# Clinique NA Merchandising Guidelines

## Department Stores
Spring 2026 | January - June

# Who To Contact

## For all questions/concerns regarding:

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

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

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

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

### 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 |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

# Contents

# Your Spring '26 Education Tools have arrived!

## Spring '26 Top Product At-A-Glance:

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

<u>What it does</u>*: Helps Consultants close the sale by recapping product solutions.*

<u>How to use</u>*: 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 <u>top</u> products in each category. If a product is no longer featured, it does <u>not</u> 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:

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

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

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

<u>Note</u>*: Please remove & replace Key Ring Cards below & add this season's newness.*

## 10-minute QCS Cards:
- *<u>Remove and replace</u> your current:*
    - *Cover + Menu*
    - *Healthy Skin*
    - *Clear Skin*
    - *Even-Toned Skin*
    - *10-Minute Makeup Touch-Up*

## Get the Look Key Ring Cards:
- *<u>Remove and replace</u> 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

### 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*

### Lock Set

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

### Base Sticker for AboveTek Stand + VM Guidelines
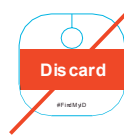
Discard
#FindMyD

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

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

### 10 ft. Lightning Cord

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

### Placemat

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

### Clinical Reality Counter Sign 8.5" x 11"

**PRODUCT DETAILS**
Code: VHXZ701001
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



| POWER ZONING | TREATMENT #2 | TREATMENT #3 | COLOR #1 |
|---|---|---|---|

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)**



| POWER ZONING | TREATMENT #2 | TREATMENT #3 | COLOR #1 |
|---|---|---|---|
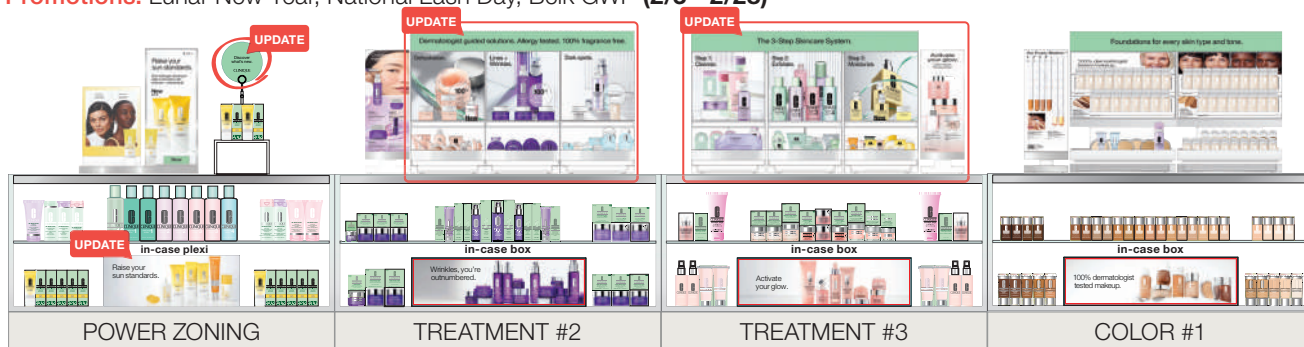
UV Solutions *p.70*
**NEW** *UV Solutions In-Case*

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)**,
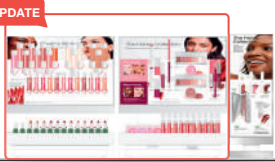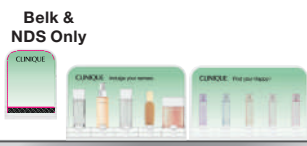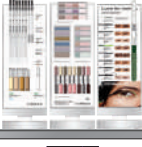


| POWER ZONING | TREATMENT #2 | TREATMENT #3 | COLOR #1 |
|---|---|---|---|

UV Solutions *p.70*

Smart *p.72*

Moisture Surge *p.73*

Foundation *p.74*

**UPDATE**

**Belk & NDS Only**

| 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*

---

**UPDATE** **UPDATE** **UPDATE**

**Belk & NDS Only**

in-case box — **UPDATE** — 20" x 7.5" Plexi

| 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*

---

in-case box — in-case box — in-case box — 20" x 7.5" Plexi

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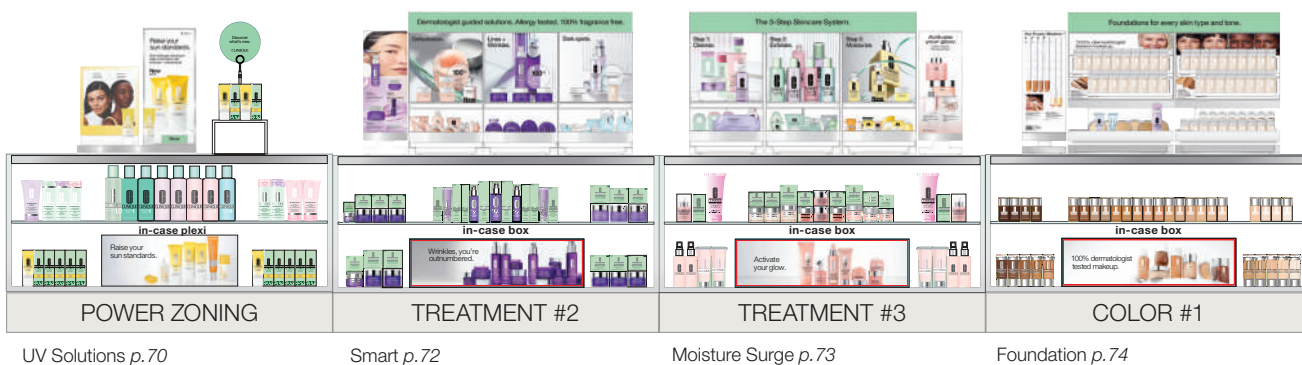
# May Updates
- **New Launches: NEW** UV Solutions Brightening & Tinted Sunscreen
- **New Promotions:** Skincare Amplification **(TBD)**, Continue Mother's Day



| POWER ZONING | TREATMENT #2 | TREATMENT #3 | COLOR #1 |
|---|---|---|---|
| UV Solutions *p.70*<br>**NEW** *UV Solutions In-Case* | Smart *p.72* | Moisture Surge *p.73* | Foundation *p.74* |
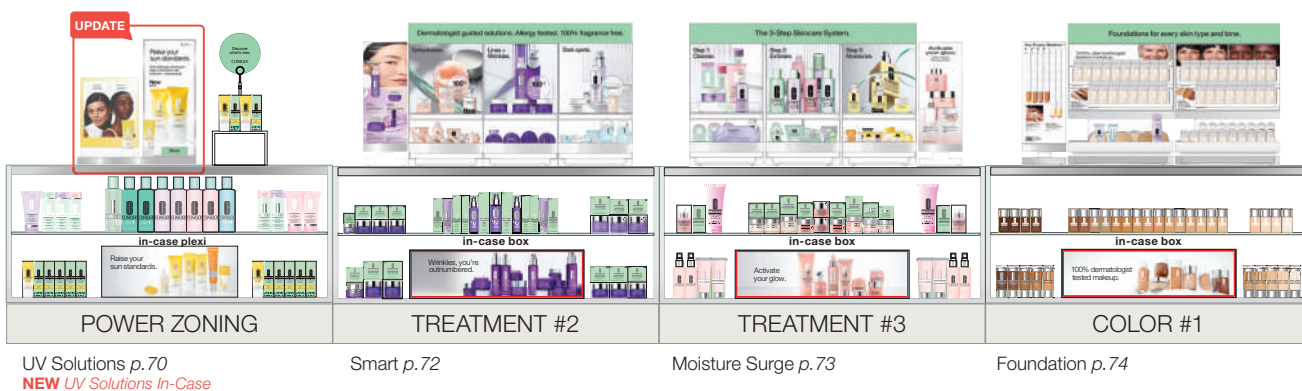
# June Updates
- **New Launches: NEW** High Impact High-Fi Waterproof Mascara (VM Go Live: **JULY OCD**),
- **New Promotions:** Summer of Glow



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

Belk &
NDS Only

| COLOR #2 | COLOR #3 | COLOR #4 | FLEX |
|---|---|---|---|
| in-case box | in-case box | in-case box | 20" x 7.5" Plexi |

Foundation *p.75* | Lip Color *p.76* | Take The Day Off *p.77* | Fragrance *p.60*
CFM *p.61*

Belk &
NDS Only

| COLOR #2 | COLOR #3 | COLOR #4 | FLEX |
|---|---|---|---|
| in-case box | in-case box | in-case box | 20" x 7.5" Plexi |

Foundation *p.75* | Lip Color *p.76* | Take The Day Off *p.77* | Fragrance *p.60*
CFM *p.61*

Belk &
NDS Only

| COLOR #2 | COLOR #3 | COLOR #4 | FLEX |
|---|---|---|---|
| in-case box | in-case box | in-case box | 20" x 7.5" Plexi |

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.
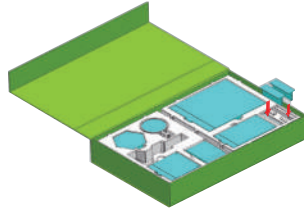
☐ Story-Telling Unit Kit of Parts

☐ 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.
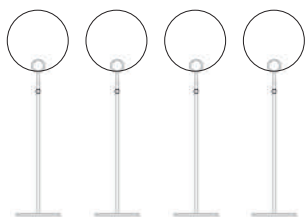
☐ Lollipop Sign Holder
**\*NOTE:** Stores need to keep all 4 lollipop signage holders. Please ensure to safely keep in storage if not in promotion. Order from POS COE if needed.
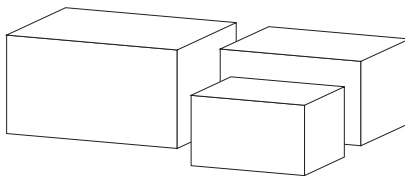
☐ Permanent Display Platform
**\*NOTE:** Please use existing permanent display platform (largest size) for merchandising Jumbo products with graphic.
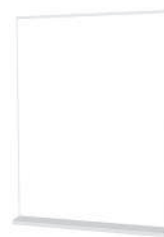
☐ Counter Sign Holder
**\*NOTE:** Please use for 8.5" x 11" Counter Sign graphic

## 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

Smart never stops.

Smart at every step.

For younger-looking skin, start Smart.

Fight wrinkles day and night.

Refreshing, lightweight hydration. Find yours.

Refreshing hydration for thirsty skin.

Non-stop hydration.

Protect your glow.

Results you can see. Makeup you can't.

The difference-maker.

The difference-maker. Sweep away dull, dead skin twice a day.

The difference-maker.

Find your fragrance.

Makeup powered by skincare. That's Even Better.™

Makeup powered by skincare. That's Even Better.™

Makeup powered by skin care.

Makeup powered by skincare. That's Even Better.™

Pigment-packed lip color.

Give your lashes High Impact.™

All drama. No irritation.

Give your lashes High Impact.™

Endless ways to make lips pop.

Lashes, get loud. 230%

Give your skin the power to rehydrate itself.

Find your Clinique fragrance.

Express yourself with fragrance.

Simple. Smart. Straightforward.

#### INCASE BOX

Refreshing hydration for thirsty skin.

Makeup powered by skincare. That's Even Better.™

Give your lashes High Impact.™

Lashes, get loud. 230%

Pigment-packed lip color.

The difference-maker.

Protect your glow.

The difference-maker.

#### TESTER UNITS

No-touch, expert diagnosis. Custom-fit solutions. Scan to try Clinical Reality.

Project Warrior Boings, Stickers, Sign

Express yourself with fragrance. **DISCARD**

What's your Happy? **DISCARD**

Basic Fragrance + My Happy Unit

👉 **\*NOTE:** Please discard the old units.

SKIN SCHOOL CONSULTATIONS
Services built on dermatological science.

🚫 **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



RULER INCREMENTS (IN EIGHTS)

1/16 3/16 5/16 7/16 9/16 11/16 13/16 15/16
1/8 3/8 5/8 7/8
1/4 3/4
1/2
0 ___ 1

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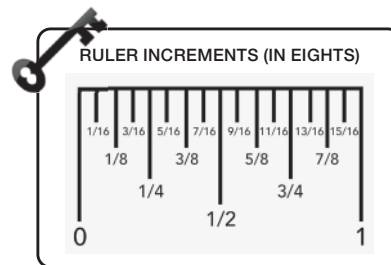
**\*NOTE:** Use this to help with measuring lightbox increments (in eights).

- 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*.

## 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.



Width
Height

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.
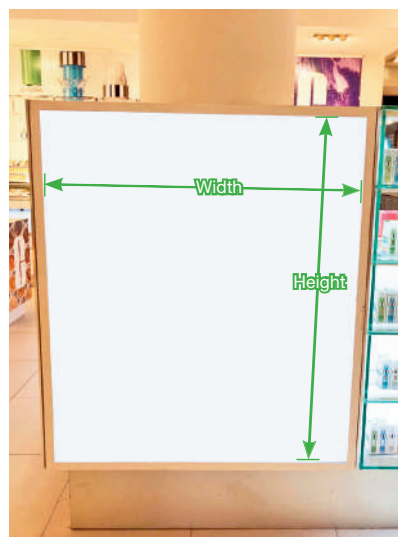


Width
Height

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.

Give happy. Get happy.
Holiday 3-Step

-OR-

Give happy. Get happy.
Holiday 3-Step

-OR-

Give happy. Get happy.
Holiday Happy

**LBX #1**
Launch

3 steps. Twice a day. Every day.
Where great skin begins.

3 Step
(F'25 Assets)

**LBX #2**
Launch

The future is bright.
A vitamin-powered foundation.
For vibrant, healthy-looking skin.

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

**NEW**
Play with color.
Start soft or build bold. No mirror required.
New

Chubby Lip

**LBX #3**
Launch

Wrinkles, you're outnumbered.
100% 100% 100%

Smart Serum
(F'24 Assets)

**NEW**

Smart

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

Activate your glow.
Exfoliate, hydrate, and brighten skin.
Clinically proven.

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

---

## LBX #5 + more
Heroes Based on zoning

**Outsmart stubborn lines + wrinkles.**
32%
Smart Hero
(F'23 Assets)

**Life-proof hydration.**
99%
Moisture Surge 100H Hero
(F '23 Assets)

**One shade. All lips.**
Black Honey
(S'24 Assets)

**Dermatologist developed. In 50 shades.**
Foundation Hero
(F'24 Assets)

**Happy forever.**
97%
Fragrance Hero
(F'23 Assets)

Find your Happy.
Fragrance Hero
(Horizontal Ratio)

**Simple. Smart. Straightforward.**
CFM Hero
(F'23 Assets)

skin school **consultations**
Services built on dermatological science.
Skin School
(F'24 Assets)

Dermatologist guided solutions.
Allergy tested. 100% fragrance free.
Active Derm Lab Coat
(F'24 Assets)

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

# Lightbox Cadence

| | (CURRENT) MARCH | APRIL | MAY | JUNE |
|---|---|---|---|---|
| **LBX #1** Launch | 3 Step (F'25 Assets) | | | → |
| **LBX #2** Launch | Chubby (S '26 Assets) | | | → |
| **LBX #3** Launch | Smart (S'26 Assets) | | | → |
| **LBX #4** Launch *(if you have a 3rd treatment area)* | Moisture Surge Glow (F'25 Assets - "NEW" Removed) | | | → |

## LBX #5 + more

Heroes Based on zoning

| Smart Hero (F'23 Assets) | Moisture Surge 100H Hero (F '23 Assets) | Black Honey (S'24 Assets) | Foundation Hero (F'24 Assets) | Fragrance Hero (F'23 Assets) | Fragrance Hero (Horizontal Ratio) |
|---|---|---|---|---|---|

| CFM Hero (F'23 Assets) | Skin School (F'24 Assets) | Active Derm Lab Coat (F'24 Assets) |
|---|---|---|
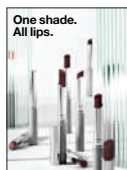
## Lightbox Cadence

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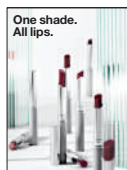
**\*NOTE:** Please contact the POS COE for any door type/lightbox questions.

## 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

| (CURRENT) DECEMBER | JANUARY | FEBRUARY | MARCH |
|---|---|---|---|

**LOOPING VIDEO**


Holiday '25 3-Step

-OR-


Holiday '25 Moisture Surge

-OR-


Holiday '25 Fragrance


Smart
(F'24 Assets)


Even Better Vitamin Makeup
(S'25 Assets)


Even Better Vitamin Makeup
(No NEW)


Moisture Surge Glow
(S'25 Assets)


3-Step
(F'25 Assets)


EB Serum
(S'25 Assets)

NEW

Chubby Lip
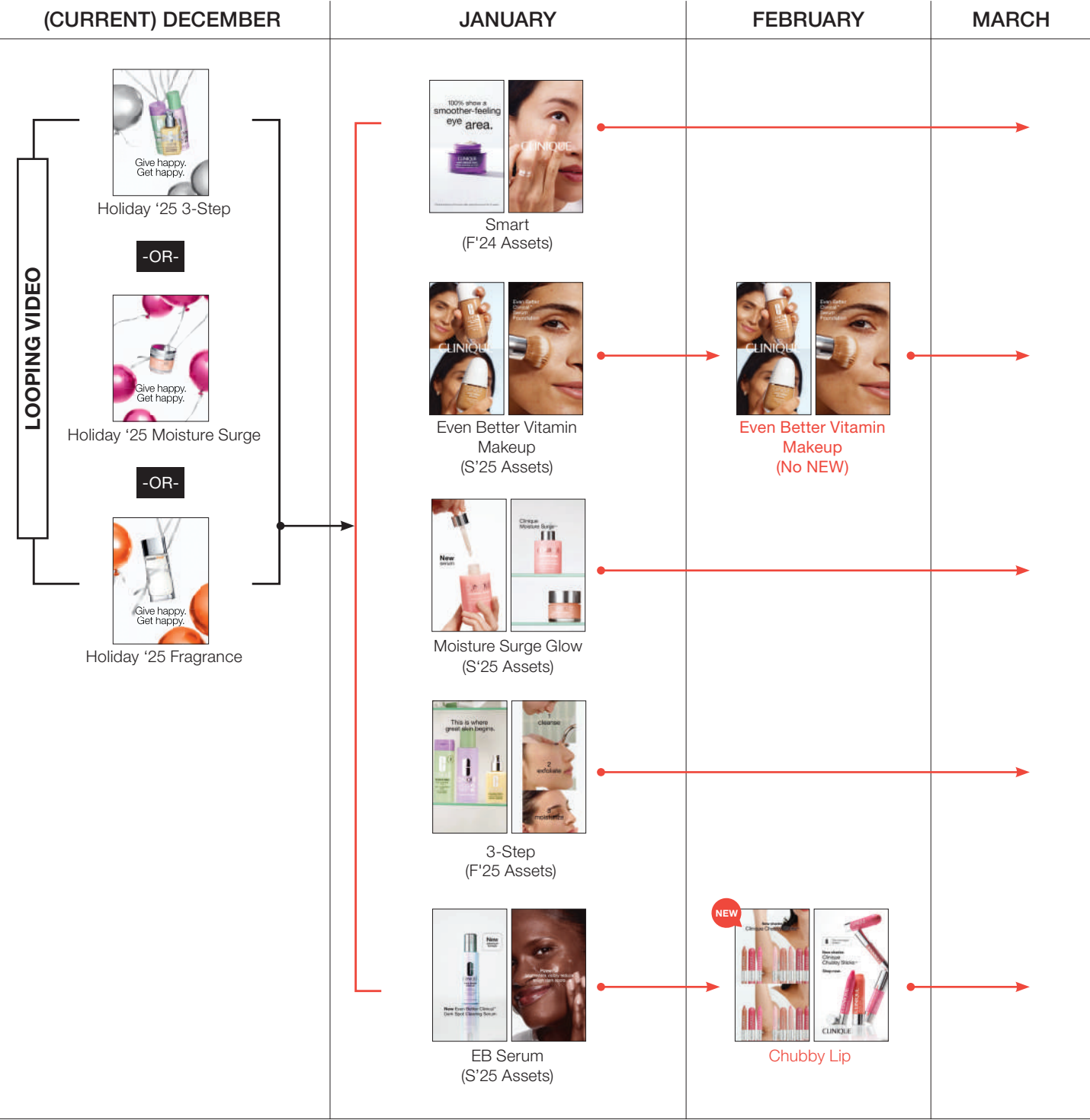
## Maintenance Process

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

**STEP 2**  R&M team communicates issues to VID.
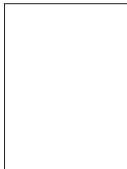
**STEP 3**  VID creates a ticket to track progress of repair.

