



***SMC and POS COE+ Guide***  
***Spring 2026 Jan-June***

# ***Index***

***Dear SMC Team,  
Spring 2026 promises many opportunities for you and  
each brand you support. We understand you're busy, so  
we've created a single resource for visual merchandising!***

***Sincerely  
The Point of Sale Support Team***

***Dr Jart.....3***

***Click below  
to go to  
brand page.***

***MAC.....5***

***The Ordinary.....79***

***Once on brand page click on the hero product and it will bring  
you back to the Index.***





# ***Dr. Jart***

***Visual Merchandising SP26 Jan- June***



In-Store Date: 04.04.25  
 Fixture: 4 Shelf TIP Gondola, US  
 Doorcount: 307  
 Brand: Dr.Jart+

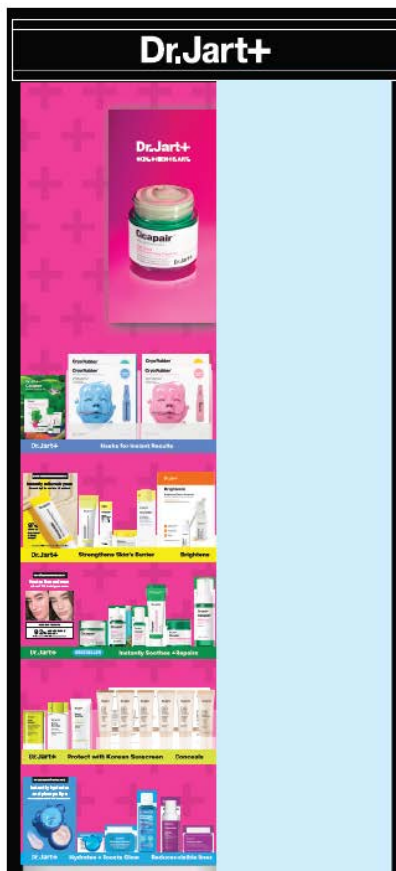
In-Store Date: 04.04.2025  
 Fixture: 4 Shelf Fleet Table, Gondola, US  
 Doorcount: 51  
 Brand: Dr.Jart+



e: 04.04.2025  
 elf Fleet Linear, US  
 28  
 rt:

In-Store Date: 04.04.2025  
 Fixture: 6S Linear SPLT, US  
 Doorcount: 12 (7 TIP, 5 FLE)  
 Brand: Dr.Jart+

In-Store Date: 04.04.2025  
 Fixture: 6 Shelf TIP Linear, US  
 Doorcount: 110  
 Brand: Dr.Jart+



# ***MAC***

***Visual Merchandising SP26 Jan- June***



Rendering:



Riser



Base



Riser



Base

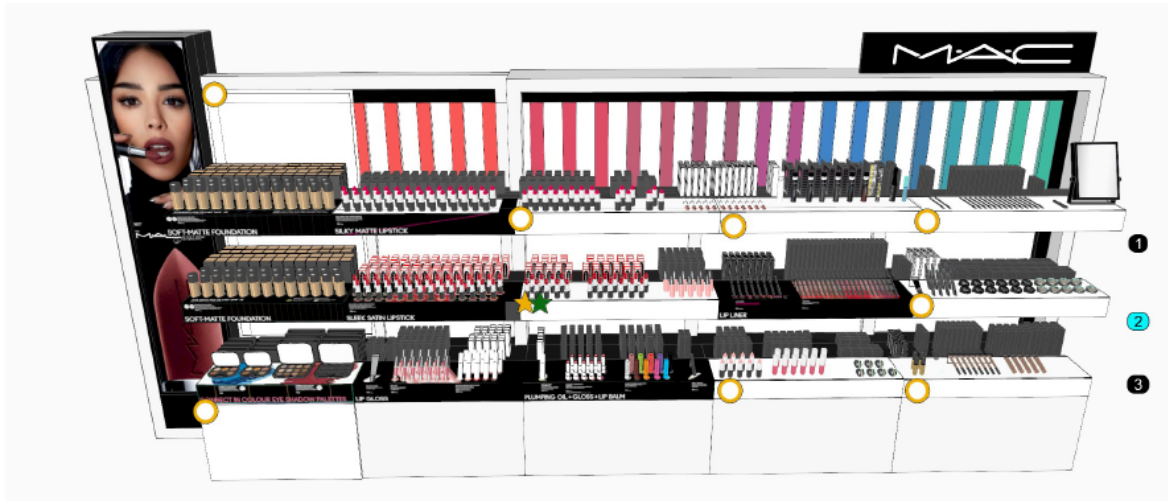


Rendering:





# MAC - Ulta Gen 3 format Right (wk 50)



| LEGEND:        |                                   |
|----------------|-----------------------------------|
| New            | Locator/Comm Box/Component        |
| Updated/ Moved | Product/Shade                     |
| ★              | Visual/Price Tag/Front Band       |
| ★              | Visual Not Available At This Time |



|                                                                  |                                  |     |                      |          |                          |
|------------------------------------------------------------------|----------------------------------|-----|----------------------|----------|--------------------------|
| <div>Retail</div> <div>DESIGN<br/>DEVELOPMENT<br/>ENTER NA</div> | MAC ULTA - Gen 3A (Right Facing) | US  | Revised: 06.13.25 KH | Revised: | Revised:                 |
| <div>M·A·C</div>                                                 | WEEK 50 - 2026                   | DTO | Revised: 06.25.25 KH | Revised: | Revised: Final: 06.30.25 |
|                                                                  |                                  |     | Revised: 06.27.25 KH | Revised: | APPROVED: 06.30.25 MP    |

NOT UPDATING



COLOUR SIDE LIGHTBOX

Graphic

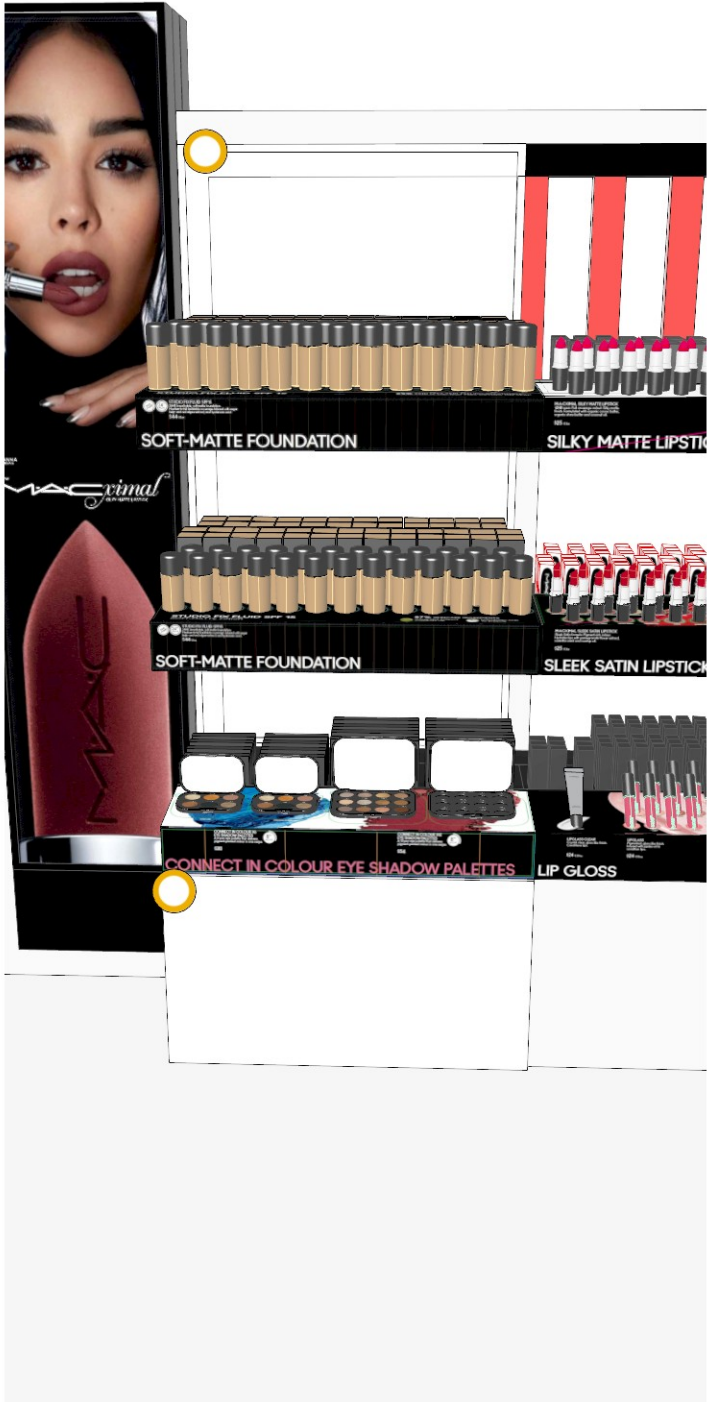


NOTE:  
ALL ART/COPY FPO. ALL DIMENSIONS FOR PRODUCT WELLS AND CARTONS FPO ALL WELLS MUST BE SIZED TO FIT PHYSICAL SAMPLES.

| LEGEND: |                   |                                   |
|---------|-------------------|-----------------------------------|
| New     | Updated/<br>Moved |                                   |
| ★       | ●                 | Locator/Comm Box/Component        |
| ★       | ●                 | Product/Shade                     |
| ★       | ●                 | Visual/Price Tag/Front Band       |
|         | ○                 | Visual Not Available At This Time |

|                                                                  |                                  |     |                      |          |                       |
|------------------------------------------------------------------|----------------------------------|-----|----------------------|----------|-----------------------|
| <div>Retail</div> <div>DESIGN<br/>DEVELOPMENT<br/>ENTER NA</div> | MAC ULTA - Gen 3A (Right Facing) | US  | Revised: 06.13.25 KH | Revised: | Revised:              |
| <div>M·A·C</div>                                                 | WEEK 50 - 2026                   | DTO | Revised: 06.25.25 KH | Revised: | Final: 06.30.25       |
|                                                                  |                                  |     | Revised: 06.27.25 KH | Revised: | APPROVED: 06.30.25 MP |

NOT UPDATING



NPL BACK PANEL GRAPHICS

SFF Graphic

NPL FRONT PANEL GRAPHIC

Graphic



NOTE:  
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| LEGEND: |                   |                                   |
|---------|-------------------|-----------------------------------|
| New     | Updated/<br>Moved |                                   |
| ★       | ●                 | Locator/Comm Box/Component        |
| ★       | ●                 | Product/Shade                     |
| ★       | ●                 | Visual/Price Tag/Front Band       |
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|                                                                            |                                  |     |                      |          |                       |
|----------------------------------------------------------------------------|----------------------------------|-----|----------------------|----------|-----------------------|
| <div><div>Retail</div><div>DESIGN<br/>DEVELOPMENT<br/>ENTER NA</div></div> | MAC ULTA - Gen 3A (Right Facing) | US  | Revised: 06.13.25 KH | Revised: | Revised:              |
| <div><div>M·A·C</div></div>                                                | WEEK 50 - 2026                   | DTO | Revised: 06.25.25 KH | Revised: | Final: 06.30.25       |
|                                                                            |                                  |     | Revised: 06.27.25 KH | Revised: | APPROVED: 06.30.25 MP |

# NOT UPDATING

## COLOUR SHELF 1



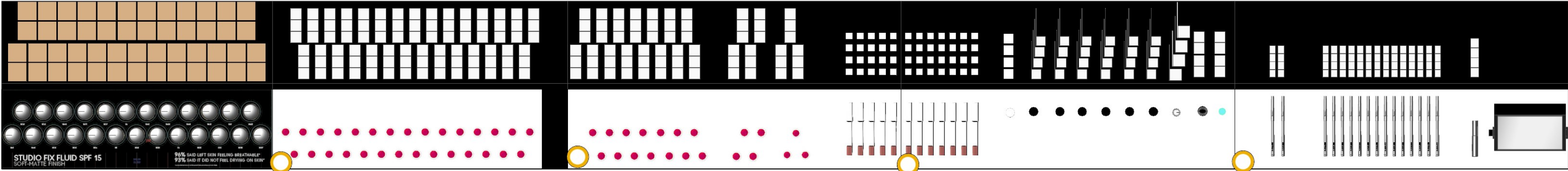
BAY 1 SHELF 1

BAY 2 SHELF 1

BAY 3 SHELF 1

BAY 4 SHELF 1

BAY 5 SHELF 1



| QTY | PRODUCT NAME                      | QTY | PRODUCT NAME                  | QTY | PRODUCT NAME                  | QTY | PRODUCT NAME                          | QTY | PRODUCT NAME                        |
|-----|-----------------------------------|-----|-------------------------------|-----|-------------------------------|-----|---------------------------------------|-----|-------------------------------------|
| 25  | Studio Fix Fluid Spf15 Foundation | 29  | MACximal Silky Matte Lipstick | 15  | MACximal Silky Matte Lipstick | 7   | Dazzlelips Crayon                     | 2   | Brushstroke Liner                   |
|     |                                   |     |                               | 4   | MACximal Viva Glam            | 1   | MACstack Legit Lift Primer - TESTER   | 14  | Colour Excess Gel Liner Pencils     |
|     |                                   |     |                               | 3   | Retro Matte Lipstick          | 1   | Macstack Mega - TESTER                | 1   | Liquidlast 24-Hour Waterproof Liner |
|     |                                   |     |                               | 5   | Dazzlelips Crayon             | 1   | Macstack Micro - TESTER               | -   | Mirror                              |
|     |                                   |     |                               |     |                               | 1   | Macstack Elevated - TESTER            |     |                                     |
|     |                                   |     |                               |     |                               | 1   | MacStack Elevated Blue-TESTER         |     |                                     |
|     |                                   |     |                               |     |                               | 1   | Macstack Waterproof - TESTER          |     |                                     |
|     |                                   |     |                               |     |                               | 1   | Macstack Chestnut - TESTER            |     |                                     |
|     |                                   |     |                               |     |                               | 1   | Magic Extension - TESTER              |     |                                     |
|     |                                   |     |                               |     |                               | 1   | In Extreme Dimension - TESTER         |     |                                     |
|     |                                   |     |                               |     |                               | 1   | Extended Play Gigablack Lash - TESTER |     |                                     |
|     |                                   |     |                               |     |                               |     | Brushstroke Liner                     |     |                                     |
|     |                                   |     |                               |     |                               |     | Colour Excess Gel Liner Pencils       |     |                                     |

NOTE:  
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LEGEND:

New

Updated/  
Moved

Locator/Comm Box/Component

Product/Shade

Visual/Price Tag/Front Band

Visual Not Available At This Time



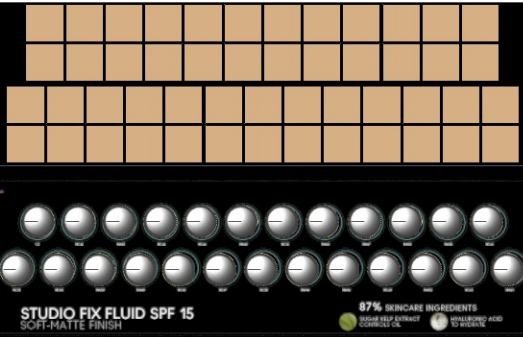
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|----------------------------------------------------------------------------|----------------------------------|-----|----------------------------------------------------------------------|----------------------------------|------------------------------------------------------|
| <div><div>Retail</div><div>DESIGN<br/>DEVELOPMENT<br/>ENTER NA</div></div> | MAC ULTA - Gen 3A (Right Facing) | US  | Revised: 06.13.25 KH<br>Revised: 06.25.25 KH<br>Revised: 06.27.25 KH | Revised:<br>Revised:<br>Revised: | Revised:<br>Final: 06.30.25<br>APPROVED: 06.30.25 MP |
| <div><div>MAC</div></div>                                                  | WEEK 50 - 2026                   | DTO |                                                                      |                                  |                                                      |

# UPDATING

## COLOUR SHELF 2

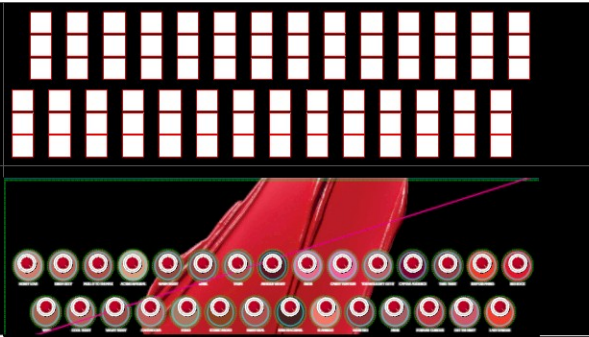


BAY 1 SHELF 2



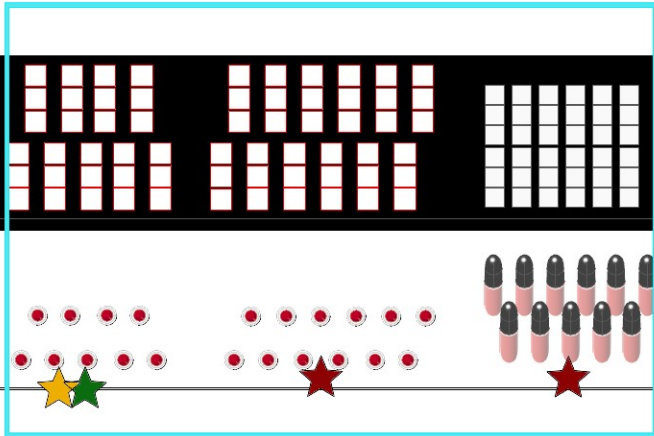
| QTY | PRODUCT NAME                      |
|-----|-----------------------------------|
| 25  | Studio Fix Fluid Spf15 Foundation |

BAY 2 SHELF 2



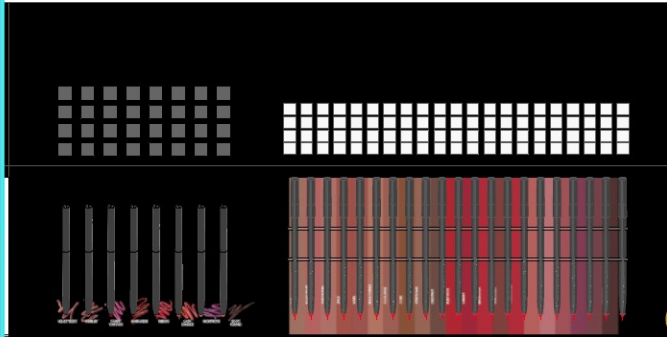
| QTY | PRODUCT NAME                  |
|-----|-------------------------------|
| 28  | MACximal Sleek Satin Lipstick |

BAY 3 SHELF 2



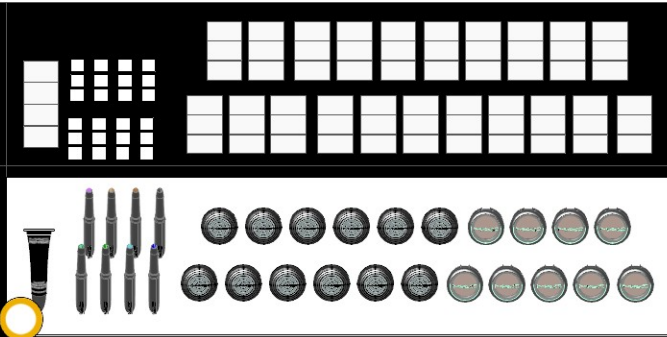
| QTY | PRODUCT NAME                    |
|-----|---------------------------------|
| 9   | MACximal Sleek Satin Lipstick   |
| 12  | Powder Kiss Hazy Matte Lipstick |
| 11  | Powder Kiss Lip & Cheek Mousse  |

BAY 4 SHELF 2



| QTY | PRODUCT NAME |
|-----|--------------|
| 8   | Lip Glazer   |
| 21  | Lip Pencil   |

BAY 5 SHELF 2



| QTY | PRODUCT NAME                       |
|-----|------------------------------------|
| 1   | Prep + Prime 24 Hour Eye Base      |
| 8   | Dazzleshadow Eye Shadow Stick      |
| 6   | Small Eyeshadow- Glitter           |
| 3   | Small Eyeshadow- Metallic          |
| 3   | Small Eyeshadow- Shadeshift Chrome |
| 9   | Small Eyeshadow                    |

NOTE:  
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LEGEND:

New

Updated/  
Moved

Locator/Comm Box/Component

Product/Shade

Visual/Price Tag/Front Band

Visual Not Available At This Time



|                                                                            |                                  |     |                                                                      |                                  |                                                      |
|----------------------------------------------------------------------------|----------------------------------|-----|----------------------------------------------------------------------|----------------------------------|------------------------------------------------------|
| <div><div>Retail</div><div>DESIGN<br/>DEVELOPMENT<br/>ENTER NA</div></div> | MAC ULTA - Gen 3A (Right Facing) | US  | Revised: 06.13.25 KH<br>Revised: 06.25.25 KH<br>Revised: 06.27.25 KH | Revised:<br>Revised:<br>Revised: | Revised:<br>Final: 06.30.25<br>APPROVED: 06.30.25 MP |
| <div><div>MAC</div></div>                                                  | WEEK 50 - 2026                   | DTO |                                                                      |                                  |                                                      |

# NOT UPDATING

## COLOUR SHELF 3



BAY 1 SHELF 3

BAY 2 SHELF 3

BAY 3 SHELF 3

BAY 4 SHELF 3

BAY 5 SHELF 3



| QTY | PRODUCT NAME     |
|-----|------------------|
| 2   | Eye Palettes X6  |
| 2   | Eye Palettes X12 |

| QTY | PRODUCT NAME                     |
|-----|----------------------------------|
| 1   | Lipglass Clear                   |
| 1   | Lipglass Clear Mini - Stock Only |
| 13  | Lipglass                         |
| 10  | Lipglass Air                     |

| QTY | PRODUCT NAME                  |
|-----|-------------------------------|
| 1   | Lipglass Blow                 |
| 10  | Glow Play Tendertalk Lip Balm |
| 10  | Squirt Balm                   |
| 1   | Prep + Prime Lip              |

| QTY | PRODUCT NAME              |
|-----|---------------------------|
| 9   | Lustreglass Lipstick      |
| 12  | Locked Kiss Ink Lipcolour |
| 7   | Pro Long Wear Paint Pot   |

| QTY | PRODUCT NAME                       |
|-----|------------------------------------|
| 4   | Dazzleshadow Liquid                |
| 1   | Pro Locked Brow Gel                |
| 8   | Pro Brow Definer                   |
| 5   | Big Boost Brow Gel                 |
| 1   | 242s Shader - Stock Only           |
| 1   | 217s Blending - Stock Only         |
| 1   | 224s Tapered Blending - Stock Only |
| 1   | 239s Eye Shader - Stock Only       |

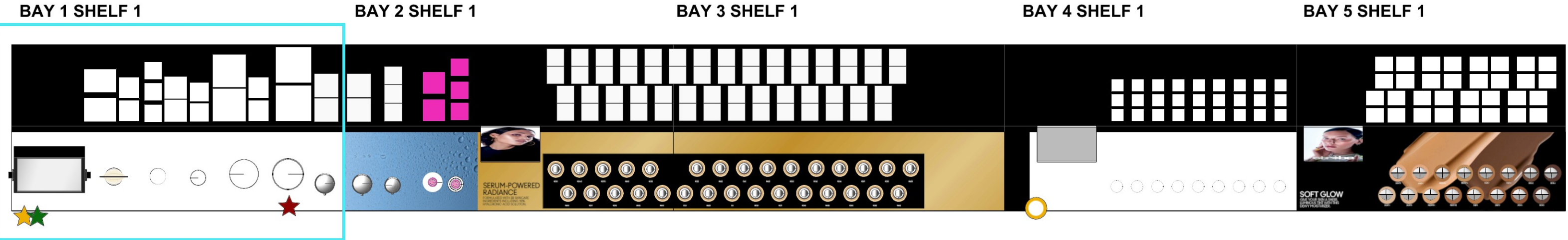
NOTE:  
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| LEGEND: |                   |                                   |
|---------|-------------------|-----------------------------------|
| New     | Updated/<br>Moved |                                   |
| ★       | ●                 | Locator/Comm Box/Component        |
| ★       | ●                 | Product/Shade                     |
| ★       | ●                 | Visual/Price Tag/Front Band       |
|         | ○                 | Visual Not Available At This Time |

|                                                                  |                                  |     |                      |          |                       |
|------------------------------------------------------------------|----------------------------------|-----|----------------------|----------|-----------------------|
| <div>Retail</div> <div>DESIGN<br/>DEVELOPMENT<br/>ENTER NA</div> | MAC ULTA - Gen 3A (Right Facing) | US  | Revised: 06.13.25 KH | Revised: | Revised:              |
| <div>M·A·C</div>                                                 | WEEK 50 - 2026                   | DTO | Revised: 06.25.25 KH | Revised: | Final: 06.30.25       |
|                                                                  |                                  |     | Revised: 06.27.25 KH | Revised: | APPROVED: 06.30.25 MP |

UPDATING

FACE SHELF 1



| QTY | PRODUCT NAME                               | QTY | PRODUCT NAME            | QTY | PRODUCT NAME            | QTY | PRODUCT NAME                  | QTY | PRODUCT NAME          |
|-----|--------------------------------------------|-----|-------------------------|-----|-------------------------|-----|-------------------------------|-----|-----------------------|
| -   | Mirror                                     | 1   | Prep + Prime Fix+       | 20  | Studio Serum Foundation | 9   | Skinfinish Liquid Highlighter | 16  | Strobe Dewy Skin Tint |
| 1   | Hyper Real Foam Cleanser                   | 1   | Mini Mac Fix+           |     |                         |     |                               |     |                       |
| 1   | Hyper Real Mini Foam Cleanser - Stock Only | 1   | Fix+ Stay Over Spray    |     |                         |     |                               |     |                       |
| 1   | Hyper Real Serumizer Eye                   | 1   | Fix+ Stay Over Spray    |     |                         |     |                               |     |                       |
| 1   | Hyper Real Serumizer                       | 10  | Mini                    |     |                         |     |                               |     |                       |
| 1   | Hyper Real Serumizer Mini - Stock Only     |     | Studio Serum Foundation |     |                         |     |                               |     |                       |
| 1   | Hyper Real SkinCanvas Waterlight Cream     |     |                         |     |                         |     |                               |     |                       |
| 1   | Skin Canvas Balm                           |     |                         |     |                         |     |                               |     |                       |
| 1   | Skin Canvas Balm Mini - Stock Only         |     |                         |     |                         |     |                               |     |                       |
| 1   | Prep + Prime Fix+ Mattify                  |     |                         |     |                         |     |                               |     |                       |

NOTE:  
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LEGEND:

New

Updated/  
Moved

Locator/Comm Box/Component

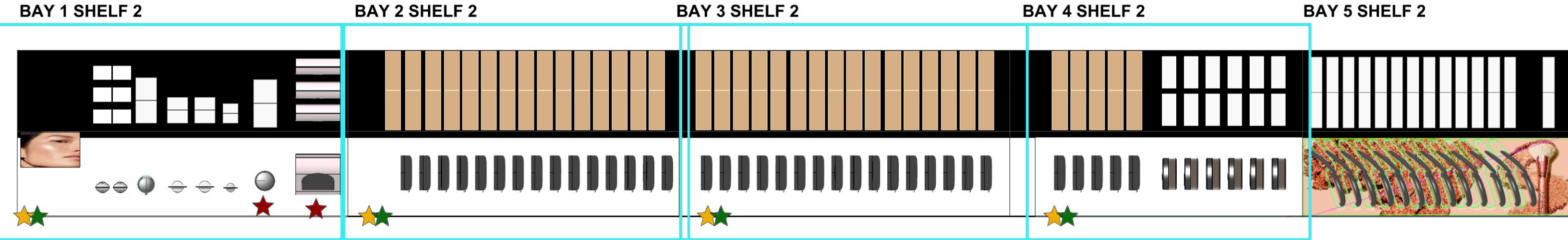
Product/Shade

Visual/Price Tag/Front Band

Visual Not Available At This Time

UPDATING

FACE SHELF 2



| QTY | PRODUCT NAME         | QTY                                                                                         | PRODUCT NAME      | QTY | PRODUCT NAME      | QTY | PRODUCT NAME      | QTY | PRODUCT NAME              |
|-----|----------------------|---------------------------------------------------------------------------------------------|-------------------|-----|-------------------|-----|-------------------|-----|---------------------------|
| 2   | Strobe Cream         | 15                                                                                          | Studio Fix Powder | 16  | Studio Fix Powder | 5   | Studio Fix Powder | 13  | Sunstruck Bronzer         |
| 1   | Mineralize Timecheck |                                                                                             | Foundation Kaizen |     | Foundation Kaizen |     | Foundation Kaizen | 1   | Sunstruck Bronzer Brush - |
|     | Lotion               |                                                                                             |                   |     |                   | 6   | Loose Powder      |     | Stock Only                |
| 1   | Studio Fix Mattifine | Tester templates to update to close Studio Fix Powder Compacts. Back stock does not update. |                   |     |                   |     |                   |     |                           |
|     | Primer               |                                                                                             |                   |     |                   |     |                   |     |                           |
| 1   | Studio Radiance      |                                                                                             |                   |     |                   |     |                   |     |                           |
|     | Primer               |                                                                                             |                   |     |                   |     |                   |     |                           |
| 1   | Fast Response Eye    |                                                                                             |                   |     |                   |     |                   |     |                           |
|     | Cream                |                                                                                             |                   |     |                   |     |                   |     |                           |
| 1   | Gently Off Eye & Lip |                                                                                             |                   |     |                   |     |                   |     |                           |
| 1   | Get Unready Micellar |                                                                                             |                   |     |                   |     |                   |     |                           |
|     | Water Wipes          |                                                                                             |                   |     |                   |     |                   |     |                           |

NOTE:  
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LEGEND:

New

Updated/  
Moved

Locator/Comm Box/Component

Product/Shade

Visual/Price Tag/Front Band

Visual Not Available At This Time



|                                                                            |                                  |     |                                                                      |                                  |                                                      |
|----------------------------------------------------------------------------|----------------------------------|-----|----------------------------------------------------------------------|----------------------------------|------------------------------------------------------|
| <div><div>Retail</div><div>DESIGN<br/>DEVELOPMENT<br/>ENTER NA</div></div> | MAC ULTA - Gen 3A (Right Facing) | US  | Revised: 06.13.25 KH<br>Revised: 06.25.25 KH<br>Revised: 06.27.25 KH | Revised:<br>Revised:<br>Revised: | Revised:<br>Final: 06.30.25<br>APPROVED: 06.30.25 MP |
| <div><div>M·A·C</div></div>                                                | WEEK 50 - 2026                   | DTO |                                                                      |                                  |                                                      |

# NOT UPDATING

## FACE SHELF 3



BAY 1 SHELF 3

BAY 2 SHELF 3

BAY 3 SHELF 3

BAY 4 SHELF 3

BAY 5 SHELF 3

| QTY | PRODUCT NAME                           | QTY | PRODUCT NAME             | QTY | PRODUCT NAME                  | QTY | PRODUCT NAME                          | QTY | PRODUCT NAME                                 |
|-----|----------------------------------------|-----|--------------------------|-----|-------------------------------|-----|---------------------------------------|-----|----------------------------------------------|
| 1   | 150s Large Powder - Stock Only         | 5   | Mineralize Blush         | 3   | Mineralize Skinfinish         | 4   | Mineralize Skinfinish Natural         | 6   | Studio Fix 24hr Smooth Wear Concealer        |
| 1   | 129s Powder/Blush - Stock Only         | 4   | Powder Blush             | 3   | Extra Dimension Skinfinish    | 19  | Studio Fix 24hr Smooth Wear Concealer | 25  | Studio Radiance 24hr Luminous Lift Concealer |
| 1   | 168s Large Angled Contour - Stock Only | 10  | Strobe Beam Liquid Blush | 9   | Mineralize Skinfinish Natural |     |                                       |     |                                              |
| 1   | Smooth Allover Brush - Stock Only      |     |                          |     |                               |     |                                       |     |                                              |
| 13  | Glow Play Blush                        |     |                          |     |                               |     |                                       |     |                                              |

NOTE:  
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LEGEND:

New

Updated/  
Moved

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Locator/Comm Box/Component

Product/Shade

Visual/Price Tag/Front Band

Visual Not Available At This Time

|                                                              |                                  |     |                                                                      |                                  |                                                      |
|--------------------------------------------------------------|----------------------------------|-----|----------------------------------------------------------------------|----------------------------------|------------------------------------------------------|
| <div>Retail</div> <div>DESIGN DEVELOPMENT<br/>ENTER NA</div> | MAC ULTA - Gen 3A (Right Facing) | US  | Revised: 06.13.25 KH<br>Revised: 06.25.25 KH<br>Revised: 06.27.25 KH | Revised:<br>Revised:<br>Revised: | Revised:<br>Final: 06.30.25<br>APPROVED: 06.30.25 MP |
| <div>M·A·C</div>                                             | WEEK 50 - 2026                   | DTO |                                                                      |                                  |                                                      |

NOT UPDATING



FACE SIDE LIGHTBOX

HR Graphic



NOTE:  
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| LEGEND: |                   |                                   |
|---------|-------------------|-----------------------------------|
| New     | Updated/<br>Moved |                                   |
| ★       | ●                 | Locator/Comm Box/Component        |
| ★       | ●                 | Product/Shade                     |
| ★       | ●                 | Visual/Price Tag/Front Band       |
|         | ○                 | Visual Not Available At This Time |

# MAC - Ulta Gen 3 format Left (wk 50)



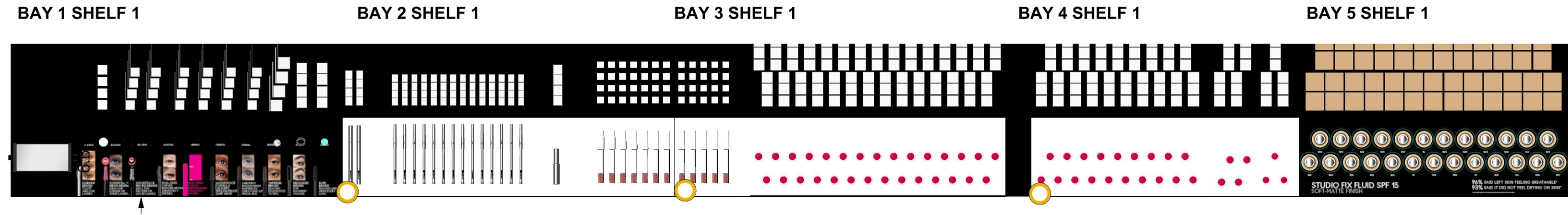
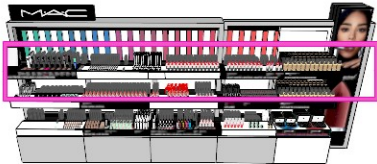
| LEGEND |                   |                                   |
|--------|-------------------|-----------------------------------|
| New    | Updated/<br>Moved | Locator/Comm Box/Component        |
| ★      | ●                 | Product/Shade                     |
| ★      | ●                 | Visual/Price Tag/Front Band       |
| ●      | ●                 | Visual Not Available At This Time |



|                                                                            |                                 |     |                      |          |                       |
|----------------------------------------------------------------------------|---------------------------------|-----|----------------------|----------|-----------------------|
| <div><div>Retail</div><div>DESIGN<br/>DEVELOPMENT<br/>ENTER NA</div></div> | MAC ULTA - Gen 3B (Left Facing) | US  | Revised: 06.13.25 KH | Revised: | Revised:              |
| <div><div>M·A·C</div></div>                                                | WEEK 50 - 2026                  | DTO | Revised: 06.25.25 KH | Revised: | Final: 06.30.25       |
|                                                                            |                                 |     | Revised: 06.27.25 KH | Revised: | APPROVED: 06.30.25 MP |

NOT UPDATING

COLOUR SHELF 1



| QTY | PRODUCT NAME                          | QTY | PRODUCT NAME                        | QTY | PRODUCT NAME                  | QTY | PRODUCT NAME                  | QTY | PRODUCT NAME                      |
|-----|---------------------------------------|-----|-------------------------------------|-----|-------------------------------|-----|-------------------------------|-----|-----------------------------------|
| 1   | MACStack Legit Lash Primer - TESTER   | 2   | Brushstroke 24-Hour Liner           | 5   | Dazzlelip Crayon              | 19  | MACximal Silky Matte Lipstick | 25  | Studio Fix Fluid Spf15 Foundation |
| 1   | MACStack Mega - TESTER                | 14  | Gel Excess Liner                    | 25  | MACximal Silky Matte Lipstick | 4   | MACximal Viva Glam Lipstick   |     |                                   |
| 1   | MACStack Micro - TESTER               | 1   | Liquidlast 24-Hour Waterproof Liner |     |                               | 3   | Retro Matte Lipstick          |     |                                   |
| 1   | MACStack Elevated - TESTER            | 7   | Dazzlelip Crayon                    |     |                               |     |                               |     |                                   |
| 1   | MACStack Elevated Blue- TESTER        |     |                                     |     |                               |     |                               |     |                                   |
| 1   | MACStack Waterproof - TESTER          |     |                                     |     |                               |     |                               |     |                                   |
| 1   | MACStack Chestnut - TESTER            |     |                                     |     |                               |     |                               |     |                                   |
| 1   | Magic Extension - TESTER              |     |                                     |     |                               |     |                               |     |                                   |
| 1   | In Extreme Dimension - TESTER         |     |                                     |     |                               |     |                               |     |                                   |
| 1   | Extended Play Gigablack Lash - TESTER |     |                                     |     |                               |     |                               |     |                                   |

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LEGEND:

New

Updated/  
Moved

Locator/Comm Box/Component

Product/Shade

Visual/Price Tag/Front Band

Visual Not Available At This Time

|                                                                            |                                 |     |                      |          |                       |
|----------------------------------------------------------------------------|---------------------------------|-----|----------------------|----------|-----------------------|
| <div><div>Retail</div><div>DESIGN<br/>DEVELOPMENT<br/>ENTER NA</div></div> | MAC ULTA - Gen 3B (Left Facing) | US  | Revised: 06.13.25 KH | Revised: | Revised:              |
| <div><div>M·A·C</div></div>                                                | WEEK 50 - 2026                  | DTO | Revised: 06.25.25 KH | Revised: | Final: 06.30.25       |
|                                                                            |                                 |     | Revised: 06.27.25 KH | Revised: | APPROVED: 06.30.25 MP |

# UPDATING

## COLOUR SHELF 2



| BAY 1 SHELF 2 |                                    | BAY 2 SHELF 2 |                               | BAY 3 SHELF 2 |                                 | BAY 4 SHELF 2 |              | BAY 5 SHELF 2 |                                   |
|---------------|------------------------------------|---------------|-------------------------------|---------------|---------------------------------|---------------|--------------|---------------|-----------------------------------|
|               |                                    |               |                               |               |                                 |               |              |               |                                   |
| QTY           | PRODUCT NAME                       | QTY           | PRODUCT NAME                  | QTY           | PRODUCT NAME                    | QTY           | PRODUCT NAME | QTY           | PRODUCT NAME                      |
| 1             | Prep + Prime 24 Hour Eye Base      | 33            | MACximal Sleek Satin Lipstick | 4             | MACximal Sleek Satin Lipstick   | 8             | Lip Glazer   | 25            | Studio Fix Fluid Spf15 Foundation |
| 8             | Dazzleshadow Eye Shadow Stick      |               |                               | 12            | Powder Kiss Hazy Matte Lipstick | 21            | Lip Pencil   |               |                                   |
| 6             | Small Eyeshadow- Glitter           |               |                               | 11            | Powder Kiss Lip & Cheek Mousse  |               |              |               |                                   |
| 3             | Small Eyeshadow- Metallic          |               |                               |               |                                 |               |              |               |                                   |
| 3             | Small Eyeshadow- Shadeshift Chrome |               |                               |               |                                 |               |              |               |                                   |
| 9             | Small Eyeshadow                    |               |                               |               |                                 |               |              |               |                                   |

NOTE:  
ALL ART/COPY FPO. ALL DIMENSIONS FOR PRODUCT WELLS AND CARTONS FPO ALL WELLS MUST BE SIZED TO FIT PHYSICAL SAMPLES.

