



# Clinique NA Merchandising Guidelines

---

## Department Stores

Spring 2026 Addendum

April - June



### April Updates

Mother's Day

Mother's Day GWP

Summer of Glow

Makeup Amplification **4/1 - 4/5 OCD**

Macy's GWP **3/25 - 4/13 OCD**

### May Updates

Skincare Amplification **5/21 - 5/25 OCD**

### June Updates

Dillard's June Gift **DILLARDS ONLY**

(Tracking will be available on Field Sharepoint)

# Who To Contact

## For all questions/concerns regarding:

- 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



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

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

### United States

Phone: +1 (844) 387-1122

Email: [pointofsalesupport@estee.com](mailto:pointofsalesupport@estee.com)

### Canada

Phone: +1 (855) 523-7105

Email: [pointofsalesupport@estee.com](mailto: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

# Contents

## **CADENCE & PRIORITIES**

Spring 2026 Priorities .....	7
Caseline Overview .....	10-11
Lightbox and Video Details .....	12-13
In-store Cadence .....	14-19

## **CASELINE DOORS**

### Monthly Launch Details

April - June Details .....	22-36
Tester Unit Details .....	38-50

# Collateral Checklist

Shipping from **ELM** (Estee Lauder Melville Plant)

## APRIL OCD

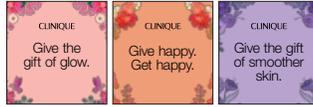
Collaterals that are shipping alone



Mother's Day Lollipop Sign

Code: **VHZL-70**

6" graphic



Mother's Day POG Sign

Code: **VHZK-70**

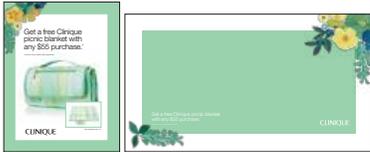
7.5" x 7.5" graphic



Dillard's June Gift Sign + Mat

Code: **VJCD-70 DILLARDS ONLY**

8.5" x 11 Counter Sign  
 Bag Mat



Summer Picnic Blanket GWP Sign + Mat

Code: **VHZJ-70**

8.5" x 11 Counter Sign  
 Bag Mat



Summer Picnic Blanket GWP Hangtag

Code: **VHZM-70**

hang tag



Summer Of Glow Diecut

Code: **VJ5X-60**

36" diecut

### SHIPPING DIRECT TO FIELD EXECUTIVES IN BULK BOX



Summer Of Glow Pillow Pack

Code: **VJ79-70**

Pillow Pack



Summer Of Glow Tear Pad

Code: **VJ78-70**

tear pad



Summer Of Glow Handout Card

Code: **VJ75-70**

handout card



Summer Of Glow

Code: **N/A**

8.5" x 11 Counter Sign  
 Hanger Tag  
 Mirror Cling



Summer Of Glow Cereal Boxes

Code: **VJ2L-70**

cereal boxes

Doors: **Belk, Dillard's, Von Maur, Boscovs**



Summer Of Glow Poster

Code: **VJ2M-70**

22" x 28" Poster

Doors: **Belk, Dillard's, Von Maur and Boscovs Only**



Summer Of Glow Poster

Code: **VJ2N-70**

30" x 40" Poster

Doors: **Belk Only**

# Collateral Checklist

Shipping from **ELM** (Estee Lauder Melville Plant)

## MAY OCD

Collaterals that are shipping alone



**Treatment & Cleanser Bar**

Code: **VJ2B-70**

- graphic only (New Comm Bands: TRT Bar B2S4)
- graphic only (New Comm Bands: CLNSR Bar B3S4, B3S5, B3S6 + Bay 1 Comm Box (TTDO))



**Specialty Treatment Bar**

Code: **VJ2C-70**

- graphic only (new comm bands: B3S5)

**TOP DOORS:**



**NON-TOP DOORS:**



**UV Solutions Story-Telling Unit**

Code: **VJ2A-70 TOP DOORS**

- graphic only
- Tinted Puck Glorifier Code: **VHFA-60 TOP DOORS**
- Add UV Solutions Brightening + Tinted Sunscreen

**ALREADY SHIPPED EXISTING IN STORE (SHIPPED ON FEB 2025)**



**Makeup Amplification**



**Skincare Amplification**



**Amplification Pre-pack (EXISTING)**

Code: **VHHL-70 SHIPPED ON FEB'25**

- Makeup Amplification Counter Sign
- Makeup Amplification Lollipop Sign
- Skincare Amplification Counter Sign
- Skincare Amplification Lollipop Sign



# Spring 2026 Priorities

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

# Spring 2026 New Product Launches

★ - Priority Launch

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

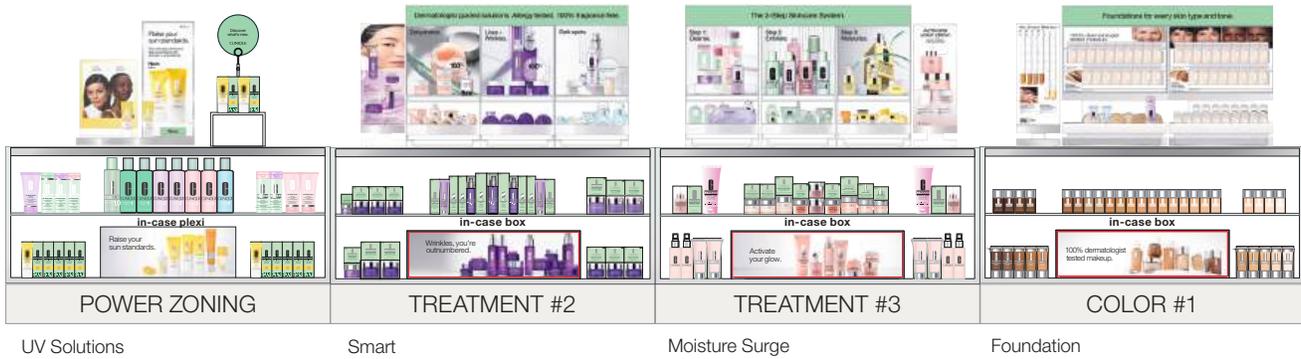


---

# Cadence

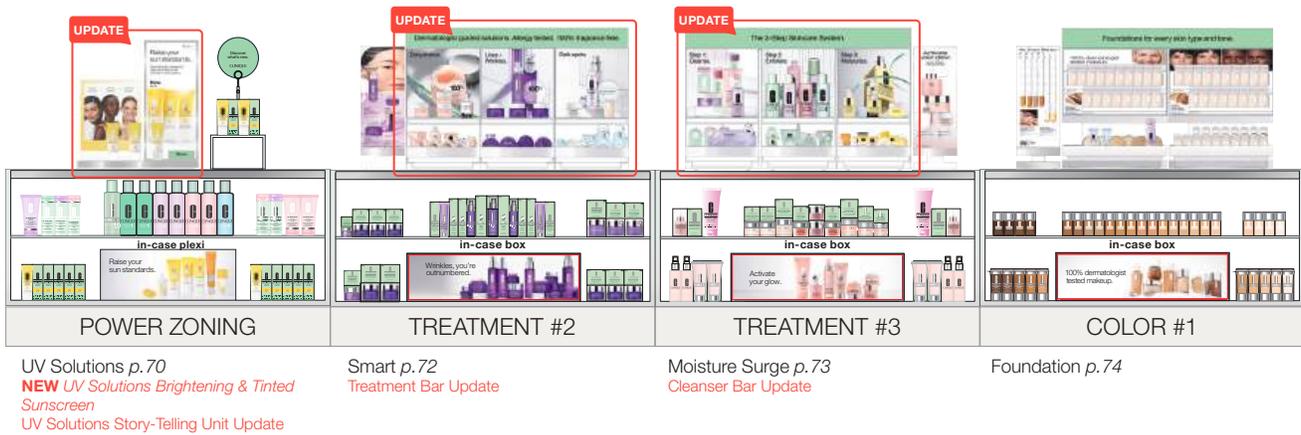
## April Updates

- **New Launches:** N/A
- **New Promotions:** Macy's GWP (3/25 - 4/13), Makeup Amplification (4/1 - 4/5), Mother's Day, Summer Picnic Blanket GWP, Summer of Glow,



## May Updates

- **New Launches:** **NEW** UV Solutions Brightening & Tinted Sunscreen
- **New Promotions:** Skincare Amplification (5/21 - 5/25), Continue Mother's Day



UV Solutions p.70  
**NEW** UV Solutions Brightening & Tinted Sunscreen  
 UV Solutions Story-Telling Unit Update

Smart p.72  
 Treatment Bar Update

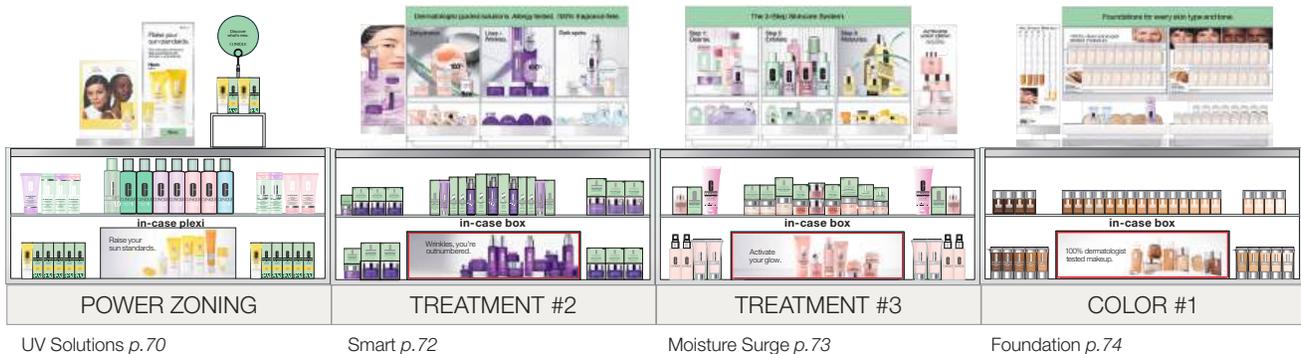
Moisture Surge p.73  
 Cleanser Bar Update

Foundation p.74

## June Updates

- **New Launches:** **NEW** High Impact High-Fi Waterproof Mascara (VM Go Live: **JULY OCD**),
- **New Promotions:** Dillard's June Gift

**\*NOTE:** Please merchandise your High Impact High-Fi Waterproof Mascara on your New & Trending Unit until the VM Go Live date of July on-counter.



