



Elizabeth Arden

HOLIDAY 2024

FINAL TOOLKIT



LAUNCH SUMMARY

LAUNCH CLASSIFICATION:
Seasonal

MARKET INFORMATION:
Global: Primary

CAMPAIGN:
Holiday 2024

CONTENTS

- 3 Campaign Guidelines
- 14 Assets Available
- 43 Print Deliverables
- 74 Digital Deliverables
- 129 Social Deliverables

ASSETS AVAILABLE FOR DIRECT DOWNLOAD: [CLICK HERE](#)

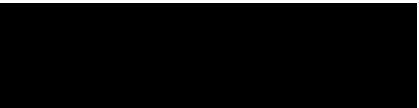
CAMPAIGN OVERVIEW

A bright, bold celebration, Holiday 2024 opens the doorway to a whimsical, cheerful cosmos that warms the heart and uplifts the spirit, embodying the importance of shared closeness and sweet indulgences. Give the ultimate gift of extravagance or enrich and elevate any special occasion with these unique, festive-inspired sets. Every collection lingers with love, brims with beauty, and evokes pure, undeniable vibrance, uniting a complimentary array of premier skincare and alluring fragrances. True luxury is knocking—all you have to do is answer.

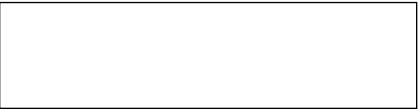


COLOR PALETTE

Text / Primary



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CMYK 0/0/0/100



HEX# ffffff
RGB 255/255/255
CMYK 0/0/0/0

Primary Colors



HEX# ad1a2c
RGB 173/26/44
CMYK 22/100/90/14



HEX# a98d66
RGB 169/141/102
CMYK 33/41/65/6



HEX# b90e5d
RGB 185/14/93
CMYK 23/100/43/10

TYPOGRAPHY

Primary Font

USE BAUER BODONI FOR HEADLINES

Bauer Bodoni Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Secondary Font

GOTHAM

Gotham Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Gotham Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

TYPOGRAPHY

Style

Use these guidelines as a starting point.
Adjust according to medium and dimensions.

Headline and intro copy to run centered.
Other copy can run left aligned or centered
depending on the application.

Note: Please scale copy proportionally.

Logo

Elizabeth Arden

Headline

Bauer Bodoni
Italic -10 tracking
Bauer Bodoni
Roman 100 tracking



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CROPPING GUIDELINES

Do's



SQUARE



VERTICAL



HORIZONTAL



EXTREME HORIZONTAL



EXTREME VERTICAL

Don'ts



DO NOT STRETCH OR DISTORT



DO NOT FLIP



DO NOT CHANGE COLOR



DO NOT ROTATE



DO NOT TILT



DO NOT FLIP UPSIDE DOWN

ASSETS AVAILABLE

Product Key Visuals

PHOTOGRAPHER: Jarren Vink
AGENCY: Kate Ryan
TERRITORY: Global
DATE OF FIRST USE: September 1st, 2024
USAGE: 1 year from date of first use

First date of use determined by Company’s first public use in a commercial campaign. Parties acknowledge that visuals may be shared with the media prior to first date of use. After the Term ends, Company has no obligation to remove any post (or materials contained within the post) which include Model’s likeness from its sites or social media channels as posted during the Term. The term of use shall include an additional ninety (90) days use post-expiration to accommodate in-market transition of the materials.

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EA_HOL24_KV1_BEST_ADV60_PREV_WTOG-587_COMP_V4_QC_MAIN_150RGB



EA_HOL24_KV1_BEST_ADV60_PREV_WTOG-587_COMP_V4_QC_ALT_MAIN_150RGB



EA_HOL24_KV2_BEST_ADV_PREV_8HR-614_COMP_EU_V4_QC_MAIN_150RGB



EA_HOL24_KV2_BEST_ADV_PREV_8HR-614_COMP_EU_V4_QC_MAIN_150RGB.JPG



EA_HOL24_KV3_BEST_8HR_SP_LIP_HAND-626_COMP_US_V4_QC_MAIN_150RGB



EA_HOL24_KV3_BEST_8HR_SP_LIP_HAND-626_COMP_EU_V4_QC_MAIN_150RGB



EA_HOL24_KV3_BEST_8HR_SP_LIP_HAND-626_COMP_US_V4_QC_ALT_MAIN_150RGB



EA_HOL24_KV3_BEST_8HR_SP_LIP_HAND-626_COMP_EU_V4_QC_ALT_MAIN_150RGB



EA_HOL24_KV4_SKIN_HA_ADV_GOLD_VITC_RETHPR_60-682_COMP_V3_MAIN_QC_150RGB

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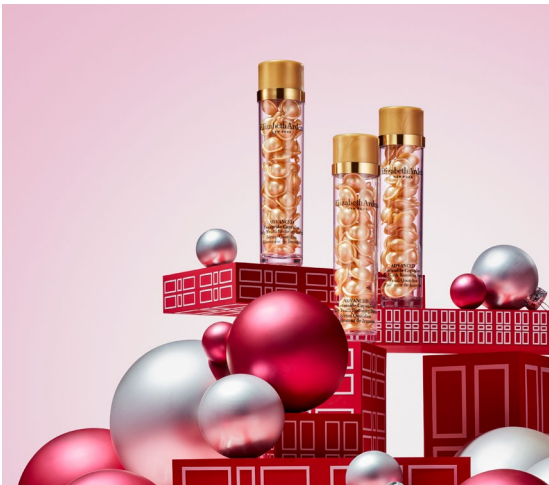
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MAIN_QC_150RGB



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EA_HOL24_KV6_SKIN_TREX-778_COMP_V2_
MAIN_QC_150RGB



EA_HOL24_KV7_SKIN_PREV2_150RGB



EA_HOL24_KV7_SKIN_PREV2_2_150RGB



EA_HOL24_KV8_FRAG_WT_EDP_EDT_RD-
903_D_QC_150RGB



EA_HOL24_KV9_ALT_FRAG_WT_EDP_EAF-
989_D_QC_ALT_150RGB



EA_HOL24_KV9_ALT_FRAG_WT_EDP_EAF-
989_D_QC_150RGB

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EA_HOL24_SOC_3PC_COFFRET_SET-662_COM-P_150RGB



EA_HOL24_SOC_GFT1_8HR_COL-132_COM-P_150RGB



EA_HOL24_SOC_GFT3_PREV_COL-410_COM-P_150RGB



EA_HOL24_SOC_GFT4_PREV_COL_ASIA-435_COMP_300DPI_RGB_150RGB



EA_HOL24_SOC_GFT9_GIFTSET_SKINCARE-106_COMP_150RGB



EA_HOL24_SOC_GFT9A_GIFTSET_SKIN_FRAG-112_COMP_150RGB

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AGENCY: Kate Ryan
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EA_HOL24_SOC_GFT16_MKUP-162_COMP_150RGB



EA_HOL24_SOC_GFT17_FRAG-179_COMP_150RGB



EA_HOL24_SOC_ROUTIN_14_ROUTIN4-475_COMP_150RGB



EA_HOL24_SOC_ROUTIN_14A_ROUTIN4-502_COMP_150RGB



EA_HOL24_SOC_ROUTIN_14_ROUTIN4-475_COMP_150DPI_RGB

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EA_HOL24_SOC_PROMO6_BOXINGDAY-567_COMP_150RGB



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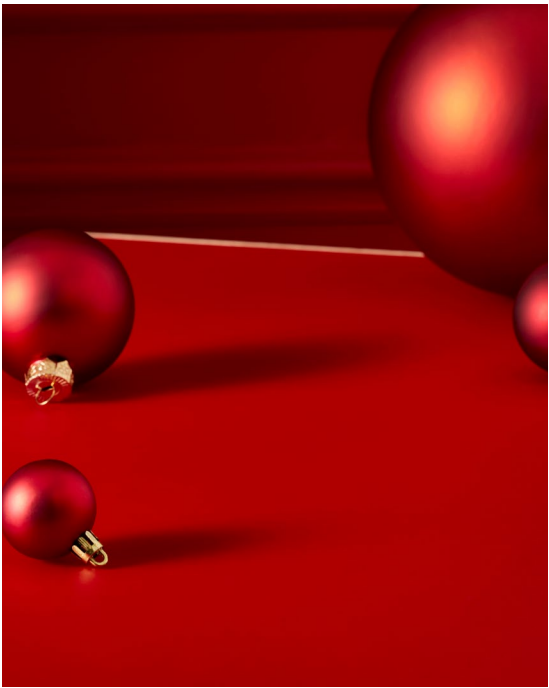
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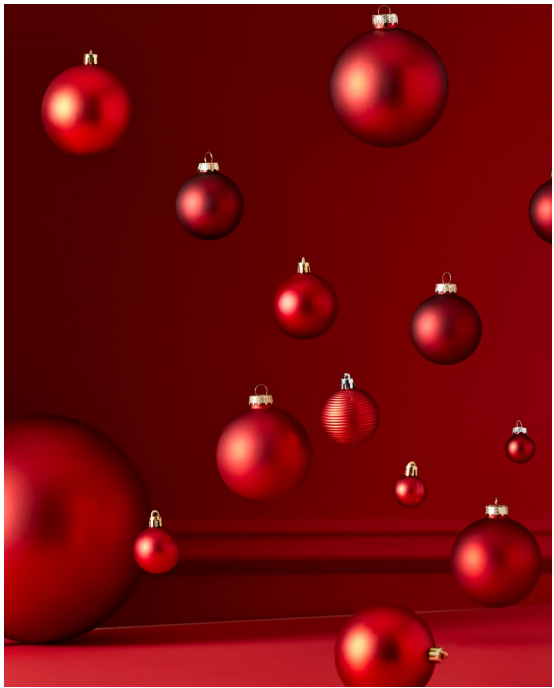
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EA_HOL24_SOC_PROMO1_GIFTING-218_MAIN_FS_150_RGB



EA_HOL24_SOC_PROMO3_GIFTING3-652_150_RGB



EA_HOL24_SOC_PROMO2_GIFTING2-347_150_RGB



EA_HOL24_SOC_PROMO2_GIFTING2-349_150_RGB



EA_HOL24_SOC_PROMO2_GIFTING2-336_150_RGB

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AGENCY: Kate Ryan
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EA_HOL24_SOC_PROMO7_SINGLES-DAY-268_150_RGB



EA_HOL24_SOC_GFT1_8HR_COL-145_BKG_150_RGB



EA_HOL24_SOC_PROMO7_SINGLESDAY-277_BKG_150_RGB



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EA_HOL24_SOC_PROMO7_SINGLESDAY-278_BKG_150_RGB

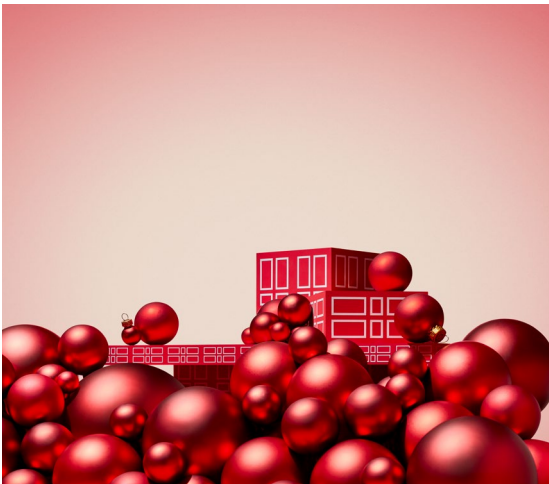
ASSETS AVAILABLE

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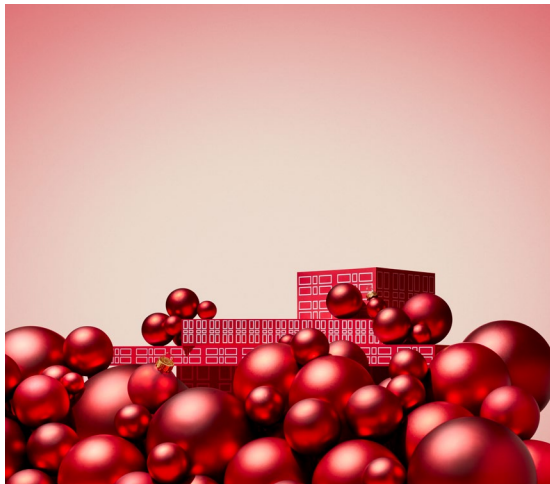
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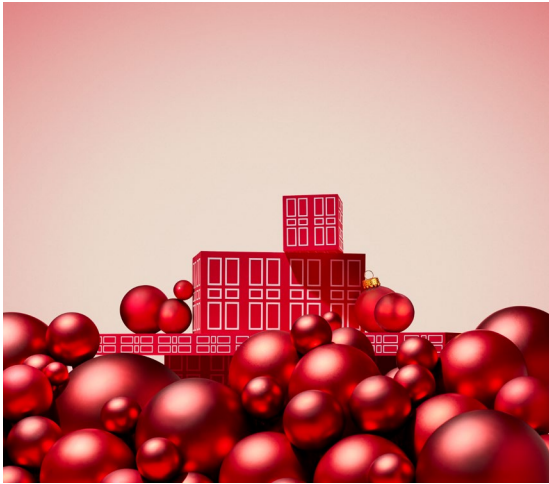
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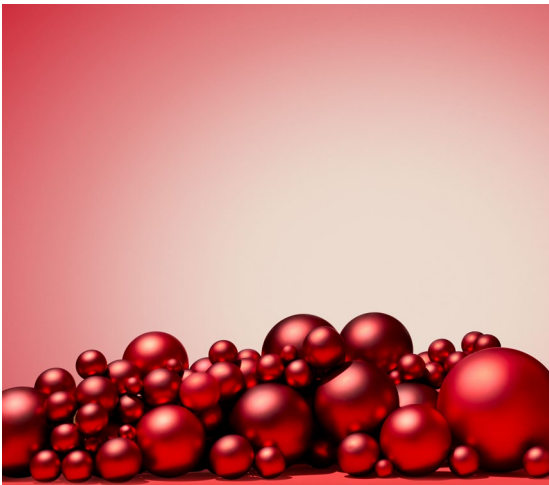
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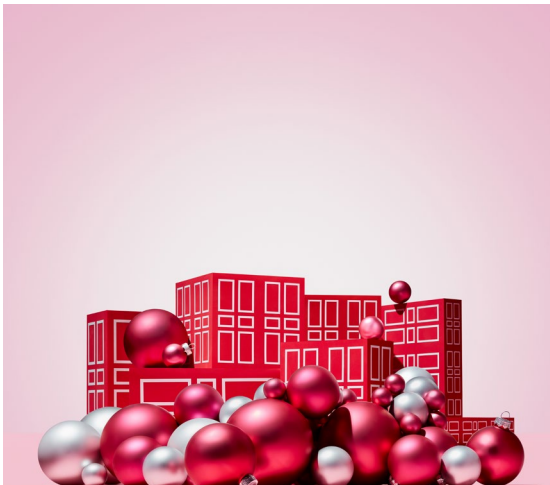
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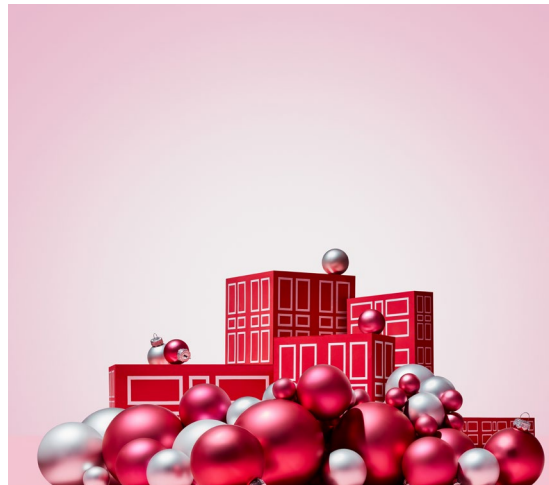
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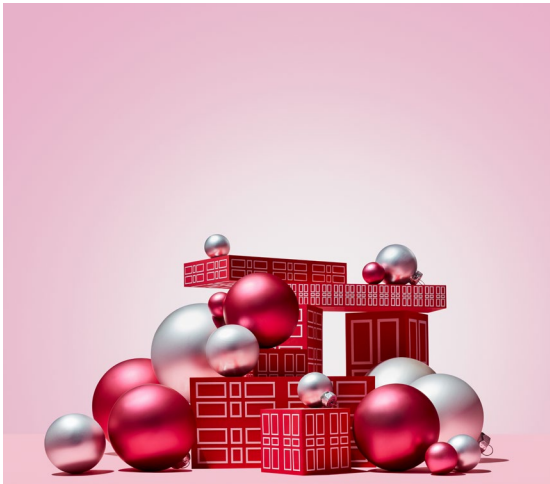
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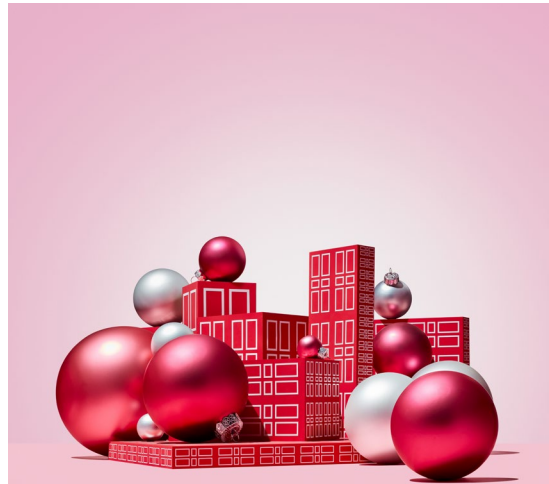
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EA_HOL24_KV6_SKIN_TREX-778_COMP_V2_BG_QC_MAIN_150RGB_BG