LEGEND:

New

Updated/  
Moved

Locator/Comm Box/Component

Product/Shade

Visual/Price Tag/Front Band

Visual Not Available At This Time



|                                                                            |                                 |     |                      |          |                       |
|----------------------------------------------------------------------------|---------------------------------|-----|----------------------|----------|-----------------------|
| <div><div>Retail</div><div>DESIGN<br/>DEVELOPMENT<br/>ENTER NA</div></div> | MAC ULTA - Gen 3B (Left Facing) | US  | Revised: 06.13.25 KH | Revised: | Revised:              |
| <div><div>M·A·C</div></div>                                                | WEEK 50 - 2026                  | DTO | Revised: 06.25.25 KH | Revised: | Final: 06.30.25       |
|                                                                            |                                 |     | Revised: 06.27.25 KH | Revised: | APPROVED: 06.30.25 MP |

NOT UPDATING

COLOUR SHELF 3



| QTY | PRODUCT NAME                       | QTY | PRODUCT NAME                     | QTY | PRODUCT NAME                  | QTY | PRODUCT NAME              | QTY | PRODUCT NAME     |
|-----|------------------------------------|-----|----------------------------------|-----|-------------------------------|-----|---------------------------|-----|------------------|
| 1   | 242s Shader - Stock Only           | 5   | Big Boost Brow Gel               | 1   | Lipglass Blow                 | 12  | Locked Kiss Ink LipColour | 2   | Eye Palettes X6  |
| 1   | 217s Blending - Stock Only         | 1   | Lipglass Clear                   | 10  | Glow Play Tendertalk Lip Balm | 7   | Prolongwear Paint Pot     | 2   | Eye Palettes X12 |
| 1   | 224s Tapered Blending - Stock Only | 1   | Lipglass Clear Mini - Stock Only | 10  | Squirt Balm                   | 4   | Dazzleshadow Liquid       |     |                  |
| 1   | 239s Eye Shader - Stock Only       | 13  | Lipglass                         | 1   | Prep + Prime Lip              |     |                           |     |                  |
| 1   | Pro Locked Brow Gel                | 10  | Lipglass Air                     | 9   | Lustreglass Lipstick          |     |                           |     |                  |
| 8   | Pro Brow Definer                   |     |                                  |     |                               |     |                           |     |                  |

NOTE:  
ALL ART/COPY FPO. ALL DIMENSIONS FOR PRODUCT WELLS AND CARTONS FPO ALL WELLS MUST BE SIZED TO FIT PHYSICAL SAMPLES.

LEGEND:

New

Updated/  
Moved

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Locator/Comm Box/Component

Product/Shade

Visual/Price Tag/Front Band

Visual Not Available At This Time



|                                                              |                                 |     |                      |          |                       |
|--------------------------------------------------------------|---------------------------------|-----|----------------------|----------|-----------------------|
| <div>Retail</div> <div>DESIGN DEVELOPMENT<br/>ENTER NA</div> | MAC ULTA - Gen 3B (Left Facing) | US  | Revised: 06.13.25 KH | Revised: | Revised:              |
| <div>M·A·C</div>                                             | WEEK 50 - 2026                  | DTO | Revised: 06.25.25 KH | Revised: | Final: 06.30.25       |
|                                                              |                                 |     | Revised: 06.27.25 KH | Revised: | APPROVED: 06.30.25 MP |

NOT UPDATING



COLOUR SIDE LIGHTBOX

MACximal graphic



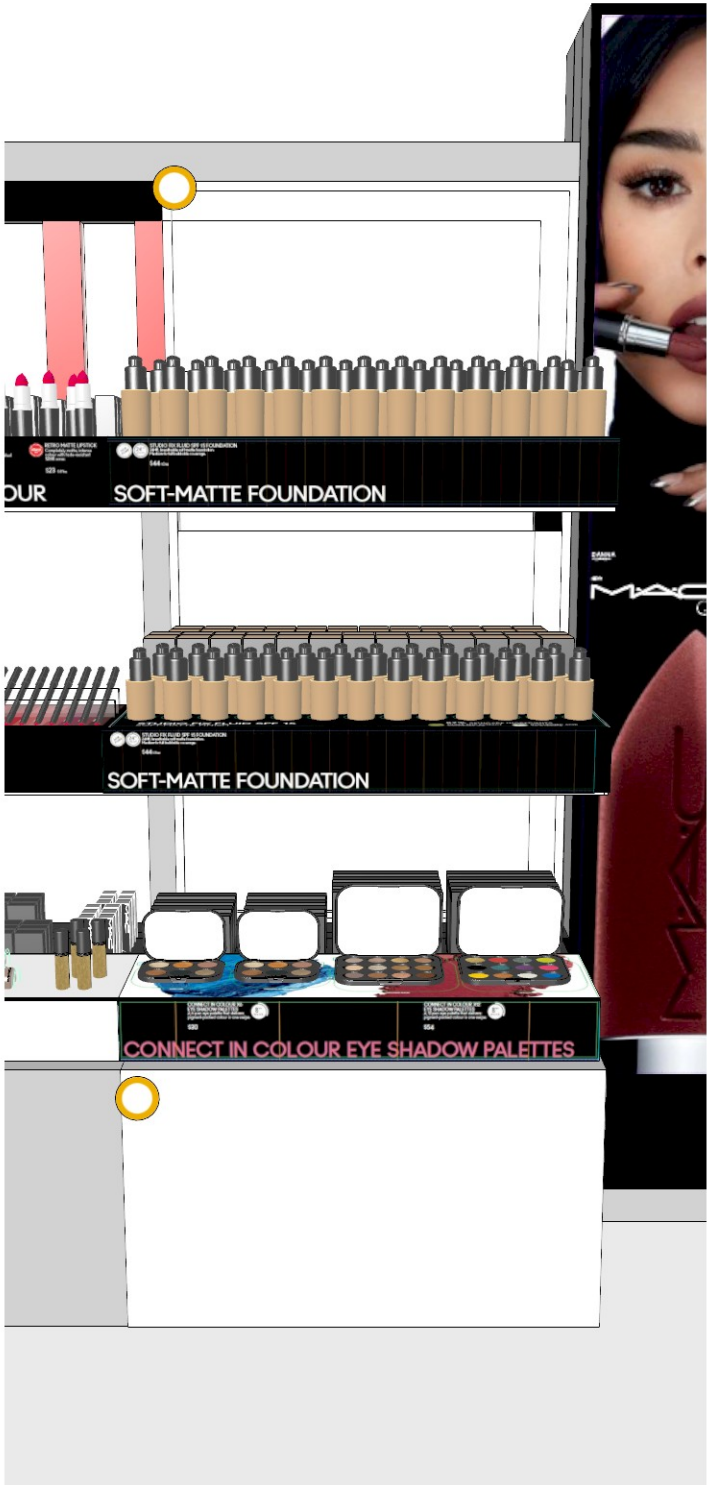
NOTE:  
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LEGEND:

|     |                   |                                   |
|-----|-------------------|-----------------------------------|
| New | Updated/<br>Moved |                                   |
| ★   | ●                 | Locator/Comm Box/Component        |
| ★   | ●                 | Product/Shade                     |
| ★   | ●                 | Visual/Price Tag/Front Band       |
|     | ○                 | Visual Not Available At This Time |

|                                                              |                                 |     |                      |          |                       |
|--------------------------------------------------------------|---------------------------------|-----|----------------------|----------|-----------------------|
| <div>Retail</div> <div>DESIGN DEVELOPMENT<br/>ENTER NA</div> | MAC ULTA - Gen 3B (Left Facing) | US  | Revised: 06.13.25 KH | Revised: | Revised:              |
| <div>M·A·C</div>                                             | WEEK 50 - 2026                  | DTO | Revised: 06.25.25 KH | Revised: | Final: 06.30.25       |
|                                                              |                                 |     | Revised: 06.27.25 KH | Revised: | APPROVED: 06.30.25 MP |

NOT UPDATING



NPL BACK PANEL GRAPHICS

SFF Graphic

NPL FRONT PANEL GRAPHIC

Graphic



NOTE:  
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| LEGEND: |                   |                                   |
|---------|-------------------|-----------------------------------|
| New     | Updated/<br>Moved |                                   |
| ★       | ●                 | Locator/Comm Box/Component        |
| ★       | ●                 | Product/Shade                     |
| ★       | ●                 | Visual/Price Tag/Front Band       |
|         | ○                 | Visual Not Available At This Time |

|                                                                  |                                 |     |                      |          |                       |
|------------------------------------------------------------------|---------------------------------|-----|----------------------|----------|-----------------------|
| <div>Retail</div> <div>DESIGN<br/>DEVELOPMENT<br/>ENTER NA</div> | MAC ULTA - Gen 3B (Left Facing) | US  | Revised: 06.13.25 KH | Revised: | Revised:              |
| <div>MAC</div>                                                   | WEEK 50 - 2026                  | DTO | Revised: 06.25.25 KH | Revised: | Final: 06.30.25       |
|                                                                  |                                 |     | Revised: 06.27.25 KH | Revised: | APPROVED: 06.30.25 MP |

NOT UPDATING



FACE SIDE LIGHTBOX

HR Graphic



NOTE:  
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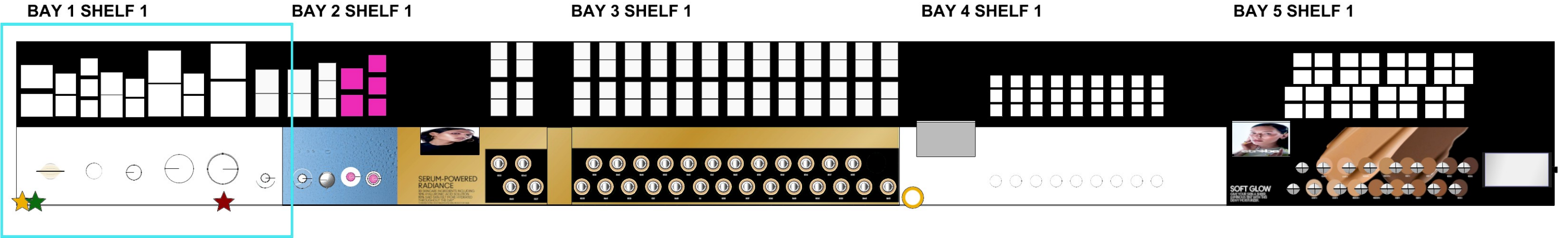
| LEGEND: |                   |                                   |
|---------|-------------------|-----------------------------------|
| New     | Updated/<br>Moved |                                   |
| ★       | ●                 | Locator/Comm Box/Component        |
| ★       | ●                 | Product/Shade                     |
| ★       | ●                 | Visual/Price Tag/Front Band       |
|         | ○                 | Visual Not Available At This Time |



|                                                                            |                                 |     |                      |          |                       |
|----------------------------------------------------------------------------|---------------------------------|-----|----------------------|----------|-----------------------|
| <div><div>Retail</div><div>DESIGN<br/>DEVELOPMENT<br/>ENTER NA</div></div> | MAC ULTA - Gen 3B (Left Facing) | US  | Revised: 06.13.25 KH | Revised: | Revised:              |
| <div><div>M·A·C</div></div>                                                | WEEK 50 - 2026                  | DTO | Revised: 06.25.25 KH | Revised: | Final: 06.30.25       |
|                                                                            |                                 |     | Revised: 06.27.25 KH | Revised: | APPROVED: 06.30.25 MP |

UPDATING

FACE SHELF 1



| QTY | PRODUCT NAME                               | QTY | PRODUCT NAME                    | QTY | PRODUCT NAME            | QTY | PRODUCT NAME                  | QTY | PRODUCT NAME                                                      |
|-----|--------------------------------------------|-----|---------------------------------|-----|-------------------------|-----|-------------------------------|-----|-------------------------------------------------------------------|
| 1   | Hyper Real Foam Cleanser                   | 1   | Prep + Prime Fix+ Mini Mac Fix+ | 26  | Studio Serum Foundation | 9   | Skinfinish Liquid Highlighter | 16  | Strobe Dewy Skin Tint - <i>Drill to fit old and new packaging</i> |
| 1   | Hyper Real Mini Foam Cleanser - Stock Only | 1   | Fix+ Stay Over Spray            |     |                         |     |                               | -   | Mirror                                                            |
| 1   | Hyper Real Serumizer Eye                   | 1   | Fix+ Stay Over Spray            |     |                         |     |                               |     |                                                                   |
| 1   | Hyper Real Serumizer                       | 1   | Mini Studio Serum               |     |                         |     |                               |     |                                                                   |
| 1   | Hyper Real Serumizer                       | 4   | Foundation                      |     |                         |     |                               |     |                                                                   |
| 1   | Mini - Stock Only                          |     |                                 |     |                         |     |                               |     |                                                                   |
| 1   | Hyper Real SkinCanvas Waterlight Cream     |     |                                 |     |                         |     |                               |     |                                                                   |
| 1   | Skin Canvas Balm                           |     |                                 |     |                         |     |                               |     |                                                                   |
| 1   | Skin Canvas Balm Mini - Stock Only         |     |                                 |     |                         |     |                               |     |                                                                   |
| 1   | Prep + Prime Fix+ Mattify                  |     |                                 |     |                         |     |                               |     |                                                                   |

NOTE:  
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LEGEND:

New

Updated/  
Moved

Locator/Comm Box/Component

Product/Shade

Visual/Price Tag/Front Band

Visual Not Available At This Time

UPDATING

FACE SHELF 2



BAY 1 SHELF 2

BAY 2 SHELF 2

BAY 3 SHELF 2

BAY 4 SHELF 2

BAY 5 SHELF 2

| QTY | PRODUCT NAME         | QTY | PRODUCT NAME         | QTY | PRODUCT NAME      | QTY | PRODUCT NAME      | QTY | PRODUCT NAME              |
|-----|----------------------|-----|----------------------|-----|-------------------|-----|-------------------|-----|---------------------------|
| 2   | Strobe Cream         | 1   | Get Unready Micellar | 16  | Studio Fix Powder | 12  | Studio Fix Powder | 3   | Loose Powder              |
| 1   | Mineralize Timecheck |     | Water Wipes          |     | Foundation Kaizen |     | Foundation Kaizen | 13  | Sunstruck Bronzer         |
|     | Lotion               | 8   | Studio Fix Powder    |     |                   | 3   | Loose Powder      | 1   | Sunstruck Bronzer Brush - |
| 1   | Studio Fix Mattifine |     | Foundation Kaizen    |     |                   |     |                   |     | Stock Only                |
|     | Primer               |     |                      |     |                   |     |                   |     |                           |
| 1   | Studio Radiance      |     |                      |     |                   |     |                   |     |                           |
|     | Primer               |     |                      |     |                   |     |                   |     |                           |
| 1   | Fast Response Eye    |     |                      |     |                   |     |                   |     |                           |
|     | Cream                |     |                      |     |                   |     |                   |     |                           |
| 1   | Gently Off Eye & Lip |     |                      |     |                   |     |                   |     |                           |

Tester templates to update to close Studio Fix Powder Compacts. Back stock does not update.

NOTE:  
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LEGEND:

New

Updated/  
Moved

Locator/Comm Box/Component

Product/Shade

Visual/Price Tag/Front Band

Visual Not Available At This Time



|                                                                            |                                 |     |                                                                      |                                  |                                                      |
|----------------------------------------------------------------------------|---------------------------------|-----|----------------------------------------------------------------------|----------------------------------|------------------------------------------------------|
| <div><div>Retail</div><div>DESIGN<br/>DEVELOPMENT<br/>ENTER NA</div></div> | MAC ULTA - Gen 3B (Left Facing) | US  | Revised: 06.13.25 KH<br>Revised: 06.25.25 KH<br>Revised: 06.27.25 KH | Revised:<br>Revised:<br>Revised: | Revised:<br>Final: 06.30.25<br>APPROVED: 06.30.25 MP |
| <div><div>M·A·C</div></div>                                                | WEEK 50 - 2026                  | DTO |                                                                      |                                  |                                                      |

# NOT UPDATING

## FACE SHELF 3



### BAY 1 SHELF 3

### BAY 2 SHELF 3

### BAY 3 SHELF 3

### BAY 4 SHELF 3

### BAY 5 SHELF 3



| QTY | PRODUCT NAME                           |
|-----|----------------------------------------|
| 1   | 150s Large Powder - Stock Only         |
| 1   | 129s Powder/Blush - Stock Only         |
| 1   | 168s Large Angled Contour - Stock Only |
| 1   | Smooth Allover Brush - Stock Only      |
| 9   | Glow Play Blush                        |

| QTY | PRODUCT NAME     |
|-----|------------------|
| 4   | Glow Play Blush  |
| 5   | Mineralize Blush |
| 4   | Powder Blush     |

| QTY | PRODUCT NAME                  |
|-----|-------------------------------|
| 10  | Strobe Beam Liquid Blush      |
| 3   | Mineralize Skinfinish         |
| 3   | Extra Dimension Skinfinish    |
| 3   | Mineralize Skinfinish Natural |

| QTY | PRODUCT NAME                          |
|-----|---------------------------------------|
| 10  | Mineralize Skinfinish Natural         |
| 12  | Studio Fix 24HR Smooth Wear Concealer |

| QTY | PRODUCT NAME                                 |
|-----|----------------------------------------------|
| 13  | Studio Fix 24HR Smooth Wear Concealer        |
| 25  | Studio Radiance 24HR Luminous Lift Concealer |

NOTE:  
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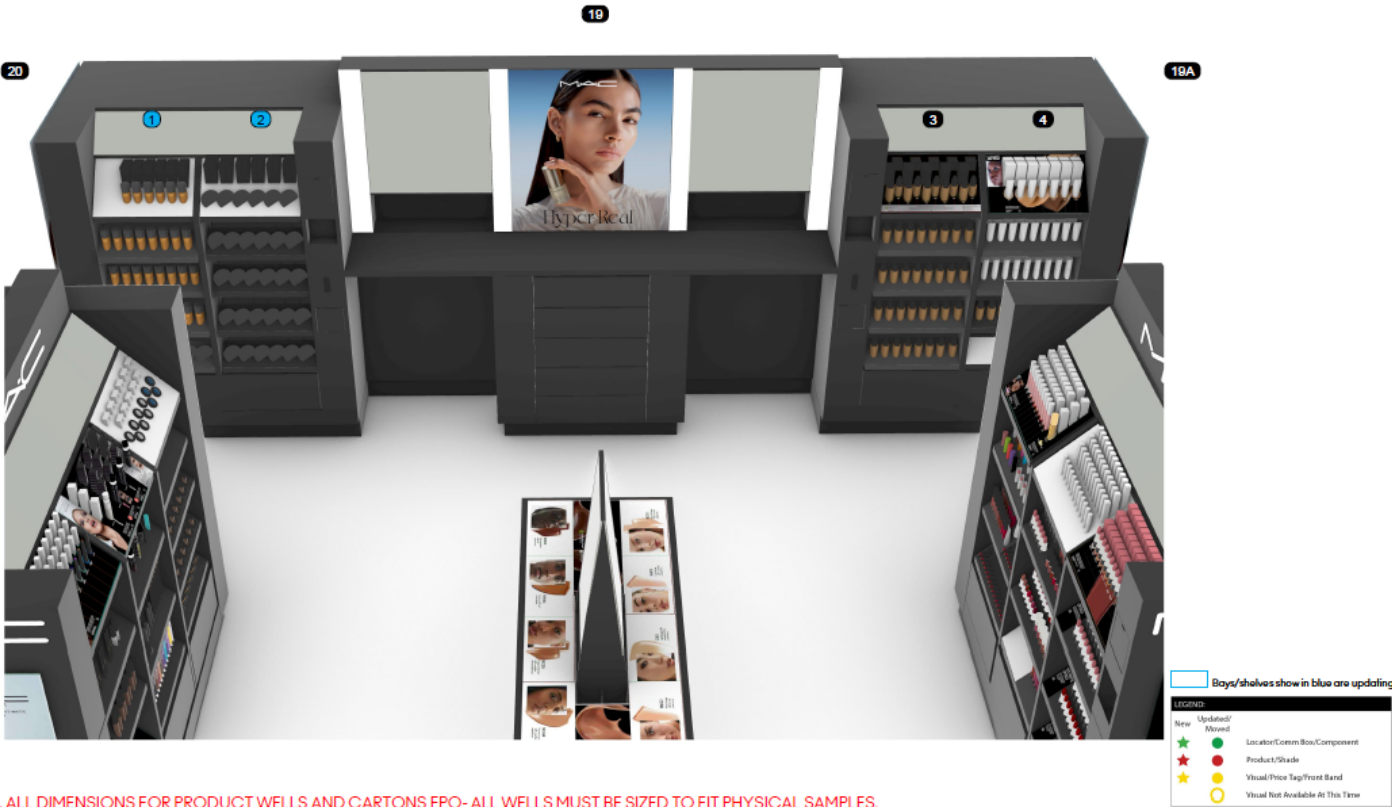
| LEGEND: |                   |                                   |
|---------|-------------------|-----------------------------------|
| New     | Updated/<br>Moved |                                   |
| ★       | ●                 | Locator/Comm Box/Component        |
| ★       | ●                 | Product/Shade                     |
| ★       | ●                 | Visual/Price Tag/Front Band       |
|         | ○                 | Visual Not Available At This Time |



# MAC - Ulta Gen 1 format (wk 50)

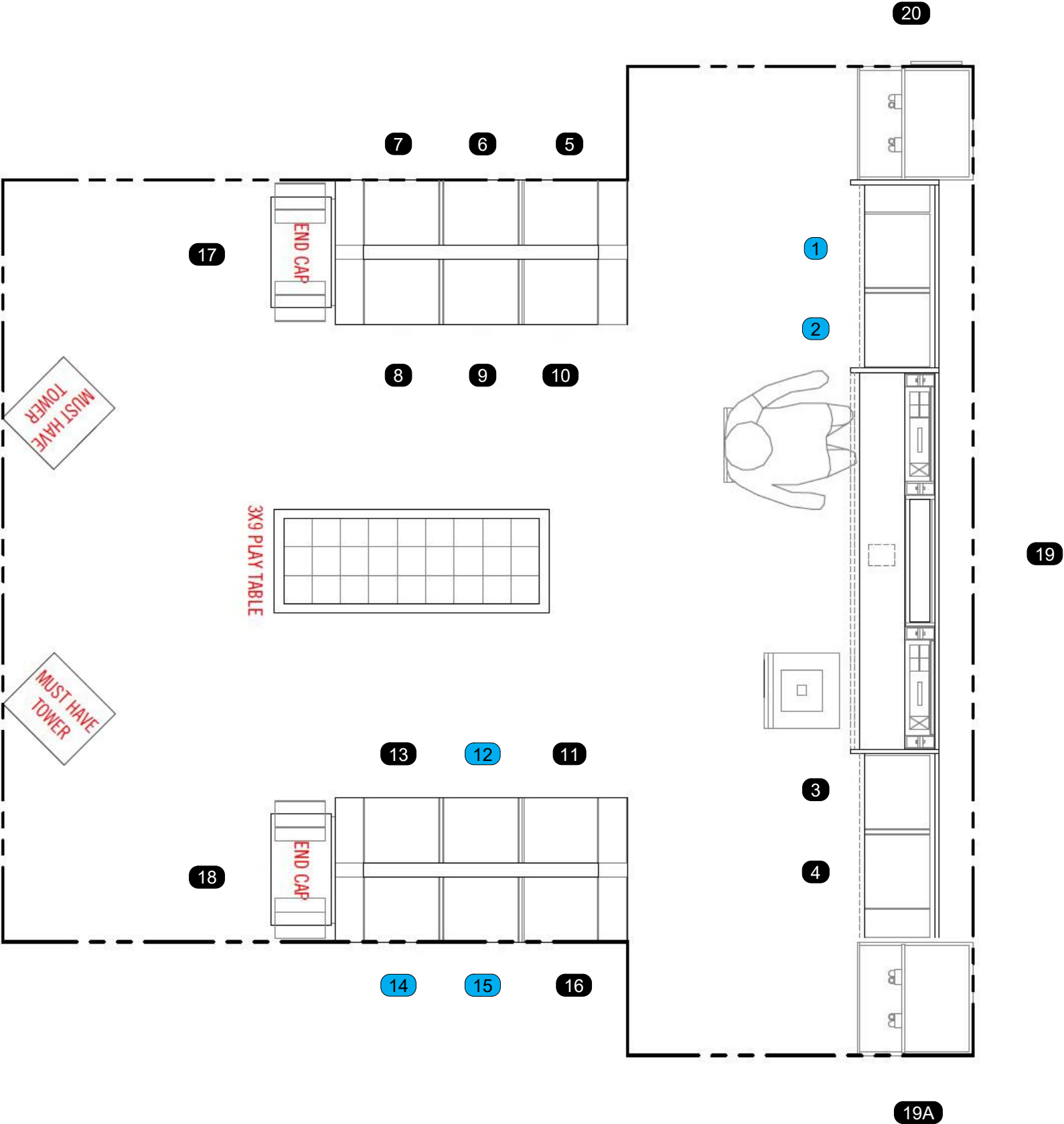
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|  | MAC Ulta Gen 1    | North America - US | Revised: 6.16.25 CR | Revised: | Revised:                  |
|  | OCD: WEEK 50-2025 | Product Library VM | Revised: 7.125 CR   | Revised: | Revised: Final: 7.2.25 CR |
|                                                                                  |                   |                    | Revised:            | Revised: | APPROVED: 7.1.25 MP       |

BACKWALL



|                                                                            |                    |                    |                     |          |                           |
|----------------------------------------------------------------------------|--------------------|--------------------|---------------------|----------|---------------------------|
| <div><div>Retail</div><div>DESIGN<br/>DEVELOPMENT<br/>ENTER NA</div></div> | MAC Ultra Gen 1    | North America - US | Revised: 6.16.25 CR | Revised: | Revised:                  |
| <div><div>M·A·C</div></div>                                                | OCD: WEEK 50- 2025 | Product Library VM | Revised: 7.1.25 CR  | Revised: | Revised: Final: 7.2.25 CR |
|                                                                            |                    |                    | Revised:            | Revised: | APPROVED: 7.1.25 MP       |

VERSION A FLOORPLAN



NOTE:  
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Bays/shelves show in blue are updating

LEGEND:

|     |                   |                                   |
|-----|-------------------|-----------------------------------|
| New | Updated/<br>Moved |                                   |
| ★   | ●                 | Locator/Comm Box/Component        |
| ★   | ●                 | Product/Shade                     |
| ★   | ●                 | Visual/Price Tag/Front Band       |
|     | ○                 | Visual Not Available At This Time |

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|----------------------------------------------------------------------------|--------------------|--------------------|---------------------|----------|---------------------------|
| <div><div>Retail</div><div>DESIGN<br/>DEVELOPMENT<br/>ENTER NA</div></div> | MAC Ultra Gen 1    | North America - US | Revised: 6.16.25 CR | Revised: | Revised:                  |
| <div><div>M·A·C</div></div>                                                | OCD: WEEK 50- 2025 | Product Library VM | Revised: 7.1.25 CR  | Revised: | Revised: Final: 7.2.25 CR |
|                                                                            |                    |                    | Revised:            | Revised: | APPROVED: 7.1.25 MP       |

Bay 1  
5 SHELVES

Shelf 01



Shelf 02



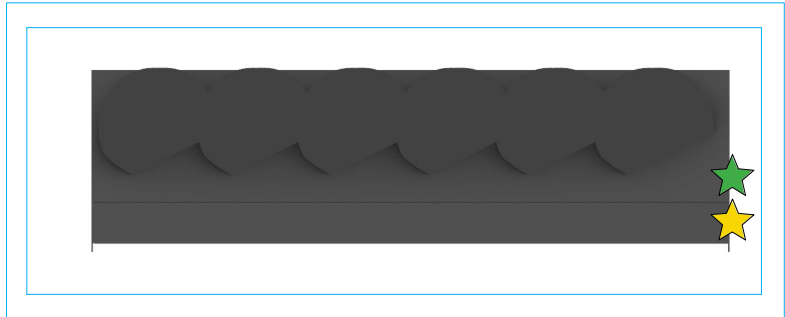
Shelf 03



Shelf 04



Shelf 05



| BAY 1    | LOCATOR | QTY | PRODUCT NAME                             |
|----------|---------|-----|------------------------------------------|
| Shelf 01 | TOP-??? | 6   | Studio Radiance Foundation               |
| Shelf 02 | OSM-17? | 8   | Studio Radiance Foundation               |
| Shelf 03 | OSM-17? | 8   | Studio Radiance Foundation               |
| Shelf 04 | OSM-17? | 8   | Studio Radiance Foundation               |
| Shelf 05 | OSM-NEW | 6   | Studio Fix Powder Plus Foundation Kaizen |

NOTE:  
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Bays/shelves show in blue are updating

LEGEND:

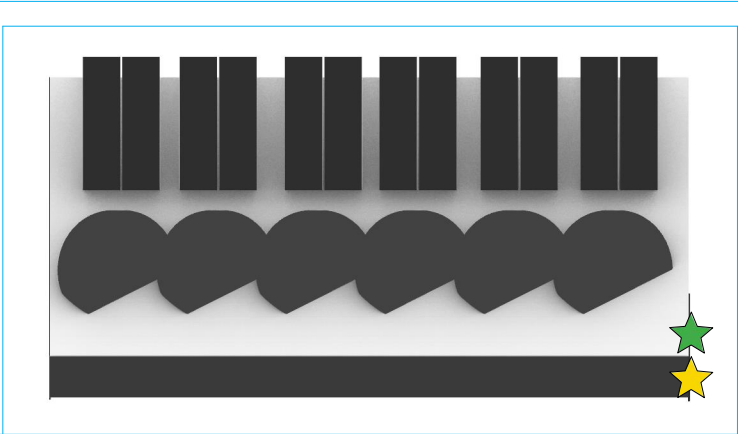
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|-----|-------------------|-----------------------------------|
| New | Updated/<br>Moved |                                   |
| ★   | ●                 | Locator/Comm Box/Component        |
| ★   | ●                 | Product/Shade                     |
| ★   | ●                 | Visual/Price Tag/Front Band       |
|     | ○                 | Visual Not Available At This Time |



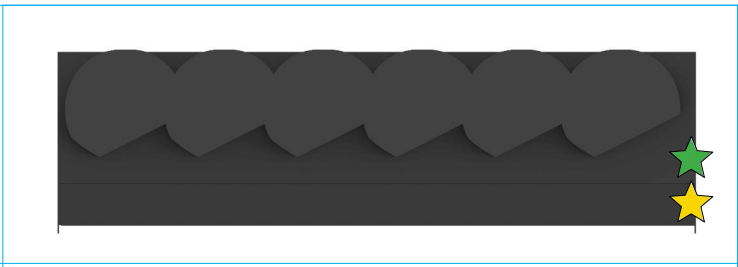
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| <div><div>Retail</div><div>DESIGN<br/>DEVELOPMENT<br/>ENTER NA</div></div> | MAC Ultra Gen 1    | North America - US | Revised: 6.16.25 CR | Revised: | Revised:                  |
| <div><div>M·A·C</div></div>                                                | OCD: WEEK 50- 2025 | Product Library VM | Revised: 7.1.25 CR  | Revised: | Revised: Final: 7.2.25 CR |
|                                                                            |                    |                    | Revised:            | Revised: | APPROVED: 7.1.25 MP       |

