

ELCU and POS COE+ Guide

Spring 2026 Jan-June



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Dear ELCU 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

Bobbi Brown.....3

Bumble & Bumble.....25

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

Estee Lauder.....39

Origins.....55

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



Bobbi Brown

Visual Merchandising SP26 Jan- June



INSTALL GUIDE:

WK49 2025

92737 BOBBI BROWN 6FT UPDATE
POG ID: 1317810BB6

DO NOT THROW AWAY!

Until after installation is complete.

DO NOT throw away
Parts / pieces until
Manager review & audit

WK49 2025
92737 BOBBI BROWN 6FT UPDATE
POG ID: 1317810BB6

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2025



visual
merchandising

Initial Checklist

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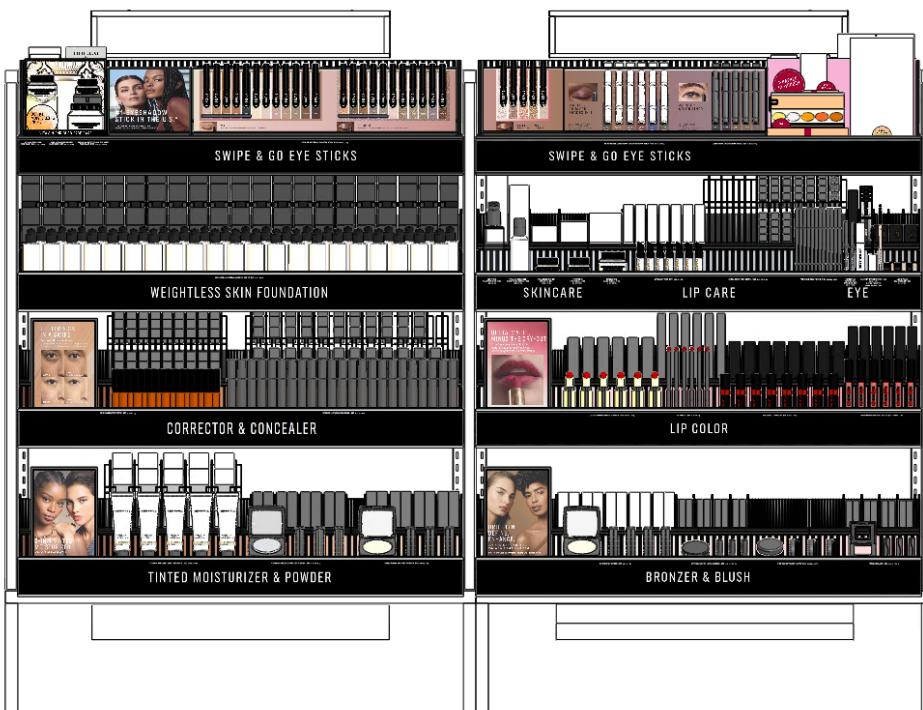
INITIAL CHECKLIST

	<u>Reset Preparations</u>
	Conduct a Chat in with all team members involved in the reset.
	Clarify individual roles and responsibilities during the reset process.
	Check Floorplan for Planogram placement.
	<u>Review Planogram</u>
	Retrieve the planogram and out-of-stock labels from Vestcom Box.
	Ensure that any updates or changes to planogram have been communicated.
	Review Workjam Task and Global Known Issues Log for changes or updates to Planogram.
	<u>Gather Supplies</u>
	Gather all necessary supplies (cart, box cutter, planogram, graphic package, and/or fixture package) for the reset.
	<u>Execution Phase</u>
	Review and begin implementing the step-by-step instructions to determine what should be removed and what can stay.
	Follow product disposition plan for removal of product.
	DO NOT flex merchandise unless otherwise stated by corporate direction.
	DO NOT THROW anything away until new set is complete.

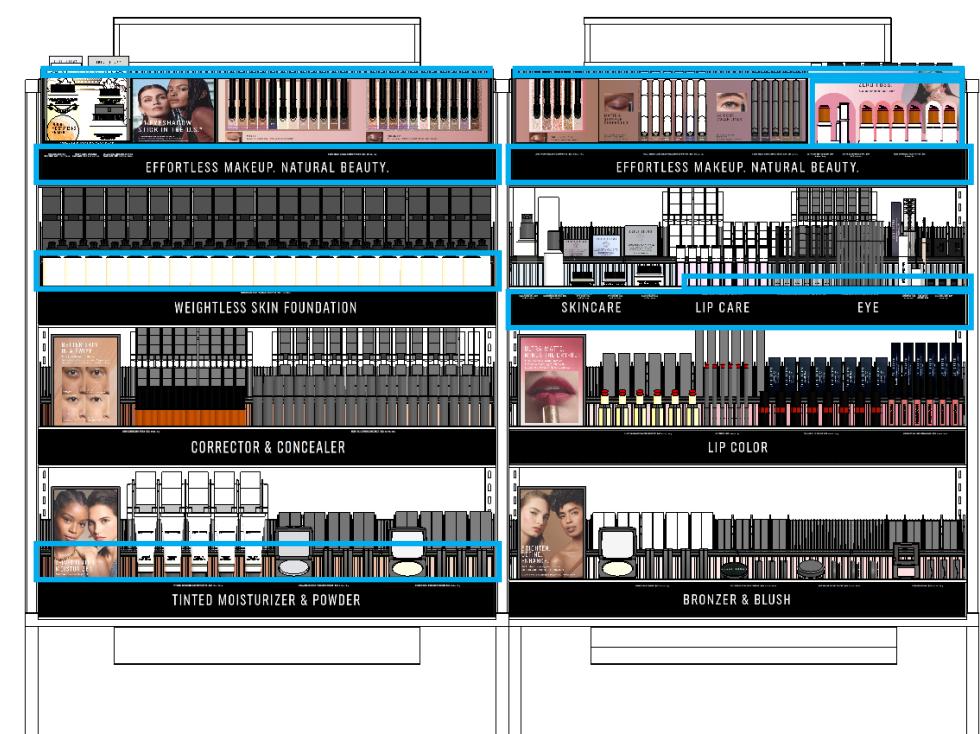
OVERVIEW:

	NEW
	MOVED
	DISCARD

BEFORE : VISUAL OVERVIEW



AFTER : VISUAL OVERVIEW



SUPPORT PATHWAYS:

FOR REPLACEMENT FIXTURES ORDER ON SERVICE CHANNEL.
FOR REPLACEMENT GRAPHICS ORDER ON VISUAL FULFILLMENT

CLEANING INSTRUCTIONS:

DO NOT USE AMMONIA-BASED CLEANERS,
USE SOAPY WATER WITH SOFT COTTON CLOTH.

GRAPHICS:

ARE NOT INCLUDED WITHIN THE FIXTURE BOX.
PLEASE LOCATE GRAPHICS WITHIN WEEKLY SIGN PACKAGE.

GRAPHIC OVERVIEW:

	NEW
	MOVED

W3-FES

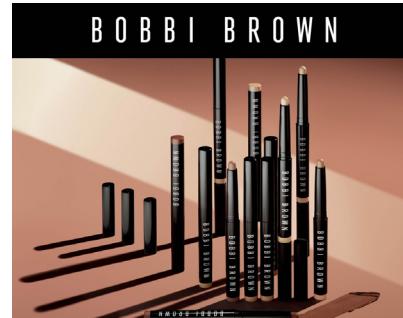
BRAND LOGO TOPPER



Bay 1&2

SIGN GRAPHIC

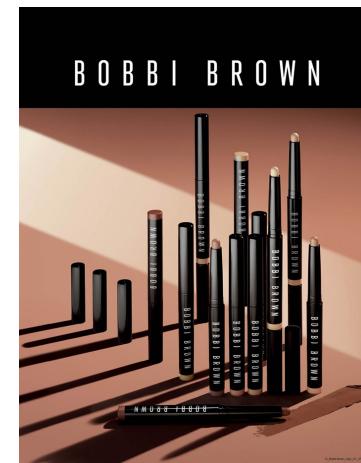
W-3 30x24



Bay 1&2

SIGN GRAPHIC

W-2 11x14



SUPPORT PATHWAYS:

FOR REPLACEMENT FIXTURES ORDER ON SERVICE CHANNEL.
FOR REPLACEMENT GRAPHICS ORDER ON VISUAL FULFILLMENT

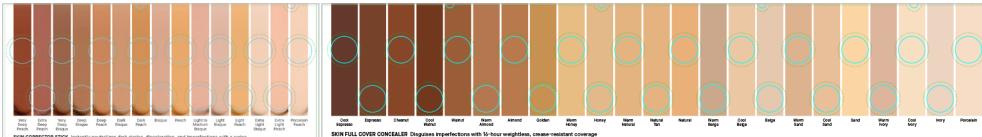
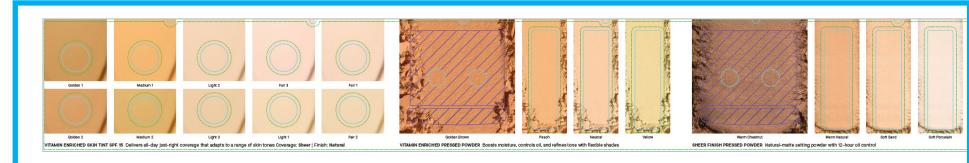
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GRAPHICS:

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GRAPHIC OVERVIEW:

NEW
MOVED**B1S1****B1S2****B1S3****CORRECTOR & CONCEALER****B1S4****TINTED MOISTURIZER & POWDER****SUPPORT PATHWAYS:**

FOR REPLACEMENT FIXTURES ORDER ON SERVICE CHANNEL.
FOR REPLACEMENT GRAPHICS ORDER ON VISUAL FULFILLMENT

CLEANING INSTRUCTIONS:

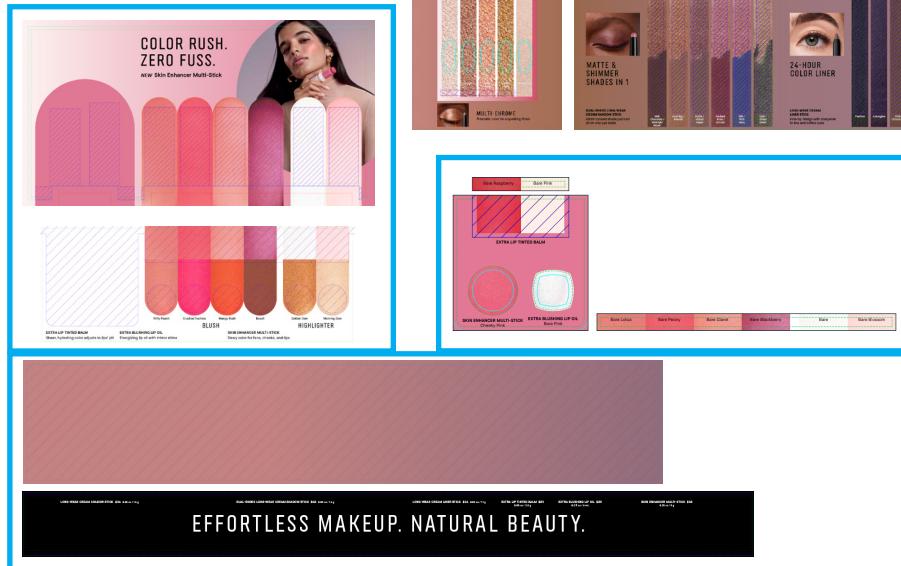
DO NOT USE AMMONIA-BASED CLEANERS,
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GRAPHICS:

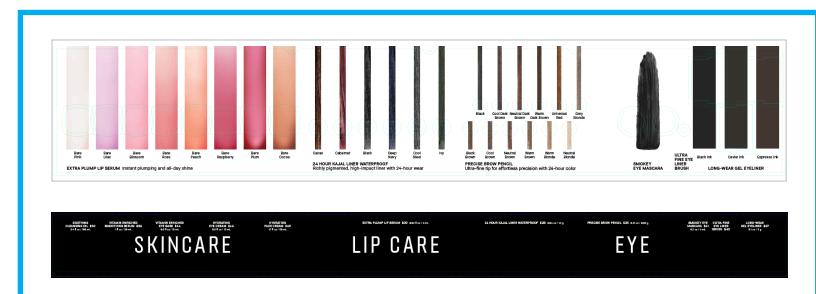
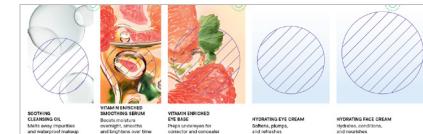
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GRAPHIC OVERVIEW:

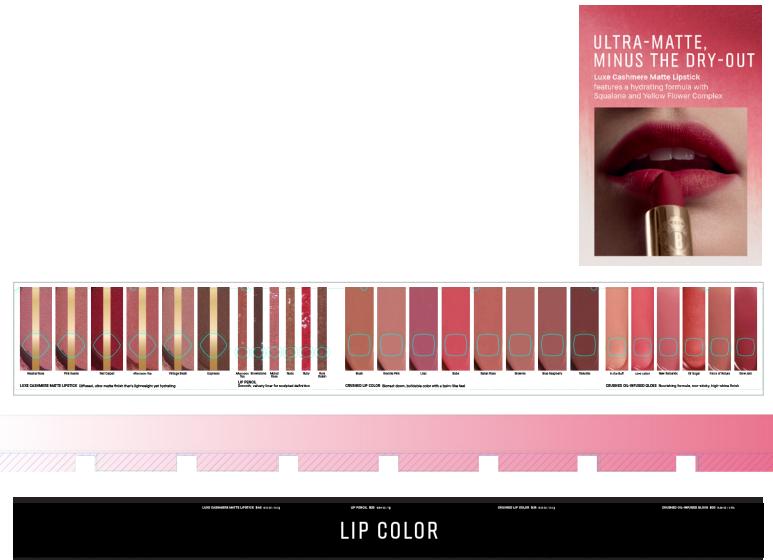
B2S1



B2S2



B2S3



B2S4



SUPPORT PATHWAYS:

FOR REPLACEMENT FIXTURES ORDER ON SERVICE CHANNEL.
FOR REPLACEMENT GRAPHICS ORDER ON VISUAL FULFILLMENT

CLEANING INSTRUCTIONS:

DO NOT USE AMMONIA-BASED CLEANERS,
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GRAPHICS:

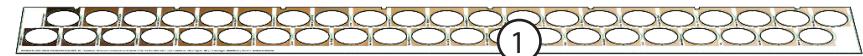
ARE NOT INCLUDED WITHIN THE FIXTURE BOX.
PLEASE LOCATE GRAPHICS WITHIN WEEKLY SIGN PACKAGE.

WHAT'S IN THE BOX: FIXTURES / GRAPHICS

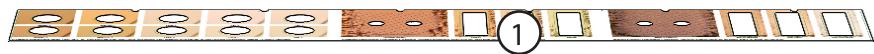
B1S1:

#	Item Description	MAG Parts Number	Qty
1	Front Channel Graphic	92737-A01-G01-00	1
2	Backer Graphic	92737-A01-G02-00	1

WHAT'S IN THE BOX: FIXTURES / GRAPHICS

B1S2:

#	Item Description	MAG Parts Number	Qty
1	Tester Graphic	91972-A02-G05-00	1

B1S4:

#	Item Description	MAG Parts Number	Qty
1	Tester Graphic	91972-A04-G07-00	1

SUPPORT PATHWAYS:

FOR REPLACEMENT FIXTURES ORDER ON SERVICE CHANNEL.
FOR REPLACEMENT GRAPHICS ORDER ON VISUAL FULFILLMENT

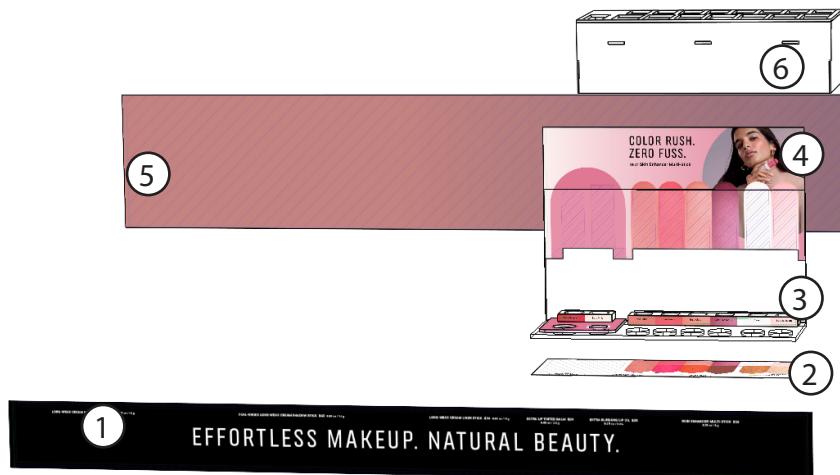
CLEANING INSTRUCTIONS:

DO NOT USE AMMONIA-BASED CLEANERS,
USE SOAPY WATER WITH SOFT COTTON CLOTH.

GRAPHICS:

ARE NOT INCLUDED WITHIN THE FIXTURE BOX.
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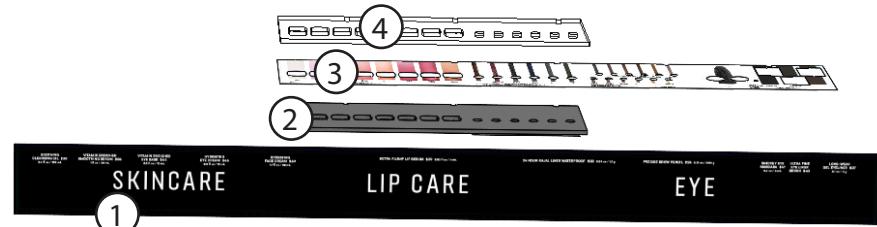
WHAT'S IN THE BOX: FIXTURES / GRAPHICS

B2S1:

1 EFFORTLESS MAKEUP. NATURAL BEAUTY.

#	Item Description	MAG Parts Number	Qty
1	Front Channel Graphic	92737-A05-G01-00	1
2	Graphic	92737-A05-G05-00	1
3	Tester Assembly	92737-A05-S06-00	1
4	Graphic	92737-A05-G08-00	1
5	Backer Graphic	92737-A05-G02-00	1
6	Backstock Merchandiser	92737-A05-S05-00	1

WHAT'S IN THE BOX: FIXTURES / GRAPHICS

B2S2:

1 SKINCARE
2 LIP CARE
3 EYE

#	Item Description	MAG Parts Number	Qty
1	Front Channel Graphic	92737-A06-G01-00	1
2	Bottom Template Assembly	92737-A06-S01-00	1
3	Tester Graphic	92737-A06-G02-00	1
4	Top Template	92737-A06-02-00	1

SUPPORT PATHWAYS:

FOR REPLACEMENT FIXTURES ORDER ON SERVICE CHANNEL.
FOR REPLACEMENT GRAPHICS ORDER ON VISUAL FULFILLMENT

CLEANING INSTRUCTIONS:

DO NOT USE AMMONIA-BASED CLEANERS,
USE SOAPY WATER WITH SOFT COTTON CLOTH.

