



21 days of beauty®

FALL 2023

August 27–September 16

NALX is your *Ulta* *21 Days of Beauty* BFF

Here to help you succeed, with these at-your-fingertips tools...

1. Use this guide to get the deets on each of the ELC daily steals (including the calendar)...



Jump to
ELC Steals

2. Visit each brand's **Ulta 21 Days In Focus** for brand-specific offers and details.
3. Need in-the-moment product answers? Use the product **scan feature** on the NALX landing page to quickly jump to the product detail page.
4. Activate your teams with ELCxUlta Daily Steals Bingo... click [HERE](#) for a printable version.



Scan to
download or
print the guide



ELC DAILY beauty steals

Week 1
8/27-9/2

ELC DAILY beauty steals

Week 2
9/3-9/9

ELC DAILY beauty steals

Week 3
9/10-9/16

SUN 8/27



SUN 8/27



SUN 8/27



THUR 8/31



FRI 9/1



SAT 9/2



SUN 9/3



WED 9/6



WED 9/6



FRI 9/8



FRI 9/8



SUN 9/10

Online only



SUN 9/10



TUES 9/12



WED 9/13



THUR 9/14



THUR 9/14



FRI 9/15



SAT 9/16



Offer: Sunday August 27th 50% off Lipsticks (Retro Matte, Matte, Satin, Amplified, Cremesheen, and Frost)



RETRO
MATTE



MATTE



SATIN



AMPLIFIED



CREMESHEEN



FROST

Sun
8/27

NOW
\$11.50

Reg \$23.00

	Wear	Coverage	Finish
Retro Matte	long-wear	full	matte
Matte	creamy	full	matte
Satin	creamy	buildable	satin
Amplified	ultra-creamy	full	semi-lustrous
Cremesheen	creamy	buildable	semi-gloss
Frost	high pearl	buildable	semi-lustrous

How to Demo

Apply to lips directly from the lipstick bullet or use a 316 Brush for more precision.

Pro Tip: To create the trending "Popsicle Lips" look, layer a "juiced up" lip plumping gloss, like **MAC SQUIRT PLUMPING LIP GLOSS** on top for subtle graduation of color.

Build the Basket



Visit
NALX
for more!

Offer: Thursday, August 31st 50% off Smashbox ♥ BECCA
Under Eye Brightening Corrector



*Smashbox ♥ BECCA
Under Eye
Brightening Corrector*

Pro Tip: Using a pink/salmon corrector is a great way to brighten under eyes without washing out.

Highlights

BECCA's most-loved color corrector finds a home at Smashbox.

- Peach + Apricot pigments color-correct
- Full coverage
- Brightens, illuminates + reflects light
- Creamy texture smooths skin for an even base
- Vitamin E nourishes delicate eye area

How to Demo

- 1 Warm up the product between fingertips.
- 2 Gently pat under eye starting from the outer corner, blending inward.
- 3 If desired, finish with your favorite concealer.

Build the Basket



Watch the Video

Offer: Sunday, September 3rd **50% off** Born this Way Super Coverage Multi-Use Sculpting Concealer

Sun
9/3

NOW
\$17.50
Reg \$35.00



***Born This Way Super Coverage
Multi-Use Sculpting Concealer***

Highlights

Conceal, contour, highlight, and retouch with this super perfecting, natural finish concealer/makeup hybrid.

- Full coverage
- Oil-free
- Hydrating
- 12 hour long-wear
- No photo flashback
- Non-comedogenic

TOO FACED PRO TIPS

- 1 Apply your shade of Born This Way Matte Foundation.
- 2 Highlight & brighten using 1 or 2 shades lighter than natural skin tone.
- 3 Contour using 3 shades deeper than your natural skin tone.
- 4 Set makeup with Born This Way Ethereal Setting Powder.



Watch the Video

TOO FACED BFFS



NEW

Visit
NALX
for more!

Offer: Wednesday, September 6th **50% off** Smashbox x BECCA Shimmering Skin Perfector Pressed Highlighter



Wed
9/6

NOW
\$21.00
Reg \$42.00

*Smashbox ♥ BECCA
Shimmering Skin Perfector
Pressed Highlighter*

Highlights

- Luminous pearl pigments
- Ultra-buttery texture
- Builds and builds seamlessly
- Natural, luminous glow
- For normal, dry, and oily skin types

How to Demo

- 1 Start by applying product to a fluffy brush.
- 2 Sweep onto the high points of cheeks, creating a "C" shape as you move toward the temple and brow bone.
- 3 Build where more glow is desired, such as cheekbones, the bridge of the nose, and chin.

