The background of the entire page is a close-up, artistic photograph of several colored pencils. The pencils are arranged in a fan-like pattern, with their tips pointing towards the center. The colors are vibrant, including shades of red, orange, pink, and purple. The lighting is dramatic, highlighting the smooth, cylindrical texture of the pencils and creating strong shadows and highlights. The overall composition is abstract and visually appealing.

ELCP and POS COE+ Guide

Spring 2026 Jan-June

Index

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

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POS COE+.....4

Aramis.....8

Balmain.....40

*Contact pointofsalesupport@estee.com
for individual guides*

Bobbi Brown.....41

Coming soon!

Clinique.....42

Estee Lauder.....69

Frederic Malle.....101

Coming soon!

Jo Malone London.....102

Kilian Paris.....140

Coming soon!

La Mer.....154

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Origins.....209

Tom Ford Beauty.....215

Coming soon!

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

Introduction

Dear ELCP Team,

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

January - June

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

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

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

Contact information:

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

Please note our hours of operation:

- *Monday thru Friday 10am – 7pm EST*

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

*Sincerely,
The POS COE Team*

Supply Calendar- POS COE +

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

January

February

March

Clinique

Clinique

Clinique

MAC

Tom Ford

April

May

June

Clinique

Clinique

Clinique

MAC

By request only

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



Gratis- POS COE +

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

THE COSMETICS
COMPANY STORE

January

February

March

*Jo Malone London
LaMer*

*Estee Lauder
MAC
Bobbi Brown
Origins
Clinique
Military*

*Tom Ford
Kilian Paris
Frederic Malle
Balmain
MAC*

April

May

June

Clinique

Bobbi Brown

Uniform- POS COE +

For assistance with uniforms contact POS COE.

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

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



How to measure a lightbox- POS COE +

STEP 1: DETERMINING "OUTSIDE" MEASUREMENT

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

STEP 2: DETERMINING "INSIDE" MEASUREMENT

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

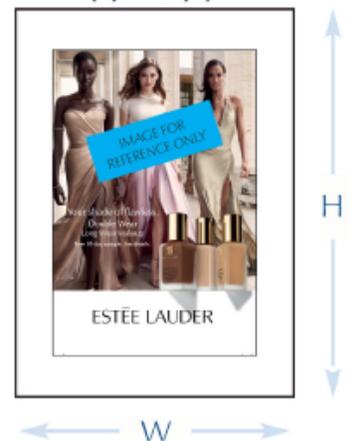
POINTERS

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

HORIZONTAL
LIGHTBOX
 $H < W$



VERTICAL
LIGHTBOX
 $W < H$



Repair & Maintenance- POS COE +

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

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

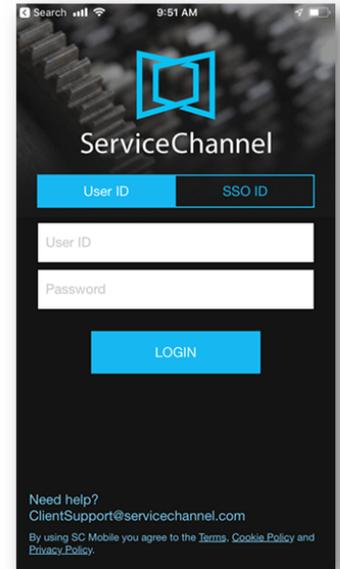
If retailer is not able to resolve follow these steps:

Service Channel log in

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

Create work order

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



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

Once repaired you will get a notification of completion.

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

Issue types



Handles

Logos

Lights out

Trim

Lightbox
(not graphic)

Drawers

Technology

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

Aramis

Visual Merchandising SP26 Jan- June



aramis

Bloomingdale's Men's Launch
Fall 2025

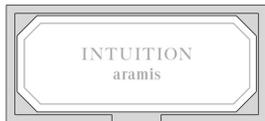
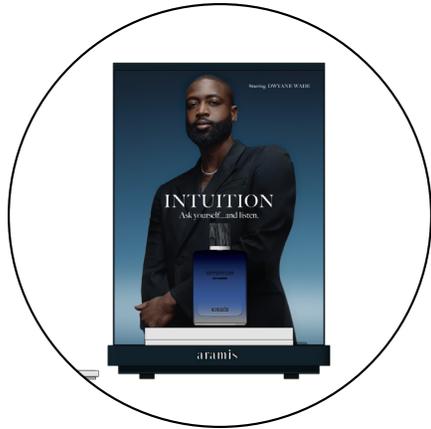


Details

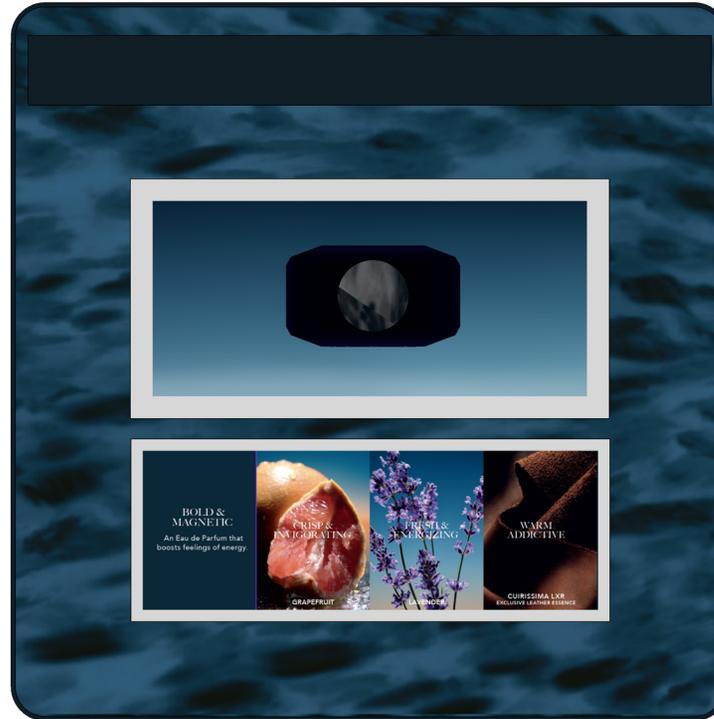
- » Custom Intuition Blotter Holder
- » Intuition Unit:
Updateable Risers and Base tiles
- » Back panel graphic options shown on the following pages.
- » Maintenance, Updating & cleaning of unit to follow in instruction sheet..

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

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



B. BLOTTER HOLDER



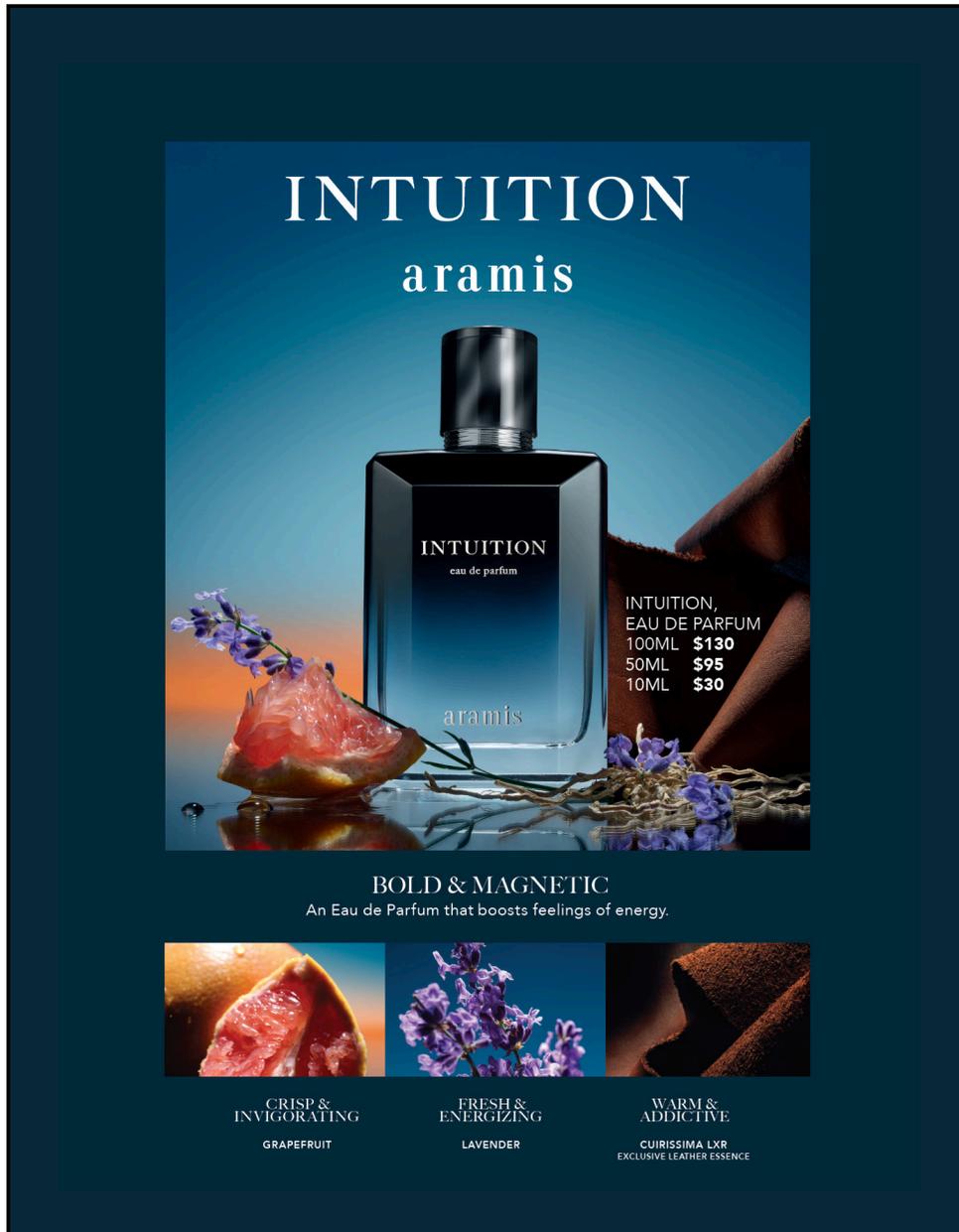
**A. FRONT VIEW
MAIN UNIT**

Details

- » Custom Intuition Blotter Holder
- » Intuition Unit:
Updateable Risers and Base tiles
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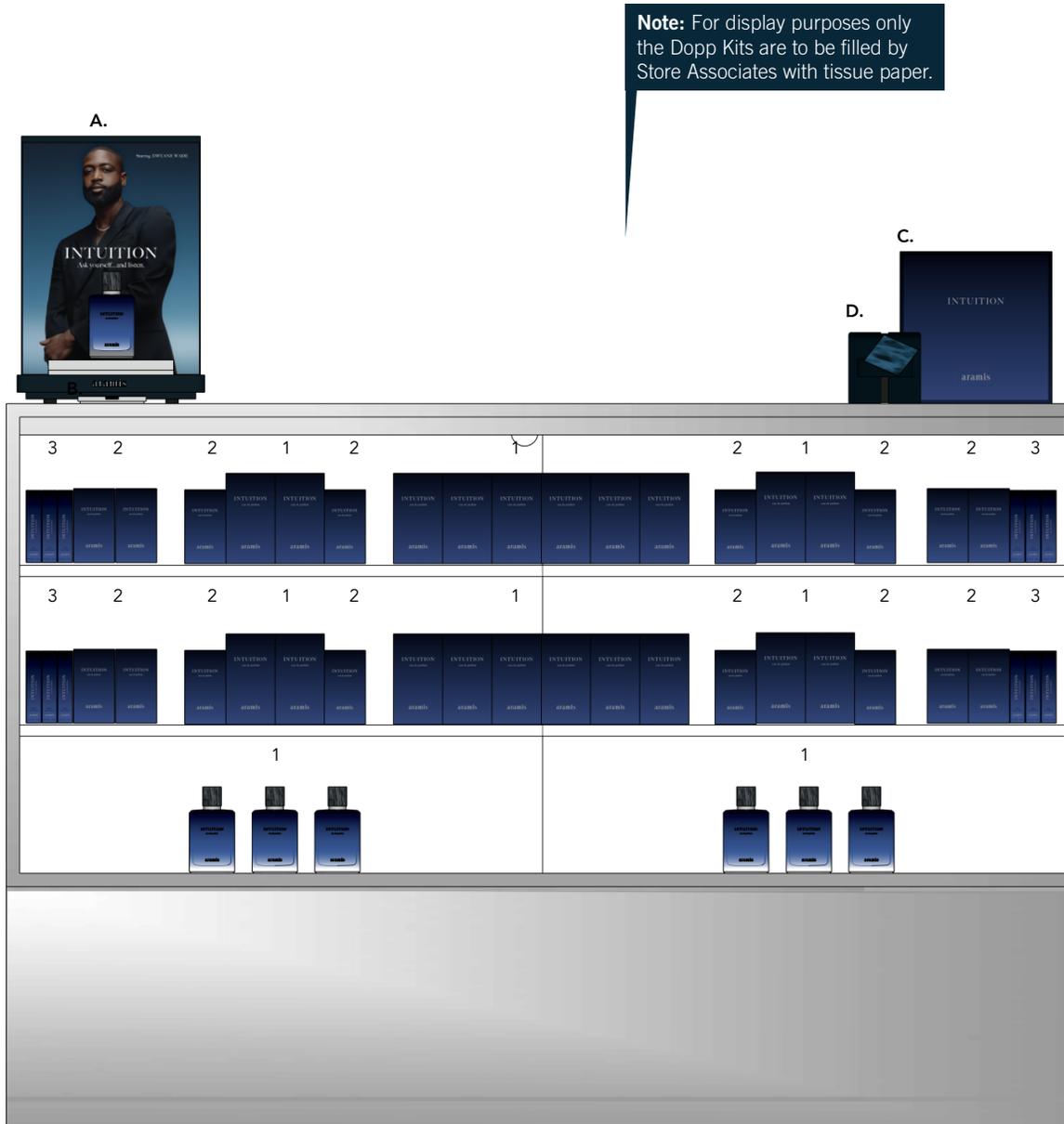
Details

» Back panel graphic with product details and pricing

» Graphic Size:
8.5" w x 11" h



Graphic located on the back of the shown tester display

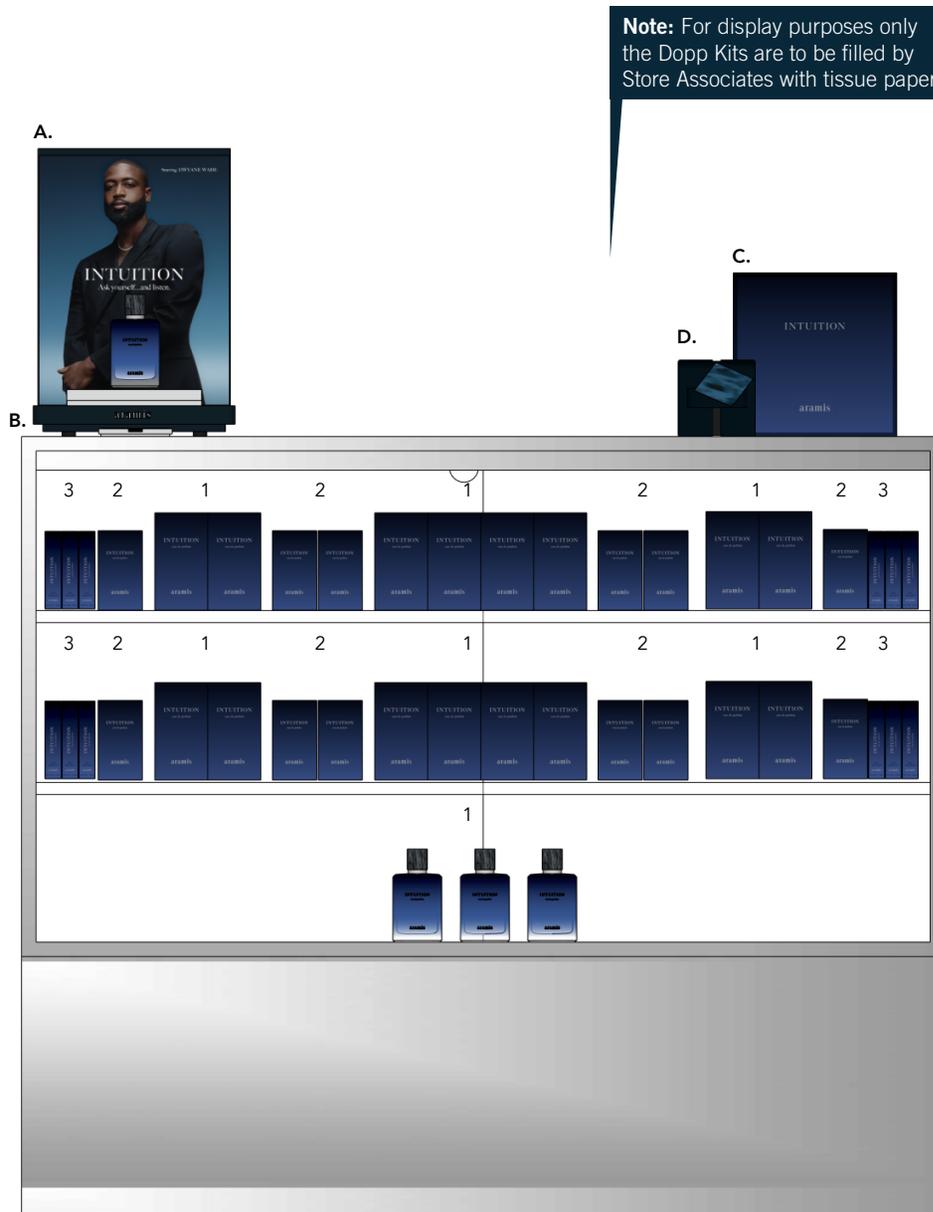


Details

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

Top Of Counter

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

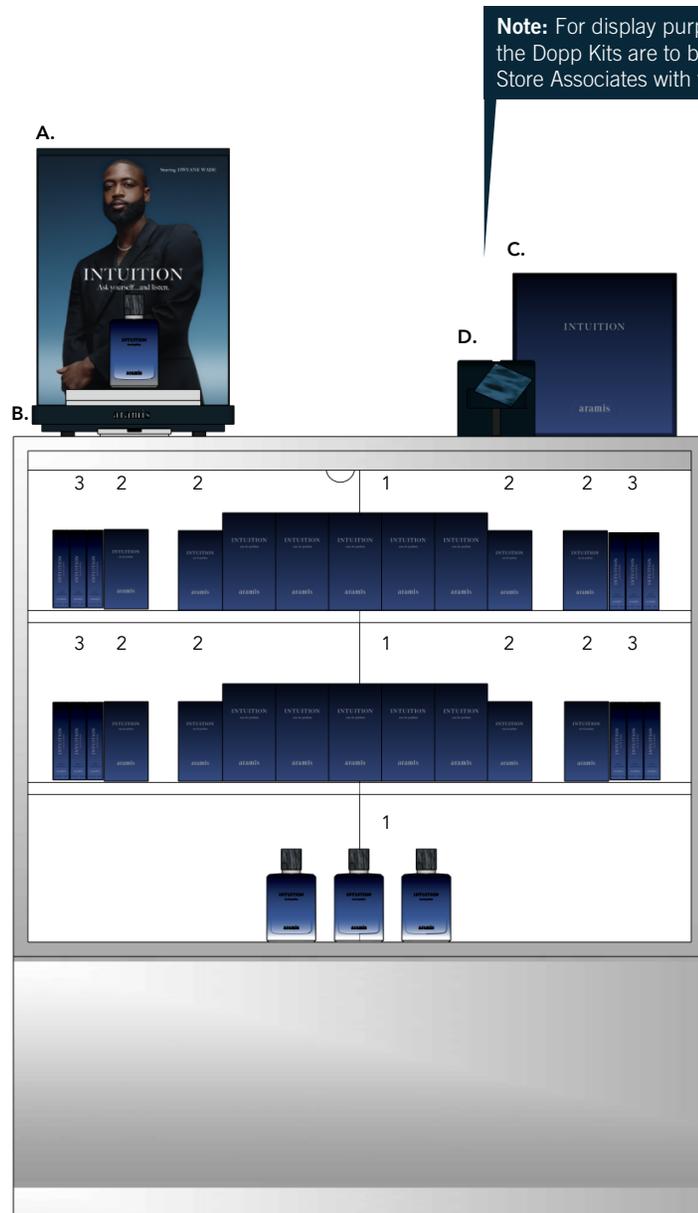


Details

- Intuition
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Top Of Counter

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- D. Intuition Dopp Kit



Details

- Intuition
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- 3. 10ml Cologne

Top Of Counter

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

aramis

Macys Men's Launch
Fall 2025

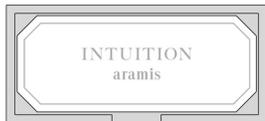
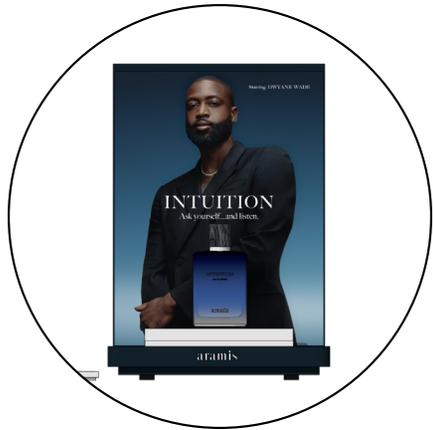


Details

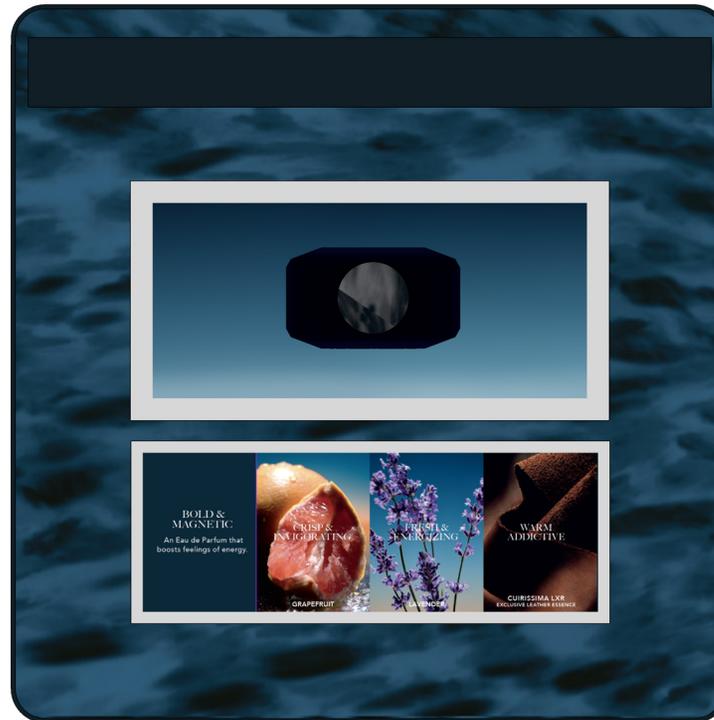
- » Custom Intuition Blotter Holder
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 - Updateable Risers and Base tiles
- » Back panel graphic options shown on the following pages.
- » Maintenance, Updating & cleaning of unit to follow in instruction sheet..

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

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



B. BLOTTER HOLDER

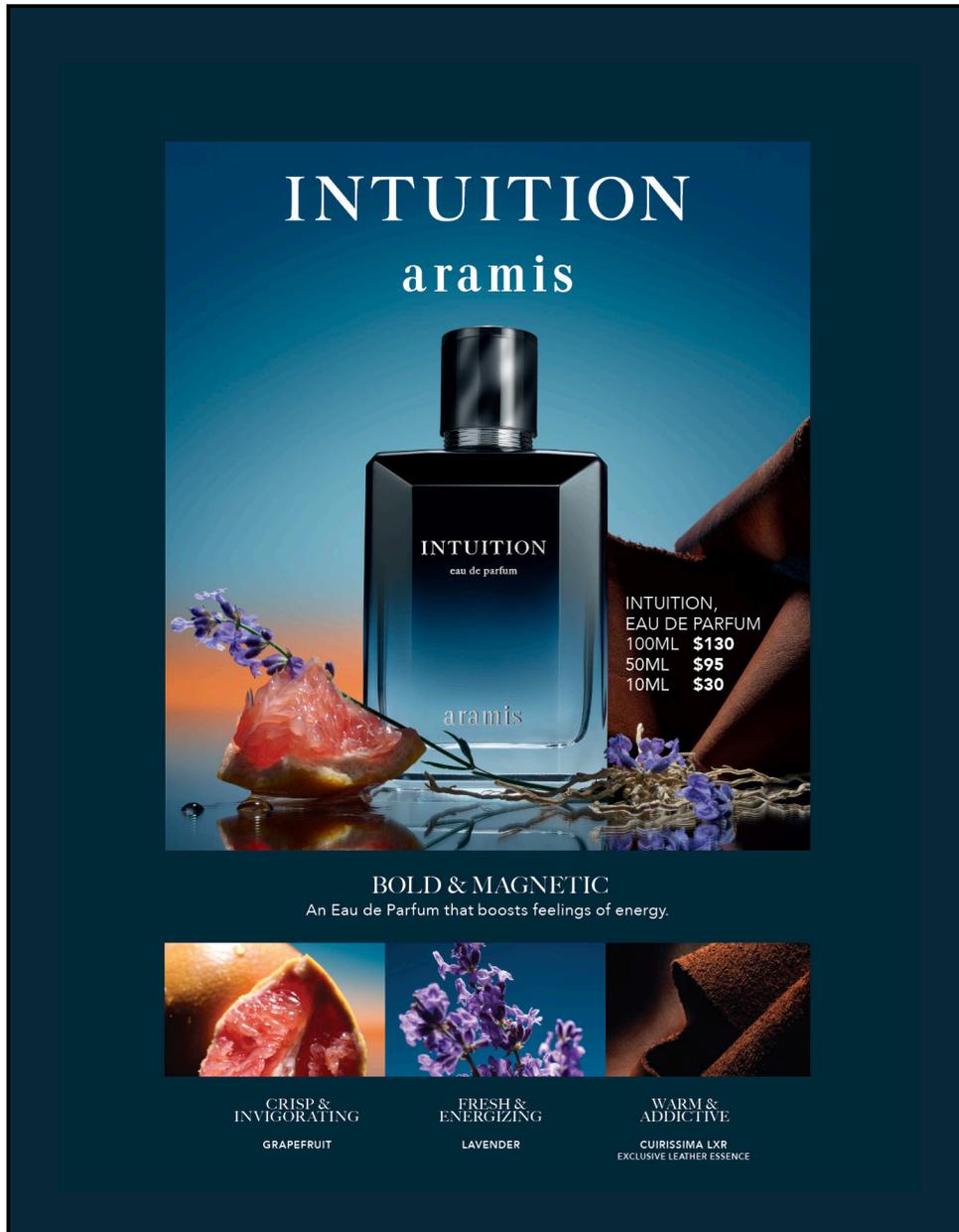


**A. FRONT VIEW
MAIN UNIT**

Details

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

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



Details

- » Back panel graphic with product details and pricing
- » Graphic Size: 8.5" w x 11" h



Graphic located on the back of the shown tester display



Details

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

Top Of Counter

- A. Counter Tester
- B. Blotter Holder
- C. Intuition Gift Set
- D. In Case Graphic

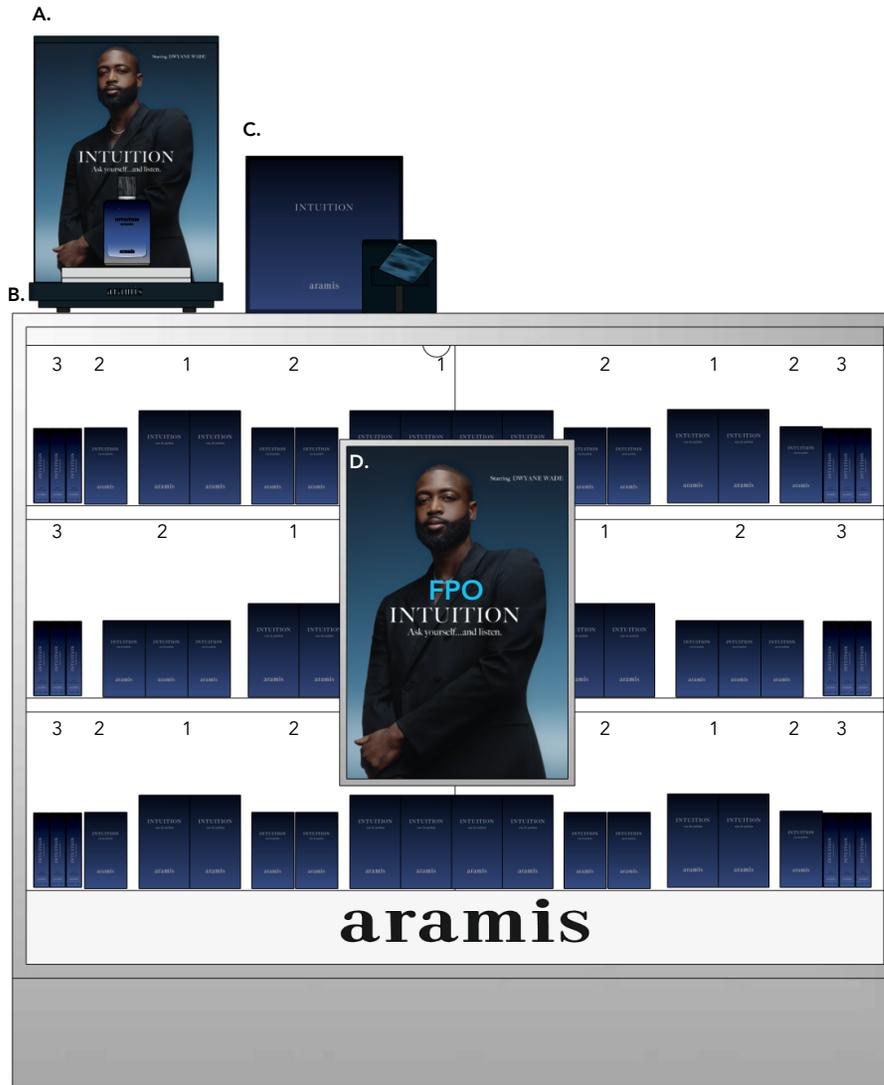


Details

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

Top Of Counter

- A. Counter Tester
- B. Blotter Holder
- C. Intuition Gift Set
- D. In Case Graphic

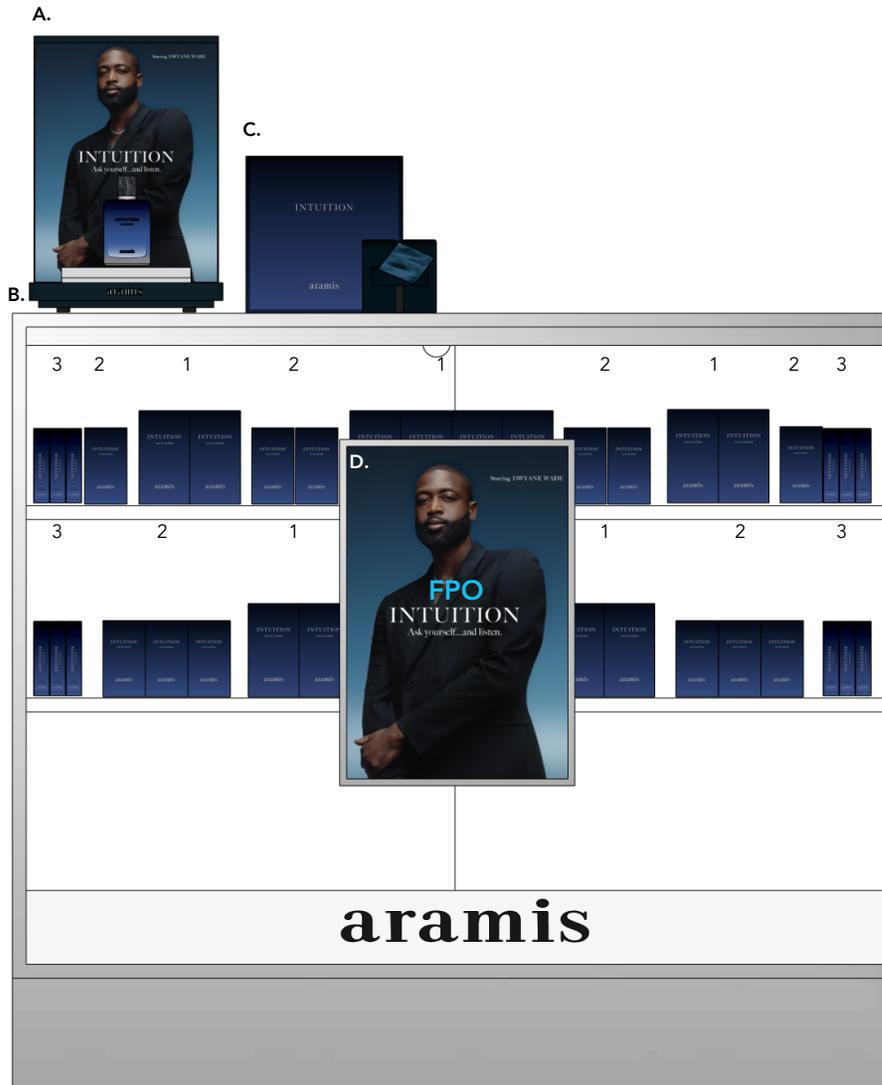


Details

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

Top Of Counter

- A. Counter Tester
- B. Blotter Holder
- C. Intuition Gift Set
- D. In Case Graphic



Details

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

Top Of Counter

- A. Counter Tester
- B. Blotter Holder
- C. Intuition Gift Set
- D. In Case Graphic

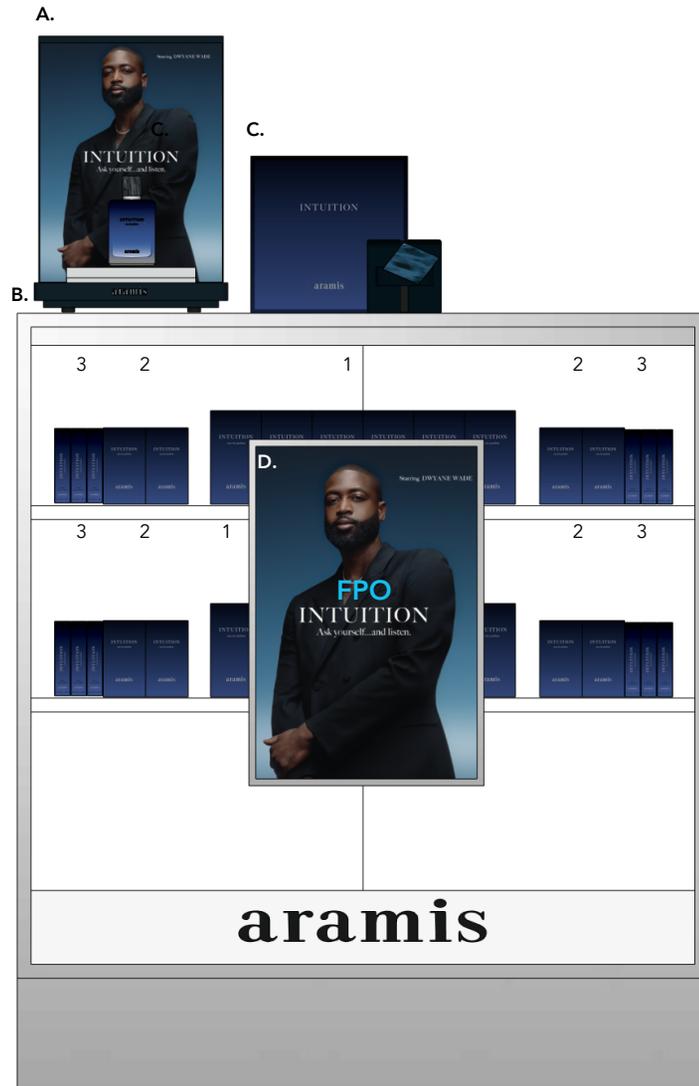


Details

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

Top Of Counter

- A. Counter Tester
- B. Blotter Holder
- C. Intuition Gift Set
- D. In Case Graphic



Details

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

Top Of Counter

- A. Counter Tester
- B. Blotter Holder
- C. Intuition Gift Set
- D. In Case Graphic

COLLATERAL



Visuals / 2 Blocks



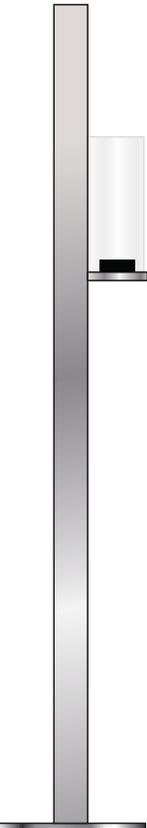
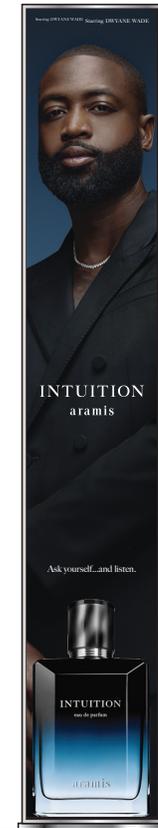
FSU



TOC



CSV



aramis

Dillards Men's Launch
Fall 2025



Details

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

- A: Hero Counter Tester:
10.5"w x 10.5d" x 15"h
- B: Blotter Holder
- C: Sidecar:
5.5"w x 5.5d" x 9.646"h

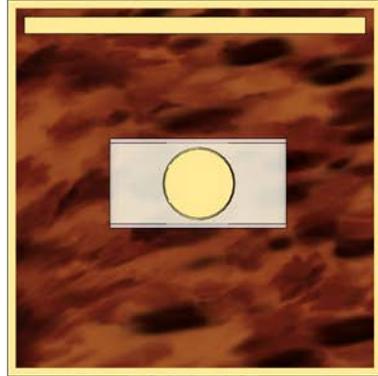
Note: The graphics will come pre-assembled in the unit



B. BLOTTER HOLDER



A. TOP VIEW
MAIN UNIT

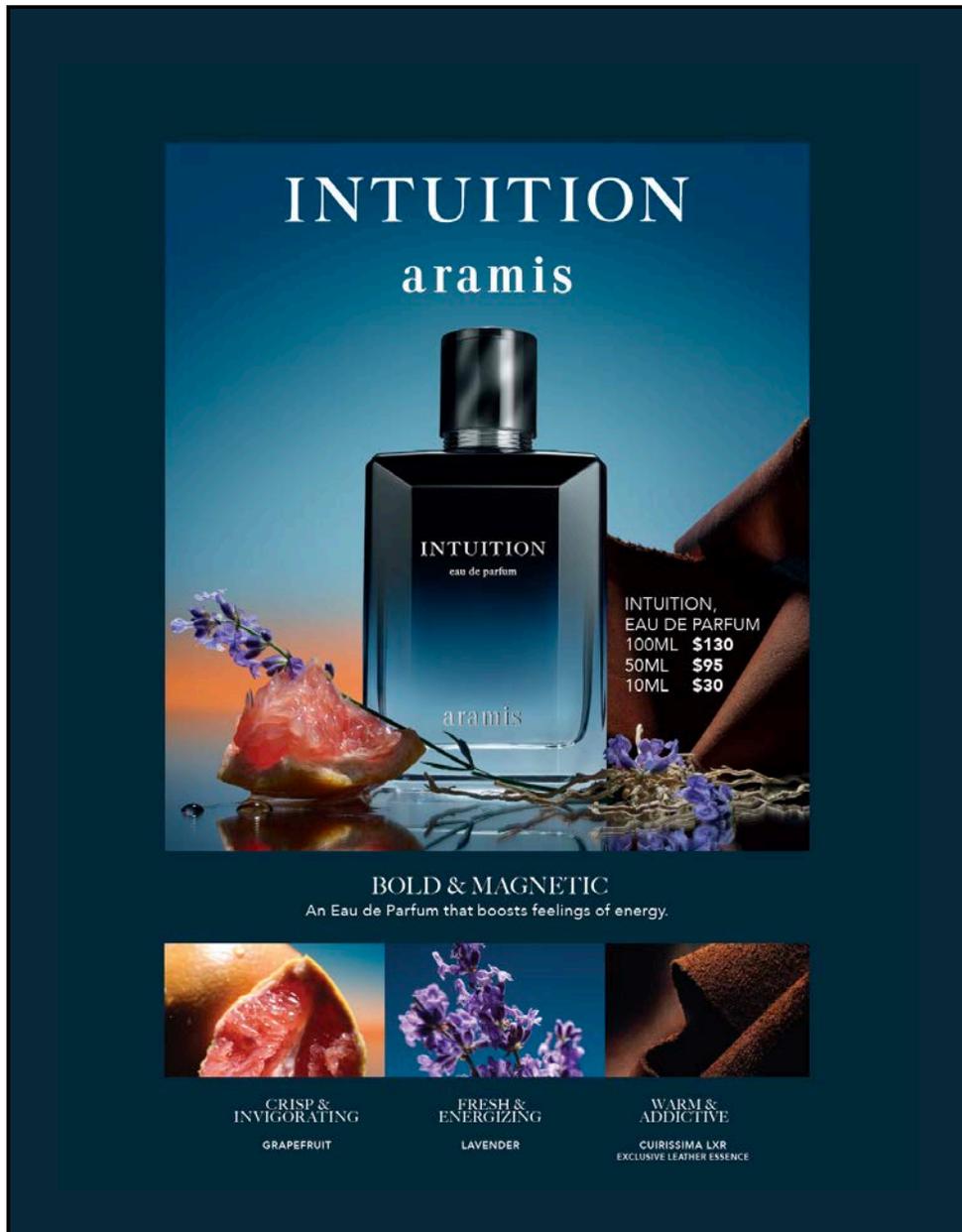


C. TOP VIEW
EDIT TRAY

Details

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

- A: Hero Counter Tester:
10.5" w x 10.5d" x 15" h
- B: Blotter Holder
- C: Sidecar:
5.5" w x 5.5d" x 9.646" h



Details

» Back panel graphic with product details and pricing

» Graphic Size:
8.5" w x 11" h



Graphic located on the back of the shown tester display

Details

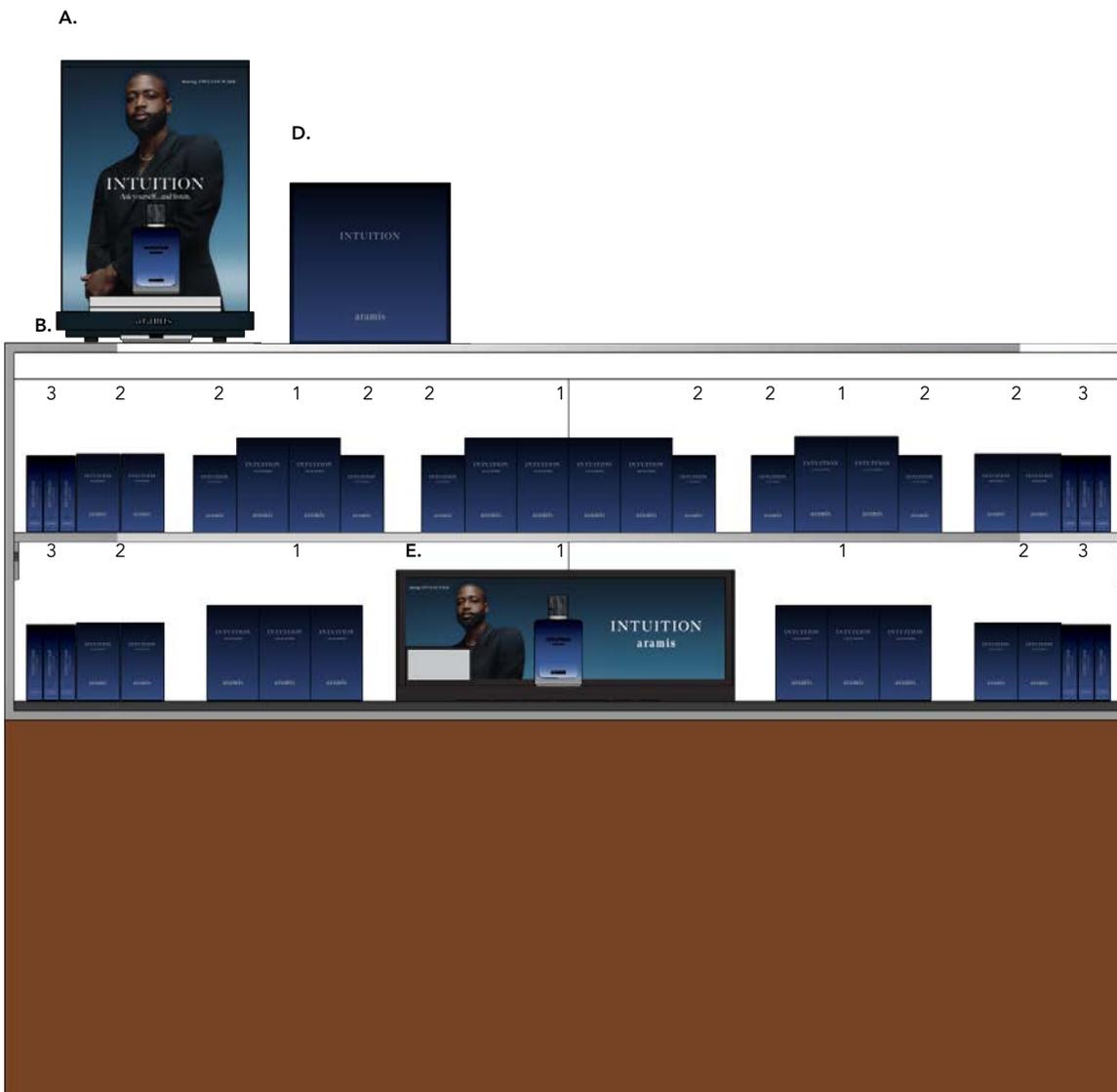
» Launch graphic to be shipped to store for assembly



In Case Merchandiser



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



Details

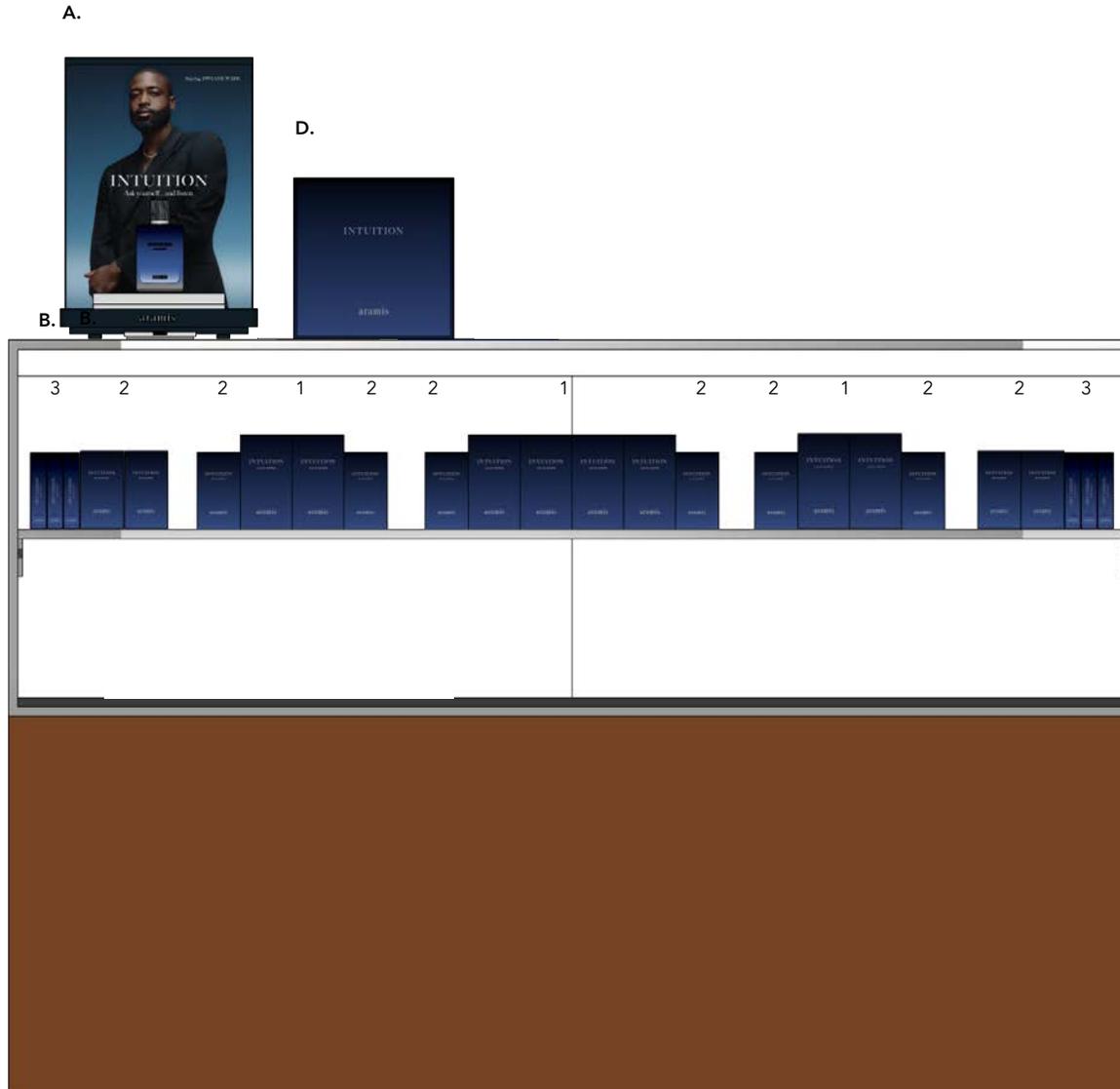
- Intuition
- 1. 100ml Cologne
- 2. 50ml Cologne
- 3. 10ml Cologne

Top Of Counter

- A. Intuition Tester Unit
- B. Blotter Holder
- C. Classic Tester Unit
- D. Intuition Gift Set
- E. In Case Merchandiser



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



Details

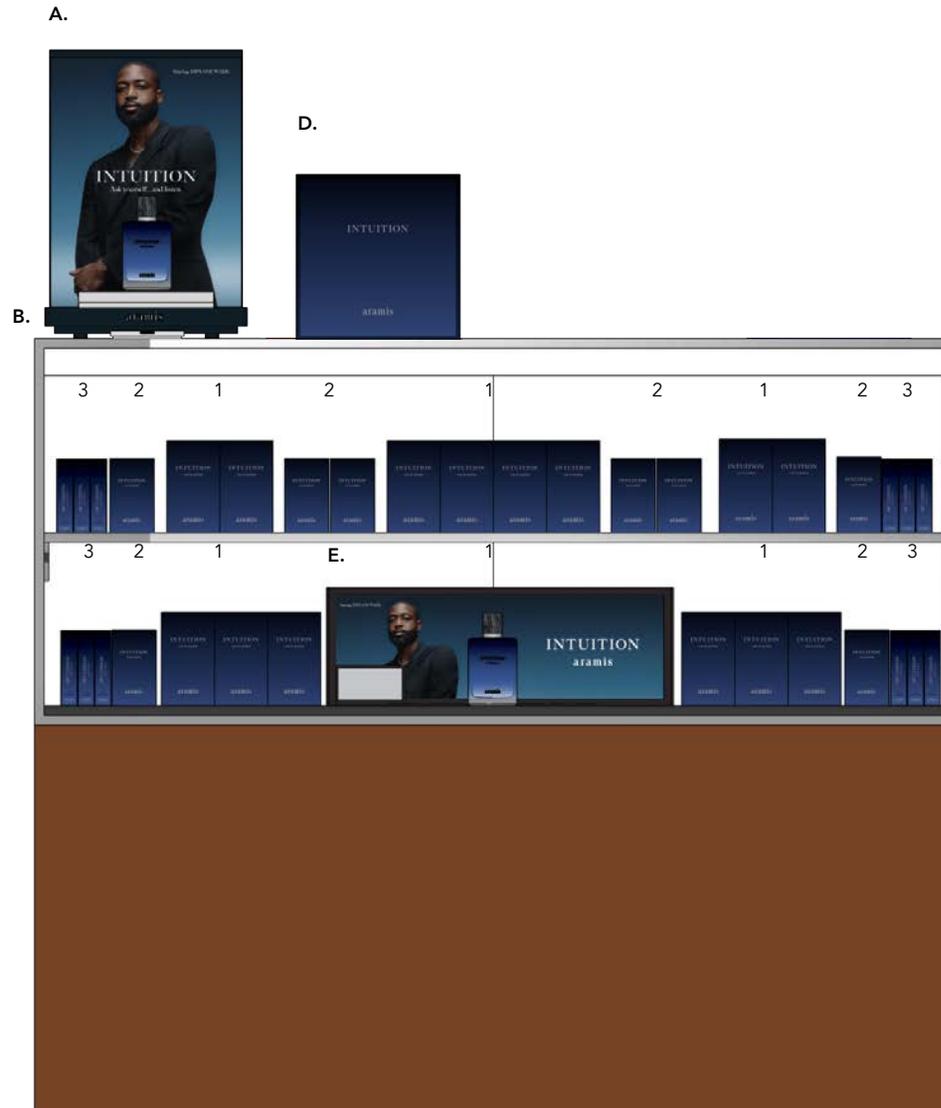
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- 3. 10ml Cologne

Top Of Counter

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- C. Classic Tester Unit
- D. Intuition Gift Set



