

ELCU and POS COE+ Guide
Spring 2026 Jan-June

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

*Sincerely
The Point of Sale Support Team*

Bobbi Brown.....3

Bumble & Bumble.....25

Estee Lauder.....38

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*Click below
to go to
brand page.*

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



Bobbi Brown

Visual Merchandising SP26 Jan- June



INSTALL GUIDE:

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

DO NOT THROW AWAY!

Until after installation is complete.

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



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

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2025



Initial Checklist

Overview

Graphic Overview

What's in the Box

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INITIAL CHECKLIST

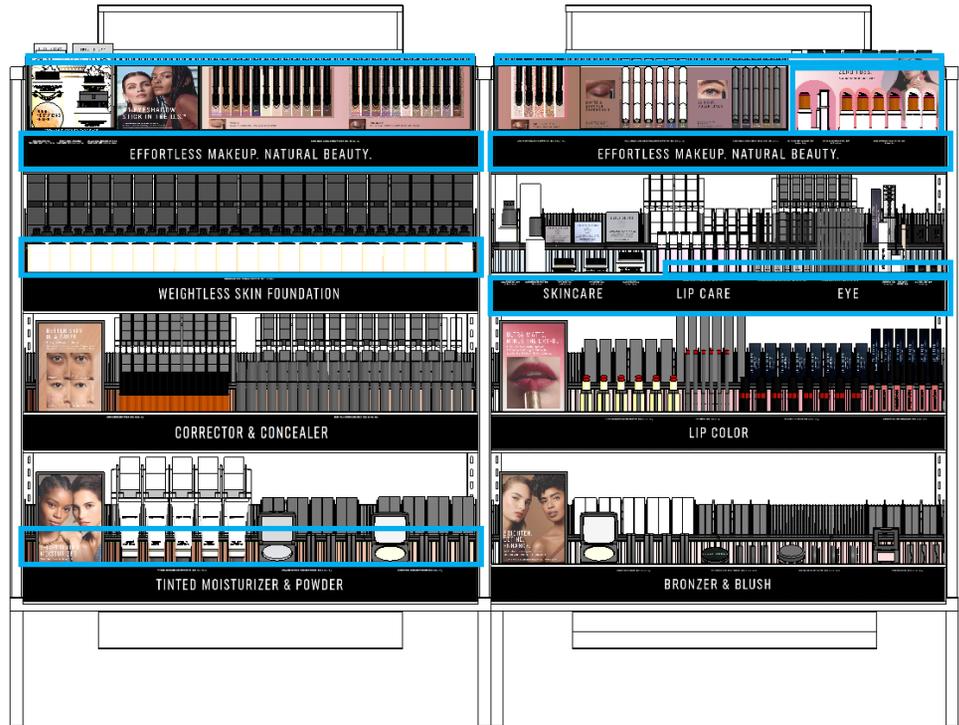
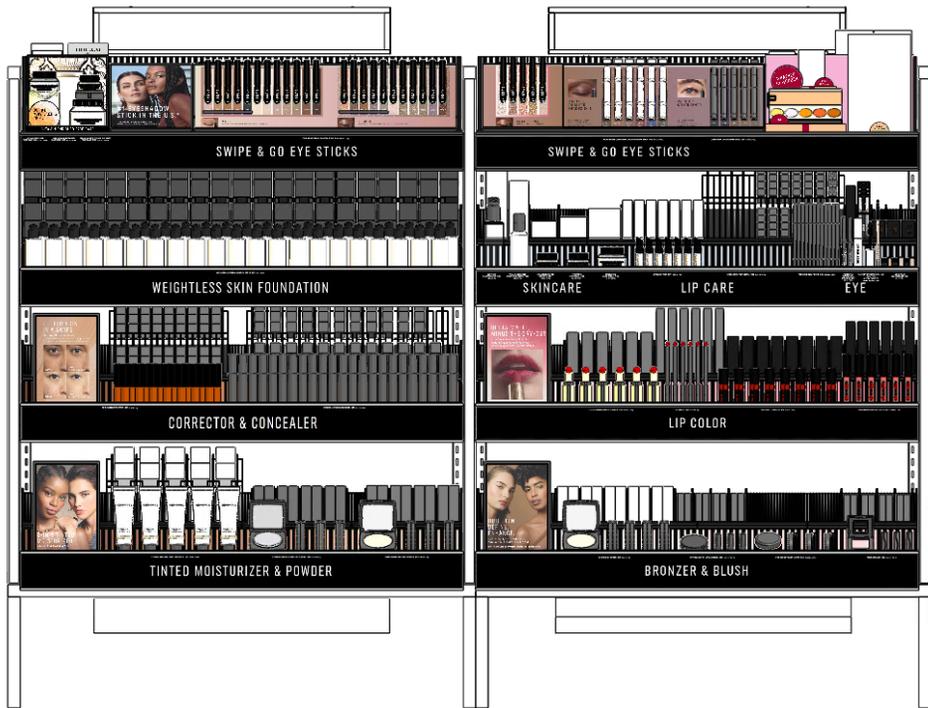
	<u>Reset Preparations</u>
	Conduct a Chat in with all team members involved in the reset.
	Clarify individual roles and responsibilities during the reset process.
	Check Floorplan for Planogram placement.
	<u>Review Planogram</u>
	Retrieve the planogram and out-of-stock labels from Vestcom Box.
	Ensure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

OVERVIEW:

NEW
MOVED
DISCARD

BEFORE : VISUAL OVERVIEW

AFTER : VISUAL OVERVIEW



SUPPORT PATHWAYS:
FOR REPLACEMENT FIXTURES ORDER ON SERVICE CHANNEL.
FOR REPLACEMENT GRAPHICS ORDER ON VISUAL FULFILLMENT

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

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

GRAPHIC OVERVIEW:

NEW
MOVED

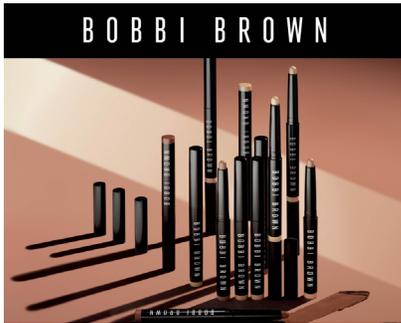
W3-FES

BRAND LOGO TOPPER



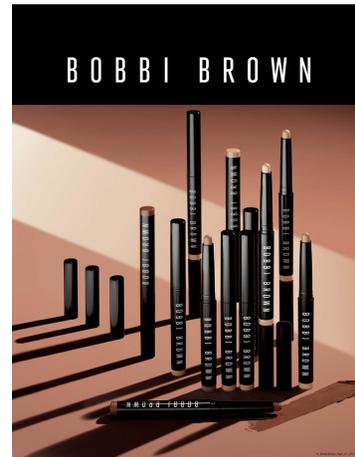
Bay 1&2

SIGN GRAPHIC
W-3 30x24



Bay 1&2

SIGN GRAPHIC
W-2 11x14



SUPPORT PATHWAYS:

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

CLEANING INSTRUCTIONS:

DO NOT USE AMMONIA-BASED CLEANERS,
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NEW
MOVED

GRAPHIC OVERVIEW:

B1S1



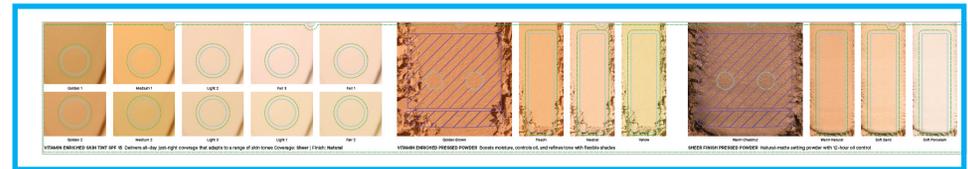
B1S2



B1S3



B1S4



SUPPORT PATHWAYS:

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

CLEANING INSTRUCTIONS:

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

GRAPHICS:

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

NEW
MOVED

GRAPHIC OVERVIEW:

B2S1

COLOR RUSH. ZERO FUSS.
with Skin Enhancer Makeup Stick

MATTE & SHIMMER SHADES IN 1

24-HOUR COLOR LINER

MULTI-CREAM

SKINCARE

BLUSH

HIGHLIGHTER

EFFORTLESS MAKEUP. NATURAL BEAUTY.

B2S2

SKINCARE

LIP CARE

EYE

B2S3

ULTRA-MATTE. MINUS THE DRY-OUT
Ultra-Cashmere Matte Lipstick features a hydrating formula with Squalane and Yellow Flower Complex.

LIP COLOR

B2S4

BRIGHTEN. DEFINE. ENHANCE.
Add natural-looking warmth and color to your cheeks to lift any face.
Models are wearing Blushing Powder and Powder Blush.

BRONZER & BLUSH

SUPPORT PATHWAYS:

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

CLEANING INSTRUCTIONS:

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

GRAPHICS:

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

WHAT'S IN THE BOX: FIXTURES / GRAPHICS

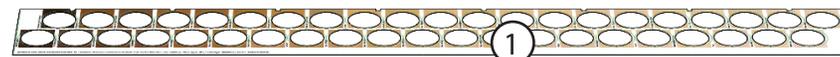
B1S1:



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

WHAT'S IN THE BOX: FIXTURES / GRAPHICS

B1S2:



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

B1S4:



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

SUPPORT PATHWAYS:

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

CLEANING INSTRUCTIONS:

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

GRAPHICS:

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

WHAT'S IN THE BOX: FIXTURES / GRAPHICS

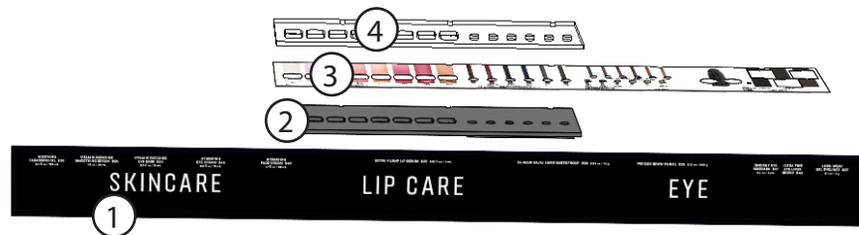
B2S1:



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

WHAT'S IN THE BOX: FIXTURES / GRAPHICS

B2S2:



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

SUPPORT PATHWAYS:

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

CLEANING INSTRUCTIONS:

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

GRAPHICS:

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

INSTALLATION STEPS:

NEW
MOVED
DISCARD

BAY 1 SHELF 1

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

BACKER GRAPHIC (#92737-A01-G02-00)

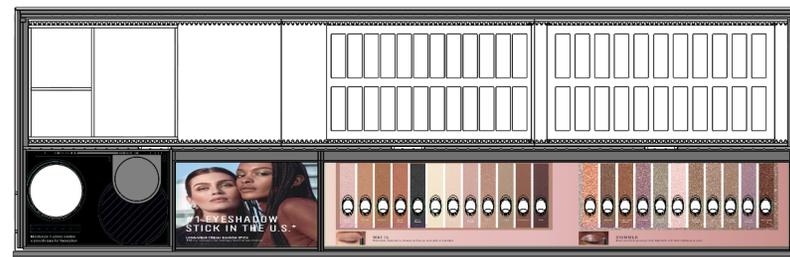


FRONT CHANNEL GRAPHIC (#92737-A01-G01-00)

FINISHED VIEW



TOP VIEW



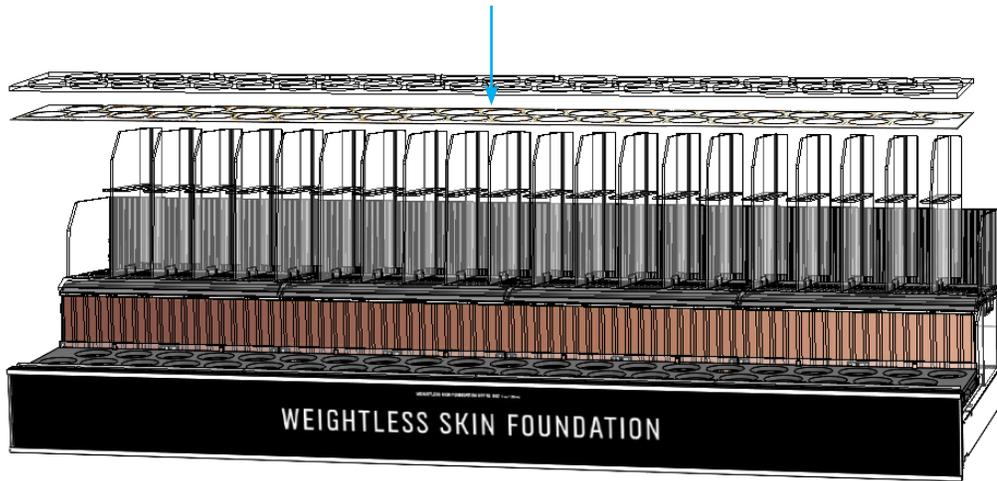
INSTALLATION STEPS:

NEW
MOVED
DISCARD

BAY 1 SHELF 2

1. Install NEW Tester Graphic and EXISTING Top Template.

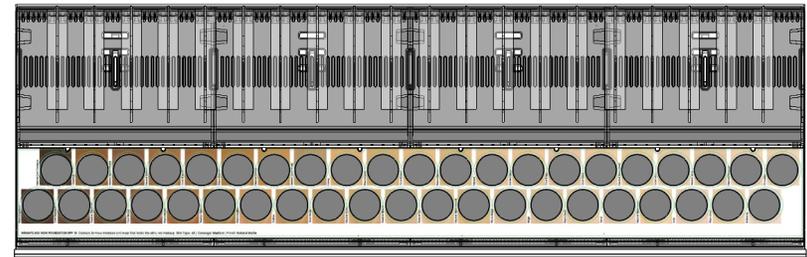
EXISTING TOP TEMPLATE &
TESTER GRAPHIC (#91972-A02-G05-00)



FINISHED VIEW



TOP VIEW



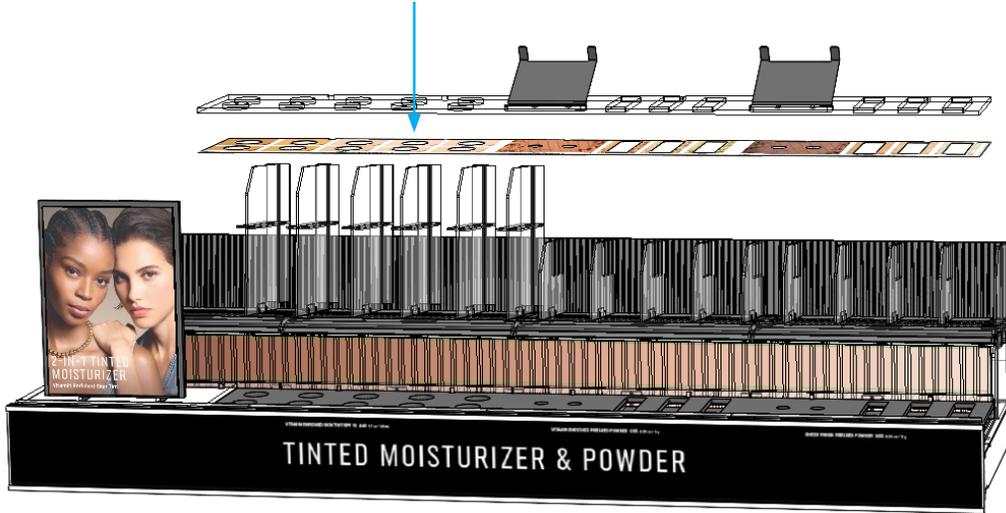
INSTALLATION STEPS:

NEW
MOVED
DISCARD

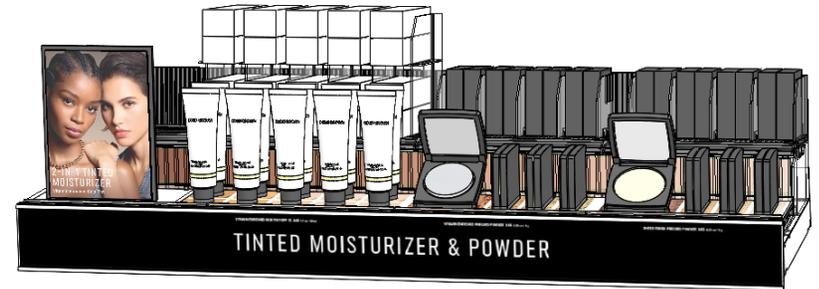
BAY 1 SHELF 4

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

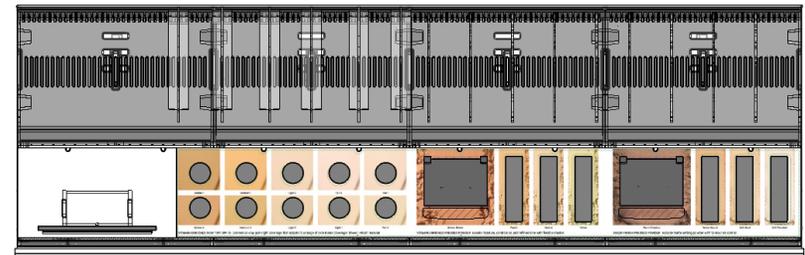
EXISTING TOP TEMPLATE ASSEMBLY & TESTER GRAPHIC (#91972-A04-G07-00)



FINISHED VIEW



TOP VIEW

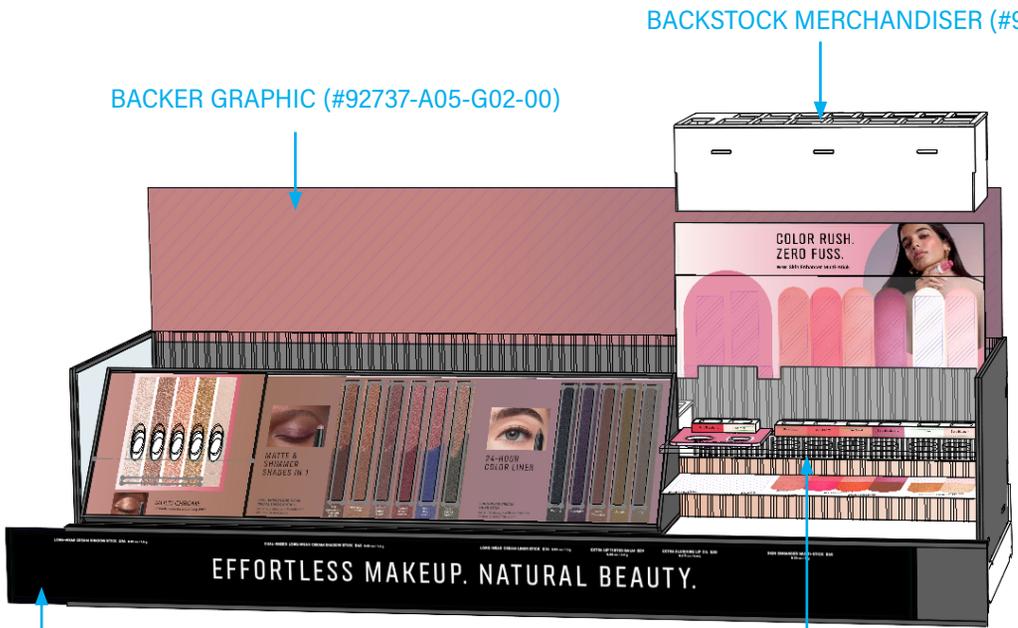


INSTALLATION STEPS:

NEW
MOVED
DISCARD

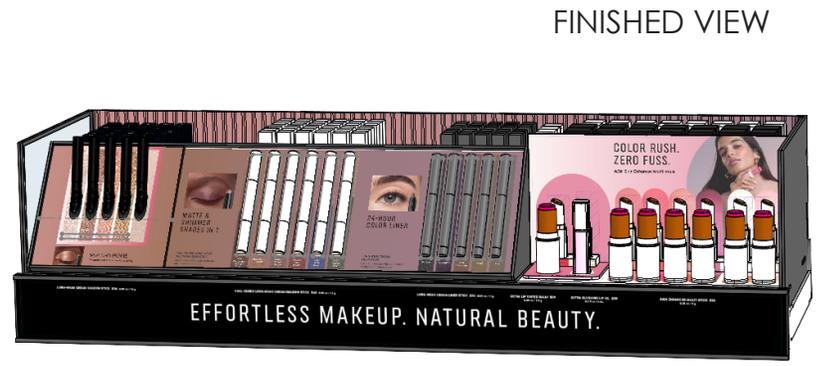
BAY 2 SHELF 1

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



FRONT CHANNEL GRAPHIC (#92737-A05-G01-00)

GRAPHIC (#92737-A05-G05-00),
TESTER ASSEMBLY (#92737-A05-S06) &
GRAPHIC (#92737-A05-G08-00)



FINISHED VIEW



TOP VIEW

NEW
MOVED
DISCARD

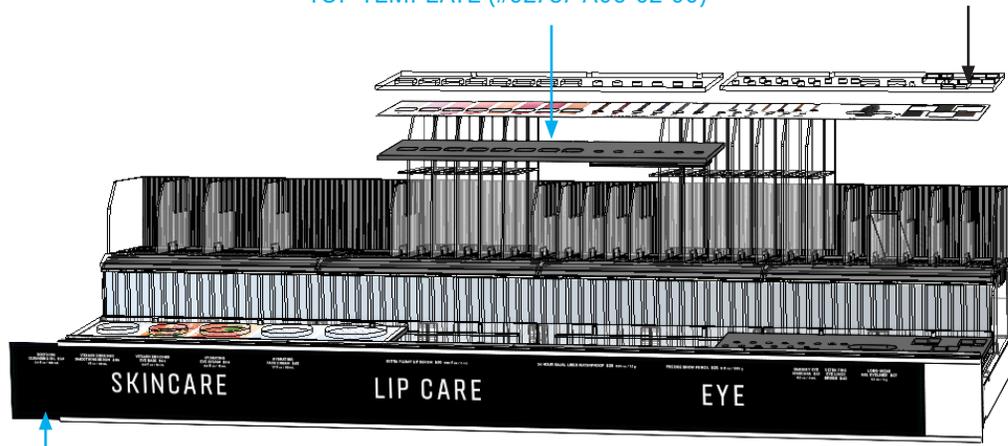
INSTALLATION STEPS:

BAY 2 SHELF 2

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

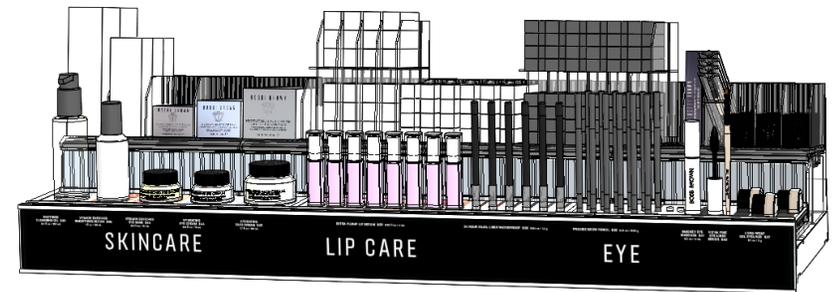
BOTTOM TEMPLATE (#92737-A06-S01-00),
 TESTER GRAPHIC (#92737-A06-G02) &
 TOP TEMPLATE (#92737-A06-02-00)

EXISTING TOP TEMPLATE

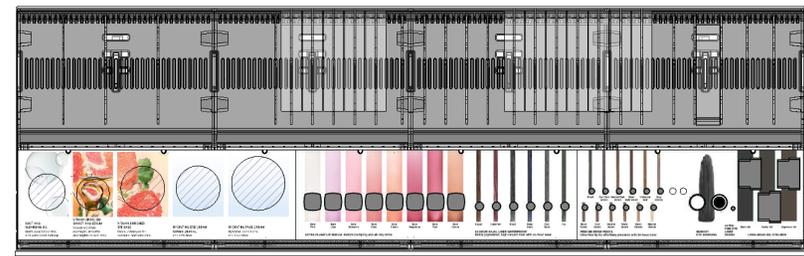


FRONT CHANNEL GRAPHIC (#92737-A06-G01-00)

FINISHED VIEW



TOP VIEW

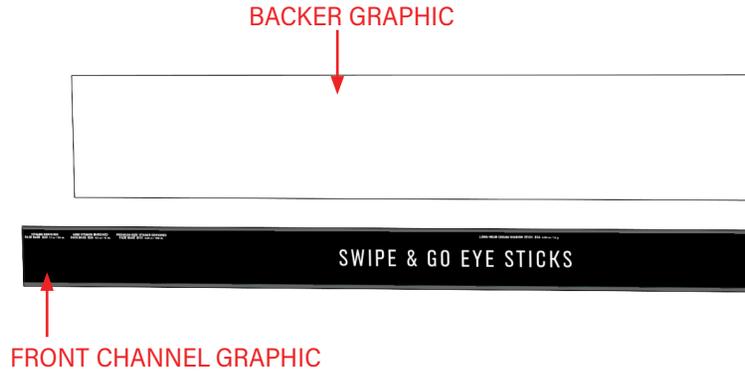


COMPLETION CHECKLIST

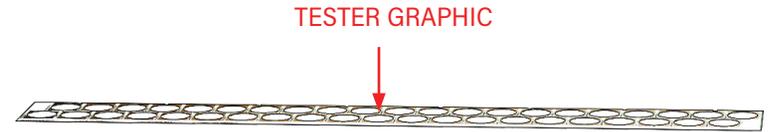
✓	<u>Labeling and Signage</u>
	Verify that all Out-of-Stock labels and signage are placed correctly and match the planogram.
✓	<u>Quality Check</u>
	Conduct a walkthrough of the reset area to ensure compliance with the planogram.
	Ensure product is merchandised according to planogram. DO NOT flex merchandise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