Bay 2  
5 SHELVES

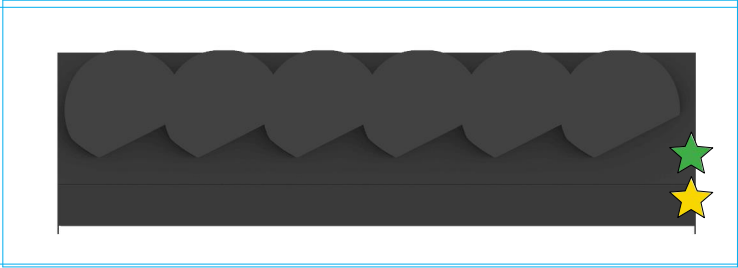
Shelf 01



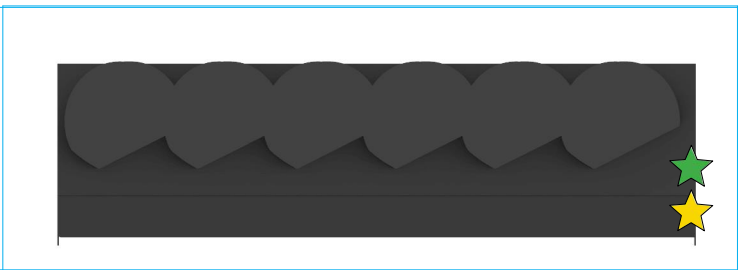
Shelf 02



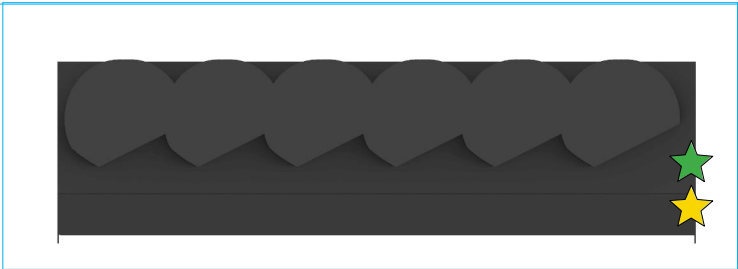
Shelf 03



Shelf 04



Shelf 05



| BAY 2    | LOCATOR | QTY | PRODUCT NAME                             |
|----------|---------|-----|------------------------------------------|
| Shelf 01 | TOP-??? | 6   | Studio Fix Powder Plus Foundation Kaizen |
| Shelf 02 | OSM-NEW | 6   | Studio Fix Powder Plus Foundation Kaizen |
| Shelf 03 | OSM-NEW | 6   | Studio Fix Powder Plus Foundation Kaizen |
| Shelf 04 | OSM-NEW | 6   | Studio Fix Powder Plus Foundation Kaizen |
| Shelf 05 | OSM-NEW | 6   | Studio Fix Powder Plus Foundation Kaizen |

NOTE:  
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Bays/shelves show in blue are updating

LEGEND:

|     |                   |                                   |
|-----|-------------------|-----------------------------------|
| New | Updated/<br>Moved |                                   |
|     |                   | Locator/Comm Box/Component        |
|     |                   | Product/Shade                     |
|     |                   | Visual/Price Tag/Front Band       |
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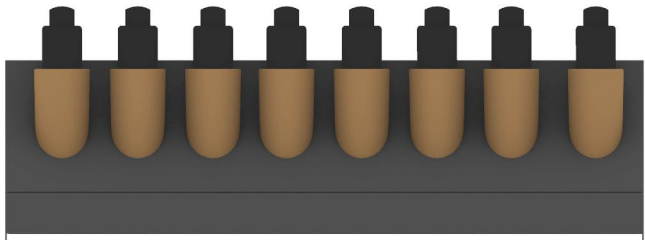
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| <div><div>Retail</div><div>DESIGN<br/>DEVELOPMENT<br/>ENTER NA</div></div> | MAC Ultra Gen 1    | North America - US | Revised: 6.16.25 CR | Revised: | Revised:                  |
| <div><div>M·A·C</div></div>                                                | OCD: WEEK 50- 2025 | Product Library VM | Revised: 7.1.25 CR  | Revised: | Revised: Final: 7.2.25 CR |
|                                                                            |                    |                    | Revised:            | Revised: | APPROVED: 7.1.25 MP       |

Bay 3  
5 SHELVES

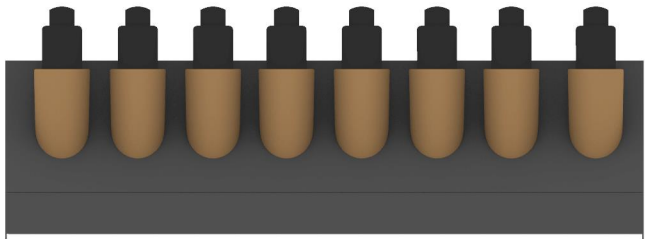
Shelf 01



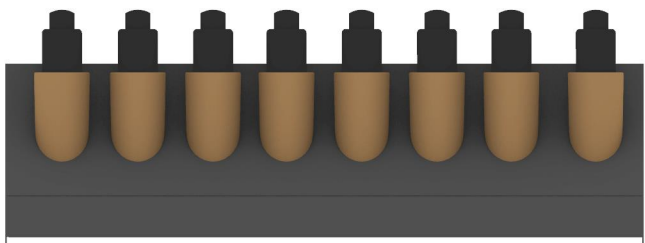
Shelf 02



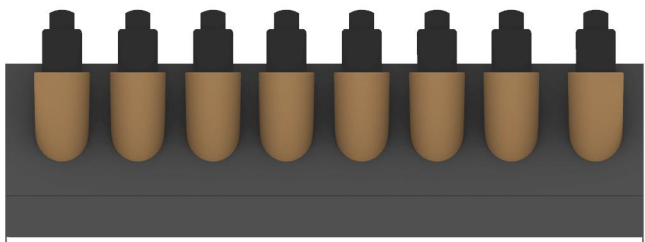
Shelf 03



Shelf 04



Shelf 05



| BAY 3    | LOCATOR | QTY | PRODUCT NAME                      |
|----------|---------|-----|-----------------------------------|
| Shelf 01 | TOP-??? | 10  | Studio Fix Fluid SPF15 Foundation |
| Shelf 02 | OSM-17  | 8   | Studio Fix Fluid SPF15 Foundation |
| Shelf 03 | OSM-17  | 8   | Studio Fix Fluid SPF15 Foundation |
| Shelf 04 | OSM-17  | 8   | Studio Fix Fluid SPF15 Foundation |
| Shelf 05 | OSM-17  | 8   | Studio Fix Fluid SPF15 Foundation |

NOTE:  
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Bays/shelves show in blue are updating

LEGEND:

New

Updated/  
Moved

★

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Locator/Comm Box/Component

Product/Shade

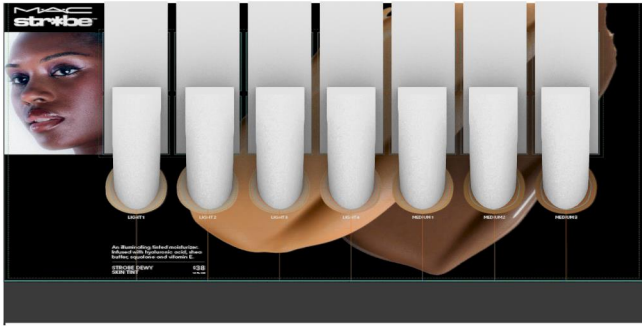
Visual/Price Tag/Front Band

Visual Not Available At This Time

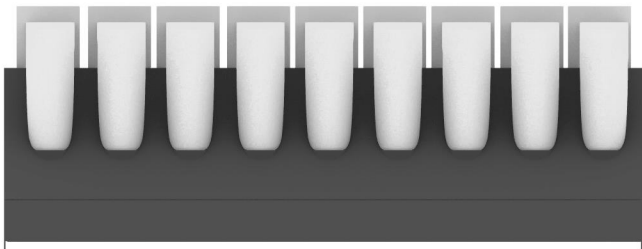
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|----------------------------------------------------------------------------|--------------------|--------------------|---------------------|----------|---------------------------|
| <div><div>Retail</div><div>DESIGN<br/>DEVELOPMENT<br/>ENTER NA</div></div> | MAC Ulta Gen 1     | North America - US | Revised: 6.16.25 CR | Revised: | Revised:                  |
| <div><div>M·A·C</div></div>                                                | OCD: WEEK 50- 2025 | Product Library VM | Revised: 7.1.25 CR  | Revised: | Revised: Final: 7.2.25 CR |
|                                                                            |                    |                    | Revised:            | Revised: | APPROVED: 7.1.25 MP       |

Bay 4  
5 SHELVES

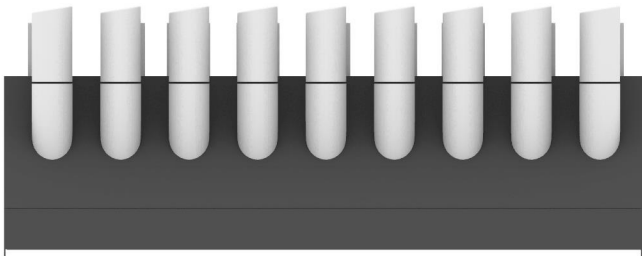
Shelf 01



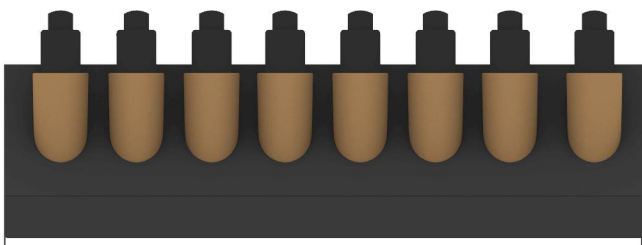
Shelf 02



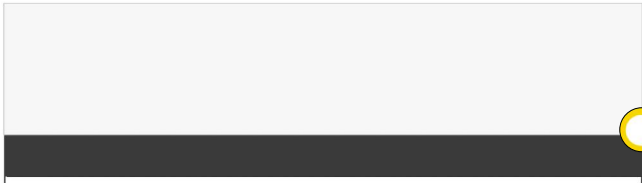
Shelf 03



Shelf 04



Shelf 05



| BAY 4    | LOCATOR | QTY | PRODUCT NAME                      |
|----------|---------|-----|-----------------------------------|
| Shelf 01 | TOP-??? | 7   | Strobe Dewy Skin Tint             |
| Shelf 02 | OSM-??? | 9   | Strobe Dewy Skin Tint             |
| Shelf 03 | OSM-??? | 9   | Skinfinish Liquid Highlighter     |
| Shelf 04 | OSM-17  | 8   | Studio Fix Fluid SPF15 Foundation |
| Shelf 05 | OSM-??? | -   | Graphic for Foundation Finder     |

NOTE:  
ALL ART/COPY FPO. ALL DIMENSIONS FOR PRODUCT WELLS AND CARTONS FPO- ALL WELLS MUST BE SIZED TO FIT PHYSICAL SAMPLES.

Bays/shelves show in blue are updating

LEGEND:

New

Updated/  
Moved

Locator/Comm Box/Component

Product/Shade

Visual/Price Tag/Front Band

Visual Not Available At This Time



|                                                                               |                    |                    |                     |          |                           |
|-------------------------------------------------------------------------------|--------------------|--------------------|---------------------|----------|---------------------------|
| <div> <div>Retail</div> <div>DESIGN<br/>DEVELOPMENT<br/>ENTER NA</div> </div> | MAC Ultra Gen 1    | North America - US | Revised: 6.16.25 CR | Revised: | Revised:                  |
| <div> <div>M·A·C</div> </div>                                                 | OCD: WEEK 50- 2025 | Product Library VM | Revised: 7.1.25 CR  | Revised: | Revised: Final: 7.2.25 CR |
|                                                                               |                    |                    | Revised:            | Revised: | APPROVED: 7.1.25 MP       |

Gondola- Right  
Side 1



NOTE:  
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Bays/shelves show in blue are updating

LEGEND:

New

Updated/  
Moved

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Locator/Comm Box/Component

Product/Shade

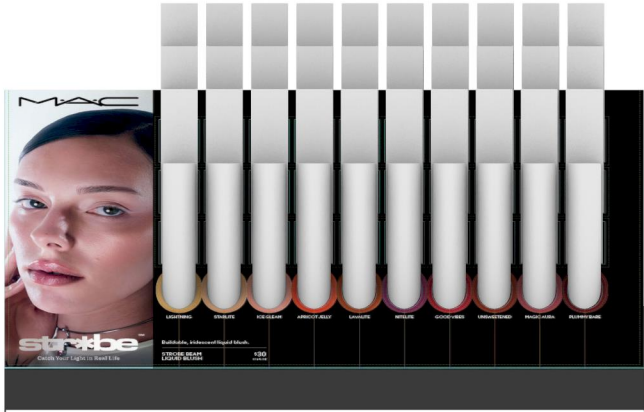
Visual/Price Tag/Front Band

Visual Not Available At This Time

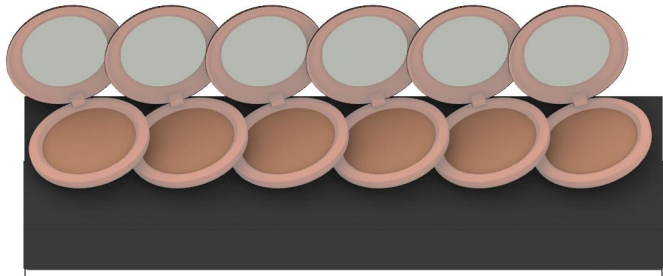
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|----------------------------------------------------------------------------|--------------------|--------------------|---------------------|----------|---------------------|
| <div><div>Retail</div><div>DESIGN<br/>DEVELOPMENT<br/>ENTER NA</div></div> | MAC Ultra Gen 1    | North America - US | Revised: 6.16.25 CR | Revised: | Revised:            |
| <div><div>M·A·C</div></div>                                                | OCD: WEEK 50- 2025 | Product Library VM | Revised: 7.1.25 CR  | Revised: | Final: 7.2.25 CR    |
|                                                                            |                    |                    | Revised:            | Revised: | APPROVED: 7.1.25 MP |

Bay 5  
5 SHELVES

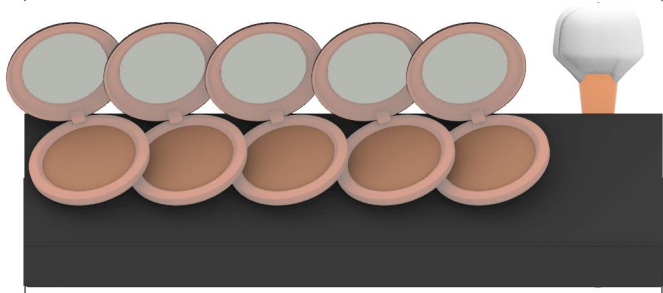
Shelf 01



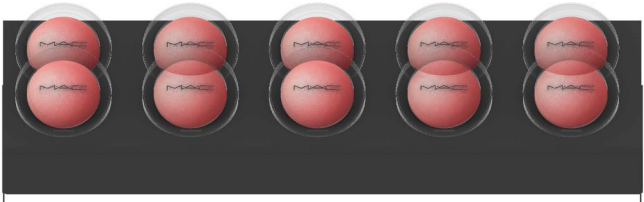
Shelf 02



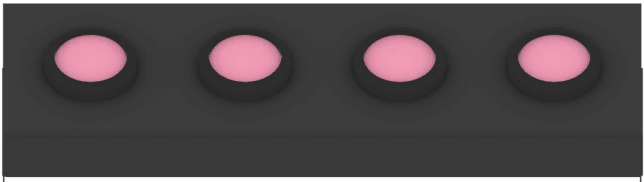
Shelf 03



Shelf 04



Shelf 05



| BAY 5    | LOCATOR | QTY | PRODUCT NAME                                             |
|----------|---------|-----|----------------------------------------------------------|
| Shelf 01 | TOP-??? | 10  | Strobe Beam Liquid Blush                                 |
| Shelf 02 | OSM-60  | 6   | Sunstruck Bronzer                                        |
| Shelf 03 | OSM-60  | 5   | Sunstruck Bronzer<br>Sunstruck Bronzer Brush- Stock Only |
| Shelf 04 | OSM-102 | 10  | Glow Play Blush Reform                                   |
| Shelf 05 | OSM-73  | 4   | Powder Blush                                             |

NOTE:  
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Bays/shelves show in blue are updating

LEGEND:

New

Updated/  
Moved

Locator/Comm Box/Component

Product/Shade

Visual/Price Tag/Front Band

Visual Not Available At This Time

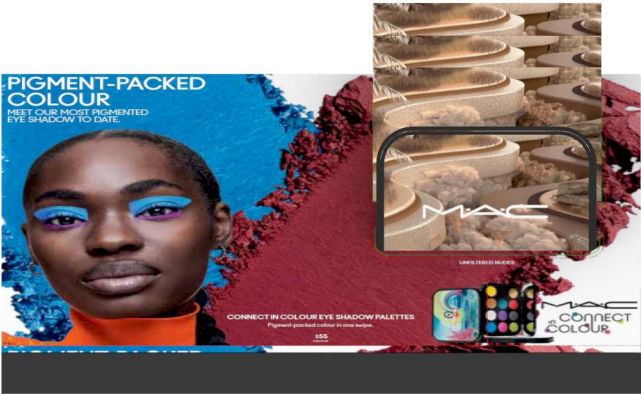




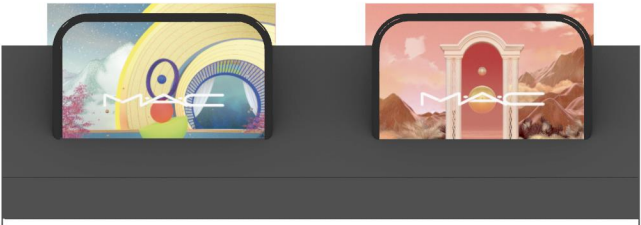
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|----------------------------------------------------------------------------|--------------------|--------------------|---------------------|----------|---------------------|
| <div><div>Retail</div><div>DESIGN<br/>DEVELOPMENT<br/>ENTER NA</div></div> | MAC Ulta Gen 1     | North America - US | Revised: 6.16.25 CR | Revised: | Revised:            |
| <div><div>M·A·C</div></div>                                                | OCD: WEEK 50- 2025 | Product Library VM | Revised: 7.1.25 CR  | Revised: | Final: 7.2.25 CR    |
|                                                                            |                    |                    | Revised:            | Revised: | APPROVED: 7.1.25 MP |

Bay 7  
4 SHELVES

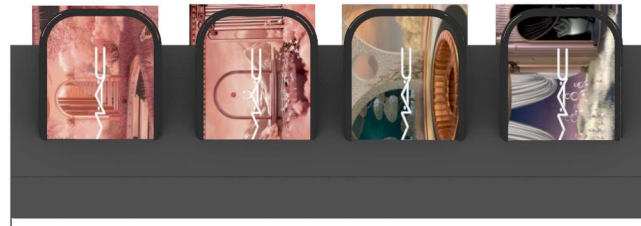
Shelf 01



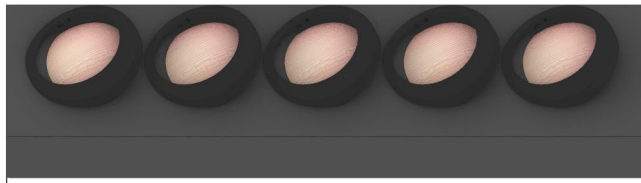
Shelf 02



Shelf 03



Shelf 04



| BAY 7    | LOCATOR | QTY | PRODUCT NAME               |
|----------|---------|-----|----------------------------|
| Shelf 01 | TOP-??? | 1   | Eye Palette Re-Stage x12   |
| Shelf 02 | OSM-81  | 2   | Eye Palette Re-Stage x12   |
| Shelf 03 | OSM-82  | 4   | Eye Palette Re-Stage x6    |
| Shelf 04 | OSM-57  | 5   | Extra Dimension Skinfinish |

NOTE:  
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Bays/shelves show in blue are updating

LEGEND:

New

Updated/  
Moved

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Locator/Comm Box/Component

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Product/Shade

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Visual/Price Tag/Front Band

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Visual Not Available At This Time

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|-------------------------------------------------------------------------------|--------------------|--------------------|---------------------|----------|---------------------------|
| <div> <div>Retail</div> <div>DESIGN<br/>DEVELOPMENT<br/>ENTER NA</div> </div> | MAC Ultra Gen 1    | North America - US | Revised: 6.16.25 CR | Revised: | Revised:                  |
| <div> <div>M·A·C</div> </div>                                                 | OCD: WEEK 50- 2025 | Product Library VM | Revised: 7.1.25 CR  | Revised: | Revised: Final: 7.2.25 CR |
|                                                                               |                    |                    | Revised:            | Revised: | APPROVED: 7.1.25 MP       |

Gondola - Right  
Side 2



NOTE:  
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Bays/shelves show in blue are updating

LEGEND:

|     |                   |                                   |
|-----|-------------------|-----------------------------------|
| New | Updated/<br>Moved |                                   |
| ★   | ●                 | Locator/Comm Box/Component        |
| ★   | ●                 | Product/Shade                     |
| ★   | ●                 | Visual/Price Tag/Front Band       |
|     | ○                 | Visual Not Available At This Time |



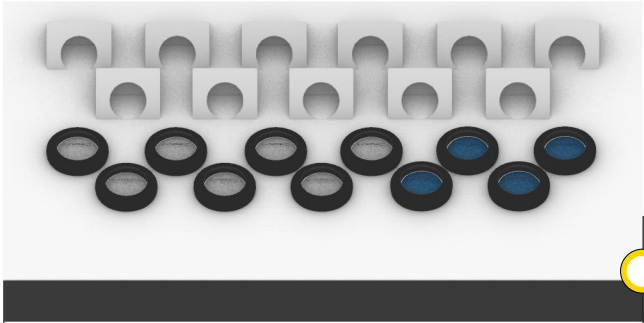




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|----------------------------------------------------------------------------|--------------------|--------------------|---------------------|----------|---------------------|
| <div><div>Retail</div><div>DESIGN<br/>DEVELOPMENT<br/>ENTER NA</div></div> | MAC Ultra Gen 1    | North America - US | Revised: 6.16.25 CR | Revised: | Revised:            |
| <div><div>M·A·C</div></div>                                                | OCD: WEEK 50- 2025 | Product Library VM | Revised: 7.1.25 CR  | Revised: | Final: 7.2.25 CR    |
|                                                                            |                    |                    | Revised:            | Revised: | APPROVED: 7.1.25 MP |

Bay 10  
5 SHELVES

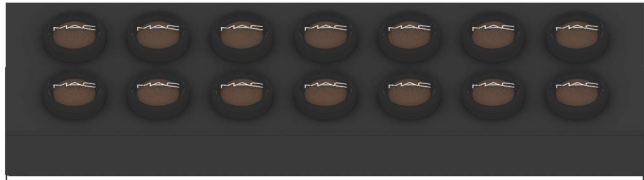
Shelf 01



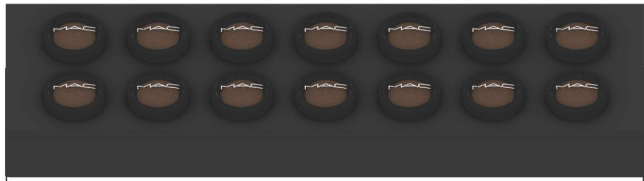
Shelf 02



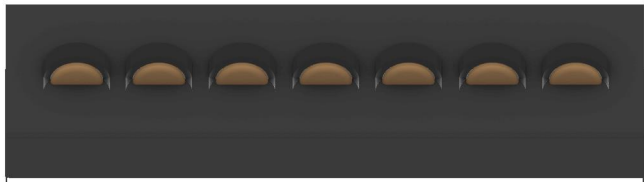
Shelf 03



Shelf 04



Shelf 05



| BAY 10   | LOCATOR  | QTY | PRODUCT NAME                      |
|----------|----------|-----|-----------------------------------|
| Shelf 01 | TOP-???? | 7   | Small Eyeshadow Glitter (grey)    |
|          |          | 4   | Small Eyeshadow Metallic (blue)   |
| Shelf 02 | OSM-???  | 3   | Small Eyeshadow-Shadeshift Chrome |
|          |          | 4   | Dazzleshadow Liquid               |
| Shelf 03 | OSM-7-B  | 14  | Eyeshadows                        |
| Shelf 04 | OSM-7-B  | 14  | Eyeshadows                        |
| Shelf 05 | OSM-10   | 7   | Paint Pots                        |

NOTE:  
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Bays/shelves show in blue are updating

LEGEND:

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Locator/Comm Box/Component

Product/Shade

Visual/Price Tag/Front Band

Visual Not Available At This Time

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|-------------------------------------------------------------------------------|--------------------|--------------------|---------------------|----------|---------------------|
| <div> <div>Retail</div> <div>DESIGN<br/>DEVELOPMENT<br/>ENTER NA</div> </div> | MAC Ultra Gen 1    | North America - US | Revised: 6.16.25 CR | Revised: | Revised:            |
| <div> <div>M·A·C</div> </div>                                                 | OCD: WEEK 50- 2025 | Product Library VM | Revised: 7.1.25 CR  | Revised: | Final: 7.2.25 CR    |
|                                                                               |                    |                    | Revised:            | Revised: | APPROVED: 7.1.25 MP |

Gondola- Left  
Side 1



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Bays/shelves show in blue are updating

LEGEND:

New

Updated/  
Moved

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Locator/Comm Box/Component

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Product/Shade

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Visual/Price Tag/Front Band

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Visual Not Available At This Time

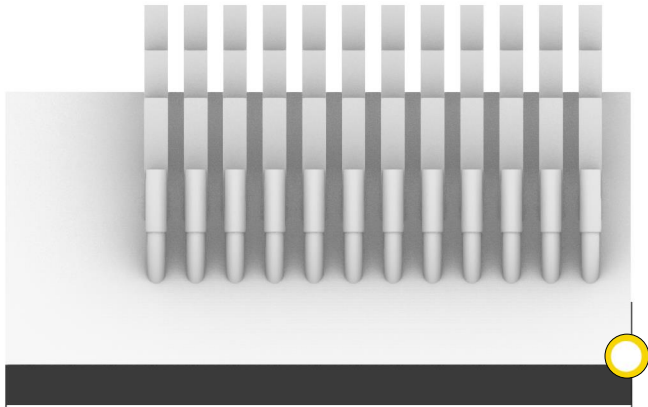




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|----------------------------------------------------------------------------|--------------------|--------------------|---------------------|----------|---------------------------|
| <div><div>Retail</div><div>DESIGN<br/>DEVELOPMENT<br/>ENTER NA</div></div> | MAC Ultra Gen 1    | North America - US | Revised: 6.16.25 CR | Revised: | Revised:                  |
| <div><div>M·A·C</div></div>                                                | OCD: WEEK 50- 2025 | Product Library VM | Revised: 7.1.25 CR  | Revised: | Revised: Final: 7.2.25 CR |
|                                                                            |                    |                    | Revised:            | Revised: | APPROVED: 7.1.25 MP       |

Bay 12  
4 SHELVES

Shelf 01



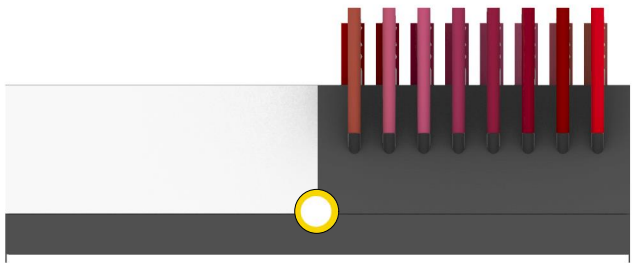
Shelf 02



Shelf 03



Shelf 04



| BAY 12   | LOCATOR | QTY | PRODUCT NAME                                     |
|----------|---------|-----|--------------------------------------------------|
| Shelf 01 | TOP-??? | 12  | Dazzlelips Crayon                                |
| Shelf 02 | OSM-3-B | 12  | Powder Kiss Hazy Matte Lipstick <span>New</span> |
|          |         | 13  | Powder Kiss Lip & Cheek Mousse <span>New</span>  |
| Shelf 03 | OSM-3-B | 14  | Lustreglass Lipstick                             |
|          |         | 12  | Locked Kiss Ink Lipcolour                        |
| Shelf 04 | OSM-??? | -   | Half Template Graphic                            |
|          |         | 8   | Lip Glazers                                      |

B12S2: Brand has confirmed that the new Powder Kiss lipstick is in the MACximal componentry and that the Powder Kiss Lip & Cheek Mousse is in the existing Powder Kiss Liquid Lipcolour componentry

NOTE:  
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Bays/shelves show in blue are updating

LEGEND:

New

Updated/  
Moved

Locator/Comm Box/Component

Product/Shade

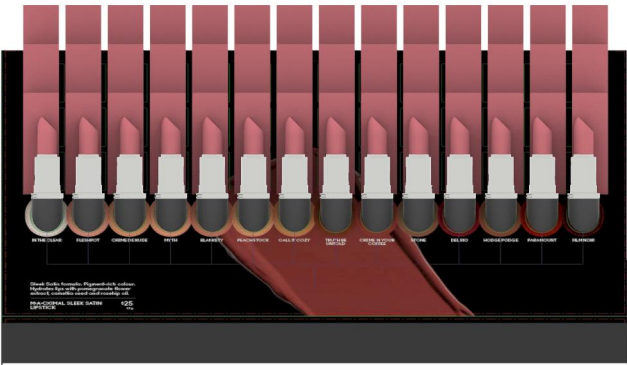
Visual/Price Tag/Front Band

Visual Not Available At This Time

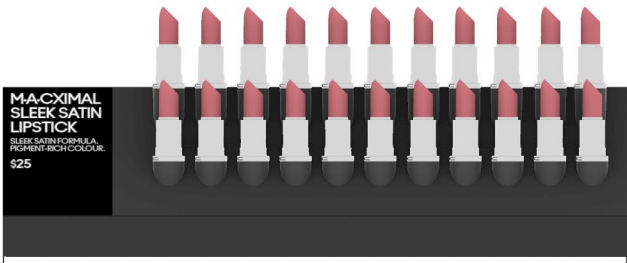
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|----------------------------------------------------------------------------|--------------------|--------------------|---------------------|----------|---------------------|
| <div><div>Retail</div><div>DESIGN<br/>DEVELOPMENT<br/>ENTER NA</div></div> | MAC Ultra Gen 1    | North America - US | Revised: 6.16.25 CR | Revised: | Revised:            |
| <div><div>M·A·C</div></div>                                                | OCD: WEEK 50- 2025 | Product Library VM | Revised: 7.1.25 CR  | Revised: | Final: 7.2.25 CR    |
|                                                                            |                    |                    | Revised:            | Revised: | APPROVED: 7.1.25 MP |

Bay 13  
4 SHELVES

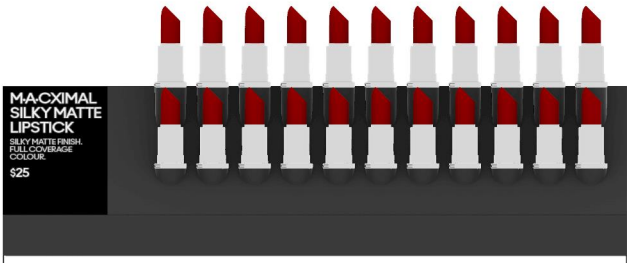
Shelf 01



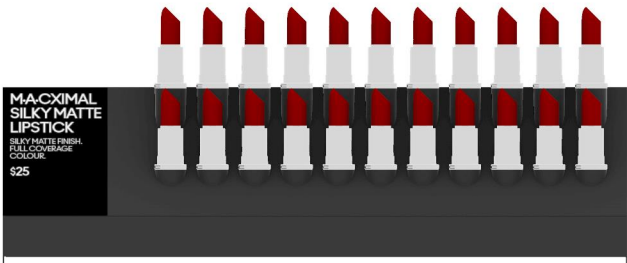
Shelf 02



Shelf 03



Shelf 04



| BAY 13   | LOCATOR  | QTY | PRODUCT NAME                  |
|----------|----------|-----|-------------------------------|
| Shelf 01 | TOP-0106 | 14  | MACximal Satin Lipstick       |
| Shelf 02 | OSM-3-B  | 22  | MACximal Satin Lipstick       |
| Shelf 03 | OSM-3-B  | 22  | MACximal Silky Matte Lipstick |
| Shelf 04 | OSM-3-B  | 22  | MACximal Silky Matte Lipstick |

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Bays/shelves show in blue are updating

LEGEND:

New

Updated/  
Moved

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Locator/Comm Box/Component

Product/Shade

Visual/Price Tag/Front Band

Visual Not Available At This Time



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|-------------------------------------------------------------------------------|--------------------|--------------------|---------------------|----------|---------------------------|
| <div> <div>Retail</div> <div>DESIGN<br/>DEVELOPMENT<br/>ENTER NA</div> </div> | MAC Ultra Gen 1    | North America - US | Revised: 6.16.25 CR | Revised: | Revised:                  |
| <div> <div>M·A·C</div> </div>                                                 | OCD: WEEK 50- 2025 | Product Library VM | Revised: 7.1.25 CR  | Revised: | Revised: Final: 7.2.25 CR |
|                                                                               |                    |                    | Revised:            | Revised: | APPROVED: 7.1.25 MP       |

Gondola- Left  
Side 2



NOTE:  
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Bays/shelves show in blue are updating

LEGEND:

|     |                   |                                   |
|-----|-------------------|-----------------------------------|
| New | Updated/<br>Moved |                                   |
| ★   | ●                 | Locator/Comm Box/Component        |
| ★   | ●                 | Product/Shade                     |
| ★   | ●                 | Visual/Price Tag/Front Band       |
|     | ○                 | Visual Not Available At This Time |

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|----------------------------------------------------------------------------|--------------------|--------------------|---------------------|----------|---------------------|
| <div><div>Retail</div><div>DESIGN<br/>DEVELOPMENT<br/>ENTER NA</div></div> | MAC Ultra Gen 1    | North America - US | Revised: 6.16.25 CR | Revised: | Revised:            |
| <div><div>M·A·C</div></div>                                                | OCD: WEEK 50- 2025 | Product Library VM | Revised: 7.1.25 CR  | Revised: | Final: 7.2.25 CR    |
|                                                                            |                    |                    | Revised:            | Revised: | APPROVED: 7.1.25 MP |

