Clinique NA Merchandising Guidelines

Clinique Labs

Spring 2026

January - June

January Updates

UV Solutions + 3-Step Pedestal

Chubby Lip Color Endcap (Shipping direct to door)

(Tracking will be available on Field Sharepoint)

GWP Pedestal

Belk GWP (Shipping direct to door)

(Tracking will be available on Field Sharepoint)

February Updates

Shipping from ELM.

(Tracking will be available on Field Sharepoint)

May Updates

May ‘26 updates will be included on the April-June VM Clinique Labs Guideline Addendum to follow.

Who To Contact

For all questions/concerns regarding:

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

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

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

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

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

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

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

Counter Repair Requests:

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

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

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

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.*

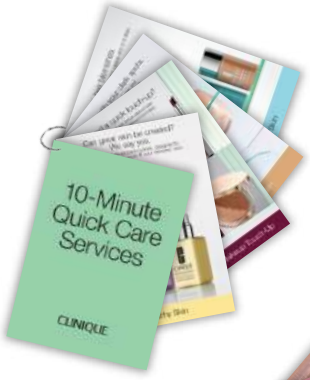
What it does*: Helps build the basket by recommending custom-fit solutions for skincare & makeup.*

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*

Spring 2026 Priorities

	Q3 (JANUARY - MARCH)	Q4 (APRIL - JUNE)
HERO (Always On)	INDEPENDENT FRANCHISE CAMPAIGNS + MOISTURE SURGE	SUMMER OF GLOW + MOISTURE SURGE
FRANCHISES (Products/ NPLs)	Moisture Surge or Smart **JANUARY** Chubbys + Honeys **FEBRUARY** Moisture Surge **MARCH**	Summer of Glow **APRIL - JUNE**

Spring 2026 New Product Launches

★ - Priority Launch

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
NATIONAL: **NEW** UV Solutions: Hydrating Sunscreen **NEW** UV Solutions: Mattifying Sunscreen **NEW** Chubby Relaunch **NEW** Black Honey Collection (x3 Lip Liners)				**NEW** UV Solutions: Brightening & Tinted Sunscreen	**NEW** High Impact High-Fi Waterproof Mascara (VM Assets: **JULY OCD**)
PROMOTIONS:	National Lash Day **2/19 - 2/22 OCD** Belk GWP **2/3 - 3/1 OCD**	Dillard's GWP **3/6 - 3/22 OCD** Macy's GWP **3/25 - 4/13 OCD**	Makeup Amplification **4/1 - 4/5 OCD**	Mother's Day **MAY OCD** Skincare Amplification **5/17 - 5/25 OCD**	Summer Of Glow **JUNE OCD**

Hero Product Support At Counter

★ - Hero Product

GLOWING SKIN
with Moisture Surge™

HEALTHY SKIN
with 3-Step

YOUTHFUL LOOKING SKIN
with Smart™

EVEN-TONED SKIN
with Even Better™ Skincare + Makeup

CLEAR SKIN
with Acne Solutions™

MAKEUP REMOVERS
with Take the Day Off™

BUILDABLE VOLUME
with High Impact™ Mascara

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

In-store Cadence

TOP DOORS (5A-A)

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

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

REMINDER: Holiday lightboxes 5A-2A revert to previous Fall '25 lightbox images after Holiday in January 2026.

(CURRENT)	JANUARY	FEBRUARY	MARCH
LBX #1 Launch: 3 Step (F'25 Assets)	3 Step (F'25 Assets)	3 Step (F'25 Assets)	3 Step (F'25 Assets)
LBX #2 Launch: Even Better Vitamin Makeup (S'25 Assets - "NEW" Removed)	NEW Chubby Lip	Chubby Lip	Chubby Lip
LBX #3 Launch: Smart Serum (F'24 Assets)	Smart Serum (F'24 Assets)	Smart Serum (F'24 Assets)	NEW Smart
LBX #4 Launch *(if you have a 3rd treatment area)*: Moisture Surge Glow (F'25 Assets - "NEW" Removed)	Moisture Surge Glow (F'25 Assets - "NEW" Removed)	Moisture Surge Glow (F'25 Assets - "NEW" Removed)	Moisture Surge Glow (F'25 Assets - "NEW" Removed)

-OR-

Holiday 3-Step

-OR-

Holiday 3-Step

-OR-

Holiday Happy

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)

Video Cadence

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

(CURRENT) MARCH	APRIL	MAY	JUNE

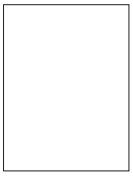
LBX #1
Launch

3 Step
(F'25 Assets)

LBX #2
Launch

Chubby
(S '26 Assets)

LBX #3
Launch



Smart
(S'26 Assets)

LBX #4
Launch
(if you have a 3rd treatment area)

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)

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)

Even Better Vitamin Makeup
(No NEW)

Moisture Surge Glow
(S'25 Assets)

3-Step
(F'25 Assets)

EB Serum
(S'25 Assets)

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.

VIDEO: Select Doors

(CURRENT) MARCH	APRIL	MAY	JUNE

LOOPING VIDEO

Smart
(F'24 Assets)

Even Better Vitamin Makeup
(S'26 Assets)

Moisture Surge Glow
(S'25 assets)

3-Step
(F'25 Assets)

Chubby Lip
(S'26 Assets)

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	FEBRAURY	MARCH

PEDESTAL 1 ALL DOORS

FRONT SIDE

Holiday
Oct '25 Update

NEW UV Solutions (FRONT)
*see codes below

*NOTE: Revert back to launch graphic after GWP dates.

2/3 - 3/1 OCD

Belk GWP
Code: VHBC-70
Shipping direct to door

3/6 - 3/22 OCD

Dillard's GWP
Code: VHBB-70

3/25 - 4/13 OCD

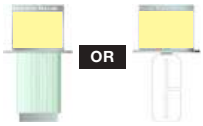
Macy's GWP
Code: VHBD-70

BACK SIDE

Holiday
Oct '25 Update

3-Step (BACK)
Update Code: VHES-70

PEDESTAL STAND
Depending on door



*NOTE: Most Clinique Labs doors have the green stand base. Only select top doors have the "C" logo stand base.

PEDESTAL 2 SELECT DOORS ONLY

FRONT SIDE

Holiday
Oct '25 Update

DDMs (FRONT)
*see codes below

2/3 - 3/1 OCD

Belk GWP
Code: VHBC-70
Shipping direct to door

3/25 - 4/13 OCD

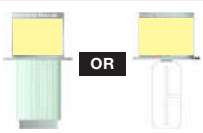
Macy's GWP
Code: VHBD-70

BACK SIDE

Holiday
Oct '25 Update

3-Step(BACK)
Update Code:
VHET-70

PEDESTAL STAND
Depending on door



(CURRENT) MARCH	APRIL	MAY	JUNE

PEDESTAL 1 ALL DOORS

FRONT SIDE

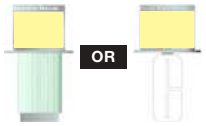
UV Solutions
January '26
Update Code:
VHES-70

UV Solutions
(Micro Riser & Tier 1 base graphic update only)
Update Code: VJ2F-70

BACK SIDE

3-Step
January '26
Update Code:
VHES-70

PEDESTAL STAND
Depending on door



OR

*NOTE: Most Clinique Labs doors have the green stand base. Only select top doors have the "C" logo stand base.

PEDESTAL 2 SELECT DOORS ONLY

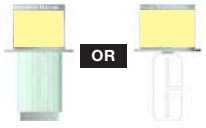
FRONT SIDE

DDML+
January '26
Update Code:
VHET-70

BACK SIDE

3-Step
January '26
Update Code:
VHET-70

PEDESTAL STAND
Depending on door



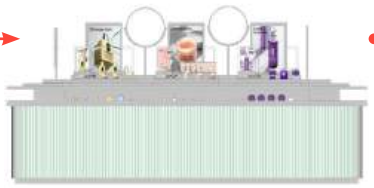
OR

Treatment Discovery Table Cadence

(CURRENT) DECEMBER	JANUARY	FEBRUARY	MAR

TREATMENT DISCOVERY TABLE

SIDE A
DDMs, Moisture Surge, Smart
July '25 Update Code: VGED-70 **4-Bay Only**
July '25 Update Code: VGEE-70 **6-Bay Only**



Treatment Discovery Table (Side A)
Update Code: VHQ0-70 **4-Bay Only**
Update Code: VHPZ-70 **6-Bay Only**

SIDE B
Cleansers, Clarifying Lotions, Even Better
September '25 Update Code: VGSB-70 **4-Bay Only**
September '25 Update Code: VGSC-70 **6-Bay Only**
Locator Update
5 Hero (3 TRT + 2 CLR) + 5 locators for CLR

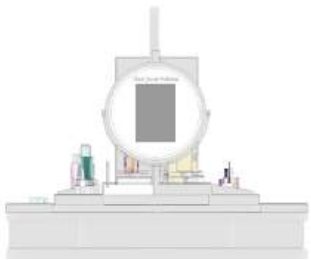
Treatment Discovery Table (Side A)
Update Code: VHQ0-70 **4-Bay Only**
Update Code: VHPZ-70 **6-Bay Only**

TREATMENT ENDCAPS

Endcap A: Holiday Endcap
Update Code: VGTK-70 **NON-FLAGSHIP**
Update Code: VGTG-70 **FLAGSHIP DOORS**

REPRINT/RESHIP

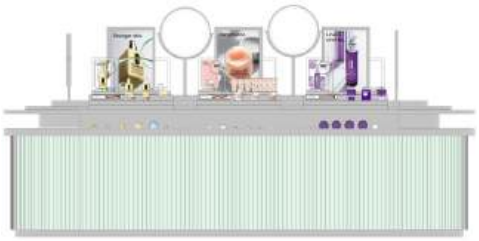
Endcap A: Moisture Surge Glow
Update Code: VGEF-70
Side Step Base Code: VFB6-70
FLAGSHIP ONLY



Endcap B: Clinical Reality
Graphic Update Code: VDWG-70

(CURRENT) MARCH	APRIL	MAY	JUNE

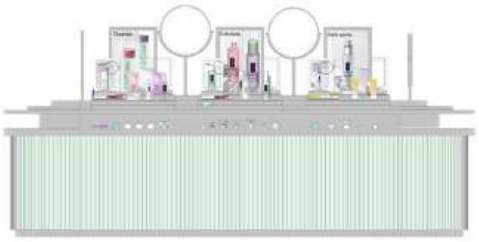
TREATMENT DISCOVERY TABLE



SIDE A
DDMs, Moisture Surge, Smart
February '26 Update Code: VHQ0-70 **4-Bay Only**
February '26 Update Code: VHPZ-70 **6-Bay Only**

Treatment Discovery Table (B2S2 & B6S3 top of shelf graphic update)
Update Code: TBD

NOTE: May'26 updates will be included on the April-June VM Clinique Labs Guideline Addendum



SIDE B
Cleansers, Clarifying Lotions, Even Better
February '26 Update Code: VHQ0-70 **4-Bay Only**
February '26 Update Code: VHPZ-70 **6-Bay Only**

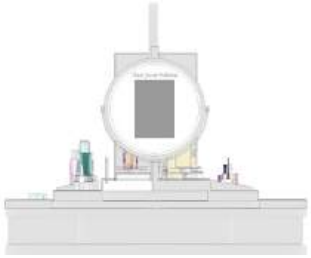
Treatment Discovery Table (B2S2 & B6S3 top of shelf graphic update)
Update Code: TBD

NOTE: May'26 updates will be included on the April-June VM Clinique Labs Guideline Addendum

<u>Locator Update</u>
5 Hero (3 TRT + 2 CLR) + 5 locators for CLR

TREATMENT ENDCAPS

Endcap A: Moisture Surge Glow
Update Code: VGEF-70
Side Step Base Code: VFB6-70 **FLAGSHIP ONLY**



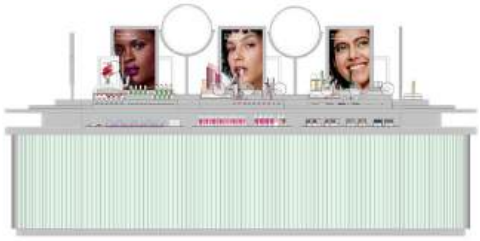
Endcap B: Clinical Reality
Graphic Update Code: VDWG-70

(CURRENT) DECEMBER	JANUARY	FEBRUARY	MARCH

COLOR DISCOVERY TABLE

SIDE A
Foundation
Update Code: VGEG-70
Update Code: VBH1-70 **MHSQ Only**
True Highlight Locator Code: **VFHX-60**
True Highlight Graphic Code: **VDWH-70**

Color Discovery Table (Side A)
Update Code: VGEG-70



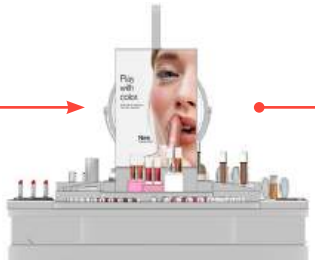
SIDE B
Lip & Cheek, Eyes
July Update Code: VGEG-70
September Update Code: VGSD-70

Locator Update
5 Hero (3 TRT + 2 CLR) + 5 locators for CLR

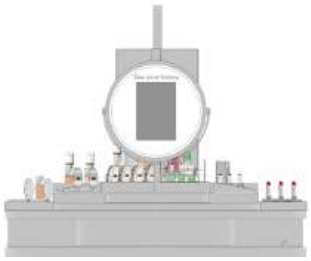
Color Discovery Table (Side B)
Update Code: VGEG-70
Locator Code: VJ6H-60

MAKEUP ENDCAPS

Endcap A: **Holiday Endcap**
Update Code: VGTK-70 **NON-FLAGSHIP**
Update Code: VGTG-70 **FLAGSHIP DOORS**



Chubby
Update Code: VHTX-70
NON-FLAGSHIP
Update Code: zz-70 **FLAGSHIP DOORS**



Endcap B: **Clinical Reality**
Update Code: **VDWJ-70**
Base Code: **VFB6-70 FLAGSHIP ONLY**

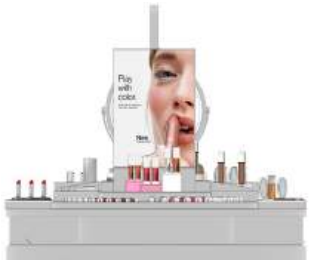
(CURRENT) MARCH	APRIL	MAY	JUNE

COLOR DISCOVERY TABLE

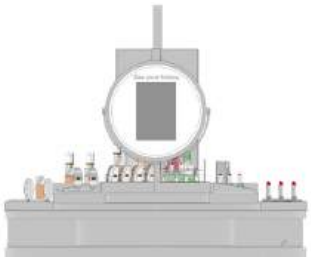
SIDE A
Foundation
February '25 Update Code: VGEG-70
True Highlight Locator Code: **VFHX-60**
True Highlight Graphic Code: **VDWH-70**

SIDE B
Lip & Cheek, Eyes
February '25 Update Code: VGEG-70
February '25 Locator Code: VJ6H-60

MAKEUP ENDCAPS



Endcap A: **Chubby**
Update Code: VHTX-70 **NON-FLAGSHIP**
Update Code: zz-70 **FLAGSHIP DOORS**



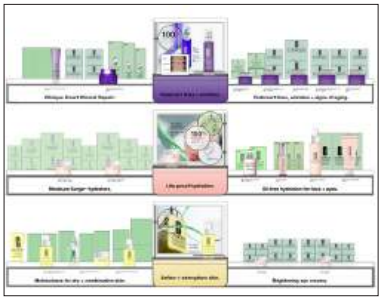
Endcap B: **Clinical Reality**
Update Code: **VDWJ-70**
Base Code: **VFB6-70 FLAGSHIP ONLY**

