

# Clinique NA Merchandising Guidelines

---

## SPARKLE

Fall 2026

July - September



### **Daily Calm Locators**

Shipping direct to door

### **Color Wall Locators**

Shipping direct to door

(Tracking will be available on Field Sharepoint)

### **July + GWP Updates**

Shipping from Estee Lauder Plant

(Tracking will be available on Field Sharepoint)

# Who To Contact

For all questions/concerns regarding:

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

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

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

United States

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

Canada

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

Hours of Operation

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

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

Counter Repair Requests:

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

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

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



## Fall 2026 Priorities

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

## Fall 2026 New Product Launches

★ - Priority Launch

|                           | JULY                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | AUGUST                                                                                                                                                                                                                                                                                                                                                                                        | SEPTEMBER                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|---------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b><u>NATIONAL:</u></b>   | <div>  <p><b>NEW</b> Smart<br/>Collagen + PDRN<br/>Cream</p> </div> <div>  <p><b>NEW</b> Moisture Surge<br/>Exfoliating Glow Cleanser<br/>(All retailers except<br/>Macy's)</p> </div> <div>  <p><b>NEW</b> High-Fi<br/>Waterproof</p> </div> <div>  <p><b>NEW</b> Daily Calm:<br/>- Makeup Balm<br/>- Lip + Cheek Color<br/>- Gentle Cleansing Cream<br/>- Soothing Repair Cream<br/>(50ml and 15ml)</p> </div> <div>  <p><b>NEW</b> Clinique<br/>For Men SPF 35</p> </div> <div>  <p>Acne Solutions<br/>Clinical Clearing<br/>Gel 1.0</p> </div> | <div>  <p><b>NEW</b> Moisture Surge<br/>Exfoliating Glow Cleanser<br/>(Macy's Only)</p> </div> <div>  <p><b>NEW</b> Clarifying Lotion Refills<br/>(All retailers except<br/>Macy's)<br/>Varies by Retailer</p> </div> | <div>  <p><b>NEW</b> Black Honey<br/>High-Fi Mascara</p> </div> <div>  <p>Chubby Stick<br/>Shadow Tint For<br/>Eyes</p> </div> <div>  <p><b>NEW</b> Clarifying Lotion Refills<br/>(Macy's Only)</p> </div> <div>  <p><b>NEW</b> Liquid Facial Soap Refill<br/>(All retailers except Macy's)<br/>Varies by Retailer</p> </div> |
| <b><u>PROMOTIONS:</u></b> | <p>National Lipstick Day<br/>7/26 - 8/1 OCD</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <p>Jumbo Amplification<br/>8/20 - 8/24 OCD</p> <p>Belk GWP<br/>8/4 - 8/27 OCD</p>                                                                                                                                                                                                                                                                                                             | <p>Dillard's GWP<br/>8/28 - 9/12 OCD</p> <p>Macy's GWP<br/>9/30 - 10/20 OCD</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |

# Hero Product Support At Counter

★ - Hero Product



**GLOWING SKIN**  
with Moisture Surge™



**HEALTHY SKIN**  
with 3-Step



**YOUTHFUL  
LOOKING SKIN**  
with Smart™



**EVEN-TONED SKIN**  
with Even Better™  
Skincare + Makeup



**CLEAR SKIN**  
with Acne Solutions™



**MAKEUP REMOVERS**  
with Take the Day Off™



**BUILDABLE VOLUME**  
with High Impact™ Mascara



**CULT CLASSICS**  
with Black Honey + Pink  
Honey + Nude Honey  
Almost Lipsticks

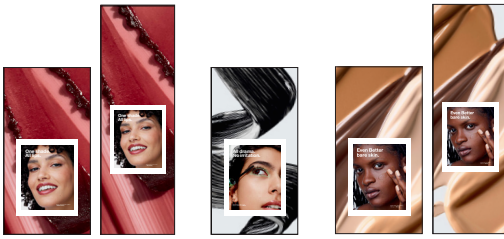
---

# Discards



**❌ The following graphics & lightboxes should no longer be in-store.**

• **Fall 2025 To Discard**

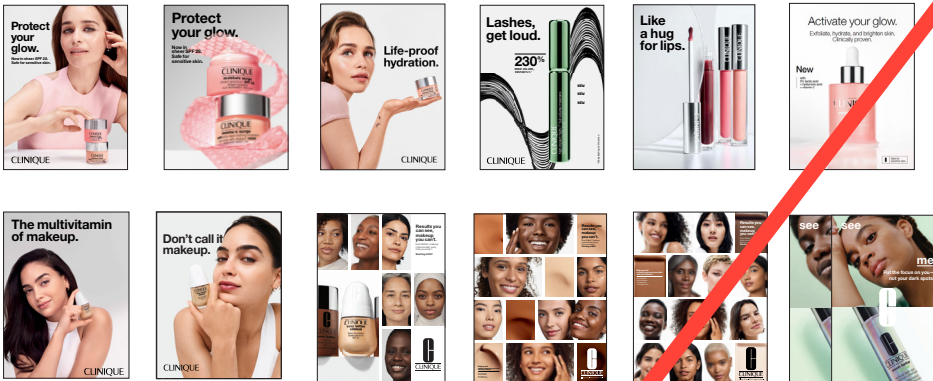


Color Moodboards



Product Focus Unit

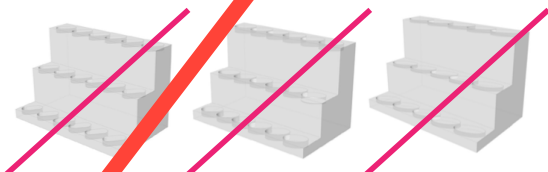
• **Discard from previous seasons**



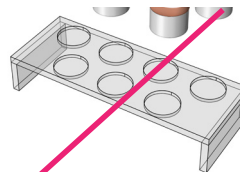
Project Warrior Boings, Stickers, Sign



**LOCATORS**



Foundation Stadium Locators (x3)



Moisture Surge Sheertint Locator

---

# Cadence

## TOP DOORS (5A-A)

**\*NOTE:** Top Doors have 4 launch LBXs



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

| (CURRENT) JUNE                                                                                                                                                 | JULY                                                                                                          | AUGUST                                                                                                                        | SEPTEMBER                                                                                                                         |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| <b>LBX #1 Launch</b><br><br>3 Step<br>(F'25 Assets)                           | <br>Smart Serum<br>(REPRINT) | <br>Chubby<br>(Removing "New Chubby Shades") | <br>Moisture Surge Exfoliating<br>Glow Cleanser |
| <b>LBX #2 Launch</b><br><br>Chubby<br>(S'26 Assets)                           | <br>Smart<br>(S'26 Assets)  | <br>3-Step<br>(REPRINT)                    |                                                                                                                                   |
| <b>LBX #3 Launch</b><br><br>Moisture Surge Glow<br>(F'25 Assets - no "NEW") |                                                                                                               |                                                                                                                               |                                                                                                                                   |

## LBX #5 + more

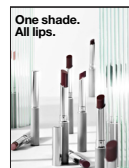
Heroes  
Based on  
zoning



Smart Hero  
(F'23 Assets)



MS 100H Hero  
(F'23 Assets)



Black Honey  
(S'24 Assets)



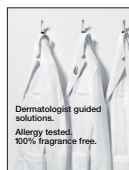
Foundation Hero  
(F'24 Assets)



Fragrance Hero  
(F'23 Assets)



Fragrance Hero  
(Horizontal Ratio)



Active Derm Lab Coat  
(F'24 Assets)



Skin School  
(F'24 Assets)



CFM Hero  
(F'23 Assets)

VIDEO: Select Doors

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

Maintenance Process

- STEP 1

Field sends in request to correct issue through POS COE.
- STEP 2

R&M team communicates issues to VID.

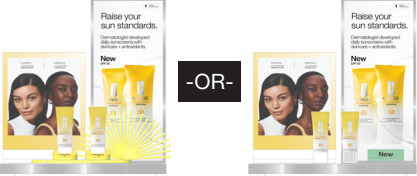
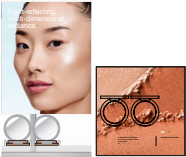
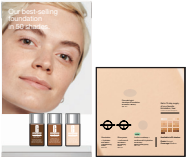
- STEP 3

VID creates a ticket to track progress of repair.



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



| (CURRENT) JUNE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | JULY                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | AUGUST | SEPTEMBER |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|-----------|
| <div>Story-Telling Unit</div> <div></div> <div>UV Solutions<br/>Graphic Code: VHEQ-70 <b>TOP DOORS</b><br/>Glorifier Code: VHFB-60 <b>TOP DOORS</b><br/><br/>Graphic Code: VHER-70 <b>NON-TOP DOORS</b></div>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <div></div> <div>Smart Collagen + PDRN Cream<br/>Update Code: VJHZ-70<br/>Glorifier Code: VJYC-60</div>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |        |           |
| <div>Trending Now Units</div> <div>Unit Riser Code: K76P-60<br/>Unit Base Code: K76R-60<br/><br/>Graphic Update Code: VGAK-70</div> <div></div> <div>True Highlight<br/>(Riser + Base Graphics)</div> <div></div> <div>EBMU<br/>(Base Graphic Code: VHTH-70)</div> <div></div> <div>Even Better Vitamin Makeup<br/>(Riser + Base Graphics)</div> <div></div> <div>DDML+<br/>(Base Graphic Code: VHTH-70)</div> <div></div> <div>Moisture Surge Glow<br/>(Base Graphic Code: VHTH-70)</div> <div></div> <div>Smart<br/>(Riser + Base Graphics)</div> <div>Riser + Base Graphic<br/>Update Code: VGAK-70</div> | <div></div> <div>Daily Calm Skincare<br/>(Riser + Base Graphics)</div> <div></div> <div>Daily Calm Makeup Balm<br/>(Riser + Base Graphics)</div> <div></div> <div>Daily Calm Lip + Cheek<br/>(Riser + Base Graphics)</div> <div></div> <div>DDML+<br/>(Riser + Base Graphics)</div> <div></div> <div>Moisture Surge<br/>(Riser + Base Graphics)</div> <div></div> <div>Smart<br/>(Riser + Base Graphics)</div> <div>Riser + Base Graphic<br/>Update Code: VJLF-70<br/>Daily Calm Locators<br/>*shipping direct to door*<br/>Update Code: VK8C-60</div> |        |           |

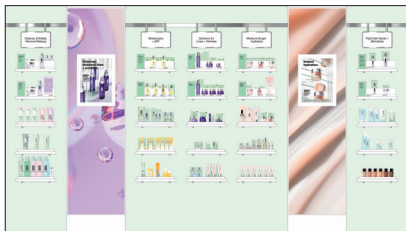
(CURRENT) JUNE

JULY

AUGUST

SEPTEMBER

## Treatment Large Format (5-Shelf)



Large Category Headers (Code: **VGAJ-70**)  
5 short commbands, 12 long commbands (Code: **VHTE-70**)  
All About Eyes Brightening Serum Locator (Code: **VGN4-60**)

## Treatment Small Format (4-Shelf)



Treatment Bay 1 - 3



Treatment Bay 4 - 6

Full commband +  
commbox update +  
Small Category  
Headers (Code:  
**VGAG-70**)

All About Eyes  
Brightening Serum  
Locator (Code:  
**VGN4-60**)

4 short commbands,  
14 long commbands  
(Code: **VHTF-70**)



Large Format Header (Code: **VJLH-70**)  
Full Set of Commband + Commbox (Code: **VJLG-70**)



Treatment Bay 1 - 3

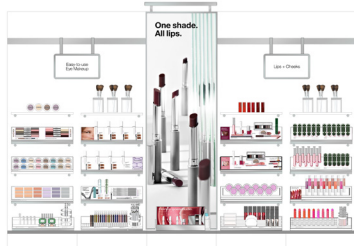


Treatment Bay 4 - 6

Small Format Header  
(Code: **VJLK-70**)  
Full Set of  
Commband +  
Commbox (Code:  
**VJL7-70**)

## Lip & Cheek Bays

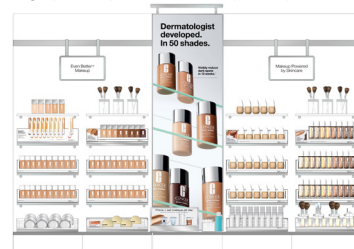
Large (5-Shelf) + Small Format (4-Shelf)



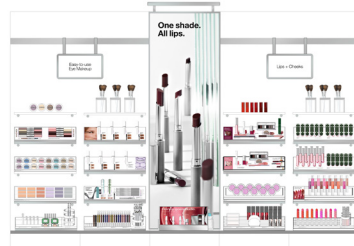
Color Commband + Lip and Mascara Product Focus Unit  
(Code: **VGAL-70**)  
Chubby Locators x2 (Code: **VHZE-60**)  
Lip Small Format Moodboard (Code: **VGBE-70**)  
Lip Large Format Moodboard (Code: **VGBD-70**)  
July '25 Color + Foundation Locators (Code: **VGN5-60**)

## Foundation Bays

Large (5-Shelf) + Small Format (4-Shelf)



Foundation Commband + Product Focus Unit (Code: **VATS-70**)  
Foundation Small Format Moodboard (Code: **VGAN-70**)  
Foundation Large Format Moodboard (Code: **VGAM-70**)  
July '25 Color + Foundation Locators (Code: **VGN5-60**)



Color Wall Locator Update (Code: **VK8D-60**) **\*SHIPPING  
DIRECT TO DOOR\***  
Color Wall Update (Code: **VJLQ-70**)  
Large Color Header Update (Code: **VJLS-70**)  
Small Color Header Update (Code: **VJLT-70**)  
Lip Product Focus Unit Update (Code: **VJLR-70**)  
Mascara Product Focus Unit Update (Code: **VJLW-70**)



Foundation Wall Update (Code: **VJLL-70**)  
Product Focus Unit Update (Code: **VJLM-70**)  
Large Foundation Header Update (Code: **VJLP-70**)  
Small Foundation Header Update (Code: **VJLN-70**)

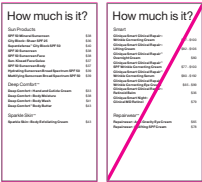
| (CURRENT) JUNE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | JULY | AUGUST | SEPTEMBER |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|--------|-----------|
| <div><div><div>Treatment Large (5-Shelf)</div><div>ALL DOORS</div><div><div>PRIORITY #1</div><div>PRIORITY #2</div><div>PRIORITY #3</div><div>PRIORITY #4</div></div><div><div></div><div></div><div></div><div></div></div></div><div><div>DDM Moodboard: Large Format (Code: <b>VBE5-70</b>)</div><div>Moisture Surge Moodboard: Large Format (Code: <b>VBE3-70</b>)</div><div>Smart Moodboard: Large Format (Code: <b>VBE4-70</b>)</div><div>TTDO Moodboard: Large Format (Code: <b>VBE6-70</b>)</div></div></div> <div><div><div>Treatment Small (4-Shelf)</div><div>ALL DOORS</div><div><div>PRIORITY #1</div><div>PRIORITY #2</div><div>PRIORITY #3</div><div>PRIORITY #4</div></div><div><div></div><div></div><div></div><div></div></div></div><div><div>DDM Moodboard: Small Format (Code: <b>VBE9-70</b>)</div><div>Moisture Surge Moodboard: Small Format (Code: <b>VBE7-70</b>)</div><div>Smart Moodboard: Small Format (Code: <b>VBE8-70</b>)</div><div>TTDO Moodboard: Small Format (Code: <b>VBEA-70</b>)</div></div><div><div></div><div>NOTE: Quantity of moodboards vary by door.</div></div></div> |      |        |           |
| <div><div><div>Lip &amp; Cheek Bays</div><div>Large (5- Shelf) + Small Format (4-Shelf)</div><div><div><div></div><div></div><div><div>SELECT DOORS ONLY</div><div></div></div></div></div><div><div>Lip Small Format Moodboard (Code: <b>VGBE-70</b>)</div><div>Mascara Small Format Moodboard (Code: <b>VGBC-70</b>)</div><div>Color Large Format Moodboard (Code: <b>VGBD-70</b>)</div></div></div><div><div><div>Foundation Bays</div><div>Large (5- Shelf) + Small Format (4-Shelf)</div><div><div><div></div><div></div></div></div></div><div><div>Foundation Small Format Moodboard (Code: <b>VGAN-70</b>)</div><div>Foundation Large Format Moodboard (Code: <b>VGAM-70</b>)</div></div></div></div>                                                                                                                                                                                                                                                                                                                                                                                                          |      |        |           |

(CURRENT) JUNE

4" x 7.5" Plexi  
Unit Code: ZX14-60

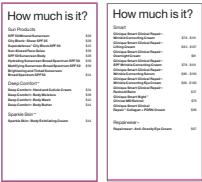


Skin School  
Code: VFHS-70 (PROMO+SAYLI)



How Much Is It Signs  
Code: VHTK-70 (PROMO+SAYLI)

JULY



How Much Is It Signs  
Code: VJM3-70 (PROMO+SAYLI)

AUGUST

SEPTEMBER



Dillard's GWP  
(8/28 - 9/12)  
Code: VK66-70 (SAYLI)



Macy's GWP  
(9/30 - 10/20)  
Code: VK67-70 (SAYLI)

Promo Tower Graphics

Unit Code: xx



Skin School  
Code: VFHR-70 (PROMO)



F'24 Hero Graphic  
- New Assets  
Code: VAYQ-70  
(PROMO)



Belk GWP  
(8/4 - 8/27)  
Code: VK65-70 (PROMO)

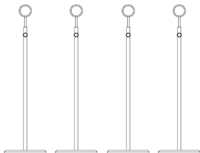
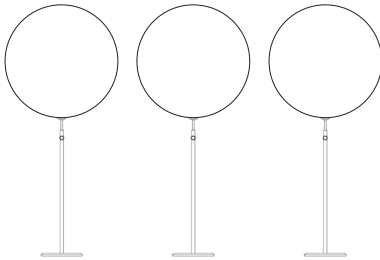


Dillard's GWP  
(8/28 - 9/12)  
Code: VK66-70 (PROMO)



Macy's GWP  
(9/30 - 10/20)  
Code: VK67-70 (PROMO)

| (CURRENT) JUNE                                                                                                                                                                                                                                                                                                                                                                               | JULY                                                                                                                                                                                         | AUGUST | SEPTEMBER |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|-----------|
| <div><p>CLINIQUE Try a little. Love it a lot.</p></div> <div><p>CHUBBY OPTION<br/>(EXISTING)</p></div> <div><p>Minis Unit<br/>Doors: <b>Select Doors</b><br/>Full Unit Code: VCHN-60<br/>Extra Bin Code: VCHM-60</p></div> | <div><p>Grab &amp; Go Unit<br/>(Full bin+riser graphic PPK Update)<br/>Base Update Code: VJHP-70</p></div> |        |           |
| <div><p>OR</p></div> <div><p>Generic "C" Permanent Pedestal<br/>Update Code: VC1H-70<br/>Doors: <b>SD</b></p></div>                                                                                                        |                                                                                                                                                                                              |        |           |
| <div></div> <div><p>MSNA Pedestal<br/>Update Code: VBXJ-70</p></div>                                                                                                                                                                                                                                       |                                                                                                                                                                                              |        |           |

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

EXISTING IN-STORE:



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



Lollipop Sign Library (x5)

- Jumbos
- Trending Now
- Ask Me For a Free Sample
- Newness
- Generic Sets

16

Fall 2026 Merchandising Guidelines

|

CLINIQUE

(CURRENT) JUNE

JULY

AUGUST

SEPTEMBER

8.5" x 11" Counter Signs

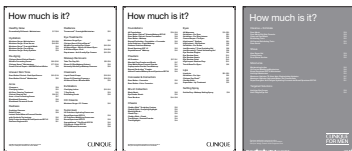


**National Lipstick Day 7/26 - 8/1 OCD**  
Code: **VJJ4-70 E**  
Code: **LOCAL PRODUCTION ES**

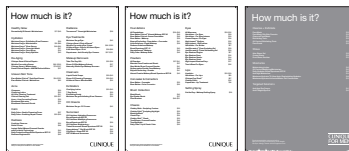


**Jumbo Amplification 8/20 - 8/24 OCD**  
Code: **VJJ5-70 E**  
Code: **LOCAL PRODUCTION ES**

EXISTING IN-STORE:



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



**How Much Is It Signs**  
Code: **VJH2-70**



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

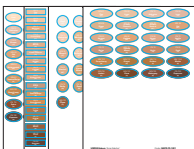


**Consultant Tools F'25 Update**  
Code: **LOCAL PRODUCTION**



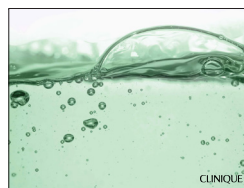
**Consultant Tools**  
Code: **LOCAL PRODUCTION**

EXISTING IN-STORE:



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

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



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







---

# Trending Now Table

Overview



Collateral

**UPDATE**

Very sensitive skin.

Trending Now Riser

**UPDATE**

Trending Now Base

**Product Assortment**

1 Daily Calm™ Gentle Cream Cleanser **JULY OCD**

2 Daily Calm™ Soothing Repair Cream **JULY OCD**

Riser + Base Graphic Code: **VJLF-70**

**UPDATE**

Calms irritation.

Trending Now Riser

**UPDATE**

Trending Now Base

**Product Assortment**

1 Daily Calm™ Makeup Balm **JULY OCD**

Riser + Base Graphic Code: **VJLF-70**

Calm Locator Code: **VK8C-60 JULY OCD (Shipping direct to door)**

**UPDATE**

Soothing makeup.

Trending Now Riser

**UPDATE**

Trending Now Base

**Product Assortment**

1 Daily Calm™ Lip + Cheek **JULY OCD**

Riser + Base Graphic Code: **VJLF-70**

Calm Locator Code: **VK8C-60 JULY OCD (Shipping direct to door)**

**NEW**

Collagen + PDRN? That's Smart.

