
Clinique NA Merchandising Guidelines

ULTA

Week 23 | July 2026

CLINIQUE

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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:

Graphics:

* Reference "Print Grid" file in teams for all new graphic codes

Tiles/Templates:

* Reference POG files for each update for all new tile/template codes

Additional requests/questions:

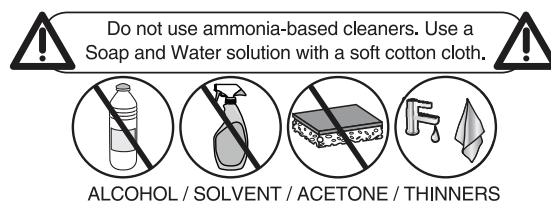
Lauren Lee: lalee@estee.com

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

Counter Repair Requests:

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

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



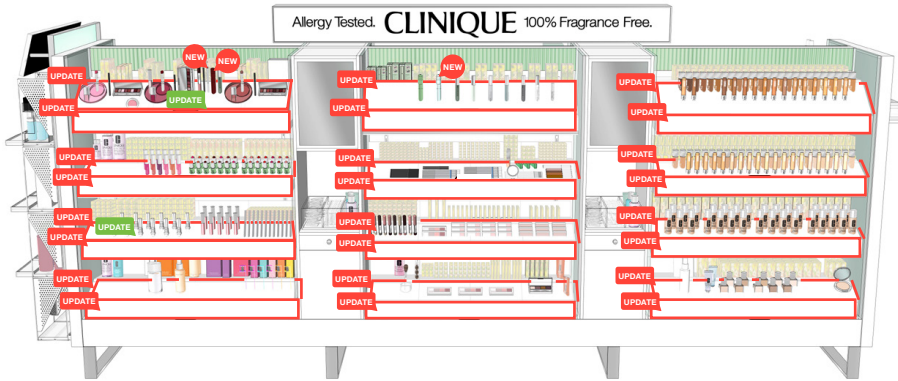
Cadence

Cadence

Prestige & Boutique & Gen 1/Pad Stores - WK 23 July Updates

NEW COMPONENTS: New Graphics / SRP Updates, New Shelf Components **NEW LAUNCHES:** Daily Calm Collection - Gentle Cleansing Cream, Soothing Repair Cream 50ml & 15ml, Calm Balm Makeup Balm (x8), Calm Lip & Cheek Color (x6), Moisture Surge Exfoliating Glow Cleanser, Acne Solutions Clinical Clearing Gel, Clinique for Men SPF35, HiFi Waterproof Mascara, High-Fi Mascara in Black Honey **REMOVALS:** Acne Solutions Clinical Clearing Gel (Advanced), Acne Solutions Touch Stick, Clinique Smart Night Clinical MD Retinol Serum, Clinique for Men SPF21, Clinique for Men Super Energizer SPF25, Beyond Perfection Liquid Foundation

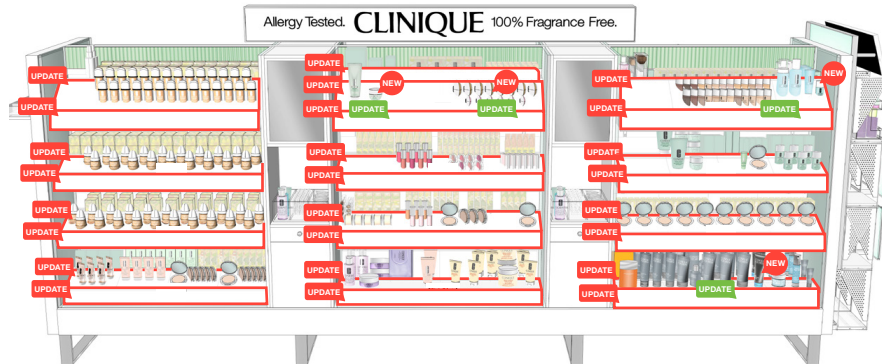
PRESTIGE COLOR GONDOLA - Side A



UPDATES:

- **GRAPHICS & COMPONENTS**
 - **NEW** Paper Locator Graphics
 - **NEW** Paper Comm Bands
 - **NEW** Locator Tiles
- **LOCATION**
 - Bays 1-3, Shelves 1-4

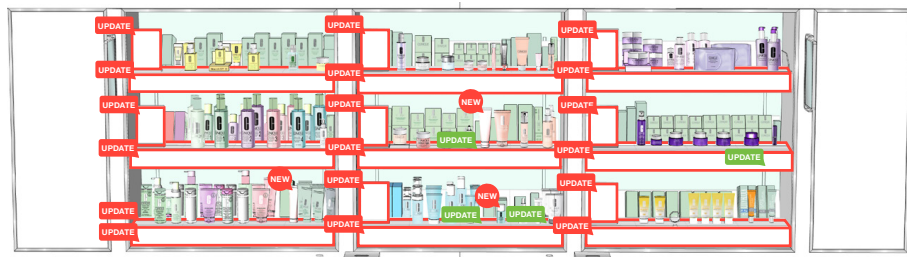
PRESTIGE SPECIALIST GONDOLA - Side B



UPDATES:

- **GRAPHICS & COMPONENTS**
 - **NEW** Paper Locator Graphics
 - **NEW** Paper Comm Bands
 - **NEW** Locator Tiles
 - **NEW** Fence Element
- **LOCATION**
 - Bays 1-3, Shelves 1-4

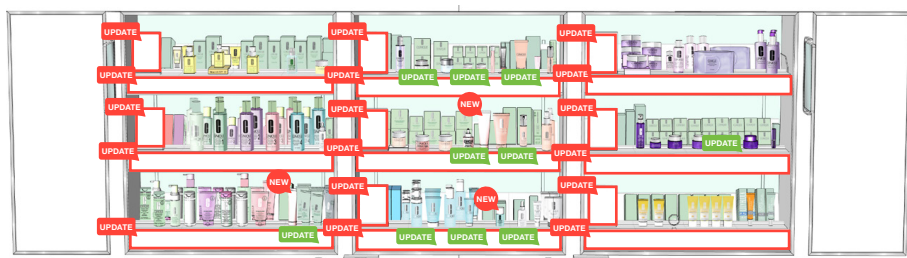
PRESTIGE TREATMENT WALL



UPDATES:

- **GRAPHICS & COMPONENTS**
 - **NEW** Paper Locator Graphics
 - **NEW** Paper Comm Bands
 - **NEW** Paper Comm Boxes
 - **NEW** Locator Tiles
- **LOCATION**
 - Bays 1-3, Shelves 1-3

BOUTIQUE TREATMENT WALL



UPDATES:

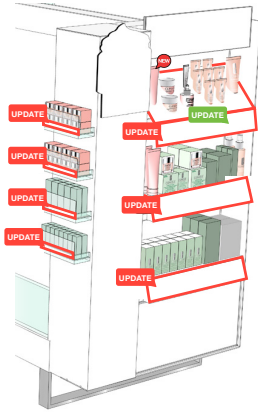
- **GRAPHICS & COMPONENTS**
 - **NEW** Paper Comm Bands
 - **NEW** Paper Comm Boxes
 - **NEW** Locator Tiles
- **LOCATION**
 - Bays 1-3, Shelves 1-3

Prestige & Boutique & Gen 1/Pad Stores - WK 23 July Updates

NEW COMPONENTS: New Graphics / SRP Updates, New Shelf Components **NEW LAUNCHES:** Daily Calm Collection - Gentle Cleansing Cream, Soothing Repair Cream 50ml & 15ml, Calm Balm Makeup Balm (x8), Calm Lip & Cheek Color (x6), Moisture Surge Exfoliating Glow Cleanser, Acne Solutions Clinical Clearing Gel, Clinique for Men SPF35, HiFi Waterproof Mascara, High-Fi Mascara in Black Honey

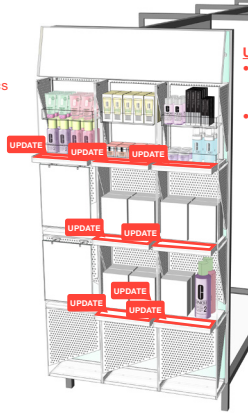
REMOVALS: Acne Solutions Clinical Clearing Gel (Advanced), Acne Solutions Touch Stick, Clinique Smart Night Clinical MD Retinol Serum, Clinique for Men SPF21, Clinique for Men Super Energizer SPF25, Beyond Perfection Liquid Foundation

PRIMARY (ALL DOORS EXCEPT ICONIC)



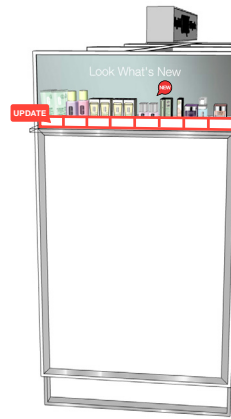
- UPDATES:**
- **GRAPHICS & COMPONENTS**
 - NEW Paper Locator Graphics
 - NEW Paper Comm Bands
 - NEW Locator Tile
 - **LOCATION**
 - Side Shelves 1-4
 - Front Shelves 1-3

TRAVEL & SETS ENDCAP



- UPDATES:**
- **GRAPHICS & COMPONENTS**
 - NEW Paper Comm Bands
 - **LOCATION**
 - Top Shelves 1-3
 - Shelves 2a & 2b; 3a & 3b

SECONDARY ENDCAP - LEGACY (BTQ)



- UPDATES:**
- **GRAPHICS & COMPONENTS**
 - NEW Bin Graphics
 - **LOCATION**
 - Front Bin Graphics 1-8

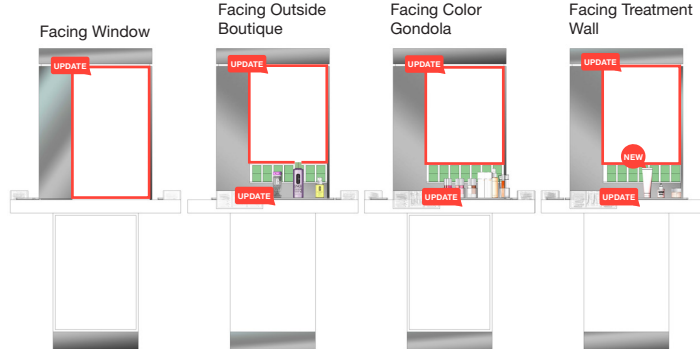
3 SHELF ENDCAP



- UPDATES:**
- **GRAPHICS & COMPONENTS**
 - NO UPDATES
 - **LOCATION**
 - Front Shelves 1-3

NO UPDATES

TEASE TOWER



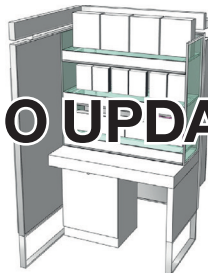
- UPDATES:**
- **GRAPHICS & COMPONENTS**
 - NEW LBX Graphics
 - NEW Locator Graphics
 - **LOCATION**
 - Facing Window
 - Facing Outside Boutique
 - Facing Color Gondola
 - Facing Treatment Wall

BX3 / BX7 UNIT



- UPDATES:**
- **GRAPHICS & COMPONENTS**
 - NEW Shelf Strip
 - **LOCATION**
 - Front Shelf 3

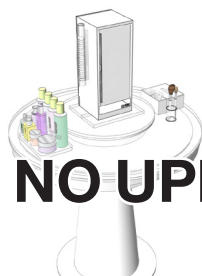
Back



- UPDATES:**
- **GRAPHICS & COMPONENTS**
 - NO UPDATES
 - **LOCATION**
 - Back Shelves

NO UPDATES

CONSULTATION TABLES (Small and Large)



- UPDATES:**
- **GRAPHICS & COMPONENTS**
 - NO UPDATES
 - **LOCATION**
 - Consultation Table Bases

NO UPDATES

PLAY TABLE (With and Without Clinical Reality)



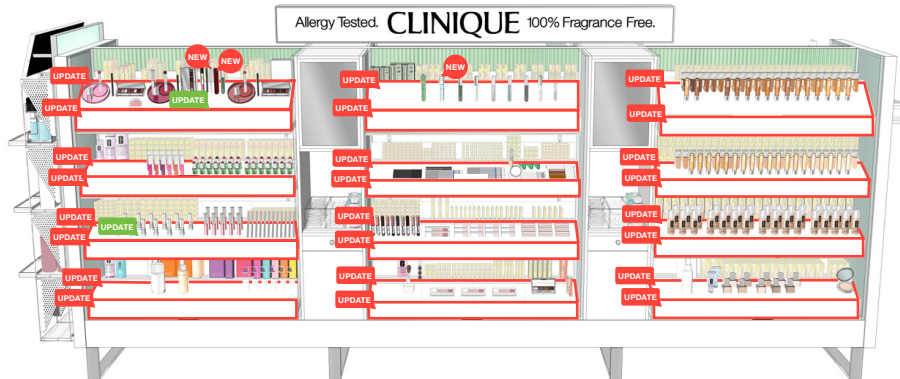
- UPDATES:**
- **GRAPHICS & COMPONENTS**
 - NEW Tile Graphics
 - NEW Table Sign Graphic
 - **LOCATION**
 - Tiles A, B & C

Herald Square - WK 23 July Updates

NEW COMPONENTS: New Graphics / SRP Updates, New Shelf Components **NEW LAUNCHES:** Daily Calm Collection - Gentle Cleansing Cream, Soothing Repair Cream 50ml & 15ml, Calm Balm Makeup Balm (x8), Calm Lip & Cheek Color (x6), Moisture Surge Exfoliating Glow Cleanser, Acne Solutions Clinical Clearing Gel, Clinique for Men SPF35, HiFi Waterproof Mascara, High-Fi Mascara in Black Honey

REMOVALS: Acne Solutions Clinical Clearing Gel (Advanced), Acne Solutions Touch Stick, Clinique Smart Night Clinical MD Retinol Serum, Clinique for Men SPF21, Clinique for Men Super Energizer SPF25, Beyond Perfection Liquid Foundation

PRESTIGE COLOR GONDOLA - Side A



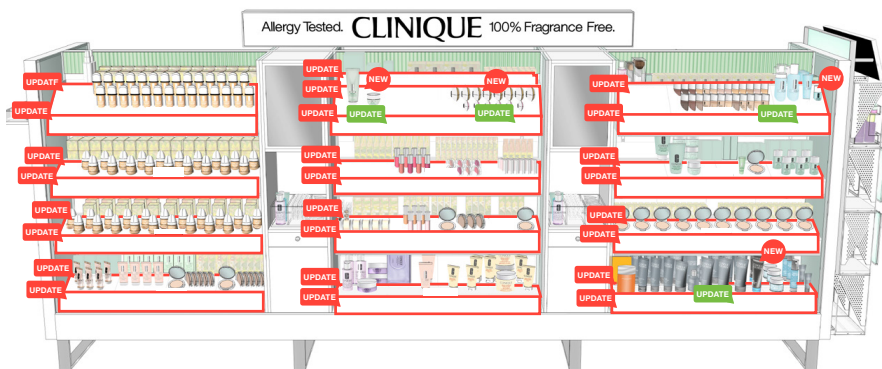
UPDATES:

- **GRAPHICS & COMPONENTS**
 - NEW Paper Locator Graphics
 - NEW Paper Comm Bands
 - NEW Locator Tiles

• LOCATION

- Bays 1-3, Shelves 1-4

PRESTIGE SPECIALIST GONDOLA - Side B



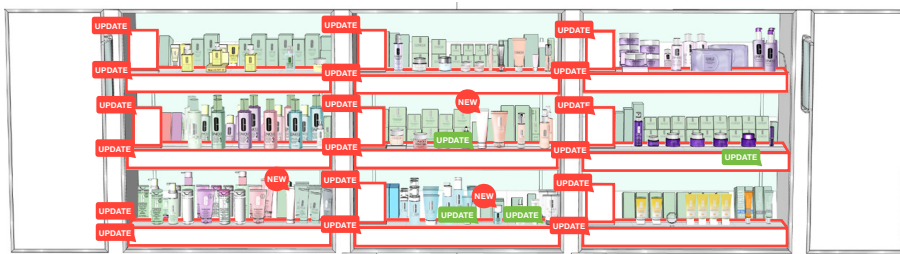
UPDATES:

- **GRAPHICS & COMPONENTS**
 - NEW Paper Locator Graphics
 - NEW Paper Comm Bands
 - NEW Locator Tiles

• LOCATION

- Bays 1-3, Shelves 1-4

PRESTIGE TREATMENT WALL



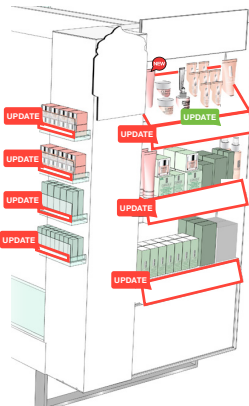
UPDATES:

- **GRAPHICS & COMPONENTS**
 - NEW Paper Locator Graphics
 - NEW Paper Comm Bands
 - NEW Paper Comm Boxes
 - NEW Locator Tiles

• LOCATION

- Bays 1-3, Shelves 1-3

PRIMARY (ALL DOORS EXCEPT ICONIC)



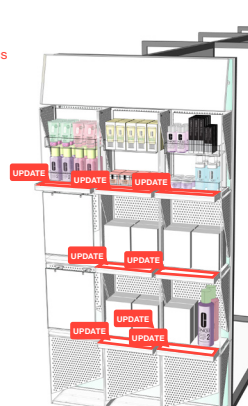
UPDATES:

- **GRAPHICS & COMPONENTS**
 - NEW Paper Locator Graphics
 - NEW Paper Comm Bands
 - NEW Locator Tile

• LOCATION

- Side Shelves 1-4
- Front Shelves 1-3

SECONDARY ENDCAPS (GONDOLA ONLY + HSQ)



UPDATES:

- **GRAPHICS & COMPONENTS**
 - NEW Paper Comm Bands

• LOCATION

- Top Shelves 1-3
- Shelf 2a & 2b; Shelf 3a & 3b



UPDATES:

- **GRAPHICS & COMPONENTS**
 - NO UPDATES

• LOCATION

- Front Shelves 1-3

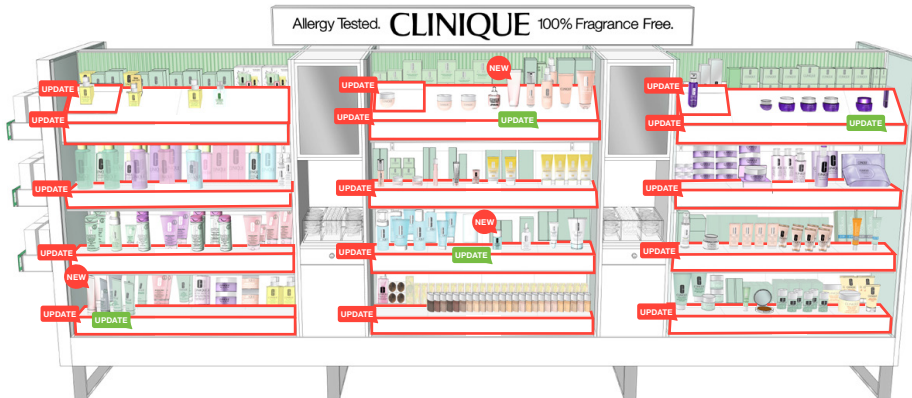
NO UPDATES

Gondola Only - WK 23 July Updates

NEW COMPONENTS: New Graphics / SRP Updates, New Shelf Components **NEW LAUNCHES:** Daily Calm Collection - Gentle Cleansing Cream, Soothing Repair Cream 50ml & 15ml, Calm Balm Makeup Balm (x8), Calm Lip & Cheek Color (x6), Moisture Surge Exfoliating Glow Cleanser, Acne Solutions Clinical Clearing Gel, Clinique for Men SPF35, HiFi Waterproof Mascara, High-Fi Mascara in Black Honey

REMOVALS: Acne Solutions Clinical Clearing Gel (Advanced), Acne Solutions Touch Stick, Clinique Smart Night Clinical MD Retinol Serum, Clinique for Men SPF21, Clinique for Men Super Energizer SPF25, Beyond Perfection Liquid Foundation

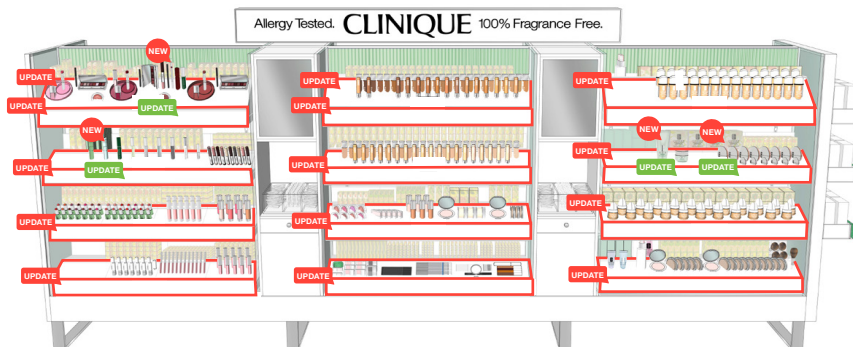
GONDOLA ONLY - TREATMENT



UPDATES:

- **GRAPHICS & COMPONENTS**
 - NEW Paper Locator Graphics
 - NEW Paper Comm Bands
 - NEW Paper Comm Boxes
 - NEW Locator Tiles
- **LOCATION**
 - Bays 1-3, Shelves 1-4

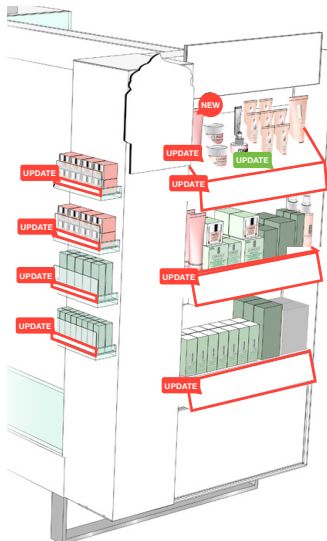
GONDOLA ONLY - COLOR



UPDATES:

- **GRAPHICS & COMPONENTS**
 - NEW Paper Locator Graphics
 - NEW Paper Comm Bands
 - NEW Locator Tiles
- **LOCATION**
 - Bays 1-3, Shelves 1-4

PRIMARY (ALL DOORS EXCEPT ICONIC)



UPDATES:

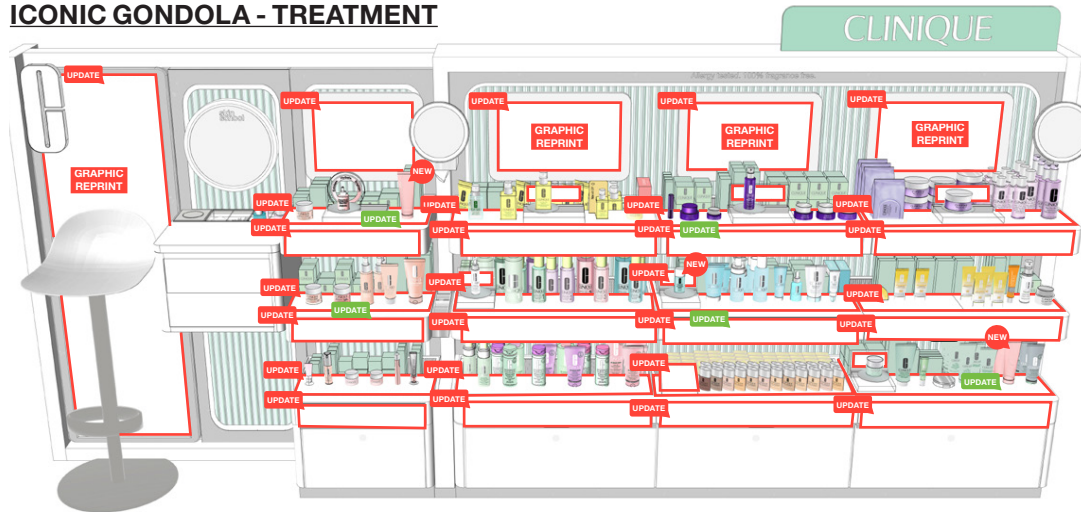
- **GRAPHICS & COMPONENTS**
 - NEW Paper Locator Graphics
 - NEW Paper Comm Bands
 - NEW Locator Tile
- **LOCATION**
 - Side Shelves 1-4
 - Front Shelves 1-3

Iconic & Best Of - WK 23 July Updates

NEW COMPONENTS: New Graphics / SRP Updates, New Shelf Components **NEW LAUNCHES:** Daily Calm Collection - Gentle Cleansing Cream, Soothing Repair Cream 50ml & 15ml, Calm Balm Makeup Balm (x8), Calm Lip & Cheek Color (x6), Moisture Surge Exfoliating Glow Cleanser, Acne Solutions Clinical Clearing Gel, Clinique for Men SPF35, HiFi Waterproof Mascara, High-Fi Mascara in Black Honey

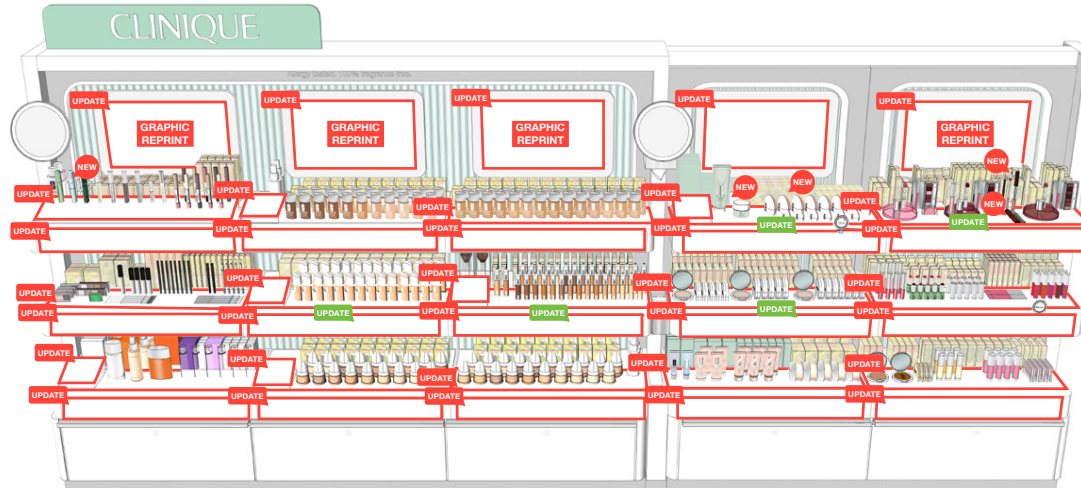
REMOVALS: Acne Solutions Clinical Clearing Gel (Advanced), Acne Solutions Touch Stick, Clinique Smart Night Clinical MD Retinol Serum, Clinique for Men SPF21, Clinique for Men Super Energizer SPF25, Beyond Perfection Liquid Foundation

ICONIC GONDOLA - TREATMENT



- UPDATES:**
- **GRAPHICS & COMPONENTS**
 - REPRINT LBX Graphics
 - REPRINT Riser Graphics
 - NEW Paper Locator Graphics
 - NEW Paper Comm Bands
 - NEW Paper Comm Box
 - NEW Locator Tiles
 - **LOCATION**
 - (BAYS 1 & 3-5 LBX reprints)
 - Bays 2-5, Shelves 1-3

ICONIC GONDOLA - COLOR

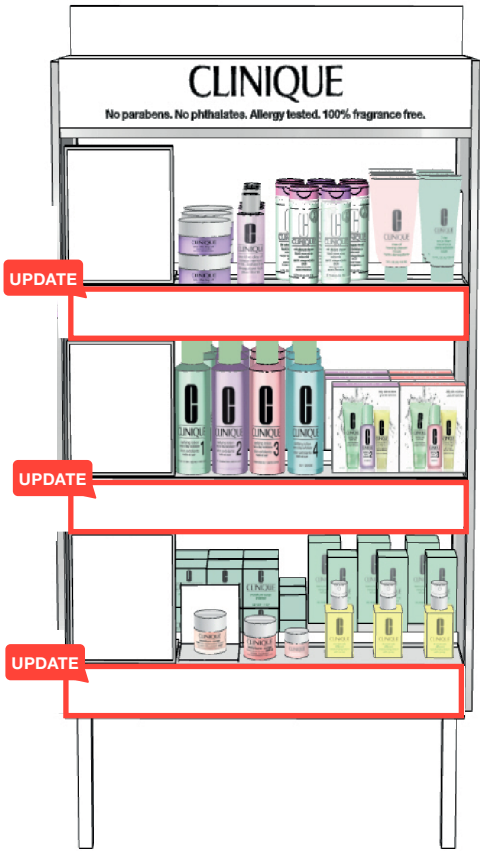


- UPDATES:**
- **GRAPHICS & COMPONENTS**
 - REPRINT LBX Graphics
 - NEW Paper Locator Graphics
 - NEW Paper Comm Bands
 - NEW Paper Comm Boxes
 - NEW Locator Tiles
 - **LOCATION**
 - (BAYS 1-3 & 5: LBX reprints)
 - Bays 1-5, Shelves 1-3

Best Of Endcap- WK 23 July Updates

NEW COMPONENTS: New Graphics / SRP Updates, New Shelf Components **NEW LAUNCHES:** Daily Calm Collection - Gentle Cleansing Cream, Soothing Repair Cream 50ml & 15ml, Calm Balm Makeup Balm (x8), Calm Lip & Cheek Color (x6), Moisture Surge Exfoliating Glow Cleanser, Acne Solutions Clinical Clearing Gel, Clinique for Men SPF35, HiFi Waterproof Mascara, High-Fi Mascara in Black Honey **REMOVALS:** Acne Solutions Clinical Clearing Gel (Advanced), Acne Solutions Touch Stick, Clinique Smart Night Clinical MD Retinol Serum, Clinique for Men SPF21, Clinique for Men Super Energizer SPF25, Beyond Perfection Liquid Foundation

BEST-OF END CAP



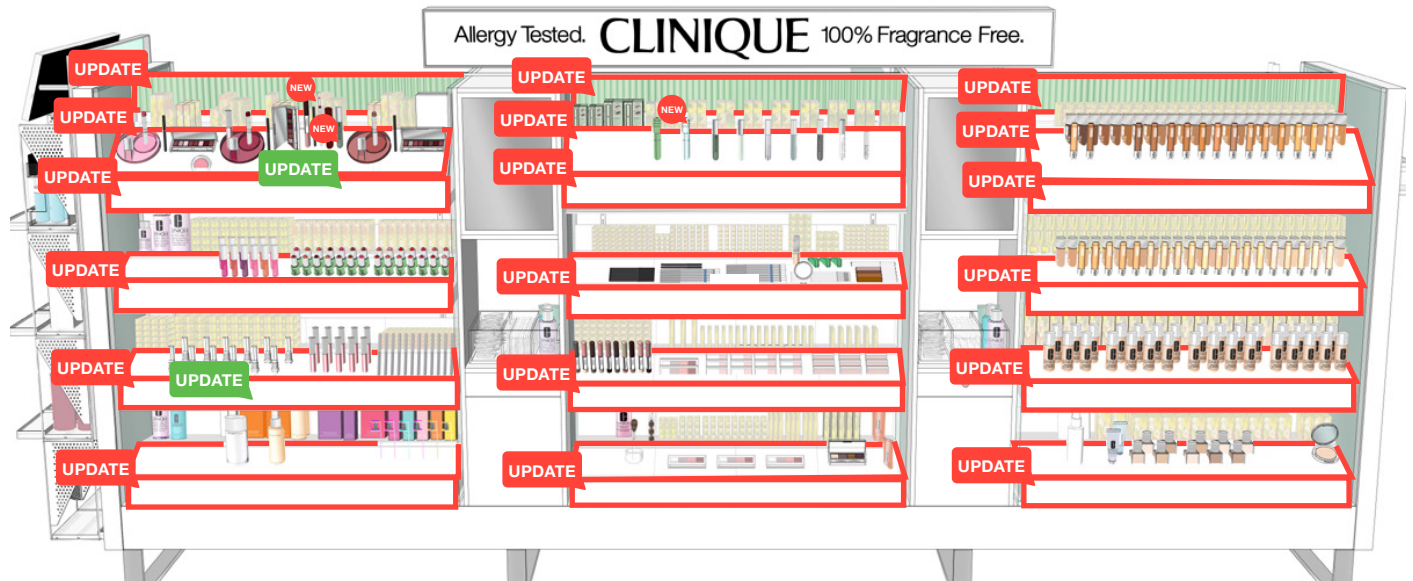
- UPDATES:**
- **GRAPHICS & COMPONENTS**
 - NEW Paper Comm Bands
 - **LOCATION**
 - Front Shelves 1-3