EA_HOL24_KV7_SKIN_PREV2_BG_2

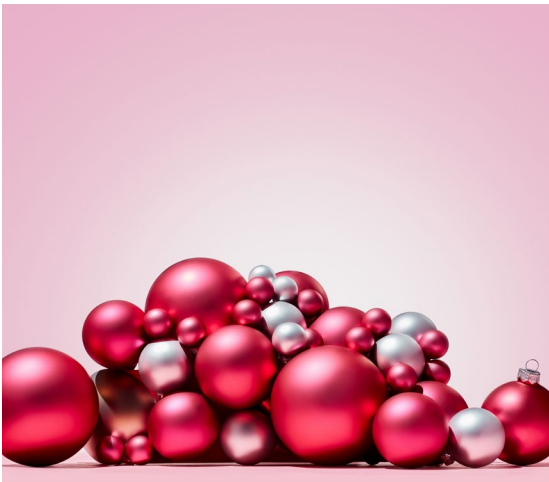
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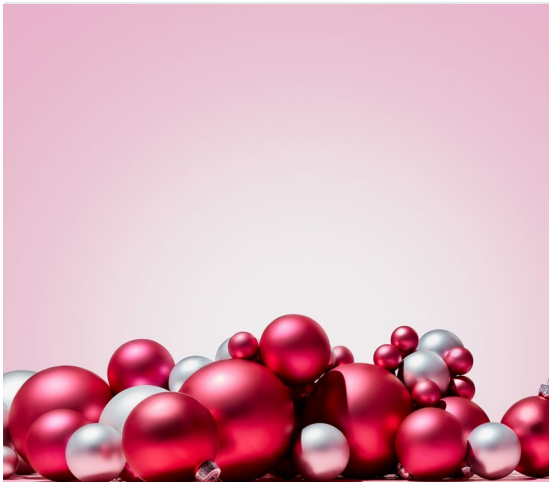
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EA_HOL24_KV7P_SKIN_PLATE-857_MAIN1_C_MAIN_150RGB_BG



EA_HOL24_KV7P_SKIN_PLATE-863_MAIN2_C_MAIN_150RGB_BG



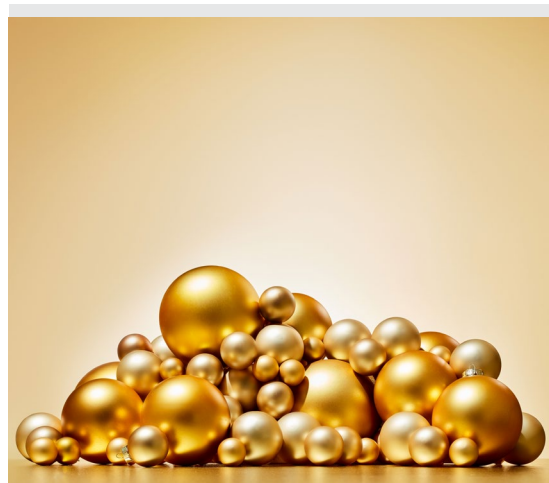
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EA_HOL24_KV7P_SKIN_PLATE-883_MAIN4_C_MAIN_150RGB_BG



EA_HOL24_KV8_FRAG_WT_EDP_EDT_RD-903_D_BG_MAIN_150RGB_BG



EA_HOL24_KV9_ALT_FRAG_PLATE-1057_ORNAMENTS_GROUP_B_MAIN_150RGB_BG



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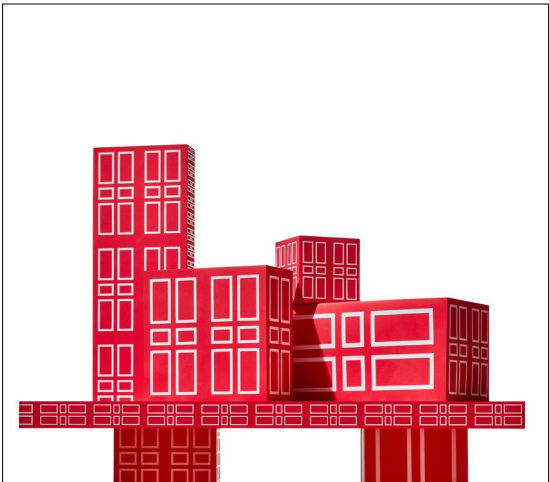
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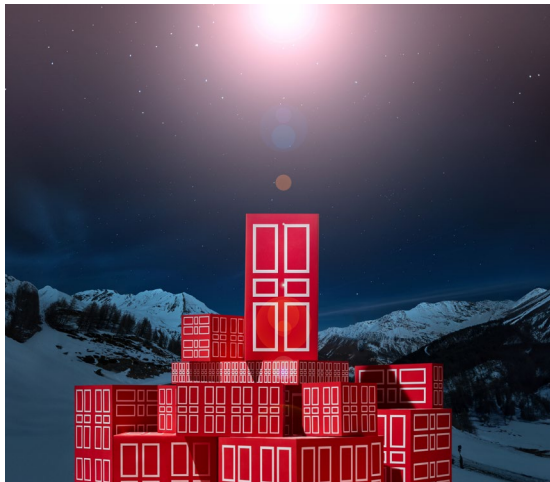
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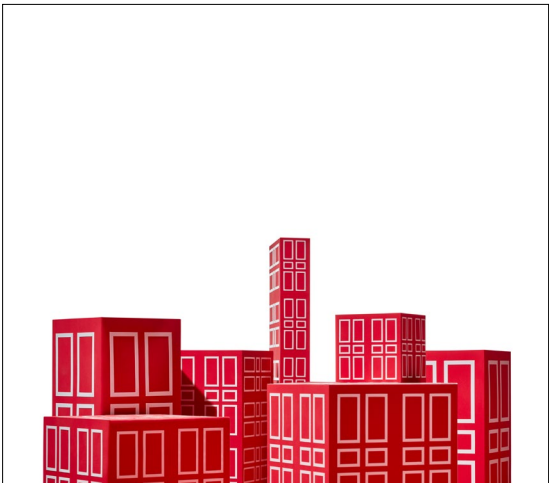
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EA_HOL24_PROMO_BLACK_FRI-633_B_NIGHTSKY_MAIN_150RGB_BG



EA_HOL24_PROMO_BLACK_FRI-633_B_WHITE_MAIN_150RGB_BG



EA_HOL24_PROMO_BLACK_FRI-636_B_MAIN_150RGB_BG



EA_HOL24_PROMO_CYBER_MON-1035_COMP_C_MAIN_150RGB_BG

ASSETS AVAILABLE

Digital Internal

PHOTOGRAPHER: In-House / Steve Maya

USAGE: Work for Hire

TERM: In Perpetuity

TERRITORY: Global



ADV CERAMIDE ADV LIGHT HA RET VIT C EA
HOLIDAY 2024 SOCIAL-0078_STACKED_150RGB



ADV CERAMIDE ADV LIGHT RET HPR VISIBLE
WHITENING EA HOLIDAY 2024 SOCIAL-0096_
STACKED_150RGB



CERAMIDE CAPSULES PREVAGE PREVAGE EYE
EIGHT HOUR EA HOLIDAY 2024 SOCIAL-0021



CERAMIDE CAPSULES PREVAGE WHITE TEA EA
HOLIDAY 2024 SOCIAL-0039



EDT EDP EAU FLORALE EA HOLIDAY 2024 SO-
CIAL-0800_STACKED



EDT EDP EAU FRAICHE EAU FLORALE EA HOLI-
DAY 2024 SOCIAL-0723_STACKED

ASSETS AVAILABLE

Digital Internal

PHOTOGRAPHER: In-House / Steve Maya

USAGE: Work for Hire

TERM: In Perpetuity

TERRITORY: Global



EIGHT HOUR HYRAPLAY PREVAGE ADV CERAMID
RET HPR EA HOLIDAY 2024 SOCIAL-0161



PREVAGE MOISTURE CREAM PREVAGE CITY
SMART EA HOLIDAY 2024 SOCIAL-0321_STACKED



PREVAGE PREVAGE EYE PREVAGE MOISTURE
CREAM PREVAGE CITY SMART EA HOLIDAY 2024
SOCIAL-0203_STACKED



PURIFYING CLEANSER TONING LOTION OIL
SERUM MICROGEL CREAM EYE GEL EA HOLIDAY
2024 SOCIAL-0469_STACKED



VISIBLE BRIGHTENING CICAGLOW VISIBLE BRIGHT-
ENING CAPSULES ADV LIFT FIRM NIGHT EA HOLI-
DAY 2024 SOCIAL-0366_STACKED_ALT



VISIBLE BRIGHTENING CICAGLOW VISIBLE BRIGHT-
ENING CAPSULES ADV LIFT FIRM NIGHT EA HOLI-
DAY 2024 SOCIAL-0366_STACKED

ASSETS AVAILABLE

Digital Internal

PHOTOGRAPHER: In-House / Steve Maya

USAGE: Work for Hire

TERM: In Perpetuity

TERRITORY: Global



WHITE TEA EDP BODY WATER CREAM PURE
INDULGENCE WHITE TEA EDT EA HOLIDAY 2024
SOCIAL-0544_STACKED



WHITE TEA EDP WHITE TEA EDT RED DOOR
GREEN TEA EA HOLIDAY 2024 SOCIAL-0648_
STACKED



WHITE TEA EDP WHITE TEA EDT RED DOOR
GREEN TEA EA HOLIDAY 2024 SOCIAL-0687_
STACKED

ASSETS AVAILABLE

Digital External

PHOTOGRAPHER: Jarren Vink
AGENCY: Kate Ryan
TERRITORY: Global
DATE OF FIRST USE: September 1st, 2024
USAGE: 1 year from date of first use

First date of use determined by Company’s first public use in a commercial campaign. Parties acknowledge that visuals may be shared with the media prior to first date of use. After the Term ends, Company has no obligation to remove any post (or materials contained within the post) which include Model’s likeness from its sites or social media channels as posted during the Term. The term of use shall include an additional ninety (90) days use post-expiration to accommodate in-market transition of the materials.

MEDIA: All print media, all electronic and digital media; all Out-of-Home (OOH); and all retailer, in-store and event advertising and collateral; all commercial television; including HSN, all promotional items, all Public Relations; all Corporate use, POS, Display, Ecomm, Social Media, Owned Digital Channels, Third Party Digital in Feeds in perpetuity (no new posts after term).



EA_HOL24_DIGI_1_GOLDLT_30PC-001_COMP_QC-SIMP



EA_HOL24_DIGI_1_GOLDLT_30PC-001_COMP_QC-SIMP(1)



EA_HOL24_DIGI_2_RETHPR_60PC-029_COMP_QC-SIMP



EA_HOL24_DIGI_3_HA_60PC-047_COMP_QC-SIMP_US



EA_HOL24_DIGI_3_HA_60PC-047_COMP_QC-SIMP_EU



EA_HOL24_DIGI_4_CERA_ADV_60PC-104_COMP_QC-SIMP_US



EA_HOL24_DIGI_4_CERA_ADV_60PC-104_COMP_QC-SIMP_EU



EA_HOL24_DIGI_5_CERA_LF_SET-116_COMP_QC-SIMP_US



EA_HOL24_DIGI_5_CERA_LF_SET-116_COMP_QC-SIMP_EU

ASSETS AVAILABLE

Digital External

PHOTOGRAPHER: Jarren Vink
AGENCY: Kate Ryan
TERRITORY: Global
DATE OF FIRST USE: September 1st, 2024
USAGE: 1 year from date of first use

First date of use determined by Company’s first public use in a commercial campaign. Parties acknowledge that visuals may be shared with the media prior to first date of use. After the Term ends, Company has no obligation to remove any post (or materials contained within the post) which include Model’s likeness from its sites or social media channels as posted during the Term. The term of use shall include an additional ninety (90) days use post-expiration to accommodate in-market transition of the materials.

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EA_HOL24_DIGI_6_RET_HPR_CRM_SET-141_COMP_QC-SIMP



EA_HOL24_DIGI_7_ADV_CERA_90PC-165_COMP_QC-SIMP_US



EA_HOL24_DIGI_7_ADV_CERA_90PC-165_COMP_QC-SIMP_EU



EA_HOL24_DIGI_7_ADV_CERA_90PC-165_COMP_QC-SIMP_CAN



EA_HOL24_DIGI_8_PREV2.0_DAILY_SET-194_COMP



EA_HOL24_DIGI_11_8HR_OG_SET-231_COMP



EA_HOL24_DIGI_11_8HR_OG_SET-231_COMP_EU



EA_HOL24_DIGI_13_8HR_OIL_SET-302_COMP



EA_HOL24_DIGI_13_8HR_OIL_SET-302_COMP_EU

ASSETS AVAILABLE

Digital External

PHOTOGRAPHER: Jarren Vink
AGENCY: Kate Ryan
TERRITORY: Global
DATE OF FIRST USE: September 1st, 2024
USAGE: 1 year from date of first use

First date of use determined by Company’s first public use in a commercial campaign. Parties acknowledge that visuals may be shared with the media prior to first date of use. After the Term ends, Company has no obligation to remove any post (or materials contained within the post) which include Model’s likeness from its sites or social media channels as posted during the Term. The term of use shall include an additional ninety (90) days use post-expiration to accommodate in-market transition of the materials.