**NEW**

Smart Collagen + PDRN Cream

Update Code: **VJHZ-70**

Glorifier Code: **VJYC-80**

Overview



Collateral



Trending Now Riser



Trending Now Base

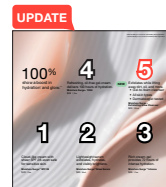
Product Assortment

- 1 Dramatically Different™ Moisturizing Lotion+™ SPF 35
- 2 Dramatically Different™ Moisturizing Lotion+™
- 3 Dramatically Different™ Hydrating Gel

Riser + Base Graphic Code: **VJLF-70**



Trending Now Riser



Trending Now Base

Product Assortment

- 1 Moisture Surge™ SPF28 Hydrator
- 3 Moisture Surge™ Glow Serum
- 2 Moisture Surge™ Intense
- 4 Moisture Surge™ 100H
- 5 Moisture Surge™ Exfoliating Glow Cleanser **JULY OCD**

Riser + Base Graphic Code: **VJLF-70 JULY OCD**



Trending Now Riser



Trending Now Base

Product Assortment

- 1 Smart Clinical Repair™ Wrinkle Correcting Cream
- 2 Smart Clinical Repair™ Lifting Neck + Face Cream
- 3 Smart Clinical Repair™ SPF30
- 4 Smart Clinical Repair™ Serum
- 5 Smart Clinical Repair™ Collagen + PDRN Cream **JULY OCD**

Riser + Base Graphic Code: **VJLF-70 JULY OCD**  
Fall 2026 Merchandising Guidelines

## Smart StoryTelling Unit - Graphic Update

Graphic PPK Code: **VJHZ-70**

Glorifier Code: **VJYC-60**

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

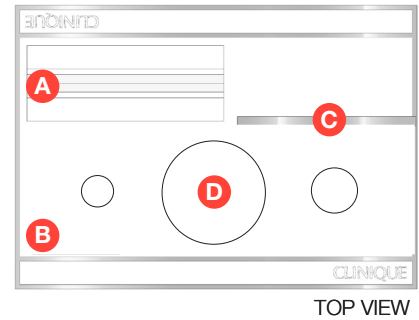
On-Counter Date: **July 2026**

**SHIPPING DIRECT TO DOOR**



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

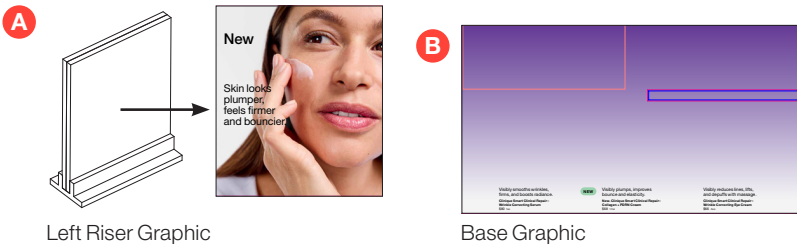
**IMPORTANT!**  
Do **NOT** discard all parts/pieces of the DVU.



TOP VIEW

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

### LEFT SIDE ELEMENTS



Left Riser Graphic

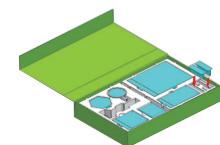
Base Graphic

### RIGHT SIDE ELEMENTS



Right Riser Graphic

Smart Glorifier



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

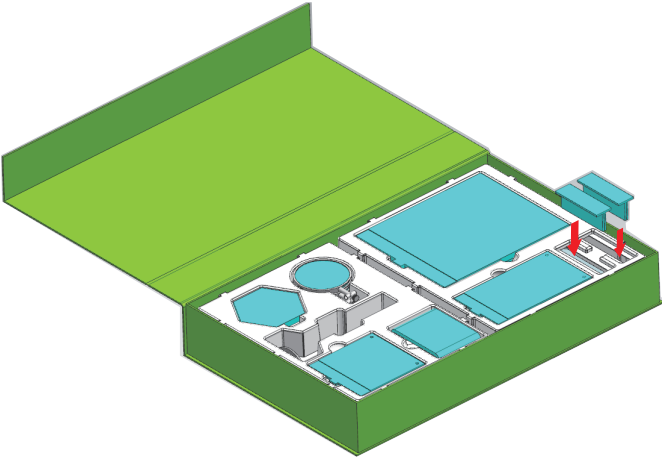
Parts to be used:

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

# Story Telling Unit Kit of Parts

Unit Code: VF35-60

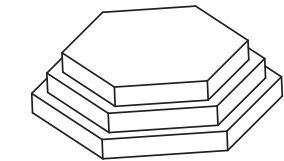
Doors: **Top Doors + Non-Top Doors**



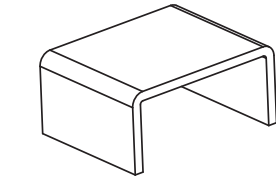
## Story-Telling Unit VM Pre-pack Do's and Don'ts

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

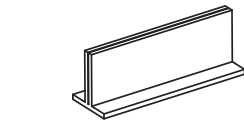
### INCLUDED IN VM PRE-PACK



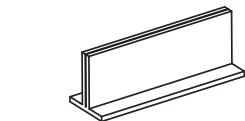
✓ Hexagon 3-Layer Block



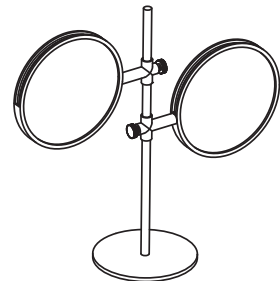
✓ Nesting Block



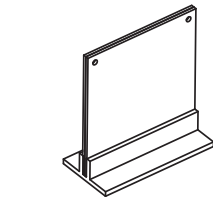
✓ Newness Graphic Block



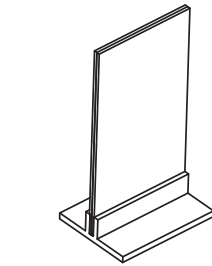
✓ Most-Loved Graphic Block



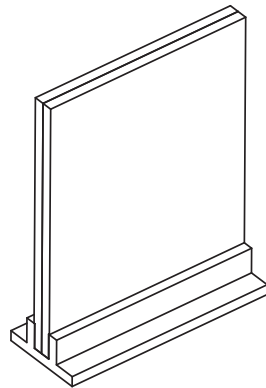
✓ Double Claim Post



✓ Micro Graphic Riser



✓ 4" x 7.5" Graphic Riser



✓ 8" x 10" Graphic Riser



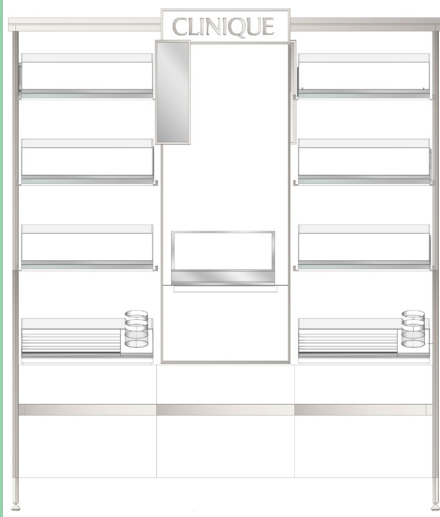
**\*NOTE:** Can be turned into a single claim post. Ensure to safely store the extra circular claim frame inside the VM Pre-pack box.



# Makeup Bays



**\*NOTE:** Color Gondolas will also have the same shelving and product assortment.



FRONT

Easy-to-use  
Eye Makeup

BACK

Easy-to-use  
Eye Makeup



**\*NOTE:** Header signs are double-sided.  
Please use the white side for Fall 2026.

UPDATE

## JULY UPDATE (COLOR BAYS):

Color Wall Locator Update (Code: **VK8D-60**)

Color Wall Update (Code: **VJLQ-70**)

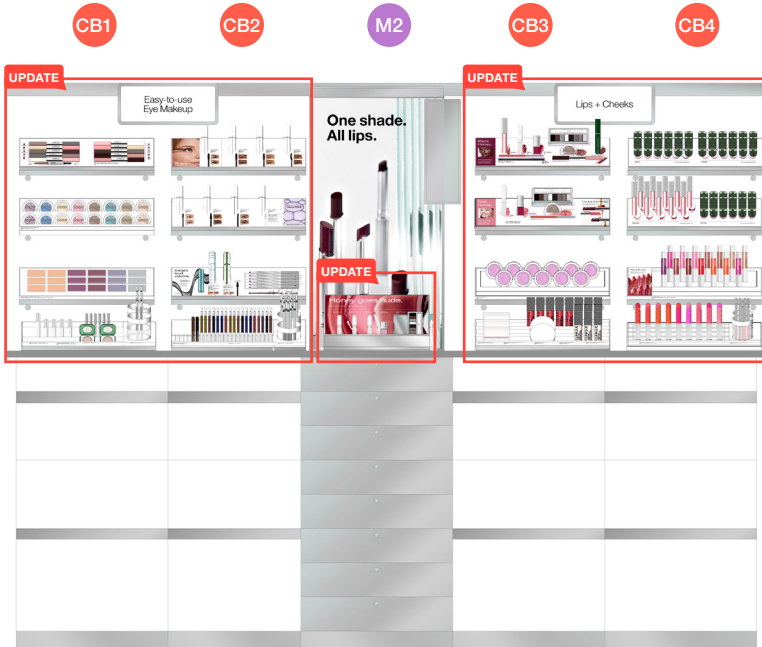
Large Color Header Update (Code: **VJLS-70**)

Small Color Header Update (Code: **VJLT-70**)

Lip Product Focus Unit Update (Code: **VJLR-70**)

Mascara Product Focus Unit Update (Code: **VJLW-70**)

## Small Format (4-Shelf)



### • Colour Bays

**CB1** Shadows & Brows

**CB2** Lashes & Liners

**CB3** Lips & Cheeks

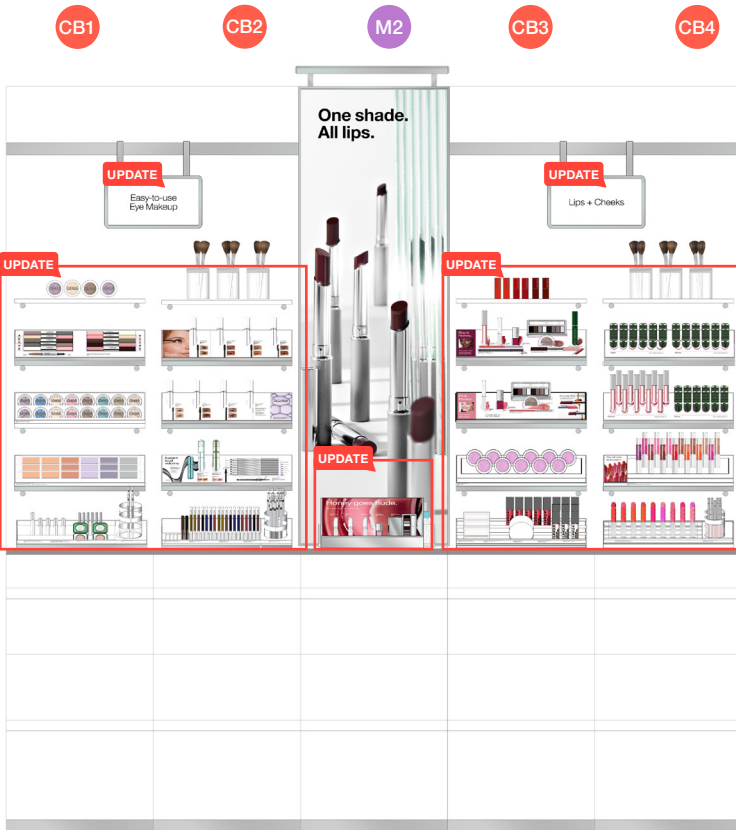
**CB4** Lips

*\*Please see pages 34 - 35 for product assortments for each bay*

### • Mood Boards

**M1** Lip Hero

## Large Format (5-Shelf)



**\*NOTE:** Color Gondolas will also have the same shelving and product assortment.

### • Colour Bays

**CB1** Shadows & Brows

**CB2** Lashes & Liners

**CB3** Lips & Cheeks

**CB4** Lips

*\*Please see pages 36 - 37 for product assortments for each bay*

### • Mood Boards

**M1** Lip Hero



FRONT

Even Better™  
Makeup

BACK

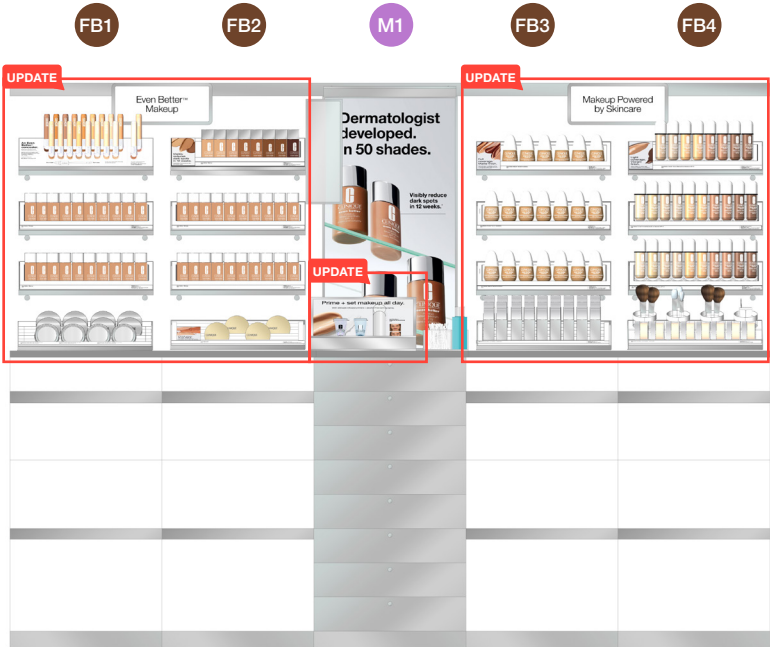
Even Better™  
Makeup

**\*NOTE:** Header signs are double-sided.  
Please use the white side for Fall 2026.

UPDATE

**JULY UPDATE (FOUNDATION BAYS):**  
Foundation Wall Update (Code: **VJLL-70**)  
Product Focus Unit Update (Code: **VJLM-70**)  
Large Foundation Header Update (Code: **VJLP-70**)  
Small Foundation Header Update (Code: **VJLN-70**)

Small Format (4-Shelf)



• Foundation Bays

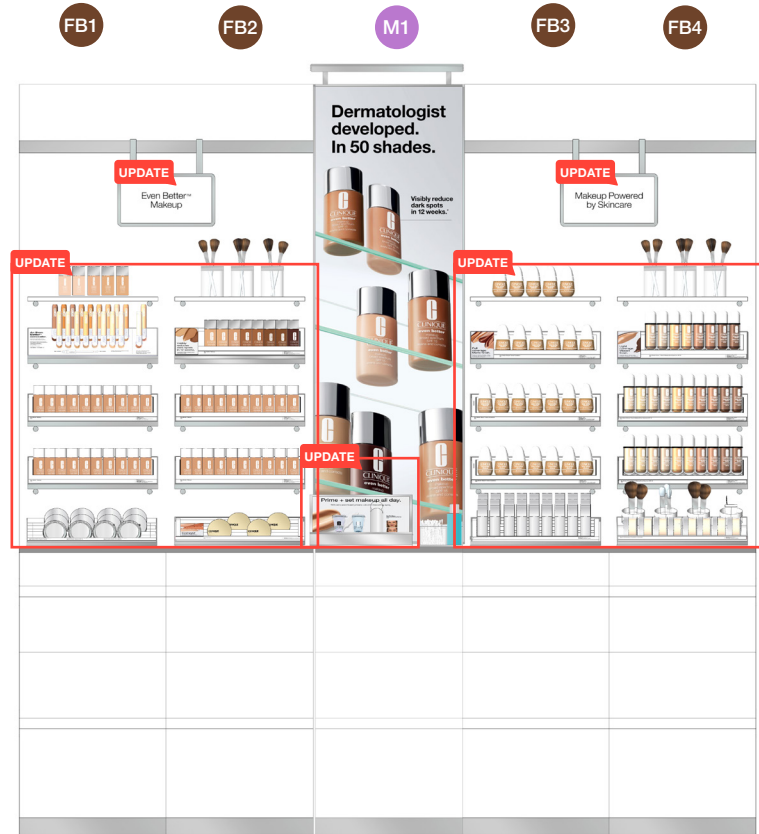
- FB1 Foundation 1
- FB2 Foundation 2
- FB3 Foundation 3
- FB4 Foundation 4

*\*Please see pages 38 - 39 for product assortments for each bay*

• Mood Boards

- M2 Foundation Hero

Large Format (5-Shelf)



**\*NOTE:** Foundation Gondolas will also have the same shelving and product assortment.

• Foundation Bays

- FB1 Foundation 1
- FB2 Foundation 2
- FB3 Foundation 3
- FB4 Foundation 4

*\*Please see pages 40 - 41 for product assortments for each bay*

• Mood Boards

- M2 Foundation Hero

B1 Shadows & Brows

FRONT  
Easy-to-use  
Eye Makeup

BACK  
Easy-to-use  
Eye Makeup

**\*NOTE:** Header signs are double-sided. Please use the white side for Fall 2026.

\*5-shelf only →



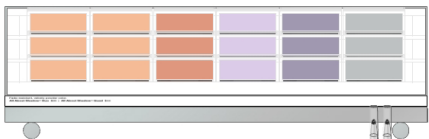
(Locator Code: V8BG-60)



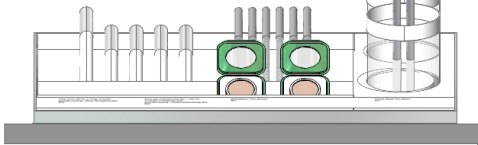
502  
(Locator Code: K753-60)



502  
(Locator Code: K753-60)



610A  
(White template  
Code: K76F-60)  
(Locator Code: VGN5-60)

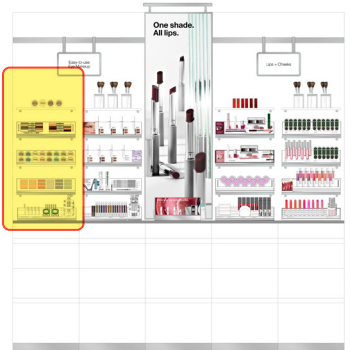


UPDATE

**JULY UPDATE (COLOR BAYS):**  
Color Wall Locator Update (Code: VK8D-60)  
Color Wall Update (Code: VJLQ-70)  
Large Color Header Update (Code: VJLS-70)  
Small Color Header Update (Code: VJLT-70)  
Lip Product Focus Unit Update (Code: VJLR-70)  
Mascara Product Focus Unit Update (Code: VJLW-70)



Small Format (4-Shelf)



Large Format (5-Shelf)

**\*NOTE:** Category signs are double-sided. Please use the white side for Fall 2026.

• COMMUNICATION BANDS

INDICATES NOT UPDATING.  
DO NOT THROW OUT.

SHELF 1

UPDATE JULY OCD

SHELF 2

UPDATE JULY OCD

Fade-resistant, velvety powder color.  
All About Shadow™ Single  
\$27

SHELF 3

UPDATE JULY OCD

Fade-resistant, velvety powder color.  
All About Shadow™ Duo \$35 | All About Shadow™ Quad \$44

SHELF 4

UPDATE JULY OCD

Clear brow gel for a range of looks.  
Just Browing™ Clear Sculpting Gel  
\$29

Brow gel mascara that fills + sets for a natural or polished look.  
Just Browing™ Tinted Volumizing Gel  
\$29

Quickliner™ For Brows  
\$27

Touch Base For Eyes™  
\$27

B2 Lash & Liners

FRONT

Easy-to-use  
Eye Makeup

BACK

Easy-to-use  
Eye Makeup

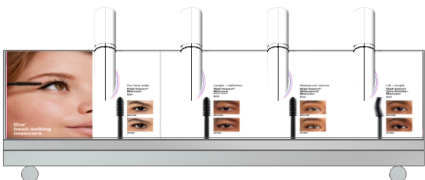


\*NOTE: Header signs are double-sided.  
Please use the white side for Fall 2026.

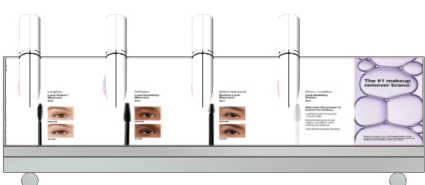
\*5-shelf only →



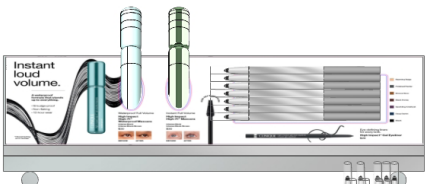
(Locator Code:  
V7NP-60)



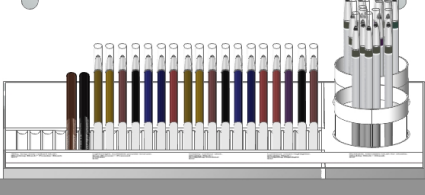
(Locator Code:  
V7NP-60)



(Locator Code:  
V3LB-60)  
8/25 OCD



609A  
(White template  
Code: K76A-60)  
(TOC Code: K76C-  
60)



• COMMUNICATION BANDS

INDICATES NOT UPDATING.  
DO NOT THROW OUT.