GUIDELINES LEGEND

- UPDATE New Graphic / Element
- NEW New Product
- ★ Moved Existing Shelf
- ★ Moved Existing Product
- ★ Moved Existing Component

Prestige Color Gondola - Side A

Overview

**UPDATES:**• **GRAPHICS & COMPONENTS**

- **REPRINT** Green Background Graphic
- **NEW** Paper Locator Graphics
- **NEW** Paper Comm Bands
- **NEW** Locator Tiles

• **LOCATION**

- Bay 1, Shelves 1-4

UPDATES:• **GRAPHICS & COMPONENTS**

- **REPRINT** Green Background Graphic
- **NEW** Paper Locator Graphics
- **NEW** Paper Comm Bands

• **LOCATION**

- Bay 2, Shelves 1-4

UPDATES:• **GRAPHICS & COMPONENTS**

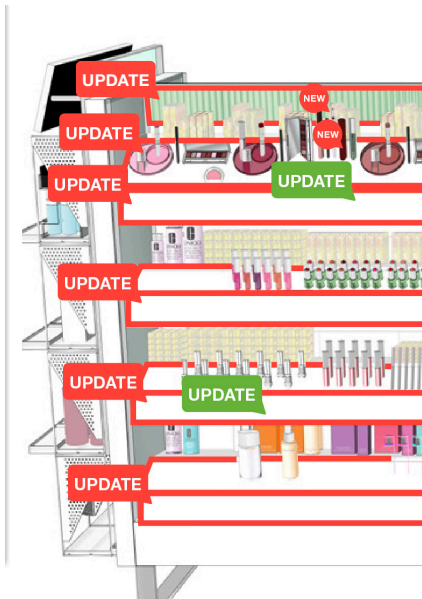
- **REPRINT** Green Background Graphic
- **NEW** Paper Locator Graphics
- **NEW** Paper Comm Bands

• **LOCATION**

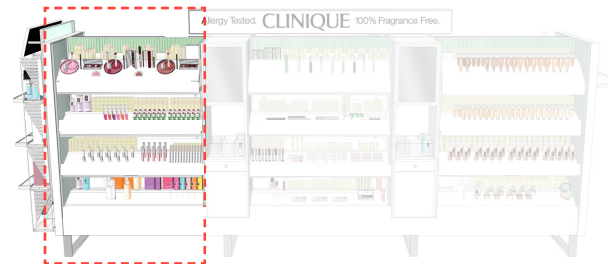
- Bay 3, Shelves 1-4

Prestige Color Gondola

Side A, Bay 1



BAY 1



GONDOLA RENDERING

GUIDELINES LEGEND

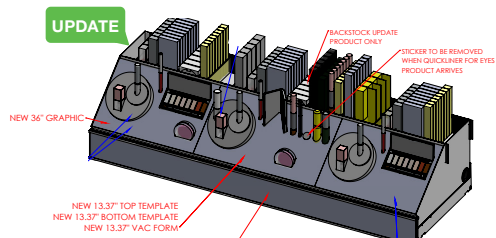
- UPDATE New Graphic / Element
- NEW New Product
- ★ Moved Existing Shelf
- ★ Moved Existing Product
- ★ Moved Existing Component

LOCATOR LEGEND

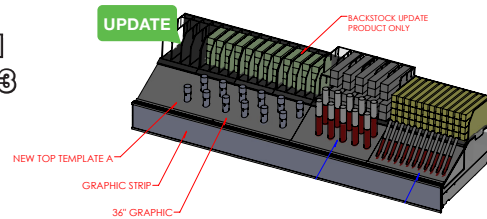
- New
- Relocated
- Use from stock
- Existing

• LOCATOR / TEMPLATE

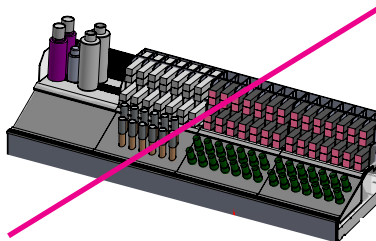
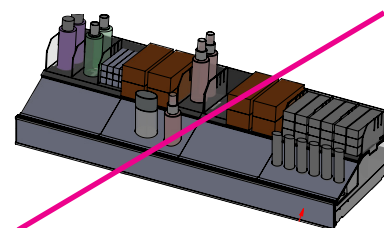
**INDICATES NOT UPDATING.
DO NOT THROW OUT.**

Bay 1
Shelf 1

NEW: HiFi Mascara Black Honey, Quickliner for Eyes Intense Black Honey Lustre (pre-drill)

Bay 1
Shelf 3

OUT: Black Honey Almost Lipstick

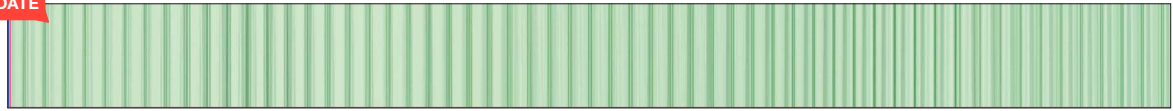
Bay 1
Shelf 2Bay 1
Shelf 4

INDICATES NOT UPDATING.
DO NOT THROW OUT.

• BAY 1 GRAPHICS - Prestige Color Gondola

Header

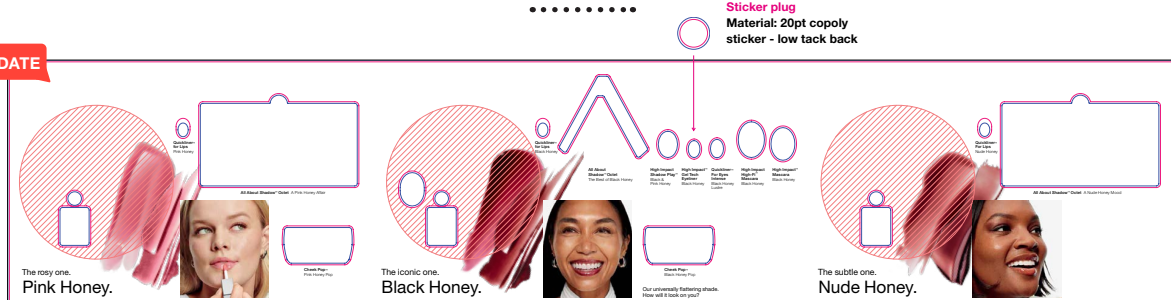
UPDATE



#2326378609

Bay 1
Shelf 1

UPDATE



#2326378624

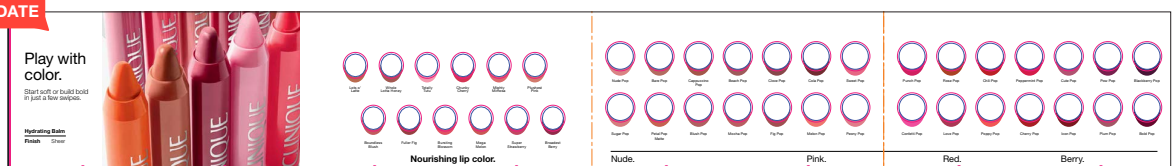
UPDATE



#2326378612

Bay 1
Shelf 2

UPDATE



#2326378627

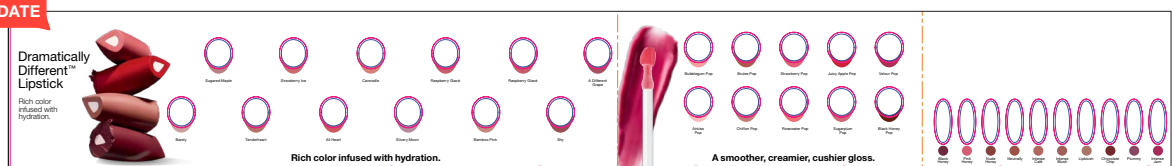
UPDATE



#2326378613

Bay 1
Shelf 3

UPDATE



#2326378628

UPDATE



#2326378614

Bay 1
Shelf 4

UPDATE



#2326378629

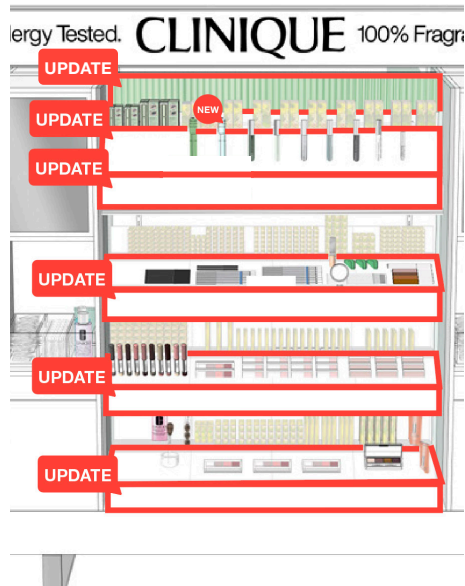
UPDATE



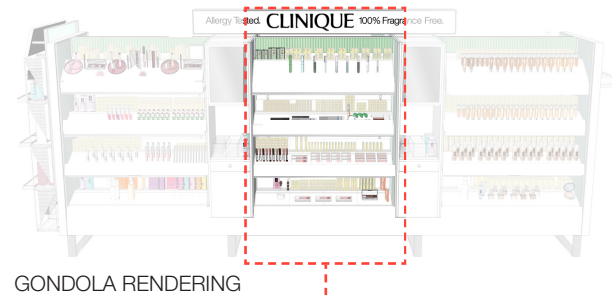
#2326378615

Prestige Color Gondola

Side A, Bay 2



BAY 2



GONDOLA RENDERING

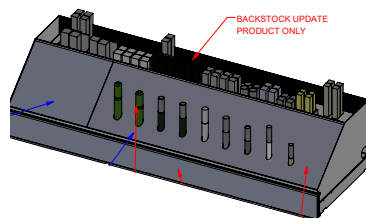
GUIDELINES LEGEND

- UPDATE** New Graphic / Element
 - NEW** New Product
 - ★ Moved Existing Shelf
 - ★ Moved Existing Product
 - ★ Moved Existing Component
- ## LOCATOR LEGEND
- New
 - Relocated
 - Use from stock
 - Existing

• LOCATOR / TEMPLATE

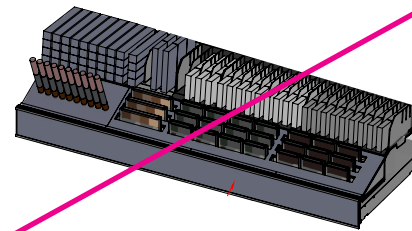
**INDICATES NOT UPDATING.
DO NOT THROW OUT.**

Bay 2
Shelf 1

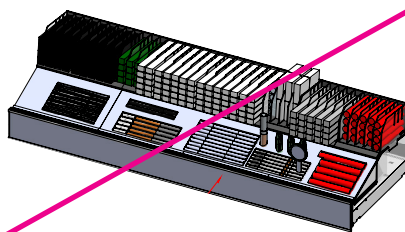


NEW: HiFi Waterproof Mascara
OUT: HiFi Mascara Intense Black/Brown
(Remove Tester Only)

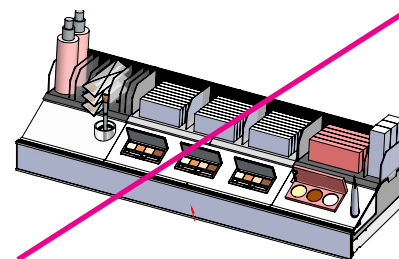
Bay 2
Shelf 3



Bay 2
Shelf 2



Bay 2
Shelf 4



INDICATES NOT UPDATING.
DO NOT THROW OUT.

• BAY 2 GRAPHICS - Prestige Color Gondola

Header

UPDATE

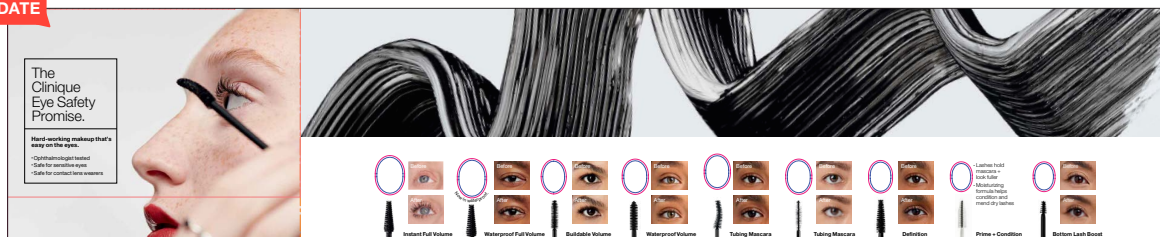


#2326378610

.....

Bay 2
Shelf 1

UPDATE



#2326378625

UPDATE

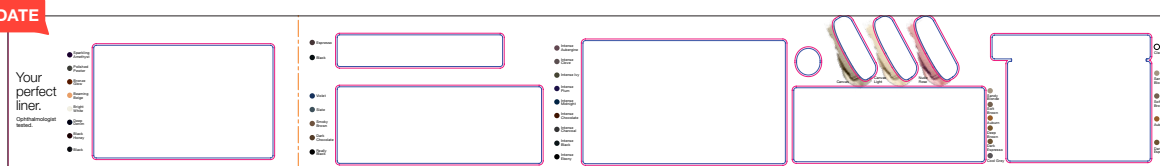


#2326378616

.....

Bay 2
Shelf 2

UPDATE



#2326378630

UPDATE



#2326378617

.....

Bay 2
Shelf 3

UPDATE



#2326378631

UPDATE



#2326378618

.....

Bay 2
Shelf 4

UPDATE



#2326378632

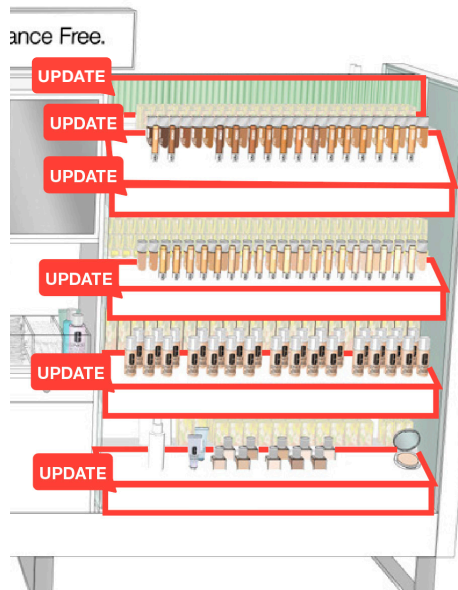
UPDATE



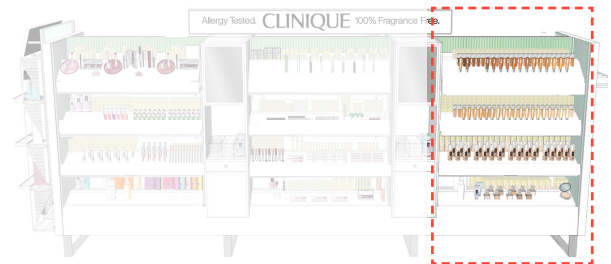
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Prestige Color Gondola

Side A, Bay 3



BAY 3



GONDOLA RENDERING

GUIDELINES LEGEND

- UPDATE** New Graphic / Element
- NEW** New Product
- ★ Moved Existing Shelf
- ★ Moved Existing Product
- ★ Moved Existing Component

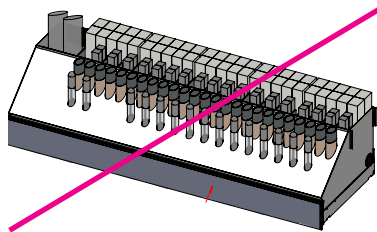
LOCATOR LEGEND

- New
- Relocated
- Use from stock
- Existing

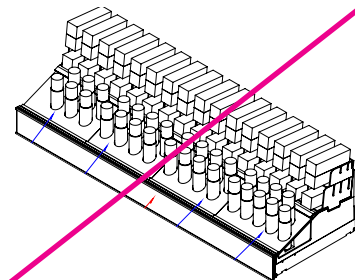
• LOCATOR / TEMPLATE NO UPDATES

**INDICATES NOT UPDATING.
DO NOT THROW OUT.**

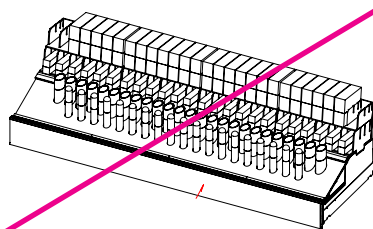
Bay 3
Shelf 1



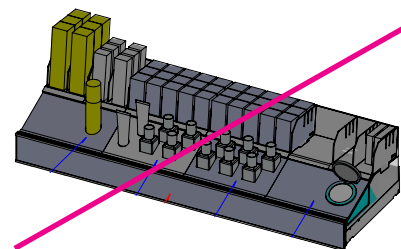
Bay 3
Shelf 3



Bay 3
Shelf 2



Bay 3
Shelf 4



INDICATES NOT UPDATING.
DO NOT THROW OUT.

• BAY 3 GRAPHICS - Prestige Color Gondola

Header

UPDATE

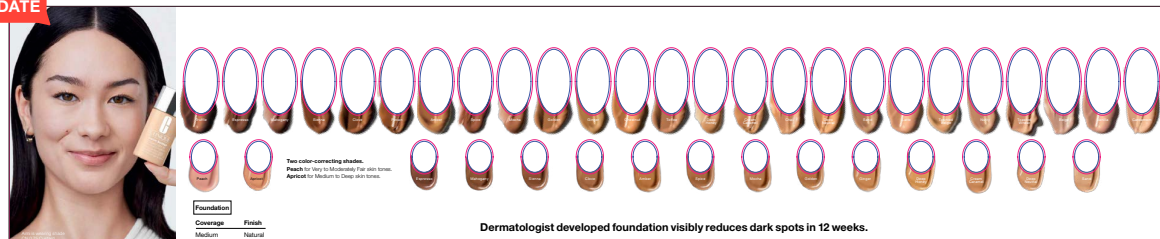


#2326378611

.....

Bay 3
Shelf 1

UPDATE



#2326378626

UPDATE

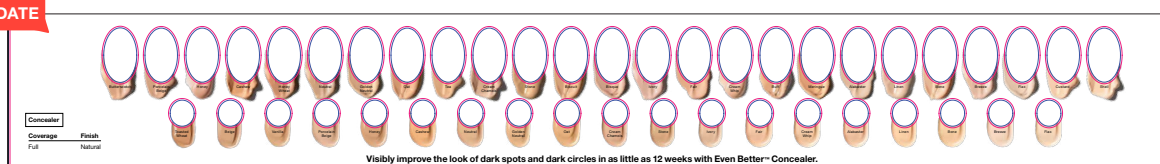


#2326378620

.....

Bay 3
Shelf 2

UPDATE



#2326378633

UPDATE

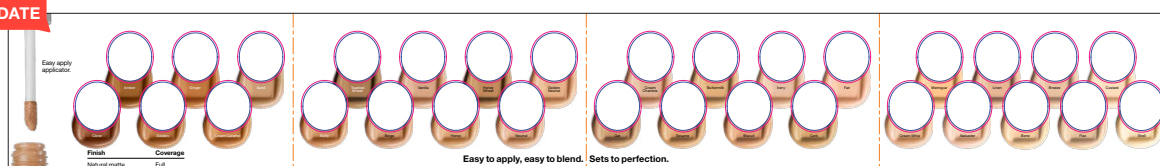


#2326378621

.....

Bay 3
Shelf 3

UPDATE



#2326378634

UPDATE

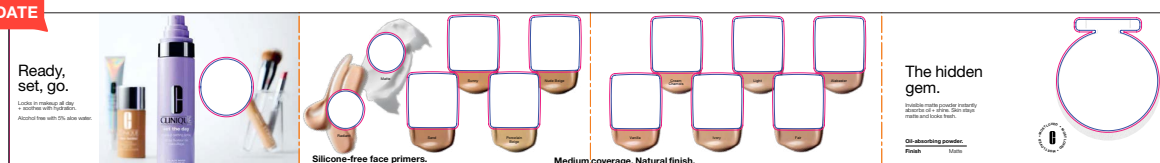


#2326378622

.....

Bay 3
Shelf 4

UPDATE



#2326378635

UPDATE



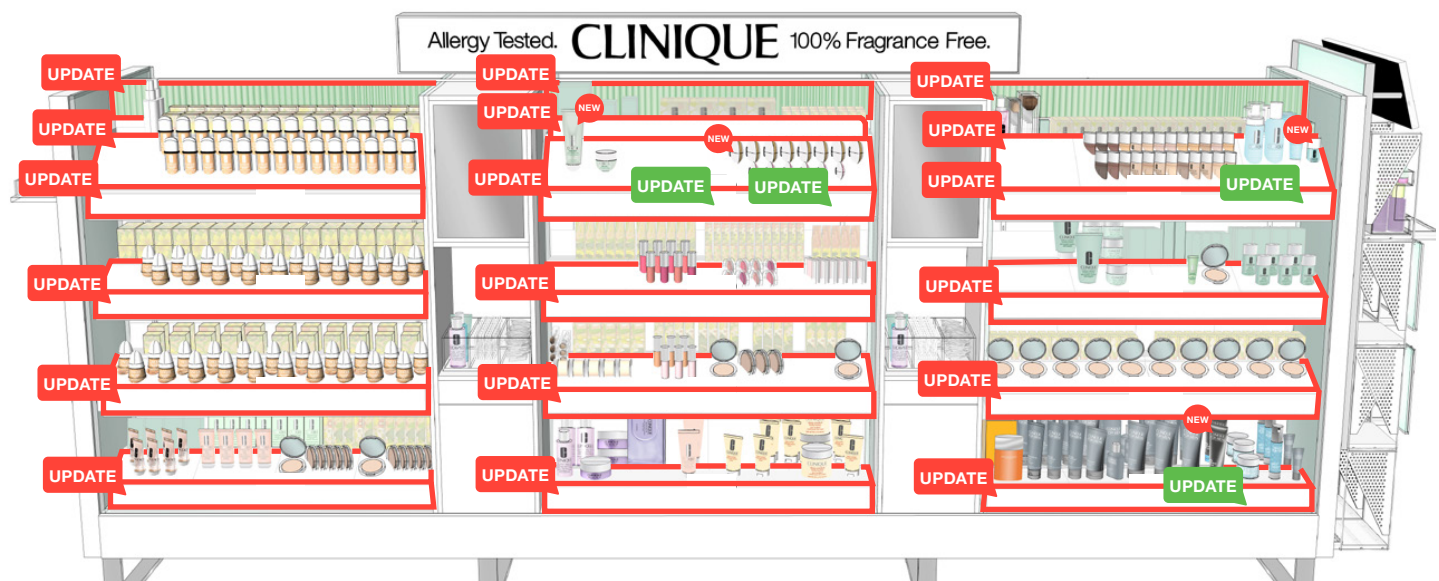
#2326378623

GUIDELINES LEGEND

- UPDATE New Graphic / Element
- NEW New Product
- ★ Moved Existing Shelf
- ☆ Moved Existing Product
- ★ Moved Existing Component

Prestige Specialist Gondola - Side B

Overview

**UPDATES:**• **GRAPHICS & COMPONENTS**

- **REPRINT** Green Background Graphic
- **NEW** Paper Locator Graphics
- **NEW** Paper Comm Bands

• **LOCATION**

- Bay 1, Shelves 1-4

UPDATES:• **GRAPHICS & COMPONENTS**

- **REPRINT** Green Background Graphic
- **NEW** Paper Locator Graphics
- **NEW** Paper Comm Bands
- **NEW** Locator Tiles

• **LOCATION**

- Bay 2, Shelves 1-4

UPDATES:• **GRAPHICS & COMPONENTS**

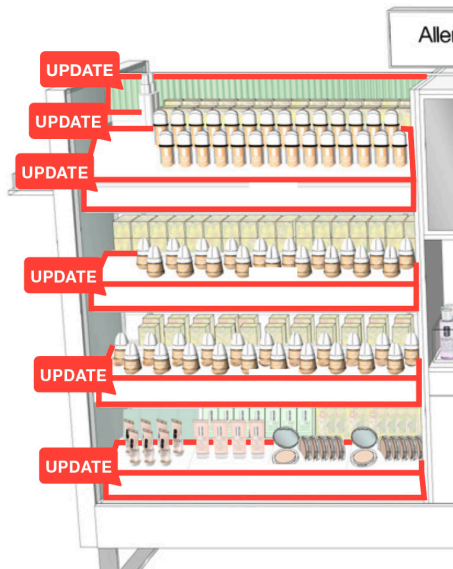
- **REPRINT** Green Background Graphic
- **NEW** Paper Locator Graphics
- **NEW** Paper Comm Bands
- **NEW** Locator Tiles

• **LOCATION**

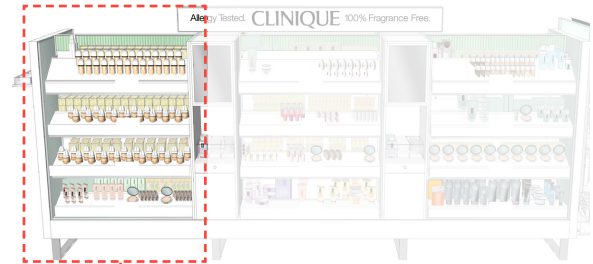
- Bay 3, Shelves 1-4

Prestige Specialist Gondola

Side B, Bay 1



BAY 1



GONDOLA RENDERING

GUIDELINES LEGEND

- UPDATE** New Graphic / Element
- NEW** New Product
- ★ Moved Existing Shelf
- ★ Moved Existing Product
- ★ Moved Existing Component

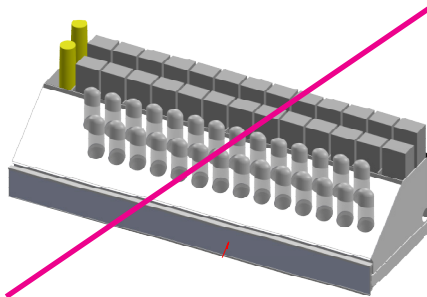
LOCATOR LEGEND

- New
- Relocated
- Use from stock
- Existing

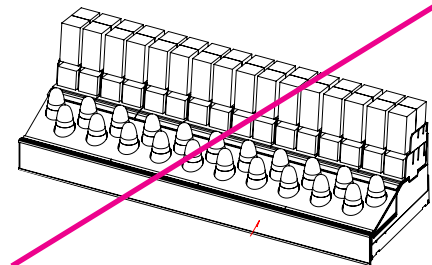
• LOCATOR / TEMPLATE **NO UPDATES**

**INDICATES NOT UPDATING.
DO NOT THROW OUT.**

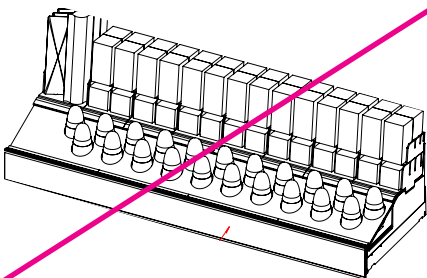
Bay 1
Shelf 1



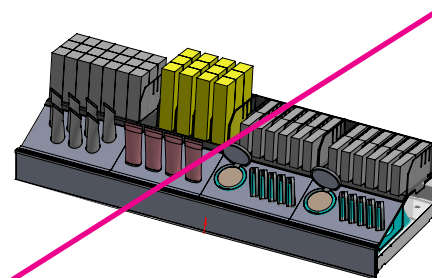
Bay 1
Shelf 3



Bay 1
Shelf 2



Bay 1
Shelf 4



INDICATES NOT UPDATING.
DO NOT THROW OUT.

• BAY 1 GRAPHICS - Prestige Specialist Gondola

Header

UPDATE

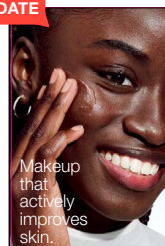


#2326378648

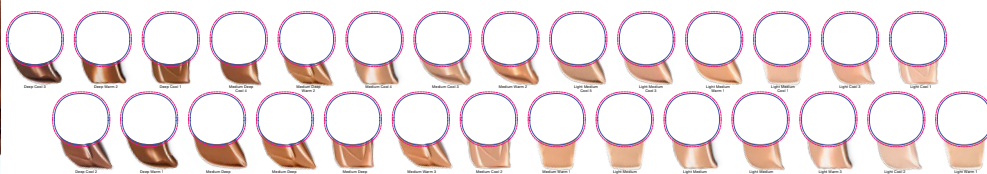
.....

Bay 1
Shelf 1

UPDATE



Makeup
that
actively
improves
skin.



Coverage
Light

Finish
Healthy radiant

Vitamin-powered foundation for healthy-looking skin. In 28 flexible shades.

#2326378663

UPDATE



Get The Day™
Moisturizing SPF 45
\$39.99

Even Better Clinical™ Vitamin Makeup Broad Spectrum SPF 45
\$49.99

Light-coverage foundation with SPF 45.



#2326378651

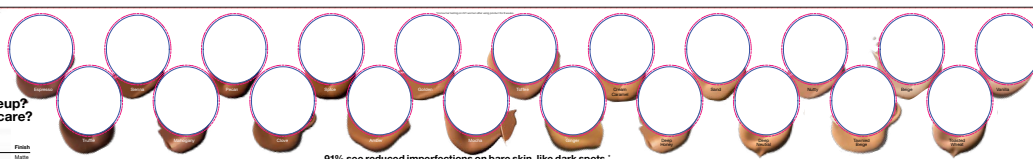
.....

Bay 1
Shelf 2

UPDATE



Makeup?
Skincare?
Yes.



91% see reduced imperfections on bare skin, like dark spots.*

#2326378666

UPDATE



Even Better Clinical™
Foundation SPF 25
\$49.99

Foundation SPF 25
\$49.99

Even Better Clinical™
Seam Foundation
\$49.99

24-hour foundation with SPF 25.

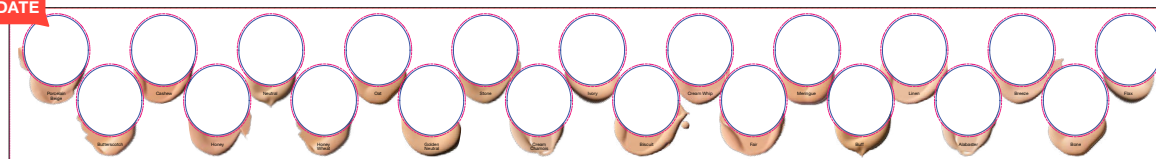


#2326378652

.....

Bay 1
Shelf 3

UPDATE



#2326378667

UPDATE



Even Better Clinical™
Seam Foundation
\$49.99

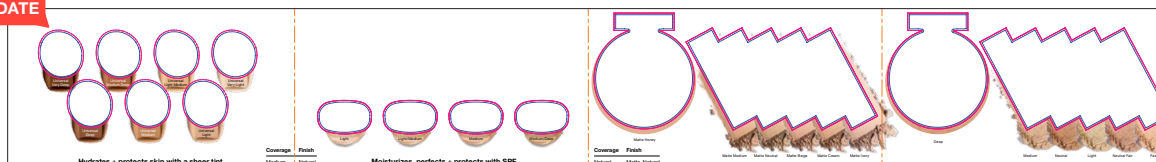
Visibly improves skin.

