

BOBBI BROWN

RETAIL

TESTER UNIT GUIDELINE

FALL 22

IN STORE VISUALISATION

CONSUMER JOURNEY



FALL 22 DOOR L WITH PLANO A

VM PRIORITIES TO CHECK

PERMANENT VISIBILITY OF THE 3 SUPER HEROES

1- Vitamin Enriched Face Base
2- Long Wear Cream Shadow Stick
3-Skin Long-Wear Weightless Foundation

FY23 STORE TAKE OVER

AUGUST – SEPTEMBER
SEPTEMBER – OCTOBER
NOVEMBER – DECEMBER
FEBRUARY – MARCH
Q4

→ Vitamin Enriched Face Base
→ Long Wear Cream Shadow Stick
→ Holiday
→ Vitamin Enriched Face Base
→ Long Wear Cream Shadow Stick



LARGE STORE – JULY 2022

ATTRACT

- 1

MODEL VISUAL IN THE MAIN TRAFFIC

July : Long Wear Cream Shadow Stick. Oct/Nov : Holiday. January : Extra lip tint April: LWCST
- 2

NEWNESS MAIN FOCUS : 5* LAUNCH

Permanent: highlight of the Vitamin Enriched Face Base
Launch: July - Long Wear Cream Shadow Stick. Oct/Nov- Holiday. January - Vitamin Enriched Face Base. May - Long Wear Cream Shadow Stick
- 3

COLOR AREA : VISUAL + LINE UP

Lightbox : July - Long Wear Cream Shadow Stick. Oct/Nov : Holiday. January - Extra lip tint
VM units : full of products. QR code to VTO on Long Wear Cream Shadow Stick. Highlight of best seller shades
- 4

FACE AREA : VISUAL + LINE UP

Lightbox : July – Complexion. September - Concealer including Vitamin Enriched Face Base
VM units: full of products. QR code to VTO on Skin Long-Wear Weightless Foundation
- 5

SKINCARE AREA : VISUAL + LINE UP

Lightbox : Vitamin Enriched Face Base
VM units : Main focus on Vitamin Enriched Face Base . Secondary focus on Extra lip tint & Soothing Cleansing oil
- 6

MINIS

Double placement : in the main traffic & at the cashdesk
- 7

SECONDARY LAUNCHES, TRENDS & SETS

Launch: July-Natural Brow Shaper, August-Skin Full Cover Concealer. September -Luxe Lip Color. January-Extra Lip Tint. February-Valentine.
Permanent : Sets & Bridal
- 8

ARTISTRY & SERVICE

MU station or BB studio with beauty service communication and a Focus on Brows
Dramming area : Vitamin Enriched Face Base & Skin Long-Wear Weightless Foundation
- 9

GIFTING

Highlighting of the personalization options
- 10

BEST SELLERS

Including ingredients communication
The first 3 are always : 1/ Vitamin Enriched Face Base , 2/ Long Wear Cream Shadow Stick and 3/ Skin Long-Wear Weightless Foundation

ENGAGE

FALL 22 DOOR M WITH PLANO B

VM PRIORITIES TO CHECK

PERMANENT VISIBILITY OF THE 3 SUPER HEROES

1- Vitamin Enriched Face Base
2- Long Wear Cream Shadow Stick
3-Skin Long-Wear Weightless Foundation

FY23 STORE TAKE OVER

AUGUST – SEPTEMBER

SEPTMBER – OCTOBER

NOVEMBER – DECEMBER

FEBRUARY – MARCH

Q4

→ Vitamin Enriched Face Base

→ Long Wear Cream Shadow Stick

→ Holiday

→ Vitamin Enriched Face Base

→ Long Wear Cream Shadow Stick



MEDIUM STORE – JULY 2022

ATTRACT

- 1

MODEL VISUAL IN THE MAIN TRAFFIC

July : Long Wear Cream Shadow Stick. Oct/Nov : Holiday. January : Extra lip tint April: LWCST
- 2

NEWNESS MAIN FOCUS : 5* LAUNCH

Permanent: highlight of the Vitamin Enriched Face Base
Launch: July - Long Wear Cream Shadow Stick. Oct/Nov- Holiday. January - Vitamin Enriched Face Base. May - Long Wear Cream Shadow Stick
- 3

COLOR AREA : VISUAL + LINE UP

Lightbox : July - Long Wear Cream Shadow Stick. Oct/Nov : Holiday. January - Extra lip tint
VM units : full of products. QR code to VTO on Long Wear Cream Shadow Stick. Highlight of best seller shades

ENGAGE

- 4

FACE AREA : VISUAL + LINE UP

Lightbox : July – Complexion. September - Concealer including Vitamin Enriched Face Base
VM units: full of products. QR code to VTO on Skin Long-Wear Weightless Foundation
- 5

SKINCARE AREA : VISUAL + LINE UP

Lightbox : Vitamin Enriched Face Base
VM units : Main focus on Vitamin Enriched Face Base . Secondary focus on Extra lip tint & Soothing Cleansing oil
- 6

MINIS

Double placement : in the main traffic & at the cashdesk
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SECONDARY LAUNCHES, TRENDS & SETS

Launch: July-Natural Brow Shaper, August-Skin Full Cover Concealer. September -Luxe Lip Color. January-Extra Lip Tint. February-Valentine.
Permanent : Sets & Bridal
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ARTISTRY & SERVICE

MU station or BB studio with beauty service communication and a Focus on Brows
Dramming area : Vitamin Enriched Face Base & Skin Long-Wear Weightless Foundation
- 9

GIFTING

Highlighting of the personalization options

FALL 22 DOOR S WITH PLANO C

VM PRIORITIES TO CHECK

PERMANENT VISIBILITY OF THE 3 SUPER HEROES

- 1- Vitamin Enriched Face Base
- 2- Long Wear Cream Shadow Stick
- 3-Skin Long-Wear Weightless Foundation

FY23 STORE TAKE OVER

AUGUST – SEPTEMBER	→	Vitamin Enriched Face Base
SEPTEMBER – OCTOBER	→	Long Wear Cream Shadow Stick
NOVEMBER – DECEMBER	→	Holiday
FEBRUARY – MARCH	→	Vitamin Enriched Face Base
Q4	→	Long Wear Cream Shadow Stick



SMALL STORE – JULY 2022

ATTRACT

1

2

NEWNESS MAIN FOCUS : 5* LAUNCH

Permanent: highlight of the Vitamin Enriched Face Base
Launch: July - Long Wear Cream Shadow Stick. Oct/Nov- Holiday. January - Vitamin Enriched Face Base. May - Long Wear Cream Shadow Stick

3

COLOR AREA : VISUAL + LINE UP

Lightbox : July - Long Wear Cream Shadow Stick. Oct/Nov : Holiday. January - Extra lip tint
VM units : full of products. QR code to VTO on Long Wear Cream Shadow Stick. Highlight of best seller shades

4

5

SKINCARE AREA : VISUAL + LINE UP

Lightbox : Vitamin Enriched Face Base
VM units : Main focus on Vitamin Enriched Face Base . Secondary focus on Extra lip tint & Soothing Cleansing oil

6

MINIS

Double placement : in the main traffic & at the cashdesk

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SECONDARY LAUNCHES, TRENDS & SETS

Launch: July-Natural Brow Shaper, August-Skin Full Cover Concealer. September -Luxe Lip Color. January-Extra Lip Tint. February-Valentine.
Permanent : Sets & Bridal

8

ARTISTRY & SERVICE

MU station or BB studio with beauty service communication and a Focus on Brows
Dramming area : Vitamin Enriched Face Base & Skin Long-Wear Weightless Foundation

ENGAGE

INFORMATIONS

TESTER UNIT

INFORMATIONS

INSTALLATION STEPS * :

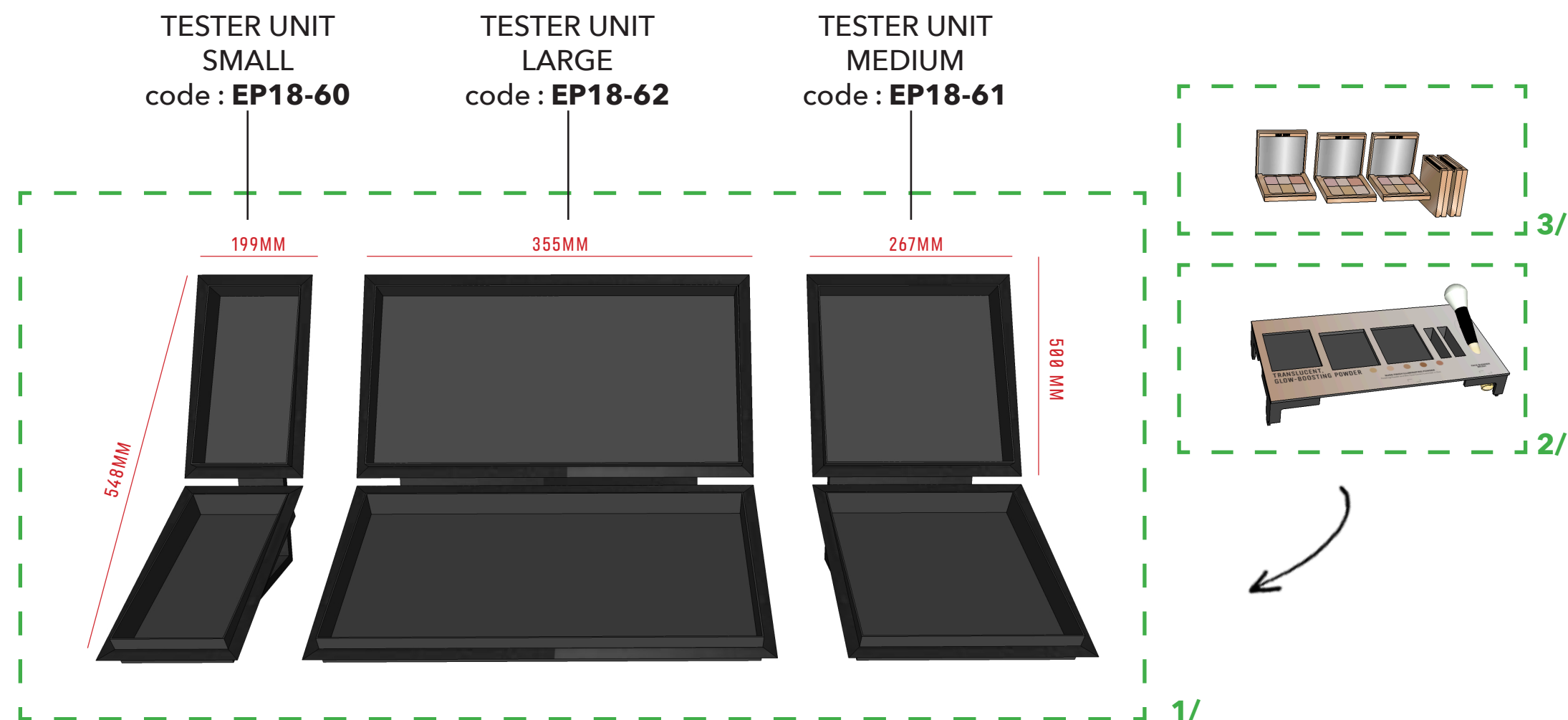
- 1/ **TESTER UNIT ASSEMBLY**
- 2/ **TILES INSERTION**
- 3/ **PRODUCTS PLACEMENT**

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



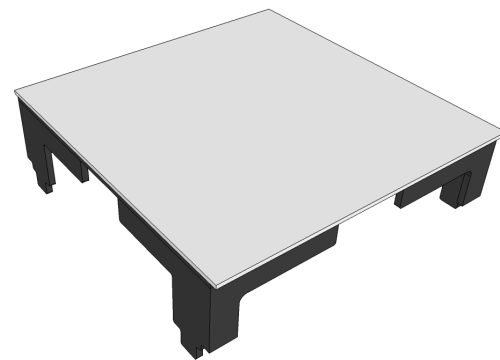
1 TESTER UNIT composition (not possible to split) = Top + Bottom

* Time do not included opening boxes

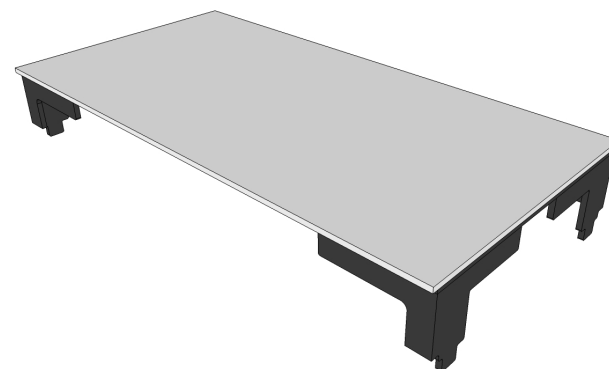
BOBBI BROWN

3 TILES FORMAT

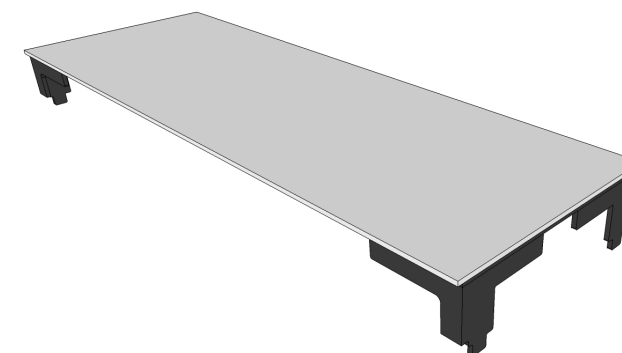
Tiles
156x156mm



Tiles
156x312mm
vertical or horizontal



Tiles
156x468mm



PRODUCTS
PLACEMENT



horizontal layout



vertical layout



EMPLACEMENT PRICES

Use the DYMO MATERIAL to print the prices

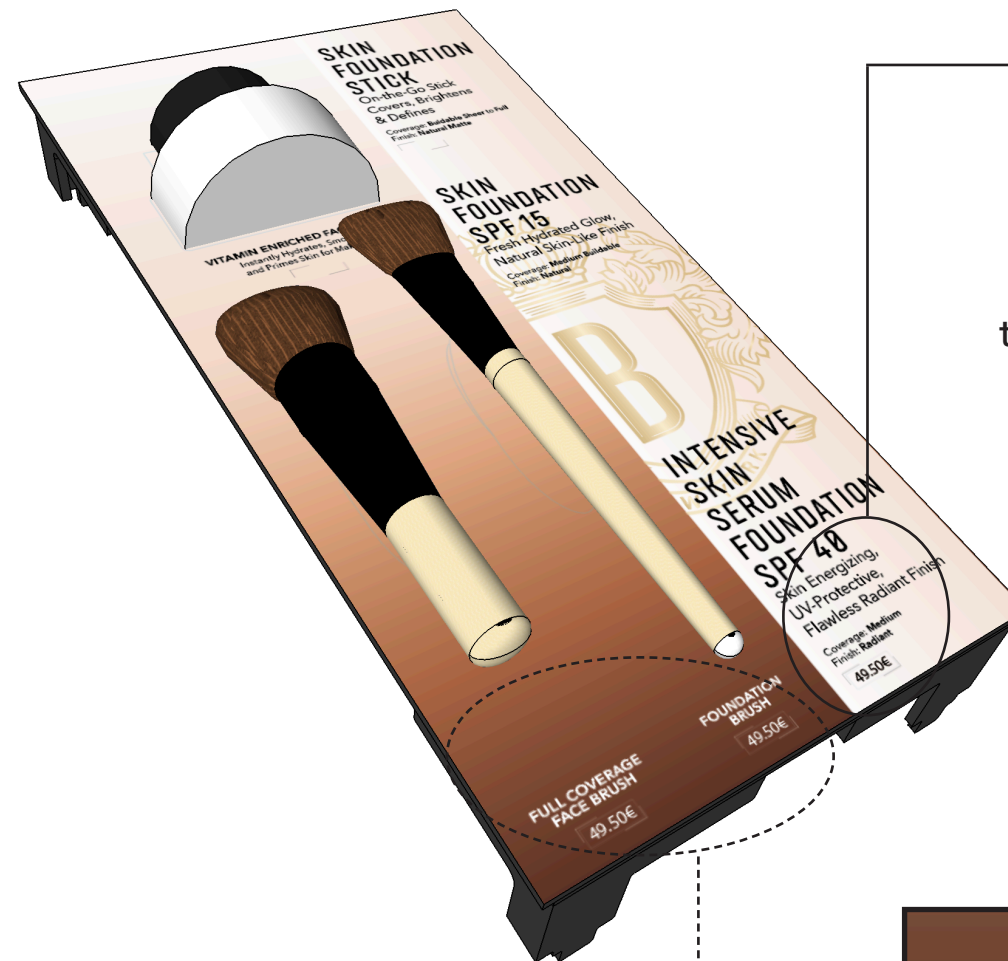
DYMO MATERIAL :