UV Solutions p.70

Smart p.72

Moisture Surge p.73

Foundation p.74

**LEGEND:**  
**RED TEXT** - New/Update  
**BLACK TEXT** - Not updating

<b>in-case box</b> 100% dermatologist tested makeup.	<b>in-case box</b> Play with color.	<b>in-case box</b> All the drama, none of the irritation.	<b>Belk &amp; NDS Only</b> CLINIQUE CLINIQUE CLINIQUE
<b>COLOR #2</b>	<b>COLOR #3</b>	<b>COLOR #4</b>	<b>FLEX</b> 20" x 7.5" Plexi Indulge your senses.
Foundation	Lip Color	Take The Day Off	Fragrance CFM Mother's Day Sets

<b>in-case box</b> 100% dermatologist tested makeup.	<b>in-case box</b> Play with color.	<b>in-case box</b> All the drama, none of the irritation.	<b>Belk &amp; NDS Only</b> CLINIQUE CLINIQUE CLINIQUE
<b>COLOR #2</b>	<b>COLOR #3</b>	<b>COLOR #4</b>	<b>FLEX</b> 20" x 7.5" Plexi Indulge your senses.
Foundation <i>p. 75</i>	Lip Color <i>p. 76</i>	Take The Day Off <i>p. 77</i>	Fragrance CFM

<b>in-case box</b> 100% dermatologist tested makeup.	<b>in-case box</b> Play with color.	<b>in-case box</b> All the drama, none of the irritation.	<b>Belk &amp; NDS Only</b> CLINIQUE CLINIQUE CLINIQUE
<b>COLOR #2</b>	<b>COLOR #3</b>	<b>COLOR #4</b>	<b>FLEX</b> 20" x 7.5" Plexi Indulge your senses.
Foundation <i>p. 75</i>	Lip Color <i>p. 76</i>	Take The Day Off <i>p. 77</i>	Fragrance CFM Dillard's June Gift

**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) MARCH	APRIL	MAY	JUNE
<b>LBX #1</b> Launch	 <p>Where great skin begins.</p> <p>3 Step (F'25 Assets)</p>			
<b>LBX #2</b> Launch	 <p>Play with color.</p> <p>New</p> <p>Chubby (S '26 Assets)</p>			
<b>LBX #3</b> Launch	 <p>Wrinkles, you're outnumbered.</p> <p>100% 100% 100%</p> <p>Smart Serum (F'24 Assets)</p>	 <p>NEW</p> <p>Visibly reduce wrinkles by up to \$2000 a year?</p> <p>That's Smart.</p> <p>Smart (S'26 Assets)</p>		
<b>LBX #4</b> Launch <i>(if you have a 3<sup>rd</sup> treatment area)</i>	 <p>Activate your glow.</p> <p>Exfoliate, hydrate, and tighten skin. Clinically proven.</p> <p>Moisture Surge Glow (F'25 Assets - "NEW" Removed)</p>			

**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)



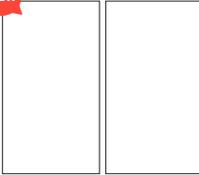
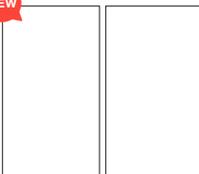
Skin School (F'24 Assets)



Active Derm Lab Coat (F'24 Assets)

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

## VIDEO: Select Doors

	(CURRENT) MARCH	APRIL	MAY	JUNE
LOOPING VIDEO	 <p>Smart (F'24 Assets)</p>			
	 <p>Even Better Vitamin Makeup (S'26 Assets)</p>			
	 <p>Moisture Surge Glow (S'25 assets)</p>	 <p>NEW Unstoppable Glow (S'26 Assets)</p>		
	 <p>3-Step (F'25 Assets)</p>	 <p>NEW Summer Of Glow (S'26 Assets)</p>		
	 <p>Chubby Lip (S'26 Assets)</p>			

## 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) MARCH

APRIL

MAY

JUNE

Story Telling Unit #1

**\*NOTE:** All doors have 1 Story-Telling Unit. Select Top doors have 2 Story-Telling units. Refer below.



UV Solutions  
 Graphic Code: VHEQ-70 **TOP DOORS**  
 Tinted Puck Code: VHFA-60 **TOP DOORS**  
 Glorifier Code: VHFB-60 **TOP DOORS**  
  
 Graphic Code: VHER-70 **NON-TOP DOORS**

→ UV Solutions  
 (Add Brightening)  
 Tinted Puck Code:  
**VHFA-60 TOP  
 DOORS ONLY**



UV Solutions (Add Brightening + Tinted)  
 Graphic Code: VJ2A-70 **TOP DOORS**  
 Tinted Puck Code: VHFA-60 **TOP DOORS ONLY**  
 Graphic Code: VJ29-70 **NON-TOP DOORS**



Story Telling Unit #2  
**SELECT DOORS ONLY (57 DOORS)**



3 Step STU (S26)  
 Code: TBD-70



Story Telling Unit VM Pre-pack  
 Box Unit Code: VF35-60  
 Doors: **AD**  
*\*All Doors with previous double vitrine units will be getting this VM pre-pack to place on the **NEW** Story-Telling Unit.*



**\*NOTE:** Please see page **106** for details.

(CURRENT) MARCH

APRIL

MAY

JUNE



**\*NOTE:** Please go to Treatment Units tab for details.

**Full & Reduced Doors**

**TREATMENT BAR**



**Treatment Bar**  
 Update Code: VHJH-70 **Feb '26 Update**  
**Treatment Bar Header**  
 Update Code: VG1N-70  
 Doors: **FD RD**



Update Code: **VJ2B-70**  
 - New Commband: **B2S4**  
 - Adding UV Solutions to drawer

**CLEANSER BAR**



**Cleanser Bar**  
 Update Code: VHJH-70 **Feb '26 Update**  
**Cleanser Bar Header**  
 Update Code: VG1M-70  
 Doors: **FD RD**



Update Code: **VJ2B-70**  
 - New Commband: **B3S4, B3S5, B3S6**  
 - Adding UV Solutions to drawer  
 - Bay 1 Comm Box (TTDO) update

\*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: VHJJ-70 **SP Feb '26 Update**  
**Treatment Bar Header**  
 Update Code: VG1N-70 **SP**



Update Code: **VJ2C-70**  
 - New Commband:  
 - Adding UV Solutions to drawer **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) MARCH



**In-Case Plexi:**  
20" x 7.5"  
Unit Code: ZX2A-60

July '25 Incase Plexi  
PPK Code: VG0R-70



Moisture Surge



Smart



Clarifying Lotions



DDMs



Foundation



Chubby Lip  
Feb '25 Code: VHJN-70



Mascara



Clinique For Men



Fragrance



UV Solutions  
Feb '25 Code: VHJN-70

APRIL



E



ES



EM

Macy's GWP (3/25 - 4/13)  
Code: VGYD-70 **E**  
Code: VGYC-70 **ES**  
Code: VGYB-70 **EM**

MAY

JUNE



**In-Case Box/Trays:**  
25.56" x 7.08"  
Update Code: KHL8-60 **FD**;  
KHL9-60 **RD**



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.

(CURRENT) MARCH

APRIL

MAY

JUNE



Product On Glass  
Plexi: 20" x 7.5"  
Unit Code: ZX2A-60

July '25 POG Plexi  
PPK Code: VG0Q-70



3-Step  
Code: VHJP-70



Smart



Moisture Surge Glow



Foundation Family



Clinique For Men



Fragrance



Sun & Body  
Code: VHJP-70



Product On Glass  
Plexi: 7.5" x 7.5"  
Unit Code: K41H-60



TTDO



Acne



Smart



Smart



EBCI



Moisture  
Surge



DDML

July '25 7.5" x 7.5" POG  
Full PPK Code: VG0P-70

Feb '26  
Update  
PPK Code:  
VHJQ-70



Generic  
Foundation



EBCF



EBMU



BP



My Happy



Happy



Aromatics



CFM



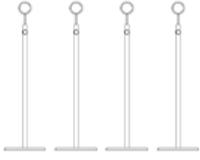
UV Solutions



Mother's Day POG  
Sign Code: VHJK-70

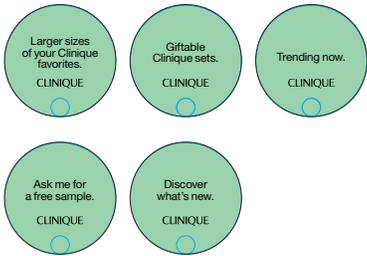
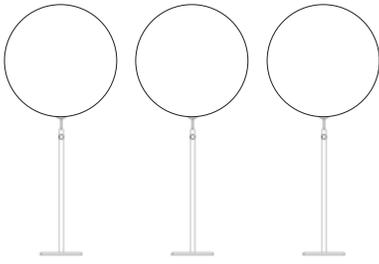
## (CURRENT) MARCH

### Lollipop Signs



Permanent Lollipop Sign Holder (x4)  
Code: KRJE-60  
*\*use existing from Holiday*  
**\*NOTE:** Sign should always be straight!

Lollipop Library  
PPK Code: VHJG-70



Lollipop Sign Library (x5)  
- Jumbos  
- Trending Now  
- Ask Me For a Free Sample  
- Newness  
- Generic Sets



AMPLIFICATIONS

**\*NOTE:** Feature lollipop sign based on your store's priorities.

## APRIL



**\*NOTE:** Ensure to place back the lollipop sign rod pieces from the Holiday Price Tying.

Sign Code: VHZL-70



**ALREADY SHIPPED EXISTING IN STORE  
(SHIPPED ON FEB 2025)**

Existing from Feb'26 Nat'l Amp Counter Sign & Lollipop PPK Code: VHHL-70



Makeup Amplification  
(EXISTING FROM FEB'26 PPK UPDATE)



Skincare Amplification  
(EXISTING FROM FEB'26 PPK UPDATE)

### EXISTING IN-STORE:



Clinical Reality  
(Existing from S'24)  
Code: V7D9-70



Lollipop Sign Library (x5)  
- Jumbos  
- Trending Now  
- Ask Me For a Free Sample  
- Newness  
- Generic Sets

Makeup Amplification  
Existing from Feb'26 Nat'l Amp Counter Sign & Lollipop PPK Code: VHHL-70

(CURRENT) MARCH

APRIL

MAY

JUNE

8.5" x 11" Counter Signs



Summer of Glow Tool Kit Counter Sign + Hanger Tag + Mirror Cling  
Code: **Shipping direct to FEs**



Summer Picnic Blanket GWP Counter Sign + Mat Code: **VHZJ-70**



Summer Picnic Blanket GWP Hangtag Code: **VHZM-70**



Dillard's June Gift Counter Sign + Mat  
Code: **VJCD-70**

**ALREADY SHIPPED EXISTING IN STORE (SHIPPED ON FEB 2025)**  
Existing from Feb'26 Nat'l Amp Counter Sign & Lollipop PPK Code: **VHHL-70**

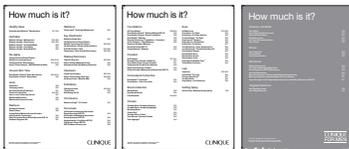


Makeup Amplification Existing from Feb'26 Nat'l Amp Counter Sign & Lollipop PPK Code: **VHHL-70**



Skincare Amplification Existing from Feb'26 Nat'l Amp Counter Sign & Lollipop PPK Code: **VHHL-70**

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:



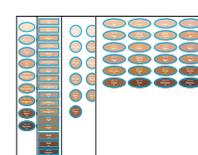
Skin School Services Sign Code: **VB07-70**



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.