DISCARD / RECYCLE

B1S1



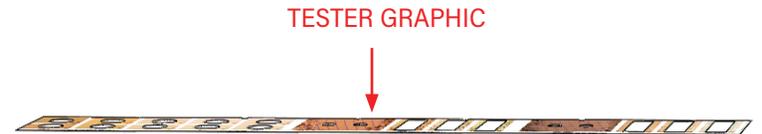
B1S2



B1S3

N/A

B1S4



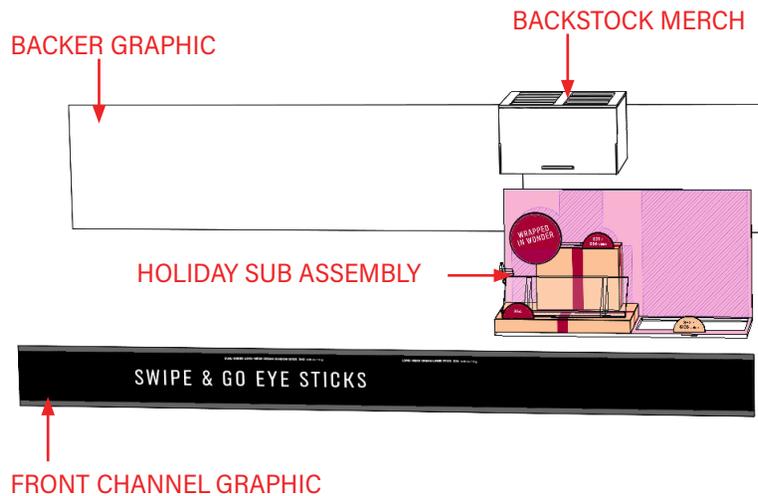
Save parts / pieces for future use in backroom
Until WKXX / XXXX

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

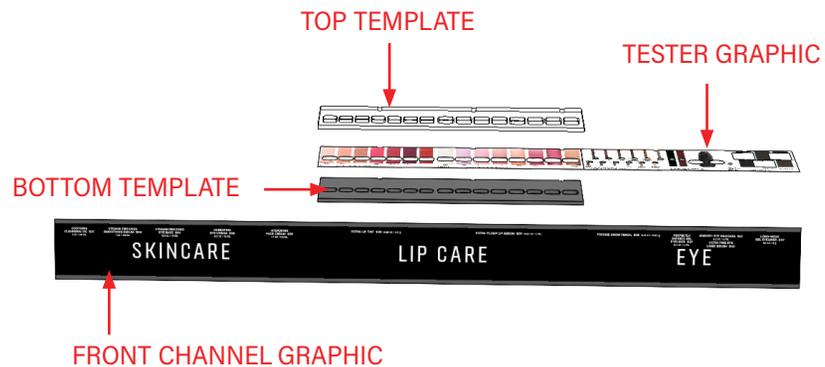
ULTA Parts / Pieces
Are NEVER to be tossed

DISCARD / RECYCLE

B2S1



B2S2



B2S3

N/A

B2S4

N/A

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

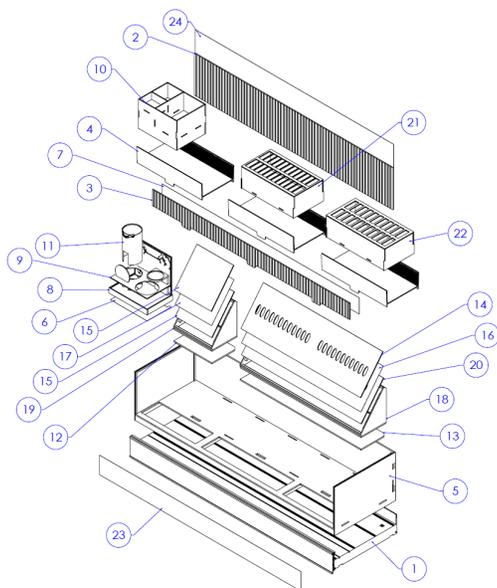
DO NOT throw away parts / pieces until
Manager review & audit

ULTA Parts / Pieces
Are NEVER to be tossed

ALL COMPONENTS:

Existing & New : photo, quantity & part number

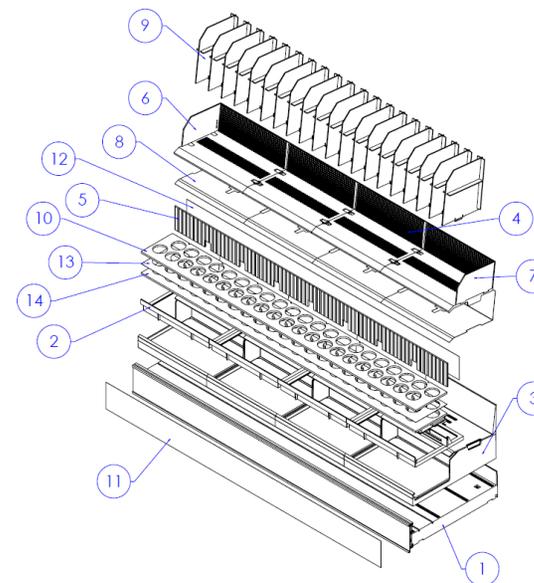
B1S1:



92737-A01

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

B1S2:



91972-A02

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

SUPPORT PATHWAYS:

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

CLEANING INSTRUCTIONS:

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

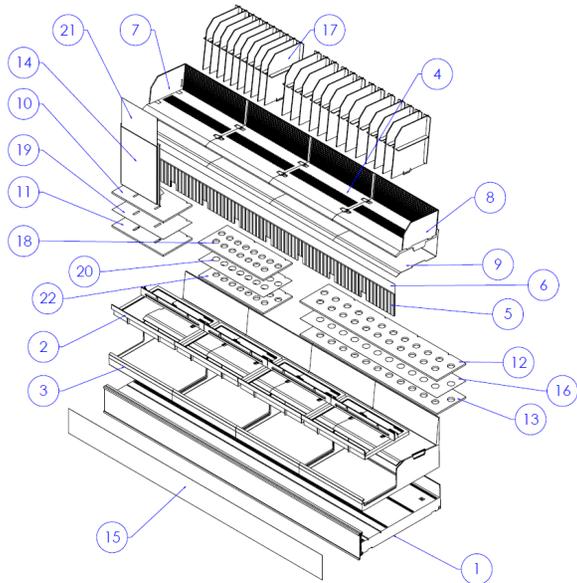
GRAPHICS:

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

ALL COMPONENTS:

Existing & New : photo, quantity & part number

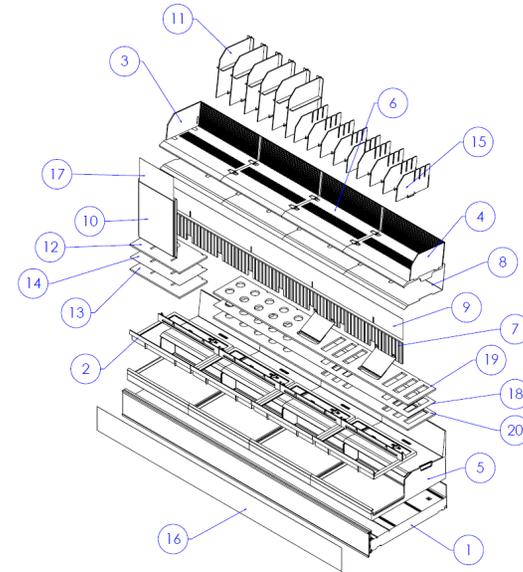
B1S3:



91972-A03

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

B1S4:



91972-A04

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

SUPPORT PATHWAYS:

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

CLEANING INSTRUCTIONS:

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

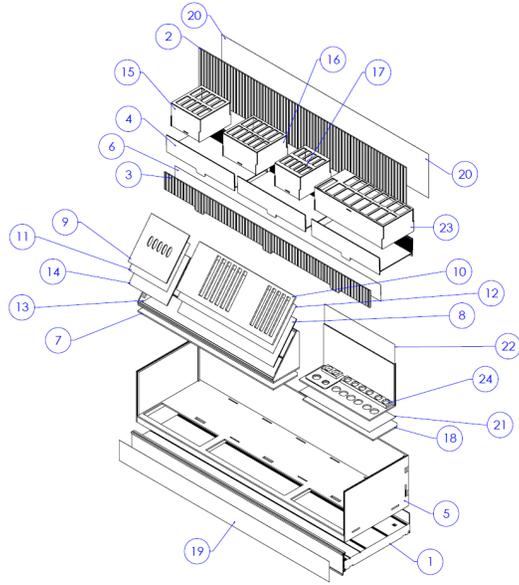
GRAPHICS:

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

ALL COMPONENTS:

Existing & New : photo, quantity & part number

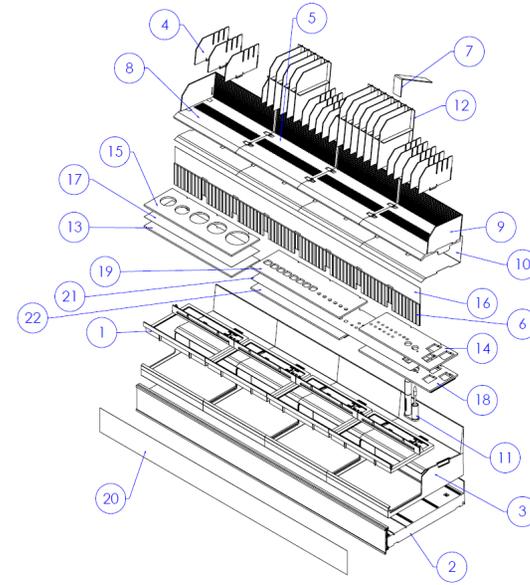
B2S1:



92737-A05

BILL OF MATERIALS				
ITEM	MAG Part Number	DESCRIPTIONS	QTY.	EXISTING/NEW
1	ULTA SUPPLIED	PRESTIGE TRAY ASSEMBLY (ULTA SUPPLIED)	1	EXISTING
2	53702-02-00	FOCUS UNIT BACK GRAPHIC COVER	1	EXISTING
3	53702-A05-21-00	FOCUS UNIT BACK GRAPHIC COVER	1	EXISTING
4	53702-IM01-01	BACKSTOCK BIN	3	EXISTING
5	53702-S01-00	FOCUS UNIT ASSEMBLY	1	EXISTING
6	87992-A05-G07-00	BACKSTOCK BIN BACKER GRAPHIC	1	EXISTING
7	91972-A05-02-00	BOTTOM TEMPLATE	1	EXISTING
8	91972-A05-05-00	SUB TEMPLATE	1	EXISTING
9	91972-A05-09-00	TOP TEMPLATE	1	EXISTING
10	91972-A05-10-00	TOP TEMPLATE	1	EXISTING
11	91972-A05-G05-00	TEMPLATE GRAPHIC	1	EXISTING
12	91972-A05-G09-00	TEMPLATE GRAPHIC	1	EXISTING
13	91972-A05-S02-00	ANGLED TEMPLATE HOLDER	1	EXISTING
14	91972-A05-S06-00	SUB TEMPLATE ASSEMBLY	1	EXISTING
15	91972-A05-S07-00	BACK STOCK MERCHANDISER	1	EXISTING
16	91972-A05-S08-00	BACK STOCK MERCHANDISER	1	EXISTING
17	91972-A05-S09-00	BACK STOCK MERCHANDISER	1	EXISTING
18	92250-A05-03-00	BOTTOM TEMPLATE	1	EXISTING
19	92737-A05-G01-00	FRONT CHANNEL GRAPHIC	1	NEW
20	92737-A05-G02-00	BACKER GRAPHIC	1	NEW
21	92737-A05-G05-00	GRAPHIC	1	NEW
22	92737-A05-G08-00	GRAPHIC	1	NEW
23	92737-A05-S05-00	BACK STOCK MERCHANDISER	1	NEW
24	92737-A05-S06-00	TESTER ASSEMBLY	1	NEW

B2S2:



92737-A06

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

SUPPORT PATHWAYS:

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

CLEANING INSTRUCTIONS:

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

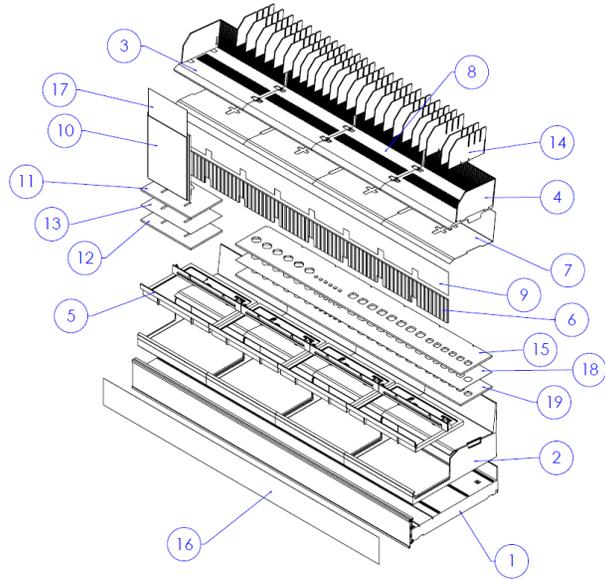
GRAPHICS:

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

ALL COMPONENTS:

Existing & New : photo, quantity & part number

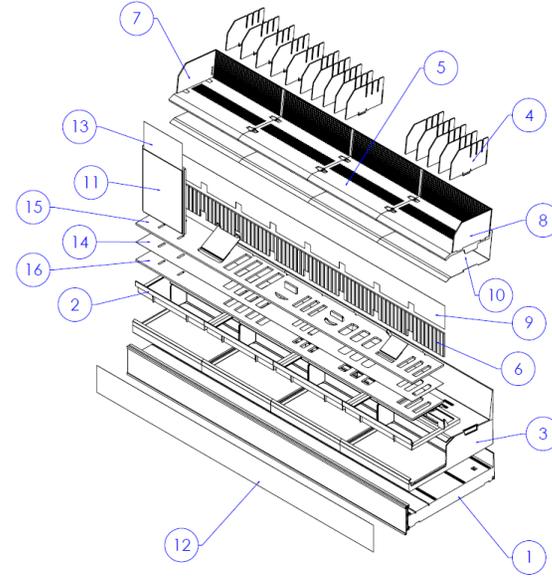
B2S3:



91972-A07

BILL OF MATERIALS				
ITEM	MAG Part Number	DESCRIPTIONS	QTY.	EXISTING/NEW
1	PRESTIGE TRAY ASSEMBLY	ULTA SUPPLIED	1	EXISTING
2	50464-S01	PRESTIGE UNIT	4	EXISTING
3	53702-A06-S03-00	BACKSTOCK FLOOR SUB ASSEMBLY (LEFT)	1	EXISTING
4	53702-A06-S04-00	BACKSTOCK FLOOR SUB ASSEMBLY (RIGHT)	1	EXISTING
5	MAG-P-FL-AD-00	MAG-P-FL-AD	4	EXISTING
6	53702-03-00	VERTICAL PANEL	1	EXISTING
7	53702-G01	BACKSTOCK LINER GRAPHIC	4	EXISTING
8	51791-IM-01	FLOOR	2	EXISTING
9	53702-A07-G10-00	VERTICAL PANEL GRAPHIC	1	EXISTING
10	84597-S03-00	5X7 SIGN ASSEM	1	EXISTING
11	87470-A07-08-00	TOP TEMPLATE	1	EXISTING
12	87470-A07-09-00	BOTTOM TEMPLATE	1	EXISTING
13	87470-A07-G02-00	TESTER GRAPHIC	1	EXISTING
14	50464IM01-00	DIVIDER	25	EXISTING
15	91972-A07-04-00	TOP TEMPLATE	1	EXISTING
16	91972-A07-G01-00	FRONT CHANNEL GRAPHIC	1	EXISTING
17	91972-A07-G04-00	SIGN HOLDER GRAPHIC	1	EXISTING
18	91972-A07-G05-00	TESTER GRAPHIC	1	EXISTING
19	91972-A07-S03-00	BOTTOM TEMPLATE ASSEMBLY	1	EXISTING

B2S4:



91972-A08

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

SUPPORT PATHWAYS:

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

CLEANING INSTRUCTIONS:

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

GRAPHICS:

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Bumble & Bumble

Visual Merchandising SP26 Jan- June



ULTA

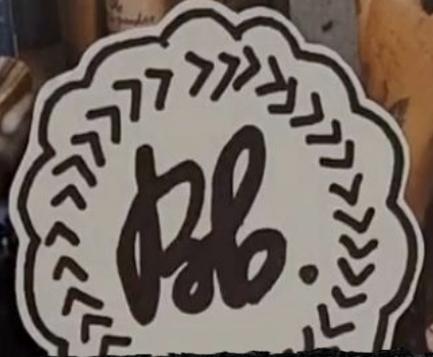
Bumble is launching a branded endcap to highlight the NEW High Drama Styling Foam going live at ULTA on 3/1 in 725 doors.



Bumble and bumble.

Pro-Curated

Backstage



ULTA HAIR ELEVATION
WK 49 POG UPDATE, 1/05

bb. ♡ ULTA BEAUTY

STYLE

FASHION

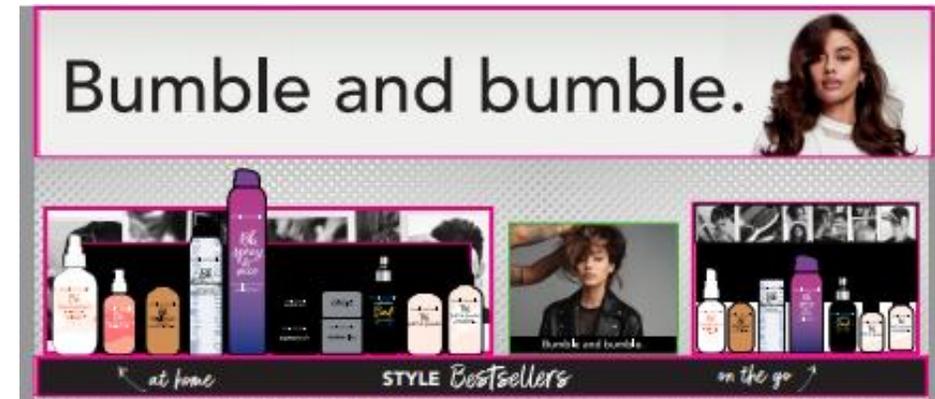
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ULTA LINEAR UPDATE: JANUARY (WK 49, 1/05)

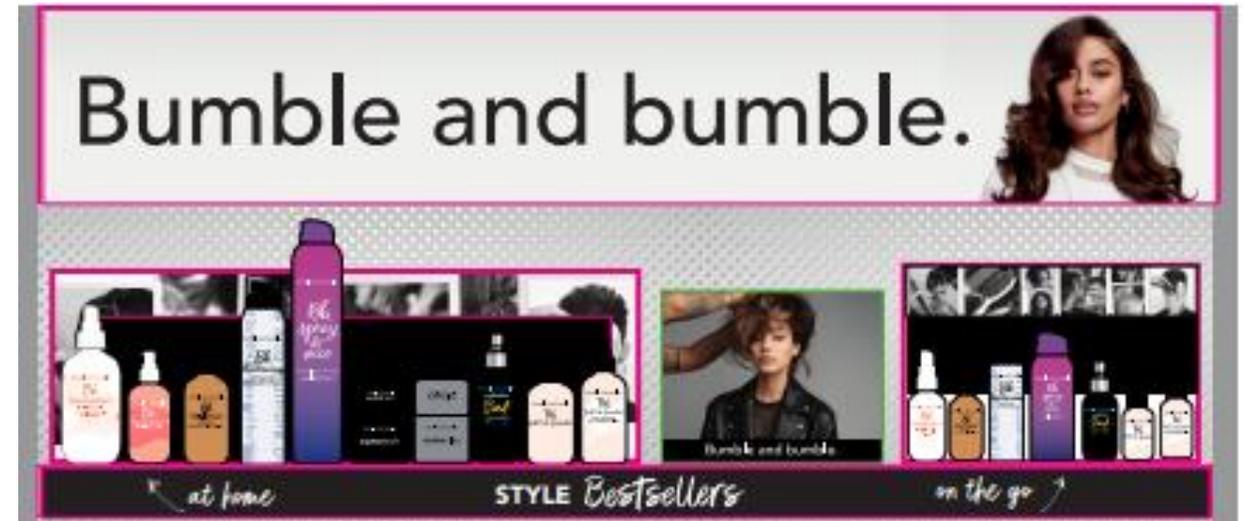
Bumble will be leaning into Innovation and into Styling, hero products and clear navigation

[LINK: WK 49 POG UPDATE - ULTA x Bumble and bumble.](#)



REINFORCING STYLE AUTHORITY

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

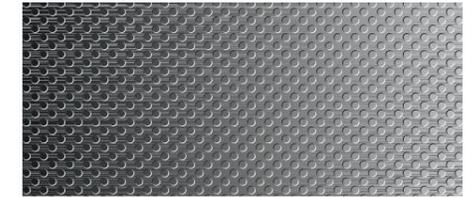
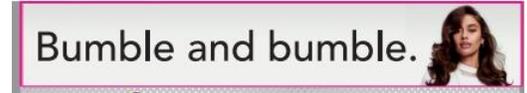


EXECUTIONAL EXCELLENCE

New 5X 7 & 7x9



Current 4x9



POP IMAGES

POP'S WITHOUT GLORIFIER:
ALL FORMATS

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

SINGLE PRODUCT GLORIFIER

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

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

MULTI PRODUCT GLORIFIER

PLATFORM FOR STYLING BAR
BEST SELLERS
4FT WALL + 4FT GONDOLAS

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

TRAVEL FIXTURE

PLATFORM +
MERCANDISING UNIT FOR
TRAVEL SIZE STYLING BAR
BEST SELLERS

ALL FORMATS (excl 3ft)

- Horizontally merchandised & Clean presentation of travel minis

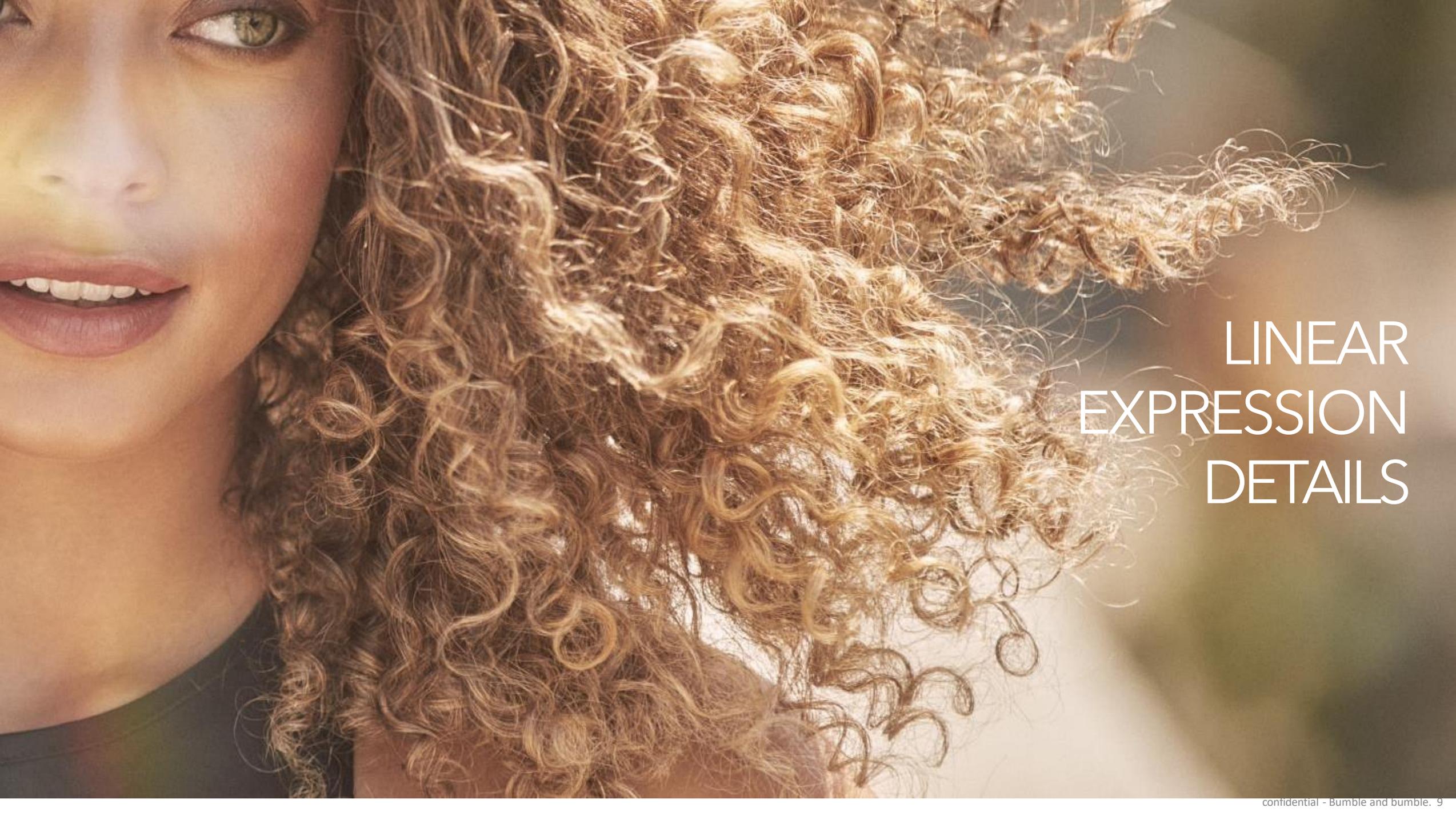
NEW VISUALS ELEMENTS

**FREE STANDIN WALL TOPPER
3D LOGO**
4FT WALL FORMATS

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

WALLPAPER
ALL FORMATS

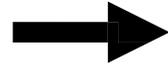
- Full coverage behind products
- Full customization



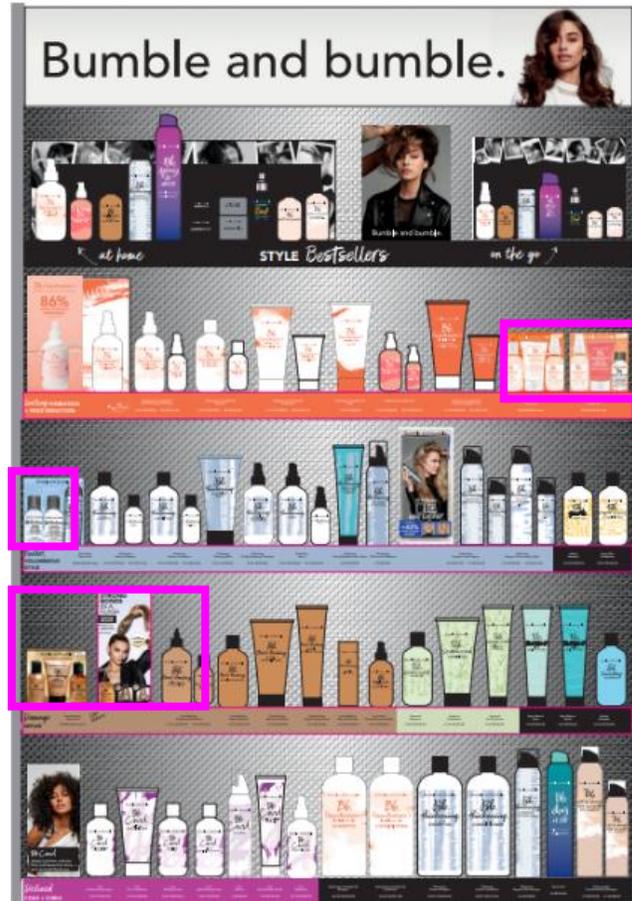
LINEAR
EXPRESSION
DETAILS

4 FT WALL

FROM



TO



BACKWALL W10
PLANOGRAM

Door count: 90

BACKWALL W4 ARCH
PLANOGRAM

Door count: 4

UPDATING 1/05/2025

ADD

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

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

DELETES

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

GRAPICS

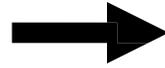
- New Triplebond Flash Rinse POP moves and replaces Hairdresser's Invisible Oil Styling Cream POP