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

## VIDEO: Select Doors

| (CURRENT) MARCH | APRIL | MAY | JUNE |
|---|---|---|---|



Smart
(F'24 Assets)



Even Better Vitamin
Makeup
(S'26 Assets)

**LOOPING VIDEO**



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**
<u>ELM Reserve Codes</u>
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**
<u>ELM Reserve Codes</u>
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**

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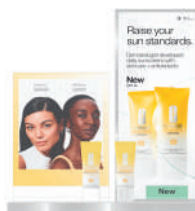
Graphic Code: VHER-70 **NON-TOP DOORS**

---

**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
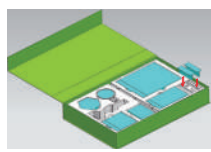


3-Step (SRP Update)
Update Code: VHJK-70

---
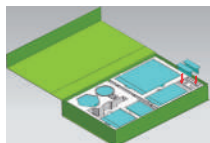


Story Telling Unit Kit of Parts
Box Unit Code: VF35-60
Doors: **AD**
*All Doors with previous double vitrine
units will be getting this VM pre-pack
to place on the **NEW** Story-Telling Unit.

| (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.

# Treatment Main Line Units Cadence

| (CURRENT) DECEMBER | JANUARY | FEBRUARY | MARCH |
|---|---|---|---|

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

## Full & Reduced Doors
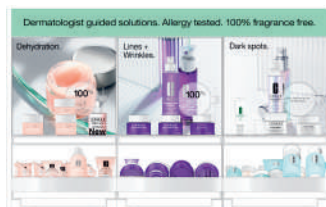
### TREATMENT BAR



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)

# Treatment Main Line Units Cadence

| (CURRENT) MARCH | APRIL | MAY | JUNE |
|---|---|---|---|

## 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**



Update Code: TBD
- Adding UV Solutions to drawer

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

## Specialty Doors



Update Code: TBD
- Adding UV Solutions to drawer

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**

# 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

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



Update Code: VG14-70 **FD**
- full commband + commbox SRP Update
<u>Foundation Bar</u>
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

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



Update Code: VG13-70 **RD**
- full commband + commbox SRP Update
<u>Foundation Bar</u>
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

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



Update Code: VG12-70 **SP**
- full commband + commbox SRP Update
<u>Foundation Bar</u>
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**

# Lip/Cheek Main Line Units + Eye Units Cadence

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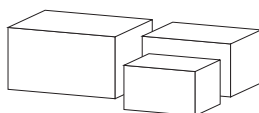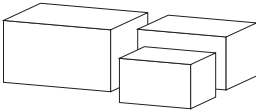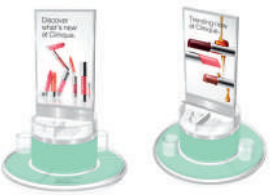
Jumbos Display Platform
Update Code: **VG0W-70**

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**

---

**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**

---

**PLEASE KEEP EXISTING GREEN RISERS**

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

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

FULL DOOR     REDUCED DOOR

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

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

| (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**

# Tester Unit Cadence

| (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**

**LFS Bin Graphic Update**
Update Code: VHPA-70

**PLEASE KEEP EXISTING GREEN RISERS**

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

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

**OR**

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

**MSNA Pedestal**
Update Code: VH0J-70

MSNA Pedestal (REPRINT)
Update Code: xx-70

# Tester Unit Cadence

| (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**

**OR**

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

**MSNA Pedestal**
Update Code: **xx-70**

# Incase (Plexi + Box) Graphic Cadence

| (CURRENT) DECEMBER | JAN | FEBRUARY | MARCH |
|---|---|---|---|

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

Activate your glow.
**Moisture Surge**

Wrinkles, you're outnumbered.
**Smart**

3 steps. Twice a day. Every day. Where great skin begins.
**Clarifying Lotions**

Moisturizers for more resilient skin.
**DDMs**

100% dermatologist tested makeup.
**Foundation**

Sheer to pigment-packed lipsticks.
**Lip**

All the drama, none of the irritation.
**Mascara**

Simple. Smart. Straightforward.
**Clinique For Men**
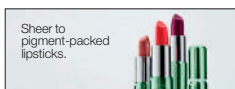
Indulge your senses.
**Fragrance**

July '25 Incase Plexi
PPK Code: VG0R-70

### FEBRUARY

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

**UPDATE**
Raise your sun standards.
**UV Solutions**

**UPDATE**
Play with color.
**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**

Wrinkles, you're outnumbered.

3 steps. Twice a day. Every day. Where great skin begins.

Activate your glow.

100% dermatologist tested makeup.

Sheer to pigment-packed lipsticks.

All the drama, none of the irritation.

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.

Play with color.
**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

Activate your glow.
**Moisture Surge**

Wrinkles, you're outnumbered.
**Smart**

3 steps. Twice a day. Every day.
Where great skin begins.
**Clarifying Lotions**

Moisturizers for more resilient skin.
**DDMs**

100% dermatologist tested makeup.
**Foundation**
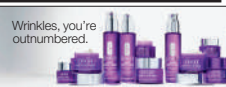
Play with color.
**Chubby Lip**
Feb '25 Code: VHJN-70

All the drama, none of the irritation.
**Mascara**

Simple. Smart. Straightforward.
**Clinique For Men**

Indulge your senses.
**Fragrance**

Raise your sun standards.
**UV Solutions**
Feb '25 Code: VHJN-70

### APRIL

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**

Wrinkles, you're outnumbered.

3 steps. Twice a day. Every day.
Where great skin begins.

Activate your glow.

100% dermatologist tested makeup.

Play with color.

All the drama, none of the irritation.

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.

# POG Graphic Cadence

| (CURRENT) MARCH | JANUARY | FEBRUARY | MARCH |
|---|---|---|---|

**July '25 POG Plexi**
PPK Code: VG0Q-70


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

The difference-maker.
**Clarifying Lotions**

Wrinkles, you're outnumbered.
**Smart**

Activate your glow.
**Moisture Surge Glow**

100% dermatologist tested makeup.
**Foundation Family**

Simple. Smart. Straightforward.
**Clinique For Men**

Indulge your senses.
**Fragrance**

Protect + nourish your skin.
**Sun & Body**

3 steps. Twice a day. Every day.
Where great skin begins.
**3-Step**

Raise your sun standards.
**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

Totally tugless makeup removers.
**TTDO**

Acne? Pick this.
**Acne**

Outsmart stubborn lines and wrinkles.
**Smart**

Targets lines + visibly lifts skin.
**Smart**

Even better skin for all.
**EBCI**

Instant hydration.
**Moisture Surge**

Dermatologist developed moisturizer.
**DDML**

Get a 10 day supply of your favorite foundation, free.
**Generic Foundation**

Makeup? Skincare? Yes.
**EBCF**

Dermatologist developed foundation in 50 shades.
**EBMU**

Vitamin-powered foundation with SPF 45.
**BP**

Mix. Match. Find your Happy.
**My Happy**

Happiness in a bottle.
**Happy**

Indulge your senses.
**Aromatics**

Maximum results. Minimum effort.
**CFM**

**POG Plexi**
PPK Code: VG0P-70

Sets for every skin concern.
Find your new routine starting at just $XX.
CLINIQUE
**Derm Concern**
Code: VHK1-70

Take the day off. Every night.
**TTDO**

Acne? Pick this.
**Acne**

**NEW**
UV Solutions SPF 50 for every day.
**UV Solutions**

**POG Plexi**
PPK Code: VHJQ-70

| (CURRENT) MARCH | | APRIL | MAY | JUNE |
|---|---|---|---|---|
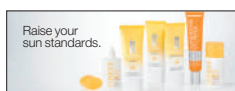
**Product On Glass**
**Plexi: 20" x 7.5"**
Unit Code: ZX2A-60

**July '25 POG Plexi**
**PPK Code: VG0Q-70**

3 steps. Twice a day. Every day.
Where great skin begins.

3-Step
Code: VHJP-70

Wrinkles, you're outnumbered.

Smart

Activate your glow.

Moisture Surge Glow

100% dermatologist tested makeup.

Foundation Family

Simple. Smart. Straightforward.

Clinique For Men

Indulge your senses.

Fragrance

Raise your sun standards.

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**

Take the day off. Every night.
#1

TTDO

Acne? Pick this.

Acne

Outsmart stubborn lines and wrinkles.
100%

Smart

Targets lines + visibly lifts skin.
100%

Smart

Even better skin for all.

EBCI

Instant hydration.
100%

Moisture Surge

Dermatologist developed moisturizer.
2x

DDML

Get a 10 day supply of your favorite foundation, free.

Generic Foundation

Makeup? Skincare? Yes.

EBCF

Dermatologist-developed foundation in 50 shades.

EBMU

Vitamin-powered foundation with SPF 45.

BP

Mix. Match. Find your Happy.

My Happy

Happiness in a bottle.

Happy

Indulge your senses.

Aromatics

Maximum results. Minimum effort.

CFM

UV Solutions SPF 50 for every day.

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.

Trending Now
(Existing from S'25)

Ask me for
a free sample.

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

Discover
what's new.

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

**Lollipop Library**
PPK Code: **VHJG-70**

Larger sizes
of your Clinique
favorites.
CLINIQUE

Giftable
Clinique sets.
CLINIQUE

Trending now.
CLINIQUE

Ask me for
a free sample.
CLINIQUE

Discover
what's new.
CLINIQUE

The sweetest
gifts for the
ones you love.
CLINIQUE

Valentine's Day
Code: **VHBE-70**

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

AMPLIFICATIONS

Sets for
every skin
concern.
Starting at just $18.

Derm Concern
Code: **VHK2-70**

For a limited time only.
**Get 25% off**
all Clinique makeup
products.\*

For a limited time only.
**Get $15 off**
your $35+ purchase of any full size
Clinique moisturizer or serum.\*

Amplification Prepack
Code: **VHHL-70**

**\*NOTE:** Feature lollipop sign based on your
store's priorities.
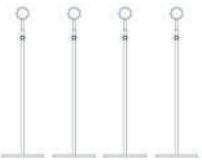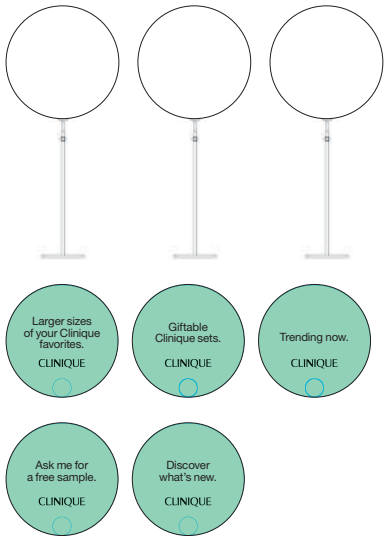
**INCLUDED:**
**Lollipop Amps:** April Makeup, May Skincare
**Counter Signs Amps:** February Lash Day, April
Makeup, May Skincare

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

## EXISTING IN-STORE:

**30 seconds
to your
best-looking skin.**

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**

Larger sizes of your Clinique favorites.
CLINIQUE

Giftable Clinique sets.
CLINIQUE

Trending now.
CLINIQUE

Ask me for a free sample.
CLINIQUE

Discover what's new.
CLINIQUE

**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

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

For a limited time only.
**Get 25% off** all Clinique makeup products.*

**Makeup Amplification (EXISTING FROM FEB'26 PPK UPDATE)**

For a limited time only.
**Get $15 off** your $35+ purchase of any full size Clinique moisturizer or serum.

**Skincare Amplification (EXISTING FROM FEB'26 PPK UPDATE)**

## EXISTING IN-STORE:

**30 seconds to your best-looking skin.**

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

Larger sizes of your Clinique favorites.
CLINIQUE

Trending now.
CLINIQUE

Ask me for a free sample.
CLINIQUE
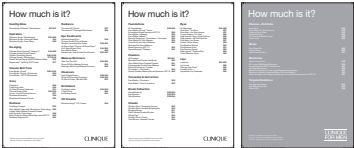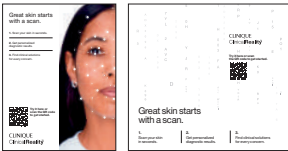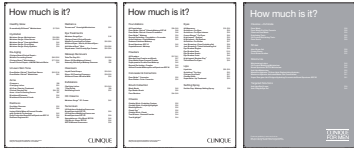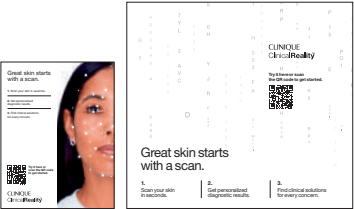
Discover what's new.
CLINIQUE

Giftable Clinique sets.
CLINIQUE

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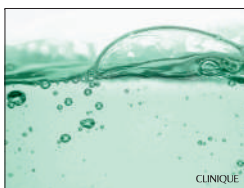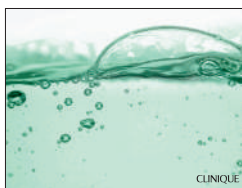
Quick Clari Facial Device Placemat
Code: LOCAL PRODUCTION
Doors: **Select Doors**

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?    How much is it?    How much is it?

How Much Is It Signs
Code: VHJF-70

Great skin starts
with a scan.

CLINIQUE
Clinical Reality

Great skin starts
with a scan.

1. Scan your skin in seconds.
2. Get personalized diagnostic results.
3. Find clinical solutions for every concern.

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

**EXISTING IN-STORE:**

Services
built on
dermatological
science.

Skin School Services
Sign Code: VB07-70

Experience an exclusive
20-minute skincare service.

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

Have 5 minutes?
Get $5 off
your foundation.

Have 5 minutes?
Get $5 off your
Clinique moisturizer.

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

**B**

**A**

CLINIQUE  Try a little. Love it a lot.

CLINIQUE
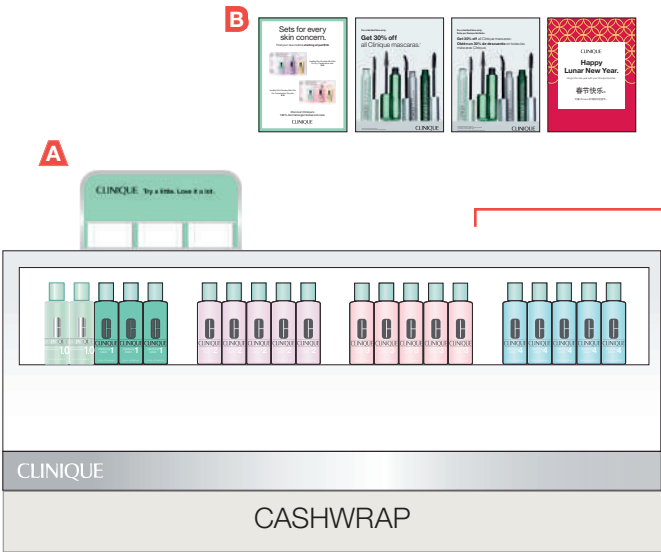
CASHWRAP

**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

Sets for
every skin
concern.
Starting at just $18.

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

The sweetest
gifts for the
ones you love.
CLINIQUE

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

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

## • Pedestals

FRONT          BACK

Allergy
tested.
100%
fragrance
free.
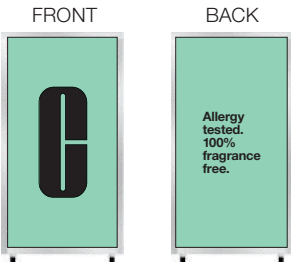
Permanent Pedestal (REPRINT)
(Direct pickup from Spring'23)
Graphic Code: VC1H-70
Unit Code: KR1M-60
Doors: **Select Doors**
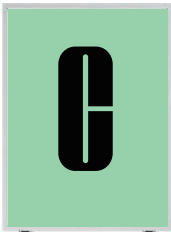
MSNA Pedestal (REPRINT)
Graphic Update Code: VHTG-70 **FEBRUARY OCD**

# January Caseline Details

## Overview



**B**    **B**

**A**

**A**

| COLOR #1 | COLOR #2 | COLOR #3 | COLOR #3 |
| Foundation 1 | Foundation 2 | Lip & Cheek | Eye |

*NOTE:* Please refer to the assigned graphics below.
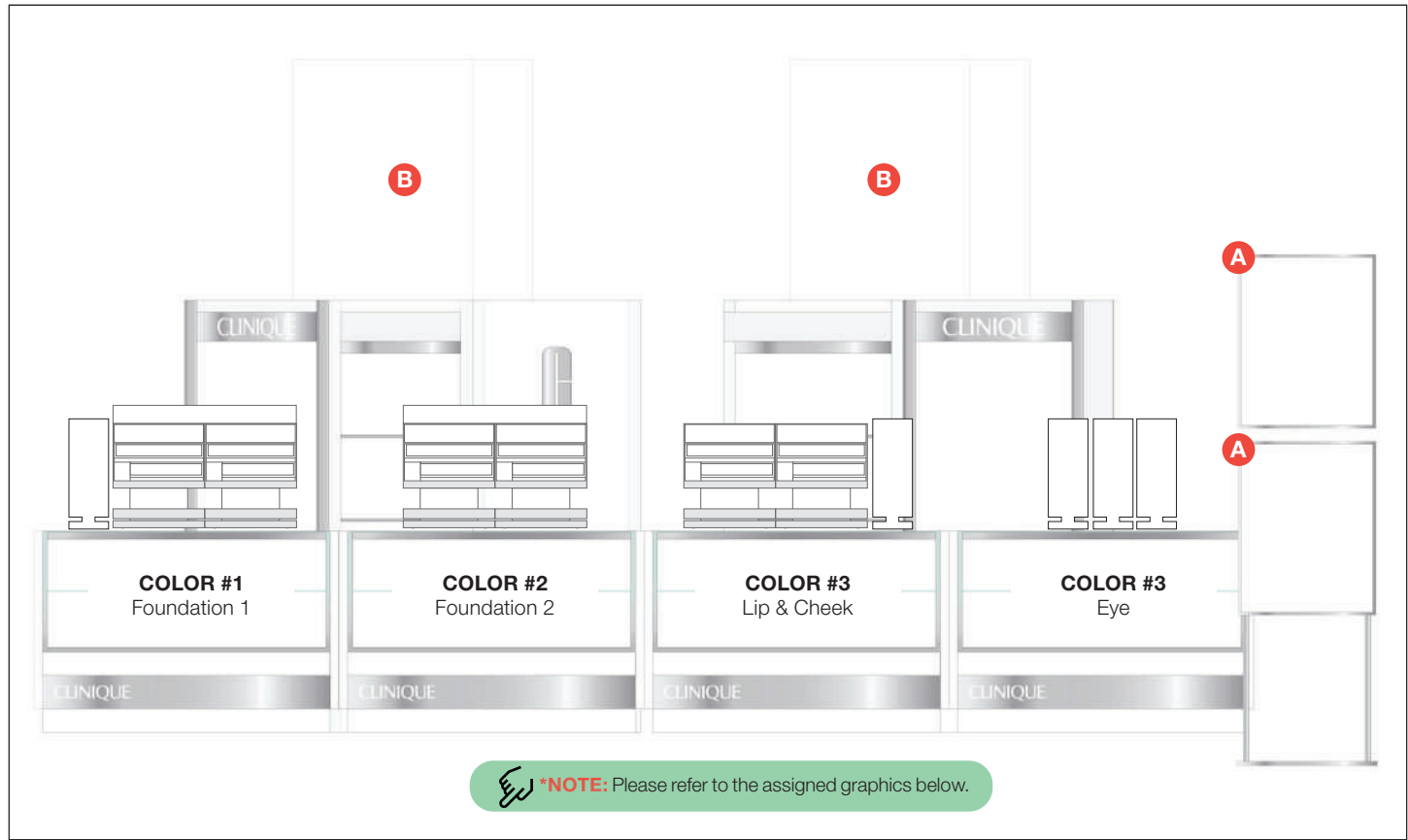
## Collateral - All Clinique Production

**A**

LAUNCH          LAUNCH

BELK ONLY          BELK ONLY

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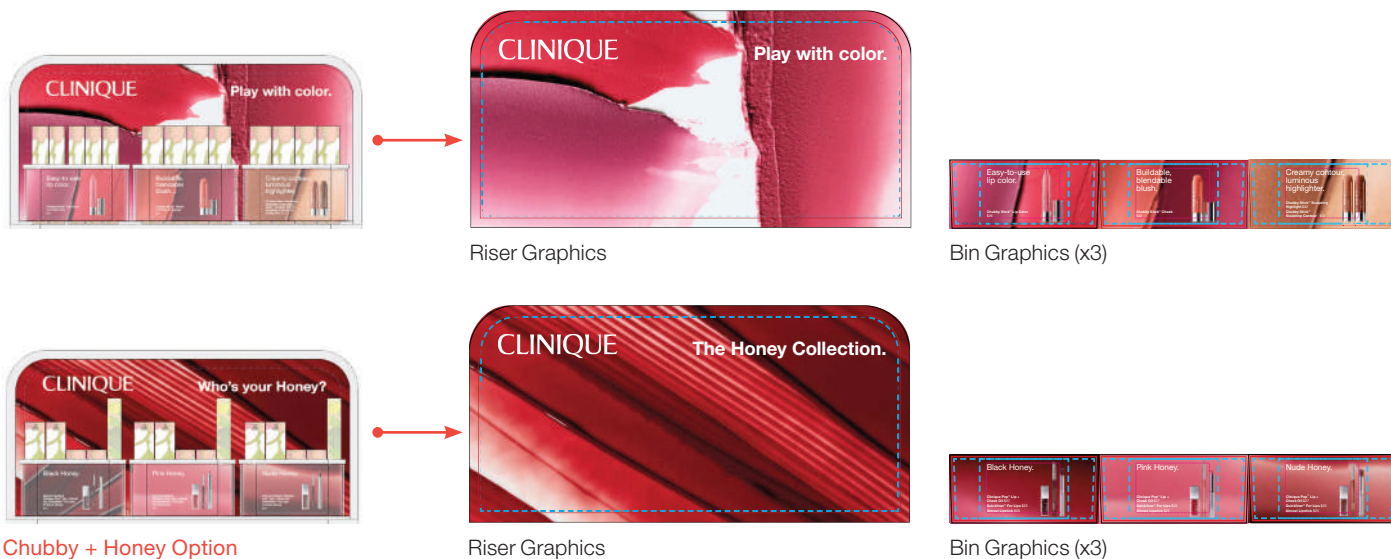


Riser Graphics

Bin Graphics (x3)



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

Riser Graphics

Bin Graphics (x3)

### NEW & TRENDING UNIT



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

Trending now at Clinique.