(CURRENT) DECEMBER	JANUARY	FEBRUARY	MARCH

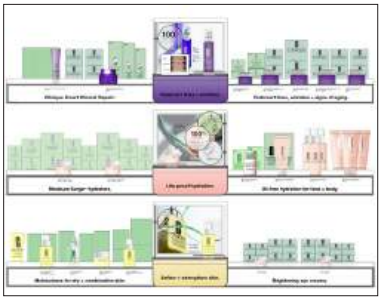
BACKWALL

SIDE A
July '25 Update Code: **VGES-70**

Backwall (Side A)
Update Code: VHQ2-70



SIDE B
July '25 Code: **VGES-70**



Backwall (Side B)
Update Code: VHQ2-70

FRAGRANCE TABLE

SIDE A
Base Graphic + Happy In Paradise Graphics
Code: **VDWN-70**
Riser + Shelf 1 Graphic: **VDWP-70**
Endcap Holiday Update: **VGTN-70**

SIDE A
Endcap Reprint: **VGET-70**

SIDE B
Graphic Code: **VDWN-70**
Endcap Holiday Update: **VGTN-70**

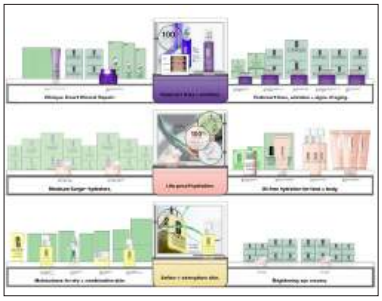
SIDE B
Endcap Reprint: **VGET-70**

Backwall + Fragrance Table Cadence

(CURRENT) MARCH	APRIL	MAY	JUNE

BACKWALL

SIDE A
February '25 Update Code: **VHQ2-70**



SIDE B
February '25 Update Code: **VHQ2-70**

Backwall (Side A)
(B2S3 top of shelf & comm band graphic update)
Update Code: VJ2E-70

NOTE: May'26 updates will be included on the April-June VM Clinique Labs Guideline Addendum

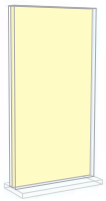
FRAGRANCE TABLE

SIDE A
Base Graphic + Happy In Paradise Graphics Code: **VDWN-70**
Riser + Shelf 1 Graphic: **VDWP-70**
Endcap Reprint: **VGET-70**

SIDE B
Graphic Code: **VDWN-70**
Endcap Reprint: **VGET-70**

(CURRENT) DECEMBER	JANUARY	FEBRUARY	MARCH

TtowerS



4” x 7.5” Signage

(Clinical Reality, Limited Sale)
Update Code: VDEQ-70
Update Code: VBKC-70

Lunar New Year, Valentines Day, Derm Concern Sets, Markdown Signages
Update Code: VHCT-70

CONSULTATION TABLE

Double sided graphic

2-SEATER (no signage)
4-SEATER (x2 signage)
6-SEATER (x4 signage)
8-SEATER MHSQ ONLY (x6 signage)

GRAPHICS SET
Code: VGTS-70

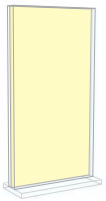
Sign 1 Sign 2 Sign 3

Sign 1 Sign 2 Sign 3

GRAPHICS SET 1 & 2
Code: VHEW-70 (for ELM reserves)

(CURRENT) MARCH	APRIL	MAY	JUNE

TtowerS



4” x 7.5” Signage

Clinical Reality
Code: VDEQ-70

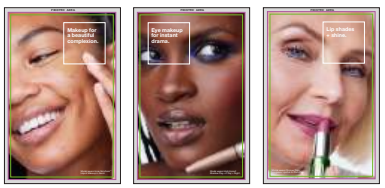
Clinical Reality
Code: VHCT-70

CONSULTATION TABLE

Double sided graphic

2-SEATER (no signage)
4-SEATER (x2 signage)
6-SEATER (x4 signage)
8-SEATER MHSQ ONLY (x6 signage)

Sign 1 Sign 2 Sign 3



Sign 1 Sign 2 Sign 3

GRAPHICS SET 1 & 2
Code: VHEW-70 (for ELM reserves)

(CURRENT) DECEMBER

8.5” x 11” Counter Signs

JANUARY

Derm Concern
Code: VHK3-70

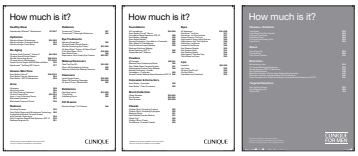
FEBRUARY

Lunar New Year
Counter Sign Code: VD96-70
Envelope Code: VD94-70
Product Sleeve Code: VD95-70
(DDML+, DDMG, MS, Happy)
Doors: **SD**

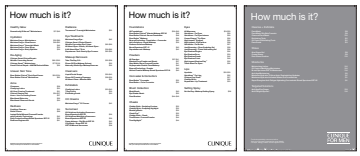
E ES

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.

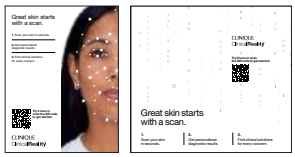
EXISTING IN-STORE:



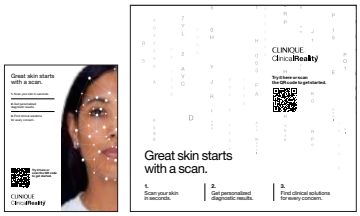
How Much Is It Signs
Update Code: VAZJ-70



How Much Is It Signs
Code: VHJF-70



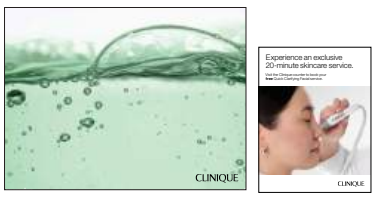
Clinical Reality Counter Sign + Mat
Counter Sign Code: VDR9-70
Mat Code: VDR6-60



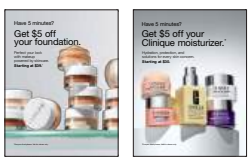
Clinical Reality Counter Sign + Mat
Counter Sign Code: VHXZ-70
Mat Code: VHXY-60

EXISTING IN-STORE:

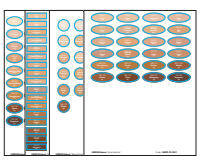
Skin School Services
Sign Code: VB07-70



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.

MARCH

(CURRENT) MARCH	APRIL	MAY	JUNE

8.5” x 11” Counter Signs

E ES

Makeup Amplification
(Existing from Feb'26 Amplification PPK)

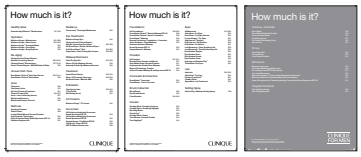
NOTE: Mother's Day updates will be included on the April-June VM Guideline Addendum

E ES

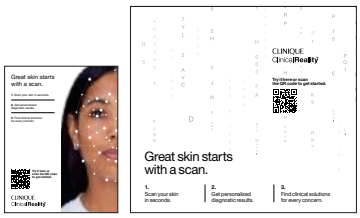
Skincare Amplification
(Existing from Feb'26 Amplification PPK)

NOTE: Summer of Clinique/June Gift update will be included on the April-June VM Guideline Addendum

EXISTING IN-STORE:



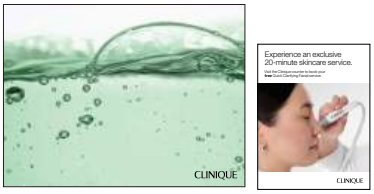
How Much Is It Signs
Code: VHJF-70



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

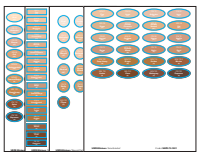
EXISTING IN-STORE:

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

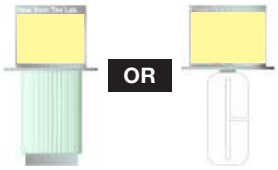
Sticker PPK
• EBMU, EBCF, Beyond Perfecting, Acne Solutions
NOTE: Place stickers to top cap, not on bottom.

Pedestal Details

Clinique Labs Pedestal #1 UPDATE

Doors: **All Doors**

PEDESTAL STAND
Depending on door

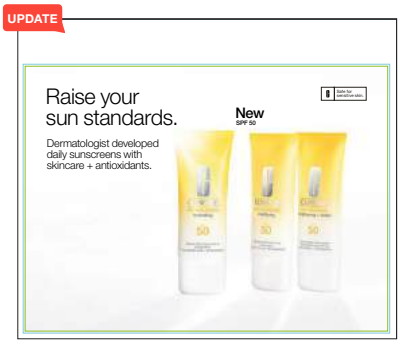


• FRONT GRAPHIC

NEW UV Solutions
Update Code: VHES-70 **JANUARY OCD**

NEW UV Solutions (FRONT)

UPDATE



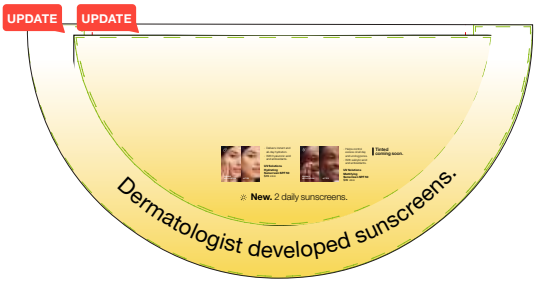
Front Riser

UPDATE

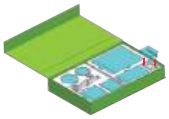
Micro Riser

Newness Block

UPDATE UPDATE



Tier 1 + Tier 2 Base



Story Telling Unit
Kit of Parts Box
Box Code: **VF35-60**

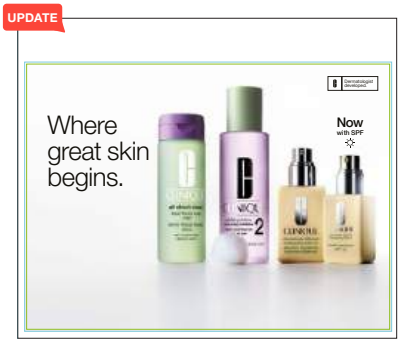
INDICATES NOT UPDATING. DO NOT THROW OUT.

• BACK GRAPHIC

3-Step
Update Code: VHES-70 **JANUARY OCD**

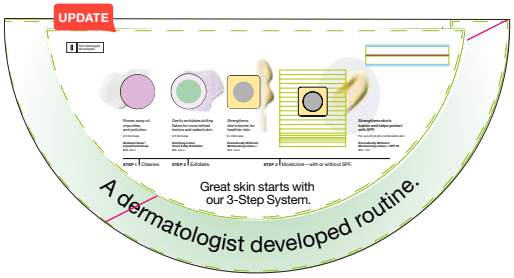
3-Step (BACK)

UPDATE



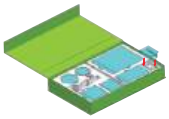
Front Riser

UPDATE



Tier 1 + Tier 2 Base

Claim Post

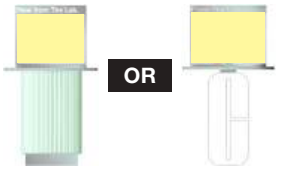


Story Telling Unit
Kit of Parts Box
Box Code: **VF35-60**

Clinique Labs Pedestal #1 (Belk GWP) UPDATE

Doors: **Belk Doors Only**

PEDESTAL STAND
Depending on door



• BELK GWP FRONT GRAPHIC

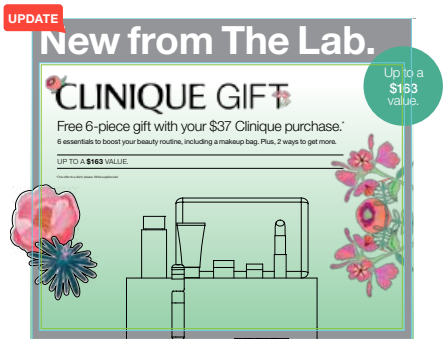
Belk GWP **2/3 - 3/1 OCD**
Graphic Update Code: VHBC-70

SHIPPING DIRECT TO DOOR

Belk GWP (FRONT)

*NOTE: Please convert back to UV Solutions once GWP dates are done.

UPDATE

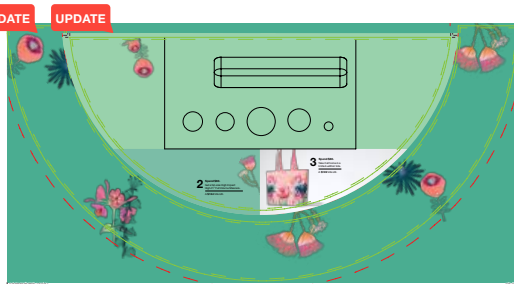


Front Riser

UPDATE

Belk GWP
Merchandising Unit PPK code: VGYL-60

UPDATE UPDATE



Tier 1 + Tier 2 Base

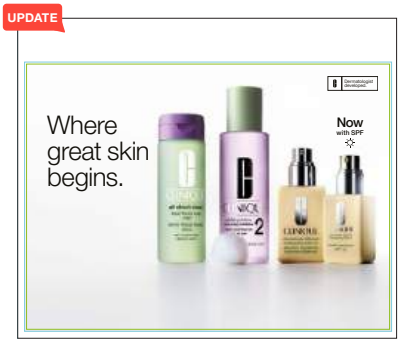
INDICATES NOT UPDATING. DO NOT THROW OUT.

• BACK GRAPHIC

3-Step
Update Code: VHES-70 **JANUARY OCD**

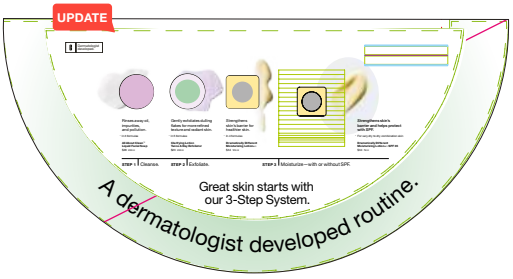
3-Step (BACK)

UPDATE



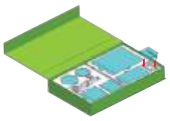
Front Riser

UPDATE



Tier 1 + Tier 2 Base

Claim Post

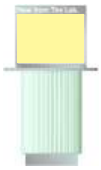


Story Telling Unit
Kit of Parts Box
Box Code: VF35-60

Clinique Labs Pedestal #1 (Dillard's GWP) UPDATE

Doors: **Dillard's Doors Only**

PEDESTAL STAND
Depending on door



OR

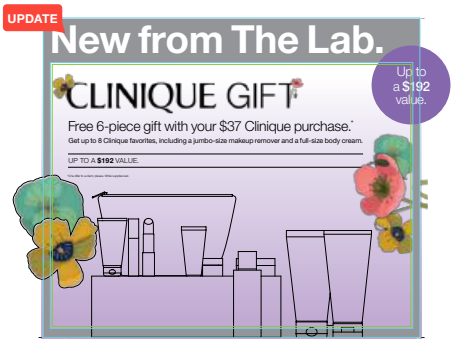
• DILLARD'S GWP FRONT GRAPHIC

Dillard's GWP **3/6 - 3/22 OCD**
Graphic Update Code: VHBB-70

Dillard's GWP (FRONT)

*NOTE: Please convert back to UV Solutions once GWP dates are done.

UPDATE

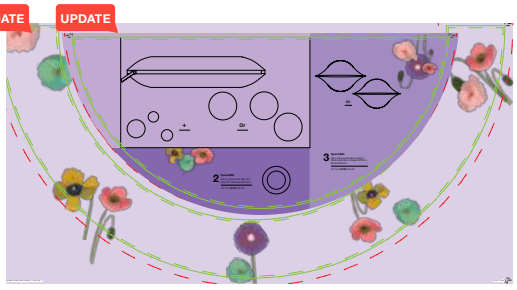


Front Riser

UPDATE

Dillards GWP
Merchandising Unit PPK
Code: VGYK-60

UPDATE UPDATE



Tier 1 + Tier 2 Base

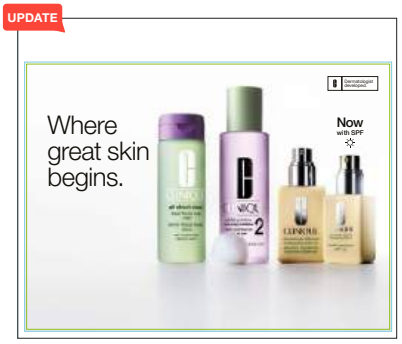
INDICATES NOT UPDATING. DO NOT THROW OUT.