SHELF 1



SHELF 2



SHELF 3



SHELF 4

|                                                     |                              |                                      |
|-----------------------------------------------------|------------------------------|--------------------------------------|
| High Impact™ Eyeliner<br>Black \$30   Espresso \$30 | Quickliner™ For Eyes<br>\$29 | Quickliner™ For Eyes Intense<br>\$29 |
|-----------------------------------------------------|------------------------------|--------------------------------------|

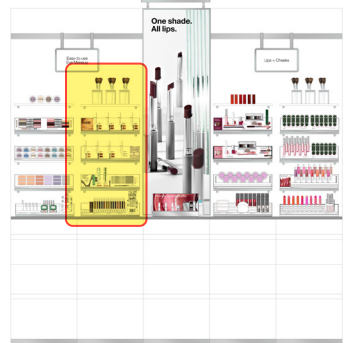
UPDATE

JULY UPDATE (COLOR BAYS):

- Color Wall Locator Update (Code: VK8D-60)
- Color Wall Update (Code: VJLQ-70)
- Large Color Header Update (Code: VJLS-70)
- Small Color Header Update (Code: VJLT-70)
- Lip Product Focus Unit Update (Code: VJLR-70)
- Mascara Product Focus Unit Update (Code: VJLW-70)



Small Format (4-Shelf)



Large Format (5-Shelf)



\*NOTE: Category signs are double-sided.  
Please use the white side for Spring 2026.

CB3 Lips & Cheeks



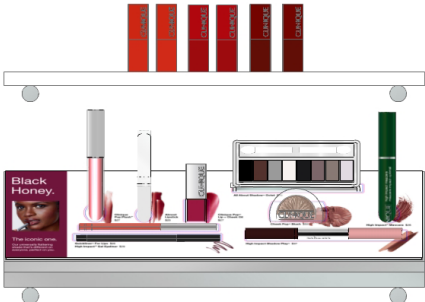
**\*NOTE:** Header signs are double-sided. Please use the white side for Fall 2026.

UPDATE

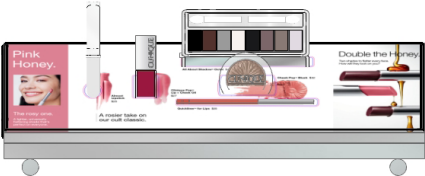
**JULY UPDATE (COLOR BAYS):**  
Color Wall Locator Update (Code: **VK8D-60**)  
Color Wall Update (Code: **VJLQ-70**)  
Large Color Header Update (Code: **VJLS-70**)  
Small Color Header Update (Code: **VJLT-70**)  
Lip Product Focus Unit Update (Code: **VJLR-70**)  
Mascara Product Focus Unit Update (Code: **VJLW-70**)

\*5-shelf only →

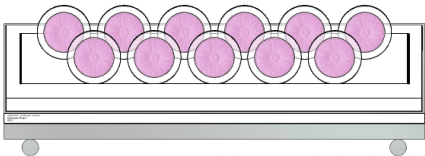
(Locator Code: VGN5-60)



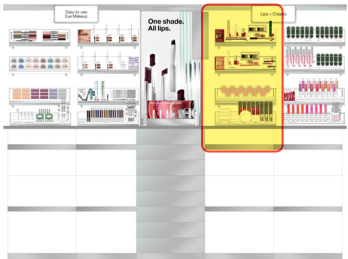
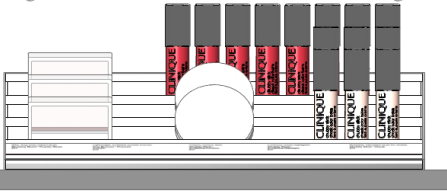
(Locator Code: VGN5-60)



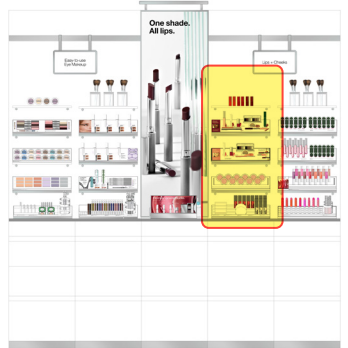
109557  
(Locator Code: KLH5-60)



(Locator Code: VHZE-60)



Small Format (4-Shelf)



Large Format (5-Shelf)

• COMMUNICATION BANDS

INDICATES NOT UPDATING. DO NOT THROW OUT.

SHELF 1

UPDATE JULY OCD

SHELF 2

UPDATE JULY OCD

SHELF 3

UPDATE JULY OCD

Vibrant, natural color.  
**Cheek Pop™**  
\$32

SHELF 4

UPDATE JULY OCD

Silky, long-wear radiant blush.  
**Blushing Blush™ Powder Blush**  
\$34

Lightweight, buildable powder bronzer.  
**True Bronzer™ Pressed Powder**  
\$46

Creamy contour stick.  
**Chubby Stick™ Sculpting Contour**  
\$32

Luminous cream highlighter.  
**Chubby Stick™ Sculpting Highlight**  
\$32

Buildable, blendable blush for cheeks.  
**Chubby Stick™ Cheek**  
\$32

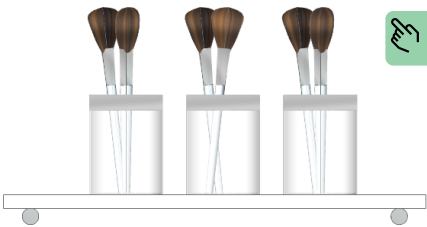
CB4 Lips



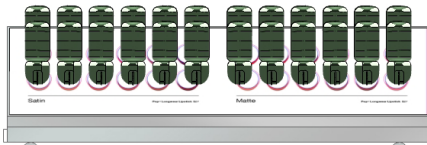
**\*NOTE:** Header signs are double-sided. Please use the white side for Fall 2026.

\*5-shelf only →

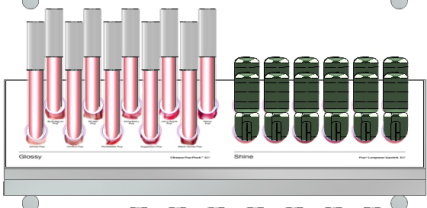
(White template  
Code: **V8BG-60**)



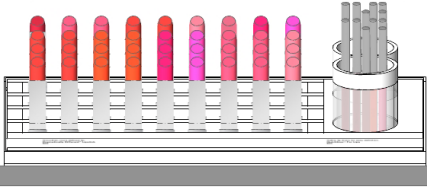
(Locator Code:  
**VGN5-60**)



(Locator Code:  
**VHZE-60**)



**602A**  
(White template  
Code: **K75Y-60**)  
(TOC Code: **K760-60**)

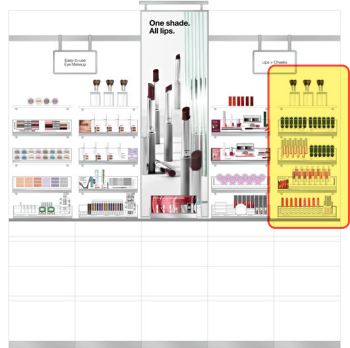


UPDATE

**JULY UPDATE (COLOR BAYS):**  
Color Wall Locator Update (Code: **VK8D-60**)  
Color Wall Update (Code: **VJLQ-70**)  
Large Color Header Update (Code: **VJLS-70**)  
Small Color Header Update (Code: **VJLT-70**)  
Lip Product Focus Unit Update (Code: **VJLR-70**)  
Mascara Product Focus Unit Update (Code: **VJLW-70**)



Small Format (4-Shelf)



Large Format (5-Shelf)

COMM BOX

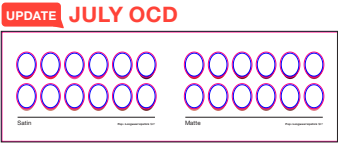


SHELF 4

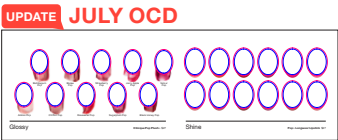
• COMMUNICATION BANDS

INDICATES NOT UPDATING.  
DO NOT THROW OUT.

SHELF 1



SHELF 2



SHELF 3

UPDATE JULY OCD

Creamy lip color.  
**Chubby Stick™** Moisturizing Lip Colour Balm  
\$26

SHELF 4

UPDATE JULY OCD

Smother, more defined lip.  
**Dramatically Different™** Lipstick  
\$29

Satiny lip liners for easy definition.  
**Quickliner™** For Lips  
\$25

FB1 Foundation 1

FRONT

Even Better™  
Makeup

BACK

Even Better™  
Makeup

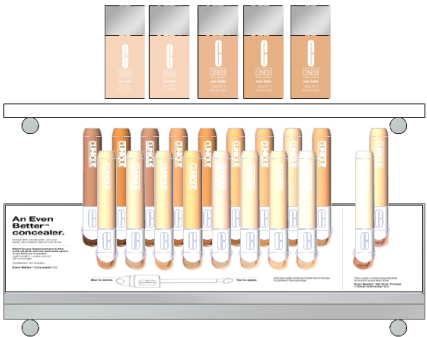
 **\*NOTE:** Header signs are double-sided. Please use the white side for Fall 2026.

UPDATE

**JULY UPDATE (FOUNDATION BAYS):**  
Foundation Wall Update (Code: **VJLL-70**)  
Product Focus Unit Update (Code: **VJLM-70**)  
Large Foundation Header Update (Code: **VJLP-70**)  
Small Foundation Header Update (Code: **VJLN-70**)

\*5-shelf only →

(Locator Code:  
V9GG-60)



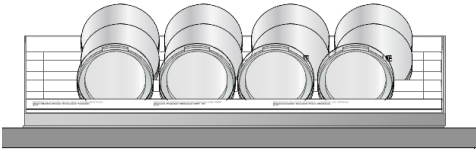
Remove existing  
concealer locator for  
August OCD. Locator  
update to follow



Remove existing  
concealer locator for  
August OCD. Locator  
update to follow



(Locator Code:  
V36J-60)



Small Format (4-Shelf)



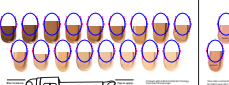
Large Format (5-Shelf)

• COMMUNICATION BANDS

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

SHELF 1

UPDATE JULY OCD



SHELF 2

UPDATE JULY OCD

Even Better™ Makeup  
\$39

Finish: Natural  
Coverage: Medium  
Benefits: Dermatologist developed  
foundation with vitamin C.

SHELF 3

UPDATE JULY OCD

Even Better™ Makeup  
\$39

Finish: Natural  
Coverage: Medium  
Benefits: Dermatologist developed  
foundation with vitamin C.

SHELF 4

UPDATE JULY OCD

Mattifying powder gives skin a perfected look.  
Stay-Matte Sheer Pressed Powder  
\$41

Mineral-enriched and long wearing with SPF.  
Almost Powder Makeup SPF 18  
\$40

Minimizes the look of pores + controls oil. Oil-free.  
Superpowder Double Face Makeup  
\$40



FB2 Foundation 2

FRONT

Even Better™  
Makeup

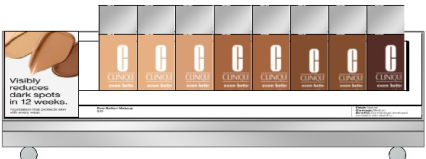
BACK

Even Better™  
Makeup

 **\*NOTE:** Header signs are double-sided.  
Please use the white side for Fall 2026.

\*5-shelf only →

KLH4-60



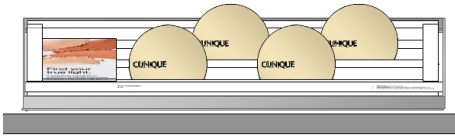
KLH4-60



KLH4-60



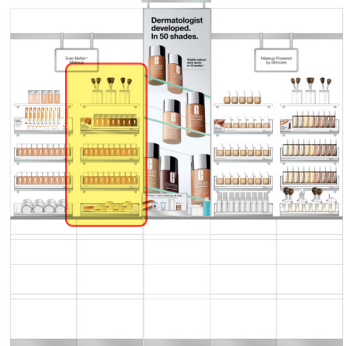
(Locator Code:  
VGN5-60)



**JULY UPDATE (FOUNDATION BAYS):**  
Foundation Wall Update (Code: **VJLL-70**)  
Product Focus Unit Update (Code: **VJLM-70**)  
Large Foundation Header Update (Code: **VJLP-70**)  
Small Foundation Header Update (Code: **VJLN-70**)

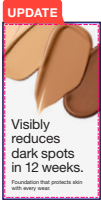


Small Format (4-Shelf)



Large Format (5-Shelf)

COMM BOX



SHELF 1



SHELF 4

• COMMUNICATION BANDS

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

SHELF 1

**UPDATE JULY OCD**



Even Better™ Makeup  
\$39

**Finish:** Natural  
**Coverage:** Medium  
**Benefits:** Dermatologist developed foundation with vitamin C.

SHELF 2

**UPDATE JULY OCD**

Even Better™ Makeup  
\$39

**Finish:** Natural  
**Coverage:** Medium  
**Benefits:** Dermatologist developed foundation with vitamin C.

SHELF 3

**UPDATE JULY OCD**

Even Better™ Makeup  
\$39

**Finish:** Natural  
**Coverage:** Medium  
**Benefits:** Dermatologist developed foundation with vitamin C.

SHELF 4

**UPDATE JULY OCD**

True Highlight™  
\$46

**Finish:** Luminous  
**Benefits:** A weightless highlighter to enhance and illuminate your high points.

FB3 Foundation 3

FRONT

Even Better™  
Makeup

BACK

Even Better™  
Makeup

**\*NOTE:** Header signs are double-sided.  
Please use the white side for Fall 2026.

UPDATE

**JULY UPDATE (FOUNDATION BAYS):**  
Foundation Wall Update (Code: **VJLL-70**)  
Product Focus Unit Update (Code: **VJLM-70**)  
Large Foundation Header Update (Code: **VJLP-70**)  
Small Foundation Header Update (Code: **VJLN-70**)

\*5-shelf only →



(Locator Code:  
V9GG-60)



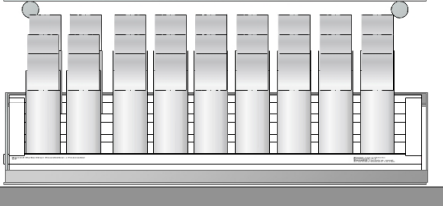
Remove existing  
concealer locator for  
August OCD. Locator  
update to follow



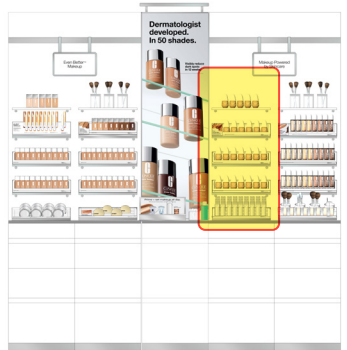
Remove existing  
concealer locator for  
August OCD. Locator  
update to follow



(Locator Code:  
V36J-60)

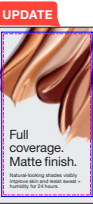


Small Format (4-Shelf)



Large Format (5-Shelf)

COMM BOX



SHELF 1

• COMMUNICATION BANDS

INDICATES NOT UPDATING.  
DO NOT THROW OUT.

SHELF 1

UPDATE JULY OCD

Even Better Clinical™ Serum Foundation  
\$49

Finish: Matte  
Coverage: Full  
Benefits: 24 hour foundation visibly improves skin + protects with SPF.

SHELF 2

UPDATE JULY OCD

Even Better Clinical™ Serum Foundation  
\$49

Finish: Matte  
Coverage: Full  
Benefits: 24 hour foundation visibly improves skin + protects with SPF.

SHELF 3

UPDATE JULY OCD

Even Better Clinical™ Serum Foundation  
\$49

Finish: Matte  
Coverage: Full  
Benefits: 24 hour foundation visibly improves skin + protects with SPF.

SHELF 4

UPDATE JULY OCD

Beyond Perfecting™ Foundation + Concealer  
\$41

Finish: Natural Matte  
Coverage: Full  
Benefits: Hydrating, sweat & humidity resistant. Oil-free.



FB4 Foundation 4

FRONT

Even Better™  
Makeup

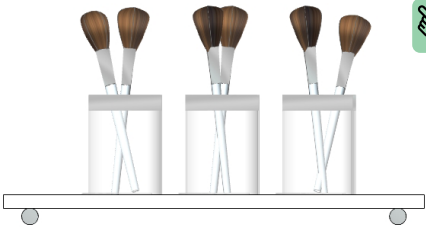
BACK

Even Better™  
Makeup

 **\*NOTE:** Header signs are double-sided.  
Please use the white side for Fall 2026.

\*5-shelf only →

(Locator Code:  
V9GG-60)



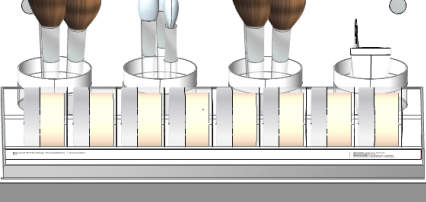
Remove existing  
concealer locator for  
August OCD. Locator  
update to follow



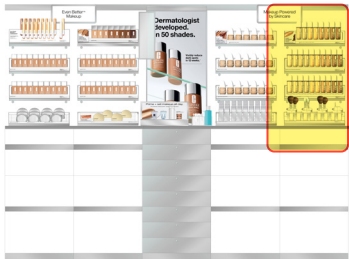
Remove existing  
concealer locator for  
August OCD. Locator  
update to follow



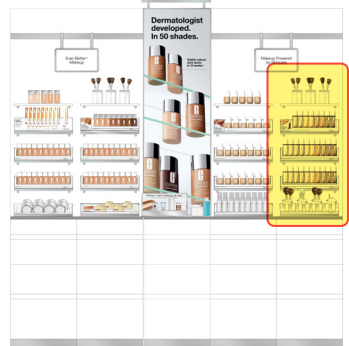
(Locator Code:  
V36J-60)



**JULY UPDATE (FOUNDATION BAYS):**  
Foundation Wall Update (Code: **VJLL-70**)  
Product Focus Unit Update (Code: **VJLM-70**)  
Large Foundation Header Update (Code: **VJLP-70**)  
Small Foundation Header Update (Code: **VJLN-70**)

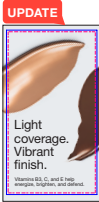


Small Format (4-Shelf)



Large Format (5-Shelf)

COMM BOX



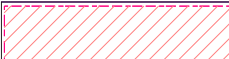
SHELF 1

• COMMUNICATION BANDS

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

SHELF 1

**UPDATE JULY OCD**

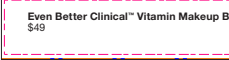


Even Better Clinical™ Vitamin Makeup Broad Spectrum SPF 45  
\$49

**Finish:** Healthy radiant  
**Coverage:** Light  
**Benefits:** A vitamin-powered foundation  
that energizes, brightens, and protects.

SHELF 2

**UPDATE JULY OCD**



Even Better Clinical™ Vitamin Makeup Broad Spectrum SPF 45  
\$49

**Finish:** Healthy radiant  
**Coverage:** Light  
**Benefits:** A vitamin-powered foundation  
that energizes, brightens, and protects.

SHELF 3

**UPDATE JULY OCD**

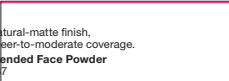


Even Better Clinical™ Vitamin Makeup Broad Spectrum SPF 45  
\$49

**Finish:** Healthy radiant  
**Coverage:** Light  
**Benefits:** A vitamin-powered foundation  
that energizes, brightens, and protects.