---

# April - June Launch Details

Overview

**LEGEND:**  
 - Local Production

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

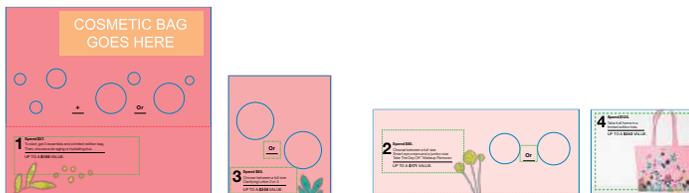
Collateral - All Clinique Production

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



In-Case Plexi Graphic  
 20" x 7.5"  
 Code: **VG YD-70 E**  
 Code: **VG YB-70 EM**  
 Code: **VG YC-70 ES**

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



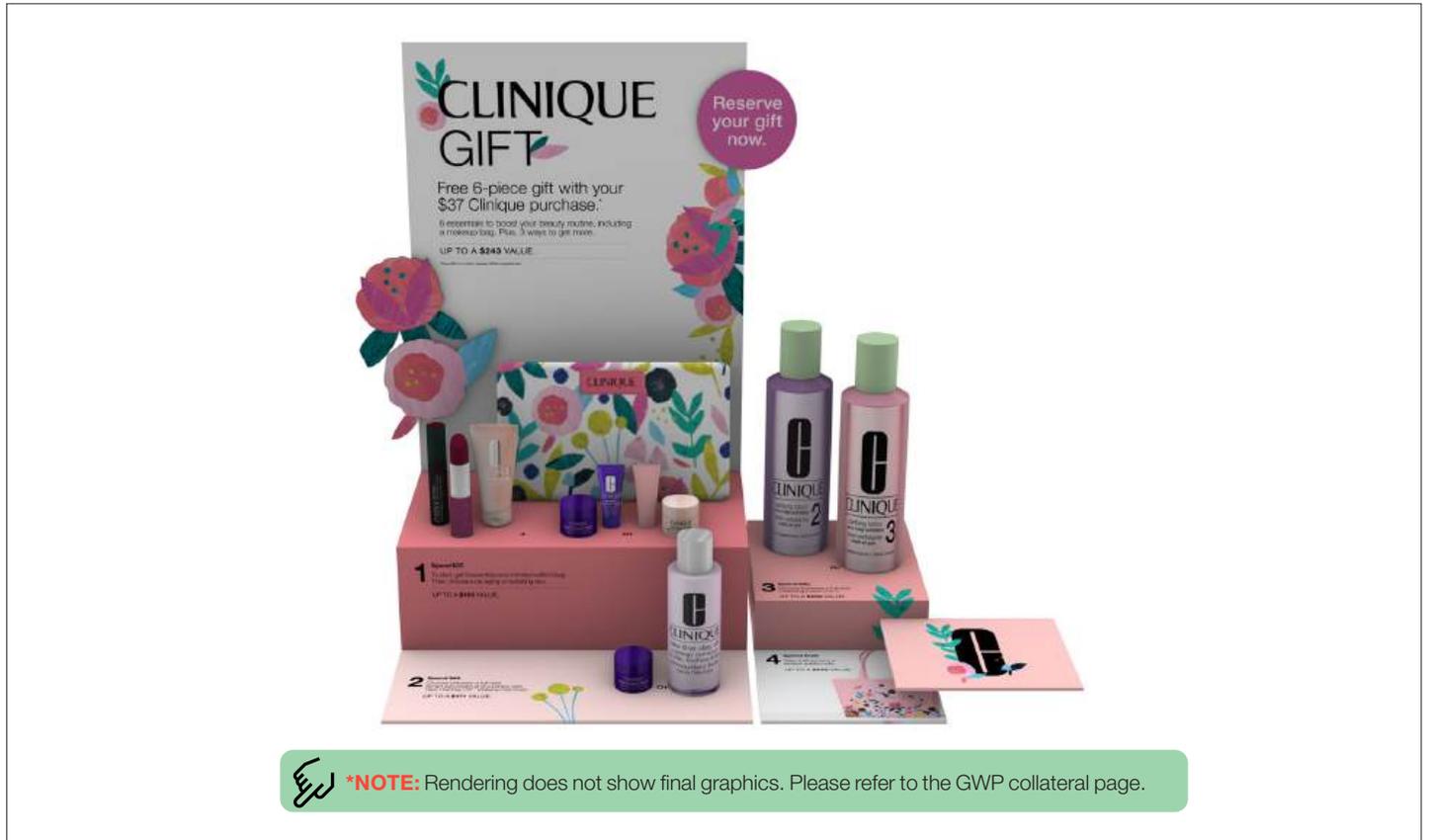
Box Graphics

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
<p>Spend \$37 to get 3 essentials and a limited-edition bag. Then choose a hydrating or a de-aging duo.</p>  <p>OR</p>  <ul style="list-style-type: none"> <li>- Clinique Pop Longwear Lipstick (Shade: Bare Pop)</li> <li>- High Impact Mascara (Shade: Black)</li> <li>- Moisture Surge Body Hydrator 30ml Tube</li> </ul> <p><b>CHOICE:</b></p> <ul style="list-style-type: none"> <li>- Moisture Surge 100 Hour 15ml Jar</li> <li>- Moisture Surge Glow Serum 5ml Tube</li> </ul>	<p>Spend \$60 to choose between a full size of..</p>  <p>OR</p> <p>Choice of 1:</p> <ul style="list-style-type: none"> <li>- Take The Day Off for Lids, Lashes, Lips (200ml Bottle)</li> <li>- Smart Wrinkle Correcting Eye Cream (15ml Jar)</li> </ul>	<p>Spend \$125 to take it all home in a limited-edition tote.</p> 
	<p>Spend \$80 to choose between a full-size of ...</p>  <p>OR</p> <p>- Clarifying Lotion 2 or 3 (400ml)</p>	

**Mother's Day**  
**APRIL OCD**



HEALTHY SKIN SYSTEM: FOR DRY SKIN TYPES  
Code: VDQ0-01  
Price: **\$60**



HEALTHY SKIN SYSTEM: FOR OILY SKIN TYPES  
Code: VDQ1-01  
Price: **\$60**



ANTI-AGING ROUTINE  
Code: VDQ8-01  
Price: **\$85**



DAY TO NIGHT ANTI-AGING  
Code: VDQ2-01  
Price: **\$99**



HEAD-TO-TOE HYDRATORS  
Code: VDMY-01  
Price: **\$65**



THE LASH LINE-UP  
Code: VDQD-01  
Price: **\$35**



DAY-TO-NIGHT EYE MAKEUP  
Code: VDPZ-01  
Price: **\$59**



AROMATICS ANYWHERE  
Code: VDQE-01  
Price: **\$120**



HAPPY ANYWHERE  
Code: VDMR-01  
Price: **\$85**



MY HAPPY FAVORITES  
Code: VDNF-01  
Price: **\$45**



HAPPY TRIO  
Code: VDMS-01  
Price: **\$99**  
**MACY'S EXCLUSIVE**



HAPPY LITTLE THINGS  
Code: VDQC-01  
Price: **\$35**  
**MACY'S EXCLUSIVE**

# Best of Clinique

**B**

CLINIQUE

Give the gift of glow.

Hydratants hydratants  
Les hydratants visage + corps



CLINIQUE

Healthy skin systems  
Les routines peau sèche - pour les peaux sèches



Healthy skin systems  
Les routines peau grasse - pour les peaux grasses



Healthy skin systems  
Les routines peau normale - pour les peaux normales



**B**

CLINIQUE

Give the gift of smoother skin.

Healthy skin systems  
Les routines peau sèche - pour les peaux sèches



Healthy skin systems  
Les routines peau grasse - pour les peaux grasses



Healthy skin systems  
Les routines peau normale - pour les peaux normales



**B**

CLINIQUE

Give happy.  
Get happy.

clinique happy.



clinique happy.



clinique happy.



My Happy Favorites  
Les favoris happy



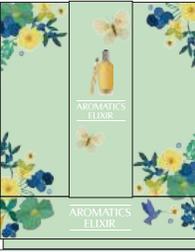
AROMATICS ELIXIR



AROMATICS ELIXIR

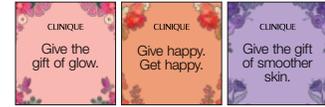


AROMATICS ELIXIR



**POG Header**

- A** Best Of Clinique  
Update Code: **Shipped direct to door**



Mother's Day  
7.5" x 7.5" Sign Code: **VHZK-70**

**Shelf 1**

- B** Mother's Day **APRIL OCD**  
Plexi Graphic: 7.5" x 7.5"  
Update Code: **VHZK-70**

- 1 Head-To-Toe Hydrators **APRIL OCD**
- 2 Anti-Aging Routine **APRIL OCD**
- 3 Day To Night Anti-Aging **APRIL OCD**

**Shelf 2**

- 4 Healthy Skin System: For Dry Skin Types **APRIL OCD**
- 5 Healthy Skin System: For Oily Skin Types **APRIL OCD**

**Shelf 3**

- 6 Happy Anywhere **APRIL OCD**

**Shelf 4**

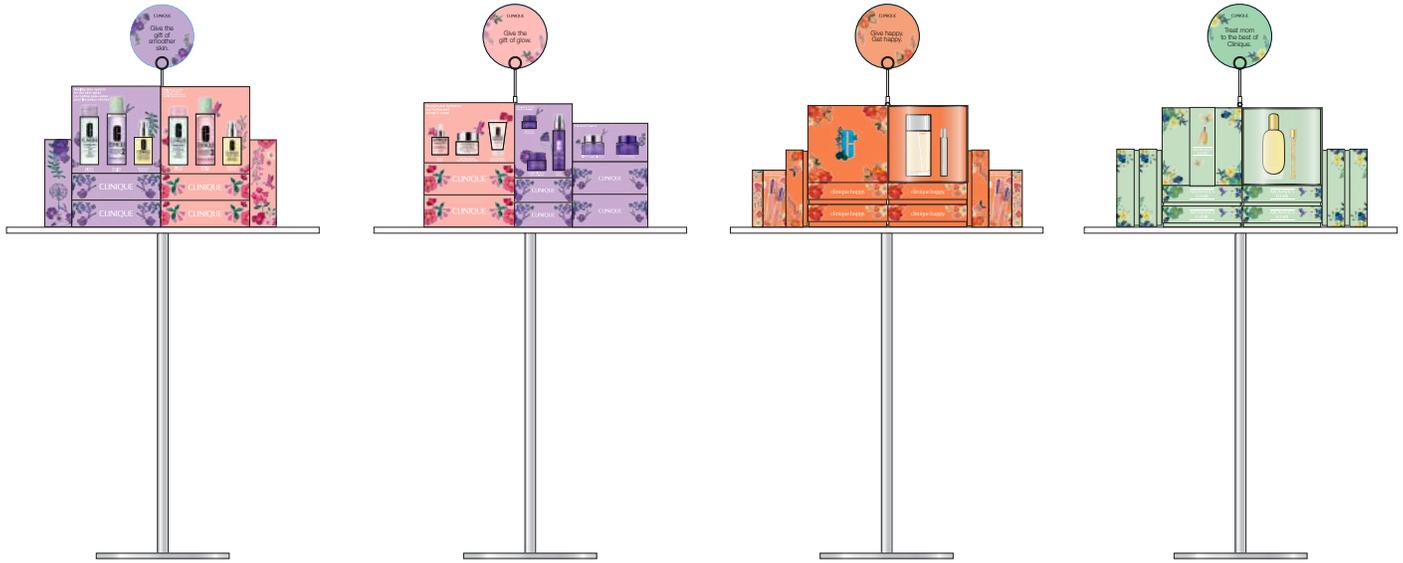
- 7 My Happy Favorites **APRIL OCD**
- 8 Aromatics Anywhere **APRIL OCD**



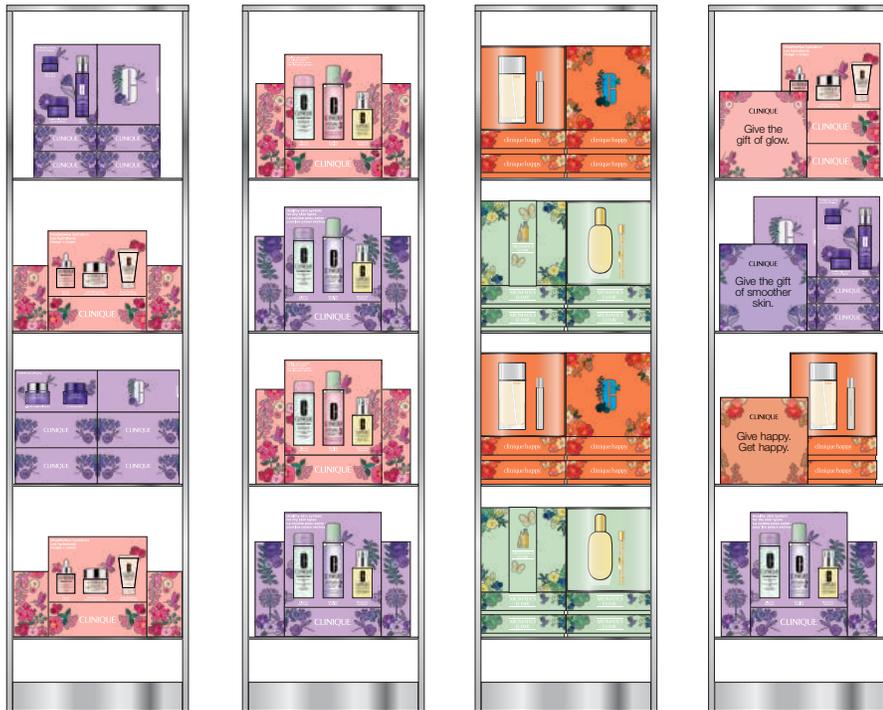
**\*NOTE:** For smaller shelves, reduce the number of products based on stock levels in store.