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



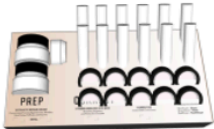









Sticker size:
30mm/12mm



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

FALL 22 LISTING RETAIL TILES







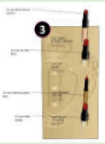
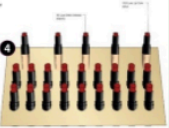
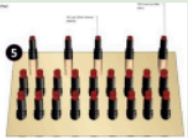

TILES - LIST

													ASSORTMENT			Languages
													513	426	262	
CODE BB2003 BB2103	CODE BB2108	CODE BB2115	CODE BB2201	CODE BB2204	CODE BB2301	FPO VIZUALISATION	LAUNCHING PROGRAM	PRODUCTS	FACTICES	DIMENSIONS	UNIT UPPER PART	UNIT LOWER PART	PLANO A	PLANO B	PLANO C	
				EX4760****	HYJF600001			1 x Extra Repair Eye Cream : EP7P (new pack + refill) 1 x Vitamin Enriched Eye Base: EL1901 (E65Y01) 10 x Corrector : E6XW01 (Pack Tester) 12 x SKIN CORRECTOR STICK (EPXL)	na	P156 x L312mm		UP	1	1		
					HYJG600001		BB2301	14 x Instant Full Cover Concealer : ETCR 18 x SKIN PERFECT CONCEALER STICK (ERFJ)	na	P156 x L312mm		UP	1	1		7
ER6E60****	ERPT600001		EWJT600001				BB2201	1 x Skin Long-Wear Weightless Foundation : EGXR17 1 x SLWWF 15 ML : ERE0 1 x Vitamin Enriched Face Base: E1LM01 (E65Y01) 1 x Hydrating Water Fresh Cream 50 ml : EMNE-01	na	P312 x L156mm	UP		1	1		
EP4460****	ERPW600001						BB2003	22 x Skin Long-Wear Weightless Foundation : EGXR17	na	P156 x L468mm	UP		1	1		
EP4360****	ERPX600001						BB2003	22 x Skin Long-Wear Weightless Foundation : EGXR17	na	P156 x L468mm	BOTTOM		1	1		
				EX4560****				1 x Primer Plus Mattifier : EHLL01 1 x Primer Plus Protection EKLТ	1 x Full Coverage Face Brush : E96N01	P312 x L156mm		UP	1			
EP4160****	ERRO600001						BB2003	16 X Intensive Skin Serum Foundation : EME7	na	P156 x L468mm		UP	1			
EP4060****	ERR1600001						BB2003	8 X Intensive Skin Serum Foundation : EME7 14 x Intensive Skin Serum Concealer : ECL901	na	P156 x L468mm		BOTTOM	1			
EP3Y60****	ERR2600001						BB2003	21 x Skin Foundation Stick : EA6C01	na	P156 x L312mm		UP	1			
EP3X60****	ERR3600001						BB2003	21 x Skin Foundation Stick : EA6C01	na	P156 x L312mm		BOTTOM	1			

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					HYJH600001		BB2301	1x Skin Long-Wear Weightless Foundation : EGXR17	na	P156 x L312mm	UP		1			7
					HYJJ600001		BB2301	17 x SLWWF 15 ML : ERE0 INGREDIENT COM SLWWF	na	P156 x L312mm	BOTTOM		1			7
EP3R60****	ERR6600001						BB2003	9 x Nude Finish Tinted Moisturzier : EFGC01	na	P156 x L312mm	UP		1	1	0	
					HYJK600001		BB2301	1 x Nude Finish Tinted Moisturzier : EFGC01 + VISUAL	na	P156 x L312mm	BOTTOM		1	1	0	7
					HYJL600001		BB2301	3 x Sheer Finish Loose Powder : ENPW 2 x Skin Weightless Powder Foundation : EATA01	1 x Sheer Powder Brush : E96M01	P156 x L312mm	UP		1	1		7
					HYKA600001		BB2301	3 x Skin Weightless Powder Foundation : EATA01	NA	P156 x L312mm	BOTTOM		1	1		7
	ERR860****						BB2108	9 x Sheer Finish Pressed Powder : ENPT	1 x Powder Brush : E55501	P156 x L312mm		UP	1	1		
	ERR960****						BB2003	5 x Nude Finish Illuminating Powder : EELP01		P156 x L312mm		BOTTOM	1	1		
					HYKE600001		BB2301	24 x Long-Wear Cream Shadow Stick : E96E01	na	P156 x L312mm	UP		1			7
					HYKF600001		BB2301	8 x Luxe Eye Shadow : EJ0P01	na	P156 x L312mm	BOTTOM		1	1		7

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	ERRE60****						BB2108	5 x Long-Wear Gel Eyeliner : E0KK01 4 X Perfectly Defined Gel Eyeliner : EATK01 2 X Long-Wear Eye Pencil : E81101 2 x Long-Wear Waterproof Liner : EGG401 1 x Ink Liner : E9T501	1 XUltra Fine Eye Liner Brush : E55N01	P156 x L312mm		UP	1			
			EWJE600001				BB2201	8 x Perfectly Defined Long-Wear Brow Pencil : ECNF01 8 x Perfectly Defined Micro Brow Pencils : ENJN	NA	P156 x L312mm		BOTTOM	1			
				EX4260****	HYKG600001			3 x New Nudes Palettes - ENWF/ ENWG/ ENWH	na	P156 x L312mm	UP		1			
EP3F60****	ERRH60001						BB2003	1 x No Smudge Waterproof Mascara : E9GP01 1 x Smokey Eye Mascara : E9TN01 1 x Eye Opening Mascara : EETT01	na	P156 x L156mm		UP	1			
					HYKH600001		BB2301	6 x Brow shaper : ETPY 3 x Brow kit :EM6X	na	P156 x L156mm		BOTTOM	1			7
				EX4160****				6 x Extra Lip Tint : EER901 1x EXTRA LIP SERUM (ET4K)	na	P156 x L312mm		UP	1			
					HYKK600001		BB2301	1 x Luxe Lip Color : ER12 1 x Luxe Matte : EHJA01 1 x Luxe shine : EM4701 1 X Luxe Defining Lipstick – ENJ1	na	P156 x L312mm	UP		1			7
					HYKL600001		BB2301	5 x Luxe shine intense : EM4701 18 x Luxe Lip Color : ER12	na	P156 x L312mm	UP		1			0
					HYKM600001		BB2301	5 x Luxe shine intense : EM4701 18 x Luxe Lip Color : ER12	na	P156 x L312mm	UP		1			0
					HYKN600001		BB2301	6 x Luxe Defining Lipstick – ENJ1 7 x Luxe Matte : EHJA01	na	P156 x L312mm	BOTTOM		1			0


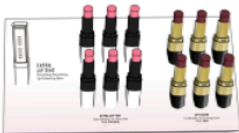


TILES - LIST

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					HYKP600001		BB2301	6 x Luxe Defining Lipstick – ENJ1 7 x Luxe Matte : EHJA0	na	P156 x L312mm	BOTTOM		1			0
				EX4060****	HYKR600001			8 x Lip Color : E10001 4 x Art Stick : EA5T 10 x lip pencil: EC9101	na	P156 x L312mm		UP	1			
				EX3Y60****	HYKT600001			4x CRUSHED LIP & CHEEK (ET90) 1 x Mini highlighting powder : EPH2 -01 1x Mini Shimmer brick : EPH1-01 // DISCO 1 x Mini Smokey Eye Mascara : ERLE-01 et ERYL-01 1 x Mini Crushed : ERLC, ERLA , ERYM, ETF4-04 1x Mini Luxe : ETF5-18 CN // DISCO 1 x Mini LW Cream Shadow Stick : ETF2-04 et ETF2-09 1 x mini Bronzing powder : ERLN-01	na	P156 x L312mm		up	1			
ER6A60****	ERRX60001						BB2103	20 x Crushed lip color : EH2101	na	P156 x L312mm		BOTTOM	1			
				EX3X60****	HYLL600001			12 x CRUSHED OIL INFUSED (EPTA) 10x CRUSHED LIQUID (EL11)	na	P156 x L312mm		BOTTOM	1			
	ERT0600001						BB2003	5 x Highlighting Powder : EFAA01	1 x Angled Face Brush : EFOX	P156 x L312mm	UP		1	1		
EP2Y60****	ERT1600001						BB2003	3 x Shimmer Brick : E1F601 3 x Brightening Brick : EA6L01	1 x Blush Brush : E55601	P156 x L312mm	BOTTOM		1	1		
EP2X60****	ERT2600001						BB2003	1 x Bronzing Powder : E1FX01 8 x Bronzing Powder : tester prepack + GODET EA40	1 x Bronzer brush : E55901	P156 x L312mm		UP	1	1		
EP2W60****	ERT3600001						BB2003	1 x Blush/Shimmer Blush : E4PG03 8 x Blush/Shimmer Blush : E4PG03 - pan - tester prepack 3 x pot rouge : E80E02 1 x Extra Illuminating Moisture Balm : EHP201	na	P156 x L312mm		BOTTOM	1	1		

TILES - LIST

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					HYKW600001		BB2301	1 x Primer Plus Mattifier : EHLL01 1 x Primer Plus Protection EKL 4 x Skin Foundation Stick : EA6C01 5 x SLWWF 15 ML : ERE0	na	P156 x L312mm		UP		1		7
					HYKX600001		BB2301	8 x Skin Foundation Stick : EA6C01 9 x SLWWF 15 ML : ERE0	na	P156 x L312mm		UP		1		7
					HYKY600001		BB2301	9 X Intensive Skin Serum Foundation : REPACK : EME7	1 x Full Coverage Face Brush : E96N01	P156 x L312mm		BOTTOM		1		7
					HYL0600001		BB2301	14 X Intensive Skin Serum Foundation : REPACK : EME7	na	P156 x L312mm		BOTTOM		1		7
					HYL1600001		BB2301	15 x Long-Wear Cream Shadow Stick : E96E01 3x New Nudes Palettes - ENWF/ENWG/ENWH	NA	P156 x L312mm	UP			1		7
	ERT760****						BB2108	5 x Long-Wear Gel Eyeliner : E0KK01 4 X Perfectly Defined Gel Eyeliner : EATK01 1 x Ink Liner : E9T501 1 x No Smudge Waterproof Mascara : E9GP01 1 x Smokey Eye Mascara : E9TN01 1 x Eye Opening Mascara : EETT01	1 X Ultra Fine Eye Liner Brush : E55N01	P156 x L312mm		UP		1		
					HYL3600001		BB2301	8 x Perfectly Defined Long-Wear Brow Pencil : ECNF01 8 x Perfectly Defined Micro Brow Pencils : ENJN 6 x Brow shaper : ETPY 3 x Brow kit : EM6X	NA	P156 x L312mm		BOTTOM		1		7
					HYK0600001		BB2301	12x Luxe Lip Color : ER12 5 x Luxe shine intense: EM4701	na	P156 x L312mm	UP			1		7
					HYL4600001		BB2301	18 x Luxe Lip Color : ER12 6 x Luxe shine intense : EM4701	na	P156 x L312mm	UP			1		7
					HYK1600001		BB2301	6 x Luxe Matte : EHJA01 6 x Luxe Defining Lipstick – ENJ1	na	P156 x L312mm	BOTTOM			1		7




TILES - LIST

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													513	426	262	
CODE BB2003 BB2103	CODE BB2108	CODE BB2115	CODE BB2201	CODE BB2204	CODE BB2301	FPO VIZUALISATION	LAUNCHING PROGRAM	PRODUCTS	FACTICES	DIMENSIONS	UNIT UPPER PART	UNIT LOWER PART	PLANO A	PLANO B	PLANO C	Languages
					HYL5600001		BB2301	10 x Luxe Matte : EHJA01 8 x Luxe Defining Lipstick – ENJ1	na	P156 x L312mm	BOTTOM			1		7
				EX3R60****				6 x Extra Lip Tint : EER901 6 x Lip Color : E10001 1x EXTRA LIP SERUM (ET4K)	na	P156 x L312mm		UP		1		
			EWLA60001					4 x Art Stick : EG7L01 10 x lip pencil: EC9101 1 x Mini highlighting powder : EPH2 -01 1x Mini Shimmer brick : EPH1-01 // DISCO 1 x Mini Smokey Eye Mascara : ERLE-01 et ERYL-01 1 x Mini Crushed : ERLC, ERLA , ERYM, ETF4-04 1x Mini Luxe : ETF5-18 CN // DISCO 1 x Mini LW Cream Shadow Stick : ETF2-04 et ETF2-09 1 x mini Bronzing powder : ERLN-01	na	P156 x L312mm		UP		1		
				EX3P60****				18 x crushed lip color (EH21) 2x crushed liquid (EL11)	na	P156 x L312mm		BOTTOM		1		
				EX2L60****				8 x crushed liquid : EL11 12 x crushed oil infused : EPTA 4x Crushed lip & cheek : ET90	na	P156 x L312mm		BOTTOM		1		
					HYL7600001		BB2301	15 x Luxe Lip Color : ER12 9 x Luxe shine : EM4701	na	P156 x L312mm	UP				1	7
					HYK460		BB2301	8 x Luxe Matte : EHJA01 9 x Luxe Defining Lipstick – ENJ1	na	P156 x L312mm	BOTTOM				1	7
				EX3H60****	HYL8600001			8 x Crushed Infused : EMCK 3 x Extra Lip Tint : EER901 1x Extra lip serum :ET4K 1 x Mini highlighting powder : EPH2 -01 1x Mini Shimmer brick : EPH1-01 1 x Mini Smokey Eye Mascara : ERLE-01 et ERYL-01 1 x Mini Crushed : ERLC, ERLA , ERYM, ETF4-04 1 x Mini Luxe : ETF5-18 CN 1 x Mini LW Cream Shadow Stick : ETF2-04 et ETF2-09 1 x mini Bronzing powder : ERLN-01	na	P156 x L312mm	UP			1		

