

ELCP and POS COE+ Guide
Spring 2026 Jan-June

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*Contact pointofsalesupport@estee.com
for individual guides*

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Coming soon!

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Coming soon!

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Coming soon!

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Coming soon!

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

Introduction

Dear ELCP Team,

Spring 2026 brings many opportunities for you and your brands. To help, we've created a resource covering visual merchandising, gratis, uniforms, lightbox measuring, and supplies.

January - June

- *Supply calendar overview – know when materials are expected to arrive.*
- *Gratis – an overview of scheduled gratis releases for the next 6 months.*
- *Uniforms – don't have the app on your iPad, don't worry! See link on page 6.*
- *How to measure a lightbox*
- *Repair & maintenance- Service Channel login and details*
- *Visual Merchandising – details on all of the updates that will be happening the next 6 months.*
- *If there is something else you would like to see in these guidelines, please reach out.*

This is all part of our extended services we like to call POS COE +. As a reminder, we are also here to help your counters with the following:

- *Tracking of new launch collateral (For immediate assistance call # below)*
- *Requests for ongoing and launch collateral (please provide photo if applicable)*
- *Tracking gifts and samples (For immediate assistance call # below)*
- *Lightbox graphic support*
- *Program/launch questions*

Contact information:

- *Phone: 1-844-387-1122*
- *Email: pointofsalesupport@estee.com*

Please note our hours of operation:

- *Monday thru Friday 10am – 7pm EST*

Voicemail is available outside of hours of operation, and calls will be returned on the next business day

*Sincerely,
The POS COE Team*

Supply Calendar- POS COE +

This is estimated timing- shipments may vary by item and store. Please contact POS COE if supplies are needed outside of the calendar timeline pointofsalesupport@estee.com

January

February

March

Clinique

MAC

Clinique

Clinique

Tom Ford

April

May

June

Clinique

MAC

Clinique

Clinique

By request only

*Estee Lauder, Jo Malone London, La Mer, Origins, LaMer
Bobbi Brown, Frederic Malle, Kilian Paris, Balmain, Aramis*



Gratis- POS COE +

For assistance with any gratis inquiries (missing awards, email address change, login support), please direct your counter teams to contact:

gratis@estee.com

THE COSMETICS
COMPANY STORE

January

February

March

*Jo Malone London
LaMer*

*Estee Lauder
MAC
Bobbi Brown
Origins
Clinique
Military*

*Tom Ford
Kilian Paris
Frederic Malle
Balmain
MAC*

April

May

June

Clinique

Bobbi Brown

Uniform- POS COE +

For assistance with uniforms contact POS COE.

To access the uniform site EL/CL- [ELC Uniform Ordering](#)

To access the uniform site Balmain/ Frederic Malle/ Tom Ford [Luxe Uniform Ordering](#)



How to measure a lightbox- POS COE +

STEP 1: DETERMINING “OUTSIDE” MEASUREMENT

Open light-box. Measure end-to-end of the light-box horizontally (Width) and then vertically (Height). This is your “outside” measurement because it is the width (W) and height (H) of the “outside”, or total area, of the transparency that goes into the light-box.

STEP 2: DETERMINING “INSIDE” MEASUREMENT

Close light-box. The part of the transparency that you see (not the part that is hidden behind the frame) is called the “inside” measurement.

POINTERS

1. W x H (that’s the order) – otherwise the “vertical” or “horizontal” distinction will be inverted.
2. The “outside” measurement is always larger than the “inside” measurement. If it’s not, something is wrong.
3. Think of a picture frame in your house. If you buy a 5x7 picture frame it does not mean necessarily (unless there is no frame) that the whole picture frame itself measures 5x7 – it means that the “inside” measurement” or the part of the picture you see is 5x7. However, the overall actual size of the photo you put in the frame may be larger than what you see – that’s called the “outside” measurement.

HORIZONTAL
LIGHTBOX
 $H < W$



VERTICAL
LIGHTBOX
 $W < H$



Repair & Maintenance- POS COE +

As a Field Executive, you are responsible for requesting repairs and maintenance work to be done on your counters.

Before entering a request, ALWAYS contact your retail partner to address. The Retailer should be your first point of contact for repairs and immediately if hazardous.

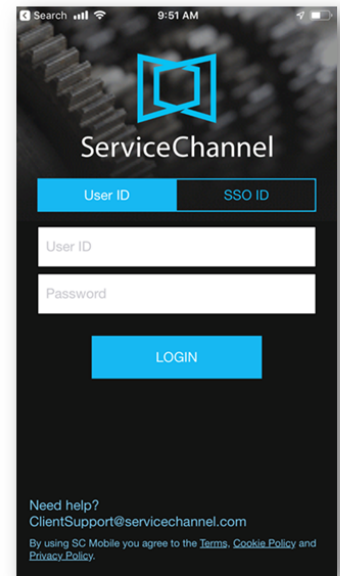
If retailer is not able to resolve follow these steps:

Service Channel log in

- Download app from Apple APP store Service Channel "business"
- User ID: work email ex. jdoe@estee.com case sensitive
- Password: elc1234 single sign on

Create work order

- Select work order icon WO/ new WO
- Select location of the repair- *6 digit door number & brand abbreviation Example 1403-01CL
- Follow prompts and be as descriptive as possible, listing everything that is in need of repair with as much detail as you can.
- Include photos. The more the better, ideally ones that clearly identify what and where the issues are.
- Never discard parts!



If approved, the Counters Facilities Team will work on completion. Sometimes this requires further brand approval and/or design input.

Once repaired you will get a notification of completion.

If there are any issues with service or work, contact the Counters Facilities Team immediately.

Issue types



Handles

Logos

Lights out

Trim

Lightbox
(not graphic)

Drawers

Technology

- You can enter Digital Signage or MAC Playnetwork issues into Service Channel. This includes damaged screens, content and player issues. As well as EL / JML engraving machines.
- All other technology issues should be directed to the Retail Help Desk at usrthelp@estee.com or 877-354-3375.

Aramis

Visual Merchandising SP26 Jan- June



aramis

Bloomingdale's Men's Launch
Fall 2025



Details

- » Custom Intuition Blotter Holder
- » Intuition Unit:
Updateable Risers and
Base tiles
- » Back panel graphic options
shown on the following pages.
- » Maintenance, Updating &
cleaning of unit to follow in
instruction sheet..

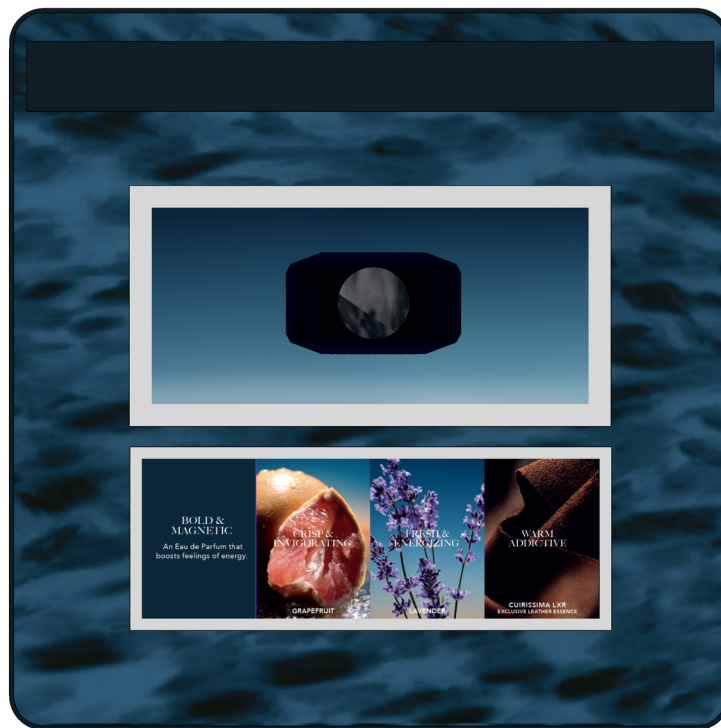
A: Hero Counter Tester:
10.5"w x 10.5d" x 15"h

B: Blotter Holder

Note: The graphics will come pre-assembled in the unit



B. BLOTTER HOLDER



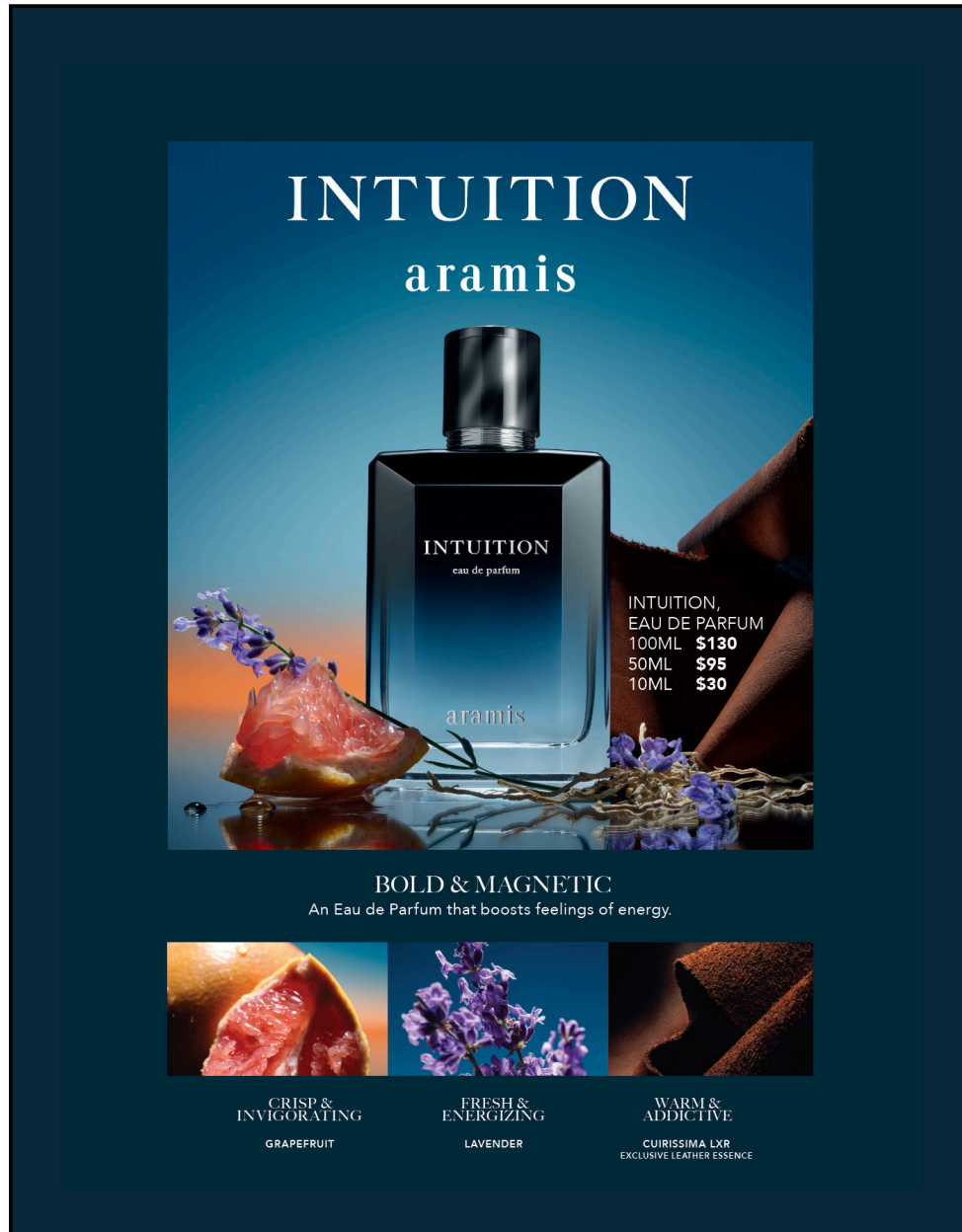
**A. FRONT VIEW
MAIN UNIT**

Details

- » Custom Intuition Blotter Holder
- » Intuition Unit:
Updateable Risers and
Base tiles
- » Back panel graphic options
shown on the following pages.
- » Maintenance, Updating &
cleaning of unit to follow in
instruction sheet..

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10.5"w x 10.5d" x 15"h

B: Blotter Holder



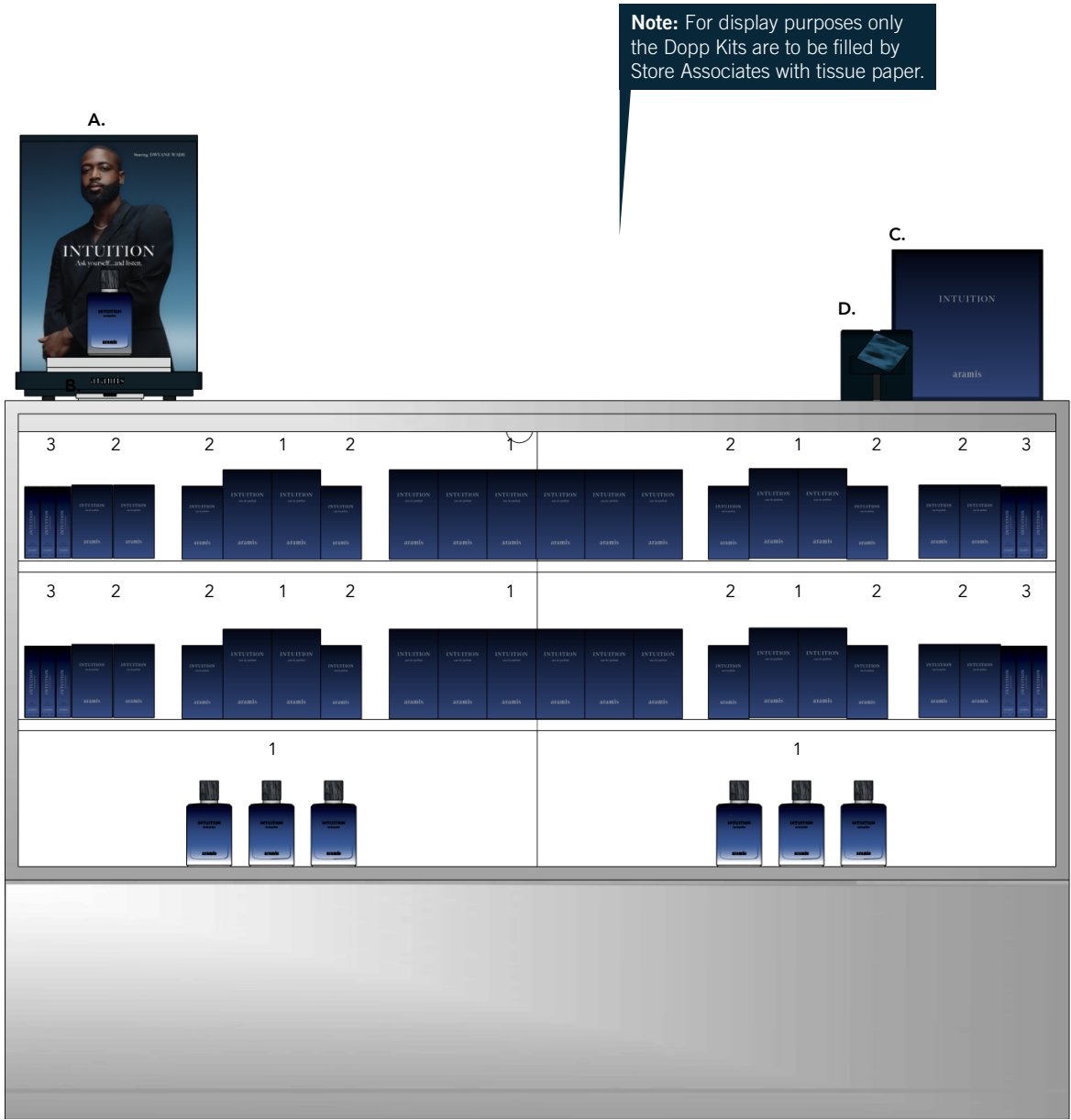
Details

» Back panel graphic with product details and pricing

» Graphic Size:
8.5" w x 11" h



Graphic located on the back of the shown tester display

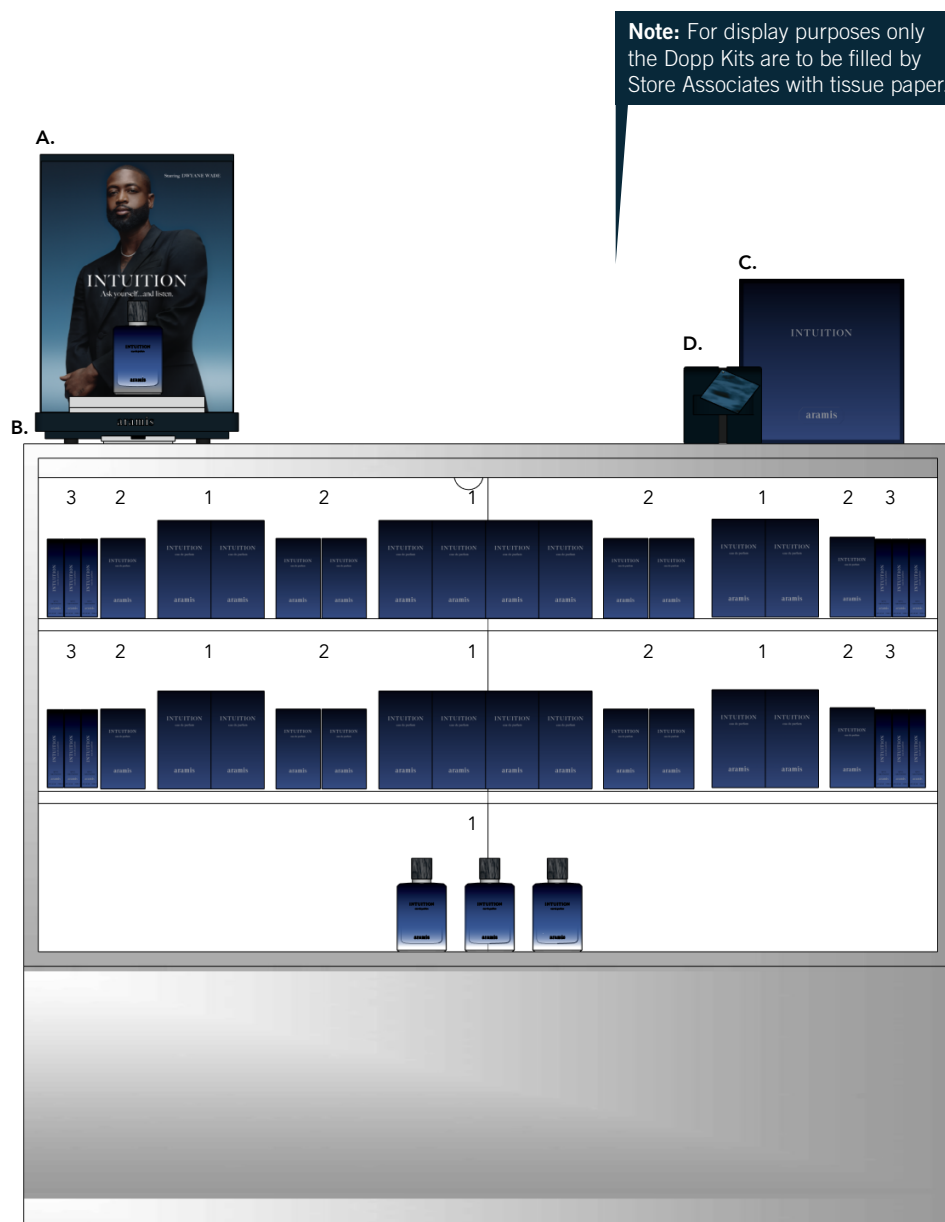


Details

- Intuition
- 1. 100ml Cologne
 - 2. 50ml Cologne
 - 3. 10ml Cologne

Top Of Counter

- A. Counter Tester
- B. Blotter Holder
- C. Intuition Gift Set
- D. Intuition Dopp Kit

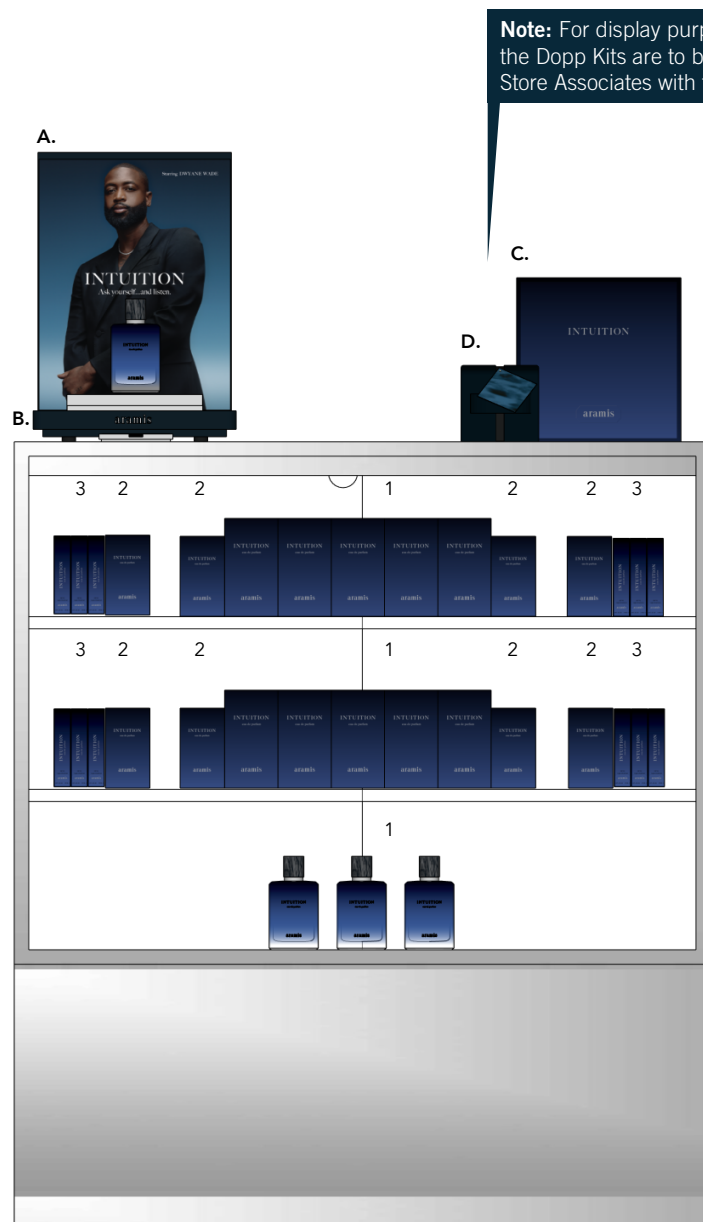


Details

- Intuition
1. 100ml Cologne
 2. 50ml Cologne
 3. 10ml Cologne

Top Of Counter

- Counter Tester
- Blotter Holder
- Intuition Gift Set
- Intuition Dopp Kit



Details

- Intuition
1. 100ml Cologne
 2. 50ml Cologne
 3. 10ml Cologne

Top Of Counter

- A. Counter Tester
- B. Blotter Holder
- C. Intuition Gift Set
- D. Intuition Dopp Kit

aramis

Macys Men's Launch
Fall 2025



Details

- » Custom Intuition Blotter Holder
- » Intuition Unit:
Updateable Risers and
Base tiles
- » Back panel graphic options
shown on the following pages.
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cleaning of unit to follow in
instruction sheet..

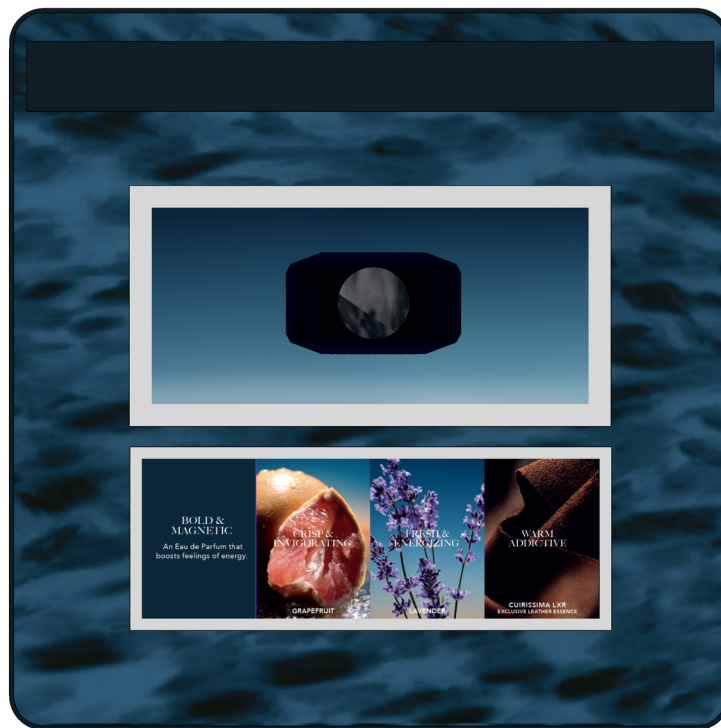
A: Hero Counter Tester:
10.5" w x 10.5d" x 15"h

B: Blotter Holder

Note: The graphics will come pre-assembled in the unit



B. BLOTTER HOLDER



**A. FRONT VIEW
MAIN UNIT**

Details

- » Custom Intuition Blotter Holder
- » Intuition Unit:
Updateable Risers and
Base tiles
- » Back panel graphic options
shown on the following pages.
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instruction sheet..

A: Hero Counter Tester:
10.5"w x 10.5d" x 15"h

B: Blotter Holder

INTUITION
aramis

INTUITION,
EAU DE PARFUM
100ML **\$130**
50ML **\$95**
10ML **\$30**

BOLD & MAGNETIC
An Eau de Parfum that boosts feelings of energy.

CRISP & INVIGORATING
GRAPEFRUIT

FRESH & ENERGIZING
LAVENDER

WARM & ADDICTIVE
CUIRISSIMA LXR
EXCLUSIVE LEATHER ESSENCE

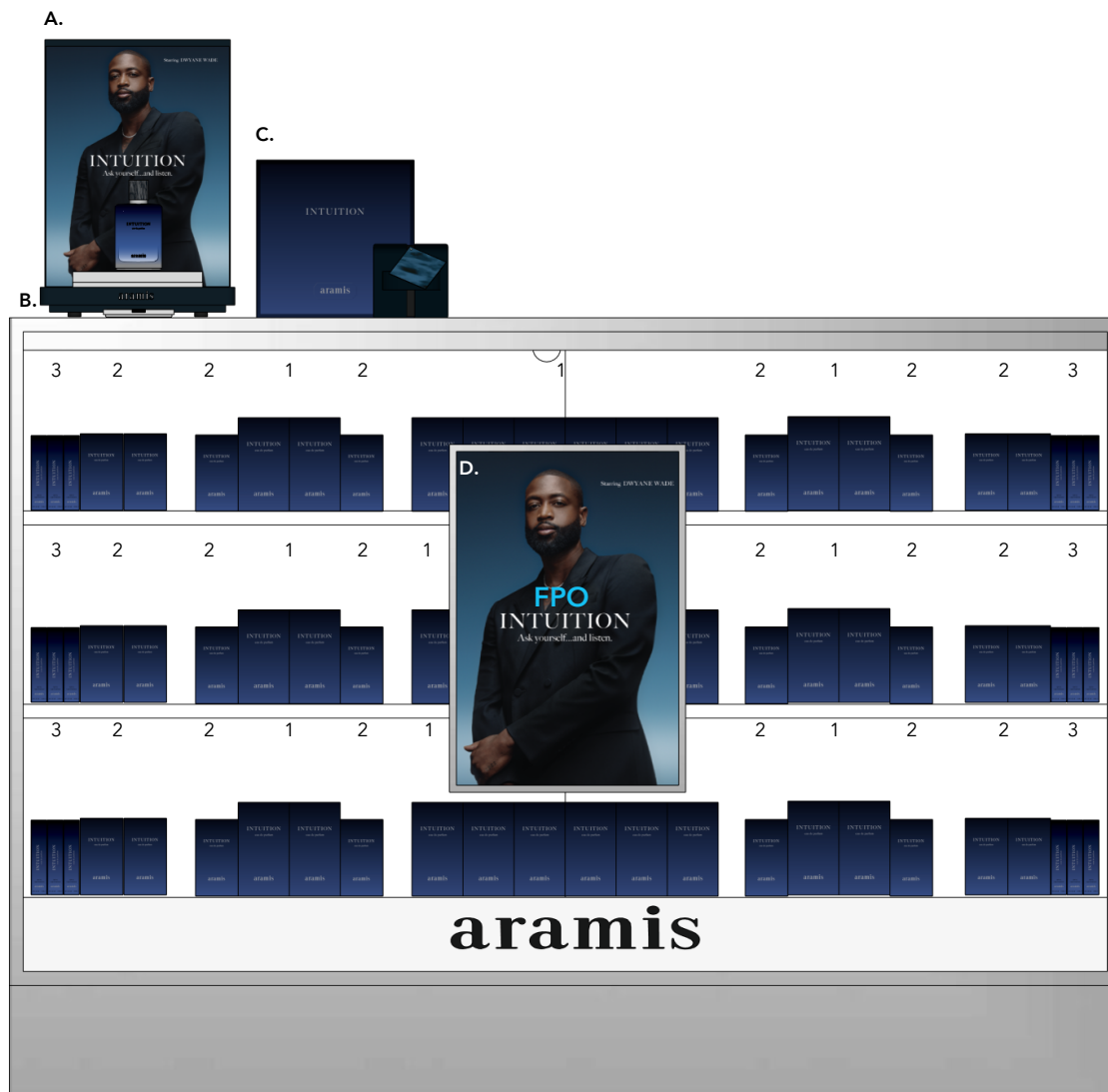
Details

» Back panel graphic with product details and pricing

» Graphic Size:
8.5" w x 11" h



Graphic located on the back of the shown tester display

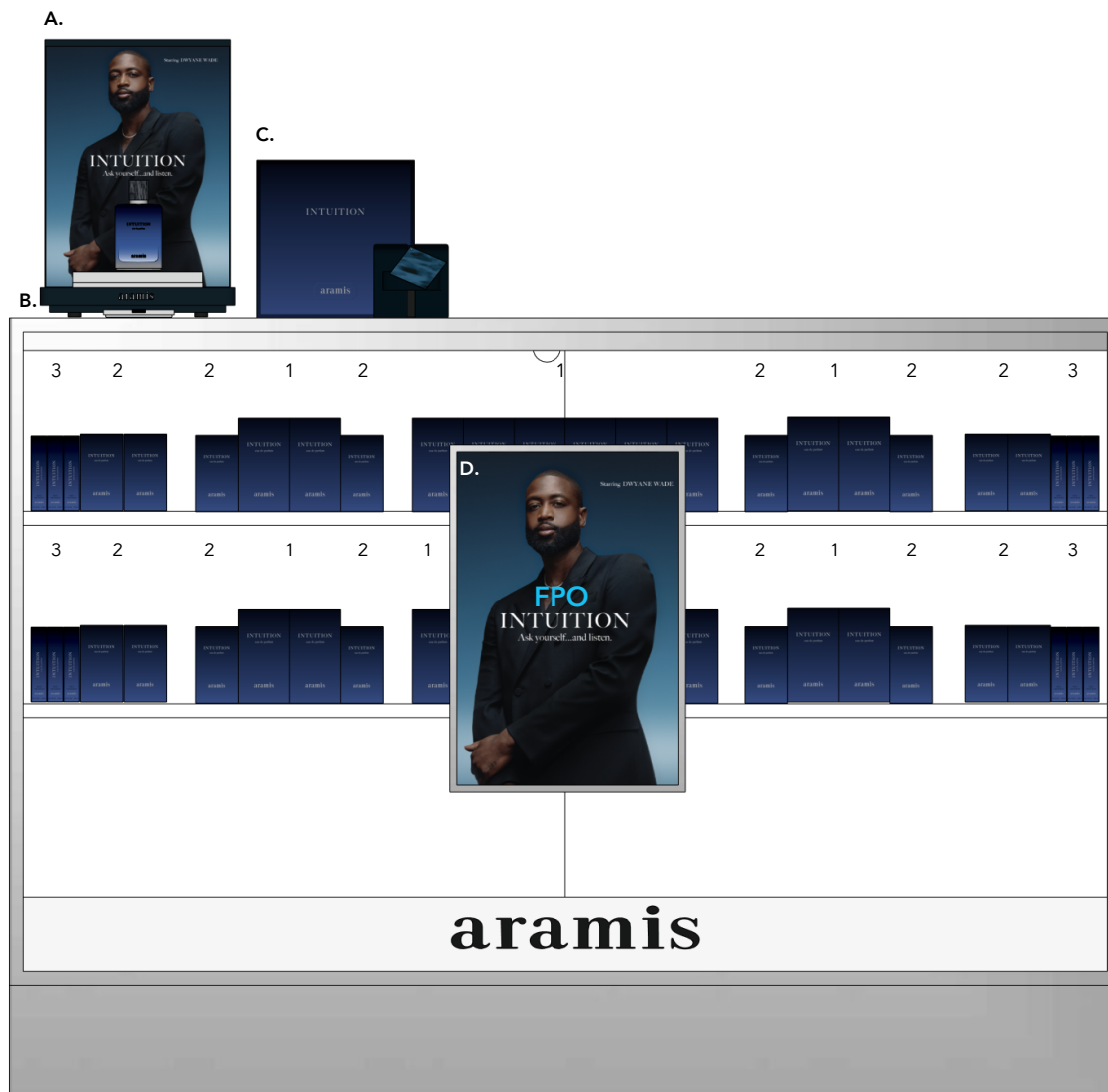


Details

- Intuition
1. 100ml Cologne
 2. 50ml Cologne
 3. 10ml Cologne

Top Of Counter

- Counter Tester
- Blotter Holder
- Intuition Gift Set
- In Case Graphic

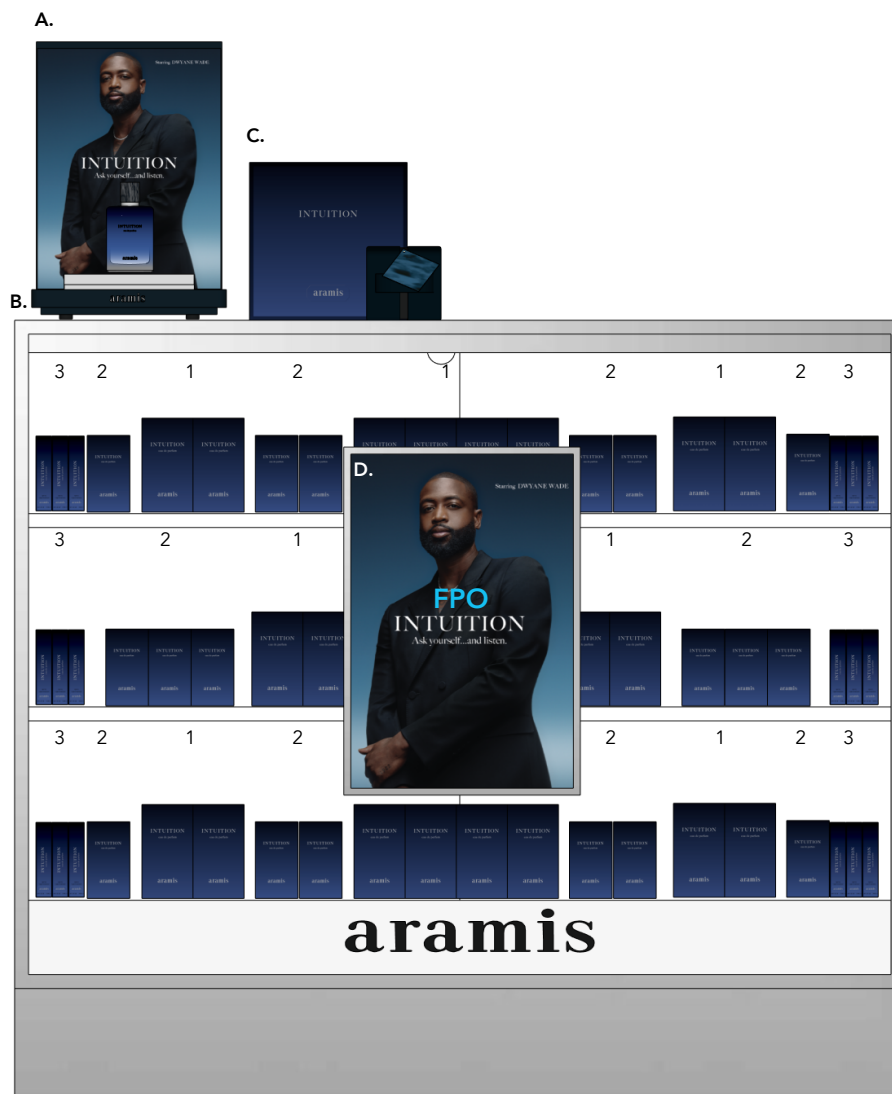


Details

- Intuition
1. 100ml Cologne
 2. 50ml Cologne
 3. 10ml Cologne

Top Of Counter

- Counter Tester
- Blotter Holder
- Intuition Gift Set
- In Case Graphic

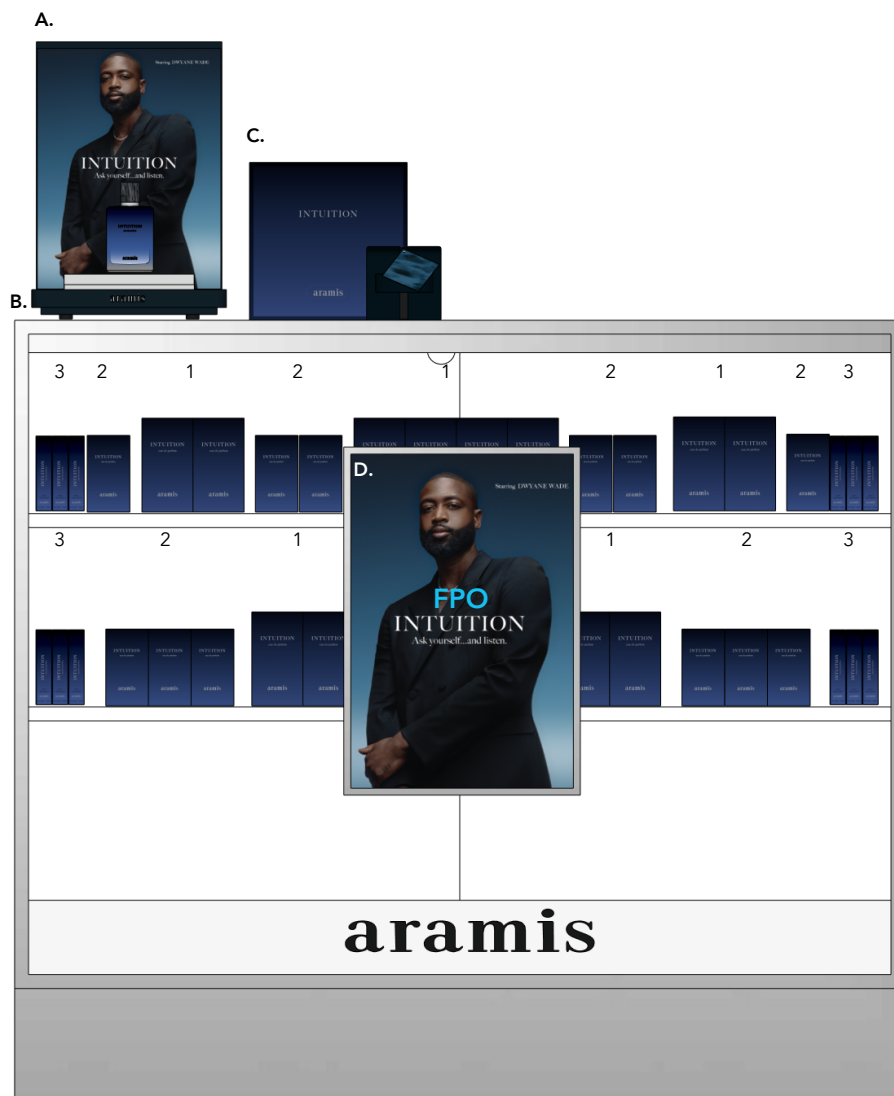


Details

- Intuition
1. 100ml Cologne
 2. 50ml Cologne
 3. 10ml Cologne

Top Of Counter

- Counter Tester
- Blotter Holder
- Intuition Gift Set
- In Case Graphic



Details

- Intuition
1. 100ml Cologne
 2. 50ml Cologne
 3. 10ml Cologne

Top Of Counter

- Counter Tester
- Blotter Holder
- Intuition Gift Set
- In Case Graphic



Details

- Intuition
1. 100ml Cologne
 2. 50ml Cologne
 3. 10ml Cologne

Top Of Counter

- Counter Tester
- Blotter Holder
- Intuition Gift Set
- In Case Graphic



Details

- Intuition
1. 100ml Cologne
 2. 50ml Cologne
 3. 10ml Cologne

Top Of Counter

- Counter Tester
- Blotter Holder
- Intuition Gift Set
- In Case Graphic

COLLATERAL

Visuals / 2 Blocks

FSU

TOC

CSV

aramis

Dillard's Men's Launch
Fall 2025



Details

- » Custom Intuition Blotter Holder
- » Intuition Unit:
Updateable Risers and
Base tiles
- » Back panel graphic options
shown on the following pages.
- » Maintenance, Updating &
cleaning of unit to follow in
instruction sheet..

A: Hero Counter Tester:
10.5"w x 10.5d" x 15"h

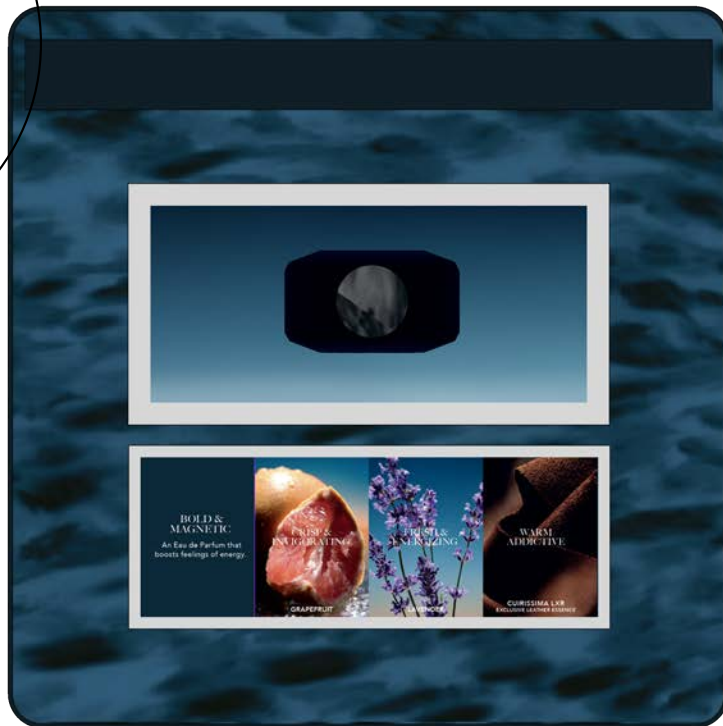
B: Blotter Holder

C: Sidecar:
5.5"w x 5.5d" x 9.646"h

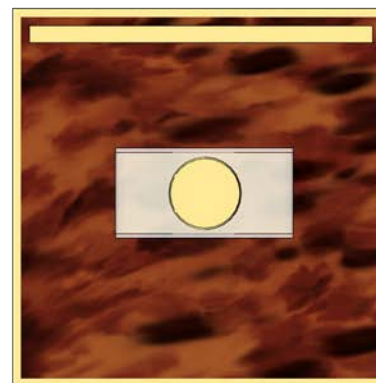
Note: The graphics will come pre-assembled in the unit



B. BLOTTER HOLDER



A. TOP VIEW
MAIN UNIT



C. TOP VIEW
EDIT TRAY

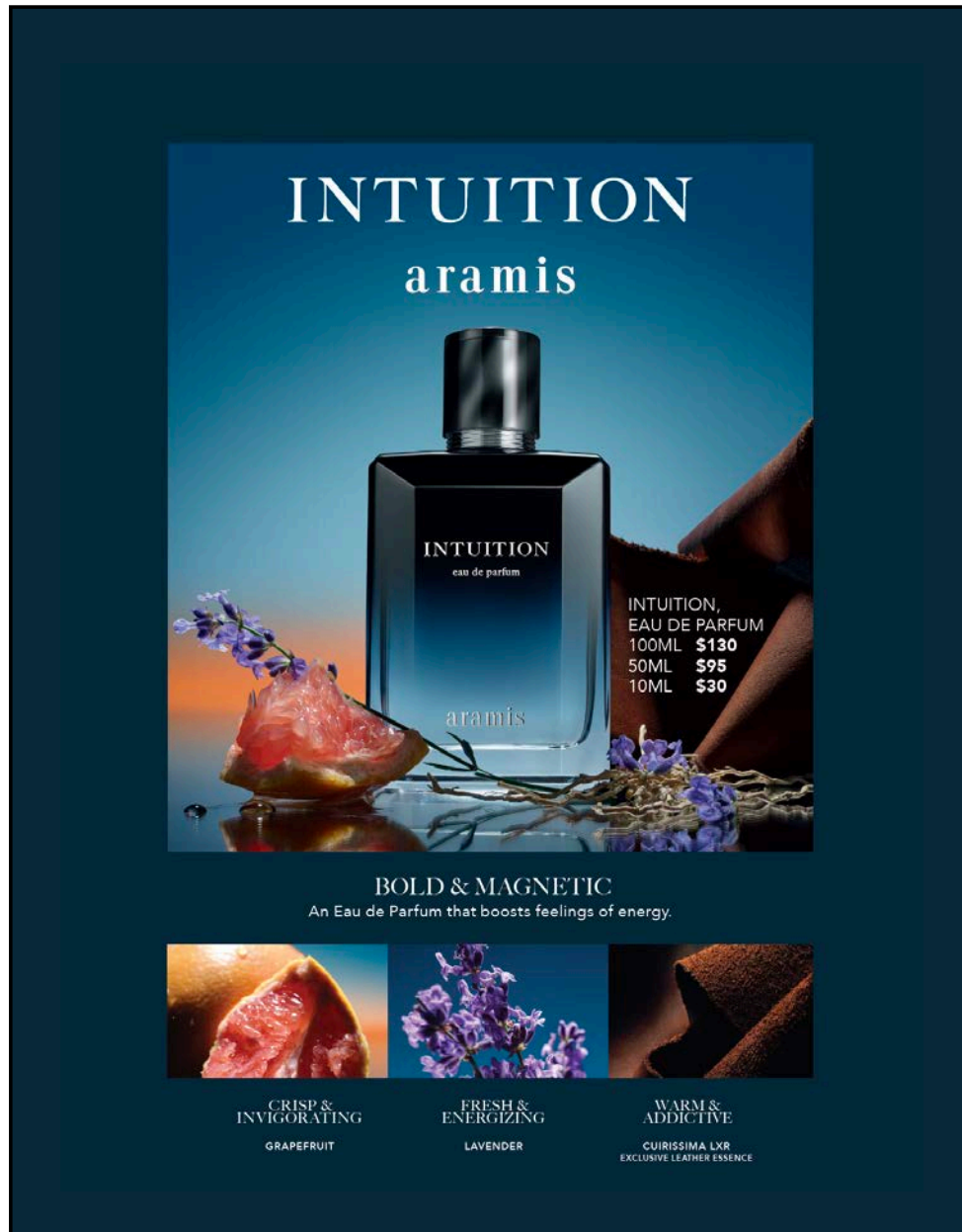
Details

- » Custom Intuition Blotter Holder
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instruction sheet..

A: Hero Counter Tester:
10.5"w x 10.5d" x 15"h

B: Blotter Holder

C: Sidecar:
5.5"w x 5.5d" x 9.646"h



Details

» Back panel graphic with product details and pricing

» Graphic Size:
8.5"w x 11"h



Graphic located on the back of the shown tester display

Details

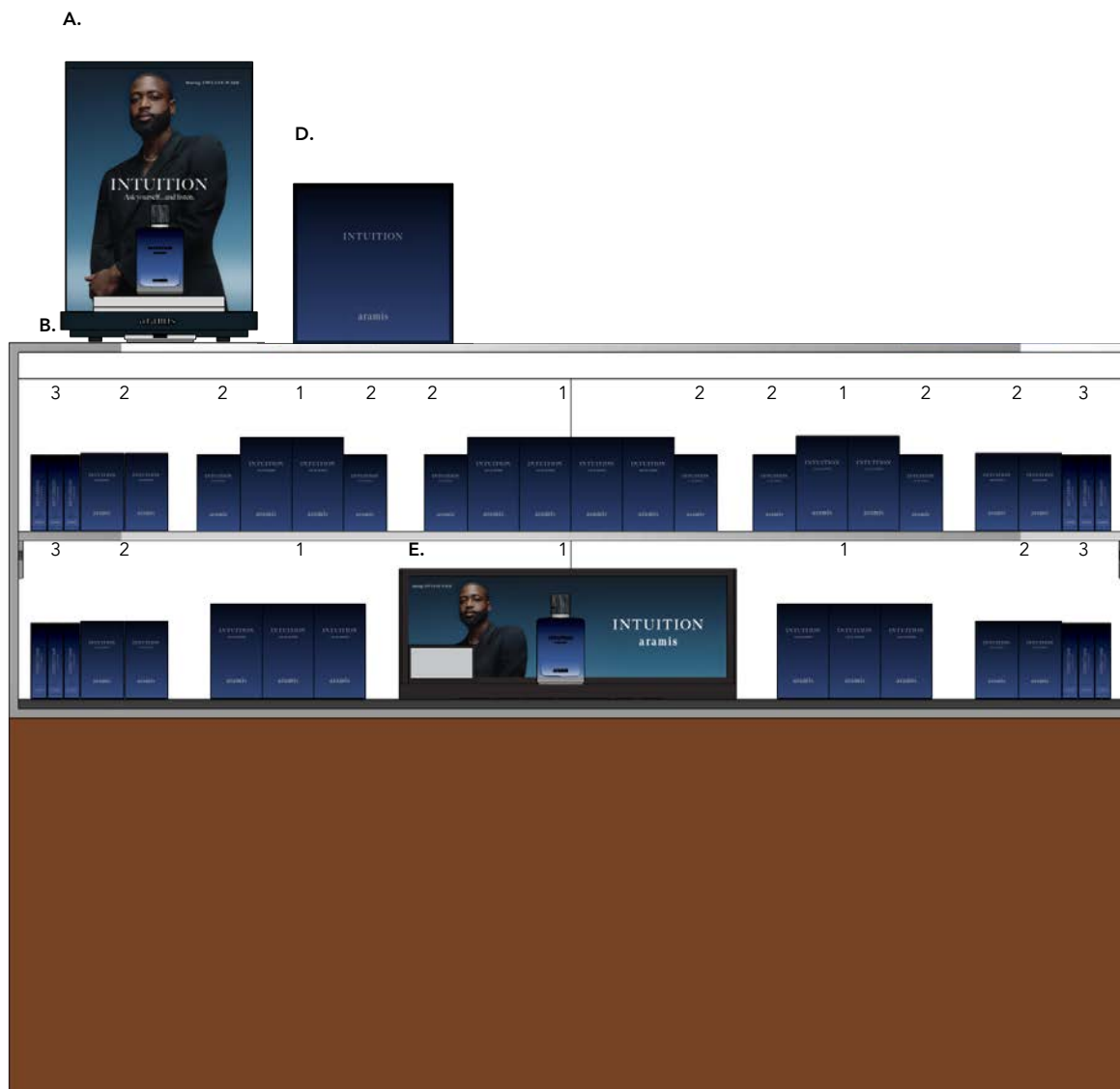
» Launch graphic to be shipped to store for assembly



In Case Merchandiser



Note: Display both Intuition and Classic Tester Unit if available at store.



Details

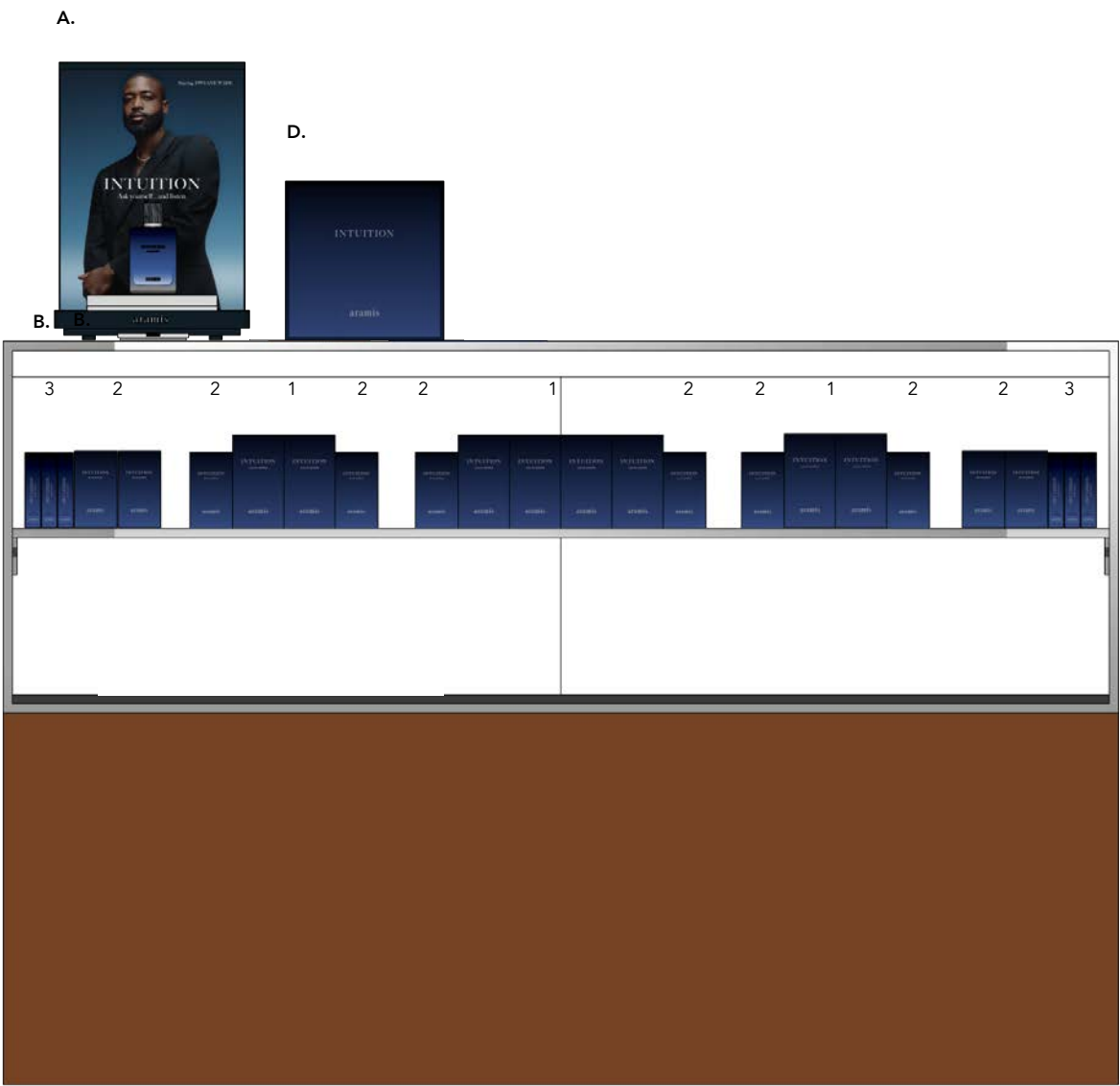
- Intuition
1. 100ml Cologne
 2. 50ml Cologne
 3. 10ml Cologne

Top Of Counter

- Intuition Tester Unit
- Blotter Holder
- Classic Tester Unit
- Intuition Gift Set
- In Case Merchandiser



Note: Display both Intuition and Classic Tester Unit if available at store.



Details

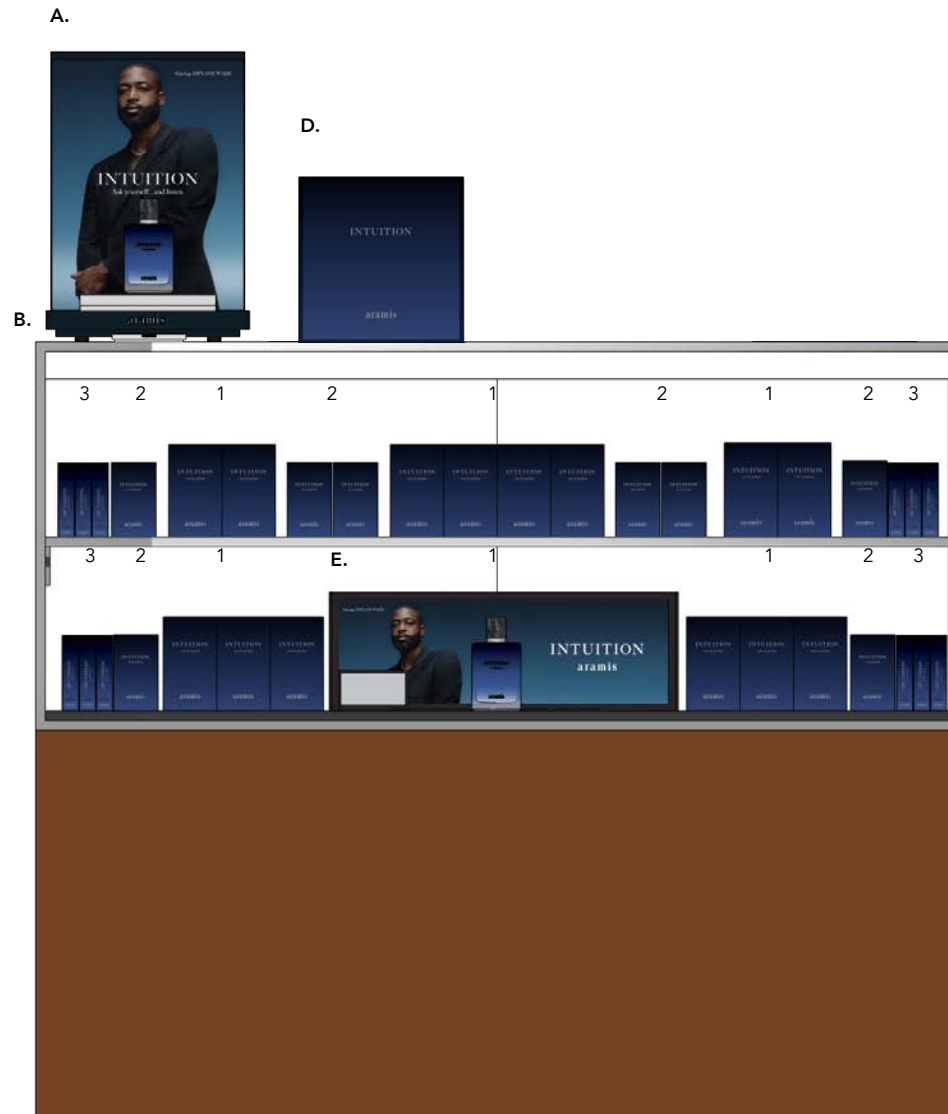
- Intuition
1. 100ml Cologne
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 3. 10ml Cologne

Top Of Counter

- A. Intuition Tester Unit
B. Blotter Holder
C. Classic Tester Unit
D. Intuition Gift Set



Note: Display both Intuition and Classic Tester Unit if available at store.



Details

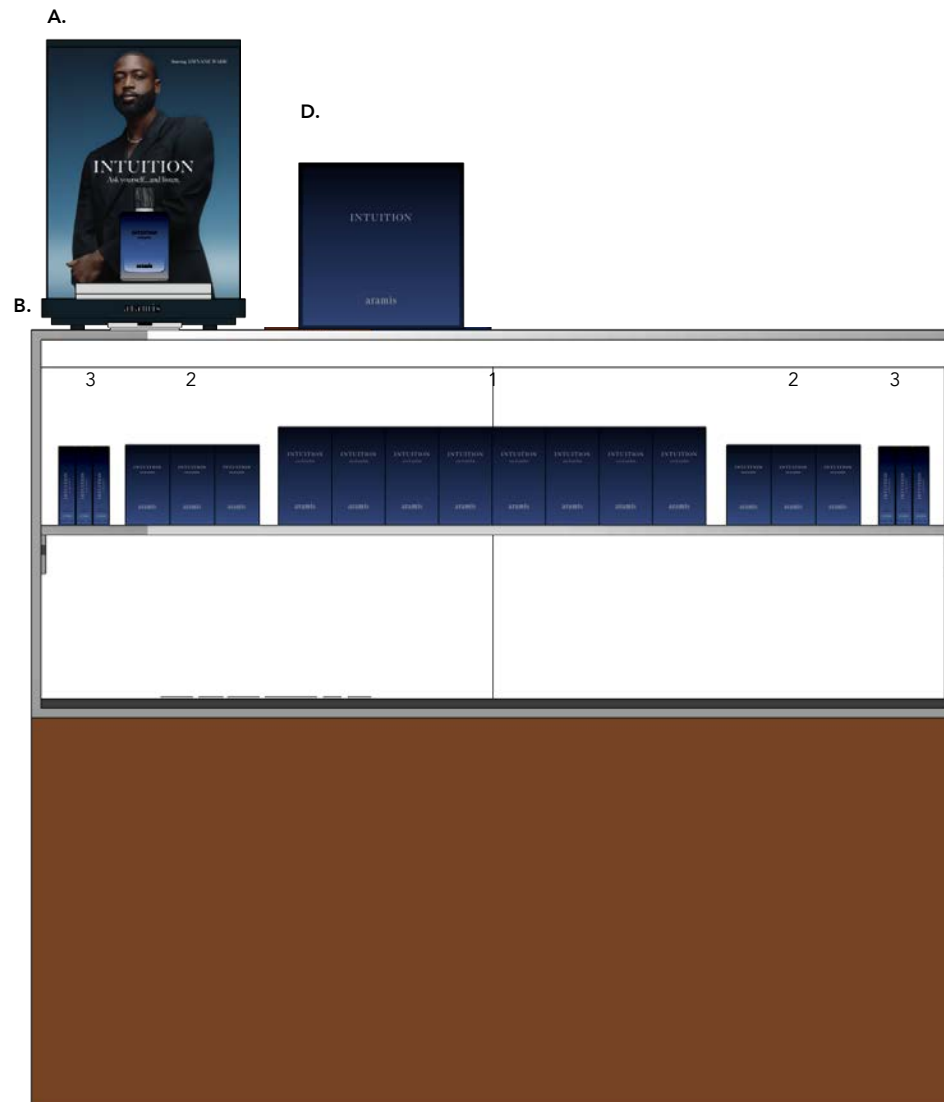
- Intuition
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 2. 50ml Cologne
 3. 10ml Cologne

Top Of Counter

- Intuition Tester Unit
- Blotter Holder
- Classic Tester Unit
- Intuition Gift Set
- In Case Merchandiser



Note: Display both Intuition and Classic Tester Unit if available at store.



Details

Intuition

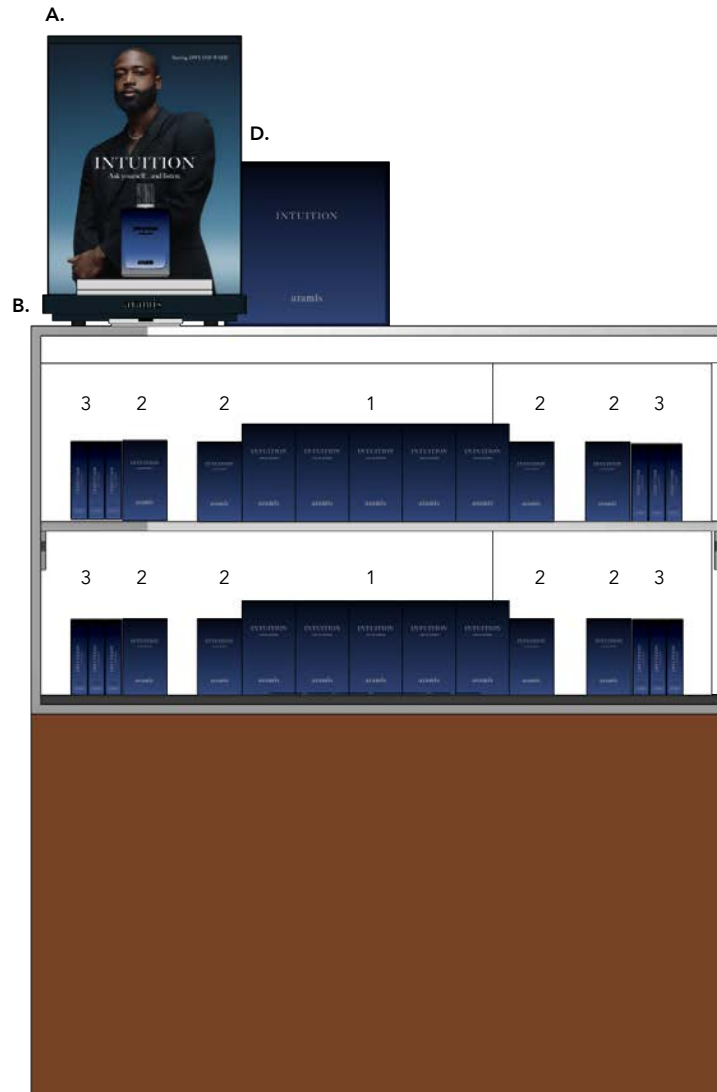
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3. 10ml Cologne

Top Of Counter

- A. Intuition Tester Unit
- B. Blotter Holder
- C. Classic Tester Unit
- D. Intuition Gift Set



Note: Display both Intuition and Classic Tester Unit if available at store.