#2326378653

.....

Bay 1
Shelf 4

UPDATE



Hydrates + protects skin with a sheer tint.

Coverage
Medium

Finish
Natural

Moisturizes, perfects + protects with SPF.

Coverage
Natural

Finish
Matte, Natural

Coverage
Medium

Finish
Natural

Coverage
Medium

Finish
Natural

Coverage
Medium

Finish
Natural

Coverage
Medium

Finish
Natural

Coverage
Medium

Finish
Natural

#2326378668

UPDATE



Sheer tinted moisturizer perfects + protects with SPF 25.
Moisturizer SPF 25
\$47.99

Moisturizer SPF 25
\$47.99

Double Face Makeup
\$49.99

Double Face Makeup
\$49.99

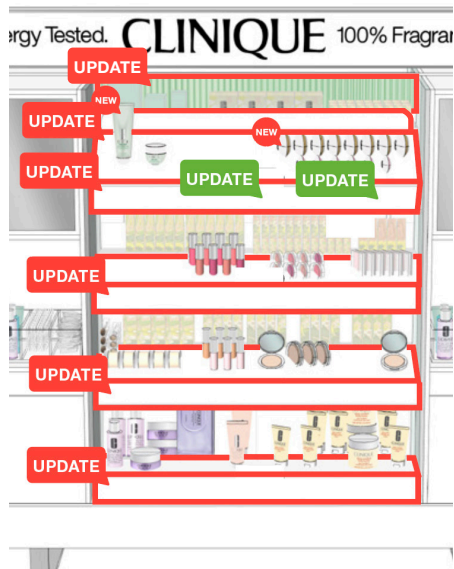
Hydrating, tinted SPF.

Powders to set + perfect makeup.

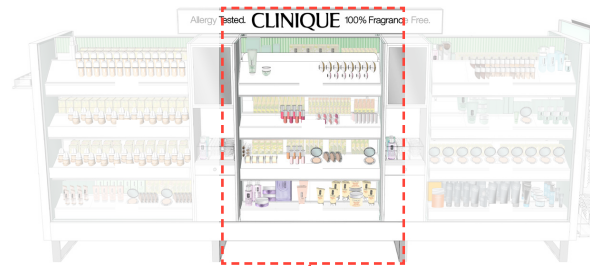
#2326378654

Prestige Specialist Gondola

Side B, Bay 2



BAY 2



GONDOLA RENDERING

GUIDELINES LEGEND

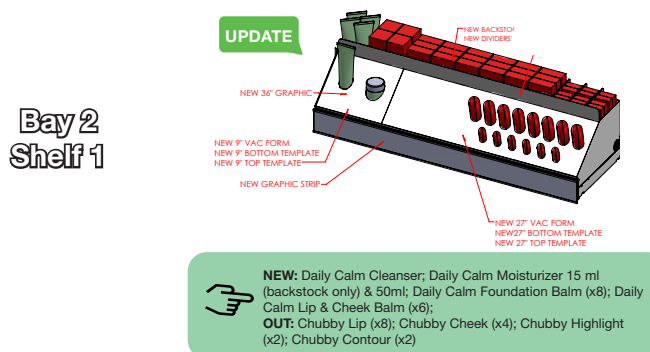
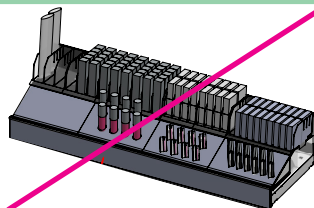
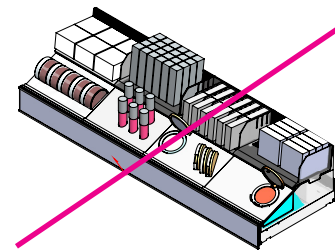
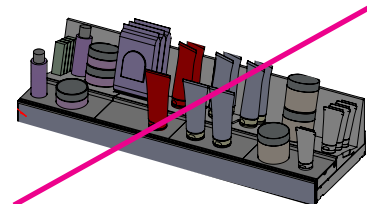
- UPDATE** New Graphic / Element
- NEW** New Product
- ★ Moved Existing Shelf
- ★ Moved Existing Product
- ★ Moved Existing Component

LOCATOR LEGEND

- New
- Relocated
- Use from stock
- Existing

• LOCATOR / TEMPLATE

**INDICATES NOT UPDATING.
DO NOT THROW OUT.**

Bay 2
Shelf 2Bay 2
Shelf 3Bay 2
Shelf 4

INDICATES NOT UPDATING.
DO NOT THROW OUT.

• BAY 2 GRAPHICS - Prestige Specialist Gondola

Header

UPDATE

#2326378649

Bay 2
Shelf 1

UPDATE

(FENCE HIGHLIGHTER GRAPHIC)

UPDATE

#2326378664

UPDATE

Skincare + makeup for very sensitive skin.

#2326378655

Bay 2
Shelf 2

UPDATE

#2326378669

UPDATE

Cream + powder blush.

#2326378656

Bay 2
Shelf 3

UPDATE

#2326378670

UPDATE

Powder, contour + highlighter.

#2326378657

Bay 2
Shelf 4

UPDATE

#2326378671

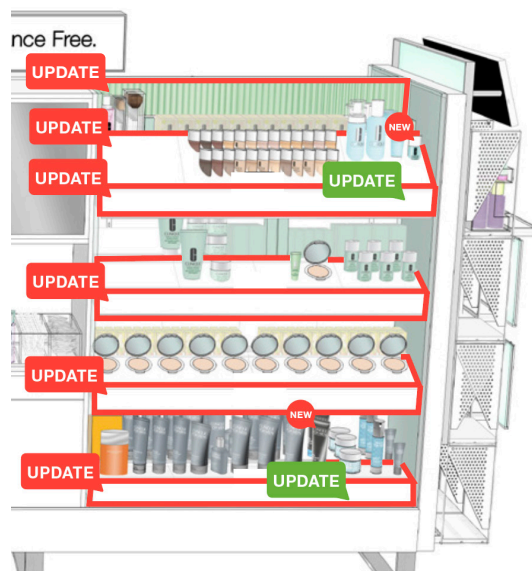
UPDATE

Most-loved makeup removers + body creams.

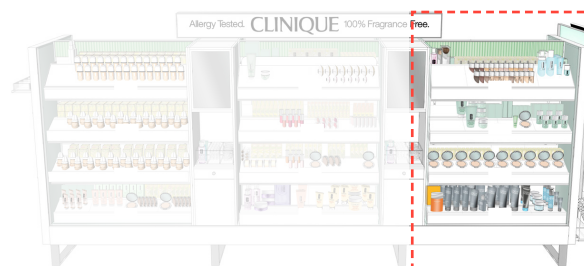
#2326378658

Prestige Specialist Gondola

Side B, Bay 3



BAY 3



GONDOLA RENDERING

GUIDELINES LEGEND

- UPDATE** New Graphic / Element
- NEW** New Product
- ★ Moved Existing Shelf
- ★ Moved Existing Product
- ★ Moved Existing Component

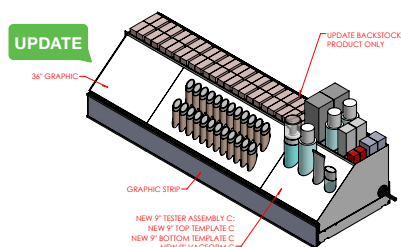
LOCATOR LEGEND

- New
- Relocated
- Use from stock
- Existing

• LOCATOR / TEMPLATE

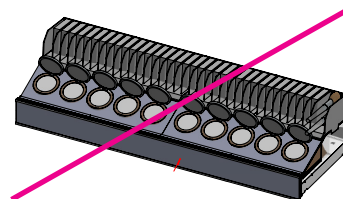
**INDICATES NOT UPDATING.
DO NOT THROW OUT.**

Bay 3
Shelf 1

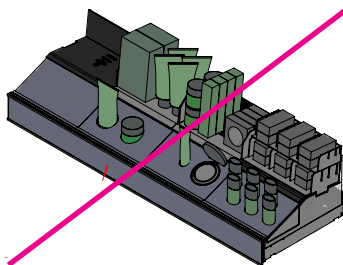


NEW: Acne Solutions Clinical Clearing Gel (Original Formula)
OUT: Acne Solutions Clinical Clearing Gel (Advanced)

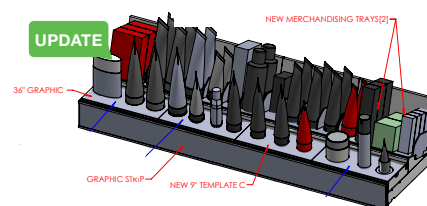
Bay 3
Shelf 3



Bay 3
Shelf 2



Bay 3
Shelf 4



NEW: CFM Daily Hydrator SPF35
OUT: CFM SPF21; CFM Super Energizer SPF25

**INDICATES NOT UPDATING.
DO NOT THROW OUT.**

• **BAY 3 GRAPHICS** - Prestige Specialist Gondola

Header

UPDATE

#2326378650

**Bay 3
Shelf 1**

UPDATE

Cover blemishes. Fight breakouts.

Lightweight + oil-free for a natural finish.
With salicylic acid to fight blemishes and redness with every wear.

Key Ingredient Skin type
Salicylic acid Oil Combination
Oil Dry Combination

Coverage **Finish**
Medium Natural

Helps clear breakouts with transfer-resistant, moderate + matte coverage.

Clear breakouts.

Prevent clogging with 2% salicylic acid.
Blend exfoliator with salicylic acid.
With salicylic acid (0.5%).
Get spot treatment.

#2326378665

UPDATE

Medium coverage. Natural finish. For acne-prone skin.

Acne Solutions™ Makeup \$29.99
Acne Solutions™ Concealer Cream \$29.99
Acne Solutions™ Concealer Cream \$29.99
Acne Solutions™ Concealer Cream \$29.99
Acne Solutions™ Concealer Cream \$29.99
Acne Solutions™ Concealer Cream \$29.99

#2326378659

**Bay 3
Shelf 2**

UPDATE

Calm your redness

Appropriate for skin with rosacea.

100% above a visible reduction in redness in 3.5 minutes.

Calms + color corrects visible redness.

Moisturizes redness. Melts away makeup + imperfections.

Coverage **Finish**
Medium Natural

Medium coverage. Moisturizes redness + soothes skin.

#2326378672

UPDATE

Soothing solutions for redness.

Redness Solutions™ Concealer \$29.99
Redness Solutions™ Concealer \$29.99
Redness Solutions™ Concealer \$29.99
Redness Solutions™ Concealer \$29.99
Redness Solutions™ Concealer \$29.99
Redness Solutions™ Concealer \$29.99

#2326378660

**Bay 3
Shelf 3**

UPDATE

Oil-controlling, sheer coverage powder. Sweat + humidity resistant. Natural matte finish.

Skin-balancing formula helps control oil + blur pores. Natural finish.

#2326378673

UPDATE

No shine. Oil-free makeup.

Shine-Matte Universal Blurring Powder \$49.99
Powder Blush \$49.99

#2326378661

**Bay 3
Shelf 4**

UPDATE

Fragrance. Cleansers. Daily exfoliators. Shaving. Moisturizers for every skin type. Eye cream.

#2326378674

UPDATE

Discover Clinique For Men™

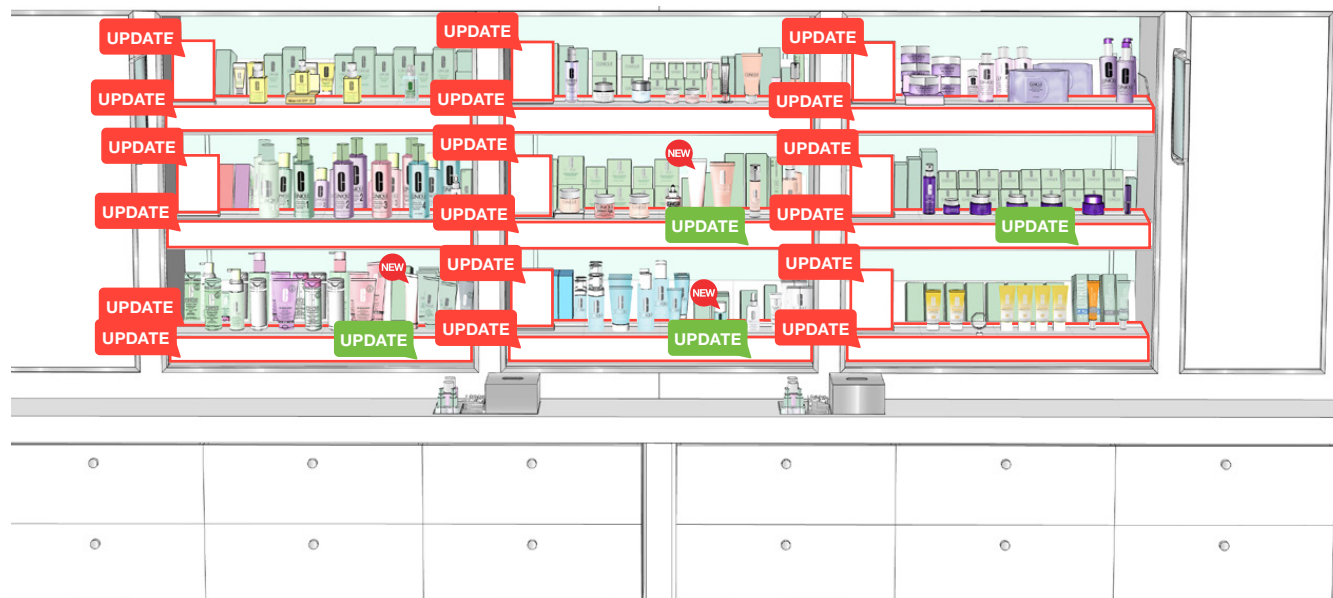
Acne Solutions™ For Men \$29.99
Face Wash \$29.99
Face Wash \$29.99
Chemical Face Wash \$29.99
Face Scrub \$29.99
Acne Shave Gel \$29.99
Post-Shave Soother \$29.99
Exfoliating Tonic \$29.99
Moisturizing Lotion \$29.99
Oil-Free Moisturizer \$29.99
Anti-Age Moisturizer \$29.99
Skin Hydration Boost \$29.99
Maximum Hydrator 7D Hour \$29.99
Maximum Hydrator 30 Hour \$29.99
Anti-Age Eye Cream \$29.99

#2326378662

Prestige Treatment Wall*

*Gen 1 / Pad differ slightly from render shown. HSQ does not have ladders.

Overview



UPDATES:

- **GRAPHICS & COMPONENTS**
 - **NEW** Paper Locator Graphics
 - **NEW** Paper Comm Bands
 - **NEW** Paper Comm Boxes
 - **NEW** Locator Tile

• LOCATION

- Bay 1, Shelves 1-3

UPDATES:

- **GRAPHICS & COMPONENTS**
 - **NEW** Paper Locator Graphics
 - **NEW** Paper Comm Bands
 - **NEW** Paper Comm Boxes
 - **NEW** Locator Tiles

• LOCATION

- Bay 2, Shelves 1-3

UPDATES:

- **GRAPHICS & COMPONENTS**
 - **NEW** Paper Locator Graphics
 - **NEW** Paper Comm Bands
 - **NEW** Paper Comm Boxes
 - **NEW** Locator Tile

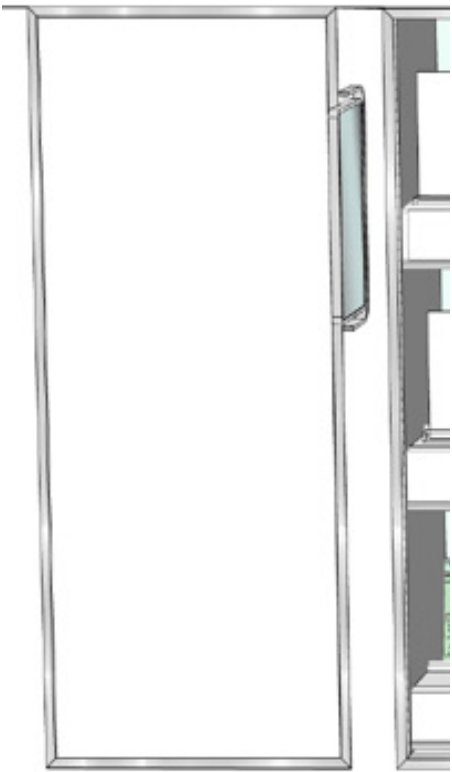
• LOCATION

- Bay 3, Shelves 1-3

Prestige Treatment Wall

Left Ladder

NO UPDATES



Left Ladder



TREATMENT WALL RENDERING

GUIDELINES LEGEND

UPDATE

New Graphic / Element

NEW

New Product

★

Moved Existing Shelf

★

Moved Existing Product

★

Moved Existing Component

LOCATOR LEGEND

■

New

■

Relocated

■

Use from stock

■

Existing

INDICATES NOT UPDATING.
DO NOT THROW OUT.

Left
Ladder

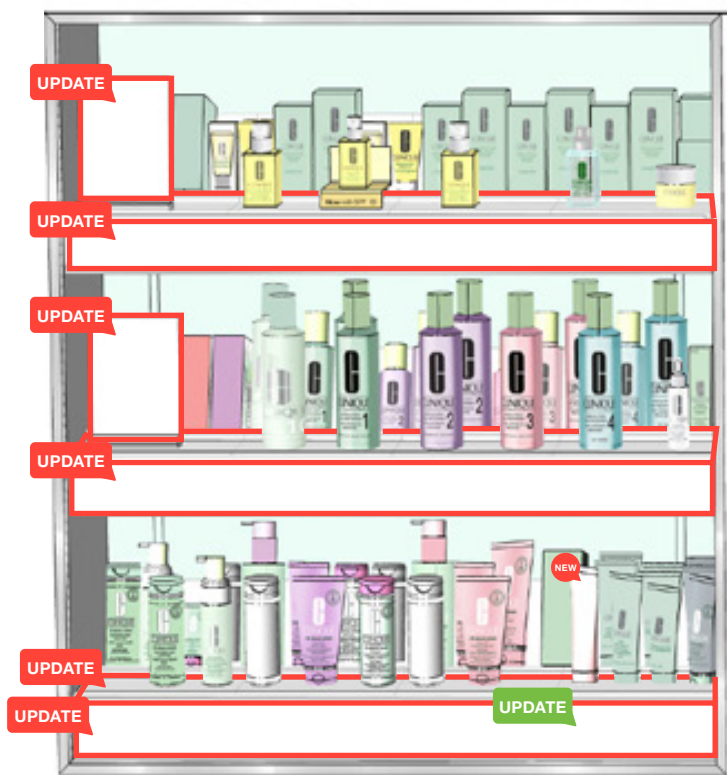


#2325292068

Left Ladder Magnetic

Prestige Treatment Wall

Bay 1



BAY 1



TREATMENT WALL RENDERING

GUIDELINES LEGEND

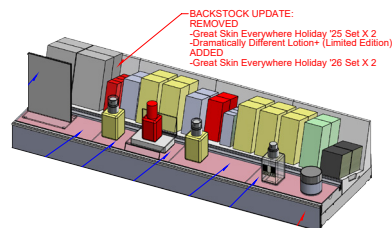
- UPDATE** New Graphic / Element
- NEW** New Product
- ★ Moved Existing Shelf
- ★ Moved Existing Product
- ★ Moved Existing Component

LOCATOR LEGEND

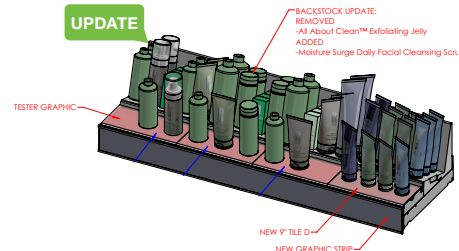
- New
- Relocated
- Use from stock
- Existing

• LOCATOR / TEMPLATE

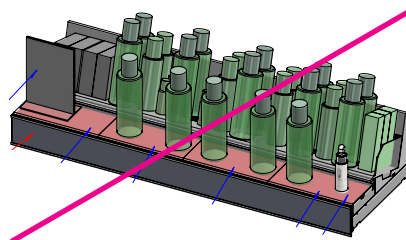
**INDICATES NOT UPDATING.
DO NOT THROW OUT.**

Bay 1
Shelf 1

NEW: F26 Great Skin Everywhere Set
OUT: S26 3 Step Set

Bay 1
Shelf 3

NEW: Moisture Surge Exfoliating Glow Cleanser
OUT: All About Clean 2-in-1 Exfoliating Jelly

Bay 1
Shelf 2

INDICATES NOT UPDATING.
DO NOT THROW OUT.

• BAY 1 GRAPHICS - Prestige Treatment Wall



#2325292066 (Header) / #2325292069 (Left) #2325292070 (Right)

Bay 1
Shelf 1

UPDATE

The barrier-building icon.

Repairs skin's barrier in just 2 hours.

with pure ceramides + glycerin

B1S1 Pedestal

PRODUCED BY ARRAY

B1S1 Glorifier

new

new exclusive

NEW LOCATION ARTWORK NOT UPDATED

UPDATE

Pure Uns Pure Glycerin

Very Dry to Dry Combination

Combination Only to Oily

All Skin Types

Very Dry

#2326378705

UPDATE

#2326378696

Chemically Different Moisturizing Lotion+ SPF 25 \$7.99/oz | \$16.17/oz | \$24.43/oz | \$40.47/oz

Chemically Different Moisturizing Gel \$7.99/oz | \$16.17/oz | \$24.43/oz | \$40.47/oz

Chemically Different Hydrating Jelly \$24.43/oz

Chemically Different Moisturizing Cream \$24.43/oz

Moisturizers for more resilient skin.

#2326378687

Bay 1
Shelf 2

UPDATE

Instant exfoliation for radiant skin.

3 seconds to radiance.

.....

UPDATE

Acetyl Glucosamine

Helps restore skin's natural barrier.

Sensitive to Dry

Dry Combination

Combination Only to Oily

Very Oily

Twice-a-week pick.

All Skin Types.

#2326378706

UPDATE

#2326378697

Clarifying Lotion 1.0 \$17.00/oz

Clarifying Lotion 1 \$23.97/oz | \$37.00/oz

Clarifying Lotion 2 \$30.00/oz | \$35.00/oz | \$57.00/oz

Clarifying Lotion 3 \$30.00/oz | \$35.00/oz | \$57.00/oz

Clarifying Lotion 4 \$23.97/oz | \$37.00/oz

Clarifying Do-Over Peel \$16.00/oz

Gentle liquid exfoliators.

#2326378688

.....

UPDATE

Which cleanser is for you?

Clinique has facial cleansers for every skin type. Find yours.

Very Dry to Dry

Very Dry to Dry Combination

Combination Only to Oily

All Skin Types

Exfoliating scrubs with environmentally friendly beads.

#2326378698

UPDATE

All About Clean+ Liquid Peal-Snap Extra Mild \$29.97/oz

All About Clean+ Extra Gentle-Cleansing Foam \$29.97/oz

All About Clean+ Liquid Peal-Snap Mild \$10.00/oz | \$29.97/oz | \$45.00/oz

All About Clean+ Foaming Peal-Snap \$20.00/oz

All About Clean+ Moisturize \$22.97/oz

All About Clean+ Liquid Peal-Snap Oily \$10.00/oz | \$29.97/oz | \$45.00/oz

All About Clean+ Snow Off Foaming Cleanser \$9.99/oz | \$29.97/oz | \$45.00/oz

Moisture Super-Exfoliating \$29.97/oz

2 Day Scrub \$29.97/oz

Exfoliating Scrub \$29.97/oz

All About Clean+ Mask+ Scrub \$29.97/oz

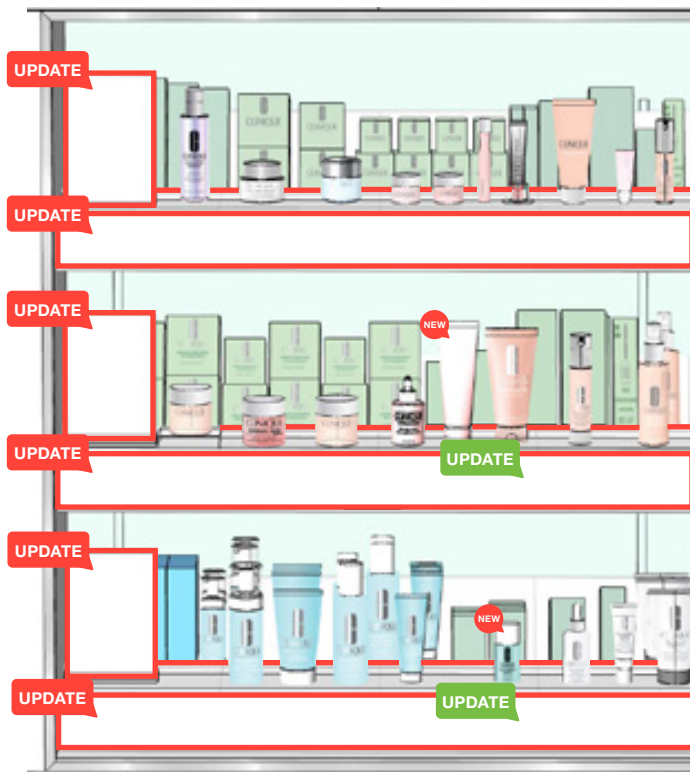
Cleansers for every skin type.

Exfoliators.

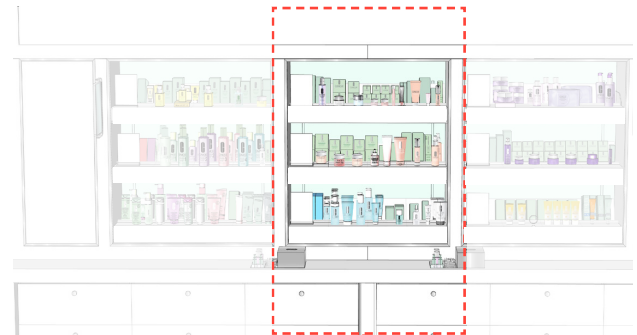
#2326378689

Prestige Treatment Wall

Bay 2



BAY 2



TREATMENT WALL RENDERING

GUIDELINES LEGEND

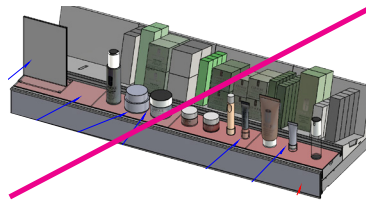
- UPDATE** New Graphic / Element
- NEW** New Product
- ★ Moved Existing Shelf
- ★ Moved Existing Product
- ★ Moved Existing Component

LOCATOR LEGEND

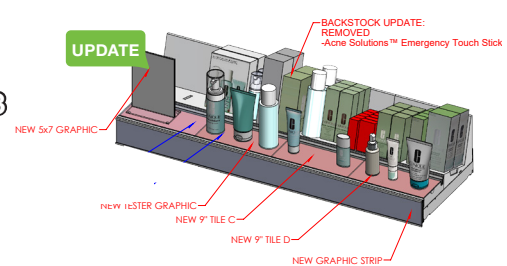
- New
- Relocated
- Use from stock
- Existing

• LOCATOR / TEMPLATE

Bay 2
Shelf 1

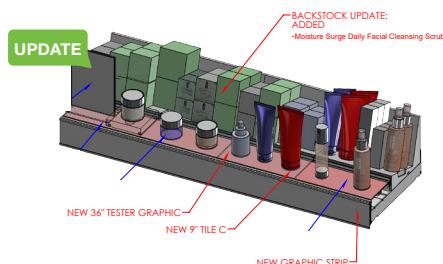


Bay 2
Shelf 3



**INDICATES NOT UPDATING.
DO NOT THROW OUT.**

Bay 2
Shelf 2



NEW: MS Exfoliating Facial Scrub

NEW: Acne Solutions Clinical Clearing Gel (Original Formula)
OUT: Acne Solutions Clinical Clearing Gel (Advanced); Acne Solutions Touch Stick

INDICATES NOT UPDATING.
DO NOT THROW OUT.

• BAY 2 GRAPHICS - Prestige Treatment Wall

Bay 2
Shelf 1

UPDATE

Even better skin for all.
For dark spots on all skin tones.

56%
Reduction in dark spots
(after 4 weeks)

49%
Lighter skin tones
(after 4 weeks)

#2326378707

UPDATE

Advanced formula.
With UP302, vitamin C
+ niacinamide.

Moisturizers to brighten + revitalize.

Soothe + revitalize eyes.

Overnight mask.

Lip + eye treatments.

#2326378699

Dark spot solutions + targeted hydration.

Even Better Clinical™ Dark Spot Correcting Serum \$65 100 ml | \$95 150 ml

Even Better Clinical™ Moisturizer \$65 100 ml

Turnaround™ Overnight Moisturizer \$58 1.7 fl oz

All About Eyes™ \$39 100 ml | \$66 150 ml

All About Eyes™ Rich \$39 100 ml | \$66 150 ml

All About Eyes™ Serum \$41 100 ml

All About Eyes™ Brightening Serum \$48 100 ml

Moisture Surge™ Overnight Mask \$47 1.6 fl oz

Moisture Surge™ Lip \$26 0.15 fl oz

Moisture Surge™ Eye™ \$42 0.15 fl oz

Bay 2
Shelf 2

UPDATE

Overflow with glow.

100%
more hydration
in hydration
and glow.
with
exfoliating
acid Salicylic acid
+ Hyaluronic acid.

#2326378708

UPDATE

Also Richment™ + hyaluronic acid.

Hydration + SPF protection.

Exfoliate, hydrate + brighten.

48-hour body hydration.

Ultralight water-gel.

Fine-mist spray.

#2326378700

UPDATE

Oil-free hydration for glowing skin.

Moisture Surge™ 100% \$31 100 ml | \$46 150 ml | \$65 200 ml | \$89 4 fl oz

Moisture Surge™ SPF 28 Hydrator \$31 100 ml | \$46 150 ml | \$65 200 ml

Moisture Surge™ Intense \$31 100 ml | \$46 150 ml | \$65 200 ml

Moisture Surge™ Glow Serum \$48 100 ml | \$65 150 ml

Moisture Surge™ Micro-Challenge™ \$39 1.7 fl oz

Moisture Surge™ Body Hydrator \$48 2 fl oz

Moisture Surge™ Concentrate \$51 1.6 fl oz

Moisture Surge™ Face Spray \$10 100 ml | \$15 150 ml

Bay 2
Shelf 3

UPDATE

Prescription strength formula.

95%
say skin
looks clearer
overnight.
with
salicylic acid.

#2326378709

UPDATE

Salicylic Acid
Prevent, treat, and clear blackheads, white blemishes.

Prevent.

Treat.

See visible reduction of blemishes starting in 3 days.

Treat.

Treat.

Blackheads.