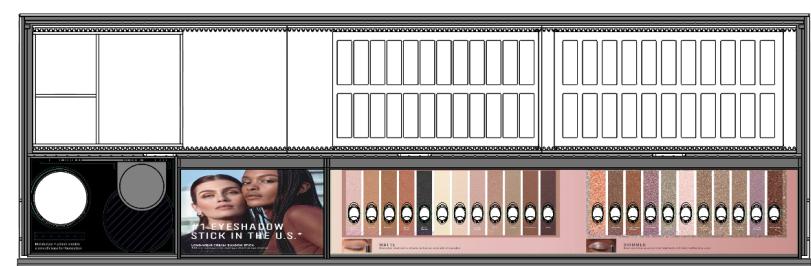
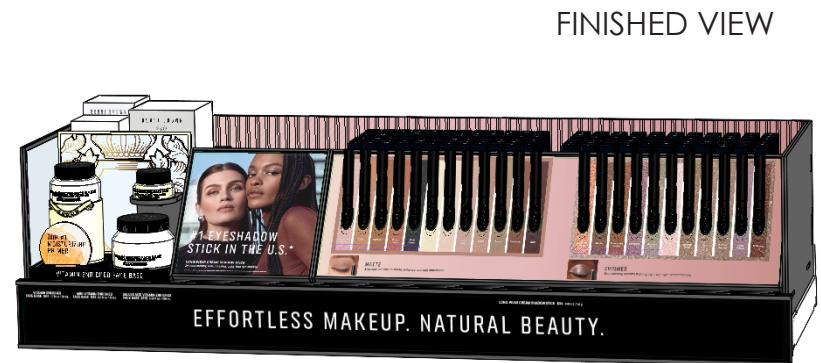
GRAPHICS:

ARE NOT INCLUDED WITHIN THE FIXTURE BOX.
PLEASE LOCATE GRAPHICS WITHIN WEEKLY SIGN PACKAGE.

INSTALLATION STEPS:

BAY 1 SHELF 1

1. Install NEW Backer Graphic.
2. Install NEW Front Channel Graphic.

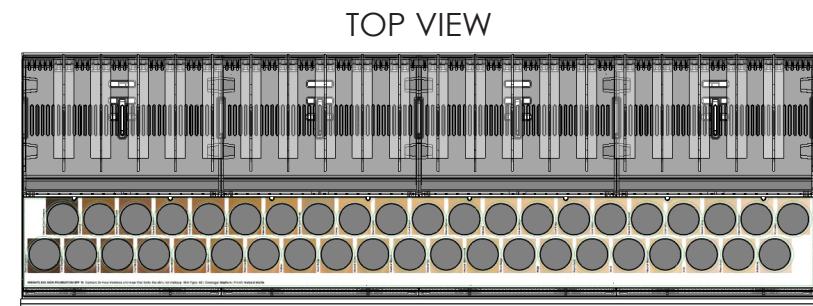
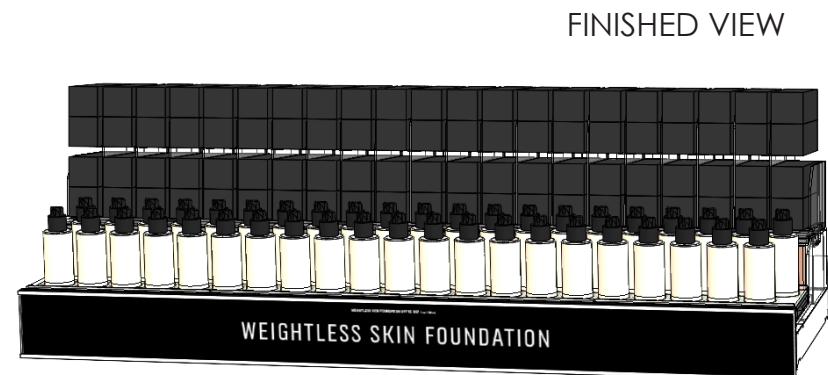
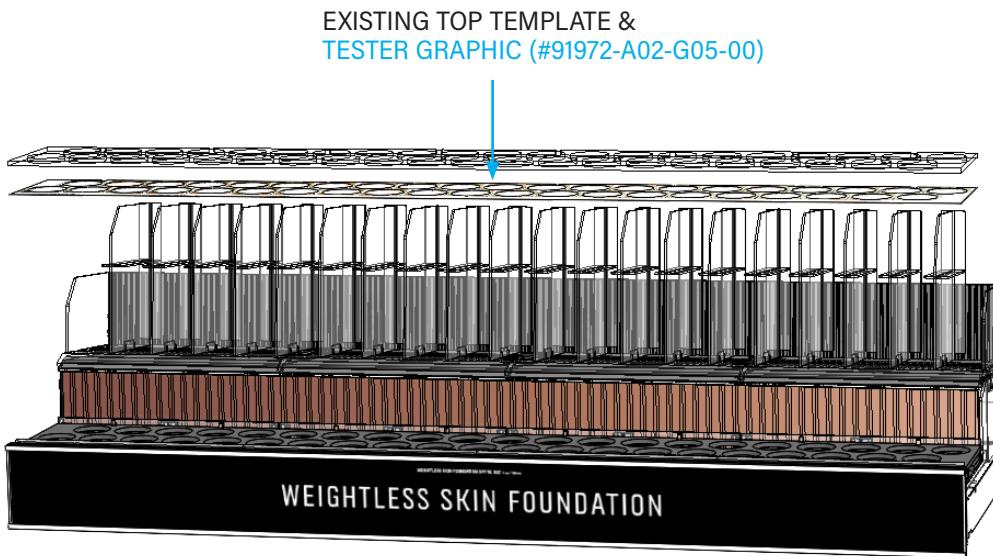


INSTALLATION STEPS:

	NEW
	MOVED
	DISCARD

BAY 1 SHELF 2

1. Install NEW Tester Graphic and EXISTING Top Template.

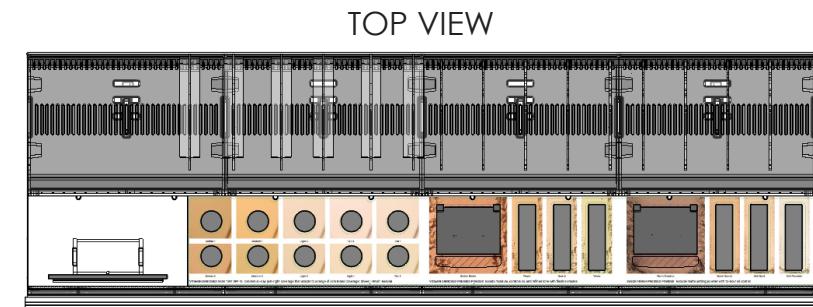
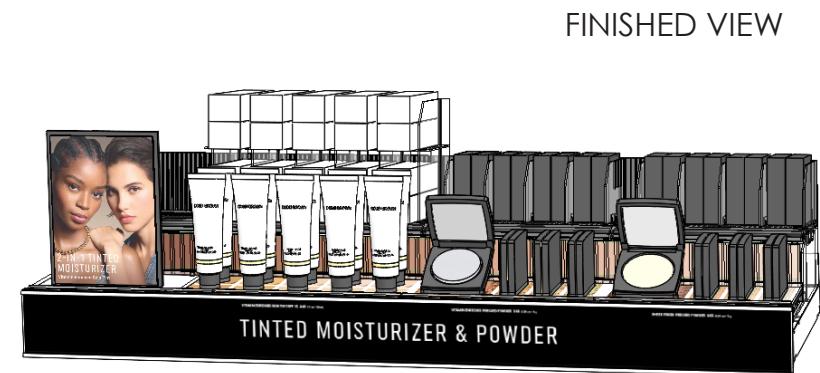
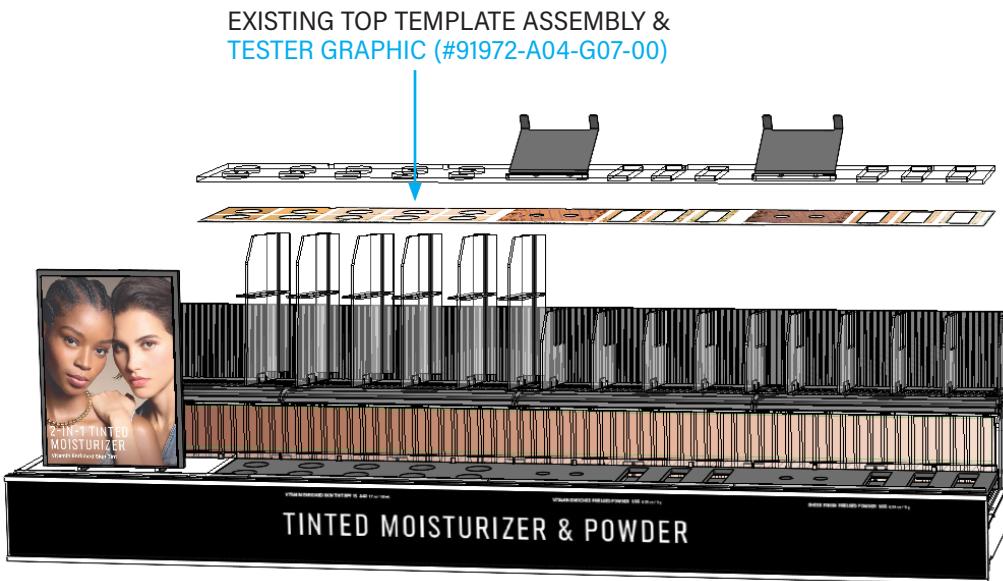


INSTALLATION STEPS:

	NEW
	MOVED
	DISCARD

BAY 1 SHELF 4

1. Install NEW Tester Graphic and EXISTING Top Template Assembly.

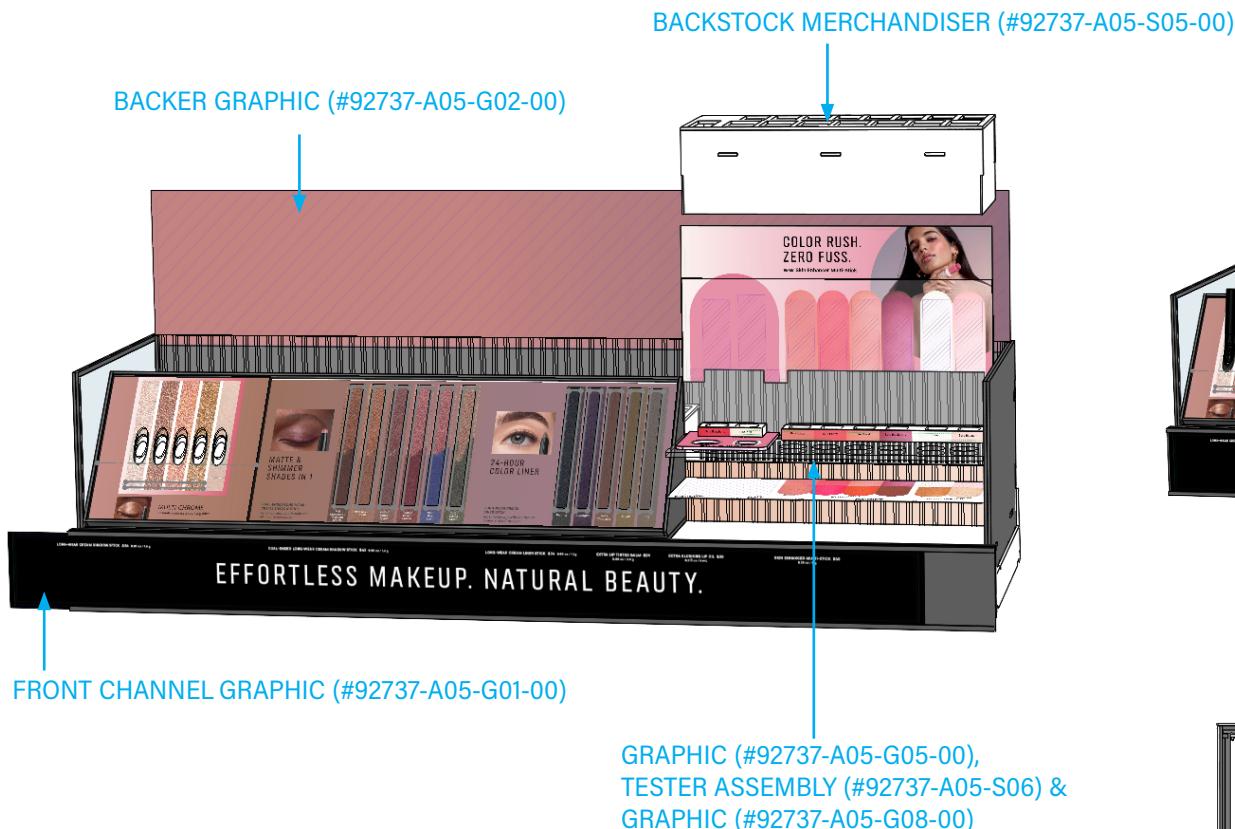


INSTALLATION STEPS:

	NEW
	MOVED
	DISCARD

BAY 2 SHELF 1

1. Install NEW Backer Graphic and Backstock Merchandiser.
2. Install NEW Graphic, Tester Assembly and Graphic.
3. Install NEW Front Channel Graphic.



FINISHED VIEW



TOP VIEW

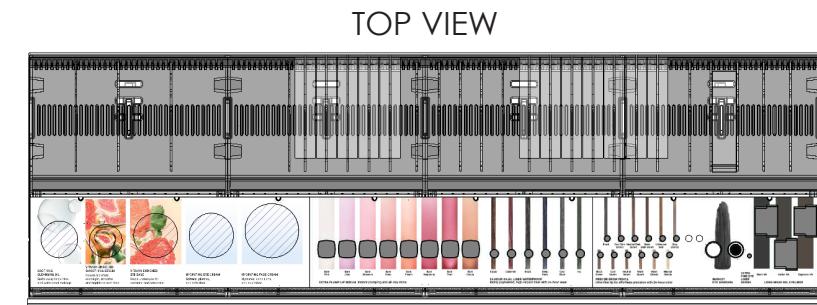
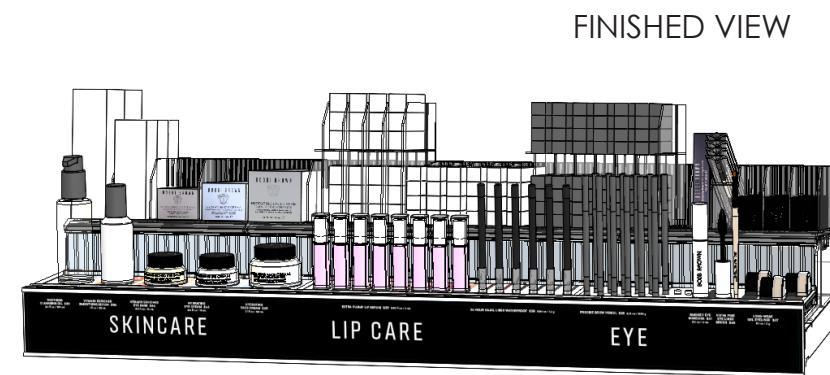
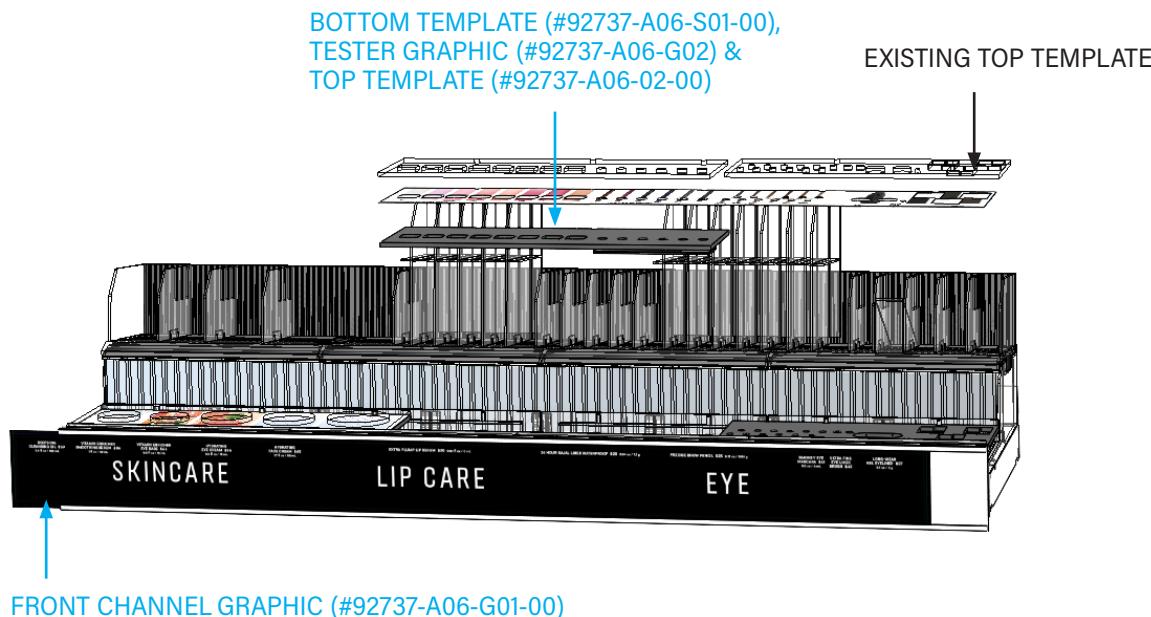


INSTALLATION STEPS:

	NEW
	MOVED
	DISCARD

BAY 2 SHELF 2

1. Install NEW Bottom Template Assembly, Tester Graphic, Left Top Template and EXISTING Right Top Template.
2. Install NEW Front Channel Graphic.

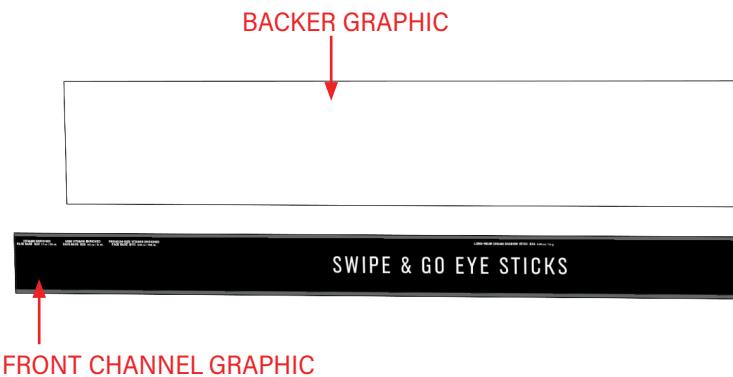


COMPLETION CHECKLIST

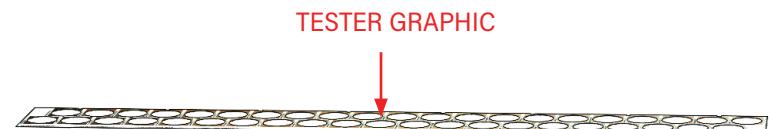
<input checked="" type="checkbox"/>	<u>Labeling and Signage</u>
<input checked="" type="checkbox"/>	Verify that all Out-of-Stock labels and signage are placed correctly and match the planogram.
<input checked="" type="checkbox"/>	<u>Quality Check</u>
	Conduct a walkthrough of the reset area to ensure compliance with the planogram.
	Ensure product is merchandised according to planogram. DO NOT flex merchandise unless otherwise stated by corporate direction.
	Set Tester products, if applicable
	Check for any misplaced or missing signage.
	Mark the planogram task as complete within the WorkJam Task Management system.
<input checked="" type="checkbox"/>	<u>Feedback Collection</u>
	Gather feedback from associates on the reset process.
	Document any challenges faced during the reset for future reference.
	Share Feedback and/or document with manager. Manager to submit Ulta Support Ticket, if needed.
<input checked="" type="checkbox"/>	<u>Follow-up Actions</u>
	Ensure that any action items from the feedback are assigned and tracked.
	Order any missing or damaged graphics via Ulta Visual Merchandising Fulfillment or Service Channel, depending.
	Order any missing or damaged fixture via the Service Channel.