Bay 14  
4 SHELVES

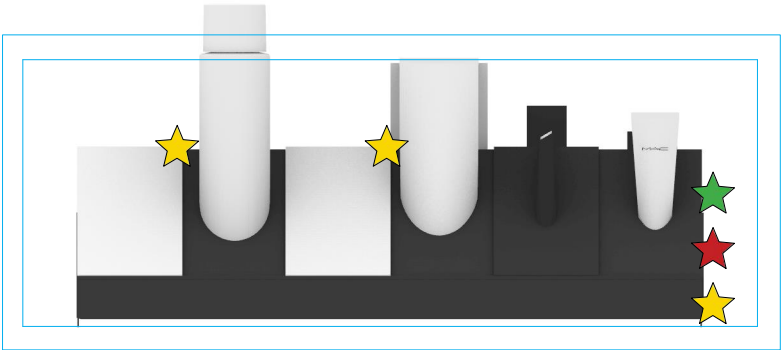
Shelf 01



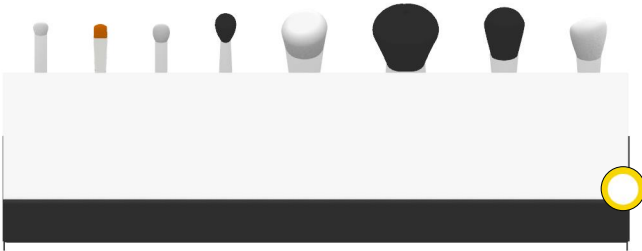
Shelf 02



Shelf 03



Shelf 04



| BAY 14   | LOCATOR  | QTY | PRODUCT NAME                                    |
|----------|----------|-----|-------------------------------------------------|
| Shelf 01 | TOP-0105 | 1   | Fix+ Magic Radiance                             |
|          |          | 1   | Fix+                                            |
|          |          | 1   | Fix+ Mini Mac                                   |
|          |          | 1   | Fix+ Stay Over Spray                            |
|          |          | 1   | Fix+ Stay Over Spray Mini                       |
| Shelf 02 | OSM-12-X | 1   | Single Comm Block                               |
|          |          | 1   | Studio Radiance Primer                          |
|          |          | 1   | Single Comm Block                               |
|          |          | 1   | Studio Mattifine Primer                         |
|          |          | 1   | Single Comm Black                               |
|          |          | 1   | Fix+ Matte                                      |
| Shelf 03 | OSM-???  | 1   | Dew Over Micellar Water <span>New</span>        |
|          |          | 1   | Major Foamo Jelly Cleanser <span>New</span>     |
|          |          | 1   | Prep+Prime Lip                                  |
|          |          | 1   | Fast Response Eye Cream                         |
| Shelf 04 | OSM-70   | -   | 239 Synthetic Eye Shader Brush- STOCK           |
|          |          | -   | 242 Synthetic Shader Brush- STOCK               |
|          |          | -   | 217 Synthetic Blending Brush- STOCK             |
|          |          | -   | 224 Synthetic Tapered Blending Brush- STOCK     |
|          |          | -   | 171S Smooth All-Over Brush- STOCK               |
|          |          | -   | 150 Synthetic Large Powder Brush- STOCK         |
|          |          | -   | 129 Synthetic Powder/Blush Brush- STOCK         |
|          |          | -   | 168 Synthetic Large Angled Contour Brush- STOCK |

NOTE:  
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Bays/shelves show in blue are updating

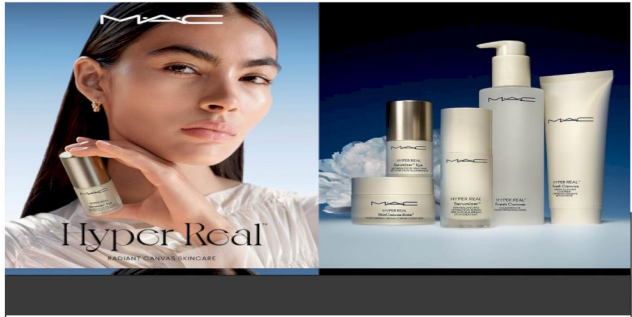
LEGEND:

|     |                   |                                   |
|-----|-------------------|-----------------------------------|
| New | Updated/<br>Moved |                                   |
| ★   | ●                 | Locator/Comm Box/Component        |
| ★   | ●                 | Product/Shade                     |
| ★   | ●                 | Visual/Price Tag/Front Band       |
|     | ○                 | Visual Not Available At This Time |

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|----------------------------------------------------------------------------|--------------------|--------------------|---------------------|----------|---------------------|
| <div><div>Retail</div><div>DESIGN<br/>DEVELOPMENT<br/>ENTER NA</div></div> | MAC Ulta Gen 1     | North America - US | Revised: 6.16.25 CR | Revised: | Revised:            |
| <div><div>M·A·C</div></div>                                                | OCD: WEEK 50- 2025 | Product Library VM | Revised: 7.1.25 CR  | Revised: | Final: 7.2.25 CR    |
|                                                                            |                    |                    | Revised:            | Revised: | APPROVED: 7.1.25 MP |

Bay 15  
4 SHELVES

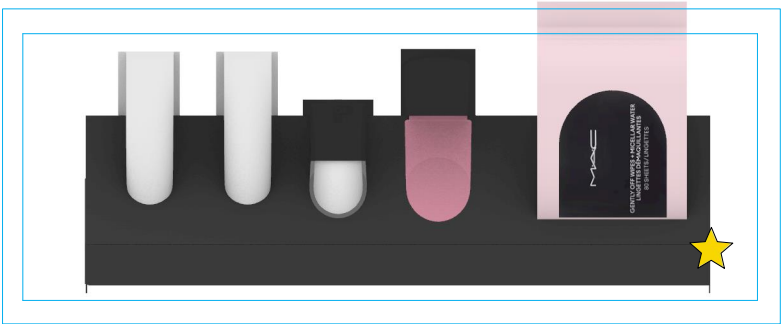
Shelf 01



Shelf 02



Shelf 03



Shelf 04



| BAY 15   | LOCATOR   | QTY | PRODUCT NAME                                               |
|----------|-----------|-----|------------------------------------------------------------|
| Shelf 01 | TOP-0079  | 1   | Hyper Real- Graphic Only                                   |
| Shelf 02 | OSM-87    | 1   | Hyper Real Fresh Canvas Cream-To-Foam Cleanser 4.2 oz      |
|          |           | 1   | Hyper Real Fresh Canvas Cream-To-Foam Cleanser Mini- STOCK |
|          | OSM-???   | 1   | Hyper Real Eye Serumizer                                   |
|          | OSM-88    | 1   | Hyper Real Serumizer Large-STOCK                           |
|          |           | 1   | Hyper Real Serumizer 30ml                                  |
|          |           | 1   | Hyper Real Serumizer Mini- STOCK                           |
|          | OSM-89    | 1   | Hyper Real Skin Canvas Balm                                |
|          |           | 1   | Hyper Real Skin Canvas Balm Mini- STOCK                    |
| Shelf 03 | OSM-???   | 1   | Hyper Real Water Light Cream 50ml <span>New</span>         |
|          | OSM-???   | 1   | Strobe Cream- Pinklite                                     |
|          | OSM-???   | 1   | Strobe Cream- Goldlite                                     |
|          | OSM-26-V  | 1   | Mineralize Timecheck Lotion                                |
|          | OSM-26-V  | 1   | Gently Off Eye + Lip Makeup Remover                        |
| Shelf 04 | OSM-26-72 | 1   | Gently Off Wipes + Micellar Water 30ct/                    |
|          | OSM-101   | 6   | Loose Powder                                               |

B15S3: New graphic needed for new product names for the Eye & Lip Remover and the wipes

NOTE:  
ALL ART/COPY FPO. ALL DIMENSIONS FOR PRODUCT WELLS AND CARTONS FPO- ALL WELLS MUST BE SIZED TO FIT PHYSICAL SAMPLES.

Bays/shelves show in blue are updating

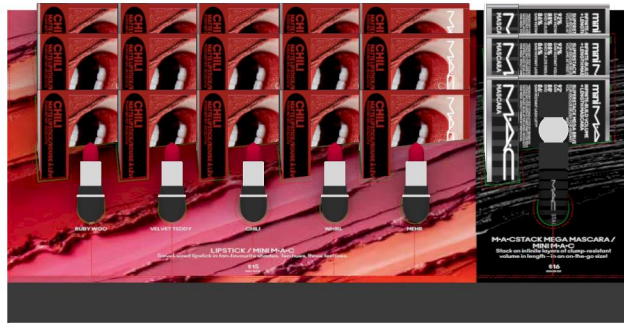
LEGEND:

|     |                   |                                   |
|-----|-------------------|-----------------------------------|
| New | Updated/<br>Moved |                                   |
| ★   | ●                 | Locator/Comm Box/Component        |
| ★   | ●                 | Product/Shade                     |
| ★   | ●                 | Visual/Price Tag/Front Band       |
|     | ○                 | Visual Not Available At This Time |

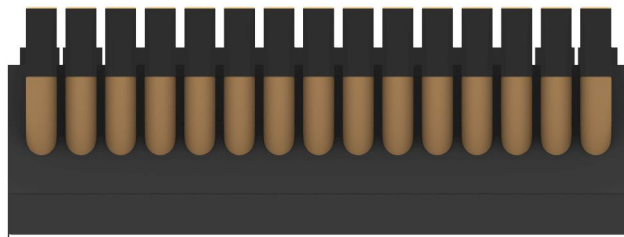
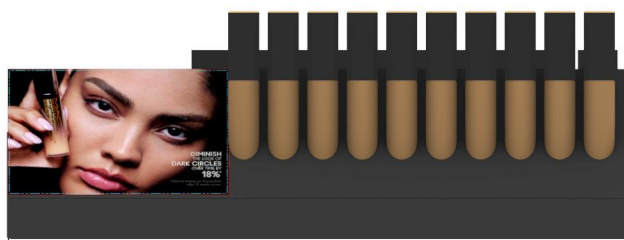
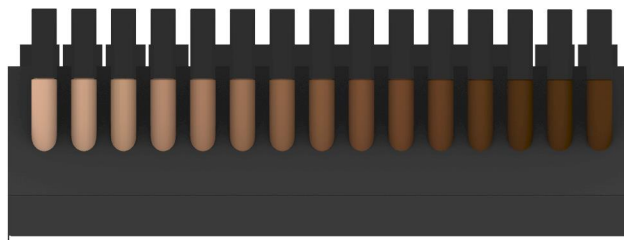
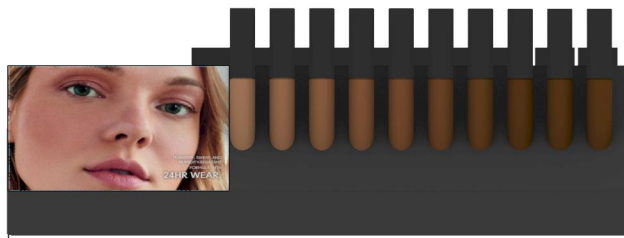


|                                                                                |                    |                    |                     |          |                     |
|--------------------------------------------------------------------------------|--------------------|--------------------|---------------------|----------|---------------------|
|  | MAC Ultra Gen 1    | North America - US | Revised: 6.16.25 CR | Revised: | Revised:            |
|  | OCD: WEEK 50- 2025 | Product Library VM | Revised: 7.1.25 CR  | Revised: | Final: 7.2.25 CR    |
|                                                                                |                    |                    | Revised:            | Revised: | APPROVED: 7.1.25 MP |

**Bay 16**  
5 SHELVES



| BAY 16   | LOCATOR  | QTY     | PRODUCT NAME                                                               |
|----------|----------|---------|----------------------------------------------------------------------------|
| Shelf 01 | TOP-NEW  | 5<br>1  | MACximal Mini Lipstick<br>MACStack Mega Mascara Mini                       |
| Shelf 02 | OSM-105A | -<br>10 | Double Communication Block<br>Studio Fix Concealer                         |
| Shelf 03 | OSM-105B | 15      | Studio Fix Concealer                                                       |
| Shelf 04 | OSM-105A | -<br>10 | Double Communication Block<br>Studio Radiance 24hr Luminous Lift Concealer |
| Shelf 05 | OSM-105B | 15      | Studio Radiance 24hr Luminous Lift Concealer                               |



NOTE:  
ALL ART/COPY FPO. ALL DIMENSIONS FOR PRODUCT WELLS AND CARTONS FPO- ALL WELLS MUST BE SIZED TO FIT PHYSICAL SAMPLES.

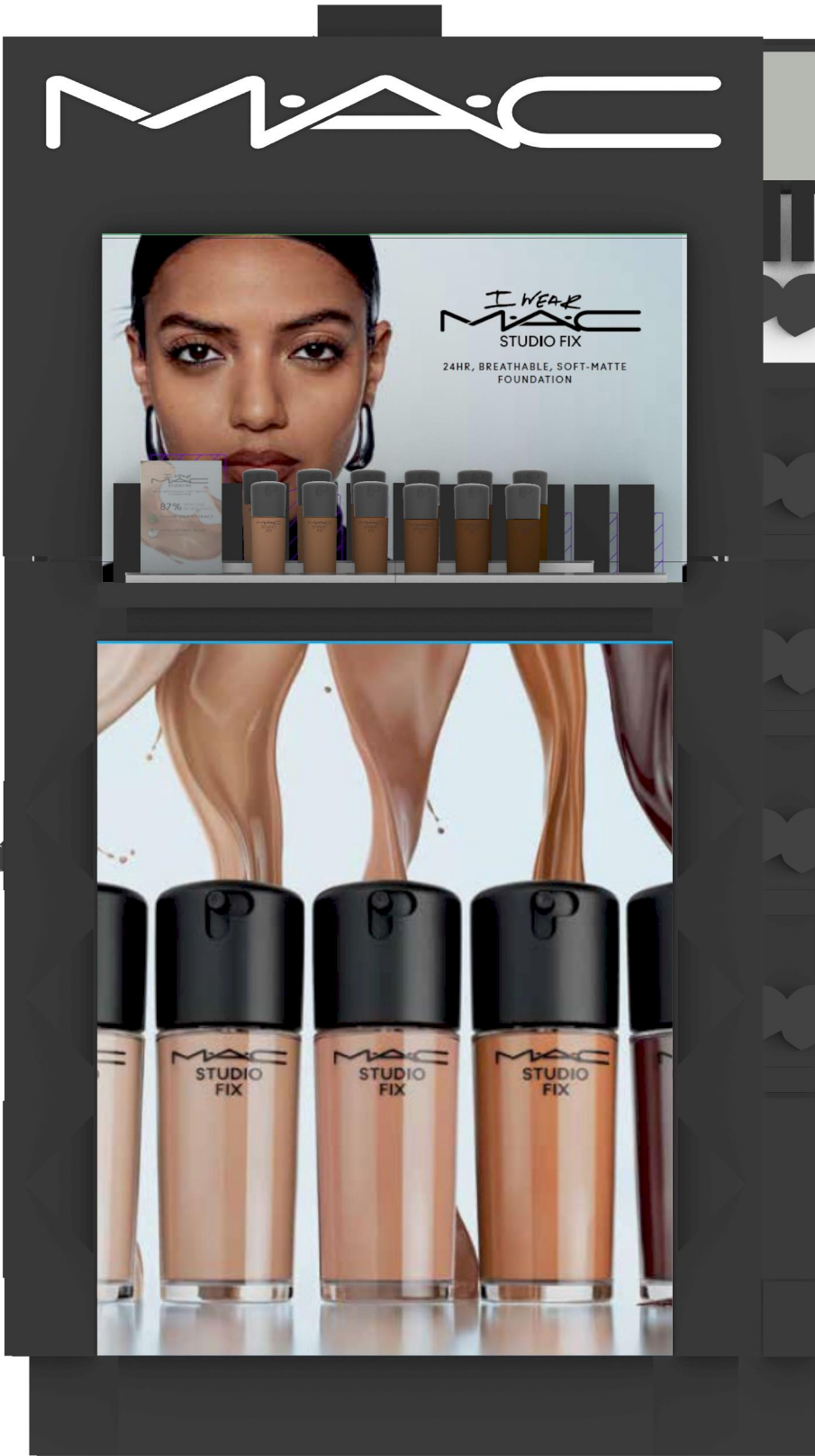
☐ Bays/shelves show in blue are updating

| LEGEND:                                                                               |                                                                                       |                                   |
|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|-----------------------------------|
| New                                                                                   | Updated/<br>Moved                                                                     |                                   |
|  |  | Locator/Comm Box/Component        |
|  |  | Product/Shade                     |
|  |  | Visual/Price Tag/Front Band       |
|                                                                                       |  | Visual Not Available At This Time |

| LEGEND:                                                                               |                                                                                       |                                   |
|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|-----------------------------------|
| New                                                                                   | Updated/<br>Moved                                                                     |                                   |
|  |  | Locator/Comm Box/Component        |
|  |  | Product/Shade                     |
|  |  | Visual/Price Tag/Front Band       |
|                                                                                       |  | Visual Not Available At This Time |

|                                                                            |                    |                    |                     |          |                           |
|----------------------------------------------------------------------------|--------------------|--------------------|---------------------|----------|---------------------------|
| <div><div>Retail</div><div>DESIGN<br/>DEVELOPMENT<br/>ENTER NA</div></div> | MAC Ultra Gen 1    | North America - US | Revised: 6.16.25 CR | Revised: | Revised:                  |
| <div><div>M·A·C</div></div>                                                | OCD: WEEK 50- 2025 | Product Library VM | Revised: 7.1.25 CR  | Revised: | Revised: Final: 7.2.25 CR |
|                                                                            |                    |                    | Revised:            | Revised: | APPROVED: 7.1.25 MP       |

Endcap 17  
1 Shelf



Front View

NOTE:  
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| ENDCAP 17 | LOCATOR | QTY | PRODUCT NAME                  |
|-----------|---------|-----|-------------------------------|
| Riser     | -       | 1   | Studio Fix Foundation Graphic |
| Shelf 01  | -       | 12  | Studio Fix Foundation         |
| Front     | -       | 1   | Studio Fix Foundation Graphic |



Top View

Bays/shelves show in blue are updating

LEGEND:

New

Updated/  
Moved

Locator/Comm Box/Component

Product/Shade

Visual/Price Tag/Front Band

Visual Not Available At This Time

|                                                                            |                    |                    |                     |          |                     |
|----------------------------------------------------------------------------|--------------------|--------------------|---------------------|----------|---------------------|
| <div><div>Retail</div><div>DESIGN<br/>DEVELOPMENT<br/>ENTER NA</div></div> | MAC Ultra Gen 1    | North America - US | Revised: 6.16.25 CR | Revised: | Revised:            |
| <div><div>M·A·C</div></div>                                                | OCD: WEEK 50- 2025 | Product Library VM | Revised: 7.1.25 CR  | Revised: | Final: 7.2.25 CR    |
|                                                                            |                    |                    | Revised:            | Revised: | APPROVED: 7.1.25 MP |

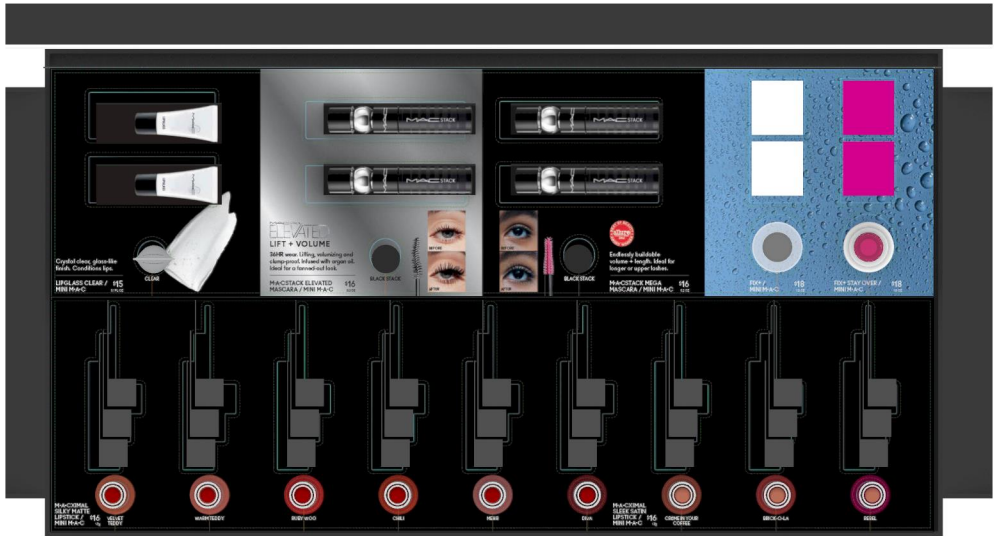
Endcap 18  
2 Shelves



Front View

NOTE:  
ALL ART/COPY FPO. ALL DIMENSIONS FOR PRODUCT WELLS AND CARTONS FPO- ALL WELLS MUST BE SIZED TO FIT PHYSICAL SAMPLES.

| ENDCAP 18 | LOCATOR | QTY                   | PRODUCT NAME                                                                                                            |
|-----------|---------|-----------------------|-------------------------------------------------------------------------------------------------------------------------|
| Riser     | -       | 1                     | Mini MAC Visual                                                                                                         |
| Shelf 01  | -       | 6<br>3                | MACximal Silky Matte Lipstick Mini<br>MACximal Sleek Satin Lipstick Mini                                                |
| Shelf 02  | -       | 1<br>1<br>1<br>1<br>1 | Lipglass Clear Mini<br>MACStack Mega Mascara Mini<br>MACStack Elevated Mascara Mini<br>Fix+ Mini<br>Fix+ Stay Over Mini |
| Front     | -       | 1                     | Mini MAC Visual                                                                                                         |



Top View

Bays/shelves show in blue are updating

LEGEND:

New

Updated/  
Moved

Locator/Comm Box/Component

Product/Shade

Visual/Price Tag/Front Band

Visual Not Available At This Time



|                                                                            |                    |                    |                     |          |                     |
|----------------------------------------------------------------------------|--------------------|--------------------|---------------------|----------|---------------------|
| <div><div>Retail</div><div>DESIGN<br/>DEVELOPMENT<br/>ENTER NA</div></div> | MAC Ultra Gen 1    | North America - US | Revised: 6.16.25 CR | Revised: | Revised:            |
| <div><div>M·A·C</div></div>                                                | OCD: WEEK 50- 2025 | Product Library VM | Revised: 7.1.25 CR  | Revised: | Final: 7.2.25 CR    |
|                                                                            |                    |                    | Revised:            | Revised: | APPROVED: 7.1.25 MP |

Playtable and Towers



NOTE:  
ALL ART/COPY FPO. ALL DIMENSIONS FOR PRODUCT WELLS AND CARTONS FPO- ALL WELLS MUST BE SIZED TO FIT PHYSICAL SAMPLES.

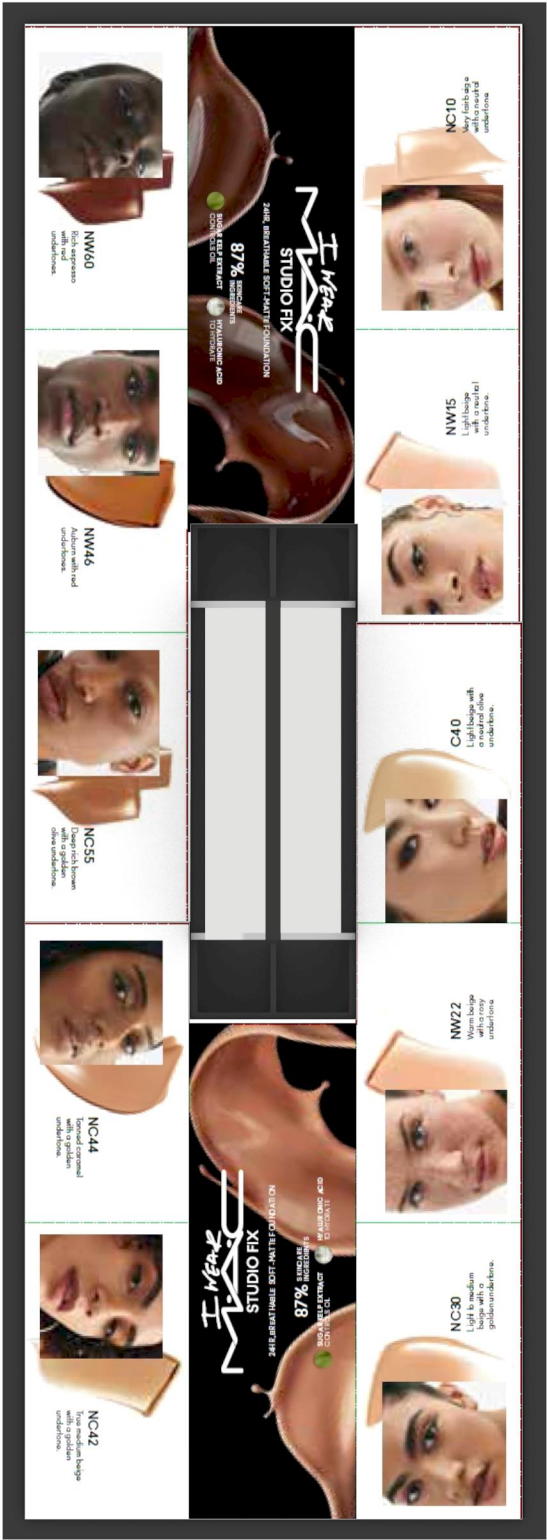
Bays/shelves show in blue are updating

LEGEND:

|     |                   |                                   |
|-----|-------------------|-----------------------------------|
| New | Updated/<br>Moved |                                   |
| ★   | ●                 | Locator/Comm Box/Component        |
| ★   | ●                 | Product/Shade                     |
| ★   | ●                 | Visual/Price Tag/Front Band       |
|     | ○                 | Visual Not Available At This Time |

|                                                                            |                    |                    |                     |          |                     |
|----------------------------------------------------------------------------|--------------------|--------------------|---------------------|----------|---------------------|
| <div><div>Retail</div><div>DESIGN<br/>DEVELOPMENT<br/>ENTER NA</div></div> | MAC Ultra Gen 1    | North America - US | Revised: 6.16.25 CR | Revised: | Revised:            |
| <div><div>M.A.C</div></div>                                                | OCD: WEEK 50- 2025 | Product Library VM | Revised: 7.1.25 CR  | Revised: | Final: 7.2.25 CR    |
|                                                                            |                    |                    | Revised:            | Revised: | APPROVED: 7.1.25 MP |

Play Table  
5 SHELVES



Top View

NOTE:  
ALL ART/COPY FPO. ALL DIMENSIONS FOR PRODUCT WELLS AND CARTONS FPO- ALL WELLS MUST BE SIZED TO FIT PHYSICAL SAMPLES.

| Play Table | QTY | PRODUCT NAME                   |
|------------|-----|--------------------------------|
|            | -   | Foundation Story- Graphic Only |

Bays/shelves show in blue are updating

LEGEND:

New

Updated/  
Moved

Locator/Comm Box/Component

Product/Shade

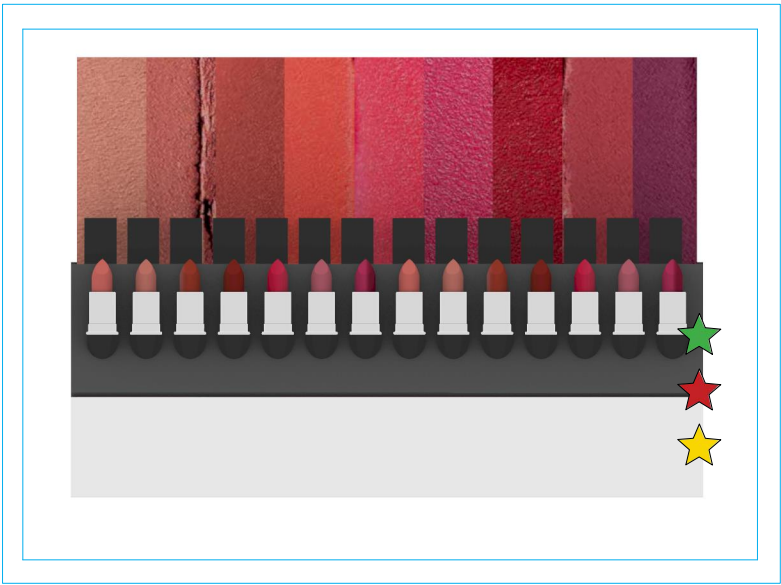
Visual/Price Tag/Front Band

Visual Not Available At This Time

|                                                                            |                    |                    |                     |          |                     |
|----------------------------------------------------------------------------|--------------------|--------------------|---------------------|----------|---------------------|
| <div><div>Retail</div><div>DESIGN<br/>DEVELOPMENT<br/>ENTER NA</div></div> | MAC Ultra Gen 1    | North America - US | Revised: 6.16.25 CR | Revised: | Revised:            |
| <div><div>M·A·C</div></div>                                                | OCD: WEEK 50- 2025 | Product Library VM | Revised: 7.1.25 CR  | Revised: | Final: 7.2.25 CR    |
|                                                                            |                    |                    | Revised:            | Revised: | APPROVED: 7.1.25 MP |

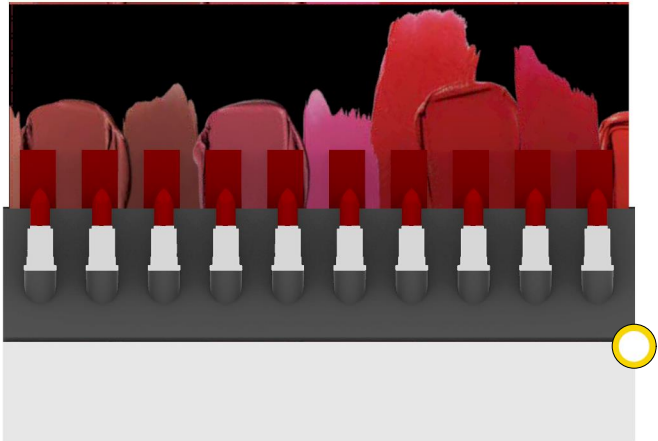
Tower A  
3 SHELVES

Shelf 01



| Side 1   | LOCATOR | QTY | PRODUCT NAME                                                                                                                             |
|----------|---------|-----|------------------------------------------------------------------------------------------------------------------------------------------|
| Shelf 01 | OSM-??? | 12  | Powder Kiss Hazy Matte Lipstick <span>New</span><br>TAS1S1: Powder Kiss Hazy Matte lipstick is the same componentry as MACximal lipstick |
| Shelf 02 | OSM-3   | 10  | MACximal Matte Lipstick                                                                                                                  |
| Shelf 03 | OSM-64  | 12  | Lip Pencil                                                                                                                               |

Shelf 02



Shelf 03



NOTE:  
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Bays/shelves show in blue are updating

LEGEND:

New

Updated/  
Moved

Locator/Comm Box/Component

Product/Shade

Visual/Price Tag/Front Band

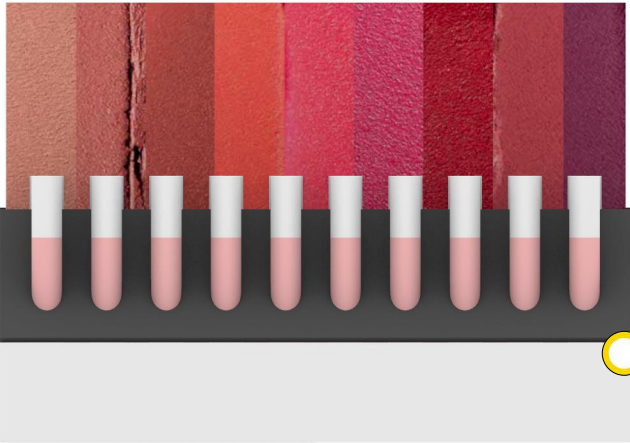
Visual Not Available At This Time



|                                                                            |                    |                    |                     |          |                     |
|----------------------------------------------------------------------------|--------------------|--------------------|---------------------|----------|---------------------|
| <div><div>Retail</div><div>DESIGN<br/>DEVELOPMENT<br/>ENTER NA</div></div> | MAC Ultra Gen 1    | North America - US | Revised: 6.16.25 CR | Revised: | Revised:            |
| <div><div>M·A·C</div></div>                                                | OCD: WEEK 50- 2025 | Product Library VM | Revised: 7.1.25 CR  | Revised: | Final: 7.2.25 CR    |
|                                                                            |                    |                    | Revised:            | Revised: | APPROVED: 7.1.25 MP |

Tower A  
3 SHELVES

Shelf 01



| Side 2   | LOCATOR | QTY | PRODUCT NAME |
|----------|---------|-----|--------------|
| Shelf 01 | OSM-??? | 10  | Lipglass Air |

Shelf 02      OSM-5      14      Lipglass

Shelf 03      OSM-5      6      Glow Play Lip Balm

Shelf 02



Shelf 03



NOTE:  
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Bays/shelves show in blue are updating

LEGEND:

New

Updated/  
Moved

Locator/Comm Box/Component

Product/Shade

Visual/Price Tag/Front Band

Visual Not Available At This Time

|                                                                            |                    |                    |                     |          |                     |
|----------------------------------------------------------------------------|--------------------|--------------------|---------------------|----------|---------------------|
| <div><div>Retail</div><div>DESIGN<br/>DEVELOPMENT<br/>ENTER NA</div></div> | MAC Ultra Gen 1    | North America - US | Revised: 6.16.25 CR | Revised: | Revised:            |
| <div><div>M·A·C</div></div>                                                | OCD: WEEK 50- 2025 | Product Library VM | Revised: 7.1.25 CR  | Revised: | Final: 7.2.25 CR    |
|                                                                            |                    |                    | Revised:            | Revised: | APPROVED: 7.1.25 MP |

Tower B  
3 SHELVES

Shelf 01



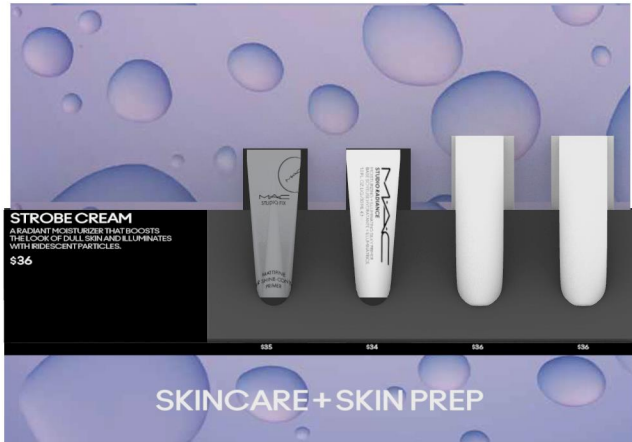
| Side 1   | LOCATOR  | QTY | PRODUCT NAME               |
|----------|----------|-----|----------------------------|
| Shelf 01 | OSM-12-Z | 1   | Double Communication Block |
|          | OSM-26-V | 1   | Fix+ Mini MAC              |
|          | OSM-26-V | 1   | Fix+ Original              |
|          | OSM-12-Y | 1   | Single Communication Block |
|          | OSM-26-V | 1   | Fix+ Magic Radiance        |

Shelf 02



|          |          |   |                            |
|----------|----------|---|----------------------------|
| Shelf 02 | OSM-12-Z | 1 | Double Communication Block |
|          | OSM-26-V | 1 | Fix+ Original              |
| Shelf 03 | OSM-12-Z | 1 | Double Communication Block |
|          | OSM-77   | 1 | Mattifine Primer           |
|          | OSM-77   | 1 | Studio Radiance Primer     |
|          | OSM-???  | 1 | Strobe Cream- Pinklite     |
|          | OSM-???  | 1 | Strobe Cream- Goldlite     |

Shelf 03



NOTE:  
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Bays/shelves show in blue are updating

LEGEND:

New

Updated/  
Moved

Locator/Comm Box/Component

Product/Shade

Visual/Price Tag/Front Band

Visual Not Available At This Time

|                                                                            |                    |                    |                     |          |                     |
|----------------------------------------------------------------------------|--------------------|--------------------|---------------------|----------|---------------------|
| <div><div>Retail</div><div>DESIGN<br/>DEVELOPMENT<br/>ENTER NA</div></div> | MAC Ultra Gen 1    | North America - US | Revised: 6.16.25 CR | Revised: | Revised:            |
| <div><div>M·A·C</div></div>                                                | OCD: WEEK 50- 2025 | Product Library VM | Revised: 7.1.25 CR  | Revised: | Final: 7.2.25 CR    |
|                                                                            |                    |                    | Revised:            | Revised: | APPROVED: 7.1.25 MP |

Tower B  
3 SHELVES

Shelf 01



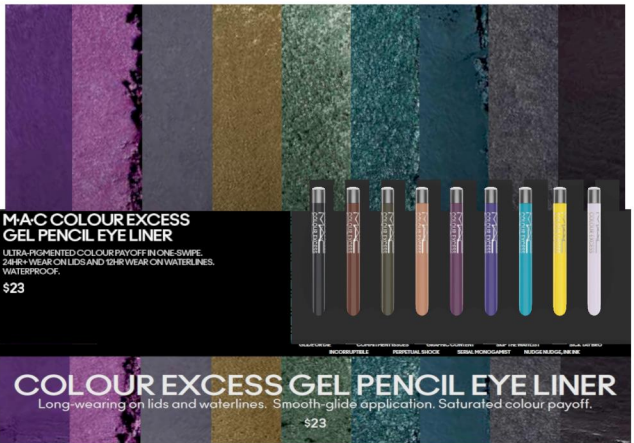
| Side 2   | LOCATOR | QTY         | PRODUCT NAME                                                                                  |
|----------|---------|-------------|-----------------------------------------------------------------------------------------------|
| Shelf 01 | OSM-70  | 1<br>1      | Magic Extension- Stock Only<br>Magic Extension Mini - Stock Only                              |
| Shelf 02 | OSM-70  | 1<br>1<br>1 | MACStack Mega- Stock Only<br>MACStack Micro- Stock Only<br>MACStack Mini MAC Mega- Stock Only |

Shelf 02



|          |        |    |                                 |
|----------|--------|----|---------------------------------|
| Shelf 03 | OSM-75 | 17 | Colour Excess Gel Liner Pencils |
|----------|--------|----|---------------------------------|

Shelf 03



NOTE:  
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Bays/shelves show in blue are updating

LEGEND:

New

Updated/  
Moved

Locator/Comm Box/Component

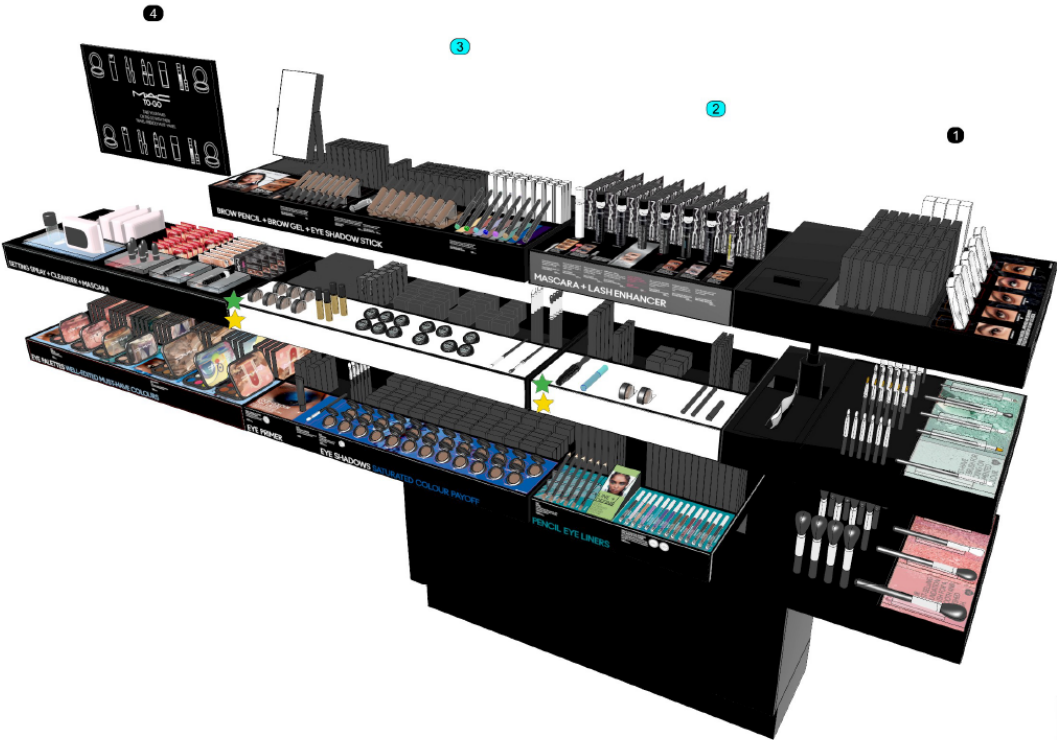
Product/Shade

Visual/Price Tag/Front Band

Visual Not Available At This Time



# MAC - Ulta Gen 2 format (wk 35)

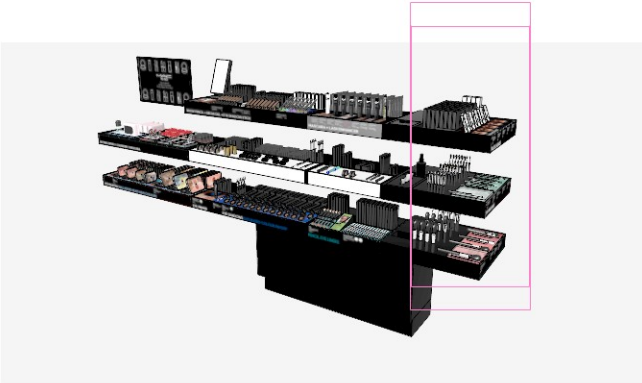
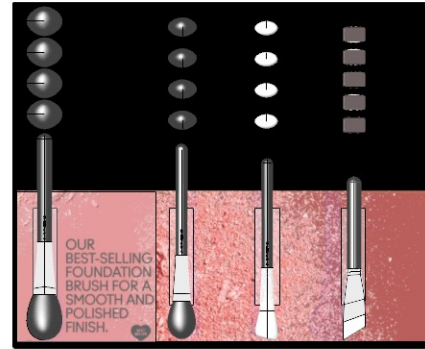
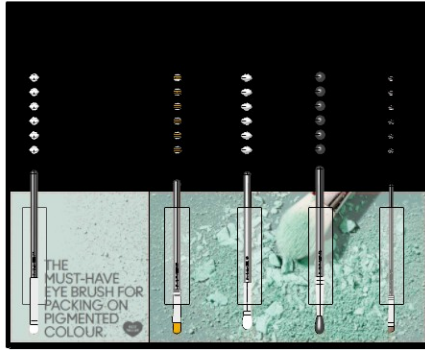


| LEGEND: |                |
|---------|----------------|
| New     | Updated/ Moved |
| ★       | ●              |
| ★       | ●              |
| ★       | ●              |
| ★       | ●              |
| ★       | ●              |

NOTE:  
ALL ART/COPY FPO. ALL DIMENSIONS FOR PRODUCT WELLS AND CARTONS FPO ALL WELLS MUST BE SIZED TO FIT PHYSICAL SAMPLES.

|                                                                            |                  |     |                      |          |                       |
|----------------------------------------------------------------------------|------------------|-----|----------------------|----------|-----------------------|
| <div><div>Retail</div><div>DESIGN<br/>DEVELOPMENT<br/>ENTER NA</div></div> | MAC ULTA - Gen 2 | US  | Revised: 03.25.25 KH | Revised: | Revised:              |
| <div><div>M·A·C</div></div>                                                | WEEK 36 - 2025   | DTO | Revised: 03.28.25 KH | Revised: | Final: 04.17.25       |
|                                                                            |                  |     | Revised: 04.17.25 KH | Revised: | APPROVED: 04.17.25 MP |

NOT UPDATING



| BAY 1   | QTY | PRODUCT NAME                         |
|---------|-----|--------------------------------------|
| Shelf 1 | 5   | Lash                                 |
| Shelf 2 | 1   | 239S Eye Shader Brush                |
|         | 1   | 242S Shader Brush                    |
|         | 1   | 217S Blending Brush                  |
|         | 1   | 224S Tapered Blending Brush          |
|         | 1   | 263S Small Angle Brush               |
| Shelf 3 | 1   | 150S Large Powder Brush              |
|         | 1   | 129S Powder/Blush Brush              |
|         | 1   | 168S Large Angled Contour Brush      |
|         | 1   | 171S Smooth Edge All-Over Face Brush |

NOTE:  
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LEGEND:

New

Updated/  
Moved

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○

Locator/Comm Box/Component

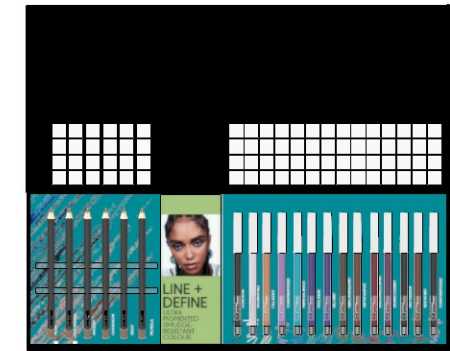
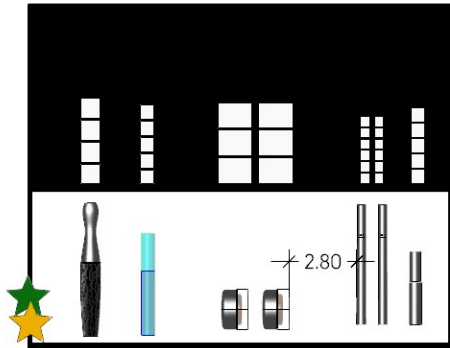
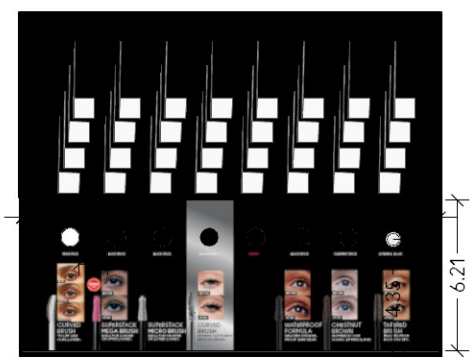
Product/Shade

Visual/Price Tag/Front Band

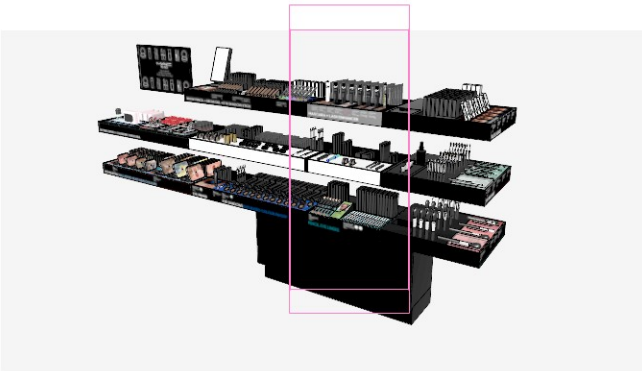
Visual Not Available At This Time

|                                                                            |                  |     |                      |          |                       |
|----------------------------------------------------------------------------|------------------|-----|----------------------|----------|-----------------------|
| <div><div>Retail</div><div>DESIGN<br/>DEVELOPMENT<br/>ENTER NA</div></div> | MAC ULTA - Gen 2 | US  | Revised: 03.25.25 KH | Revised: | Revised:              |
| <div><div>M·A·C</div></div>                                                | WEEK 36 - 2025   | DTO | Revised: 03.28.25 KH | Revised: | Final: 04.17.25       |
|                                                                            |                  |     | Revised: 04.17.25 KH | Revised: | APPROVED: 04.17.25 MP |

UPDATING



| BAY 2   | QTY | PRODUCT NAME                                |
|---------|-----|---------------------------------------------|
| Shelf 1 | 1   | MACStack Legit Lash Primer- TESTER          |
|         | 1   | MACStack Mega- TESTER                       |
|         | 1   | MACStack Micro- TESTER                      |
|         | 1   | MACStack Elevated- TESTER                   |
|         | 1   | MACStack Elevated Blue- TESTER              |
|         | 1   | MACStack Waterproof Mascara- TESTER         |
|         | 1   | MACStack Chestnut- TESTER                   |
|         | 1   | Magic Extension- TESTER                     |
| Shelf 2 | 1   | In Extreme Dimension 3D Black Lash- Factice |
|         | 1   | Extended Play Gigablack Lash- Factice       |
|         | 2   | Pro Longwear Fluidline                      |
|         | 2   | Brushstroke Liner                           |
|         | 1   | Liquidlast Liner                            |
| Shelf 3 | 6   | Eye Kohl                                    |
|         | -   | Graphic Ramp                                |
|         | 14  | Colour Excess Gel Pencil                    |



NOTE:  
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LEGEND:

New

Updated/  
Moved

Locator/Comm Box/Component

Product/Shade

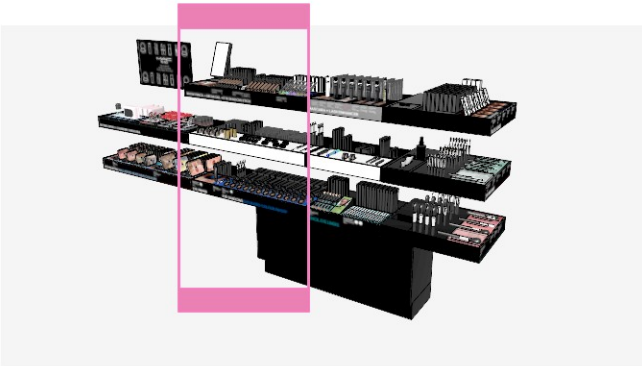
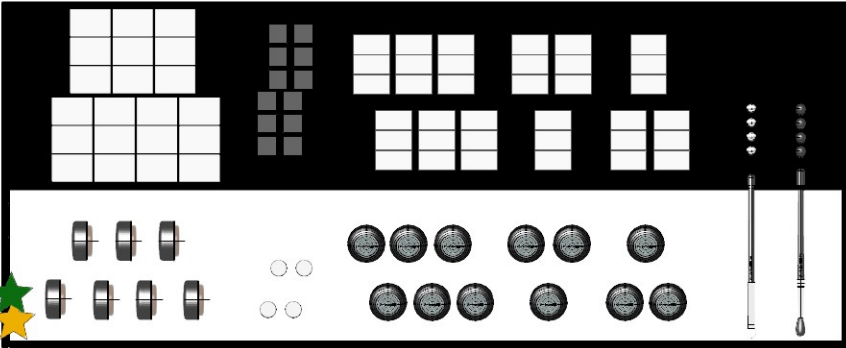
Visual/Price Tag/Front Band

Visual Not Available At This Time



|                                                                            |                  |     |                      |          |                       |
|----------------------------------------------------------------------------|------------------|-----|----------------------|----------|-----------------------|
| <div><div>Retail</div><div>DESIGN<br/>DEVELOPMENT<br/>ENTER NA</div></div> | MAC ULTA - Gen 2 | US  | Revised: 03.25.25 KH | Revised: | Revised:              |
| <div><div>M·A·C</div></div>                                                | WEEK 36 - 2025   | DTO | Revised: 03.28.25 KH | Revised: | Final: 04.17.25       |
|                                                                            |                  |     | Revised: 04.17.25 KH | Revised: | APPROVED: 04.17.25 MP |

UPDATING



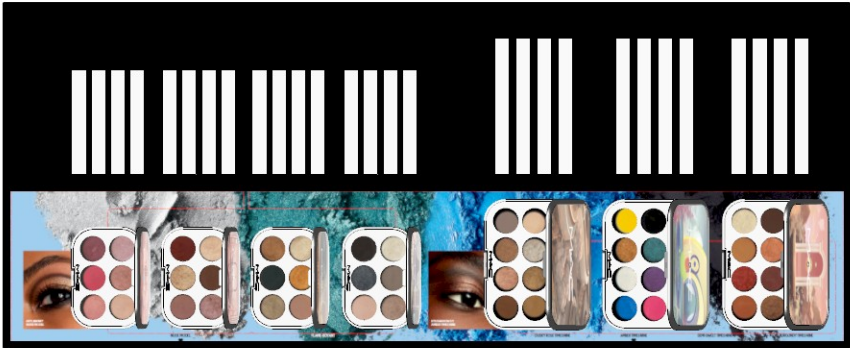
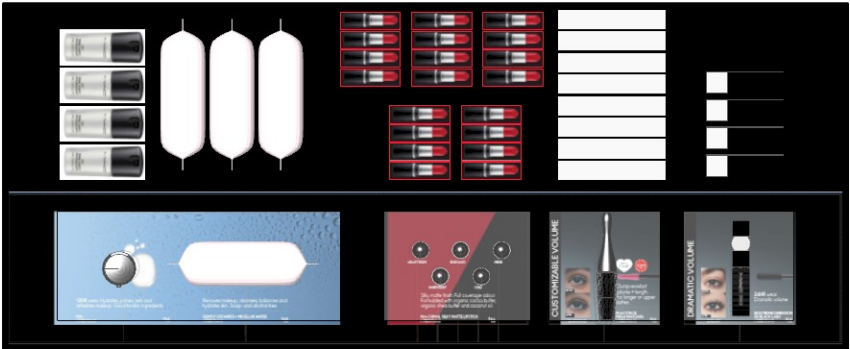
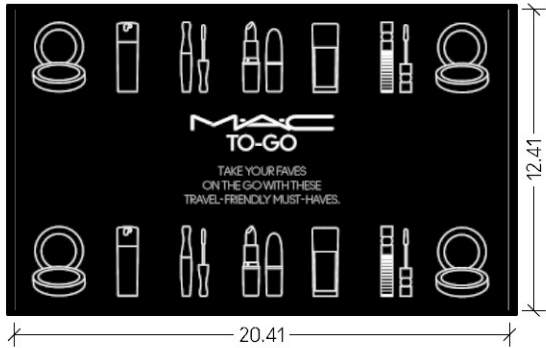
| BAY 3   | QTY | PRODUCT NAME                          |
|---------|-----|---------------------------------------|
| Shelf 1 | 8   | Pro Brow Definer                      |
|         | 1   | Pro Locked Gel                        |
|         | 8   | Big Boost Fibre Gel                   |
|         | 8   | Dazzleshadow EyeShadow Stick          |
| Shelf 2 | 7   | Pro Longwear Paint Pot                |
|         | 4   | Dazzleshadow Liquid                   |
|         | 6   | Small Eyeshadow - Glitter             |
|         | 3   | Small Eyeshadow - Metallic            |
|         | 3   | Small Eyeshadow - shadesift Chrome    |
|         | 1   | 239S Eye Shader Brush                 |
|         | 1   | 224S Tapered Blending Brush           |
| Shelf 3 | 1   | Prep+ Prime 24-Hour Extended Eye Base |
|         | 1   | 217S Blending Brush                   |
|         | 24  | Eye Shadow                            |

NOTE:  
ALL ART/COPY FPO. ALL DIMENSIONS FOR PRODUCT WELLS AND CARTONS FPO ALL WELLS MUST BE SIZED TO FIT PHYSICAL SAMPLES.

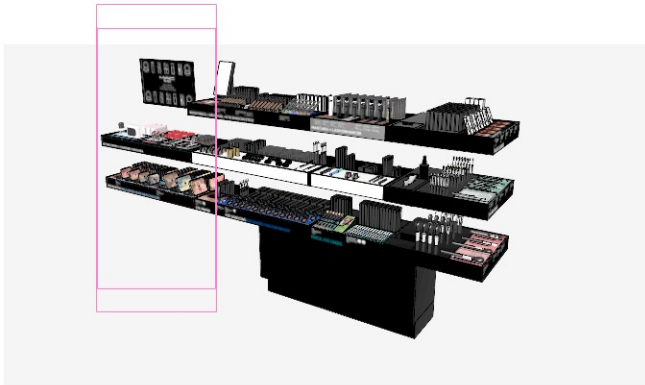
| LEGEND: |                   |                                   |
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| New     | Updated/<br>Moved |                                   |
| ★       | ●                 | Locator/Comm Box/Component        |
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|         | ○                 | Visual Not Available At This Time |

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| <div><div>Retail</div><div>DESIGN<br/>DEVELOPMENT<br/>ENTER NA</div></div> | MAC ULTA - Gen 2 | US  | Revised: 03.25.25 KH | Revised: | Revised:              |
| <div><div>M·A·C</div></div>                                                | WEEK 36 - 2025   | DTO | Revised: 03.28.25 KH | Revised: | Final: 04.17.25       |
|                                                                            |                  |     | Revised: 04.17.25 KH | Revised: | APPROVED: 04.17.25 MP |

NOT UPDATING



| BAY 4    | QTY                   | PRODUCT NAME                                                                                                                                                                          |
|----------|-----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Lightbox | -                     | Mini MAC Visual                                                                                                                                                                       |
| Shelf 1  | 1<br>1<br>5<br>1<br>1 | Fix+ Mini<br>Gently Off Wipes + Micellar Water Mini<br>MACximal Silky Matte Mini Lipsticks<br>In Extreme Dimsnsion 3D Black Lash mini- Factice<br>MACStack Mascara Mega Mini- Factice |
| Shelf 2  | 4<br>3                | Connect In Colour x6<br>Connect In Colour x12                                                                                                                                         |



NOTE:  
ALL ART/COPY FPO. ALL DIMENSIONS FOR PRODUCT WELLS AND CARTONS FPO ALL WELLS MUST BE SIZED TO FIT PHYSICAL SAMPLES.

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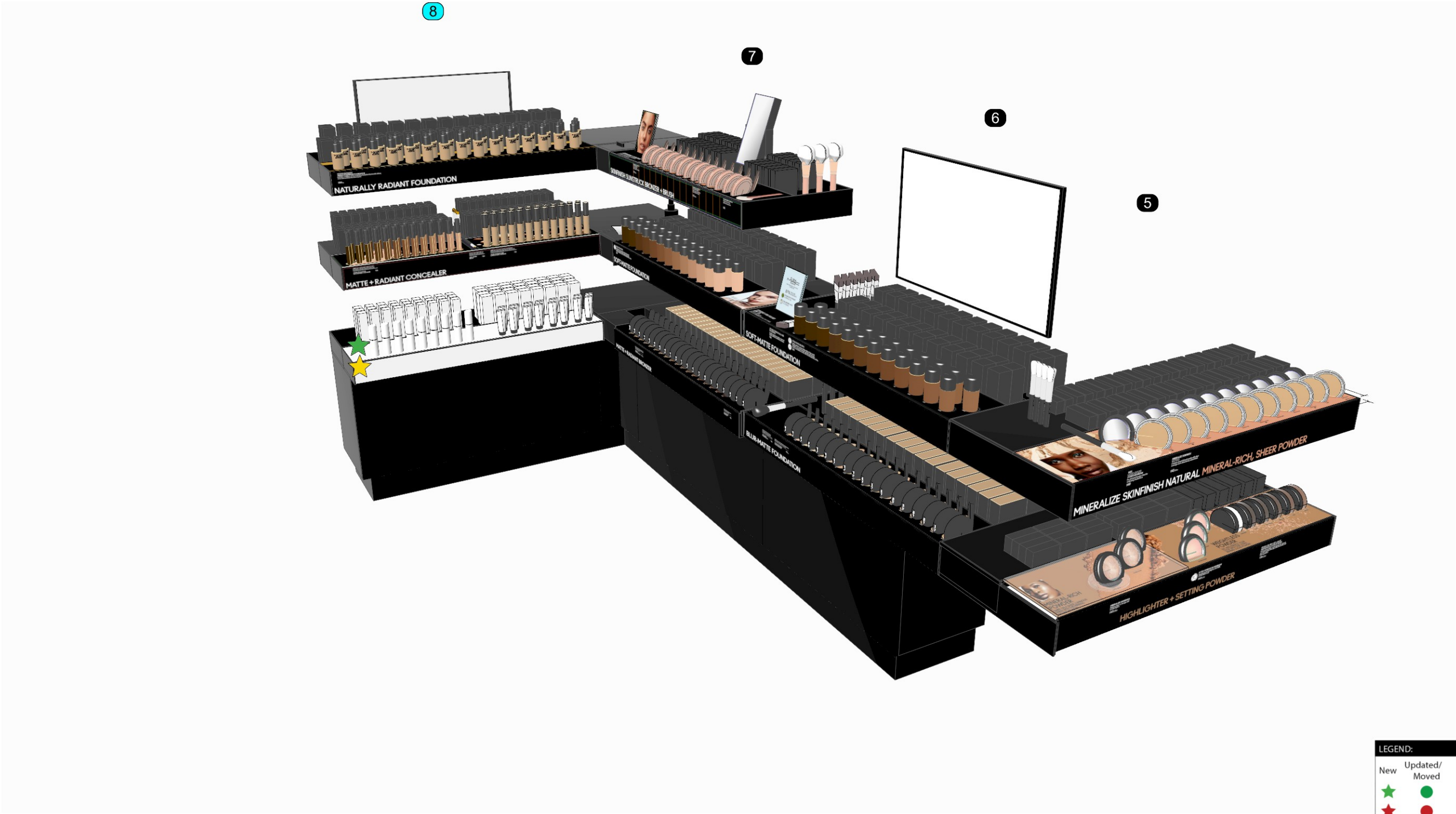
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|----------------------------------------------------------------------------|------------------|-----|----------------------------------------------------------------------|----------------------------------|------------------------------------------------------|
| <div><div>Retail</div><div>DESIGN<br/>DEVELOPMENT<br/>ENTER NA</div></div> | MAC ULTA - Gen 2 | US  | Revised: 03.25.25 KH<br>Revised: 03.28.25 KH<br>Revised: 04.17.25 KH | Revised:<br>Revised:<br>Revised: | Revised:<br>Final: 04.17.25<br>APPROVED: 04.17.25 MP |
| <div><div>M·A·C</div></div>                                                | WEEK 36 - 2025   | DTO |                                                                      |                                  |                                                      |



NOTE:  
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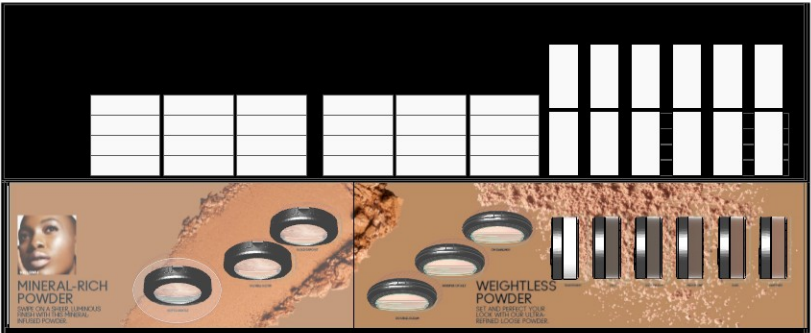
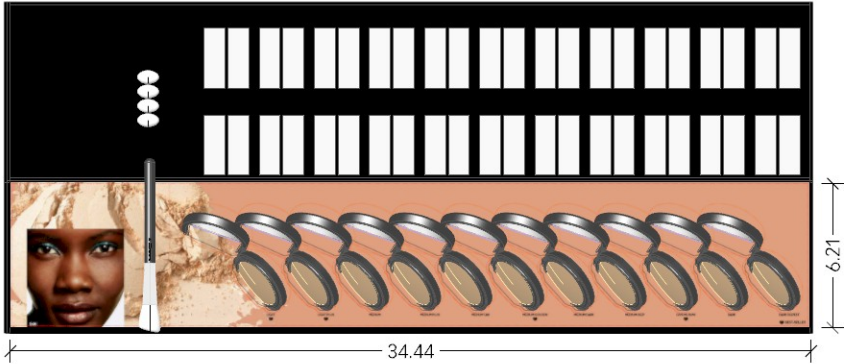
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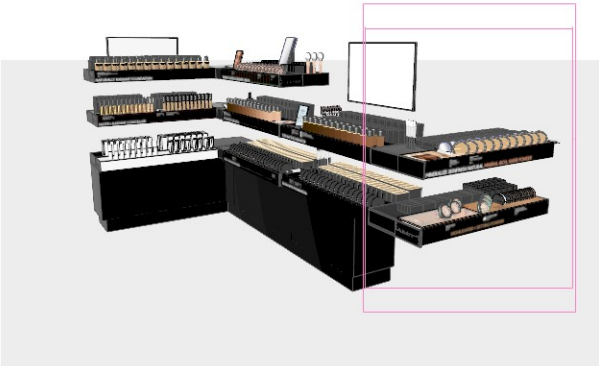
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| <div><div>Retail</div><div>DESIGN<br/>DEVELOPMENT<br/>ENTER NA</div></div> | MAC ULTA - Gen 2 | US  | Revised: 03.25.25 KH<br>Revised: 03.28.25 KH<br>Revised: 04.17.25 KH | Revised:<br>Revised:<br>Revised: | Revised:<br>Final: 04.17.25<br>APPROVED: 04.17.25 MP |
| <div><div>M·A·C</div></div>                                                | WEEK 36 - 2025   | DTO |                                                                      |                                  |                                                      |

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| BAY 5   | QTY         | PRODUCT NAME                                                                   |
|---------|-------------|--------------------------------------------------------------------------------|
| Shelf 1 | 1<br>11     | 168S Large Angled Contour Brush<br>Mineralize Skinfinish Natural               |
| Shelf 2 | 3<br>3<br>6 | Mineralize Skinfinish<br>Extra Dimension Skinfinish<br>Studio Fix Loose Powder |

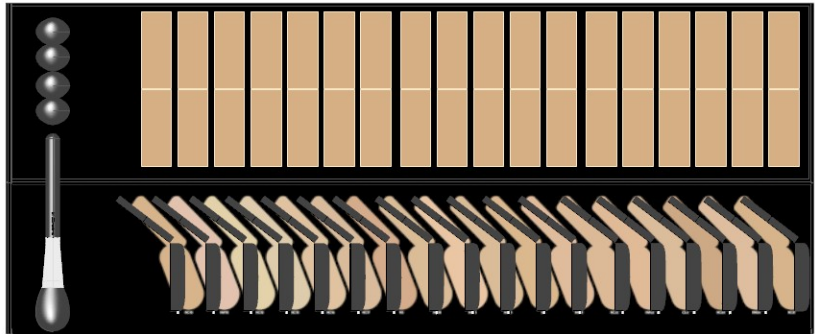
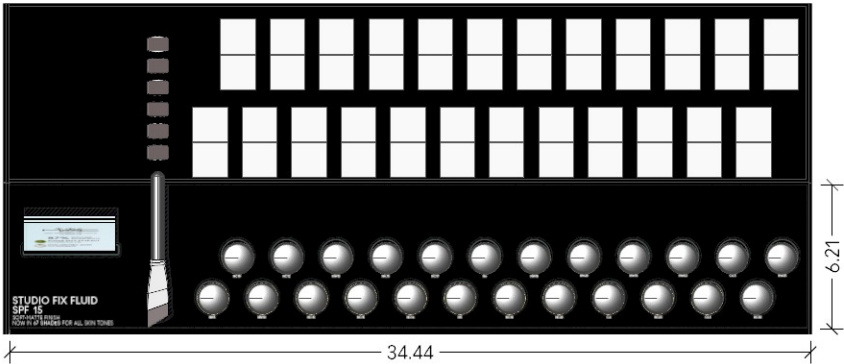


NOTE:  
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| New     | Updated/<br>Moved |                                   |
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| <div>Retail</div> <div>DESIGN<br/>DEVELOPMENT<br/>ENTER NA</div> | MAC ULTA - Gen 2 | US  | Revised: 03.25.25 KH | Revised: | Revised:              |
| <div>M·A·C</div>                                                 | WEEK 36 - 2025   | DTO | Revised: 03.28.25 KH | Revised: | Final: 04.17.25       |
|                                                                  |                  |     | Revised: 04.17.25 KH | Revised: | APPROVED: 04.17.25 MP |

UPDATING



| BAY 6    | QTY          | PRODUCT NAME                                                                                |
|----------|--------------|---------------------------------------------------------------------------------------------|
| Lightbox | -            | Studio Fix Visual                                                                           |
| Shelf 1  | -<br>1<br>24 | Graphic Holder<br>171S Smooth Edge All-Over Face Brush<br>Studio Fix Fluid SPF15 Foundation |
| Shelf 2  | 1<br>18      | 150S Large Powder Brush<br>Studio Fix Powder Plus Foundation Kaizen                         |

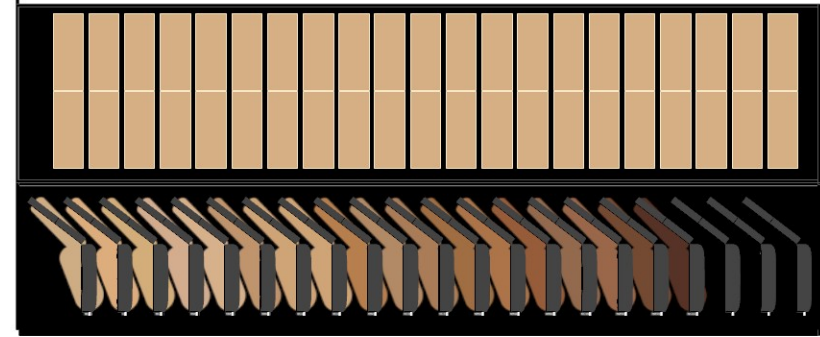
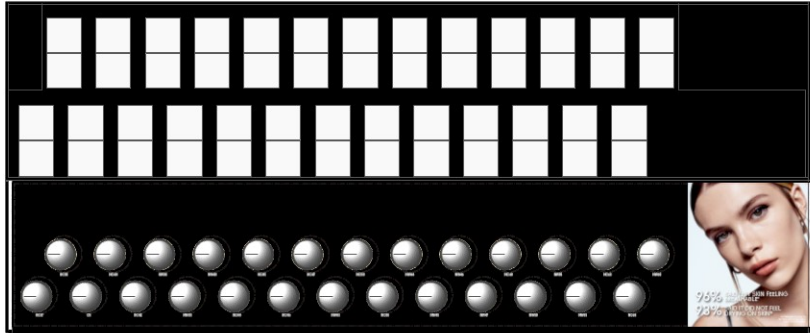
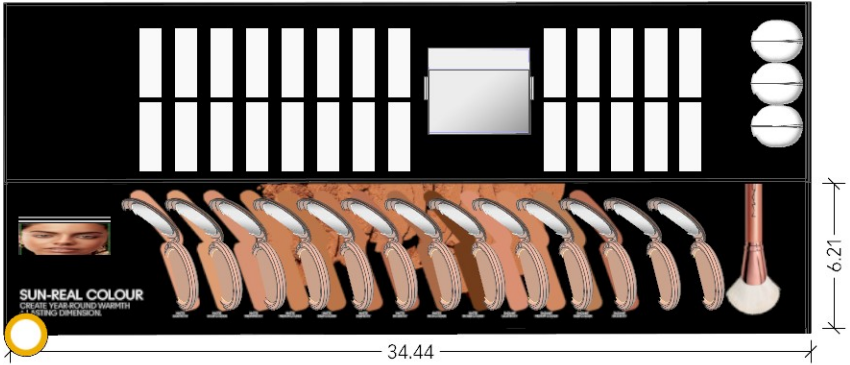


NOTE:  
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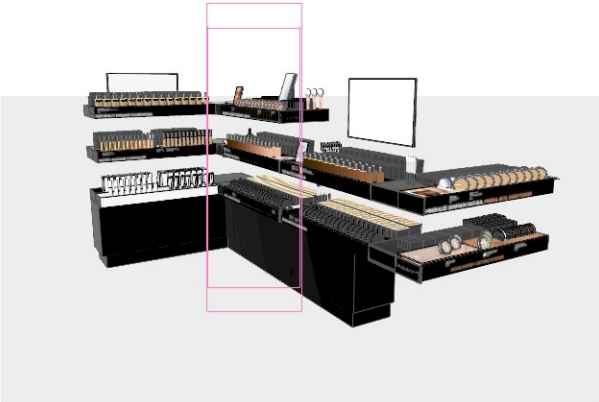
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| ★       | ●                 | Visual/Price Tag/Front Band       |
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| <div><div>Retail</div><div>DESIGN<br/>DEVELOPMENT<br/>ENTER NA</div></div> | MAC ULTA - Gen 2 | US  | Revised: 03.25.25 KH | Revised: | Revised:              |
| <div><div>M·A·C</div></div>                                                | WEEK 36 - 2025   | DTO | Revised: 03.28.25 KH | Revised: | Final: 04.17.25       |
|                                                                            |                  |     | Revised: 04.17.25 KH | Revised: | APPROVED: 04.17.25 MP |

NOT UPDATING



| BAY 7   | QTY          | PRODUCT NAME                                                                     |
|---------|--------------|----------------------------------------------------------------------------------|
| Shelf 1 | -<br>13<br>- | Graphic Holder<br>Skinfinish Sunstruck Bronzer<br>Sunstruck Bronzer Brush- STOCK |
| Shelf2  | 26           | Studio Fix Fluid SPF15 Foundation                                                |
| Shelf 3 | 21           | Studio Fix Powder Plus Foundation Kaizen                                         |



NOTE:  
ALL ART/COPY FPO. ALL DIMENSIONS FOR PRODUCT WELLS AND CARTONS FPO ALL WELLS MUST BE SIZED TO FIT PHYSICAL SAMPLES.