#2326378701

UPDATE

Clear Skin-Min K12 \$20

Acne Solutions™ Clearing Foam \$13 1.7 fl oz | \$20 4.2 fl oz

Acne Solutions™ Clearing Gel \$29 1.7 fl oz

Acne Solutions™ Clear Day Lotion \$22 4.7 fl oz

Acne Solutions™ Treatment \$31 1.7 fl oz

Acne Solutions™ Clinical Clearing Gel \$23 3 fl oz | \$34 11 fl oz

Acne Solutions™ Serum \$29 10 fl oz

Blackhead Solutions™ \$38 0.6 fl oz

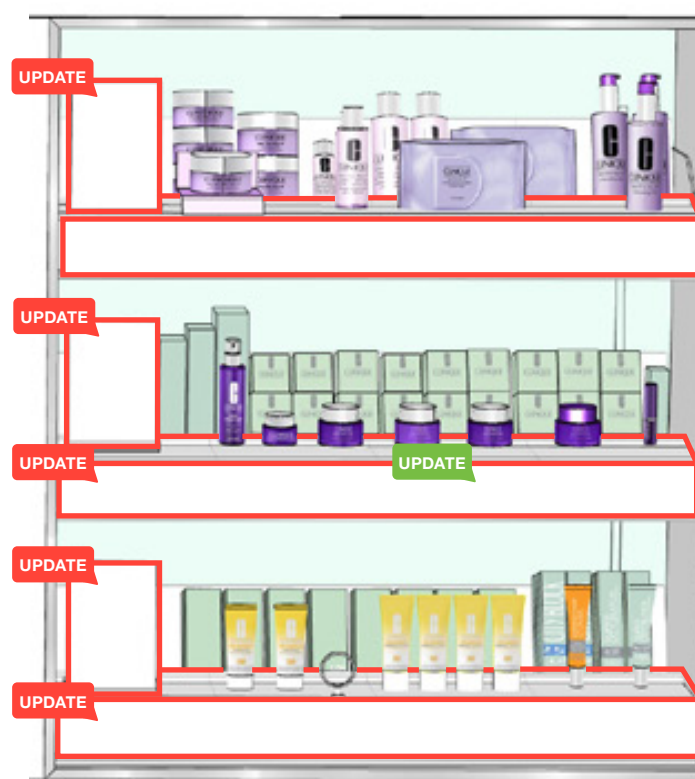
Blackhead Solutions™ 120x Scrub \$31 1.3 fl oz

Dermatological solutions for acne.

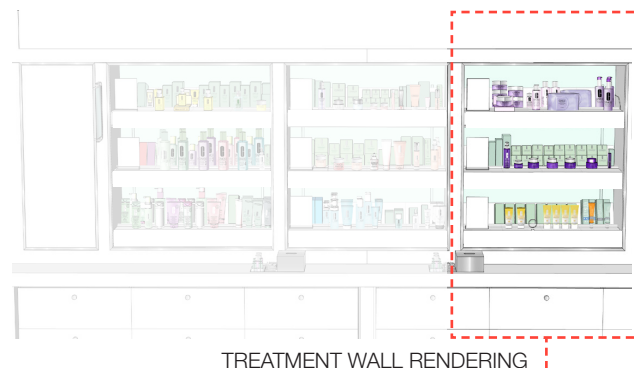
#2326378692

Prestige Treatment Wall

Bay 3



BAY 3



TREATMENT WALL RENDERING

GUIDELINES LEGEND

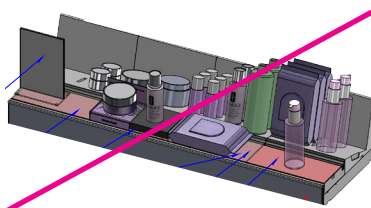
- UPDATE** New Graphic / Element
- NEW** New Product
- ★ Moved Existing Shelf
- ★ Moved Existing Product
- ★ Moved Existing Component

LOCATOR LEGEND

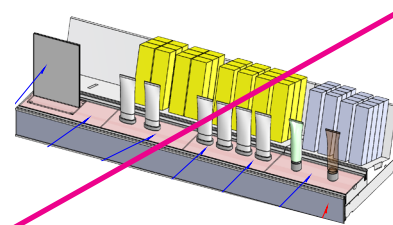
- New
- Relocated
- Use from stock
- Existing

• LOCATOR / TEMPLATE

Bay 3
Shelf 1

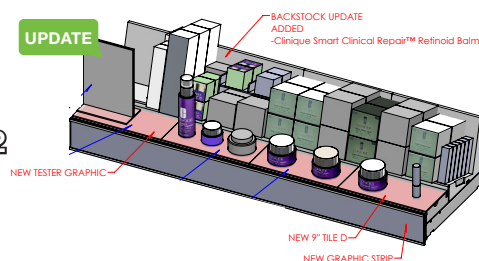


Bay 3
Shelf 3



INDICATES NOT UPDATING.
DO NOT THROW OUT.

Bay 3
Shelf 2



OUT: Clinique Smart Night Clinical MD Retinol Serum

INDICATES NOT UPDATING.
DO NOT THROW OUT.

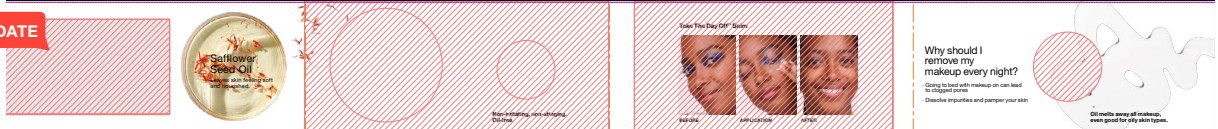
• BAY 3 GRAPHICS - Prestige Treatment Wall

Bay 3
Shelf 1



#2326378710

UPDATE



#2326378702

UPDATE



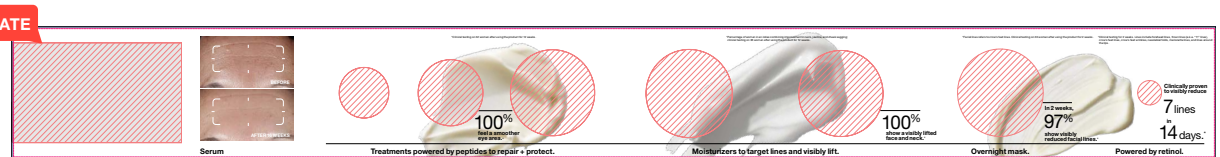
#2326378693

Bay 3
Shelf 2



#2326378711

UPDATE



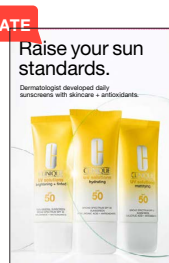
#2326378703

UPDATE



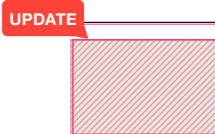
#2326378694

UPDATE



#2326378712

Bay 3
Shelf 3



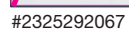
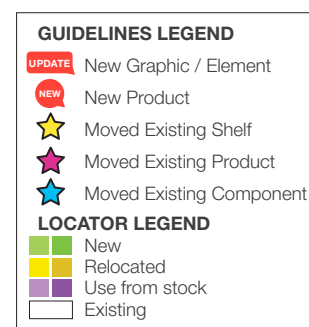
#2326378704



Dermatologist tested SPF.

#2326378695

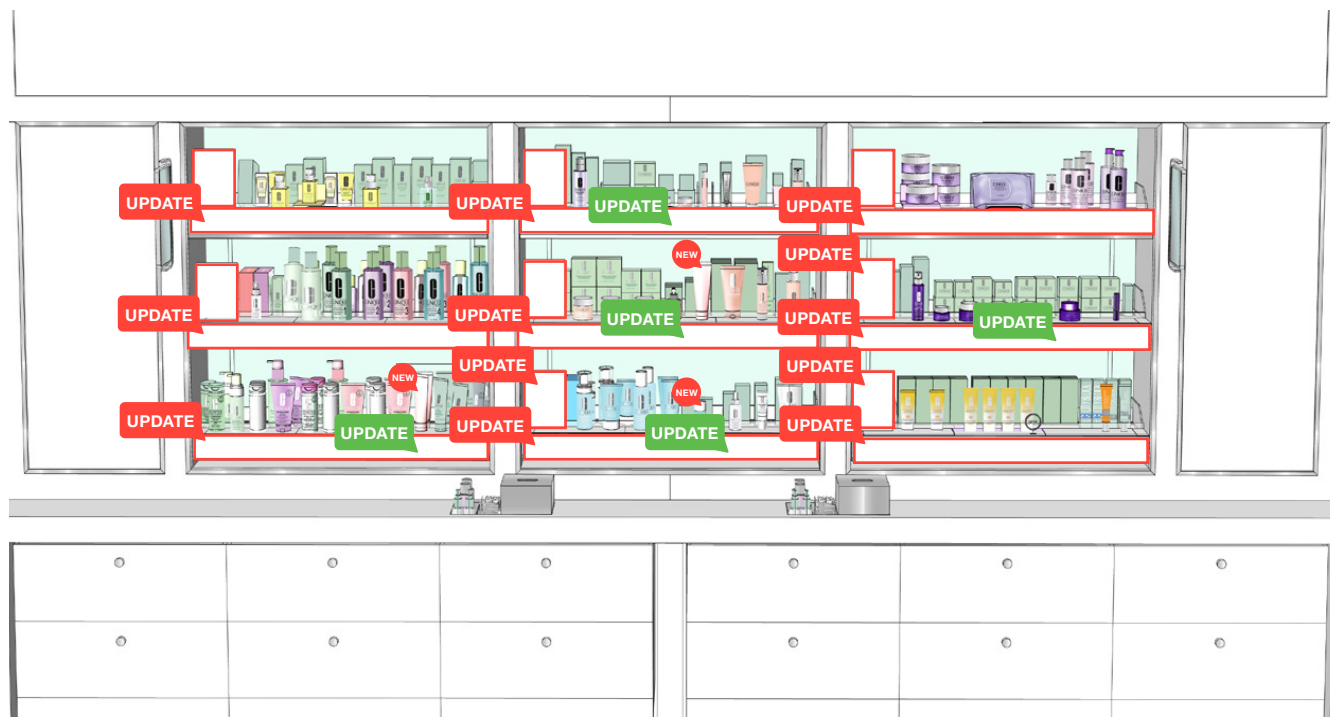
Right Ladder



Right Ladder Magnetic

Boutique Treatment Wall

Overview



UPDATES:

- **GRAPHICS & COMPONENTS**
 - **NEW** Paper Locator Graphics
 - **NEW** Paper Comm Bands
 - **NEW** Paper Comm Boxes
 - **NEW** Locator Tile

• **LOCATION**

- Bay 1, Shelves 1-3

UPDATES:

- **GRAPHICS & COMPONENTS**
 - **NEW** Paper Locator Graphics
 - **NEW** Paper Comm Bands
 - **NEW** Paper Comm Boxes
 - **NEW** Locator Tiles

• **LOCATION**

- Bay 2, Shelves 1-3

UPDATES:

- **GRAPHICS & COMPONENTS**
 - **NEW** Paper Locator Graphics
 - **NEW** Paper Comm Bands
 - **NEW** Paper Comm Boxes
 - **NEW** Locator Tile

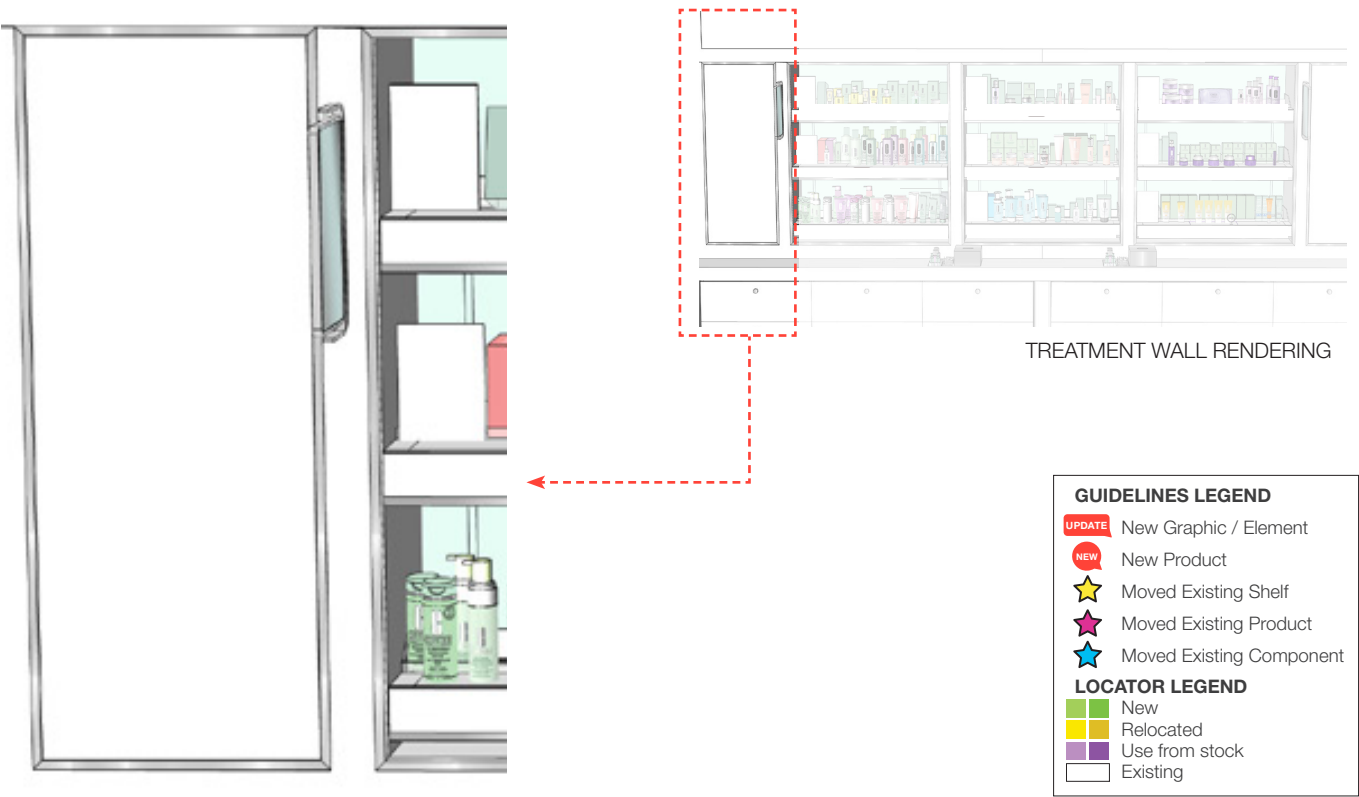
• **LOCATION**

- Bay 3, Shelves 1-3

Boutique Treatment Wall

Left Ladder

NO UPDATES



INDICATES NOT UPDATING.
DO NOT THROW OUT.

Left
Ladder

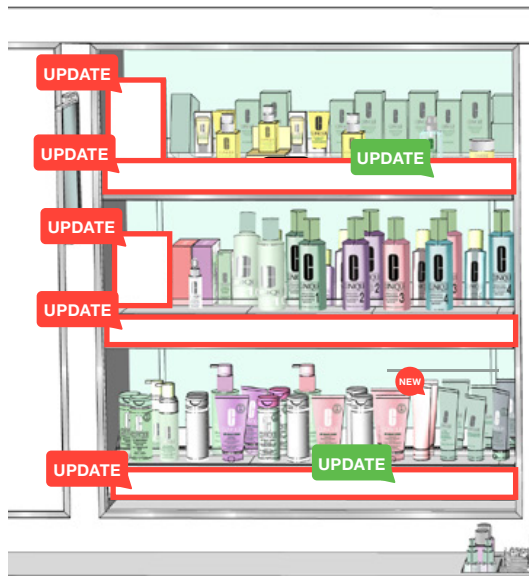


#2325292068

Left Ladder Magnetic

Boutique Treatment Wall

Bay 1



BAY 1



TREATMENT WALL RENDERING

GUIDELINES LEGEND

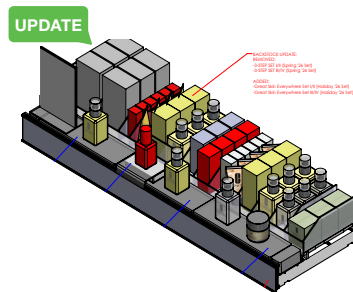
- UPDATE** New Graphic / Element
- NEW** New Product
- ★ Moved Existing Shelf
- ★ Moved Existing Product
- ★ Moved Existing Component

LOCATOR LEGEND

- New
- Relocated
- Use from stock
- Existing

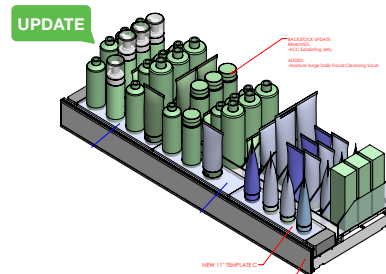
• LOCATOR / TEMPLATE

Bay 1
Shelf 1



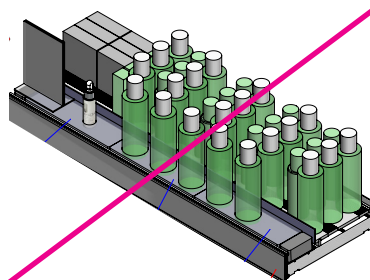
NEW: F26 Great Skin Everywhere Set
OUT: S26 3-Step Set

Bay 1
Shelf 3



NEW: Moisture Surge Exfoliating Glow Cleanser
OUT: All About Clean 2-in-1 Exfoliating Jelly

Bay 1
Shelf 2



INDICATES NOT UPDATING.
DO NOT THROW OUT.

• BAY 1 GRAPHICS - Boutique Treatment Wall

INDICATES NOT UPDATING.
DO NOT THROW OUT.



#2325292066 (Header) / #2325292069 (Left) #2325292070 (Right)

Bay 1
Shelf 1

UPDATE

the barrier-building icon.

Repairs skin's barrier in just 2 hours.

CLINIQUE smart clinical repair serum

#2326378582

B1S1 Glorifier

~~new~~ ~~new & exclusive~~

NEW LOCATION ARTWORK NOT UPDATED

UPDATE

Moisturizers for more resilient skin.

#2326378591

Bay 1
Shelf 2

UPDATE

instant exfoliation for radiant skin.

CLINIQUE 3

#2326378583

UPDATE

Gentle liquid exfoliators.

#2326378592

Bay 1
Shelf 3

UPDATE

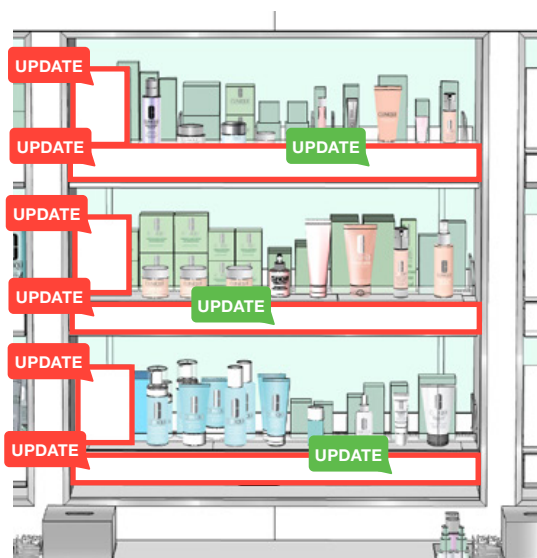
Cleansers for every skin type.

Exfoliators.

#2326378593

Boutique Treatment Wall

Bay 2



BAY 2



TREATMENT WALL RENDERING

GUIDELINES LEGEND

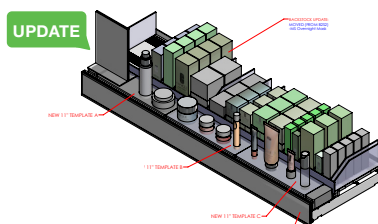
- UPDATE** New Graphic / Element
- NEW** New Product
- ★ Moved Existing Shelf
- ★ Moved Existing Product
- ★ Moved Existing Component

LOCATOR LEGEND

- New
- Relocated
- Use from stock
- Existing

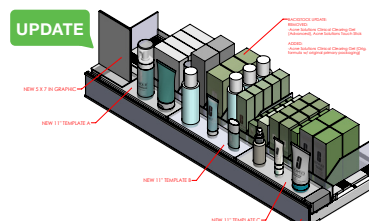
• LOCATOR / TEMPLATE

Bay 2
Shelf 1



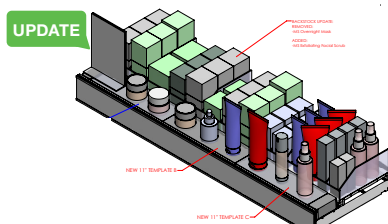
MOVE: Moisture Surge Overnight Mask (from B2S2)

Bay 2
Shelf 3



NEW: Acne Solutions Clinical Clearing Gel (Original Formula)
OUT: Acne Solutions Clinical Clearing Gel (Advanced Formula)

Bay 2
Shelf 2



NEW: Moisture Surge Exfoliating Glow Cleanser
OUT: Moisture Surge Overnight Mask (moving to B2S1)

• BAY 2 GRAPHICS - Boutique Treatment Wall

INDICATES NOT UPDATING.
DO NOT THROW OUT.

Bay 2
Shelf 1



UPDATE

Advanced Formula Even Better Clinical Moisturizer \$65 1.7oz	Even Better Clinical Moisturizer \$65 1.7oz	Turnaround Overnight Moisturizer \$58 1.7oz	All About Eyes \$39 1oz \$66 1.5oz	All About Eyes - Rich \$39 1oz \$66 1.5oz	All About Eyes - Serum \$41 1oz	All About Eyes - Brightening Serum \$40 1oz	Medium Surge Overnight Mask \$47 1.8oz	Medium Surge - Lip \$34 1oz	Medium Surge Eye - \$45 1oz
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Dark spot solutions + targeted hydration.

#2326378594

Bay 2
Shelf 2



UPDATE

Medium Surge - 100% \$51 1oz \$84 1.5oz \$88 2oz \$89 1.5oz	Medium Surge - SPF 35 Hydrator \$31 1oz \$64 1.5oz \$68 2oz	Medium Surge - Intense \$31 1oz \$64 1.5oz \$68 2oz	Medium Surge - Glow Serum \$49 1oz \$66 1.5oz	Medium Surge - Exfoliating Glow Cleanser \$23 1.7oz	Medium Surge - Daily Hydrator \$45 1.7oz	Medium Surge - Concentrate \$31 1oz	Medium Surge - Face Spray \$36 1oz \$52 1.5oz
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Oil-free hydration for glowing skin.

#2326378595

Bay 2
Shelf 3



UPDATE

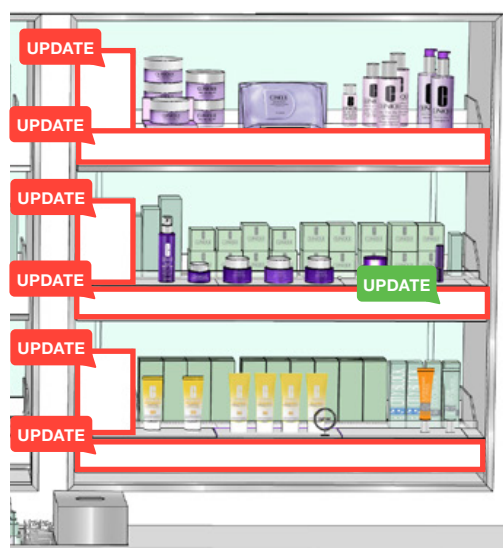
Clear Skin Routine Moist \$20	Breakout Solutions Exfoliator \$38 1oz	Breakout Solutions 2 Day Serum \$21 1.5oz	Acne Solutions - Clearing Toner \$12 1.7oz \$24 1.7oz	Acne Solutions - Clearing Gel \$29 1.7oz	Acne Solutions - Clearing Gel \$29 1.7oz	Acne Solutions - Clearing Gel \$29 1.7oz	Acne Solutions - Clearing Gel \$29 1.7oz	Acne Solutions - Clearing Gel \$29 1.7oz	Acne Solutions - Clearing Gel \$29 1.7oz
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Dermatological solutions for acne-prone skin.

#2326378596

Boutique Treatment Wall

Bay 3



BAY 3



TREATMENT WALL RENDERING

GUIDELINES LEGEND

- UPDATE** New Graphic / Element
- NEW** New Product
- ★ Moved Existing Shelf
- ★ Moved Existing Product
- ★ Moved Existing Component

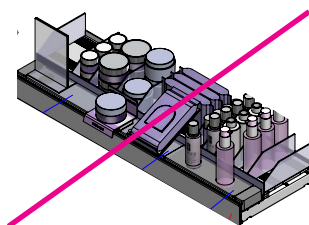
LOCATOR LEGEND

- New
- Relocated
- Use from stock
- Existing

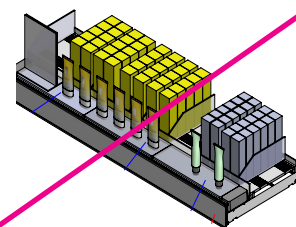
• LOCATOR / TEMPLATE

**INDICATES NOT UPDATING.
DO NOT THROW OUT.**

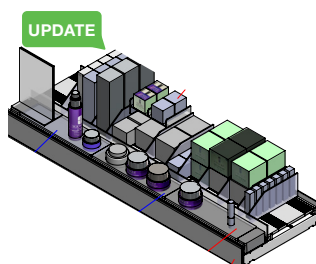
Bay 3
Shelf 1



Bay 3
Shelf 3



Bay 3
Shelf 2



OUT: Clinique Smart Night Clinical MD Retinol Serum

• BAY 3 GRAPHICS - Boutique Treatment Wall

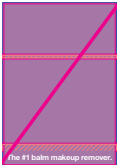
INDICATES NOT UPDATING.
DO NOT THROW OUT.

Bay 3
Shelf 1



#2326378587

B3S1
Pedestal



B3S1
Pedestal



#2326378588

UPDATE

Take The Day Off® - Balm
\$15 / 1oz | \$44 / 4oz | \$88 / 8oz

Take The Day Off® - Swatchless
\$22 / 1oz

Take The Day Off® - Makeup Remover
\$15 / 1oz | \$44 / 4oz | \$88 / 8oz

Take The Day Off® - LSP
\$27 / 4.7oz

Our most-loved makeup removers.

#2326378597

Bay 3
Shelf 2



#2326378589

.....

UPDATE

Cinque Smart® Clinical Repair™
Cinque Smart® Clinical Repair™
\$58 / 1oz | \$116 / 2oz | \$174 / 3oz

Cinque Smart® Clinical Repair™
Cinque Smart® Clinical Repair™
\$58 / 1oz | \$116 / 2oz | \$174 / 3oz

Cinque Smart® Clinical Repair™
Cinque Smart® Clinical Repair™
\$58 / 1oz | \$116 / 2oz | \$174 / 3oz

Cinque Smart® Clinical Repair™
Cinque Smart® Clinical Repair™
\$58 / 1oz | \$116 / 2oz | \$174 / 3oz

Cinque Smart® Clinical Repair™
Cinque Smart® Clinical Repair™
\$58 / 1oz | \$116 / 2oz | \$174 / 3oz

Cinque Smart® Clinical Repair™
Cinque Smart® Clinical Repair™
\$58 / 1oz | \$116 / 2oz | \$174 / 3oz

Cinque Smart® Clinical Repair™
Cinque Smart® Clinical Repair™
\$58 / 1oz | \$116 / 2oz | \$174 / 3oz

Cinque Smart® Clinical Repair™
Cinque Smart® Clinical Repair™
\$58 / 1oz | \$116 / 2oz | \$174 / 3oz

Targeted treatments for lines + wrinkles.

#2326378598

.....

Bay 3
Shelf 3



#2326378590

UPDATE

LSP Solution® Hydrating
Dermatologist Tested SPF 50
\$45 / 1.6oz

LSP Solution® Hydrating
Dermatologist Tested SPF 50
\$45 / 1.6oz

LSP Solution® Hydrating + Tinted Dermatologist Tested SPF 50
\$44 / 1.6oz

SuperHydrator®
Dermatologist Tested SPF 50
\$45 / 1.6oz

Oil Free®
Dermatologist Tested SPF 50
\$45 / 1.6oz

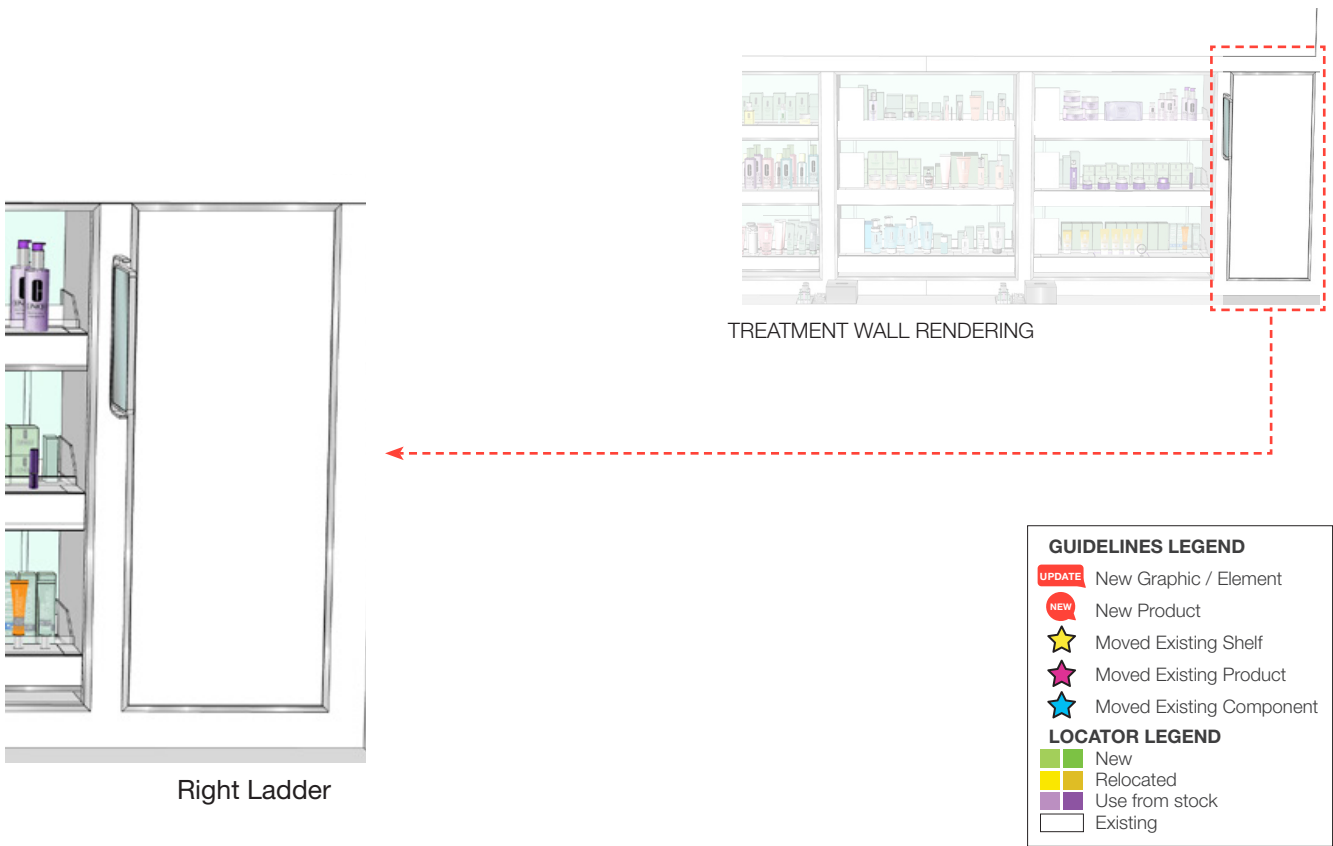
Dermatologist tested SPF.

#2326378599

Boutique Treatment Wall

NO UPDATES

Right Ladder



Right Ladder

INDICATES NOT UPDATING.
DO NOT THROW OUT.