## Mother's Day Sets

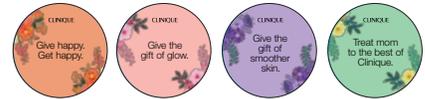
### • ROUND TABLE



### • ETAGERE TOWER



### MOTHER'S DAY COLLATERAL



Lollipop Sign Code: **VHZL-70**



POG Sign Code:  
**VHZK-70**



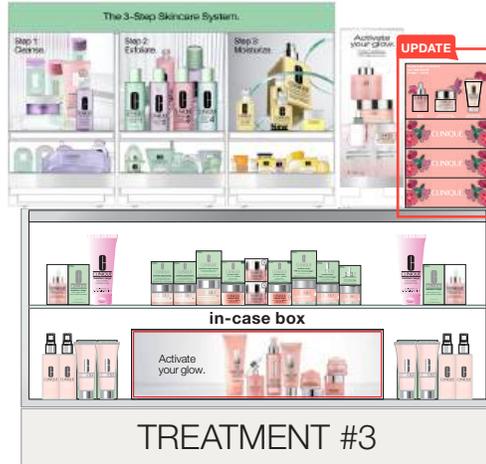
**\*NOTE:** Please merchandise sets by category. If you have leftover Holiday 2025 sets, please keep those sets separate from the Mother's Day Sets.

For leftover Valentine's Day Sets, please merchandise those sets on the cashwrap

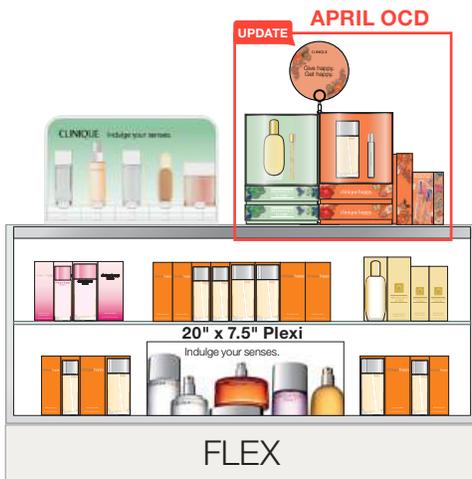


**\*NOTE:** Please follow this guide to correctly merchandise sets and collaterals.

- Treatment Case (With Mother's Day Sets)



- Fragrance Case (With Mother's Day Sets)



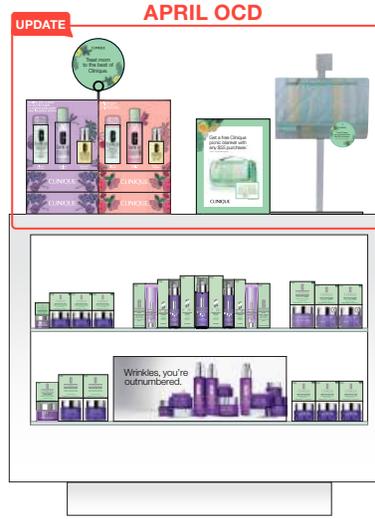
• Treatment End Caps



End Cap Display with Shelves Option  
Power Zone: UV Solutions



Lightbox Option:  
3-Step



End Cap Display with Shelves Option  
Treatment #2 + Flex Case: Mother's Day Sets + Picnic Blanket



Lightbox Option:  
**NEW Smart APRIL OCD**

• Makeup End Caps



End Cap Display with Shelves Option  
Color #2: Foundation + Dramming Unit/Foundation Feature Unit  
See page 75-75 for merchandising details.



Lightbox Option:  
EBMU Hero



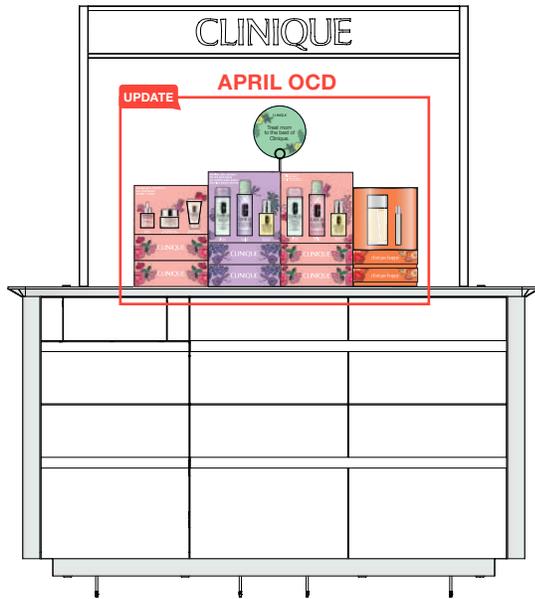
End Cap Display with Shelves Option  
Flex: Fragrance  
See page 78 for merchandising details.



Lightbox Option:  
Fragrance Hero

 **\*NOTE:** Half Decks (MSNA) set up for select doors that have received additional half decks to feature promotions/hero focus.

- April - June



Option 1: Mothers Day Sets + Lollipop Sign

- GWP



Option 3: Macy's GWP

# Mother's Day Event Table Merchandising

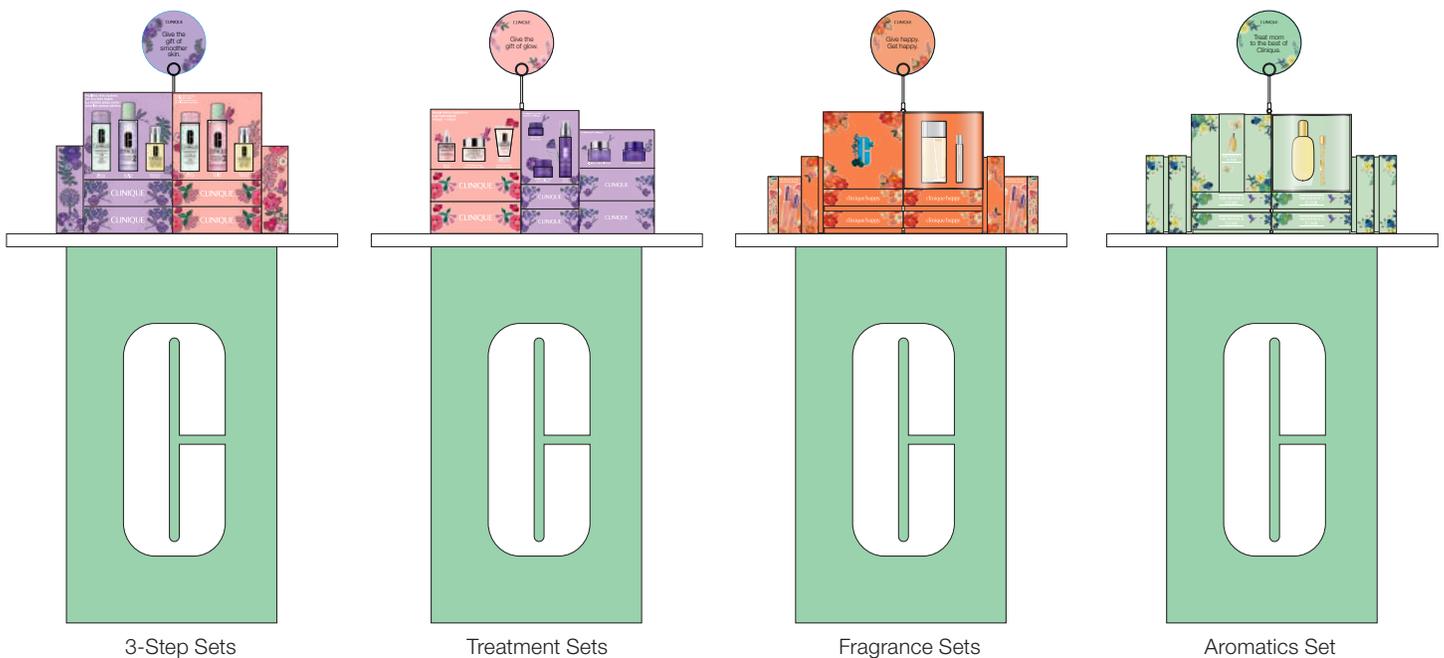
Existing Banners with Mother's Day Sets

- Existing banner options



**\*NOTE:** Please merchandise sets by category. If you have leftover Holiday 2025 sets, please keep those sets separate from the Mother's Day Sets. For leftover Valentine's Day Sets, please merchandise those sets on the cashwrap

## EVENT TABLE MERCHANDISING



# Amplification Pre-pack

PPK Code: VHHL-70 (Shipped on February 2026)

## Collateral List

### 8.5" x 11" COUNTER SIGN:



ALREADY SHIPPED EXISTING IN STORE (SHIPPED ON FEB 2025)



Makeup Amplification  
4/1 - 4/5 OCD

Skincare Amplification  
5/21 - 5/25 OCD

### LOLLIPOP SIGN:



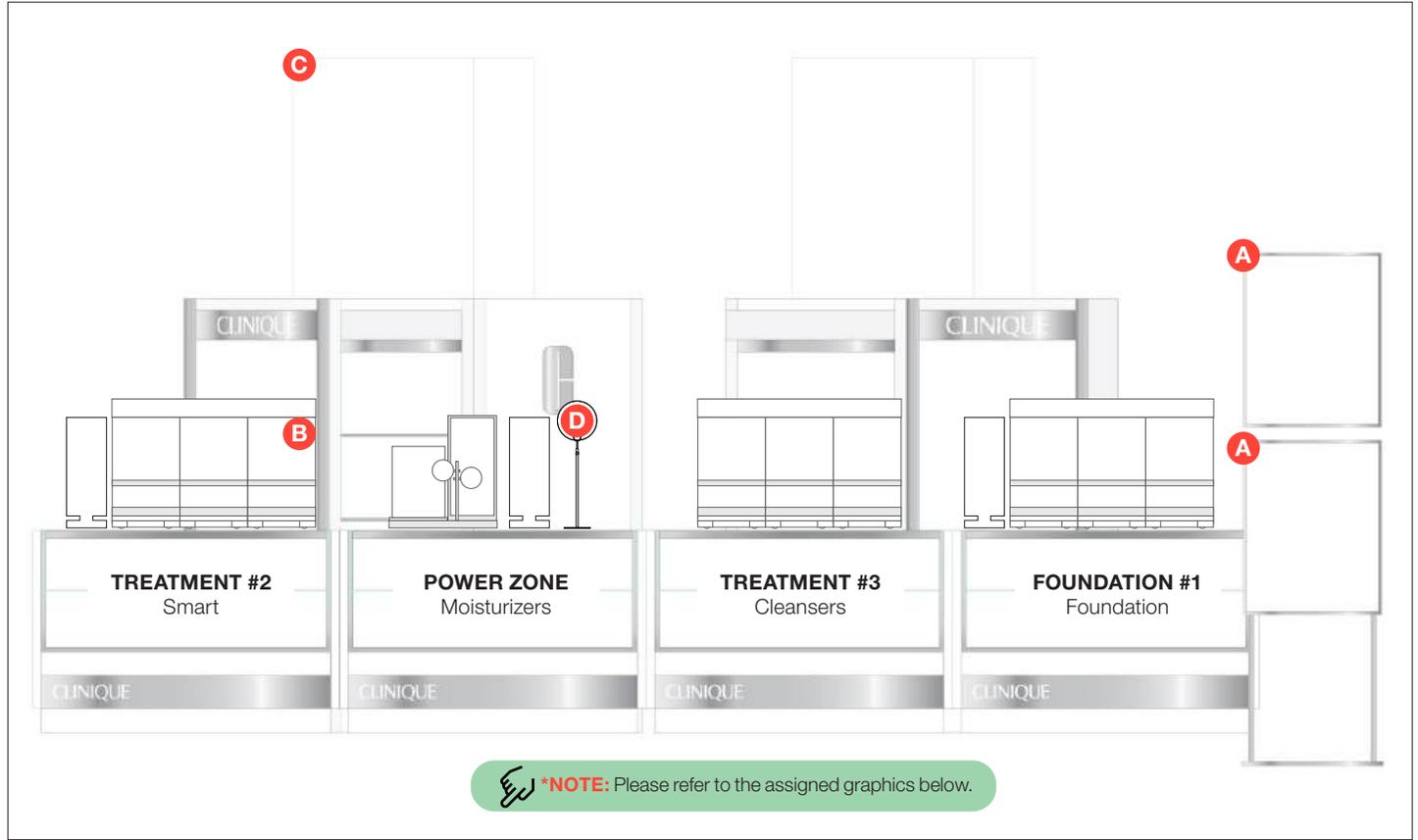
Makeup Amplification  
4/1 - 4/5 OCD

Skincare Amplification  
5/21 - 5/25 OCD

**\*NOTE:** Please merchandise the counter signs and lollipop signages on cashwrap and/or counter where space permits.



Overview



Collateral - All Clinique Production



22" x 28" Poster  
Code: **V2JM-70 (LAUNCH)**  
Doors: **Belk, Dillard's, Von Maur and Boscovs Only**