DISCARD / RECYCLE

B1S1



B1S2



B1S3

N/A

B1S4



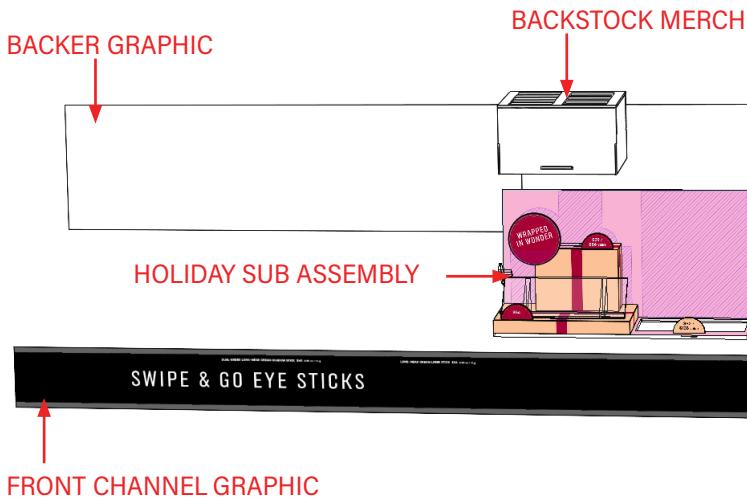
Save parts / pieces for future use in backroom
Until WKXX / XXXX

DO NOT throw away parts / pieces until
Manager review & audit

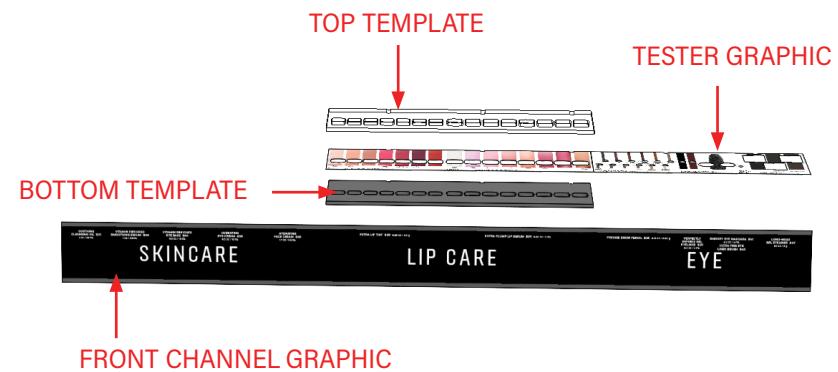
ULTA Parts / Pieces
Are NEVER to be tossed

DISCARD / RECYCLE

B2S1



B2S2



B2S3

N/A

B2S4

N/A

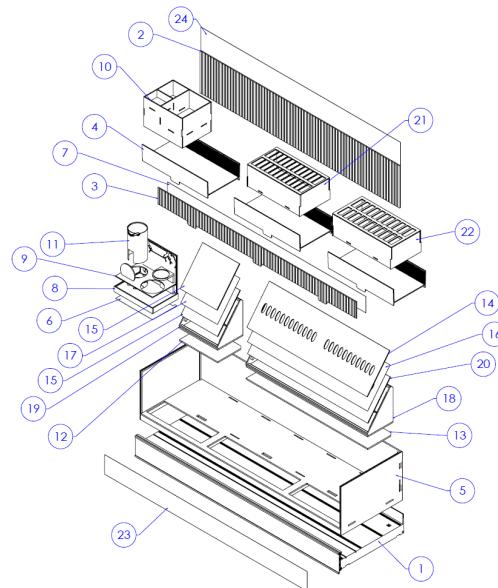
Save parts / pieces for future use in backroom
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Manager review & audit

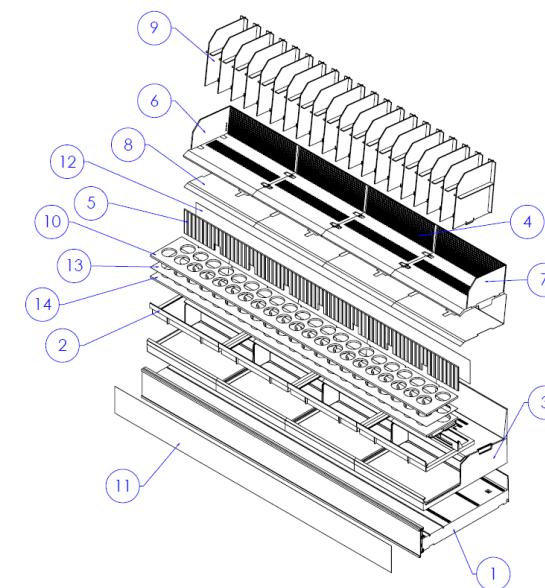
ULTA Parts / Pieces
Are NEVER to be tossed

ALL COMPONENTS:

Existing & New : photo, quantity & part number

B1S1:**92737-A01**

BILL OF MATERIALS				
ITEM	MAG Part Number	DESCRIPTIONS	QTY.	EXISTING/NEW
1	ULTA SUPPLIED	PRESTIGE TRAY ASSEMBLY (ULTA SUPPLIED)	1	EXISTING
2	53702-02-00	FOCUS UNIT BACK GRAPHIC COVER	1	EXISTING
3	53702-A05-21-00	FOCUS UNIT BACK GRAPHIC COVER	1	EXISTING
4	53702-IM01-01	BACKSTOCK BIN	3	EXISTING
5	53702-S01-00	FOCUS UNIT ASSEMBLY	1	EXISTING
6	87756-A01-G03-00	PEDESTAL GRAPHIC	1	EXISTING
7	87756-A01-G05-00	BACKSTOCK BIN BACKER GRAPHIC	1	EXISTING
8	87756-A01-S01-00	VEFB GLORIFIER BASE	1	EXISTING
9	87756-A01-S02-00	TOP TEMPLATE ASSEMBLY	1	EXISTING
10	87756-A01-S03-00	BACK STOCK MERCHANDISER	1	EXISTING
11	87756-A01-W01-00	VEFB PEDESTAL	1	EXISTING
12	91972-A01-02-00	BOTTOM TEMPLATE	1	EXISTING
13	91972-A01-03-00	BOTTOM TEMPLATE	1	EXISTING
14	91972-A01-06-00	TEMPLATE	1	existing
15	91972-A01-08-00	TEMPLATE	2	EXISTING
16	91972-A01-G02-00	TEMPLATE GRAPHIC	1	EXISTING
17	91972-A01-G09-00	TEMPLATE GRAPHIC	1	EXISTING
18	91972-A01-S01-00	ANGLED TEMPLATE HOLDER	1	EXISTING
19	91972-A01-S02-00	ANGLED TEMPLATE HOLDER	1	EXISTING
20	91972-A01-S05-00	SUB TEMPLATE	1	EXISTING
21	91972-A01-S07-00	BACK STOCK MERCHANDISER	1	EXISTING
22	91972-A01-S08-00	BACK STOCK MERCHANDISER	1	EXISTING
23	92737-A01-G01-00	FRONT CHANNEL GRAPHIC	1	NEW
24	92737-A01-G02-00	BACKER GRAPHIC	1	NEW

B1S2:**91972-A02**

BILL OF MATERIALS				
ITEM	MAG Part Number	DESCRIPTIONS	QTY.	EXISTING/NEW
1		PRESTIGE TRAY ASSEMBLY	1	EXISTING
2		MAG-P-FL-AD-00	4	EXISTING
3	50464-S01	PRESTIGE UNIT	4	EXISTING
4	51791-IM-01	FLOOR	2	EXISTING
5	53702-03-00	VERTICAL PANEL	1	EXISTING
6	53702-A06-S03-00	BACKSTOCK FLOOR SUB ASSEMBLY (LEFT)	1	EXISTING
7	53702-A06-S04-00	BACKSTOCK FLOOR SUB ASSEMBLY (RIGHT)	1	EXISTING
8	53702-G01	BACKSTOCK LINER GRAPHIC	4	EXISTING
9	81870-IM04-00	2 TIER BACKSTOCK DIVIDER	20	EXISTING
10	91972-A02-02-00	TOP TEMPLATE	1	EXISTING
11	91972-A02-G01-00	FRONT CHANNEL GRAPHIC	1	EXISTING
12	91972-A02-G04-00	VERTICAL PANEL GRAPHIC	1	EXISTING
13	91972-A02-G05-00	TESTER GRAPHIC	1	NEW
14	91972-A02-S02-00	BOTTOM TEMPLATE ASSEMBLY	1	EXISTING

SUPPORT PATHWAYS:

FOR REPLACEMENT FIXTURES ORDER ON SERVICE CHANNEL.
FOR REPLACEMENT GRAPHICS ORDER ON VISUAL FULFILLMENT

CLEANING INSTRUCTIONS:

DO NOT USE AMMONIA-BASED CLEANERS,
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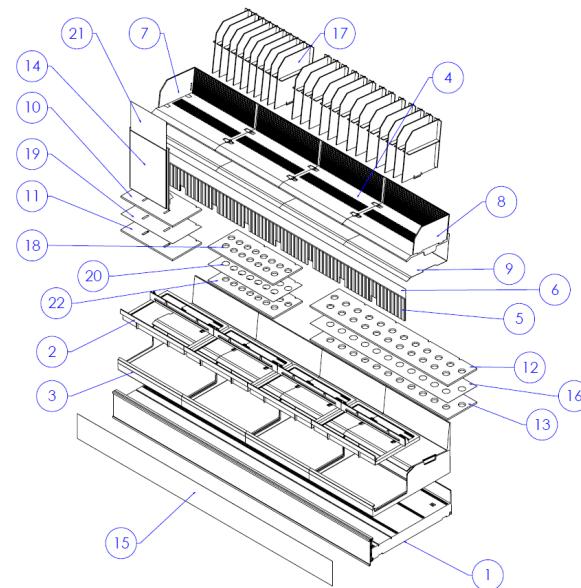
GRAPHICS:

ARE NOT INCLUDED WITHIN THE FIXTURE BOX.
PLEASE LOCATE GRAPHICS WITHIN WEEKLY SIGN PACKAGE.

ALL COMPONENTS:

Existing & New : photo, quantity & part number

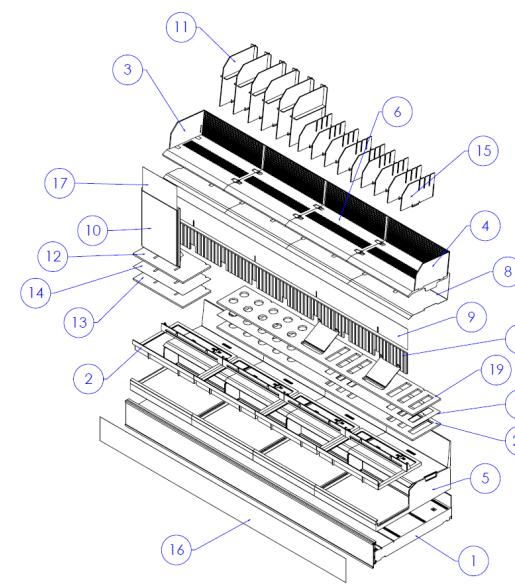
B1S3:



91972-A03

BILL OF MATERIALS				
ITEM	MAG Part Number	DESCRIPTIONS	QTY.	EXISTING/NEW
1	PRESTIGE TRAY ASSEMBLY	ULTA SUPPLIED	1	EXISTING
2	MAG-P-FL-AD-00	MAG-P-FL-AD	4	EXISTING
3	50464-S01	PRESTIGE UNIT	4	EXISTING
4	51791-IM-01	FLOOR	2	EXISTING
5	53702-03-00	VERTICAL PANEL	1	EXISTING
6	53702-A04-G10-00	VERTICAL PANEL GRAPHIC	1	EXISTING
7	53702-A06-S03-00	BACKSTOCK FLOOR SUB ASSEMBLY (LEFT)	1	EXISTING
8	53702-A06-S04-00	BACKSTOCK FLOOR SUB ASSEMBLY (RIGHT)	1	EXISTING
9	53702-G01	BACKSTOCK LINER GRAPHIC	4	EXISTING
10	84597-A04-02-00	TOP TEMPLATE	1	EXISTING
11	84597-A04-03-00	BOTTOM TEMPLATE	1	EXISTING
12	84597-A04-06-00	TOP TEMPLATE	1	EXISTING
13	84597-A04-S02-00	BOTTOM TEMPLATE ASSEMBLY	1	EXISTING
14	84597-S03-00	5X7 SIGN ASSEM	1	EXISTING
15	87470-A03-G01-00	FRONT CHANNEL GRAPHIC	1	EXISTING
16	87470-A03-G04-00	TESTER GRAPHIC	1	EXISTING
17	81870-IM04-00	2 TIER BACKSTOCK DIVIDER	23	EXISTING
18	91972-A03-02-00	TOP TEMPLATE	1	EXISTING
19	91972-A03-G01-00	TESTER GRAPHIC	1	EXISTING
20	91972-A03-G02-00	TESTER GRAPHIC	1	EXISTING
21	91972-A03-G03-00	SIGN HOLDER GRAPHIC	1	EXISTING
22	91972-A03-S01-00	BOTTOM TEMPLATE SUB ASSEMBLY	1	EXISTING

B1S4:



91972-A04

BILL OF MATERIALS				
ITEM	MAG Part Number	DESCRIPTIONS	QTY.	EXISTING/NEW
1	PRESTIGE TRAY ASSEMBLY	ULTA SUPPLIED	1	EXISTING
2	MAG-P-FL-AD-00	MAG-P-FL-AD	4	EXISTING
3	53702-A06-S03-00	BACKSTOCK FLOOR SUB ASSEMBLY (LEFT)	1	EXISTING
4	53702-A06-S04-00	BACKSTOCK FLOOR SUB ASSEMBLY (RIGHT)	1	EXISTING
5	50464-S01	PRESTIGE UNIT	4	EXISTING
6	51791-IM-01	FLOOR	2	EXISTING
7	53702-03-00	VERTICAL PANEL	1	EXISTING
8	53702-G01	BACKSTOCK LINER GRAPHIC	4	EXISTING
9	84596-A03-G04-00	VERTICAL PANEL GRAPHIC	1	EXISTING
10	84597-S03-00	5X7 SIGN ASSEM	1	EXISTING
11	81870-IM04-00	2 TIER BACKSTOCK DIVIDER	6	EXISTING
12	87470-A04-02-00	TOP TEMPLATE	1	EXISTING
13	87470-A04-03-00	BOTTOM TEMPLATE	1	EXISTING
14	87470-A04-G03-00	TESTER GRAPHIC	1	EXISTING
15	50464IM01-00	DIVIDER	9	EXISTING
16	91972-A04-G01-00	FRONT CHANNEL GRAPHIC	1	EXISTING
17	91972-A04-G02-00	SIGN HOLDER GRAPHIC	1	EXISTING
18	91972-A04-G07-00	TESTER GRAPHIC	1	NEW
19	91972-A04-S04-00	TOP TEMPLATE ASSEMBLY	1	EXISTING
20	91972-A04-S05-00	BOTTOM TEMPLATE ASSEMBLY	1	EXISTING

SUPPORT PATHWAYS:

FOR REPLACEMENT FIXTURES ORDER ON SERVICE CHANNEL.
FOR REPLACEMENT GRAPHICS ORDER ON VISUAL FULFILLMENT

CLEANING INSTRUCTIONS:

DO NOT USE AMMONIA-BASED CLEANERS,
USE SOAPY WATER WITH SOFT COTTON CLOTH.

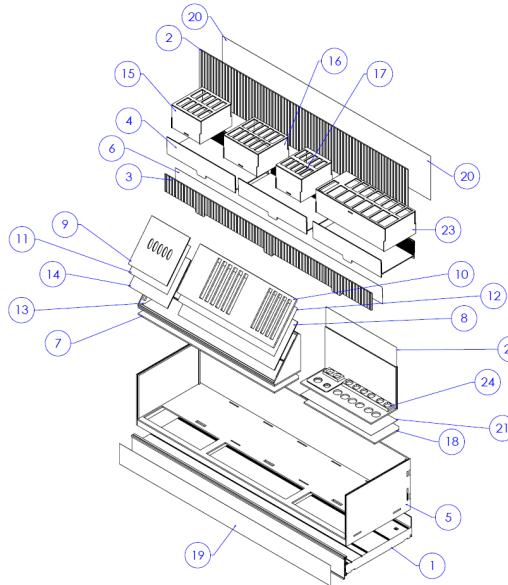
GRAPHICS:

ARE NOT INCLUDED WITHIN THE FIXTURE BOX.
PLEASE LOCATE GRAPHICS WITHIN WEEKLY SIGN PACKAGE.

ALL COMPONENTS:

Existing & New : photo, quantity & part number

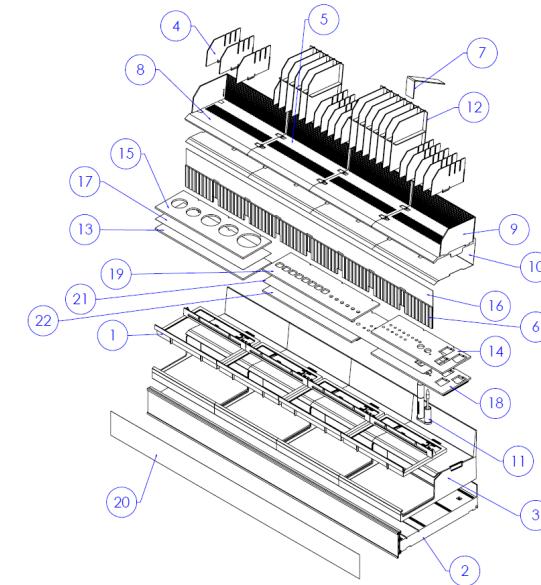
B2S1:



92737-A05

BILL OF MATERIALS				
ITEM	MAG Part Number	DESCRIPTIONS	QTY.	EXISTING/NEW
1	ULTA SUPPLIED	PRESTIGE TRAY ASSEMBLY (ULTA SUPPLIED)	1	EXISTING
2	53702-02-00	FOCUS UNIT BACK GRAPHIC COVER	1	EXISTING
3	53702-A05-21-00	FOCUS UNIT BACK GRAPHIC COVER	1	EXISTING
4	53702-IM01-01	BACKSTOCK BIN	3	EXISTING
5	53702-S01-00	FOCUS UNIT ASSEMBLY	1	EXISTING
6	87992-A05-G07-00	BACKSTOCK BIN BACKER GRAPHIC	1	EXISTING
7	91972-A05-02-00	BOTTOM TEMPLATE	1	EXISTING
8	91972-A05-05-00	SUB TEMPLATE	1	EXISTING
9	91972-A05-09-00	TOP TEMPLATE	1	EXISTING
10	91972-A05-10-00	TOP TEMPLATE	1	EXISTING
11	91972-A05-G05-00	TEMPLATE GRAPHIC	1	EXISTING
12	91972-A05-G09-00	TEMPLATE GRAPHIC	1	EXISTING
13	91972-A05-302-00	ANGLED TEMPLATE HOLDER	1	EXISTING
14	91972-A05-S06-00	SUB TEMPLATE ASSEMBLY	1	EXISTING
15	91972-A05-S07-00	BACK STOCK MERCHANDISER	1	EXISTING
16	91972-A05-S08-00	BACK STOCK MERCHANDISER	1	EXISTING
17	91972-A05-S09-00	BACK STOCK MERCHANDISER	1	EXISTING
18	92250-A05-03-00	BOTTOM TEMPLATE	1	EXISTING
19	92737-A05-G01-00	FRONT CHANNEL GRAPHIC	1	NEW
20	92737-A05-G02-00	BACKER GRAPHIC	1	NEW
21	92737-A05-G05-00	GRAPHIC	1	NEW
22	92737-A05-G08-00	GRAPHIC	1	NEW
23	92737-A05-S05-00	BACK STOCK MERCHANDISER	1	NEW
24	92737-A05-S06-00	TESTER ASSEMBLY	1	NEW