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



Details

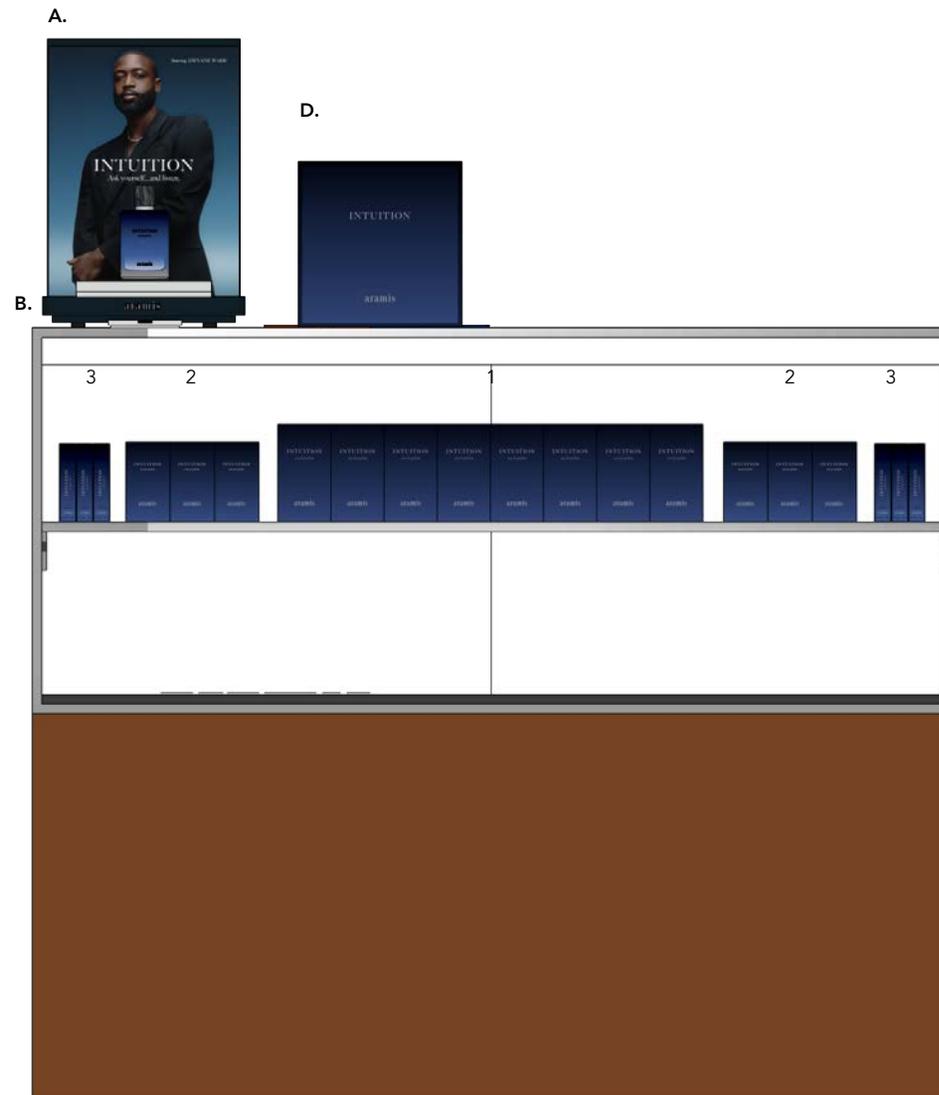
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- 3. 10ml Cologne

Top Of Counter

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- C. Classic Tester Unit
- D. Intuition Gift Set
- E. In Case Merchandiser



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



Details

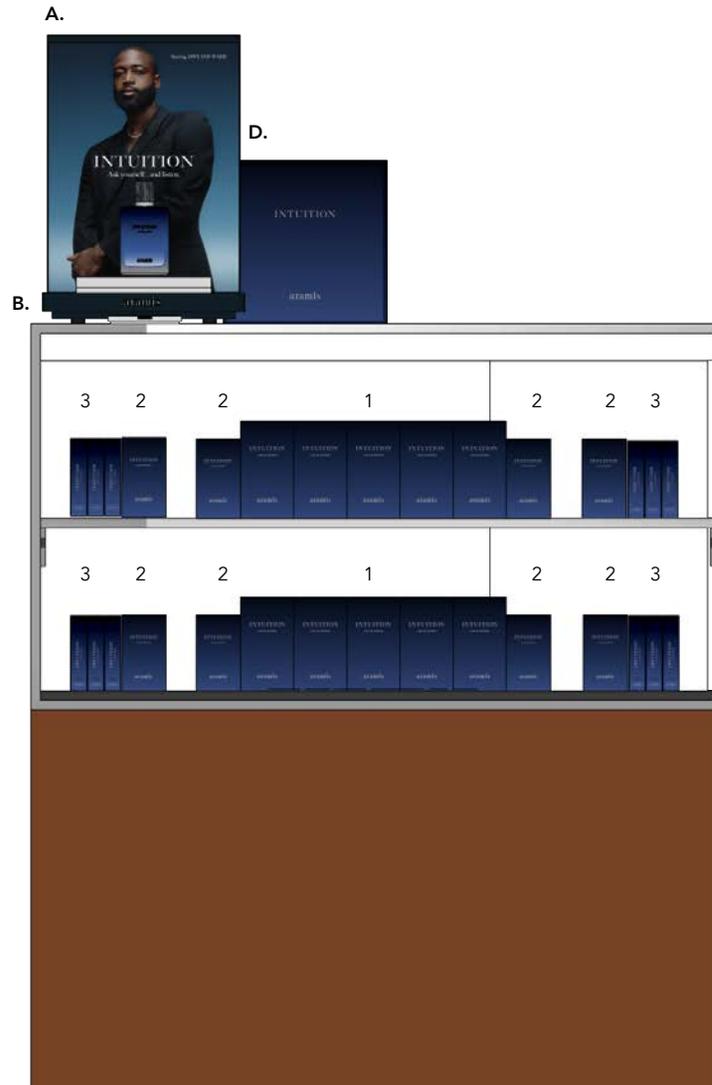
- Intuition
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 3. 10ml Cologne

Top Of Counter

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



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



Details

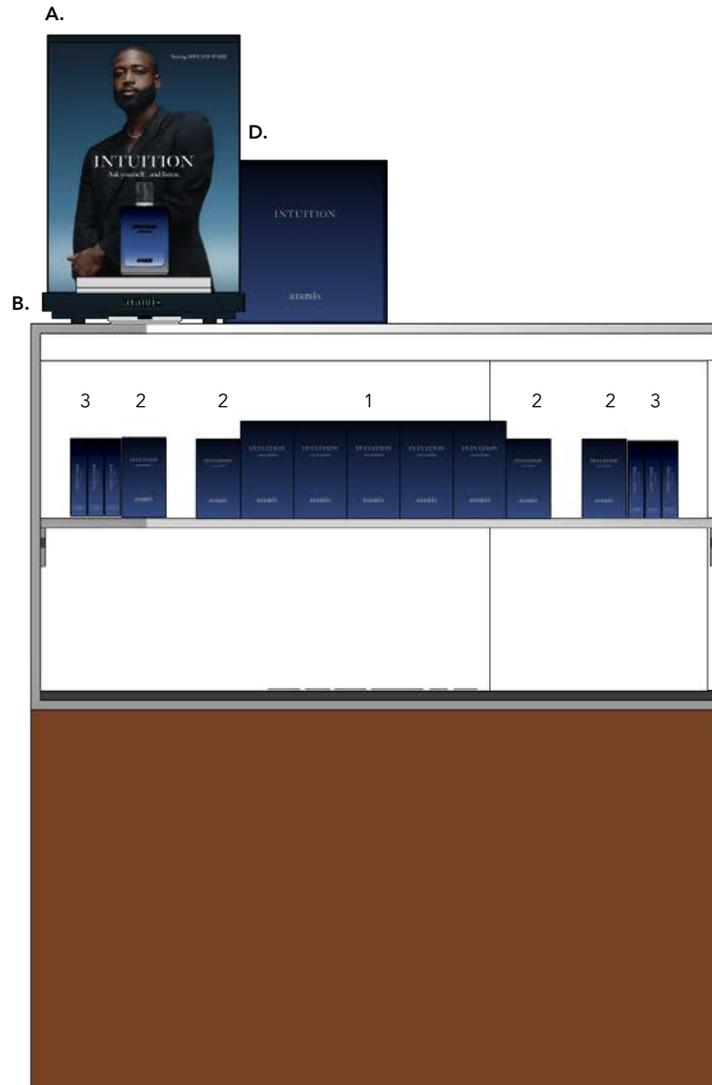
- Intuition
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 3. 10ml Cologne

Top Of Counter

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



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



Details

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

Top Of Counter

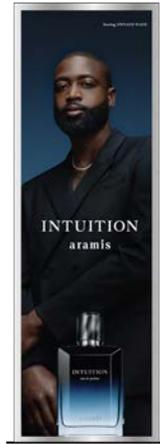
- A. Intuition Tester Unit
- B. Blotter Holder
- C. Classic Tester Unit
- D. Intuition Gift Set



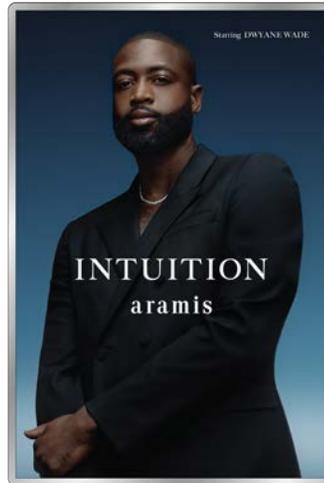
COLLATERAL



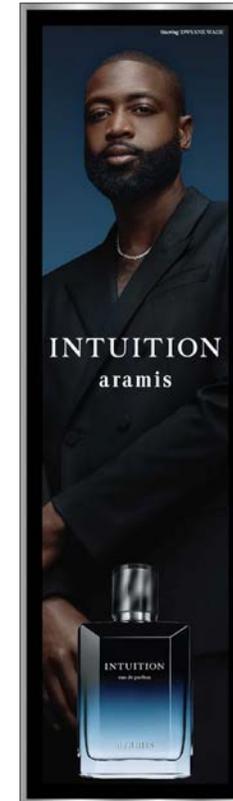
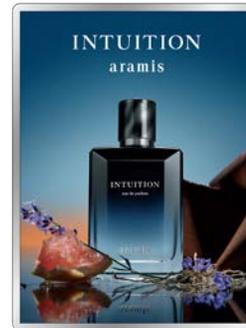
In Case Merchandiser



CTU



Ledge Images



Tara Unit

Balmain

Visual Merchandising SP26 Jan- June

Contact pointofsalesupport@estee.com for by door planogram



Bobbi Brown

Visual Merchandising SP26 Jan- June



Your Spring '26 Education Tools have arrived!

Spring '26 Top Product At-A-Glance:

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

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

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

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



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

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

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

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

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

10-minute QCS Cards:

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



Get the Look Key Ring Cards:

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



Hardware/Accessories

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



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

Lock Set



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

10 ft. Lightning Cord



PRODUCT DETAILS
 Code: N/A
 Doors: All doors with iPads

Clinical Reality Counter Sign 8.5" x 11"



PRODUCT DETAILS
 Code: VHXZ701001
 Doors: All doors with iPads

Non-Lit AboveTek Stand



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

Base Sticker for AboveTek Stand + VM Guidelines



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

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

Place mat



PRODUCT DETAILS
 Placemat Code: VHXY601001
 Doors: All doors with iPads

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

iPad Support

iPad Navigation Guide

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



Scan QR to access iPad Navigation Guide

Tech Related Questions?

Reach out to the Retail Help Desk

Email: usrthelp@estee.com
 Phone: (877) 354 - 3375

iPad Usernames

Clinique Clinical Reality Remote Management Usernames by Door.



Scan QR to access iPad RM Usernames

Need iPad Accessories?

Contact Point of Sale

Email: PointOfSaleSupport@estee.com

Tester Units

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



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

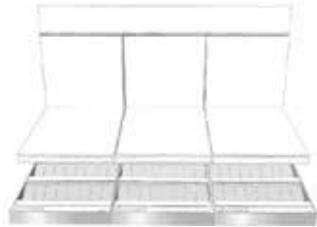


Story-Telling Unit Kit of Parts

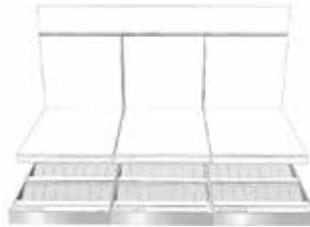


Sliver (x4)
***NOTE:** Stores need to keep all 4 slivers on counter. **KEEP** all parts + pieces.

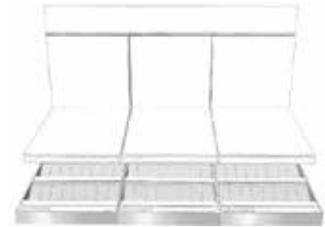
TREATMENT MAIN LINE UNITS



Treatment Bar (Full + Reduced Doors)



Cleanser Bar (Full + Reduced Doors)



Specialty Bar (Specialty Doors)

COLOR MAIN LINE UNITS



Foundation Bays (Full Doors)



Foundation Bays (Reduced Doors)



Foundation Bays (Specialty Doors)



Lip & Cheek (All Doors)



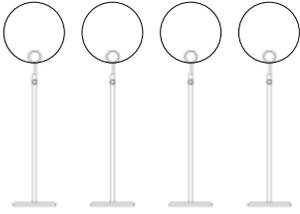
Mascara, Eye shadow + Eyeliner Slivers (All Doors)



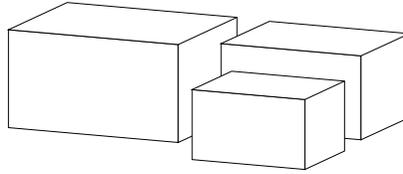
Foundation Dramming Unit

Collateral Units

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



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



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



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

INCASE



- 20" x 7.5" Incase Plexi Signage



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

PRODUCT ON GLASS



- 7.5" x 7.5" POG Plexi Signage



- 20" x 7.5" POG Plexi Signage

EVENT KITS



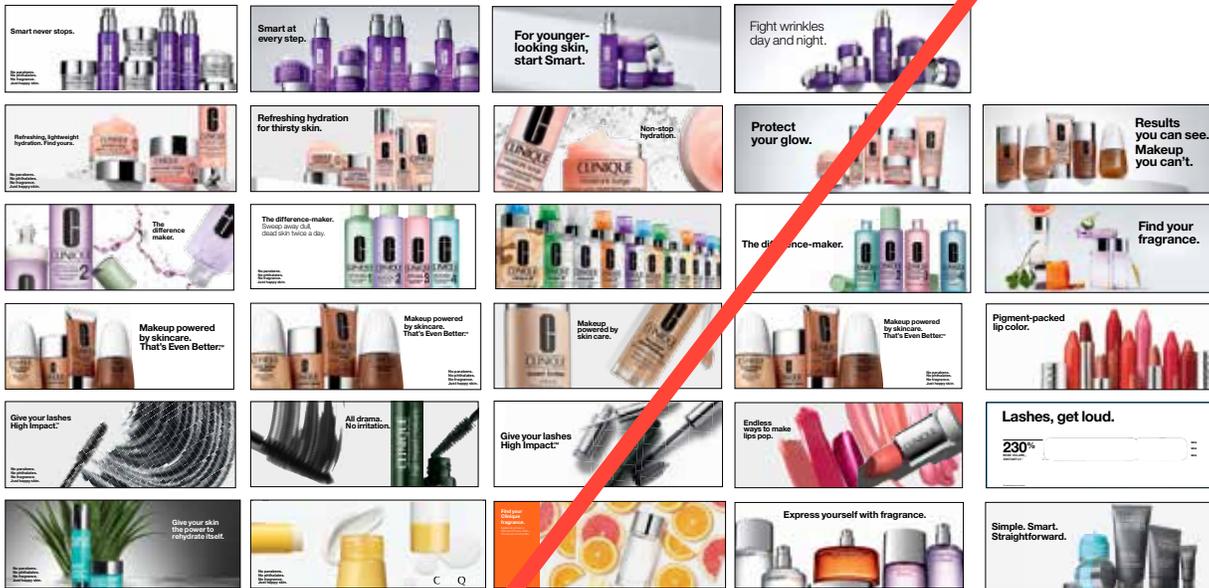
- Event Kits
***shipping to field executives**

 The following graphics should no longer be in-store.

• Spring 2026 To Discard

• Discard from previous seasons

20" x 7.5" PLEXI INCASE & POG



INCASE BOX



TESTER UNITS



 The following lightboxes should no longer be in-store.

• Spring 2026 To Discard

• Discard from previous seasons



TOP DOORS (5A-A)

*NOTE: Top Doors have 4 launch LBXs



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

(CURRENT)	JANUARY	FEBRUARY	MARCH
<p>REMINDER: Holiday lightboxes 5A-2A revert to previous Fall '25 lightbox images after Holiday in January 2026.</p> <p>LBX #1 Launch</p>  <p>Holiday 3-Step</p> <p>-OR-</p> <p>LBX #2 Launch</p>  <p>Holiday 3-Step</p> <p>-OR-</p> <p>LBX #3 Launch</p>  <p>Holiday Happy</p> <p>LBX #4 Launch</p> <p><i>(if you have a 3rd treatment area)</i></p>  <p>Moisture Surge Glow (F'25 Assets - "NEW" Removed)</p>	<p>NEW</p>  <p>Chubby Lip</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.

NON-TOP DOORS (B-E)

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

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

	(CURRENT) DECEMBER	JANUARY	FEBRUARY	MARCH
LBX #1 Launch  3-Step (F'25 Assets)	→			
LBX #2 Hero  Foundation Hero (F'24 Assets)	→			
-OR-				
Even Better Vitamin Makeup (S'25 Assets)	→	 Chubby Lip	→	
LBX #3 Hero  Moisture Surge 100H Hero (F'23 Assets)	→			

LBX #4,5,6
Heroes Based on zoning



Smart Hero (F'23 Assets)



Black Honey (S'24 Assets)



Fragrance Hero (F'23 Assets)



Fragrance Hero (Horizontal Ratio)



CFM Hero (F'23 Assets)



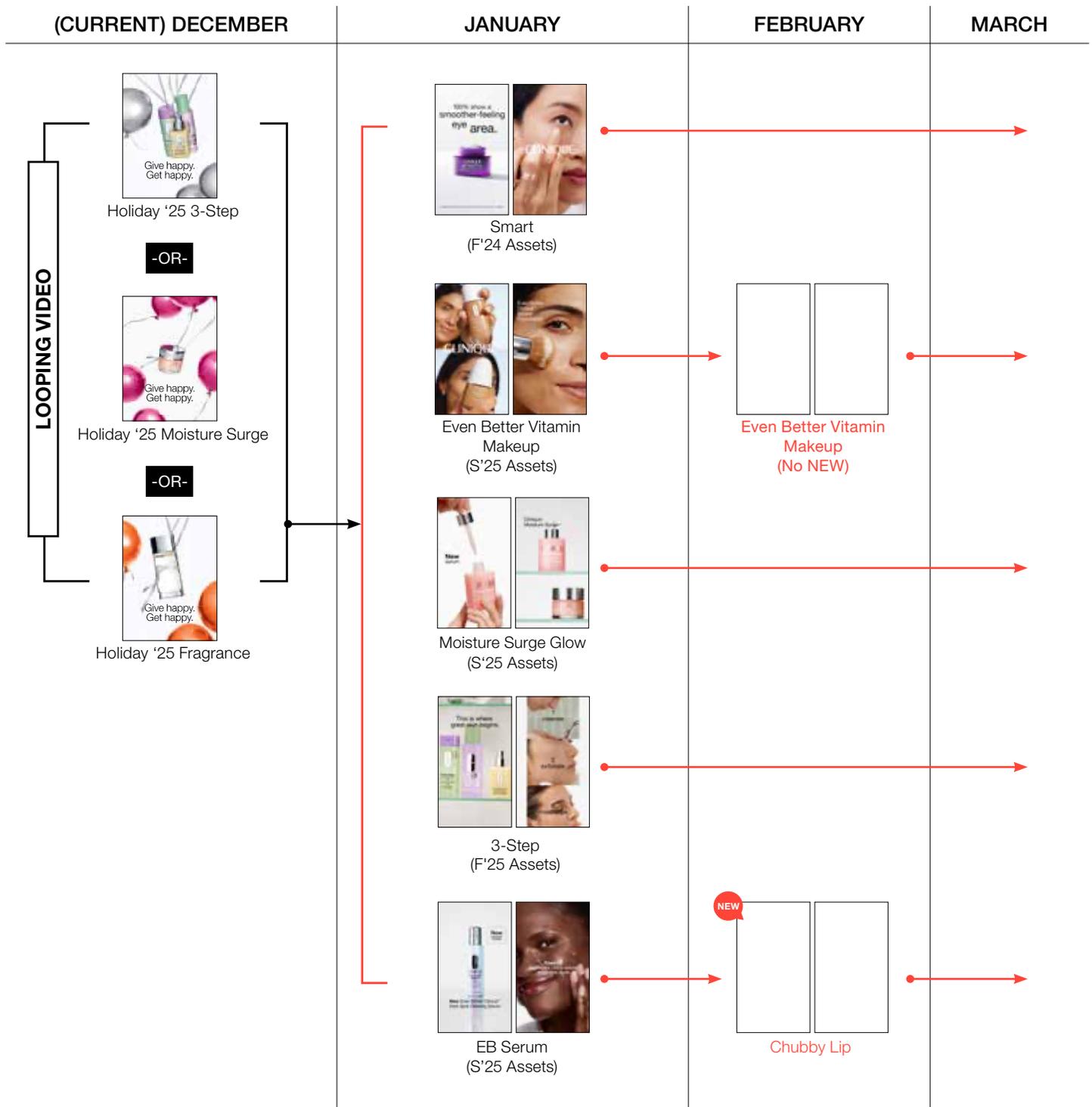
Skin School (F'24 Assets)



Active Derm Lab Coat (F'24 Assets)

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

VIDEO: Select Doors



Maintenance Process

- STEP 1** Field sends in request to correct issue through POS COE.
- STEP 2** R&M team communicates issues to VID.

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

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

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

(CURRENT) DECEMBER

JANUARY

FEBRUARY

MARCH

Story Telling Unit #1

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



DDML SPF/DDM/3-Step Story
Update Code: VG1L-70

TOP DOORS:



UV Solutions
Graphic Code: **VHEQ-70 TOP DOORS**
Glorifier Code: **VHFB-60 TOP DOORS**

NON-TOP DOORS:



Graphic Code: **VHER-70 NON-TOP DOORS**

Story Telling Unit #2

SELECT DOORS ONLY (57 DOORS)

TOP DOORS:



NON-TOP DOORS:



Moisture Surge 100H + Glow Serum
July '25 Update
Update Code: VG0F-70
Glorifier Code: VDZ3-60
**(NOTE: Glorifier for Top Doors;
Non Top Doors received updated
micro riser graphic)**
Doors: **SD**

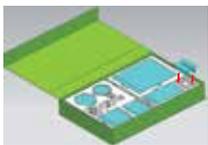
EXISTING



3-Step
Update Code: VG1L-70



3-Step (SRP Update)
Update Code: VHJK-70



Story Telling Unit Kit of Parts
Box Unit Code: VF35-60
Doors: **AD**
**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) DECEMBER

JANUARY

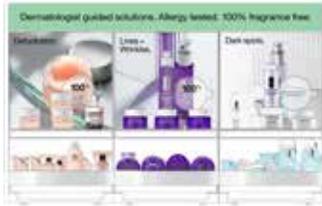
FEBRUARY

MARCH

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

Full & Reduced Doors

TREATMENT BAR



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

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

CLEANSER BAR



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

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

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

Specialty Doors



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

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

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

(CURRENT) DECEMBER

JANUARY

FEBRUARY

MARCH

 ***NOTE:** Please go to Makeup Units tab for details.

Full Doors

Model Header Code **(ALL VARIANTS)**
Update Code: VG1G-70 **FD RD SP**



Update Code: VG14-70 **FD**
- full commband + commbox SRP Update
Foundation Bar

Update Code: VG11-70 (Bays 1 & 2)
Update Code: VG1F-70 (Bays 3 & 4)

Locator Code: VGGA-60 **FD**
- B1S6: New Locator Commbox window + commbox base that is sonic sealed to commbox window



Reduced Doors

Model Header Code **(ALL VARIANTS)**
Update Code: VG1G-70 **FD RD SP**



Update Code: VG13-70 **RD**
- full commband + commbox SRP Update
Foundation Bar

Update Code: VG11-70 (Bays 1 & 2)
Locator Code: VGG9-60 **RD**

- B1S6: New Locator Commbox window + commbox base that is sonic sealed to commbox window



Specialty Doors

Model Header Code **(ALL VARIANTS)**
Update Code: VG1G-70 **FD RD SP**



Update Code: VG12-70 **SP**
- full commband + commbox SRP Update
Foundation Bar

Update Code: VG11-70 (Bays 1 & 2)
Locator Code: VGG8-60 **SP**

- B1S2: New Locator Commbox window + commbox base that is sonic sealed to commbox window



Hygiene Unit + Mirror
Hygiene Unit Code: KJRG-70
Mirror Unit Code: KJRF-70
Doors: **AD**



(CURRENT) DECEMBER

JANUARY

FEBRUARY

MARCH

 ***NOTE:** Please go to Makeup Units tab for details.

Full, Reduced and Specialty Doors



Update Code: VG1E-70
Model Header Update Code: VG0G-70
Locator Code: VGG7-60



Update Code: VHKE-60
- Graphics & Locators
(B1R2,3,4,6) + B1R4 Comm Box
graphic + B2,3,4 Graphics

Eye Units



Eye Liner Sliver
- includes acrylic top template +
vacform + graphic
Update Code: VGG0-60
Doors: **FD RD SP**



Eye Liner Sliver
- Graphic Update
Update Code: VHP8-70
Doors: **FD RD SP**



Eye Shadow Sliver
- includes acrylic top template +
vacform + graphic
Update Code: VGG2-60
Doors: **FD RD SP**



Mascara Sliver
Update Code: VG05-70
Doors: **FD RD SP**



Mascara Sliver
- Graphic Update
Update Code: VHR1-60
Doors: **FD RD SP**

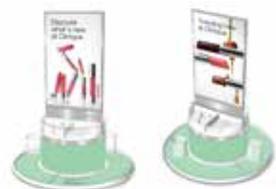


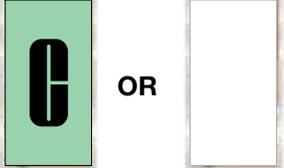
Jumbos Display Platform
Update Code: VG0W-70

*Use existing permanent
display platform for
merchandising Jumbo
products with graphic



SRP Update Code: VHP9-70

(CURRENT) DECEMBER	JANUARY	FEBRUARY	MARCH
<p>FRONT BACK</p>  <p>Foundation Feature Unit July '25 Update Code: VGG3-70 Doors: SD</p>			
<p>FRONT BACK</p>  <p>New & Trending Unit Unit Code: KRNJ-60 July '25 Update Code: VG0Z-70 Doors: SD</p>		<p>PLEASE KEEP EXISTING GREEN RISERS</p>  <p>Chubby + Honey Option Riser Graphic Update Code: VHYT-70 RESERVES SHIPPING DIRECT TO DOOR Doors: SD</p>	
<div style="border: 1px solid black; padding: 5px;"> <p>Asian Tester Feature Unit Graphic Update Code: V6ZE-70 Unit Code: KRNJ-60 Doors: SD</p> <p>Community Favorites Unit Graphic Update Code: V6ZF-70 Unit Code: V05X-60 Doors: SD</p> </div>			
 <p>Dramming Unit SD Unit Code: KKW0-60 Graphic Update Code: VB02-70</p>			
<p>FULL DOOR REDUCED DOOR</p>  <p>CFM Unit Update Code: VG0Y-70 FD Update Code: VG0X-70 RD</p>		<p>SRP Update Update Code: VHP3-70 FD Update Code: VHP4-70 RD</p>	

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

(CURRENT) DECEMBER

JAN

FEBRUARY

MARCH



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



Moisture Surge



Smart



Clarifying Lotions



DDMs



Foundation



Lip



Mascara



Clinique For Men



Fragrance

July '25 Incase Plexi
PPK Code: VG0R-70



Belk GWP (2/3 - 2/23)
Code: VGYG-70



UV Solutions



Chubby

Feb '25 Incase Plexi
PPK Code: VHJN-70



ENG



ES

Dillard's GWP (3/6 - 3/26)
Code: VGYF-70 E
Code: VGYE-70 ES



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



July '24 Incase Box
Full PPK Code:
VAZD-70



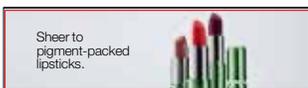
Moisture Surge Glow
+ Mascara Eye Safety
Message
MARCH OCD
Code: VELB-70



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.



Chubby Lip
Update Code: VHJM-70

(CURRENT) MARCH



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



Moisture Surge Glow



Clinique For Men



Sun & Body

July '25 POG Plexi
PPK Code: VG0Q-70



Clarifying Lotions



Smart



Foundation Family



Fragrance

JANUARY

FEBRUARY

MARCH



3-Step



UV Solutions

POG Plexi
PPK Code: VHJP-70



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

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



TTDO



Acne



Smart



Smart



EBCI



Moisture
Surge



DDML



Generic
Foundation



EBCF



EBMU



BP



My Happy



Happy



Aromatics



CFM

POG Plexi
PPK Code: VG0P-70



Derm
Concern
Code:
VHK1-70



TTDO



Acne



UV Solutions

POG Plexi
PPK Code: VHJQ-70

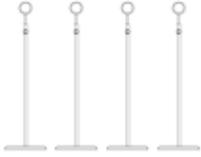
(CURRENT) DECEMBER

JANUARY

FEBRUARY

MARCH

Lollipop Signs



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



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

Lollipop Library
PPK Code: VDR8-70



Trending Now
(Existing from S'25)



Ask Me For A Free Sample
(Existing from S'25)



Discover What's New
(Existing from S'25)



AMPLIFICATIONS



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

EXISTING IN-STORE:



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

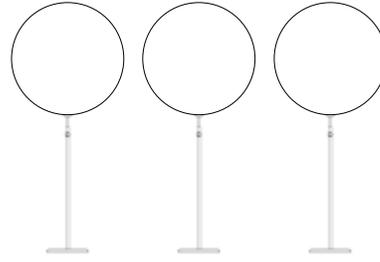


Valentine's Day
Code: VHBE-70



Derm Concern
Code: VHK2-70

Lollipop Library
PPK Code: VHJG-70



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



Amplification Prepack
Code: VHHL-70

INCLUDED:

Lollipop Amps: April Makeup, May Skincare
Counter Signs Amps: February Lash Day, April Makeup, May Skincare

***NOTE:** HOLD AMPS FOR APRIL/MAY OCD.

(CURRENT) DECEMBER

8.5" x 11" Counter Signs



JANUARY



Derm Concern
Code: **VHK3-70**

FEBRUARY



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

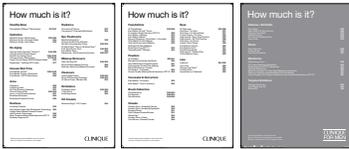


National Lash Day
2/19 - 2/22 OCD
(**Amplification Prepack**)
Code: **VHHL-70**

INCLUDED:
Lollipop Amps: April Makeup, May Skincare
Counter Signs Amps: Feb Lash Day, April Makeup, May Skincare
NOTE: HOLD AMPS FOR APRIL/MAY OCD.

MARCH

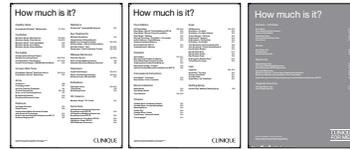
EXISTING IN-STORE:



How Much Is It Signs
Update Code: **VAZJ-70**



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



How Much Is It Signs
Code: **VHJF-70**

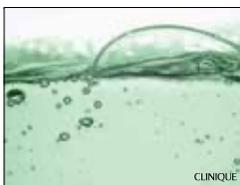


Clinical Reality Counter Sign + Mat
Counter Sign Code: **VHXZ-70**
Mat Code: **VHXY-60**

EXISTING IN-STORE:



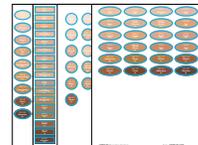
Skin School Services
Sign Code: **VB07-70**



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



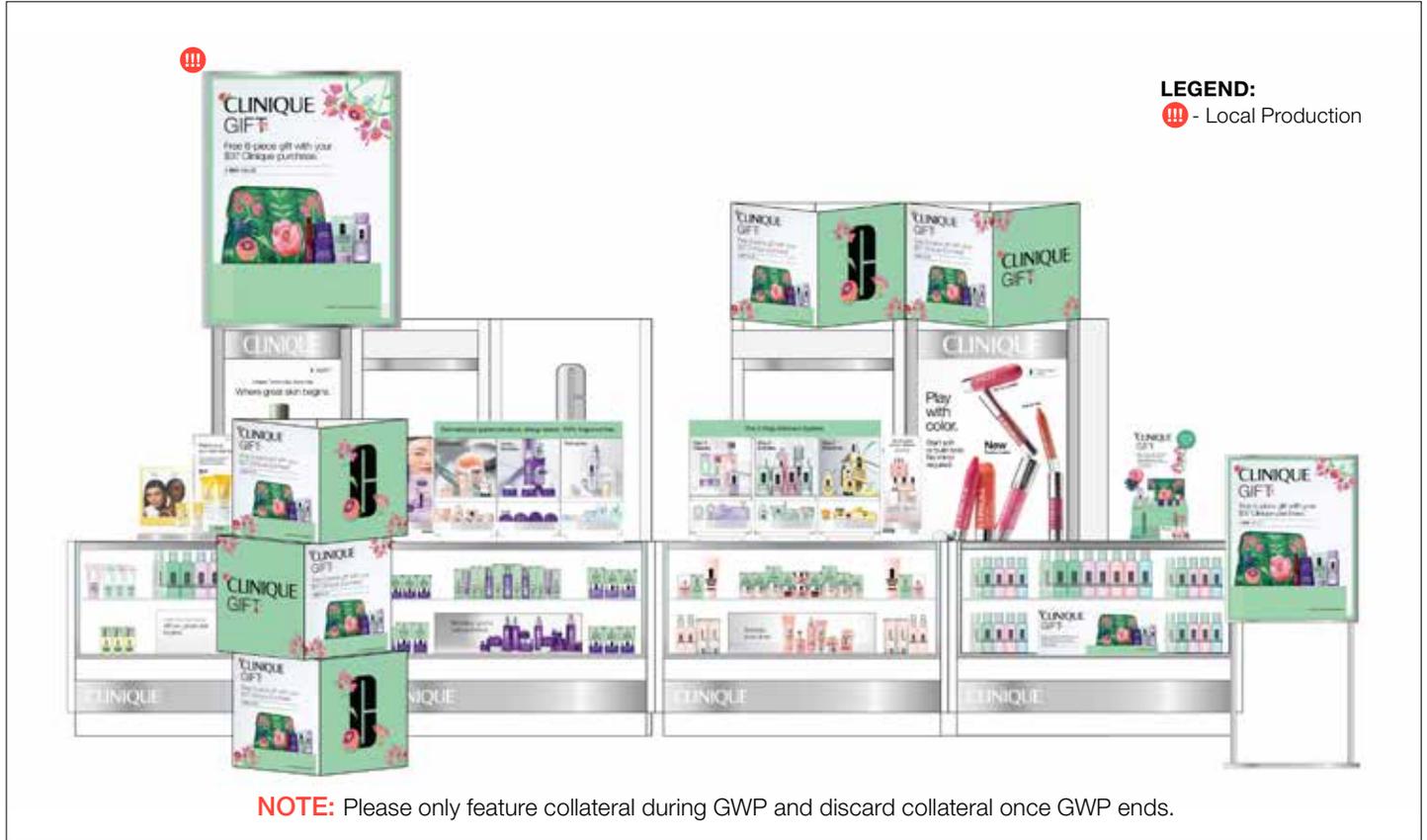
Consultant Tools F'25 Update
Code: **LOCAL PRODUCTION**



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

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

Overview



Collateral - All Clinique Production



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



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



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

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

Belk GWP Merchandising Unit PPK code: **VGYL-60**



Box Graphics



Base Mat



Graphic Cover

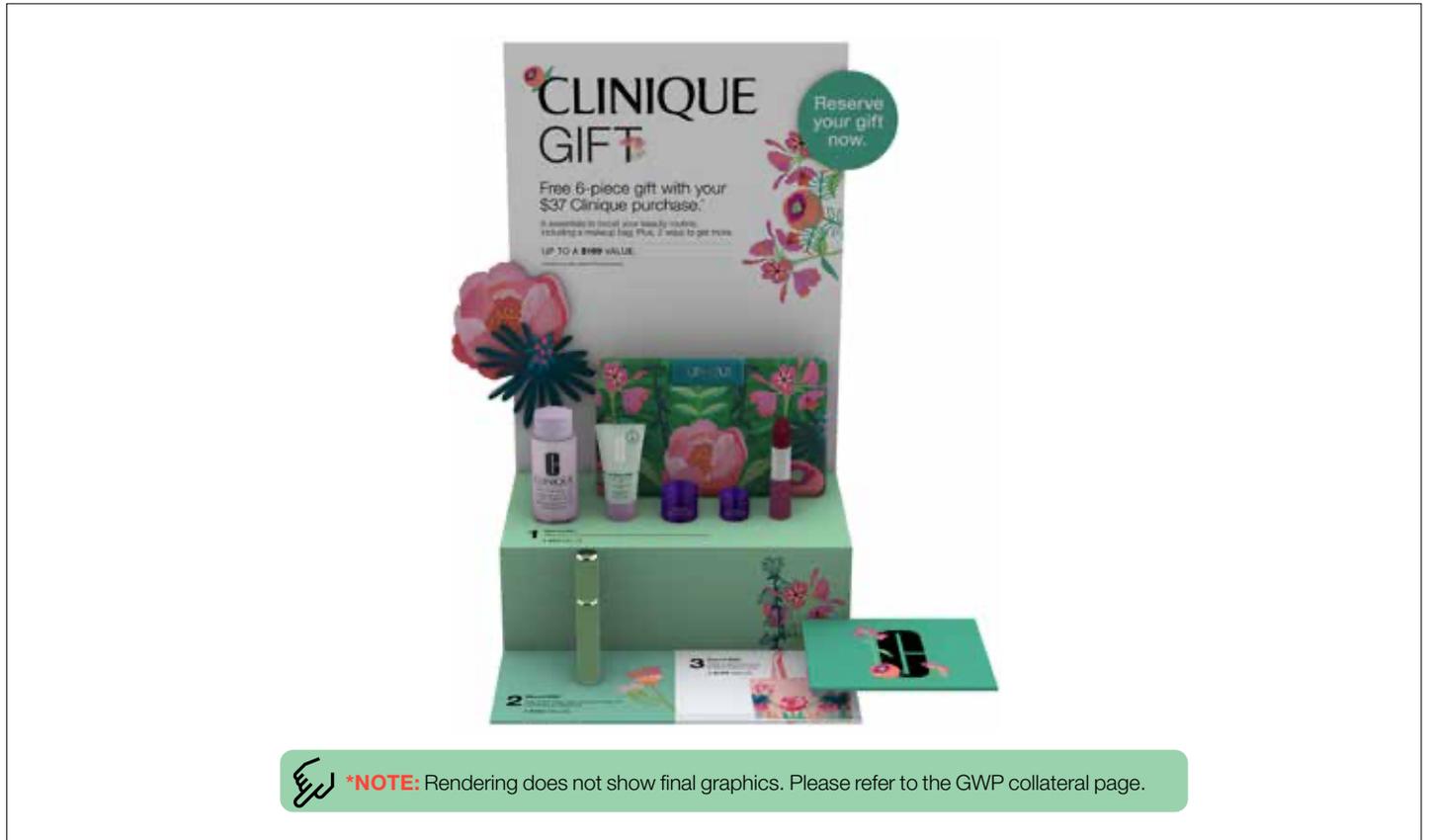


Riser (Front)



Riser (Back)

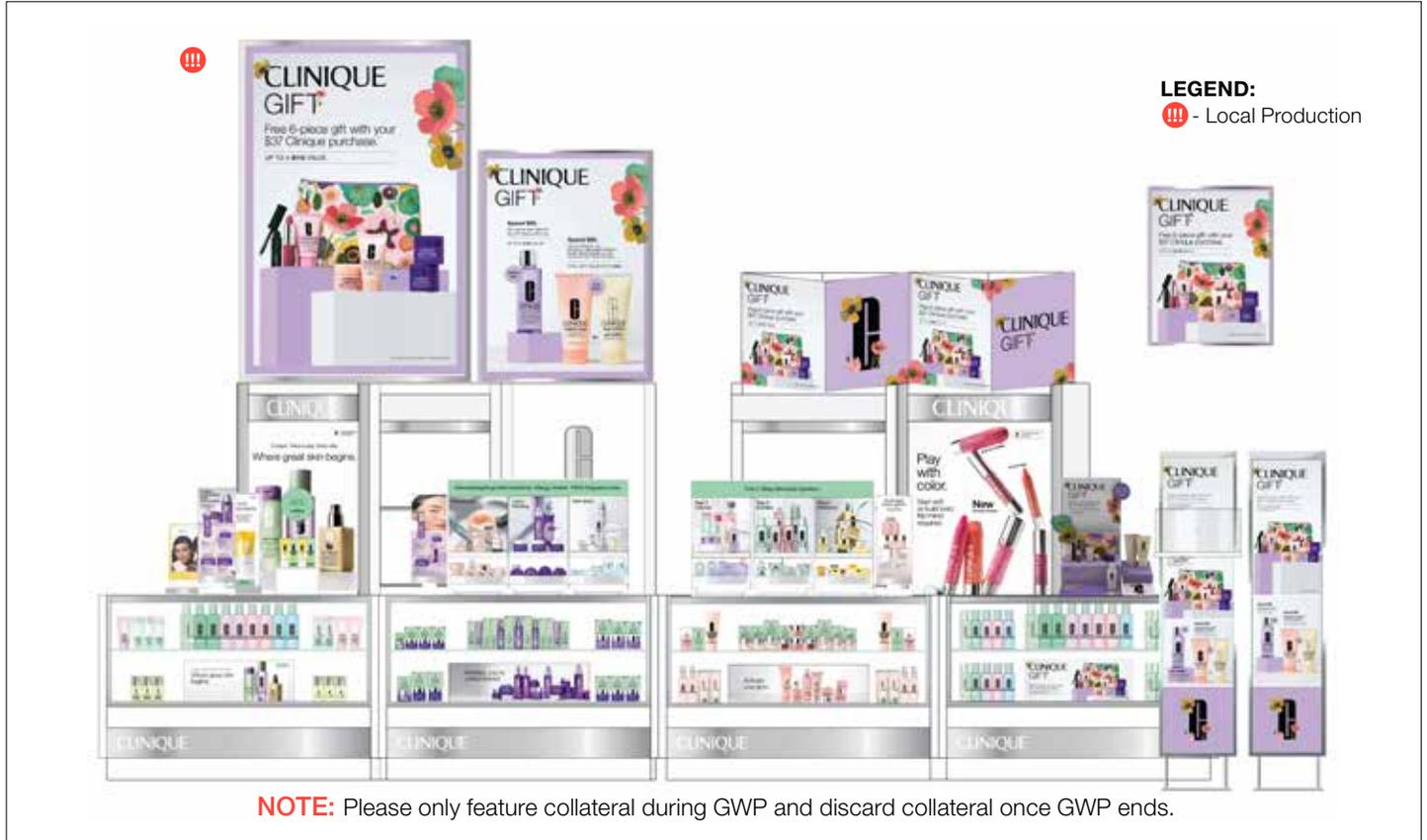
GWP Unit Product Line Up



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

STEP 1	STEP 2	STEP 3
<p data-bbox="224 1283 623 1308">Spend \$37 to take home 6 Clinique favorites..</p>  <ul data-bbox="196 1581 691 1732" style="list-style-type: none"> - Take The Day Off For Lids, Lashes, Lips (50ml Bottle) - All About Clean Liquid Facial Soap Mild (30ml Tube) - Clinique Smart™ Clinical Repair Wrinkle Correcting Cream (15ml Jar) - Clinique Smart™ Clinical Repair Wrinkle Correcting Eye Cream (5ml Jar) - Almost Lipstick (Shade: Black Honey) <p data-bbox="412 1791 461 1843">+</p> <p data-bbox="289 1879 574 1904">..including a limited-edition bag.</p>	<p data-bbox="867 1283 1122 1308">Spend \$60 to get a full-size..</p>  <ul data-bbox="846 1581 1122 1627" style="list-style-type: none"> - High Impact High Fi Full Volume Mascara (Full size) 	<p data-bbox="1230 1283 1528 1329">Spend \$80 to take it all home in a limited-edition tote.</p> 

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).



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

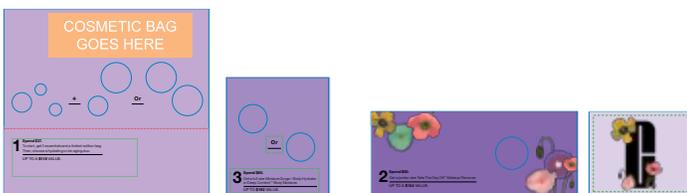


In-Case Plexi Graphic
20" x 7.5"
Code: **VGYF-70 E**
Code: **VGYE-70 ES**



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

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



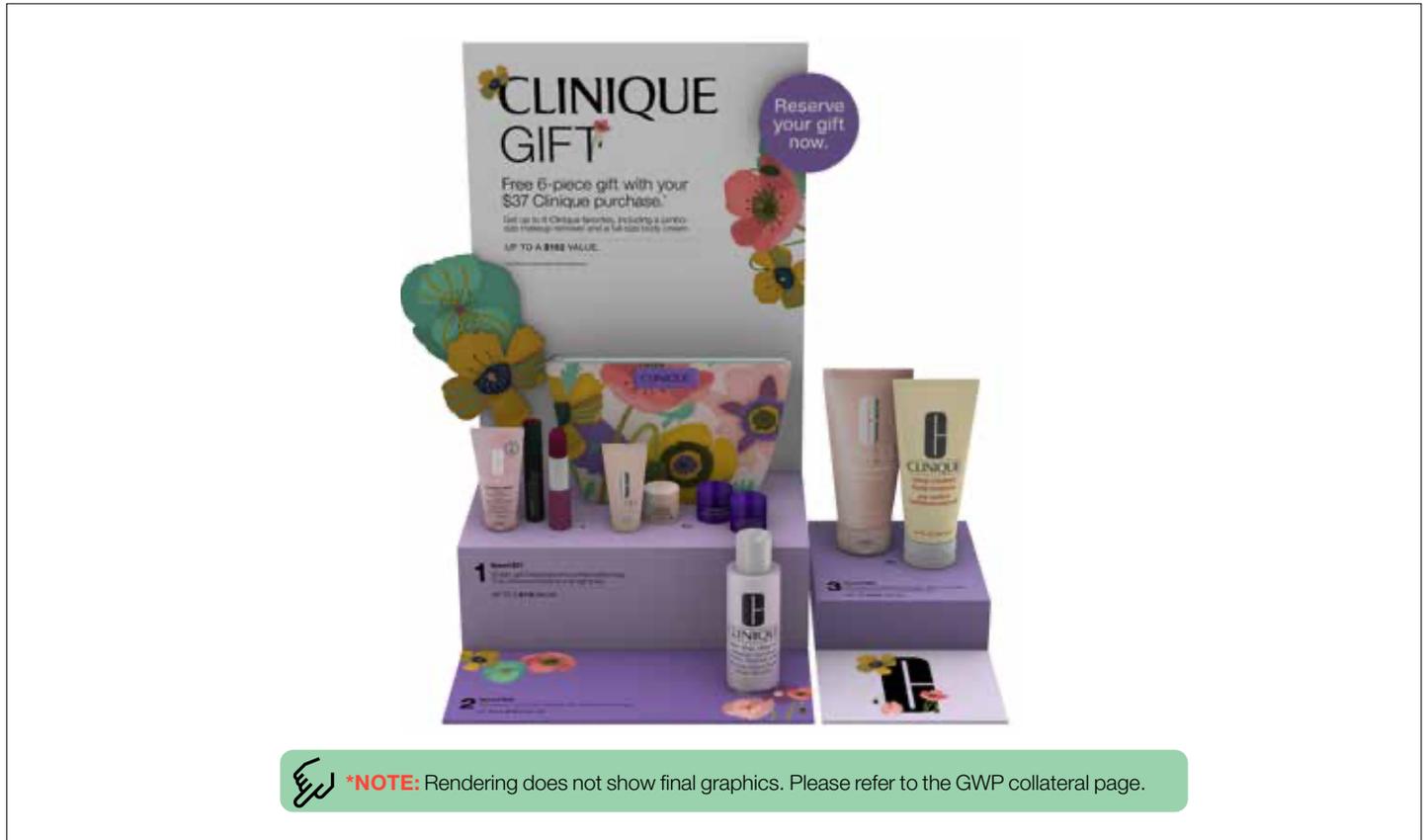
Box Graphics

Base Mat

Riser (Front)

Riser (Back)

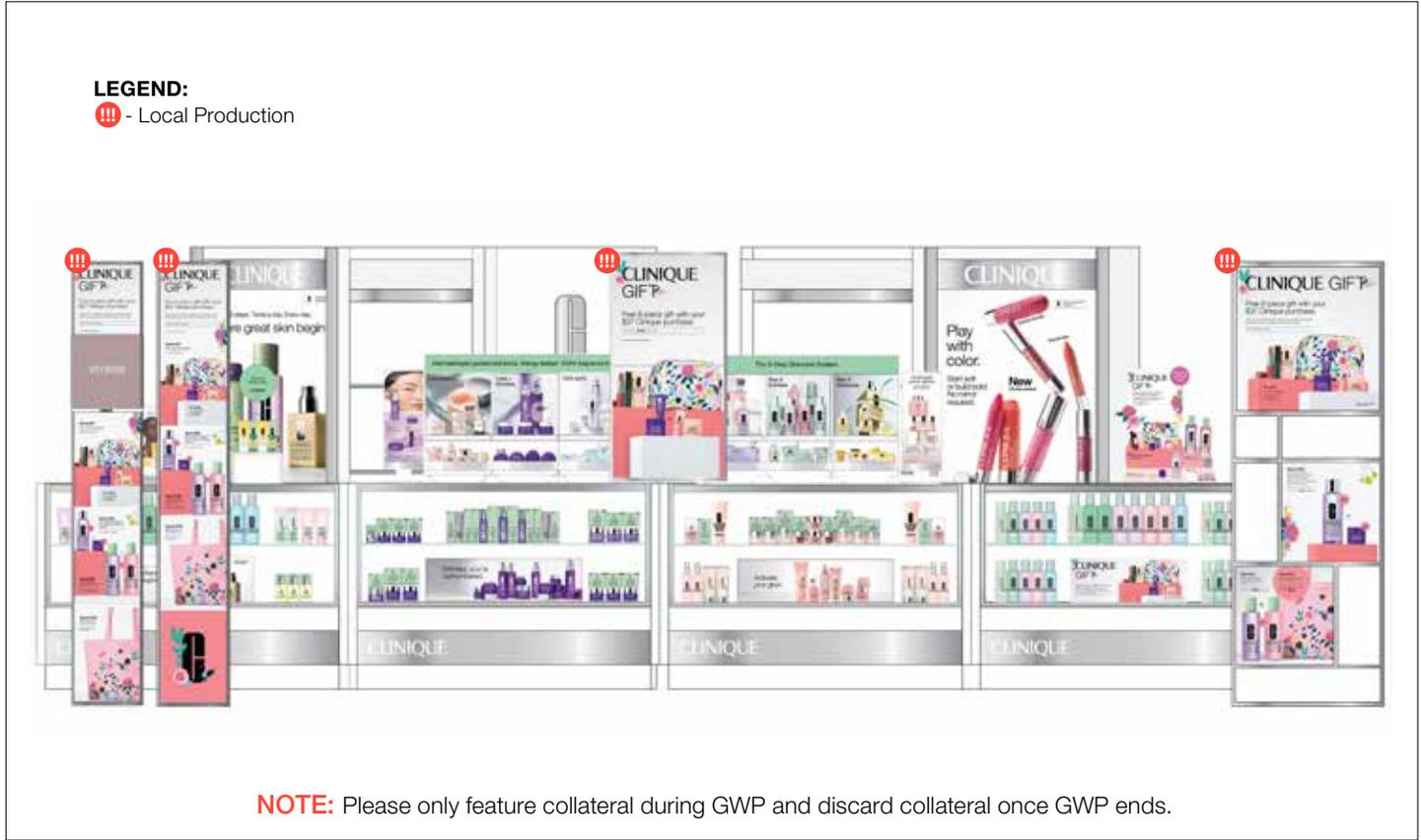
GWP Unit Product Line Up



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

STEP 1	STEP 2	STEP 3
<p data-bbox="256 1283 748 1329">Spend \$37 to get 3 essentials and a limited-edition bag. Then, choose a hydrating or de-aging duo...</p> <div data-bbox="167 1388 456 1570"> </div> <p data-bbox="492 1444 532 1472">OR</p> <div data-bbox="570 1388 865 1570"> </div> <ul data-bbox="155 1598 477 1707" style="list-style-type: none"> - All About Clean Rinse Off Foaming Cleanser 30ml Tube - Clinique Pop Longwear Satin Lipstick (Shade: Cute Pop) - High Impact Mascara (Shade: Black) <p data-bbox="155 1724 237 1747">CHOICE:</p> <ul data-bbox="155 1747 477 1833" style="list-style-type: none"> - Moisture Surge Overnight Mask (30ml Tube) - Moisture Surge 100 Hour Auto Replenishing Hydrator (15ml Jar) 	<p data-bbox="935 1283 1166 1329">Spend \$60 to get a jumbo full size..</p> <div data-bbox="1019 1381 1089 1633"> </div> <ul data-bbox="935 1654 1175 1698" style="list-style-type: none"> - Take The Day Off for Lids, Lashes, Lips (200ml Bottle) 	<p data-bbox="1263 1283 1511 1306">Spend \$80 to get a full size..</p> <div data-bbox="1252 1388 1523 1633"> </div> <p data-bbox="1365 1507 1406 1535">OR</p> <ul data-bbox="1252 1654 1523 1698" style="list-style-type: none"> - Deep Comfort Body Moisturizer (200ml Tube) <p data-bbox="1365 1713 1422 1740">OR</p> <ul data-bbox="1252 1761 1523 1806" style="list-style-type: none"> - Moisture Surge Body Hydrator (200ml Tube)

