Clinique NA Merchandising Guidelines

Department Stores

Spring 2026 | January - June

Who To Contact

For all questions/concerns regarding:

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

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

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

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

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

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

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

Counter Repair Requests:

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

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

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

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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.*

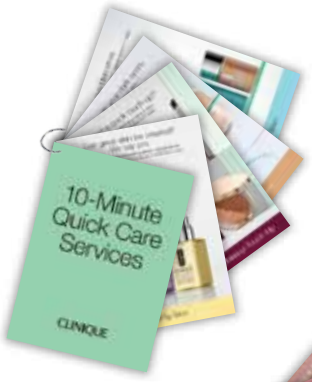
What it does*: Helps build the basket by recommending custom-fit solutions for skincare & makeup.*

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.

Placemat

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

iPad Usernames

Clinique Clinical Reality Remote Management Usernames by Door.

Scan QR to access iPad RM Usernames

Tech Related Questions?

Reach out to the Retail Help Desk

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

Need iPad Accessories?

Contact Point of Sale

Email: PointOfSaleSupport@estee.com

Spring 2026 Priorities

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

Spring 2026 New Product Launches

★ - Priority Launch

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

Hero Product Support At Counter

★ - Hero Product

GLOWING SKIN
with Moisture Surge™

HEALTHY SKIN
with 3-Step

YOUTHFUL LOOKING SKIN
with Smart™

EVEN-TONED SKIN
with Even Better™ Skincare + Makeup

CLEAR SKIN
with Acne Solutions™

MAKEUP REMOVERS
with Take the Day Off™

BUILDABLE VOLUME
with High Impact™ Mascara

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

Cadence Overview

January Updates

- **New Launches:** **NEW** UV Solutions Hydrating Sunscreen, **NEW** UV Solutions Mattifying Sunscreen, Moisture Surge 100H + Glow Serum Resupport; Smart Clinical Repair Resupport
- **New Promotions:** Valentines Day Sets

UV Solutions *p.70*
NEW *UV Solutions Hydrating Sunscreen*
NEW *UV Solutions Mattifying Sunscreen*
NEW *UV Solutions STU*

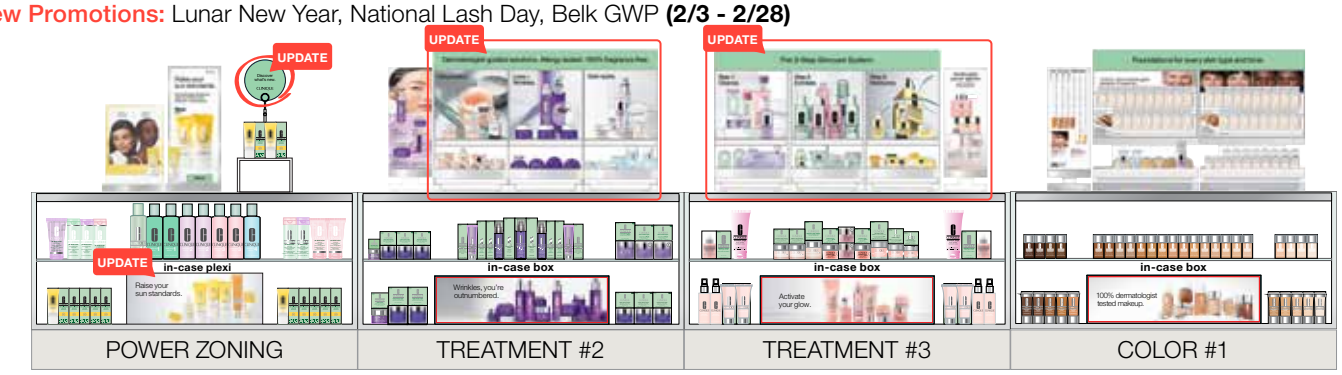
Moisturizers *p.72*

3-Step + Cleanser + Acne *p.73*

Foundation *p.74*

February Updates

- **New Launches:** **NEW** Chubby Relaunch, **NEW** BH Collection: 3 Lip Liners, 3 Quickliner for Lip Reform, **NEW** High-Fi Intense Black/Brown, SRP Update
- **New Promotions:** Lunar New Year, National Lash Day, Belk GWP **(2/3 - 2/28)**



UV Solutions *p.70*
NEW *UV Solutions In-Case*

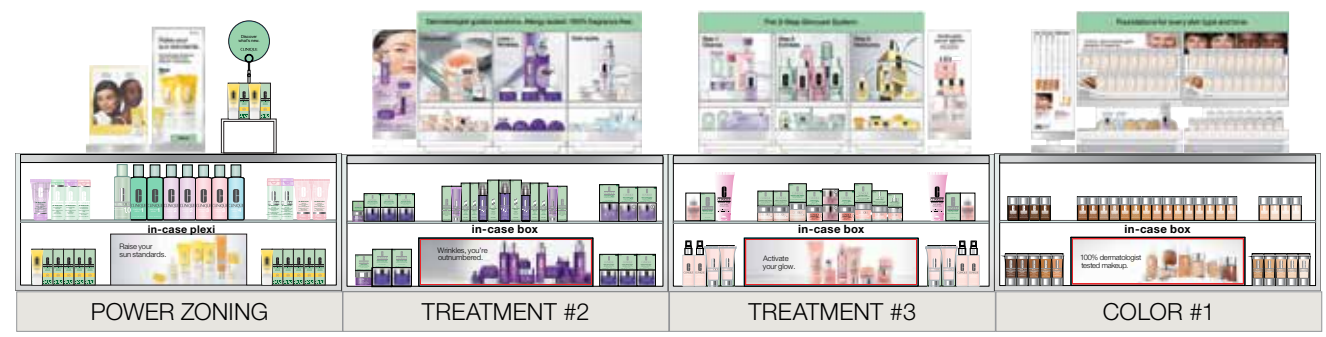
Smart *p.72*
Treatment Bar Update
Revised Incase Assortment

Moisture Surge *p.73*
Cleanser Bar Update
Moisture Surge Sliver Update
Revised Incase Assortment

Foundation *p.74*

March Updates

- **New Launches:** Continue UV Solutions
- **New Promotions:** Dillard's GWP **(3/6 - 3/22)**, Macy's GWP **(3/25 - 4/13)**,



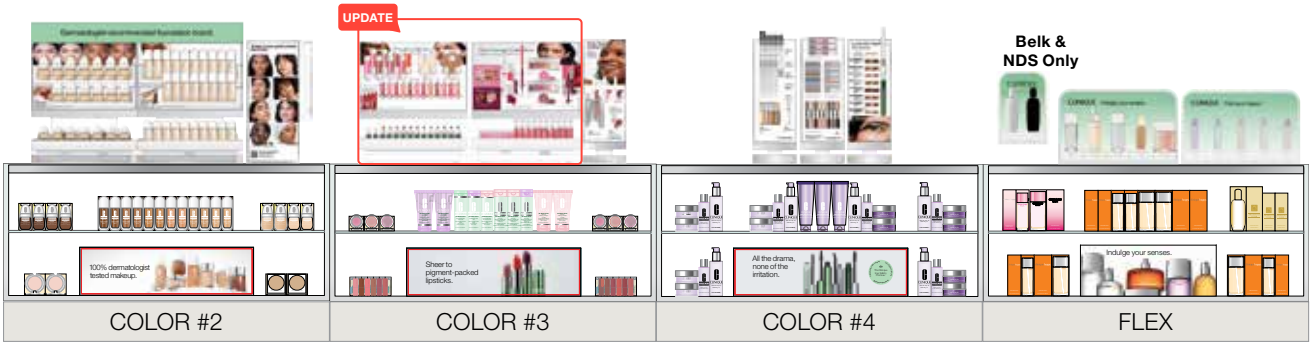
UV Solutions *p.70*

Smart *p.72*

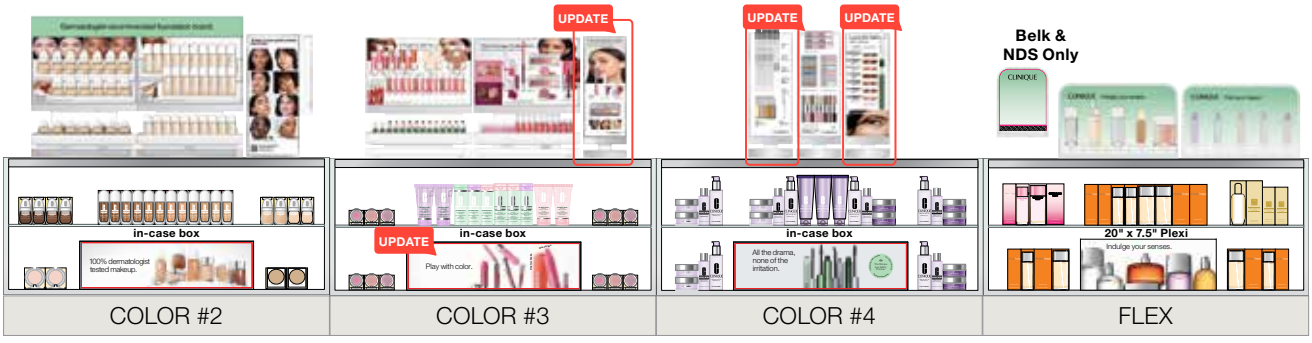
Moisture Surge *p.73*

Foundation *p.74*

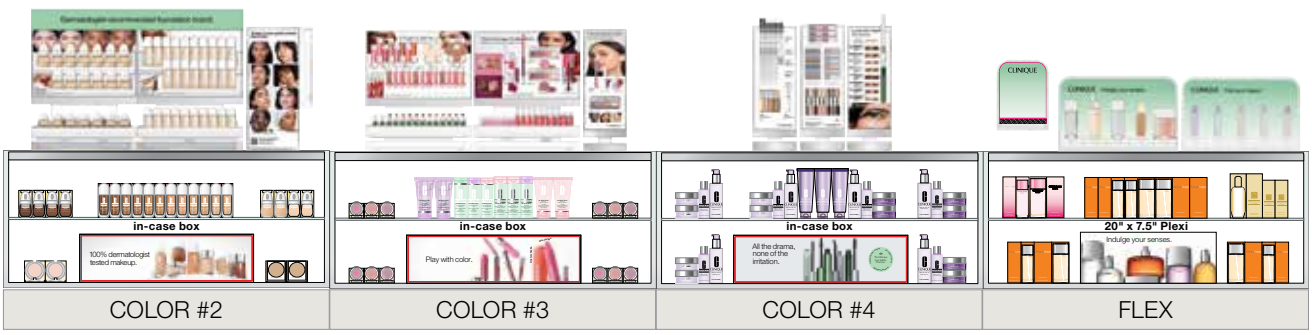
LEGEND:
RED TEXT - New/Update
BLACK TEXT - Not updating



COLOR #2	COLOR #3	COLOR #4	FLEX
Foundation *p.75*	Lip Color *p.76* *Lip & Cheek MLU update* **NEW** *Chubby Relaunch*	Take The Day Off *p.77*	Fragrance *p.78* CFM *p.79* Derm Concern Sets *p.52-53*



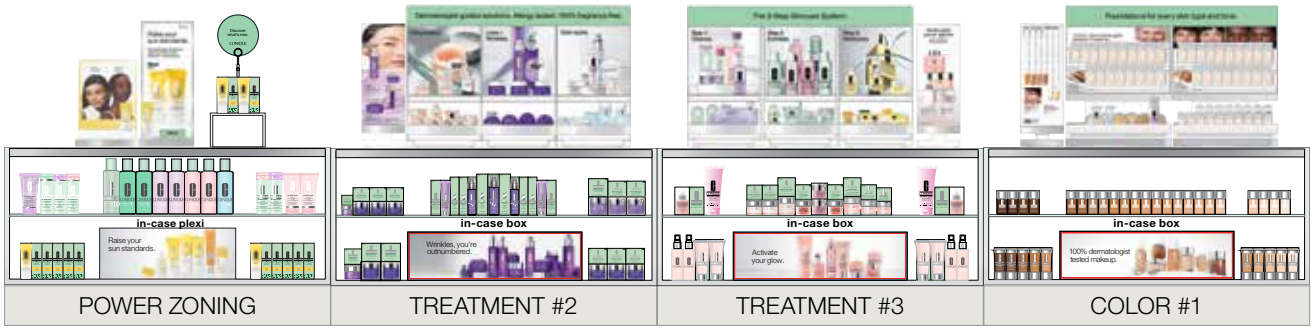
COLOR #2	COLOR #3	COLOR #4	FLEX
Foundation *p.75*	Lip Color *p.76* *SRP Updates* *Nude Honey Sliver Update* *Chubby Lip Incase Box Update*	Take The Day Off *p.77* *SRP Updates*	Fragrance *p.78* CFM *p.79* *SRP Updates* Belk GWP **(2/3 - 3/1)** *p.58-59*



COLOR #2	COLOR #3	COLOR #4	FLEX
Foundation *p.75*	Lip Color *p.76*	Take The Day Off *p.77*	Fragrance *p.60* CFM *p.61* Dillard's GWP **(3/6 - 3/22)** *p.64-65* Macy's GWP **(3/25 - 4/13)** *p.66-67*

April Updates

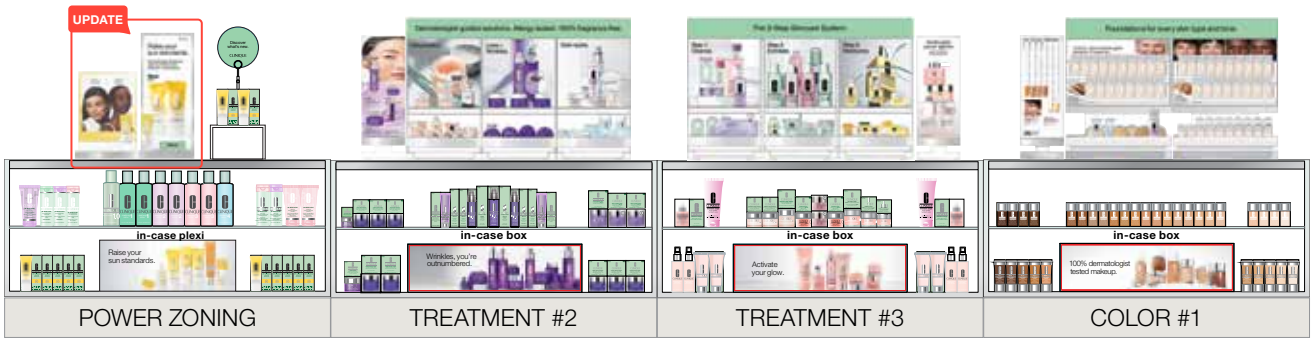
- **New Launches:** N/A
- **New Promotions:** Mother's Day, Makeup Amplification **(4/1 - 4/5)**



POWER ZONING	TREATMENT #2	TREATMENT #3	COLOR #1
UV Solutions *p.70*	Smart *p.72*	Moisture Surge *p.73*	Foundation *p.74*

May Updates

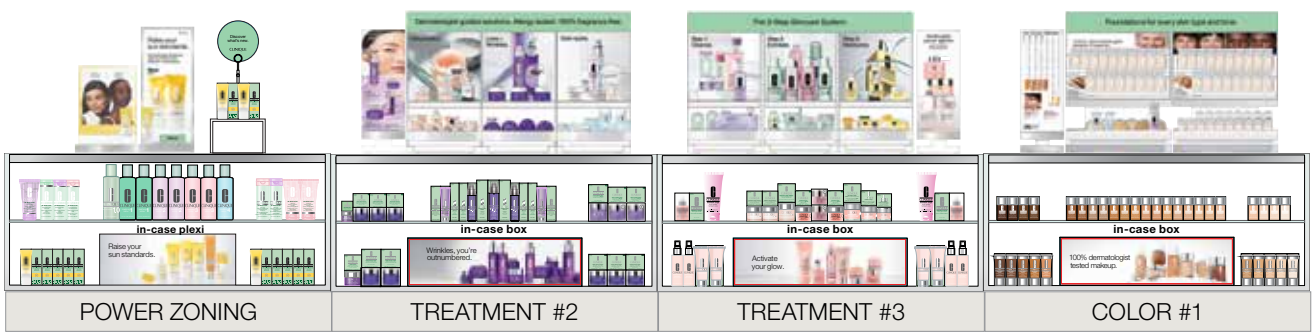
- **New Launches:** **NEW** UV Solutions Brightening & Tinted Sunscreen
- **New Promotions:** Skincare Amplification **(TBD)**, Continue Mother's Day



POWER ZONING	TREATMENT #2	TREATMENT #3	COLOR #1
UV Solutions *p.70* **NEW** *UV Solutions In-Case*	Smart *p.72*	Moisture Surge *p.73*	Foundation *p.74*

June Updates

- **New Launches:** **NEW** High Impact High-Fi Waterproof Mascara (VM Go Live: **JULY OCD**),
- **New Promotions:** Summer of Glow



POWER ZONING	TREATMENT #2	TREATMENT #3	COLOR #1
UV Solutions *p.70*	Smart *p.72*	Moisture Surge *p.73*	Foundation *p.74*

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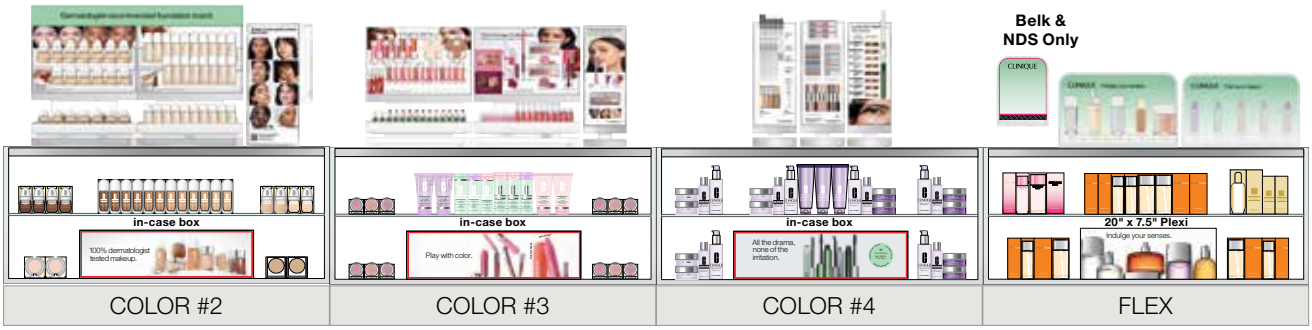
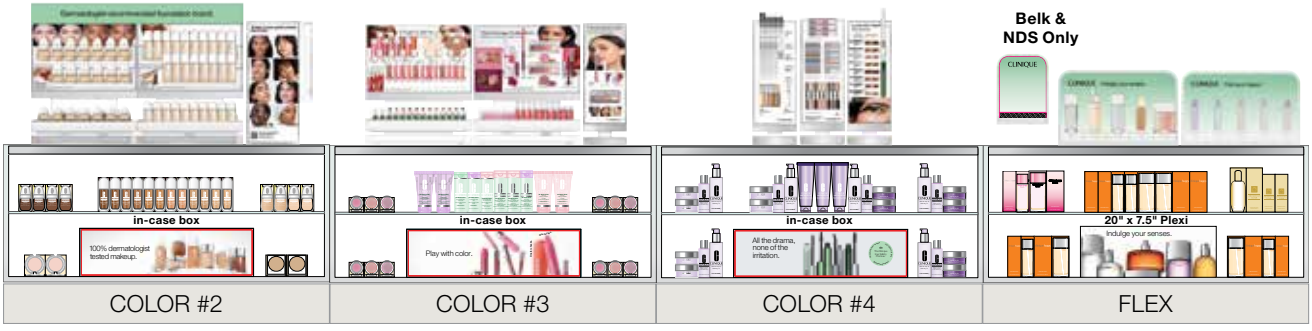
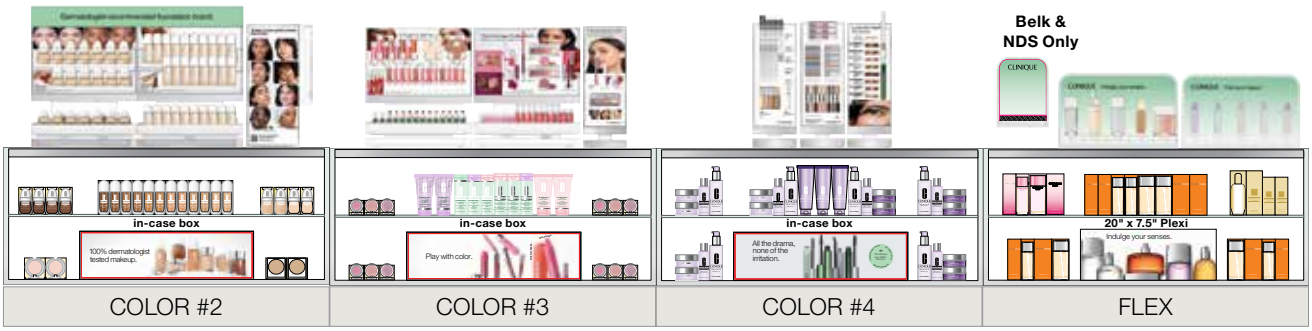


COLOR #2	COLOR #3	COLOR #4	FLEX
Foundation *p.75*	Lip Color *p.76*	Take The Day Off *p.77*	Fragrance *p.60* CFM *p.61*



COLOR #2	COLOR #3	COLOR #4	FLEX
Foundation *p.75*	Lip Color *p.76*	Take The Day Off *p.77*	Fragrance *p.60* CFM *p.61*



COLOR #2	COLOR #3	COLOR #4	FLEX
Foundation *p.75*	Lip Color *p.76*	Take The Day Off *p.77*	Fragrance *p.60* CFM *p.61*

Tester Units

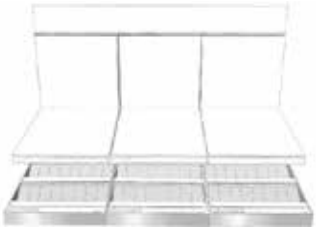
NOTE: This is a list of tester units/elements that your counter should ALWAYS have based on your door profile.

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

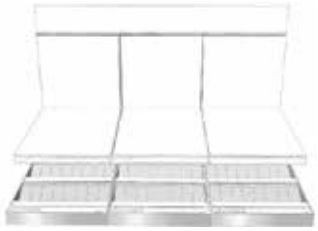
☐ Story-Telling Unit Kit of Parts

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

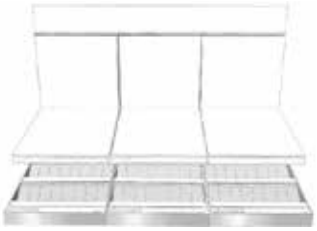
TREATMENT MAIN LINE UNITS



☐ Treatment Bar (Full + Reduced Doors)

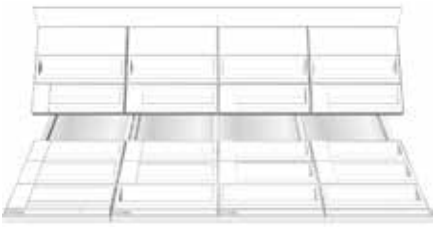


☐ Cleanser Bar (Full + Reduced Doors)



☐ Specialty Bar (Specialty Doors)

COLOR MAIN LINE UNITS

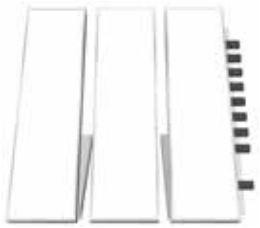


☐ Foundation Bays (Full Doors)

☐ Foundation Bays (Reduced Doors)

☐ Foundation Bays (Specialty Doors)

☐ Lip & Cheek (All Doors)



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

☐ Foundation Dramming Unit

Tester Units

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

FEATURE UNITS

☐ Foundation Feature Unit
(Full Doors)

☐ New & Trending Unit
(Select Doors)

***REMINDER:** Asian Feature Unit & Community Favorites Unit updated to 'New & Trending Now Unit" in February.

☐ Basic Fragrance
(All Doors)

☐ My Happy Fragrance
(All Doors)

☐ Minis Unit
(Select Doors)

☐ Aromatics Unit
(Belk & Nordstrom Doors Only)

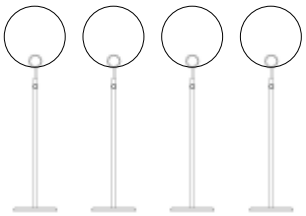
☐ Clinique For Men Unit
(Full Door + Reduced Door)

☐ Permanent Pedestal
(Select Doors)

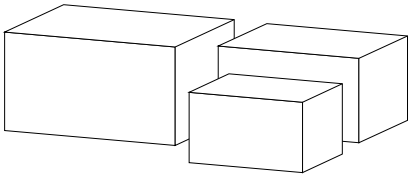
☐ MSNA Pedestal
(Select Doors)

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

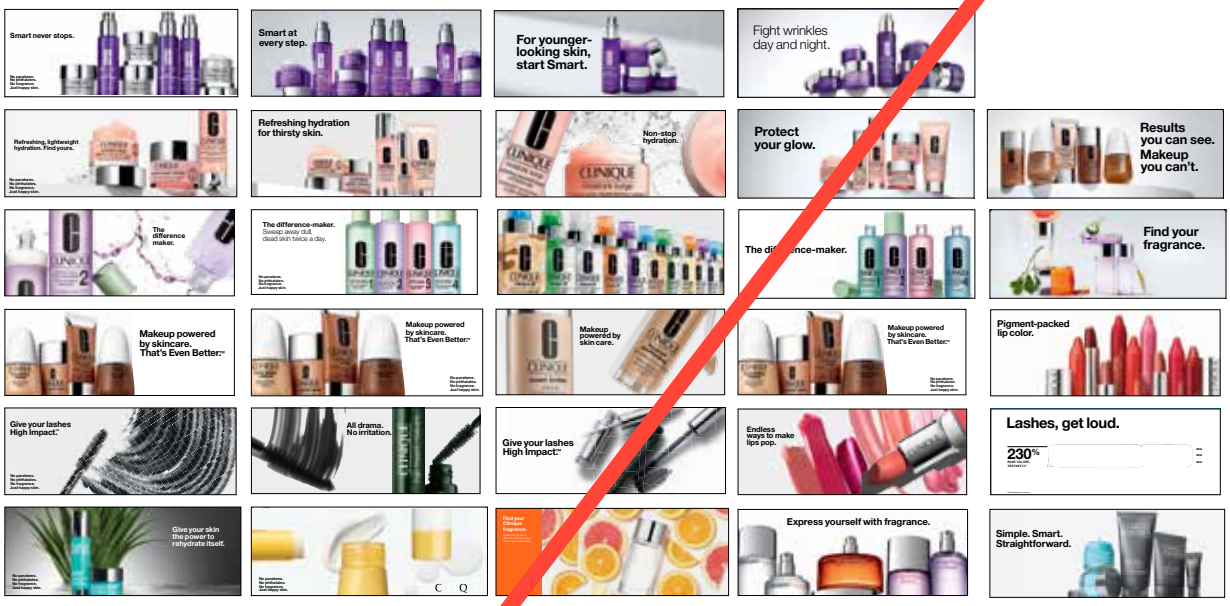
Discards

The following graphics should no longer be in-store.

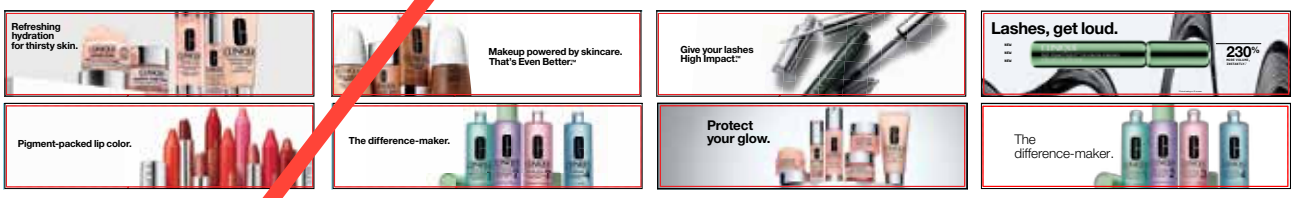
• Spring 2026 To Discard

• Discard from previous seasons

20" x 7.5" PLEXI INCASE & POG



INCASE BOX



TESTER UNITS

Project Warrior Boings, Stickers, Sign

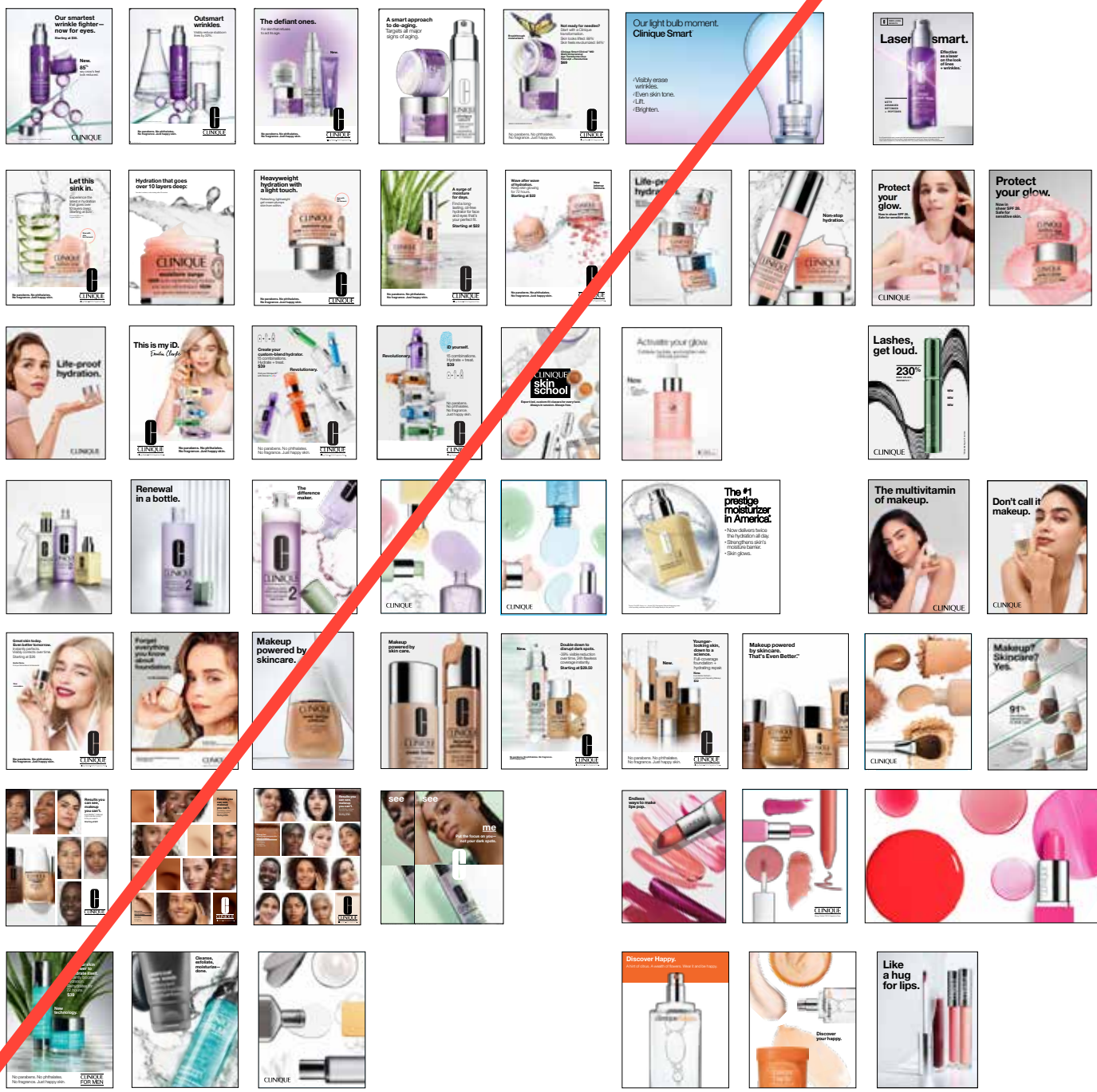
Basic Fragrance + My Happy Unit

*NOTE: Please discard the old units.

The following lightboxes should no longer be in-store.

• Spring 2026 To Discard

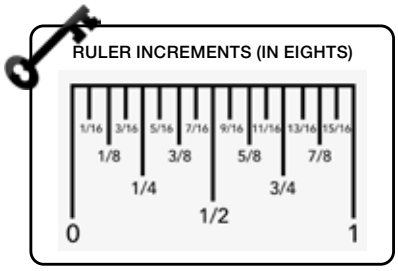
• Discard from previous seasons



Lightboxes with a Clinique Logo Header Measurement Instructions

- If you have a Clinique logo, follow below steps except the **Trim/Overall** height is measured from the ***bottom of the letter "Q" to the bottom of the plexi***.

***NOTE:** If lightbox is not measured correctly, it will result into having important elements of the graphic cut out. Please ensure to follow these instructions for the correct measuring of your lightboxes.



***NOTE:** Use this to help with measuring lightbox increments (in eights).

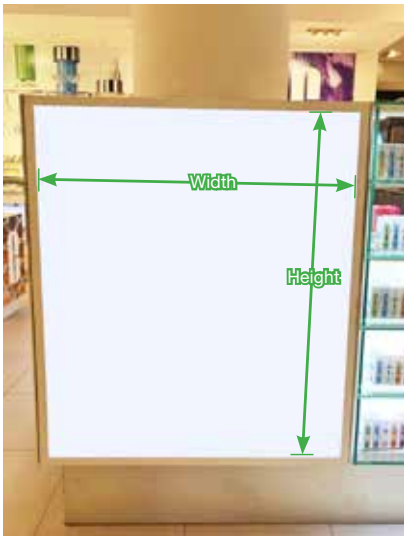
Trim Measurement Instructions

- The Trim measurement is the **OVERALL** size of the graphic (not the fixture). You **must** open the lightbox to get this measurement.