30" x 40" Poster  
Code: **VJ2N-70**  
Doors: **Belk Only**



Cereal Boxes  
Code: **VJ2L-70**  
Doors: **Belk, Boscovs, Dillards, VonMaur**

# Summer Of Glow Event Kit Merchandising

Shipping to: **Field Executives Only**

Doors: **Select Doors**

- Generic Table



Summer Of Glow (April '26 Asset)



**SHIPPING DIRECT TO FIELD EXECUTIVES IN BULK BOX**



Pillow Pack  
Code: **VJ79-70**



Tearpad  
Code: **VJ78-70**



Handout Card  
Code: **VJ75-70**

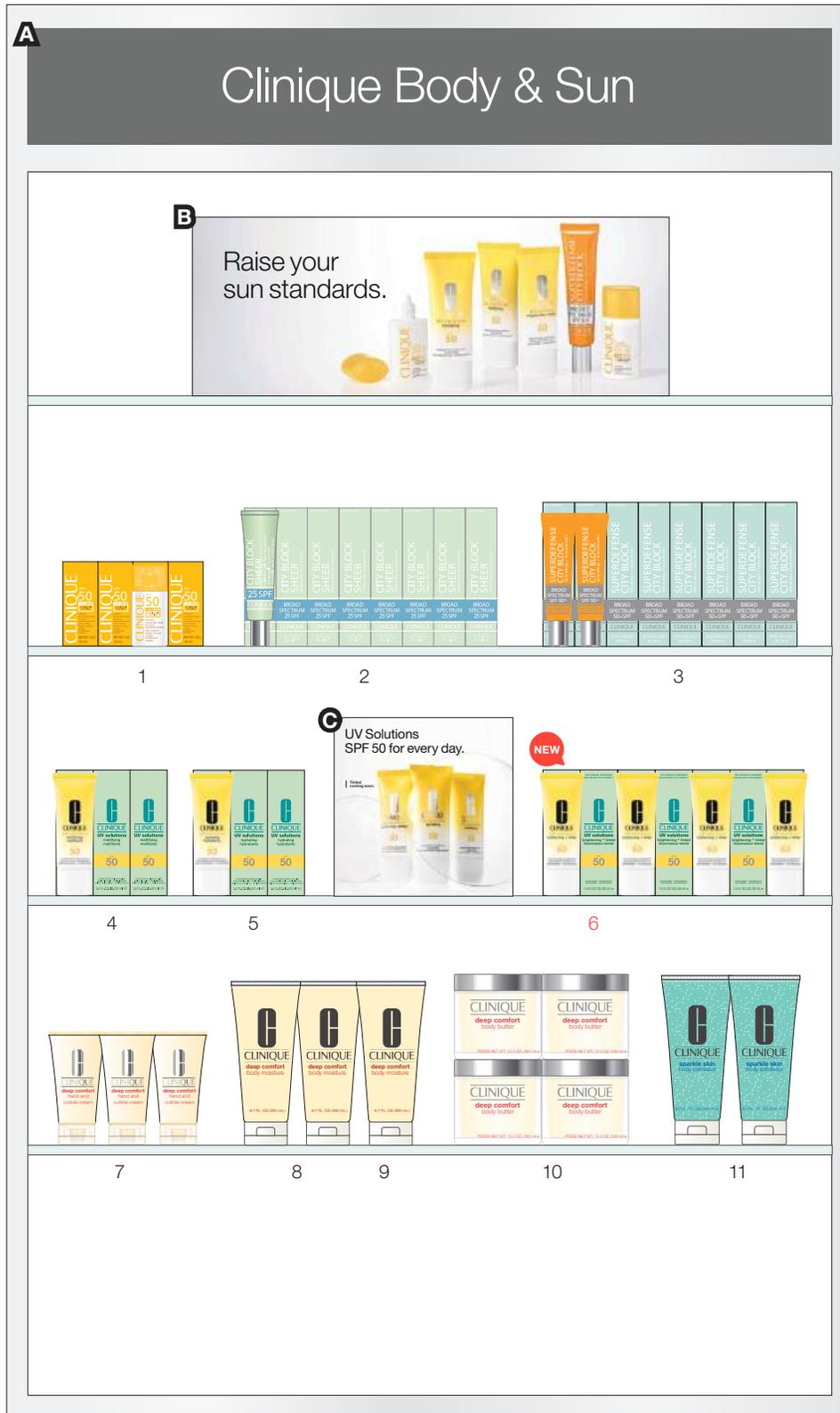


36" Diecut  
Code: **VJ5X-60**  
Doors: **Select Doors**



Counter Sign + Hanger Tag +  
Mirror Cling  
Code: **N/A**

**\*NOTE:** Please merchandise the Summer Picnic Blanket GWP collaterals (counter sign + mat + lollipop sign) on top of the event table as shown. Please use your existing bag stand if available.



**POG Header**

**A** Sun & Body  
Update Code: **Shipped direct to door**

**\*NOTE:** All POG graphic were updated in July 2025.  
20" x 7.5" Plexi PPK Code: **VG0Q-70**  
7.5" x 7.5" Plexi PPK Code: **VG0P-70**

**Shelf 1**

**B** UV Solutions **FEBRUARY UPDATE**  
Plexi Graphic: 20" x 7.5"  
Update Code: **VHJP-70**

**Shelf 2**

- 1 SPF50 Mineral Sunscreen
- 2 City Block™ Sheer SPF25
- 3 Superdefense™ City Block SPF50

**Shelf 3**

- C** UV Solutions **FEBRUARY UPDATE**  
Plexi Graphic: 7.5" x 7.5"  
Update Code: **VHJQ-70**
- 4 UV Solutions Mattifying Sunscreen Broad Spectrum SPF 50
  - 5 UV Solutions Hydrating Sunscreen Broad Spectrum SPF 50
  - 6 UV Solutions Brightening + Tinted Sunscreen Broad Spectrum SPF 50 **MAY OCD**

**Shelf 4**

- 7 Deep Comfort Hand And Cuticle Cream
- 8 Deep Comfort Body Moisture
- 9 Deep Comfort Body Wash
- 10 Deep Comfort Body Butter
- 11 Sparkle Skin Body Exfoliator

**\*NOTE:** For smaller shelves, reduce the number of products based on stock levels in store.

# Summer Picnic Blanket GWP Merchandising

Counter Sign + Mat PPK Code: **VHJZ-70**

Hangtag Code: **VHZM-70**

On Counter Date: **MAY OCD**

Collateral List

### 8.5" x 11" COUNTER SIGN:



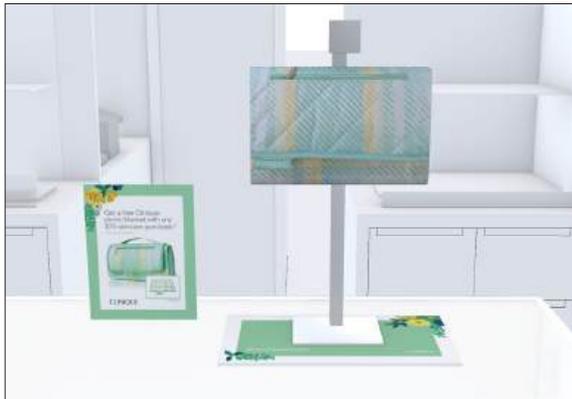
Counter Sign + Mat  
Code: **VHJZ-70**

### HANG TAG:



Hangtag Code:  
**VHZM-70**

## Merchandising Options



Top of Counter  
Picnic Blanket hung on bag stand  
+ Mother's Day PWP Sign



Top of Counter  
Picnic Blanket on mat with lollipop signage  
+ Mother's Day PWP Sign



Retailer Round Table  
Picnic Blanket hung on bag stand  
+ Summer of Glow Sign



Retailer Round Table  
Picnic Blanket on mat with lollipop signage  
+ Summer of Glow Sign

# Dillard's June Gift (Counter Sign + Mat)

PPK Code: **VJCD-70 JUNE OCD**

Doors: **Dillard's Doors Only**

## Collateral List

### 8.5" x 11" COUNTER SIGN:

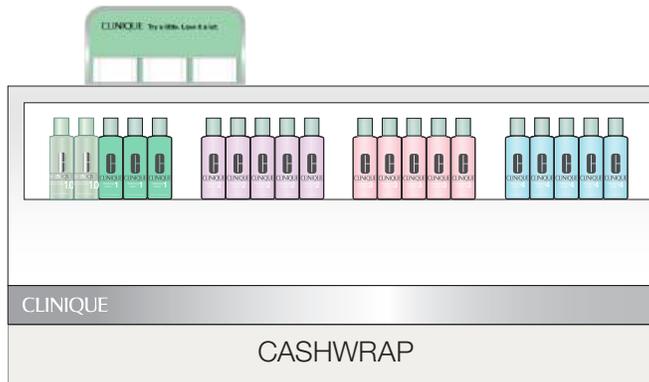


Counter Sign  
**JUNE OCD**

**\*NOTE:** Please ensure to switch to the Dillard's June Gift mat and discard previous Mother's Day Mat for June OCD.



Mat  
**JUNE OCD**



**\*NOTE:** Please merchandise the counter sign and mat on cashwrap and/or counter where space permits.

---

# Tester Unit Details

# S26 Brand Guideline

## UV Solutions Storytelling Unit - Update

Graphic PPK Code: **VJ2A-70** (Top Doors); **VJ29-70** (Non-Top Doors)  
 Glorifier Codes: **VHFB-60-1001** (Existing Sunburst Glorifier with Hydrating & Mattifying Pucks); **VHFA-60-1001** (NEW Brightening Puck Only)

Doors: **All Doors with StoryTelling Unit**

On-Counter Date: **May 2026**



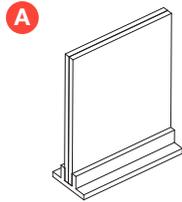
**IMPORTANT:** UV Solutions Storytelling Unit is updating in May to include NEW UV Solutions Brightening + Tinted.

