

# FALL 23 TILE UPDATE

### DISCO

<i>Skin Foundation - Disco no replacement</i>	<i>E2LE</i>
<i>Skin Long-Wear Fluid Powder Foundation - Disco FALL 22</i>	<i>ENHM</i>
<i>Instant Full Cover Concealer - Disco replaced with ETCR</i>	<i>EH9A</i>
<i>Luxe Lip Color Disco replaced with ER12</i>	<i>EE1Y</i>
<i>Luxe Matte Lip Color - Disco &amp; replaced by HYWT</i>	<i>EHJA</i>
<i>Luxe Defining Lipstick - Disco no replacement</i>	<i>ENJ1</i>
<i>Crushed Liquid Lip - Disco no replacement (3 shades for India only)</i>	<i>EL11</i>
<i>Crushed Lip &amp; Cheek - Disco no replacement</i>	<i>ET90</i>
<i>Lip Color - Disco no replacement</i>	<i>E100</i>
<i>Art Stick - Disco no replacement</i>	<i>EA5T</i>
<i>Single Eye Shadow - Disco no replacement</i>	<i>E4P9+E4YK+E4NE</i>
<i>Perfectly Defined Long-Wear Brow Pencil - Disco &amp; replaced by BBEP</i>	<i>ECNF</i>
<i>Perfectly Defined Long-Wear Brow Pencil REFILLS - Disco &amp; replaced by BBER</i>	<i>ER16</i>
<i>Brow Shaper - Disco replaced with ETPY</i>	<i>E80P/EGA2</i>
<i>Brow Kit - Disco no replacement</i>	<i>EM6X</i>
<i>Blush - Disco &amp; replaced by XXX</i>	<i>E4PE</i>
<i>Bronzing Powder/Illuminating Bronzing Powder - Disco &amp; replaced by XXXXX</i>	<i>E1FX+E5EL</i>
<i>Hydrating Water Fresh Cream - Disco no replacement</i>	<i>EMNE</i>
<i>Highlighting Powder Pink Glow - DISCO to be repack EWXG</i>	<i>EPH2</i>
<i>Shimmer Brick - DISCO</i>	<i>EPH1</i>
<i>Luxe Lip Color - DISCO FY23 H1</i>	<i>EWAR</i>
<i>Bronzing Powder - Disco no replacement</i>	<i>ERLN</i>
<i>Sheer Finish Pressed Powder - DISCO</i>	<i>EX18</i>