TILES - LIST


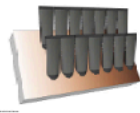

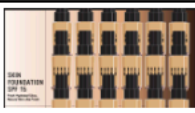



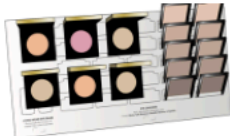

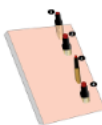
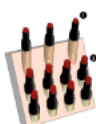
													ASSORTMENT			Languages
													513	426	262	
CODE BB2003 BB2103	CODE BB2108	CODE BB2115	CODE BB2201	CODE BB2204	CODE BB2301	FPO VIZUALISATION	LAUNCHING PROGRAM	PRODUCTS	FACTICES	DIMENSIONS	UNIT UPPER PART	UNIT LOWER PART	PLANO A	PLANO B	PLANO C	
				EX3G60****				8 x Crushed liquid lip : EL1101 12 x Crushed lip color : EH2101 10 x lip pencil: EC9101 4x Crushed lip & cheek : ET90	na	P156 x L312mm	BOTTOM				1	
					HYL9600001		BB2301	10 x Long-Wear Cream Shadow Stick : E96E01	NA	P156 x L312mm		UP			1	7
				EX3M60****				6 x Luxe Eye Shadow : EJOP01 2 x New Nudes Palettes - ENWF/ ENWG/ ENWH	NA	P156 x L312mm		UP			1	
					HYK6600001		BB2301	4 x Perfectly Defined Long-Wear Brow Pencil : ECNF01 6 x Brow shaper : ETPY 1 x Smokey Eye Mascara : E9TN01 4 x Perfectly Defined Micro Brow Pencils - ENJN	NA	P156 x L312mm		BOTTOM			1	7
	ERW260****						BB2108	1 x No Smudge Waterproof Mascara : E9GP01 1 x Eye Opening Mascara : EETT01 5 x Long-Wear Gel Eyeliner : EOKK01 4 X Perfectly Defined Gel Eyeliner : EATK01 1 x Ink Liner : E9T501 2 x Long-Wear Eye Pencil: E81101	1 XUltra Fine Eye Liner Brush : E55N01	P156 x L312mm		BOTTOM			1	
					HYLE600001		BB2301	6 x Skin Long-Wear Weightless Foundation : EGXR17 1 x Vitamin Enriched Face Base: E1LM01 1 x SLWWF 15 ML : ERE0	1 x Full Coverage Face Brush : E96N01	P156 x L312mm	UP				1	7
					HYLF600001		BB2301	14x Skin Long-Wear Weightless Foundation : EGXR17		P156 x L312mm	UP				1	7
					HYLG600001		BB2301	1 x Primer Plus Mattifier : EHLL01 5 x Skin Foundation Stick : EA6C01 3 x Intensive Skin Serum Foundation : REPACK : EME7	na	P156 x L312mm	BOTTOM				1	7
					HYLH600001		BB2301	10x Skin Foundation Stick : EA6C01 5 x Intensive Skin Serum Foundation : REPACK : EME7	na	P156 x L312mm	BOTTOM				1	7
				EX3L60****				1 x Extra Repair Eye Cream : EP7P (+ refill) 1 x Vitamin Enriched EYE Base: EL1901 (E65Y01) 9 x Corrector : E6XW01 (tester) 9 x Skin corrector stick :EPXL	na	P156 x L312mm		UP			1	

TILES - LIST

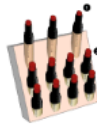

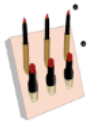
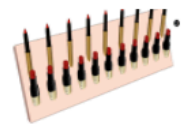





													ASSORTMENT			
													513	426	262	
CODE BB2003 BB2103	CODE BB2108	CODE BB2115	CODE BB2201	CODE BB2204	CODE BB2301	FPO VIZUALISATION	LAUNCHING PROGRAM	PRODUCTS	FACTICES	DIMENSIONS	UNIT UPPER PART	UNIT LOWER PART	PLANO A	PLANO B	PLANO C	Languages
					HYLK600001		BB2301	9 x Instant Full Cover Concealer : ETCR 9 x Skin perfect concealer stick :ERFJ 4 x Pressed Powders : ENPT	na	P156 x L312mm		UP			1	7
EP1W60****	ERTM600001						BB2003	6 x Blush/Shimmer Blush : E4PG03 - tester pre pack 6 x Bronzing Powder : E1FX01 - tester pre pack GODET 3 x Nude Finish Illuminating Powder : EELP01	na	P156 x L312mm		BOTTOM			1	
EP1T60****	ERW6600001						BB2003	3 x Brightening Brick : EA6L01 2 x Shimmer Brick : E1F601 2 x Highlighting Powder : EFAA01	1 x Face blender brush : E55701	P156 x L312mm		BOTTOM			1	

TOTAL TILES PLANO A	39 TILES
TOTAL TILES PLANO B	30 TILES
TOTAL TILES PLANO C	16 TILES

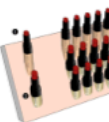


TILES - LIST

														ASSURIMENTS		
														513	426	262
CODE BB2003 BB2103	CODE BB2108	CODE BB2115	CODE BB2201	CODE BB2204	CODE BB2301	FPO VIZUALISATION	LAUNCHING PROGRAM	PRODUCTS	FACTICES	ASSET	DIMENSIONS	UNIT UPPER PART	UNIT LOWER PART	PLANO A	PLANO B	PLANO C
ER6G60****	ERPM60001				disco		BB2103	14 x SLW Fluid Fondation Powder : ENHM	na	Brown	P156 x L312mm	UP				
ER6F60****	ERPN60001				disco		BB2103	14 x SLW Fluid Fondation Powder : ENHM	na	Brown	P156 x L312mm	BOTTOM				
				EX4660****	DISCO			14 x Instant Full Cover Concealer : EH9A01 18 x SKIN PERFECT CONCEALER STICK (ERFJ)	na	BEIGE	P156 x L312mm		BOTTOM			
EP3W60****	ERR4600001				DISCO		BB2003	12 x Skin Foundation : E2LE01	na	Brown	P156 x L312mm		UP			
EP3T60****	ERR5600001				DISCO		BB2003	12 x Skin Foundation : E2LE01	na	Brown	P156 x L312mm		BOTTOM			
	ERR760****				DISCO		BB2108	5 x Skin Weightless Powder Foundation : EATA01 3 x Sheer Finish Loose Powder : ENPW	1 x Sheer Powder Brush : E96M01	BEIGE	P156 x L312mm	BOTTOM				
				EX4460****	DISCO			20 x Long-Wear Cream Shadow Stick : E96E01	na	Grey	P156 x L312mm	UP				
				EX3T60 / EX4360	DISCO			10 x Powder Eye Shadow : E4P901 6 x Luxe Eye Shadow : EJ0P01	na	Grey	P156 x L312mm	BOTTOM				
EP3E60****	ERRJ600001				DISCO		BB2003	6 x Brow shaper : E80P01 3 x Brow kit :EM6X	na	Grey	P156 x L156mm		BOTTOM			
	ERRK60****				DISCO		BB2108	1 x Luxe Lip Color : EE1Y01 1 x Luxe Matte : EHJA01 1 x Luxe shine : EM4701 1 X Luxe Defining Lipstick – ENJ1	na	Gold	P156 x L312mm	UP				
	ERRM60****				DISCO		BB2108	3 x Luxe shine : EM4701 8 x Luxe Lip Color : EE1Y01	na	Gold	P156 x L156mm	UP				




TILES - LIST

														ASSORTMENT		
														513	426	262
CODE BB2003 BB2103	CODE BB2108	CODE BB2115	CODE BB2201	CODE BB2204	CODE BB2301	FPO VIZUALISATION	LAUNCHING PROGRAM	PRODUCTS	FACTICES	ASSET	DIMENSIONS	UNIT UPPER PART	UNIT LOWER PART	PLANO A	PLANO B	PLANO C
	ERRM60****				DISCO		BB2108	3 x Luxe shine : EM4701 8 x Luxe Lip Color : EE1Y01	na	Gold	P156 x L156mm	UP				
	ERRN60****				DISCO		BB2108	10 x Luxe shine : EM4701 26 x Luxe Lip Color : EE1Y01	na	Gold	P156 x L468mm	UP				
	ERRP60****				DISCO		BB2108	3 x Luxe Defining Lipstick – ENJ1 3 x Luxe Matte : EHJA01	na	Gold	P156 x L156mm	BOTTOM				
	ERRR60****				DISCO		BB2108	9 x Luxe Defining Lipstick – ENJ1 11 x Luxe Matte : EHJA0	na	Gold	P156 x L468mm	BOTTOM				
				EX3W60****	DISCO			1 x Primer Plus Mattifier : EHLL01 1 x Primer Plus Protection EKL7	1 x Full Coverage Face Brush : E96N01	Shell colour + Brown	P312 x L156mm		UP			
EP2T60****	ERT5600001		EWJ9600001		DISCO		BB2003	12 x Skin Foundation Stick : EA6C01 12 x Skin Foundation : E2LE01	na	Brown	P156 x L468mm		UP			
EP2R60****	ERTN600001		EWJ8600001		DISCO		BB2003	22 X Intensive Skin Serum Foundation : ECU01 REPACK : EME7	na	Brown	P156 x L468mm		BOTTOM			
				EX3J60****	DISCO			12 x Long-Wear Cream Shadow Stick : E96E01 3x New Nudes Palettes - ENWF/ENWG/ENWH	NA	Grey	P156 x L312mm	UP				
			EWJ6600001		DISCO		BB2201	8 x Perfectly Defined Long-Wear Brow Pencil : ECNF01 8 x Perfectly Defined Micro Brow Pencils : ENJN 4 x Brow shaper : E80P01 3 x Brow kit : EM6X	NA	Grey	P156 x L312mm		BOTTOM			

TILES - LIST

														ASSORTMENT		
														513	426	262
CODE BB2003 BB2103	CODE BB2108	CODE BB2115	CODE BB2201	CODE BB2204	CODE BB2301	FPO VIZUALISATION	LAUNCHING PROGRAM	PRODUCTS	FACTICES	ASSET	DIMENSIONS	UNIT UPPER PART	UNIT LOWER PART	PLANO A	PLANO B	PLANO C
	ERT860****				DISCO		BB2108	3x Luxe Lip Color : EE1Y01 2 x Luxe Matte : EHJA01 2 x Luxe shine : EM4701 2 x Luxe Defining Lipstick – ENJ1	na	Gold	P312 x L156mm	UP				
	ERTT60****				DISCO		BB2108	28 x Luxe Lip Color : EE1Y01 11 x Luxe shine : EM4701	na	Gold	P156 x L468mm	UP				
	ERT960****				DISCO		BB2108	13 x Luxe Matte : EHJA01 11 x Luxe Defining Lipstick – ENJ1	na	Gold	P156 x L468mm	BOTTOM				
	ERTY60****				DISCO		BB2108	15 x Luxe Lip Color : EE1Y01 9 x Luxe shine : EM4701	na	Gold	P156 x L312mm	UP				
	ERTE60****				DISCO		BB2108	8 x Luxe Matte : EHJA01 9 x Luxe Defining Lipstick – ENJ1	na	Gold	P156 x L312mm	BOTTOM				
				EX3N60****	DISCO			9 x Long-Wear Cream Shadow Stick : E96E01	NA	Grey	P156 x L312mm		UP			
			EWJ4600001		DISCO		BB2201	4 x Perfectly Defined Long-Wear Brow Pencil : ECNF01 4 x Brow shaper : E80P01 1 x Smokey Eye Mascara : E9TN01 4 x Perfectly Defined Micro Brow Pencils - ENJN	NA	Grey	P156 x L312mm		BOTTOM			
ER6360****	ERTJ600001				DISCO		BB2103	10 x Skin Long-Wear Weightless Foundation : EGXR17 1 x Primer Plus Mattifier : EHLL01	1 x Full Coverage Face Brush : E96N01	Shell colour + Brown	P156 x L312mm	UP				
	ERW360001		EWJ3600001 annulé		DISCO		BB2103	10 x Skin Long-Wear Weightless Foundation : EGXR17 1 x Vitamin Enriched Face Base: E1LM01 1 x Hydrating Water Fresh Cream 50 ml : EMNE-01	na	Shell colour + Brown	P156 x L312mm	BOTTOM				
		EW3Y60	EWJ2600001		DISCO		BB2115	10 x Skin Long-Wear Weightless Foundation : EGXR17 1 x Vitamin Enriched Face Base: E1LM01 1 x SLWWF 15 ML : ERE0	1 x Full Coverage Face Brush : E96N01	Shell colour + Brown	P156 x L312mm	BOTTOM				

TILES - LIST

														ASSORTMENT		
														513	426	262
CODE BB2003 BB2103	CODE BB2108	CODE BB2115	CODE BB2201	CODE BB2204	CODE BB2301	FPO VIZUALISATION	LAUNCHING PROGRAM	PRODUCTS	FACTICES	ASSET	DIMENSIONS	UNIT UPPER PART	UNIT LOWER PART	PLANO A	PLANO B	PLANO C
ER6160****	ERTK600001		EWJ1600001		DISCO		BB2103	6 x SLW Fluid Fondation Powder : ENHM 9 x Skin Foundation Stick : EA6C01 4 x Intensive Skin Serum Foundation : EGJ01 / EKL / EKH - REPACK : EME7	na	Brown	P156 x L312mm	UP				
ERSY60****	ERW4600001		EWJ0600001		DISCO		BB2103	6 x SLW Fluid Fondation Powder : ENHM DROITE (différent specs) 6 x Skin Foundation Stick : EA6C01 4 x Intensive Skin Serum Foundation : EGJ01 / EKL / EKH - REPACK : EME7	na	Brown	P156 x L312mm	BOTTOM				
				EX3K60****	DISCO			9 x Instant Full Cover Concealer : EH9A01 9 x Skin perfect concealer stick :ERFJ 4 x Pressed Powders : ENPT	na	Pink Glow	P156 x L312mm		UP			