MULTIPLE FACINGS

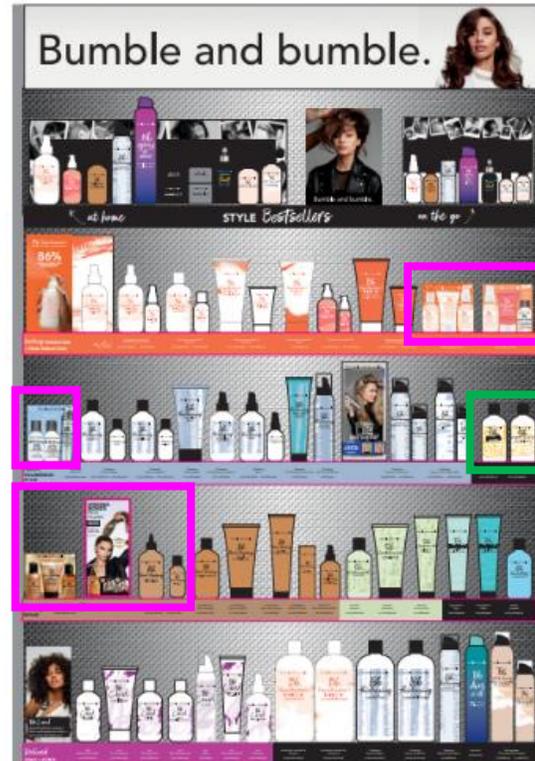
- HIO Primer: 3x (Top Shelf + 2x Franchise)
- HIO Oil: 2x (Top Shelf + Franchise)
- Thermal Protect: 2x (Top Shelf + Franchise)

4 FT WALL

FROM



TO



**BACKWALL W4 ARCH FES
PLANOGRAM**

Door count: 432

**BACKWALL W22 ARCH FES
PLANOGRAM**

Door count: 4

UPDATING 1/05/2025

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

ADD

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

DELETES

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

GRAPICS

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

MULTIPLE FACINGS

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

4 FT GONDOLA

4FT GONDOLA PLANOGRAM

Door count: 464

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

UPDATING 1/05/2025

ADD

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

DELETES

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

GRAPICS

- New Triplebond Flash Rinse POP replaces Bond Franchise POP

MULTIPLE FACINGS

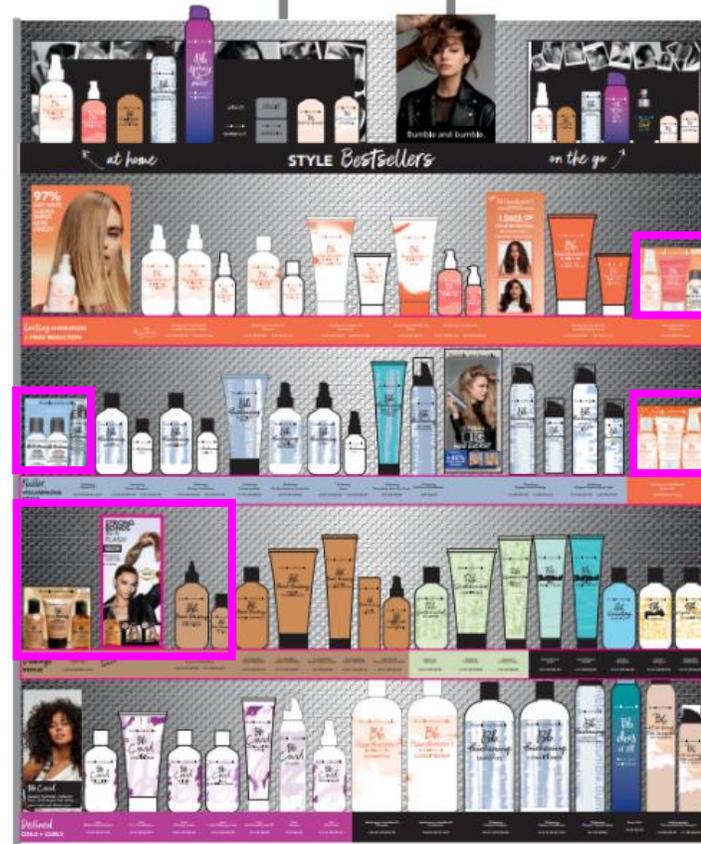
- HIO Primer: 3x (Top Shelf + 2x Franchise)
- Travel HIO Primer: 2x (Top Shelf + Franchise)
- HIO Oil: 2x (Top Shelf + Franchise)
- Drypsun: 2x (Top Shelf + Franchise)
- Drypsun Travel: 2x (Top Shelf + Franchise)
- Thermal Protect: 2x (Top Shelf + Franchise)

FROM

TO

Bumble and bumble.

Bumble and bumble.



6 FT GONDOLA

6FT GONDOLA PLANOGRAM

Door count: 388

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

UPDATING 1/05/2025

FROM



TO

ADD

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

DELETES

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

GRAPICS

- New Triplebond Flash Rinse POP replaces Seaweed Franchise POP

MULTIPLE FACINGS

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



8 FT GONDOLA

8 FT GONDOLA PLANOGRAM

Door count: 4

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

FROM



TO

UPDATING 1/05/2025

ADD

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

DELETES

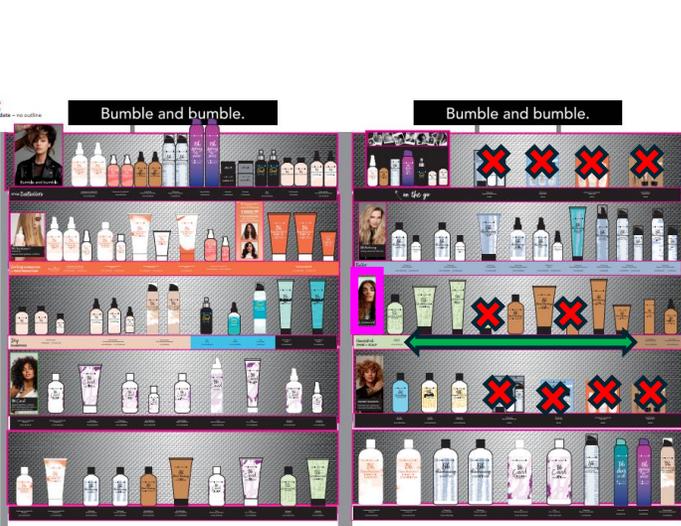
- Bond Treatment
- Travel Seaweed Airdry Cream
- Trial Starter Kits
 - Big Instant Volume Kit
 - Thickening Kit
 - Hairdresser's Invisible
 - Bond Kit

GRAPICS

- New Triplebond Flash Rinse POP replaces Seaweed Franchise POP

MULTIPLE FACINGS

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



3 FT GONDOLA

3FT GONDOLA PLANOGRAM

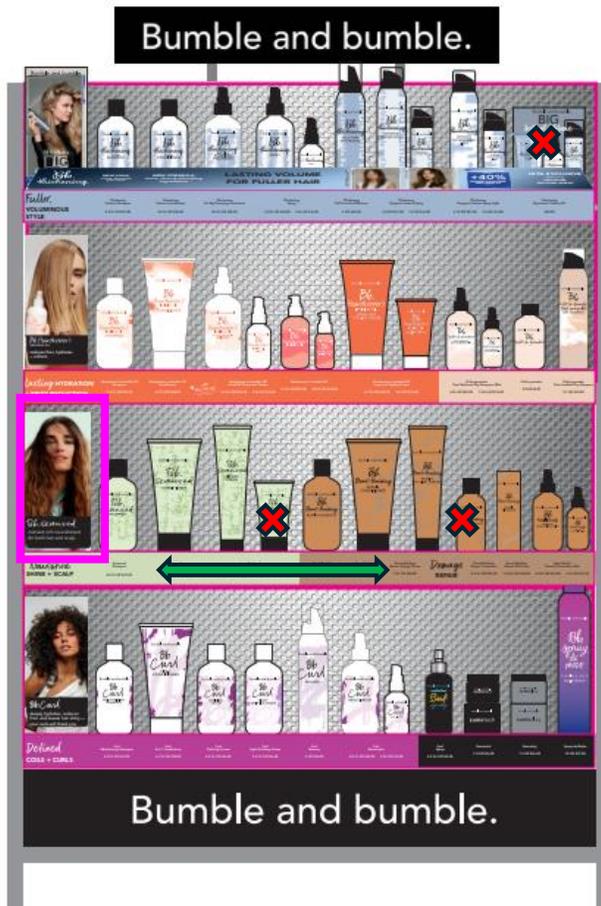
Door count: 6

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

FROM



TO



UPDATING 1/05/2025

ADD

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

DELETES

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

GRAPICS

- New Triplebond Flash Rinse POP replaces Seaweed Franchise POP

Estee Lauder

Visual Merchandising SP26 Jan- June



ESTÉE LAUDER

MERCHANDISING DIRECTION

SPRING 2026

IN STORE DATE: WEEK 4

ULTA ICONIC



ULTA
2.0

MERCHANDISING DIRECTION
SPRING 2026
IN STORE DATE: WEEK 4

LEAVE YOUR MARK, LONG LASTING LIPSTICK

THE NEW DOUBLE WEAR FOUNDATION
THE NEW FULL-OF-LIFE MATTE

57 SHADES
ONE MADE FOR YOU

Double Wear Stay-in-Place Concealer
24-HOUR
Wear & Oil Control
CONCEALS, CONTOURS, HIGHLIGHTS

ULTIMATE LIP COMBO

24HR WEAR & OIL CONTROL
SOFT FOCUS MATTE FINISH

POWDERS THAT PERFECT
12HR WEAR & OIL CONTROL

EYE DRAMA, PERFECTED
DEFINE & AMPLIFY

BUILDABLE BLUSH
HEALTHY-LOOKING GLOW

FUTURIST
SOFT TOUCH
BRIGHTENING
SKINCEALER
CONCEALER

RADIANT CONCEALER
WITH SKINCARE BENEFITS

SERUM TINT FOUNDATION

PRIME & SET

SIGNATURE SCENTS
FROM DAY TO NIGHT II

GLOW AND GO
LUMINOUS BRONZERS

BRONZE GODDESS
GLOW ANYWHERE

HYDRATING FOUNDATION

12-HOUR LONGWEAR

THE NEW DOUBLE WEAR
The New Full-of-Life Matte

LOOK LIKE YOU GOT YOUR
8 HOURS OF BEAUTY SLEEP

POWERFUL DEFENSE & INTENSE HYDRATION

ANTI-AGING FACE & EYE CREAMS

TRY IT. LOVE IT.

