



***ELCP and POS COE+ Guide***

***Spring 2026 Jan-June***

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

# *Introduction*

*Dear ELCP Team,*

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

*January - June*

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

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

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

**Contact information:**

- *Phone: 1-844-387-1122*
- *Email: [pointofsalesupport@estee.com](mailto:pointofsalesupport@estee.com)*

**Please note our hours of operation:**

- *Monday thru Friday 10am – 7pm EST*

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

*Sincerely,  
The POS COE Team*

# Supply Calendar- POS COE +

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

*January*

*February*

*March*

*Clinique*

*Clinique*

*Clinique*

*MAC*

*Tom Ford*

*April*

*May*

*June*

*Clinique*

*Clinique*

*Clinique*

*MAC*

*By request only*

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



# *Gratis- POS COE +*

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

*[gratis@estee.com](mailto:gratis@estee.com)*

THE COSMETICS  
COMPANY STORE

*January*

*February*

*March*

*Jo Malone London  
LaMer*

*Estee Lauder  
MAC  
Bobbi Brown  
Origins  
Clinique  
Military*

*Tom Ford  
Kilian Paris  
Frederic Malle  
Balmain  
MAC*

*April*

*May*

*June*

*Clinique*

*Bobbi Brown*

# Uniform- POS COE +

For assistance with uniforms contact POS COE.

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

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



## How to measure a lightbox- POS COE +

### STEP 1: DETERMINING "OUTSIDE" MEASUREMENT

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

### STEP 2: DETERMINING "INSIDE" MEASUREMENT

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

### POINTERS

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

HORIZONTAL  
LIGHTBOX  
 $H < W$



VERTICAL  
LIGHTBOX  
 $W < H$



# Repair & Maintenance- POS COE +

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

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

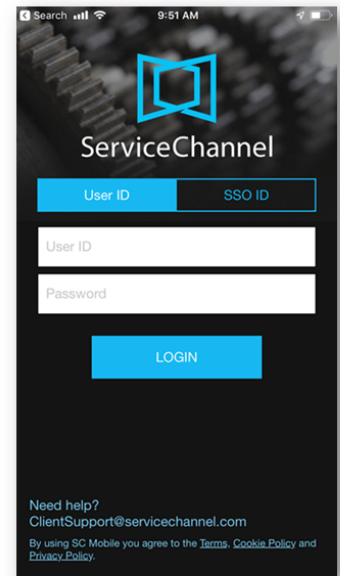
If retailer is not able to resolve follow these steps:

## Service Channel log in

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

## Create work order

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



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

Once repaired you will get a notification of completion.

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

## Issue types



Handles

Logos

Lights out

Trim

Lightbox  
(not graphic)

Drawers

## Technology

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

# *Aramis*

*Visual Merchandising SP26 Jan- June*



# aramis

Bloomingdale's Men's Launch  
Fall 2025

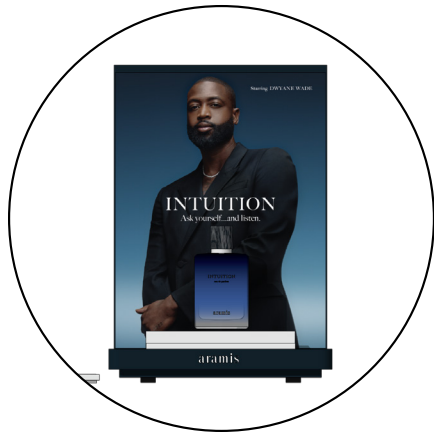


Details

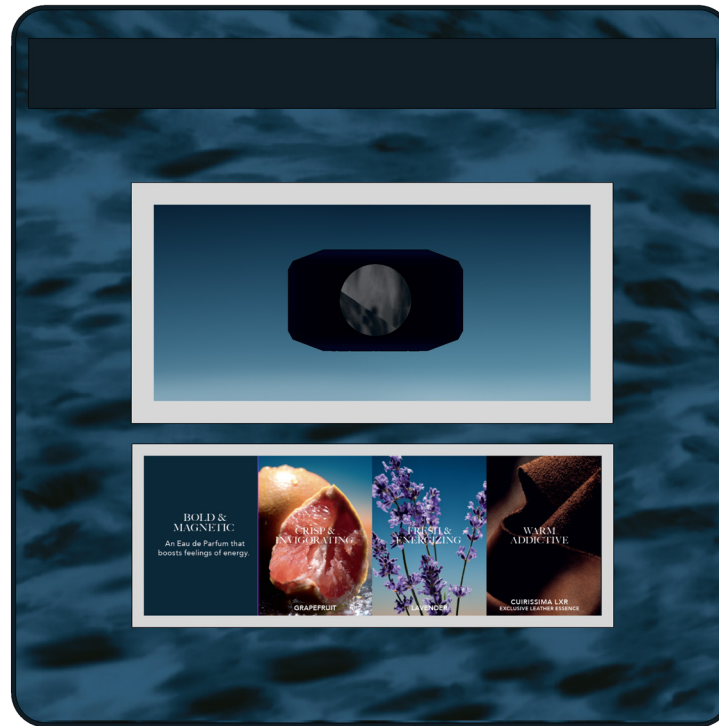
- » Custom Intuition Blotter Holder
- » Intuition Unit:
  - Updateable Risers and Base tiles
- » Back panel graphic options shown on the following pages.
- » Maintenance, Updating & cleaning of unit to follow in instruction sheet..

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

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



**B. BLOTTER HOLDER**

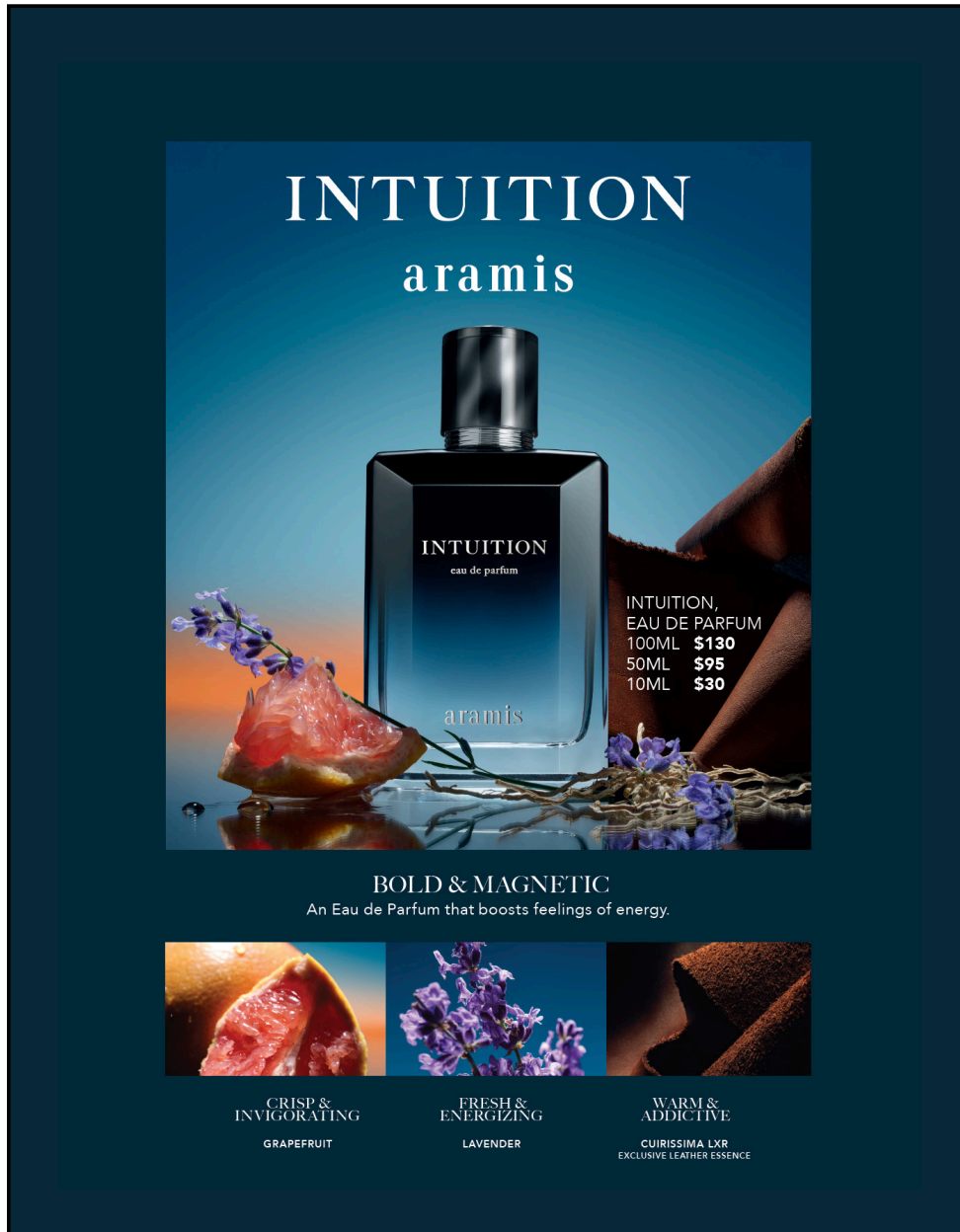


**A. FRONT VIEW  
MAIN UNIT**

## Details

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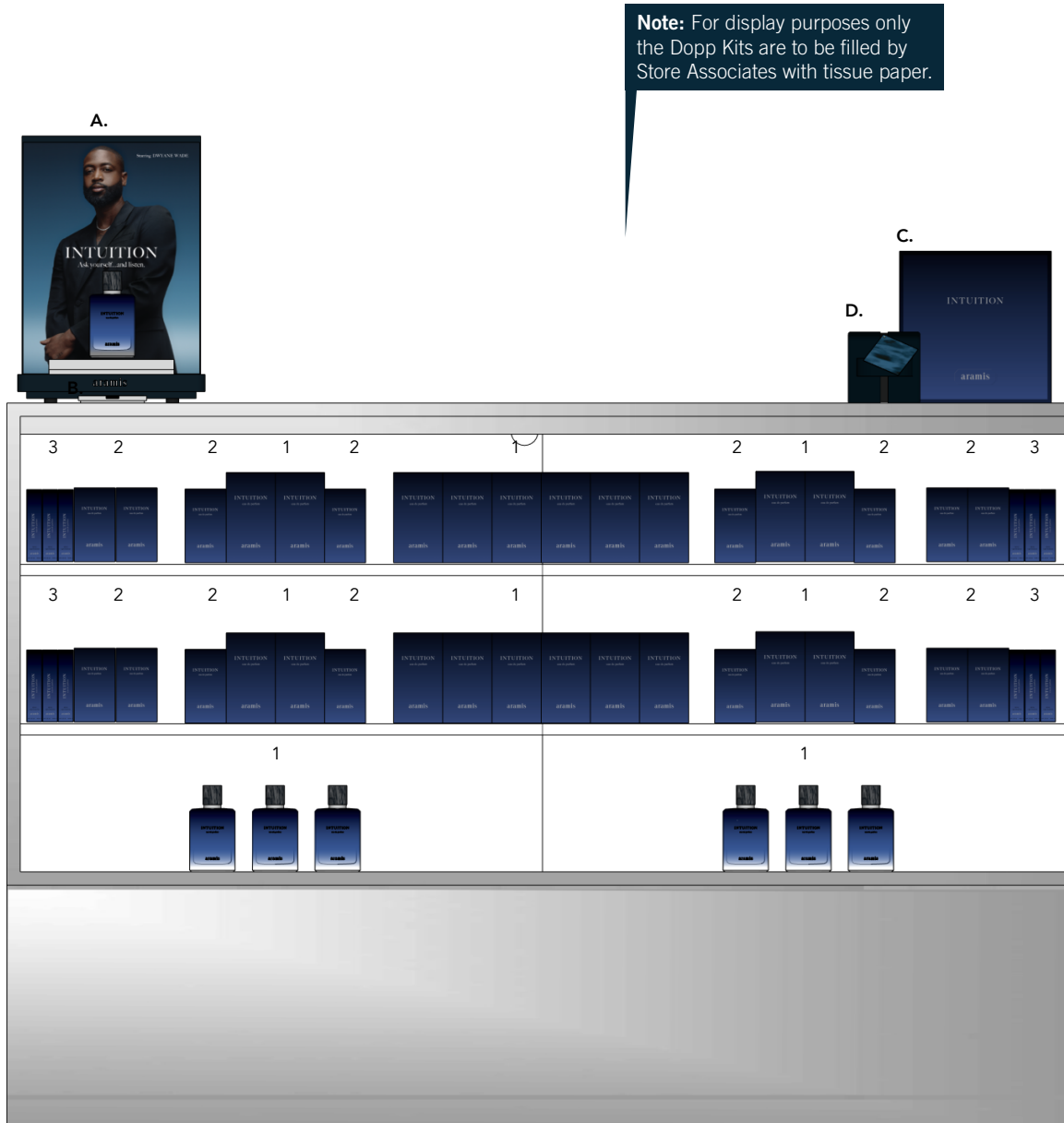
Details

» Back panel graphic with product details and pricing

» Graphic Size: 8.5" w x 11" h



Graphic located on the back of the shown tester display

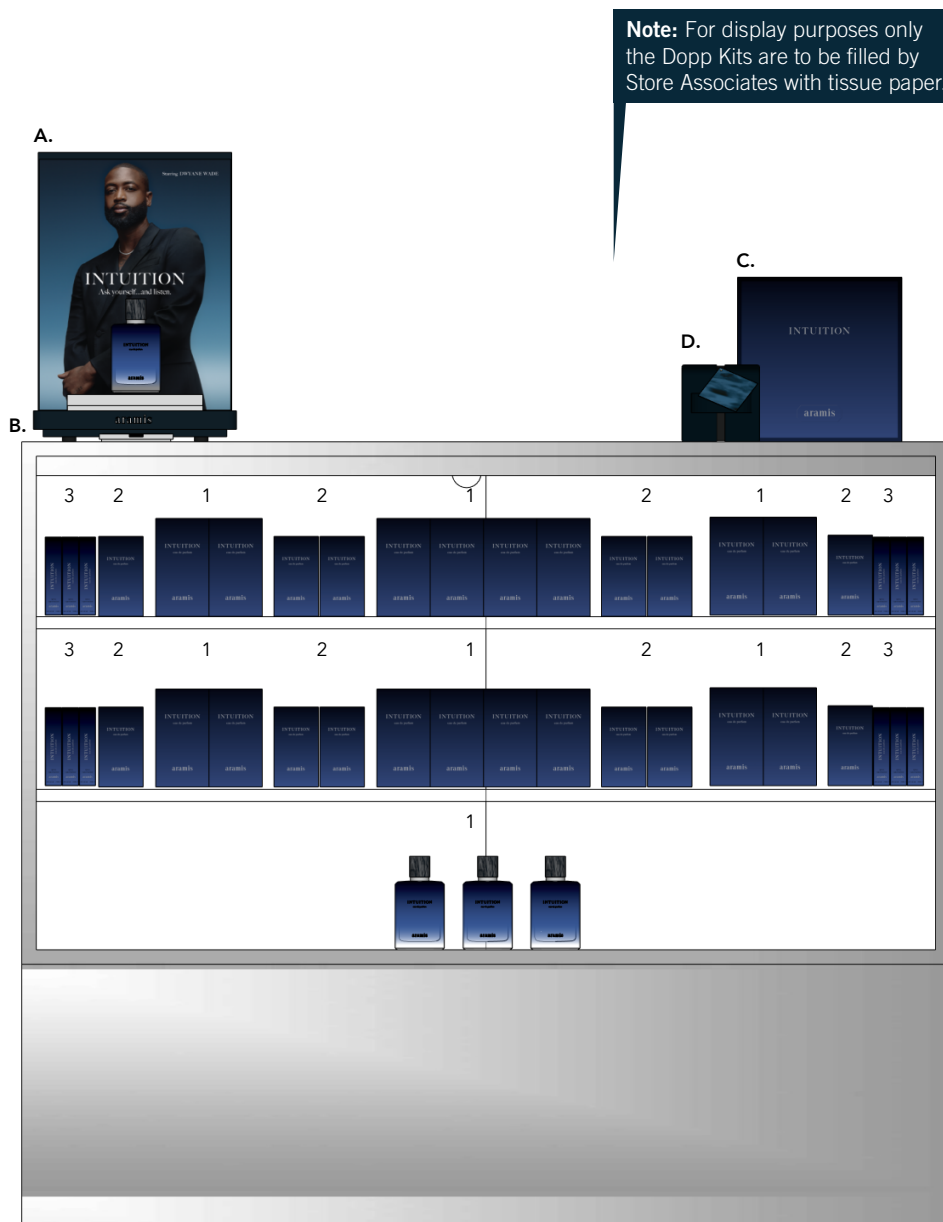


**Details**

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

**Top Of Counter**

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

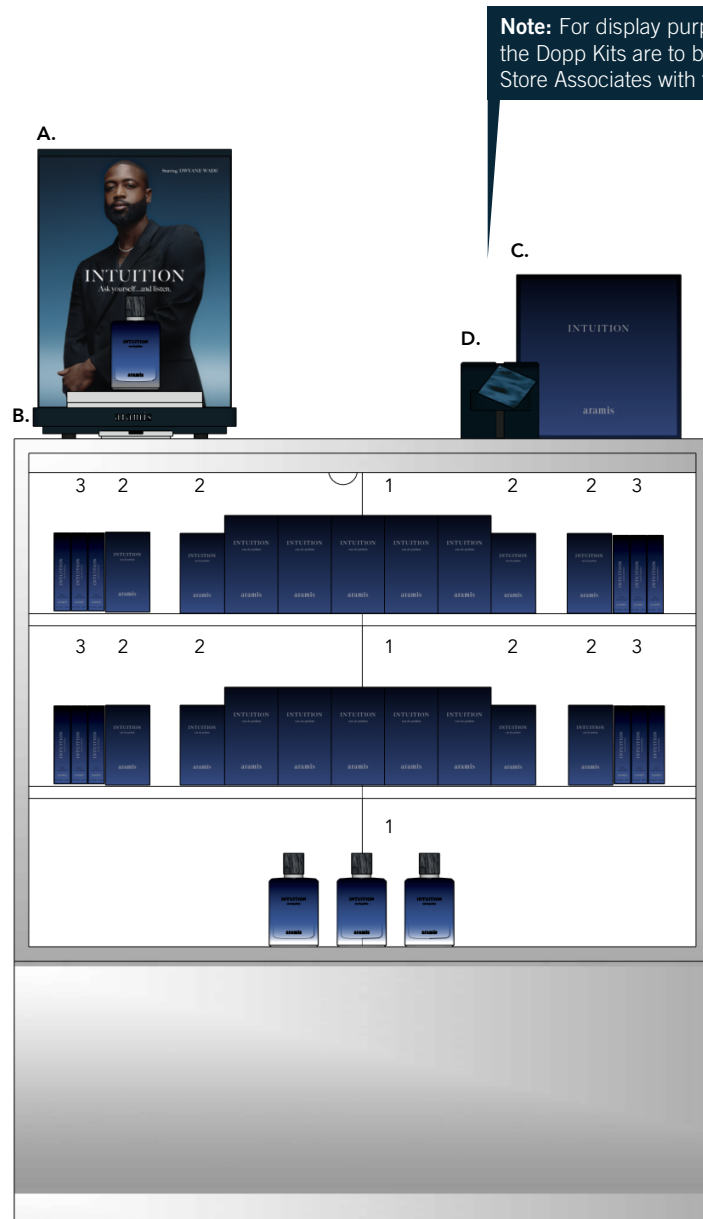


**Details**

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

**Top Of Counter**

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



Note: For display purposes only the Dopp Kits are to be filled by Store Associates with tissue paper.

**Details**

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

**Top Of Counter**

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- B. Blotter Holder
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- D. Intuition Dopp Kit

aramis

Macys Men's Launch  
Fall 2025

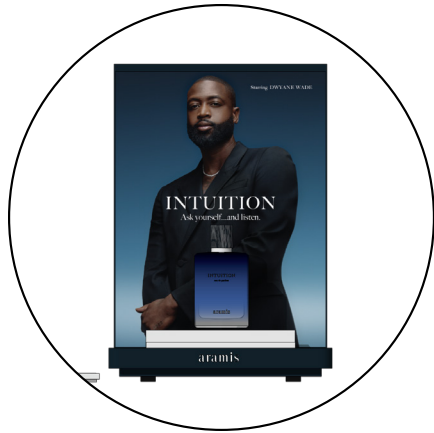


Details

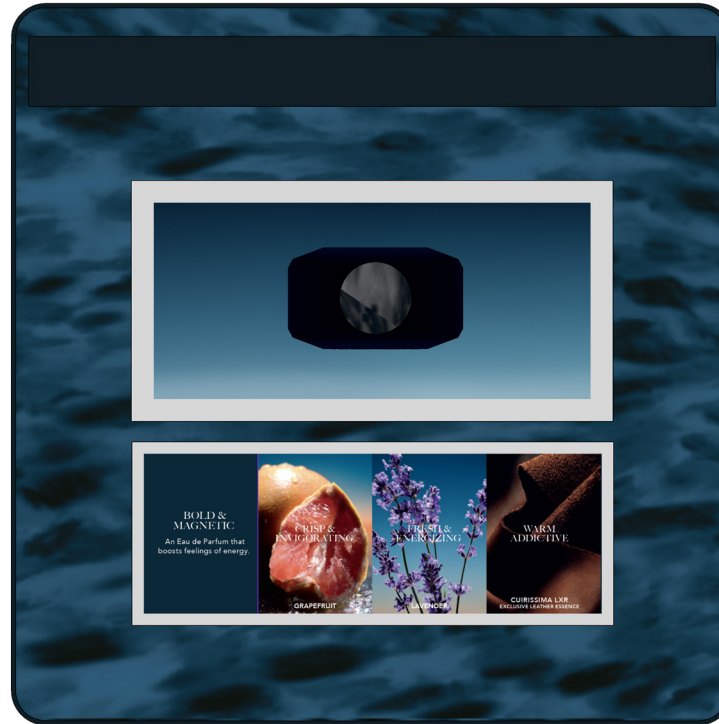
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**Note:** The graphics will come pre-assembled in the unit



**B. BLOTTER HOLDER**

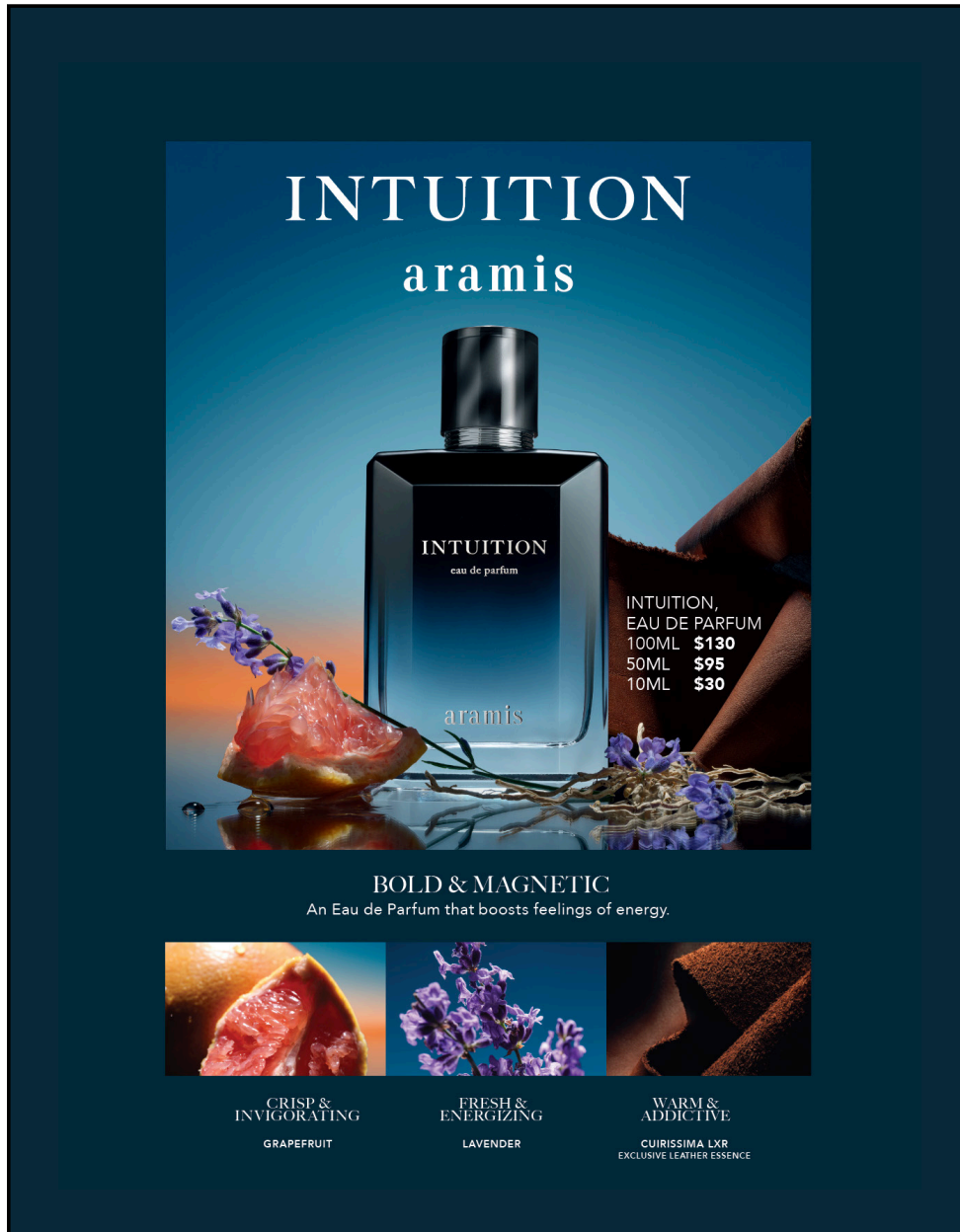


**A. FRONT VIEW  
MAIN UNIT**

## Details

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Details

» Back panel graphic with product details and pricing

» Graphic Size: 8.5" w x 11" h



Graphic located on the back of the shown tester display



Details

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

Top Of Counter

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

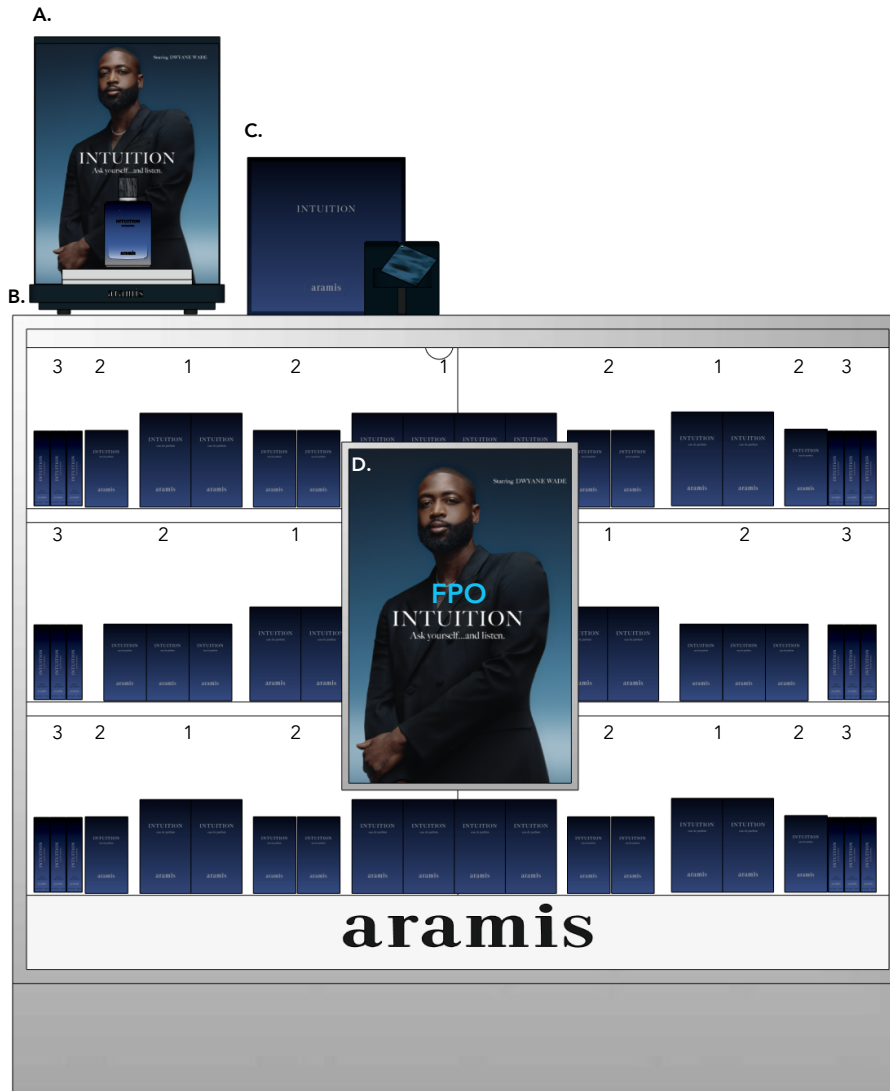


Details

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  3. 10ml Cologne

Top Of Counter

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



Details

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

Top Of Counter

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

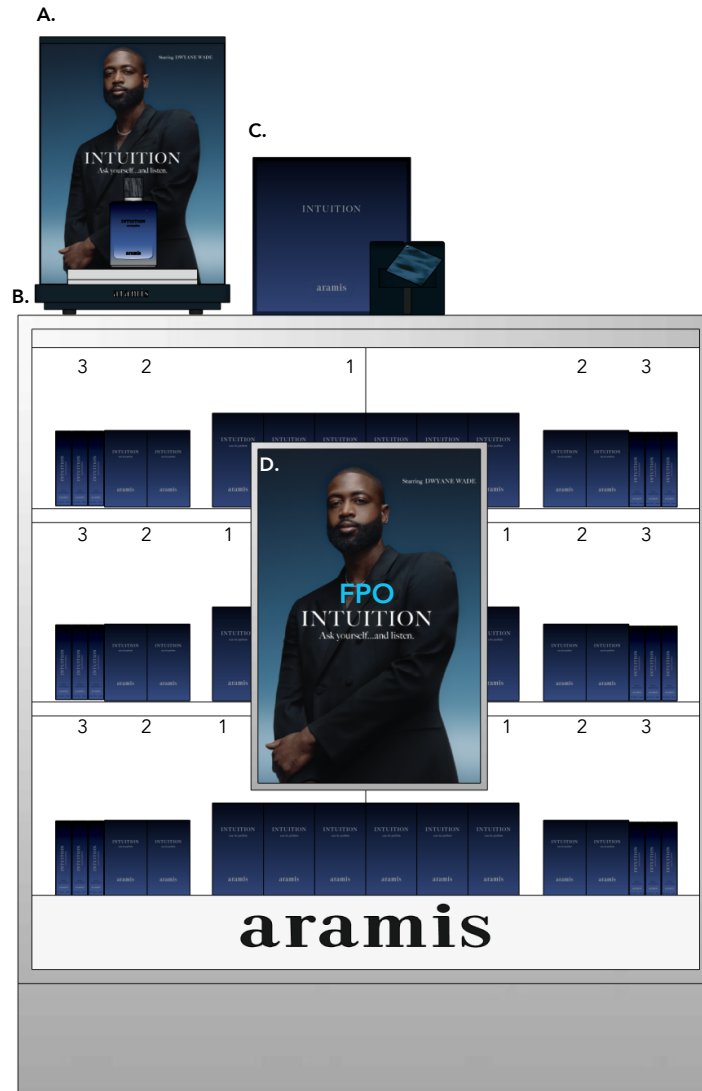


**Details**

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**Top Of Counter**

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- C. Intuition Gift Set
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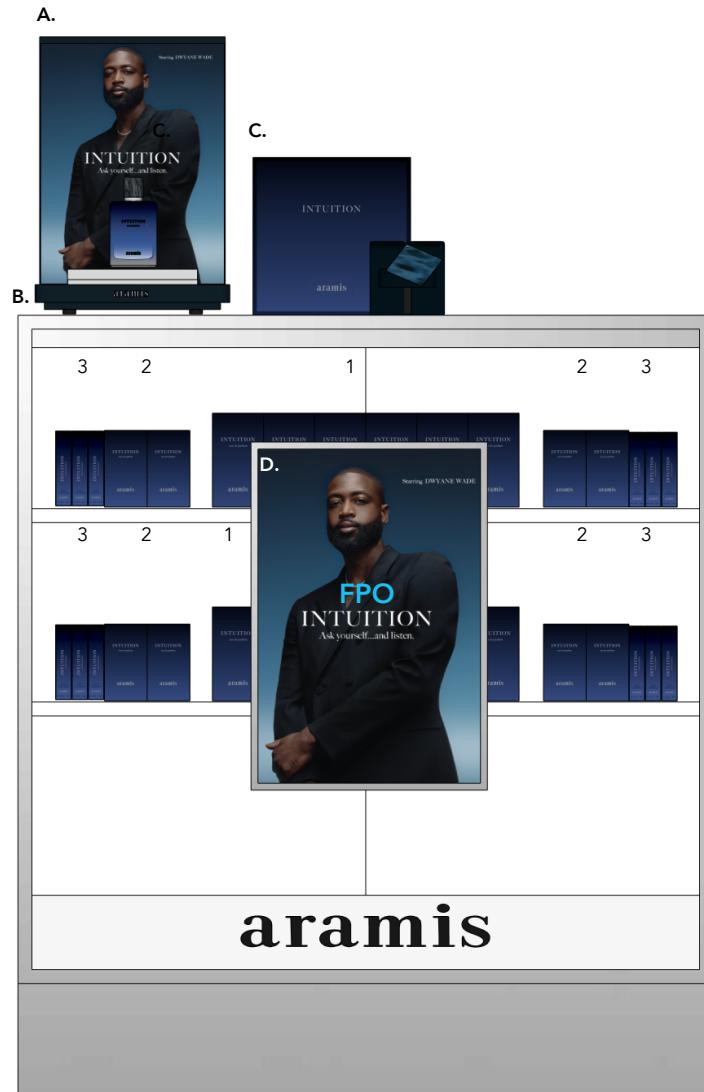


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**Top Of Counter**

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- C. Intuition Gift Set
- D. In Case Graphic

COLLATERAL



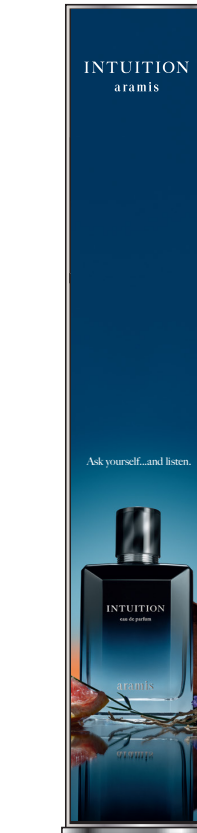
Visuals / 2 Blocks



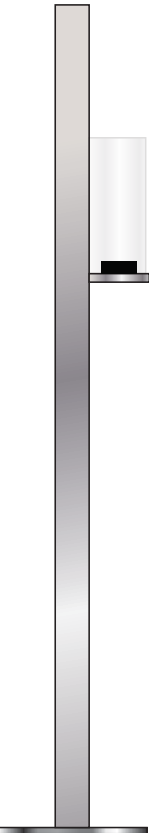
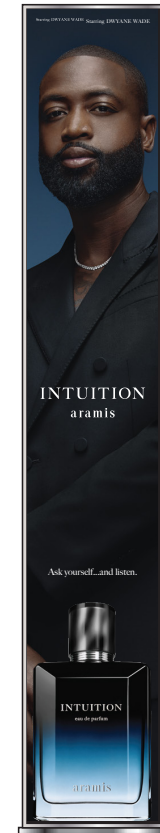
FSU



TOC



CSV



aramis

Dillard's Men's Launch  
Fall 2025

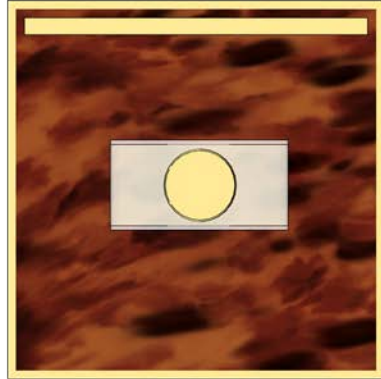
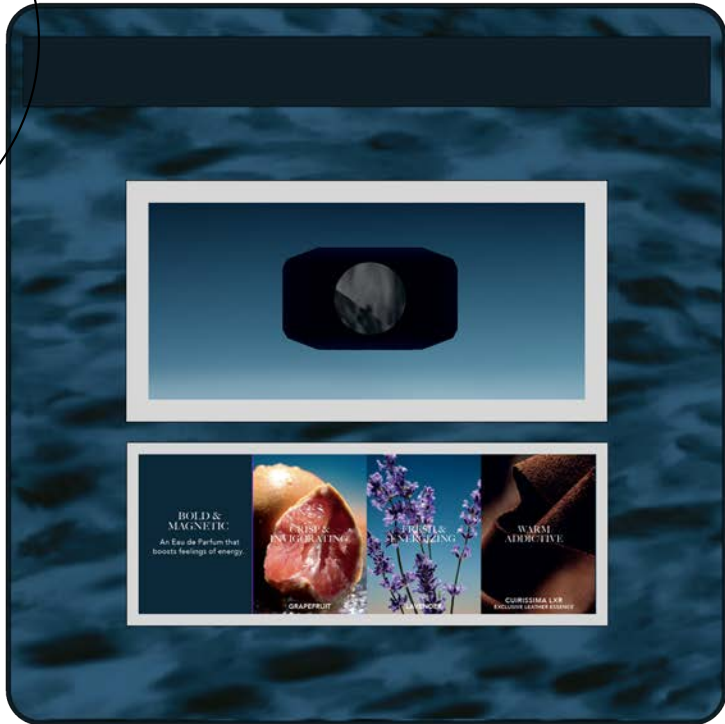
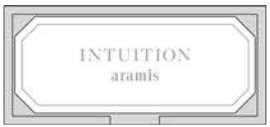


Details

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Updateable Risers and  
Base tiles
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cleaning of unit to follow in  
instruction sheet..

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

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



**Details**

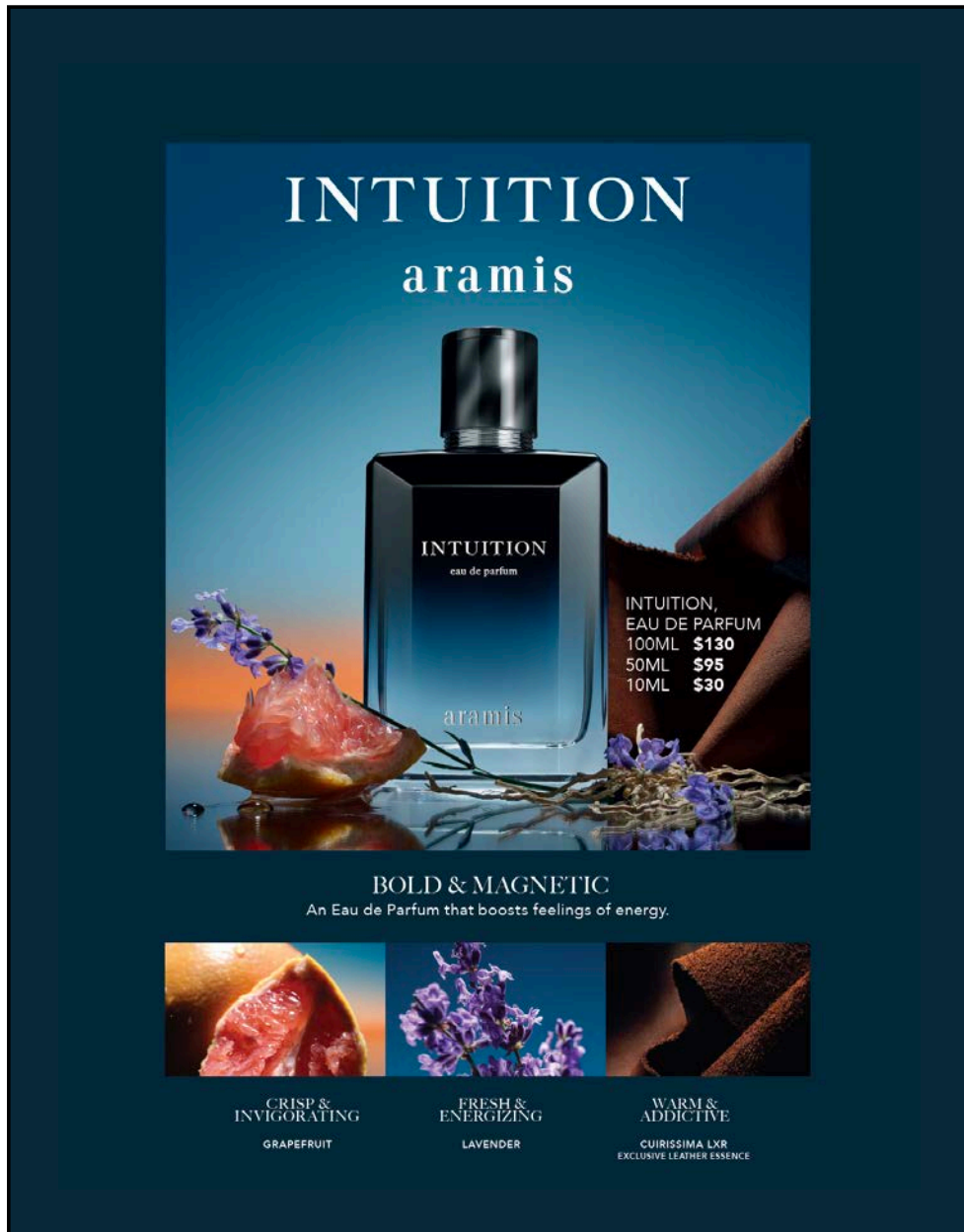
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- C: Sidecar:  
5.5" w x 5.5d" x 9.646" h

B. BLOTTER HOLDER

A. TOP VIEW  
MAIN UNIT

C. TOP VIEW  
EDIT TRAY



Details

» Back panel graphic with product details and pricing

» Graphic Size: 8.5" w x 11" h



Graphic located on the back of the shown tester display

Details

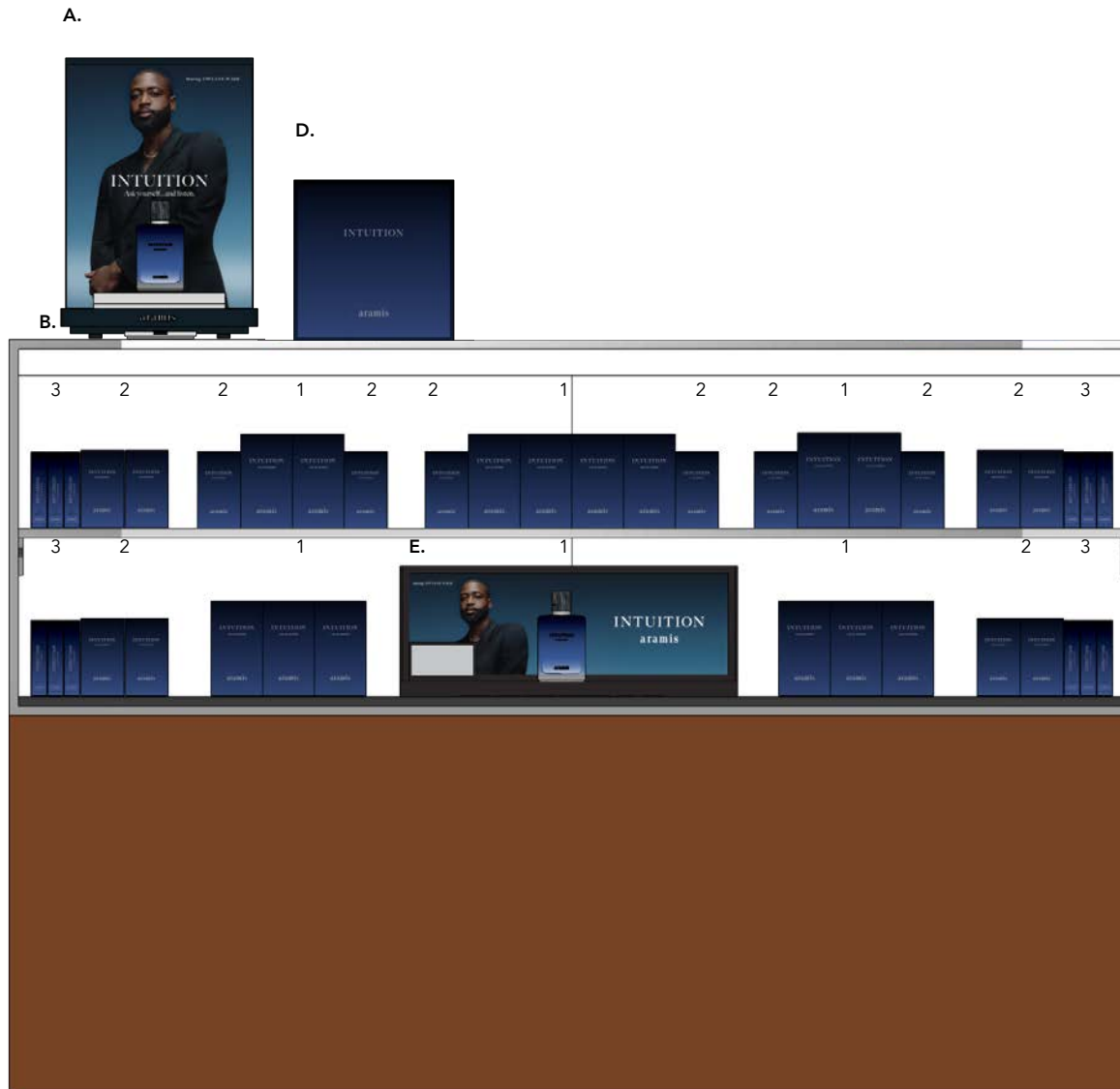
» Launch graphic to be shipped to store for assembly