Overview



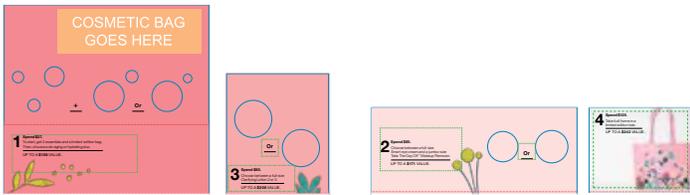
Collateral - All Clinique Production

***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

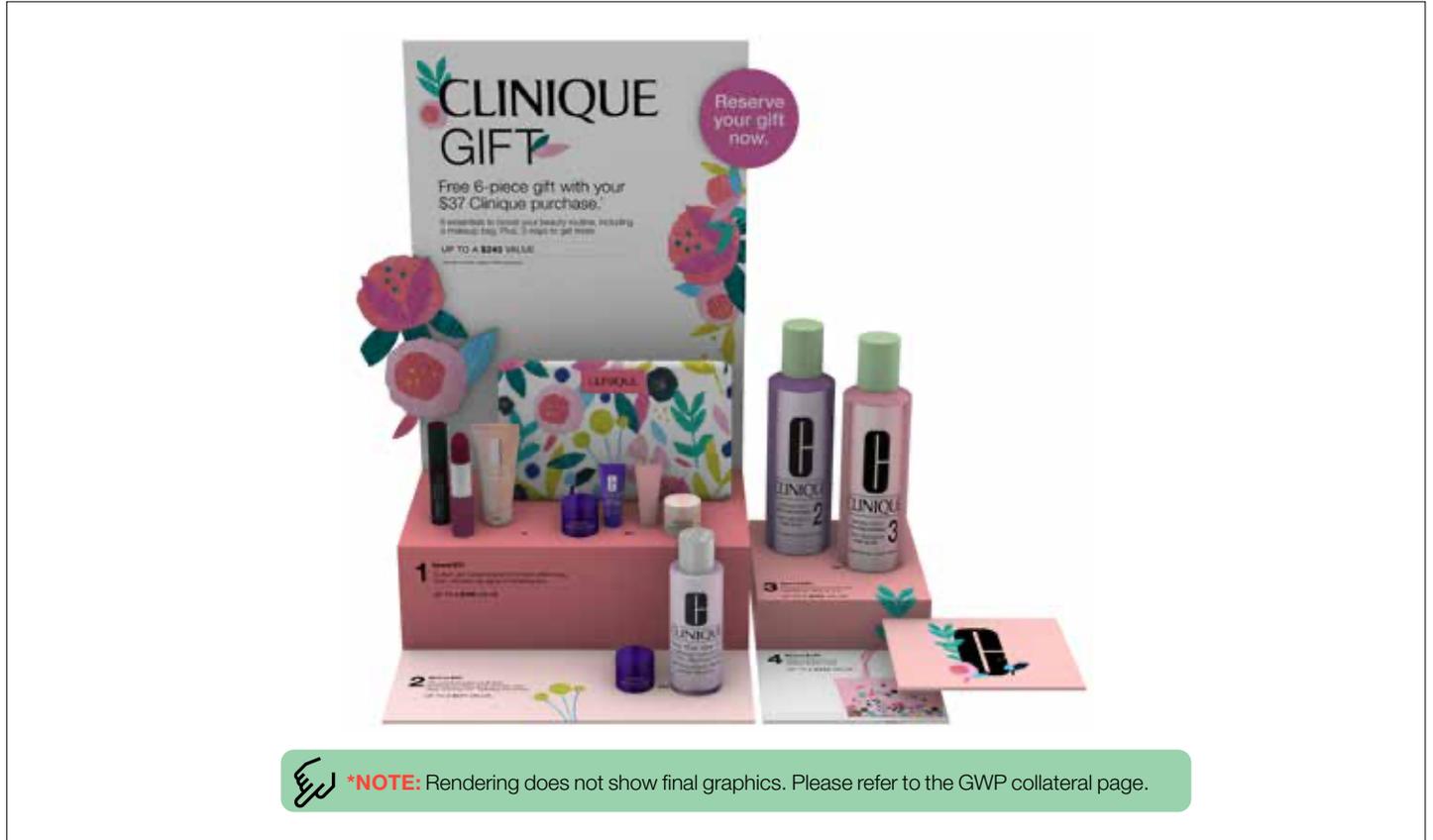
Base Mat



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"> - Clinique Pop Longwear Lipstick (Shade: Bare Pop) - High Impact Mascara (Shade: Black) - Moisture Surge Body Hydrator 30ml Tube <p>CHOICE:</p> <ul style="list-style-type: none"> - Moisture Surge 100 Hour 15ml Jar - Moisture Surge Glow Serum 5ml Tube 	<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"> - Take The Day Off for Lids, Lashes, Lips (200ml Bottle) - Smart Wrinkle Correcting Eye Cream (15ml Jar) 	<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> <ul style="list-style-type: none"> - Clarifying Lotion 2 or 3 (400ml) 	

Estee Lauder

Visual Merchandising SP26 Jan- June



DEPARTMENT STORES

ESTÉE LAUDER

Point-of-Sale Guidelines

SPRING 2026



	Currently on-counter	JAN	FEB	MAR	MAY-JUN
LAUNCH	 <p>SKINCARE TRENDING NOW UNIT SRP Update Only Select Doors Unit Code #: PG5E-60 Update Code #: GBAS-70</p>	<p>NOTE: Discard current Skincare Hybrid unit on counter and replace with new Skincare Hero Focus Unit.</p>  <p>NEW HERO FOCUS UNIT: SKINCARE Macy's Doors Only Remove current Trending Now Unit at counter and install this new unit Unit Code #: GD01-60</p>			
IN-CASE	 <p>PERFECTIONIST PRO IN-CASE PROP GRAPHIC All Doors Graphic Code #: TBD</p>  <p>SUPREME+ NIGHT BOUNCE IN-CASE PROP GRAPHIC All Doors Graphic Code #: GC9Q-70</p>  <p>ADVANCED NIGHT REPAIR SERUM & EYE LIFT IN-CASE PROP GRAPHIC All Doors Graphic Code #: GC97-70</p>	 <p>SUPREME+ SERUM IN-CASE PROP GRAPHIC Macy's Only Graphic Code #: G8QJ-01</p>  <p>ADVANCED NIGHT REPAIR SERUM & EYE LIFT IN-CASE PROP GRAPHIC All Doors Graphic Code #: GDML-70</p>		 <p>DAYWEAR CLEANSER IN-CASE PROP GRAPHIC All Doors Graphic Code #: GE14-70</p>	
LINE TESTER	 <p>NEW SKINCARE CORE UNIT Select Doors Remove current Skincare Line Tester Unit at counter and install this new unit Unit Code #: GCZK-60</p>	 <p>SKINCARE CORE UNIT Macy's Doors Update with new products and graphics Unit Code #: GCZK-60 Graphic Update Code #: GDXM-70</p>		 <p>SKINCARE CORE UNIT All Other Doors Update with new graphics Unit Code #: GCZK-60 Graphic Update Code #: TBD</p>	

	Currently on-counter	JAN	FEB	MAR-JUN
DEPARTMENT STORE	<div data-bbox="385 691 705 883" data-label="Image"> </div> <div data-bbox="344 897 742 1016" data-label="Text"> <p>RE-NUTRIV CORE UNIT Select Doors Update with new product and template Unit Code #: GCZL-60 Graphic Update Code #: Shipping Direct-to-Door Acrylic Update Code #: GDSF-60</p> </div>			

Select Doors Only
 All Doors

	Currently on-counter	JAN	FEB	MAR-JUN
LAUNCH	 <p>NOTE: DISCARD IPAD/IMATCH TRENDING NOW UNIT</p> <p>IPAD/IMATCH TRENDING NOW UNIT Update with new graphics Select Doors Unit Code #: PG5H-60 Graphic Update Code #: GCG5-70</p>		 <p>NEW HERO FOCUS UNIT: PRIORITY 2 Select Doors Install NEW Unit Unit Code #: GDQC-70</p>	
IN-CASE	 <p>TURBO LASH IN-CASE GRAPHIC Select Doors Graphic Code #: G1QA-70</p>  <p>PURE COLOR GLOSS STICK IN-CASE GRAPHIC Select Doors Graphic Code #: GB82-70</p>	 <p>PURE COLOR GLOSS STICK IN-CASE GRAPHIC Select Doors Graphic Code #: GDMT-70</p>		
LINE TESTER	 <p>COLOR LTU (56 LIP SHADE VARIANT) Remove graphic plugs and add new products All Doors with Color LTU Unit Code #: PG53-60</p>  <p>COLOR HYBRID LTU Boscov's, Independents, Blue Mercury, and Puerto Rico Doors Remove graphic plug to reveal new Glossy Lip Unit Code #: TBD Update Code #: GCGB-70</p>		 <p>NEW COLOR CORE UNIT Select Doors Remove current Color Line Tester Unit at counter and install this new unit Unit Code #: GCZS-60</p> <p>NOTE: Discard current Color line tester unit on counter and replace with new Color Core Unit.</p>  <p>NEW HERO FOCUS UNIT: COLOR Select Doors Remove current Color Hybrid Unit at counter and install this new unit Unit Code #: GD00-60</p> <p>NOTE: Discard current Color Hybrid unit on counter and replace with new Color Hero Focus Unit.</p>	

 Select Doors Only
 All Doors

	Currently on-counter	JAN	FEB	MAR	APR-JUN
LAUNCH	 <p>DRAMMING UNIT New graphic updates on all panels Select Doors Unit Code #: PNIP-70 Graphic Update Code #: GA78-70</p>	 <p>NEW DRAMMING UNIT Remove current dramming unit and replace with new unit Select Doors Unit Code #: GDFT-60</p>			
	 <p>DRAMMING PEDESTAL Foundation Panels Update Select Doors Pedestal Code #: P4EE-60 Pedestal Update Code #: GA78-70</p>  <p>COLOR/FOUNDATION TRENDING NOW UNIT Update with new templates and graphics Select Doors Unit Code #: PG5F-60 Update Update Code #: GC9G-60</p>		<p>NOTE: Discard current Trending Now Unit on counter and replace with new Priority 1 Hero Focus Unit.</p>  <p>NEW HERO FOCUS UNIT: PRIORITY 1 Select Doors Remove current Color Hybrid Unit at counter and install this new unit Unit Code #: GCZW-60</p>		
IN-CASE	 <p>DOUBLE WEAR RE-PROMOTE IN-CASE GRAPHIC Graphic Code #: GCA7-70</p>  <p>FUTURIST SKINTINT REPROMOTE IN-CASE GRAPHIC Graphic Code #: GCDX-70</p>	 <p>DOUBLE WEAR TEASER TOPPER Shipping Direct-to-door as a part of a "GOAT" pre-pack</p>	 <p>NEW DOUBLE WEAR TOPPER Shipping Direct-to-door as a part of a "GOAT" pre-pack</p>  <p>NEW DOUBLE WEAR IN-CASE GRAPHIC Shipping Direct-to-door as a part of a "GOAT" pre-pack</p>  <p>NEW DOUBLE WEAR IN-CASE DISTORTION GRAPHIC Shipping Direct-to-door as a part of a "GOAT" pre-pack</p>		
					 Select Doors Only  All Doors
LINE TESTER	 <p>FOUNDATION LINE TESTER UNIT Update with new templates and graphics All Doors Unit Code #: PJHJ-60 Update Code #: GC9H-60</p>		<p>NOTE: Discard current Foundation LTU on counter and replace with new Foundation Core Unit.</p>  <p>NEW FOUNDATION CORE UNIT Select Doors Remove current Foundation Line Tester Unit at counter and install this new unit Unit Code #: GCZP-60</p>		

	Currently on-counter	JAN	FEB	MAR	APR-JUN
AERIN	 <p>AERIN LINE FRAGRANCE UNIT Update with new fragrances and new templates All Doors Graphic Code #: TBD Acrylic Code #: TBD</p>		 <p>AERIN LINE FRAGRANCE UNIT Update with new fragrances and new templates All Doors Graphic Code #: Shipping Direct to Door Acrylic Code #: GE10-60</p>		
LINE TESTER	<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>LUXURY FRAGRANCE CONVERSION Select Doors Update to Beautiful Fragrance Highlighter Unit Unit Code #: G1RE-60 Graphic Update Code #: GAAS-70</p> </div> <div style="text-align: center;">  <p>MAGNOLIA TRENDING NOW UNIT Select Doors</p> </div> </div> <div style="display: flex; justify-content: space-around; margin-top: 20px;"> <div style="text-align: center;">  <p>FRAGRANCE LINE TESTER Select Doors Update back riser and platform graphic to Bronze Goddess Unit Code #: PG59-60 Update Code #: G9LJ-70</p> </div> <div style="text-align: center;">  <p>FRAGRANCE LINE TESTER MACY'S ONLY Update back riser and platform graphic Unit Code #: PG59-60 Update Code #: GD87-70</p> </div> </div>		<div style="text-align: center;">  <p>FRAGRANCE LINE TESTER Select Doors Update back riser and platform graphic to Bronze Goddess Unit Code #: PG59-60 Update Code #: GEBN-70</p> </div>		
IN-CASE & OTHER	<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>BEAUTIFUL MAGNOLIA RE-PROMOTE IN-CASE PROP GRAPHIC GRAPHIC Code #: GB85-70</p> </div> <div style="text-align: center;">  <p>MACY'S ONLY BEAUTIFUL MAGNOLIA RE-PROMOTE IN-CASE PROP GRAPHIC Graphic Code #: GC93-70</p> </div> </div>		<div style="text-align: center;">  <p>BEAUTIFUL MAGNOLIA RE-PROMOTE IN-CASE PROP GRAPHIC Graphic Code #: GDMG-70</p> </div>		

Select Doors Only

All Doors

ELX CORE UNITS DTOS

Jan '26 Update with new center template and new graphics (Update Code: GDTG-60, Graphic Code: GDXM-70).

SKINCARE CORE UNIT

January Update

MACY'S DOORS ONLY



FRONT ELEVATION VIEW



NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

Product List

- Resilience Multi-Effect Face and Neck Creme SPF15 (1.7 oz)
- Resilience Multi-Effect Night Creme (1.7 oz)
- Resilience Multi-Effect Eye Creme (0.5 oz)
- Advanced Night Repair Cleansing Balm (2.2 oz)
- Advanced Night Cleansing Gelee (2.2 oz)
- Advanced Night Repair Rescue Solution with Bifidus Ferment (0.68 oz)
- New DayWear Glow Boost Gel Cleanser (1)**
- DayWear Multi-Protection Antioxidant 24H-Moisture Creme SPF15 (1.7oz)
- DayWear Anti-Oxidant 72H-Hydration Sorbet Creme SPF15 (1.7 oz)
- Revitalizing Supreme+ Youth Power Creme (1.7 oz)
- New Revitalizing Supreme+ Sculpting Serum (1)**
- Revitalizing Supreme+ Night Power Bounce Creme (1.7 oz)
- Advanced Night Repair Overnight Treatment (2.2 oz)
- Advanced Night Repair Serum Synchronized Multi-Recovery Complex (1.7oz)
- Advanced Night Repair Eye Lift + Firm (0.5 oz)
- Advanced Night Repair Supercharged Eye Gel-Creme (0.5 oz)

- Perfectionist Pro Rapid Firm + Lift Treatment (1.7 oz)
- Perfectionist Pro Brightening Treatment (1.7 oz)
- Perfectionist Pro Multi-Defense UV Gel (1.0 oz)
- Micro Essence Treatment Lotion with Bio-Ferment (6.7 oz)
- Take It Away Makeup Remover Lotion (6.7 oz)
- Perfectly Clean Multi-Action Foam Cleanser/Purifying Mask (5.0 oz)
- Perfectly Clean Multi-Action Toning Lotion/Refiner (6.7 oz)
- Perfectly Clean Infusion Balancing Essence Lotion (13.5 oz)
- Soft Clean Infusion Hydrating Essence Lotion (13.5 oz)
- Revitalizing Supreme+ Youth Power Power Soft Milky Lotion (3.4 oz)
- Resilience Multi-Effect Face and Neck Creme SPF15 Dry (1.7 oz)
- DayWear Matte Oil-Control Anti-Oxidant Moisture Gel Creme (1.7 oz)
- Revitalizing Supreme+ Youth Power Creme SPF 25 (1.7 oz)
- DayWear Eye Cooling Anti-Oxidant Moisture Gel Crème (0.5 oz)
- Revitalizing Supreme+ Youth Power Eye Balm (0.5 oz)

Mar '26 Update with new center template and new graphics (Unit Code: TBD).

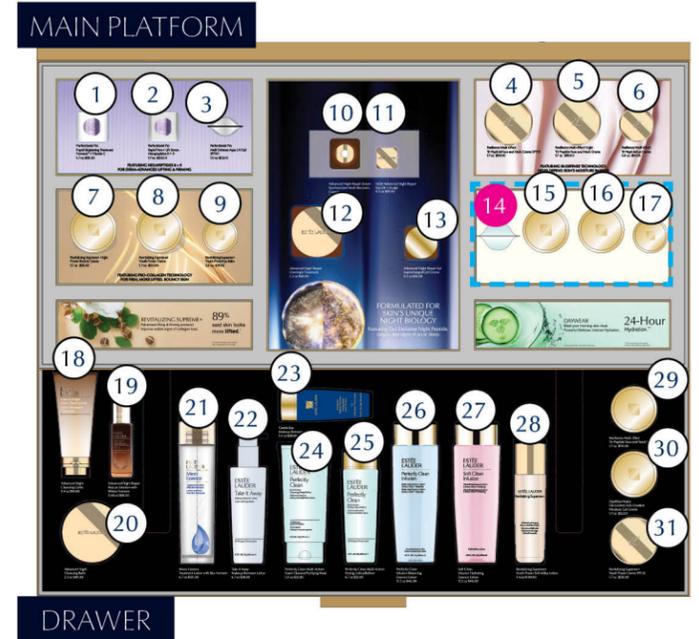
SKINCARE CORE UNIT

March Update

ALL OTHER DOORS



FRONT ELEVATION VIEW



NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

Product List

- Perfectionist Pro Brightening Treatment (1.7 oz)
- Perfectionist Pro Rapid Firm + Lift Treatment (1.7 oz)
- Perfectionist Pro Multi-Defense UV Gel (1.0 oz)
- Revitalizing Supreme+ Night Power Bounce Creme (1.7 oz)
- Revitalizing Supreme+ Youth Power Creme (1.7 oz)
- Revitalizing Supreme+ Youth Power Eye Balm (0.5 oz)
- Resilience Multi-Effect Face and Neck Creme SPF15 (1.7 oz)
- Resilience Multi-Effect Night Creme (1.7 oz)
- Resilience Multi-Effect Eye Creme (0.5 oz)
- Advanced Night Repair Serum Synchronized Multi-Recovery Complex (1.7oz)
- Advanced Night Repair Eye Lift + Sculpt (0.5 oz)
- Advanced Night Repair Overnight Treatment (2.2 oz)
- Advanced Night Repair Supercharged Eye Gel-Creme (0.5 oz)
- New DayWear Glow Boost Gel Cleanser (4.2oz)**
- DayWear Multi-Protection Antioxidant 24H-Moisture Creme SPF15 (1.7oz)
- DayWear Anti-Oxidant 72H-Hydration Sorbet Creme SPF15 (1.7 oz)

- DayWear Eye Cooling Anti-Oxidant Moisture Gel Crème (0.5 oz)
- Advanced Night Cleansing Gelée (3.4 oz)
- Advanced Night Repair Rescue Solution with Bifidus Ferment (0.68 oz)
- Advanced Night Cleansing Balm (2.2 oz)
- Micro Essence Treatment Lotion with Bio-Ferment (6.7 oz)
- Take It Away Makeup Remover Lotion (6.7 oz)
- Gentle Eye Makeup Remover (3.4 oz)
- Perfectly Clean Multi-Action Foam Cleanser/Purifying Mask (5.0 oz)
- Perfectly Clean Multi-Action Toning Lotion/Refiner (6.7 oz)
- Perfectly Clean Infusion Balancing Essence Lotion (13.5 oz)
- Soft Clean Infusion Hydrating Essence Lotion (13.5 oz)
- Revitalizing Supreme+ Youth Power Power Soft Milky Lotion (3.4 oz)
- Resilience Multi-Effect Face and Neck Creme SPF15 Dry (1.7 oz)
- DayWear Matte Oil-Control Anti-Oxidant Moisture Gel Creme (1.7 oz)
- Revitalizing Supreme+ Youth Power Creme SPF 25 (1.7 oz)

RE-NUTRIV CORE UNIT

November Update (Fall Part 2)
NO SPRING '26 UPDATE

HISTORY OF UPDATES

- Aug '25 Remove current Re-Nutriv Line Tester Units on counter and replace with new Re-Nutriv Core Unit. (Graphic Code: TBD | Acrylic Update Code: TBD).
- Nov '25 Update with new template and new graphics (Graphic Code: TBD).

FRONT OF UNIT



OVERHEAD VIEW



DRAWER

- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS

Product List

- | | |
|--|--|
| 1. Re-Nutriv Ultra Radiance Serum Creme Makeup - (on clear riser) (3) | 11. Re-Nutriv Age Reversal Lotion (1) |
| 2. Re-Nutriv Ultra Radiance Liquid Makeup SPF 20 1 oz, (3) | 12. Re-Nutriv Ultimate Diamond Transformative Brilliance Eye Serum 0.5 oz, (1) |
| 3. Re-Nutriv Rich Foam Cleanser 4.2 oz, (1) | 13. Re-Nutriv Ultimate Diamond Sculpted Transformation Creme 1.7 oz, (1) |
| 4. Re-Nutriv Intensive Smoothing Hand Creme 3.4 oz, (1) | 14. Re-Nutriv Ultimate Diamond Transformative Energy Eye Creme 0.5 oz (1) |
| 5. Re-Nutriv Ultimate Diamond Transformative Brilliance Serum 1 oz, (1) | 15. Re-Nutriv Ultra Radiance Serum Creme Makeup (12) |
| 6. Re-Nutriv Ultra Radiance Serum Creme Makeup (1) | 16. Re-Nutriv Ultra Radiance Liquid Makeup SPF 20 1 oz, (10) |
| 7. Re-Nutriv Ultra Radiance Liquid Makeup SPF 20 1 oz, (1) | 17. Re-Nutriv Ultimate Lift Regenerating Youth Creme Rich 1.7 oz, (1) |
| 8. Re-Nutriv Ultimate Diamond Transformative Brilliance Soft Creme 1.7 oz, (1) | 18. Re-Nutriv Ultimate Lift Regenerating Youth Creme 1.7 oz, (1) |
| 9. Re-Nutriv Ultimate Diamond Transformative Brilliance Soft Creme 1.0oz, (1) | 19. Re-Nutriv Ultimate Lift Regenerating Youth Eye Creme Rich 0.5 oz, (1) |
| 10. Re-Nutriv Ultimate Diamond Age Reversal Eye Creme 0.5oz, (1) | 20. Re-Nutriv Ultimate Lift Regenerating Youth Eye Creme 0.5 oz, (1) |

NEW FOUNDATION CORE UNIT

On-Counter: 2/23/2026

HISTORY OF UPDATES

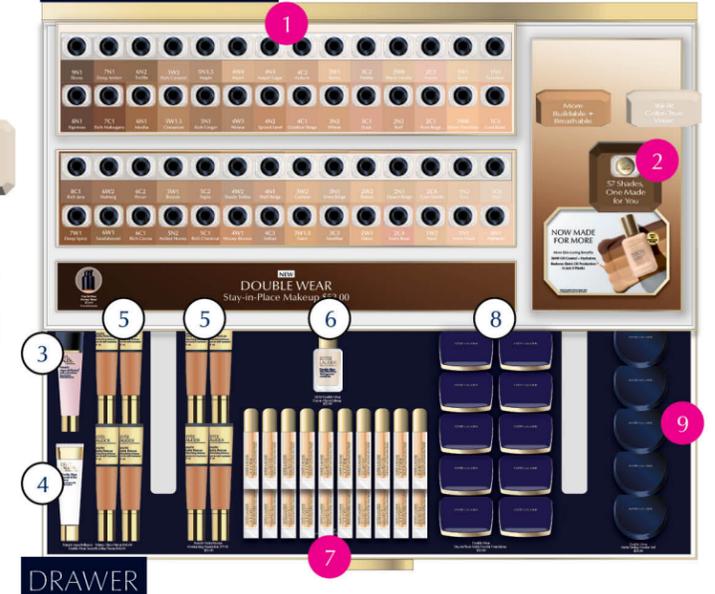
- Feb '26 Discard Foundation Line Tester Unit currently in store and install new Foundation Core Unit (Code: GCZP-60).

FRONT OF UNIT



NOTE: USE NAVY PUMPS ON ALL DOUBLE WEAR FOUNDATION TESTER BOTTLES AS SHOWN ON THE DTO.

OVERHEAD VIEW

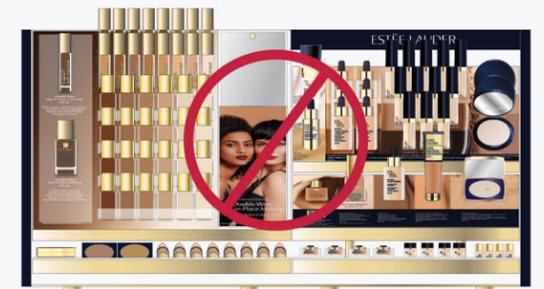


DRAWER

Product List

- New Double Wear Stay-In-Place Foundation (56)
- New Double Wear Stay-In-Place Foundation - Tester/Factice (1)
- Futurist Aqua Brilliance Watery Glow Primer (1)
- Futurist Hydra Rescue Moisturizing Makeup SPF 45 (8)
- Double Wear Smooth and Blur Primer (1)
- Double Wear Concealer (30)
- New Double Wear Stay-In-Place Foundation (5)
- Double Wear Matte Powder (10)
- New Double Wear Setting Powder (5)

DISCARD EXISTING FOUNDATION FULL LINE UNIT. REFER TO ELX PHASE 2 DIRECTIVE ON HOW TO PROPERLY DISPOSE OF UNIT.



NEW COLOR CORE UNIT

On-Counter: 2/23/2026

HISTORY OF UPDATES

Feb '26 Discard Color Line Tester Unit currently in store and install new Foundation Core Unit (Code: GCZS-60).

FRONT OF UNIT



NOTE: BRONZE GODDESS BRONZER (#15) WILL NOT FIT IN THE LOCATOR, USE BRONZE GODDESS GELÉE.

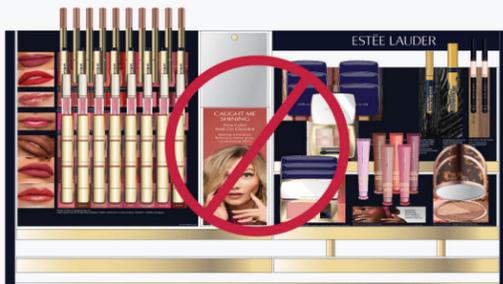
OVERHEAD VIEW



Product List

- | | |
|---|---|
| 1. Pure Color Sculpting Lipstick - opened (1) | 22. Sumptuous Extreme Lash Mascara Waterproof (1) |
| 2. Pure Color Sculpting Lipstick (45) | 23. Double Wear Smudge-Proof Mascara (1) |
| 3. Double Wear 24H Stay-in-Place Lip Liner - in clear cup (14) | 24. Little Black Primer (1) |
| 4. Pure Color Explicit Slim Matte Lipstick (9) | 25. Pure Color Envy Sculpting Blush (4) |
| 5. Pure Color Explicit Slim Lipstick (9) | |
| 6. Pure Color Lip Pout (6) | |
| 7. Pure Color Envy Luxe Eyeshadow Quad (1) | |
| 8. Pure Color Envy Sculpting Blush (1) | |
| 9. Futurist Liquid Blush (6) | |
| 10. New Futurist HydraPlump Lip Balm (6) - closed | |
| 11. New Futurist HydraPlump Lip Balm (2) - open | |
| 12. Pure Color Melt On Gloss Stick (6) - closed | |
| 13. Pure Color Melt On Gloss Stick (2) - open | |
| 14. Brow Multi-Tasker (8) | |
| 15. Bronze Goddess Bronzer Powder (4)
Bronze Goddess Gelée (3) | |
| 16. Double Wear 24H Waterproof Gel Eye Pencil (6) | |
| 17. Pure Color Envy Luxe Eyeshadow Quad (4) | |
| 18. Double Wear Infinite Waterproof Eyeliner (6) | |
| 19. Eye Makeup Remover (1) | |
| 20. Little Black Liner (1) | |
| 21. Sumptuous Extreme Lash Mascara (1) | |

DISCARD EXISTING COLOR FULL LINE UNIT. REFER TO ELX PHASE 2 DIRECTIVE ON HOW TO PROPERLY DISPOSE OF UNIT.



FRAGRANCE LINE TESTER UNIT

January Update

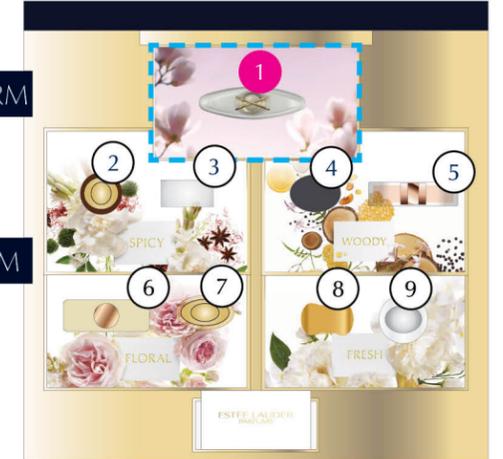
HISTORY OF UPDATES

Mar '25 Update with new backriser and top platform graphic (GC24-70).
 Aug '25 Update with new backriser and top platform graphic (TBD).
 Jan '26 Update with new backriser and top platform graphic (GEBN-70).



FOCUS PLATFORM

MAIN PLATFORM



NEW GRAPHICS
 NEW TEMPLATES & GRAPHICS

Product List

Focus Platform

- New Magnolia Fleur, 3.4 oz**

Main Platform (Preferred Line-up)

- Youth Dew Eau de Parfum Spray, 2.25 oz
- Cinnabar Eau de Parfum Spray, 1.7 oz
- Knowing Eau de Parfum Spray, 1.7 oz
- Estée Lauder Sensuous Eau de Parfum Spray, 3.4 oz
- Bronze Goddess Eau Fraîche Skinscent, 3.4 oz
- Beautiful Eau de Parfum, 3.4 oz
- White Linen Eau de Parfum, 2.0 oz
- Pleasures Eau de Parfum, 3.4 oz

FRAGRANCE UNIT BEST PRACTICES:

- Display large (3.4 oz.) sizes only
- Place only 2 fragrances on each platform
- Place "MANDATORY" ("Always On") fragrances on the appropriate platform first. Then, based on your mix of business, fill in with "SUGGESTED" or "OPTIONAL" fragrances on the appropriate platform.

SPICY <ul style="list-style-type: none"> Cinnabar Spellbound Tuscany Per Donna Youth Dew 	WOODY <ul style="list-style-type: none"> Sensuous Knowing
FLORAL <ul style="list-style-type: none"> Beautiful (#7) (Mandatory) <small>OTHER OPTIONS IF YOU ARE OUT OF STOCK ON THE ABOVE</small> <ul style="list-style-type: none"> Estée Pleasures Intense Private Collection Tuberose Gardenia 	FRESH <ul style="list-style-type: none"> Pleasures (#10) (Mandatory) White Linen (#9) (Mandatory) <small>OTHER OPTIONS IF YOU ARE OUT OF STOCK ON THE ABOVE</small> <ul style="list-style-type: none"> Aliage Azuree

AERIN

March Update

ALL DOORS WITH AERIN EXCEPT SPECIALTY DOORS:
BLOOMINGDALES, NEIMAN'S, SAKS, AND NORDSTROM

HISTORY OF UPDATES

Feb '25	Update with new graphics and new middle template (GC1M-70).
Oct '25	Update with new template and graphics (TBD).
Mar '26	Update with new templates and graphics (GE10-60).



TOP VIEW



Product List:

1. Rose de Grasse 1.7 oz
2. Rose de Grasse Joyful Bloom 1.7 oz
3. Rose de Grasse Pour Filles 1.0 oz
4. **New Med. Honey Soleil 1.7 oz**
5. **New Tinted Lip Balm (2) - opened (merchandised on stepped acrylic)**
6. **New Tinted Lip Balm (2) - closed (merchandised on stepped acrylic)**
7. Mediterranean Honeysuckle 1.7 oz
8. Wild Geranium 1.7 oz
9. Ikat Jasmine 1.7 oz
10. Tuberose Gardenia 1.7 oz
11. Les Botaniques Wisteria 1.7 oz
12. Lilac Path 1.7 oz
13. Hibiscus Palm 1.7 oz
14. Cedar Violet 1.7 oz
15. Amber Musk 1.7 oz
16. Amber Musk Vanille 1.7 oz
17. Rose Cocoa, 1.7 oz

-  NEW GRAPHICS
-  NEW TEMPLATES & GRAPHICS

ELX HERO FOCUS UNITS DTOS & DRAMMING

HISTORY OF UPDATES

Feb '26 Discard all Trending Now Units currently in store and install Hero Focus Unit: Color (Code: GD00-60).

NEW HERO FOCUS UNIT: COLOR

On-Counter: 2/23/2026

SELECT DOORS



Product List

Main Platform

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

Drawer:

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

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

DISCARD ALL TRENDING NOW UNITS CURRENTLY IN STORE. REFER TO ELX PHASE 2 DIRECTIVE ON HOW TO PROPERLY DISPOSE OF UNITS.

HISTORY OF UPDATES

Feb '26 Discard all Trending Now Units currently in store and install Hero Focus Unit: PI (Code: GCZW-60).

NEW HERO FOCUS UNIT: PRIORITY 1 (CONCEALERS)

On-Counter: 2/23/2026

SELECT DOORS



Product List

Main Platform

1. Double Wear Concealer (14)
2. **New Double Wear Stay-In-Place Foundation (1)**
3. Double Wear Concealer (1)

Drawer:

4. Double Wear Concealer (12)

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

DISCARD ALL TRENDING NOW UNITS CURRENTLY IN STORE. REFER TO ELX PHASE 2 DIRECTIVE ON HOW TO PROPERLY DISPOSE OF UNITS.

HISTORY OF UPDATES

Feb '26 Discard all Trending Now Units currently in store and install Hero Focus Units (P2) (TBD).

NEW HERO FOCUS UNIT: PRIORITY 2 (LIP & CHEEK)

On-Counter: TBD
SELECT DOORS



Product List

Main Platform

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

Drawer:

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

NEW GRAPHICS
 NEW TEMPLATES & GRAPHICS

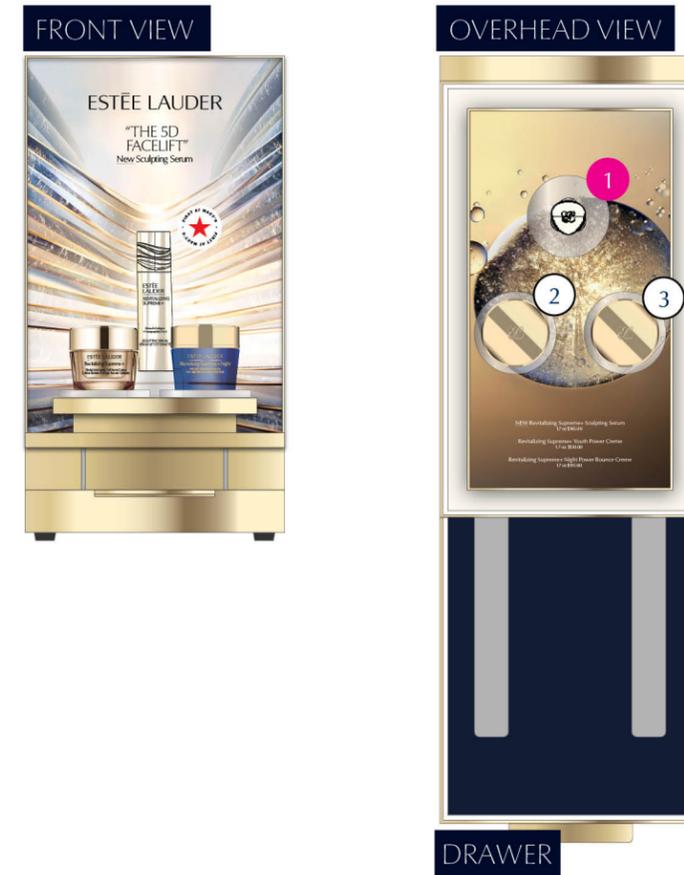
DISCARD ALL TRENDING NOW UNITS CURRENTLY IN STORE. REFER TO ELX PHASE 2 DIRECTIVE ON HOW TO PROPERLY DISPOSE OF UNITS.

HISTORY OF UPDATES

Jan '26 Discard all Trending Now Units currently in store and install Hero Focus Units (P3) (Code: GD01-60).

NEW HERO FOCUS UNIT: PRIORITY 3 (SKINCARE)

On-Counter: January
MACY'S DOORS ONLY



Product List

Main Platform

1. New DayWear Cleanser (4.2 oz)
2. Daywear Multi-Protection Anti-Oxidant 24H-Moisture Creme SPF 15 (1.7 oz)
3. DayWear Anti-Oxidant 72H-Hydration Sorbet Creme SPF15 (1.7 oz)

Drawer:

4. NONE

NEW GRAPHICS
 NEW TEMPLATES & GRAPHICS

DISCARD ALL TRENDING NOW UNITS CURRENTLY IN STORE. REFER TO ELX PHASE 2 DIRECTIVE ON HOW TO PROPERLY DISPOSE OF UNITS.

HISTORY OF UPDATES

Jan '26 Discard current Dramming Unit and Dramming Tower and replace with new metal Dramming Unit (GDFT-60).

NEW DRAMMING UNIT

On-Counter: January

Dramming bottles were shipped separately on 12/1/2025. Store dramming bottles until new unit and graphics arrive. Graphics are also arrive separately with an ETA of 1/22/2026.



OPEN SELL/ MSNA VM UNITS

Existing acrylic Dramming Unit and Dramming Tower **must be discarded**. Graphics on towers are expired and will no longer be updated.



FUTURIST Looks Unit

HISTORY OF UPDATES

Jan '24	Update with new graphics (Acrylic and Graphic Update Code #: G68S-60).
Jul '24	Update with new graphics (G9CH-70).
Jul '25	Update with new graphics (GCG6-70).

NEW TEMPLATE
NEW GRAPHIC



Product List

Foundation Unit

1. Futurist Peptide-Power Serum Primer (1)
2. Futurist SkinTint Serum (1)
3. Double Wear Smooth and Blur Primer (1)
4. Double Wear Stay-In-Place Makeup (1)
5. Futurist Aqua Brilliance Watery Glow Primer (1)
6. Futurist Hydra Rescue Moisturizing Makeup SPF 45 (1)

BRONZE GODDESS Looks Unit

HISTORY OF UPDATES

Jul '24	Update with new graphics (G9CJ-70).
Apr '25	Update with new graphics.
Jul '25	Update with new graphics (shipping direct to door).

NEW TEMPLATE
NEW GRAPHIC



Product List

Foundation Unit

1. Bronze Goddess Eau Fraiche, 1.7oz (1)
2. Bronze Goddess Agea Fragrance, 1.7oz (name TBD) (1)
3. Bronze Goddess Nuit EDP, 1.7 oz (1)
4. Bronze Goddess Powder Bronzer, (1)
5. Bronze Goddess Highlighting Gelee (1)

COUNTERS AT A GLANCE

SKINCARE

JAN-MAR

Based on the number of Skincare cases you will have in JAN-MAR choose one of these scenarios.

MACY'S DOORS ONLY

NEW IN JANUARY:

- A** ELX Skincare Core Unit Update
- B** Advanced Night Repair Serum & Eye In-Case Graphic
- C** New ELX Hero Focus Priority 3 Unit
- D** Supreme+ Serum In-Case Graphic

NEW IN MARCH:

- E** DayWear Cleanser In-Case Graphic

REFER TO TESTER UNIT PAGES FOR CODE NUMBERS.

SKINCARE 4 CASE SCENARIO

PRIORITY 1: Advanced Night Repair

PRIORITY 2: Revitalizing Supreme+ Serum and Moisturizers

PRIORITY 3: DayWear and Resilience

PRIORITY 4: Perfectionist Pro and Cleansers

SKINCARE 3 CASE SCENARIO

PRIORITY 1: Advanced Night Repair

PRIORITY 2: Revitalizing Supreme+ Serum and Moisturizers

PRIORITY 3: DayWear and Resilience

SKINCARE 2 CASE SCENARIO

PRIORITY 1: Advanced Night Repair

PRIORITY 2: Revitalizing Supreme+, Resilience, and DayWear

Re-Nutriv Diamond Case (Select Doors)

SKINCARE

JAN-MAR

Based on the number of Skincare cases you will have in JAN-MAR choose one of these scenarios.

ALL OTHER DOORS

NEW IN JANUARY:

- A** ELX Skincare Core Unit Update
- B** Advanced Night Repair Serum & Eye In-Case Graphic

NEW IN MARCH:

- C** New ELX Hero Focus Priority 3 Unit
- D** DayWear Cleanser In-Case Graphic

REFER TO TESTER UNIT PAGES FOR CODE NUMBERS.

SKINCARE 4 CASE SCENARIO

PRIORITY 1: Advanced Night Repair

PRIORITY 2: DayWear Moisturizers and New Cleanser

PRIORITY 3: Supreme+ and Resilience

PRIORITY 4: Perfectionist Pro and Cleansers

SKINCARE 3 CASE SCENARIO

PRIORITY 1: Advanced Night Repair

PRIORITY 2: Revitalizing Supreme+ Serum and Moisturizers

PRIORITY 3: Supreme+ and Resilience

SKINCARE 2 CASE SCENARIO

PRIORITY 1: Advanced Night Repair

PRIORITY 2: Revitalizing Supreme+, Resilience, and DayWear

Re-Nutriv Diamond Case (Select Doors)

MAKEUP

FEBRUARY

Based on the number of Makeup cases you will have in FEBRUARY choose one of these scenarios.

NEW IN FEBRUARY:

- A** New ELX Hero Focus Unit Priority 1 (Select Doors)
- B** New ELX Foundation Core Unit
- C** ELX Core Unit Double Wear Topper
- D** Double Wear In-Case Graphic
- E** Double Wear In-Case Graphic Distortion
- F** New ELX Her Focus Unit Priority 2 (Select Doors)
- G** New ELX Color Core Unit
- H** Futurist Blush In-Case Graphic

NOTE: FROM LEFT TO RIGHT, MERCHANDISE ALL FOUNDATIONS FROM THE DARKEST SHADE TO THE LIGHTEST SHADE.

REFER TO TESTER UNIT PAGES FOR CODE NUMBERS.

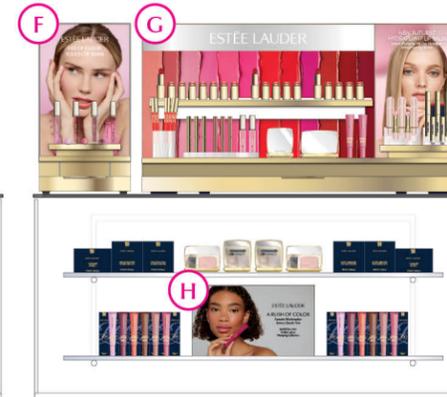
MAKEUP 4 CASE SCENARIO



PRIORITY 1:
New Double Wear Stay-In-Place Foundation



PRIORITY 2:
Futurist Skintint + Futurist Aqua Brilliance Primer + Futurist Makeup



PRIORITY 3:
New Futurist Blush and Pure Color Blush



PRIORITY 4:
Pure Color Envy Eyeshadow + Blush?

ALL NEW UNITS

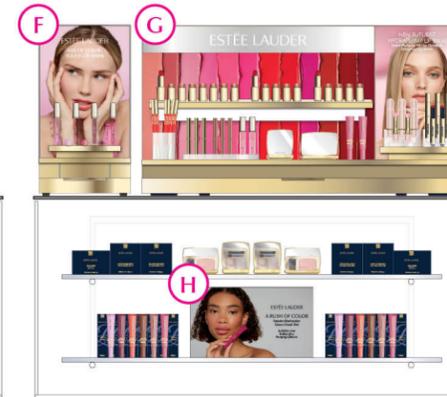
MAKEUP 3 CASE SCENARIO



PRIORITY 1:
New Double Wear Stay-In-Place Foundation



PRIORITY 2:
Futurist Aqua Brilliance Primer + Futurist Makeup

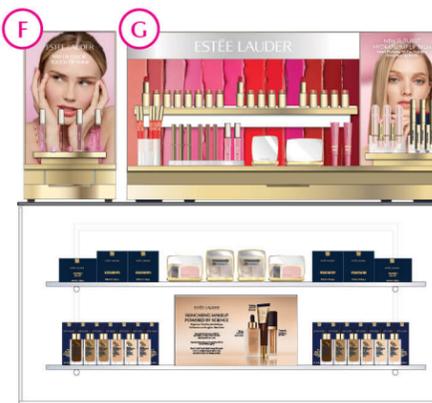


PRIORITY 3:
New Futurist Blush and Pure Color Blush

MAKEUP 2 CASE SCENARIO



PRIORITY 1:
New Double Wear Stay-In-Place Foundation



PRIORITY 2:
Futurist Aqua Brilliance Primer + Futurist Makeup

FRAGRANCE

JANUARY

Based on the number of Fragrance cases you will have in JANUARY, choose one of these scenarios.

NEW IN JANUARY:

- A** Fragrance Line Tester Unit Update
- B** Magnolia Fleur In-Case Graphic Update

FRAGRANCE 4 CASE SCENARIO

PRIORITY 1: Beautiful Magnolia L'eau + Beautiful Magnolia

PRIORITY 2: Bronze Goddess

PRIORITY 3: Beautiful

PRIORITY 4: Mixed Fragrance: Modern Muse + Pleasures

FRAGRANCE 3 CASE SCENARIO

PRIORITY 1: Beautiful Magnolia L'eau + Beautiful Magnolia

PRIORITY 2: Bronze Goddess

PRIORITY 3: Beautiful + Pleasures

FRAGRANCE 2 CASE SCENARIO

PRIORITY 1: Beautiful Magnolia L'eau + Beautiful Magnolia

PRIORITY 2: Mixed Fragrance: Bronze Goddess + Beautiful + Pleasures

Estée Lauder Counter Cleanliness Guidelines

Who is Responsible? Everyone!

Everyone must clean at least three (3) times per day!

All Tester Units and Counter Areas

- Use micro fiber towels to wipe down and polish look of unit. DO NOT use sprays of any kind – just dust and wipe with a dry clean cloth.
- Clean finger prints off of glass tops and cases daily.
- Trash cans should always be kept clean and emptied regularly.

Demonstration Station and Supplies Area

- Hygiene caddies should always be stocked and clean.
- Supplies should be ready to use on customers and dust free.
- Remove all plastic wraps from q-tips and mascara wands.
- Place clean brushes in caddies and/or in makeup belts.
- Brushes should be cleaned with Perfectly Clean cleanser in the bathroom every night for use the next day. Foundation and concealer brushes should be cleaned with Take It Away Total Makeup Remover first, then with Perfectly Clean cleanser.
- Be sure to lay brushes flat on a clean towel for shaping – and to ensure that water does not get into the handle.

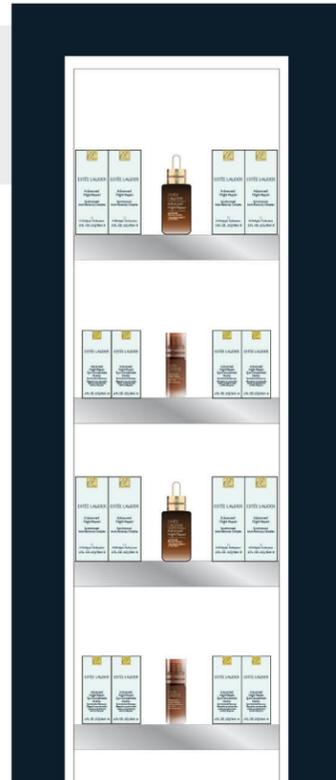
Line Tester Units

- **COLOR UNITS:**
 - Lipstick: Remove from unit. Wipe down unit with microfiber cloth. Gently shave top layer of lipstick bullets with a Q-tip stick to maintain shape and cleanliness and replace on unit.
 - Eyeshadow/Blush/Bronzer: Remove from unit. Wipe down unit with microfiber cloth. Wipe away excess around sides with a tissue. Replace on unit.
 - Remove pencils and mascaras and wipe down area underneath and all around. Replace on unit.
- **FOUNDATION UNITS:**
 - Pressed powder: Remove from unit. Wipe down unit with microfiber cloth. Wipe away excess around sides with a tissue. Replace on unit.
 - Remove caps on the testable foundation bottles. Wipe down unit with microfiber cloth. Wipe excess product from around the edges to keep them looking clean and fresh. Replace on unit.
- **SKINCARE UNITS:**
 - Remove each product from unit. Wipe down unit with microfiber cloth.
 - Remove caps from skincare products and wipe around the edges to keep them looking clean and fresh. Replace on unit.
- **FRAGRANCE UNIT:**
 - Remove each product from unit. Wipe down unit with microfiber cloth.

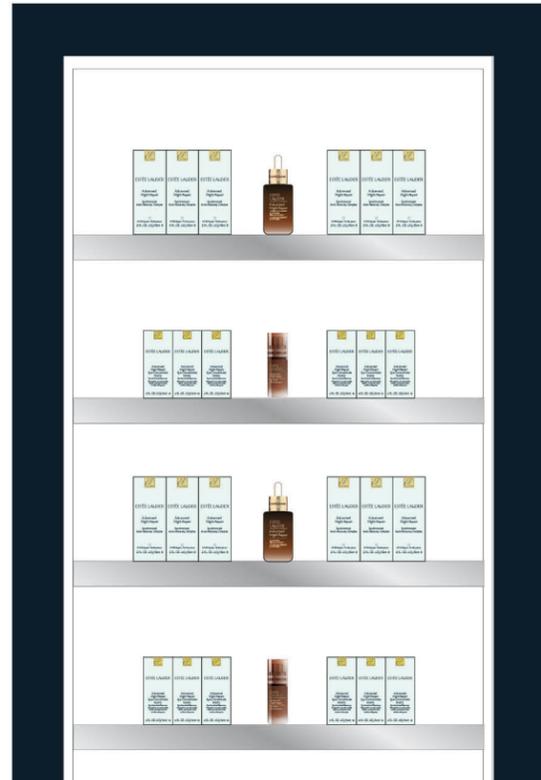
OPEN SELL
SHELVES

ADVANCED NIGHT REPAIR FOCUS

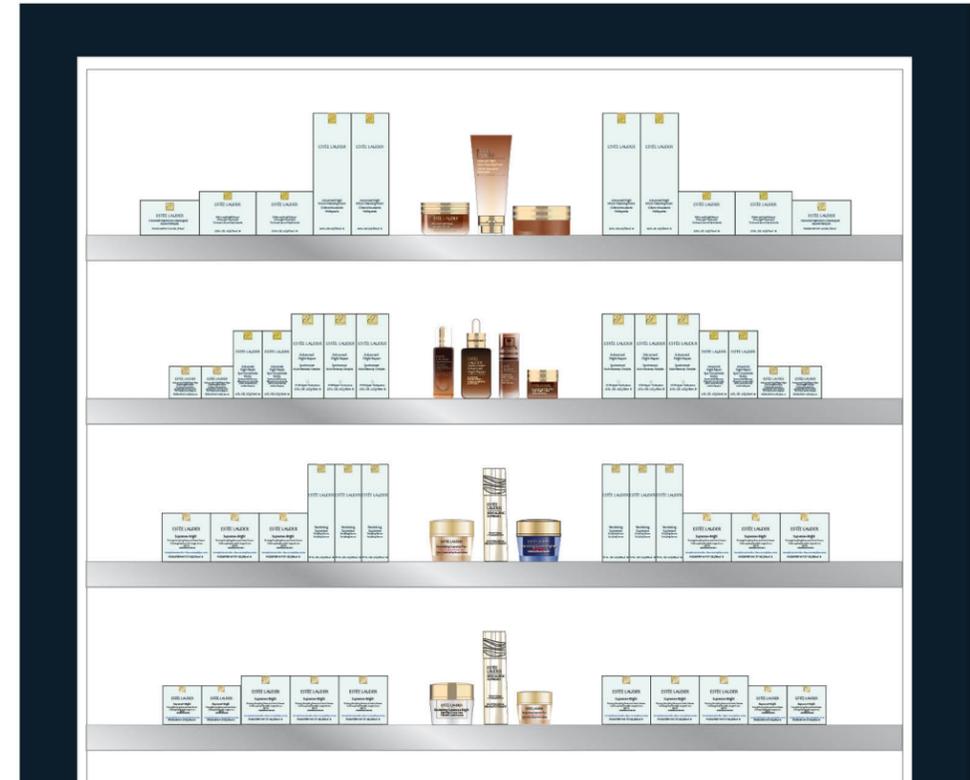
Since many of our stores have areas with shelves, we have a great opportunity to display product. Standard sizes include 12, 24 and 48 inch shelves. However, since shelf lengths may vary, you may need to add or remove saleable cartons on either end.