TOTAL TILES
CANCELED

34 TILES

FALL 22 PLANOGRAMS

in EMEA regions

just only 3 assortments

A - B - C

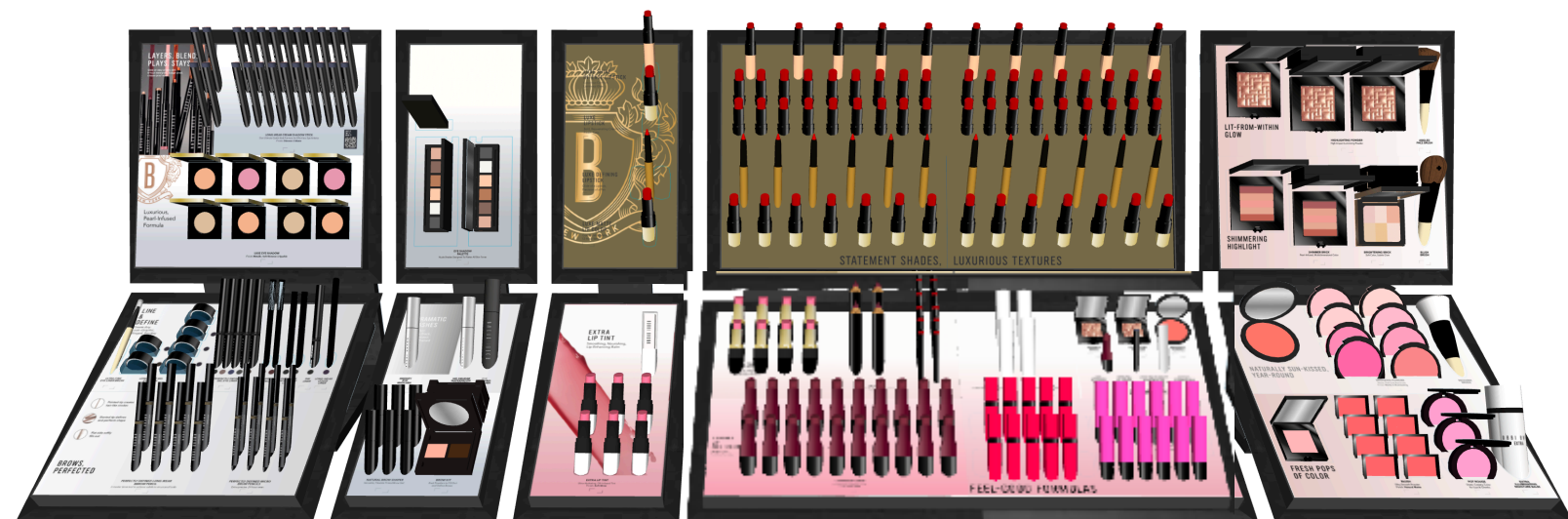
NO LOCAL ADAPTATION ALLOWED

PLANO A (FSS)

Face assortment



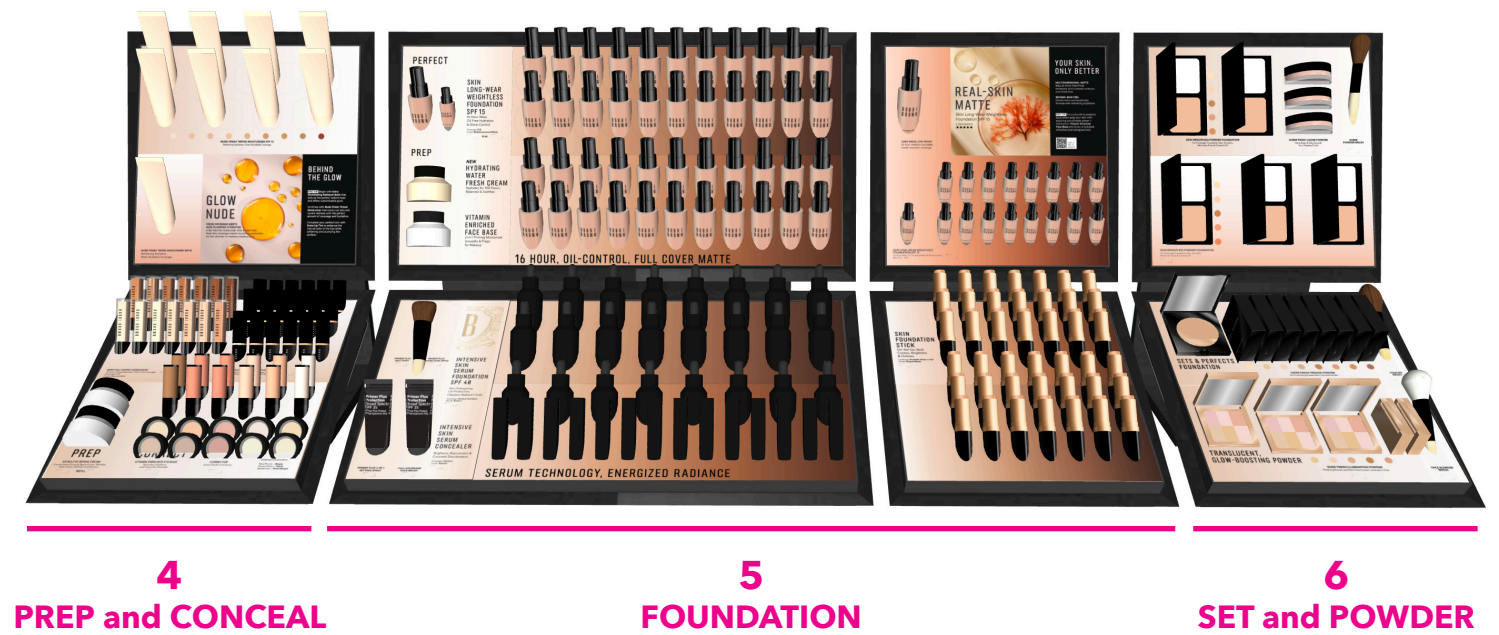
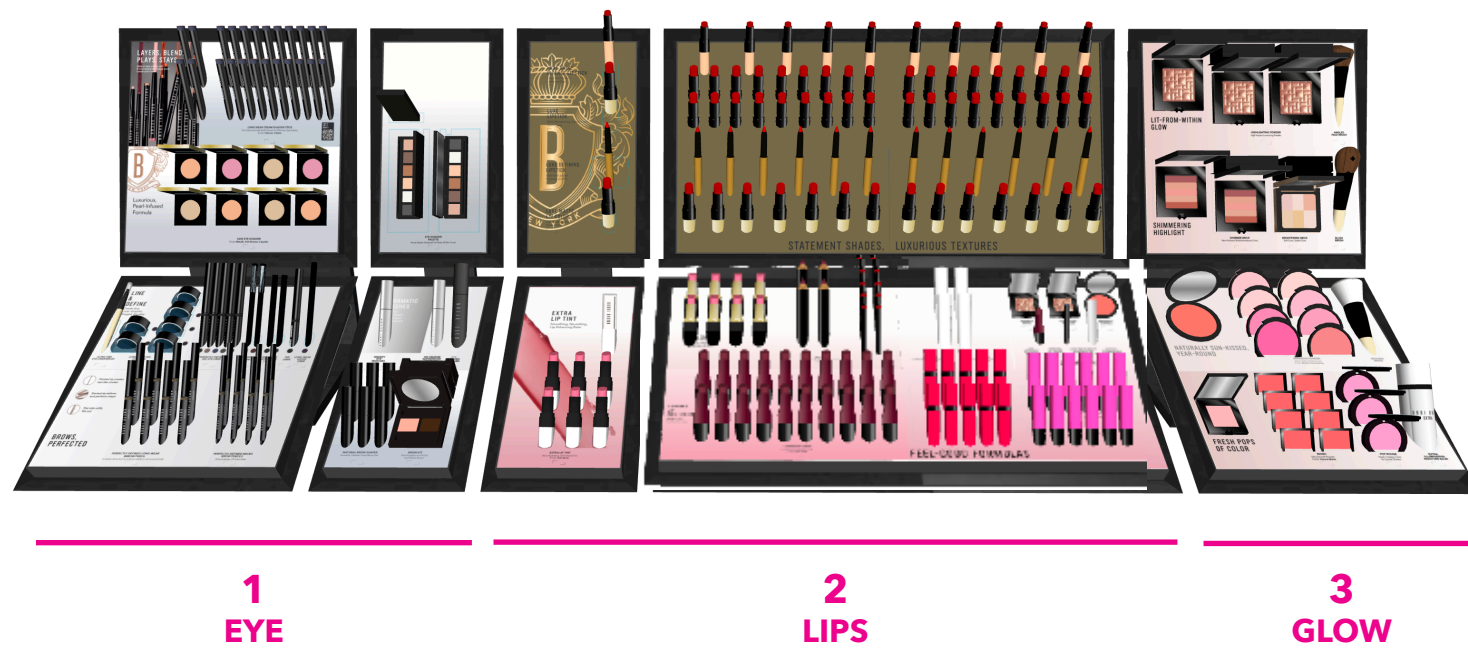
Color assortment



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

Color assortment

Face assortment



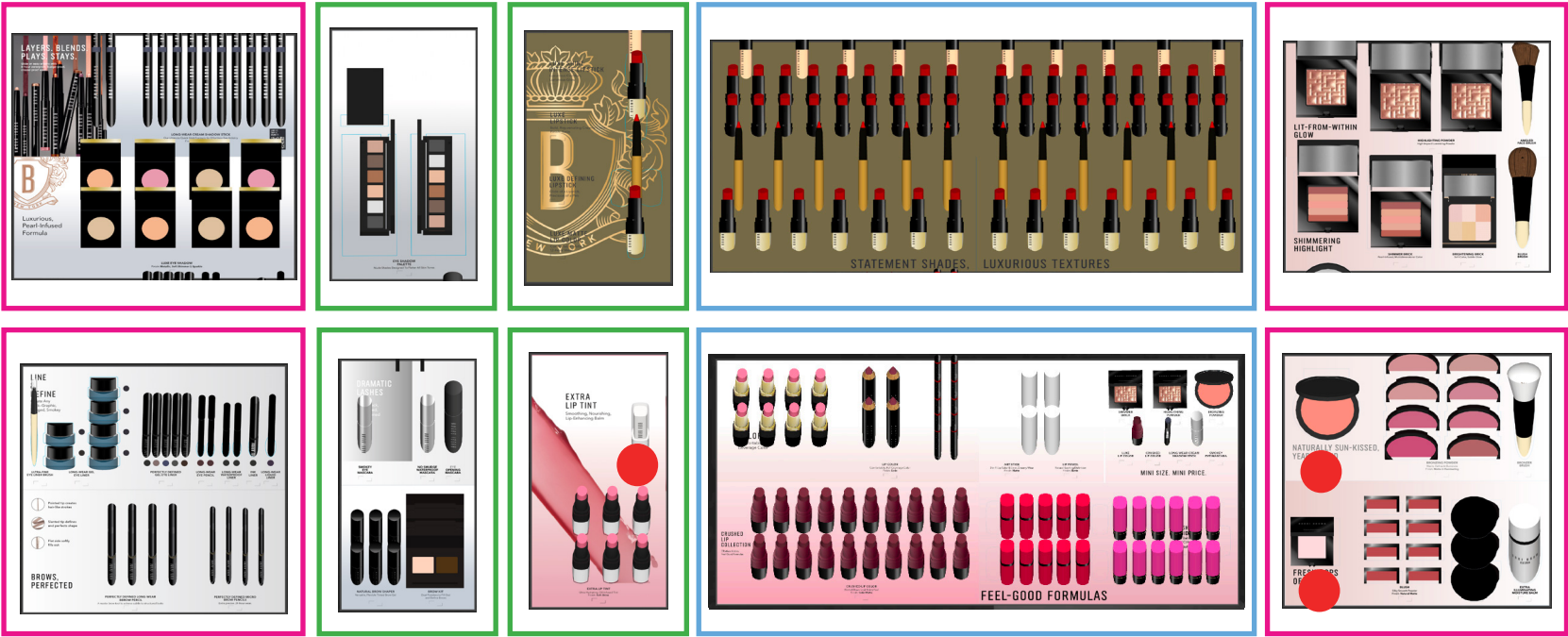
SPLIT OF THE COLOR ASSORTMENT

- 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

Color tester Unit



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

Face tester Unit



COMPOSITION - Structures TBC

-  x3 tester unit MEDIUM
-  x1 tester unit LARGE

TILES UPDATE:

COLOR:
-NEW TILE LIP X5:
HYKK60 / HYKL60 / HYKM60 / HYKN60 / HYKP60
(DISCO: ERRK60 / ERRM60 / ERRN60 / ERRP60 / ERRR60)

-NEW TILE EYE SHADOW X2:
HYKE60 / HYKF60
(DISCO: EX4460 / EX3T60)

- NEW TILE BROW X1: HYKH60
(DISCO: ERRJ60)

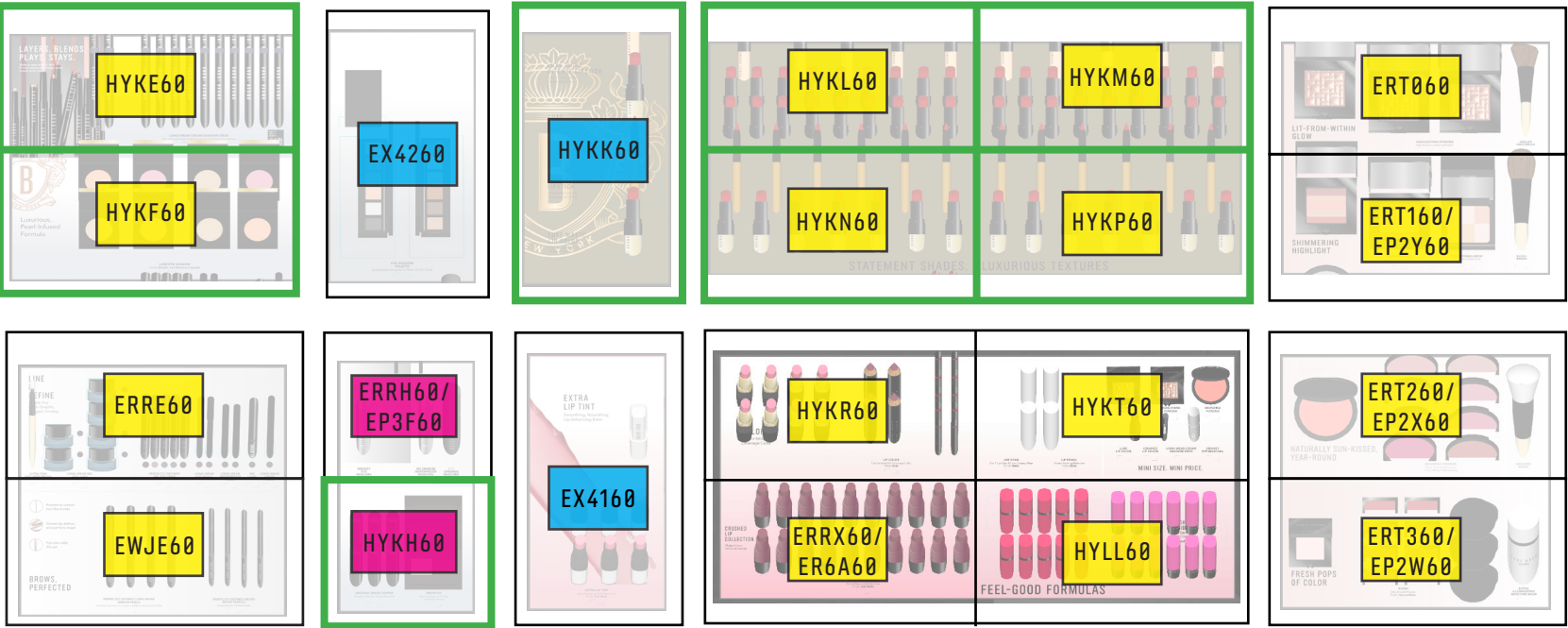
FACE:
-NEW TILE NUDE X1: HYJK60
(DISCO: ERPN60 OR ER6F60)

