



# BOBBI BROWN



RETAIL

TESTER UNIT GUIDELINE  
SPRING 23

# INFORMATIONS

# TESTER UNIT

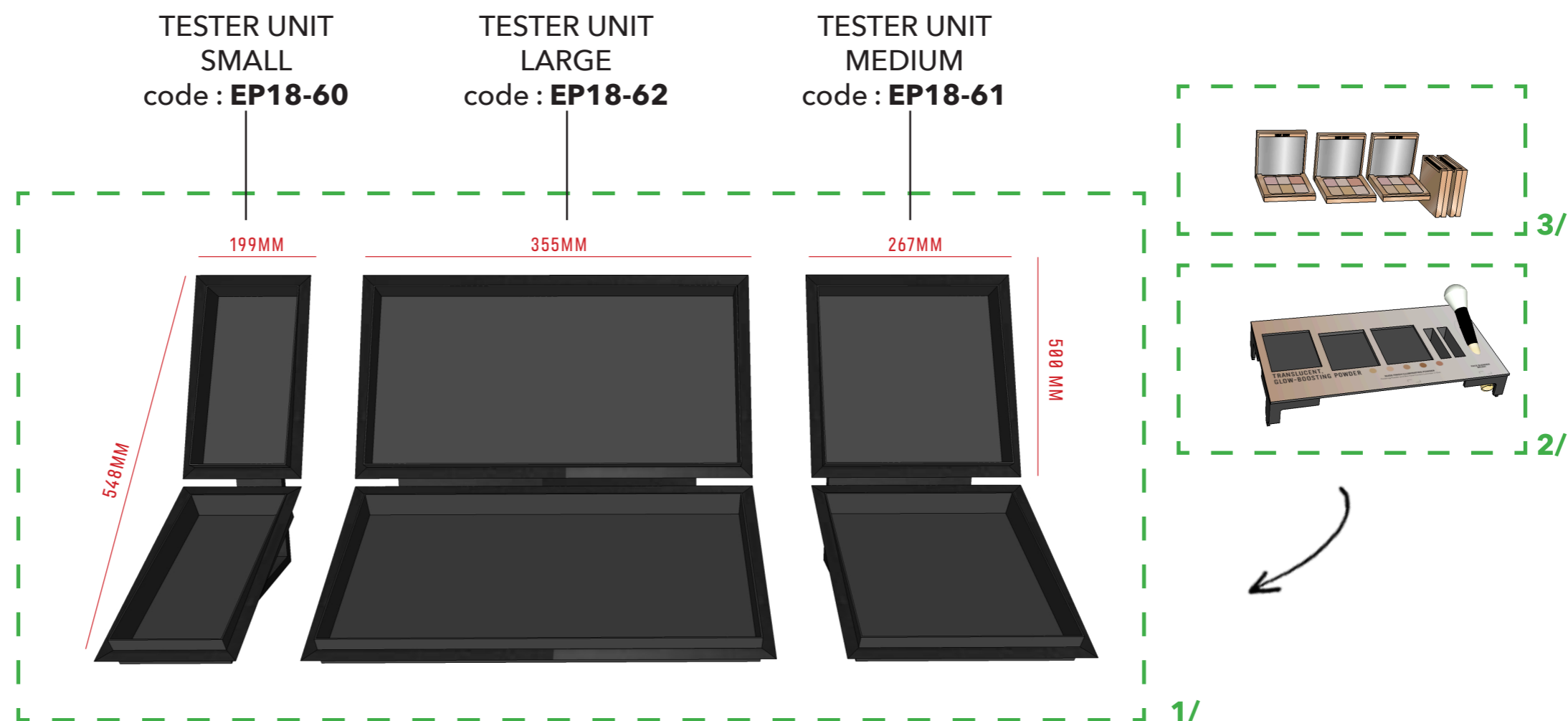
## INFORMATIONS

### INSTALLATION STEPS \* :

- 1/ **TESTER UNIT ASSEMBLY**
- 2/ **TILES INSERTION**
- 3/ **PRODUCTS PLACEMENT**

### TIMING : TIME PER UNIT

PLANO A (FSS) : 9 tester units x 10 min = 1h30 min  
PLANO B (DS) : 6 tester units x 10 min = 1h  
PLANO C (PERF) : 2 tester units x 10 min = 20 min