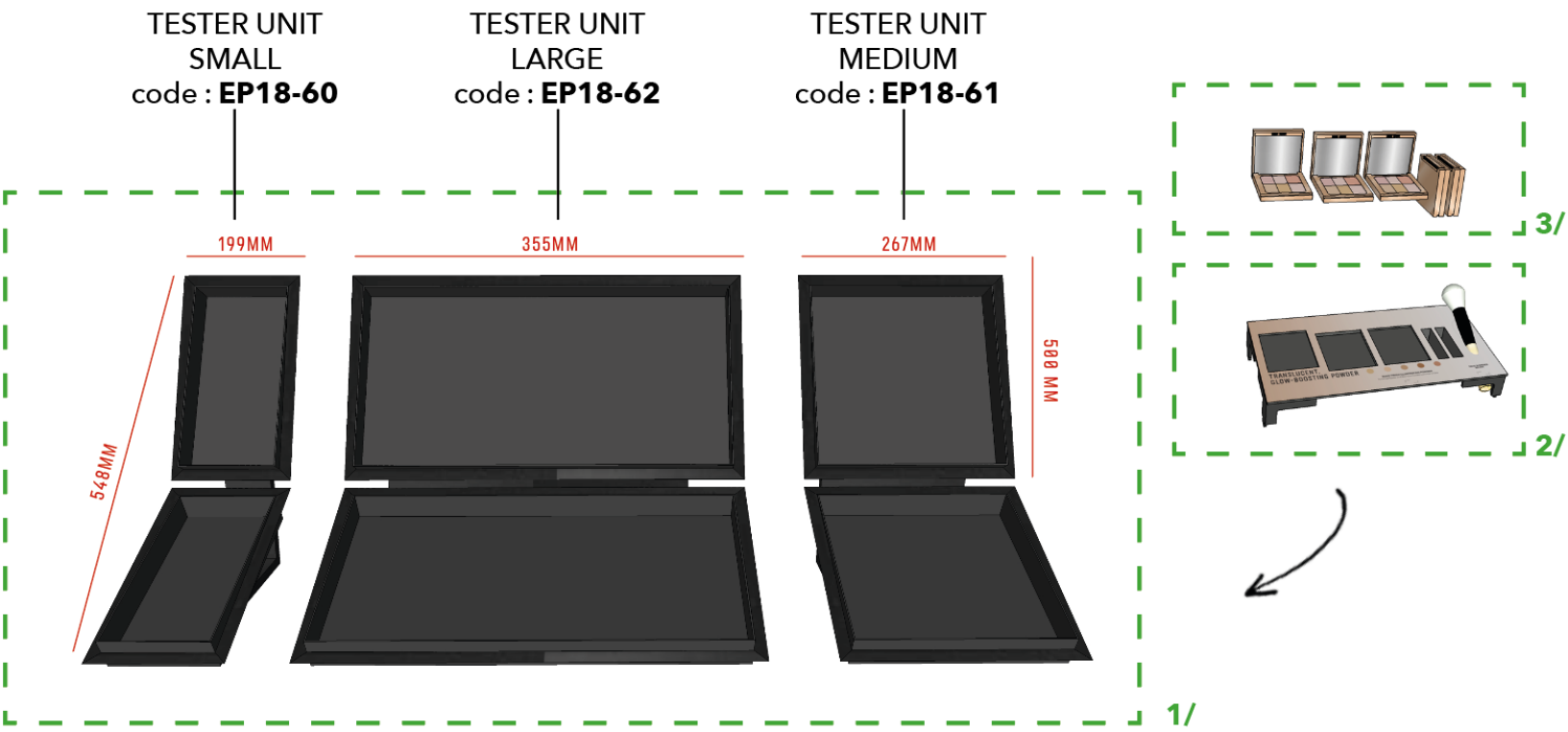
### NEWNESS

Vitamin Enriched Presses Powder <b>NEW</b>	EYYR
Luxe Matte Lipstick <b>NEW</b>	HYWT
24 Hour Kajal Liner Waterproof <b>NEW</b>	HYP3
Long-Wear Brow Pencil <b>NEW</b>	BBEP
Long-Wear Brow Pencil Refills <b>NEW</b>	BBER
Blush <b>NEW</b> (OCD Oct 23)	H6EN + H717
Bronzing Powder <b>NEW</b> (OCD Oct23)	H718+H7YK
Vitamin Enriched Skin Tint SPF15 <b>NEW</b>	EW5T

# TESTER UNIT

- 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

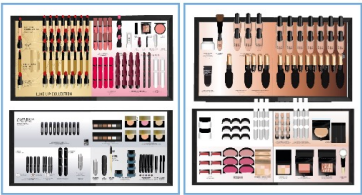
COMPOSITION - Structures TBC



x2 tester unit MEDIUM



x1 tester unit LARGE



### PLANO C

RETAIL TILES (PERF)

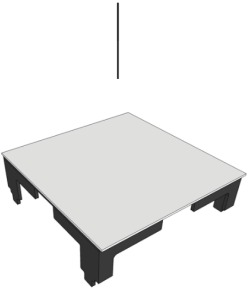
COMPOSITION - Structures TBC



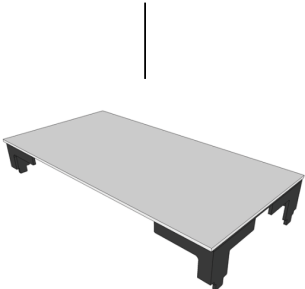
x2 tester unit LARGE

### 3 TILES FORMAT

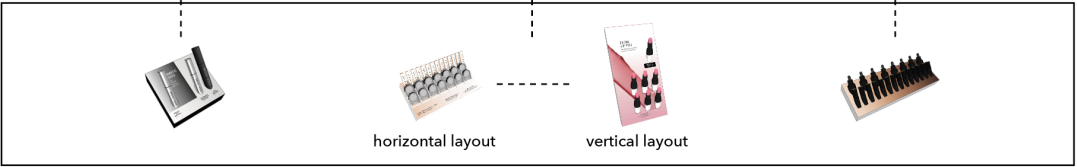
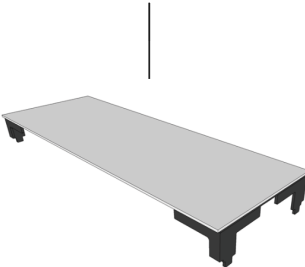
Tiles  
156x156mm