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EA_HOL24_DIGI_12_8HR_4PC_SET-252_COMP



EA_HOL24_DIGI_12_8HR_4PC_SET-252_COMP_EU



EA_HOL24_DIGI_14_PWP-317_COMP_QC-SIMP_US



EA_HOL24_DIGI_14_PWP-317_COMP_QC-SIMP_EU



EA_HOL24_DIGI_14_PWP-317_COMP_QC-SIMP_CAN



EA_HOL24_DIGI_19_REDDOOR_EDT_3.3_3PC_SET-414_COMP



EA_HOL24_DIGI_18_REDDOOR_EDT_1.7_3PC_SET-373_COMP



EA_HOL24_DIGI_17_PRESTIGE_COF-FRET_3PC-353_COMP



EA_HOL24_DIGI_21_FRAG_TOTE_GWP-551_COMP_QC-SIMP

ASSETS AVAILABLE

Digital External

PHOTOGRAPHER: Jarren Vink
AGENCY: Kate Ryan
TERRITORY: Global
DATE OF FIRST USE: September 1st, 2024
USAGE: 1 year from date of first use

First date of use determined by Company’s first public use in a commercial campaign. Parties acknowledge that visuals may be shared with the media prior to first date of use. After the Term ends, Company has no obligation to remove any post (or materials contained within the post) which include Model’s likeness from its sites or social media channels as posted during the Term. The term of use shall include an additional ninety (90) days use post-expiration to accommodate in-market transition of the materials.

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23-VT-2445_EA_HOL24_DIGI_20_WT_ OG_1.0_2PC_SET-439_COMP_150RGB



23-VT-2445_EA_HOL24_DIGI_22_WT_ OG_3.3_2PC_SET-492_COMP_150RGB



23-VT-2445_EA_HOL24_DIGI_23_WT_ED- P_3.3_2PC_SET-511_COMP_150RGB

ASSETS AVAILABLE

PDP

PHOTOGRAPHER: In-House / Steve Maya

USAGE: Work for Hire

TERM: In Perpetuity

TERRITORY: Global



A0136636_CERAMIDE_ADV_60PC_SET-35106_STACKED_US_150RGB



A0136638_CERAMIDE_ADV_60PC_SET-35106_STACKED_EU_150RGB



A0137831_2H24_GOLD_LIGHT_30PC_CAP_SET-35121_STACKED_CAN_300RGB



A0137831_GOLD_LIGHT_30PC_CAP_SET-35121_STACKED_CAN_150RGB



A0136633_HA_60PC_SET-35068_STACKED_US_300RGB



A0136635_HA_60PC_SET-35068_STACKED_EU_150RGB



A0136639_CERAMIDE_LIFT_AND_FIRM_SET-35126_STACKED_US_150RGB



A0136641_CERAMIDE_LIFT_AND_FIRM_SET-35126_STACKED_EU_150RGB



A0136644_ADV_CERAMIDE_90PC_SET-35017_STACKED_US_150RGB

ASSETS AVAILABLE
PDP

PHOTOGRAPHER: In-House / Steve Maya

USAGE: Work for Hire

TERM: In Perpetuity

TERRITORY: Global



A0136645_ADV_CERAMIDE_90PC_SET-35017_STACKED_CA_150RGB



A0136646_ADV_CERAMIDE_90PC_SET-35017_STACKED_EU-APO-AUS_150RGB



A0136631_RETINOL_HPR_60PC_2H24_PROMO_SET_35111_STACKED_US_150RGB



A0136632_RETINOL_HPR_60PC_2H24_PROMO_SET_35111_STACKED_WW_150RGB



A0136642_RETINOL_HPR_CREAM_2H24_PROMO_SET_35136_STACKED_US_150RGB



A0136643_RETINOL_HPR_CREAM_2H24_PROMO_SET_35136_STACKED_WW_150RGB



A0136653_8HR_ORIGINAL_SET-35146_STACKED_US_150RGB



A0136655_8HR_ORIGINAL_SET-35146_STACKED_EU-APO-AUS_150RGB



A0136663_8HR_MIRACLE_OIL_SET-35171_STACKED_US_150RGB

ASSETS AVAILABLE
PDP

PHOTOGRAPHER: In-House / Steve Maya
USAGE: Work for Hire
TERM: In Perpetuity
TERRITORY: Global



A0136665_8HR_MIRACLE_OIL_SET-35171_STACKED_EU-APO-AUS_150RGB



A0136659_8HR_4PC_BEAUTY_SET-35161_STACKED_US_150RGB



A0136661_A0136662_8HR_4PC_BEAUTY_SET-35161_STACKED_UK_EU_APO_AUS_150RGB



A0136654_8HR_ORIGINAL_SET-35146_STACKED_CA_150RGB



A0136647_PREVAGE_2.0_DAILY_SERUM_SET_STACKED_US_150RGB



A0136648_PREVAGE_2.0_DAILY_SERUM_SET_STACKED_WW_150RGB



A0136666_2H24_PWP_OFFERING_0410_STACKED_300RGB COPY



A0136667_2H24_PWP_OFFERING_0420_STACKED_150RGB



A0136668_2H24_PWP_OFFERING_0410_STACKED_EU_APO_150RGB



A0136669_2H24_PWP_OFFERING_0410_STACKED_UK_BOOTS_150RGB

ASSETS AVAILABLE
PDP

PHOTOGRAPHER: In-House / Steve Maya
USAGE: Work for Hire
TERM: In Perpetuity
TERRITORY: Global



A0136592_A0136593_RED_DOOR_1_STACKED_150RGB



A0136594_RED_DOOR_EDT_3PC_SET-34971_STACKED_US_150RGB



A0136595_RED_DOOR_EDT_3PC_SET-34971_STACKED_WW_150RGB



A0136596_ARDEN_PRESTIGE_COF-FRET_3PC35188_STACKED_150RGB



A0136590_RED_DOOR_10Z_3PC_MAS_SET-35266_STACKED_150RGB



A0136591_RED_DOOR_3_STACKED_150RGB



A0136597_5TH_AVE_1OZ_2PC_MASS_SET-35273_STACKED_150RGB



A0136598_5TH_AVE_4_STACKED_150RGB



A0136599_GREEN_TEA_3_STACKED_150RGB

ASSETS AVAILABLE

Back of Box

PHOTOGRAPHER: In-House / Steve Maya

USAGE: Work for Hire

TERM: In Perpetuity

TERRITORY: Global



A0136629_GOLD_LIGHT_30PC_CAP_SET_EA_2H24_PROMO_35121_STACKED_US_BOP_150RGB



A0136630_GOLD_LIGHT_30PC_CAP_SET_EA_2H24_PROMO_35121_STACKED_WW_BOP_150RGB



A0137831_GOLD_LIGHT_30PC_CAP_SET_EA_2H24_PROMO_35121_STACKED_CAN_BOP_150RGB



A0136631_RETINOL_HPR_60PC_2H24_PROMO_SET_35111_STACKED_US_BOP_150RGB



A0136632_RETINOL_HPR_60PC_2H24_PROMO_SET_35111_STACKED_WW_BOP_150RGB



A0136642_RETINOL_HPR_CREAM_2H24_PROMO_SET_35136_STACKED_US_BOP_150RGB



A0136643_RETINOL_HPR_CREAM_2H24_PROMO_SET_35136_STACKED_WW_BOP_150RGB



A0137796_RETINOL_HPR_CREAM_2H24_PROMO_SET_35136_STACKED_CAN_BOP_150RGB



A0136633_HA_60PC_SET_EA_2H24_PROMO_35068_STACKED_US_BOP_150RGB

ASSETS AVAILABLE

Back of Box

PHOTOGRAPHER: In-House / Steve Maya

USAGE: Work for Hire

TERM: In Perpetuity

TERRITORY: Global



A0136635_HA_60PC_SET_EA_2H24_PROMO_35068_STACKED_EU_BOP_150RGB



A0136636_CERAMIDE_ADV_60PC_SET_EA_2H24_PROMO_35106_STACKED_US_BOP_150RGB



A0136638_CERAMIDE_ADV_60PC_SET_EA_2H24_PROMO_35106_STACKED_EU_BOP_150RGB



A0136641_CERAMIDE_LIFT_AND_FIRM_SET_EA_2H24_PROMO_35126_STACKED_EU_BOP_150RGB



A0136639_CERAMIDE_LIFT_AND_FIRM_SET_EA_2H24_PROMO_35126_STACKED_US_BOP_150RGB



A0136644_ADV_CERAMIDE_90PC_SET_EA_2H24_PROMO_35017_STACKED_US_BOP_150RGB



A0136645_ADV_CERAMIDE_90PC_SET_EA_2H24_PROMO_35017_STACKED_CA_BOP_150RGB



A0136646_ADV_CERAMIDE_90PC_SET_EA_2H24_PROMO_35017_STACKED_EU-APO-AUS_BOP_150RGB



A0136647_PREVAGE_2.0_DAILY_SERUM_SET_STACKED_US_BOP_150RGB

ASSETS AVAILABLE

Back of Box

PHOTOGRAPHER: In-House / Steve Maya

USAGE: Work for Hire

TERM: In Perpetuity

TERRITORY: Global



A0136648_PREVAGE_2.0_DAILY_SERUM_SET_EA_2H24_PROMO_STACKED_WW_BOP_150RGB



A0136654_8HR_ORIGINAL_SET_EA_2H24_PROMO_35146_STACKED_CA_BOP_150RGB



A0136653_8HR_ORIGINAL_SET_EA_2H24_PROMO_35146_STACKED_US_BOP_150RGB



A0136655_8HR_ORIGINAL_SET_EA_2H24_PROMO_35146_STACKED_EU_APO_AUS_BOP_150RGB



A0136663_8HR_MIRACLE_OIL_SET_EA_2H24_PROMO_35171_STACKED_US_BOP_150RGB



A0136665_8HR_MIRACLE_OIL_SET_EA_2H24_PROMO_35171_STACKED_EU-APO-AUS_BOP_150RGB



A0136659_8HR_4PC_BEAUTY_SET_EA_2H24_PROMO_35161_STACKED_US_BOP_150RGB



A0136661_A0136662_8HR_4PC_BEAUTY_SET_EA_2H24_PROMO_35161_STACKED_UK_EU_APO_AUS_BOP_150RGB



A0136666_2H24_PWP_OFFERING_0410_STACKED_BOP_150RGB

ASSETS AVAILABLE

Back of Box

PHOTOGRAPHER: In-House / Steve Maya

USAGE: Work for Hire

TERM: In Perpetuity

TERRITORY: Global



A0136667_2H24_PWP_OFFERING_0420_STACKED_BOP_150RGB



A0136668_2H24_PWP_OFFERING_0410_STACKED_EU_APO_BOP_150RGB



A0136669_2H24_PWP_OFFERING_0410_STACKED_UK_BOOTS_BOP_150RGB



A0128691_2H21_WHITE_TEA_ORIGINAL_1OZ_2PC_SET-103865_TO_103867-STACKED_BOP_150RGB



A0130264_A0130265_1H22_WHITE_TEA_100ML_EDT_2PC_SET_0303_BOP_STACKED_150RGB



A0133761_A0133762_WHITE_TEA_EDP_100ML_2PC_SET-0053_STACKED_BOP_150RGB



A0136596_ARDEN_PRESTIGE_COFFRET_3PC_EA_2H24_PROMO_SET_35188_STACKED_BOP_150RGB



A0136592_RED_DOOR_1_EA_2H24_PROMO_SET_STACKED_BOP_150RGB



A0136593_RED_DOOR_1_EA_2H24_PROMO_SET_BOP_STACKED_BOP_150RGB



A0136594_RED_DOOR_EDT_3PC_SET_EA_2H24_PROMO_34971_STACKED_US_BOP_150RGB



A0136595_RED_DOOR_EDT_3PC_SET_EA_2H24_PROMO_34971_STACKED_WW_BOP_150RGB

ASSETS AVAILABLE

Product Key Visuals

PHOTOGRAPHER: Jarren Vink
AGENCY: Kate Ryan
TERRITORY: Global
DATE OF FIRST USE: September 1st, 2024
USAGE: 1 year from date of first use

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23-ND-0005 - EA_HOL24_DIGI_8P_ PLATE-222_300RGB



23-ND-0005 - EA_HOL24_DIGI_8P_ PLATE-576_300RGB



23-ND-0005 - EA_HOL24_DIGI_8P_ PLATE-577_300RGB



23-ND-0005 - EA_HOL24_DIGI_8P_ PLATE-578_300RGB



23-ND-0005 - EA_HOL24_DIGI_8P_ PLATE-579_300RGB



23-ND-0005 - EA_HOL24_DIGI_8P_ PLATE-581_300RGB



23-ND-0005 - EA_HOL24_DIGI_8P_ PLATE-583_300RGB



23-ND-0005 - EA_HOL24_DIGI_13P_ PLATE-134_300RGB



23-ND-0005 - EA_HOL24_DIGI_13P_ PLATE-330_MAIN_300RGB



23-ND-0005 - EA_HOL24_DIGI_13P_ PLATE-340_MAIN2_FS_300RGB



23-ND-0005 - EA_HOL24_DIGI_13P_ PLATE-345_MAIN3_FS_300RGB



23-ND-0005 - EA_HOL24_DIGI_13P_ PLATE-351_MAIN5_FS_300RGB

ASSETS AVAILABLE

Product Key Visuals

PHOTOGRAPHER: Jarren Vink
AGENCY: Kate Ryan
TERRITORY: Global
DATE OF FIRST USE: September 1st, 2024
USAGE: 1 year from date of first use

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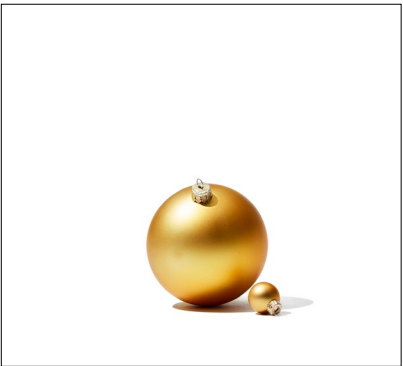
MEDIA: All print media, all electronic and digital media; all Out-of-Home (OOH); and all retailer, in-store and event advertising and collateral; all commercial television; including HSN, all promotional items, all Public Relations; all Corporate use, POS, Display, Ecomm, Social Media, Owned Digital Channels, Third Party Digital in Feeds in perpetuity (no new posts after term).