Discover what's new at Clinique.
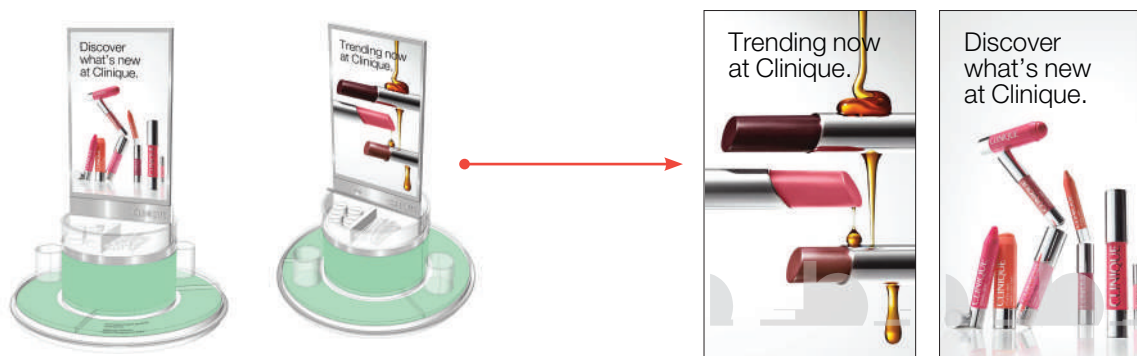
Riser Graphics

*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**



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



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



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



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



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



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

**Valentines Day Sets**
**JANUARY OCD**



My Happy Favorites
Code: VDNF-01



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

# Derm Concern Sets

• **ROUND TABLE**
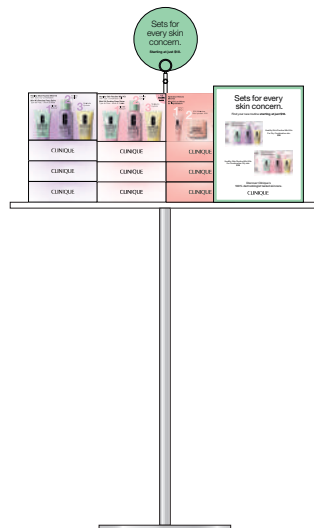


**DERM CONCERN COLLATERAL**

Sets for every skin concern.
**Starting at just $18.**

**Derm Concern**
Lollipop Sign Code:
**VHK2-70**

Sets for every skin concern.
Find your new routine **starting at just $18.**

Healthy Skin Routine Mini Kits
For Dry Combination skin
$18

Healthy Skin Routine Mini Kits
For Combination/Oily skin
$18

Discover Clinique's
100% dermatologist tested skincare.
**CLINIQUE**
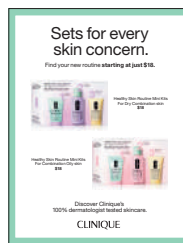
**Derm Concern**
Counter Sign Code:
**VHK3-70**

Sets for every skin concern.
Find your new routine **starting at just $18.**

Discover Clinique's
100% dermatologist tested skincare.
**CLINIQUE**

**Derm Concern**
POG Sign Code:
**VHK1-70**

• **ETAGERE TOWER**



• **PRODUCT ON GLASS**

Gentle Cleansers & Treatments

Fight Dark Spots & Signs of Aging
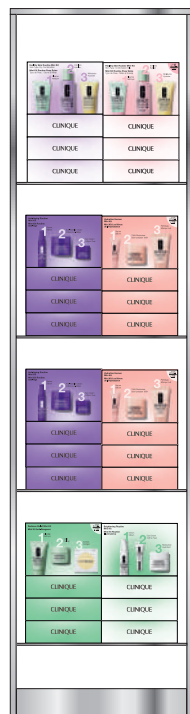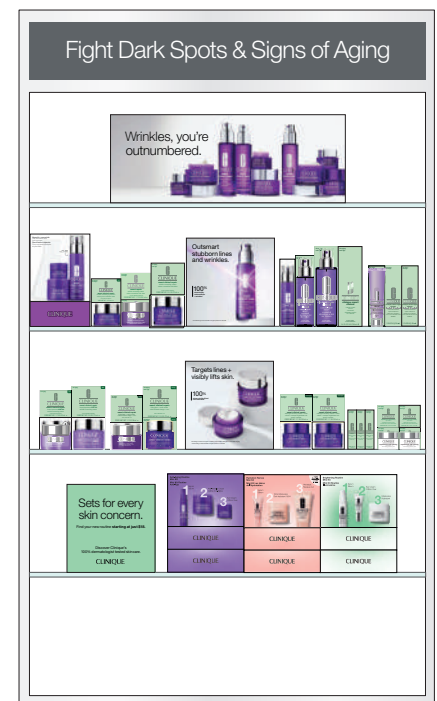




*NOTE: Please follow this guide to correctly merchandise sets and collaterals.

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

## Collateral List

**LOLLIPOP SIGN:**

The sweetest
gifts for the
ones you love.

CLINIQUE

Valentines Day
**JANUARY OCD**

**VALENTINES DAY SETS:**

NEW

My Happy Favorites
Code: VDNF-**01**

NEW

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


**A** Wrinkles, you're outnumbered.
Smart


**A** Activate your glow.
Moisturizers
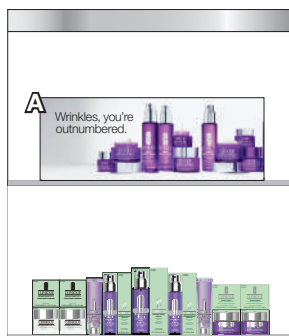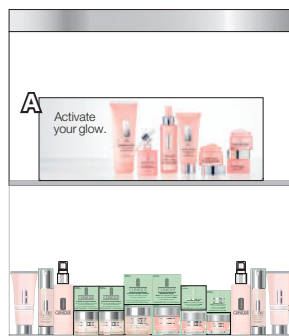

**A** The difference-maker.
Clarifying Lotions

Seasonal Options

Derm Concern Sets
**JANUARY OCD**


**A** The difference-maker.
Jumbo


**A** Simple. Smart. Straightforward.
Clinique For Men
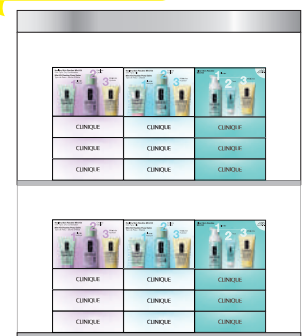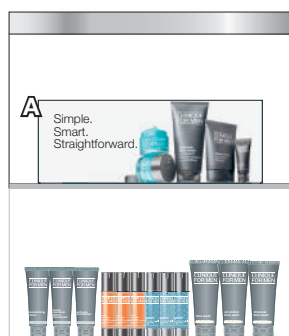

**A** Indulge your senses.
Fragrance
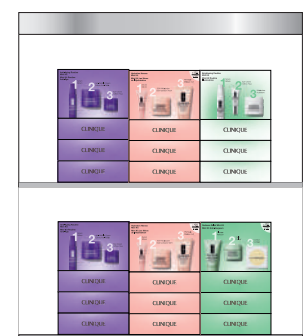

Derm Concern Sets
**JANUARY OCD**

# Quick Clarifying Facial Device Instruction Sheet

## • ELEMENTS

**A** Placemat
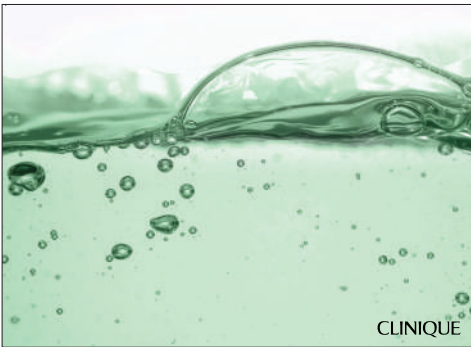
Code: **VH3S-60**

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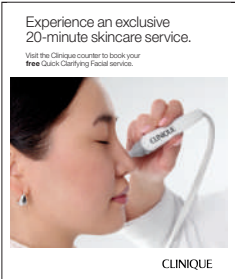
8.5" x 11" Counter Sign **E**
Code: **VH3T-70**

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

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

Experience an exclusive
20-minute skincare service.
Visit the Clinique counter to book your
**free** Quick Clarifying Facial service.

Experience an exclusive 20-minute skincare service.
Experimenta un servicio exclusivo de cuidado de la piel de 20 minutos.
Visita el mostrador de Clinique para reservar tu servicio facial clarificante rápido **gratuito**.

Experience an exclusive
20-minute skincare service.
体验 20 分钟
专属护肤服务。
Visit the Clinique counter to book your **free** Quick Clarifying Facial service.
到访您最近的柜台预约您的快速清爽面部护理服务。

## EXISTING ELEMENTS

**E**
CLINIQUE
Dermatologist guided solutions.
Allergy tested.
100% fragrance free.
**FRONT**

**E**
CLINIQUE
Dermatologist guided solutions.
Allergy tested.
100% fragrance free.
**BACK**

**D**

HOLIDAY '22 ASSET

**D** Table Wrap + Mat

APRIL '24 ASSET

CLINIQUE
Dermatologist guided solutions.
Allergy tested.
100% fragrance free.

CLINIQUE
Dermatologist guided solutions.
Allergy tested.
100% fragrance free.

**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).
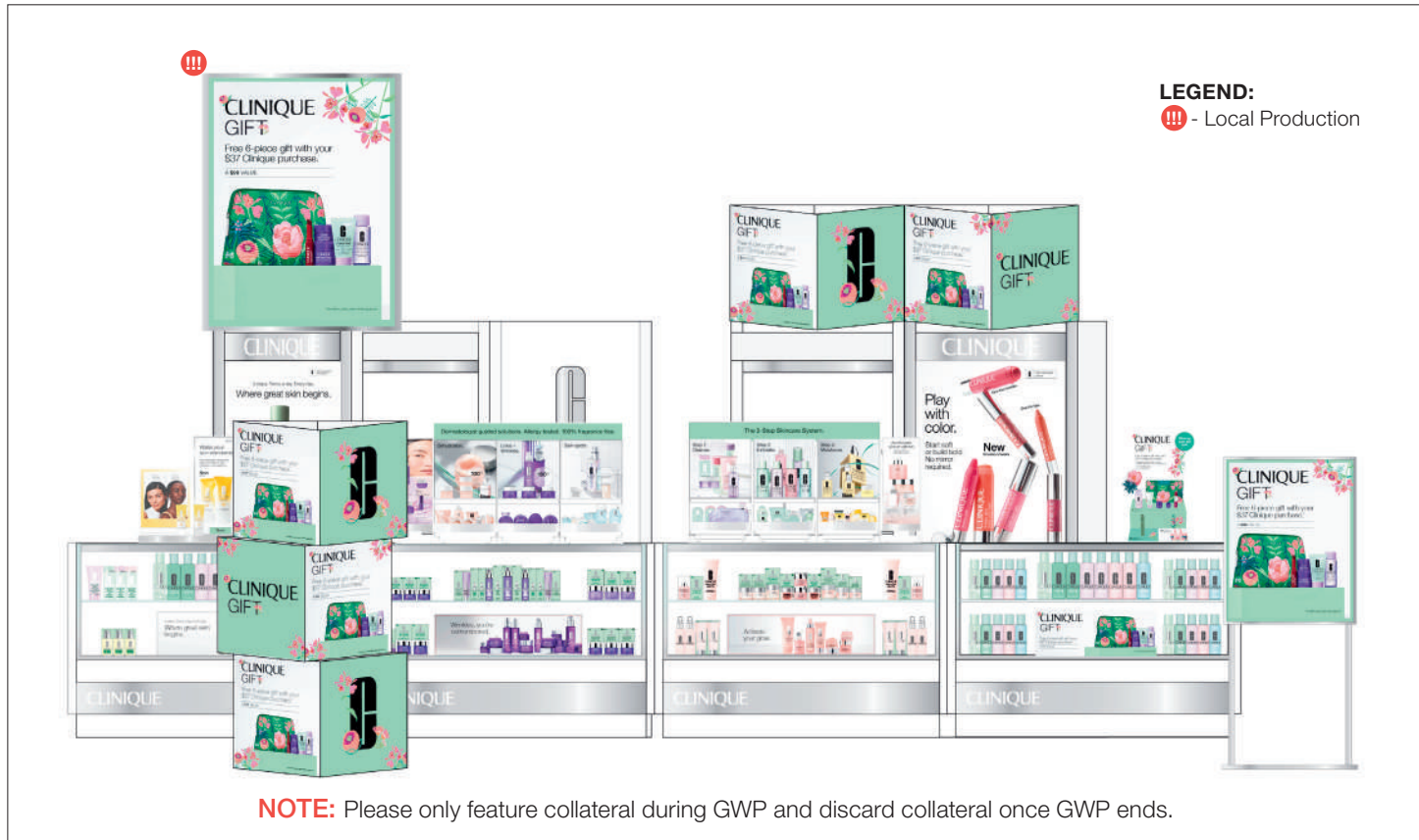


Posters
22" x 28"
PPK code: VGY5-70
30" x 40"
PPK code: VGY1-70

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
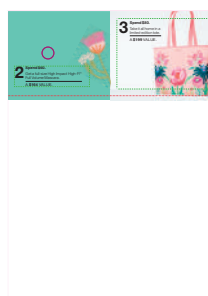
Base Mat

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. |



**STEP 1**

- 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)

..including a limited-edition bag.

**STEP 2**

- High Impact High Fi Full Volume Mascara (Full size)

**STEP 3**

# 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:**
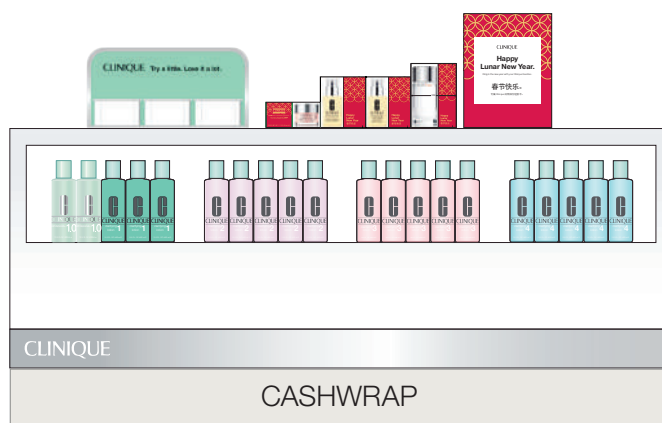
# Amplification Pre-pack
PPK Code: **VHHL-70 (Shipping on February 2026)**

## 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:**



For a limited time only.
**Get 25% off** all Clinique makeup products.*

Makeup Amplification
**APRIL OCD**

For a limited time only.
**Get $15 off** your $35+ purchase of any full size Clinique moisturizer or serum.*

Skincare Amplification
**MAY OCD**

# March Launch Details

## Overview
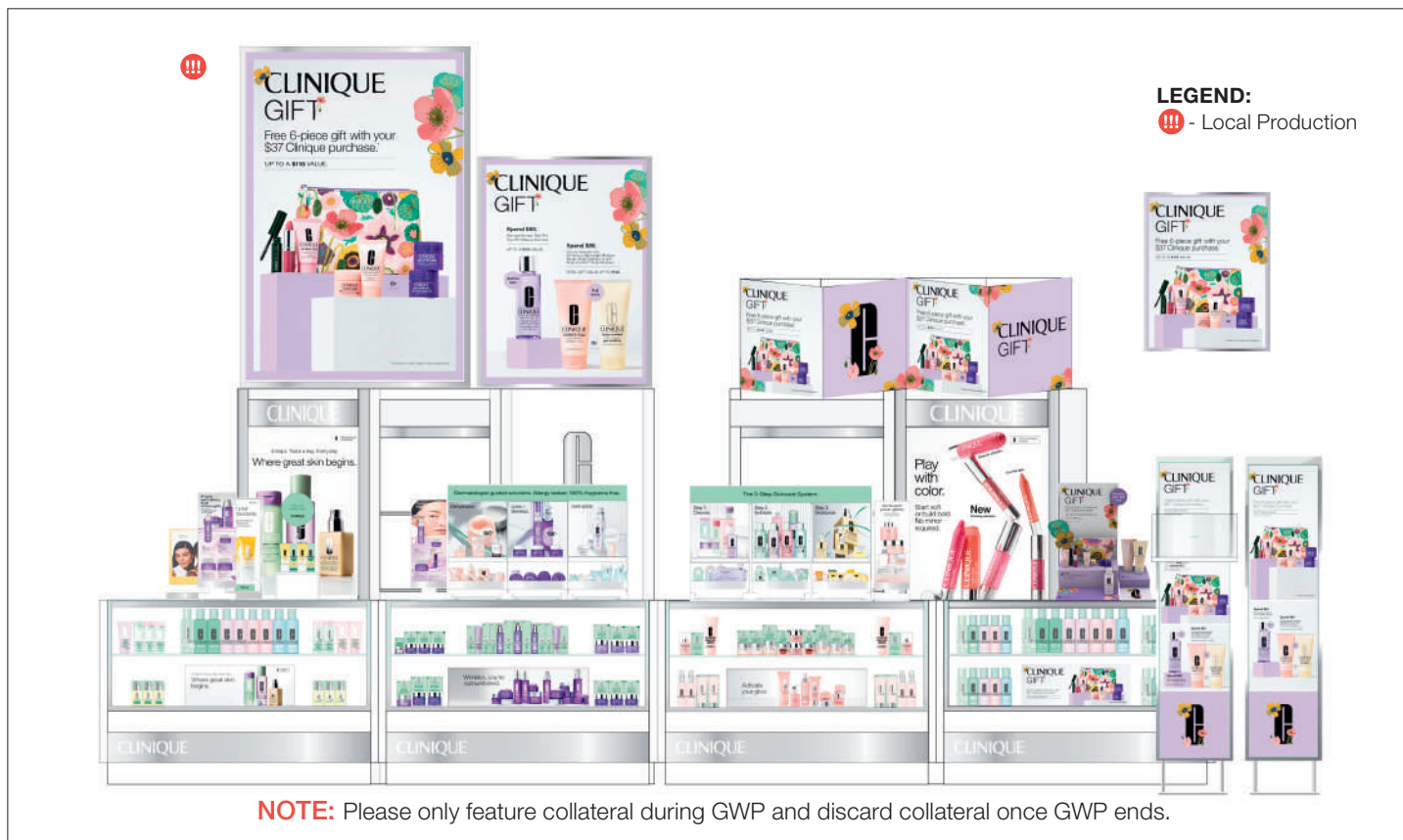


**LEGEND:**
**!!!** - Local Production

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

## Collateral - All Clinique Production

ENG
ENG/SPA

ENG

ENG/SPA

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

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

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

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

Dillards GWP Merchandising
Unit PPK code: VGYK-60
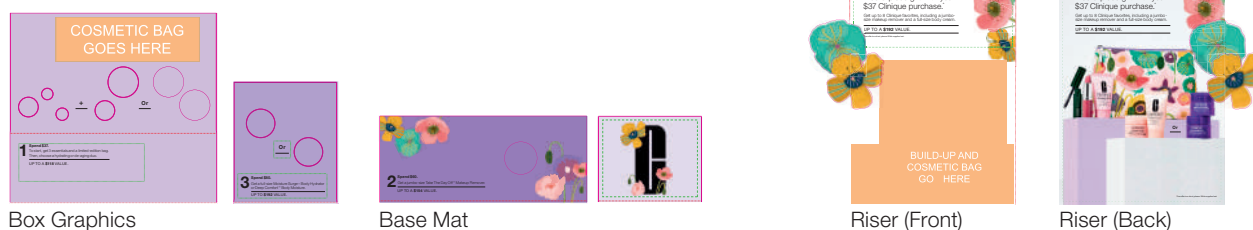
COSMETIC BAG
GOES HERE

Box Graphics

Base Mat

Riser (Front)

Riser (Back)

## GWP Unit Product Line Up



**CLINIQUE GIFT**

Free 6-piece gift with your $37 Clinique purchase.*

Get up to 8 Clinique favorites, including a jumbo-size makeup remover and a full-size body cream.