• BACK GRAPHIC

3-Step
Update Code: VHES-70 **JANUARY OCD**

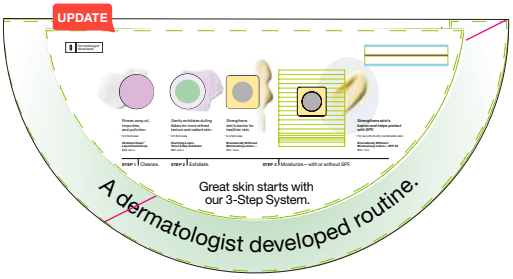
3-Step (BACK)

UPDATE



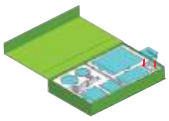
Front Riser

UPDATE



Tier 1 + Tier 2 Base

Claim Post

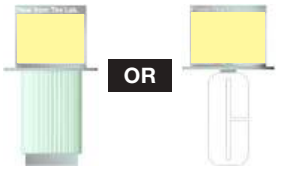


Story Telling Unit
Kit of Parts Box
Box Code: VF35-60

Clinique Labs Pedestal #1 (Macy's GWP) UPDATE

Doors: **Macy's Doors Only**

PEDESTAL STAND
Depending on door



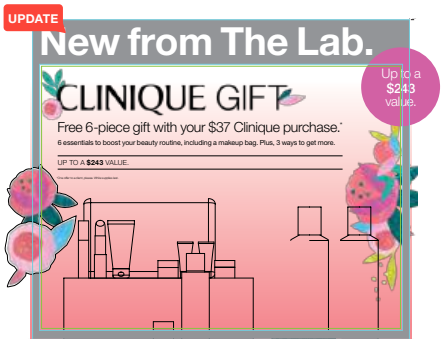
• MACY'S GWP FRONT GRAPHIC

Macy's GWP **3/5 - 4/13 OCD**
Graphic Update Code: VHBD-70

Macy's GWP (FRONT)

*NOTE: Please convert back to UV Solutions once GWP dates are done.

UPDATE

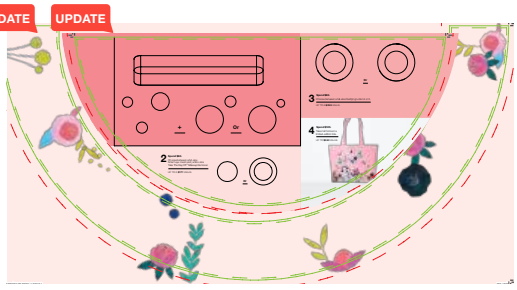


Front Riser

UPDATE

Macy's GWP Merchandising Unit
PPK code: VGYJ-60

UPDATE UPDATE



Tier 1 + Tier 2 Base

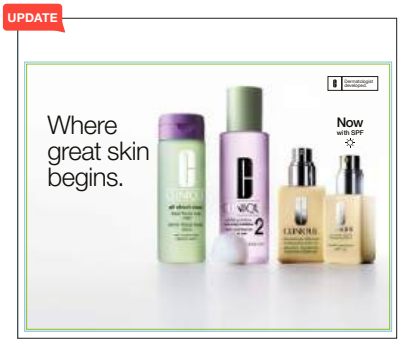
INDICATES NOT UPDATING. DO NOT THROW OUT.

• BACK GRAPHIC

3-Step
Update Code: VHES-70 **JANUARY OCD**

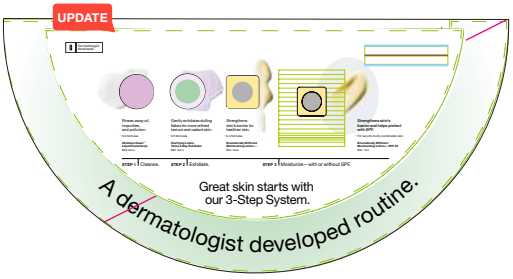
3-Step (BACK)

UPDATE



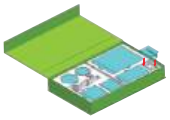
Front Riser

UPDATE



Tier 1 + Tier 2 Base

Claim Post

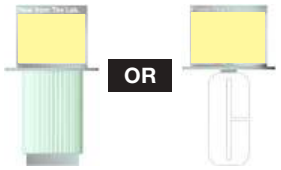


Story Telling Unit
Kit of Parts Box
Box Code: VF35-60

Clinique Labs Pedestal #2 UPDATE

Doors: **Select Doors with Second Pedestal Only**

PEDESTAL STAND
Depending on door

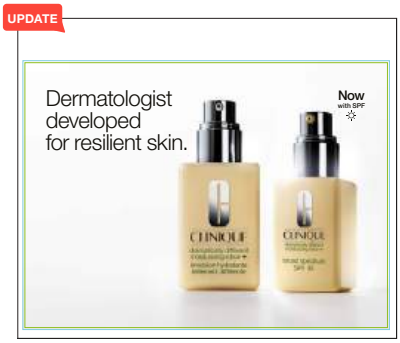


• FRONT GRAPHIC

DDMs
Update Code: VHET-70 **JANUARY OCD**

DDML+ SPF 35
(FRONT)

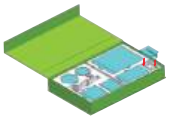
UPDATE



Front Riser

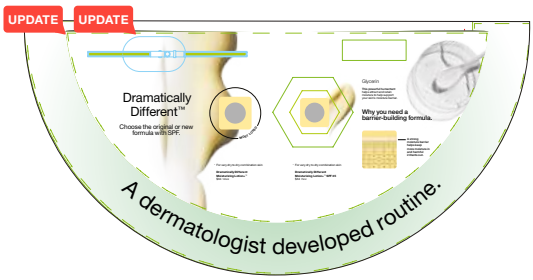
UPDATE

Micro Riser



Story Telling Unit
Kit of Parts Box
Box Code: **VF35-60**

UPDATE UPDATE



Tier 1 + Tier 2 Base

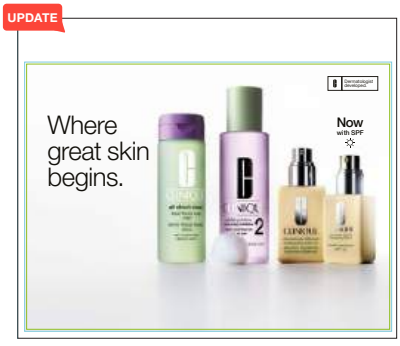
INDICATES NOT UPDATING. DO NOT THROW OUT.

• BACK GRAPHIC

3-Step
Update Code: VHET-70 **JANUARY OCD**

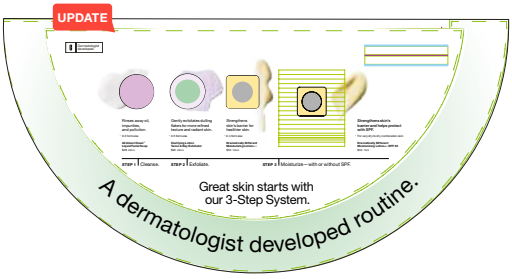
3-Step (BACK)

UPDATE



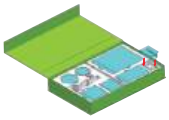
Front Riser

UPDATE



Tier 1 + Tier 2 Base

Claim Post

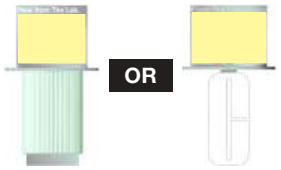


Story Telling Unit
Kit of Parts Box
Box Code: **VF35-60**

Clinique Labs Pedestal #1 (Belk GWP) UPDATE

Doors: **Belk Southpark Only**

PEDESTAL STAND
Depending on door



• BELK GWP FRONT GRAPHIC

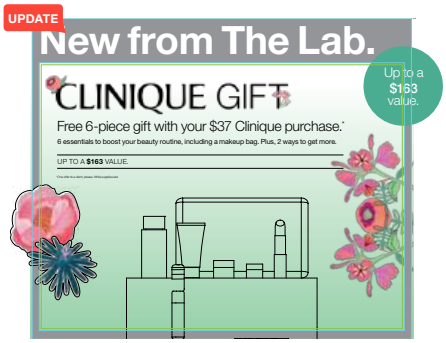
Belk GWP **2/3 - 3/1 OCD**
Graphic Update Code: VHBC-70

SHIPPING DIRECT TO DOOR

Belk GWP (FRONT)

*NOTE: Please convert back to UV Solutions once GWP dates are done.

UPDATE

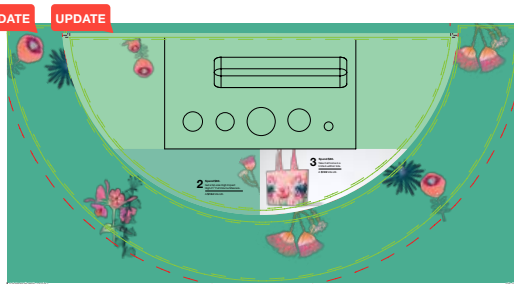


Front Riser

UPDATE

Belk GWP
Merchandising Unit PPK
code: VGYL-60

UPDATE UPDATE



Tier 1 + Tier 2 Base

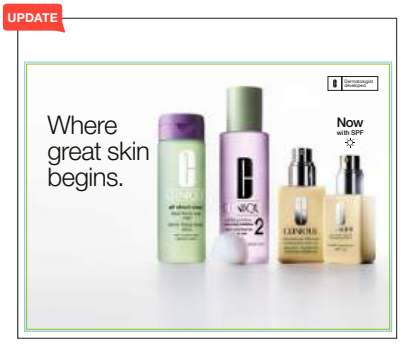
INDICATES NOT UPDATING. DO NOT THROW OUT.

• BACK GRAPHIC

3-Step
Update Code: VHES-70 **JANUARY OCD**

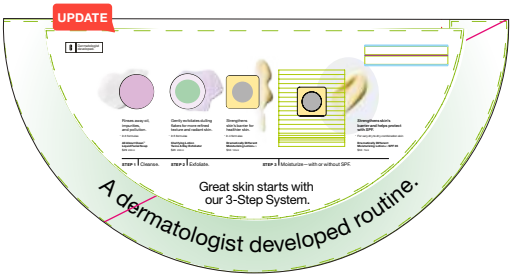
3-Step (BACK)

UPDATE



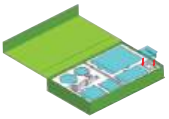
Front Riser

UPDATE



Tier 1 + Tier 2 Base

Claim Post

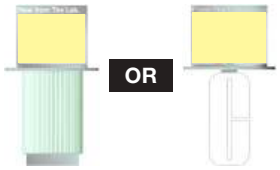


Story Telling Unit
Kit of Parts Box
Box Code: VF35-60

Clinique Labs Pedestal #1 (Macy's GWP) UPDATE

Doors: **Macy's Doors with Second Pedestal Only**

PEDESTAL STAND
Depending on door



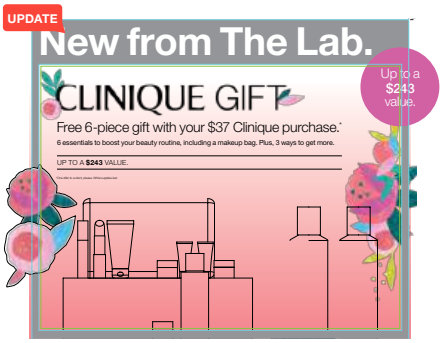
• MACY'S GWP FRONT GRAPHIC

Macy's GWP **3/5 - 4/13 OCD**
Graphic Update Code: VHBD-70

Macy's GWP (FRONT)

*NOTE: Please convert back to UV Solutions once GWP dates are done.

UPDATE

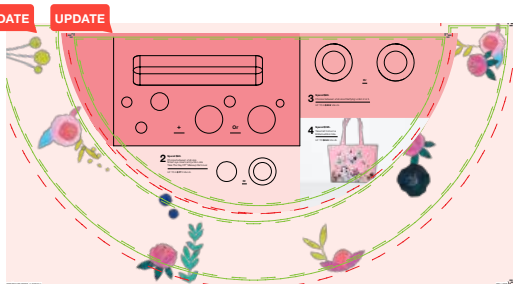


Front Riser

UPDATE

Macy's GWP
Merchandising Unit
PPK code: VGYJ-60

UPDATE UPDATE



Tier 1 + Tier 2 Base

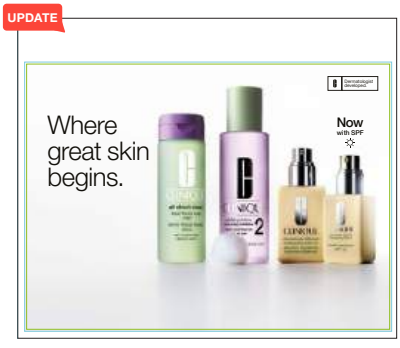
INDICATES NOT UPDATING. DO NOT THROW OUT.

• BACK GRAPHIC

3-Step
Update Code: VHES-70 **JANUARY OCD**

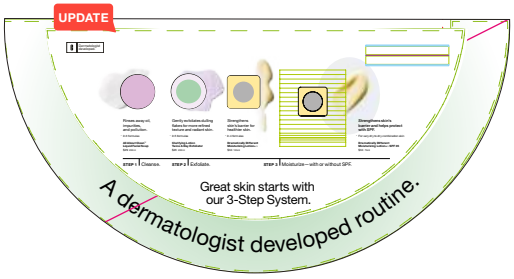
3-Step (BACK)

UPDATE



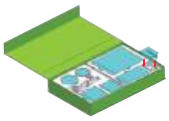
Front Riser

UPDATE



Tier 1 + Tier 2 Base

Claim Post



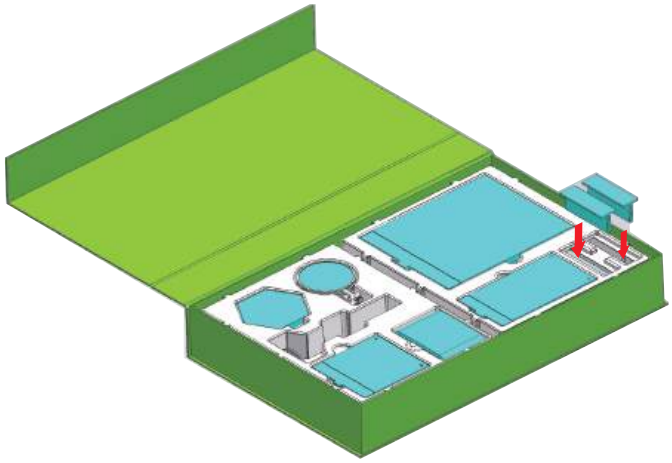
Story Telling Unit
Kit of Parts Box
Box Code: VF35-60

Story Telling Unit: Kit of Parts Box

Unit Code: VF35-60

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

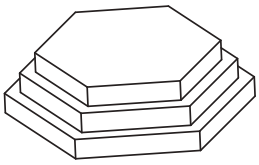
EXISTING IN STORE



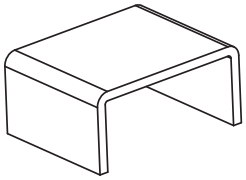
Story-Telling Unit Kit of Parts Box Do's and Don'ts

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

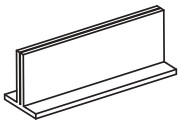
INCLUDED IN VM PRE-PACK



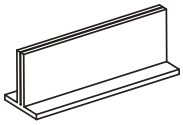
☑ Hexagon 3-Layer Block



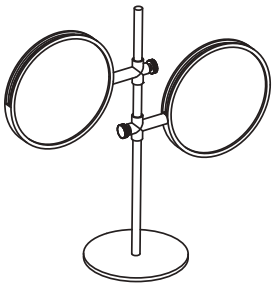
☑ Nesting Block



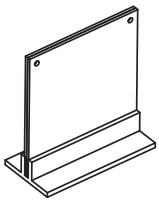
☑ Newness Graphic Block



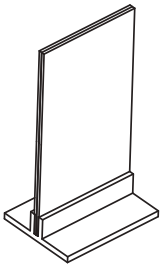
☑ Most-Loved Graphic Block



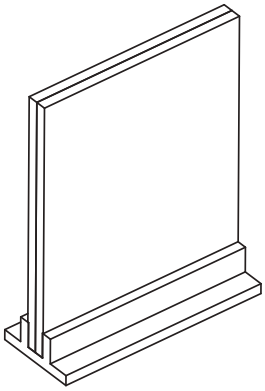
☑ Double Claim Post



☑ Micro Graphic Riser



☑ 4" x 7.5" Graphic Riser



☑ 8" x 10" Graphic Riser

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

6-Bay
Treatment Discovery Table

Overview (Side A) UPDATE

*NOTE: Endcaps could be Moisture Surge OR iPad on both sides.