1. Open the lightbox.
2. Measure the plexi from left to right width.
3. Measure the plexi from top to bottom height.

View Measurement Instructions

- The View measurement is the **VIEWABLE** area inside the frame. It is needed to make sure image and type do not get cut off by the frame. This measurement is taken with lightbox closed.



1. Close the lightbox.
2. Measure inside the frame from left to right width.
3. Measure inside the frame from top to bottom height.

In-Store Cadence

TOP DOORS (5A-A)

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

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

(CURRENT)	JANUARY	FEBRUARY	MARCH

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

Holiday 3-Step

-OR-

Holiday 3-Step

-OR-

Holiday Happy

LBX #1
Launch

3 Step
(F'25 Assets)

LBX #2
Launch

Even Better Vitamin Makeup
(S'25 Assets - "NEW" Removed)

Chubby Lip

LBX #3
Launch

Smart Serum
(F'24 Assets)

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

Moisture Surge Glow
(F'25 Assets - "NEW" Removed)

LBX #5 + more

Heroes
Based on
zoning

Smart Hero
(F'23 Assets)

Moisture Surge
100H Hero
(F '23 Assets)

Black Honey
(S'24 Assets)

Foundation Hero
(F'24 Assets)

Fragrance Hero
(F'23 Assets)

Fragrance Hero
(Horizontal Ratio)

CFM Hero
(F'23 Assets)

Skin School
(F'24 Assets)

Active Derm Lab Coat
(F'24 Assets)

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

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

(CURRENT) MARCH	APRIL	MAY	JUNE

LBX #1
Launch

3 Step
(F'25 Assets)

LBX #2
Launch

Chubby
(S '26 Assets)

LBX #3
Launch

Smart Serum
(F'24 Assets)

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

Moisture Surge Glow
(F'25 Assets - "NEW" Removed)

LBX #5 + more

Heroes Based on zoning

Smart Hero
(F'23 Assets)

Moisture Surge 100H Hero
(F '23 Assets)

Black Honey
(S'24 Assets)

Foundation Hero
(F'24 Assets)

Fragrance Hero
(F'23 Assets)

Fragrance Hero
(Horizontal Ratio)

CFM Hero
(F'23 Assets)

Skin School
(F'24 Assets)

Active Derm Lab Coat
(F'24 Assets)

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

NON-TOP DOORS (B-E)

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

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

(CURRENT) DECEMBER	JANUARY	FEBRUARY	MARCH

LBX #1
Launch

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.

NON-TOP DOORS (B-E)

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

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

(CURRENT) MARCH	APRIL	MAY	JUNE

LBX #1
Launch

3-Step
(F'25 Assets)

LBX #2
Hero

Foundation Hero
(F'24 Assets)

-OR-

Chubby Lip
(S'26 Assets)

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)

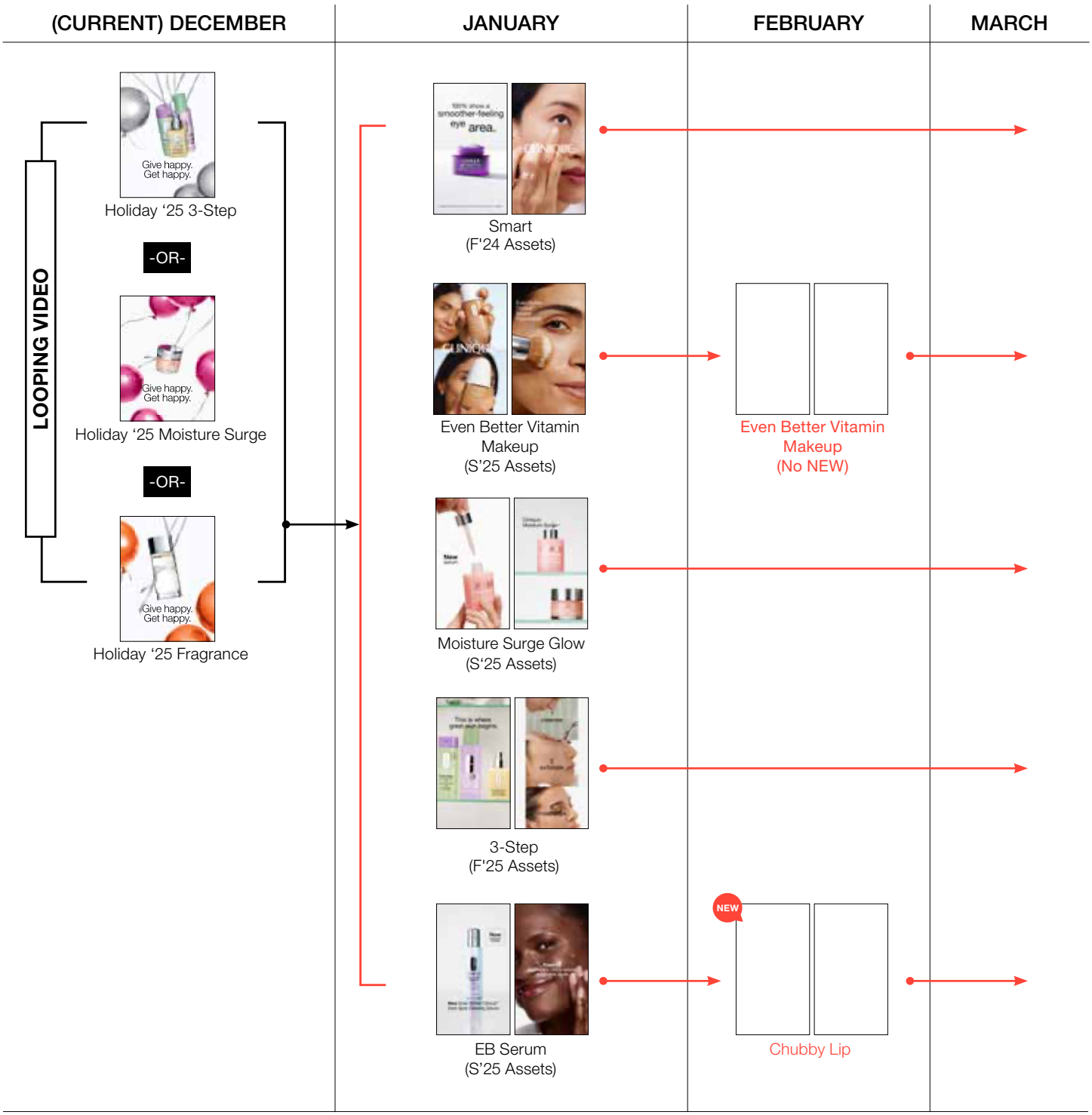
CFM Hero
(F'23 Assets)

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.

VIDEO: Select Doors

(CURRENT) MARCH	APRIL	MAY	JUNE

LOOPING VIDEO

Smart
(F'24 Assets)

Even Better Vitamin Makeup
(S'25 Assets)

Moisture Surge Glow
(S'25 assets)

3-Step
(F'25 Assets)

Chubby Lip
(S'26 Assets)

Maintenance Process

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

STEP 2 R&M team communicates issues to VID.

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

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

(CURRENT) DECEMBER	JANUARY	FEBRUARY	MARCH

SLIVER 1

Smart **July '25 Update**
ELM Reserve Codes
Update Code: VG0E-70 **E**
Update Code: VG0D-70 **ES**
Update Code: VG0C-70 **EM**

SLIVER 2

EB Concealer **July'24 Update**
(graphic + SRP Updates)
Update Code: VAZR-70 **E**
Update Code: VAZS-70 **ES**
Update Code: VAZT-70 EM

SLIVER 3

Nude Honey **Sept '25 Update**
Update Code: VGRA-60 **E**
Update Code: VGR9-60 **ES**
Update Code: VGR8-60 **EM**

Nude Honey **Feb '26 Update**
Update Code: VHR0-60 **E**
Update Code: VHQZ-60 **ES**
Update Code: VHQY-60 **EM**

SLIVER 4

Moisture Surge Glow
July '25 Update
Update Code: VG08-70 **E**
Update Code: VG07-70 **ES**
Update Code: VG06-70 **EM**

E ES EM

Moisture Surge Glow
Feb '26 Update
Update Code: VHP5-70 **E**
Update Code: VHP6-70 **ES**
Update Code: VHP7-70 **EM**

Sliver Cadence

(CURRENT) MARCH	APRIL	MAY	JUNE

SLIVER 1

Smart **July '25 Update**
ELM Reserve Codes
Update Code: VG0E-70 **E**
Update Code: VG0D-70 **ES**
Update Code: VG0C-70 **EM**

SLIVER 2

EB Concealer **July'24 Update**
(graphic + SRP Updates)
Update Code: VAZR-70 **E**
Update Code: VAZS-70 **ES**
Update Code: VAZT-70 EM

SLIVER 3

Nude Honey **Feb '26 Update**
Update Code: VHR0-60 **E**
Update Code: VHQZ-60 **ES**
Update Code: VHQY-60 **EM**

SLIVER 4

Moisture Surge Glow
Feb '26 Update
Update Code: VHP5-70 **E**
Update Code: VHP6-70 **ES**
Update Code: VHP7-70 **EM**

Story Telling Unit Cadence

(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:

NON-TOP DOORS:

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

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

Story Telling Unit #2

SELECT DOORS ONLY (57 DOORS)

TOP DOORS:

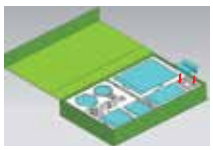
NON-TOP DOORS:

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

EXISTING

3-Step
Update Code: VG1L-70

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



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

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

(CURRENT) MARCH	APRIL	MAY	JUNE

Story Telling Unit #1

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

TOP DOORS:

NON-TOP DOORS:

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

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

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

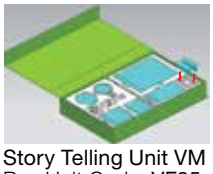
TOP DOORS:

NON-TOP DOORS:

UV Solutions (Add Brightening)
Graphic Code: xx-70 **TOP DOORS**
Graphic Code: xx-70 **NON-TOP DOORS**

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

3 Step STU (S26)
Code: TBD-70



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

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

(CURRENT) 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**

*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

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

Specialty Doors

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

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

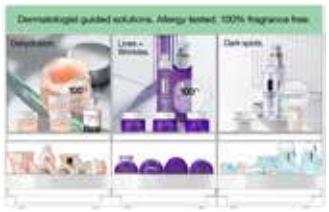
Update Code: VHJJ-70 **SP**
- SRP Updates
- New Comm Bands (B1S5 & B3S5)

(CURRENT) MARCH	APRIL	MAY	JUNE

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

Full & Reduced Doors

TREATMENT BAR



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

CLEANSER BAR

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

*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

Update Code: TBD
- Adding UV Solutions to drawer

Specialty Doors

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

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

Update Code: TBD
- Adding UV Solutions to drawer

Foundation Main Line Units Cadence

(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**

Foundation Main Line Units Cadence

(CURRENT) APRIL	MAY	JUNE	JULY

*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**

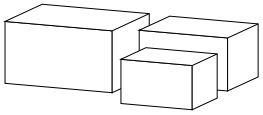
Eye Liner Sliver
- Graphic Update
Update Code: VHP8-70
Doors: **FD RD SP**

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**

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



Jumbos Display Platform
Update Code: **VG0W-70**

SRP Update Code: VHP9-70

Lip/Cheek Main Line Units + Eye Units Cadence

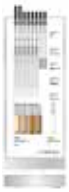
(CURRENT) MARCH	APRIL	MAY	JUNE

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

Full, Reduced and Specialty Doors

Lip & Cheek Main Line Unit
Feb'26 Update Code: VHKE-70
XL Commbox Template: VDZC-60
Locator/Structure Update: VDZB-60

Eye Units

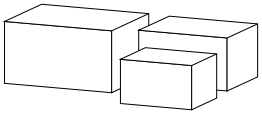


Eye Liner Sliver
Update Code: VHP8-70
Doors: **FD RD SP**

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

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

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



Jumbos Display Platform
Update Code: VHP9-70

Tester Unit Cadence

(CURRENT) DECEMBER	JANUARY	FEBRUARY	MARCH

FRONT BACK

Foundation Feature Unit
July '25 Update Code: VGG3-70
Doors: **SD**

FRONT BACK

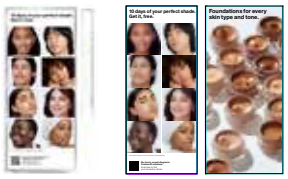
New & Trending Unit
Unit Code: KRNJ-60
July '25 Update Code: VG0Z-70
Doors: **SD**

PLEASE KEEP EXISTING GREEN RISERS

Chubby + Honey Option
Riser Graphic Update
Code: VHYT-70 **RESERVES SHIPPING DIRECT TO DOOR**
Doors: **SD**

Asian Tester Feature Unit
Graphic Update Code: V6ZE-70
Unit Code: KRNJ-60
Doors: **SD**

Community Favorites Unit
Graphic Update Code: V6ZF-70
Unit Code: V05X-60
Doors: **SD**



Dramming Unit **SD**
Unit Code: KKW0-60
Graphic Update Code: VB02-70

FULL DOOR REDUCED DOOR

CFM Unit
Update Code: VG0Y-70 **FD**
Update Code: VG0X-70 **RD**

SRP Update
Update Code: VHP3-70 **FD**
Update Code: VHP4-70 **RD**

Tester Unit Cadence

(CURRENT) MARCH	APRIL	MAY	JUNE

FRONT BACK

Foundation Feature Unit
July '25 Update Code: VGG3-70
Doors: **SD**

FRONT BACK

New & Trending Unit
Unit Code: KRNJ-60
July '25 Update Code: VG0Z-70
Feb'26 Chubby Risers: LOCAL PRODUCTION (ARTWORK ONLY)
Doors: **SD**

Asian Tester Feature Unit
Graphic Update Code: V6ZE-70
Unit Code: KRNJ-60
Doors: **SD**

Community Favorites Unit
Graphic Update Code: V6ZF-70
Unit Code: V05X-60
Doors: **SD**

Dramming Unit **SD**
Unit Code: KKW0-60
Graphic Update Code: VB02-70

FULL DOOR REDUCED DOOR

CFM Unit
Update Code: VHP3-70 **FD**
Update Code: VHP4-70 **RD**

(CURRENT) DECEMBER	JANUARY	FEBRUARY	MARCH

Fragrance Units

Fragrance Unit
Code: VECL-60 (Full Unit)
July '25 Update Code: VG04-70

My Happy Unit
Code: VEXP-60 (Full Unit)
July '25 Update Code: VG03-70

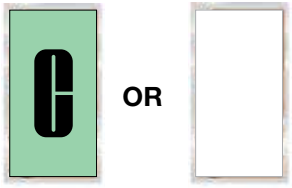
Generic Fragrance Unit
Unit Generic PPK Code: V8SX-60
Aromatics Graphic Code: VG02-70
Doors: **Belk Only**
Generic Visual PPK Code: VAZY-70
Doors: **Nordstrom Only**

Minis Unit
Doors: **Select Doors**
July '25 SRP Update Code: VG0T-70
Full Unit Code: VCHN-60
Extra Bin Code: VCHM-60

LFS Bin Graphic Update
Update Code: VHPA-70

PLEASE KEEP EXISTING GREEN RISERS

Chubby + Honey Option
Riser + Bin Graphic Update
Code: VHYW-70 **RESERVES SHIPPING DIRECT TO DOOR**
Doors: **SD**



Generic "C" Permanent Pedestal
Update Code: VC1H-70
Doors: **SD**

MSNA Pedestal
Update Code: VH0J-70

MSNA Pedestal (REPRINT)
Update Code: xx-70

(CURRENT) MARCH	APRIL	MAY	JUNE

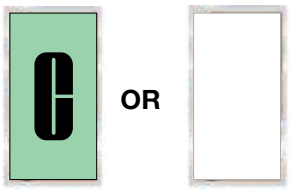
Fragrance Units

Fragrance Unit
Code: VECL-60 (Full Unit)
July '25 Update Code: VG04-70

My Happy Unit
Code: VEXP-60 (Full Unit)
July '25 Update Code: VG03-70

Generic Fragrance Unit
Unit Generic PPK Code: V8SX-60
Aromatics Graphic Code: VG02-70
Doors: **Belk Only**
Generic Visual PPK Code: VAZY-70
Doors: **Nordstrom Only**

Minis Unit
Doors: **Select Doors**
July '24 SRP Update Code: VAZC-70
High-Fi Mascara Update Code: V1OW-70
LFS Graphic Update Code: VHPA-70
Full Unit Code: VCHN-60
Extra Bin Code: VCHM-60



Generic "C" Permanent Pedestal
Update Code: VC1H-70
Doors: **SD**

MSNA Pedestal
Update Code: xx-70

Incase (Plexi + Box) Graphic Cadence

(CURRENT) DECEMBER

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

Moisture Surge

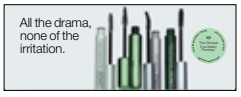
Smart

Clarifying Lotions

DDMs

Foundation

Lip



Mascara

Clinique For Men

Fragrance

July '25 Incase Plexi
PPK Code: VG0R-70

JAN

FEBRUARY

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

UPDATE

UV Solutions

UPDATE

Chubby

Feb '25 Incase Plexi
PPK Code: VHJN-70

MARCH

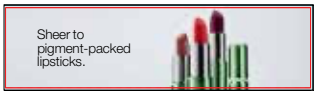
ENG

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**

***NOTE:** The in-case box graphics are LARGER than the 20" x 7.5" graphics for plexi frame.



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**

Chubby Lip
Update Code: VHJM-70

Product On Glass Graphic Cadence

(CURRENT) MARCH	APRIL	MAY	JUNE

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

July '25 Incase Plexi
PPK Code: **VG0R-70**

Moisture Surge

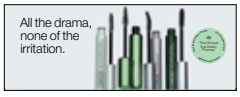
Smart

Clarifying Lotions

DDMs

Foundation

Chubby Lip
Feb '25 Code: VHJN-70



Mascara

Clinique For Men

Fragrance

UV Solutions
Feb '25 Code: VHJN-70

E

ES

EM

Macy's GWP **(TBD)**
Code: VGYD-70 **E**
Code: VGYC-70 **ES**
Code: VGYB-70 **EM**

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

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

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

Foundation **MAY OCD**
Code: VFJK-70

3-Step **JULY'25 OCD**
Code: VG0S-70

***NOTE:** The in-case box graphics are LARGER than the 20" x 7.5" graphics for plexi frame.

(CURRENT) MARCH	JANUARY	FEBRUARY	MARCH

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

July '25 POG Plexi
PPK Code: VG0Q-70

Clarifying Lotions

Smart

Moisture Surge Glow

Foundation Family

Clinique For Men

Fragrance

Sun & Body

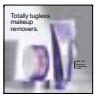
3-Step

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

NEW

UV Solutions

POG Plexi
PPK Code: VHJQ-70

(CURRENT) MARCH	APRIL	MAY	JUNE

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

July '25 POG Plexi
PPK Code: VG0Q-70

3-Step
Code: VHJP-70

Smart

Moisture Surge Glow

Foundation Family

Clinique For Men

Fragrance

Sun & Body
Code: VHJP-70

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

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

Feb '26
Update
PPK Code:
VHJQ-70

Generic
Foundation

TTDO

Acne

Smart

Smart

EBCI

Moisture
Surge

DDML

EBCF

EBMU

BP

My Happy

Happy

Aromatics

CFM

UV Solutions

Lollipop Sign Cadence

(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!

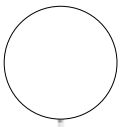
***NOTE:** Ensure to place back the lollipop sign rod pieces from the Holiday Price Tiering.

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)



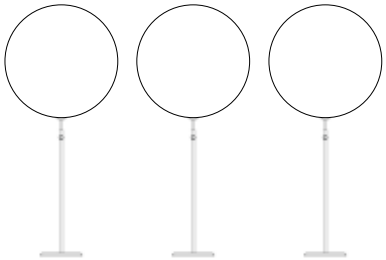
AMPLIFICATIONS

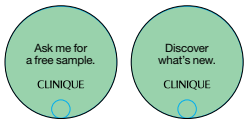
***NOTE:** Feature lollipop sign based on your store's priorities.

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.

EXISTING IN-STORE:

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

Lollipop Sign Cadence

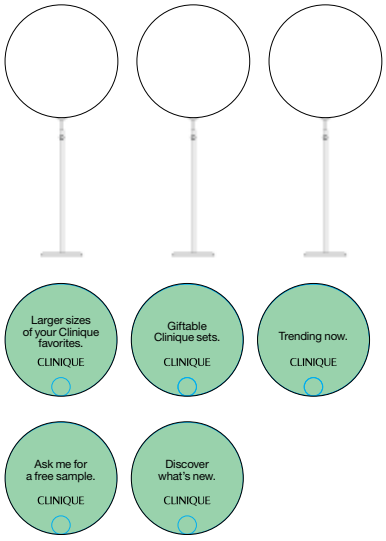
(CURRENT) MARCH	APRIL	MAY	JUNE

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: **VHJG-70**



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

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

AMPLIFICATIONS

Makeup Amplification
(EXISTING FROM FEB'26 PPK UPDATE)

Skincare Amplification
(EXISTING FROM FEB'26 PPK UPDATE)

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

EXISTING IN-STORE:

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

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

(CURRENT) DECEMBER	JANUARY	FEBRUARY	MARCH

8.5” x 11” Counter Signs

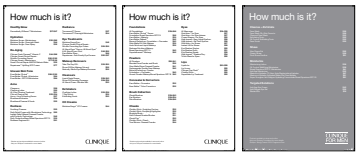
Derm Concern
Code: VHK3-70

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

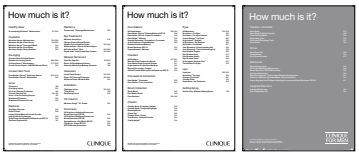
E ES

National Lash Day
2/19 - 2/22 OCD
(Amplification Prepack)
Code: VHHL-70
INCLUDED:
Lollipop Amps: April Makeup, May Skincare
Counter Signs Amps: Feb Lash Day, April Makeup, May Skincare
NOTE: **HOLD AMPS FOR APRIL/MAY OCD.**

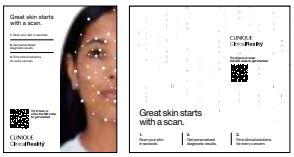
EXISTING IN-STORE:



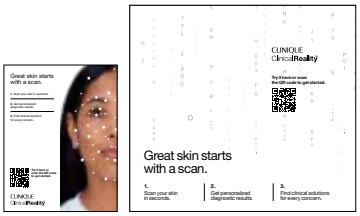
How Much Is It Signs
Update Code: VAZJ-70



How Much Is It Signs
Code: VHJF-70



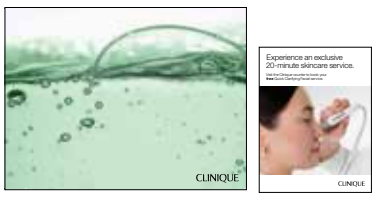
Clinical Reality Counter Sign + Mat
Counter Sign Code: VDR9-70
Mat Code: VDR6-60



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

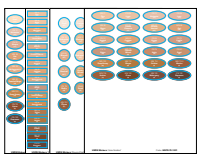
EXISTING IN-STORE:

Skin School Services
Sign Code: VB07-70



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

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



Foundation Stickers
PPK Code: V6FD-70

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

(CURRENT) MARCH	APRIL	MAY	JUNE

8.5” x 11” Counter Signs

E ES

Makeup Amplification
(Existing from Feb'26 Amplification PPK)

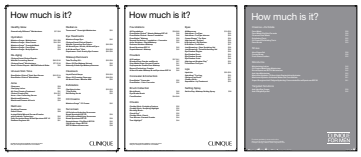
NOTE: Mother's Day updates will be included on the April-June VM Guideline Addendum

E ES

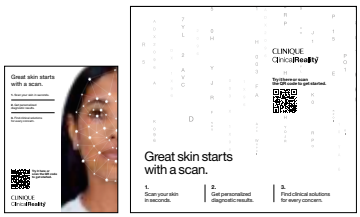
Skincare Amplification
(Existing from Feb'26 Amplification PPK)

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

EXISTING IN-STORE:



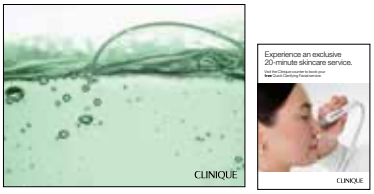
How Much Is It Signs
Code: VHJF-70



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

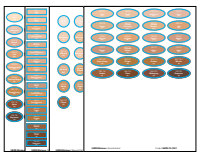
EXISTING IN-STORE:

Skin School Services
Sign Code: VB07-70



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

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

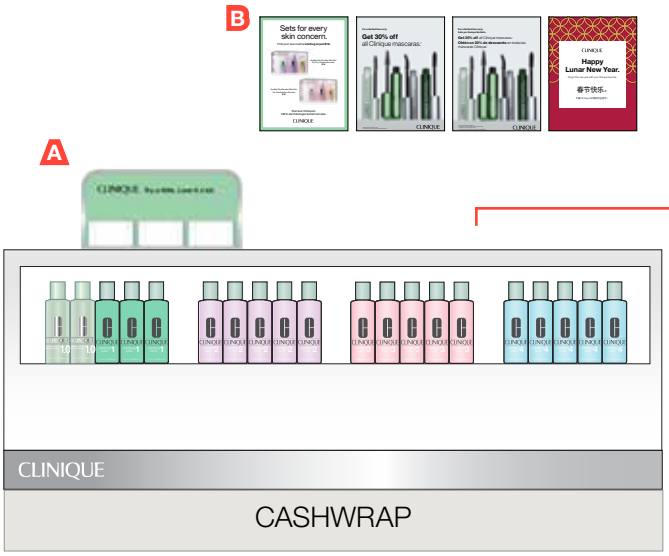


Foundation Stickers
PPK Code: V6FD-70

Sticker PPK
- EBMU, EBCF, Beyond Perfecting, Acne Solutions

NOTE: Place stickers to top cap, not on bottom.

• Cash Wrap



Cashwrap Assortment

A Minis Unit **JULY OCD**
Doors: **Select Doors**
Full Unit Code: **VCHN-60**
July SRP Graphic Update Code: VG0T-70

B 8.5" x 11" Counter Signs (Left to Right)

Derm Concern **JANUARY OCD**
Counter Sign Code: VHK3-70 **E**
Lollipop Sign Code: VHK2-70

Valentine's Day **JANUARY OCD**
Amplification PPK Code: VHBE-70

National Lipstick Day **FEBRUARY OCD**
Amplification PPK Code: VHHL-70

Lunar New Year **FEBRUARY OCD**
Counter Sign Code: VD96-70

• Pedestals

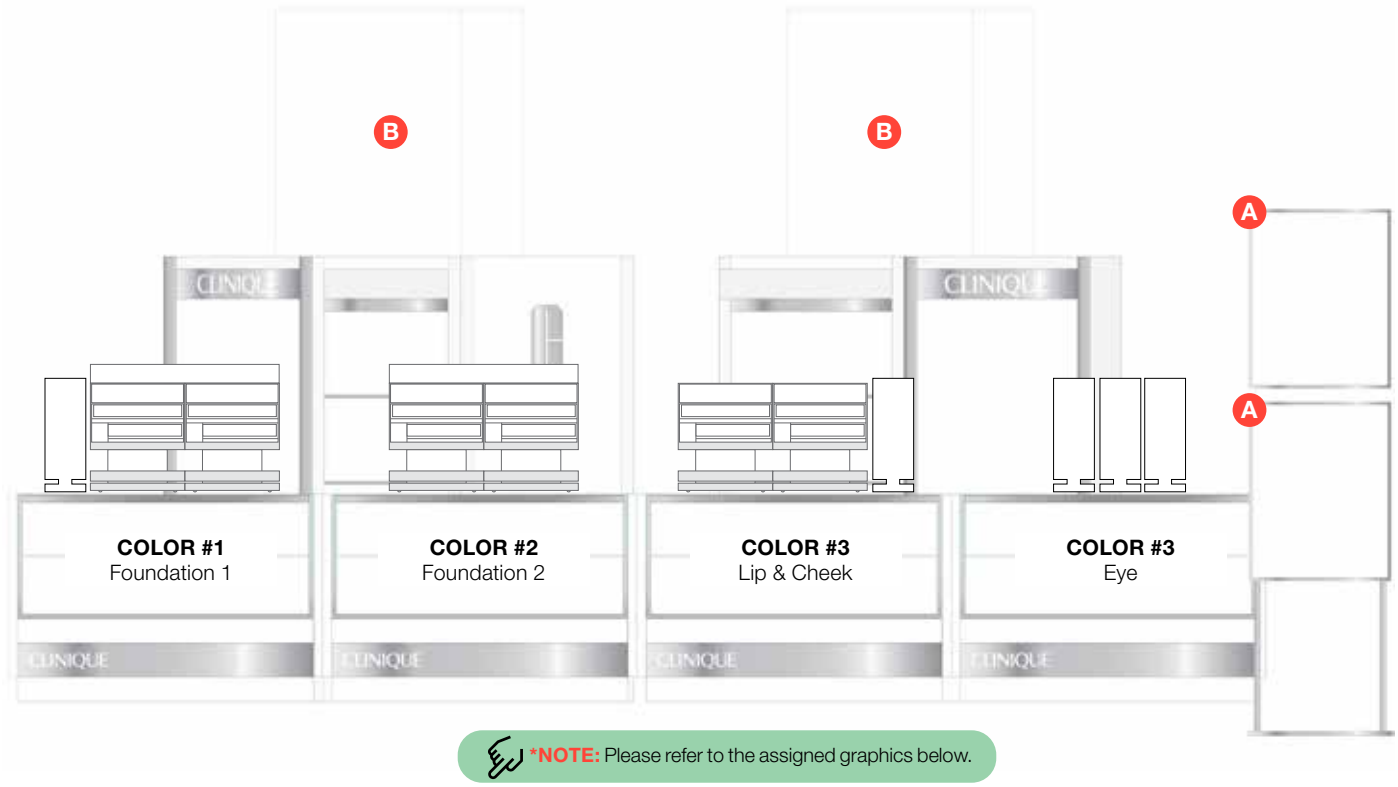
FRONT BACK

Permanent Pedestal (REPRINT)
(Direct pickup from Spring'23)
Graphic Code: **VC1H-70**
Unit Code: KR1M-60
Doors: **Select Doors**

MSNA Pedestal (REPRINT)
Graphic Update Code: VHTG-70 **FEBRUARY OCD**

January Caseline Details

Overview

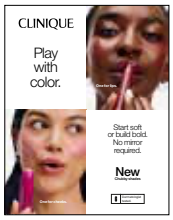


Collateral - All Clinique Production

A

LAUNCH

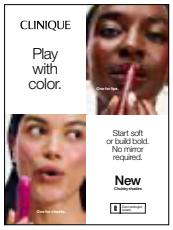
LAUNCH



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

BELK ONLY

BELK ONLY



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

B

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

Chubby Lip + Honey Options (Optional)

On-Counter Date: **Shipping on February 2026**

Collateral List

MINIS UNIT

Riser Graphics

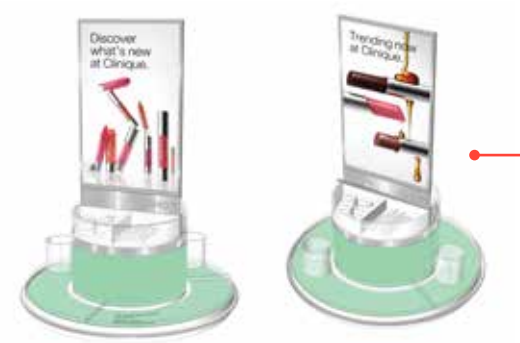
Bin Graphics (x3)

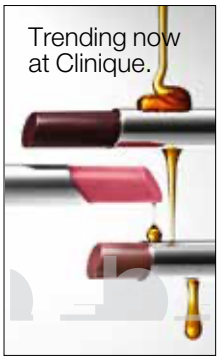
Riser Graphics

Bin Graphics (x3)

Chubby + Honey Option
Riser + Bin Graphic Update
Code: VHYW-70 **RESERVES - SHIPPING DIRECT TO DOOR**
Doors: **SD**

NEW & TRENDING UNIT





Riser Graphics

Chubby + Honey Option
Riser Graphic Update
Code: VHYT-70 **RESERVES - SHIPPING DIRECT TO DOOR**
Doors: **SD**

NOTE:** Please keep existing green risers. These Chubby and Honey risers are OPTIONAL to merchandise for your Chubby and Honey launch. Additional details on these units are found on ***pages 109 - 111.