B2S2:



92737-A06

BILL OF MATERIALS				
ITEM	MAG Part Number	DESCRIPTIONS	QTY.	EXISTING/NEW
1	MAG-P-FL-AD-00	MAG-P-FL-AD	4	EXISTING
2	PRESTIGE TRAY ASSEMBLY	ULTA SUPPLIED	1	EXISTING
3	50464-S01	PRESTIGE UNIT	4	EXISTING
4	50464IM01-00	DIVIDER	14	EXISTING
5	51791-IM-01	FLOOR	2	EXISTING
6	53702-03-00	VERTICAL PANEL	1	EXISTING
7	53702-A06-20-00	MERCH ANGLE SUPPORT	1	EXISTING
8	53702-A06-S03-00	BACKSTOCK FLOOR SUB ASSEMBLY (LEFT)	1	EXISTING
9	53702-A06-S04-00	BACKSTOCK FLOOR SUB ASSEMBLY (RIGHT)	1	EXISTING
10	53702-G01	BACKSTOCK LINER GRAPHIC	4	EXISTING
11	70603-A06-301-00	FACTICE PLATE SUB-ASSEMBLY	1	EXISTING
12	81870-IM04-00	2 TIER BACKSTOCK DIVIDER	12	EXISTING
13	87470-A02-08-00	BOTTOM TEMPLATE	1	EXISTING
14	91972-A06-03-00	TOP TEMPLATE	1	EXISTING
15	91972-A06-04-00	TOP TEMPLATE	1	EXISTING
16	91972-A06-G04-00	VERTICAL PANEL GRAPHIC	1	EXISTING
17	91972-A06-G05-00	TESTER GRAPHIC	1	EXISTING
18	91972-A06-S02-01	RIGHT BOTTOM TEMPLATE ASSEMBLY	1	EXISTING
19	92737-A06-02-00	TOP TEMPLATE	1	NEW
20	92737-A06-G01-00	FRONT CHANNEL GRAPHIC	1	NEW
21	92737-A06-G02-00	TESTER GRAPHIC	1	NEW
22	92737-A06-S01-00	BOTTOM TEMPLATE ASSEMBLY	1	NEW

SUPPORT PATHWAYS:

FOR REPLACEMENT FIXTURES ORDER ON SERVICE CHANNEL.
FOR REPLACEMENT GRAPHICS ORDER ON VISUAL FULFILLMENT

CLEANING INSTRUCTIONS:

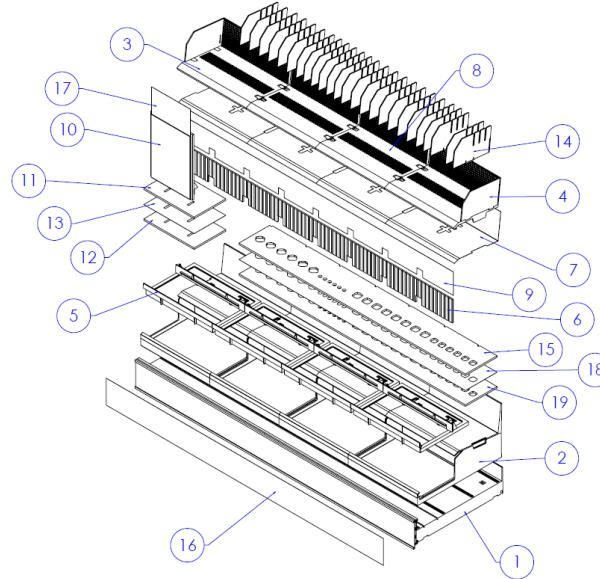
DO NOT USE AMMONIA-BASED CLEANERS,
USE SOAPY WATER WITH SOFT COTTON CLOTH.

GRAPHICS:

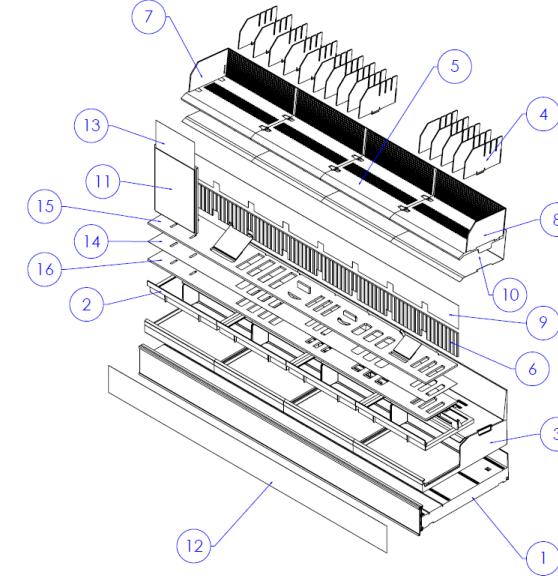
ARE NOT INCLUDED WITHIN THE FIXTURE BOX.
PLEASE LOCATE GRAPHICS WITHIN WEEKLY SIGN PACKAGE.

ALL COMPONENTS:

Existing & New : photo, quantity & part number

B2S3:**91972-A07**

BILL OF MATERIALS				
ITEM	MAG Part Number	DESCRIPTIONS	QTY.	EXISTING
1	PRESTIGE TRAY ASSEMBLY	ULTA SUPPLIED	1	EXISTING
2	50464-S01	PRESTIGE UNIT	4	EXISTING
3	53702-A06-S03-00	BACKSTOCK FLOOR SUB ASSEMBLY (LEFT)	1	EXISTING
4	53702-A06-S04-00	BACKSTOCK FLOOR SUB ASSEMBLY (RIGHT)	1	EXISTING
5	MAG-P-FL-AD-00	MAG-P-FL-AD	4	EXISTING
6	53702-03-00	VERTICAL PANEL	1	EXISTING
7	53702-G01	BACKSTOCK LINER GRAPHIC	4	EXISTING
8	51791-IM-01	FLOOR	2	EXISTING
9	53702-A07-G10-00	VERTICAL PANEL GRAPHIC	1	EXISTING
10	84597-S03-00	5X SIGN ASSEM	1	EXISTING
11	87470-A07-08-00	TOP TEMPLATE	1	EXISTING
12	87470-A07-09-00	BOTTOM TEMPLATE	1	EXISTING
13	87470-A07-G02-00	TESTER GRAPHIC	1	EXISTING
14	50464IM01-00	DIVIDER	25	EXISTING
15	91972-A07-04-00	TOP TEMPLATE	1	EXISTING
16	91972-A07-G01-00	FRONT CHANNEL GRAPHIC	1	EXISTING
17	91972-A07-G04-00	SIGN HOLDER GRAPHIC	1	EXISTING
18	91972-A07-G05-00	TESTER GRAPHIC	1	EXISTING
19	91972-A07-S03-00	BOTTOM TEMPLATE ASSEMBLY	1	EXISTING

B2S4:**91972-A08**

BILL OF MATERIALS				
ITEM	MAG Part Number	DESCRIPTIONS	QTY.	EXISTING/NEW
1	PRESTIGE TRAY ASSEMBLY	ULTA SUPPLIED	1	EXISTING
2	MAG-P-FL-AD-00	MAG-P-FL-AD	4	EXISTING
3	50464-S01	PRESTIGE UNIT	4	EXISTING
4	50464IM01-00	DIVIDER	15	EXISTING
5	51791-IM-01	FLOOR	2	EXISTING
6	53702-03-00	VERTICAL PANEL	1	EXISTING
7	53702-A06-S03-00	BACKSTOCK FLOOR SUB ASSEMBLY (LEFT)	1	EXISTING
8	53702-A06-S04-00	BACKSTOCK FLOOR SUB ASSEMBLY (RIGHT)	1	EXISTING
9	53702-A08-G10-00	VERTICAL PANEL GRAPHIC	1	EXISTING
10	53702-G01	BACKSTOCK LINER GRAPHIC	4	EXISTING
11	87992-S01-00	5.12 X 6.25 SIGN ASSEM	1	EXISTING
12	91972-A08-G01-00	FRONT CHANNEL GRAPHIC	1	EXISTING
13	91972-A08-G06-00	SIGN HOLDER GRAPHIC	1	EXISTING
14	91972-A08-G08-00	TESTER GRAPHIC	1	EXISTING
15	91972-A08-S07-00	TOP TEMPLATE ASSEMBLY	1	EXISTING
16	91972-A08-S08-00	BOTTOM TEMPLATE ASSEMBLY	1	EXISTING

SUPPORT PATHWAYS:FOR REPLACEMENT FIXTURES ORDER ON SERVICE CHANNEL.
FOR REPLACEMENT GRAPHICS ORDER ON VISUAL FULFILLMENT**CLEANING INSTRUCTIONS:**DO NOT USE AMMONIA-BASED CLEANERS,
USE SOAPY WATER WITH SOFT COTTON CLOTH.**GRAPHICS:**ARE NOT INCLUDED WITHIN THE FIXTURE BOX.
PLEASE LOCATE GRAPHICS WITHIN WEEKLY SIGN PACKAGE.

Bumble & Bumble

Visual Merchandising SP26 Jan- June



ULTA

2/1/26- 3/28/26

To support the launch of our exclusive early launch of High Drama Styling Foam at ULTA, we will be featured in 2 key secondary placements:

WK 1-3 Bumble branded FOS Promo Table (ALL Doors)

feat. NEW High Drama Styling Foam F/S & T/S, FY26 Thickening Trial Set, Thickening Spray F/S & T/S, Dryspun F/S & T/S, Volume Shampoo & Conditioner, Go Big Plumping Treatment, HIO Primer T/S, Spray de Mode T/S, Heat Shield T/S, HIO Oil T/S

WK 5-8 Bumble branded Endcap (select doors - will share list once available)

feat. NEW High Drama Styling Foam F/S & T/S, Dryspun F/S & T/S, FY26 Thickening Trial Set, Thickening Spray, Go Big Plumping Treatment, Volume Shampoo & Conditioner, HIO Primer Jumbo & F/S, HIO Oil, HIO Long Lasting Styling Cream, HIO Shampoo and Conditioner



ULTA

WK 37 10/5/2025 to reflect the launch of new Bb Styling Oil





FASHION



Pro-Curated



Bumble and bumble.

ULTA HAIR ELEVATION WK 49 POG UPDATE, 1/05

Bb. ❤ ULTA
BEAUTY

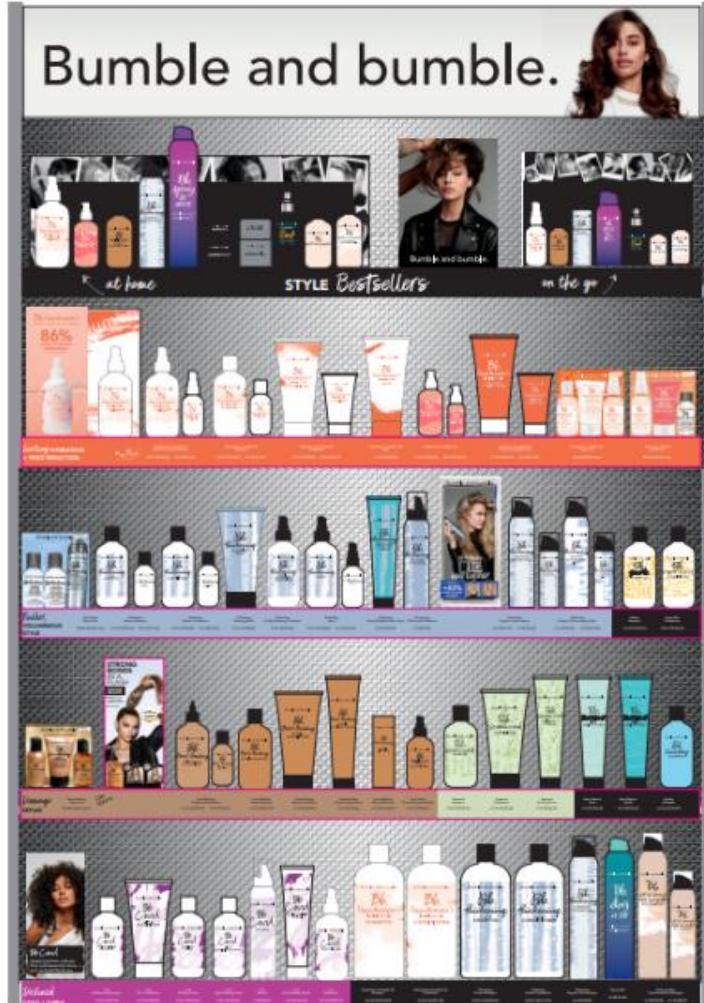
STYLE

ULTA LINEAR UPDATE: JANUARY (WK 49, 1/05)

Bumble and bumble. X 

Bumble will be leaning into Innovation and into Styling, hero products and clear navigation

LINK: WK 49 POG UPDATE - ULTA x Bumble and bumble.

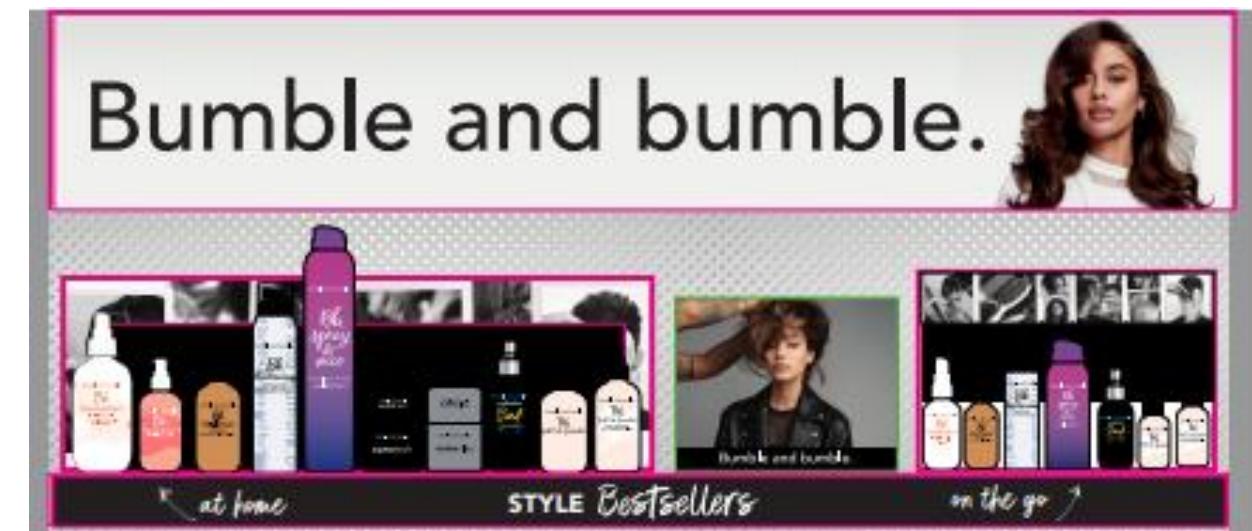


BRINGING BUMBLE STYLE TO THE FOREFRONT

Bumble and bumble.  **ULTA**
BEAUTY

REINFORCING STYLE AUTHORITY

- Styling skus animated on top shelf via "Style Bestsellers"
 - Home & Away to Fuel Recruitment
- Top **heroes elevated** to bring to light product point of difference, increasing searchability and navigation
- 60% o Guest Enter the Brand through Styling with High Repeat Rates
- Key Product Highlights:
 - HIO Primer: Feather Light Leave In Conditioner
 - HIO Oil: Lightweight quick-absorbing oil for dry hair.
 - Thermal Protect Mist: Shields dry hair up to 450 degrees
 - Dryspun: Texture Spray + 40% INSTANT Volume
 - Spray de Mode: flexible, workable hold
 - Sumotech: Slick back styling
 - Pret a Powder: Non-spray dry shampoo
 - Pret Post Workout: Liquid mist cleans and refreshes sweaty strands
- **Dry Styling** at your fingertips!



ULTA VISUALS + ELEMENTS : SETUP FOR SUCCESS

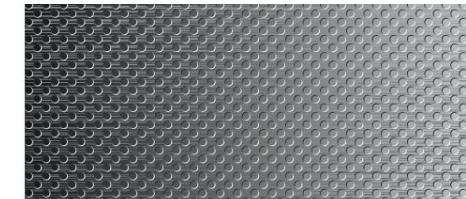
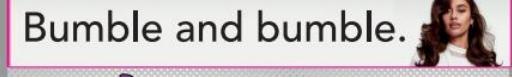
Bumble and bumble. 

EXECUTIONAL EXCELLENCE

New 5X 7 & 7x9



Current 4x9



4

POP IMAGES

POP'S WITHOUT GLORIFIER:
ALL FORMATS

- Pull to the very front of the comm band
- Pilot NEW 5X7 on HIO Primer Distortion (All Formats)
- Pilot 7x9 on Select Top Shelf Best Seller
- Leverage Current POP For Franchise Shelves

SINGLE PRODUCT GLORIFIER

POP'S **WITH** GLORIFIER:
4FT WALL FORMATS

- Glorifier should be pulled to very front of comm band
- POP's will sit behind glorifier, there is spacing at back of comm band behind tester unit, for POP inserts to easily slide into
- Stock will sit to right of glorifier, not behind. If there is excess stock this can sit behind glorifier.