1 TESTER UNIT composition (not possible to split) = Top + Bottom

\* Time do not included opening boxes

# TESTER UNIT

## INFORMATIONS



### PLANO A

RETAIL TILES (FSS)

#### COMPOSITION - Structures TBC



x2 Tester unit SMALL



x2 tester unit MEDIUM



x1 tester unit LARGE



Sticker best seller  
shade placement

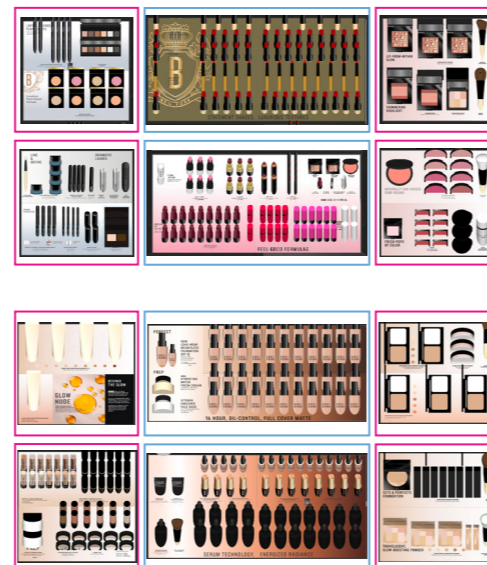
#### COMPOSITION - Structures TBC



x3 tester unit MEDIUM



x1 tester unit LARGE



### PLANO B

RETAIL TILES (DS)

#### COMPOSITION - Structures TBC



x2 tester unit MEDIUM



x1 tester unit LARGE



Sticker best seller  
shade placement

#### COMPOSITION - Structures TBC



x2 tester unit MEDIUM



x1 tester unit LARGE



### PLANO C

RETAIL TILES (PERF)