12 in. shelves



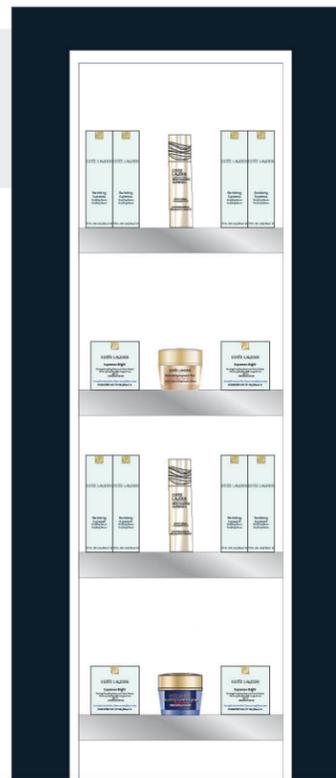
24 in. shelves



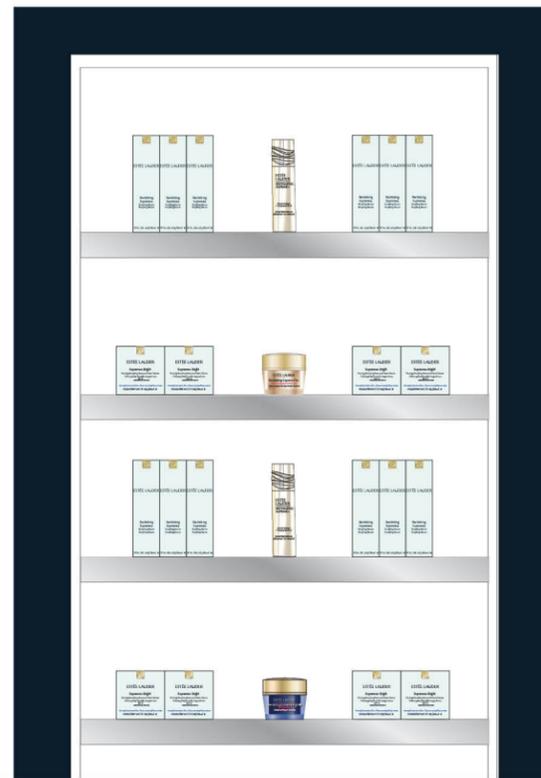
48 in. shelves

COMBINED SKINCARE LAUNCH FOCUS

REVITALIZING SUPREME+ FOCUS



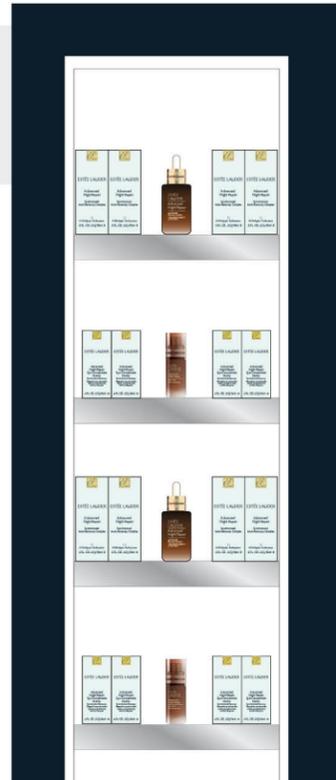
12 in. shelves



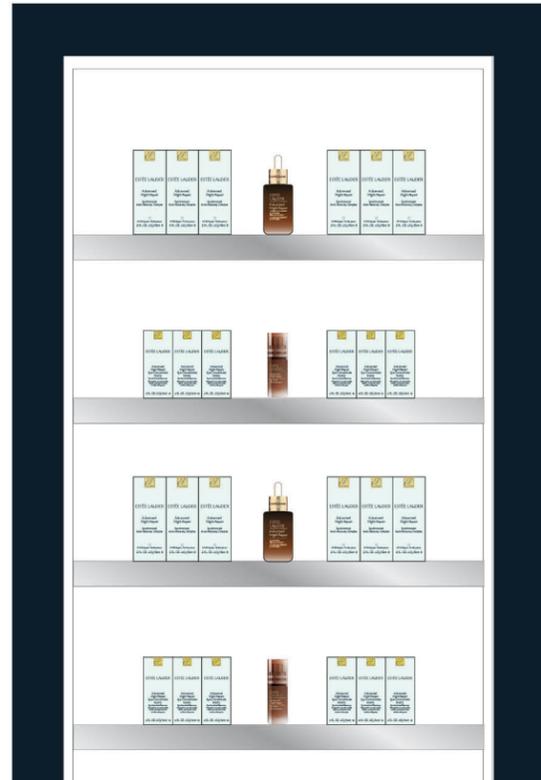
24 in. shelves

ADVANCED NIGHT REPAIR FOCUS

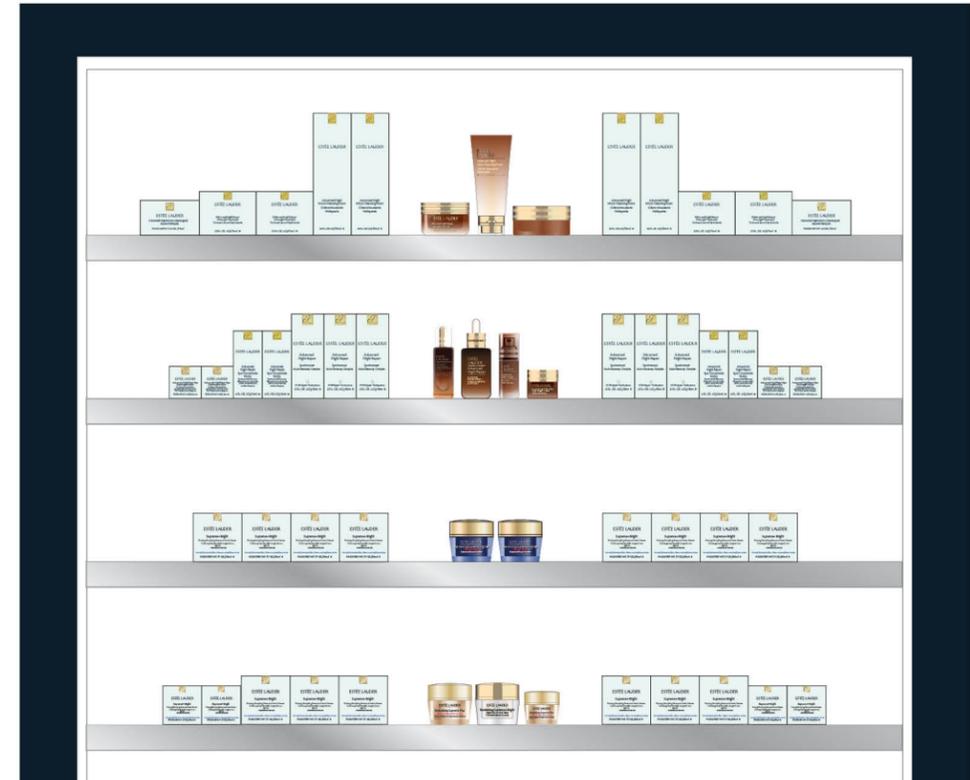
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12 in. shelves



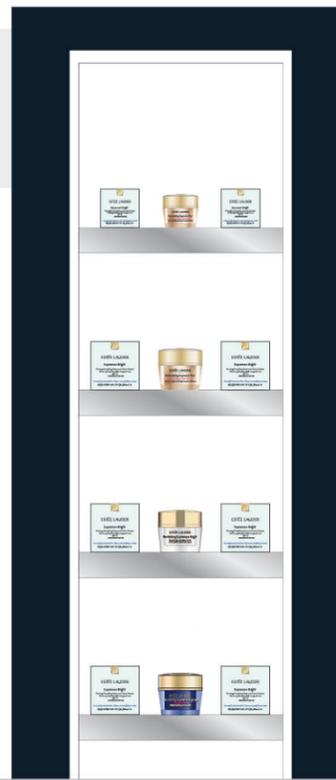
24 in. shelves



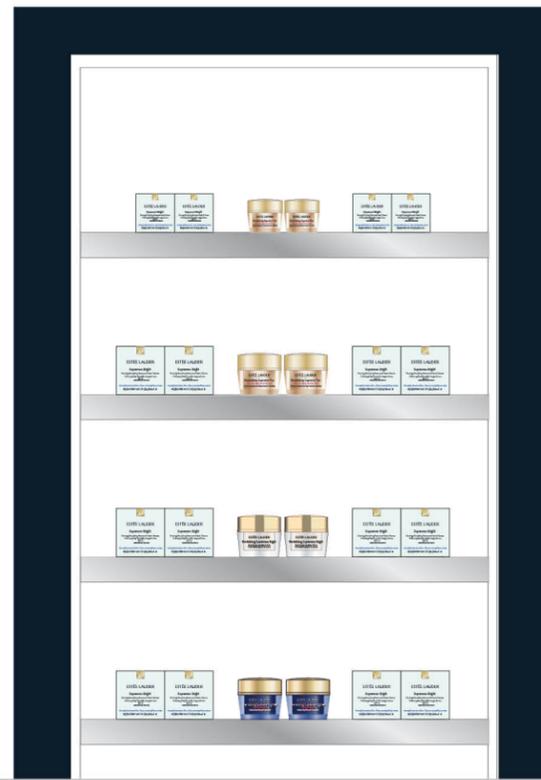
48 in. shelves

COMBINED SKINCARE LAUNCH FOCUS

REVITALIZING SUPREME+ FOCUS



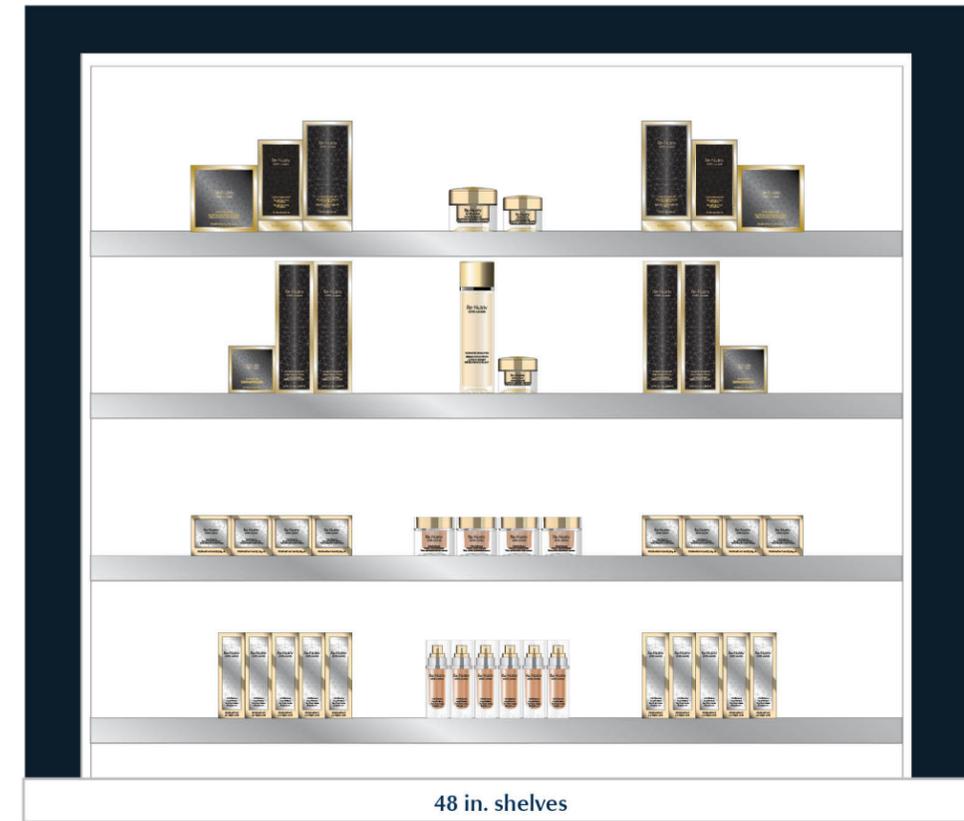
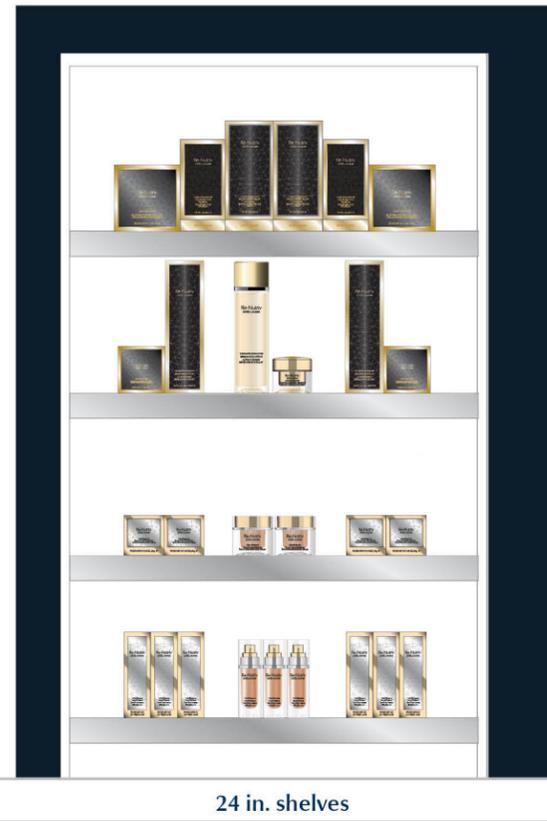
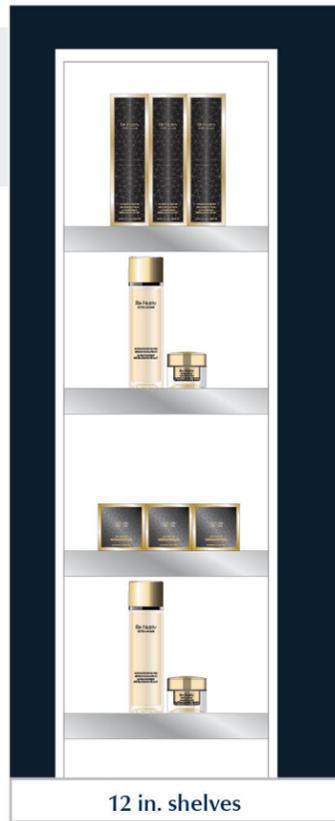
12 in. shelves



24 in. shelves

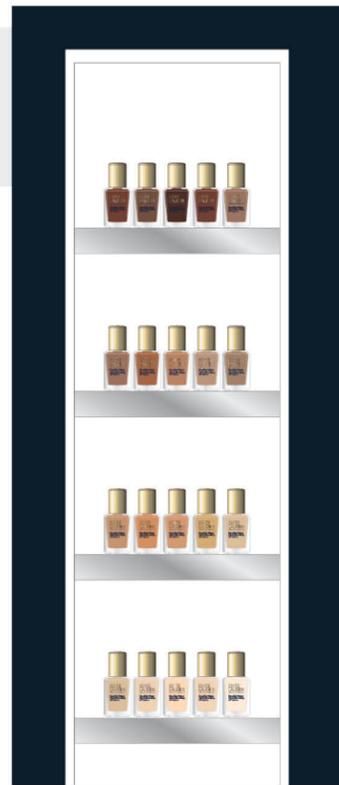
RE-NUTRIV FOCUS

Since many of our stores have areas with shelves, we have a great opportunity to display product. Standard sizes include 12, 24 and 48 inch shelves. However, since shelf lengths may vary, you may need to add or remove saleable cartons on either end.

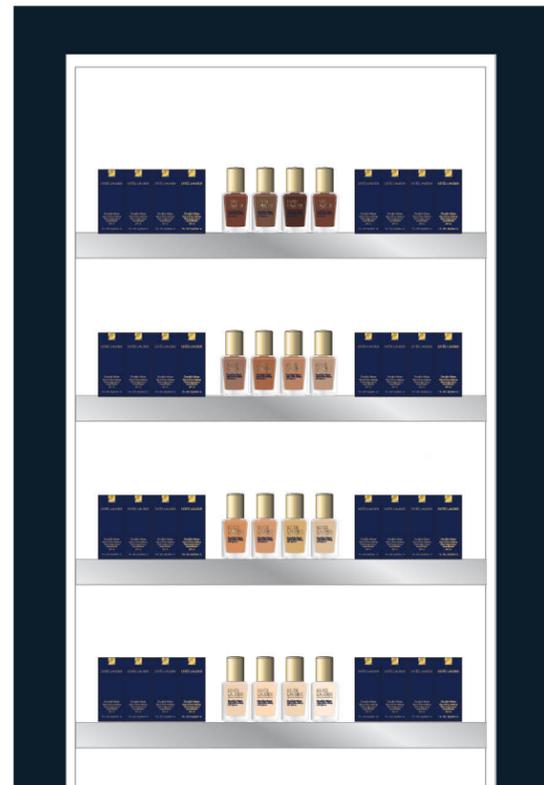


NEW DOUBLE WEAR FOCUS

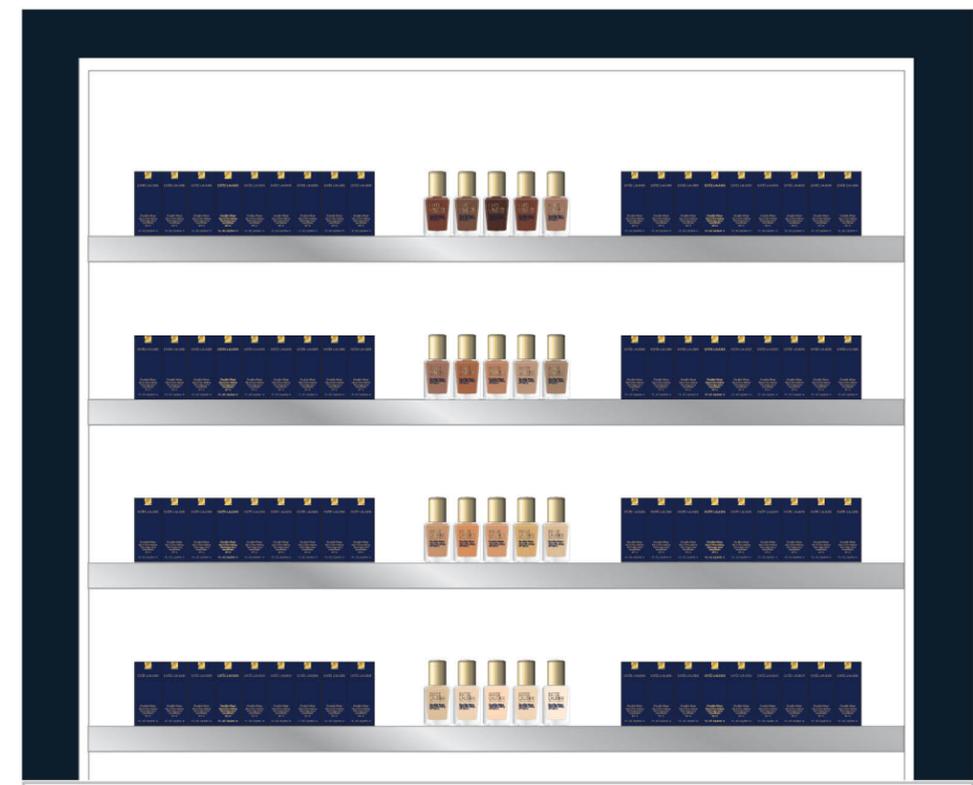
NOTE: FROM LEFT TO RIGHT, MERCHANDISE ALL FOUNDATIONS FROM THE DARKEST SHADE TO THE LIGHTEST SHADE.



12 in. shelves



24 in. shelves



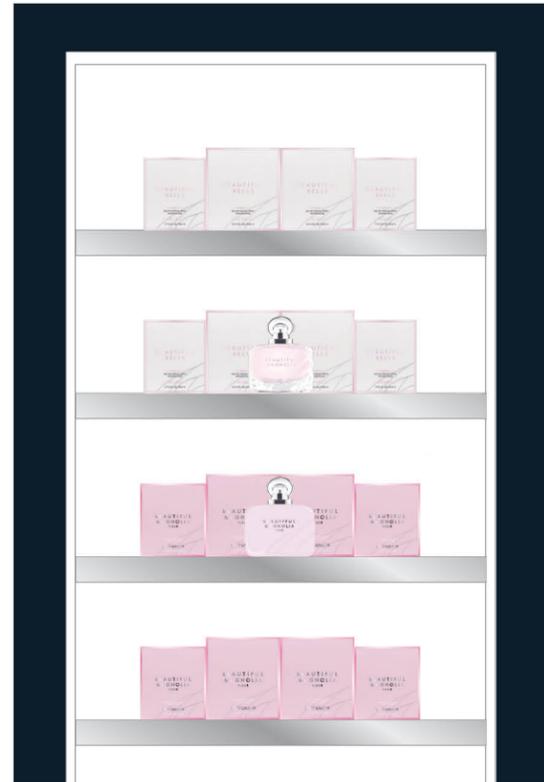
48 in. shelves

BEAUTIFUL MAGNOLIA FLEUR & MAGNOLIA LAUNCH FOCUS

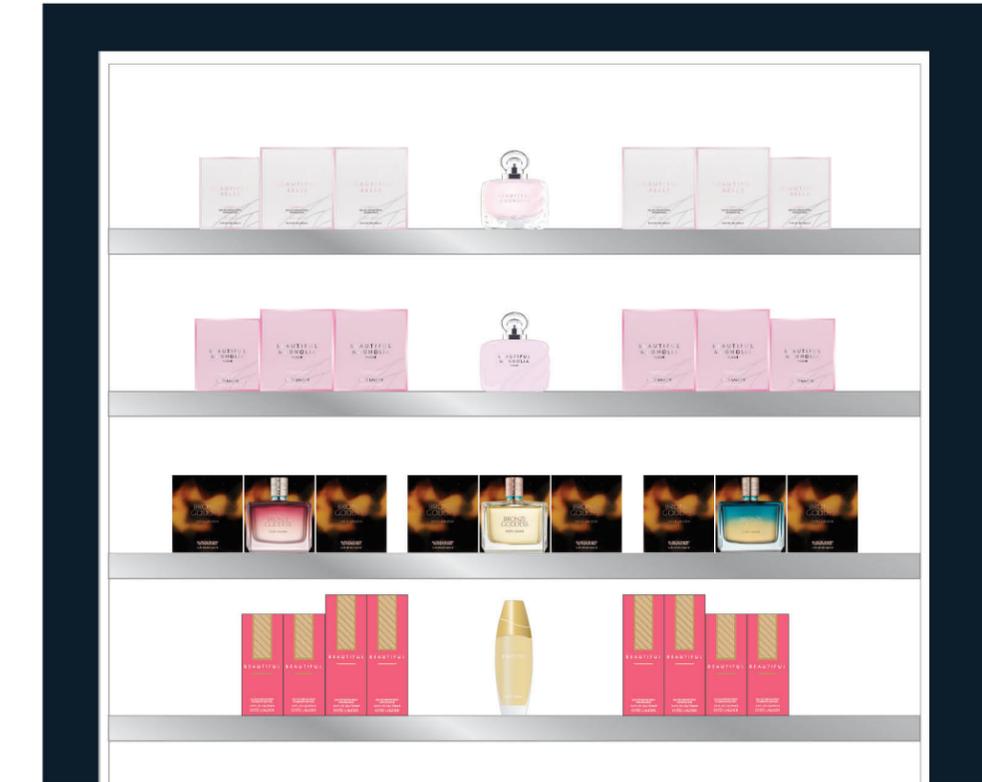
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12 in. shelves



24 in. shelves

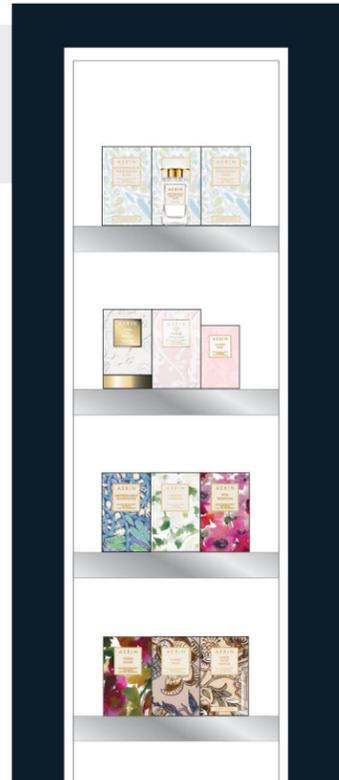


48 in. shelves

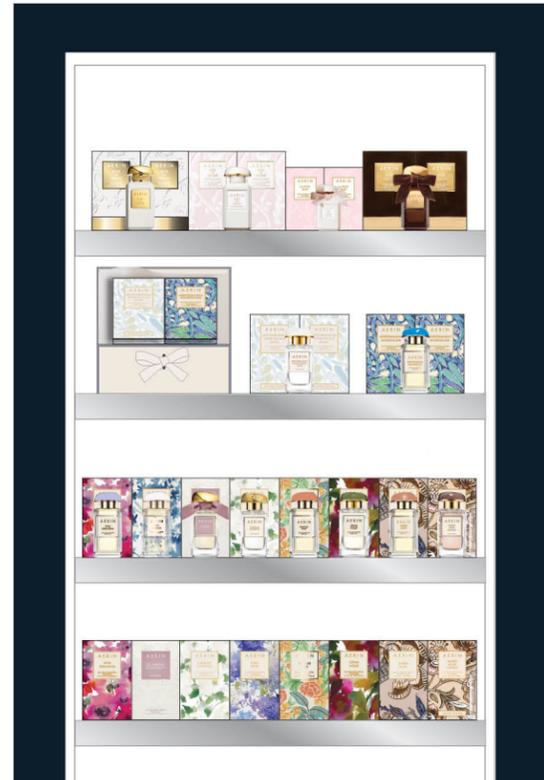
COMBINED FRAGRANCE LAUNCH FOCUS

FRAGRANCE COLLECTION

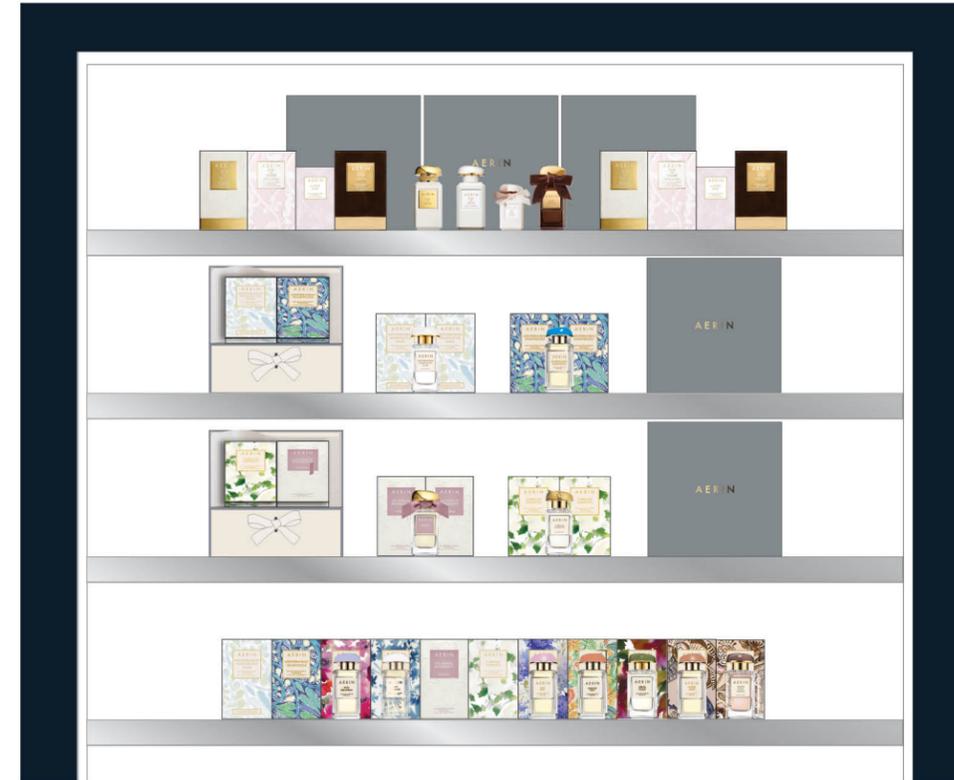
Since many of our stores have areas with shelves, we have a great opportunity to display product. Standard sizes include 12, 24 and 48 inch shelves. However, since shelf lengths may vary, you may need to add or remove saleable cartons on either end.



12 in. shelves



24 in. shelves



48 in. shelves

LIGHT-BOXES/TOOLS/ COUNTER SUPPORT

BEHIND MAKEUP CASES:
(1 LIGHT-BOX ONLY)



Double Wear
3-Model

BEHIND MAKEUP CASES:
(HORIZONTAL LIGHT-BOXES)



Double Wear
7-Group Model

BEHIND MAKEUP CASES:
(2 LIGHT-BOXES)



Double Wear
3-Model



Single Model
Daisy

BEHIND MAKEUP CASES:
(3 LIGHT-BOXES)



Double Wear
3-Model



Single Model
Daisy



Product Visual

BEHIND MAKEUP CASES:
(1 LIGHT-BOX ONLY)



Double Wear
4-Model

BEHIND MAKEUP CASES:
(HORIZONTAL LIGHT-BOXES)



Double Wear
Group Model

BEHIND MAKEUP CASES:
(2 LIGHT-BOXES)



Double Wear
4-Model



Single Model
Nia

BEHIND MAKEUP CASES:
(3 LIGHT-BOXES)



Double Wear
4-Model



Single Model
Nia



Product Visual

BEHIND MAKEUP CASES:
(1 LIGHT-BOX ONLY)



Double Wear
4-Model

BEHIND MAKEUP CASES:
(HORIZONTAL LIGHT-BOXES)



Double Wear
Group Model

BEHIND MAKEUP CASES:
(2 LIGHT-BOXES)



Double Wear
4-Model



Single Model
Daisy

BEHIND MAKEUP CASES:
(3 LIGHT-BOXES)



Double Wear
4-Model



Single Model
Daisy



Product Visual

Frederic Malle

Visual Merchandising SP26 Jan- June



Jo Malone London

Visual Merchandising SP26 Jan- June



FY26 DS
English Pear & Sweet Pea + English Pear & Freesia
VM Guideline

04.01.2026

CAMPAIGN IMAGES



CAMPAIGN TRAY

Edit Tray

- English Pear & Sweet Pea and English Pear & Freesia 100ml testers + props



SIGNAGE

Experience the sunlit orchard
Sister scents, one bond and an English pear
in every bottle. Discover English Pear & Freesia
and English Pear & Sweet Pea.

DISCOVERY TABLES

Place props with Edit Tray if space permits.

Edit Tray

- English Pear & Sweet Pea and English Pear & Freesia 100ml testers + props

Amber Labdanum Riser (Large)

- Amber Labdanum 100ml

COLOGNE CLASSIC

The Herb Garden (Citrus)

- Orange Marmalade
- Lime Basil & Mandarin
- Grapefruit
- Basil & Neroli
- (Archived - Continue to Sell Through)
- Earl Grey & Cucumber
- (Archived - Continue to Sell Through)

The Orchard (Fruity)

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

The Countryside (Light Floral)

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

The Flower Garden (Floral)

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

The English Coast (Spicy)

- Wood Sage & Sea Salt

The Woods (Woody)

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

COLOGNE INTENSE

Rich & Floral (Floral)

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

Warm & Amber (Woody)

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

LARGE



SMALL



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

ARC MAIN DISCOVERY TABLE: LARGE

Place props with Edit Tray if space permits.

Edit Tray

- English Pear & Sweet Pea and English Pear & Freesia 100ml testers + props

Amber Labdanum Riser

- Amber Labdanum 100ml

COLOGNE CLASSIC

The Herb Garden (Citrus)

- Orange Marmalade
- Lime Basil & Mandarin
- Grapefruit
- Basil & Neroli
- (Archived - Continue to Sell Through)
- Earl Grey & Cucumber
- (Archived - Continue to Sell Through)

The Orchard (Fruity)

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

The Countryside (Light Floral)

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

The Flower Garden (Floral)

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

The English Coast (Spicy)

- Wood Sage & Sea Salt

The Woods (Woody)

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

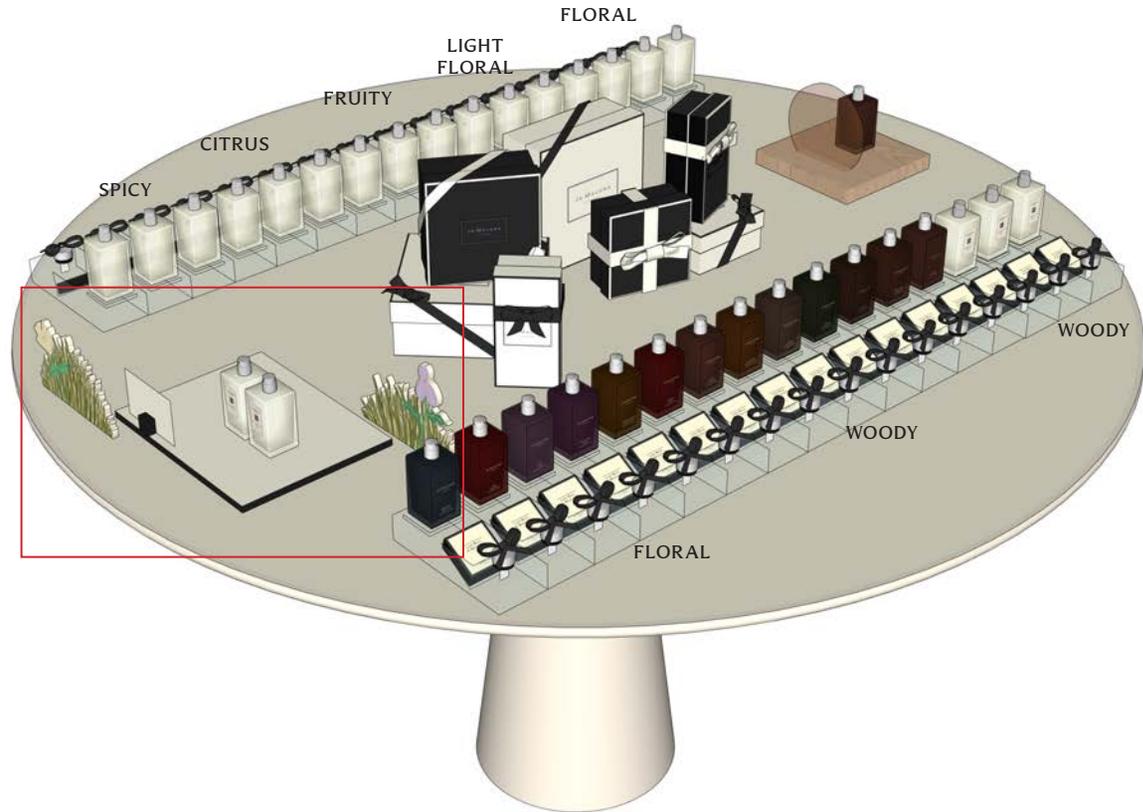
COLOGNE INTENSE

Rich & Floral (Floral)

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

Warm & Amber (Woody)

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



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

ARC MAIN DISCOVERY TABLE: SMALL

Place props with Edit Tray if space permits.

Edit Tray

- English Pear & Sweet Pea and English Pear & Freesia 100ml testers + props

COLOGNE CLASSIC

The Herb Garden (Citrus)

- Orange Marmalade
- Lime Basil & Mandarin
- Grapefruit
- Basil & Neroli
- (Archived - Continue to Sell Through)
- Earl Grey & Cucumber
- (Archived - Continue to Sell Through)

The Orchard (Fruity)

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

The Countryside (Light Floral)

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

The Flower Garden (Floral)

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

The English Coast (Spicy)

- Wood Sage & Sea Salt

The Woods (Woody)

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

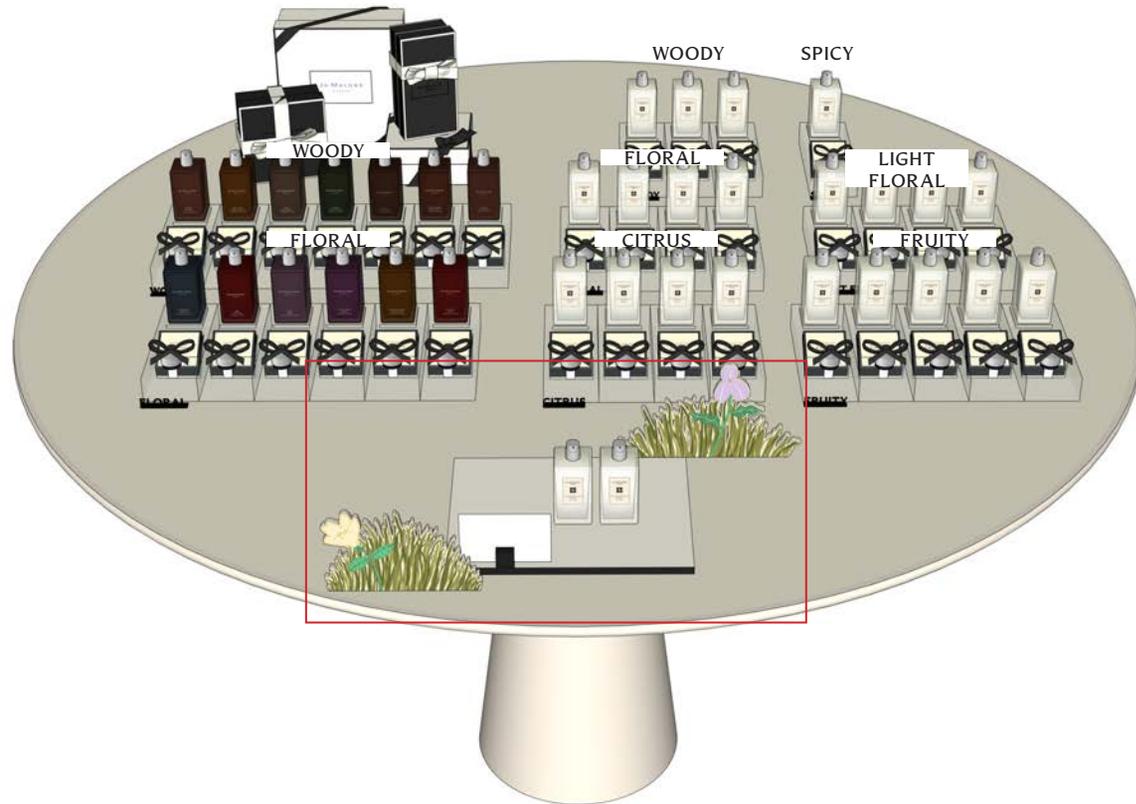
COLOGNE INTENSE

Rich & Floral (Floral)

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

Warm & Amber (Woody)

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



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

MODIFIED DISCOVERY TABLE

Place props with Tray if space permits.

Stone Riser or Edit Tray

- English Pear & Sweet Pea and English Pear & Freesia 100ml testers + props

COLOGNE CLASSIC

- Home Candle
- The Herb Garden (Citrus)**
- Orange Marmalade
- Lime Basil & Mandarin
- Grapefruit
- Basil & Neroli
- (Archived - Continue to Sell Through)
- Earl Grey & Cucumber
- (Archived - Continue to Sell Through)

The Orchard (Fruity)

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

The Countryside (Light Floral)

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

The Flower Garden (Floral)

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

The English Coast (Spicy)

- Wood Sage & Sea Salt

The Woods (Woody)

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

COLOGNE INTENSE

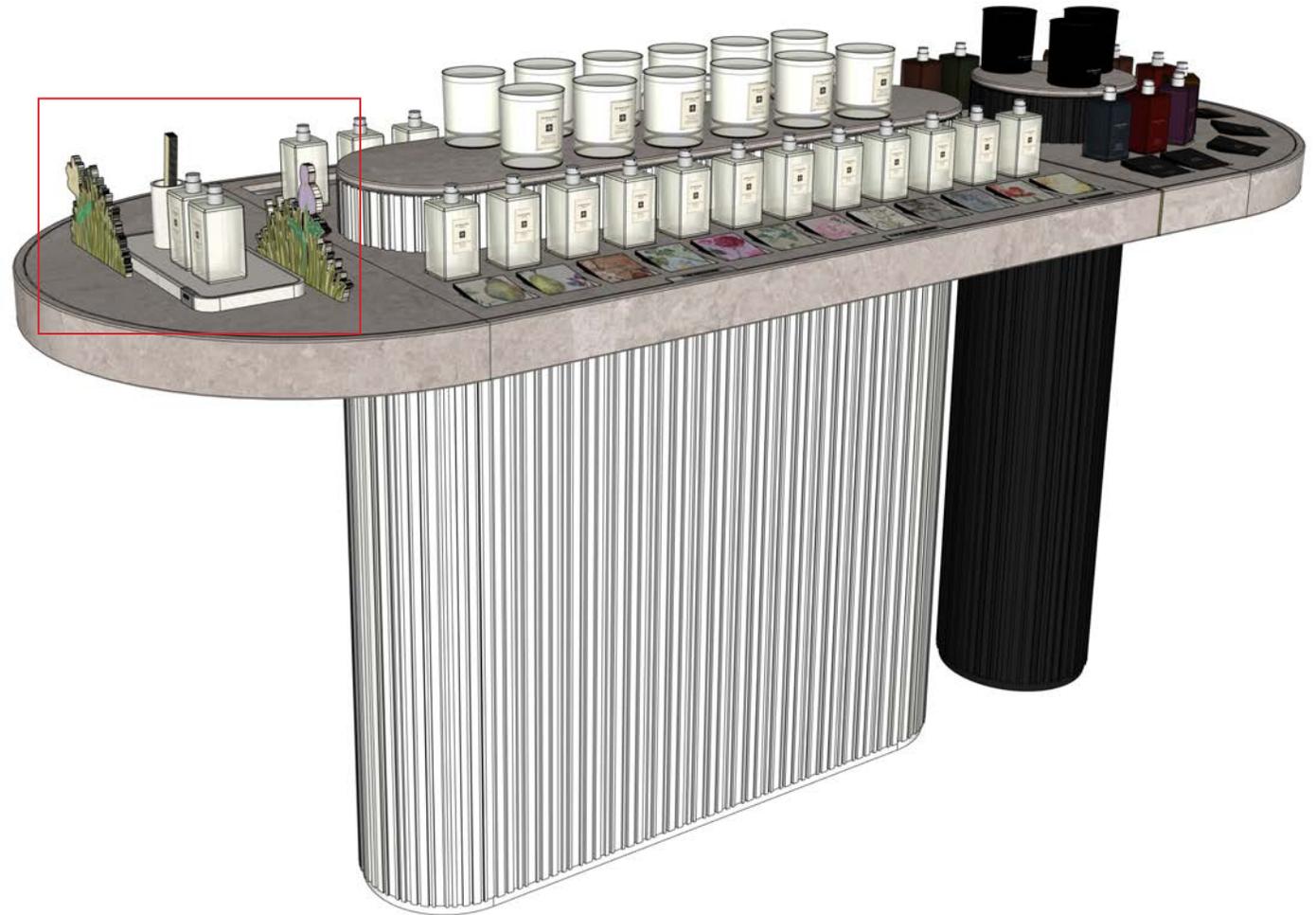
- Home Candle Intense

Rich & Floral (Floral)

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

Warm & Amber (Woody)

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



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Display what is provided.

CIRCULAR DISCOVERY TABLES

COLOGNE CLASSIC

- Home Candle
- The Herb Garden (Citrus)**
- Orange Marmalade
- Lime Basil & Mandarin
- Grapefruit
- Basil & Neroli
(Archived - Continue to Sell Through)
- Earl Grey & Cucumber
(Archived - Continue to Sell Through)

The Orchard (Fruity)

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

The Countryside (Light Floral)

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

The Flower Garden (Floral)

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

The English Coast (Spicy)

- Wood Sage & Sea Salt

The Woods (Woody)

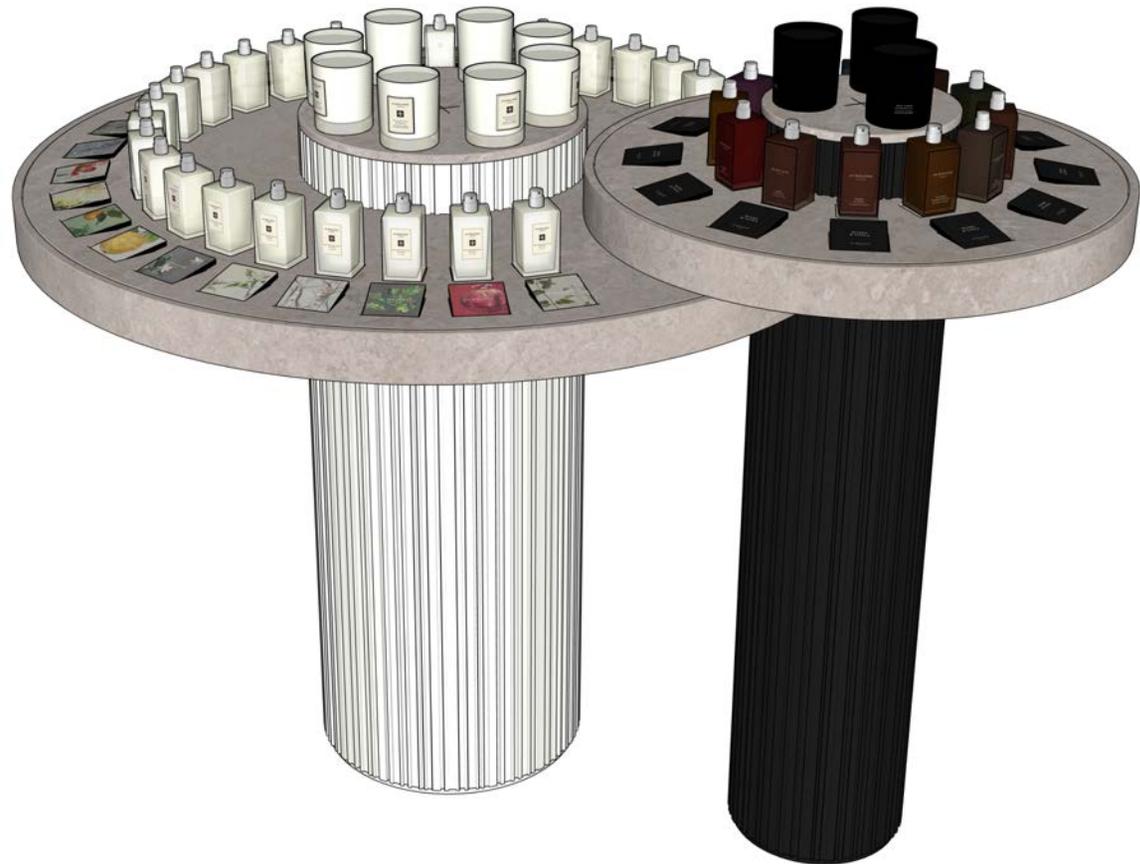
- Silver Birch & Lavender
- English Oak & Hazelnut
- Pomegranate Noir

COLOGNE INTENSE

- Home Candle Intense
- Rich & Floral (Floral)**
- Tuberose Angelica
- Red Hibiscus
- Jasmine Sambac & Marigold
- Scarlet Poppy
- Taif Rose
- Velvet Rose & Oud

Warm & Amber (Woody)

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



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Display what is provided.

MODIFIED ETAGÈRE

Place props with Edit Tray if space permits.

SHELF 1

- Mother's Day Pear-fect Set
- Edit tray + props with English Pear & Sweet Pea and English Pear & Freesia 100ml testers



SIGNAGE

Experience the sunlit orchard
Sister scents, one bond and an English pear
in every bottle. Discover English Pear & Freesia
and English Pear & Sweet Pea.

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

ETAGÈRE

Place props with Edit Tray if space permits.

SHELF 1

- Mother's Day Pear-fect Set
- Edit tray with English Pear & Sweet Pea and English Pear & Freesia 100ml testers

SHELF 2

- English Pear & Sweet Pea 50ml, 100ml, 30ml
- English Pear & Freesia 50ml, 100ml, 30ml
- English Pear & Freesia Bath & Body Collection
- English Pear & Sweet Pea and English Pear & Freesia Hand Creams

SHELF 3

- English Pear & Sweet Pea and English Pear & Freesia 30mls + Gift box
- English Pear & Freesia Home Collection
- English Pear & Sweet Pea Hair Mist and English Pear & Freesia Body & Hand Lotion



SIGNAGE

Experience the sunlit orchard
Sister scents, one bond and an English pear
in every bottle. Discover English Pear & Freesia
and English Pear & Sweet Pea.

Gift inspiration from the English orchard
Share our sister scents with the women in your life.
Present them with English Pear & Freesia
or English Pear & Sweet Pea.

Ripe for the picking
Our English Pear collection branches out.
Discover our new decorated hand creams
and English Pear & Sweet Pea Hair Mist.

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

FLEXIBLES/FOCUS TABLES

TABLE 1

- English Pear & Sweet Pea Cologne Duo
- English Pear & Freesia Cologne Duo
- Fresh & Floral Travel Trio

TABLE 2

- English Pear & Sweet Pea 100ml, English Pear & Freesia Body & Hand Wash and Body Creme + Gift Box
- English Pear & Freesia Deluxe Candle and Red Glass Diffuser + Gift Box

TABLE 3

- English Pear & Sweet Pea Cologne & Hand Duo
- English Pear & Freesia Handbag Duo
- Wood Sage & Sea Salt Handbag Duo
- Peony & Blush Suede Handbag Duo



SIGNAGE

One English pear, endless possibilities
Harvest the full collection, from the classic colognes
to luscious bath & body products and joyful &
inviting home fragrances. Which pear will you pick?

MODIFIED ROUND TABLE

SHELF 1

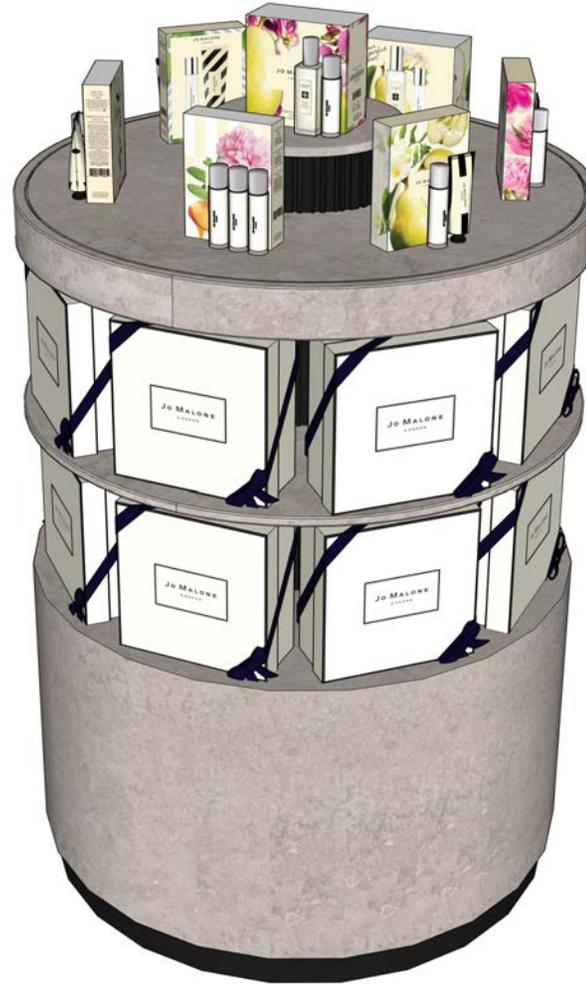
- English Pear & Sweet Pea Cologne Duo
- English Pear & Freesia Cologne Duo
- Fresh & Floral Travel Trio
- English Pear & Sweet Pea Cologne & Hand Duo
- English Pear & Freesia Handbag Duo
- Wood Sage & Sea Salt Handbag Duo
- Peony & Blush Suede Handbag Duo

SHELF 2

- Gift boxes with black ribbon

SHELF 3

- Gift boxes with black ribbon



SIGNAGE

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

GIFTING BAY: NRE

SHELF 1

- Bay Header

SHELF 2

- English Pear & Sweet Pea 50ml + Gift Box
- English Pear & Sweet Pea Hair Mist, Hand Cream, English Pear & Freesia Body & Hand Wash + Gift Box
- English Pear & Sweet Pea and English Pear & Freesia 30mls + Gift Box

SHELF 3

- English Pear & Sweet Pea Cologne Duo
- English Pear & Sweet Pea 50ml, 100ml, 30ml
- English Pear & Freesia Cologne Duo
- English Pear & Freesia 50ml, 100ml, 30ml
- Fresh & Floral Travel Trio

SHELF 4

- English Pear & Sweet Pea Cologne & Hand Duo
- English Pear & Freesia Handbag Duo
- English Pear & Freesia Hair Mist, Hand Cream and Home Candle
- Wood Sage & Sea Salt Handbag Duo
- Peony & Blush Suede Handbag Duo

SHELF 5

- English Pear & Freesia Diffuser + Gift Box
- English Pear & Freesia Room Spray, Diffuser and Home Candle
- English Pear & Sweet Pea and English Pear & Freesia 100mls + Gift Box

Bloomingdale's

- English Pear & Freesia Diffuser + Gift Box
- Little Greene Candle Collection
- Diffuser + Gift Box

SHELF 6

- Mother's Day Pear-fect Set, EPSP + EPF 9mls
- Rolled up denim tote bags with EPSP + EPF 100mls
- Rolled up denim tote bags, and one filled with tissue paper, "Sister" keychain and adhesive patches, EPSP + EPF 100mls



Bloomingdale's

SIGNAGE

Ripe for the picking
Our English Pear collection branches out.
Discover our new decorated hand creams
and English Pear & Sweet Pea Hair Mist.