SHELF 4

**UPDATE JULY OCD**



tural-matte finish,  
pen-to-moderate coverage.  
ended Face Powder  
7

Foundation Buff Brush  
\$51

Foundation Brush  
\$45

Powder Brush  
\$46

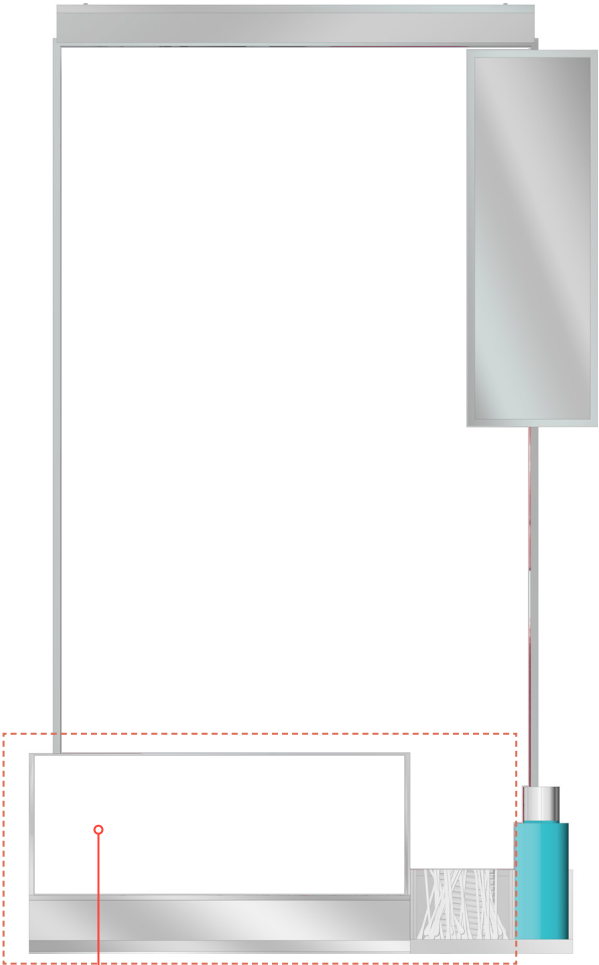
M1 Foundation Hero (Priority)



Small Format  
Update Code: VGAN-70



Large Format  
Update Code: VGAM-70



Mood Board with Product Focus Unit



Product Focus Unit  
\*403 Metal Frame  
(Unit Code: K74X-60)



Product Focus Unit Graphic  
(SRP Update Code: VHTJ-70)



Product Focus Unit Graphic  
(SRP Update Code: VJLM-70)

PRODUCT ASSORTMENT (L-R)

1. Even Better™ Light Reflecting Primer
2. Even Better™ Pore Defying Primer
3. Set The Day™ Makeup Setting Spray

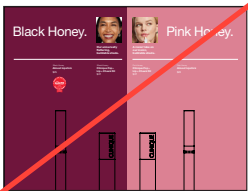
M2 Lip Hero (Priority)



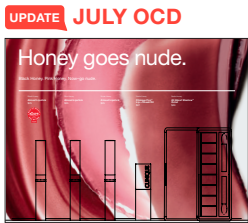
Small Format  
Update Code: VGBE-70



Large Format  
Update Code: VGBD-70



Product Focus Unit Graphic  
(SRP Update Code: VGAL-70)



Product Focus Unit Graphic  
(SRP Update Code: VJLR-70)

- PRODUCT ASSORTMENT
- 1. Almost Lipstick
  - 2. Clinique Pop Lip + Cheek Oil

M3 Eye Hero (Select Doors)



Small Format  
Update Code: VGBC-70  
**SELECT DOORS ONLY**



Product Focus Unit Graphic  
(SRP Update Code: VGAL-70)



Product Focus Unit Graphic  
(SRP Update Code: VJLW-70)

- PRODUCT ASSORTMENT
- 1. High Impact™ Mascara



JULY UPDATES

FRONT

Cleanse, Exfoliate,  
Remove Makeup

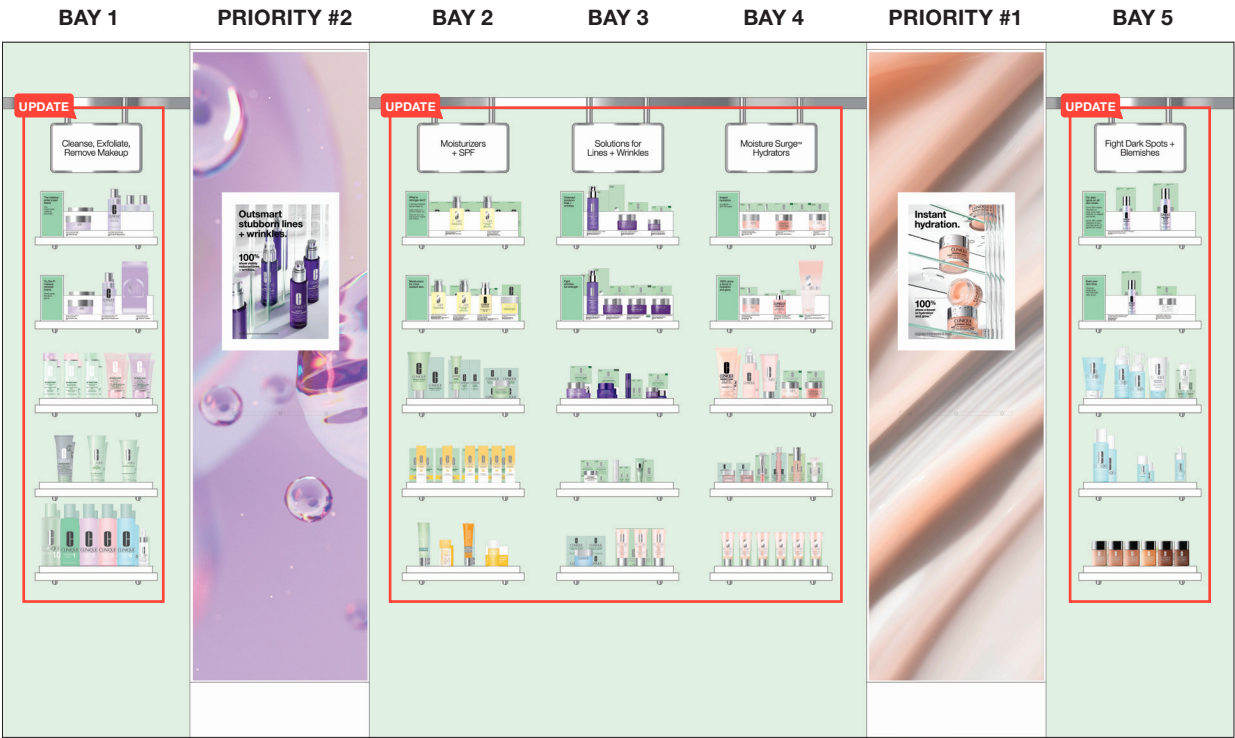
BACK

Cleanse, Exfoliate,  
Remove Makeup

**\*NOTE:** Header signs are double-sided.  
Please use the white side for Fall 2026.

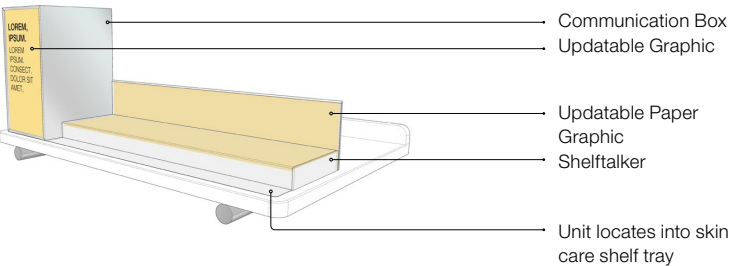
UPDATE

**JULY UPDATE (LARGE FORMAT):**  
Large Format Header (Code: **VJLH-70**)  
Full Set of Commband + Commbox (Code: **VJLG-70**)

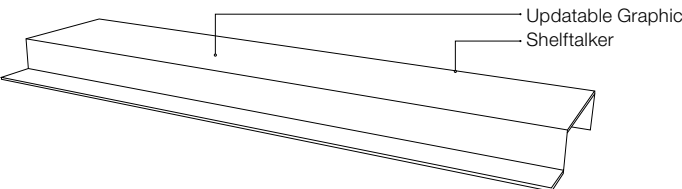


• Treatment Shelf Elements

1. Communication Box with shelftalker (Code: KY1P-60)  
\*For 1<sup>st</sup> Shelf on 6 Bay; 1<sup>st</sup> & 2<sup>nd</sup> Shelf on 5 Bay



2. Shelftalker Only (Code: KY1N-60)  
\*For 3<sup>rd</sup>, 4<sup>th</sup> and 5<sup>th</sup> Shelves



• Treatment Bays

- BAY 1** - Gentle Cleansers + Exfoliators  
**BAY 2** - Moisturizers + Sun Protection  
**BAY 3** - Solutions for Lines + Wrinkles  
**BAY 4** - Moisture Surge™ Hydrators  
**BAY 5** - Dark Spot Treatments

• Moodboards

- PRIORITY# 1** - Moisture Surge  
**PRIORITY # 2** - Smart

**BAY 1 - Gentle Cleansers + Exfoliators**

**\*NOTE:** All commbands + commboxes should be updating SRPs for JULY OCD.

**PRODUCT ASSORTMENT**

**SHELF 1** - Take The Day Off™ Balm  
- Take The Day Off™ Makeup Remover

**SHELF 2** - Take The Day Off™ Facial Cleansing Mousse  
- Take The Day Off™ Makeup Remover  
- Take The Day Off™ Towelettes

**SHELF 3** - All About Clean™ Liquid Facial Soap - Mild  
- All About Clean™ Liquid Facial Soap - Oily  
- All About Clean™ Liquid Facial Soap - Extra Mild  
- All About Clean™ Rinse-Off Foaming Cleanser  
- All About Clean™ Foaming Facial Soap

**SHELF 4** - All About Clean™ Mask + Scrub  
- 7 Day Scrub  
- Exfoliating Scrub

**SHELF 5** - Clarifying Lotion 1.0  
- Clarifying Lotion 1  
- Clarifying Lotion 2  
- Clarifying Lotion 3  
- Clarifying Lotion 4  
- Clarifying Do-Over Peel

**SHELF 1**  
(For 5 Bay)

**SHELF 2**

**SHELF 3**

**SHELF 4**

**SHELF 5**



FRONT

Cleanse, Exfoliate,  
Remove Makeup

BACK

Cleanse, Exfoliate,  
Remove Makeup

UPDATE

**JULY UPDATE (LARGE FORMAT):**  
Large Format Header (Code: **VJLH-70**)  
Full Set of Commband + Commbox (Code: **VJLG-70**)

 **\*NOTE:** Header signs are double-sided.  
Please use the white side for Fall 2026.

• SHELF 1 (ONLY FOR TALL FORMAT)

UPDATE

The makeup  
artist's best  
friend.  
Our  
most-loved  
makeup  
removers.

Backwall

Box

UPDATE

UPDATE

Band

Start to get makeup dissolving  
by evening removal. 2PM.

Take The Day Off® Bath

\$21

Non-irritating formula makes makeup  
removal easy, gentle on skin.

Take The Day Off® Makeup Remover

\$22

Take the day off. Every night.

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

• SHELF 2

UPDATE

Try the #1  
makeup  
remover  
brand.  
Whose way  
the day's  
grime.

Backwall

Box

UPDATE

UPDATE

Band

Start to get makeup dissolving  
all evening removal. 2PM.

Take The Day Off® Bath

\$21

Non-irritating formula makes makeup  
removal easy, gentle on skin.

Take The Day Off® Makeup Remover

\$22

On-the-go wipes to remove  
makeup. Wholesome, effective.

Take The Day Off® Towelettes

\$22

Totally tugless makeup removers.

• SHELF 3

UPDATE

Tab

Dry Combination  
**All About Clean™**  
Liquid Facial Soap - Mild  
\$29

Combination Oily  
**All About Clean™**  
Liquid Facial Soap - Oily  
\$29

Very Dry / Dry  
**All About Clean™**  
Liquid Facial Soap - Extra Mild  
\$29

Combination Oily / Oily  
**All About Clean™**  
Rinse-Off Foaming Cleanser  
\$29

All Skin Types  
**All About Clean™**  
Foaming Facial Soap  
\$30

Band

Gentle, effective cleansers.

• SHELF 4

UPDATE

Tab

Detoxifies and exfoliates.  
**All About Clean™ Mask + Scrub**  
\$39

Polishes skin and refines texture.  
**7 Day Scrub**  
\$29

Refines texture for oily skin.  
**Exfoliating Scrub**  
\$30

Band

Exfoliating mask + scrubs.

• SHELF 5

UPDATE

Tab

Sensitive / Dry  
**Clarifying Lotion 1.0**  
\$23 | \$37

Very Dry / Dry  
**Clarifying Lotion 1**  
\$23 | \$37

Dry Combination  
**Clarifying Lotion 2**  
\$23 | \$37

Combination / Oily  
**Clarifying Lotion 3**  
\$23 | \$37

Very Oily  
**Clarifying Lotion 4**  
\$23 | \$37

Twice-a-week peel.  
**Clarifying Do-Over Peel**  
\$42

Band

Gentle instant exfoliators.

**BAY 2 - Moisturizers + SPF**

**\*NOTE:** All commbands + commboxes should be updating SRPs for JULY OCD.

**PRODUCT ASSORTMENT**

**SHELF 1** - Dramatically Different™ Moisturizing Lotion+™ Pump  
- Dramatically Different™ Moisturizing Gel Pump

**SHELF 2** - Dramatically Different™ Moisturizing Lotion+™ Pump  
- Dramatically Different™ Moisturizing Lotion+™  
- Dramatically Different™ Moisturizing Gel Pump  
- Dramatically Different™ Moisturizing Gel  
- Dramatically Different™ Moisturizing Lotion+™ SPF35 Pump  
- Dramatically Different™ Moisturizing Lotion+™ SPF35  
- Dramatically Different™ Moisturizing Cream

**SHELF 3** - Redness Solutions Cleanser  
- Redness Solutions Protective Base  
- Redness Solutions Relief Cream

**SHELF 4** - UV Solutions Hydrating Sunscreen SPF 50  
- UV Solutions Mattifying Sunscreen SPF 50  
- **NEW** UV Solutions Brightening + Tinted Sunscreen SPF 50

**SHELF 5** - City Block™ Sheer SPF 25  
- SPF 50 Mineral Sunscreen  
- Superdefense™ City Block SPF 50  
- Pep-Start™ SPF 50

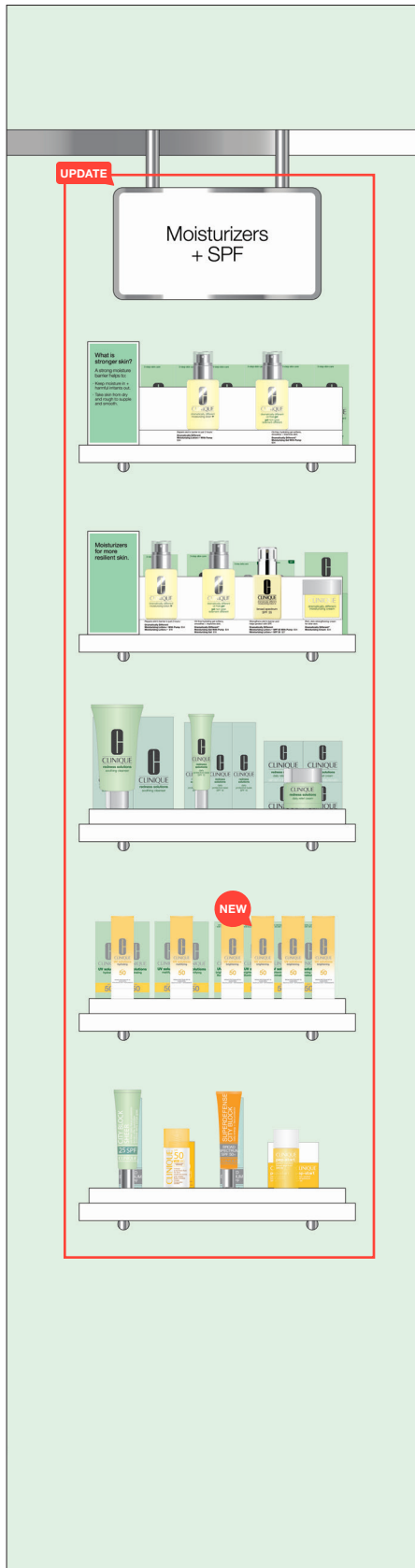
**SHELF 1**  
(For 5 Bay)

**SHELF 2**

**SHELF 3**

**SHELF 4**

**SHELF 5**







UPDATE

**JULY UPDATE (LARGE FORMAT):**  
Large Format Header (Code: **VJLH-70**)  
Full Set of Commband + Commbox (Code: **VJLG-70**)

 **\*NOTE:** Header signs are double-sided.  
Please use the white side for Fall 2026.

• SHELF 1 (ONLY FOR TALL FORMAT)

UPDATE

What is stronger skin?  
A strong moisture barrier helps to:  
• Keep moisture + harmful irritants out.  
• Take skin from dry and rough to supple and healthy.

Backwall

UPDATE

Box

Band

UPDATE

Acquires with 3 barrier repair 24 hours.  
**Drastically Different**  
Moisturizing Lotion + With Pump \$31

Optimizes, hydrates and soothes, soothes + repairs skin.  
**Drastically Different**  
Moisturizing Gel With Pump \$31

Hydrating + strengthening moisturizers.

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

• SHELF 2

UPDATE

Moisturizers for more resilient skin.

Backwall

UPDATE

Box

Band

UPDATE

Optimizes + hydrates skin in just 20 minutes.  
**Drastically Different**  
Moisturizing Lotion + With Pump \$31

Optimizes + hydrates skin in 20 minutes, soothes + repairs skin.  
**Drastically Different**  
Moisturizing Gel With Pump \$31

Optimizes + hydrates skin in 20 minutes, soothes + repairs skin.  
**Drastically Different**  
Moisturizing Lotion + With Pump \$31

Optimizes + hydrates skin in 20 minutes, soothes + repairs skin.  
**Drastically Different**  
Moisturizing Cream \$31

The dermatologist's formula for stronger skin.

• SHELF 3

UPDATE

Tab

Calms redness and melts away impurities—including makeup.  
**Redness Solutions Cleanser**  
\$32

Primes for makeup + visibly corrects redness with SPF.  
**Redness Solutions Protective Base**  
\$36

Oil-free cream visibly calms irritation and reduces redness.  
**Redness Solutions Relief Cream**  
\$68

Band

Correct redness + protect with SPF.

• SHELF 4

UPDATE

Tab

Delivers instant and all-day hydration.  
**UV Solutions Hydrating Sunscreen SPF 50**  
\$39

Helps control excess oil all day and unclog pores.  
**UV Solutions Mattifying Sunscreen SPF 50**  
\$39

NEW

Brightens with niacinamide that visibly reduces dark spots.  
**UV Solutions Brightening + Tinted Sunscreen SPF 50**  
\$44

Band

Protect with SPF.

• SHELF 5

UPDATE

Tab

Sheer, oil-free formula can be worn alone or as a makeup primer.  
**City Block® Sheer SPF 25**  
\$38

Ultra-lightweight, virtually invisible.  
**SPF 50 Mineral Sunscreen**  
\$38

Sheer, weightless, oil-free protection.  
**Superdefense® City Block SPF 50**  
\$42

Ultra-lightweight sun protection.  
**Clinique Pep-Start® SPF 50**  
\$31

Band

SPF to protect your skin.

**BAY 3 - Solutions for Lines + Wrinkles**

**\*NOTE:** All commbands + commboxes should be updating SRPs for JULY OCD.

**PRODUCT ASSORTMENT**

- SHELF 1** - Smart Clinical Repair™ Serum  
 - Smart Clinical Repair™ Wrinkle Correcting Cream  
 - Smart Clinical Repair™ Wrinkle Correcting Eye Cream

- SHELF 2** - Smart Clinical Repair™ Serum  
 - Smart Clinical Repair™ Wrinkle Correcting Cream  
 - Smart Clinical Repair™ Lifting Face & Neck Cream  
 - **NEW** Smart Clinical Repair™ Collagen + PDRN Cream **JULY OCD**

- SHELF 3** - Smart Clinical Repair™ SPF Wrinkle Correcting Cream **MOVED**  
 - Smart Clinical Repair™ Overnight Cream  
 - Smart Clinical Repair™ Retinoid Balm  
 - Smart Clinical Repair™ Wrinkle Correcting Eye Cream

- SHELF 4** - Repairwear™ Anti-Gravity™ Eye Cream  
 - Repairwear™ Intensive Lip Treatment  
 - Superbalm™ Lip Treatment

- SHELF 5** - Turnaround™ Overnight Moisturizer  
 - Moisture Surge™ CC Cream (Light / Light Medium / Medium Deep)

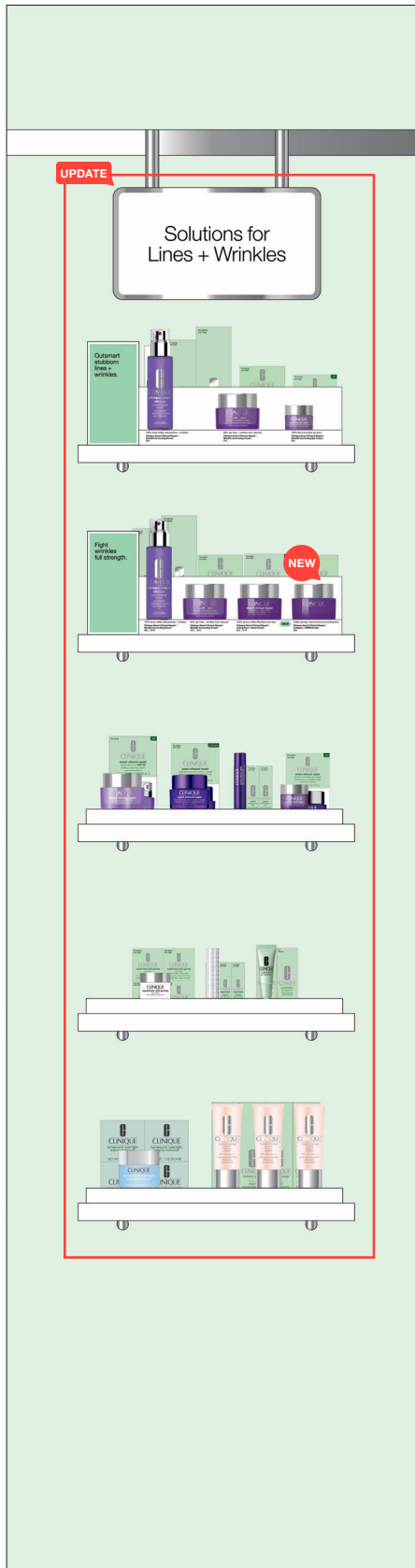
**SHELF 1**  
 (For 5 Bay)

**SHELF 2**

**SHELF 3**

**SHELF 4**

**SHELF 5**



FRONT

BACK

Solutions for  
Lines + Wrinkles

Solutions for  
Lines + Wrinkles

UPDATE

**JULY UPDATE (LARGE FORMAT):**  
Large Format Header (Code: **VJLH-70**)  
Full Set of Commband + Commbox (Code: **VJLG-70**)



**\*NOTE:** Header signs are double-sided.  
Please use the white side for Fall 2026.

• SHELF 1 (ONLY FOR TALL FORMAT)

UPDATE

Outsmart  
stubborn  
lines +  
wrinkles.

Box

Backwall

UPDATE

UPDATE

Band

100% show visibly reduced lines + wrinkles.  
**Clinique Smart Clinical Repair™  
Wrinkle Correcting Serum**  
\$65

85% see lines + wrinkles look reduced.  
**Clinique Smart Clinical Repair™  
Wrinkle Correcting Cream**  
\$19

100% have a smoother eye area.  
**Clinique Smart Clinical Repair™  
Wrinkle Correcting Eye Cream**  
\$66 | \$100

**Target lines + visibly lift.**



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

• SHELF 2

UPDATE

Fight  
wrinkles  
full strength.