Derm Concern Sets JANUARY OCD

NEW

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

NEW

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

NEW

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

NEW

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

NEW

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

NEW

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

Valentines Day Sets JANUARY OCD

NEW

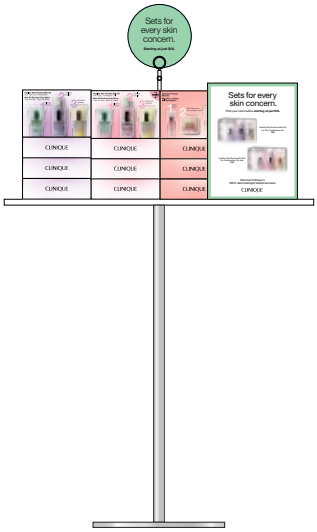
My Happy Favorites
Code: VDNF-01

NEW

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

Derm Concern Sets

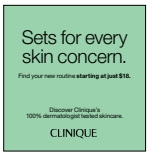
• ROUND TABLE



DERM CONCERN COLLATERAL

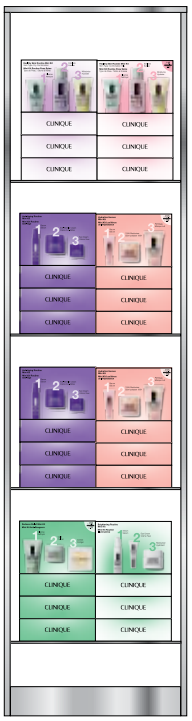
Derm Concern
Lollipop Sign Code:
VHK2-70

Derm Concern
Counter Sign Code:
VHK3-70

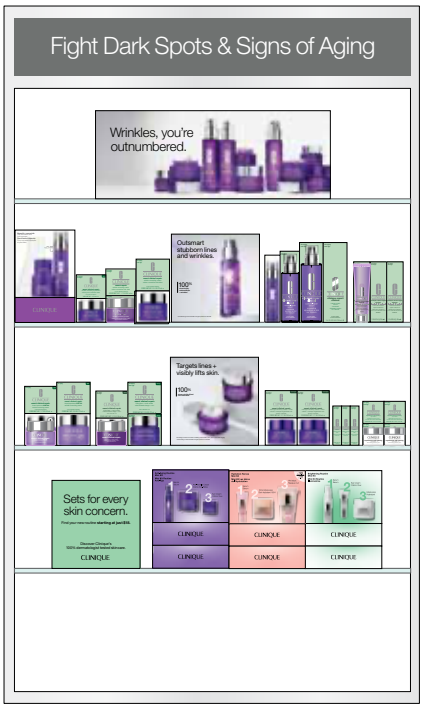


Derm Concern
POG Sign Code:
VHK1-70

• ETAGERE TOWER



• PRODUCT ON GLASS



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

Valentines Day
PPK Code: **VHBE-70**

Collateral List

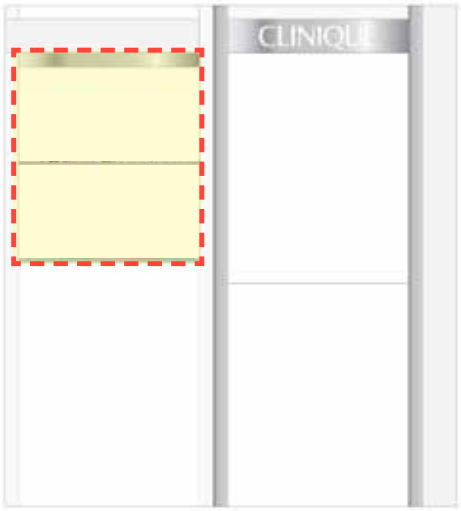
LOLLIPOP SIGN:

Valentines Day
JANUARY OCD

VALENTINES DAY SETS:

My Happy Favorites
Code: VDNF-01

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



Shelf

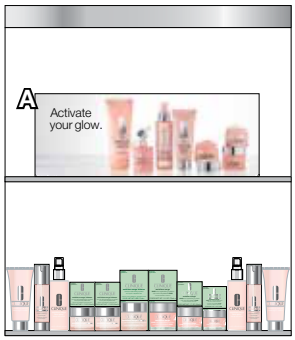
Graphic

A 20” x 7.5” Plexi Sign

***NOTE:** Please follow this guide to correctly merchandise your back wall.

SHELF OPTIONS

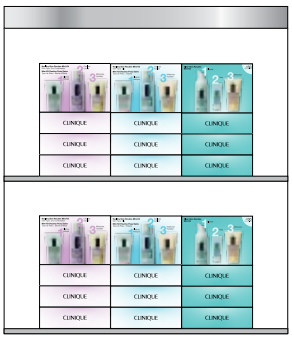
Smart



Moisturizers

Clarifying Lotions

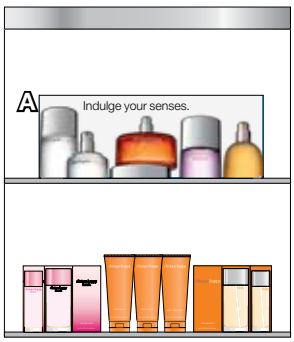
Seasonal Options



Derm Concern Sets
JANUARY OCD

Jumbo

Clinique For Men



Fragrance

Derm Concern Sets
JANUARY OCD

Quick Clarifying Facial Device Instruction Sheet

• ELEMENTS

A Placemat

Code: **VH3S-60**

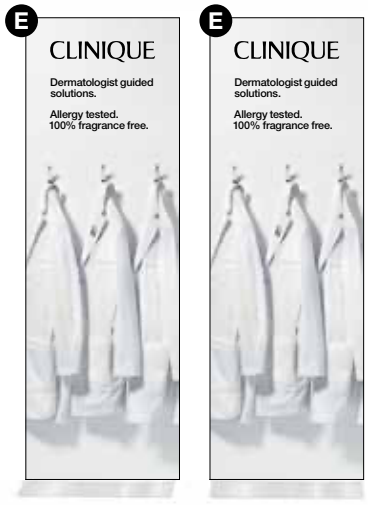
B 8.5” x 11” Counter Sign

8.5” x 11” Counter Sign **E**
Code: **VH3T-70**

8.5” x 11” Counter Sign **ES**
Code: **VH3W-70**

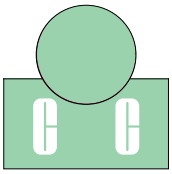
8.5” x 11” Counter Sign **EM**
Code: **VH3X-70**

EXISTING ELEMENTS



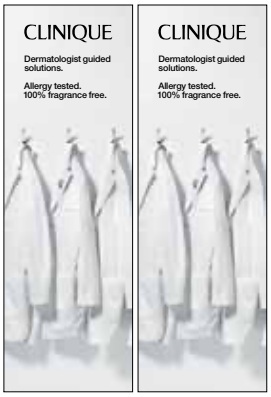
FRONT **BACK**

HOLIDAY ‘22 ASSET



D Table Wrap + Mat

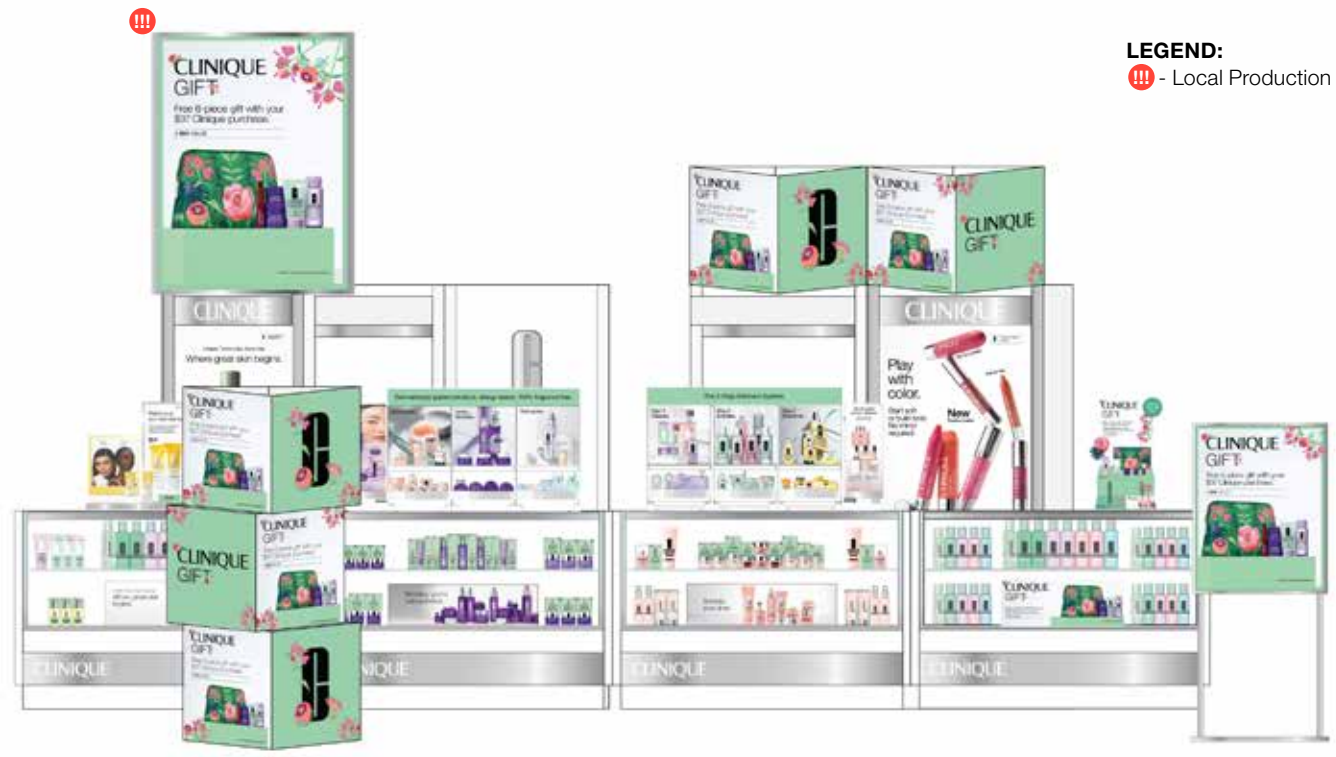
APRIL ‘24 ASSET



E Banner

February Launch Details

Overview



LEGEND:
!!! - Local Production

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

Collateral - All Clinique Production

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

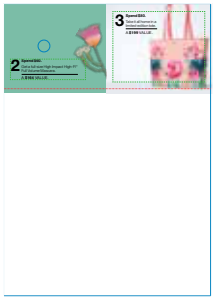
Posters
22” x 28”
PPK code: VGY5-70
30” x 40”
PPK code: VGY1-70

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

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

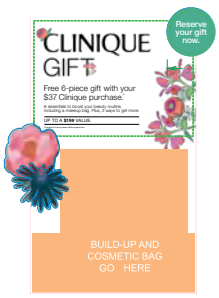
Belk GWP Merchandising
Unit PPK code: VGYL-60

Box Graphics



Base Mat

Graphic Cover



Riser (Front)

Riser (Back)

GWP Unit Product Line Up

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

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

STEP 1	STEP 2	STEP 3
Spend $37 to take home 6 Clinique favorites..	**Spend $60 to get a full-size..**	**Spend $80 to take it all home in a limited-edition tote.**
- 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)	- High Impact High Fi Full Volume Mascara (Full size)	
..including a limited-edition bag.		

Lunar New Year (Select Doors Only)

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

COLLATERALS:

8.5" x 11" Counter Sign

Envelope

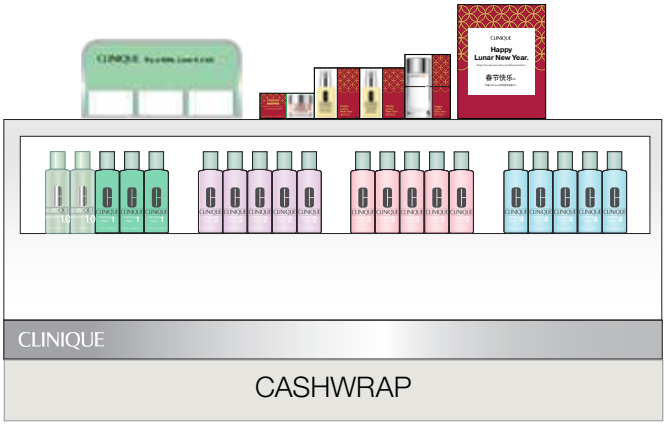
Happy 100ml Sleeve

Moisture Surge Sleeve

DDML+ Sleeve

DDMG Sleeve

MERCHANDISING:

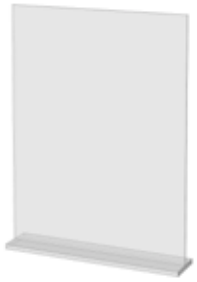


Amplification Pre-pack

PPK Code: **VHHL-70 (Shipping on February 2026)**

Collateral List

8.5" x 11" COUNTER SIGN:



E

ES

National Lash Day
2/19 - 2/22 OCD

E

ES

Makeup Amplification
APRIL OCD

E

ES

Skincare Amplification
MAY OCD

***NOTE:** The entire pre-pack will be shipped to stores on **February 2026**. Please ensure to hold Makeup and Skincare Amplification 8.5" x 11" counter + lollipop signs. Please safely keep in storage until their on-counter dates for April and May.

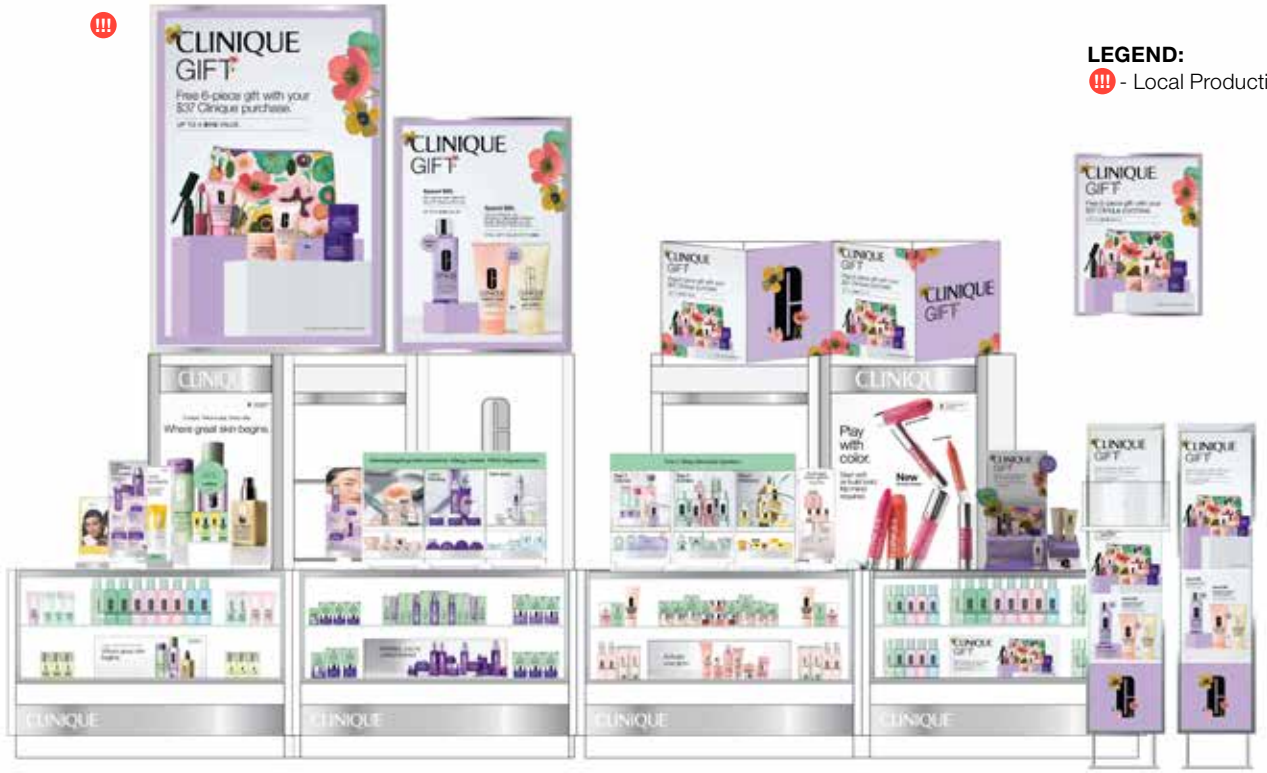
LOLLIPOP SIGN:

Makeup Amplification
APRIL OCD

Skincare Amplification
MAY OCD

March Launch Details

Overview



LEGEND:
!!! - Local Production

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

Collateral - All Clinique Production

ENG ENG/SPA

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

ENG

ENG/SPA

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

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

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

Dillards GWP Merchandising
Unit PPK code: VGYK-60

Box Graphics

Base Mat

Riser (Front)

Riser (Back)

GWP Unit Product Line Up

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

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

STEP 1	STEP 2	STEP 3
Spend $37 to get 3 essentials and a limited-edition bag. Then, choose a hydrating or de-aging duo...	**Spend $60 to get a jumbo full size..**	**Spend $80 to get a full size..**
OR - All About Clean Rinse Off Foaming Cleanser 30ml Tube - Clinique Pop Longwear Satin Lipstick (Shade: Cute Pop) - High Impact Mascara (Shade: Black) **CHOICE:** - Moisture Surge Overnight Mask (30ml Tube) - Moisture Surge 100 Hour Auto Replenishing Hydrator (15ml Jar) - All About Clean Rinse Off Foaming Cleanser 30ml Tube - Clinique Pop Longwear Satin Lipstick (Shade: Cute Pop) - High Impact Mascara (Shade: Black) **CHOICE:** - Clinique Smart Clinical Repair™ Wrinkle Correcting Overnight Cream + Mask (15ml Jar) - Clinique Smart Clinical Repair™ Lifting Face + Neck Cream (15ml Jar)	 - Take The Day Off for Lids, Lashes, Lips (200ml Bottle)	**OR** - Deep Comfort Body Moisturizer (200ml Tube) **OR** - Moisture Surge Body Hydrator (200ml Tube)

Overview

LEGEND:
!!! - Local Production

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

Collateral - All Clinique Production

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

ENG

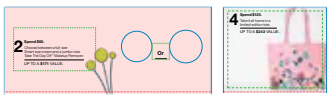
EM

ES

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

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

Box Graphics



Base Mat

Riser (Front)

Riser (Back)

GWP Unit Product Line Up

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

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

STEP 1

Spend $37 to get 3 essentials and a limited-edition bag. Then choose a hydrating or a de-aging duo.

OR

- Clinique Pop Longwear Lipstick (Shade: Bare Pop)
- High Impact Mascara (Shade: Black)
- Moisture Surge Body Hydrator 30ml Tube

CHOICE:
- Moisture Surge 100 Hour 15ml Jar
- Moisture Surge Glow Serum 5ml Tube

- Clinique Pop Longwear Lipstick (Shade: Bare Pop)
- High Impact Mascara (Shade: Black)
- Moisture Surge Body Hydrator 30ml Tube

CHOICE:
- Clinique Smart Wrinkle Correcting Cream 15ml Jar
- Clinique Smart Wrinkle Correcting Serum 5ml Tube

STEP 2

Spend $60 to choose between a full size of..

OR

Choice of 1:
- Take The Day Off for Lids, Lashes, Lips (200ml Bottle)
- Smart Wrinkle Correcting Eye Cream (15ml Jar)

STEP 3

Spend $80 to choose between a full-size of ...

OR

- Clarifying Lotion 2 or 3 (400ml)

STEP 4

Spend $125 to take it all home in a limited-edition tote.

Basic Caselines

Power Zone
UV Solutions Priority **(All Doors)**

*NOTE: Please see pages **xxx** for the Story-Telling Unit details.

UPDATE

TOP DOORS:

NON-TOP DOORS:

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

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

*NOTE: Please merchandise relevant products inside of case if specific product is out of stock.

LBX BEHIND/NEAR COUNTER

3-Step

Counter

A UV Solutions Story-Telling Unit **JANUARY OCD**
Graphic Code: VHEQ-70 **TOP DOORS**
Tinted Puck Code: VHFA-60 **TOP DOORS**
Glorifier Code: VHFB-60 **TOP DOORS**
Graphic Code: VHER-70 **NON-TOP DOORS**

B Lollipop Library Sign **FEB OCD**
Update Code: VHJG-70
Permanent Lollipop Sign Holder (Existing)
Code: KRJE-60

15 **NEW** UV Solutions - Mattifying **JANUARY OCD**
NEW UV Solutions - Hydrating **JANUARY OCD**

Shelf 1

1 All About Clean™ - Foaming Facial Soap
2 All About Clean™ - Liquid Facial Soap (Extra Mild)
3 All About Clean™ - Liquid Facial Soap (Dry Combination)
4 All About Clean™ - Liquid Facial Soap (Combination Oily to Oily)
5 Clarifying Lotion 1.0 13.5 fl oz
6 Clarifying Lotion 1 13.5 fl oz
7 Clarifying Lotion 2 13.5 fl oz
8 Clarifying Lotion 3 13.5 fl oz
9 Clarifying Lotion 4 13.5 fl oz
10 All About Clean™ - Micellar Milk (Dry Combination)
11 All About Clean™ - Micellar Milk (Combination Oily to Oily)
12 All About Clean™ - Rinse-Off Foaming Cleanser Mousse

Shelf 2

C UV Solutions **FEBRUARY OCD**
20" x 7.5" Incase Code: VHJN-70
13 UV Solutions - Mattifying **JAN OCD**
14 UV Solutions - Hydrating **JAN OCD**
DDML+ & DDMG (January Assortment)

Power Zone
3-Step Case Priority **(Select Doors)**
NOTE: *Please use as option if your door has an extra Story-Telling Unit.*

LBX BEHIND/NEAR COUNTER

3-Step

Counter
- **A** 3-Step Story-Telling Unit **FEB OCD**
  Graphic Code: VHJK-70
- **B** Lollipop Library Sign **FEB OCD**
  Update Code: VHJG-70
  Permanent Lollipop Sign Holder (Existing)
  Code: KRJE-60
- 15 DDML+ SPF35

Shelf 1
1. All About Clean™ - Foaming Facial Soap
2. All About Clean™ - Liquid Facial Soap (Extra Mild)
3. All About Clean™ - Liquid Facial Soap (Dry Combination)
4. All About Clean™ - Liquid Facial Soap (Combination Oily to Oily)
5. Clarifying Lotion 1.0 13.5 fl oz
6. Clarifying Lotion 1 13.5 fl oz
7. Clarifying Lotion 2 13.5 fl oz
8. Clarifying Lotion 3 13.5 fl oz
9. Clarifying Lotion 4 13.5 fl oz
10. All About Clean™ - Micellar Milk (Dry Combination)
11. All About Clean™ - Micellar Milk (Combination Oily to Oily)
12. All About Clean™ - Rinse-Off Foaming Cleanser Mousse

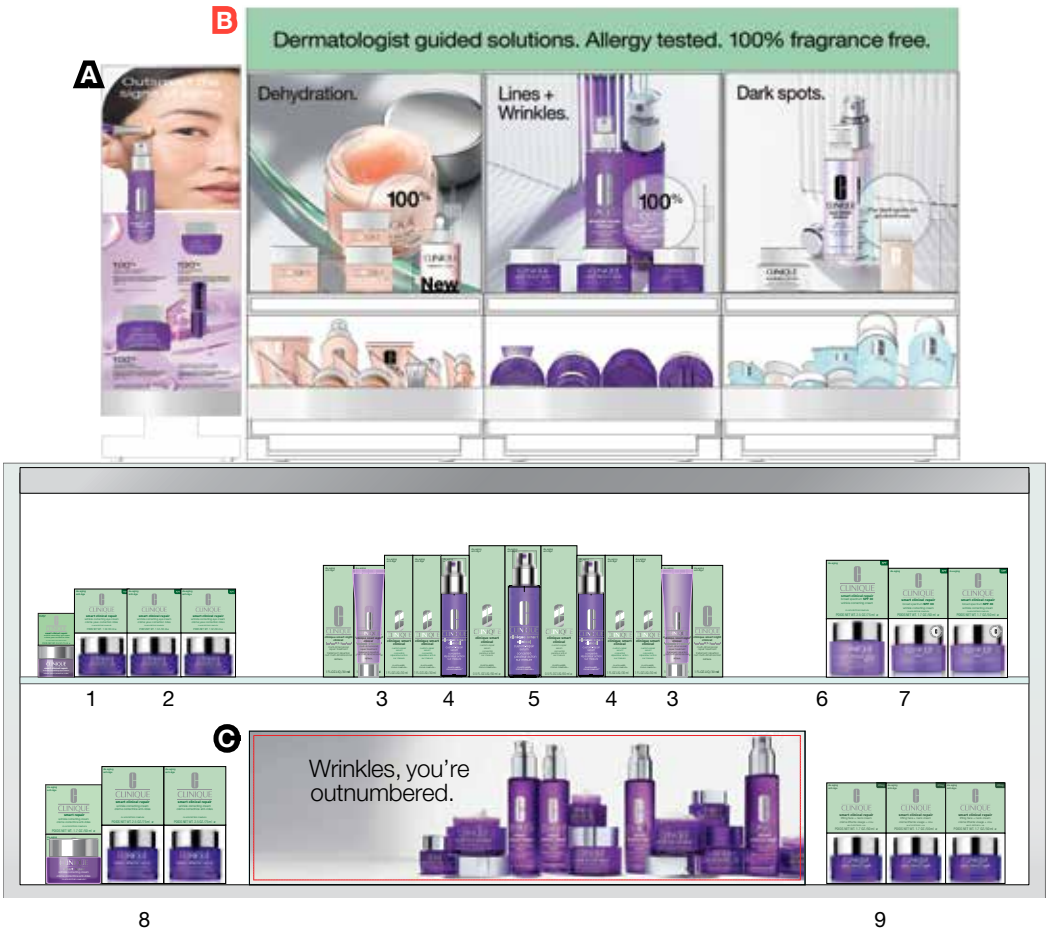
Shelf 2
- **C** 3-Step Hero
  Incase Box Code: VG0S-70
  20" x 7.5" Incase Code: VG0R-70
- 13 DDML+ Pump
- 14 DDMG Pump

***NOTE:** Please merchandise relevant products inside of case if specific product is out of stock.

Collateral at Counter

LBX BEHIND/NEAR COUNTER

Smart Launch



Counter Top

A Smart
ELM Reserve Codes
Update Code: VG0E-70 **E**
Update Code: VG0D-70 **ES**
Update Code: VG0C-70 **EM**

B Treatment Bar **FEBRUARY OCD**
Graphic Update Code: VHJH-70 **FD**
Graphic Update Code: VHJJ-70 **SP**
Treatment Bar Header Update Code: VG1N-70 **FD**
Cleanser Bar Header Update Code: VG1M-70 **FD**
Treatment Risers Graphic Update Code: V1Q2-70
*Acrylic Blocks (x5) + New Sign (x2) Code: V8TP-60
*Claim Post Visual PPK Code: V1CL-60
*Claim Post Poles Code: VAY8-60

Shelf 1 & 2

C Smart™ Hero
Plexi Graphic: 20" x 7.5"
Update Code: **VAZD-70**

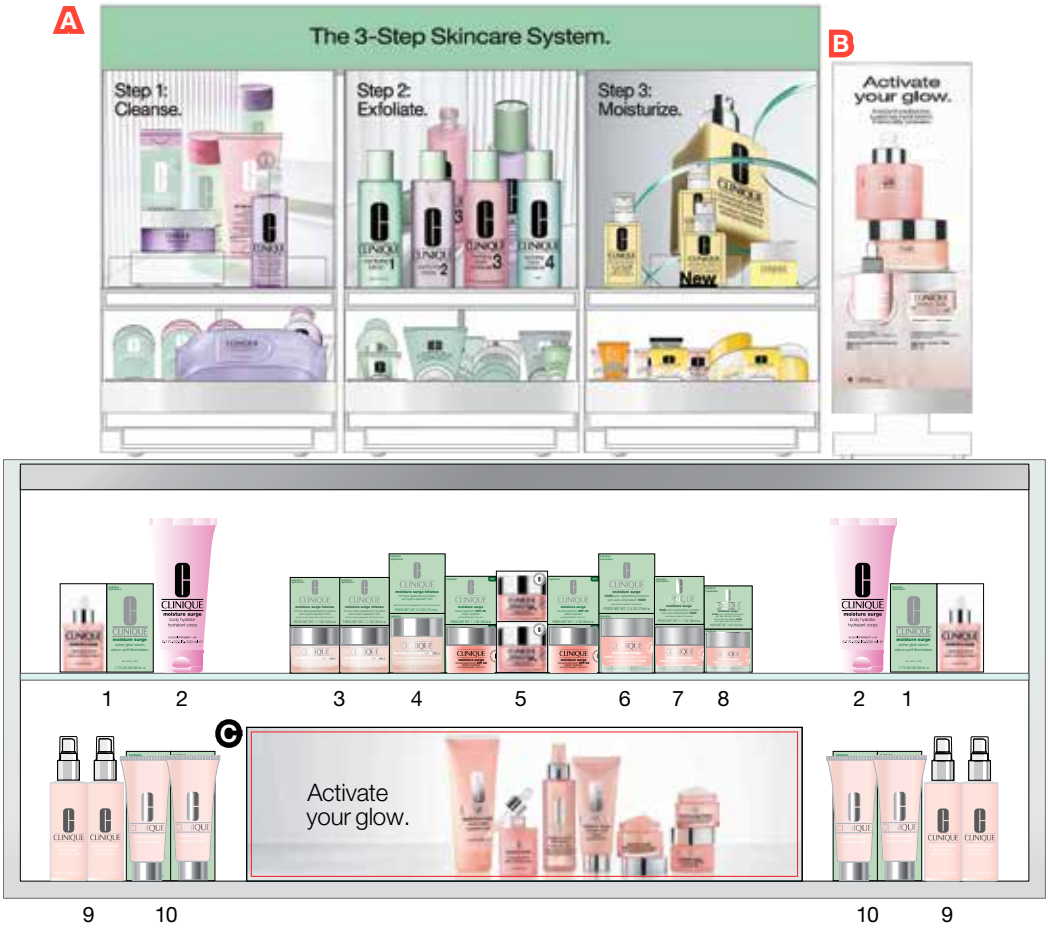
1 Smart Clinical Repair Wrinkle Correcting Eye Cream 0.5 oz.
2 Smart Clinical Repair Wrinkle Correcting Eye Cream 1 oz.
3 Smart Night Clinical ™ MD Retinol
4 Smart™ Serum 1.0 fl oz
5 Smart™ Serum 1.7 fl oz
6 Smart Clinical Repair™ SPF30 Wrinkle Cream 2.5 fl oz
7 Smart Clinical Repair™ SPF30 Wrinkle Cream 1.7 fl oz
8 Smart Repair™ Wrinkle Correcting Cream 2.5 fl oz + 1.7 fl oz
9 Smart Clinical Repair™ Lifting Face + Neck Cream

***NOTE:** Please merchandise relevant products inside of case if specific product is out of stock.

Collateral at Counter

LBX BEHIND/NEAR COUNTER

Moisture Surge Glow
(w/o NEW)



Counter

A Cleanser Bar **FEBRUARY OCD**
Graphic Update Code: VHJH-70 **FD**
Graphic Update Code: VHJJ-70 **SP**
Treatment Bar Header Update Code: VG1N-70 **FD**
Cleanser Bar Header Update Code: VG1M-70 **FD**

Treatment Risers Graphic Update Code: V1Q2-70
*Acrylic Blocks (x5) + New Sign (x2) Code: V8TP-60
*Claim Post Visual PPK Code: V1CL-60
*Claim Post Poles Code: VAY8-60

B Moisture Surge 100H + Glow Serum **FEBRUARY OCD**
Update Code: VG0F-70
Glorifier Code: **VD3Z-60**
(NOTE: Glorifier for Top Doors; Non Top Doors receive updated micro riser graphic)
Doors: **SD**

Shelf 1 & 2

C Moisture Surge Hero
In-case Box/Tray
20" x 7.5" Incase Code: **VG0R-70**

1 Moisture Surge™ Active Glow Serum 50ml
2 Moisture Surge™ Body Hydrator
3 Moisture Surge™ Intense 1.7oz
4 Moisture Surge™ Intense 2.5 oz
5 Moisture Surge™ SPF28 Hydrator 1.7oz
6 Moisture Surge™ 100H 2.5 oz
7 Moisture Surge™ 100H 1.7 oz
8 Moisture Surge™ 100H 1.0 oz
9 Moisture Surge™ Face Spray
10 Moisture Surge™ Overnight Mask

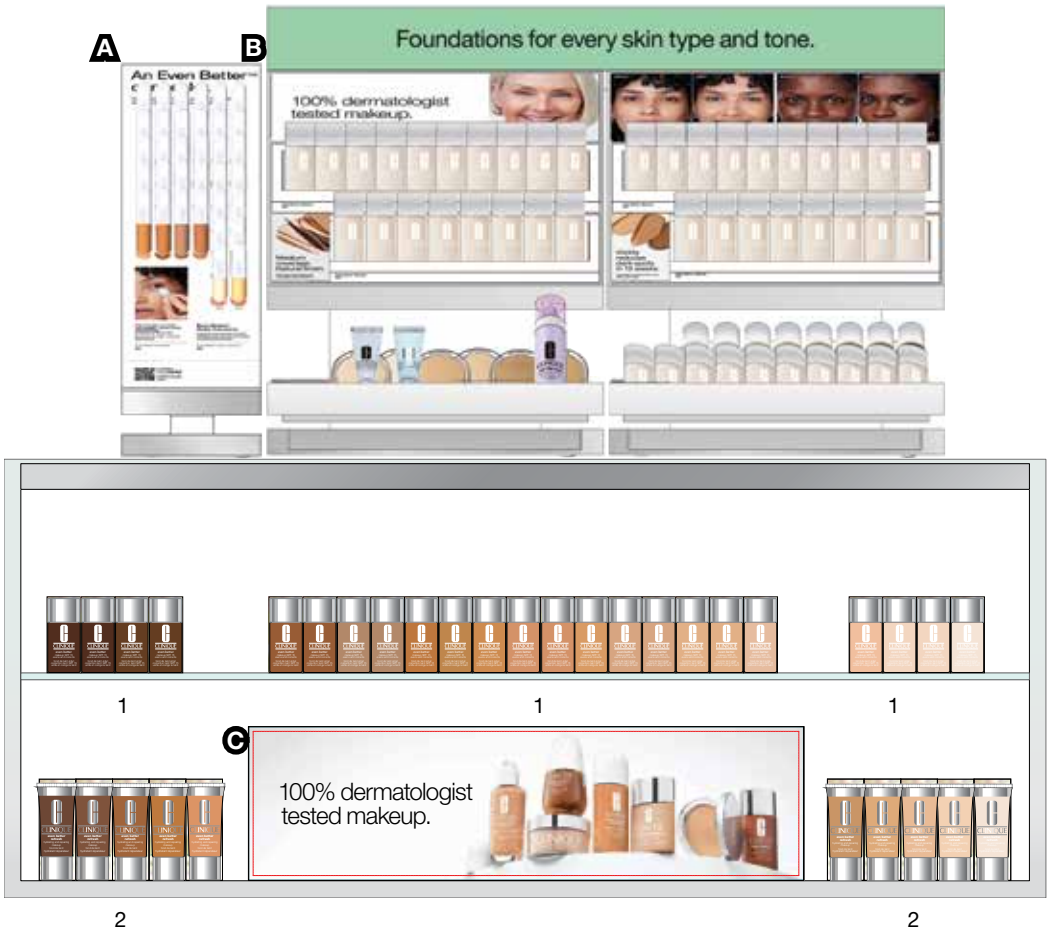
***NOTE:** Please merchandise relevant products inside of case if specific product is out of stock.