MULTI PRODUCT GLORIFIER

PLATFORM FOR STYLING BAR
BEST SELLERS

4FT WALL + 4FT GONDOLAS

- Glorifier should be pulled to very front of comm band
- Stock will sit on glorifier, not behind

TRAVEL FIXTURE

PLATFORM +
MERCHANDISING UNIT FOR
TRAVEL SIZE STYLING BAR
BEST SELLERS

ALL FORMATS (excl 3ft)

- Horizontally merchandised & Clean presentation of travel minis

NEW VISUALS ELEMENTS

FREE STANDIN WALL TOPPER 3D LOGO

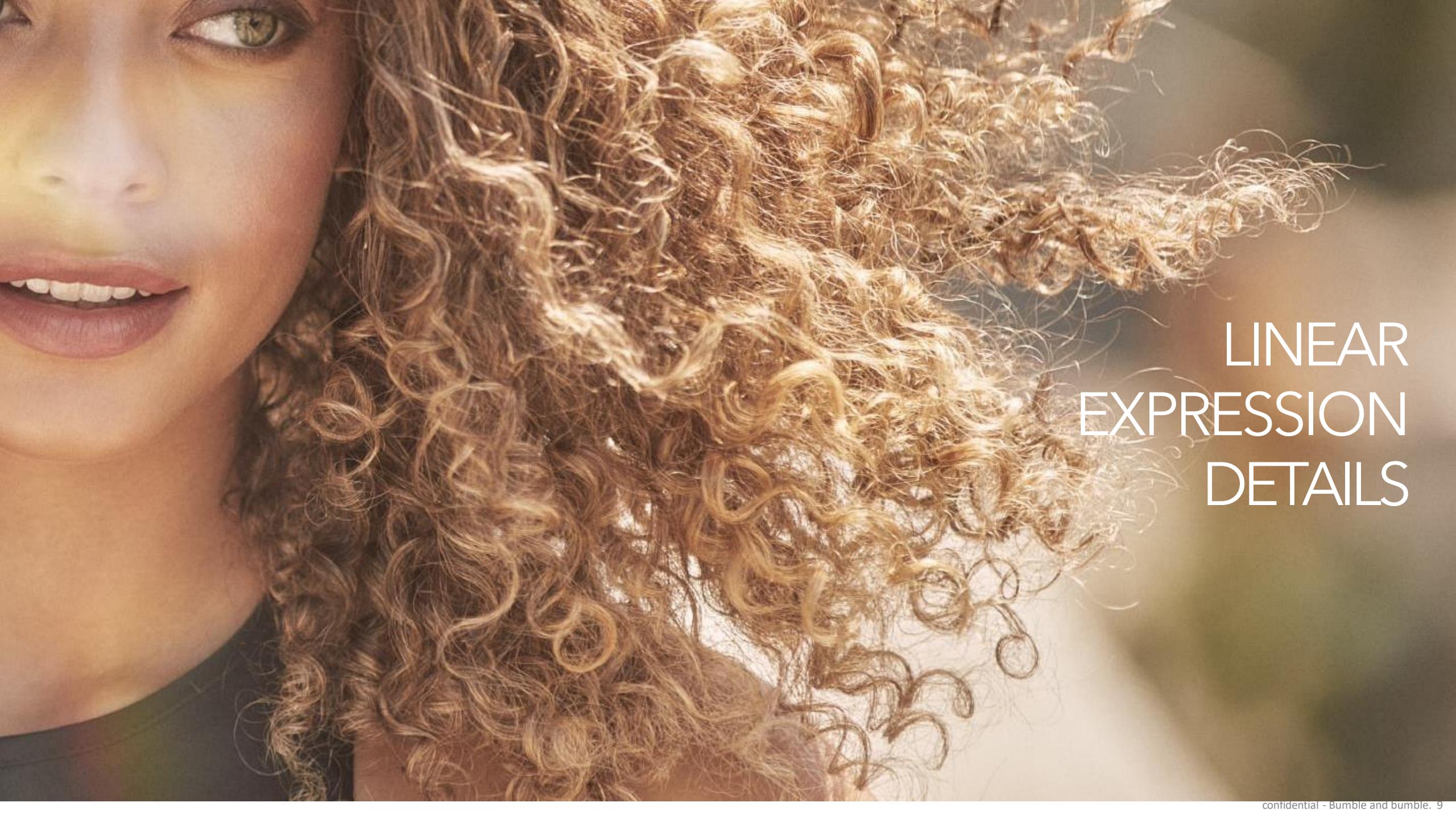
4FT WALL FORMATS

- Brand Navigation Replacing Top shelf Wall (Moving from 6 to 5 Shelves)
- Pilot Overhead Topper Graphic In Non-FES Doors

WALLPAPER

ALL FORMATS

- Full coverage behind products
- Full customization

A close-up photograph of a woman's face and curly hair. She has green eyes and is smiling, showing her teeth. Her hair is voluminous and curly, with a mix of dark and light brown tones. The lighting is soft, highlighting the texture of her hair and skin.

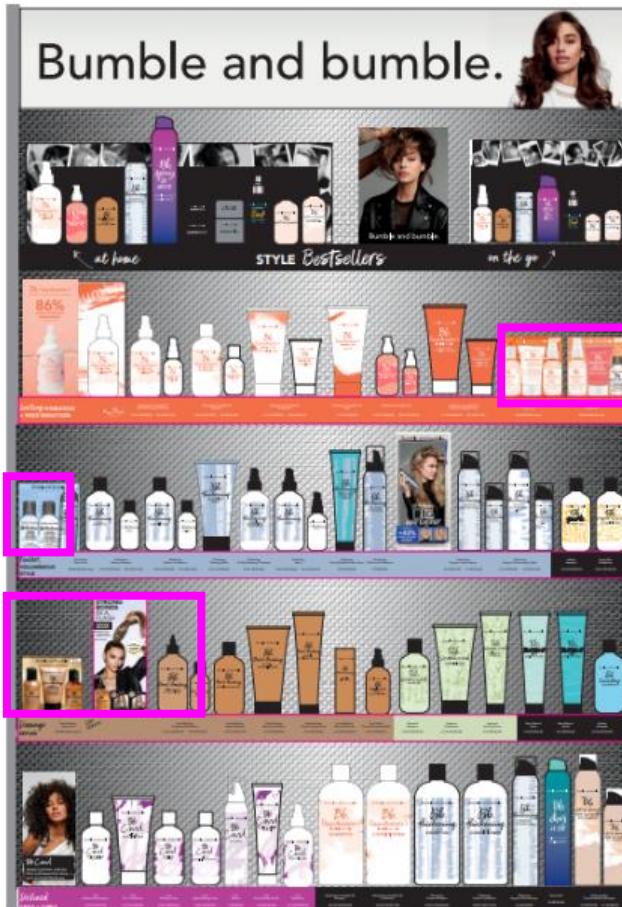
LINEAR
EXPRESSION
DETAILS

4 FT WALL

FROM



TO



BACKWALL W10 PLANOGRAM

Door count: 90

BACKWALL W4 ARCH PLANOGRAM

Door count: 4

UPDATING 1/05/2025

ADD

- Full Size Triplebond Flash Rinse
- Travel Size Triplebond Flash Rinse
- 4 NEW Evergreen Starter Kits
 - Exclusive Bond Kit
 - Thickening Kit (Now includes Drypsun)
 - Hairdresser's Invisible Oil Kit
 - Prime Style Extend Kit

DELETES

- Bond Treatment
- Travel Seaweed Airdry Cream
- 4 Trial Starter Kits
 - Big Instant Volume Kit
 - Thickening Kit
 - Hairdresser's Invisible Oil Kit
 - Bond Kit

GRAPICS

- New Triplebond Flash Rinse POP moves and replaces Hairdresser's Invisible Oil Styling Cream POP

MULTIPLE FACINGS

- HIO Primer: 3x (Top Shelf + 2x Franchise)
- HIO Oil: 2x (Top Shelf + Franchise)
- Thermal Protect: 2x (Top Shelf + Franchise)

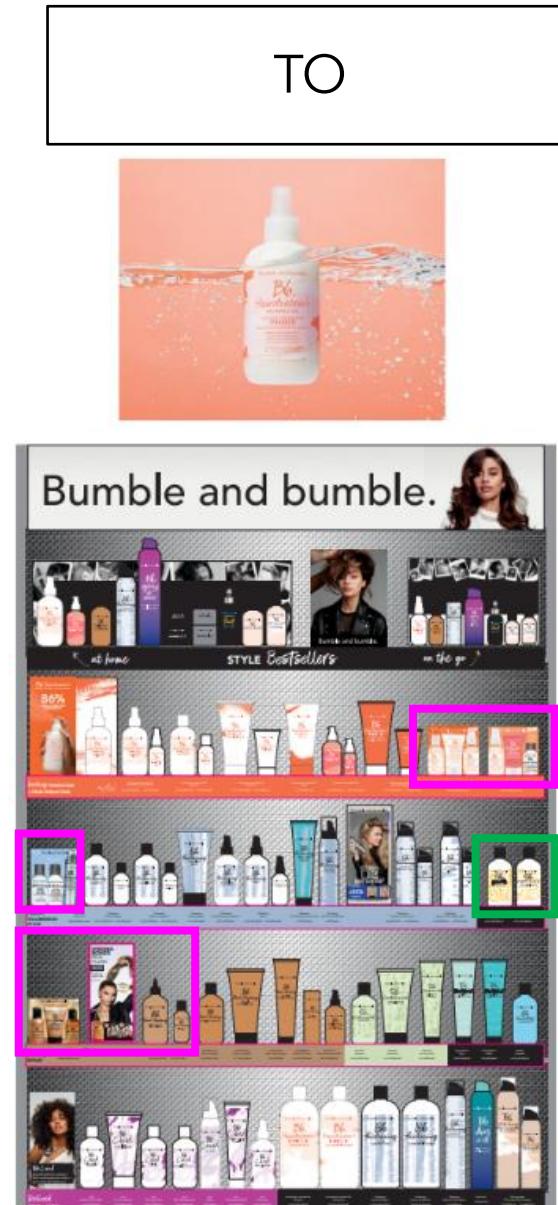
updating = pink
moving = green
existing/no update = no outline

4 FT WALL

FROM



TO



UPDATING 1/05/2025

updating - pink
moving - green
existing/no update - no outline

ADD

- Full Size Triplebond Flash Rinse
- Travel Size Triplebond Flash Rinse
- 4 NEW Evergreen Starter Kits
 - Exclusive Bond Kit
 - Thickening Kit (Now includes Drypsun)
 - Hairdresser's Invisible Oil Kit
 - Prime Style Extend Kit

DELETE

- Bond Treatment
- Travel Seaweed Airdry Cream
- 4 Trial Starter Kits
 - Big Instant Volume Kit
 - Thickening Kit
 - Hairdresser's Invisible Oil Kit
 - Bond Kit

GRAPICS

- New Triplebond Flash Rinse POP moves and replaces Hairdresser's Invisible Oil Styling Cream POP

MULTIPLE FACINGS

- HIO Primer: 3x (Top Shelf + 2x Franchise)
- HIO Oil: 2x (Top Shelf + Franchise)
- Thermal Protect: 2x (Top Shelf + Franchise)

BACKWALL W4 ARCH FES PLANOGRAM

Door count: 432

BACKWALL W22 ARCH FES PLANOGRAM

Door count: 4

4 FT GONDOLA

FROM



TO



4FT GONDOLA PLANOGRAM

Door count: 464

updating – pink
moving – green
existing/no update – no outline

UPDATING 1/05/2025

ADD

- Full Size Triplebond Flash Rinse
- Travel Size Triplebond Flash Rinse
- NEW Evergreen Starter Kits
 - Exclusive Bond Kit
 - Thickening Kit (Now includes Drypsun)
 - Hairdresser's Invisible Oil Kit
 - Prime Style Extend Kit

DELETE

- Bond Treatment
- Travel Seaweed Airdry Cream
- Trial Starter Kits
 - Big Instant Volume Kit
 - Thickening Kit
 - Hairdresser's Invisible

GRAPICS

- New Triplebond Flash Rinse POP replaces Bond Franchise POP

MULTIPLE FACINGS

- HIO Primer: 3x (Top Shelf + 2x Franchise)
- Travel HIO Primer: 2x (Top Shelf + Franchise)
- HIO Oil: 2x (Top Shelf + Franchise)
- Drypsun: 2x (Top Shelf + Franchise)
- Drypsun Travel: 2x (Top Shelf + Franchise)
- Thermal Protect: 2x (Top Shelf + Franchise)

6 FT GONDOLA

FROM



TO



UPDATING 1/05/2025

6FT GONDOLA PLANOGRAM

Door count: 388

updating - pink
moving - green
existing/no update - no outline

ADD

- Full Size Triplebond Flash Rinse
- Travel Size Triplebond Flash Rinse
- NEW Evergreen Starter Kits
 - Exclusive Bond Kit
 - Thickening Kit (Now includes Drypsun)
 - Hairdresser's Invisible Oil Kit
 - Prime Style Extend Kit

DELETES

- Bond Treatment
- Travel Seaweed Airdry Cream
- Trial Starter Kits
 - Big Instant Volume Kit
 - Thickening Kit
 - Hairdresser's Invisible

GRAPICS

- New Triplebond Flash Rinse POP replaces Seaweed Franchise POP

MULTIPLE FACINGS

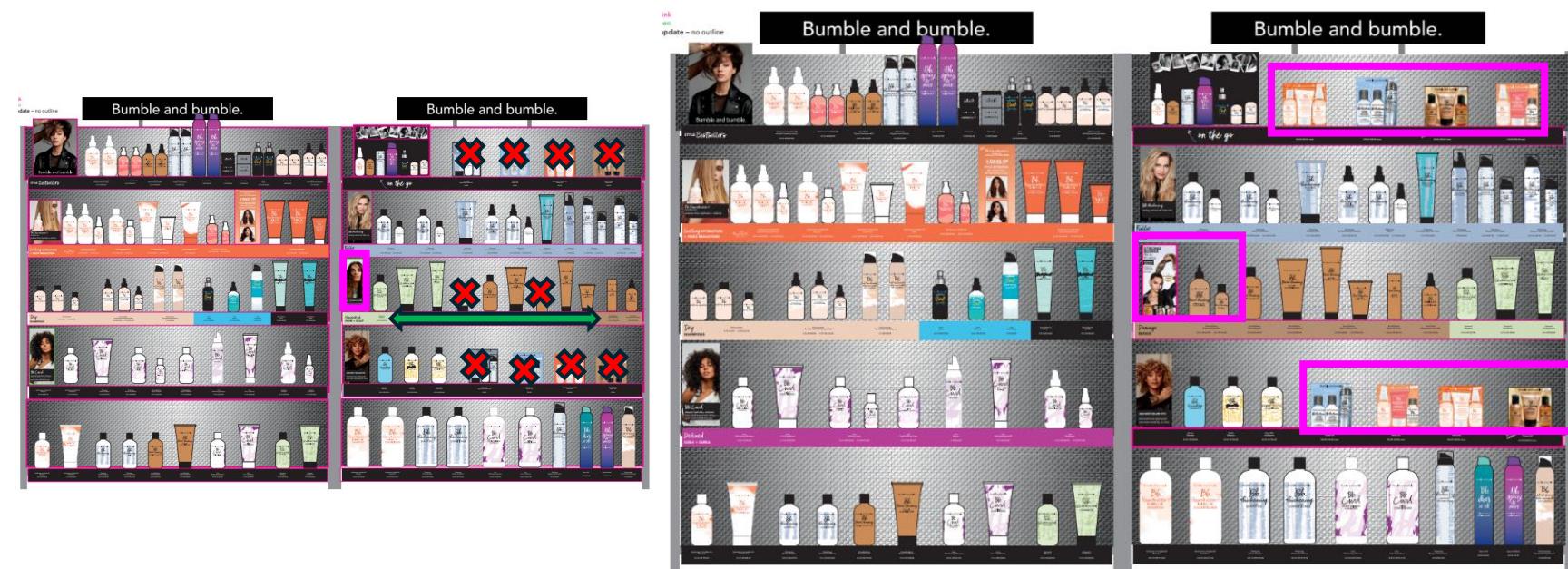
- HIO Primer: 2x (Top Shelf + Franchise)
- Travel HIO Primer: 2x (Top Shelf + Franchise)
- HIO Oil: 2x (Top Shelf + Franchise)
- Dryspun: 2x (Top Shelf + Franchise)
- Dryspun Travel: 2x (Top Shelf + Franchise)
- Pret OG: 3x (Top Shelf + Franchise)
- Pret Post Workout 3x (Top Shelf + Franchise)
- Pret Tres Invisible: 2x
- Thermal Protect: 2x (Top Shelf + Franchise)

8 FT GONDOLA

FROM



TO



UPDATING 1/05/2025

8FT GONDOLA PLANOGRAM

Door count: 4

updating – pink
moving – green
existing/no update – no outline

ADD

- Full Size Triplebond Flash Rinse
- Travel Size Triplebond Flash Rinse
- NEW Evergreen Starter Kits
 - Exclusive Bond Kit
 - Thickening Kit (Now includes Drypsun)
 - Hairdresser's Invisible Oil Kit
 - Prime Style Extend Kit

DELETES

- Bond Treatment
- Travel Seaweed Airdry Cream
- Trial Starter Kits
 - Big Instant Volume Kit
 - Thickening Kit
 - Hairdresser's Invisible
 - Bond Kit

GRAPICS

- New Triplebond Flash Rinse POP replaces Seaweed Franchise POP

MULTIPLE FACINGS

- HIO Primer: 4x (2x Top Shelf + 2x Franchise)
- Travel HIO Primer: 2x (Top Shelf + Franchise)
- HIO Oil: 3x (2x Top Shelf + Franchise)
- Dryspun: 3x (2x Top Shelf + Franchise)
- Dryspun Travel: 2x (Top Shelf + Franchise)
- Pret OG: 4x (2x Top Shelf + 2x Franchise)
- Pret OG Travel: 3x (2x Top Shelf + Franchise)
- Pret Post Workout 4x (2x Top Shelf + 2x Franchise)
- Pret Post Workout Travel 2x (Top Shelf + 2x Franchise)
- Pret Tres Invisible: 2x
- Thermal Protect: 3x (3x Top Shelf + Franchise)
- Shampoo + Conditioner (Franchise + Bottom Shelf)
 - HIO, Thickening, Bond, Curl, Seaweed
- Kits: Top Self + 3rd Shelf

3 FT GONDOLA

FROM



TO



UPDATING 1/05/2025

ADD

- Full Size Triplebond Flash Rinse
- Travel Size Triplebond Flash Rinse
- NEW Evergreen Starter Kits
 - Thickening Kit (Now includes Drypsun)

DELETES

- Bond Treatment
- Travel Seaweed Airdry Cream
- Trial Starter Kits
 - Big Instant Volume Kit

GRAPICS

- New Triplebond Flash Rinse POP replaces Seaweed Franchise POP

3FT GONDOLA PLANOGRAM

Door count: 6

updating – pink
moving – green
existing/no update – no outline

Estee Lauder

Visual Merchandising SP26 Jan- June



ESTĒE LAUDER

MERCHANDISING DIRECTION
SPRING 2025
IN STORE DATE: WEEK 23



ESTĒE LAUDER

MIRROR

MIRROR

ANTI-AGING FACE & EYE CREAMS

24-HOUR ANTI-OXIDANT PROTECTION

NUTRIENT-RICH SKINCARE

TRY IT. LOVE IT.