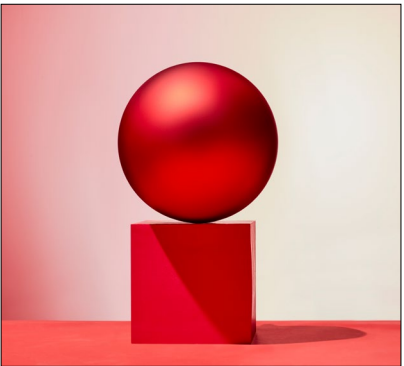
23-ND-0005 - EA_HOL24_DIGI_23P_PLATE-286_300RGB



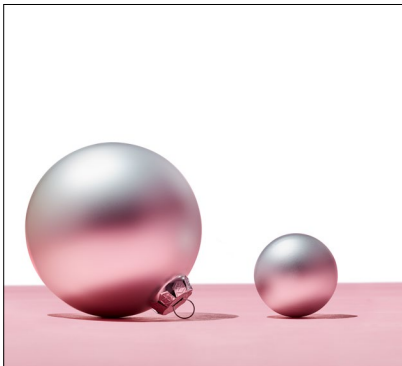
23-ND-0005 - EA_HOL24_DIGI_23P_PLATE-285_300RGB



23-ND-0005 - EA_HOL24_DIGI_23P_PLATE-283_300RGB



23-ND-0005 - EA_HOL24_KV3P_BEST_PLATE-652_300RGB



23-ND-0005 - EA_HOL24_KV7P_SKIN_PLATE-220_300RGB



23-ND-0005 - EA_HOL24_KV7P_SKIN_PLATE-222_300RGB



23-ND-0005 - EA_HOL24_KV7P_SKIN_PLATE-223_300RGB

ASSETS AVAILABLE

Campaign Videos

AGENCY: Redstrings

DATE OF FIRST USE: September 1st, 2024

SOUND TERM: 1 year

TERM: In Perpetuity

TERRITORY: Global

USAGE: Work for Hire

[LINK](#)



EA_2024_HOLIDAY_MAIN - 25 SEC



EA_2024_HOLIDAY_FRAGRANCE - 06 SEC



EA_2024_HOLIDAY_SKIN - 08 SEC

Print Deliverables

DURATRAN TEMPLATES

- White Tea EDT
- Advanced Ceramide Capsules
- PREVAGE® Anti-Aging Daily Serum 2.0



Print Deliverables

DURATRAN TEMPLATES

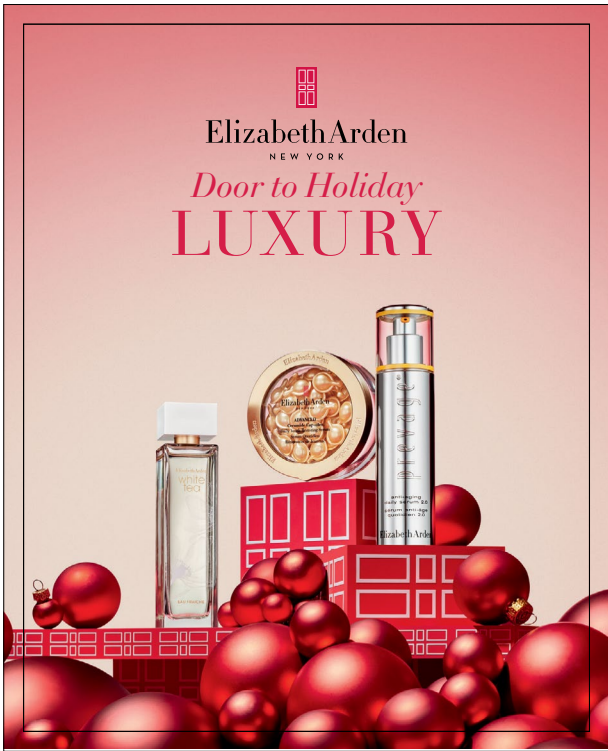
White Tea EDT
Advanced Ceramide
Capsules
PREVAGE® Anti-Aging
Daily Serum 2.0



Print Deliverables

DURATRAN TEMPLATES

White Tea EAU
Advanced Ceramide
Capsules
PREVAGE® Anti-Aging
Daily Serum 2.0



Print Deliverables

DURATRAN TEMPLATES

White Tea EAU
Advanced Ceramide
Capsules
PREVAGE® Anti-Aging
Daily Serum 2.0



Print Deliverables

DURATRAN TEMPLATES

- Advanced Ceramide Capsules
- PREVAGE® Anti-Aging Daily Serum 2.0
- Eight Hour® Cream
- Skin Protectant



Print Deliverables

DURATRAN TEMPLATES

- Advanced Ceramide Capsules
- PREVAGE® Anti-Aging Daily Serum 2.0
- Eight Hour® Cream Skin Protectant



Print Deliverables

DURATRAN TEMPLATES

- Eight Hour® Cream
- Skin Protectant
- Eight Hour®
- Hydraplay
- Eight Hour® Cream
- Lip Protectant Stick



Print Deliverables

DURATRAN TEMPLATES

- Eight Hour® Cream
- Skin Protectant
- Eight Hour®
- Hydraplay
- Eight Hour® Cream
- Lip Protectant Stick



Print Deliverables

DURATRAN TEMPLATES

- Eight Hour® Cream Skin Protectant
- Eight Hour® Cream Hand Treatment
- Eight Hour® Cream Lip Protectant Stick



Print Deliverables

DURATRAN TEMPLATES

- Eight Hour® Cream
- Skin Protectant
- Eight Hour® Cream
- Hand Treatment
- Eight Hour® Cream
- Lip Protectant Stick



Print Deliverables

DURATRAN TEMPLATES

- Advanced Ceramide Capsules
- Vitamin C
- Ceramide Capsules
- Hyaluronic Acid
- Ceramide Capsules
- Advanced Light
- Ceramide Capsules



Print Deliverables

DURATRAN TEMPLATES

- Advanced Ceramide Capsules
- Vitamin C
- Ceramide Capsules
- Hyaluronic Acid
- Ceramide Capsules
- Advanced Light
- Ceramide Capsules



Print Deliverables

DURATRAN TEMPLATES

- Advanced Ceramide Capsules
- Vitamin C
- Ceramide Capsules
- Hyaluronic Acid
- Ceramide Capsules
- Advanced Light
- Ceramide Capsules
- Retinol + HPR
- Ceramide Capsules



Print Deliverables

DURATRAN TEMPLATES

- Advanced Ceramide Capsules
- Vitamin C
- Ceramide Capsules
- Hyaluronic Acid
- Ceramide Capsules
- Advanced Light
- Ceramide Capsules
- Retinol + HPR
- Ceramide Capsules



Print Deliverables

DURATRAN TEMPLATES

Advanced Ceramide Capsules

Advance Light Ceramide Capsules



Print Deliverables

DURATRAN TEMPLATES

Advanced Ceramide Capsules

Advance Light Ceramide Capsules



Print Deliverables

DURATRAN TEMPLATES

- Retinol Ceramide Eye Cream
- Retinol + HPR Ceramide Capsules
- Retinol + HPR Ceramide Water Cream



Print Deliverables

DURATRAN TEMPLATES

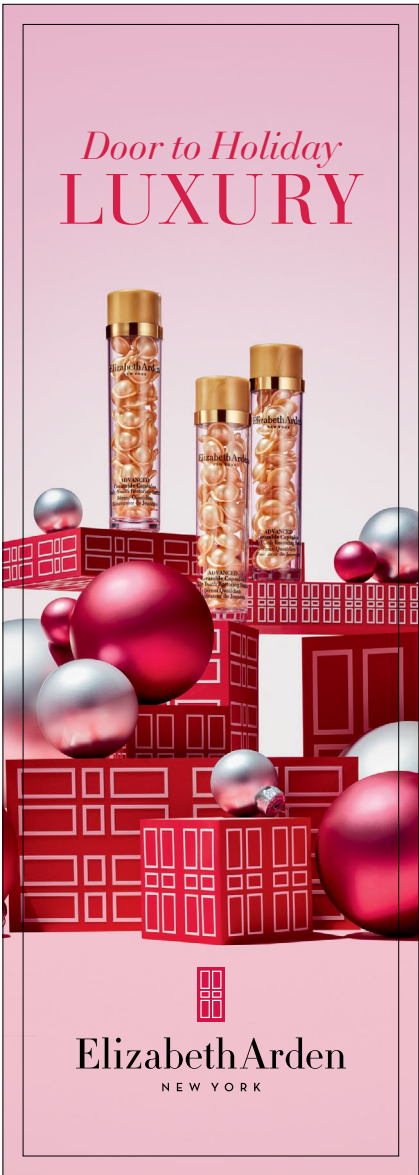
- Retinol Ceramide Eye Cream
- Retinol + HPR Ceramide Capsules
- Retinol + HPR Ceramide Water Cream



Print Deliverables

DURATRAN TEMPLATES

Advanced Ceramide
Capsules



Print Deliverables

DURATRAN TEMPLATES

Advanced Ceramide Capsules



Print Deliverables

DURATRAN TEMPLATES

PREVAGE® 3-in-1
Reset Serum
PREVAGE®
Multi-Restorative
Soft Cream



Print Deliverables

DURATRAN TEMPLATES

PREVAGE® 3-in-1
Reset Serum
PREVAGE®
Multi-Restorative
Soft Cream



Print Deliverables

DURATRAN TEMPLATES

PREVAGE® Anti-Aging
Daily Serum 2.0
PREVAGE® Anti-Aging
Eye Serum 2.0



Print Deliverables

DURATRAN TEMPLATES

PREVAGE® Anti-Aging
Daily Serum 2.0
PREVAGE® Anti-Aging
Eye Serum 2.0



Print Deliverables

DURATRAN TEMPLATES

- Red Door
- White Tea EDT
- White Tea EDP



Print Deliverables

DURATRAN TEMPLATES

- Red Door
- White Tea EDT
- White Tea EDP



Print Deliverables

DURATRAN TEMPLATES

- White Tea EDP
- White Tea EAU Fraiche
- White Tea EDT



Print Deliverables

DURATRAN TEMPLATES

- White Tea EDP
- White Tea EAU Fraiche
- White Tea EDT



Print Deliverables

DURATRAN TEMPLATES

- White Tea EAU Florale
- White Tea EDP
- White Tea EAU Fraiche
- White Tea EDT



Print Deliverables

DURATRAN TEMPLATES

- White Tea EAU Florale
- White Tea EDP
- White Tea EAU Fraiche
- White Tea EDT



Digital Deliverables

DIGITAL BANNER PACK

Advanced Light 30 PC Capsules Set

*ALT DECO AVAILABLE



300x600px



970x250px



160x600px



728x90px



200x200px



300x50px (mobile)



300x250px

Digital Deliverables

DIGITAL BANNER PACK

Retinol HPR 60 PC
Capsules Set

*ALT DECO AVAILABLE



300x600px



970x250px



160x600px



728x90px



200x200px



300x50px (mobile)



300x250px

Digital Deliverables

DIGITAL BANNER PACK

HA 60 PC Capsules Set

*ALT DECO AVAILABLE



300x600px



970x250px



160x600px



728x90px



200x200px



300x50px (mobile)



300x250px

Digital Deliverables

DIGITAL BANNER PACK

Advanced Ceramide 60 PC
Capsules Set

*ALT DECO AVAILABLE



300x600px



970x250px



160x600px



728x90px



200x200px



300x50px (mobile)



300x250px

Digital Deliverables

DIGITAL BANNER PACK

Ceramide Lift and Firm Set

*ALT DECO AVAILABLE



300x600px



970x250px



160x600px



728x90px



200x200px



300x50px (mobile)



300x250px

Digital Deliverables

DIGITAL BANNER PACK

Retinol HPR Cream Set

*ALT DECO AVAILABLE



300x600px



970x250px



160x600px



728x90px



200x200px



300x50px (mobile)



300x250px

Digital Deliverables

DIGITAL BANNER PACK

Advanced Ceramide 90 PC Capsules Set

*ALT DECO AVAILABLE



300x600px



970x250px



160x600px



728x90px



200x200px



300x50px (mobile)



300x250px

Digital Deliverables

DIGITAL BANNER PACK

PREVAGE® 2.0 Daily Serum Set

*ALT DECO AVAILABLE



300x600px



970x250px



160x600px



728x90px



200x200px



300x50px (mobile)



300x250px

Digital Deliverables

DIGITAL BANNER PACK

Eight Hour® Original Set

*ALT DECO AVAILABLE



300x600px



970x250px



160x600px



728x90px



200x200px



300x50px (mobile)



300x250px

Digital Deliverables

DIGITAL BANNER PACK

Eight Hour® 4 PC
Beauty Set

*ALT DECO AVAILABLE



300x600px



970x250px



160x600px



728x90px



200x200px



300x50px (mobile)



300x250px

Digital Deliverables

DIGITAL BANNER PACK

Eight Hour® Miracle Oil Set

*ALT DECO AVAILABLE



300x600px



970x250px



160x600px



728x90px



200x200px



300x50px (mobile)



300x250px

Digital Deliverables

DIGITAL BANNER PACK

PWP Offering Set

*ALT DECO AVAILABLE



300x600px



970x250px



160x600px



728x90px



200x200px



300x50px (mobile)



300x250px

Digital Deliverables

DIGITAL BANNER PACK

Arden Prestige Corporate
Coffret 3 PC Set

*ALT DECO AVAILABLE



300x600px



970x250px



160x600px



728x90px



200x200px



300x50px (mobile)



300x250px

Digital Deliverables

DIGITAL BANNER PACK

Red Door 1.7 oz EDT
3 PC Set

*ALT DECO AVAILABLE



300x600px



970x250px



160x600px



728x90px



200x200px



300x50px (mobile)



300x250px

Digital Deliverables

DIGITAL BANNER PACK

Red Door 3.3 oz EDT
3 PC Set

*ALT DECO AVAILABLE



300x600px



970x250px



160x600px



728x90px



200x200px



300x50px (mobile)



300x250px

Digital Deliverables

DIGITAL BANNER PACK

White Tea Original 1.0 oz
2 PC Set

*ALT DECO AVAILABLE



300x600px



970x250px



160x600px



728x90px



200x200px



300x50px (mobile)



300x250px

Digital Deliverables

DIGITAL BANNER PACK

White Tea Original 3.3 oz
2 PC Set

*ALT DECO AVAILABLE



300x600px



970x250px



160x600px



728x90px



200x200px



300x50px (mobile)



300x250px

Digital Deliverables

DIGITAL BANNER PACK

White Tea EDP 3.3 oz
2 PC Set

*ALT DECO AVAILABLE



300x600px



970x250px



160x600px



728x90px



200x200px



300x50px (mobile)



300x250px

Digital Deliverables

DIGITAL BANNER PACK
Fragrance Tote GWP



300x600px



970x250px



160x600px



728x90px



200x200px



300x50px (mobile)