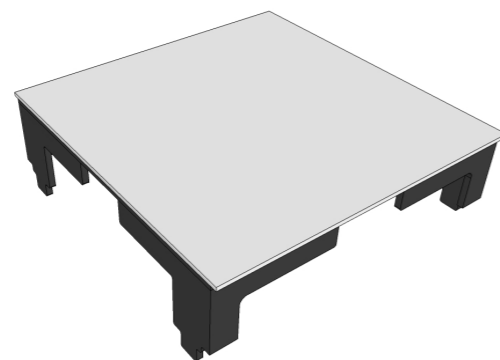
#### COMPOSITION - Structures TBC



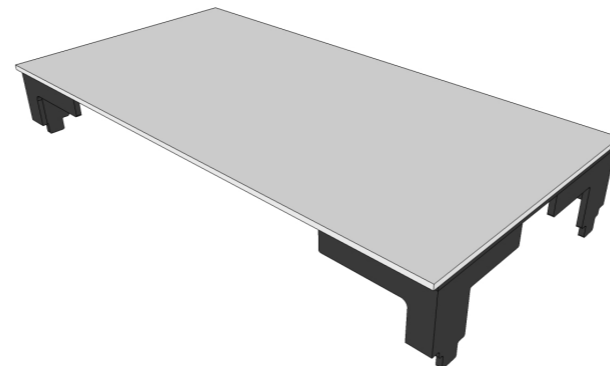
x2 tester unit LARGE

3 TILES FORMAT

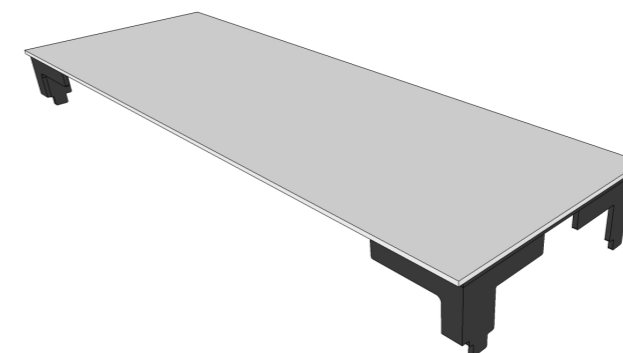
Tiles  
156x156mm



Tiles  
156x312mm  
vertical or horizontal



Tiles  
156x468mm



PRODUCTS  
PLACEMENT



horizontal layout



vertical layout



## EMPLACEMENT PRICES

Use the DYMO MATERIAL to print the prices

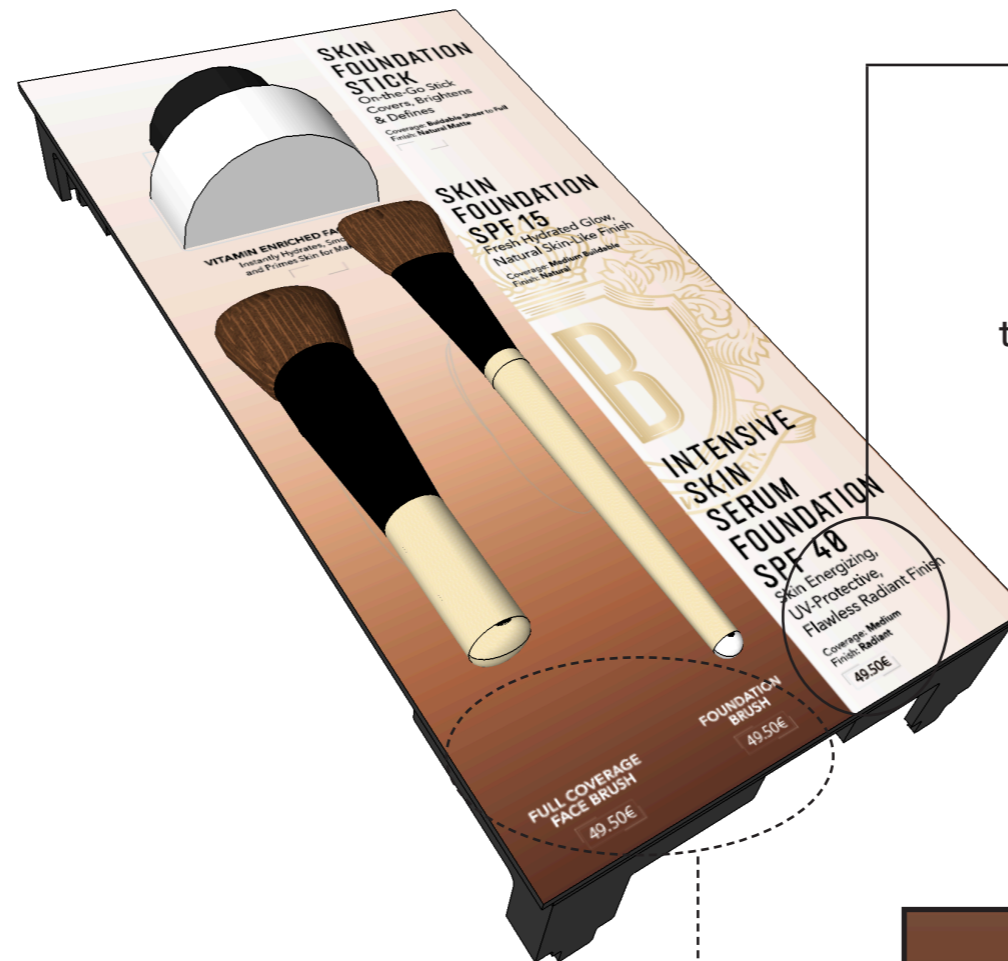
## DYMO MATERIAL :



## TECNHICAL DETAILS :



- Clear paper
- 5mm thickness



Coverage: **Medium**  
Finish: **Radiant**

49.50€

strips prices  
5mm

When the visual background is light please use the **BLACK** color text for the price (like the copy)

FULL COVERAGE  
FACE BRUSH

49.50€

FOUNDATION  
BRUSH

49.50€

strips prices  
5mm

When the visual background is dark please use the **WHITE** color text for the price (like the copy)

## TILES

BEST SHADE STICKER

### STICKER DIRECTIVE

Sticker asset on One Drive

ALL TEXTS CAN BE TRANSLATED

STICKER OPTION  
COUNTRY / CITY / STORE



Sticker size:  
30mm/12mm



To place under or next to the best  
seller shade product of each tile on  
the COLOR assortment.  
Plano A & B