Tiles  
156x312mm  
vertical or horizontal



Tiles  
156x468mm




### PRODUCT PLACEMENT

EMPLACEMENT PRICES

Use the DYMO MATERIAL to print the prices

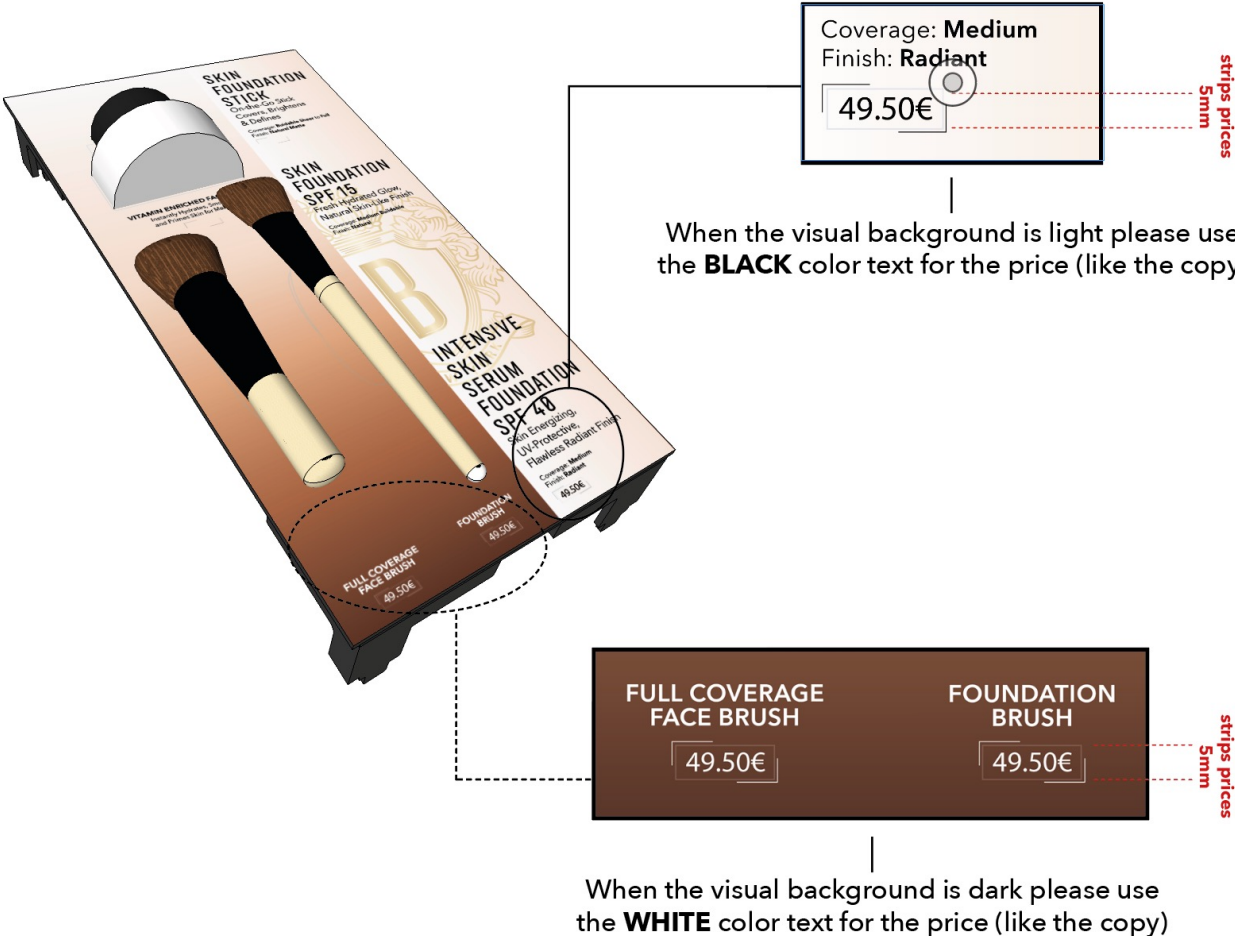
DYMO MATERIAL :



TECNHICAL DETAILS :