In Case Merchandiser



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



**Details**

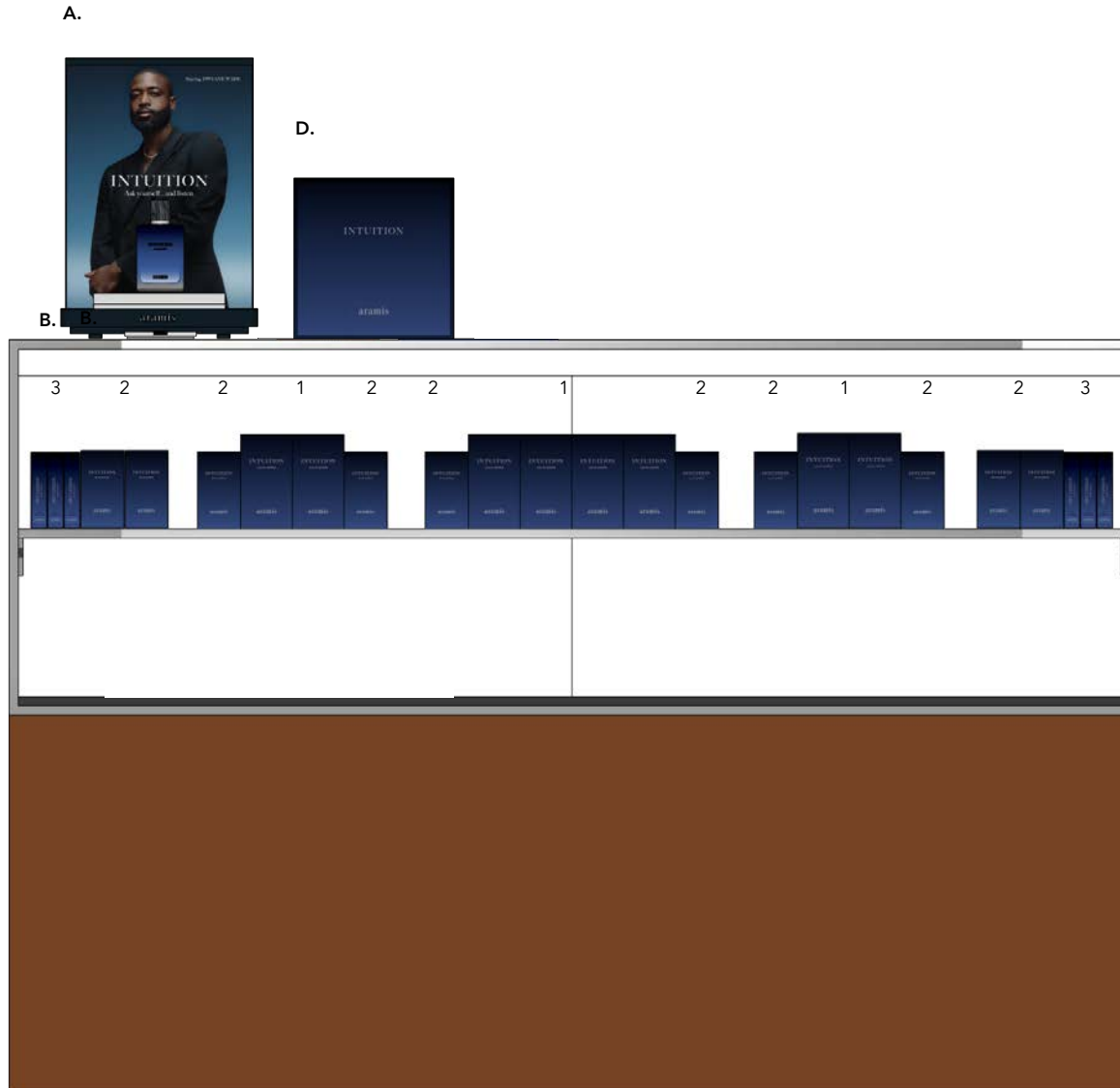
- Intuition  
 1. 100ml Cologne  
 2. 50ml Cologne  
 3. 10ml Cologne

**Top Of Counter**

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



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



**Details**

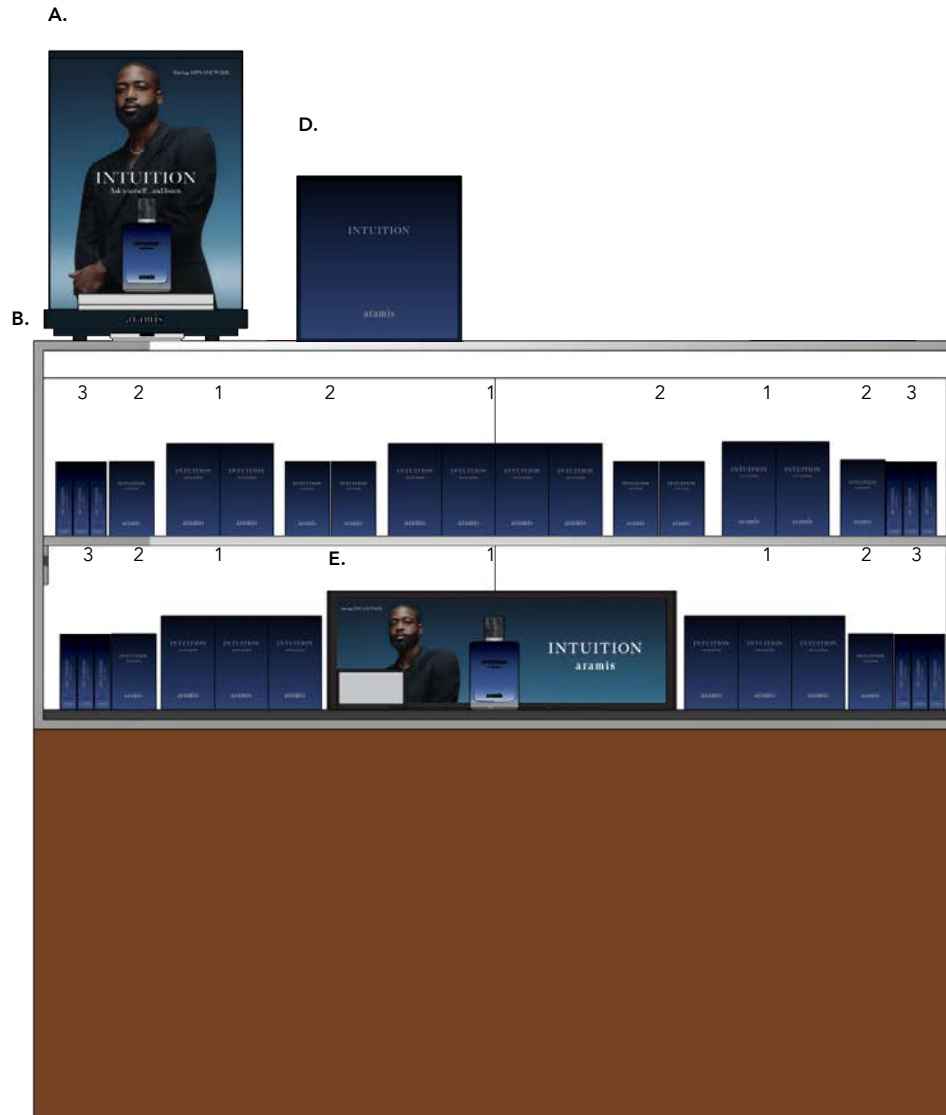
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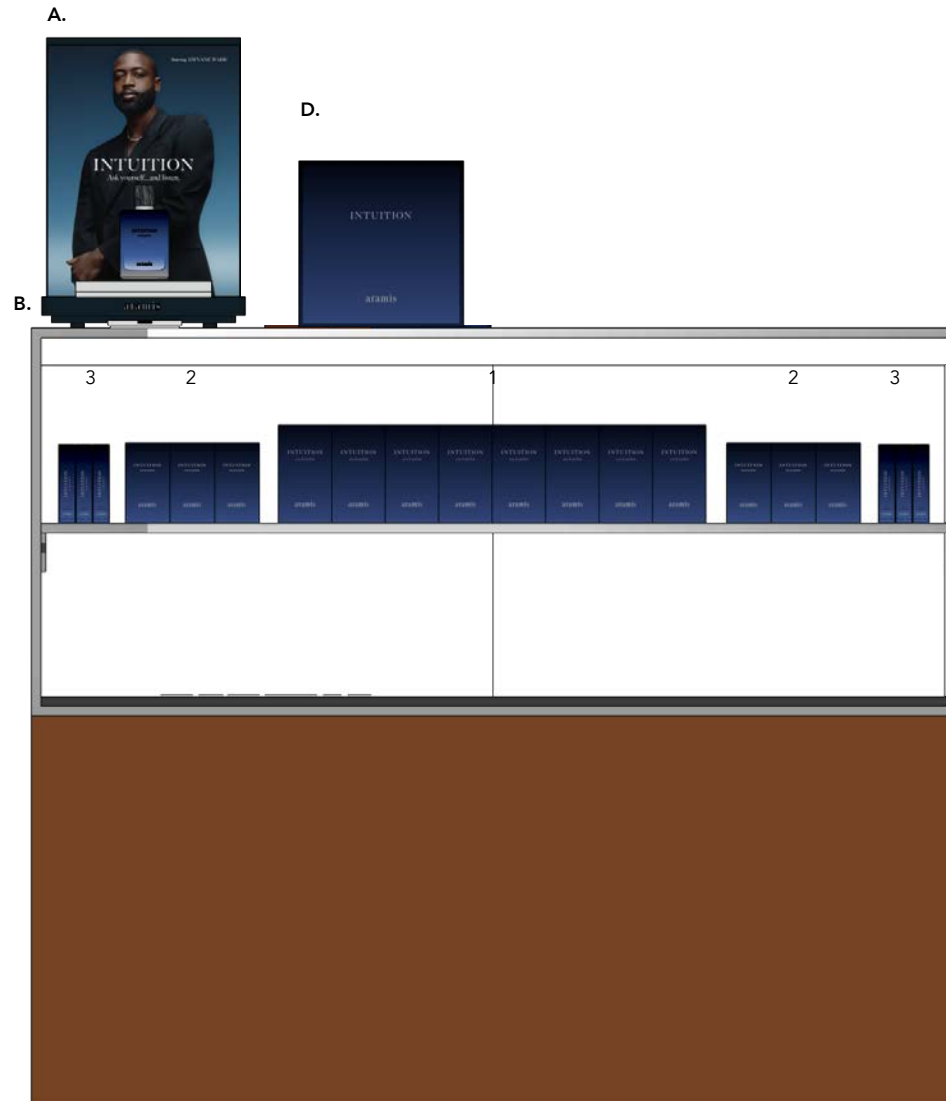
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- E. In Case Merchandiser



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



**Details**

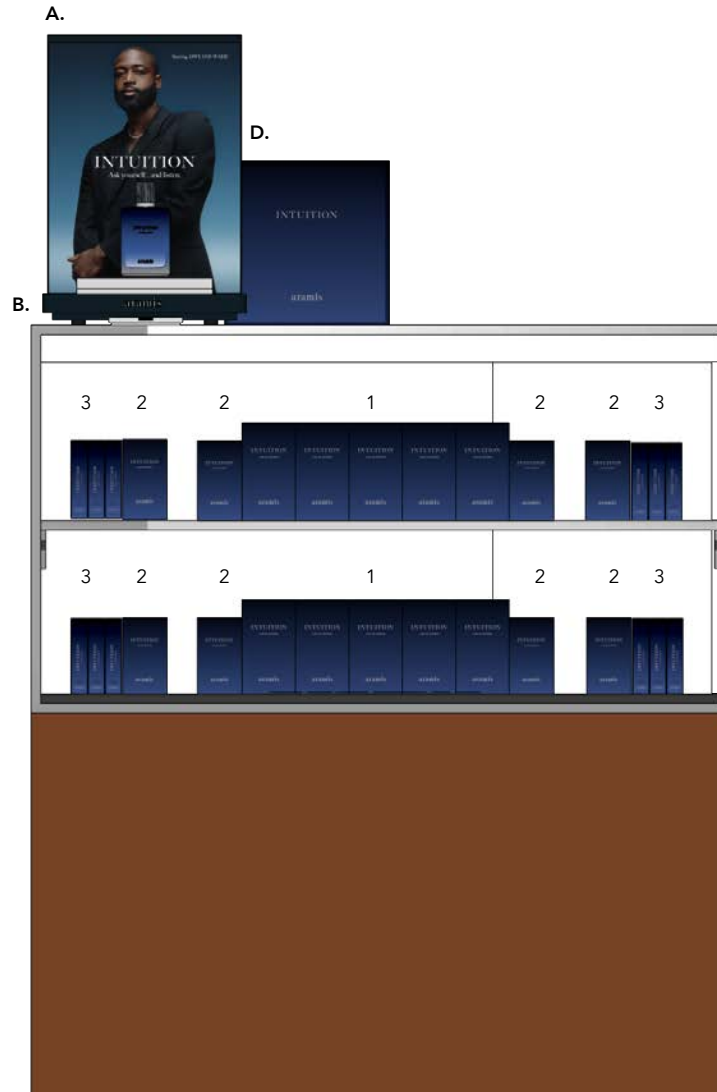
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- D. Intuition Gift Set



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



**Details**

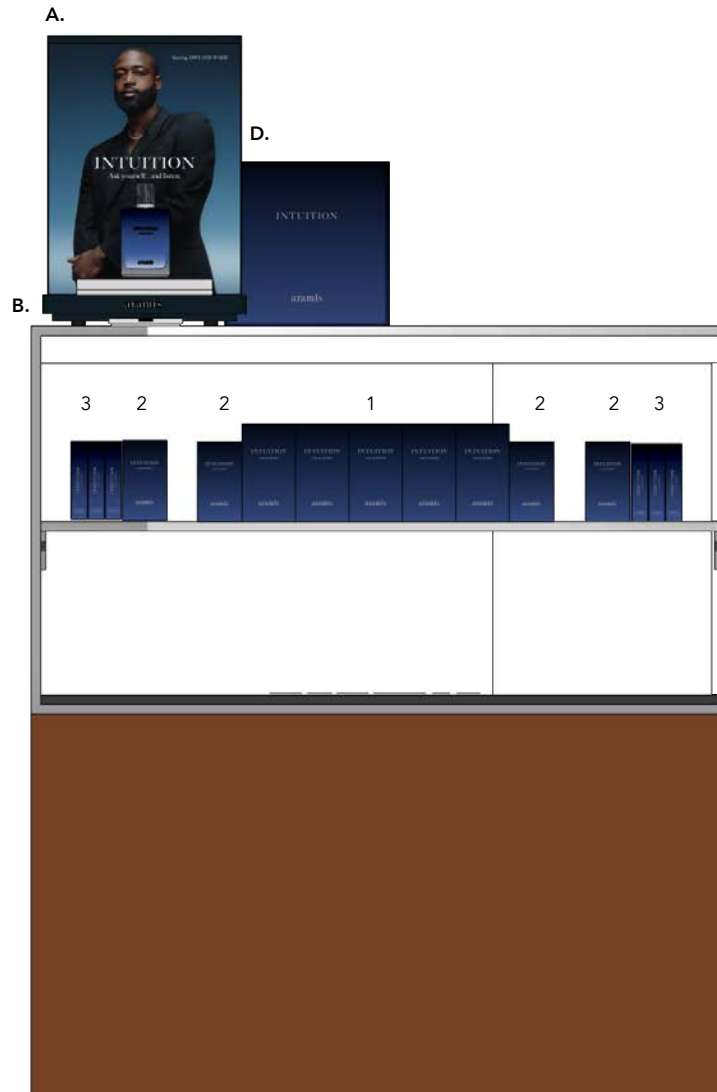
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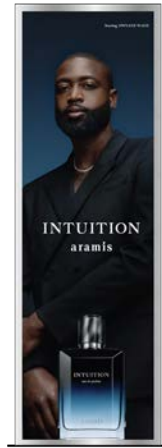
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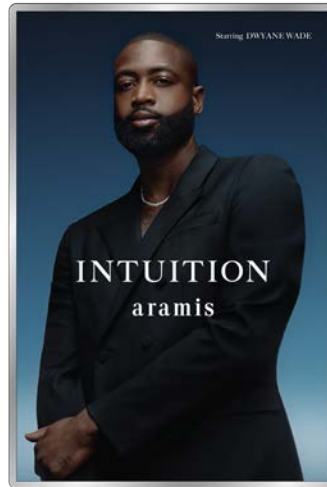
COLLATERAL



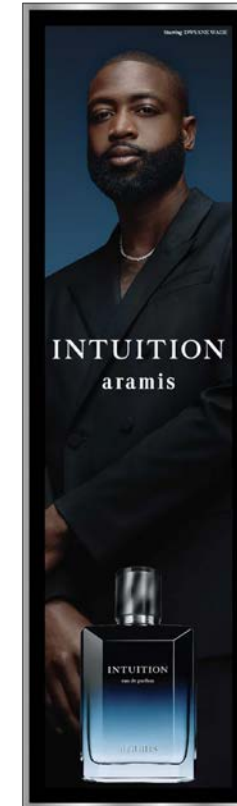
In Case Merchandiser



CTU



Ledge Images



Tara Unit



# *Balmain*

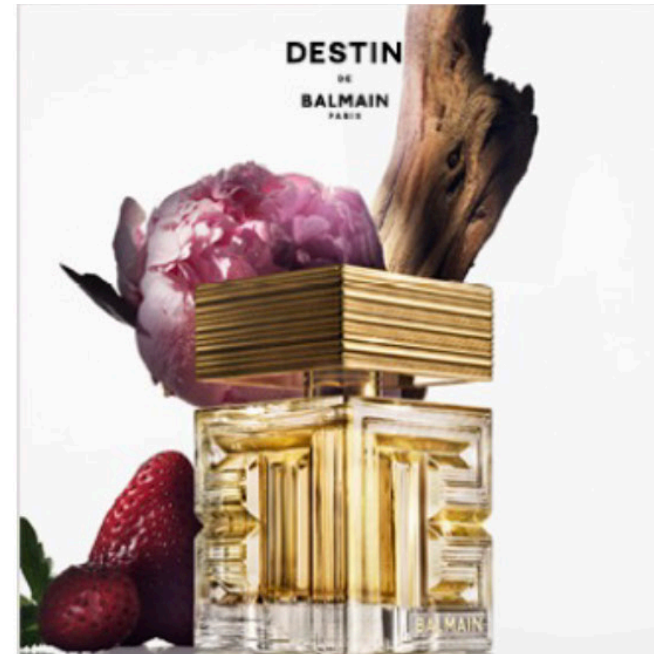
*Visual Merchandising SP26 Jan- June*

*Contact [pointofsalesupport@estee.com](mailto:pointofsalesupport@estee.com) for by door planogram*





KEY VISUAL  
STILL ASSET



INGREDIENT VISUAL  
STILL ASSET



MOTION  
VIDEO ASSET



**TOC UNIT**  
**CODE: B25Q-60-0001**  
(FOR SELECT DOORS / TRACKING WILL BE PROVIDED)



**L-FRAME UNIT**  
**DILLARD'S ONLY (DIRECT SHIP FROM VENDOR)**  
(FOR SELECT DILLARD'S DOORS / TRACKING WILL BE PROVIDED)

FIELD TO PROVIDE PHOTOS OF THEIR CASELINES TO DETERMINE CASELINE VISUAL NEEDS

**1. TOC (CODE: B25Q-60-0001)**

MERCHANDISE 50ML TESTER

**2. SET:**

MERCHANDISE ON COUNTER FLANKING TOC



**MACY'S FULL CASELINE**

**TOP SHELF: (FROM LEFT TO RIGHT)**

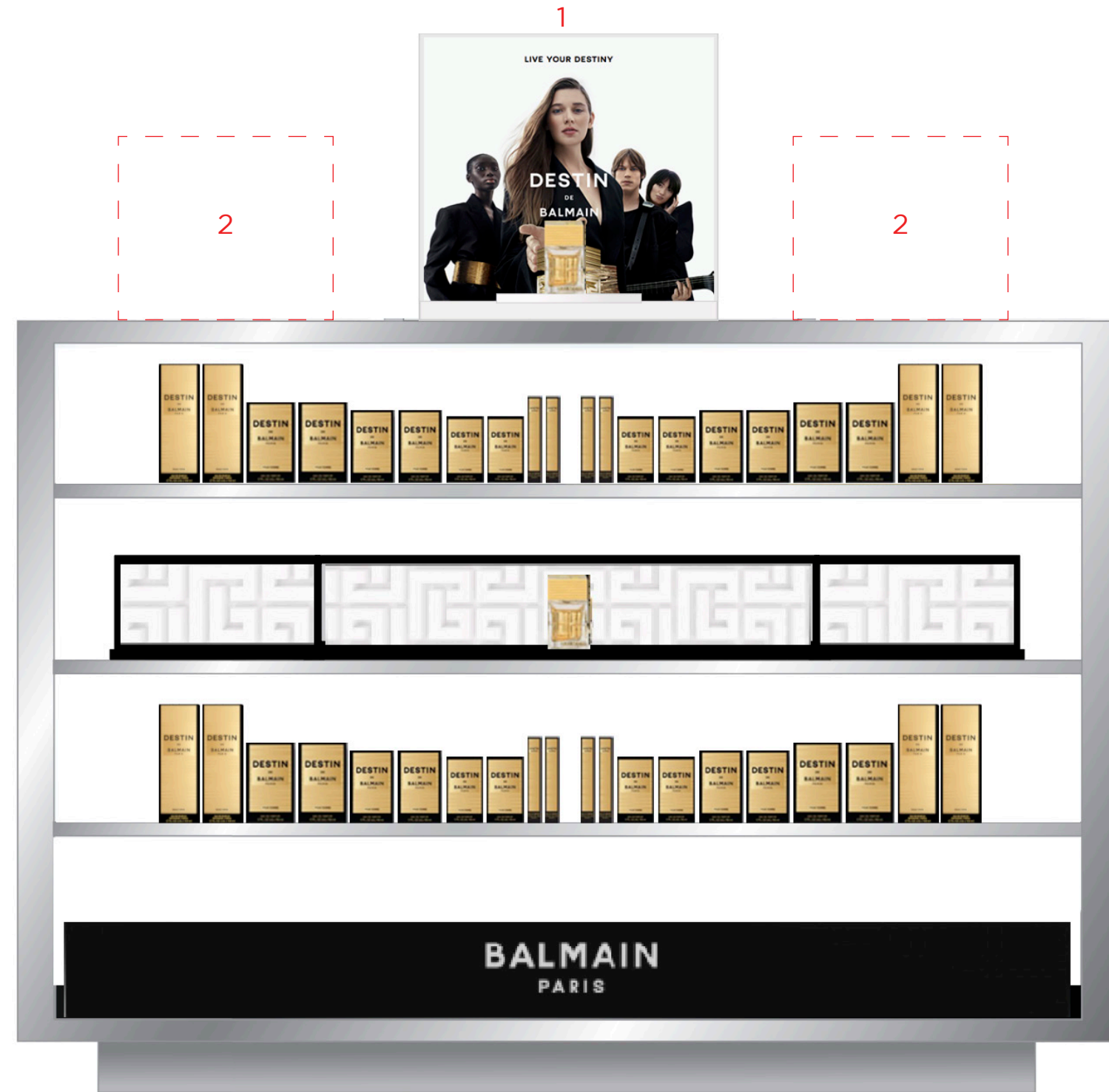
- 2x DESTIN DE BALMAIN 150ML
- 2x DESTIN DE BALMAIN 100ML
- 2x DESTIN DE BALMAIN 50ML
- 2x DESTIN DE BALMAIN 30ML
- 4x DESTIN DE BALMAIN 10ML
- 2x DESTIN DE BALMAIN 30ML
- 2x DESTIN DE BALMAIN 50ML
- 2x DESTIN DE BALMAIN 100ML
- 2x DESTIN DE BALMAIN 150ML

**MIDDLE SHELF:**

- MACY'S PROVIDED VISUAL HOLDER
- 1x DESTIN DE BALMAIN TESTER 50ML

**TOP SHELF: (FROM LEFT TO RIGHT)**

- 2x DESTIN DE BALMAIN 150ML
- 2x DESTIN DE BALMAIN 100ML
- 2x DESTIN DE BALMAIN 50ML
- 2x DESTIN DE BALMAIN 30ML
- 4x DESTIN DE BALMAIN 10ML
- 2x DESTIN DE BALMAIN 30ML
- 2x DESTIN DE BALMAIN 50ML
- 2x DESTIN DE BALMAIN 100ML
- 2x DESTIN DE BALMAIN 150ML



# DESTIN DE BALMAIN | MACY'S HALF CASELINES

FY26 | OCD 4/1  
MACY'S

FIELD TO PROVIDE PHOTOS OF THEIR CASELINES TO DETERMINE CASELINE VISUAL NEEDS

**1. TOC (CODE: B25Q-60-0001)**

MERCHANDISE 50ML TESTER

**2. SET:**

MERCHANDISE ON COUNTER NEXT TO TOC



**MACY'S HALF CASELINE**

**TOP SHELF: (FROM LEFT TO RIGHT)**

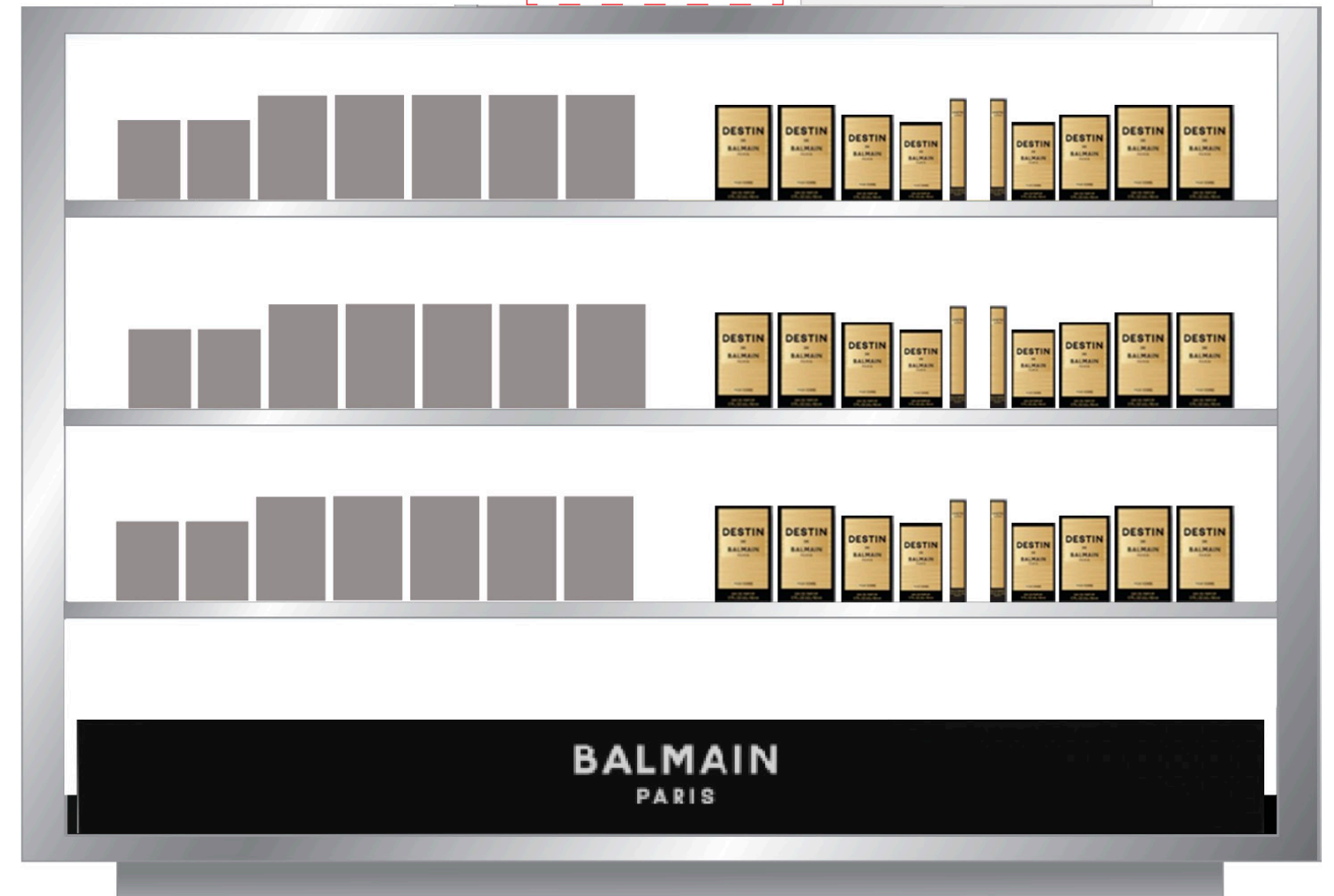
- 2x DESTIN DE BALMAIN 100ML
- 1x DESTIN DE BALMAIN 50ML
- 1x DESTIN DE BALMAIN 30ML
- 2x DESTIN DE BALMAIN 10ML
- 1x DESTIN DE BALMAIN 30ML
- 1x DESTIN DE BALMAIN 50ML
- 2x DESTIN DE BALMAIN 100ML

**MIDDLE SHELF: (FROM LEFT TO RIGHT)**

- 2x DESTIN DE BALMAIN 100ML
- 1x DESTIN DE BALMAIN 50ML
- 1x DESTIN DE BALMAIN 30ML
- 2x DESTIN DE BALMAIN 10ML
- 1x DESTIN DE BALMAIN 30ML
- 1x DESTIN DE BALMAIN 50ML
- 2x DESTIN DE BALMAIN 100ML

**BOTTOM SHELF: (FROM LEFT TO RIGHT)**

- 2x DESTIN DE BALMAIN 100ML
- 1x DESTIN DE BALMAIN 50ML
- 1x DESTIN DE BALMAIN 30ML
- 2x DESTIN DE BALMAIN 10ML
- 1x DESTIN DE BALMAIN 30ML
- 1x DESTIN DE BALMAIN 50ML
- 2x DESTIN DE BALMAIN 100ML



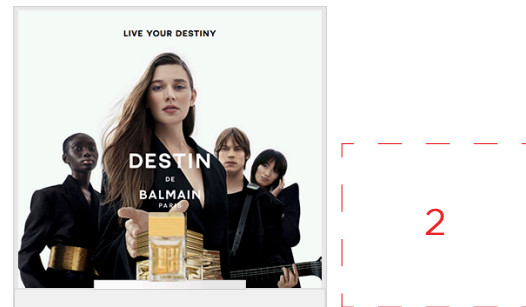
FIELD TO PROVIDE PHOTOS OF THEIR CASELINES TO DETERMINE CASELINE VISUAL NEEDS

**1. TOC (CODE: B25Q-60-0001)**

MERCHANDISE 50ML TESTER

**2. SET:**

MERCHANDISE ON COUNTER NEXT TO TOC



**DILLARD'S FULL CASELINE  
DESTIN DE BALMAIN ONLY**

**TOP SHELF:** (FROM LEFT TO RIGHT)

- 3x DESTIN DE BALMAIN 100ML
- 6x DESTIN DE BALMAIN 50ML
- 3x DESTIN DE BALMAIN 100ML

**BOTTOM SHELF:** (FROM LEFT TO RIGHT)

- 1x DESTIN DE BALMAIN 100ML
- 1x DESTIN DE BALMAIN 50ML
- L-FRAME UNIT + 50ML TESTER
- 1x DESTIN DE BALMAIN 50ML
- 1x DESTIN DE BALMAIN 100ML



**DESTIN DE BALMAIN ONLY**



**DILLARD'S FULL CASELINE  
LES ETERNALS + DESTIN DE BALMAIN**

**TOP SHELF:**

EXISTING LES ETERNAL SKUS

**BOTTOM SHELF:** (FROM LEFT TO RIGHT)

- 1x DESTIN DE BALMAIN 100ML
- 1x DESTIN DE BALMAIN 50ML
- L-FRAME UNIT + 50ML TESTER
- 1x DESTIN DE BALMAIN 50ML
- 1x DESTIN DE BALMAIN 100ML

**LES ETERNAL + DESTIN DE BALMAIN**

# DESTIN DE BALMAIN | DILLARD'S HALF CASELINES / P&E

FY26 | OCD 4/1  
DILLARD'S

FIELD TO PROVIDE PHOTOS OF THEIR CASELINES TO DETERMINE CASELINE VISUAL NEEDS

## 1. TOC (CODE: B25Q-60-0001)

MERCHANDISE 50ML TESTER

## 2. SET:

MERCHANDISE ON COUNTER NEXT TO TOC



DESTIN DE BALMAIN ONLY  
HALF CASELINE

## DILLARD'S HALF CASELINE DESTIN DE BALMAIN ONLY

### TOP SHELF:

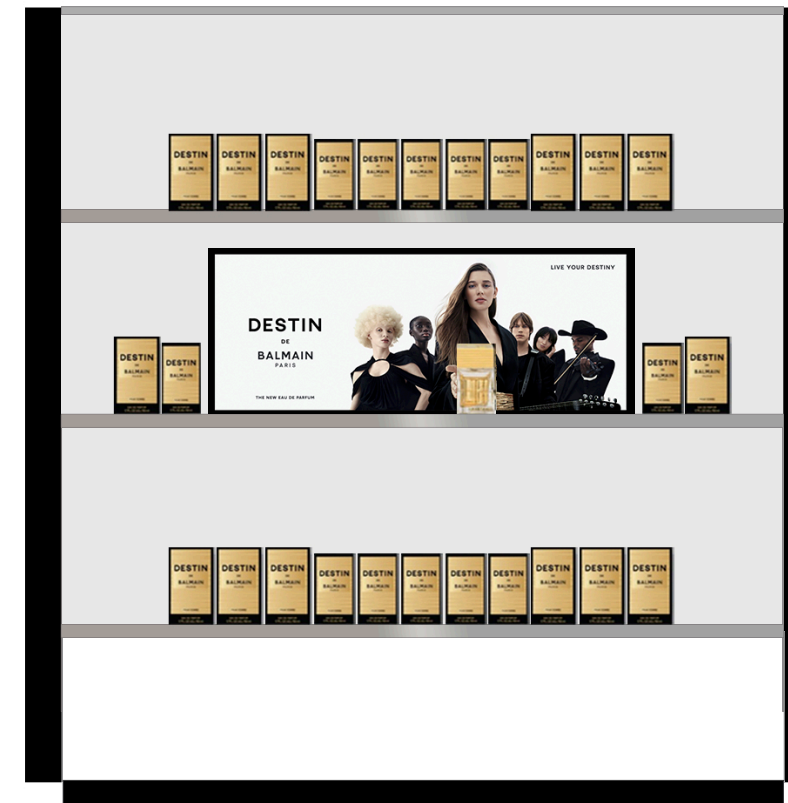
OTHER BRAND

### BOTTOM SHELF: (FROM LEFT TO RIGHT)

- 1x DESTIN DE BALMAIN 100ML
- 1x DESTIN DE BALMAIN 50ML
- L-FRAME UNIT + 50ML TESTER
- 1x DESTIN DE BALMAIN 50ML
- 1x DESTIN DE BALMAIN 100ML

## SETS:

MERCHANDISE BOTTOM SHELF  
OR DESIGNATED SETS TOWER  
PROVIDED BY DILLARD'S



DESTIN DE BALMAIN ONLY  
P&E FIXTURE

## DILLARD'S P&E FIXTURE DESTIN DE BALMAIN ONLY

### TOP SHELF: (FROM LEFT TO RIGHT)

- 3x DESTIN DE BALMAIN 100ML
- 5x DESTIN DE BALMAIN 50ML
- 3x DESTIN DE BALMAIN 100ML

### MIDDLE SHELF: (FROM LEFT TO RIGHT)

- 1x DESTIN DE BALMAIN 100ML
- 1x DESTIN DE BALMAIN 50ML
- L-FRAME UNIT + 50ML TESTER
- 1x DESTIN DE BALMAIN 50ML
- 1x DESTIN DE BALMAIN 100ML

### BOTTOM SHELF: (FROM LEFT TO RIGHT)

- 3x DESTIN DE BALMAIN 100ML
- 5x DESTIN DE BALMAIN 50ML
- 3x DESTIN DE BALMAIN 100ML

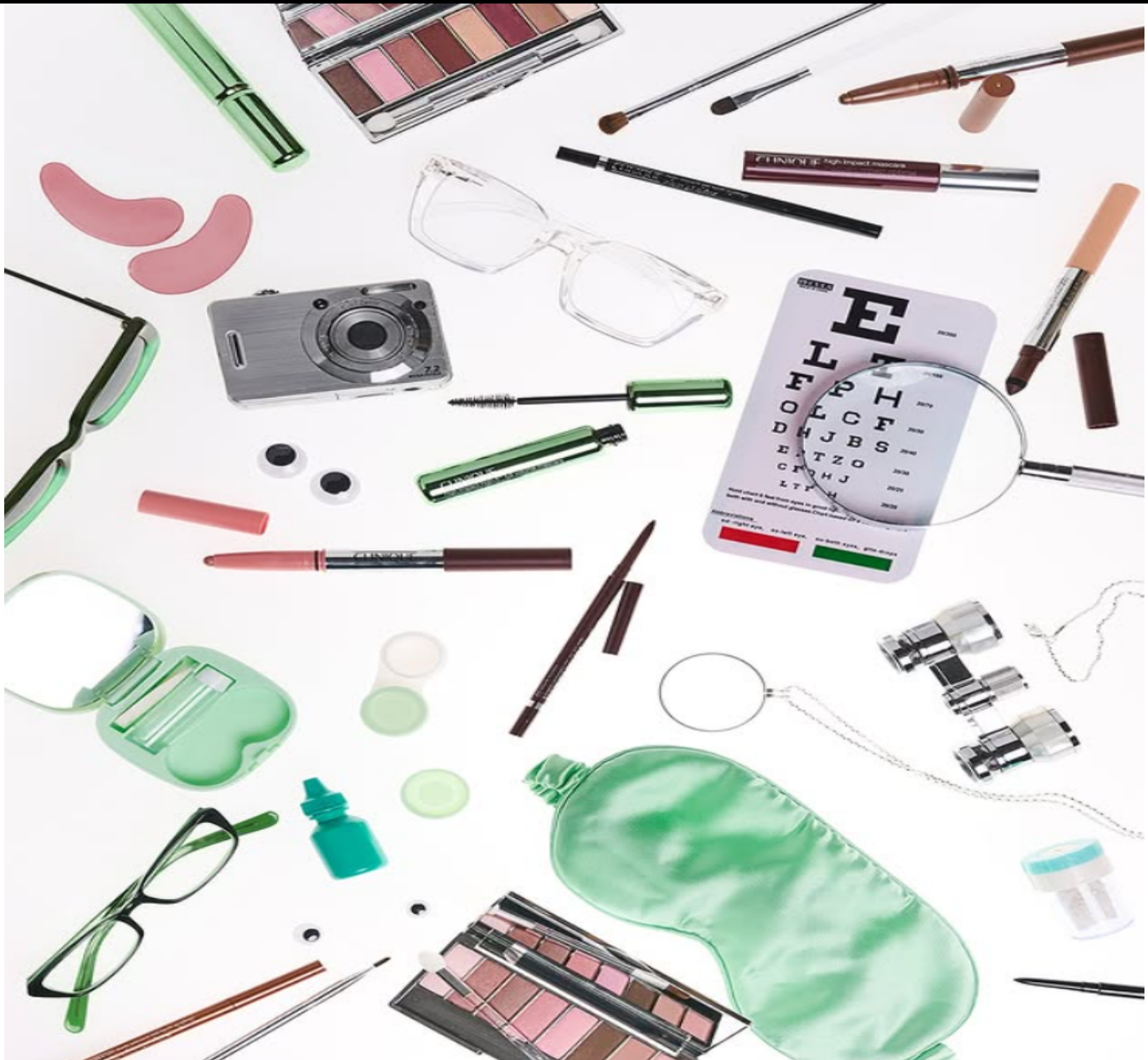
# ***Bobbi Brown***

*Visual Merchandising SP26 Jan- June*



# *Clinique*

*Visual Merchandising SP26 Jan- June*



## Your Spring '26 Education Tools have arrived!

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

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

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

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

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



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

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

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

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

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

#### 10-minute QCS Cards:

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



#### Get the Look Key Ring Cards:

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



**Hardware/Accessories**

**Apple iPad 8<sup>th</sup> Generation (10.2" Wi-Fi, 128 GB)**



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

**Lock Set**



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

**10 ft. Lightning Cord**



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

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



**PRODUCT DETAILS**  
 Code: VHXZ701001  
 Doors: All doors with iPads

**Non-Lit AboveTek Stand**



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

**Base Sticker for AboveTek Stand + VM Guidelines**



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

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

**Place mat**



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

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

**iPad Support**

**iPad Navigation Guide**

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



Scan QR to access iPad Navigation Guide

**Tech Related Questions?**

Reach out to the Retail Help Desk

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

**iPad Usernames**

Clinique Clinical Reality Remote Management Usernames by Door.



Scan QR to access iPad RM Usernames

**Need iPad Accessories?**

Contact Point of Sale

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

## Tester Units

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



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

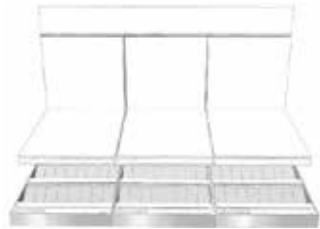


Story-Telling Unit Kit of Parts

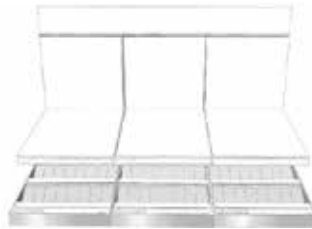


Sliver (x4)  
**\*NOTE:** Stores need to keep all 4 slivers on counter. **KEEP** all parts + pieces.

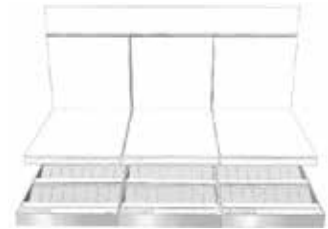
### TREATMENT MAIN LINE UNITS



Treatment Bar (Full + Reduced Doors)



Cleanser Bar (Full + Reduced Doors)



Specialty Bar (Specialty Doors)

### COLOR MAIN LINE UNITS



Foundation Bays (Full Doors)



Foundation Bays (Reduced Doors)



Foundation Bays (Specialty Doors)



Lip & Cheek (All Doors)



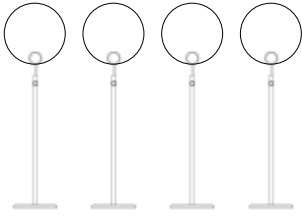
Mascara, Eye shadow + Eyeliner Slivers (All Doors)



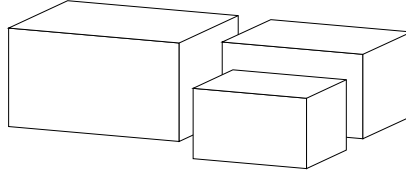
Foundation Dramming Unit

## Collateral Units

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



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



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



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

### **INCASE**



- 20" x 7.5" Incase Plexi Signage



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

### **PRODUCT ON GLASS**



- 7.5" x 7.5" POG Plexi Signage



- 20" x 7.5" POG Plexi Signage

### **EVENT KITS**



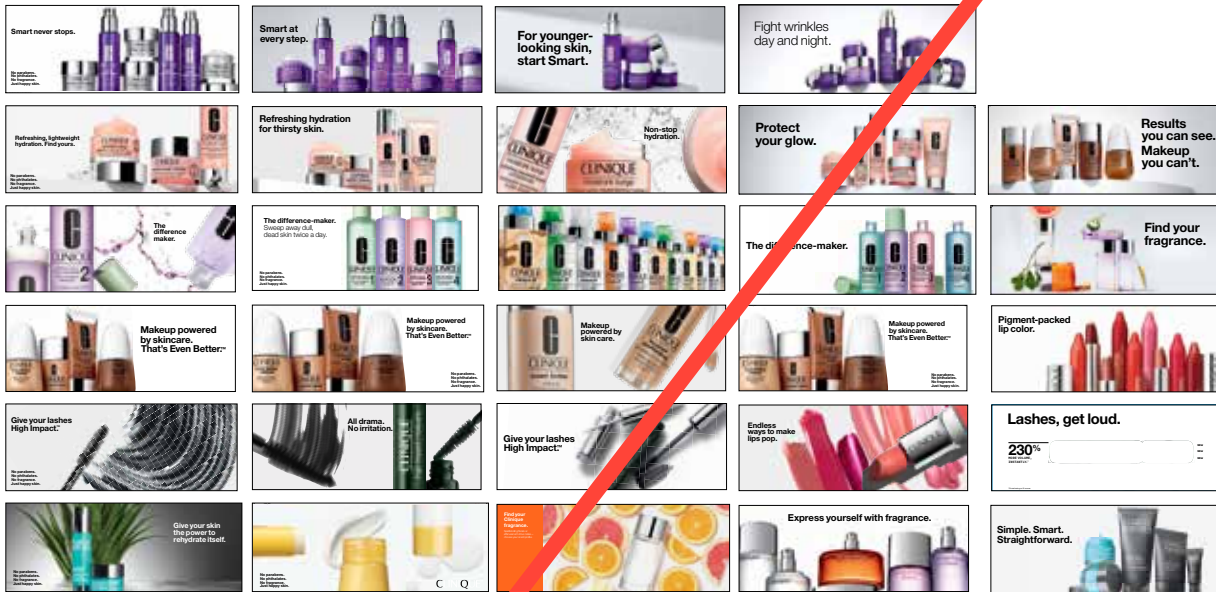
- Event Kits  
**\*shipping to field executives**

 The following graphics should no longer be in-store.