Fragrances: Bloom with Joy

CONCEALS. CONTOURS. HIGHLIGHTS. Double Wear Stay-in-Place Concealer

24-HOUR MULTI-USE CONCEALER

THE #1 FOUNDATION IN THE U.S.™

NATURAL MATTE FOUNDATION 55+ SHADES

PRIME & SET

2-IN-1 FOUNDATION & SETTING POWDER

RADIANT CONCEALER WITH SKINCARE BENEFITS

SERUM TINT FOUNDATION

HYDRATING FOUNDATION

PERFECT YOUR POUT

BRONZE GODDESS

COMPLETE YOUR LOOK

**KEY
GUIDE**

- = NEW GRAPHIC
- ★ = NEW LOCATOR
- ★ = NEW PLEXI
- ★ = EXISTING MOVES



ULTA | MERCHANTISING DIRECTION
SPRING 2025
IN STORE DATE: WEEK 23

BAY 1 HEADER: ESTEELAUDER SP24 WK52 B1 HEADER

SHELF 1 - ESTEELAUDER B1S1 COMM BAND FA24 WK23

- BACK RISER GRAPHIC - B1S1 BACK PANEL FA25 WK23
- PRICE STRIP - B1S1 PRICE STRIP FA25 WK23

ADVANCED NIGHT REPAIR SYNCHRONIZED MULTI-RECOVERY COMPLEX, 1 OZ
ADVANCED NIGHT REPAIR SYNCHRONIZED MULTI-RECOVERY COMPLEX, 0.7 OZ
NEW ADVANCED NIGHT REPAIR OVERNIGHT TREATMENT

- 12 X 7 GRAPHIC (CENTER) - B1S1 12X7 ANR FA25 WK23

ADVANCED NIGHT REPAIR SYNCHRONIZED MULTI-RECOVERY COMPLEX, 1.7 OZ (ON LOCATOR)

- ★ ADVANCED NIGHT REPAIR EYE SUPERCHARGED GEL-CREME, 0.5 OZ

NEW ADVANCED NIGHT REPAIR EYE LIFT + SCULPT, 0.5 OZ

ADVANCED NIGHT REPAIR RESCUE SOLUTION, 0.7 OZ

ADVANCED NIGHT REPAIR CLEANSING BALM (1) - PRODUCT ON RISER (GRAPHIC: CNA ULTA 0046 PAPER GRAPHIC FA23 WK36)

SHELF 2 - ESTEELAUDER B1S2 COMM BAND FA24 WK23

- BACK RISER GRAPHIC - B1S2 BACK PANEL FA24 WK36
- PRICE STRIP - B1S2 PRICE STRIP FA24 WK36

REVITALIZING SUPREME+ YOUTH POWER CREME, 1.7 OZ
REVITALIZING SUPREME+ YOUTH POWER CREME, 1 OZ

- 12 X 7 GRAPHIC (CENTER) - B1S2 12X7 SUPREME FA24 WK36

REVITALIZING SUPREME+ NIGHT POWER BOUNCE CREME, 1.7 OZ

REVITALIZING SUPREME+ YOUTH POWER CRÈME SPF 25, 1.7 OZ

REVITALIZING SUPREME+ YOUTH POWER EYE BALM, .5 OZ

SHELF 3 - ESTEELAUDER B1S3 COMM BAND FA24 WK36

- BACK RISER GRAPHIC - B1S4 BACK PANEL FA25 WK23
- PRICE STRIP - B1S3 PRICE STRIP FA25 WK23

★ DAYWEAR MULTI-PROTECTION ANTI-OXIDANT 24H-MOISTURE GEL CREME BROAD SPECTRUM SPF 15, 1.7 OZ

DAYWEAR MULTI-PROTECTION ANTI-OXIDANT 24H-MOISTURE GEL CREME BROAD SPECTRUM SPF 15, 1 OZ

DAYWEAR ANTI-OXIDANT 72H-HYDRATION SORBET CREME SPF 15, 1.7 OZ

DAYWEAR MATTE OIL-CONTROL ANTI-OXIDANT MOISTURE GEL CRÈME, 1.7 OZ

NUTRITIOUS 2-IN-1 FOAM CLEANSER, 4.2 OZ

NUTRITIOUS 2-IN-1 FOAM CLEANSER, 2 OZ

NUTRITIOUS MELTING SOFT CRÈME/MASK, 1.7 OZ

- 12 X 7 GRAPHIC (MOVE TO RIGHT) - B1S2 12X7 NUTRITIOUS FA24 WK23 - MINIS ON MULTIPLE PRODUCT LOCATOR

ADVANCED NIGHT REPAIR SYNCHRONIZED MULTI-RECOVERY COMPLEX MINI

ADVANCED NIGHT REPAIR EYE SUPERCHARGED GEL-CRÈME MINI

SUPREME CREME MINI

NUTRITIOUS CREME MINI

SHELF 4 - ESTEELAUDER B1S4 COMM BAND FA25 WK23

- BACK RISER GRAPHIC - B1S4 BACK PANEL FA25 WK23
- PRICE STRIP - B1S4 PRICE STRIP FA25 WK23

ALL DAY HYDRATION SKINCARE STARTER SET (1)

BEAUTIFUL SKIN 101 SKINCARE STARTER SET (1)

GLOW AUTHORITIES SKINCARE STARTER SET (1)

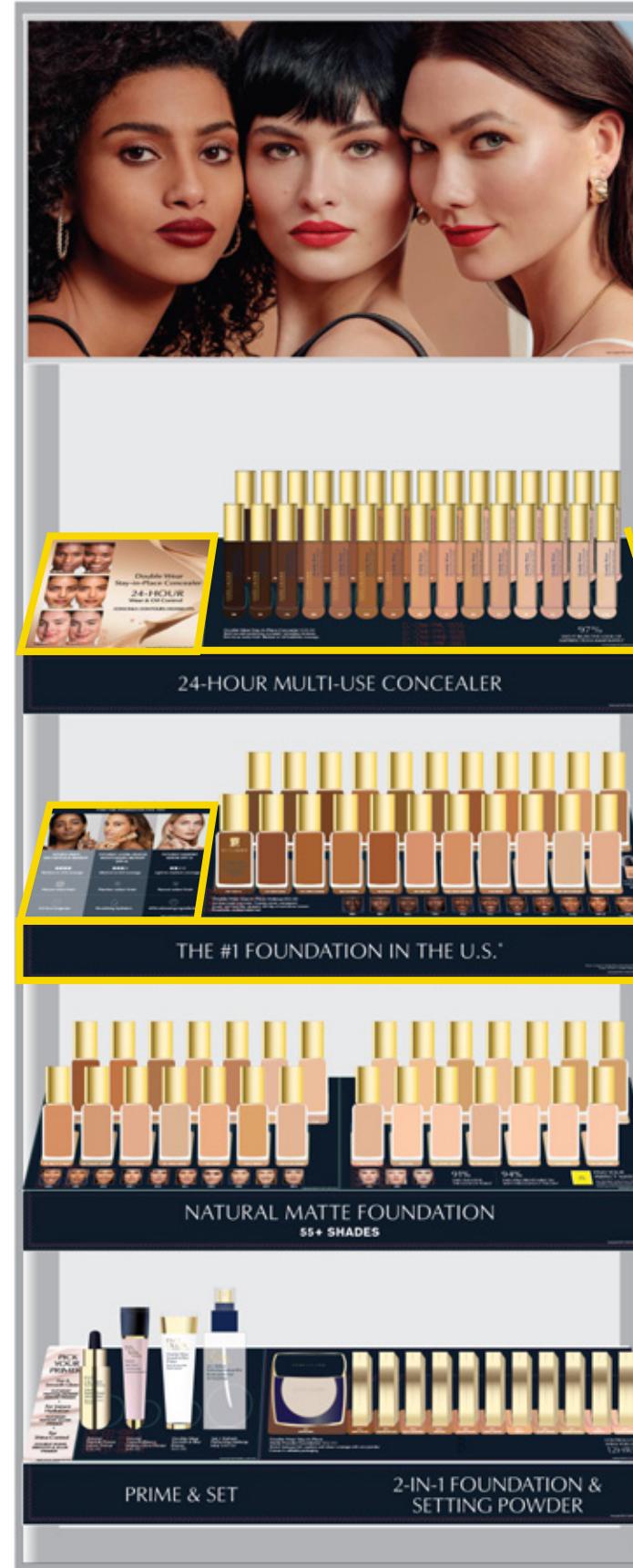
NEW EXCLUSIVE SET (!)

NEW BEAUTIFUL 3.4 OZ (1)

NEW PLEASURES 3.4 OZ (1)

**KEY
GUIDE**

- = NEW GRAPHIC
- ★ = NEW LOCATOR (WHITE BOARD TEMPLATE)
- ★ = NEW PULP TRAY (PULP MOLD BASE)
- ★ = EXISTING TILE (LOCATED GRAPHIC + PULP TRAY) MOVES

**ULTA**

MERCHANDISING DIRECTION
SPRING 2025
IN STORE DATE: WEEK 23

BAY 2 HEADER: ESTEELAUDER SP25 WK12 B2 HEADER**SHELF 1 - ESTEELAUDER B2S2 COMM BAND FA25 WK23**

■ TILE 1 - GRAPHIC - (B2S2 DW CONCEALER GRAPHIC FA25 WK23)

TILE 2 - (WHITE BOARD TEMPLATE: EL-CNA-PMT-0156) (PULP MOLD BASE: EL-CNA-PMB-0005)

■ GRAPHIC - (B2S2 DW CONCEALER FA25 WK23)

DOUBLE WEAR STAY-IN-PLACE CONCEALER (30)

SHELF 2 - ESTEELAUDER B2S2 COMM BAND FA25 WK23

■ TILE 1 - (WHITE BOARD TEMPLATE: CNA-EST-0611-T) (VACFORM BASE: CNA-EST-0611-VF)

■ GRAPHIC - (B2S2 DW SIP-B SP25 WK12)

DOUBLE WEAR STAY-IN-PLACE MAKEUP (14)

TILE 2 - (WHITE BOARD TEMPLATE: CNA-EST-0611-T) (VACFORM BASE: CNA-EST-0611-VF)

GRAPHIC - (B2S2 DW SIP-C SP25 WK12)

DOUBLE WEAR STAY-IN-PLACE MAKEUP (14)

SHELF 3 - ESTEELAUDER B2S1 COMM BAND SP25 WK12

TILE 1 - GRAPHIC - (B2S1 FOUNFINDER FA25 WK23)

TILE 2 - (WHITE BOARD TEMPLATE: CNA-EST-0612-T) (VACFORM BASE: CNA-EST-0612-VF)

GRAPHIC - (B2S1 DW SIP-A SP25 WK12)

DOUBLE WEAR STAY-IN-PLACE MAKEUP (22)

SHELF 4 - ESTEELAUDER B2S4 COMM BAND SP25 WK12

TILE 1 - GRAPHIC - (B3S4 PRIMERS SP25 WK12)

TILE 2 - (WHITE BOARD TEMPLATE: CNA-EST-0581-T) (VACFORM BASE: CNA-EST-0581-VF)

GRAPHIC - (B3S4 PRIMERS SP25 WK12)

FUTURIST PEPTIDE POWER SERUM PRIMER (1)

FUTURIST AQUA BRILLIANCE WATERY GLOW PRIMER (1)

DOUBLE WEAR SMOOTH & BLUR PRIMER (1)

SET + REFRESH PERFECTING MAKEUP MIST (1)

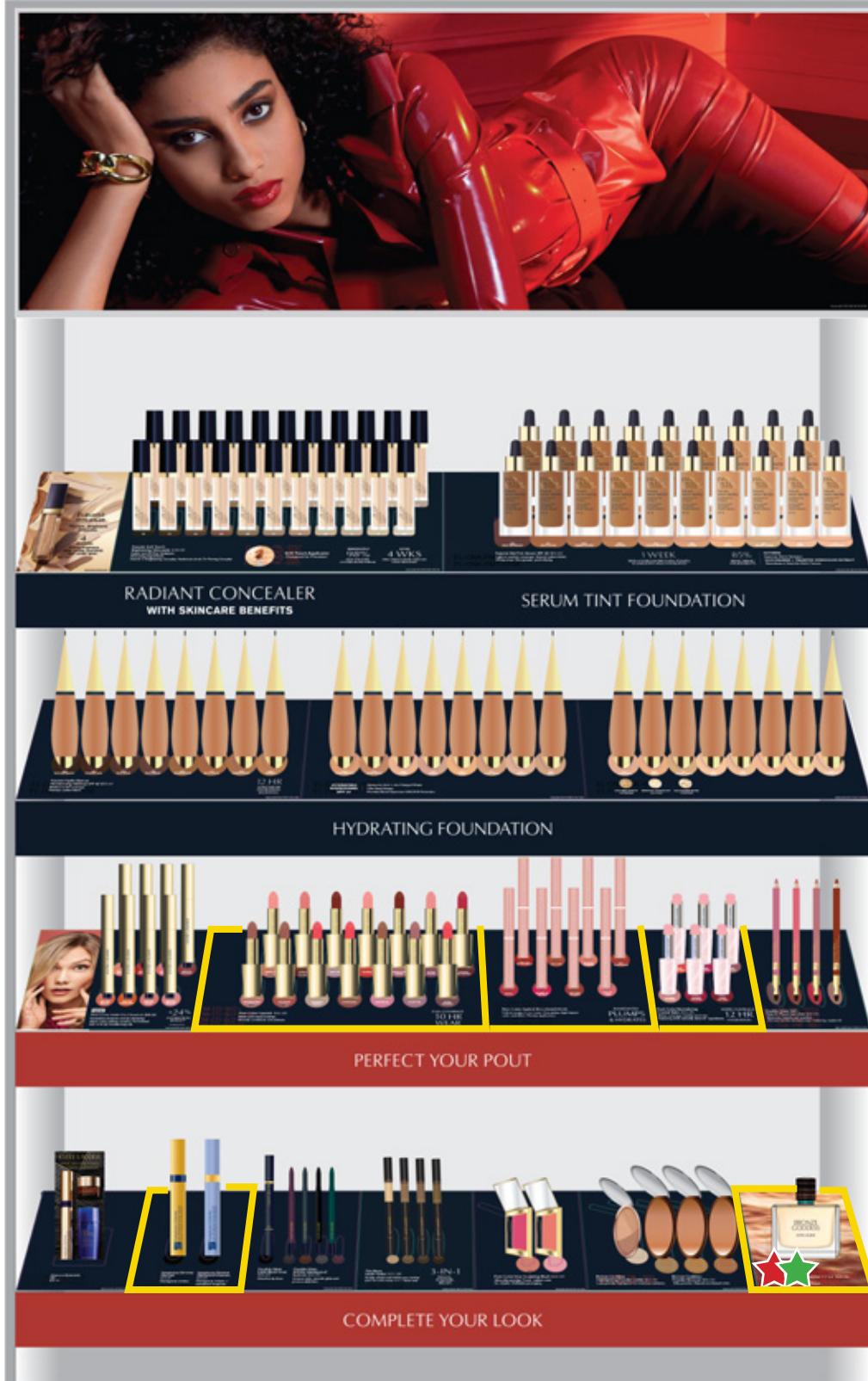
TILE 3 - (WHITE BOARD TEMPLATE: EL-CNA-PMT-0082) (PULP MOLD BASE: EL-CNA-PMB-0024)

GRAPHIC - (B3S4 DW POWDER SP24 WK52)

DOUBLE WEAR STAY-IN-PLACE POWDER MAKEUP (12)

**KEY
GUIDE**

- = NEW GRAPHIC
- ★ = NEW LOCATOR (WHITE BOARD TEMPLATE)
- ★ = NEW PULP TRAY (PULP MOLD BASE)
- ★ = EXISTING TILE (LOCATED GRAPHIC + PULP TRAY) MOVES



ULTA | MERCHANTISING DIRECTION
SPRING 2025
IN STORE DATE: WEEK 23

BAY 3 HEADER: ESTEELAUDER SP25 WK12V B3 HEADER

SHELF 1 - ESTEELAUDER B3S1 COMM BAND SP25 WK12

TILE 1 - GRAPHIC - (B3S1 SKINCEALER SP25 WK12)

TILE 2 - (WHITE BOARD TEMPLATE: EL-CNA-PMT-0157)
(PULP MOLD BASE: EL-CNA-PMB-0010)
GRAPHIC - (B3S4 SKINCEALER SP25 WK3)
FUTURIST SKINCEALER (22)

TILE 3 - (WHITE BOARD TEMPLATE: EL-CNA-PMT-0136)
(PULP MOLD BASE: EL-CNA-PMB-0041)
GRAPHIC - (B3S2 SKINTINT SP24 WK52)
FUTURIST SKINTINT (19)

SHELF 2 - ESTEELAUDER B3S3 COMM BAND FA24 WK23

TILE 1 - (WHITE BOARD TEMPLATE: EL-CNA-PMT-0138)

(PULP MOLD BASE: EL-CNA-PMB-0001)
GRAPHIC - (B3S3 FUTURIST-A SP24 WK52)
FUTURIST HYDRA RESCUE MOISTURIZING MAKEUP SPF 45 (8)

TILE 2 - (WHITE BOARD TEMPLATE: EL-CNA-PMT-0014)
(PULP MOLD BASE: EL-CNA-PMB-0001)
GRAPHIC - (B3S3 FUTURIST-B FA24 WK23)
FUTURIST HYDRA RESCUE MOISTURIZING MAKEUP SPF 45 (8)

TILE 3 - (WHITE BOARD TEMPLATE: EL-CNA-PMT-0014)
(PULP MOLD BASE: EL-CNA-PMB-0001)
GRAPHIC - (B3S3 FUTURIST-C FA23 WK36)
FUTURIST HYDRA RESCUE MOISTURIZING MAKEUP SPF 45 (8)

SHELF 3 - ESTEELAUDER B3S3 COMM BAND FA25 WK23

TILE 1 - (WHITE BOARD TEMPLATE: CNA-EST-0614-T)

(VACFORM BASE: CNA-EST-0588-VF)
GRAPHIC - (B3S3 MELT SP25 WK12)
PURE COLOR MELT-ON LIP (14)

TILE 2 - (WHITE BOARD TEMPLATE: CNA-EST-0613-T)
(VACFORM BASE: CNA-EST-0613-VF)
■ GRAPHIC - (B3S3 EMERALD FA25 WK23)
PURE COLOR LIPSTICK(14)

TILE 3 - (WHITE BOARD TEMPLATE: EL-CNA-PMT-0144)
(PULP MOLD BASE: EL-CNA-PMB-0002)
■ GRAPHIC - (B2S3 CRYSTAL BALM FA24 WK23)
PURE COLOR REVITALIZING CRYSTAL BALMS (6)

TILE 4 - (WHITE BOARD TEMPLATE: EL-CNA-PMT-0074)
(PULP MOLD BASE: EL-CNA-PMB-0016)
■ GRAPHIC - (B2S2 SLICK FA24 WK23)
PURE COLOR ENVY SLICK SHINE LIPSTICK (8)

TILE 5 - (WHITE BOARD TEMPLATE: EL-CNA-PMT-0153)
(PULP MOLD BASE: EL-CNA-PMB-0019)
GRAPHIC - (ESTEE LAUDER B2S2 LIP LINER FA24 WK23)
DOUBLE WEAR STAY-IN-PLACE LIP PENCIL (4)

SHELF 4 - ESTEELAUDER B3S4 COMM BAND SP25 WK12

TILE 1 - (WHITE BOARD TEMPLATE: EL-CNA-PMT-0126)

(PULP MOLD BASE: EL-CNA-PMB-0006)
GRAPHIC - (B2S4 MASCARA SET SP24 WK52)
SUMPTUOUS MASCARA SET (1)

TILE 2 - (WHITE BOARD TEMPLATE: EL-CNA-PMT-0007)
(PULP MOLD BASE: EL-CNA-PMB-0003)
■ GRAPHIC - (B2S4 MASCARA FA24 WK23)

SUMPTUOUS EXTREME MASCARA (1)
SUMPTUOUS EXTREME WATERPROOF LASH MULTIPLYING VOLUME MASCARA (1)

TILE 3 - (WHITE BOARD TEMPLATE: EL-CNA-PMT-0008)
(PULP MOLD BASE: EL-CNA-PMB-0003)
GRAPHIC - (B2S4 LINER SP24 WK52)

LITTLE BLACK LINER (1)
DOUBLE WEAR INFINITE WATERPROOF EYELINER (4)

TILE 4 - (WHITE BOARD TEMPLATE: EL-CNA-PMT-0158)
(PULP MOLD BASE: EL-CNA-PMB-0003)
GRAPHIC - (B3S4 BROWS SP24 WK12)

BROW MULTI-TASKER (4)

TILE 5 - (WHITE BOARD TEMPLATE: EL-CNA-PMT-0085)
(PULP MOLD BASE: EL-CNA-PMB-0025)
GRAPHIC - (B2S3 BLUSH FA24 WK23) side profile
PURE COLOR ENVY SCULPTING BLUSH (2)

TILE 6 - (WHITE BOARD TEMPLATE: EL-CNA-PMT-0151)
(PULP MOLD BASE: EL-CNA-PMB-0023)
GRAPHIC - (B2S3 BRONZER FA24 WK23) side profile
BRONZE GODDESS HIGHLIGHTER (1)
BRONZE GODDESS POWDER BRONZER (3)

★ **TILE 7 - (WHITE BOARD TEMPLATE: CNA-EST-0617-T)**

★ **(VACFORM BASE: CNA-EST-0617-VF)**

■ **GRAPHIC - (B3S4 BG FA25 WK23)**
NEW BRONZE GODDESS EAU FRAÎCHE 1.7 OZ (1)

**KEY
GUIDE**

- = NEW GRAPHIC
- ★ = NEW LOCATOR
- ★ = NEW PLEXI
- ★ = EXISTING MOVES

ULTA

MERCHANDISING DIRECTION
SPRING 2025
IN STORE DATE: WEEK 23



VANITY A - SETS

SHELF 1

DISPLAYER - STARTER SETS

DOUBLE WEAR STAY-IN-PLACE CONCEALER (3)
DOUBLE WEAR STAY-IN-PLACE FOUNDATION (1)