UP TO A **$192** VALUE.

Reserve your gift now.

***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.. |

**STEP 1**

 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)

**STEP 2**



- Take The Day Off for Lids, Lashes, Lips (200ml Bottle)

**STEP 3**

 OR 

- Deep Comfort Body Moisturizer (200ml Tube)

**OR**

- Moisture Surge Body Hydrator (200ml Tube)

## Overview

**LEGEND:**
!!! - Local Production
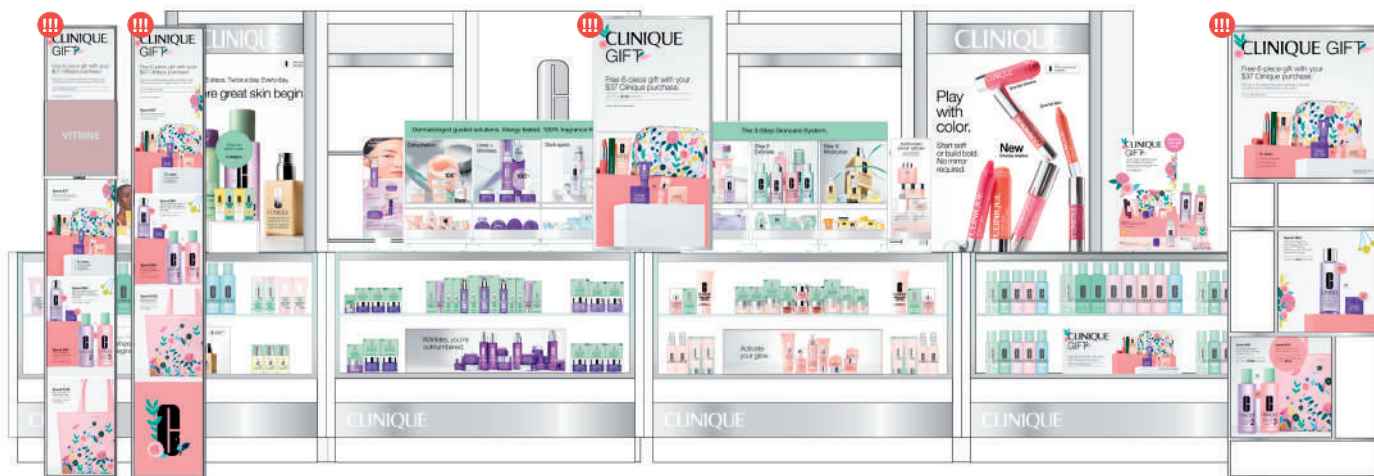


**NOTE:** Please only feature collateral during GWP and discard collateral once GWP ends.

## 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)
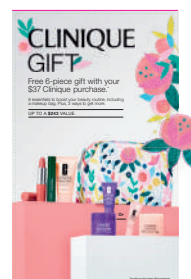
## GWP Unit Product Line Up



*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 | STEP 2 | STEP 4 |
|---|---|---|

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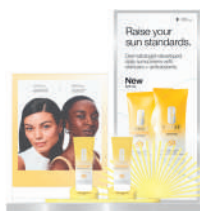
**NON-TOP DOORS:**
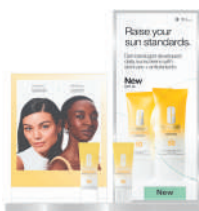
UV Solutions
Graphic Code: VHEQ-70 **TOP DOORS**
Tinted Puck Code: VHFA-60 **TOP DOORS**
Glorifier Code: VHFB-60 **TOP DOORS**

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

**A**

**B**

Discover what's new.
CLINIQUE

**NEW**

13    14

**C**

Raise your sun standards.
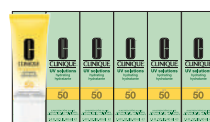
1   2   3   4    5   6   7   8   9    10   11    12

13               14

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

---

**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.*

3 steps. Twice a day. Every day.
Where great skin begins.

3-Step

**A**

Dermatologist developed for resilient skin.

New with SPF

3 steps. Twice a day. Every day.
Where great skin begins.

New with SPF

**B**

Discover what's new.

15

**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

1   2   3   4       5   6   7   8   9       10  11  12

**C**

3 steps. Twice a day. Every day.
Where great skin begins.

Dermatologist developed.

13                                          14

**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

**B** Dermatologist guided solutions. Allergy tested. 100% fragrance free.

**A** Outsmart the signs of aging.

Dehydration.

Lines + Wrinkles.

Dark spots.

New

**C** Wrinkles, you're outnumbered.

1    2        3    4    5    4    3        6    7

8                                          9

**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
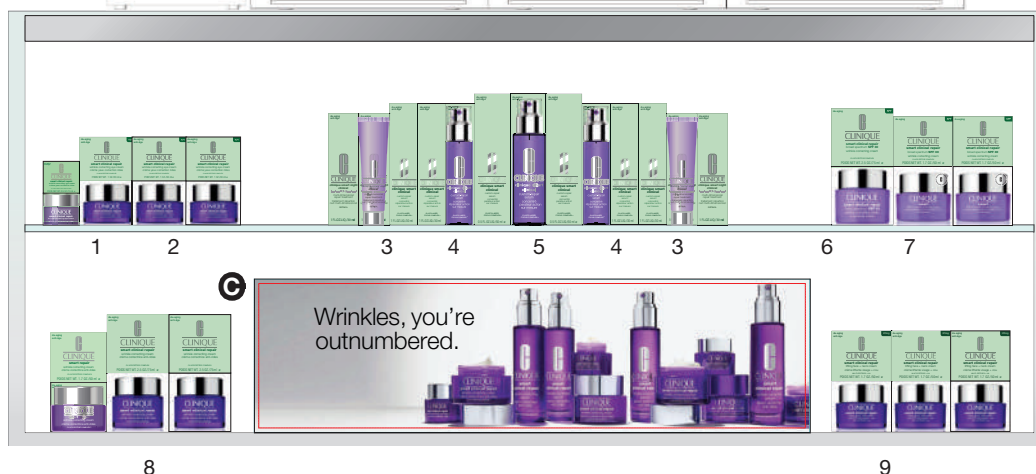
**Shelf 1 & 2**

**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

Moisture Surge Glow
(w/o NEW)



The 3-Step Skincare System.

Step 1: Cleanse.

Step 2: Exfoliate.

Step 3: Moisturize.

Activate your glow.

New

Activate your glow.

**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**
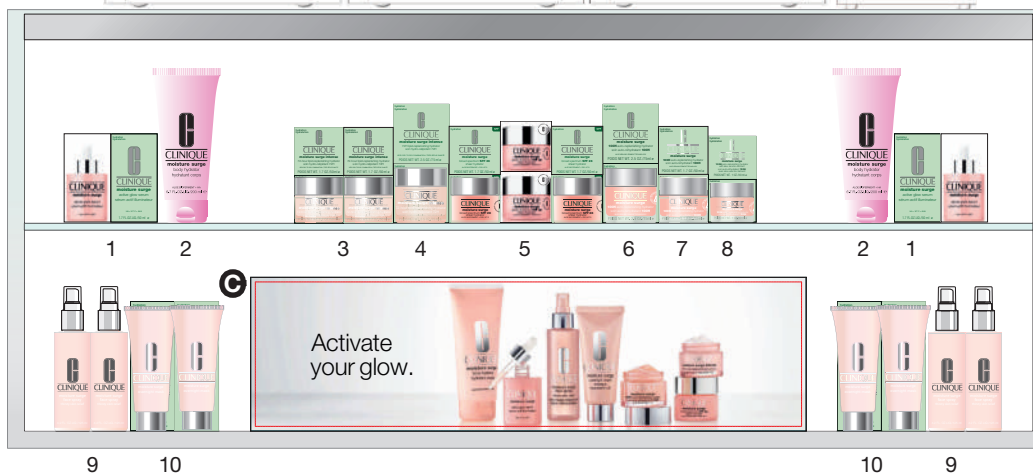
**Shelf 1 & 2**

**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

Activate your glow.

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

## Collateral at Counter

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

**A** An Even Better™

**B** Foundations for every skin type and tone.

100% dermatologist tested makeup.

Medium coverage natural finish.

Visibly reduces dark spots in 12 weeks.

**C** 100% dermatologist tested makeup.

### 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™

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

## Collateral at Counter

Foundation Hero



A    Dermatologist-recommended foundation brand.

B    10 days of your perfect shade. Get it, free.

1       2       1

C    100% dermatologist tested makeup.

2       3

**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**

NEW

Play with color.

Start soft or build bold. No mirror required.

New Chubby shades

Chubby Lip
**FEBRUARY OCD**

SHIPPING DIRECT TO DOOR

A

B

C

*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

**One shade.
All lips.**

Black Honey

**UPDATE**

E          ES

Get 30% off
all Clinique mascara.

Get 30% off de Clinique mascaras.
Obtén un 30% de descuento en todas las máscaras Clinique.

**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.**

**A**     **B**     **C**

Love for lashes.

How to draw

Easy-to-use
shadows.     CLINIQUE

High-Fit

2:30

**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**

**D**

All the drama,
none of the
irritation.

The Clinique
Eye Safety
Promise.

1     2     3          1     2     3     4     3     2     5          3     2     5

1     2     3                                                    3     2     4

**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**

**Belk & Nordstrom Only**

**C**

**A** CLINIQUE   Indulge your senses.

**B** CLINIQUE   Find your Happy!™
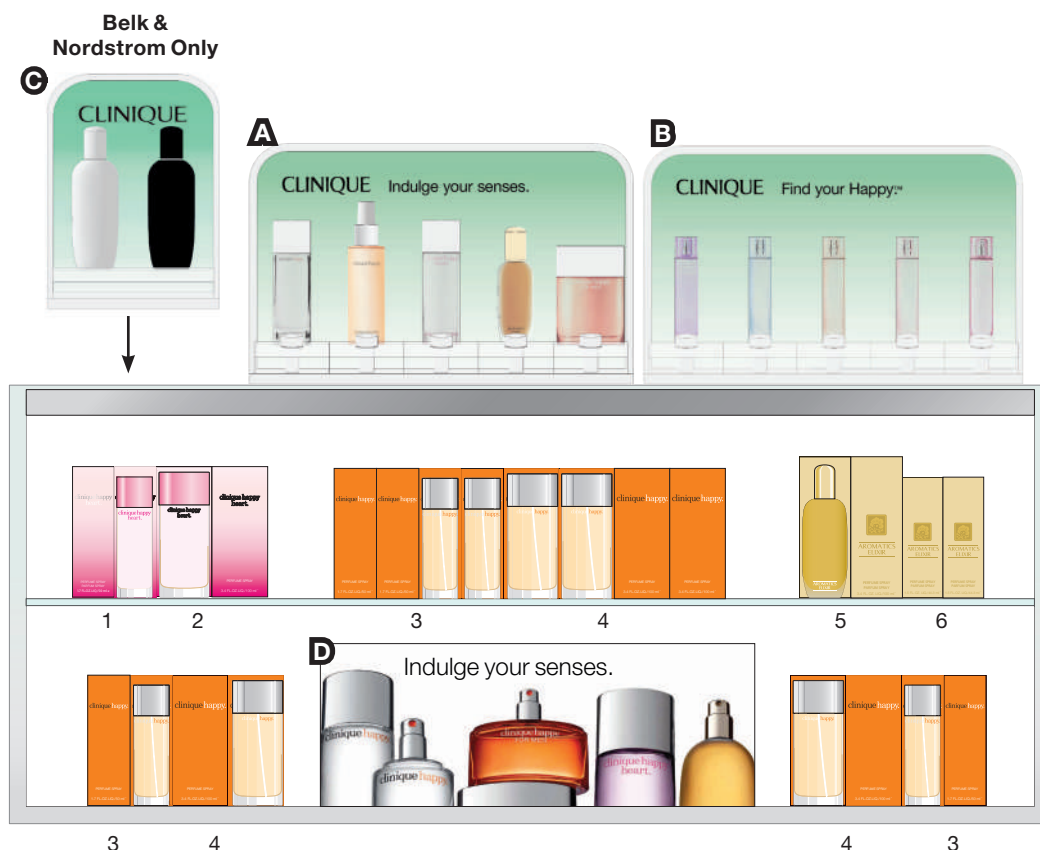
**Shelf 1**

**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

1    2    3    4    5    6

**D** Indulge your senses.

3    4    4    3

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

## Collateral at Counter

**A**

CLINIQUE FOR MEN

**B**

How much is it?

CLINIQUE FOR MEN

**C**

Simple. Smart. Straightforward.

1  2  3  4  5  6  7  8  9  10  7  6  11  12  13  14

15     16     16     15



☞ **\*NOTE:** Please merchandise relevant products inside of case if specific product is out of stock.
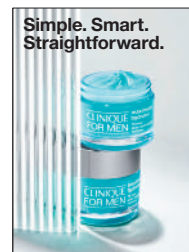
### Counter Top
**A** CFM Unit (SRP Update)
   **FEBRUARY OCD**
   Update Code: VHP3-70 **FD**
   Update Code: VHP4-70 **RD**

**B** How Much Is It Signs **JULY OCD**
   8.5" x 11" Counter Sign
   Update Code: VHJF-70
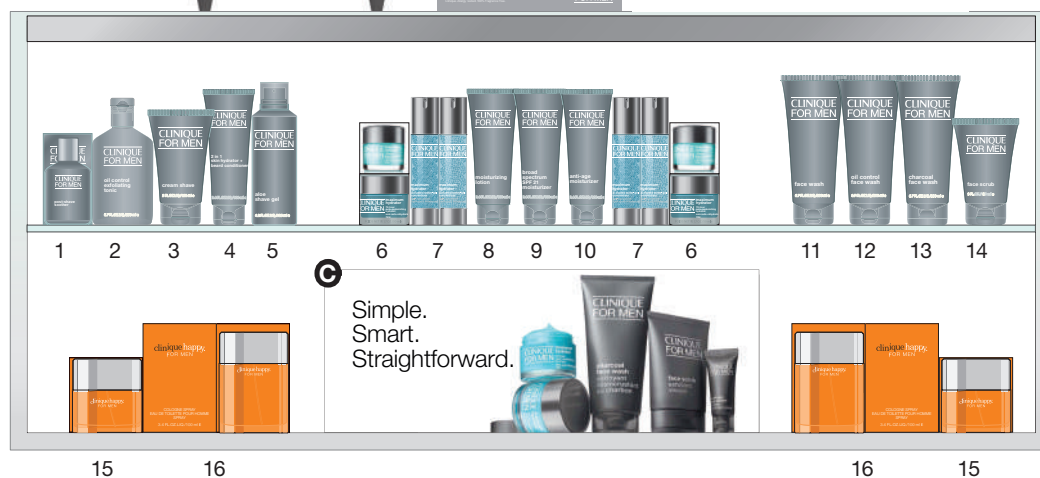
### Shelf 1
1  CFM Post Shave Soother
2  CFM Oil Control Exfoliating Tonic
3  CFM Cream Shave
4  2 in 1 Skin Hydrator + Beard Conditioner
5  CFM Aloe Shave Gel
6  CFM 72-Hour Maximum Hydrator
7  CFM Maximum Hydrator Activated Water-Gel Concentrate
8  CFM Moisturizing Lotion
9  CFM Broad Spectrum SPF 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:** If you have an iPad sticker, please remove and discard.

**C**

30 seconds to your best-looking skin.

CLINIQUE ClinicalReality

**B**

Find your Clinique ID™ with Clinical Reality.

#FindMyID

**A**

Great skin starts with a scan.

**1.** Scan your skin in seconds.
**2.** Get personalized diagnostic results.
**3.** Find clinical solutions for every concern.

Try it here or scan the QR code to get started.

CLINIQUE ClinicalReality

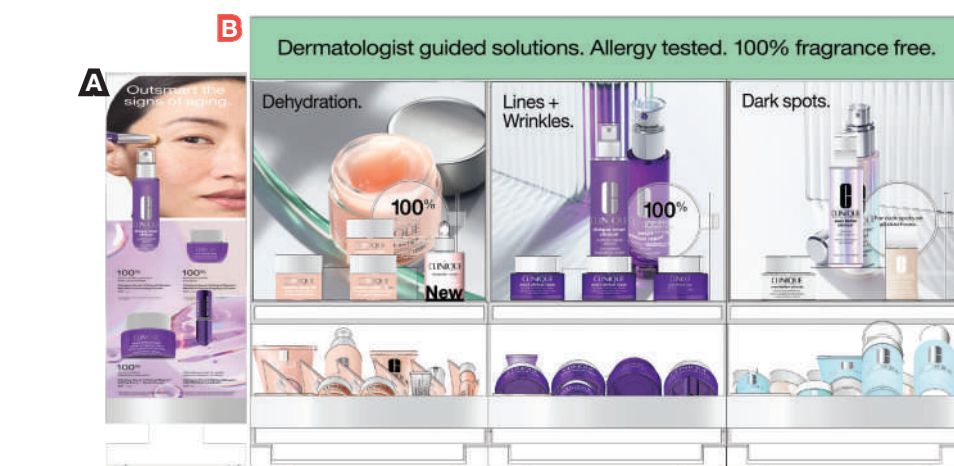| 1 | 2 | | 3 | 4 | 5 | 4 | 3 | | 6 | 7 |

**D**

Wrinkles, you're outnumbered.

| 8 | | | | | | 9 | |

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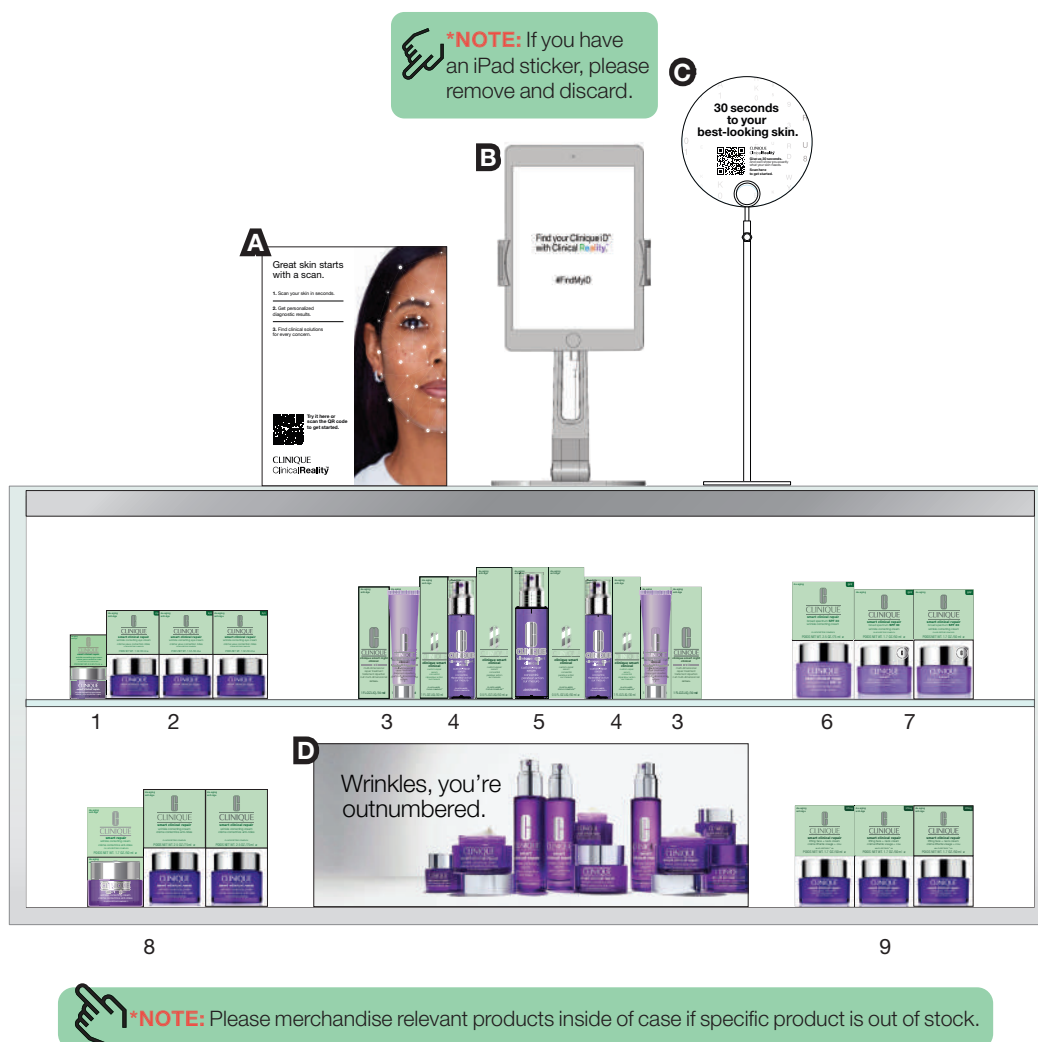
### Counter

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

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

CLINIQUE ClinicalReality

Try it here or scan the QR code to get started.