Box

Backwall

UPDATE

UPDATE

Band

100% show visibly reduced lines + wrinkles.  
**Clinique Smart Clinical Repair™  
Wrinkle Correcting Serum**  
\$65 | \$100

85% see lines + wrinkles look reduced.  
**Clinique Smart Clinical Repair™  
Wrinkle Correcting Cream**  
\$19 | \$100

100% show visibly reduced lines + wrinkles.  
**Clinique Smart Clinical Repair™  
Lifting Eye + Neck Cream**  
\$65 | \$100

**NEW** 100% smoother, firmer skin texture and elasticity.  
**Clinique Smart Clinical Repair™  
Collagen + PDGF Cream**  
\$66

**Targeted solutions for lines + wrinkles.**

• SHELF 3

UPDATE

Tab

97% show a visible reduction in wrinkles.  
**Clinique Smart Clinical Repair™  
SPF Wrinkle Correcting Cream**  
\$78

In 2 weeks, 97% show visibly reduced facial lines.  
**Clinique Smart Clinical Repair™  
Overnight Cream**  
\$83

Clinically proven to visibly reduce 7 lines in 14 days.  
**Clinique Smart Clinical Repair™  
Retinoid Balm**  
\$37

100% feel a smoother eye area.  
**Clinique Smart Clinical Repair™  
Wrinkle Correcting Eye Cream**  
\$66 | \$100

Band

**Powerful overnight de-agers.**

• SHELF 4

UPDATE

Tab

Visibly repairs lines and wrinkles.  
**Repairwear™ Anti-Gravity Eye Cream**  
\$67

Intensive lip treatment.  
**Repairwear™ Lip Treatment**  
\$37

Deeply hydrating lip treatment.  
**Superbalm™ Lip Treatment**  
\$24

Band

**Eye + lip treatments.**

• SHELF 5

UPDATE

Tab

Hydrating moisturizer helps boost  
cell renewal for luminous skin.  
**Turnaround™ Overnight Moisturizer**  
\$58

Tinted moisturizer hydrates + protects with SPF.  
**Moisture Surge™ CC Cream  
Light / Light Medium / Medium Deep**  
\$45

Band

**Hydrating treatment + tints.**

**BAY 4 - Moisture Surge™ Hydrators**

**\*NOTE:** All commbands + commboxes should be updating SRPs for JULY OCD.

**PRODUCT ASSORTMENT**

**SHELF 1** - Moisture Surge™ 100H  
 - Moisture Surge™ SPF 28  
 - Moisture Surge™ Intense

**SHELF 2** - Moisture Surge™ 100H  
 - Moisture Surge™ Active Glow Serum  
 - **NEW** Moisture Surge™ Exfoliating Glow Cleanser **JULY OCD**

**SHELF 3** - Moisture Surge™ Body Hydrator  
 - Moisture Surge™ Face Spray  
 - Moisture Surge™ Overnight Mask  
 - Moisture Surge™ SPF 28  
 - Moisture Surge™ Intense

**SHELF 4** - All About Eyes™  
 - All About Eyes™ Rich  
 - All About Eyes™ Brightening Serum  
 - All About Eyes™ Serum  
 - Moisture Surge Eye™  
 - Moisture Surge™ Lip Treatment

**SHELF 5** - Moisture Surge™ Sheertint

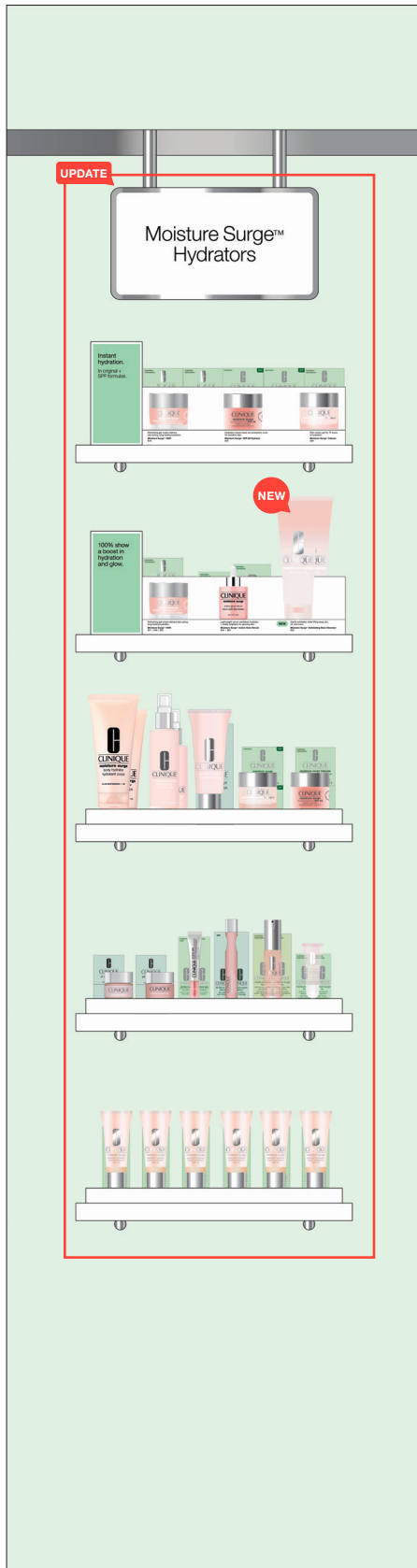
**SHELF 1**  
 (For 5 Bay)

**SHELF 2**

**SHELF 3**

**SHELF 4**

**SHELF 5**





**BAY 5 - Dark Spot Treatments**

**\*NOTE:** All commbands + commboxes should be updating SRPs for JULY OCD.

**PRODUCT ASSORTMENT**

**SHELF 1** - Even Better Clinical™ Dark Spot Serum

**SHELF 2** - Even Better Clinical™ Dark Spot Serum  
- Even Better Clinical™ Moisturizer

**SHELF 3** - Acne Solutions™ Cleansing Gel  
- Acne Solutions™ Cleansing Foam  
- Blackhead Solutions 7 Day Scrub  
- Blackhead Solutions Extractor

**SHELF 4** - Acne Solutions™ Clarifying Lotion  
- Acne Solutions™ Clinical Advanced Clearing Gel  
- Acne Solutions™ Serum

**SHELF 5** - Acne™ Solutions Liquid Makeup

**SHELF 1**  
(For 5 Bay)

**SHELF 2**

**SHELF 3**

**SHELF 4**

**SHELF 5**



FRONT

Fight Dark Spots + Blemishes

BACK

Fight Dark Spots + Blemishes

UPDATE

**JULY UPDATE (LARGE FORMAT):**  
Large Format Header (Code: **VJLH-70**)  
Full Set of Commband + Commbox (Code: **VJLG-70**)

**\*NOTE:** Header signs are double-sided.  
Please use the white side for Fall 2026.

• SHELF 1 (ONLY FOR TALL FORMAT)

UPDATE

For dark spots on all skin tones.  
Up to 55% visible reduction in post-acne marks, instantly on deeper skin tones.  
Up to 40% visible reduction in sun and age spots on lighter skin tones.

Backwall

Box

Band

UPDATE

Target dark spots.

INDICATES NOT UPDATING.  
DO NOT THROW OUT.

• SHELF 2

UPDATE

Even your skin tone.  
Discover treatments that help fight dark spots.

Backwall

Box

Band

UPDATE

Even skin tone.

• SHELF 3

UPDATE

Tab

Medicated gel cleanser with 2% salicylic acid.  
**Acne Solutions™ Cleansing Gel**  
\$29

Medicated cleansing foam with 2% salicylic acid.  
**Acne Solutions™ Cleansing Foam**  
\$29

3-in-1 scrub mask.  
**Blackhead Solutions 7 Day Scrub**  
\$31

Self-heating treatment helps reduce blackheads.  
**Blackhead Solutions Extractor**  
\$36

Band

Banish blemishes + blackheads.

• SHELF 4

UPDATE

Tab

Twice-a-day liquid exfoliator with salicylic acid.  
**Acne Solutions™ Clarifying Lotion**  
\$23

Gel spot treatment with 1% salicylic acid.  
**Acne Solutions Clinical Clearing Gel 1.0**  
\$34

Fight breakouts with salicylic acid.  
**Acne Solutions™ Serum**  
\$59

Band

Medicated acne solutions.

• SHELF 5

UPDATE

Tab

All-day natural, matte coverage with salicylic acid for acne-prone skin.  
**Acne Solutions™ Liquid Makeup**  
\$39

Band

Makeup for acne-prone skin.

Large Format Mood Board (ALL DOORS)



Moisture Surge  
100-Hour



Smart\*  
*\*(previously DDM)*



Large Format (5-Shelf)

- DDM Moodboard: Large Format (Code: **VBE5-70**)
- Moisture Surge Moodboard: Large Format (Code: **VBE3-70**)
- Smart Moodboard: Large Format (Code: **VBE4-70**)
- TTDO Moodboard: Large Format (Code: **VBE6-70**)

Large Format Mood Board (SELECT DOORS)

PRIORITY #1



Moisture Surge  
100-Hour

PRIORITY #2



Smart

PRIORITY #3



DDML

PRIORITY #4



TTDO



FRONT

Solutions for Lines + Wrinkles

BACK

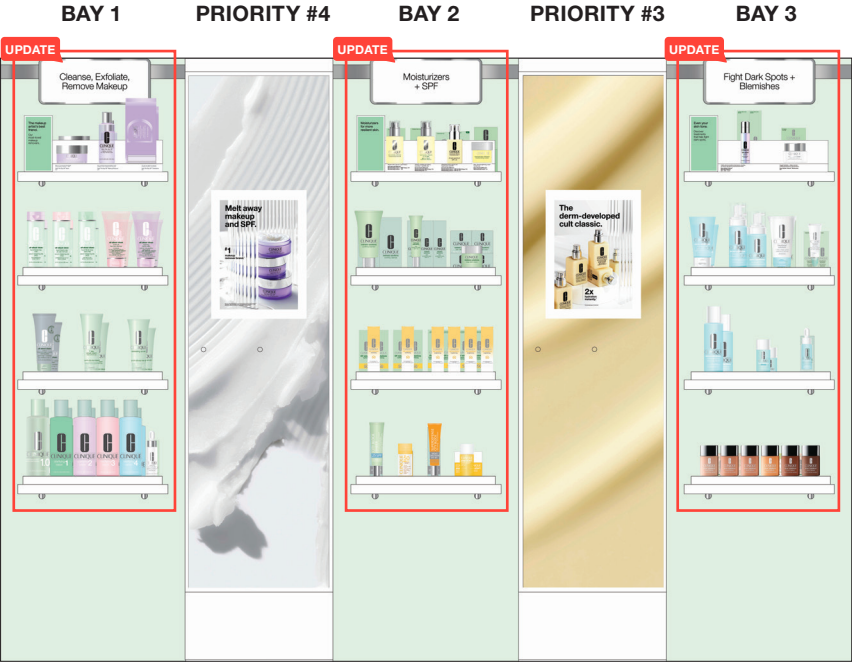
Cleanse, Exfoliate, Remove Makeup

**\*NOTE:** Header signs are double-sided. Please use the white side for Fall 2026.

UPDATE

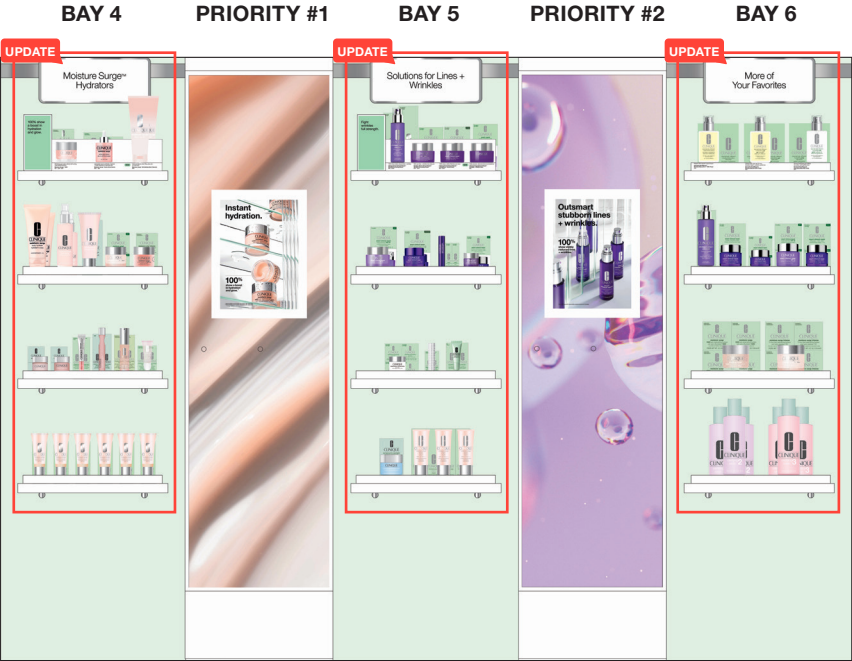
**JULY UPDATE (SMALL FORMAT):**  
Small Format Header (Code: **VJLK-70**)  
Full Set of Commband + Commbox (Code: **VJL7-70**)

JULY UPDATES



Small Format - Side A

- Treatment Bays
  - BAY 1** - Cleanse, Exfoliate, Remove Makeup
  - BAY 2** - Moisturizers + Sun Protection
  - BAY 3** - Fight Dark Spots + Blemishes
- Moodboards
  - PRIORITY# 3** - DDM
  - PRIORITY # 4** - TTDO



Small Format - Side B

- Treatment Bays
  - BAY 4** - Moisture Surge™ Hydrators
  - BAY 5** - Solutions for Lines + Wrinkles
  - BAY 6** - More of Your Favorites
- Moodboards
  - PRIORITY# 1** - Moisture Surge
  - PRIORITY # 2** - Smart

**UPDATE**

Cleanse, Exfoliate, Remove Makeup

**SHELF 1**

The makeup artist's best friend. Our most-loved makeup removers.

CLINIQUE All About Clean Makeup Remover  
CLINIQUE All About Clean Makeup Remover  
CLINIQUE All About Clean Makeup Remover  
CLINIQUE All About Clean Makeup Remover  
CLINIQUE All About Clean Makeup Remover

**SHELF 2**

CLINIQUE All About Clean Makeup Remover  
CLINIQUE All About Clean Makeup Remover  
CLINIQUE All About Clean Makeup Remover  
CLINIQUE All About Clean Makeup Remover  
CLINIQUE All About Clean Makeup Remover

**SHELF 3**

CLINIQUE All About Clean Makeup Remover  
CLINIQUE All About Clean Makeup Remover  
CLINIQUE All About Clean Makeup Remover  
CLINIQUE All About Clean Makeup Remover  
CLINIQUE All About Clean Makeup Remover

**SHELF 4**

CLINIQUE 10  
CLINIQUE 1  
CLINIQUE 2  
CLINIQUE 3  
CLINIQUE 4  
CLINIQUE 5



**\*NOTE:** All commbands + commboxes should be updating SRPs for JULY OCD.

**SHELF 1** - Take The Day Off™ Facial Cleansing Mousse  
- Take The Day Off™ Makeup Remover  
- Take The Day Off™ Towelettes

**SHELF 2** - All About Clean™ Liquid Facial Soap - Mild  
 - All About Clean™ Liquid Facial Soap - Oily  
 - All About Clean™ Liquid Facial Soap - Extra Mild  
 - All About Clean™ Rinse-Off Foaming Cleanser  
 - All About Clean™ Foaming Facial Soap

**SHELF 3** - All About Clean™ Mask + Scrub

- 7 Day Scrub
- Exfoliating Scrub

**SHELF 4** - Clarifying Lotion 1.0  
 - Clarifying Lotion 1  
 - Clarifying Lotion 2  
 - Clarifying Lotion 3  
 - Clarifying Lotion 4  
 - Clarifying Do-Over Peel

FRONT

Cleanse, Exfoliate,  
Remove Makeup

BACK

Cleanse, Exfoliate,  
Remove Makeup

**\*NOTE:** Header signs are double-sided.  
Please use the white side for Fall 2026.

UPDATE

**JULY UPDATE (SMALL FORMAT):**  
Small Format Header (Code: **VJLK-70**)  
Full Set of Commband + Commbox (Code: **VJL7-70**)

• SHELF 1

UPDATE

The makeup artist's best friend.  
Our most-loved makeup removers.

Backwall

Box

Band

UPDATE

Back-to-all formula cleansers  
regenerating moisture - \$29  
Take The Day Off® Balm

Non-irritating formula removes even  
makeup with hydrated moisture.  
Take The Day Off® Makeup Remover  
\$24

On-the-go wipes to remove  
makeup anytime, anywhere.  
Take The Day Off® Towelettes  
\$21

Totally tugless makeup removers.

INDICATES NOT UPDATING.  
DO NOT THROW OUT.

**TAKE THE DAY OFF LOCATORS**  
- TTDO Wipes (Code: **V190-60**)

• SHELF 2

UPDATE

Tab

Band

|                                                                                 |                                                                                  |                                                                                      |                                                                                          |                                                                          |
|---------------------------------------------------------------------------------|----------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|--------------------------------------------------------------------------|
| Dry Combination<br><b>All About Clean™</b><br>Liquid Facial Soap - Mild<br>\$29 | Combination Oily<br><b>All About Clean™</b><br>Liquid Facial Soap - Oily<br>\$29 | Very Dry / Dry<br><b>All About Clean™</b><br>Liquid Facial Soap - Extra Mild<br>\$29 | Combination Oily / Oily<br><b>All About Clean™</b><br>Rinse-Off Foaming Cleanser<br>\$29 | All Skin Types<br><b>All About Clean™</b><br>Foaming Facial Soap<br>\$30 |
| Gentle, effective cleansers.                                                    |                                                                                  |                                                                                      |                                                                                          |                                                                          |

• SHELF 3

UPDATE

Tab

Band

|                                                                            |                                                                  |                                                                    |
|----------------------------------------------------------------------------|------------------------------------------------------------------|--------------------------------------------------------------------|
| Detoxifies and exfoliates.<br><b>All About Clean™</b> Mask + Scrub<br>\$39 | Polishes skin and refines texture.<br><b>7 Day Scrub</b><br>\$29 | Refines texture for oily skin.<br><b>Exfoliating Scrub</b><br>\$30 |
| Exfoliating scrubs.                                                        |                                                                  |                                                                    |

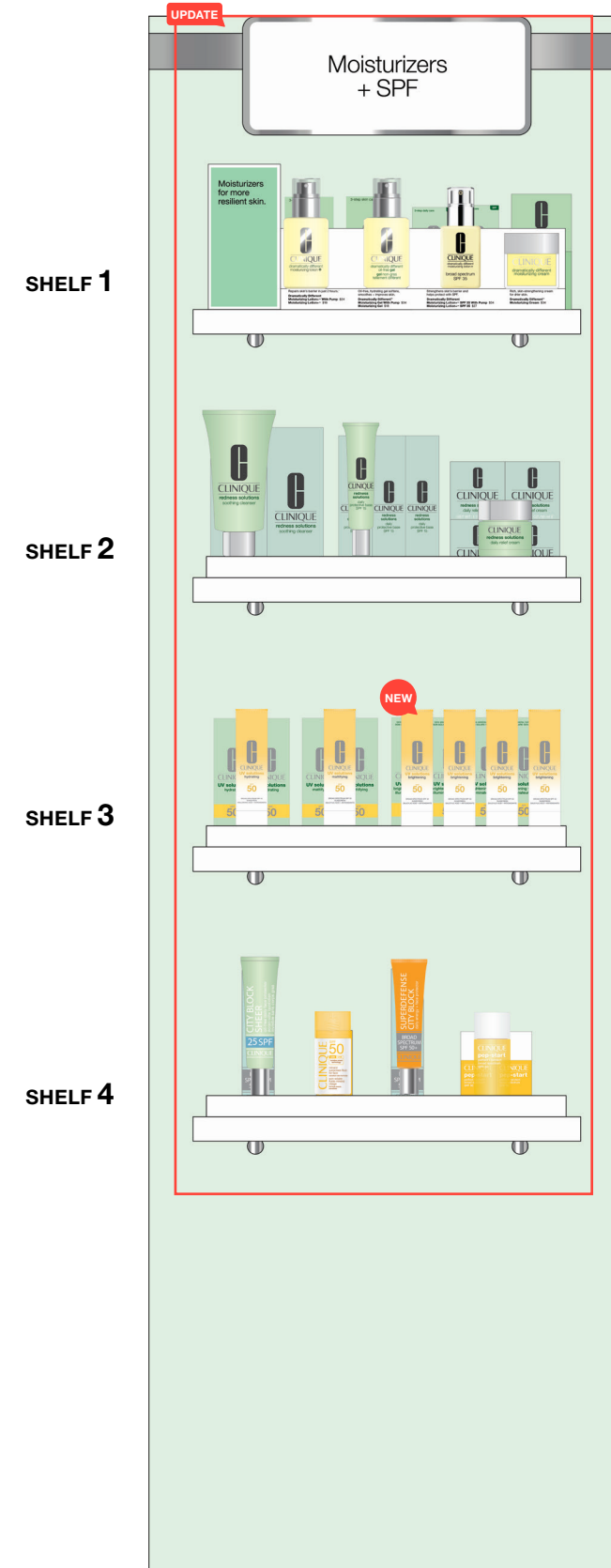
• SHELF 4

UPDATE

Tab

Band

|                                                                |                                                             |                                                              |                                                                 |                                                        |                                                              |
|----------------------------------------------------------------|-------------------------------------------------------------|--------------------------------------------------------------|-----------------------------------------------------------------|--------------------------------------------------------|--------------------------------------------------------------|
| Sensitive / Dry<br><b>Clarifying Lotion 1.0</b><br>\$23   \$37 | Very Dry / Dry<br><b>Clarifying Lotion 1</b><br>\$23   \$37 | Dry Combination<br><b>Clarifying Lotion 2</b><br>\$23   \$37 | Combination / Oily<br><b>Clarifying Lotion 3</b><br>\$23   \$37 | Very Oily<br><b>Clarifying Lotion 4</b><br>\$23   \$37 | Twice-a-week peel.<br><b>Clarifying Do-Over Peel</b><br>\$42 |
| Gentle instant exfoliators.                                    |                                                             |                                                              |                                                                 |                                                        |                                                              |

**BAY 2 - Moisturizers + SPF**

**\*NOTE:** All commbands + commboxes should be updating SRPs for JULY OCD.

**PRODUCT ASSORTMENT**

**SHELF 1** - Dramatically Different™ Moisturizing Lotion+™ Pump  
 - Dramatically Different™ Moisturizing Lotion+™  
 - Dramatically Different™ Moisturizing Gel Pump  
 - Dramatically Different™ Moisturizing Gel  
 - Dramatically Different™ Moisturizing Lotion+™ SPF35 Pump  
 - Dramatically Different™ Moisturizing Lotion+™ SPF35  
 - Dramatically Different™ Moisturizing Cream

**SHELF 2** - Redness Solutions Cleanser  
 - Redness Solutions Protective Base  
 - Redness Solutions Relief Cream

**SHELF 3** - UV Solutions Hydrating Sunscreen SPF 50  
 - UV Solutions Mattifying Sunscreen SPF 50  
 - **NEW** UV Solutions Brightening + Tinted Sunscreen SPF 50

**SHELF 4** - City Block™ Sheer SPF 25  
 - SPF 30 Sunscreen  
 - SPF 30 Sunscreen Face  
 - SPF 50 Mineral Sunscreen  
 - Superdefense™ City Block SPF 50  
 - Pep-Start™ SPF 50

FRONT

Moisturizers + SPF

BACK

Moisturizers + SPF

**\*NOTE:** Header signs are double-sided. Please use the white side for Fall 2026.

UPDATE

**JULY UPDATE (SMALL FORMAT):**  
Small Format Header (Code: **VJLK-70**)  
Full Set of Commband + Commbox (Code: **VJL7-70**)

• SHELF 1

UPDATE

Moisturizers for more resilient skin.