SHELF 2

POWERFUL NIGHTTIME REPAIR (1)
THE POWER PAIR (2)
SKIN GRUMPY, GET GLOWY SET (1)

■ DRAWER GRAPHIC - EL DRAWER COVER_VANITYA FA25 WK23



VANITY B - NIGHTTIME STORY

SHELF 1

DISPLAYER - NIGHTTIME STORY

BRONZE GODDESS EAU FRAÎCHE (1)
BRONZE GODDESS POWDER BRONZER (1)
BRONZE GODDESS HIGHLIGHTER (1)

SHELF 2

BRONZE GODDESS EAU FRAÎCHE
BRONZE GODDESS POWDER BRONZER (BACKSTOCK)
BRONZE GODDESS HIGHLIGHTER (BACKSTOCK)

DRAWER GRAPHIC - EL DRAWER COVER_VANITYB FA24 WK23

- NEW GRAPHIC
- ★ NEW PLEXI
- ★ NEW LOCATOR
- ★ PLUG REMOVED
- ★ NEW SHELF PLANOGRAM
- ★ EXISTING LOCATOR MOVES
- ★ NEW VAC FORM BASE

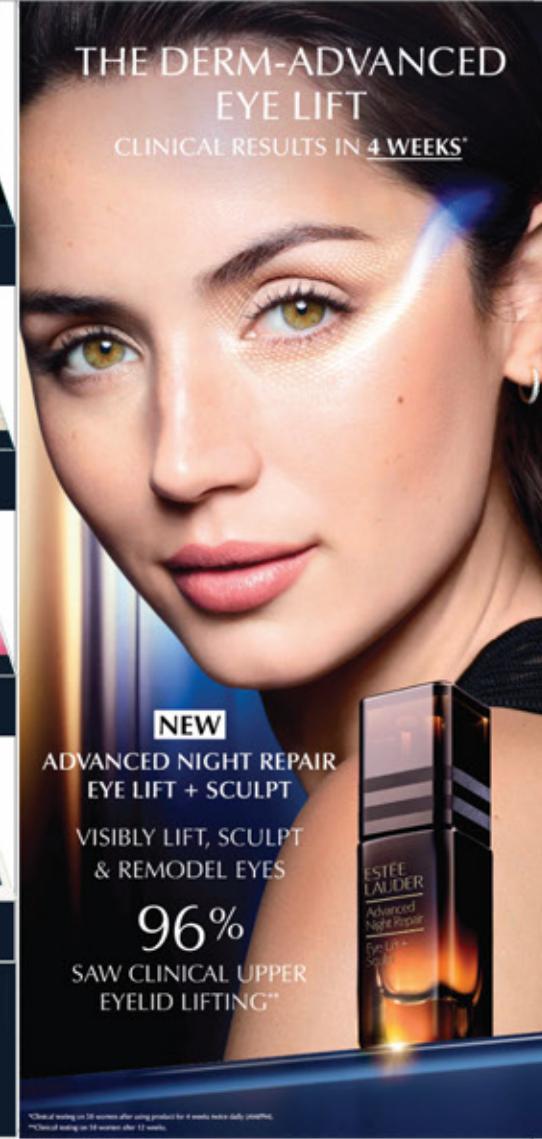
ESTĒE LAUDER

MERCHANDISING DIRECTION
SPRING 2025
IN STORE DATE: WEEK 23
ULTA 2.0

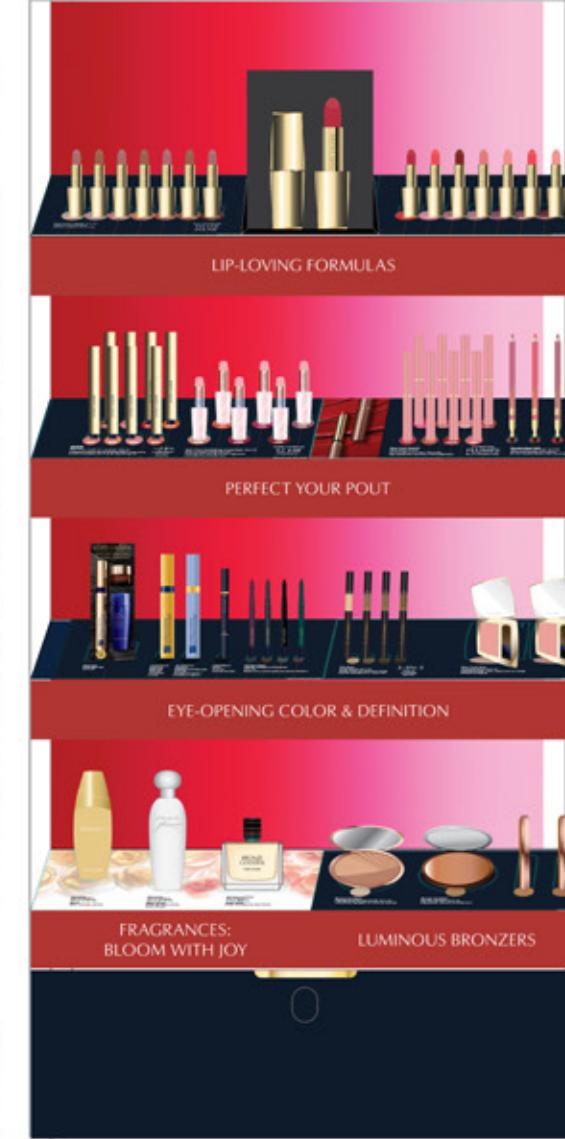


ESTĒE LAUDER

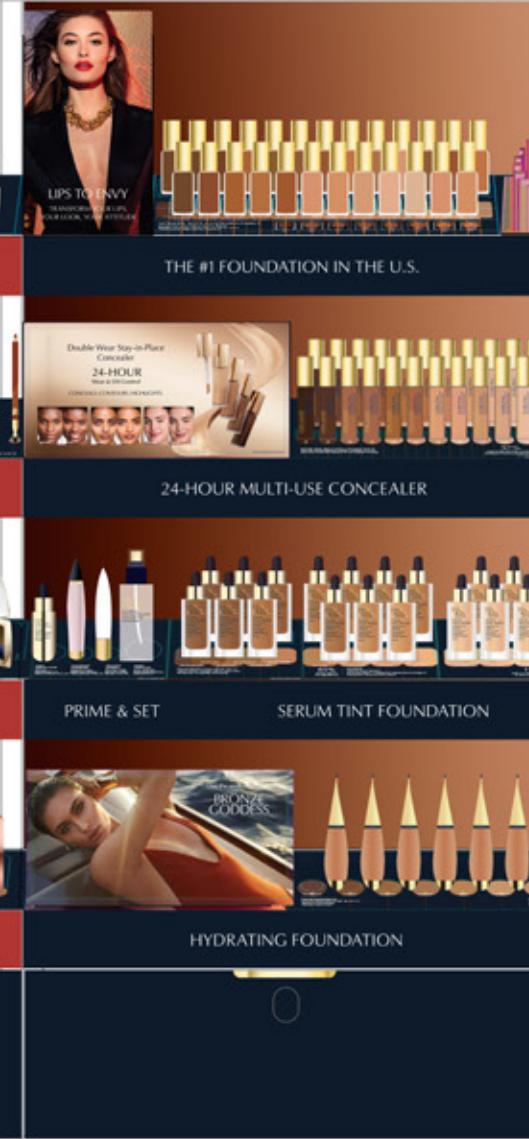
BAY 1



BAY 2



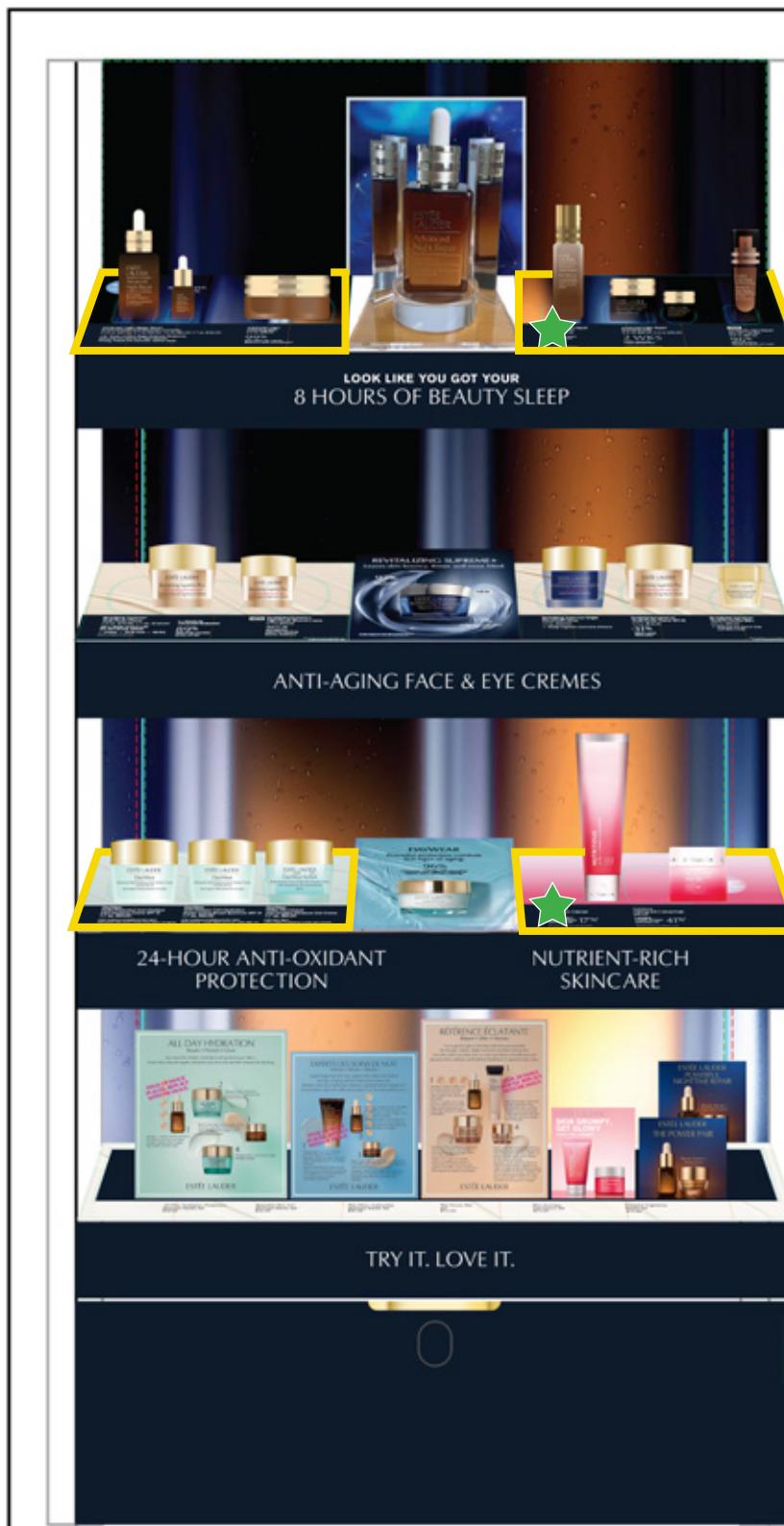
BAY 3



BAY 4

SP24 WK52_ULTA_GONDOLA_
LARGEGRAPHIC_SKINTINT

BAY 1



ULTA
2.0 | MERCHANTISING DIRECTION
FALL 2025
IN STORE DATE: WEEK 23

BAY 1: SKINCARE BAY

BACK WALL GRAPHIC - SP24 WK52_ULTA_GONDOLA_BAY1_BACKPANEL

SHELF 1 - FA24 WK23_ULTA_GONDOLA_BAY1_COMMBANDS_ANR

SHELF GRAPHIC - EL 83204-A01-G01 ANR FA24 WK23

EL 83204-A01-G01 ANR FA24 WK23

ADVANCED NIGHT REPAIR SYNCHRONIZED MULTI-RECOVERY COMPLEX, 1.7 OZ
ADVANCED NIGHT REPAIR SYNCHRONIZED MULTI-RECOVERY COMPLEX MINI
ADVANCED NIGHT REPAIR CLEANSING BALM

FACTICE DISTORTION (CENTER)

ADVANCED NIGHT REPAIR RESCUE SOLUTION, 0.7 OZ

ADVANCED NIGHT REPAIR EYE SUPERCHARGED GEL-CRÈME

ADVANCED NIGHT REPAIR EYE SUPERCHARGED GEL- CRÈME MINI

NEW ADVANCED NIGHT REPAIR EYE LIFT + SCULPT , 0.5 OZ

SHELF 2 - FA24 WK23_ULTA_GONDOLA_BAY1_COMMBANDS_SUPREME

SHELF GRAPHIC - EL 83411-A03-G01 SUPREME FA24 WK36

EL 70143-A02-G02 SUPREME FA24 WK36

REVITALIZING SUPREME+ YOUTH POWER CRÈME, 1.7 OZ

REVITALIZING SUPREME+ YOUTH POWER CRÈME, 1 OZ

GRAPHIC (CENTER) - FA24 WK36_ULTA_GONDOLA_B1S2_NIGHT_CENTERGRAPHIC_RISER

REVITALIZING SUPREME+ NIGHT POWER BOUNCE CRÈME, 1.7 OZ

REVITALIZING SUPREME+ YOUTH POWER CRÈME SPF 25, 1.7 OZ

REVITALIZING SUPREME+ YOUTH POWER EYE BALM, .5 OZ

SHELF 3 - FA24 WK36_ULTA_GONDOLA_BAY1_COMMBANDS_DAYNUTR

SHELF GRAPHIC - EL 78438-A04-G01 DAYWEAR FA24 WK23

FA24 WK36_ULTA_GONDOLA_B1S3_NUTRITIOUS_RIGHT

DAYWEAR MULTI-PROTECTION ANTI-OXIDANT 24H-MOISTURE GEL CRÈME BROAD SPECTRUM SPF 15, 1.7 OZ

DAYWEAR ANTI-OXIDANT 72H-HYDRATION SORBET CRÈME SPF 15, 1.7 OZ

DAYWEAR MATTE OIL-CONTROL ANTI-OXIDANT MOISTURE GEL CRÈME, 1.7 OZ

GRAPHIC (CENTER) - FA24 WK23_ULTA_GONDOLA_DAYWEAR_CENTERGRAPHIC_RISER

NEW NUTRITIOUS 2-IN-1 FOAM CLEANSER, 4.2 OZ

NEW NUTRITIOUS MELTING SOFT CRÈME/MASK, 1.7 OZ

SHELF 4 - FA24 WK36_ULTA_GONDOLA_BAY1_COMMBANDS_SETS

SHELF GRAPHIC - EL 86245-A04-G02 SETS FA24 WK36

GENERIC LOCATOR TO FIT SETS

ALL DAY HYDRATION SKINCARE STARTER SET (1)

BEAUTIFUL SKIN 101 SKINCARE STARTER SET (1)

GLOW AUTHORITIES SKINCARE STARTER SET (1)

THE POWER PAIR (1)

POWERFUL NIGHTTIME REPAIR (1)

SKIN GRUMPY, GET GLOWY SET (1)

NEW GRAPHIC

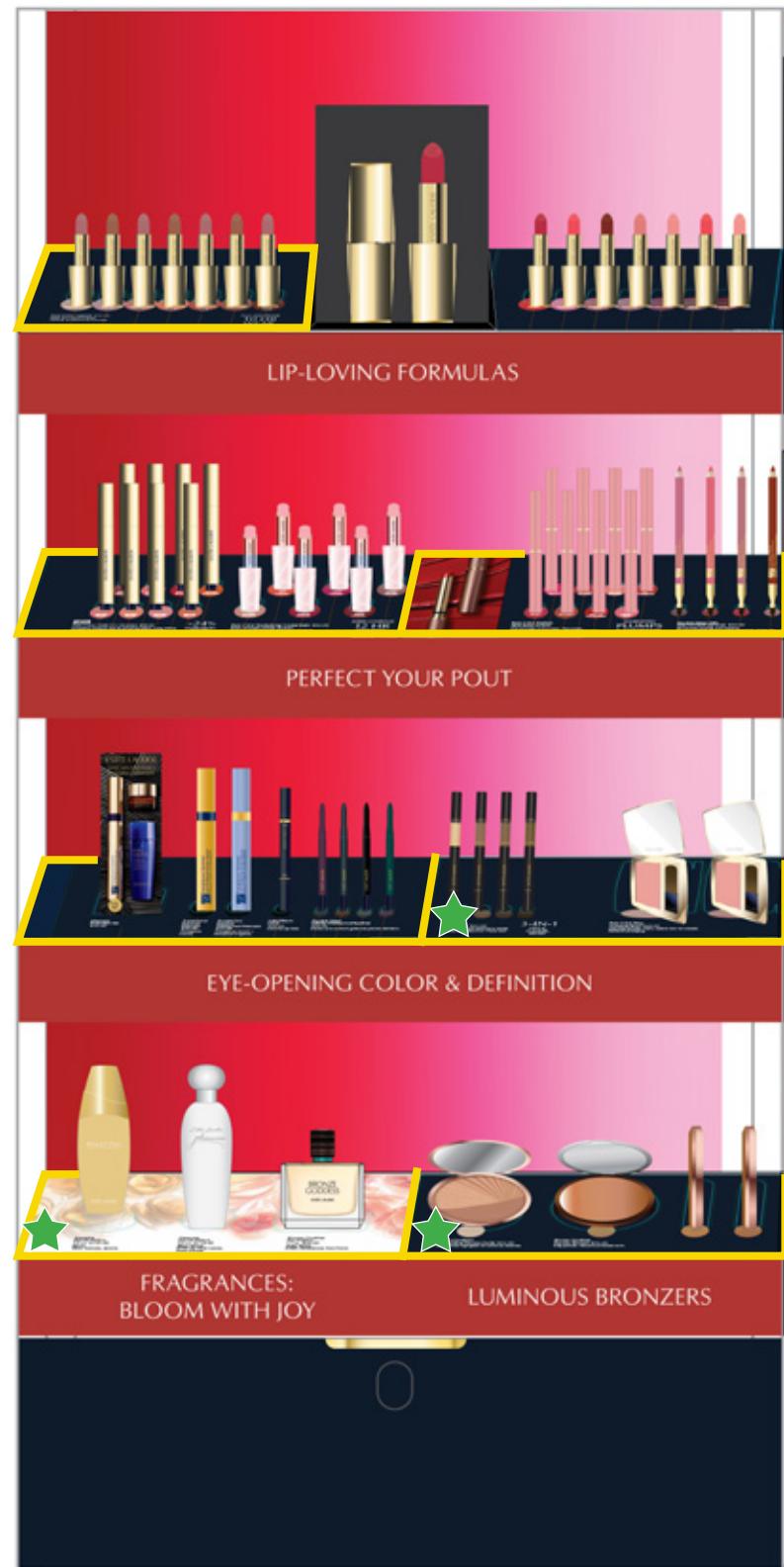
NEW PLEXI

NEW LOCATOR

EXISTING LOCATOR MOVES

NEW VAC FORM BASE

BAY 2



BAY 2: SP24 WK52_ULTA_GONDOLA_BAY3_COMMBANDS
BACK WALL GRAPHIC - SP24_WK52_ULTA_GONDOLA_BAY3_LIPBACKPANEL SP24_WK52_ULTA_GONDOLA_BAY6_BACK PANEL