Great skin starts with a scan.

**1.** Scan your skin in seconds.
**2.** Get personalized diagnostic results.
**3.** Find clinical solutions for every concern.

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**

**Outsmart stubborn lines + wrinkles.**

**32%** VISIBLE REDUCTION IN STUBBORN LINES.

Smart Hero

---

**B** Larger sizes of your Clinique favorites.
CLINIQUE

**A**

**C** Moisturizers to strengthen skin.

1     2     3     4

5     6
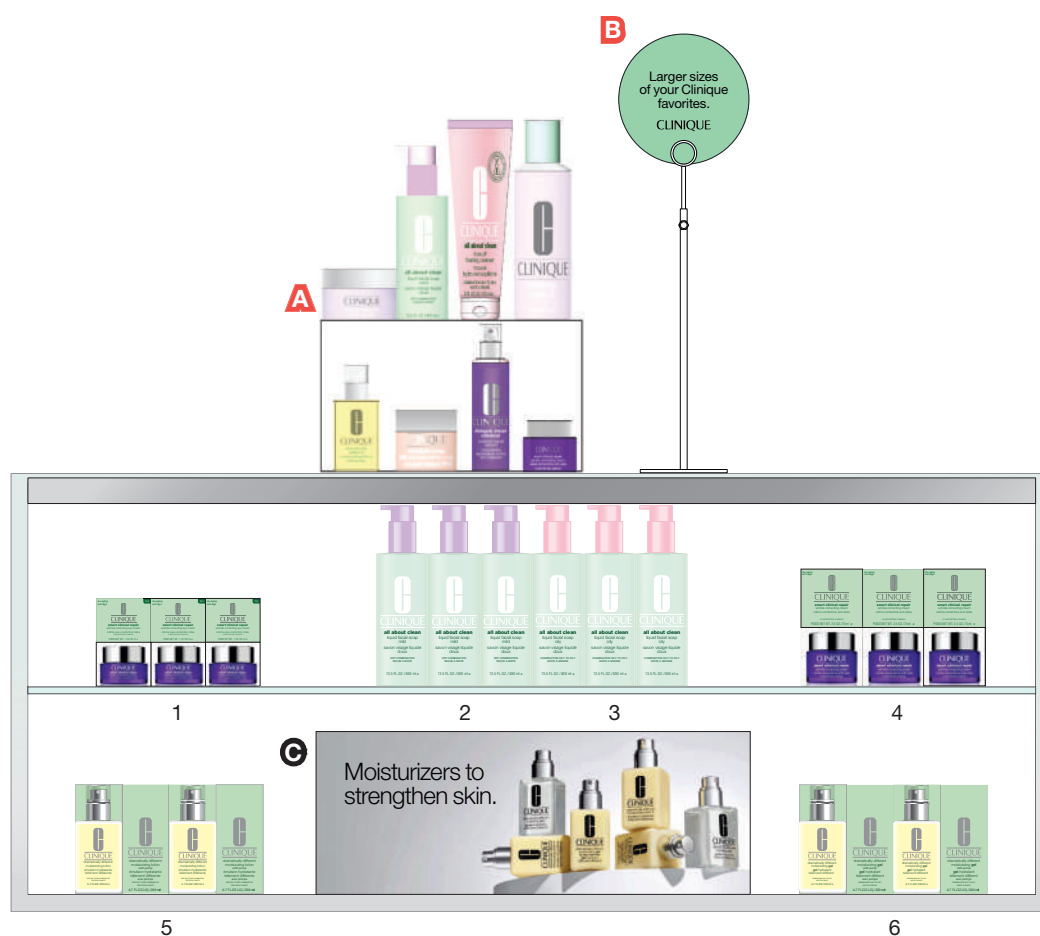
**Counter**
**A** Jumbo Permanent Display Platform **FEBRUARY OCD**
Update Code: VHP9-70

**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
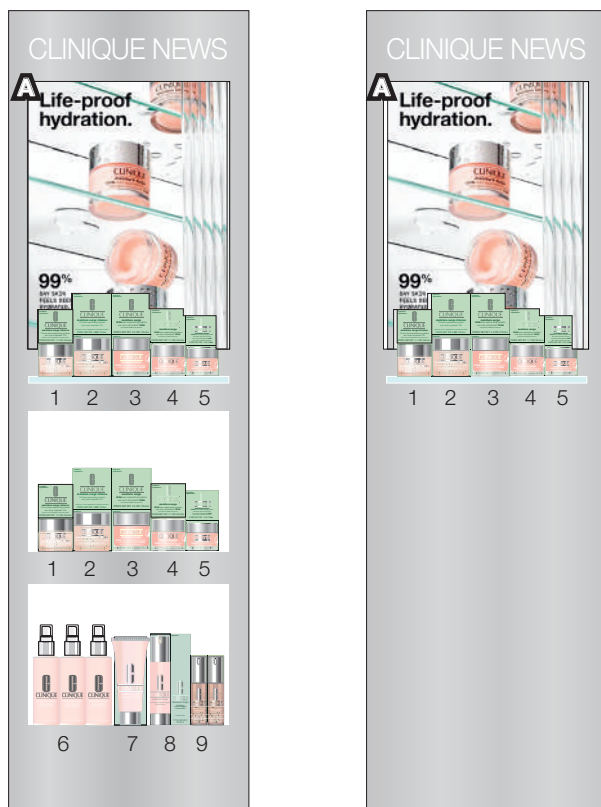


**A** Lightbox Visual: Moisture Surge Hero
1 Moisture Surge™ Intense 1.7 oz
2 Moisture Surge™ Intense 2.5 oz
3 Moisture Surge™ 100H 2.5 oz
4 Moisture Surge™ 100H 1.7 oz
5 Moisture Surge™ 100H 1.0 oz
6 Moisture Surge™ Face Spray
7 Moisture Surge™ Overnight Mask
8 Moisture Surge™ Concentrate
9 Moisture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

## Newness Pedestal
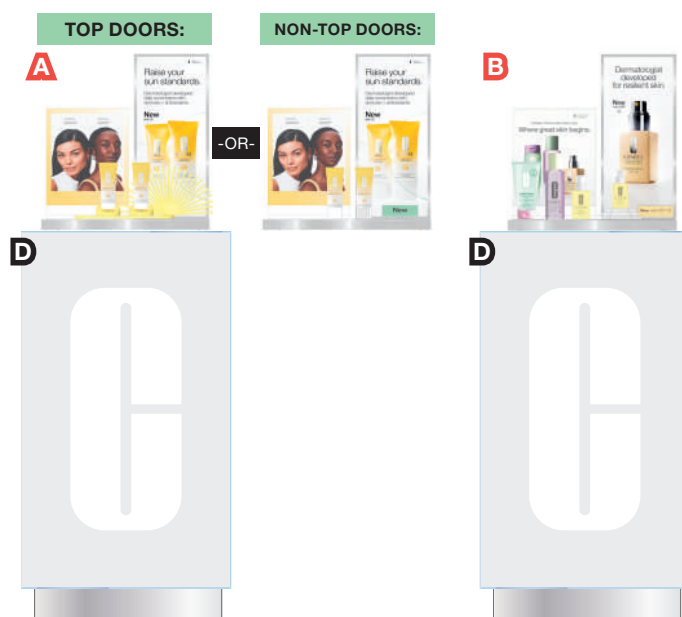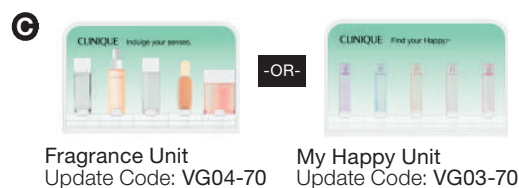


TOP DOORS:   NON-TOP DOORS:

OTHER OPTIONS:

-OR-

Fragrance Unit
Update Code: VG04-70

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 **107, 113 - 141** for Sliver, Treatment + Makeup Main Line Unit details.

LEGEND:
■ End Cap

UPDATE
CLEANSER BAR

FEB
OCD

UPDATE
TREATMENT BAR

FEB
OCD
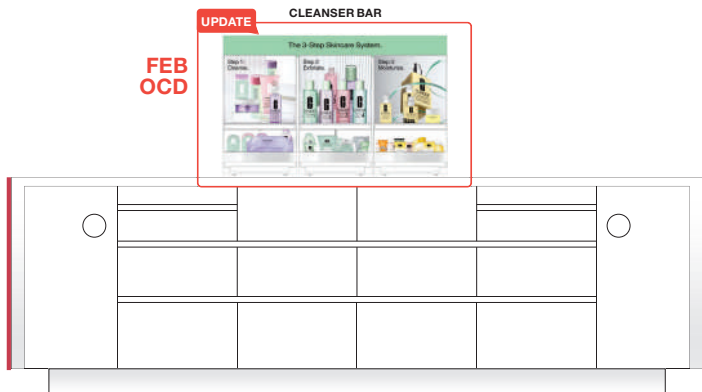
Side A - Cleanser Bar
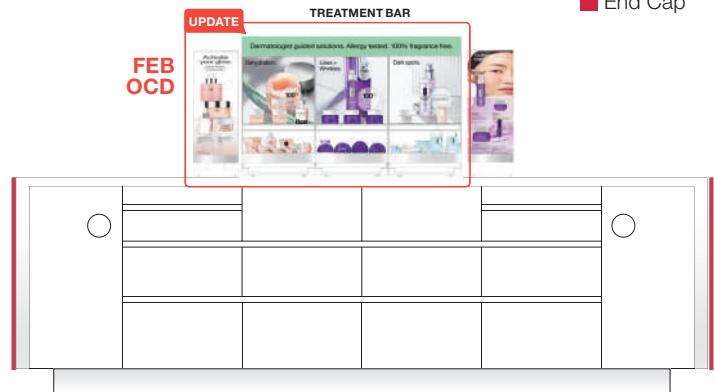
Side B - Moisture Surge Glow Sliver + Treatment Bar + Smart Sliver

## Makeup Deck

LEGEND:
■ End Cap

JAN OCD     FEB OCD          FEB OCD
UPDATE   UPDATE        UPDATE
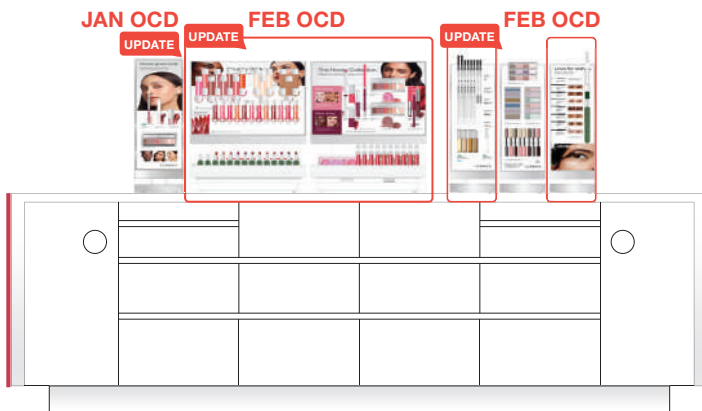
Side A - Nude Honey Sliver + Lip & Cheek Units + Eye Units
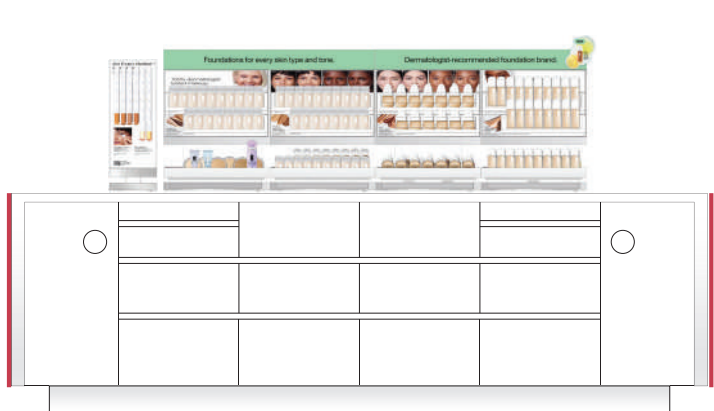
Side B - Even Better Concealer Sliver + Foundation Units

## Treatment & Makeup Deck

LEGEND:
■ End Cap

FEBRUARY OCD
UPDATE

TREATMENT BAR          CLEANSER BAR
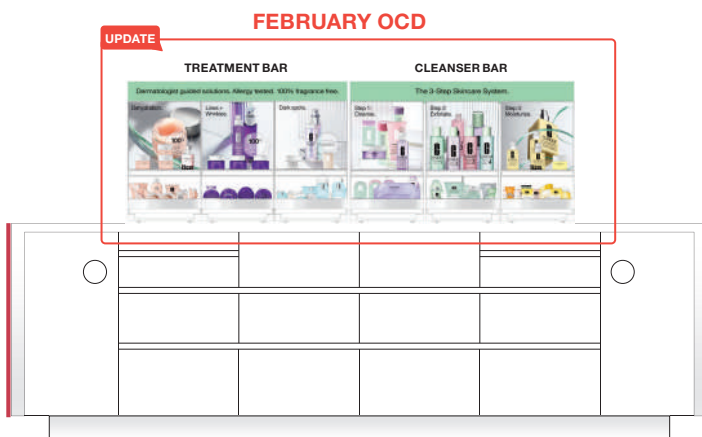
Side A - Cleanser Bar + Treatment Bar
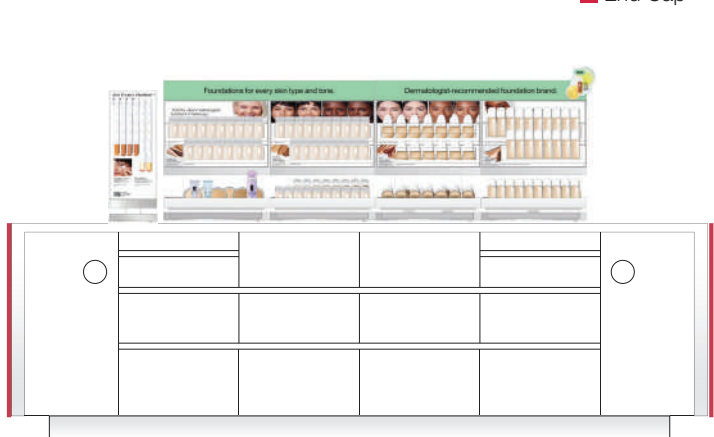
Side B - Even Better Concealer Sliver + Foundation Units

# • Treatment End Caps



Lightbox Option:
3-Step
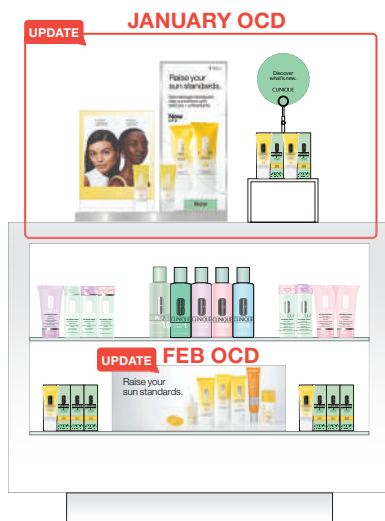
End Cap Display with Shelves Option
Power Zone: UV Solutions
See page 70 for merchandising details.



Lightbox Option:
Smart
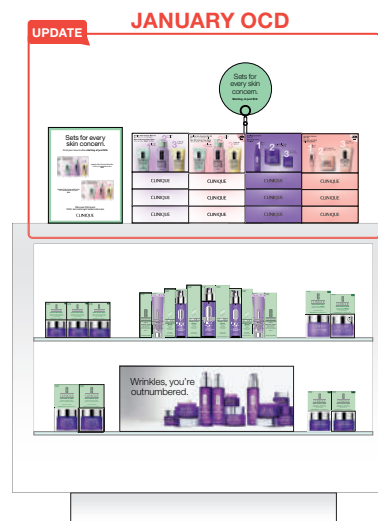
End Cap Display with Shelves Option
Treatment #2 + Flex Case: Derm Concern Sets
See page 53 for merchandising details.

# • Makeup End Caps



Lightbox Option:
EBMU Hero

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



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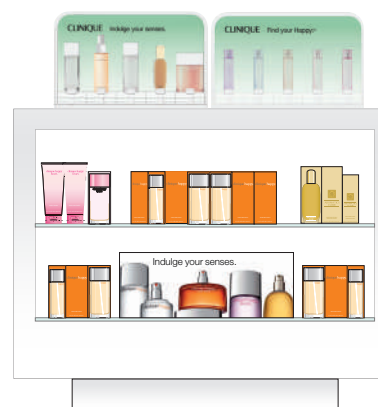
End Cap Display with Shelves Option
Flex: Fragrance
See page 78 for merchandising details.

# Half Decks

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

• January - June



**UPDATE**

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

-OR-

**Option 1:** UV Solutions with Lollipop Sign + Platform
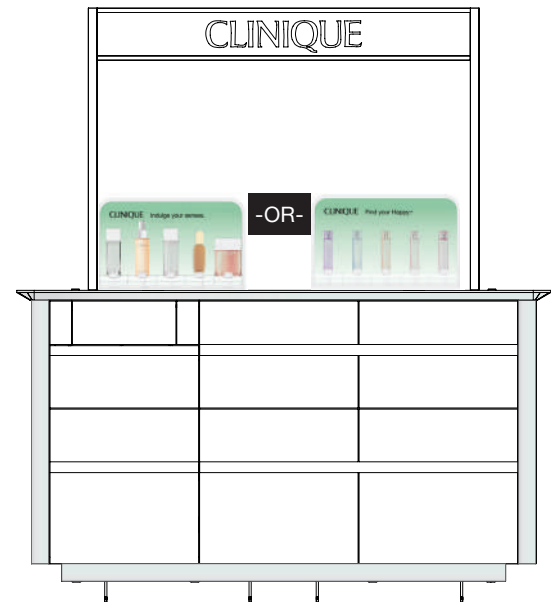
**Option 2:** Basic Fragrance + My Happy Unit

• GWP



**UPDATE**
**2/3 - 3/1 OCD**

**UPDATE**
**3/6 - 3/26 OCD**

**UPDATE**
**3/25 - 4/13 OCD**

-OR-         -OR-
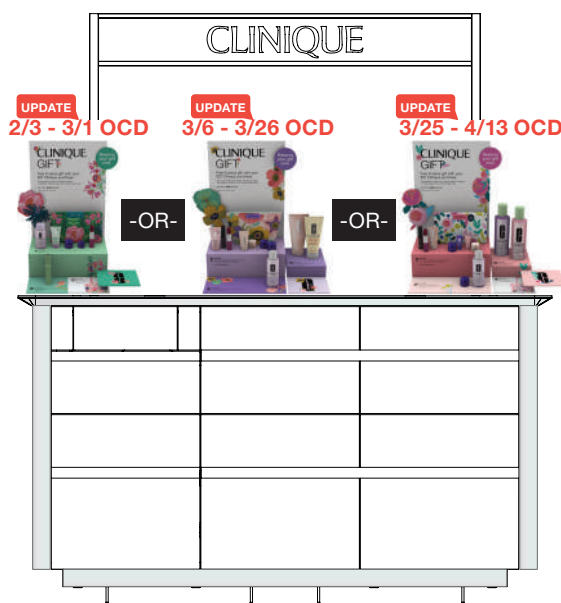
**Option 3:** Belk GWP or Dillard's GWP or Macy's GWP

# Promotional Towers

# • Jumbos

SAYLI + NEWS PROMO TOWER



SHELF 1

SHELF 2

SHELF 3

-OR-

SAYLI Tower



**Outsmart stubborn lines + wrinkles.**

**100%** show visibly reduced lines + wrinkles.*

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



**Outsmart stubborn lines + wrinkles.**

**100%** show visibly reduced lines + wrinkles.*

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

## • Moisturizers

SAYLI + NEWS PROMO TOWER



SHELF 1

SHELF 2

SHELF 3

-OR-

SAYLI Tower



**A** Instant hydration.

100% show a boost in hydration and glow.

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



Instant hydration.

100% show a boost in hydration and glow.

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

# • Fragrance

## SAYLI + NEWS PROMO TOWER



SHELF 1

SHELF 2

SHELF 3

-OR-

SAYLI Tower

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

-OR-



**A** Great skin for him.

SAYLI Tower

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



**Great skin for him.**

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

# Product On Glass Shelves

# Gentle Cleansers & Treatments

**B** 3 steps. Twice a day. Every day.
**Where great skin begins.**

Dermatologist developed.