Box

UPDATE

Backwall

UPDATE

Band

INDICATES NOT UPDATING. DO NOT THROW OUT.

|                  |                       |                  |                     |
|------------------|-----------------------|------------------|---------------------|
| Resilience Serum | 24 Hour Hydration Gel | Moisturizing Gel | Moisturizing Lotion |
| Resilience Serum | 24 Hour Hydration Gel | Moisturizing Gel | Moisturizing Lotion |
| Resilience Serum | 24 Hour Hydration Gel | Moisturizing Gel | Moisturizing Lotion |
| Resilience Serum | 24 Hour Hydration Gel | Moisturizing Gel | Moisturizing Lotion |

The dermatologist's formula for stronger skin.

• SHELF 2

UPDATE

Tab

Correct redness and melts away impurities—including makeup.  
**Redness Solutions Cleanser**  
\$32

Primes for makeup + visibly corrects redness with SPF.  
**Redness Solutions Protective Base**  
\$36

Oil-free cream visibly calms irritation and reduces redness.  
**Redness Solutions Relief Cream**  
\$68

Band

Correct redness + protect with SPF.

• SHELF 3

UPDATE

Tab

Delivers instant and all-day hydration.  
**UV Solutions Hydrating Sunscreen SPF 50**  
\$39

Helps control excess oil all day and unclog pores.  
**UV Solutions Mattifying Sunscreen SPF 50**  
\$39

NEW  
Brightens with niacinamide that visibly reduces dark spots.  
**UV Solutions Brightening + Tinted Sunscreen SPF 50**  
\$44

Band

Protect with SPF.

• SHELF 4

UPDATE

Tab

Sheer, oil-free formula can be worn alone or as a makeup primer.  
**City Block™ Sheer SPF 25**  
\$38

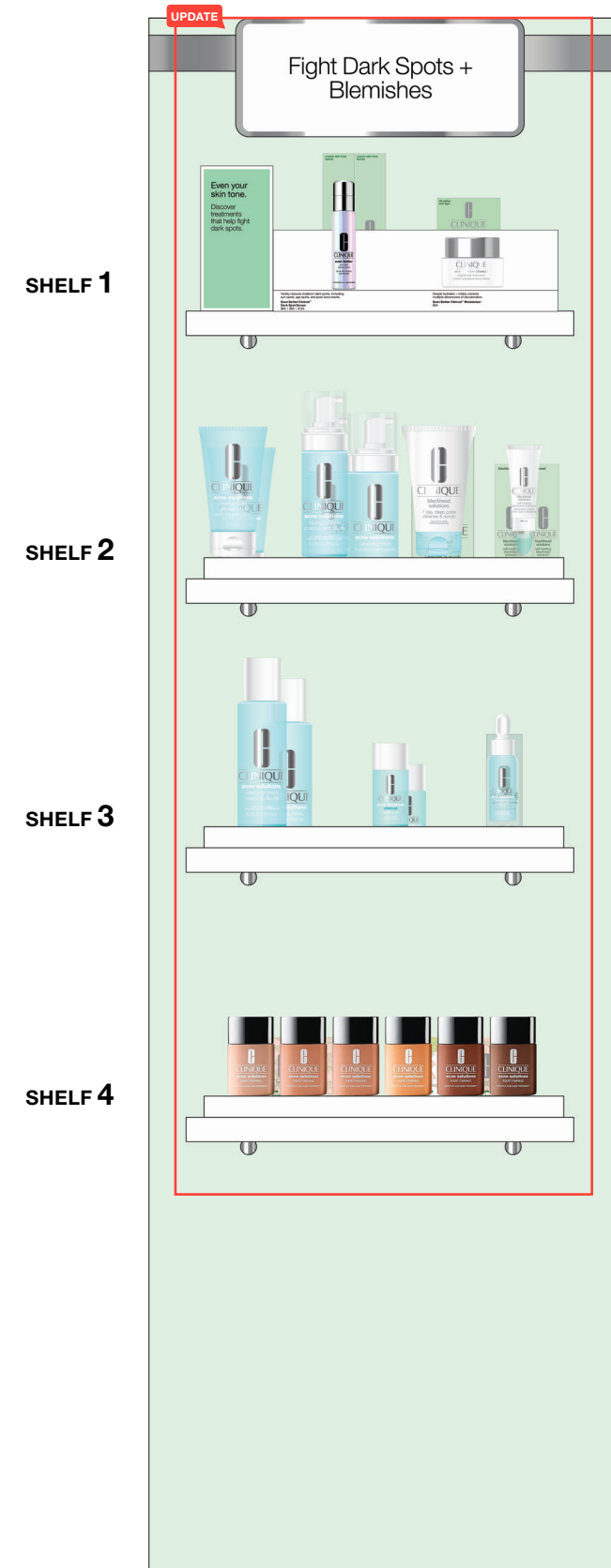
Ultra-lightweight, virtually invisible.  
**SPF 50 Mineral Sunscreen**  
\$38

Sheer, weightless, oil-free protection.  
**Superdefense™ City Block SPF 50**  
\$42

Ultra-lightweight sun protection.  
**Clinique Pep-Start™ SPF 50**  
\$31

Band

SPF to protect your skin.

**BAY 3 - Fight Dark Spots + Blemishes**

**\*NOTE:** All commbands + commbboxes should be updating SRPs for JULY OCD.

**PRODUCT ASSORTMENT**

**SHELF 1** - Even Better Clinical™ Dark Spot Serum  
- Even Better Clinical™ Moisturizer

**SHELF 2** - Acne Solutions™ Cleansing Gel  
- Acne Solutions™ Cleansing Foam  
- Blackhead Solutions 7 Day Scrub  
- Blackhead Solutions Extractor

**SHELF 3** - Acne Solutions™ Clarifying Lotion  
- Acne Solutions™ Clinical Advanced Clearing Gel  
- Acne Solutions™ Serum

**SHELF 4** - Acne™ Solutions Liquid Makeup

FRONT

Fight Dark Spots + Blemishes

BACK

Fight Dark Spots + Blemishes

**\*NOTE:** Header signs are double-sided. Please use the white side for Fall 2026.

UPDATE

**JULY UPDATE (SMALL FORMAT):**  
Small Format Header (Code: **VJLK-70**)  
Full Set of Commband + Commbox (Code: **VJL7-70**)

• SHELF 1

UPDATE

Even your skin tone. Discover treatments that help fight dark spots.

Backwall

Box

Band

UPDATE

Visible natural reduction dark spots, including age spots, age spots, and post-acne marks.

Dark Spot Serum  
\$22, \$110, \$220

Dark Spot Hydrate + visible serum. Provides hydration of skin.

Dark Spot Hydrate  
\$22, \$110, \$220

Even skin tone.

INDICATES NOT UPDATING. DO NOT THROW OUT.

• SHELF 2

UPDATE

Medicated gel cleanser with 2% salicylic acid.

**Acne Solutions™ Cleansing Gel**  
\$29

Medicated cleansing foam with 2% salicylic acid.

**Acne Solutions™ Cleansing Foam**  
\$29

3-in-1 scrub mask.

**Blackhead Solutions 7 Day Scrub**  
\$31

Self-heating treatment helps reduce blackheads.

**Blackhead Solutions Extractor**  
\$36

Tab

Band

**Banish blemishes + blackheads.**

• SHELF 3

UPDATE

Twice-a-day liquid exfoliator with salicylic acid.

**Acne Solutions™ Clarifying Lotion**  
\$23

Gel spot treatment with 1% salicylic acid.

**Acne Solutions Clinical Clearing Gel 1.0**  
\$34

Fight breakouts with salicylic acid.

**Acne Solutions™ Serum**  
\$59

Tab

Band

**Medicated acne solutions.**

• SHELF 4

UPDATE

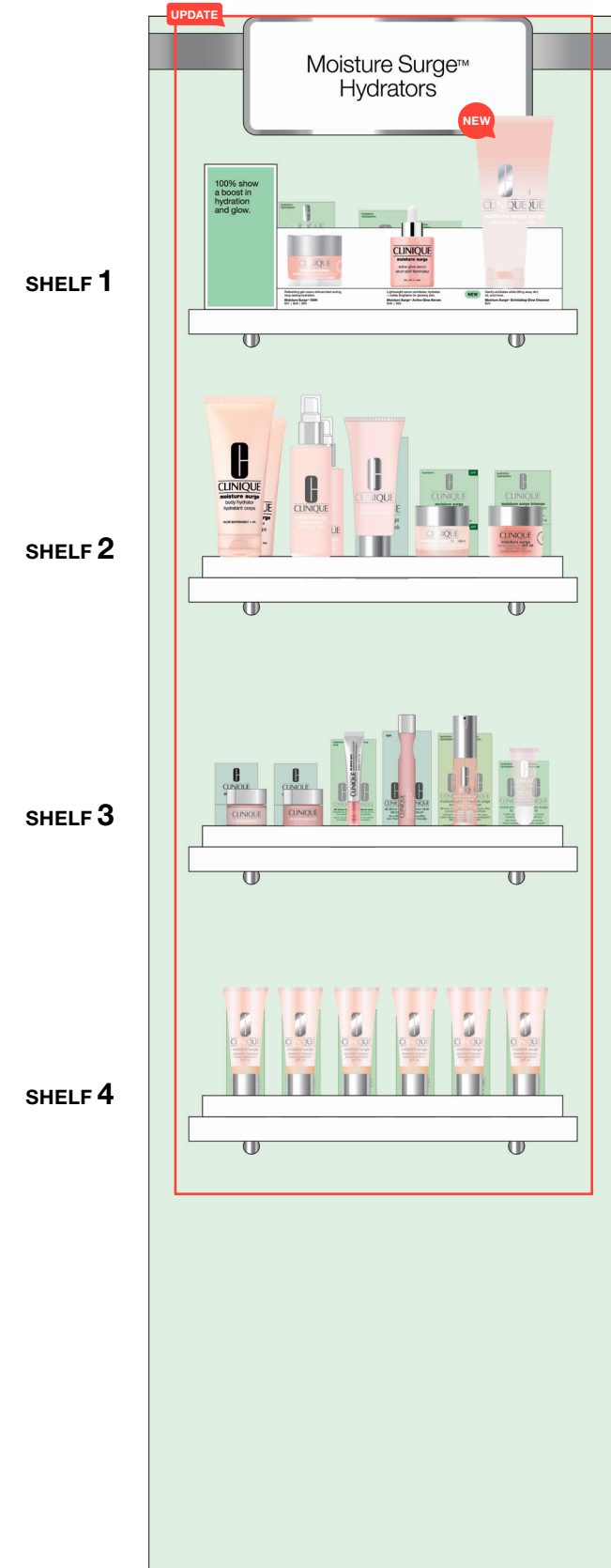
All-day natural, matte coverage with salicylic acid for acne-prone skin.

**Acne Solutions™ Liquid Makeup**  
\$39

Tab

Band

**Makeup for acne-prone skin.**

**BAY 4 - Moisture Surge™ Hydrators**

**\*NOTE:** All commbands + commboxes should be updating SRPs for JULY OCD.

**PRODUCT ASSORTMENT**

- SHELF 1** - Moisture Surge™ 100H  
 - Moisture Surge™ Active Glow Serum  
 - **NEW** Moisture Surge™ Exfoliating Glow Cleanser **JULY OCD**
- SHELF 2** - Moisture Surge™ Body Hydrator  
 - Moisture Surge™ Face Spray  
 - Moisture Surge™ Overnight Mask  
 - Moisture Surge™ SPF 28  
 - Moisture Surge™ Intense
- SHELF 3** - All About Eyes™  
 - All About Eyes™ Rich  
 - All About Eyes™ Brightening Serum  
 - All About Eyes™ Serum  
 - Moisture Surge Eye™  
 - Moisture Surge™ Lip Treatment
- SHELF 4** - Moisture Surge™ Sheertint



FRONT

Moisture Surge™ Hydrators

BACK

Moisture Surge™ Hydrators

**\*NOTE:** Header signs are double-sided. Please use the white side for Fall 2026.

UPDATE

**JULY UPDATE (SMALL FORMAT):**  
Small Format Header (Code: **VJLK-70**)  
Full Set of Commband + Commbox (Code: **VJL7-70**)

• SHELF 1

UPDATE

100% show a boost in hydration and glow.

Box

UPDATE

Backwall

UPDATE

Band

INDICATES NOT UPDATING. DO NOT THROW OUT.

NEW

Hydrate + protect.

• SHELF 2

UPDATE

Tab

Band

Lightweight, refreshing 48-hour body hydration.  
**Moisture Surge™ Body Hydrator**  
\$40

Fine-mist spray hydrates, softens + smoothes skin throughout the day.  
**Moisture Surge™ Face Spray**  
\$33

Creamy, oil-free overnight mask leaves skin soft, hydrated + glowing.  
**Moisture Surge™ Overnight Mask**  
\$47

Hydration meets sheer sun protection—even for sensitive skin.  
**Moisture Surge™ SPF 28**  
\$31 | \$49

Rich cream-gel for 72 hours of hydration.  
**Moisture Surge™ Intense**  
\$31 | \$48 | \$65

Moisture Surge™ favorites.

• SHELF 3

UPDATE

Tab

Band

Lightweight cream-gel brightens, visibly depuffs + hydrates.  
**All About Eyes™**  
\$39 | \$66

Rich eye cream brightens, visibly depuffs + hydrates.  
**All About Eyes™ Rich**  
\$39 | \$66

Lightweight serum instantly depuffs and targets the look of dark circles over time.  
**All About Eyes™ Brightening Serum**  
\$49

Revitalizing eye serum with cooling applicator tip.  
**All About Eyes™ Serum**  
\$41

Lightweight water-gel provides 96 hours of hydration for eyes.  
**Moisture Surge™ Eye™**  
\$42

Multitasking balm smoothes and relieves dryness.  
**Moisture Surge™ Lip Treatment**  
\$24

Hydration for eyes + lips.

• SHELF 4

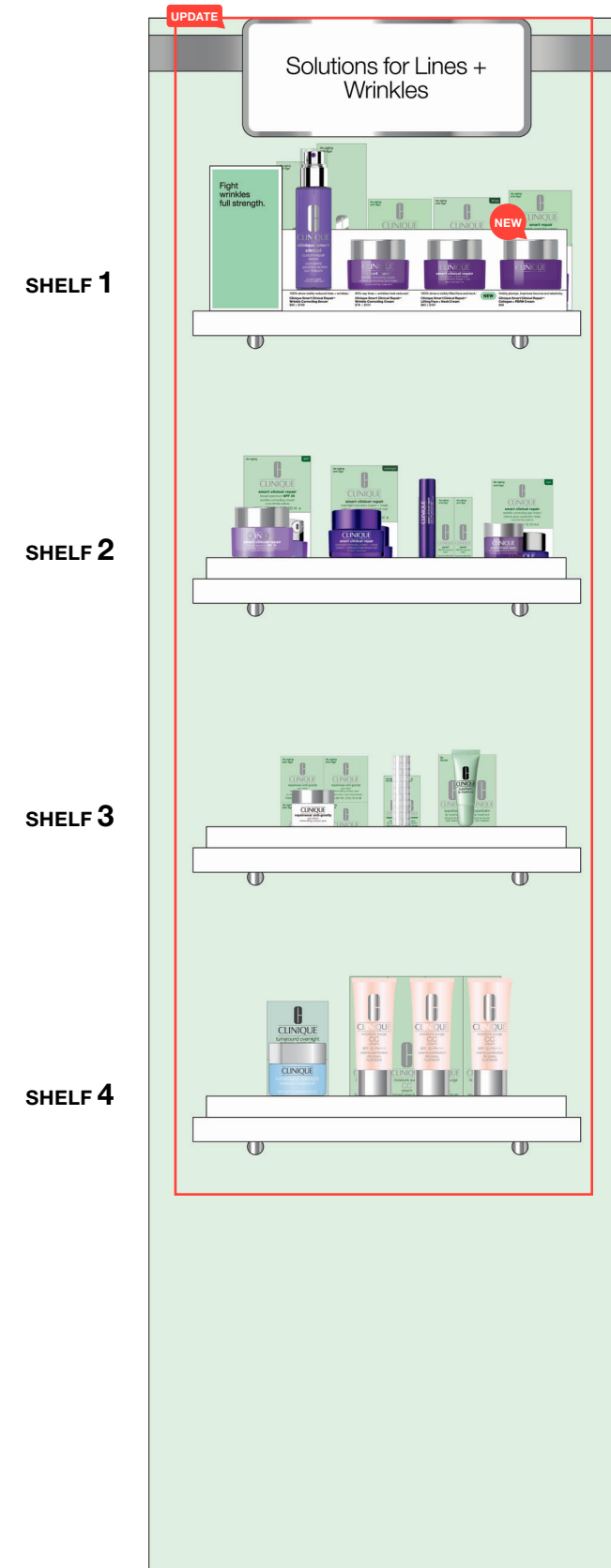
UPDATE

Tab

Band

A hint of tint + SPF.  
**Moisture Surge™ Sheertint**  
\$47

Sheer, tinted sun protection.

**BAY 5 - Solutions for Lines + Wrinkles**

**\*NOTE:** All commbands + commboxes should be updating SRPs for JULY OCD.

**PRODUCT ASSORTMENT**

- SHELF 1** - Smart Clinical Repair™ Serum  
 - Smart Clinical Repair™ Wrinkle Correcting Cream  
 - Smart Clinical Repair™ Lifting Face & Neck Cream  
 - **NEW** Smart Clinical Repair™ Collagen + PDRN Cream **JULY OCD**
- SHELF 2** - Smart Clinical Repair™ SPF Wrinkle Correcting Cream **MOVED**  
 - Smart Clinical Repair™ Overnight Cream  
 - Smart Clinical Repair™ Retinoid Balm  
 - Smart Clinical Repair™ Wrinkle Correcting Eye Cream
- SHELF 3** - Repairwear™ Anti-Gravity™ Eye Cream  
 - Repairwear™ Intensive Lip Treatment  
 - Superbalm™ Lip Treatment
- SHELF 4** - Turnaround™ Overnight Moisturizer  
 - Moisture Surge™ CC Cream (Light / Light Medium / Medium Deep)

FRONT

Solutions for Lines + Wrinkles

BACK

Solutions for Lines + Wrinkles

**\*NOTE:** Header signs are double-sided. Please use the white side for Fall 2026.

UPDATE

**JULY UPDATE (SMALL FORMAT):**  
Small Format Header (Code: **VJLK-70**)  
Full Set of Commband + Commbox (Code: **VJL7-70**)

• SHELF 1

UPDATE

Fight wrinkles full strength.

Box

UPDATE

Backwall

UPDATE

Band

INDICATES NOT UPDATING.  
DO NOT THROW OUT.

|                                                                             |                                                                             |                                                                          |     |                                                                 |
|-----------------------------------------------------------------------------|-----------------------------------------------------------------------------|--------------------------------------------------------------------------|-----|-----------------------------------------------------------------|
| 90% show visibly reduced lines + wrinkles.                                  | 90% show lines + wrinkles less reduced.                                     | 90% show visibly smoothed and taut.                                      | NEW | 90% show visibly improved texture and elasticity.               |
| Clinique Smart Clinical Repair™<br>Wrinkle Correcting Cream<br>\$67   \$100 | Clinique Smart Clinical Repair™<br>Wrinkle Correcting Cream<br>\$78   \$100 | Clinique Smart Clinical Repair™<br>UP9% Eye + Neck Cream<br>\$67   \$100 |     | Clinique Smart Clinical Repair™<br>Collagen + PRF Cream<br>\$68 |
| Targeted solutions for lines + wrinkles.                                    |                                                                             |                                                                          |     |                                                                 |

• SHELF 2

UPDATE

Tab

|                                                                                                                               |                                                                                                                           |                                                                                                                              |                                                                                                                            |
|-------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|
| 97% show a visible reduction in wrinkles.*<br><b>Clinique Smart Clinical Repair™<br/>SPF Wrinkle Correcting Cream</b><br>\$78 | In 2 weeks, 97% show visibly reduced facial lines.*<br><b>Clinique Smart Clinical Repair™<br/>Overnight Cream</b><br>\$83 | Clinically proven to visibly reduce 7 lines in 14 days.*<br><b>Clinique Smart Clinical Repair™<br/>Retinoid Balm</b><br>\$37 | 100% feel a smoother eye area.*<br><b>Clinique Smart Clinical Repair™<br/>Wrinkle Correcting Eye Cream</b><br>\$66   \$100 |
|-------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|

Band

Powerful overnight de-agers.