ESTÉE LAUDER

MERCHANDISING DIRECTION

SPRING 2026

IN STORE DATE: WEEK 4

ULTA 6FT GONDOLA





ESTÉE LAUDER
THE NEW DOUBLE WEAR FOUNDATION
 THE NEW FULL-OF-LIFE MATTE



LOOK LIKE YOU GOT YOUR 8 HOURS OF BEAUTY SLEEP



POWERFUL DEFENSE & INTENSE HYDRATION



ANTI-AGING FACE & EYE CREAMS



ESTÉE LAUDER
57 SHADES
 ONE MADE FOR YOU
24HR WEAR & OIL CONTROL
 SOFT FOCUS MATTE FINISH



RADIANT CONCEALER WITH SKINCARE BENEFITS | **SERUM TINT FOUNDATION**



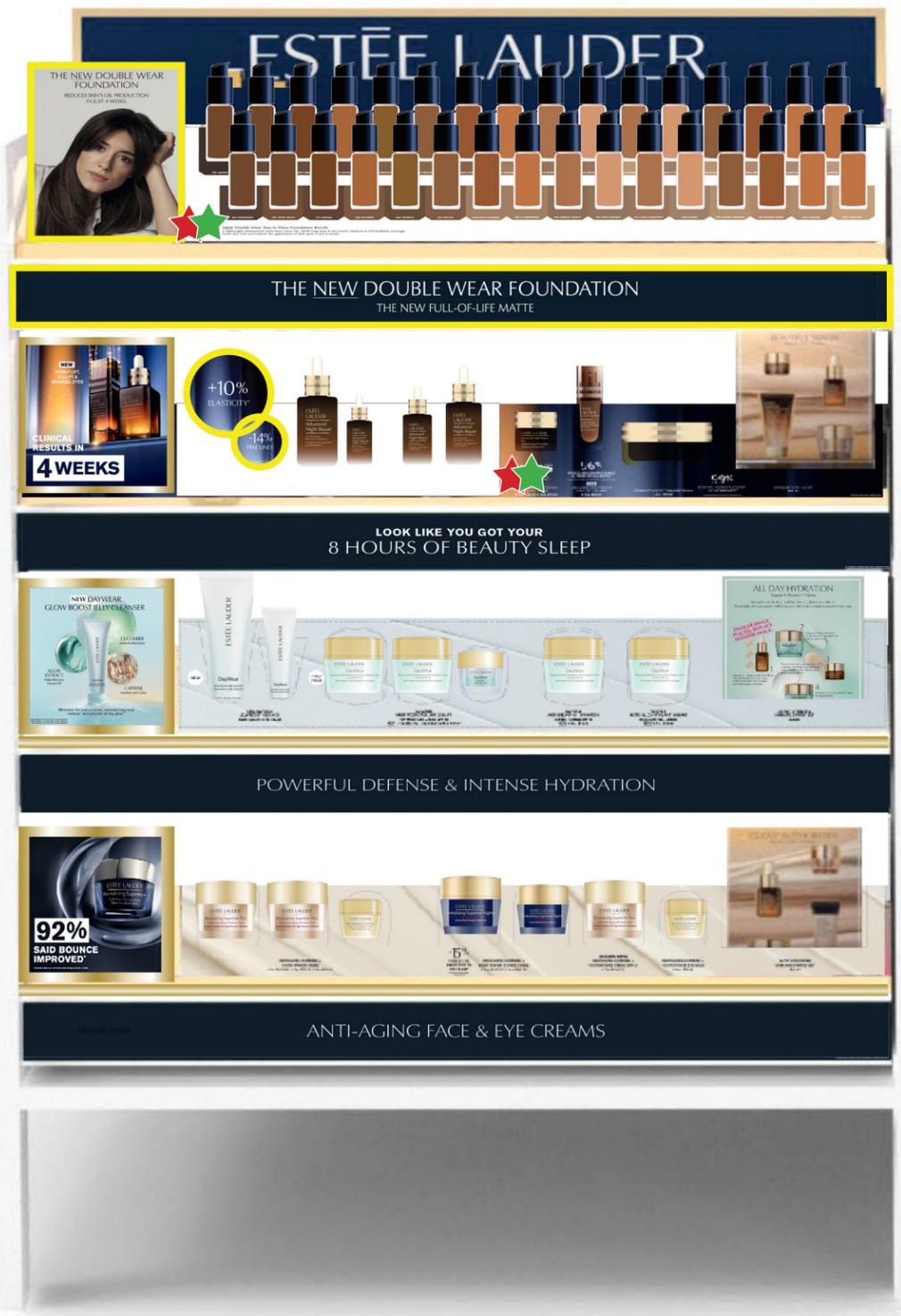
HYDRATING FOUNDATION



COMPLETE YOUR LOOK | **LUMINOUS BRONZERS**

KEY GUIDE

- = NEW GRAPHIC
- ★ = NEW VM ELEMENT
- ★ = NEW LOCATOR GRAPHIC
- ★ = NEW BASE TRAY
- ★ = EXISTING TILE MOVES



ULTA
6'

MERCHANDISING DIRECTION
SPRING 2026
IN STORE DATE: WK 4

BAY 1

SHELF 1

- SHELF COMM BAND - EL-GS006 B1S1E GRAPHIC STRIP+DWLEFT SP26 WK4
- LEFT GRAPHIC PANEL - EL-GP011 B2S1B GRAPHIC SW SP26
- ★ TILE 1 GRAPHIC TEMPLATE - EL-FTG019 B1S1 FOCUS TESTER GRAHIC DW SP6 WK4
NEW DOUBLE WEAR STAY-IN-PLACE MAKEUP (31)

SHELF 2

- SHELF COMM BAND - SP24 WK52_EL-GS006 B1S2E GRAPHIC STRIP_ANRCOMMBAND
- GRAPHIC IN FRAME - SP24 WK52_EL-GP001 B1S2A GRAPHIC PANEL_ANR_MAINGRAPHIC
- DISC GRAPHIC LARGE - SP25 WK3_EL-GP018 B1S2C GRAPHIC PANEL_ANRLARGECLAIMCIRCLE
- DISC GRAPHIC SMALL - SP25 WK3_EL-GP017 B1S2D GRAPHIC PANEL_ANRSMALLCLAIMCIRCLE
- ★ TILE 1 GRAPHIC TEMPLATE - EL-TTG001 B1S2B SHELF_ANR_SP26 WK4
ADVANCED NIGHT REPAIR SYNCHRONIZED MULTI-RECOVERY COMPLEX, 1.7 OZ
ADVANCED NIGHT REPAIR SYNCHRONIZED MULTI-RECOVERY COMPLEX MINI
ADVANCED NIGHT REPAIR SYNCHRONIZED MULTI-RECOVERY COMPLEX, 1 OZ
ADVANCED NIGHT REPAIR SYNCHRONIZED MULTI-RECOVERY COMPLEX, 0.7 OZ
ADVANCED NIGHT REPAIR EYE SUPERCHARGED GEL- CREME, 0.5 OZ
ADVANCED NIGHT REPAIR EYE LIFT + SCULPT , 0.5 OZ
ADVANCED NIGHT REPAIR CLEANSING BALM (1)
BEAUTIFUL SKIN 101 SKINCARE STARTER SET (1)

SHELF 3

- SHELF COMM BAND - EL-GP001 B1S3C GRAPHIC STRIP_FA25_WK51_DAYWEARCOMMBAND
- GRAPHIC IN FRAME - EL-GP001 B1S3A GRAPHIC_DAYWEAR_FA25 WK51
- ★ TILE 1 GRAPHIC TEMPLATE - EL-TTG021 B1S3B TESTER DAYWEAR_FA25 WK51
DAYWEAR CLEANSER 4.2 OZ
DAYWEAR CLEANSER 1.0 OZ
DAYWEAR MULTI-PROTECTION ANTI-OXIDANT 24H-MOISTURE GEL CREME BROAD SPECTRUM SPF 15, 1.7 OZ
DAYWEAR MULTI-PROTECTION ANTI-OXIDANT 24H-MOISTURE GEL CREME BROAD SPECTRUM SPF 15, 1 OZ
DAYWEAR MULTI-PROTECTION MINI
DAYWEAR ANTI-OXIDANT 72H-HYDRATION SORBET CREME SPF 15, 1.7 OZ
DAYWEAR MATTE OIL-CONTROL ANTI-OXIDANT MOISTURE GEL CRÈME, 1.7 OZ
DAYWEAR STARTER SET (1)

SHELF 4

- SHELF COMM BAND - EL-GS006 B1S4C GRAPHIC STRIP COMM BAND SUPREME FA25 WK51
- GRAPHIC IN FRAME - EL-GS006 B1S4A GRAPHIC PANEL_SUPREME NIGHT_FA25 WK51
- ★ TILE 1 GRAPHIC TEMPLATE - EL-TTG020 B1S4B TESTER TEMPLATE GRAPHIC_SUPREME_FA25 WK 51
REVITALIZING SUPREME+ YOUTH POWER CREME, 1.7 OZ
REVITALIZING SUPREME+ YOUTH POWER CREME, 1 OZ
REVITALIZING SUPREME+ YOUTH POWER CRÈME MINI
REVITALIZING SUPREME+ NIGHT POWER BOUNCE CREME, 1.7 OZ
REVITALIZING SUPREME+ NIGHT POWER BOUNCE CREME, 1.0 OZ
REVITALIZING SUPREME+ YOUTH POWER CRÈME SPF 25, 1.7 OZ
REVITALIZING SUPREME+ YOUTH POWER EYE BALM, .5 OZ

KEY GUIDE

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ULTA 6' | **MERCHANDISING DIRECTION**
SPRING 2026
 IN STORE DATE: WK 4

BAY 2

SHELF 1

■ SHELF COMM BAND - EL-GS006 B2S1 GRAPHIC STRIP DW RIGHT SP26 WK4

TILE 1
 ★★ GRAPHIC TEMPLATE - EL-FTG018 B2S1 FOCUS TESTER GRAPHIC DW SP26 WK4
 NEW DOUBLE WEAR STAY-IN-PLACE MAKEUP (26)

TILE 2
 ★★ GRAPHIC TEMPLATE - EL-FTG021 FOCUS TESTER GRAPHIC DW CONCEALER SP26 WK4
 DOUBLE WEAR STAY-IN-PLACE CONCEALER (22)

SHELF 2

SHELF COMM BAND - EL-GS006 B2S2C GRAPHIC STRIP_SKINTINTCOMMBAND FA24 WK36
 GRAPHIC IN FRAME - SP25 WK3_EL-GP001 B2S3C GRAPHIC PANEL_SKINTINT_MAINGRAPHIC

TILE 1
 GRAPHIC TEMPLATE - EL-TTG005 B2S2B SHELF_SKINTINT_FA24 WK36
 FUTURIST SKINCEALER (22)
 FUTURIST SKINTINT (12)

SHELF 3

SHELF COMM BAND - EL-GS006 B2S3C GRAPHIC STRIP_FUTURISTCOMMBAND FA24 WK23
 GRAPHIC IN FRAME - FA24 WK23 ELGP001 B2S2B GRAPHIC PANEL FUTURST MAIN GRAPHIC

TILE 1
 GRAPHIC TEMPLATE - EL-TTG004 B2S3B SHELF_FUTURIST_FA24 WK23
 FUTURIST WATERY GLOW PRIMER (1)
 FUTURIST HYDRA RESCUE MOISTURIZING FOUNDATION SPF 45 (21)

SHELF 4

■ SHELF COMM BAND - FA24 WK23_EL-GS006 B2S4C GRAPHIC STRIP_COLORCOMMBAND
 GRAPHIC IN FRAME - EL-GP001 B2S4A GRAPHICBG SP26 WK4

TILE 1
 GRAPHIC TEMPLATE - EL B2S4 SHELF_COLOR_FA25 WK36
 MASCARA SET (1)
 SUMPTUOUS EXTREME MASCARA (1)
 SUMPTUOUS EXTREME WATERPROOF LASH MULTIPLYING VOLUME MASCARA (1)
 DOUBLE WEAR INFINITE WATERPROOF EYELINER (2)
 PURE COLOR EMERALD LIPSTICK (4)
 BRONZE GODDESS HIGHLIGHTER (1)
 BRONZE GODDESS POWDER BRONZER (3)



ESTÉE LAUDER

MERCHANDISING DIRECTION

SPRING 2026

IN STORE DATE: WEEK 4

ULTA WALL



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ULTA WALL

MERCHANDISING DIRECTION
SPRING 2026
 IN STORE DATE: WEEK 4

ESTÉE LAUDER

Column 1: Skincare & Eye Care

- Top: Woman's face with eye care products.
- Section 1: **THE DERM-ADVANCED EYE LIFT** (96% lift, 100% hydration, 24% wrinkle reduction). Includes Nighttime Retinol Cream, Daytime Eye Cream, and Eye Serum.
- Section 2: **LOOK LIKE YOU GOT YOUR 8 HOURS OF BEAUTY SLEEP**. Includes Daywear Glow Boost Jelly Cleanser.
- Section 3: **POWERFUL DEFENSE & INTENSE HYDRATION**. Includes Advanced Lipstick & Firming Protocol.
- Section 4: **ANTI-AGING FACE & EYE CREAMS**. Includes All Day Hydration, Hydrating Eye Cream, and Reference Clarifying Eye Cream.
- Bottom: **SHADE SHIP** and **SHE TRY IT, LOVE IT. CS**.

Column 2: Skincare & Eye Care

- Section 1: **MIRRORE** (Hyaluronic Acid). Includes Algae Extract and Caffeine.
- Section 2: **YOUR GLOW-TO ROUTINE** (Cleanse, Moisturize & Glow).
- Section 3: **GLOW ON THE GO** (Travel size starting at \$12).
- Section 4: **THE DAYWEAR COLLECTION** (Ready, Set, Glow).

Column 3: Makeup

- Section 1: **EYE DRAMA, PERFECTED**. Includes Eye Liner, Mascara, and Eyeshadow.
- Section 2: **ULTIMATE LIP COMBO**. Includes Lip Gloss, Lipstick, and Lip Balm.
- Section 3: **COLOR-KISSED MOISTURE** (with Hyaluronic Acid) and **BUILDABLE BLUSH** (Healthy-Looking Glow).
- Section 4: **GLOW AND GO** (Luminous Bronzers) and **SIGNATURE SCENTS** (From Day to Night).

Column 4: Skincare & Eye Care

- Section 1: **Full-of-Life MIRROR** (36HR Long-Wear & Oil Control).
- Section 2: **More Skin-Loving Benefits** and **New Formula**.