ABC

- Clear paper
- 5mm thickness



# FALL 23

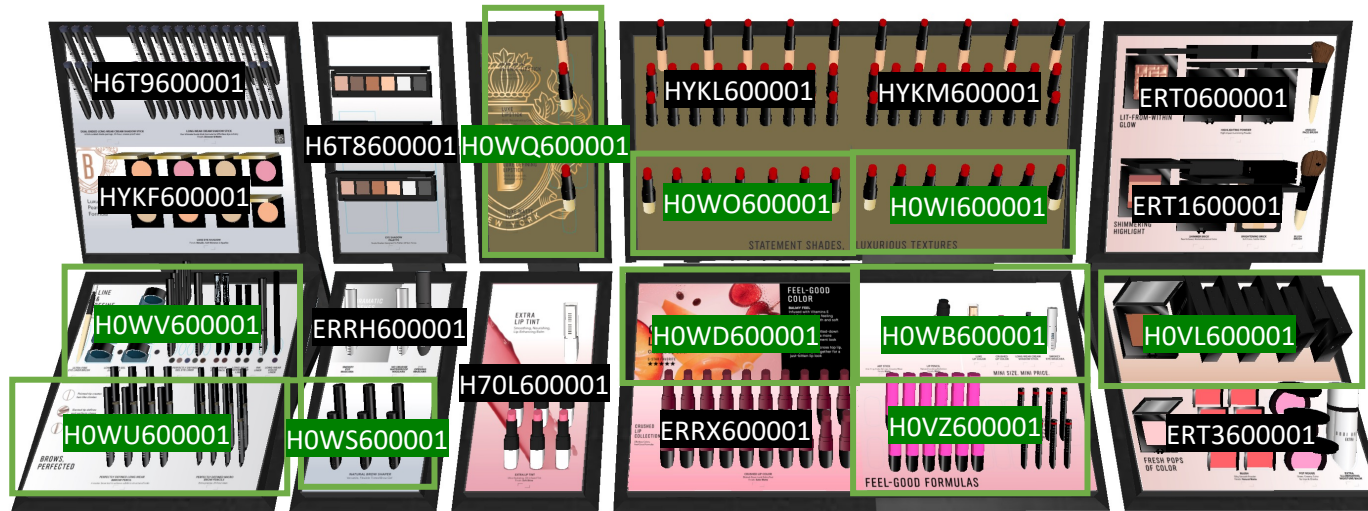
# PLANOGRAMS RETAIL

In EMEA REGION  
Only 3 assortments  
A – B – C

# FALL 23 RETAIL

PLANO A

## COLOR - Tester Unit



NEW FALL23  
BB2403 TILES

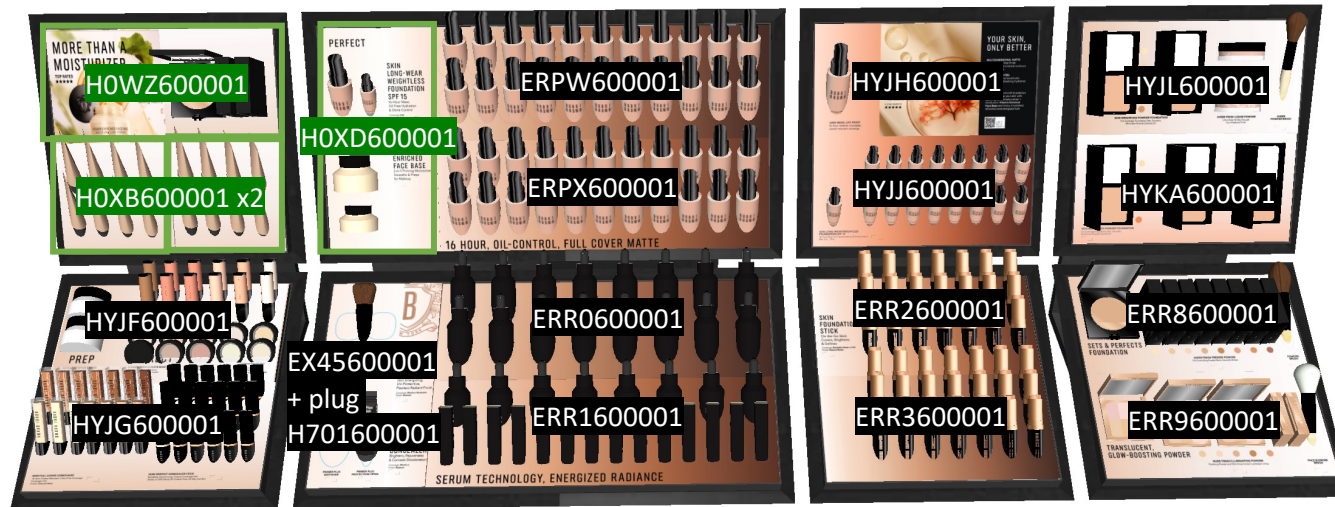
### X21 TILES:

X2 - 156x156MM

X16 - 156x312MM

X3 - 312x156MM

## FACE - Tester Unit



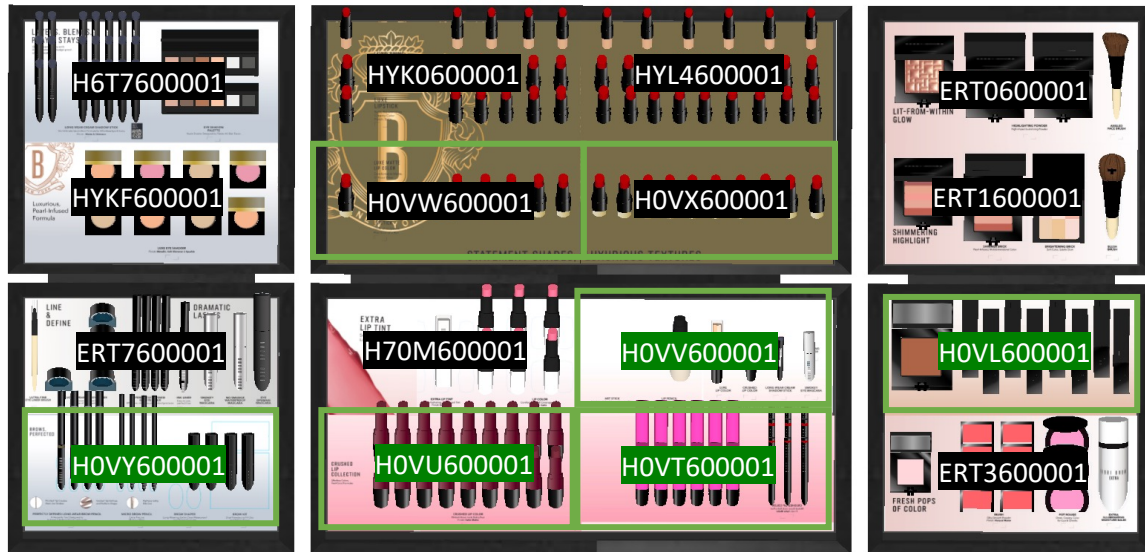
### X15 TILES:

X2 - 156x156MM




X11 - 156x312MM

X2 - 312x156MM

## COLOR - Tester Unit







### X16 TILES:

- X0 - 156x156MM 
- X16 - 156x312MM 
- X0 - 312x156MM 

## FACE - Tester Unit



### X16 TILES:

- X2 - 156x156MM 
- X11 - 156x312MM 
- X1 - 312x156MM 
- X2 - 156x468MM 

NEW FALL23  
BB2403 TILES

## COLOR - Tester Unit



## FACE - Tester Unit



### X16 TILES:

X2 - 156x156MM



X15 - 156x312MM



X0 - 312x156MM

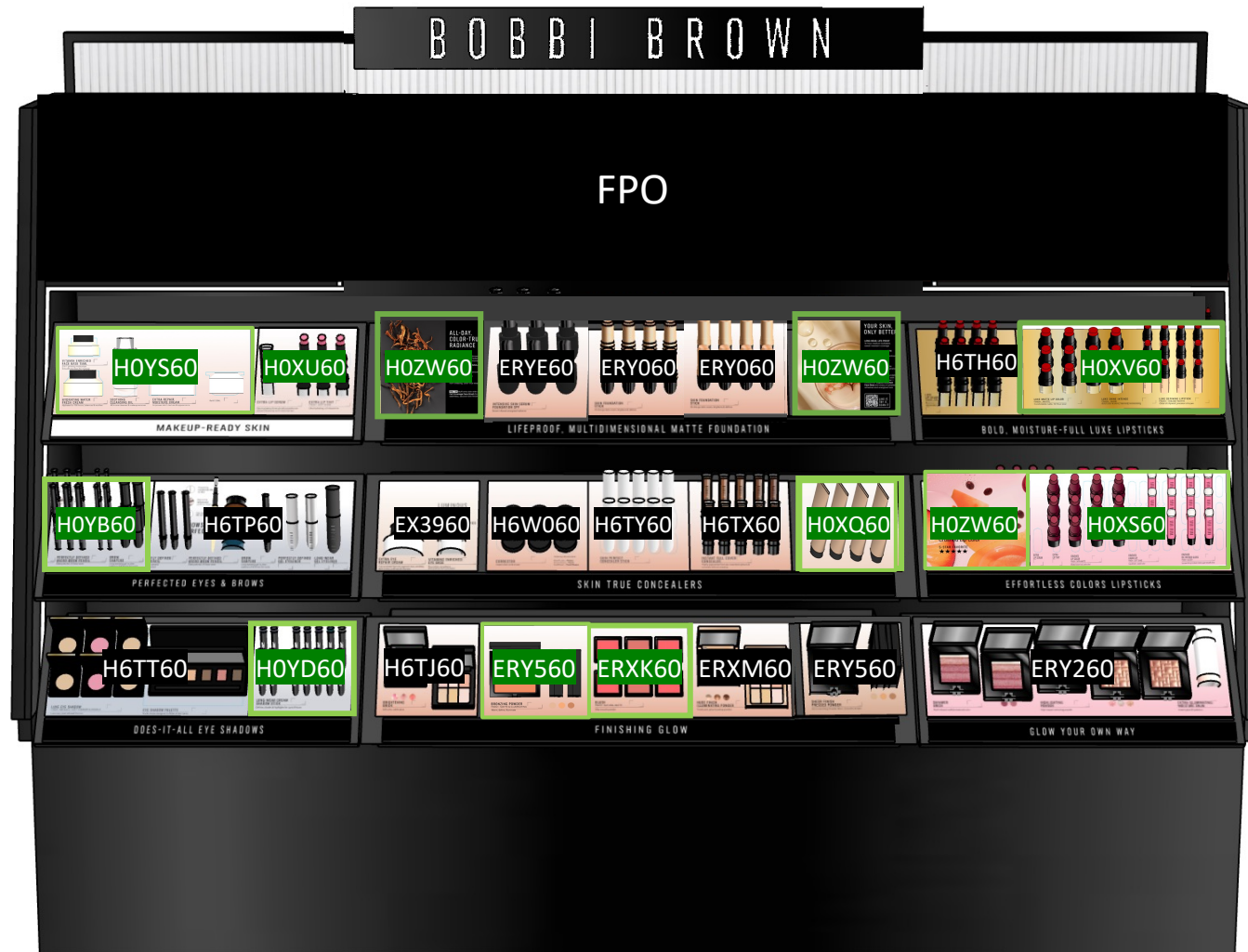


NEW FALL23  
BB2403 TILES

**FALL 23**  
**PLANOGRAMS OPEN SELL**

# FALL 23 OPEN SELL

C2 GONDOLA - EXTENDED LINE UP