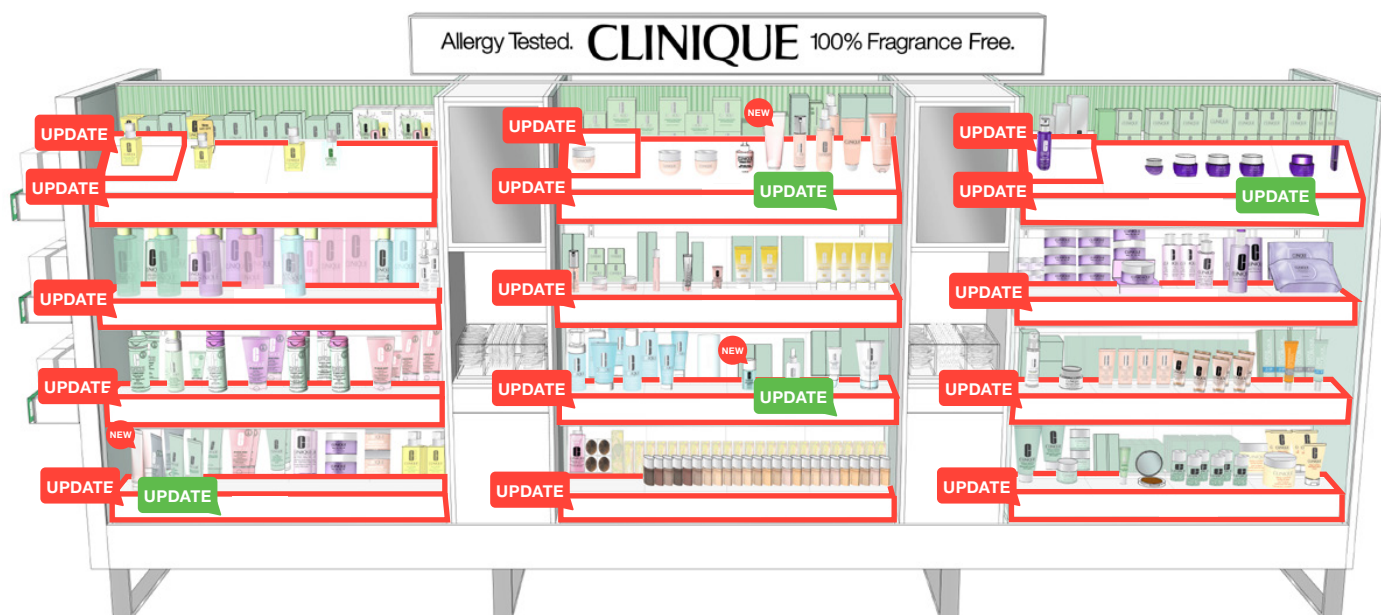
Right Ladder

#2325292067
Right Ladder Magnetic

Gondola Only - Treatment & Color

Gondola Only - Treatment

Overview



UPDATES:

- **GRAPHICS & COMPONENTS**
 - **NEW** Paper Locator Graphics
 - **NEW** Paper Comm Bands
 - **NEW** Paper Comm Box
 - **NEW** Locator Tile

• LOCATION

- Bay 1, Shelves 1-4

UPDATES:

- **GRAPHICS & COMPONENTS**
 - **NEW** Paper Locator Graphics
 - **NEW** Paper Comm Bands
 - **NEW** Paper Comm Box
 - **NEW** Locator Tiles

• LOCATION

- Bay 2, Shelves 1-4

UPDATES:

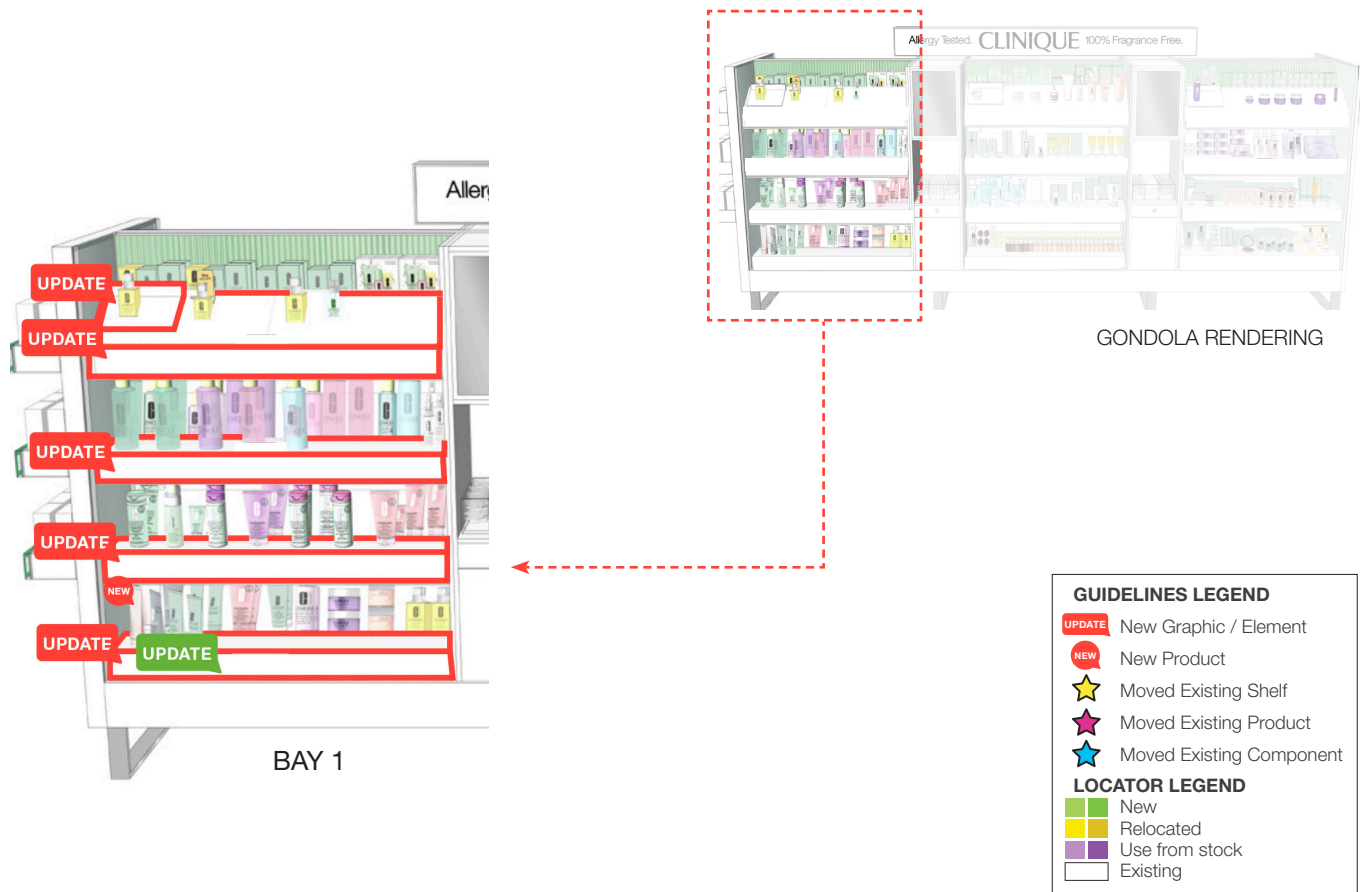
- **GRAPHICS & COMPONENTS**
 - **NEW** Paper Locator Graphics
 - **NEW** Paper Comm Bands
 - **NEW** Paper Comm Box
 - **NEW** Locator Tile

• LOCATION

- Bay 3, Shelves 1-4

Gondola Only - Treatment

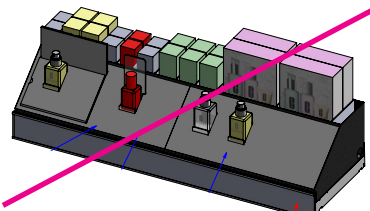
Bay 1 Updates



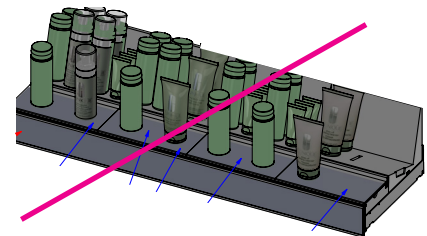
• LOCATOR / TEMPLATE

**INDICATES NOT UPDATING.
DO NOT THROW OUT.**

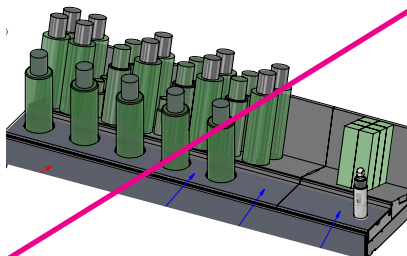
Bay 1
Shelf 1



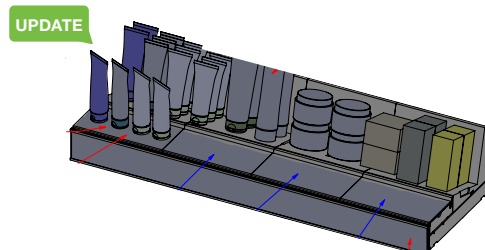
Bay 1
Shelf 3



Bay 1
Shelf 2



Bay 1
Shelf 4

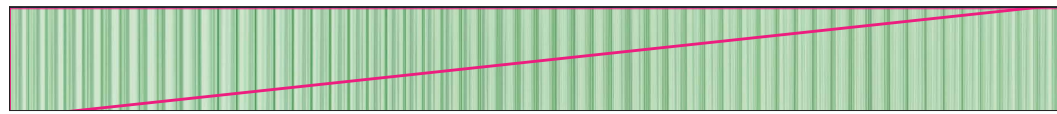


NEW: Moisture Surge Exfoliating Glow Cleanser
OUT: All About Clean 2-in-1 Exfoliating Jelly

INDICATES NOT UPDATING.
DO NOT THROW OUT.

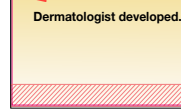
• BAY 1 GRAPHICS - Gondola Only

Header



#2324229558

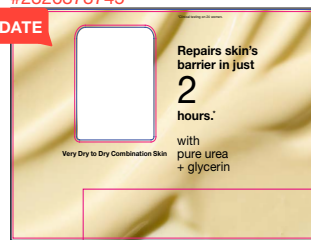
UPDATE



#2326378748

B1S1
Riser Base

UPDATE



B1S1
Shelf Talker

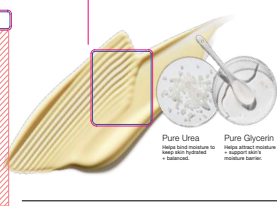
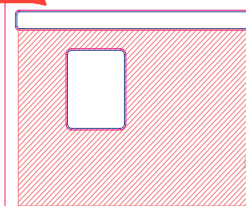


B1S1
Glorifier

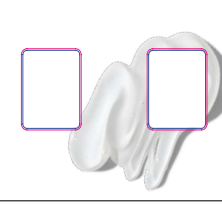


NEW LOCATION ARTWORK NOT UPDATING

UPDATE



Very Dry to Dry Combination



Combination Oily to Oily



3 steps.
1 cleanse & dry.
Every day.



#2326378742

UPDATE

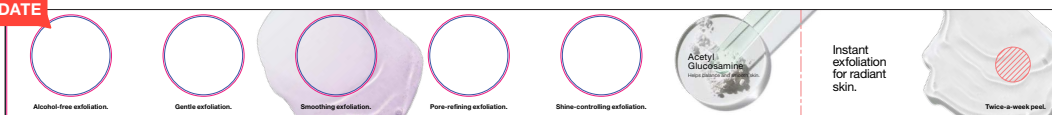


#2326378730

.....

Bay 1
Shelf 2

UPDATE



#2326378749

UPDATE

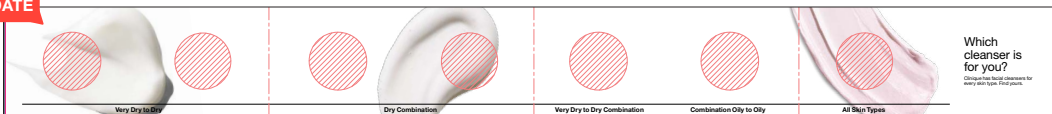


#2326378731

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Bay 1
Shelf 3

UPDATE



#2326378750

UPDATE

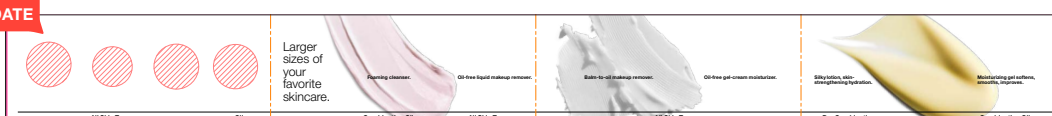


#2326378732

.....

Bay 1
Shelf 4

UPDATE



#2326378751

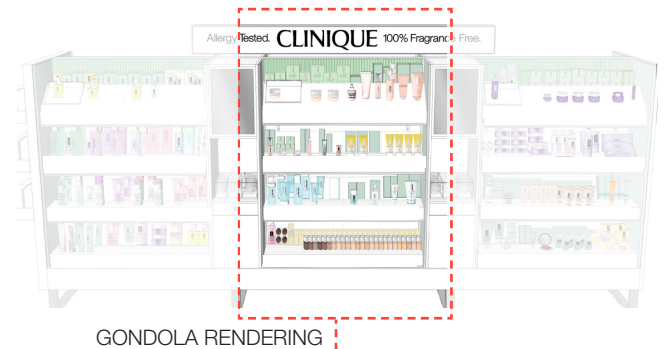
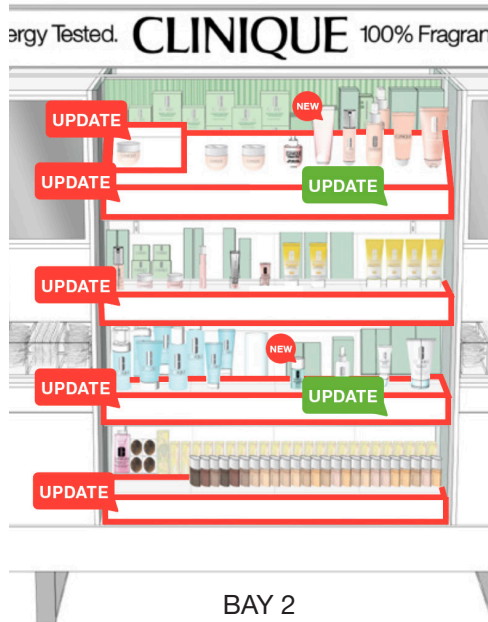
UPDATE



#2326378733

Gondola Only - Treatment

Bay 2



GUIDELINES LEGEND

- UPDATE** New Graphic / Element
- NEW** New Product
- ★ Moved Existing Shelf
- ★ Moved Existing Product
- ★ Moved Existing Component

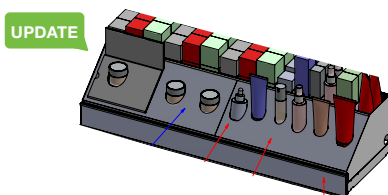
LOCATOR LEGEND

- New
- Relocated
- Use from stock
- Existing

• LOCATOR / TEMPLATE

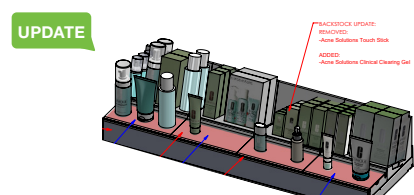
**INDICATES NOT UPDATING.
DO NOT THROW OUT.**

Bay 2
Shelf 1



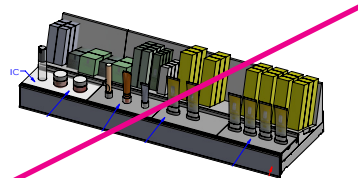
NEW: MS Exfoliating Glow Cleanser

Bay 2
Shelf 3

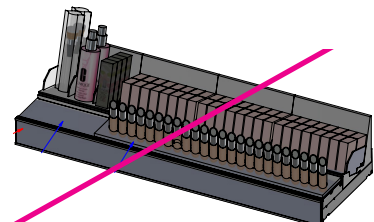


NEW: Acne Solutions Clinical Clearing Gel (Original Formula)
OUT: Acne Solutions Clinical Clearing Gel (Advanced); Acne Solutions Touch Stick

Bay 2
Shelf 2



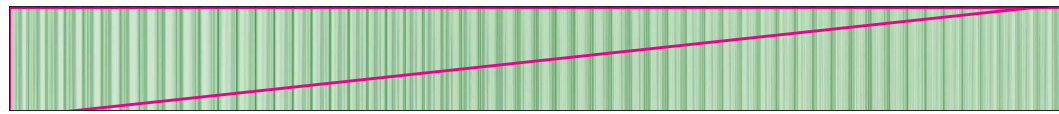
Bay 2
Shelf 4



INDICATES NOT UPDATING.
DO NOT THROW OUT.

• BAY 2 GRAPHICS - Gondola Only

Header



#2324229559

UPDATE

Instant hydration.

#2326378752

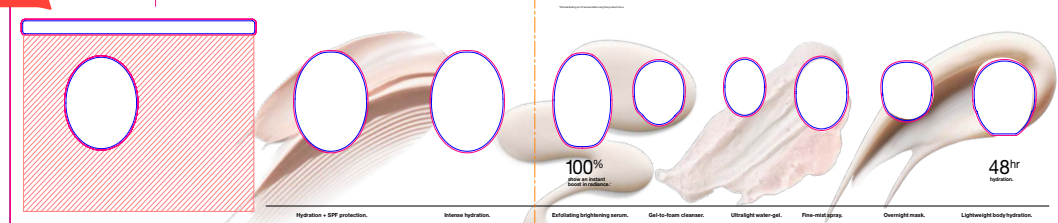
B2S1
Riser Base

#2326378743

UPDATE

100%
show a boost
in hydration*
and glow.*
with exclusive
Aloe Bioferment
+ hyaluronic acid

UPDATE



#2326378746

UPDATE

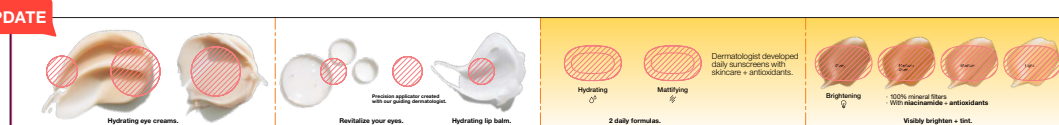
Oil-free hydration for glowing skin.

#2326378734

Bay 2
Shelf 1

Bay 2
Shelf 2

UPDATE



#2326378753

UPDATE

Eye care + lip balm.

Dermatologist tested SPF.

#2326378735

Bay 2
Shelf 3

UPDATE



#2326378754

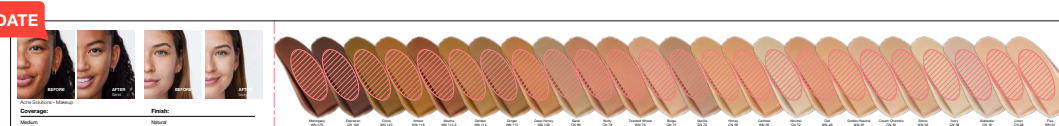
UPDATE

Dermatological solutions for acne.

#2326378736

Bay 2
Shelf 4

UPDATE



#2326378755

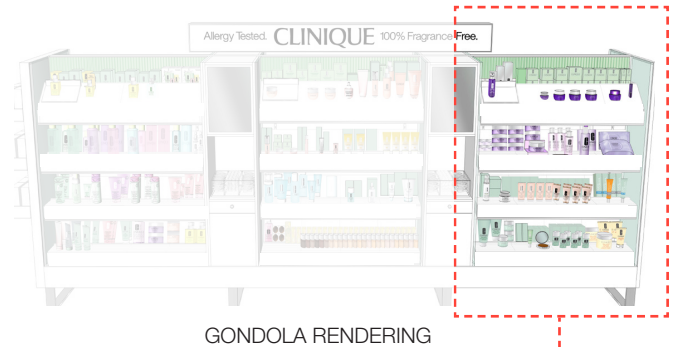
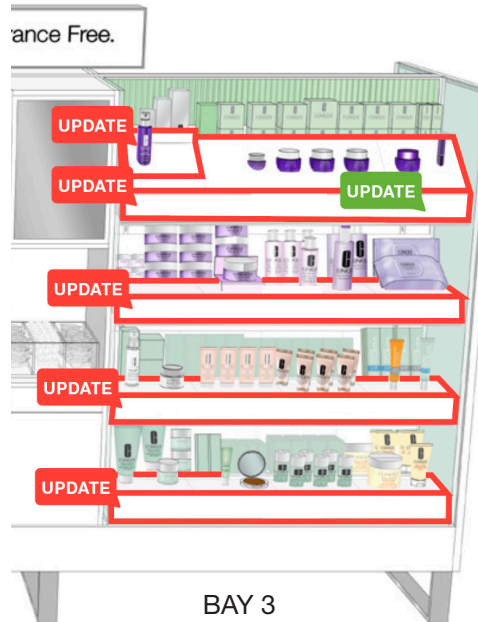
UPDATE

Makeup with salicylic acid for acne-prone skin.

#2326378737

Gondola Only - Treatment

Bay 3



GUIDELINES LEGEND

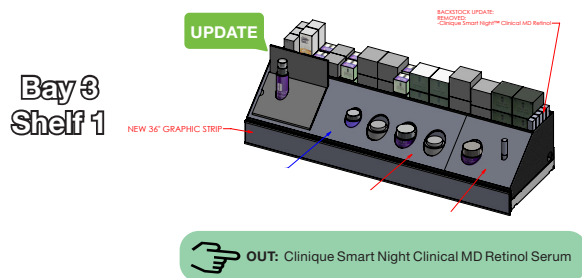
- UPDATE** New Graphic / Element
- NEW** New Product
- ★ Moved Existing Shelf
- ★ Moved Existing Product
- ★ Moved Existing Component

LOCATOR LEGEND

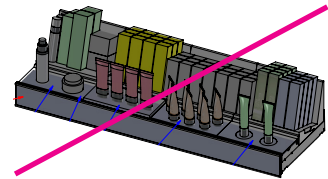
- New
- Relocated
- Use from stock
- Existing

• LOCATOR / TEMPLATE

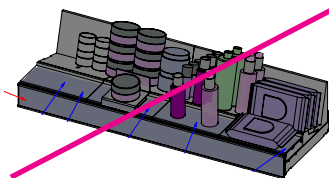
**INDICATES NOT UPDATING.
DO NOT THROW OUT.**



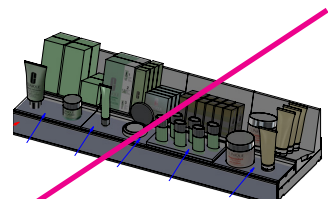
Bay 3 Shelf 3



Bay 3 Shelf 2



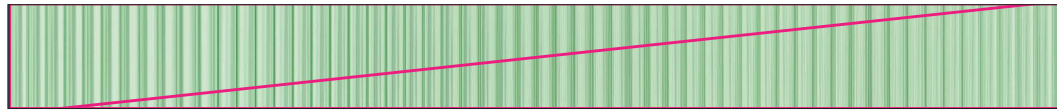
Bay 3 Shelf 4



INDICATES NOT UPDATING.
DO NOT THROW OUT.

• BAY 3 GRAPHICS - Gondola Only

Header



#2324229560

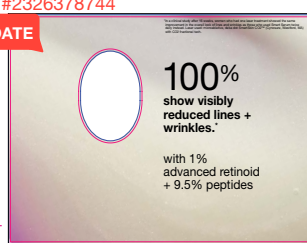
UPDATE



#2326378747

B1S1
Riser Base

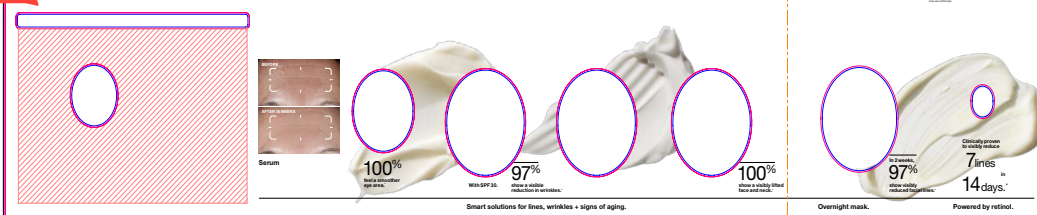
UPDATE



#2326378744

Bay 3
Shelf 1

UPDATE



#2326378756

UPDATE



#2326378738

Bay 3
Shelf 2

UPDATE



#2326378757

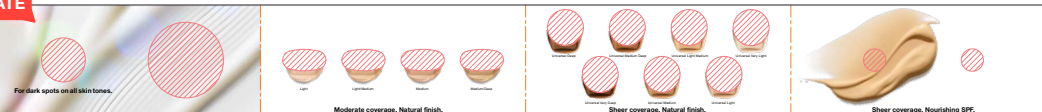
UPDATE



#2326378739

Bay 3
Shelf 3

UPDATE



#2326378758

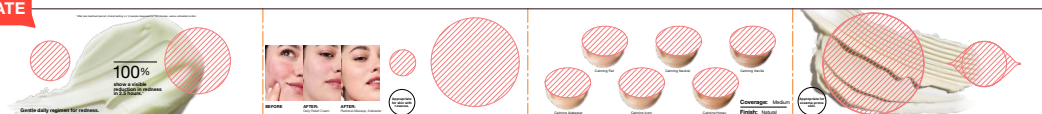
UPDATE



#2326378740

Bay 3
Shelf 4

UPDATE



#2326378759

UPDATE



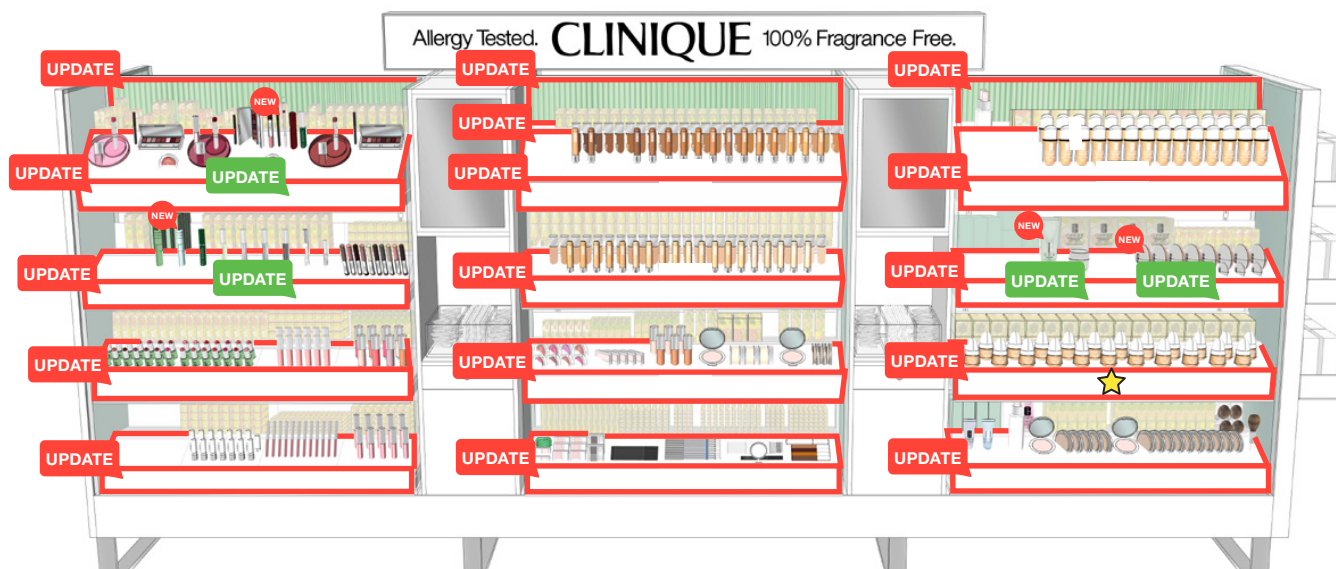
#2326378741

GUIDELINES LEGEND

- UPDATE New Graphic / Element
- NEW New Product
- ★ Moved Existing Shelf
- ★ Moved Existing Product
- ★ Moved Existing Component

Gondola Only - Color

Overview

**UPDATES:**• **GRAPHICS & COMPONENTS**

- **REPRINT** Green Background Graphic
- **NEW** Paper Locator Graphics
- **NEW** Paper Comm Bands
- **NEW** Locator Tiles

• **LOCATION**

- Bay 1, Shelves 1-4

UPDATES:• **GRAPHICS & COMPONENTS**

- **REPRINT** Green Background Graphic
- **NEW** Paper Locator Graphic
- **NEW** Paper Comm Bands

• **LOCATION**

- Bay 2, Shelves 1-4

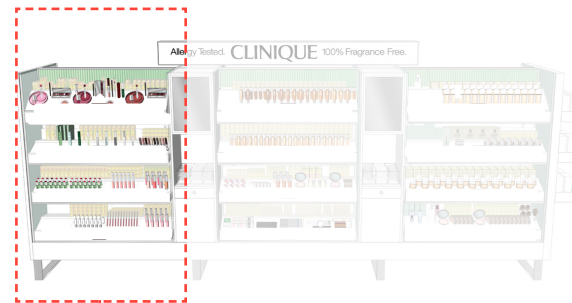
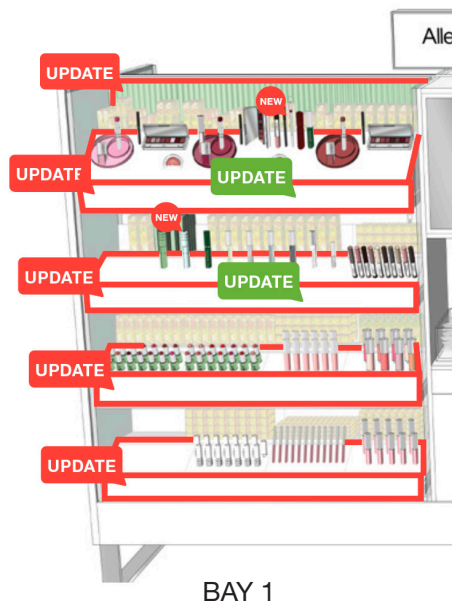
UPDATES:• **GRAPHICS & COMPONENTS**

- **REPRINT** Green Background Graphic
- **NEW** Paper Locator Graphics
- **NEW** Paper Comm Bands
- **NEW** Locator Tiles

• **LOCATION**

- Bay 3, Shelves 1-4

Gondola Only - Color Bay 1



GONDOLA RENDERING

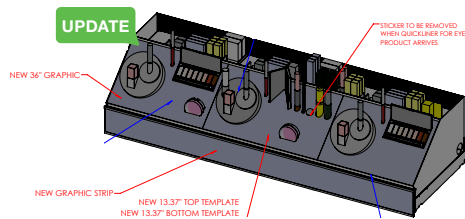
GUIDELINES LEGEND

- UPDATE** New Graphic / Element
 - NEW** New Product
 - ★ Moved Existing Shelf
 - ★ Moved Existing Product
 - ★ Moved Existing Component
- ### LOCATOR LEGEND
- New
 - Relocated
 - Use from stock
 - Existing

• LOCATOR / TEMPLATE

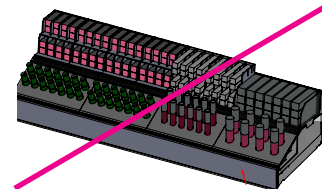
**INDICATES NOT UPDATING.
DO NOT THROW OUT.**

Bay 1
Shelf 1

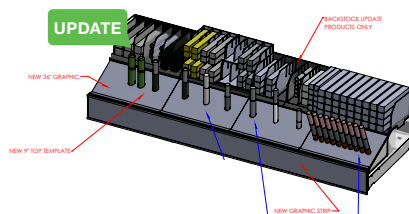


NEW: HiFi Mascara Black Honey, Quickliner for Eyes Intense Black Honey Lustre (pre-drill)

Bay 1
Shelf 3

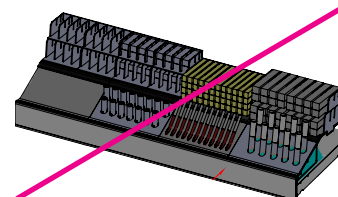


Bay 1
Shelf 2



NEW: HiFi Waterproof Mascara
OUT: HiFi Mascara (Intense Black / Brown)

Bay 1
Shelf 4



**INDICATES NOT UPDATING.
DO NOT THROW OUT.**

• **BAY 1 GRAPHICS** - Gondola Only

Header

UPDATE

#2326378772

**Bay 1
Shelf 1**

UPDATE

#2326378787

UPDATE

#2326378775

**Bay 1
Shelf 2**

UPDATE

#2326378790

UPDATE

#2326378776

**Bay 1
Shelf 3**

UPDATE

#2326378791

UPDATE

#2326378777

**Bay 1
Shelf 4**

UPDATE

#2326378792

UPDATE

#2326378778

Sticker plug
Material: 20pt copoly
sticker - low tack back

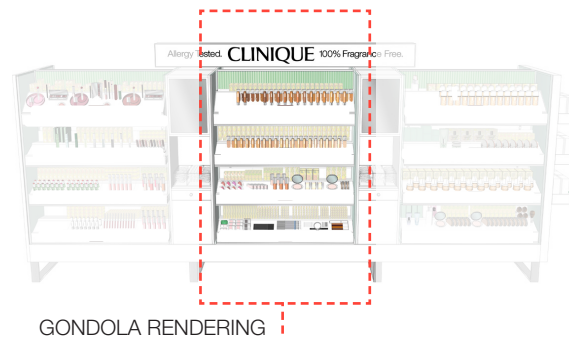
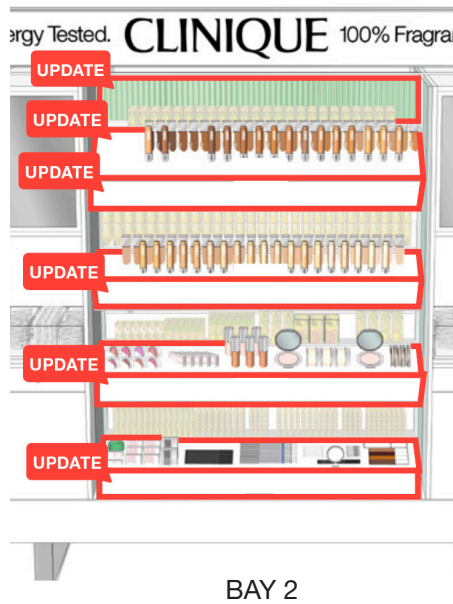
The Honey Collection: Sheer. Buildable. Perfect.