Collateral at Counter

LBX BEHIND/NEAR COUNTER

Foundation Hero

*NOTE: Please flip over the EB Concealer bullets to show color.



*NOTE: Please merchandise relevant products inside of case if specific product is out of stock.

Counter Top

A Even Better Concealer Sliver
Update Code: VAZR-70 **E**
Update Code: VAZS-70 **ES**
Update Code: VAZT-70 **EM**

B Foundation Unit
(Full commbands + commbox, SRP Updates)

Model Header
Update Code: VG1G-70

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

Full Door Units
Graphic Update Code: VG14-70 **FD**
Locator Code: VGGA-60 **FD**

Reduced Door Units
Graphic Update Code: VG13-70 **RD**
Locator Code: VGG9-60 **RD**

Specialty Door Units
Graphic Update Code: VG12-70 **SP**
Locator Code: VGG8-60 **SP**

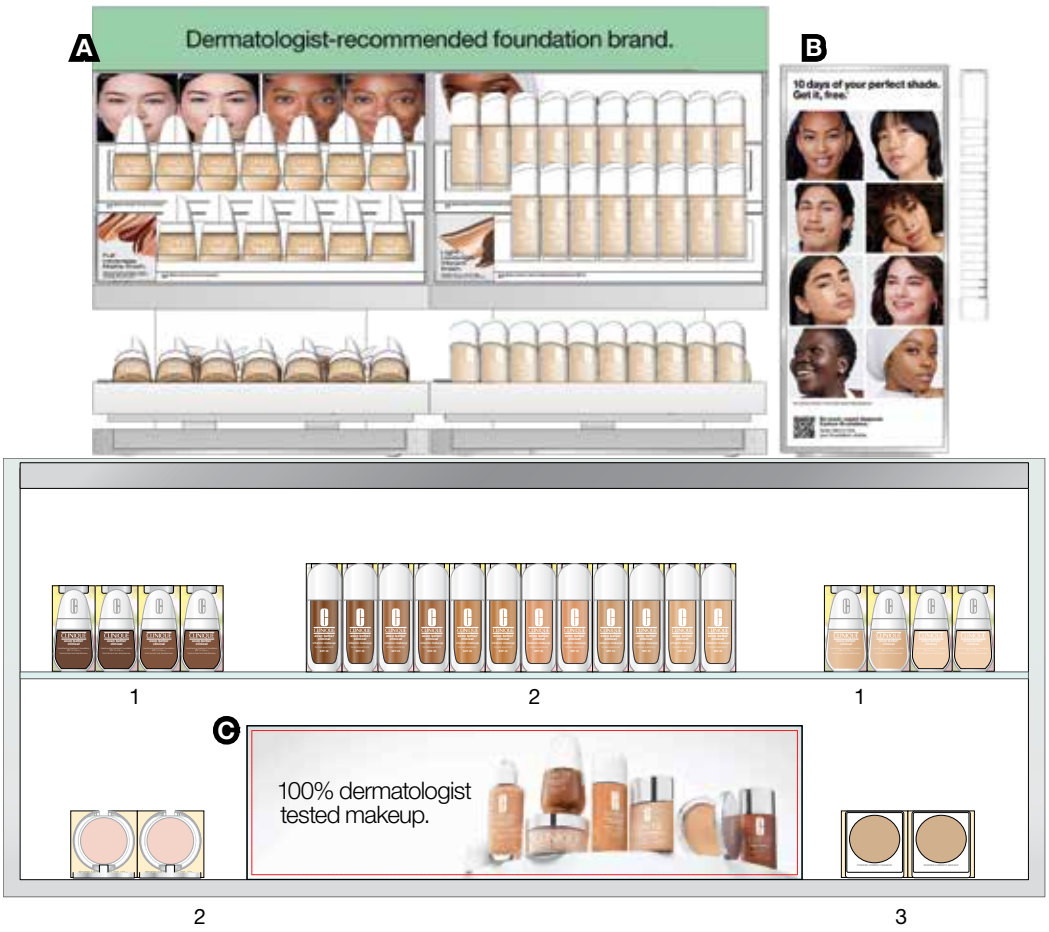
Shelf 1 & 2

C Foundation Hero (x2) Incase Box
Unit Code: KHL8-60 **FD**
Unit Code: KHL9-60 **RD**
Incase Box Code: VAZD-70
20" x 7.5" Incase Code: VG0R-70
1 Even Better™ Makeup
2 Even Better Refresh™

Collateral at Counter

LBX BEHIND/NEAR COUNTER

Foundation Hero



Counter Top

A Foundation Unit
(Full commbands + commbox, SRP Updates)

Model Header
Update Code: VG1G-70

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

Full Door Units
Graphic Update Code: VG14-70 **FD**
Locator Code: VGGA-60 **FD**

Reduced Door Units
Graphic Update Code: VG13-70 **RD**
Locator Code: VGG9-60 **RD**

Specialty Door Units
Graphic Update Code: VG12-70 **SP**
Locator Code: VGG8-60 **SP**

B Even Better Vitamin Makeup
Update Code: VFJX-70 **E**
Update Code: VFJW-70 **ES**
Update Code: VFJT-70 **EM**

Shelf 1 & 2

C Foundation Hero (x2) Incase Box
Unit Code: KHL8-60 **FD**
Unit Code: KHL9-60 **RD**
Incase Box Code: VAZD-70
20" x 7.5" Incase Code: VG0R-70

1 Even Better Clinical™ Foundation
2 Even Better Vitamin Makeup
3 Stay-Matte Powder

***NOTE:** Please merchandise relevant products inside of case if specific product is out of stock.

Collateral at Counter

LBX BEHIND/NEAR COUNTER

Chubby Lip
FEBRUARY OCD

SHIPPING DIRECT TO DOOR

***NOTE:** Please merchandise relevant products inside of case if specific product is out of stock.

Counter Top

A Lip & Cheek Unit **JANUARY OCD** (full commband + commbox SRP Update)
Graphic Update Code: VHKE-60 - Graphics & Locators (B1R2,3,4,6) + B1R4 Comm Box graphic + B2,3,4 Graphics
Model Header Update Code: VG0G-70
F'24 Locator Code: VGG7-60

B Nude Honey Sliver **FEB OCD**
Update Code: VHR0-60 **E**
Update Code: VHQZ-60 **ES**
Update Code: VHQY-60 **EM**

Shelf 1 & 2

C Chubby Lip In-case Box/Tray
Unit Code: KHL8-60 **FD**
Unit Code: KHL9-60 **RD**
Incase Box Code: VHJM-70
FEBRUARY OCD
20" x 7.5" Incase Code: VHJN-70
FEBRUARY OCD

1 Cheek Pop
2 All About Clean™ - Foaming Facial Soap
3 All About Clean™ - Liquid Facial Soap (Extra Mild)
4 All About Clean™ - Liquid Facial Soap (Dry Combination)
5 All About Clean™ - Liquid Facial Soap (Combination Oily to Oily)
6 All About Clean™ - Micellar Milk (Dry Combination)
7 All About Clean™ - Micellar Milk (Combination Oily to Oily)
8 All About Clean - Rinse-Off Foaming Cleanser Mousse

Collateral at Counter

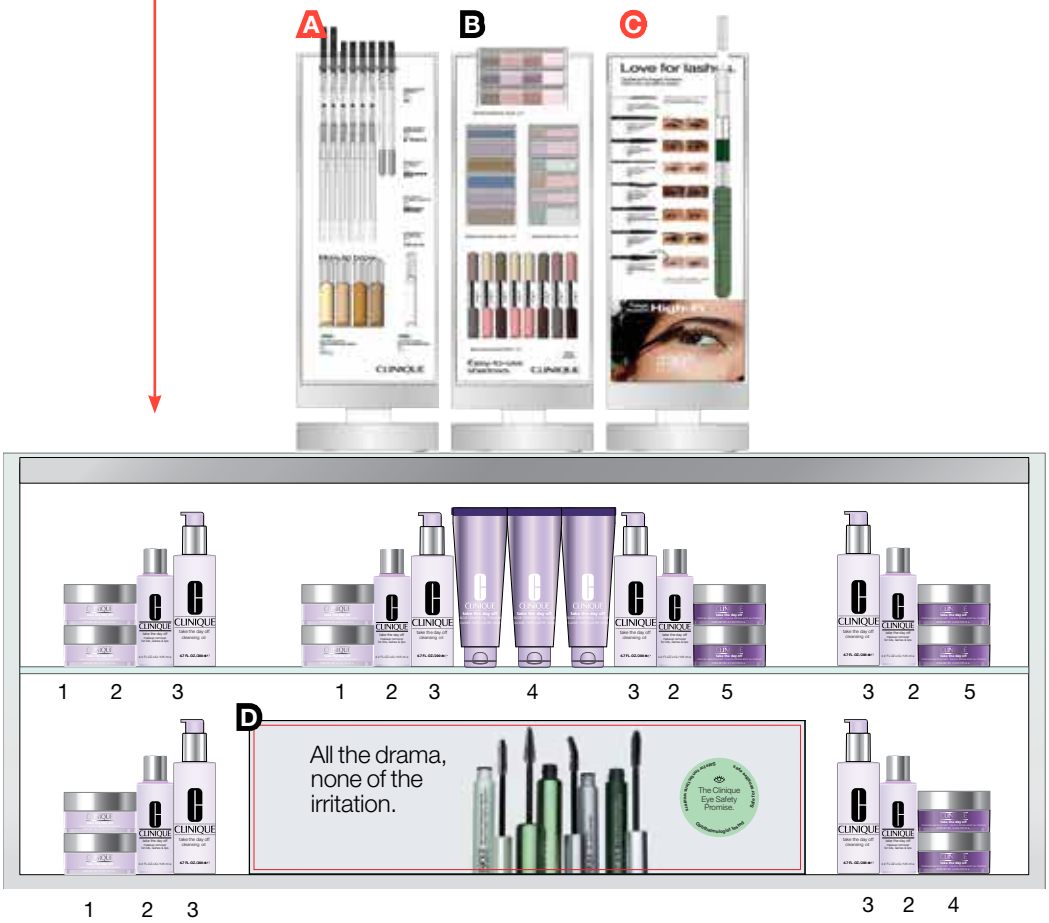
LBX BEHIND/NEAR COUNTER

Black Honey

UPDATE

E ES

National Lash Day **2/19 - 2/22 OCD** (Amplification Prepack)
Code: VHHL-70
INCLUDED:
Lollipop Amps: April Makeup, May Skincare
Counter Signs Amps: Feb Lash Day, April Makeup, May Skincare
NOTE: HOLD AMPS FOR APRIL/ MAY OCD.



Counter Top

A Eye Liner Sliver Update **FEB OCD** (SRP update + acrylic top template + vac form)
Update Code: VHP8-70

B Eye Shadow Sliver Update
F'24 Update Code: VGG2-60

C Mascara Sliver Update **FEB OCD**
Update Code: VHR1-70

Shelf 1 & 2

D Mascara Hero Distortion In-case Box/Tray
Unit Code: KHL8-60 **FD**
Unit Code: KHL9-60 **RD**
Incase Box Code: **VAZD-70**
20" x 7.5" Incase Code: **VG0R-70**

1 Take The Day Off Cleansing Balm
2 Take The Day Off MU Remover
3 Take The Day Off Cleansing Oil
4 Take The Day Off Facial Cleansing Mousse
5 Take The Day Off Charcoal Cleansing Balm

***NOTE:** Please merchandise relevant products inside of case if specific product is out of stock.

Collateral at Counter

LBX BEHIND/NEAR COUNTER

Fragrance Hero

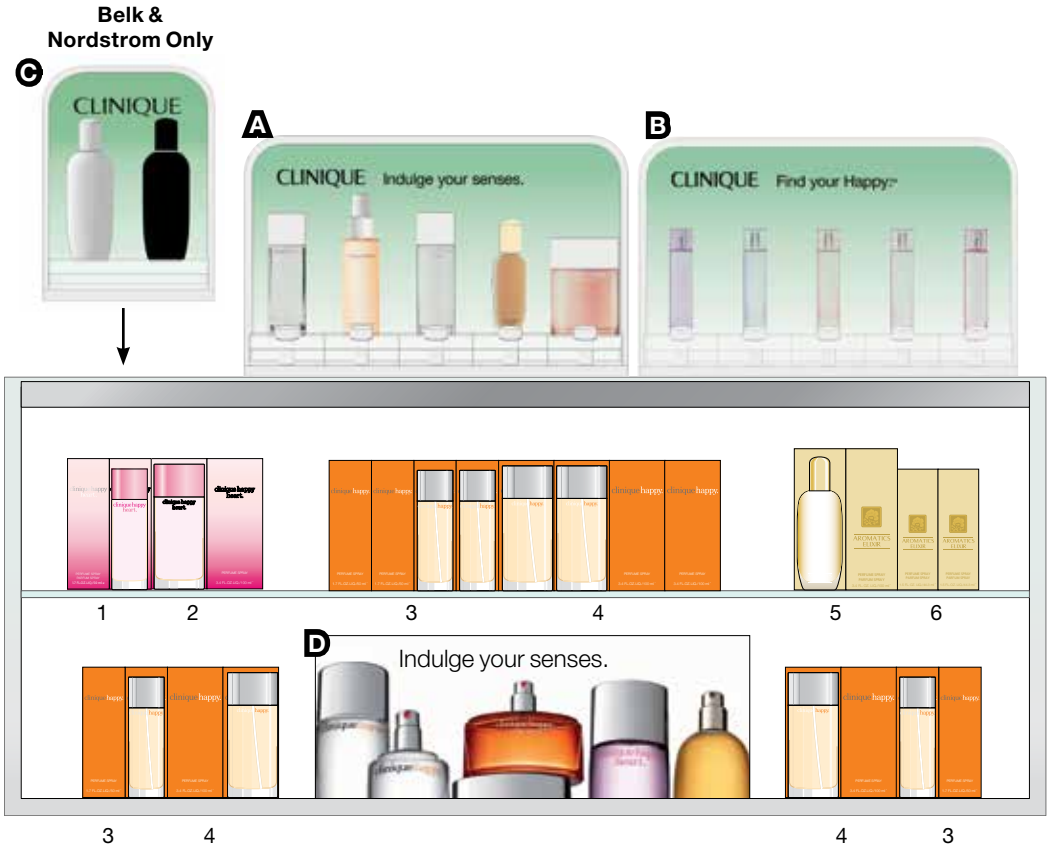
Counter Top

A Basic Fragrance Unit
Full Unit Code: **VECL-60**
Riser + Base Code: **VG04-70**

B My Happy Unit
Full Unit Code: **VEXP-60**
Riser + Base Code: **VG03-70**

C Generic Fragrance Unit
Unit Generic PPK Code: **V8SX-60**
Belk Update Only
Aromatics Graphic Code: **VG02-70**
Doors: **Belk Only**

Generic Visual PPK Code: **VAZY-70**
Doors: **Nordstrom Only**



Shelf 1

D Fragrance Hero
Plexi Graphic: 20" x 7.5"
Incase Code: **VG0R-70**

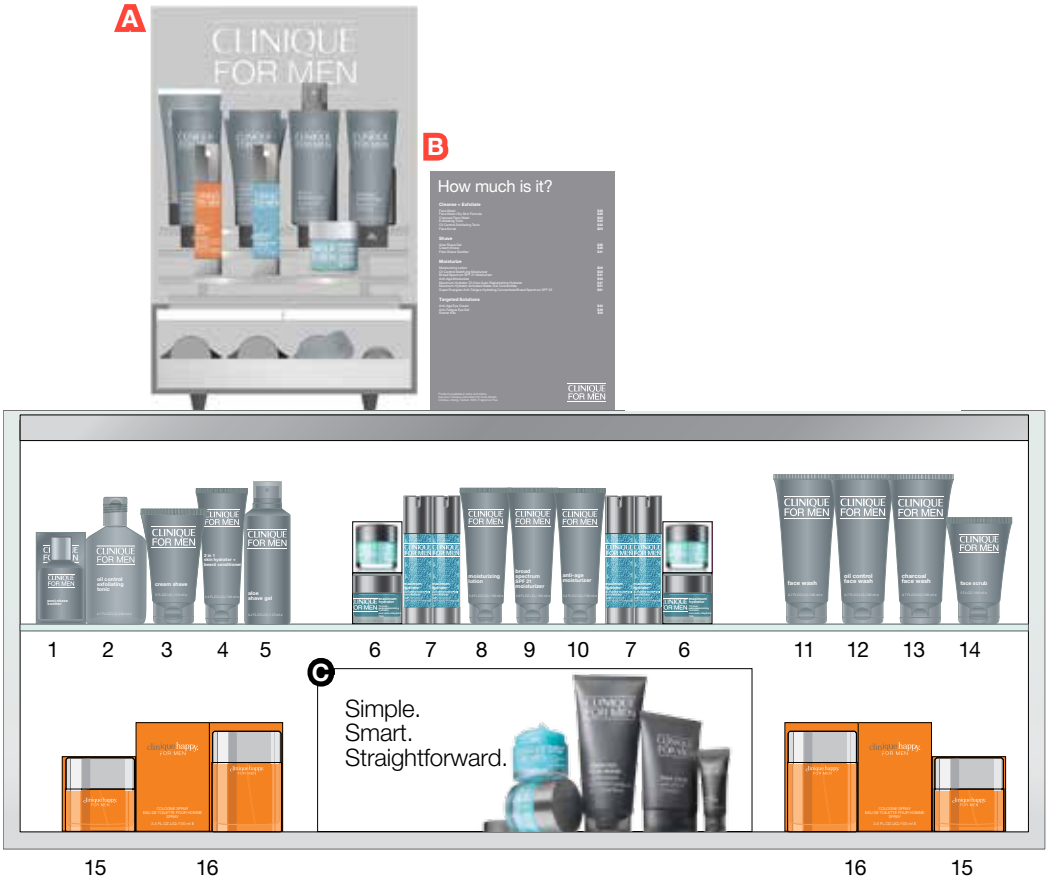
1 Happy Heart™ Perfume Spray 1.7 fl. oz
2 Happy Heart™ Perfume Spray 3.4 fl. oz
3 Happy™ Perfume Spray 1.7 fl. oz
4 Happy™ Perfume Spray 3.4 fl. oz
5 Aromatics™ Elixir 3.4 fl.oz
6 Aromatics™ Elixir 1.7 fl.oz

***NOTE:** Please merchandise relevant products inside of case if specific product is out of stock.

Collateral at Counter

LBX BEHIND/NEAR COUNTER

CFM Hero



***NOTE:** Please merchandise relevant products inside of case if specific product is out of stock.

Counter Top

A CFM Unit (SRP Update)
FEBRUARY OCD
Update Code: VHP3-70 **FD**
Update Code: VHP4-70 **RD**

B How Much Is It Signs **JULY OCD**
8.5" x 11" Counter Sign
Update Code: VHJF-70

Shelf 1

1 CFM Post Shave Soother
2 CFM Oil Control Exfoliating Tonic
3 CFM Cream Shave
4 2 in 1 Skin Hydrator + Beard Conditioner
5 CFM Aloe Shave Gel
6 CFM 72-Hour Maximum Hydrator
7 CFM Maximum Hydrator Activated Water-Gel Concentrate
8 CFM Moisturizing Lotion
9 CFM Broad Spectrum SPF 21 Moisturizer
10 CFM Anti-Age Moisturizer
11 CFM Face Wash
12 CFM Oil Control Face Wash
13 CFM Charcoal Face Wash
14 CFM Face Scrub

Shelf 2

C Clinique For Men™ Hero Plexi Graphic: 20" x 7.5"
Incase Code: **VG0R-70**
15 Happy For Men™ 1.7 oz.
16 Happy For Men™ 3.4 oz.

Collateral at Counter

*NOTE: Please merchandise relevant products inside of case if specific product is out of stock.

Counter

A Skin School Services Counter Sign
FEBRUARY OCD
Update Code: VHXZ-70

B Skin School Services Mat
Update Code: VHXY-60 **FEB OCD**

Clinical Reality iPad with AboveTek Stand
Code: KNKA-70

C Clinical Reality Lollipop Sign
Update Code: **V7D9-70**

Shelf 1 & 2

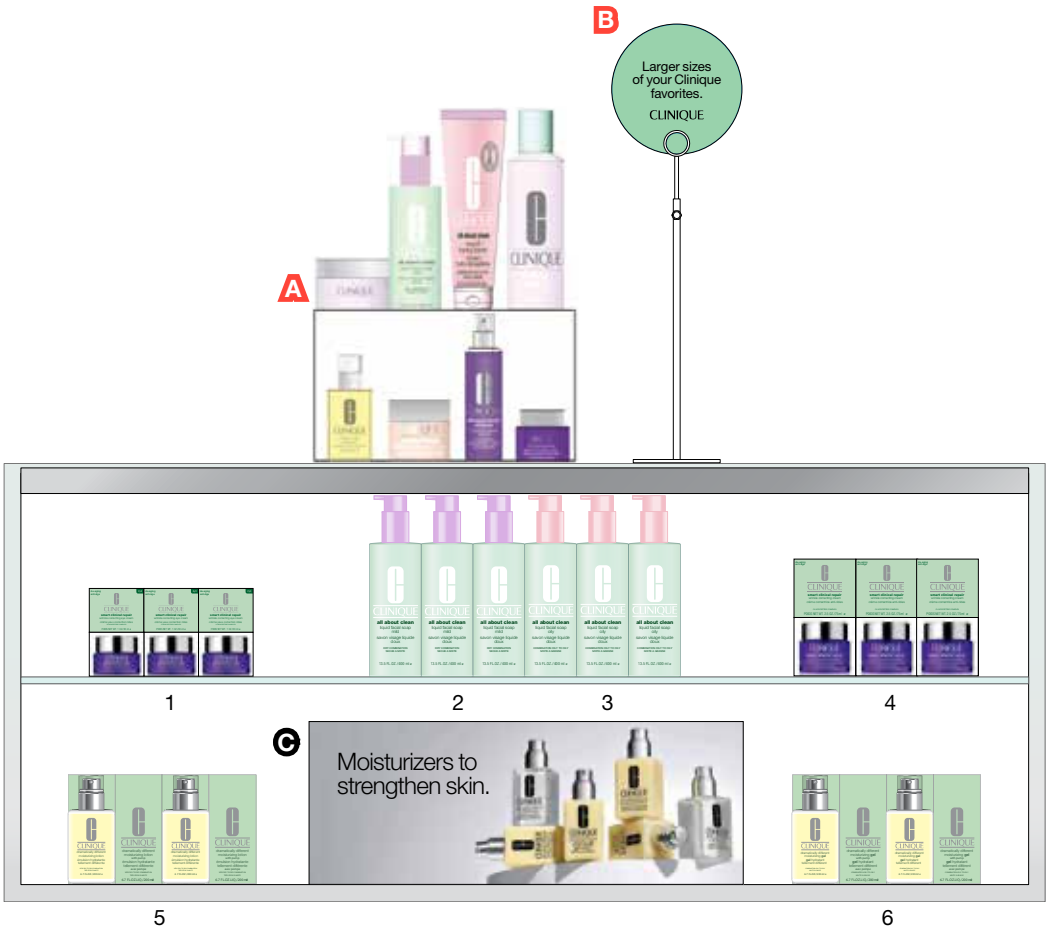
D Smart™ Hero
Plexi Graphic: 20" x 7.5"
20" x 7.5" Incase Code: **VG0R-70**

1 Smart Clinical Repair Wrinkle Correcting Eye Cream 0.5 oz.
2 Smart Clinical Repair Wrinkle Correcting Eye Cream 1 oz.
3 Smart Night Clinical ™ MD Retinol
4 Smart™ Serum 1.0 fl oz
5 Smart™ Serum 1.7 fl oz
6 Smart Clinical Repair™ SPF30 Wrinkle Cream 2.5 fl oz
7 Smart Clinical Repair™ SPF30 Wrinkle Cream 1.7 fl oz
8 Smart Repair™ Wrinkle Correcting Cream 2.5 fl oz + 1.7 fl oz
9 Smart Clinical Repair™ Lifting Face + Neck Cream

Collateral at Counter

LBX BEHIND/NEAR COUNTER

Smart Hero



Counter

A Jumbo Permanent Display Platform **FEBRUARY OCD**
Update Code: VHP9-70

B Lollipop Library Sign **FEB OCD**
Update Code: VHJG-70
Permanent Lollipop Sign Holder (Existing)
Code: KRJE-60

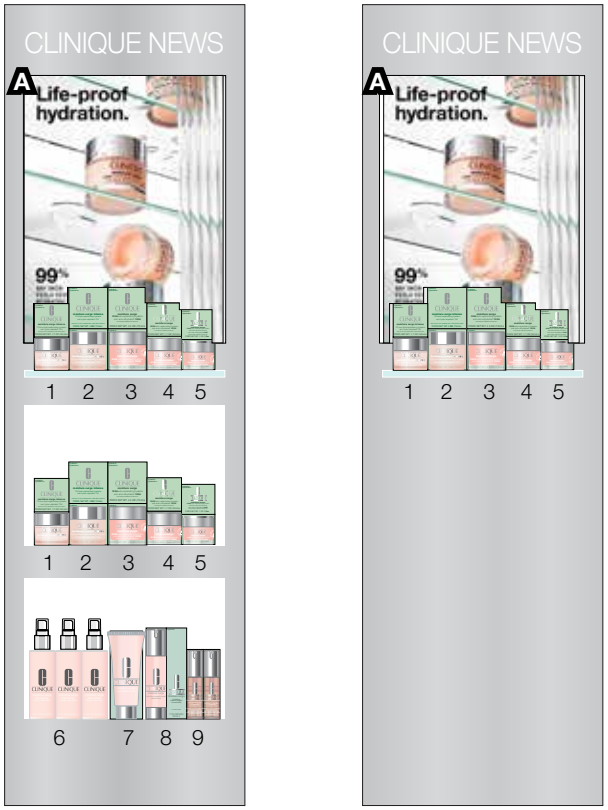
Shelf 1 & 2

C Dramatically Different™ Hero Plexi Graphic: 20" x 7.5"
Incase Code: **VG0R-70**

1 JUMBO: Smart Clinical Repair™ Eye Cream Jumbo
2 JUMBO: All About Clean™ - Liquid Facial Soap (Mild)
3 JUMBO: All About Clean™ - Liquid Facial Soap (Oily)
4 JUMBO: Smart Clinical Repair™ Wrinkle Correcting Cream Jumbo
5 JUMBO: Dramatically Different Moisturizing Lotion+™
6 JUMBO: Dramatically Different Moisturizing Gel ™

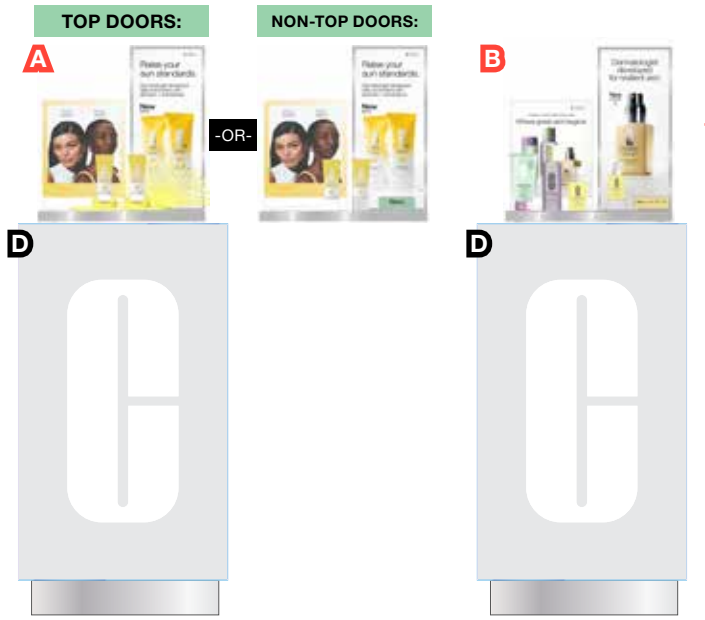
SAYLI/MSNA Doors

Newness Tower



A Lightbox Visual: Moisture Surge Hero
1 Moisture Surge™ Intense 1.7 oz
2 Moisture Surge™ Intense 2.5 oz
3 Moisture Surge™ 100H 2.5 oz
4 Moisture Surge™ 100H 1.7 oz
5 Moisture Surge™ 100H 1.0 oz
6 Moisture Surge™ Face Spray
7 Moisture Surge™ Overnight Mask
8 Moisture Surge™ Concentrate
9 Moisture Surge Eye™

Newness Pedestal



OTHER OPTIONS:

C

Fragrance Unit
Update Code: VG04-70

-OR-

My Happy Unit
Update Code: VG03-70

A UV Solutions Story-Telling Unit **JANUARY OCD**
Graphic Code: VHEQ-70 **TOP DOORS**
Glorifier Code: VHFB-60 **TOP DOORS**
Graphic Code: VHER-70 **NON-TOP DOORS**

B 3-Step Story-Telling Unit **JANUARY OCD**
Code: VHJK-70
Doors: **SD** (Only for doors with 2 STUs)

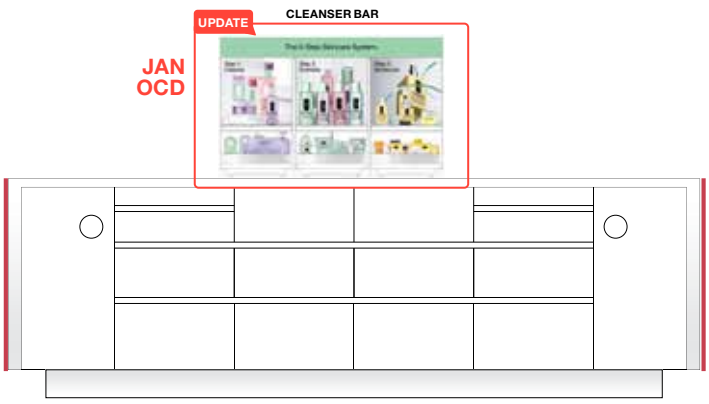
C Basic Fragrance Unit OR My Happy Unit

D Lightbox Visual: Clinique “C” Logo

Treatment Deck

*NOTE: Please see pages **xx** for Sliver, Treatment + Makeup Main Line Unit details.

LEGEND:
End Cap

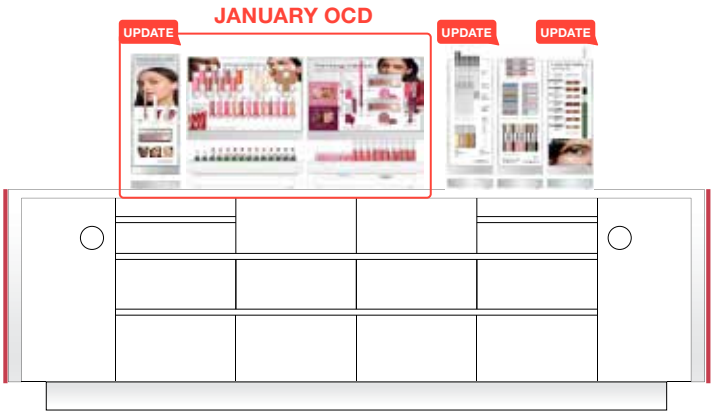


Side A - Cleanser Bar

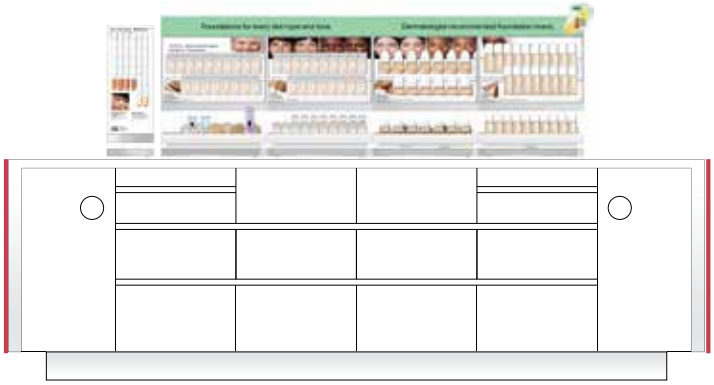
Side B - Moisture Surge Glow Sliver + Treatment Bar + Smart Sliver

Makeup Deck

LEGEND:
End Cap



Side A - Nude Honey Sliver + Lip & Cheek Units + Eye Units

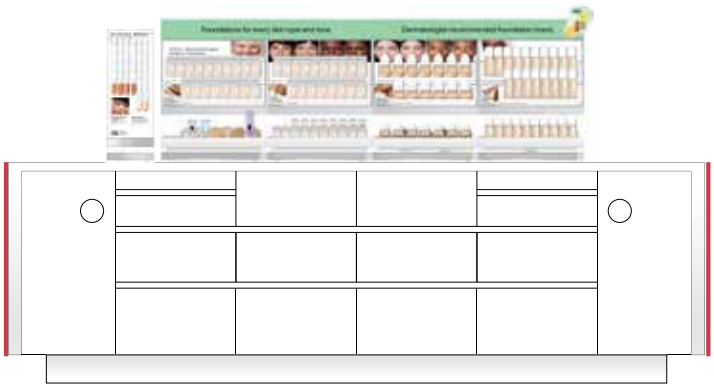


Side B - Even Better Concealer Sliver + Foundation Units

Treatment & Makeup Deck

LEGEND:
End Cap

Side A - Cleanser Bar + Treatment Bar

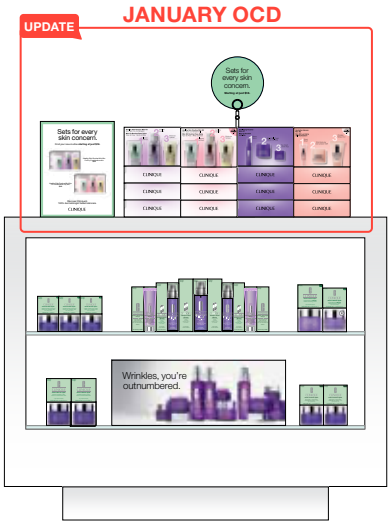


Side B - Even Better Concealer Sliver + Foundation Units

• Treatment End Caps

Lightbox Option:
3-Step

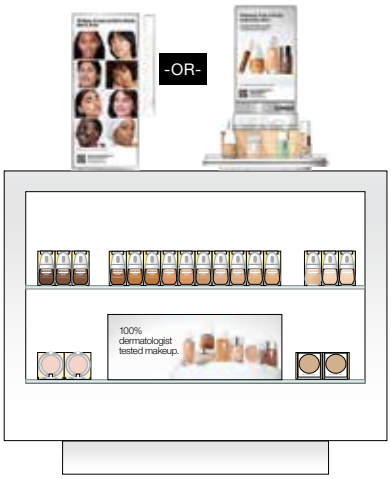
End Cap Display with Shelves Option
Power Zone: 3-Step
See page xx for merchandising details.