One English pear, endless possibilities
Harvest the full collection, from the classic colognes
to luscious bath & body products and joyful &
inviting home fragrances. Which pear will you pick?

GIFTING BAY: CLASSIC

SHELF 1

- Bay Header

SHELF 2

- English Pear & Sweet Pea Hair Mist, Hand Cream, English Pear & Freesia Body & Hand Wash + Gift Box
- English Pear & Sweet Pea and English Pear & Freesia 30mls + Gift Box

SHELF 3

- English Pear & Sweet Pea Cologne Duo
- English Pear & Freesia Cologne Duo
- Fresh & Floral Travel Trio

SHELF 4

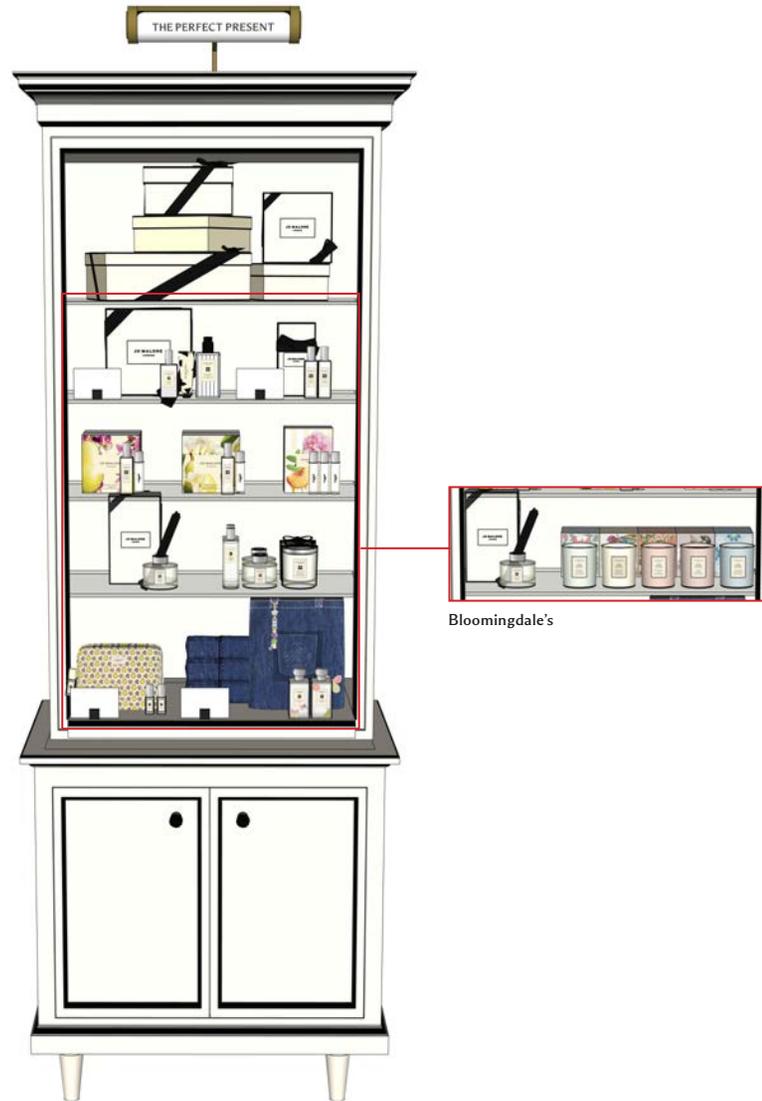
- English Pear & Freesia Diffuser + Gift Box
- English Pear & Freesia Room Spray, Diffuser and Home Candle

Bloomingdale's

- English Pear & Freesia Diffuser + Gift Box
- Little Greene Candle Collection

SHELF 5

- Mother's Day Pear-fect Set, EPSP + EPF 9mls
- Rolled up denim tote bags with EPSP + EPF 100mls
- Rolled up denim tote bags, and one filled with tissue paper, "Sister" keychain and adhesive patches, EPSP + EPF 100mls



SIGNAGE

Ripe for the picking
Our English Pear collection branches out.
Discover our new decorated hand creams
and English Pear & Sweet Pea Hair Mist.

Experience the sunlit orchard
Sister scents, one bond and an English pear
in every bottle. Discover English Pear & Freesia
and English Pear & Sweet Pea.

COLOGNE & COLOGNE INTENSE BAY: NRE

See the last page for Cologne Stories.

SHELF 1

- Bay Header

SHELF 2

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

SHELF 3

- English Pear & Sweet Pea 50ml, 100ml, 30ml
- Edit tray with ESPS + EPF 100ml testers
- English Pear & Freesia 50ml, 100ml, 30ml
- Raspberry Ripple riser (Large)
- Edit tray with Beach Blossom testers
- Beach Blossom 100ml, 50ml

SHELF 4

- Cologne 100ml

SHELF 5

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

SHELF 6

- Gifting Story (Large)
- Cologne 30ml (Small)
- Cologne 50ml (Small)

LARGE



SMALL



SIGNAGE

Experience the sunlit orchard
Sister scents, one bond and an English pear
in every bottle. Discover English Pear & Freesia
and English Pear & Sweet Pea.

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

COLOGNE & COLOGNE INTENSE BAY: CLASSIC

SHELF 1

- Bay Header

SHELF 2

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

SHELF 3

- Wooden Riser with Cypress & Grapevine 100ml and 50ml
- Edit tray with ESPS + EPF 100ml testers with stock behind
- Edit tray with Beach Blossom testers with stock behind
- Raspberry Ripple riser (Large)
- Cologne Absolu (Small)

SHELF 4

- Cologne 100ml

SHELF 5

- Cologne 50ml
- Cologne 30ml
- Cologne Absolu (Large)

LARGE



SMALL



SIGNAGE

Experience the sunlit orchard
Sister scents, one bond and an English pear
in every bottle. Discover English Pear & Freesia
and English Pear & Sweet Pea.

BATH & BODY BAY: NRE

SHELF 1

- Bay Header

SHELF 2

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

SHELF 3

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

SHELF 4

- Body Creme
- Gifting Story (Large)

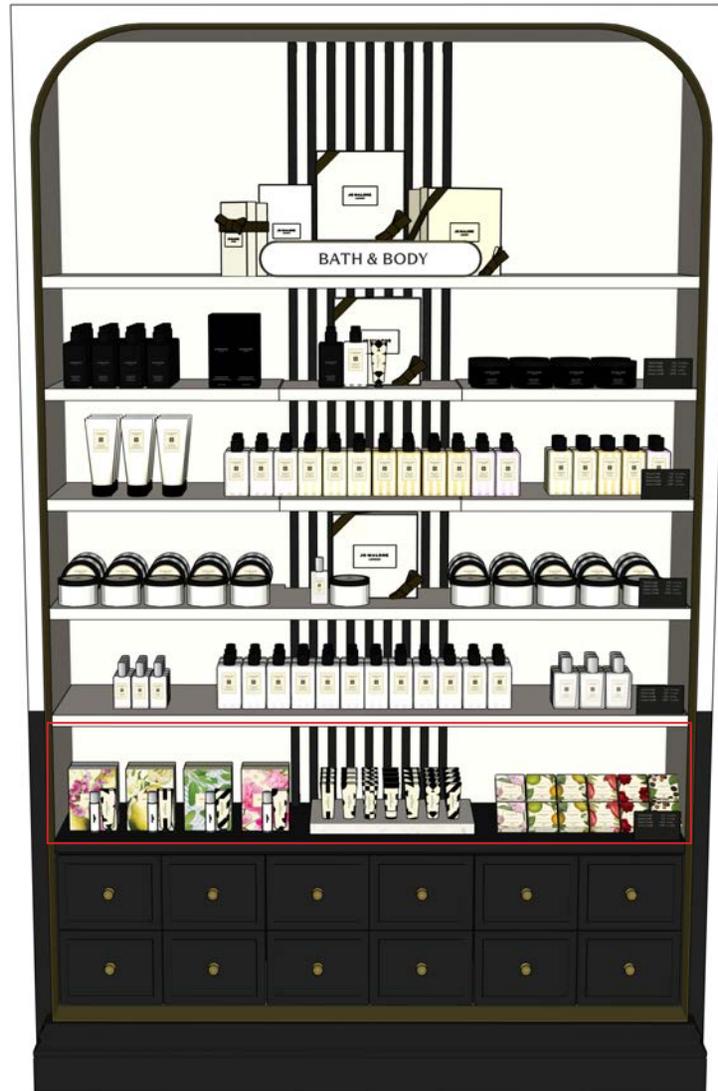
SHELF 5

- Hair Mist
- Body & Hand Lotion
- Body Mist

SHELF 6

- English Pear & Sweet Pea Cologne & Hand Duo
- English Pear & Freesia Handbag Duo
- Wood Sage & Sea Salt Handbag Duo
- Peony & Blush Suede Handbag Duo
- Hand Cremes on tray
- Soap

LARGE



SMALL



SIGNAGE

BATH & BODY BAY: CLASSIC

SHELF 1

- Bay Header

SHELF 2

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

SHELF 3

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

SHELF 4

- Bath Oil
- Body & Hand Lotion
- Soap

SHELF 5

- Body Creme
- Hand Cremes on tray
- English Pear & Sweet Pea Cologne & Hand Duo
- English Pear & Freesia Handbag Duo
- Wood Sage & Sea Salt Handbag Duo
- Peony & Blush Suede Handbag Duo



SIGNAGE

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

HOME BAY: NRE

SHELF 1

- Bay Header

SHELF 2

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

SHELF 3

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

SHELF 4

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

SHELF 5

- Home Candle
- Room Spray (Large)

SHELF 6

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



SIGNAGE

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

HOME BAY: CLASSIC

SHELF 1

- Bay Header

SHELF 2

- Deluxe Candle Intense
- Home Candle Intense
- Diffuser Intense
- Room Spray Intense
- Night Collection (Large)

SHELF 3

- Room Spray
- Deluxe Candle
- Best-Selling Home Candle and Diffuser on edit tray
- Best-seller Diffuser Refill on edit tray (Large)
- Night Collection (Small)

SHELF 4

- Luxury Candle (Large)
- Diffuser
- Best-seller Diffuser Refill on edit tray (Small)
- Diffuser Refill

SHELF 5

- Townhouse Diffuser (Large)
- Home Candle
- Townhouse Candle



SIGNAGE

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

MEN'S EDIT: NRE

SHELF 1

- Bay Header

SHELF 2

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

SHELF 3

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

SHELF 4

- Wooden riser with Amber Labdanum cologne testers followed by stock
- Amber Labdanum 100ml + Gift Box

SHELF 5

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

Bloomingdale's & Nordstrom

- Wooden riser with Shaving Cream and Aftershave Moisturizer testers
- Cypress & Grapevine Body & Hand Wash and Aftershave Moisturizer + Gift Box
- Shaving Cream
- Aftershave Moisturizer

SHELF 6

- Gift boxes with Men's Best-Selling products
- Cypress & Grapevine Lifestyle Duo



BLM & NDS

SIGNAGE

MEN'S EDIT: CLASSIC

SHELF 1

- Bay Header

SHELF 2

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

SHELF 3

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

SHELF 4

- Wooden riser with Amber Labdanum cologne testers followed by stock
- Amber Labdanum 100ml + Gift Box

SHELF 5

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

Bloomingdale's & Nordstrom

- Wooden riser with Shaving Cream and Aftershave Moisturizer testers with stock behind
- Cypress & Grapevine Body & Hand Wash and Aftershave Moisturizer + Gift Box



SIGNAGE

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

COMBINATION BAY: NRE

See the last page for Cologne Stories.

SHELF 1

- Bay Header

SHELF 2

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

SHELF 3

- English Pear & Sweet Pea 50ml, 100ml, 30ml
- Edit tray with ESPS + EPF 100ml testers
- English Pear & Freesia 50ml, 100ml, 30ml
- Raspberry Ripple riser
- Edit tray with Beach Blossom testers
- Beach Blossom 100ml, 50ml

SHELF 4

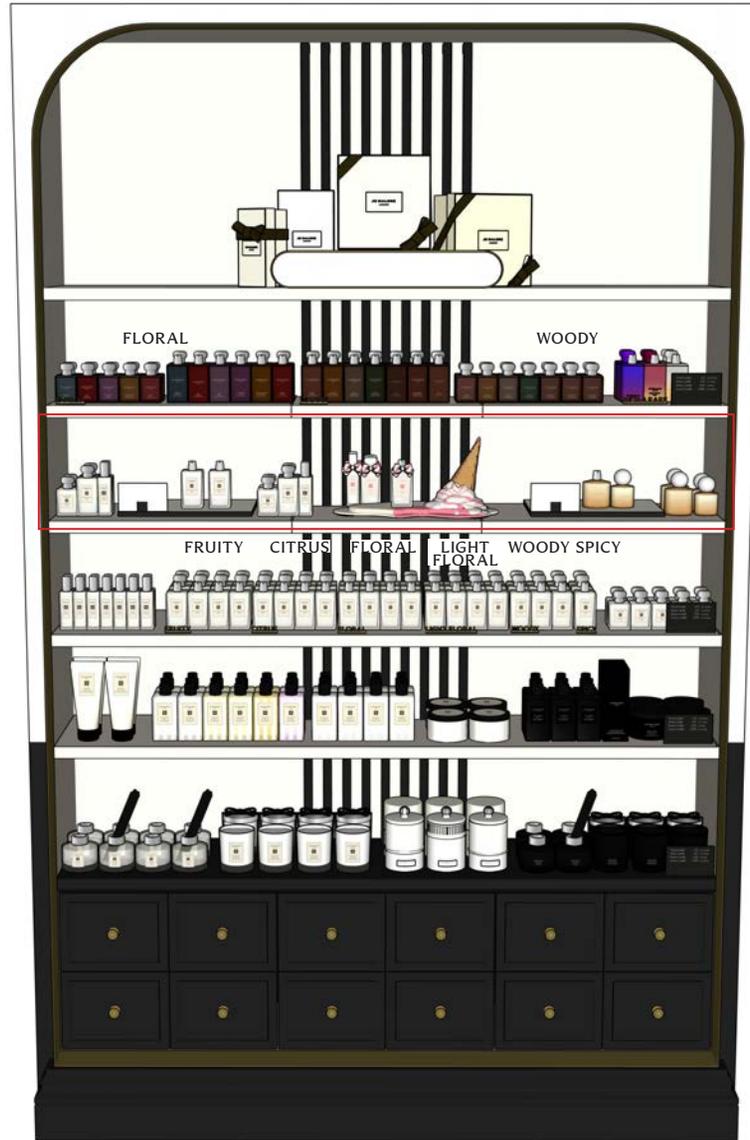
- Cologne 30ml
- Cologne 100ml
- Cologne 50ml

SHELF 5

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

SHELF 6

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



SIGNAGE

Experience the sunlit orchard
Sister scents, one bond and an English pear
in every bottle. Discover English Pear & Freesia
and English Pear & Sweet Pea.

COMBINATION BAY: CLASSIC

See the last page for Cologne Stories.

SHELF 1

- Bay Header

SHELF 2

- Rich & Floral Cologne Intense 100ml
- Edit tray with ESPS + EPF 100ml testers with stock behind
- Cologne Absolu
- Edit tray with Beach Blossom testers with stock behind
- Warm & Amber Cologne Intense 100ml

SHELF 3

- Raspberry Ripple riser with stock behind
- Cologne 100ml

SHELF 4

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

SHELF 5

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



SIGNAGE

Experience the sunlit orchard
Sister scents, one bond and an English pear
in every bottle. Discover English Pear & Freesia
and English Pear & Sweet Pea.

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

HOME & BATH BAY: NRE

SHELF 1

- Bay Header

SHELF 2

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

SHELF 3

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

SHELF 4

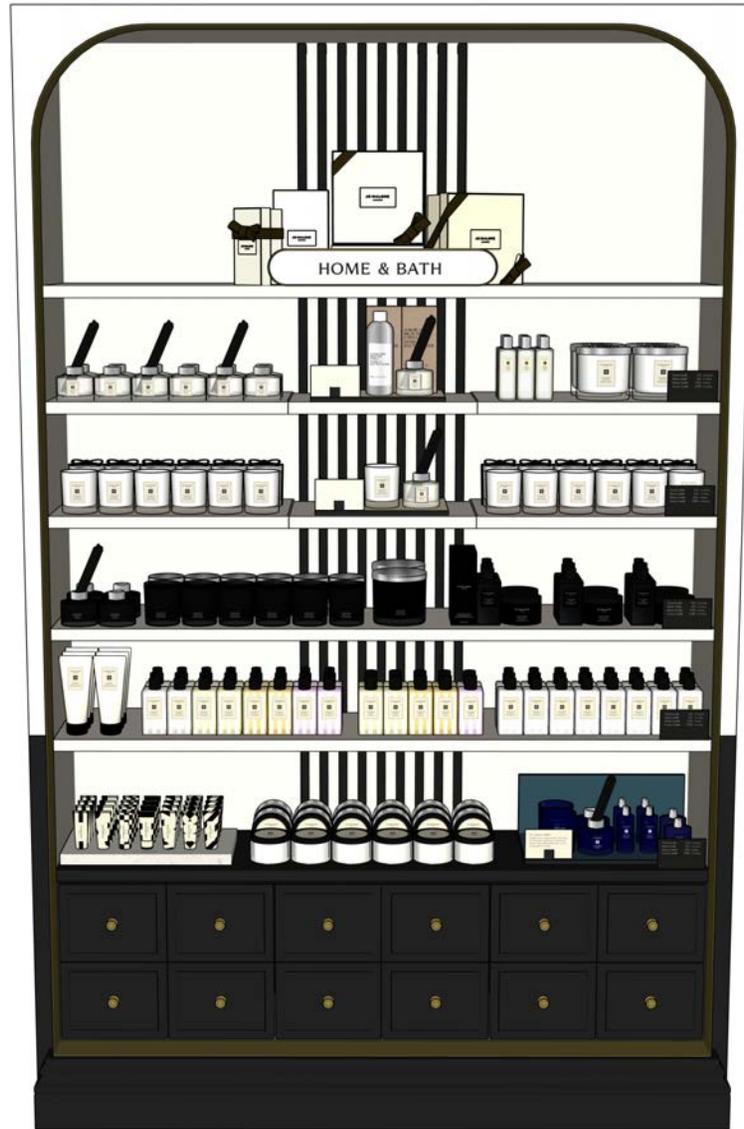
- Diffuser Intense
- Home Candle Intense
- Deluxe Candle Intense
- Body & Hand Wash Intense
- Cypress & Grapevine Body Spray (US only)
- Body Creme Intense

SHELF 5

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

SHELF 6

- Hand Cremes on tray
- Body Creme
- Night Collection



SIGNAGE

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

HOME & BATH BAY: CLASSIC

SHELF 1

- Bay Header

SHELF 2

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

SHELF 3

- Home Candle Intense
- Home Candle
- Night Collection

SHELF 4

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

SHELF 5

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



SIGNAGE

OPEN UNIT SIDE A: GIFTING

SHELF 1

- English Pear & Sweet Pea Hair Mist, Hand Cream, English Pear & Freesia Body & Hand Wash + Gift Box
- English Pear & Sweet Pea and English Pear & Freesia 100mls + Gift Box
- English Pear & Freesia Hair Mist, Hand Cream and Home Candle

SHELF 2

- English Pear & Sweet Pea Cologne Duo
- English Pear & Sweet Pea 50ml, 100ml, 30ml
- English Pear & Freesia Cologne Duo
- English Pear & Freesia 50ml, 100ml, 30ml
- Fresh & Floral Travel Trio

SHELF 3

- English Pear & Sweet Pea Cologne & Hand Duo
- English Pear & Freesia Handbag Duo
- Wood Sage & Sea Salt Handbag Duo
- Peony & Blush Suede Handbag Duo

SHELF 4

- Mother's Day Pear-fect Set, EPSP + EPF 9mls
- Rolled up denim tote bags, and one filled with tissue paper, "Sister" keychain and adhesive patches, EPSP + EPF 100mls



SIGNAGE

Ripe for the picking
Our English Pear collection branches out.
Discover our new decorated hand creams
and English Pear & Sweet Pea Hair Mist.

One English pear, endless possibilities
Harvest the full collection, from the classic colognes
to luscious bath & body products and joyful &
inviting home fragrances. Which pear will you pick?

OPEN UNIT SIDE B: COLOGNE & COLOGNE INTENSE

See the last page for Cologne Stories.

SHELF 1

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

SHELF 2

- Cologne 100ml

SHELF 3

- Cologne 30ml and 50ml

SHELF 4

- Raspberry Ripple riser
- Beach Blossom 100ml, 50ml
- Cologne Absolu



SIGNAGE

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

OPEN UNIT SIDE A: BATH & BODY

SHELF 1

- Exfoliating Shower Gel
- Body & Hand Wash

SHELF 2

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

SHELF 3

- Body Creme

SHELF 4

- Bath Oil
- Body & Hand Lotion



SIGNAGE

OPEN UNIT SIDE B: HOME

SHELF 1

- Home Collection Story
- Townhouse Candle

SHELF 2

- Deluxe Candle Intense
- Home Candle Intense
- Diffuser Intense

SHELF 3

- Deluxe Candle
- Home Candle

SHELF 4

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



SIGNAGE

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

MICRO FORMAT

SHELF 1

- Bay Header

SHELF 2

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

SHELF 3: Home + Bath & Body

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

SHELF 4: Cologne

- Cologne 100ml
- Beach Blossom 100ml, 50ml

SHELF 5: Cologne

- Hair Mist
- Cologne 50ml
- Raspberry Ripple riser followed by stock
- Cologne 30ml
- Body Mist

SHELF 6: Home

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

SHELF 7: Bath & Body

- Diffuser
- Home Candle
- Deluxe Candle



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

OPEN SELL UNITS: LARGE



LEFT

SHELF 1

- Deluxe Candle Intense
- Home Candle Intense
- Diffuser Intense

SHELF 2

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

SHELF 3

- Home Candle

SHELF 4

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

CENTER

SHELF 1

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

SHELF 2

- Cologne 30ml
- Beach Blossom 100ml + Gift Box
- Edit tray with Beach Blossom 100ml, 50ml
- Beach Blossom 100ml, 50ml

SHELF 3

- Cologne 100ml
- Cologne 50ml

SHELF 4

- Little Luxuries
- Vitamin E Collection
- Soap

RIGHT

SHELF 1

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

SHELF 2

- Bath Oil
- Body Mist
- Body & Hand Lotion

SHELF 3

- Body Creme

SHELF 4

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

OPEN SELL UNITS: SMALL



LEFT

SHELF 1

- Deluxe Candle Intense
- Home Candle Intense
- Diffuser Intense

SHELF 2

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

SHELF 3

- Home Candle

SHELF 4

- Room Spray
- Deluxe Candle
- Night Collection

CENTER

SHELF 1

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

SHELF 2

- Beach Blossom 100ml + Gift Box
- Edit tray with Beach Blossom 100ml, 50ml
- Beach Blossom 100ml, 50ml

SHELF 3

- Cologne 100ml

SHELF 4

- Cologne 50ml
- Cologne 30ml

RIGHT

SHELF 1

- Exfoliating Shower Gel
- Body & Hand Wash

SHELF 2

- Bath Oil
- Body & Hand Lotion

SHELF 3

- Body Creme

SHELF 4

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

CASH WRAP: LARGE

A

- Rolled up denim tote bags, and one filled with tissue paper, "Sister" keychain and adhesive patches, EPSP + EPF 100mls
- English Pear & Sweet Pea 100ml, English Pear & Freesia 30ml + Dift Box
- English Pear & Freesia Home Collection

B

- Rolled up denim tote bags, and one filled with tissue paper, "Sister" keychain and adhesive patches, EPSP + EPF 100mls
- Mother's Day Pear-fect Set, EPSP + EPF 9mls

C

- Personalization Charms tray
- Stone riser with English Pear & Sweet Pea and English Pear & Freesia 100mls
- Stone riser with personalized Colognes
- Ribbons tray



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

CASH WRAP: SMALL

A

- English Pear & Freesia Bath & Body and Home Collection

B

- Mother's Day Pear-fect Set, EPSP + EPF 9mls
- Rolled up denim tote bags, and one filled with tissue paper, "Sister" keychain and adhesive patches, EPSP + EPF 100mls
- English Pear & Sweet Pea Cologne 20ml, Hand Cream + Gift Box
- 2 x 100ml Colognes + Gift Box

C

- On the Tray: English Pear & Sweet Pea and English Pear & Freesia 100mls, ribbons
- The Perfect Bow Tray



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

TASTING BAR

- English Pear & Freesia Home Candle and Diffuser

LARGE



SMALL



SIGNAGE

CASH DESK

Incorporate Little Luxuries or Hand Creams if there is limited space on the bays.

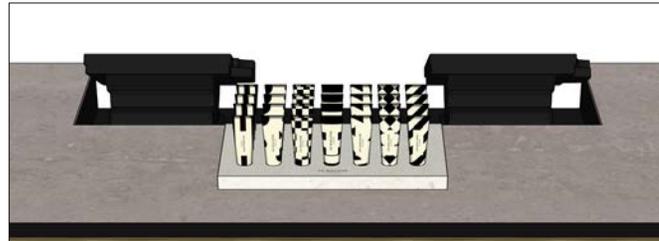
- A
- Little Luxuries in bowls if available

- B
- Hand Cream Tray

A



B



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

Kilian Paris

Visual Merchandising SP26 Jan- June





Large Tray
*FSS & Top doors only



Small Tray

IMPORTANT NOTE

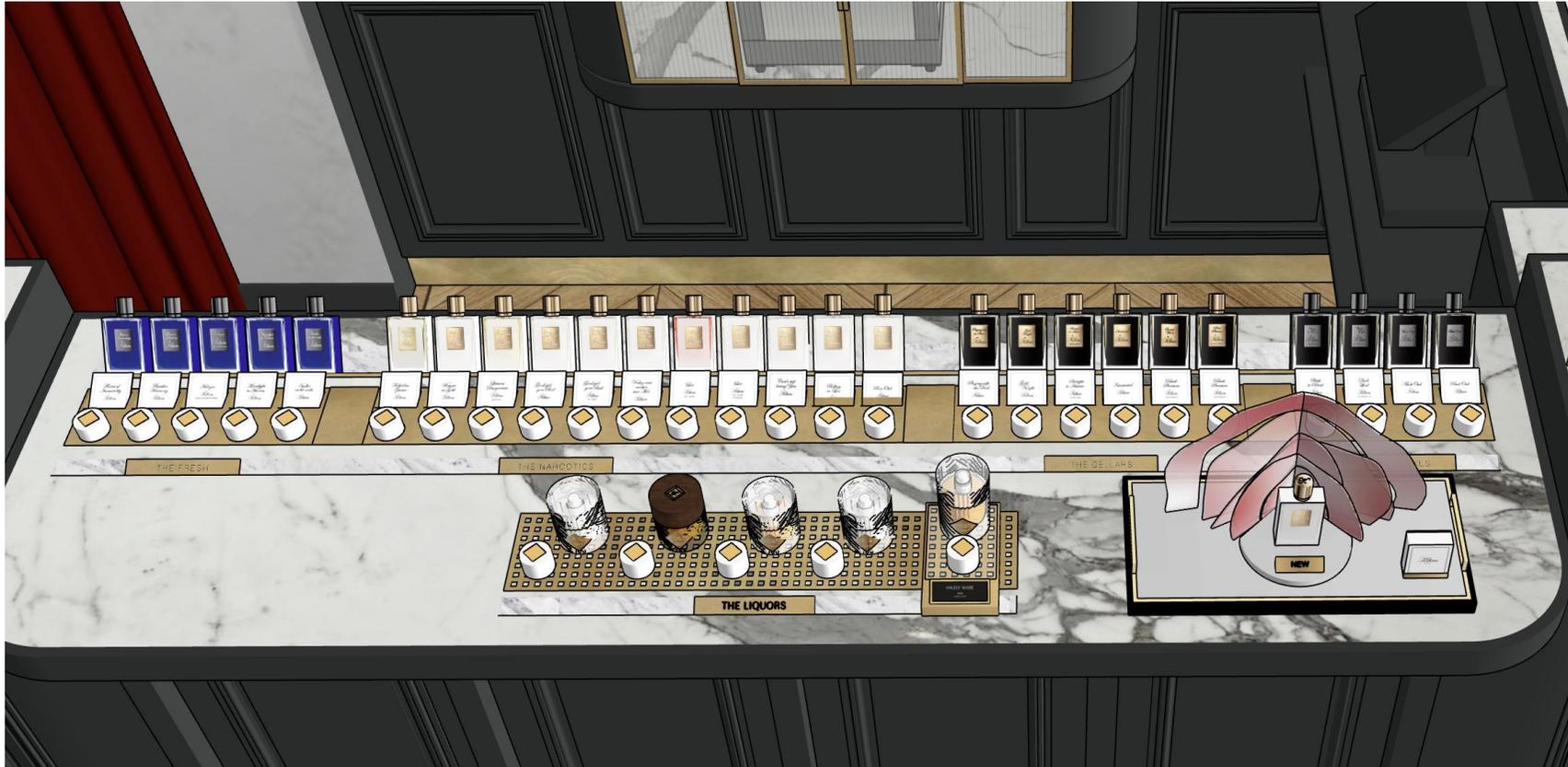


Remove from all counters and
trash insert & riser





Bar – option 2



HERO'S

HERO'S MERCHANDISING





1



KIT LARGE TRAY + LARGE TOP MIRROR
N550600001

3



LIQUORS RISER
N4HN600001

5



BLOTTERS HOLDER
N3J5700001

2

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

4



«LIQUORS» TAG
N4HR600001



1



KIT SMALL TRAY + SMALL TOP MIRROR
N54Y600001

3



LIQUORS RISER
N4HN600001

2

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

4



«LIQUORS» TAG
N4HR600001



1



KIT PERFUMERY TRAY + MIRROR TOP
N54X600001

3



LIQUORS RISER
N4HN600001

2



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

4



TEXT DISPLAY NEW
N04O600001



NEW TAGS WILL BE MAILED TO STORES SOON



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



1



KIT LARGE TRAY + LARGE TOP MIRROR
N550600001

3



TEXT DISPLAY ICON
N041600001

5



BLOTTERS HOLDER
N3J5700001

2



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



1



KIT SMALL TRAY + SMALL TOP MIRROR
N54Y600001

3



TEXT DISPLAY ICON
N04I600001

2



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



1



KIT PERFUMERY TRAY + MIRROR TOP
N54X600001

3



TEXT DISPLAY ICON
N04I600001

2



PERFUMES TO DISPLAY :
GGGB 100ml
Love DBS 100ml



1



KIT LARGE TRAY + LARGE TOP MIRROR
N550600001

3

TEXT DISPLAY NEW

5



BLOTTERS HOLDER
N3J5700001

2



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

LaMer

Visual Merchandising SP26 Jan- June



LA MER

NA MERCHANDISING GUIDELINES - 02/01/2026 UPDATE

ALL DOORS

THE *NEW* REJUVENATING EYE CREAM

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

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

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

NEW



*BASED ON 8 SIGNS OF EYE AGING: WRINKLES, DARK CIRCLES, REDNESS, SOOTY LASHES, DRYNESS, ITCHING, STINGING, AND SWEATING. **BASED ON 12 WEEKS OF USE. SEE CLINICAL TRIALS FOR MORE INFORMATION. © 2025 LA MER. ALL RIGHTS RESERVED.

LA MER

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

Lightbox Artwork



REC Artwork
(ALL DOORS)

Doors with TV's



REC Video
In newness location
(ALL DOORS)



REC Launch Unit RNC
(ALL DOORS)

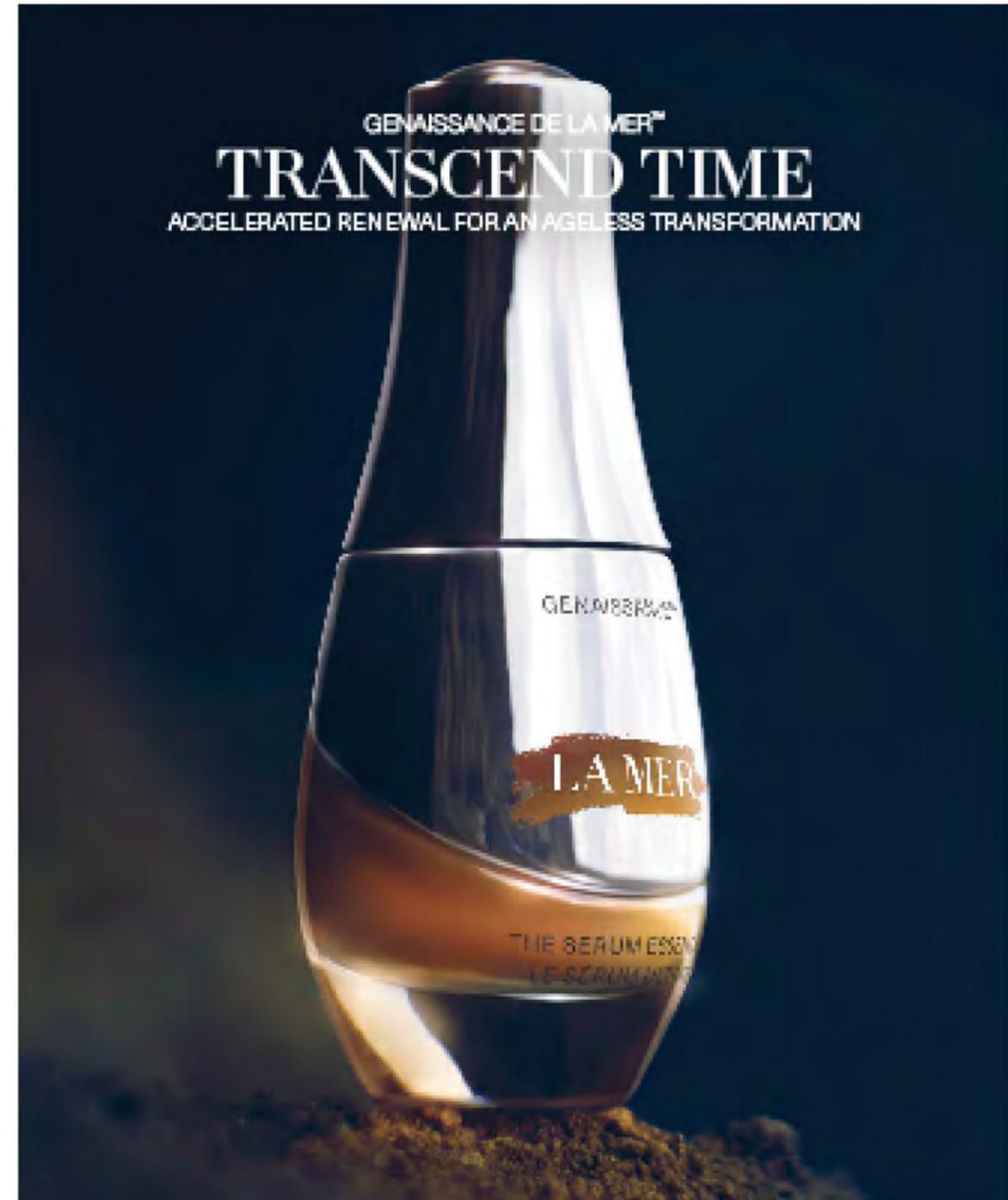


Secondary Plug & Play
(ALL DOORS)

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

NO UPDATES

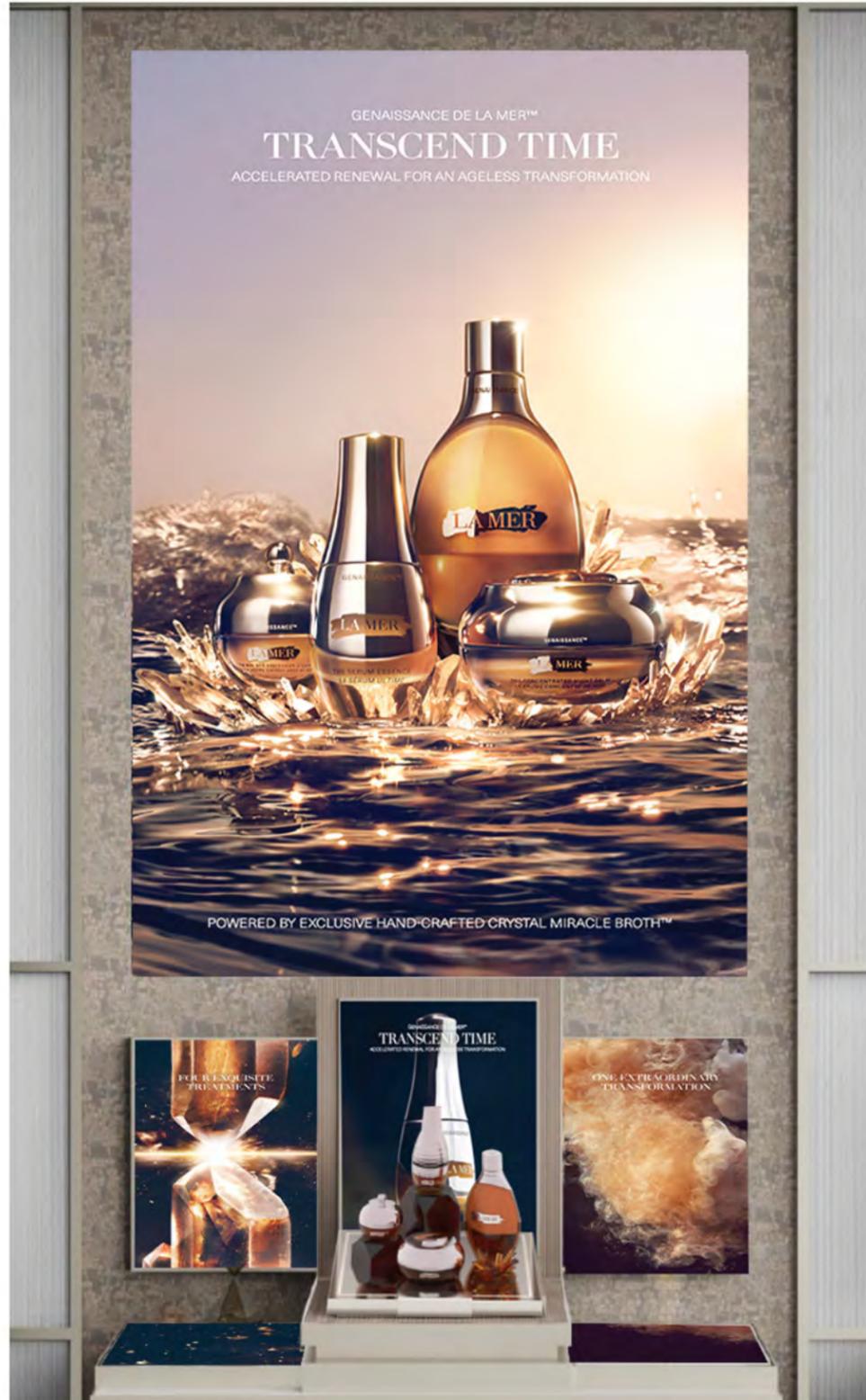
ALL DOORS
ARTWORK CODE:468D700001



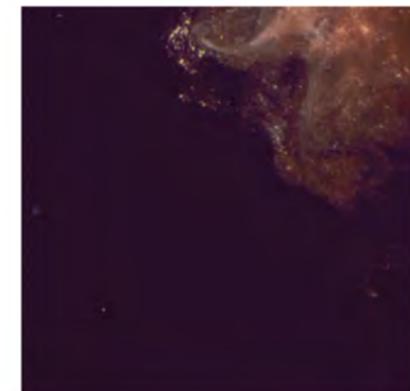
LA MER

NEWNESS BAY GUIDELINES - GDLM

NO UPDATES



The GDLM Unit



LA MER

LAUNCH UNIT - 02/01/2026 ALL DOORS

ALL DOORS
ARTWORK CODE: 177997-0

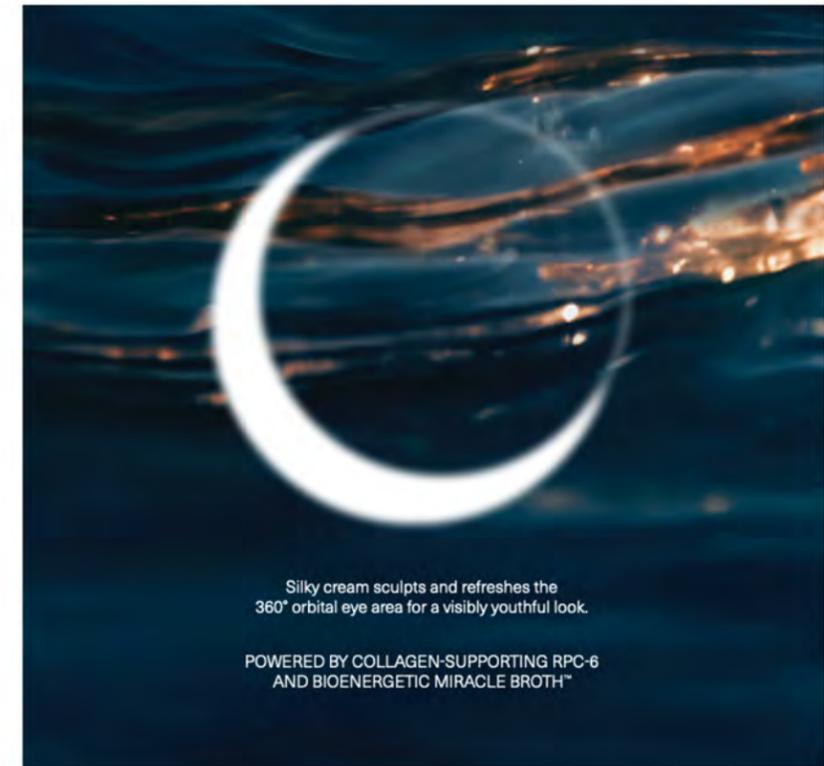


REC Launch Unit
Use REC launch riser.

Rejuvenating Eye Cream Applicator
Code: 46BM70



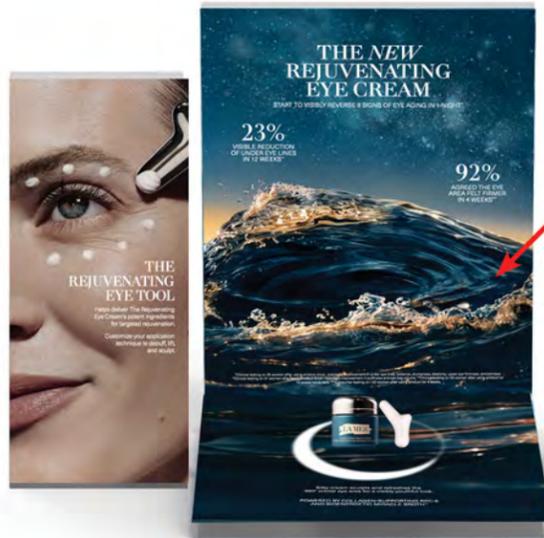
Litho Backer



Base

ALL DOORS
ARTWORK CODE: 177999-0

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



Secondary Plug & Play Unit



Vertical block



Backer



Base

NEW ACTIVATION TRAY
CODE: PT02-25
173109-0



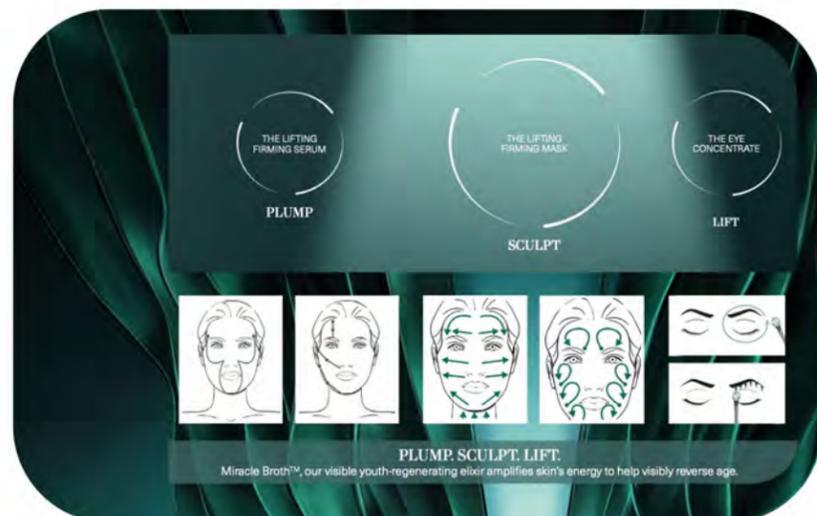
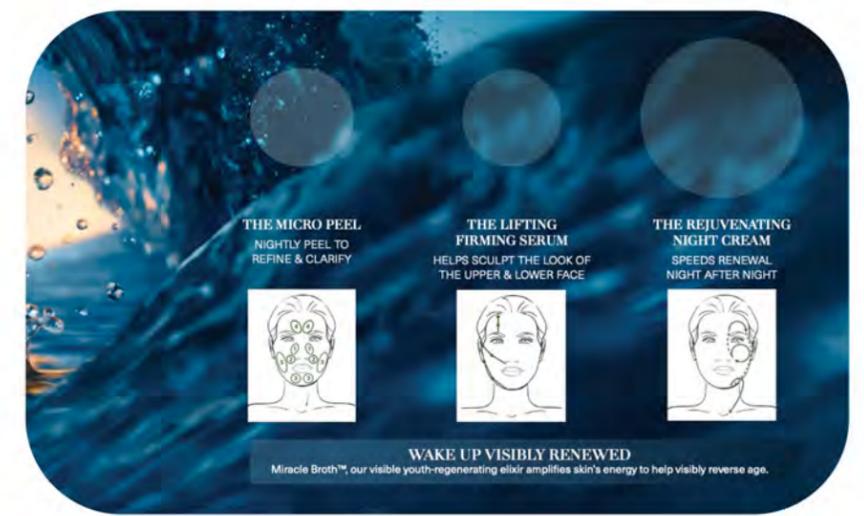
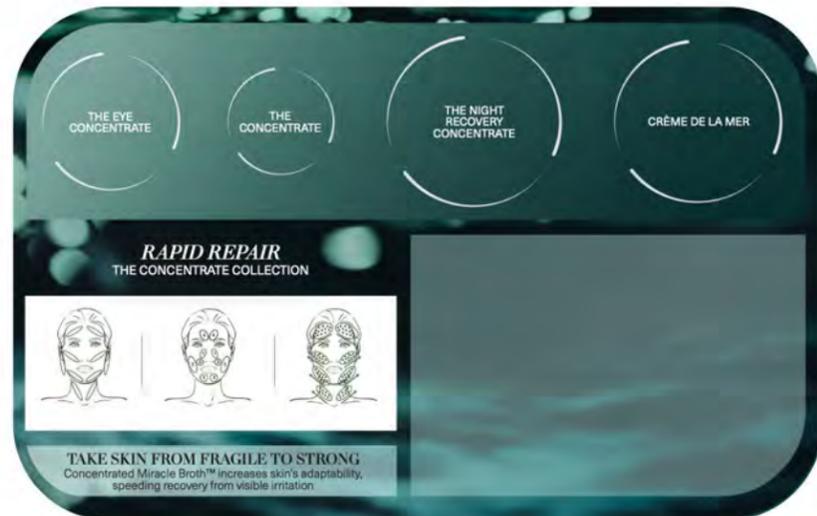
CURRENTLY SHOWING A THE REC / RENEWAL
OIL ARTWORK INSERT.

FRONT: REC

BACK: RENEWAL OIL

OTHER ACTIVATION TRAY INSERT ARTWORKS TO KEEP IN ROTATION

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



THE CONCENTRATE TRAY INSERT

THE MIRACLE BROTH TRAY INSERT

THE RNC TRAY INSERT

LA MER

MOISTURE TESTING TRAY -02/01/2026 ALL DOORS

NO UPDATES

MOISTURE TESTING TRAY
CODE: PT01-25



PUT MOISTURIZERS HERE.

LA MER

NICHE GUIDELINES - 02/01/2026 ALL DOORS

THE NIGHT COLLECTION

THE NEW REJUVENATING EYE CREAM

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

NEW

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

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

BIOENERGETIC MIRACLE BROTH™

THE NIGHT COLLECTION

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

BIOENERGETIC MIRACLE BROTH™

THE NIGHT COLLECTION

THE NIGHT COLLECTION

THE NIGHT COLLECTION

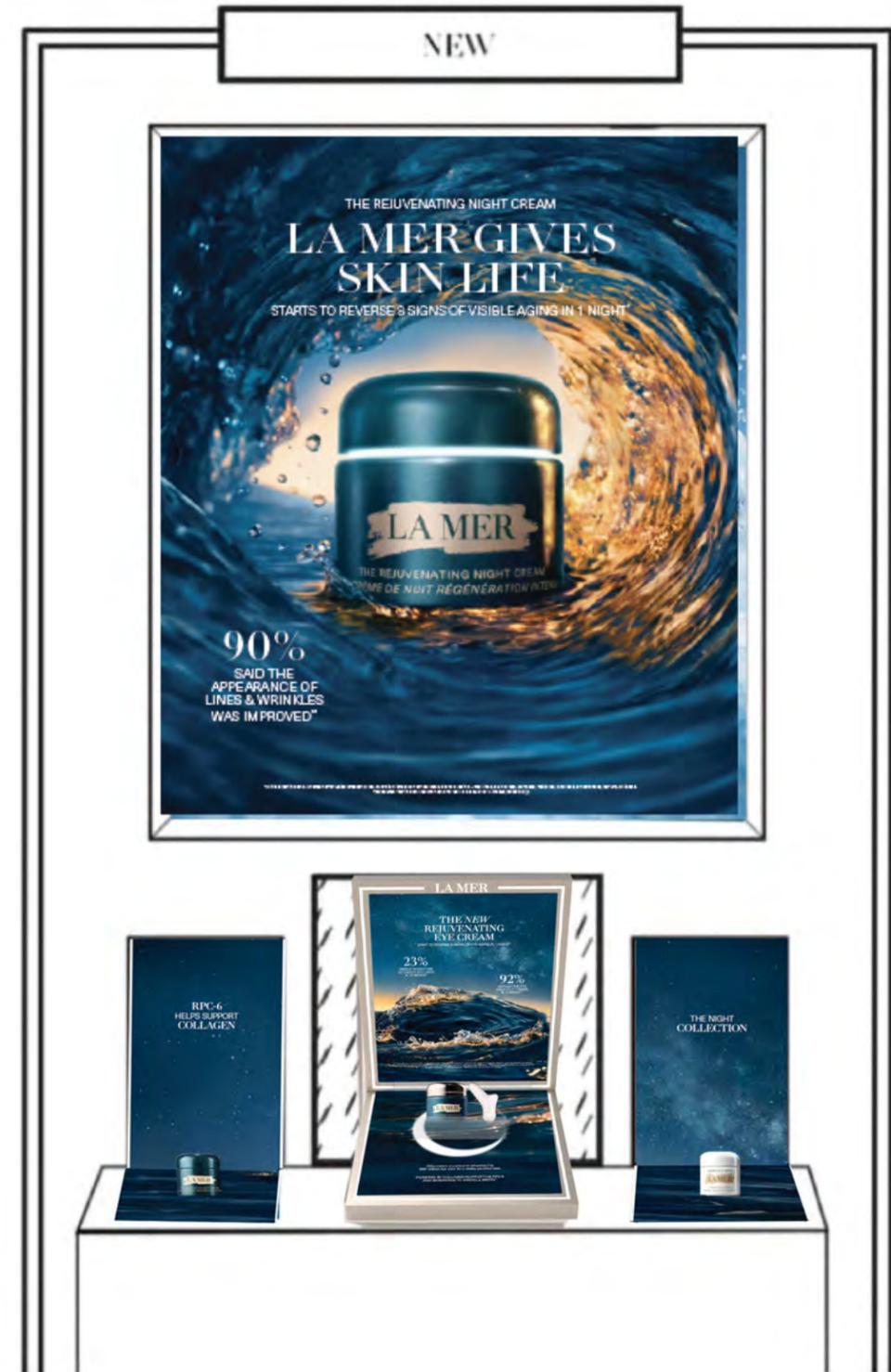
THE NIGHT COLLECTION

LA MER

NEWNESS BAY GUIDELINES - 02/01/2026 ALL DOORS



MERCHANDISE REC.
USE REC PUCK
(ALL DOORS)



LA MER

PLAYTABLE ENDCAP GUIDELINES -02/01/2026 ALL DOORS



MERCHANDISE WITH THE FOUR MOISTURIZERS

LA MER

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



Merchandise REC AND RNC
on the left platform.

Merchandise REC
on the top platform.

Merchandise RNC
on the right platform.