All drama. No irritation.

Hydrating, pigment-packed color.

Lipsticks + liners in just your shade.

Gondola Only - Color Bay 2



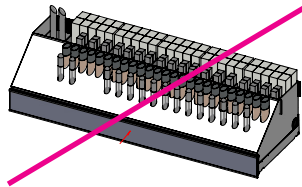
GUIDELINES LEGEND

- UPDATE** New Graphic / Element
 - NEW** New Product
 - ★ Moved Existing Shelf
 - ★ Moved Existing Product
 - ★ Moved Existing Component
- LOCATOR LEGEND**
- New
 - Relocated
 - Use from stock
 - Existing

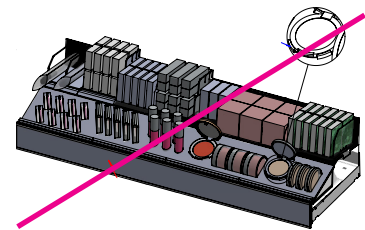
• LOCATOR / TEMPLATE **NO UPDATES**

**INDICATES NOT UPDATING.
DO NOT THROW OUT.**

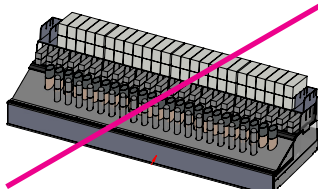
Bay 2
Shelf 1



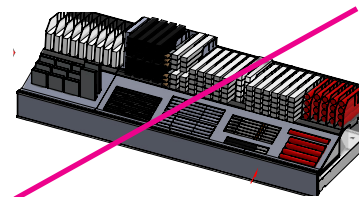
Bay 2
Shelf 3



Bay 2
Shelf 2



Bay 2
Shelf 4



INDICATES NOT UPDATING.
DO NOT THROW OUT.

• BAY 2 GRAPHICS - Gondola Only

Header

UPDATE

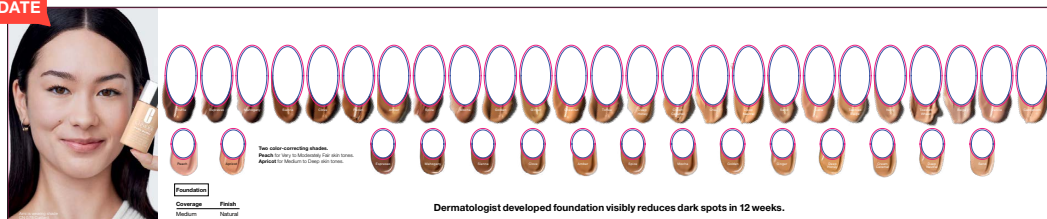


#2326378773

.....

Bay 2
Shelf 1

UPDATE



#2326378788

UPDATE



#2326378779

.....

Bay 2
Shelf 2

UPDATE



#2326378793

UPDATE

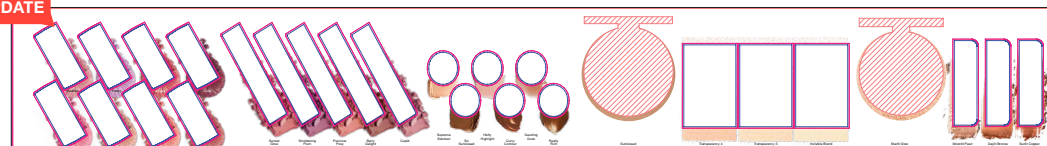


#2326378780

.....

Bay 2
Shelf 3

UPDATE



#2326378794

UPDATE

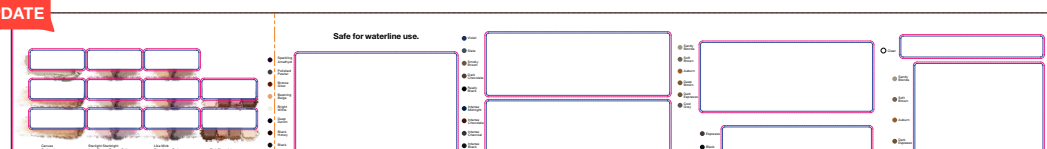


#2326378781

.....

Bay 2
Shelf 4

UPDATE



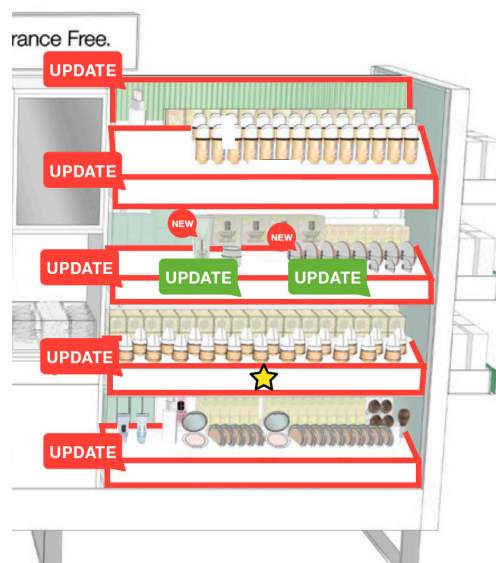
#2326378795

UPDATE

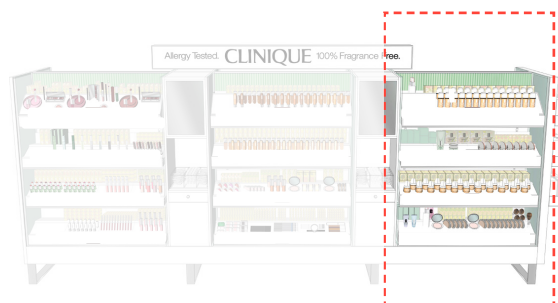


#2326378782

Gondola Only - Color Bay 3



BAY 3



GONDOLA RENDERING

GUIDELINES LEGEND

- UPDATE** New Graphic / Element
- NEW** New Product
- ★ Moved Existing Shelf
- ★ Moved Existing Product
- ★ Moved Existing Component

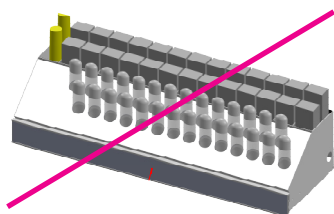
LOCATOR LEGEND

- New
- Relocated
- Use from stock
- Existing

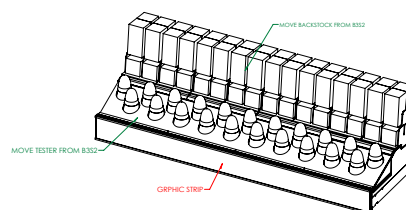
• LOCATOR / TEMPLATE

**INDICATES NOT UPDATING.
DO NOT THROW OUT.**

Bay 3
Shelf 1



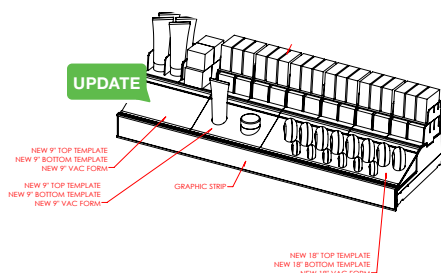
Bay 3
Shelf 3



MOVE: EBCF (from B3S2)

OUT: Beyond Perfecting Liquid Foundation (x31)

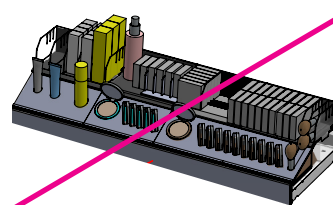
Bay 3
Shelf 2



NEW: Daily Calm Cleanser; Daily Calm Moisturizer 15ml (backstock only) & 50ml; Daily Calm Foundation Balm (x8); Daily Calm Lip & Cheek Balm (x6)

OUT: EBCF (move entire shelf to B3S3)

Bay 3
Shelf 4

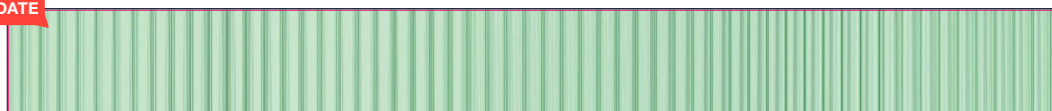


INDICATES NOT UPDATING.
DO NOT THROW OUT.

• BAY 3 GRAPHICS - Gondola Only

Header

UPDATE

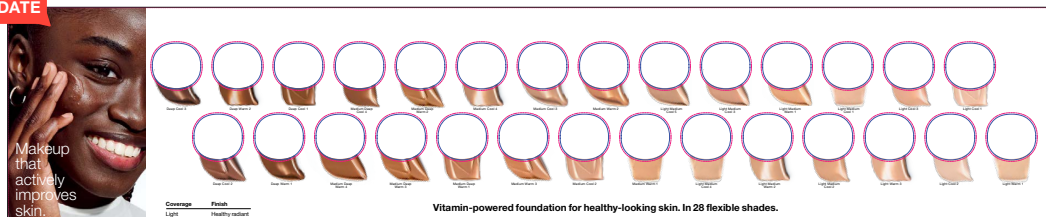


#2326378774

.....

Bay 3
Shelf 1

UPDATE



#2326378789

UPDATE



#2326378783

.....

Bay 3
Shelf 2

UPDATE



#2326378796

UPDATE

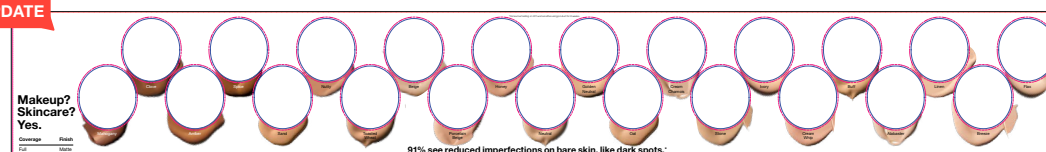


#2326378784

.....

Bay 3
Shelf 3

UPDATE



#2326378797

UPDATE

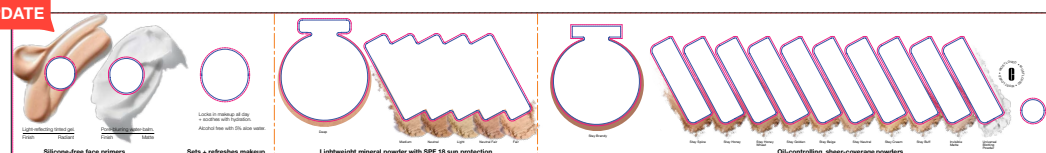


#2326378785

.....

Bay 3
Shelf 4

UPDATE



#2326378798

UPDATE



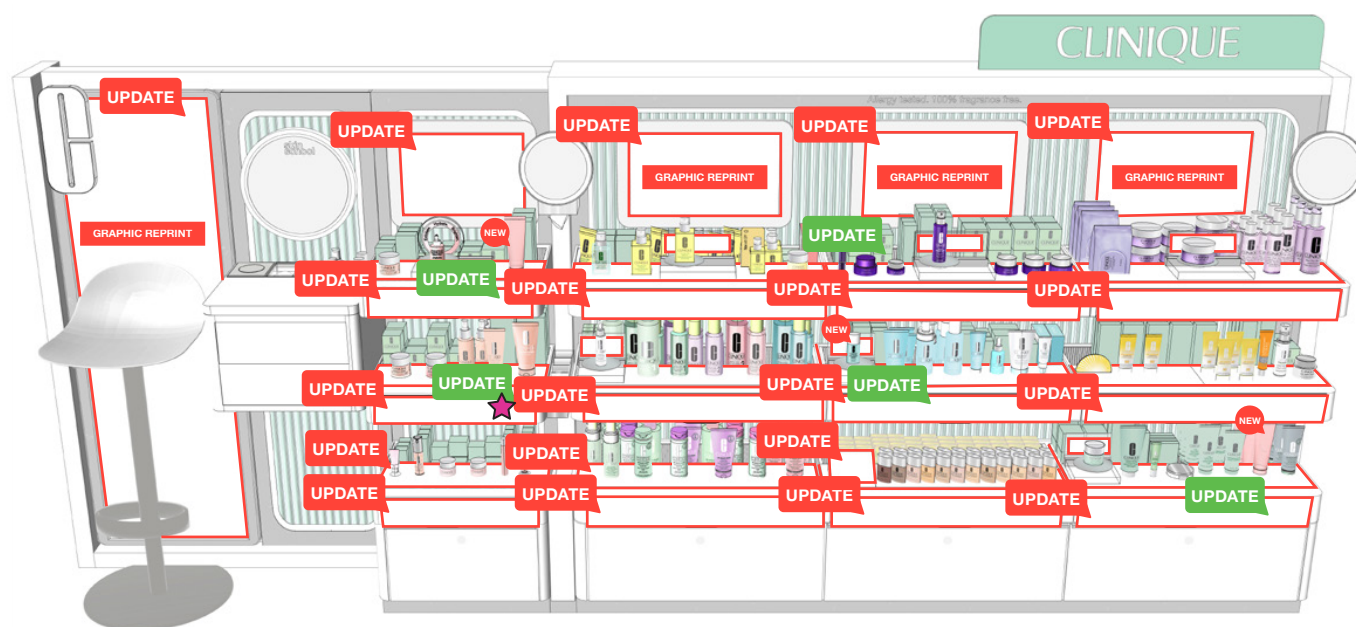
#2326378786

Iconic Gondola - Treatment & Color

GUIDELINES LEGEND

- UPDATE New Graphic / Element
- NEW New Product
- ★ Moved Existing Shelf
- ☆ Moved Existing Product
- ★ Moved Existing Component

Iconic Gondola - Treatment Overview

**UPDATES:**

- **GRAPHICS & COMPONENTS**
 - REPRINT Large LBX

• **LOCATION**

- Bay 1, LBX

UPDATES:

- **GRAPHICS & COMPONENTS**
 - NEW Lightbox
 - NEW Paper Comm Bands
 - NEW Paper Locators
 - NEW Locator Tiles

• **LOCATION**

- Bay 2, Shelves 1-3

UPDATES:

- **GRAPHICS & COMPONENTS**
 - REPRINT Lightbox
 - REPRINT Riser Graphics
 - NEW Paper Comm Bands
 - NEW Paper Locators

• **LOCATION**

- Bay 3, Shelves 1-3

UPDATES:

- **GRAPHICS & COMPONENTS**
 - REPRINT Lightbox
 - REPRINT Riser Graphics
 - NEW Paper Comm Bands
 - NEW Paper Locators
 - NEW Locator Tiles

• **LOCATION**

- Bay 4, Shelves 1-3

UPDATES:

- **GRAPHICS & COMPONENTS**
 - REPRINT Lightbox
 - REPRINT Riser Graphics
 - NEW Paper Comm Bands
 - NEW Paper Locators
 - NEW Locator Tile

• **LOCATION**

- Bay 5, Shelves 1-3

ULTA Iconic LIGHTBOX

**INDICATES NOT UPDATING.
DO NOT THROW OUT.**



FABRIC LIGHTBOX



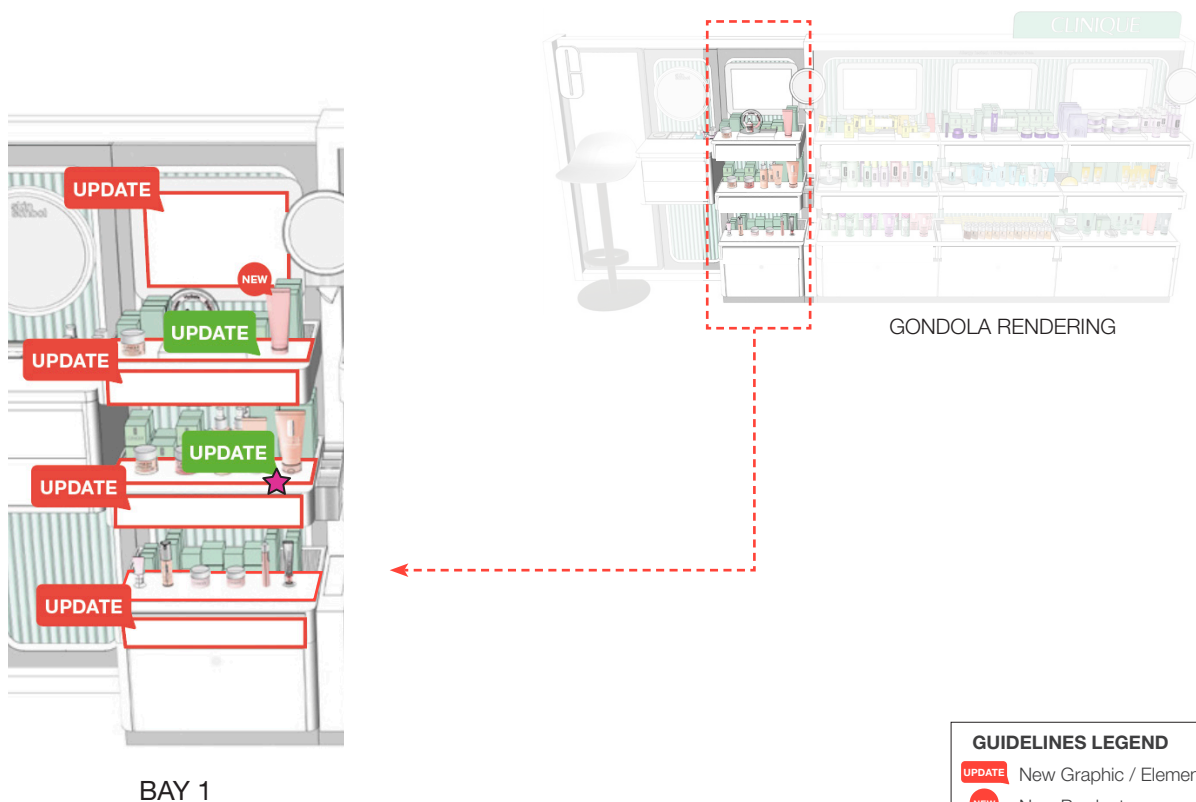
GONDOLA RENDERING



#0525274953

ULTA Iconic

BAY 1



GUIDELINES LEGEND

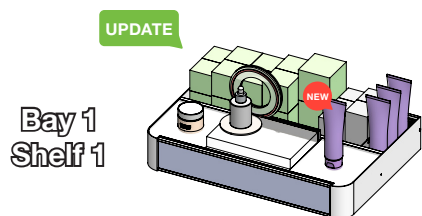
- UPDATE** New Graphic / Element
- NEW** New Product
- ★ Moved Existing Shelf
- ★ Moved Existing Product
- ★ Moved Existing Component

LOCATOR LEGEND

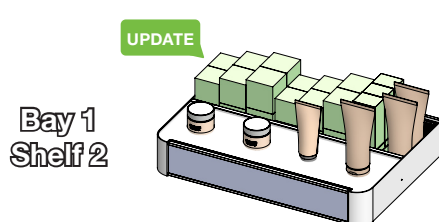
- New
- Relocated
- Use from stock
- Existing

• LOCATOR / TEMPLATE

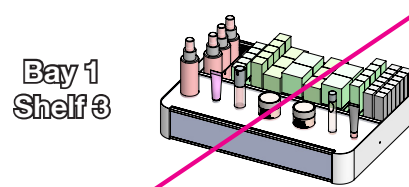
**INDICATES NOT UPDATING.
DO NOT THROW OUT.**



NEW: Moisture Surge Exfoliating Glow Cleanser
OUT: Moisture Surge Body Hydrator



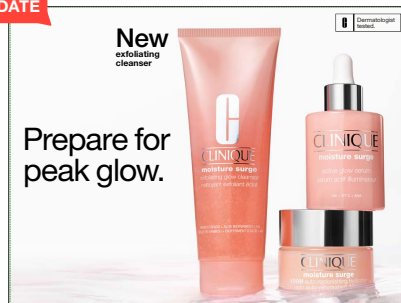
MOVE: Moisture Surge Body Hydrator (from B1S1)



• **BAY 1 GRAPHICS** - Iconic

LBX

UPDATE

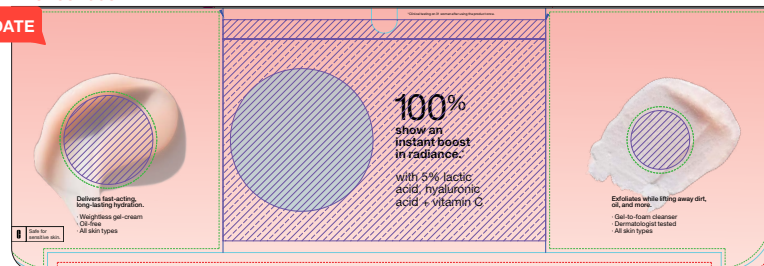


#2326378811

.....

#2326378834

UPDATE



UPDATE

Moisture Surge™ 100H **\$31** 1oz | **\$48** 1.5oz | **\$65** 2.5oz | **\$89** 4.2oz

Moisture Surge™ Glow Serum **\$49** 18 oz | **\$65** 1.79 oz

NEW Moisture Surge™ Exfoliating Glow Cleanser **\$29** 4.25 oz

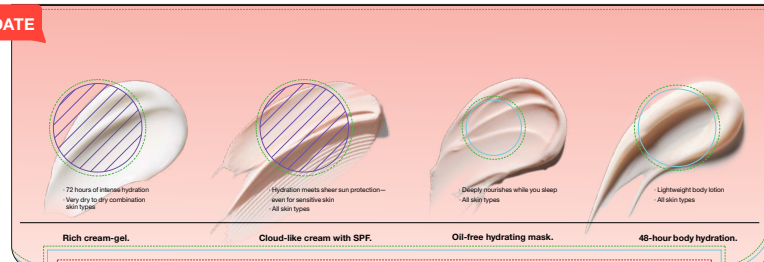
Powerful formulas for lasting glow.

#2326378815

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#2326378835

UPDATE



UPDATE

Moisture Surge—Intense \$31 1oz \$48 1.7oz \$65 2.5oz	Moisture Surge—SPF 28 Hydrator \$31 1oz \$49 1.3oz \$68 2.5oz	Moisture Surge—Overnight Mask \$47 3.4fl oz	Moisture Surge—Body Hydrator \$40 8.7fl oz
--	--	--	---

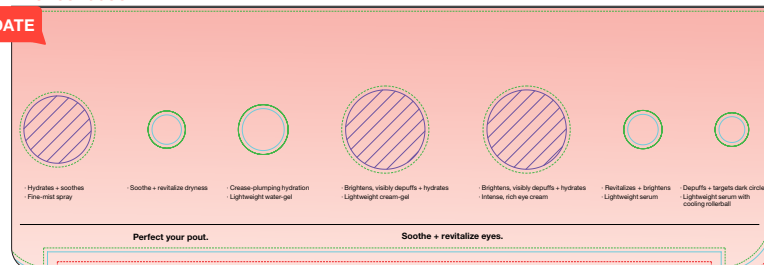
Oil-free hydration + protection.

#2326378816

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#2326378836

UPDATE

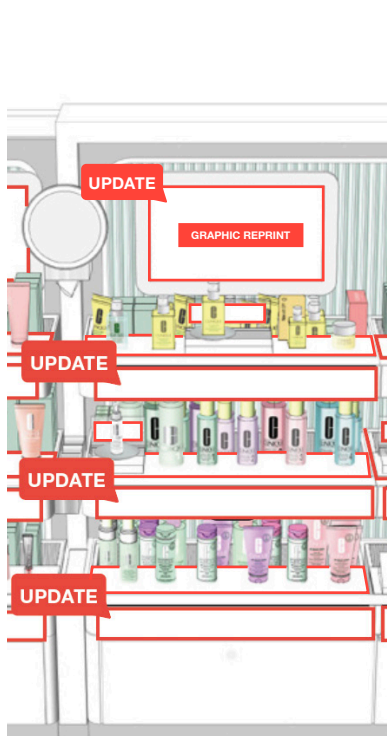


UPDATE

Moisture Surge™ Face Spray \$33 4.2 fl oz	Moisture Surge™ Lip Treatment \$24 3.4 fl oz	Moisture Surge Eye™ \$42 5.8 fl oz	All About Eyes™ \$39 5.5 oz / \$66 1 oz	All About Eyes™ Rich \$39 5.5 oz / \$66 1 oz	All About Eyes™ Serum \$41 5.8 fl oz	All About Eyes™ Brightening Serum \$49 3.4 fl oz
---	--	---------------------------------------	--	---	---	--

More ways to glow.

#2326378817



BAY 2

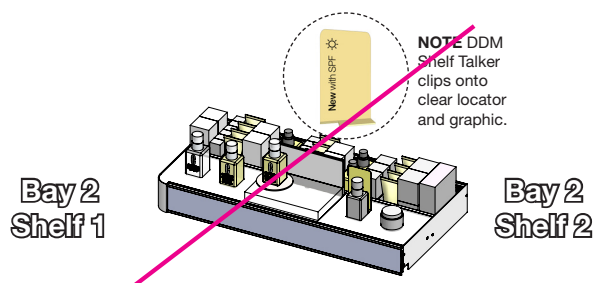


GONDOLA RENDERING

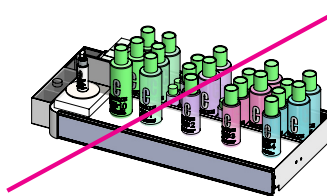
GUIDELINES LEGEND	
UPDATE	New Graphic / Element
NEW	New Product
★	Moved Existing Shelf
☆	Moved Existing Product
★	Moved Existing Component
LOCATOR LEGEND	
	New
	Relocated
	Use from stock
	Existing

• LOCATOR / TEMPLATE NO UPDATES

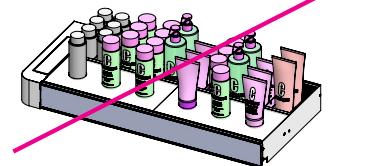
INDICATES NOT UPDATING.
DO NOT THROW OUT.



Bay 2 Shelf 2



Bay 2 Shelf 3



- **BAY 2 GRAPHICS** - Iconic

#2326378812

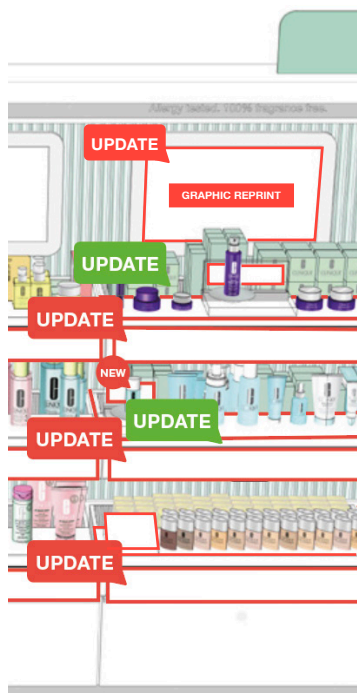
#2326378818

#2326378819

#2326378820

ULTA Iconic

BAY 3



BAY 3



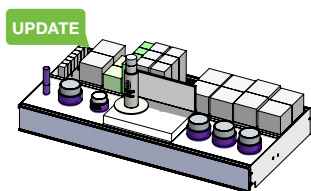
GONDOLA RENDERING

GUIDELINES LEGEND	
UPDATE	New Graphic / Element
NEW	New Product
★	Moved Existing Shelf
★	Moved Existing Product
★	Moved Existing Component
LOCATOR LEGEND	
■	New
■	Relocated
■	Use from stock
□	Existing

• LOCATOR / TEMPLATE

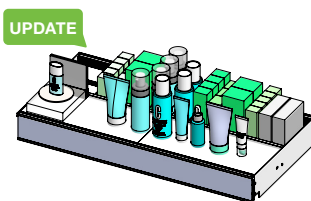
**INDICATES NOT UPDATING.
DO NOT THROW OUT.**

Bay 3
Shelf 1



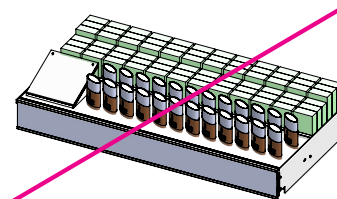
OUT: Clinique Smart Night Clinical MD Retinol Serum

Bay 3
Shelf 2



NEW: Acne Solutions Clinical Clearing Gel (Original Formula)
OUT: Acne Solutions Clinical Clearing Gel (Advanced); Acne Solutions Touch Stick

Bay 3
Shelf 3



INDICATES NOT UPDATING.
DO NOT THROW OUT.

• BAY 3 GRAPHICS - Iconic

LBX



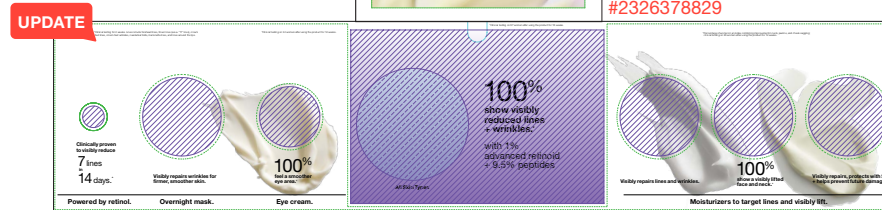
#2326378813

.....

UPDATE

Outsmart stubborn lines + wrinkles.

#2326378829



#2326378840

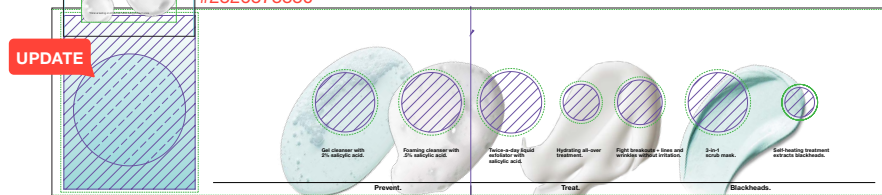


#2326378821

.....