-NEW TILES SHEER FINISH X2:
HYJL60 / HYKA60
(DISCO: ERR760 / ERPM60)

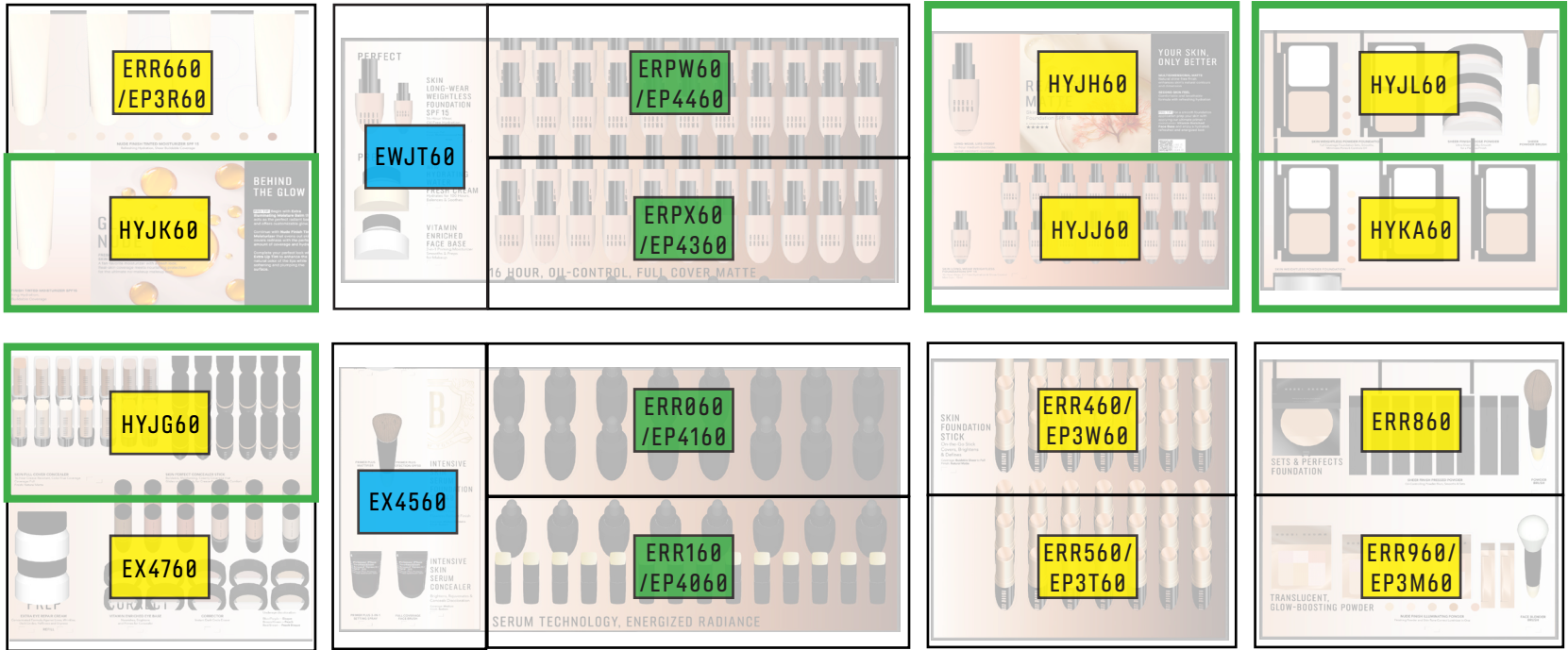
-NEW TILE FOUNDATION X2:
HYJH60 / HYJJ60
(DISCO: ERR560 / ERR460)

-NEW TILE CONCEALER X1: HYJG60
(DISCO: EX4660)

Color tester Unit





Face tester Unit







PLANO A

RETAIL TILES (FSS)



x21 TILES :



X2  P156XL156MM 



X16  P156XL312MM 

X3  P312XL156MM 

x18 TILES :

X12  P156XL312MM 

X4  P156XL468MM 

X2  P312XL156MM 

 New Tiles Fall 22

													513
CODE BB2003 BB2103	CODE BB2108	CODE BB2115	CODE BB2201	CODE BB2204	CODE BB2301	FPO VIZUALISATION	LAUNCHING PROGRAM	PRODUCTS	FACTICES	DIMENSIONS	UNIT UPPER PART	UNIT LOWER PART	PLANO A
				EX4760****	HYJ600001			1 x Extra Repair Eye Cream : EP7P (new pack + refill) 1 x Vitamin Enriched Eye Base: EL1901 (665Y01) 10 x Corrector : 66XW01 (Pack Tester) 12 x SKIN CORRECTOR STICK (EPXL)	na	P156 x L312mm		UP	1
					HYJ600001		BB2301	14 x Instant Full Cover Concealer : ETCR 18 x SKIN PERFECT CONCEALER STICK (BRF)	na	P156 x L312mm		UP	1
ER6660****	BRPT600001		EWJT600001				BB2201	1 x Skin Long-Wear Weightless Foundation : EGXR17 1 x SLWWF 15 ML : ERD 1 x Vitamin Enriched Face Base: EL1M01 (665Y01) 1 x Hydrating Water Fresh Cream 50 ml : EMNE-01	na	P312 x L156mm	UP		1
EP4460****	BRPW600001						BB2003	22 x Skin Long-Wear Weightless Foundation : EGXR17	na	P156 x L468mm	UP		1
EP4360****	BRPX600001						BB2003	22 x Skin Long-Wear Weightless Foundation : EGXR17	na	P156 x L468mm	BOTTOM		1
				EX4560****				1 x Primer Plus Mattifier : EHLL01 1 x Primer Plus Protection EKL	1 x Full Coverage Face Brush : E96N01	P312 x L156mm		UP	1
EP4160****	ERR0600001						BB2003	16 X Intensive Skin Serum Foundation : EME7	na	P156 x L468mm		UP	1
EP4060****	ERR1600001						BB2003	8 X Intensive Skin Serum Foundation : EME7 14 x Intensive Skin Serum Concealer : ECL901	na	P156 x L468mm		BOTTOM	1
EP3Y60****	ERR2600001						BB2003	21 x Skin Foundation Stick : EA6C01	na	P156 x L312mm		UP	1
EP3X60****	ERR3600001						BB2003	21 x Skin Foundation Stick : EA6C01	na	P156 x L312mm		BOTTOM	1
					HYJH600001		BB2301	1x Skin Long-Wear Weightless Foundation : EGXR17	na	P156 x L312mm	UP		1
					HYJ600001		BB2301	17 x SLWWF 15 ML : ERD INGREDIENT COM SLWWF	na	P156 x L312mm	BOTTOM		1
EP3R60****	ERR6600001						BB2003	9 x Nude Finish Tinted Moisturizer : EFGC01	na	P156 x L312mm	UP		1
					HYJK600001		BB2301	1 x Nude Finish Tinted Moisturizer : EFGC01 + VISUAL	na	P156 x L312mm	BOTTOM		1
					HYJL600001		BB2301	3 x Sheer Finish Loose Powder : ENPW 2 x Skin Weightless Powder Foundation : EATA01	1 x Sheer Powder Brush : E96M01	P156 x L312mm	UP		1
					HYKA600001		BB2301	3 x Skin Weightless Powder Foundation : EATA01	NA	P156 x L312mm	BOTTOM		1
	ERR860****						BB2108	9 x Sheer Finish Pressed Powder : ENPT	1 x Powder Brush : E55501	P156 x L312mm		UP	1
	ERR960****						BB2003	5 x Nude Finish Illuminating Powder : EELP01		P156 x L312mm		BOTTOM	1

TILES - LIST

LINE UP A






TILES - LIST

LINE UP A

													513
CODE BB2003 BB2103	CODE BB2108	CODE BB2115	CODE BB2201	CODE BB2204	CODE BB2301	FPO VIZUALISATION	LAUNCHING PROGRAM	PRODUCTS	FACTICES	DIMENSIONS	UNIT UPPER PART	UNIT LOWER PART	PLANO A
					HYKB500001		BB2301	24 x Long-Wear Cream Shadow Stick : E96B01	na	P156 x L312mm	UP		1
					HYKP600001		BB2301	8 x Luxe Eye Shadow : E0P01	na	P156 x L312mm	BOTTOM		1
	BR660****						BB2108	5 x Long-Wear Gel Eyeliner : E0KK01 4 x Perfectly Defined Gel Eyeliner : EATK01 2 x Long-Wear Eye Pencil : E81101 2 x Long-Wear Waterproof Liner : E0G401 1 x Ink Liner : E9T501	1 X Ultra Fine Eye Liner Brush : E55N01	P156 x L312mm		UP	1
			EWJ6500001				BB2201	8 x Perfectly Defined Long-Wear Brow Pencil : E0NFD1 8 x Perfectly Defined Micro Brow Pencils : ENJN	NA	P156 x L312mm		BOTTOM	1
				EX4260****	HYKG600001			3 x New Nudes Palettes : ENWF/ ENWG/ ENWH	na	P156 x L312mm	UP		1
EP3F60****	BRH650001						BB2003	1 x No Smudge Waterproof Mascara : E9QP01 1 x Smokey Eye Mascara : E9TN01 1 x Eye Opening Mascara : E9T01	na	P156 x L156mm		UP	1
					HYKH600001		BB2301	6 x Brow shaper : ETPY 3 x Brow kit : E0MX	na	P156 x L156mm		BOTTOM	1
				EX4160****				6 x Extra Lip Tint : EER901 1 x EXTRA LIP SERUM (ET4K)	na	P156 x L312mm		UP	1
					HYKK600001		BB2301	1 x Luxe Lip Color : ER12 1 x Luxe Matte : E0UA01 1 x Luxe shine : E0M4701 1 x Luxe Defining Lipstick : ENJ1	na	P156 x L312mm	UP		1
					HYKL600001		BB2301	5 x Luxe shine Intense : E0M4701 18 x Luxe Lip Color : ER12	na	P156 x L312mm	UP		1
					HYKM600001		BB2301	5 x Luxe shine Intense : E0M4701 18 x Luxe Lip Color : ER12	na	P156 x L312mm	UP		1
					HYKN600001		BB2301	6 x Luxe Defining Lipstick : ENJ1 7 x Luxe Matte : E0UA01	na	P156 x L312mm	BOTTOM		1
					HYKP600001		BB2301	6 x Luxe Defining Lipstick : ENJ1 7 x Luxe Matte : E0UA01	na	P156 x L312mm	BOTTOM		1
				EX4060****	HYKR600001			8 x Lip Color : E10001 4 x Art Stick : E4ST 10 x Lip pencil : EC9101	na	P156 x L312mm		UP	1
				EX3Y60****	HYKT600001			4x CRUSHED LIP & CHEEK (E790) 1 x Mini highlighting powder : EPH2-01 1 x Mini Smokey Eye Mascara : ERLA-01 // DISCO 1 x Mini Smokey Eye Mascara : ERLA-01 et ERYL-01 1 x Mini Crushed : ERLC, ERLA, ERYM, ERF4-04 1 x Mini Luxe : ETPS-18-CH // DISCO 1 x Mini LW Cream Shadow Stick : ETP2-04 et ETP2-09 1 x mini Bronzing powder : ERLN-01	na	P156 x L312mm		up	1
ER6A60****	BRX600001						BB2103	20 x Crushed lip color : E02101	na	P156 x L312mm		BOTTOM	1
				EX3X60****	HYLL600001			12 x CRUSHED OIL INFUSED (EPTA) 10x CRUSHED LIQUID (EL11)	na	P156 x L312mm		BOTTOM	1

TILES - LIST

LINE UP A

												513	
CODE BB2003 BB2103	CODE BB2108	CODE BB2115	CODE BB2201	CODE BB2204	CODE BB2301	FPO VIZUALISATION	LAUNCHING PROGRAM	PRODUCTS	FACTICES	DIMENSIONS	UNIT UPPER PART	UNIT LOWER PART	PLAN A
				EX3X60****	HYLL600001			12 x CRUSHED OIL INFUSED (EPTA) 10x CRUSHED LIQUID (EL11)	na	P156 x L312mm		BOTTOM	1
	ERT0600001						BB2003	5 x Highlighting Powder : EFAA01	1 x Angled Face Brush : EF0X	P156 x L312mm	UP		1
EP2Y60****	ERT1600001						BB2003	3 x Shimmer Brick : E1F601 3 x Brightening Brick : EA6L01	1 x Blush Brush : ES5601	P156 x L312mm	BOTTOM		1
EP2X60****	ERT2600001						BB2003	1 x Bronzing Powder : E1FX01 8 x Bronzing Powder : tester prepack + GODET EA40	1 x Bronzer brush : ES5901	P156 x L312mm		UP	1
EP2W60****	ERT3600001						BB2003	1 x Blush/Shimmer Blush : E4PG03 8 x Blush/Shimmer Blush : E4PG03 - pan - tester prepack 3 x pot rouge : E80602 1 x Extra Illuminating Moisture Balm : EHP201	na	P156 x L312mm		BOTTOM	1

TILES FACE

18 TILES

TILES COLOR

21 TILES

TOTAL TILES

39 TILES

TILES - LIST

LINE UP A

CODE BB2003 BB2103	CODE BB2108	CODE BB2115	CODE BB2201	CODE BB2204	CODE BB2301	FPO VIZUALISATION	LAUNCHING PROGRAM	PRODUCTS	FACTICES	ASSET	DIMENSIONS	UNIT UPPER PART	UNIT LOWER PART	PLANO A
ER6G60****	ERPM60001				disco		BB2103	14 x SLW Fluid Fondation Powder : ENHM	na	Brown	P156 x L312mm	UP		
ER6F60****	ERPN60001				disco		BB2103	14 x SLW Fluid Fondation Powder : ENHM	na	Brown	P156 x L312mm	BOTTOM		
				EX4660****	DISCO			14 x Instant Full Cover Concealer : EH9A01 18 x SKIN PERFECT CONCEALER STICK (ERFJ)	na	BEIGE	P156 x L312mm		BOTTOM	
EP3W60****	ERR4600001				DISCO		BB2003	12 x Skin Foundation : E2LE01	na	Brown	P156 x L312mm		UP	
EP3T60****	ERR5600001				DISCO		BB2003	12 x Skin Foundation : E2LE01	na	Brown	P156 x L312mm		BOTTOM	
	ERR760****				DISCO		BB2108	5 x Skin Weightless Powder Foundation : EATA01 3 x Sheer Finish Loose Powder : ENPW	1 x Sheer Powder Brush : E96M01	BEIGE	P156 x L312mm	BOTTOM		
				EX4460****	DISCO			20 x Long-Wear Cream Shadow Stick : E96E01	na	Grey	P156 x L312mm	UP		
				EX3T60 / EX4360	DISCO			10 x Powder Eye Shadow : E4P901 6 x Luxe Eye Shadow : EJ0P01	na	Grey	P156 x L312mm	BOTTOM		
EP3E60****	ERRJ600001				DISCO		BB2003	6 x Brow shaper : E80P01 3 x Brow kit : EM6X	na	Grey	P156 x L156mm		BOTTOM	
	ERRK60****				DISCO		BB2108	1 x Luxe Lip Color : EE1Y01 1 x Luxe Matte : EHJA01 1 x Luxe shine : EM4701 1 X Luxe Defining Lipstick -- ENJ1	na	Gold	P156 x L312mm	UP		
	ERRM60****				DISCO		BB2108	3 x Luxe shine : EM4701 8 x Luxe Lip Color : EE1Y01	na	Gold	P156 x L156mm	UP		
	ERRN60****				DISCO		BB2108	10 x Luxe shine : EM4701 26 x Luxe Lip Color : EE1Y01	na	Gold	P156 x L468mm	UP		
	ERRP60****				DISCO		BB2108	3 x Luxe Defining Lipstick -- ENJ1 3 x Luxe Matte : EHJA01	na	Gold	P156 x L156mm	BOTTOM		
	ERRR60****				DISCO		BB2108	9 x Luxe Defining Lipstick -- ENJ1 11 x Luxe Matte : EHJA0	na	Gold	P156 x L468mm	BOTTOM		