UPDATE

Treatment Discovery Table **FEB UPDATE**
Update Code: VHQ0-70 **6-Bay Only**

Overview (Side B) UPDATE

*NOTE: Endcaps could be Moisture Surge OR iPad on both sides.

UPDATE

Treatment Discovery Table **FEB UPDATE**
Update Code: VHQ0-70 **6-Bay Only**

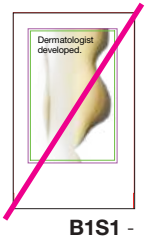
INDICATES NOT UPDATING. DO NOT THROW OUT.

Bay 1: DDML

BAY 1

DRAWER
(Universal Scallped Locators)

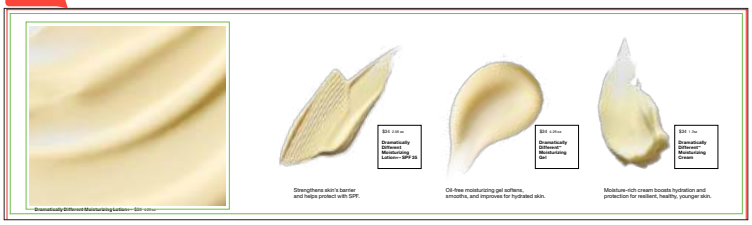
B1S1 - Riser



B1S1 - Small Riser

B1S1 - Magnifier

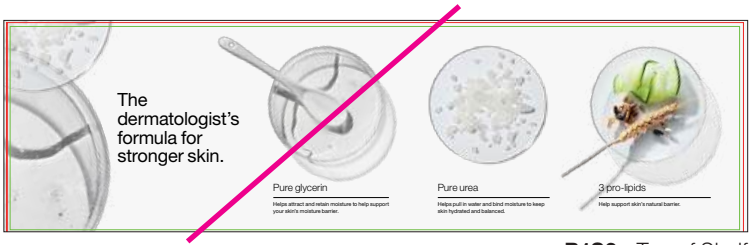
UPDATE **FEB UPDATE**



B1S1 - Top of Shelf

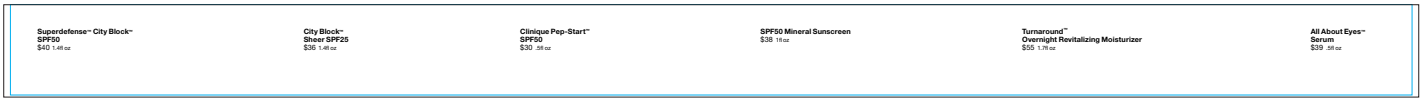
UPDATE **FEB UPDATE**

B1S2 - Top of Shelf



B1S3 - Top of Shelf

UPDATE **FEB UPDATE**



B1S4 - Drawer Strip

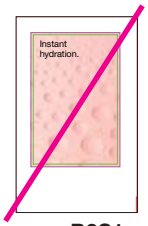
INDICATES NOT UPDATING.
DO NOT THROW OUT.

Bay 2: Moisture Surge

BAY 2

DRAWER
(Universal Scallped Locators)

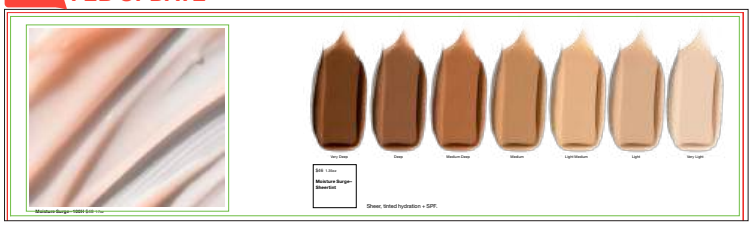
B2S1 - Riser



B2S1 -
Small Riser

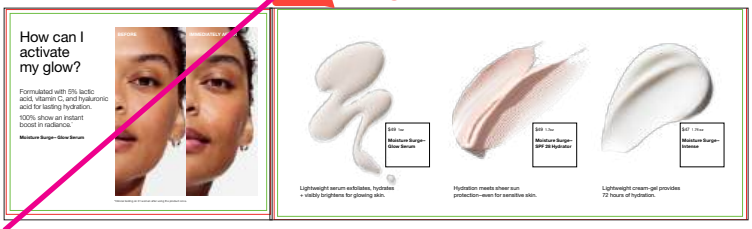
B2S1 -
Magnifier

UPDATE **FEB UPDATE**



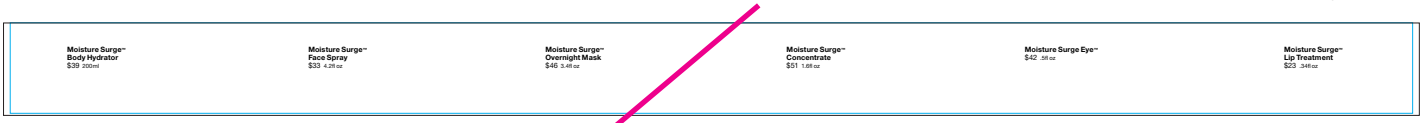
B2S1 - Top of Shelf

UPDATE **FEB UPDATE**



B2S2 - Top of Shelf

B2S3 - Top of Shelf



B2S4 - Drawer Strip

INDICATES NOT UPDATING. DO NOT THROW OUT.

Bay 3: Smart

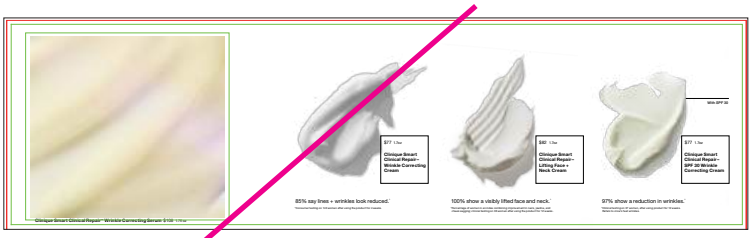
BAY 3

DRAWER
(Universal Scallped Locators)

B3S1 - Riser

B3S1 - Small Riser

B3S1 - Magnifier

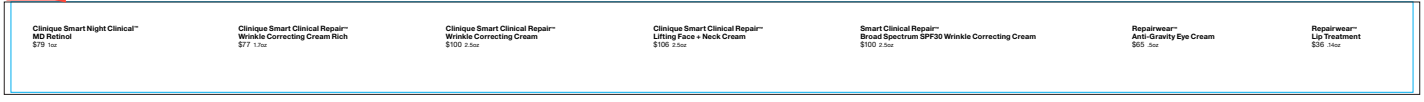


B3S1 - Top of Shelf

B3S2 - Top of Shelf

B3S3 - Top of Shelf

UPDATE **FEB UPDATE**



B3S4 - Drawer Strip

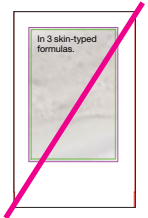
INDICATES NOT UPDATING. DO NOT THROW OUT.

Bay 4: Cleansers

BAY 4

DRAWER
(Universal Scallped Locators)

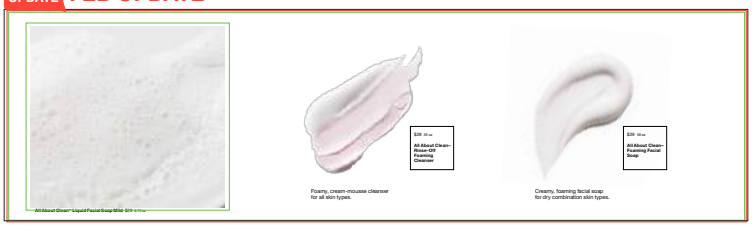
B4S1 - Riser



B4S1 - Small Riser

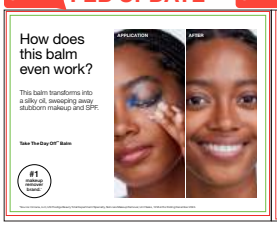
B4S1 - Magnifier

UPDATE **FEB UPDATE**

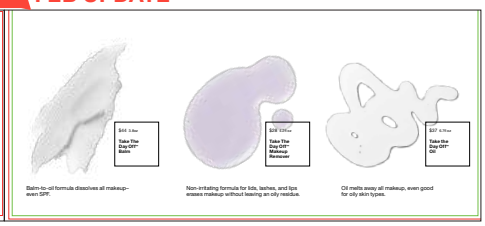


B4S1 - Top of Shelf

UPDATE **FEB UPDATE**



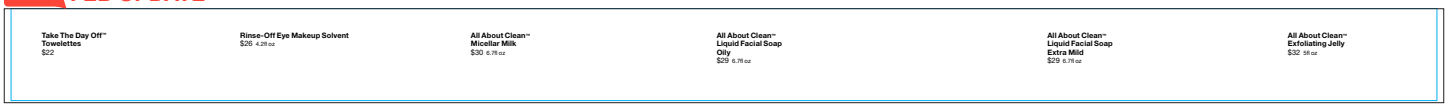
UPDATE **FEB UPDATE**



B4S2 - Top of Shelf

B4S3 - Top of Shelf

UPDATE **FEB UPDATE**



B4S4 - Drawer Strip

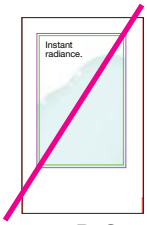
INDICATES NOT UPDATING. DO NOT THROW OUT.

Bay 5: Exfoliators

BAY 5

DRAWER
(Universal Scallped Locators)

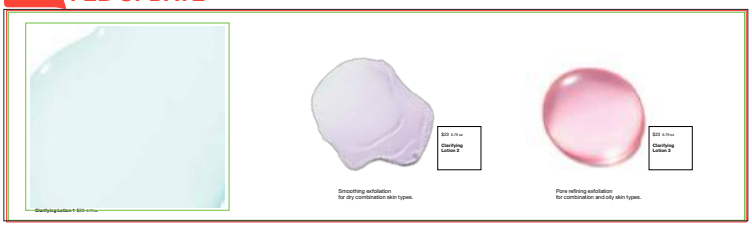
B5S1 - Riser



B5S1 - Small Riser

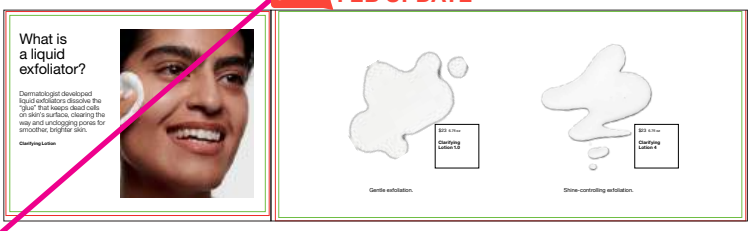
B5S1 - Magnifier

UPDATE **FEB UPDATE**

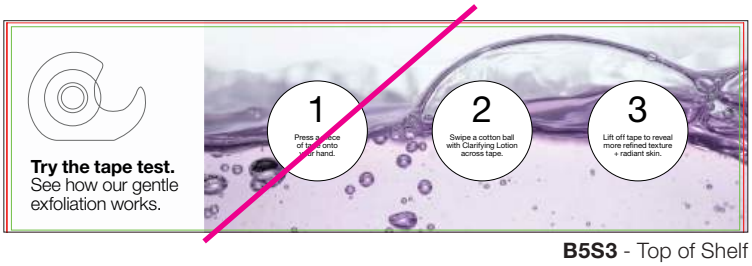


B5S1 - Top of Shelf

UPDATE **FEB UPDATE**

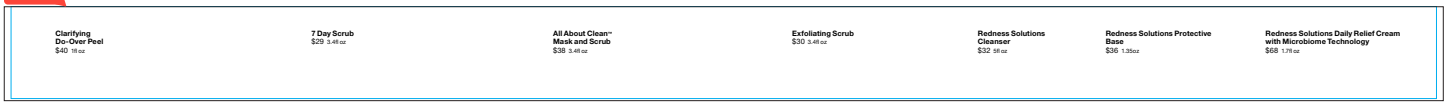


B5S2 - Top of Shelf



B5S3 - Top of Shelf

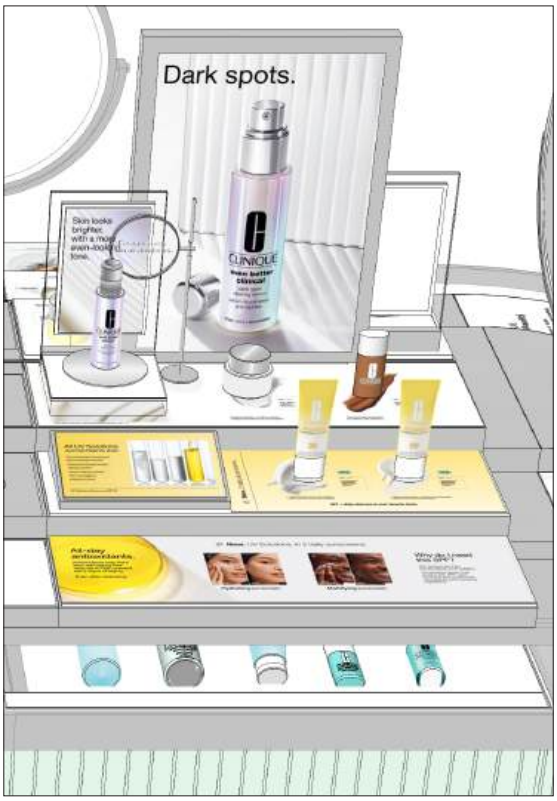
UPDATE **FEB UPDATE**



B5S4 - Drawer Strip

INDICATES NOT UPDATING. DO NOT THROW OUT.