Lightbox Option:
Smart

End Cap Display with Shelves Option
Treatment #2 + Flex Case: Derm Concern Sets
See page xx for merchandising details.

• Makeup End Caps



Lightbox Option:
EBMU Hero

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

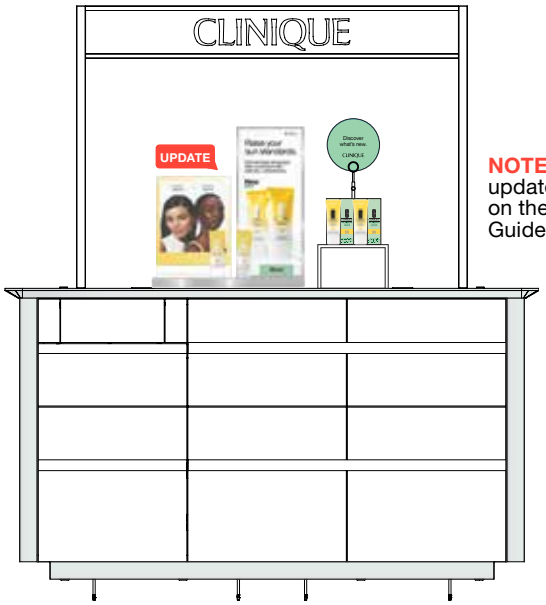
Lightbox Option:
Fragrance Hero

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

Half Decks

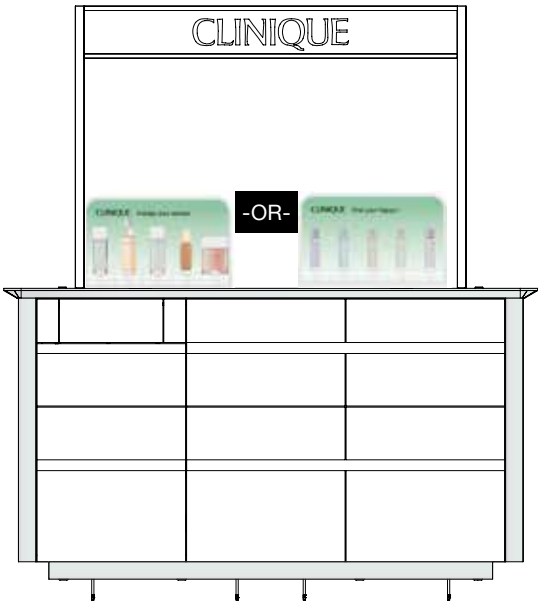
*NOTE: Half Decks (MSNA) set up for select doors that have received additional half decks to feature promotions/hero focus.

- January - June



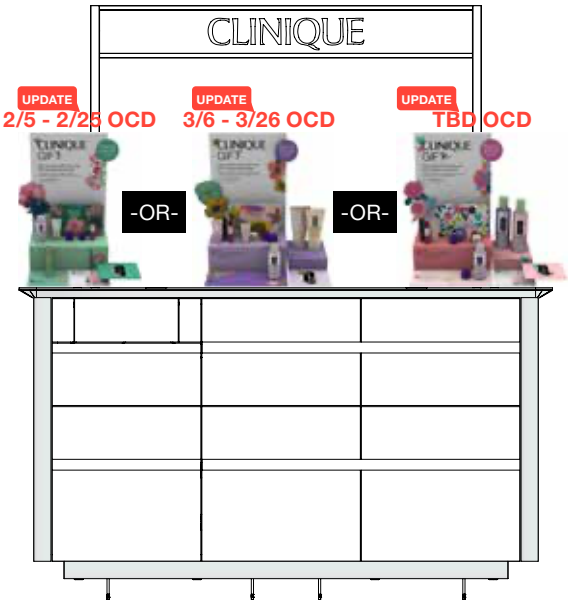
NOTE: Mother's Day updates will be included on the April-June VM Guideline Addendum

Option 1: UV Solutions with Lollipop Sign + Platform



Option 2: Basic Fragrance + My Happy Unit

- GWP



Option 3: Belk GWP or Dillard's GWP or Macy's GWP

Promotional Towers

• Jumbos

SAYLI + NEWS PROMO TOWER

SHELF 1

SHELF 2

SHELF 3

SAYLI Tower

-OR-

Promo Tower

A Smart (x2) **JULY '24 OCD**
Update Code: **VAYQ-70**

Shelf 1 (L-R)
- JUMBO: Smart Clinical Repair™ Serum 3.4 fl oz
- JUMBO: Smart Clinical Repair™ Wrinkle Correcting Cream
- JUMBO: Smart Clinical Repair™ SPF30
- JUMBO: Smart Clinical Repair™ Lifting Face + Neck Cream
- JUMBO: Smart Clinical Repair™ Wrinkle Correcting Eye Cream

Shelf 2 (L-R)
- JUMBO: Even Better Clinical™ Dark Spot Interrupter 3.4 fl oz
- JUMBO: Moisture Surge™ 100H
- JUMBO: DDML+ 125ml Pump
- JUMBO: DDMG 125ml Pump

Shelf 3 (L-R)
- JUMBO: All About Clean™ Liquid Facial Soap
- JUMBO: Clarifying Lotion 2
- JUMBO: Clarifying Lotion 3
- JUMBO: All About Clean™ Rinse-Off Foaming Cleanser
- JUMBO: 7-Day Scrub

TOWER GRAPHICS

Tower Graphic
Smart (x2)
(Hero Graphics PPK)
Code: **VAYQ-70**

• Moisturizers

SAYLI + NEWS PROMO TOWER

SHELF 1

SHELF 2

SHELF 3

SAYLI Tower

-OR-

Promo Tower

A Moisture Surge (x2) **JULY '24 OCD**
Update Code: **VAYQ-70**

Shelf 1 (L-R)
- Moisture Surge™ 100H 1.7 oz
- Moisture Surge™ 100H 2.5 oz
- Moisture Surge™ Intense 1.7 oz
- Moisture Surge™ Intense 2.5 oz
- Moisture Surge™ Concentrate
- Moisture Surge™ Overnight Mask
- Moisture Surge™ Face Spray

Shelf 2 (L-R)
- Smart Repair™ Wrinkle Correcting Cream
- Smart™ SPF Moisturizer
- Smart Clincal Repair™ Serum 1.0 fl oz
- Smart Clincal Repair™ Serum 1.7 fl oz
- Smart Clincal Repair™ Serum 3.4 fl oz

Shelf 3 (L-R)
- Take The Day Off™ Cleansing Balm
- Take The Day Off™ Makeup Remover
- Take The Day Off™ Oil
- Take The Day Off™ Charcoal Cleansing Balm
- Dramatically Different™ Hydrating Jelly
- Dramatically Different™ Moisturizing Lotion+™
- Dramatically Different™ Moisturizing Gel
- Dramatically Different™ Cream

TOWER GRAPHICS

Tower Graphic
Moisture Surge (x2)
(Hero Graphics PPK)
Code: **VAYQ-70**

• Fragrance

SAYLI + NEWS PROMO TOWER

SHELF 1

SHELF 2

SHELF 3

SAYLI Tower

-OR-

Promo Tower

A Fragrance Hero (x2) **JULY '24 OCD**
Update Code: VAYQ-70

Shelf 1 (L-R)
- My Happy™ - Lily of the Beach
- My Happy™ - Peony Picnic
- My Happy™ - Cocoa & Cashmere
- My Happy™ - Cookies and Kisses
- My Happy™ - Baby Bouquet
- My Happy™ - Indigo Mist

Shelf 2 (L-R)
- Happy™ Perfume Spray 3.4 fl oz Valentines Day Decorated Bottle
- Happy™ Perfume Spray 1. fl oz
- Happy™ Body Wash
- Happy™ Body Cream

Shelf 3 (L-R)
- Happy Heart™ Perfume 3.4 fl oz
- Happy Heart™ Perfume 1.7 fl oz
- Aromatics Elixir Perfume 1.7 fl oz
- Aromatics Elixir Perfume 3.4 fl oz
- Aromatics Body Wash
- Aromatics Body Smoother

TOWER GRAPHICS

Tower Graphic
Fragrance (x2)
(Hero Graphics PPK)
Code: VAYQ-70

• Clinique For Men

SAYLI + NEWS PROMO TOWER

SHELF 1

SHELF 2

SHELF 3

SAYLI Tower

-OR-

Promo Tower

A CFM Hero (x2) **JULY '24 OCD**
Update Code: **VAYQ-70**

Shelf 1 (L-R)
- 72 Hour Maximum Hydrator
- Maximum Hydrator Activated Water-Gel Concentrate
- Moisturizing Lotion
- Oil-Free Moisturizer
- Anti-Age Moisturizer
- Broad Spectrum SPF 21 Moisturizer

Shelf 2 (L-R)
- Anti-Age Eye Cream
- Super Energizer Anti-Fatigue Eye Gel
- Super Energizer Anti-Fatigue Hydrating Concentrate
- Face Bronzer
- Face Wash
- Oil-Control Face Wash
- Charcoal Face Wash

Shelf 3 (L-R)
- Happy For Men™ 1.7 fl oz
- Happy For Men™ 3.4 fl oz
- Post-Shave Soother
- Cream Shave
- Aloe Shave Gel
- Face Scrub

TOWER GRAPHICS

Tower Graphic
Clinique For Men (x2)
(Hero Graphics PPK)
Code: **VAYQ-70**

Product On Glass Shelves

POG Header

A Cleansing With Clinique
Update Code: **Shipped direct to door**

*NOTE: All POG graphic were updated in July 2025.

20" x 7.5" Plexi PPK Code: **VG0Q-70**
7.5" x 7.5" Plexi PPK Code: **VG0P-70**

Shelf 1

B Clarifying Lotion Hero **FEBRUARY OCD**
Plexi Graphic: 20" x 7.5"
Update Code: VHJP-70

Shelf 2

1 All About Clean™ Rinse-Off Foaming Cleanser
2 All About Clean™ Micellar Milk: Dry Combination
3 Rinse-off Eye Makeup Solvent
4 Clarifying Lotion 1.0 6.7 & 13.5 fl oz.
5 Clarifying Lotion 1 6.7 & 13.5 fl oz.
6 Clarifying Lotion 2 6.7 & 13.5 fl oz.
7 Clarifying Lotion 3 6.7 & 13.5 fl oz.
8 Clarifying Lotion 4 6.7 & 13.5 fl oz.
9 All About Clean™ Liquid Facial Soap: Extra Mild
10 All About Clean™ Liquid Facial Soap: Mild
11 All About Clean™ Liquid Facial Soap: Oily
12 All About Clean™ Foaming Facial Soap

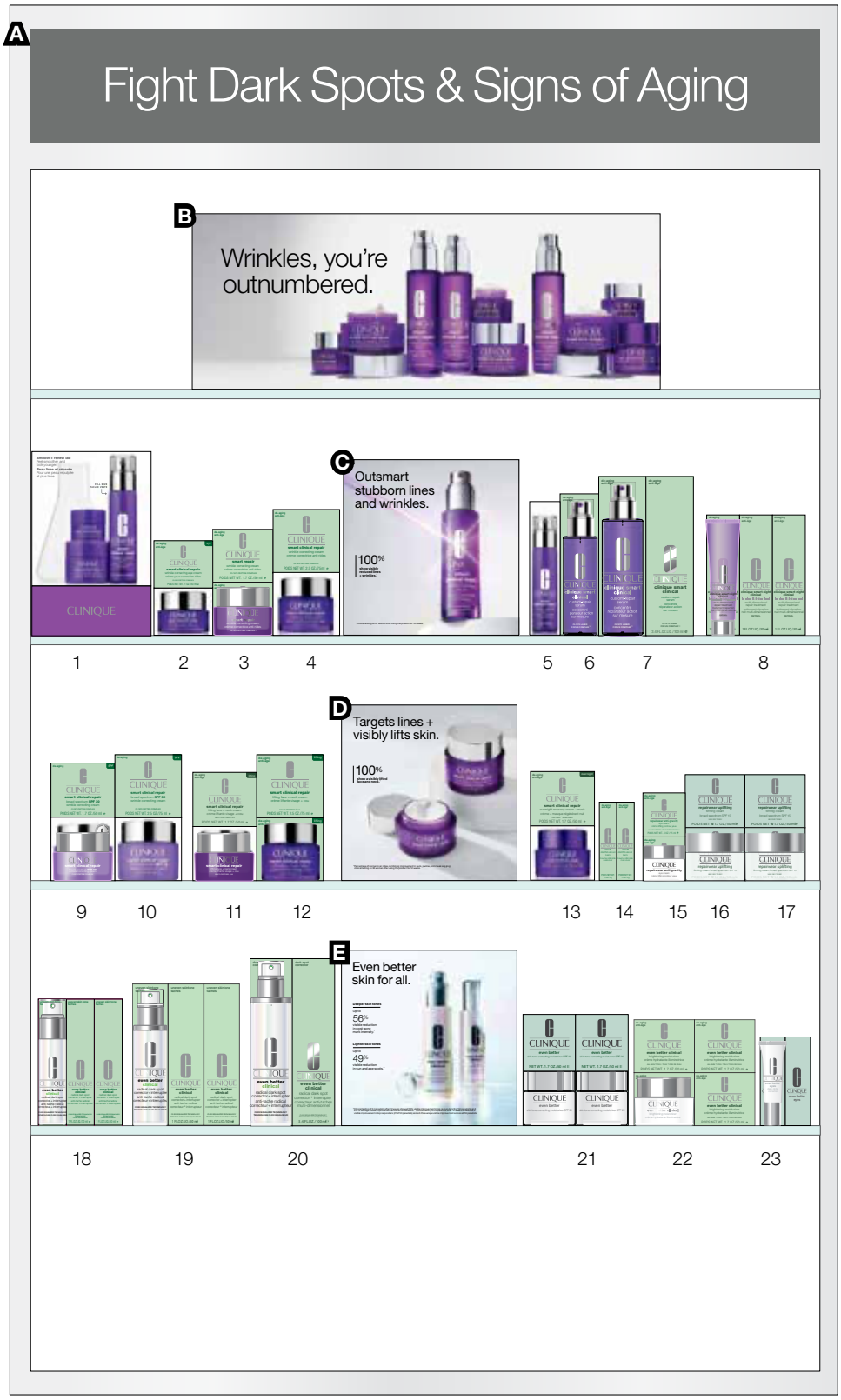
Shelf 3

C TTDO **FEBRUARY OCD**
Plexi Graphic: 7.5" x 7.5"
Update Code: VHJQ-70
13 Take The Day Off™ Balm
14 Take The Day Off™ Makeup Remover
15 Take The Day Off™ Oil
16 Take The Day Off™ Facial Cleansing Mousse
17 Take The Day Off™ Charcoal Cleansing Balm

Shelf 4

D Acne **FEBRUARY OCD**
Plexi Graphic: 7.5" x 7.5"
Update Code: VHJQ-70
18 Acne Solutions Clinical Advanced Clearing Gel 20 ml
19 Acne Solutions Gel Cleanser
20 Acne Solutions Cleansing Foam
21 Acne Solutions Clarifying Lotion

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



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

POG Header

A Targeted Treatments
Update Code: **Shipped direct to door**

*NOTE: All POG graphic were updated in July 2025.

20" x 7.5" Plexi PPK Code: **VG0Q-70**
7.5" x 7.5" Plexi PPK Code: **VG0P-70**

Shelf 1

B Smart™ Hero
Plexi Graphic: 20" x 7.5"

Shelf 2

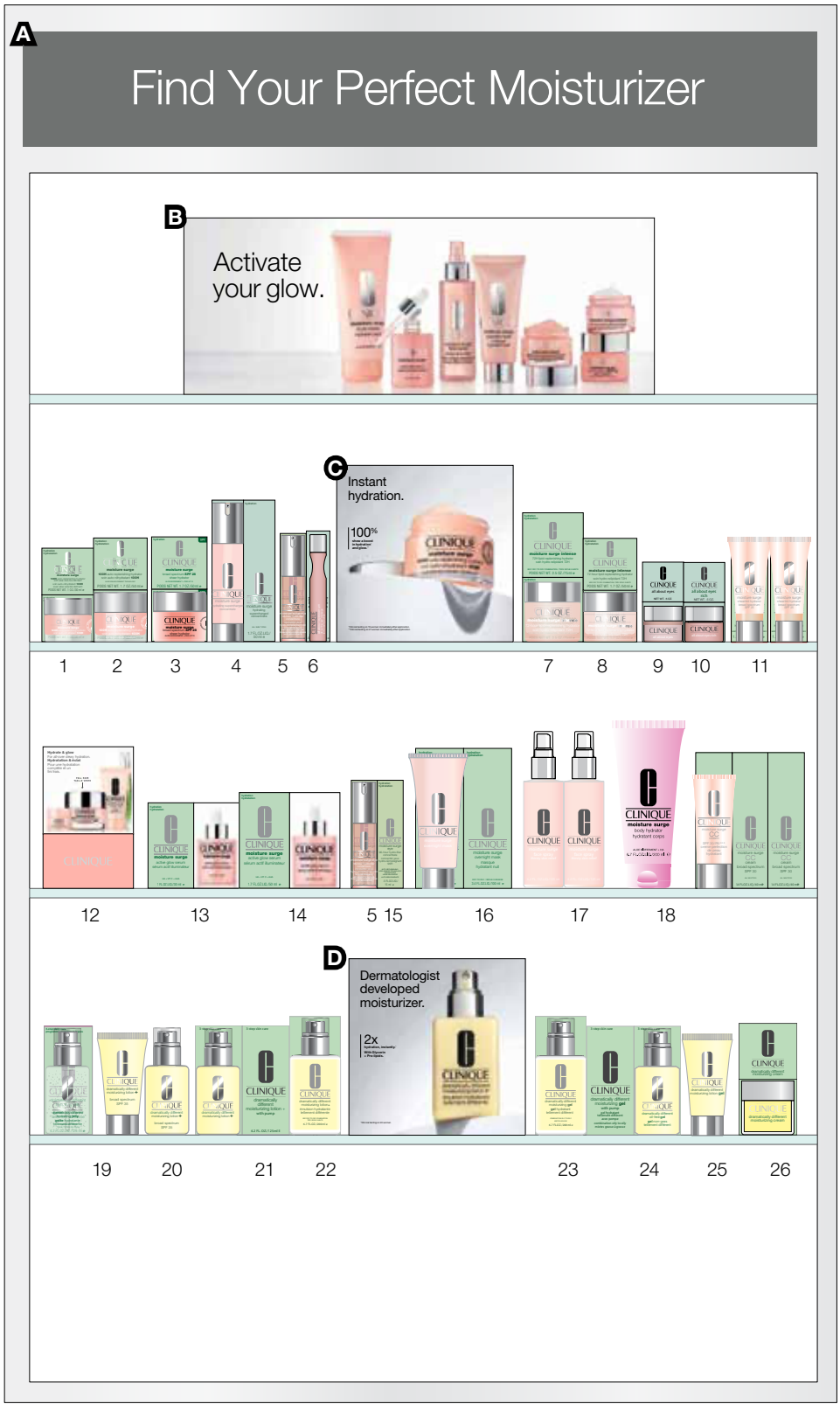
C Smart™ Serum
Plexi Graphic: 7.5" x 7.5"
1 Smooth and Renew Set
2 Smart Clinical Repair™ Eye Cream JUMBO
3 Smart Clinical Repair™ Wrinkle Correcting Cream
4 Smart Clinical Repair™ Wrinkle Correcting Cream JUMBO
5 Smart Clinical Repair™ Serum 1.0 fl oz
6 Smart Clinical Repair™ Serum 1.7 fl oz
7 Smart Clinical Repair™ Serum 3.4 fl oz
8 Smart Night Clinical™ MD Retinol

Shelf 3

D Smart™
Plexi Graphic: 7.5" x 7.5"
9 Smart Clinical Repair™ Broad Spectrum SPF 30 Wrinkle Correcting Cream (50ml)
10 Smart Clinical Repair™ Broad Spectrum SPF 30 Wrinkle Correcting Cream (75ml) JUMBO
11 Smart Clinical Repair™ Lifting Face + Neck Cream (50ml)
12 Smart Clinical Repair™ Lifting Face + Neck Cream (75ml) JUMBO
13 Smart Clinical Repair™ Overnight Recovery Cream + Mask
14 Smart Clinical Repair™ AM/PM Retinoid Balm
15 Repairwear Anti-Gravity Eye Cream
16 Repairwear™ Uplifting Cream (Very Dry/ Dry)
17 Repairwear™ Uplifting Cream (Dry Combo)

Shelf 4

E EBCI
Plexi Graphic: 7.5" x 7.5"
18 Even Better Clinical™ Dark Spot Interrupter 1.0 fl oz
19 Even Better Clinical™ Dark Spot Interrupter 1.7 fl oz
20 Even Better Clinical™ Dark Spot Interrupter 3.4 fl oz
21 Even Better™ Brightening Moisturizer SPF20
22 Even Better Clinical™ Brightening Moisturizer
23 Even Better Eye™



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

POG Header

A Glowing Skin/Moisturizer Messaging
Update Code: **Shipped direct to door**

*NOTE: All POG graphic were updated in July 2025.

20" x 7.5" Plexi PPK Code: **VG0Q-70**
7.5" x 7.5" Plexi PPK Code: **VG0P-70**

Shelf 1

B Moisture Surge Family
Plexi Graphic: 20" x 7.5"

Shelf 2

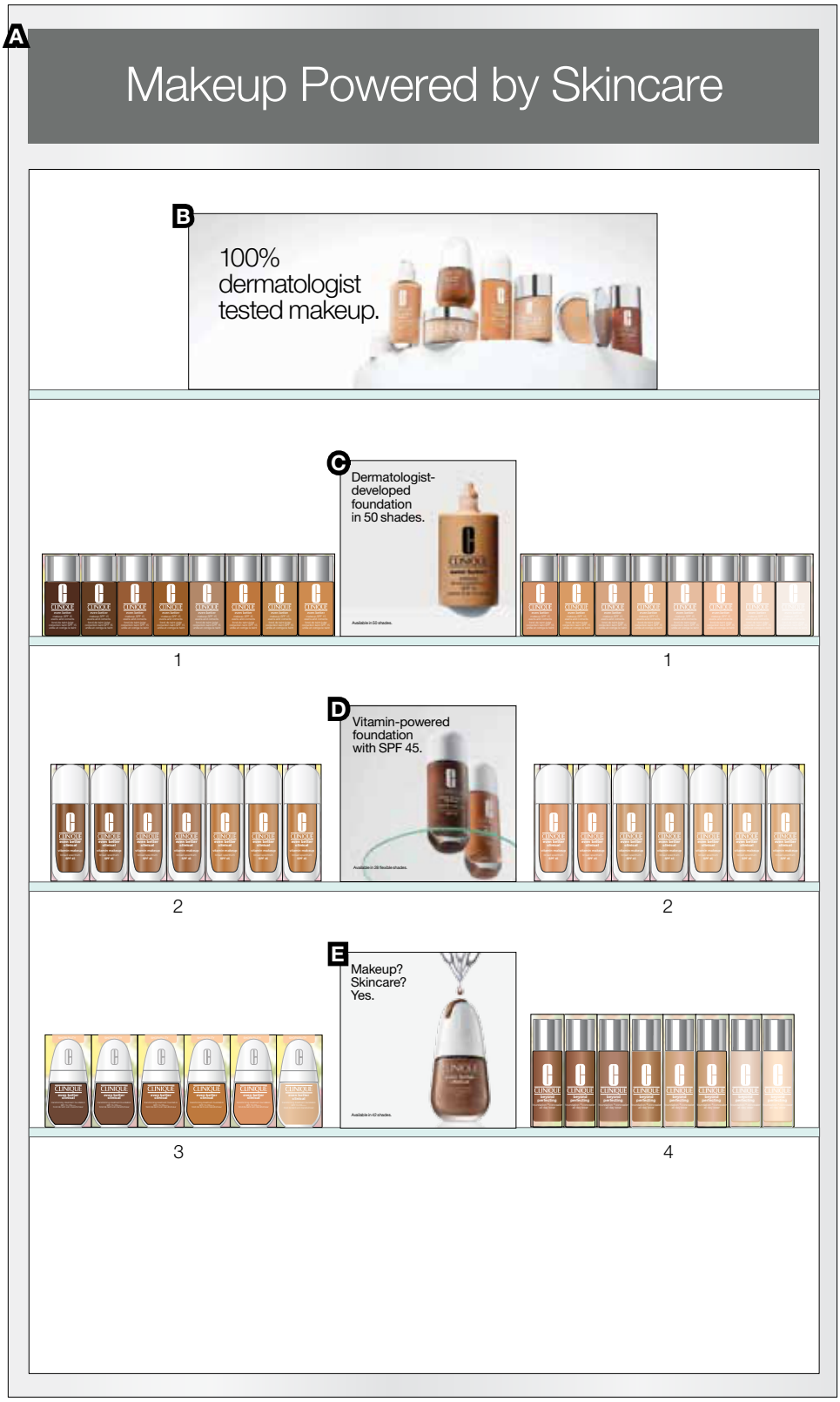
C Moisture Surge™
Plexi Graphic: 7.5" x 7.5"
1 Moisture Surge™ 100H 1.0 oz
2 Moisture Surge™ 100H 1.7 oz (2.5 oz behind)
3 Moisture Surge™ SPF28 Sheer Hydrator
4 Moisture Surge™ Concentrate 1.0 oz (also available in 0.5 oz.)
5 Moisture Surge Eye™
6 All About Eyes™ Serum
7 Moisture Surge™ Intense1.7 oz
8 Moisture Surge™ Intense 1.0 oz
9 All About Eyes™ 0.5 oz
10 All About Eyes™ Rich 0.5 oz
11 Moisture Surge™ Sheertint Hydrator SPF25

Shelf 3

12 Hydrate and Glow Set
13 Moisture Surge™ Active Glow Serum 30 ml
14 Moisture Surge™ Active Glow Serum 50 ml
15 Moisture Surge™ Overnight Mask
16 Moisture Surge™ Face Spray
17 Moisture Surge™ Body Hydrator
18 Moisture Surge™ CC Cream Hydrating Colour Corrector Broad Spectrum SPF 30

Shelf 4

D DDML+™
Plexi Graphic: 7.5" x 7.5"
19 Dramatically Different™ Hydrating Jelly
20 Dramatically Different Moisturizing Lotion+™ Broad Spectrum SPF 35 50 ml
21 Dramatically Different Moisturizing Lotion+™ Broad Spectrum SPF 35 75 ml
22 Dramatically Different Moisturizing Lotion+™ 1.7 fl. oz.
23 Dramatically Different Moisturizing Lotion+™ 4.2 fl. oz.
24 Dramatically Different Moisturizing Lotion+™ 6.7 fl. oz.
25 Dramatically Different™ Oil-Free Gel Pump
26 Dramatically Different™ Oil-Free Gel Tube
27 Dramatically Different™ Moisturizing Cream



POG Header

A Makeup Powered by Skincare
Update Code: **Shipped direct to door**

*NOTE: All POG graphic were updated in July 2025.

20" x 7.5" Plexi PPK Code: **VG0Q-70**
7.5" x 7.5" Plexi PPK Code: **VG0P-70**

Shelf 1

B Even Better™ Family Hero
Plexi Graphic 20” x 7.5”

Shelf 2

C Even Better Clinical™ Foundation
Plexi Graphic 7.5” x 7.5”
1 Even Better™ Broad Spectrum w/ SPF 15 Makeup

Shelf 3

D Even Better™ Makeup
Plexi Graphic 7.5” x 7.5”
2 Even Better™ Vitamin Makeup

Shelf 4

E Beyond Perfecting
Plexi Graphic 7.5” x 7.5”
4 Even Better™ Clinical Foundation
5 Beyond Perfecting Foundation + Concealer

Generic Foundation Graphic
- can be used to merchandise other Foundation products based on your door priority and stock availability.

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

POG Header

A Fragrance Favourites
Update Code: **Shipped direct to door**

***NOTE:** All POG graphic were updated in July 2025.

20" x 7.5" Plexi PPK Code: **VG0Q-70**
7.5" x 7.5" Plexi PPK Code: **VG0P-70**

Shelf 1

B Fragrance Hero
Plexi Graphic: 20" x 7.5"

Shelf 2

C My Happy Fragrance
Plexi Graphic: 7.5" x 7.5"
1 My Happy™ - Peony Picnic 15 ml
My Happy™ - Peony Picnic 100 ml
2 My Happy™ - Cocoa & Cashmere 15 ml
My Happy™ - Cocoa & Cashmere 100 ml
3 My Happy™ - Lily of the Beach
4 My Happy™ - Cookies and Kisses
5 My Happy™ - Baby Bouquet
6 My Happy™ - Indigo Mist
7 Happy Heart™ Perfume Spray 100 ml
8 Happy Heart™ Perfume 50 ml

Shelf 3

D Happy Fragrance
Plexi Graphic: 7.5" x 7.5"
9 Happy Perfume™ Spray 100 ml
10 Happy Perfume™ Spray 50 ml
11 Happy™ Body Spritz 125 ml
12 Clinique Happy™ Wash
13 Clinique Happy™ Cream

Shelf 4

E Aromatics Elixir Fragrance
Plexi Graphic: 7.5" x 7.5"
14 Aromatics Elixir 50 ml
15 Aromatics Elixir 100 ml
16 Aromatics Elixir Body Wash
17 Aromatics Elixir Body Smoother

Shelf 4 (AROMATICS DOORS ONLY)

E Aromatics Elixir Fragrance
Plexi Graphic: 7.5" x 7.5"
16 Aromatics in White 100ml
17 Aromatics in Black 100ml
18 Aromatics Elixir Body Wash
19 Aromatics Elixir Body Smoother

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

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

POG Header

A Clinique For Men
Update Code: **Shipped direct to door**

***NOTE:** All POG graphic were updated in July 2025.

20" x 7.5" Plexi PPK Code: **VG0Q-70**
7.5" x 7.5" Plexi PPK Code: **VG0P-70**

Shelf 1

B CFM Hero Distortion
Plexi Graphic: 20" x 7.5"

Shelf 2

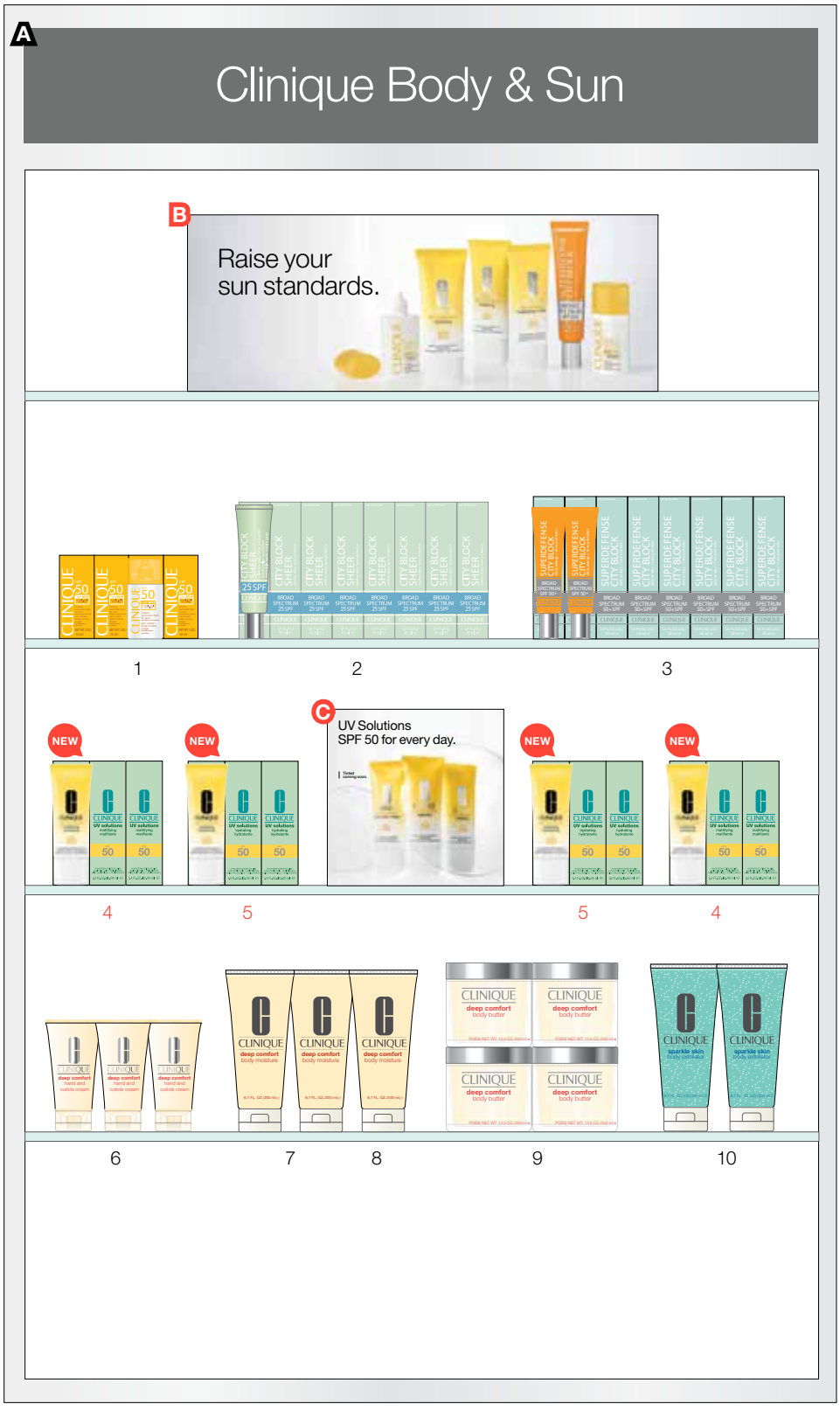
1 CFM Post Shave Soother
2 CFM Cream Shave **FD**
3 CFM Aloe Shave Gel
4 CFM Face Scrub
5 CFM Face Wash
6 CFM Oil Control Face Wash **FD**
7 CFM Charcoal Face Wash
8 CFM Moisturizing Lotion
9 CFM Broad Spectrum SPF 21 Moisturizer
10 CFM Anti-Age Moisturizer **FD**
11 CFM Oil Control Exfoliating Tonic
12 CFM Exfoliating Tonic

Shelf 3

C CFM 72H Hydrator
Plexi Graphic 7.5" x 7.5"
13 CFM 72 Hour Maximum Hydrator
14 CFM Maximum Hydrator
Activated Water-Gel Concentrate
15 CFM Super Energizer Anti-Fatigue
Hydrating Concentrate SPF25 **FD**
16 CFM Super Energizer Anti-Fatigue
Depuffing Eye Gel **FD**
17 CFM Anti-Age Eye Cream

Shelf 4

18 CFM Set: Daily Hydration
19 CFM Set: Daily Oil-Control
20 CFM Set: Daily Age Repair
21 Happy For Men™ 3.4 fl oz.
22 Happy For Men™ 1.7 fl oz.