300x250px

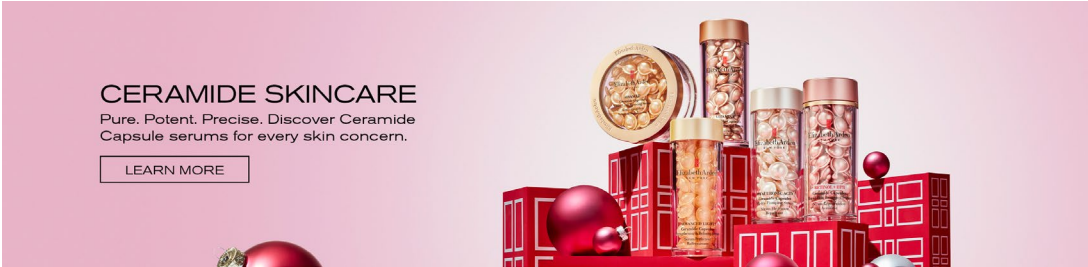
Digital Deliverables

DIGITAL EA.COM BANNER - DESKTOP

2880px X 700px



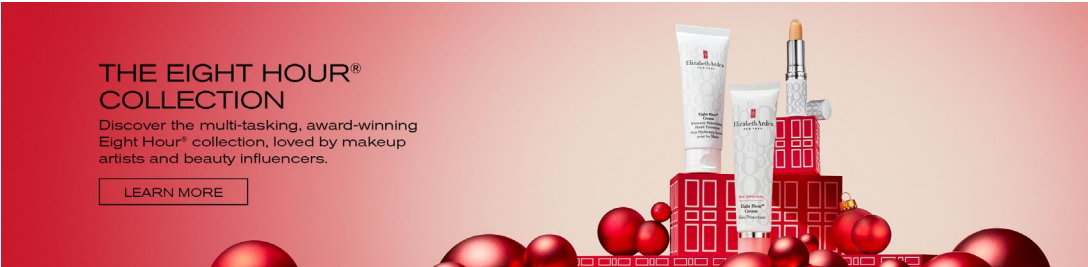
SKINCARE



CERAMIDE COLLECTION



PREVAGE® COLLECTION



EIGHT HOUR® CREAM COLLECTION



MAKEUP ESSENTIALS



RETINOL + HPR 60PC SET



FRAGRANCE



WHITE TEA SKIN SOLUTION COLLECTION



WHITE TEA COLLECTION

Digital Deliverables

DIGITAL EA.COM BANNER - MOBILE

640px X 410px



CERAMIDE COLLECTION



SKINCARE



EIGHT HOUR® CREAM COLLECTION



MAKEUP ESSENTIALS



PREVAGE® COLLECTION



RETINOL + HPR 60PC SET



WHITE TEA SKIN SOLUTION COLLECTION



FRAGRANCE



WHITE TEA COLLECTION

Digital Deliverables

ATF GUIDELINES

Advanced Ceramide
Capsules 60 PC Set

*ALT DECO AVAILABLE



1. PRIMARY PACKSHOT



2. BACK OF BOX



3. STYLIZED GIFTSET



4. CLAIM



5. CLAIM



6. CLAIM



7. BENEFIT



8. BIODEGRADABLE



9. REGIMEN

Digital Deliverables

ATF GUIDELINES

Advanced Ceramide Light
Capsules 30 PC Set

*ALT DECO AVAILABLE



1. PRIMARY PACKSHOT



2. BACK OF BOX



3. STYLIZED GIFTSET



4. CLAIM



5. CLAIM



6. CLAIM



7. BIODEGRADABLE



8. REGIMEN

Digital Deliverables

ATF GUIDELINES

Hyaluronic Ceramide
Capsules 60 PC Set

*ALT DECO AVAILABLE



1. PRIMARY PACKSHOT



2. BACK OF BOX



3. STYLIZED GIFTSET



4. CLAIM



5. CLAIM



6. CLAIM



7. BENEFIT



8. BIODEGRADABLE



9. REGIMEN

Digital Deliverables

ATF GUIDELINES

Ceramide Lift and Firm Set

*ALT DECO AVAILABLE



1. PRIMARY PACKSHOT



2. BACK OF BOX



3. STYLIZED GIFTSET



4. CLAIM



5. CLAIM



6. CLAIM



7. BIODEGRADABLE



8. REGIMEN

Digital Deliverables

ATF GUIDELINES

Advanced Ceramide
Capsules 90 PC Set

*ALT DECO AVAILABLE



1. PRIMARY PACKSHOT



2. BACK OF BOX



3. STYLIZED GIFTSET



4. CLAIM



5. CLAIM



6. CLAIM



7. BIODEGRADABLE



8. REGIMEN

Digital Deliverables

ATF GUIDELINES

Retinol + HPR
Capsules 60 PC Set

*ALT DECO AVAILABLE



1. PRIMARY PACKSHOT



2. BACK OF BOX



3. STYLIZED GIFTSET



4. CLAIM



5. CLAIM



6. CLAIM



7. BENEFIT



8. BIODEGRADABLE



9. REGIMEN

Digital Deliverables

ATF GUIDELINES

Retinol + HPR Cream Set

*ALT DECO AVAILABLE



1. PRIMARY PACKSHOT



2. BACK OF BOX



3. STYLIZED GIFTSET



4. CLAIM



5. CLAIM



6. CLAIM



7. BIODEGRADABLE



8. REGIMEN

Digital Deliverables

ATF GUIDELINES

Eight Hour® Original Set

*ALT DECO AVAILABLE



1. PRIMARY PACKSHOT



2. BACK OF BOX



3. STYLIZED GIFTSET



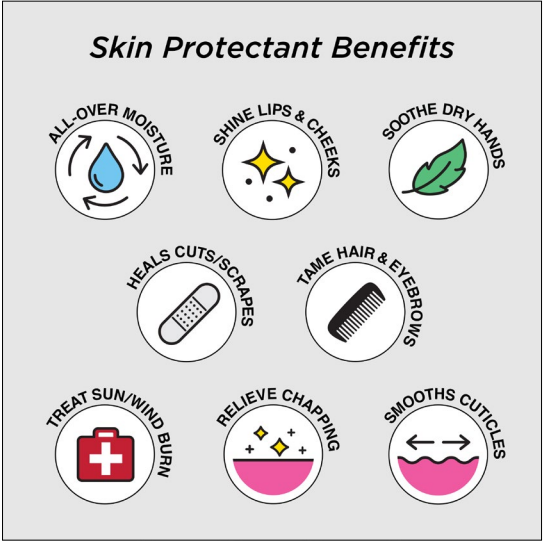
4. CLAIM



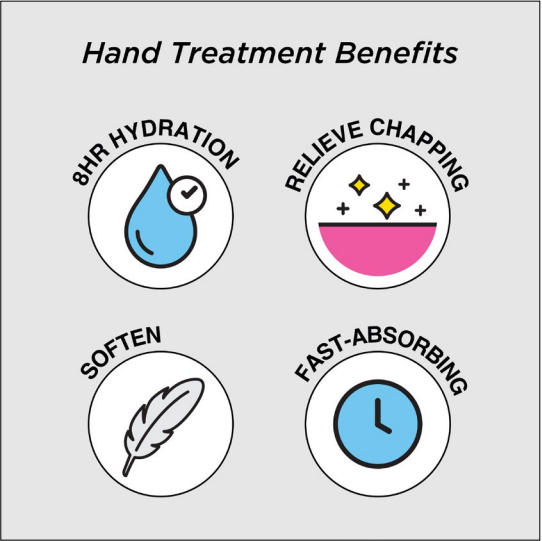
5. BENEFIT



6. BENEFIT



7. SKIN PROTECTANT ICONS



8. HAND TREATMENT ICONS

Digital Deliverables

ATF GUIDELINES

Eight Hour® Beauty 4 PC Set *ALT DECO AVAILABLE



1. PRIMARY PACKSHOT



2. BACK OF BOX



3. STYLIZED GIFTSET



4. CLAIM



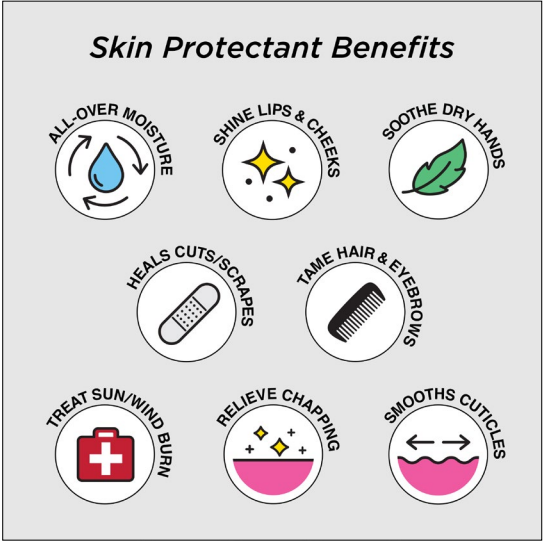
5. BENEFIT



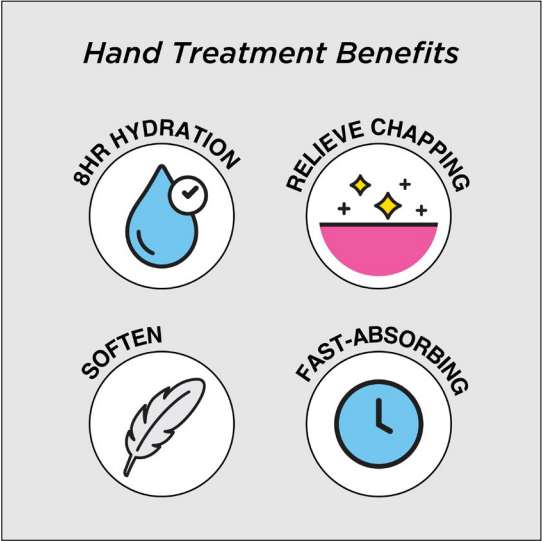
6. BENEFIT



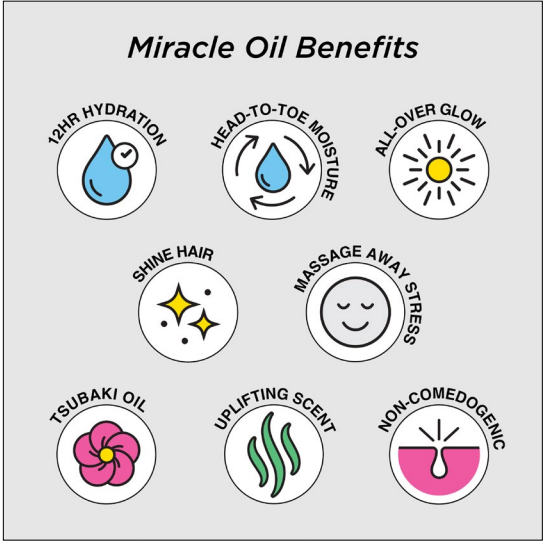
7. BENEFIT



8. SKIN PROTECTANT ICONS



9. HAND TREATMENT ICONS



10. MIRACLE OIL ICONS

Digital Deliverables

ATF GUIDELINES

Eight Hour® Miracle Oil Set

*ALT DECO AVAILABLE



1. PRIMARY PACKSHOT



2. BACK OF BOX



3. STYLIZED GIFTSET



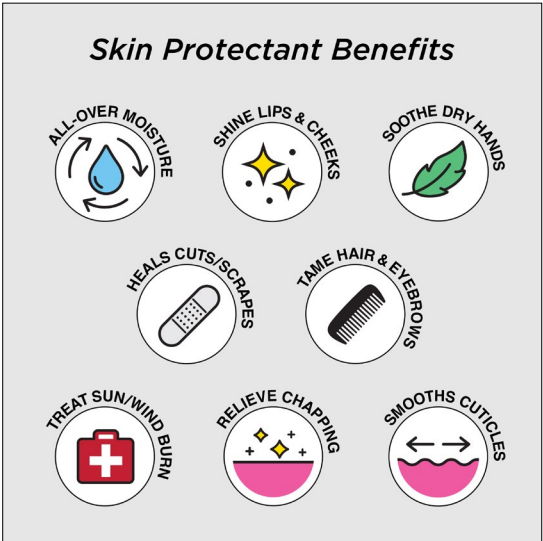
4. CLAIM



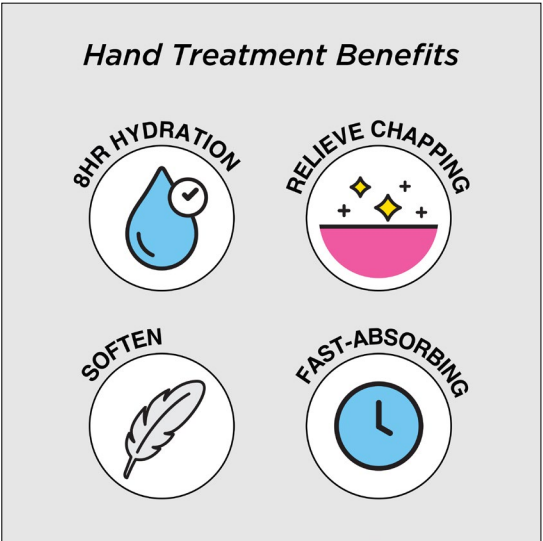
5. BENEFIT



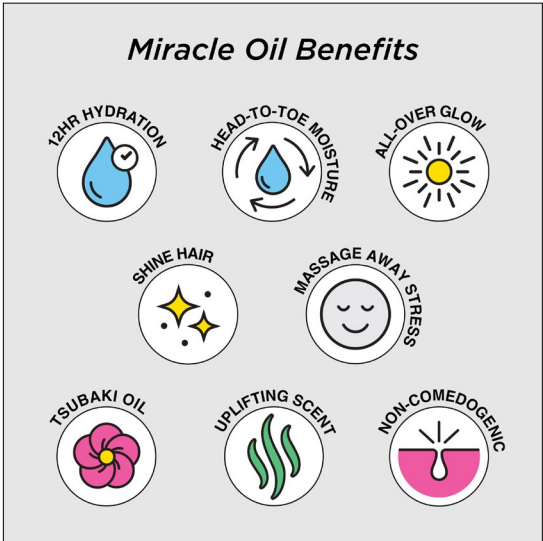
6. BENEFIT



7. SKIN PROTECTANT ICONS



8. HAND TREATMENT ICONS



9. MIRACLE OIL ICONS

Digital Deliverables

ATF GUIDELINES

PREVAGE® 2.0 Daily Serum Set

*ALT DECO AVAILABLE



1. PRIMARY PACKSHOT



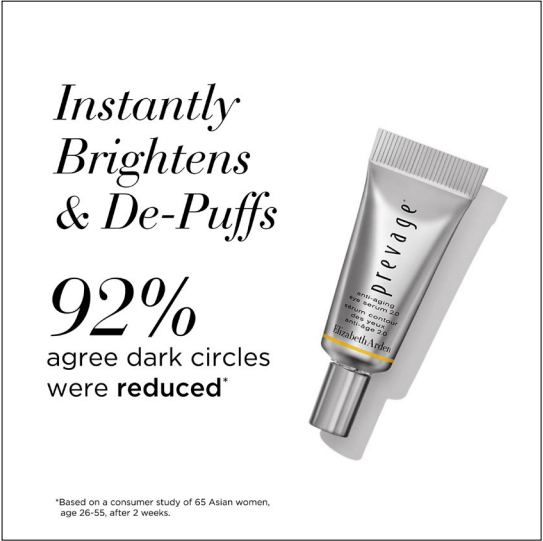
2. BACK OF BOX



3. STYLIZED GIFTSET



4. CLAIM



5. CLAIM



6. CLAIM



7. BENEFIT



8. REGIMEN

Digital Deliverables

ATF GUIDELINES

PWP Offering Set

*ALT DECO AVAILABLE



1. PRIMARY PACKSHOT



2. BACK OF BOX



3. STYLIZED GIFTSET



4.BENEFIT



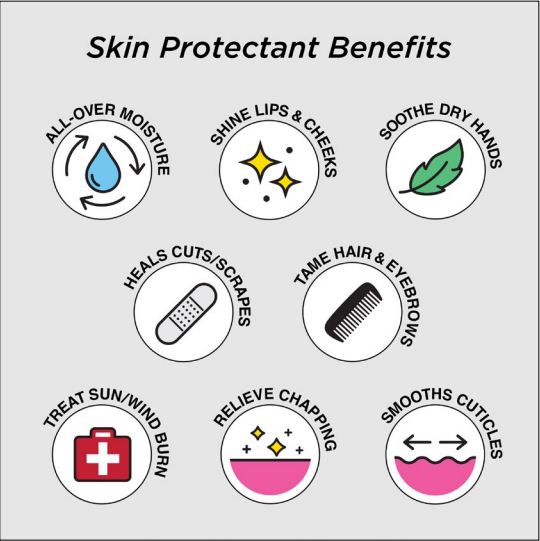
5. BENEFIT



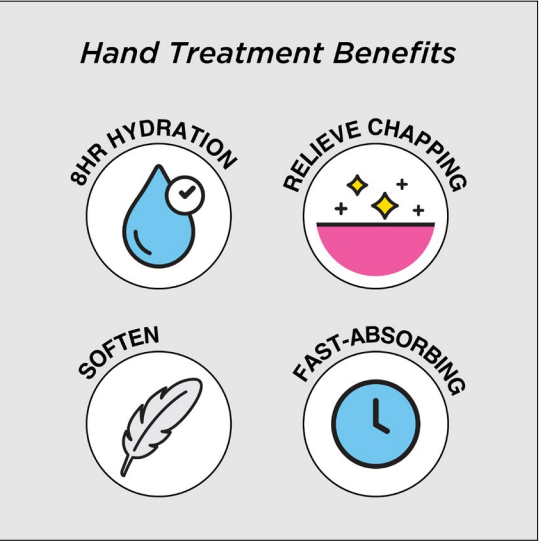
6.BENEFIT



7. NOTES



8. SKIN PROTECTANT ICONS



9. HAND TREATMENT ICONS

Digital Deliverables

ATF GUIDELINES

White Tea EDP 3.3 oz
2 PC Set
*ALT DECO AVAILABLE



1. PRIMARY PACKSHOT



2. BACK OF BOX



3. STYLIZED GIFTSET



4. NOTES



5. CLAIM



6. PRO TIP

Digital Deliverables

ATF GUIDELINES

White Tea EDT 1.0 oz
2 PC Set

*ALT DECO AVAILABLE



1. PRIMARY PACKSHOT



2. BACK OF BOX



3. STYLIZED GIFTSET



4. NOTES



5. BENEFIT



6. PRO TIP

Digital Deliverables

ATF GUIDELINES

White Tea Original 3.3 oz
2 PC Set

*ALT DECO AVAILABLE



1. PRIMARY PACKSHOT



2. BACK OF BOX



3. STYLIZED GIFTSET



4. NOTES



5. BENEFIT



6. PRO TIP

Digital Deliverables

ATF GUIDELINES

Arden Prestige Corporate
Coffret 3 PC Set

*ALT DECO AVAILABLE



1. PRIMARY PACKSHOT



2. BACK OF BOX



3. STYLIZED GIFTSET



4. NOTES



5. NOTES



6. NOTES

Digital Deliverables

ATF GUIDELINES

Red Door 3.3 oz EDT
3 PC Set

*ALT DECO AVAILABLE



1. PRIMARY PACKSHOT



2. BACK OF BOX



3. STYLIZED GIFTSET



4. NOTES



5. BENEFIT



6. BENEFIT



7. HOW TO USE

Digital Deliverables

ATF GUIDELINES

Red Door 1.7 oz EDT
3 PC Set

*ALT DECO AVAILABLE



1. PRIMARY PACKSHOT



2. BACK OF BOX



3. STYLIZED GIFTSET



4. NOTES



5. NOTES



6. BENEFIT



7. HOW TO USE

Digital Deliverables

ATF GUIDELINES

Red Door 1.0 oz EDT
3 PC Set

*ALT DECO AVAILABLE



1. PRIMARY PACKSHOT



2. BACK OF BOX



3. NOTES



4. BENEFIT



5. BENEFIT



6. HOW TO USE

Digital Deliverables

ATF GUIDELINES

Red Door 3.3 oz EDT
3 PC Set

*ALT DECO AVAILABLE



1. PRIMARY PACKSHOT



2. BACK OF BOX



3. NOTES



4. BENEFIT



5. BENEFIT



6. HOW TO USE

Digital Deliverables

ATF GUIDELINES

5th AVENUE 1.0 oz
2 PC Set

*ALT DECO AVAILABLE



1. PRIMARY PACKSHOT



2. BACK OF BOX



3. NOTES



4. BENEFIT



5. BENEFIT



6. PRO TIP

Digital Deliverables

ATF GUIDELINES

5th AVENUE 1.0 oz
3 PC Set

*ALT DECO AVAILABLE



1. PRIMARY PACKSHOT



2. BACK OF BOX



3. NOTES



4. BENEFIT



5. BENEFIT



6. BENEFIT



7. PRO TIP

Digital Deliverables

ATF GUIDELINES

Green Tea 2 PC Set

*ALT DECO AVAILABLE



1. PRIMARY PACKSHOT



2. BACK OF BOX



3. NOTES



4. BENEFIT



5. PRO TIP

Digital Deliverables