Details

Intuition

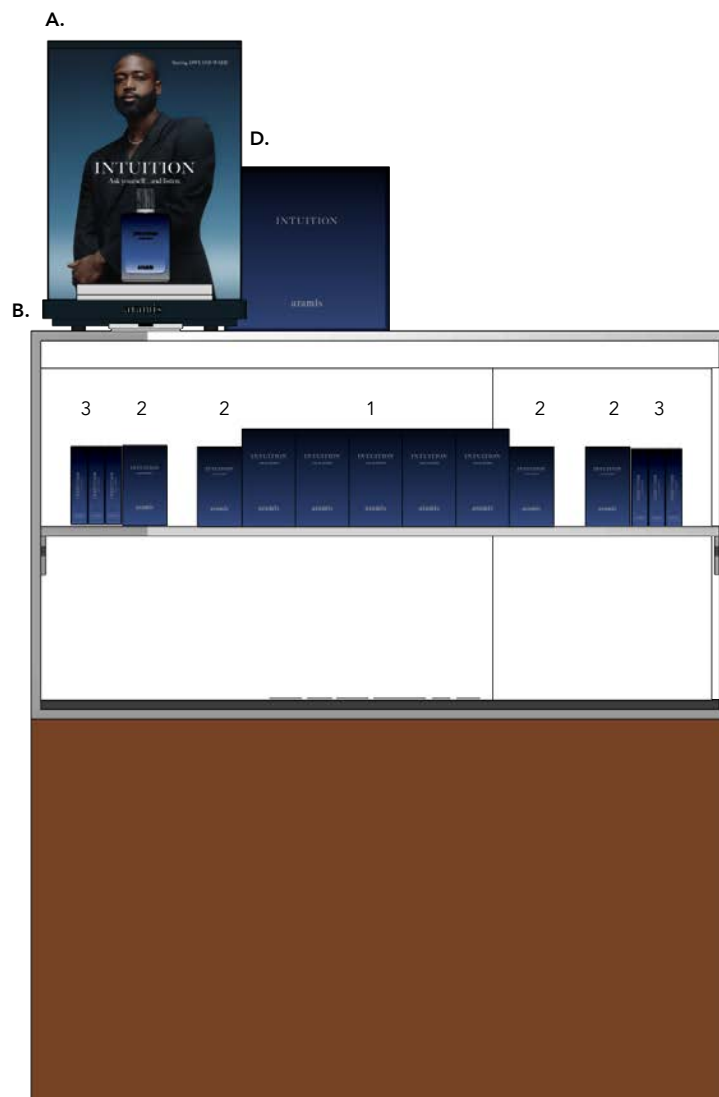
1. 100ml Cologne
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3. 10ml Cologne

Top Of Counter

- Intuition Tester Unit
- Blotter Holder
- Classic Tester Unit
- Intuition Gift Set



Note: Display both Intuition and Classic Tester Unit if available at store.



Details

- Intuition
1. 100ml Cologne
 2. 50ml Cologne
 3. 10ml Cologne

Top Of Counter

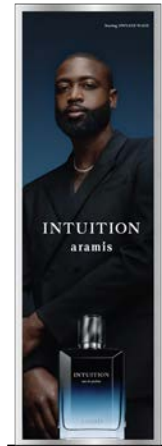
- Intuition Tester Unit
- Blotter Holder
- Classic Tester Unit
- Intuition Gift Set



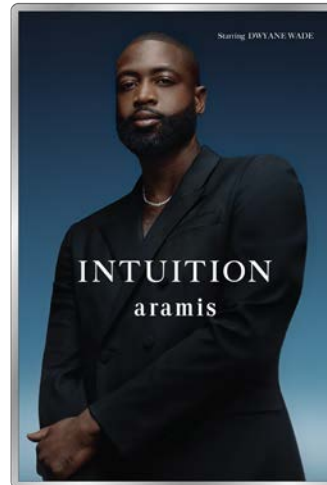
COLLATERAL



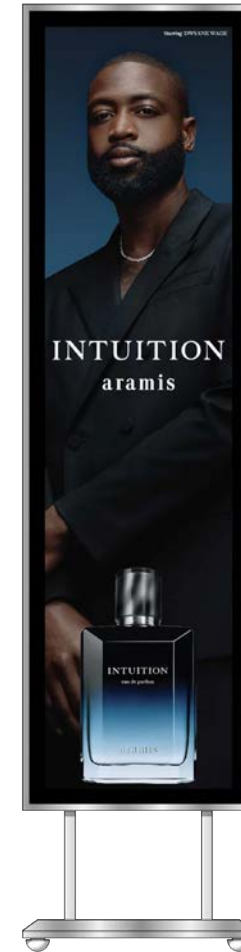
In Case Merchandiser



CTU



Ledge Images



Tara Unit

Balmain

Visual Merchandising SP26 Jan- June

Contact pointofsalesupport@estee.com for by door planogram



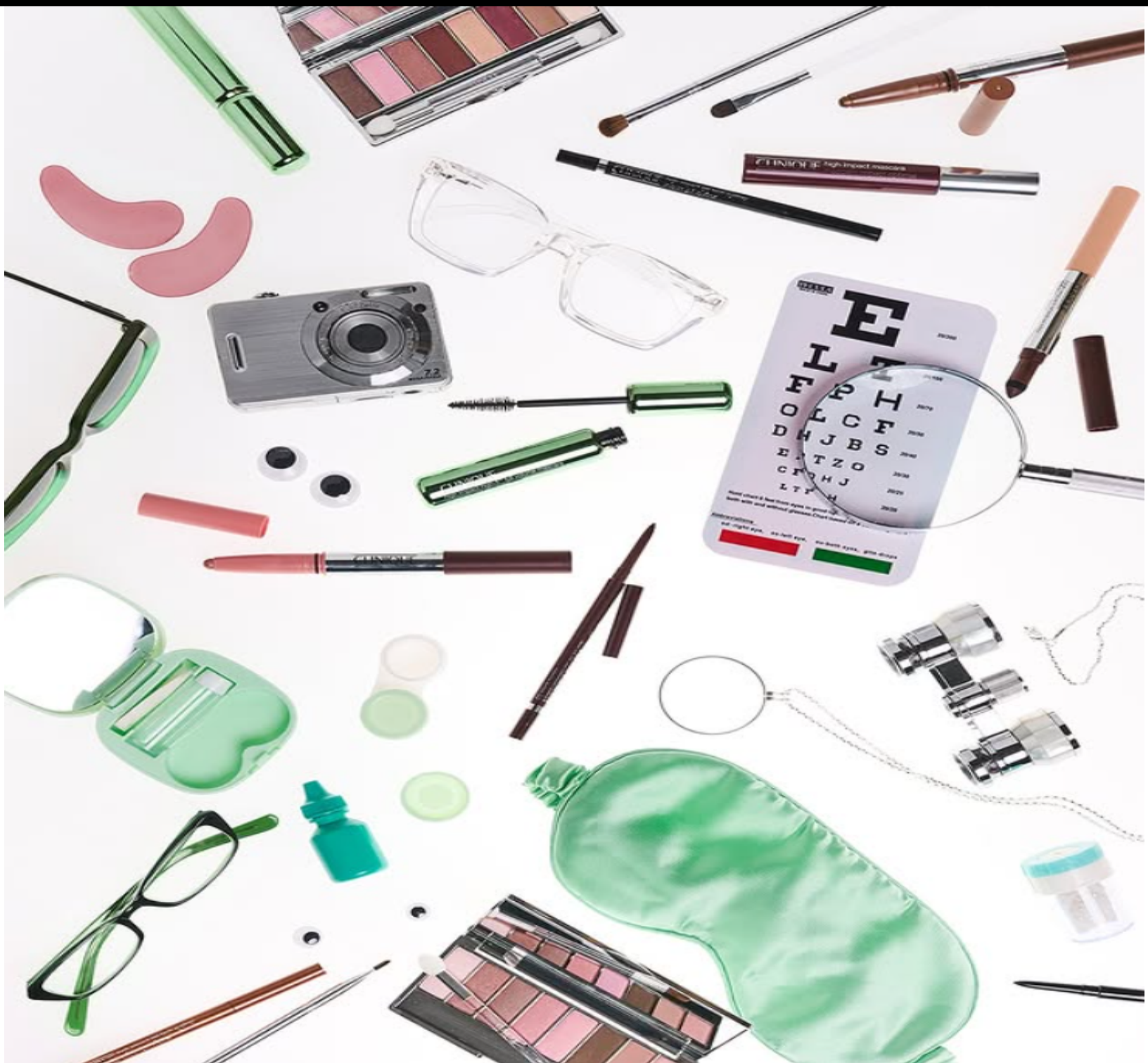
Bobbi Brown

Visual Merchandising SP26 Jan- June



Clinique

Visual Merchandising SP26 Jan- June



Your Spring '26 Education Tools have arrived!

Spring '26 Top Product At-A-Glance:

What it is: An at-a-glance of Clinique's top-selling products, organized by category, featuring available sizes & prices.

What it does: Helps Consultants close the sale by recapping product solutions.

How to use: Consultants circle product recommendations during the Consultation and recap custom-fit solutions with clients. It also serves as a helpful reference when a product isn't on display.

NOTE: This tool features our **top** products in each category. If a product is no longer featured, it does **not** indicate it is not available. Please refer to the "discontinuations list" on our eLearning Resource Tab for a guide to discontinued products.



10-Minute Quick Care Services & Get the Look Key Ring Cards:

What it is: A guide to the ideal skincare systems to address our top Derm Concerns and achieve our featured makeup looks.

What it does: Helps build the basket by recommending custom-fit solutions for skincare & makeup.

How to use: Consultants use this as a guide in delivering the product experience from the order of application to the key benefits to share with clients.

Note: Please remove & replace Key Ring Cards below & add this season's newness.

10-minute QCS Cards:

- Remove and replace your current:
 - Cover + Menu
 - Healthy Skin
 - Clear Skin
 - Even-Toned Skin
 - 10-Minute Makeup Touch-Up



Get the Look Key Ring Cards:

- Remove and replace your current:
 - Black Honey
 - Pink Honey
 - Nude Honey



Hardware/Accessories

Apple iPad 8th Generation (10.2" Wi-Fi, 128 GB)



PRODUCT DETAILS

Code: N/A
Doors: Select Doors
On-Counter Date: Per allocation schedule
Shipping: Direct to store from vendor

Lock Set



PRODUCT DETAILS

Code: KPT6-70
Doors: All doors with iPads
**Keep lock key in secure location as this cannot be replaced*

10 ft. Lightning Cord



PRODUCT DETAILS

Code: N/A
Doors: All doors with iPads

Clinical Reality Counter Sign 8.5" x 11"



PRODUCT DETAILS

Code: VHXZ701001
Doors: All doors with iPads

Non-Lit AboveTek Stand



PRODUCT DETAILS

Code: KNKA-70
Doors: All doors with iPads
**Keep Allen Wrench in secure location as this cannot be replaced*

Base Sticker for AboveTek Stand + VM Guidelines



PRODUCT DETAILS

~~Code: KRA2-70~~
Doors: All doors with iPads

**NOTE: If you have the sticker, please remove and discard.*

Place mat



PRODUCT DETAILS

Placemat Code: VHXZ701001
Doors: All doors with iPads

**NOTE: All iPads should be accompanied by a stand, lock, lighting cord, and sign. Please remove and discard existing sticker*

iPad Support

iPad Navigation Guide

This interactive guide should serve as your first course of action in solving any of your iPad questions.



Scan QR to access iPad Navigation Guide

Tech Related Questions?

Reach out to the Retail Help Desk

Email: usrthelp@estee.com

Phone: (877) 354 - 3375

iPad Usernames

Clinique Clinical Reality Remote Management Usernames by Door.



Scan QR to access iPad RM Usernames

Need iPad Accessories?

Contact Point of Sale

Email: PointOfSaleSupport@estee.com

Tester Units

NOTE: This is a list of tester units/elements that your counter should ALWAYS have based on your door profile.



☐ Story-Telling Unit
***NOTE:** All doors have 1 story-telling unit. Select Top doors have 2 story-telling units.

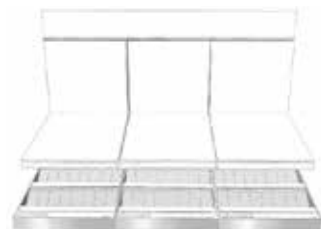


☐ Story-Telling Unit Kit of Parts

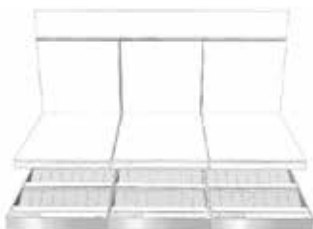


☐ Sliver (x4)
***NOTE:** Stores need to keep all 4 slivers on counter. **KEEP** all parts + pieces.

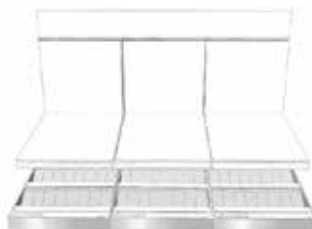
TREATMENT MAIN LINE UNITS



☐ Treatment Bar (Full + Reduced Doors)



☐ Cleanser Bar (Full + Reduced Doors)



☐ Specialty Bar (Specialty Doors)

COLOR MAIN LINE UNITS



☐ Foundation Bays (Full Doors)



☐ Foundation Bays (Reduced Doors)



☐ Foundation Bays (Specialty Doors)



☐ Lip & Cheek (All Doors)



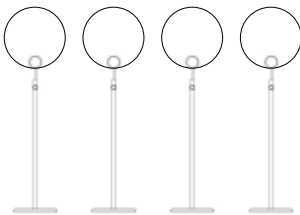
☐ Mascara, Eye shadow + Eyeliner Slivers (All Doors)



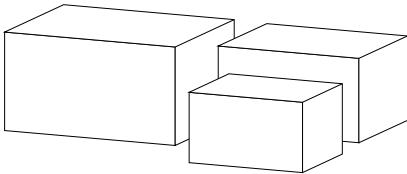
☐ Foundation Dramming Unit

Collateral Units

NOTE: This is a list of tester units/elements that your counter should ALWAYS have based on your door profile.



- ☐ Lollipop Sign Holder
***NOTE:** Stores need to keep all 4 lollipop signage holders. Please ensure to safely keep in storage if not in promotion. Order from POS COE if needed.



- ☐ Permanent Display Platform
***NOTE:** Please use existing permanent display platform (largest size) for merchandising Jumbo products with graphic.



- ☐ Counter Sign Holder
***NOTE:** Please use for 8.5" x 11" Counter Sign graphic

INCASE



- ☐ 20" x 7.5" Incase Plexi Signage



- ☐ Incase Box
***NOTE:** There should be x6 incase boxes in counters. Please merchandise stock inside these boxes.

PRODUCT ON GLASS



- ☐ 7.5" x 7.5" POG Plexi Signage



- ☐ 20" x 7.5" POG Plexi Signage

EVENT KITS



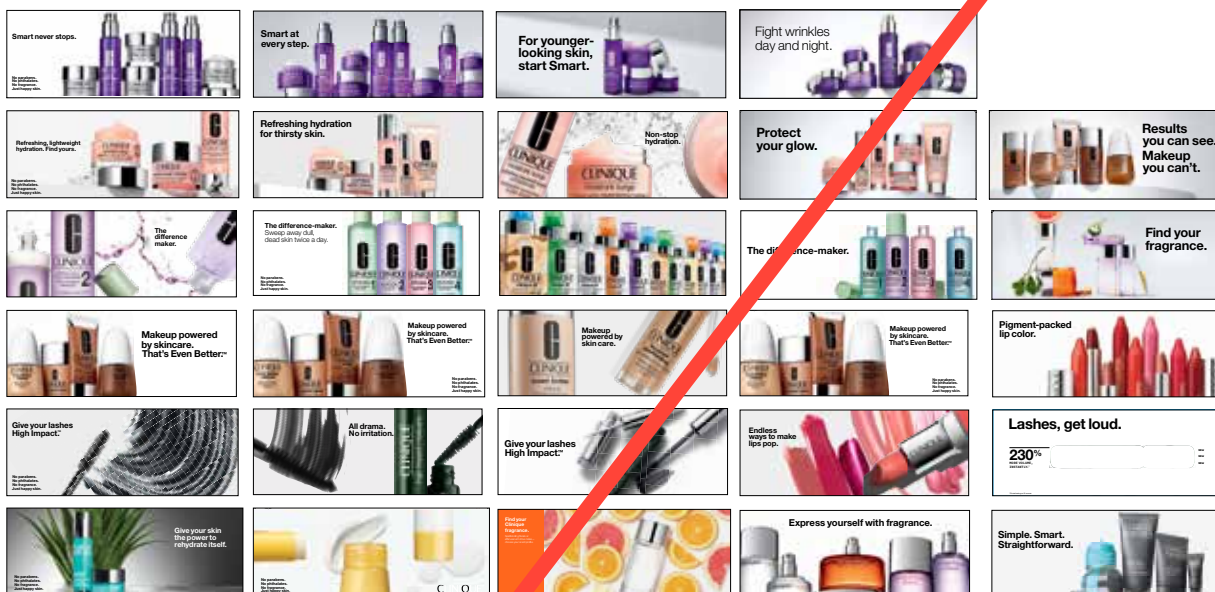
- ☐ Event Kits
***shipping to field executives**

 The following graphics should no longer be in-store.

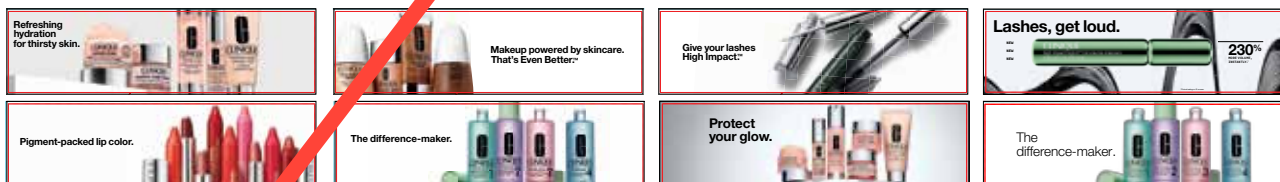
• Spring 2026 To Discard

• Discard from previous seasons

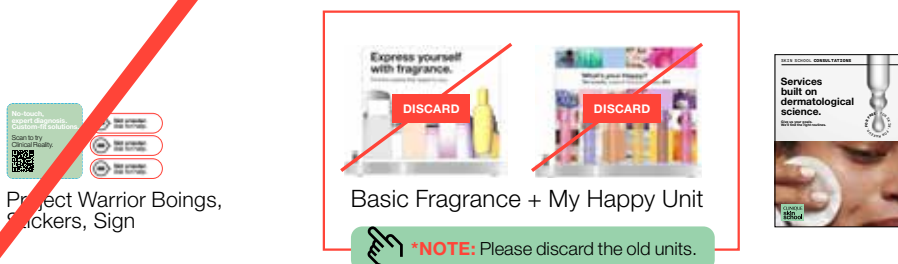
20" x 7.5" PLEXI INCASE & POG



INCASE BOX



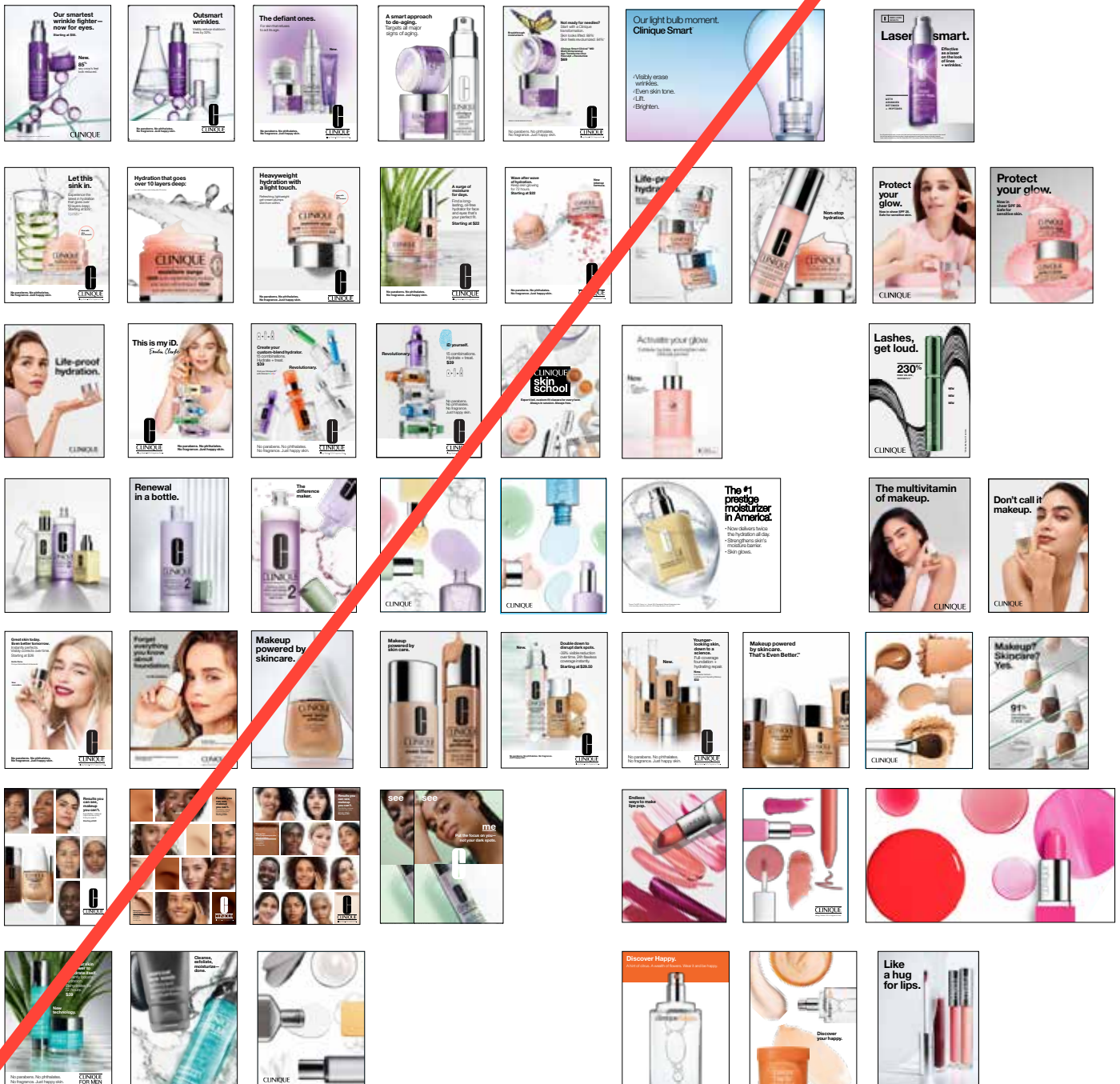
TESTER UNITS



 The following lightboxes should no longer be in-store.

• Spring 2026 To Discard

• Discard from previous seasons



TOP DOORS (5A-A)

*NOTE: Top Doors have 4 launch LBXs



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

(CURRENT)		JANUARY	FEBRUARY	MARCH
 Give happy. Get happy. Holiday 3-Step -OR-  Give happy. Get happy. Holiday 3-Step -OR-  Give happy. Get happy. Holiday Happy	LBX #1 Launch  3 Step (F'25 Assets)			
	LBX #2 Launch  Even Better Vitamin Makeup (S'25 Assets - "NEW" Removed)	NEW  Chubby Lip		
	LBX #3 Launch  Smart Serum (F'24 Assets)			
	LBX #4 Launch <i>(if you have a 3rd treatment area)</i>  Moisture Surge Glow (F'25 Assets - "NEW" Removed)			

LBX #5 +
more
Heroes
Based on
zoning



Smart Hero
(F'23 Assets)



Moisture Surge
100H Hero
(F '23 Assets)



Black Honey
(S'24 Assets)



Foundation Hero
(F'24 Assets)



Fragrance Hero
(F'23 Assets)



Fragrance Hero
(Horizontal Ratio)



CFM Hero
(F'23 Assets)



Skin School
(F'24 Assets)



Active Derm Lab Coat
(F'24 Assets)



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

NON-TOP DOORS (B-E)

*NOTE: Non-Top Doors have 1 launch LBX + Heroes

*NOTE: Please check field sharepoint master spreadsheet for volume code by door.

	(CURRENT) DECEMBER	JANUARY	FEBRUARY	MARCH
LBX #1 Launch	 Where great skin begins. 3-Step (F'25 Assets)			
LBX #2 Hero	 Dermatologist developed. In 50 shades. Foundation Hero (F'24 Assets) -OR-  The future is bright. Even Better Vitamin Makeup (S'25 Assets)			
		 NEW Play with color. Chubby Lip		
LBX #3 Hero	 Life-proof hydration. Moisture Surge 100H Hero (F'23 Assets)			

LBX #4,5,6

Heroes Based on zoning



Outsmart stubborn lines + wrinkles.

Smart Hero
(F'23 Assets)



One shade. All lips.

Black Honey
(S'24 Assets)



Happy forever.

Fragrance Hero
(F'23 Assets)



Find your Happy.

Fragrance Hero
(Horizontal Ratio)



Simple. Smart. Straightforward.

CFM Hero
(F'23 Assets)



Services built on dermatological science.

Skin School
(F'24 Assets)



Dermatologist guided solutions. Allergy tested. 100% fragrance free.

Active Derm Lab Coat
(F'24 Assets)

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

22 Spring 2026 Merchandising Guidelines | CLINIQUE

VIDEO: Select Doors

(CURRENT) DECEMBER	JANUARY	FEBRUARY	MARCH
LOOPING VIDEO Holiday '25 3-Step -OR- Holiday '25 Moisture Surge -OR- Holiday '25 Fragrance	Smart (F'24 Assets) Even Better Vitamin Makeup (S'25 Assets) Moisture Surge Glow (S'25 Assets) 3-Step (F'25 Assets) EB Serum (S'25 Assets)	Empty box Even Better Vitamin Makeup (No NEW) Empty box NEW Chubby Lip	

Maintenance Process

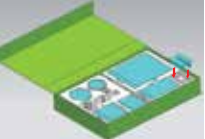
- STEP 1** Field sends in request to correct issue through POS COE.

STEP 2 R&M team communicates issues to VID.

- STEP 3** VID creates a ticket to track progress of repair.

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

(CURRENT) DECEMBER	JANUARY	FEBRUARY	MARCH
SLIVER 1  Smart July '25 Update ELM Reserve Codes Update Code: VG0E-70 E Update Code: VG0D-70 ES Update Code: VG0C-70 EM			
SLIVER 2  EB Concealer July'24 Update (graphic + SRP Updates) Update Code: VAZR-70 E Update Code: VAZS-70 ES Update Code: VAZT-70 EM			
SLIVER 3  Nude Honey Sept '25 Update Update Code: VGRA-60 E Update Code: VGR9-60 ES Update Code: VGR8-60 EM		 Nude Honey Feb '26 Update Update Code: VHR0-60 E Update Code: VHQZ-60 ES Update Code: VHQY-60 EM	
SLIVER 4  Moisture Surge Glow July '25 Update Update Code: VG08-70 E Update Code: VG07-70 ES Update Code: VG06-70 EM		E ES EM Moisture Surge Glow Feb '26 Update Update Code: VHP5-70 E Update Code: VHP6-70 ES Update Code: VHP7-70 EM	

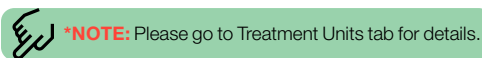
(CURRENT) DECEMBER	JANUARY	FEBRUARY	MARCH
Story Telling Unit #1  DDML SPF/DDM/3-Step Story Update Code: VG1L-70	 *NOTE: All doors have 1 Story-Telling Unit. Select Top doors have 2 Story-Telling units. Refer below. TOP DOORS:  NON-TOP DOORS:  UV Solutions Graphic Code: VHEQ-70 TOP DOORS Glorifier Code: VHFB-60 TOP DOORS Graphic Code: VHER-70 NON-TOP DOORS		
Story Telling Unit #2 SELECT DOORS ONLY (57 DOORS) TOP DOORS:  NON-TOP DOORS:  Moisture Surge 100H + Glow Serum July '25 Update Update Code: VG0F-70 Glorifier Code: VDZ3-60 (NOTE: Glorifier for Top Doors; Non Top Doors received updated micro riser graphic) Doors: SD	EXISTING  3-Step Update Code: VG1L-70	 3-Step (SRP Update) Update Code: VHJK-70	
 Story Telling Unit Kit of Parts Box Unit Code: VF35-60 Doors: AD <i>*All Doors with previous double vitrine units will be getting this VM pre-pack to place on the NEW Story-Telling Unit.</i>  *NOTE: Please see page 106 for details.			

(CURRENT) DECEMBER

JANUARY

FEBRUARY

MARCH



Full & Reduced Doors

TREATMENT BAR



Treatment Bar
Update Code: VG1Q-70
- full commband + commbox SRP Update
Treatment Bar Header
Update Code: VG1N-70
Doors: **FD RD**



Update Code: **VHJH-70 FD RD**
- SRP Updates
- New Comm Bands (B1S5, B1S6, B3S4, B3S6, B4S4, B4S6, B5S4)
- New Comm Box (B1S6)
- New B6 Shelf graphic

CLEANSER BAR



Cleanser Bar
Update Code: VG1Q-70
- full commband + commbox SRP Update
Cleanser Bar Header
Update Code: VG1M-70
Doors: **FD RD**



Update Code: **VHJH-70 FD RD**
- SRP Updates
- New Comm Bands (B1S5, B1S6, B3S4, B3S6, B4S4, B4S6, B5S4)
- New Comm Box (B1S6)
- New B6 Shelf graphic

*Acrylic Blocks (x5) + New Sign (x2) Code: V8TP-60
*Claim Post Visual PPK Code: V1CL-60
*Claim Post Poles Code: VAY8-60
*for both Treatment & Cleanser Bar
MLU magnifier Reserves: VAY6-60

Specialty Doors



Specialty Treatment Bar
Update Code: VG1P-70 **SP**
- full commband + commbox SRP Update
Treatment Bar Header
Update Code: VG1N-70 **SP**

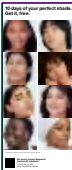


Update Code: **VHJJ-70 SP**
- SRP Updates
- New Comm Bands (B1S5 & B3S5)

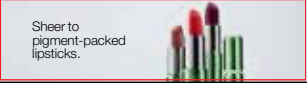
Acrylic Blocks (x5) + New Sign (x2) Code: V8TR-60
*Claim Post Visual PPK Code: VC1M-60
*Claim Post Poles Code: VAY7-60
Doors: **SD**

(CURRENT) DECEMBER	JANUARY	FEBRUARY	MARCH
 *NOTE: Please go to Makeup Units tab for details. Full Doors <u>Model Header Code (ALL VARIANTS)</u> Update Code: VG1G-70 FD RD SP  Update Code: VG14-70 FD - full commband + commbox SRP Update <u>Foundation Bar</u> Update Code: VG11-70 (Bays 1 & 2) Update Code: VG1F-70 (Bays 3 & 4) Locator Code: VGGA-60 FD - B1S6: New Locator Commbox window + commbox base that is sonic sealed to commbox window Reduced Doors <u>Model Header Code (ALL VARIANTS)</u> Update Code: VG1G-70 FD RD SP  Update Code: VG13-70 RD - full commband + commbox SRP Update <u>Foundation Bar</u> Update Code: VG11-70 (Bays 1 & 2) Locator Code: VGG9-60 RD - B1S6: New Locator Commbox window + commbox base that is sonic sealed to commbox window Specialty Doors <u>Model Header Code (ALL VARIANTS)</u> Update Code: VG1G-70 FD RD SP  Update Code: VG12-70 SP - full commband + commbox SRP Update <u>Foundation Bar</u> Update Code: VG11-70 (Bays 1 & 2) Locator Code: VGG8-60 SP - B1S2: New Locator Commbox window + commbox base that is sonic sealed to commbox window  Hygiene Unit + Mirror Hygiene Unit Code: KJRG-70 Mirror Unit Code: KJRF-70 Doors: AD			

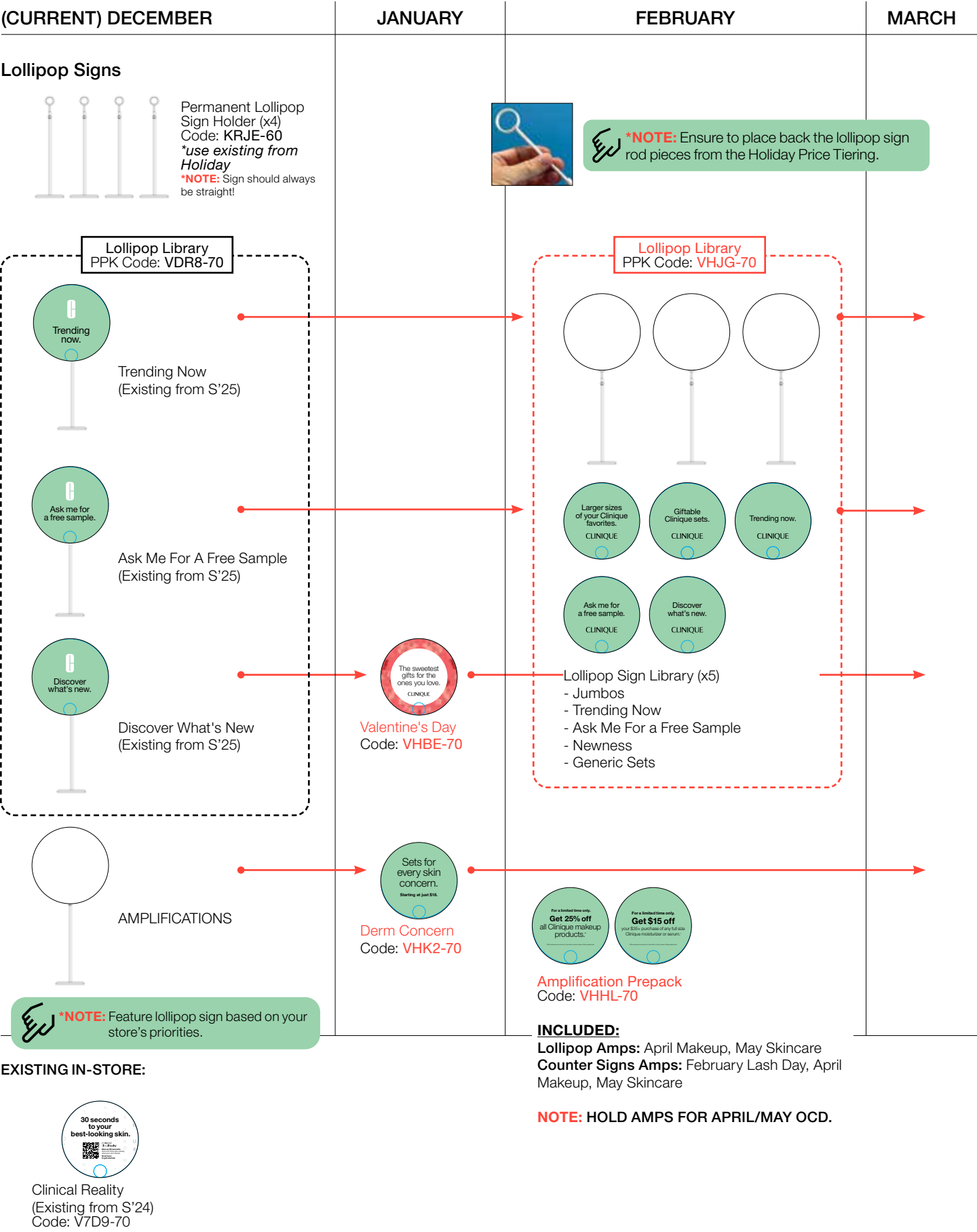
(CURRENT) DECEMBER	JANUARY	FEBRUARY	MARCH
 *NOTE: Please go to Makeup Units tab for details. Full, Reduced and Specialty Doors  Update Code: VG1E-70 Model Header Update Code: VG0G-70 Locator Code: VG07-60  Update Code: VHKE-60 - Graphics & Locators (B1R2,3,4,6) + B1R4 Comm Box graphic + B2,3,4 Graphics			
Eye Units  Eye Liner Sliver - includes acrylic top template + vacform + graphic Update Code: VGG0-60 Doors: FD RD SP  Eye Shadow Sliver - includes acrylic top template + vacform + graphic Update Code: VGG2-60 Doors: FD RD SP  Mascara Sliver Update Code: VG05-70 Doors: FD RD SP  *Use existing permanent display platform for merchandising Jumbo products with graphic Jumbos Display Platform Update Code: VG0W-70		 Eye Liner Sliver - Graphic Update Update Code: VHP8-70 Doors: FD RD SP  Mascara Sliver - Graphic Update Update Code: VHR1-60 Doors: FD RD SP  SRP Update Code: VHP9-70	

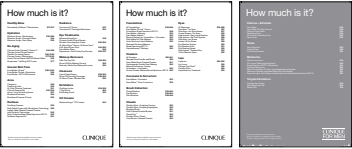
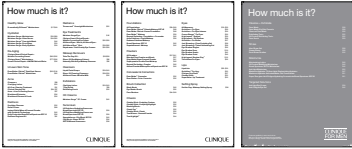
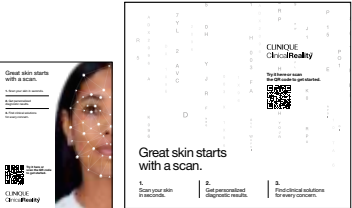
(CURRENT) DECEMBER	JANUARY	FEBRUARY	MARCH
FRONT BACK  Foundation Feature Unit July '25 Update Code: VGG3-70 Doors: SD			
FRONT BACK  New & Trending Unit Unit Code: KRNJ-60 July '25 Update Code: VG0Z-70 Doors: SD		PLEASE KEEP EXISTING GREEN RISERS  Chubby + Honey Option Riser Graphic Update Code: VHYT-70 RESERVES SHIPPING DIRECT TO DOOR Doors: SD	
Asian Tester Feature Unit Graphic Update Code: V6ZE-70 Unit Code: KRNJ-60 Doors: SD Community Favorites Unit Graphic Update Code: V6ZF-70 Unit Code: V05X-60 Doors: SD			
   Dramming Unit SD Unit Code: KKW0-60 Graphic Update Code: VB02-70			
FULL DOOR REDUCED DOOR  CFM Unit Update Code: VG0Y-70 FD Update Code: VG0X-70 RD		SRP Update Update Code: VHP3-70 FD Update Code: VHP4-70 RD	

(CURRENT) DECEMBER	JANUARY	FEBRUARY	MARCH
Fragrance Units			
 Fragrance Unit Code: VECL-60 (Full Unit) July '25 Update Code: VG04-70			
 My Happy Unit Code: VEXP-60 (Full Unit) July '25 Update Code: VG03-70			
 Generic Fragrance Unit Unit Generic PPK Code: V8SX-60 Aromatics Graphic Code: VG02-70 Doors: Belk Only Generic Visual PPK Code: VAZY-70 Doors: Nordstrom Only			
 Minis Unit Doors: Select Doors July '25 SRP Update Code: VG0T-70 Full Unit Code: VCHN-60 Extra Bin Code: VCHM-60		 LFS Bin Graphic Update Update Code: VHPA-70	
		PLEASE KEEP EXISTING GREEN RISERS   Chubby + Honey Option Riser + Bin Graphic Update Code: VHYW-70 RESERVES SHIPPING DIRECT TO DOOR Doors: SD	
 OR  Generic "C" Permanent Pedestal Update Code: VC1H-70 Doors: SD			
 MSNA Pedestal Update Code: VH0J-70		 MSNA Pedestal (REPRINT) Update Code: xx-70	

(CURRENT) DECEMBER	JAN	FEBRUARY	MARCH
 In-Case Plexi: 20" x 7.5" Unit Code: ZX2A-60  Activate your glow. Moisture Surge  Wrinkles, you're outnumbered. Smart  3 steps. Twice a day. Every day. Where great skin begins. Clarifying Lotions  Moisturizers for more resilient skin. DDMs  100% dermatologist tested makeup. Foundation  Sheer to pigment-packed lipsticks. Lip  All the drama, none of the irritation. Mascara  Simple. Smart. Straightforward. Clinique For Men  Indulge your senses. Fragrance July '25 Incase Plexi PPK Code: VG0R-70		 Belk GWP (2/3 - 2/23) Code: VGYG-70 UPDATE  Raise your sun standards. UV Solutions UPDATE  Play with color. Chubby Feb '25 Incase Plexi PPK Code: VHJN-70	ENG  ES  Dillard's GWP (3/6 - 3/26) Code: VGYF-70 E Code: VGYE-70 ES
 In-Case Box/Trays: 25.56" x 7.08" Update Code: KHL8-60 FD; KHL9-60 RD  Wrinkles, you're outnumbered.  3 steps. Twice a day. Every day. Where great skin begins.  Activate your glow.  100% dermatologist tested makeup.  Sheer to pigment-packed lipsticks.  All the drama, none of the irritation. July '24 Incase Box Full PPK Code: VAZD-70 Moisture Surge Glow + Mascara Eye Safety Message MARCH OCD Code: VELB-70 Foundation MAY OCD Code: VFJK-70 3-Step JULY'25 OCD Code: VG0S-70		 *NOTE: The in-case box graphics are LARGER than the 20" x 7.5" graphics for plexi frame.  Play with color. Chubby Lip Update Code: VHJM-70	

(CURRENT) MARCH	JANUARY	FEBRUARY	MARCH
Product On Glass Plexi: 20" x 7.5" Unit Code: ZX2A-60 Activate your glow. Moisture Surge Glow Simple. Smart. Straightforward. Clinique For Men Protect + nourish your skin. Sun & Body July '25 POG Plexi PPK Code: VG0Q-70 The difference-maker. Clarifying Lotions Wrinkles, you're outnumbered. Smart 100% dermatologist tested makeup. Foundation Family Indulge your senses. Fragrance <tr><td> Product On Glass Plexi: 7.5" x 7.5" Unit Code: K41H-60 July '25 7.5" x 7.5" POG Full PPK Code: VG0P-70 Totally Tussles makeup removers. TTDO Acne? Pick this. Acne Outsmart stubborn lines and wrinkles. Smart Targeted lines + visibly lifts skin. Smart Even better skin for all. EBCI Instant hydration. Moisture Surge Dermatologist-developed moisturizer. DDML Get a 10-day supply of your favorite foundation, free. Generic Foundation Makeup? Skincare? Yes. EBCF Dermatologist-developed foundation in 50 shades. EBMU Vitamin-powered foundation with SPF 45. BP Mr. Match. Find your happy. My Happy Happiness in a bottle. Happy Indulge your senses. Aromatics Maximum results. Minimum effort. CFM POG Plexi PPK Code: VG0P-70 Sets for every skin concern. Derm Concern Code: VHK1-70 <tr><td> 3 steps. Twice a day. Every day. Where great skin begins. 3-Step Raise your sun standards. UV Solutions POG Plexi PPK Code: VHJP-70 <tr><td> Take the day off. Every night. TTDO Acne? Pick this. Acne NEW UV Solutions. SPF 50 for every day. UV Solutions POG Plexi PPK Code: VHJQ-70 </td></tr></td></tr> </td></tr>	Product On Glass Plexi: 7.5" x 7.5" Unit Code: K41H-60 July '25 7.5" x 7.5" POG Full PPK Code: VG0P-70 Totally Tussles makeup removers. TTDO Acne? Pick this. Acne Outsmart stubborn lines and wrinkles. Smart Targeted lines + visibly lifts skin. Smart Even better skin for all. EBCI Instant hydration. Moisture Surge Dermatologist-developed moisturizer. DDML Get a 10-day supply of your favorite foundation, free. Generic Foundation Makeup? Skincare? Yes. EBCF Dermatologist-developed foundation in 50 shades. EBMU Vitamin-powered foundation with SPF 45. BP Mr. Match. Find your happy. My Happy Happiness in a bottle. Happy Indulge your senses. Aromatics Maximum results. Minimum effort. CFM POG Plexi PPK Code: VG0P-70 Sets for every skin concern. Derm Concern Code: VHK1-70 <tr><td> 3 steps. Twice a day. Every day. Where great skin begins. 3-Step Raise your sun standards. UV Solutions POG Plexi PPK Code: VHJP-70 <tr><td> Take the day off. Every night. TTDO Acne? Pick this. Acne NEW UV Solutions. SPF 50 for every day. UV Solutions POG Plexi PPK Code: VHJQ-70 </td></tr></td></tr>	3 steps. Twice a day. Every day. Where great skin begins. 3-Step Raise your sun standards. UV Solutions POG Plexi PPK Code: VHJP-70 <tr><td> Take the day off. Every night. TTDO Acne? Pick this. Acne NEW UV Solutions. SPF 50 for every day. UV Solutions POG Plexi PPK Code: VHJQ-70 </td></tr>	Take the day off. Every night. TTDO Acne? Pick this. Acne NEW UV Solutions. SPF 50 for every day. UV Solutions POG Plexi PPK Code: VHJQ-70
Product On Glass Plexi: 7.5" x 7.5" Unit Code: K41H-60 July '25 7.5" x 7.5" POG Full PPK Code: VG0P-70 Totally Tussles makeup removers. TTDO Acne? Pick this. Acne Outsmart stubborn lines and wrinkles. Smart Targeted lines + visibly lifts skin. Smart Even better skin for all. EBCI Instant hydration. Moisture Surge Dermatologist-developed moisturizer. DDML Get a 10-day supply of your favorite foundation, free. Generic Foundation Makeup? Skincare? Yes. EBCF Dermatologist-developed foundation in 50 shades. EBMU Vitamin-powered foundation with SPF 45. BP Mr. Match. Find your happy. My Happy Happiness in a bottle. Happy Indulge your senses. Aromatics Maximum results. Minimum effort. CFM POG Plexi PPK Code: VG0P-70 Sets for every skin concern. Derm Concern Code: VHK1-70 <tr><td> 3 steps. Twice a day. Every day. Where great skin begins. 3-Step Raise your sun standards. UV Solutions POG Plexi PPK Code: VHJP-70 <tr><td> Take the day off. Every night. TTDO Acne? Pick this. Acne NEW UV Solutions. SPF 50 for every day. UV Solutions POG Plexi PPK Code: VHJQ-70 </td></tr></td></tr>	3 steps. Twice a day. Every day. Where great skin begins. 3-Step Raise your sun standards. UV Solutions POG Plexi PPK Code: VHJP-70 <tr><td> Take the day off. Every night. TTDO Acne? Pick this. Acne NEW UV Solutions. SPF 50 for every day. UV Solutions POG Plexi PPK Code: VHJQ-70 </td></tr>	Take the day off. Every night. TTDO Acne? Pick this. Acne NEW UV Solutions. SPF 50 for every day. UV Solutions POG Plexi PPK Code: VHJQ-70	
3 steps. Twice a day. Every day. Where great skin begins. 3-Step Raise your sun standards. UV Solutions POG Plexi PPK Code: VHJP-70 <tr><td> Take the day off. Every night. TTDO Acne? Pick this. Acne NEW UV Solutions. SPF 50 for every day. UV Solutions POG Plexi PPK Code: VHJQ-70 </td></tr>	Take the day off. Every night. TTDO Acne? Pick this. Acne NEW UV Solutions. SPF 50 for every day. UV Solutions POG Plexi PPK Code: VHJQ-70		
Take the day off. Every night. TTDO Acne? Pick this. Acne NEW UV Solutions. SPF 50 for every day. UV Solutions POG Plexi PPK Code: VHJQ-70			

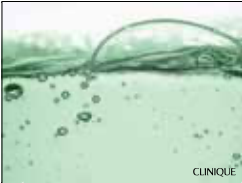


(CURRENT) DECEMBER	JANUARY	FEBRUARY	MARCH
8.5" x 11" Counter Signs 	 Derm Concern Code: VHK3-70	 Lunar New Year Counter Sign Code: VD96-70 Envelope Code: VD94-70 Product Sleeve Code: VD95-70 (DDML+, DDMG, MS, Happy) Doors: SD E ES  National Lash Day 2/19 - 2/22 OCD (Amplification Prepack) Code: VHHL-70 INCLUDED: Lollipop Amps: April Makeup, May Skincare Counter Signs Amps: Feb Lash Day, April Makeup, May Skincare NOTE: HOLD AMPS FOR APRIL/MAY OCD.	
EXISTING IN-STORE:  How Much Is It Signs Update Code: VAZJ-70  Clinical Reality Counter Sign + Mat Counter Sign Code: VDR9-70 Mat Code: VDR6-60		 How Much Is It Signs Code: VHJF-70  Clinical Reality Counter Sign + Mat Counter Sign Code: VHXZ-70 Mat Code: VHXY-60	

EXISTING IN-STORE:



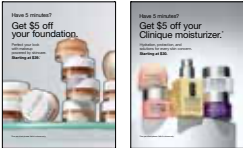
Skin School Services
Sign Code: **VB07-70**



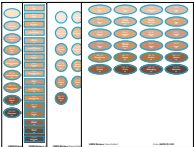
Quick Clari Facial Device Placemat
Code: **LOCAL PRODUCTION**
Doors: **Select Doors**



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

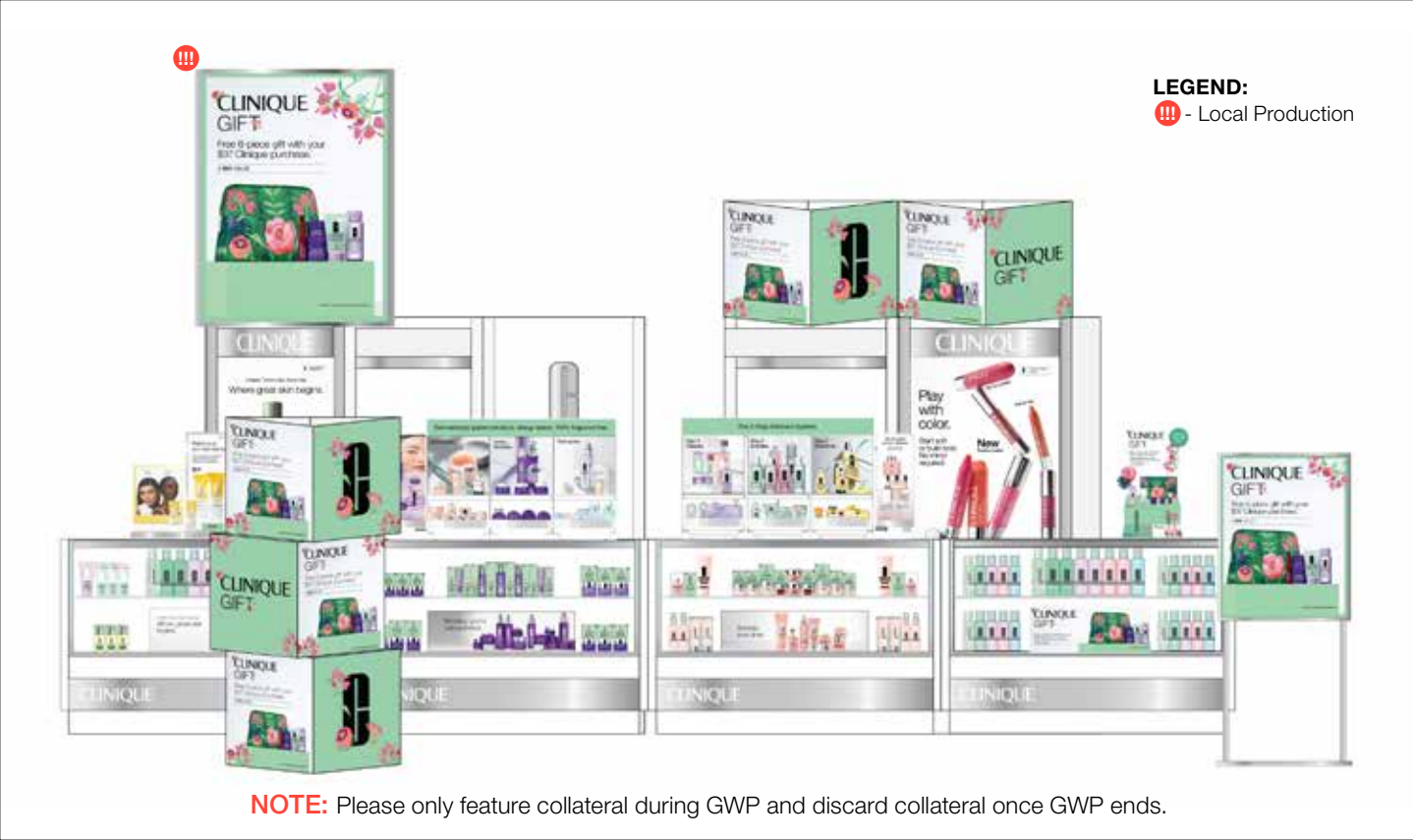


Foundation Stickers
PPK Code: **V6FD-70**



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

Overview



LEGEND:
!!! - Local Production

NOTE: Please only feature collateral during GWP and discard collateral once GWP ends.

Collateral - All Clinique Production



Posters
22" x 28"
PPK code: **VGY5-70**
30" x 40"
PPK code: **VGY1-70**



In-Case Plexi Graphic
20" x 7.5"
Code: **VGYG -70**



Ledge-Top Boxes (x3)
18" x 20" x 18" deep
Code: **VGY9-70**



Box Graphics



Base Mat



Graphic Cover



Riser (Front)



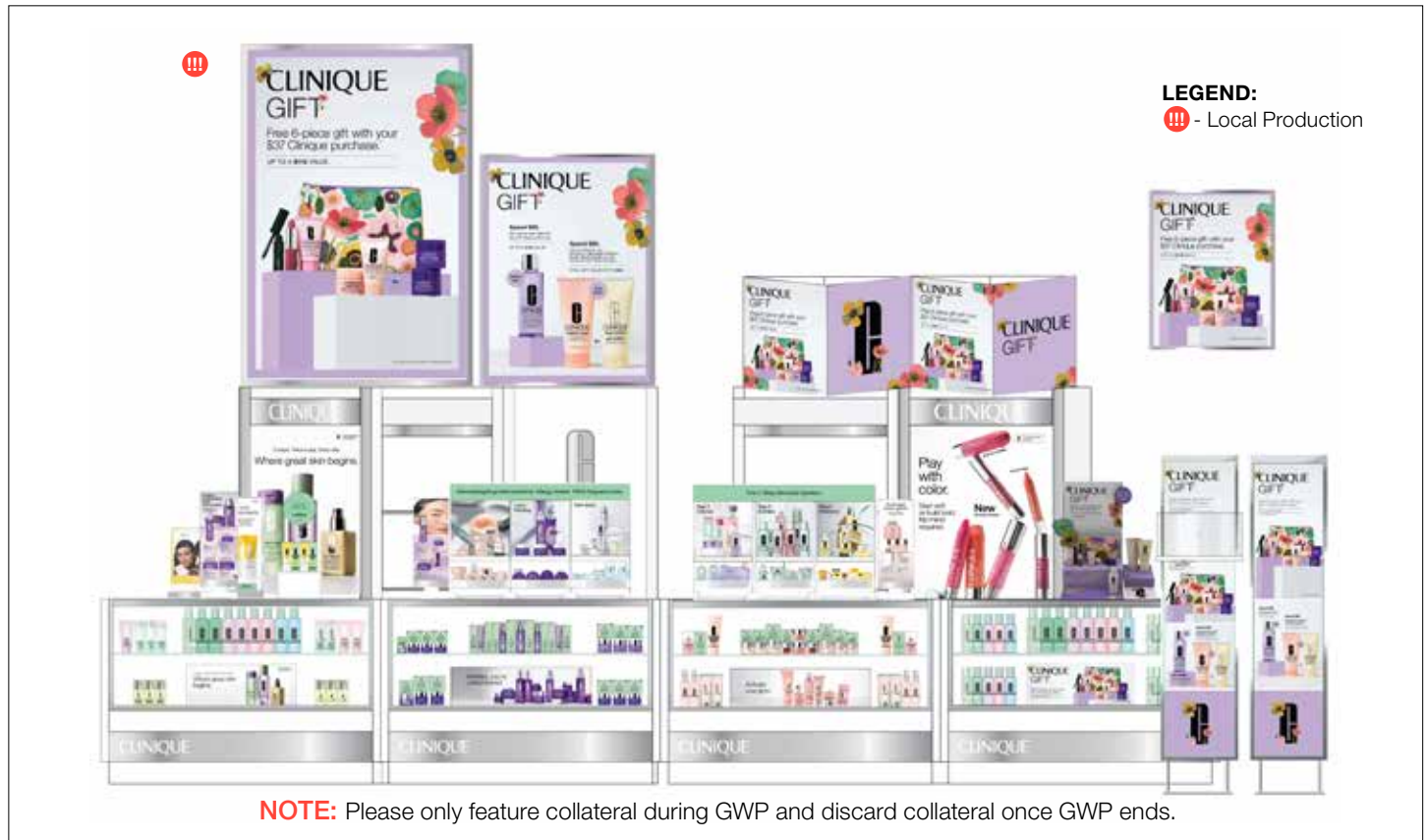
Riser (Back)

GWP Unit Product Line Up

Belk GWP (2/3 - 3/1) - Choose Your Free Gift

STEP 1	STEP 2	STEP 3
Spend \$37 to take home 6 Clinique favorites.. - Take The Day Off For Lids, Lashes, Lips (50ml Bottle) - All About Clean Liquid Facial Soap Mild (30ml Tube) - Clinique Smart™ Clinical Repair Wrinkle Correcting Cream (15ml Jar) - Clinique Smart™ Clinical Repair Wrinkle Correcting Eye Cream (5ml Jar) - Almost Lipstick (Shade: Black Honey) ..including a limited-edition bag.	Spend \$60 to get a full-size.. - High Impact High Fi Full Volume Mascara (Full size)	Spend \$80 to take it all home in a limited-edition tote.

Overview



Collateral - All Clinique Production



Posters
22" x 28"
Code: **VGY4-70 E**
Code: **VGY3-70 ES**



In-Case Plexi Graphic
20" x 7.5"
Code: **VGYF-70 E**
Code: **VGYE-70 ES**

***NOTE:** Please see next page for the GWP unit product lineup assortment (retailer specific).

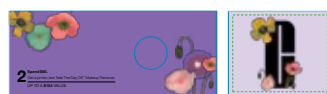


Ledge-Top Boxes (x3)
18" x 20" x 18" deep
Code: **VGY8-70**

Dillard's GWP Merchandising
Unit PPK code: **VGYK-60**



Box Graphics



Base Mat



Riser (Front)

Riser (Back)

GWP Unit Product Line Up

***NOTE:** Rendering does not show final graphics. Please refer to the GWP collateral page.

Dillard's GWP (3/6 - 3/22) - Choose Your Free Gift

STEP 1	STEP 2	STEP 3
Spend \$37 to get 3 essentials and a limited-edition bag. Then, choose a hydrating or de-aging duo... OR CHOICE: - Moisture Surge Overnight Mask (30ml Tube) - Moisture Surge 100 Hour Auto Replenishing Hydrator (15ml Jar)	Spend \$60 to get a jumbo full size.. - Take The Day Off for Lids, Lashes, Lips (200ml Bottle)	Spend \$80 to get a full size.. OR - Deep Comfort Body Moisturizer (200ml Tube) OR - Moisture Surge Body Hydrator (200ml Tube)

Overview

LEGEND:
!!! - Local Production

NOTE: Please only feature collateral during GWP and discard collateral once GWP ends.

Collateral - All Clinique Production

***NOTE:** Please see next page for the GWP unit product lineup assortment (retailer specific).

ENG

EM

ES

In-Case Plexi Graphic
20" x 7.5"
Code: **VGYP-70 E**
Code: **VGYP-70 EM**
Code: **VGYP-70 ES**

Macy's GWP Merchandising Unit
PPK code: **VGYP-60**

COSMETIC BAG GOES HERE

Box Graphics

Base Mat

Riser (Front)

Riser (Back)

GWP Unit Product Line Up

Macy's GWP (3/25 - 4/13) - Choose Your Free Gift

STEP 1	STEP 2	STEP 4
Spend \$37 to get 3 essentials and a limited-edition bag. Then choose a hydrating or a de-aging duo. OR - Clinique Pop Longwear Lipstick (Shade: Bare Pop) - High Impact Mascara (Shade: Black) - Moisture Surge Body Hydrator 30ml Tube CHOICE: - Moisture Surge 100 Hour 15ml Jar - Moisture Surge Glow Serum 5ml Tube - Clinique Pop Longwear Lipstick (Shade: Bare Pop) - High Impact Mascara (Shade: Black) - Moisture Surge Body Hydrator 30ml Tube CHOICE: - Clinique Smart Wrinkle Correcting Cream 15ml Jar - Clinique Smart Wrinkle Correcting Serum 5ml Tube	Spend \$60 to choose between a full size of.. Choice of 1: - Take The Day Off for Lids, Lashes, Lips (200ml Bottle) - Smart Wrinkle Correcting Eye Cream (15ml Jar) STEP 3 Spend \$80 to choose between a full-size of ... - Clarifying Lotion 2 or 3 (400ml)	Spend \$125 to take it all home in a limited-edition tote.

Estee Lauder

Visual Merchandising SP26 Jan- June



ESTÉE LAUDER

ELX PHASE 2

SPRING 2026 ROLL OUT | ALL RETAILERS

Exciting Announcement!

Introducing the ELX Tester Unit Program. We are thrilled to announce the launch of our new tester unit system, ELX, designed to elevate the in-store experience and better showcase our brand offerings.

Phase 1: **Fall 2025**

We will begin with new Skincare and ReNutriv tester units, setting the foundation for the updated program.

Phase 2: **Spring 2026 (Early)**

This phase will include new Foundation, Color, and Hero Focus units, which will replace the current sidecar units. Additionally, a new mini skincare unit will be introduced in select doors.

Phase 3: **Fall 2026**

The final phase will launch new Prestige Fragrance and AERIN Fragrance units, completing the ELX transformation across categories.

We look forward to bringing this innovative update to life and appreciate your support throughout the roll out.

New ELX Core Color Tester Unit

UNIT CODE #: **GCZS601001**

Retailer Overview (See distro for specific stores)

- Belk
- Bloomingdale's
- Boscov's
- Dillard's
- Independents
- Macy's
- Military
- Nordstrom
- Puerto Rico
- Von Maur

Ship Date

- All began shipping 1/1 for a 2/23 OCD
- Units will ship through each retailer's Distribution Center (DC) and arrive via their scheduled store trucks

Additional Notes

- Place units directly onto counter upon arrival.
- The new ELX Core Color Unit replaces current Color FLUs or Color/Foundation Hybrid Units.
- Units will arrive pre-installed with graphics.
- Each store is responsible for the removal and disposal of old units.
- Recycling direction can be found within this deck.
- All FLUs must be discarded. Starting Fall 25, we will no longer be supplying graphics or updates for these units.



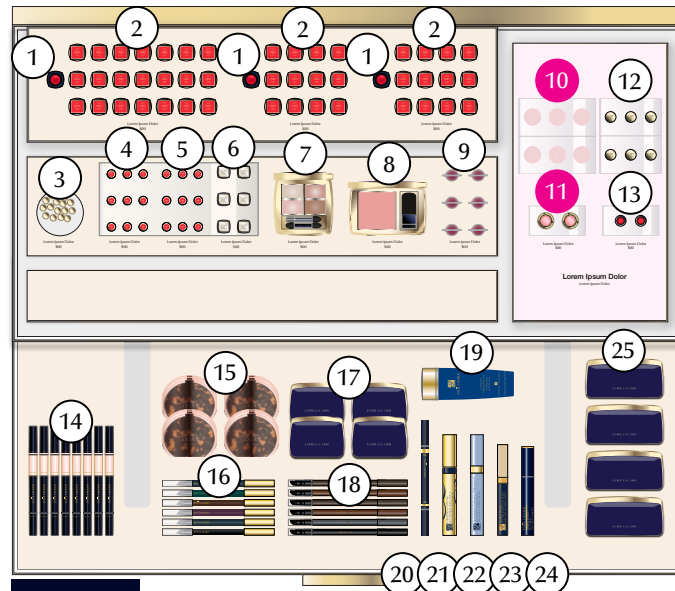
DISCARD EXISTING COLOR FULL LINE UNIT OR HYBRID TESTER UNIT.
RECYCLING DIRECTION CAN BE FOUND WITHIN THIS DECK.