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |

**C** Take the day off. Every night.

#1 makeup remover brand.

| 13 | 14 | 15 | 16 | | 16 | 15 | 14 | 17 |

**D** Acne? Pick this.

Clinically proven to start reducing the size of acne in just 1 hour.

| 18 | 19 | 20 | 21 |

## 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

# Fight Dark Spots & Signs of Aging

**A**

**B** Wrinkles, you're outnumbered.

**C** Outsmart stubborn lines and wrinkles.

100% show visibly reduced lines + wrinkles*

| 1 | 2 | 3 | 4 | | 5 | 6 | 7 | | 8 |

**D** Targets lines + visibly lifts skin.

100% show a visibly lifted face and neck*

| 9 | 10 | 11 | 12 | | 13 | 14 | 15 | 16 | 17 |

**E** Even better skin for all.

Dark spot interrupter
Up to
56%
visible reduction
in overall tone and mark intensity

Lighten skin tone
Up to
49%
visible reduction in crease and age spots.

| 18 | 19 | 20 | | 21 | 22 | 23 |

*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™

**Find Your Perfect Moisturizer**

Activate your glow.

Instant hydration.

100% show a boost in hydration and glow.

Hydrate & glow

Dermatologist developed moisturizer.

2x hydration, instantly! With Glycerin + Pro-lipids

| 1 | 2 | 3 | 4 | 5 | 6 | | 7 | 8 | 9 | 10 | 11 |

| 12 | 13 | 14 | 5 15 | 16 | 17 | 18 |

| 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 |

*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

## Makeup Powered by Skincare

**A**

**B**

100% dermatologist tested makeup.

**C**

Dermatologist-developed foundation in 50 shades.

Available in 50 shades.

1          1

**D**

Vitamin-powered foundation with SPF 45.

Available in 28 flexible shades.

2          2

**E**

Makeup? Skincare? Yes.

Available in 62 shades.

3          4
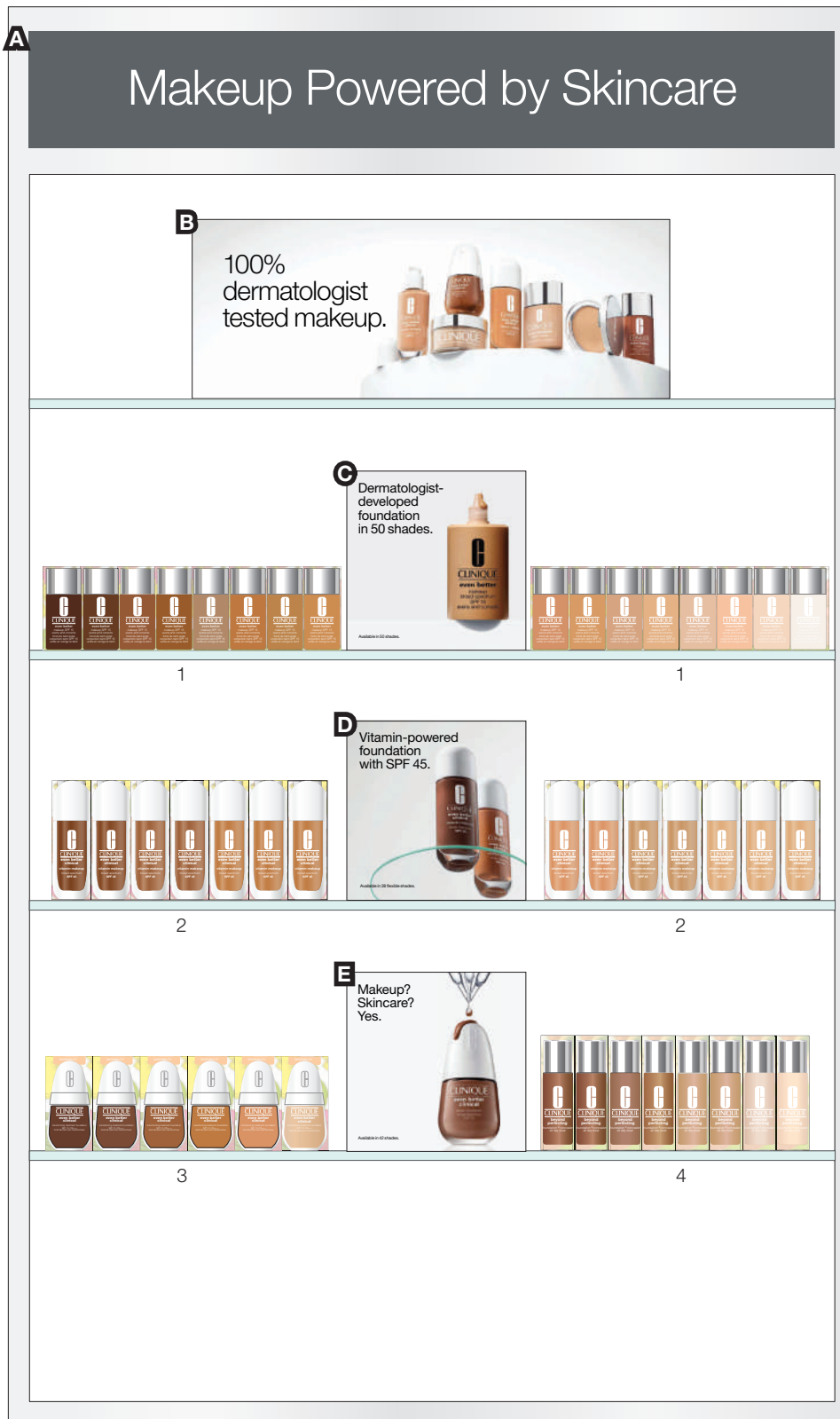
**POG Header**

**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

Get a 10 day supply of your favorite foundation, free.*
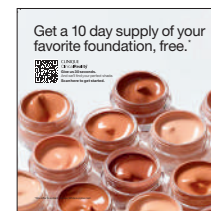
**Generic Foundation Graphic**
- can be used to merchandise other Foundation products based on your door priority and stock availability.

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

## Fragrance Favorites

**Indulge your senses.**

**Mix. Match.
Find your Happy.**

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |

**Happiness
in a bottle.**

| 9 | 10 | 11 | 12 | 13 |

**Indulge
your
senses.**

| 14 | 15 | 14 | 16 | 17 |

**Shelf 3 Option:
Alternate
Assortment**
Doors: **SD**
(AROMATICS
DOORS ONLY)

| 14 | 15 | 16 | 17 |

**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.

## Clinique For Men™

Simple.
Smart.
Straightforward.

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |

Maximum results.
Minimum effort.

| 13 | 14 | 15 | 16 | 17 |

| 18 | 19 | 20 | 21 | 22 |

**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.

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

## Clinique Body & Sun

**B** Raise your sun standards.

**C** UV Solutions SPF 50 for every day.

Tinted coming soon.

1    2    3

NEW    NEW    NEW    NEW

4    5    5    4

6    7    8    9    10
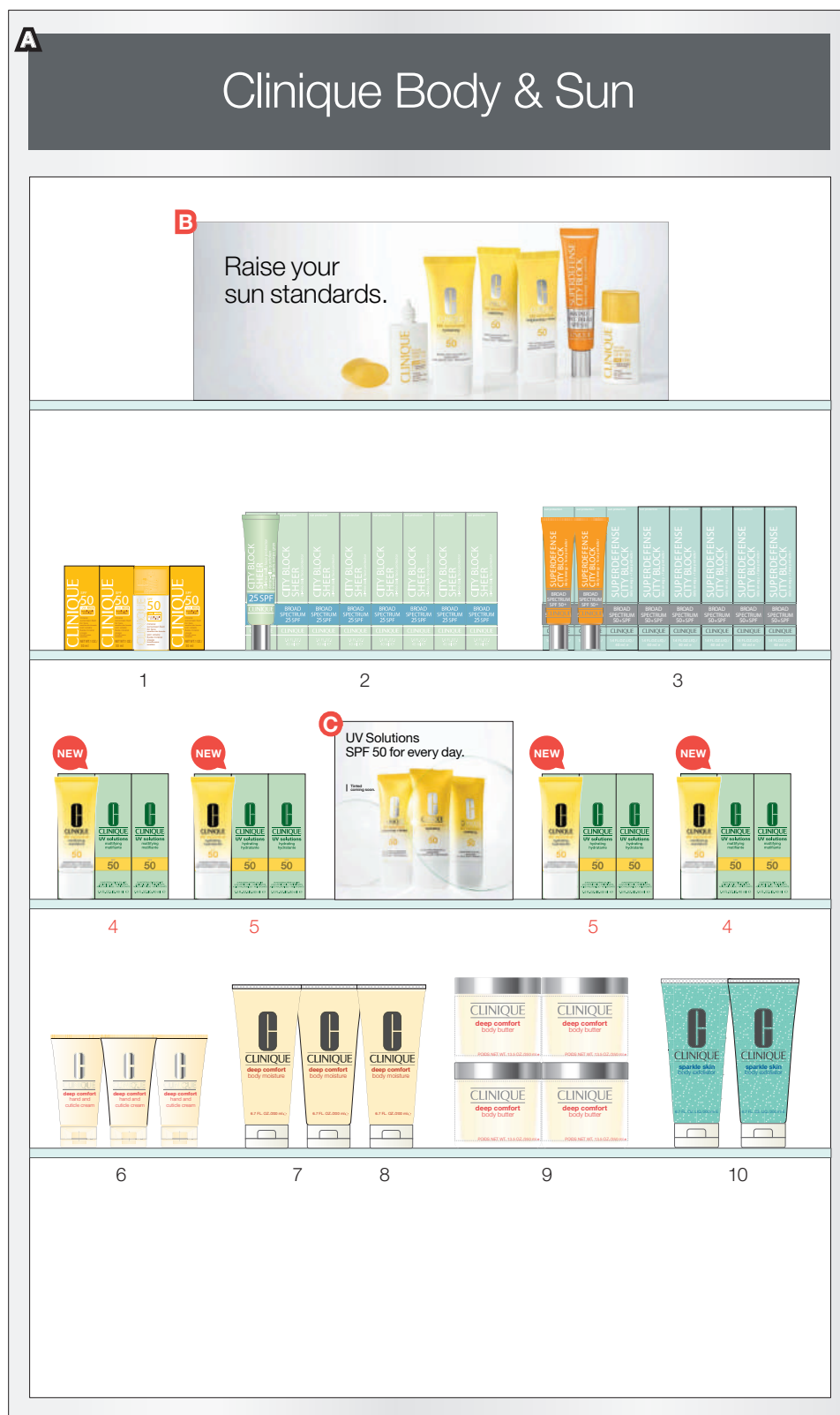
**POG Header**

**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)*
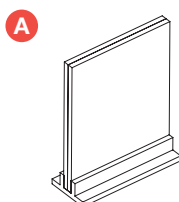
**A** Left Riser Graphic
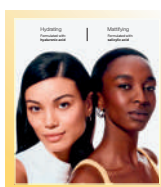
**B** Base Graphic - *Top Doors*

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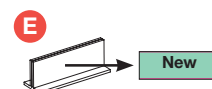
**E** Newness Graphic Block
*(not pictured in rendering; keep in StoryTelling Unit VM Kit of Parts Box for future use)*

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

**\*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.

---

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

**Non-Top Doors**
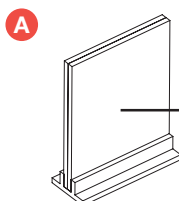
**A** Left Riser Graphic
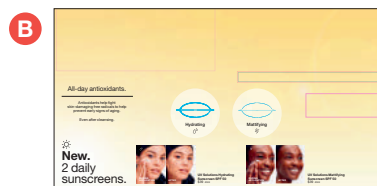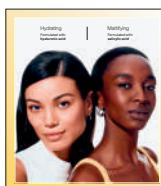
**B** Base Graphic - *Non-Top Doors*

**C** Right Riser Graphic
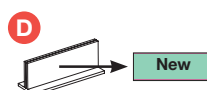
**D** Newness Graphic Block

**ALREADY IN STORE:**
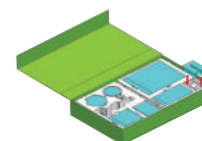
StoryTelling Unit VM Pre-pack Box Unit Code: VF35-60
Parts to be used:
- ☑ Double Claim Post
- ☑ Micro Graphic Riser
- ☑ Newness Graphic Block
- ☑ 8" x 10" Graphic Riser
- ☑ Hexagon 3-Layer Block
- ☑ Nesting Block

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

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**

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

RIGHT SIDE ELEMENTS

LEFT SIDE ELEMENTS

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



Perspective View

FRONT VIEW

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
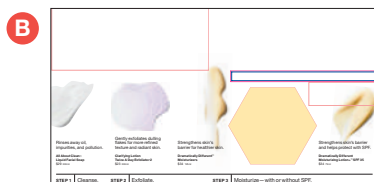
**B** Base Graphic
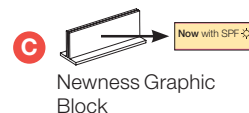
**C** Newness Graphic Block

---

**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
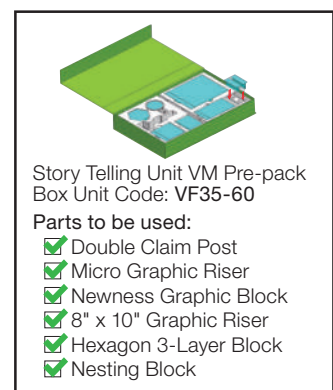
# Story Telling Unit Kit of Parts
Unit Code: **VF35-60**
Doors: **Top Doors + Non-Top Doors**
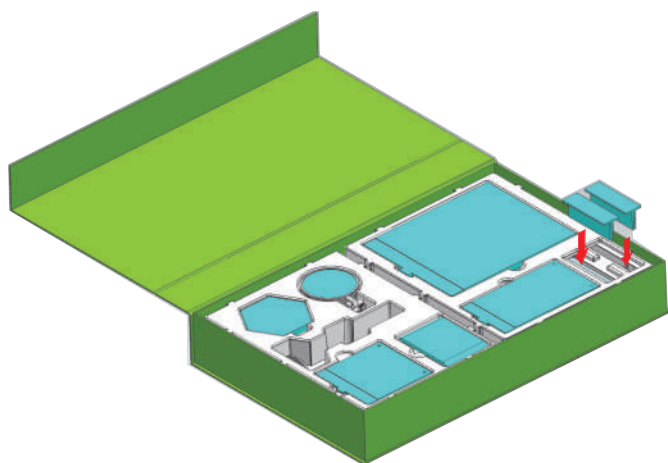
## Story-Telling Unit VM Pre-pack
## Do's and Don'ts

☑ 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
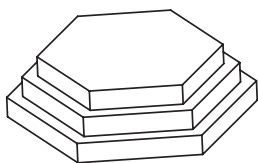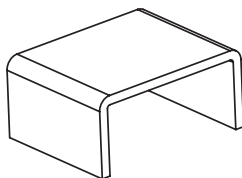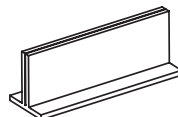
☑ Hexagon 3-Layer Block    ☑ Nesting Block    ☑ Newness Graphic Block    ☑ Most-Loved Graphic Block
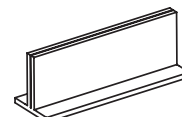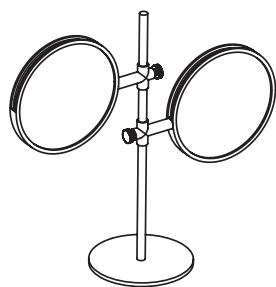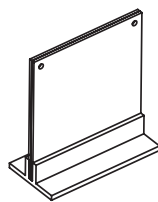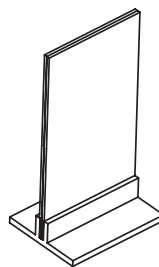
☑ Double Claim Post    ☑ Micro Graphic Riser    ☑ 4" x 7.5" Graphic Riser    ☑ 8" x 10" Graphic Riser
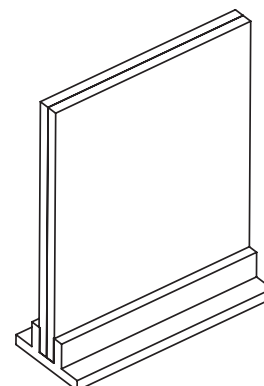
*NOTE:* Can be turned into a single claim post. Ensure to safely store the extra circular claim frame inside the VM Pre-pack box.

*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



FEBRUARY UPDATE



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  TOP VIEW

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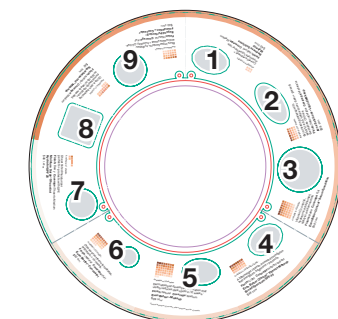
Base Update (SRP Update)
Update Code: VG0Z-70 **JULY '25 OCD**

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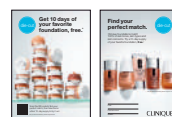
5" x 7" Dramming Card
Code: V6FS-70 **E**
Code: V6HD-70 **M**
Code: V6FZ-70 **S**

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

FRONT    BACK



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

FRONT    BACK



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

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

FRONT    BACK
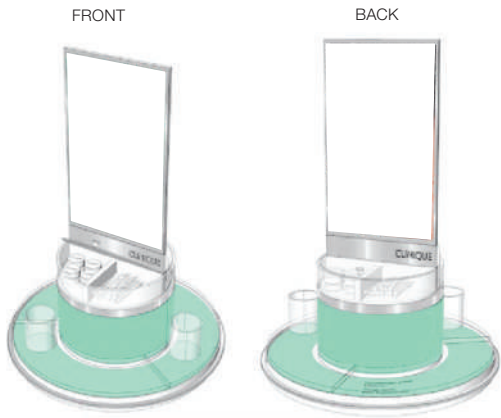


New & Trending Unit
Unit Code: KRNJ-60
Graphic Code: VDZ1-60
Doors: **SD**

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

SIDE A    SIDE B    TOP VIEW



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**
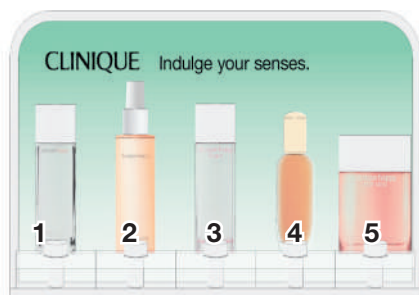


FRONT VIEW
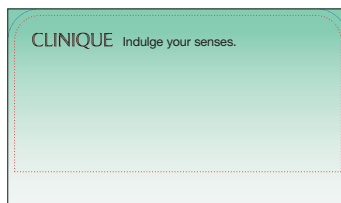
RISER GRAPHIC

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**
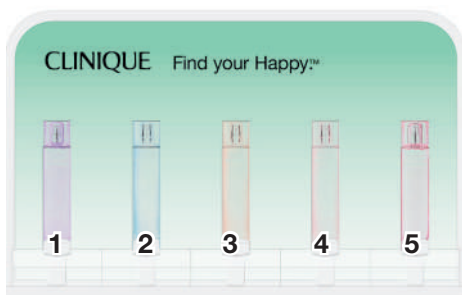


FRONT VIEW
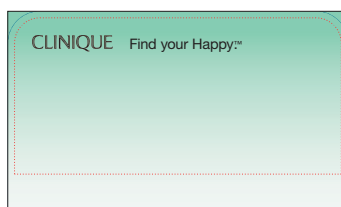
RISER GRAPHIC

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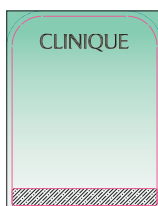
Aromatics Graphic Code: VG02-70
**(Belk Only) JULY OCD**

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

### Product Assortment

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

### Product Assortment

1. Feature any Happy Fragrance

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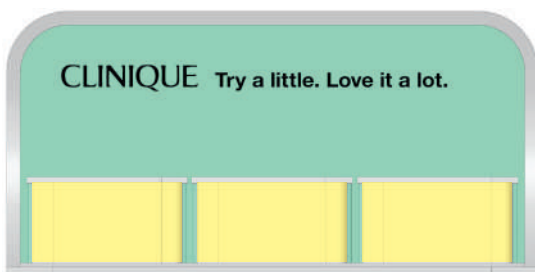


Minis Unit
**(SELECT DOORS ONLY - DILLARD'S, BOSCOV'S, BELK, MACY'S)**
Full Unit Code: VCHN-60

**\*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.
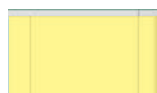
  BIN GRAPHIC PLACEMENT