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



FRONT BACKER 1



FRONT BACKER 2



FRONT BACKER 3



BACKER 1



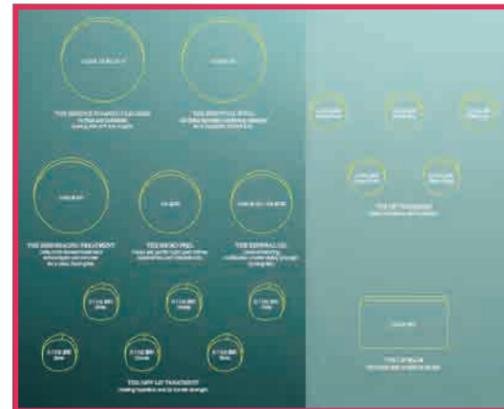
BACKER 2



LOCATION 1
47DX-60-0001



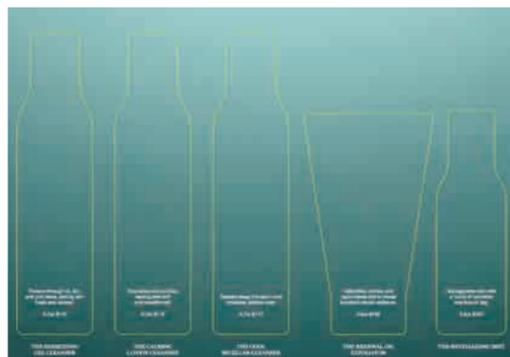
LOCATION 2



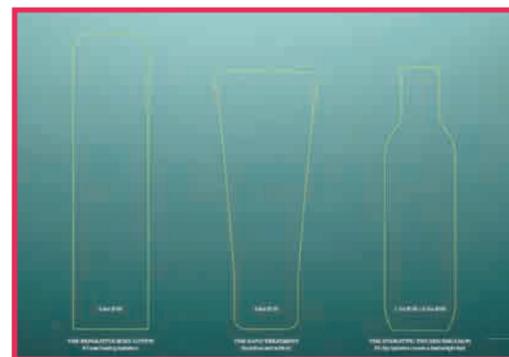
LOCATION 3
47DY-60-0001



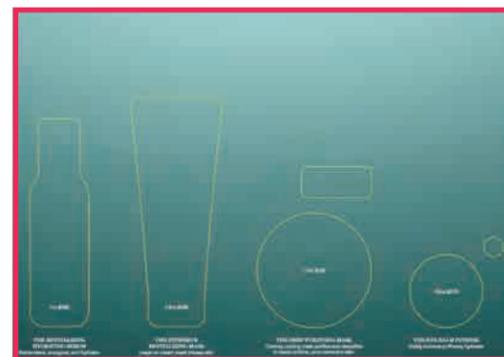
BACKER 3



LOCATION 4



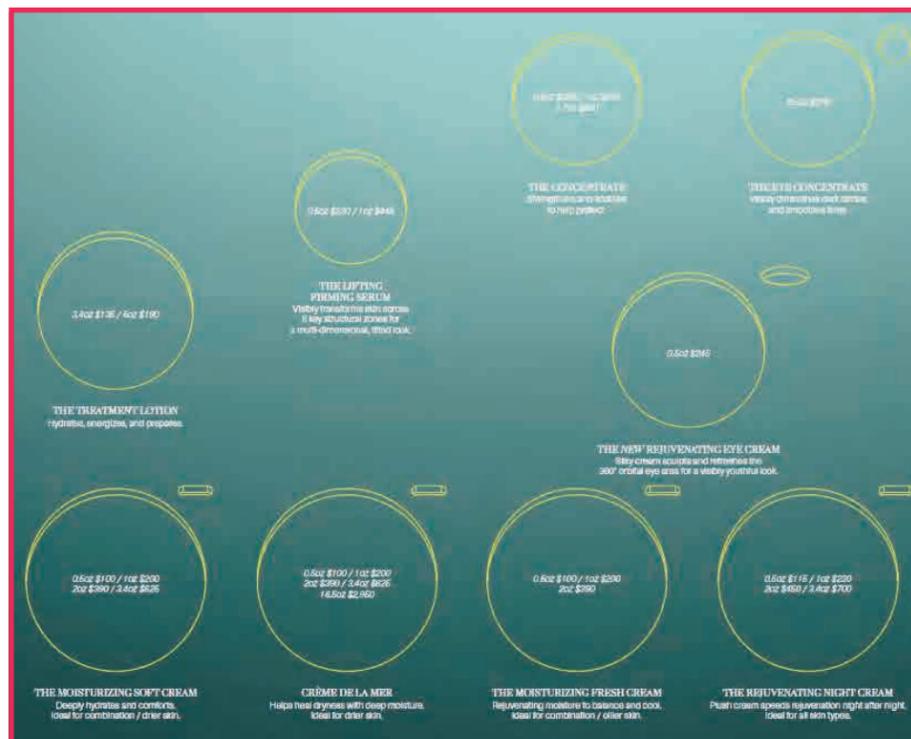
LOCATION 5
47DZ-60-0001



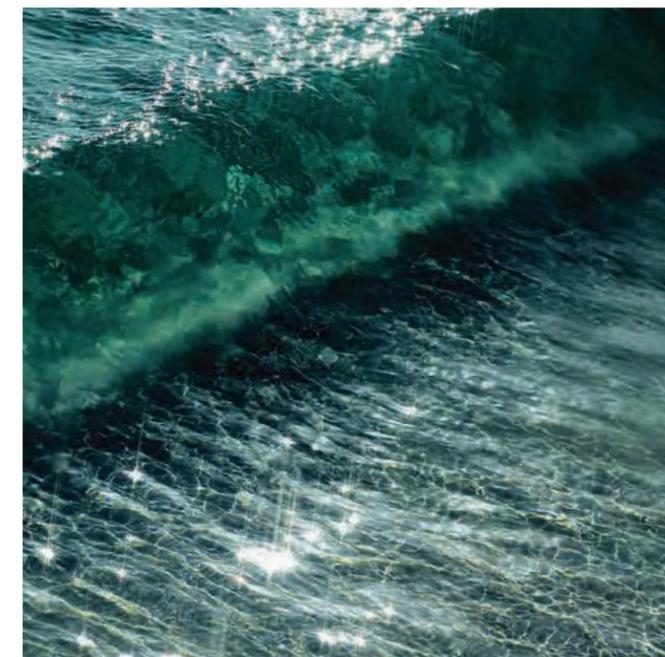
LOCATION 6
47EB-60-0001

FEBRUARY UPDATE
BOTH TILES WILL UPDATE

(TOP)
47ED-60-0001

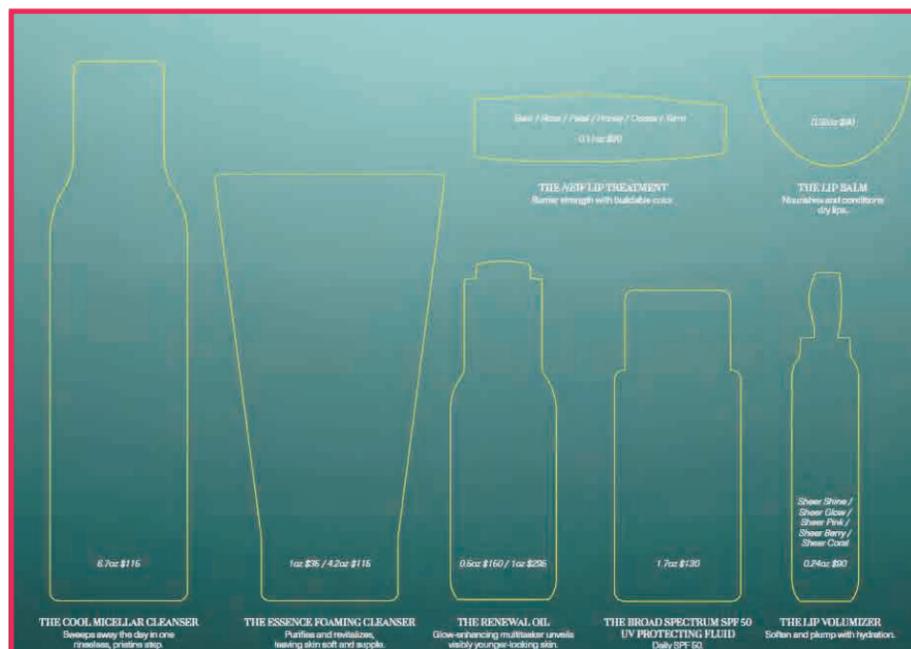


FRONT BACKER



BACKER

(BOTTOM)
47EQ-60-0001



LA MER

LITTLE LUXURIES UNIT

NO UPDATES



NEW LITTLE LUX ARTWORK
ALL DOORS
47GB700001



OLD LITTLE LUX ARTWORK
REMOVE AND DISCARD.

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

FIND YOUR IDEAL MOISTURIZER

- CRÈME DE LA MER
Dry skin / 0.5oz \$100
- THE MOISTURIZING FRESH CREAM
Combination / oilier skin / 0.5oz \$100
- THE MOISTURIZING SOFT CREAM
Combination / dry skin / 0.5oz \$100
- THE REJUVENATING NIGHT CREAM
All skin types / 0.5oz \$115



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



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

2

3

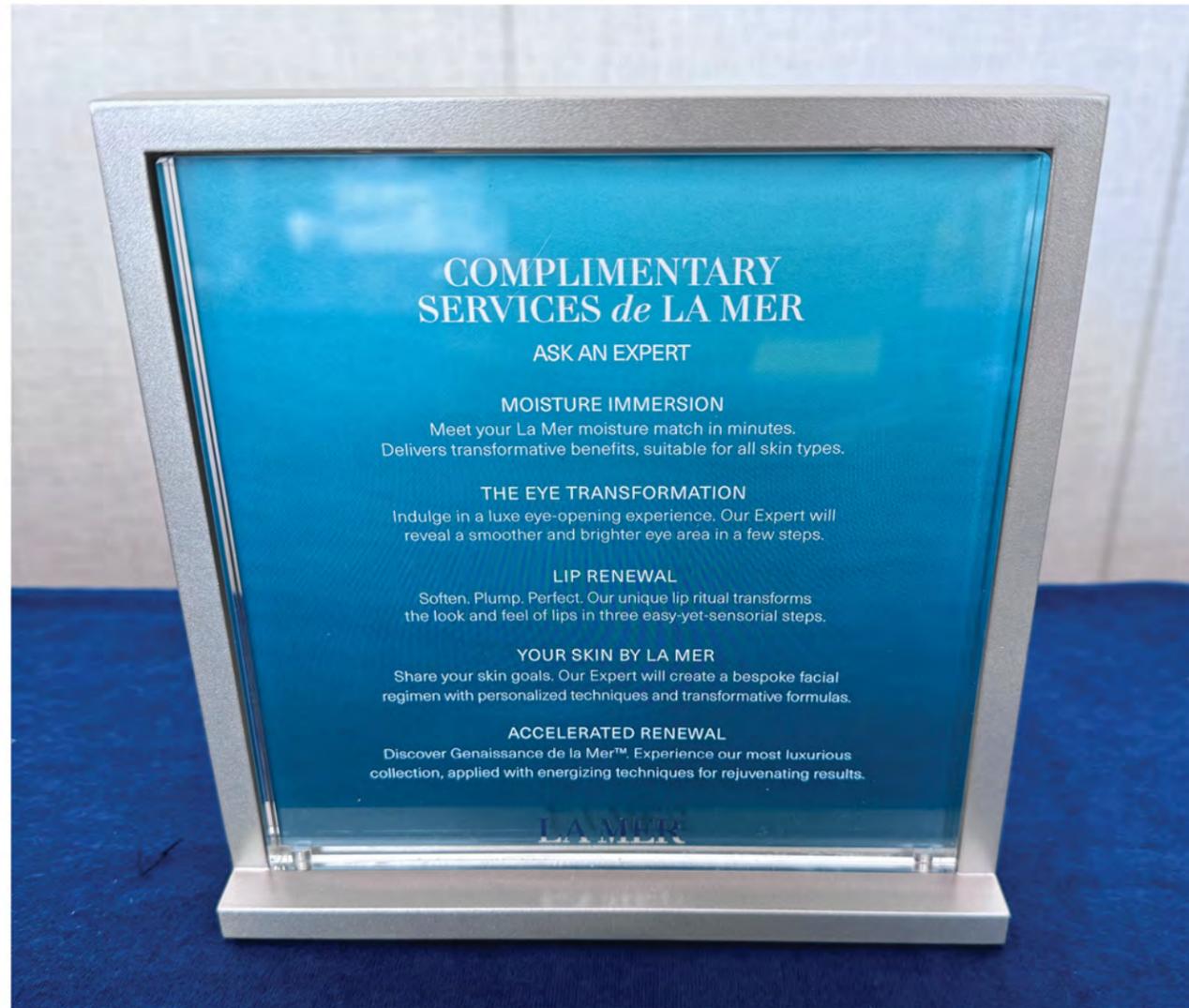
4

5

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



NO UPDATES



FRONT SIDE



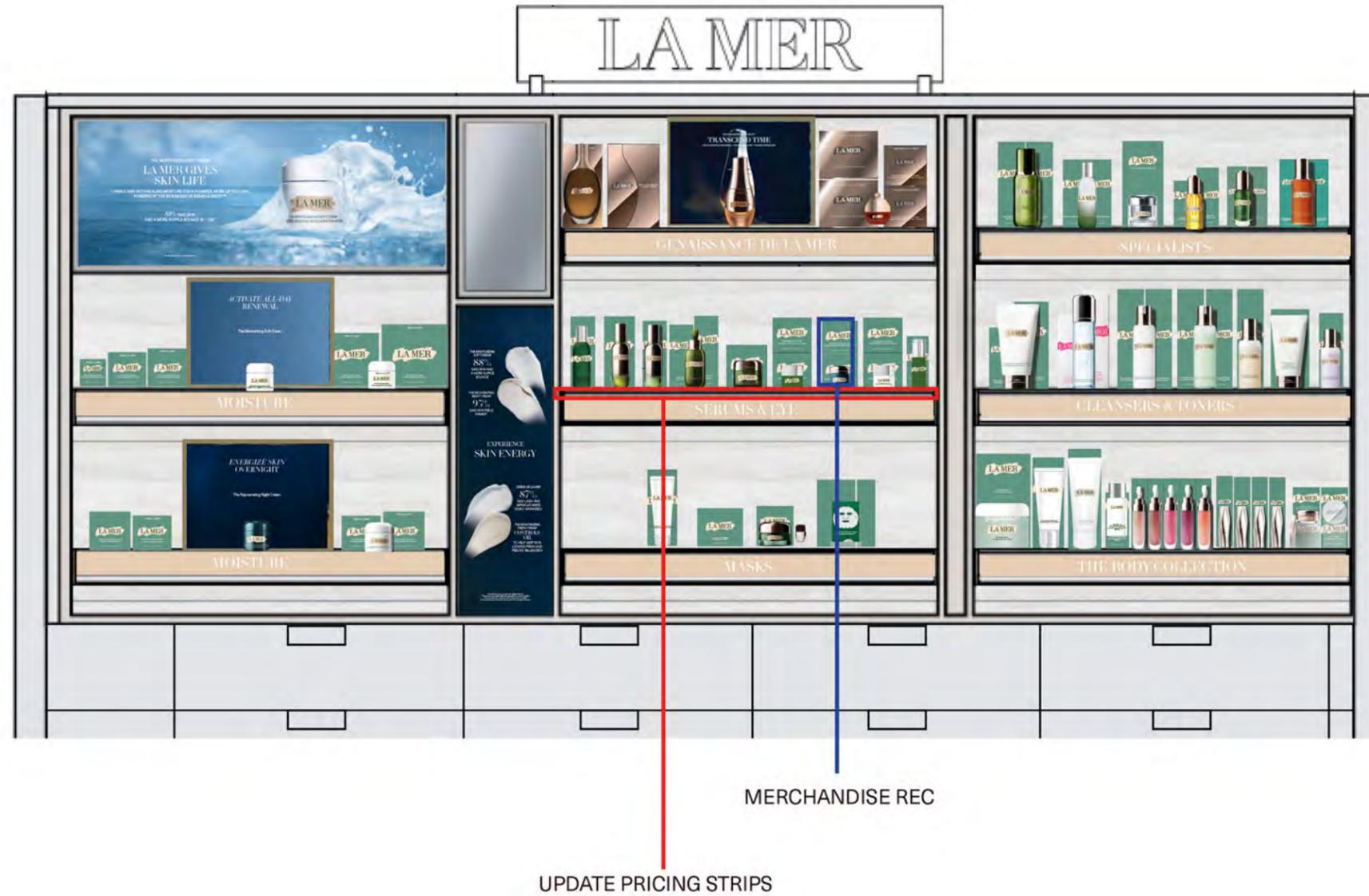
BACK SIDE

LA MER

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

 NEW ARTWORK

 NEW PRODUCT

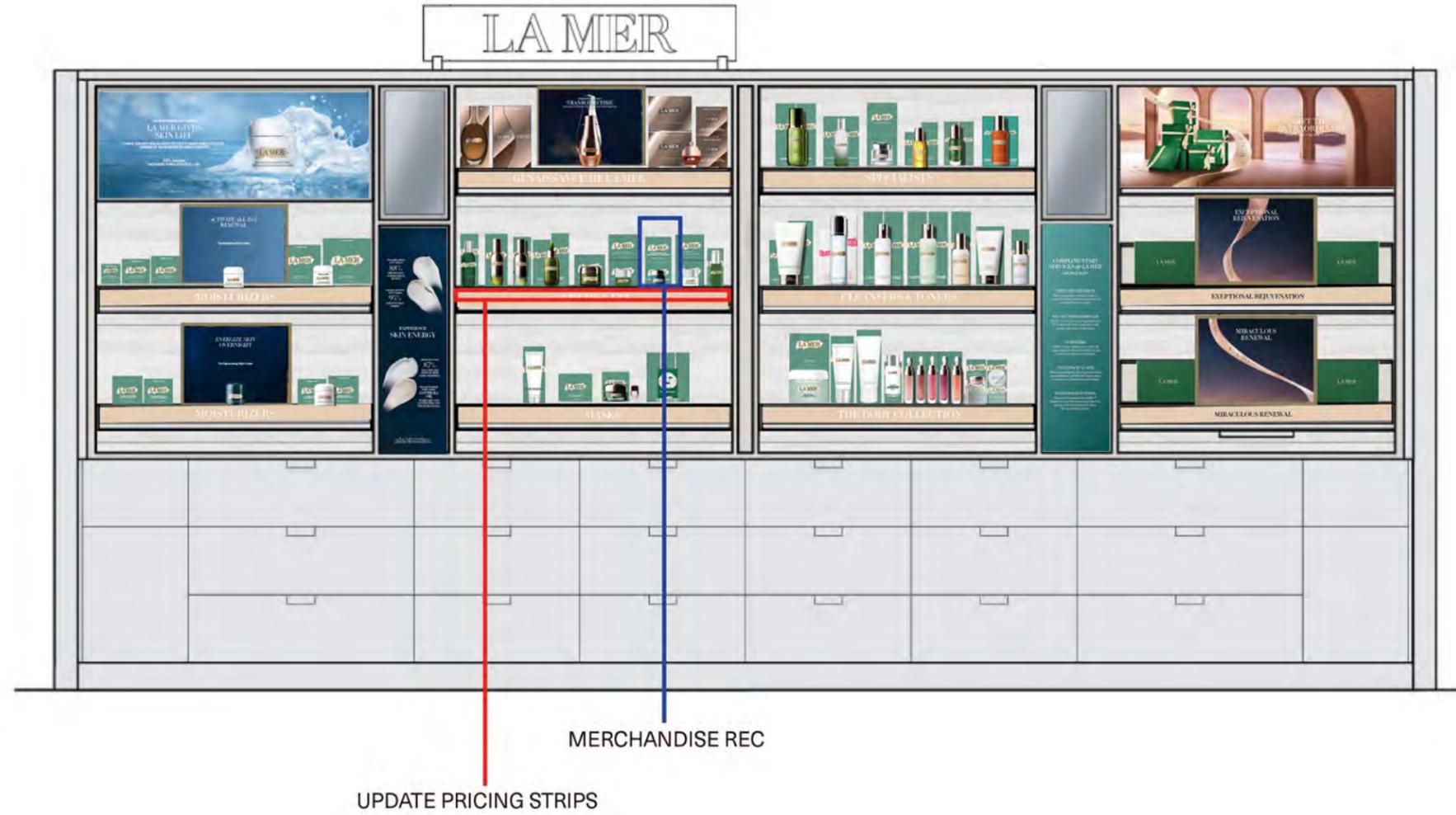


LA MER

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

 NEW ARTWORK

 NEW PRODUCT

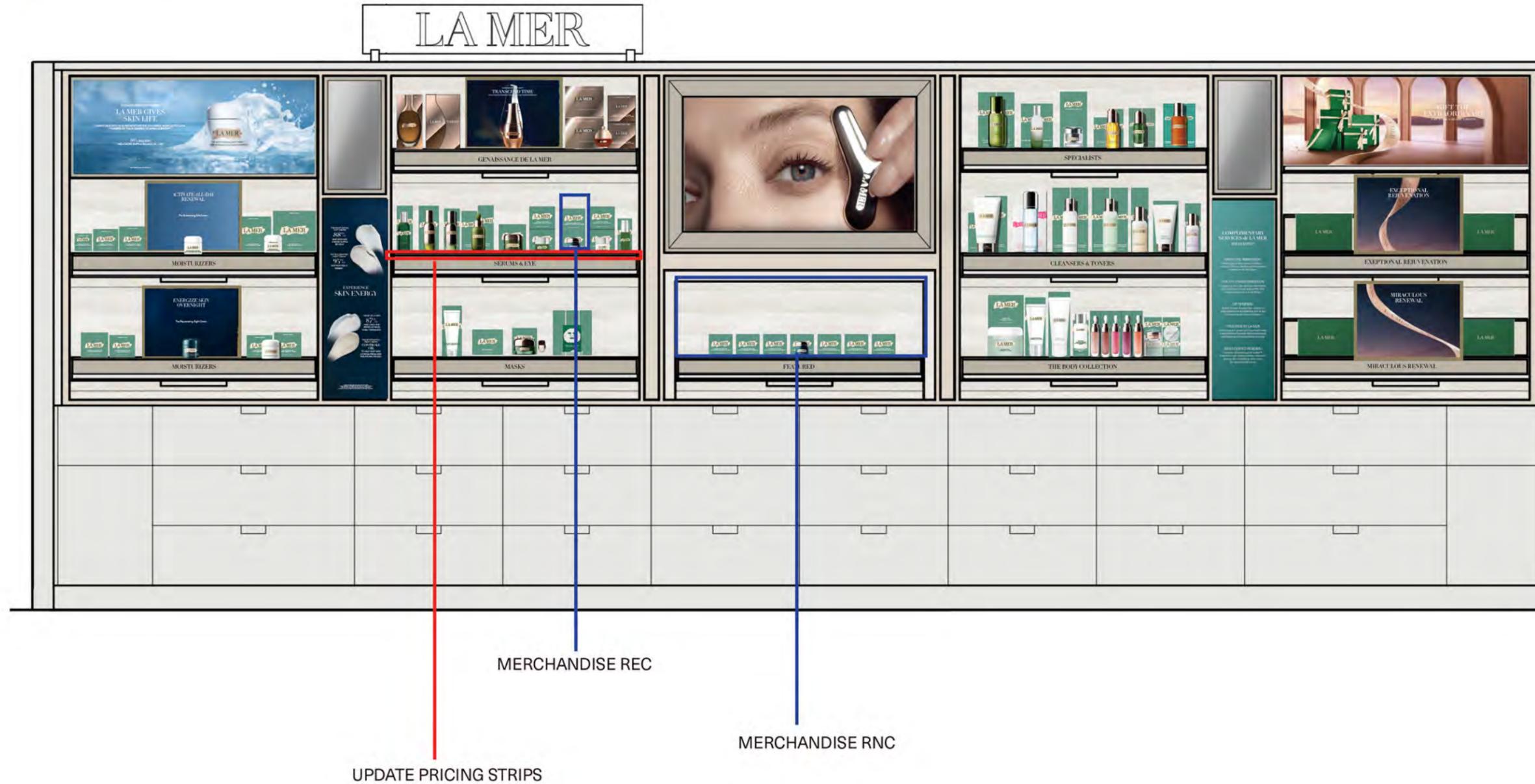


LA MER

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

 NEW ARTWORK

 NEW PRODUCT

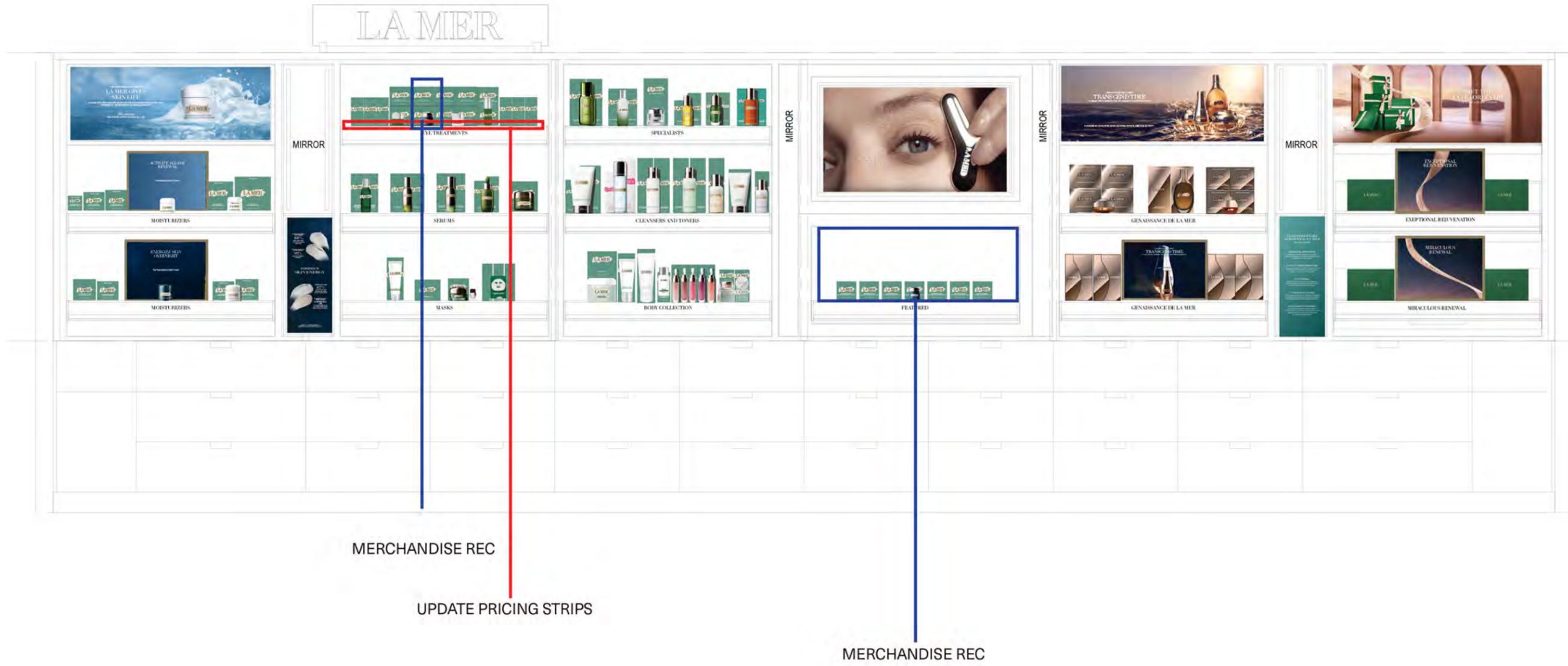


LA MER

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

 NEW ARTWORK

 NEW PRODUCT

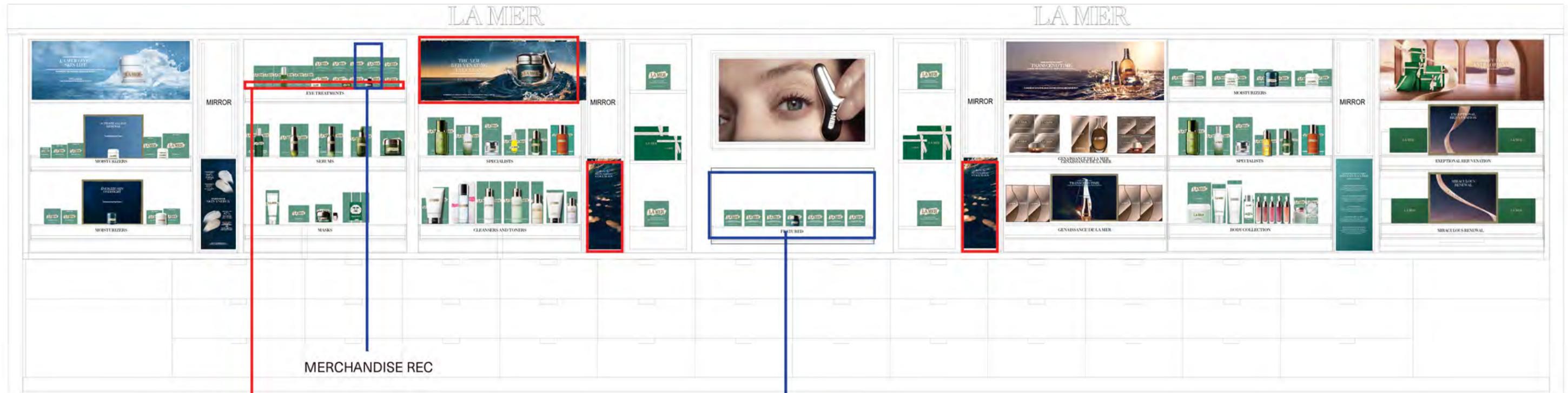


LA MER

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

 NEW ARTWORK

 NEW PRODUCT



UPDATE PRICING STRIPS

MERCHANDISE REC

MERCHANDISE REC

MAC

Visual Merchandising SP26 Jan- June



COLLATERAL OVERVIEW

LIGHTBOX PRIORITIES



GRWM
EVERGREEN



PRIORITY #1



PRIORITY #2



PRIORITY #3

NPL DISPLAYERS



SFC Kaizen + Correctors



Powder Kiss Haze Matte

NOW ON COUNTER

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



NPL
SFC Kaizen + Correctors Tiles



NPL
Powder Kiss Haze Matte



LAUNCH DISPLAYER
Metamorphosis



Mascara Spinner



VG Glam Overflow



Mannequin Trend



Dramming Unit



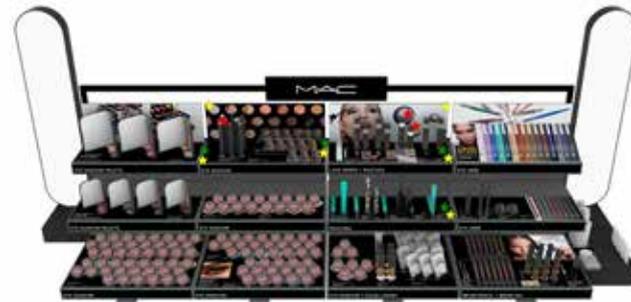
NUDES Collection



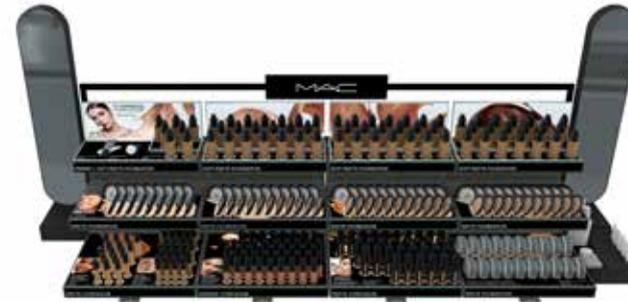
Turquatic Displayer



TOC - LIP



TOC - EYE



TOC - FACE side A



TOC - FACE side B

LIGHTBOX CADENCE

LAUNCH LIGHTBOX PRIORITIES



GRWM
EVERGREEN

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



PRIORITY #1

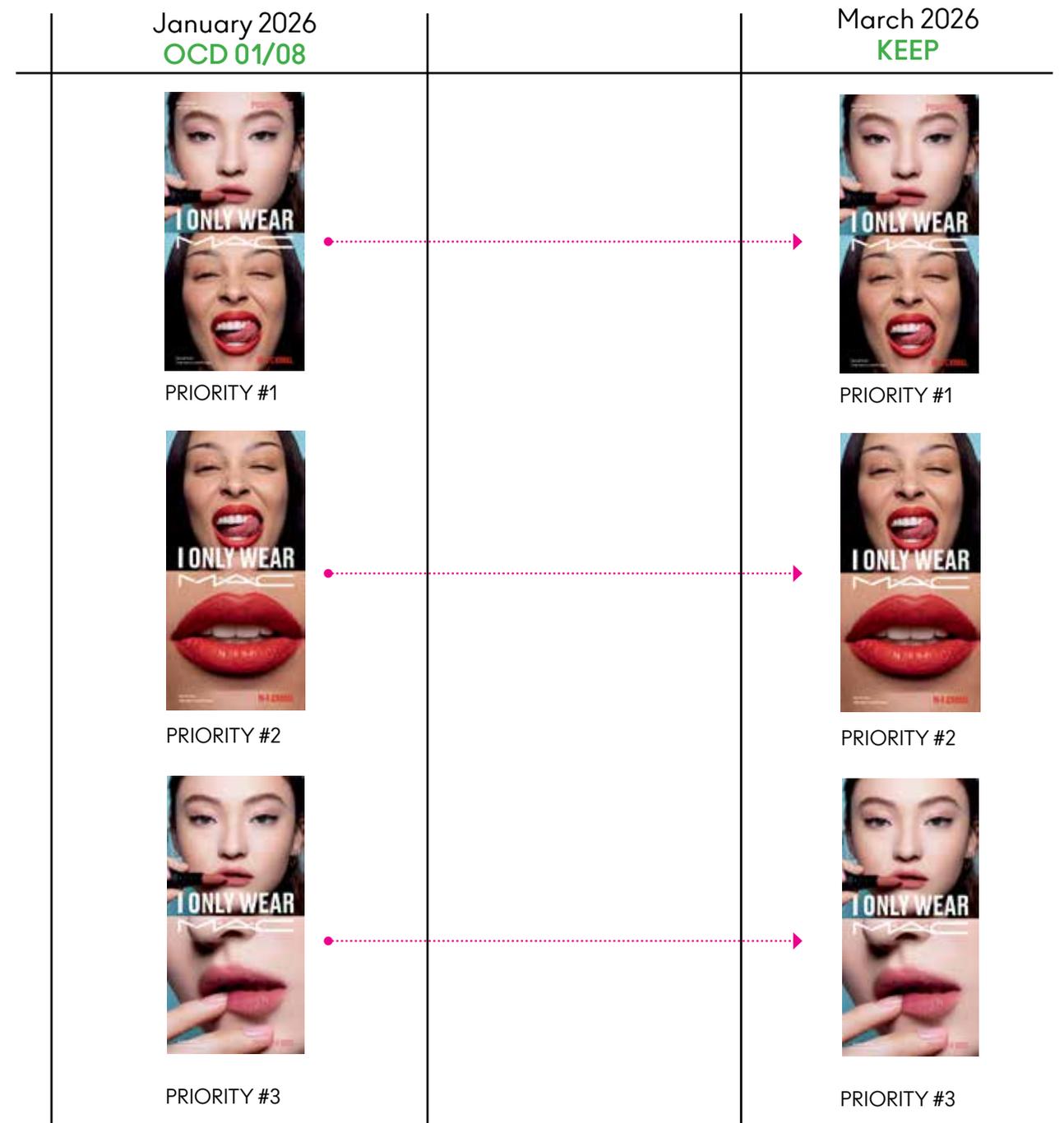


PRIORITY #2



PRIORITY #3

LIGHTBOX CADENCE



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

NEW PRODUCT LAUNCH - NPL DISPLAYER

This displayer is the NEW PRODUCT LAUNCH (NPL) for MAC NA.
For stores that have **two** NPL displayers, please merchandise as follows.

LIVE ON

SFC Kaizen + Correctors Tiles 03/05/2026
Powder Kiss Haze Matte Tiles Since 01/08/26

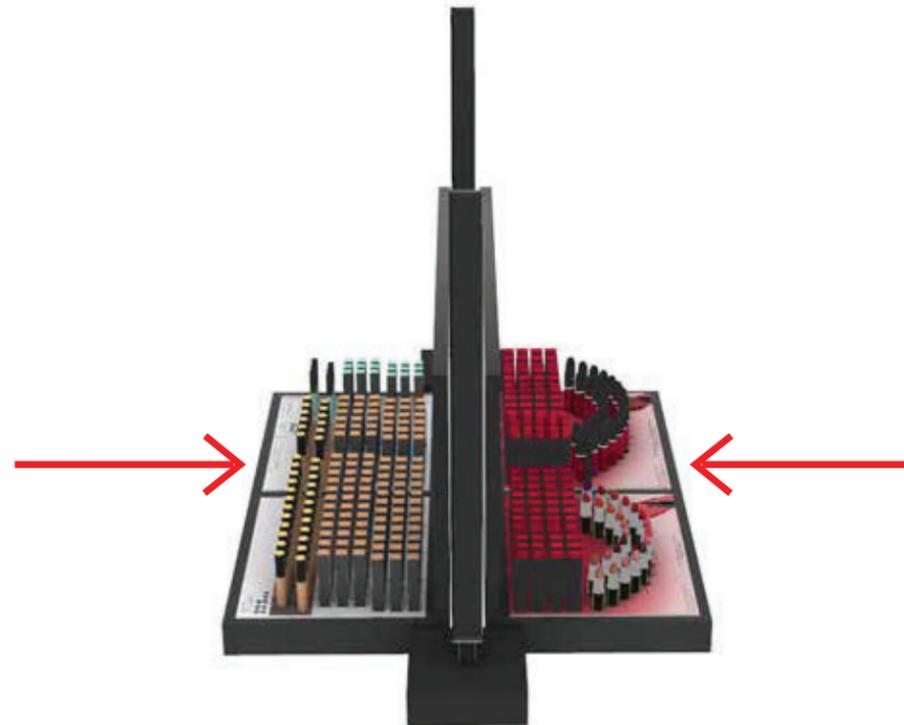
NPL TOC - PRIMARY

SFC Kaizen + Correctors Tiles



NPL TOC - SECONDARY

Powder Kiss Haze Matte Tiles



Where possible, please place both NPL displayers back to back

IMPORTANT

Always place this NPL facing the MAIN AISLE

NEW PRODUCT LAUNCH - NPL DISPLAYER

This displayer is the NEW PRODUCT LAUNCH (NPL) for MAC NA.

LIVE ON

SFC Kaizen + Correctors Tiles 03/05/2026

NOTE:

For stores that have one NPL displayer, please merchandise as follows.



SFC Kaizen + Correctors Tiles



NEW PRODUCT LAUNCH - NPL DISPLAYER

Please add the SFC Kaizen + Correctors templates and graphics.
Please follow these steps below.

LIVE ON

SFC Kaizen + Correctors Tiles 03/05/2026



STEP 1

Open the top lid, please follow instruction sheets for extra details.



STEP 2

Remove the Powder Kiss riser in order to replace it,
(Please do not discard the evergreen graphic)
+
Do not discard the Powder Kiss templates.



STEP 3

Slide in the new SFC Kaizen + Correctors riser
in front of the evergreen graphic.
(Please do not discard it)
+
Place SFC Kaizen + Correctors templates.



STEP 4

Close the top lid and merchandise with SFC Kaizen + Correctors.

NEW PRODUCT LAUNCH - NPL DISPLAYER

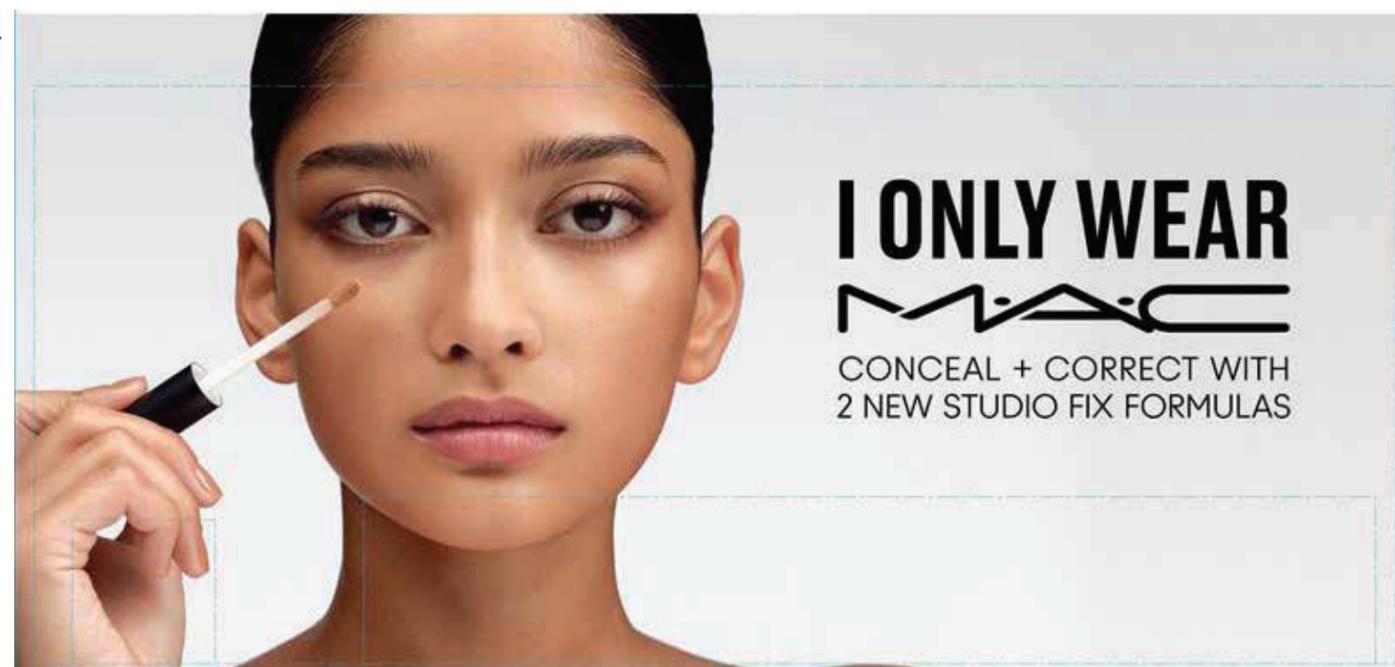
Please follow product positioning for the SFC Kaizen + Correctors Kits launch

Product list (Left to right)

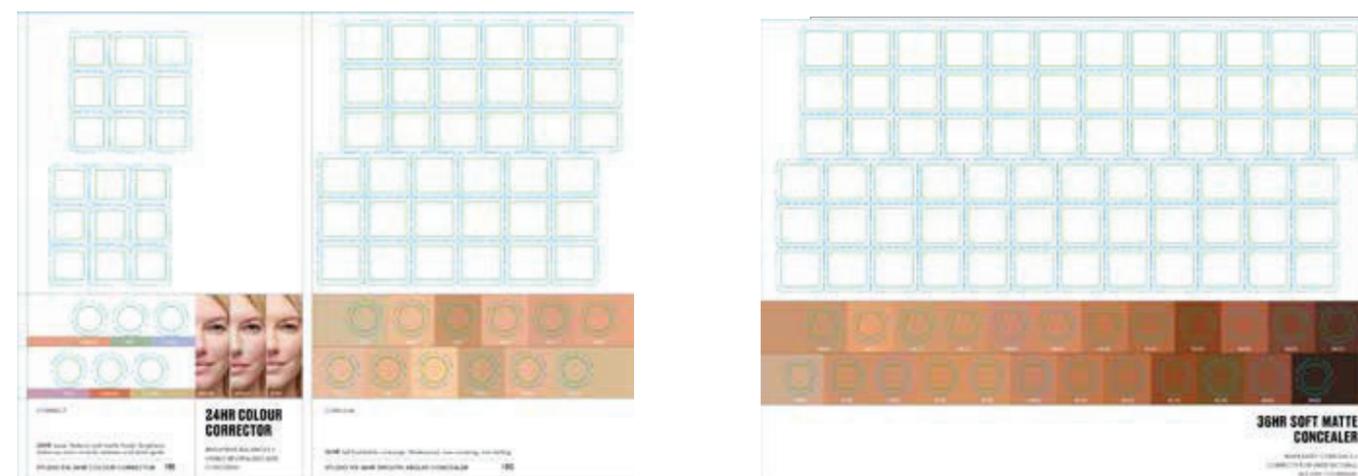
- Studio Fix 24HR Colour Corrector x6
- Studio Fix 36HR Smooth Angles Concealer x36

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

1 Back Riser



2 Bases



Graphic templates x2
SFC Kaizen + Correctors Kits



NPL TOC - PRIMARY
ALWAYS FACING MAIN TRAFFIC AISLE

RED 2.0 TOP OF COUNTER

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

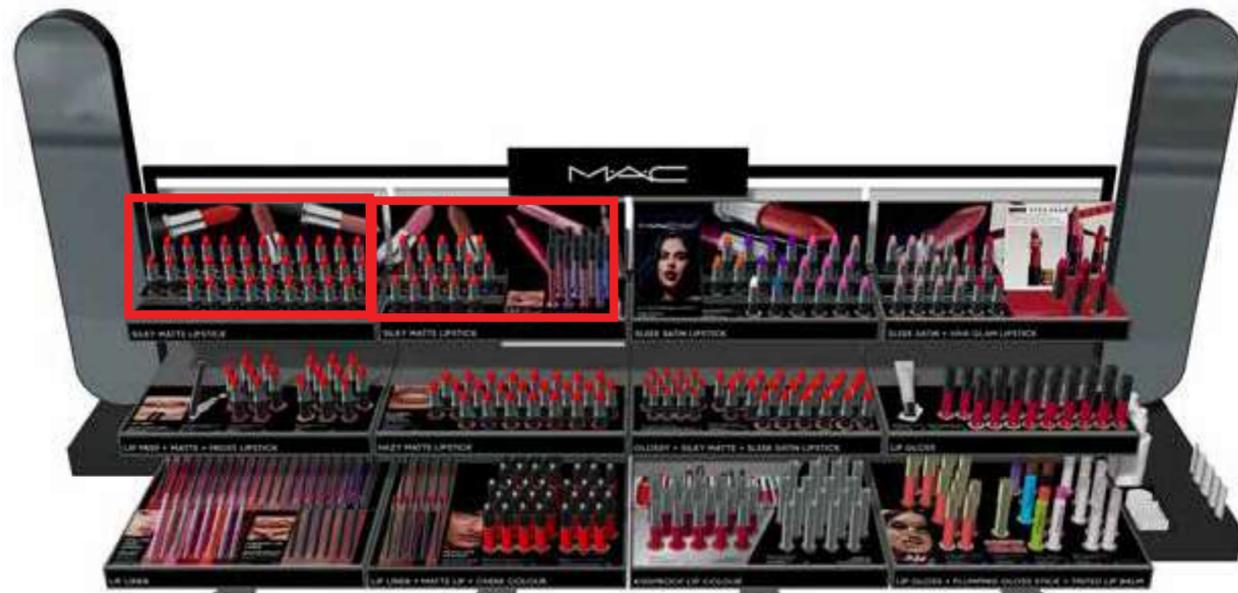
 = UPDATING



FACE - SIDE A



FACE - SIDE B



LIP

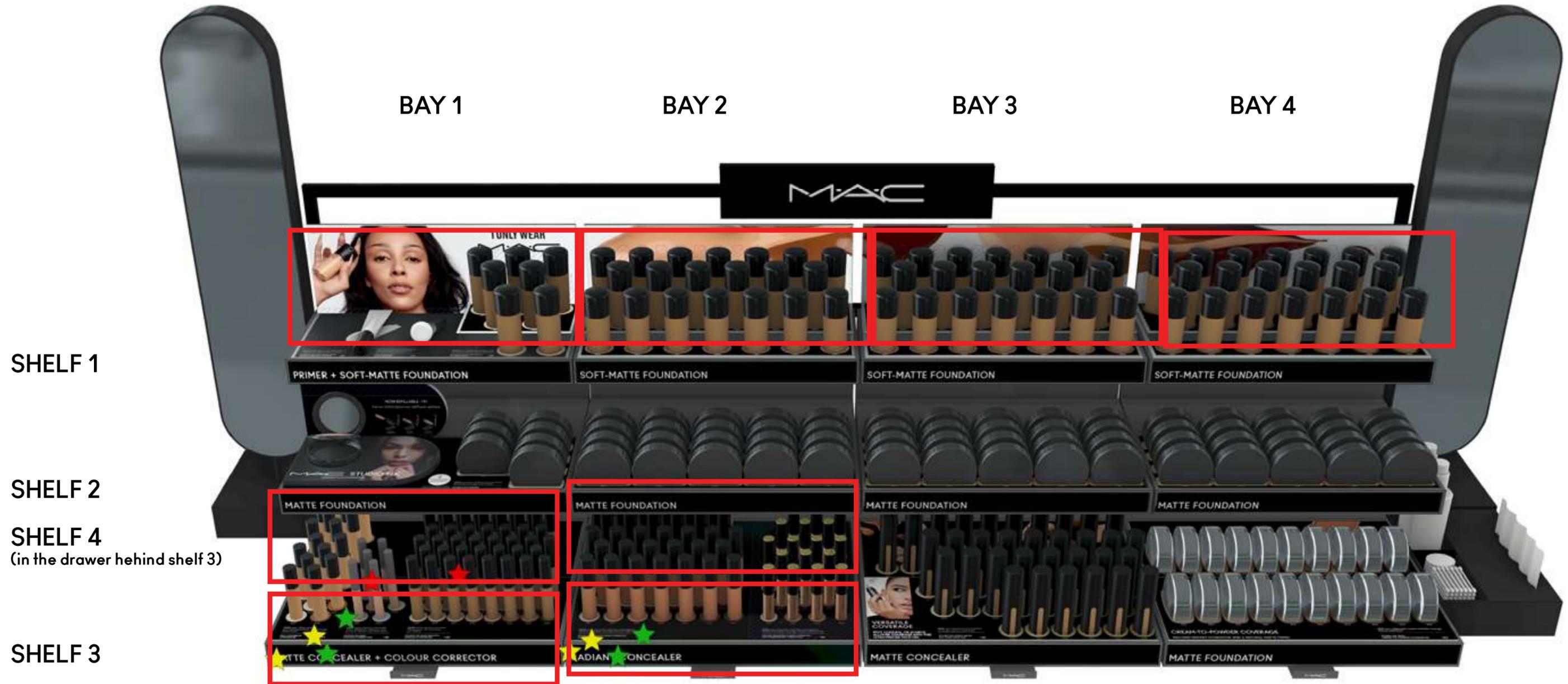


EYE

RED 2.0 TOP OF COUNTER

FOUNDATION DISPLAYER - SIDE A

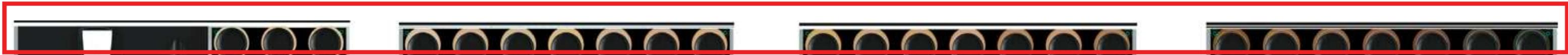
 = UPDATING



RED 2.0 TOP OF COUNTER

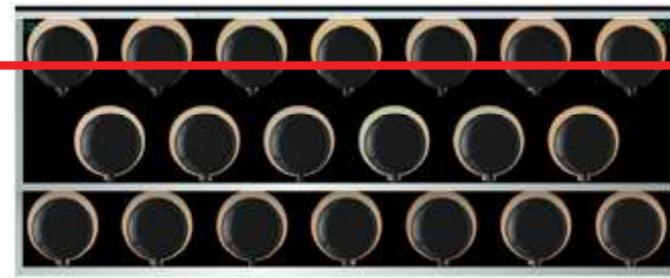
FOUNDATION DISPLAYER - SIDE A

= UPDATING



B1S1 - Top View

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



B2S1 - Top View

Shelf 1	20	Studio Fix Fluid
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B3S1 - Top View

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



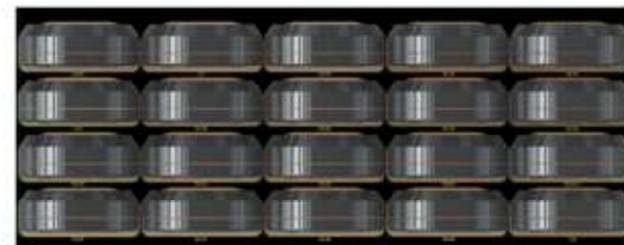
B4S1 - Top View

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



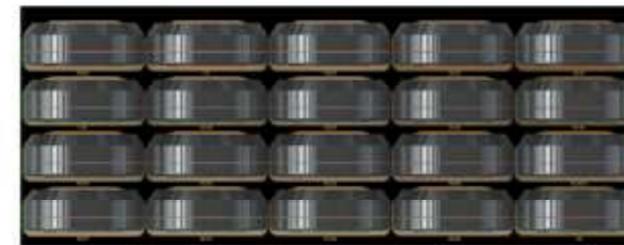
B1S2 - Top View

Shelf 2	8	Studio Fix Powder Kaizen
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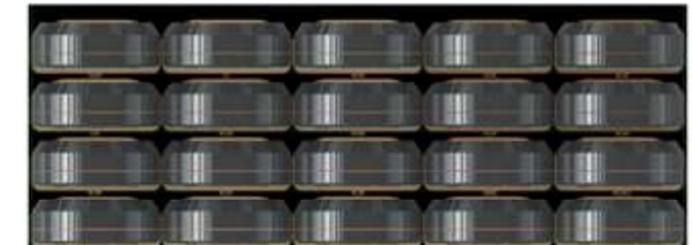
B2S2 - Top View

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



B3S2 - Top View

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



B4S2 - Top View

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

IMPORTANT

FOR OPEN COMPACTS ON DISPLAY:

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

FOR CLOSED COMPACTS ON DISPLAY:

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

RED 2.0 TOP OF COUNTER

FOUNDATION DISPLAYER - SIDE A

 = UPDATING



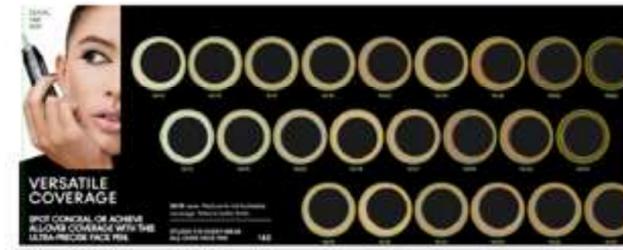
B1S3 - Top View

Shelf 3	8	Pro Longwear Concealer
	6	Studio Fix 24hr Colours corrector
	30	Studio Fix 36hr Concealer