**SPRING 23 PLANOGRAMS**

in EMEA regions

just only 3 assortments

A - B - C

**NO LOCAL ADAPTATION ALLOWED**

## PLANO A (FSS)

### HOW TO SPLIT THE PLANOGRAM IF YOU DON'T HAVE ENOUGH SPACE

Color assortment

Face assortment



**1**  
EYE

**2**  
LIPS

**3**  
GLOW



**4**  
PREP and CONCEAL

**5**  
FOUNDATION

**6**  
SET and POWDER

#### SPLIT OF THE COLOR ASSORTMENT

- Option 1 : Full assortment
- Option 2 : Split between part 1, 2 and 3

#### SPLIT OF THE FACE ASSORTMENT

- Option 1 : Full assortment
- Option 2 : Dissociate part 6
- Option 3 : Dissociate part 4 and 6

TILES UPDATE:

COLOR:

-NEW TILE EYE SHADOW: H6T860  
(DISCO: EX4260)

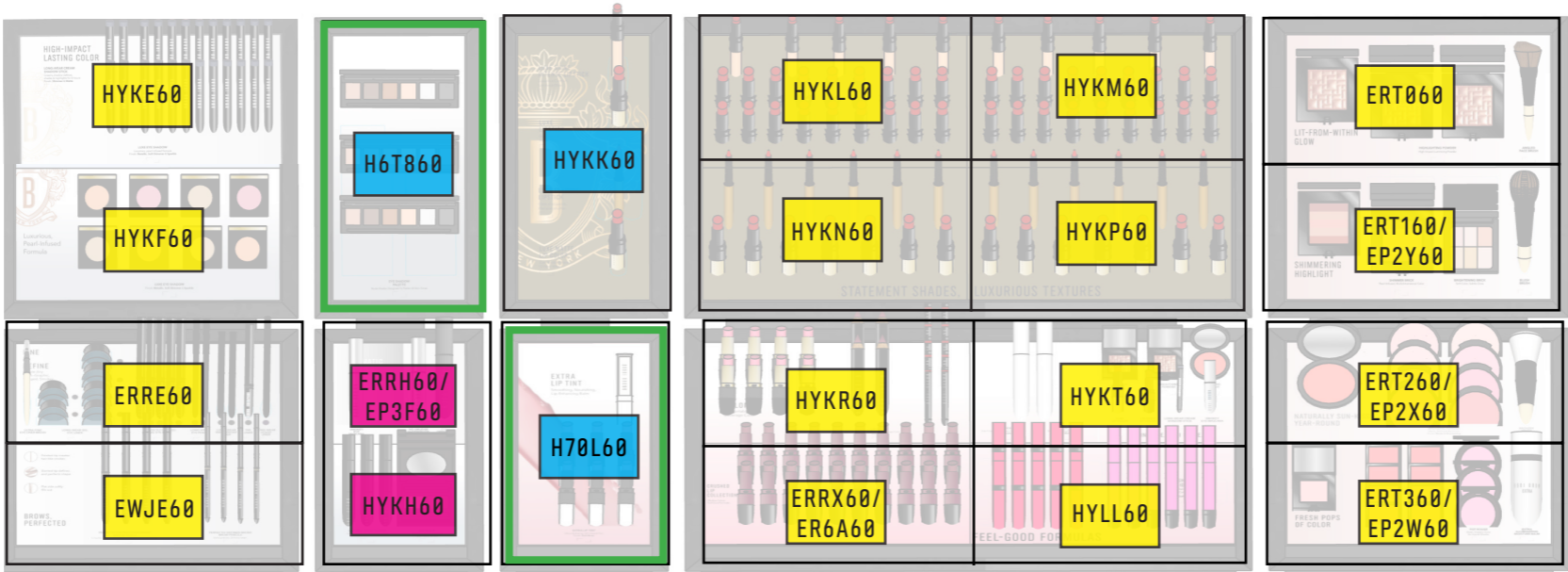
- NEW TILE EXTRA LIP TINT: H70L60  
(DISCO: EX4160)

FACE:

-NEW PLUG INSERT: H70160  
(ON THE EX4560)

- VISUAL STICKER: HYJK60/  
ERR660/EP3R60

Color tester Unit

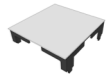


PLANO A

RETAIL TILES (FSS)

x21 TILES :