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**

| | | | |
|---|---|---|---|
| 99% say skin feels deeply hydrated.* — Moisture Surge™ 100H | 2x hydration instantly.* — DDML+ or DDMG | UPDATE — Gentle cleansers for your skin type. — All About Clean™ Liquid Facial Soap (Mild) Update Code: VHPA-70 FEBRUARY UPDATE | 3 seconds to radiance. — Clarifying Lotion 2 or 3 |
| Melts away makeup—and more. — Take The Day Off™ Cleansing Balm | 32% visible reduction in stubborn lines.* — Smart™ Clinical Repair Wrinkle Correcting Serum | Ophthalmologist tested. Safe for sensitive eyes. — High Impact™ Mascara | Whisks away stubborn makeup. — Take The Day Off™ Makeup Remover |
| Clinically proven to start reducing the size of acne in just 1 hour.* — Acne Solutions™ Clinical Clearing Gel | Sheer magic. — Almost Lipstick in Black Honey | All drama. No struggle. — High Impact™ Eyeliner | The gentle scrub for smooth, polished skin. — 7 Day Scrub |
| Non-drying. Non-stripping. — All About Clean™ Rinse-Off Foaming Cleanser | Ophthalmologist tested. Safe for sensitive eyes. — High Impact™ Mascara Mini | Prime every lash. — Lash Building Primer | 230% more volume, instantly.* — High Impact High-Fi™ Mascara |
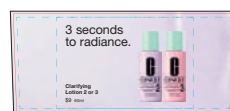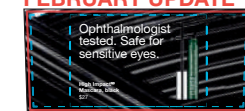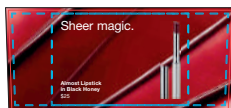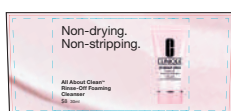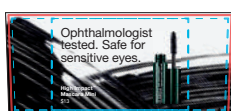
# Clinique For Men Unit
Doors: **FD RD**

---

**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

• July Update



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

UPDATES TO

• February Update



UPDATE     UPDATE     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 | |
|-----|------|---|
| ★ (green) | ● (green) | Locator/Comm Box/Component |
| ★ (red) | ● (red) | Product/Shade |
| ★ (yellow) | ● (yellow) | 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



#### 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

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

---

### GRAPHICS

#### Main Platform Graphics



Riser Wall Header Graphic



Main Platform Base Graphic



Magnifier Graphic



Drawer Comm Box

---

### Communication Bands

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

★ **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 | |
|---|---|---|---|
| | ★ (green) | ● (green) | Locator/Comm Box/Component |
| | ★ (red) | ● (red) | Product/Shade |
| | ★ (yellow) | ● (yellow) | Visual/Price Tag/Front Band |

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

PRODUCT ASSORTMENT

### Main Platform

**Main Platform Products**
1. Clinique Smart Clinical Repair™ Wrinkle Correcting Cream
2. Clinique Smart Clinical Repair™ Lifting Cream
3. Clinique Smart Clinical Repair™ SPF 30 Wrinkle Correcting Cream
4. Clinique Smart Clinical Repair™ Wrinkle Correcting Serum (Hero Puck) (Magnifier)
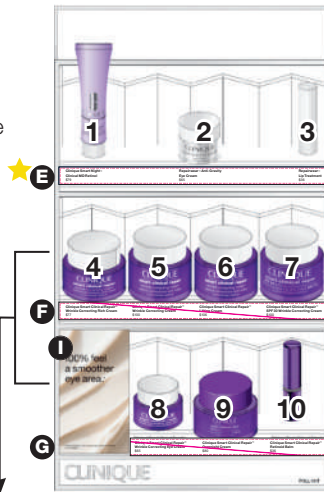
### Drawer Level

**Drawer Level Products**
1. Clinique Smart Night™ Clinical MD Retinol
2. Repairwear™ Anti-Gravity Eye Cream
3. Repairwear™ Lip Treatment
4. 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

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

GRAPHICS

### Main Platform Graphics

Riser Wall Header Graphic
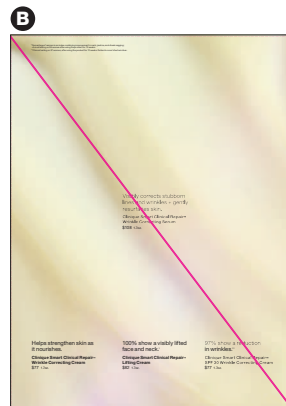
Main Platform Base Graphic

Magnifier Graphic

Drawer Comm Box

### Communication Bands

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

★ **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**

## PRODUCT ASSORTMENT

### Main Platform



H 100% fragrance free.

### Main Platform Products

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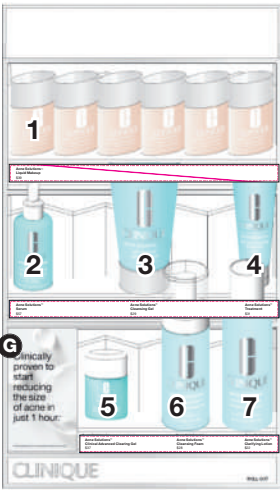
### Drawer Level



### Drawer Level Products

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

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

## GRAPHICS

### Main Platform Graphics



A

Dark spots.

Riser Wall Header Graphic



B

Up to **56%** visible reduction in post-acne mark intensity.

Up to **49%** visible reduction in sun and age spots.

Main Platform Base Graphic



C

For dark spots on all skin tones.

Magnifier Graphic



G

Clinically proven to start reducing the size of acne in just 1 hour.

Drawer Comm Box

## Communication Bands

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

• July Update



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

UPDATES TO

• February Update



UPDATE          UPDATE          UPDATE

**Bay 1 Unit**        **Bay 2 Unit**        **Bay 3 Unit**
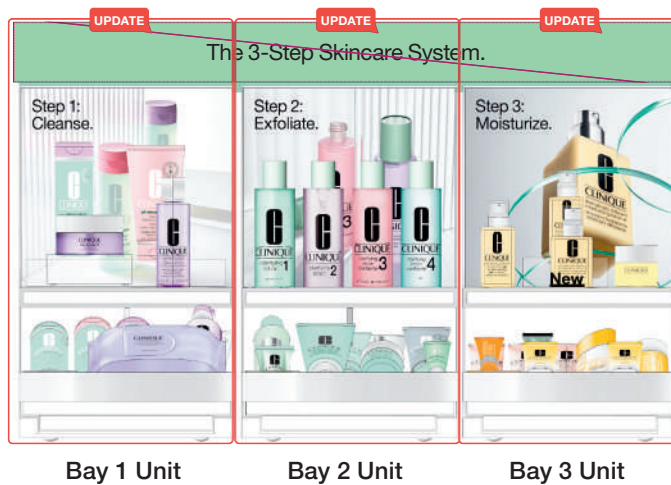
# Cleanser Bar - Bay 1 [UPDATES]

## Full & Reduced Doors FEBRUARY UPDATE

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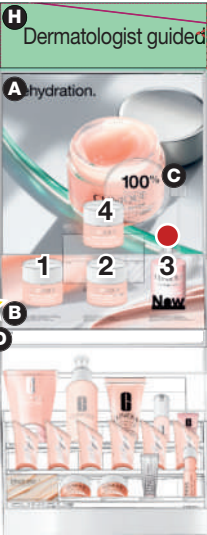SRP Update PPK Code: **VHJH-70 FEB OCD**

PRODUCT ASSORTMENT

## Main Platform



### Main Platform Products

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

## Drawer Level



### Drawer Level Products

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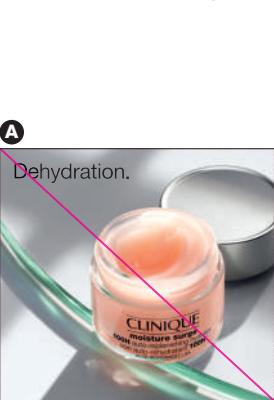8. ★ ADDED Take the Day Off™ Micellar Cleansing Towelettes For Face & Eyes

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

GRAPHICS

## Main Platform Graphics


Riser Wall Header Graphic


Main Platform Base Graphic


Top Hero Platform Graphic


Drawer Comm Box

## Communication Bands

★ 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 | |
|---|---|---|---|
| | ★ (green) | ● (green) | Locator/Comm Box/Component |
| | ★ (red) | ● (red) | Product/Shade |
| | ★ (yellow) | ● (yellow) | 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
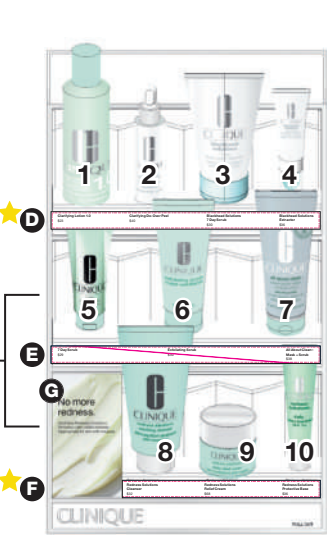


**Drawer Level Products**

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.
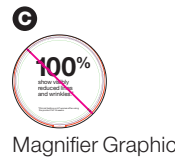
### GRAPHICS

### Main Platform Graphics



Riser Wall Header Graphic
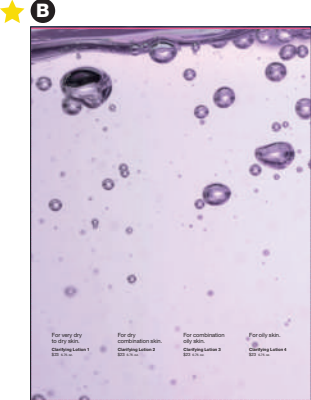


Main Platform Base Graphic



Drawer Comm Box

### Communication Bands

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

★ **D**

| Clarifying Lotion 1.0 | Clarifying Do-Over Peel | Blackhead Solutions 7 Day Scrub | Blackhead Solutions Extractor |
|---|---|---|---|
| $23 | $40 | $30 | $36 |

**E**

| 7 Day Scrub | Exfoliating Scrub | All About Clean™ Mask + Scrub |
|---|---|---|
| $29 | $30 | $38 |

★ **F**

| | Redness Solutions Cleanser | Redness Solutions Relief Cream | Redness Solutions Protective Base |
|---|---|---|---|
| | $32 | $68 | $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**

PRODUCT ASSORTMENT
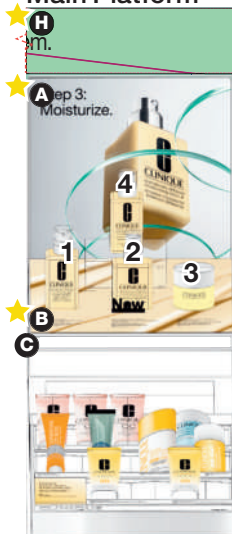
### Main Platform



### 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.
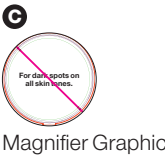
GRAPHICS

### Main Platform Graphics


Riser Wall Header Graphic


Main Platform Base Graphic
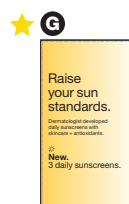

Drawer Comm Box

### 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

• 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 | |
|---|---|---|---|
| | ★ (green) | ● (green) | Locator/Comm Box/Component |
| | ★ (red) | ● (red) | Product/Shade |
| | ★ (yellow) | ● (yellow) | Visual/Price Tag/Front Band |

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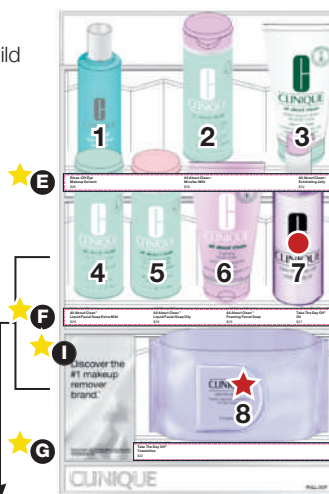
---

## PRODUCT ASSORTMENT

### Main Platform



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

### Drawer Level



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

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

---

## GRAPHICS

### Main Platform Graphics



Riser Wall Header Graphic



Main Platform Base Graphic



Top Hero Platform Graphic

---

## Communication Bands

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

**★ 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 |
|---|---|---|---|

# 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**

**LEGEND:**

| New | Updated/Moved | |
|-----|---------------|---|
| ★ (green) | ● (green) | Locator/Comm Box/Component |
| ★ (red) | ● (red) | Product/Shade |
| ★ (yellow) | ● (yellow) | Visual/Price Tag/Front Band |

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

## PRODUCT ASSORTMENT
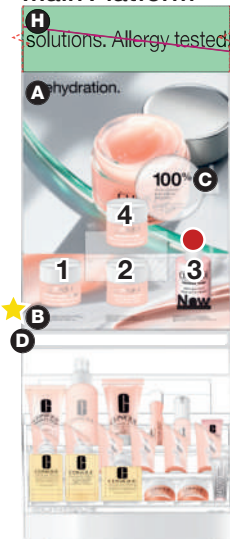
### Main Platform

### 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

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

**F**

| Moisture Surge™ Sheertint $46 | | | | | |
|---|---|---|---|---|---|

**G**

| Dramatically Different Moisturizing Lotion+™ $34 | Dramatically Different™ Moisturizing Gel $34 | Dramatically Different Moisturizing Lotion+™ SPF 35 $34 | All About Eyes™ $39 | All About Eyes™ Rich $39 | All About Eyes™ Brightening Serum $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 | |
|---|---|---|
| ★ (green) | ● (green) | Locator/Comm Box/Component |
| ★ (red) | ● (red) | Product/Shade |
| ★ (yellow) | ● (yellow) | Visual/Price Tag/Front Band |

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

---

PRODUCT ASSORTMENT

### Main Platform



### Main Platform Products

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

### Drawer Level
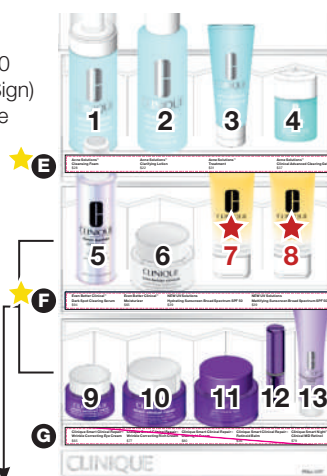


### Drawer Level Products

1. Acne Solutions™ Cleansing Foam
2. Acne Solutions™ Clarifying Lotion
3. Acne Solutions™ Treatment
4. Acne Solutions™ Clinical Advanced Clearing Gel
5. Even Better Clinical™ Dark Spot Clearing Serum
6. 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

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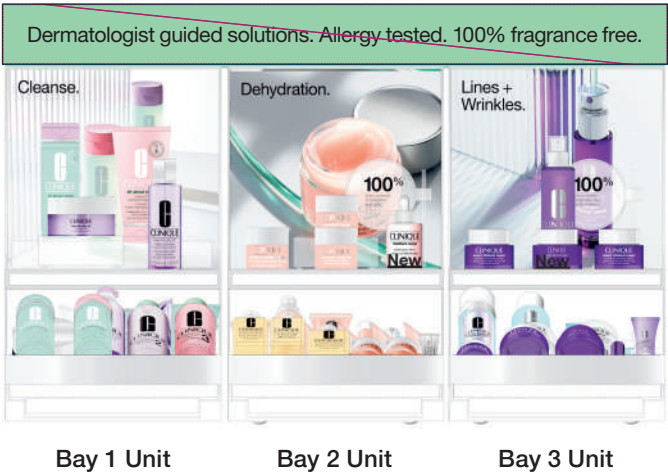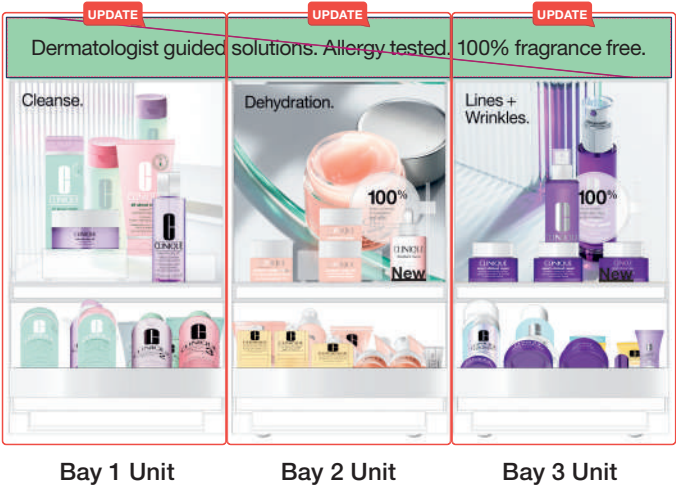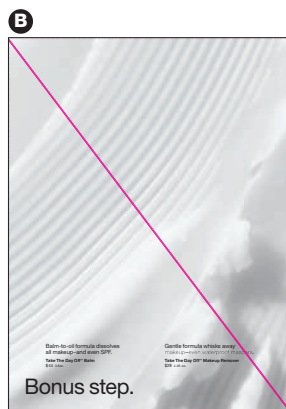
Pink slash indicates not updating, **DO NOT THROW OUT**

**E**

| 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 | $36 | $79 |

# Face Units  `UPDATE`

Full Doors

• May Update



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

• July Update



| Bay 1 Unit | Bay 2 Unit | Bay 3 Unit | Bay 4 Unit |
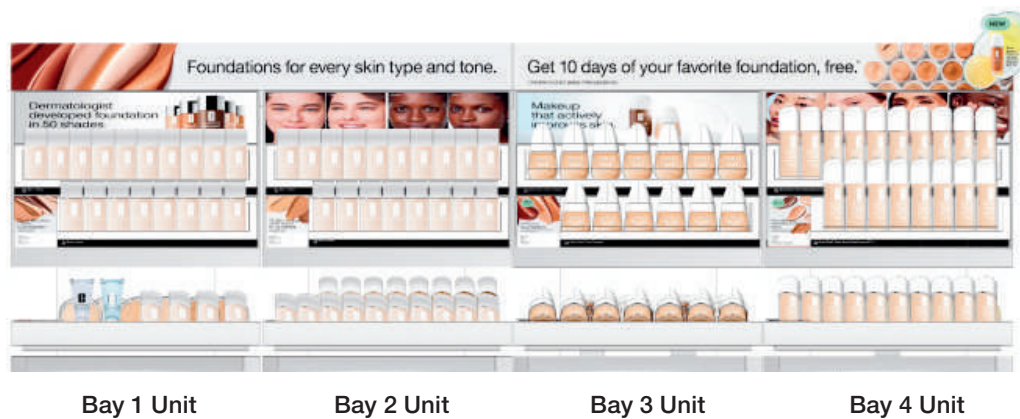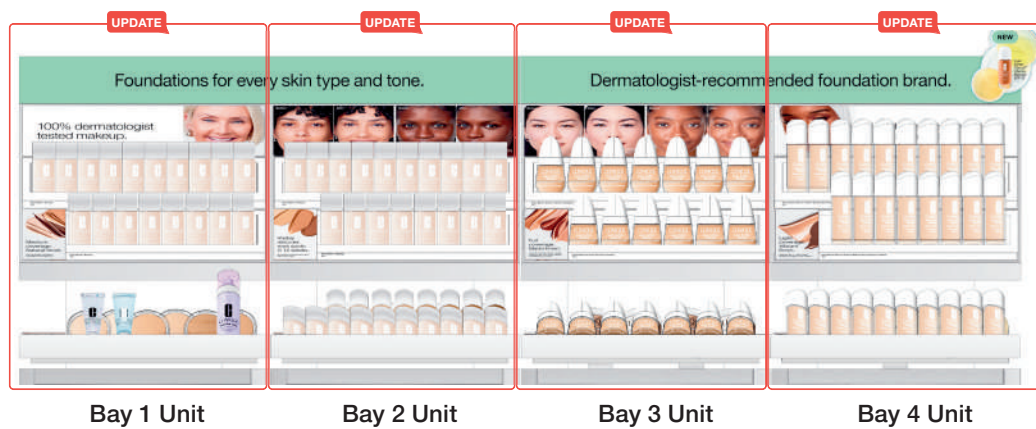
## Face Unit - Bay 1
Full Doors
Foundation Bar Header (Bays 1 & 2) Code: **VG11-70** | Locator Code: **VGGA-60**
SRP Update Code: **VG14-70** | Model Header Code: **VG1G-70**

### Top Level
ROWS



H

1

2

3

### 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



100% dermatologist tested makeup.

★ 1

Medium coverage. Natural finish.
Dermatologist developed foundation with vitamin C.

★ 3

### Drawer Level
ROWS



4

5

6

### 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



Absorbs oil, controls shine. Oil-free.
Mattifying powder gives skin a perfected look.

★ 4

Lightweight powder with pore-hiding coverage.
Mineral-enriched and long wearing with SPF 18.

★ 5

Primers that double as skincare.
Choose your effect: light reflecting or pore defying.

★ 6

Locks in makeup all day + soothes with hydration.
Alcohol-free setting spray with 5% aloe water.

★ 6

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

### Communication Bands
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

| | Almost Powder Makeup $40 | | | | | | |
|---|---|---|---|---|---|---|---|

★ 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

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**

**LEGEND:**

| New | Updated/Moved | |
|---|---|---|
| ★ (green) | ● (green) | Locator/Comm Box/Component |
| ★ (red) | ● (red) | Product/Shade |
| ★ (yellow) | ● (yellow) | 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™ 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



Visibly reduces dark spots in 12 weeks.
Foundation that protects skin with every wear.