FRONT OF UNIT



OVERHEAD VIEW



Product List

1. Pure Color Sculpting Lipstick - opened (1)
2. Pure Color Sculpting Lipstick (45)
3. Double Wear 24H Stay-in-Place Lip Liner - in clear cup (14)
4. Pure Color Explicit Slim Matte Lipstick (9)
5. Pure Color Explicit Slim Lipstick (9)
6. Pure Color Lip Pout (6)
7. Pure Color Envy Luxe Eyeshadow Quad (1)
8. Pure Color Envy Sculpting Blush (1)
9. Futurist Liquid Blush (6)
10. New Lip Elixir (Full Name TBD) (6)
11. New Lip Elixir (Full Name TBD) (2)

Drawer:

12. Pure Color Melt On Gloss Stick (6)
13. Pure Color Melt On Gloss Stick (2)
14. Brow Multi-Tasker (8)
15. Bronze Goddess Bronzer Powder (4)
16. Double Wear 24H Waterproof Gel Eye Pencil (6)
17. Pure Color Envy Luxe Eyeshadow Quad (4)
18. Double Wear Infinite Waterproof Eyeliner (6)
19. Eye Makeup Remover (1)
20. Little Black Liner (1)
21. Sumptuous Extreme Lash Mascara (1)
22. Sumptuous Extreme Lash Mascara Waterproof (1)
23. Double Wear Smudge-Proof Mascara (1)
24. Little Black Primer (1)
25. Pure Color Envy Sculpting Blush (4)

New ELX Hero Focus Unit: Color

UNIT CODE #: **GCZS601001**

Retailer Overview (See distro for specific stores)

- Belk
- Bloomingdale's
- Boscov's
- Dillard's
- Independents
- Macy's
- Military
- Nordstrom
- Puerto Rico
- Von Maur

Ship Date

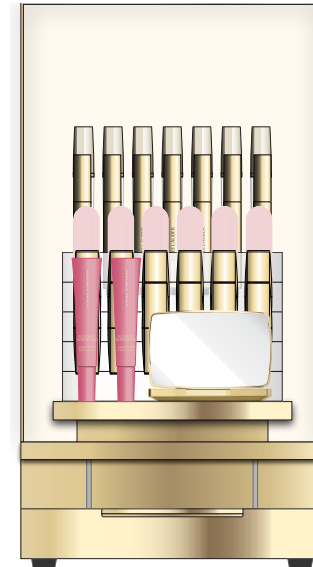
- All began shipping 1/1 for a 2/23 OCD
- Units will ship through each retailer's Distribution Center (DC) and arrive via their scheduled store trucks

Current Confirmed Ship Dates (to retailer DC's)

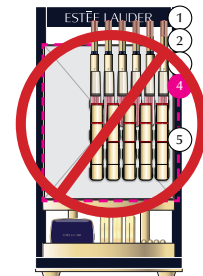
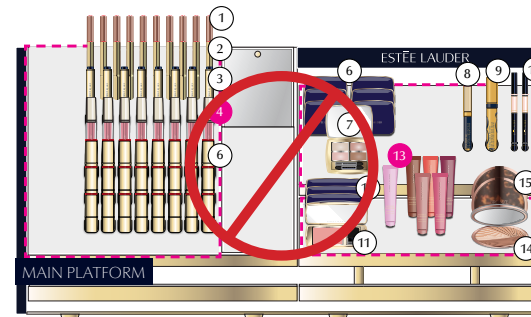
- Macy's: TBD
- Belk: TBD
- Bloomingdale's: TBD
- Nordstrom's: TBD
- Dillard's: TBD

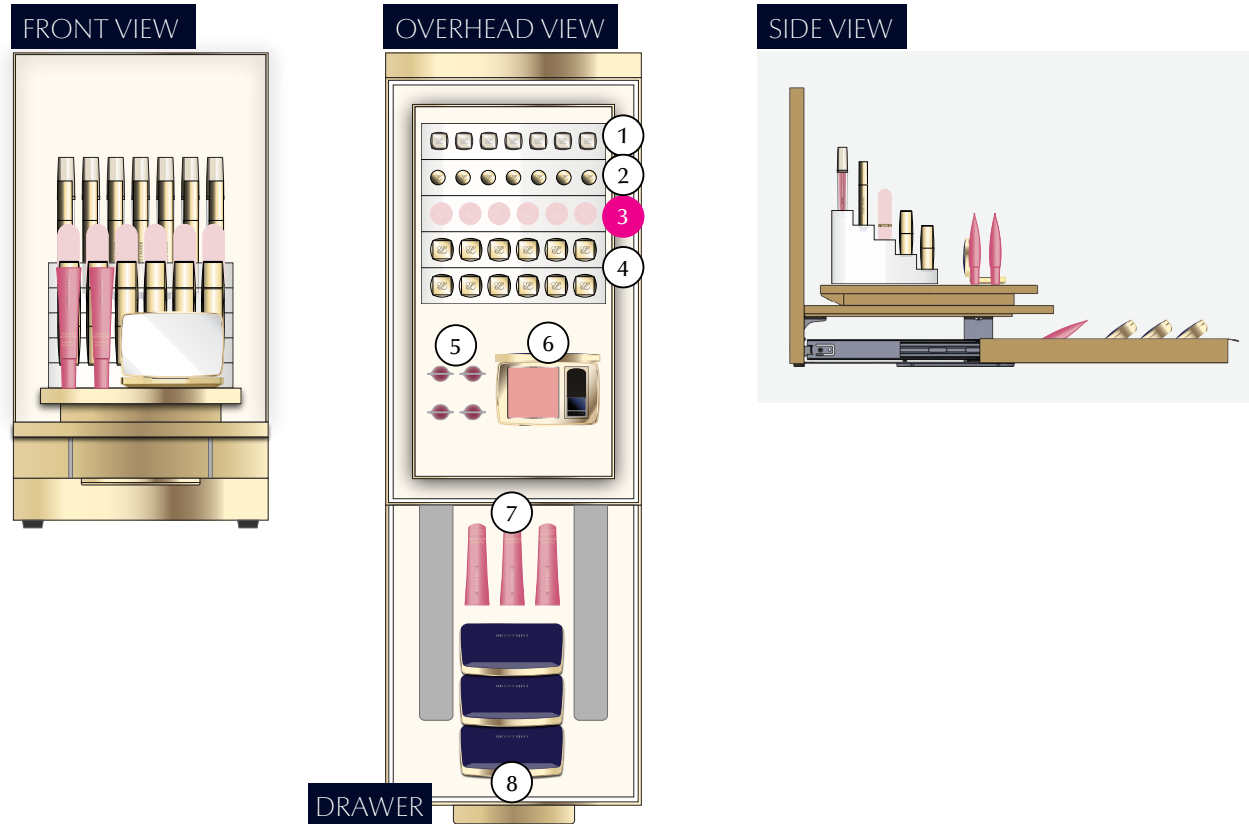
Additional Notes

- Place units directly onto counter upon arrival.
- The new ELX Core Color Unit replaces current Color FLUs or Color/Foundation Hybrid Units.
- Units will arrive pre-installed with graphics.
- Each store is responsible for the removal and disposal of old units.
- Recycling direction can be found within this deck.
- All FLUs must be discarded. Starting Fall 25, we will no longer be supplying graphics or updates for these units.



DISCARD EXISTING COLOR FULL LINE UNIT OR HYBRID TESTER UNIT.
RECYCLING DIRECTION CAN BE FOUND WITHIN THIS DECK.





Product List

1. Pure Color Lip Pout (7)
2. Pure Color Melt On Gloss Stick (7)
3. **New Lip Elixir (Full Name TBD) (6)**
4. Pure Color Sculpting Lipstick (12)
5. Futurist Liquid Blush (4)
6. Pure Color Envy Sculpting Blush (1)

Drawer:

7. Futurist Liquid Blush (3)
8. Pure Color Envy Sculpting Blush (3)

New ELX Core Foundation Tester Unit

UNIT CODE #: **GCZP601001**

Retailer Overview (See distro for specific stores)

- Belk
- Bloomingdale's
- Boscov's
- Dillard's
- Independents
- Macy's
- Military
- Nordstrom
- Puerto Rico
- Von Maur

Ship Date

- All began shipping 1/1 for a 2/23 OCD
- Units will ship through each retailer's Distribution Center (DC) and arrive via their scheduled store trucks

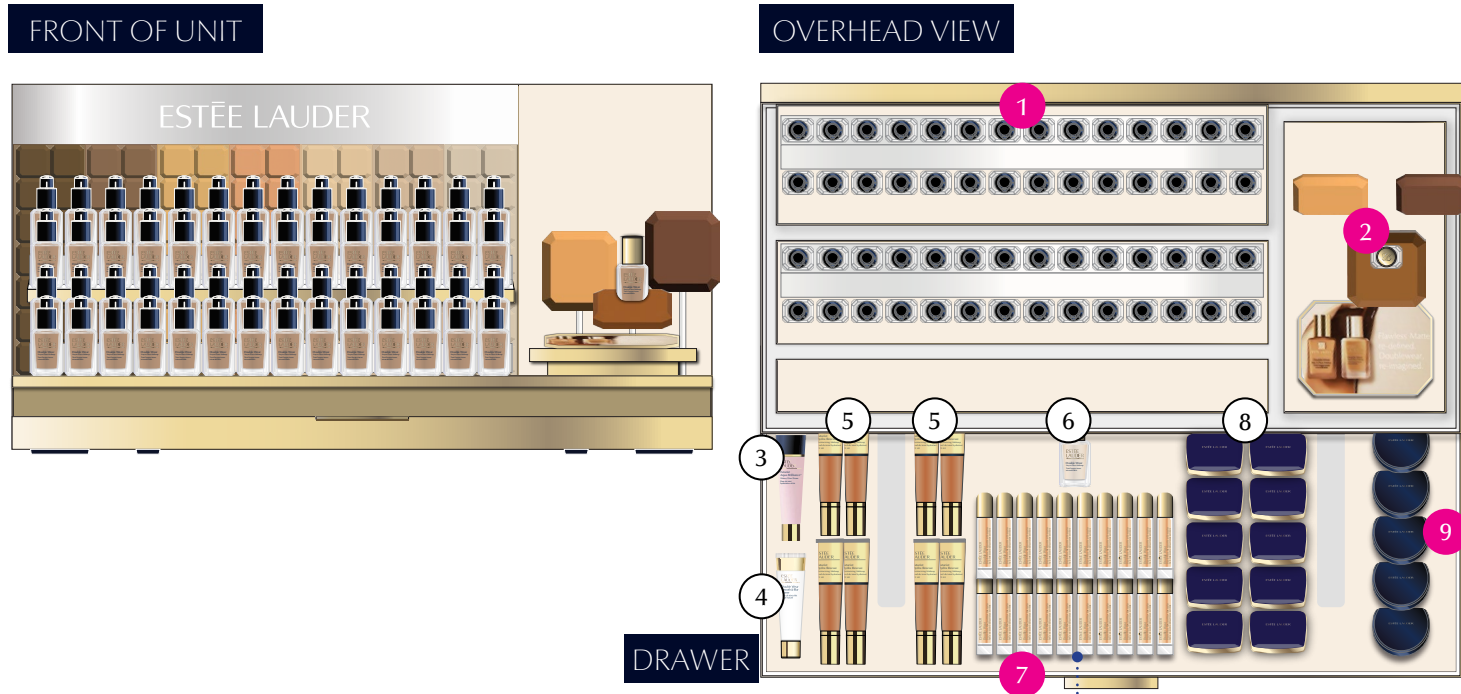
Additional Notes

- Place units directly onto counter upon arrival.
- The new ELX Core Foundation Unit replaces current Foundation FLUs or Color/Foundation Hybrid Units.
- Units will arrive pre-installed with graphics.
- Each store is responsible for the removal and disposal of old units.
- Recycling direction can be found within this deck.
- All FLUs must be discarded. Starting Fall 25, we will no longer be supplying graphics or updates for these units.



DISCARD EXISTING FOUNDATION FULL LINE UNIT OR TRENDING NOW UNITS. RECYCLING DIRECTION CAN BE FOUND WITHIN THIS DECK.





Product List

1. New Double Wear Stay-In-Place Foundation (56)
2. New Double Wear Stay-In-Place Foundation - Factice (1)

Drawer:

3. Futurist Aqua Brilliance Watery Glow Primer (1)
4. Futurist Hydra Rescue Moisturizing Makeup SPF 45 (8)
5. Double Wear Smooth and Blur Primer (1)
6. Double Wear Concealer (30)
7. New Double Wear Stay-In-Place Foundation (5)
8. Double Wear Matte Powder (10)
9. New Double Wear Setting Powder (5)

New ELX Hero Focus Unit Priority 1: Concealers

UNIT CODE #: **GCZW601001**

Retailer Overview (See distro for specific stores)

- Belk
- Bloomingdale's
- Boscov's
- Dillard's
- Independents
- Macy's
- Military
- Nordstrom
- Puerto Rico
- Von Maur

Ship Date

- All began shipping 1/1 for a 2/23 OCD
- Units will ship through each retailer's Distribution Center (DC) and arrive via their scheduled store trucks

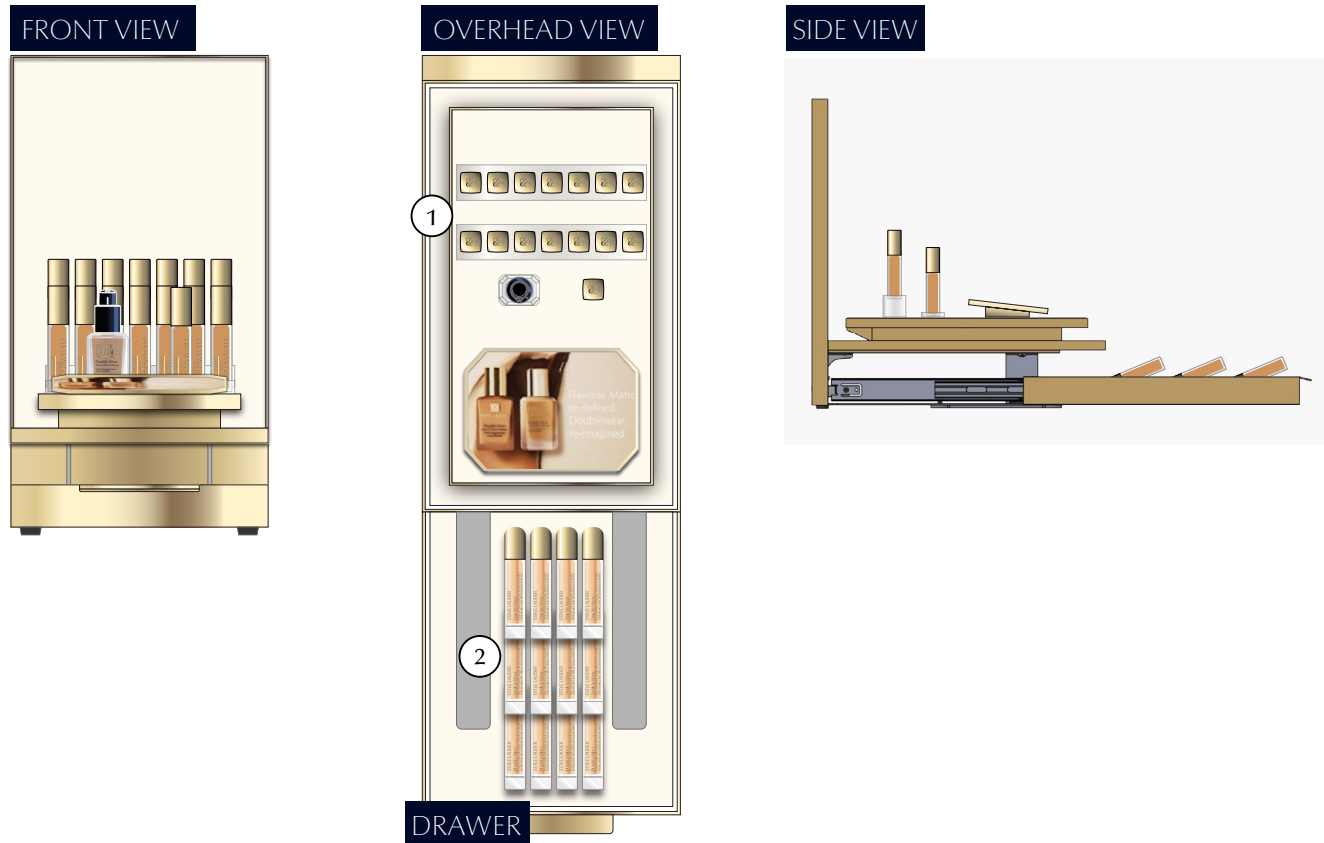
Additional Notes

- Place units directly onto counter upon arrival.
- The new ELX Hero Focus Unit Priority 1 replaces current Foundation Units.
- Units will arrive pre-installed with graphics.
- Each store is responsible for the removal and disposal of old units.
- Recycling direction can be found within this deck.
- All FLUs must be discarded. Starting Fall 25, we will no longer be supplying graphics or updates for these units.



DISCARD EXISTING FOUNDATION FULL LINE UNIT OR TRENDING NOW UNITS. RECYCLING DIRECTION CAN BE FOUND WITHIN THIS DECK.





Product List

1. Double Wear Concealer (14)

Drawer:

2. Double Wear Concealer (12)

Retailer Overview (See distro for specific stores)

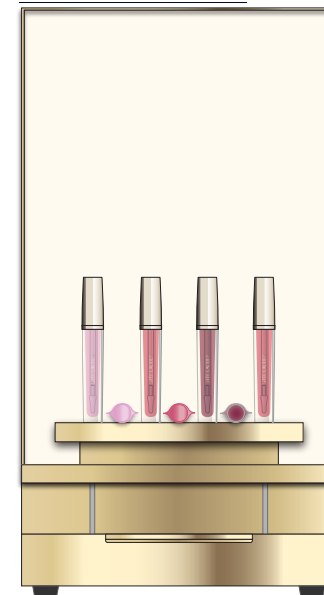
- | | |
|------------------|---------------|
| • Belk | • Macy's |
| • Bloomingdale's | • Military |
| • Boscov's | • Nordstrom |
| • Dillard's | • Puerto Rico |
| • Independents | • Von Maur |

Ship Date

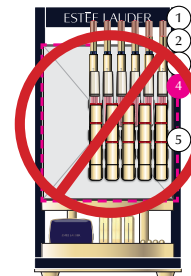
- All began shipping 1/1 for a 2/23 OCD
- Units will ship through each retailer's Distribution Center (DC) and arrive via their scheduled store trucks

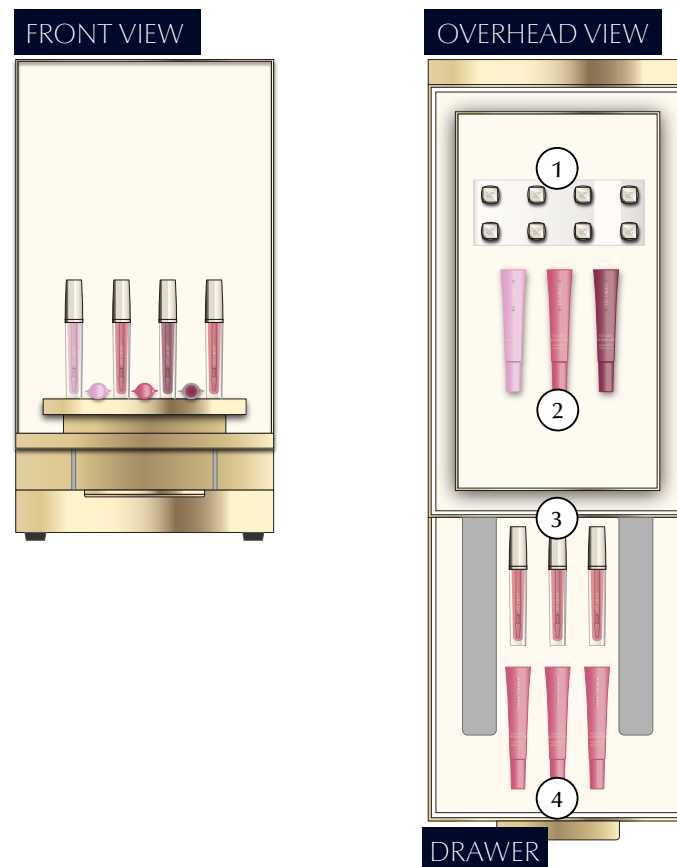
Additional Notes

- Place units directly onto counter upon arrival.
- The new ELX Hero Focus Unit Priority 1 replaces current Foundation Units.
- Units will arrive pre-installed with graphics.
- Each store is responsible for the removal and disposal of old units.
- Recycling direction can be found within this deck.
- All FLUs must be discarded. Starting Fall 25, we will no longer be supplying graphics or updates for these units.



DISCARD EXISTING TRENDING NOW UNITS. RECYCLING DIRECTION CAN BE FOUND WITHIN THIS DECK.





Product List

1. Pure Color Lip Pout (8)
2. Futurist Blush (3)

Drawer:

3. Pure Color Lip Pout (3)
4. Futurist Blush (3)

Tester Unit Packaging & Shipment

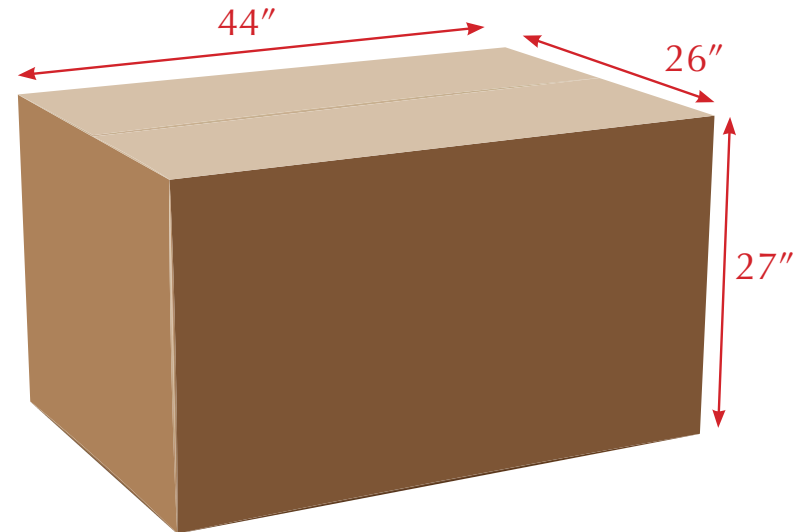
Retailer Overview

- Tester units will arrive crated in large cardboard boxes.
- The boxes are heavy and will require two or more people to lift safely.
- Each store team must coordinate with their store operations team to move the units into place.
- Stores receiving two units may not receive both at the same time.
- All stores should recycle the packing materials after unpacking.

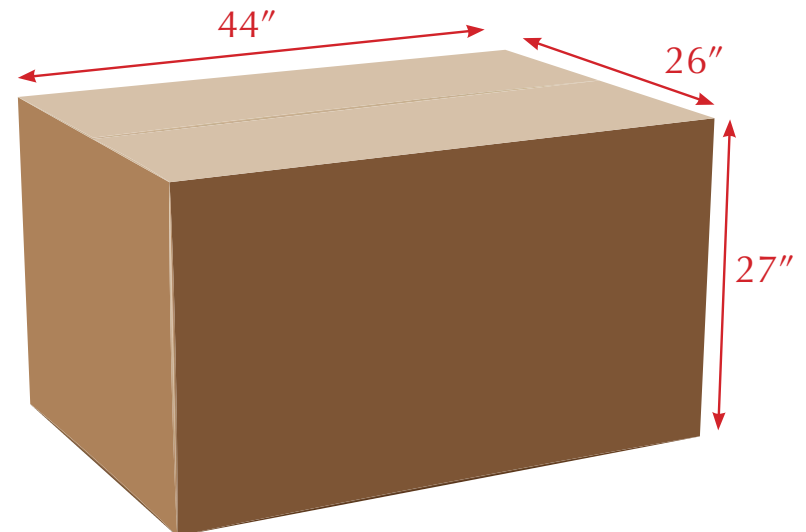


Actual crate

Skincare
GCZK601001
44x26x27
154 lbs



ReNutriv
GCZL601001
44x26x27
147 lbs



Disposal of Current Tester Units

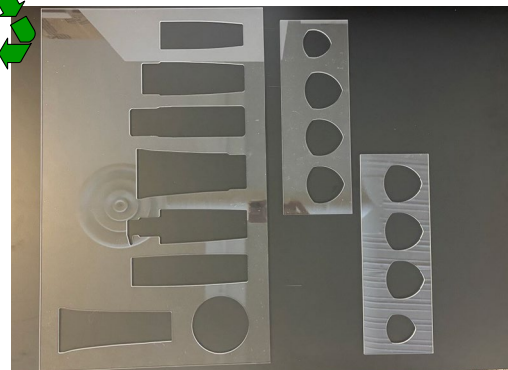
As part of our ongoing Commitment to Sustainability, we'd like to remind everyone to be mindful when discarding tester units. Please make every effort to Recycle any components that are eligible for recycling- such as glass, plastic, or paper packaging- according to local guidelines.

Every small action contributes to a larger impact, and your efforts help us move toward a more environmentally responsible future. Please see below for more details.

DIRECTIONS:

- Metal is 100% recyclable
- Acrylic is 100% recyclable
- Vac-form/HIPS is 100% recyclable
- Any part gold plated is 0% recyclable
- Duraclear/duratrans are not recyclable
- LED PCD and electrical are not recyclable

PHOTOS SHOWN ARE
FROM SKINCARE UNIT AS
AN EXAMPLE.



Acrylic



Vac-form



Duraclear / Duratrans



LED PCD / Electrical

ELX Cleaning Procedure

Use only Plexiglass cleaner and micro fiber cloth.



Roll over image to zoom in



Plexiglass Cleaner - 32 oz Acrylic Cleaner for Plexi glass, Plastic, Vinyl, Fiberglass, and More - Universal, Streak-free, Non-Toxic, Spray and Wipe Cleaner for All Non-Porous Surfaces

Brand: Tillbrook

4.2 ★★★★★ 39 ratings

Amazon's Choice

200+ bought in past month

\$15⁹⁹ (\$0.50 / fluid ounce)

Get **Fast, Free Shipping** with Amazon Prime

FREE Returns

Apply now and get a \$80 Amazon Gift Card upon approval of the Amazon Store Card, or see if you pre-qualify with no impact to your credit bureau score.

Brand	Tillbrook
Item Form	Liquid
Scent	Unscented
Specific Uses For Product	Windshield
Material Feature	Non-Toxic

About this item

- **VALUE-SIZED:** Introducing the Tillbrook Plexiglass Cleaner—an exceptional choice for effortlessly cleaning a wide range of non-porous surfaces, perfect for both home and professional environments. Our generous 32 oz, ready-to-use formula ensures you have an ample supply for all your cleaning needs with up to 500 sq ft of coverage.
- **STREAK-FREE:** Let our proprietary formula work its magic. Experience a



Roll over image to zoom in



6 VIDEOS



USANOOKS Microfiber Cleaning Cloth Grey - 12 Pcs (12.5"x12.5") - High Performance - 1200 Washes, Ultra Absorbent Microfiber Towel Weave Grime & Liquid for Streak-Free Mirror Shine - Car Washing Cloth

Visit the USANOOKS Store

4.6 ★★★★★ 14,350 ratings

Amazon's Choice

Overall Pick

50K+ bought in past month

\$7⁹⁸ (\$0.67 / count)

Get **Fast, Free Shipping** with Amazon Prime

FREE Returns

Apply now and get a \$80 Amazon Gift Card upon approval of the Amazon Store Card, or see if you pre-qualify with no impact to your credit bureau score.

Color: **Gray**



Size: **Pack of 12**

Color

Gray

Brand

USANOOKS

Towel form type

Cleaning Cloth

Age Range (Description)

All Ages



Apply cleaner to a micro fiber cloth before wiping the fixture. Avoid spraying cleaner directly onto the unit, as it may seep under the plexiglass and damage the graphics.

Centers Of Excellence Contact Information



For questions regarding:

- Tracking of tester units
- Missing or damaged tester units
- Missing or damaged graphics

Please contact the Estee Lauder Companies' Point of Sale Support

Phone: +1(844) 387-1122

Text: +1(571) 495-2063

Email: pointofsalesupport@estee.com

Hours of Operation

Monday- Friday 10:00am - 7:00pm EST

Voicemail is available outside hours of operations, for a call back the next business day.

[DISTRIBUTION LIST LINK](#)



SPRING 2026

SUPREME+ AT MACY'S

MERCHANDISING GUIDELINES

ESTÉE LAUDER

Update unit with new Spring '26 templates and graphics.

- Acrylic Update Code #: **GDTG-60**
- Graphic Code #: **GDXM-70**



Unit Topper

OCD: 12/26/25

Install Supreme+ Topper on top of ELX Core Skincare Unit as shown below.

- Quantity: **1 per door**
- Shipping direct-to-door



In-Case Graphic

OCD: 12/26/25

If space permits, dedicate a full case to Supreme+. Place the graphic on the bottom shelf as shown below.

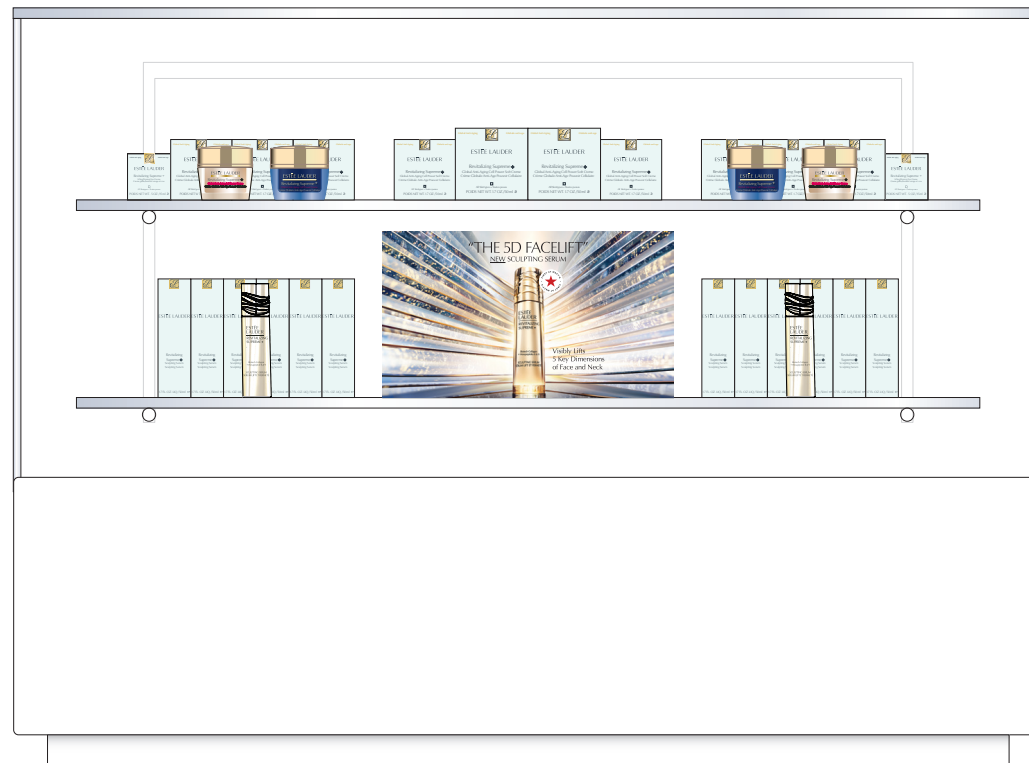
- Quantity: **1 per door**
- Graphic Code #: **GDNX-70**

TOP SHELF:

Merchandise with Supreme+ moisturizers and eye creams.

BOTTOM SHELF:

Merchandise with new Supreme+ Serum on both side of graphic.



Hero Focus Unit (Priority 3) - NEW UNIT

OCD: 12/26/25

Discard Skincare Trending Now Unit and replace with new Hero Focus Unit.

NOTE: HERO UNIT GRAPHICS WILL ARRIVE SEPARATELY FOR THIS UNIT.

- Unit Code #: **GD01-60**
- Graphic Code #: **GDQL-70**

DOOR LIST:

- 1400-01 WHEATON PLAZA #0014
- 1400-02 FRANCIS SCOTT KEY MALL #0026
- 1400-03 MONTGOMERY MALL #0033
- 1400-04 ANNAPOLIS MALL #0047
- 1400-05 METRO CENTER #0068
- 1400-10 BOWIE TOWN CENTER #0123
- 1400-12 PRINCE GEORGE PLAZA #0196
- 1400-13 COLUMBIA MALL #0045
- 1400-15 TOWSON TOWN CENTER #0069
- 1400-24 CAPITAL CITY MALL #0199
- 1400-26 FAIR OAKS #0011
- 1400-27 TYSONS CORNER #0023
- 1400-28 ST CHARLES TOWN CENTER #0025
- 1400-30 SPRINGFIELD, VA #0084
- 1400-33 PENTAGON CITY #0095
- 1400-34 MANASSAS MALL #0097



DOOR LIST: (CONT.)

- 1400-35 SPOTSYLVANIA #0098
- 1400-36 DULLES TOWN CENTER #0101
- 1401-01 MENLO PARK #0008
- 1401-02 WOODBRIDGE CENTER #0009
- 1401-03 FREEHOLD #0017
- 1401-04 MONMOUTH #0052
- 1401-05 OCEAN COUNTY #0071
- 1401-06 BRIDGEWATER #0081
- 1401-10 SHORT HILLS #0015
- 1401-13 ROCKAWAY #0072
- 1401-16 JERSEY CITY #0174
- 1401-18 OXFORD VALLEY #0064
- 1401-19 QUAKERBRIDGE #0065
- 1401-20 DEPTFORD #0066
- 1401-21 HAMILTON #0080
- 1401-27 WILLOW GROVE #0054
- 1401-28 CHERRY HILL #0059
- 1401-29 LEHIGH VALLEY #0070
- 1401-30 MONTGOMERY #0073
- 1401-31 SPRINGFIELD, PA #0089
- 1401-32 KING OF PRUSSIA #0090
- 1402-01 WEST FARMS #0004
- 1402-05 TRUMBULL #0051
- 1402-09 CONNECTICUT POST MALL #0116
- 1402-10 HOLYOKE MALL #0178
- 1402-12 BRAINTREE #0036
- 1402-13 NATICK MALL #0040
- 1402-14 AUBURN MALL #0096
- 1402-16 SOLOMON POND MALL SW #0182
- 1402-19 SQUARE ONE MALL #0226
- 1402-20 MALL OF NEW HAMPSHIRE #0029
- 1402-21 PEABODY #0034
- 1402-23 BURLINGTON #0037
- 1402-24 PORTLAND #0038
- 1402-25 SALEM #0041
- 1402-27 NASHUA #0050
- 1402-31 WARWICK #0039
- 1402-33 HYANNIS #0044
- 1402-39 NORTH DARTMOUTH #0189
- 1403-09 SMITHAVEN #0013
- 1403-11 BAYSHORE #0056
- 1403-12 HUNTINGTON #0102
- 1403-15 MANHASSET #0005
- 1403-16 VALLEY STREAM #0019

DOOR LIST: (CONT.)

- 1403-17 ROOSEVELT FIELD #0053
- 1403-20 FLUSHING #0185
- 1403-22 QUEENS CENTER #0001
- 1403-25 KINGS PLAZA #0006
- 1403-28 PARAMUS #0010
- 1403-29 PARKCHESTER #0022
- 1403-30 GARDEN STATE PLAZA #0075
- 1403-31 CROSS COUNTY #0173
- 1403-36 COLONIE #0083
- 1403-40 CAROUSEL MALL #0148
- 1403-44 DANBURY FAIR #0028
- 1403-46 YORKTOWN #0055
- 1403-48 CRYSTAL RUN #0197
- 1403-49 POUGHKEEPSIE #0202
- 1403-51 PALISADES #0206
- 1403-63 BAY PLAZA #0082
- 1404-02 KENWOOD TOWNE CENTRE #0560
- 1404-04 OXMOOR CENTER #0562
- 1404-05 FAYETTE (KY) #0561
- 1404-06 FLORENCE #0565
- 1404-09 HUNTINGTON #0563
- 1404-13 SUMMIT (OH) #0572
- 1404-14 BELDEN #0575
- 1404-15 SOUTHPARK CENTER (OH) #0574
- 1404-24 DAYTON #0587
- 1404-31 POLARIS FASHION PLACE (O #0586
- 1404-32 EASTON TOWN CENTER #0584
- 1404-33 TUTTLE CROSSING #0585
- 1405-01 CASTLETON SQUARE #0598
- 1405-02 GREENWOOD PARK (IN) #0602
- 1405-05 GLENBROOK SQUARE #0599
- 1405-09 TIPPECANOE #0603
- 1405-64 TOWN CENTER PLAZA (KS) #0609
- 1405-65 OAK PARK #0610
- 1406-03 FIREWHEEL TOWN CENTER #0672
- 1406-05 NORTHPARK CENTER (TX) #0665. F26 RENO
- 1406-07 GALLERIA (DALLAS) #0666
- 1406-08 TOWN EAST (TX) #0669
- 1406-09 STONEBRIAR CENTRE (TX) #0667
- 1406-17 HULEN #0678 West Bend
- 1406-19 NORTH EAST (TX) #0677
- 1406-20 IRVING (TX) #0682
- 1406-21 PARKS AT ARLINGTON #0676
- 1406-24 MALL OF LOUISIANA #0690

DOOR LIST: (CONT.)

- 1406-26 LAKESIDE SC (LA) #0693
- 1406-27 FIRST COLONY #0688
- 1406-28 GALLERIA HOUSTON AT HILD #0687
- 1406-35 DOMAIN, THE TX #0710
- 1406-38 SHOPS AT LA CANTERA #0705
- 1406-39 NORTH STAR (TX) #0702
- 1406-42 SOUTH PARK (TX) #0711
- 1406-43 BARTON CREEK SQUARE #0704
- 1406-45 LAKELINE (TX) #0706
- 1406-46 DEL NORTE #0703
- 1406-47 LA PLAZA #0701
- 1406-49 PEARLAND #0724
- 1406-50 WOODLANDS (TX) #0716
- 1406-52 BAYBROOK #0717
- 1406-53 DEERBROOK (TX) #0718
- 1406-56 WILLOWBROOK (TX) #0715
- 1406-61 CIELO VISTA #0455
- 1406-66 PENN SQUARE (OK) #0679
- 1407-01 LENOX SQUARE #0730. F26 RENO
- 1407-04 PERIMETER #0731
- 1407-08 AUGUSTA (GA) #0735
- 1407-10 NORTHPOINT (GA) #0732
- 1407-19 CUMBERLAND #0744
- 1407-25 TOWN CENTER AT COBB #0743
- 1407-31 GREENVILLE HAYWOOD #0781
- 1407-36 FRIENDLY CENTER #0785
- 1407-40 CRABTREE VALLEY #0782
- 1407-42 STREETS AT SOUTHPOINT #0783
- 1407-57 CHESTERFIELD TOWN CENTER #0172
- 1407-58 SHORT PUMP TOWN CENTER #0166
- 1407-60 PATRICK HENRY #0191
- 1407-63 LYNNHAVEN #0249
- 1407-74 MILLCREEK (PA) #0624
- 1408-02 BROWARD MALL #0758
- 1408-03 BOCA RATON #0757
- 1408-04 GALLERIA-FT LAUDERDALE #0761
- 1408-05 CORAL SQUARE #0759
- 1408-09 WELLINGTON GREEN #0762
- 1408-10 THE GARDENS (FL) #0760
- 1408-11 STUART JENSEN BEACH #0764
- 1408-13 SOUTH BEACH #0773
- 1408-14 WESTLAND (FL) #0772
- 1408-15 WEST DADE-MIAMI INTL #0770
- 1408-18 AVENTURA #0769

DOOR LIST: (CONT.)

- 1408-23 THE FALLS #0777
- 1408-24 DADELAND #0776
- 1408-27 CUTLER RIDGE-SOUTHLAND #0778
- 1408-29 ORLANDO MILLENIA (FL) #0810
- 1408-32 ALTAMONTE #0812
- 1408-35 MELBOURNE SQUARE #0815
- 1408-41 FORT MYERS EDISON #0823
- 1408-43 TYRONE SQUARE #0821
- 1408-46 NAPLES COASTLAND CTR #0822
- 1408-47 WIREGRASS #0841
- 1408-49 BRANDON TOWN CENTER #0833
- 1408-51 COUNTRYSIDE #0831
- 1408-55 OCALA PADDOCK #0835
- 1408-56 CITRUS PARK #0832
- 1409-01 OAKBROOK #0217
- 1409-02 OLD ORCHARD #0218
- 1409-04 HAWTHORN CENTER #0220
- 1409-06 HILLDALE #0228
- 1409-07 MAYFAIR #0260
- 1409-08 CHERRY VALE #0279
- 1409-10 STATE STREET #0215. F26 RENO
- 1409-12 RIVER OAKS #0250
- 1409-14 ORLAND SQUARE #0261
- 1409-15 FOX VALLEY #0263
- 1409-16 THE PROMENADE BOLINGBR #0277
- 1409-17 SOUTHLAKE #0278
- 1409-22 TWELVE OAKS #0302
- 1409-26 SOUTHLAND #0309
- 1409-33 BRIARWOOD #0305
- 1409-34 WOODLAND #0307
- 1409-36 MERIDIAN #0313
- 1409-37 FASHION SQUARE #0315
- 1409-38 CROSSROADS #0316
- 1409-40 RIVERTOWN #0318
- 1409-45 ROSEDALE #0233
- 1409-48 FOX RIVER #0237
- 1409-49 APACHE #0238
- 1409-53 SOUTHDALE #0231
- 1409-54 RIDGEDALE #0232
- 1409-55 MALL OF AMERICA #0239
- 1409-56 EMPIRE #0241
- 1409-57 WEST ACRES #0242
- 1409-66 MARKET PLACE (IL) #0648
- 1409-69 EVANSVILLE IN #0654

DOOR LIST: (CONT.)

- 1409-78 SOUTHRIDGE #0262
- 1409-79 GURNEE MILLS #0290
- 1409-83 UNIVERSITY PARK (IN) #0601
- 1410-03 SANTA ROSA PLAZA #0325
- 1410-04 CODDINGTON #0330
- 1410-06 FAIRFIELD SOLANO #0326
- 1410-10 SOUTHLAND (CA) #0337
- 1410-12 STOCKTON SHERWOOD #0338
- 1410-14 PLEASANTON STONERIDGE #0333
- 1410-15 MODESTO VINTAGE FAIR #0335
- 1410-17 FRESNO FASHION FAIR #0359
- 1410-19 ROSEVILLE GALLERIA #0408
- 1410-21 ARDEN FAIR #0407
- 1410-23 RENO MEADOWWOOD #0409
- 1410-28 SAN FRANCISCO UNION SQUA #0428
- 1410-31 HILLSDALE (CA) #0429
- 1410-32 SERRAMONTE #0431
- 1410-34 SALINAS NORTHRIDGE #0363
- 1410-37 MONTEREY DEL MONTE CENTE #0361
- 1410-38 EASTRIDGE (CA) #0362
- 1410-39 OAKRIDGE (CA) #0360
- 1410-42 CAPITOLA #0364
- 1410-46 VISALIA #0448
- 1410-47 RIVER PARK #0369
- 1411-15 BELLINGHAM BELLIS FAIR (#0372
- 1411-17 ALDERWOOD #0370
- 1411-18 BELLEVUE SQUARE #0368
- 1411-22 MEDFORD ROGUE VALLEY (OR #0385
- 1411-25 BEND RIVER (OR) #0383
- 1411-28 CLACKAMAS TOWN CENTER #0381
- 1411-30 VANCOUVER (WA) #0384
- 1411-37 SPOKANE VALLEY #0395
- 1411-39 BOISE TOWN SQUARE #0393
- 1411-43 WASHINGTON SQUARE (OR) #0392
- 1411-56 TACOMA #0434
- 1411-57 WENATCHEE VALLEY (WA) #0440
- 1411-58 SOUTHCENTER (WA) #0433
- 1411-61 COLUMBIA CENTER (WA) #0435
- 1411-64 YAKIMA VALLEY MALL (WA) #0437
- 1412-16 ALA MOANA (OAHU) #0466. F26 RENO
- 1412-17 PEARLRIDGE (OAHU) #0467
- 1412-23 KAAHUMANU CENTER (MAUI) #0469
- 1412-25 PRINCE KUHIO PLAZA (HAWA #0471
- 1412-27 MICRONESIA (GUAM) #0468

DOOR LIST: (CONT.)

- 1412-29 RIVERSIDE GALLERIA AT TY #0536
- 1412-30 SAN BERNARDINO INLAND CE #0538
- 1412-31 TEMECULA PROMENADE #0535
- 1412-32 LAS VEGAS FASHION SHOW #0532
- 1412-33 PALM DESERT #0534
- 1412-35 LAS VEGAS MEADOWS #0539
- 1412-36 VICTORIA GARDENS (CA) #0533
- 1412-37 HENDERSON GALLERIA AT SU #0537
- 1412-38 MORENO VALLEY #0540
- 1412-40 FASHION VALLEY (CA) #0544. F26 RENO
- 1412-41 CARLSBAD PLAZA CAMINO RE #0545
- 1412-42 UNIVERSITY TOWN CENTER (#0547
- 1412-44 CHULA VISTA CENTER #0546
- 1412-45 NORTH COUNTY FAIR (CA) #0550
- 1412-48 PLAZA BONITA #0548
- 1412-49 IMPERIAL VALLEY #0554
- 1412-53 VICTOR VALLEY MALL #0557
- 1412-54 KAPOLEI #0464
- 1413-01 MONTCLAIR PLAZA #0486
- 1413-02 SANTA ANITA #0482
- 1413-03 MONTEBELLO TOWN CENTER #0484
- 1413-04 LOS CERRITOS CENTER #0483
- 1413-06 DOWNEY STONEWOOD CENTER #0481
- 1413-08 WEST COVINA #0485
- 1413-10 BAKERSFIELD VALLEY PLAZA #0495
- 1413-12 VENTURA PACIFIC VIEW #0494
- 1413-13 NORTHRIDGE FASHION CENTE #0491
- 1413-14 THOUSAND OAKS #0492
- 1413-16 SANTA MARIA TOWN CENTER #0499
- 1413-17 LA CUMBRE PLAZA #0497
- 1413-18 VALENCIA TOWN CENTER #0493
- 1413-20 PASADENA #0508
- 1413-23 BURBANK TOWN CENTER #0504
- 1413-27 TOPANGA #0503
- 1413-29 FOX HILLS (CA) #0516
- 1413-30 DEL AMO FASHION CENTER #0511 F26 RENO
- 1413-32 LAKEWOOD CENTER (CA) #0513
- 1413-33 CENTURY CITY (CA) #0518
- 1413-35 MANHATTAN BEACH #0514
- 1413-45 SANTA ANA MAINPLACE #0527
- 1413-46 BREA (CA) #0524
- 1413-47 NEWPORT FASHION ISLAND #0528
- 1413-48 SOUTH COAST PLAZA #0523
- 1413-50 MISSION VIEJO #0526

DOOR LIST: (CONT.)

- 1413-57 ANTELOPE #0414
- 1414-16 ORCHARD TOWN CENTER (CO) #0354
- 1414-18 LOVELAND SHOPS AT CENTER #0351
- 1414-20 FLAT IRON CROSSING #0346
- 1414-22 CHERRY CREEK SC #0344
- 1414-24 PARK MEADOWS #0345
- 1414-27 CHAPEL HILLS (CO) #0353
- 1414-46 FASHION PLACE (UT) #0427
- 1415-04 SOUTH HILLS VILLAGE #0621
- 1415-07 ROSS PARK #0620
- 1415-18 THE MALL AT ROBINSON #0632
- 1415-19 WESTMORELAND #0634
- 1416-01 EASTVIEW MALL #0132
- 1416-08 WALDEN GALLERIA #0147
- 1417-03 ST. LOUIS GALLERIA #0643
- 1417-04 MID RIVERS #0645
- 1417-10 WEST COUNTY #0652
- 1417-12 ST. CLAIR SQUARE #0653
- 1418-02 COOL SPRINGS GALLERIA #0798
- 1418-04 GREEN HILLS (TN) #0797
- 1418-09 WOLFCHASE GALLERIA #0796
- 1418-10 UNIVERSITY TWN CTR #0828
- 1419-01 SANTAN VILLAGE #0465
- 1419-02 BILTMORE FASHION PARK #0451
- 1419-03 SCOTTSDALE FASHION SQUAR #0450
- 1419-06 TUCSON MALL #0457
- 1419-08 CORONADO CENTER (NM) #0456
- 1419-10 ARROWHEAD TOWNE CENTER #0452
- 1419-11 CHANDLER FASHION CENTER #0453
- 1419-14 SUMMERLIN #0558

Promo Unit with Backriser (Select Doors Only)

OCD: 12/26/25

Update Skincare Promo Unit with new backriser graphic and base template.

- Quantity: **1-2 per door** (see door list below)
- Shipping direct-to-door



DOOR LIST (Doors with 2 units will receive 2 updates, one for each unit):

- HERALD SQUARE - 2 UNITS
- VALLEY FAIR - 2 UNITS
- MEMORIAL CITY - 2 UNITS
- WILLOWBROOK - 2 UNITS
- PEMBROKE PINES - 2 UNITS
- WALNUT CREEK - 1 UNIT

Promo Unit without Backriser & Banner (Select Doors Only)

OCD: **12/26/25**

Update Skincare Promo Unit with new base template and banner graphic.

- Quantity: **1-2 per door** (see door list below)
 - Shipping direct-to-door
-

DOOR LIST (Doors with 2 units will receive 2 updates, one for each unit):

- HERALD SQUARE - 1 UNIT
- SOMERSET - 2 UNITS
- WOODFIELD - 2 UNITS
- GLENDALE GALLERIA - 2 UNITS



This is a full takeover for Macy's lightboxes (Skincare only).

PRIORITY 1
PAULINA VISUAL



PRIORITY 2
PRODUCT KEY VISUAL



- If your store has (1) Skincare lightbox please replace with NEW Supreme Model shot (Paulina).
- If your store has more than (1) Skincare lightbox please replace with NEW Supreme Model shot (Paulina) and NEW Supreme+ product shot.
- If your store has more than (2) Skincare lightboxes please repeat above sequence as necessary.
- Do not replace any other category lightbox (Makeup/Foundation/RN/Fragrance) with Supreme+ visuals.



- | | | |
|--|---|---|
| <p>1. CSV TOWER (DOUBLE-SIDED)</p> <ul style="list-style-type: none"> • Shipping direct-to-door <p>2. HERO FOCUS UNIT (PRIORITY 3)</p> <ul style="list-style-type: none"> • Unit Code#: GD01-60 • Graphic Code #: GDQL-70 <p>3. LIGHT-BOX VISUAL (PRODUCT SHOT)</p> <ul style="list-style-type: none"> • Shipping direct-to-door | <p>4. TESTER UNIT TOPPER (DOUBLE-SIDED)</p> <ul style="list-style-type: none"> • 1 per door • Shipping direct-to-door <p>5. ELX CORE SKINCARE UNIT</p> <ul style="list-style-type: none"> • Acrylic Update Code#: GDTG-60 • Graphic Code #: GDXM-70 | <p>6. IN-CASE GRAPHIC</p> <ul style="list-style-type: none"> • 1 per door • Graphic Code #: GDNX-70 <p>7. LIGHT-BOX VISUAL (MODEL)</p> <ul style="list-style-type: none"> • Shipping direct-to-door <p>8. FSU TOWER</p> <ul style="list-style-type: none"> • Shipping direct-to-door |
|--|---|---|

Updates listed above, will deliver between 12/26/2025 and 1/5/2026, except for CSV Tower graphics and FSU Tower graphics.

CSV Tower & FSU Graphic Overview

VISUAL WEEK: 1/7/26-1/27/26

CSV TOWER

SIDE 1
(WITH VITRINE)



SIDE 2



FSU



Frederic Malle

Visual Merchandising SP26 Jan- June



Jo Malone London

Visual Merchandising SP26 Jan- June



FY26 DS January 2026 VM Guideline

Amber Labdanum / Taif Rose

01.02.26

Valentine's Day

01.20.2026 - 02.14.2026

Lunar New Year

02.15.2026 - 02.23.2026

INTERNAL

AMBER LABDANUM COLOGNE INTENSE

INSPIRATION

In the heart of Andalusia, Southern Spain, rolling hills of wild cistus labdanum stretch beneath the ancient gaze of Alhambra. As summer unfolds, these plants exude labdanum, a fragrant sap, that casts a spell of resinous notes in the warm air. Labdanum is a treasured incense of the ancient world and forms the heart of our new Cologne Intense. A powerful, ambery scent with an exquisite Middle Eastern allure – Amber Labdanum.

FRAGRANCE STORY

Ascend the sun-drenched hills of Andalusia where wild cistus fields warm the breeze with the ambery notes of labdanum. Enhanced by vanilla and roasted oak, the smooth scent leaves a rich sensual trail. Powerful and evocative.

OLFACTIVE CHARACTERISTICS & OCCASIONS TO WEAR

Ambery. Powerful. Evocative.

An ambery woody scent, unisex with masculine appeal.
Long-lasting and powerful with a diffusive trail.
An evening scent, worn to be noticed.

TOP

Bitter Orange



Natural bitter orange adds intriguing freshness.

HEART

Labdanum



Natural labdanum sourced from Spain adds abundant richness and ambery warmth.

BASE

Amber



Notes of amber brings long-lasting sensuality to the base



100ML \$228 | 50ML \$160

Swipe - Images are fr inspiration and are not final. Do not share or save.

CAMPAIGN RISER: AMBER LABDANUM

Campaign Riser

- Amber Labdanum 100ml



SIGNAGE

Bask in the warmth of the golden hour
Travel to Andalusia's sun-drenched hills with new
Amber Labdanum Cologne Intense. With the ambery
warmth of labdanum, this smooth scent has a rich,
sensual trail.

** Not every store will receive the same assortments.
Display what is provided.

CAMPAIGN IMAGES: AMBER LABDANUM



Hero



Mood



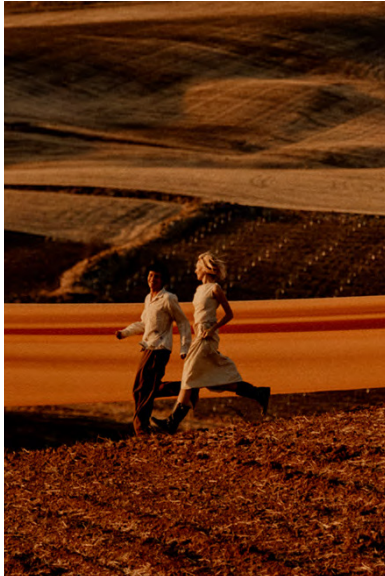
100ml Cologne Intense



Gifting for Her



Gifting for Him



Destination



Valentines Gifting for Her



Valentines Gifting



Valentines Gifting for Him



TAIF ROSE

NOW IN-LINE

At the foothills of the Taif mountains, the Arabian sun warms the city’s exceptional rose. This admired bloom flourishes amid a desert landscape, captured only at its most alluring. A sensuous scent, irresistible with coffee and amber, evokes this radiant and iconic flower. Precious and majestic.

		
TOP NOTE	HEART NOTE	BASE NOTE
Rose Infusion Wild Berries	Taif Rose Peru Balsam	Coffee White Musk Amber

Available in 100ml SRP \$228

COLOGNE INTENSE

Treasured Ingredients

											
											
Tuberose	Red Hibiscus	Jasmine Sambac	Scarlet Poppy	Taif Rose	Damask Rose	Oud	Grapevine	Hinoki	Kyara Wood	Myrrh	Labdanum
INTENSE FLORAL						INTENSE WOODY					

ARE THESE THE SETS FOR DS?

UNDER \$50 DUOS



Wood Sage & Sea Salt Handbag Duo
30ml Hand Cream
10ml Travel Spray
SRP: \$45 | V: \$65
Save 31%



English Pear & Freesia Handbag Duo
30ml Hand Cream
10ml Travel Spray
SRP: \$45 | V: \$65
Save 31%



Peony & Blush Suede Handbag Duo
30ml Hand Cream
10ml Travel Spray
SRP: \$45 | V: \$65
Save 31%

GIFTS FOR HER



Peony & Blush Layering Trio
Peony & Blush Suede 30ml
English Pear & Sweet Pea 9ml
Nectarine Blossom & Honey 9ml
SRP: \$95 | V: \$142
Save 33%



Scarlet Poppy Home & Away Duo
30ml ml + 10ml TS
SRP: \$160 | V: \$205
Save 22%, No Upcharge

EVERGEEN! UNDER \$100



Hand Cream Trio

\$75 USD
(\$90 Value)
\$100 CAD
(\$120 Value)

Includes

- L2FS01 English Pear & Freesia Hand Cream 30ml
- L2GB01 Peony & Blush Suede Hand Cream 30ml
- L2GQ01 Wood Sage & Sea Salt Hand Cream 30ml

DISCOVERY TABLES

- Campaign Riser**
- Amber Labdanum 100ml

- Raspberry Ripple Riser (Large)**
- Raspberry Ripple 100ml
 - Wood Sage & Sea Salt 100ml

- COLOGNE CLASSIC**
- The Herb Garden (Citrus)**
- Lime Basil & Mandarin
 - Grapefruit
 - Basil & Neroli --> Orange Marmalade upon B&N Sell Through
 - Earl Grey & Cucumber --> Double-face Lime Basil & Mandarin upon EG&C Sell Through
- The Orchard (Fruity)**
- English Pear & Freesia
 - English Pear & Sweet Pea
 - Fig & Lotus Flower
 - Nectarine Blossom & Honey
- The Countryside (Light Floral)**
- Blackberry & Bay
 - Wild Bluebell
 - Poppy & Barley
 - Honeysuckle & Davana
- The Flower Garden (Floral)**
- Red Roses
 - Orange Blossom
 - Peony Blush & Suede
 - Mimosa & Cardamom
- The English Coast (Spicy)**
- Wood Sage & Sea Salt
- The Woods (Woody)**
- Silver Birch & Lavender
 - English Oak & Hazelnut
 - Pomegranate Noir

- COLOGNE INTENSE**
- Rich & Floral (Floral)**
- Tuberose Angelica
 - Red Hibiscus
 - Jasmine Sambac & Marigold
 - Scarlet Poppy
 - Taif Rose
 - Velvet Rose & Oud
- Warm & Amber (Woody)**
- Oud & Bergamot
 - Cypress & Grapevine
 - Hinoki & Cedarwood
 - Dark Amber & Ginger Lily
 - Myrrh & Tonka
 - Vetiver & Golden Vanilla
 - (Archived - Continue to Sell Through)
 - Amber Labdanum

LARGE



SMALL



** Not every store will receive the same assortments.
Display what is provided.

ARC MAIN DISCOVERY TABLE: LARGE

Campaign Riser

- Amber Labdanum 100ml

Raspberry Ripple Riser (Large)

- Raspberry Ripple 100ml
- Wood Sage & Sea Salt 100ml

COLOGNE CLASSIC

The Herb Garden (Citrus)

- Lime Basil & Mandarin
- Grapefruit
- Basil & Neroli --> Orange Marmalade upon B&N Sell Through
- Earl Grey & Cucumber --> Double-face Lime Basil & Mandarin upon EG&C Sell Through

The Orchard (Fruity)

- English Pear & Freesia
- English Pear & Sweet Pea
- Fig & Lotus Flower
- Nectarine Blossom & Honey

The Countryside (Light Floral)

- Blackberry & Bay
- Wild Bluebell
- Poppy & Barley
- Honeysuckle & Davana

The Flower Garden (Floral)

- Red Roses
- Orange Blossom
- Peony Blush & Suede
- Mimosa & Cardamom

The English Coast (Spicy)

- Wood Sage & Sea Salt

The Woods (Woody)

- Silver Birch & Lavender
- English Oak & Hazelnut
- Pomegranate Noir

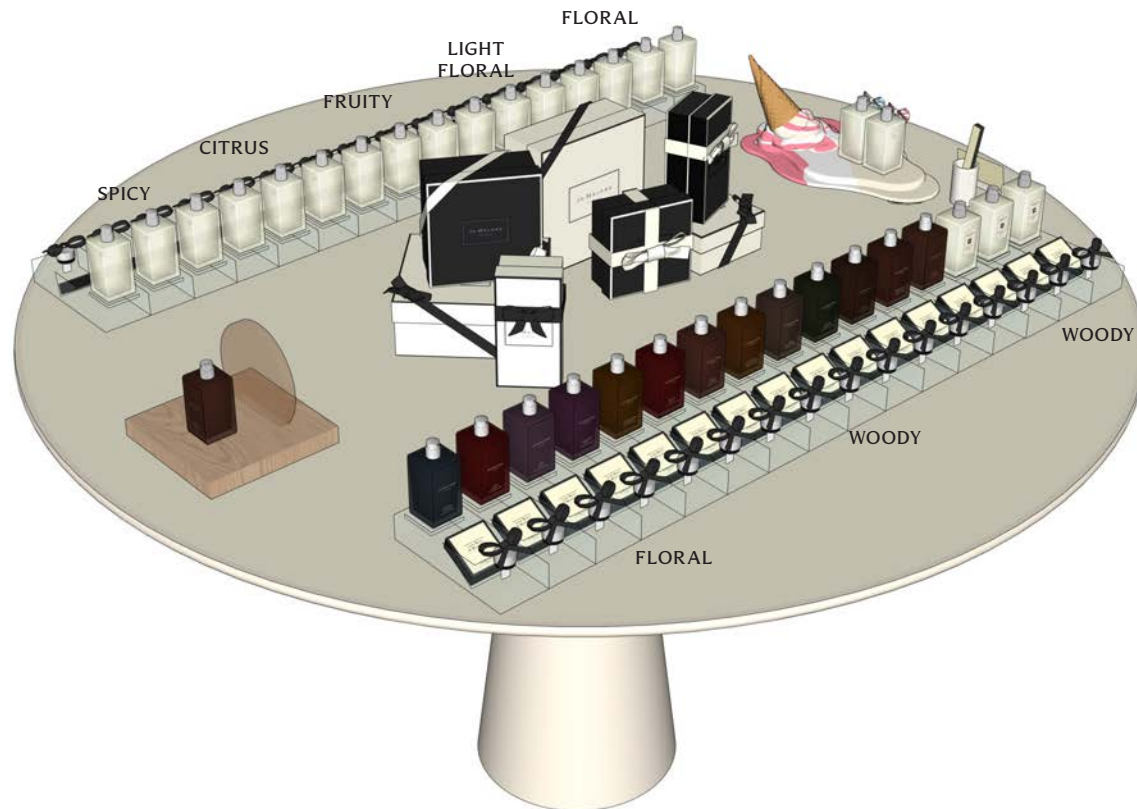
COLOGNE INTENSE

Rich & Floral (Floral)

- Tuberose Angelica
- Red Hibiscus
- Jasmine Sambac & Marigold
- Scarlet Poppy
- Taif Rose
- Velvet Rose & Oud

Warm & Amber (Woody)

- Oud & Bergamot
- Cypress & Grapevine
- Hinoki & Cedarwood
- Dark Amber & Ginger Lily
- Myrrh & Tonka
- Vetiver & Golden Vanilla
- (Archived - Continue to Sell Through)
- Amber Labdanum



ARC MAIN DISCOVERY TABLE: SMALL

Campaign Riser

- Amber Labdanum 100ml

COLOGNE CLASSIC

The Herb Garden (Citrus)

- Lime Basil & Mandarin
- Grapefruit
- Basil & Neroli --> Orange Marmalade upon B&N Sell Through
- Earl Grey & Cucumber --> Double-face Lime Basil & Mandarin upon EG&C Sell Through

The Orchard (Fruity)

- English Pear & Freesia
- English Pear & Sweet Pea
- Fig & Lotus Flower
- Nectarine Blossom & Honey

The Countryside (Light Floral)

- Blackberry & Bay
- Wild Bluebell
- Poppy & Barley
- Honeysuckle & Davana

The Flower Garden (Floral)

- Red Roses
- Orange Blossom
- Peony Blush & Suede
- Mimosa & Cardamom

The English Coast (Spicy)

- Wood Sage & Sea Salt

The Woods (Woody)

- Silver Birch & Lavender
- English Oak & Hazelnut
- Pomegranate Noir

COLOGNE INTENSE

Rich & Floral (Floral)

- Tuberose Angelica
- Red Hibiscus
- Jasmine Sambac & Marigold
- Scarlet Poppy

- Taif Rose

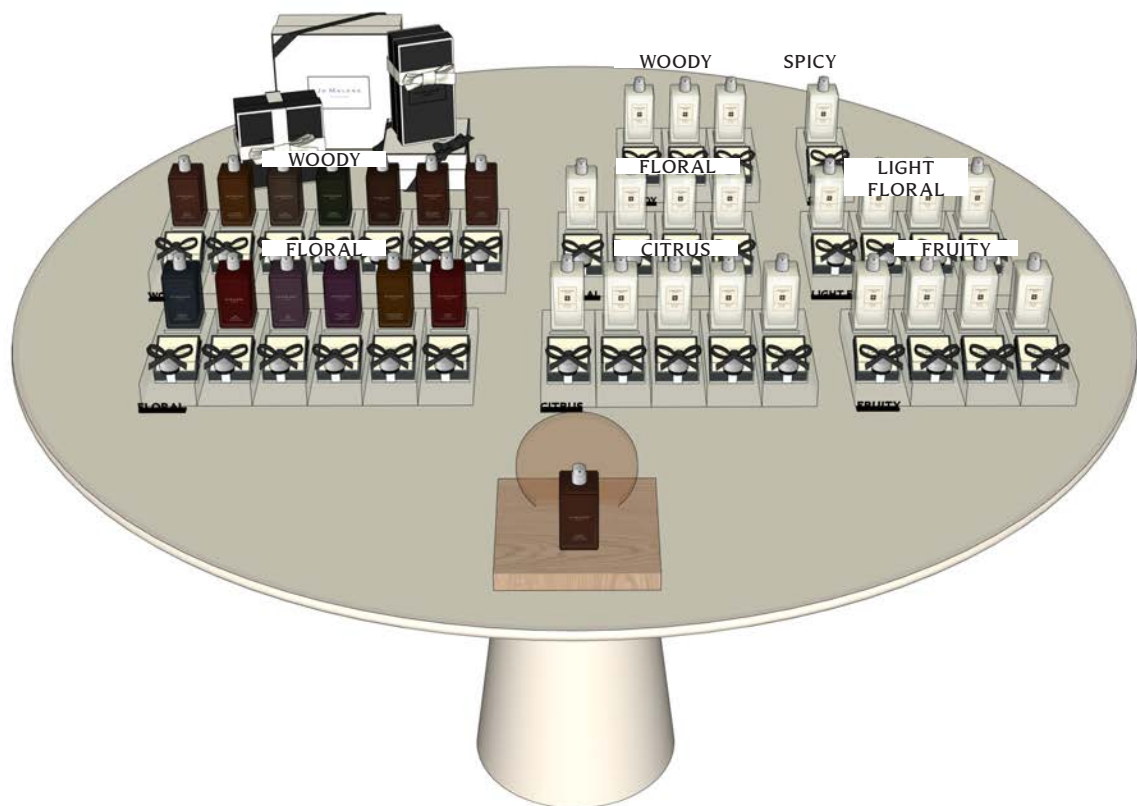
- Velvet Rose & Oud

Warm & Amber (Woody)

- Oud & Bergamot
- Cypress & Grapevine
- Hinoki & Cedarwood
- Dark Amber & Ginger Lily
- Myrrh & Tonka
- Vetiver & Golden Vanilla

- (Archived - Continue to Sell Through)

- Amber Labdanum



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Display what is provided.