• Spring 2026 To Discard

• Discard from previous seasons

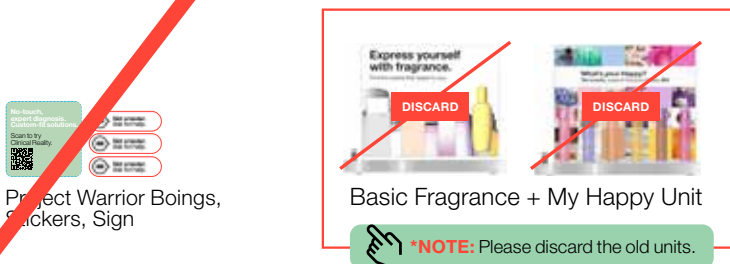
**20" x 7.5" PLEXI INCASE & POG**



**INCASE BOX**



**TESTER UNITS**

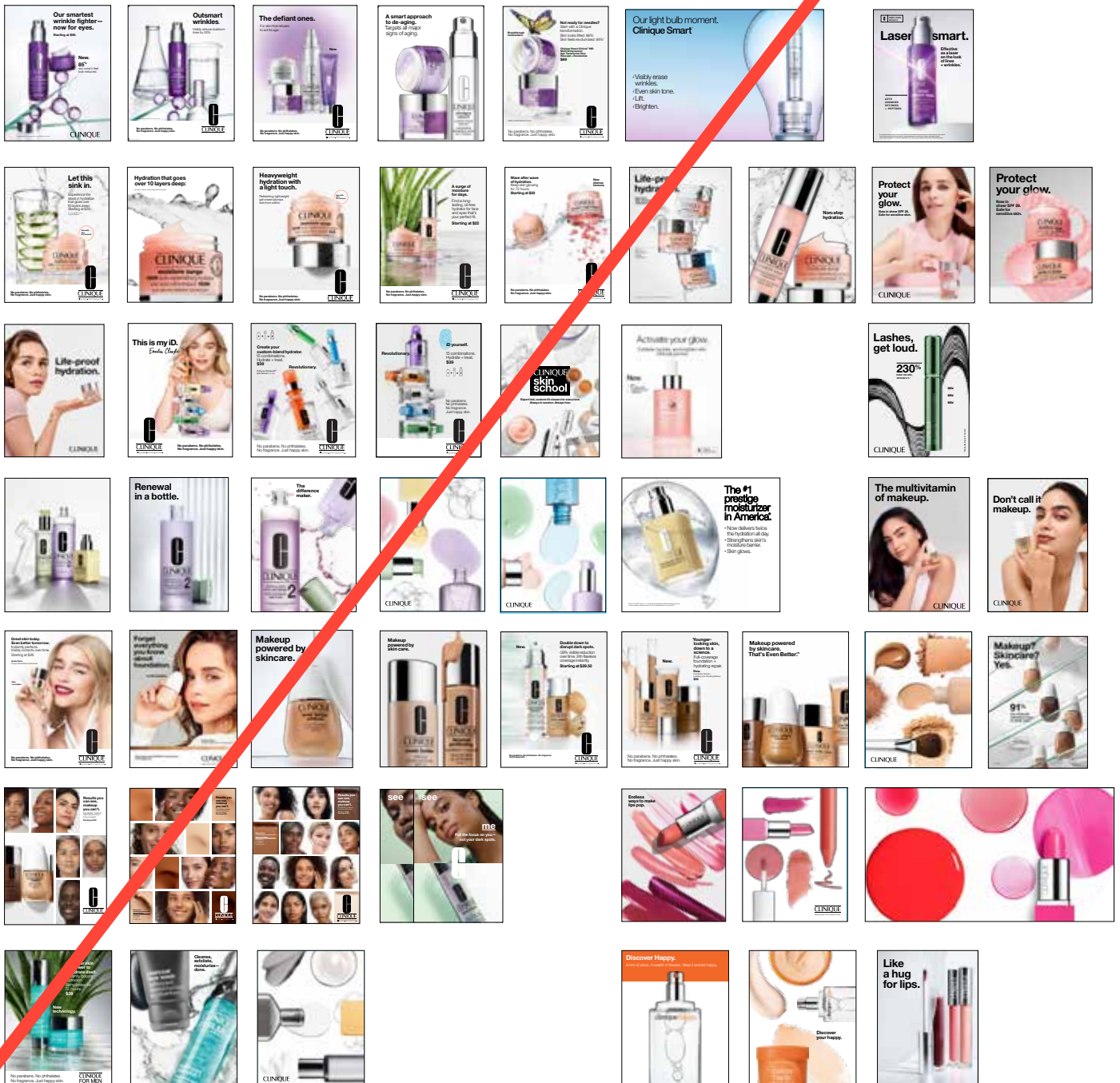


Project Warrior Boings, Snickers, Sign

**⊘ The following lightboxes should no longer be in-store.**

• **Spring 2026 To Discard**

• **Discard from previous seasons**









**TOP DOORS (5A-A)**

\*NOTE: Top Doors have 4 launch LBXs



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

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

**LBX #5 + more**

Heroes Based on zoning



Smart Hero (F'23 Assets)



Moisture Surge 100H Hero (F'23 Assets)



Black Honey (S'24 Assets)



Foundation Hero (F'24 Assets)



Fragrance Hero (F'23 Assets)



Fragrance Hero (Horizontal Ratio)



CFM Hero (F'23 Assets)



Skin School (F'24 Assets)



Active Derm Lab Coat (F'24 Assets)








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

**NON-TOP DOORS (B-E)**



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

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

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

**LBX #4,5,6**  
Heroes Based on zoning



Smart Hero (F'23 Assets)



Black Honey (S'24 Assets)



Fragrance Hero (F'23 Assets)



Fragrance Hero (Horizontal Ratio)



CFM Hero (F'23 Assets)



Skin School (F'24 Assets)

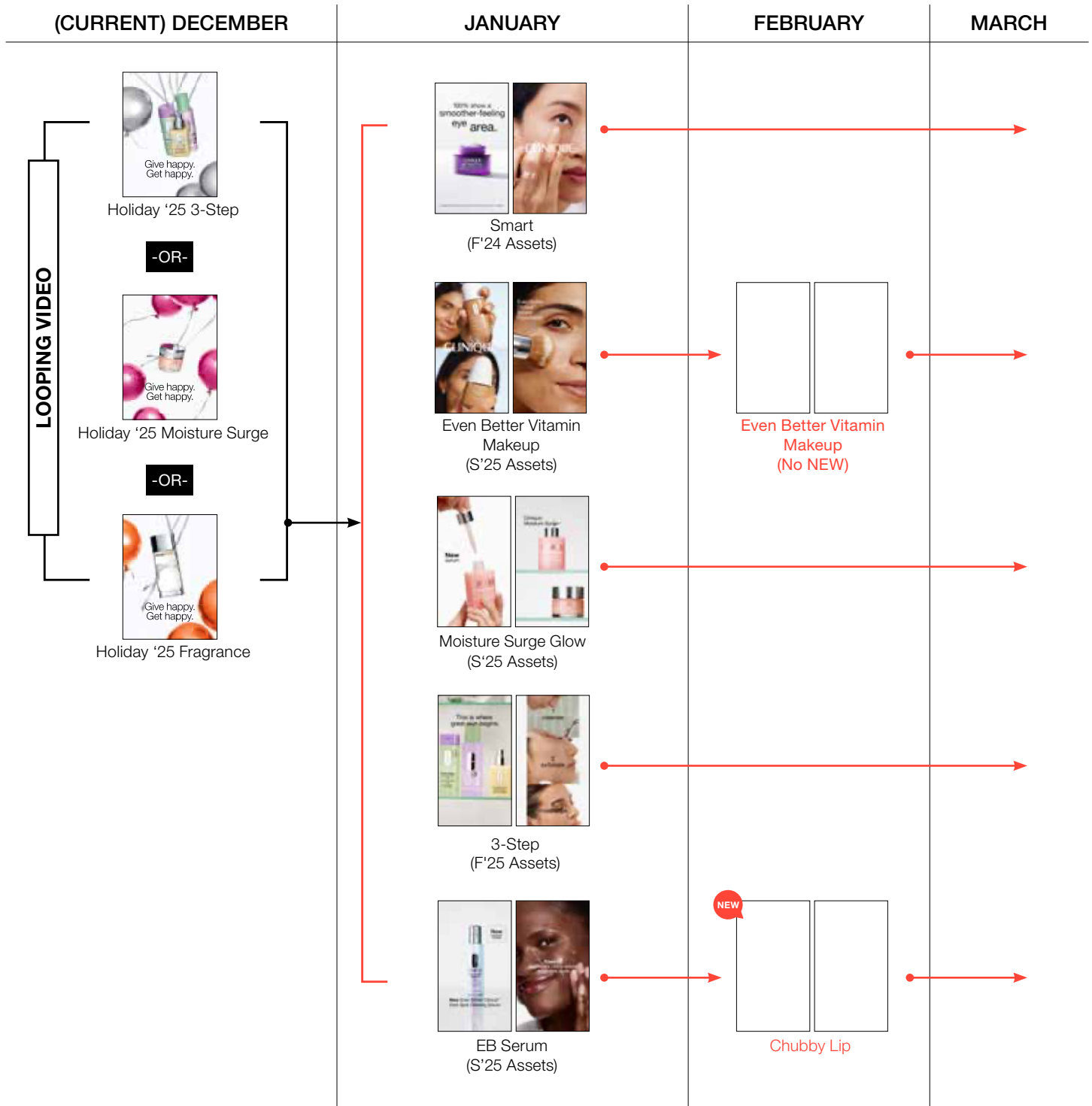


Active Derm Lab Coat (F'24 Assets)



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

**VIDEO: Select Doors**









**Maintenance Process**

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

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

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

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

(CURRENT) DECEMBER

JANUARY

FEBRUARY

MARCH

## Story Telling Unit #1

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



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

**TOP DOORS:**



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

**NON-TOP DOORS:**



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

## Story Telling Unit #2

**SELECT DOORS ONLY (57 DOORS)**

**TOP DOORS:**



**NON-TOP DOORS:**



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

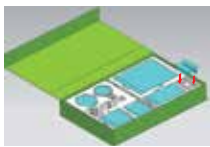
**EXISTING**



**3-Step**  
Update Code: VG1L-70



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



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


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

(CURRENT) DECEMBER

JANUARY

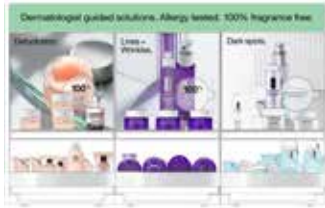
FEBRUARY

MARCH

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

## Full & Reduced Doors

### TREATMENT BAR



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

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

### CLEANSER BAR



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

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

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

## Specialty Doors



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

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

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

**(CURRENT) DECEMBER**

**JANUARY**

**FEBRUARY**

**MARCH**

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

## Full Doors

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



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

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

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



## Reduced Doors

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



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

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

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



## Specialty Doors

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



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

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

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



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



(CURRENT) DECEMBER

JANUARY

FEBRUARY

MARCH

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

## Full, Reduced and Specialty Doors



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



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

## Eye Units



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



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



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



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



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



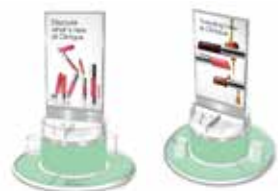
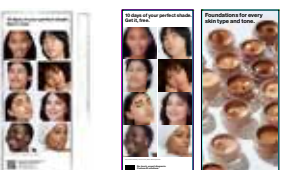









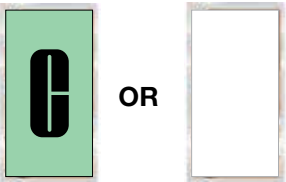


Jumbos Display Platform  
Update Code: VG0W-70

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



SRP Update Code: VHP9-70

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

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

(CURRENT) DECEMBER

JAN

FEBRUARY

MARCH



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



Moisture Surge



Smart



Clarifying Lotions



DDMs



Foundation



Lip



Mascara



Clinique For Men



Fragrance

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



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



UV Solutions



Chubby

**Feb '25 Incase Plexi**  
PPK Code: VHJN-70



ENG



ES

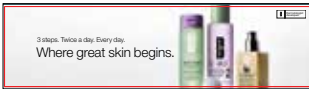
**Dillard's GWP (3/6 - 3/26)**  
Code: VGYF-70 E  
Code: VGYE-70 ES



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



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



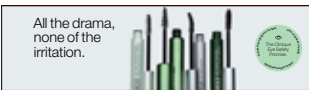
Moisture Surge Glow  
+ Mascara Eye Safety  
Message  
**MARCH OCD**  
Code: VELB-70



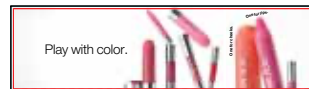
Foundation **MAY OCD**  
Code: VFJK-70



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



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



Chubby Lip  
Update Code: VHJM-70

(CURRENT) MARCH



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



Moisture Surge Glow



Clinique For Men



Sun & Body

July '25 POG Plexi  
PPK Code: VG0Q-70



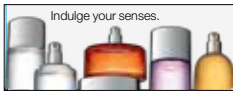
Clarifying Lotions



Smart



Foundation Family



Fragrance

JANUARY

FEBRUARY

MARCH



3-Step



UV Solutions

POG Plexi  
PPK Code: VHJP-70



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

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



TTDO



Acne



Smart



Smart



EBCI



Moisture  
Surge



DDML



Generic  
Foundation



EBCF



EBMU



BP



My Happy



Happy



Aromatics



CFM

POG Plexi  
PPK Code: VG0P-70



Derm  
Concern  
Code:  
VHK1-70



TTDO



Acne



UV Solutions

POG Plexi  
PPK Code: VHJQ-70

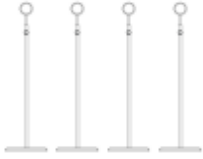
## (CURRENT) DECEMBER

## JANUARY

## FEBRUARY

## MARCH

### Lollipop Signs



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



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

Lollipop Library  
PPK Code: VDR8-70



Trending Now  
(Existing from S'25)



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



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



AMPLIFICATIONS



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

### EXISTING IN-STORE:



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

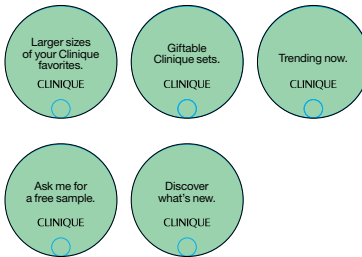
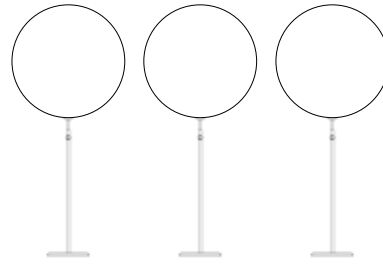


Valentine's Day  
Code: VHBE-70



Derm Concern  
Code: VHK2-70

Lollipop Library  
PPK Code: VHJG-70



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



Amplification Prepack  
Code: VHHL-70

### INCLUDED:

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

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

## (CURRENT) DECEMBER

### 8.5" x 11" Counter Signs



## JANUARY



**Derm Concern**  
Code: **VHK3-70**

## FEBRUARY



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

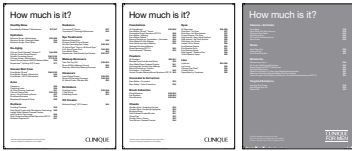


**National Lash Day**  
**2/19 - 2/22 OCD**  
(**Amplification Prepack**)  
Code: **VHHL-70**

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

## MARCH

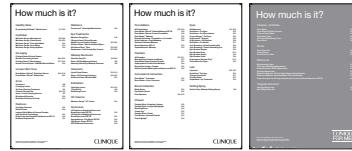
### EXISTING IN-STORE:



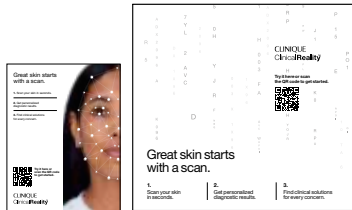
**How Much Is It Signs**  
Update Code: **VAZJ-70**



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



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

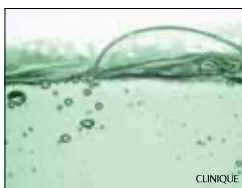


**Clinical Reality Counter Sign + Mat**  
Counter Sign Code: **VHXZ-70**  
Mat Code: **VHXY-60**

### EXISTING IN-STORE:



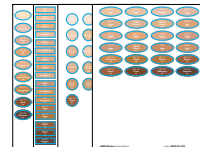
**Skin School Services**  
Sign Code: **VB07-70**



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



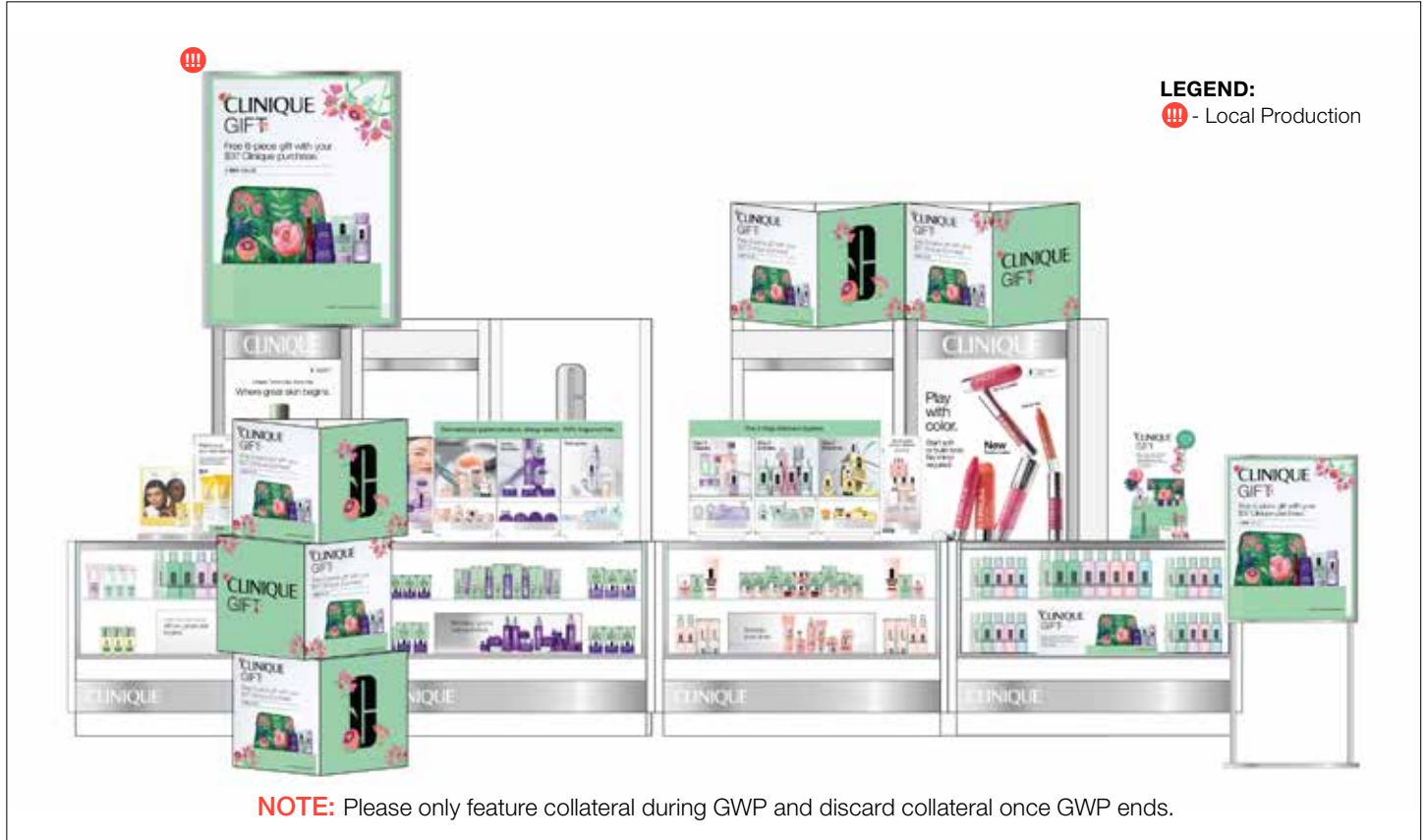
**Consultant Tools F'25 Update**  
Code: **LOCAL PRODUCTION**



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

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

Overview



Collateral - All Clinique Production



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



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



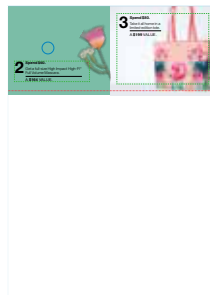
Ledge-Top Boxes (x3)  
18" x 20" x 18" deep  
Code: **VGY9-70**

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

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



Box Graphics



Base Mat



Graphic Cover



Riser (Front)




Riser (Back)

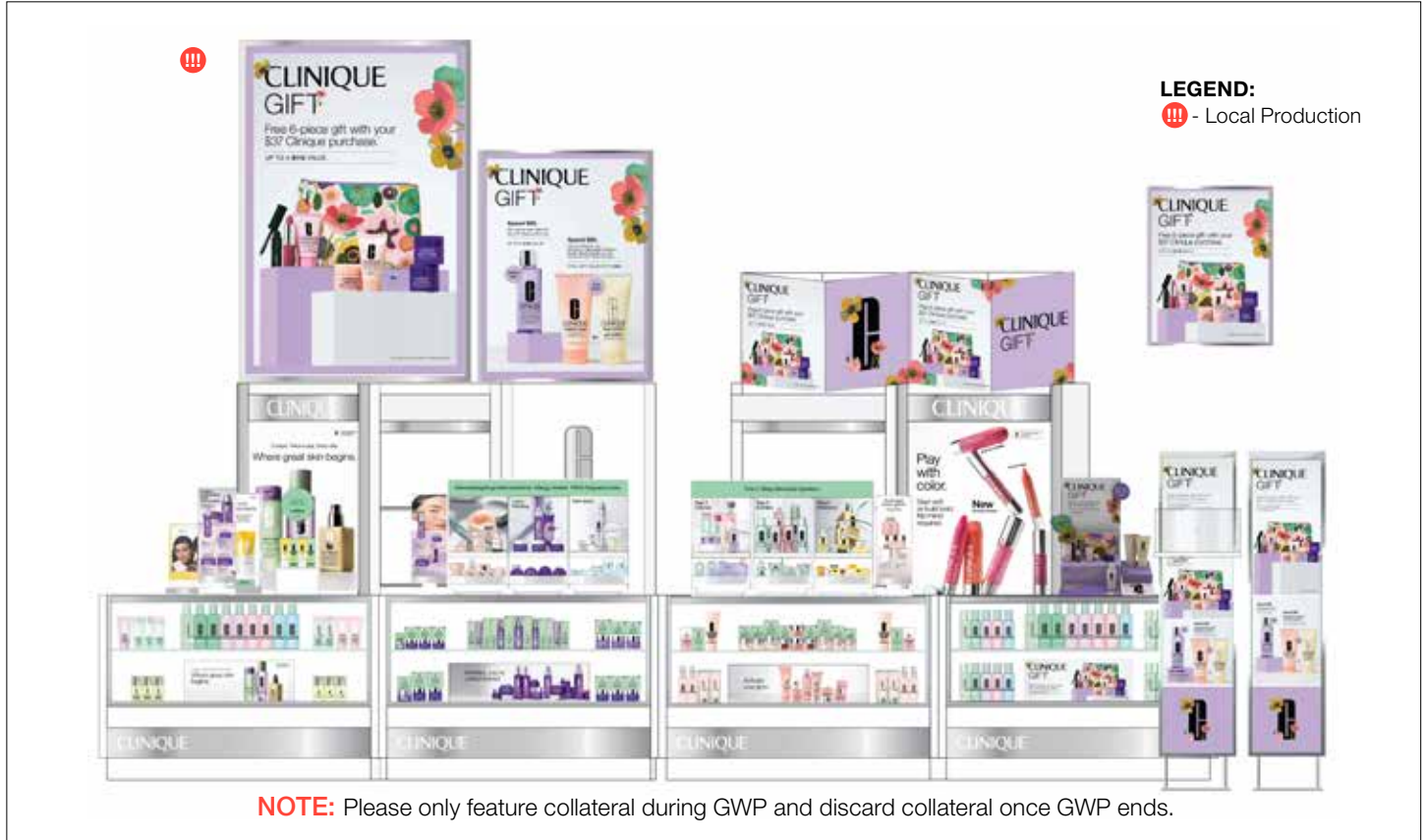
GWP Unit Product Line Up



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

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

Overview



Collateral - All Clinique Production

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



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

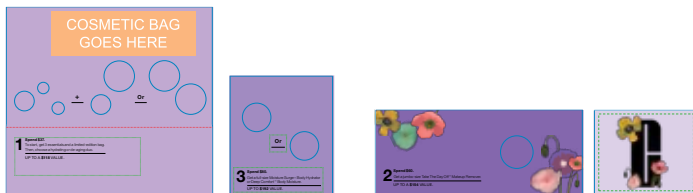


In-Case Plexi Graphic  
20" x 7.5"  
Code: **VGYF-70 E**  
Code: **VGYE-70 ES**



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

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



Box Graphics

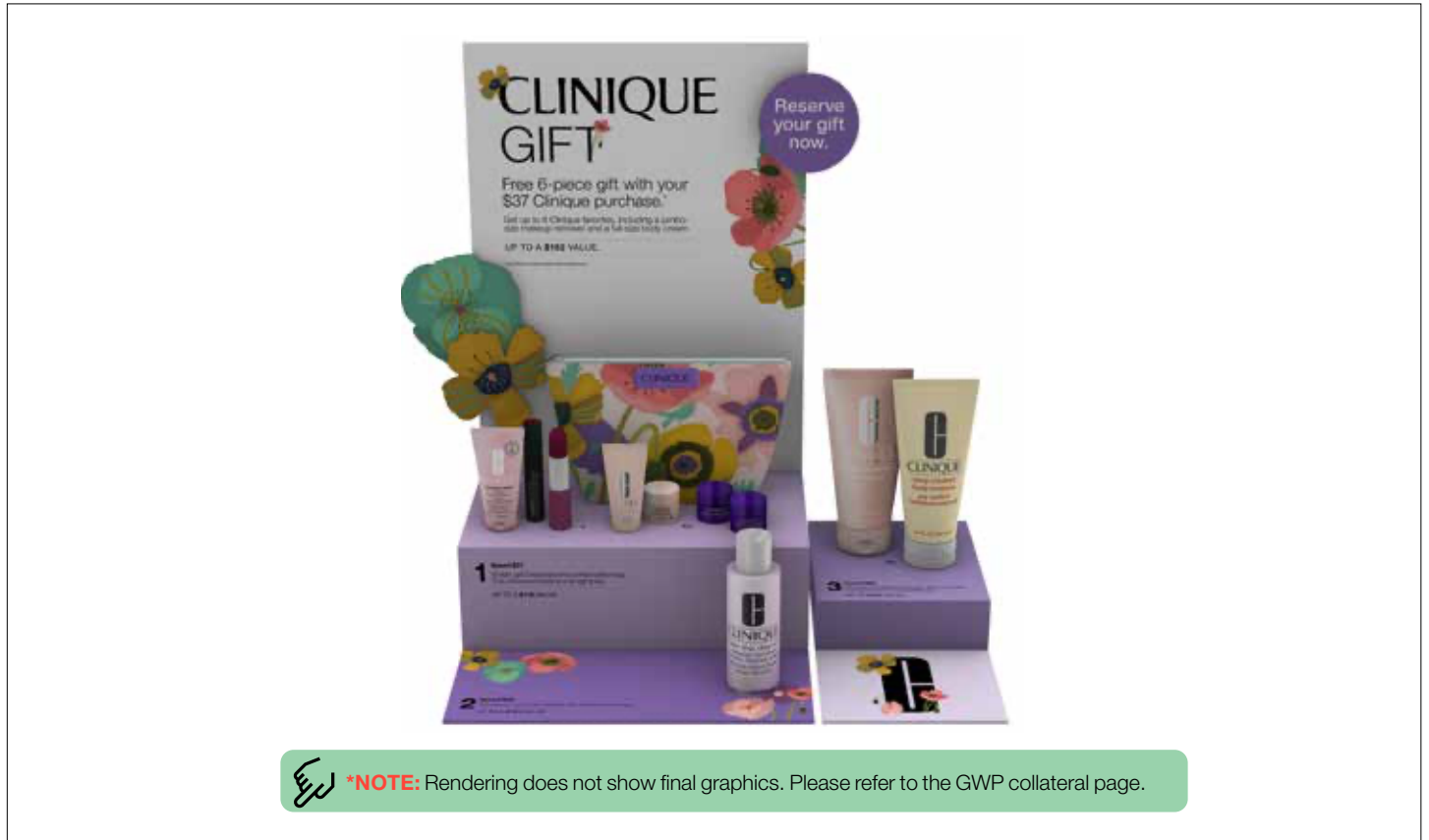
Base Mat



Riser (Front)

Riser (Back)

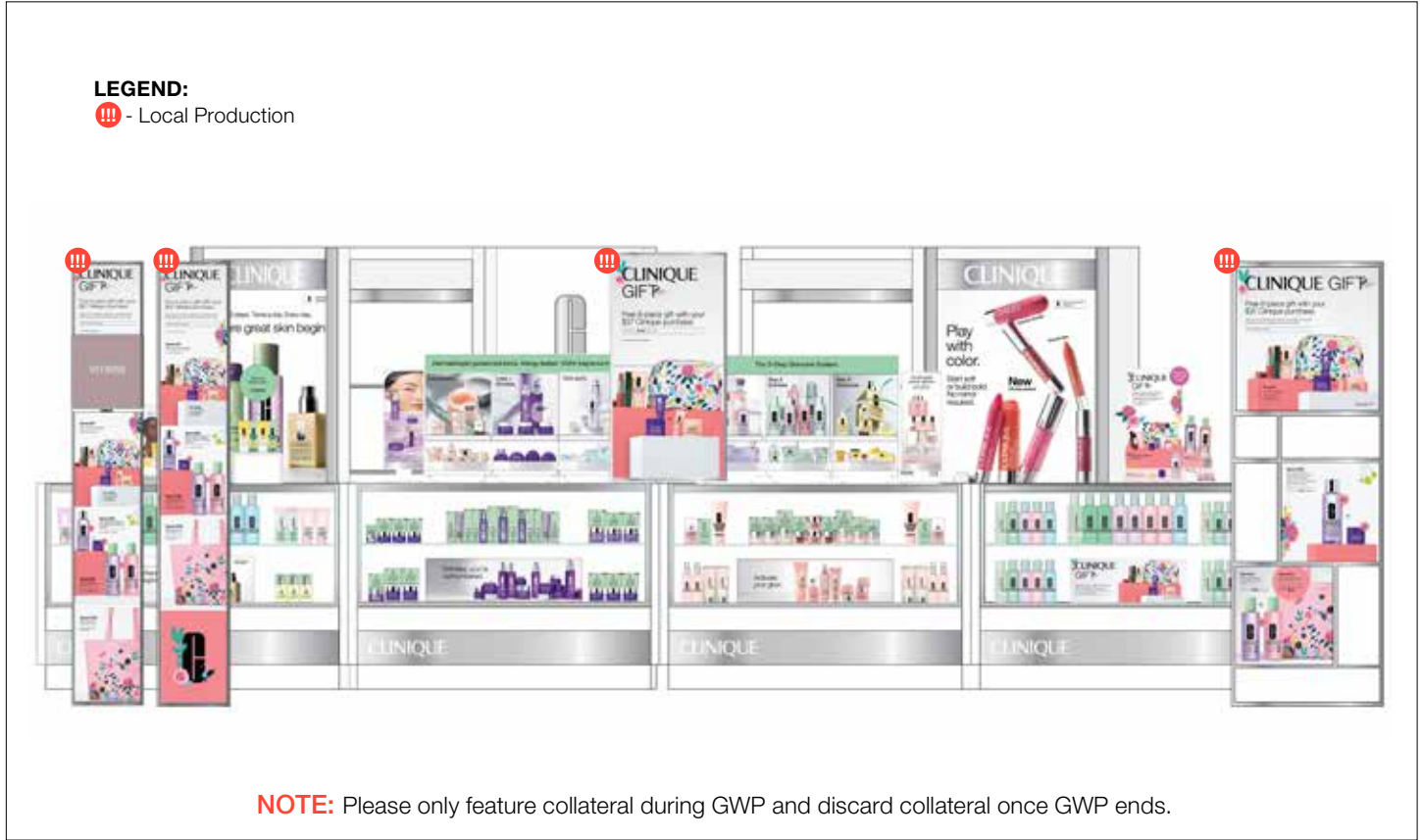
GWP Unit Product Line Up



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

STEP 1	STEP 2	STEP 3
<p data-bbox="256 1283 748 1329">Spend \$37 to get 3 essentials and a limited-edition bag. Then, choose a hydrating or de-aging duo...</p> <div data-bbox="167 1388 865 1570"> <p data-bbox="492 1444 532 1472">OR</p> </div> <ul data-bbox="155 1598 477 1707" style="list-style-type: none"> <li>- All About Clean Rinse Off Foaming Cleanser 30ml Tube</li> <li>- Clinique Pop Longwear Satin Lipstick (Shade: Cute Pop)</li> <li>- High Impact Mascara (Shade: Black)</li> </ul> <p data-bbox="155 1724 237 1747"><b>CHOICE:</b></p> <ul data-bbox="155 1747 477 1833" style="list-style-type: none"> <li>- Moisture Surge Overnight Mask (30ml Tube)</li> <li>- Moisture Surge 100 Hour Auto Replenishing Hydrator (15ml Jar)</li> </ul> <ul data-bbox="561 1598 883 1707" style="list-style-type: none"> <li>- All About Clean Rinse Off Foaming Cleanser 30ml Tube</li> <li>- Clinique Pop Longwear Satin Lipstick (Shade: Cute Pop)</li> <li>- High Impact Mascara (Shade: Black)</li> </ul> <p data-bbox="561 1724 643 1747"><b>CHOICE:</b></p> <ul data-bbox="561 1747 883 1854" style="list-style-type: none"> <li>- Clinique Smart Clinical Repair™ Wrinkle Correcting Overnight Cream + Mask (15ml Jar)</li> <li>- Clinique Smart Clinical Repair™ Lifting Face + Neck Cream (15ml Jar)</li> </ul>	<p data-bbox="935 1283 1166 1329">Spend \$60 to get a jumbo full size..</p> <div data-bbox="1019 1381 1092 1633"> </div> <ul data-bbox="935 1654 1175 1698" style="list-style-type: none"> <li>- Take The Day Off for Lids, Lashes, Lips (200ml Bottle)</li> </ul>	<p data-bbox="1263 1283 1511 1306">Spend \$80 to get a full size..</p> <div data-bbox="1252 1388 1523 1633"> <p data-bbox="1365 1507 1406 1535">OR</p> </div> <ul data-bbox="1252 1654 1523 1698" style="list-style-type: none"> <li>- Deep Comfort Body Moisturizer (200ml Tube)</li> </ul> <p data-bbox="1365 1713 1422 1740"><b>OR</b></p> <ul data-bbox="1252 1761 1523 1806" style="list-style-type: none"> <li>- Moisture Surge Body Hydrator (200ml Tube)</li> </ul>

Overview



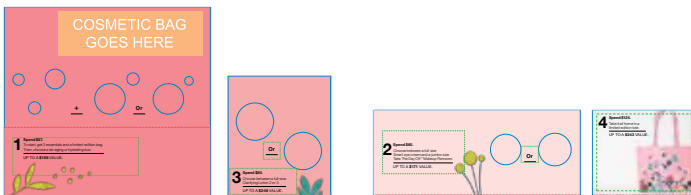
Collateral - All Clinique Production

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



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

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



Box Graphics

Base Mat

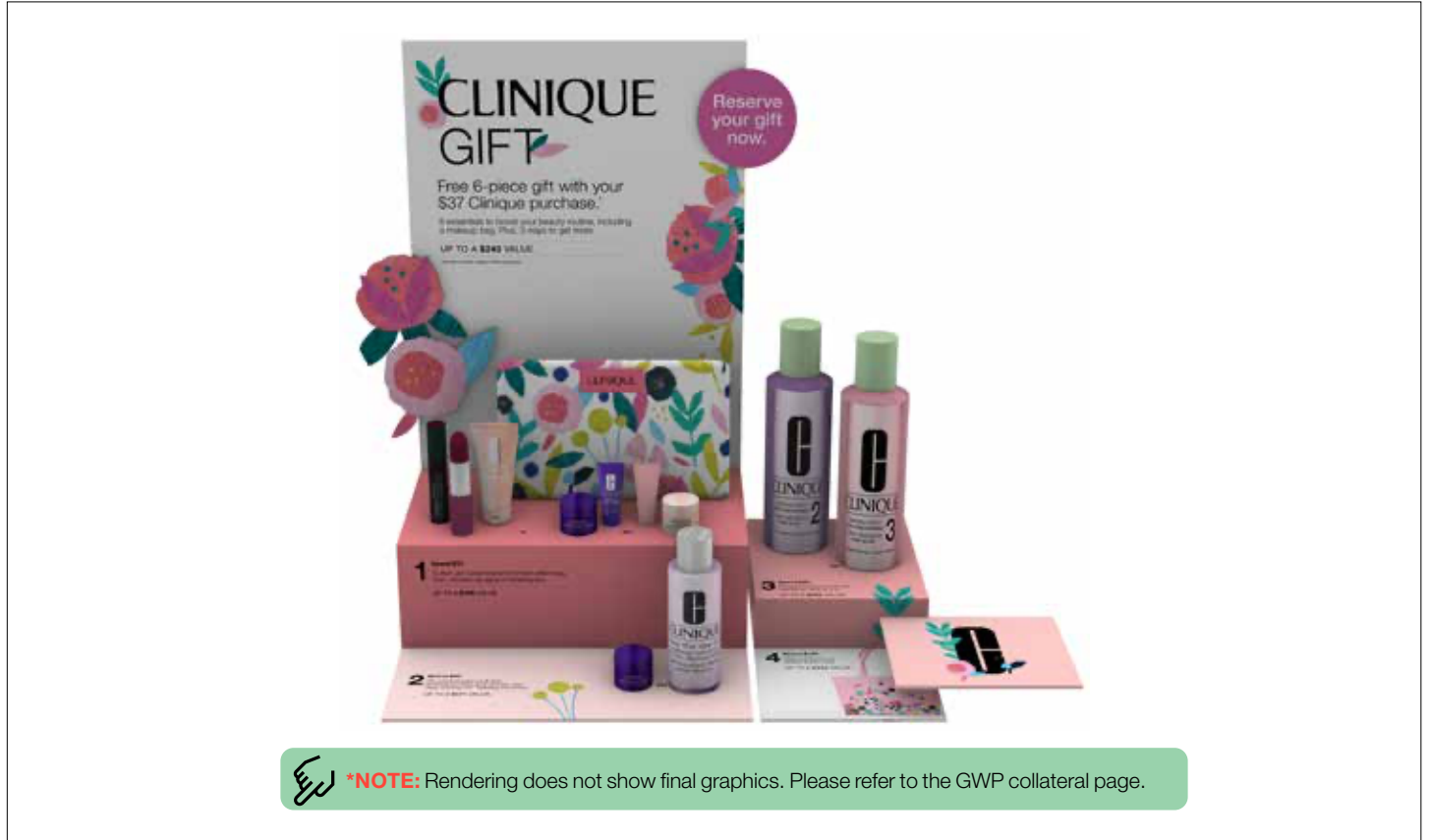


Riser (Front)






Riser (Back)

GWP Unit Product Line Up



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

STEP 1	STEP 2	STEP 4
<p>Spend \$37 to get 3 essentials and a limited-edition bag. Then choose a hydrating or a de-aging duo.</p>  <p>OR</p> <ul style="list-style-type: none"> <li>- Clinique Pop Longwear Lipstick (Shade: Bare Pop)</li> <li>- High Impact Mascara (Shade: Black)</li> <li>- Moisture Surge Body Hydrator 30ml Tube</li> </ul> <p><b>CHOICE:</b></p> <ul style="list-style-type: none"> <li>- Moisture Surge 100 Hour 15ml Jar</li> <li>- Moisture Surge Glow Serum 5ml Tube</li> </ul>	<p>Spend \$60 to choose between a full size of..</p>  <p>OR</p> <p>Choice of 1:</p> <ul style="list-style-type: none"> <li>- Take The Day Off for Lids, Lashes, Lips (200ml Bottle)</li> <li>- Smart Wrinkle Correcting Eye Cream (15ml Jar)</li> </ul>	<p>Spend \$125 to take it all home in a limited-edition tote.</p> 
	<p><b>STEP 3</b></p> <p>Spend \$80 to choose between a full-size of ...</p>  <p>OR</p> <ul style="list-style-type: none"> <li>- Clarifying Lotion 2 or 3 (400ml)</li> </ul>	

# *Estee Lauder*

*Visual Merchandising SP26 Jan- June*



DEPARTMENT STORES

ESTÉE LAUDER

# Point-of-Sale Guidelines

**SPRING 2026**


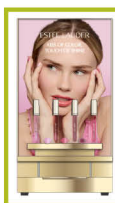



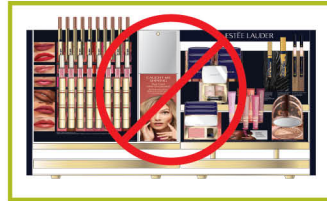


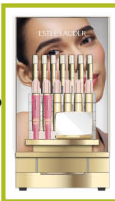
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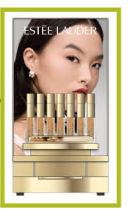








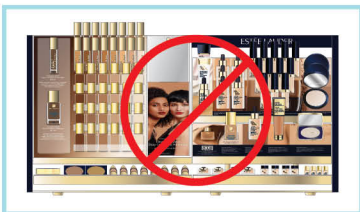

	Currently on-counter	JAN	FEB	MAR	MAY-JUN
LAUNCH	 <p><b>SKINCARE TRENDING NOW UNIT</b> SRP Update Only <b>Select Doors</b> Unit Code #: PG5E-60 Update Code #: GBAS-70</p>	<p><b>NOTE:</b> Discard current Skincare Hybrid unit on counter and replace with new Skincare Hero Focus Unit.</p>  <p><b>NEW HERO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








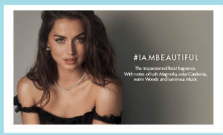


	Currently on-counter	JAN	FEB	MAR-JUN
<p>DEPARTMENT STORE</p>	<div data-bbox="385 691 705 883" data-label="Image"> </div> <div data-bbox="344 897 739 1016" data-label="Text"> <p>RE-NUTRIV CORE UNIT  <b>Select Doors</b>                      Update with new product and template                      Unit Code #: GCZL-60                      Graphic Update Code #: <b>Shipping Direct-to-Door</b>                      Acrylic Update Code #: GDSF-60</p> </div>			