UPDATE

#2326378830



#2326378841



#2326378822

.....

#2326378833



#2326378842



#2326378823

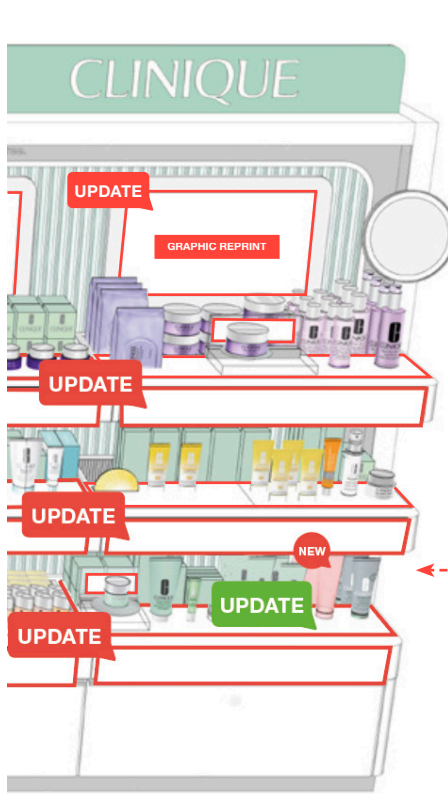
Bay 3
Shelf 1

Bay 3
Shelf 2

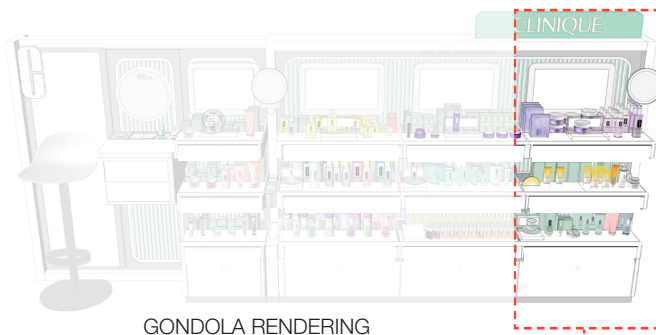
Bay 3
Shelf 3

ULTA Iconic

BAY 4



BAY 4



GONDOLA RENDERING

GUIDELINES LEGEND

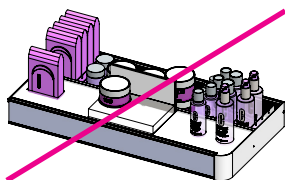
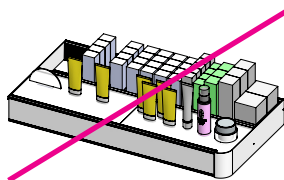
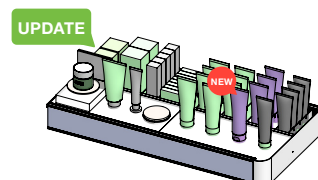
- UPDATE** New Graphic / Element
- NEW** New Product
- ★ Moved Existing Shelf
- ★ Moved Existing Product
- ★ Moved Existing Component

LOCATOR LEGEND

- New
- Relocated
- Use from stock
- Existing

• LOCATOR / TEMPLATE

**INDICATES NOT UPDATING.
DO NOT THROW OUT.**

Bay 4
Shelf 1Bay 4
Shelf 2Bay 4
Shelf 3

NEW: Moisture Surge Exfoliating Glow Cleanser
OUT: ACC Exfoliating Jelly

INDICATES NOT UPDATING.
DO NOT THROW OUT.

• BAY 4 GRAPHICS - Iconic

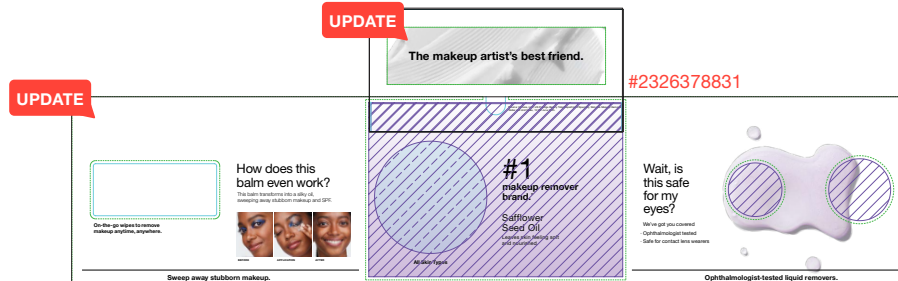
LBX



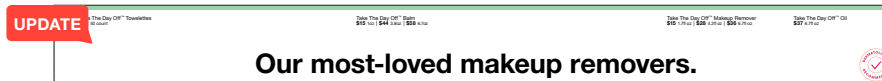
#2326378814

.....

Bay 4
Shelf 1



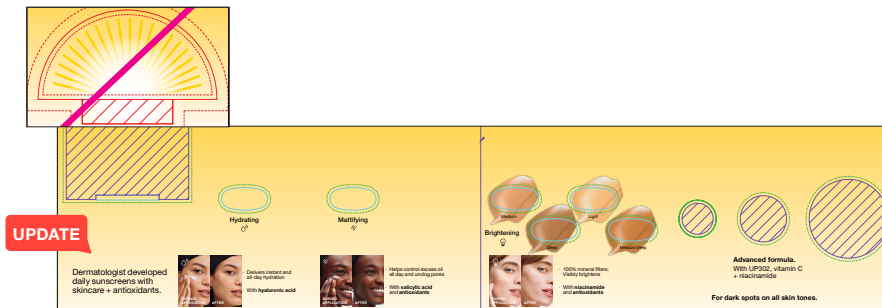
#2326378843



#2326378824

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Bay 4
Shelf 2



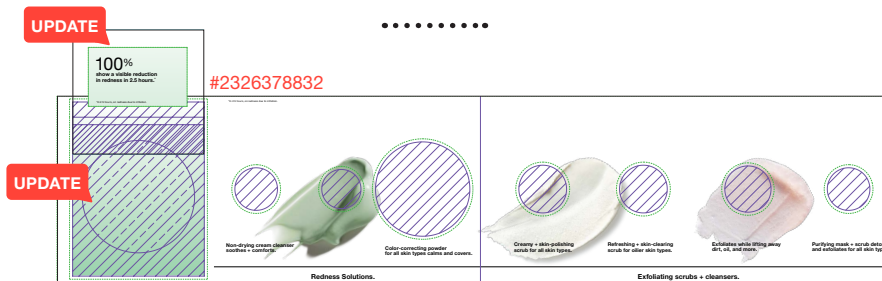
#2326378844



#2326378825

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Bay 4
Shelf 3



#2326378845

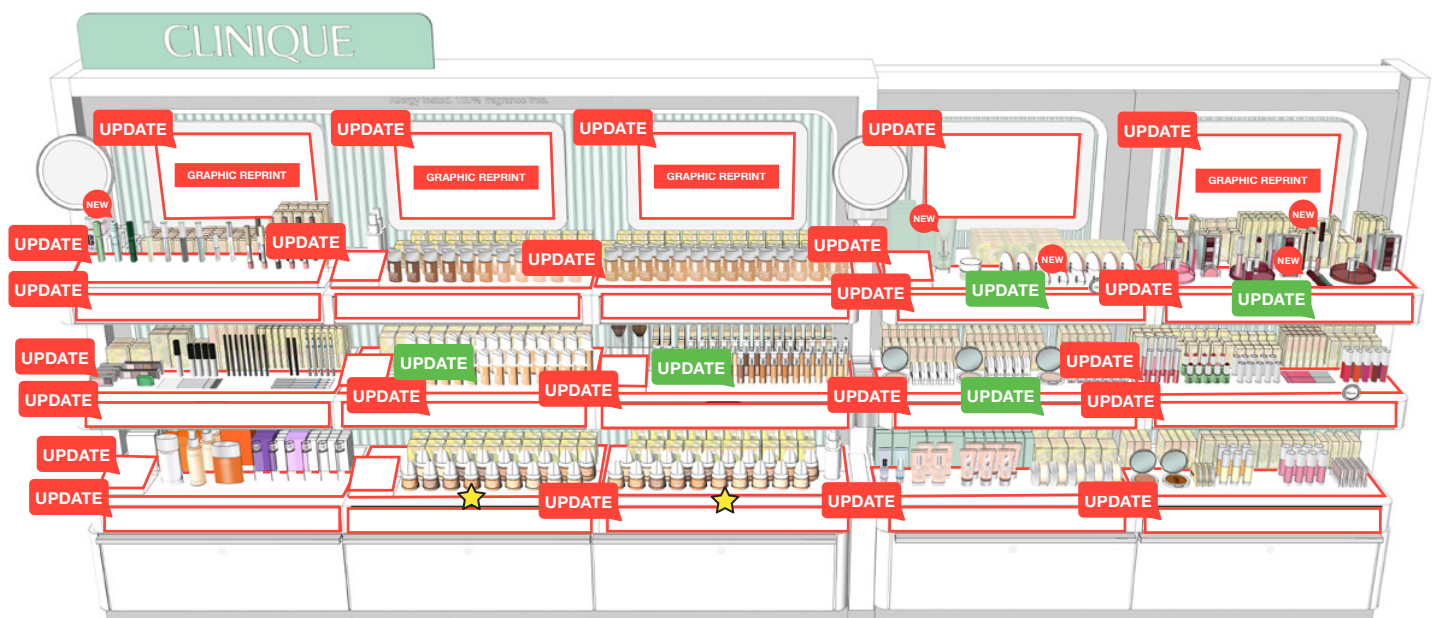


#2326378826

GUIDELINES LEGEND

- UPDATE New Graphic / Element
- NEW New Product
- ★ Moved Existing Shelf
- ★ Moved Existing Product
- ★ Moved Existing Component

Iconic Gondola - Color Overview

**UPDATES:**

- **GRAPHICS & COMPONENTS**
 - REPRINT Lightbox
 - NEW Paper Locator
 - NEW Paper Comm Bands

• **LOCATION**

- Bay 1, Shelves 1-3

UPDATES:

- **GRAPHICS & COMPONENTS**
 - REPRINT Lightbox
 - NEW Paper Locators
 - NEW Paper Comm Bands
 - NEW Paper Comm Boxes
 - NEW Locator Tile

• **LOCATION**

- Bay 2, Shelves 1-3

UPDATES:

- **GRAPHICS & COMPONENTS**
 - REPRINT Lightbox
 - NEW Paper Locators
 - NEW Paper Comm Bands
 - NEW Paper Comm Boxes
 - NEW Locator Tile

• **LOCATION**

- Bay 3, Shelves 1-3

UPDATES:

- **GRAPHICS & COMPONENTS**
 - NEW Lightbox
 - NEW Paper Locators
 - NEW Paper Comm Bands
 - NEW Paper Comm Boxes
 - NEW Locator Tiles

• **LOCATION**

- Bay 4, Shelves 1-3

UPDATES:

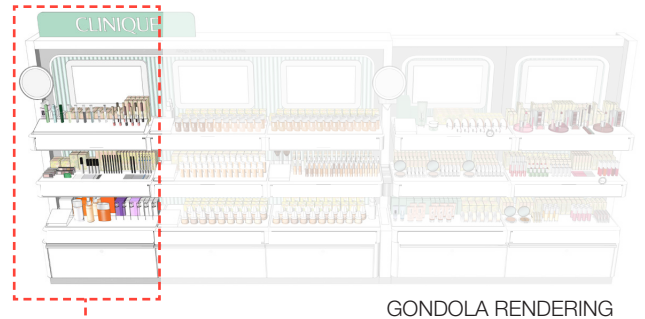
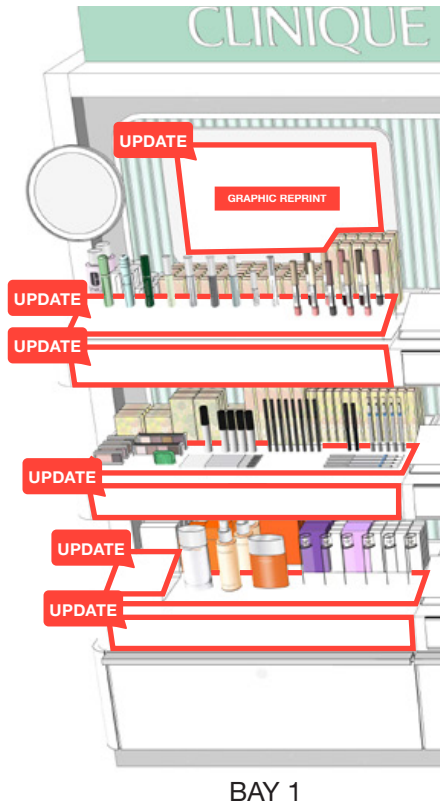
- **GRAPHICS & COMPONENTS**
 - REPRINT Lightbox
 - NEW Paper Locators
 - NEW Paper Comm Bands
 - NEW Locator Tile

• **LOCATION**

- Bay 5, Shelves 1-3

ULTA Iconic

Bay 1



GONDOLA RENDERING

GUIDELINES LEGEND

- UPDATE** New Graphic / Element
- NEW** New Product
- ★ Moved Existing Shelf
- ☆ Moved Existing Product
- ★ Moved Existing Component

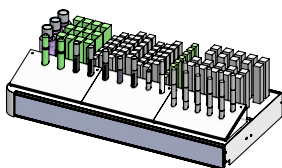
LOCATOR LEGEND

- New
- Relocated
- Use from stock
- Existing

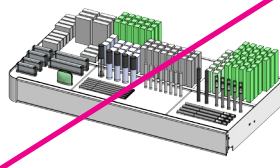
• LOCATOR / TEMPLATE

**INDICATES NOT UPDATING.
DO NOT THROW OUT.**

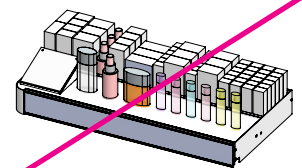
Bay 1
Shelf 1



Bay 1
Shelf 2



Bay 1
Shelf 3



NEW: HiFi Waterproof Mascara
OUT: HiFi Mascara (Intense Black / Brown)

**INDICATES NOT UPDATING.
DO NOT THROW OUT.**

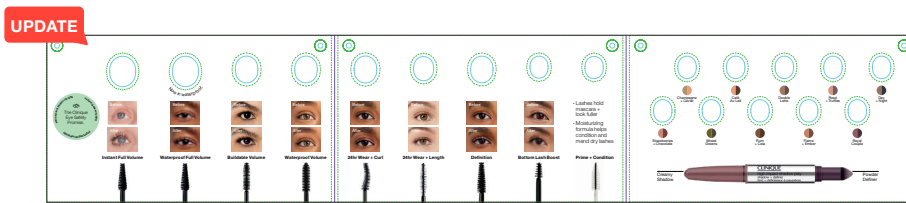
• BAY 1 GRAPHICS - Iconic

LBX

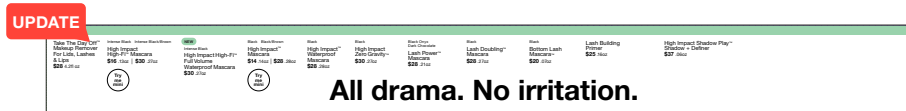


#2326378858

Bay 1
Shelf 1

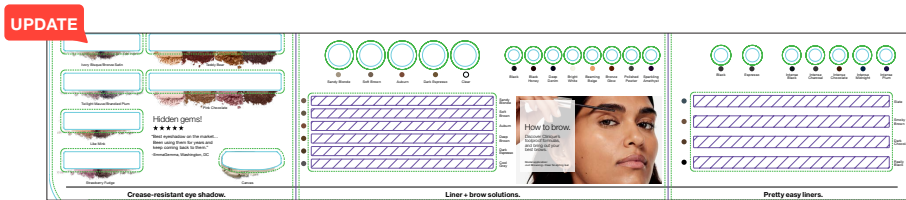


#2326378878 / #2326378879 (White Base)



#2326378863

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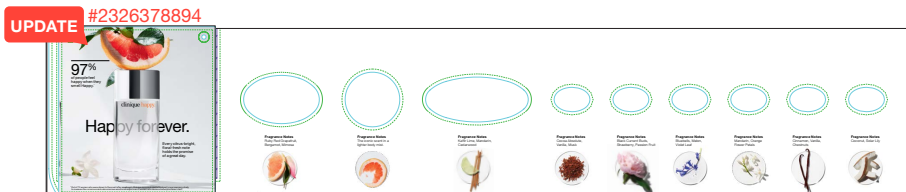
#2326378880

Bay 1
Shelf 2



#2326378864

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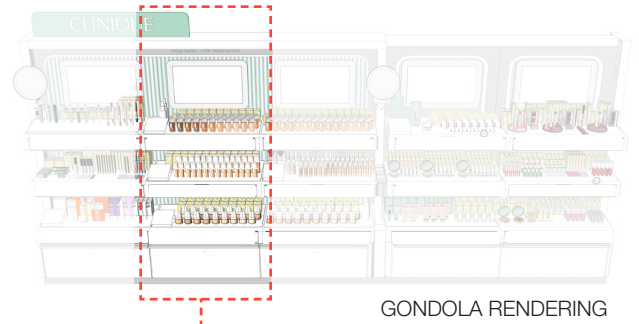
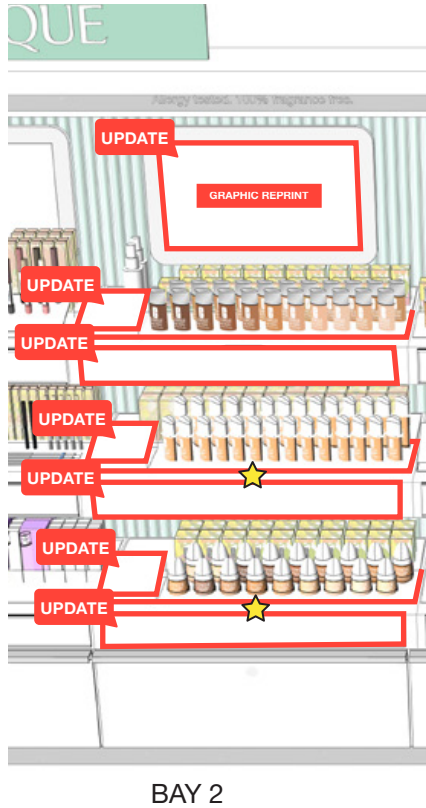
#2326378881

Bay 1
Shelf 3



#2326378865

ULTA Iconic Bay 2

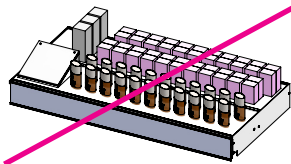


GUIDELINES LEGEND	
UPDATE	New Graphic / Element
NEW	New Product
★	Moved Existing Shelf
☆	Moved Existing Product
★	Moved Existing Component
LOCATOR LEGEND	
■	New
■	Relocated
■	Use from stock
□	Existing

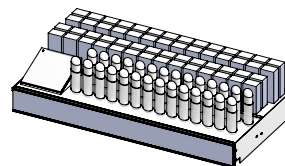
• LOCATOR / TEMPLATE

INDICATES NOT UPDATING.
DO NOT THROW OUT.

Bay 2
Shelf 1

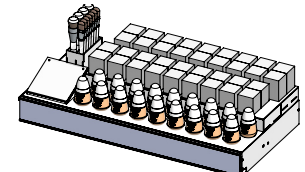


Bay 2
Shelf 2



MOVE: EBVMU (x28) (from B4S1)
OUT: EBCF (move entire shelf to B2S3)

Bay 2
Shelf 3



MOVE: EBCF (from B2S2)
OUT: Beyond Perfecting Liquid Foundation (x26)

- **BAY 2 GRAPHICS** - Iconic

#2326378859

#2326378882

#2326378866

#2326378883

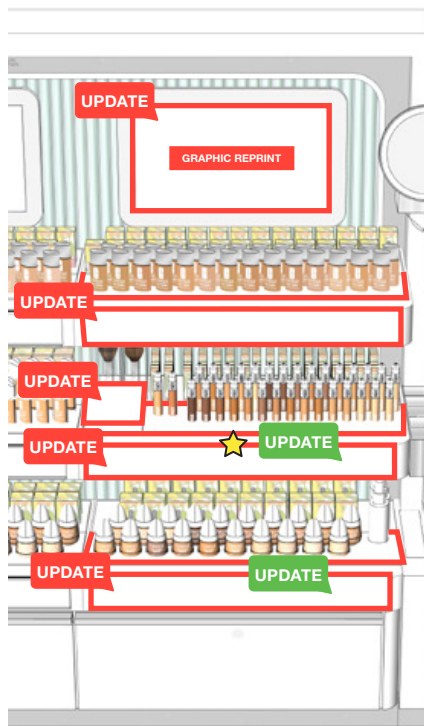
#2326378867

#2326378884

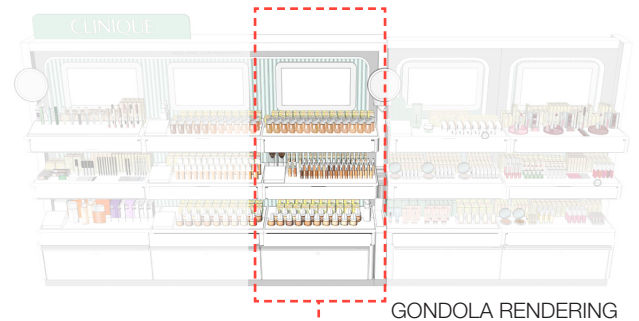
#2326378868

ULTA Iconic

Bay 3



BAY 3



GONDOLA RENDERING

GUIDELINES LEGEND

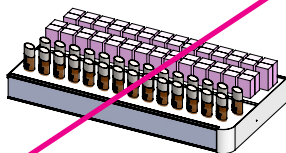
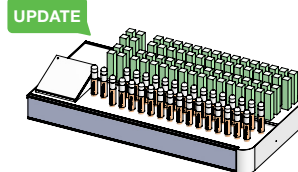
- UPDATE** New Graphic / Element
- NEW** New Product
- ★ Moved Existing Shelf
- ☆ Moved Existing Product
- ★ Moved Existing Component

LOCATOR LEGEND

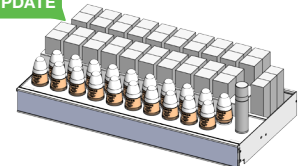
- New
- Relocated
- Use from stock
- Existing

• LOCATOR / TEMPLATE

INDICATES NOT UPDATING.
DO NOT THROW OUT.

Bay 3
Shelf 1Bay 3
Shelf 2

MOVE: EB concealers (move entire shelf from B4S2)
OUT: EBCF (move entire shelf to B3S3)

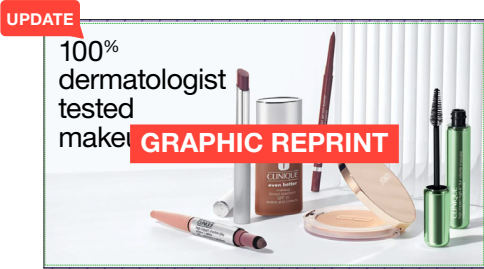
Bay 3
Shelf 3

MOVE: EBCF (move entire shelf from B3S2)
OUT: Almost Powder (x6); Superpowder (x6); Stay-Matte Sheer Pressed Powder (x8); (move entire shelf to B4S2)

• BAY 3 GRAPHICS - Iconic

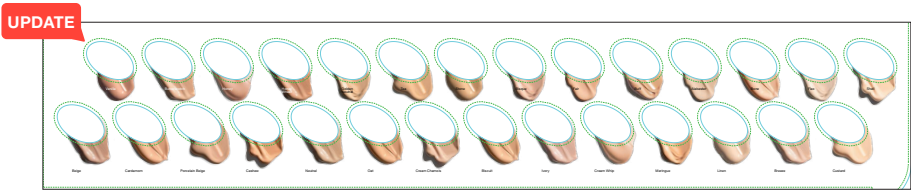
INDICATES NOT UPDATING.
DO NOT THROW OUT.

LBX



#2326378860

Bay 3
Shelf 1



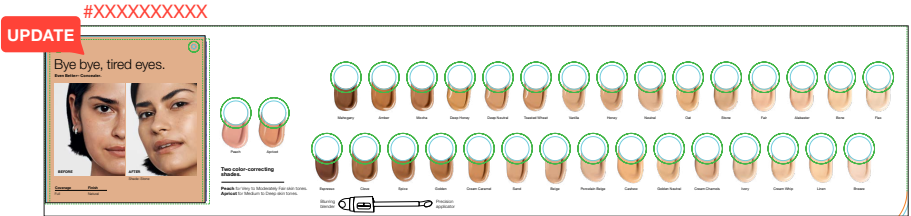
#2326378885



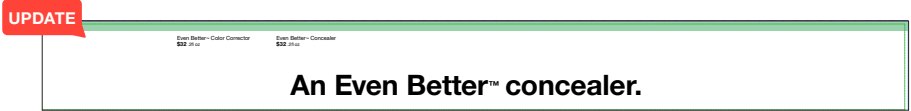
#2326378869

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Bay 3
Shelf 2



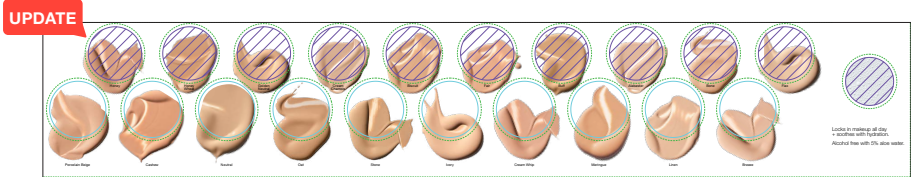
#2326378886



#2326378870

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Bay 3
Shelf 3



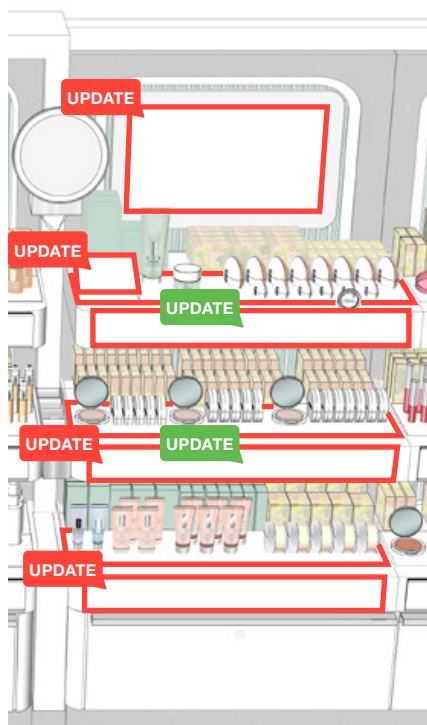
#2326378887



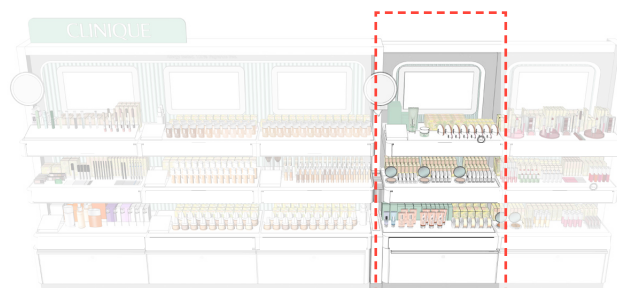
#2326378871

ULTA Iconic

Bay 4



BAY 4



GONDOLA RENDERING

GUIDELINES LEGEND

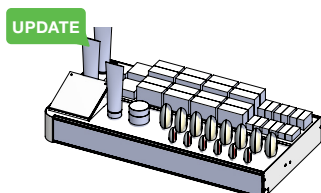
- UPDATE** New Graphic / Element
- NEW** New Product
- ★ Moved Existing Shelf
- ★ Moved Existing Product
- ★ Moved Existing Component

LOCATOR LEGEND

- New
- Relocated
- Use from stock
- Existing

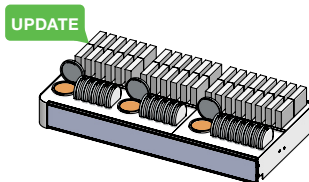
• LOCATOR / TEMPLATE

**INDICATES NOT UPDATING.
DO NOT THROW OUT.**

Bay 4
Shelf 1

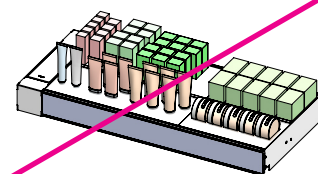
NEW: Daily Calm Cleanser 15ml (backstock only) & 50ml, Daily Calm Moisturizer 50ml; Daily Calm Foundation Balm (x8); Daily Calm Lip & Cheek Balm (x6)

OUT: EBVMU (move entire shelf to B2S2)

Bay 4
Shelf 2

MOVE: Almost Powder (x6); Superpowder (x6); Stay-Matte Sheer Pressed Powder (x8); (move entire shelf from B3S3)

OUT: EB concealers (move entire shelf to B3S2)

Bay 4
Shelf 3

INDICATES NOT UPDATING.
DO NOT THROW OUT.

• BAY 4 GRAPHICS - Iconic

LBX



#2326378861

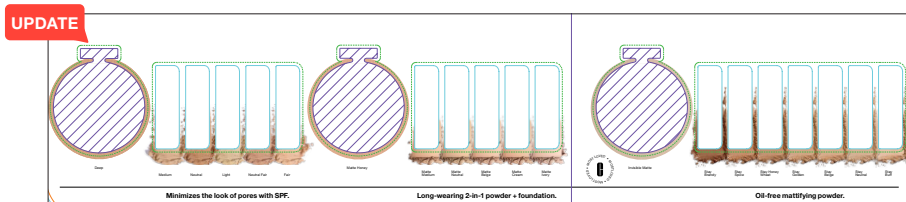
Bay 4
Shelf 1

#2326378888

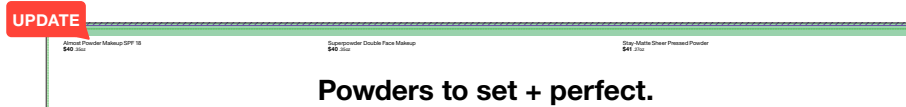


#2326378872

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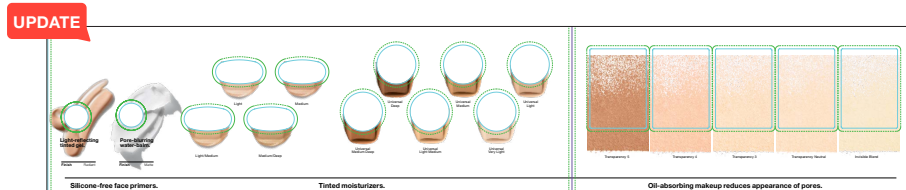


#2326378889

Bay 4
Shelf 2

#2326378873

.....