TOTAL TILES
CANCELED

14 TILES

PLANO B (DS)

Face assortment

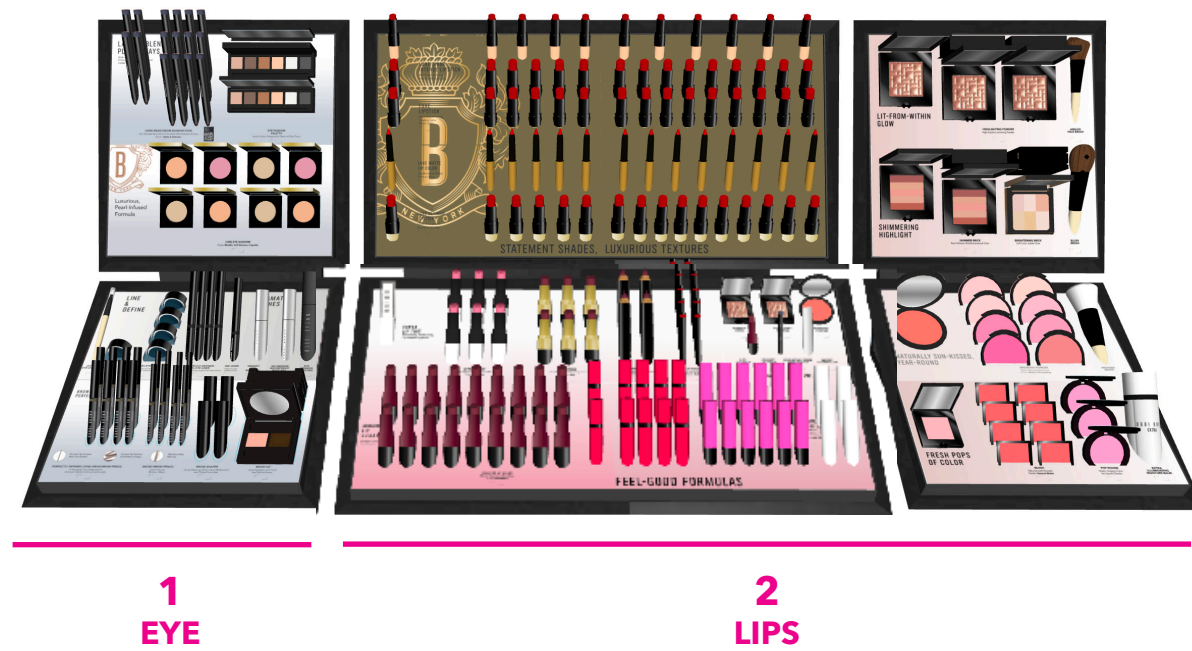


Color assortment



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

Color assortment



Face assortment



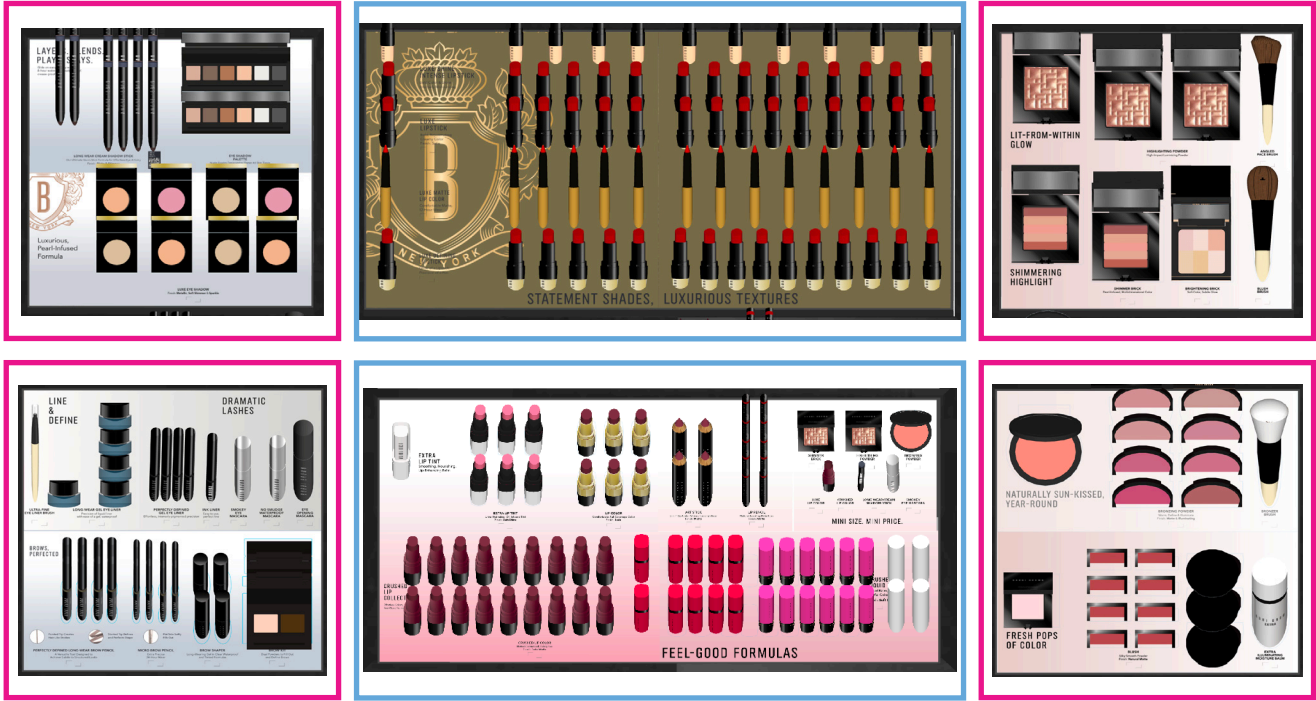
SPLIT OF THE COLOR ASSORTMENT

- 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

Color tester Unit



PLANO B
RETAIL TILES (DS)



COMPOSITION - Structures TBC

-  x2 tester unit MEDIUM
-  x1 tester unit LARGE
-  Sticker best seller shade placement

Face tester Unit



COMPOSITION - Structures TBC

-  x2 tester unit MEDIUM
-  x1 tester unit LARGE

TILES UPDATE:

COLOR:
-NEW TILE LIP X4:
HYK060 / HYL460 / HYK160 / HYL560
(DISCO: ERT860 / ERTT60 / ERT960)

-NEW TILE EYE SHADOW X2 :
HYKF60 / HYL160
(DISCO: EX3T60 OR EX4360/ EX3J60)

-NEW TILE BROW: HYL360 (DISCO: EWJ660)

FACE:
-NEW TILE FOUNDATION X4:
HYKW60 / HYKX60 / HYKY60 / HYL060
(DISCO: EX3W60 /ERT560 / ERTN60)


-NEW TILE CONCEALER: HYJG60
(DISCO: EX4660)


-NEW TILE BLUSH X2:
HYKA60 / HYJL60
(DISCO: ERR760)

-NEW TILE NUDE: HYJK60
(DISCO: ERPM60/ERPN60)

Color tester Unit


x16 TILES :


X16  P156XL312MM







Face tester Unit


x15 TILES :

X12  P156XL312MM

X2  P156XL468MM

X1  P312XL156MM






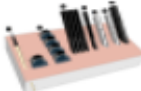








New Tiles Fall 22

BOBBI BROWN

												ASSORTMENT		
												513	426	
CODE BB2003 BB2103	CODE BB2108	CODE BB2115	CODE BB2201	CODE BB2204	CODE BB2301	FPO VIZUALISATION	LAUNCHING PROGRAM	PRODUCTS	FACTICES	DIMENSIONS	UNIT UPPER PART	UNIT LOWER PART	PLANO A	PLANO B
				EK4760****	HYJF600001			1 x Extra Repair Eye Cream : EP7P (new pack + refill) 1 x Vitamin Enriched Eye Base: EL1901 (665Y01) 10 x Corrector : 66XW01 (Pack Tester) 12 x SKIN CORRECTOR STICK (EPXL)	na	P156 x L312mm		UP	1	1
					HYJG600001		882301	14 x Instant Full Cover Concealer : ETCR 18 x SKIN PERFECT CONCEALER STICK (BRFJ)	na	P156 x L312mm		UP	1	1
ER6660****	ERPT600001		EWJ600001				882201	1 x Skin Long-Wear Weightless Foundation : EGXR17 1 x SLWWF 15 ML : ER00 1 x Vitamin Enriched Face Base: EL1M01 (665Y01) 1 x Hydrating Water Fresh Cream 50 ml : EMNE-01	na	P312 x L156mm	UP		1	1
EP4460****	ERPW600001						882003	22 x Skin Long-Wear Weightless Foundation : EGXR17	na	P156 x L468mm	UP		1	1
EP4360****	ERPX600001						882003	22 x Skin Long-Wear Weightless Foundation : EGXR17	na	P156 x L468mm	BOTTOM		1	1
EP3R60****	ERR600001						882003	9 x Nude Finish Tinted Moisturizer : EFGC01	na	P156 x L312mm	UP		1	1
					HYJK600001		882301	1 x Nude Finish Tinted Moisturizer : EFGC01 + VISUAL	na	P156 x L312mm	BOTTOM		1	1
					HYKL600001		882301	3 x Sheer Finish Loose Powder : ENPW 2 x Skin Weightless Powder Foundation : EATA01	1 x Sheer Powder Brush : E96M01	P156 x L312mm	UP		1	1
					HYKA600001		882301	3 x Skin Weightless Powder Foundation : EATA01	NA	P156 x L312mm	BOTTOM		1	1
	ERR860****						882108	9 x Sheer Finish Pressed Powder : ENPT	1 x Powder Brush : E55501	P156 x L312mm		UP	1	1
	ERR960****						882003	5 x Nude Finish Illuminating Powder : EBLP01		P156 x L312mm		BOTTOM	1	1
					HYKF600001		882301	8 x Luxe Eye Shadow : E0P01	na	P156 x L312mm	BOTTOM		1	1
	ERT0600001						882003	5 x Highlighting Powder : EFAA01	1 x Angled Face Brush : E90X	P156 x L312mm	UP		1	1
EP2Y60****	ERT1600001						882003	3 x Shimmer Brick : E1P601 3 x Brightening Brick : EA6L01	1 x Blush Brush : E55601	P156 x L312mm	BOTTOM		1	1
EP2X60****	ERT2600001						882003	1 x Bronzing Powder : E1FX01 8 x Bronzing Powder : tester prepac + GODET EA40	1 x Bronzer brush : E55901	P156 x L312mm		UP	1	1
EP2W60****	ERT3600001						882003	1 x Blush/Shimmer Blush : E4PG03 8 x Blush/Shimmer Blush : E4PG03 - pan - tester prepac 3 x pot rouge : E80E02 1 x Extra Illuminating Moisture Balm : BHP201	na	P156 x L312mm		BOTTOM	1	1
					HYKW600001		882301	1 x Primer Plus Mattifier : EHL01 1 x Primer Plus Protection SKLT 4 x Skin Foundation Stick : EA6C01 5 x SLWWF 15 ML : ER00	na	P156 x L312mm		UP		1

TILES - LIST

LINE UP B

CODE BB2003 BB2103	CODE BB2108	CODE BB2115	CODE BB2201	CODE BB2204	CODE BB2301	FPO VIZUALISATION	LAUNCHING PROGRAM	PRODUCTS	FACTICES	DIMENSIONS	UNIT UPPER PART	UNIT LOWER PART	ASSORTMENT	
													513	426
													PLANO A	PLANO B
					HYK0600001		BB2301	8 x Skin Foundation Stick : EASC01 9 x SLWWF 15 ML : ER80	na	P156 x L312mm		UP		1
					HYKY600001		BB2301	9 X Intensive Skin Serum Foundation : REPACK : EME7	1 x Full Coverage Face Brush : E96N01	P156 x L312mm		BOTTOM		1
					HYL0600001		BB2301	14 X Intensive Skin Serum Foundation : REPACK : EME7	na	P156 x L312mm		BOTTOM		1
					HYL1600001		BB2301	15 x Long-Wear Cream Shadow Stick : E96B01 3x New Nudes Palettes - ENWF/ENWG/ENWH	NA	P156 x L312mm	UP			1
	ERT760****						BB2108	5 x Long-Wear Gel Eyeliner : E0KK01 4 X Perfectly Defined Gel Eyeliner : EATK01 1 x Ink Liner : E9T501 1 x No Smudge Waterproof Mascara : E9GP01 1 x Smokey Eye Mascara : E9TN01 1 x Eye Opening Mascara : EETT01	1 X Ultra Fine Eye Liner Brush : E55N01	P156 x L312mm		UP		1
					HYL3600001		BB2301	8 x Perfectly Defined Long-Wear Brow Pencil : ECNP01 8 x Perfectly Defined Micro Brow Pencils : ENJN 6 x Brow shaper : ETPY 3 x Brow Kit : EM6X	NA	P156 x L312mm		BOTTOM		1
					HYK0600001		BB2301	12x Luxe Lip Color : ER12 5 x Luxe shine intense : EM4701	na	P156 x L312mm	UP			1
					HYL4600001		BB2301	18 x Luxe Lip Color : ER12 6 x Luxe shine intense : EM4701	na	P156 x L312mm	UP			1
					HYK1600001		BB2301	6 x Luxe Matte : EHUA01 6 x Luxe Defining Lipstick - ENJ1	na	P156 x L312mm	BOTTOM			1
					HYL5600001		BB2301	10 x Luxe Matte : EHUA01 8 x Luxe Defining Lipstick - ENJ1	na	P156 x L312mm	BOTTOM			1
				EX3R60****				6 x Extra Lip Tint : EER901 6 x Lip Color : E10001 1x EXTRA LIP SERUM (ET4K)	na	P156 x L312mm		UP		1
			EWLA60001					4 x Art Stick : EG7L01 10 x lip pencil: EC9101 1 x Mini highlighting powder : EPH2 -01 1x Mini Shimmer Stick : EPH1-01 // DISCO 1 x Mini Smokey Eye Mascara : ERLE-01 et ERYL-01 1 x Mini Crushed : ERLC, ERLA, ERYM, ETF4-04 1x Mini Luxe - ETR6-18-CA // DISCO 1 x Mini LW Cream Shadow Stick : ETF2-04 et ETF2-09 1 x mini Bronzing powder : ERLN-01	na	P156 x L312mm		UP		1
				EX3P60****				18 x crushed lip color (EP21) 2x crushed liquid (EL11)	na	P156 x L312mm		BOTTOM		1
				EX2L60****				8 x crushed liquid : EL11 12 x crushed oil infused : EPTA 4x Crushed lip & cheek : ET90	na	P156 x L312mm		BOTTOM		1