Select Doors Only  
 All Doors

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

 Select Doors Only  
 All Doors

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

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

Select Doors Only

All Doors

# ELX CORE UNITS DTOS

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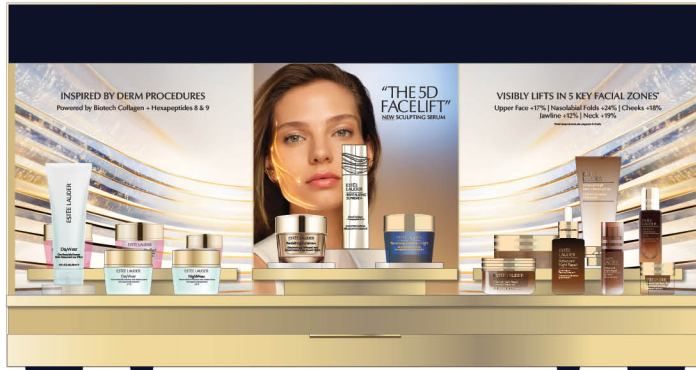
HISTORY OF UPDATES

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

# SKINCARE CORE UNIT

## January Update

### MACY'S DOORS ONLY



FRONT ELEVATION VIEW



**NEW GRAPHICS**  
**NEW TEMPLATES & GRAPHICS**

Product List

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

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

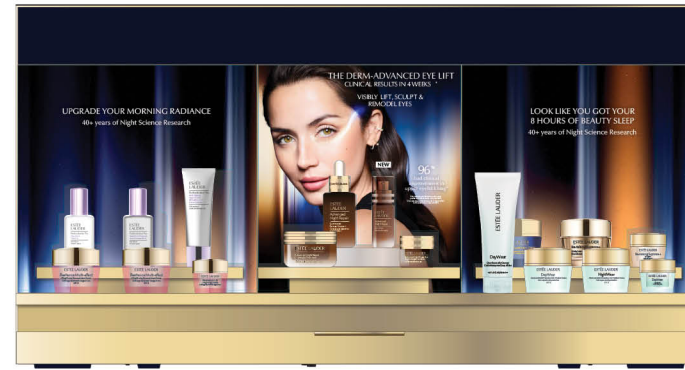
HISTORY OF UPDATES

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

# SKINCARE CORE UNIT

## March Update

### ALL OTHER DOORS



FRONT ELEVATION VIEW



**NEW GRAPHICS**  
**NEW TEMPLATES & GRAPHICS**

Product List

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

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

# RE-NUTRIV CORE UNIT

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

## HISTORY OF UPDATES

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

### FRONT OF UNIT



### OVERHEAD VIEW



### DRAWER

- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS

### Product List

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

# NEW FOUNDATION CORE UNIT

On-Counter: 2/23/2026

## HISTORY OF UPDATES

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

### FRONT OF UNIT



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

### OVERHEAD VIEW

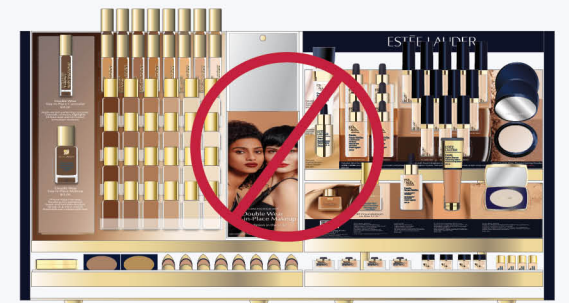


### DRAWER

### Product List

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

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



# NEW COLOR CORE UNIT

On-Counter: 2/23/2026

## HISTORY OF UPDATES

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

### FRONT OF UNIT



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

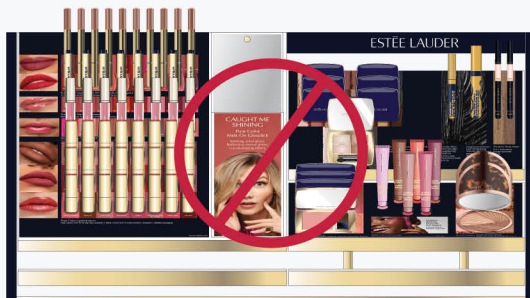
### OVERHEAD VIEW



### Product List

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

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



# FRAGRANCE LINE TESTER UNIT

January Update

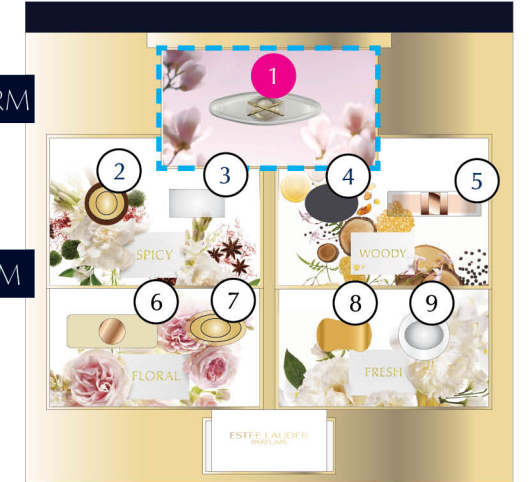
## HISTORY OF UPDATES

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



### FOCUS PLATFORM

### MAIN PLATFORM



NEW GRAPHICS  
 NEW TEMPLATES & GRAPHICS

### Product List

#### Focus Platform

- New Magnolia Fleur, 3.4 oz**

#### Main Platform (Preferred Line-up)

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

#### FRAGRANCE UNIT BEST PRACTICES:

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

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

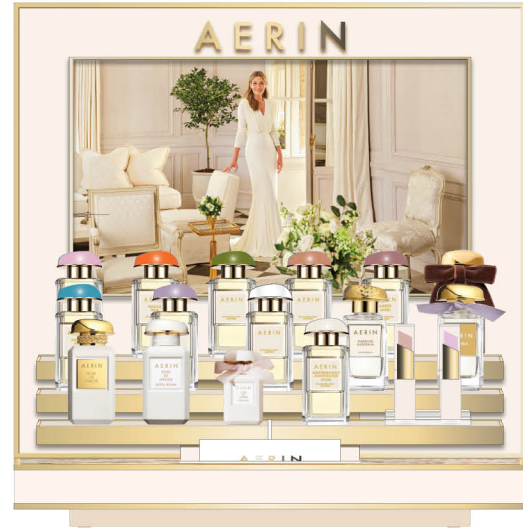
# AERIN

## March Update

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

### HISTORY OF UPDATES

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



TOP VIEW



### Product List:

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

■ NEW GRAPHICS

■ NEW TEMPLATES & GRAPHICS

# ELX HERO FOCUS UNITS DTOS & DRAMMING

HISTORY OF UPDATES

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

# NEW HERO FOCUS UNIT: COLOR

On-Counter: 2/23/2026

**SELECT DOORS**



**Product List**

**Main Platform**

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

**Drawer:**

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

NEW GRAPHICS  
NEW TEMPLATES & GRAPHICS

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

HISTORY OF UPDATES

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

# NEW HERO FOCUS UNIT: PRIORITY 1 (CONCEALERS)

On-Counter: 2/23/2026

**SELECT DOORS**



**Product List**

**Main Platform**

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

**Drawer:**

- 4. Double Wear Concealer (12)

NEW GRAPHICS  
NEW TEMPLATES & GRAPHICS

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

HISTORY OF UPDATES

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

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

On-Counter: TBD  
**SELECT DOORS**



**Product List**

**Main Platform**

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

**Drawer:**

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

NEW GRAPHICS  
 NEW TEMPLATES & GRAPHICS

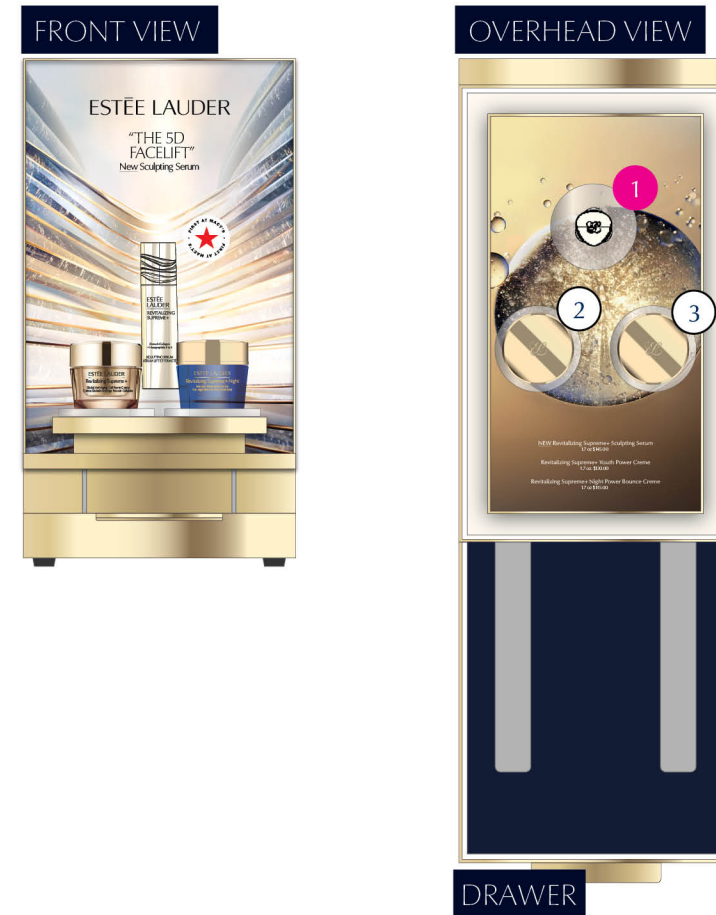
DISCARD ALL TRENDING NOW UNITS CURRENTLY IN STORE. REFER TO ELX PHASE 2 DIRECTIVE ON HOW TO PROPERLY DISPOSE OF UNITS.

HISTORY OF UPDATES

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

# NEW HERO FOCUS UNIT: PRIORITY 3 (SKINCARE)

On-Counter: January  
**MACY'S DOORS ONLY**



**Product List**

**Main Platform**

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

**Drawer:**

4. NONE

NEW GRAPHICS  
 NEW TEMPLATES & GRAPHICS

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

HISTORY OF UPDATES

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

# NEW DRAMMING UNIT

On-Counter: January

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



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



# OPEN SELL/ MSNA VM UNITS

# FUTURIST Looks Unit

## HISTORY OF UPDATES

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

NEW TEMPLATE  
NEW GRAPHIC



### Product List

#### Foundation Unit

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

# BRONZE GODDESS Looks Unit

## HISTORY OF UPDATES

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

NEW TEMPLATE  
NEW GRAPHIC



### Product List

#### Foundation Unit

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

# COUNTERS AT A GLANCE

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# SKINCARE

## JAN-MAR

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

### MACY'S DOORS ONLY

#### NEW IN JANUARY:

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

#### NEW IN MARCH:

- E** DayWear Cleanser In-Case Graphic

REFER TO TESTER UNIT PAGES FOR CODE NUMBERS.

### SKINCARE 4 CASE SCENARIO

**PRIORITY 1:** Advanced Night Repair

**PRIORITY 2:** Revitalizing Supreme+ Serum and Moisturizers

**PRIORITY 3:** DayWear and Resilience

**PRIORITY 4:** Perfectionist Pro and Cleansers

### SKINCARE 3 CASE SCENARIO

**PRIORITY 1:** Advanced Night Repair

**PRIORITY 2:** Revitalizing Supreme+ Serum and Moisturizers

**PRIORITY 3:** DayWear and Resilience

### SKINCARE 2 CASE SCENARIO

**PRIORITY 1:** Advanced Night Repair

**PRIORITY 2:** Revitalizing Supreme+, Resilience, and DayWear

Re-Nutriv Diamond Case (Select Doors)

# SKINCARE

## JAN-MAR

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

### ALL OTHER DOORS

#### NEW IN JANUARY:

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

#### NEW IN MARCH:

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

REFER TO TESTER UNIT PAGES FOR CODE NUMBERS.

### SKINCARE 4 CASE SCENARIO

**PRIORITY 1:** Advanced Night Repair

**PRIORITY 2:** DayWear Moisturizers and New Cleanser

**PRIORITY 3:** Supreme+ and Resilience

**PRIORITY 4:** Perfectionist Pro and Cleansers

### SKINCARE 3 CASE SCENARIO

**PRIORITY 1:** Advanced Night Repair

**PRIORITY 2:** Revitalizing Supreme+ Serum and Moisturizers

**PRIORITY 3:** Supreme+ and Resilience

### SKINCARE 2 CASE SCENARIO

**PRIORITY 1:** Advanced Night Repair

**PRIORITY 2:** Revitalizing Supreme+, Resilience, and DayWear

Re-Nutriv Diamond Case (Select Doors)

# MAKEUP

## FEBRUARY

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

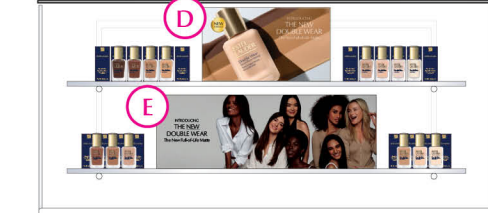
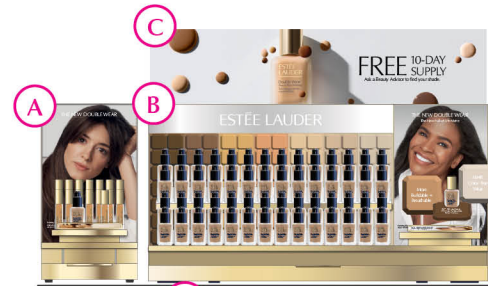
### NEW IN FEBRUARY:

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

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

REFER TO TESTER UNIT PAGES FOR CODE NUMBERS.

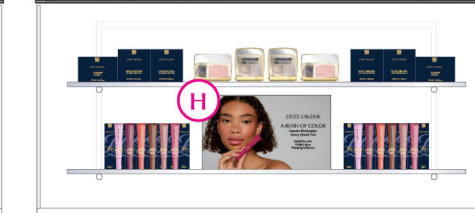
### MAKEUP 4 CASE SCENARIO



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



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



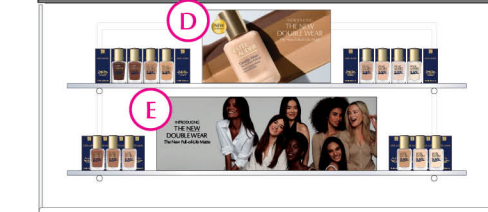
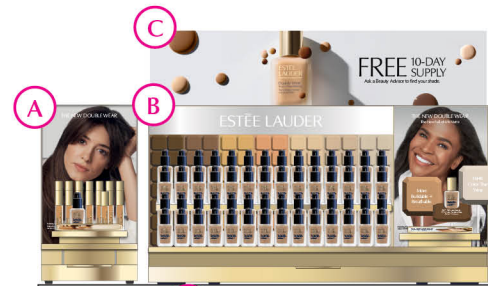
PRIORITY 3:  
New Futurist Blush and Pure Color Blush



PRIORITY 4:  
Pure Color Envy Eyeshadow + Blush?

ALL NEW UNITS

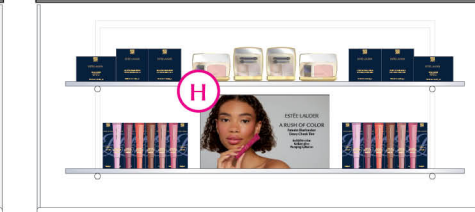
### MAKEUP 3 CASE SCENARIO



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

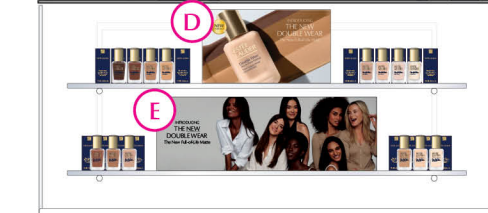
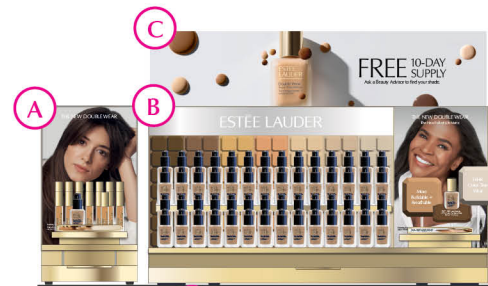


PRIORITY 2:  
Futurist Aqua Brilliance Primer + Futurist Makeup

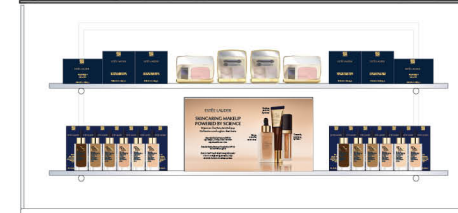


PRIORITY 3:  
New Futurist Blush and Pure Color Blush

### MAKEUP 2 CASE SCENARIO



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



PRIORITY 2:  
Futurist Aqua Brilliance Primer + Futurist Makeup

# FRAGRANCE

## JANUARY

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

### NEW IN JANUARY:

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

### FRAGRANCE 4 CASE SCENARIO

**PRIORITY 1:** Beautiful Magnolia L'eau + Beautiful Magnolia

**PRIORITY 2:** Bronze Goddess

**PRIORITY 3:** Beautiful

**PRIORITY 4:** Mixed Fragrance: Modern Muse + Pleasures

### FRAGRANCE 3 CASE SCENARIO

**PRIORITY 1:** Beautiful Magnolia L'eau + Beautiful Magnolia

**PRIORITY 2:** Bronze Goddess

**PRIORITY 3:** Beautiful + Pleasures

### FRAGRANCE 2 CASE SCENARIO

**PRIORITY 1:** Beautiful Magnolia L'eau + Beautiful Magnolia

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

# Estée Lauder Counter Cleanliness Guidelines

Who is Responsible? Everyone!

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

## All Tester Units and Counter Areas

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

## Demonstration Station and Supplies Area

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

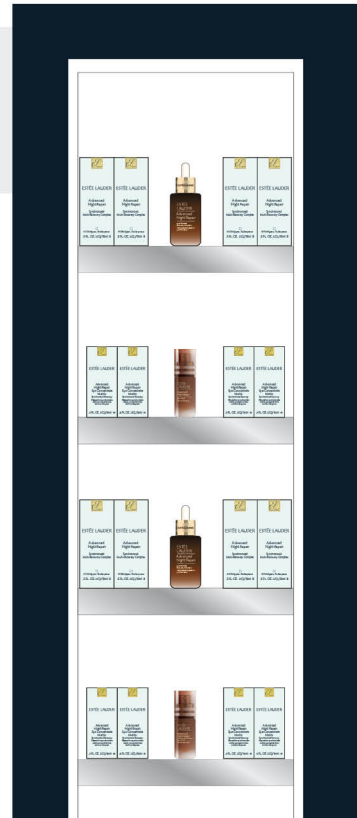
## Line Tester Units

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

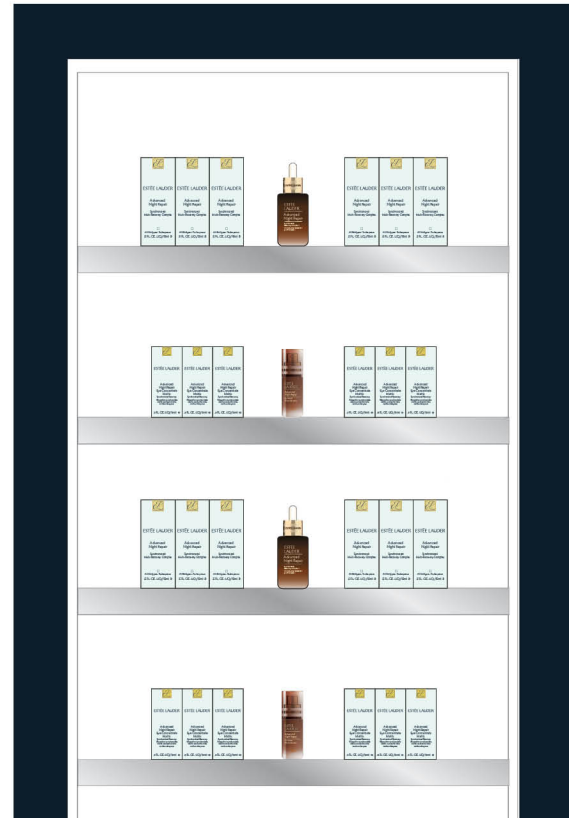
OPEN SELL  
SHELVES

### ADVANCED NIGHT REPAIR FOCUS

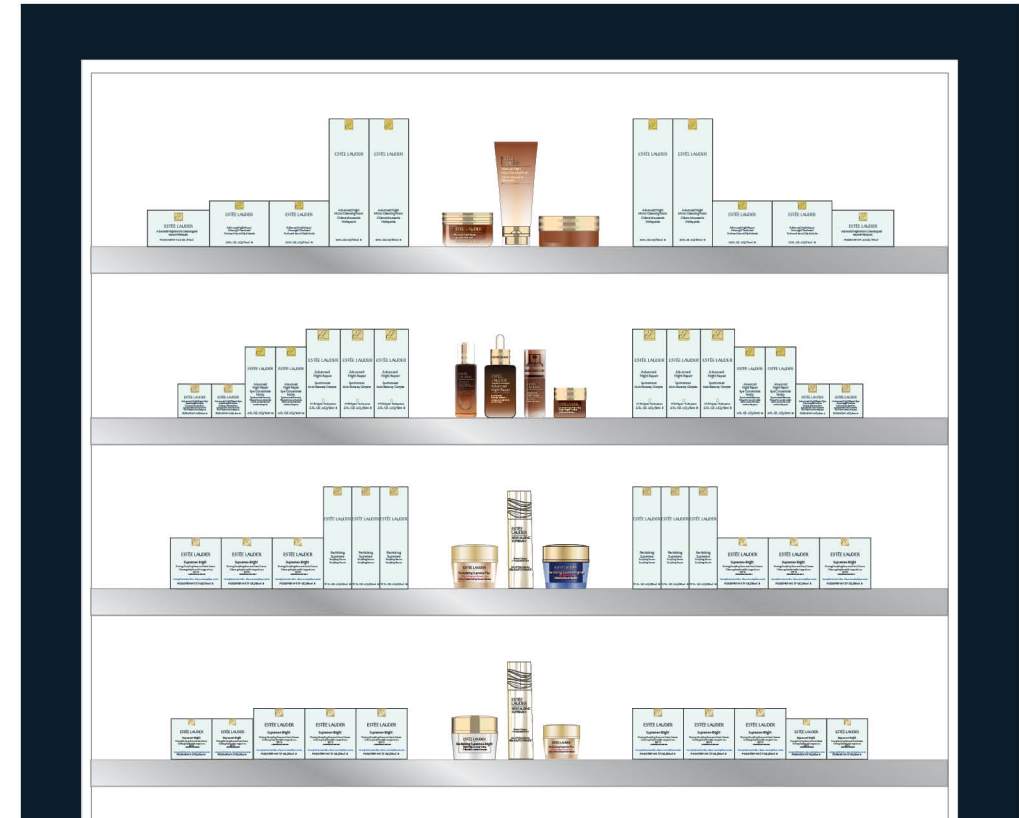
Since many of our stores have areas with shelves, we have a great opportunity to display product. Standard sizes include 12, 24 and 48 inch shelves. However, since shelf lengths may vary, you may need to add or remove saleable cartons on either end.



12 in. shelves



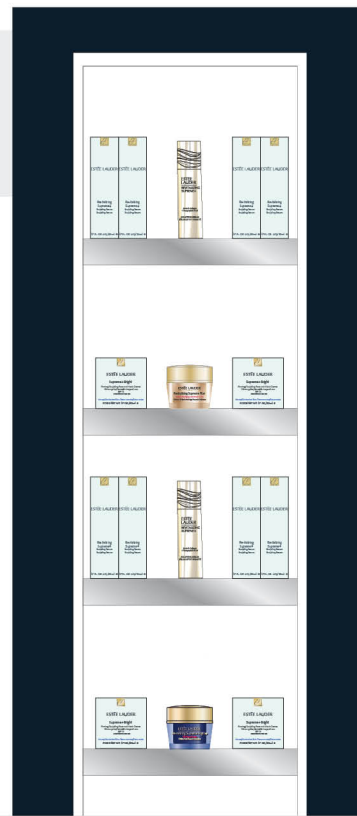
24 in. shelves



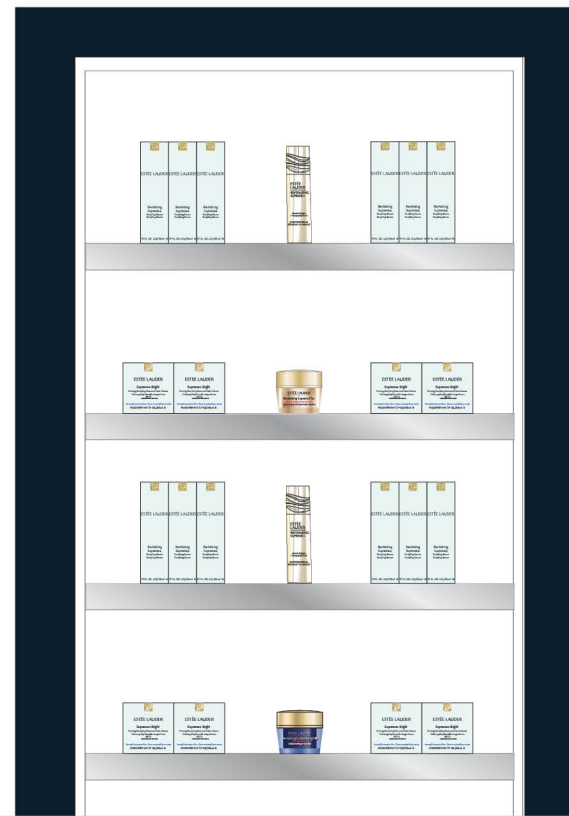
48 in. shelves

### COMBINED SKINCARE LAUNCH FOCUS

### REVITALIZING SUPREME+ FOCUS



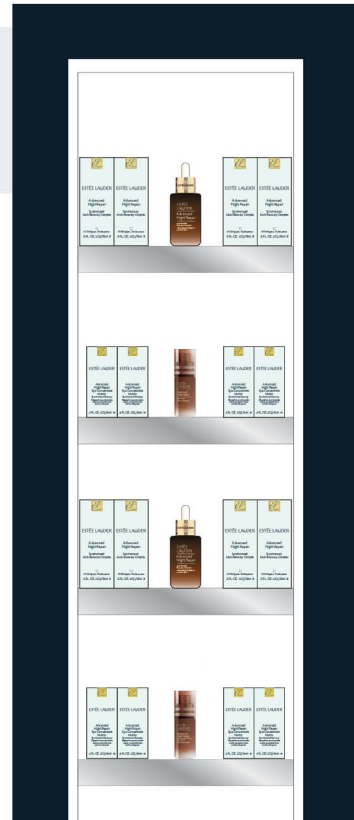
12 in. shelves



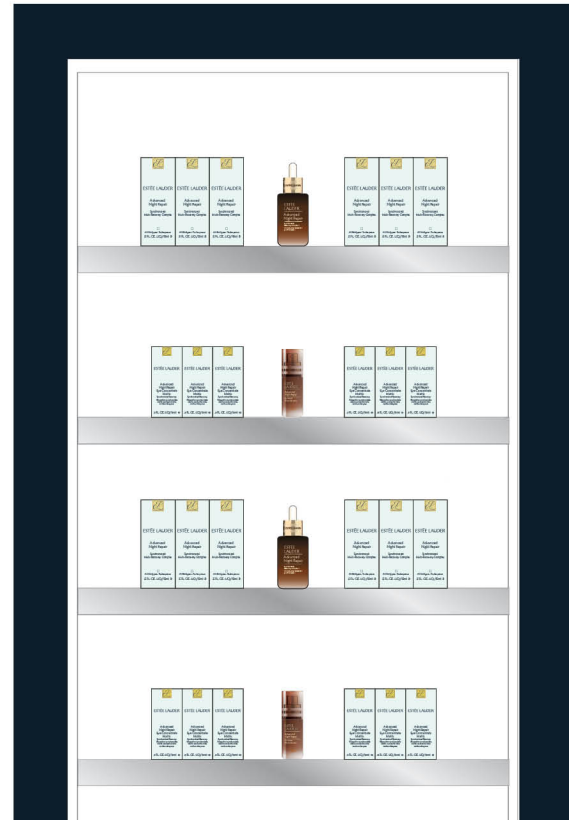
24 in. shelves

### ADVANCED NIGHT REPAIR FOCUS

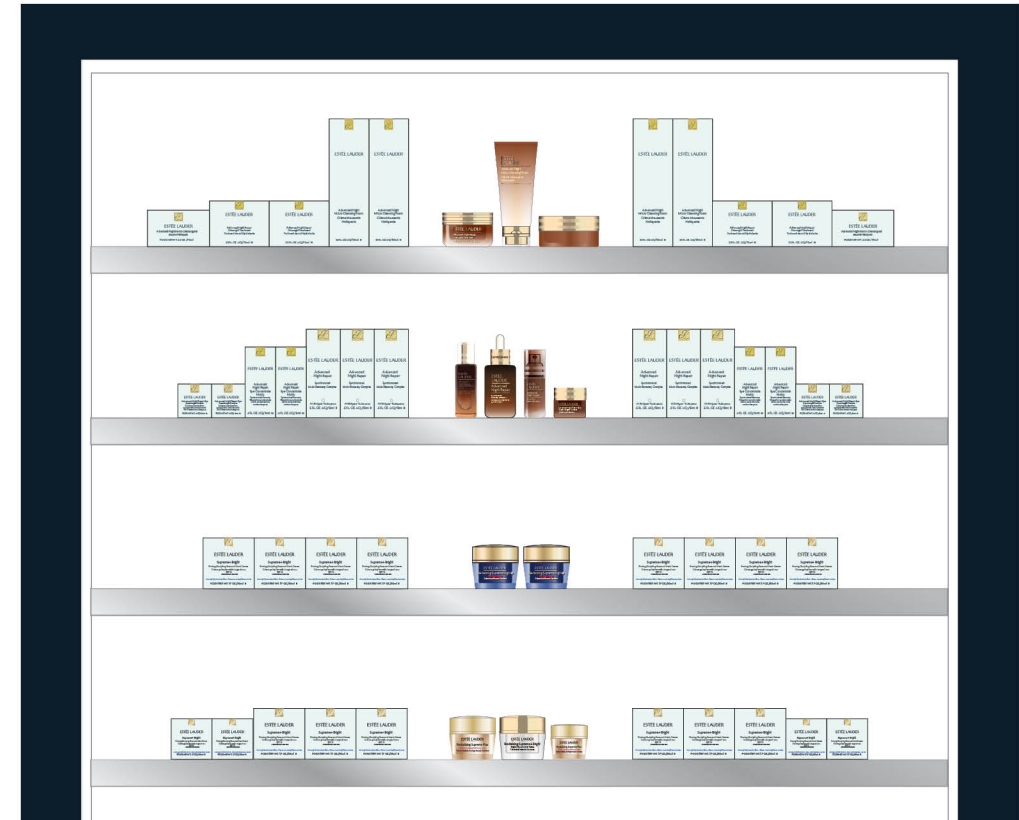
Since many of our stores have areas with shelves, we have a great opportunity to display product. Standard sizes include 12, 24 and 48 inch shelves. However, since shelf lengths may vary, you may need to add or remove saleable cartons on either end.



12 in. shelves



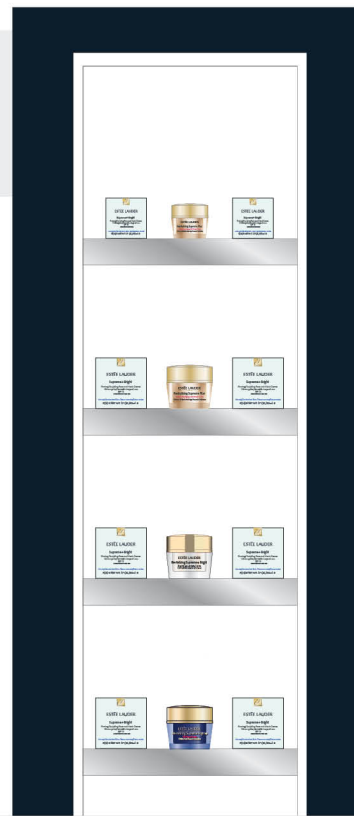
24 in. shelves



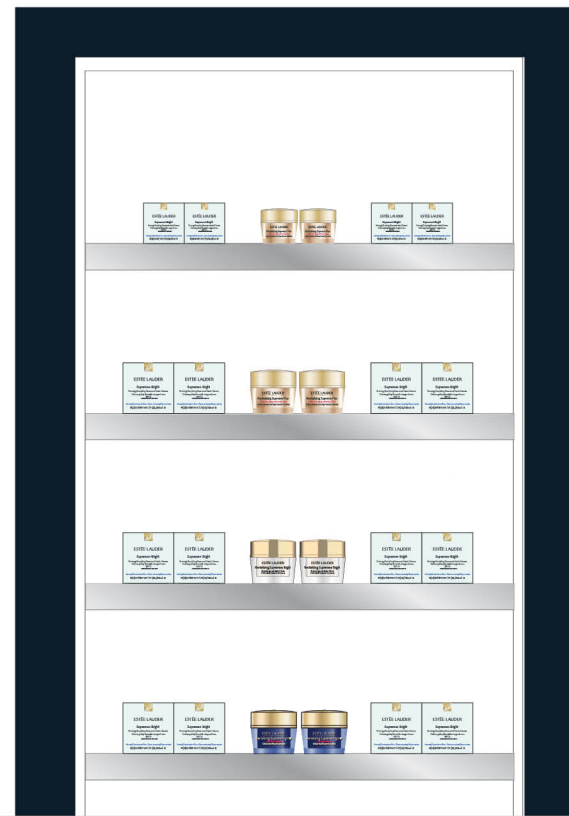
48 in. shelves

### COMBINED SKINCARE LAUNCH FOCUS

### REVITALIZING SUPREME+ FOCUS



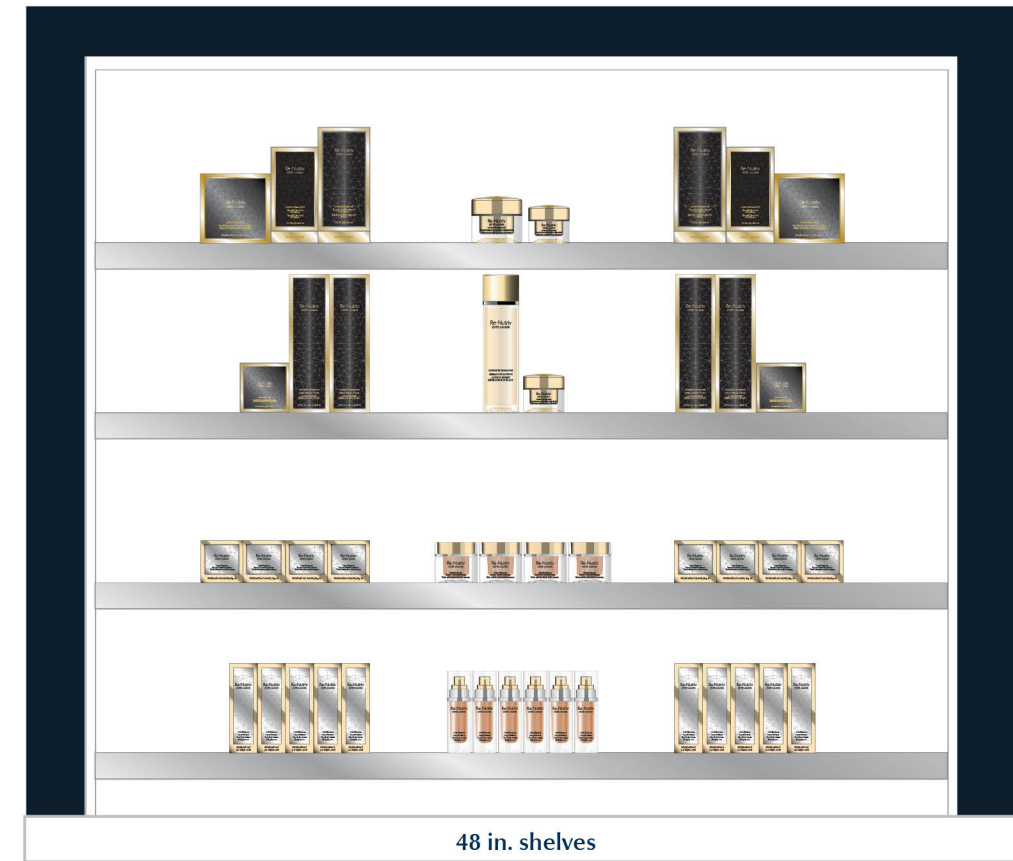
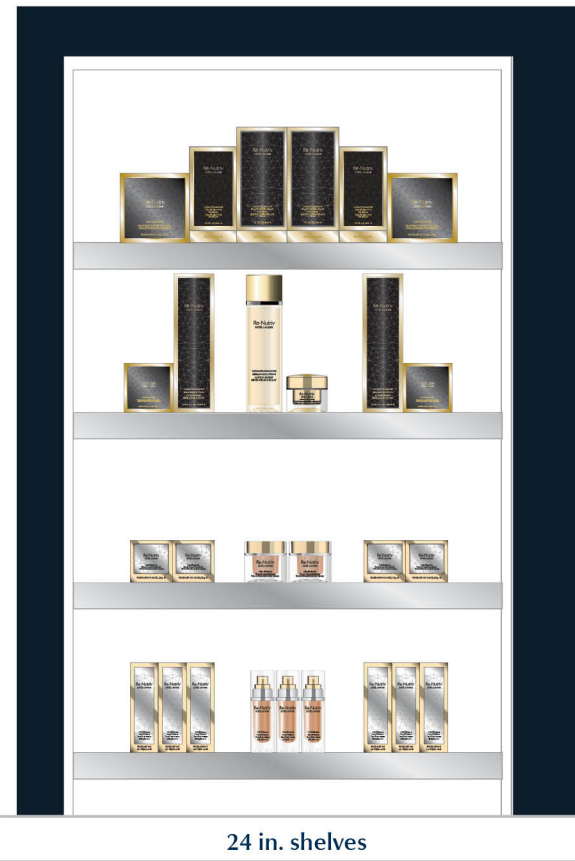
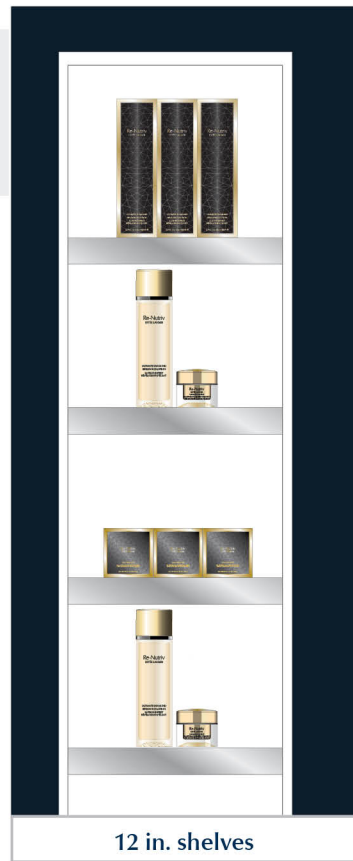
12 in. shelves



24 in. shelves

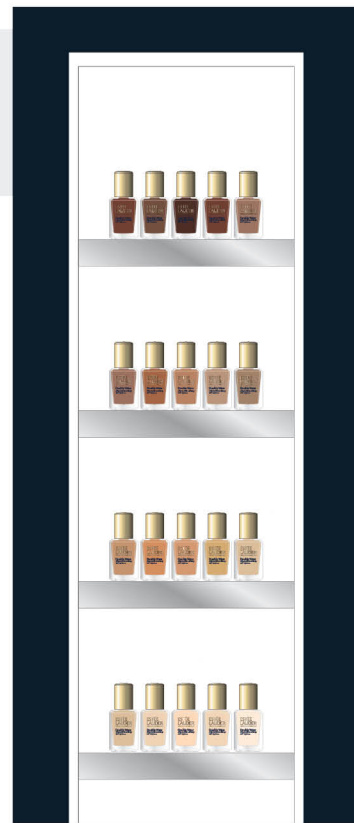
RE-NUTRIV FOCUS

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

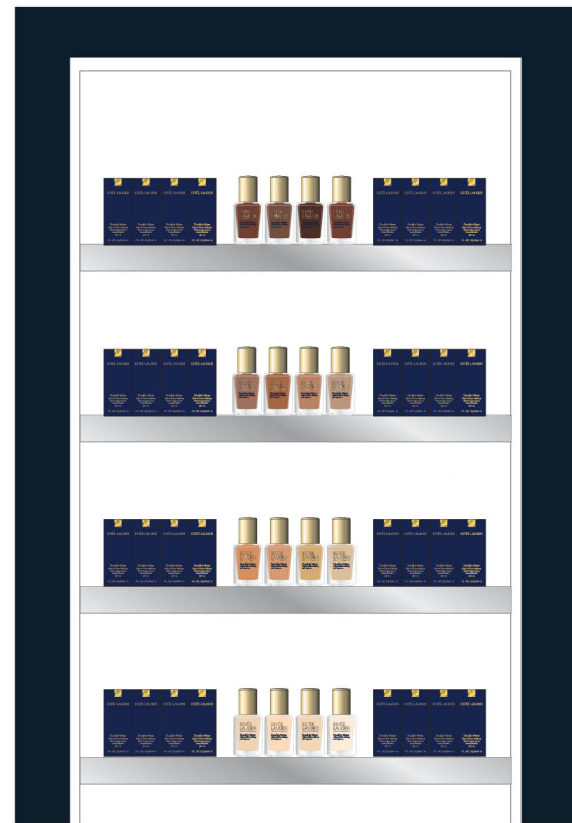


NEW DOUBLE WEAR FOCUS

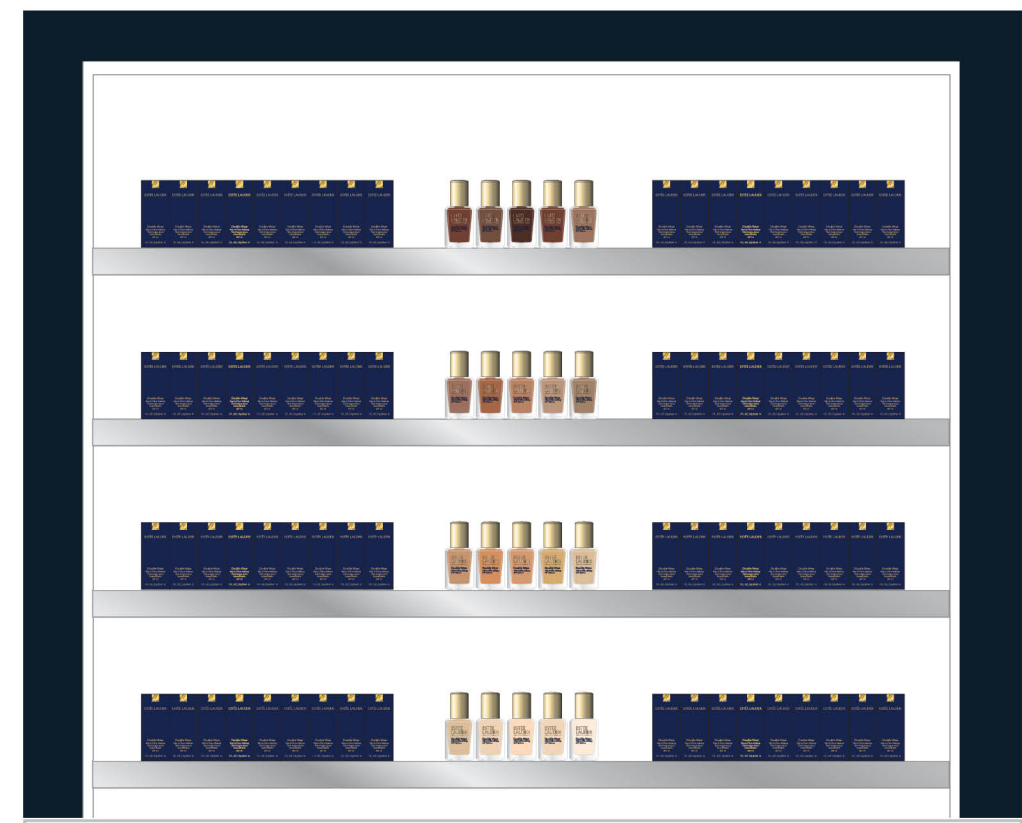
NOTE: FROM LEFT TO RIGHT, MERCHANDISE ALL FOUNDATIONS FROM THE DARKEST SHADE TO THE LIGHTEST SHADE.