POG Header

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

***NOTE:** All POG graphic were updated in July 2025.

20" x 7.5" Plexi PPK Code: **VG0Q-70**
7.5" x 7.5" Plexi PPK Code: **VG0P-70**

Shelf 1

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

Shelf 2

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

Shelf 3

C UV Solutions **FEBRUARY OCD**
Plexi Graphic: 7.5" x 7.5"
Update Code: VHJQ-70
4 UV Solutions Mattifying Sunscreen Broad Spectrum SPF 50 **JANUARY OCD**
5 UV Solutions Hydrating Sunscreen Broad Spectrum SPF 50 **JANUARY OCD**

Shelf 4

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

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

Tester Unit Details

S26 Brand Guideline
UV Solutions StoryTelling Unit

Graphic PPK Code: **VHEQ-70** (Top Doors); **VHER-70** (Non-Top Doors)
Glorifier PPK Code: **VHFB-60-1001**
NOTE: Both Graphic PPK's and Glorifier PPK Shipping from ELM
Doors: **All Doors with StoryTelling Unit**

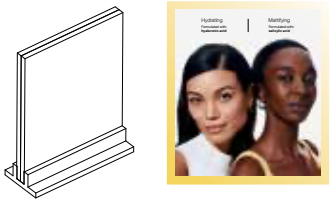
IMPORTANT: 3 Step / DDML StoryTelling Unit is updating to UV Solutions StoryTelling Unit.

TOP DOORS (PPK code: VHEQ-70)

Top Doors
(includes Sunburst Glorifier)

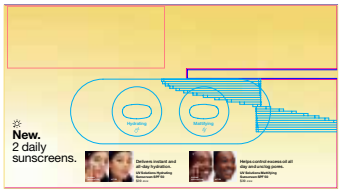
*NOTE: Top Doors will receive the **Newness Graphic Block** (not pictured in rendering above) within the graphic PPK. Please store in StoryTelling Unit VM Kit of Parts and save for a future use, as there is no room with Sunburst Glorifier.

A



Left Riser Graphic

B

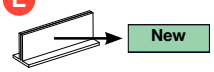


Base Graphic - *Top Doors*

C

Right Riser Graphic

E



Newness Graphic Block
(not pictured in rendering; keep in StoryTelling Unit VM Kit of Parts Box for future use)

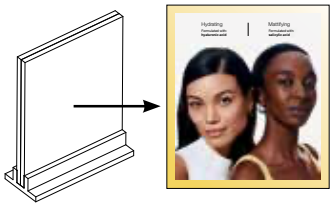
D

Sunburst Glorifier - Select Doors Only
(Note: ships separately from graphic PPK)
Code: **VHFB-60-1001**

NON-TOP DOORS (PPK code: VHER-70)

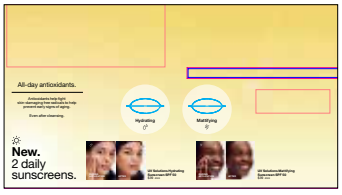
Non-Top Doors

A



Left Riser Graphic

B

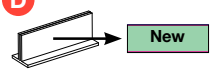


Base Graphic - *Non-Top Doors*

C

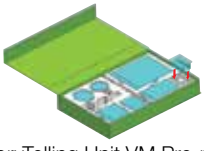
Right Riser Graphic

D



Newness Graphic Block

ALREADY IN STORE:



StoryTelling Unit VM Pre-pack
Box Unit Code: **VF35-60**

Parts to be used:
- ☑ Double Claim Post
- ☑ Micro Graphic Riser
- ☑ Newness Graphic Block
- ☑ 8" x 10" Graphic Riser
- ☑ Hexagon 3-Layer Block
- ☑ Nesting Block

S26 Brand Guideline
3-Step Story-Telling Unit Graphic Update

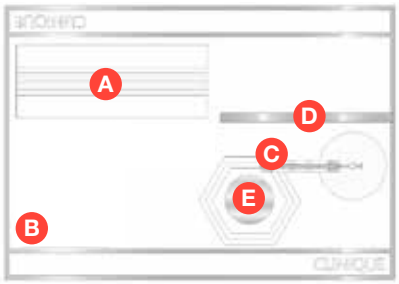
*NOTE: To be used for doors with only 1 Story-Telling Unit

Graphic PPK Code: **VHJK-70**
Doors: **Stores with 2nd StoryTelling Unit**
Story-Telling Unit VM PPK Box Code: VF35-60
On-Counter Date: **February 2026**

Perspective View

FRONT VIEW

IMPORTANT!
Do **NOT** discard all parts/pieces of the DVU.



TOP VIEW

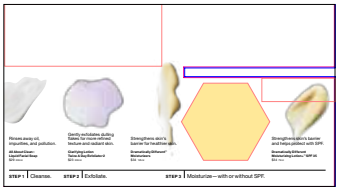
*NOTE: Rendering may not be final. Please refer to the seasonal Visual Merchandising Guidelines for more details.

LEFT SIDE ELEMENTS

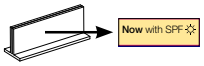
A

Left Riser Graphic

B


Base Graphic

C



Newness Graphic Block

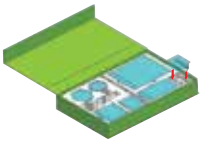
RIGHT SIDE ELEMENTS

D

Right Riser Graphic

E

Hexagon 3-Layer Block

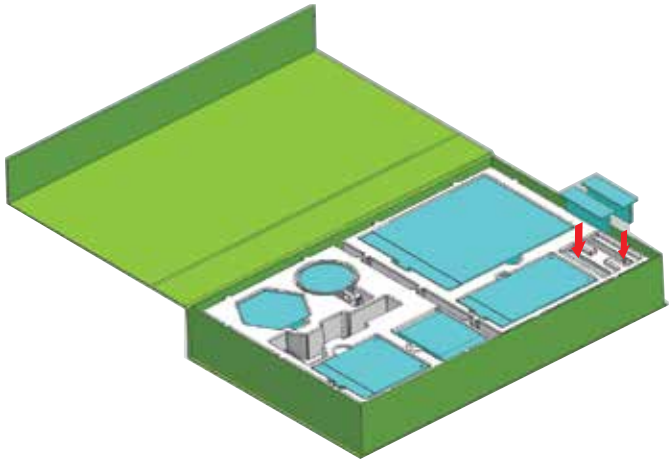

Story Telling Unit VM Pre-pack
Box Unit Code: **VF35-60**

Parts to be used:
- ☑ Double Claim Post
- ☑ Micro Graphic Riser
- ☑ Newness Graphic Block
- ☑ 8" x 10" Graphic Riser
- ☑ Hexagon 3-Layer Block
- ☑ Nesting Block

Story Telling Unit Kit of Parts

Unit Code: VF35-60

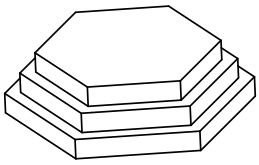
Doors: **Top Doors + Non-Top Doors**



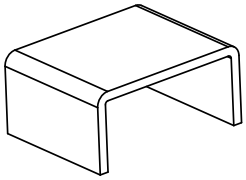
Story-Telling Unit VM Pre-pack Do's and Don'ts

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

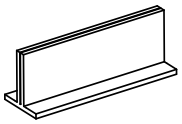
INCLUDED IN VM PRE-PACK



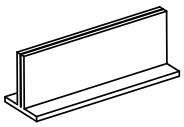
☑ Hexagon 3-Layer Block



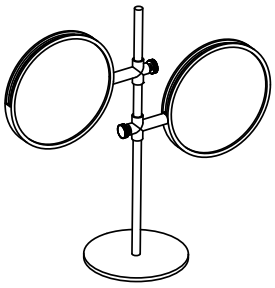
☑ Nesting Block



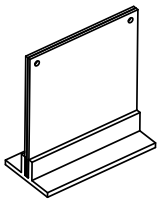
☑ Newness Graphic Block



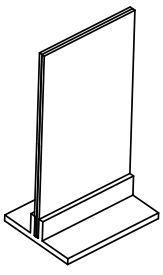
☑ Most-Loved Graphic Block



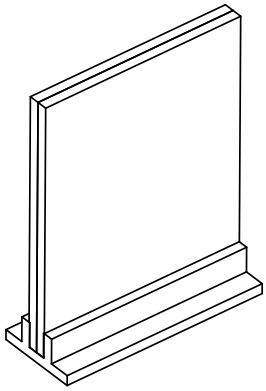
☑ Double Claim Post



☑ Micro Graphic Riser



☑ 4" x 7.5" Graphic Riser



☑ 8" x 10" Graphic Riser

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

Sliver Details

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

SLIVER #1

Product Assortment

1 Smart Clinical Repair™ Wrinkle Correcting Serum
2 Smart Clinical Repair™ Wrinkle Correcting Eye Cream
3 Smart Clinical Repair™ Overnight Lifting Face + Neck Cream
4 Smart Clinical Repair™ AM/PM Retinoid Balm

Smart **JULY '25 OCD**
Shipping direct to door

ELM Reserve Codes
Update Code: VG0E-70 **E**
Update Code: VG0D-70 **ES**
Update Code: VG0C-70 **EM**

SLIVER #2

*NOTE: Please flip over the EB Concealer bullets to show color.

Product Assortment

1 Even Better Concealer

EB Concealer **JULY '24 OCD**
(graphic + SRP Updates)
Update Code: VAZR-70 **E**
Update Code: VAZS-70 **ES**
Update Code: VAZT-70 **EM**

SLIVER #3

FEBRUARY UPDATE

Nude Honey **JULY '25 OCD**
Update Code: VGRA-60 **E**
Update Code: VGR9-60 **ES**
Update Code: VGR8-60 **EM**

Nude Honey **Feb '26 Update**
Update Code: VHR0-60 **E**
Update Code: VHQZ-60 **ES**
Update Code: VHQY-60 **EM**

SLIVER #4

E ES EM

FEBRUARY UPDATE

E ES EM

Moisture Surge (SRP Updates + Remove NEW)
JULY '25 OCD
Update Code: VG08-70 **E**
Update Code: VG07-70 **ES**
Update Code: VG06-70 **EM**

Moisture Surge Glow
Feb '26 Update
Update Code: VHP5-70 **E**
Update Code: VHP6-70 **ES**
Update Code: VHP7-70 **EM**

Foundation Feature Unit

Unit Code: KRNH-60
Door: Full Doors

FEATURE UNIT DETAILS

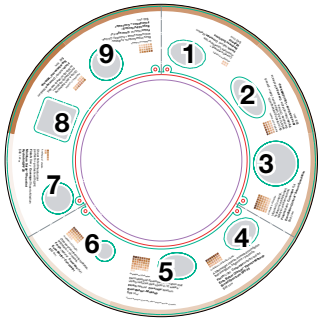
SIDE A

SIDE B

Side A Riser Update (Model Update)
Update Code: VDRE-70 **FEB'25 UPDATE**
(NOTE: RISER A DOUBLE SIDED)

Side B Riser
Code: VG0Z-70 **JULY '25 OCD**

TOP VIEW



Base Update (SRP Update)
Update Code: VG0Z-70 **JULY '25 OCD**

Product Assortment

1 Redness Solution Relief Cream
2 Acne Solutions™ Liquid Makeup
3 Even Better Clinical™ Serum Foundation
4 Even Better Clinical™ Vitamin Makeup Broad Spectrum SPF45
5 Even Better™ Makeup
6 Even Better™ Concealer
7 Moisture Surge™ Sheertint Hydrator SPF25
8 Superbalanced™ Makeup
9 Beyond Perfecting™ Foundation + Concealer

Hygiene Bin Products

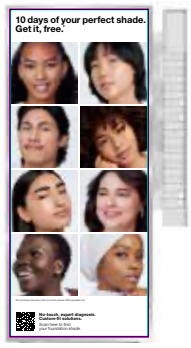
10 Dramming Jars
11 Q-Tips

Dramming Unit

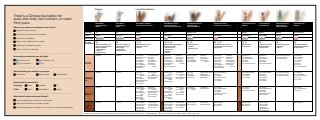
Unit Code: KKW0-60
Doors: **Select Doors**

DRAMMING UNIT DETAILS

Overview



Dramming Unit **SD**
Unit Code: KKW0-60
Update Code: VB02-70 **JULY '24 OCD**



Foundation Finder Tool
Code: V6GB-70 **E**
Code: V6GD-70 **M**
Code: V6GQ-70 **S**

5” x 7” Dramming Card
Code: V6FS-70 **E**
Code: V6HD-70 **M**
Code: V6FZ-70 **S**

8.5" x 11" Counter Sign
Code: LOCAL PRODUCTION

DRAMMING CADDY DETAILS
Unit Code: KRC6-60

*NOTE: Please merchandise top-selling shades

Trending Now Unit - Replaces Asian Feature Unit & Community Favorites Unit

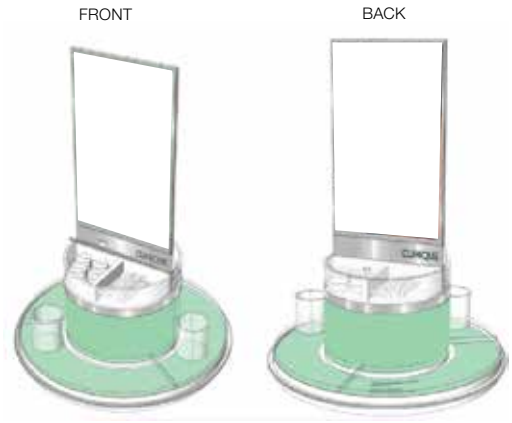
Unit Code: KRNJ-60 (graphics not included)
Doors: **Select Doors**

TRENDING NOW UNIT DETAILS

Asian Tester Feature Unit
Unit Code: KRNJ-60
Doors: **SD**

Community Favorites Unit
Graphic Update Code: V05X-60
Doors: **SD**

Asian Tester Feature Unit and Community Favorites Unit updates to Trending Now Unit.



New & Trending Unit
Unit Code: KRNJ-60
Graphic Code: VDZ1-60
Doors: **SD**

UPDATE

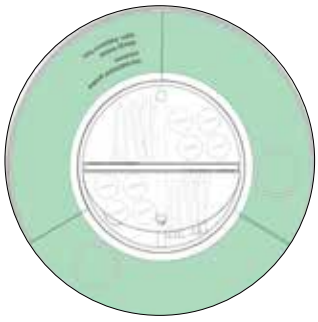
PLEASE KEEP EXISTING RISERS

Chubby + Honey Option
Riser Graphic Update
Code: VHYT-70 **RESERVES - SHIPPING DIRECT TO DOOR**
Doors: **SD**

TRENDING NOW UNIT DETAILS

Riser Front Graphic
Update Code: VDZ1-60 **FEB '25 OCD**

Riser Back Graphic
Update Code: VG0Z-70 **JULY '25 OCD**



Base Update (Graphic Update)
Update Code: VDZ1-60 **FEB '25 OCD**

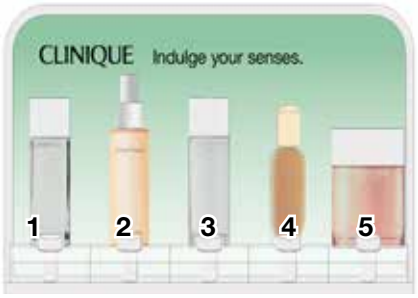
Cylinder Update (Graphic Update)
Update Code: VDZ1-60 **FEB '25 OCD**

Fragrance & My Happy Units

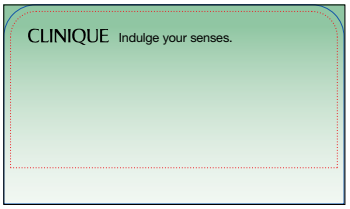
Door: Select Doors

Fragrance Unit

Basic Fragrance (Caps, structure, parts & pieces)
Full Unit Code: **VECL-60**
Riser + Base Graphic Update Code: **VG04-70**



FRONT VIEW



RISER GRAPHIC

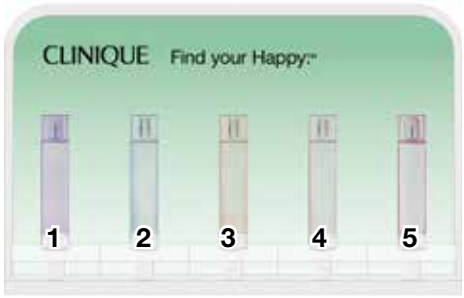
BASE GRAPHIC

Product Assortment

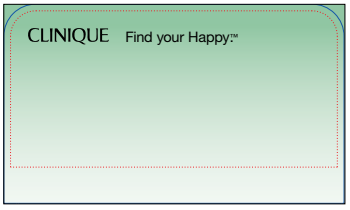
1 Happy™ Fragrance
2 Happy™ Body Spritz Fragrance
3 Happy Heart™ Fragrance
4 Aromatics Elixir™ Fragrance
5 Happy For Men

My Happy Unit

My Happy Fragrance (Caps, structure, parts & pieces)
Full Unit Code: **VEXP-60**
Riser + Base Graphic Update Code: **VG03-70 JULY OCD**



FRONT VIEW



RISER GRAPHIC

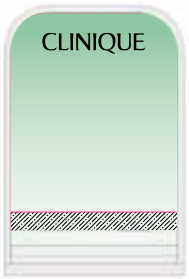
BASE GRAPHIC

Product Assortment

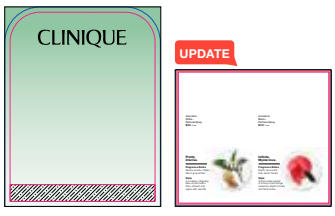
1 My Happy™: Cocoa & Cashmere
2 My Happy™: Indigo Mist
3 My Happy™: Cookies & Kisses
4 My Happy™: Baby Bouquet
5 My Happy™: Peony Picnic

Generic Fragrance Unit (JULY '24 OCD)

Generic/Aromatics 100ml Black & White
Unit Generic PPK Code: **V8SX-60 (Belk + NDS Only)**
Aromatics Graphic Code: **VG02-70 (Belk Only)**
Generic Visual PPK Code: **VAZY-70 (Nordstrom Only)**



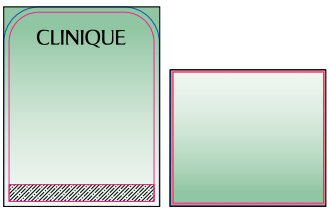
FRONT VIEW



Aromatics Graphic Code: VG02-70
(Belk Only) JULY OCD

Product Assortment

1 Aromatics White™ Perfume Spray
2 Aromatics Black™ Perfume Spray



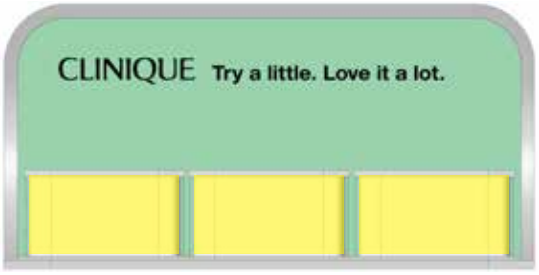
Generic Visual PPK Code: **VAZY-70**
(Nordstrom Only)

Product Assortment

1 Feature any Happy Fragrance

Minis Unit

New Unit Code: VCHN-60
Doors: **Select Doors (strategy varies)**



Minis Unit
(SELECT DOORS ONLY - DILLARD'S, BOSCOV'S, BELK, MACY'S)
Full Unit Code: VCHN-60

***NOTE:** Extra bins shipping to select doors for towers. Minis units should be placed on cashwrap. Boscov's minis unit will live away from counter for recruitment. More information on merchandising strategy to follow.

BIN GRAPHIC PLACEMENT

Individual Bins
(SELECT DOORS ONLY - VON MAUR, BELK, MACY'S)
Extra Bin Code: VCHM-60

HONEY OPTION **(FEBRUARY OCD)**

PLEASE KEEP EXISTING RISERS

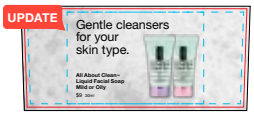
Chubby + Honey Option
Riser + Bin Graphic Update
Code: VHYW-70 **RESERVES SHIPPING DIRECT TO DOOR**
Doors: **SD**

BIN CARDS (GRAPHICS)

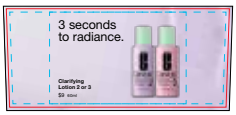
PPK Code: VG0T-70 **JULY '25 UPDATE**

Moisture Surge™ 100H

DDML+ or DDMG

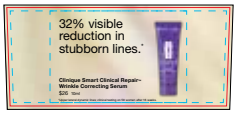


All About Clean™ Liquid Facial Soap (Mild)
Update Code: VHPA-70
FEBRUARY UPDATE



Clarifying Lotion 2 or 3

Take The Day Off™ Cleansing Balm

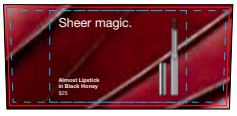


Smart™ Clinical Repair Wrinkle Correcting Serum

High Impact™ Mascara

Take The Day Off™ Makeup Remover

Acne Solutions™ Clinical Clearing Gel

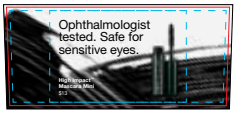


Almost Lipstick in Black Honey

High Impact™ Eyeliner

7 Day Scrub

All About Clean™ Rinse-Off Foaming Cleanser



High Impact™ Mascara Mini

Lash Building Primer

High Impact High-Fi™ Mascara

Clinique For Men Unit

Doors: **FD RD**

FULL DOOR ASSORTMENT

Overview

Full Doors Graphic
SRP Update PPK Code: VHP3-70 **FEB OCD**

Top View

Main Platform

Drawer Level

Main Platform Products

1 Charcoal Face Wash
2 Face Scrub
3 Aloe Shave Gel
4 Post-Shave Soother
5 Moisturizing Lotion
6 Oil-Free Moisturizer
7 Broad Spectrum SPF 21 Moisturizer
8 Anti-Age Moisturizer
9 Super Energizer Anti-Fatigue Hydrating Concentrate SPF 25
10 Maximum Hydrator Activated Water-Gel Concentrate
11 Maximum Hydrator 72-Hour Auto-Replenishing Hydrator

Drawer Level Products

12 Face Wash
13 Face Wash Oily Skin Formula
14 Cream Shave
15 Face Bronzer
16 Exfoliating Tonic
Oil-Control Exfoliating Tonic
17 Anti-Age Eye Cream
18 Super Energizer Anti-Fatigue Depuffing Eye Gel

REDUCED DOOR ASSORTMENT

Overview

Reduced Door Graphic
SRP Update PPK Code: VHP4-70 **FEB OCD**

Top View

Main Platform

Drawer Level

Main Platform Products

1 Charcoal Face Wash
2 Face Scrub
3 Aloe Shave Gel
4 Oil-Free Moisturizer
5 Broad Spectrum SPF 21 Moisturizer
6 Maximum Hydrator Activated Water-Gel Concentrate
7 Maximum Hydrator 72-Hour Auto-Replenishing Hydrator

Drawer Level Products

8 Exfoliating Tonic
9 Post-Shave Soother
10 Cream Shave
11 Face Wash
12 Oil-Control Exfoliating Tonic
13 Moisturizing Lotion
14 Anti-Age Eye Cream

Treatment Bar

Full & Reduced Doors

Pink slash indicates not updating, DO NOT THROW OUT

- July Update

Bay 1 Unit **Bay 2 Unit** **Bay 3 Unit**

UPDATES TO

- February Update

Bay 1 Unit **Bay 2 Unit** **Bay 3 Unit**

Treatment Bar - Bay 1 UPDATES

Full & Reduced Doors **FEBRUARY UPDATE**

Header Code: **VG1N-70** | Claim Post Code: **VC1L-70** Poles Code: **VAY8-60**
SRP Update PPK Code: VHJH-70 **FEB OCD**

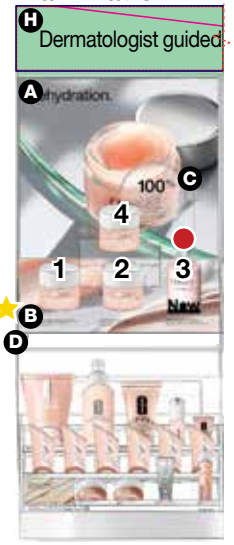
LEGEND:

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

Pink slash indicates not updating, DO NOT THROW OUT

PRODUCT ASSORTMENT

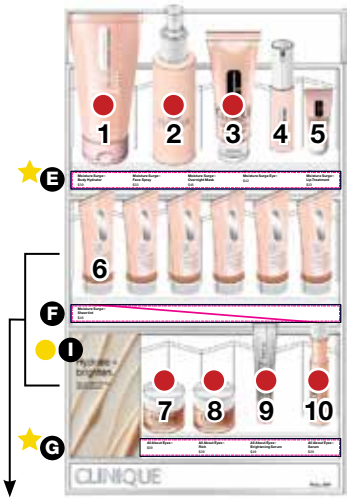
Main Platform



Main Platform Products

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

Drawer Level



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

Drawer Level Products

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

GRAPHICS

Main Platform Graphics

Riser Wall Header Graphic

Main Platform Base Graphic

Magnifier Graphic

Drawer Comm Box

Communication Bands

Pink slash indicates not updating, DO NOT THROW OUT

★ E

Moisture Surge™ Body Hydrator $39	**Moisture Surge™ Face Spray** $33	**Moisture Surge™ Overnight Mask** $46	**Moisture Surge Eye™** $42	**Moisture Surge™ Lip Treatment** $23

F

Moisture Surge™ Sheertint $46

★ G

All About Eyes™ $39	**All About Eyes™ Rich** $39	**All About Eyes™ Brightening Serum** $49	**All About Eyes™ Serum** $39

Treatment Bar - Bay 2 UPDATES

Full & Reduced Doors **FEBRUARY UPDATE**

Header Code: VG1N-70 | Claim Post Code: VC1L-70 Poles Code: VAY8-60
SRP Update PPK Code: VHJH-70 **FEB OCD**

LEGEND:

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

Pink slash indicates not updating, DO NOT THROW OUT

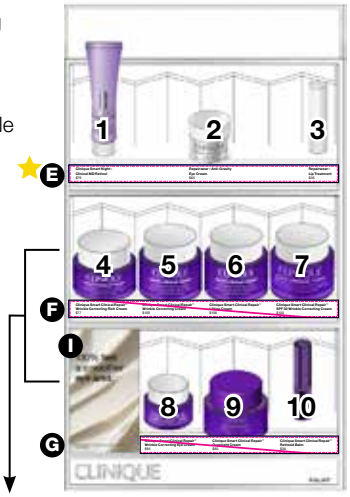
PRODUCT ASSORTMENT

Main Platform

Main Platform Products

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

Drawer Level



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

Drawer Level Products

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

GRAPHICS

Main Platform Graphics

A

Riser Wall Header Graphic

B

Main Platform Base Graphic

C

Magnifier Graphic

I

Drawer Comm Box

Communication Bands

Pink slash indicates not updating, DO NOT THROW OUT

★ E

Clinique Smart Night™ Clinical MD Retinol $79	**Repairwear™ Anti-Gravity Eye Cream** $65	**Repairwear™ Lip Treatment** $36

F

Clinique Smart Clinical Repair™ Wrinkle Correcting Rich Cream $77	**Clinique Smart Clinical Repair™ Wrinkle Correcting Cream** $100	**Clinique Smart Clinical Repair™ Lifting Cream** $106	**Clinique Smart Clinical Repair™ SPF 30 Wrinkle Correcting Cream** $100

G

Clinique Smart Clinical Repair™ Wrinkle Correcting Eye Cream $65	**Clinique Smart Clinical Repair™ Overnight Cream** $80	**Clinique Smart Clinical Repair™ Retinoid Balm** $36

Treatment Bar - Bay 3 UPDATES

Full & Reduced Doors **FEBRUARY UPDATE**

Header Code: **VG1N-70** | Claim Post Code: **VC1L-70** Poles Code: **VAY8-60**
SRP Update PPK Code: VHJH-70 **FEB OCD**

LEGEND:

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

Pink slash indicates not updating, DO NOT THROW OUT

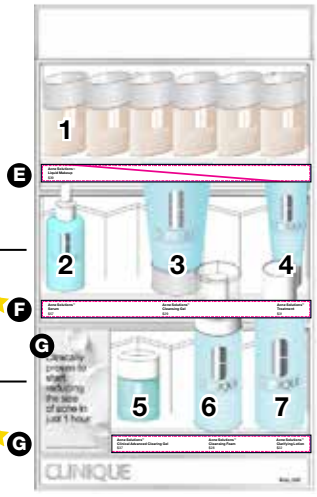
PRODUCT ASSORTMENT

Main Platform

Main Platform Products

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

Drawer Level



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

Drawer Level Products

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

GRAPHICS

Main Platform Graphics

A

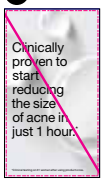
Riser Wall Header Graphic

B

Main Platform Base Graphic

C

Magnifier Graphic

G


Drawer Comm Box

Communication Bands

Pink slash indicates not updating, DO NOT THROW OUT

E
Acne Solutions™ Liquid Makeup
$39

★ F
Acne Solutions™ Serum $57
Acne Solutions™ Cleansing Gel $29
Acne Solutions™ Treatment $31

★ G
Acne Solutions™ Clinical Advanced Clearing Gel $37
Acne Solutions™ Cleansing Foam $28
Acne Solutions™ Clarifying Lotion $22

Cleanser Bar

Full & Reduced Doors

Pink slash indicates not updating, DO NOT THROW OUT

- July Update

Bay 1 Unit **Bay 2 Unit** **Bay 3 Unit**

UPDATES TO

- February Update

Bay 1 Unit **Bay 2 Unit** **Bay 3 Unit**

Cleanser Bar - Bay 1 UPDATES

Full & Reduced Doors **FEBRUARY UPDATE**

Header Code: VG1M-70 | Claim Post Code: VC1L-70 Poles Code: VAY8-60
SRP Update PPK Code: VHJH-70 **FEB OCD**

LEGEND:

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

Pink slash indicates not updating, DO NOT THROW OUT

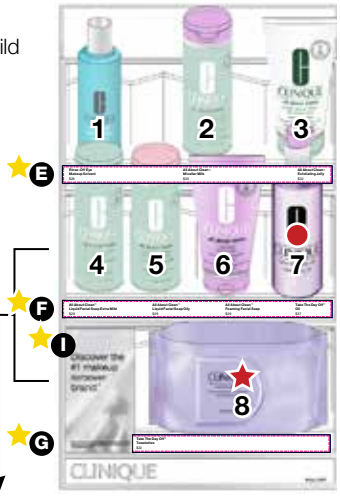
PRODUCT ASSORTMENT

Main Platform

Main Platform Products

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

Drawer Level



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

Drawer Level Products

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

GRAPHICS

Main Platform Graphics

Riser Wall Header Graphic

Main Platform Base Graphic

Top Hero Platform Graphic

Drawer Comm Box

Communication Bands

Pink slash indicates not updating, DO NOT THROW OUT

★ E

Rinse-Off Eye Makeup Solvent $26	**All About Clean™ Micellar Milk** $30	**All About Clean™ Exfoliating Jelly** $32

★ F

All About Clean™ Liquid Facial Soap Extra Mild $29	**All About Clean™ Liquid Facial Soap Oily** $29	**All About Clean™ Foaming Facial Soap** $29	**Take The Day Off™ Oil** $37

★ G

Take The Day Off™ Towelettes
$22

Cleanser Bar - Bay 2 UPDATES

Full & Reduced Doors **FEBRUARY UPDATE**

Header Code: VG1M-70 | Claim Post Code: VC1L-70 Poles Code: VAY8-60
SRP Update PPK Code: VHJH-70 **FEB OCD**

LEGEND:

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

Pink slash indicates not updating, DO NOT THROW OUT

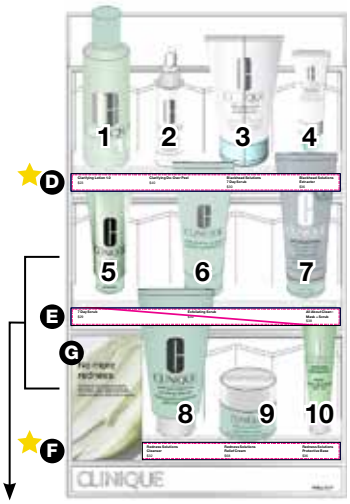
PRODUCT ASSORTMENT

Main Platform

Main Platform Products

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

Drawer Level



Drawer Level Products

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

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

GRAPHICS

Main Platform Graphics

Riser Wall Header Graphic

Main Platform Base Graphic

Drawer Comm Box

Communication Bands

Pink slash indicates not updating, DO NOT THROW OUT

★ D	**Clarifying Lotion 1.0** $23	**Clarifying Do-Over Peel** $40	**Blackhead Solutions 7 Day Scrub** $30	**Blackhead Solutions Extractor** $36
E	**7 Day Scrub** $29	**Exfoliating Scrub** $30	**All About Clean™ Mask + Scrub** $38	
★ F	**Redness Solutions Cleanser** $32	**Redness Solutions Relief Cream** $68	**Redness Solutions Protective Base** $36	

Cleanser Bar - Bay 3 UPDATES

Full & Reduced Doors **FEBRUARY UPDATE**

Header Code: VG1M-70 | Claim Post Code: VC1L-70 Poles Code: VAY8-60
SRP Update PPK Code: VHJH-70 **FEB OCD**

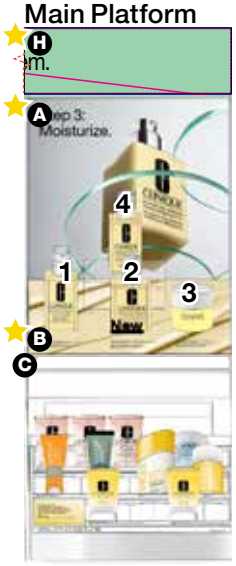
LEGEND:

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

Pink slash indicates not updating, DO NOT THROW OUT

PRODUCT ASSORTMENT

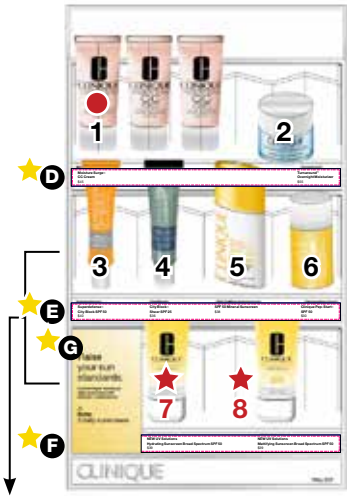
Main Platform



Main Platform Products

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

Drawer Level



Drawer Level Products

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

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

GRAPHICS

Main Platform Graphics

Riser Wall Header Graphic

Main Platform Base Graphic

Drawer Comm Box

Communication Bands

Pink slash indicates not updating, DO NOT THROW OUT

D

Moisture Surge™ CC Cream $45	**Turnaround™ Overnight Moisturizer** $55

E

Superdefense™ City Block SPF 50 $40	**City Block™ Sheer SPF 25** $36	**SPF 50 Mineral Sunscreen** $38	**Clinique Pep-Start™ SPF 50** $30

F

NEW UV Solutions Hydrating Sunscreen Broad Spectrum SPF 50 $39	**NEW UV Solutions Mattifying Sunscreen Broad Spectrum SPF 50** $39

Specialty Treatment Bar

Specialty Doors

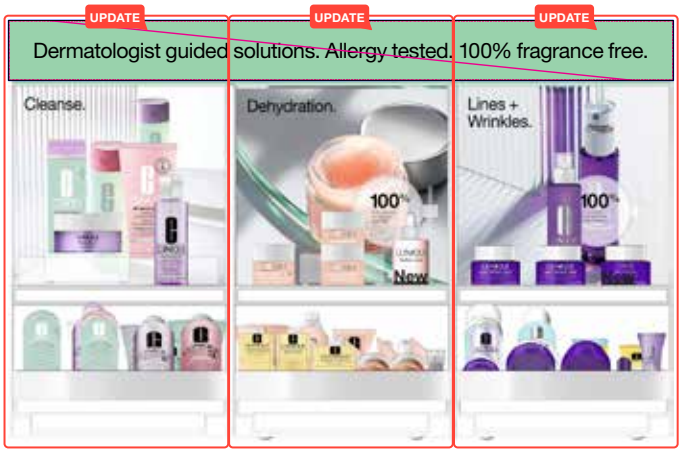
Pink slash indicates not updating, DO NOT THROW OUT

- July Update

Bay 1 Unit Bay 2 Unit Bay 3 Unit

UPDATES TO

- February Update



Bay 1 Unit Bay 2 Unit Bay 3 Unit

Specialty Treatment Bar - Bay 1 UPDATES

Specialty Doors **FEBRUARY UPDATE**

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

LEGEND:

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

Pink slash indicates not updating, DO NOT THROW OUT

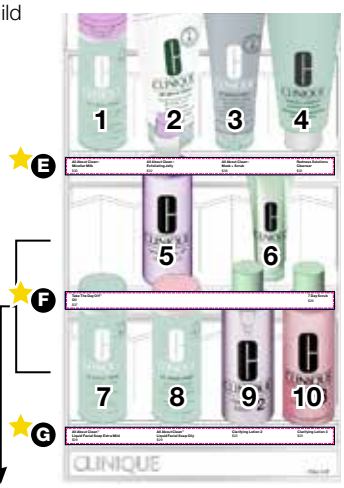
PRODUCT ASSORTMENT

Main Platform

Main Platform Products

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

Drawer Level



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

Drawer Level Products

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

GRAPHICS

Main Platform Graphics

A

Riser Wall Header Graphic

B

Main Platform Base Graphic

★C

Top Hero Platform Graphic

Communication Bands

Pink slash indicates not updating, DO NOT THROW OUT

★E

All About Clean™ Micellar Milk $30	**All About Clean™ Exfoliating Jelly** $32	**All About Clean™ Mask + Scrub** $38	**Redness Solutions Cleanser** $32

★F

Take The Day Off™ Oil $37	**7 Day Scrub** $29

★G

All About Clean™ Liquid Facial Soap Extra Mild $29	**All About Clean™ Liquid Facial Soap Oily** $29	**Clarifying Lotion 2** $23	**Clarifying Lotion 3** $23

LEGEND:

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

Pink slash indicates not updating, DO NOT THROW OUT

Specialty Treatment Bar - Bay 2 UPDATES

Specialty Doors **FEBRUARY UPDATE**

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

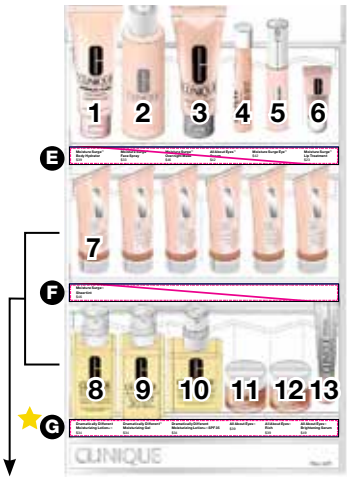
PRODUCT ASSORTMENT

Main Platform

Main Platform Products

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

Drawer Level



Drawer Level Products

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

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

GRAPHICS

Main Platform Graphics

Riser Wall Header Graphic

Main Platform Base Graphic

Magnifier Graphic

Communication Bands

Pink slash indicates not updating, DO NOT THROW OUT

E

Moisture Surge™ Body Hydrator	Moisture Surge™ Face Spray	Moisture Surge™ Overnight Mask	All About Eyes™ Serum	Moisture Surge Eye™	Moisture Surge™ Lip Treatment
$39	$33	$46	$42	$42	$23

F

Moisture Surge™ Sheertint
$46

★ G

Dramatically Different Moisturizing Lotion+™	Dramatically Different™ Moisturizing Gel	Dramatically Different Moisturizing Lotion+™ SPF 35	All About Eyes™	All About Eyes™ Rich	All About Eyes™ Brightening Serum
$34	$34	$34	$39	$39	$49

Specialty Treatment Bar - Bay 3 UPDATES

Specialty Doors **FEBRUARY UPDATE**

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

LEGEND:

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

Pink slash indicates not updating, DO NOT THROW OUT

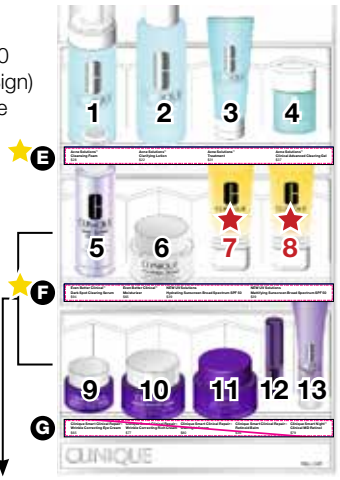
PRODUCT ASSORTMENT

Main Platform

Main Platform Products

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

Drawer Level



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

Drawer Level Products

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

GRAPHICS

Main Platform Graphics

A

Riser Wall Header Graphic

B

Main Platform Base Graphic

C

Magnifier Graphic

Communication Bands

Pink slash indicates not updating, DO NOT THROW OUT

★ E

Acne Solutions™ Cleansing Foam	Acne Solutions™ Clarifying Lotion	Acne Solutions™ Treatment	Acne Solutions™ Clinical Advanced Clearing Gel
$28	$22	$31	$37

★ F

Even Better Clinical™ Dark Spot Clearing Serum	Even Better Clinical™ Moisturizer	NEW UV Solutions Hydrating Sunscreen Broad Spectrum SPF 50	NEW UV Solutions Mattifying Sunscreen Broad Spectrum SPF 50
$94	$65	$39	$39

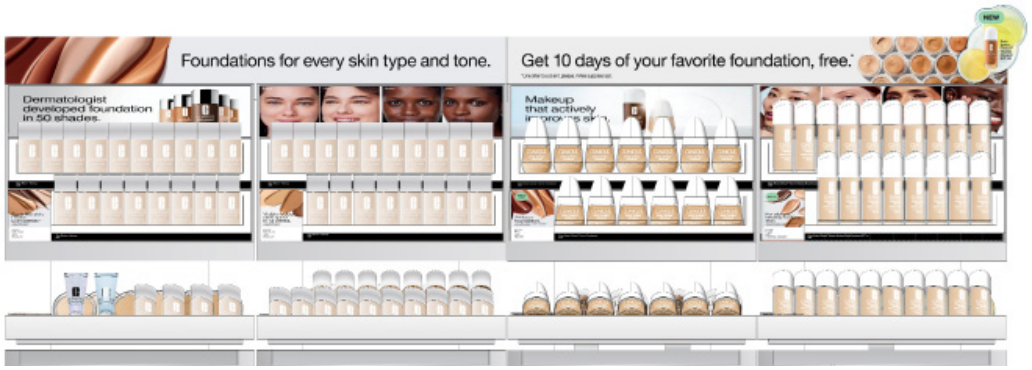
G

Clinique Smart Clinical Repair™ Wrinkle Correcting Eye Cream	Clinique Smart Clinical Repair™ Wrinkle Correcting Rich Cream	Clinique Smart Clinical Repair™ Overnight Cream	Clinique Smart Clinical Repair™ Retinoid Balm	Clinique Smart Night™ Clinical MD Retinol
$65	$77	$80	$56	$79

Face Units UPDATE

Full Doors

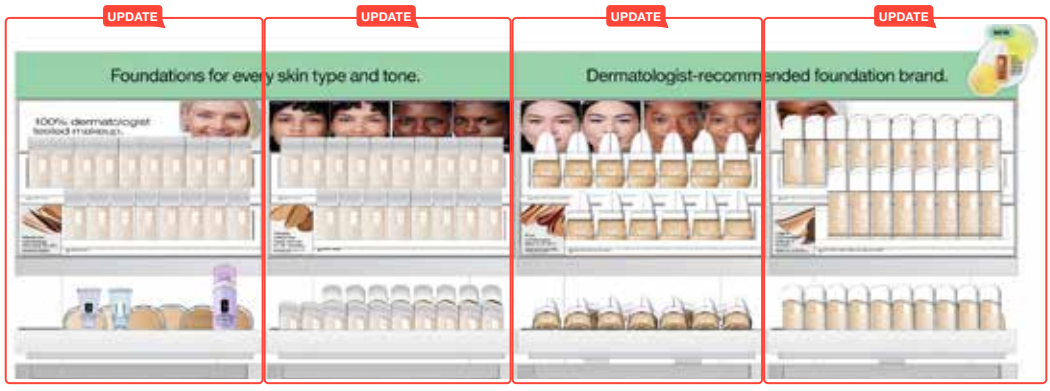
- May Update



Bay 1 Unit | Bay 2 Unit | Bay 3 Unit | Bay 4 Unit

UPDATES TO

- July Update



Bay 1 Unit | Bay 2 Unit | Bay 3 Unit | Bay 4 Unit

LEGEND:

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

Pink slash indicates not updating, DO NOT THROW OUT

Face Unit - Bay 1

Full Doors
Foundation Bar Header (Bays 1 & 2) Code: **VG11-70** | Locator Code: **VGGA-60**
SRP Update Code: **VG14-70** | Model Header Code: **VG1G-70**

Top Level
ROWS

Top Level Products

H ★ NEW **UNIT HEADER**

1 ★ NEW **BAY HEADER GRAPHIC**

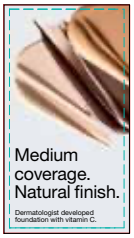
2 Even Better™ Makeup (10)

3 ★ NEW **COMMUNICATION BOX**
Even Better™ Makeup (8)

* Feature Best-Selling shades relevant to the client base in your store but show shade range.
* Merchandise shades from Light to Dark or Dark to Light based on client base.

Top Level Graphics

★ 1



★ 3

Drawer Level
ROWS

Drawer Level Products

4 ★ NEW **COMMUNICATION BOX**
Stay-Matte Sheer Pressed Powder (5)
Stay-Matte Universal Blotting Powder (1)

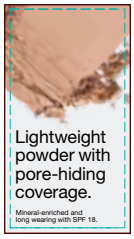
5 ★ NEW **COMMUNICATION BOX**
Almost Powder Makeup Broad Spectrum SPF 18 (6)

6 ★ NEW **COMMUNICATION BOX**
★ NEW **COMMUNICATION BOX**
Light Reflecting Primer (1)
Pore Defying Primer (1)
★ **NEW** Set the Day Makeup Setting Spray (1)

* Feature Best-Selling shades relevant to the client base in your store but show shade range.
* Merchandise shades from Light to Dark or Dark to Light based on client base.

Drawer Level Graphics

★ 4



★ 5

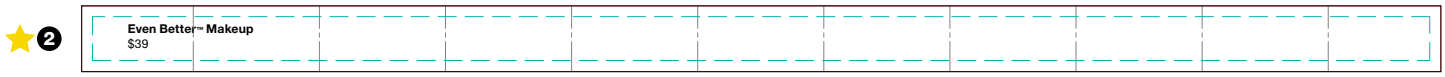
★ 6

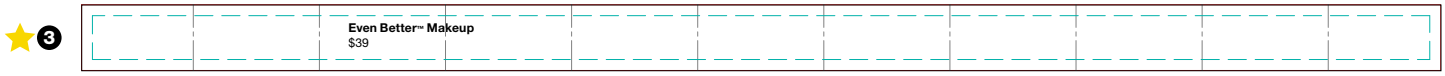
★ 6

Pink slash indicates not updating, DO NOT THROW OUT

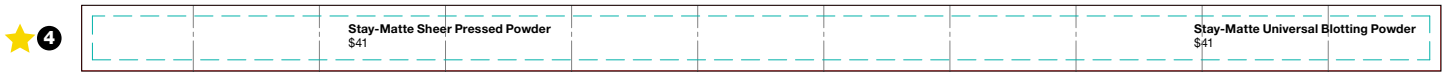
Communication Bands

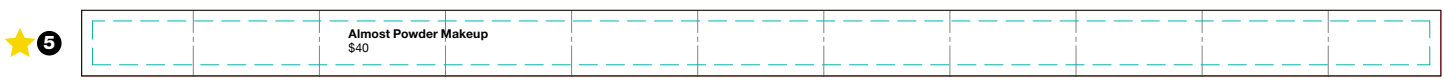
ROWS — TOP LEVEL

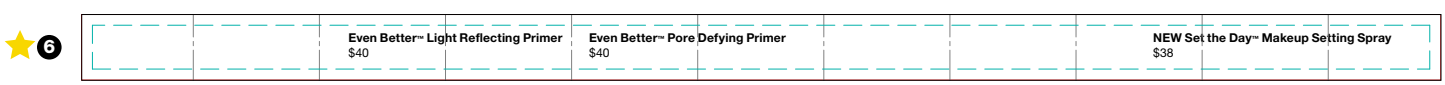




DRAWER LEVEL







LEGEND:

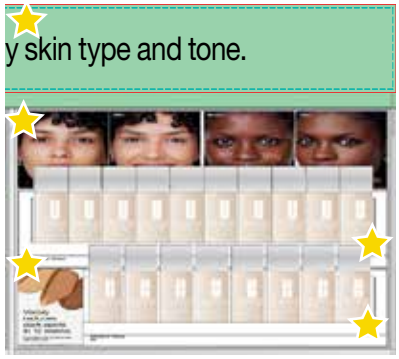
New	Updated/ Moved	
★	●	Locator/Comm Box/Component
★	●	Product/Shade
★	●	Visual/Price Tag/Front Band

Pink slash indicates not updating, DO NOT THROW OUT

Face Unit - Bay 2

Full Doors
Foundation Bar Header (Bays 1 & 2) Code: VG11-70 | Locator Code: VGGA-60
SRP Update Code: VG14-70 | Model Header Code: VG1G-70

Top Level
ROWS



Top Level Products

H ★ NEW **UNIT HEADER**

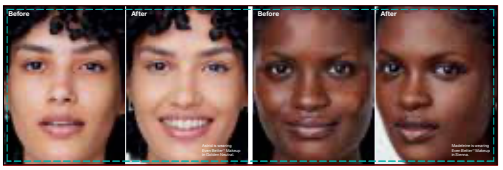
1 ★ NEW **BAY HEADER GRAPHIC**

2 Even Better™ Makeup (10)

3 ★ NEW **COMMUNICATION BOX**
Even Better™ Makeup (8)

* Feature Best-Selling shades relevant to the client base in your store but show shade range.
* Merchandise shades from Light to Dark or Dark to Light based on client base.

Top Level Graphics



★ 1

★ 3

Drawer Level
ROWS

Drawer Level Products

4 ★ NEW **COMMUNICATION BOX**
Beyond Perfecting Powder Foundation + Concealer (8)

5 ★ NEW **COMMUNICATION BOX**
Beyond Perfecting Powder Foundation + Concealer (8)

6 Even Better™ Makeup (10)

* Feature Best-Selling shades relevant to the client based in your store but show shade range.
* Merchandise shades from Light to Dark or Dark to Light based on client base.

Drawer Level Graphics

★ 4

★ 5

Communication Bands

Pink slash indicates not updating, DO NOT THROW OUT

ROWS — TOP LEVEL

★ 2 — Even Better™ Makeup $39

★ 3 — Even Better™ Makeup $39

DRAWER LEVEL

★ 4 — Beyond Perfecting™ Powder $40

★ 5 — Beyond Perfecting™ Foundation + Concealer $40

★ 6 — Even Better™ Makeup $39

Face Unit - Bay 3

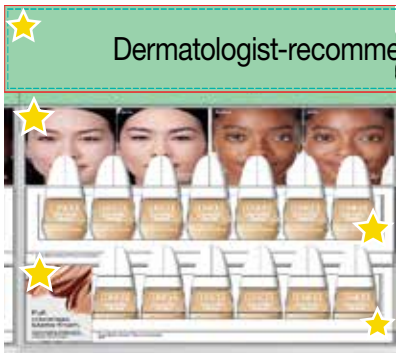
Full Doors
Foundation Bar Header (Bays 3 & 4) Code: VG1F-70 | Locator Code: VGGA-60
SRP Update Code: VG14-70 | Model Header Code: VG1G-70

LEGEND:

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

Pink slash indicates not updating, DO NOT THROW OUT

Top Level
ROWS



Top Level Products

H ★ NEW **UNIT HEADER**

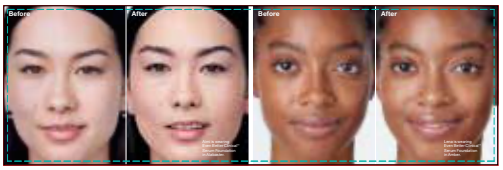
1 ★ NEW **BAY HEADER GRAPHIC**

2 Even Better Clinical™ Foundation (7)

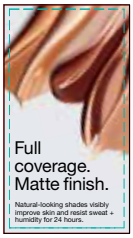
3 ★ NEW **COMMUNICATION BOX**
Even Better Clinical™ Foundation (6)

* Merchandise shades from Light to Dark or Dark to Light based on client base.
* Feature Best-Selling shades relevant to the client based in your store but show shade range.

Top Level Graphics

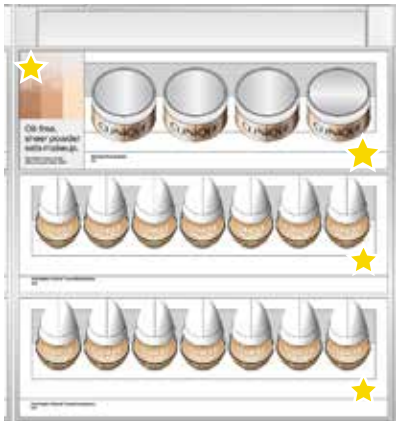


★ 1



★ 3

Drawer Level
ROWS



Drawer Level Products

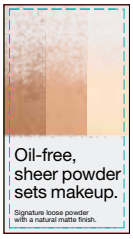
4 ★ NEW **COMMUNICATION BOX**
Blended Face Powder (4)

5 Even Better Clinical™ Foundation (7)

6 Even Better Clinical™ Foundation (7)

* Merchandise shades from Light to Dark or Dark to Light based on client base.

Drawer Level Graphics



★ 4

Communication Bands

Pink slash indicates not updating, DO NOT THROW OUT

ROWS — TOP LEVEL

★ 2 — Even Better Clinical™ Serum Foundation $48

★ 3 — Even Better Clinical™ Serum Foundation $48

DRAWER LEVEL

★ 4 — Blended Face Powder $37

★ 5 — Even Better Clinical™ Serum Foundation $48

★ 6 — Even Better Clinical™ Serum Foundation $48

LEGEND:

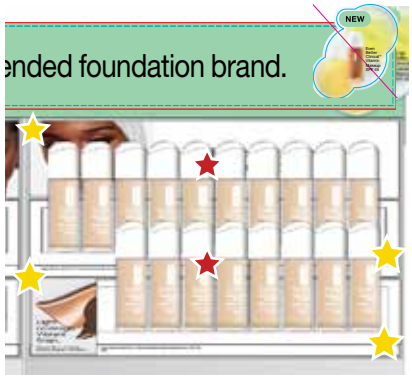
New	Updated/ Moved	
★	●	Locator/Comm Box/Component
★	●	Product/Shade
★	●	Visual/Price Tag/Front Band

Pink slash indicates not updating, DO NOT THROW OUT

Face Unit - Bay 4

Full Doors
Foundation Bar Header (Bays 3 & 4) Code: VG1F-70 | Locator Code: VGGA-60
SRP Update Code: VG14-70 | Model Header Code: VG1G-70

Top Level
ROWS



Top Level Products

H ★ NEW **UNIT HEADER**

B **EBCVM BOING**

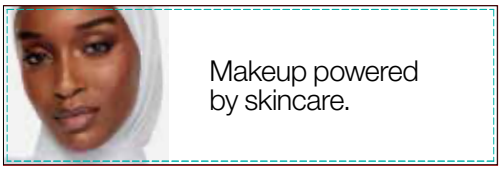
1 ★ NEW **BAY HEADER GRAPHIC**

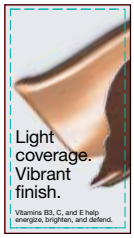
2 Even Better Clinical™ Vitamin Makeup Broad Spectrum SPF 45 (10)

3 ★ NEW **COMMUNICATION BOX**
Even Better Clinical™ Vitamin Makeup Broad Spectrum SPF 45 (8)

* Merchandise shades from Light to Dark or Dark to Light based on client base.
* Feature Best-Selling shades relevant to the client based in your store but show shade range.

Top Level Graphics





★ 1

B

★ 3

Drawer Level
ROWS

Drawer Level Products

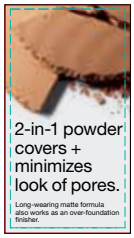
4 ★ NEW **COMMUNICATION BOX**
Superpowder Double Face Makeup (6)

5 ★ NEW **XL COMMUNICATION BOX**
True Highlight™ Weightless Illuminator (4)

6 Even Better Clinical™ Vitamin Makeup Broad Spectrum SPF 45 (10)

* Merchandise shades from Light to Dark or Dark to Light based on client base.

Drawer Level Graphics



★ 5

★ 4

Communication Bands

Pink slash indicates not updating, DO NOT THROW OUT

ROWS — TOP LEVEL

★ 2 **Even Better Clinical™ Vitamin Makeup Broad Spectrum SPF 45** $48

★ 3 **Even Better Clinical™ Vitamin Makeup Broad Spectrum SPF 45** $48

DRAWER LEVEL

★ 4 **Superpowder Double Face Makeup** $40

★ 5 **True Highlight™** $44

★ 6 **Even Better Clinical™ Vitamin Makeup Broad Spectrum SPF 45** $48

Face Units

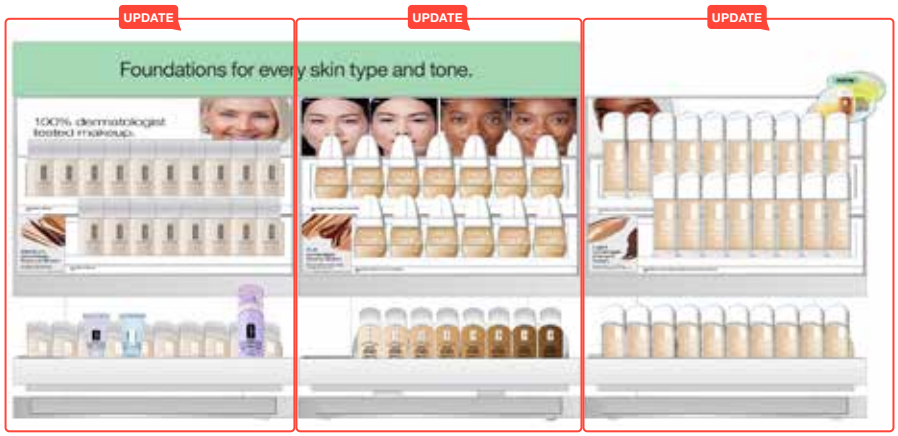
Reduced Doors

- May Update

Bay 1 Unit **Bay 2 Unit** **Bay 3 Unit**

UPDATES TO

- July Update



Bay 1 Unit **Bay 2 Unit** **Bay 3 Unit**

LEGEND:

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

Pink slash indicates not updating, DO NOT THROW OUT

Face Unit - Bay 1

Reduced Doors
Foundation Bar Header (Bays 1 & 2) Code: VG11-70 | Locator Code: VGG9-60
SRP Update Code: VG13-70 | Model Header Code: VG1G-70

Top Level
ROWS

Top Level Products

H ★ NEW **UNIT HEADER**

1 ★ NEW **BAY HEADER GRAPHIC**

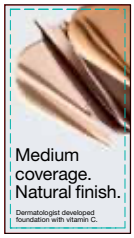
2 Even Better™ Makeup (10)

3 ★ NEW **COMMUNICATION BOX**
Even Better™ Makeup (8)

* Feature Best-Selling shades relevant to the client base in your store but show shade range.
* Merchandise shades from Light to Dark or Dark to Light based on client base.

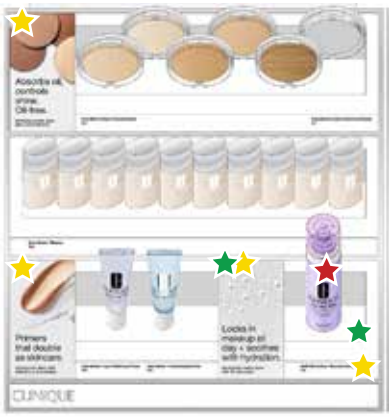
Top Level Graphics

★ 1



★ 3

Drawer Level
ROWS



Drawer Level Products

4 ★ NEW **COMMUNICATION BOX**
Stay Matte Pressed Powder (5)
Stay Matte Universal Blotting Powder (1)

5 Even Better™ Makeup (10)

6 ★ NEW **COMMUNICATION BOX**
★ NEW **COMMUNICATION BOX**
Light Reflecting Primer (1)
Pore Defying Primer (1)
★ **NEW** Set the Day Makeup Setting Spray (1)

* Feature Best-Selling shades relevant to the client base in your store but show shade range.
* Merchandise shades from Light to Dark or Dark to Light based on client base.

Drawer Level Graphics

★ 4

★ 6

★ 6

Communication Bands

Pink slash indicates not updating, DO NOT THROW OUT

ROWS — TOP LEVEL

★ 2 — Even Better™ Makeup $39

★ 3 — Even Better™ Makeup $39

DRAWER LEVEL

★ 4 — Stay-Matte Sheer Pressed Powder $41 | Stay-Matte Universal Blotting Powder $41

★ 5 — Even Better™ Makeup $39

★ 6 — Even Better™ Light Reflecting Primer $40 | Even Better™ Pore Defying Primer $40 | NEW Set the Day™ Makeup Setting Spray $38

Face Unit - Bay 2

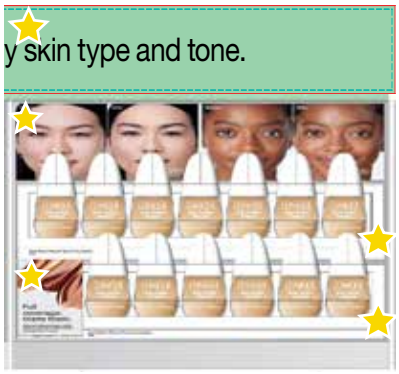
Reduced Doors
Foundation Bar Header (Bays 1 & 2) Code: VG11-70 | Locator Code: VGG9-60
SRP Update Code: VG13-70 | Model Header Code: VG1G-70

LEGEND:

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

Pink slash indicates not updating, DO NOT THROW OUT

Top Level
ROWS



Top Level Products

H ★ NEW **UNIT HEADER**

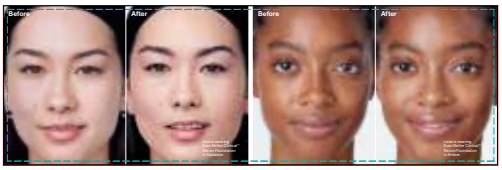
1 ★ NEW **BAY HEADER GRAPHIC**

2 Even Better Clinical™ Foundation (7)

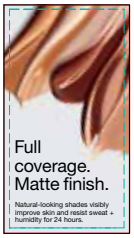
3 ★ NEW **COMMUNICATION BOX**
Even Better Clinical™ Foundation (6)

* Feature Best-Selling shades relevant to the client base in your store but show shade range.
* Merchandise shades from Light to Dark or Dark to Light based on client base.

Top Level Graphics



★ 1



★ 3

Drawer Level
ROWS

Drawer Level Products

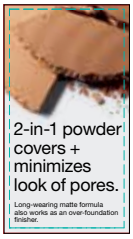
4 ★ NEW **COMMUNICATION BOX**
Superpowder Double Face Makeup (6)

5 ★ NEW **COMMUNICATION BOX**
Beyond Perfecting™ Powder Foundation+ Concealer (8)

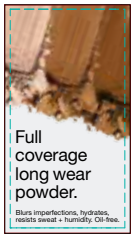
6 ★ NEW **COMMUNICATION BOX**
Beyond Perfecting™ Foundation+ Concealer (8)

* Feature Best-Selling shades relevant to the client base in your store but show shade range.
* Merchandise shades from Light to Dark or Dark to Light based on client base.

Drawer Level Graphics



★ 4



★ 5

★ 6

Communication Bands

Pink slash indicates not updating, DO NOT THROW OUT

ROWS — TOP LEVEL

★ 2 **Even Better Clinical™ Serum Foundation** $48

★ 3 **Even Better Clinical™ Serum Foundation** $48

DRAWER LEVEL

★ 4 **Superpowder Double Face Makeup** $40

★ 5 **Beyond Perfecting™ Powder** $40

★ 6 **Beyond Perfecting™ Foundation + Concealer** $40

Face Unit - Bay 3

Reduced Doors
Foundation Bar Header (Bays 1 & 2) Code: VG11-70 | Locator Code: VGG9-60
SRP Update Code: VG13-70 | Model Header Code: VG1G-70

LEGEND:

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

Pink slash indicates not updating, DO NOT THROW OUT

Top Level
ROWS

Top Level Products

B **EBCVM BOING**

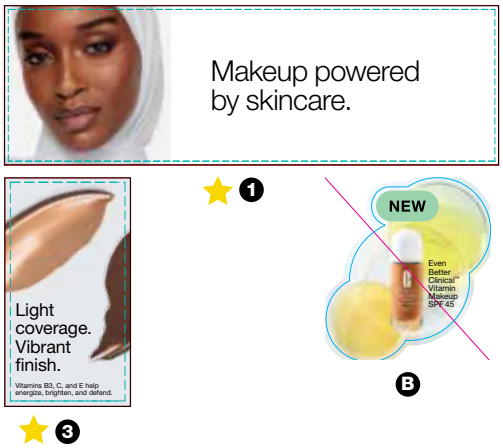
1 ★ NEW **BAY HEADER GRAPHIC**

2 Even Better Clinical™ Vitamin Makeup Broad Spectrum SPF 45 (10)

3 ★ NEW **COMMUNICATION BOX**
Even Better Clinical™ Vitamin Makeup Broad Spectrum SPF 45 (8)

* Feature Best-Selling shades relevant to the client base in your store but show shade range.
* Merchandise shades from Light to Dark or Dark to Light based on client base.