### TOP DOORS (PPK code: VJ2A-70)



**Top Doors**  
(includes Sunburst Glorifier)

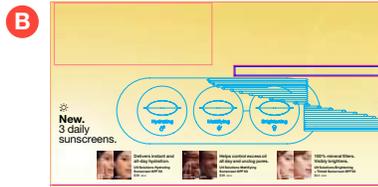
**\*NOTE:** Top Doors include Sunburst Glorifier - shipping separately from PPK.



Left Riser Graphic



Right Riser Graphic



Base Graphic - Top Doors

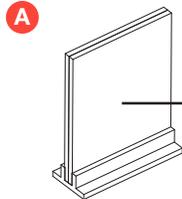


Sunburst Glorifier - Select Doors Only  
 Code: **VHFB-60-1001** (Existing Sunburst Glorifier with Hydrating & Mattifying Pucks - Jan OCD);  
**NEW Brightening Puck Code: VHFA-60-1001**

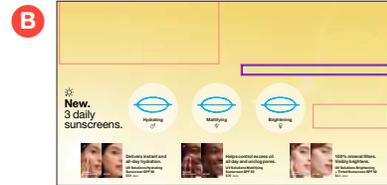
### NON-TOP DOORS (PPK code: VJ29-70)



**Non-Top Doors**



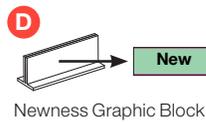
Left Riser Graphic



Base Graphic - Non-Top Doors



Right Riser Graphic



Newness Graphic Block

**ALREADY IN STORE:**

Story Telling Unit VM Pre-pack Box Unit Code: VF35-60

Parts to be used:

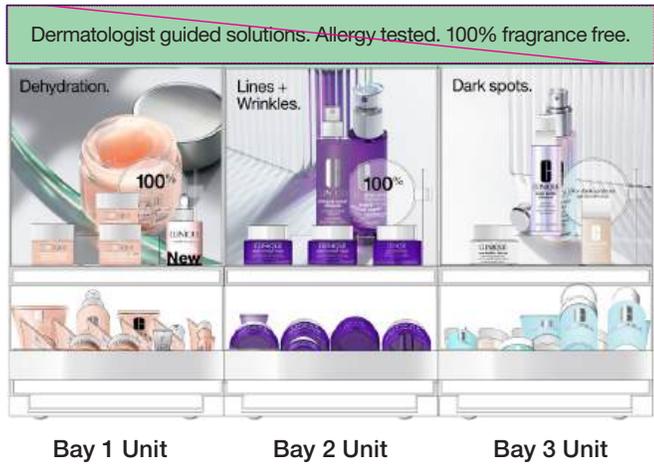
- ✓ Double Claim Post
- ✓ Micro Graphic Riser
- ✓ Newness Graphic Block
- ✓ 8" x 10" Graphic Riser
- ✓ Hexagon 3-Layer Block
- ✓ Nesting Block

# Treatment Bar

Full & Reduced Doors

 Pink slash indicates not updating, DO NOT THROW OUT

- February Update



- May Update



# Treatment Bar - Bay 1

NO UPDATES

Full & Reduced Doors

Header Code: VG1N-70 | Claim Post Code: VC1L-70 Poles Code: VAY8-60

SRP Update PPK Code: VHJH-70 **FEB OCD**

PRODUCT ASSORTMENT

**LEGEND:**

New	Updated/ Moved	Locator/Comm Box/Component
★	●	
★	●	Product/Shade
★	●	Visual/Price Tag/Front Band

**Pink slash indicates not updating, DO NOT THROW OUT**

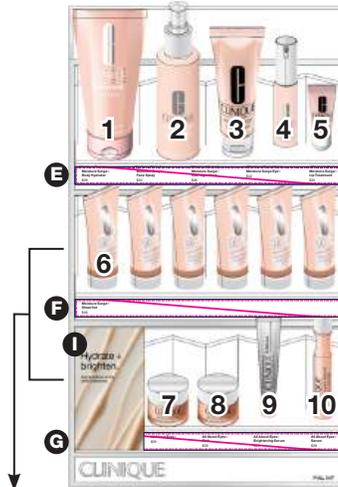
## Main Platform



## Main Platform Products

- 1 Moisture Surge™ SPF 28
- 2 Moisture Surge™ Intense
- 3 Moisture Surge™ Glow Serum (Newness Sign)
- 4 Moisture Surge™ 100H (Hero Puck) (Magnifier)

## Drawer Level



## Drawer Level Products

- 1 Moisture Surge™ Body Hydrator
- 2 Moisture Surge™ Face Spray
- 3 Moisture Surge™ Overnight Mask
- 4 Moisture Surge Eye™
- 5 Moisture Surge™ Lip Treatment
- 6 Moisture Surge™ Sheertint
- 7 All About Eyes™
- 8 All About Eyes™ Rich
- 9 All About Eyes™ Brightening Serum
- 10 All About Eyes™ Serum

**\*NOTE:** Products will move around in drawers. Please keep order as shown from left to right, doing your best to align products with the communication bands.

GRAPHICS

## Main Platform Graphics



Riser Wall Header Graphic



Main Platform Base Graphic



Magnifier Graphic



Drawer Comm Box

## Communication Bands

**Pink slash indicates not updating, DO NOT THROW OUT**

<b>E</b>	Moisture Surge™ Body Hydrator \$39	Moisture Surge™ Face Spray \$33	Moisture Surge™ Overnight Mask \$46	Moisture Surge Eye™ \$42	Moisture Surge™ Lip Treatment \$23
----------	--	---------------------------------------	---	-----------------------------	--

<b>F</b>	Moisture Surge™ Sheertint \$46				
----------	--------------------------------------	--	--	--	--

<b>G</b>		All About Eyes™ \$39	All About Eyes™ Rich \$39	All About Eyes™ Brightening Serum \$46	All About Eyes™ Serum \$39
----------	--	-------------------------	---------------------------------	--	----------------------------------

# Treatment Bar - Bay 2 UPDATES

Full & Reduced Doors MAY UPDATE

Header Code: VG1N-70 | Claim Post Code: VC1L-70 Poles Code: VAY8-60

SRP Update PPK Code: VHJH-70 | VJ2B-70 MAY OCD

LEGEND:		
New	Updated/ Moved	Locator/Comm Box/Component
★	●	Product/Shade
★	●	Visual/Price Tag/Front Band

Pink slash indicates not updating, DO NOT THROW OUT

PRODUCT ASSORTMENT

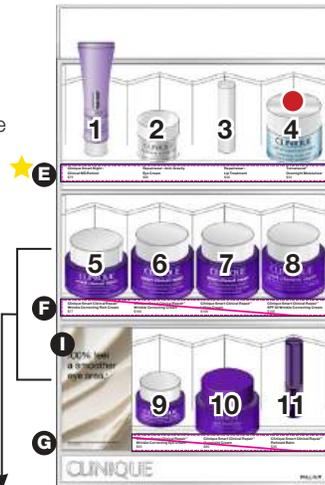
### Main Platform



### Main Platform Products

- 1 Clinique Smart Clinical Repair™ Wrinkle Correcting Cream
- 2 Clinique Smart Clinical Repair™ Lifting Cream
- 3 Clinique Smart Clinical Repair™ SPF 30 Wrinkle Correcting Cream
- 4 Clinique Smart Clinical Repair™ Wrinkle Correcting Serum (Hero Puck) (Magnifier)

### Drawer Level



### Drawer Level Products

- 1 Clinique Smart Night™ Clinical MD Retinol
- 2 Repairwear™ Anti-Gravity Eye Cream
- 3 Repairwear™ Lip Treatment
- 4 ● MOVED Turnaround™ Overnight Moisturizer
- 5 Clinique Smart Clinical Repair™ Wrinkle Correcting Rich Cream
- 6 Clinique Smart Clinical Repair™ Wrinkle Correcting Cream
- 7 Clinique Smart Clinical Repair™ Lifting Cream
- 8 Clinique Smart Clinical Repair™ SPF 30 Wrinkle Correcting Cream
- 9 Clinique Smart Clinical Repair™ Wrinkle Correcting Eye Cream
- 10 Clinique Smart Clinical Repair™ Overnight Recovery Cream + Mask
- 11 Clinique Smart Clinical Repair™ AM/PM Retinoid Balm

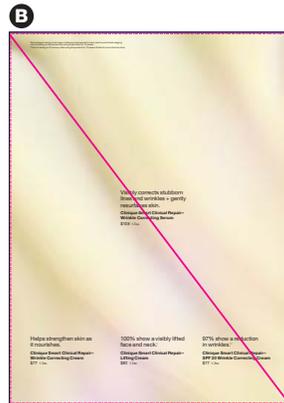
**\*NOTE:** Products will move around in drawers. Please keep order as shown from left to right, doing your best to align products with the communication bands.

GRAPHICS

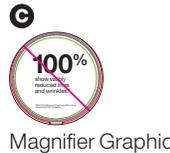
### Main Platform Graphics



Riser Wall Header Graphic



Main Platform Base Graphic



Magnifier Graphic



Drawer Comm Box

### Communication Bands

Pink slash indicates not updating, DO NOT THROW OUT

★ <b>E</b>	<b>Clinique Smart Night™ Clinical MD Retinol</b> \$79	<b>Repairwear™ Anti-Gravity Eye Cream</b> \$65	<b>Repairwear™ Lip Treatment</b> \$36	<b>Turnaround™ Overnight Moisturizer</b> \$55
------------	--	---	--	--

<b>F</b>	<b>Clinique Smart Clinical Repair™ Wrinkle Correcting Rich Cream</b> \$77	<b>Clinique Smart Clinical Repair™ Wrinkle Correcting Cream</b> \$100	<b>Clinique Smart Clinical Repair™ Lifting Cream</b> \$106	<b>Clinique Smart Clinical Repair™ SPF 30 Wrinkle Correcting Cream</b> \$100
----------	--	--	---	---

<b>G</b>	<b>Clinique Smart Clinical Repair™ Wrinkle Correcting Eye Cream</b> \$65	<b>Clinique Smart Clinical Repair™ Overnight Cream</b> \$80	<b>Clinique Smart Clinical Repair™ Retinoid Balm</b> \$36
----------	---	--	--

# Treatment Bar - Bay 3

NO UPDATES

Full & Reduced Doors

Header Code: VG1N-70 | Claim Post Code: VC1L-70 Poles Code: VAY8-60

SRP Update PPK Code: VHJH-70 **FEB OCD**

PRODUCT ASSORTMENT

LEGEND:		
New	Updated/ Moved	
★	●	Locator/Comm Box/Component
★	●	Product/Shade
★	●	Visual/Price Tag/Front Band

**Pink slash indicates not updating, DO NOT THROW OUT**

## Main Platform

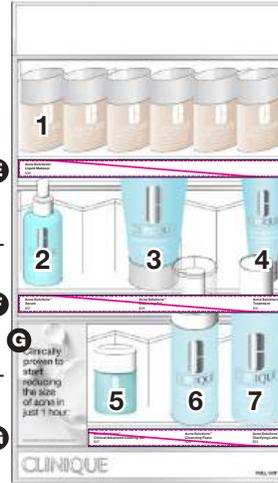
**H** 100% fragrance free.



## Main Platform Products

- 1 Even Better Clinical™ Moisturizer
- 2 Even Better™ Makeup
- 3 Even Better Clinical™ Dark Spot Clearing Serum (Hero Puck) (Magnifier)

## Drawer Level



## Drawer Level Products

- 1 Acne Solutions™ Liquid Makeup
- 2 Acne Solutions™ Serum
- 3 Acne Solutions™ Cleansing Gel
- 4 Acne Solutions™ Treatment
- 5 Acne Solutions™ Clinical Advanced Clearing Gel
- 6 Acne Solutions™ Cleansing Foam
- 7 Acne Solutions™ Clarifying Lotion

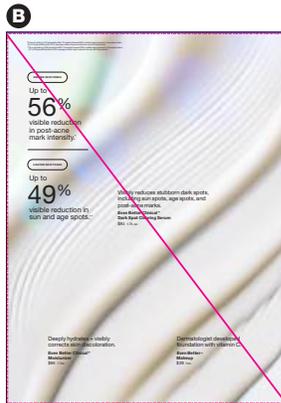
**\*NOTE:** Products will move around in drawers. Please keep order as shown from left to right, doing your best to align products with the communication bands.