12 in. shelves



24 in. shelves



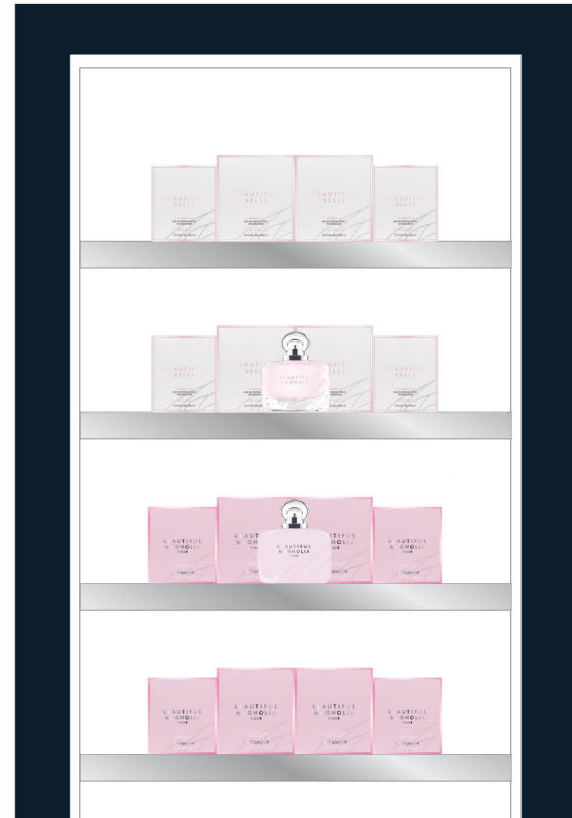
48 in. shelves

## BEAUTIFUL MAGNOLIA FLEUR & MAGNOLIA LAUNCH FOCUS

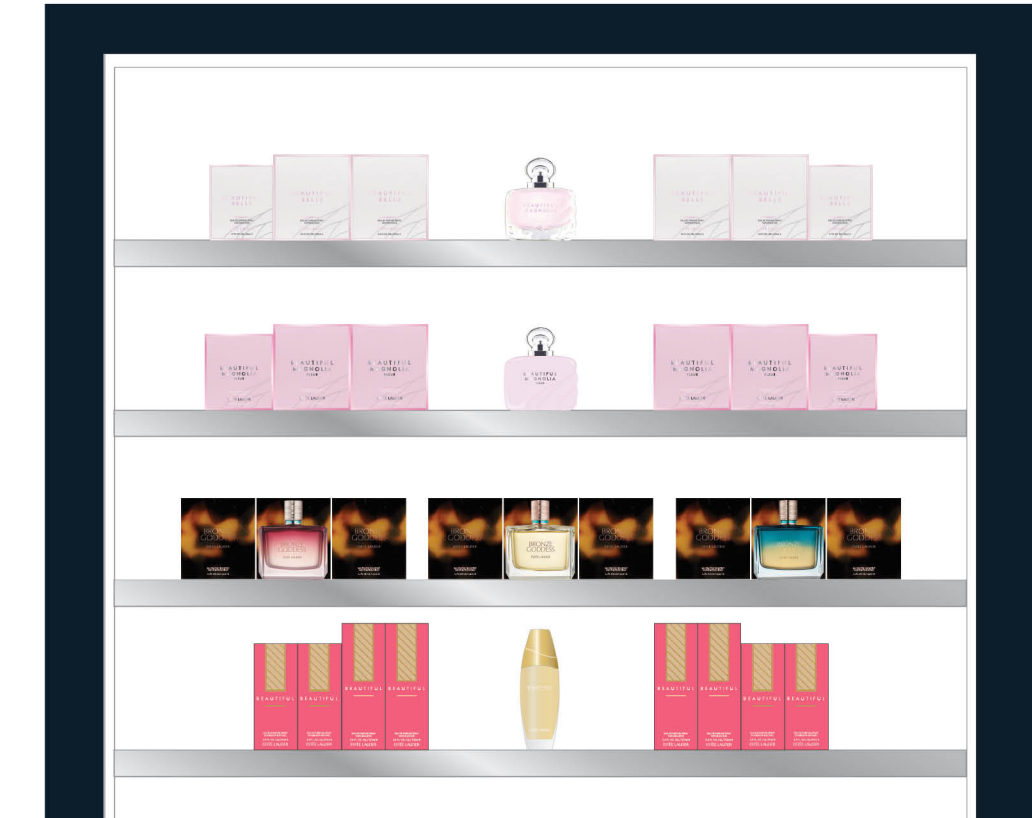
Since many of our stores have areas with shelves, we have a great opportunity to display product. Standard sizes include 12, 24 and 48 inch shelves. However, since shelf lengths may vary, you may need to add or remove saleable cartons on either end.



12 in. shelves



24 in. shelves

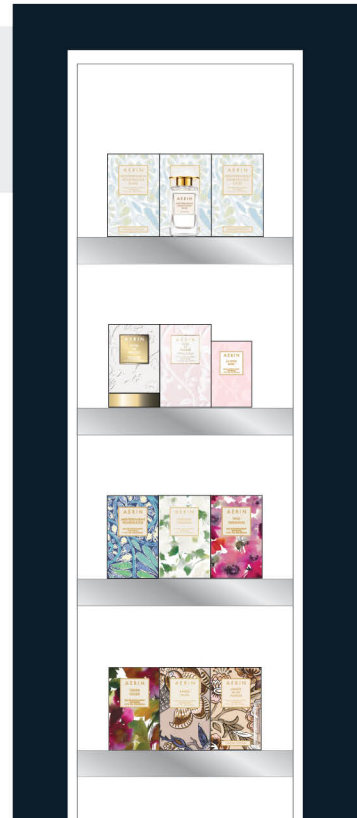


48 in. shelves

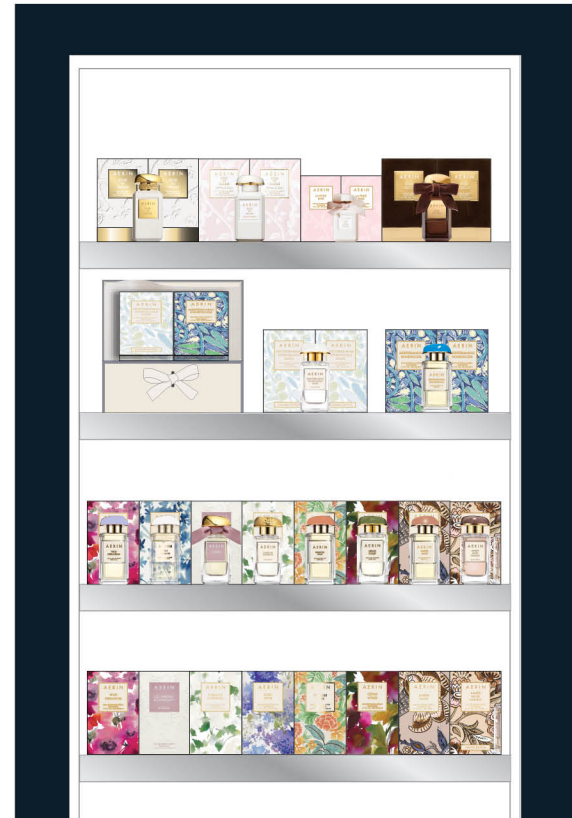
## COMBINED FRAGRANCE LAUNCH FOCUS

FRAGRANCE COLLECTION

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



12 in. shelves



24 in. shelves

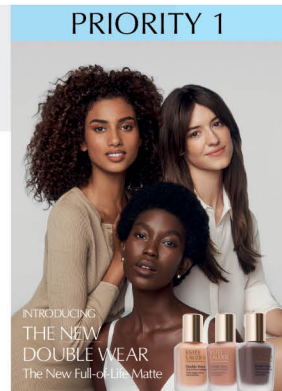


48 in. shelves

# LIGHT-BOXES/TOOLS/ COUNTER SUPPORT

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BEHIND MAKEUP CASES:  
(1 LIGHT-BOX ONLY)



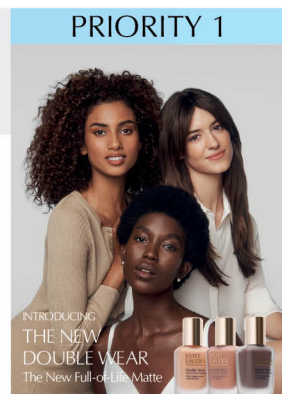
Double Wear  
3-Model

BEHIND MAKEUP CASES:  
(HORIZONTAL LIGHT-BOXES)



Double Wear  
7-Group Model

BEHIND MAKEUP CASES:  
(2 LIGHT-BOXES)



Double Wear  
3-Model



Single Model  
Daisy

BEHIND MAKEUP CASES:  
(3 LIGHT-BOXES)



Double Wear  
3-Model



Single Model  
Daisy



Product Visual

BEHIND MAKEUP CASES:  
(1 LIGHT-BOX ONLY)



Double Wear  
4-Model

BEHIND MAKEUP CASES:  
(HORIZONTAL LIGHT-BOXES)



Double Wear  
Group Model

BEHIND MAKEUP CASES:  
(2 LIGHT-BOXES)



Double Wear  
4-Model

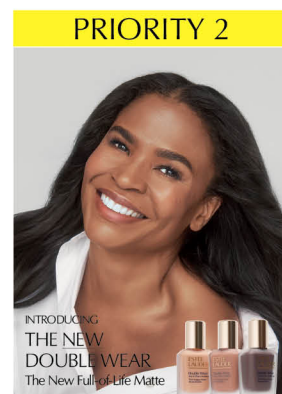


Single Model  
Nia

BEHIND MAKEUP CASES:  
(3 LIGHT-BOXES)



Double Wear  
4-Model



Single Model  
Nia



Product Visual

BEHIND MAKEUP CASES:  
(1 LIGHT-BOX ONLY)



Double Wear  
4-Model

BEHIND MAKEUP CASES:  
(HORIZONTAL LIGHT-BOXES)



Double Wear  
Group Model

BEHIND MAKEUP CASES:  
(2 LIGHT-BOXES)



Double Wear  
4-Model



Single Model  
Daisy

BEHIND MAKEUP CASES:  
(3 LIGHT-BOXES)



Double Wear  
4-Model



Single Model  
Daisy



Product Visual

# *Frederic Malle*

*Visual Merchandising SP26 Jan- June*



# *Jo Malone London*

*Visual Merchandising SP26 Jan- June*



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

04.01.2026

CAMPAIGN IMAGES



# CAMPAIGN TRAY

## Edit Tray

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



## SIGNAGE

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

# DISCOVERY TABLES

Place props with Edit Tray if space permits.

## Edit Tray

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

## Amber Labdanum Riser (Large)

- Amber Labdanum 100ml

## COLOGNE CLASSIC

### The Herb Garden (Citrus)

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

### The Orchard (Fruity)

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

### The Countryside (Light Floral)

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

### The Flower Garden (Floral)

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

### The English Coast (Spicy)

- Wood Sage & Sea Salt

### The Woods (Woody)

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

## COLOGNE INTENSE

### Rich & Floral (Floral)

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

### Warm & Amber (Woody)

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

LARGE



SMALL



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

# ARC MAIN DISCOVERY TABLE: LARGE

Place props with Edit Tray if space permits.

## Edit Tray

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

## Amber Labdanum Riser

- Amber Labdanum 100ml

## COLOGNE CLASSIC

### The Herb Garden (Citrus)

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

### The Orchard (Fruity)

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

### The Countryside (Light Floral)

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

### The Flower Garden (Floral)

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

### The English Coast (Spicy)

- Wood Sage & Sea Salt

### The Woods (Woody)

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

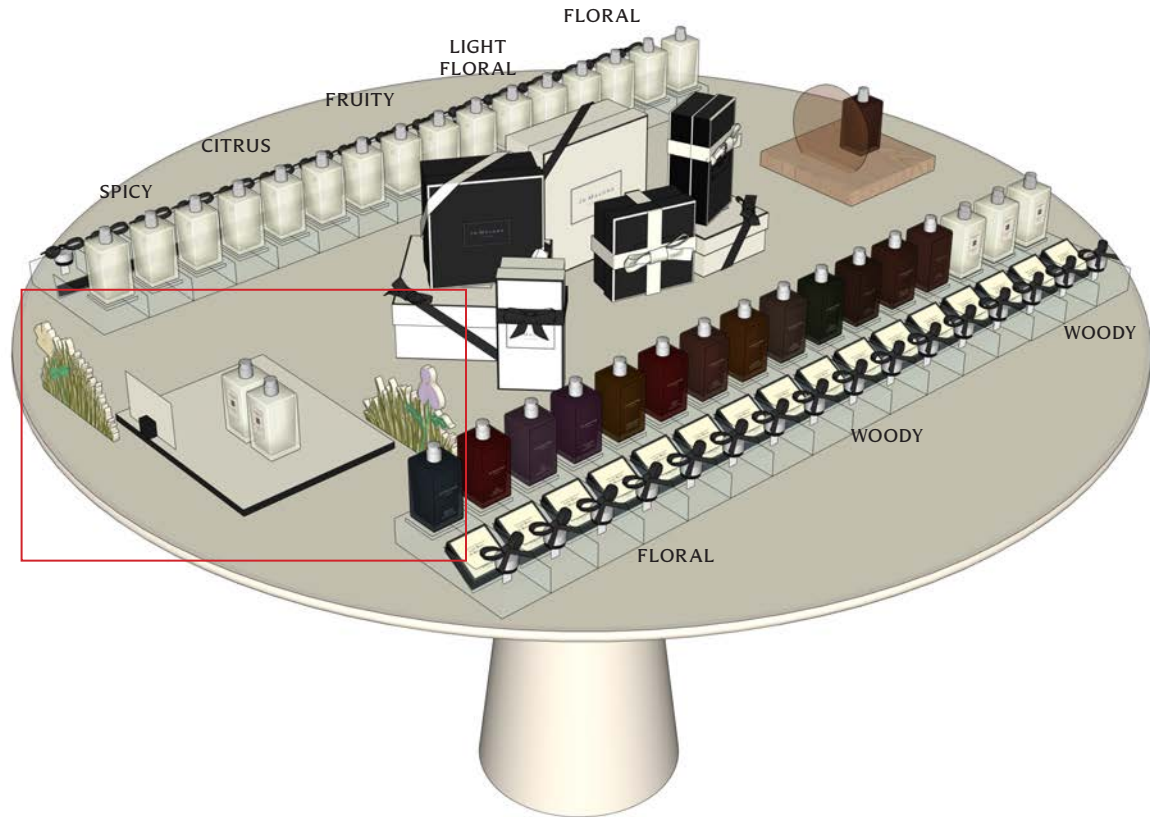
## COLOGNE INTENSE

### Rich & Floral (Floral)

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

### Warm & Amber (Woody)

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



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

# ARC MAIN DISCOVERY TABLE: SMALL

Place props with Edit Tray if space permits.

## Edit Tray

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

## COLOGNE CLASSIC

### The Herb Garden (Citrus)

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

### The Orchard (Fruity)

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

### The Countryside (Light Floral)

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

### The Flower Garden (Floral)

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

### The English Coast (Spicy)

- Wood Sage & Sea Salt

### The Woods (Woody)

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

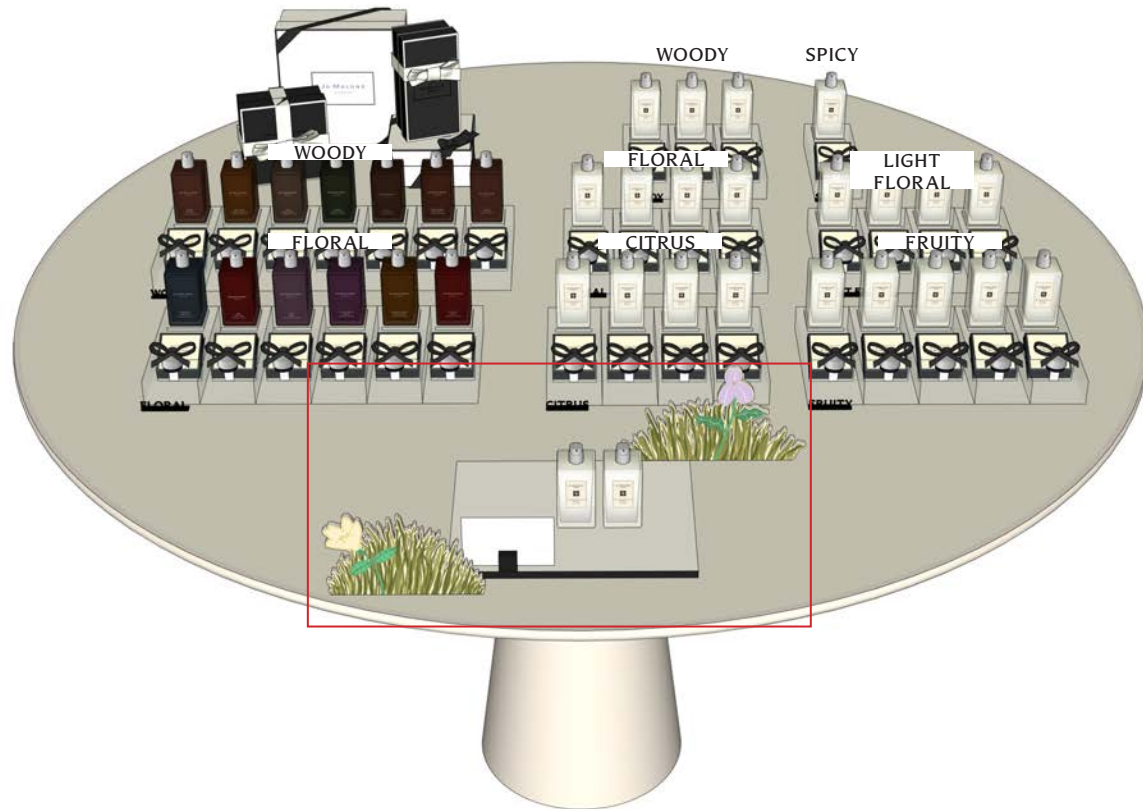
## COLOGNE INTENSE

### Rich & Floral (Floral)

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

### Warm & Amber (Woody)

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



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

# MODIFIED DISCOVERY TABLE

Place props with Tray if space permits.

## Stone Riser or Edit Tray

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

## COLOGNE CLASSIC

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

## The Orchard (Fruity)

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

## The Countryside (Light Floral)

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

## The Flower Garden (Floral)

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

## The English Coast (Spicy)

- Wood Sage & Sea Salt

## The Woods (Woody)

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

## COLOGNE INTENSE

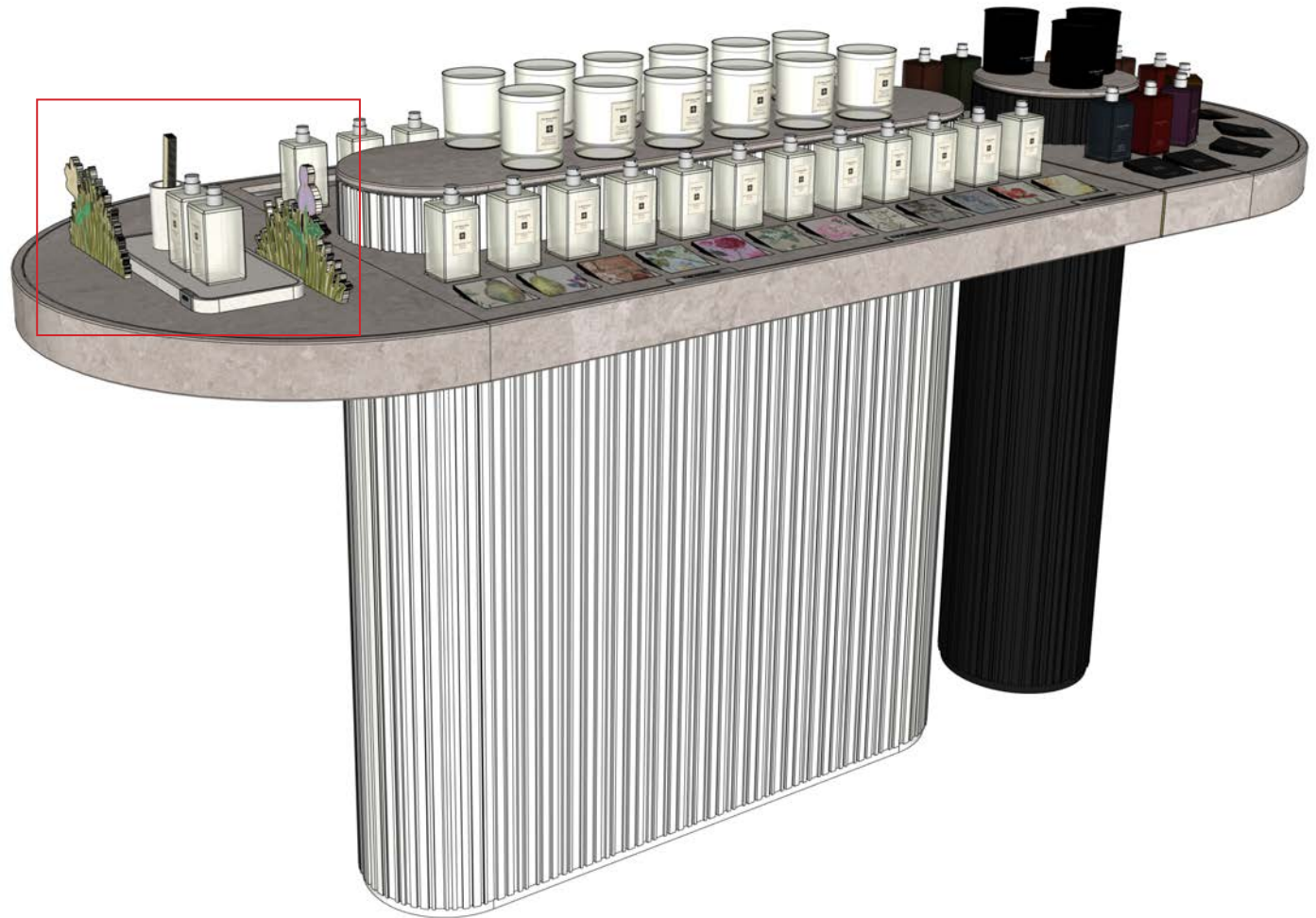
- Home Candle Intense

## Rich & Floral (Floral)

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

## Warm & Amber (Woody)

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



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

# CIRCULAR DISCOVERY TABLES

## COLOGNE CLASSIC

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

## The Orchard (Fruity)

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

## The Countryside (Light Floral)

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

## The Flower Garden (Floral)

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

## The English Coast (Spicy)

- Wood Sage & Sea Salt

## The Woods (Woody)

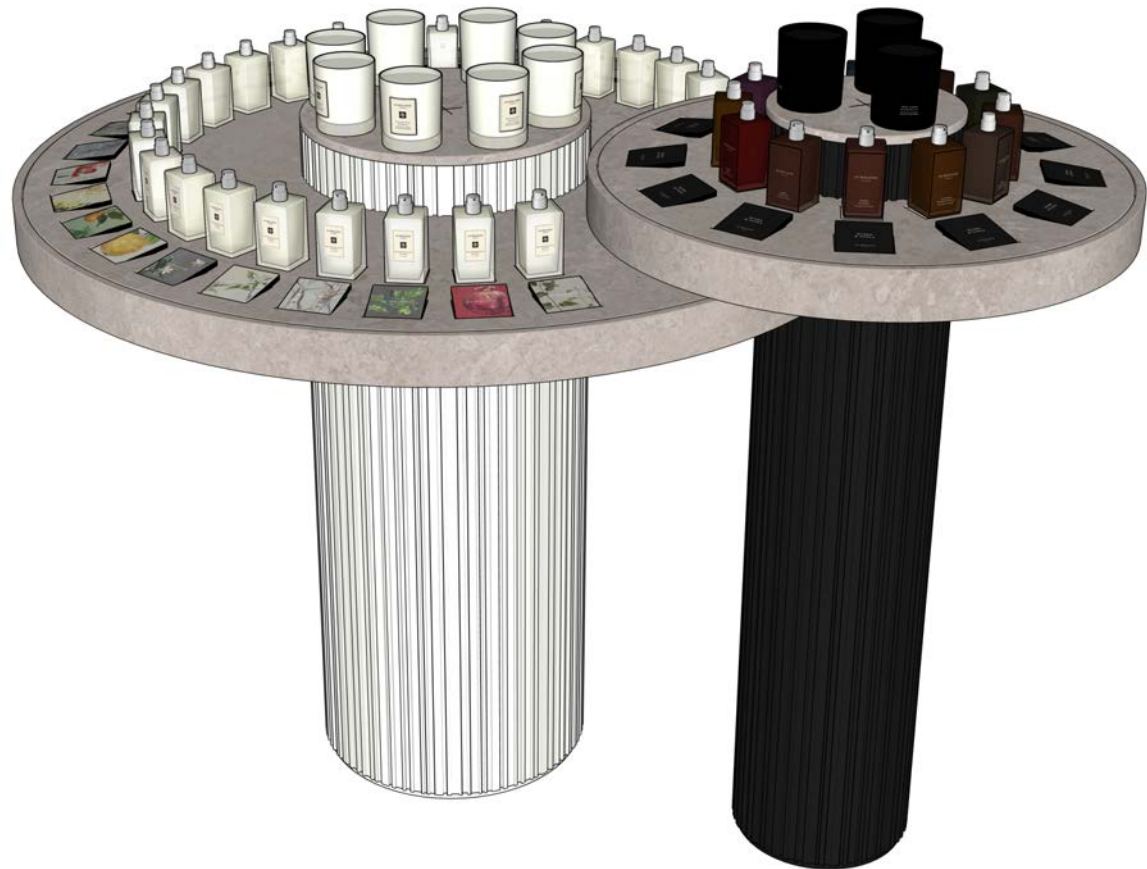
- Silver Birch & Lavender
- English Oak & Hazelnut
- Pomegranate Noir

## COLOGNE INTENSE

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

## Warm & Amber (Woody)

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



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

# MODIFIED ETAGÈRE

Place props with Edit Tray if space permits.

## SHELF 1

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



## SIGNAGE

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

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

# ETAGÈRE

Place props with Edit Tray if space permits.

## SHELF 1

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

## SHELF 2

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

## SHELF 3

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



## SIGNAGE

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

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

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

# FLEXIBLES/FOCUS TABLES

## TABLE 1

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

## TABLE 2

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

## TABLE 3

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



## SIGNAGE

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

# MODIFIED ROUND TABLE

## SHELF 1

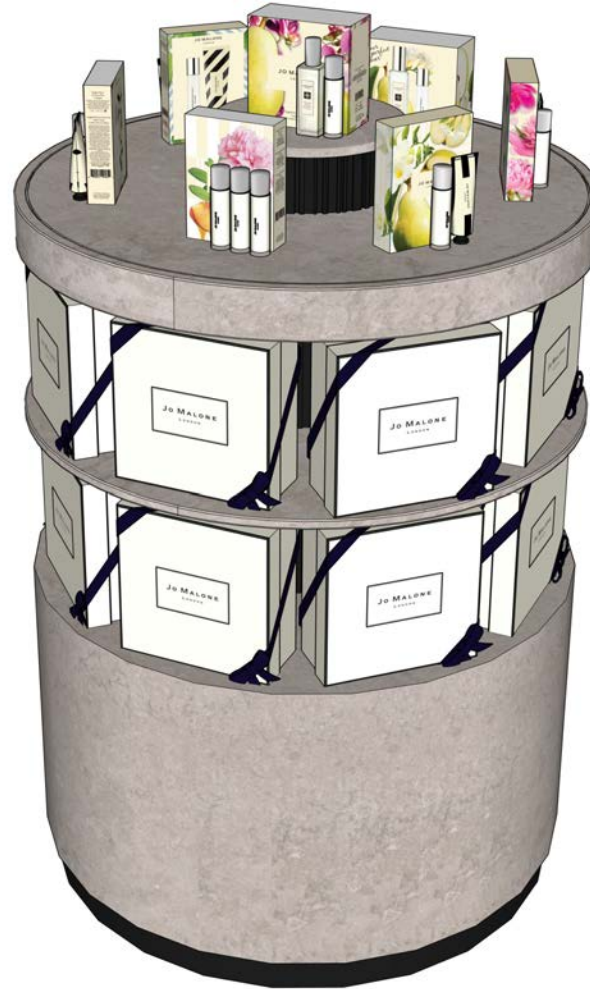
- English Pear & Sweet Pea Cologne Duo
- English Pear & Freesia Cologne Duo
- Fresh & Floral Travel Trio
- English Pear & Sweet Pea Cologne & Hand Duo
- English Pear & Freesia Handbag Duo
- Wood Sage & Sea Salt Handbag Duo
- Peony & Blush Suede Handbag Duo

## SHELF 2

- Gift boxes with black ribbon

## SHELF 3

- Gift boxes with black ribbon



## SIGNAGE

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

# GIFTING BAY: NRE

## SHELF 1

- Bay Header

## SHELF 2

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

## SHELF 3

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

## SHELF 4

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

## SHELF 5

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

## Bloomingdale's

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

## SHELF 6

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



Bloomingdale's

## SIGNAGE

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

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

# GIFTING BAY: CLASSIC

## SHELF 1

- Bay Header

## SHELF 2

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

## SHELF 3

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

## SHELF 4

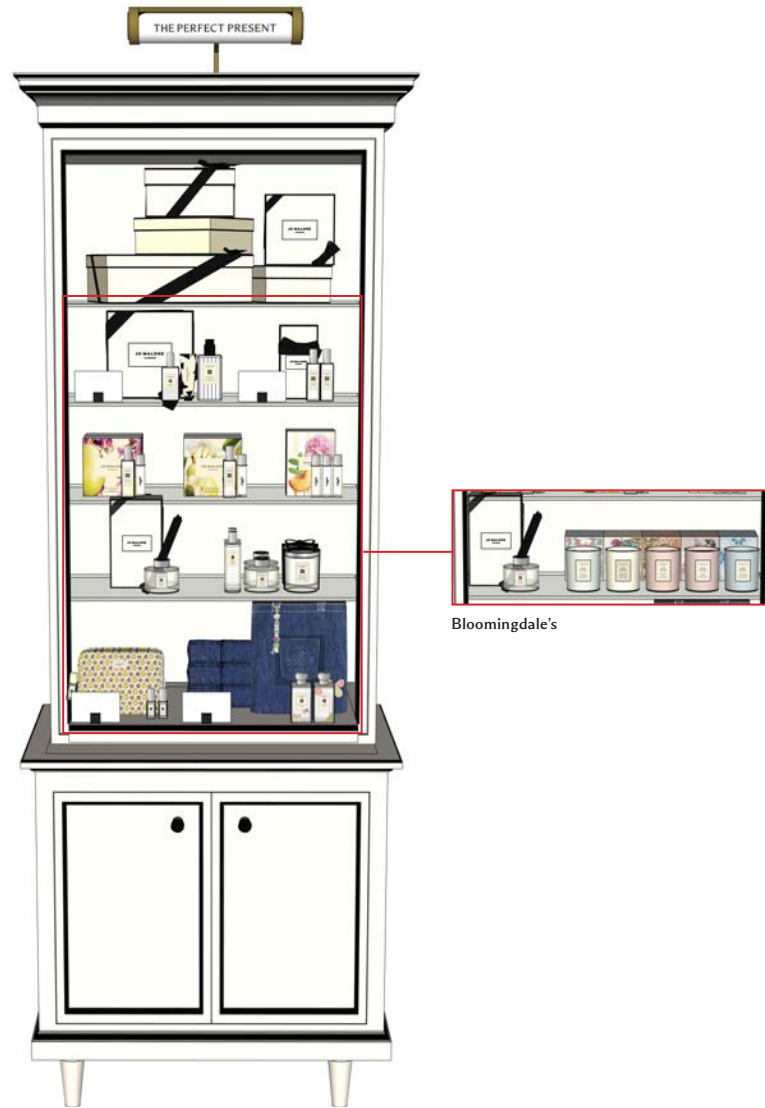
- English Pear & Freesia Diffuser + Gift Box
- English Pear & Freesia Room Spray, Diffuser and Home Candle

## Bloomingdale's

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

## SHELF 5

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



Bloomingdale's

## SIGNAGE

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

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

# COLOGNE & COLOGNE INTENSE BAY: NRE

See the last page for Cologne Stories.

## SHELF 1

- Bay Header

## SHELF 2

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

## SHELF 3

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

## SHELF 4

- Cologne 100ml

## SHELF 5

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

## SHELF 6

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

LARGE



SMALL



## SIGNAGE

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

# COLOGNE & COLOGNE INTENSE BAY: CLASSIC

## SHELF 1

- Bay Header

## SHELF 2

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

## SHELF 3

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

## SHELF 4

- Cologne 100ml

## SHELF 5

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

LARGE



SMALL



## SIGNAGE

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

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

# BATH & BODY BAY: NRE

## SHELF 1

- Bay Header

## SHELF 2

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

## SHELF 3

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

## SHELF 4

- Body Creme
- Gifting Story (Large)

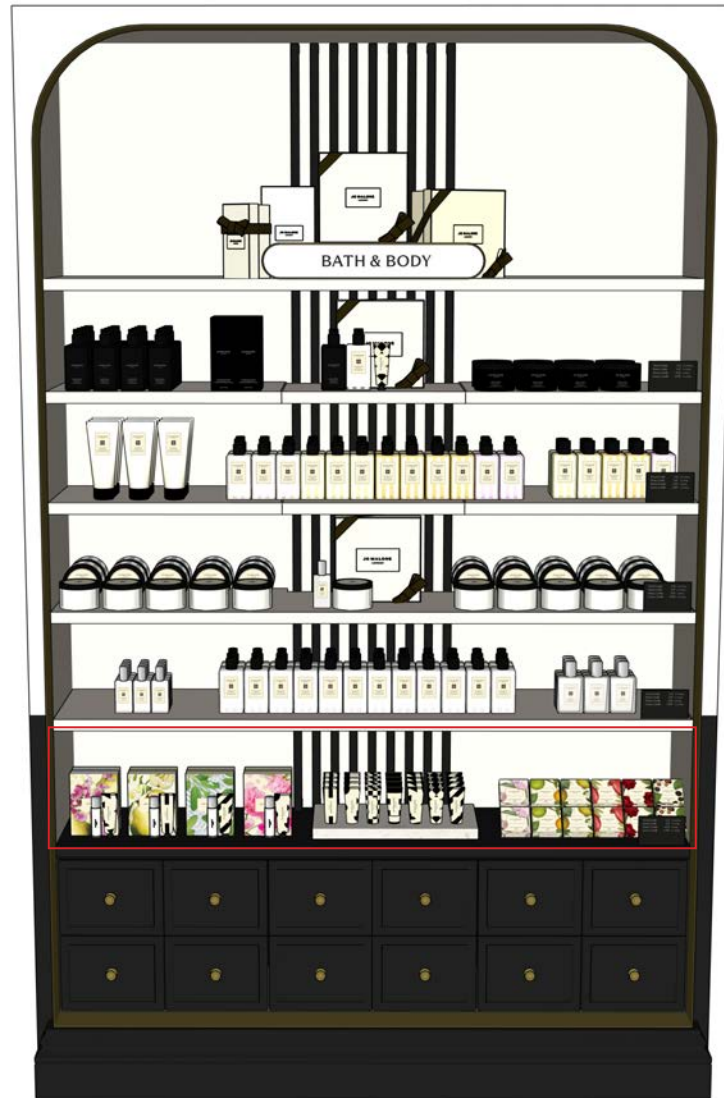
## SHELF 5

- Hair Mist
- Body & Hand Lotion
- Body Mist

## SHELF 6

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

LARGE



SMALL



## SIGNAGE

# BATH & BODY BAY: CLASSIC

## SHELF 1

- Bay Header

## SHELF 2

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

## SHELF 3

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

## SHELF 4

- Bath Oil
- Body & Hand Lotion
- Soap

## SHELF 5

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



## SIGNAGE

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

# HOME BAY: NRE

## SHELF 1

- Bay Header

## SHELF 2

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

## SHELF 3

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

## SHELF 4

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

## SHELF 5

- Home Candle
- Room Spray (Large)

## SHELF 6

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



## SIGNAGE

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

# HOME BAY: CLASSIC

## SHELF 1

- Bay Header

## SHELF 2

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

## SHELF 3

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

## SHELF 4

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

## SHELF 5

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



## SIGNAGE

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

# MEN'S EDIT: NRE

## SHELF 1

- Bay Header

## SHELF 2

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

## SHELF 3

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

## SHELF 4

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

## SHELF 5

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

## Bloomingdale's & Nordstrom

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

## SHELF 6

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



BLM & NDS

## SIGNAGE

# MEN'S EDIT: CLASSIC

## SHELF 1

- Bay Header

## SHELF 2

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

## SHELF 3

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

## SHELF 4

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

## SHELF 5

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

## Bloomingdale's & Nordstrom

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



BLM & NDS

## SIGNAGE

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

# COMBINATION BAY: NRE

See the last page for Cologne Stories.

## SHELF 1

- Bay Header

## SHELF 2

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

## SHELF 3

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

## SHELF 4

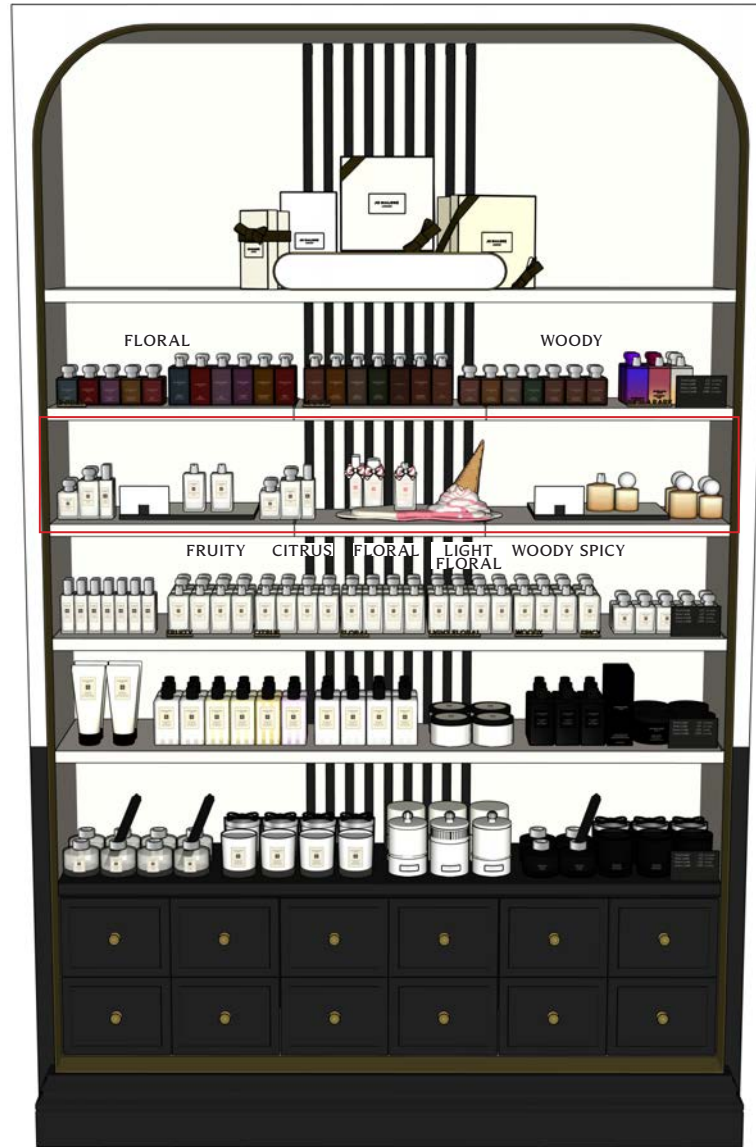
- Cologne 30ml
- Cologne 100ml
- Cologne 50ml

## SHELF 5

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

## SHELF 6

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



## SIGNAGE

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

# COMBINATION BAY: CLASSIC

See the last page for Cologne Stories.

## SHELF 1

- Bay Header

## SHELF 2

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

## SHELF 3

- Raspberry Ripple riser with stock behind
- Cologne 100ml

## SHELF 4

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

## SHELF 5

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



## SIGNAGE

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

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

# HOME & BATH BAY: NRE

## SHELF 1

- Bay Header

## SHELF 2

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

## SHELF 3

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

## SHELF 4

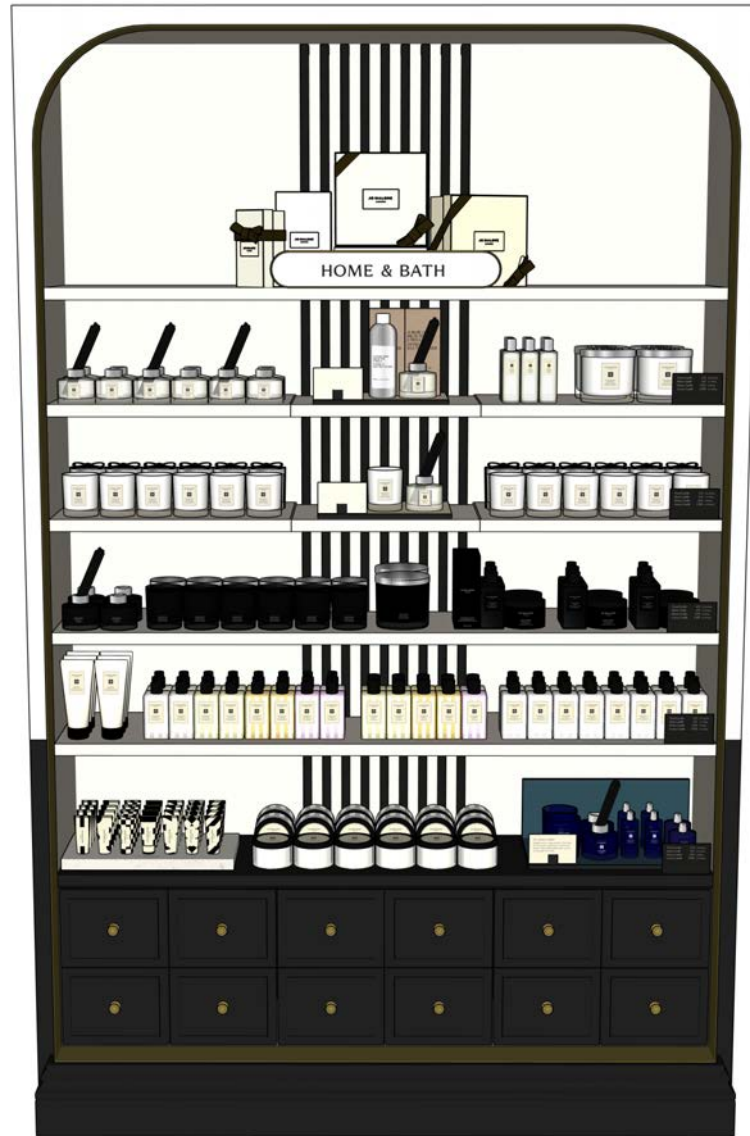
- Diffuser Intense
- Home Candle Intense
- Deluxe Candle Intense
- Body & Hand Wash Intense
- Cypress & Grapevine Body Spray (US only)
- Body Creme Intense

## SHELF 5

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

## SHELF 6

- Hand Cremes on tray
- Body Creme
- Night Collection



## SIGNAGE

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

# HOME & BATH BAY: CLASSIC

## SHELF 1

- Bay Header

## SHELF 2

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

## SHELF 3

- Home Candle Intense
- Home Candle
- Night Collection

## SHELF 4

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

## SHELF 5

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



SIGNAGE

## OPEN UNIT SIDE A: GIFTING

### SHELF 1

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

### SHELF 2

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

### SHELF 3

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

### SHELF 4

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



### SIGNAGE

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

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

## OPEN UNIT SIDE B: COLOGNE & COLOGNE INTENSE

See the last page for Cologne Stories.