EMAIL 1

Subject Line:
Wake-Up & Wind-Down Winter Creams ❄️







Winter Dream CREAMS

Cold weather leaving your complexion parched?
Cue our favorite hydrators that work wonders for dry skin

SHOP NOW




Moisture Must-Haves



ADVANCED CERAMIDE LIFT AND FIRM DAY CREAM WITH SPF 15

Fast-absorbing sun defense for a sculpted look


SHOP NOW



PREVAGE® ANTI-AGING MOISTURE CREAM WITH SPF 30

Replenishes natural moisture with UV protection


SHOP NOW



RETINOL + HPR CERAMIDE WATER CREAM

Deeply nourishes for a radiant, youthful bounce

SHOP NOW



EIGHT HOUR® HYDRAPLAY™ DAILY MOISTURIZER

Plumps and soothes for smoother, brighter skin

SHOP NOW

Digital Deliverables

EMAIL 2

Subject Line:
The Routine Cure for Winter
Skincare: Ceramides 🧴



Calling all CERAMIDES

Combat skin woes with a ceramide-clad regimen —the key to healthy hydration & barrier repair

SHOP CERAMIDE



Restore Moisture in 4 Steps



1 Cleanser

Ceramide Replenishing Cleansing Oil

Nourish with essential lipids while dissolving makeup & impurities

SHOP NOW

2 Serum

Advanced Ceramide Capsules

Treats skin with triple the anti-aging power to repair your moisture barrier

SHOP NOW





3 Moisturizer

Advanced Ceramide Lift and Firm Day Cream with SPF 15

3D FIT Technology helps tighten & sculpt while it shields

SHOP NOW

4 Eye Cream

Advanced Ceramide Lift and Firm Eye Cream

Lightweight & silky, it replenishes, depuffs and reduces fine lines

SHOP NOW



REDHOUSE | ELIZABETH ARDEN 2024 | HOLIDAY

120

Digital Deliverables

EMAIL 3

Subject Line:
Winter Retinol Regimen—
with a Gentle Balance ⚖️



Draw The Line at RADIANT

Reduce fine lines with a winter skincare regimen abundant in gentle yet effective ingredients such as ceramides and retinoids

SHOP CERAMIDE



Line-Erasing in 4 Steps



1 Cleanser

Ceramide Replenishing Cleansing Oil

Dissolves impurities and makeup while deeply nourishing

SHOP NOW

2 Eye Cream

Retinol Ceramide Line Erasing Eye Cream

Smooth, brighten & depuff eyes with an ultra-moisture boost

SHOP NOW





3 Serum

Retinol + HPR Ceramide Capsules

Perfect for first-time retinol users, this serum is gentle yet potent

SHOP NOW

4 Moisturizer

Retinol + HPR Ceramide Water Cream

Comfortable and hydrating, this moisturizer targets wrinkles & restores radiance

SHOP NOW



REDHOUSE | ELIZABETH ARDEN 2024 | HOLIDAY

121

Digital Deliverables

EMAIL 4

Subject Line:
Say Hello to a (Powerful)
PREVAGE® Glow ✨



Step Into Your
WINTER GLOW

The ultimate winter sport: finding a winning skincare routine to combat air pollution, UV rays and cold temps—enter PREVAGE® for protection perfection

SHOP PREVAGE®



Powerfully Prep in 4 Steps



1 Serum

PREVAGE® Anti-Aging Daily Serum 2.0

This antioxidant-powered serum enhances radiance, improves elasticity & refines skin tone

SHOP NOW

2 Eye Serum

PREVAGE® Anti-Aging Eye Serum 2.0

A corrective eye serum to minimize fine lines & dark circles while de-puffing

SHOP NOW





3 Moisturizer

PREVAGE® Anti-Aging Moisture Cream with SPF 30

A concentrated hydrator to smooth, tighten, spot-correct & combat wrinkles

SHOP NOW

4 SPF

PREVAGE® City Smart with SPF 50

Don't forget SPF! A UV and pollutant-protector that also strengthens & nourishes

SHOP NOW



REDHOUSE | ELIZABETH ARDEN 2024 | HOLIDAY

122

Digital Deliverables

EMAIL 5

Subject Line:
🎁 LAST CALL for FIRST
IN-LINE Gift Sets 🎁

Last Call for Holiday Gifting

Searching for last-minute (yet envy-worthy) presents?
These beauty gift sets make the best stocking stuffers

SHOP GIFT SETS

Great-To-Gift Sets

**Twist & Lift Quartet
ADVANCED
CERAMIDE CAPSULES
4-Piece Set**

SHOP NOW

**Nourishing
Skin Essentials
EIGHT HOUR® ORIGINAL
3-Piece Set**

SHOP NOW

**Retinol Renewal
RETINOL + HPR CREAM
3-Piece Set**

SHOP NOW

**WHITE TEA ORIGINAL
2-Piece Set**

SHOP NOW

Unwrap Your Beauty Collection

Enjoy this 10-piece collection of best-selling makeup, skincare and fragrance essentials—plus a complimentary cosmetics bag for just \$72 with any \$45 purchase!

SHOP NOW

Digital Deliverables

EMAIL 6

Subject Line:
Get SET for the Holidays—
Plus, a Premier Beauty Deal 🍷

Holiday Beauty GIFTING GUIDE

These spectacular collections are curated with winter gifting in mind, from serums to fragrances to all-purpose skin saviors—luminosity is luxury

SHOP GIFT SETS

Premier Sets for All

\$XX
\$XX VALUE

GIFT SETS
\$50
and under

SHOP NOW

GIFT SETS
\$100
and under

SHOP NOW

\$XX
\$XX VALUE

GIFT SETS
\$100
and more

SHOP NOW

Unwrap Your Beauty Collection

\$XX
\$XX VALUE

Enjoy this 10-piece collection of best-selling makeup, skincare and fragrance essentials—plus a complimentary cosmetics bag for just \$72 with any \$45 purchase!

SHOP NOW


REDHOUSE | ELIZABETH ARDEN 2024 | HOLIDAY

124

Digital Deliverables

EMAIL 7


Subject Line:
Full-Sized Skincare Favorites
& a Deal to Adore 💕


Elizabeth Arden
NEW YORK


The Holiday LUXE LIST

Get holiday-ready skin with giftable skincare that shows you care. These full-size products are the whole package—plus they're total moisture miracles

[SHOP NOW](#)



Luxury Lineup



GIFTS UNDER

\$50

[SHOP NOW](#)

[illegible]

Digital Deliverables

EMAIL 8

Subject Line:
Fragrance Wish: Florals
to Gift this Holiday 🌸



WISHFUL *for* Fragrance

We're all for hopeful florals this holiday season because, for every White Tea, you're gifting a heavenly escape

SHOP WHITE TEA



Fragrant Front-Runners





**WHITE TEA
EAU DE TOILETTE**
Lingering warmth & woody florals—the perfect holiday escape, bottled-up

SHOP NOW

**WHITE TEA
EAU DE PARFUM**
Rose water & tonka bean harmonize with other relaxing key notes (hallelujah)

SHOP NOW






**WHITE TEA
EAU FLORALE**
Luminous notes of white tea, pink orris & musk make any moment merry

SHOP NOW

**WHITE TEA
EAU FRAICHE**
Bring on the cheer with fresh florals & bright notes for a mood boost

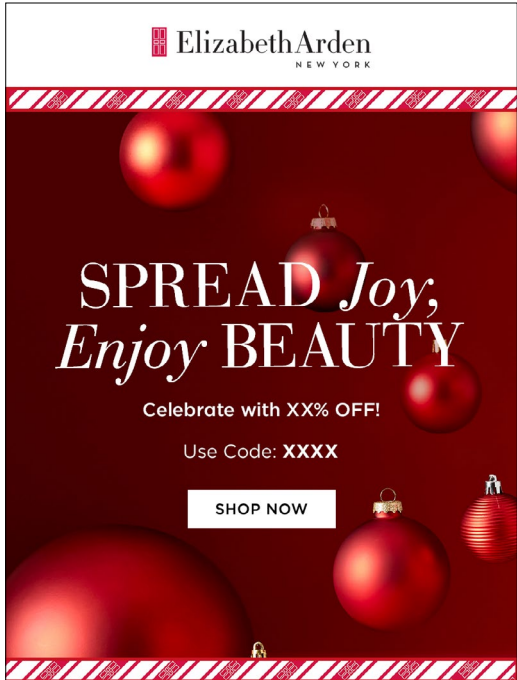
SHOP NOW



Digital Deliverables

PROMOTION EMAILS: OFFERS

Subject Line: FPO



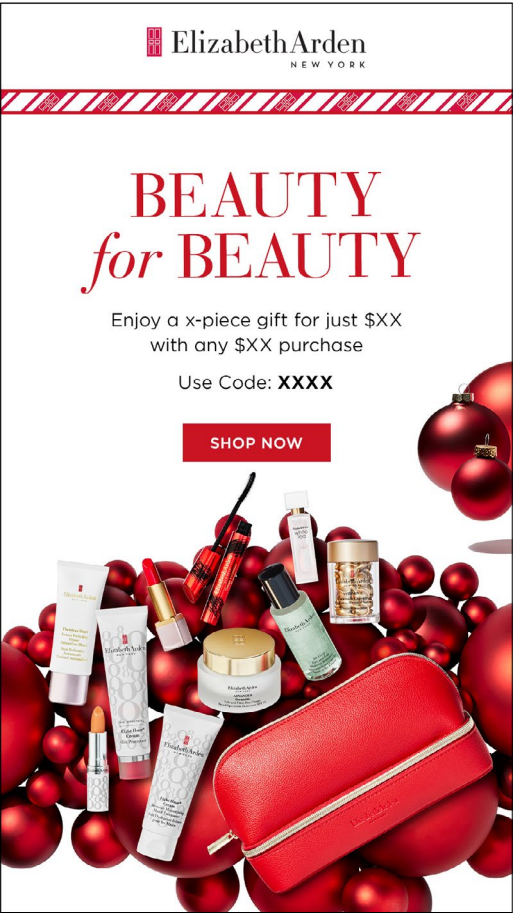
HOLIDAY PROMO (#1)



HOLIDAY PROMO (#2) V1



HOLIDAY PROMO (#2) V2



PWP (#1)



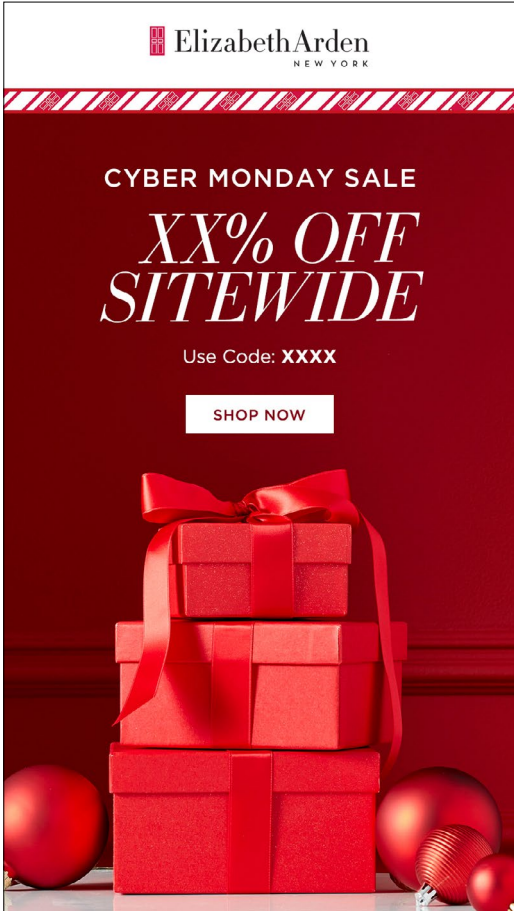
PWP (#2)