LEGEND:

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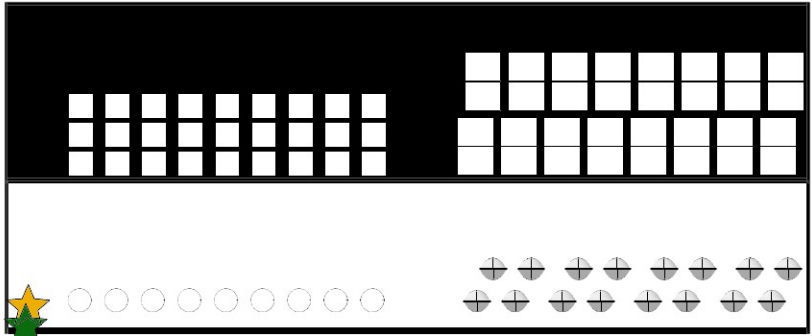
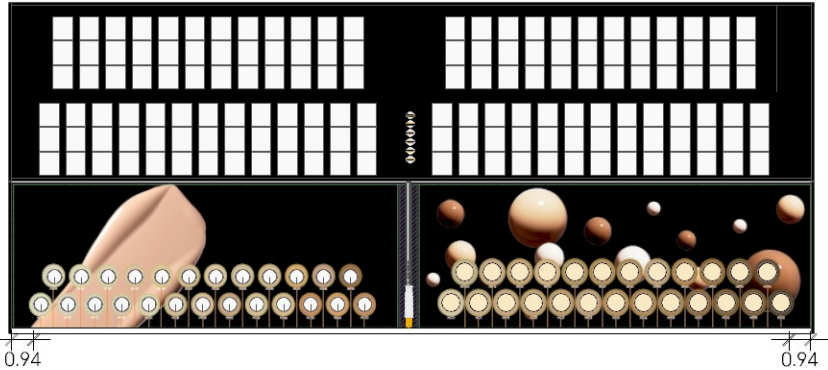
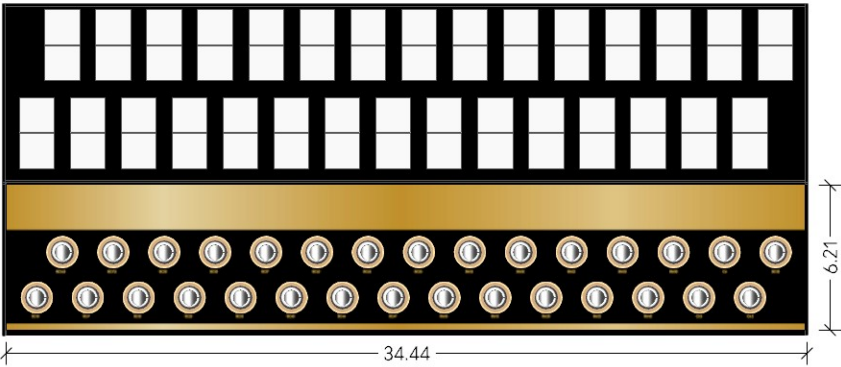
Visual/Price Tag/Front Band

Visual Not Available At This Time

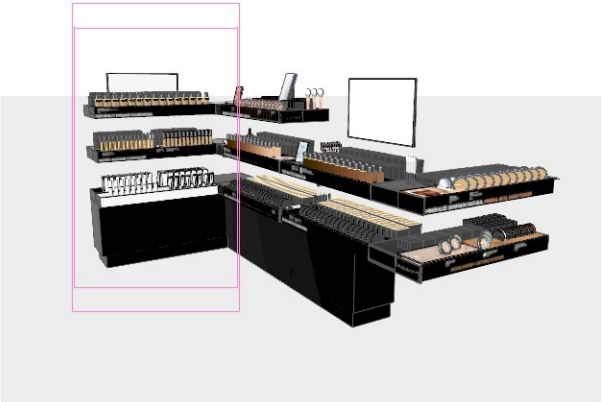


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|----------------------------------------------------------------------------|------------------|-----|----------------------|----------|-----------------------|
| <div><div>Retail</div><div>DESIGN<br/>DEVELOPMENT<br/>ENTER NA</div></div> | MAC ULTA - Gen 2 | US  | Revised: 03.25.25 KH | Revised: | Revised:              |
| <div><div>M·A·C</div></div>                                                | WEEK 36 - 2025   | DTO | Revised: 03.28.25 KH | Revised: | Final: 04.17.25       |
|                                                                            |                  |     | Revised: 04.17.25 KH | Revised: | APPROVED: 04.17.25 MP |

UPDATING



| BAY 8    | QTY           | PRODUCT NAME                                                                                                  |
|----------|---------------|---------------------------------------------------------------------------------------------------------------|
| Lightbox | -             | Visual                                                                                                        |
| Shelf 1  | 30            | Studio Radiance Serum Foundation                                                                              |
| Shelf2   | 25<br>1<br>25 | Studio Fix 24-Hour Smooth Wear Concealer<br>242S Shader Brush<br>Studio Radiance 24HR Luminous Lift Concealer |
| Shelf 3  | 9<br>16       | SKinfinish Liquid Highlighter<br>Strobe Dewy Skin Tint                                                        |



NOTE:  
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LEGEND:

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Product/Shade

Visual/Price Tag/Front Band

Visual Not Available At This Time

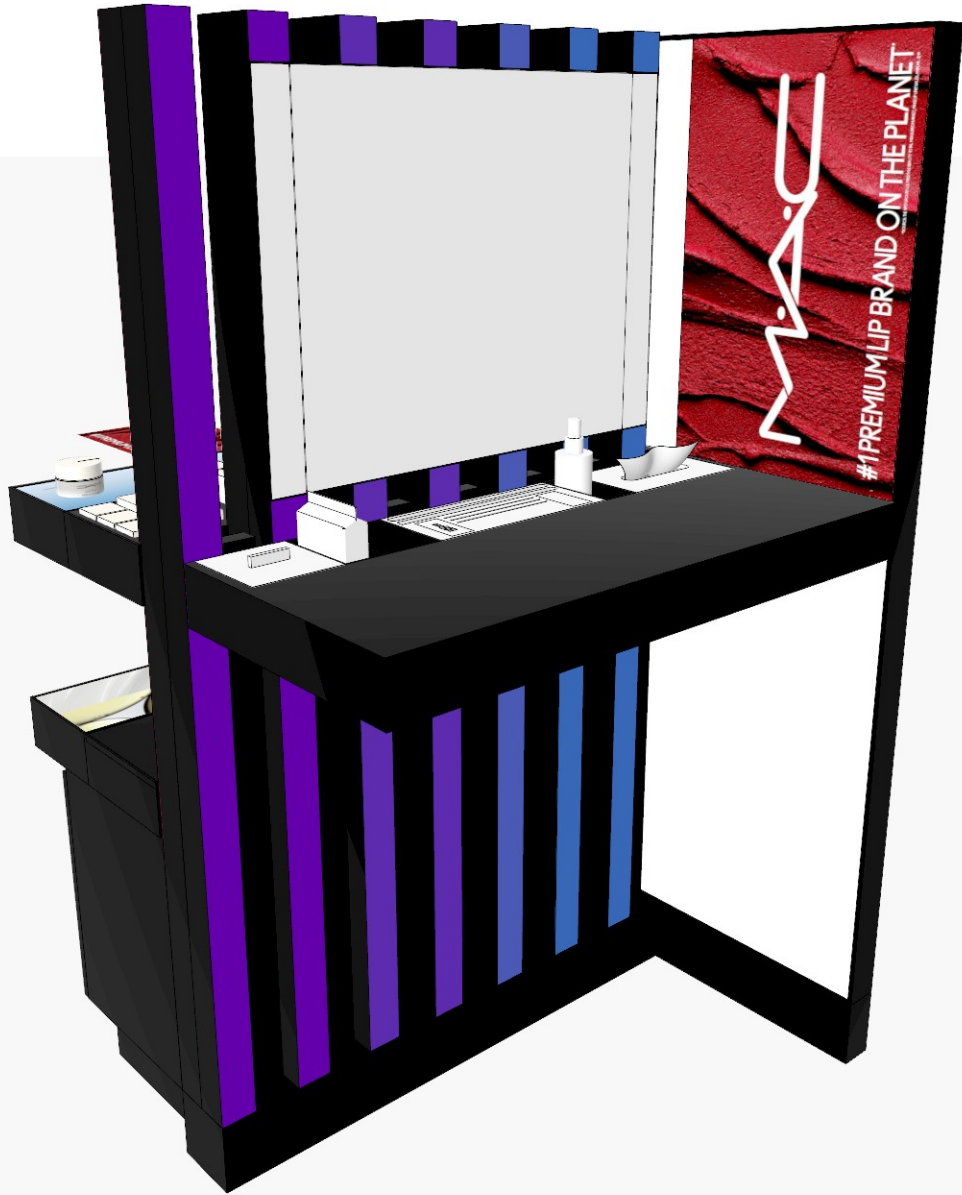
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| <div> <div>Retail</div> <div>DESIGN<br/>DEVELOPMENT<br/>ENTER NA</div> </div> | MAC ULTA - Gen 2 | US  | Revised: 03.25.25 KH | Revised: | Revised:                 |
| <div> <div>M·A·C</div> </div>                                                 | WEEK 36 - 2025   | DTO | Revised: 03.28.25 KH | Revised: | Revised: Final: 04.17.25 |
|                                                                               |                  |     | Revised:             | Revised: | APPROVED: 04.17.25 MP    |

9



Bay 9- Front  
Endcap

9



Bay 9- Rear  
Makeup Services

NOTE:  
ALL ART/COPY FPO. ALL DIMENSIONS FOR PRODUCT WELLS AND CARTONS FPO ALL WELLS MUST BE SIZED TO FIT PHYSICAL SAMPLES.

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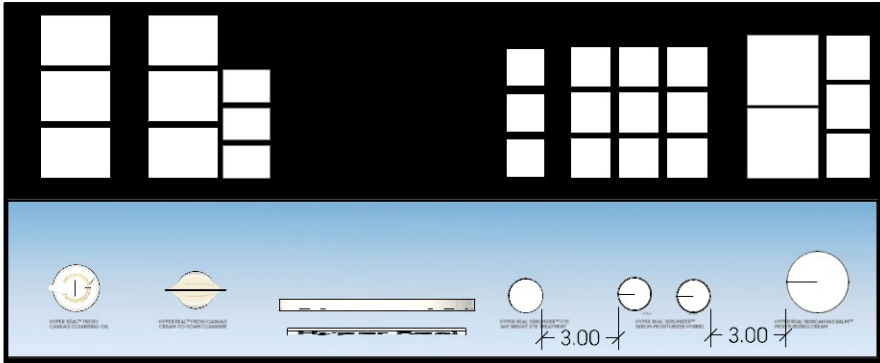
Product/Shade

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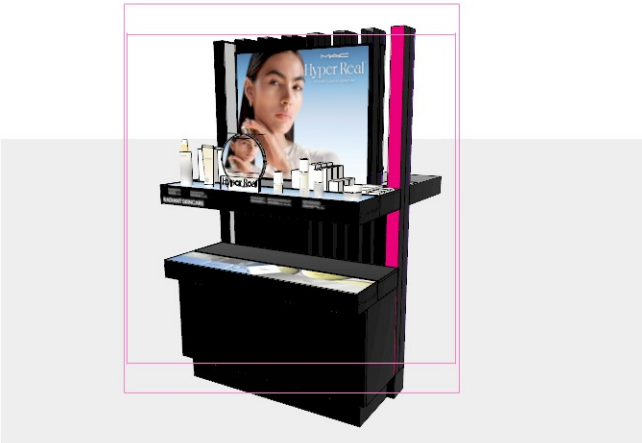
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| <div>Retail</div> <div>DESIGN DEVELOPMENT<br/>ENTER NA</div> | MAC ULTA - Gen 2 | US  | Revised: 03.25.25 KH | Revised: | Revised:              |
| <div>M·A·C</div>                                             | WEEK 36 - 2025   | DTO | Revised: 03.28.25 KH | Revised: | Final: 04.17.25       |
|                                                              |                  |     | Revised:             | Revised: | APPROVED: 04.17.25 MP |

NOT UPDATING



| BAY 09   | QTY | PRODUCT NAME                                                    |
|----------|-----|-----------------------------------------------------------------|
| Lightbox | -   | Visual                                                          |
| Shelf 1  | 1   | Hyper Real Cleanse Oil 6.7                                      |
|          | 1   | Hyper Real Fresh Canvas Cream-to-Foam Cleanser 4.2 oz           |
|          | -   | Hyper Real Fresh Canvas Cream-to-Foam Cleanser Mini- STOCK ONLY |
|          | 1   | Hyper Real Serumizer Eye                                        |
|          | 1   | Hyper Real Serumizer 50ml                                       |
|          | 1   | Hyper Real Serumizer 30ml                                       |
|          | -   | Hyper Real Serumizer Mini- STOCK ONLY                           |
|          | 1   | Hyper Real Skin Canvas Balm                                     |
|          | -   | Hyper Real Skin Canvas Balm Mini - STOCK ONLY                   |
| Shelf 2  | -   | Blank Template- Graphic Only                                    |
|          | -   | No Testers- No Stock                                            |



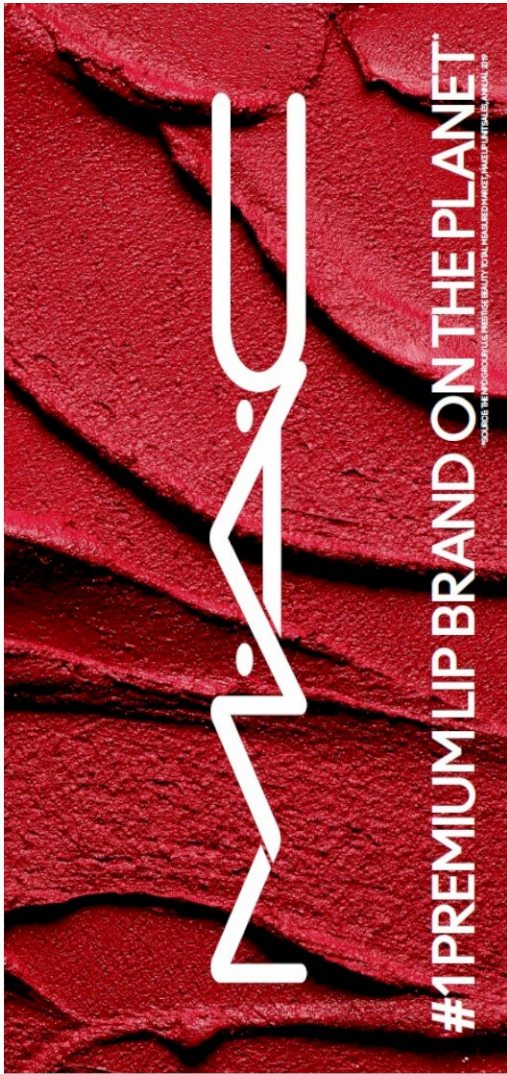
NOTE:  
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| LEGEND: |                   |                                   |
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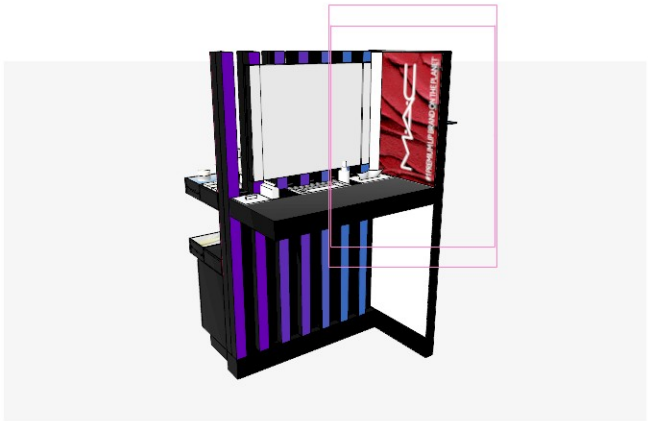


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| <div>Retail</div> <div>DESIGN<br/>DEVELOPMENT<br/>ENTER NA</div> | MAC ULTA - Gen 2 | US  | Revised: 03.25.25 KH | Revised: | Revised:              |
| <div>M·A·C</div>                                                 | WEEK 36 - 2025   | DTO | Revised: 03.28.25 KH | Revised: | Final: 04.17.25       |
|                                                                  |                  |     | Revised:             | Revised: | APPROVED: 04.17.25 MP |

NOT UPDATING



| MUS      | QTY | PRODUCT NAME           |
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| Lightbox | -   | Makeup Services Visual |



NOTE:  
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| LEGEND: |                   |                                   |
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| <div> <div>Retail</div> <div>DESIGN<br/>DEVELOPMENT<br/>ENTER NA</div> </div> | MAC ULTA - Gen 2 | US  | Revised: 03.25.25 KH | Revised: | Revised:                 |
| <div> <div>M·A·C</div> </div>                                                 | WEEK 36 - 2025   | DTO | Revised: 03.28.25 KH | Revised: | Revised: Final: 04.17.25 |
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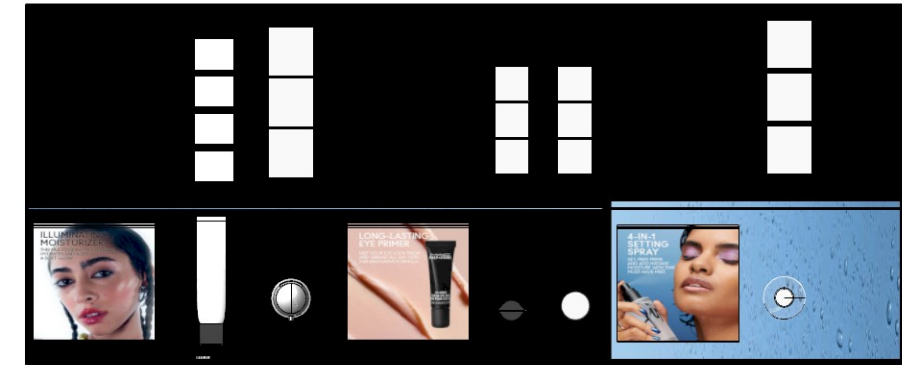
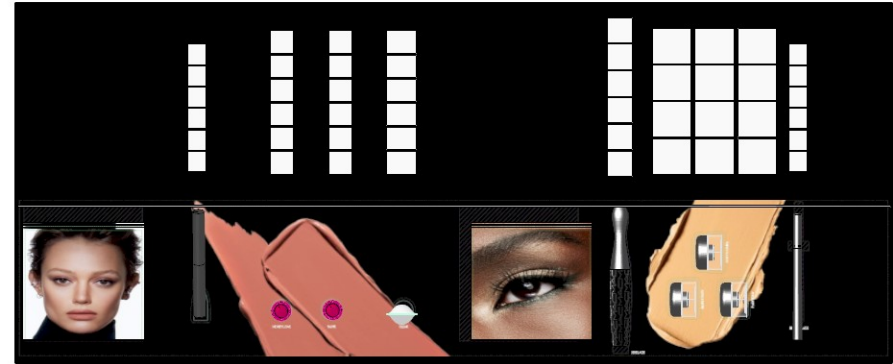
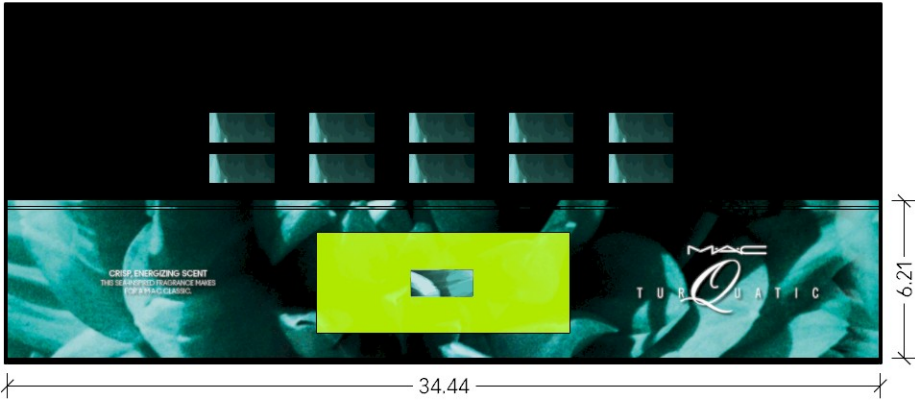
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| LEGEND: |                   |                                   |
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| ★       | ●                 | Product/Shade                     |
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| <div>Retail</div> <div>DESIGN<br/>DEVELOPMENT<br/>ENTER NA</div> | MAC ULTA - Gen 2 | US  | Revised: 03.25.25 KH | Revised: | Revised:              |
| <div>M·A·C</div>                                                 | WEEK 36 - 2025   | DTO | Revised: 03.28.25 KH | Revised: | Final: 04.17.25       |
|                                                                  |                  |     | Revised:             | Revised: | APPROVED: 04.17.25 MP |

NOT UPDATING



| BAY 10  | QTY | PRODUCT NAME                       |
|---------|-----|------------------------------------|
| Shelf 1 | 1   | Turquatic 1.7oz (50ml)             |
| Shelf 2 | -   | Graphic Holder                     |
|         | 1   | Prep+Prime Lip                     |
|         | 2   | MACximal Lipstick                  |
|         | 1   | Lipglass Clear                     |
|         | -   | Graphic Holder                     |
|         | 1   | In Extreme Dimension 3D Black Lash |
|         | 3   | Pro Longwear Paint Pot             |
|         | 1   | Brushstroke Liner                  |
| Shelf 3 | -   | Graphic Holder                     |
|         | 1   | Strobe Cream                       |
|         | 1   | Mineralize Timecheck Lotion        |
|         | -   | Graphic Holder                     |
|         | 1   | Prep+Prime 24HR Eye Base           |
|         | 1   | Prep+Prime Skin                    |
|         | -   | Graphic Holder                     |
|         | 1   | Prep+Prime Fix+                    |



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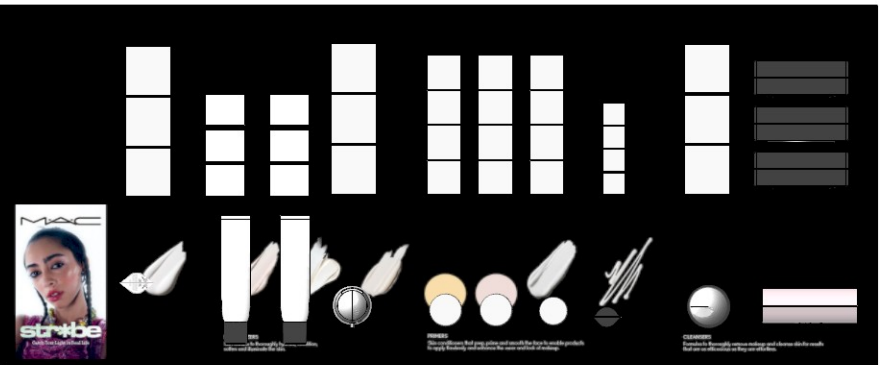
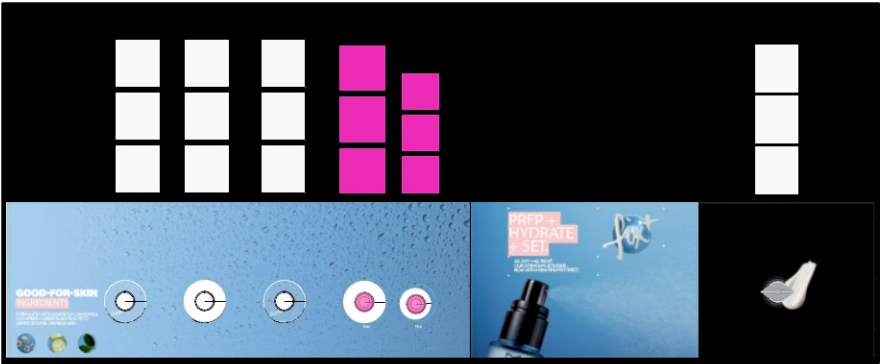
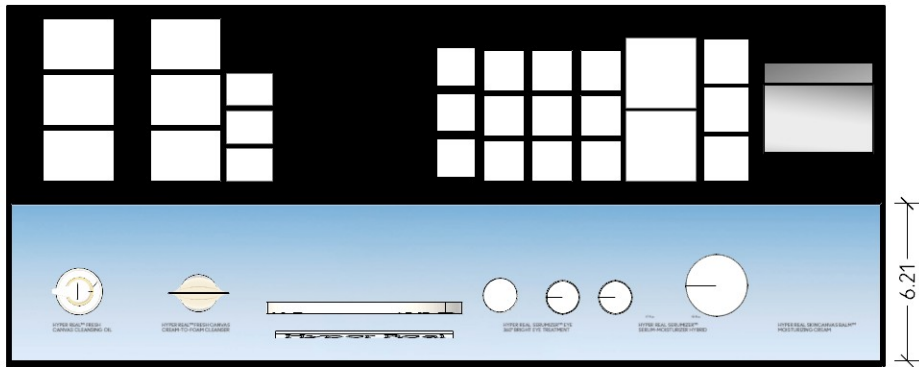
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Visual/Price Tag/Front Band

Visual Not Available At This Time



NOT UPDATING



| BAY 11  | QTY | PRODUCT NAME                                                    |
|---------|-----|-----------------------------------------------------------------|
| Shelf 1 | 1   | Hyper Real Cleanse Oil 6.7                                      |
|         | 1   | Hyper Real Fresh Canvas Cream-to Foam Cleanser 4.2oz            |
|         | -   | Hyper Real Fresh Canvas Cream-to-Foam Cleanser Mini- STOCK ONLY |
|         | 1   | Hyper Real Eye Serumizer                                        |
|         | 1   | Hyper Real Serumizer 50ml                                       |
|         | 1   | Hyper Real Serumizer 30ml                                       |
|         | -   | Hyper Real Serumizer Mini- STOCK ONLY                           |
|         | 1   | Skin Canvas Balm                                                |
|         | -   | Skin Canvas Balm Mini- STOCK ONLY                               |
|         |     |                                                                 |
| Shelf 2 | 1   | Prep + Prime Fix+                                               |
|         | 1   | Fix+ Magic Radiance                                             |
|         | 1   | Prep + Prime Fix+ Matte                                         |
|         | 1   | Fix+ Stay Over Spray                                            |
|         | 1   | Fix+ Stay Over Spray Mini                                       |
|         | 1   | Studio Fix Mattifine 12HR Shine Control Primer                  |
|         |     |                                                                 |
| Shelf 3 | 1   | Studio Radiance Moisturizing + Illuminating Silky Primer        |
|         | 2   | Strobe Cream                                                    |
|         | 1   | Mineralize Timecheck Lotion                                     |
|         | 2   | Prep+Prime Natural Radiance                                     |
|         | 1   | Prep+Prime Skin                                                 |
|         | 1   | Fast Response Eye Cream                                         |
|         | 1   | Gently Off Eye and Lip Makeup Remover                           |
|         | 1   | Gently Off Wipes + Micellar Water                               |



NOTE:  
ALL ART/COPY FPO. ALL DIMENSIONS FOR PRODUCT WELLS AND CARTONS FPO ALL WELLS MUST BE SIZED TO FIT PHYSICAL SAMPLES.

LEGEND:

New

Updated/  
Moved

Locator/Comm Box/Component

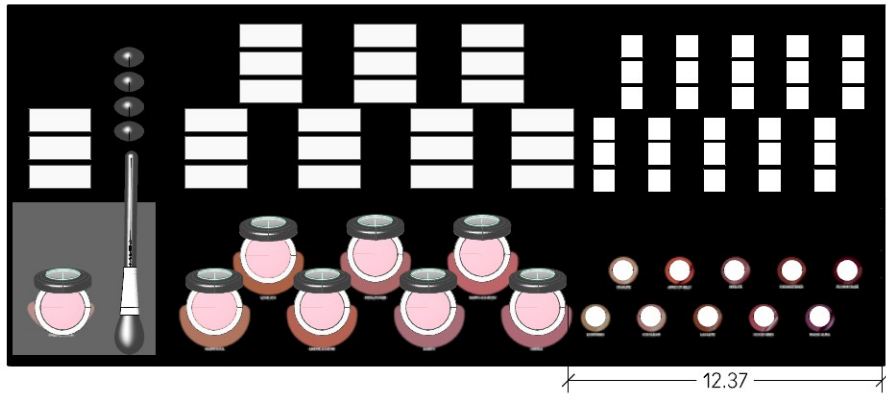
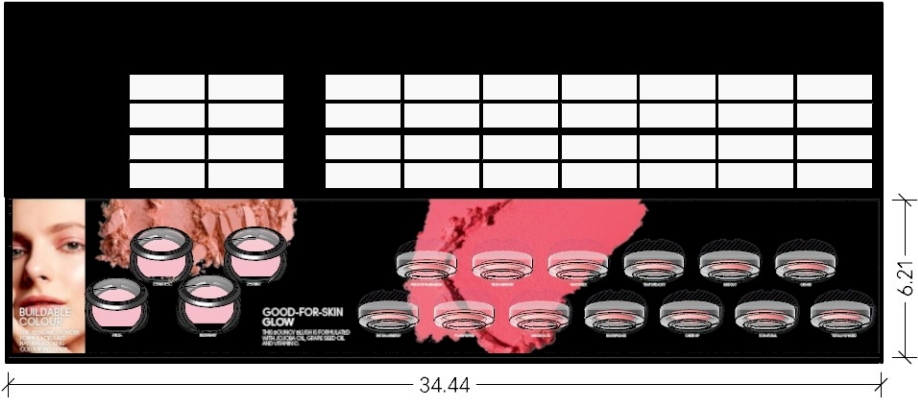
Product/Shade

Visual/Price Tag/Front Band

Visual Not Available At This Time

|                                                                  |                  |     |                      |          |                                                      |
|------------------------------------------------------------------|------------------|-----|----------------------|----------|------------------------------------------------------|
| <div>Retail</div> <div>DESIGN<br/>DEVELOPMENT<br/>ENTER NA</div> | MAC ULTA - Gen 2 | US  | Revised: 03.25.25 KH | Revised: | Revised:                                             |
| <div>M·A·C</div>                                                 | WEEK 36 - 2025   | DTO | Revised: 03.28.25 KH | Revised: | Revised:                                             |
|                                                                  |                  |     | Revised:             | Revised: | Revised:<br>Final: 04.17.25<br>APPROVED: 04.17.25 MP |

NOT UPDATING



| BAY 12  | QTY               | PRODUCT NAME                                                                                |
|---------|-------------------|---------------------------------------------------------------------------------------------|
| Shelf 1 | -                 | Glow Play Visual                                                                            |
| Shelf 2 | 4<br>13           | Powder Blush<br>Glow Play Blush Reform                                                      |
| Shelf 3 | 1<br>1<br>7<br>10 | Mineralize Blush<br>129S Powder/Blush Brush<br>Mineralize Blush<br>Strobe Beam Liquid Blush |

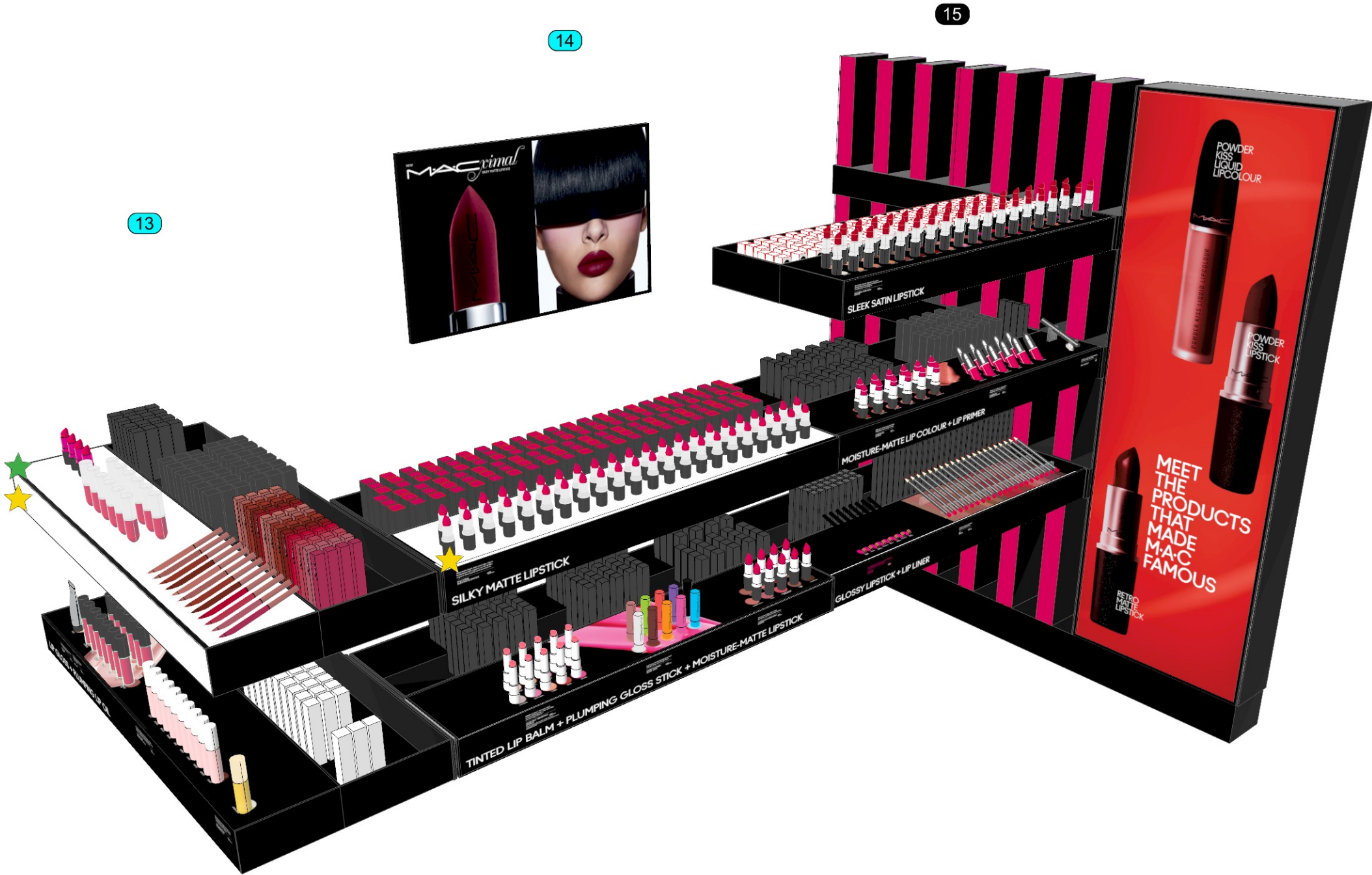


NOTE:  
ALL ART/COPY FPO. ALL DIMENSIONS FOR PRODUCT WELLS AND CARTONS FPO ALL WELLS MUST BE SIZED TO FIT PHYSICAL SAMPLES.