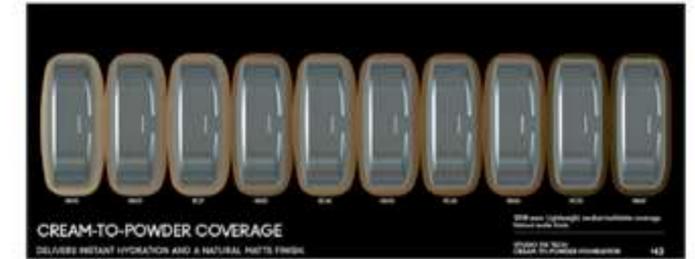
B2S3 - Top View

Shelf 3	20	Studio Radiance 24hr Luminous Lift Concealer
	11	Studio Radiance 24hr Luminous Lift Concealer - MINI MAC



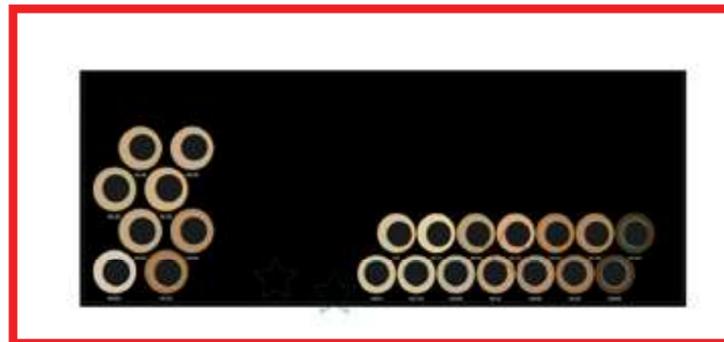
B3S3 - Top View

Shelf 3	23	Studio Fix Every-Wear All Over Face Pen
---------	----	---



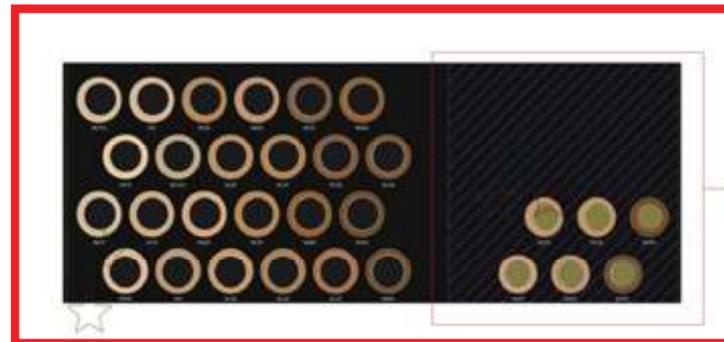
B4S3 - Top View

Shelf 3	10	Studio Tech Cream To Powder Four
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B1S4 - Top View

Shelf 4	8	Pro Longwear Concealer
	14	Studio Fix 36hr Smoothwear Concealer



B2S4 - Top View

Shelf 4	24	Studio Radiance 24hr Luminous Lift Concealer
	6	Studio Radiance 24hr Luminous Lift Concealer - MINI MAC



B3S4 - Top View

Shelf 4	10	Studio Fix Every-Wear All Over Face Pen
---------	----	---



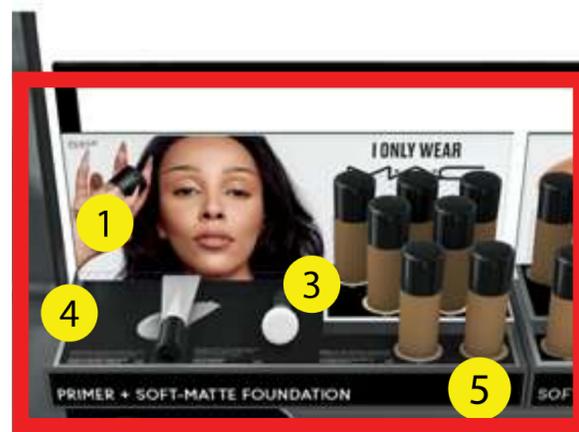
B4S4 - Top View

Shelf 4	10	Studio Tech Cream To Powder Four
---------	----	----------------------------------

RED 2.0 TOP OF COUNTER

FOUNDATION DISPLAYER - SIDE A

BAY 1 - SHELF 1



BAY 1
SHELF 1



FRONT VIEW



TOP VIEW



ASSORTMENT

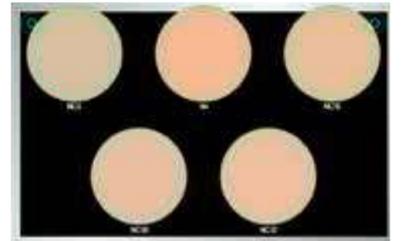
Shelf 1	1	170s Brush
	1	Studio Fix Mattifine Primer
	7	Studio Fix Fluid

GRAPHICS

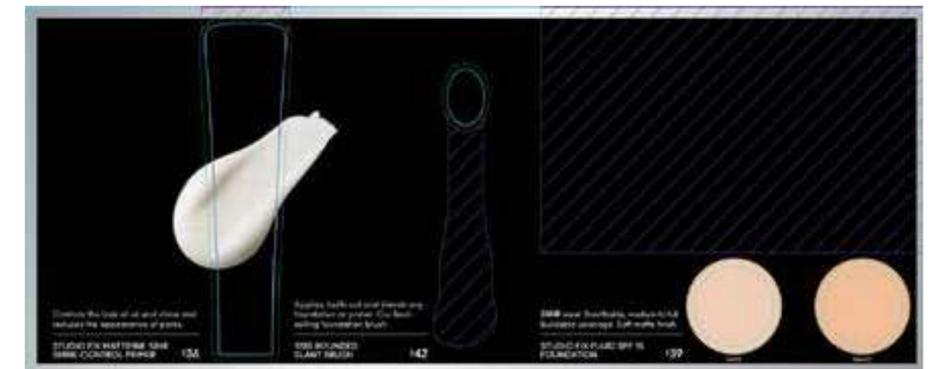
1 BACK RISER



3 GLORIFIER



4 BASE



5 FRONT STRIP



RED 2.0 TOP OF COUNTER

FOUNDATION DISPLAYER - SIDE A

BAY 1 - SHELF 3



BAY 1
SHELF 3

FRONT VIEW



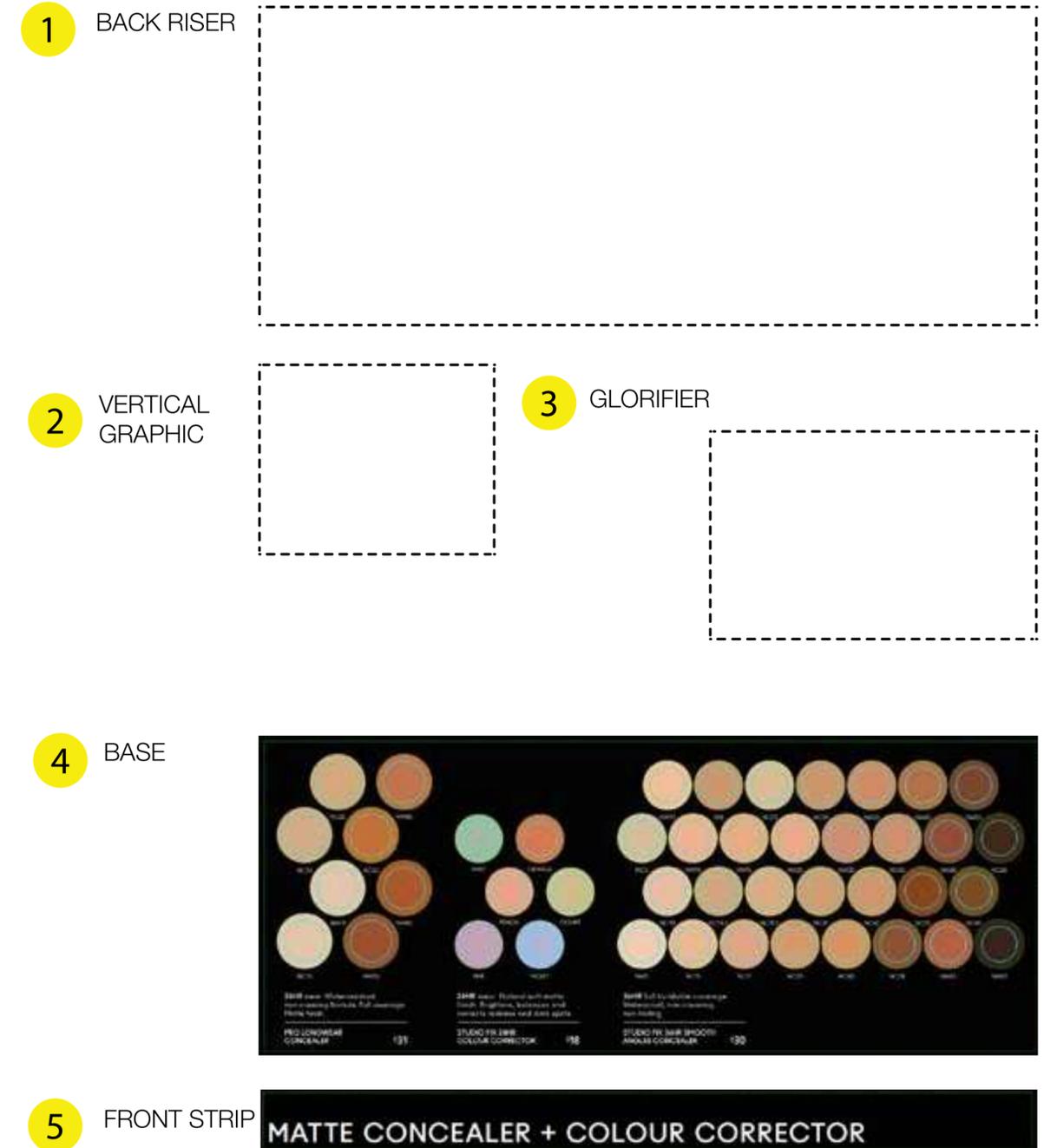
TOP VIEW



ASSORTMENT

Shelf 3	8	Pro Longwear Concealer
	6	Studio Fix 24hr Colours corrector
	30	Studio Fix 36hr Concealer

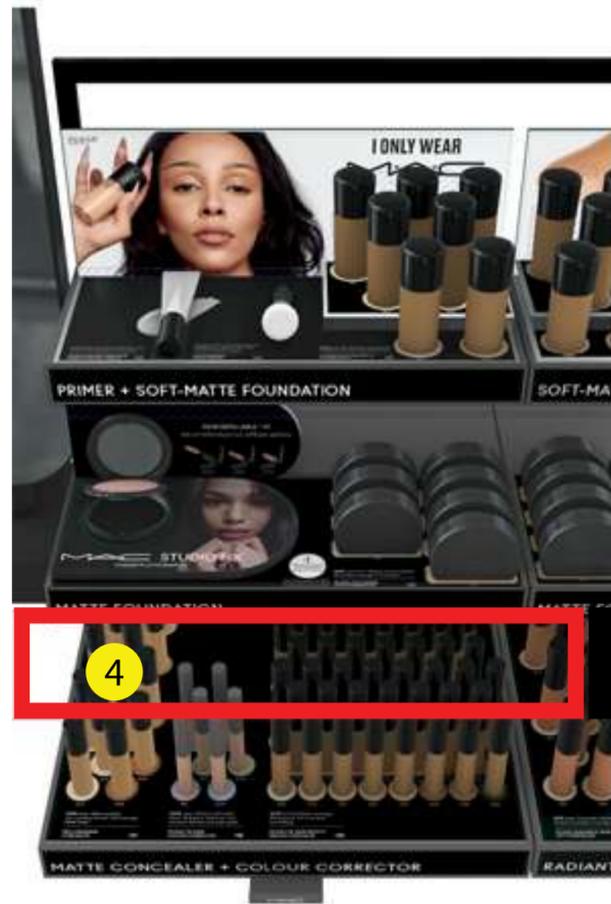
GRAPHICS



RED 2.0 TOP OF COUNTER

FOUNDATION DISPLAYER - SIDE A

BAY 1 - SHELF 4



BAY 1 SHELF 4

FRONT VIEW



TOP VIEW



ASSORTMENT

Shelf 4	8	Pro Longwear Concealer
	14	Studio Fix 36hr
		Smoothwear Concealer

GRAPHICS

1 BACK RISER



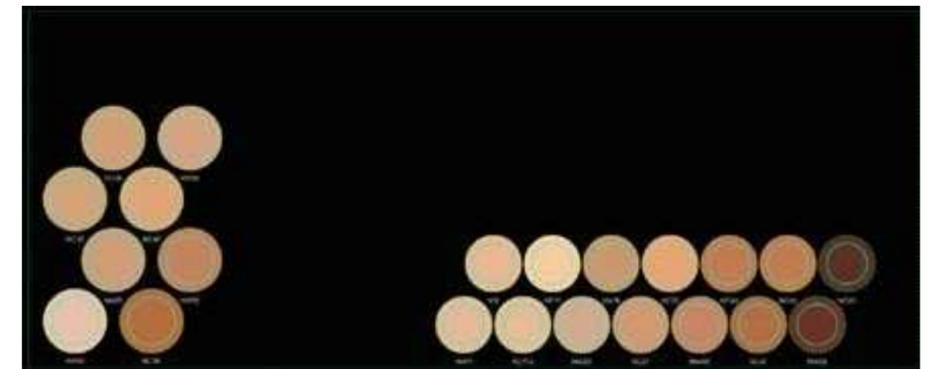
2 VERTICAL GRAPHIC



3 GLORIFIER



4 BASE



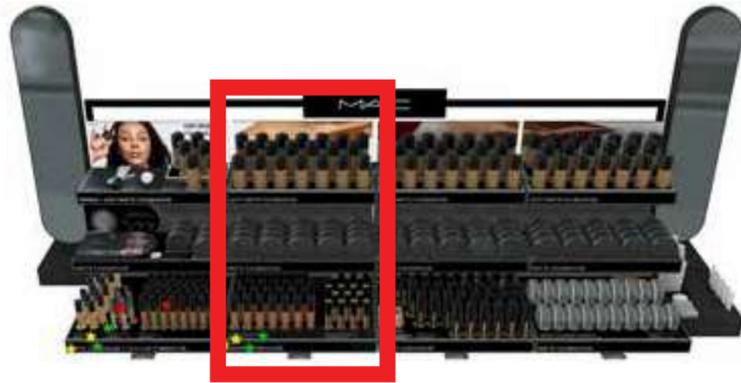
5 FRONT STRIP



RED 2.0 TOP OF COUNTER

FOUNDATION DISPLAYER - SIDE A

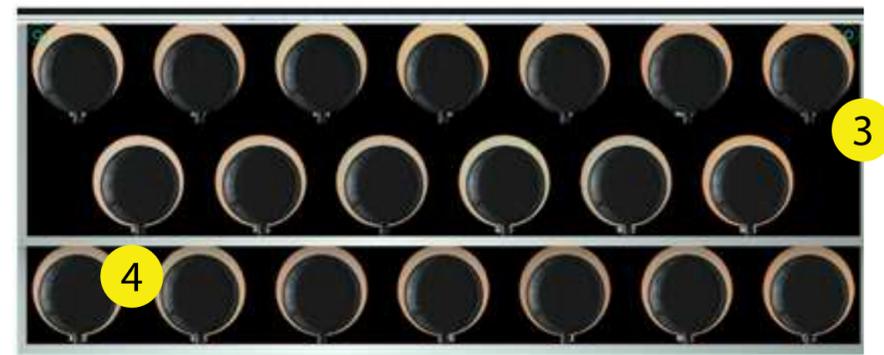
BAY 2 - SHELF 1



FRONT VIEW



TOP VIEW

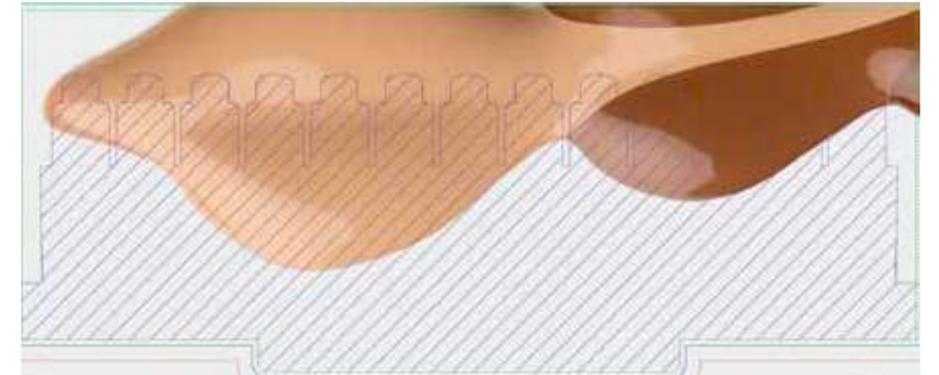


ASSORTMENT

Shelf 1 20 Studio Fix Fluid

GRAPHICS

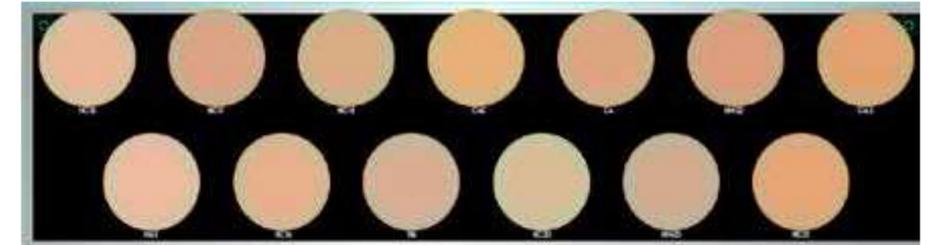
1 BACK RISER



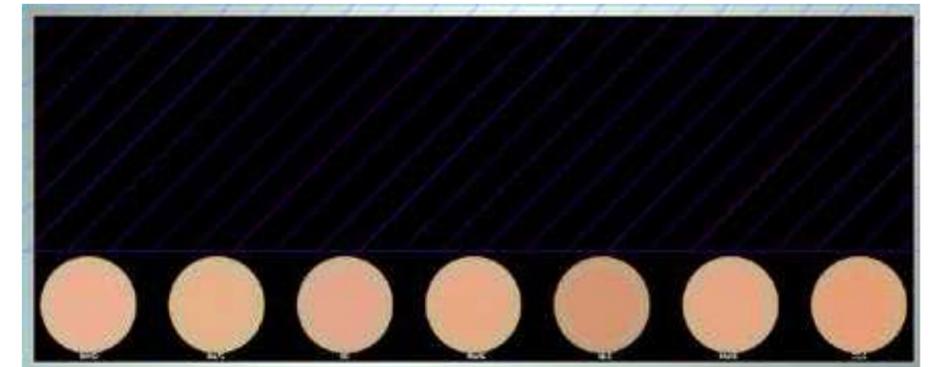
2 VERTICAL GRAPHIC



3 GLORIFIER



4 BASE



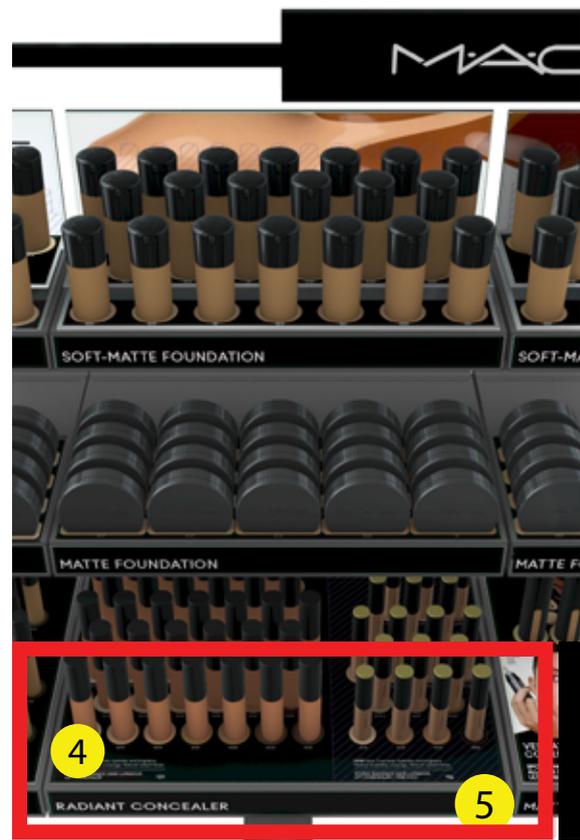
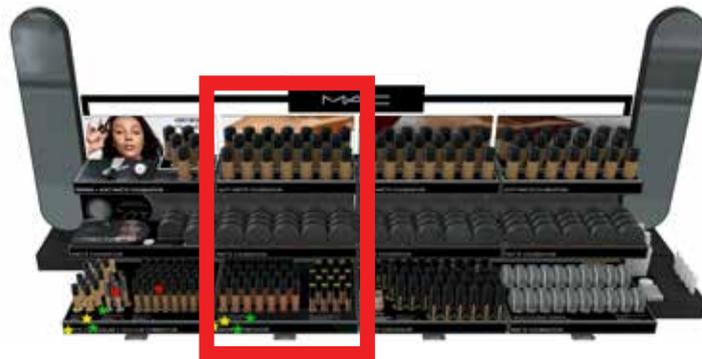
5 FRONT STRIP



RED 2.0 TOP OF COUNTER

FOUNDATION DISPLAYER - SIDE A

BAY 2 - SHELF 3

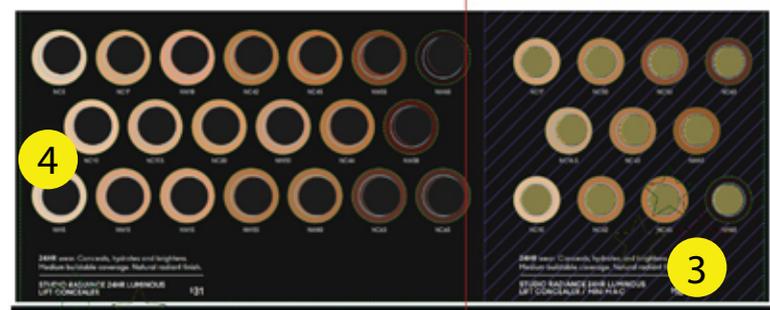


BAY 2
SHELF 3

FRONT VIEW



TOP VIEW



ASSORTMENT

Shelf 3	20	Studio Radiance 24hr Luminous Lift Concealer
	11	Studio Radiance 24hr Luminous Lift Concealer - MINI MAC

GRAPHICS

1 BACK RISER

2 VERTICAL GRAPHIC

3 PLUG

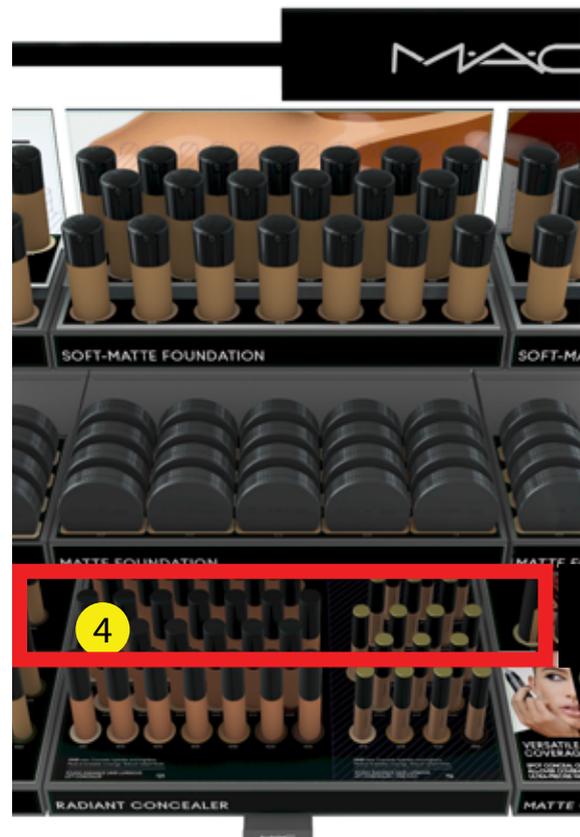
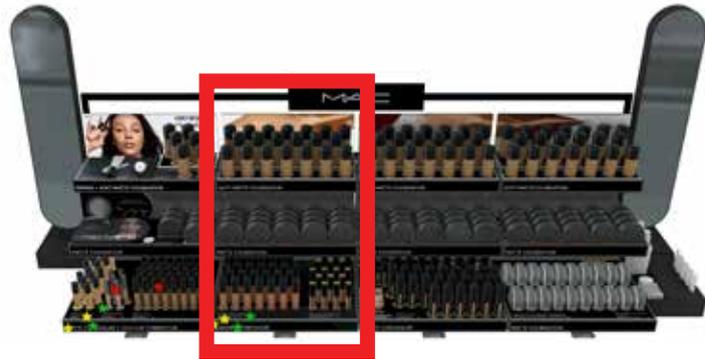
4 BASE

5 FRONT STRIP

RED 2.0 TOP OF COUNTER

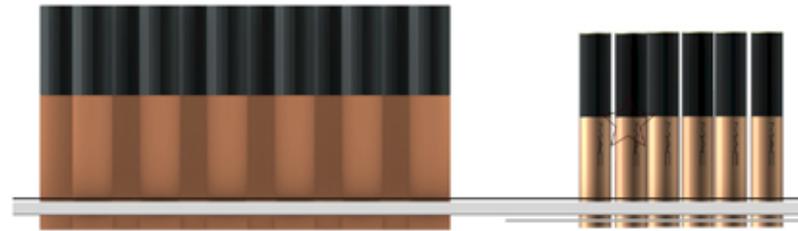
FOUNDATION DISPLAYER - SIDE A

BAY 2 - SHELF 4

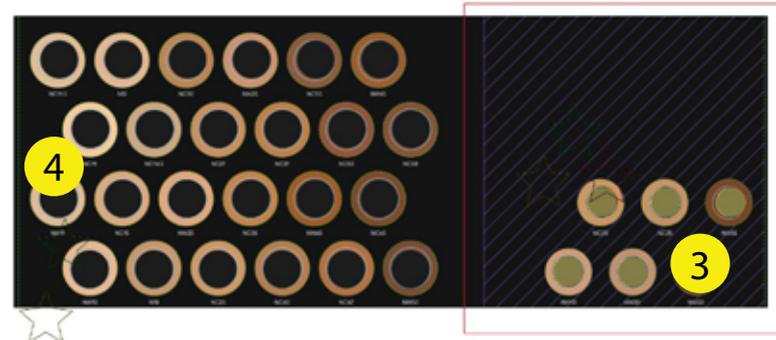


BAY 2 SHELF 4

FRONT VIEW



TOP VIEW



ASSORTMENT

Shelf 4	24	Studio Radiance 24hr Luminous Lift Conceal
	6	Studio Radiance 24hr Luminous Lift Conceal - MINI MAC

GRAPHICS

1 BACK RISER



2 VERTICAL GRAPHIC



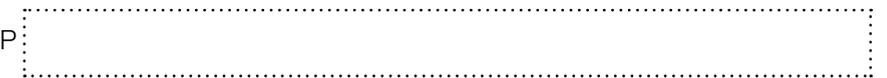
3 PLUG



4 BASE



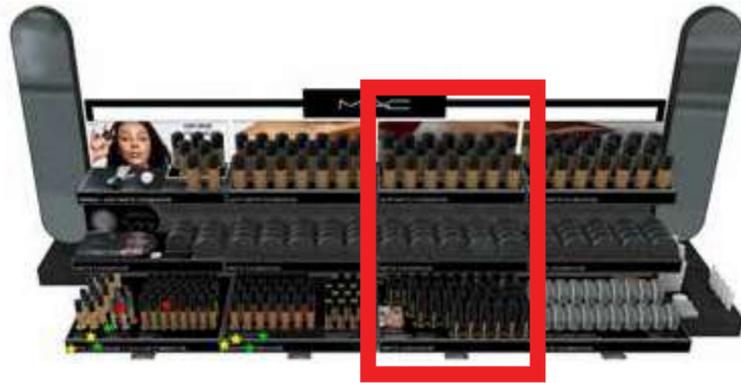
5 FRONT STRIP



RED 2.0 TOP OF COUNTER

FOUNDATION DISPLAYER - SIDE A

BAY 3 - SHELF 1



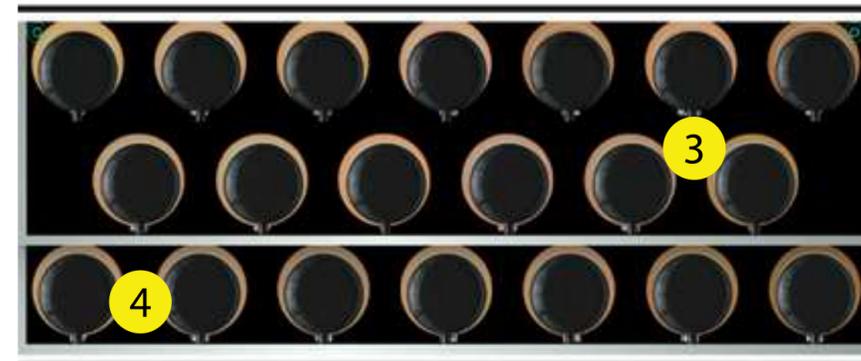
BAY 3 SHELF 1



FRONT VIEW



TOP VIEW



ASSORTMENT

Shelf 1 20 Studio Fix Fluid

GRAPHICS

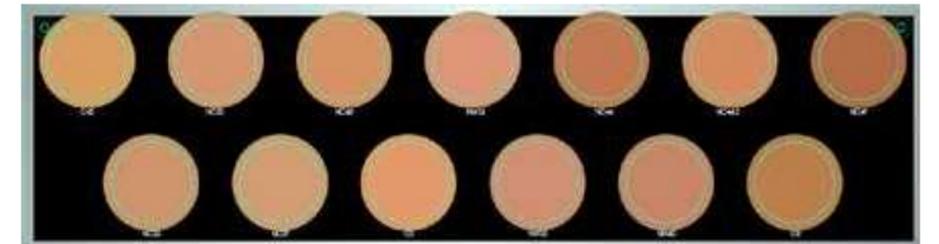
1 BACK RISER



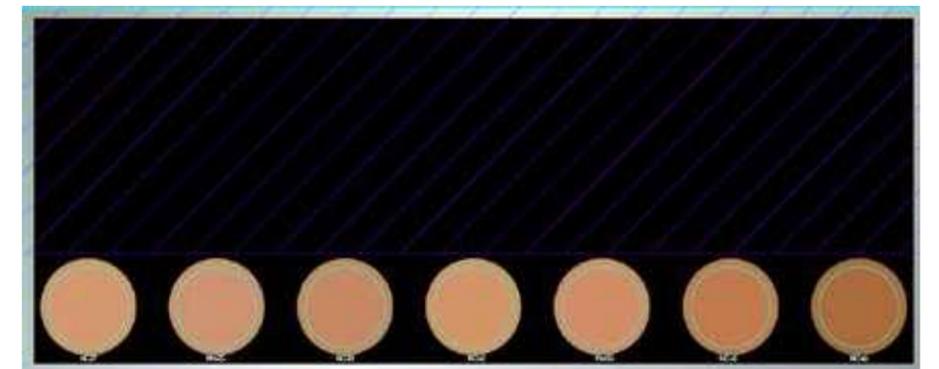
2 VERTICAL GRAPHIC



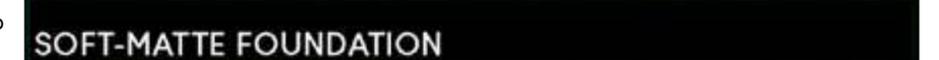
3 GLORIFIER



4 BASE



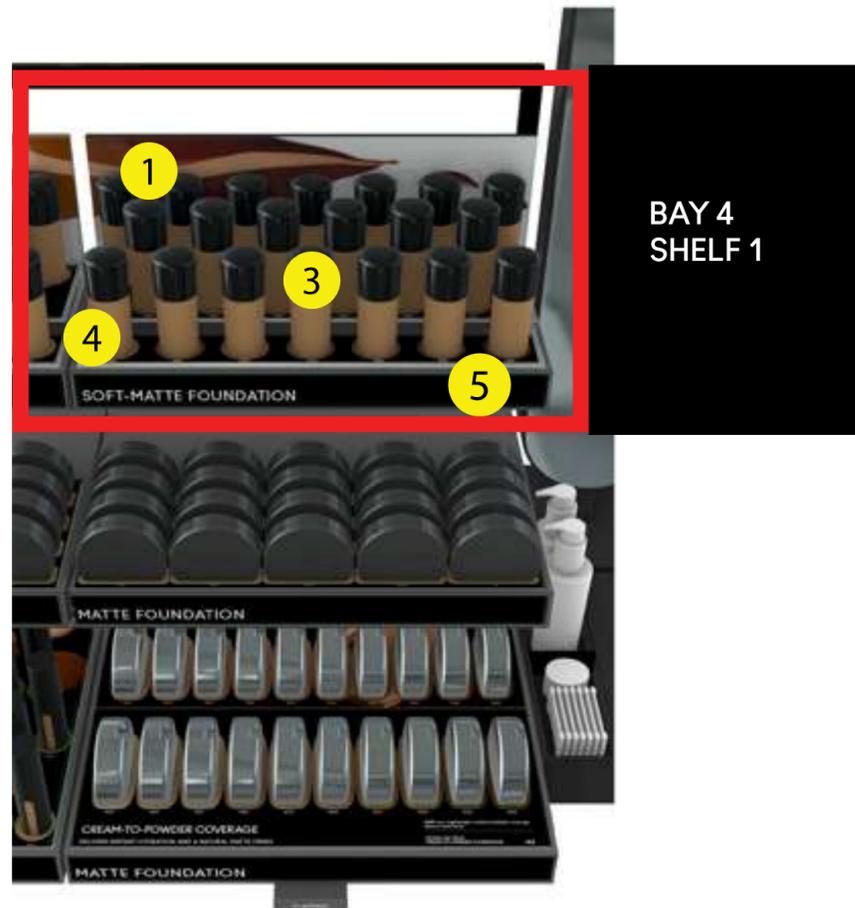
5 FRONT STRIP



RED 2.0 TOP OF COUNTER

FOUNDATION DISPLAYER - SIDE A

BAY 4 - SHELF 1



FRONT VIEW



TOP VIEW

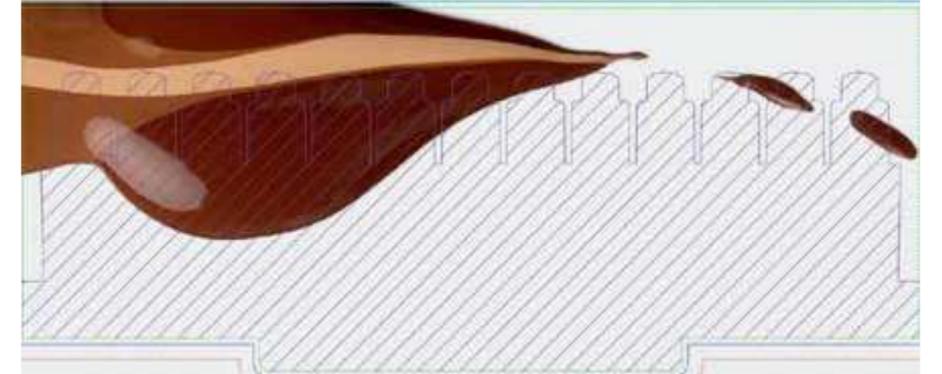


ASSORTMENT

Shelf 1 20 Studio Fix Fluid

GRAPHICS

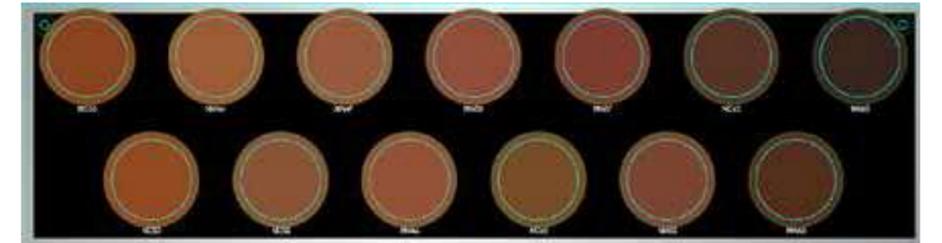
1 BACK RISER



2 VERTICAL GRAPHIC



3 GLORIFIER



4 BASE



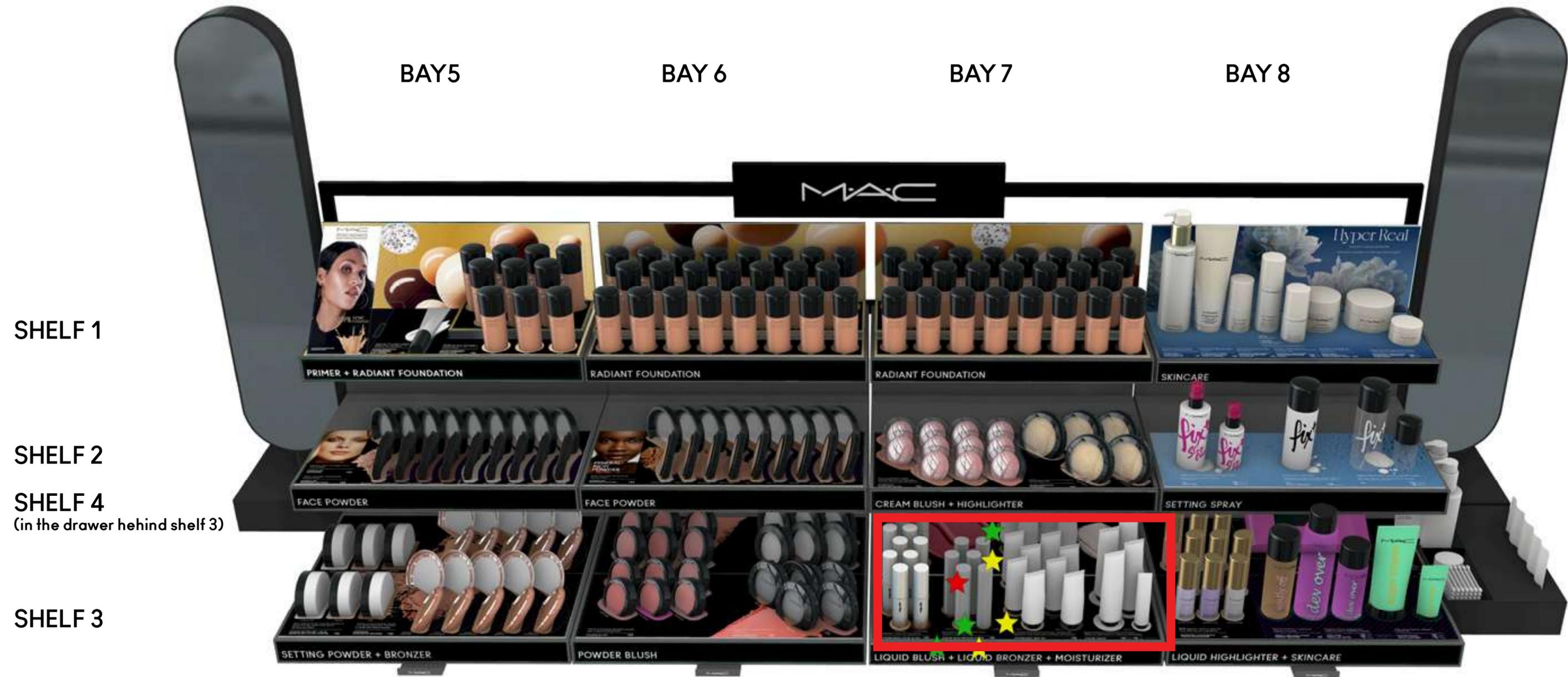
5 FRONT STRIP



RED 2.0 TOP OF COUNTER

FOUNDATION DISPLAYER - SIDE B

 = UPDATING



RED 2.0 TOP OF COUNTER

FOUNDATION DISPLAYER - SIDE B

 = UPDATING



B5S4 - Top View

Shelf 4	3	Loose Powder
	5	Skinfinish Sunstruck Bronzer



B6S4 - Top View

Shelf 4	6	Powder Blush
	6	Mineralize Blush



B7S4 - Top View

Shelf 4	2	Strobe Beam Liquid Blush
	8	Strobe Dewy Skintint



B8S4 - Top View

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



B5S3 - Top View

Shelf 3	3	Loose Powder
	5	Skinfinish Sunstruck Bronzer



B6S3 - Top View

Shelf 3	6	Powder Blush
	5	Mineralize Blush



B7S3 - Top View

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



B8S3 - Top View

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

RED 2.0 TOP OF COUNTER

FOUNDATION DISPLAYER - SIDE B

BAY 7 - SHELF 3



FRONT VIEW



TOP VIEW



ASSORTMENT

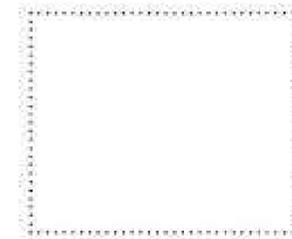
Shelf 3	8	Strobe Beam Liquid Blush
	6	Strobe Beam Liquid Bronzer
	8	Strobe Dewy Skintint
	4	Strobe Cream
	1	Strobe Cream Mini

GRAPHICS

1 BACK RISER



2 VERTICAL GRAPHIC



3 GLORIFIER



4 BASE



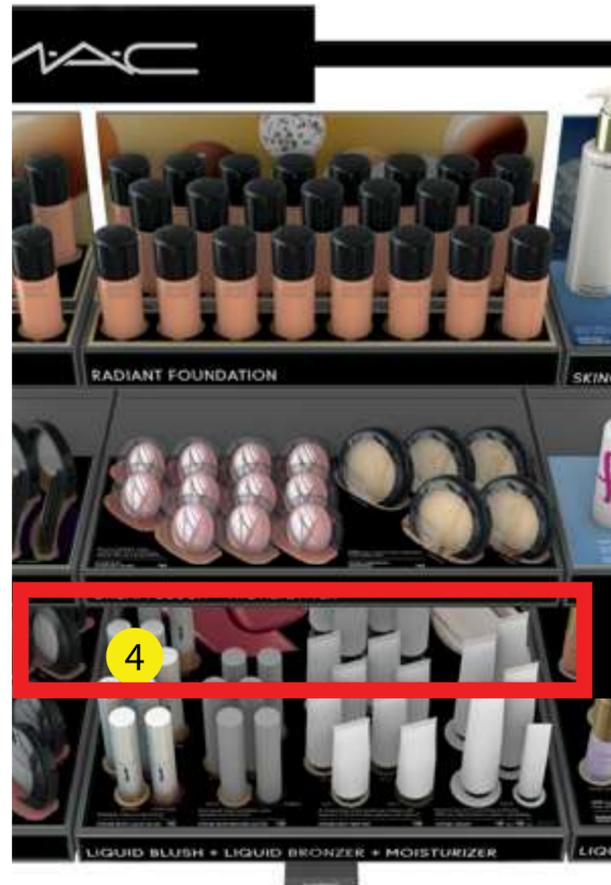
5 FRONT STRIP



RED 2.0 TOP OF COUNTER

FOUNDATION DISPLAYER - SIDE B

BAY 7 - SHELF 4



BAY 7 SHELF 4

FRONT VIEW



TOP VIEW



ASSORTMENT

Shelf 4	2	Strobe Beam Liquid Blush
	8	Strobe Dewy Skintint

IMPORTANT:

GRAPHICS

1 BACK RISER



2 VERTICAL GRAPHIC



3 GLORIFIER



4 BASE



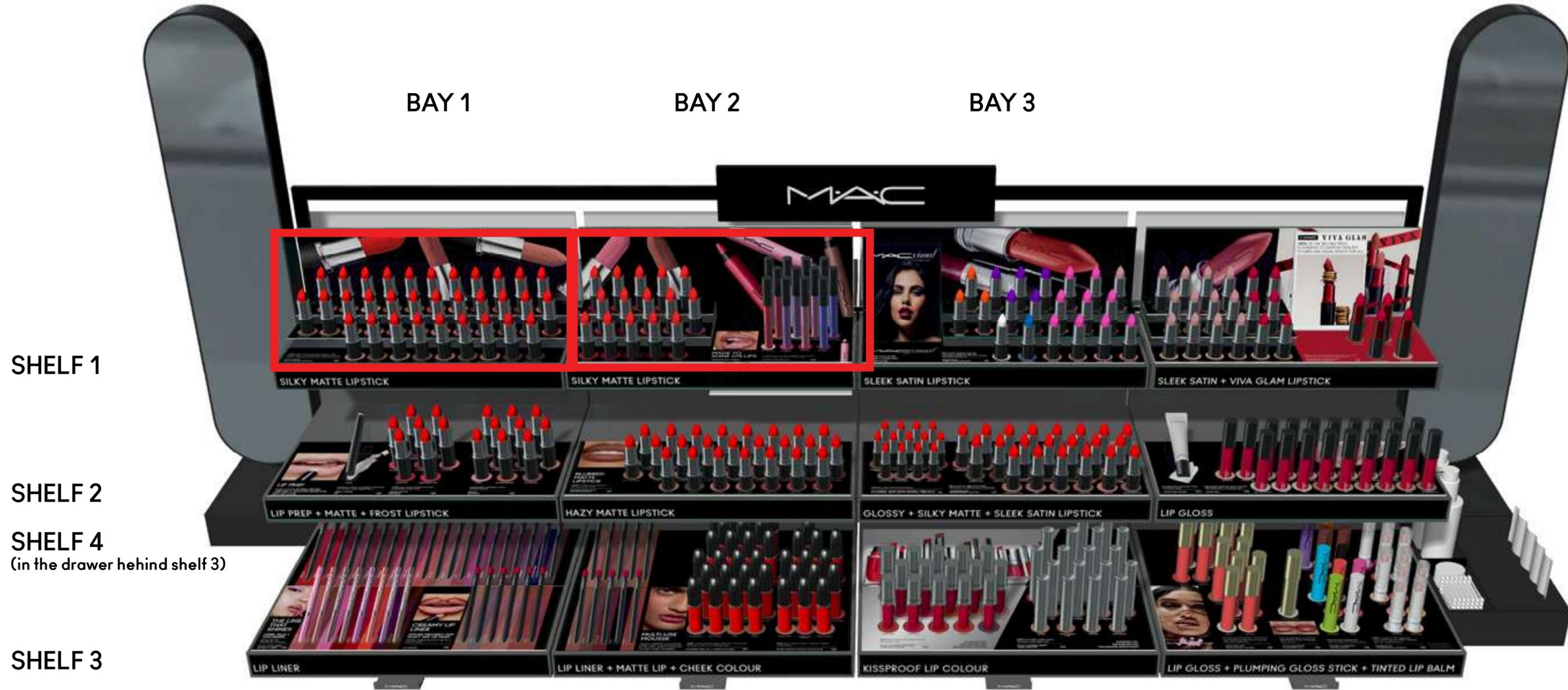
5 FRONT STRIP



RED 2.0 TOP OF COUNTER

LIP DISPLAYER

 = UPDATING



RED 2.0 TOP OF COUNTER

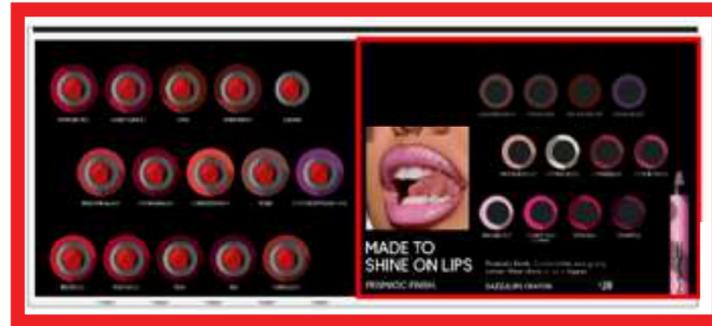
LIP DISPLAYER

 = UPDATING



B1S1 - Top View

Shelf 1	16	MACximal Matte Neutrals
	15	MACximal Matte Trend
	1	MACximal Matte Pinks



B2S1 - Top View

Shelf 1	9	MACximal Matte Reds
	3	MACximal Matte Purples
	3	MACximal Matte Oranges
	12	Dazzle Lip Crayon



B3S1 - Top View

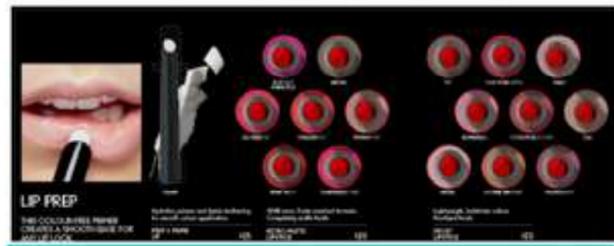
NOTE:

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



B4S1 - Top View

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



B1S2 - Top View

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



B2S2 - Top View

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

Shelf 2	13	MiniMac Lipstick
	21	Lustreglass Lipstick



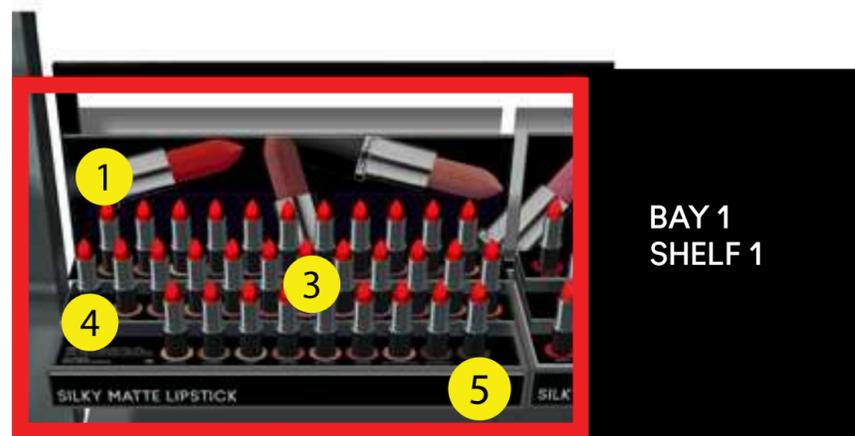
B4S2 - Top View

Shelf 2	1	Lip Glass Clear
	19	Lip Glass

RED 2.0 TOP OF COUNTER

LIP DISPLAYER

BAY 1 - SHELF 1



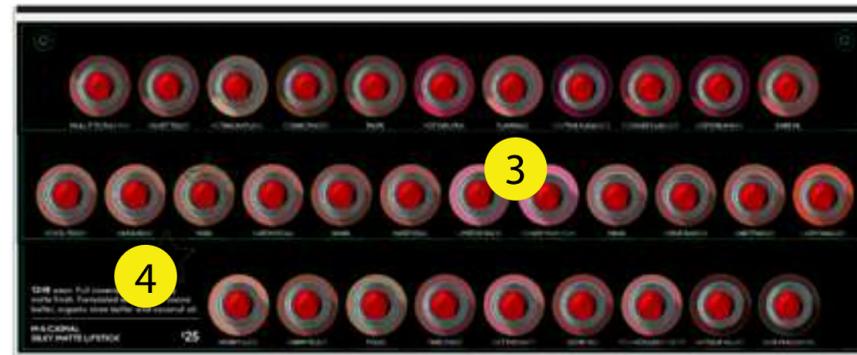
BAY 1
SHELF 1



FRONT VIEW



TOP VIEW



ASSORTMENT

Shelf 1	16	MACximal Matte Neutrals
	15	MACximal Matte Trend
	1	MACximal Matte Pinks

GRAPHICS

1 BACK RISER



3 GLORIFIER



4 BASE



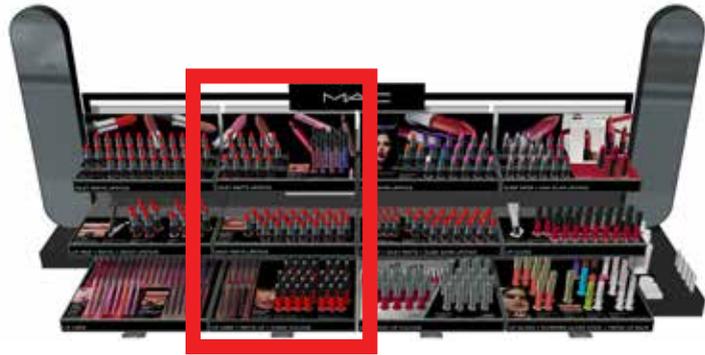
5 FRONT STRIP



RED 2.0 TOP OF COUNTER

LIP DISPLAYER

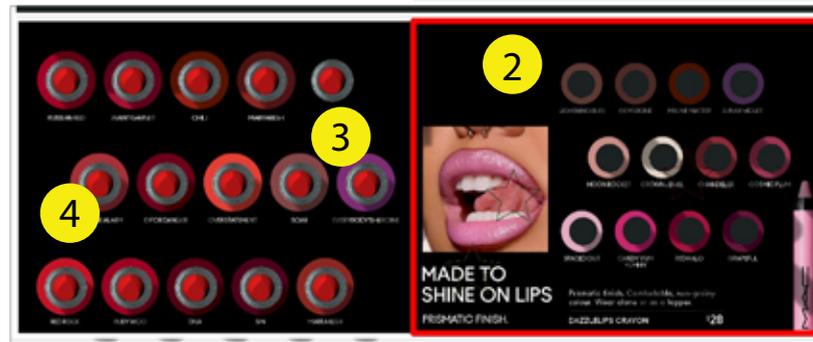
BAY 2 - SHELF 1



FRONT VIEW



TOP VIEW



ASSORTMENT

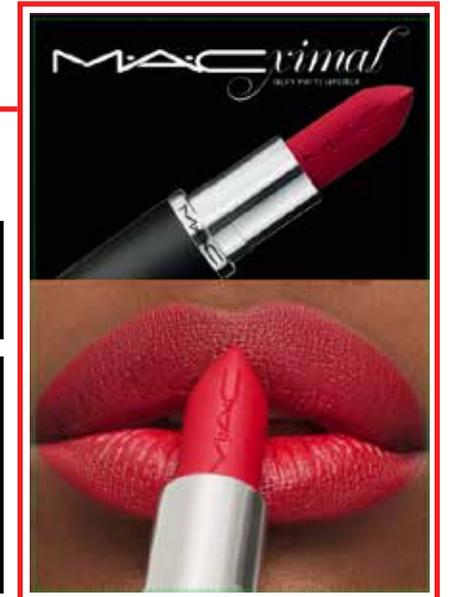
Shelf 1	9	MACximal Matte Reds
	3	MACximal Matte Purples
	3	MACximal Matte Oranges
	12	Dazzle Lip Crayon

GRAPHICS

1 BACK RISER



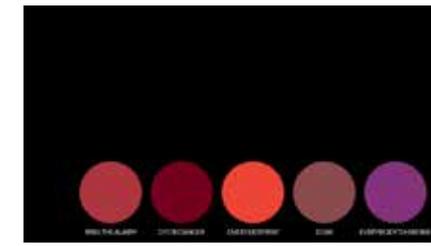
2 PLUG **04/02/2026 OCD**
Please remove plug on specific date.