Bay 6: Even Better



BAY 6

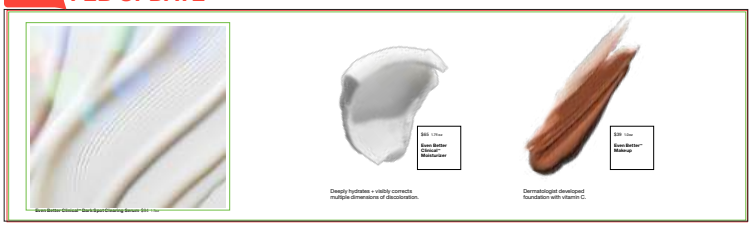
DRAWER
(Universal Scallped Locators)

B6S1 - Riser

B6S1 - Small Riser

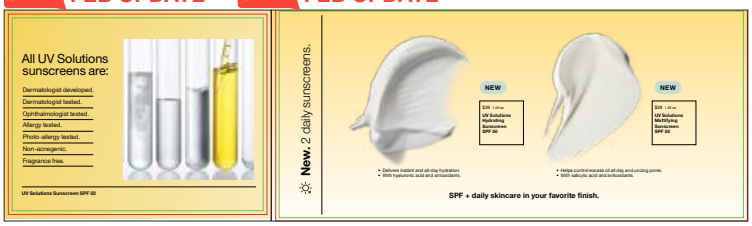
B6S1 - Magnifier

UPDATE **FEB UPDATE**



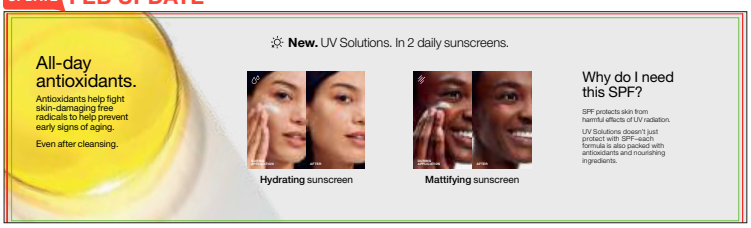
B6S1 - Top of Shelf

UPDATE **FEB UPDATE** UPDATE **FEB UPDATE**



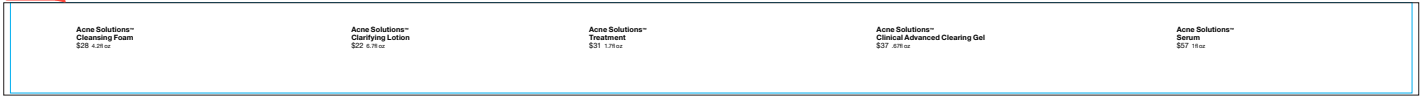
B6S2 - Top of Shelf

UPDATE **FEB UPDATE**



B6S3 - Top of Shelf

UPDATE **FEB UPDATE**



B6S4 - Drawer Strip

4-Bay
Treatment Discovery Table

Overview (Side A) UPDATE

*NOTE: Endcaps could be Moisture Surge OR iPad on both sides.

UPDATE

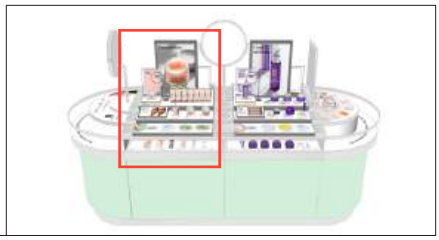
Treatment Discovery Table **FEB UPDATE**
Update Code: VHPZ-70 **4-Bay Only**

Overview (Side B) UPDATE

INDICATES NOT UPDATING. DO NOT THROW OUT.

UPDATE

Treatment Discovery Table **FEB UPDATE**
Update Code: VHPZ-70 **4-Bay Only**



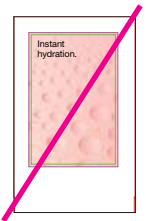
INDICATES NOT UPDATING. DO NOT THROW OUT.

Bay 1: Moisture Surge

BAY 1

DRAWER
(Universal Scallped Locators)

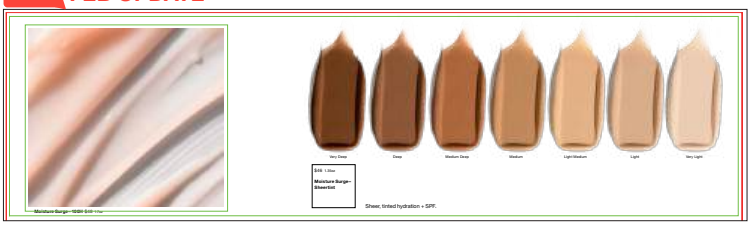
B1S1 - Riser



B1S1 - Small Riser

B1S1 - Magnifier

UPDATE **FEB UPDATE**

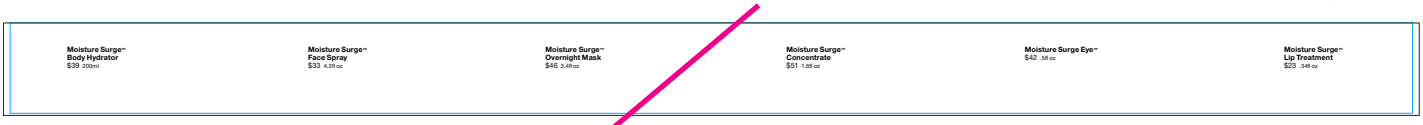


B1S1 - Top of Shelf

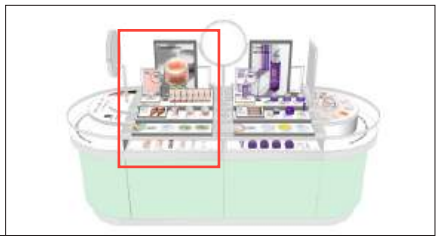
UPDATE **FEB UPDATE**

B1S2 - Top of Shelf

B1S3 - Top of Shelf



B1S4 - Drawer Strip



INDICATES NOT UPDATING. DO NOT THROW OUT.

Bay 2: Smart

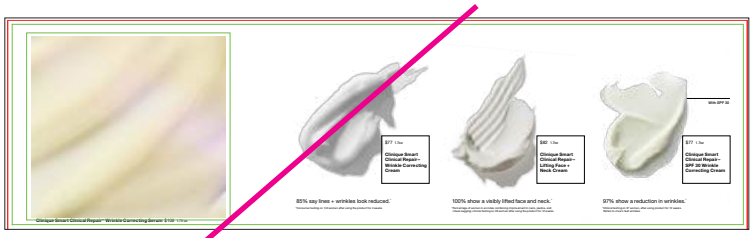
BAY 2

DRAWER
(Universal Scallped Locators)

B2S1 - Riser

B2S1 - Small Riser

B2S1 - Magnifier

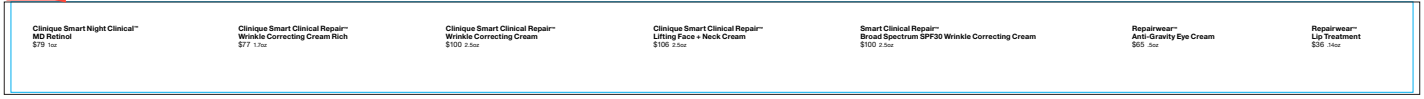


B2S1 - Top of Shelf

B2S2 - Top of Shelf

B2S3 - Top of Shelf

UPDATE **FEB UPDATE**



B2S4 - Drawer Strip

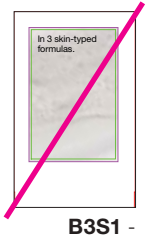
INDICATES NOT UPDATING. DO NOT THROW OUT.

Bay 3: Cleansers

BAY 3

DRAWER
(Universal Scallped Locators)

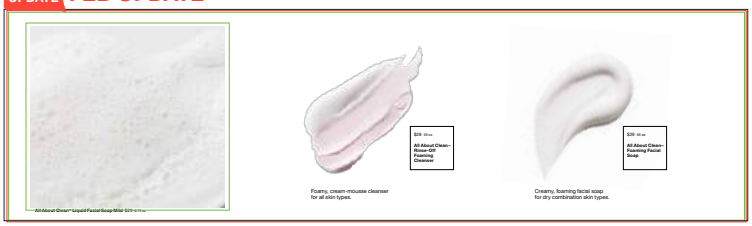
B3S1 - Riser



B3S1 - Small Riser

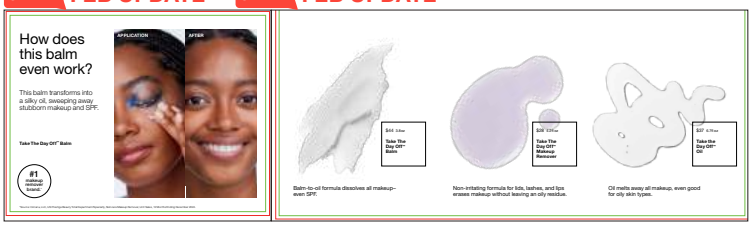
B3S1 - Magnifier

UPDATE FEB UPDATE



B3S1 - Top of Shelf

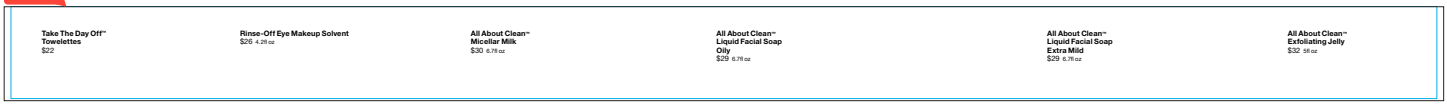
UPDATE FEB UPDATE UPDATE FEB UPDATE



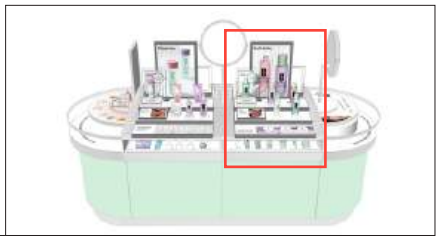
B3S2 - Top of Shelf

B3S3 - Top of Shelf

UPDATE FEB UPDATE



B3S4 - Drawer Strip



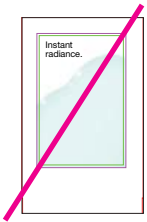
INDICATES NOT UPDATING. DO NOT THROW OUT.

Bay 4: Exfoliators

BAY 4

DRAWER
(Universal Scallped Locators)

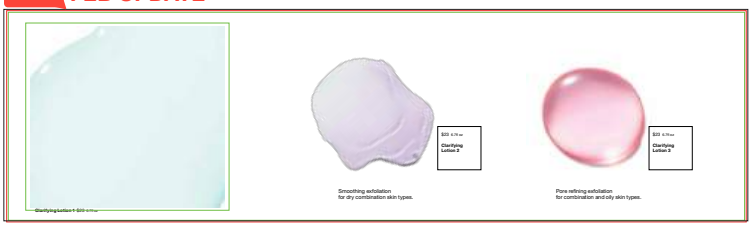
B4S1 - Riser



B4S1 - Small Riser

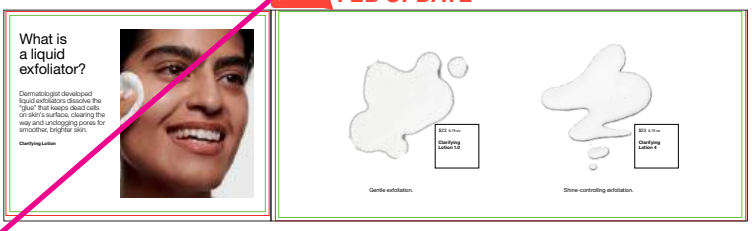
B4S1 - Magnifier

UPDATE **FEB UPDATE**

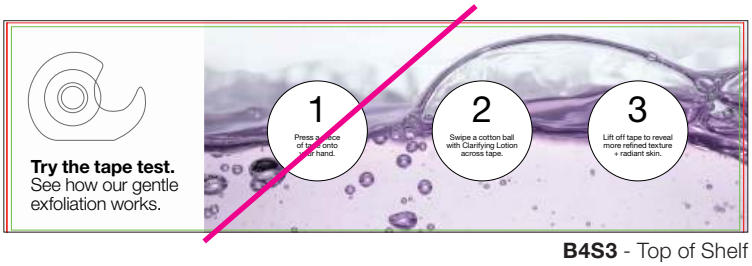


B4S1 - Top of Shelf

UPDATE **FEB UPDATE**



B4S2 - Top of Shelf



B4S3 - Top of Shelf

UPDATE **FEB UPDATE**

B4S4 - Drawer Strip

Color Discovery Table

Overview (Side A)

*NOTE: Endcaps could be Foundation OR iPad on both sides.

UPDATE

Color Discovery Table **FEB UPDATE**
Update Code: VGEG-70

Overview (Side B) UPDATE

*NOTE: Endcaps could be Moisture Surge OR iPad on both sides.

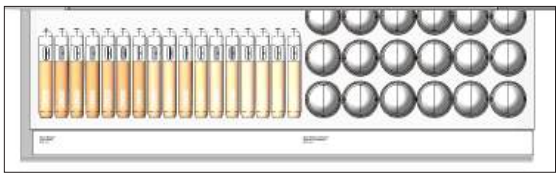
UPDATE

Color Discovery Table **FEB UPDATE**
Update Code: VGEG-70
Locator Code: VJ6H-60

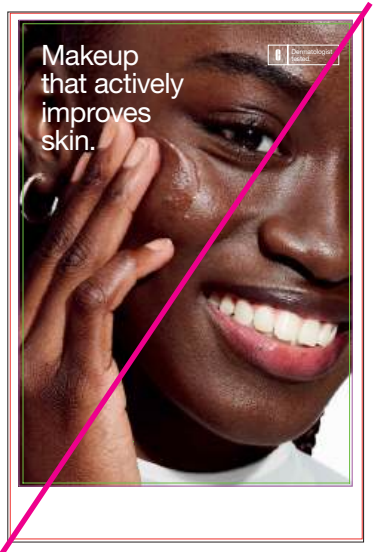
INDICATES NOT UPDATING. DO NOT THROW OUT.

Bay 1: Foundation

BAY 1



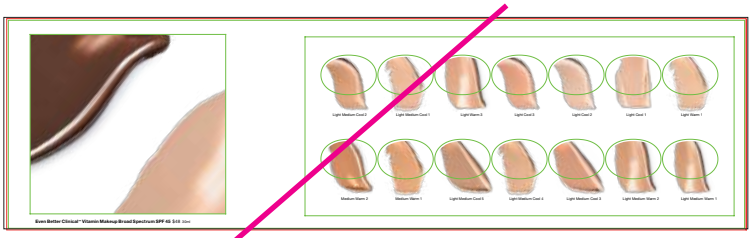
DRAWER (NEW DOOR PPK)
Locator Code: VEBA-60



B1S1 - Riser

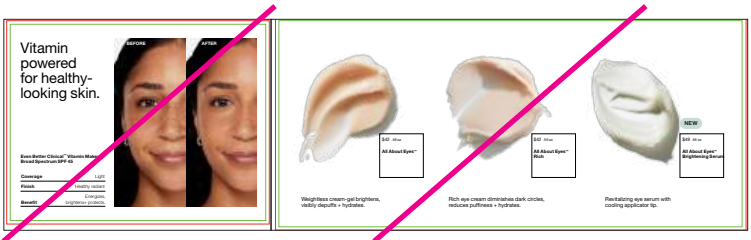
B1S1 - Small Riser

B1S1 - Magnifier



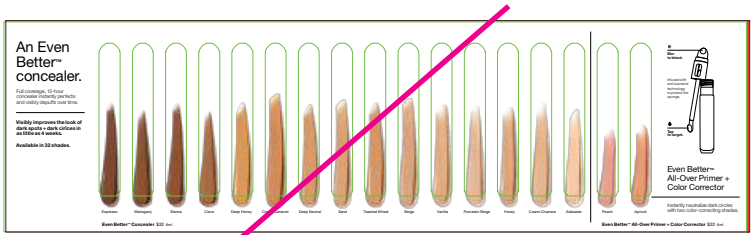
Locator Code: VFWS-60 **S'25 UPDATE**

B1S1 - Top of Shelf



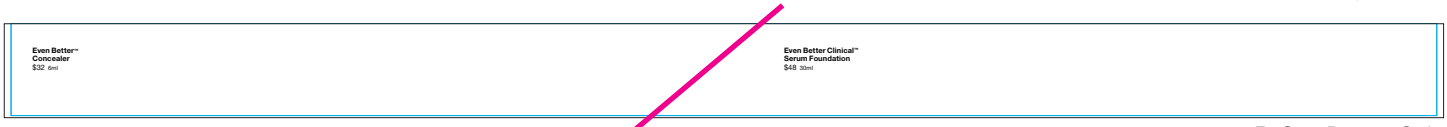
Locator Code: VFWS-60 **S'25 UPDATE**

B1S2 - Top of Shelf



Locator Code: VEBB-60 **NEW DOOR PPK**

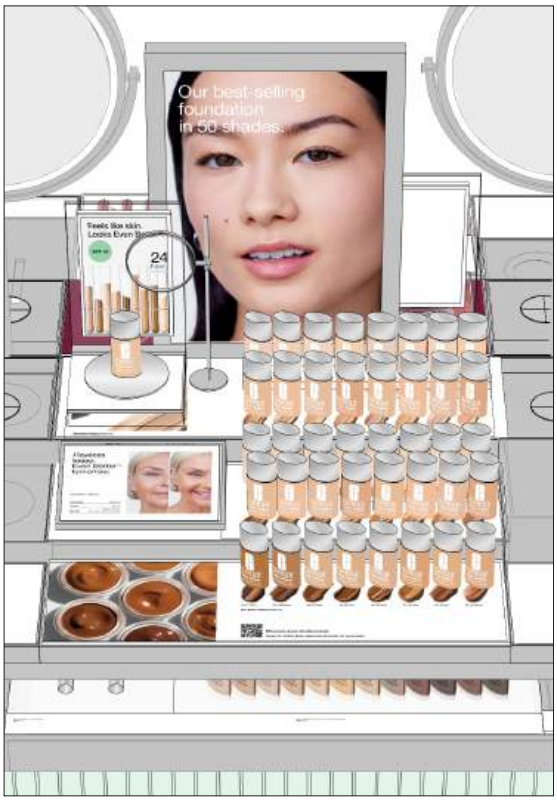
B1S3 - Top of Shelf



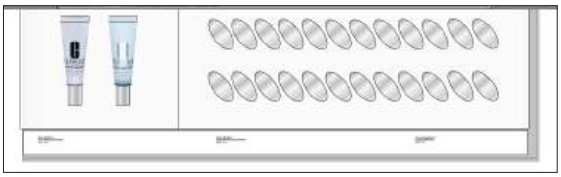
B1S4 - Drawer Strip

INDICATES NOT UPDATING. DO NOT THROW OUT.

