powder blush. Blushing Blush™ \$32	Mistake-proof bronzer for face + cheeks. True Bronze™ Pressed Powder \$44
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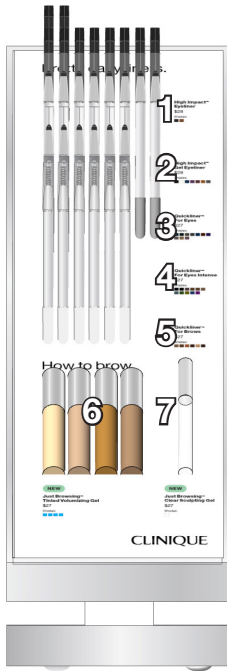
● 5 Vibrant, long-wearing color. Cheek Pop™ \$32	
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● 6 A smoother, creamier, cushier gloss. Clinique Pop Plush™ \$27	
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Eyeliner Unit

Unit Code: KH9H-60

Update Code: **VHP8-70 FEBRUARY 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 Unit

Unit Code: KH9J-60

Update Code: **VGG2-60 JULY '25 OCD**

SRP Update + acrylic top template + vacform



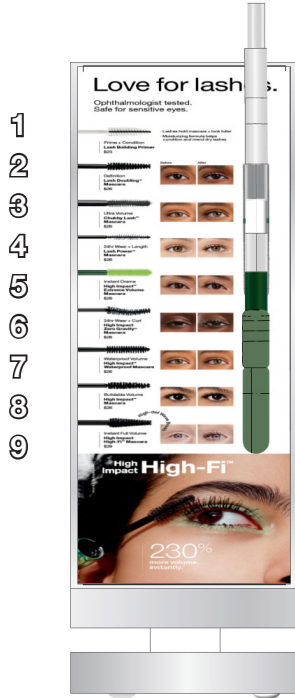
Eye Shadow Sliver Products

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

Mascara Unit

Unit Code: KH9K-60

SRP Update Code: **VHR1-60 FEBRUARY OCD**

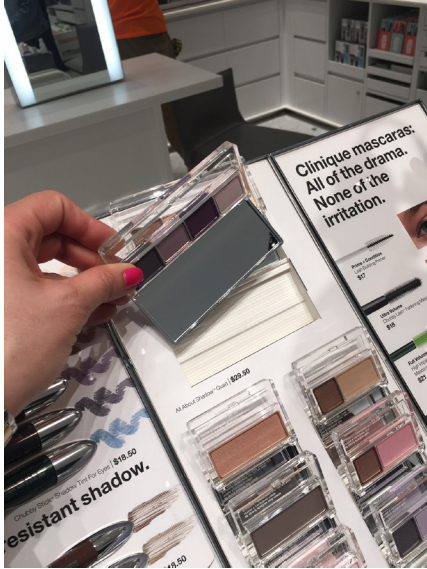


Mascara Sliver Products

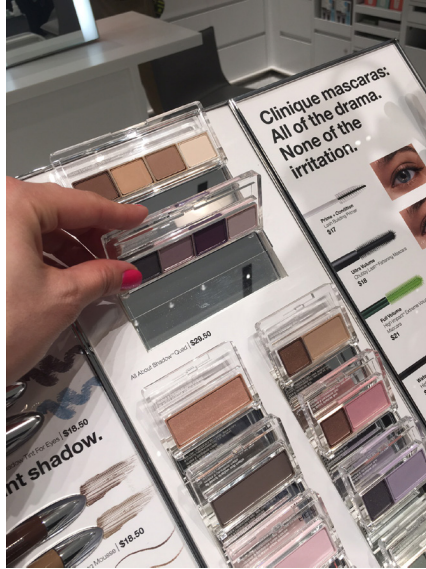
- 1 Lash Building Primer
- 2 Lash Doubling™ Mascara
- 3 Chubby Lash™ Mascara
- 4 Lash Power™ Mascara
- 5 High Impact™ Extreme Volume Mascara
- 6 High Impact Zero Gravity™ Mascara
- 7 High Impact™ Waterproof Mascara
- 8 High Impact™ Mascara
- 9 High Impact High-Fi™ Mascara