### SHELF 1

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

### SHELF 2

- Cologne 100ml

### SHELF 3

- Cologne 30ml and 50ml

### SHELF 4

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



SIGNAGE

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

## OPEN UNIT SIDE A: BATH & BODY

### SHELF 1

- Exfoliating Shower Gel
- Body & Hand Wash

### SHELF 2

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

### SHELF 3

- Body Creme

### SHELF 4

- Bath Oil
- Body & Hand Lotion



SIGNAGE

## OPEN UNIT SIDE B: HOME

### SHELF 1

- Home Collection Story
- Townhouse Candle

### SHELF 2

- Deluxe Candle Intense
- Home Candle Intense
- Diffuser Intense

### SHELF 3

- Deluxe Candle
- Home Candle

### SHELF 4

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



## SIGNAGE

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

# MICRO FORMAT

## SHELF 1

- Bay Header

## SHELF 2

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

## SHELF 3: Home + Bath & Body

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

## SHELF 4: Cologne

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

## SHELF 5: Cologne

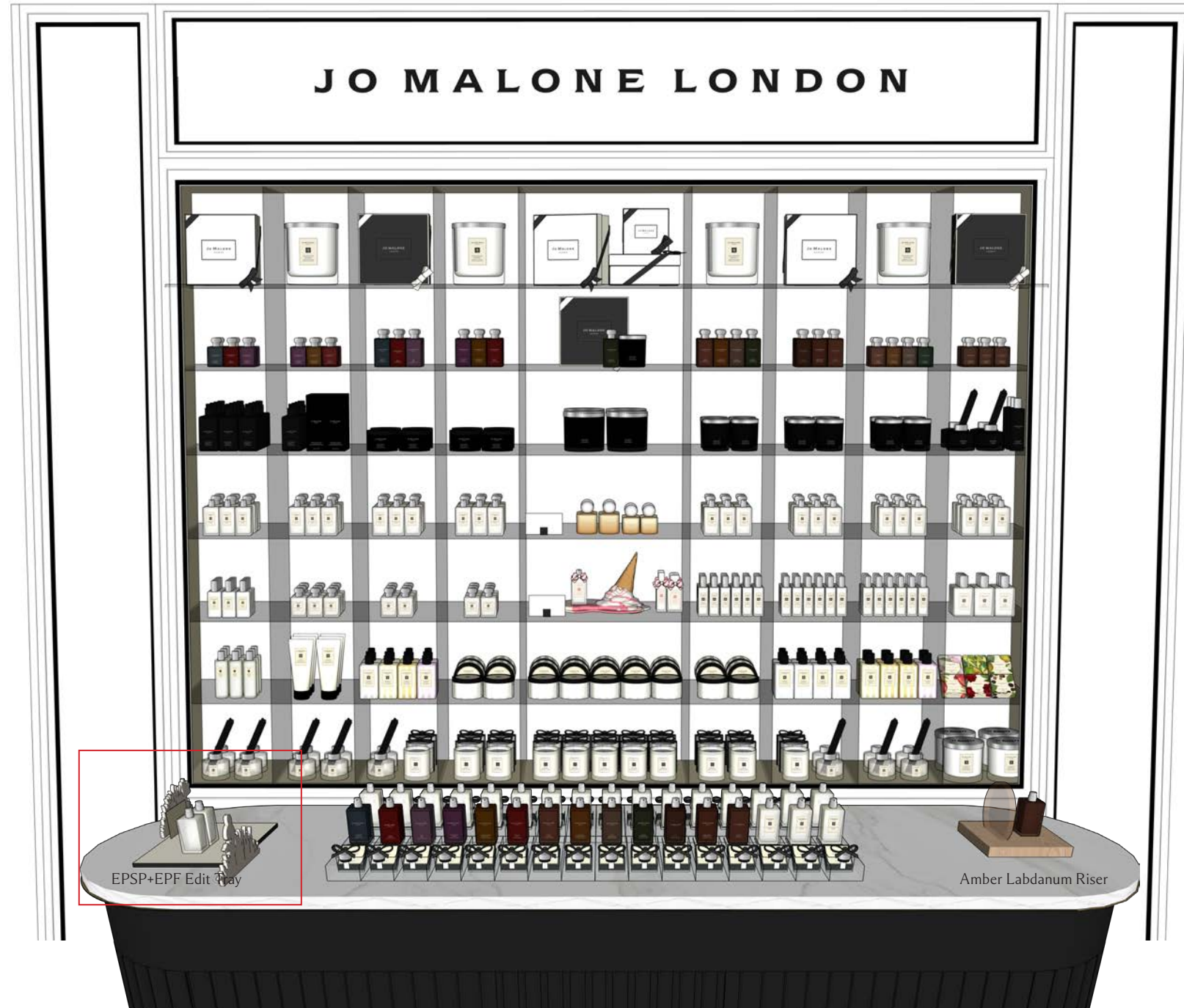
- Hair Mist
- Cologne 50ml
- Raspberry Ripple riser followed by stock
- Cologne 30ml
- Body Mist

## SHELF 6: Home

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

## SHELF 7: Bath & Body

- Diffuser
- Home Candle
- Deluxe Candle



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

# OPEN SELL UNITS: LARGE



## LEFT

### SHELF 1

- Deluxe Candle Intense
- Home Candle Intense
- Diffuser Intense

### SHELF 2

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

### SHELF 3

- Home Candle

### SHELF 4

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

## CENTER

### SHELF 1

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

### SHELF 2

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

### SHELF 3

- Cologne 100ml
- Cologne 50ml

### SHELF 4

- Little Luxuries
- Vitamin E Collection
- Soap

## RIGHT

### SHELF 1

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

### SHELF 2

- Bath Oil
- Body Mist
- Body & Hand Lotion

### SHELF 3

- Body Creme

### SHELF 4

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

## OPEN SELL UNITS: SMALL



### LEFT

#### SHELF 1

- Deluxe Candle Intense
- Home Candle Intense
- Diffuser Intense

#### SHELF 2

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

#### SHELF 3

- Home Candle

#### SHELF 4

- Room Spray
- Deluxe Candle
- Night Collection

### CENTER

#### SHELF 1

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

#### SHELF 2

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

#### SHELF 3

- Cologne 100ml

#### SHELF 4

- Cologne 50ml
- Cologne 30ml

### RIGHT

#### SHELF 1

- Exfoliating Shower Gel
- Body & Hand Wash

#### SHELF 2

- Bath Oil
- Body & Hand Lotion

#### SHELF 3

- Body Creme

#### SHELF 4

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

# CASH WRAP: LARGE

## A

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

## B

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

## C

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



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

## CASH WRAP: SMALL

A

- English Pear & Freesia Bath & Body and Home Collection

B

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

C

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



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

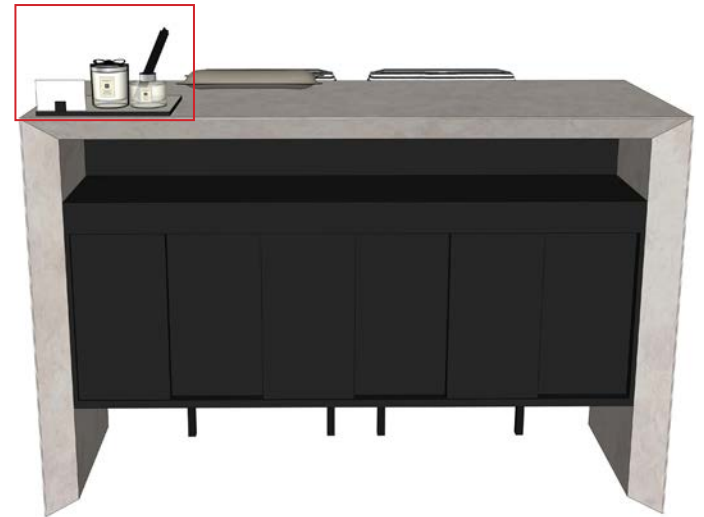
# TASTING BAR

- English Pear & Freesia Home Candle and Diffuser

LARGE



SMALL



## SIGNAGE

## CASH DESK

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

A

- Little Luxuries in bowls if available

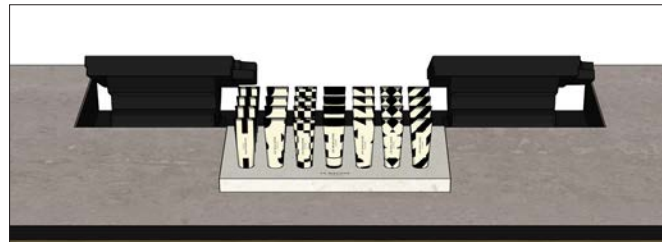
B

- Hand Cream Tray

A



B



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

# *Kilian Paris*

*Visual Merchandising SP26 Jan- June*





Large Tray  
\*FSS & Top doors only



Small Tray

IMPORTANT NOTE

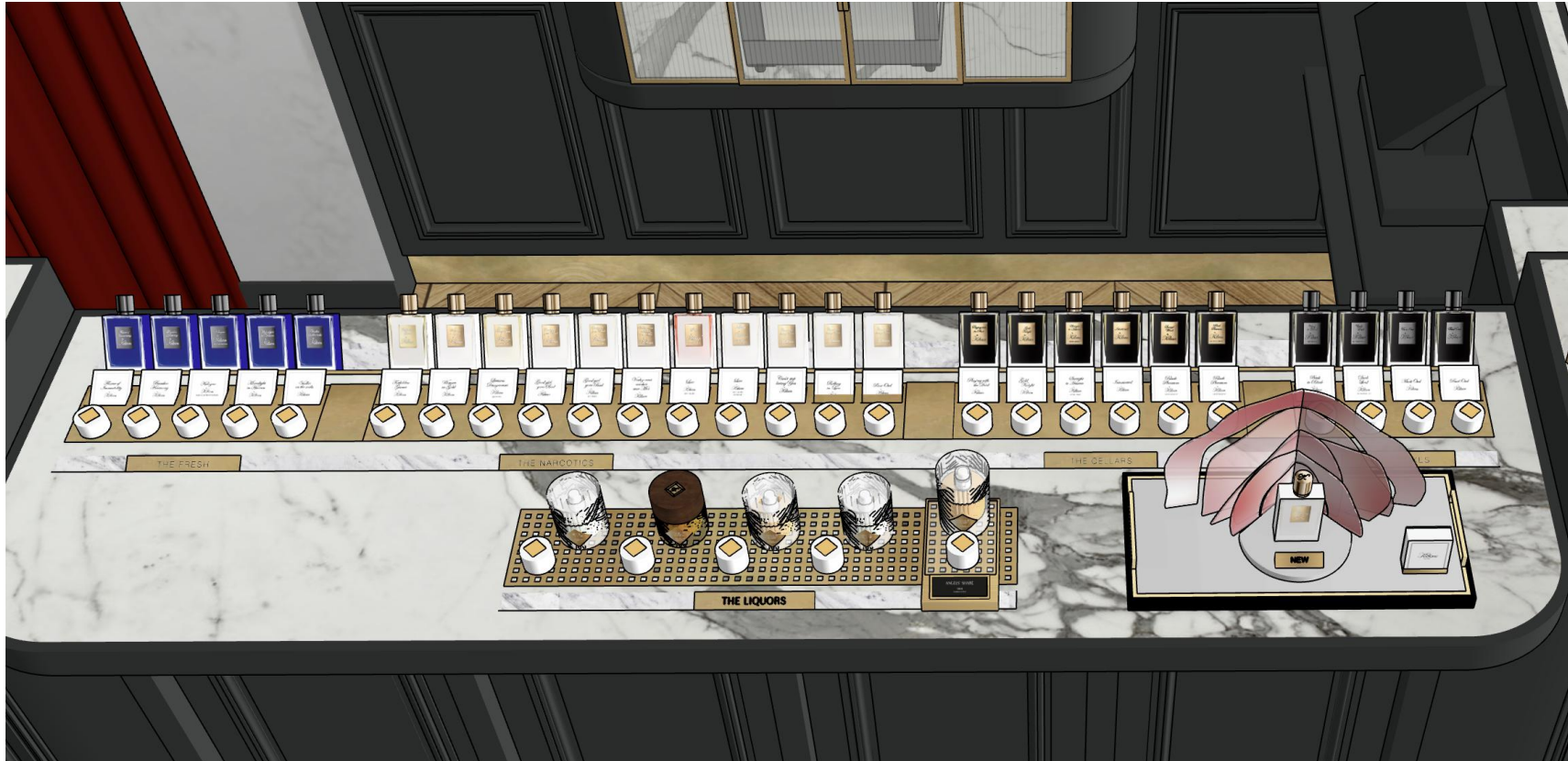


Remove from all counters and  
trash insert & riser





Bar – option 2



*HERO'S*

ERO'S MERCHANDISING





1



KIT LARGE TRAY + LARGE TOP MIRROR  
N550600001

3



LIQUORS RISER  
N4HN600001

5



BLOTTERS HOLDER  
N3J5700001

2

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

4



«LIQUORS» TAG  
N4HR600001



1



KIT SMALL TRAY + SMALL TOP MIRROR  
N54Y600001

3



LIQUORS RISER  
N4HN600001

2

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

4



«LIQUORS» TAG  
N4HR600001



1



KIT PERFUMERY TRAY + MIRROR TOP  
N54X600001

3



LIQUORS RISER  
N4HN600001

2



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

4



TEXT DISPLAY NEW  
N04O600001



NEW TAGS WILL BE MAILED TO STORES SOON



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



1



KIT LARGE TRAY + LARGE TOP MIRROR  
N550600001

3



TEXT DISPLAY ICON  
N041600001

5



BLOTTERS HOLDER  
N3J5700001

2



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



1



KIT SMALL TRAY + SMALL TOP MIRROR  
N54Y600001

3



TEXT DISPLAY ICON  
N04I600001

2



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



1



KIT PERFUMERY TRAY + MIRROR TOP  
N54X600001

3



TEXT DISPLAY ICON  
N04I600001

2



PERFUMES TO DISPLAY :  
GGGB 100ml  
Love DBS 100ml



1



KIT LARGE TRAY + LARGE TOP MIRROR  
N550600001

3

TEXT DISPLAY NEW

5



BLOTTERS HOLDER  
N3J5700001

2



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

# LaMer

*Visual Merchandising SP26 Jan- June*



# LA MER

NA MERCHANDISING GUIDELINES - 02/01/2026 UPDATE

ALL DOORS

## THE *NEW* REJUVENATING EYE CREAM

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

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

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

*NEW*



LA MER

THE REJUVENATING EYE CREAM  
CRÈME RÉGÉNÉRATION INTENSE POUR LES YEUX

\*BASED ON 12 WEEKS OF USE. \*\*BASED ON 12 WEEKS OF USE. SEE CLINICAL STUDY FOR MORE DETAILS. © 2025 LA MER SKINCARE. ALL RIGHTS RESERVED.

# LA MER

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

## Lightbox Artwork



REC Artwork  
(ALL DOORS)

## Doors with TV's



REC Video  
In newness location  
(ALL DOORS)



REC Launch Unit RNC  
(ALL DOORS)

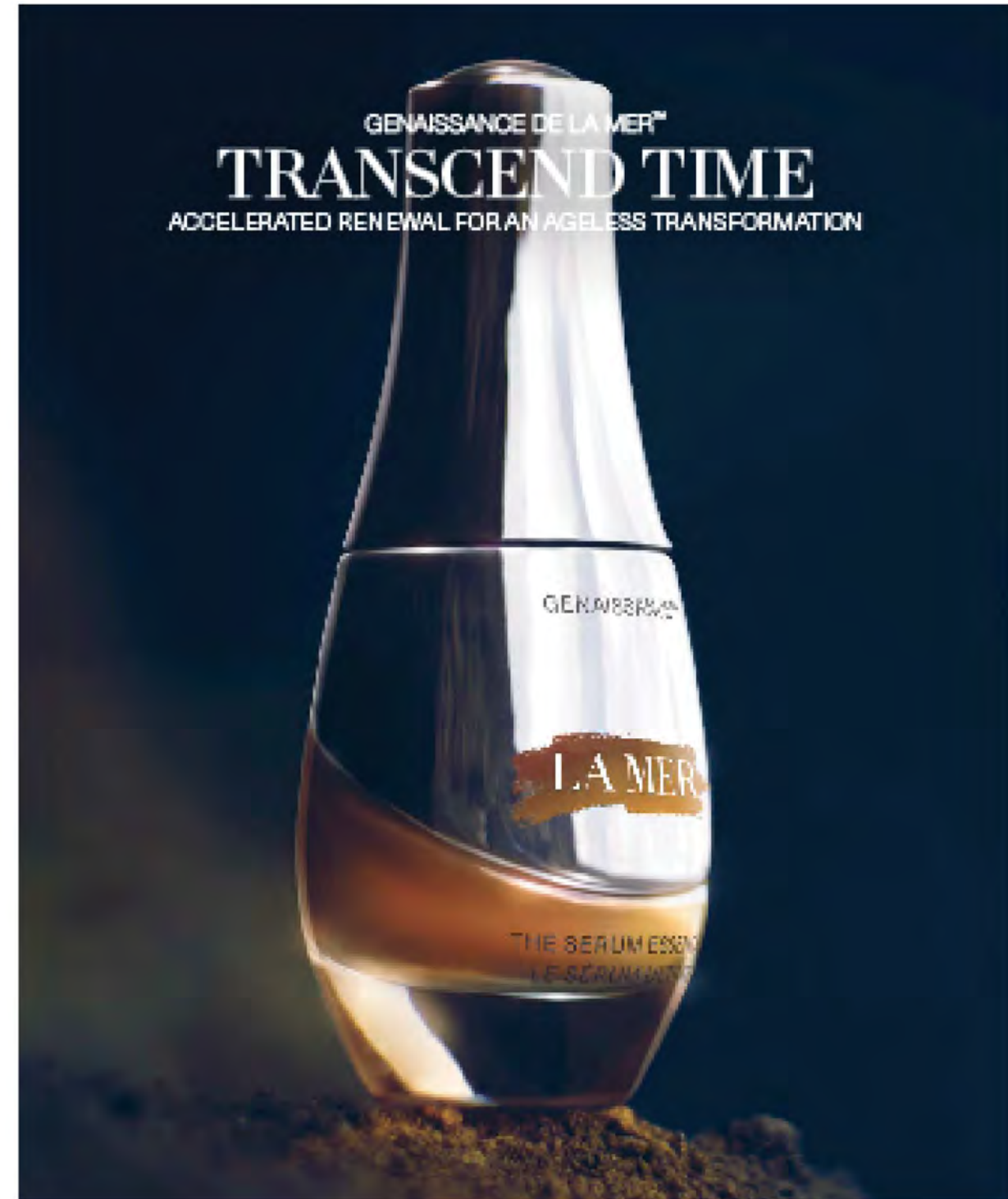


Secondary Plug & Play  
(ALL DOORS)

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

NO UPDATES

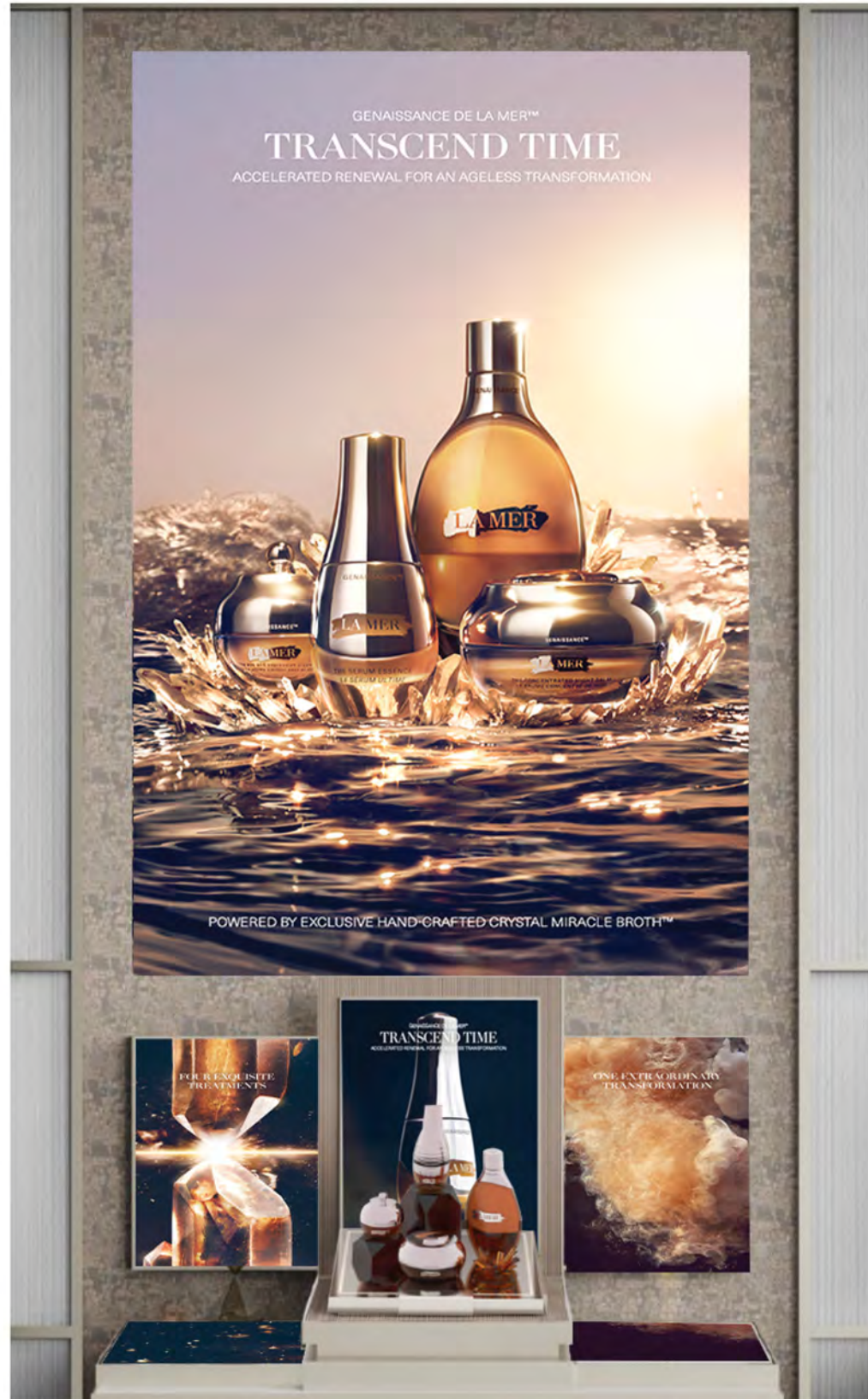
ALL DOORS  
ARTWORK CODE:468D700001



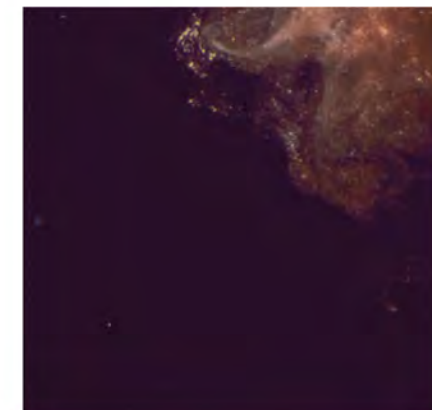
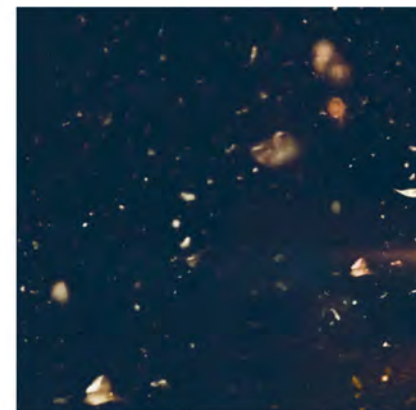
# LA MER

NEWNESS BAY GUIDELINES - GDLM

NO UPDATES



The GDLM Unit



ALL DOORS  
ARTWORK CODE: 177997-0



REC Launch Unit  
Use REC launch riser.

Rejuvenating Eye Cream Applicator  
Code: 46BM70



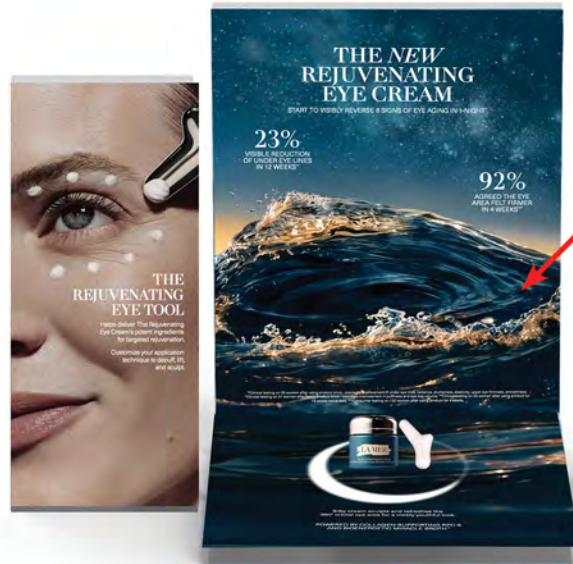
Litho Backer



Base

ALL DOORS  
ARTWORK CODE: 177999-0

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



Secondary Plug & Play Unit



Vertical block



Backer



Base

NEW ACTIVATION TRAY  
CODE: PT02-25  
173109-0



CURRENTLY SHOWING A THE REC / RENEWAL  
OIL ARTWORK INSERT.

**Did you know your eye area is...**

*Inherently fragile*  
Thinner skin and lower collagen accelerate aging

*Stress-reactive*  
Environmental stress amplifies fatigue and dark circles

*Energy-intensive*  
Constant movement, like blinking, rapidly depletes cellular energy

*Sleep-sensitive*  
One night of poor sleep visibly impacts the eye area

*Ideal for brighter eyes*  
**THE EYE CONCENTRATE**  
Visibly diminishes dark circles and smoothes lines.

*Ideal for overnight rejuvenation*  
**THE REJUVENATING EYE CREAM**  
Silky cream sculpts and refreshes the 360° orbital eye area for a visibly youthful look.

**DISCOVER OUR HIGH-POWERED EYE TREATMENTS**  
Fueled by our cell-renewing potent elixir, Miracle Broth™

FRONT: REC

**RENEWAL OIL**  
APPLY OUR SERUM-STRENGTH OIL TO REJUVENATE SKIN'S YOUTHFUL GLOW.

**MOISTURE**  
MIX DROPS INTO YOUR DAY OR NIGHT MOISTURIZER FOR VISIBLY SMOOTHED & SOFTENED SKIN.

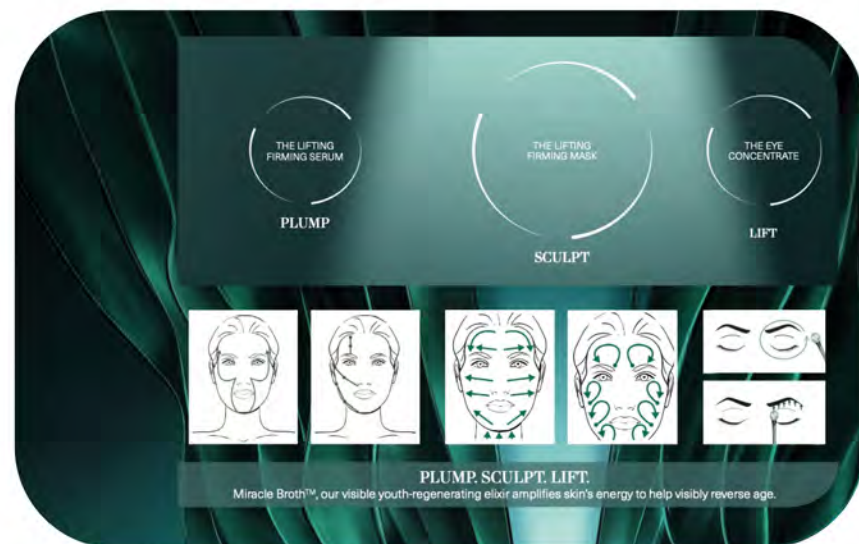
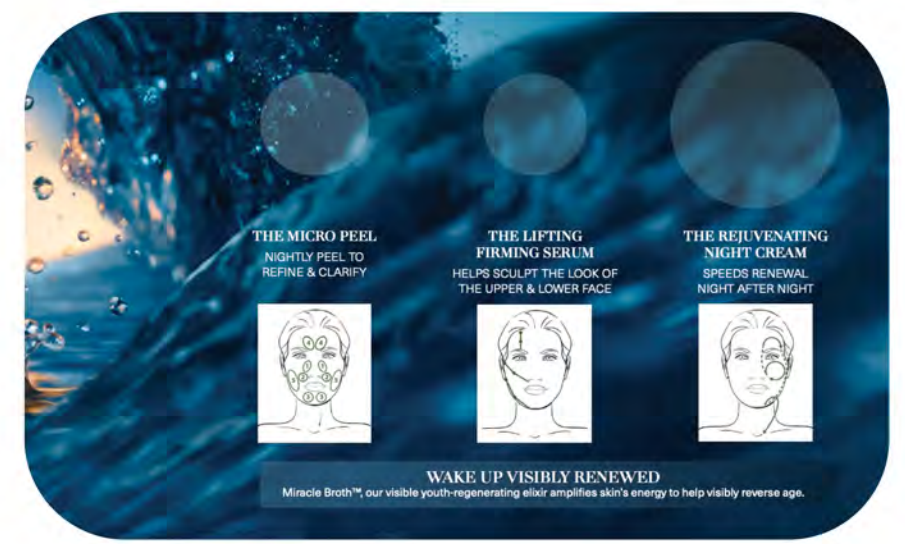
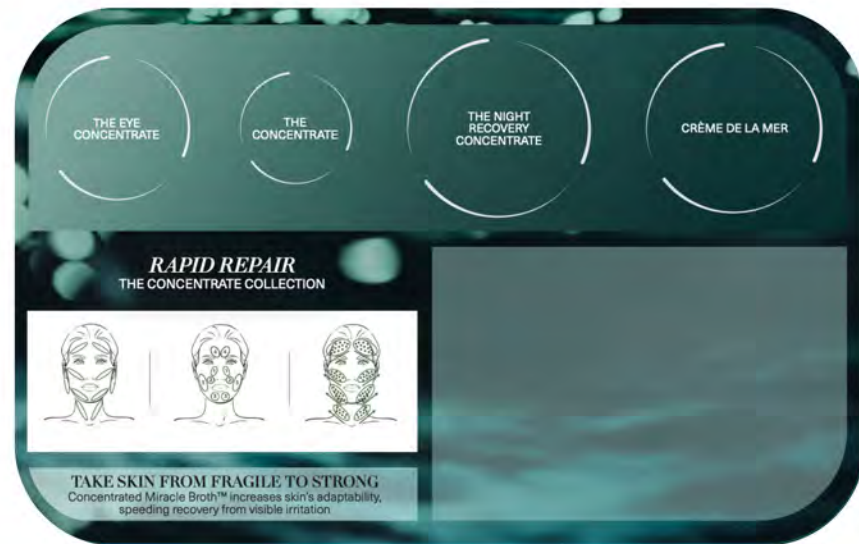
**BODY CRÈME**  
MIX INTO YOUR BODY CREAM OR BODY LOTION FOR IMMEDIATE RADIANCE.

**DISCOVER OUR ANTI-AGING ELIXIR**  
Miracle Broth™, our visible youth-regenerating elixir amplifies skin's energy to help visibly reverse age.

BACK: RENEWAL OIL

## OTHER ACTIVATION TRAY INSERT ARTWORKS TO KEEP IN ROTATION

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



THE CONCENTRATE TRAY INSERT

THE MIRACLE BROTH TRAY INSERT

THE RNC TRAY INSERT

# LA MER

MOISTURE TESTING TRAY -02/01/2026 ALL DOORS

NO UPDATES

MOISTURE TESTING TRAY  
CODE: PT01-25



PUT MOISTURIZERS HERE.

# LA MER

NICHE GUIDELINES - 02/01/2026 ALL DOORS

THE NEW  
REJUVENATING  
EYE CREAM

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

NEW

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

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

THE NIGHT  
COLLECTION

BIOENERGETIC  
MIRACLE  
BROTH™

THE NIGHT  
COLLECTION

THE NIGHT  
COLLECTION

THE NIGHT  
COLLECTION

THE NEW  
REJUVENATING  
EYE CREAM

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

NEW

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

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

THE NIGHT  
COLLECTION

BIOENERGETIC  
MIRACLE  
BROTH™

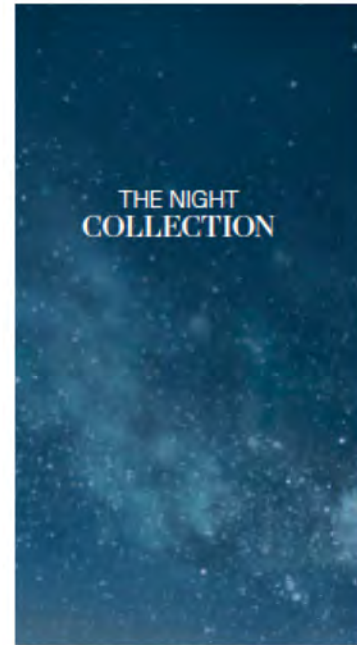
THE NIGHT  
COLLECTION

THE NIGHT  
COLLECTION

THE NIGHT  
COLLECTION

# LA MER

NEWNESS BAY GUIDELINES - 02/01/2026 ALL DOORS



MERCHANDISE REC.  
USE REC PUCK  
(ALL DOORS)



# LA MER

PLAYTABLE ENDCAP GUIDELINES -02/01/2026 ALL DOORS



MERCHANDISE WITH THE FOUR MOISTURIZERS

# LA MER

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



Merchandise REC AND RNC  
on the left platform.

Merchandise REC  
on the top platform.

Merchandise RNC  
on the right platform.

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



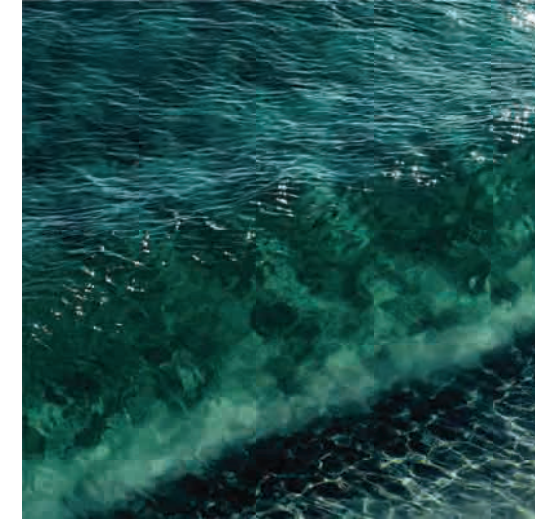
FRONT BACKER 1



FRONT BACKER 2



FRONT BACKER 3



BACKER 1



BACKER 2



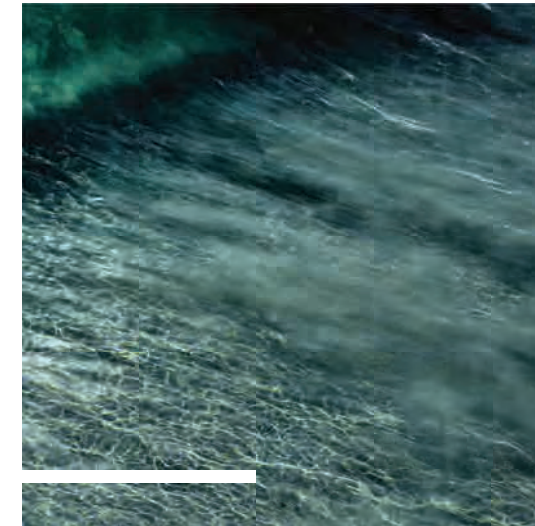
LOCATION 1  
47DX-60-0001



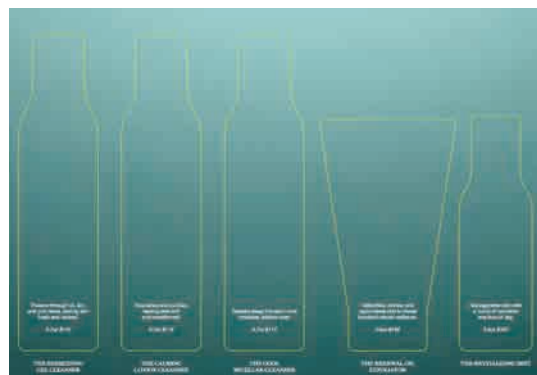
LOCATION 2



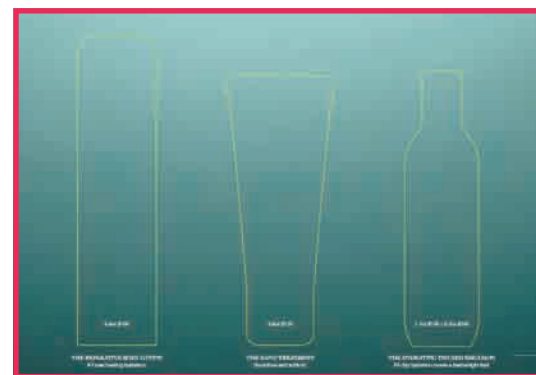
LOCATION 3  
47DY-60-0001



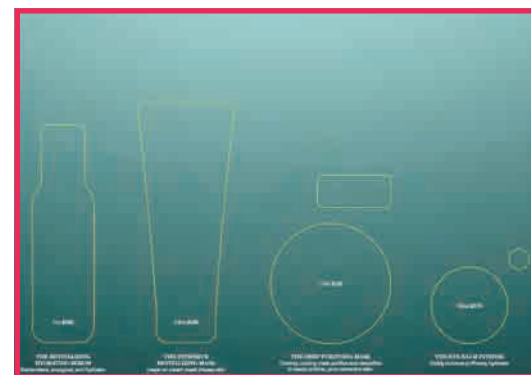
BACKER 3



LOCATION 4



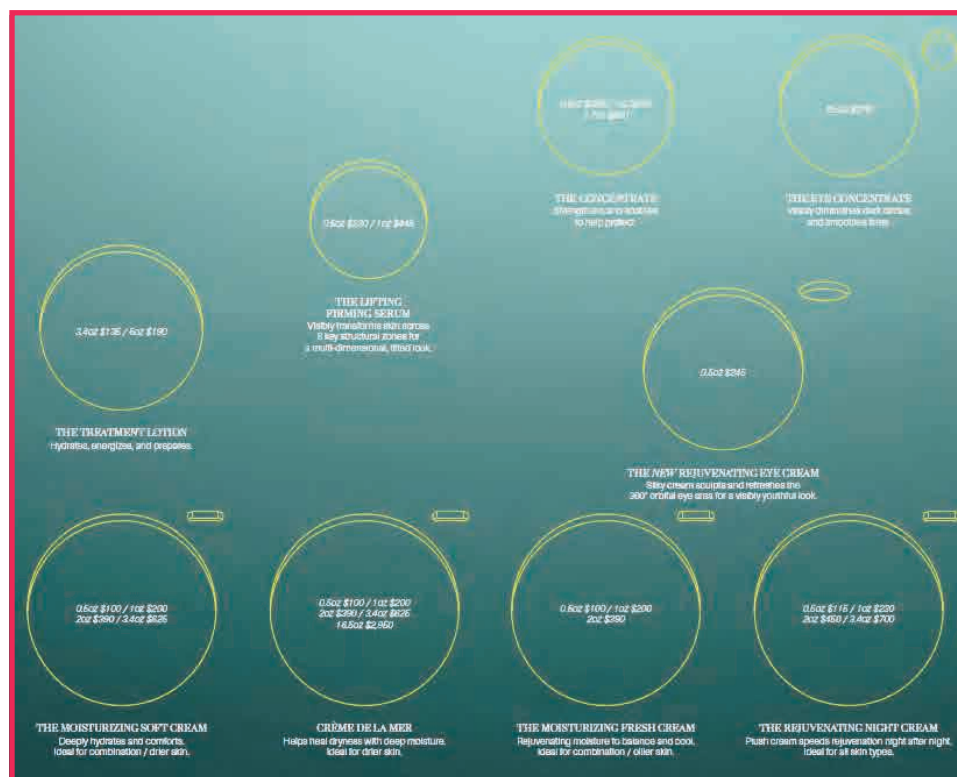
LOCATION 5  
47DZ-60-0001



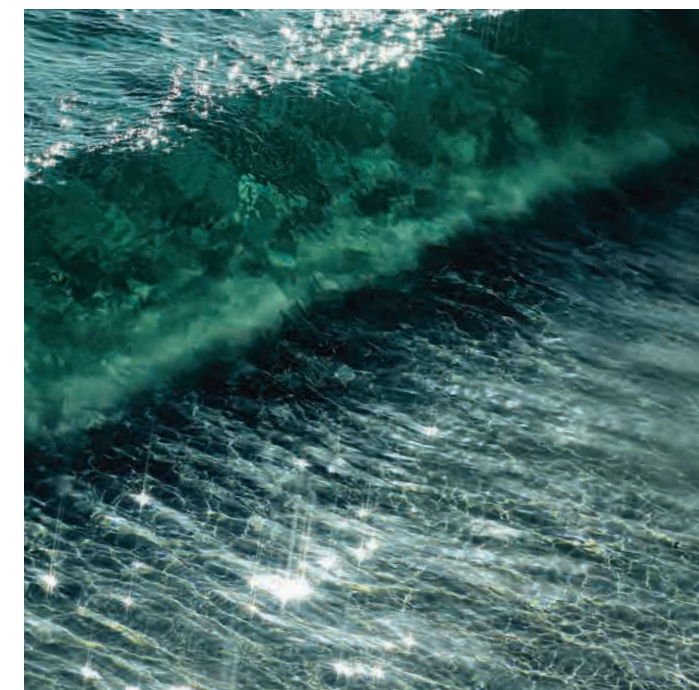
LOCATION 6  
47EB-60-0001

FEBRUARY UPDATE  
BOTH TILES WILL UPDATE

(TOP)  
47ED-60-0001

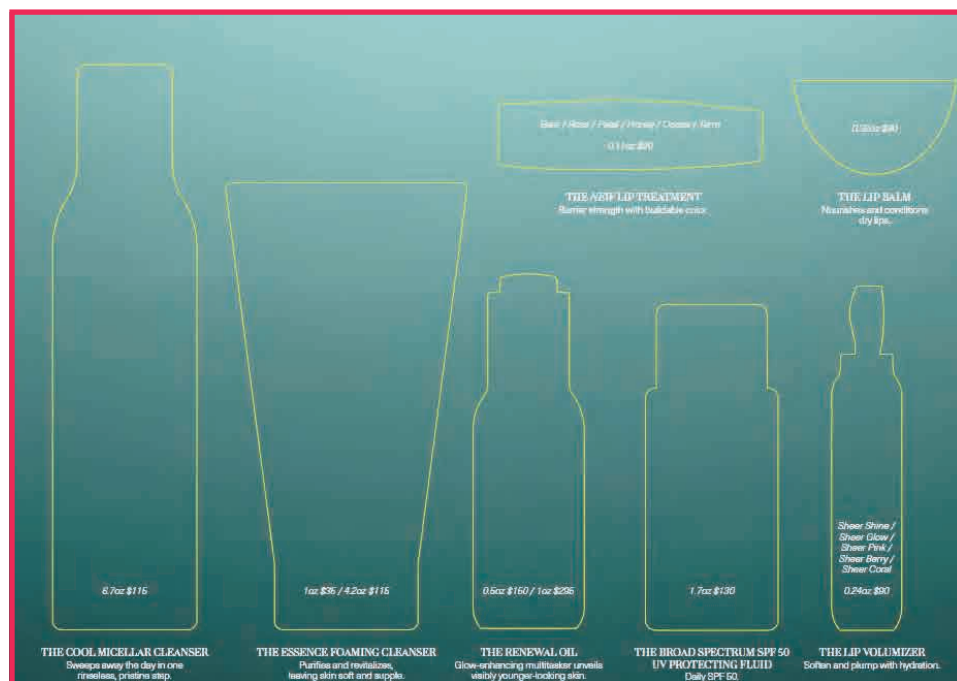


FRONT BACKER



BACKER

(BOTTOM)  
47EQ-60-0001



# LA MER

## LITTLE LUXURIES UNIT

NO UPDATES



NEW LITTLE LUX ARTWORK  
ALL DOORS  
47GB700001



OLD LITTLE LUX ARTWORK  
REMOVE AND DISCARD.