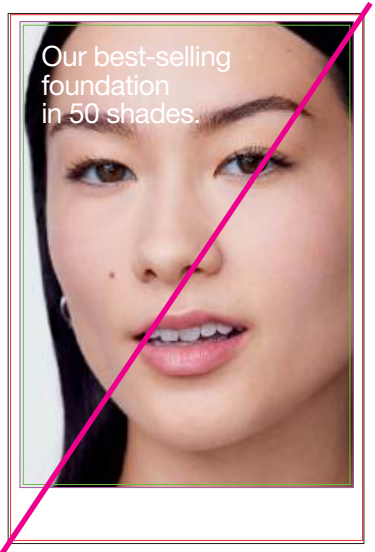
Bay 2: Foundation



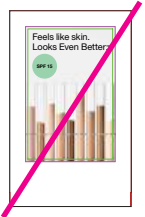
BAY 2



DRAWER (S'25 UPDATE)
Locator Code: VFHX-60



B2S1 - Riser

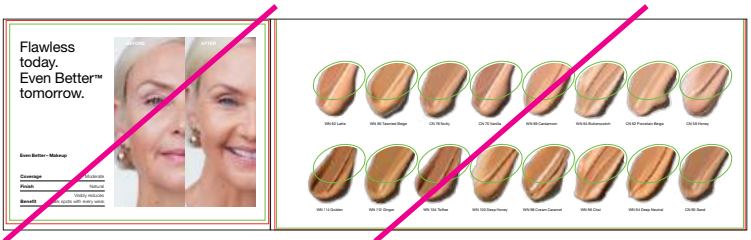


B2S1 - Small Riser

B2S1 - Magnifier

Locator Code: VEBB-60 **NEW DOOR PPK**

B2S1 - Top of Shelf

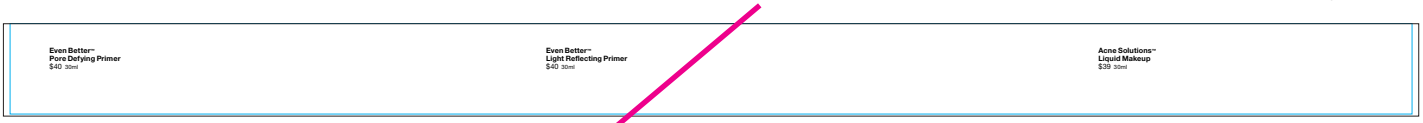


Locator Code: VEBB-60 **NEW DOOR PPK**

B2S2 - Top of Shelf

Locator Code: VEBB-60 **NEW DOOR PPK**

B2S3 - Top of Shelf



B2S4 - Drawer Strip

INDICATES NOT UPDATING. DO NOT THROW OUT.

Bay 3: Foundation

BAY 3

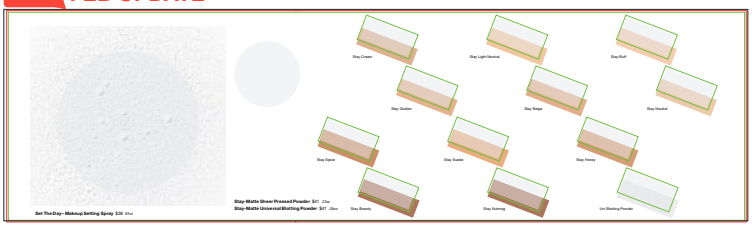
DRAWER (NEW DOOR PPK)
Locator Code: VEBA-60

B3S1 - Riser

B3S1 - Small Riser

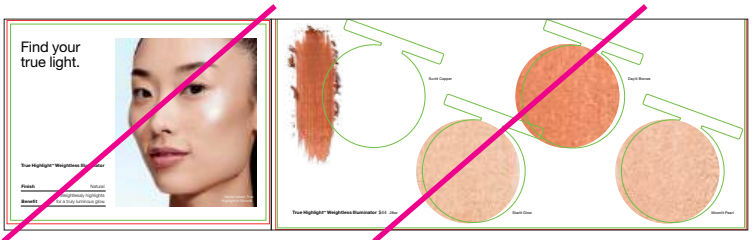
B3S1 - Magnifier

UPDATE **FEB UPDATE**



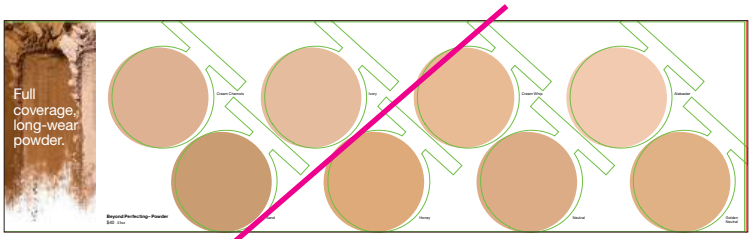
Locator Code: VBRW-60 **F'24 UPDATE**

B3S1 - Top of Shelf



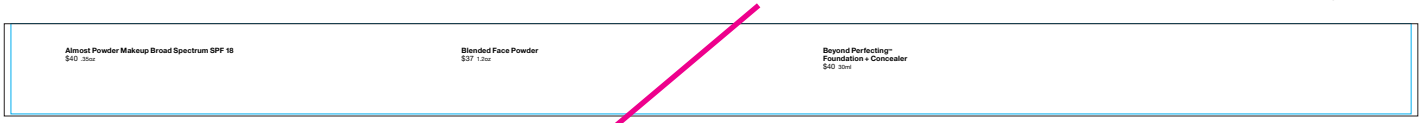
Locator Code: VFHX-60 **S'25 UPDATE**

B3S2 - Top of Shelf

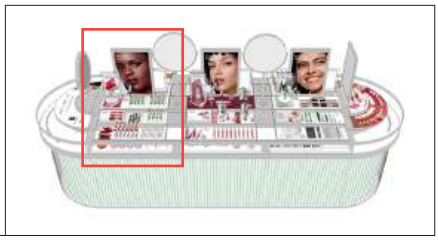


Locator Code: VFHX-60 **S'25 UPDATE**

B3S3 - Top of Shelf



B3S4 - Drawer Strip



INDICATES NOT UPDATING. DO NOT THROW OUT.

Bay 4: Lip & Cheek

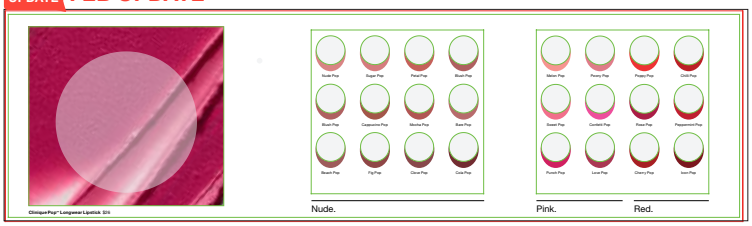
BAY 4

B4S1 - Riser

B4S1 - Small Riser

B4S1 - Magnifier

UPDATE **FEB UPDATE**



Locator Code: VEBB-60 **NEW DOOR PPK** **B4S1** - Top of Shelf

UPDATE **FEB UPDATE**

DRAWER (S'26 UPDATE)
Locator Code: VJ6H-60

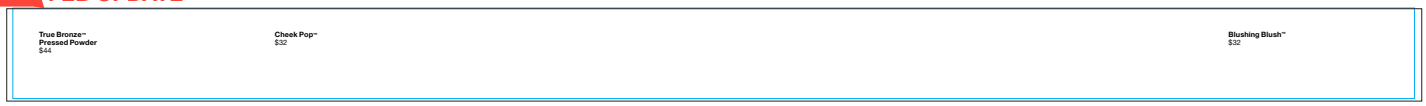
UPDATE **FEB UPDATE**

Locator Code: VEBB-60 **NEW DOOR PPK** **B4S2** - Top of Shelf

UPDATE **FEB UPDATE**

Locator Code: VJ6H-60 **S'26 UPDATE** **B4S3** - Top of Shelf

UPDATE **FEB UPDATE**

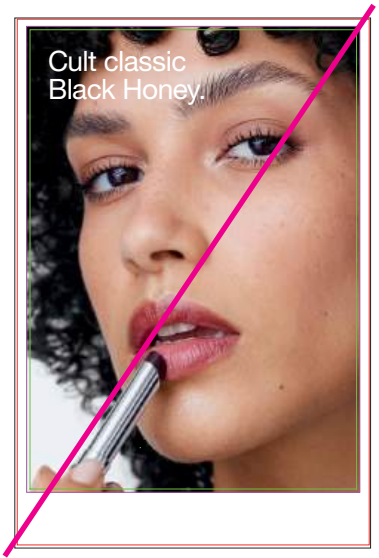


B4S4 - Drawer Strip

INDICATES NOT UPDATING. DO NOT THROW OUT.

Bay 5: Lip & Cheek

BAY 5



B5S1 - Riser

B5S1 - Small Riser

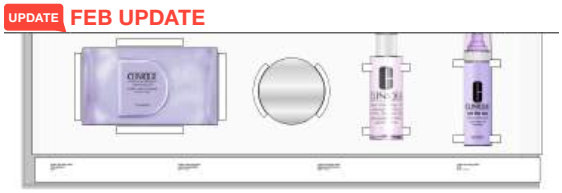
B5S1 - Magnifier

UPDATE **FEB UPDATE**

Locator Code: VH04-60 **F'25 UPDATE**

B5S1 - Top of Shelf

UPDATE **FEB UPDATE**



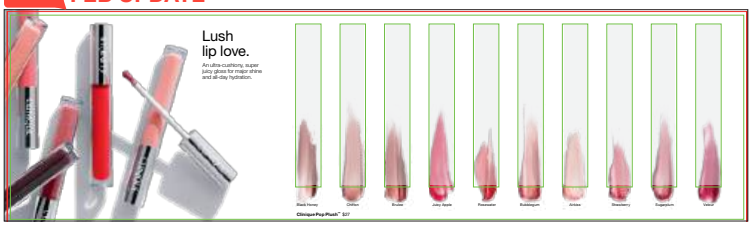
DRAWER (S'26 UPDATE)
Locator Code: VJ6H-60

UPDATE **FEB UPDATE**

Locator Code: VH04-60 **F'25 UPDATE**

B5S2 - Top of Shelf

UPDATE **FEB UPDATE**

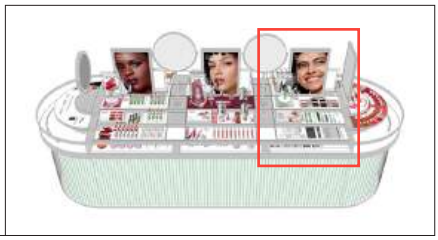


Locator Code: VEBB-60 **NEW DOOR PPK**

B5S3 - Top of Shelf

UPDATE **FEB UPDATE**

B5S4 - Drawer Strip



INDICATES NOT UPDATING. DO NOT THROW OUT.

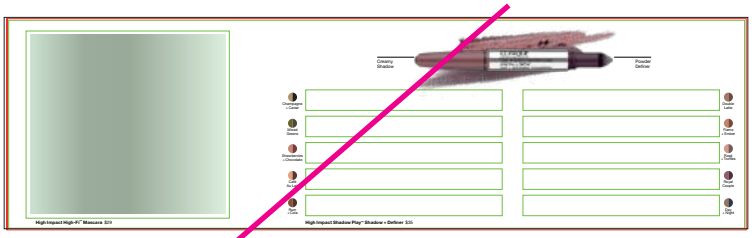
Bay 6: Eyes

BAY 6

B6S1 - Riser

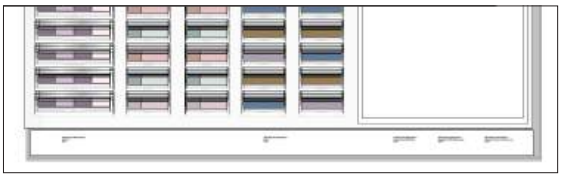
B6S1 - Small Riser

B6S1 - Magnifier



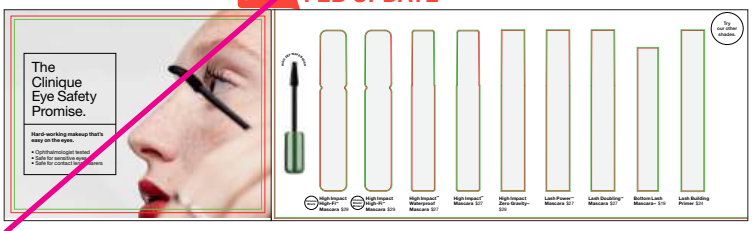
Locator Code: VH04-60 **F'25 UPDATE**

B6S1 - Top of Shelf



DRAWER (F'25 UPDATE)
Locator Code: VH04-60

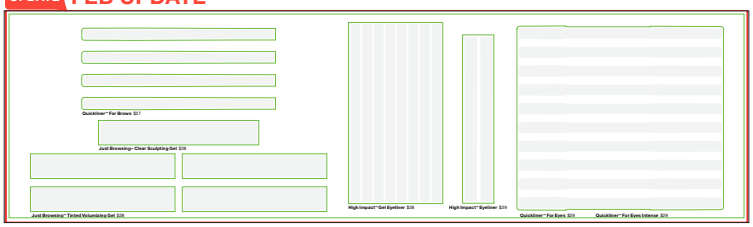
UPDATE **FEB UPDATE**



Locator Code: VJ6H-60 **S'26 UPDATE**

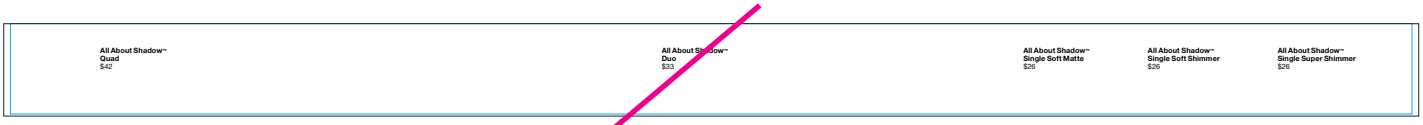
B6S2 - Top of Shelf

UPDATE **FEB UPDATE**



Locator Code: VH04-60 **F'25 UPDATE**

B6S3 - Top of Shelf



B6S4 - Drawer Strip

Endcaps

Treatment Endcaps

Doors: **All Doors**

INDICATES NOT UPDATING. DO NOT THROW OUT.