X2 P156XL156MM



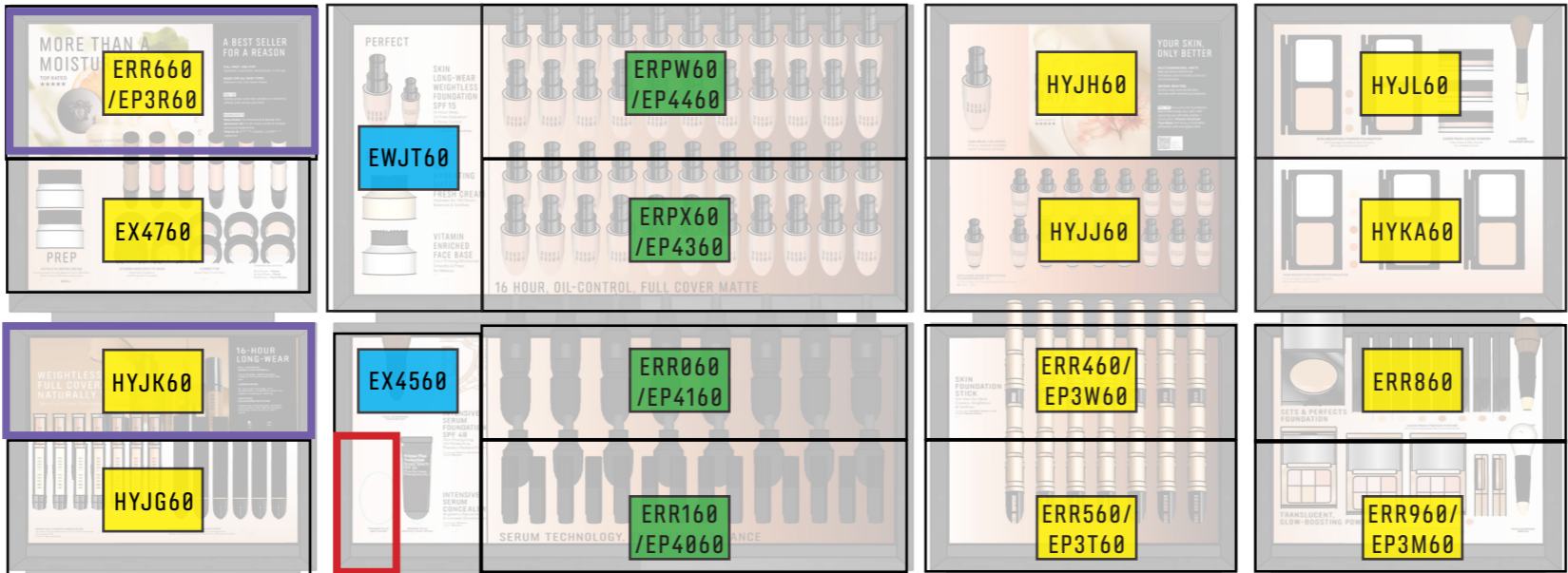
X16 P156XL312MM



X3 P312XL156MM



Face tester Unit



x18 TILES :

X12 P156XL312MM



X4 P156XL468MM



X2 P312XL156MM



Visual sticker



Plug insert



New Tiles Spring 23

PLANO B (DS)

HOW TO SPLIT THE PLANOGRAM IF YOU DON'T HAVE ENOUGH SPACE

Color assortment

Face assortment



1  
EYE

2  
LIPS



3  
PREP and CONCEAL

4  
FOUNDATION

5  
GLOW

SPLIT OF THE COLOR ASSORTMENT

- Option 1 : Full assortment
- Option 2 : Split between part 1, 2

SPLIT OF THE FACE ASSORTMENT

- Option 1 : Full assortment
- Option 2 : Dissociate part 5

TILES UPDATE:

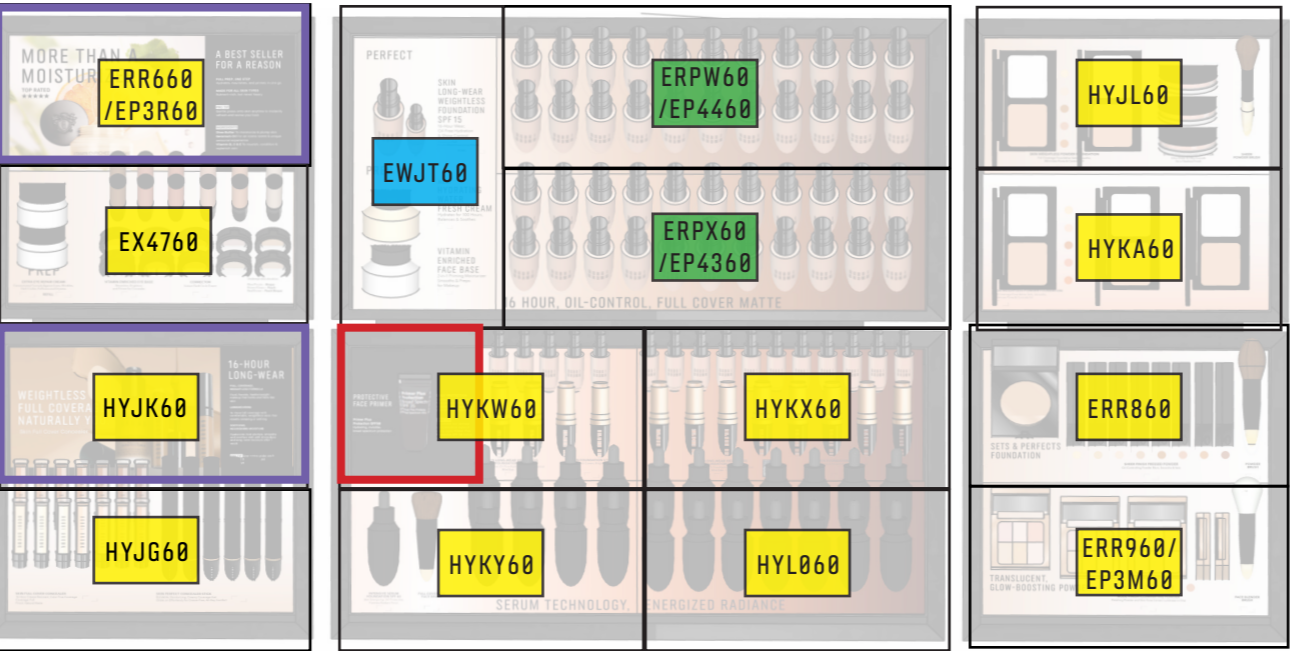
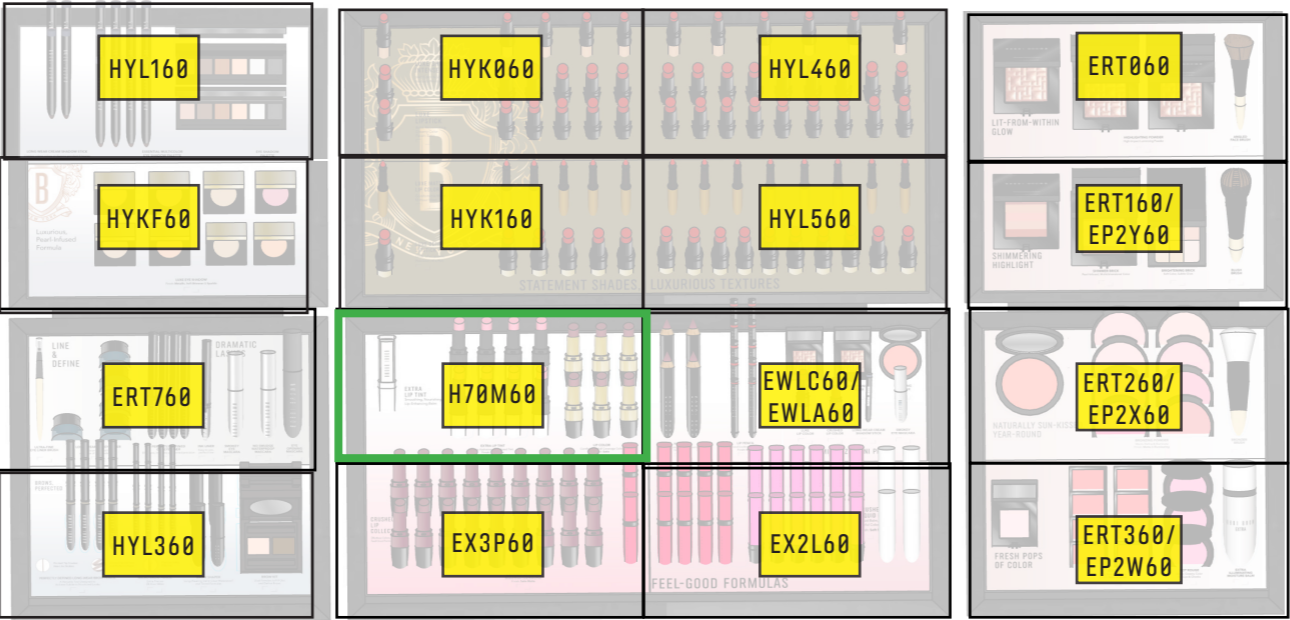
COLOR:

-NEW TILE EXTRA LIP TINT & LIP COLOR:  
H70M60 (DISCO EX3R60)

FACE:

-NEW PLUG INSERT: H70260  
(ON THE HYKW60)


- VISUAL STICKER: HYJK60/  
ERR660/EP3R60



PLANO B


RETAIL TILES (DS)

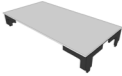
x16 TILES :

X16  P156XL312MM



x15 TILES :

X12  P156XL312MM



X2  P156XL468MM



X1  P312XL156MM



Visual sticker



Plug insert



New Tiles Spring 23

Color tester Unit

Face tester Unit

PLANO C (PERF)

HOW TO SPLIT THE PLANOGRAM IF YOU DON'T HAVE ENOUGH SPACE

Color assortment



1  
COLOR

Face assortment



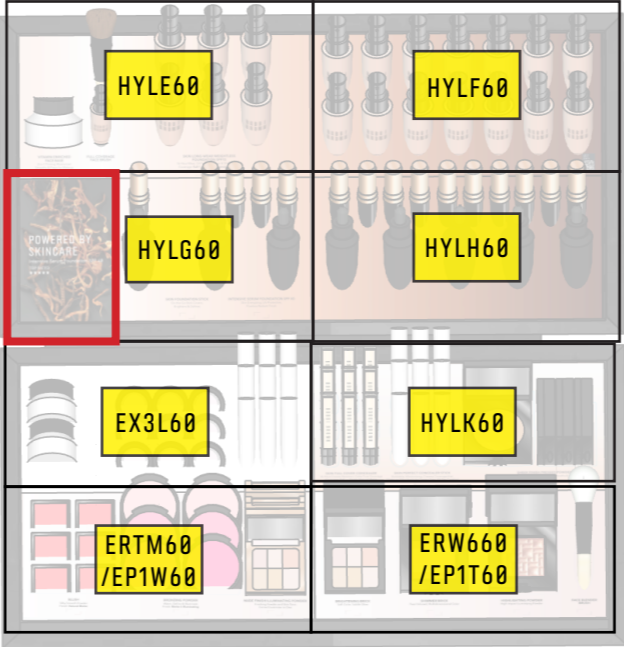
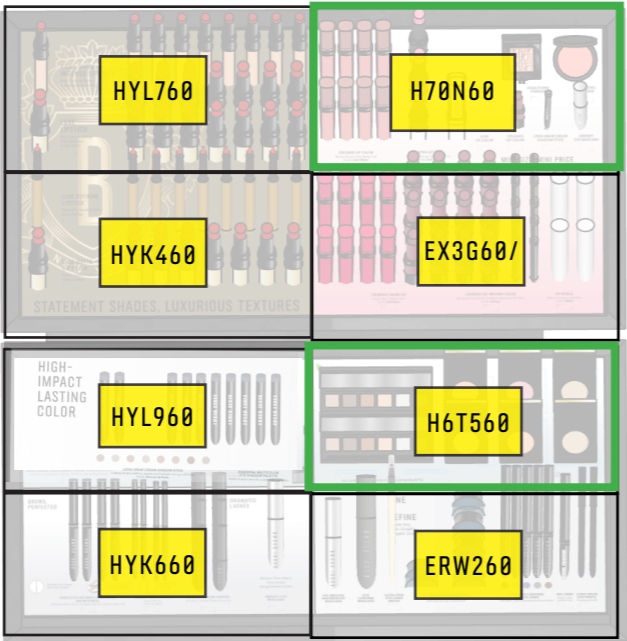
1  
FACE

TILES UPDATE:

COLOR:  
-NEW TILE LIPS/MINIS: H70N60  
(DISCO EX3H60 /HYL860)  
  