GRAPHICS

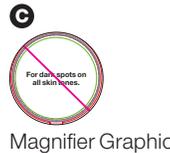
## Main Platform Graphics



Riser Wall Header Graphic



Main Platform Base Graphic



Magnifier Graphic



Drawer Comm Box

## Communication Bands

**Pink slash indicates not updating, DO NOT THROW OUT**

<b>E</b>	Acne Solutions™ Liquid Makeup \$39		
<b>F</b>	Acne Solutions™ Serum \$57	Acne Solutions™ Cleansing Gel \$29	Acne Solutions™ Treatment \$31
<b>G</b>	Acne Solutions™ Clinical Advanced Clearing Gel \$37	Acne Solutions™ Cleansing Foam \$26	Acne Solutions™ Clarifying Lotion \$22

# Cleanser Bar

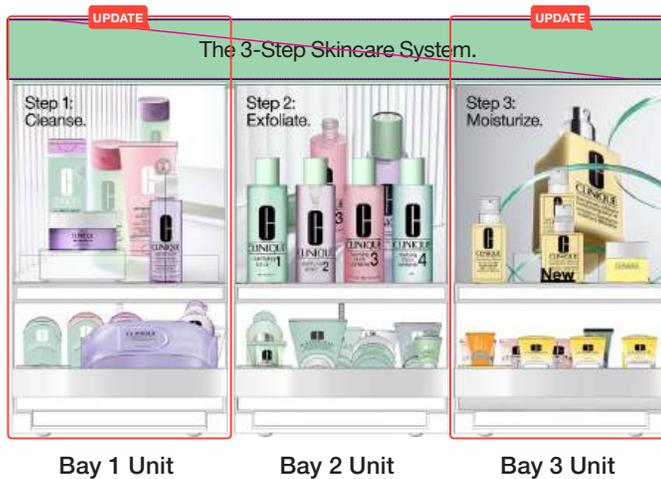
Full & Reduced Doors

 Pink slash indicates not updating, DO NOT THROW OUT

- February Update



- May Update



# Cleanser Bar - Bay 1

UPDATES

Full & Reduced Doors **MAY UPDATE**

Header Code: VG1M-70 | Claim Post Code: VC1L-70 Poles Code: VAY8-60

SRP Update PPK Code: VHJH-70 | **VJ2B-70 MAY OCD**

**LEGEND:**

New	Updated/ Moved	Locator/Comm Box/Component
★	●	
★	●	Product/Shade
★	●	Visual/Price Tag/Front Band

**Pink slash indicates not updating, DO NOT THROW OUT**

PRODUCT ASSORTMENT

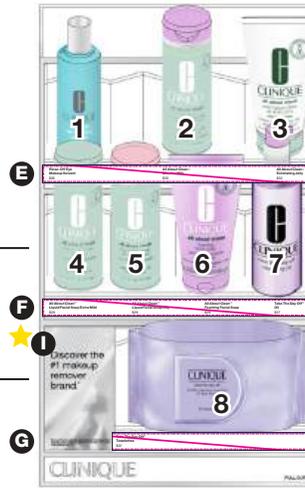
### Main Platform



### Main Platform Products

- 1 Take The Day Off™ Balm (Hero Puck)
- 2 Take The Day Off™ Makeup Remover
- 3 All About Clean™ Liquid Facial Soap Mild
- 4 All About Clean™ Rinse-Off Foaming Cleanser

### Drawer Level



### Drawer Level Products

- 1 Rinse-Off Eye Makeup Solvent
- 2 All About Clean™ Micellar Milk
- 3 All About Clean™ Exfoliating Jelly
- 4 All About Clean™ Liquid Facial Soap Extra Mild
- 5 All About Clean™ Liquid Facial Soap Oily
- 6 All About Clean™ Foaming Facial Soap
- 7 Take The Day Off™ Oil
- 8 Take the Day Off™ Micellar Cleansing Towelettes For Face & Eyes

**\*NOTE:** Products will move around in drawers. Please keep order as shown from left to right, doing your best to align products with the communication bands.

GRAPHICS

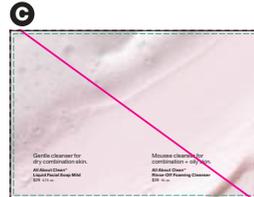
### Main Platform Graphics



Riser Wall Header Graphic



Main Platform Base Graphic



Top Hero Platform Graphic



Drawer Comm Box

### Communication Bands

**Pink slash indicates not updating, DO NOT THROW OUT**

<b>E</b>	Rinse-Off Eye Makeup Solvent \$26	All About Clean™ Micellar Milk \$30	All About Clean™ Exfoliating Jelly \$32
<b>F</b>	All About Clean™ Liquid Facial Soap Extra Mild \$29	All About Clean™ Liquid Facial Soap Oily \$29	All About Clean™ Foaming Facial Soap \$29
<b>G</b>	Take The Day Off™ Towelettes \$22		

# Cleanser Bar - Bay 2

NO UPDATES

Full & Reduced Doors

Header Code: VG1M-70 | Claim Post Code: VC1L-70 Poles Code: VAY8-60

SRP Update PPK Code: VHJH-70 **FEB OCD**

PRODUCT ASSORTMENT

LEGEND:		
New	Updated/ Moved	
★	●	Locator/Comm Box/Component
★	●	Product/Shade
★	●	Visual/Price Tag/Front Band

**Pink slash indicates not updating, DO NOT THROW OUT**

## Main Platform

~~H~~ ~~3-Step Skincare System~~



## Main Platform Products

- 1 Clarifying Lotion 1
- 2 Clarifying Lotion 2
- 3 Clarifying Lotion 3
- 4 Clarifying Lotion 4

## Drawer Level



## Drawer Level Products

- 1 Clarifying Lotion 1.0
- 2 Clarifying Do-Over Peel
- 3 Blackhead Solutions 7 Day Scrub
- 4 Blackhead Solutions Extractor
- 5 7 Day Scrub
- 6 Exfoliating Scrub
- 7 All About Clean™ Mask + Scrub
- 8 Redness Solutions Cleanser
- 9 Redness Solutions Relief Cream
- 10 Redness Solutions Protective Base

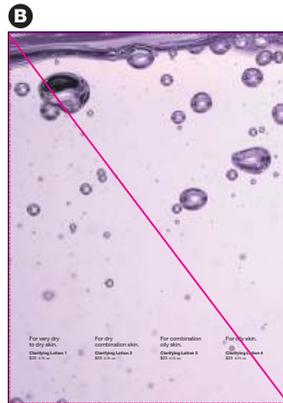
**\*NOTE:**  
Products will move around in drawers. Please keep order as shown from left to right, doing your best to align products with the communication bands.

GRAPHICS

## Main Platform Graphics



Riser Wall Header Graphic



Main Platform Base Graphic



Drawer Comm Box

## Communication Bands

**Pink slash indicates not updating, DO NOT THROW OUT**

<del>D</del>	<del>Clarifying Lotion 1.0 \$23</del>	<del>Clarifying Do-Over Peel \$40</del>	<del>Blackhead Solutions 7 Day Scrub \$30</del>	<del>Blackhead Solutions Extractor \$36</del>
--------------	---	---	---	---

<del>E</del>	<del>7 Day Scrub \$29</del>	<del>Exfoliating Scrub \$30</del>	<del>All About Clean™ Mask + Scrub \$38</del>
--------------	---------------------------------	---------------------------------------	---

<del>F</del>	<del>Redness Solutions Cleanser \$32</del>	<del>Redness Solutions Relief Cream \$68</del>	<del>Redness Solutions Protective Base \$36</del>
--------------	--	--	---

# Cleanser Bar - Bay 3 UPDATES

Full & Reduced Doors MAY UPDATE

Header Code: VG1M-70 | Claim Post Code: VC1L-70 Poles Code: VAY8-60

SRP Update PPK Code: VHJH-70 | VJ2B-70 MAY OCD

LEGEND:		
New	Updated/ Moved	Locator/Comm Box/Component
★	●	Product/Shade
★	●	Visual/Price Tag/Front Band

Pink slash indicates not updating, DO NOT THROW OUT

PRODUCT ASSORTMENT

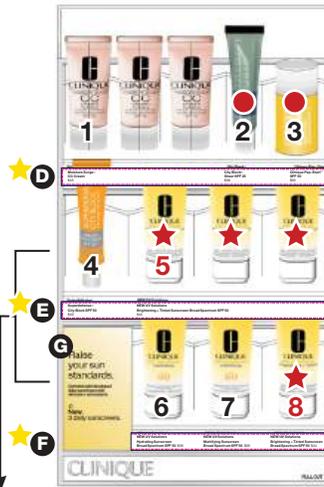
### Main Platform



### Main Platform Products

- 1 Dramatically Different™ Moisturizing Gel
- 2 Dramatically Different Moisturizing Lotion+™ Broad Spectrum SPF 35 (Newness Sign)
- 3 Dramatically Different™ Moisturizing Cream
- 4 Dramatically Different Moisturizing Lotion+™ (Hero Puck)

### Drawer Level



### Drawer Level Products

- 1 Moisture Surge™ CC Cream
- 2 ● MOVED City Block™ Sheer SPF25
- 3 ● MOVED Clinique Pep-Start™ SPF 50
- 4 Superdefense™ City Block SPF50
- 5 ★ NEW UV Solutions Brightening + Tinted Sunscreen Broad Spectrum SPF 50
- 6 UV Solutions Mattifying Sunscreen Broad Spectrum SPF 50
- 7 UV Solutions Hydrating Sunscreen Broad Spectrum SPF 50
- 8 ★ NEW UV Solutions Brightening + Tinted Sunscreen Broad Spectrum SPF 50

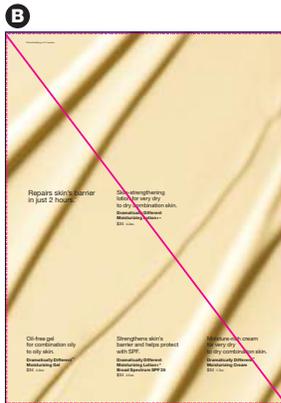
**\*NOTE:**  
Products will move around in drawers. Please keep order as shown from left to right, doing your best to align products with the communication bands.