MODIFIED DISCOVERY TABLE

- Campaign Riser
- Amber Labdanum 100ml

COLOGNE CLASSIC

- Home Candle
- The Herb Garden (Citrus)
- Lime Basil & Mandarin
 - Grapefruit
 - Basil & Neroli --> Orange Marmalade upon B&N Sell Through
 - Earl Grey & Cucumber --> Double-face Lime Basil & Mandarin upon EG&C Sell Through
- The Orchard (Fruity)
- English Pear & Freesia
 - English Pear & Sweet Pea
 - Fig & Lotus Flower
 - Nectarine Blossom & Honey
- The Countryside (Light Floral)
- Blackberry & Bay
 - Wild Bluebell
 - Poppy & Barley
 - Honeysuckle & Davana
- The Flower Garden (Floral)
- Red Roses
 - Orange Blossom
 - Peony Blush & Suede
 - Mimosa & Cardamom
- The English Coast (Spicy)
- Wood Sage & Sea Salt
- The Woods (Woody)
- Silver Birch & Lavender
 - English Oak & Hazelnut
 - Pomegranate Noir

COLOGNE INTENSE

- Home Candle Intense
- Rich & Floral (Floral)
- Tuberose Angelica
 - Red Hibiscus
 - Jasmine Sambac & Marigold
 - Scarlet Poppy
 - Taif Rose
 - Velvet Rose & Oud
- Warm & Amber (Woody)
- Oud & Bergamot
 - Cypress & Grapevine
 - Hinoki & Cedarwood
 - Dark Amber & Ginger Lily
 - Myrrh & Tonka
 - Vetiver & Golden Vanilla
 - (Archived - Continue to Sell Through)
- Amber Labdanum



** Not every store will receive the same assortments.
Display what is provided.

CIRCULAR DISCOVERY TABLES

COLOGNE CLASSIC

- Home Candle
- The Herb Garden (Citrus)**
 - Lime Basil & Mandarin
 - Grapefruit
 - Basil & Neroli --> Orange Marmalade upon B&N Sell Through
 - Earl Grey & Cucumber --> Double-face Lime Basil & Mandarin upon EG&C Sell Through

The Orchard (Fruity)

- English Pear & Freesia
- English Pear & Sweet Pea
- Fig & Lotus Flower
- Nectarine Blossom & Honey

The Countryside (Light Floral)

- Blackberry & Bay
- Wild Bluebell
- Poppy & Barley
- Honeysuckle & Davana

The Flower Garden (Floral)

- Red Roses
- Orange Blossom
- Peony Blush & Suede
- Mimosa & Cardamom

The English Coast (Spicy)

- Wood Sage & Sea Salt

The Woods (Woody)

- Silver Birch & Lavender
- English Oak & Hazelnut
- Pomegranate Noir

COLOGNE INTENSE

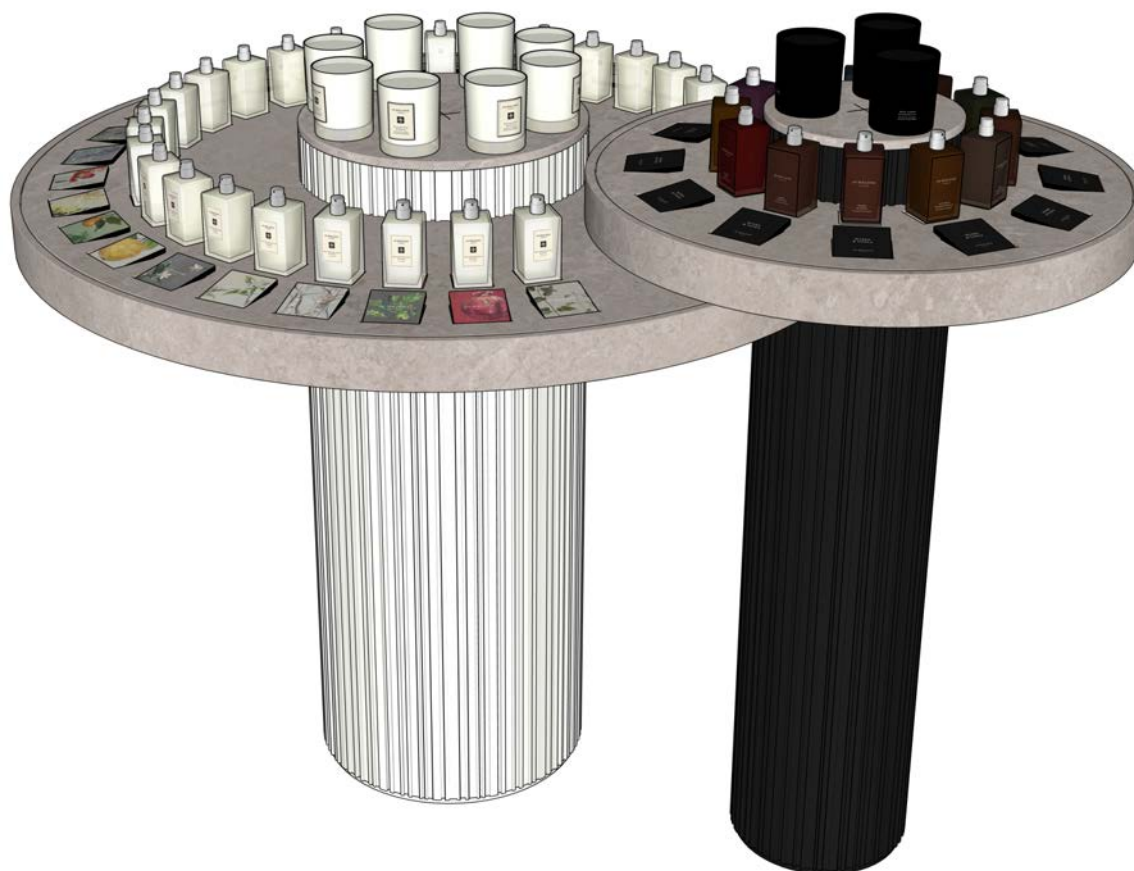
- Home Candle Intense

Rich & Floral (Floral)

- Tuberose Angelica
- Red Hibiscus
- Jasmine Sambac & Marigold
- Scarlet Poppy
- **Taif Rose**
- Velvet Rose & Oud

Warm & Amber (Woody)

- Oud & Bergamot
- Cypress & Grapevine
- Hinoki & Cedarwood
- Dark Amber & Ginger Lily
- Myrrh & Tonka
- Vetiver & Golden Vanilla
- (Archived - Continue to Sell Through)
- **Amber Labdanum**



** Not every store will receive the same assortments.
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MODIFIED ETAGÈRE: AMBER LABDANUM

SHELF 1

- Edit tray with Scarlet Poppy, Taif Rose, Amber Labdanum 100ml testers

SHELF 2

- Scarlet Poppy 100ml, 50ml
- Taif Rose 100ml
- Amber Labdanum 100ml, 50ml
- Best-Selling Bath & Body Intense and Home Intense Collections



SIGNAGE

** Not every store will receive the same assortments.
Display what is provided.

ETAGÈRE: AMBER LABDANUM

- SHELF 1**
- Edit tray with Scarlet Poppy, Taif Rose, Amber Labdanum 100ml testers
 -
- SHELF 2**
- Scarlet Poppy 100ml, 50ml
 - Taif Rose 100ml
 - Amber Labdanum 100ml, 50ml
- SHELF 3**
- Best-Selling Bath & Body Intense and Home Intense Collections



SIGNAGE

** Not every store will receive the same assortments.
Display what is provided.

FLEXIBLE TABLES: VALENTINE’S DAY/LUNAR NEW YEAR

- TABLE 1**
- Peony & Blush Suede Layering Trio
 - Hand Cream Trio
- TABLE 2**
- English Pear & Freesia Handbag Duo
 - Wood Sage & Sea Salt Handbag Duo
 - Peony & Blush Suede Handbag Duo
 - Scarlet Poppy Home & Away Duo
- TABLE 3**
- Myrrh & Tonka Diffuser and Home Candle + Gift Box



SIGNAGE

** Not every store will receive the same assortments.
Display what is provided.

FOCUS TABLES: VALENTINE’S DAY/LUNAR NEW YEAR

- TABLE 1
- Peony & Blush Suede Layering Trio
 - Hand Cream Trio

- TABLE 2
- English Pear & Freesia Handbag Duo
 - Wood Sage & Sea Salt Handbag Duo
 - Peony & Blush Suede Handbag Duo
 - Scarlet Poppy Home & Away Duo

- TABLE 3
- Myrrh & Tonka Diffuser and Home Candle + Gift Box



SIGNAGE

** Not every store will receive the same assortments.
Display what is provided.

MODIFIED ROUND TABLE

SHELF 1

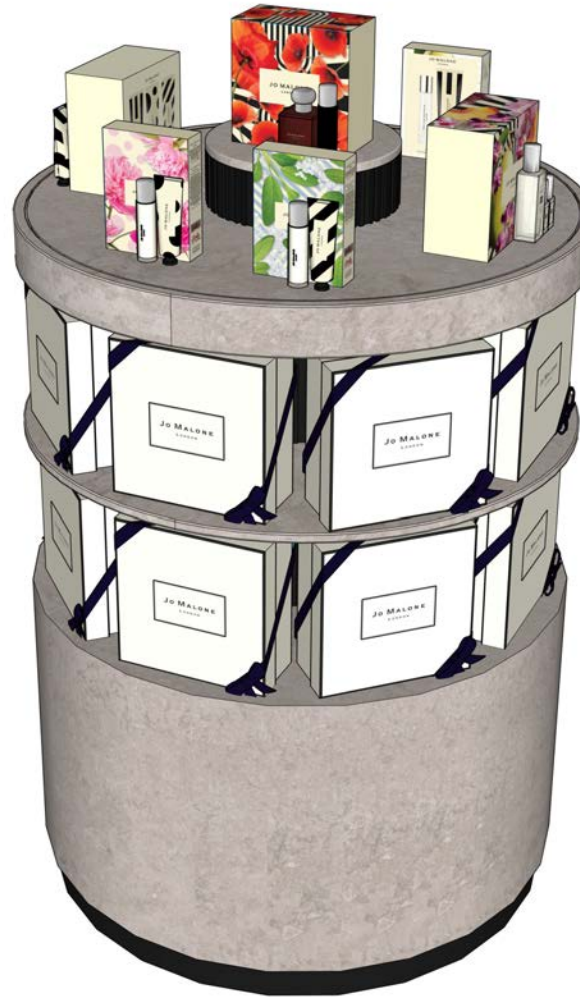
- Valentine's Day Sets

SHELF 2

- Gift boxes with black and gold ribbon

SHELF 3

- Gift boxes with black and gold ribbon



SIGNAGE

** Not every store will receive the same assortments.
Display what is provided.

GIFTING BAY: NRE

SHELF 1

- Bay Header

SHELF 2

- Peony & Blush Suede 50ml + Gift Box
- Peony & Blush Suede Bath & Body + Gift Box
- Taif Rose 100ml + Gift Box

SHELF 3

- Peony & Blush Suede Layering Trio
- Hand Cream Trio
- Scarlet Poppy Home & Away Duo

SHELF 4

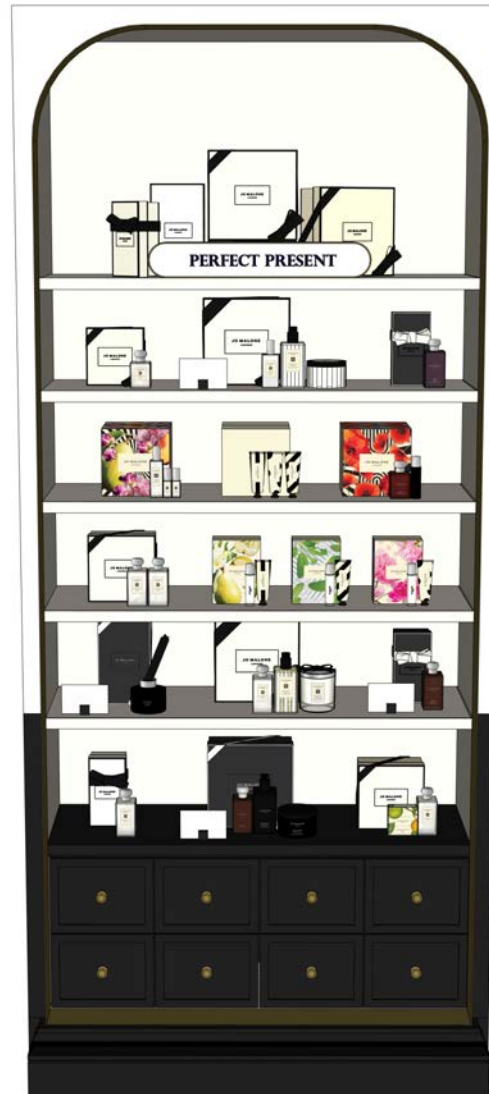
- English Pear & Freesia + English Pear & Sweet Pea 100mls + Gift Box
- English Pear & Freesia Handbag Duo
- Wood Sage & Sea Salt Handbag Duo
- Peony & Blush Suede Handbag Duo

SHELF 5

- Velvet Rose & Oud Diffuser + Gift Box
- Wood Sage & Sea Salt 100ml, Bath & Body, Home + Gift Box
- Velvet Rose & Oud 100ml + Gift Box

SHELF 6

- Best-Selling Cologne 100ml + Gift Box
- Myrrh & Tonka Cologne, Bath & Body + Gift Box
- Best-Selling Soap, Cologne 100ml + Gift Box



SIGNAGE

GIFTING BAY: CLASSIC

SHELF 1

- Bay Header (reset to Evergreen)

SHELF 2

- Peony & Blush Suede Bath & Body + Gift Box
- Taif Rose 100ml + Gift Box

SHELF 3

- Peony & Blush Suede Layering Trio
- Hand Cream Trio
- Scarlet Poppy Home & Away Duo

SHELF 4

- English Pear & Freesia Handbag Duo
- Wood Sage & Sea Salt Handbag Duo
- Peony & Blush Suede Handbag Duo

SHELF 5

- Velvet Rose & Oud Diffuser + Gift Box
- Wood Sage & Sea Salt 100ml, Bath & Body, Home + Gift Box



SIGNAGE

COLOGNE & COLOGNE INTENSE BAY: NRE

See the last page for Cologne Stories.

SHELF 1

- Bay Header (reset to Evergreen)

SHELF 2

- Rich & Floral Cologne Intense 50ml, 100ml
Add Taif Rose
- Warm & Amber Cologne Intense 50ml, 100ml
Add Amber Labdanum
- Cologne Absolu

SHELF 3

- Gifting Story: Taif Rose 100ml
- Scarlet Poppy 100ml, 50ml
- Taif Rose 100ml
- Edit tray with Scarlet Poppy, Taif Rose, Amber Labdanum 100ml testers
- Amber Labdanum 100ml, 50ml
- Gifting Story: Amber Labdanum 100ml

SHELF 4

- Cologne 100ml
- Raspberry Ripple riser

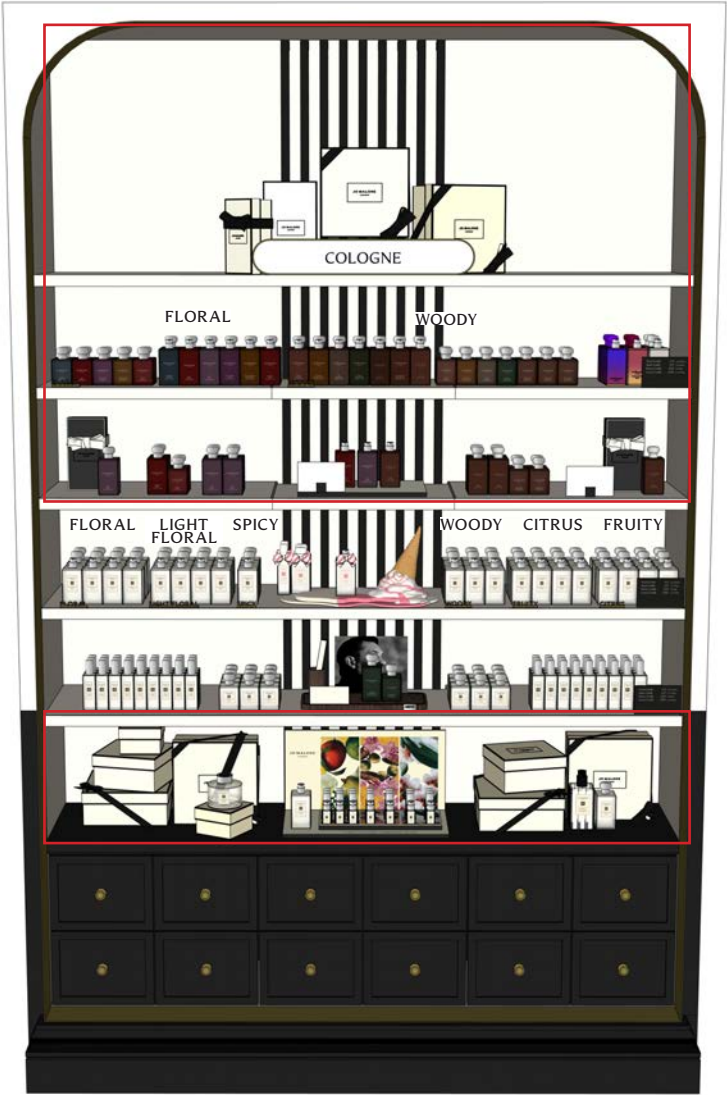
SHELF 5

- Cologne 30ml (Large)
- Cologne 50ml
- Wooden Riser with Cypress & Grapevine 100ml and 50ml
- Cologne 100ml (Small)

SHELF 6

- Gifting Story
- Uniquely Yours 9ml Tray
- Cologne 30ml (Small)

LARGE



SMALL



SIGNAGE

** Not every store will receive the same assortments.
Display what is provided.

COLOGNE & COLOGNE INTENSE BAY: CLASSIC

- SHELF 1**
- Bay Header (reset to Evergreen)
- SHELF 2**
- Rich & Floral Cologne Intense 50ml, 100ml
Add Taif Rose
 - Warm & Amber Cologne Intense 50ml, 100ml
Add Amber Labdanum
- SHELF 3**
- Wooden Riser with Cypress & Grapevine 100ml and 50ml
 - Scarlet Poppy 100ml, 50ml
 - Taif Rose 100ml
 - Edit tray with Scarlet Poppy, Taif Rose, Amber Labdanum 100ml testers
 - Amber Labdanum 100ml, 50ml
 - Gifting Story: Amber Labdanum 100ml
 - Raspberry Ripple riser (Large)
 - Cologne Absolu (Small)
- SHELF 4**
- Cologne 100ml
- SHELF 5**
- Cologne 50ml
 - Cologne Absolu (Large)
 - Uniquely Yours 9ml Tray
 - Cologne 30ml



SIGNAGE

** Not every store will receive the same assortments.
Display what is provided.

BATH & BODY BAY: NRE

SHELF 1

- Bay Header (reset to Evergreen)

SHELF 2

- Body & Hand Wash Intense
- Cypress & Grapevine Body Spray (US only)
- Gifting Story (Large)
- Body Creme Intense

SHELF 3

- Exfoliating Shower Gel
- Body & Hand Wash
- Bath Oil

SHELF 4

- Body Creme
- Gifting Story (Large)

SHELF 5

- Hair Mist
- Body & Hand Lotion
- Body Mist

SHELF 6

- Hand Cremes on tray
- Little Luxuries (Large)
- Soap

LARGE



SMALL



SIGNAGE

BATH & BODY BAY: CLASSIC

- SHELF 1**
- Bay Header (reset to Evergreen)
- SHELF 2**
- Body & Hand Wash Intense
 - Cypress & Grapevine Body Spray (US only)
 - Body Creme Intense
 - Body Mist
- SHELF 3**
- Exfoliating Shower Gel
 - Body & Hand Wash
 - Hair Mist
- SHELF 4**
- Bath Oil
 - Body & Hand Lotion
 - Soap
- SHELF 5**
- Body Creme
 - Hand Cremes on tray

LARGE



SMALL



SIGNAGE

** Not every store will receive the same assortments.
Display what is provided.

HOME BAY: NRE

SHELF 1

- Bay Header (reset the Evergreen)

SHELF 2

- Deluxe Candle Intense
- Home Candle Intense
- Diffuser Intense
- Room Spray Intense

SHELF 3

- Deluxe Candle
- Luxury Candle
- Best-Selling Home Candle and Diffuser on edit tray
- Room Spray (Small)

SHELF 4

- Diffuser
- Best-Seller Diffuser Refill on edit tray
- Diffuser Refill

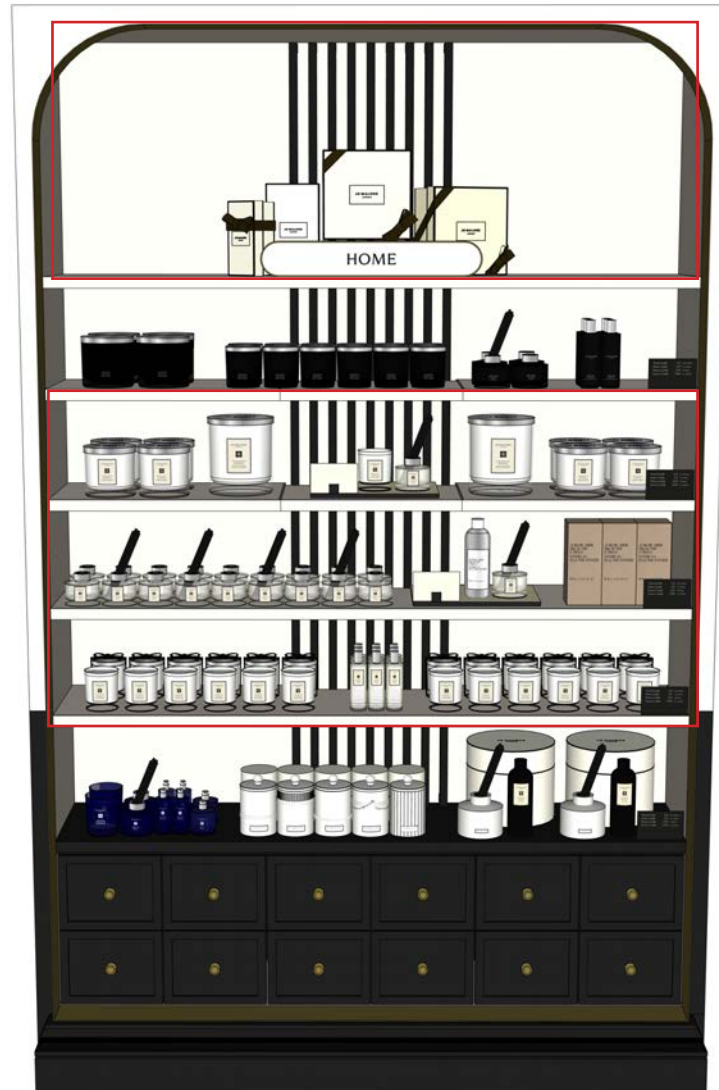
SHELF 5

- Home Candle
- Room Spray (Large)

SHELF 6

- Night Collection
- Townhouse Candle
- Townhouse Diffuser+Refill (Large)

LARGE



SMALL



SIGNAGE

HOME BAY: CLASSIC

- SHELF 1**
- Bay Header (reset to Evergreen)
- SHELF 2**
- Deluxe Candle Intense
 - Home Candle Intense
 - Diffuser Intense
 - Room Spray Intense
 - Night Collection (Large)
- SHELF 3**
- Room Spray
 - Deluxe Candle
 - Best-Selling Home Candle and Diffuser on edit tray
 - Best-seller Diffuser Refill on edit tray (Large)
 - Night Collection (Small)
- SHELF 4**
- Luxury Candle (Large)
 - Diffuser
 - Best-seller Diffuser Refill on edit tray (Small)
 - Diffuser Refill
- SHELF 5**
- Townhouse Diffuser (Large)
 - Home Candle
 - Townhouse Candle

LARGE



SMALL



SIGNAGE

** Not every store will receive the same assortments.
Display what is provided.

MEN'S EDIT: NRE

SHELF 1

- Bay Header (reset to Evergreen)

SHELF 2

- Wooden riser with Huntsman Cologne Collection 100ml testers followed by stock
- Huntsman Home Candle

Without Huntsman

- Wooden riser with Myrrh & Tonka, Dark Amber & Ginger Lily, and Oud & Bergamot 100ml testers followed by stock
- Myrrh & Tonka Body & Hand Wash, Diffuser, and Home Candle

SHELF 3

- Wooden riser with Cypress & Grapevine cologne testers followed by stock
- Gifting Story: Cypress & Grapevine Body & Hand Wash, All Over Body Spray (USA only)
- Cypress & Grapevine Home Candle, Body & Hand Wash, All Over Body Spray (USA only)

SHELF 4

- Wooden riser with Amber Labdanum cologne testers followed by stock
- Gifting Story: Amber Labdanum 100ml

SHELF 5

- Wooden riser with Lime Basil & Mandarin, Silver Birch & Lavender, English Oak & Hazelnut, and Wood Sage & Sea Salt testers with stock behind
- Lime Basil & Mandarin Body & Hand Wash, Diffuser, and Candle

Bloomingdale's & Nordstrom

- Wooden riser with Shaving Cream and Aftershave Moisturizer testers
- Gifting story: Cypress & Grapevine Body & Hand Wash and Aftershave Moisturizer
- Shaving Cream
- Aftershave Moisturizer

SHELF 6

- Gifting Stories with Men's Best-Selling products
- Cypress & Grapevine Lifestyle Duo



Option without Huntsman



BLM & NDS

SIGNAGE

MEN'S EDIT: CLASSIC

SHELF 1

- Bay Header (reset to Evergreen)

SHELF 2

- Wooden riser with Huntsman Cologne Collection 100ml testers with stock behind
- Huntsman Home Candle

Without Huntsman

- Wooden riser with Myrrh & Tonka, Dark Amber & Ginger Lily, and Oud & Bergamot 100ml testers with stock behind
- Myrrh & Tonka Diffuser and Candle

SHELF 3

- Wooden riser with Cypress & Grapevine cologne testers followed by stock
- Cypress & Grapevine Home Candle, Body & Hand Wash, All Over Body Spray (USA only)

SHELF 4

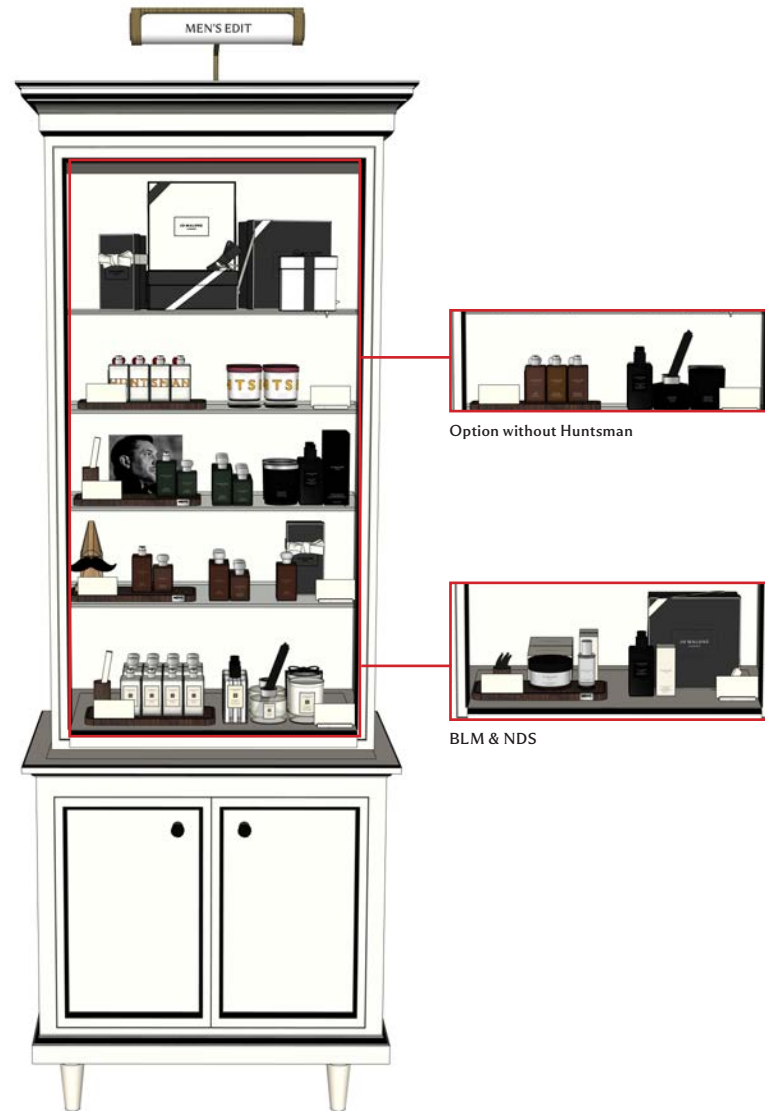
- Wooden riser with Amber Labdanum cologne testers followed by stock
- Gifting Story: Amber Labdanum 100ml

SHELF 5

- Wooden riser with Lime Basil & Mandarin, Silver Birch & Lavender, English Oak & Hazelnut, and Wood Sage & Sea Salt testers with stock behind
- Lime Basil & Mandarin Body & Hand Wash, Diffuser, and Candle

Bloomingdale's & Nordstrom

- Wooden riser with Shaving Cream and Aftershave Moisturizer testers with stock behind
- Gifting story: Cypress & Grapevine Body & Hand Wash and Aftershave Moisturizer



SIGNAGE

HOME & BATH BAY: NRE

SHELF 1

- Bay Header (reset to Evergreen)

SHELF 2

- Diffuser
- Best-Selling Diffuser+Refill on edit tray
- Room Spray
- Deluxe Candle

SHELF 3

- Home Candle
- Best-Selling Home Candle and Diffuser on edit tray

SHELF 4

- Diffuser Intense
- Home Candle Intense
- Deluxe Candle Intense
- Body & Hand Wash Intense
- Cypress & Grapevine Body Spray (US only)
- Body Creme Intense

SHELF 5

- Exfoliating Shower Gel
- Body & Hand Wash
- Bath Oil
- Body & Hand Lotion

SHELF 6

- Hand Cremes on tray
- Body Creme
- Night Collection



SIGNAGE

HOME & BATH BAY: CLASSIC

SHELF 1

- Bay Header (reset to Evergreen)

SHELF 2

- Diffuser Intense
- Deluxe Candle Intense
- Room Spray
- Diffuser
- Best-Selling Diffuser+Refill on edit tray

SHELF 3

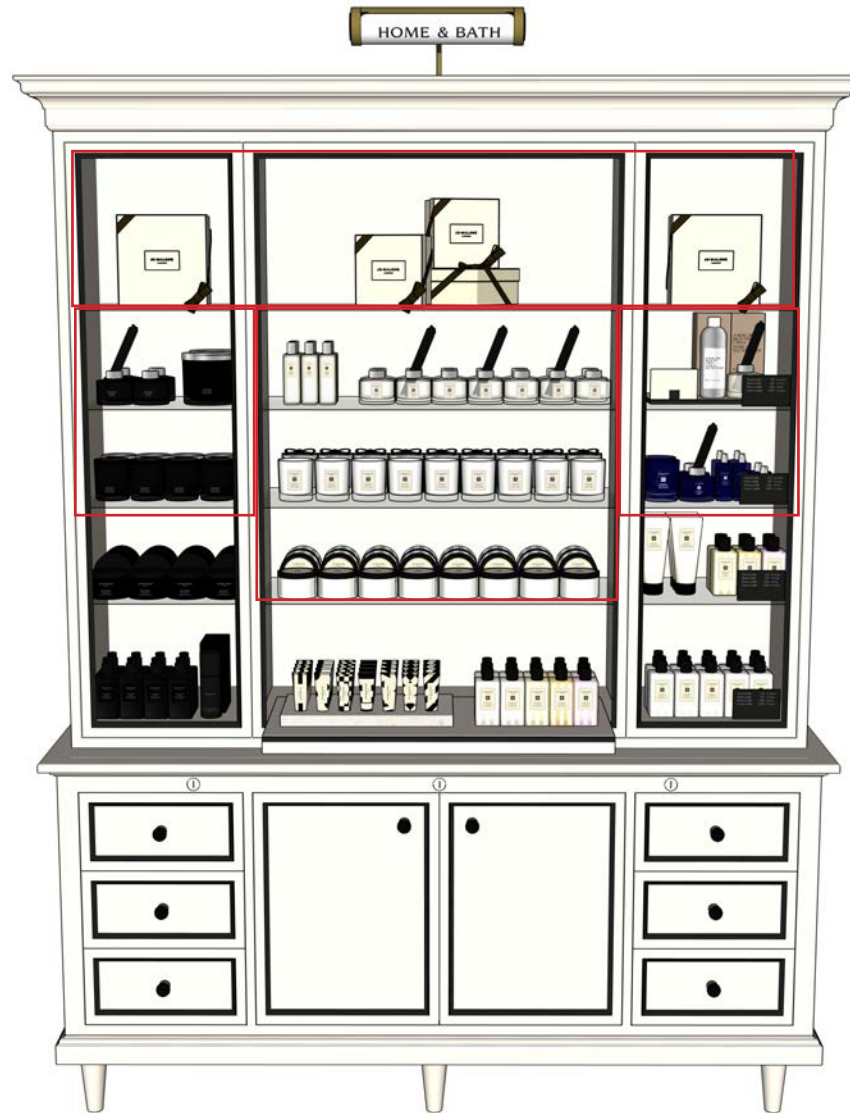
- Home Candle Intense
- Home Candle
- Night Collection

SHELF 4

- Body Creme Intense
- Body Creme
- Exfoliating Shower Gel
- Bath Oil

SHELF 5

- Body & Hand Wash Intense
- Cypress & Grapevine Body Spray (US only)
- Hand Cremes on tray
- Body & Hand Wash
- Body & Hand Lotion



SIGNAGE

COMBINATION BAY: NRE

See the last page for Cologne Stories.

SHELF 1

- Bay Header (reset to Evergreen)

SHELF 2

- Rich & Floral Cologne Intense 50ml, 100ml
Add Taif Rose
- Warm & Amber Cologne Intense 50ml, 100ml
Add Amber Labdanum
- Cologne Absolu

SHELF 3

- Scarlet Poppy 100ml, 50ml
- Taif Rose 100ml
- Edit tray with Scarlet Poppy, Taif Rose, Amber Labdanum 100ml testers
- Amber Labdanum 100ml, 50ml
- Gifting Story: Amber Labdanum 100ml
- Raspberry Ripple riser followed by stock

SHELF 4

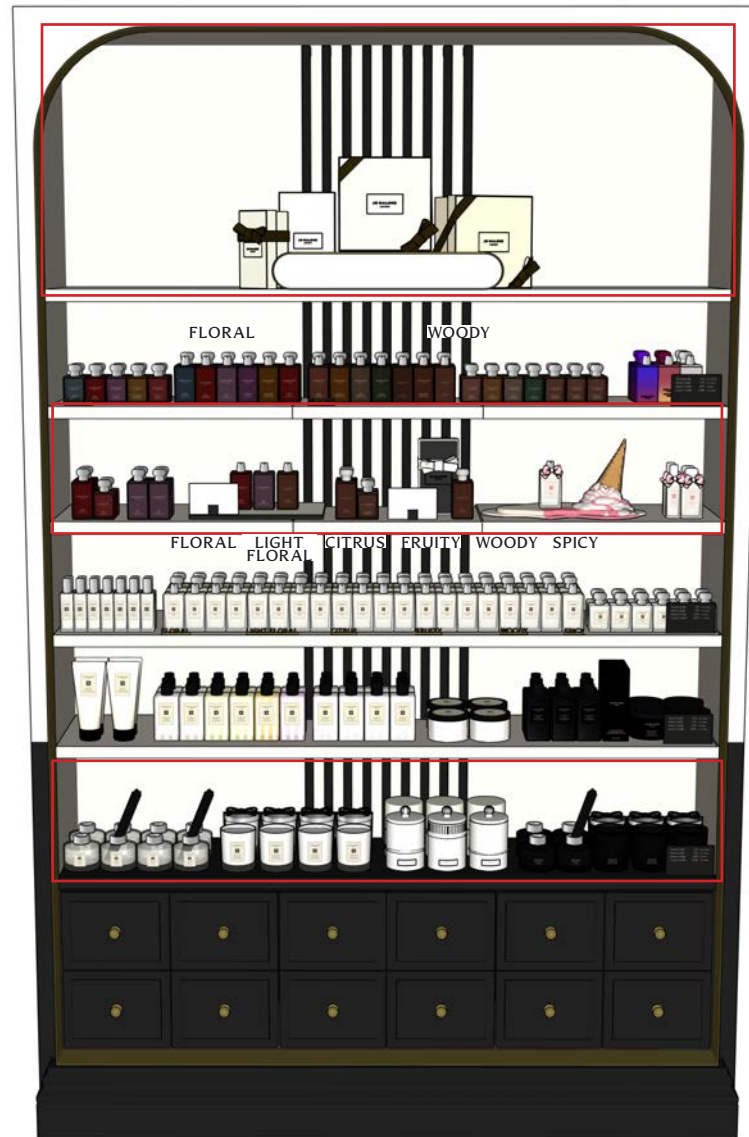
- Cologne 30ml
- Cologne 100ml
- Cologne 50ml

SHELF 5

- Exfoliating Shower Gel
- Body & Hand Wash
- Body & Hand Lotion
- Body Creme
- Body & Hand Wash Intense
- Cypress & Grapevine Body Spray (US only)
- Body Creme Intense

SHELF 6

- Diffuser
- Home Candle
- Townhouse Candle
- Diffuser Intense
- Home Candle Intense



SIGNAGE

COMBINATION BAY: CLASSIC

See the last page for Cologne Stories.

SHELF 1

- Bay Header (reset to Evergreen)

SHELF 2

- Rich & Floral Cologne Intense 100ml
Add Taif Rose
- Scarlet Poppy 100ml, 50ml
- Taif Rose 100ml
- Edit tray with Scarlet Poppy, Taif Rose, Amber Labdanum 100ml testers
- Amber Labdanum 100ml, 50ml
- Cologne Absolu
- Warm & Amber Cologne Intense 100ml
Add Amber Labdanum

SHELF 3

- Raspberry Ripple riser with stock behind
- Cologne 100ml

SHELF 4

- Body & Hand Wash
- Exfoliating Shower Gel
- Body & Hand Lotion
- Body Creme
- Body & Hand Wash Intense
- Cypress & Grapevine Body Spray (US only)
- Body Creme Intense

SHELF 5

- Diffuser
- Home Candle
- Home Candle Intense
- Townhouse Candle
- Deluxe Candle
- Diffuser Intense



SIGNAGE

OPEN UNIT SIDE A: GIFTING

SHELF 1

- Peony & Blush Suede 50ml + Gift Box
- Peony & Blush Suede Bath & Body + Gift Box
- Taif Rose 100ml + Gift Box

SHELF 2

- Peony & Blush Suede Layering Trio
- Hand Cream Trio
- Scarlet Poppy Home & Away Duo

SHELF 3

- English Pear & Freesia + English Pear & Sweet Pea 100mls + Gift Box
- English Pear & Freesia Handbag Duo
- Wood Sage & Sea Salt Handbag Duo
- Peony & Blush Suede Handbag Duo

SHELF 4

- Gifting story with Myrrh & Tonka Diffuser; Wood Sage & Sea Salt 100ml, Bath & Body, Home; Myrrh & Tonka 100ml + Gift Boxes



SIGNAGE

OPEN UNIT SIDE B: COLOGNE & COLOGNE INTENSE

See the last page for Cologne Stories.

SHELF 1

- Rich & Floral Cologne Intense 50ml, 100ml
Add Taif Rose
- Warm & Amber Cologne Intense 50ml, 100ml
Add Amber Labdanum
- Cologne Absolu

SHELF 2

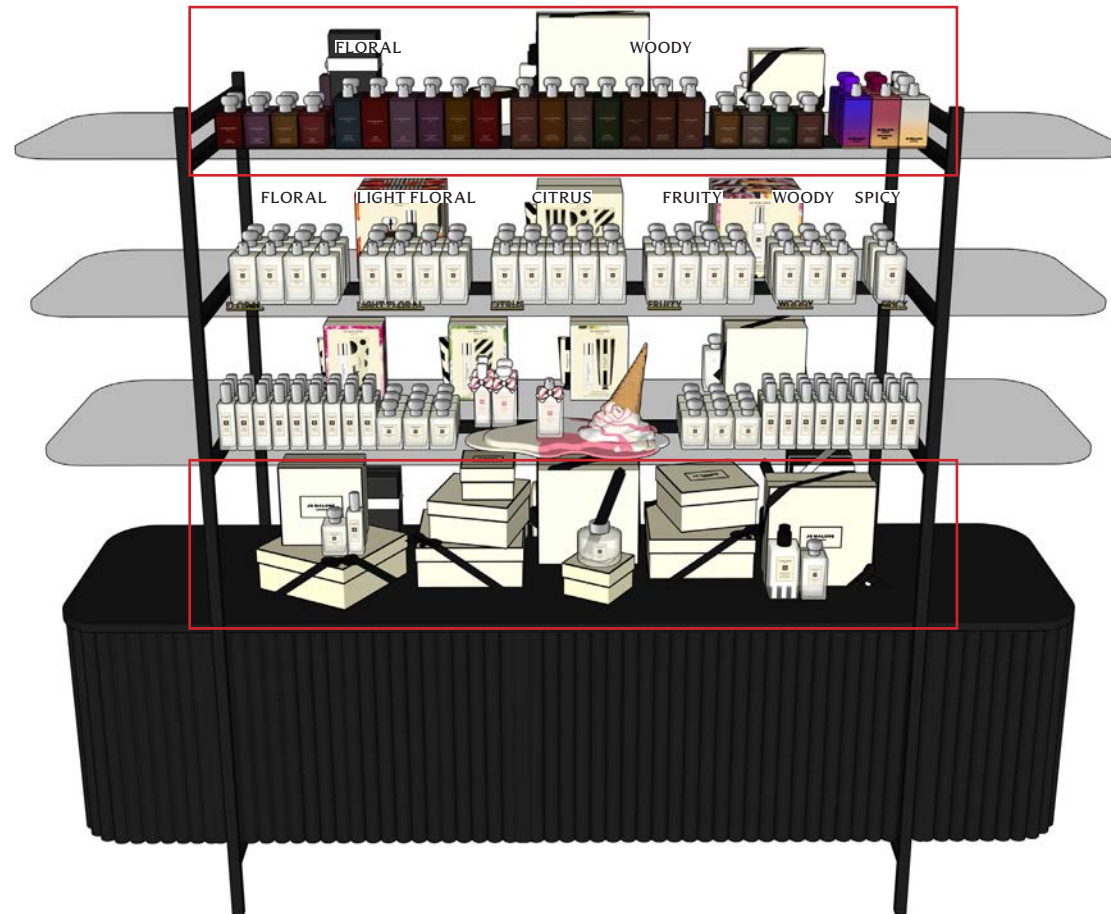
- Cologne 100ml

SHELF 3

- Cologne 30ml and 50ml
- Raspberry Ripple riser

SHELF 4

- Gifting story with Best-Selling Cologne 50ml, 30ml, Diffuser; Body & Hand Wash, Cologne 100ml + Gift Boxes



SIGNAGE

OPEN UNIT SIDE A: BATH & BODY

SHELF 1

- Exfoliating Shower Gel
- Body & Hand Wash

SHELF 2

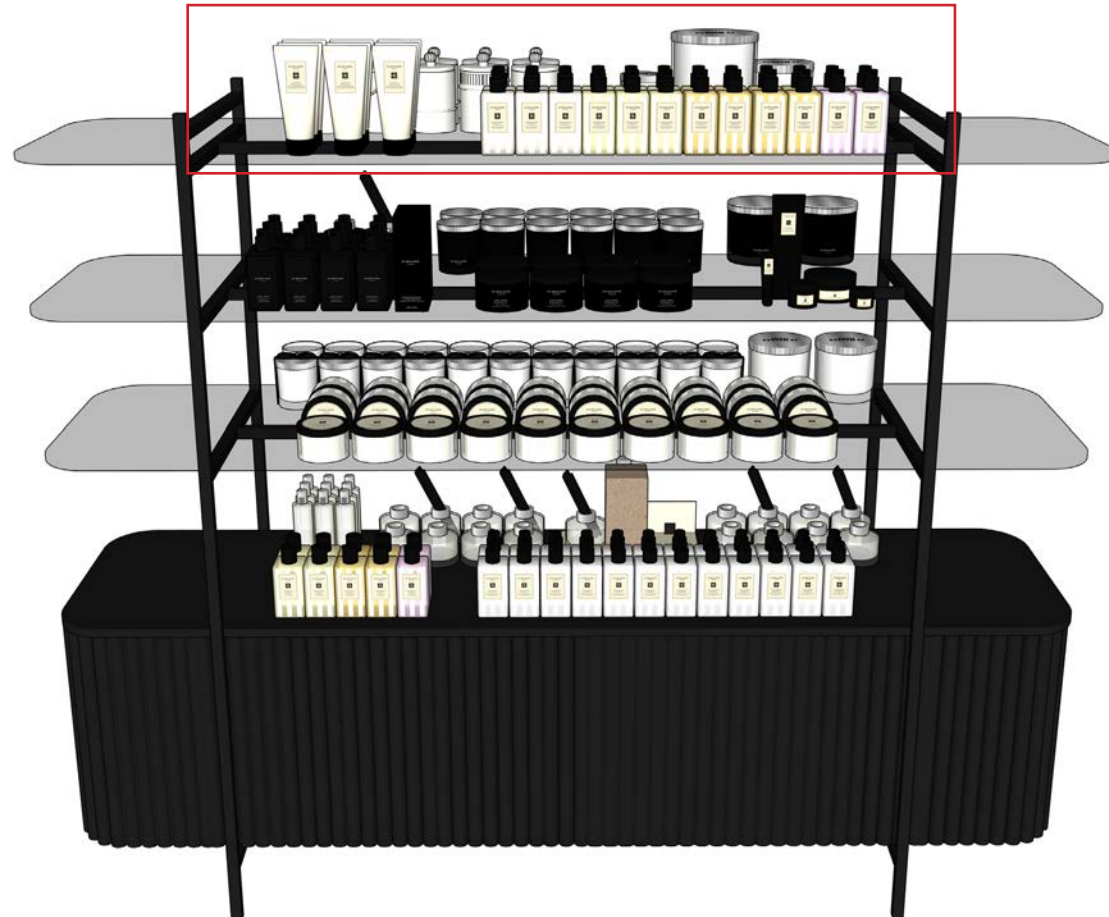
- Body & Hand Wash Intense
- Cypress & Grapevine Body Spray (US only)
- Body Creme Intense
- Vitamin E Collection

SHELF 3

- Body Creme

SHELF 4

- Bath Oil
- Body & Hand Lotion



SIGNAGE

OPEN UNIT SIDE B: HOME

SHELF 1

- Home Collection Story
- Townhouse Candle

SHELF 2

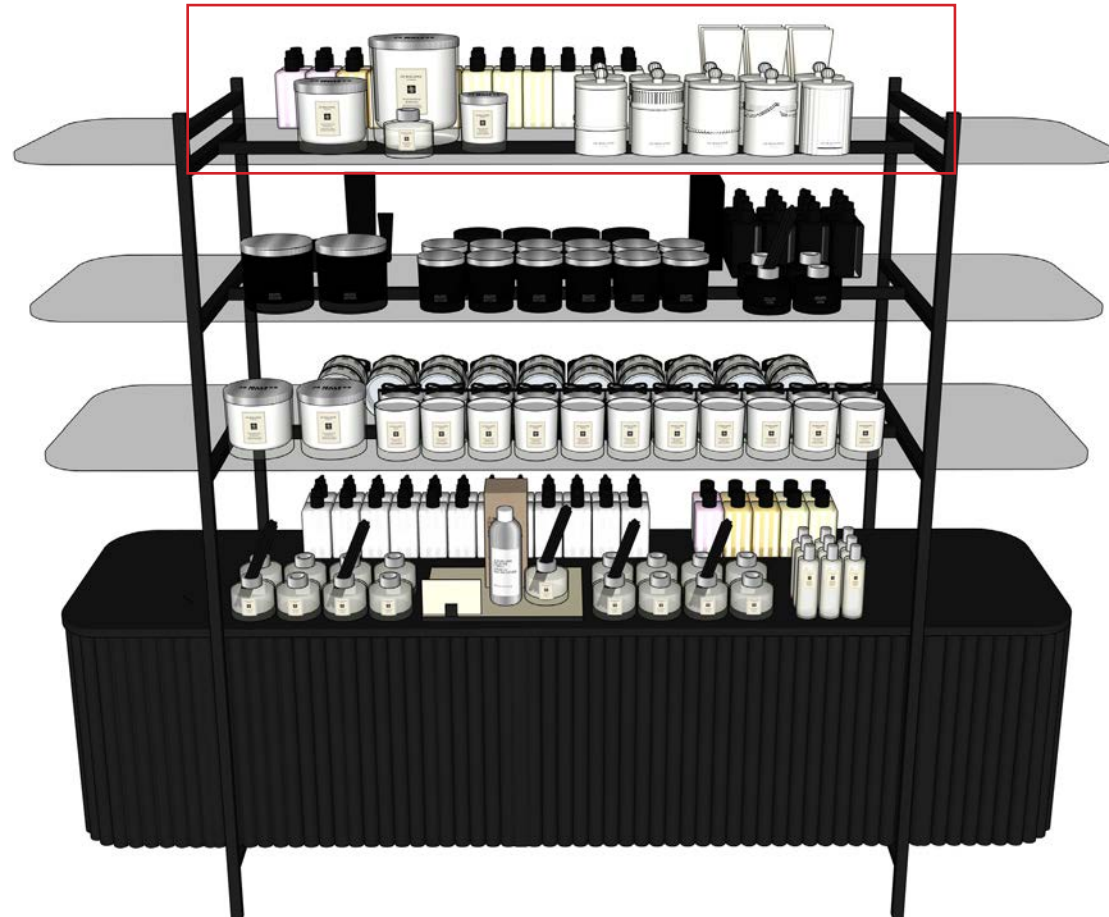
- Deluxe Candle Intense
- Home Candle Intense
- Diffuser Intense

SHELF 3

- Deluxe Candle
- Home Candle

SHELF 4

- Diffuser
- Best-seller Diffuser+Refill on edit tray
- Room Spray



SIGNAGE

MICRO FORMAT

SHELF 1

- Bay Header (reset to Evergreen)

SHELF 2

- Rich & Floral Cologne Intense 50ml, 100ml
Add Taif Rose
- Warm & Amber Cologne Intense 50ml, 100ml
Add Amber Labdanum

SHELF 3: Home + Bath & Body

- Body & Hand Wash Intense
- Cypress & Grapevine Body Spray (US only)
- Body Creme Intense
- Home Candle Intense
- Diffuser Intense
- Room Spray Intense

SHELF 4: Cologne

- Cologne 100ml
- Scarlet Poppy 100ml, 50ml
- Amber Labdanum 100ml, 50ml
- Taif Rose 100ml
- Raspberry Ripple 30ml, 100ml

SHELF 5: Cologne

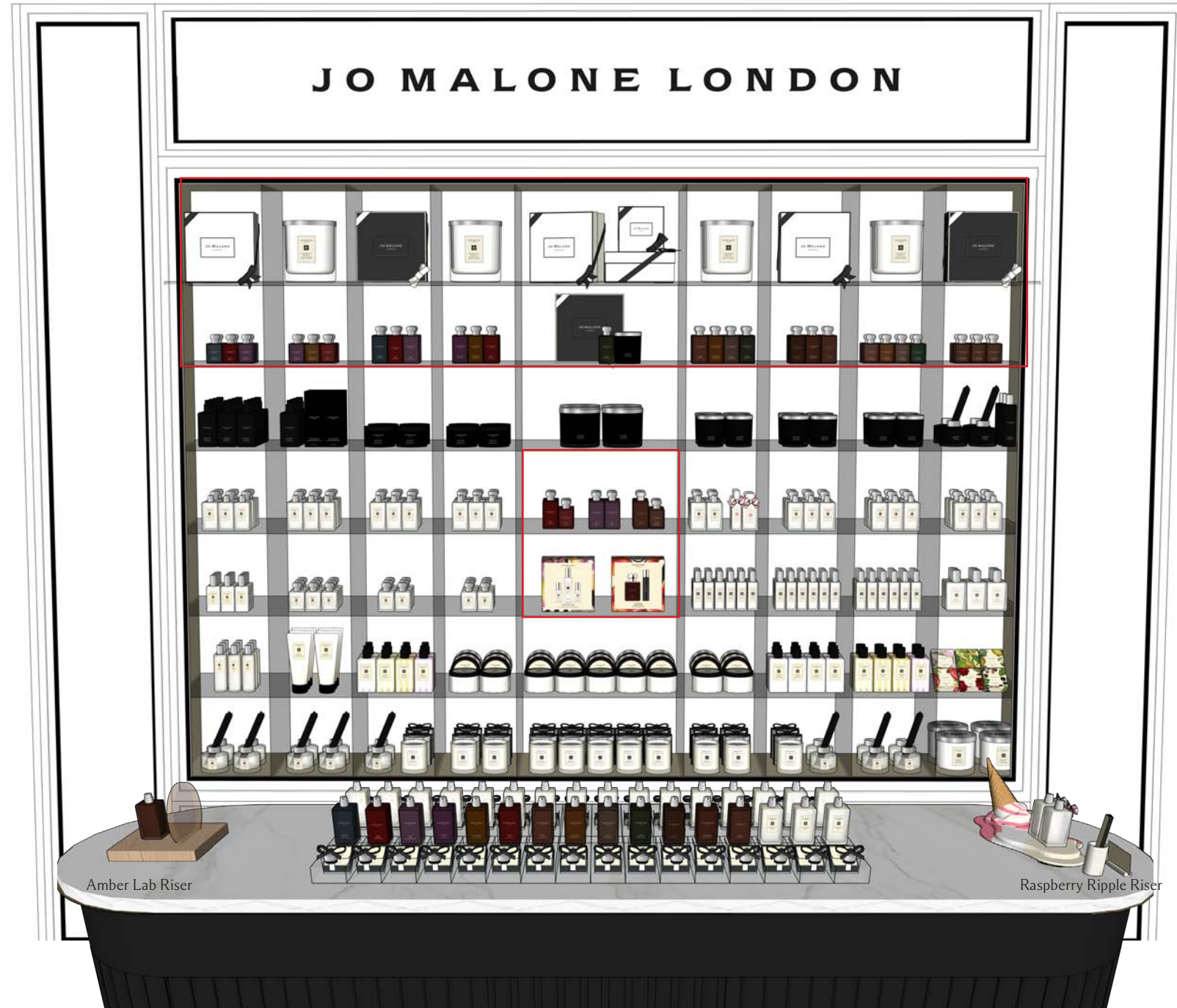
- Hair Mist
- Cologne 50ml
- Peony & Blush Suede Layering Trio
- Scarlet Poppy Home & Away Duo
- Cologne 30ml
- Body Mist

SHELF 6: Home

- Room Spray
- Exfoliating Shower Gel
- Body & Hand Wash
- Body Creme
- Body & Hand Lotion
- Body Oil
- Soap

SHELF 7: Bath & Body

- Diffuser
- Home Candle
- Deluxe Candle



OPEN SELL UNITS: LARGE



LEFT

SHELF 1

- Deluxe Candle Intense
- Home Candle Intense
- Diffuser Intense

SHELF 2

- Diffuser
- Best-seller Diffuser+Refill on edit tray

SHELF 3

- Home Candle

SHELF 4

- Room Spray
- Deluxe Candle
- Luxury Candle
- Night Collection

CENTER

SHELF 1

- Rich & Floral Cologne Intense 50ml, 100ml
Add Taif Rose
- Warm & Amber Cologne Intense 50ml, 100ml
Add Amber Labdanum

SHELF 2

- Cologne 30ml
- Scarlet Poppy 100ml, 50ml
- Taif Rose 100ml
- Edit tray with Scarlet Poppy, Taif Rose, Amber Labdanum 100ml testers
- Amber Labdanum 100ml, 50ml

SHELF 3

- Cologne 100ml
- Cologne 50ml

SHELF 4

- Little Luxuries
- Vitamin E Collection
- Soap

RIGHT

SHELF 1

- Exfoliating Shower Gel
- Body & Hand Wash
- Hair Mist

SHELF 2

- Bath Oil
- Body Mist
- Body & Hand Lotion

SHELF 3

- Body Creme

SHELF 4

- Body & Hand Wash Intense
- Cypress & Grapevine Body Spray (US only)
- Body Creme Intense

OPEN SELL UNITS: SMALL



LEFT

SHELF 1

- Deluxe Candle Intense
- Home Candle Intense
- Diffuser Intense

SHELF 2

- Diffuser
- Best-seller Diffuser+Refill on edit tray

SHELF 3

- Home Candle

SHELF 4

- Room Spray
- Deluxe Candle
- Night Collection

CENTER

SHELF 1

- Rich & Floral Cologne Intense 50ml, 100ml
Add Taif Rose
- Warm & Amber Cologne Intense 50ml, 100ml
Add Amber Labdanum

SHELF 2

- Scarlet Poppy 100ml, 50ml
- Taif Rose 100ml
- Edit tray with Scarlet Poppy, Taif Rose, Amber Labdanum 100ml testers
- Amber Labdanum 100ml, 50ml
- Gifting Story: Amber Labdanum 100ml

SHELF 3

- Cologne 100ml

SHELF 4

- Cologne 50ml
- Cologne 30ml

RIGHT

SHELF 1

- Exfoliating Shower Gel
- Body & Hand Wash

SHELF 2

- Bath Oil
- Body & Hand Lotion

SHELF 3

- Body Creme

SHELF 4

- Body & Hand Wash Intense
- Cypress & Grapevine Body Spray (US only)
- Body Creme Intense

CASH WRAP: SMALL

A

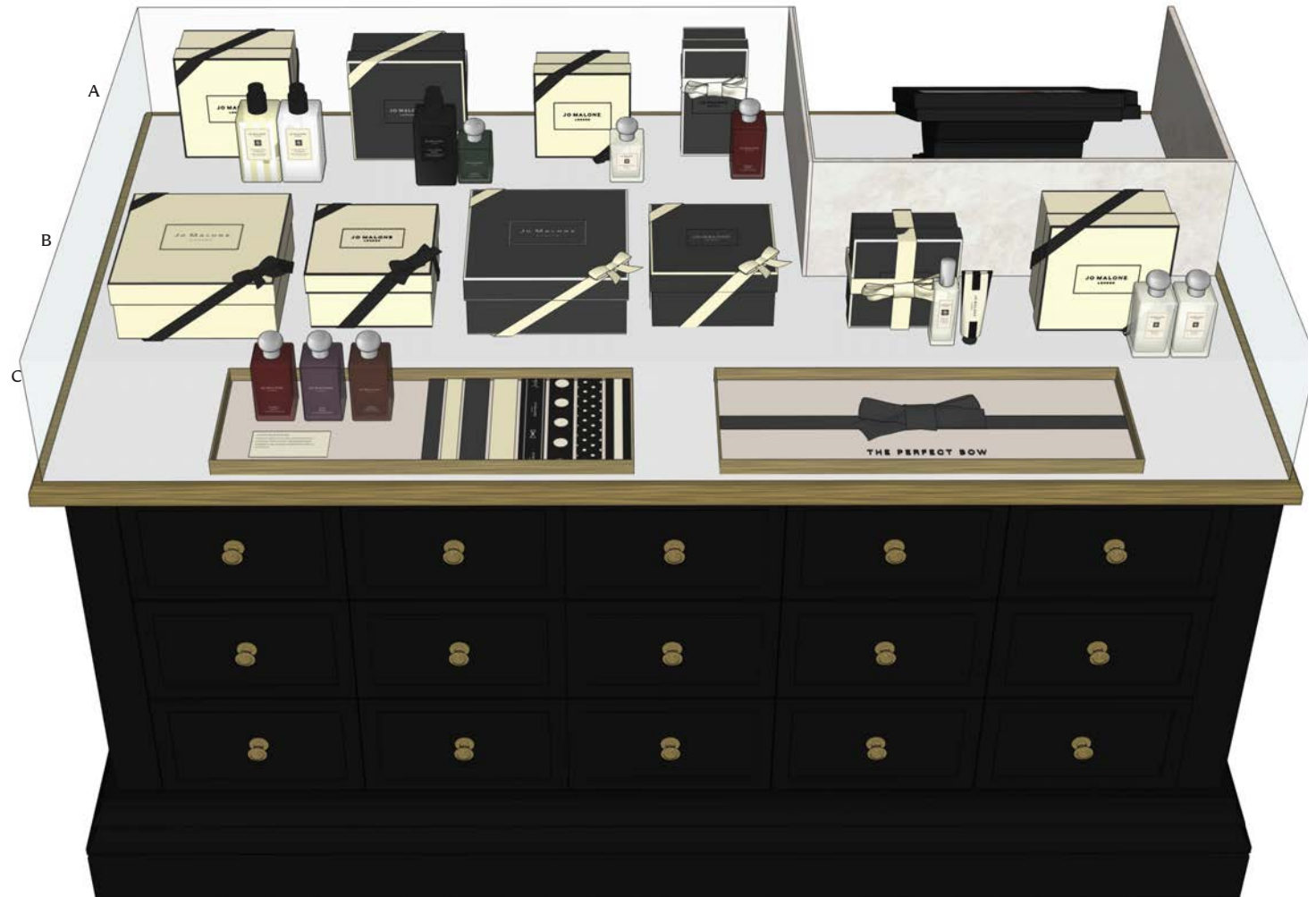
- Feature Best-Selling products + gift boxes

B

- Gift boxes
- Feature Best-Selling products + gift boxes

C

- On the Tray: Taif Rose, Amber Labdanum, Scarlet Poppy 100mls, ribbons,
- The Perfect Bow Tray



** Not every store will receive the same assortments.
Display what is provided.

CASH WRAP: **LARGE**

A

- Feature Best-Selling products + gift boxes

B

- Feature Best-Selling products + gift boxes

C

- Feature Best-Selling products + gift boxes
- Stone riser with Taif Rose, Amber Labdanum, Scarlet Poppy 100mls
- Stone riser with Best-Selling Cologne scent
- Feature Best-Selling products + gift boxes



** Not every store will receive the same assortments.
Display what is provided.

TASTING BAR

- Rest to services

LARGE



SMALL



SIGNAGE

** Not every store will receive the same assortments.
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COLOGNE STORIES

COLOGNE

The Herb Garden - Garden Gnome Prop

- Lime Basil & Mandarin
- Grapefruit
- Basil & Neroli --> Orange Marmalade upon B&N Sell Through
- Earl Grey & Cucumber --> Double-face Lime Basil & Mandarin upon EG&C Sell Through

The Orchard - Pear w/Ladder and Butterfly Prop

- English Pear & Freesia
- English Pear & Sweet Pea
- Fig & Lotus Flower
- Nectarine Blossom & Honey

The Countryside - Bluebells and Hare Prop

- Blackberry & Bay
- Wild Bluebell
- Poppy & Barley
- Honeysuckle & Davana

The Flower Garden - Teacup, Saucer and Rose Prop

- Red Roses
- Orange Blossom
- Peony Blush & Suede
- Mimosa & Cardamom

The English Coast - Stone Stack and Seagull Prop

- Wood Sage & Sea Salt

The Woods - Tree Stump and Snail Prop

- Silver Birch & Lavender
- English Oak & Hazelnut
- Pomegranate Noir

COLOGNE INTENSE

Rich & Floral

- Tuberose Angelica
- Red Hibiscus
- Jasmine Sambac & Marigold
- Scarlet Poppy
- Taif Rose
- Velvet Rose & Oud

Warm & Amber

- Oud & Bergamot
- Cypress & Grapevine
- Hinoki & Cedarwood
- Dark Amber & Ginger Lily
- Myrrh & Tonka
- Vetiver & Golden Vanilla
(Archived - Continue to Sell Through)
- Amber Labdanum

FY26 Nordstrom January 2026 VM Guideline

Amber Labdanum
11.25.2025

Taif Rose
01.02.2026

Care Collection
01.02.2026

Valentine's Day
01.20.2026 - 02.14.2026

Lunar New Year
02.15.2026 - 02.23.2026

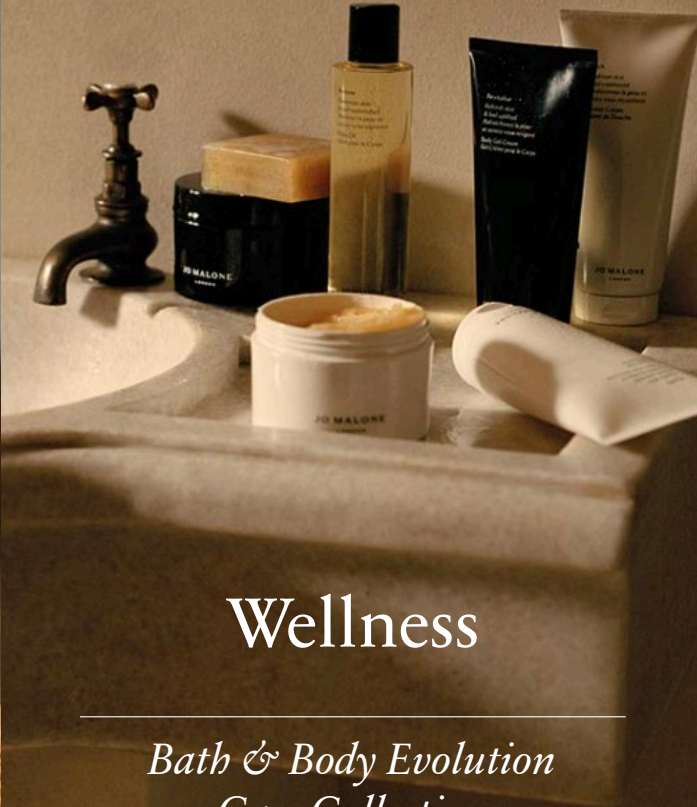
JO MALONE
LONDON

On counter January 2026



Cologne Intense

*Amber Labdanum
Taif Rose*



Wellness

*Bath & Body Evolution
Care Collection*



HTSM Gifting

*Valentine's Day
Lunar New Year*

INTERNAL

AMBER LABDANUM COLOGNE INTENSE

INSPIRATION

In the heart of Andalusia, Southern Spain, rolling hills of wild cistus labdanum stretch beneath the ancient gaze of Alhambra. As summer unfolds, these plants exude labdanum, a fragrant sap, that casts a spell of resinous notes in the warm air. Labdanum is a treasured incense of the ancient world and forms the heart of our new Cologne Intense. A powerful, ambery scent with an exquisite Middle Eastern allure – Amber Labdanum.