Eye Shadow Unit

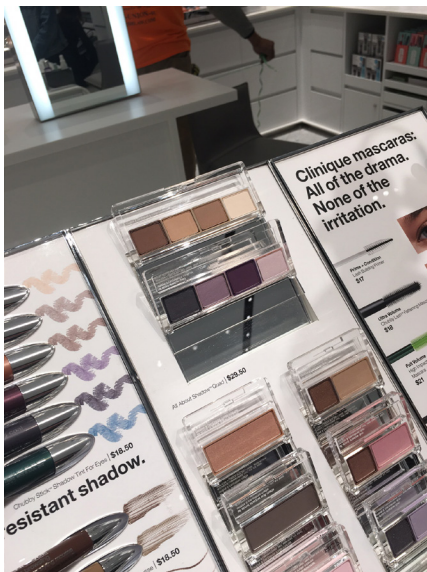
Merchandising Instructions



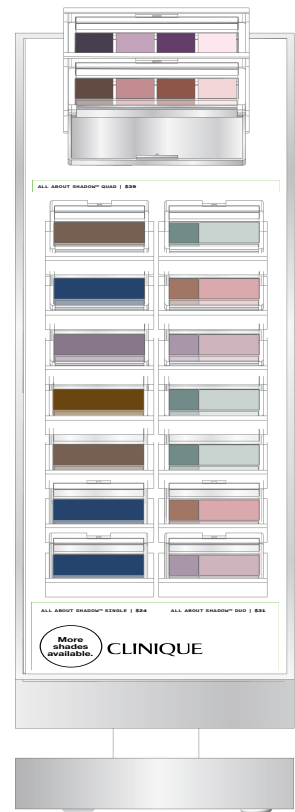
1. Open palette lid as shown. Remove transparent shade cover and instruction film attached on the mirror.



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.



Glossary & Hygiene

Power Zoning ⚡

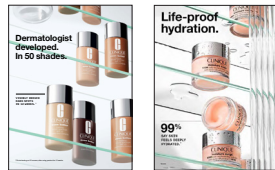


What is Power Zoning?

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?

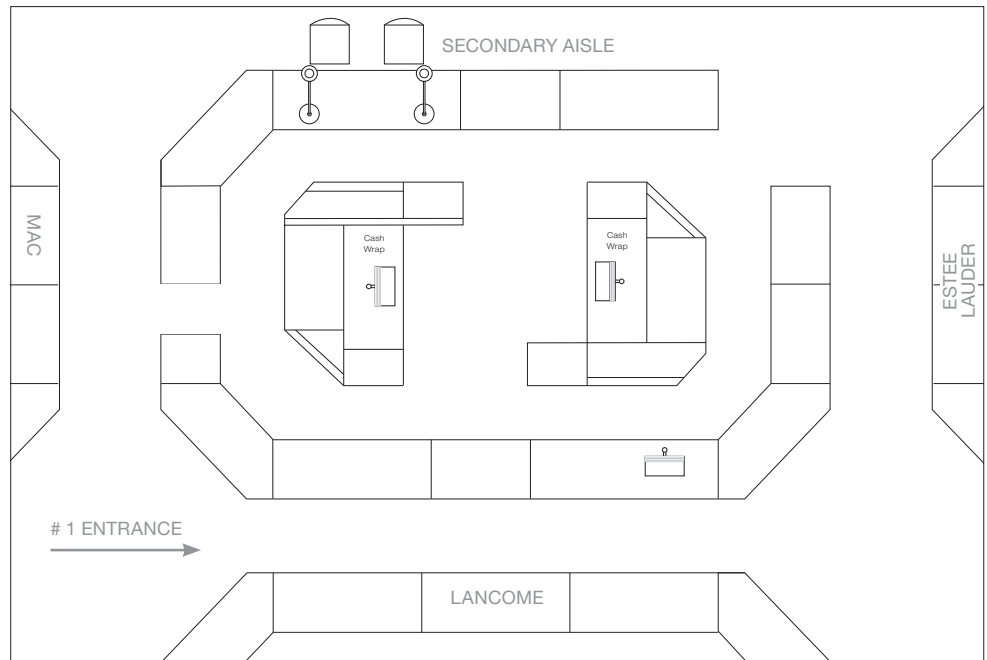
- Foundation
- Moisturizers



***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	Bloomington 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