• SHELF 3

UPDATE

Tab

|                                                                                          |                                                                      |                                                                            |
|------------------------------------------------------------------------------------------|----------------------------------------------------------------------|----------------------------------------------------------------------------|
| Visibly repairs lines and wrinkles.<br><b>Repairwear™ Anti-Gravity Eye Cream</b><br>\$67 | Intensive lip treatment.<br><b>Repairwear™ Lip Treatment</b><br>\$37 | Deeply hydrating lip treatment.<br><b>Superbalm™ Lip Treatment</b><br>\$24 |
|------------------------------------------------------------------------------------------|----------------------------------------------------------------------|----------------------------------------------------------------------------|

Band

Eye + lip treatments.

• SHELF 4

UPDATE

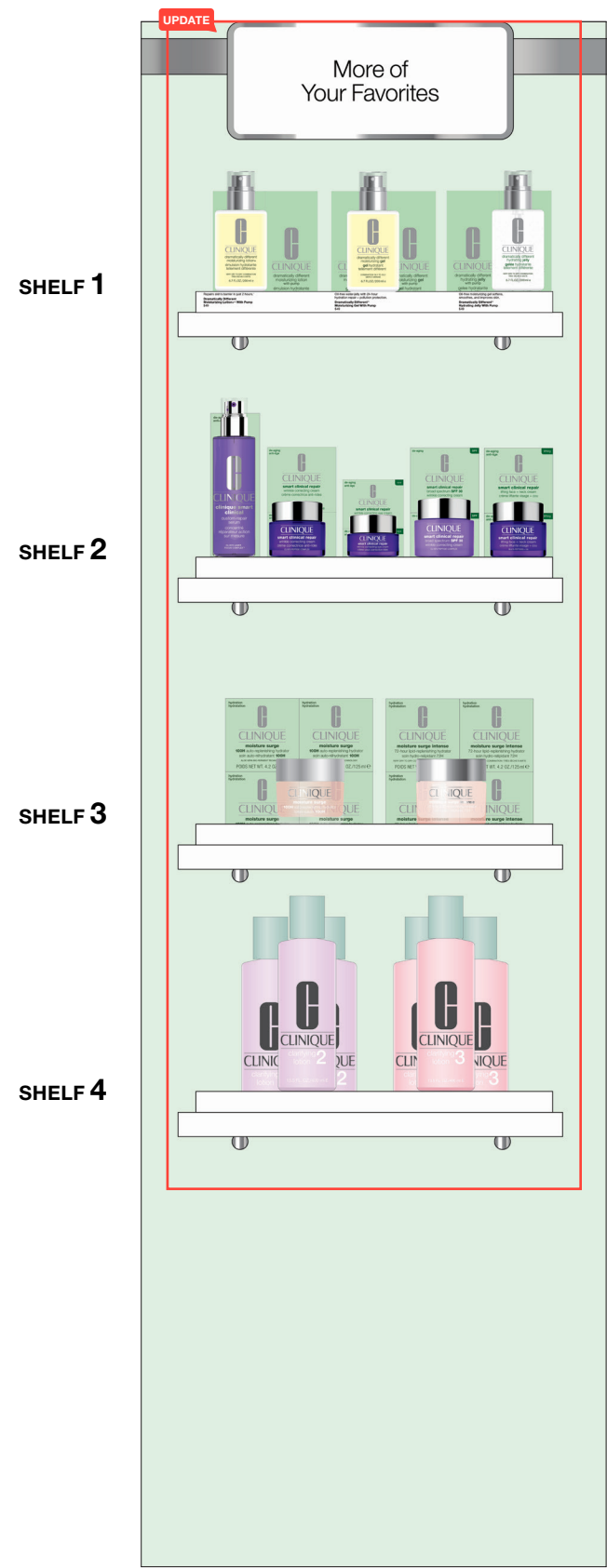
Tab

|                                                                                                                       |                                                                                                                                    |
|-----------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|
| Hydrating moisturizer helps boost cell renewal for luminous skin.<br><b>Turnaround™ Overnight Moisturizer</b><br>\$58 | Tinted moisturizer hydrates + protects with SPF.<br><b>Moisture Surge™ CC Cream<br/>Light / Light Medium / Medium Deep</b><br>\$45 |
|-----------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|

Band

Hydrating treatment + tints.

BAY 6 - More of Your Favorites



 **\*NOTE:** All commbands + commboxes should be updating SRPs for JULY OCD.

PRODUCT ASSORTMENT

- SHELF 1** - JUMBO: Dramatically Different Moisturizing Lotion+™  
- JUMBO: Dramatically Different™ Moisturizing Gel  
- JUMBO: Dramatically Different™ Moisturizing Jelly
- SHELF 2** - JUMBO: Smart Clinical Repair™ Serum  
- JUMBO: Smart Clinical Repair™ Wrinkle Correcting Cream  
- JUMBO: Smart Clinical Repair™ Wrinkle Correcting Eye Cream  
- JUMBO: Smart Clinical Repair™ Lifting Face + Neck Cream  
- JUMBO: Smart Clinical Repair™ SPF30
- SHELF 3** - JUMBO: Moisture Surge™ 100H  
- JUMBO: Moisture Surge™ Intense
- SHELF 4** - Clarifying Lotion 2  
- Clarifying Lotion 3

FRONT

More of Your Favorites

BACK

More of Your Favorites

**\*NOTE:** Header signs are double-sided. Please use the white side for Fall 2026.

UPDATE

**JULY UPDATE (SMALL FORMAT):**  
Small Format Header (Code: **VJLK-70**)  
Full Set of Commband + Commbbox (Code: **VJL7-70**)

• SHELF 1



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

|        |                                                                                                                                   |                                                                                                                                                                  |                                                                                                                                                      |
|--------|-----------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|
| UPDATE | <div>Repairs skin's barrier in just 2 hours.<br/><b>Dramatically Different</b><br/>Moisturizing Lotion+™ With Pump<br/>\$49</div> | <div>Oil-free water-jelly with 24-hour hydration repair + pollution protection.<br/><b>Dramatically Different™</b><br/>Moisturizing Gel With Pump<br/>\$49</div> | <div>Oil-free moisturizing gel softens, smoothes, and improves skin.<br/><b>Dramatically Different™</b><br/>Hydrating Jelly With Pump<br/>\$49</div> |
| Tab    |                                                                                                                                   |                                                                                                                                                                  |                                                                                                                                                      |
| Band   | <b>Hydrating + strengthening moisturizers.</b>                                                                                    |                                                                                                                                                                  |                                                                                                                                                      |

• SHELF 2

|        |                                                                                                                                          |                                                                                                                                     |                                                                                                                                    |                                                                                                                                         |                                                                                                                                            |
|--------|------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|
| UPDATE | <div>100% show visibly reduced lines + wrinkles.<br/><b>Clinique Smart Clinical Repair™</b><br/>Wrinkle Correcting Serum<br/>\$193</div> | <div>85% say lines + wrinkles look reduced.<br/><b>Clinique Smart Clinical Repair™</b><br/>Wrinkle Correcting Cream<br/>\$101</div> | <div>85% say crow's feet look reduced.<br/><b>Clinique Smart Clinical Repair™</b><br/>Wrinkle Correcting Eye Cream<br/>\$100</div> | <div>100% show a visibly lifted face and neck.<br/><b>Clinique Smart Clinical Repair™</b><br/>Lifting Face + Neck Cream<br/>\$107</div> | <div>97% show a visible reduction in wrinkles.<br/><b>Clinique Smart Clinical Repair™</b><br/>SPF Wrinkle Correcting Cream<br/>\$101</div> |
| Tab    |                                                                                                                                          |                                                                                                                                     |                                                                                                                                    |                                                                                                                                         |                                                                                                                                            |
| Band   | <b>Targeted solutions for lines + wrinkles.</b>                                                                                          |                                                                                                                                     |                                                                                                                                    |                                                                                                                                         |                                                                                                                                            |

• SHELF 3

|        |                                                                                                                     |                                                                                                               |
|--------|---------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|
| UPDATE | <div>Refreshing, oil-free gel-cream delivers 100 hours of hydration.<br/><b>Moisture Surge™ 100H</b><br/>\$89</div> | <div>Rich cream-gel provides 72 hours of intense hydration.<br/><b>Moisture Surge™ Intense</b><br/>\$89</div> |
| Tab    |                                                                                                                     |                                                                                                               |
| Band   | <b>Most-loved Moisture Surge™</b>                                                                                   |                                                                                                               |

• SHELF 4

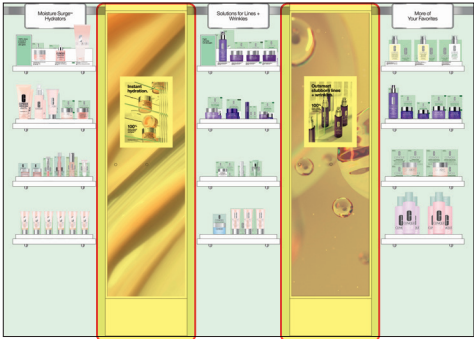
|        |                                                                          |                                                                               |
|--------|--------------------------------------------------------------------------|-------------------------------------------------------------------------------|
| UPDATE | <div>Soothing exfoliation.<br/><b>Clarifying Lotion 2</b><br/>\$43</div> | <div>Pore-refining exfoliation.<br/><b>Clarifying Lotion 3</b><br/>\$43</div> |
| Tab    |                                                                          |                                                                               |
| Band   | <b>Gentle instant exfoliators.</b>                                       |                                                                               |

Small Format Mood Board (ALL DOORS)

- DDM Moodboard: Small Format (Code: VBE9-70)
- Moisture Surge Moodboard: Small Format (Code: VBE7-70)
- Smart Moodboard: Small Format (Code: VBE8-70)
- TTDO Moodboard: Small Format (Code: VBEA-70)

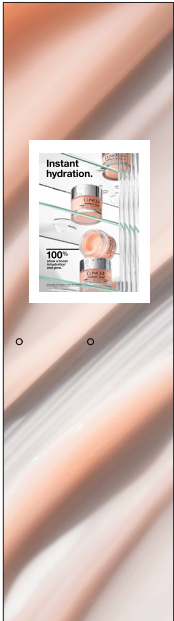


Small Format (4-Shelf) Side A



Small Format (4-Shelf) Side B

PRIORITY #1



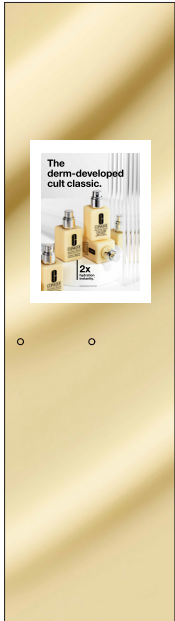
Moisture Surge 100-Hour

PRIORITY #2



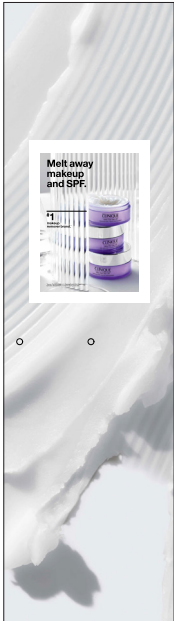
Smart

PRIORITY #3



DDML

PRIORITY #4



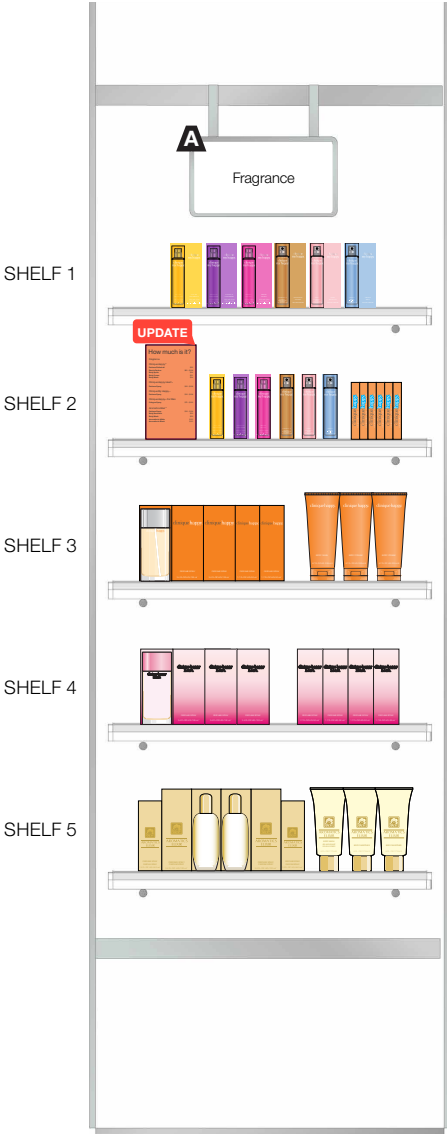
TTDO

---

# Category Bays

• Fragrance

CATEGORY BAY



**\*NOTE:** Please refer to the shelves 2 - 5 assortment for doors that have a 4-shelf Category Bay.

**A** Fragrance Category Bay Signage  
Code: **VGBA-70**

- Shelf 1 (5-Shelf Only)**
- My Happy™ - Lily of the Beach
  - My Happy™ - Peony Picnic
  - My Happy™ - Cocoa & Cashmere
  - My Happy™ - Cookies and Kisses
  - My Happy™ - Baby Bouquet
  - My Happy™ - Indigo Mist

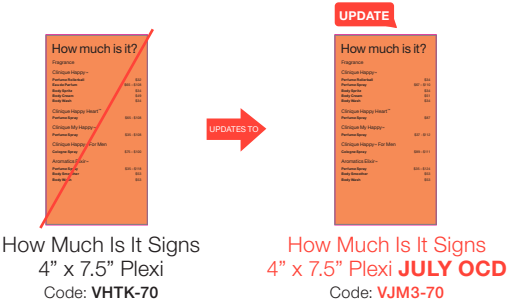
- Shelf 2 (L-R)**
- 4" x 7.5" How Much Is It Signage  
Code: **VJM3-70 JULY OCD**
  - My Happy™ - Lily of the Beach
  - My Happy™ - Peony Picnic
  - My Happy™ - Cocoa & Cashmere
  - My Happy™ - Cookies and Kisses
  - My Happy™ - Baby Bouquet
  - My Happy™ - Indigo Mist
  - Happy Perfume™ Rollerball 10ml

- Shelf 3 (L-R)**
- Happy™ Perfume Spray 3.4 fl oz
  - Happy™ Perfume Spray 1. fl oz
  - Happy™ Body Wash
  - Happy™ Body Cream

- Shelf 4 (L-R)**
- Happy Heart™ Perfume 3.4 fl oz
  - Happy Heart™ Perfume 1.7 fl oz

- Shelf 5 (L-R)**
- Aromatics Elixir Perfume 1.7 fl oz
  - Aromatics Elixir Perfume 3.4 fl oz
  - Aromatics Body Wash
  - Aromatics Body Smoother

CATEGORY BAY GRAPHIC





## • Clinique For Men

### CATEGORY BAY



**\*NOTE:** Please refer to the Shelf 2 - 5 assortment for doors that have a 4-shelf Category Bay.

**A** CFM Category Bay Signage  
Code: **VGBA-70**

#### Shelf 1 (5-Shelf Only)

- Happy For Men™ 1.7 fl oz
- Happy For Men™ 3.4 fl oz

#### Shelf 2 (L-R)

- 4" x 7.5" How Much Is It Signage  
Code: **VJM3-70 JULY OCD**
- 72 Hour Maximum Hydrator
- Maximum Hydrator Activated Water-Gel Concentrate

#### Shelf 3 (L-R)

- Face Wash
- Oil-Control Face Wash
- Charcoal Face Wash
- Moisturizing Lotion
- Oil-Free Moisturizer
- Anti-Age Moisturizer
- Broad Spectrum SPF 21 Moisturizer

#### Shelf 4 (L-R)

- Post-Shave Soother
- Cream Shave
- Aloe Shave Gel
- Face Scrub

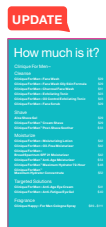
#### Shelf 5 (L-R)

- Happy For Men™ 1.7 fl oz
- Happy For Men™ 3.4 fl oz
- Anti-Age Eye Cream
- Super Energizer Anti-Fatigue Eye Gel
- Super Energizer Anti-Fatigue Hydrating Concentrate
- Face Bronzer

### CATEGORY BAY GRAPHIC



How Much Is It Signs  
4" x 7.5" Plexi  
Code: **VHTK-70**



How Much Is It Signs  
4" x 7.5" Plexi **JULY OCD**  
Code: **VJM3-70**

• Sun & Body

CATEGORY BAY



**\*NOTE:** Please refer to the shelves 2 - 5 assortment for doors that have a 4-shelf Category Bay.

**A** Sun & Body Category Bay Signage  
Code: **VGBA-70**

- Shelf 1 (5-Shelf Only)**
- City Block™ Sheer SPF25
  - Superdefense™ City Block SPF50

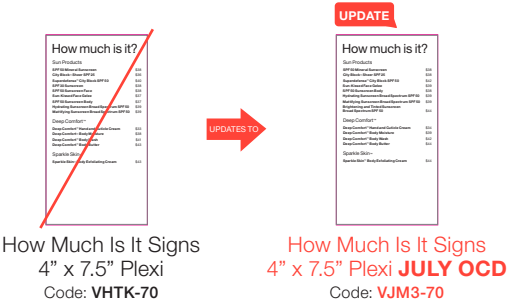
- Shelf 2 (L-R)**
- 4" x 7.5" How Much Is It Signage  
Code: **VJM3-70 JULY OCD**
  - SPF 45 Sunscreen Stick
  - SPF 50 Mineral Sunscreen
  - SPF 30 Sunscreen
  - SPF 50 Sunscreen
  - UV Solutions Hydrating Sunscreen SPF 50
  - UV Solutions Mattifying Sunscreen SPF 50

- Shelf 3 (L-R)**
- SPF 30 Mineral Sunscreen Fluid for Body
  - Self Sun Face Tinted Lotion
  - Self Sun Body Tinted Lotion
  - After Sun Rescue Balm w/Aloe

- Shelf 4 (L-R)**
- Deep Comfort Hand And Cuticle Cream
  - Deep Comfort Body Moisture
  - Deep Comfort Body Moisture
  - Deep Comfort Body Butter

- Shelf 5 (L-R)**
- City Block™ Sheer SPF 25
  - Superdefense™ City Block SPF 50
  - Sparkle Skin Body Exfoliator