Column 5: Makeup

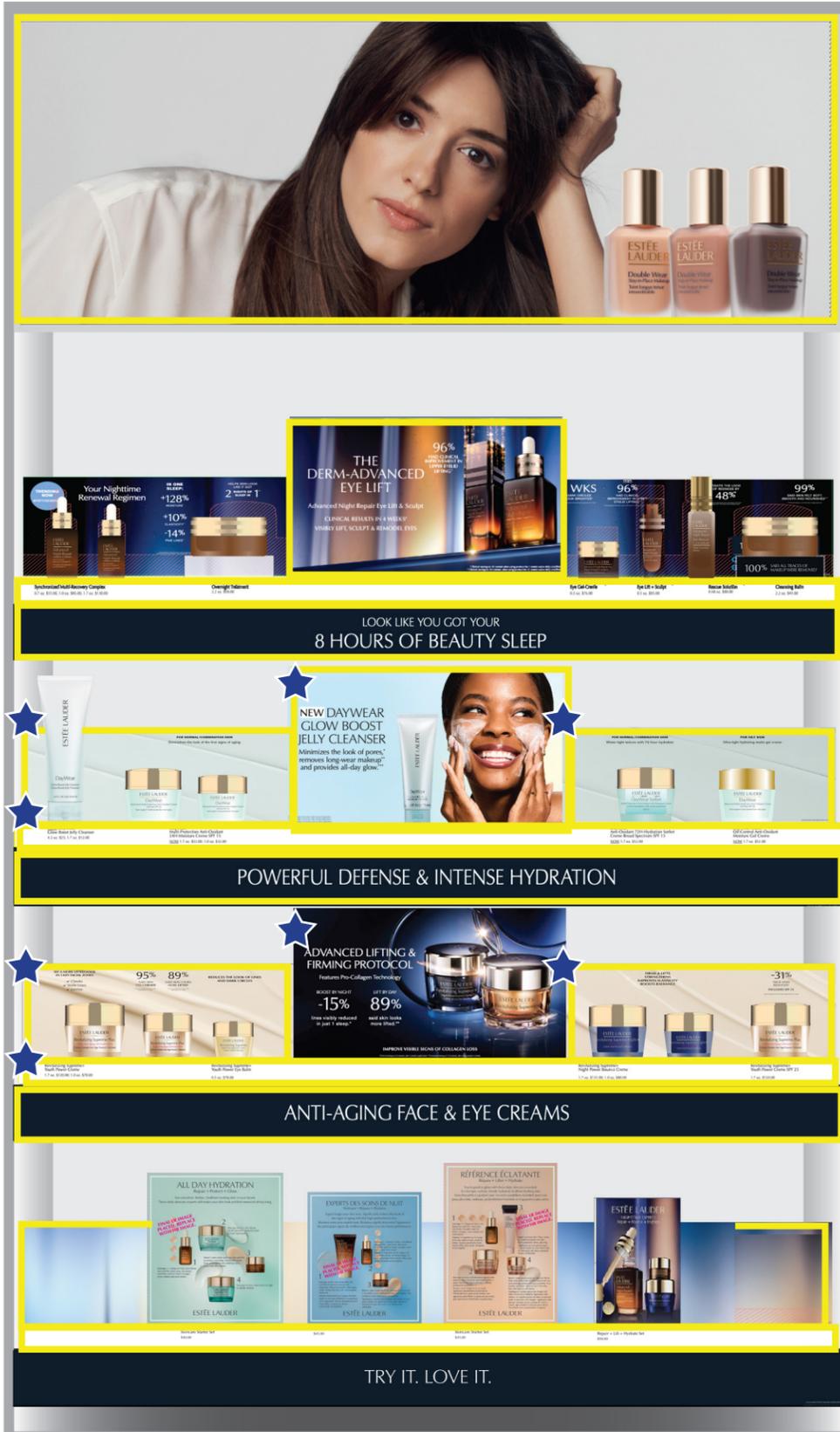
- Section 1: **THE NEW DOUBLE WEAR FOUNDATION** (The New Full-of-Life Matte).
- Section 2: **57 SHADES ONE MADE FOR YOU**, **24HR WEAR & OIL CONTROL** (Soft Focus Matte Finish), and **PRIME & SET**.
- Section 3: **POWDERS THAT PERFECT** (12HR Wear & Oil Control) and **RADIANT CONCEALER** (with Skincare Benefits).
- Section 4: **SERUM TINT FOUNDATION** and **HYDRATING FOUNDATION**.

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ULTA WALL

MERCHANDISING DIRECTION
SPRING 2026
 IN STORE DATE: WEEK 4



BAY 1

■ **HEADER LIGHTBOX - ESTEE LAUDER SP26 WK4 B1 HEADER**

SHELF 1

■ **SHELF COMM BAND - B1S1 COMM BAND SP26 WK4**
 ■ **PRICE STRIP - B1S1 PRICE STRIP SP26 WK4**

TILE 1

■ **BACK RISER GRAPHIC - B1S1 BACK PANEL FA25 WK23**
 ADVANCED NIGHT REPAIR SYNCHRONIZED MULTI-RECOVERY COMPLEX, 1 OZ
 ADVANCED NIGHT REPAIR SYNCHRONIZED MULTI-RECOVERY COMPLEX, 0.7 OZ
 ADVANCED NIGHT REPAIR OVERNIGHT TREATMENT, 2.2 OZ

■ **ANR ANGLED FRAME (CENTER) - B1S1 12X7 ANR SP26 WK4**

ADVANCED NIGHT REPAIR EYE SUPERCHARGED GEL- CREME, 0.5 OZ
 ADVANCED NIGHT REPAIR EYE LIFT + SCULPT, 0.5 OZ
 ADVANCED NIGHT REPAIR RESCUE SOLUTION, 0.7 OZ
 ADVANCED NIGHT REPAIR CLEANSING BALM (1) - PRODUCT ON RISER (GRAPHIC: CNA ULTA 0046 PAPER GRAPHIC FA23 WK36)

SHELF 2 (MOVED FROM SHELF 3)

■ **SHELF COMM BAND - B1S2 COMM BAND SP26 WK4**
 ■ **PRICE STRIP - B1S2 PRICE STRIP SP26 WK4**

TILE 1:

■ **BACK RISER GRAPHIC - B1S2 BACK PANEL SP26 WK4**
 DAYWEAR CLEANSER 4.2OZ
 DAYWEAR MULTI-PROTECTION ANTI-OXIDANT 24H-MOISTURE GEL CREME BROAD SPECTRUM SPF 15, 1.7 OZ
 DAYWEAR MULTI-PROTECTION ANTI-OXIDANT 24H-MOISTURE GEL CREME BROAD SPECTRUM SPF 15, 1 OZ

■ **DAYWEAR ANGLED FRAME (CENTER) - B1S2 12X7 DAYWEAR SP26 W4**

DAYWEAR ANTI-OXIDANT 72H-HYDRATION SORBET CREME SPF 15, 1.7 OZ
 DAYWEAR MATTE OIL-CONTROL ANTI-OXIDANT MOISTURE GEL CRÈME, 1.7 OZ

SHELF 3 (MOVED FROM SHELF 2)

■ **SHELF COMM BAND - B1S3 COMM BAND SP26 WK4**
 ■ **PRICE STRIP - B1S3 PRICE STRIP SP26 WK4**

TILE 1:

■ **BACK RISER GRAPHIC - B1S3 BACK PANEL SP26 WK4**
 REVITALIZING SUPREME+ YOUTH POWER CREME, 1.7 OZ
 REVITALIZING SUPREME+ YOUTH POWER CREME, 1 OZ
 REVITALIZING SUPREME+ YOUTH POWER EYE BALM, .5 OZ

■ **SUPREME+ ANGLED FRAME (CENTER) - B1S2 12X7 SUPREME SP25 WK3**

REVITALIZING SUPREME+ NIGHT POWER BOUNCE CREME, 1.7 OZ
 REVITALIZING SUPREME+ NIGHT POWER BOUNCE CREME, 1.0 OZ
 REVITALIZING SUPREME+ YOUTH POWER CRÈME SPF 25, 1.7 OZ

SHELF 4

■ **SHELF COMM BAND - B1S4 COMM BAND FA25 WK23**
 ■ **PRICE STRIP - B1S4 PRICE STRIP SP26 WK4**

TILE 1:

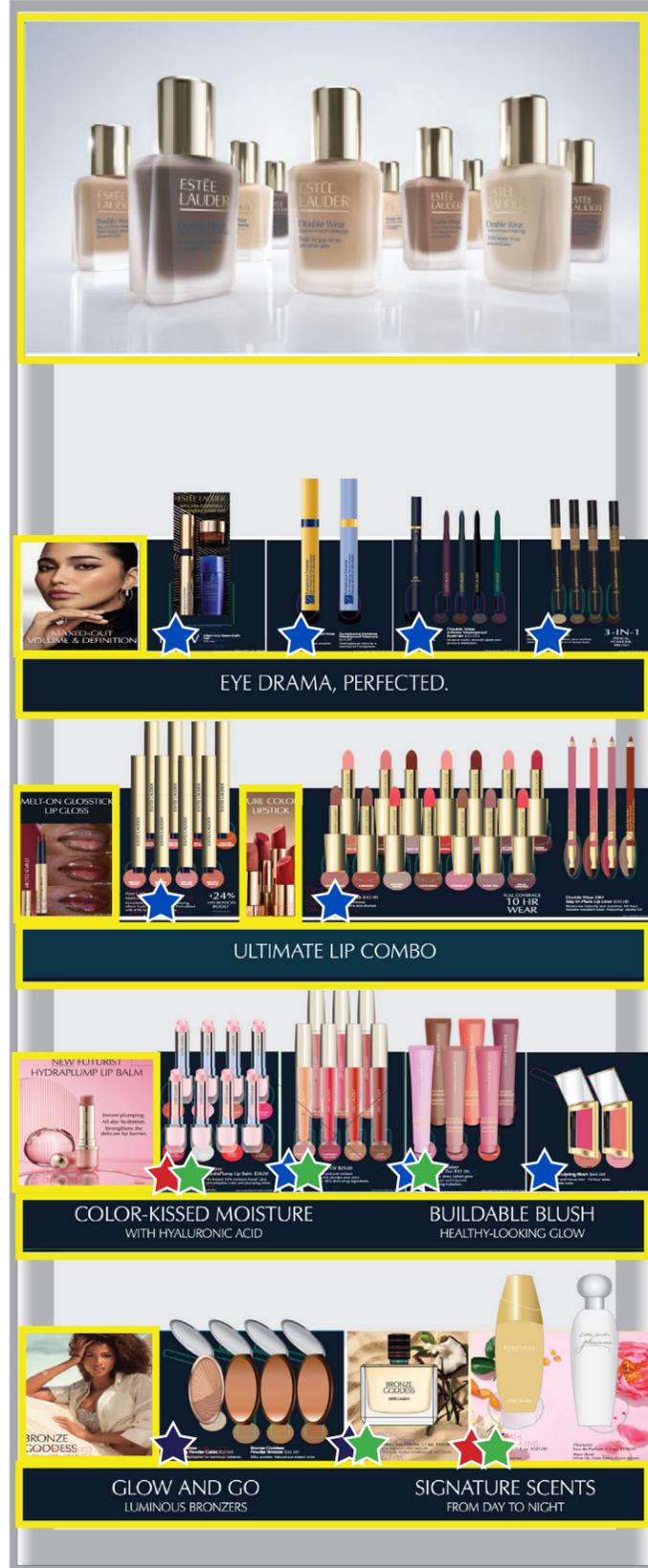
■ **BACK RISER GRAPHIC - B1S4 BACK PANEL SP26 WK4**
 ALL DAY HYDRATION SKINCARE STARTER SET (1)
 BEAUTIFUL SKIN 101 SKINCARE STARTER SET (1)
 GLOW AUTHORITIES SKINCARE STARTER SET (1)
 ADVANCED NIGHT REPAIR 30ML SET (1)

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ULTA WALL

MERCHANDISING DIRECTION
SPRING 2026
 IN STORE DATE: WEEK 4



BAY 2

■ HEADER LIGHTBOX - ESTEE LAUDER SP26 WK4 B2 HEADER

SHELF 1

■ SHELF COMM BAND - B2S1 COMM BAND SP26 WK4

TILE 1

■ GRAPHIC - B2S1 EYE LOOK GRAPHIC SP26 WK4

TILE 2

★ LOCATOR GRAPHIC: B2S4 MASCARA SET SP24 WK52
 SUMPTUOUS MASCARA SET (1)

TILE 3

★ LOCATOR GRAPHIC: B3S4 MASCARA FA25 WK23
 SUMPTUOUS EXTREME MASCARA (1)
 SUMPTUOUS EXTREME WATERPROOF LASH MULTIPLYING VOLUME MASCARA (1)

TILE 4

★ LOCATOR GRAPHIC: B2S4 LINER SP24 WK52
 LITTE BLACK LINER (1)
 DOUBLE WEAR INFINITE WATERPROOF EYELINER (4)

TILE 5

★ LOCATOR GRAPHIC: B3S4 BROWS SP24 WK12
 BROW MULTI-TASKER (4)

SHELF 2

■ SHELF COMM BAND - B2S2 COMM BAND SP26 WK4

TILE 1

■ GRAPHIC - B2S2 GLOSSTICK BA SP26 WK4

TILE 2

★ LOCATOR GRAPHIC: B3S3 GLOSSTICK FA25 WK36
 PURE COLOR GLOSS STICK (8)

TILE 3

■ GRAPHIC - B2S2 LIPSTICK SP26 WK4

TILE 4

★ LOCATOR GRAPHIC: B3S3 LIP FA25 WK36
 PURE COLOR LIPSTICK (14)
 DOUBLE WEAR STAY-IN-PLACE LIP PENCIL (4)

SHELF 3

■ SHELF COMM BAND: B2S3 COMM BAND SP26 WK4

TILE 1

■ GRAPHIC: B2S3 LIP BALM SP26 WK4

TILE 2

★ LOCATOR GRAPHIC: B2S3 FUTURIST LIP SP26 WK4
 NEW FUTURIST LIP ELIXIR BALMS (8)

TILE 3

★ LOCATOR GRAPHIC: B2S3 OIL SP26 WK4

SHELF 3 (CONT)