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

**FIND YOUR IDEAL MOISTURIZER**

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



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



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

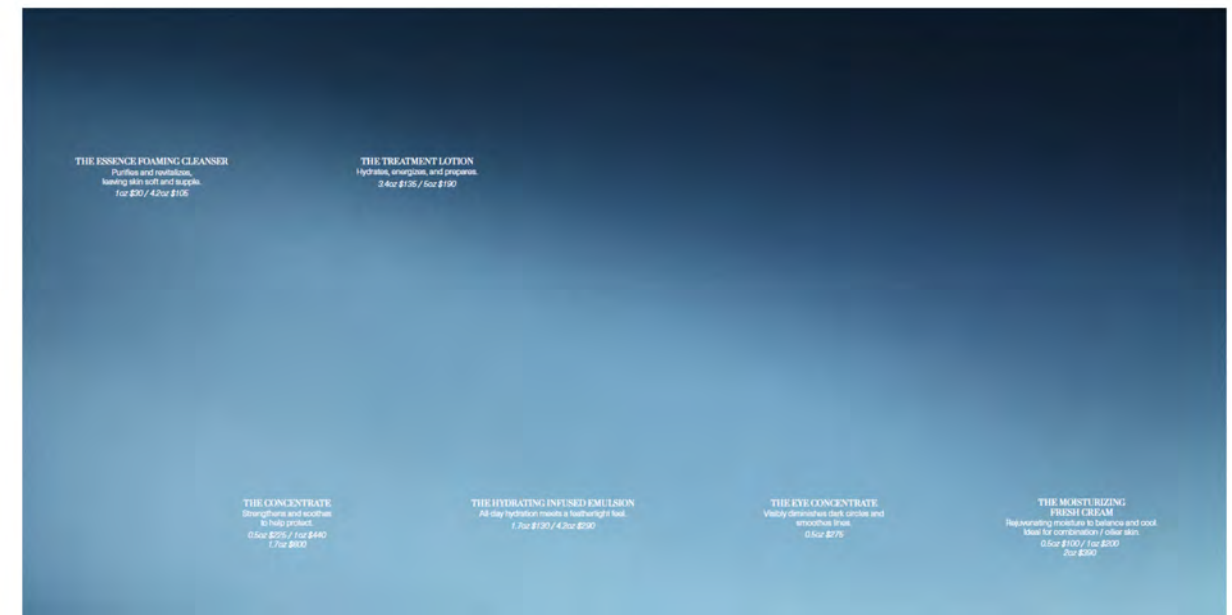
2

3

4

5

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



NO UPDATES



FRONT SIDE



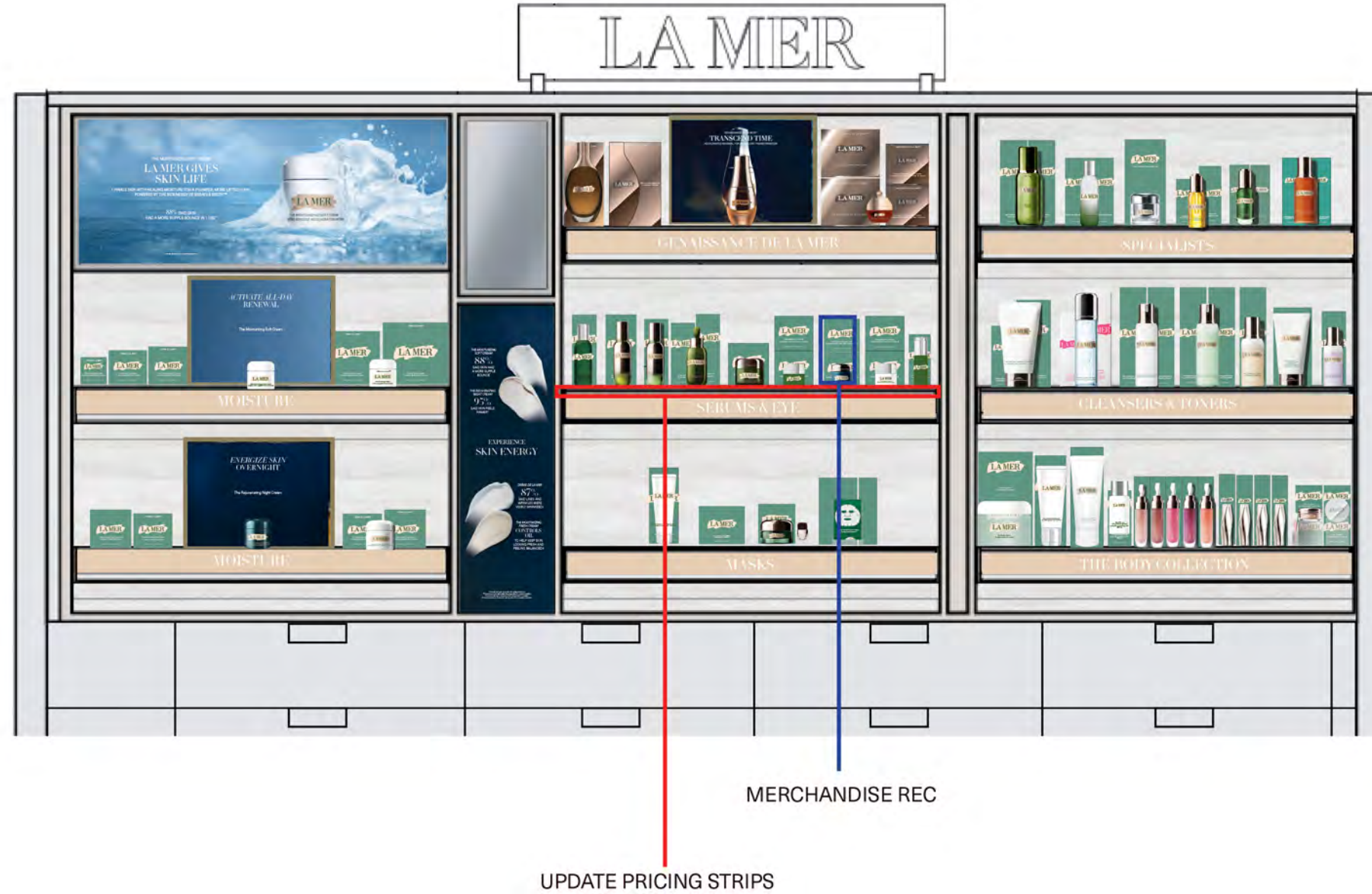
BACK SIDE

# LA MER

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

 NEW ARTWORK

 NEW PRODUCT

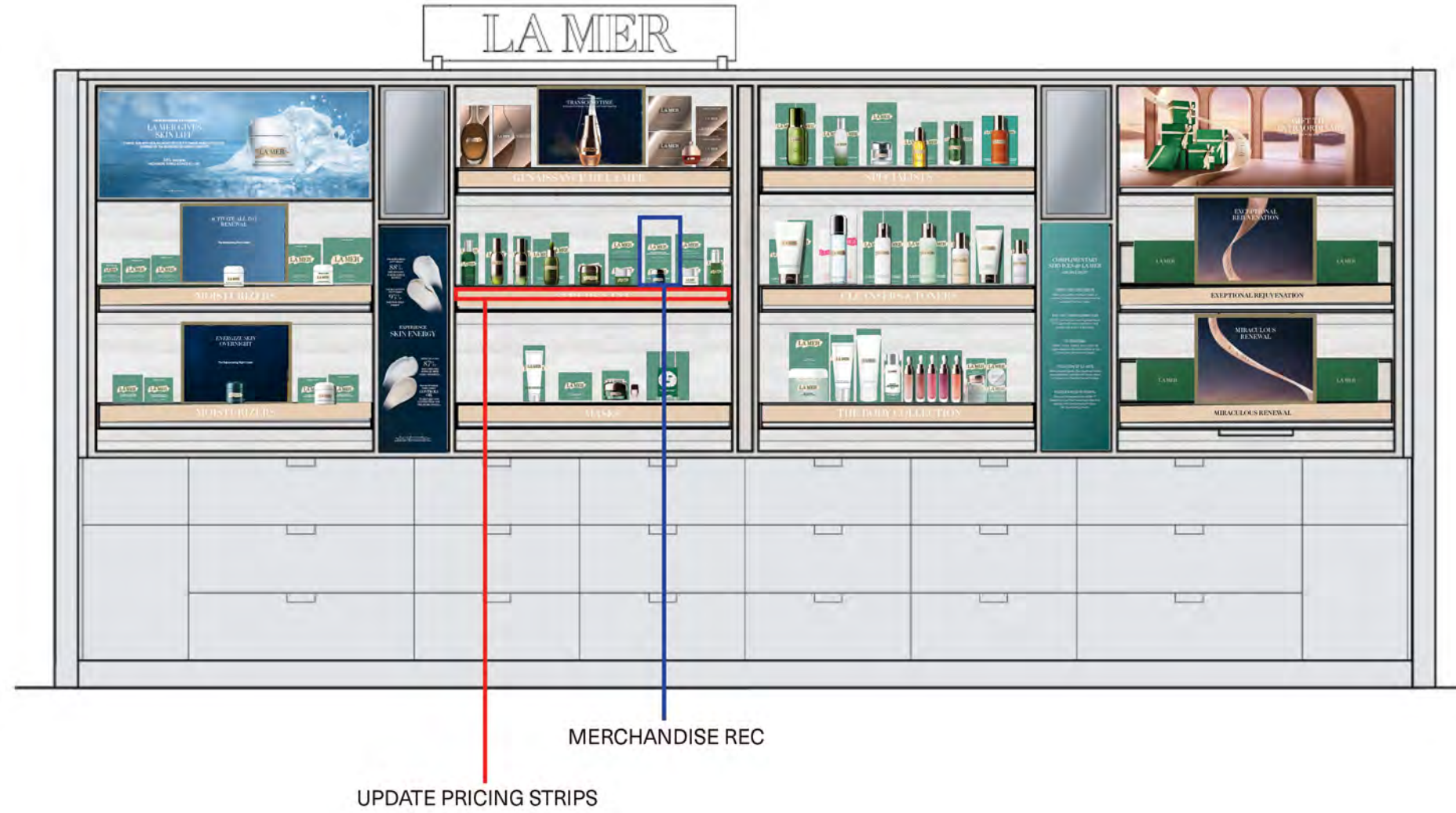


# LA MER

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

 NEW ARTWORK

 NEW PRODUCT

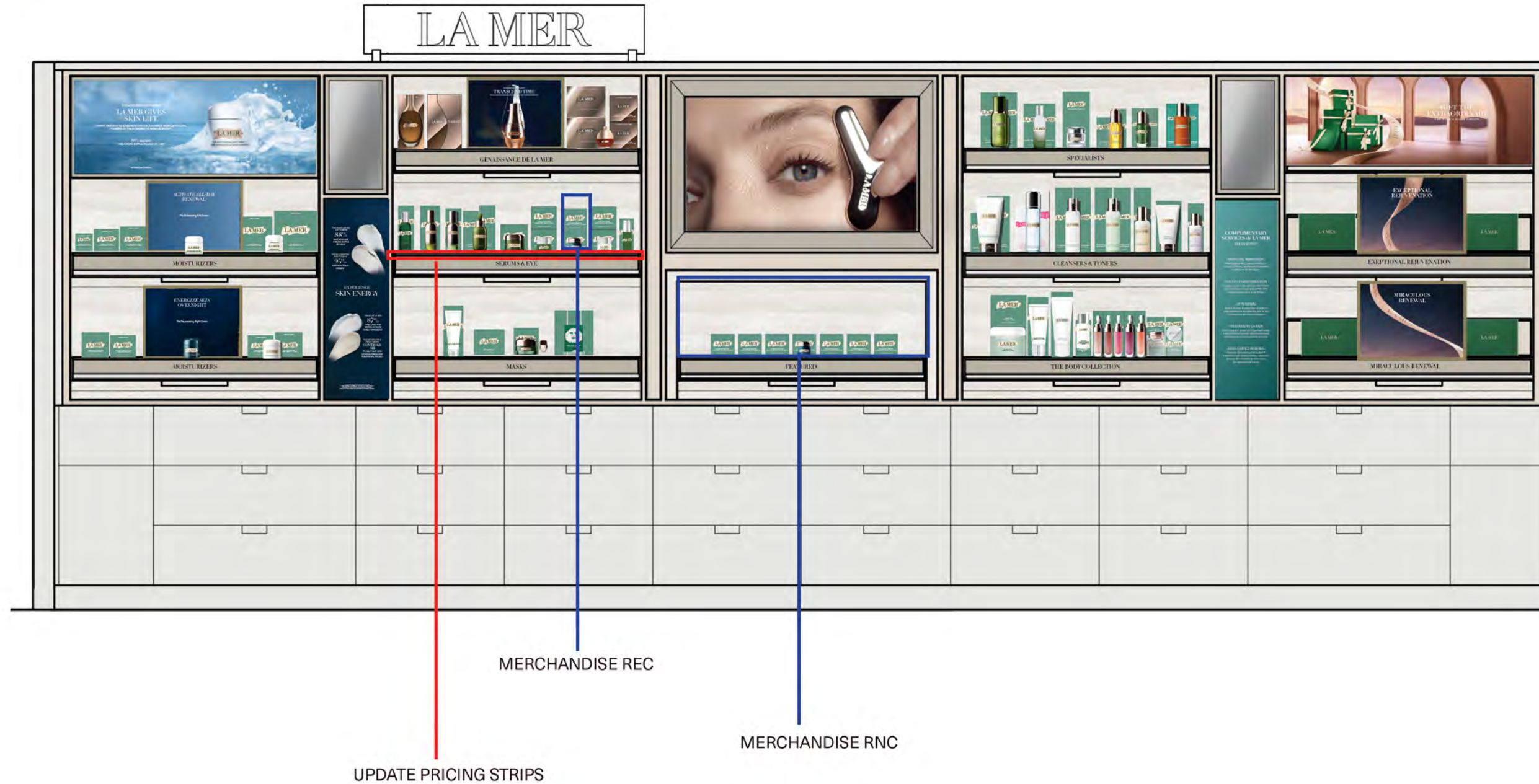


# LA MER

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

 NEW ARTWORK

 NEW PRODUCT

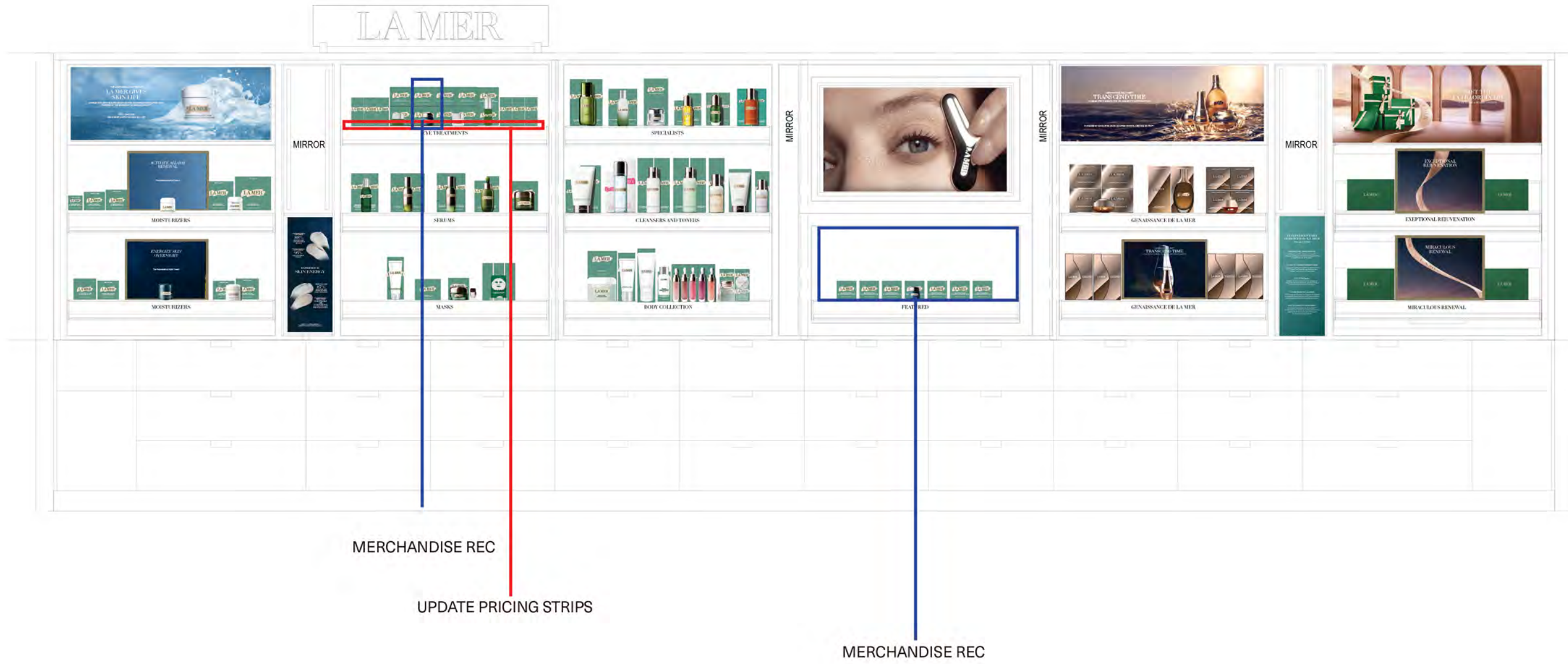


# LA MER

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

 NEW ARTWORK

 NEW PRODUCT





# MAC

*Visual Merchandising SP26 Jan- June*





FY26  
APRIL  
VISUAL MERCHANDISING  
GUIDELINES

OCD  
**04/02/2026**

RETAIL PARTNERS

# COLLATERAL OVERVIEW

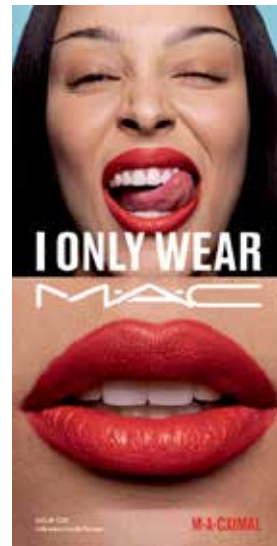
## LIGHTBOX PRIORITIES



GRWM  
EVERGREEN



PRIORITY #1



PRIORITY #2



PRIORITY #3

## DRAMMING UNIT



## MASCARA SPINNER



## OVERFLOW TRAY



Hero Kit Lipglass Air Duo

## NPL DISPLAYERS



Dazzle Lip Crayon



SFC Kaizen + Correctors

# NOW ON COUNTER

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



NPL  
Dazzle Lip Crayon



NPL  
SFC Kaizen + Correctors



OVERFLOW TRAY  
Hero kit lipglass Air Duo



LAUNCH DISPLAYER  
Metamorphosis



Mascara Spinner



VG Glam Overflow



Mannequin Trend



Dramming Unit



NUDES Collection



Turquatic Displayer



TOC - LIP



TOC - EYE



TOC - FACE side A



TOC - FACE side B

# LIGHTBOX CADENCE

## LAUNCH LIGHTBOX PRIORITIES



+



PRIORITY #1



PRIORITY #2



PRIORITY #3

GRWM  
EVERGREEN

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

## LIGHTBOX CADENCE

April 2026  
OCD SINCE 01/08

May 2026  
KEEP UNTIL 05/07



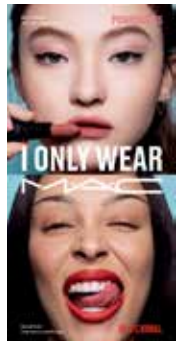
PRIORITY #1



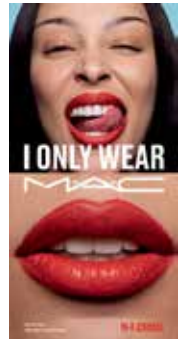
PRIORITY #2



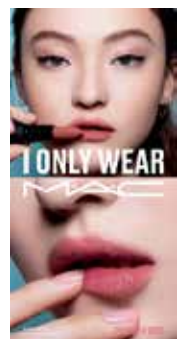
PRIORITY #3



PRIORITY #1



PRIORITY #2



PRIORITY #3

**NOTE:**

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

# DRAMMING UNIT

Please update all 4 sides of the Dramming Unit

LIVE ON

Dramming Unit 04/01/2026

**NOTE:**

PLEASE INSERT NEW VISUALS ON ALL SIDES OF THE UNIT.

SIDE 1  
UPDATING



SIDE 2  
UPDATING



SIDE 3  
UPDATING



SIDE 4  
UPDATING



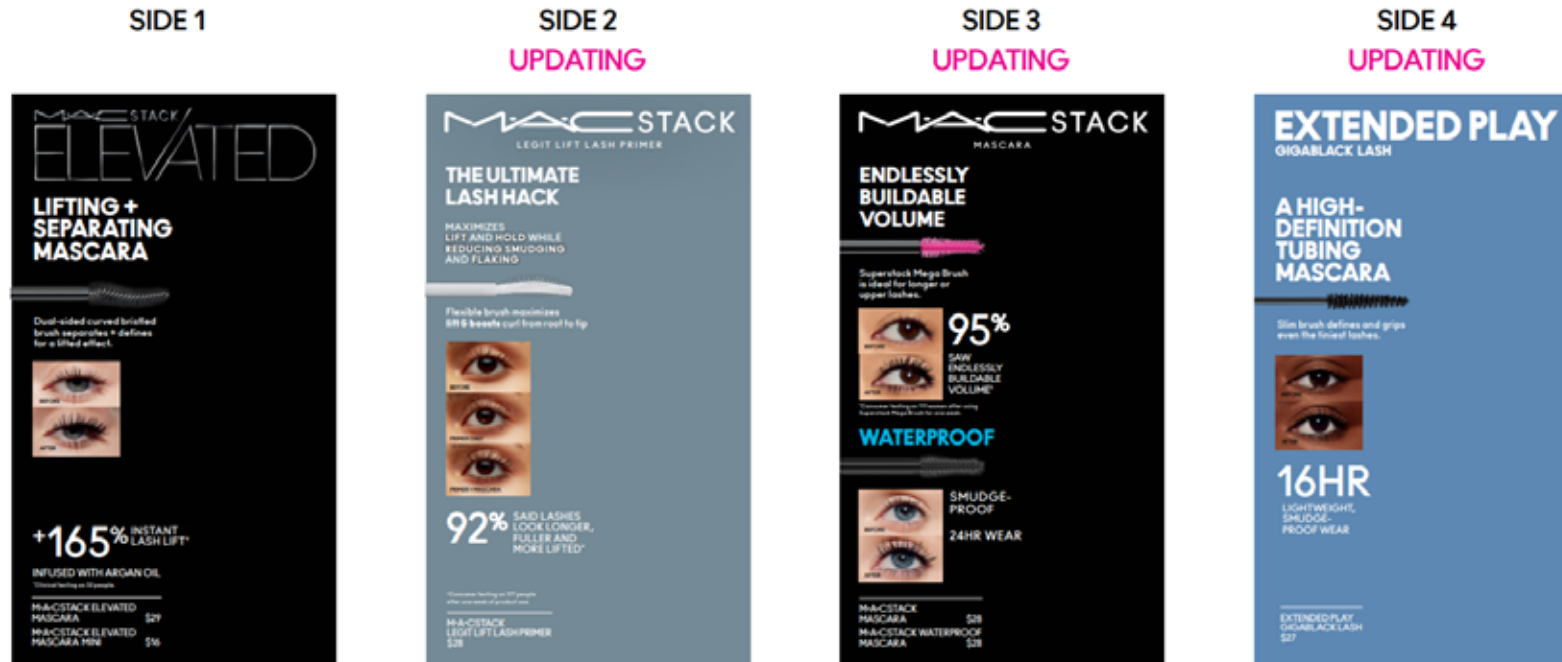
# MASCARA SPINNER

Please update sides 2, 3 and 4 of the Mascara Spinner

LIVE ON

Mascara Spinner 04/01/2026

**NOTE:**  
PLEASE INSERT NEW VISUALS ON SIDES 2, 3, AND 4.



# OVERFLOW TRAY

LIVE ON

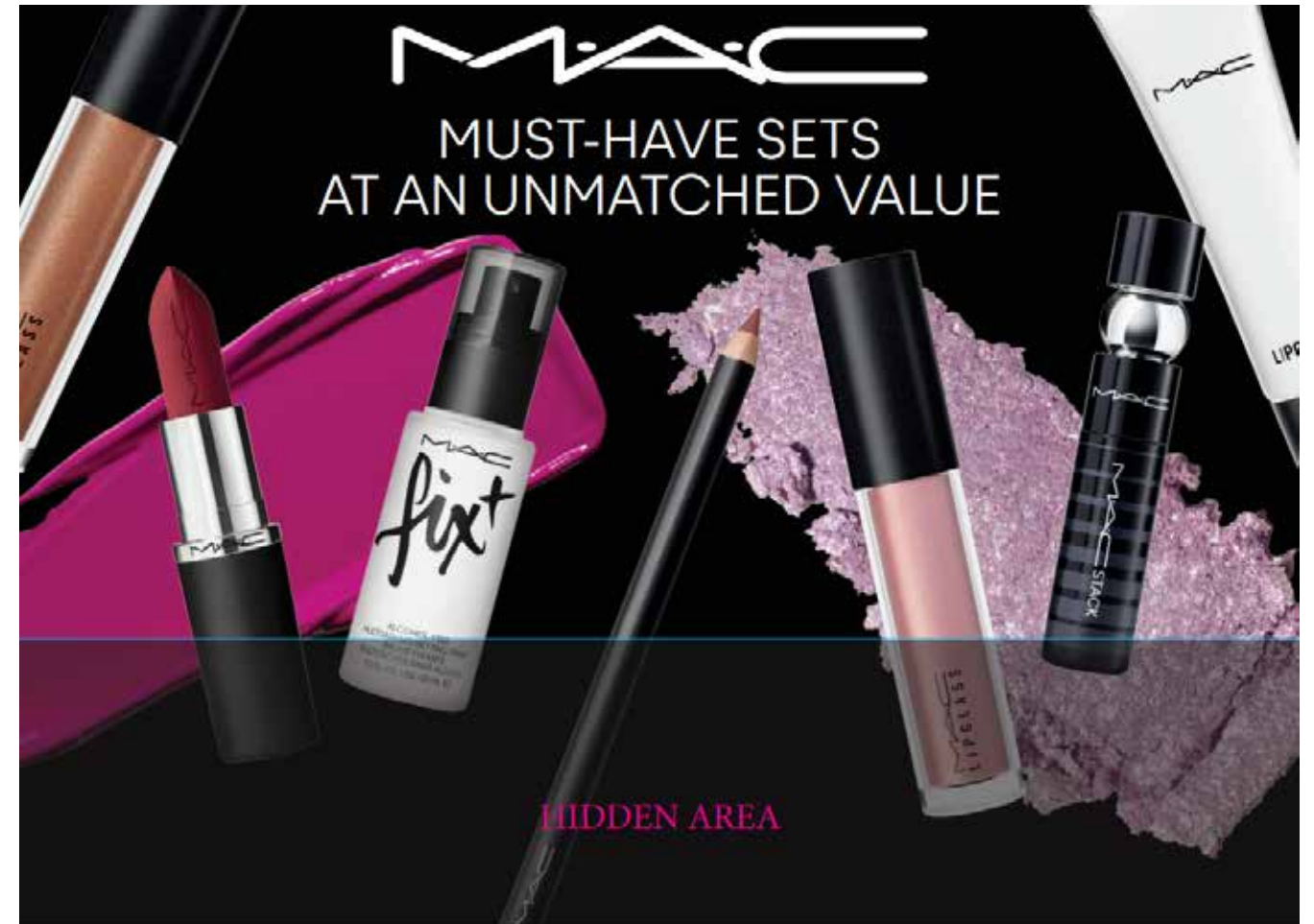
Hero Kit Lipglass Air Duo 04/02/2026

**NOTE:**

IF YOU DO NOT HAVE THIS EVERGREEN OVERFLOW TRAY RISER FROM SPRING'25, PLEASE CONTACT POS COE FOR ASSISTANCE.

Product list ( Left to Right)

- Lipglass Air Duo as many as it can fit



# NEW PRODUCT LAUNCH - NPL DISPLAYER

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

## LIVE ON

Dazzle Lip Crayon 04/02/2026

SFC Kaizen + Correctors Tiles 03/05/2026

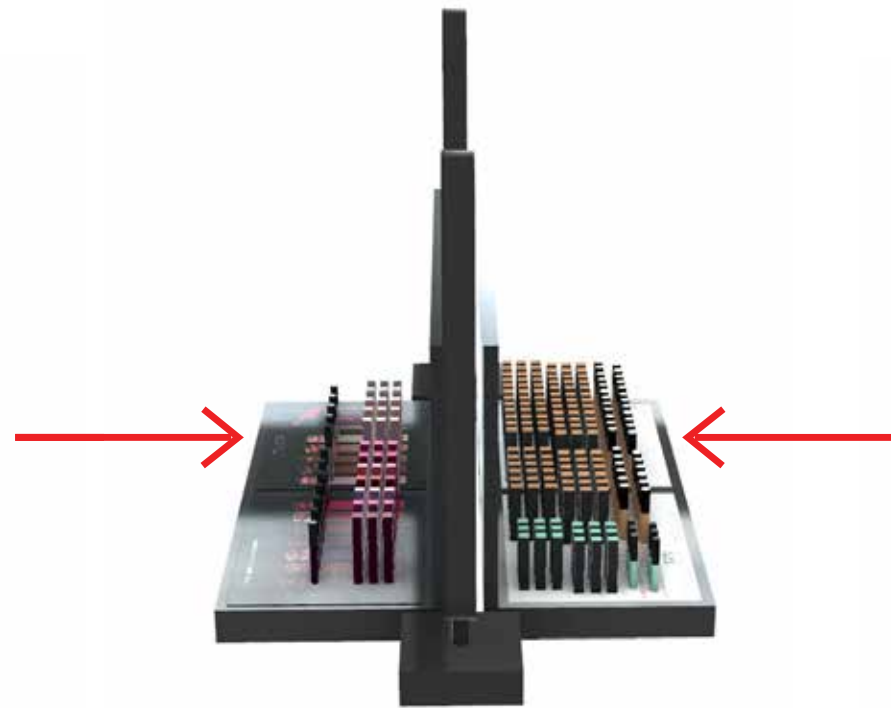
### NPL TOC - PRIMARY

Dazzle Lip Crayon Tiles



### NPL TOC - SECONDARY

SFC Kaizen + Correctors Tiles



Where possible, please place both NPL displayers back to back

## IMPORTANT

Always place this NPL facing the MAIN AISLE

# NEW PRODUCT LAUNCH - NPL DISPLAYER

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

LIVE ON ●

Dazzle Lip Crayon 04/02/2026

**NOTE:**

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



Dazzle Lip Crayon Tiles



# NEW PRODUCT LAUNCH - NPL DISPLAYER

Please add the Dazzle Lip Crayon templates and graphics.  
Please follow these steps below.

LIVE ON

Dazzle Lip Crayon Tiles 04/02/2026



STEP 1

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



STEP 2

Remove the SFC Kaizen + Correctors riser in order to replace it,  
(Please do not discard the evergreen graphic)

+

Do not discard the SFC Kaizen + Correctors templates.



STEP 3

Slide in the new Dazzle Lip Crayon riser in front of the evergreen graphic.  
(Please do not discard it)

+

Place Dazzle Lip Crayon templates.



STEP 4

Close the top lid and merchandise with Dazzle Lip Crayon.

# NEW PRODUCT LAUNCH - NPL DISPLAYER

Please follow product positioning for the Dazzle Lip Crayon Kits launch

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

Product list ( Left to right)

- Dazzle Lip Crayon x12

1 Back Riser



NPL TOC - PRIMARY

ALWAYS FACING MAIN TRAFFIC AISLE



2 Bases



Graphic templates x2  
Dazzle Lip Crayon Kits

# RED 2.0 TOP OF COUNTER

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

 = UPDATING

**NOTE:**

THERE ARE NO CHANGES FOR THE MONTH OF APRIL. PLEASE REFERENCE BELOW FOR WHAT THE RED TOC UNITS SHOULD LOOK LIKE. PLEASE NOTE: THE NEXT UPDATE IS MAY WEEK 1.



LIP

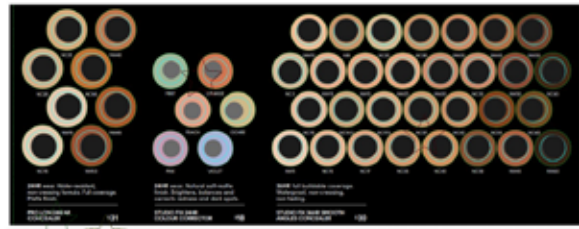


EYE

# RED 2.0 TOP OF COUNTER

## FOUNDATION DISPLAYER - SIDE A

 = UPDATING



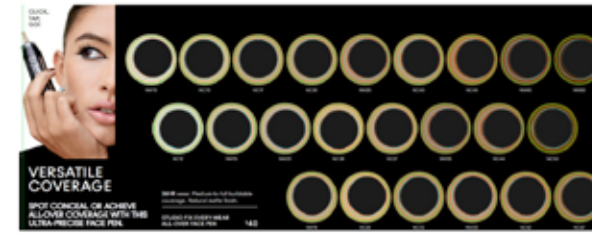
B1S3 - Top View

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



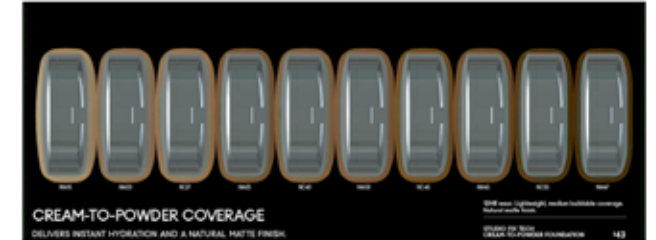
B2S3 - Top View

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



B3S3 - Top View

Shelf 3	23	Studio Fix Every-Wear All Over Face Pen
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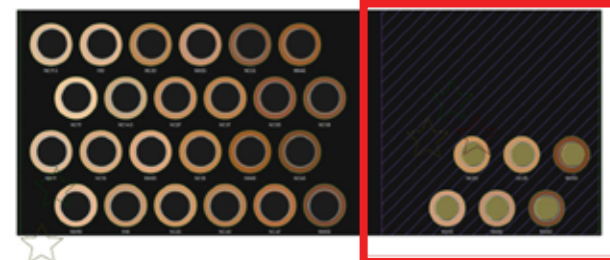
B4S3 - Top View

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

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



B2S4 - Top View

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



B3S4 - Top View

Shelf 4	10	Studio Fix Every-Wear All Over Face Pen
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B4S4 - Top View

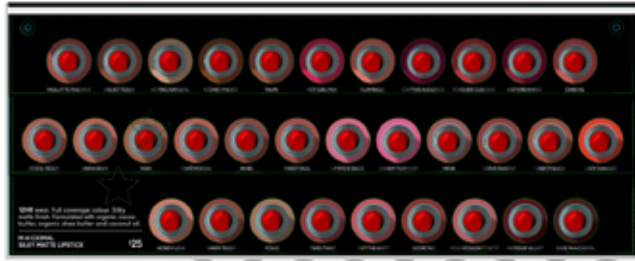
Shelf 4	10	Studio Tech Cream To Powder Four
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**NOTE:**  
REMOVE THE PLUGS TO REVEAL THE MINI MAC STUDIO RADIANCE CONCEALER (4/2 OCD).

# RED 2.0 TOP OF COUNTER

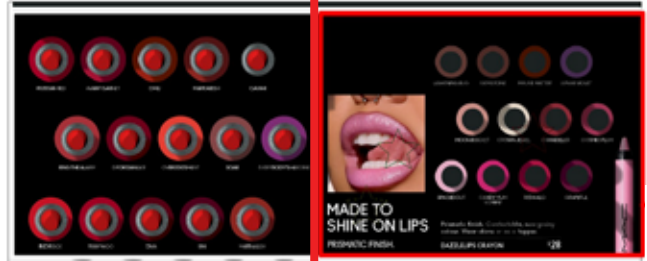
## LIP DISPLAYER

 = UPDATING



B1S1 - Top View

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



B2S1 - Top View

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



B3S1 - Top View

NOTE:

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



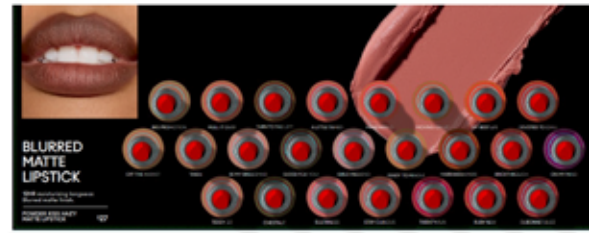
B4S1 - Top View

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



B1S2 - Top View

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



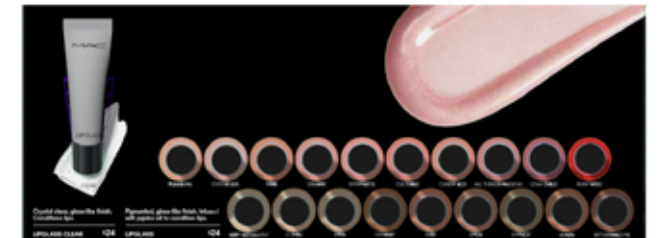
B2S2 - Top View

Shelf 2	24	POWDER KISS HAZY MATTE LIPSTICK
---------	----	---------------------------------



B3S2 - Top View

Shelf 2	13	MiniMac Lipstick
	21	Lustreglass Lipstick



B4S2 - Top View

Shelf 2	1	Lip Glass Clear Lip Glass
	19	



NOTE:  
REMOVE THE PLUG TO REVEAL THE  
DAZZLE LIP CRAYON (4/2 OCD).

# *Origins*

*Visual Merchandising SP26 Jan- June*





# ORIGINS

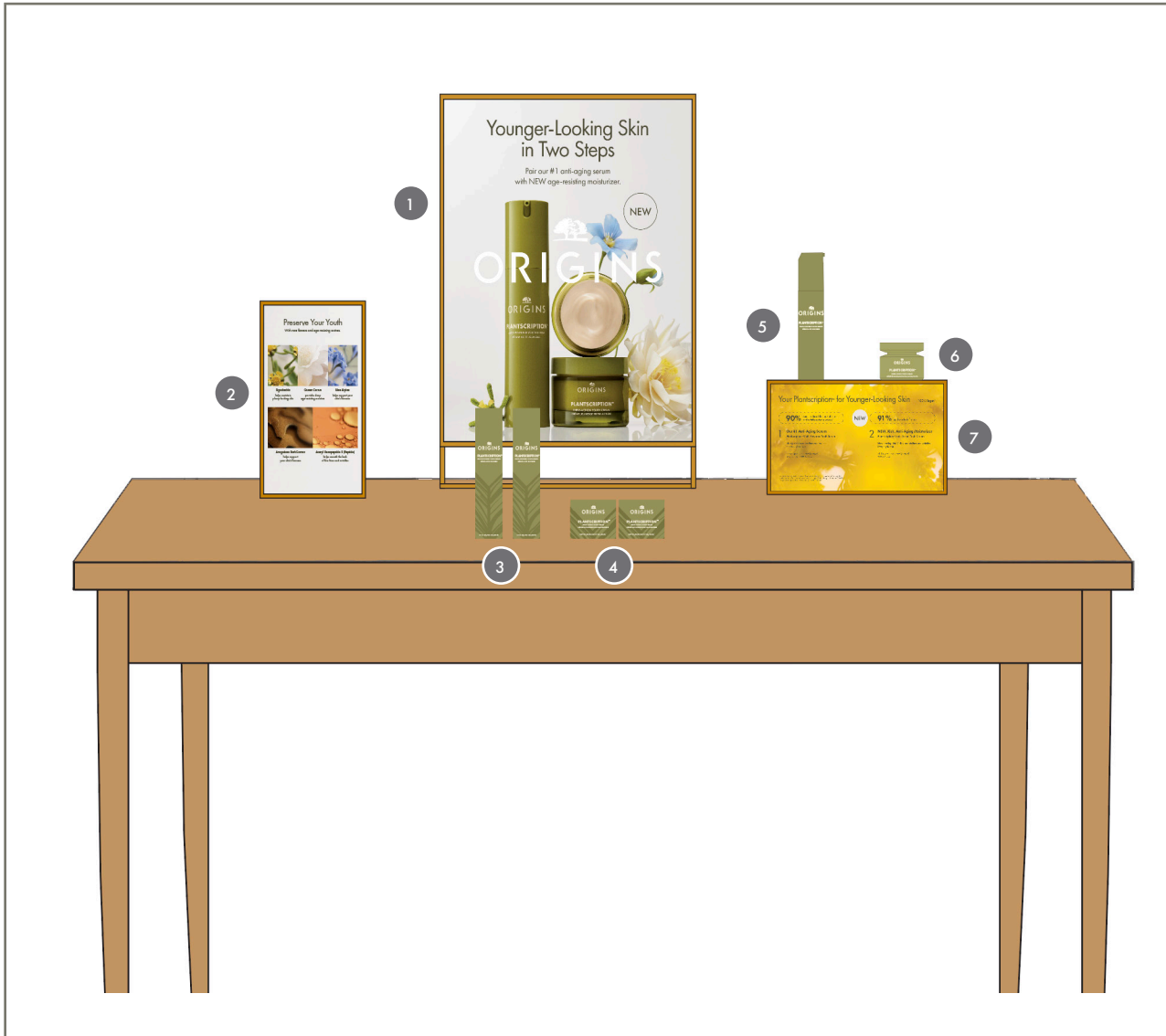
**PLANTSCRIPTION™  
TRIPLE-ACTION YOUTH CREAM LAUNCH  
& MEGA-MUSHROOM OVERNIGHT**

DECEMBER 26<sup>TH</sup>, 2025

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

December 26<sup>th</sup> - April 30<sup>th</sup>, 2026

# North America - Shaker



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

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

December 26<sup>th</sup> - April 30<sup>th</sup>, 2026

# North America Tray - Origin of Origins



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

\*New Store Tray PPK - Printed Graphics.