TILES - LIST

LINE UP B

TILES FACE	15 TILES
TILES COLOR	16 TILES
TOTAL TILES	29 TILES

TILES - LIST

LINE UP B

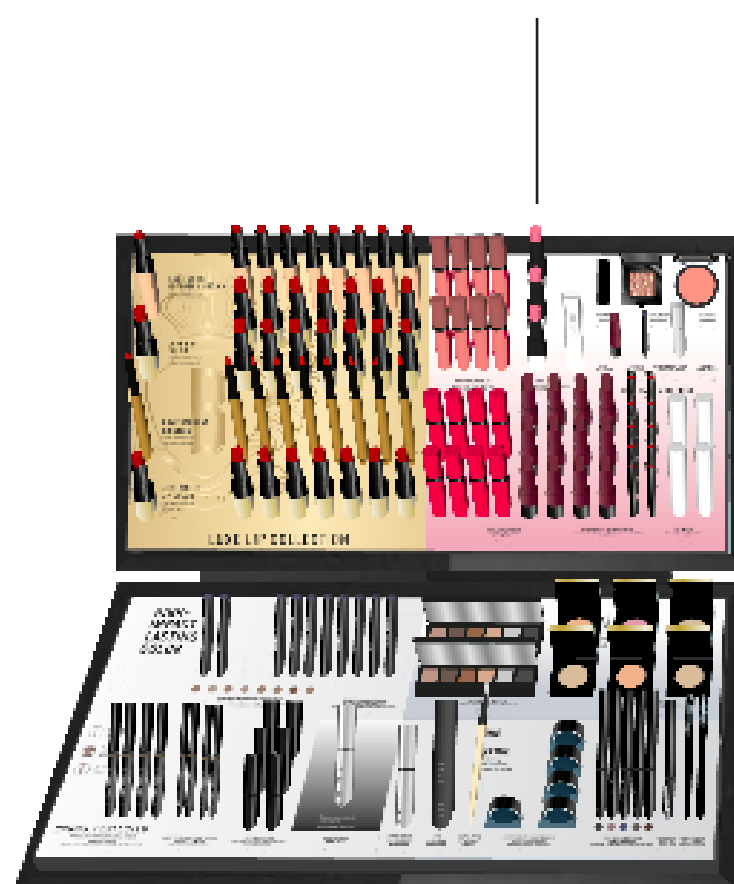
				EX3W60****	DISCO			1 x Primer Plus Mattifier : EHLL01 1 x Primer Plus Protection EKL	1 x Full Coverage Face Brush : E96N01	Shell colour + Brown	P312 x L156mm		UP
EP2T60****	ERT5600001		EWJ9600001		DISCO		BB2003	12 x Skin Foundation Stick : EA6C01 12 x Skin Foundation : E2LE01	na	Brown	P156 x L468mm		UP
EP2R60****	ERTN600001		EWJ8600001		DISCO		BB2003	22 X Intensive Skin Serum Foundation : EGJJ01 REPACK : EME7	na	Brown	P156 x L468mm		BOTTOM
				EX3J60****	DISCO			12 x Long-Wear Cream Shadow Stick : E96E01 3x New Nudes Palettes - ENWF/ENWG/ENWH	NA	Grey	P156 x L312mm	UP	
			EWJ6600001		DISCO		BB2201	8 x Perfectly Defined Long-Wear Brow Pencil : EONF01 8 x Perfectly Defined Micro Brow Pencils : ENJN 4 x Brow shaper : E80P01 3 x Brow kit : EM6X	NA	Grey	P156 x L312mm		BOTTOM
	ERT860****				DISCO		BB2108	3x Luxe Lip Color : EE1Y01 2 x Luxe Matte : EHJA01 2 x Luxe shine : EM4701 2 x Luxe Defining Lipstick - ENJ1	na	Gold	P312 x L156mm	UP	
	ERTT60****				DISCO		BB2108	28 x Luxe Lip Color : EE1Y01 11 x Luxe shine : EM4701	na	Gold	P156 x L468mm	UP	
	ERT960****				DISCO		BB2108	13 x Luxe Matte : EHJA01 11 x Luxe Defining Lipstick - ENJ1	na	Gold	P156 x L468mm	BOTTOM	
				EX3T60 / EX4360	DISCO			10 x Powder Eye Shadow : E4P901 6 x Luxe Eye Shadow : EJOP01	na	Grey	P156 x L312mm	BOTTOM	
	ERR760****				DISCO		BB2108	5 x Skin Weightless Powder Foundation : EATA01 3 x Sheer Finish Loose Powder : ENPW	1 x Sheer Powder Brush : E96M01	BEIGE	P156 x L312mm	BOTTOM	
				EX4660****	DISCO			14 x Instant Full Cover Concealer : EHSA01 18 x SKIN PERFECT CONCEALER STICK (ERFJ)	na	BEIGE	P156 x L312mm		BOTTOM
ER6G60****	ERPM60001				disco		BB2103	14 x SLW Fluid Fondation Powder : ENHM	na	Brown	P156 x L312mm	UP	

TOTAL TILES
CANCELED

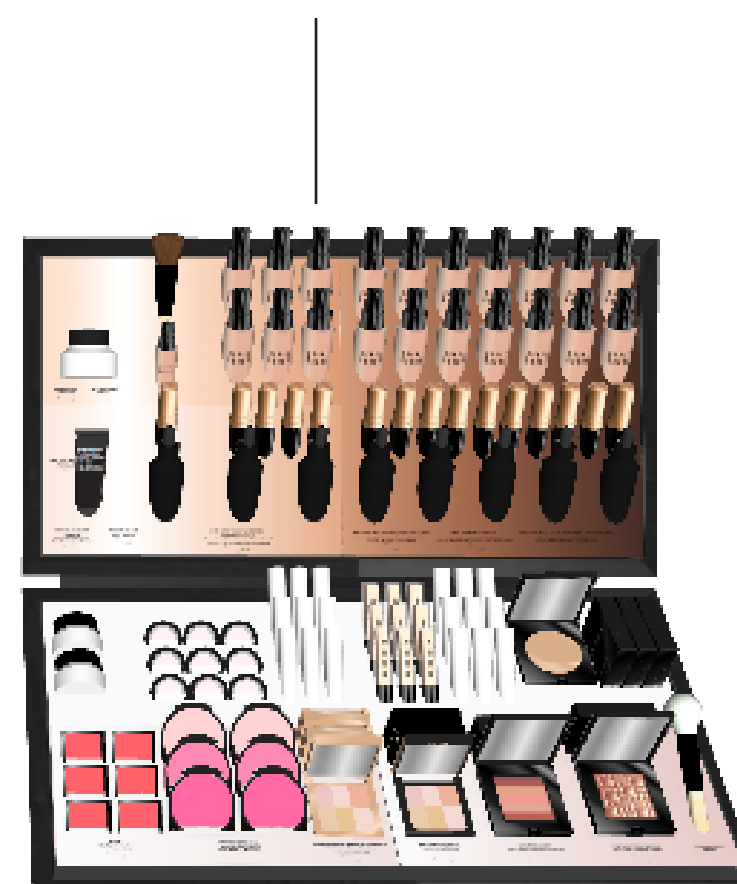
12 TILES

PLANO C (PERF)