FRAGRANCE STORY

Ascend the sun-drenched hills of Andalusia where wild cistus fields warm the breeze with the ambery notes of labdanum. Enhanced by vanilla and roasted oak, the smooth scent leaves a rich sensual trail. Powerful and evocative.

OLFACTIVE CHARACTERISTICS & OCCASIONS TO WEAR

Ambery. Powerful. Evocative.

An ambery woody scent, unisex with masculine appeal.
Long-lasting and powerful with a diffusive trail.
An evening scent, worn to be noticed.

TOP

Bitter Orange



Natural bitter orange adds intriguing freshness.

HEART

Labdanum



Natural labdanum sourced from Spain adds abundant richness and ambery warmth.

BASE

Amber



Notes of amber brings long-lasting sensuality to the base



100ML \$228 | 50ML \$160

Swipe - Images are fr inspiration and are not final. Do not share or save.

CAMPAIGN RISER: AMBER LABDANUM

Campaign Riser

- Amber Labdanum 100ml

SIGNAGE

Bask in the warmth of the golden hour
Travel to Andalusia's sun-drenched hills with new
Amber Labdanum Cologne Intense. With the ambery
warmth of labdanum, this smooth scent has a rich,
sensual trail.



CAMPAIGN IMAGES: AMBER LABDANUM



Hero



Mood



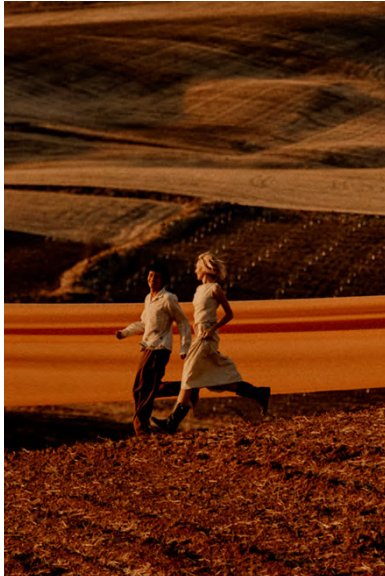
100ml Cologne Intense



Gifting for Her



Gifting for Him



Destination



Valentines Gifting for Her



Valentines Gifting



Valentines Gifting for Him



TAIF ROSE

At the foothills of the Taif mountains, the Arabian sun warms the city’s exceptional rose. This admired bloom flourishes amid a desert landscape, captured only at its most alluring. A sensuous scent, irresistible with coffee and amber, evokes this radiant and iconic flower. Precious and majestic.

		
TOP NOTE	HEART NOTE	BASE NOTE
Rose Infusion Wild Berries	Taif Rose Peru Balsam	Coffee White Musk Amber

Available in 100ml SRP \$228

COLOGNE INTENSE

Treasured Ingredients



INTERNAL

CARE COLLECTION

EVERYDAY WELLNESS PRODUCTS CREATE DAILY ROUTINES FOR SELF AND SKIN

Purify | Caldarium
Clarify Skin & Feel Renewed

Revitalise | Frigidarium
Refresh Skin & Feel Uplifted

Enrich | Tepidarium
Condition Skin & Feel Comforted

Restore | Restoration
Illuminate Skin & Feel Replenished

CLEANSER



Purify Shower Gel
200ml, \$40



Revitalise Exfoliating Soap
100g, \$20



Enrich Shower Cream
200ml, \$40



Restore Body Treatment Scrub
200g, \$80

REPLENISH



Revitalise Body Gel-Cream
200ml, \$50



Enrich Body Balm
200ml, \$95



Restore Body Oil
150ml, \$85

CAMPAIGN RISER: CARE COLLECTION

- Campaign Riser**
- Purify Shower Gel
 - Revitalise Body Gel-Cream
 - Revitalise Exfoliating Soap
 - Enrich Shower Cream
 - Enrich Body Balm
 - Restore Body Oil
 - Restore Body Treatment Scrub



SIGNAGE

Just because you care
Scents to make them feel cared for. Indulge them
with a gift for self and skin, chosen from our new
Care Collection.

UNDER \$50 DUOS



**Wood Sage & Sea Salt
Handbag Duo**
30ml Hand Cream
10ml Travel Spray
SRP: \$45 | V: \$65
Save 31%



**English Pear & Freesia
Handbag Duo**
30ml Hand Cream
10ml Travel Spray
SRP: \$45 | V: \$65
Save 31%



**Peony & Blush Suede
Handbag Duo**
30ml Hand Cream
10ml Travel Spray
SRP: \$45 | V: \$65
Save 31%

GIFTS FOR HER



Peony & Blush Layering Trio
Peony & Blush Suede 30ml
English Pear & Sweet Pea 9ml
Nectarine Blossom & Honey 9ml
SRP: \$95 | V: \$142
Save 33%



**Scarlet Poppy
Home & Away Duo**
30ml ml + 10ml TS
SRP: \$160 | V: \$205
Save 22%, No Upcharge

EVERGEEN! UNDER \$100



Hand Cream Trio

\$75 USD
(\$90 Value)
\$100 CAD
(\$120 Value)

Includes

- L2FS01 English Pear & Freesia Hand Cream 30ml
- L2GB01Peony & Blush Suede Hand Cream 30ml
- L2GQ01Wood Sage & Sea Salt Hand Cream 30ml

DISCOVERY TABLES

Campaign Riser

- Amber Labdanum 100ml

Uniquely Yours Riser (Large Table)

- English Pear & Sweet Pea 100ml
- Grapefruit 30ml
- English Oak & Hazelnut 30ml
- Peony & Blush Suede 30ml

COLOGNE CLASSIC

The Herb Garden

- Lime Basil & Mandarin
- Grapefruit
- Basil & Neroli --> Orange Marmalade upon B&N Sell Through
- Earl Grey & Cucumber --> Double-face Lime Basil & Mandarin upon EG&C Sell Through

The Orchard

- English Pear & Freesia
- English Pear & Sweet Pea
- Fig & Lotus Flower
- Nectarine Blossom & Honey

The Countryside

- Blackberry & Bay
- Wild Bluebell
- Poppy & Barley
- Honeysuckle & Davana

The Flower Garden

- Red Roses
- Orange Blossom
- Peony Blush & Suede
- Mimosa & Cardamom

The English Coast

- Wood Sage & Sea Salt

The Woods

- Silver Birch & Lavender
- English Oak & Hazelnut
- Pomegranate Noir

COLOGNE INTENSE

Rich & Floral

- Tuberose Angelica
- Red Hibiscus
- Jasmine Sambac & Marigold
- Scarlet Poppy
- Taif Rose
- Velvet Rose & Oud

Warm & Amber

- Oud & Bergamot
- Cypress & Grapevine
- Hinoki & Cedarwood
- Dark Amber & Ginger Lily
- Myrrh & Tonka
- Vetiver & Golden Vanilla
- (Archived - Continue to Sell Through)
- Amber Labdanum

LARGE



SMALL



MODIFIED DISCOVERY TABLE

Campaign Riser

- Amber Labdanum 100ml

COLOGNE CLASSIC

- Home Candle

The Herb Garden

- Lime Basil & Mandarin
- Grapefruit
- Basil & Neroli --> Orange Marmalade upon B&N Sell Through
- Earl Grey & Cucumber --> Double-face Lime Basil & Mandarin upon EG&C Sell Through

The Orchard

- English Pear & Freesia
- English Pear & Sweet Pea
- Fig & Lotus Flower
- Nectarine Blossom & Honey

The Countryside

- Blackberry & Bay
- Wild Bluebell
- Poppy & Barley
- Honeysuckle & Davana

The Flower Garden

- Red Roses
- Orange Blossom
- Peony Blush & Suede
- Mimosa & Cardamom

The English Coast

- Wood Sage & Sea Salt

The Woods

- Silver Birch & Lavender
- English Oak & Hazelnut
- Pomegranate Noir

COLOGNE INTENSE

- Home Candle Intense

Rich & Floral

- Tuberose Angelica
- Red Hibiscus
- Jasmine Sambac & Marigold
- Scarlet Poppy
- Taif Rose
- Velvet Rose & Oud

Warm & Amber

- Oud & Bergamot
- Cypress & Grapevine
- Hinoki & Cedarwood
- Dark Amber & Ginger Lily
- Myrrh & Tonka
- Vetiver & Golden Vanilla
- (Archived - Continue to Sell Through)
- Amber Labdanum



CIRCULAR DISCOVERY TABLES

Vase of flowers in between the candles
(Ashwood /Avalon only)

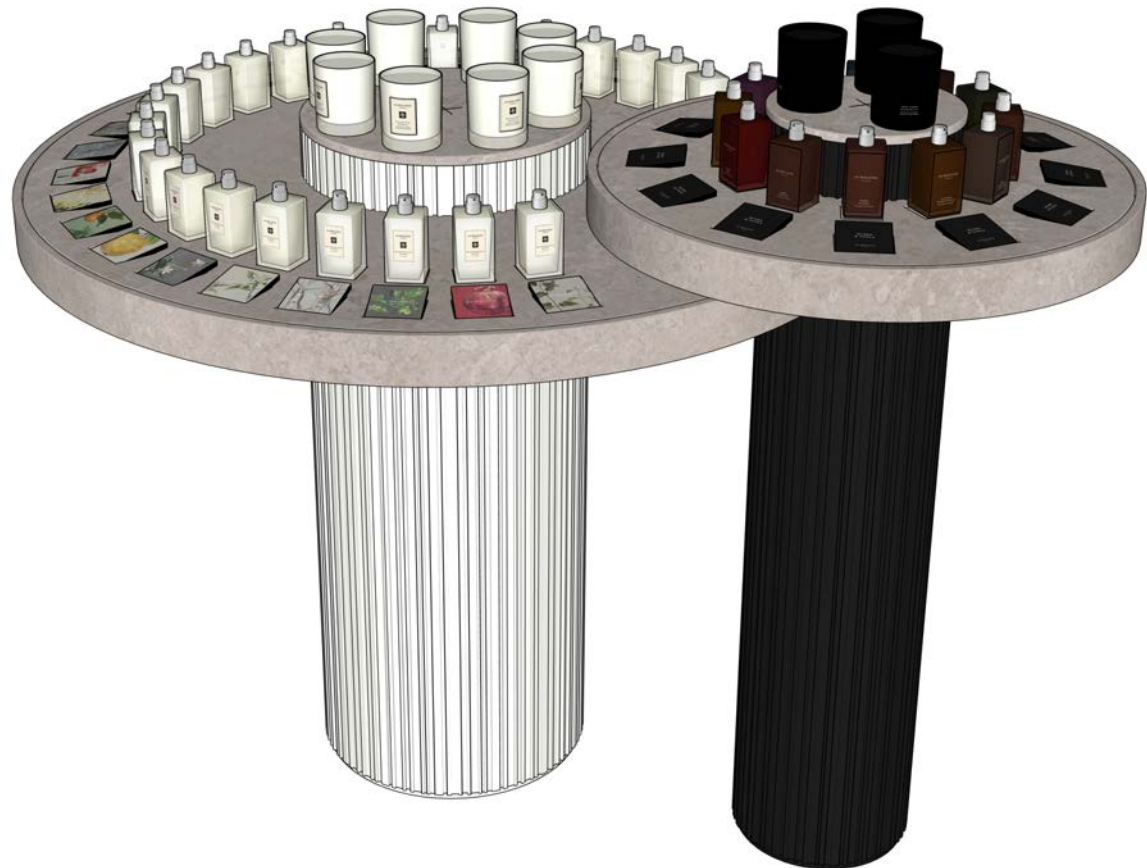
COLOGNE CLASSIC

- Home Candle
- The Herb Garden**
 - Lime Basil & Mandarin
 - Grapefruit
 - Basil & Neroli --> Orange Marmalade upon B&N Sell Through
 - Earl Grey & Cucumber --> Double-face Lime Basil & Mandarin upon EG&C Sell Through
- The Orchard**
 - English Pear & Freesia
 - English Pear & Sweet Pea
 - Fig & Lotus Flower
 - Nectarine Blossom & Honey
- The Countryside**
 - Blackberry & Bay
 - Wild Bluebell
 - Poppy & Barley
 - Honeysuckle & Davana
- The Flower Garden**
 - Red Roses
 - Orange Blossom
 - Peony Blush & Suede
 - Mimosa & Cardamom
- The English Coast**
 - Wood Sage & Sea Salt
- The Woods**
 - Silver Birch & Lavender
 - English Oak & Hazelnut
 - Pomegranate Noir

COLOGNE INTENSE

- Home Candle Intense
- Rich & Floral**
 - Tuberose Angelica
 - Red Hibiscus
 - Jasmine Sambac & Marigold
 - Scarlet Poppy
 - **Taif Rose**
 - Velvet Rose & Oud
- Warm & Amber**
 - Oud & Bergamot
 - Cypress & Grapevine
 - Hinoki & Cedarwood
 - Dark Amber & Ginger Lily
 - Myrrh & Tonka
 - Vetiver & Golden Vanilla

(Archived - Continue to Sell Through)
• **Amber Labdanum**



MODIFIED ETAGÈRE: AMBER LABDANUM

For stores with Cologne Bay only.

SHELF 1

- Stone riser with Scarlet Poppy, Taif Rose, Amber Labdanum 100ml testers

SHELF 2

- Scarlet Poppy 100ml, 50ml
- Taif Rose 100ml
- Amber Labdanum 100ml, 50ml
- Best-Selling Bath & Body Intense and Home Intense Collections



SIGNAGE

ETAGÈRE: AMBER LABDANUM

For stores with Cologne Bay only.

SHELF 1

- Stone riser with Scarlet Poppy, Taif Rose, Amber Labdanum 100ml testers

SHELF 2

- Scarlet Poppy 100ml, 50ml
- Taif Rose 100ml
- Amber Labdanum 100ml, 50ml

SHELF 3

- Best-Selling Bath & Body Intense and Home Intense Collections



SIGNAGE

MODIFIED ETAGÈRE: CARE COLLECTION

For stores with Cologne Bay and Cologne Intense Bay.

SHELF 1

- Care Collection testers on round risers

SHELF 2

- Purify Shower Gel
- Revitalise Body Gel-Cream
- Revitalise Exfoliating Soap
- Enrich Shower Cream
- Enrich Body Balm
- Restore Body Oil
- Restore Body Treatment Scrub



SIGNAGE

Just because you care
Scents to make them feel cared for. Indulge them
with a gift for self and skin, chosen from our new
Care Collection.

ETAGÈRE: CARE COLLECTION

For stores with Cologne Bay and Cologne Intense Bay.

SHELF 1

- Care Collection testers on round risers

SHELF 2

- Purify Shower Gel
- Revitalise Body Gel-Cream
- Revitalise Exfoliating Soap

SHELF 3

- Enrich Shower Cream
- Enrich Body Balm
- Restore Body Oil
- Restore Body Treatment Scrub



SIGNAGE

Just because you care
Scents to make them feel cared for. Indulge them
with a gift for self and skin, chosen from our new
Care Collection.

FLEXIBLE TABLES: VALENTINE’S DAY/LUNAR NEW YEAR

- TABLE 1**
- Peony & Blush Suede Layering Trio
 - Hand Cream Trio
- TABLE 2**
- English Pear & Freesia Handbag Duo
 - Wood Sage & Sea Salt Handbag Duo
 - Peony & Blush Suede Handbag Duo
 - Scarlet Poppy Home & Away Duo
- TABLE 3**
- Myrrh & Tonka Diffuser and Home Candle + Gift Box



SIGNAGE

FOCUS TABLES: VALENTINE’S DAY/LUNAR NEW YEAR

- TABLE 1
- Peony & Blush Suede Layering Trio
 - Hand Cream Trio

- TABLE 2
- English Pear & Freesia Handbag Duo
 - Wood Sage & Sea Salt Handbag Duo
 - Peony & Blush Suede Handbag Duo
 - Scarlet Poppy Home & Away Duo

- TABLE 3
- Myrrh & Tonka Diffuser and Home Candle + Gift Box



SIGNAGE

GIFTING BAY: NRE

SHELF 1

- Bay Header

SHELF 2

- Peony & Blush Suede 50ml + Gift Box
- Peony & Blush Suede Bath & Body + Gift Box
- Taif Rose 100ml + Gift Box

SHELF 3

- Peony & Blush Suede Layering Trio
- Hand Cream Trio
- Scarlet Poppy Home & Away Duo

SHELF 4

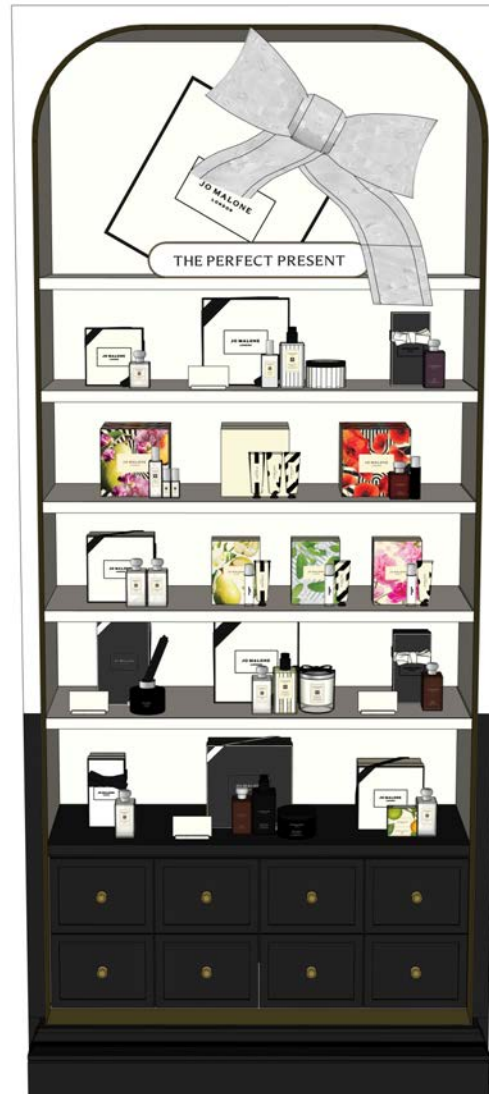
- English Pear & Freesia + English Pear & Sweet Pea 100mls + Gift Box
- English Pear & Freesia Handbag Duo
- Wood Sage & Sea Salt Handbag Duo
- Peony & Blush Suede Handbag Duo

SHELF 5

- Velvet Rose & Oud Diffuser + Gift Box
- Wood Sage & Sea Salt 100ml, Bath & Body, Home + Gift Box
- Velvet Rose & Oud 100ml + Gift Box

SHELF 6

- Best-Selling Cologne 100ml + Gift Box
- Myrrh & Tonka Cologne, Bath & Body + Gift Box
- Best-Selling Soap, Cologne 100ml + Gift Box



SIGNAGE

GIFTING BAY: CLASSIC

SHELF 1

- Bay Header (reset to Evergreen)

SHELF 2

- Peony & Blush Suede Bath & Body + Gift Box
- Taif Rose 100ml + Gift Box

SHELF 3

- Peony & Blush Suede Layering Trio
- Hand Cream Trio
- Scarlet Poppy Home & Away Duo

SHELF 4

- English Pear & Freesia Handbag Duo
- Wood Sage & Sea Salt Handbag Duo
- Peony & Blush Suede Handbag Duo

SHELF 5

- Velvet Rose & Oud Diffuser + Gift Box
- Wood Sage & Sea Salt 100ml, Bath & Body, Home + Gift Box



SIGNAGE

COLOGNE & COLOGNE INTENSE BAY: NRE

See the last page for Cologne Stories.

SHELF 1

- Bay Header (reset to Evergreen)

SHELF 2

- Rich & Floral Cologne Intense 50ml, 100ml
Add Taif Rose
- Warm & Amber Cologne Intense 50ml, 100ml
Add Amber Labdanum
- Cologne Absolu on stone riser

SHELF 3

- Gifting Story: Taif Rose 100ml
- Scarlet Poppy 100ml, 50ml
- Taif Rose 100ml
- Stone riser with Scarlet Poppy, Taif Rose, Amber Labdanum 100ml testers
- Amber Labdanum 100ml, 50ml
- Gifting Story: Amber Labdanum 100ml

SHELF 4

- The Herb Garden (Gnome Prop)
- Raspberry Ripple riser followed by stock
- The Orchard (Pear Prop)

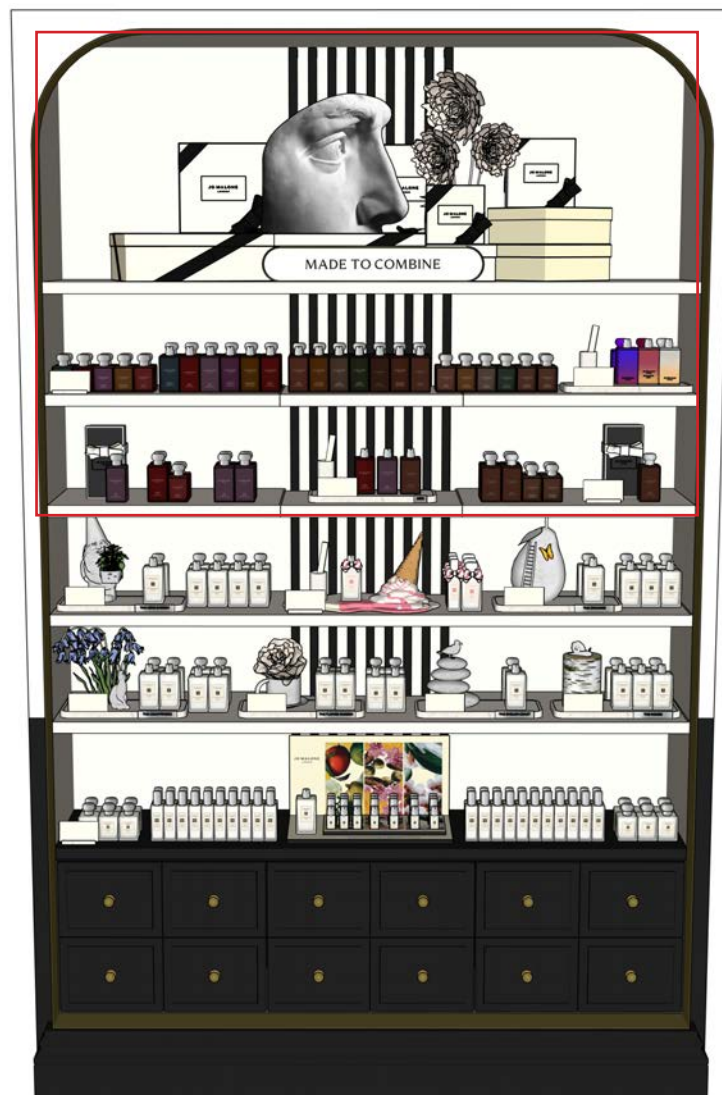
SHELF 5

- The Countryside (Bluebells Prop)
- The Flower Garden (Rose Prop)
- The English Coast (Stone Stack Prop)
- The Woods (Tree Stump Prop)

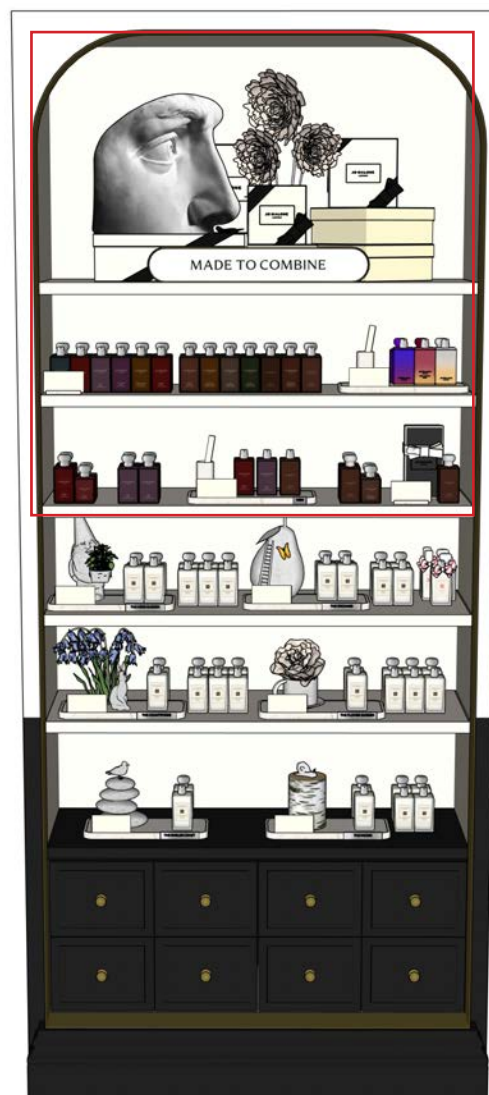
SHELF 6

- Cologne 50ml
- Cologne 30ml
- Uniquely Yours 9ml Tray

LARGE



SMALL



SIGNAGE

COLOGNE & COLOGNE INTENSE BAY: CLASSIC

See the last page for Cologne Stories.

SHELF 1

- Bay Header (reset to Evergreen)

SHELF 2

- Cologne Absolu on stone riser
- The Herb Garden (Gnome Prop)
- The Orchard (Pear Prop)
- Rich & Floral Cologne Intense 50ml

SHELF 3

- The English Coast (Stone Stack Prop)
- Raspberry Ripple 30ml, 100ml
- Scarlet Poppy 100ml, 50ml
- Taif Rose 100ml
- Stone riser with Scarlet Poppy, Taif Rose, Amber Labdanum 100ml testers
- Amber Labdanum 100ml, 50ml
- Gifting Story: Amber Labdanum 100ml
- Rich & Floral Cologne Intense 100ml
- Add Taif Rose

SHELF 4

- The Woods (Tree Stump Prop)
- The Countryside (Bluebells Prop)
- The Flower Garden (Rose Prop)
- Warm & Amber Cologne Intense 100ml
- Add Amber Labdanum

SHELF 5

- Cologne 50ml
- Cologne 30ml
- Uniquely Yours 9ml Tray
- Warm & Amber Cologne Intense 50ml
- Add Amber Labdanum

LARGE



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SIGNAGE

COLOGNE INTENSE BAY: NRE

See the last page for Cologne Stories.

SHELF 1

- Bay Header

SHELF 2

- Rich & Floral Cologne Intense 50ml, 100ml
Add Taif Rose
- Warm & Amber Cologne Intense 50ml, 100ml
Add Amber Labdanum

SHELF 3

- Scarlet Poppy 100ml, 50ml
- Taif Rose 100ml
- Stone riser with Scarlet Poppy, Taif Rose, Amber Labdanum 100ml testers
- Amber Labdanum 100ml, 50ml
- Gifting Story: Amber Labdanum 100ml

SHELF 4

- Cologne Intense 100ml testers

SHELF 5

- Body Creme Intense
- Body & Hand Wash Intense
- All Over Body Spray

SHELF 6

- Diffuser Intense
- Home Candle Intense
- Deluxe Candle Intense
- Room Spray Intense



SIGNAGE

COLOGNE INTENSE BAY: CLASSIC

See the last page for Cologne Stories.

SHELF 1

- Bay Header

SHELF 2

- Rich & Floral Cologne Intense 50ml, 100ml
- Warm & Amber Cologne Intense 50ml, 100ml
Add Amber Labdanum

SHELF 3

- Scarlet Poppy 100ml, 50ml
- Taif Rose 100ml
- Stone riser with Scarlet Poppy, Taif Rose, Amber Labdanum 100ml testers
- Amber Labdanum 100ml, 50ml

SHELF 4

- Rich & Floral Cologne Intense 50ml, 100ml
Add Taif Rose
- Warm & Amber Cologne Intense 50ml, 100ml
Add Amber Labdanum

SHELF 5

- Myrrh & Tonka Body Creme, Body & Hand Wash, Diffuser
- Velvet Rose & Oud Body Creme, Body & Hand Wash, Home Candle



SIGNAGE

BATH & BODY BAY: NRE

SHELF 1

- Bay Header

SHELF 2

- Red Roses
- Nectarine Blossom & Honey
- Blackberry & Bay
- Poppy & Barley
- Orange Blossom
- Mimosa & Cardamom
- Pomegranate Noir

SHELF 3

- Purify Shower Gel
- Revitalise Body Gel-Cream
- Revitalise Exfoliating Soap
- Enrich Shower Cream
- Enrich Body Balm
- Restore Body Oil
- Restore Body Treatment Scrub

SHELF 4

- English Pear & Freesia
- Peony & Blush Suede
- Wild Bluebell

SHELF 5

- Wood Sage & Sea Salt
- Lime Basil & Mandarin
- Feature plaster hand holding x3 Soaps, followed by remaining lineup

SHELF 6

- Hand Crèmes on tray
- Bath & Body Intense by scent family
- Stone riser with Vitamin E Collection

LARGE



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SIGNAGE

Just because you care
Scents to make them feel cared for. Indulge them with a gift for self and skin, chosen from our new Care Collection.

To Purify
Clarify skin and hair and feel renewed with the Purify Shower Gel. Infused with a stimulating herbaceous aroma of hyssop, myrtle and juniper essential oils.

To Revitalize
Refresh skin and feel uplifted with the Revitalize Exfoliating Soap and Body Gel-Cream. Infused with the aromatic citrus aroma of lemon peel, bay laurel and verbena essential oils.

To Enrich
Condition skin and feel comforted with the Enrich Shower Cream and Body Balm. Infused with a warm floral aroma of rose, camomile and cedarwood essential oils.

To Restore
Illuminate skin and feel replenished with the Restore Body Oil, infused with relaxing white floral notes and soothing essential oils, and the Body Treatment Scrub, infused with a distinctive honey aroma.

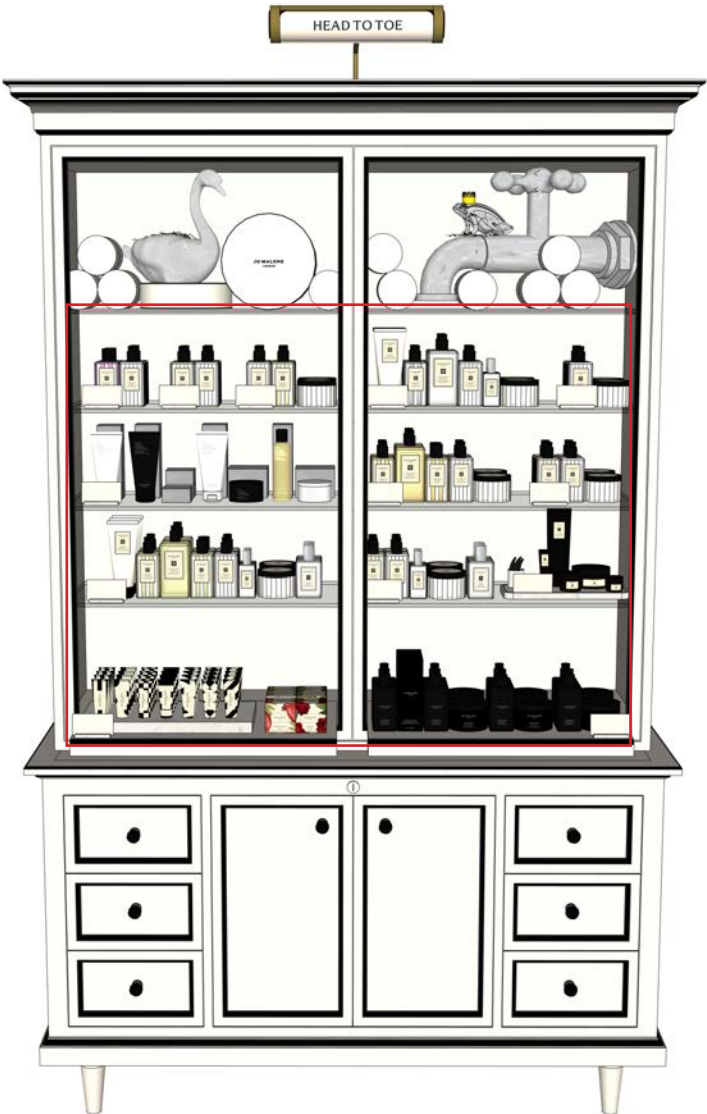
BATH & BODY BAY: CLASSIC

- SHELF 1
- Bay Header
- SHELF 2
- Red Roses
 - Poppy & Barley
 - Nectarine Blossom & Honey
 - Wood Sage & Sea Salt
 - Orange Blossom
 - Mimosa & Cardamom
 - Pomegranate Noir
- SHELF 3
- Peony & Blush Suede
 - Purify Shower Gel
 - Revitalise Body Gel-Cream
 - Revitalise Exfoliating Soap
 - Enrich Shower Cream
 - Enrich Body Balm
 - Restore Body Oil
 - Restore Body Treatment Scrub
 - Lime Basil & Mandarin
- SHELF 4
- Bath & Body Intense by scent family
 - English Pear & Freesia
 - Blackberry & Bay
 - Wild Bluebell
- SHELF 5
- Bath & Body Intense by scent family
 - Hand Crèmes on tray
 - Stone riser with Vitamin E Collection
 - Feature plaster hand holding x3 Soaps, followed by remaining lineup

LARGE



SMALL



SIGNAGE

Just because you care Scents to make them feel cared for. Indulge them with a gift for self and skin, chosen from our new Care Collection.	To Purify Clarify skin and hair and feel renewed with the Purify Shower Gel. Infused with a stimulating herbaceous aroma of hyssop, myrtle and juniper essential oils.	To Revitalise Refresh skin and feel uplifted with the Revitalise Exfoliating Soap and Body Gel-Cream. Infused with the aromatic citrus aroma of lemon peel, bay laurel and verbena essential oils.	To Enrich Condition skin and feel comforted with the Enrich Shower Cream and Body Balm. Infused with a warm floral aroma of rose, camomile and cedarwood essential oils.	To Restore Illuminate skin and feel replenished with the Restore Body Oil, infused with relaxing white floral notes and soothing essential oils, and the Body Treatment Scrub, infused with a distinctive honey aroma.
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HOME BAY: NRE

SHELF 1

- Bay Header (reset to Evergreen)

SHELF 2

- Hero fragrance Intense story on stone riser with stock behind
- Home Candle on books with stock behind
- Diffuser Intense
- Deluxe Candle Intense

SHELF 3

- Deluxe Candle
- Bookend with Home Collection story
- Deluxe Candle

SHELF 4

- Hero fragrance story on stone riser with stock behind
- Home Candle
- Diffuser
- Hero fragrance story on stone riser with stock behind

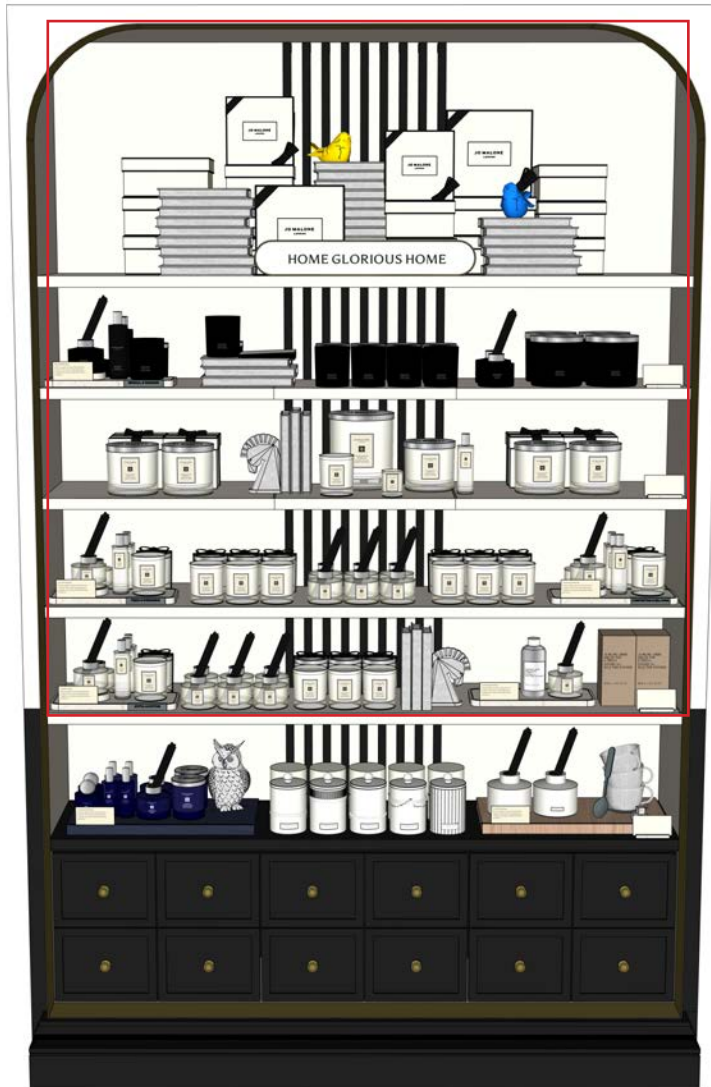
SHELF 5

- Hero fragrance story on stone riser with stock behind
- Diffuser
- Home Candle with bookend
- Stone riser with Diffuser Refill and Diffuser followed by stock

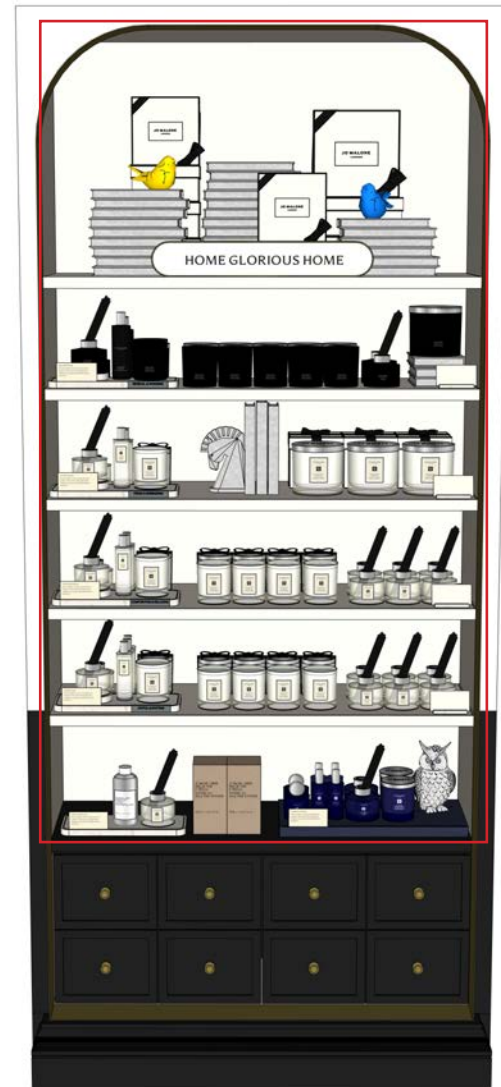
SHELF 6

- Night Collection on riser with small owl
- Townhouse Candle
- Townhouse Diffuser on riser with cups

LARGE



SMALL



SIGNAGE

HOME BAY: CLASSIC

SHELF 1

- Bay Header (reset to Evergreen)

SHELF 2

- Home Collection story
- Hero fragrance story on stone riser with stock behind
- Home Candle
- Diffuser with bookend
- Deluxe Candle

SHELF 3

- Diffuser
- Hero fragrance story on stone riser with stock behind
- Home Candle
- Stone riser with Diffuser Refill and Diffuser with stock behind

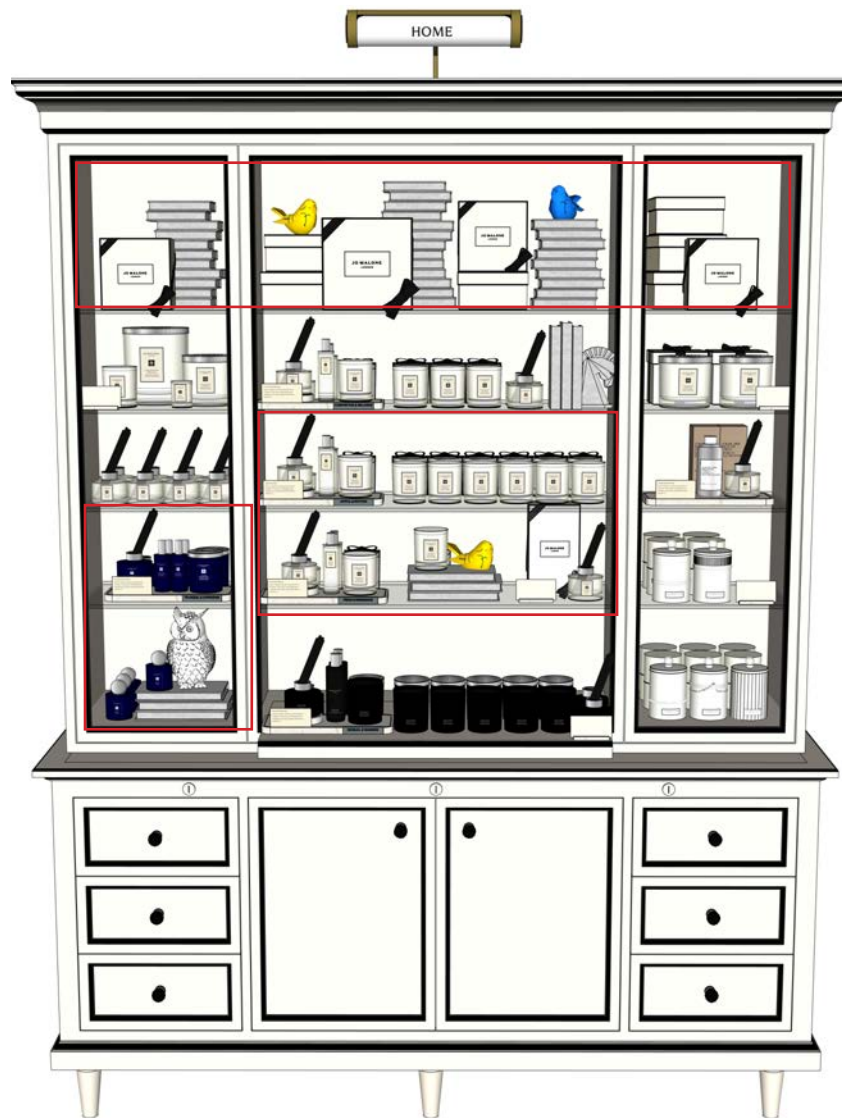
SHELF 4

- Night Collection on stone riser with stock behind
- Hero fragrance story on stone riser with stock behind
- Best-Selling Home Candle on books
- Best-Selling Diffuser + Gift Box
- Townhouse Candle

SHELF 5

- Night Collection Cologne
- Hero fragrance Intense story on stone riser with stock behind
- Home Candle Intense
- Diffuser Intense
- Townhouse Candle

LARGE



SMALL



SIGNAGE

MEN'S EDIT: NRE

SHELF 1

- Bay Header (reset to Evergreen)

SHELF 2

- Wooden riser with Huntsman Cologne Collection 100ml testers followed by stock
- Huntsman Home Candle

Without Huntsman

- Wooden riser with Myrrh & Tonka, Dark Amber & Ginger Lily, and Oud & Bergamot 100ml testers followed by stock
- Myrrh & Tonka Body & Hand Wash, Diffuser, and Home Candle

SHELF 3

- Wooden riser with Cypress & Grapevine cologne testers followed by stock
- Gifting Story: Cypress & Grapevine Body & Hand Wash, All Over Body Spray (USA only)
- Cypress & Grapevine Home Candle, Body & Hand Wash, All Over Body Spray (USA only)

SHELF 4

- Wooden riser with Amber Labdanum cologne testers followed by stock
- Gifting Story: Amber Labdanum 100ml

SHELF 5

- Wooden riser with Shaving Cream and Aftershave Moisturizer testers
- Gifting story: Cypress & Grapevine Body & Hand Wash and Aftershave Moisturizer
- Shaving Cream
- Aftershave Moisturizer

SHELF 6

- Gifting Stories with Men's Best-Selling products
- Cypress & Grapevine Lifestyle Duo



Option without Huntsman

SIGNAGE

MEN'S EDIT: CLASSIC

SHELF 1

- Bay Header (reset to Evergreen)

SHELF 2

- Wooden riser with Huntsman Cologne Collection 100ml testers with stock behind
- Huntsman Home Candle

Without Huntsman

- Wooden riser with Myrrh & Tonka, Dark Amber & Ginger Lily, and Oud & Bergamot 100ml testers with stock behind
- Myrrh & Tonka Body & Hand Wash, Diffuser, and Home Candle

SHELF 3

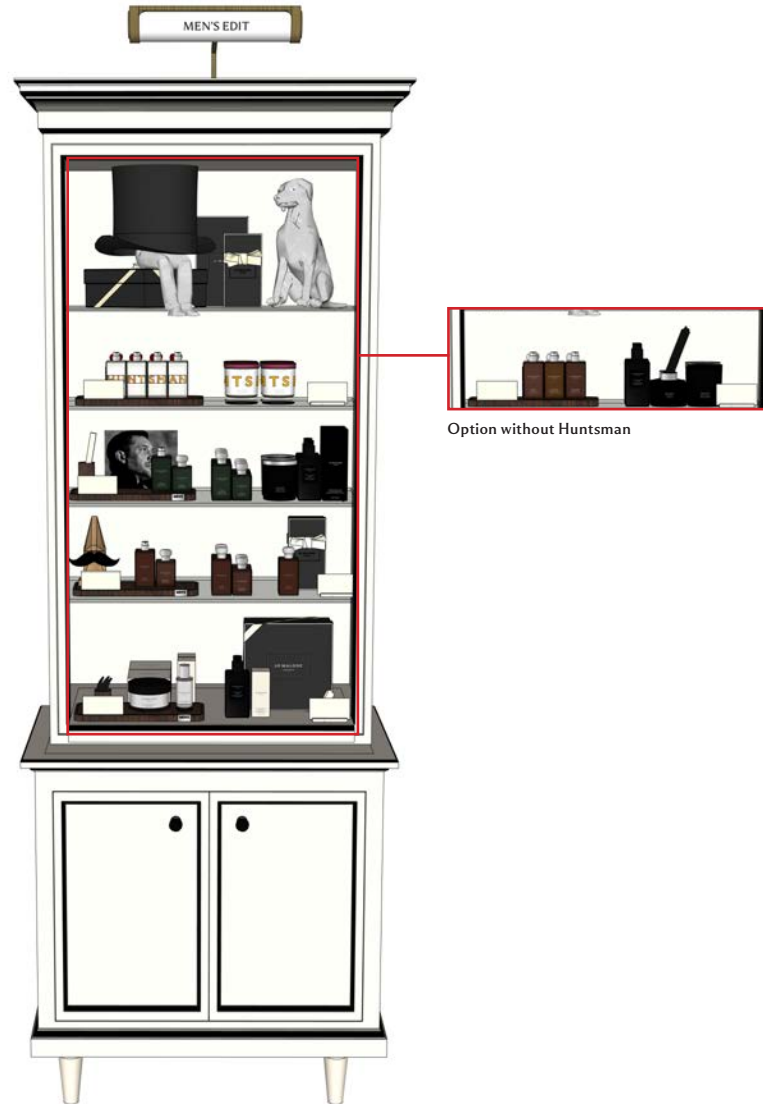
- Wooden riser with Cypress & Grapevine cologne testers followed by stock
- Cypress & Grapevine Home Candle, Body & Hand Wash, All Over Body Spray (USA only)

SHELF 4

- Wooden riser with Amber Labdanum cologne testers followed by stock
- Gifting Story: Amber Labdanum 100ml

SHELF 5

- Wooden riser with Shaving Cream and Aftershave Moisturizer testers with stock behind
- Gifting story: Cypress & Grapevine Body & Hand Wash and Aftershave Moisturizer



SIGNAGE

CASH WRAP: SMALL

A

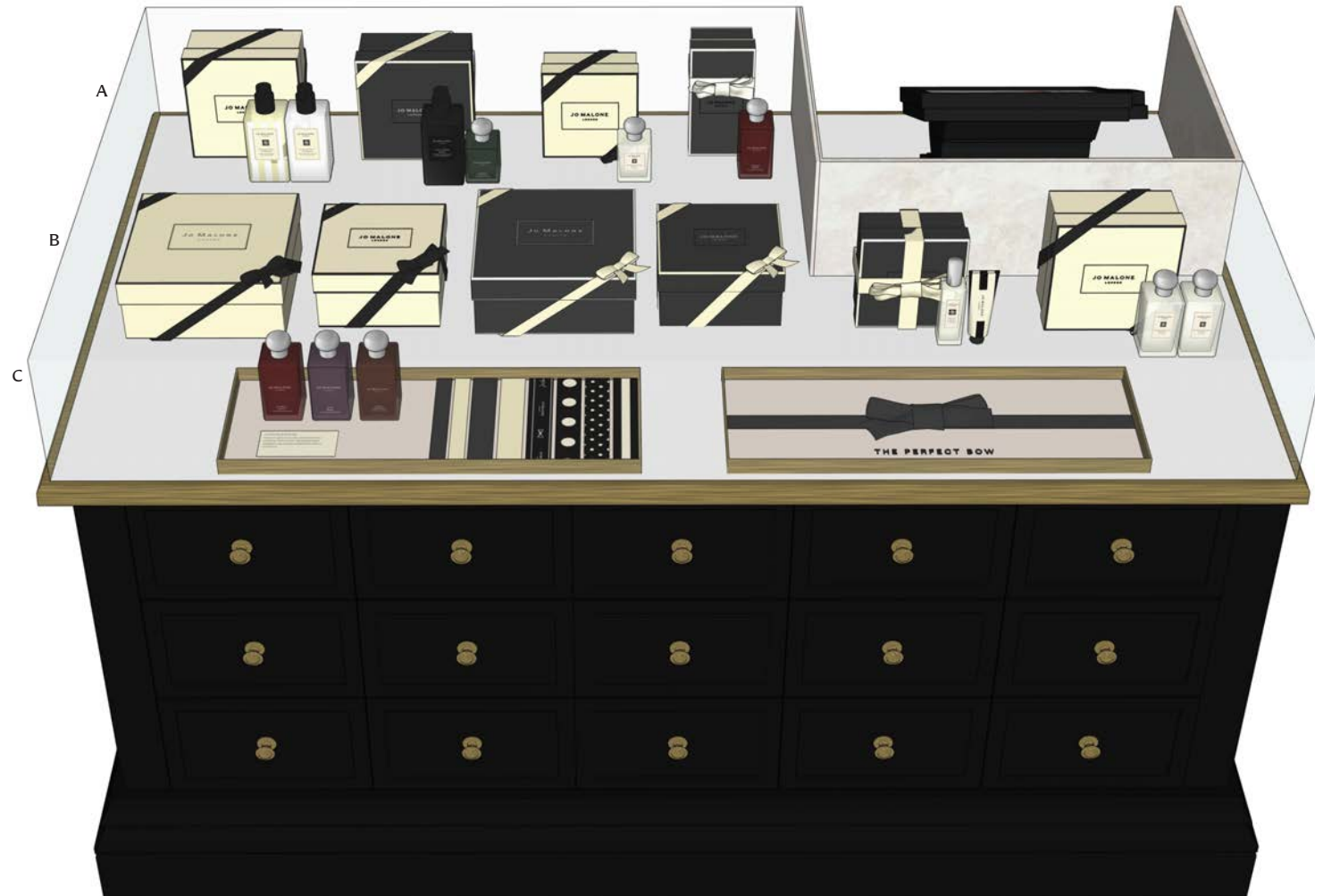
- Feature Best-Selling products + gift boxes

B

- Gift boxes
- Feature Best-Selling products + gift boxes

C

- On the Tray: Scarlet Poppy, Taif Rose, Amber Labdanum 100mls, ribbons
- The Perfect Bow Tray



CASH WRAP: LARGE

A

- Feature Best-Selling products + gift boxes

B

- Feature Best-Selling products + gift boxes

C

- Personalization Charms tray
- Stone riser with Scarlet Poppy, Taif Rose, Amber Labdanum 100mls
- Stone riser with personalized Colognes
- Ribbons tray



TASTING BAR

- Feature Care Collection on stone round risers

LARGE



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SIGNAGE

Just because you care
Scents to make them feel cared for. Indulge them
with a gift for self and skin, chosen from our new
Care Collection.

COLOGNE STORIES

COLOGNE

The Herb Garden - Garden Gnome Prop

- Lime Basil & Mandarin
- Grapefruit
- Basil & Neroli --> Orange Marmalade upon B&N Sell Through
- Earl Grey & Cucumber --> Double-face Lime Basil & Mandarin upon EG&C Sell Through

The Orchard - Pear w/Ladder and Butterfly Prop

- English Pear & Freesia
- English Pear & Sweet Pea
- Fig & Lotus Flower
- Nectarine Blossom & Honey

The Countryside - Bluebells and Hare Prop

- Blackberry & Bay
- Wild Bluebell
- Poppy & Barley
- Honeysuckle & Davana

The Flower Garden - Teacup, Saucer and Rose Prop

- Red Roses
- Orange Blossom
- Peony Blush & Suede
- Mimosa & Cardamom

The English Coast - Stone Stack and Seagull Prop

- Wood Sage & Sea Salt

The Woods - Tree Stump and Snail Prop

- Silver Birch & Lavender
- English Oak & Hazelnut
- Pomegranate Noir

COLOGNE INTENSE

Rich & Floral

- Tuberose Angelica
- Red Hibiscus
- Jasmine Sambac & Marigold
- Scarlet Poppy
- Taif Rose
- Velvet Rose & Oud

Warm & Amber

- Oud & Bergamot
- Cypress & Grapevine
- Hinoki & Cedarwood
- Dark Amber & Ginger Lily
- Myrrh & Tonka
- Vetiver & Golden Vanilla
(Archived - Continue to Sell Through)
- Amber Labdanum

Kilian Paris

Visual Merchandising SP26 Jan- June





Large Tray
*FSS & Top doors only



Small Tray

IMPORTANT NOTE

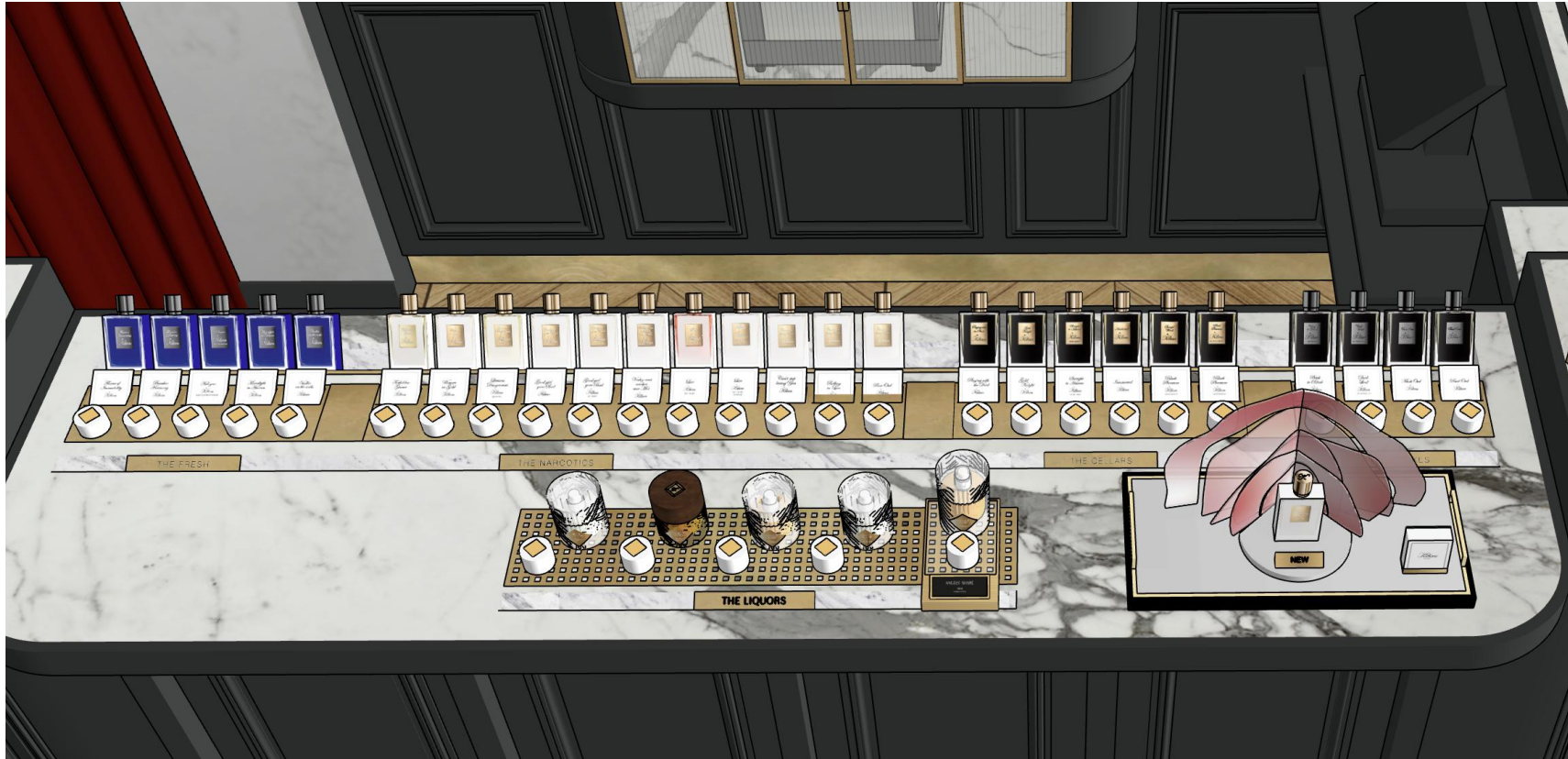


Remove from all counters and
trash insert & riser





Bar – option 2



HERO'S

ERO'S MERCHANDISING



LARGE TRAY LIQUORS



1



KIT LARGE TRAY + LARGE TOP MIRROR
N550600001

3



LIQUORS RISER
N4HN600001

5



BLOTTERS HOLDER
N3J5700001

2

PERFUMES TO DISPLAY :
Angels' share 50ml
Angels' Share Paradis 50ml
Angels' Share on the Rocks 50ml
Apple Brandy 50ml

4



«LIQUORS» TAG
N4HR600001

SMALL TRAY LIQUORS



1



KIT SMALL TRAY + SMALL TOP MIRROR
N54Y600001

3



LIQUORS RISER
N4HN600001

2

PERFUMES TO DISPLAY :
Angel's share 50ml
Angel's share Paradis 50ml
Angel's share on the Rocks 50ml
Apple brandy 50ml

4



«LIQUORS» TAG
N4HR600001



1



KIT PERFUMERY TRAY + MIRROR TOP
N54X600001

3



LIQUORS RISER
N4HN600001

2



PERFUMES TO DISPLAY :
Angel's share 100ml
Angels Share on the Rocks 100ml

4



TEXT DISPLAY NEW
N04O600001



NEW TAGS WILL BE MAILED TO STORES SOON



AS 100ml,
ASP 50ml,
Apple Brandy 50ml,
Old fashioned 50ml, ASOTR 100 ml

LARGE TRAY NARCOTICS



1



KIT LARGE TRAY + LARGE TOP MIRROR
N550600001

3



TEXT DISPLAY ICON
N041600001

5



BLOTTERS HOLDER
N3J5700001

2



PERFUMES TO DISPLAY :
GGGB 50ml / 100ml
Love DBS 50ml / 100ml



1



KIT SMALL TRAY + SMALL TOP MIRROR
N54Y600001

3



TEXT DISPLAY ICON
N04I600001

2



PERFUMES TO DISPLAY :
GGGB 50ml / 100ml
Love DBS 50ml / 100ml



1



KIT PERFUMERY TRAY + MIRROR TOP
N54X600001

3



TEXT DISPLAY ICON
N04I600001

2



PERFUMES TO DISPLAY :
GGGB 100ml
Love DBS 100ml

Large Tray Narcotics + Her Majesty



1



KIT LARGE TRAY + LARGE TOP MIRROR
N550600001

3

TEXT DISPLAY NEW

5



BLOTTERS HOLDER
N3J5700001

2



PERFUMES TO DISPLAY :
LDBS 50ml / 100ml
Her Majesty
50ml/100ml

LaMer

Visual Merchandising SP26 Jan- June



LA MER

NA MERCHANDISING GUIDELINES - 02/01/2026 UPDATE

ALL DOORS

THE *NEW* REJUVENATING EYE CREAM

START TO VISIBLY REVERSE 8 SIGNS
OF EYE AGING IN 1 NIGHT*

23% VISIBLE REDUCTION OF
UNDER EYE LINES IN 12 WEEKS**

POWERED BY COLLAGEN-SUPPORTING RPC-6
AND BIOENERGETIC MIRACLE BROTH™

NEW



*Based on clinical study. **Based on clinical study. See clinical study for details. © 2025 L'Oréal Paris. All rights reserved. L'Oréal Paris, the L'Oréal Paris logo, and the L'Oréal Paris slogan are registered trademarks of L'Oréal Paris. All other trademarks are the property of their respective owners.

LA MER

LIGHTBOX ARTWORK - VIDEO - LAUNCH UNIT - PLUG & PLAY 02/01/2026 ALL DOORS

Lightbox Artwork



REC Artwork
(ALL DOORS)

Doors with TV's



REC Video
In newness location
(ALL DOORS)



REC Launch Unit RNC
(ALL DOORS)

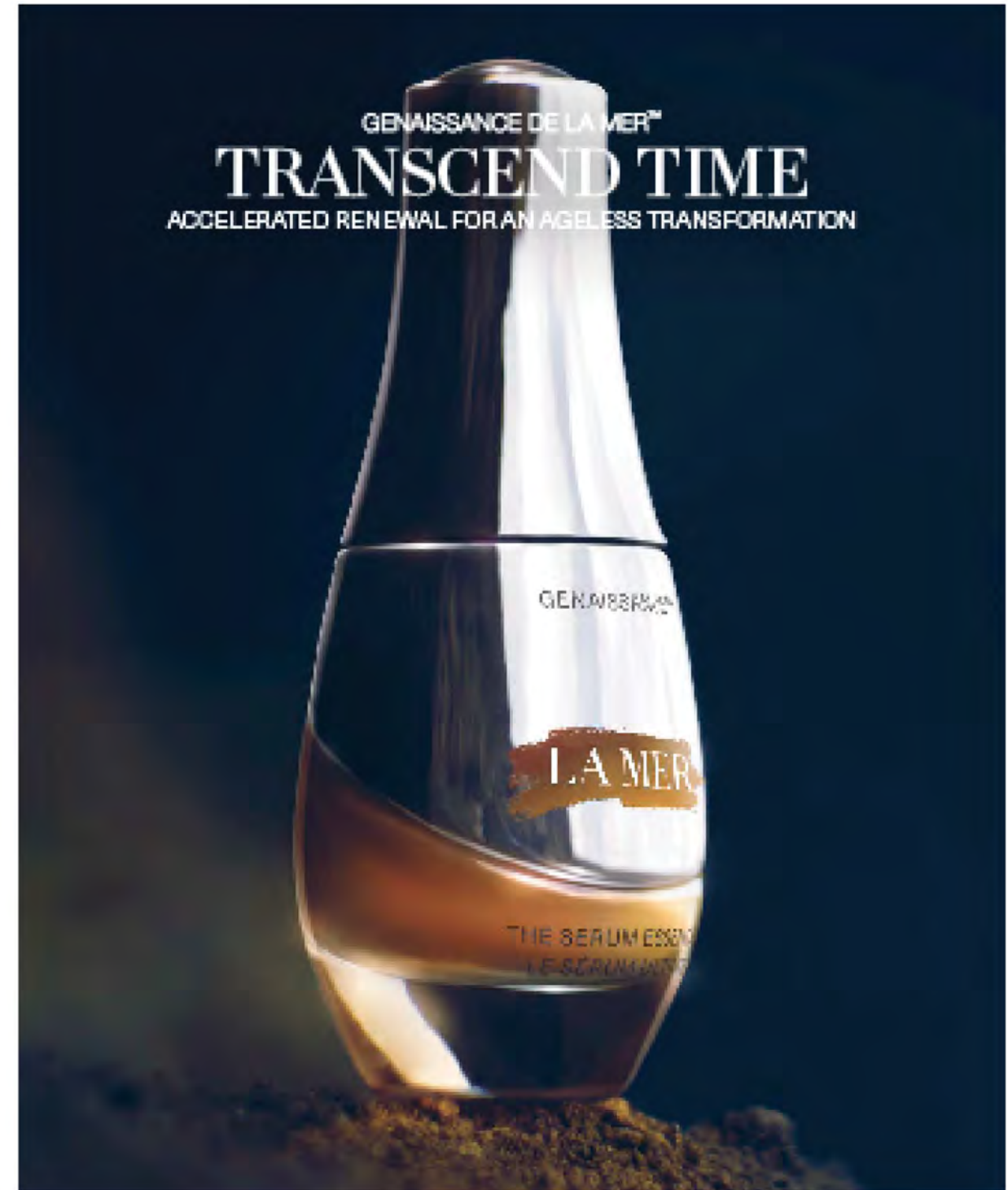


Secondary Plug & Play
(ALL DOORS)

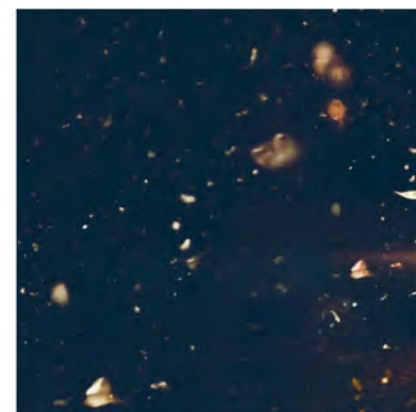
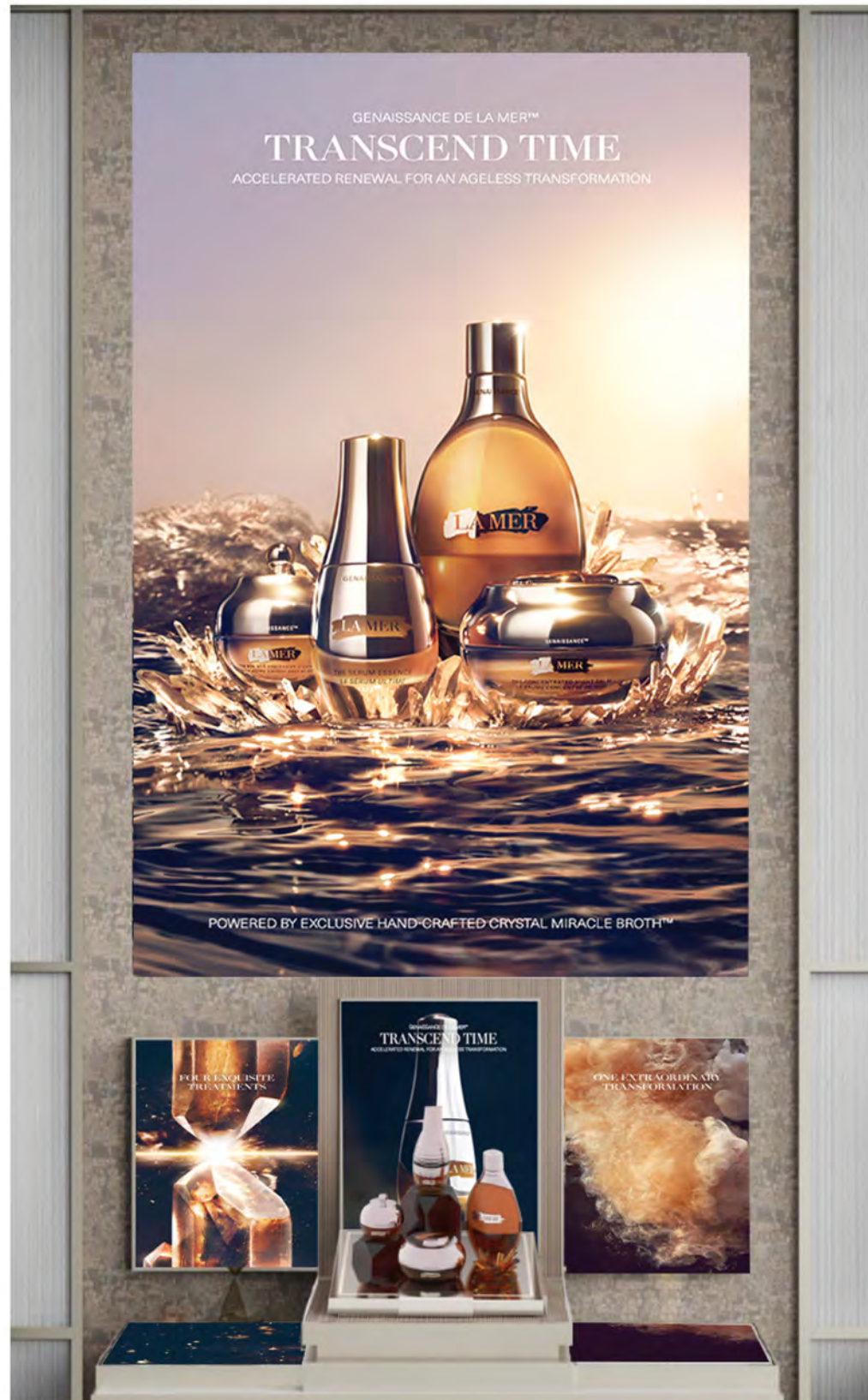
Place REC and REC
Applicator here.
REC Riser will be drop shipped.
Tracking on newsletter.