Item #179855-0

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

December 26<sup>th</sup> - April 30<sup>th</sup>, 2026

# North America Waterfall and Gondola Unit - OG



December 26<sup>th</sup> - April 30<sup>th</sup>, 2026

# Promo Pedestal/Tower - Mega-Mushroom Overnight Recovery Cream



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

\*Promo Tower PPK Item#179863-0

# *Tom Ford*

*Visual Merchandising SP26 Jan- June*

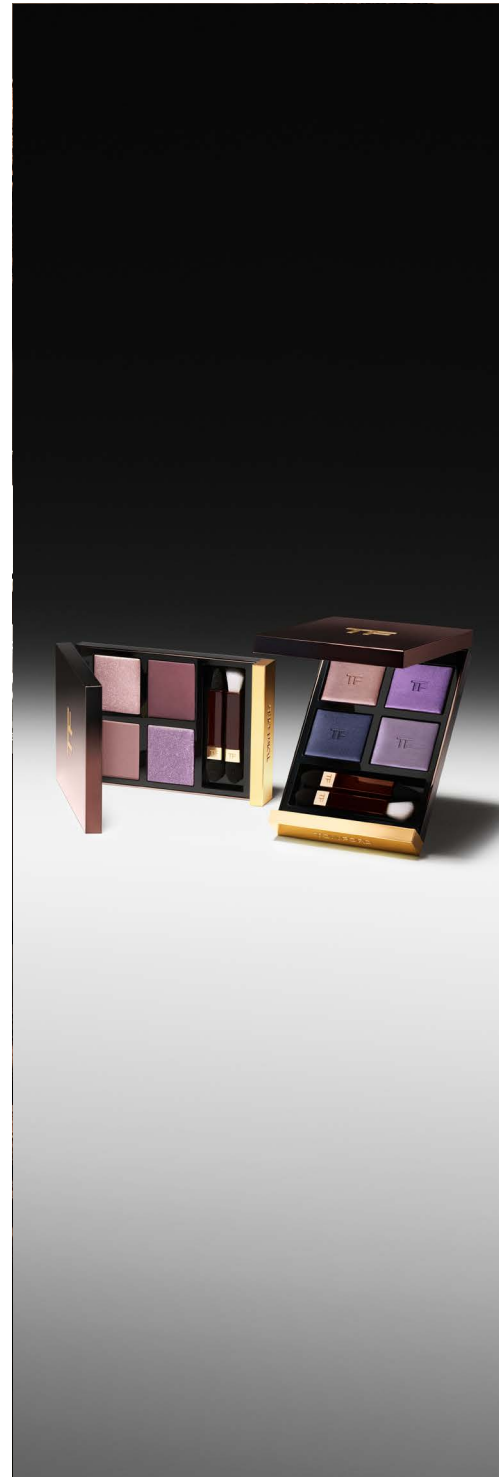


**TOM FORD**  
**BLACK ORCHID**

FY26 Q2 LAUNCHES OVERVIEW



SOLEIL NEIGE LLC  
OCTOBER 6TH, 2025



RUNWAY LOOK  
TFF/ CANADA DOORS ONLY  
OCTOBER 6TH, 2025



AMBER INTRIGUE  
NORDSTROM ONLY  
NOVEMBER 1ST, 2025



LIP RESERVE  
BERGDORF + TFF ONLY  
NOVEMBER 3RD, 2025



VANILLA SEX EXT.  
DECEMBER 1ST, 2025



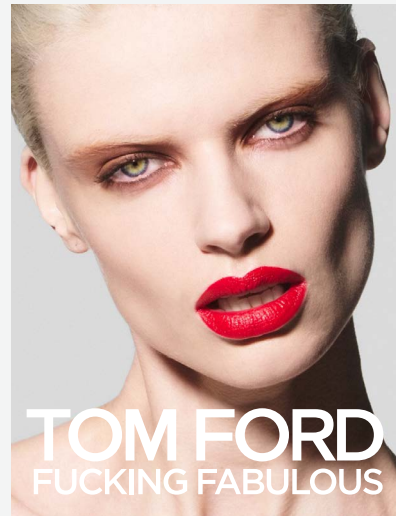
SOLEIL NEIGE EDP SIGNATURE  
DECEMBER 28TH, 2025

LIGHTBOX PRIORITIES | ALL RETAILERS

FY26 Q2 LIVE DATE : OCT

COLOR

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



PRIORITY 1 MODEL



PRIORITY 1 PRODUCT

SIGNATURE

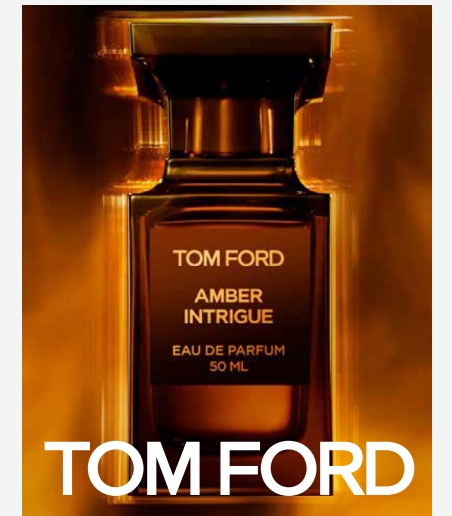
PRIMARY **OCD: 10/06**  
OMBRE LEATHER HOLIDAY



PRIORITY 1 PRODUCT

PRIVATE BLEND

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



COLOR

SECONDARY  
ARCHITECTURE RADIANCE **EXISTING**



PRIORITY 1 MODEL



PRIORITY 1 PRODUCT

SIGNATURE

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



PRIORITY 1 MODEL



PRIORITY 2 PRODUCT

PRIVATE BLEND

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



COLOR PRIORITIES

FY26 Q2 LIVE DATE : OCT

COLOR NEWNESS

LIMITED LIFE COLLECTION  
SOLEIL NEIGE COLLECTION HOLIDAY



OCD OCTOBER 6TH

COLOR SOLEIL

SOLEIL LIP BLUSH HOLIDAY



OCD OCTOBER 6TH

COLOR FACE

ARCHITECTURE RADIANCE



EXISTING

COLOR LIP

LIP COLOR HOLIDAY



OCD OCTOBER 6TH

COLOR LIP

FUCKING FABULOUS LIP  
CENSORED VERSION AVAILABLE



OCD OCTOBER 1ST FOR ALL RETAILERS

COLOR EYE

ARCHITECTURE BROW PENCIL



EXISTING

**FRAGRANCE PRIORITIES**

**FY26 Q2 LIVE DATE : OCT**

**PRIVATE BLEND PRIORITY 1**

**OULD WOOD HOLIDAY**



**OCD OCTOBER 6TH**

**PRIVATE BLEND PRIORITY 2**  
**CENSORED VERSION AVAILABLE**

**VANILLA SEX HOLIDAY**



**OCD DECEMBER 1ST**

**PRIVATE BLEND PRIORITY 3**

**OULD VOYAGER**



**EXISTING**

**SIGNATURE PRIORITY 1**

**OMBRE LEATHER HOLIDAY**



**OCD OCTOBER 6TH**

**SIGNATURE PRIORITY 2**

**BLACK ORCHID RESERVE**



**OCD OCTOBER 6TH**

**SIGNATURE PRIORITY 3**

**BLACK ORCHID HOLIDAY**



**OCD OCTOBER 6TH**

FRAGRANCE PRIORITIES **NORDTSROM ONLY**

FY26 Q2 LIVE DATE : OCT

PRIVATE BLEND PRIORITY 1

AMBER INTRIGUE



OCD NOVEMBER 1ST

PRIVATE BLEND PRIORITY 2

LOUD WOOD HOLIDAY



OCD OCTOBER 6TH

PRIVATE BLEND PRIORITY 3  
**CENSORED VERSION AVAILABLE**

VANILLA SEX HOLIDAY



OCD DECEMBER 1ST

SIGNATURE PRIORITY 1

OMBRE LEATHER HOLIDAY



OCD OCTOBER 6TH

SIGNATURE PRIORITY 2

BLACK ORCHID RESERVE



OCD OCTOBER 6TH

SIGNATURE PRIORITY 3

BLACK ORCHID HOLIDAY



OCD OCTOBER 6TH

TV SCREENS

FY26 Q2 LIVE DATE : OCTOBER

COLOR  
ROTATING SOLEIL NEIGE COLLECTION STILL



LIVE OCTOBER 6TH

SIGNATURE  
ROTATING OMBRE LEATHER STILL



LIVE OCTOBER 6TH

PRIVATE BLEND  
ROTATING OUD WOOD + VANILLA SEX STILL



LIVE OCTOBER 6TH

COLOR  
FUCKING FABULOUS LIP VIDEO



LIVE OCTOBER 1ST

SIGNATURE  
BLACK ORCHID RESERVE VIDEO



LIVE AUGUST 4TH

PRIVATE BLEND  
OUD VOYAGER VIDEO



OCD SEPTEMBER 1ST

MACASSAR EASELS

NO CHANGES

FACE | ARCHITECTURE SOFT MATTE EASEL EASEL

TOP VISUAL  
ARCHITECTURE MODEL TRIO



FACE | RADIANCE EASEL

TOP VISUAL  
ARCHITECTURE INGREDIENT



FACE | COMBO EASEL

TOP VISUAL  
ARCHITECTURE INGREDIENT



SOLEIL EASEL

TOP VISUAL  
SOLEIL LIP BALM



LIP EASEL

TOP VISUAL  
LIP COLOR MODEL ANGELINA JOLIE



LIP+EYE COMBO EASEL

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



SMALL VISUAL ON THE RIGHT  
ULTRA-SHINE LIP COLOR



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



SMALL VISUAL ON THE RIGHT  
LIP COLOR TRIO



**MACASSAR EASELS**

**NO CHANGES**

EYE EASEL

TOP VISUAL  
ARCHITECTURE BROW PENCIL



SMALL VISUAL ON THE RIGHT  
EYE COLOR QUAD

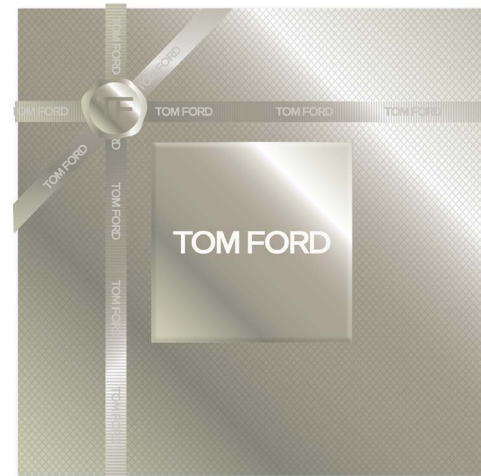


**GIFTING GUIDELINES**

**RIBBON AND WAX SEAL**



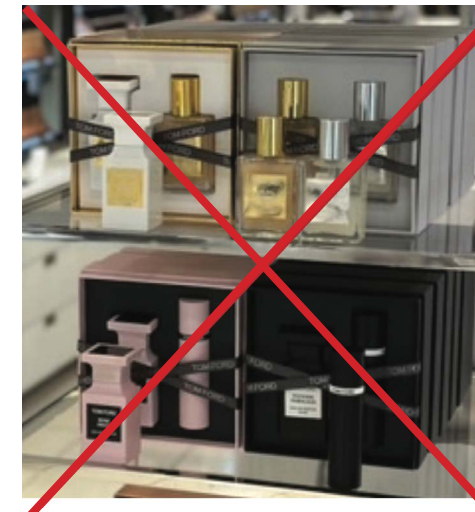
**RIBBON AND WAX SEAL COVER THE LOGO**



**LOGO IS VISIBLE**

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

**GIFT SETS DISPLAY**



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



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



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

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

GIFTING TOWER GUIDELINES

MACY'S TOWERS

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



COLOR LAUNCH: SOLEIL NEIGE COLLECTION MAF

LIVE DATE : OCTOBER 6TH



MEDIUM ANGLED FRAME MAF  
**SOLEIL NEIGE COLLECTION**  
**T53D60**

**TOP TIER LEFT TO RIGHT**

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

SHADES

**ULTRA SHINE LIP COLOR**

- PEAK GLAMOUR
- ROSE D'HIVER
- FIRESIDE

**EYE COLOR QUAD**

- CHALET MINK

**CREME BLUSH**

- ALPINE BLUSH

COLOR LAUNCH: RUNWAY LOOK

LIVE DATE : OCTOBER 6TH



MACASSAR PRESENTATION TRAY  
RUNWAY LOOK

**TOP TIER LEFT TO RIGHT/ TOP TO BOTTOM**

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

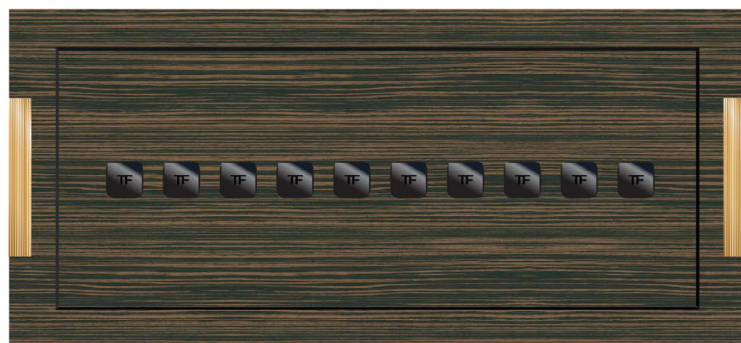
COLOR LAUNCH: FUCKING FABULOUS LIP

LIVE DATE : OCT 1ST

PRESENTATION TRAY  
FUCKING FABULOUS LIP



FRONT VIEW



TOP VIEW

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

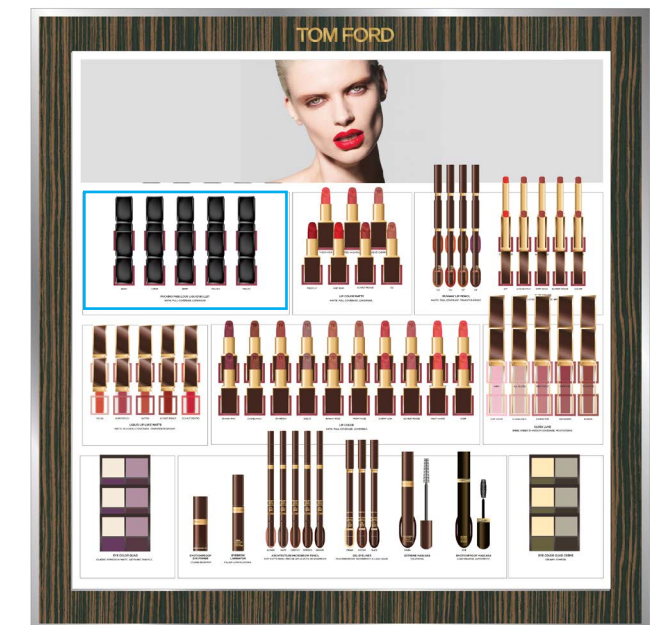
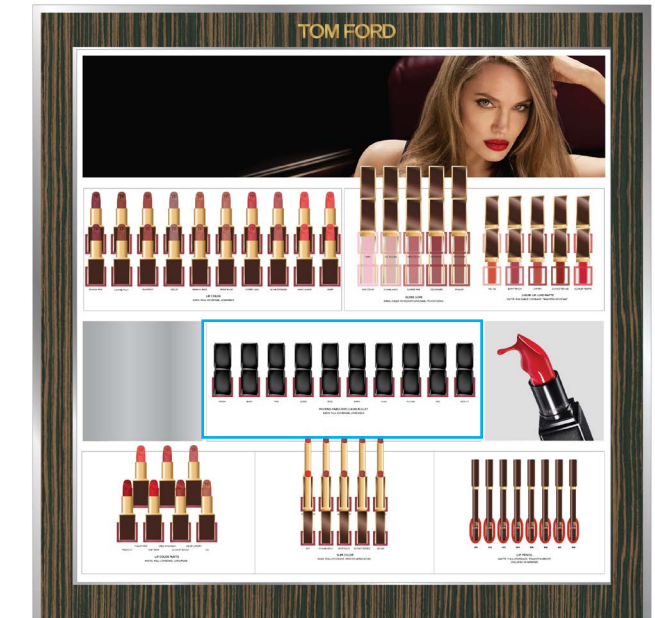
FUCKING FABULOUS LIP

SAF  
FUCKING FABULOUS LIP



NEW TILES - SHIIPING DIRECT TO  
DOORS IN NOVEMBER

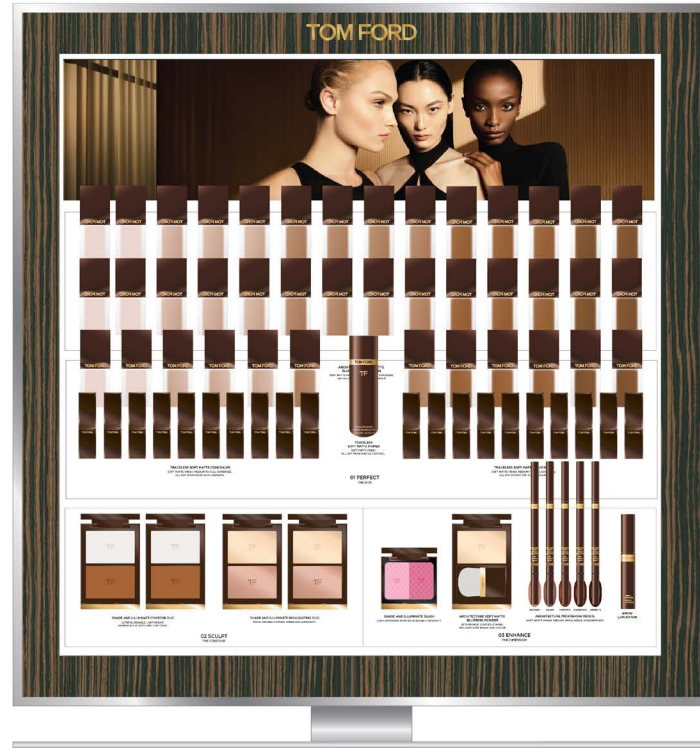
EASEL  
LIP ONLY EASEL +  
LIP/EYE COMBO EASEL



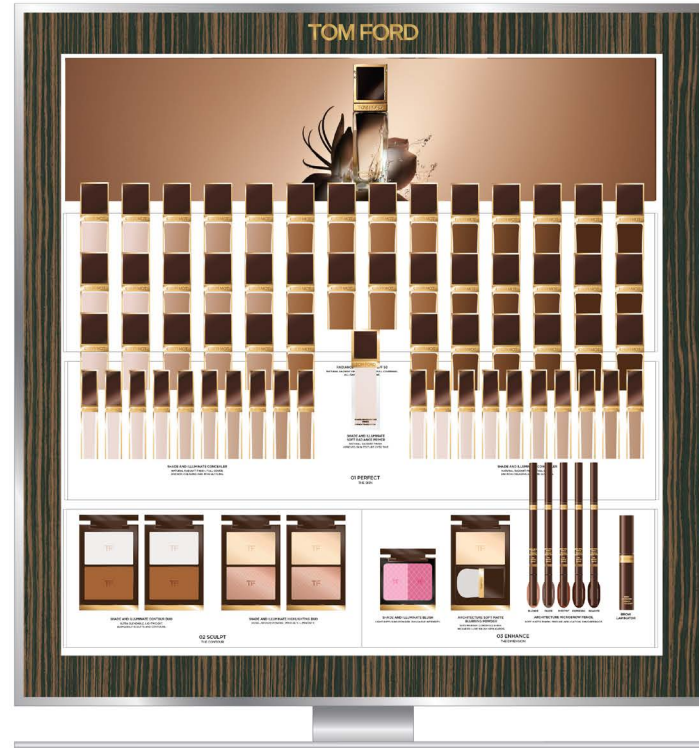
10 NEW SHADES

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

ALL EASELS OVERVIEW



ARCHITECTURE  
SOFT MATTE BLURRING FOUNDATION EASEL



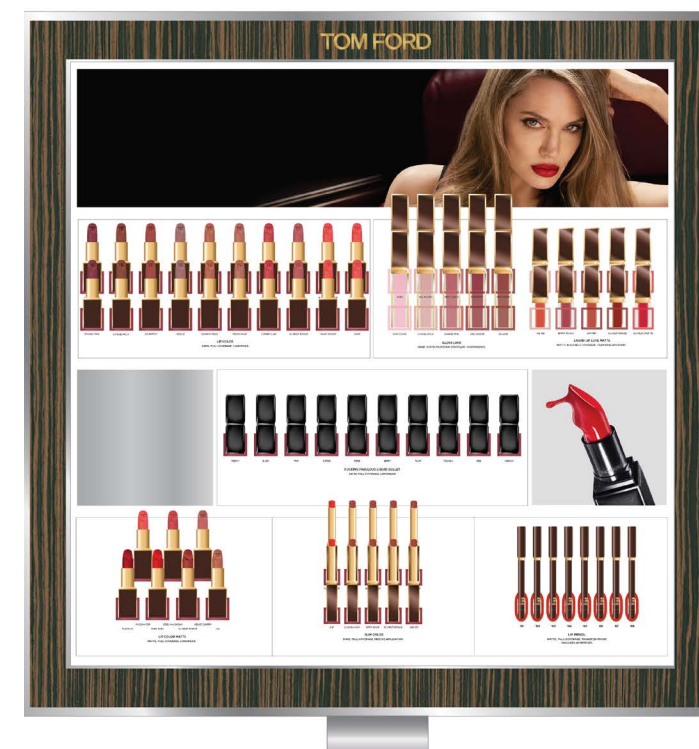
ARCHITECTURE  
RADIANCE HYDRATING FOUNDATION EASEL



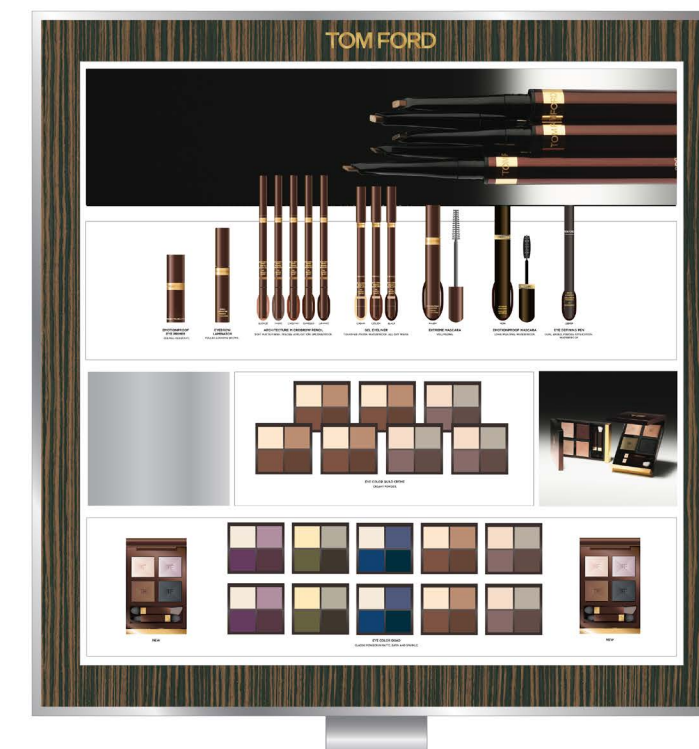
ARCHITECTURE  
SOFT MATTE + RADIANCE HYDRATING



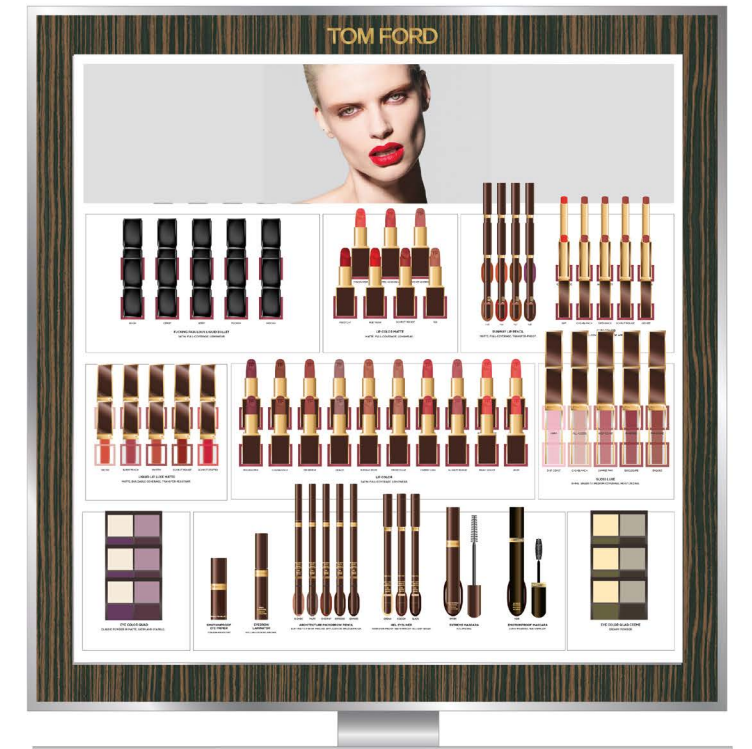
SOLEIL  
EASEL



RUNWAY  
LIP EASEL



RUNWAY  
EYE EASEL



RUNWAY  
EYE + LIP EASEL

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

ALL FRAMES (MAFS + SAFS) OVERVIEW

MAFS MEDIUM ANGLED FRAMES SAFS SMALL ANGLED FRAMES

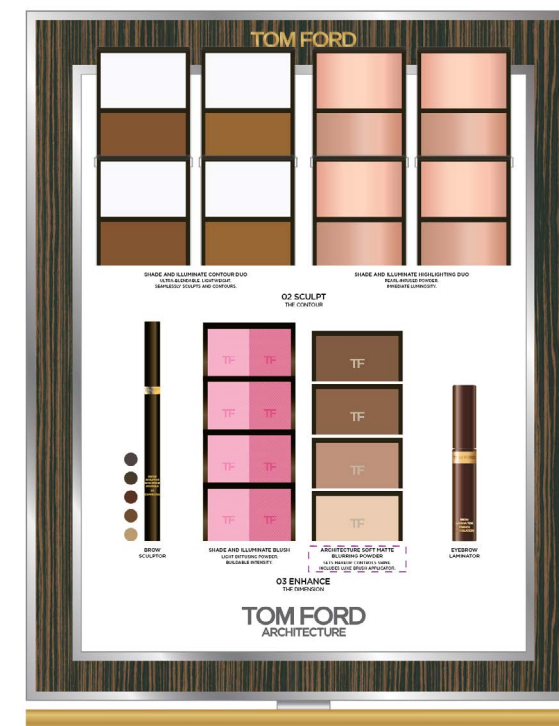
NEW INSERTS SOLEIL + LIP



ARCHITECTURE  
SOFT MATTE BLURRING FOUNDATION MAF



ARCHITECTURE  
RADIANCE FOUNDATION MAF



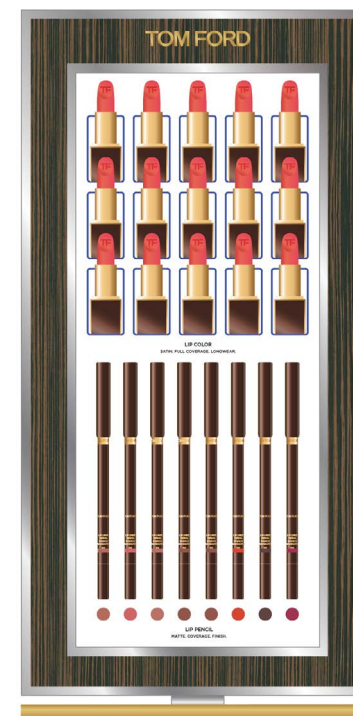
ARCHITECTURE  
SOFT MATTE + SHADE AND ILLUMINATE MAF



SOLEIL  
MAF NEW INSERT  
SHIPPING DIRECT TO DOOR



RUNWAY  
LIP MAF NEW INSERT  
SHIPPING DIRECT TO DOOR



RUNWAY  
LIP SAF NEW INSERT  
SHIPPING DIRECT TO DOOR



RUNWAY  
EYE MAF

**PRIVATE BLEND CASELINE NORDSTROM ONLY**

CASE ARRANGEMENT

**TOP ROW LEFT TO RIGHT**

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

**SECOND ROW LEFT TO RIGHT**

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

**THIRD ROW LEFT TO RIGHT**

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

**AMBER INTRIGUE**

**MACASSAR PB 30 SCENTING EXPERIENCE**



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

**PRIVATE BLEND CASELINE**

CASE ARRANGEMENT

**TOP ROW LEFT TO RIGHT**

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

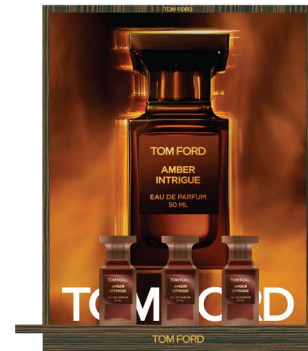
**SECOND ROW LEFT TO RIGHT**

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

**THIRD ROW LEFT TO RIGHT**

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

**AMBER INTRIGUE**



**MACASSAR PB 30 SCENTING EXPERIENCE**



**ALWAYS ARRANGE CASELINE UNITS IN A**

COLOR LAUNCH: SOLEIL NEIGE COLLECTION LAUNCH UNIT

**LIVE DATE : OCTOBER 6TH**



**SIGNATURE FRAGRANCE  
LAUNCH ON DECEMBER 28TH**

**TWO-TIER  
SOLEIL NEIGE COLLECTION  
T53Q60**

**TOP TIER LEFT TO RIGHT**

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

SHADES

**ULTRA SHINE LIP COLOR**

- PEAK GLAMOUR
- ROSE D'HIVER
- FIRESIDE

**EYE COLOR QUAD**

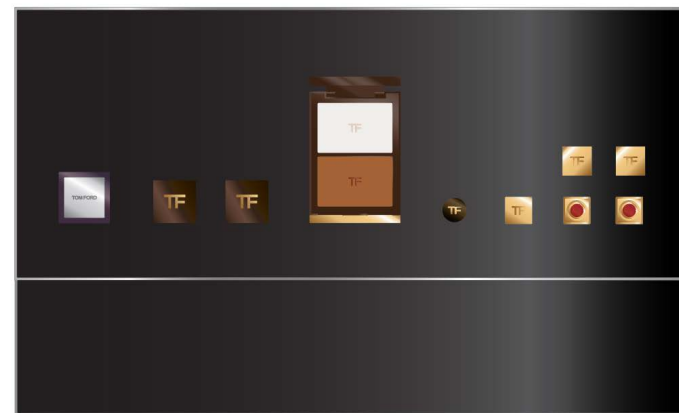
- CHALET MINK

**CREME BLUSH**

- ALPINE BLUSH

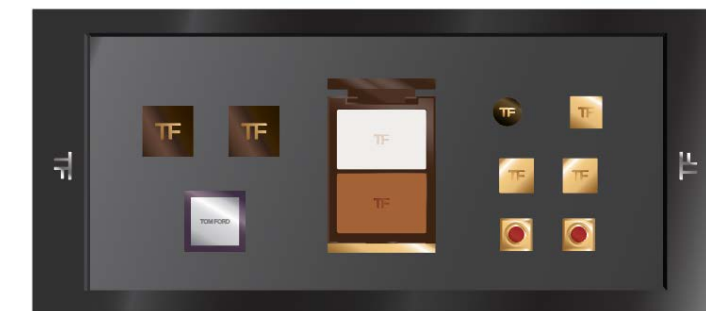
COLOR LAUNCH: RUNWAY LOOK

LIVE DATE : OCTOBER 6TH



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

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



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

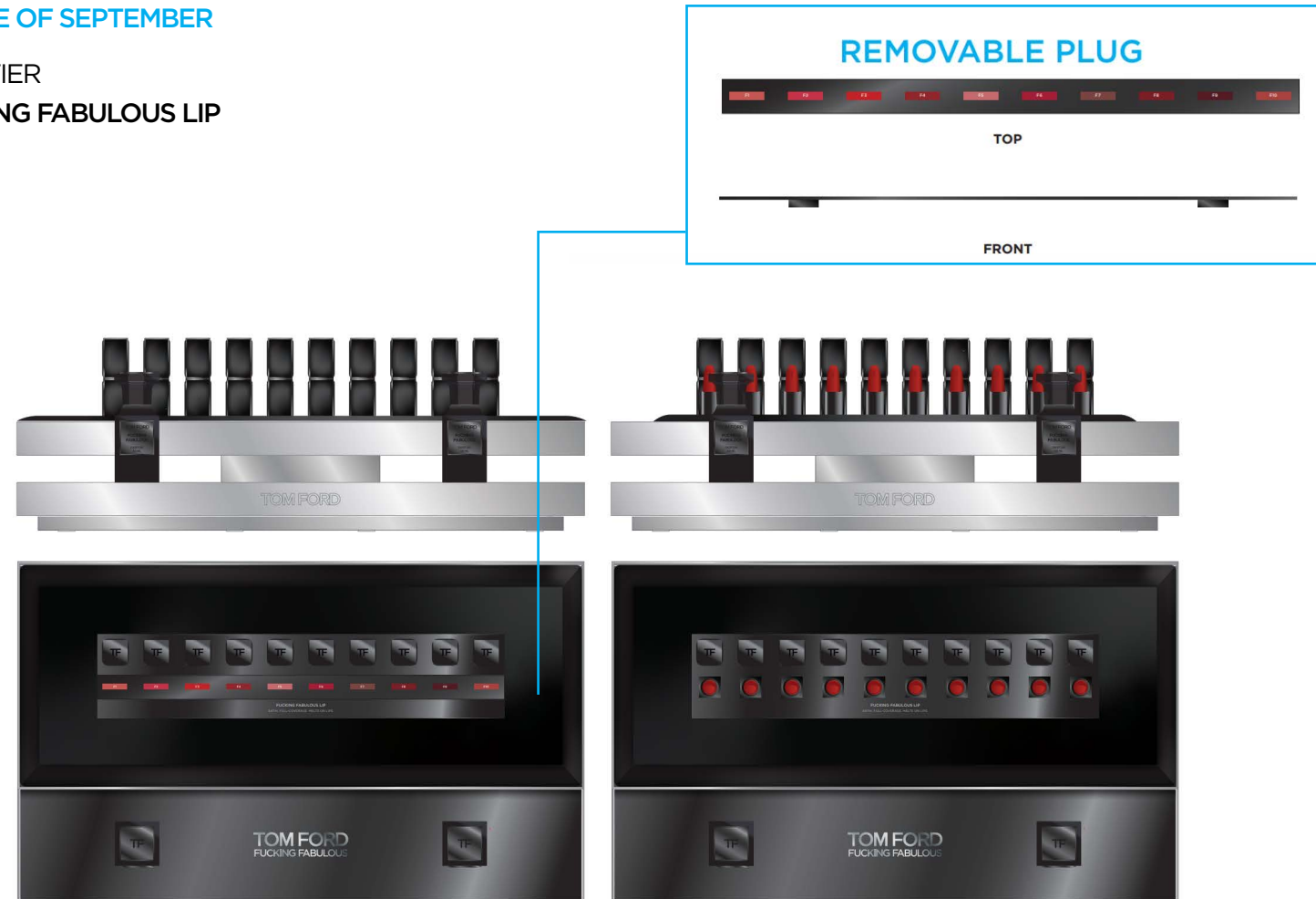
- TOP TIER LEFT TO RIGHT/ TOP TO BOTTOM**
- SHADE AND ILLUMINATE SOFT RADIANCE PRIMER
  - ARCHITECTURE RADIANCE HYDRATING FOUNDATION
  - OUD VOYAGER
  - SHADE AND ILLUMINATE CONTOUR DUO
  - EXTREME MASCARA IN 01 RAVEN
  - GLOSS LUXE IN 01 DISCLOSURE
  - RUNWAY LIP COLOR IN 18 UNZIP
  - LIP COLOR MATTE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

COLOR LAUNCH: FUCKING FABULOUS LIP ALL DOORS | PHASE II

LIVE DATE : OCTOBER 1ST

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

TWO-TIER  
FUCKING FABULOUS LIP



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

FUCKING FABULOUS LIP

10 NEW SHADES

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

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

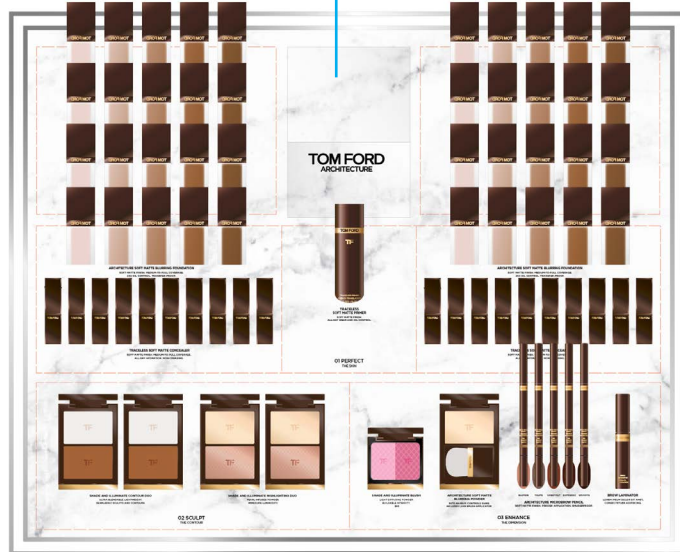


**ALL EASELS OVERVIEW NEW TILING SYSTEM**

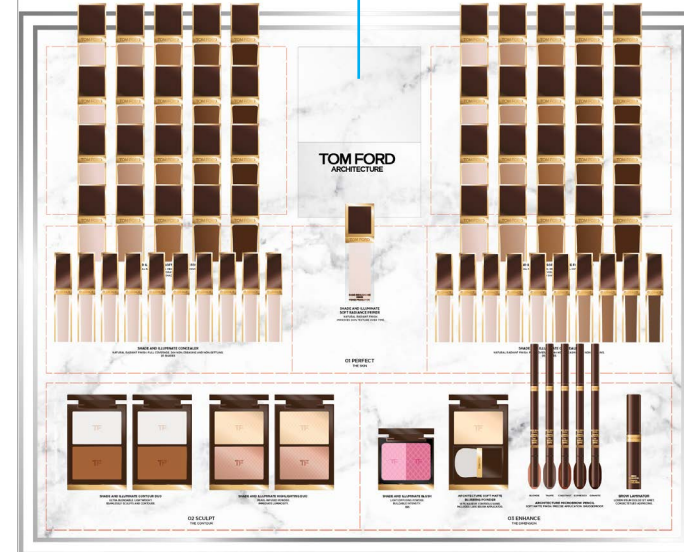
EASELS ARE ALWAYS PLACED IN THE ORDER OF FACE, SOLEIL, LIP AND EYE.

OCD: NOVEMBER

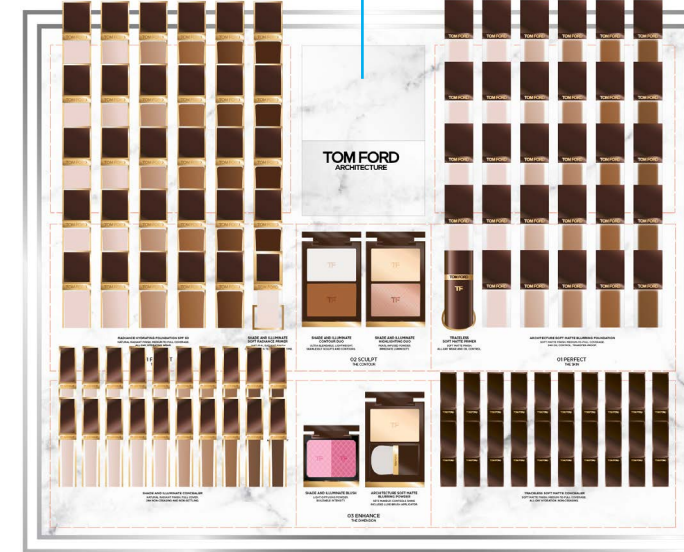
SHIPPING DIRECTLY TO DOOR



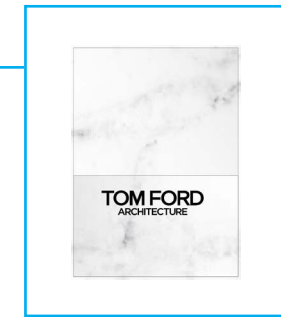
ARCHITECTURE  
SOFT MATTE BLURRING FOUNDATION EASEL ONLY



ARCHITECTURE  
RADIANCE HYDRATION FOUNDATION EASEL ONLY

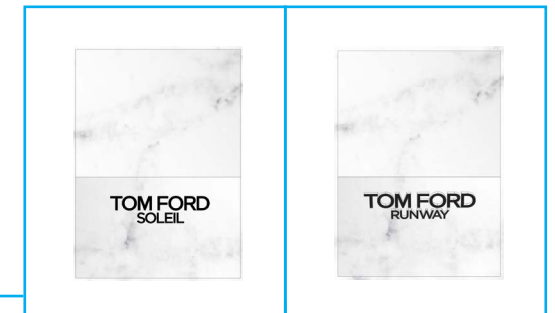


ARCHITECTURE  
SOFT MATTE + SHADE AND ILLUMINATE EASEL



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

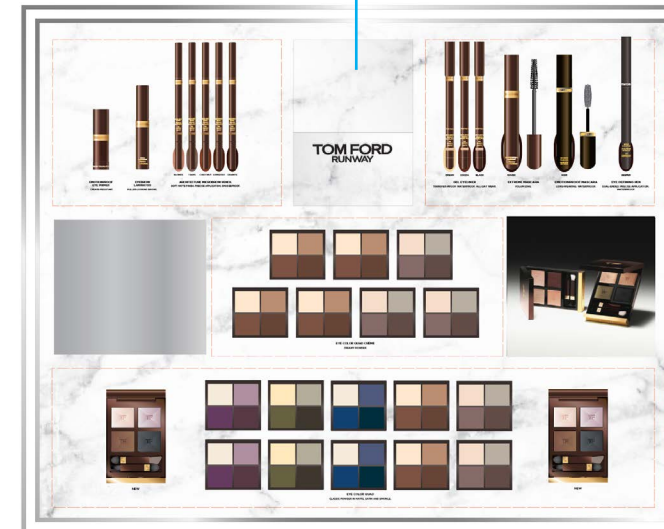
SOLEIL LOGO + RUNWAY LOGO PILLAR  
ALLIANCE - SHIPPING DIRECT TO DOOR  
MANDATORY - NEEDED FOR SOLEIL, LIP AND EYE EASELS



SOLEIL  
EASEL



RUNWAY  
LIP EASEL



RUNWAY  
EYE EASEL

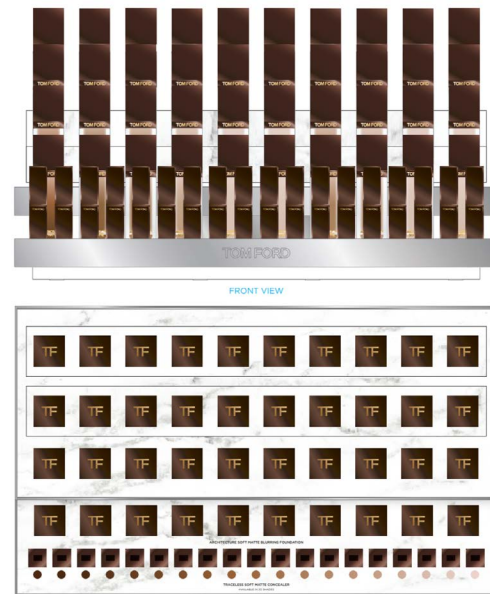


RUNWAY  
EYE + LIP EASEL

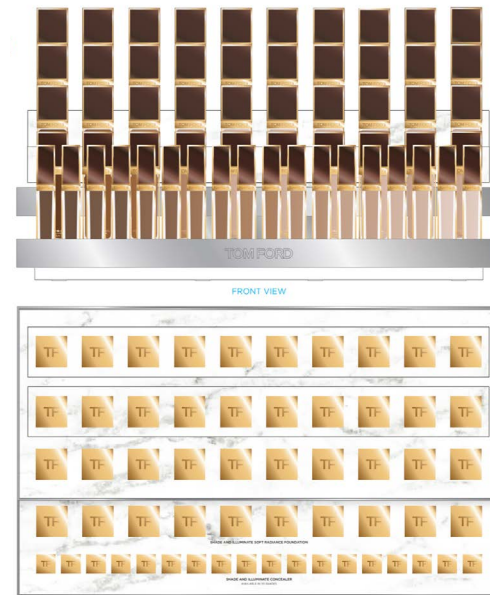
**ALL TWO-TIERS OVERVIEW**

TWO - TIERS ARE ALWAYS PLACED IN THE ORDER OF FACE, SOLEIL, LIP AND EYE.

**NEW INSERTS FOR SOLEIL, LIP AND EYE.**



ARCHITECTURE  
SOFT MATTE BLURRING FOUNDATION ONLY



ARCHITECTURE  
RADIANCE FOUNDATION ONLY



ARCHITECTURE  
FACE REGIMEN REFRESH  
TIAZ60



SOLEIL  
TWO-TIER  
NEW INSERT - SHIPPING DIRECT TO DOOR



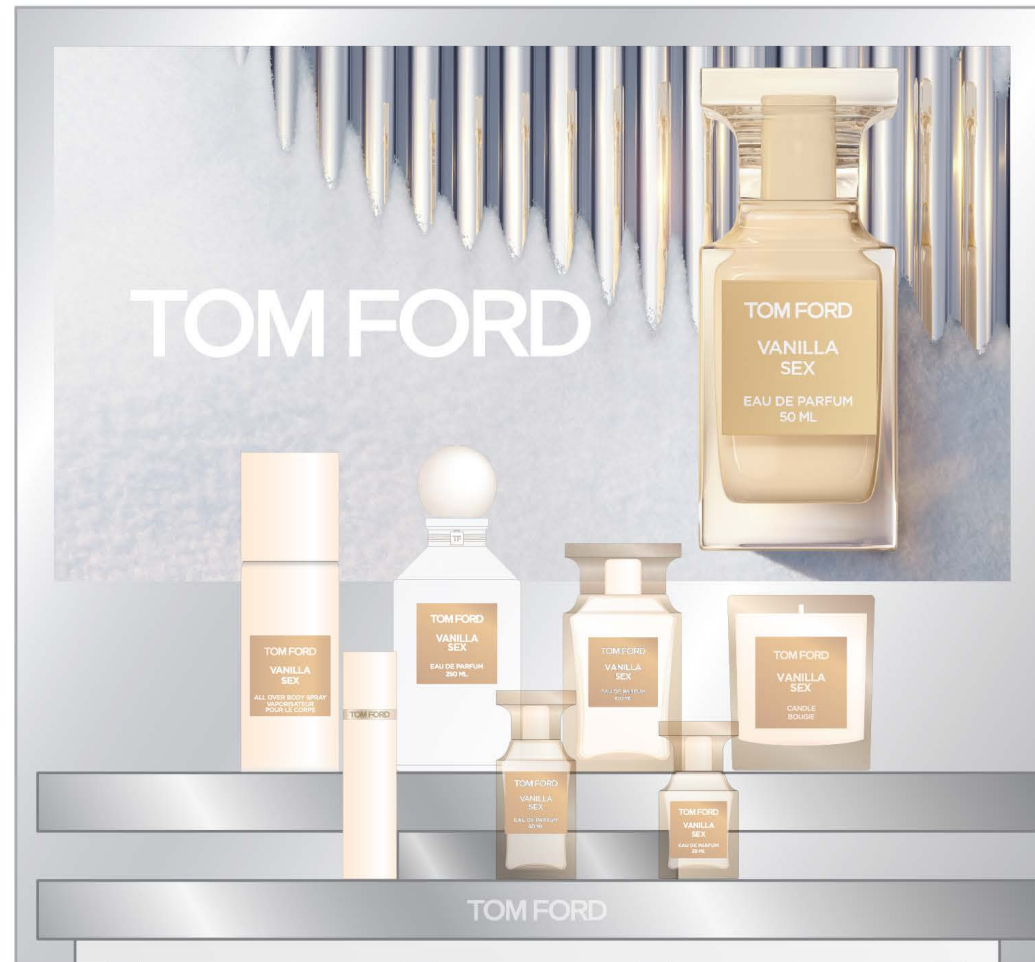
RUNWAY  
LIP TWO-TIER  
NEW INSERT - SHIPPING DIRECT TO DOOR



RUNWAY  
EYE TWO-TIER  
NEW INSERT - SHIPPING DIRECT TO DOOR

**PRIVATE BLEND HERO VANILLA SEX HERO**

**LIVE DATE : DECEMBER 1ST**



**TWO-TIER  
GENERIC MARBLE INSERTS**

**TOP TIER LEFT TO RIGHT**

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

**LOWER TIER LEFT TO RIGHT**

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

**PRIVATE BLEND FRAGRANCE RETAILER CASELINES**

**PRIVATE BLEND ASSORTMENT SEPTEMBER**

CASE ARRANGEMENT

**TOP ROW LEFT TO RIGHT**

- OUD VOYAGER 30ML
- OUD VOYAGER 50ML

**TOP ROW LEFT TO RIGHT**

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

**SECOND ROW LEFT TO RIGHT**

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

**THIRD ROW LEFT TO RIGHT**

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



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

**PRIVATE BLEND FRAGRANCE RETAILER CASELINES NORDSTROM ONLY**

**PRIVATE BLEND ASSORTMENT SEPTEMBER**

CASE ARRANGEMENT

**TOP ROW LEFT TO RIGHT**

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

**TOP ROW LEFT TO RIGHT**

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

**SECOND ROW LEFT TO RIGHT**

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

**THIRD ROW LEFT TO RIGHT**

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



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

SIGNATURE FRAGRANCE TWO-TIERS

TWO-TIER SIGNATURE MASCULINE + FEMININE



USE THIS ASSORTMENT IF 1 TWO-TIER IS AVAILABLE

FRONT ROW LEFT TO RIGHT

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

BACK ROW LEFT TO RIGHT

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

TWO-TIER SIGNATURE MASCULINE ONLY



USE THIS ASSORTMENT IF 2 TWO-TIERS ARE AVAILABLE

FRONT ROW LEFT TO RIGHT

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

BACK ROW LEFT TO RIGHT

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

TWO-TIER SIGNATURE FEMININE ONLY



USE THIS ASSORTMENT IF 2 TWO-TIERS ARE AVAILABLE

FRONT ROW LEFT TO RIGHT

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

BACK ROW LEFT TO RIGHT

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