Build the Basket



NEW

Visit
NALX
for more!



Watch the Video

Offer: Friday, September 8th **50% off** Even Better Makeup Broad Spectrum SPF 15 Foundation



Fri
9/8

NOW
\$17.50
Reg \$35.00

*Even Better Makeup
Broad Spectrum SPF 15
Foundation*

Highlights

- Dermatologist-developed
- Visibly reduces dark spots in 12 weeks
- Medium coverage
- Natural finish with 24-hour wear
- Creamy formula hydrates and smooths
- Restores a more even skin tone
- For dry combination and combination oily skin

How to Demo

- 1 Start in center of face, blending outward.
- 2 Build coverage as needed.
- 3 Remove with your favorite Clinique makeup remover.

Perfect Partners





Offer: Friday, September 8th 50% off Revitalizing Supreme+ Youth Power Creme Moisturizer (1 oz., 1.7 oz., 2.5 oz.); Revitalizing Supreme+ Anti-Aging Cell Power Moisturizer Crème (1.7 oz.), Revitalizing Supreme+ Night Moisturizer Crème (1.7oz.)

Fri
9/8



Revitalizing Supreme+
Youth Power
Creme Moisturizer

1 oz. **NOW \$32.50** (Reg. \$65)
1.7 oz. **NOW \$51.50** (Reg. \$103)
2.5 oz. **NOW \$64.00** (Reg. \$128)

Rich multi-action creme
(firming, lifting, radiance)



Revitalizing Supreme+
Global Anti-Aging
Cell Power
Moisturizer Creme

1.7 oz **NOW \$50.00**
(Reg. \$100)
2.5 oz. *online only*

SPF 15, light-weight, oil-
free, reduces the look of
lines and wrinkles



Revitalizing Supreme+
Night Moisturizer
Intensive Restorative
Creme

1.7 oz. **NOW \$51.50**
(Reg. \$103)

Firms, lifts, reduces
the look of lines and
nourishes

How to Demo

- 1 Using clean Q-tip, apply pea-sized amount of product to back of Guest's hand.
- 2 Ask them to notice silky-soft nourishing creme and how hydrated skin feels after application.
- 3 Share comprehensive benefits of formula as you ask them to compare to untreated hand.

Perfect Partners



Visit
NALX
for more!

Offer: Sunday, September 10th **50% off** Born This Way
The Natural Nudes Eye Shadow Palette

Sun
9/10

NOW
\$26.00
Reg \$52.00



*Born This Way
The Natural Nudes
Eye Shadow Palette*

Highlights

An eye shadow palette of modern nudes inspired by the beautiful nuances of real skin tones.

- Highly pigmented
- One-swipe payoff
- Creamy texture
- Easy to blend formula
- Coconut water, Alpine Rose, Hyaluronic Acid

TOO FACED PRO TIPS

- 1 Prime eyelids with Shadow Insurance 24-Hour Shadow Primer.
- 2 Define crease with a matte shade starting from outer corner. Layer for color intensity.
- 3 Apply choice of shadow on eyelid. For shimmer shades, apply using a clean fingertip to intensify shimmer.
- 4 Finish with a generous coat of your choice of Better Than Sex Mascara.

TOO FACED BFFS



Visit
NALX
for more!



Watch the Video

Offer: Wednesday, September 13th 50% off GinZing™
Niacinimide Eye Cream to Brighten and Depuff



Wed
9/13

NOW
\$18.50
Reg \$37.00

*GinZing™ Niacinimide Eye
Cream to Brighten and Depuff*

Highlights

De-puffs the appearance of eye bags and it's great under makeup.

- Visible dark circle reduction, instant and over time
- Brightens
- De-puffs under eye bags
- Lightweight hydration absorbs on contact
- Smooths the look of dry, fine lines

Pro Tip:
Add as
highlighter
to cheek
bones!

How to Demo

- 1 Apply pea-sized amount onto ring finger. Gently massage by tapping under eye, applying inward, moving outward. Repeat until blended.
- 2 Apply another pea-sized amount onto your ring-finger. Gently tap under brow bone, applying inward, moving outward. Repeat until blended.
- 3 Close your eyes, gently pinch brow bone, starting inward, moving outward. Repeat 3x. This energy-boosting massage helps boost circulation while product absorbs into skin.