Digital Deliverables

PROMOTION EMAILS: OFFERS

Subject Line: FPO

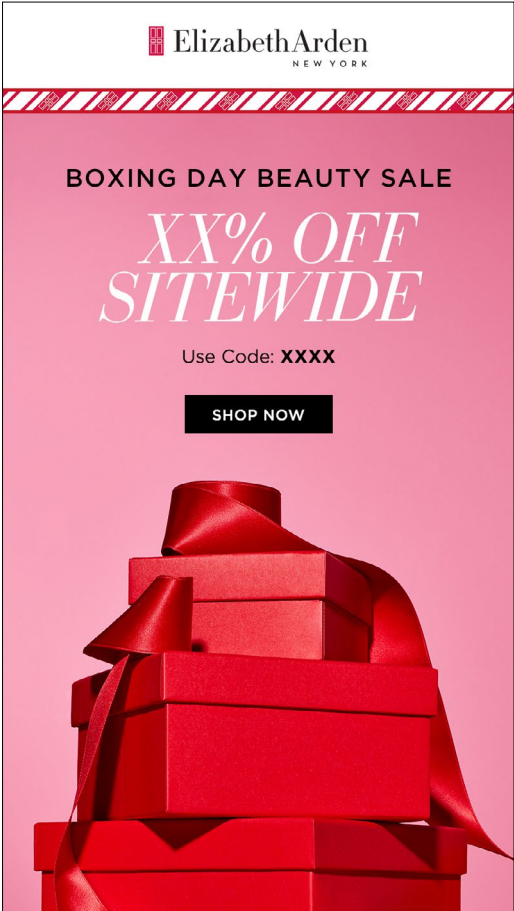
*Markets can request to add products to the empty EA Box’s Black Friday and Cyber Monday emails



CYBER MONDAY



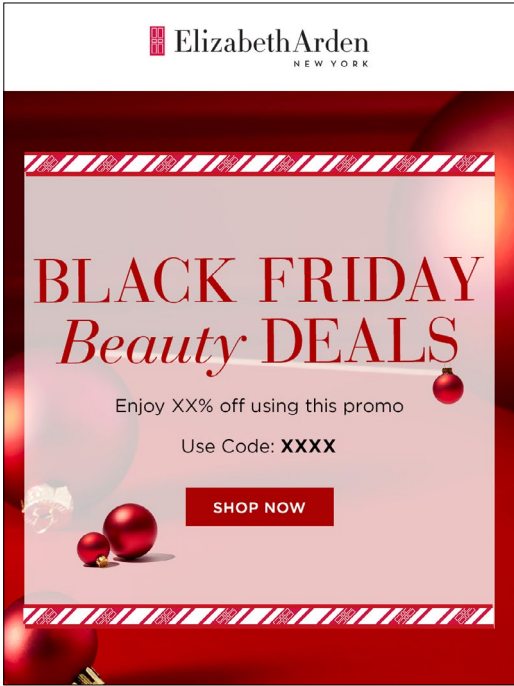
CYBER MONDAY



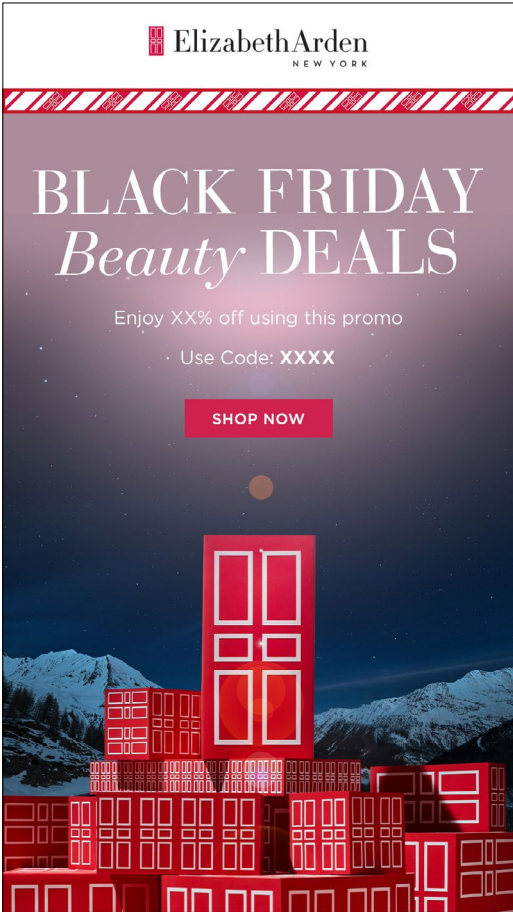
BOXINGDAY



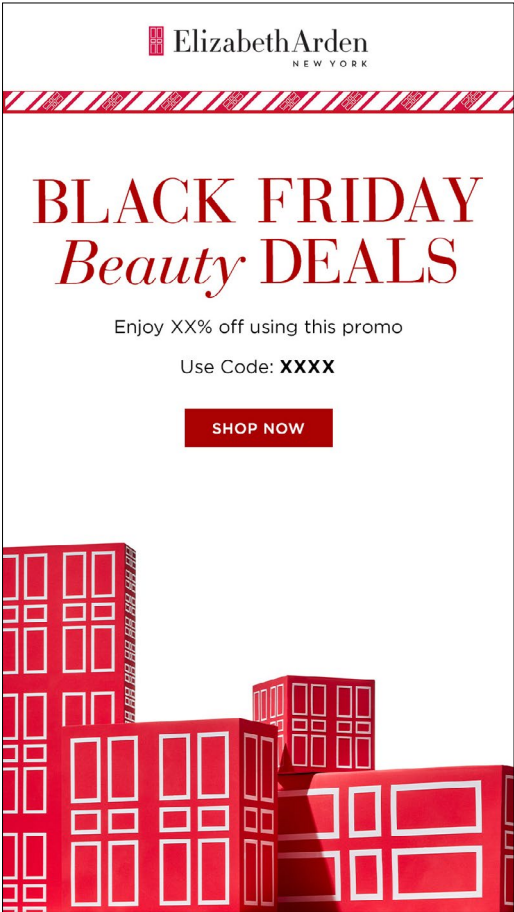
SINGLE'S DAY



BLACK FRIDAY



BLACK FRIDAY



BLACK FRIDAY

Social Deliverables

CONSIDERATION

1

CAPTION:

Make the festivities fabulous with these five moisture miracles. Our Eight Hour collection has a great deal of versatile formulas—perfect for gift-giving and reveling in:

💋 Lip Protectant Stick with SPF 15 treats dry, cracked lips and doubles as a helpful UV shield to protect and perfect your pout.

💧 HydraPlay Daily Moisturizer is all-day, lightweight hydration and perfect for creating an even canvas for makeup.

🧴 Skin Protectant works skin-soothing wonders, even shaping brows and shining cheeks, polishing your overall look.

⚡️ All-Over Miracle Oil is an all-over conditioner for the face, body, and hair, delicately scented with a calming floral ambiance.

👐 Intensive Moisturizing Hand Treatment is handy for healing dry nails, torn cuticles, and calloused palms, securing smooth, soft skin.

To fill your holiday cart with cheer (& hydration heroes), click the link in our bio.

1. STILL



1. STILL



Social Deliverables

CONSIDERATION

2

CAPTION:

It's the most wonderful time of the year—to repair moisture barriers! Enjoy the gift that keeps on giving great skin thanks to pure, potent serums in twist-off, single-dose capsules. Peek the unique complexion perks our Ceramide Capsules offer:

- 🎁 Vitamin C: evens tone & enhances radiance
- 🎁 Advanced Ceramide: nourishes & repairs your moisture barrier
- 🎁 Advanced Light: refines & restores for a youthful glow
- 🎁 Hyaluronic Acid: firms, plumps & strengthens
- 🎁 Retinol + HPR: gently smooths fine lines & wrinkles

Stock up for the season at the link in bio.

2. STILL



2. STILL



Social Deliverables

CONSIDERATION

2 ALT

CAPTION:
'Tis the season for potent serums and perfectly balanced skin. Our range of Capsules are pure single-dose formulas that easily twist off to target and treat your unique complexion concerns. Before you know it, your dewy skin dreams will take off like a shooting star.

- 🧴 Advanced Light to refine & restore for a youthful glow.
- 🧴 Advanced Ceramide to nourish & repair the moisture barrier.
- 🧴 Visible Whitening to minimize dark spots & brighten skin.
- 🧴 Retinol + HPR to gently smooth fine lines & wrinkles.

Click the link in our bio to stock up for the season.

2 ALT. STILL



2 ALT. STILL



Social Deliverables

CONSIDERATION

3

CAPTION:

Spruce up the holidays your way. ✨

Whether picking the perfect present for a loved one or a much-needed skincare refresh for yourself, you can't go wrong with PREVAGE. These premier products pave the way for smoother, protected skin using powerful, anti-aging ingredients.

Follow this all-around fabulous 5-step regimen:

- 1. FACE SERUM: Anti-Aging Daily Serum 2.0
- 2. EYE SERUM: Aging Eye Serum 2.0
- 3. ✨ MOISTURIZER: Anti-Aging Moisture Cream with SPF 30
- OR 🌙 CREAM: Anti-Aging Overnight Cream
- 4. SPF: City Smart

For more dynamic, age-defying formulas, visit the link in bio.

3. STILL



3. STILL



Social Deliverables

CONSIDERATION

4

CAPTION:

We propose a PREVAGE gift portfolio for the holiday season—some products to enhance radiance and protect against environmental aggressors and others to rejuvenate skin and reverse damage.

A few of our PREVAGE beauty must-haves include:

- ☀️ Anti-Aging Daily Serum 2.0 supercharged antioxidants firm and balance skin tone and texture, reducing pores, lines, and dark spots.
- ☀️ Anti-Aging Eye Serum 2.0 de-puffs and brightens with a cooling applicator, lessening lines, crow’s feet and dark circles.
- 🌙 3-in-1 Reset Serum intensely lifts the skin’s overall look, minimizes lines, and protects and corrects past damage.
- 🌙 Multi-Restorative Soft Cream is a lightweight, smooth cream that moisturizes and revitalizes skin.
- ☀️ City Smart with SPF 50 combats harmful UV rays, pollutants and smoke while strengthening with a sheer, nourishing finish.

This curated assortment is in the link in bio.

4. STILL



4. STILL



Social Deliverables

CONSIDERATION

5

CAPTION:
Celebrate bright, hydrated skin this holiday with our White Tea Skin Solutions, a skincare routine to revitalize and reverse. Just take it one refreshing step at a time:

- 1. Absolve your skin of makeup & impurities with the mild, non-stripping Gentle Purifying Cleanser.
- 2. Tone & replenish after you cleanse with the Moisture Infusing Bi-Phase Toning Lotion.
- 3. Restore a firm base & better clarity using the Fortifying Bi-Phase Oil Serum.
- 4. Hydrate, brighten & smooth with the Replenishing Micro-Gel Cream.
- 5. Target wrinkles & dark circles with the Brightening Eye Gel.

Tap the link in the bio to take in all the hydra-power.

5. STILL



5. STILL



Social Deliverables

CONSIDERATION

6

CAPTION:

We wish you peace, love and all the allure of White Tea. Every unique fragrance of this intoxicating collection varies between light and deep undertones, with flattering pairings of rare floral bouquets, sparkling fruit essences and warm, welcoming aromas.

🍋 Eau De Toilette: sparkling Italian mandarin and sea breeze accord inspire a crisp vibrance and zen-like white tea extract closes sensuously.

🌹 Eau De Parfum: rose-centered with mate leaves, amberwood, musk and hand-picked, sun-dried Venezuelan tonka bean for a soft release.

🌸 Eau Florale: a soft, delicate grasp of a floral-musk bouquet filled with pink freesia, pink orris, blush honey suckle, and trisamber.

🍊 Eau Fraiche: bright, vibrant blood orange and lily of the valley merge, warmed by Venezuelan tonka bean, blonde woods and musk.

For more on these stand-out scents, click the link in the bio.

6. STILL



6. STILL



Social Deliverables

CONSIDERATION

6 ALT

CAPTION:

Find joy in the little things. Begin with our beloved White Tea collection, each fragrance a unique, momentous escape of exotic florals, fresh fruits and inviting aromas. Study how every subtle contrast inspires an unforgettable flourish:

🌟🍊🌊 Eau de Toilette is refreshing in sparkling Italian mandarin and a sensual sea breeze.

🌹🌳❤️ Eau de Parfum is deep with rare rose oil, amberwood and Venezuelan tonka beans.

🌸🌺🌿 Eau Florale is blooming with freesia, pink orris, blush honey suckle and trisamber.

Which fragrance feels like your signature scent? Answer away in the comments below.

6 ALT. STILL



6 ALT. STILL



Social Deliverables

CONSIDERATION

7

CAPTION:

Lift your seasonal spirit and spritz on some of our signature fragrances—here’s a fragrant reminder of what to expect:

🌹❤️🌿 White Tea Eau de Parfum is rose at its heart, with mate leaves, sun-dried Venezuelan tonka bean, amberwood and musk, exuding an uplifting, inviting warmth.

🍊💧🌟 White Tea Eau de Toilette is sparkling Italian mandarin and soft sea breeze on the surface, with musky, woody florals at the center, closing in crisp vibrance.

🌸🗑️🍯 Red Door is an elegant bouquet of rich, classic florals, including freesia, red roses, and orchids with honey and sandalwood, setting a soft, sensual mood.

Shop these scents at the link in bio.

7. STILL



7. STILL



Social Deliverables

CONSIDERATION

7 ALT

CAPTION:

It's time to set the mood right for the holidays, and any one of these fragrances will open your heart, awaken the senses and embrace the moment:

- 🌹 White Tea Eau de Parfum: warm & uplifting
- 🌟 White Tea Eau de Toilette: crisp & vibrant
- 🌷 Red Door Eau de Parfum: soft & sensual
- 🌿 Green Tea Eau de Toilette: energizing & refreshing

For more sacred notes behind these scents, click the link in bio.

7 ALT. STILL



7 ALT. STILL



Social Deliverables

CONSIDERATION

8

CAPTION:

Explore a White Tea wonderland of fresh, lingering fragrances and rich, indulgent creams. As they layer together beautifully and exude pure luxury, these collection favorites are a double dose of decadence:

🍃🧘 A spritz of White Tea Eau de Parfum atop White Tea Body Water Cream pairs beautifully for a blissful escape of crisp vibrance, fragrant notes and pampering shea butter.

🍏💧 White Tea Pure Indulgence Body Cream followed by a splash of White Tea Eau de Toilette makes for a mood-enhancing tranquil retreat filled with musky, woody florals & pure moisture.

Tap the link in bio for these White Tea wonders.

8. STILL



8. STILL



Social Deliverables

CONSIDERATION

9

CAPTION:

Give the gift of glam or stand out at the next holiday soiree with these sought-after sets. With four collections of luxurious skincare and fragrances, be sure these beauty bundles do the party trick:

🎁 Smooth, Repair, And Firm Set for retinol beginners, HPR is the key to a gentle skin glow-up.

🎁 Nourishing Skin Essentials Set for long-lasting multitasking hydration you can rely on all winter.

🎁 Turn Back Time Set corrects the skin mistakes of our past to celebrate our blessings.

Get SET for the holidays—shop the link in bio.

9. STILL



9. STILL



Social Deliverables

CONSIDERATION

9 ALT #1

CAPTION:

It's the most wonderful time of the year. Celebrate with legendary skincare and fragrances that set the tone for luminous skin and alluring auras:

🎁 Nourishing Skin Essentials Set, featuring Eight Hour Cream Skin Protectant, Lip Protectant, as a whole, encompasses soothing, all-purpose moisturizers that last.

🎁 Smooth, Repair, and Firm Set stores our favorite evening Ceramide formulas (cleanser, capsules, night cream!) to deeply nourish and gently restore.

🎁 White Tea 2-piece Set layers on all the lovely florals with both perfume & body cream.

Spread the cheer & shop your cherished picks at the link in bio.

9 ALT. STILL



9 ALT. STILL



Social Deliverables

CONSIDERATION

9 ALT #2

CAPTION:

It's time to feel merry! Thankfully, there's a luxurious selection for everyone—here are the endless gift sets for others and matching individuals for you:

✨ Smooth, Repair, and Firm Set for retinol newbie in your inner circle & Retinol + HPR Ceramide Capsules for personal skin-radiating benefits.

♥ Nourishing Skin Essentials Set for your infamous social butterfly friend who's always on-the-go & Eight Hour: Skin Protectant, Lip Protectant Stick for your own impromptu holiday party hopping.