| LEGEND: |                   |                                   |
|---------|-------------------|-----------------------------------|
| New     | Updated/<br>Moved |                                   |
| ★       | ●                 | Locator/Comm Box/Component        |
| ★       | ●                 | Product/Shade                     |
| ★       | ●                 | Visual/Price Tag/Front Band       |
|         | ○                 | Visual Not Available At This Time |



|                                                                            |                  |     |                      |          |                          |
|----------------------------------------------------------------------------|------------------|-----|----------------------|----------|--------------------------|
| <div><div>Retail</div><div>DESIGN<br/>DEVELOPMENT<br/>ENTER NA</div></div> | MAC ULTA - Gen 2 | US  | Revised: 03.25.25 KH | Revised: | Revised:                 |
| <div><div>M·A·C</div></div>                                                | WEEK 36 - 2025   | DTO | Revised: 03.28.25 KH | Revised: | Revised: Final: 04.17.25 |
|                                                                            |                  |     | Revised:             | Revised: | APPROVED: 04.17.25 MP    |

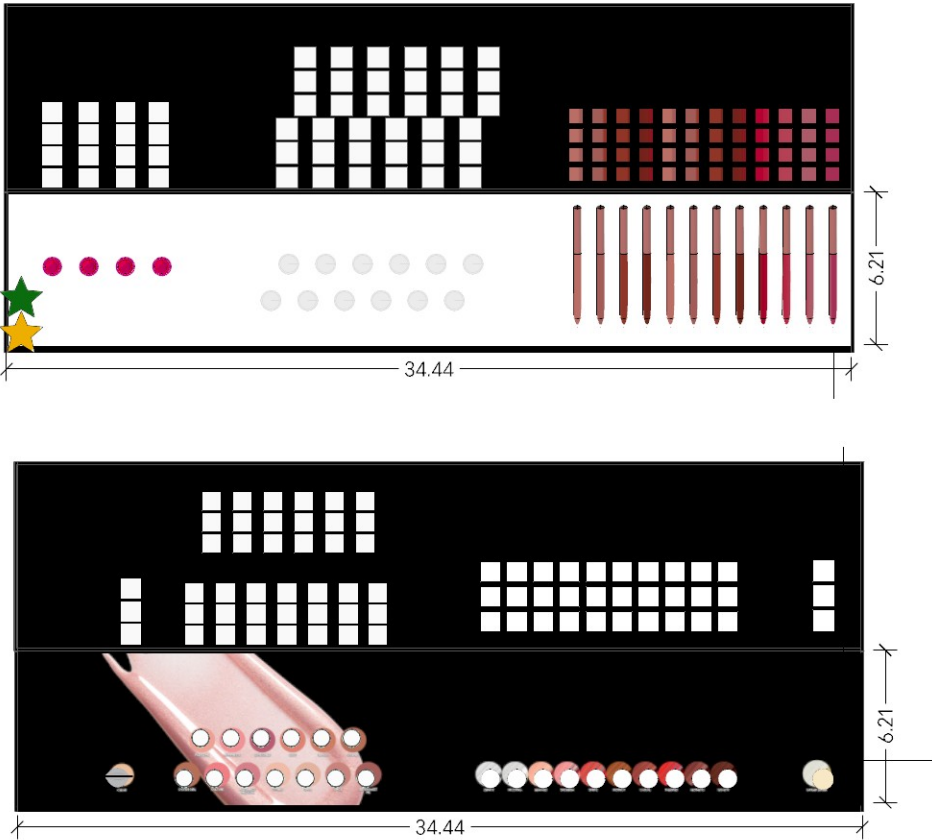


NOTE:  
ALL ART/COPY FPO. ALL DIMENSIONS FOR PRODUCT WELLS AND CARTONS FPO ALL WELLS MUST BE SIZED TO FIT PHYSICAL SAMPLES.

| LEGEND: |                   |                                   |
|---------|-------------------|-----------------------------------|
| New     | Updated/<br>Moved |                                   |
| ★       | ●                 | Locator/Comm Box/Component        |
| ★       | ●                 | Product/Shade                     |
| ★       | ●                 | Visual/Price Tag/Front Band       |
|         | ○                 | Visual Not Available At This Time |



UPDATING



| BAY 13  | QTY | PRODUCT NAME              |
|---------|-----|---------------------------|
| Shelf 1 | 4   | MACximal Viva Glam        |
|         | 12  | Locked Kiss Ink Lipcolour |
|         | 12  | Dazzlelips Crayon         |
| Shelf 2 | 1   | Lipglass Clear            |
|         | 13  | Lipglass                  |
|         | 10  | Lipglass Air              |
|         | 1   | Lipglass Blow             |



NOTE:  
ALL ART/COPY FPO. ALL DIMENSIONS FOR PRODUCT WELLS AND CARTONS FPO ALL WELLS MUST BE SIZED TO FIT PHYSICAL SAMPLES.

LEGEND:

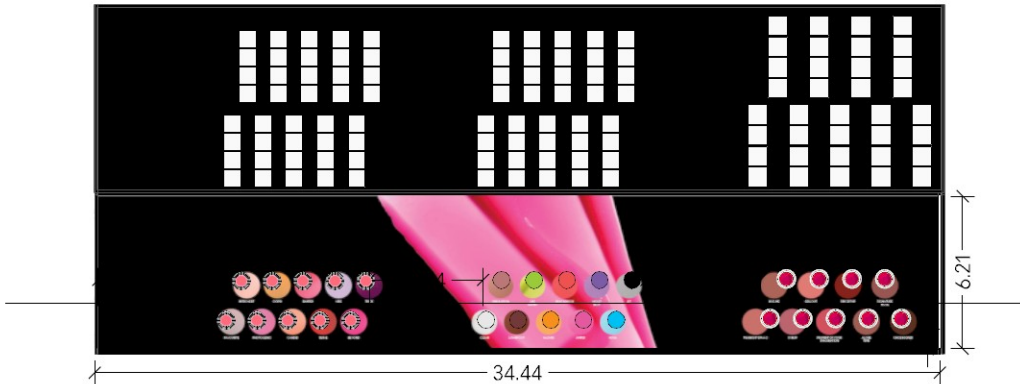
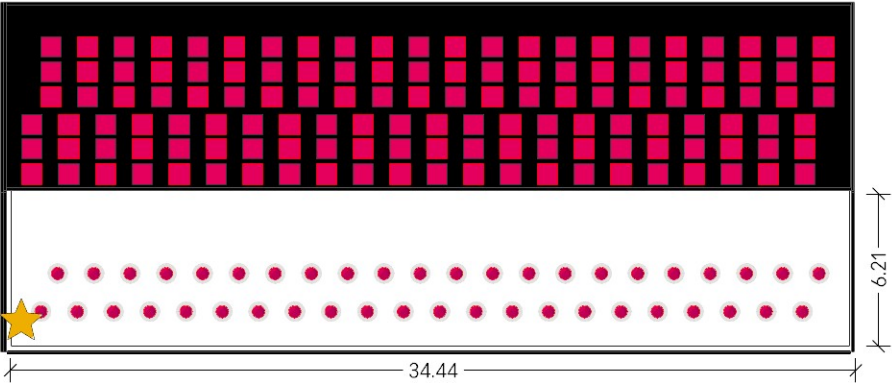
|     |                   |                                   |
|-----|-------------------|-----------------------------------|
| New | Updated/<br>Moved |                                   |
| ★   | ●                 | Locator/Comm Box/Component        |
| ★   | ●                 | Product/Shade                     |
| ★   | ●                 | Visual/Price Tag/Front Band       |
|     | ○                 | Visual Not Available At This Time |

|                                                                  |                  |     |                      |          |                       |
|------------------------------------------------------------------|------------------|-----|----------------------|----------|-----------------------|
| <div>Retail</div> <div>DESIGN<br/>DEVELOPMENT<br/>ENTER NA</div> | MAC ULTA - Gen 2 | US  | Revised: 03.25.25 KH | Revised: | Revised:              |
| <div>M·A·C</div>                                                 | WEEK 36 - 2025   | DTO | Revised: 03.28.25 KH | Revised: | Final: 04.17.25       |
|                                                                  |                  |     | Revised:             | Revised: | APPROVED: 04.17.25 MP |

UPDATING



| BAY 14  | QTY           | PRODUCT NAME                                                                                     |
|---------|---------------|--------------------------------------------------------------------------------------------------|
| Shelf 1 | -             | MACximal Matte Lipstick Visual                                                                   |
| Shelf 2 | 44            | MACximal Matte Lipstick                                                                          |
| Shelf 3 | 10<br>10<br>9 | Glow Play Tendertalk Lip Balm<br>Squirt Plumping Gloss Stick<br>Lustreglass Sheer-Shine Lipstick |



NOTE:  
ALL ART/COPY FPO. ALL DIMENSIONS FOR PRODUCT WELLS AND CARTONS FPO ALL WELLS MUST BE SIZED TO FIT PHYSICAL SAMPLES.

LEGEND:

New

Updated/  
Moved

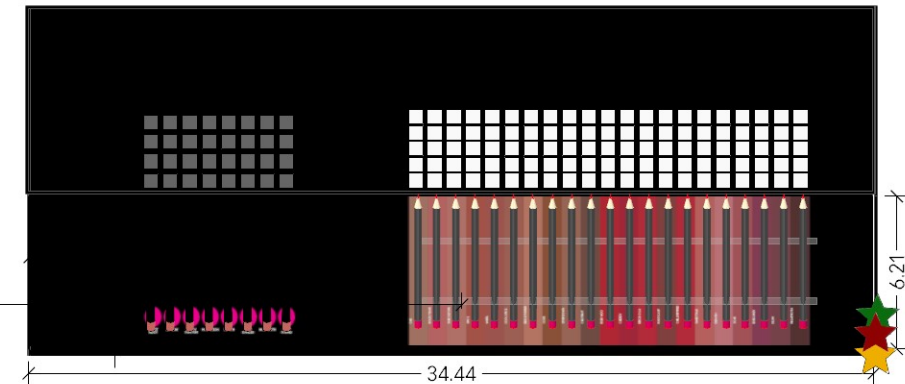
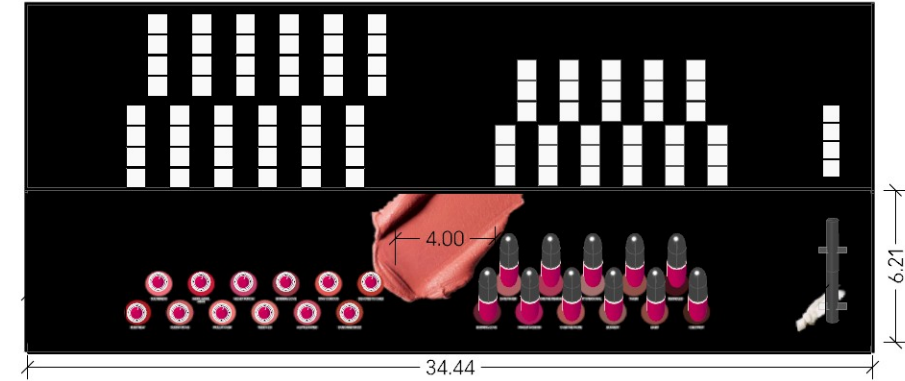
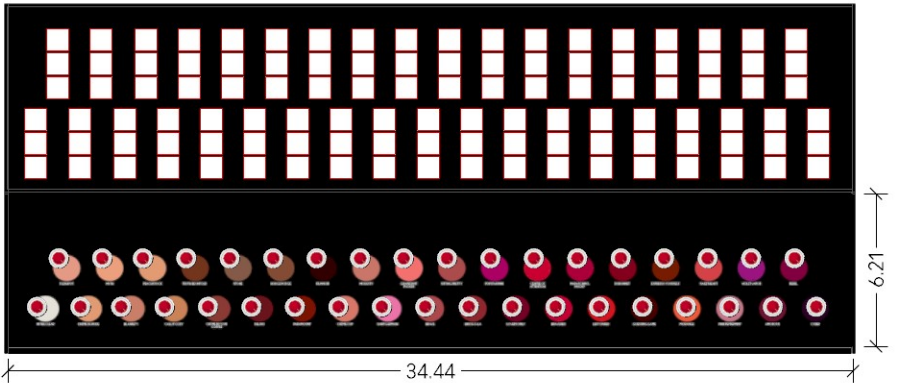
Locator/Comm Box/Component

Product/Shade

Visual/Price Tag/Front Band

Visual Not Available At This Time

NOT UPDATING



| BAY 15  | QTY | PRODUCT NAME                  |
|---------|-----|-------------------------------|
| Shelf 1 | 37  | MACximal Sleek Satin Lipstick |
| Shelf 2 | 12  | Powder Kiss Lipstick          |
|         | 11  | Powder Kiss Liquid Lip        |
|         | 1   | Prep + Prime Lip              |
| Shelf 3 | 8   | Lip Glazer                    |
|         | 21  | Lip Pencil                    |



NOTE:  
ALL ART/COPY FPO. ALL DIMENSIONS FOR PRODUCT WELLS AND CARTONS FPO ALL WELLS MUST BE SIZED TO FIT PHYSICAL SAMPLES.

LEGEND:

|     |                   |                                   |
|-----|-------------------|-----------------------------------|
| New | Updated/<br>Moved |                                   |
| ★   | ●                 | Locator/Comm Box/Component        |
| ★   | ●                 | Product/Shade                     |
| ★   | ●                 | Visual/Price Tag/Front Band       |
|     | ○                 | Visual Not Available At This Time |



|                                                                  |                  |     |                      |          |                       |
|------------------------------------------------------------------|------------------|-----|----------------------|----------|-----------------------|
| <div>Retail</div> <div>DESIGN<br/>DEVELOPMENT<br/>ENTER NA</div> | MAC ULTA - Gen 2 | US  | Revised: 03.25.25 KH | Revised: | Revised:              |
| <div>M·A·C</div>                                                 | WEEK 36 - 2025   | DTO | Revised: 03.28.25 KH | Revised: | Final: 04.17.25       |
|                                                                  |                  |     | Revised:             | Revised: | APPROVED: 04.17.25 MP |

NOT UPDATING



| TREND    | QTY | PRODUCT NAME |
|----------|-----|--------------|
| Lightbox | -   | Trend Visual |



NOTE:  
ALL ART/COPY FPO. ALL DIMENSIONS FOR PRODUCT WELLS AND CARTONS FPO ALL WELLS MUST BE SIZED TO FIT PHYSICAL SAMPLES.

| LEGEND: |                   |                                   |
|---------|-------------------|-----------------------------------|
| New     | Updated/<br>Moved |                                   |
| ★       | ●                 | Locator/Comm Box/Component        |
| ★       | ●                 | Product/Shade                     |
| ★       | ●                 | Visual/Price Tag/Front Band       |
|         | ○                 | Visual Not Available At This Time |

# ***The Ordinary***

***Visual Merchandising SP26 Jan- June***



# Ulta - W39 Update- Sulfur + Lip

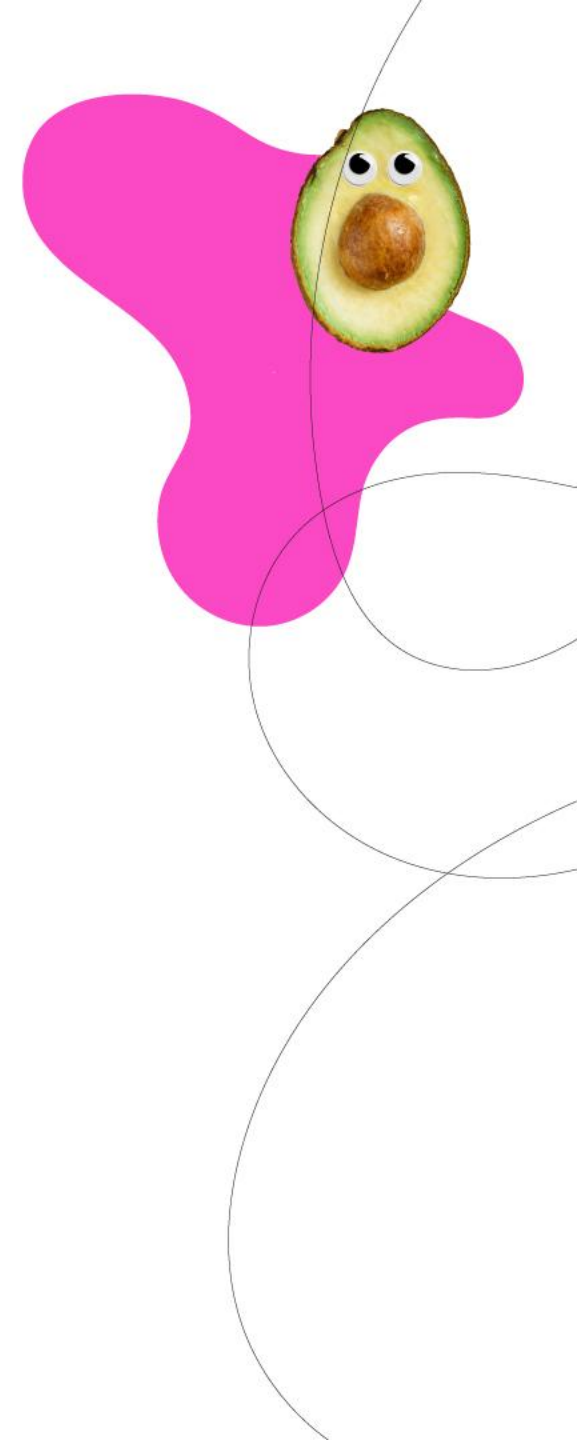
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Oct 25

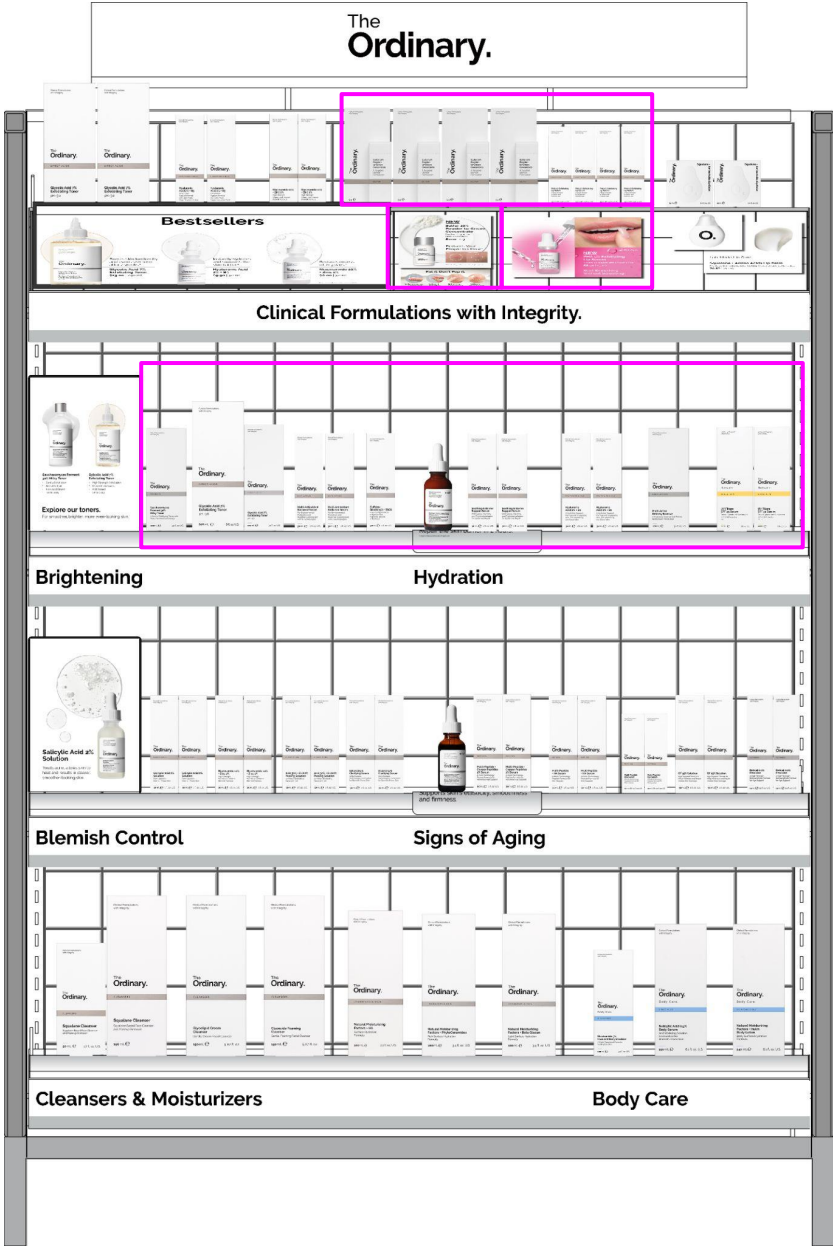
US



**3' GONDOLA**



# 3' Inline Gondola



Updates

POG

PRINT FILES

Top Shelf Graphics

Front Strips and Lower Shelves

**All products seen on S1 are testers and not graphic and cannot be moved**



# Clinical Formulations with Integrity.



### 3' Gondola - S1 Graphics



**NEW**

**Sulfur 10% Powder-to-Cream Concentrate**

Fast-acting acne spot treatment.

**\$9.90 | 5 g**



Reduces Your Pimple in 1 Hour.\*



\*Clinical testing on 30 people, after single application.

**Pat it, Don't Pop it.**



① Dispense on your finger.

② Rub it together.

③ Pat it on your pimple.

④ Dries translucent.



**NEW**

**PHA 5% Exfoliating Lip Serum**

Gently exfoliates and smooths lips.

**\$8.50 | 15 mL**



Start Smoothing Without Scrubbing.



PM Only

3' Inline Gondola - S2



**Saccharomyces Ferment 30% Milky Toner**

Gently exfoliates for smoother, more hydrated and radiant skin.

Suitable for sensitive skin.

The Ordinary.

FERMENT

Saccharomyces Ferment 30% Milky Toner

A Gentle Exfoliating Toner with Ferment Technology

100 mL € 34.90 US

The Ordinary.

DIRECT ACIDS

Glycolic Acid 7% Exfoliating Toner

pH 3.5

240 mL € 8.90 US

The Ordinary.

DIRECT ACIDS

Glycolic Acid 7% Exfoliating Toner

pH 3.5

100 mL € 34.90 US

The Ordinary.

MULTI-ACTIVES

Multi-Antioxidant Radiance Serum

For Environmental Protection and Hydration

30 mL € 15.00 US

The Ordinary.

MULTI-ACTIVES

Multi-Antioxidant Radiance Serum

For Environmental Protection and Hydration

30 mL € 15.00 US

The Ordinary.

MULTI-ACTIVES

Caffeine Solution 5% + EGCG

For Depuffing and Brightening

30 mL € 15.00 US

The Ordinary.

SOOTHING & BARRIER SUPPORT

Soothing & Barrier Support Serum

Repairs Barrier | Soothing | Signs of Redness

30 mL € 15.00 US

The Ordinary.

SOOTHING & BARRIER SUPPORT

Soothing & Barrier Support Serum

Repairs Barrier | Soothing | Signs of Redness

30 mL € 15.00 US

The Ordinary.

HYALURONIC ACID

Hyaluronic Acid 2% + B5

Instant Hydration | Smoothing | Plumping

30 mL € 15.00 US

The Ordinary.

HYALURONIC ACID

Hyaluronic Acid 2% + B5

Instant Hydration | Smoothing | Plumping

30 mL € 15.00 US

The Ordinary.

MULTI-ACTIVES

Multi-Active Delivery Essence

Instantly Softens and Smooths | Enhances Ingredient Delivery

100 mL € 34.90 US

The Ordinary.

MULTI-ACTIVES

Multi-Active Delivery Essence

Instantly Softens and Smooths | Enhances Ingredient Delivery

100 mL € 34.90 US

The Ordinary.

SUNSCREEN

UV Filters SPF 45 Serum

Broad Spectrum Sunscreen | UVA/UVB Protection | No White Cast | Layerable

60 mL € 19.00 US

The Ordinary.

SUNSCREEN

UV Filters SPF 45 Serum

Broad Spectrum Sunscreen | UVA/UVB Protection | No White Cast | Layerable

60 mL € 19.00 US



**Saccharomyces Ferment 30% Milky Toner**

**\$14.00** | 100 mL

 Gentle Exfoliator | Evens Skin Tone and Texture | Suitable for Sensitive Skin



**Glycolic Acid 7% Exfoliating Toner**

**\$13.00** | 240 mL   **\$8.70** | 100 mL

 High Strength Exfoliator | Evens Skin Tone and Significantly Smooths Texture



**Multi-Antioxidant & Radiance Serum**

**\$14.00** | 30 mL

Antioxidant Support | Brightens Dull Skin



**Caffeine Solution 5% + EGCG**

**\$9.20** | 30 mL

Depuffing | Brightening | For Eyes



**Soothing & Barrier Support Serum**

Repairs Barrier | Soothing | Signs of Redness

**\$17.00** | 30 mL

Repair the skin barrier in 2 hours.



**Hyaluronic Acid 2% + B5**

**\$9.90** | 30 mL

Instant Hydration | Smoothing | Plumping

**NEW**

**Multi-Active Delivery Essence**

**\$12.00** | 100 mL

Instantly Softens and Smooths | Enhances Ingredient Delivery

**UV Filters SPF 45 Serum**

**\$19.00** | 60 mL

UVA and UVB Protection | No White Cast | Layerable

Brightening

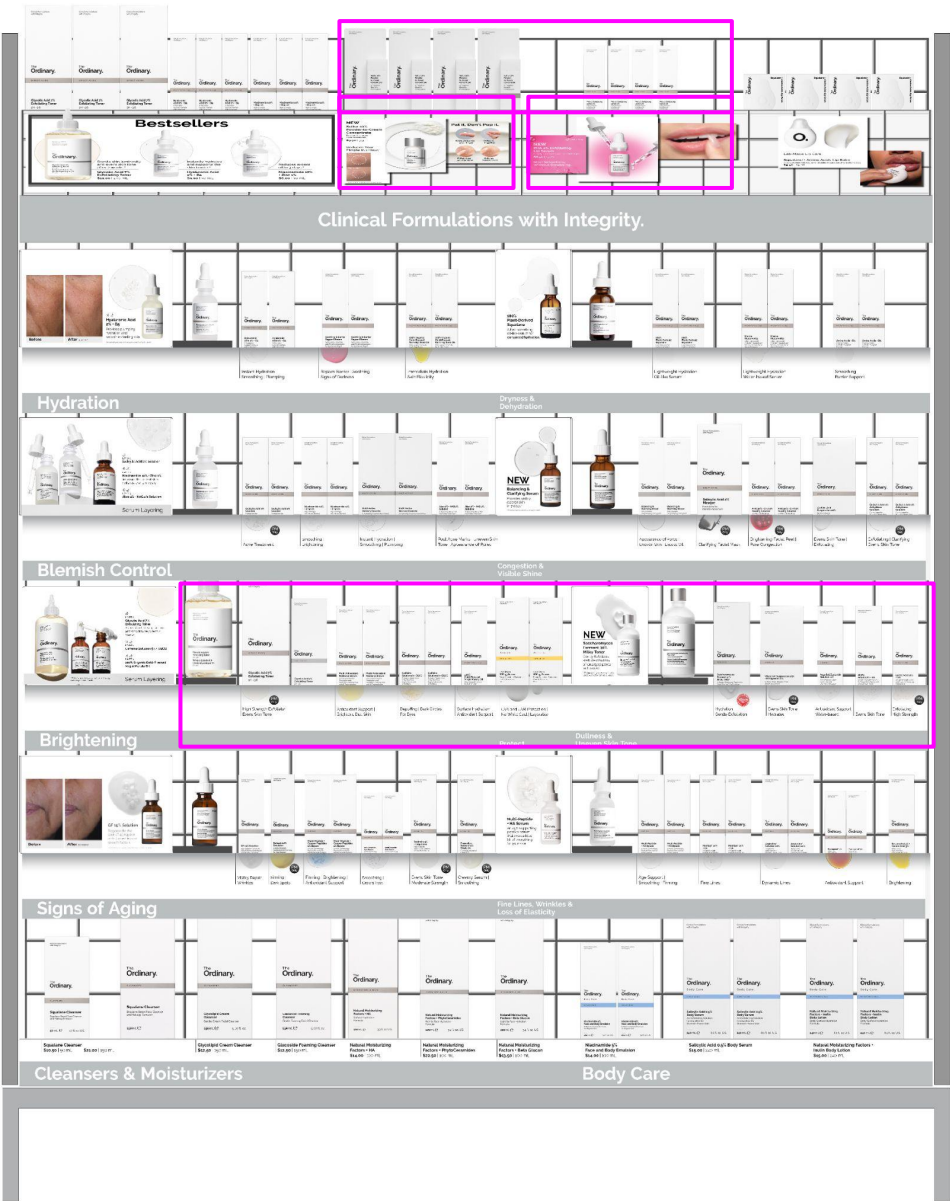
Hydration

# 4' INLINE GONDOLA





# 4' Gondola



Updates

POG

PRINT FILES

Top Shelf Graphics

Front Strips and Lower Shelves

**4' Gondola - S1 - All products seen on S1 are testers and not graphic and cannot be moved**

The Ordinary. Glycolic Acid 7% Exfoliating Toner. Boosts skin luminosity and evens skin tone after 2 weeks.<sup>1</sup>

The Ordinary. Hyaluronic Acid 2% + B5. Instantly hydrates and supports the skin barrier.<sup>1</sup>

The Ordinary. Niacinamide 10% + Zinc 1%. Reduces excess oil in 3 days.<sup>1</sup>

**Bestsellers**

**NEW** Sulfur 10% Powder-to-Cream Concentrate. Freshening acne spot treatment. \$9.90 | 15 g.

Reduces Your Pimple in 1 Hour<sup>1</sup>.

Pat it, Don't Pop it.

**NEW** Smart-Soothing Without Scrubbing PHAs Exfoliating Lip Serum. Intensely hydrating and smoothed lips. \$9.90 | 15 mL.

Squalane + Amino Acids Lip Balm. Provides immediate long-lasting hydration and softens lips. \$9.90 | 15 mL.

## Clinical Formulations with Integrity.

# 4' Gondola - S1 Graphics

**NEW**  
**Sulfur 10% Powder-to-Cream Concentrate**  
Fast-acting acne spot treatment.  
**\$9.90** | 5 g

Reduces Your Pimple in 1 Hour.\*



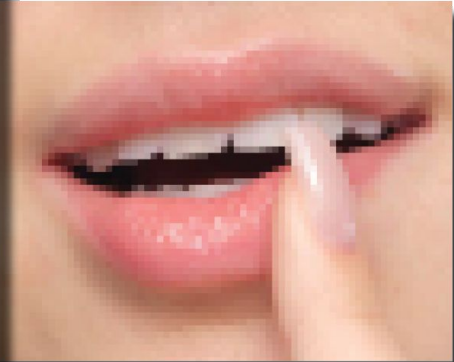
\*Clinical testing on 30 people, after single application.



**Pat it, Don't Pop it.**

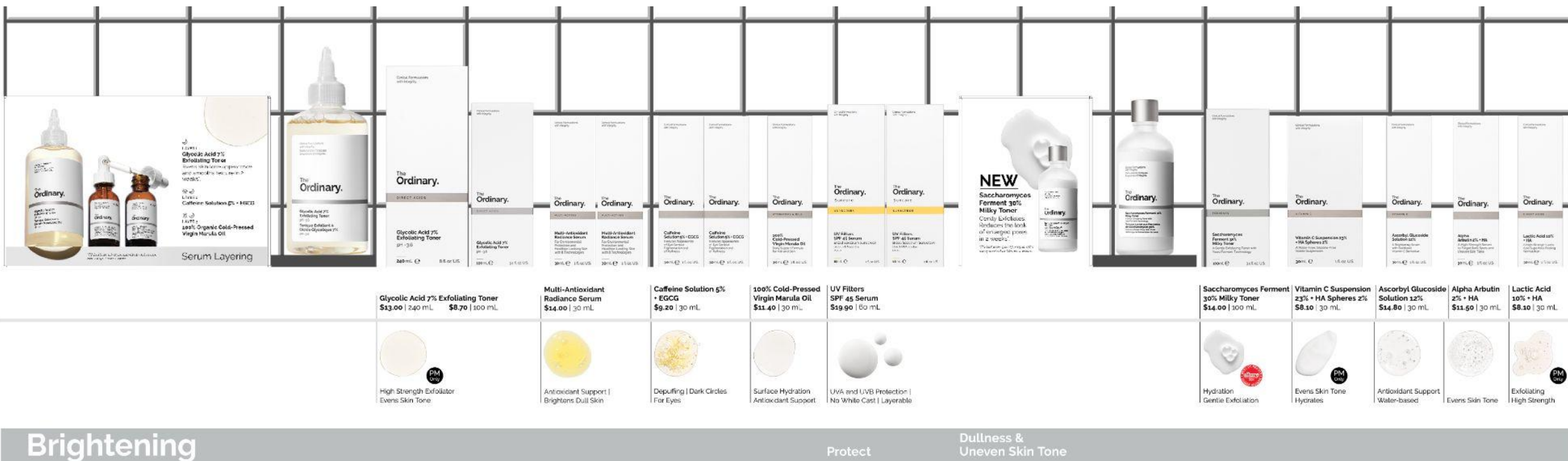


**NEW**  
**PHA 5% Exfoliating Lip Serum**  
Gently exfoliates and smooths lips.  
**\$8.50** | 15 mL  
Start Smoothing Without Scrubbing.