-NEW TILE LWCSS: H6T660  
(DISCO: HYL960)

FACE:  
-PLUG INSERT: H70360 (ON THE HYL660)

Color tester Unit  
&  
face tester Unit



PLANO C

RETAIL TILES (PERF)

x16 TILES :

X16

P156XL312MM

Plug insert

New Tiles Spring 23



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STORE DESIGNER  
EMEA

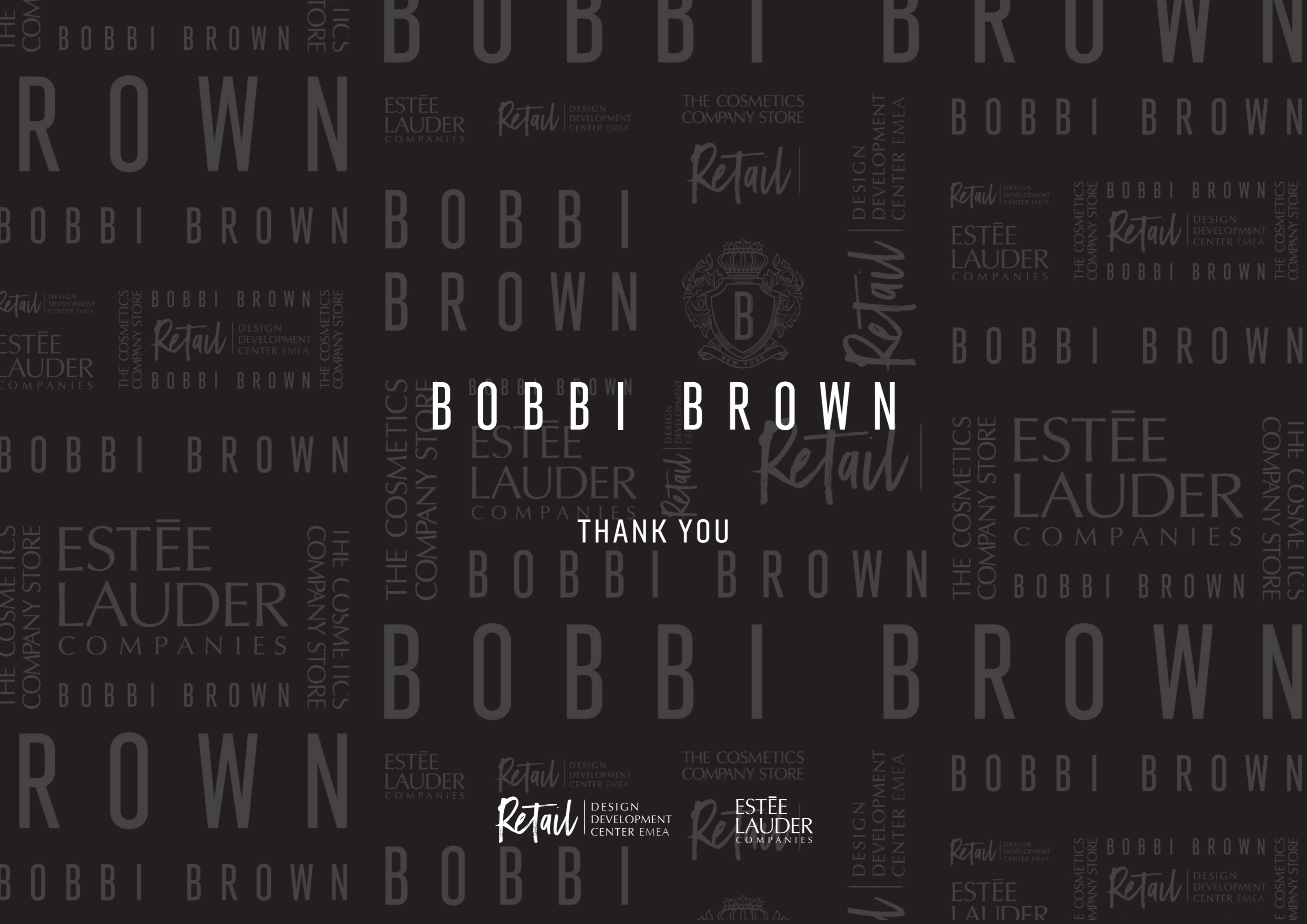
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BOBBI BROWN

THANK YOU