### 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



Full coverage long wear powder.
Blurs imperfections, hydrates, resists sweat + humidity. Oil-free.

Flawless, 2-in-1 foundation + concealer.
Lightweight, moisturizing, 24-hour wear.

### 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**

## Top Level
ROWS



H
1
2
3

## 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



Full coverage. Matte finish.
Natural-looking shades visibly improve skin and resist sweat + humidity for 24 hours.

★ 3

## Drawer Level
ROWS



4
5
6

## 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



Oil-free, sheer powder sets makeup.
Signature loose powder with a natural matte finish.

★ 4

## Communication Bands

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

# 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**

**LEGEND:**

| | New | Updated/Moved | |
|---|---|---|---|
| ★ (green) | ● (green) | | Locator/Comm Box/Component |
| ★ (red) | ● (red) | | Product/Shade |
| ★ (yellow) | ● (yellow) | | 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)

* 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



Makeup powered by skincare.

Light coverage. Vibrant finish.
Vitamins B3, C, and E help energize, brighten, and defend.

NEW
Even Better Clinical™ Vitamin Makeup SPF 45

## 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



2-in-1 powder covers + minimizes look of pores.
Long-wearing matte formula also works as an over-foundation finisher.

Find your true light.
A weightless highlighter to enhance + illuminate high points.

## Communication Bands
ROWS — TOP LEVEL

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

★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**
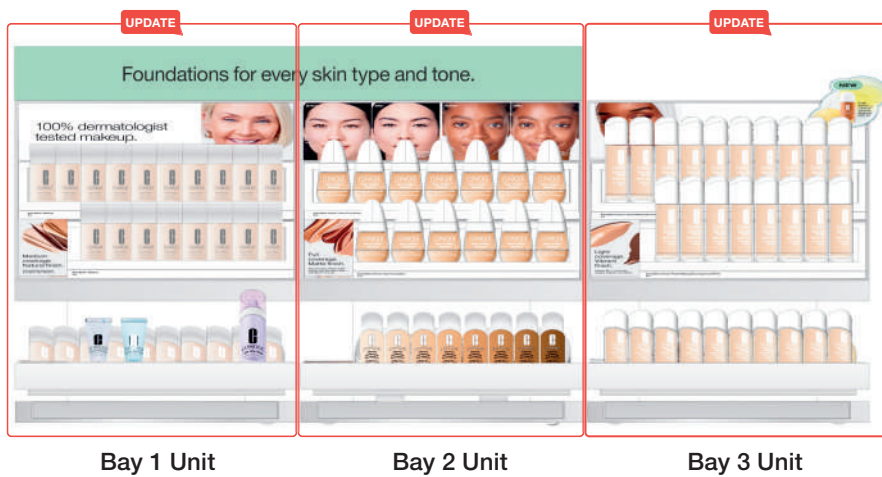
# Face Unit - Bay 1

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

**H** ★ Foundations for ever

**1**
**2**
**3**

## 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

100% dermatologist tested makeup.

★ **1**

Medium coverage. Natural finish.
Dermatologist developed foundation with vitamin C.

★ **3**

## Drawer Level
ROWS

**4**
**5**
**6**

## 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

Absorbs oil, controls shine. Oil-free.
Mattifying powder gives skin a perfected look.

★ **4**

Primers that double as skincare.
Choose your effect: light reflecting or pore defying.

★ **6**

Locks in makeup all day + soothes with hydration.
Alcohol-free setting spray with 5% aloe water.

★ **6**

## Communication Bands

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**

## Top Level
ROWS



H

1

2

3

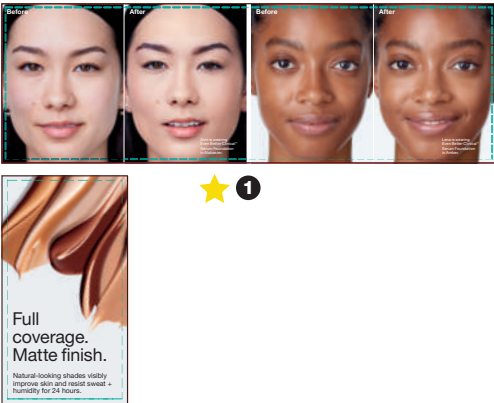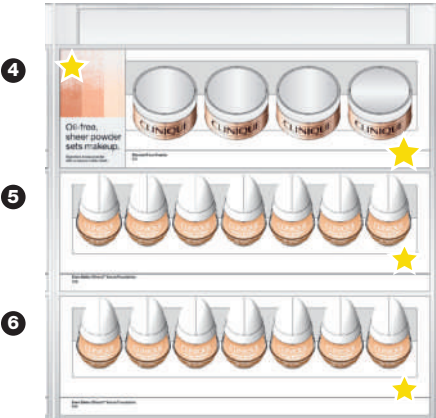## Top Level Products

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



Full coverage. Matte finish.
Natural-looking shades visibly improve skin and resist sweat + humidity for 24 hours.

★ 3

## Drawer Level
ROWS



4

5

6

## 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



2-in-1 powder covers + minimizes look of pores.
Long-wearing matte formula also works as an over-foundation finisher.

★ 4

Full coverage long wear powder.
Blurs imperfections, hydrates, resists sweat + humidity. Oil-free.

★ 5

Flawless, 2-in-1 foundation + concealer.
Lightweight, moisturizing, 24-hour wear.

★ 6

## Communication Bands

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

**LEGEND:**

| New | Updated/Moved | |
|---|---|---|
| ★ (green) | ● (green) | Locator/Comm Box/Component |
| ★ (red) | ● (red) | Product/Shade |
| ★ (yellow) | ● (yellow) | Visual/Price Tag/Front Band |

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

# 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**

## Top Level
ROWS

❶
❷
❸

## 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

Makeup powered by skincare.

★❶

NEW

Light coverage. Vibrant finish.

Vitamins B3, C, and E help energize, brighten, and defend.

★❸

B

## Drawer Level
ROWS

❹
❺
❻

Oil-free, sheer powder sets makeup.

Find your true light.

CLINIQUE
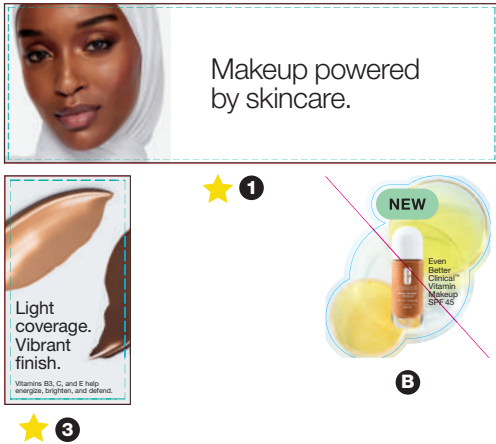
## Drawer Level Products

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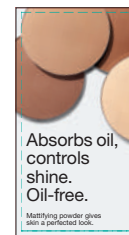* Merchandise shades from Light to Dark or Dark to Light based on client base.

## Drawer Level Graphics

Oil-free, sheer powder sets makeup.

Signature loose powder with a natural matte finish.

★❹

Find your true light.

A weightless highlighter to enhance + illuminate high points.

★❺

## Communication Bands

ROWS — TOP LEVEL

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

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

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

DRAWER LEVEL

★❹ | **Blended Face Powder** $37

★❺ | **True Highlight™** $44

★❻ | **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

# 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
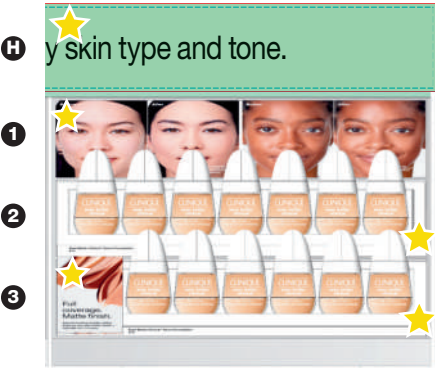
**LEGEND:**

| | New | Updated/Moved | |
|---|---|---|---|
| | ★ (green) | ● (green) | Locator/Comm Box/Component |
| | ★ (red) | ● (red) | Product/Shade |
| | ★ (yellow) | ● (yellow) | Visual/Price Tag/Front Band |

Pink slash indicates not updating, DO NOT THROW OUT

## Top Level
ROWS

H
1
2
3

Dermatologist-
recommended
foundation brand.

Medium
coverage
Natural finish

## 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
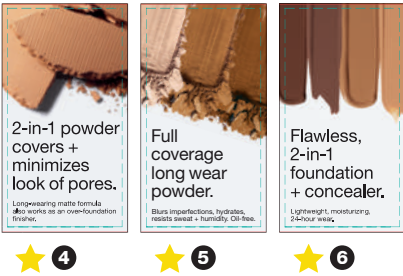or Dark to Light based on client base.

## Top Level Graphics

Dermatologist-
recommended
foundation brand.

★ 1

Medium
coverage.
Natural finish.
Dermatologist developed
foundation with vitamin C.

★ 2

## Drawer Level
ROWS

4
5
6

Full
coverage
long wear
powder.

Flawless,
2-in-1
foundation
+ concealer.

Full
coverage.
Matte finish.

CLINIQUE

## 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

Full
coverage
long wear
powder.
Blurs imperfections, hydrates,
resists sweat + humidity. Oil-free.

★ 4

Flawless,
2-in-1
foundation
+ concealer.
Lightweight, moisturizing,
24-hour wear.

★ 5

Full
coverage. Matte finish.
Natural-looking shades visibly
improve skin and resist sweat +
humidity for 24 hours.

★ 6

## Communication Bands

ROWS — TOP LEVEL

Pink slash indicates not updating, DO NOT THROW OUT

★ 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 Clinical™ Serum Foundation
$48

# 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**

## Top Level
ROWS

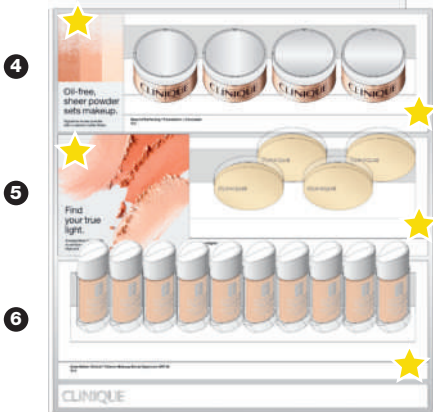**H**
**1**
**2**
**3**

## 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.
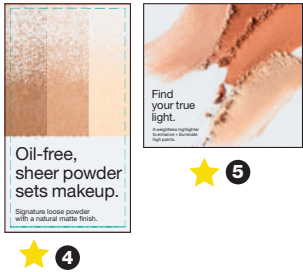
## Top Level Graphics

Makeup powered by skincare.

Light coverage. Vibrant finish.
Vitamins B3, C, and E help energize, brighten, and defend.

NEW
Even Better Clinical Vitamin Makeup SPF 45

★ 1
**B**
★ 3

## Drawer Level
ROWS

**4**
**5**
**6**

Oil-free, sheer powder sets makeup.

2-in-1 powder covers + minimizes look of pores.

Absorbs oil, controls shine. Oil-free.

CLINIQUE

## 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

Oil-free, sheer powder sets makeup.
Signature loose powder with a natural matte finish.

2-in-1 powder covers + minimizes look of pores.
Long-wearing matte formula also works as an over-foundation finisher.

Absorbs oil, controls shine. Oil-free.
Mattifying powder gives skin a perfected look.

★ 4    ★ 5    ★ 6

## Communication Bands

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
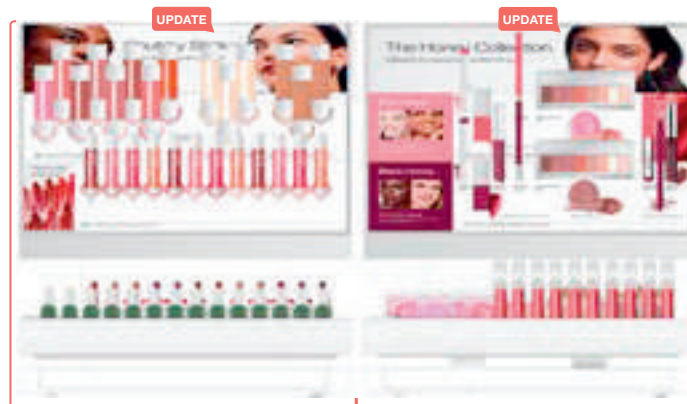


**Bay 1 Unit**          **Bay 2 Unit**

# 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**

**LEGEND:**

| New | Updated/Moved | |
|---|---|---|
| ★ (green) | ● (green) | Locator/Comm Box/Component |
| ★ (red) | ● (red) | Product/Shade |
| ★ (yellow) | ● (yellow) | Visual/Price Tag/Front Band |

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

## Top Level
ROWS



❶ ❷ ❸
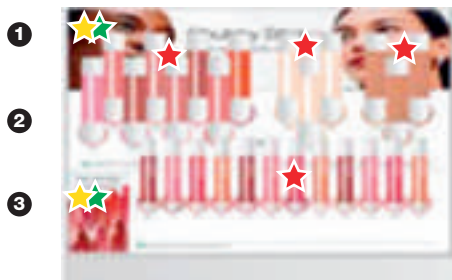
## Top Level Products

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

❶
Chubby Stick™
One for lips. One for cheeks.

❷

❸

## Drawer Level
ROWS



❹ ❺ ❻
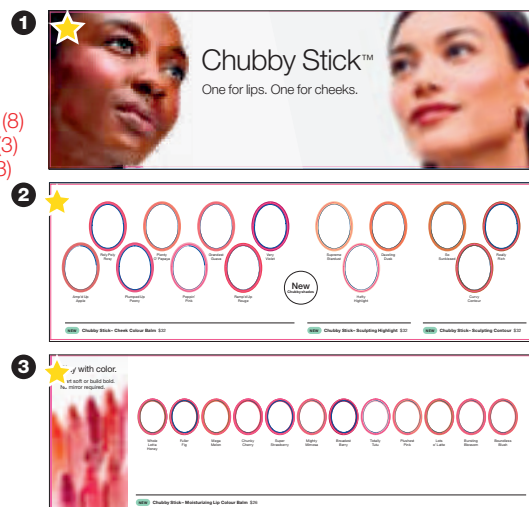
## Drawer Level Products

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

Quickliner™ For Lips
Line and define your pout.
★ ❹

Dramatically Different™ Lipstick
Rich color infused with hydration.
❺

## Communication Bands

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

— ROWS — TOP LEVEL —

❷

❸

— DRAWER LEVEL —

★ ❹
Silky all-day lip liner.
**Quickliner™ For Lips**
$25

❺
Hydrating, satin finish.
**Dramatically Different™ Lipstick**
$29

★ ❻
Full coverage lipstick with a built-in primer.
**Clinique Pop™ Lipstick**
$26

**LEGEND:**

| New | Updated/Moved | |
|---|---|---|
| ★ (green) | ● (green) | Locator/Comm Box/Component |
| ★ (red) | ● (red) | Product/Shade |
| ★ (yellow) | ● (yellow) | 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



**1** ❶
**2** ❷
**3** ❸

## 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

**1** ❶


## The Honey Collection.
Different on everyone, perfect on you.

**2** ❷


**3** ❸


## Drawer Level
ROWS



**4** ❹
**5** ❺
**6** ❻

## 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** ❷
**3** ❸

— DRAWER LEVEL —

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

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

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

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

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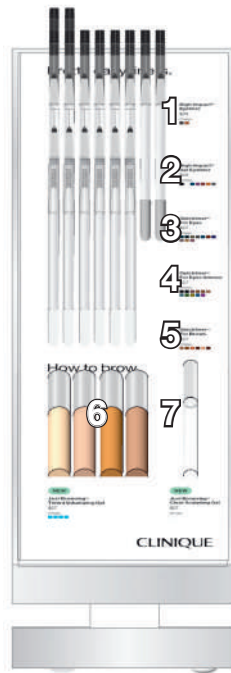


### Liner Products

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**

1
2
3
4
5
6
7
8
9
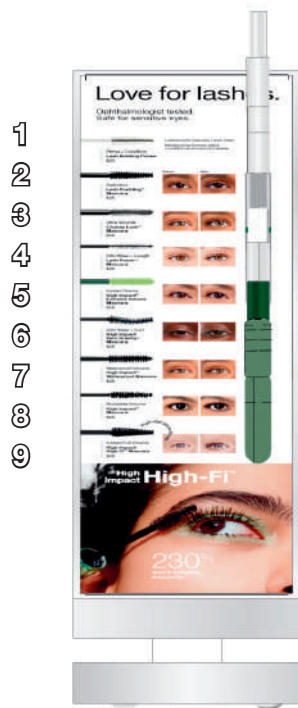
### Mascara Sliver Products

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
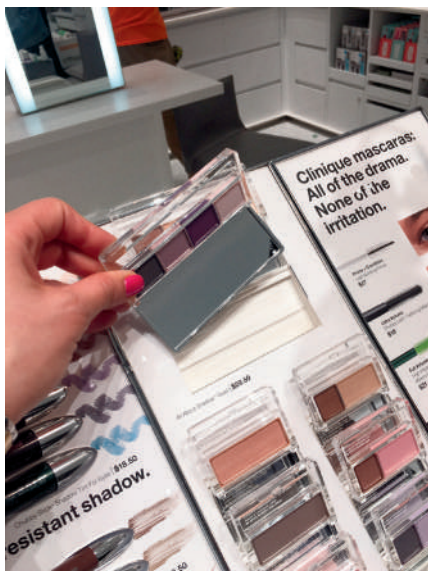


1. Open palette lid as shown. Remove transparent shade cover and instruction film attached on the mirror.



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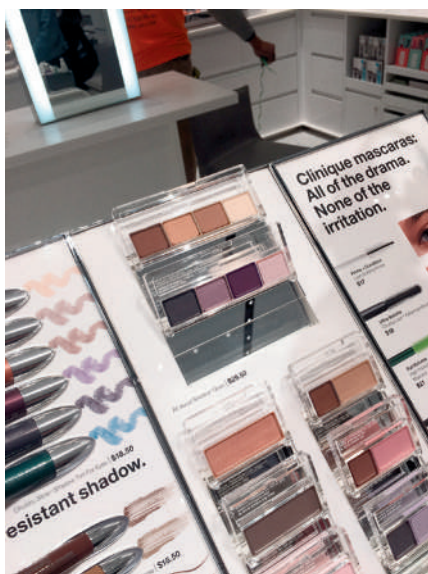




3. Please repeat steps and do the same on the remaining shadow palettes.

# 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

SECONDARY AISLE

MAC

Cash Wrap

Cash Wrap

ESTEE LAUDER

# 1 ENTRANCE

LANCOME
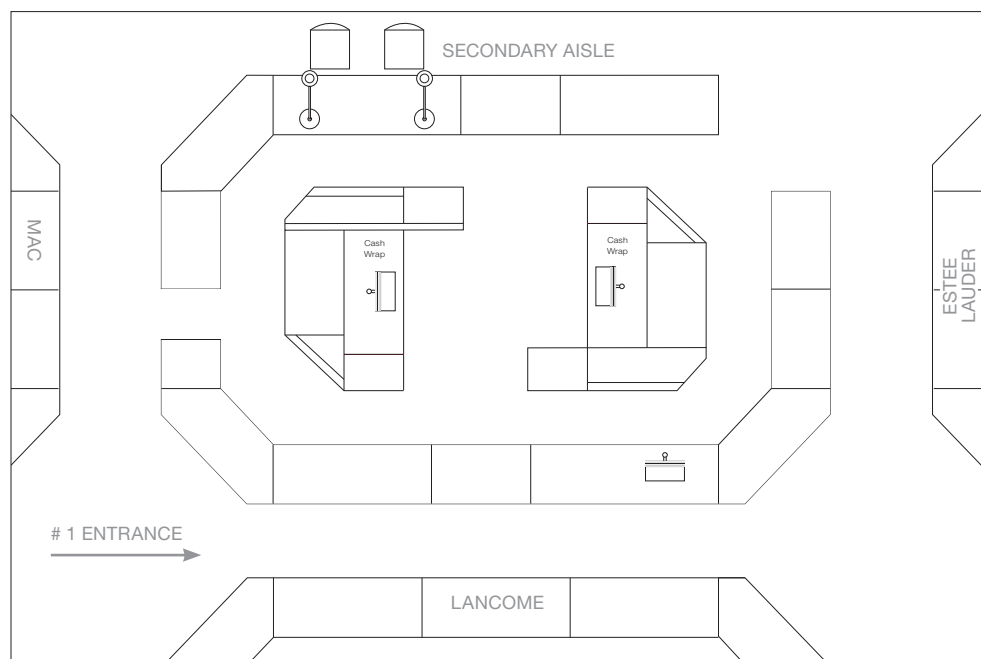
# VM Checklist
*Use this list to ensure counter is zoned

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