🛡️ Turn Back Time Set for the anti-aging beauty advocate you adore & PREVAGE Daily Serum 2.0 to complete your youth-restoring resolution for the new year.

Comment below with the set you're eyeing!

9 ALT. STILL



9 ALT. STILL



Social Deliverables

CONSIDERATION

10

CAPTION:
Pause, reflect and purchase all the protective skincare you dream of. Start with our first-rate formulas to combat the cold effectively while keeping your winter glow bright and healthy.

Explore the spots these go-to's target & treat:

- 👁️ Eight Hour HydraPlay Daily Moisturizer
- 👁️ PREVAGE Anti-Aging Eye Serum 2.0
- 👁️ PREVAGE Anti-Aging Daily Serum 2.0
- 💊 Advanced Caps Ceramide Capsules
- 💋 Eight Hour Cream Lip Protectant Stick
- 🧴 Eight Hour Cream Skin Protectant

Which one has caught your eye? Tell us below!

10. STILL



10. STILL



Social Deliverables

CONSIDERATION

10 ALT

CAPTION:

Our holiday motto is peace, love and looking (& feeling) your best. 🙌❤️💅

Try our favorite winter serums, filled with powerful antioxidant-packed PREVAGE Anti-Aging Daily Serum 2.0 and potent, nourishing Advanced Ceramide Capsules, for a rich, memorable glow. Plus, our signature, crisp, vibrant scent, White Tea Eau de Toilette Spray, exudes musky, woody and floral notes that warmly play off one another and lovingly linger from festivity to festivity.

To join in the get-ready merrymaking—shop the link in bio.

10 ALT. STILL



10 ALT. STILL



Social Deliverables

CONSIDERATION

11

CAPTION:
Prepping your skincare stash for winter? One word—PREVAGE.

Environmental aggressors, such as UV, pollutants and smoke, are always active and present daily, threatening to clog our pores, damage our skin and dull our shine. Plus, add in low temperatures and the stiff, cold wind? This four-step preventative and protective PREVAGE regimen quickly becomes essential:

- 1. Anti-Aging Daily Serum 2.0 firms skin and improves overall clarity by minimizing imperfections, such as fine lines, uneven tone, rough texture and dark spots.
- 2. Anti-Aging Eye Serum 2.0 targets and treats puffiness, lines, crow's feet and dark circles in the delicate skin around the eyes.
- 3. Anti-Aging Moisture Cream with SPF 30 uses advanced antioxidants and technology to replenish your skin's natural moisture defenses and reverse damage caused by aging and sun exposure.
- 4. City Smart with SPF 50 simultaneously nourishes, strengthens and shields against UV rays and skin-dulling pollutants.

Shop all our wintry-friendly must-haves at the link in bio.

11. STILL



11. STILL



Social Deliverables

CONSIDERATION

11 ALT

CAPTION:

Set your winter skin up to win and vote PREVAGE. Once you integrate this enhancing duo into your everyday beauty routine, your skin will feel and look less stressed on-the-go:

💧 Anti-Aging Moisture Cream uses advanced Idebenone technology to nourish and replenish your skin's natural moisture defenses.

🛡️ City Smart Hydrating Shield utilizes DNA Enzyme Complex™ and SPF 50 to shield your skin from a UV and pollutant-congested commute.

Take the ready-to-radiate route—shop the link in the bio.

11 ALT. STILL



11 ALT. STILL



Social Deliverables

CONSIDERATION

12

CAPTION:
The winter chill won't stand a chance—that is, if Ceramide is incorporated into your skincare routine. Consistency is key. So, be sure to abide by a regular, rigorous beauty routine.

Here's how to pursue a Ceramide-clad regimen:

- 1. Dissolve makeup & impurities & CLEANSE with Ceramide Replenishing Cleansing Oil
- 2. Start your day nourishing with SERUM with Advanced Ceramide Capsules
- 3. Apply our rich, protective Advanced Ceramide Lift and Firm Day Cream with SPF 15
- 4. Target & tighten the skin around the EYES with Advanced Ceramide Lift and Firm Eye Cream

Raise your 🙌 for the power of Ceramide in the comments below.

12. STILL



12. STILL



Social Deliverables

CONSIDERATION

13

CAPTION:

Level with us—are you in your winter skin woes? We suggest using the nighttime to reverse the cold, harsh effects of the daytime. Follow this regimen of complimentary, corrective formulas every evening, and before you know it, you'll be blessed with soft, illuminated skin once again:

💡 Brighten, smooth & soothe with Visible Brightening CicaGlow Concentrate

⚖️ Balance skin tone & reduce dark spots with Visible Brightening Spot Correcting Night Capsules

💧 Hydrate & tighten with Advanced Ceramide Lift and Firm Night Cream

On to bigger, brighter things? Shop the link in bio.

13. STILL



13. STILL



Social Deliverables

CONSIDERATION

13 ALT

CAPTION:

As temperatures drop, it’s natural that our skin struggles to maintain an even tone and dewy elasticity. Fortunately, we’ve curated this evening routine to bring your bright, youthful bounce back around:

✨ Visible Whitening CicaGlow Concentrate is a gentle, triple-action peel to renew your glow.

♥️ Visible Whitening Melanin Control Night Capsules tone skin and reduce excess pigmentation.

👉 Advanced Ceramide Lift and Firm Night Cream visibly lift and define facial contours.

Tap the link in bio to take on the nighttime radiance challenge.

13 ALT. STILL



13 ALT. STILL



Social Deliverables

CONSIDERATION

14

CAPTION:
Retinol is more potent and powerful once protected.

Perfect for treating while traveling, all three retinol formulas are tightly sealed and designed for need-only exposure. Encapsulated serum doses such as Retinol + HPR Ceramide Capsules and innovative airless pumps compliments of Retinol Ceramide Line Erasing Eye Cream and Retinol + HPR Ceramide Water Cream packaging preserve potency and activate exfoliation, making them easier to apply on the go and absorb faster upon application. Plus, HPR makes two of the three products offer a gentle touch on wintry dry skin—sounds like a win-win to me!

Praise your favorite formula for potency in the comments below.

14. STILL



14. STILL



Social Deliverables

CONSIDERATION

14 ALT

CAPTION:
Curious about what retinol can do for your complexion? ✨🧡

The Retinol + HPR pair is the perfect way to start. It promises to gently yet powerfully steer retinol, allowing for next-level retinol action without the typical irritation reaction. To correctly use it, first apply Retinol + HPR Ceramide Capsules and then Retinol + HPR Ceramide Water Cream.

Retinol beginners, start your journey here & shop the link in bio.

14 ALT. STILL



14 ALT. STILL



Social Deliverables

CONSIDERATION

15

CAPTION:

Brace yourself for the cold—and the ultimate winter skincare haul for hydrated skin. ❄️

Learn what sets these moisture must-haves apart and which one is perfect for you:

💧 Advanced Ceramide Lift and Firm Day Cream with SPF 15: anti-aging & super tightening.

💧 PREVAGE Anti-Aging Moisture Cream with SPF 30: UV-shielding & protective against environmental damage.

💧 Retinol + HPR Ceramide Water Cream: deeply nourishing & light-as-air to smooth away lines & wrinkles.

💧 Eight Hour HydraPlay Daily Moisturizer: uber-hydrating & fast-absorbing with 8 great benefits.

We say the more moisture, the better. Tell us, which moisturizer are you eyeing?

15. STILL



15. STILL



Social Deliverables

CONSIDERATION

16

CAPTION:

Introducing the trio to usher you into your effortless, elegant beauty era:

🧴 Flawless Finish Skincaring Foundation: nourishing makeup infused with hyaluronic acid to care for and perfect your skin.

♥️ Grand Entrance Mascara: long-wear formula that dramatically separates and extends for lush lashes.

💄 Lip Color Lipstick in Red Door Red: comfortable and conditioning with high impact color.

We all love a vibe check. The link in bio is a beautiful way forward.

16. STILL



16. STILL



Social Deliverables

CONSIDERATION

17

CAPTION:
Open the door for a new you with a long-loved iconic scent. 🚪❤️

Floral, woody, and oh-so-sophisticated, our signature fragrance, Red Door, has stood the test of time—proving that elegance is timeless and a classic scent stands out in a room of replications.

Be yourself by staying true to what endures. Shop the link in bio.

17. STILL



17. STILL



Social Deliverables

EGC
GIFTING / UNWRAPPING

1

CAPTION:
Perfect for premier (ponder-free) gifting! 🎁

This purchase with purchase gift set, curated especially for special occasions, encompasses a collection of best-selling makeup, skincare and fragrances. Eight full-sized products and ten total are yours for \$72 with any \$45 purchase—plus a complimentary cosmetics bag!

Shop the link in bio using the code **XXXX**.

1. STORIES



Social Deliverables

EGC
GIFTING / UNWRAPPING

2

CAPTION:
The holiday season celebrates lots of love and inspires (let's be honest) lots and lots of shopping. If you're looking for fabulous on-theme presents that do all the product coordinating and adorable holiday packaging for you, you've found the right gifting fit. 🎁❤️

Peruse our gift sets at the link in bio.

2. STORIES



Social Deliverables

EGC
GIFTING / UNWRAPPING

2 ALT

CAPTION:
We all could use a gift guide to help find what meets our loved one’s needs. These full-sized products are all exceptional gifts for different people and unique reasons. Regardless, you can’t beat the high-end nature of their individual formulas and beauty benefits. ✨

Find full-sized products that genuinely suit your giftee—tap the link in bio.



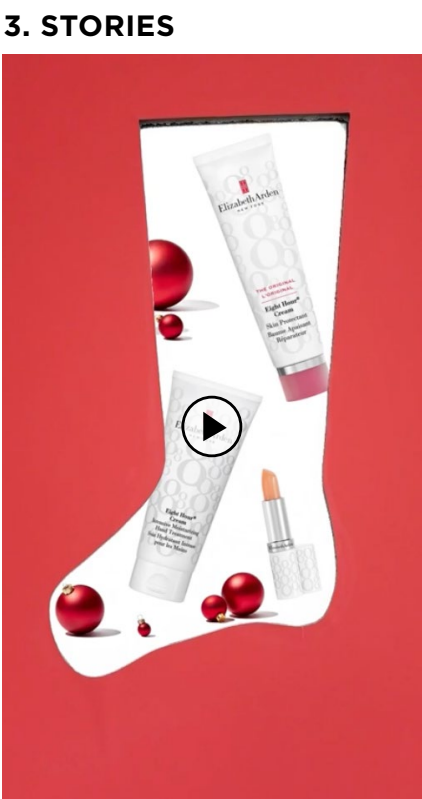
Social Deliverables

EGC
GIFTING / UNWRAPPING

3

CAPTION:
It's time to change the holiday stocking narrative—start by stuffing yours with luxurious staples instead of thrifty leftovers. Your glowing, glamorous-looking loved ones will thank you later!

Shop the link in bio to snag your stocking star! ✨👉



Social Deliverables

EGC
HOLIDAY

4

CAPTION:
Celebrate the new year surrounded by love...and capsules, capsules, capsules. ✨

Our Ceramide Capsule serums target and treat all of your complexion concerns. Start your skincare resolution right and pick the serums that satisfy your special skin wishes:

💧 **Advanced Ceramide** if you want improved skin barrier repair & firmer, moisturized skin.

💧 **Advanced Light** for a fast-absorbing serum with barrier-strengthening & pore-perfecting power.

💧 **Hyaluronic Acid** if you wish for plumper, firmer skin, deep hydration & a youthful bounce.

💧 **Retinol + HPR** can pursue powerful anti-aging Retinol without the usual irritation.

💧 **Vitamin C** for bright, even-toned skin that diminishes dullness and dark spots.

Shop pure, potent serums at the link in bio.

4. STORIES



Social Deliverables

EGC
SEASONAL TRAVEL

5

CAPTION:
Going away for the holidays? Follow our ultimate skin-loving regimen for on-location and on-the-go—plus, they come in the perfect travel-friendly sizes. 🌈✈️ In order of application (& appearance): 🧑‍🦲

Advanced Ceramide Capsules are easy to open anywhere, with sealed-in serums that are potent & ready to firm, smooth & keep your skin looking and feeling healthy.

Eight Hour Hydraplay Daily Moisturizer keeps skin plump, hydrated & blurred to perfection without looking too oily or shiny (wherever you are).

PREVAGE City Smart with SPF 50 ensures that exploring new environments is safe for your skin, especially when environmental aggressors like UV rays, smoke & pollution are present.

Eight Hour Cream Skin Protectant is a multi-tasking balm ideal for fighting off dehydrated skin & dry cabin air, soothing skin, hands, cuticles, nails & more.

Eight Hour Lip Protectant Stick with SPF 15 is an all-weather treatment stick to help moisturize, soften & smooth your lips.

Upgrade your everywhere-skincare at the link in bio.

5. STORIES



Social Deliverables

EGC
SHOT POST-MATRIX

6

CAPTION:
Spread soothing, hearty feelings this season. ❤️ Reward yourself and your loved ones with our Nourishing Skin Essentials set—a meaningful gift of deep, enriched healing, including long-lasting, versatile formulas from our coveted Eight Hour collection:

Eight Hour Cream Intensive Moisturizing Hand Treatment: a rich yet non-greasy hand cream

Eight Hour Cream Lip Protectant Stick with SPF 15: a relieving all-weather treatment stick

Eight Hour Cream Skin Protectant: a multi-use, award-winning balm

Shop these seasonal skin-soothers at the link in bio.

6. STORIES



Social Deliverables

EGC
GIFTING

7

CAPTION:
It's time to revel in all the fun, festivities and fragrances. First step: try our Elizabeth Arden Prestige Coffret set, filled with signature scents in miniature makes. Spritz and experiment with different aromas to find your pro-travel favorites. In the meantime, here's a little perfume preview:

- 🌹🌸 Red Door Eau de Toilette is a bouquet of rare flowers paired with lily of the valley, freesia, wild violets & red roses.
- 🍊🌊 White Tea Eau de Toilette is a mix of crisp, vibrant florals, sparkling Italian Mandarin & sensual sea breeze.
- 🍋🌿 Green Tea Eau de Toilette is an energizing natural floral, citrus blend balanced with lemon, green tea & oak moss.

Peruse these petite perfumes & share your prized pick below!

7. STORIES



Social Deliverables

EGC
GIFTING

8

CAPTION:
Everyone deserves exceptional evening skincare. ✨🌙 The Smooth, Repair, and Firm set offers a clean and smooth reset to enrich the end of our day, removing impurities, restoring hydration and refreshing with age-defying formulas. The assurance is that the complexion stays tight and free of rough surfaces.

For a clear, clean view—here’s a what, why breakdown:

- 1. **Ceramide Purifying Cream Cleanser** to rid your skin of impurities & makeup with a soft clean
- 2. **Retinol + HPR Ceramide Capsules** when wrinkles & fine lines call for a smooth yet gentle fix
Or Hyaluronic Acid Ceramide Capsules if your complexion is dull & craves more moisture
- 3. **Advanced Ceramide Lift and Firm Night Cream** to deeply nourish & tighten skin overnight

Shop this evening skin-tervention at the link in bio.

8. STORIES



Social Deliverables

EGC
GIFTING

9

CAPTION:
These seasonal gift sets make the ideal gifts, representing our premier luxury lines and top revolutionary routines. 🎁
Learn the highlight of each individual set:

NOURISHING SKIN ESSENTIALS = Eight Hour Original Set

SMOOTH, REPAIR, AND FIRM = Retinol + HPR Capsules 60 PC Set

TURN BACK TIME = PREVAGE® 2.0 Daily Serum Set

Comment your favorite curated set & why below!

9. STORIES



Thank You