Color assortment

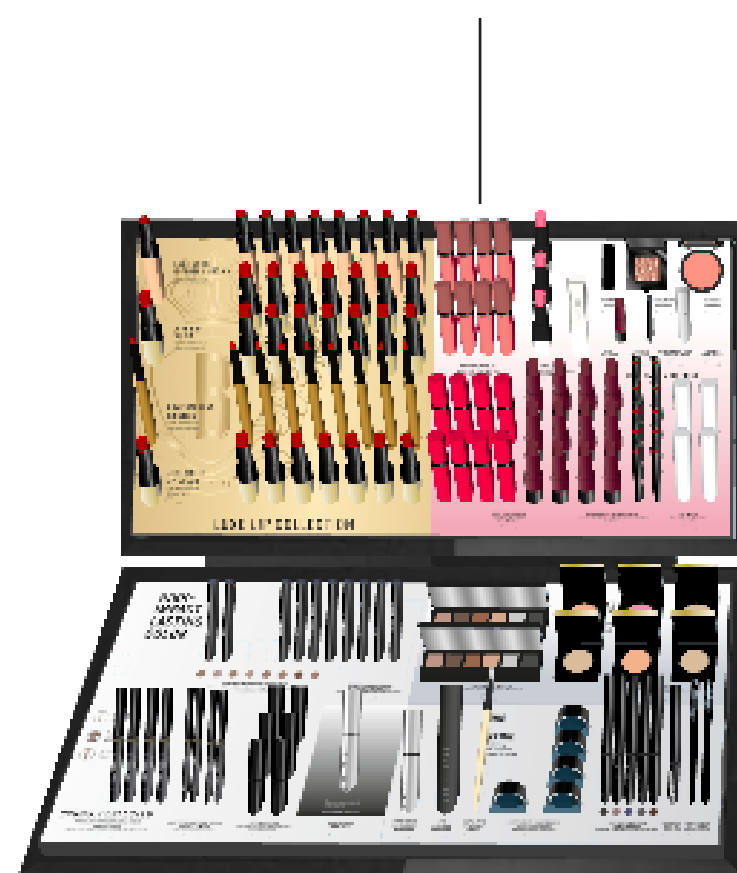


Face assortment



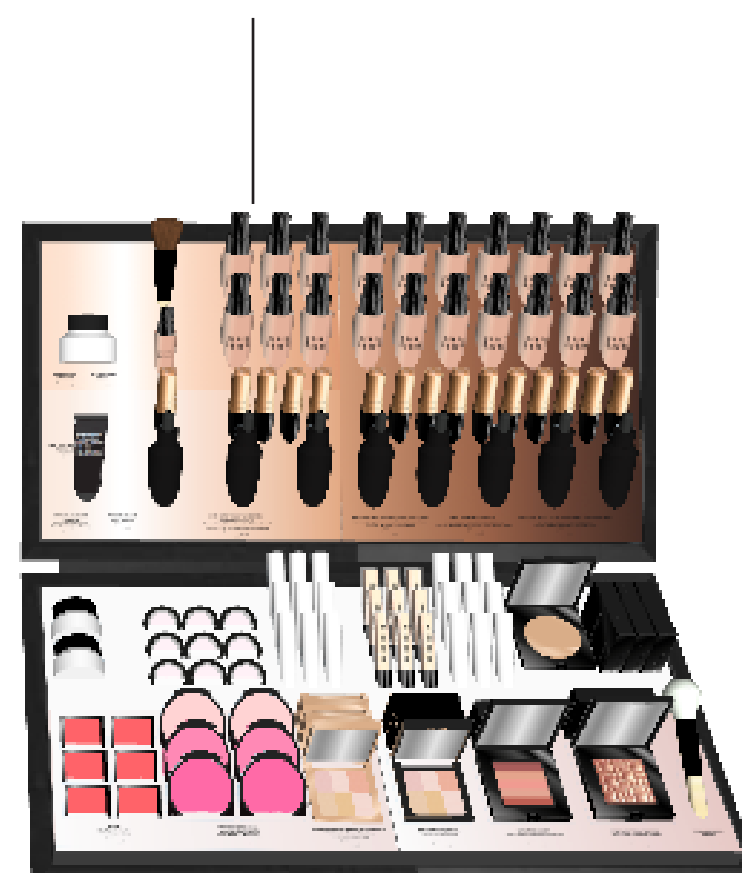
HOW TO SPLIT THE PLANOGRAM IF YOU DON'T HAVE ENOUGH SPACE

Color assortment



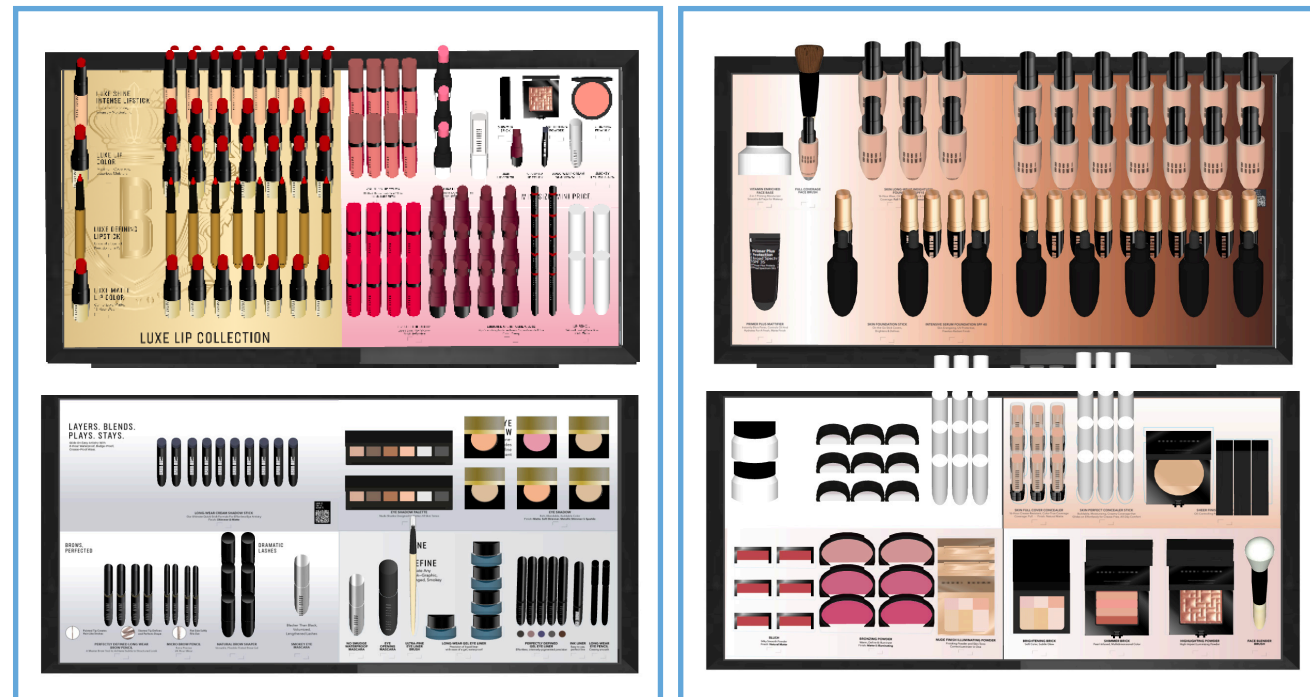
1
COLOR

Face assortment



1
FACE

Color tester Unit
&
face tester Unit



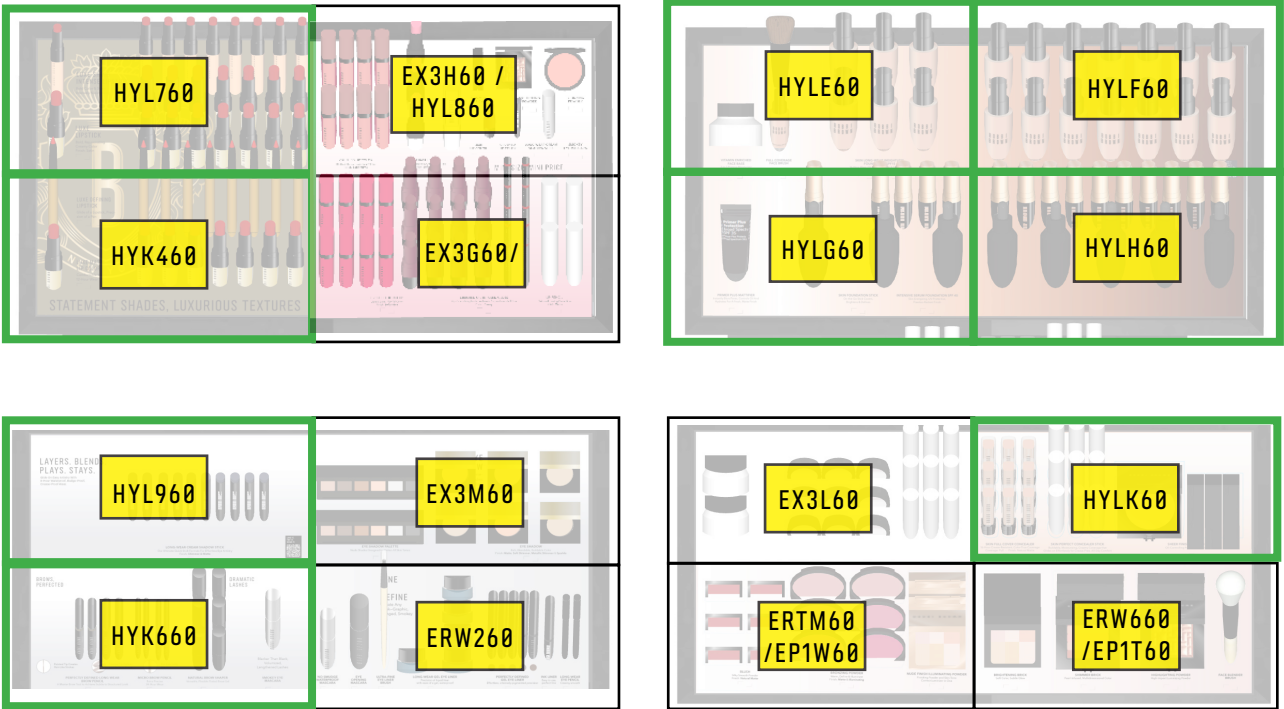
COMPOSITION - Structures TBC



x2 tester unit LARGE

TILES UPDATE:	
<p>COLOR:</p> <p>-NEW TILE LIPS X2: HYL760 / HYK460 (DISCO: ERTY60 / ERTE60)</p> <p>-NEW TILE EYES X2: HYL960 / HYK660 (DISCO: EX3N60 / EWJ460)</p>	<p>FACE:</p> <p>-NEW TILE FOUNDATION X4: HYLE60 / HYL60 / HYL60 / HYLH60 (DISCO: EWJ260 / EWJ16 / EWJ060)</p> <p>-NEW TILE CONCEALER: HYLK60 (DISCO: EX3K60)</p>

Color tester Unit
&
face tester Unit



PLANO C RETAIL TILES (PERF)

x16 TILES :

X16

P156XL312MM

New Tiles Fall 22

													ASSORTMENT			
CODE BB2003 BB2103	CODE BB2108	CODE BB2115	CODE BB2201	CODE BB2204	CODE BB2301	FPO VIZUALISATION	LAUNCHING PROGRAM	PRODUCTS	FACTICES	DIMENSIONS	UNIT UPPER PART	UNIT LOWER PART	PLANO A	PLANO B	PLANO C	Languages
					HYL7600001		BB2301	15 x Luxe Lip Color : BR12 9 x Luxe shine : BM4701	na	P156 x L312mm	UP				1	7
					HYK460		BB2301	8 x Luxe Matte : BR4A01 9 x Luxe Defining Lipstick : BNJ1	na	P156 x L312mm	BOTTOM				1	7
				EX3H60****	HYL8600001			8 x Crushed Infused : EMCK 3 x Extra Lip Tint : EBRG01 1x Extra lip serum : ETAK 1 x Mini highlighting powder : EPH2 -01 1x Mini Shimmer brick : EPH1-01 1 x Mini Smokey Eye Mascara : BRLE-01 et BRYL-01 1 x Mini Crushed : BRCL, BRLA, BRYM, ETF4-04 1 x Mini Luxe : ETF5-18 CN 1 x Mini LW Cream Shadow Stick : ETF2-04 et ETF2-09 1 x mini Bronzing powder : BRUN-01	na	P156 x L312mm	UP				1	
				EX3G60****				8 x Crushed liquid lip : BL1101 12 x Crushed lip color : BR2101 10 x lip pencil : EC9101 4x Crushed lip & cheek : ET90	na	P156 x L312mm	BOTTOM				1	
					HYL9600001		BB2301	10 x Long-Wear Cream Shadow Stick : E96B01	NA	P156 x L312mm		UP			1	7
				EX3M60****				6 x Luxe Eye Shadow : EAP01 2 x New Nudes Palettes : ENWF/ ENWG/ ENWH	NA	P156 x L312mm		UP			1	
					HYK6600001		BB2301	4 x Perfectly Defined Long-Wear Brow Pencil : ECN701 6 x Brow shaper : ETPY 1 x Smokey Eye Mascara : E9TN01 4 x Perfectly Defined Micro Brow Pencils : ENJN	NA	P156 x L312mm		BOTTOM			1	7
	BRW260****						BB2108	1 x No Smudge Waterproof Mascara : E9QP01 1 x Eye Opening Mascara : EETD01 5 x Long-Wear Gel Eyeliner : EOKK01 4 X Perfectly Defined Gel Eyeliner : EATK01 1 x Ink Liner : E9TS01 2 x Long-Wear Eye Pencil : BR1101	1 X Ultra Fine Eye Liner Brush : E55N01	P156 x L312mm		BOTTOM			1	
					HYL6600001		BB2301	6 x Skin Long-Wear Weightless Foundation : ESKR17 1 x Vitamin Enriched Face Base : E1LM01 1 x SLWWF 15 ML : BR60	1 x Full Coverage Face Brush : E96N01	P156 x L312mm	UP				1	7
					HYL6600001		BB2301	14x Skin Long-Wear Weightless Foundation : ESKR17		P156 x L312mm	UP				1	7
					HYL6600001		BB2301	1 x Primer Plus Mattifier : BRLL01 5 x Skin Foundation Stick : EA6C01 3 x Intensive Skin Serum Foundation : REPACK : EME7	na	P156 x L312mm	BOTTOM				1	7
					HYLH600001		BB2301	10x Skin Foundation Stick : EA6C01 5 x Intensive Skin Serum Foundation : REPACK : EME7	na	P156 x L312mm	BOTTOM				1	7
				EX3L60****				1 x Extra Repair Eye Cream : EP7P (+ refill) 1 x Vitamin Enriched EYE Base : BL1901 (B65Y01) 9 x Corrector : E6XW01 (tester) 9 x Skin corrector stick : EPXL	na	P156 x L312mm		UP			1	
					HYLX600001		BB2301	9 x Instant Full Cover Concealer : ETCR 9 x Skin perfect concealer stick : BRJ1 4 x Pressed Powders : ENPT	na	P156 x L312mm		UP			1	7
EP1W60****	ERTM600001						BB2203	6 x Blush/Shimmer Blush : EAPG03 - tester pre pack 6 x Bronzing Powder : E1FX01 - tester pre pack GOODET 3 x Nude Finish Illuminating Powder : EBLP01	na	P156 x L312mm		BOTTOM			1	
EP1T60****	BRW6600001						BB2203	3 x Brightening Brick : EA6L01 2 x Shimmer Brick : E1F601 2 x Highlighting Powder : EFAA01	1 x Face blender brush : E55701	P156 x L312mm		BOTTOM			1	

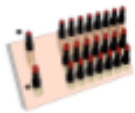
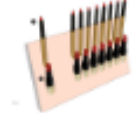








TILES - LIST

LINE UP C

TILES FACE	8 TILES
TILES COLOR	8 TILES
TOTAL TILES	16 TILES

TILES - LIST

LINE UP C

	ERTY60****				DISCO		882108	15 x Luxe Lip Color : BE1Y01 9 x Luxe shine : EM4701	na	Gold	P156 x L312mm	UP
	ERT660****				DISCO		882108	8 x Luxe Matte : EH1A01 9 x Luxe Defining Lipstick : ENJ1	na	Gold	P156 x L312mm	BOTTOM
ER6360****	ERTJ600001				DISCO		882103	10 x Skin Long-Wear Weightless Foundation : EQXR17 1 x Primer Plus Mattifier : EHL01	1 x Full Coverage Face Brush : E96N01	Shell colour + Brown	P156 x L312mm	UP
ER6260****	ERW360001		EWJ3600001 annulé		DISCO		882103	10 x Skin Long-Wear Weightless Foundation : EQXR17 1 x Vitamin Enriched Face Base : E1LM01 1 x Hydrating Water Fresh Cream 50 ml : EMNE-01	na	Shell colour + Brown	P156 x L312mm	BOTTOM
		EW3Y60	EWJ2600001		DISCO		882115	10 x Skin Long-Wear Weightless Foundation : EQXR17 1 x Vitamin Enriched Face Base : E1LM01 1 x SLWWF 15 ML : ER60	1 x Full Coverage Face Brush : E96N01	Shell colour + Brown	P156 x L312mm	BOTTOM
ER6160****	ERTK600001		EWJ1600001		DISCO		882103	6 x SLW Fluid Foundation Powder : ENHM 9 x Skin Foundation Stick : EA6C01 4 x Intensive Skin Serum Foundation : EC1A01 / EML / ECR4 - REPACK : EME7	na	Brown	P156 x L312mm	UP
ERSY60****	ERW4600001		EWJ0600001		DISCO		882103	6 x SLW Fluid Foundation Powder : ENHM DROITE (different specs) 6 x Skin Foundation Stick : EA6C01 4 x Intensive Skin Serum Foundation : EC1A01 / EML / ECR4 - REPACK : EME7	na	Brown	P156 x L312mm	BOTTOM
				EX3K60****	DISCO			9 x Instant Full Cover Concealer : EH1A01 9 x Skin perfect concealer stick : ERFJ 4 x Pressed Powders : ENPT	na	Pink Glow	P156 x L312mm	UP
				EX3N60****	DISCO			19 x Long-Wear Cream Shadow Stick : E2R601	NA	Grey	P156 x L312mm	UP
			EWJ4600001		DISCO		882201	4 x Perfectly Defined Long-Wear Brow Pencil : ECNPD1 4 x Brow shaper : E80PD1 1 x Smokey Eye Mascara : E9TN01 4 x Perfectly Defined Micro Brow Pencils : ENJN	NA	Grey	P156 x L312mm	BOTTOM

TOTAL TILES
CANCELED

10 TILES



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FLORE CHEVALIER

STORE DESIGNER MANAGER EMEA

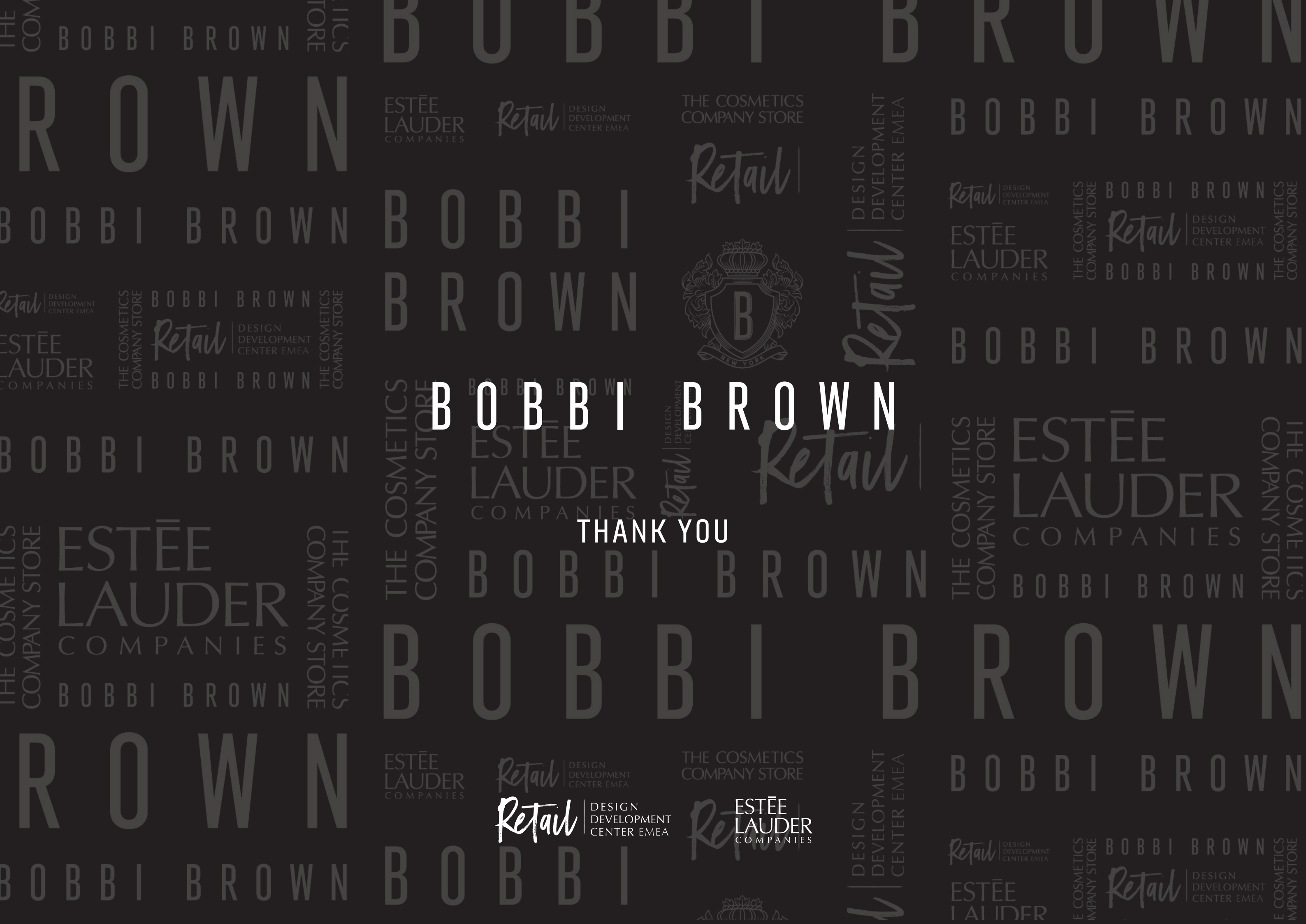
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DESIGNER EMEA

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BOBBI BROWN

THANK YOU