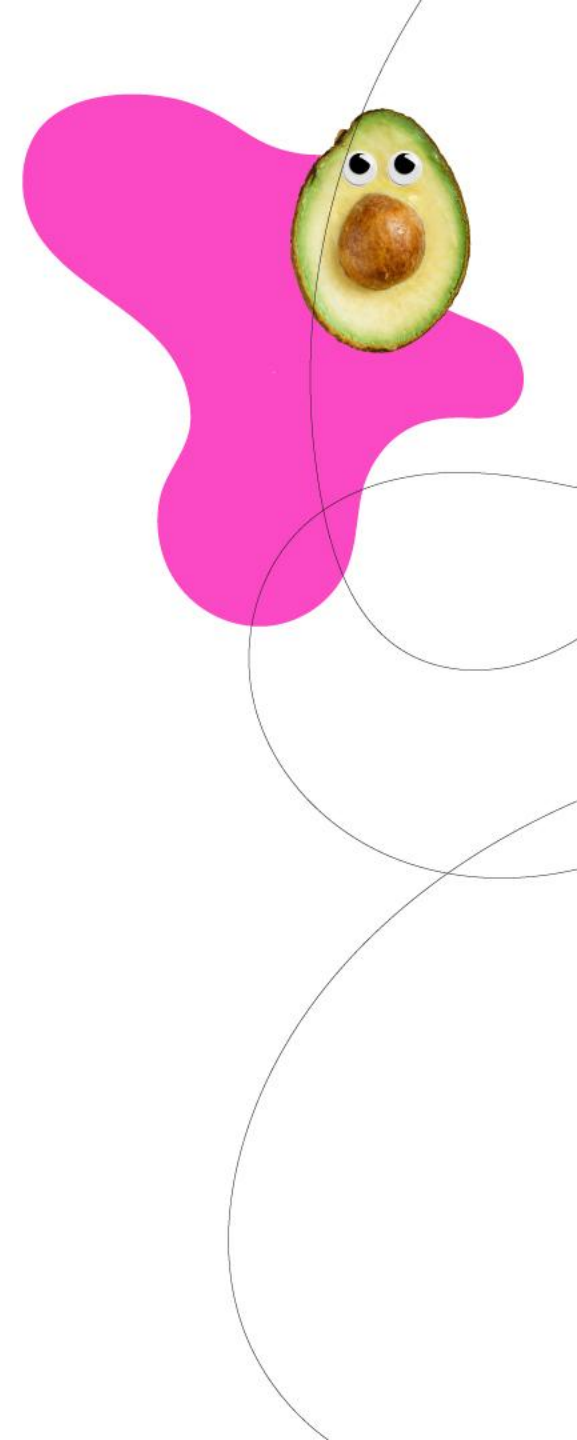




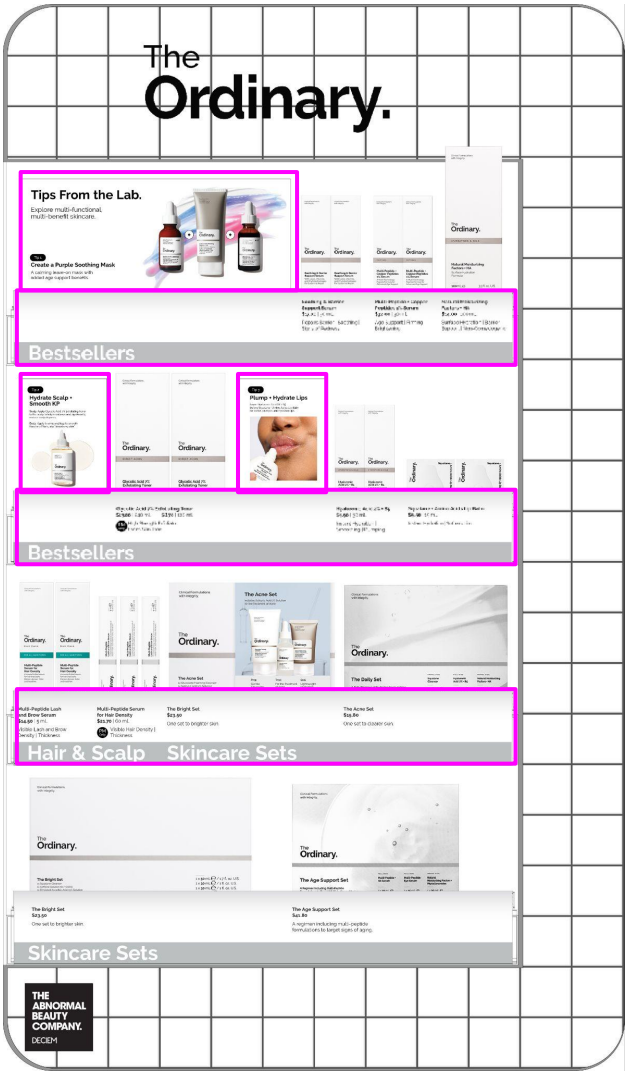
## 4' Gondola - S4 Strips



# Endcap



# Inline Endcap



Updates

POG

PRINT FILES

Shelf Graphics + Strips



Tips From the Lab.

Explore multi-functional,  
multi-benefit skincare.

Tip 1  
Create a Purple Soothing Mask  
A calming leave-on mask with  
added age support benefits.



Soothing & Barrier  
Support Serum  
\$17.00 | 30 mL

Repairs Barrier | Soothing |  
Signs of Redness

Multi-Peptide + Copper  
Peptides 1% Serum  
\$32.00 | 30 mL

Age Support | Firming |  
Brightening

Natural Moisturizing  
Factors + HA  
\$14.00 | 100 mL  
Surface Hydration | Barrier  
Support | Non-Comedogenic

Bestsellers

# Inline Endcap - S1

Tip 2

## Hydrate Scalp + Smooth KP

Scalp: Apply Glycolic Acid 7% Exfoliating Toner to the scalp to help rebalance and significantly reduce scalp dryness.

Body: Apply to arms and legs to smooth Keratosis Pilaris, aka "strawberry skin".



Tip 3

## Plump + Hydrate Lips

Layer Hyaluronic Acid 2% + B5 before Squalane + Amino Acids Lip Balm for softer, plumper, and hydrated lips.



Alt Sign

Tip 3

## Plump + Hydrate Lips

Layer Hyaluronic Acid 2% + B5 before Squalane + Amino Acids Lip Balm for softer, plumper, and hydrated lips.



Glycolic Acid 7% Exfoliating Toner  
\$13.00 | 240 mL    \$8.70 | 100 mL

PM Only High Strength Exfoliator | Evens Skin Tone

Hyaluronic Acid 2% + B5  
\$9.90 | 30 mL

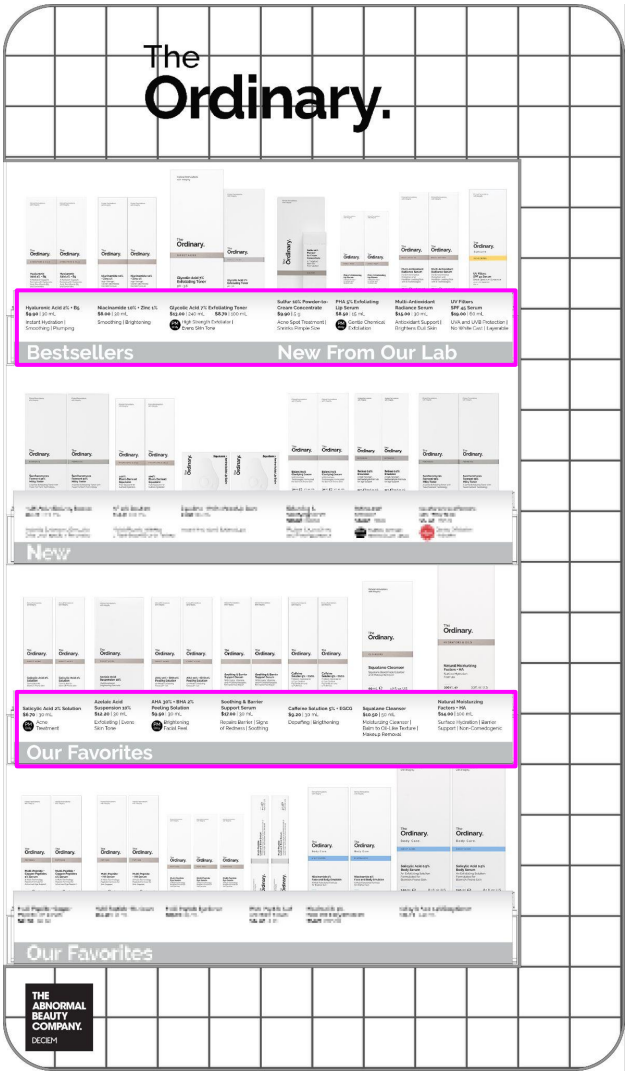
Instant Hydration | Smoothing | Plumping

Squalane + Amino Acids Lip Balm  
\$9.50 | 15 mL

Instant Hydration | Softens Lips

Bestsellers

# Standalone Endcap



Updates

POG

PRINT FILES

Front Strips

# Standalone Endcap

**Hyaluronic Acid 2% + B5**  
**\$9.90** | 30 mL  
Instant Hydration |  
Smoothing | Plumping

**Niacinamide 10% + Zinc 1%**  
**\$6.00** | 30 mL  
Smoothing | Brightening

**Glycolic Acid 7% Exfoliating Toner**  
**\$13.00** | 240 mL    **\$8.70** | 100 mL  
 High Strength Exfoliator |  
Evens Skin Tone

**Sulfur 10% Powder-to-Cream Concentrate**  
**\$9.90** | 5 g  
Acne Spot Treatment |  
Shrinks Pimple Size

**PHA 5% Exfoliating Lip Serum**  
**\$8.50** | 15 mL  
 Gentle Chemical  
Exfoliation

**Multi-Antioxidant Radiance Serum**  
**\$15.00** | 30 mL  
Antioxidant Support |  
Brightens Dull Skin

**UV Filters SPF 45 Serum**  
**\$19.00** | 60 mL  
UVA and UVB Protection |  
No White Cast | Layerable

## Bestsellers

## New From Our Lab

**Salicylic Acid 2% Solution**  
**\$6.70** | 30 mL  
 Acne  
Treatment

**Azelaic Acid Suspension 10%**  
**\$12.20** | 30 mL  
Exfoliating | Evens  
Skin Tone

**AHA 30% + BHA 2% Peeling Solution**  
**\$9.50** | 30 mL  
 Brightening  
Facial Peel

**Soothing & Barrier Support Serum**  
**\$17.00** | 30 mL  
Repairs Barrier | Signs  
of Redness | Soothing

**Caffeine Solution 5% + EGCG**  
**\$9.20** | 30 mL  
Depuffing | Brightening

**Squalane Cleanser**  
**\$10.50** | 50 mL  
Moisturizing Cleanser |  
Balm to Oil-Like Texture |  
Makeup Removal

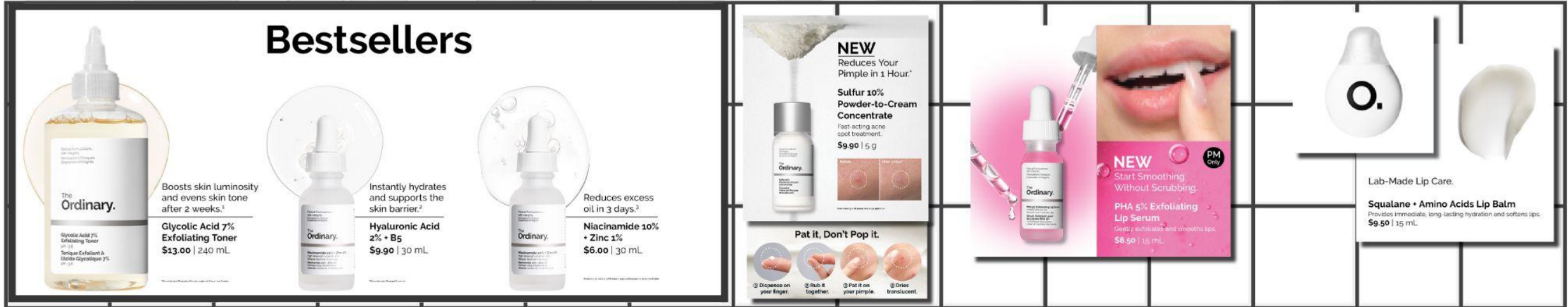
**Natural Moisturizing Factors + HA**  
**\$14.00** | 100 mL  
Surface Hydration | Barrier  
Support | Non-Comedogenic

## Our Favorites



POG

**All products seen on S1 are testers and not graphic**



## Clinical Formulations with Integrity.

**4' Gondola - S1 - All products seen on S1 are testers and not graphic**

|                                                                                                                                                        |                                                                                                                                 |                                                                                                                                                                                                                           |                                                                                                                                               |                                                                                                                                             |                                                                                                                                                    |
|--------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                                                                        |                                                                                                                                 |                                                                                                                                                                                                                           |                                                                                                                                               |                                                                                                                                             |                                                                                                                                                    |
| <p>The Ordinary.</p> <p>Glycolic Acid 7% Exfoliating Toner<br/>\$13.00   240 mL</p> <p>Balances skin luminosity and evens skin tone after 2 weeks!</p> | <p>The Ordinary.</p> <p>Hyaluronic Acid 2% + B5<br/>\$9.95   30 mL</p> <p>Instantly hydrates and supports the skin barrier!</p> | <p>Pat it, Don't Pop it.</p> <p>Sulfur 10% Powder-to-Cream Concentrate<br/>Fast-acting acne spot treatment.<br/>\$9.90   5 g</p> <p>REDUCES excess oil in 5 days!</p> <p>Niacinamide 10% + ZINC 1%<br/>\$6.00   30 mL</p> | <p>NEW Reduces Your Pimple in 1 Hour!</p> <p>Sulfur 10% Powder-to-Cream Concentrate<br/>Fast-acting acne spot treatment.<br/>\$9.90   5 g</p> | <p>NEW Soft Smoothing Without Scrubbing.</p> <p>PHA 5% Exfoliating Lip Serum<br/>Gentle exfoliates and smooths lips.<br/>\$8.50   15 mL</p> | <p>Lab-Made Lip Care</p> <p>Squelane + Amino Acids Lip Balm<br/>Provides immediate long-lasting hydration and soothes lips.<br/>\$9.50   15 mL</p> |

## Clinical Formulations with Integrity.

### 3' Gondola - S1 Graphics | Option 2- Sulfur w/ 4 Steps



**NEW**  
Reduces Your Pimple in 1 Hour.\*



\*Clinical testing on 30 people, after single application.

**Sulfur 10% Powder-to-Cream Concentrate**  
Fast-acting acne spot treatment.  
**\$9.90 | 5 g**



**Pat it, Don't Pop it.**



① Dispense on your finger.

② Rub it together.

③ Pat it on your pimple.

④ Dries translucent.



**NEW**  
Reduces Your Pimple in 1 Hour.\*

**Sulfur 10% Powder-to-Cream Concentrate**  
Fast-acting acne spot treatment..  
**\$9.90 | 5 g**



\*Clinical testing on 30 people, after single application.



**Pat it, Don't Pop it.**



① Dispense on your finger.

② Rub it together.

③ Pat it on your pimple.

④ Dries translucent.



### 3' Gondola - S1 Graphics **OPTION 2**



# 4' Gondola - S1 Graphics | Option 2- Sulfur w/ 4 Steps

**Pat it,  
Don't Pop it.**



① Dispense on your finger.



② Rub it together.



③ Pat it on your pimple.



④ Dries translucent.



**NEW**  
Reduces Your  
Pimple in 1 Hour.\*

**Sulfur 10%  
Powder-to-Cream  
Concentrate**  
Fast-acting acne  
spot treatment..  
**\$9.90 | 5 g**



\*Clinical testing on 30 people, after single application.

**NEW**  
Reduces Your  
Pimple in 1 Hour.\*

**Sulfur 10%  
Powder-to-Cream  
Concentrate**  
Fast-acting acne spot treatment.  
**\$9.90 | 5 g**



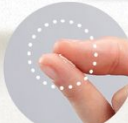
\*Clinical testing on 30 people, after single application.



**Pat it,  
Don't Pop it.**



① Dispense on your finger.



② Rub it together.



③ Pat it on your pimple.



④ Dries translucent.

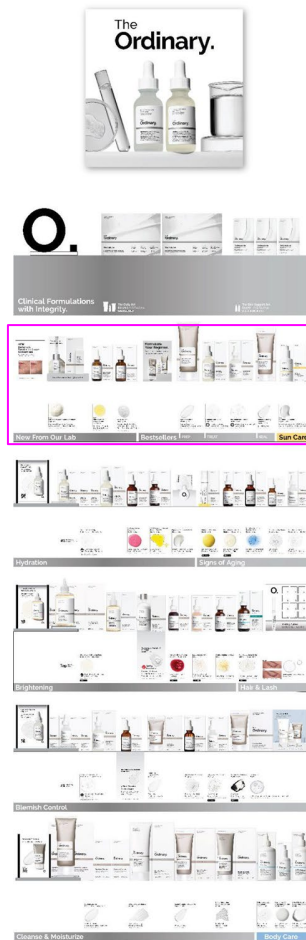
# FY26 Q1 Sephora US

Sulfur Update

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August 8 2025

US



☐ Updates

POG

**Files for Print:**

Shelf Strips

Sulfur Holder (same for all units, includes silkscreen and litho graphics in file)

Shelf 2 Sulfur Graphic

Shelf 2 Regimen Graphic



## Shelf 2 Update

The collage features various The Ordinary skincare products. On the left, a bottle of Sulfur 10% Powder-to-Cream Concentrate is shown with a patch test result. Next to it is a bottle of Multi-Antioxidant Radiance Serum. In the center, a bottle of CF 15% Solution is displayed. To its right is a bottle of Squalane Cleanser. Further right is a bottle of Hyaluronic Acid 2% + B5. Next is a bottle of Niacinamide 10% + Zinc 1%. To its right is a bottle of Natural Moisturizing Factors + HA. On the far right is a bottle of UV Filters SPF 45 Serum. The products are arranged in a grid-like fashion with some overlapping.

# Shelf 2 Update

**NEW**  
**Sulfur 10% Powder-to-Cream Concentrate**  
Reduces the redness, blemishes, and additional pimples in 1 hour.



1 bottle = more than 150 patches

**Formulate Your Regimen.**  
Personalize the building blocks for your skincare regimen.



**The Ordinary.**  
**Squalane Cleanser**  
Squalane-Based Face Cleanser  
pH-Balanced  
Non-Foaming

**The Ordinary.**  
**Hyaluronic Acid 2% + B5**  
Hydrating  
Non-Foaming

**The Ordinary.**  
**Niacinamide 10% + Zinc 1%**  
Smoothing  
Non-Foaming

**The Ordinary.**  
**Natural Moisturizing Factors + HA**  
Squalane-Based  
pH-Balanced  
Non-Foaming

**The Ordinary.**  
**UV Filters SPF 45 Serum**  
Broad-Spectrum  
pH-Balanced  
Non-Foaming

**NEW**  
**Sulfur 10% Powder-to-Cream Concentrate**  
\$9.90 | 1.5 g

Acne Spot Treatment | Soothes  
Acne Redness | Dries Translucent  
Powder-to-Cream Texture

**NEW**  
**Multi-Antioxidant Radiance Serum**  
\$14.00 | 30 mL

Antioxidant Support |  
Brightens Dull Skin  
Water-Based Serum

**GF 15% Solution**  
\$15.90 | 30 mL

Repairs Visible Wrinkles |  
Firms and Lifts | Contains  
Plant-Based Growth Factors  
Water-Based Serum

**Squalane Cleanser**  
\$21.00 | 150 mL

Gentle Cleansing |  
Waterproof Makeup Removal  
Squalane-Ceramide Texture

**Hyaluronic Acid 2% + B5**  
\$17.50 | 60 mL

Instant Hydration |  
Smoothing | Plumping  
Gel-Like, Water-Based Serum

**Niacinamide 10% + Zinc 1%**  
\$10.80 | 60 mL

Smoothing | Brightening |  
Reduces Oil  
Light-Bodied Serum

**Natural Moisturizing Factors + HA**  
\$14.00 | 150 mL

All Skin Types  
Creamy Texture

**NEW**  
**UV Filters SPF 45 Serum**  
\$19.00 | 60 mL

Broad-spectrum SPF 45 UVA/UVB  
PA++++ | No White Cast | Layerable  
Light-Bodied, Creamy Texture

**New From Our Lab**

**Bestsellers**

**PREP**

**TREAT**

**SEAL**

**Sun Care**

6SH

## Shelf 2 Update

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# Shelf 2 Graphics

**NEW**  
**Sulfur 10%  
Powder-to-Cream  
Concentrate**

Reduce the redness, height,  
and width of pimples in 1 hour.\*



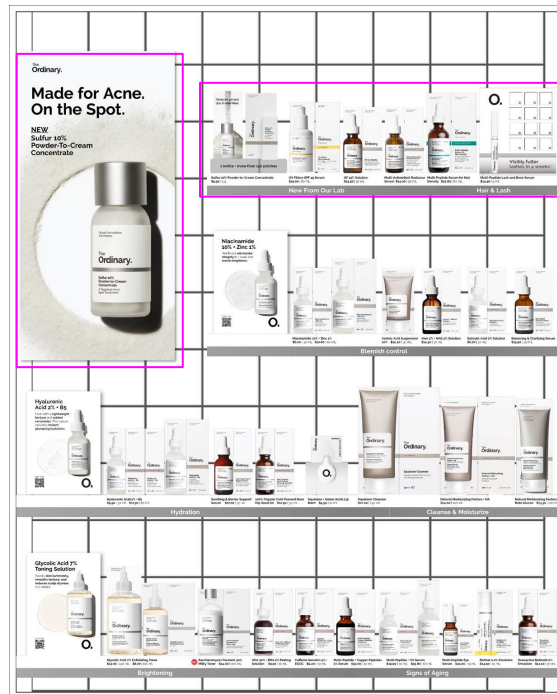
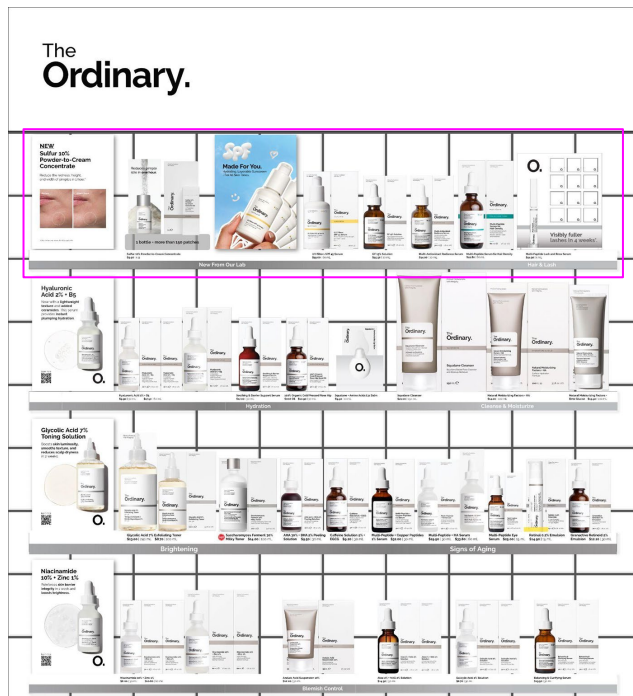
\*Clinical testing on 30 people, after single application.

# Formulate Your Regimen.

Personalize the building blocks  
for your skincare regimen







Updates

[4SH Table POG](#)

[4SH TIP POG](#)

**Files for Print:**

[FOU Shelf Strips](#)

[FOU Shelf Talker](#)

[TIP Shelf Strip](#)

[TIP Side Panel](#)

[Sulfur Holder](#) (same for all units, includes silkscreen and litho graphics in file)

# Shelf 1 Update | Table

**NEW**  
**Sulfur 10% Powder-to-Cream Concentrate**

Reduce the redness, height, and width of pimples in 1 hour.\*



\*Based on average of 10 subjects.

Reduces pimple size in **one hour**.



**1 bottle = more than 150 patches**

**Made For You.**  
Hydrating, Layerable Sunscreen  
- For All Skin Tones.



**UV Filters SPF 45 Serum**  
\$59.00 | 50 mL

**GF 1% Solution**  
\$16.00 | 30 mL

**Multi-Antioxidant Radiance Serum**  
\$14.00 | 30 mL

**Multi-Peptide Serum for Hair Density**  
\$22.80 | 60 mL

**Multi-Peptide Lash and Brow Serum**  
\$14.90 | 5 mL

**Visibly fuller lashes in 4 weeks\*.**



**New From Our Lab**

**Hair & Lash**

## Shelf 1 Update | TIP

**Reduces pimple size in one hour.**

**1 bottle = more than 150 patches**

**Sulfur 10% Powder-to-Cream Concentrate**  
\$9.90 | 5 g

**UV Filters SPF 45 Serum**  
\$19.00 | 60 mL

**GF 15% Solution**  
\$15.50 | 30 mL

**Multi-Antioxidant Radiance Serum**  
\$14.00 | 30 mL

**Multi-Peptide Serum for Hair Density**  
\$22.80 | 60 mL

**Multi-Peptide Lash and Brow Serum**  
\$14.90 | 5 mL

**Visibly fuller lashes in 4 weeks\*.**

**New From Our Lab**

**Hair & Lash**

# Shelf 1 Graphics (NEW)

**NEW**  
**Sulfur 10%**  
**Powder-to-Cream**  
**Concentrate**

Reduce the redness, height,  
and width of pimples in 1 hour.\*



\*Clinical testing on 30 people, after single application.

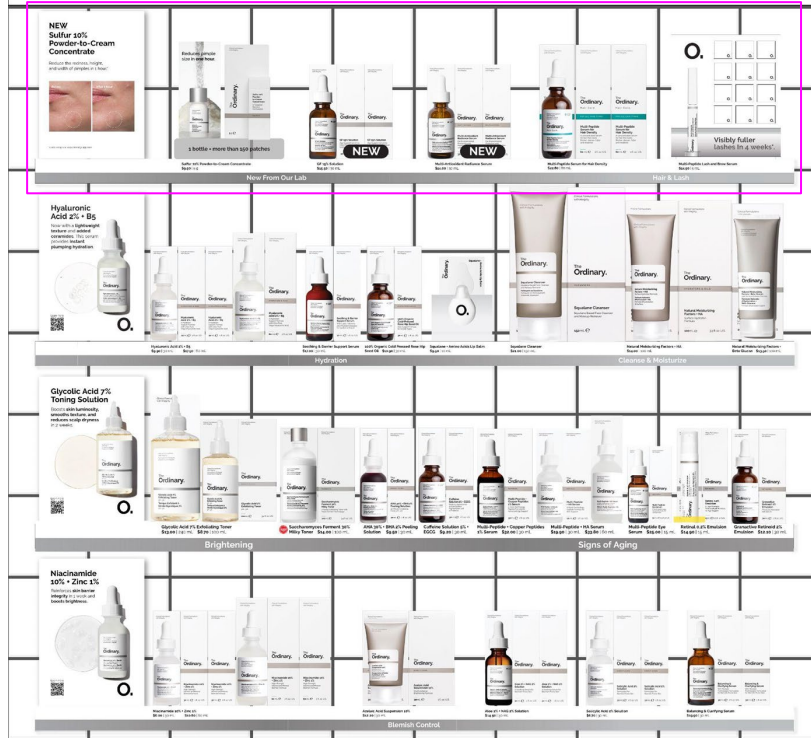
5x7" | Table



Large Side Panel | TIP



The  
Ordinary.



Updates

4SH MAUI POG

Files for Print:

MAUI Shelf Strip

Shelf Talker

Sulfur Holder (same for all units,  
includes silkscreen and litho graphics in file)

## 4SH Maui

### **NEW**

# **Sulfur 10% Powder-to-Cream Concentrate**

Reduce the redness, height,  
and width of pimples in 1 hour.\*



\*Clinical testing on 30 people, after single application.



 Updates

[Kohl's 6sh POG](#)

## Files for Print:

[Shelf Strip](#)

[S2 Shelf Talker](#)

[Sulfur Holder](#) (same for all units,  
includes silkscreen and litho graphics in file)





# Shelf 1 Update

Clinical Formulations with Integrity.

**The Ordinary.**

**The Daily Set**  
A Daily Regimen of Hydrating Formulations, including a Cleanser, Serum, and Moisturizer

|                                            |                                                  |                                                            |
|--------------------------------------------|--------------------------------------------------|------------------------------------------------------------|
| <b>FORMULA A10</b><br>Squalene<br>Cleanser | <b>FORMULA A11</b><br>Hyaluronic<br>Acid 2% + B5 | <b>FORMULA A12</b><br>Natural Moisturizing<br>Factors + HA |
| 1.7 fl. oz. (50 mL)                        | 1.7 fl. oz. (50 mL)                              | 1.7 fl. oz. (50 mL)                                        |

**The Daily Set**  
A Daily Regimen of Hydrating Formulations, including a Cleanser, Serum, and Moisturizer

|                                            |                                                  |                                                            |
|--------------------------------------------|--------------------------------------------------|------------------------------------------------------------|
| <b>FORMULA A10</b><br>Squalene<br>Cleanser | <b>FORMULA A11</b><br>Hyaluronic<br>Acid 2% + B5 | <b>FORMULA A12</b><br>Natural Moisturizing<br>Factors + HA |
| 1.7 fl. oz. (50 mL)                        | 1.7 fl. oz. (50 mL)                              | 1.7 fl. oz. (50 mL)                                        |

Clinical Formulations with Integrity.

**The Ordinary.**

**The Skin Support Set**  
Skin Supportive Formulations, including a Cleanser, Serum, and Moisturizer

|                                            |                                                  |                                                            |
|--------------------------------------------|--------------------------------------------------|------------------------------------------------------------|
| <b>FORMULA A13</b><br>Squalene<br>Cleanser | <b>FORMULA A14</b><br>Hyaluronic<br>Acid 2% + B5 | <b>FORMULA A15</b><br>Natural Moisturizing<br>Factors + HA |
| 1.7 fl. oz. (50 mL)                        | 1.7 fl. oz. (50 mL)                              | 1.7 fl. oz. (50 mL)                                        |

**The Skin Support Set**  
Skin Supportive Formulations, including a Cleanser, Serum, and Moisturizer

|                                            |                                                  |                                                            |
|--------------------------------------------|--------------------------------------------------|------------------------------------------------------------|
| <b>FORMULA A13</b><br>Squalene<br>Cleanser | <b>FORMULA A14</b><br>Hyaluronic<br>Acid 2% + B5 | <b>FORMULA A15</b><br>Natural Moisturizing<br>Factors + HA |
| 1.7 fl. oz. (50 mL)                        | 1.7 fl. oz. (50 mL)                              | 1.7 fl. oz. (50 mL)                                        |

**The Skin Support Set**  
Skin Supportive Formulations, including a Cleanser, Serum, and Moisturizer

|                                            |                                                  |                                                            |
|--------------------------------------------|--------------------------------------------------|------------------------------------------------------------|
| <b>FORMULA A13</b><br>Squalene<br>Cleanser | <b>FORMULA A14</b><br>Hyaluronic<br>Acid 2% + B5 | <b>FORMULA A15</b><br>Natural Moisturizing<br>Factors + HA |
| 1.7 fl. oz. (50 mL)                        | 1.7 fl. oz. (50 mL)                              | 1.7 fl. oz. (50 mL)                                        |

**The Skin Support Set**  
Skin Supportive Formulations, including a Cleanser, Serum, and Moisturizer

|                                            |                                                  |                                                            |
|--------------------------------------------|--------------------------------------------------|------------------------------------------------------------|
| <b>FORMULA A13</b><br>Squalene<br>Cleanser | <b>FORMULA A14</b><br>Hyaluronic<br>Acid 2% + B5 | <b>FORMULA A15</b><br>Natural Moisturizing<br>Factors + HA |
| 1.7 fl. oz. (50 mL)                        | 1.7 fl. oz. (50 mL)                              | 1.7 fl. oz. (50 mL)                                        |

Clinical Formulations with Integrity.

**The Daily Set**  
A Daily Regimen of Hydrating Formulations, including a Cleanser, Serum, and Moisturizer

**The Skin Support Set**  
Skin Supportive Formulations, including a Cleanser, Serum, and Moisturizer

## S@K 6SH



## Shelf 4 Update





## Shelf 5 Update



## Shelf 6 Update



# Graphics Update

**NEW**  
**Sulfur 10%  
Powder-to-Cream  
Concentrate**

Reduce the redness, height,  
and width of pimples in 1 hour.\*

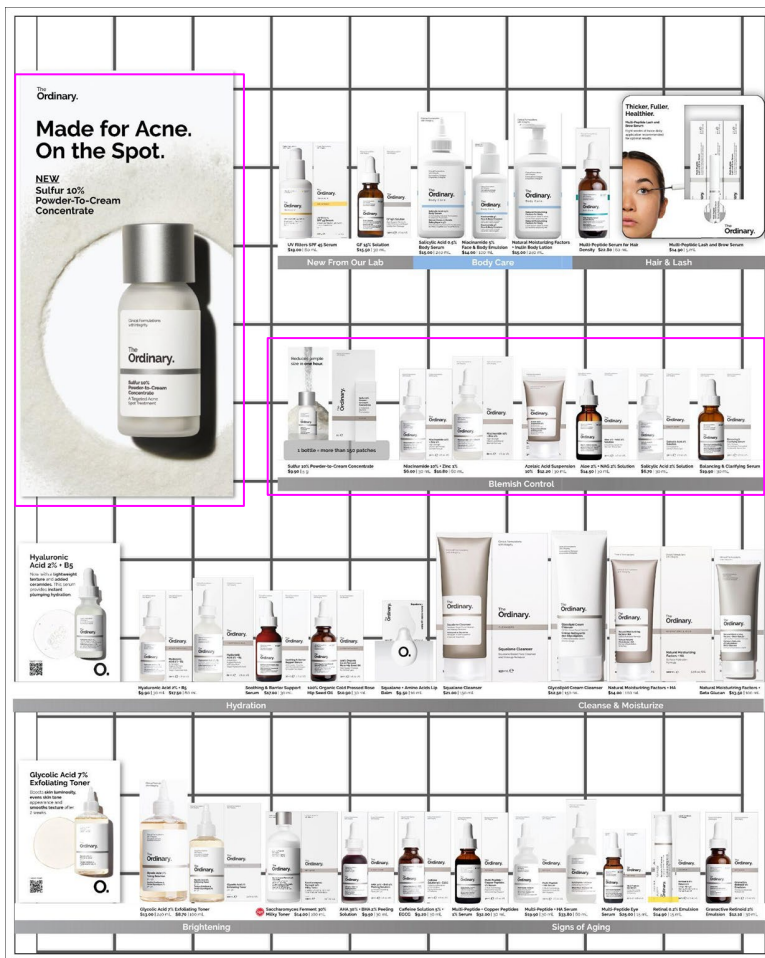


\*Clinical testing on 30 people, after single application.

## Formulate Your Regimen.

Personalize the building blocks for  
your skincare regimen





Updates

Kohl's 4sh POG

**Files for Print:**

Shelf Strip

Side Panel

Sulfur Holder (same for all units, includes silkscreen and litho graphics in file)





**Reduces pimple size in one hour.**

**1 bottle = more than 150 patches**

| Product Name                           | Price   | Volume |
|----------------------------------------|---------|--------|
| Sulfur 10% Powder-to-Cream Concentrate | \$9.90  | 5 g    |
| Niacinamide 10% + Zinc 1%              | \$6.00  | 30 mL  |
| Niacinamide 10% + Zinc 1%              | \$10.80 | 60 mL  |
| Azelaic Acid Suspension 10%            | \$12.20 | 30 mL  |
| Aloe 2% + NAG 2% Solution              | \$14.50 | 30 mL  |
| Salicylic Acid 2% Solution             | \$6.70  | 30 mL  |
| Balancing & Clarifying Serum           | \$19.90 | 30 mL  |

**Blemish Control**

The  
Ordinary.

## Made for Acne. On the Spot.

**NEW**  
Sulfur 10%  
Powder-To-Cream  
Concentrate



Large Side Panel