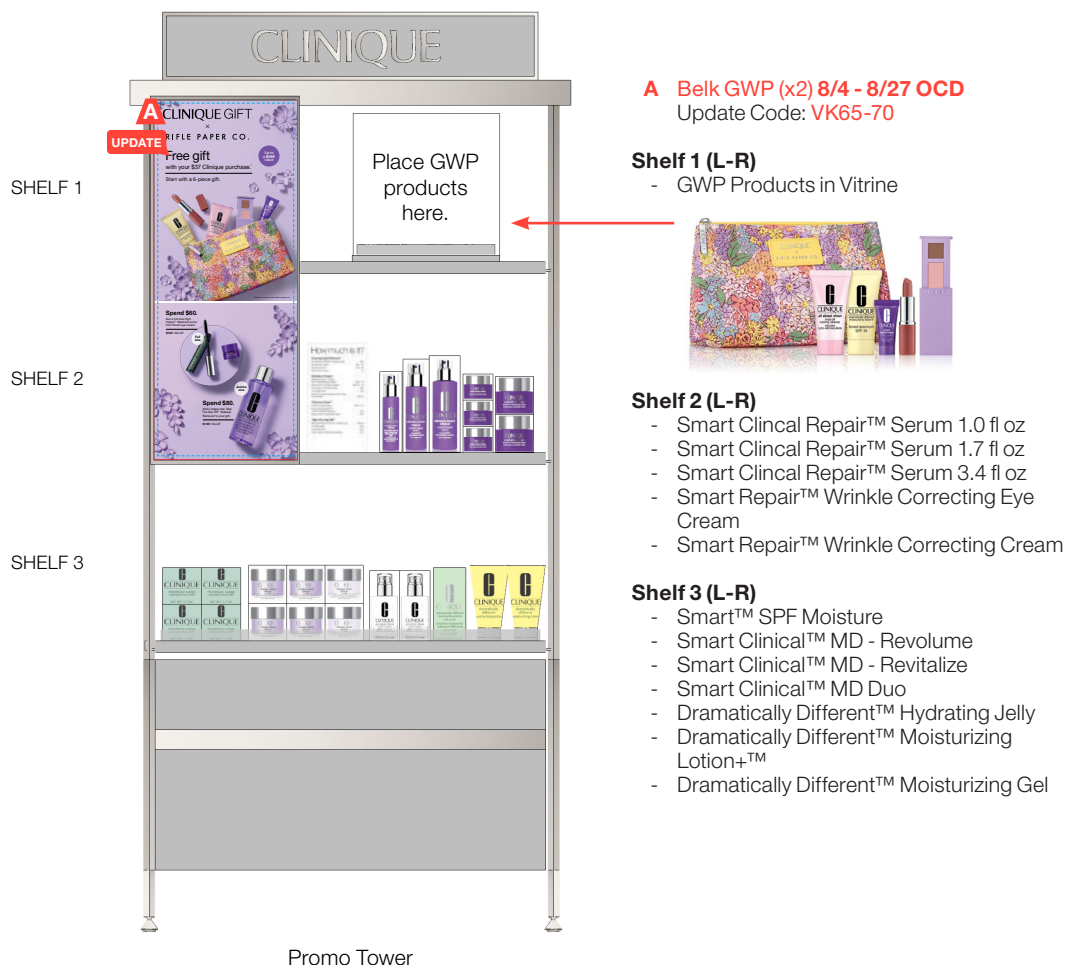
CATEGORY BAY GRAPHIC



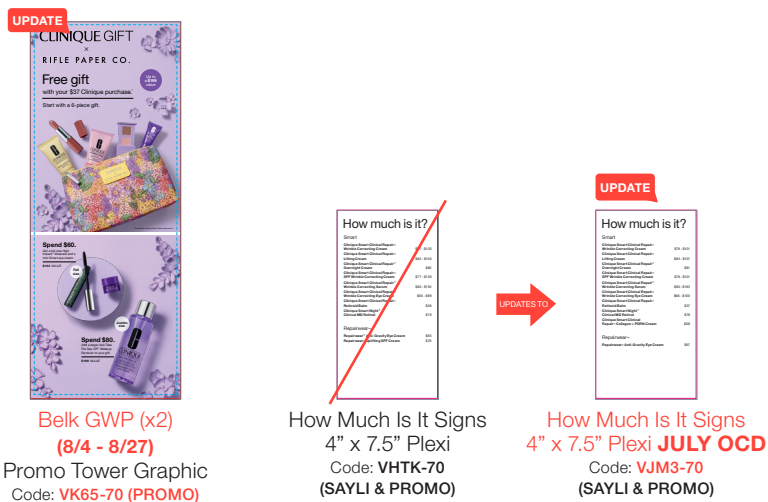


- Belk GWP (8/4 - 8/27) UPDATE

## PROMO TOWER



## TOWER GRAPHICS



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

| STEP 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | STEP 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | STEP 3                                                                                                                                                                                                                                           |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Spend \$37 to take home 6 Clinique favorites..</p> <div></div> <ul style="list-style-type: none"><li>- Dramatically Different Moisturizing Lotion + SPF 30ml Tube</li><li>- All About Clean Rinse Off Foaming Cleanser 30ml Tube</li><li>- Smart Wrinkle Correcting Serum 5ml Tube</li><li>- Clinique Pop™ Longwear Lipstick (Shade: Bare Pop)</li><li>- All About Shadow Duo Slider Purple (Shade: Strawberry Fudge Duo)</li></ul> <div></div> <div></div> <p>..including a limited-edition bag.</p> | <p>Spend \$60 to get a full-size..</p> <div></div> <ul style="list-style-type: none"><li>- High Impact Mascara (Shade: Black)</li></ul> <div></div> <div></div> <ul style="list-style-type: none"><li>- Clinique Smart Wrinkle Correcting Eye Cream 5ml Jar</li></ul> | <p>Spend \$80 to add a larger size..</p> <div></div> <ul style="list-style-type: none"><li>- Take The Day Off for Lids, Lashes, Lips (200ml Bottle)</li></ul> |

• Dillard’s GWP (8/28 - 9/12) UPDATE

SAYLI + PROMO TOWER

CLINIQUE

UPDATE

CLINIQUE GIFT  
x  
RIFLE PAPER CO.  
Free gift  
with your \$27 Clinique purchase.  
Start with a 6 piece gift.

Place GWP products here.

HOW MUCH IS IT?

CLINIQUE

CLINIQUE

SAYLI Tower

-OR-

CLINIQUE

A

CLINIQUE GIFT  
x  
RIFLE PAPER CO.  
Free gift  
with your \$27 Clinique purchase.  
Start with a 6 piece gift.

Place GWP products here.

HOW MUCH IS IT?

CLINIQUE

CLINIQUE

Promo Tower

A

Dillard's GWP (x2) 8/28 - 9/12 OCD  
Update Code: VK66-70

Shelf 1 (L-R)

- GWP Products in Vitrine

OR

Shelf 2 (L-R)

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

Shelf 3 (L-R)

- Smart™ SPF Moisture
- Smart Clinical™ MD - Revolume
- Smart Clinical™ MD - Revitalize
- Smart Clinical™ MD Duo
- Dramatically Different™ Hydrating Jelly
- Dramatically Different™ Moisturizing Lotion+™
- Dramatically Different™ Moisturizing Gel

TOWER GRAPHICS

UPDATE

CLINIQUE GIFT  
x  
RIFLE PAPER CO.  
Free gift  
with your \$27 Clinique purchase.  
Start with a 6 piece gift.

Dillard's GWP (x2)  
Promo Tower Graphic  
(8/28 - 9/12)  
Code: VK66-70 (PROMO)

UPDATE

CLINIQUE GIFT  
x  
RIFLE PAPER CO.  
Free gift  
with your \$27 Clinique purchase.  
Start with a 6 piece gift.

Dillard's GWP (x2)  
SAYLI Tower Graphic  
(8/28 - 9/12)  
Code: VK66-70 (SAYLI)

How much is it?

How much is it?  
4" x 7.5" Plexi  
Code: VHTK-70  
(SAYLI & PROMO)

UPDATE

How much is it?

How much is it?  
4" x 7.5" Plexi **JULY OCD**  
Code: VJM3-70  
(SAYLI & PROMO)

72    Fall 2026 Merchandising Guidelines    |    CLINIQUE

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

| STEP 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | STEP 2                                                                                                                                                                                                                                     | STEP 3                                                                                                                                                                                                                                                                                                |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Spend \$37 to get 3 essentials and a limited-edition bag.<br/>Then, choose a de-aging or hydrating duo...</p> <div></div> <p><b>OR</b></p> <div><ul style="list-style-type: none"><li>- All About Clean Liquid Facial Soap Mild 30ml Tube</li><li>- Clinique Pop™ Longwear Lipstick (Shade: Bare Pop)</li><li>- High Impact High-Fi™ Full Volume Mascara .17oz (Shade: Black)</li></ul><p><b>CHOICE:</b></p><ul style="list-style-type: none"><li>- Smart Wrinkle Correcting Cream 15ml Jar</li><li>- Smart Wrinkle Correcting Serum 5ml Tube</li></ul></div> <div><ul style="list-style-type: none"><li>- All About Clean Liquid Facial Soap Mild 30ml Tube</li><li>- Clinique Pop™ Longwear Lipstick (Shade: Bare Pop)</li><li>- High Impact High-Fi™ Full Volume Mascara .17oz (Shade: Black)</li></ul><p><b>CHOICE:</b></p><ul style="list-style-type: none"><li>- Moisture Surge 100 Hour 15ml Jar</li><li>- Moisture Surge Glow Serum 5ml Tube</li></ul></div> | <p>Spend \$60 to get a Set The Day™ Makeup Setting Spray to lock in your look.</p> <div></div> <p>- Set The Day Makeup Setting Spray (100ml Bottle)</p> | <p>Spend \$80 to choose between a full-size..</p> <div></div> <p><b>OR</b></p> <div><p>- All About Eyes Serum De-Puffing Eye Massage</p><hr/><p>- Clinique Smart Wrinkle Correcting Eye Cream (15ml Jar)</p></div> |

• Macy's GWP (9/30 - 10/20) UPDATE

SAYLI + PROMO TOWER

SHELF 1

CLINIQUE

UPDATE

CLINIQUE GIFT  
RIFLE PAPER CO.  
Free gift  
with your \$27 Clinique purchase.  
Start with a 6-piece gift.

Place GWP products here.

SHELF 2

HOW MUCH IS IT?

SHELF 3

CLINIQUE

UPDATE

A CLINIQUE GIFT  
RIFLE PAPER CO.  
Free gift  
with your \$27 Clinique purchase.  
Start with a 6-piece gift.

Place GWP products here.

HOW MUCH IS IT?

SAYLI Tower

Promo Tower

A Macy's GWP (x2) 9/30 - 10/20 OCD  
Update Code: VK67-70

Shelf 1 (L-R)

- GWP Products in Vitrine

OR

Shelf 2 (L-R)

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

Shelf 3 (L-R)

- Smart™ SPF Moisture  
- Smart Clinical™ MD - Revolume  
- Smart Clinical™ MD - Revitalize  
- Smart Clinical™ MD Duo  
- Dramatically Different™ Hydrating Jelly  
- Dramatically Different™ Moisturizing Lotion+™  
- Dramatically Different™ Moisturizing Gel

TOWER GRAPHICS

UPDATE

Macy's GWP (x2)  
Promo Tower Graphic  
(9/30 - 10/20)  
Code: VK67-70 (SAYLI)

UPDATE

Macy's GWP (x2)  
SAYLI Tower Graphic  
(9/30 - 10/20)  
Code: VK67-70 (SAYLI)

How much is it?

How much is it?  
4" x 7.5" Plexi  
Code: VHTK-70  
(SAYLI & PROMO)

UPDATE

How much is it?  
4" x 7.5" Plexi **JULY OCD**  
Code: VJM3-70  
(SAYLI & PROMO)

74    Fall 2026 Merchandising Guidelines    |    CLINIQUE



Macy's GWP (9/30 - 10/20) - Choose Your Free Gift

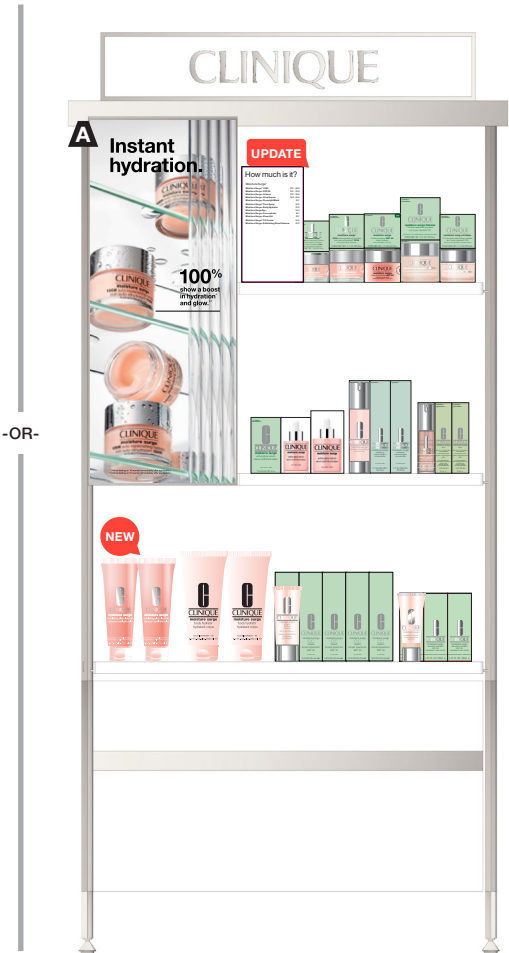
| STEP 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | STEP 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | STEP 4                                                                                                                                                            |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Spend \$37 to get 2 essentials and a limited-edition bag.<br/>Then, choose a hydrating or de-aging duo...</p> <div></div> <div><p>- Dramatically Different Moisturizing Lotion + 30ml Tube</p><p>- High Impact Mascara (Shade: Black)</p><p><b>CHOICE:</b></p><ul style="list-style-type: none"><li>- Moisture Surge Overnight Mask 30ml Tube</li><li>- Moisture Surge Glow Serum 5ml Tube</li><li>- Almost Lipstick (Shade: Black Honey)</li></ul></div> <div><p>- Dramatically Different Moisturizing Lotion + 30ml Tube</p><p>- High Impact Mascara (Shade: Black)</p><p><b>CHOICE:</b></p><ul style="list-style-type: none"><li>- Smart Clinical Repair™ Wrinkle Correcting Overnight Cream + Mask 15ml Jar</li><li>- Smart Wrinkle Correcting Serum 5ml Tube</li><li>- Clinique Pop™ Longwear Lipstick (Shade: Blush Pop)</li></ul></div> | <p>Spend \$60 to choose between a full size of..</p> <div></div> <div><p>- All About Clean Rinse Off Foaming Cleanser (150ml Tube)</p><p>- All About Clean Liquid Facial Soap Mild (200ml Bottle)</p></div> <p><b>STEP 3</b></p> <p>Spend \$80 to choose between a full-size of ...</p> <div></div> <div><p>- Moisture Surge 100 Hour (30ml Jar)</p><p>- Smart Clinical Repair Wrinkle Correcting Cream (30ml Jar)</p></div> | <p>Spend \$125 to take it all home in a limited-edition tote.</p> <div></div> |

• Moisture Surge

SAYLI + NEWS PROMO TOWER



SAYLI Tower



Promo Tower

**A** Moisture Surge (x2)  
Update Code: VAYQ-70

- Shelf 1 (L-R)**
- Moisture Surge™ 100H 1.7 oz
  - Moisture Surge™ 100H 2.5 oz
  - Moisture Surge™ SPF28 1.7 oz
  - Moisture Surge™ Intense 2.5 oz
  - Moisture Surge™ Intense 1.7 oz
  - Moisture Surge™ Overnight Mask
  - Moisture Surge™ Face Spray

- Shelf 2 (L-R)**
- Moisture Surge™ Glow Serum
  - Moisture Surge™ Concentrate
  - Moisture Surge Eye™

- Shelf 3 (L-R)**
- **NEW** Moisture Surge™ Exfoliating Glow Cleanser **JULY OCD**
  - Moisture Surge™ Face Spray
  - Moisture Surge™ Body Hydrator
  - Moisture Surge™ CC Cream

TOWER GRAPHICS



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

**How Much Is It Signs**  
4" x 7.5" Plexi  
Code: **VHTK-70**  
(SAYLI & PROMO)

**How Much Is It Signs**  
4" x 7.5" Plexi **JULY OCD**  
Code: **VJM3-70**  
(SAYLI & PROMO)

## • Smart

### SAYLI + NEWS PROMO TOWER



SAYLI Tower



Promo Tower

**A** Smart (x2)  
Update Code: VAYQ-70

#### Shelf 1 (L-R)

- Smart Clinical Repair™ Wrinkle Correcting Cream
- Smart Clinical Repair™ Lifting Face + Neck Cream

- Smart Clinical Repair™ SPF30
- Smart Clinical Repair™ Serum 3.4 fl oz

#### Shelf 2 (L-R)

- Smart Clinical Repair™ Overnight Recovery Cream + Mask
- Smart Clinical Repair™ SPF30
- Smart Clinical Repair™ Serum 1.0 fl oz
- Smart Clinical Repair™ Serum 1.7 fl oz
- Smart Clinical Repair™ Serum 3.4 fl oz

#### Shelf 3 (L-R)

- Smart Clinical Repair™ Wrinkle Correcting Eye Cream
- Smart Night Clinical MD Repair Treatment
- Smart Clinical AM/PM Retinoid Balm
- **NEW** Smart Clinical Repair™ Collagen + PDRN Cream **JULY OCD**
- Repairwear Anti-Gravity Eye Cream

### TOWER GRAPHICS



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



How Much Is It Signs  
4" x 7.5" Plexi  
Code: VHTK-70  
(SAYLI & PROMO)



How Much Is It Signs  
4" x 7.5" Plexi **JULY OCD**  
Code: VJM3-70  
(SAYLI & PROMO)

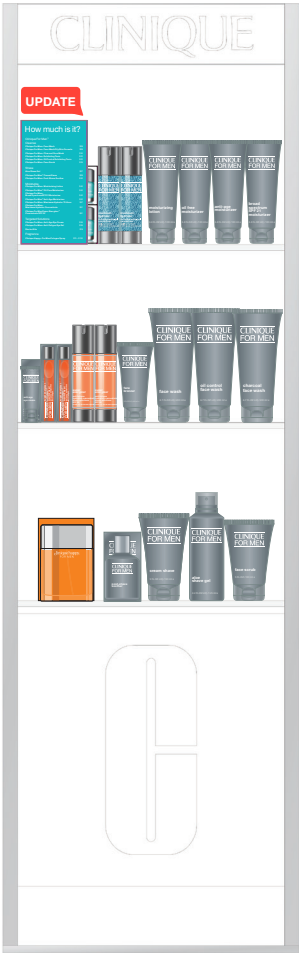
• Clinique For Men

SAYLI + NEWS PROMO TOWER

SHELF 1

SHELF 2

SHELF 3



SAYLI Tower

A

Great skin for him.



Promo Tower

**A** CFM Hero (x2)  
Update Code: VAYQ-70

**Shelf 1 (L-R)**

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

**Shelf 2 (L-R)**

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

**Shelf 3 (L-R)**

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

TOWER GRAPHICS



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



How Much Is It Signs  
4" x 7.5" Plexi  
Code: VHTK-70  
(SAYLI & PROMO)

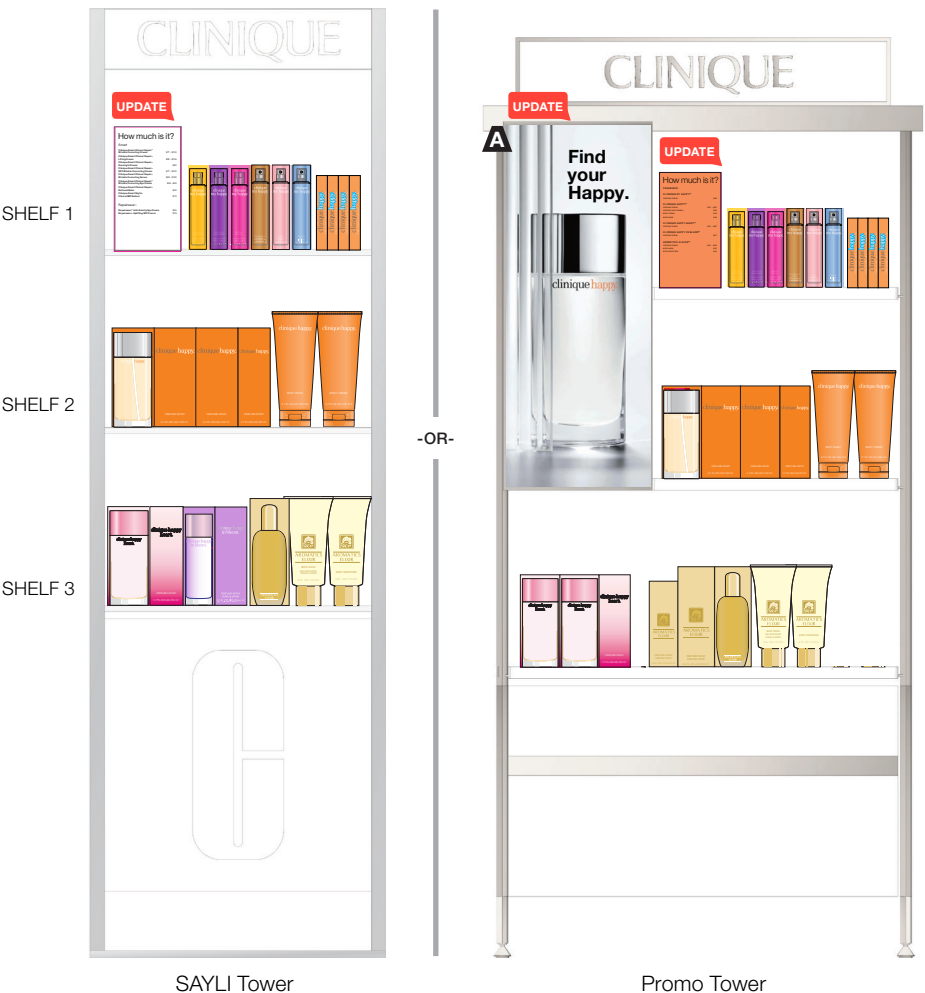


How Much Is It Signs  
4" x 7.5" Plexi **JULY OCD**  
Code: VJM3-70  
(SAYLI & PROMO)

78 Fall 2026 Merchandising Guidelines | CLINIQUE

• Fragrance

SAYLI + NEWS PROMO TOWER



**A** Fragrance Hero (x2)  
Update Code: VAYQ-70

- Shelf 1 (L-R)**
- My Happy™ - Lily of the Beach
  - My Happy™ - Peony Picnic
  - My Happy™ - Cocoa & Cashmere
  - My Happy™ - Cookies and Kisses
  - My Happy™ - Baby Bouquet
  - My Happy™ - Indigo Mist
  - Happy Perfume™ Rollerball 10ml

- Shelf 2 (L-R)**
- Happy™ Perfume Spray 3.4 fl oz
  - Valentines Day Decorated Bottle
  - Happy™ Perfume Spray 1. fl oz
  - Happy™ Body Wash
  - Happy™ Body Cream

- Shelf 3 (L-R)**
- Happy Heart™ Perfume 3.4 fl oz
  - Happy Heart™ Perfume 1.7 fl oz
  - Aromatics Elixir Perfume 1.7 fl oz
  - Aromatics Elixir Perfume 3.4 fl oz
  - Aromatics Body Wash
  - Aromatics Body Smoother

TOWER GRAPHICS



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



How Much Is It Signs  
4" x 7.5" Plexi  
Code: VHTK-70  
(SAYLI & PROMO)



How Much Is It Signs  
4" x 7.5" Plexi **JULY OCD**  
Code: VJM3-70  
(SAYLI & PROMO)

## VM Checklist

\*Use this list to ensure counter is zoned

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



### VM TIP

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

## Maintenance Checklist



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

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

## Do's

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

## Don'ts

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