TILE 4

★ LOCATOR GRAPHIC: B2S3 LIQUID BLUSH SP26 WK4
 FUTURIST LIQUID BLUSH (6)

TILE 5

★ LOCATOR GRAPHIC: B3S3 BLUSH FA25 WK36
 PURE COLOR ENVY SCULPTING BLUSH (2)

SHELF 4

■ SHELF COMM BAND - B2S4 COMM BAND SP26 WK4

TILE 1

■ GRAPHIC - B2S4 GODDESS SP26 WK4

TILE 2

★ LOCATOR GRAPHIC: B2S3 BRONZER FA24 WK23
 BRONZE GODDESS HIGHLIGHTER (1)
 BRONZE GODDESS POWDER BRONZER (3)

TILE 3

★ LOCATOR GRAPHIC: B2S4 BG SP26 WK4
 BRONZE GODDESS EAU FRAÎCHE 1.7 OZ (1)

TILE 4

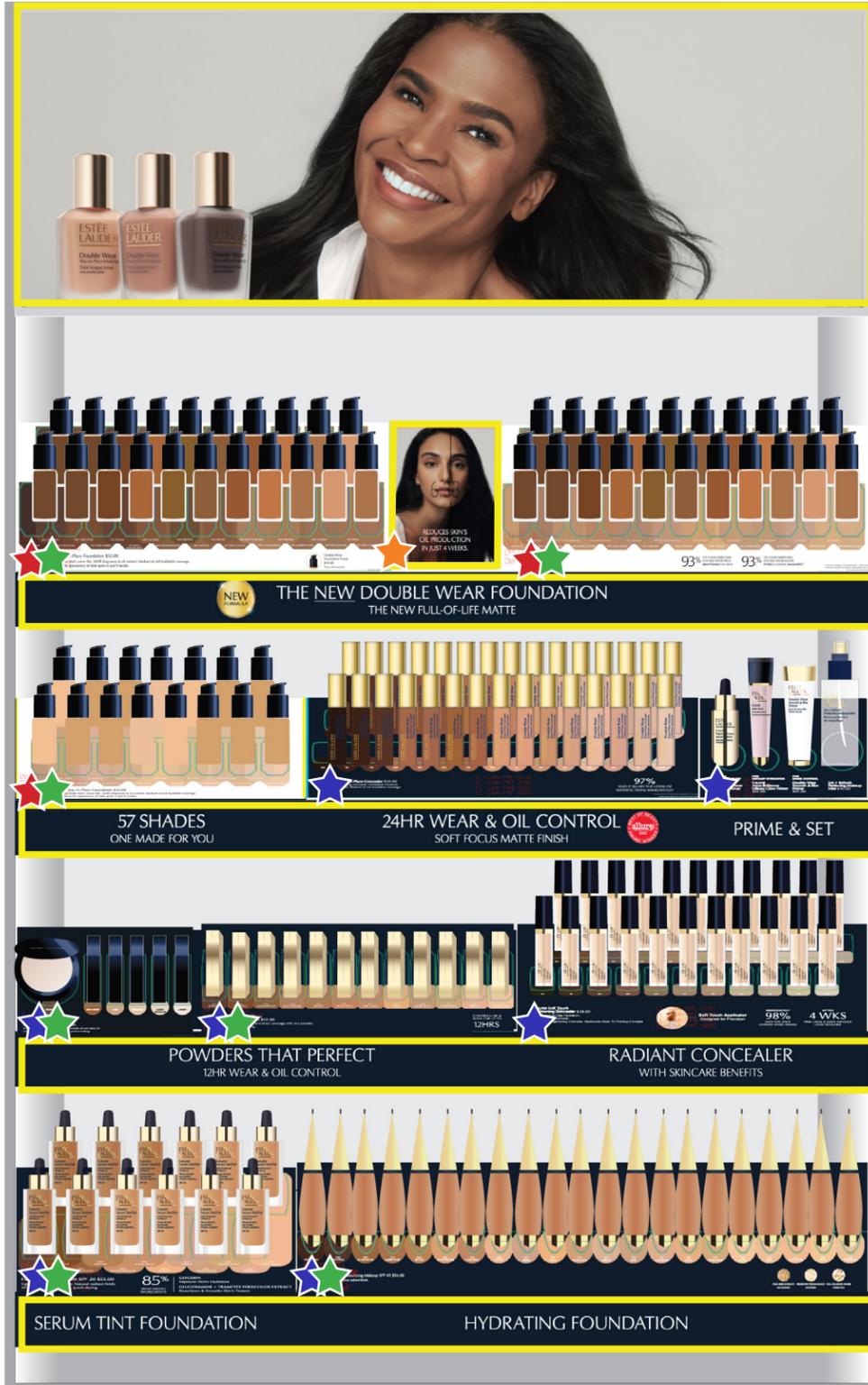
★ LOCATOR GRAPHIC: B2S4 PERFUME SP26 WK4
 BEAUTIFUL 3.4 OZ (1)
 PLEASURES 3.4 OZ (1)

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ULTA WALL

MERCHANDISING DIRECTION
SPRING 2026
 IN STORE DATE: WEEK 4



BAY 3

■ HEADER LIGHTBOX - ESTEE LAUDER SP26 WK4 B3 HEADER

SHELF 1

■ SHELF COMM BAND - B3S1 COMM BAND SP26 WK4

TILE 1
 ★★ LOCATOR GRAPHIC: B3S1 DW LEFT SP26 WK4
 NEW DOUBLE WEAR STAY-IN-PLACE GOAT (21)

TILE 2
 ★■ GRAPHIC: B3S1 DW CENTER SP26 WK4

TILE 3
 ★★ LOCATOR GRAPHIC: B3S1 DW RIGHT SP26 WK4
 NEW DOUBLE WEAR STAY-IN-PLACE GOAT (21)

SHELF 2

■ SHELF COMM BAND - B3S2 COMM BAND SP26 WK4

TILE 1
 ★★ LOCATOR GRAPHIC: B3S2 DW SP26 WK4
 NEW DOUBLE WEAR STAY-IN-PLACE GOAT (15)

TILE 2
 ★ LOCATOR GRAPHIC: B2S2 DW CONCEALER FA25 WK23
 DOUBLE WEAR STAY-IN-PLACE CONCEALER (30)

TILE 3
 ★ LOCATOR GRAPHIC: B2S3 PRIMERS FA25 WK36
 FUTURIST PEPTIDE POWER SERUM PRIMER (1)
 FUTURIST AQUA BRILLIANCE WATERY GLOW PRIMER (1)
 DOUBLE WEAR SMOOTH & BLUR PRIMER (1)
 SET + REFRESH PERFECTING MAKEUP MIST (1)

SHELF 3

■ SHELF COMM BAND - B3S3 COMM BAND SP26 WK4

TILE 1
 ★★ LOCATOR GRAPHIC: B3S3 DW POWDER SP26 WK4
 DOUBLE WEAR SETTING POWDER (6)

TILE 2
 ★★ LOCATOR GRAPHIC: B3S3 DW POWDER FOUND SP26 WK4
 DOUBLE WEAR STAY-IN-PLACE POWDER MAKEUP (12)

TILE 3
 ★ LOCATOR GRAPHIC: B3S4 SKINCEALER SP25 WK3
 FUTURIST SKINCEALER (21)

SHELF 4

■ SHELF COMM BAND - B3S4 COMM BAND SP26 WK4

TILE 1
 ★★ LOCATOR GRAPHIC: B3S4 SKINTINT SP26 WK4
 FUTURIST SKINTINT (12)

TILE 2 -
 ★★ LOCATOR GRAPHIC: B3S4 FUTURIST SP26 WK4
 FUTURIST HYDRA RESCUE MOISTURIZING MAKEUP SPF 45 (21)

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ULTA WALL

MERCHANDISING DIRECTION
SPRING 2026
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VANITY A - DAYWEAR STORY

NEW DAYWEAR VANITY DISPLAY: 2 PIECES (ESTEE PRODUCED)

- ★ 1. TOP: MIRROR COVER
- ★ 2. BOTTOM: ANGLED DRAWER INSERT



LOWER VANITY DRAWER_MINIS STOCKER: (2 PIECES)

- ★ 3. ACRYLIC MINIS STOCKER WITH DIVIDERS
- 4. STOCKER MAGNETIC SRP STRIP (ULTA PRODUCED)
 GRAPHIC CODE: [SP26_WK4_DAYWEAR_ULTA VANITY A_BACKSTOCK TRAY PLUG LITHO](#)
- 5. LOWER VANITY DRAWER: ADHESIVE VINYL GRAPHIC APPLIED TO DRAWER FACE (ULTA PRODUCED)
 GRAPHIC CODE: [95718-VANITY-A- LOWER SHELF FRONT STRIP](#)
- 6. BOTTOM DRAWER: ADHESIVE VINYL GRAPHIC: DAYWEAR COLLECTION (ULTA PRODUCED)
 GRAPHIC CODE: [EL DRAWER COVER_VANITY A_DAYWEAR_SP26 WK 4](#)

VANITY B - GOAT STORY

NEW DOUBLE WEAR VANITY DISPLAY: 3 PIECES (ESTEE PRODUCED)

- ★ 1. TOP: MIRROR COVER
- ★ 2. BOTTOM: ANGLED DRAWER INSERT
- ★ 3. LOWER DRAWER FILLER



- 4. BOTTOM DRAWER: ADHESIVE VINYL GRAPHIC: DOUBLE WEAR (ULTA PRODUCED)
 GRAPHIC CODE: [EL DRAWER COVER_VANITYB_SP26 WK 4](#)

ESTÉE LAUDER

36HR
Long-Wear &
Oil Control

New
Formula

ESTÉE
LAUDER

Double Wear
Stay-in-Place Makeup
Teint longue tenue
intransférable

More
Skin-Loving
Benefits

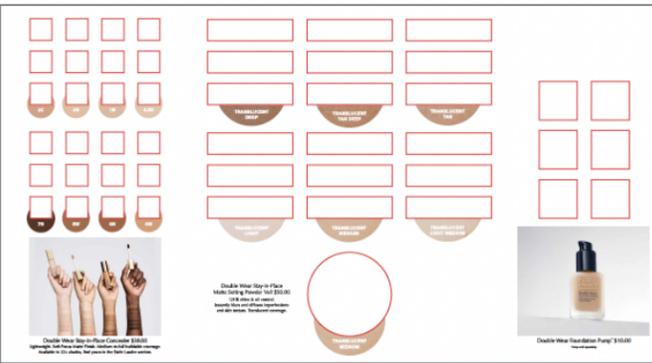
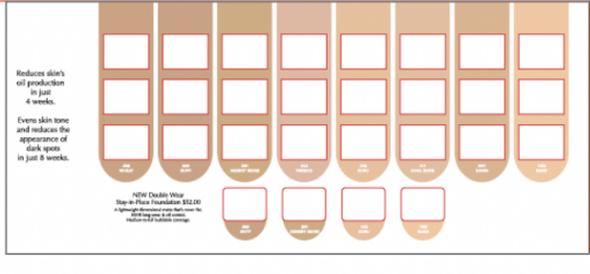
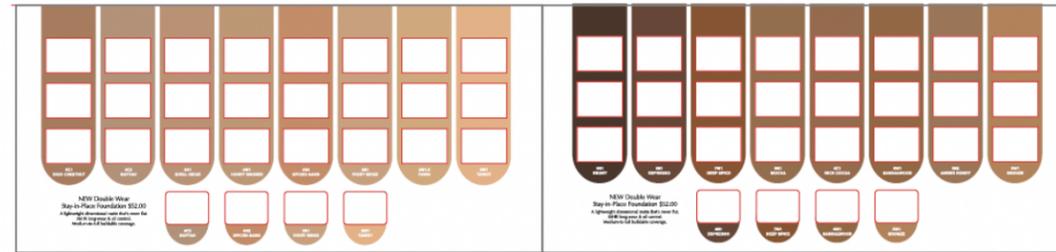
Full-of-Life
Matte



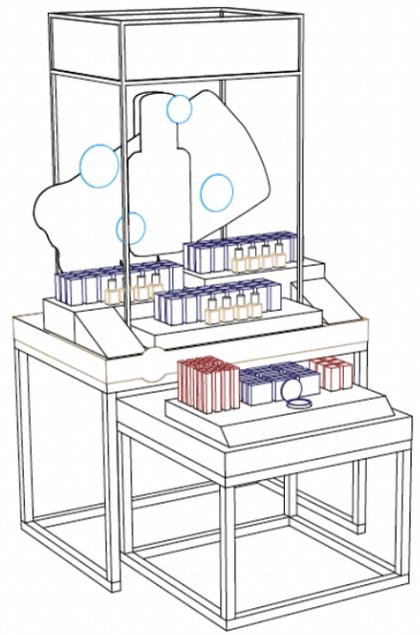
NEW
FORMULA

THE NEW DOUBLE WEAR

COMPLETE YOUR LOOK



TOP VIEW



Origins

Visual Merchandising SP26 Jan- June



ULTA WEEK 4: March 2025 Update

ULTA GONDOLA WEEK 04
3FT RENDERING

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



TOP SHELF DETAILS



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

ULTA WEEK 4: March 2025 Update

WEEK 4 PLANOGRAM RESET – 1.5ft

Gondola



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

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

MEGA-MUSHROOM DARK SPOT BRIGHTENING COLLECTION

WKS 4 - 8 ENDCAP



+ Omni Sampling
5ml Dark Spot Serum
during Endcap

Header



Vitrines