Top Level Graphics



Drawer Level
ROWS

Drawer Level Products

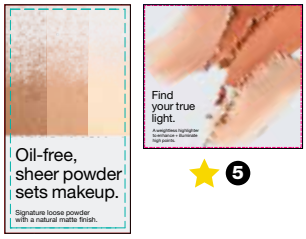
4 ★ NEW **COMMUNICATION BOX**
Blended Face Powder (4)

5 ★ NEW **XL COMMUNICATION BOX**
True Highlight Weightless Illuminator (4)

6 Even Better Clinical™ Vitamin Makeup Broad Spectrum SPF 45 (10)

* Feature Best-Selling shades relevant to the client base in your store but show shade range.
* Merchandise shades from Light to Dark or Dark to Light based on client base.

Drawer Level Graphics



Communication Bands

Pink slash indicates not updating, DO NOT THROW OUT

ROWS — TOP LEVEL

★2 **Even Better Clinical™ Vitamin Makeup Broad Spectrum SPF 45** $48

★3 **Even Better Clinical™ Vitamin Makeup Broad Spectrum SPF 45** $48

DRAWER LEVEL

★4 **Blended Face Powder** $37

★5 **True Highlight™** $44

★6 **Even Better Clinical™ Vitamin Makeup Broad Spectrum SPF 45** $48

Face Units

Specialty Doors

- May Update

Bay 1 Unit **Bay 2 Unit**

UPDATES TO

- July Update

Bay 1 Unit **Bay 2 Unit**

LEGEND:

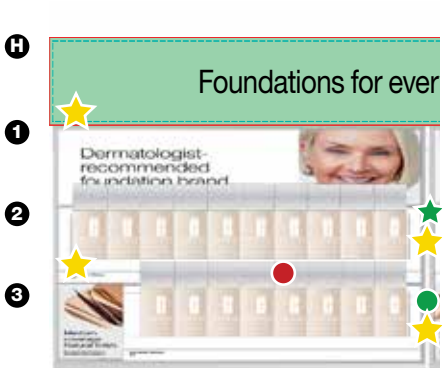
New	Updated/ Moved	
★	●	Locator/Comm Box/Component
★	●	Product/Shade
★	●	Visual/Price Tag/Front Band

Pink slash indicates not updating, DO NOT THROW OUT

Face Unit - Bay 1

Specialty Doors
Foundation Bar Header (Bays 1 & 2) Code: VG11-70 | Locator Code: VGG8-60
SRP Update Code: VG12-70 | Model Header Code: VG1G-70

Top Level
ROWS



Top Level Products

H ★ NEW **UNIT HEADER**

1 ★ NEW **BAY HEADER GRAPHIC**

2 Even Better™ Makeup (10)

3 ★ NEW **COMMUNICATION BOX**
Even Better™ Makeup (8)

* Feature Best-Selling shades relevant to the client base in your store but show shade range.
* Merchandise shades from Light to Dark or Dark to Light based on client base.

Top Level Graphics

★ 1

★ 2

Drawer Level
ROWS

Drawer Level Products

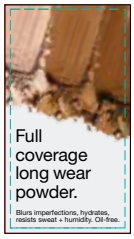
4 ★ NEW **COMMUNICATION BOX**
Beyond Perfecting™ Powder Foundation + Concealer (8)

5 ★ NEW **COMMUNICATION BOX**
Beyond Perfecting™ Powder Foundation + Concealer (8)

6 ★ NEW **COMMUNICATION BOX**
Even Better Clinical™ Serum Foundation (6)

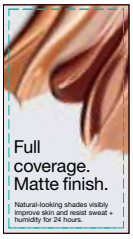
* Feature Best-Selling shades relevant to the client base in your store but show shade range.
* Merchandise shades from Light to Dark or Dark to Light based on client base.

Drawer Level Graphics



★ 4

★ 5

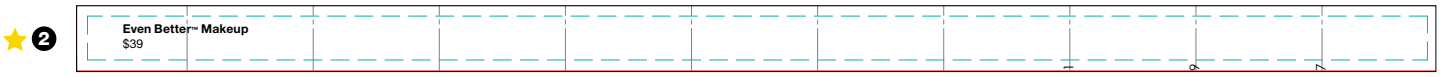


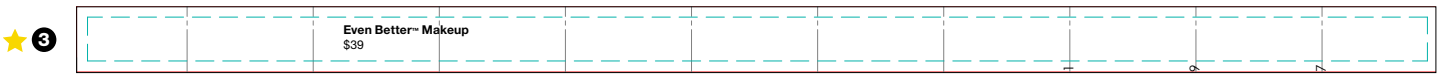
★ 6

Communication Bands

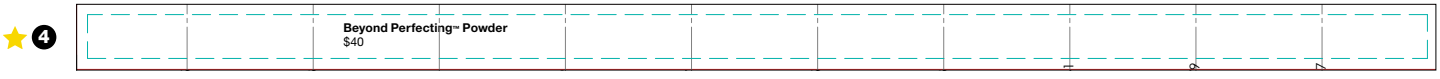
Pink slash indicates not updating, DO NOT THROW OUT

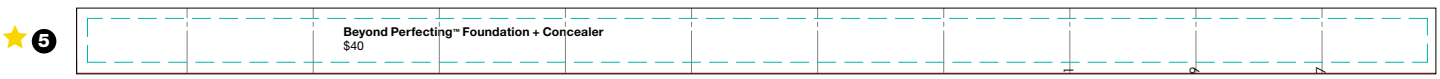
ROWS — TOP LEVEL

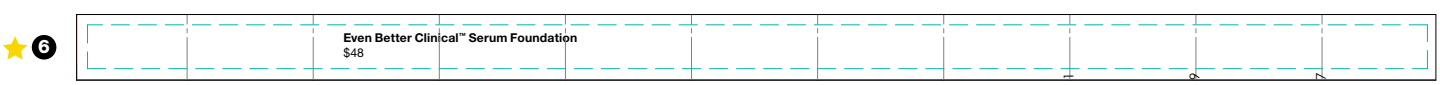




DRAWER LEVEL







Face Unit - Bay 2

Specialty Doors
Foundation Bar Header (Bays 1 & 2) Code: VG11-70 | Locator Code: VGG8-60
SRP Update Code: VG12-70 | Model Header Code: VG1G-70

LEGEND:

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

Pink slash indicates not updating, DO NOT THROW OUT

Top Level
ROWS

Top Level Products

H ★ NEW **UNIT HEADER**

B **EBCVM BOING**

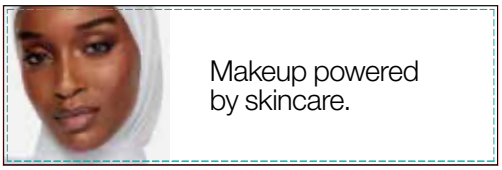
1 ★ NEW **BAY HEADER GRAPHIC**

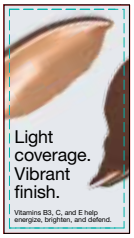
2 Even Better Clinical™ Vitamin Makeup Broad Spectrum SPF 45 (10)

3 ★ NEW **COMMUNICATION BOX**
Even Better Clinical™ Vitamin Makeup Broad Spectrum SPF 45 (8)

* Feature Best-Selling shades relevant to the client base in your store but show shade range.
* Merchandise shades from Light to Dark or Dark to Light based on client base.

Top Level Graphics





Drawer Level
ROWS

Drawer Level Products

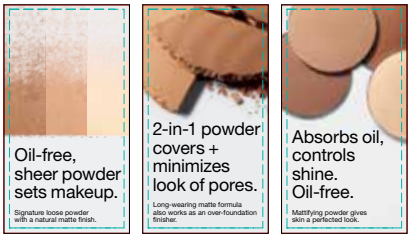
4 ★ NEW **COMMUNICATION BOX**
Blended Face Powder (4)

5 ★ NEW **COMMUNICATION BOX**
Superpowder Double Face Makeup (6)

6 ★ NEW **COMMUNICATION BOX**
Stay-Matte Sheer Pressed Powder (5
Stay-Matte Universal Blotting Powder (1)

* Feature Best-Selling shades relevant to the client base in your store but show shade range.
* Merchandise shades from Light to Dark or Dark to Light based on client base.

Drawer Level Graphics



Communication Bands

Pink slash indicates not updating, DO NOT THROW OUT

ROWS — TOP LEVEL

★2 **Even Better Clinical™ Vitamin Makeup Broad Spectrum SPF 45** $48

★3 **Even Better Clinical™ Vitamin Makeup Broad Spectrum SPF 45** $48

DRAWER LEVEL

★4 **Blended Face Powder** $37

★5 **Superpowder Double Face Makeup** $40

★6 **Stay-Matte Sheer Pressed Powder** $41 **Stay-Matte Universal Blotting Powder** $41

Lip & Cheek Units UPDATE

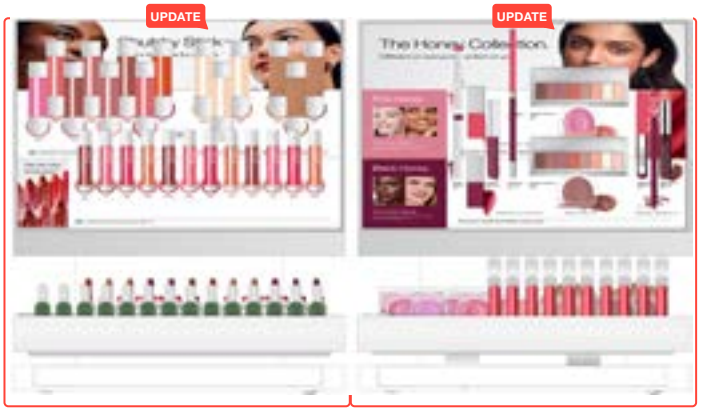
Full, Reduced, & Specialty Doors

- July Update

Bay 1 Unit Bay 2 Unit

UPDATES TO

- January Update



Bay 1 Unit Bay 2 Unit

LEGEND:

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

Pink slash indicates not updating, DO NOT THROW OUT

Lip & Cheek Unit - Bay 1 UPDATE

Full, Reduced, & Specialty Doors **JANUARY UPDATE**

Graphic Update Code: VHKE-60 **FEBRUARY OCD**
Locator Code: **VGG7-60** | Model Header Code: **VG0G-70**

Top Level
ROWS

Top Level Products

1 ★NEW **BAY HEADER GRAPHIC**

2 ★NEW **LOCATOR GRAPHIC**
★ **NEW** Chubby Stick™ Cheek Colour Balm (8)
★ **NEW** Chubby Stick™ Sculpting Highlight (3)
★ **NEW** Chubby Stick™ Sculpting Contour (3)

3 ★ NEW **LOCATOR GRAPHIC**
★ **NEW** Chubby Stick™ Moisturizing Lip Colour Balm (12)

Top Level Header & Locator Graphics

Drawer Level
ROWS

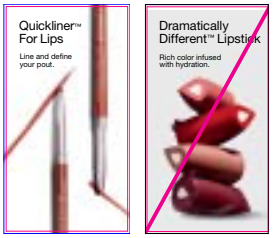
Drawer Level Products

4 ★ NEW **COMMUNICATION BOX**
● **MOVED** Quickliner™ For Lips (12)

5 **COMMUNICATION BOX**
Dramatically Different™ Lipstick (14)

6 ● **MOVED** Clinique Pop™ Longwear Lipstick (28)

Drawer Level Comm Box Graphics



Communication Bands

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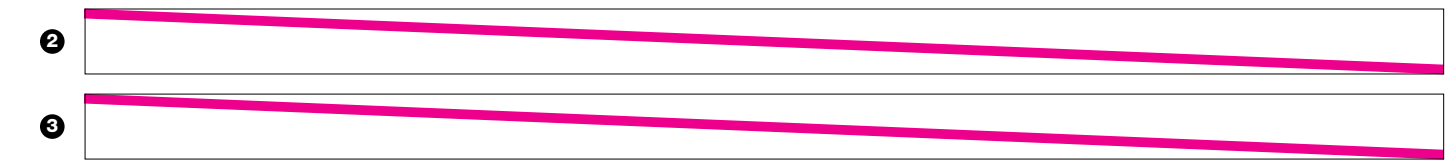
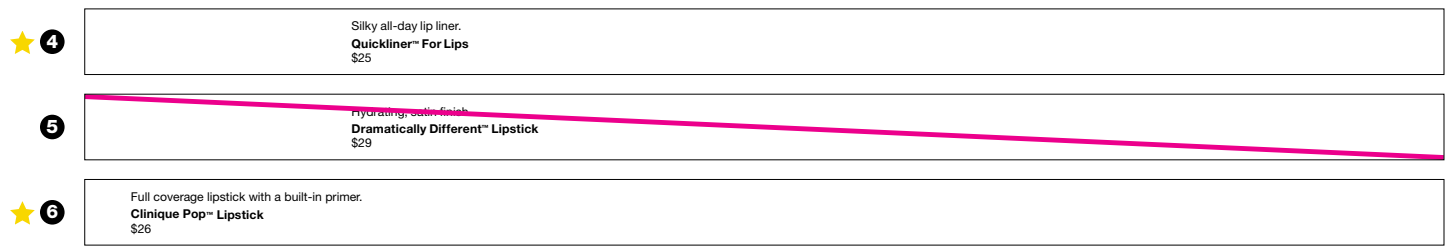
– ROWS — TOP LEVEL



DRAWER LEVEL



LEGEND:

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

Pink slash indicates not updating, DO NOT THROW OUT

Lip & Cheek Unit - Bay 2 UPDATE

Full, Reduced, & Specialty Doors **JANUARY UPDATE**

Graphic Update Code: VHKE-60 **FEBRUARY OCD**
Locator Code: VGG7-60 | Model Header Code: VG0G-70

Top Level
ROWS

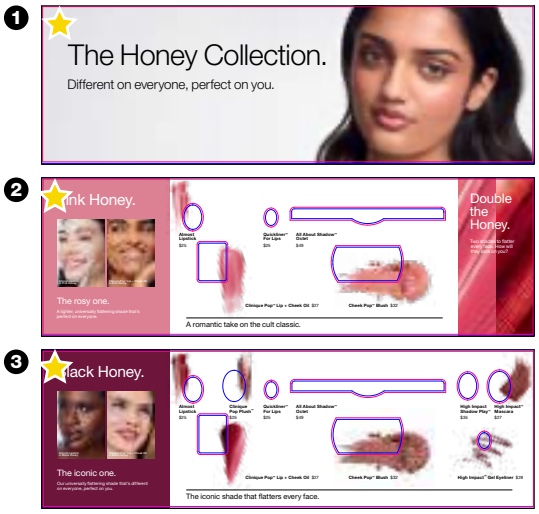
Top Level Products

1 ★ NEW **BAY HEADER GRAPHIC**

2 ★ NEW **LOCATOR GRAPHIC**
Almost Lipstick Pink Honey (1)
Clinique Pop™ Lip + Cheek Oil -Pink Honey (1)
★ **NEW SHADE** Quickliner™ For Lips (1)
All About Shadow Palette - Pink Honey Affair (1)
Cheek Pop Blush -Pink Honey Pop (1)

3 ★ NEW **LOCATOR GRAPHIC**
Almost Lipstick Black Honey (1)
Clinique Pop™ Lip + Cheek Oil - Black Honey (1)
Clinique Pop Plush™ Black Honey (1)
★ **NEW SHADE** Quickliner™ For Lips (1)
All About Shadow Palette - The Best of Black Honey (1)
Cheek Pop Blush - Black Honey Pop (1)
High Impact™ Shadow Play - Black Honey + Pink Honey (1)
High Impact™ Gel Tech Eyeliner - Black Honey (1)
High Impact™ Mascara - Black Honey (1)

Top Level Header & Locator Graphics



Drawer Level
ROWS

Drawer Level Products

4 Blushing Blush™ (4)
● **MOVED** True Bronze™ Pressed Powder Bronzer (2)

5 ● **MOVED** Cheek Pop™ (11)

6 ● **MOVED** Clinique Pop Plush™ Creamy Lip Gloss (10)

Drawer Level Comm Box Graphics

● 6

Communication Bands

Pink slash indicates not updating, DO NOT THROW OUT

– ROWS — TOP LEVEL

2

3

DRAWER LEVEL

★ 4
Silky, buildable powder blush.
Blushing Blush™
$32

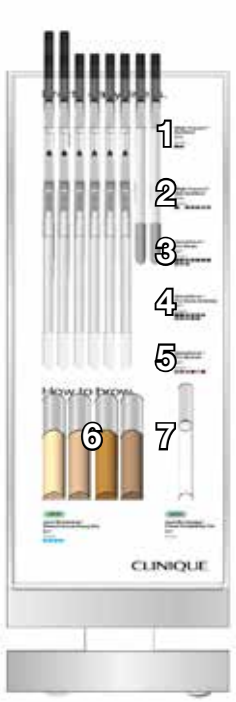
Mistake-proof bronzer for face + cheeks.
True Bronze™ Pressed Powder
$44

● 5
Vibrant, long-wearing color.
Cheek Pop™
$32

● 6
A smoother, creamier, cushier gloss.
Clinique Pop Plush™
$27

Eyeliner Unit

Unit Code: KH9H-60
Update Code: VHP8-70 **FEBRUARY OCD**



Liner Products

1 High Impact™ Eyeliner
2 High Impact™ Gel Eyeliner
3 Quickliner™ For Eyes
4 Quickliner™ For Eyes Intense

Brow Products

5 Quickliner™ For Brows
6 Just Browsing™ Tinted Volumizing Gel
7 Just Browsing™ Clear Sculpting Gel

Eye Shadow Unit

Unit Code: KH9J-60
Update Code: VGG2-60 **JULY '25 OCD**
SRP Update + acrylic top template + vacform

Eye Shadow Sliver Products

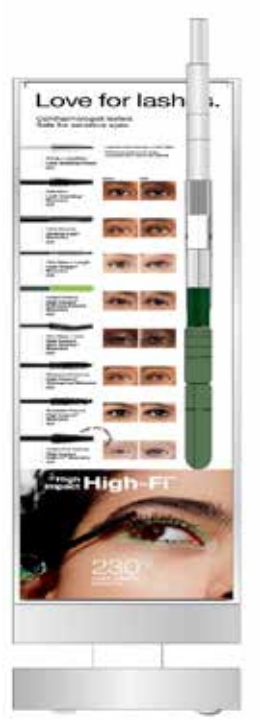
1 All About Eyes Quads
2 All About Eyes Singles
*Display a mixture of:
- Matte
- Shimmer
- Soft Shimmer

3 All About Eyes Duos
4 High Impact Shadow Play™ (moved for July OCD)

Mascara Unit

Unit Code: KH9K-60

SRP Update Code: VHR1-60 **FEBRUARY OCD**

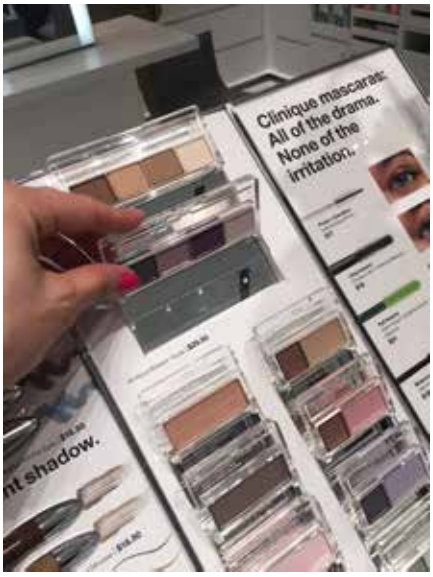


Mascara Sliver Products

1 Lash Building Primer
2 Lash Doubling™ Mascara
3 Chubby Lash™ Mascara
4 Lash Power™ Mascara
5 High Impact™ Extreme Volume Mascara
6 High Impact Zero Gravity™ Mascara
7 High Impact™ Waterproof Mascara
8 High Impact™ Mascara
9 High Impact High-Fi™ Mascara

Eye Shadow Unit
Merchandising Instructions

1. Open palette lid as shown. Remove transparent shade cover and instruction film attached on the mirror.



2. Palette needs to be inserted upside down, mirror first into its respective slot.

3. Please repeat steps and do the same on the remaining shadow palettes.

Power Zoning

What is Power Zoning?

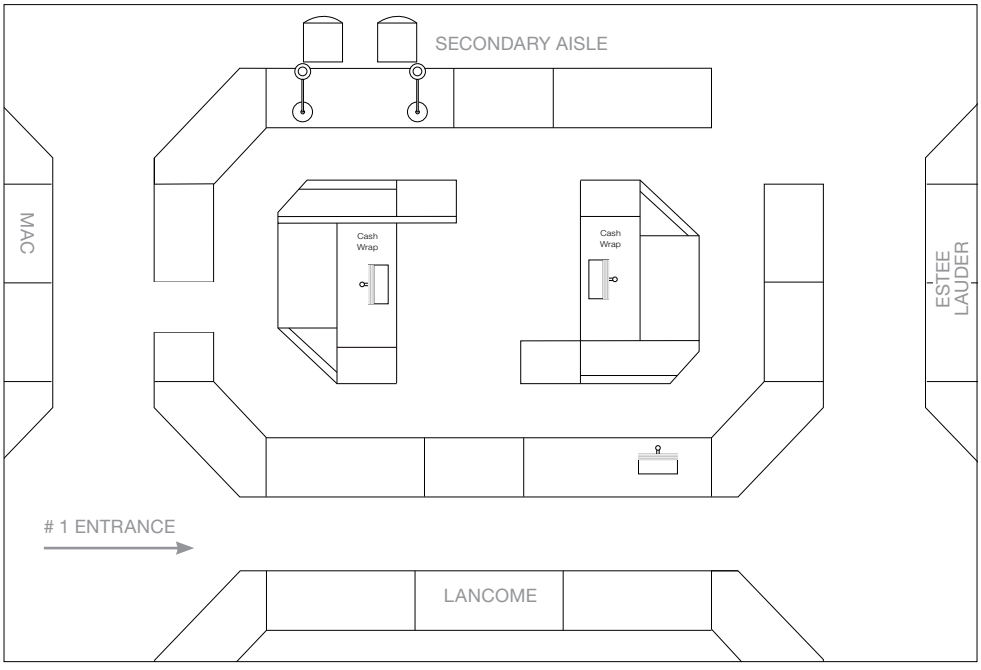
A *Power Zone* should have a singular and powerful focus of our Newness and Promotions, rather than merchandised throughout the counter, where the story becomes very diluted. When you first approach the counter, our primary launch and visuals need to support this.

- Have the demographics been identified? If you are an Inclusion & Diversity door, do you have the lightbox and collateral in correct languages needed?
- Have traffic patterns and adjacencies been identified?
- Is the target mix of business space dedicated to each hero?
- Has the traffic flow changed due to changes in business?
- Are the newness & priorities visible based on incoming traffic flow?
- Are the heroes visible?
  - Foundation
  - Moisturizers

***NOTE:** Discuss Power Zoning and planning with your teams. Here is a blank floorplan with quick steps to help zone your counter.

Tips:

- New launch should be at your #1 entrance
- Keep units together (i.e. Foundation units should be merchandised together, not spread apart
- Merchandise shades on Foundation units from light to dark or dark to light based on client base



VM Checklist

*Use this list to ensure counter is zoned

- ○ Is newness highly visible and zoned together in its Power Zone on incoming traffic
- ○ Is the target mix of business space dedicated to each hero?
- ○ Are your tester units (Foundation, Treatment, Clinical Reality & Skin School) grouped together in their zones? Is Clinical Reality a prime location?
- ○ Do newness visuals match the marketing calendar?
- ○ Do lightboxes feature current visuals? Are lightboxes measured correctly (do not trim)?
- ○ Are video screens updated with latest content?

VM TIP

Have you taken an overall photo of your counter? Is photo “best in class”? Is it in high resolution? Please send to field executives after every launch and promo.

Maintenance Checklist

*NOTE: Please contact the POS COE if anything is missing or needs repair.

- ○ Clean counters and get rid of clutter.
- ○ Keep consultation area & hygiene supplies neat and clean, following brand standards.
- ○ Ensure tester units updated and fully stocked with additional testers properly placed in-case boxes and drawers.
- ○ Review and follow instruction sheets that ship with in-store collateral.
- ○ Order missing VM collateral needed with the POS COE (i.e. missing lightboxes, tester units, POG graphics).
- ○ For any repair or maintenance issue, report to your FE who should then input the repair in the service channel app. Contact POS COE.

Do's

- ☑ Check the VM guidelines for current/approved images and priorities. Check discard pages.
- ☑ Place C-stream request with field executive for artwork needed for outposts/secondary locations. (ie. windows, outposts).
- ☑ Check VM guidelines for in-case & POG details.
- ☑ Check if relevant shades on display based on your client base (i.e dark to light)
- ☑ Check if you have received the dual language collateral based on your client base (English/Spanish and/or English/Mandarin)
- ☑ Do throw out all old in case and POG graphics
- ☑ Do order all current POG and in-case graphics

Don'ts

- ☒ Don't double stack/triple stack old vitrines.
- ☒ Don't add additional props (i.e., balloons, cupcakes, candy, oranges)
- ☒ Don't produce unapproved artwork.
- ☒ Don't place ledge tops on the floor.
- ☒ Don't overstock promotions.
- ☒ Don't pyramid products.
- ☒ Don't clutter the top of counter.

abbreviations

AD	All Doors
DS	Department Stores
SP	specialty stores only
FD	full doors (includes DS & SP)
MD	modified doors (includes DS & SP)
RD	reduced & next generation doors (includes DS & SP)
M	Macy's only
SD	select doors
AMP	amplification
CFM	Clinique for men
DIF	destroy in field
DTO	drawing turn over
FPO	for placement only
LBX	light box
OCD	on counter date
POG	product on glass
SAYLI	service as you like it
SRP	suggested retail price
MSNA	Modular System North America
A/W	artwork
BG	brand guideline
B59	Bloomingdales 59th street
CLR	color
CSV	Macy's specific tower
DC	distribution center
DIF	destroy in field

acetate
Clear material with printed graphics typically used on tester units for benefits, pricing and product names.

caseline / showcase
Glass display fixture usually with two or three shelve typically on the perimeter of the space.

category signage / POG header
Navigation signage that guides customers to main categories within skin care, foundation, makeup, fragrance, mens, body, and sun.

cladding / case cover
Graphic covering the front glass of caseline.

communication bands
Updatable communication strips that can speak to product benefit, price and product names. Communication bands are utilized on shelving and can be either horizontal of vertical surface.

consultation area
Area at counter where consultations take place consisting of a diagnostic lamp, hygiene, 3-Step,
Clinique computer and a chair.

demo products
Product used by customers and consultants to try in-store. Testers have a try me or new sticker and are placed on tester units or in front of salable products on shelving.

diagnostic table
A consultation area that holds all of the required tools and products for a Clinique consultant to provide a full skin type diagnostic service.

dramming
The sampling of products directly from testers or dramming bottles into a small plastic jar.

dramming bottle
Plastic bottle filled with foundation used to dispense foundation samples into dramming jars. Also referred to as a "ketchup bottle."

duraclear
Light box visual, substrate is clear material, lit from behind, required an acrylic diffuser for light.

duratrans
Light box visual, substrate is milky white material, lit from behind, typically does not need a diffuser for light.

end cap
A display fixture with shelving on the end of a gondola in retailers such as Sephora and Ulta, which focuses on specific newness launch or product distortion.

factice
Faux product use to represent product typically used for display. Not testable or shoppable. Can be actual size or large scale.

focus shelf
Shelf that is eye level and best location key distortion products.

graphic
Visual or artwork collateral.

godet
Metal pan of product used in tester displays such as eye shadow. Not salable.

hero products
Standout Clinique products that create buzz and shine light on the rest of the product line. Examples of Clinique hero products are moisture surge, even better makeup.

lazy susan
A Clinique skincare focus service tool that has a mechanism to allow the unit to spin 360 degrees on a table surface. Ideally placed in a round consultation table.

light box visual
Visual that is lit from behind with a light source typically a duratrans or duraclear.

lightboxes (view measurement)
Viewable area inside the frame and is need to make sure the image and type do not get cut off by the frame. Also referred to as "visual opening."

lightboxes (trim measurement)
The overall size of the transparency / light box visual. Also referred to as "visual trim."

limited life
Product that are in line for short period of time, do not become part of the basic assortment.

abbreviations

DTD/D2D	direct to door
DTO	design turnover
DVU	double vitrine unit
FDTN	foundation
FPO	for placement only
GBSC	global business supply chain
GLB	global
HOC	hand out card
HSQ	herald square (Macy's)
HVM	high value mailers
ELM	Estee Lauder Melville (distro ctr)

product abbreviations

AAE	All About Eyes
BH	Black Honey
BP	Beyond Perfecting
CFM	Clinique for Men
Clari	Clarifying Lotion
DDHJ	Dramatically Different Hydrating Jelly
DDMG	Dramatically Different Moisturizing Gel
DDML	Dramatically Different Moisturizing Lotion
EBCF	Even Better Clinical Foundation
EBCI	Even Better Clinical Interrupter
EBMU	Even Better Makeup
HIM	High Impact Mascara
MS	Moisture Surge
MUR	Makeup Remover
RW	Repair Wear
TTDO	Take The Day Off
WCC	Wrinkle Correcting Serum

locator tester tile
A piece of acrylic or other material that has a well to “locate” or hold a Clinique product in a specific place on a tester unit or linear shelf.

MSNA
“Modular System North America”

newness tower
A vertical shelving fixture that features and focuses on a specific Clinique product range. The Newness tower can be stand-alone or built into a wall fixture.

planogram
A diagram or model that indicates the placement of retail products in order to maximize attract and sales.

plug
A piece of material used to temporarily cover a hole or empty locator on a tester unit. Plugs are sometimes used when a product has been discontinued, or to cover a locator meant to hold a product that will launch in the future.

puck
An acrylic block to highlight a product

saleable like tester
Product that has tester printed directly on product and have a different code than salable product.

testers (product)
Product used by customers and consultants to try in-store. Testers have a try me or new sticker and are placed on tester units or in front of salable products on shelving.

vitrine
Display used to highlight promotion or product. Can be a fixture or a cube that sits on a fixture. Customers can not touch.

Clinique has always taken pride in the clean, safe, and professional environment provided by Consultants at counter. The following procedures are designed for the protection of clients and Consultants. Proper hygiene standards must be practiced with every client.

Keeping Counters and Testers looking First Rate.

- Clean display cases, countertops, and Open Service walls on a daily basis.
- Keep testers clean and filled. Never refill testers. Replace half-empty products with new testers. The only products approved to be refilled are Clarifying Lotions.
- Keep Clarifying Lotions filled to the top at all times.
- Spray all lipstick testers in the Open Service walls twice daily, morning and afternoon, with 70% isopropyl alcohol.
- Share the safety and service Clinique offers with your clients.
- Clinique's Hygiene Standards are a service to the client and a point of reference for the brand. Show and tell each client.

Counter Hygiene Tools

- 100% Cotton-tips
- Facial Tissue
- Clarifying Lotion 3 or 4
- Water Bottles
- Pencil Sharpeners
- Makeup Brush Cleanser
- 70% Isopropyl Alcohol
- Alcohol Spray Bottles *for sanitizing lipstick, liners, and certain applicators for testing products — at every Consultation station and key tester units*

As a Clinique Consultant, careful attention to hygiene is critical to your image, credibility, and the experience you create at the counter. People come to you because of Clinique's reputation for pristine cleanliness and your expert advice.

Clean Hands are a Virtue

- Make it a habit to always clean your hands before and after demonstrating any Clinique product ortouching a client. Spray hands with 70% isopropyl alcohol or use a 100% cotton ball with Clarifying Lotion 3 or 4; wipe hands thoroughly.

Please—No Double Dipping!

- Use only disposable applicators—once.

Keep Those Fingers Out

- No fingers should ever touch products when dispensing them from the container.
- Products should only be dispensed onto a clean cotton-tip, cotton ball, or facial tissue. They can then be placed on clean fingertips or back of hand for ease of application.

Better Safe than Sorry

- If a product tester that cannot be sanitized comes in contact with skin, immediately dispose of the product and make a new tester.

Keeping it Clean

- Empty water bottles nightly, rinse with isopropyl alcohol, and let dry overnight. Each morning, before the store opens, fill the bottle with fresh water.
- Alcohol spray bottles should be regularly refilled with 70% isopropyl alcohol.

Cleansing Makeup Brushes at Counter

- For a lighter cleaning between makeovers, Consultants should spray brushes and tissue dry to accelerate dry time. Wait 1-2 minutes after cleaning to start a new makeover.
- Brushes should be deep cleaned at the end of every day: With brush hairs facing downward, spray brushes with cleanser (get bristles thoroughly damp). Gently massage bristles with warm water to remove residue. Rinse thoroughly under running water.
  Hang off counter or lie flat on paper towel to air dry. Do not dry brushes standing up (water will accumulate in bristle well, also known as ferrule).

**Or 70% isopropyl alcohol, or Hand Sanitizer (according to local market standards).*

For more information on Hygiene, please refer to the Hygiene Standards Source book.

Housekeeping Checklist

- ☐ Clean all glass surfaces
- ☐ Wipe and dust all counter tops
- ☐ Face all products in the appropriate direction
- ☐ Dust ledge tops
- ☐ Stock Q-Tips and cotton balls
- ☐ Windex mirrors and glass
- ☐ Polish all chrome surfaces
- ☐ Wash makeup brushes/sonic brush
- ☐ Fill water bottles
- ☐ Clean underneath all tester units twice a week
- ☐ Thoroughly dust shelves and products twice a week
- ☐ Remove old collateral from storage areas see page 12-13
- ☐ Only use current approved collateral