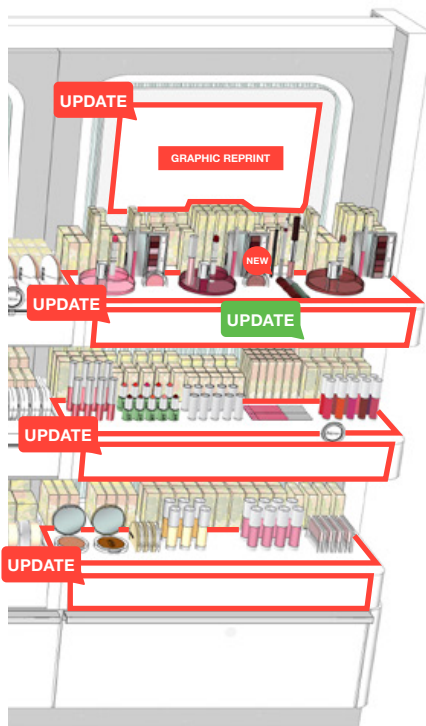


#2326378890

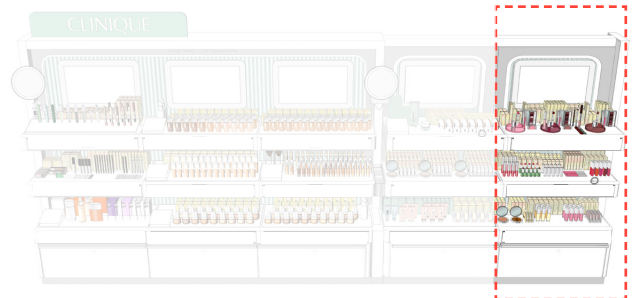
Bay 4
Shelf 3

#2326378874

ULTA Iconic Bay 5



BAY 5



GONDOLA RENDERING

GUIDELINES LEGEND

- UPDATE** New Graphic / Element
- NEW** New Product
- ★ Moved Existing Shelf
- ☆ Moved Existing Product
- ★ Moved Existing Component

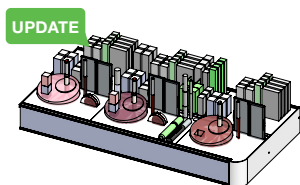
LOCATOR LEGEND

- New
- Relocated
- Use from stock
- Existing

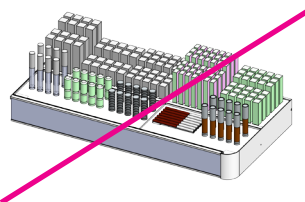
• LOCATOR / TEMPLATE

INDICATES NOT UPDATING.
DO NOT THROW OUT.

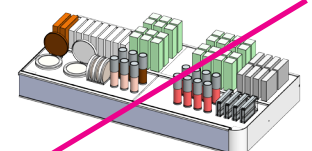
Bay 5
Shelf 1



Bay 5
Shelf 2



Bay 5
Shelf 3



NEW: HiFi Mascara Black Honey,
Quickliner for Eyes Intense Black
Honey Lustre (pre-drill)

INDICATES NOT UPDATING.
DO NOT THROW OUT.

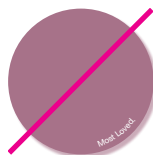
• BAY 5 GRAPHICS - Iconic

LBX

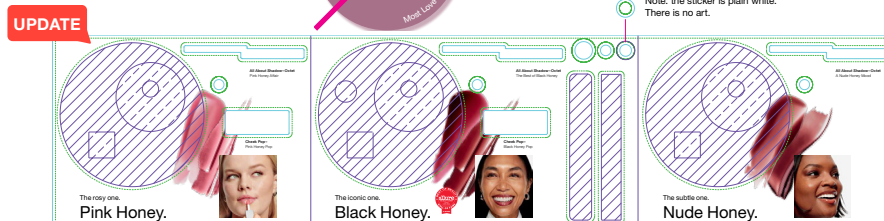


#2326378862

B5S1
Screen-printed
glorifier



B5S1 Plug Sticker
Material: 12pt sticker
Note: the sticker is plain white.
There is no art.

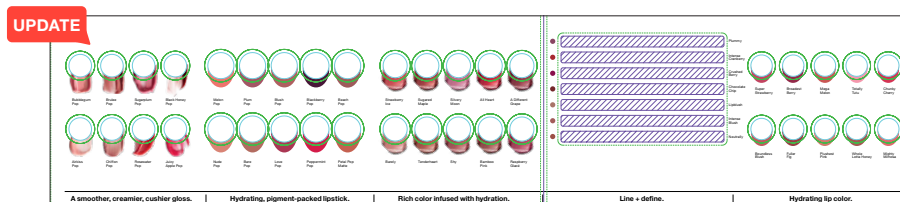


#2326378891



#2326378875

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#2326378892

Bay 5
Shelf 2

#2326378876

.....



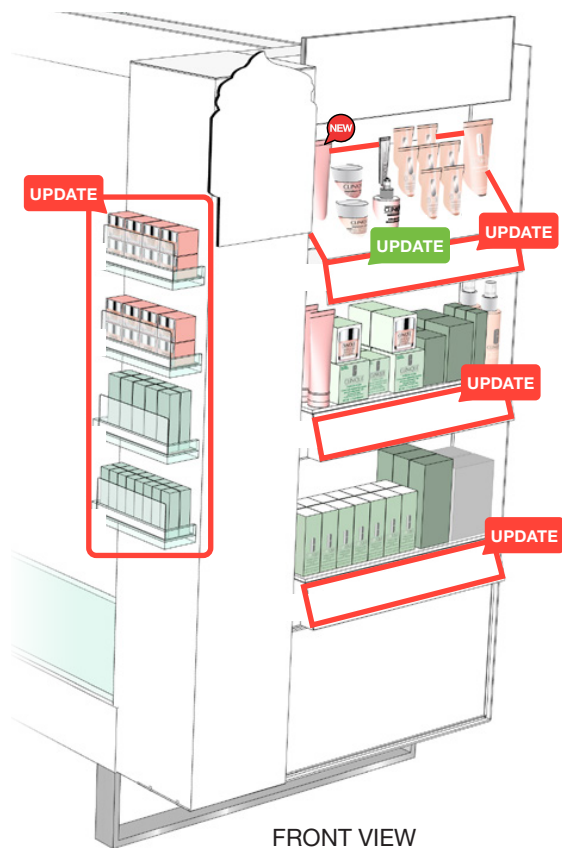
#2326378893

Bay 5
Shelf 3

#2326378877

Primary Endcap (All door except Iconic)

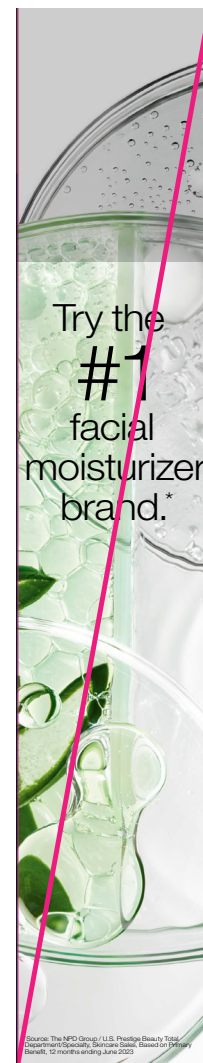
**INDICATES NOT UPDATING.
DO NOT THROW OUT.**



• FRONT PANEL GRAPHICS NO UPDATES



Die Cut



#0524210515

Magnetic Graphic

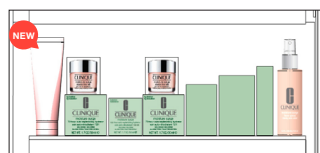
• LOCATOR / TEMPLATE

Shelf 1



NEW: Moisture Surge Exfoliating Glow Cleanser

Shelf 2



NEW: Moisture Surge Exfoliating Glow Cleanser
(Backstock Only)

Shelf 3



NEW: Moisture Surge Duo Set
OUT: Moisture Surge Head to Toe Set
MOVE: Moisture Surge Body
(Backstock Only from Shelf 2)

INDICATES NOT UPDATING.
DO NOT THROW OUT.

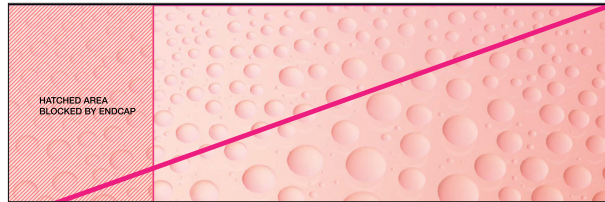
• SHELF GRAPHICS GRAPHIC REPRINT + SRP UPDATES

Header



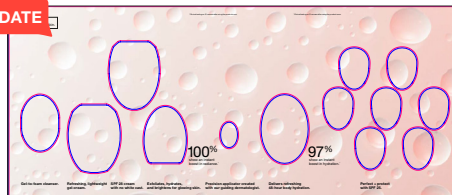
#2325291936

Shelf 1



#0524210508

UPDATE



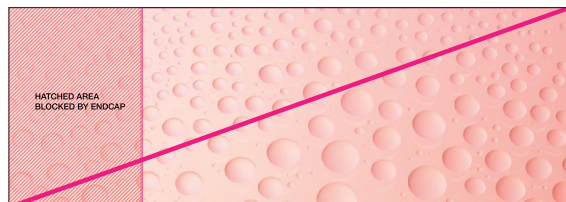
#2326378558

UPDATE



#2326378559

Shelf 2



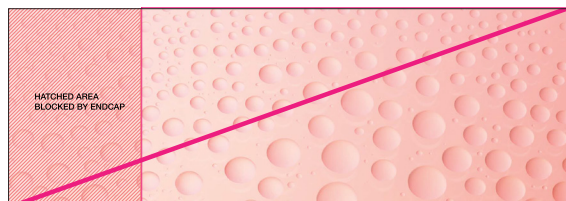
#0524210511

UPDATE



#2326378560

Shelf 3



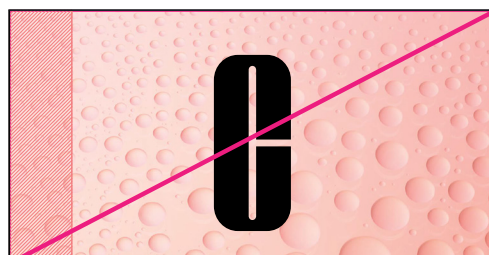
#0524210513

UPDATE



#2326378561

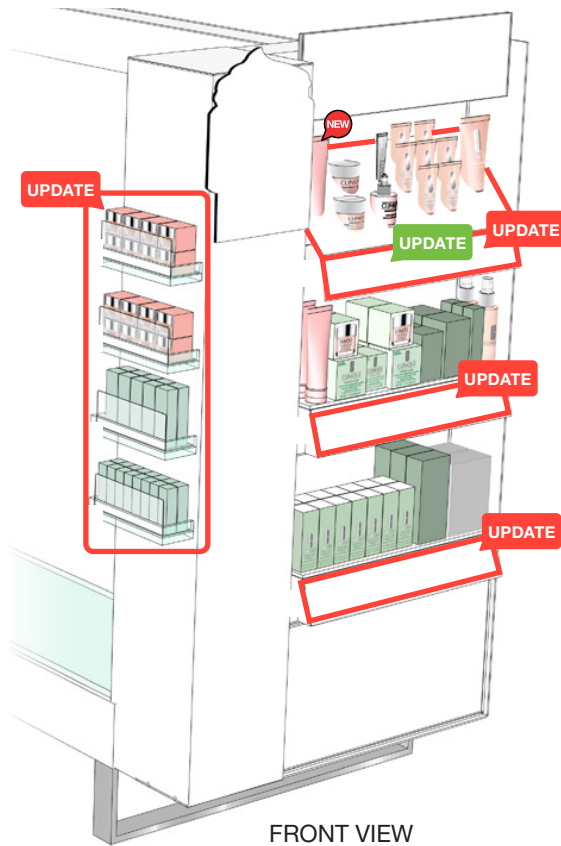
Bottom
Ledge
Graphic



#0524210518

Primary Endcap (All door except Iconic)

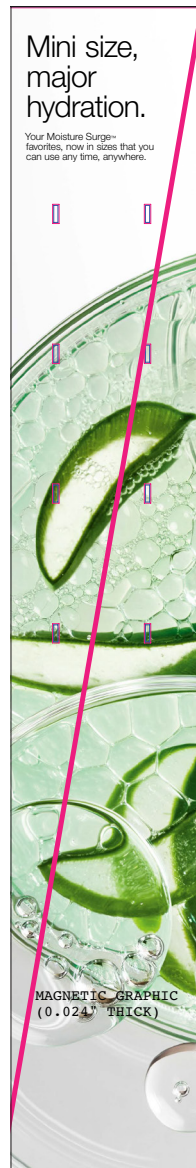
**INDICATES NOT UPDATING.
DO NOT THROW OUT.**



FRONT VIEW

• SIDE GRAPHICS

GRAPHIC REPRINT + SRP UPDATES



#0524210516

Left Panel



Side Shelf
Graphics



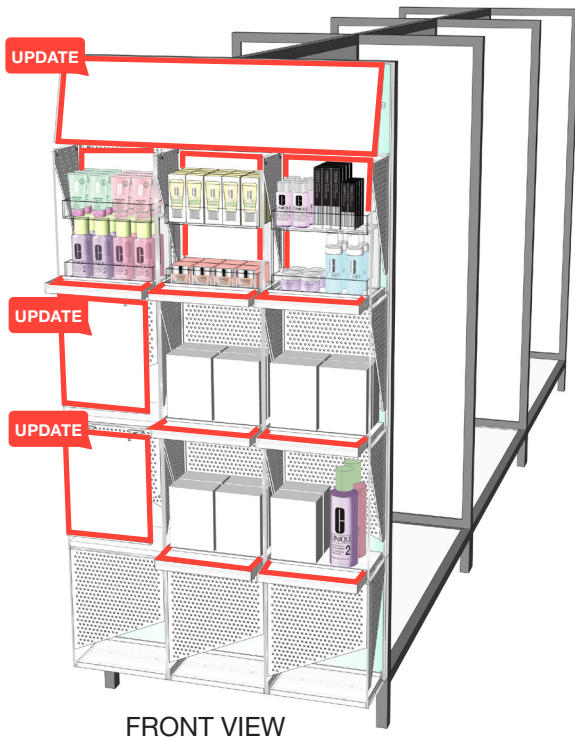
#0525274896

Right Panel

Secondary Endcap - Travel & Sets

**INDICATES NOT UPDATING.
DO NOT THROW OUT.**

• SHELF GRAPHICS GRAPHIC REPRINT + SRP UPDATES



Header

UPDATE

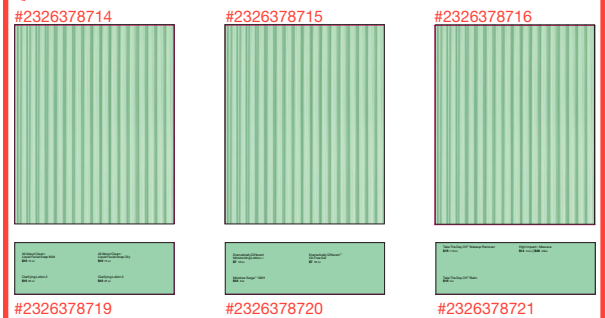


#2326378713

.....

Shelf 1

UPDATE



.....

Shelf 2

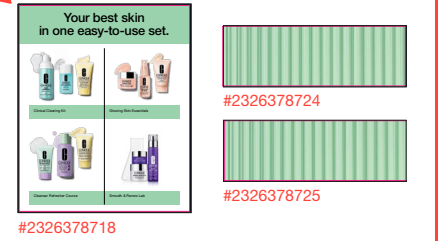
UPDATE



.....

Shelf 3

UPDATE



Secondary 3 Shelf Endcap - Sets Gondola Only / Herald Square

**INDICATES NOT UPDATING.
DO NOT THROW OUT.**

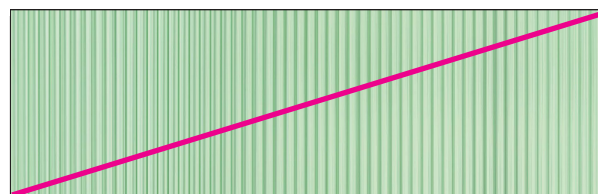


NO UPDATES

FRONT VIEW

• SHELF GRAPHICS NO UPDATES

Shelf 1



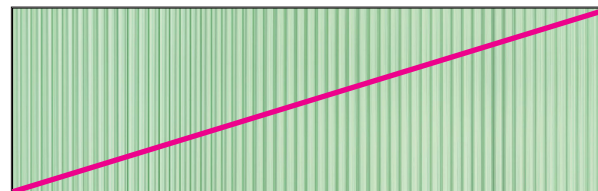
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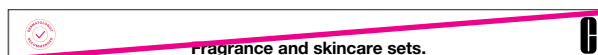
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.....

Shelf 2



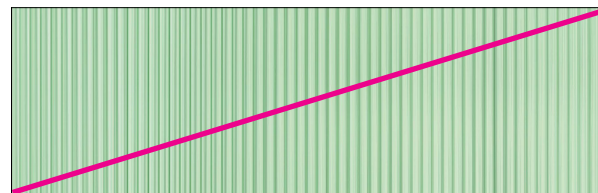
#2324229401



#0126338562

.....

Shelf 3



#2324229402



#0126338563

.....

Bottom
Panel

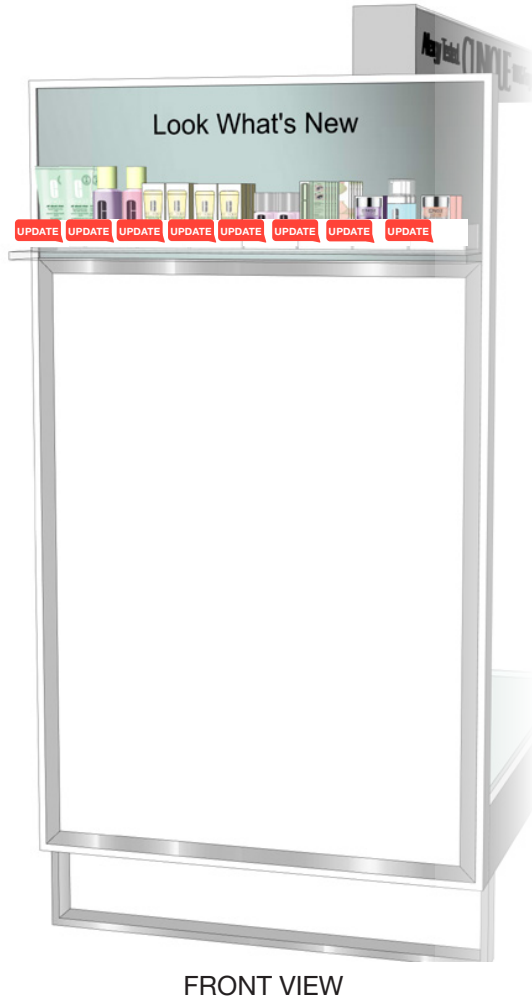


#2324229403

Secondary Endcap - Legacy

INDICATES NOT UPDATING.
DO NOT THROW OUT.

• SIDE GRAPHICS SRP UPDATES



LBX



#2326378573

.....

Price
Cards

UPDATE

Bin 1 Gentle cleansers for your skin type. All About Clean™ Liquid Facial Soap Mild or Dry \$10.18 oz. #2326378574	Bin 2 3 seconds to radiance. Clarifying Lotion 2 or 3 \$10.38 oz. #2326378575
Bin 3 2x hydration instantly. Optimizing Different Moisturizing Lotions™ \$7.38 oz. #2326378576	Bin 4 Our #1 oil-free moisturizer. Optimizing Different Moisturizing Gel \$7.38 oz. #2326378577
Bin 5 Melts away makeup—and SPF. Take The Day Off™ Makeup Remover \$15.1.78 oz. #2326378578	Bin 6 Ophthalmologist tested. Safe for sensitive eyes. 3-Step Eye Make-Up Remover \$14.1.44 oz. #2326378579
Bin 7 The Gentle Cleansers Take The Day Off™ Cleansing Balm \$15.1oz. Acne Solutions™ Cleansing Foam \$13.1.78 oz. #2326378580	Bin 8 100% show a boost in hydration and glow. Moisture Surge™ 100N \$18.5oz. #2326378581

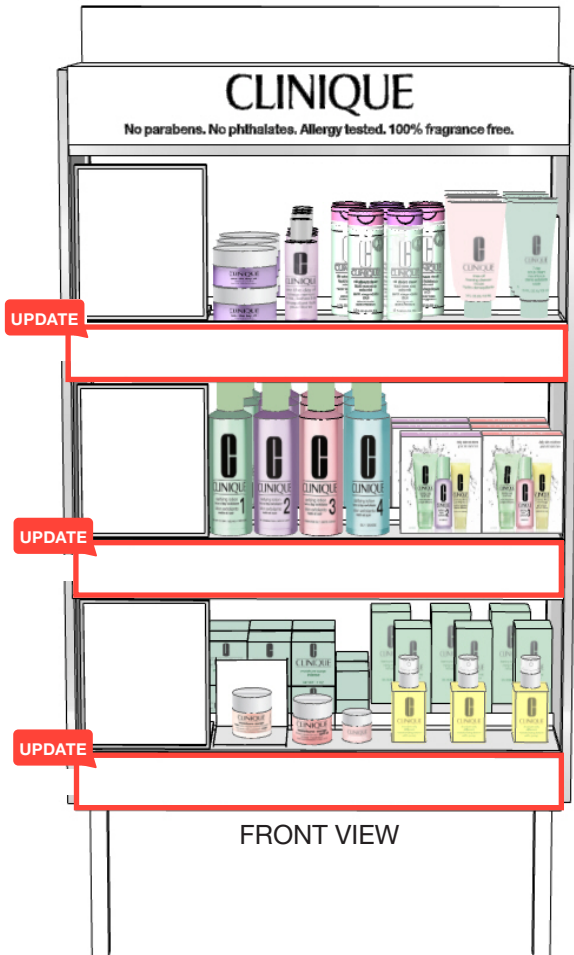
• LOCATOR / TEMPLATE NO UPDATES

Shelf 1

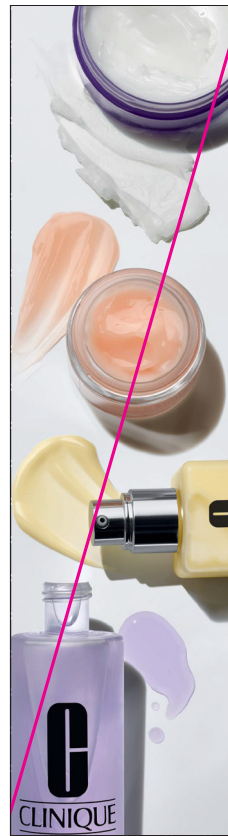
NO RENDER
NO UPDATES

Best-Of Endcap

**INDICATES NOT UPDATING.
DO NOT THROW OUT.**



• SIDE GRAPHICS **NO UPDATES**



Left Panel



Right Panel

• LOCATOR / TEMPLATE **NO UPDATES**

Shelf 1

**NO RENDER
NO UPDATES**

Shelf 2

**NO RENDER
NO UPDATES**

Shelf 3

**NO RENDER
NO UPDATES**

INDICATES NOT UPDATING.
DO NOT THROW OUT.

• SHELF GRAPHICS SRP UPDATES

Shelf 1

#2325291949

Melts away makeup and SPF.

#1

CLINIQUE

#2325291953

Makeup removers + dermatologist developed cleansers.

#0126338556

UPDATE

Shelf 2

#2325291950

Instant exfoliation for radiant skin.

3

CLINIQUE

#2325291954

Twice a day liquid exfoliators for your skin type.

#0126338557

UPDATE

Shelf 3

#2325291952

Instant hydration.

100%

CLINIQUE

#2325291951

#2325291955

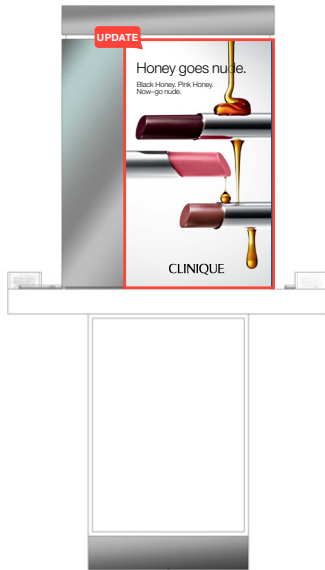
Long-lasting hydration for glowing skin.

#0126338558

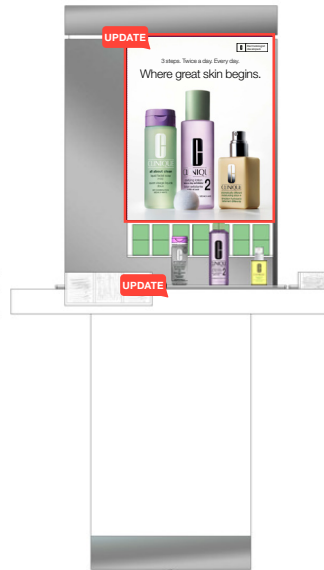
UPDATE

Tease Tower

INDICATES NOT UPDATING.
DO NOT THROW OUT.

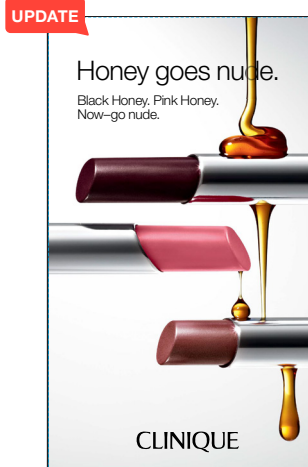


Facing Window



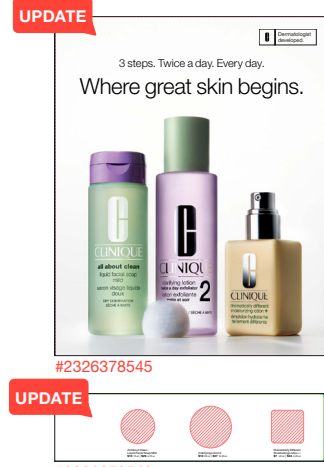
Facing Outside Boutique

• SIDE A



#2326378544

Facing Window Lightbox



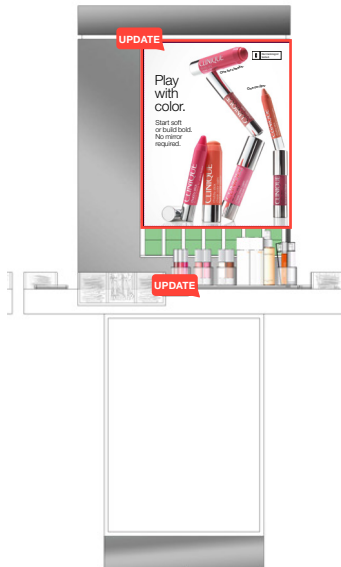
#2326378545

#2326378548

Facing Outside Boutique Lightbox + Tile

NEW: Liquid Facial Soap Mild, Clarifying Lotion Type, DDML+, (Mini's in Backstock)
OUT: UV Solutions Hydrating, UV Solutions Mattifying, UV Solutions Brightening + Tinted (x4)

• SIDE B



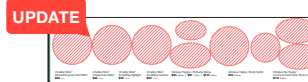
Facing Color Gondola



Facing Treatment Wall

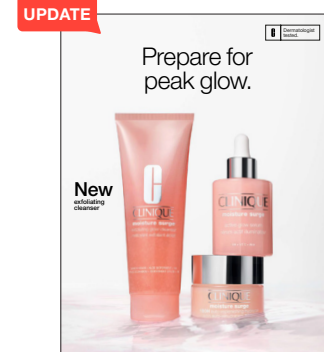


#2326378546



#2326378549

Facing Color Gondola Lightbox + Tile



#2326378547



#2326378550

Facing Treatment Wall Lightbox+ Tile

NEW: Happy Fragrance 1.7 oz / 3.4 oz, Happy Rollerball .34oz, Happy Body Spritz, My Happy Cocoa & Cashmere, My Happy Peony Picnic

NEW: Moisture Surge Exfoliating Cleanser

BX3 / BX7 Unit

INDICATES NOT UPDATING.
DO NOT THROW OUT.

FRONT

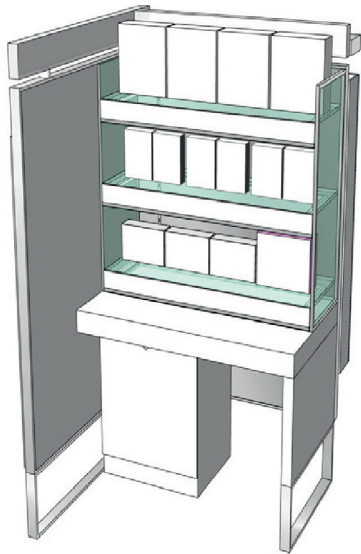


#2325292067

Ladder Magnet Sign

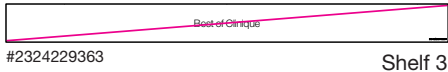
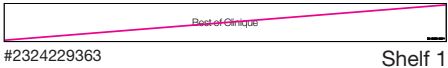


BACK NO UPDATES



#2325291932

Side Lightbox



Play Table

INDICATES NOT UPDATING.
DO NOT THROW OUT.

Play Table with Clinical Reality

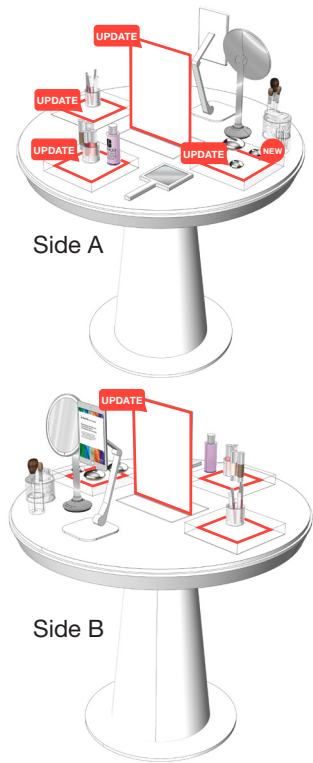
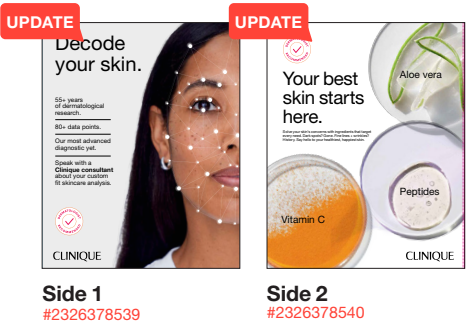


TABLE GRAPHICS

GRAPHIC REPRINT + SRP UPDATES

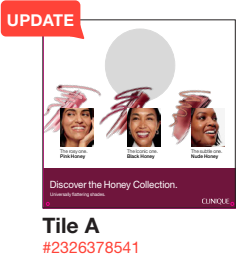
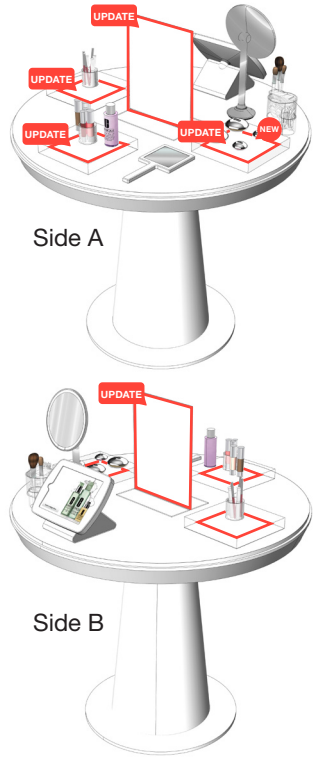
Table Signs



Side 1
#2326378539

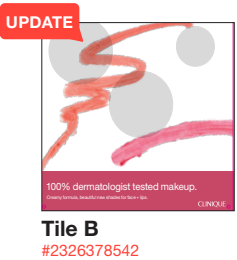
Side 2
#2326378540

Play Table without Clinical Reality

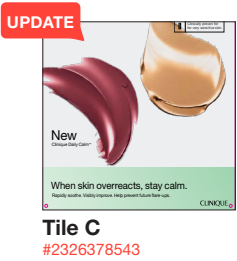


Tile A
#2326378541

Tile Graphics



Tile B
#2326378542



Tile C
#2326378543

TILE C: Daily Calm Foundation Balm (x2),
Daily Calm Lip & Cheek Balm (x2)
OUT: UV Solutions Hydrating, UV Solutions
Mattifying