SHELF 1 COMM BAND - SP24 WK52

TILE 1 - EL 83204-A05-G01 LIP FA25 WK23
NUDES PURE COLOR EMERALD LIPSTICK (7)

TILE 2 - PURE COLOR EMERALD LIPSTICK DISTORTION

TILE 3 - EL 83204-A05-G01 LIP-2 SP25 WK12
PURE COLOR EMERALD LIPSTICK (7)

SHELF 2 COMM BAND - SP24 WK52_ULTA_GONDOLA_BAY3_COMMBANDS

TILE 1 - EL 90626-A06-G04 MELT CRYSTAL FA25 WK23
PURE COLOR MELT-ON LIP (8)
PURE COLOR REVITALIZING CRYSTAL BALM (6)

TILE 2 - EL 90626-A06-G01 SLICK LINER FA25 WK23
PURE COLOR ENVY SLICK SHINE LIPSTICK (8)
DOUBLE WEAR STAY-IN-PLACE LIP PENCIL (4)

SHELF 3 COMM BAND - FA24 WK23_ULTA_GONDOLA_BAY3_COMMBANDS_EYE

TILE 1 - EL 83204-A07-G01 LINER MASCARA FA25 WK23
SUMPTUOUS MASCARA/EYE SET (1)
SUMPTUOUS EXTREME MASCARA (1)
SUMPTUOUS EXTREME WATERPROOF LASH MULTIPLYING VOLUME MASCARA (1)
LITTLE BLACK LINER (1)
DOUBLE WEAR INFINITE WATERPROOF EYELINER (4)

TILE 2 - EL 82092-A07-G03 BROWBLUSH FA25 WK23
BROW MULTI-TASKER (4)
PURE COLOR ENVY SCULPTING BLUSH (2)

SHELF 4 COMM BAND - FA25 WK23_ULTA_GONDOLA_BAY3_COMMBANDS_BRONZER

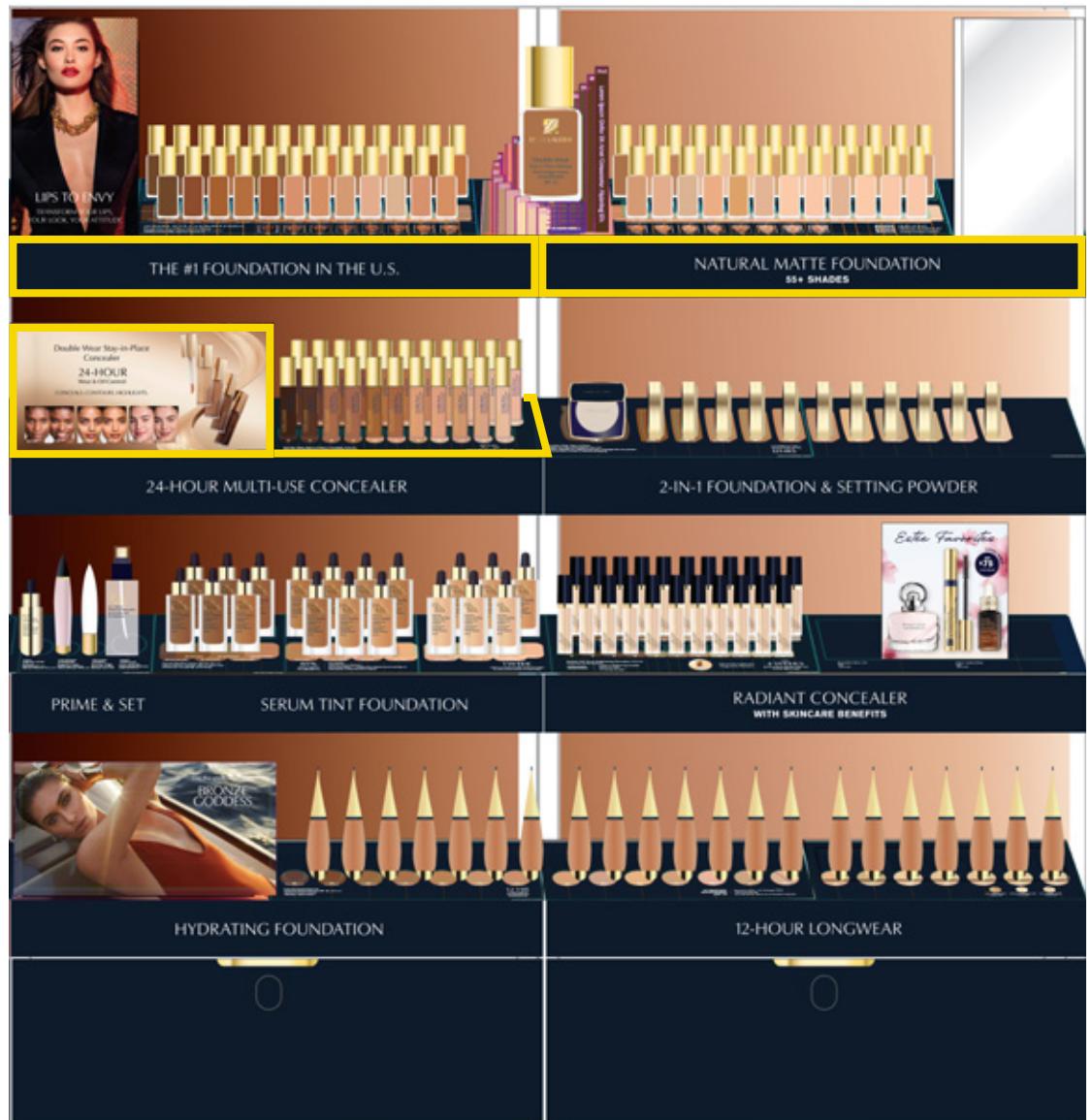
TILE 1 - EL 90849-A08-G03 FRAGRANCE FA25 WK23
NEW BEAUTIFUL 3.4 OZ (1)
NEW PLEASURES 3.4 OZ (1)
NEW BRONZE GODDESS EAU FRAÎCHE 1.7 OZ (1)

TILE 2 - EL 90849-A08-G01 BRONZER FA25 WK23
BRONZE GODDESS HIGHLIGHTER (1)
BRONZE GODDESS POWDER BRONZER (3)

- NEW GRAPHIC
- NEW PLEXI
- NEW LOCATOR
- EXISTING LOCATOR MOVES
- NEW VAC FORM BASE

BAY 3

BAY 4



BAY 3: FOUNDATION BAY A

BACK WALL GRAPHIC - SP24_WK52_ULTA_GONDOLA_BAY6_BACK PANEL

SHELF 1 - SP25 WK3_ULTA_GONDOLA_BAY5_COMMBANDS_DW
TILE 1 GRAPHIC - SP24_WK52_ULTA_GONDOLA_B4S1_DWGRAPHICTILE 2 - EL 83204-A09-G03 DWSIP-A SP25 WK3
DOUBLE WEAR STAY-IN-PLACE MAKEUP (25)

TILE 3 - DOUBLE WEAR STAY-IN-PLACE MAKEUP DISTORTION (DISTORTION TILE SITS ON BAY 3 THROUGH BAY 4).

SHELF 2 - SP25 WK3_ULTA_GONDOLA_BAY4_COMMBANDS_DWCON-
CEALER

TILE 1 GRAPHIC - EL 83204-A10-G04 CONCEALER FA25 WK23

TILE 2 - EL 89209-A10-G02 DW CONCEALER FA25 WK23
DOUBLE WEAR STAY-IN-PLACE CONCEALER (22)SHELF 3 - SP25 WK3_ULTA_GONDOLA_BAY4_COMMBANDS_SKINTINT
TILE 1 - EL 83411-A14-G01 PRIMER FA24 WK23FUTURIST PEPTIDE POWER SERUM PRIMER (1)
FUTURIST AQUA BRILLIANCE WATERY GLOW PRIMER (1)
DOUBLE WEAR SMOOTH & BLUR PRIMER (1)
SET + REFRESH PERFECTING MAKEUP MIST (1)TILE 2 - EL 83204-A10-G01 SKINTINT-A SP24 WK52
FUTURIST SKINTINT (6)TILE 3 - FA23 WK36_ULTA_GONDOLA_B4S2_SKINTINT_B
FUTURIST SKINTINT (7)TILE 4 - FA23 WK36_ULTA_GONDOLA_B4S2_SKINTINT_C
FUTURIST SKINTINT (6)SHELF 4 - FA24 WK23_ULTA_GONDOLA_BAY4_COMMBANDS_FUTURIST
TILE 1 GRAPHIC - FA24_WK23_ULTA_GONDOLA_B4S4_BRONZEGODDESSGRAPHICTILE 2 - EL 70143-A11-G02 FUTURIST-A FA24 WK23
FUTURIST HYDRA RESCUE MOISTURIZING MAKEUP SPF 45 (7)

BAY 4 HEADER: FOUNDATION BAY B

BACK WALL GRAPHIC - SP24_WK52_ULTA_GONDOLA_BAY5_BACK PANEL

SHELF 1 - FA25 WK23_ULTA_GONDOLA_BAY5_COMMBANDS_DW

TILE 1 - SP25 WK3_ULTA_GONDOLA_B5S1_DWSIP_B
DOUBLE WEAR STAY-IN-PLACE MAKEUP (25)

TILE 2 MIRROR -

SHELF 2 - SP25 WK3_ULTA_GONDOLA_BAY5_COMMBANDS_POWDER
TILE 1 - EL 86245-A12-G02 DWPOWDER-A FA24 WK36
DOUBLE WEAR STAY IN PLACE MATTE POWDER FOUNDATION (6)TILE 2 - EL 86245-A12-G02 DWPOWDER-B FA24 WK36
DOUBLE WEAR STAY IN PLACE MATTE POWDER FOUNDATION (6)SHELF 3 - SP25 WK3_ULTA_GONDOLA_BAY5_COMMBANDS_CONCEALER
TILE 1 - EL 83411-A14-G02 SKINCEALER FA24 WK23
FUTURIST SKINCEALER (22)TILE 2 - EL 86245-A16-G02 SETS-2 SP25 WK3
NEW EXCLUSIVE SET (1)SHELF 4 - SP25 WK3_ULTA_GONDOLA_BAY5_COMMBANDS_FUTURIST
TILE 2 - FA24 WK23_ULTA_GONDOLA_B5S3_FUTURIST_B
FUTURIST HYDRA RESCUE MOISTURIZING MAKEUP SPF 45 (7)TILE 1 - FA23 WK36_ULTA_GONDOLA_B5S3_FUTURIST_C
FUTURIST HYDRA RESCUE MOISTURIZING MAKEUP SPF 45 (7)

NEW GRAPHIC

NEW PLEXI

NEW LOCATOR

EXISTING LOCATOR MOVES

NEW VAC FORM BASE

ESTĒE LAUDER

MERCHANDISING DIRECTION
SPRING 2025
IN STORE DATE: WEEK 23

ULTA 6FT GONDOLA



ULTA

MERCHANDISING DIRECTION
FALL 2025
IN STORE DATE: WK 23





BAY 1

■ **SHELF 1 - EL-GS006 B1S1E GRAPHIC STRIP_DWLEFT FA25 WK23**

SHELF GRAPHIC - EL-GS010 B1S1B GRAPHIC STRIP_DOUBLEWEARLEFT_BACK
SP25 WK3_EL-GS008 B1S1B GRAPHIC STRIP_DOUBLEWEARLEFT
EL-FTG004 B1S1D FOCUS TESTER GRAPHIC_OPTB FACES

GRAPHIC IN FRAME - SP25 WK3_EL-GP011 B1S1A GRAPHIC PANEL_DOUBLEWEAR_MAINGRAPHIC
DOUBLE WEAR STAY-IN-PLACE MAKEUP (28)

■ **SHELF 2 - EL-GS006 B1S2E GRAPHIC STRIP_ANRCOMMBAND FA24 WK23**

SHELF GRAPHIC - EL-GP002 B2S2K GRAPHIC PANEL_ANRREVIEW
ANR BUBBLE LARGE - SP25 WK3_EL-GP018 B1S2C GRAPHIC PANEL_ANRLARGECLAIMCIRCLE
ANR BUBBLE SMALL - SP25 WK3_EL-GP017 B1S2D GRAPHIC PANEL_ANRSMALLCLAIMCIRCLE

GRAPHIC IN FRAME - FA25 WK23_EL-GP001 B1S2A GRAPHIC PANEL_ANR_MAINGRAPHIC
ADVANCED NIGHT REPAIR SYNCHRONIZED MULTI-RECOVERY COMPLEX, 1.7 OZ
ADVANCED NIGHT REPAIR SYNCHRONIZED MULTI-RECOVERY COMPLEX MINI
ADVANCED NIGHT REPAIR SYNCHRONIZED MULTI-RECOVERY COMPLEX, 1 OZ
ADVANCED NIGHT REPAIR SYNCHRONIZED MULTI-RECOVERY COMPLEX, 0.7 OZ

ADVANCED NIGHT REPAIR EYE SUPERCHARGED GEL-CREME, 0.5 OZ

★ NEW ADVANCED NIGHT REPAIR EYE LIFT + SCULPT, 0.5 OZ
ADVANCED NIGHT REPAIR CLEANSING BALM (1)
BEAUTIFUL SKIN 101 SKINCARE STARTER SET (1)

■ **SHELF 3 - EL-GS006 B1S4E GRAPHIC STRIP_MOISTURIZERS FA24 WK23**

SHELF GRAPHIC - EL-TTG003 B1S4A SHELF_SUPREME SP25 WK3

GRAPHIC IN FRAME - SP25 WK3_EL-GP001 B1S4B GRAPHIC PANEL_SUPRENIGHT_MAINGRAPHIC
REVITALIZING SUPREME+ YOUTH POWER CREME, 1.7 OZ
REVITALIZING SUPREME+ YOUTH POWER CRÈME MINI
REVITALIZING SUPREME+ YOUTH POWER CREME, 1 OZ
REVITALIZING SUPREME+ NIGHT POWER BOUNCE CREME, 1.7 OZ
REVITALIZING SUPREME+ YOUTH POWER CRÈME SPF 25, 1.7 OZ
REVITALIZING SUPREME+ YOUTH POWER EYE BALM, .5 OZ
GLOW AUTHORITIES SKINCARE STARTER SET (1)

■ **SHELF 4 - FA25 WK23 EL-GS006 B1S3E GRAPHIC STRIP_DAYNUTRCOMMBAND**

SHELF GRAPHIC - EL-TTG002 B1S3B SHELF_DAYNUTR_FA25 WK23

GRAPHIC IN FRAME - SP25 WK3_EL-GP001 B1S4B GRAPHIC PANEL_DAYWEAR_MAINGRAPHIC
DAYWEAR MULTI-PROTECTION ANTI-OXIDANT 24H-MOISTURE GEL CREME BROAD SPECTRUM SPF 15, 1.7 OZ
DAYWEAR MULTI-PROTECTION ANTI-OXIDANT 24H-MOISTURE GEL CREME BROAD SPECTRUM SPF 15, 1 OZ
DAYWEAR MULTI-PROTECTION MINI
DAYWEAR ANTI-OXIDANT 72H-HYDRATION SORBET CREME SPF 15, 1.7 OZ
DAYWEAR MATTE OIL-CONTROL ANTI-OXIDANT MOISTURE GEL CRÈME, 1.7 OZ

NUTRITIOUS 2-IN-1 FOAM CLEANSER, 4.2 OZ

NUTRITIOUS MELTING SOFT CRÈME/MASK, 1.7 OZ

BAY 2**■ SHELF 1 - EL-GS006 B2S1E GRAPHIC STRIP_DWCOMMband FA25 WK23**

SHELF GRAPHICS - EL-GS009 B2S1B GRAPHIC STRIP_DWRIGHT_BACK
SP24 WK52_EL-GS007 B2S1A GRAPHIC STRIP_DWRIGHT
EL-FTG002 B2S1F FOCUS TESTER GRAPHIC_OPTB FACES

■ DW CONCEALER GRAPHIC - B2S1C_DW CONCEALER_FA25 WK23

DOUBLE WEAR STAY-IN-PLACE MAKEUP (22)
DOUBLE WEAR STAY-IN-PLACE CONCEALER (22)

SHELF 2 - EL-GS006 B2S2C GRAPHIC STRIP_SKINTINTCOMMband FA24 WK36

SHELF GRAPHIC - EL-TTG005 B2S2B SHELF_SKINTINT_FA24 WK36

FUTURIST SKINCEALER (22)

FUTURIST SKINTINT (12)

GRAPHIC IN FRAME - SP25 WK3_EL-GP001 B2S3C GRAPHIC PANEL_SKINTINT_MAINGRAPHIC

SHELF 3 - EL-GS006 B2S3C GRAPHIC STRIP_FUTURISTCOMMband FA24 WK23

SHELF GRAPHIC - EL-TTG004 B2S3B SHELF_FUTURIST_FA24 WK23

FUTURIST WATERY GLOW PRIMER (1)

FUTURIST HYDRA RESCUE MOISTURIZING FOUNDATION SPF 45 (21)

GRAPHIC IN FRAME - FA24 WK23_EL-GP001 B2S2B GRAPHIC PANEL_FUTURIST_MAINGRAPHIC

■ SHELF 4 - FA24 WK23_EL-GS006 B2S4C GRAPHIC STRIP_COLORCOMMband

SHELF GRAPHIC - EL-TTG006 B2S4A SHELF_COLOR_FA25 WK23

MASCARA SET (1)

SUMPTUOUS EXTREME MASCARA (1)

SUMPTUOUS EXTREME WATERPROOF LASH MULTIPLYING VOLUME MASCARA (1)

DOUBLE WEAR INFINITE WATERPROOF EYELINER (2)

PURE COLOR EMERALD LIPSTICK (4)

BRONZE GODDESS HIGHLIGHTER (1)

BRONZE GODDESS POWDER BRONZER (3)

GRAPHIC IN FRAME - FA24 WK23 EL-GP001 B2S4B GRAPHIC PANEL_COLOR_MAINGRAPHIC

Origins

Visual Merchandising SP26 Jan- June



ULTA WEEK 4: March 2025 Update

ULTA GONDOLA WEEK 04
3FT RENDERING

- New Ginzing Eye & Ginzing Glow Riser
- New Checks B&A Vitrine
- Launching Dark Spot Serum & Moisturizer with New Vitrine
- Updated Original Skin mask & HPNAM (new names)



TOP SHELF DETAILS



- **Youthtopia:** No Changes
- **Ginzing:** ADD placeholder fixture for Ginzing Glow Moisturizers, coming in May. Please ensure it is put out so that it does not get lost.
- **Ginzing eye vitrine:** discard vitrine
- **Rise:** discard old vitrine and install NEW riser with updated product order
- **Ginzing NEW product order:**
 - Ginzing pearl and Bronze placeholders, Ginzing eye cool shade, Ginzing eye warm shade, Ginzing Scrub, Ginzing Serum, Ginzing Gel Moisturizer, Ginzing Rich Moisturizer, Ginzing SPF 30, Ginzing Tinted moisturizer

ULTA WEEK 4: March 2025 Update

WEEK 4 PLANOGRAM RESET – 1.5ft Gondola



- Shelf 1: no change
- Shelf 2: High Potency Night-a-Mins repack swapped in
- Shelf 3: no change
- Shelf 4: Launching Dark Spot Serum & Moisturizer; removing Peace of Mind On-the-Spot Relief (will remain on Wellness Wall)

**EXIT SKUS WILL BE RTV'D, NO MARKDOWNS

MEGA-MUSHROOM DARK SPOT BRIGHTENING COLLECTION

WKS 4 - 8 ENDCAP

Header



+ Omni Sampling
5ml Dark Spot Serum
during Endcap

Vitrines