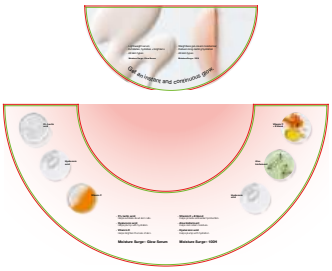
• ENDCAP #1

Moisture Surge Glow Endcap
Graphic Update Code: VGEF-70 **JULY '25 OCD**
Side Step Code: VEQF-70 **MARCH '25 OCD**

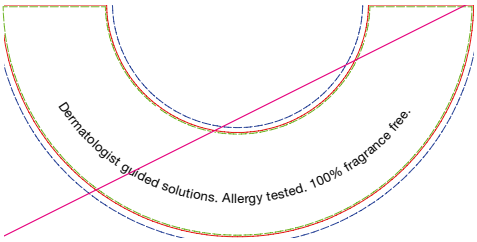
Endcap Overhead View

Moisture Surge Endcap

Endcap Riser Graphic



Side Step Platforms (x2)
(Top + Lower Platforms)



Side Step Base
Code: **VFB6-70**
Flagship Doors Only

*NOTE: For doors without a Pedestal #2, please transfer the Moisture Surge Glow glorifier on their Pedestal #1 to the Moisture Surge Glow Endcap.

*NOTE: Large side step base is only for select doors.

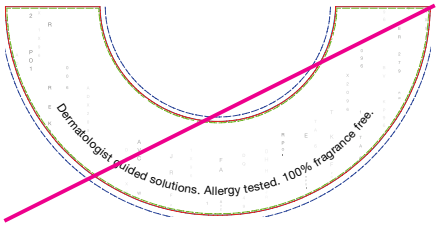
• ENDCAP #2

Clinical Reality Endcap
Graphic Update Code: VDWG-70 **FEB '25 OCD**

Endcap Overhead View

Clinical Reality Endcap

Side Step Platforms



Side Step Base

*NOTE: Large side step base is only for select doors.

Color Endcaps UPDATE

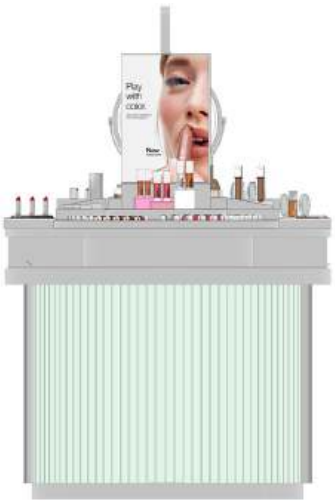
Doors: **All Doors**

INDICATES NOT UPDATING. DO NOT THROW OUT.

• ENDCAP #1

Chubby Lip
Graphic Update + Locator Code: VHTX -70 **JANUARY OCD**

Endcap Overhead View

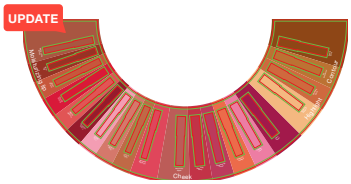


Foundation Endcap

UPDATE

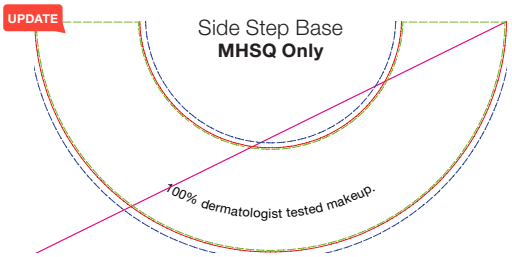
Endcap Riser Graphic

UPDATE



Side Step Platforms (x2)
(Top + Lower Platforms)

UPDATE



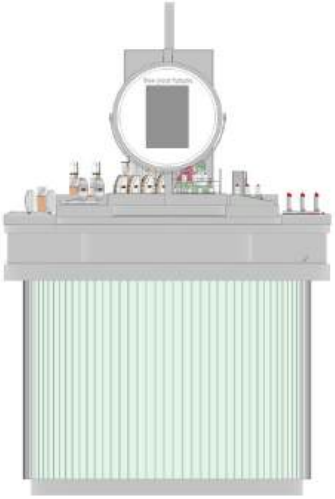
Side Step Base
Flagship Doors Only

***NOTE:** Large side step base is only for select doors.

• ENDCAP #2

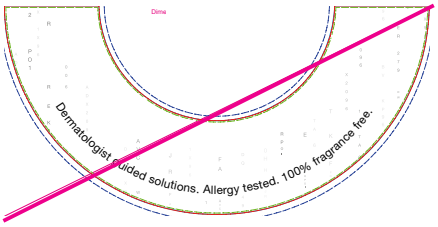
Clinical Reality Endcap
Graphic Update Code: VDWJ-70 **FEB OCD**
Step Base Update Code: VFB6-70 **MARCH OCD (Flagship Doors Only)**

Endcap Overhead View



Clinical Reality Endcap

Side Step Platforms



Side Step Base

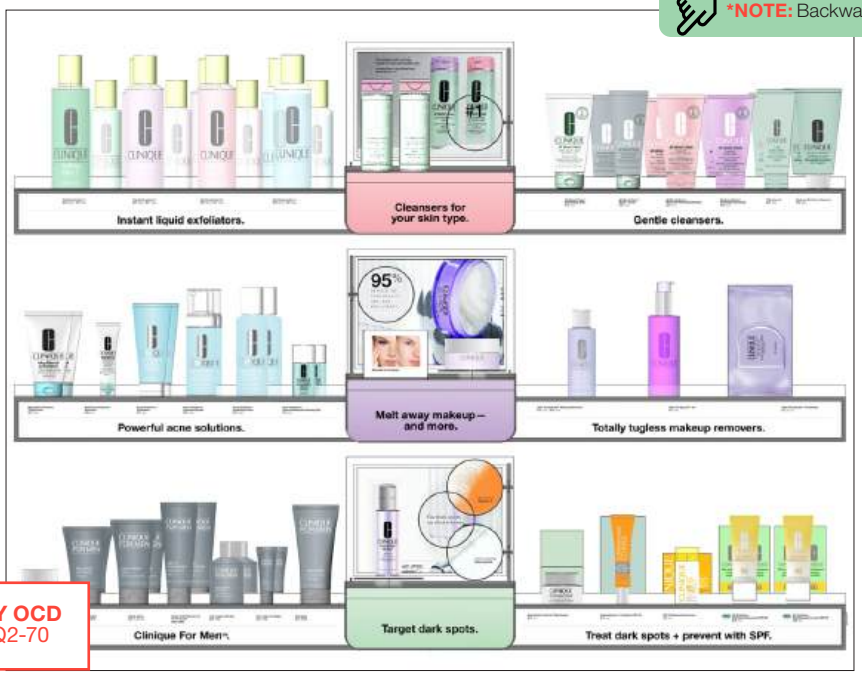
***NOTE:** Large side step base is only for select doors.

Back Wall + Fragrance Table + Towers

*NOTE: Backwall may vary from green or white.

UPDATE

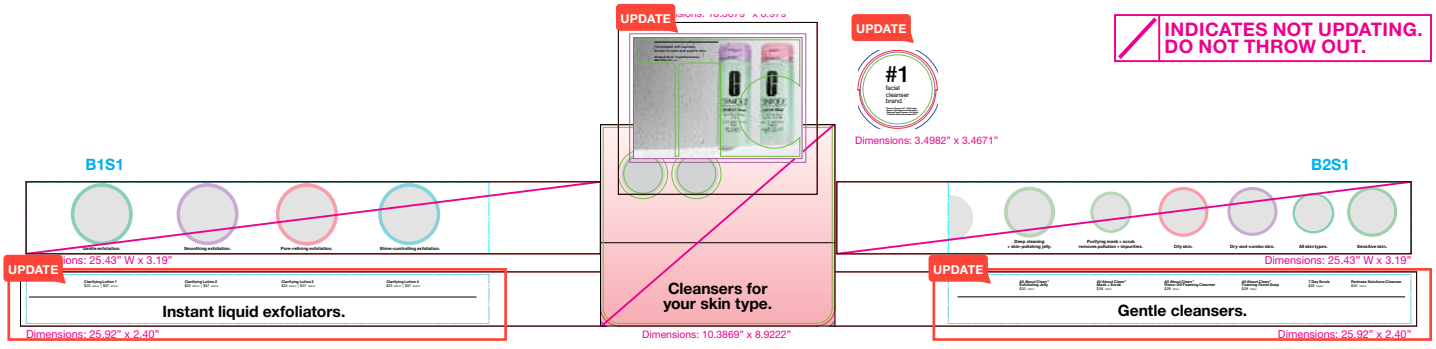
BACKWALL SIDE A



UPDATE

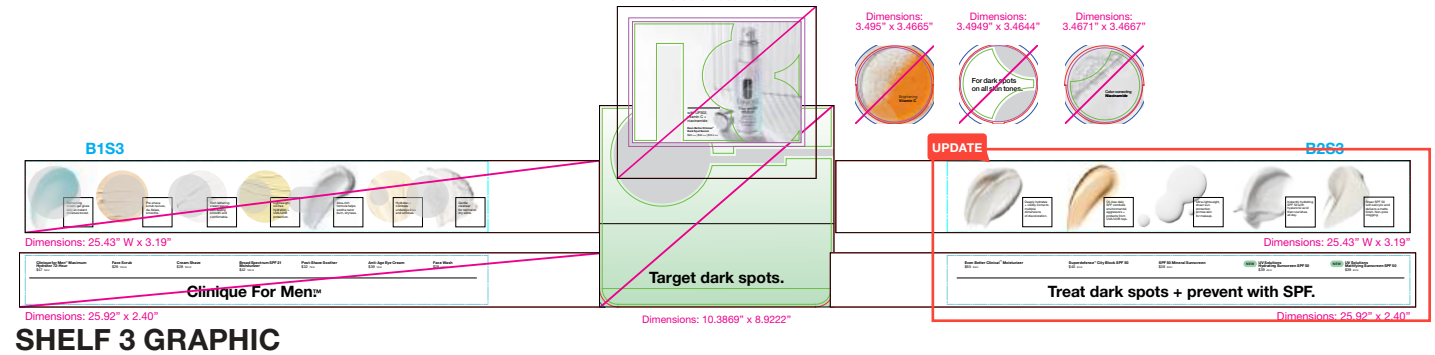
Treatment Wall **FEBRUARY OCD**
Graphic Update Code: VHQ2-70

INDICATES NOT UPDATING. DO NOT THROW OUT.



SHELF 1 GRAPHIC

SHELF 2 GRAPHIC

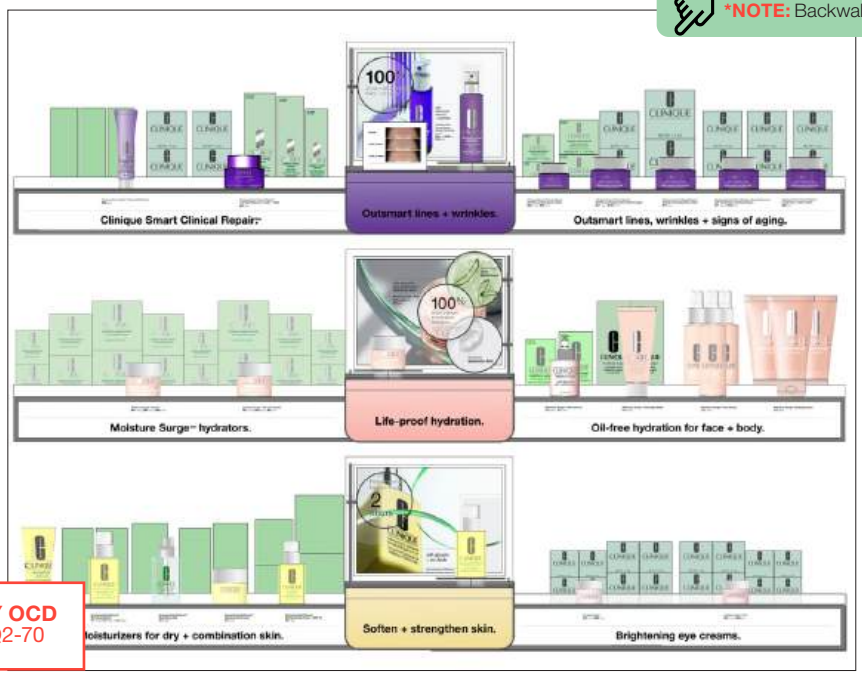


SHELF 3 GRAPHIC

*NOTE: Backwall may vary from green or white.

UPDATE

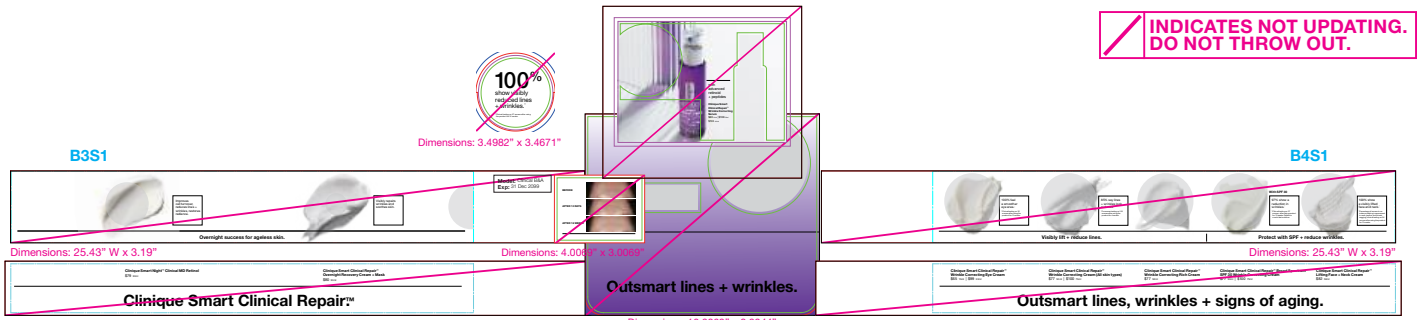
BACKWALL SIDE B



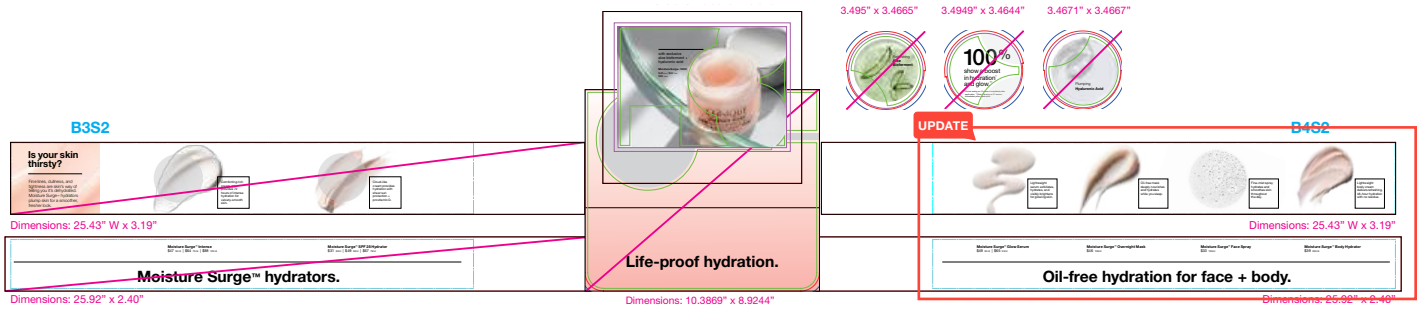
UPDATE

Treatment Wall **FEBRUARY OCD**
Graphic Update Code: VHQ2-70

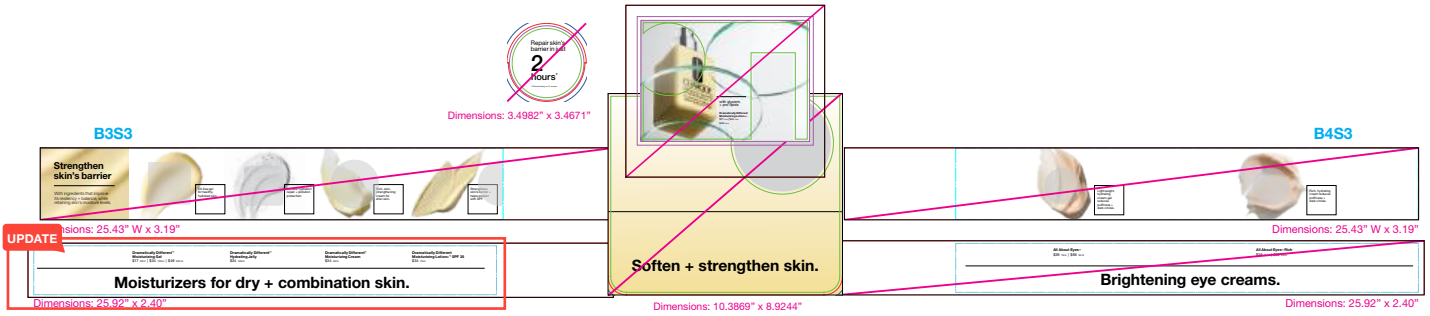
INDICATES NOT UPDATING. DO NOT THROW OUT.