NO UPDATES

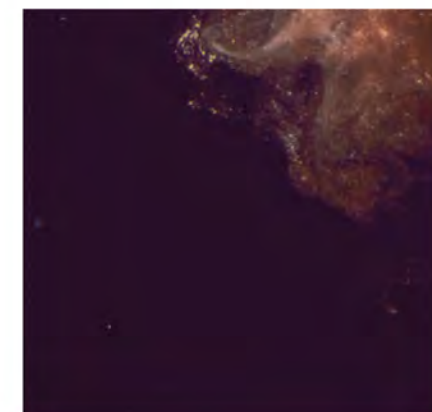
ALL DOORS
ARTWORK CODE:468D700001



NO UPDATES



The GDLM Unit



LA MER

LAUNCH UNIT - 02/01/2026 ALL DOORS

ALL DOORS
ARTWORK CODE: 177997-0



REC Launch Unit
Use REC launch riser.

Rejuvenating Eye Cream Applicator
Code: 46BM70



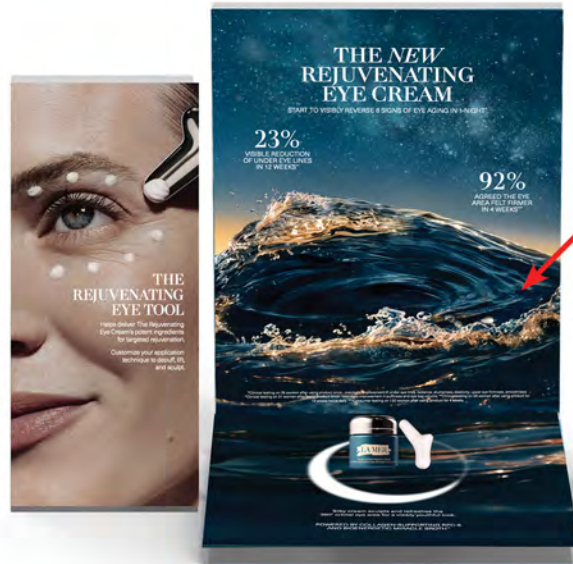
Litho Backer



Base

ALL DOORS
ARTWORK CODE: 177999-0

Place REC here.
Add ONE moisture risers from
previous RNC launch.



Secondary Plug & Play Unit



Vertical block



Backer

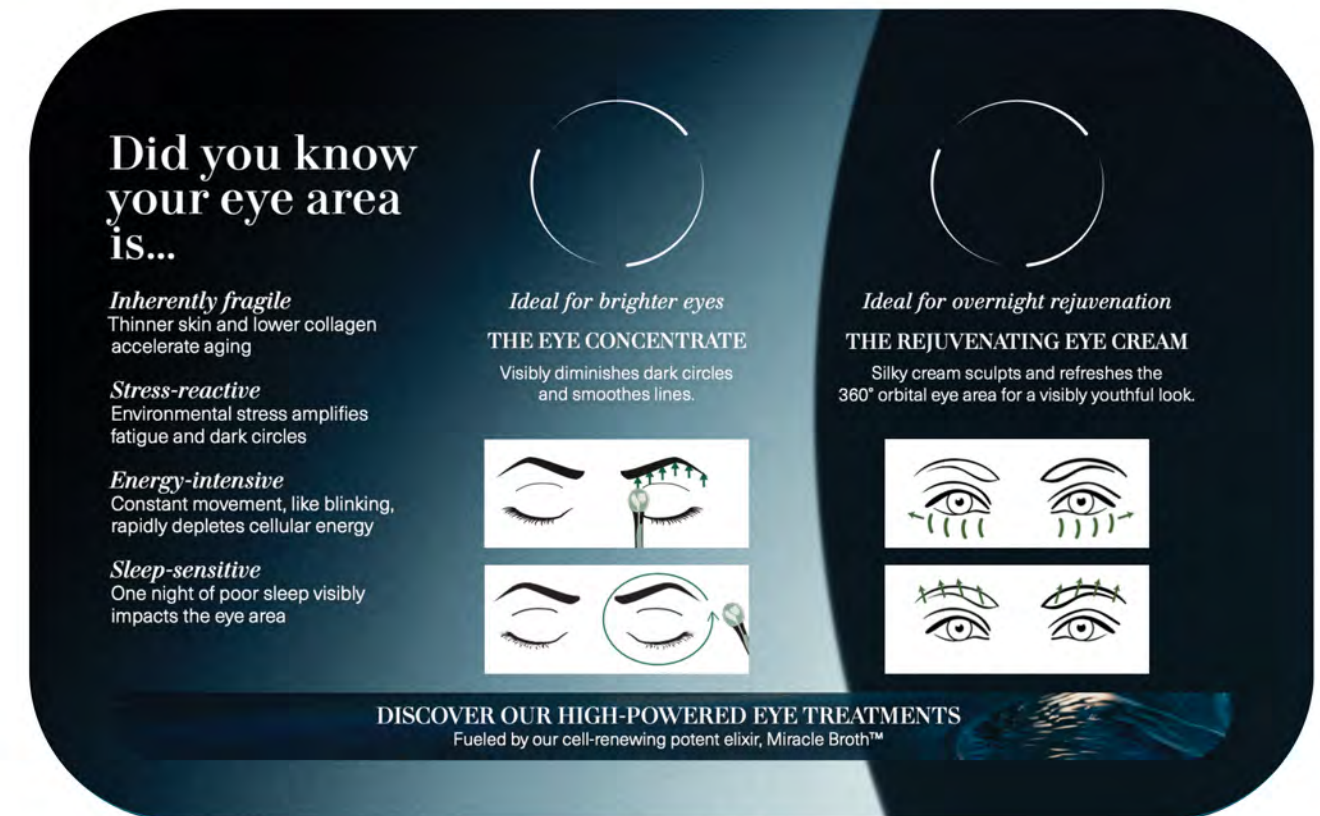


Base

NEW ACTIVATION TRAY
CODE: PT02-25
173109-0



CURRENTLY SHOWING A THE REC / RENEWAL
OIL ARTWORK INSERT.



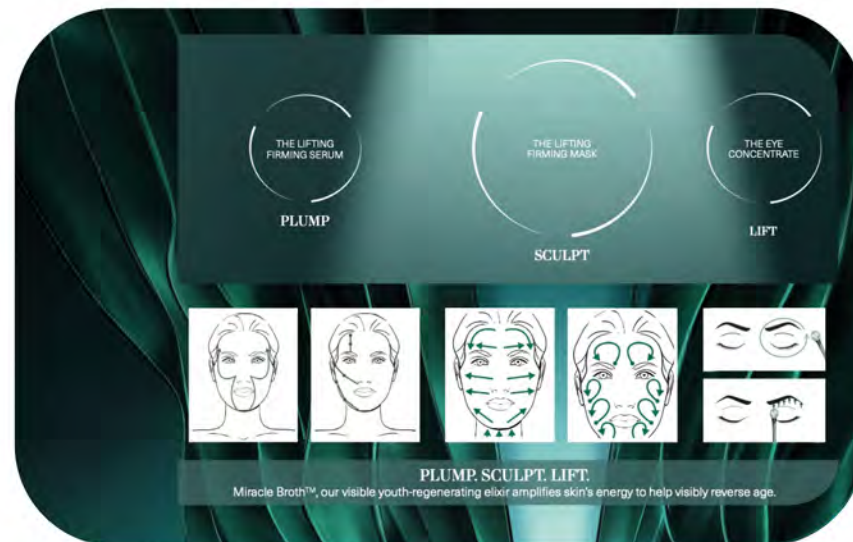
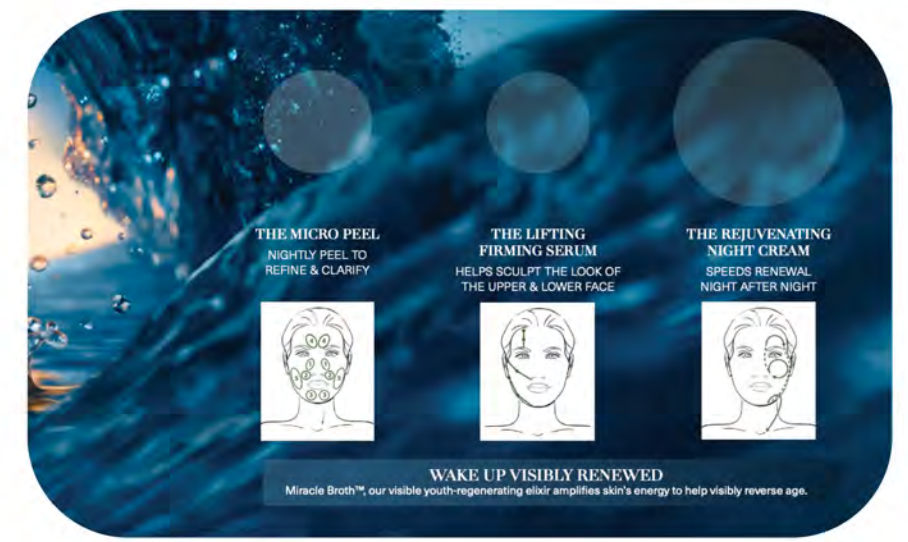
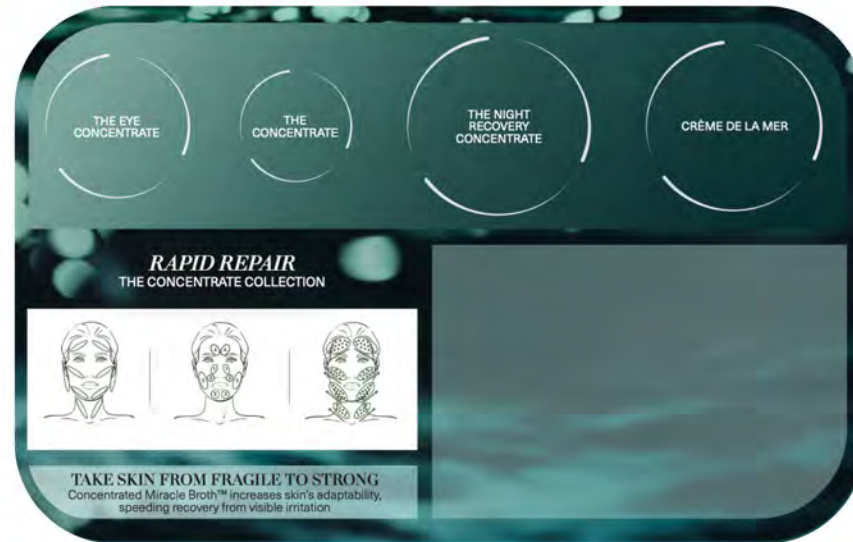
FRONT: REC



BACK: RENEWAL OIL

OTHER ACTIVATION TRAY INSERT ARTWORKS TO KEEP IN ROTATION

Store these under under the leather mat of the
activation tray to keep them all in one place.



THE CONCENTRATE TRAY INSERT

THE MIRACLE BROTH TRAY INSERT

THE RNC TRAY INSERT

LA MER

MOISTURE TESTING TRAY -02/01/2026 ALL DOORS

NO UPDATES

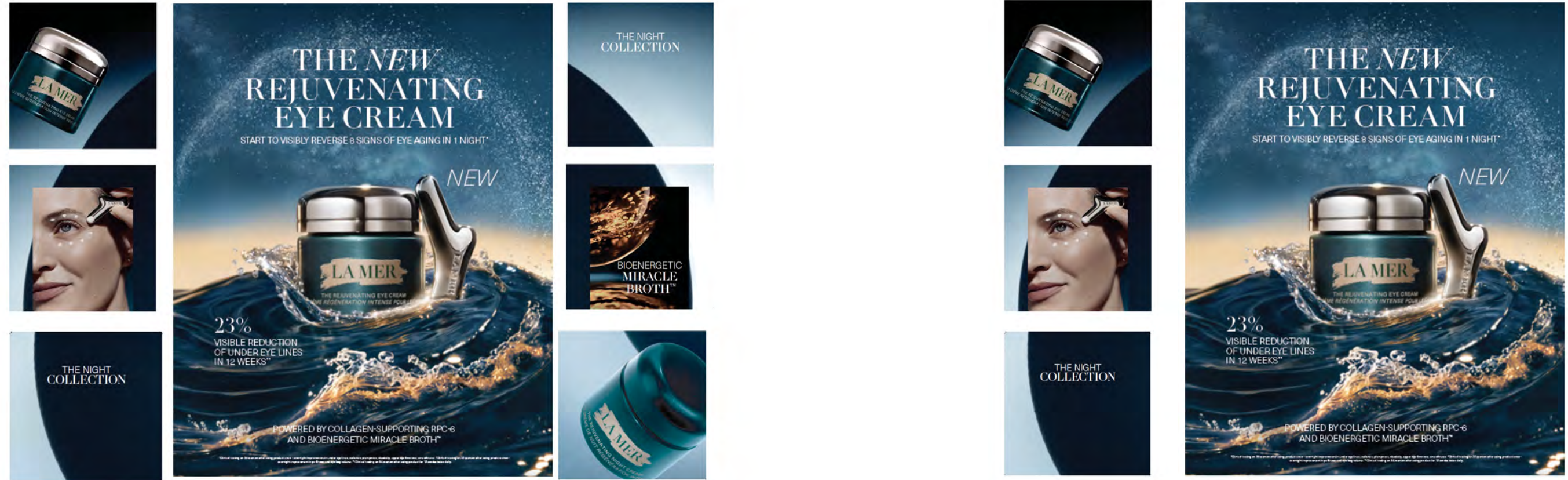
MOISTURE TESTING TRAY
CODE: PT01-25



PUT MOISTURIZERS HERE.

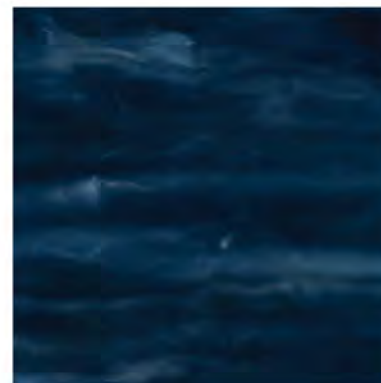
LA MER

NICHE GUIDELINES - 02/01/2026 ALL DOORS

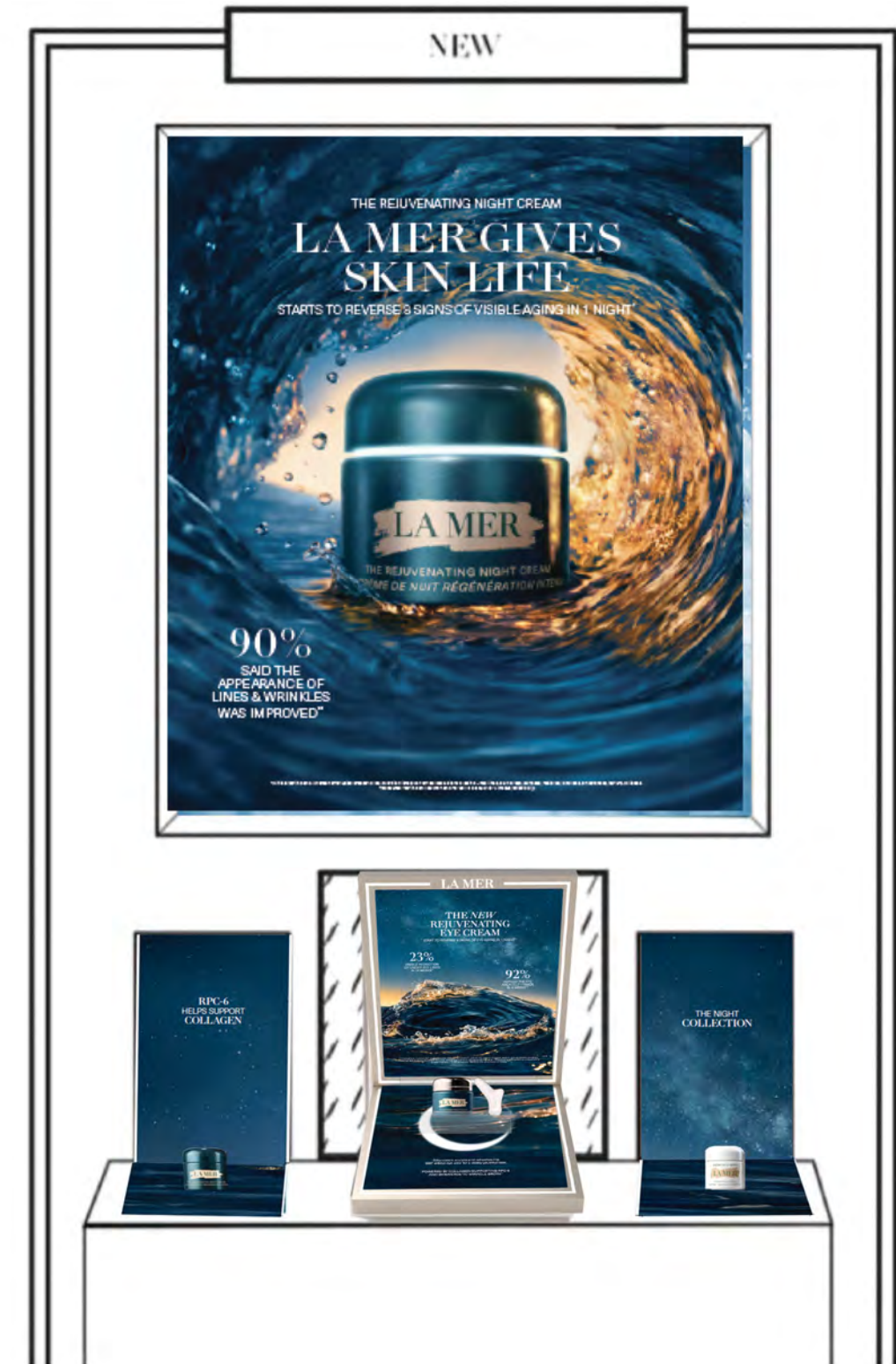
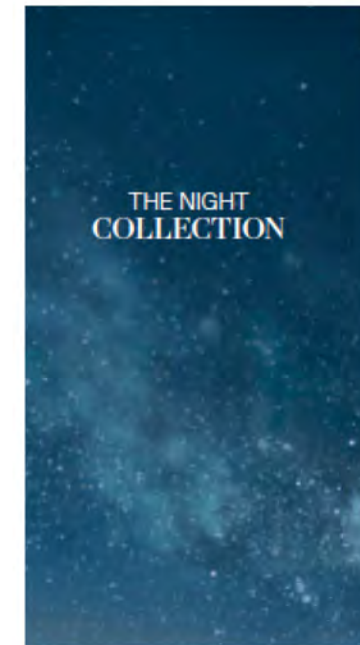


LA MER

NEWNESS BAY GUIDELINES - 02/01/2026 ALL DOORS



MERCHANDISE REC.
USE REC PUCK
(ALL DOORS)



LA MER

PLAYTABLE ENDCAP GUIDELINES -02/01/2026 ALL DOORS



MERCHANDISE WITH THE FOUR MOISTURIZERS

LA MER

600 ROUND TABLE GUIDELINES - 02/01/2026 ALL DOORS

Merchandise REC AND RNC
on the left platform.



Merchandise REC
on the top platform.

Merchandise RNC
on the right platform.

FEBRUARY UPDATES
CODES WILL BE UNDER EACH
TILE THAT NEEDS UPDATING.



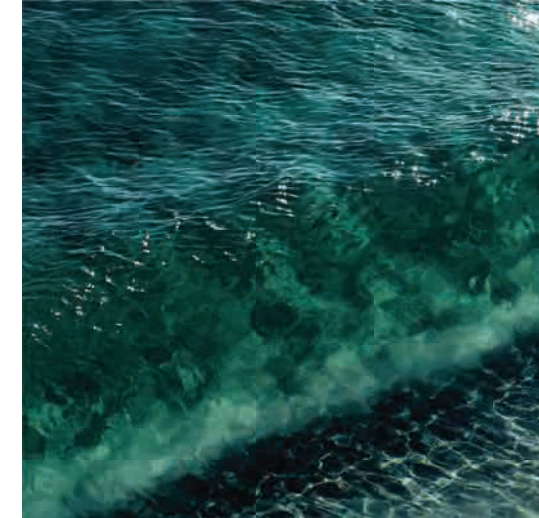
FRONT BACKER 1



FRONT BACKER 2



FRONT BACKER 3



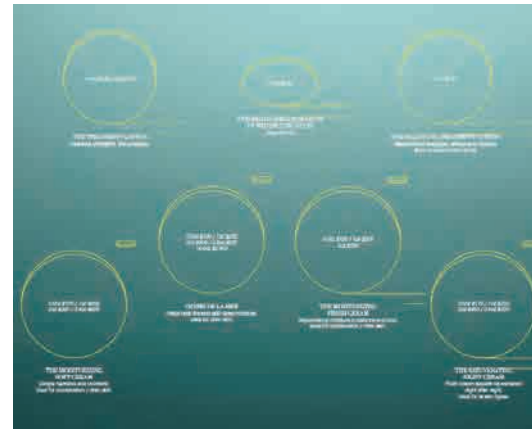
BACKER 1



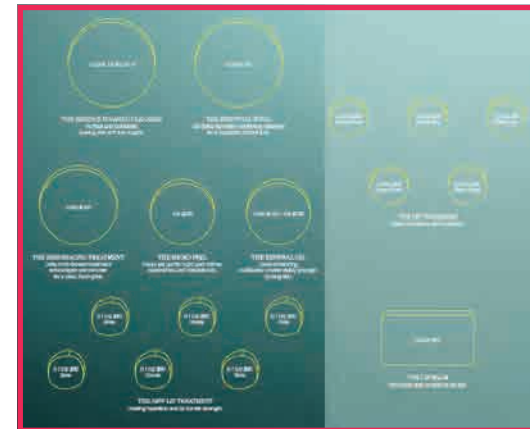
BACKER 2



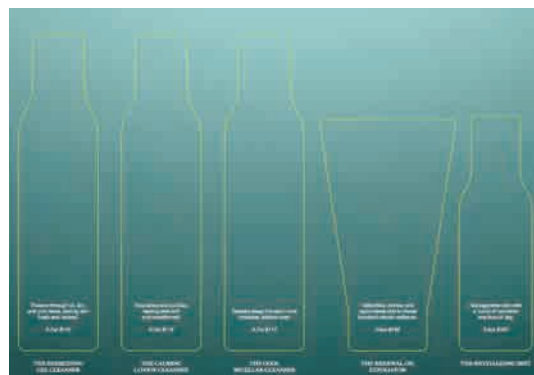
LOCATION 1
47DX-60-0001



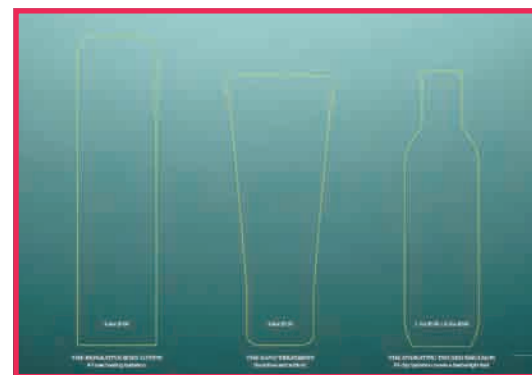
LOCATION 2



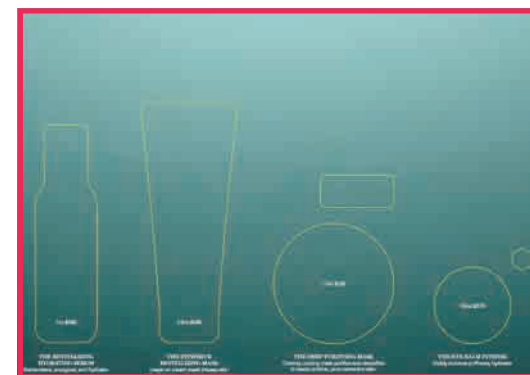
LOCATION 3
47DY-60-0001



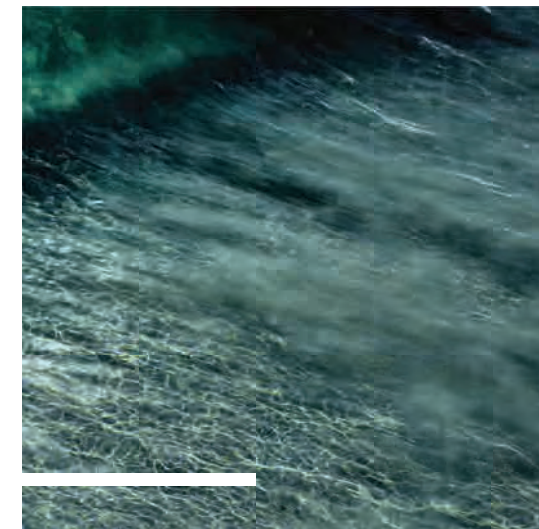
LOCATION 4



LOCATION 5
47DZ-60-0001



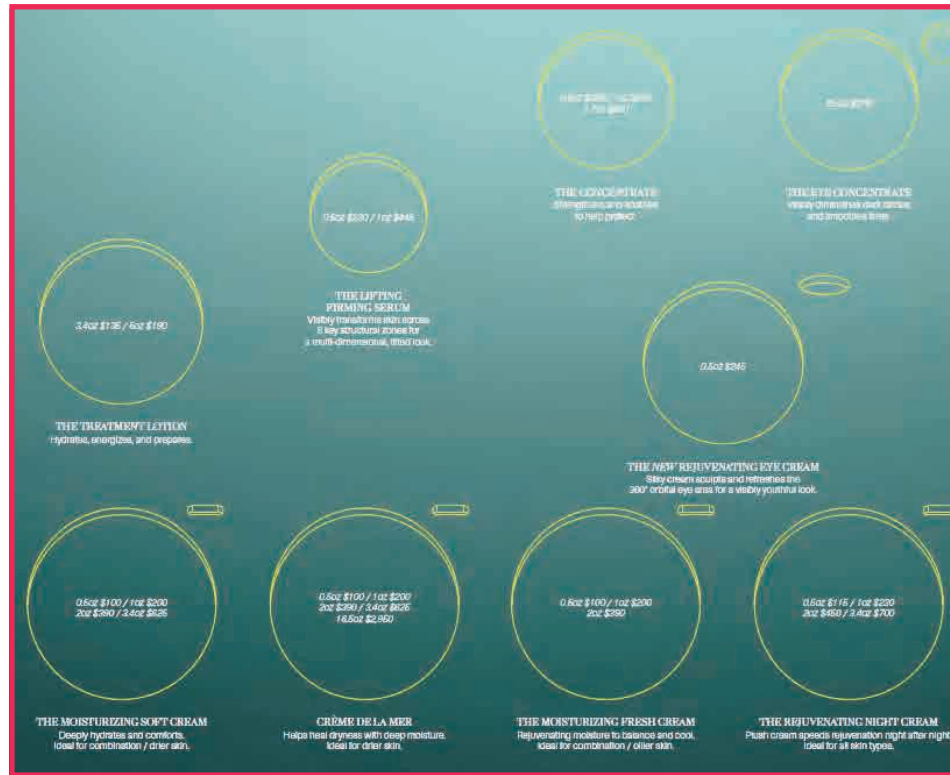
LOCATION 6
47EB-60-0001



BACKER 3

FEBRUARY UPDATE
BOTH TILES WILL UPDATE

(TOP)
47ED-60-0001

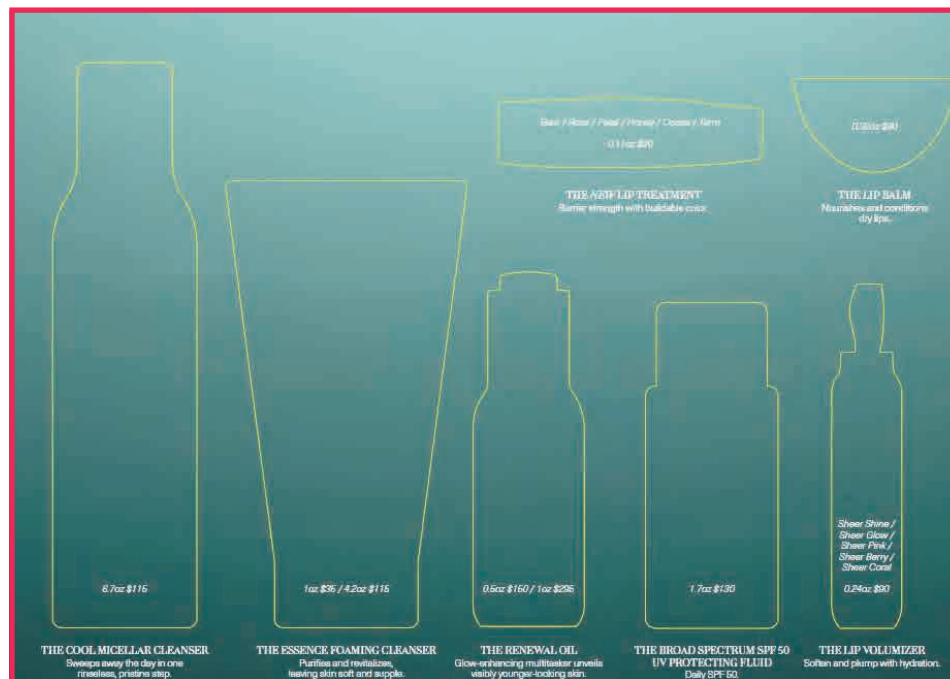


FRONT BACKER



BACKER

(BOTTOM)
47EQ-60-0001



NO UPDATES



NEW LITTLE LUX ARTWORK
ALL DOORS
47GB700001



OLD LITTLE LUX ARTWORK
REMOVE AND DISCARD.

LITTLE LUXURIES
TRAVEL-READY TREATMENTS
Try our best-sellers, infused with Miracle Broth™ to energize skin for visible age reversal.

FIND YOUR IDEAL MOISTURIZER

CRÈME DE LA MER
Dry skin / 0.5oz \$100

THE MOISTURIZING FRESH CREAM
Combination / oilier skin / 0.5oz \$100

THE MOISTURIZING SOFT CREAM
Combination / dry skin / 0.5oz \$100

THE REJUVENATING NIGHT CREAM
All skin types / 0.5oz \$115



2

THE TREATMENT LOTION Hydrates & preps with serum-strength 3.4oz \$135	THE LIFTING FIRMING SERUM Lifts & Firms 0.5oz \$225	THE RENEWAL OIL Anti-aging, glow-enhancing multi-tasker 0.5oz \$150	THE CONCENTRATE Strengthens & Stabilizes 0.5oz \$225
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3

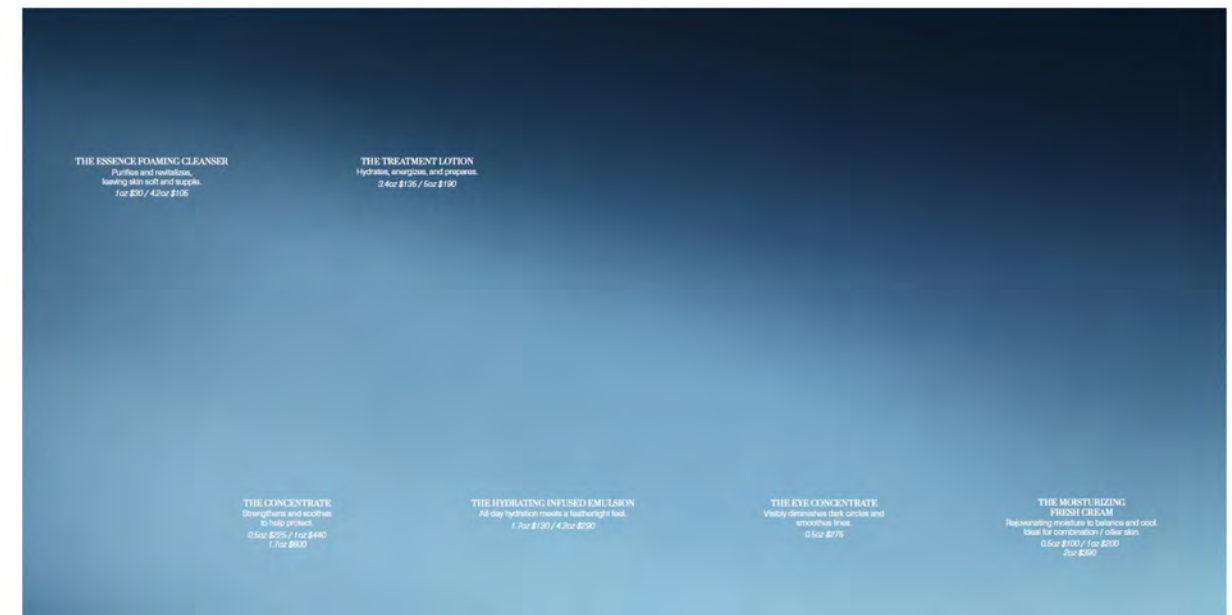


4

THE ESSENCE FOAMING CLEANSER Purifies & revitalizes leaving skin soft & supple 1oz \$30	THE MOISTURIZING SOFT CREAM Plumps & Soothes Ideal for combination / dry skin 0.5oz \$100	THE REJUVENATING NIGHT CREAM Speeds rejuvenation Ideal for all skin types 0.5oz \$115	THE NIGHT RECOVERY CONCENTRATE Accelerates barrier repair & reduces irritation 0.5oz \$240
---	---	---	--

5

Trend Unit
Artwork Code:
 46BX-60 BACKER
 46ZR-70 BACKSIDE
 46ZS-70 SRP AND PULL TABS



NO UPDATES



FRONT SIDE



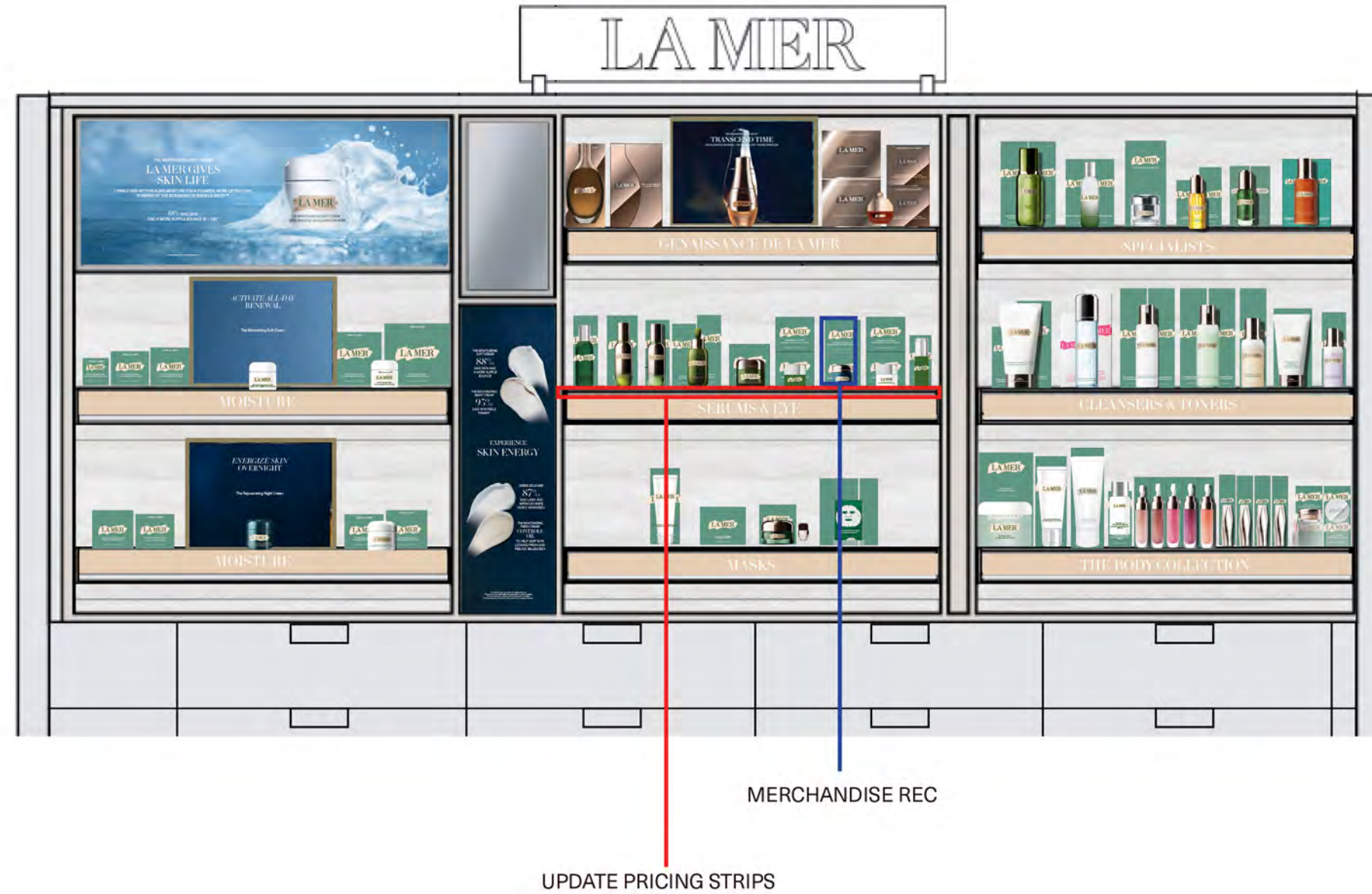
BACK SIDE

LA MER

NORDSTOM INNOVATION DOOR 3 BAY 02/01/2026 ALL DOORS

 NEW ARTWORK

 NEW PRODUCT

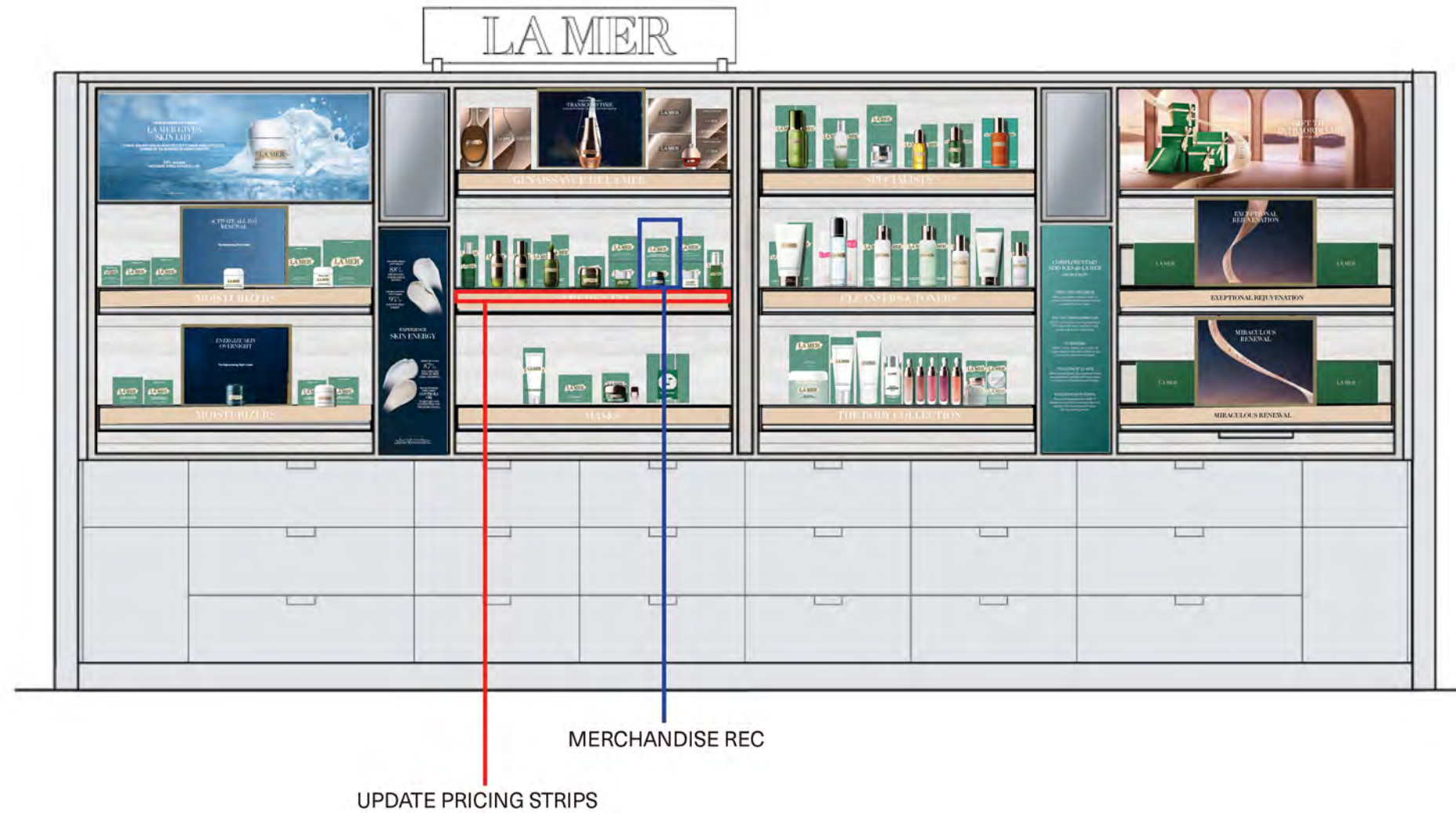


LA MER

NORDSTOM INNOVATION DOOR 4 BAY 02/01/2026 ALL DOORS

 NEW ARTWORK

 NEW PRODUCT



NORDSTOM INNOVATION DOOR 5 BAY 02/01/2026 ALL DOORS

NEW PRODUCT



MERCHANDISE RNC

NORDSTOM INNOVATION DOOR 6 BAY 02/01/2026 ALL DOORS

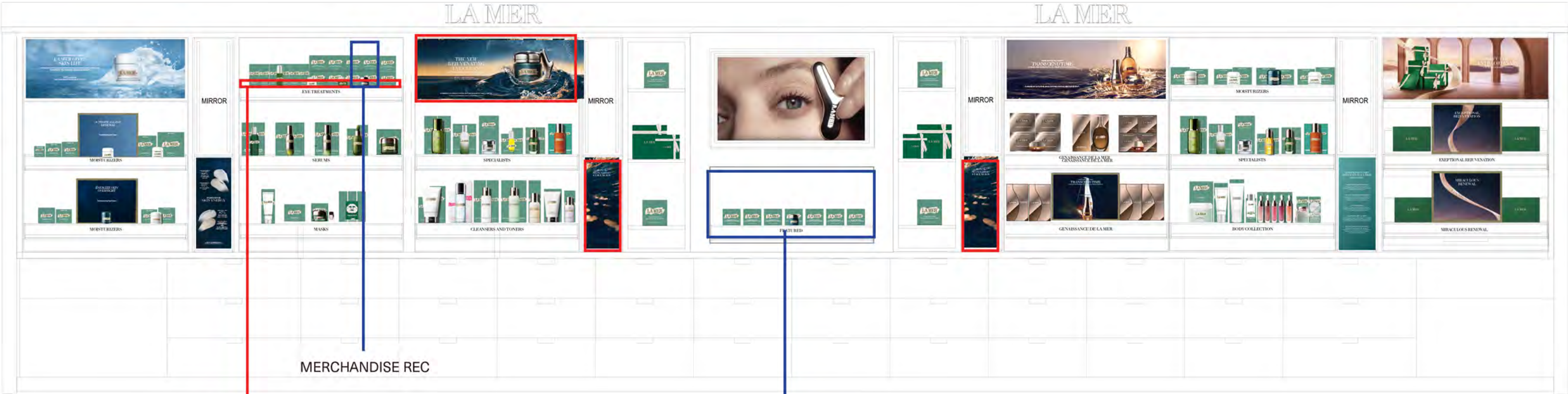
NEW PRODUCT



LA MER

NORDSTOM INNOVATION DOOR 7 BAY - 02/01/2026 ALL DOORS

- NEW ARTWORK
- NEW PRODUCT



UPDATE PRICING STRIPS

MERCHANDISE REC

MAC

Visual Merchandising SP26 Jan- June





FY26
JANUARY
VISUAL MERCHANDISING
GUIDELINES

OCD
01/08/2026

FREE STANDING STORES

GUIDELINES OVERVIEW

COLLATERAL OVERVIEW

NOW ON COUNTER

LIGHTBOX CADENCE

NEW PRODUCT LAUNCH (NPL)

GOODBY SIGNANGES

TOC TEMPLATE UPDATES

INSTORE VISUAL MERCHANDISING

COLLATERAL OVERVIEW

LIGHTBOXES PRIORITIES



GRWM
EVERGREEN



PRIORITY #1



PRIORITY #2



PRIORITY #3

NPL DISPLAYER



Powder Kiss Haze Tiles



Makeup Artist Cleansers Tiles

STAND ALONE



Spring Collection

NOW ON COUNTER

This is a list of VM displayer your counter should have:



NPL DISPLAYER 01



NPL DISPLAYER 02 (select doors)



Spring Collection



Mascara Spinner



VG Glam Overflow tray



Mannequin Trend Update



Dramming Unit



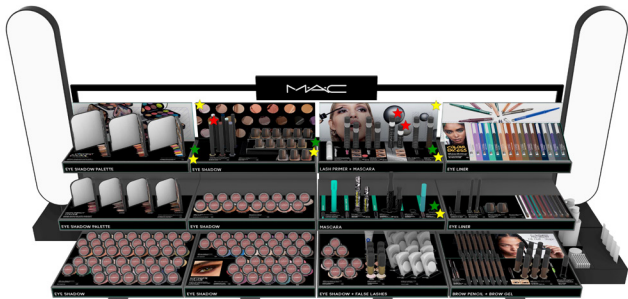
NUDES Collection Spinner Unit



Turquatic Displayer



TOC - LIP



TOC - EYE



TOC - FACE side A



TOC - FACE side B

LIGHTBOX CADENCE

LAUNCH LIGHTBOX PRIORITIES



GRWM
EVERGREEN

Each Store should have
one GRWM Lightbox up
and visible to consumers

+



PRIORITY #1



PRIORITY #2



PRIORITY #3

LIGHTBOXES CADENCE

December 2025 REMOVE ON 01/08		January 2026 OCD 01/08
	→	
	→	
	→	

NOTE:
IMAGE SELECTIONS ARE BASED UPON THE COUNT OF LIGHT BOXFRAMES AND/OR THE
CONSUMER DEMOGRAPHIC.

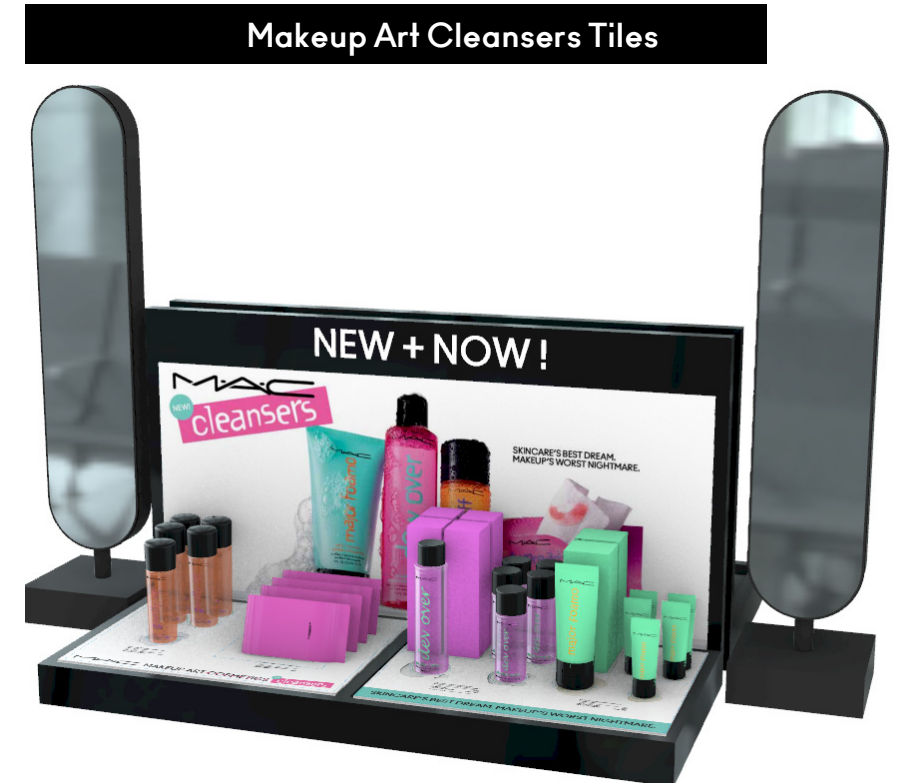
NEW PRODUCT LAUNCH - NPL DISPLAYER

This displayer is the new NEW PRODUCT LAUNCH (NPL) for MAC NA.
For stores that have received **two NPL** displayers, please place as following.
Stores that received **one NPL** will showcase only one launch

LIVE ON

Powder Kiss Haze Matte Tiles 01/08/26

Makeup Art Cleansers Tiles 12/26/25



Where possible, please place
both NPL displayers back to back

IMPORTANT

Always place this NPL facing the MAIN AISLE

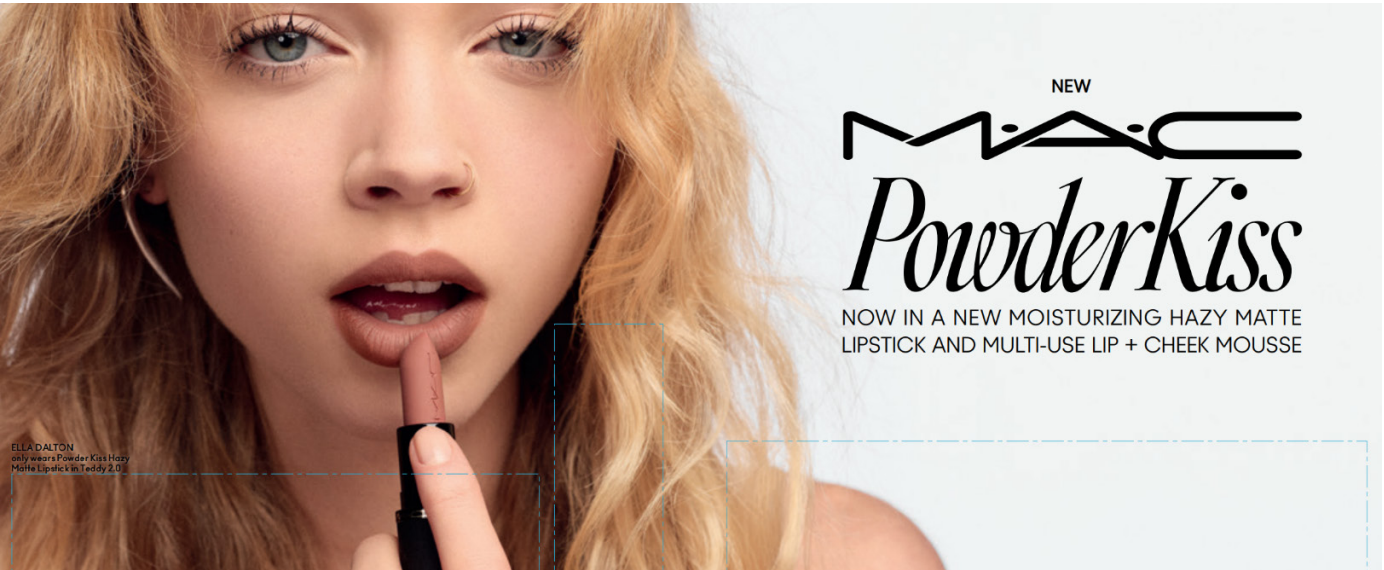
NEW PRODUCT LAUNCH - NPL DISPLAYER

Please follow product positioning for the Holiday Kits launch

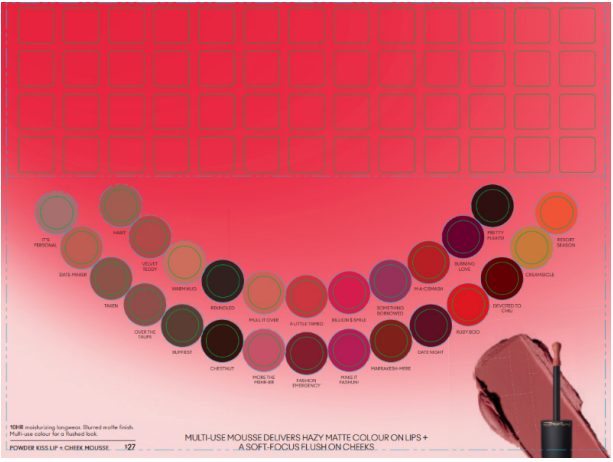
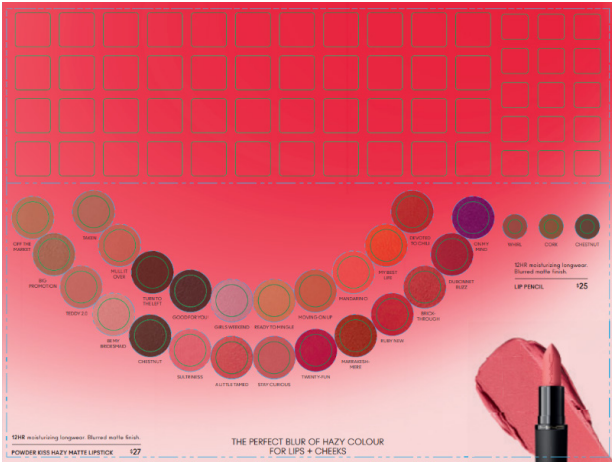
- Product list (Left to right)
- Powder Kiss Hazy Matte Lipstick x24
 - Lip Pencil x3
 - Powder Kiss Lip & Cheek Mousse x26

Please refer to IN STORE VISUAL MERCHANDISING page for correct placement in store

1 Back Riser



2 Bases



Graphic templates x2
Please merchandise with Holiday Kits



NEW PRODUCT LAUNCH - NPL DISPLAYER

Please follow product positioning for the Holiday Kits launch

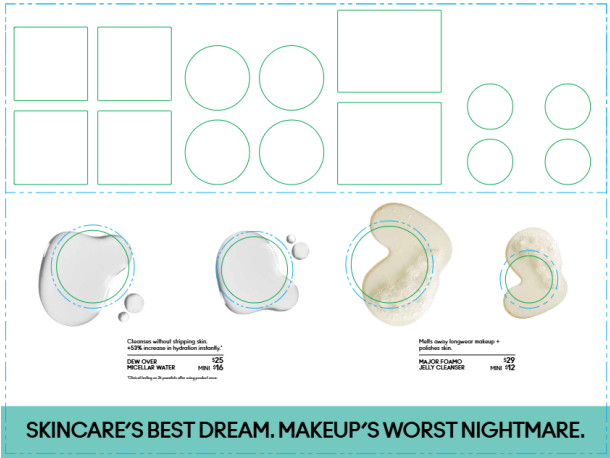
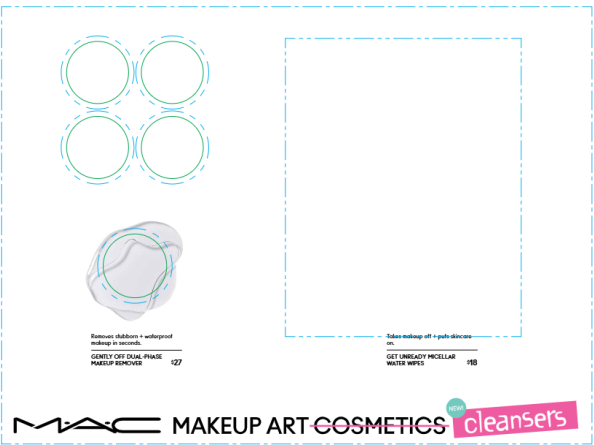
- Product list (Left to right)
- Gently off dual-phase makeup remover
 - Get unready micellar water wipes
 - Dew over micellar water (full)
 - Dew over micellar water (mini)
 - Major foamo jelly cleanser (full)
 - Major foamo jelly cleanser (mini)

Please refer to IN STORE VISUAL MERCHANDISING page for correct placement in store

1 Back Riser



2 Bases



Graphic templates x2
Please merchandise with Holiday Kits



SPRING COLLECTION

LIVE ON

Macy's - 01/15/26
All other retailers - 02/15/26

Please refer to IN STORE VISUAL MERCHANDISING page for correct placement in store

Please follow product positioning for the Disney Collection Kits launch

- Product list (Left to right)
- Fix + Original New Scent
 - Aura Glow Eye/Face/Body Paleta
 - Kaleidochrome Liquid Liner x2
 - Lip Pencil x3
 - Maxcimal Matte x3
 - Glowplay Lip Balm x2
 - Lipglass Blow Plumping Oil



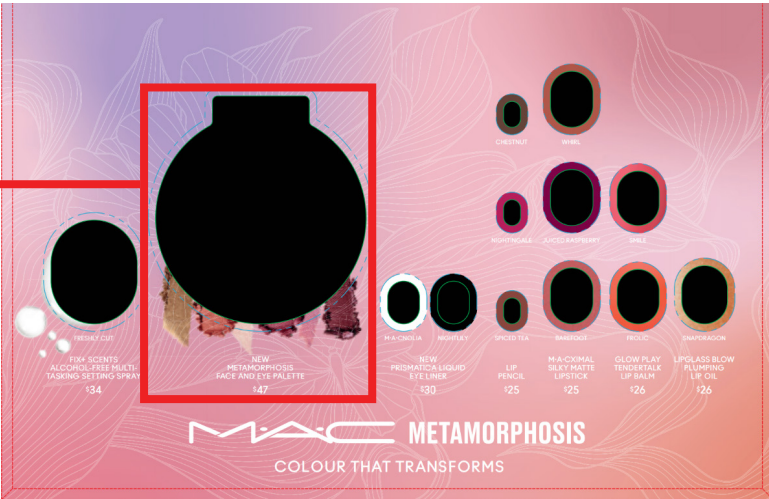
1 Back Riser



IMPORTANT

if your store didn't receive
the Aura Glow Palette,
please cover it with provided
plug

2 Bases



GOODBYE - SIGNAGE OVERVIEW

IMPORTANT

If your store does have it, please reach out to POS COE to request a new one.
At the end of this promotional period, please remember to carefully store these signages for next year.

LIVE ON

12/26/25 – March 2026 (or until supplies last) - End date to be confirmed

SELECT CHANNELS OF DISTRO

EASEL BACK

(4) 13.76”L x 4.26”
OVERFLOW TRAY

DOUBLESIDED POSTER

FLAT SHEET



GOODBYE - EASEL BACK

LIVE ON ●

12/26/25 – March 2026 (or until supplies last) - End date to be

Please follow instructions on where to position Signage

(4) 3.34”L X 6.49”
EASEL BACK

1



GOODBYE - OVERFLOW TRAY

LIVE ON

12/26/25 - March 2026 (or until supplies last) - End date to be

Please follow instructions on where to position Signage

Note: Use small and large overflow tray

(4) 13.76"L x 4.26"
OVERFLOW TRAY

1



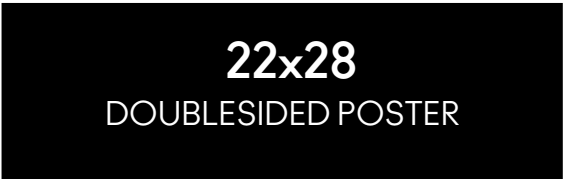
GOODBYE - DOUBLE SIDED POSTER

LIVE ON

12/26/25 - March 2026 (or until supplies last) - End date to be

Please follow instructions on where to position Signage

Select Channels of distro



1



GOODBYE - FLAT SHEET

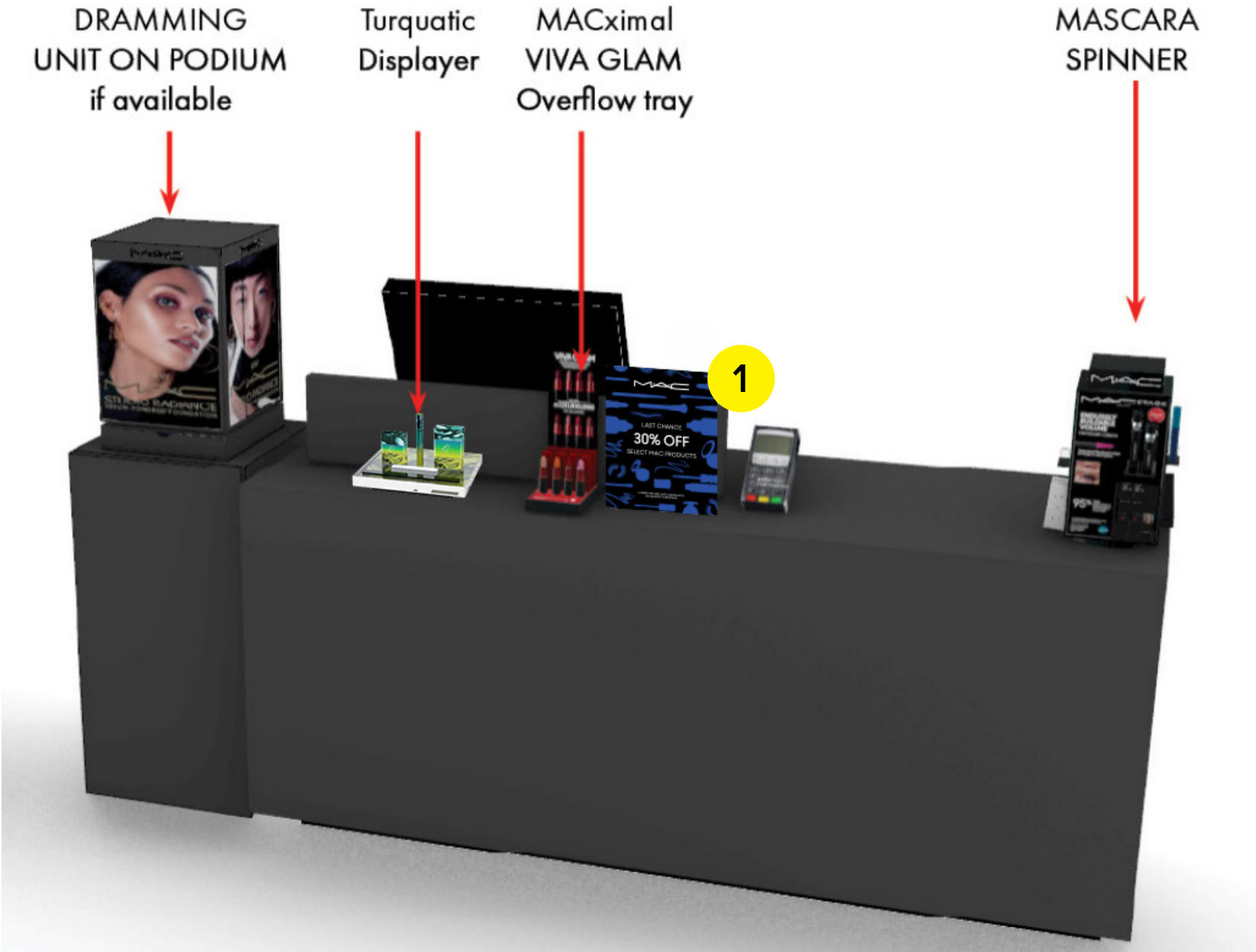
LIVE ON ●

12/26/25 – March 2026 (or until supplies last) - End date to be

Please follow instructions on where to position Signage

8.5" W x 11" L
FLAT SHEET

1

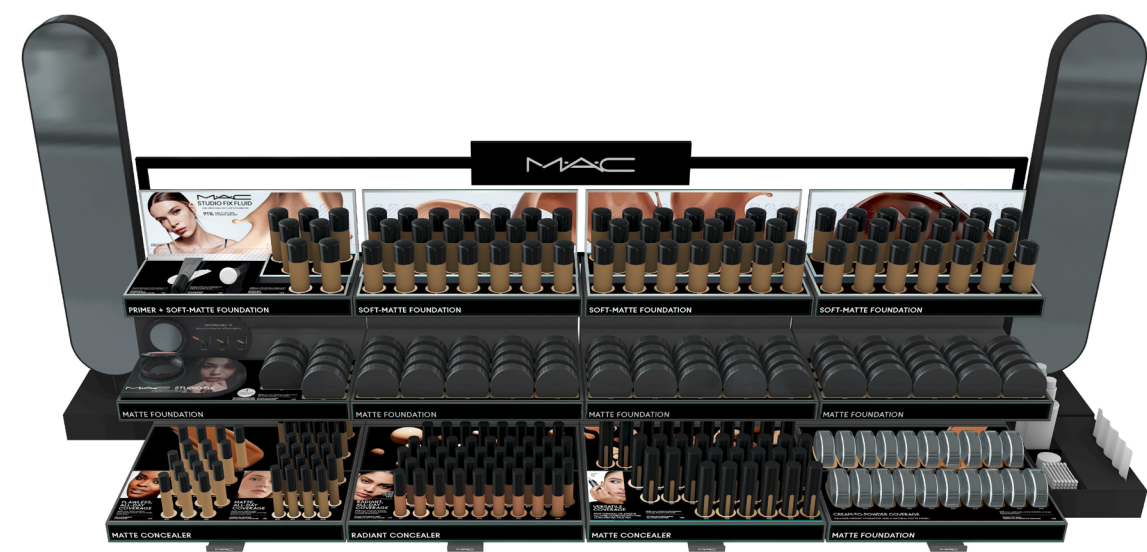


RED 2.0 TOP OF COUNTER

TOC will receive an update, and several templates will be moved or replaced. Below is a quick overview of all the templates that will be affected.