## X26 TILES:

X20 - 156x156MM



X5 - 156x312MM



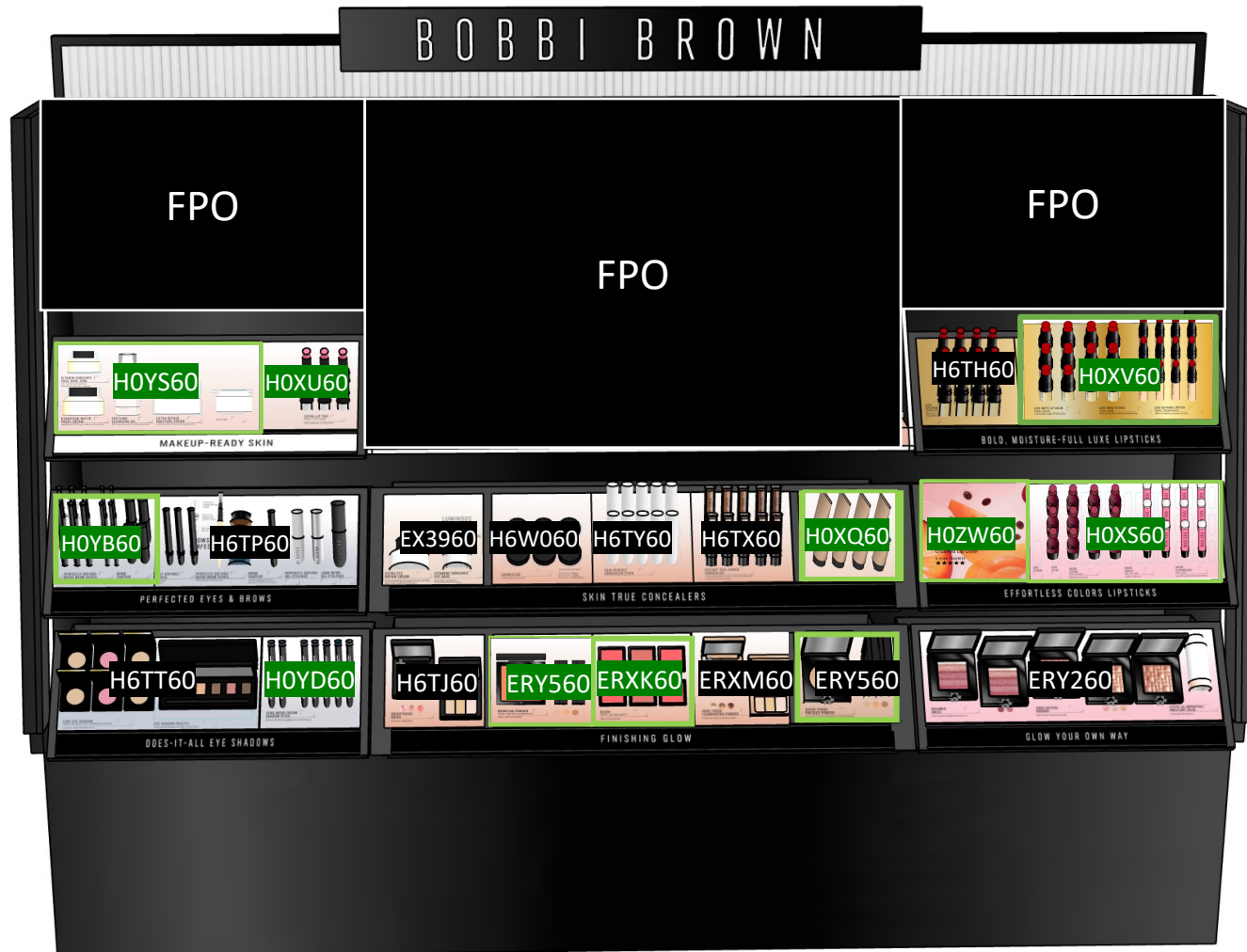
X1 - 156x468MM




NEW FALL23  
BB2403 TILES


# FALL 23 OPEN SELL


GONDOLA C2 NON-EXTENDED LINE-UP



## X21 TILES:

X15 - 156x156MM 

X5 - 156x312MM 

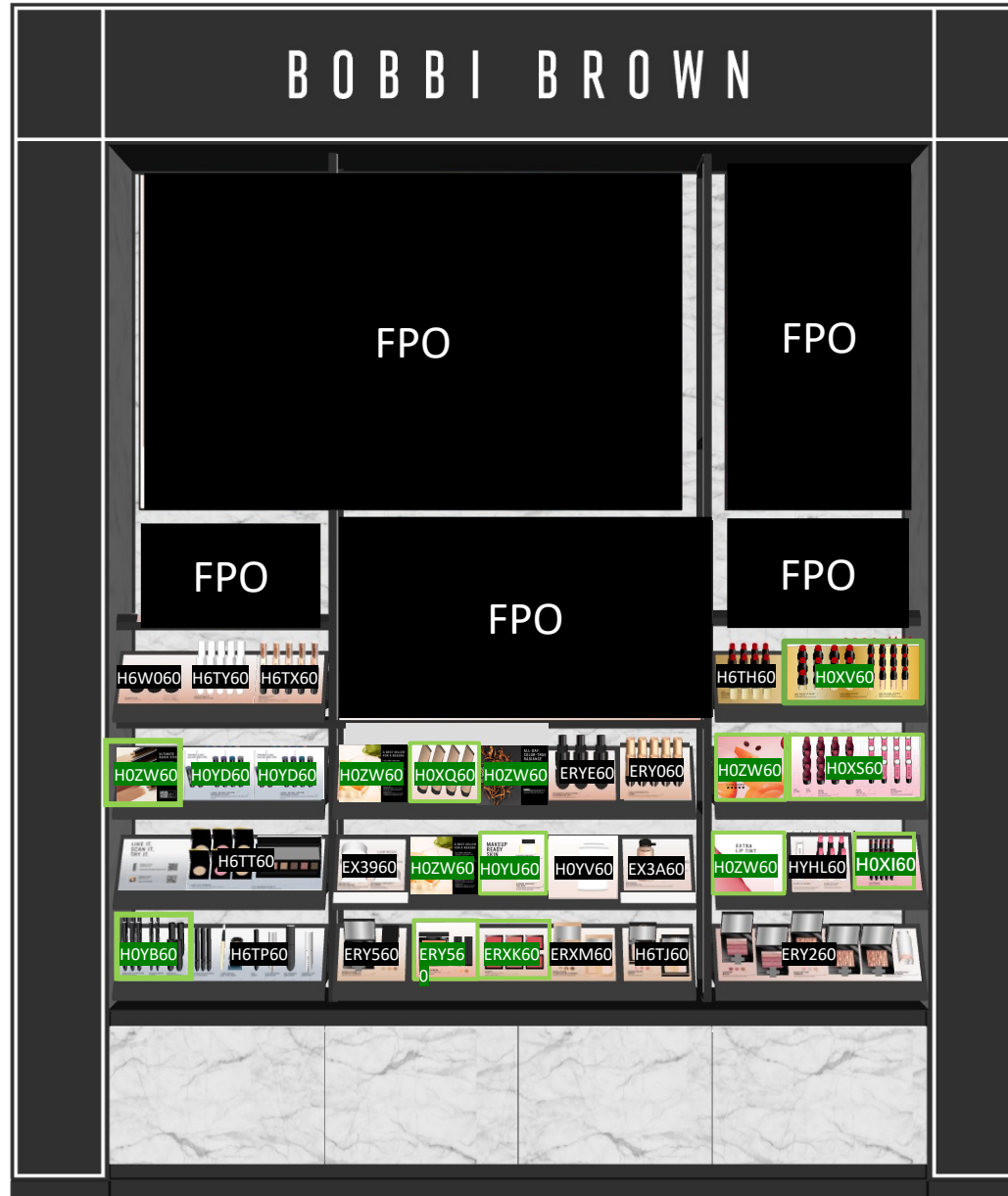
X1 - 156x468MM 

NEW FALL23  
BB2403 TILES


non-extended line-up


# FALL 23 OPEN SELL

BACKWALL LARGE – NON EXTENDED LINE UP



## X26 TILES:

X20 - 156x156MM 

X5 - 156x312MM 

X1 - 156x468MM 

NEW FALL23  
BB2403 TILES

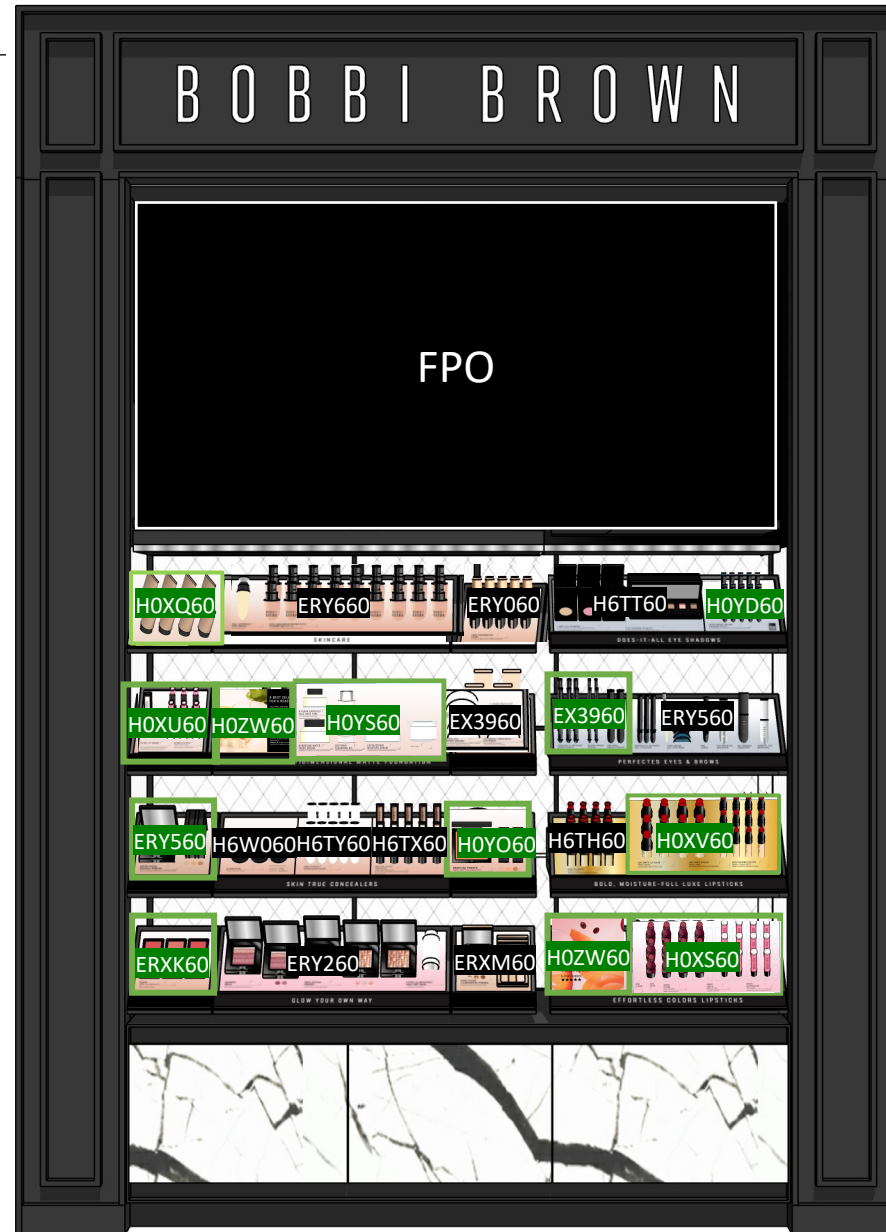
B O B B I   B R O W N




NEW FALL23  
BB2403 TILES


# FALL 23 OPEN SELL

BACKWALL MEDIUM 1500MM



## X23 TILES:

X16 - 156x156MM 

X5 - 156x312MM 

X2 - 156x468MM 


NEW FALL23  
BB2403 TILES


# FALL 23 OPEN SELL




BACKWALL SMALL 1200MM

## X16 TILES:

X11 - 156x156MM 

X5 - 156x312MM 

X1 - 156x468MM 


NEW FALL23  
BB2403 TILES


# FALL 23 OPEN SELL

RETAILER FORMAT



## X18 TILES:

X12 - 156x156MM 

X5- 156x312MM 

X1 - 156x468MM 

NEW FALL23  
BB2403 TILES



## X11 TILES:

X8 - 156x156MM



X2- 156x312MM



X1 - 156x468MM



NEW FALL23  
BB2403 TILES