SHELF 1 GRAPHIC



SHELF 2 GRAPHIC



SHELF 3 GRAPHIC

Fragrance Table - Side A

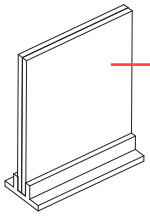
Doors: **All Doors**

INDICATES NOT UPDATING. DO NOT THROW OUT.

• FRAGRANCE SIDE A

Update Code: VDWN-70 (Base graphic + Happy In Paradise graphics)
Update Code: VDWP-70 (Riser graphic + Shelf 1 graphic) **Reserves Only**
Endcap Update Code: VGET-70 **REPRINT FOR FEBRUARY '26**

BASIC FRAGRANCE FRONT (SIDE A)

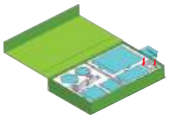


8" x 10" Riser

Riser

Side Step Platform

Endcap Update **REPRINT**
Code: VGET-70



Story Telling Unit
Kit of Parts Box
Box Code: VF35-60

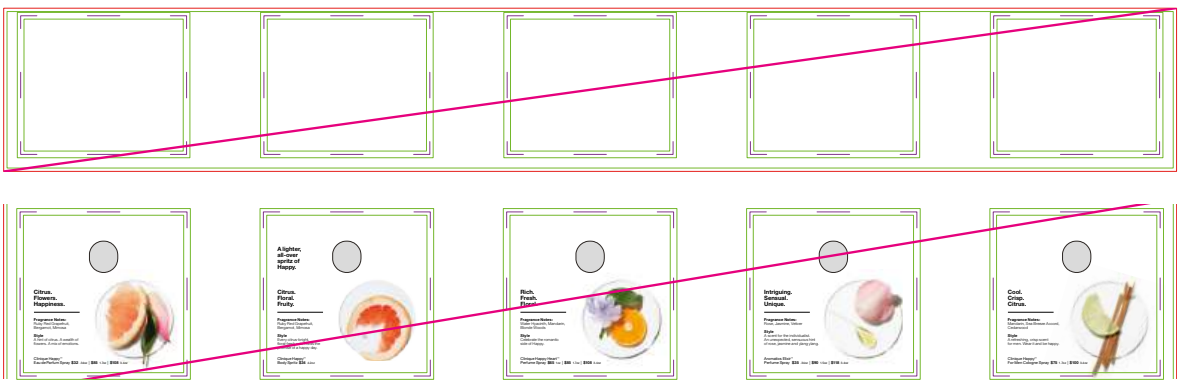
***NOTE:** Please use the 8" x 10" graphic riser plexi that is included in your VM Pre-pack Box.

• GRAPHIC

Riser Code + Shelf 1 Code: **VDWP-70** (reserves only)

Basic Fragrance Riser Graphic

Base Code: **VDWN-70 FEB '25 OCD** (Base graphic + Happy In Paradise graphic)



Basic Fragrance Base Graphic

Fragrance Table - Side B

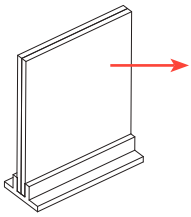
Doors: **All Doors**

INDICATES NOT UPDATING. DO NOT THROW OUT.

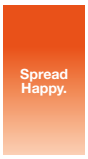
• FRAGRANCE SIDE B

Update Code: VDWN-70 (Base graphic + Happy In Paradise graphics)
Update Code: VABG-70 (Riser graphic + Shelf 1 graphic) **Reserves only**
Endcap Update Code: VGET-70 **REPRINT FOR FEBRUARY '26**

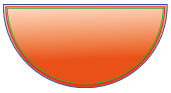
MY HAPPY FRONT (SIDE B)



8" x 10" Riser

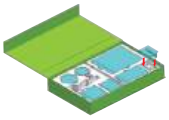


Riser



Side Step Platform

Endcap Update **REPRINT**
Code: **VGET-70**



Story Telling Unit
Kit of Parts Box
Box Code: **VF35-60**

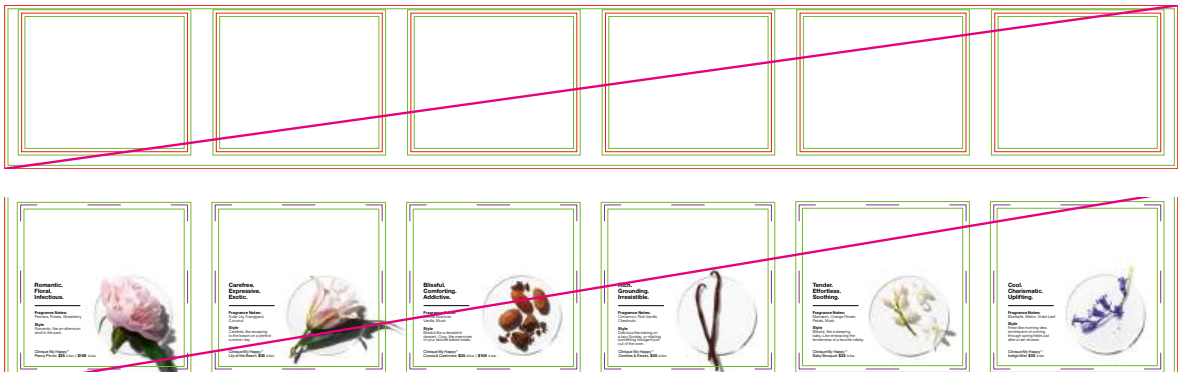
***NOTE:** Please use the 8" x 10" graphic riser plexi that is included in your VM Pre-pack Box.

• GRAPHIC

Riser Code + Shelf 1 Code: **VDWP-70** (reserves only)

My Happy Riser Graphic

Base Code: **VDWN-70 FEB '25 OCD** (Base graphic + Happy In Paradise graphic)



My Happy Base Graphic

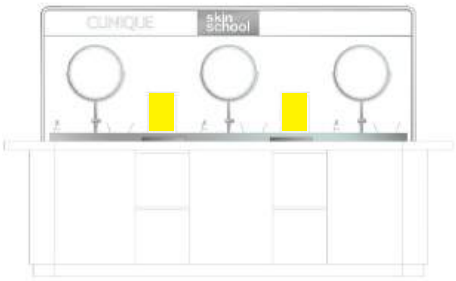
Consultation Table

Doors: **All Doors**

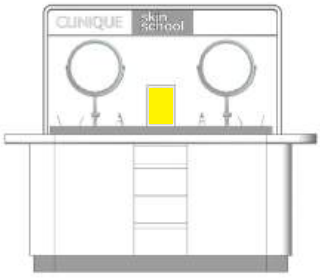
INDICATES NOT UPDATING. DO NOT THROW OUT.

• CONFIGURATION

Consultation Table Graphic Update
Graphic Update Code: VDEP-70 **JAN OCD**



6 SEATER
Graphics (x4 signage)

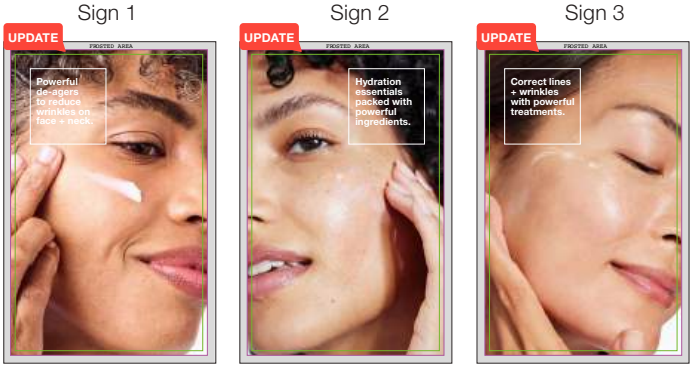


4 SEATER
Graphics (x2 signage)

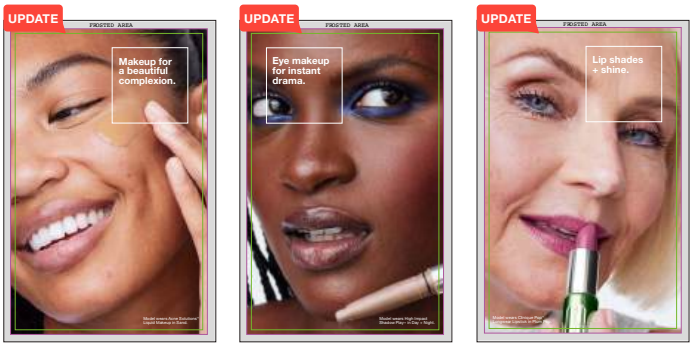
8 SEATER MHSQ ONLY
Graphics (x6 signage)

• CONSULTATION TABLE GRAPHICS

Sign 1 Sign 2 Sign 3



GRAPHICS SET 1
Code: VHEW-70 (for ELM reserves)



GRAPHICS SET 2
Code: VHEW-70 (for ELM reserves)

*NOTE: Please select the graphic that best fits your door profile.

Lunar New Year (Select Doors Only)

PPK Code: **VD96-70 (Counter Sign)**
PPK Code: **VD94-70 (Envelope)**
PPK Code: **VD95-70 (Product Sleeves)**
On-Counter Date: **January 2026**

Any Lab Door taking this?
(Asian door profile)

COLLATERALS:

8.5" x 11" Counter Sign

Envelope

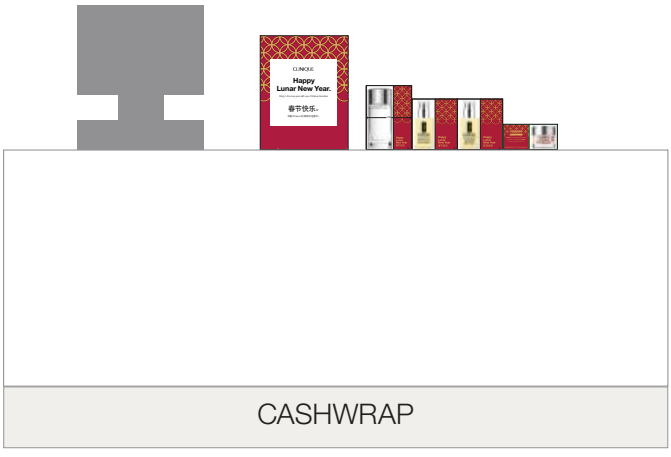
Happy 100ml Sleeve

Moisture Surge Sleeve

DDML+ Sleeve

DDMG Sleeve

MERCHANDISING:



Derm Concern Sets JANUARY OCD

NEW

ANTI-AGING ROUTINE MINI KIT
Code: VB6R-01
Price: **$35**

NEW

HYDRATION HEROES MINI KIT
Code: VBB4-01
Price: **$30**

NEW

HEALTHY SKIN ROUTINE MINI KIT (I, II)
Code: VB6E-01
Price: **$18**

NEW

HEALTHY SKIN ROUTINE MINI KIT (III/IV)
Code: VB6G-01
Price: **$18**

NEW

BRIGHTENING ROUTINE MINI KIT
Code: VB6L-01
Price: **$35**

NEW

REDNESS RELIEF MINI KIT
Code: VB6N-01
Price: **$30**

Valentines Day Sets JANUARY OCD

NEW

My Happy Favorites
Code: VDNF-01

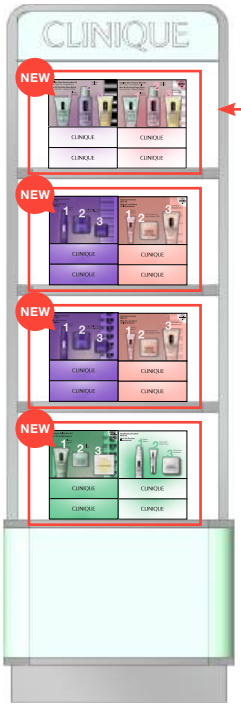
NEW

Happy Little Things
Code: VDQC-01
MACY'S EXCLUSIVE

Towers

Doors: **All Doors**

• TOWER OPTIONS

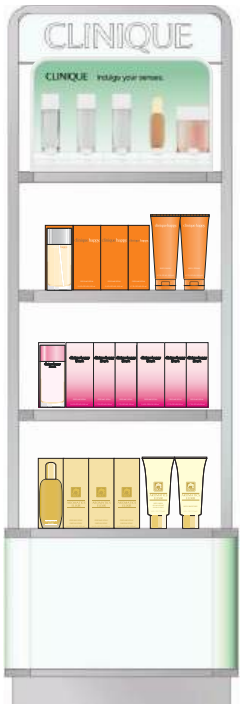


PROMO 1
PRIORITY#1: Derm Concern Sets/ Valentines Day Sets/ Markdowns
JANUARY OCD

Lunar New Year, Valentines Day, Derm Concern Sets, Markdown Signages
Update Code: VHCT-70

Lunar New Year
Counter Sign Code: VD96-70
Envelope Code: VD94-70
Product Sleeve Code: VD95-70
(DDML+, DDMG, MS, Happy)
Doors: **SD**

3-Step

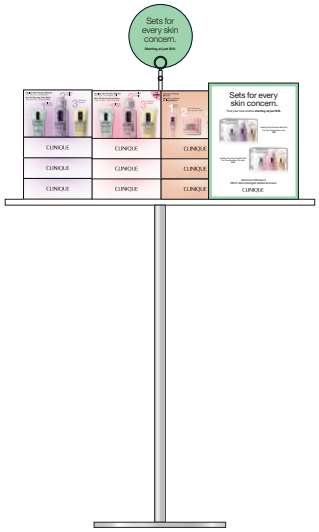


Fragrance

Clinique For Men
(or Fragrance behind)

Derm Concern Sets

- **ROUND TABLE**



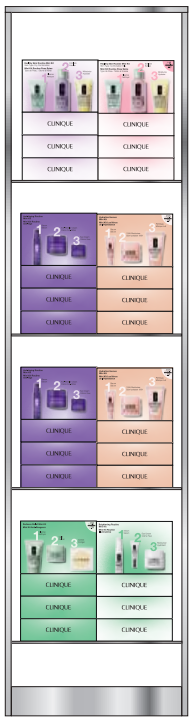
DERM CONCERN COLLATERAL

Derm Concern
Lollipop Sign Code:
VHK2-70

Derm Concern
Counter Sign Code:
VHK3-70

Derm Concern
POG Sign Code:
VHK1-70

- **ETAGERE TOWER**



*NOTE: Please follow this guide to correctly merchandise sets and collaterals.