 = UPDATING

IMPORTANT Next TOC update coming on 01/08.



FACE - SIDE A

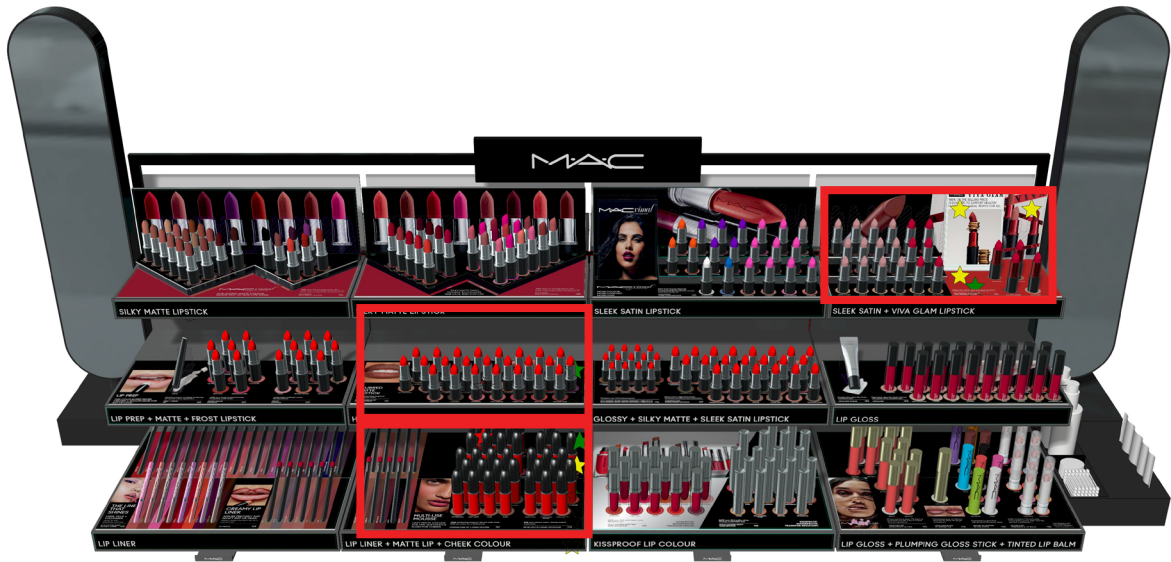


FACE - SIDE B

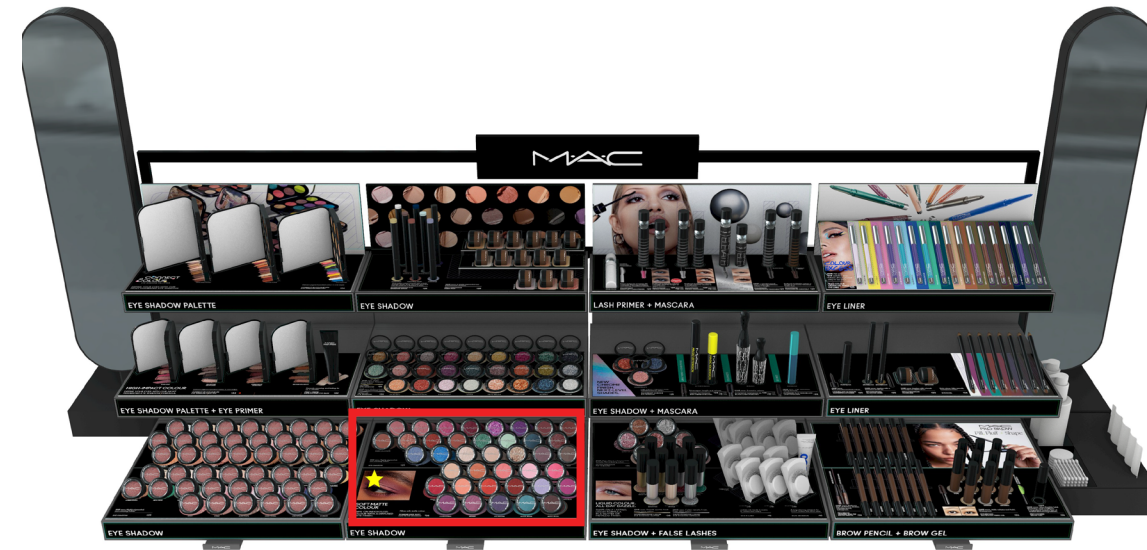
12/26/2025 OCD

Please remove the Hyper Real Water-light Creme plug as well as Project Nova plug

Correct Price Sticker to be added for new Wipes



LIP

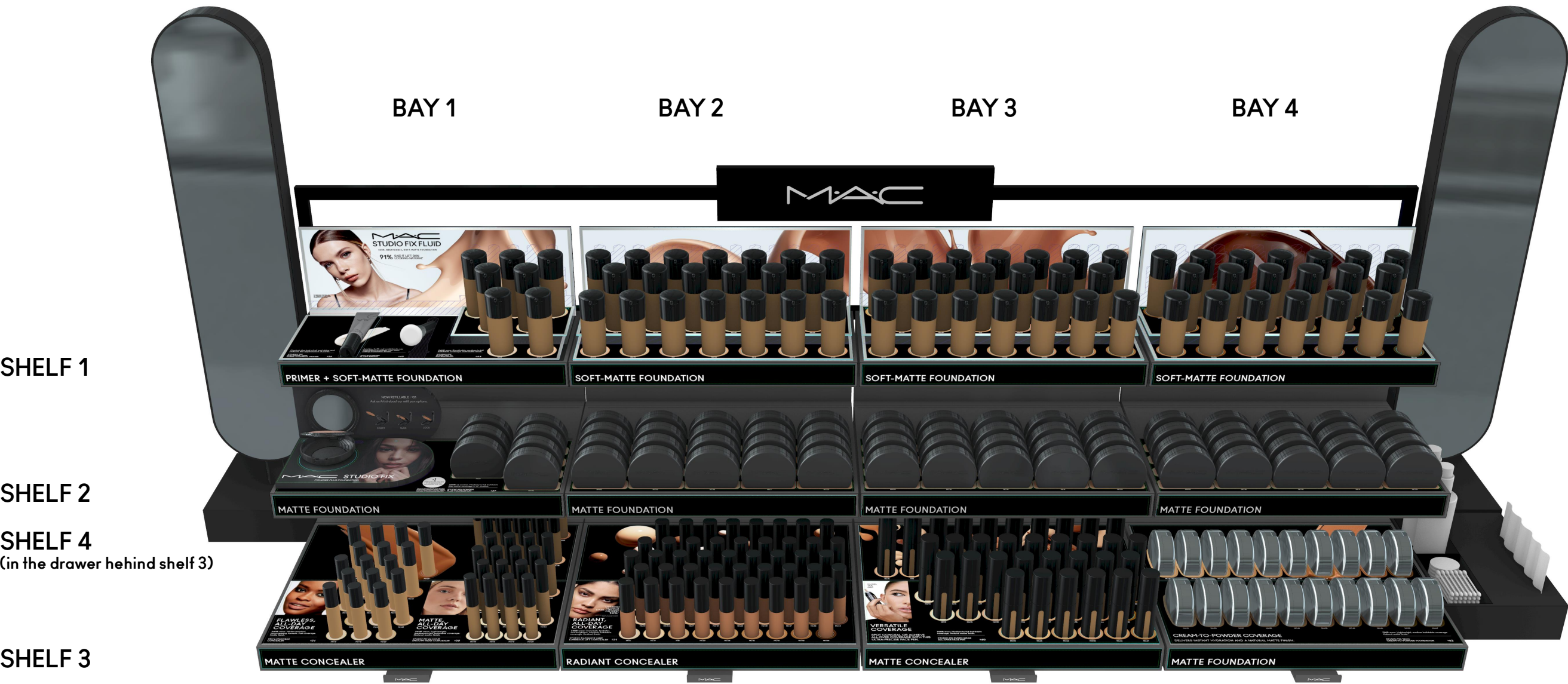


EYE

RED 2.0 TOP OF COUNTER

FOUNDATION DISPLAYER - SIDE A

 = UPDATING



RED 2.0 TOP OF COUNTER

FOUNDATION DISPLAYER - SIDE A



B1S1 - Top View

Shelf 1	1	170s Brush
	1	Studio Fix Mattifine Primer
	7	Studio Fix Fluid



B2S1 - Top View

Shelf 1	20	Studio Fix Fluid
---------	----	------------------



B3S1 - Top View

Shelf 1	20	Studio Fix Fluid
---------	----	------------------



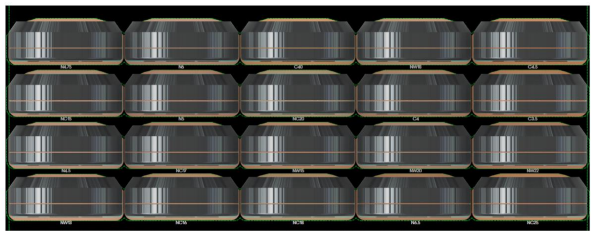
B4S1 - Top View

Shelf 1	20	Studio Fix Fluid
---------	----	------------------



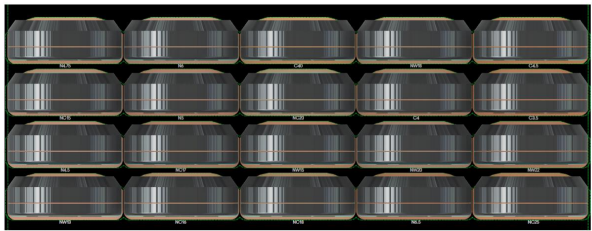
B1S2 - Top View

Shelf 2	8	Studio Fix Powder Kaizen
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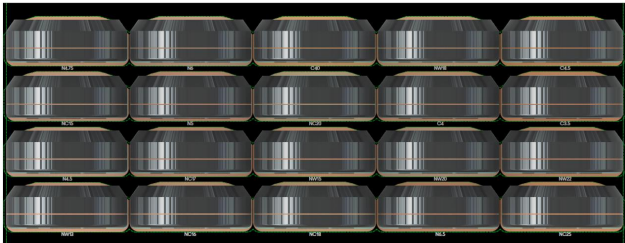
B2S2 - Top View

Shelf 2	20	Studio Fix Powder Kaizen
---------	----	--------------------------



B3S2 - Top View

Shelf 2	20	Studio Fix Powder Kaizen
---------	----	--------------------------



B4S2 - Top View

Shelf 2	20	Studio Fix Powder Kaizen
---------	----	--------------------------

IMPORTANT

FOR OPEN COMPACTS ON DISPLAY:

Replace testers if shade has shifted.
Wipe down the surface of the tester every 24-48 hours AND before swatching
EVERY TIME to get a fresh layer

FOR CLOSED COMPACTS ON DISPLAY:

Keep compacts closed when not in use
Replace testers if shade has shifted
Wipe down the surface of the tester before swatching EVERY TIME to get a fresh layer

RED 2.0 TOP OF COUNTER

FOUNDATION DISPLAYER - SIDE B

 = UPDATING



12/26/2025 OCD
Please remove the
Hyper Real Water-
light Creme plug
as well as Project
Nova plug



Correct Price Sticker
to be added for new
Wipes

RED 2.0 TOP OF COUNTER

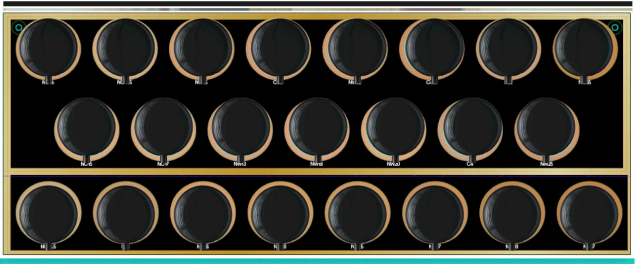
FOUNDATION DISPLAYER - SIDE B

 = UPDATING



B5S1 - Top View

Shelf 1	1	Studio Radiance Illuminating Primer
	10	Studio Radiance Serum-Powered Foundation



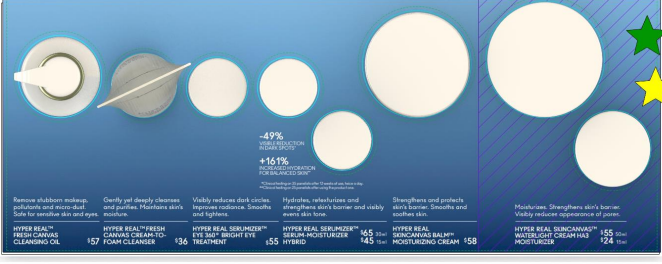
B6S1 - Top View

Shelf 1	23	Studio Radiance Serum-Powered Foundation
---------	----	--



B7S1 - Top View

Shelf 1	23	Studio Radiance Serum-Powered Foundation
---------	----	--



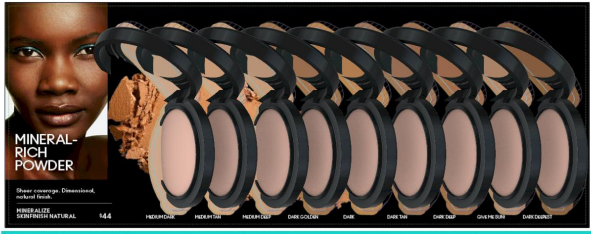
B8S1 - Top View

Shelf 1	1	Hyper Real™ Fresh Canvas Cleansing Oil
	1	Hyper Real™ Cream-To-Foam Cleanser
	1	Hyper Real Serumizer™ Eye 360° Bright Ey
	1	Hyper Real Serumizer™ Serum-Moisturize
	1	Hyper Real Serumizer™ Serum-Moisturize
	1	Hyper Real SkinCanvas™ Balm
	1	Hvoer Real SkinCanvas™ Waterlight Cream



B5S2 - Top View

Shelf 2	9	Mineralize Skinfinish
---------	---	-----------------------



B6S2 - Top View

Shelf 2	9	Mineralize Skinfinish
---------	---	-----------------------



B7S2 - Top View

Shelf 2	11	Glow Play Blush
	5	Extra Dimension Skinfinish



B8S2 - Top View

Shelf 2	1	Fix+ Stay Over Full Size
	1	Fix+ Stay Over Mini
	1	Fix+ Magic Radiance, Full Size
	1	Fix+ Original Full Size
	1	Fix+ Original Mini

RED 2.0 TOP OF COUNTER

FOUNDATION DISPLAYER - SIDE B



B5S4 - Top View

Shelf 4	3	Loose Powder
	5	Skinfinish Sunstruck Bronzer



B6S4 - Top View

Shelf 4	6	Powder Blush
	6	Mineralize Blush



B7S4 - Top View

Shelf 4	4	Strobe Beam Liquid Blush
	8	Strobe Dewy Skintint

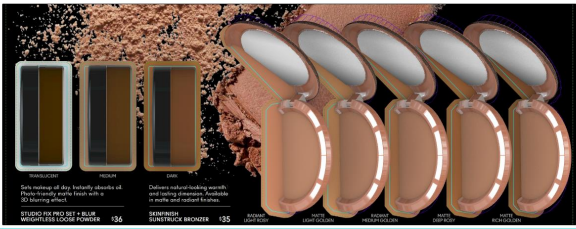
Correct Price Sticker to be added for new Wipes

☐ = UPDATING



B8S4 - Top View

Shelf 4	3	Skinfinish Lightstruck Liquid Highlighter
	1	GET UNREADY MICELLAR WATER WIPES
	1	Fast Response Eye(Crepase)



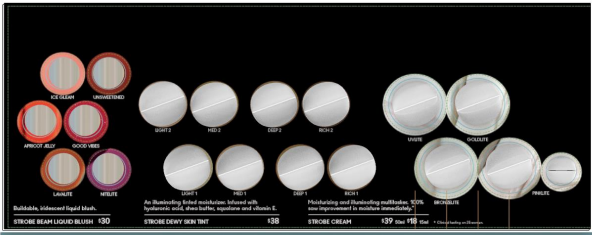
B5S3 - Top View

Shelf 3	3	Loose Powder
	5	Skinfinish Sunstruck Bronzer



B6S3 - Top View

Shelf 3	6	Powder Blush
	5	Mineralize Blush



B7S3 - Top View

Shelf 3	6	Strobe Beam Liquid Blush
	8	Strobe Dewy Skintint
	4	Strore Cream
	1	Strobe Cream Mini



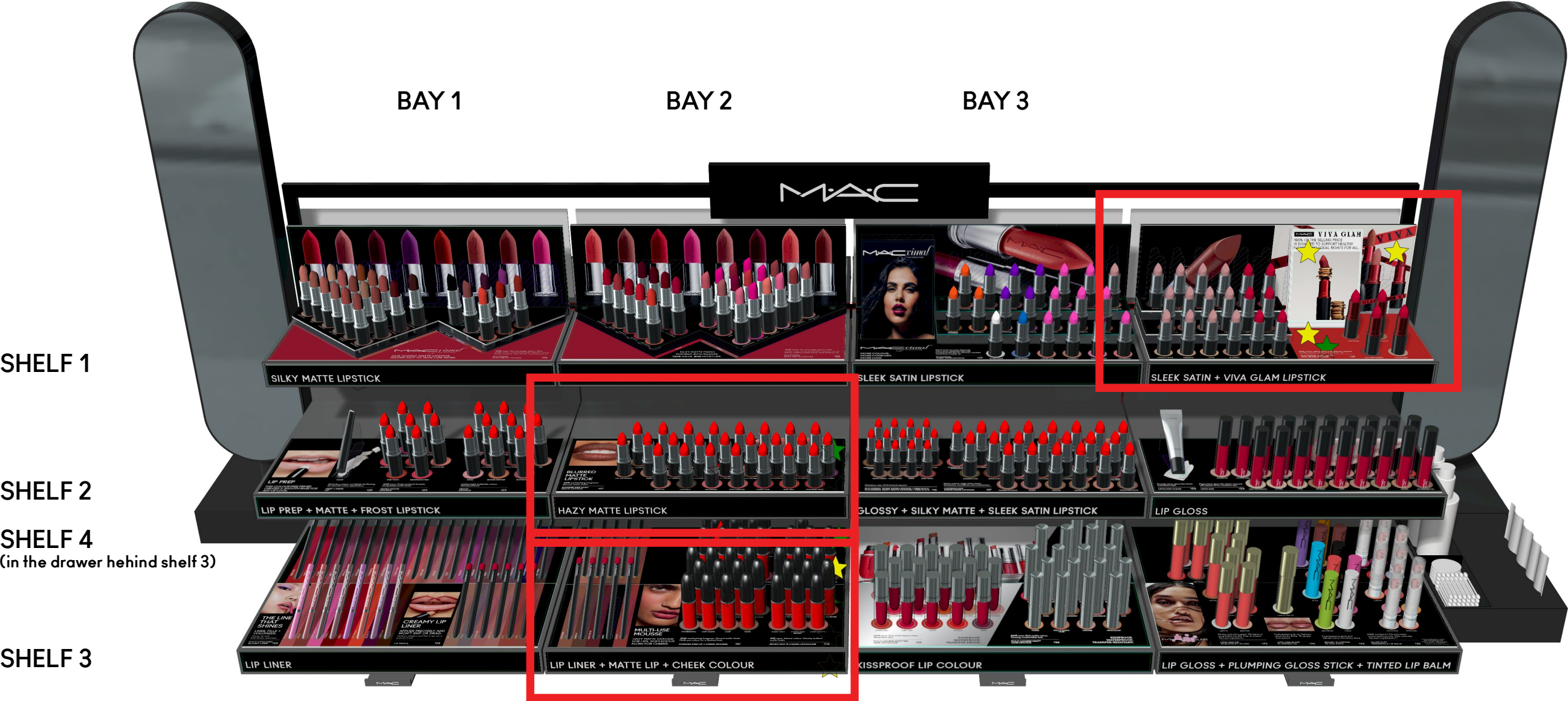
B8S3 - Top View

Shelf 3	6	Skinfinish Liquid
	1	GENTLY OFF MAKEUP REMOVER 100 ml
	1	DEW OVER MICELLAR WATER 194 ml (full)
	1	DEW OVER MICELLAR WATER 100 ml (mini)
	1	MAJOR FOAMO JELLY CLEANSER 150 ml (full)

RED 2.0 TOP OF COUNTER

LIP DISPLAYER

 = UPDATING



RED 2.0 TOP OF COUNTER

LIP DISPLAYER

 = UPDATING



B1S1 - Top View

Shelf 1	16	MACximal Matte Neutrals
	1	MACximal Matte Trend
	3	MACximal Matte Purples
	3	MACximal Matte Oranges



B2S1 - Top View

Shelf 1	9	MACximal Matte Reds
	15	MACximal Matte Pinks



B3S1 - Top View

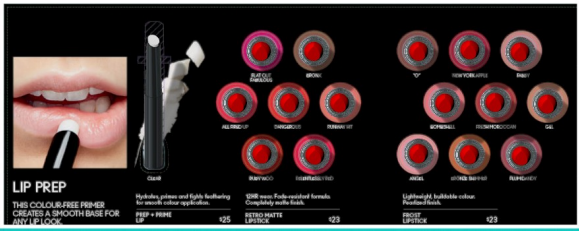
NOTE:

Shelf 1	1	MACximal Satin Colorless
	1	MACximal Satin Trend
	3	MACximal Satin Oranges
	5	MACximal Satin Purples
	9	MACximal Satin Pinks
	1	MACximal Satin Neutrals



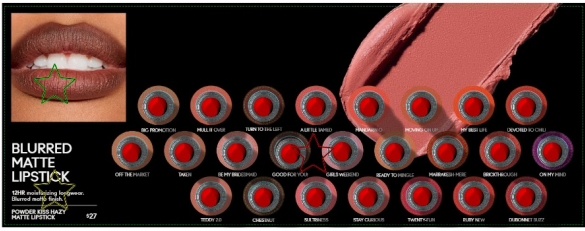
B4S1 - Top View

Shelf 1	12	MACximal Satin Neutrals
	6	MACximal Satin Reds
	4	MACximal Viva Glam



B1S2 - Top View

Shelf 2	1	P+P Lip
	7	Retro Matte Lipstick
	9	Frost Lipstick



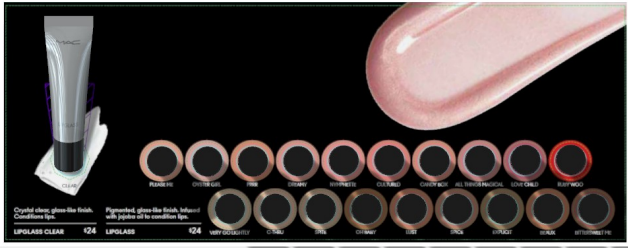
B2S2 - Top View

Shelf 2	24	POWDER KISS HAZY MATTE LIPSTICK
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B3S2 - Top View

Shelf 2	13	MiniMac Lipstick
	21	Lustreglass Lipstick



B4S2 - Top View

Shelf 2	1	Lip Glass Clear
	19	Lip Glass

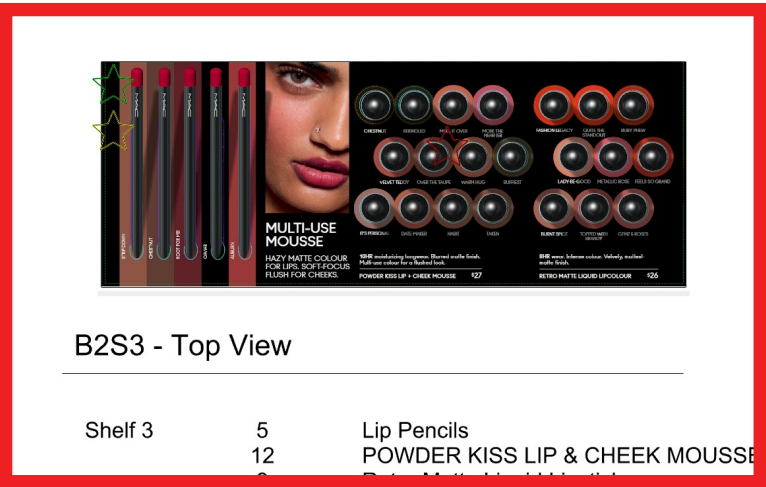
RED 2.0 TOP OF COUNTER

LIP DISPLAYER

 = UPDATING



Shelf 3 8 Lip Glazer
6 Lip Pencils



B2S3 - Top View

Shelf 3 5 Lip Pencils
12 POWDER KISS LIP & CHEEK MOUSSE
2 RETRO MATTE LIQUID LIPSTICK



B3S3 - Top View

Shelf 3 15 Locked Kiss Ink
12 Locked Kiss Lipstick



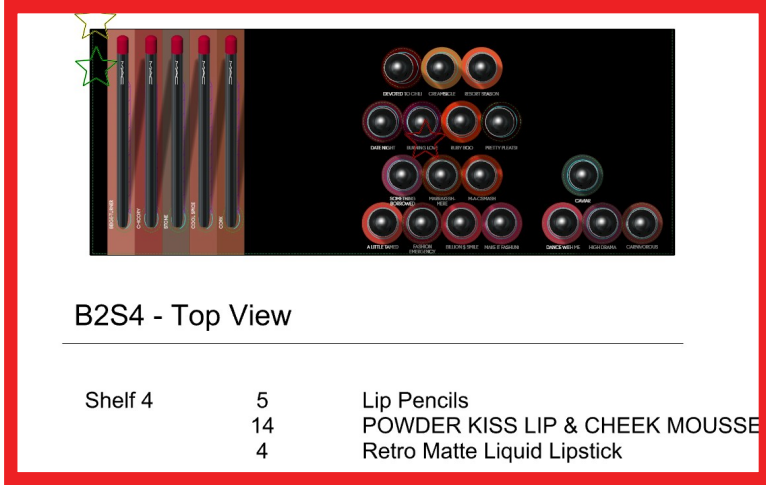
B4S3 - Top View

Shelf 3 6 Lipglass AIR
1 Lipglass BLOW
6 Squirt Balm
6 Glow Play Tendertalk Lip Balm



B1S4 - Top View

Shelf 4 20 Lip Pencils



B2S4 - Top View

Shelf 4 5 Lip Pencils
14 POWDER KISS LIP & CHEEK MOUSSE
4 Retro Matte Liquid Lipstick



B3S4 - Top View

Shelf 4 6 Locked Kiss Lipstick



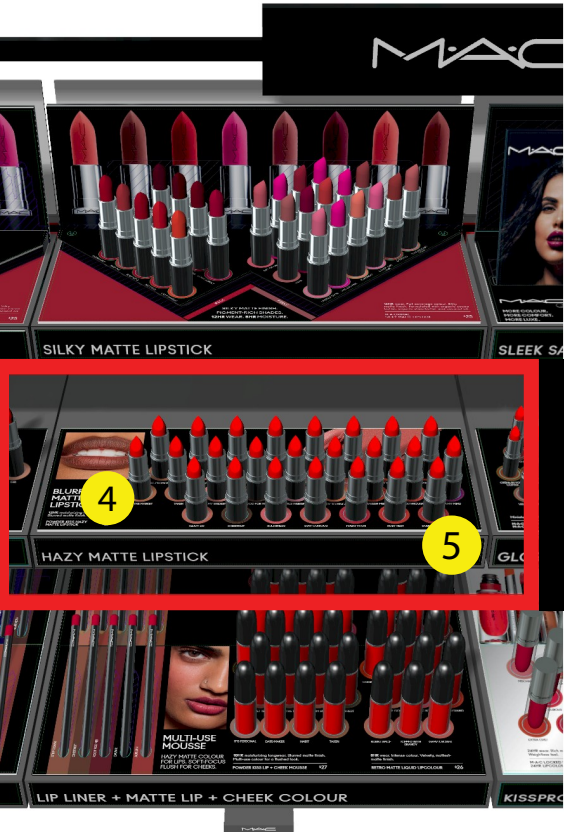
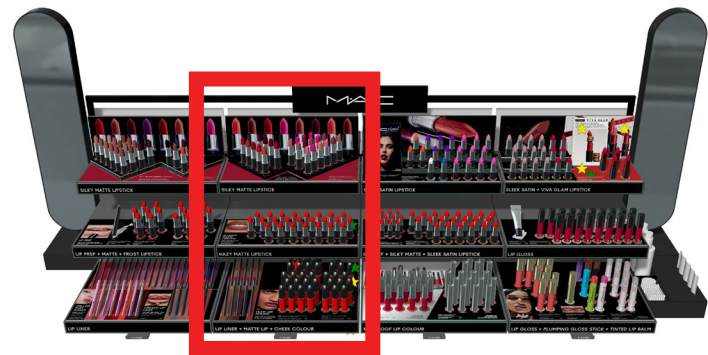
B4S4 - Top View

Shelf 4 7 Lipglass Air
4 Squirt Balm
4 Glow Play Tendertalk Lip Balm

RED 2.0 TOP OF COUNTER

LIP DISPLAYER

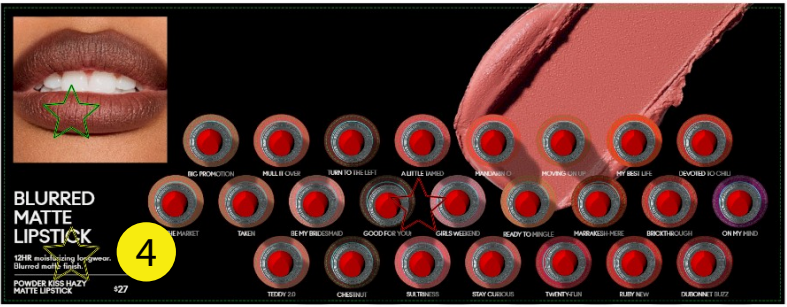
BAY 2 - SHELF 2



FRONT VIEW



TOP VIEW



ASSORTMENT

Shelf 2 24 POWDER KISS HAZY MATTE LIPST

GRAPHICS

1 BACK RISER



2 VERTICAL GRAPHIC



3 GLORIFIER



4 BASE



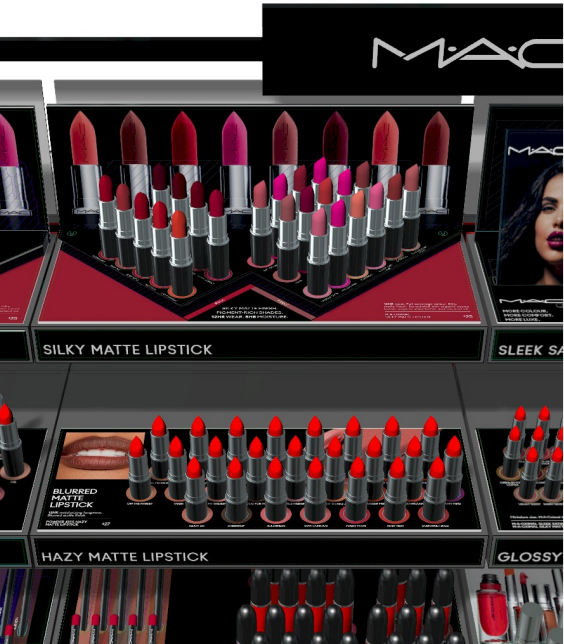
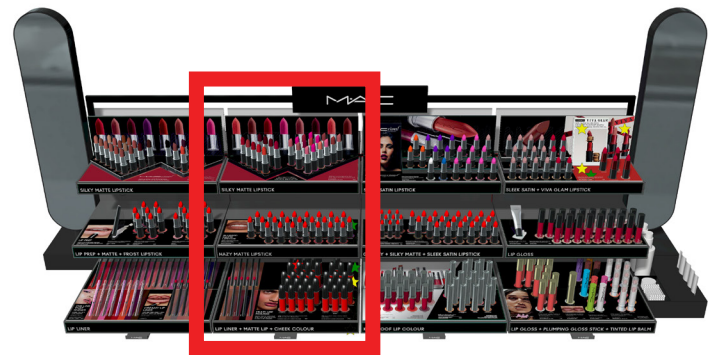
5 FRONT STRIP

SILKY MATTE LIPSTICK

RED 2.0 TOP OF COUNTER

LIP DISPLAYER

BAY 2 - SHELF 3



BAY 2
SHELF 3

FRONT VIEW



TOP VIEW



ASSORTMENT

Shelf 3	5	Lip Pencils
	12	POWDER KISS LIP & CHEEK MO
	9	Retro Matte Liquid Lipstick

GRAPHICS

1 BACK RISER



2 VERTICAL GRAPHIC



3 GLORIFIER



4 BASE



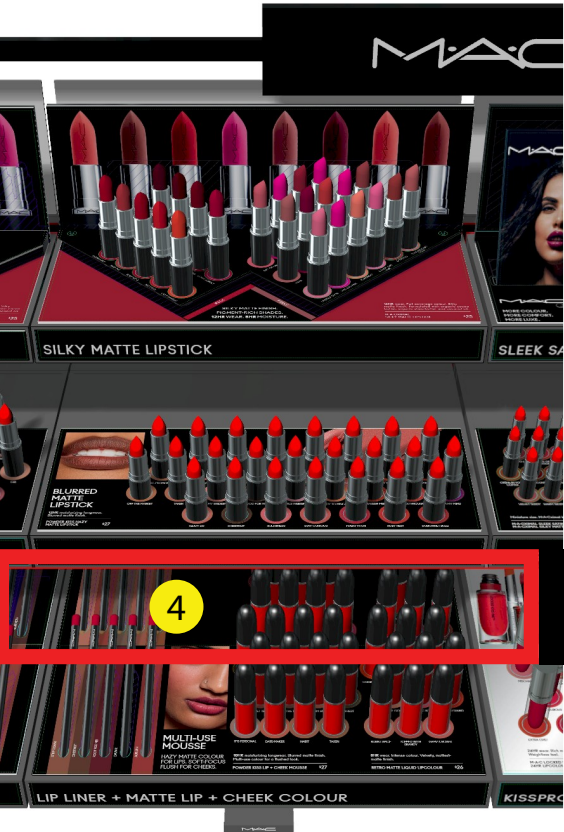
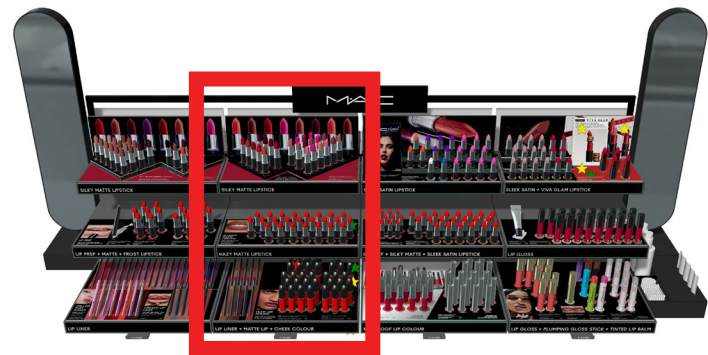
5 FRONT STRIP



RED 2.0 TOP OF COUNTER

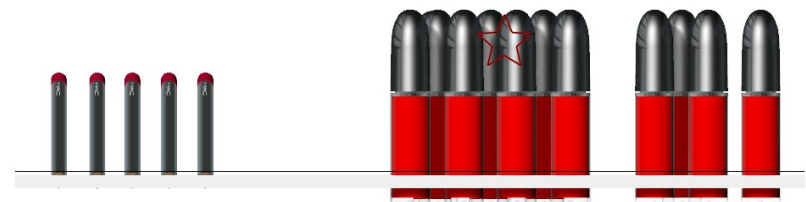
LIP DISPLAYER

BAY 2 - SHELF 4

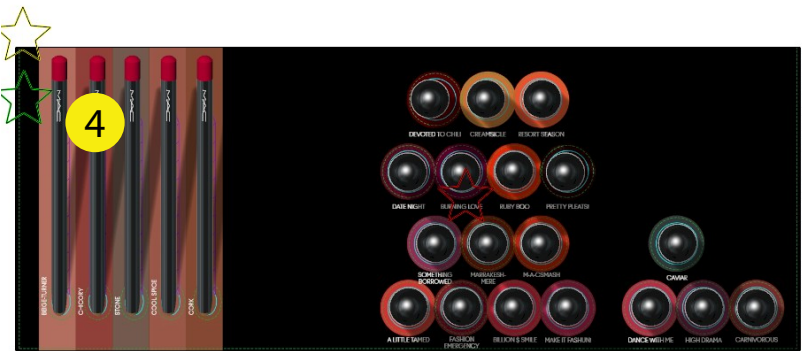


BAY 2
SHELF 4

FRONT VIEW



TOP VIEW



ASSORTMENT

Shelf 4	5	Lip Pencils
	14	POWDER KISS LIP & CHEEK MO
	4	Retro Matte Liquid Lipstick

GRAPHICS

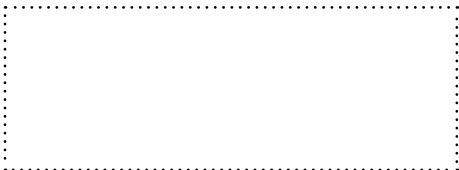
1 BACK RISER



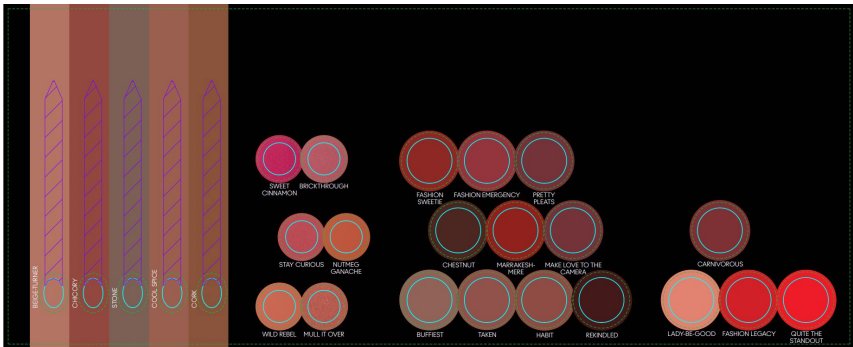
2 VERTICAL GRAPHIC



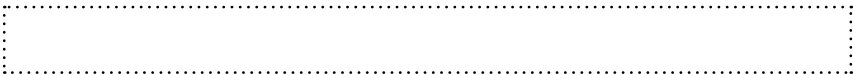
3 GLORIFIER



4 BASE



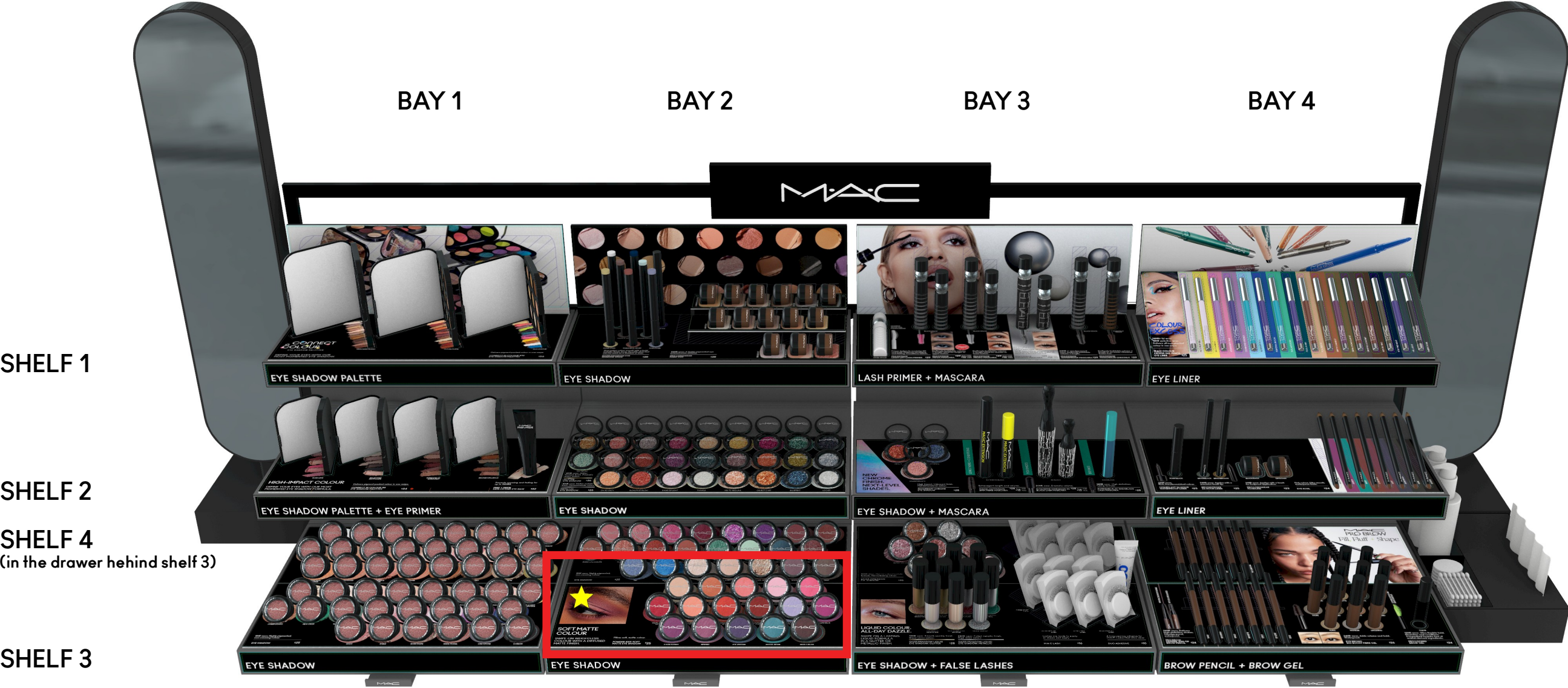
5 FRONT STRIP



RED 2.0 TOP OF COUNTER

EYE DISPLAYER

 = UPDATING



RED 2.0 TOP OF COUNTER

EYE DISPLAYER

 = UPDATING



B5S1 - Top View

Shelf 1 3 Eyeshadow Palette x12



B5S2 - Top View

Shelf 2 4
1 Eyeshadow Palette x6
Prep and Prime Base



B6S1 - Top View

Shelf 1 8
14 Shadow Sticks
Pro Longwear Paint Pot



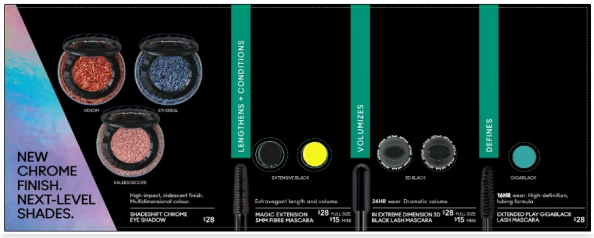
B6S2 - Top View

Shelf 2 13
13 SMES - METALLIC FINISH
SMES - MULTI CHROME



B7S1 - Top View

Shelf 1 1 MACStack Legit Lift Primer
1 MACStack Mega
1 MACStack Mega Mini
1 MACStack Micro
1 MACStack Micro Mini
1 MACStack Elevated
1 MACStack Elevated Mini



B7S2 - Top View

Shelf 2 3 SMES - MULTI CHROME
1 Magic Extension
1 Magix Extension Mini
1 In Extreme Dimension
1 In Extreme Dimension Mini
1 Extended Play Gigablack



B8S1 - Top View

Shelf 1 16 (15 on plug) Colour Excess Gel Pencil

Plug reveal
15 pencils until end of APRIL 2025
16 pencils starting MAY 2025



B8S2 - Top View

Shelf 2 1 Liquidlast 24-hour Waterproof Liner
2 Brushstroke 24-hour Liner
2 Pro Longwear Fluidline
8 Eye Kohl

RED 2.0 TOP OF COUNTER

EYE DISPLAYER



B5S3 - Top View

Shelf 3 22 Traditional SMES



B6S3 - Top View

Shelf 3 16 SMES - Powder Kiss



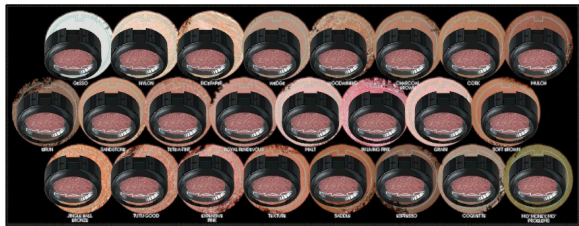
B7S3 - Top View

Shelf 3 10
6 Dazzleshadow Liquid Kaizen
1 False Lashes
1 Duo Lash Adhesive



B8S3 - Top View

Shelf 3 7
10 Pro Brow Definer
1 Big Boost Fibre Gel
1 Pro Locked Brow Gel



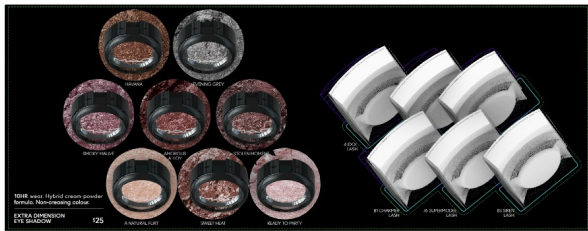
B5S4 - Top View

Shelf 4 24 Traditional SMES



B6S4 - Top View

Shelf 4 23 Traditional SMES



B7S4 - Top View

Shelf 4 8
6 SMES-Extra Dimension
False Lashes



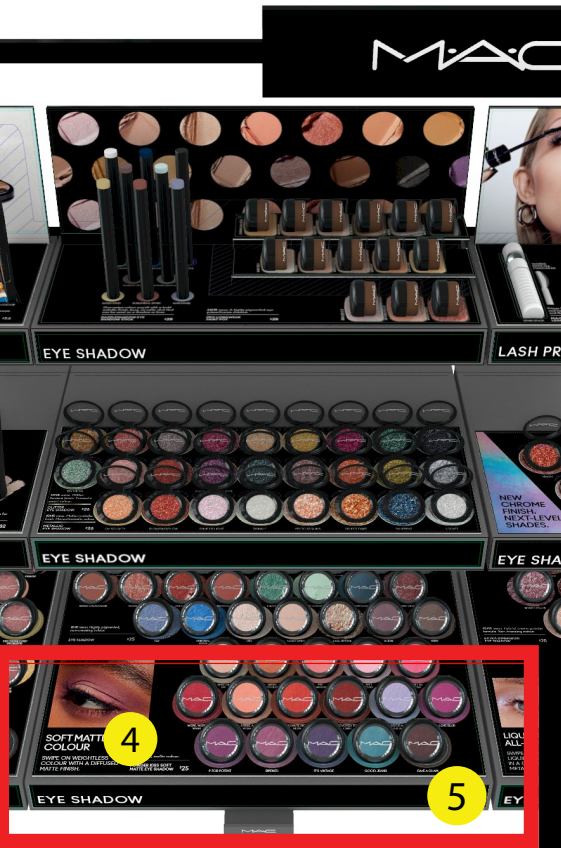
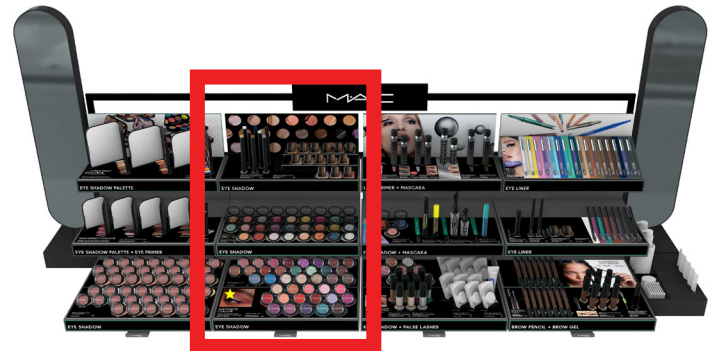
B8S4 - Top View

Shelf 4 7 Pro Brow Definer

RED 2.0 TOP OF COUNTER

EYE DISPLAYER

BAY 6 - SHELF 3



BAY 6
SHELF 3

FRONT VIEW



TOP VIEW



ASSORTMENT

Shelf 3 16 SMES - Powder Kiss

GRAPHICS

1 BACK RISER



2 VERTICAL GRAPHIC



3 GLORIFIER



4 BASE



5 FRONT STRIP



RED 2.0 TOP OF COUNTER

IN STORE VISUAL MERCHANDISING
Please follow below VM Displayers position , based on your store layout.

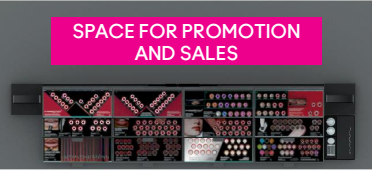
If your store has:

4 tables of 7ft and up

EYE
TABLE



LIP
TABLE



FACE
TABLE



NPL
TABLE



3 tables of 7ft and up

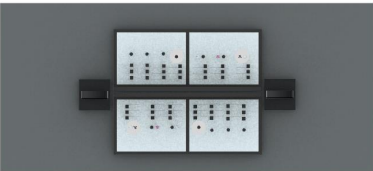
LIP & EYE
TABLE



FACE
TABLE



NPL
TABLE



3 tables of 7ft and up

LIP & EYE
TABLE



FACE & NPL
TABLE



5 tables of 5ft and up

FACE
TABLE



EYE
TABLE



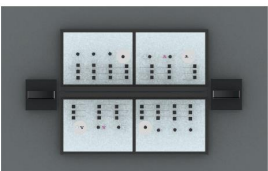
FACE
TABLE



LIP
TABLE

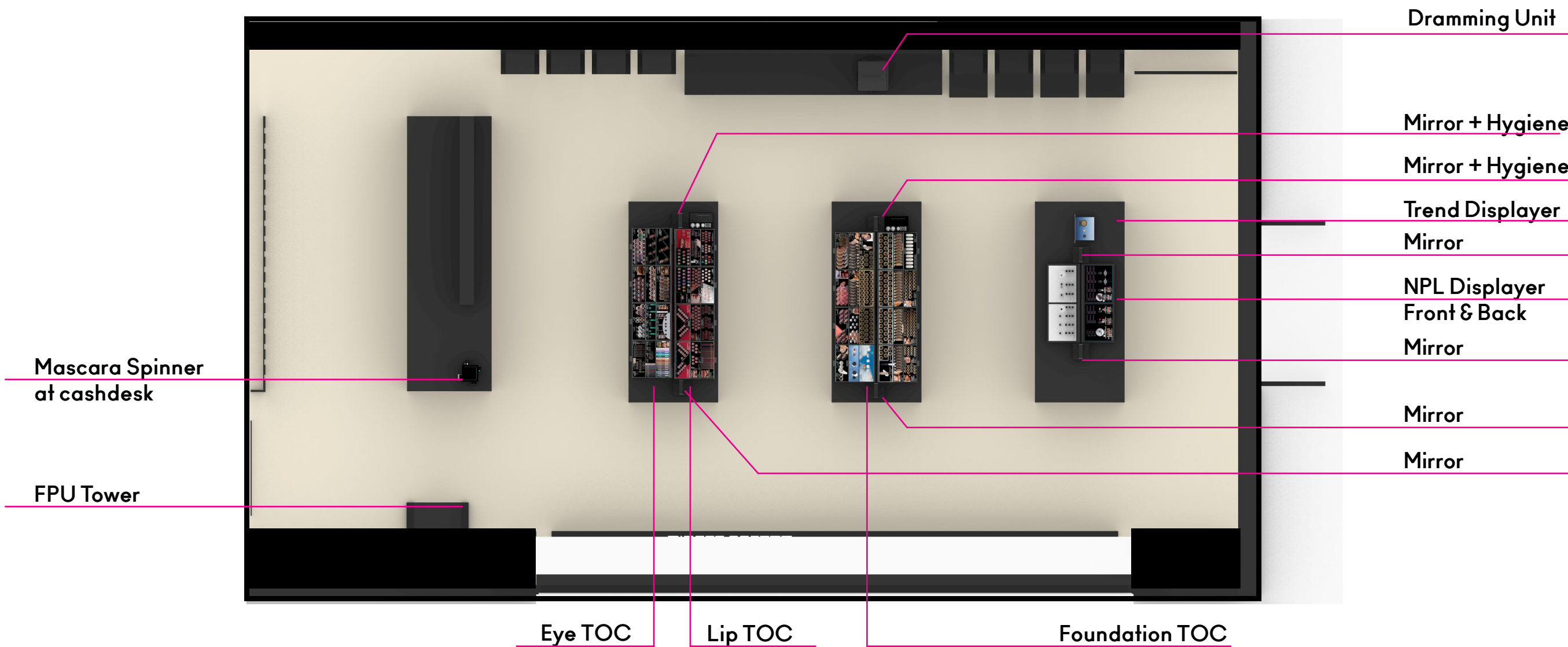


NPL
TABLE



RED 2.0 TOP OF COUNTER

IN STORE VISUAL MERCHANDISING
Please follow below VM Displayers position , based on your store layout.
FSS or RP LAYOUT



RED 2.0 TOP OF COUNTER

IN STORE VISUAL MERCHANDISING

If your store has ASPIRATIONAL CURATION CUBES, please push them together in order to place NPL on it.

NPL + Aspirational Cubes must be place at the entrance of the store

Please follow below guideline for correct placement

FSS or RP LAYOUT



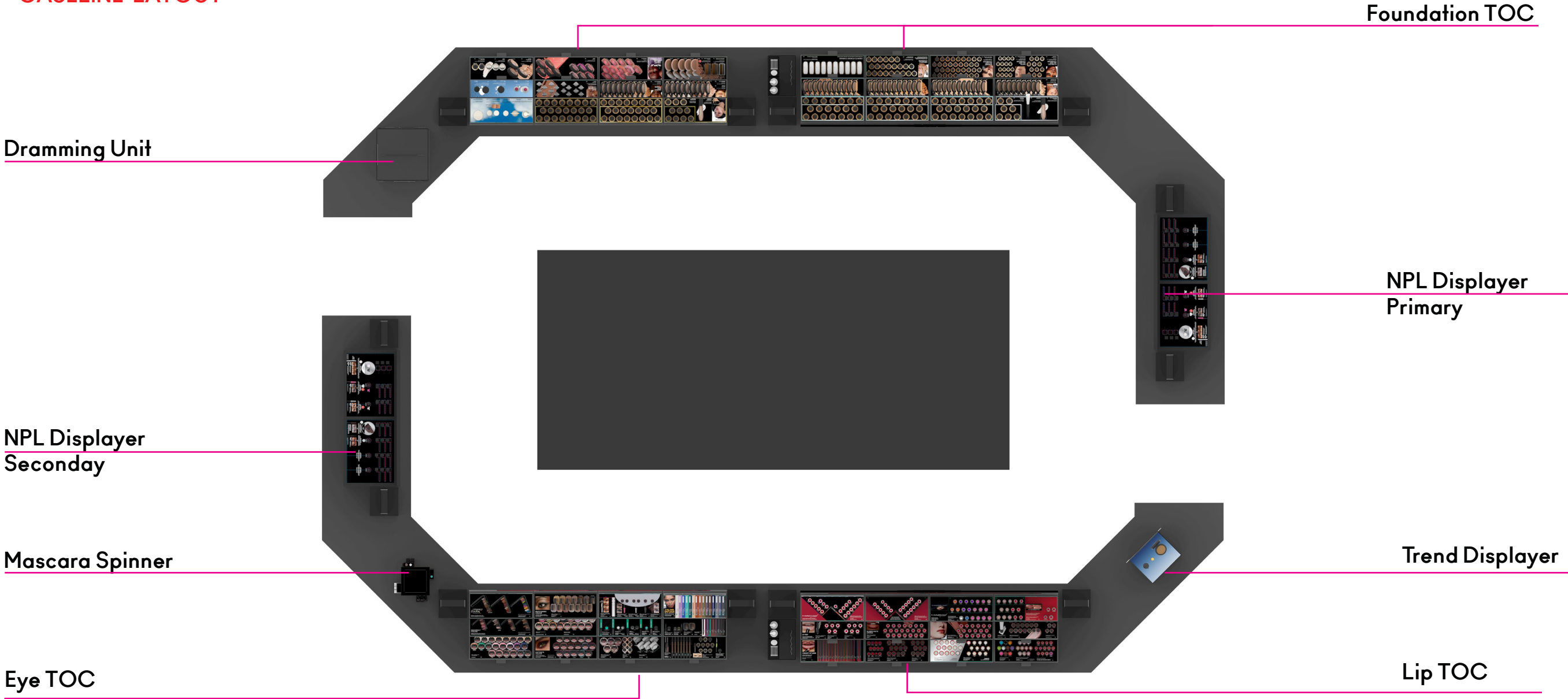
Aspirational Cubes x2



Aspirational Cubes x3

RED 2.0 TOP OF COUNTER

IN STORE VISUAL MERCHANDISING
Please follow below VM Displayers position , based on your store layout.
CASELINE LAYOUT



RED 2.0 TOP OF COUNTER

IN STORE VISUAL MERCHANDISING

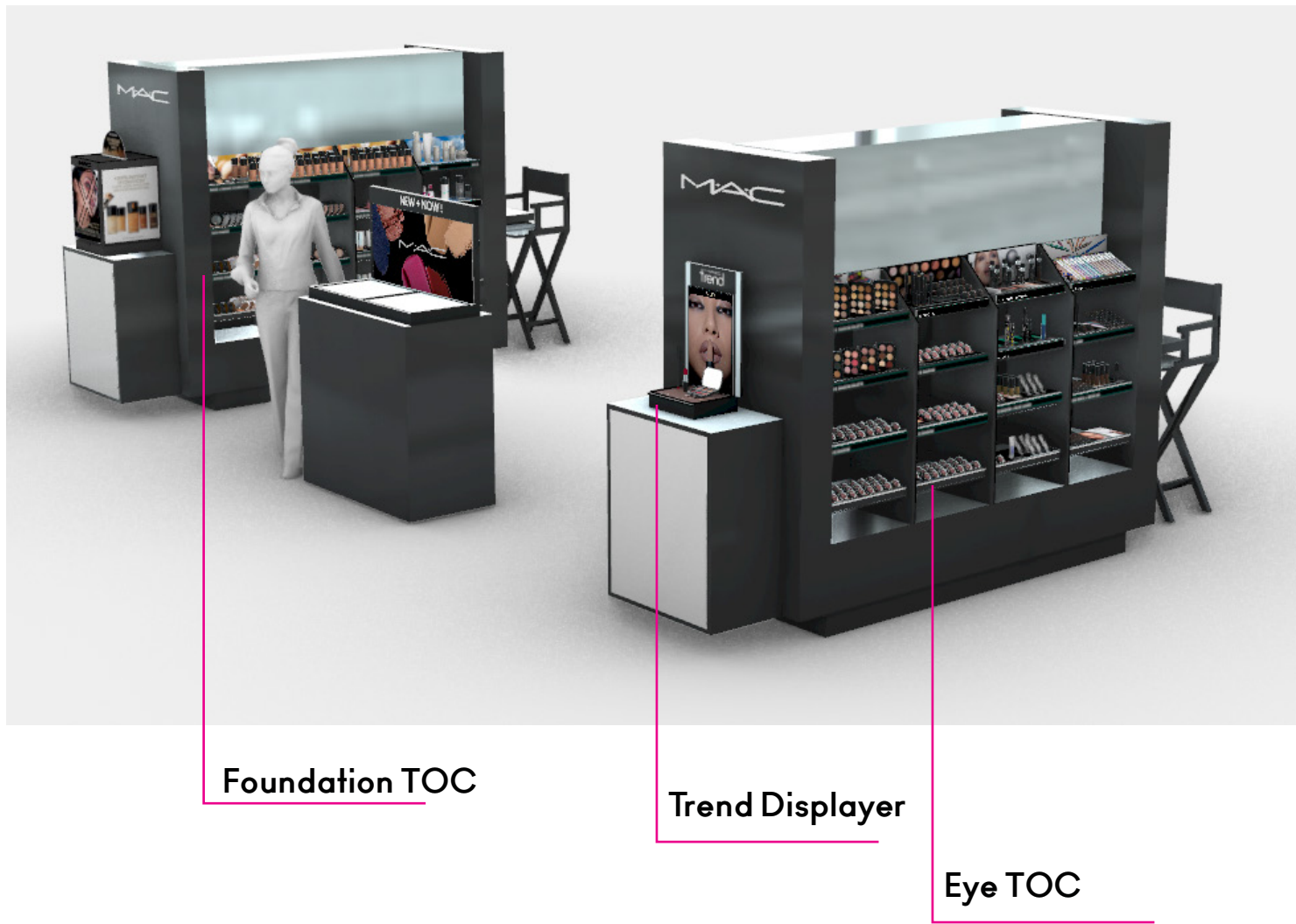
Please follow below VM Displayers position , based on your store layout.

SMALL DOOR FORMAT

SIDE A



SIDE B



RED 2.0 TOP OF COUNTER

IN STORE VISUAL MERCHANDISING

Please follow below VM Displayers position , based on your store layout.

SMALL DOOR FORMAT

LIP



EYE



RED 2.0 TOP OF COUNTER

IN STORE VISUAL MERCHANDISING

Please follow below VM Displayers position , based on your store layout.

SMALL DOOR FORMAT

FACE - STUDIO FIX FLUID



FACE - STUDIO RADIANCE



RED 2.0 TOP OF COUNTER

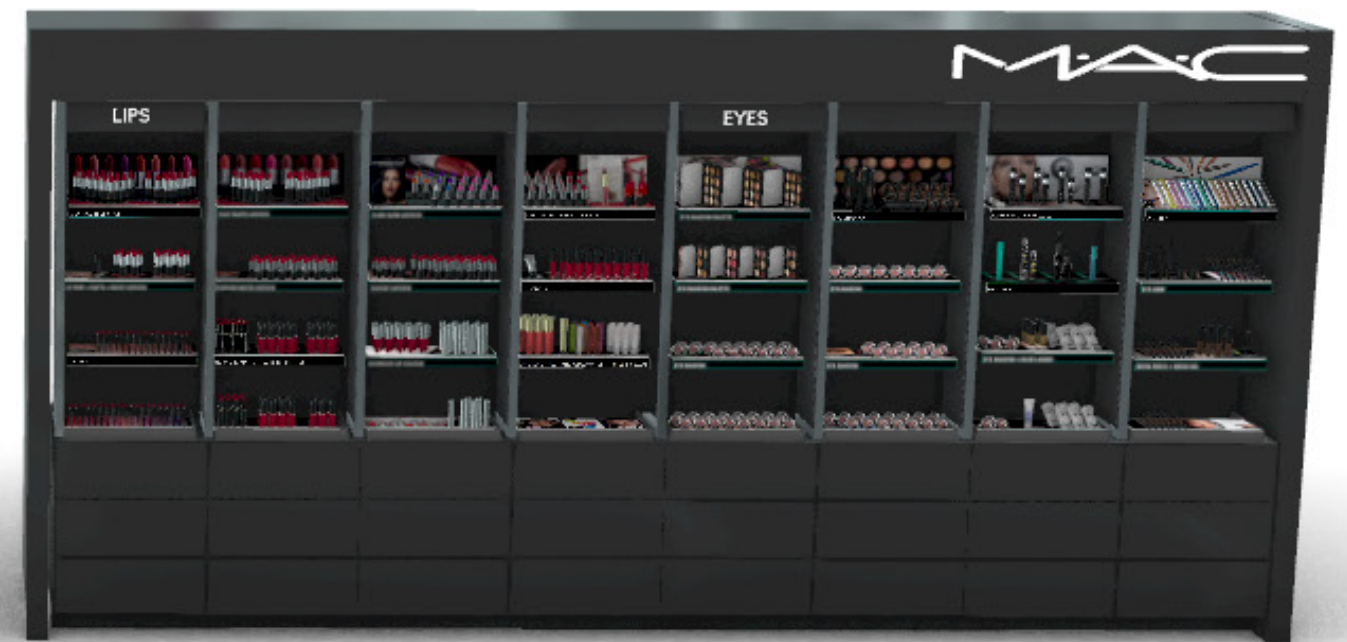
IN STORE VISUAL MERCHANDISING

Please follow below VM Displayers position , based on your store layout.