3 GLORIFIER



4 BASE



5 FRONT STRIP



SILKY MATTE LIPSTICK

RED 2.0 TOP OF COUNTER

IN STORE VISUAL MERCHANDISING

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

If your store has:

4 tables of 7ft and up

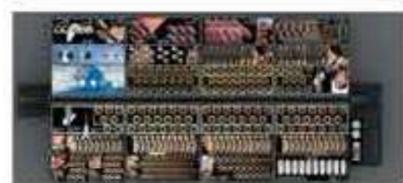
EYE TABLE



LIP TABLE



FACE TABLE



NPL TABLE



3 tables of 7ft and up

LIP & EYE TABLE



FACE TABLE



NPL TABLE



3 tables of 7ft and up

LIP & EYE TABLE



FACE & NPL TABLE

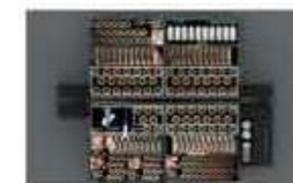


5 tables of 5ft and up

FACE TABLE



FACE TABLE



NPL TABLE



EYE TABLE



LIP TABLE

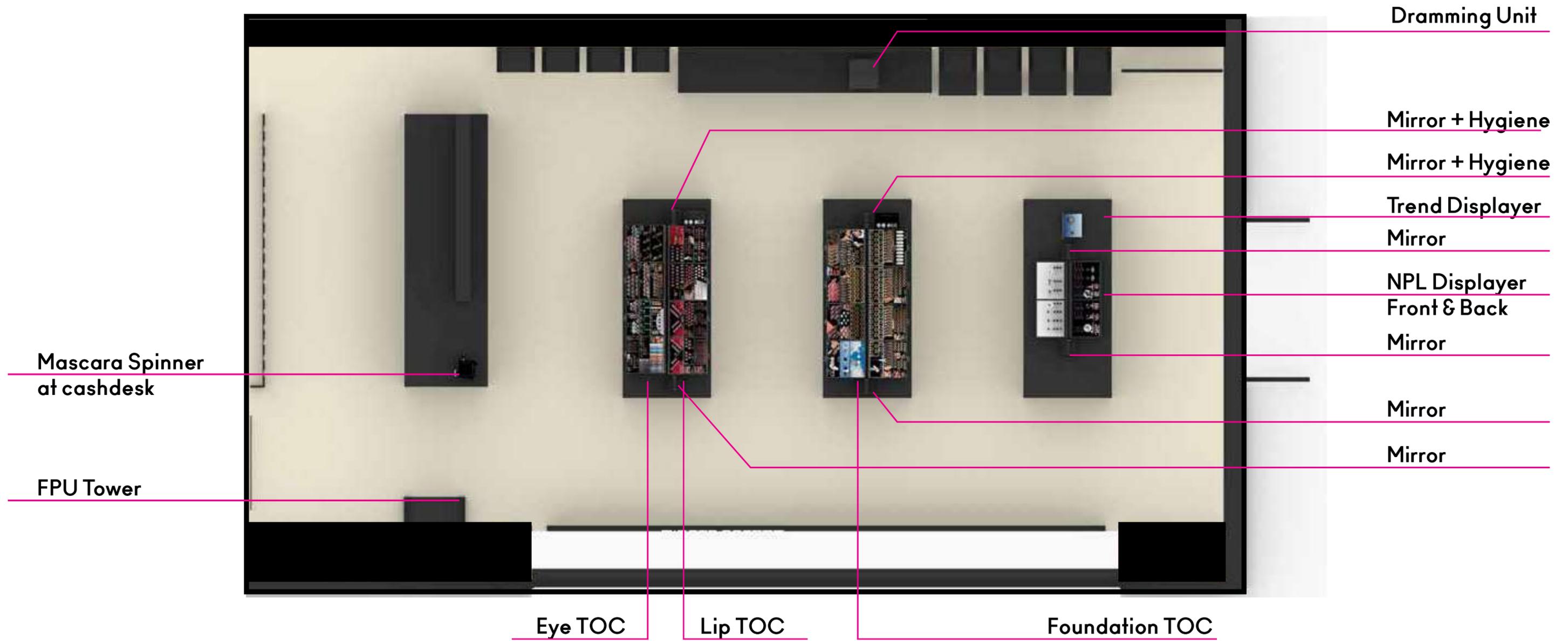


RED 2.0 TOP OF COUNTER

IN STORE VISUAL MERCHANDISING

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

FSS or RP LAYOUT



RED 2.0 TOP OF COUNTER

IN STORE VISUAL MERCHANDISING

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

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

Please follow below guideline for correct placement

FSS or RP LAYOUT



Aspirational Cubes x2



Aspirational Cubes x3

Origins

Visual Merchandising SP26 Jan- June





ORIGINS

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

DECEMBER 26TH, 2025

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

December 26th - April 30th, 2026

North America - Shaker



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

** Collateral PPK (SKU #179847-0)
 1 Large Frame
 1 Vertical Shadowbox
 1 Horizontal Shadowbox

December 26th - April 30th, 2026

North America Tray - Origin of Origins



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

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

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

December 26th - April 30th, 2026

North America Waterfall and Gondola Unit - OG



- 1 (1) "PLANTSCRIPTION™ CREAM & SERUM"* PFV Lightbox. Item # 179851 -
- 2 (1) "PLANTSCRIPTION™ CREAM & SERUMI" : ITEM#179857-0 (Waterfall Tray Mat) ITEM#179861-0 (Launch Product Panel)
- 3 (1) PLANTSCRIPTION™ Multi-Powered Youth Serum 95ml TESTER
- 4 (1) PLANTSCRIPTION™ Triple-Action Youth Cream TESTER(1)
- 5 (2) PLANTSCRIPTION™ Multi-Powered Youth Serum 95ml Saleable
- 6 (2) PLANTSCRIPTION™ Triple-Action Youth Cream Saleable!

December 26th - April 30th, 2026

Promo Pedestal/Tower - Mega-Mushroom Overnight Recovery Cream



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

*Promo Tower PPK Item#179863-0

Tom Ford

Visual Merchandising SP26 Jan- June



TOM FORD
BLACK ORCHID

FY26 Q2 LAUNCHES OVERVIEW



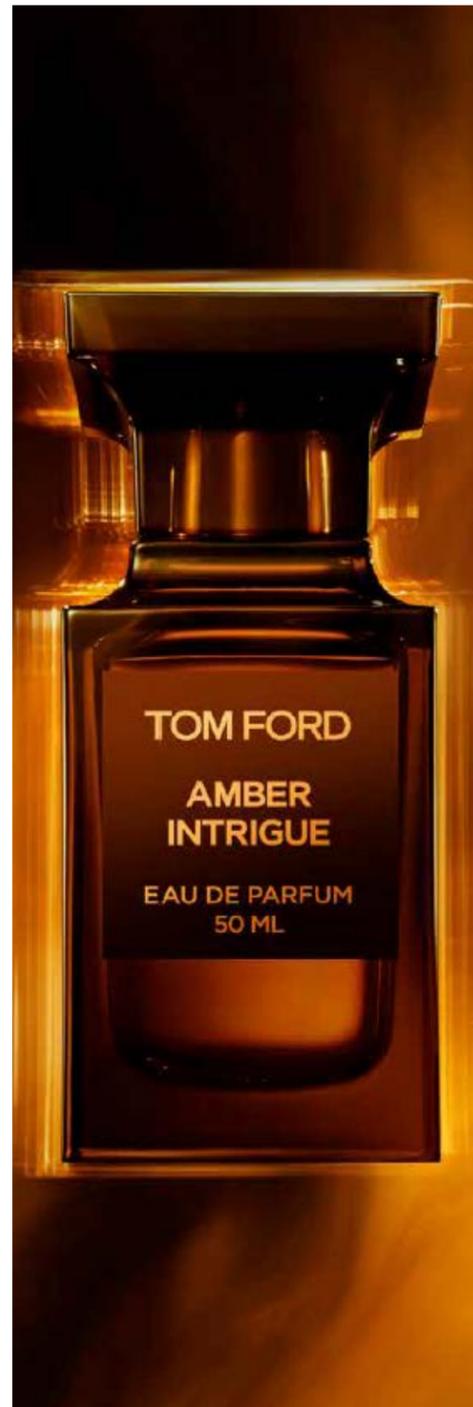
SOLEIL NEIGE LLC

OCTOBER 6TH, 2025



RUNWAY LOOK
TFF/ CANADA DOORS ONLY

OCTOBER 6TH, 2025



AMBER INTRIGUE
NORDSTROM ONLY

NOVEMBER 1ST, 2025



LIP RESERVE
BERGDORF + TFF ONLY

NOVEMBER 3RD, 2025



VANILLA SEX EXT.

DECEMBER 1ST, 2025



SOLEIL NEIGE EDP SIGNATURE

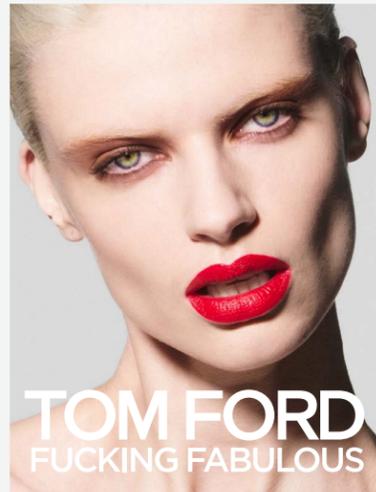
DECEMBER 28TH, 2025

LIGHTBOX PRIORITIES | ALL RETAILERS

FY26 Q2 LIVE DATE : OCT

COLOR

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



PRIORITY 1 MODEL



PRIORITY 1 PRODUCT

SIGNATURE

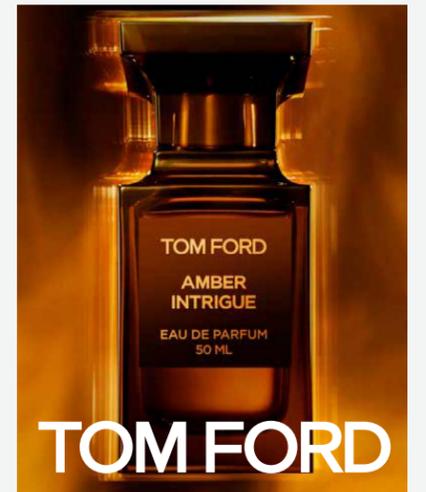
PRIMARY **OCD: 10/06**
OMBRE LEATHER HOLIDAY



PRIORITY 1 PRODUCT

PRIVATE BLEND

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

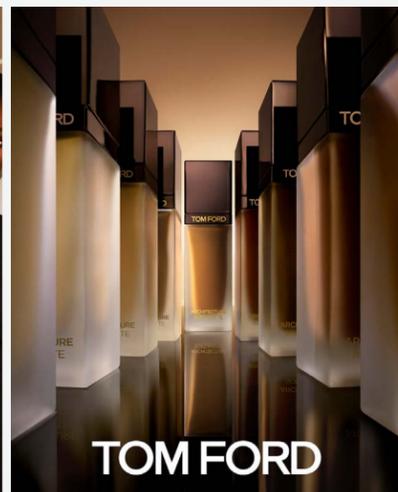


COLOR

SECONDARY
ARCHITECTURE RADIANCE **EXISTING**



PRIORITY 1 MODEL



PRIORITY 1 PRODUCT

SIGNATURE

SECONDARY
BLACK ORCHID RESERVE **EXISTING OCD: 08/04**



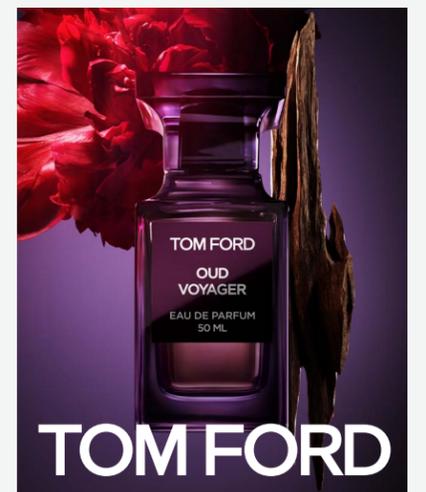
PRIORITY 1 MODEL



PRIORITY 2 PRODUCT

PRIVATE BLEND

PRIMARY
OUD VOYAGER EDP **EXISTING OCD: 09/01**



COLOR PRIORITIES

FY26 Q2 LIVE DATE : OCT

COLOR NEWNESS

LIMITED LIFE COLLECTION
SOLEIL NEIGE COLLECTION HOLIDAY



OCD OCTOBER 6TH

COLOR SOLEIL

SOLEIL LIP BLUSH HOLIDAY



OCD OCTOBER 6TH

COLOR FACE

ARCHITECTURE RADIANCE



EXISTING

COLOR LIP

LIP COLOR HOLIDAY



OCD OCTOBER 6TH

COLOR LIP

FUCKING FABULOUS LIP
CENSORED VERSION AVAILABLE



OCD OCTOBER 1ST FOR ALL RETAILERS

COLOR EYE

ARCHITECTURE BROW PENCIL



EXISTING

FRAGRANCE PRIORITIES

FY26 Q2 LIVE DATE : OCT

PRIVATE BLEND PRIORITY 1

OULD WOOD HOLIDAY



OCD OCTOBER 6TH

PRIVATE BLEND PRIORITY 2
CENSORED VERSION AVAILABLE

VANILLA SEX HOLIDAY



OCD DECEMBER 1ST

PRIVATE BLEND PRIORITY 3

OULD VOYAGER



EXISTING

SIGNATURE PRIORITY 1

OMBRE LEATHER HOLIDAY



OCD OCTOBER 6TH

SIGNATURE PRIORITY 2

BLACK ORCHID RESERVE



OCD OCTOBER 6TH

SIGNATURE PRIORITY 3

BLACK ORCHID HOLIDAY



OCD OCTOBER 6TH

FRAGRANCE PRIORITIES **NORDTSROM ONLY**

FY26 Q2 LIVE DATE : OCT

PRIVATE BLEND PRIORITY 1

AMBER INTRIGUE



OCD NOVEMBER 1ST

PRIVATE BLEND PRIORITY 2

LOUD WOOD HOLIDAY



OCD OCTOBER 6TH

PRIVATE BLEND PRIORITY 3
CENSORED VERSION AVAILABLE

VANILLA SEX HOLIDAY



OCD DECEMBER 1ST

SIGNATURE PRIORITY 1

OMBRE LEATHER HOLIDAY



OCD OCTOBER 6TH

SIGNATURE PRIORITY 2

BLACK ORCHID RESERVE



OCD OCTOBER 6TH

SIGNATURE PRIORITY 3

BLACK ORCHID HOLIDAY



OCD OCTOBER 6TH

TV SCREENS

FY26 Q2 LIVE DATE : OCTOBER

COLOR
ROTATING SOLEIL NEIGE COLLECTION STILL



LIVE OCTOBER 6TH

SIGNATURE
ROTATING OMBRE LEATHER STILL



LIVE OCTOBER 6TH

PRIVATE BLEND
ROTATING OUD WOOD + VANILLA SEX STILL



LIVE OCTOBER 6TH

COLOR
FUCKING FABULOUS LIP VIDEO



LIVE OCTOBER 1ST

SIGNATURE
BLACK ORCHID RESERVE VIDEO



LIVE AUGUST 4TH

PRIVATE BLEND
OUD VOYAGER VIDEO



OCD SEPTEMBER 1ST

MACASSAR EASELS

NO CHANGES

FACE | ARCHITECTURE SOFT MATTE EASEL EASEL

TOP VISUAL
ARCHITECTURE MODEL TRIO



FACE | RADIANCE EASEL

TOP VISUAL
ARCHITECTURE INGREDIENT



FACE | COMBO EASEL

TOP VISUAL
ARCHITECTURE INGREDIENT



SOLEIL EASEL

TOP VISUAL
SOLEIL LIP BALM



LIP EASEL

TOP VISUAL
LIP COLOR MODEL ANGELINA JOLIE



LIP+EYE COMBO EASEL

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



SMALL VISUAL ON THE RIGHT
ULTRA-SHINE LIP COLOR



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



SMALL VISUAL ON THE RIGHT
LIP COLOR TRIO



MACASSAR EASELS

NO CHANGES

EYE EASEL

TOP VISUAL
ARCHITECTURE BROW PENCIL



SMALL VISUAL ON THE RIGHT
EYE COLOR QUAD

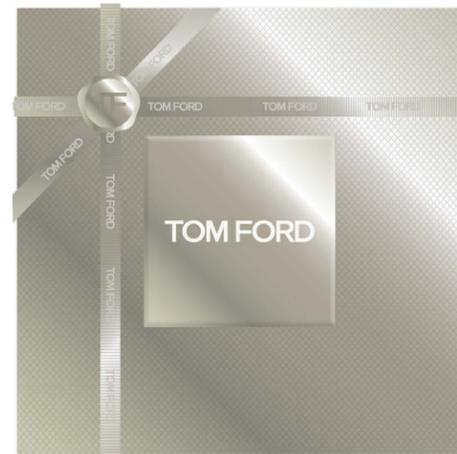


GIFTING GUIDELINES

RIBBON AND WAX SEAL



RIBBON AND WAX SEAL COVER THE LOGO



LOGO IS VISIBLE

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

GIFT SETS DISPLAY



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



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



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

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

GIFTING TOWER GUIDELINES

MACY'S TOWERS

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



COLOR LAUNCH: SOLEIL NEIGE COLLECTION MAF

LIVE DATE : OCTOBER 6TH



MEDIUM ANGLED FRAME MAF
SOLEIL NEIGE COLLECTION
T53D60

TOP TIER LEFT TO RIGHT

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

SHADES

ULTRA SHINE LIP COLOR

- PEAK GLAMOUR
- ROSE D'HIVER
- FIRESIDE

EYE COLOR QUAD

- CHALET MINK

CREME BLUSH

- ALPINE BLUSH

COLOR LAUNCH: RUNWAY LOOK

LIVE DATE : OCTOBER 6TH



MACASSAR PRESENTATION TRAY
RUNWAY LOOK

TOP TIER LEFT TO RIGHT/ TOP TO BOTTOM

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

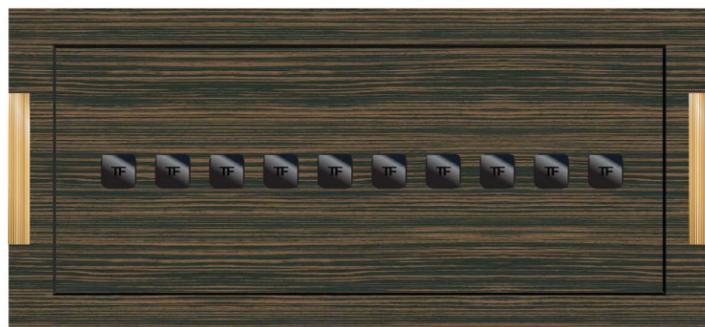
COLOR LAUNCH: FUCKING FABULOUS LIP

LIVE DATE : OCT 1ST

PRESENTATION TRAY
FUCKING FABULOUS LIP



FRONT VIEW



TOP VIEW

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

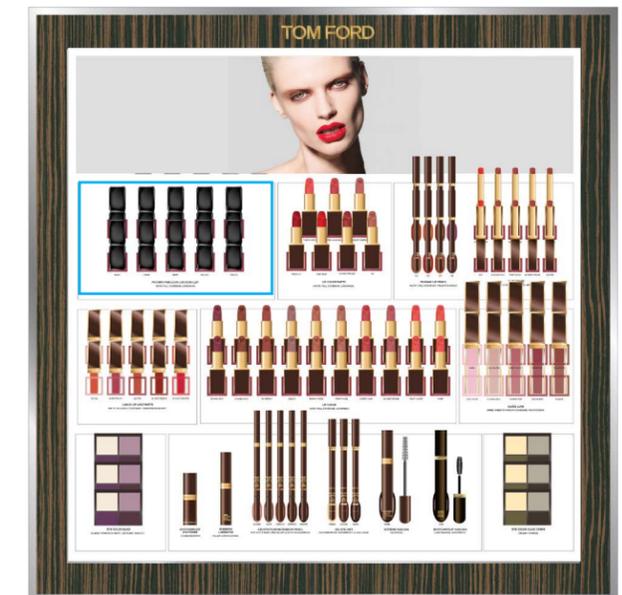
FUCKING FABULOUS LIP

SAF
FUCKING FABULOUS LIP



NEW TILES - SHIIPING DIRECT TO
DOORS IN NOVEMBER

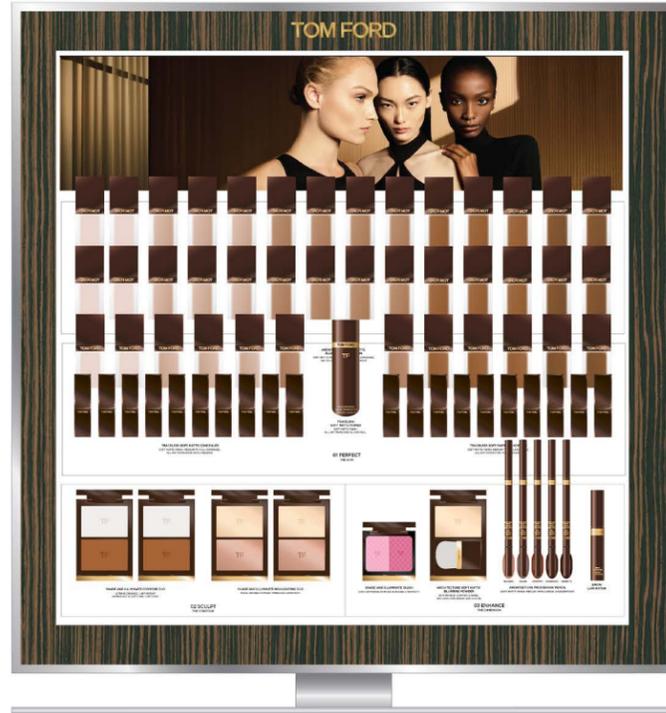
EASEL
LIP ONLY EASEL +
LIP/EYE COMBO EASEL



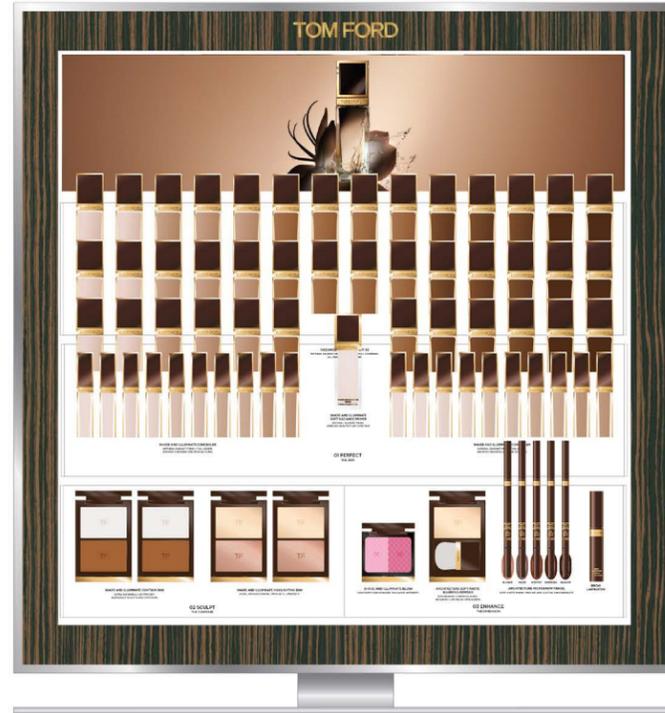
10 NEW SHADES

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

ALL EASELS OVERVIEW



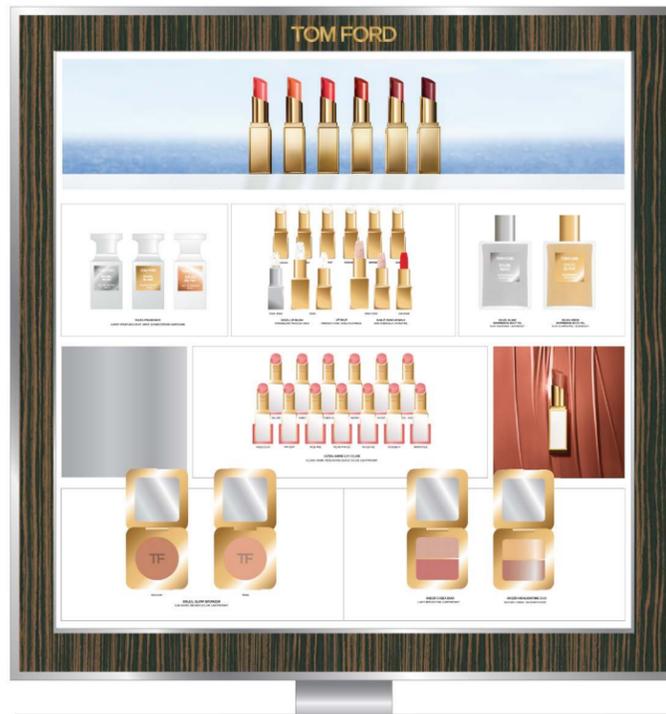
ARCHITECTURE
SOFT MATTE BLURRING FOUNDATION EASEL



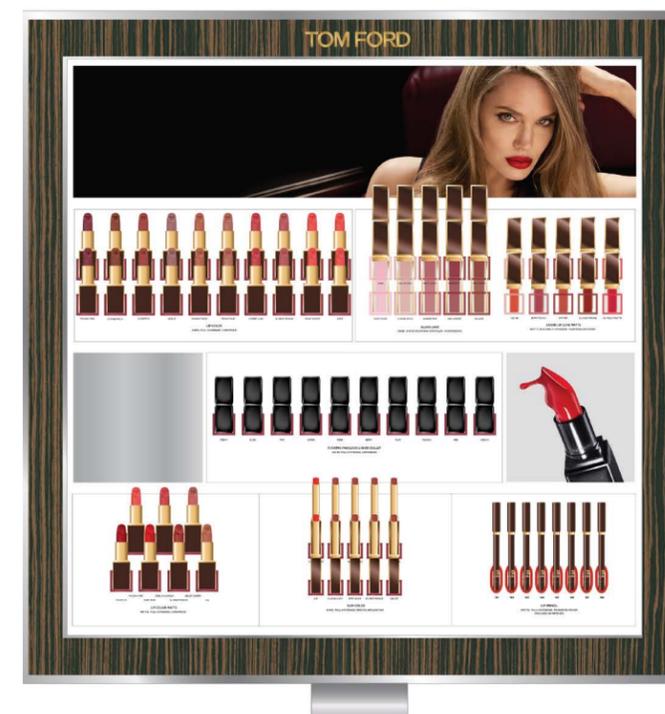
ARCHITECTURE
RADIANCE HYDRATING FOUNDATION EASEL



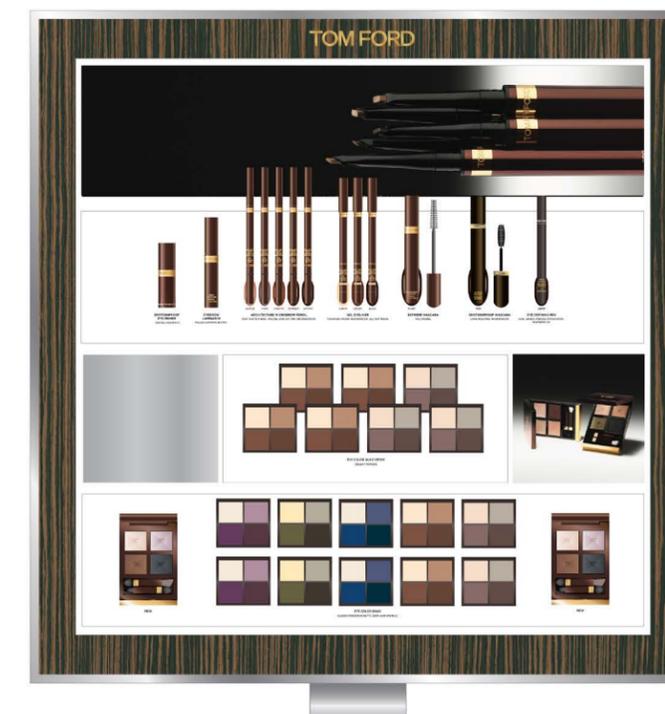
ARCHITECTURE
SOFT MATTE + RADIANCE HYDRATING



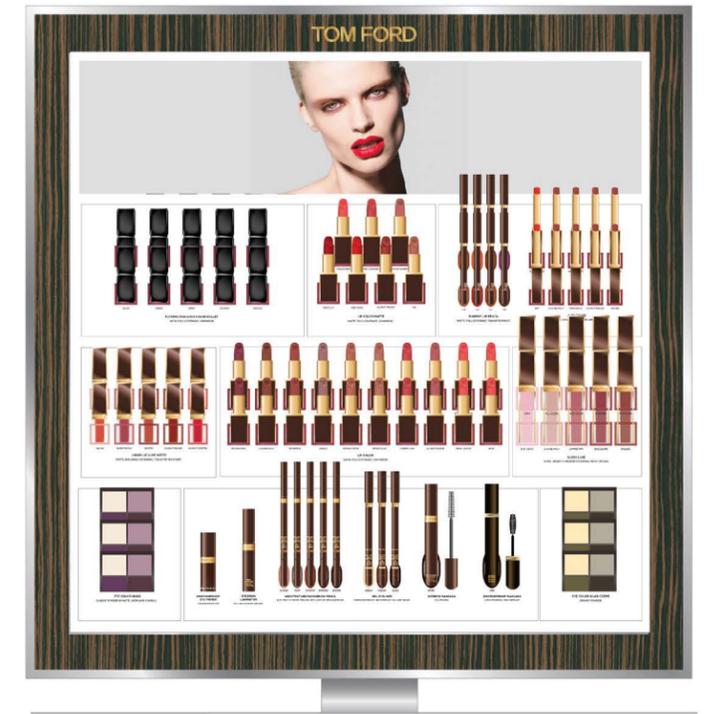
SOLEIL
EASEL



RUNWAY
LIP EASEL



RUNWAY
EYE EASEL



RUNWAY
EYE + LIP EASEL

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

ALL FRAMES (MAFS + SAFS) OVERVIEW

MAFS MEDIUM ANGLED FRAMES SAFS SMALL ANGLED FRAMES

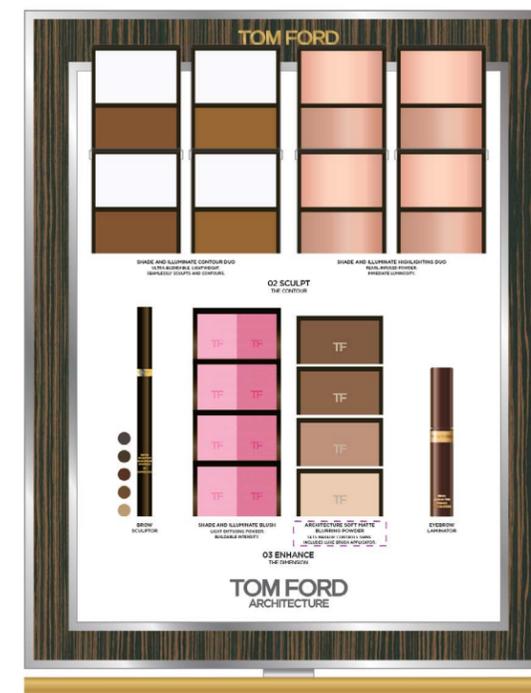
NEW INSERTS SOLEIL + LIP



ARCHITECTURE
SOFT MATTE BLURRING FOUNDATION MAF



ARCHITECTURE
RADIANCE FOUNDATION MAF



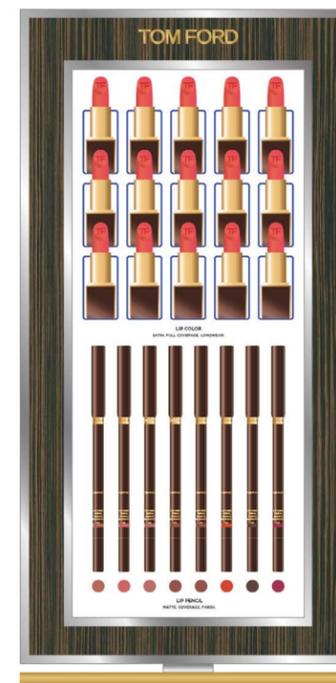
ARCHITECTURE
SOFT MATTE + SHADE AND ILLUMINATE MAF



SOLEIL
MAF NEW INSERT
SHIPPING DIRECT TO DOOR



RUNWAY
LIP MAF NEW INSERT
SHIPPING DIRECT TO DOOR



RUNWAY
LIP SAF NEW INSERT
SHIPPING DIRECT TO DOOR



RUNWAY
EYE MAF

PRIVATE BLEND CASELINE NORDSTROM ONLY

CASE ARRANGEMENT

TOP ROW LEFT TO RIGHT

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

SECOND ROW LEFT TO RIGHT

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

THIRD ROW LEFT TO RIGHT

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

AMBER INTRIGUE

MACASSAR PB 30 SCENTING EXPERIENCE



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

PRIVATE BLEND CASELINE

CASE ARRANGEMENT

TOP ROW LEFT TO RIGHT

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

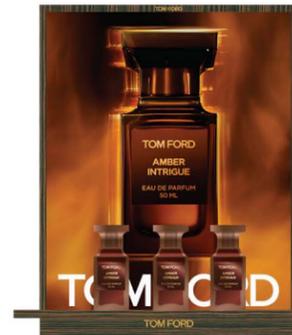
SECOND ROW LEFT TO RIGHT

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

THIRD ROW LEFT TO RIGHT

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

AMBER INTRIGUE



MACASSAR PB 30 SCENTING EXPERIENCE



ALWAYS ARRANGE CASELINE UNITS IN A

COLOR LAUNCH: SOLEIL NEIGE COLLECTION LAUNCH UNIT

LIVE DATE : OCTOBER 6TH



SIGNATURE FRAGRANCE
LAUNCH ON DECEMBER 28TH

TWO-TIER
SOLEIL NEIGE COLLECTION
T53Q60

TOP TIER LEFT TO RIGHT

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

SHADES

ULTRA SHINE LIP COLOR

- PEAK GLAMOUR
- ROSE D'HIVER
- FIRESIDE

EYE COLOR QUAD

- CHALET MINK

CREME BLUSH

- ALPINE BLUSH

COLOR LAUNCH: RUNWAY LOOK

LIVE DATE : OCTOBER 6TH



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

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



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

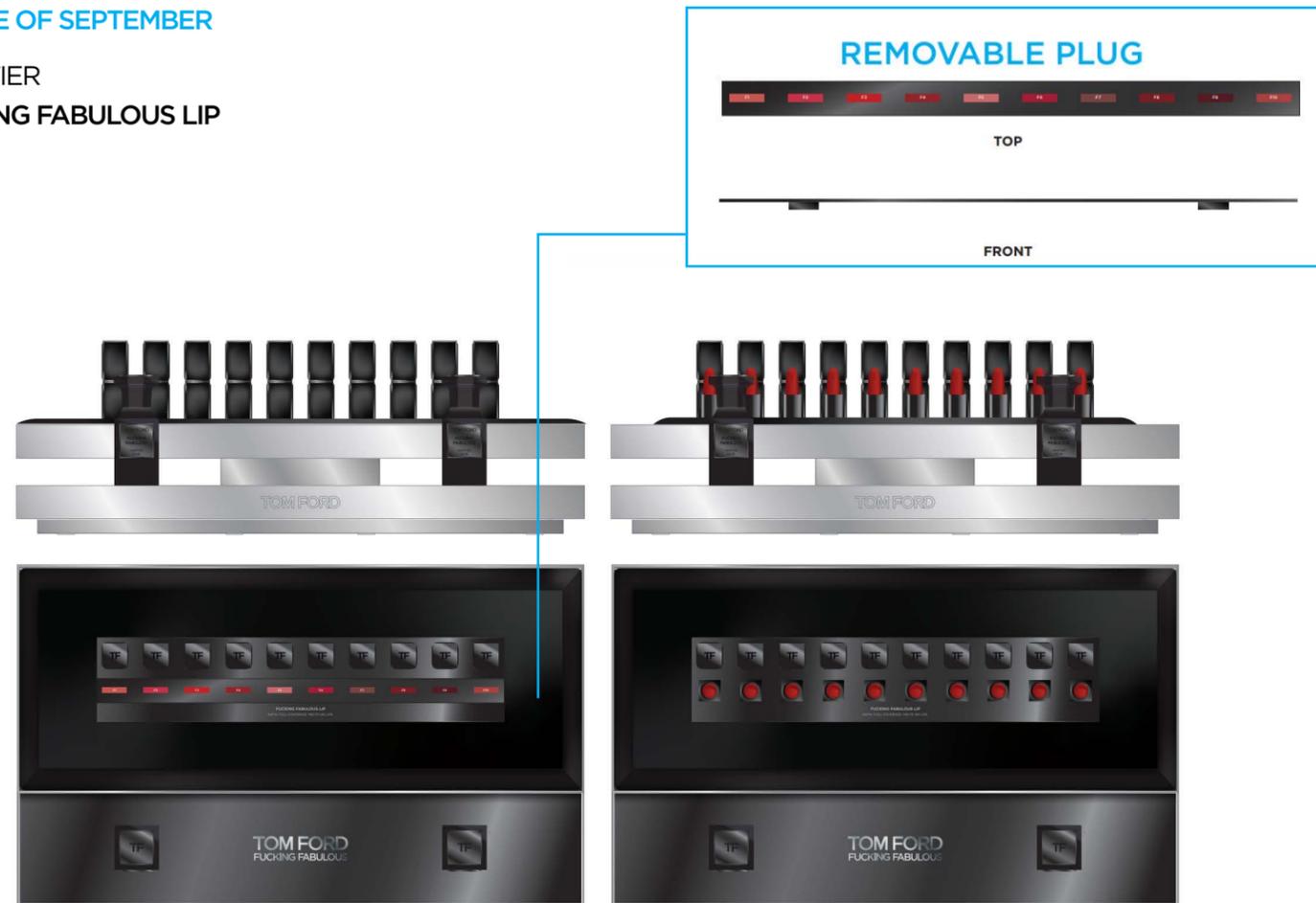
- TOP TIER LEFT TO RIGHT/ TOP TO BOTTOM**
- SHADE AND ILLUMINATE SOFT RADIANCE PRIMER
 - ARCHITECTURE RADIANCE HYDRATING FOUNDATION
 - OUD VOYAGER
 - SHADE AND ILLUMINATE CONTOUR DUO
 - EXTREME MASCARA IN 01 RAVEN
 - GLOSS LUXE IN 01 DISCLOSURE
 - RUNWAY LIP COLOR IN 18 UNZIP
 - LIP COLOR MATTE IN 08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

COLOR LAUNCH: FUCKING FABULOUS LIP ALL DOORS | PHASE II

LIVE DATE : OCTOBER 1ST

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

TWO-TIER
FUCKING FABULOUS LIP



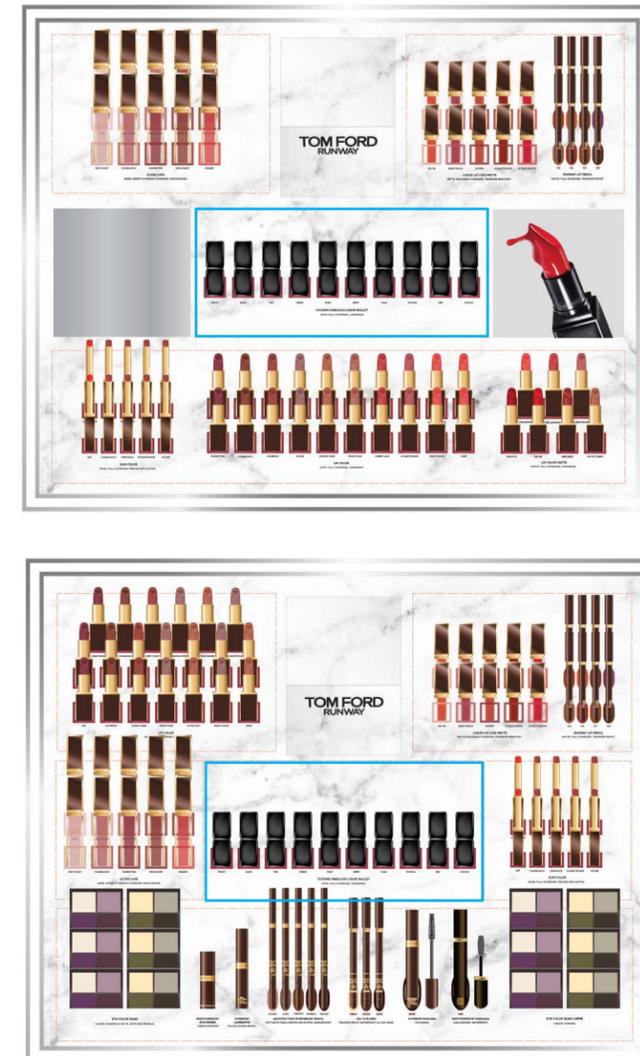
FUCKING FABULOUS LIP FACTICES WILL BE IN STORE IN LATE SEPTEMBER. PLEASE USE REMOVABLE PLUG UNTIL FACTICES ARE RECEIVED BY YOUR DOOR.

FUCKING FABULOUS LIP

10 NEW SHADES

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

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

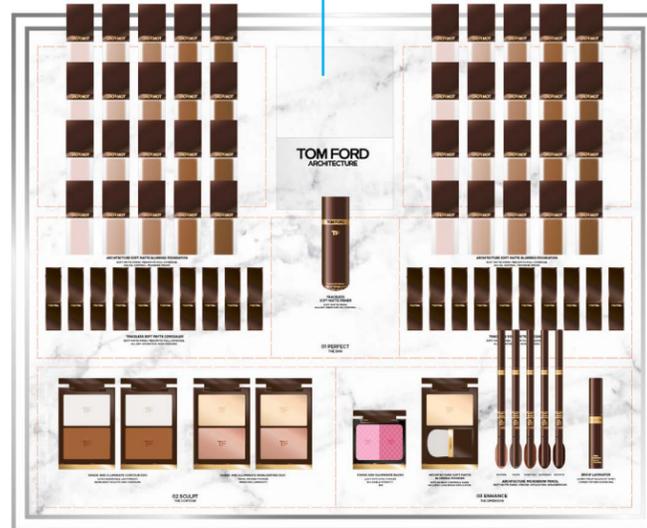


ALL EASELS OVERVIEW NEW TILING SYSTEM

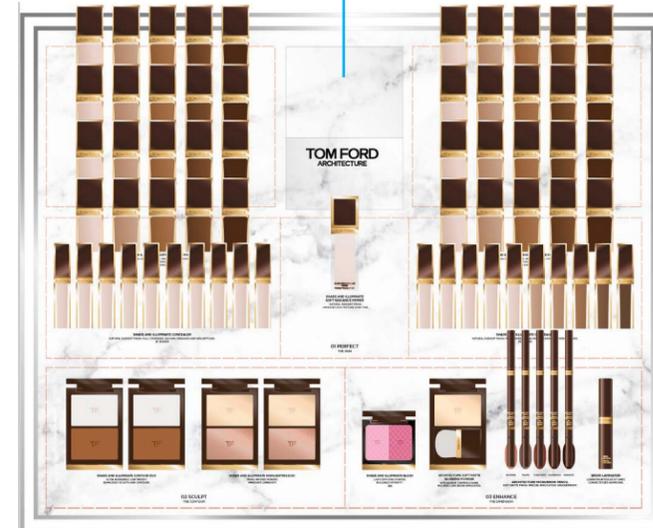
EASELS ARE ALWAYS PLACED IN THE ORDER OF FACE, SOLEIL, LIP AND EYE.

OCD: NOVEMBER

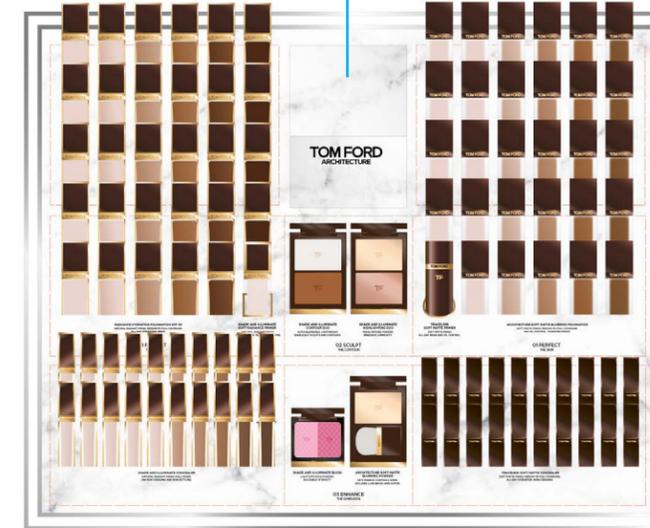
SHIPPING DIRECTLY TO DOOR



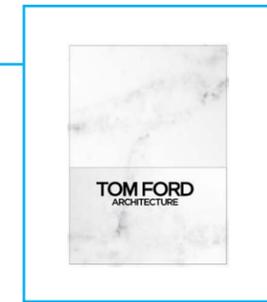
ARCHITECTURE
SOFT MATTE BLURRING FOUNDATION EASEL ONLY



ARCHITECTURE
RADIANCE HYDRATION FOUNDATION EASEL ONLY

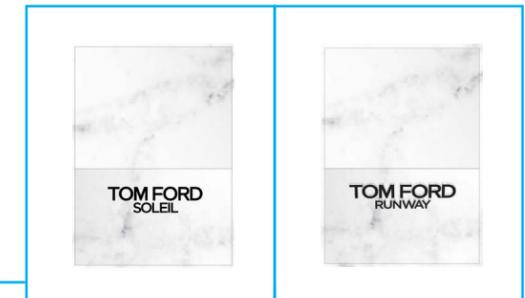


ARCHITECTURE
SOFT MATTE + SHADE AND ILLUMINATE EASEL



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

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



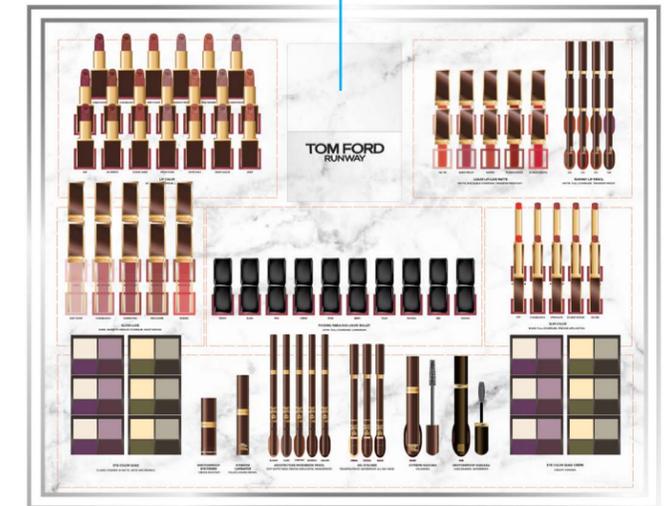
SOLEIL
EASEL



RUNWAY
LIP EASEL



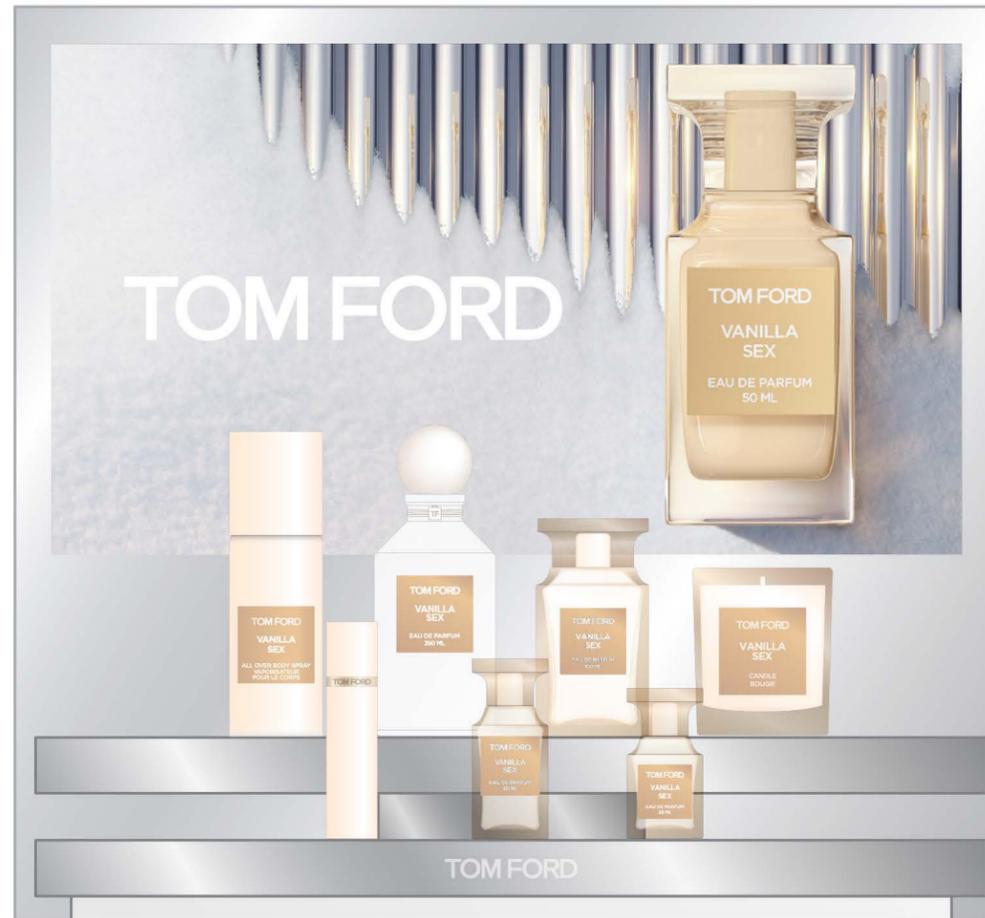
RUNWAY
EYE EASEL



RUNWAY
EYE + LIP EASEL

PRIVATE BLEND HERO VANILLA SEX HERO

LIVE DATE : DECEMBER 1ST



TWO-TIER
GENERIC MARBLE INSERTS

TOP TIER LEFT TO RIGHT

- VANILLA SEX AOBS
- VANILLA SEX DECANTER
- VANILLA SEX 100ML
- VANILLA SEX CANDLE

LOWER TIER LEFT TO RIGHT

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

PRIVATE BLEND FRAGRANCE RETAILER CASELINES

PRIVATE BLEND ASSORTMENT SEPTEMBER

CASE ARRANGEMENT

TOP ROW LEFT TO RIGHT

- OUD VOYAGER 30ML
- OUD VOYAGER 50ML

TOP ROW LEFT TO RIGHT

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

SECOND ROW LEFT TO RIGHT

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

THIRD ROW LEFT TO RIGHT

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



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

PRIVATE BLEND FRAGRANCE RETAILER CASELINES NORDSTROM ONLY

PRIVATE BLEND ASSORTMENT SEPTEMBER

CASE ARRANGEMENT

TOP ROW LEFT TO RIGHT

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

TOP ROW LEFT TO RIGHT

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

SECOND ROW LEFT TO RIGHT

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

THIRD ROW LEFT TO RIGHT

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



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

SIGNATURE FRAGRANCE TWO-TIERS

TWO-TIER SIGNATURE MASCULINE + FEMININE



USE THIS ASSORTMENT IF 1 TWO-TIER IS AVAILABLE

FRONT ROW LEFT TO RIGHT

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

BACK ROW LEFT TO RIGHT

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

TWO-TIER SIGNATURE MASCULINE ONLY



USE THIS ASSORTMENT IF 2 TWO-TIERS ARE AVAILABLE

FRONT ROW LEFT TO RIGHT

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

BACK ROW LEFT TO RIGHT

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

TWO-TIER SIGNATURE FEMININE ONLY



USE THIS ASSORTMENT IF 2 TWO-TIERS ARE AVAILABLE

FRONT ROW LEFT TO RIGHT

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

BACK ROW LEFT TO RIGHT

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