Build the Basket



Visit
NALX
for more!



Watch the Video

Offer: Thursday, September 14th 50% off 3.8 oz Take the Day Off™ Cleansing Balm



*Take the Day Off™
Cleansing Balm*

Highlights

Clinique's #1 makeup remover in a silky balm formula.

- Melts away long-wearing makeup + sunscreen
- Balm-to-oil
- Cleans thoroughly, rinses off completely
- Helps remove the stress of pollution so skin looks younger

How to Demo

- 1 Use fingertips to massage cleansing balm over dry skin.
- 2 Rinse well with warm water.
- 3 Pat dry.
- 4 Follow with Clinique Take the Day Off™ Makeup Remover for Lids, Lashes & Lips.

Perfect Partners



Watch the Video

Offer: Thursday, September 14th 50% off HALO products

Thur
9/14



NEW

*Healthy Flow
4-in-1 Perfecting
Pen Concealer
with Hyaluronic Acid*

NOW \$14.50
(Reg \$29.00)

Longwearing,
lightweight,
primer-infused,
conceals, hyd-
rates, energizes,
shapes, natural,
radiant finish



*Healthy Glow
All-in-One Tinted
Moisturizer
Broad Spectrum
SPF25*

NOW \$20.50
(Reg \$41.00)

Infused with
primer, 24-hour
hydration,
perfect amount
of coverage



*Plumping Dew
Illuminating
Moisturizer +
Hyaluronic Acid*

NOW \$21.00
(Reg \$42.00)

Plumping, boosts
hydration,
nourishes, bright
illuminated look



*Fresh Perfecting
Powder*

NOW \$21.50
(Reg \$43.00)

Smooth, color-
true, long-
wearing, light-
coverage, won't
crease, cake or
settle; built-in
Powderizer



*Sheer to Stay
Color Tint*

NOW \$14.00
(Reg \$28.00)

Buildable,
blendable,
blurred
soft-focus
look

How to Demo

- 1** Halo Healthy Glow All-in-One Tinted Moisturizer SPF 25: Apply to back of hand. Compare with bare hand.
- 2** Halo Plumping Dew Illuminating Moisturizer + Hyaluronic Acid: Apply to one hand or side of the face. You can also apply on bare skin or on top of makeup and compare.
- 3** Halo Fresh Perfecting Powder: Twist the Powderizer. Swirl brush onto powder and apply to face.

Build the Basket



Visit
NALX
for more!

Offer: Friday, September 15th **50% off** Perfectly Defined Gel Eyeliner



Fri
9/15

NOW
\$17.00
Reg \$34.00

*Perfectly Defined
Gel Eyeliner*

Highlights

- 12 hours waterproof wear
- Intense color
- Smooth texture
- Twist-up design
- Built-in sharpener

***Pro Tip:** For a speedy smokey eye, apply along the lash line and then blend out with the Bobbi Brown Smokey Eye Liner Brush.*

How to Demo

- 1** Apply as close to the lash line as possible as you line the entire length of the lid.
- 2** Remove the cap with the built-in sharpener and use to sharpen the tip as needed.

Build the Basket



Visit
NALX
for more!



Watch the Video

Offer: Saturday, September 16th 50% off Extra Dimension Blush, Glow Play Blush, Mineralize Blush and Powder Blush (online only)

Sat
9/16



Extra Dimension Blush

Glow Play Blush

Mineralize Blush

Powder Blush (Online only)

NOW \$16.50
(Reg \$33.00)

NOW \$16.50
(Reg \$33.00)

NOW \$16.50
(Reg \$33.00)

NOW \$14.50
(Reg \$29.00)

Smooth, long-wearing (10 hours), blendable, medium-buildable coverage, highly polished metallic finish, can be used wet or dry

Ultra-smooth/cushiony, creamy, buildable, sheer-to-medium buildable color, all-day wear, stay-true color

MAC Mineralize Complex, light-weight, sheer, radiant color

Immediate high shine, long-term hydration, stay-true color

How to Demo

- 1 Wipe the surface of the powder with a clean tissue.
- 2 Sweep a sanitized brush over the powder and apply.
- 3 Discuss features, advantages, benefits and related products.

Build the Basket



Visit
NALX
for more!