GRAPHICS

### Main Platform Graphics



Riser Wall Header Graphic



Main Platform Base Graphic



Drawer Comm Box

### Communication Bands

Pink slash indicates not updating, DO NOT THROW OUT

★ <b>D</b>	<b>Moisture Surge™ CC Cream</b> \$45	<b>City Block™ Sheer SPF 25</b> \$36	<b>Clinique Pep-Start™ SPF 50</b> \$30
------------	---	---	---

★ <b>E</b>	<b>Superdefense™ City Block SPF 50</b> \$40	<b>NEW UV Solutions Brightening + Tinted Sunscreen Broad Spectrum SPF 50</b> \$44
------------	--	--

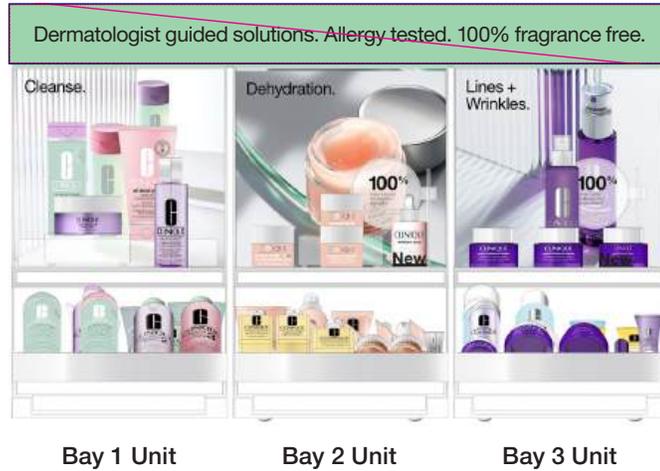
★ <b>F</b>	<span style="background-color: #f0f0f0; border: 1px solid #ccc;"> </span>	<b>NEW UV Solutions Hydrating Sunscreen Broad Spectrum SPF 50</b> \$39	<b>NEW UV Solutions Mattifying Sunscreen Broad Spectrum SPF 50</b> \$39	<b>NEW UV Solutions Brightening + Tinted Sunscreen Broad Spectrum SPF 50</b> \$44
------------	---	--	---	---

# Specialty Treatment Bar

Specialty Doors

 Pink slash indicates not updating, DO NOT THROW OUT

- February Update



- May Update



# Specialty Treatment Bar - Bay 1 NO UPDATES

Specialty Doors

Header Code: VG1N-70 | Claim Post Code: VC1M-70 Poles Code: VAY7-60  
 SRP Update PPK Code: VHJJ-70 **FEB OCD** | Risers + Magnifiers Code: V1PZ-70

LEGEND:		
New	Updated/ Moved	
★	●	Locator/Comm Box/Component
★	●	Product/Shade
★	●	Visual/Price Tag/Front Band

Pink slash indicates not updating, DO NOT THROW OUT

PRODUCT ASSORTMENT

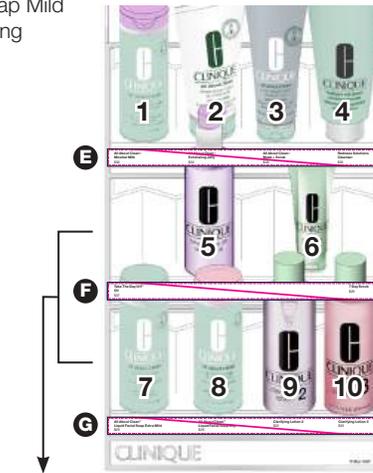
### Main Platform



### Main Platform Products

- 1 Take The Day Off™ Balm (Hero Puck)
- 2 Take The Day Off™ Makeup Remover
- 3 All About Clean™ Liquid Facial Soap Mild
- 4 All About Clean™ Rinse-Off Foaming Cleanser

### Drawer Level



### Drawer Level Products

- 1 All About Clean™ Micellar Milk
- 2 All About Clean™ Exfoliating Jelly
- 3 All About Clean™ Mask + Scrub
- 4 Redness Solutions Cleanser
- 5 Take The Day Off™ Oil
- 6 7 Day Scrub
- 7 All About Clean™ Liquid Facial Soap Extra Mild
- 8 All About Clean™ Liquid Facial Soap Oily
- 9 Clarifying Lotion 2
- 10 Clarifying Lotion 3

**\*NOTE:**  
 Products will move around in drawers. Please keep order as shown from left to right, doing your best to align products with the communication bands.

GRAPHICS

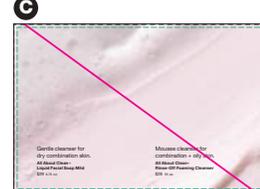
### Main Platform Graphics



Riser Wall Header Graphic



Main Platform Base Graphic



Top Hero Platform Graphic

### Communication Bands

Pink slash indicates not updating, DO NOT THROW OUT

<b>E</b>	<b>All About Clean™ Micellar Milk</b> \$30	<b>All About Clean™ Exfoliating Jelly</b> \$32	<b>All About Clean™ Mask + Scrub</b> \$38	<b>Redness Solutions Cleanser</b> \$32
<b>F</b>	<b>Take The Day Off™ Oil</b> \$37			<b>7 Day Scrub</b> \$29
<b>G</b>	<b>All About Clean™ Liquid Facial Soap Extra Mild</b> \$29	<b>All About Clean™ Liquid Facial Soap Oily</b> \$29	<b>Clarifying Lotion 2</b> \$23	<b>Clarifying Lotion 3</b> \$23

# Specialty Treatment Bar - Bay 2

NO UPDATES

Specialty Doors

Header Code: VG1N-70 | Claim Post Code: VC1M-70 Poles Code: VAY7-60

SRP Update PPK Code: VHJJ-70 **FEB OCD** | Risers + Magnifiers Code: V1PZ-70

PRODUCT ASSORTMENT

**LEGEND:**

New	Updated/ Moved	Locator/Comm Box/Component
★	●	Product/Shade
★	●	Visual/Price Tag/Front Band

**Pink slash indicates not updating, DO NOT THROW OUT**

## Main Platform

**H** solutions. Allergy tested.



## Main Platform Products

- 1 Moisture Surge™ SPF 28
- 2 Moisture Surge™ Intense
- 3 Moisture Surge™ Glow Serum (Newness Sign)
- 4 Moisture Surge™ 100H (Hero Puck) (Magnifier)

## Drawer Level



## Drawer Level Products

- 1 Moisture Surge™ Body Hydrator
- 2 Moisture Surge™ Face Spray
- 3 Moisture Surge™ Overnight Mask
- 4 All About Eyes™ Serum
- 5 Moisture Surge Eye™
- 6 Moisture Surge™ Lip Treatment
- 7 Moisture Surge™ Sheertint
- 8 Dramatically Different Moisturizing Lotion+™
- 9 Dramatically Different™ Moisturizing Gel
- 10 Dramatically Different Moisturizing Lotion+™ SPF 35
- 11 All About Eyes™
- 12 All About Eyes™ Rich
- 13 All About Eyes™ Brightening Serum

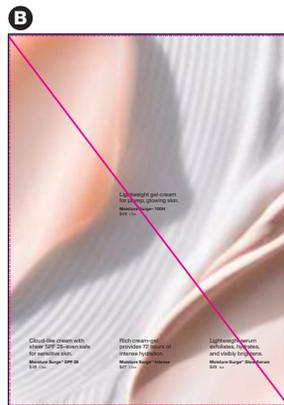
**\*NOTE:** Products will move around in drawers. Please keep order as shown from left to right, doing your best to align products with the communication bands.

GRAPHICS

## Main Platform Graphics



Riser Wall Header Graphic



Main Platform Base Graphic



Magnifier Graphic

## Communication Bands

**Pink slash indicates not updating, DO NOT THROW OUT**

<b>E</b>	Moisture Surge™ Body Hydrator \$39	Moisture Surge™ Face Spray \$33	Moisture Surge™ Overnight Mask \$46	All About Eyes™ Serum \$42	Moisture Surge Eye™ \$42	Moisture Surge™ Lip Treatment \$23
----------	--	---------------------------------------	---	----------------------------------	-----------------------------	--

<b>F</b>	Moisture Surge™ Sheertint \$46					
----------	--------------------------------------	--	--	--	--	--

<b>G</b>	Dramatically Different Moisturizing Lotion+™ \$34	Dramatically Different™ Moisturizing Gel \$34	Dramatically Different Moisturizing Lotion+™ SPF 35 \$34	All About Eyes™ Serum \$39	All About Eyes™ Rich \$29	All About Eyes™ Brightening Serum \$49
----------	---	---	---	----------------------------------	---------------------------------	--

# Specialty Treatment Bar - Bay 3 UPDATES

Specialty Doors MAY UPDATE

Header Code: VG1N-70 | Claim Post Code: VC1M-70 Poles Code: VAY7-60  
 SRP Update PPK Code: VJ2C-70 MAY OCD | Risers + Magnifiers Code: V1PZ-70

LEGEND:		
New	Updated/ Moved	
★	●	Locator/Comm Box/Component
★	●	Product/Shade
★	●	Visual/Price Tag/Front Band

Pink slash indicates not updating, DO NOT THROW OUT

PRODUCT ASSORTMENT

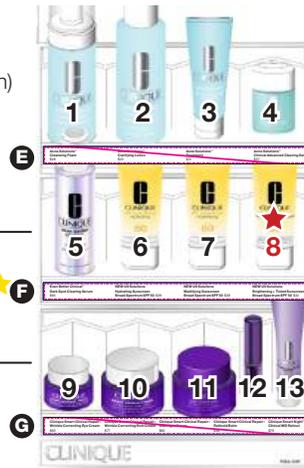
### Main Platform



### Main Platform Products

- 1 Clinique Smart Clinical Repair™ Wrinkle Correcting Cream
- 2 Clinique Smart Clinical Repair™ Lifting Cream
- 3 Clinique Smart Clinical Repair™ SPF 30 Wrinkle Correcting Cream (Newness Sign)
- 4 Clinique Smart Clinical Repair™ Wrinkle Correcting Serum (Magnifier)

### Drawer Level



### Drawer Level Products

- 1 Acne Solutions™ Cleansing Foam
- 2 Acne Solutions™ Clarifying Lotion
- 3 Acne Solutions™ Treatment
- 4 Acne Solutions™ Clinical Advanced Clearing Gel
- 5 Even Better Clinical™ Dark Spot Clearing Serum
- 6 UV Solutions Hydrating Sunscreen Broad Spectrum SPF 50
- 7 UV Solutions Mattifying Sunscreen Broad Spectrum SPF 50
- 8 ★ NEW UV Solutions Brightening + Tinted Sunscreen Broad Spectrum SPF 50
- 9 Clinique Smart Clinical Repair™ Wrinkle Correcting Eye Cream
- 10 Clinique Smart Clinical Repair™ Wrinkle Correcting Rich Cream
- 11 Smart Clinical Repair Overnight Recovery Cream + Mask
- 12 Smart Clinical Repair AM/PM Retinoid Balm
- 13 Clinique Smart Night™ Clinical MD Retinol

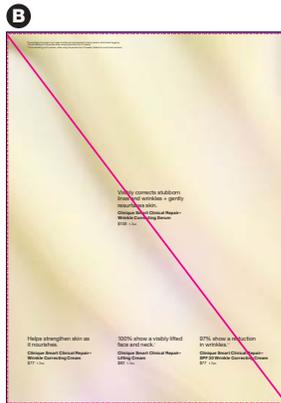
**\*NOTE:** Products will move around in drawers. Please keep order as shown from left to right, doing your best to align products with the communication bands.

GRAPHICS

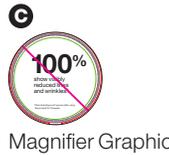
### Main Platform Graphics



Riser Wall Header Graphic



Main Platform Base Graphic



Magnifier Graphic

### Communication Bands

Pink slash indicates not updating, DO NOT THROW OUT

<b>E</b>	Acne Solutions™ Cleansing Foam \$28	Acne Solutions™ Clarifying Lotion \$22	Acne Solutions™ Treatment \$31	Acne Solutions™ Clinical Advanced Clearing Gel \$37
----------	---	--	--------------------------------------	---

★ <b>F</b>	Even Better Clinical™ Dark Spot Clearing Serum \$94	NEW UV Solutions Hydrating Sunscreen Broad Spectrum SPF 50 \$39	NEW UV Solutions Mattifying Sunscreen Broad Spectrum SPF 50 \$39	NEW UV Solutions Brightening + Tinted Sunscreen Broad Spectrum SPF 50 \$44
------------	---	---	--	--

<b>G</b>	Clinique Smart Clinical Repair™ Wrinkle Correcting Eye Cream \$65	Clinique Smart Clinical Repair™ Wrinkle Correcting Rich Cream \$77	Clinique Smart Clinical Repair™ Overnight Cream \$80	Clinique Smart Clinical Repair™ Retinoid Balm \$50	Clinique Smart Night™ Clinical MD Retinol \$79
----------	---	--	--	--	--