NORDSTROM WALL BAYS

FACE

LIP & EYE



RED 2.0 TOP OF COUNTER

IN STORE VISUAL MERCHANDISING

Please follow below VM Displayers position , based on your store layout.

NORDSTROM WALL BAYS

FACE - STUDIO FIX FLUID



FACE - STUDIO RADIANCE



RED 2.0 TOP OF COUNTER

IN STORE VISUAL MERCHANDISING
Please follow below VM Displayers position , based on your store layout.
NORDSTROM WALL BAYS

LIP



EYE



Origins

Visual Merchandising SP26 Jan- June





ORIGINS

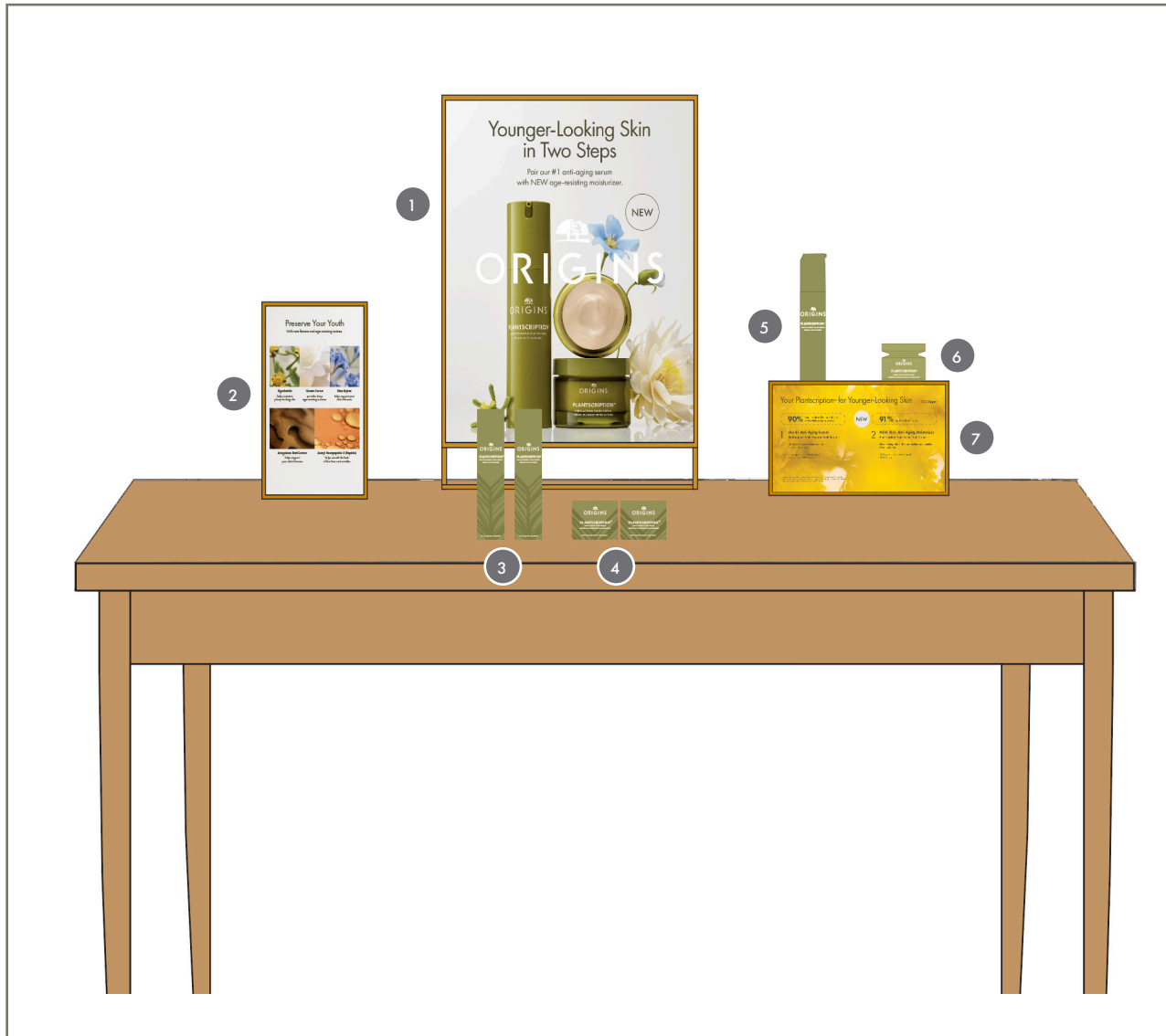
**PLANTSCRIPTION™
TRIPLE-ACTION YOUTH CREAM LAUNCH
& MEGA-MUSHROOM OVERNIGHT**

DECEMBER 26TH, 2025

FOR ANY QUESTIONS, PLEASE CONTACT:
JEFF MILLER AT JEFMILLE@ORIGINS.COM OR 214-918-4590

December 26th - April 30th, 2026

North America - Shaker



- 1 (1) "PLANTSCRIPTION™ CREAM & SERUM" Large Frame *
- 2 (1) "PLANTSCRIPTION™" Ingredient Vertical Shadowbox *
- 3 (2) PLANTSCRIPTION™ Multi-Powered Youth Serum 95ml Saleable
- 4 (2) PLANTSCRIPTION™ Triple-Action Youth Cream Saleable
- 5 (1) PLANTSCRIPTION™ Multi-Powered Youth Serum 95ml TESTER
- 6 (1) PLANTSCRIPTION™ Triple-Action Youth Cream TESTER
- 7 (1) PLANTSCRIPTION™ Regimen Horizontal Shadowbox

** Collateral PPK (SKU #179847-0)

1 Large Frame
1 Vertical Shadowbox
1 Horizontal Shadowbox

December 26th - April 30th, 2026

North America Tray - Origin of Origins



- 1 (1) "PLANTSCRIPTION™ CREAM & SERUM"* PFV Lightbox. Item # 179851-0
- 2 (2) "PLANTSCRIPTION™ CREAM" Ingredient Squares*
- 3 (1) "NEW PLANTSCRIPTION™ CREAM" Folklore Square Squares*
- 4 (1) PLANTSCRIPTION™ Multi-Powered Youth Serum 95ml TESTER
- 5 (1) PLANTSCRIPTION™ Triple-Action Youth Cream TESTER
- 6 (1) "PLANTSCRIPTION™ CREAM & SERUM" Product Panel*
- 7 (2) PLANTSCRIPTION™ Multi-Powered Youth Serum 95ml Saleable
- 8 (2) PLANTSCRIPTION™ Triple-Action Youth Cream Saleable
- 9 (1) "PLANTSCRIPTION™ CREAM & SERUM" Launch Lightbox. Item #179853-0

*New Store Tray PPK - Printed Graphics.
Item #179855-0

- 1 PFV double sided
- 2 Ingredient Squares
- 1 Folklore Square
- 1 Product Panel

December 26th - April 30th, 2026

North America Waterfall and Gondola Unit - OG



December 26th - April 30th, 2026

Promo Pedestal/Tower - Mega-Mushroom Overnight Recovery Cream



- 1 (1) "MEGA-MUSHROOM OVERNIGHT RECOVERY CREAM" Medium Frame*
- 2 (1) "MEGA-MUSHROOM OVERNIGHT RECOVERY CREAM" Small Frame*
- 3 (2) Mega-Mushroom Overnight Recovery Cream (One out of the Box as a Tester)
- 4 (4) Mega-Mushroom Overnight Recovery Cream
- 5 (2) Gift Boxes Closed (can add ribbon and /or do an assortment of Mega-Mushroom products for a custom gift recommendation).

*Promo Tower PPK Item#179863-0

Tom Ford

Visual Merchandising SP26 Jan- June



TOM FORD
BLACK ORCHID

FY26 Q2 LAUNCHES OVERVIEW



SOLEIL NEIGE LLC

OCTOBER 6TH, 2025



RUNWAY LOOK
TFF/ CANADA DOORS ONLY

OCTOBER 6TH, 2025



AMBER INTRIGUE
NORDSTROM ONLY

NOVEMBER 1ST, 2025



LIP RESERVE
BERGDORF + TFF ONLY

NOVEMBER 3RD, 2025



VANILLA SEX EXT.

DECEMBER 1ST, 2025



SOLEIL NEIGE EDP SIGNATURE

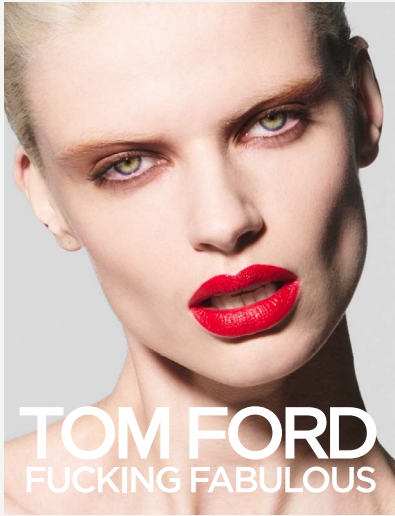
DECEMBER 28TH, 2025

LIGHTBOX PRIORITIES | ALL RETAILERS

FY26 Q2 LIVE DATE : OCT

COLOR

PRIMARY
FUCKING FABULOUS LIP **OCD: 10/01**
CENSORED VERSION AVAILABLE



PRIORITY 1 MODEL



PRIORITY 1 PRODUCT

SIGNATURE

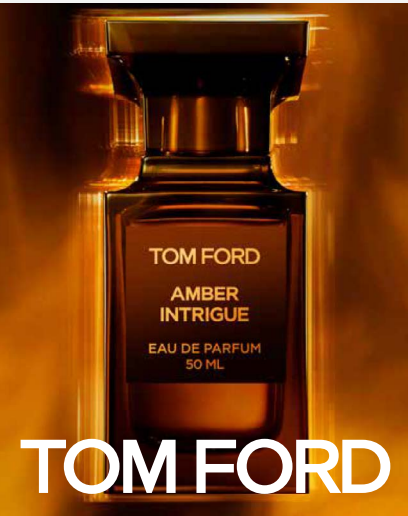
PRIMARY
OMBRE LEATHER HOLIDAY **OCD: 10/06**



PRIORITY 1 PRODUCT

PRIVATE BLEND

PRIMARY
AMBER INTRIGUE EDP **NORDSTROM EXCLUSIVE**
OCD: 11/01

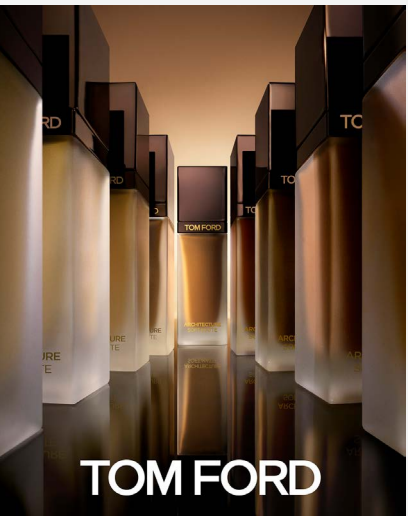


COLOR

SECONDARY
ARCHITECTURE RADIANCE EXISTING



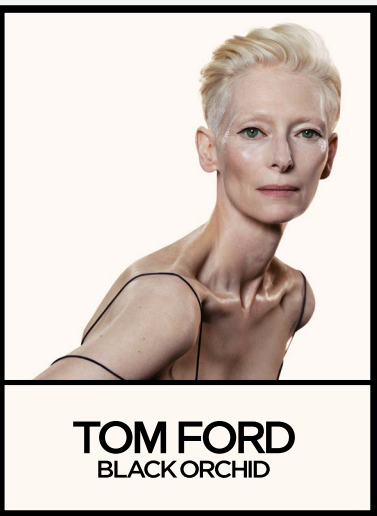
PRIORITY 1 MODEL



PRIORITY 1 PRODUCT

SIGNATURE

SECONDARY
BLACK ORCHID RESERVE EXISTING OCD: 08/04



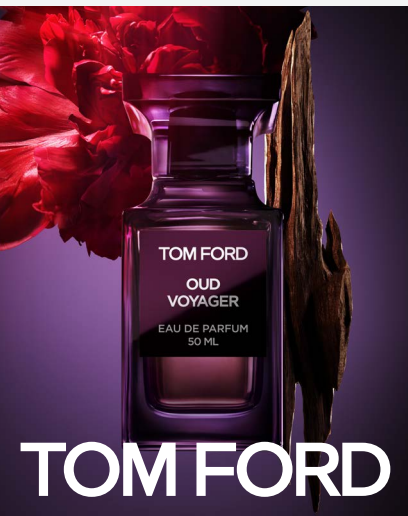
PRIORITY 1 MODEL



PRIORITY 2 PRODUCT

PRIVATE BLEND

PRIMARY
OUD VOYAGER EDP EXISTING OCD: 09/01



COLOR PRIORITIES

FY26 Q2 LIVE DATE : OCT

COLOR NEWNESS

LIMITED LIFE COLLECTION
SOLEIL NEIGE COLLECTION HOLIDAY



OCD OCTOBER 6TH

COLOR SOLEIL

SOLEIL LIP BLUSH HOLIDAY



OCD OCTOBER 6TH

COLOR FACE

ARCHITECTURE RADIANCE



EXISTING

COLOR LIP

LIP COLOR HOLIDAY



OCD OCTOBER 6TH

COLOR LIP

FUCKING FABULOUS LIP
CENSORED VERSION AVAILABLE



OCD OCTOBER 1ST FOR ALL RETAILERS

COLOR EYE

ARCHITECTURE BROW PENCIL



EXISTING

FRAGRANCE PRIORITIES

FY26 Q2 LIVE DATE : OCT

PRIVATE BLEND PRIORITY 1

OULD WOOD HOLIDAY



OCD OCTOBER 6TH

PRIVATE BLEND PRIORITY 2
CENSORED VERSION AVAILABLE

VANILLA SEX HOLIDAY



OCD DECEMBER 1ST

PRIVATE BLEND PRIORITY 3

OULD VOYAGER



EXISTING

SIGNATURE PRIORITY 1

OMBRE LEATHER HOLIDAY



OCD OCTOBER 6TH

SIGNATURE PRIORITY 2

BLACK ORCHID RESERVE



OCD OCTOBER 6TH

SIGNATURE PRIORITY 3

BLACK ORCHID HOLIDAY



OCD OCTOBER 6TH

FRAGRANCE PRIORITIES **NORDTSROM ONLY**

FY26 Q2 LIVE DATE : OCT

PRIVATE BLEND PRIORITY 1

AMBER INTRIGUE



OCD NOVEMBER 1ST

PRIVATE BLEND PRIORITY 2

LOUD WOOD HOLIDAY



OCD OCTOBER 6TH

PRIVATE BLEND PRIORITY 3
CENSORED VERSION AVAILABLE

VANILLA SEX HOLIDAY



OCD DECEMEBER 1ST

SIGNATURE PRIORITY 1

OMBRE LEATHER HOLIDAY



OCD OCTOBER 6TH

SIGNATURE PRIORITY 2

BLACK ORCHID RESERVE



OCD OCTOBER 6TH

SIGNATURE PRIORITY 3

BLACK ORCHID HOLIDAY



OCD OCTOBER 6TH

TV SCREENS

FY26 Q2 LIVE DATE : OCTOBER

COLOR
ROTATING SOLEIL NEIGE COLLECTION STILL



LIVE OCTOBER 6TH

COLOR
FUCKING FABULOUS LIP VIDEO



LIVE OCTOBER 1ST

SIGNATURE
ROTATING OMBRE LEATHER STILL



LIVE OCTOBER 6TH

SIGNATURE
BLACK ORCHID RESERVE VIDEO



LIVE AUGUST 4TH

PRIVATE BLEND
ROTATING OUD WOOD + VANILLA SEX STILL



LIVE OCTOBER 6TH

PRIVATE BLEND
OUD VOYAGER VIDEO



OCD SEPTEMBER 1ST

MACASSAR EASELS

NO CHANGES

FACE | ARCHITECTURE SOFT MATTE EASEL EASEL

TOP VISUAL
ARCHITECTURE MODEL TRIO



FACE | RADIANCE EASEL

TOP VISUAL
ARCHITECTURE INGREDIENT



FACE | COMBO EASEL

TOP VISUAL
ARCHITECTURE INGREDIENT



SOLEIL EASEL

TOP VISUAL
SOLEIL LIP BALM



LIP EASEL

TOP VISUAL
LIP COLOR MODEL ANGELINA JOLIE



LIP+EYE COMBO EASEL

TOP VISUAL
FUCKING FABULOUS LIP **OCD 10/06**



SMALL VISUAL ON THE RIGHT
ULTRA-SHINE LIP COLOR



SMALL VISUAL ON THE RIGHT
FUCKING FABULOUS LIP **OCD 10/06**



SMALL VISUAL ON THE RIGHT
LIP COLOR TRIO



MACASSAR EASELS

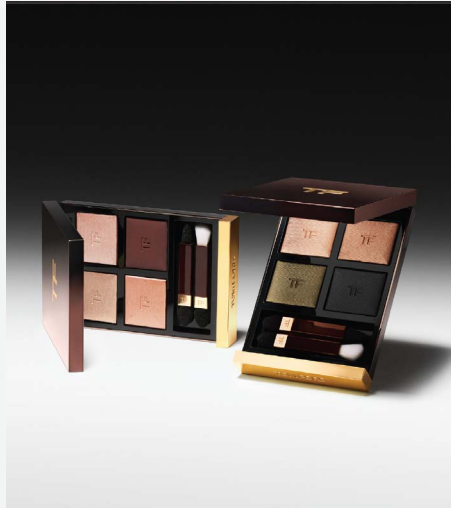
NO CHANGES

EYE EASEL

TOP VISUAL
ARCHITECTURE BROW PENCIL



SMALL VISUAL ON THE RIGHT
EYE COLOR QUAD

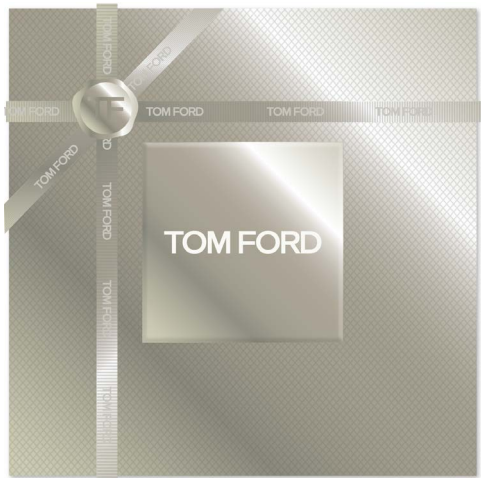


GIFTING GUIDELINES

RIBBON AND WAX SEAL



RIBBON AND WAX SEAL COVER THE LOGO



LOGO IS VISIBLE



- MAKE SURE TF LOGO IS VISIBLE: TIE RIBBON AT TOP LEFT CORNER
- PLACE WAX SEAL OVER THE RIBBON KNOT TO KEEP IT IN PLACE

GIFT SETS DISPLAY



MULTIPLE PRODUCT FAMILIES SHARING A SHELF, RIBBONS TIED ON OPEN BOXES



ONE PRODUCT FAMILY ON EACH SHELF, EMPTY BOXES FILL EXTRA SPACE BEHIND



OPEN BOX DISPLAYED AT AN ANGLE, NESTED INSIDE ITS OWN LID

- GROUP BY PRODUCT FAMILY: ONLY ONE PRODUCT FAMILY PER SHELF
- DISPLAY ONE OPEN BOX ON THE LEFT, ONE CLOSED BOX ON THE RIGHT
- OPEN BOXES CAN BE DISPLAYED AT AN ANGLE (SEE PHOTO) OR STANDING VERTICALLY
- DO NOT TIE RIBBONS ON OPEN BOXES
- STACK EMPTY BOXES BEHIND IF THERE IS EXTRA SPACE

GIFTING TOWER GUIDELINES

MACY'S TOWERS

PLEASE MAKE SURE TOWERS HAVE TOWER TOPPER WITH TOM FORD LOGO + BOTTOM ASSETS PANELS



COLOR LAUNCH: SOLEIL NEIGE COLLECTION MAF

LIVE DATE : OCTOBER 6TH



MEDIUM ANGLED FRAME MAF
SOLEIL NEIGE COLLECTION
T53D60

- TOP TIER LEFT TO RIGHT
- APRES GLOW
 - EYE COLOR QUAD
 - CREME BLUSH
 - 3 X ULTRA SHINE LIP

SHADES

- ULTRA SHINE LIP COLOR
- PEAK GLAMOUR
 - ROSE D'HIVER
 - FIRESIDE

- EYE COLOR QUAD
- CHALET MINK

- CREME BLUSH
- ALPINE BLUSH

COLOR LAUNCH: RUNWAY LOOK

LIVE DATE : OCTOBER 6TH



MACASSAR PRESENTATION TRAY
RUNWAY LOOK

TOP TIER LEFT TO RIGHT/ TOP TO BOTTOM

- SHADE AND ILLUMINATE SOFT RADIANCE PRIMER
- ARCHITECTURE RADIANCE HYDRATING FOUNDATION
- OUD VOYAGER
- SHADE AND ILLUMINATE CONTOUR DUO
- EXTREME MASCARA IN 01 RAVEN
- GLOSS LUXE IN 01 DISCLOSURE
- RUNWAY LIP COLOR IN 18 UNZIP
- LIP COLOR MATTE IN 08 VELVET CHERRY

COLOR LAUNCH: FUCKING FABULOUS LIP

LIVE DATE : OCT 1ST

PRESENTATION TRAY
FUCKING FABULOUS LIP



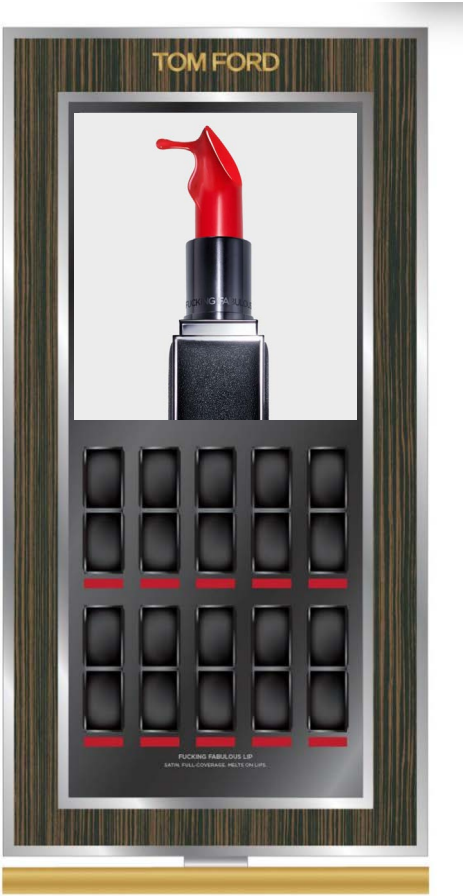
FUCKING FABULOUS VM UNITS WILL RELEASE IN SEPTEMBER.
PLEASE DISPLAY ON PRESENTATION TRAY UNTIL THEIR ARRIVAL.

FUCKING FABULOUS LIP

10 NEW SHADES

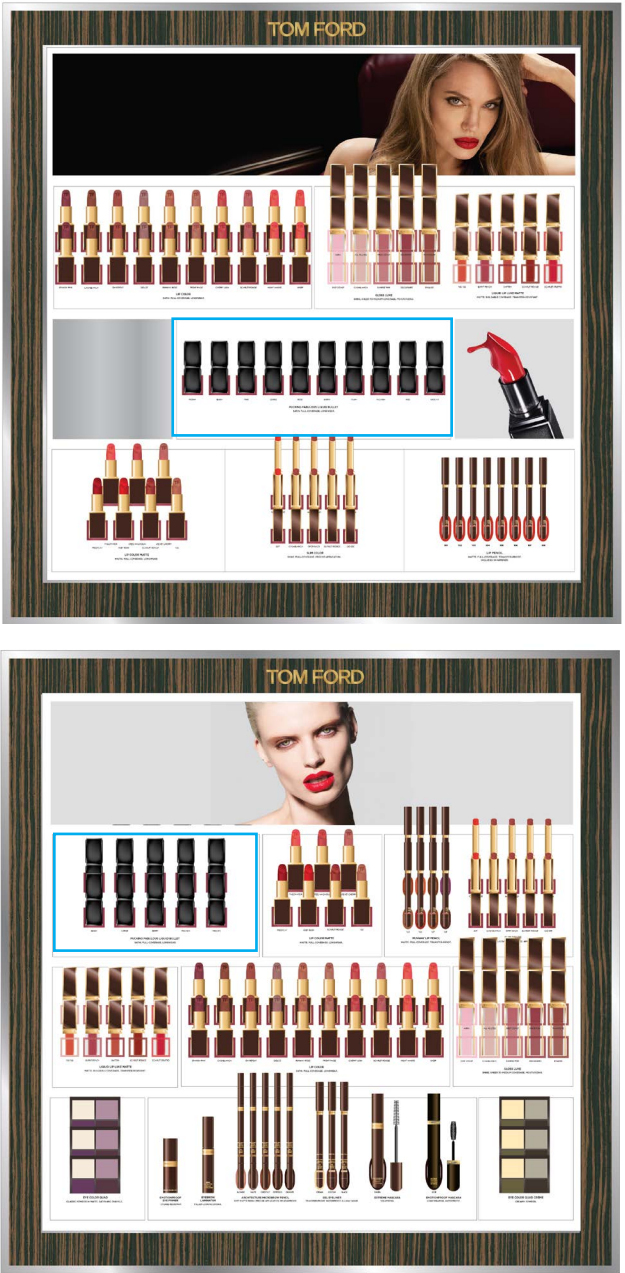
- F1 PEONY
- F2 BLUSH
- F3 PINK
- F4 CERISE
- F5 ROSE
- F6 BERRY
- F7 PLUM
- F8 FUCHSIA

SAF
FUCKING FABULOUS LIP



NEW TILES - SHIIPING DIRECT TO
DOORS IN NOVEMBER

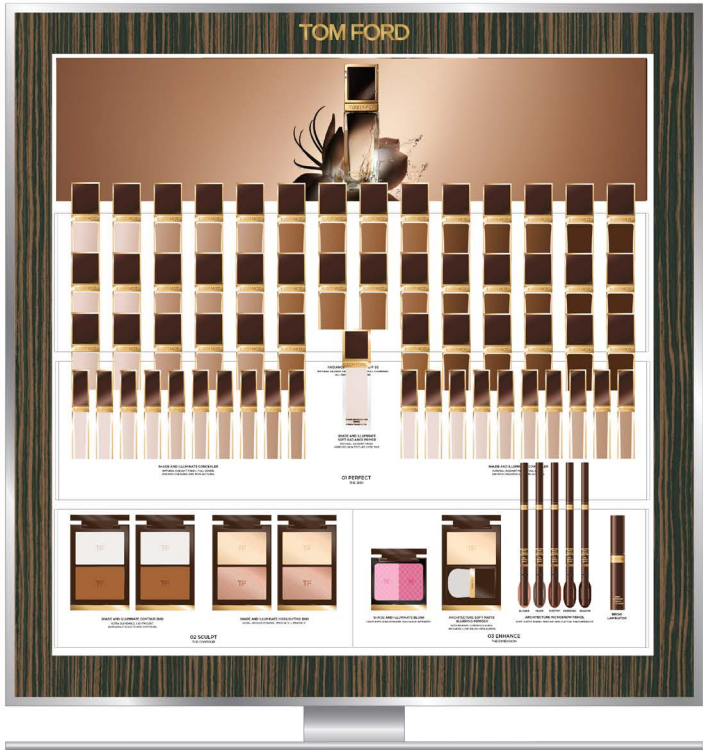
EASEL
LIP ONLY EASEL +
LIP/EYE COMBO EASEL



ALL EASELS OVERVIEW



ARCHITECTURE
SOFT MATTE BLURRING FOUNDATION EASEL

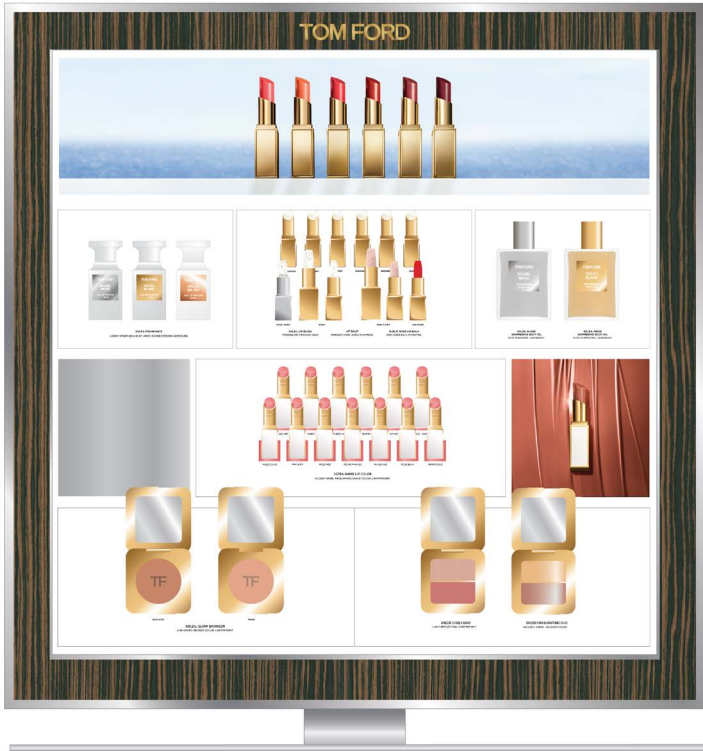


ARCHITECTURE
RADIANCE HYDRATING FOUNDATION EASEL

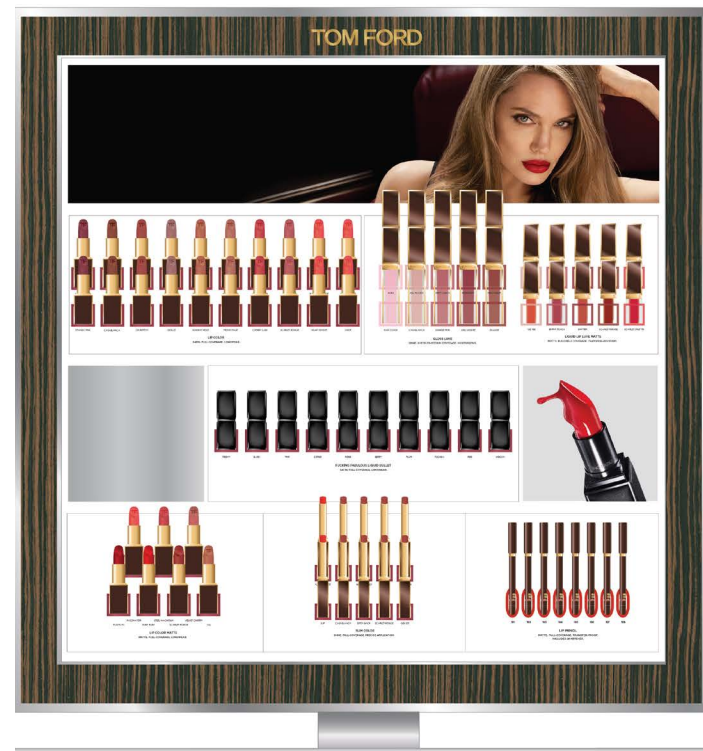


ARCHITECTURE
SOFT MATTE + RADIANCE HYDRATING

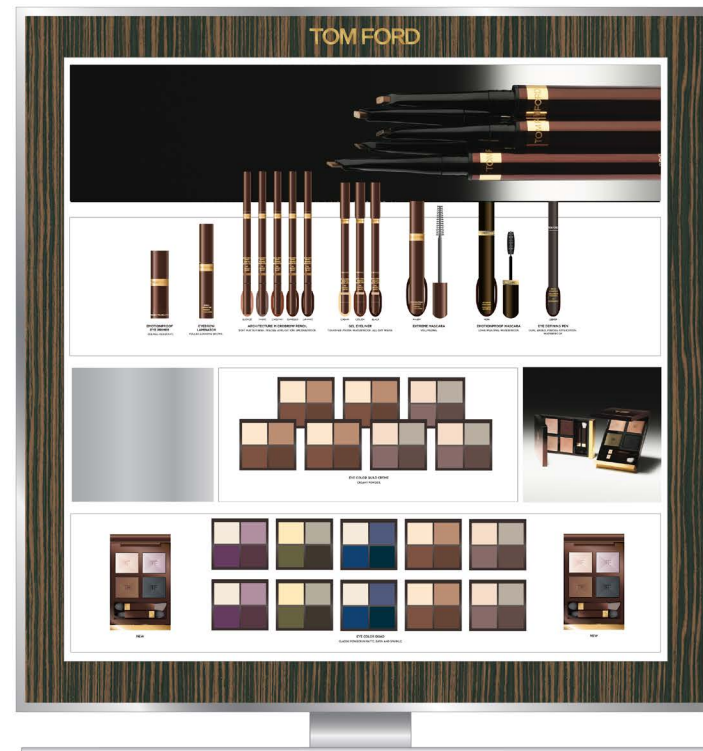
PLEASE FOLLOW THE PLACEMENT OF TILES.
EASELS ARE ALWAYS PLACED IN THE ORDER
OF FACE, SOLEIL, LIP AND EYE.



SOLEIL
EASEL



RUNWAY
LIP EASEL



RUNWAY
EYE EASEL



RUNWAY
EYE + LIP EASEL

ALL FRAMES (MAFS + SAFS) OVERVIEW

MAFS MEDIUM ANGLED FRAMES SAFS SMALL ANGLED FRAMES

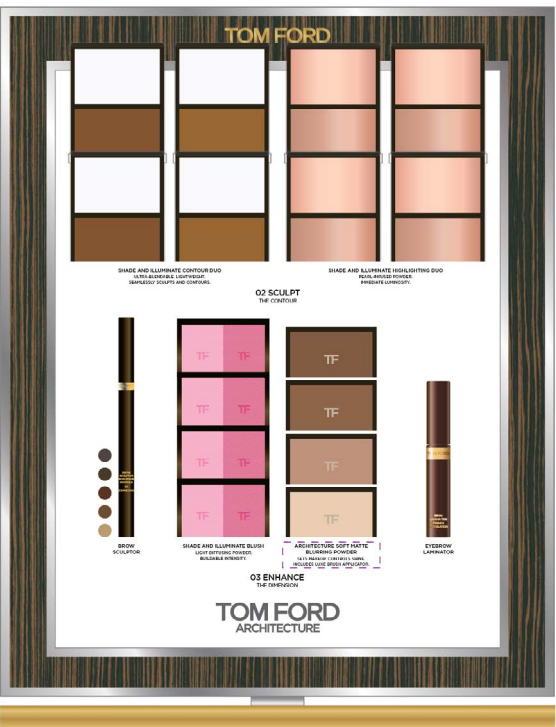
NEW INSERTS SOLEIL + LIP



ARCHITECTURE
SOFT MATTE BLURRING FOUNDATION MAF



ARCHITECTURE
RADIANCE FOUNDATION MAF



ARCHITECTURE
SOFT MATTE + SHADE AND ILLUMINATE MAF



SOLEIL
MAF **NEW INSERT**
SHIPPING DIRECT TO DOOR



RUNWAY
LIP MAF **NEW INSERT**
SHIPPING DIRECT TO DOOR



RUNWAY
LIP SAF **NEW INSERT**
SHIPPING DIRECT TO DOOR



RUNWAY
EYE MAF

PRIVATE BLEND CASELINE **NORDSTROM ONLY**

CASE ARRANGEMENT

TOP ROW **LEFT TO RIGHT**

- OUD VOYAGER 30ML
- OUD VOYAGER 50ML
- ROSE EXPOSED 30ML
- ROSE EXPOSED 50ML
- BLACK LACQUER 30ML
- BLACK LACQUER 50ML

SECOND ROW **LEFT TO RIGHT**

- F. FABULOUS PARFUM 50ML
- SOLEIL BLANC 30ML
- SOLEIL BLANC 50ML
- BITTER PEACH 50ML
- BITTER PEACH 30ML
- ELECTRIC CHERRY 50ML
- ELECTRIC CHERRY 30ML
- LOST CHERRY 30ML
- LOST CHERRY 50ML
- VANILLA SEX 30ML
- VANILLA SEX 50ML
- VANILLA FATALE 50ML
- VANILLA FATALE 30ML
- TOBACCO VANILLE 50ML
- TOBACCO VANILLE 30ML

THIRD ROW **LEFT TO RIGHT**

- MYRRHE MYSTÈRE 30ML
- MYRRHE MYSTÈRE 50ML
- FUCKING FABULOUS 30ML
- FUCKING FABULOUS 50ML
- TUSCAN LEATHER 50ML
- TUSCAN LEATHER 30ML
- NEROLI PORTOFINO 50ML
- NEROLI PORTOFINO 30ML
- ROSE PRICK 30ML
- ROSE PRICK 50ML
- TUBÉREUSE NUE 30ML
- TUBÉREUSE NUE 50ML
- JASMIN ROUGE 50ML
- JASMIN ROUGE 30ML
- OUD WOOD 50ML
- OUD WOOD 30ML

AMBER INTRIGUE

MACASSAR PB 30 SCENTING EXPERIENCE



ALWAYS ARRANGE CASELINE UNITS IN A PYRAMID FORMAT. THE TALL SKUS ALIGN

PRIVATE BLEND CASELINE

CASE ARRANGEMENT

TOP ROW LEFT TO RIGHT

- AMBER INTRIUGUE 50ML (NEW)
- OUD VOYAGER 30ML
- OUD VOYAGER 50ML
- ROSE EXPOSED 30ML
- ROSE EXPOSED 50ML
- BLACK LACQUER 30ML
- BLACK LACQUER 50ML

SECOND ROW LEFT TO RIGHT

- F. FABULOUS PARFUM 50ML
- SOLEIL BLANC 30ML
- SOLEIL BLANC 50ML
- BITTER PEACH 50ML
- BITTER PEACH 30ML
- ELECTRIC CHERRY 50ML
- ELECTRIC CHERRY 30ML
- LOST CHERRY 30ML
- LOST CHERRY 50ML
- VANILLA SEX 30ML
- VANILLA SEX 50ML
- VANILLA FATALE 50ML
- VANILLA FATALE 30ML
- TOBACCO VANILLE 50ML
- TOBACCO VANILLE 30ML

THIRD ROW LEFT TO RIGHT

- MYRRHE MYSTÈRE 30ML
- MYRRHE MYSTÈRE 50ML
- FUCKING FABULOUS 30ML
- FUCKING FABULOUS 50ML
- TUSCAN LEATHER 50ML
- TUSCAN LEATHER 30ML
- NEROLI PORTOFINO 50ML
- NEROLI PORTOFINO 30ML
- ROSE PRICK 30ML
- ROSE PRICK 50ML
- TUBÉREUSE NUE 30ML
- TUBÉREUSE NUE 50ML
- JASMIN ROUGE 50ML
- JASMIN ROUGE 30ML
- OUD WOOD 50ML
- OUD WOOD 30ML

AMBER INTRIUGUE



MACASSAR PB 30 SCENTING EXPERIENCE



ALWAYS ARRANGE CASELINE UNITS IN A

COLOR LAUNCH: SOLEIL NEIGE COLLECTION LAUNCH UNIT

LIVE DATE : OCTOBER 6TH



SIGNATURE FRAGRANCE
LAUNCH ON DECEMBER 28TH

TWO-TIER
SOLEIL NEIGE COLLECTION
T53Q60

TOP TIER LEFT TO RIGHT

- APRES GLOW
- EYE COLOR QUAD
- CREME BLUSH
- 3 X ULTRA SHINE LIP

SHADES

ULTRA SHINE LIP COLOR

- PEAK GLAMOUR
- ROSE D'HIVER
- FIRESIDE

EYE COLOR QUAD

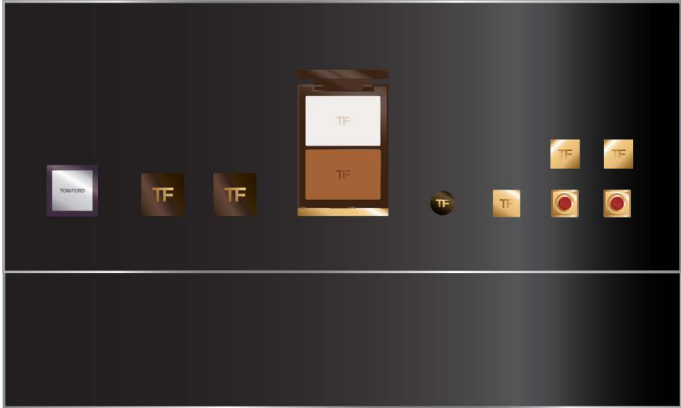
- CHALET MINK

CREME BLUSH

- ALPINE BLUSH

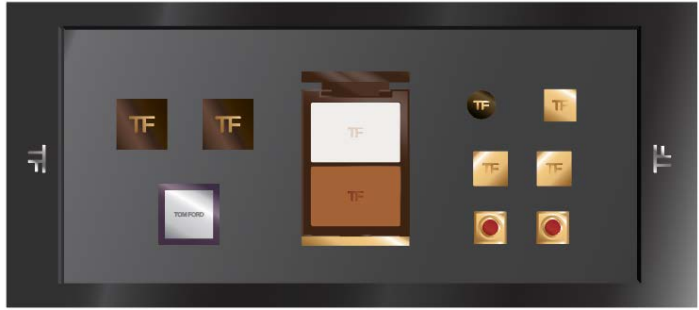
COLOR LAUNCH: RUNWAY LOOK

LIVE DATE : OCTOBER 6TH



TWO-TIER
RUNWAY LOOK
RE-USE BLACK LACQUER/ FUCKING FABULOUS INSERTS

- TOP TIER LEFT TO RIGHT
- OUD VOYAGER
 - SHADE AND ILLUMINATE SOFT RADIANCE PRIMER
 - ARCHITECTURE RADIANCE HYDRATING FOUNDATION
 - SHADE AND ILLUMINATE CONTOUR DUO
 - EXTREME MASCARA IN 01 RAVEN
 - GLOSS LUXE IN 01 DISCLOSURE
 - RUNWAY LIP COLOR IN 18 UNZIP
 - LIP COLOR MATTE IN 08 VELVET CHERRY



MARBLE PRESENTATION TRAY
RUNWAY LOOK
USE IF NO TWO-TIER IS AVAILABLE

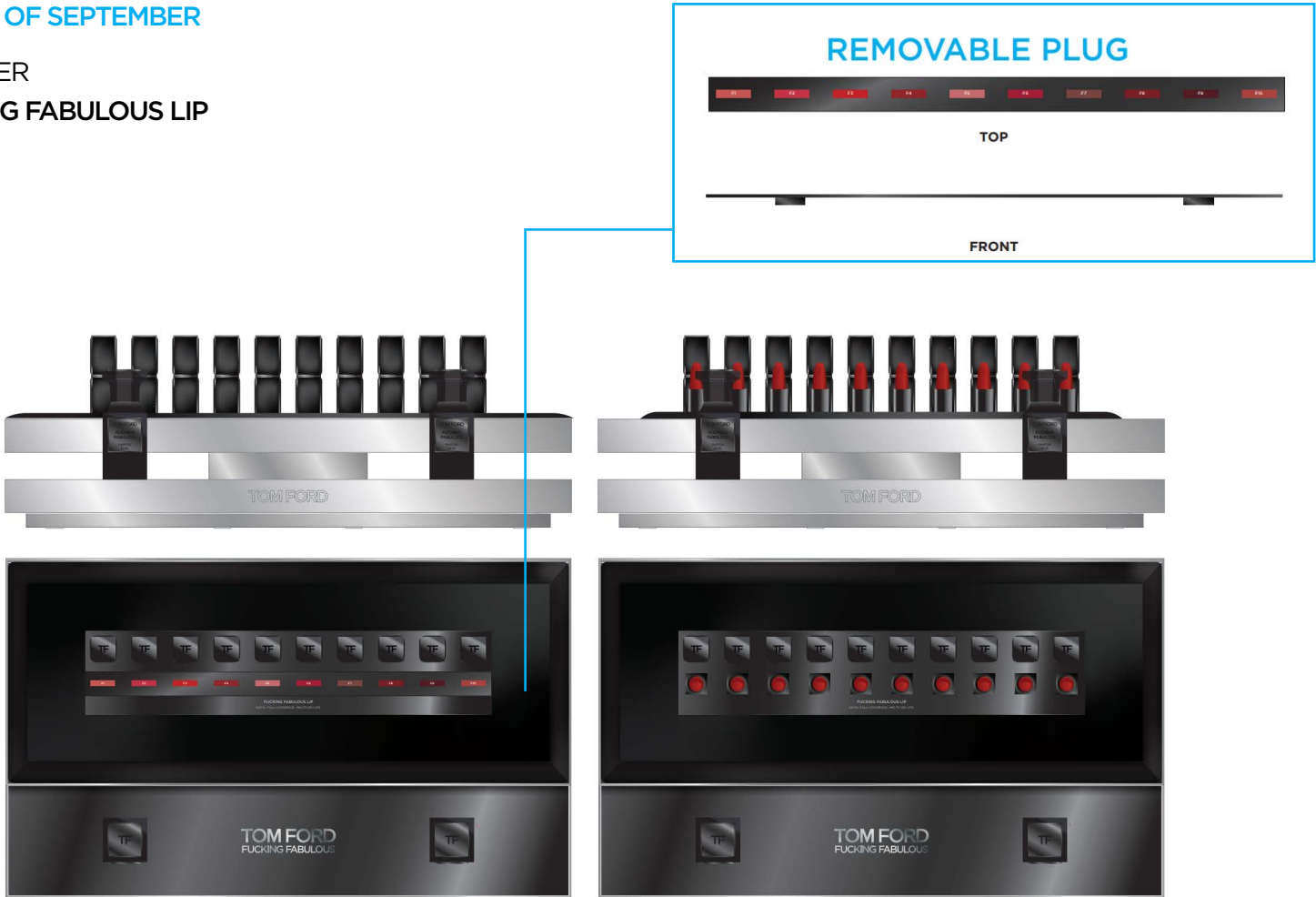
- TOP TIER LEFT TO RIGHT/ TOP TO BOTTOM
- SHADE AND ILLUMINATE SOFT RADIANCE PRIMER
 - ARCHITECTURE RADIANCE HYDRATING FOUNDATION
 - OUD VOYAGER
 - SHADE AND ILLUMINATE CONTOUR DUO
 - EXTREME MASCARA IN 01 RAVEN
 - GLOSS LUXE IN 01 DISCLOSURE
 - RUNWAY LIP COLOR IN 18 UNZIP
 - LIP COLOR MATTE IN 08 VELVET CHERRY

COLOR LAUNCH: FUCKING FABULOUS LIP ALL DOORS | PHASE II

LIVE DATE : OCTOBER 1ST

NEW TWO -TIER INSERTS - SHIPPING DIRECT TO DOORS
MIDDLE OF SEPTEMBER

TWO-TIER
FUCKING FABULOUS LIP



FUCKING FABULOUS LIP FACTICES WILL BE IN STORE IN LATE SEPTEMBER. PLEASE USE REMOVABLE PLUG UNTIL FACTICES ARE RECIEVED BY YOUR DOOR.

FUCKING FABULOUS LIP

10 NEW SHADES

- | | | |
|-------------|--------------|-------------|
| ● F1 PEONY | ● F5 ROSE | ● F9 RED |
| ● F2 BLUSH | ● F6 BERRY | ● F10 MOCHA |
| ● F3 PINK | ● F7 PLUM | |
| ● F4 CERISE | ● F8 FUCHSIA | |

EASEL
LIP ONLY EASEL + LIP/EYE COMBO EASEL
TILES EXPECTED NOVEMBER



ALL EASELS OVERVIEW **NEW TILING SYSTEM**

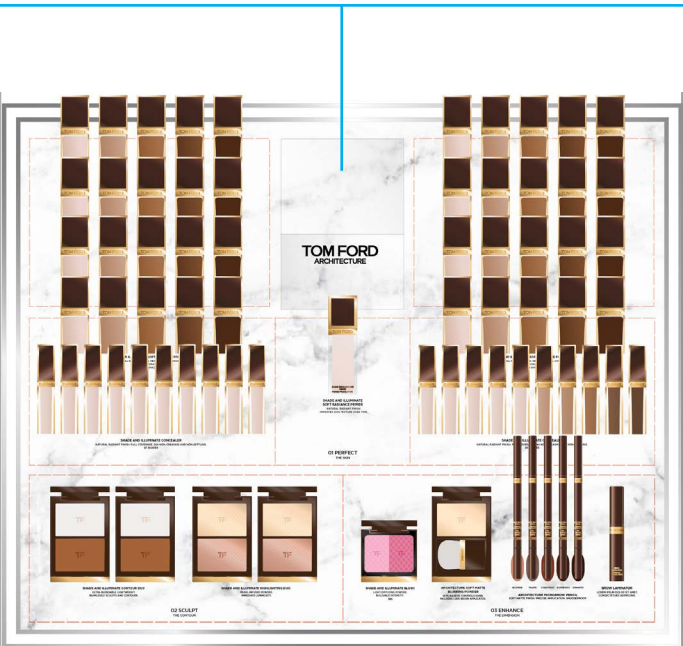
EASELS ARE ALWAYS PLACED IN THE ORDER OF **FACE**, **SOLEIL**, **LIP** AND **EYE**.

OCD: NOVEMBER

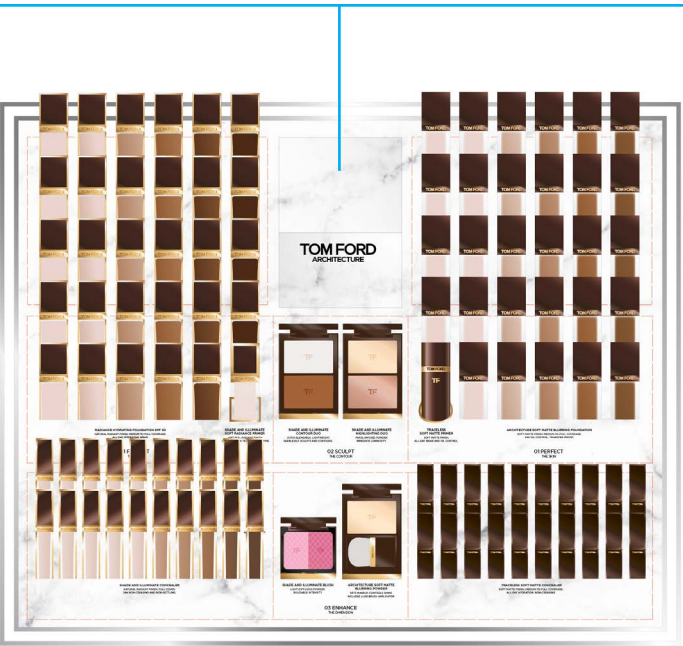
SHIPPING DIRECTLY TO DOOR



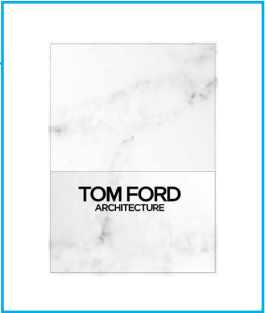
ARCHITECTURE
SOFT MATTE BLURRING FOUNDATION EASEL ONLY



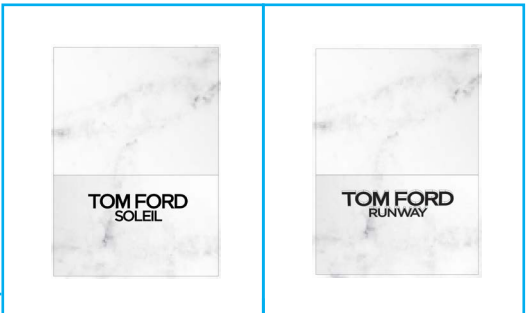
ARCHITECTURE
RADIANCE HYDRATION FOUNDATION EASEL ONLY



ARCHITECTURE
SOFT MATTE + SHADE AND ILLUMINATE EASEL



FACE REFRESH ARCHITECTURE PILLAR
TIB260 - SHIPPING DIRECT TO DOOR
MANDATORY - NEEDED FOR ALL MARBLE FACE EASELS



SOLEIL LOGO + RUNWAY LOGO PILLAR
ALLIANCE - SHIPPING DIRECT TO DOOR
MANDATORY - NEEDED FOR SOLEIL, LIP AND EYE EASELS



SOLEIL
EASEL



RUNWAY
LIP EASEL



RUNWAY
EYE EASEL



RUNWAY
EYE + LIP EASEL

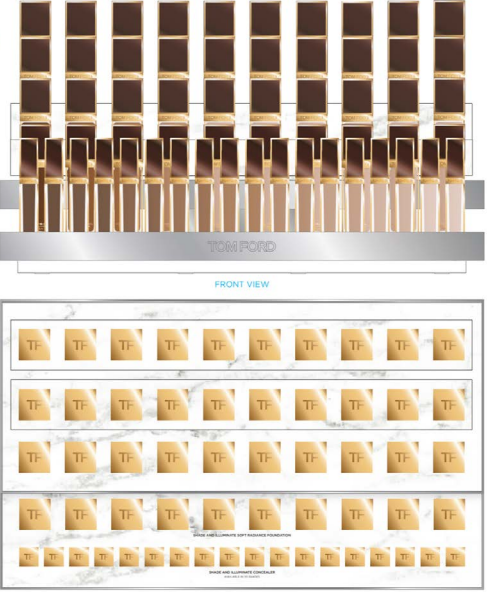
ALL TWO-TIERS OVERVIEW

TWO - TIERS ARE ALWAYS PLACED IN THE ORDER OF FACE, SOLEIL, LIP AND EYE.

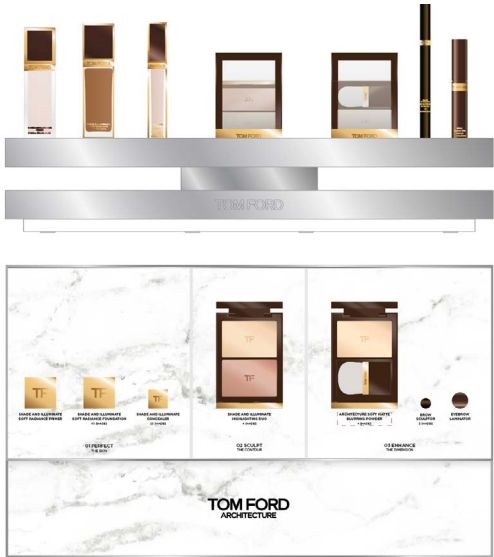
NEW INSERTS FOR SOLEIL, LIP AND EYE.



ARCHITECTURE
SOFT MATTE BLURRING FOUNDATION ONLY



ARCHITECTURE
RADIANCE FOUNDATION ONLY



ARCHITECTURE
FACE REGIMEN REFRESH
T1AZ60



SOLEIL
TWO-TIER
NEW INSERT - SHIPPING DIRECT TO DOOR



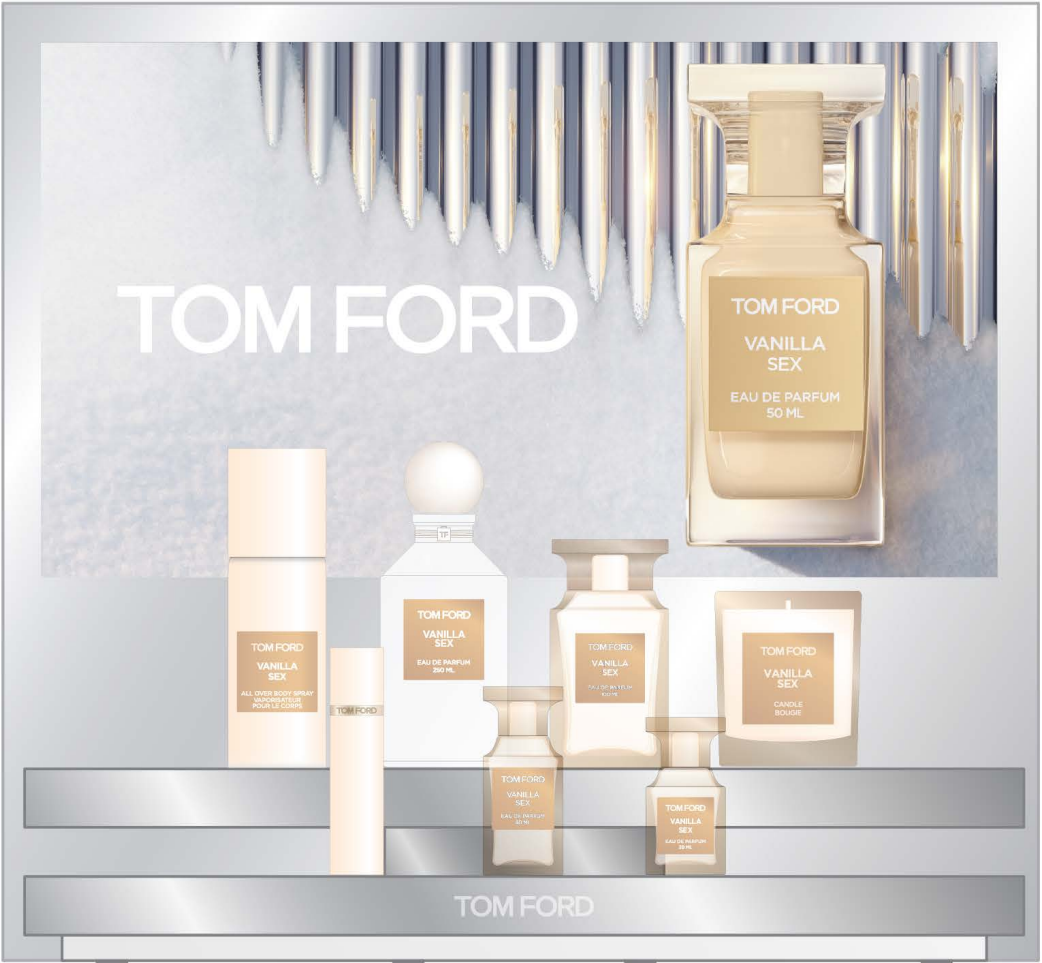
RUNWAY
LIP TWO-TIER
NEW INSERT - SHIPPING DIRECT TO DOOR



RUNWAY
EYE TWO-TIER
NEW INSERT - SHIPPING DIRECT TO DOOR

PRIVATE BLEND HERO VANILLA SEX HERO

LIVE DATE : DECEMBER 1ST



TWO-TIER
GENERIC MARBLE INSERTS

TOP TIER LEFT TO RIGHT

- VANILLA SEX AOB
- VANILLA SEX DECANTER
- VANILLA SEX 100ML
- VANILLA SEX CANDLE

LOWER TIER LEFT TO RIGHT

- VANILLA SEX SPRAY 10ML
- VANILLA SEX EDP 50ML
- VANILLA SEX 30 ML

PRIVATE BLEND FRAGRANCE RETAILER CASELINES

PRIVATE BLEND ASSORTMENT SEPTEMBER

CASE ARRANGEMENT

TOP ROW LEFT TO RIGHT

- OUD VOYAGER 30ML
- OUD VOYAGER 50ML

TOP ROW LEFT TO RIGHT

- BLACK LACQUER 30ML
- BLACK LACQUER 50ML
- ROSE EXPOSED 50ML
- ROSE EXPOSED 30ML

SECOND ROW LEFT TO RIGHT

- SOLEIL NEIGE 30ML
- SOLEIL NEIGE 50ML
- SOLEIL BLANC 30ML
- SOLEIL BLANC 50ML
- BITTER PEACH 50ML
- BITTER PEACH 30ML
- ELECTRIC CHERRY 50ML
- ELECTRIC CHERRY 30ML
- LOST CHERRY 30ML
- LOST CHERRY 50ML
- VANILLA SEX 30ML
- VANILLA SEX 50ML
- VANILLA FATALE 50ML
- VANILLA FATALE 30ML
- TOBACCO VANILLE 50ML
- TOBACCO VANILLE 30ML

THIRD ROW LEFT TO RIGHT

- MYRRHE MYSTÈRE 30ML
- MYRRHE MYSTÈRE 50ML
- FUCKING FABULOUS 30ML
- FUCKING FABULOUS 50ML
- TUSCAN LEATHER 50ML
- TUSCAN LEATHER 30ML
- NEROLI PORTOFINO 50ML
- NEROLI PORTOFINO 30ML
- ROSE PRICK 30ML
- ROSE PRICK 50ML
- TUBÉREUSE NUE 30ML
- TUBÉREUSE NUE 50ML
- JASMIN ROUGE 50ML
- JASMIN ROUGE 30ML
- OUD WOOD 50ML
- OUD WOOD 30ML



ALWAYS ARRANGE CASELINE UNITS IN A PYRAMID FORMAT. THE TALL SKUS ALIGN WITH THE GIFT BOX IN THE MIDDLE.

PRIVATE BLEND FRAGRANCE RETAILER CASELINES **NORDSTROM ONLY**

PRIVATE BLEND ASSORTMENT SEPTEMBER

CASE ARRANGEMENT

TOP ROW **LEFT TO RIGHT**

- AMBER INTRIGUE 50ML
- OUD VOYAGER 50ML
- OUD VOYAGER 30ML

TOP ROW **LEFT TO RIGHT**

- BLACK LACQUER 30ML
- BLACK LACQUER 50ML
- ROSE EXPOSED 50ML
- ROSE EXPOSED 30ML

SECOND ROW **LEFT TO RIGHT**

- SOLEIL NEIGE 30ML
- SOLEIL NEIGE 50ML
- SOLEIL BLANC 30ML
- SOLEIL BLANC 50ML
- BITTER PEACH 50ML
- BITTER PEACH 30ML
- ELECTRIC CHERRY 50ML
- ELECTRIC CHERRY 30ML
- LOST CHERRY 30ML
- LOST CHERRY 50ML
- VANILLA SEX 30ML
- VANILLA SEX 50ML
- VANILLA FATALE 50ML
- VANILLA FATALE 30ML
- TOBACCO VANILLE 50ML
- TOBACCO VANILLE 30ML

THIRD ROW **LEFT TO RIGHT**

- MYRRHE MYSTÈRE 30ML
- MYRRHE MYSTÈRE 50ML
- FUCKING FABULOUS 30ML
- FUCKING FABULOUS 50ML
- TUSCAN LEATHER 50ML
- TUSCAN LEATHER 30ML
- NEROLI PORTOFINO 50ML
- NEROLI PORTOFINO 30ML
- ROSE PRICK 30ML
- ROSE PRICK 50ML
- TUBÉREUSE NUE 30ML
- TUBÉREUSE NUE 50ML
- JASMIN ROUGE 50ML
- JASMIN ROUGE 30ML
- OUD WOOD 50ML
- OUD WOOD 30ML



ALWAYS ARRANGE CASELINE UNITS IN A PYRAMID FORMAT. THE TALL SKUS ALIGN WITH THE GIFT BOX IN THE MIDDLE.

SIGNATURE FRAGRANCE TWO-TIERS

TWO-TIER SIGNATURE MASCULINE + FEMININE



USE THIS ASSORTMENT IF 1 TWO-TIER IS AVAILABLE

FRONT ROW LEFT TO RIGHT

- BLACK ORCHID RESERVE 100 ML
- EAU D'OMBRE LEATHER 100ML
- OMBRÉ LEATHER EDP 100ML
- OUD MINÉRALE 100ML
- BOIS PACIFIQUE 100ML

BACK ROW LEFT TO RIGHT

- BLACK ORCHID PARFUM 100ML
- BLACK ORCHID EDP 100ML
- VELVET ORCHID EDP 100ML
- CAFÉ ROSE 100ML
- EAU DE SOLEIL BLANC 100ML

TWO-TIER SIGNATURE MASCULINE ONLY



USE THIS ASSORTMENT IF 2 TWO-TIERS ARE AVAILABLE

FRONT ROW LEFT TO RIGHT

- CAFE ROSE 100 ML
- EAU DE SOLEIL BLANC 100ML
- BLACK ORCHID RESERVE 100 ML (W/ SIGNATURE "NEW" BLOCK)
- OMBRÉ LEATHER EDP 100ML
- EAU D'OMBRE LEATHER 100ML

BACK ROW LEFT TO RIGHT

- GREY VEVITIER EDP 100ML
- GREY VEVITIER PARFUM 100ML
- OUD MINÉRALE 100ML
- COSTA AZZURRA EDP 100ML
- COSTA AZZURRA PARFUM 100ML

TWO-TIER SIGNATURE FEMININE ONLY



USE THIS ASSORTMENT IF 2 TWO-TIERS ARE AVAILABLE

FRONT ROW LEFT TO RIGHT

- BLACK ORCHID RESERVE 100 ML
- OMBRÉ LEATHER PARFUM 100ML
- OMBRÉ LEATHER EDP 100ML
- EAU D'OMBRE LEATHER 100ML
- BOIS PACIFIQUE 100ML

BACK ROW LEFT TO RIGHT

- BLACK ORCHID PARFUM 100ML
- BLACK ORCHID EDP 100ML
- VELVET ORCHID EDP 100ML
- NOIR EXTREME PARFUM 100ML
- NOIR EXTREME EDP 100ML