

BEAUTY INSIDER

SUMMER SURGE

IN STORE ASSETS
2014

WINDOW CLING

26" X 25"

BEAUTY INSIDER

SUMMER SURGE

AUGUST 4 - AUGUST 10



EXTRA POINTS ON ALL PURCHASES

*See any cast member for details

WINDOW CLING



CASHWRAP SIGN

5" X 7"

ADDICTED TO BEAUTY? JOIN THE CLUB.

IT'S FREE, EASY, AND YOU'LL EARN
POINTS WITH EVERY PURCHASE.



SIGN UP TODAY TO GET
A FREE **100-POINT REWARD**
—BENEFIT THEY'RE REAL!
MINI MASCARA.*

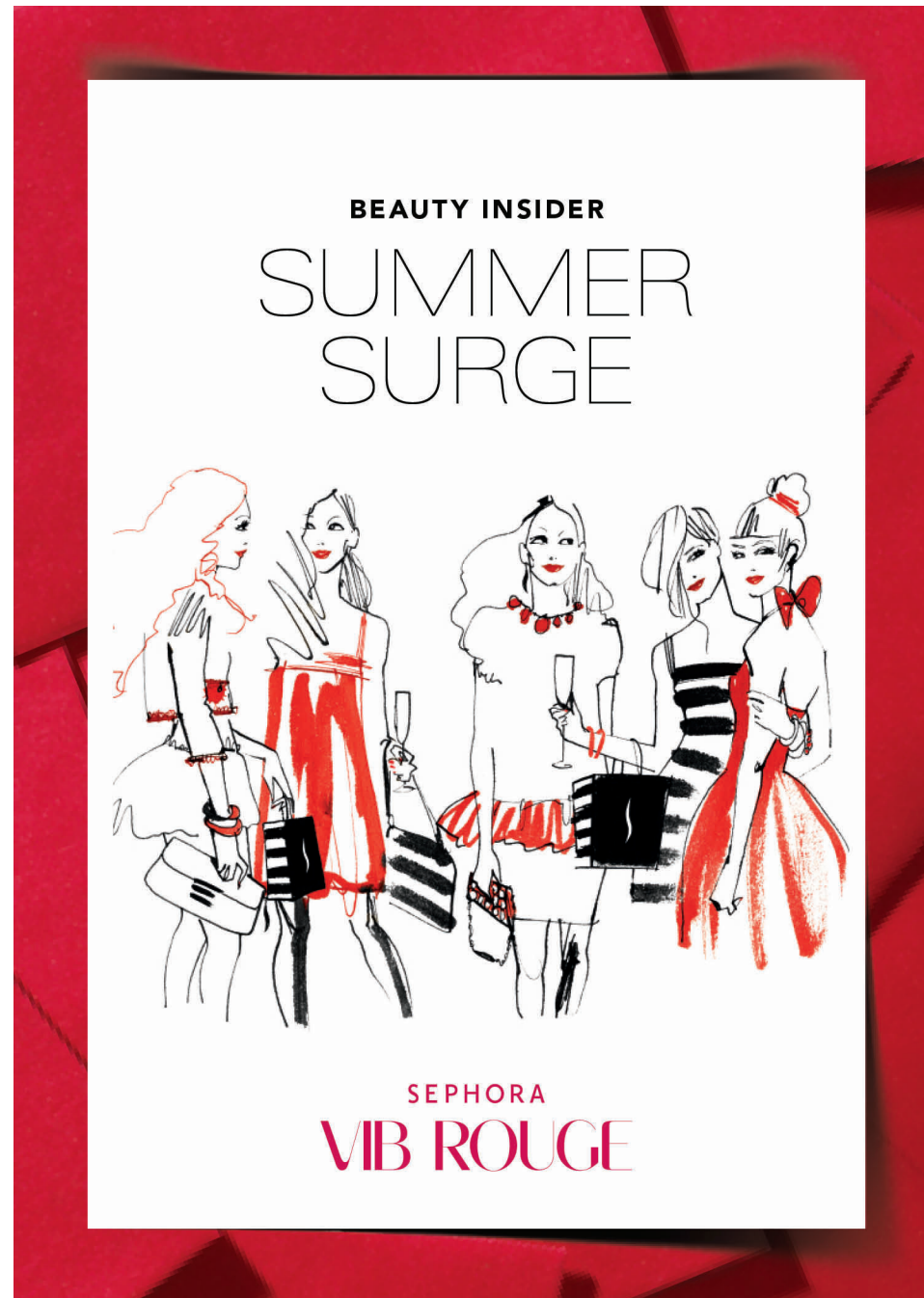


SEPHORA
BEAUTY INSIDER

*Starting August 4, while supplies last. See any cast member for details.

MAIL-FRONT

5" X 7"



MAIL-BACK

5" X 7"



YOU'RE INVITED TO A
VIB ROUGE RECEPTION
SUNDAY, AUGUST 3, 2014 | 9-11 AM*

Visit any Sephora store for a
CLOSED-DOOR SHOPPING EVENT

Build your Beauty Bank with
4X POINTS ON ALL PURCHASES**

Find a new look at the
BEAUTY STUDIO

Meet brand experts for
TIPS & TRICKS

Take home a limited-edition
COSMETIC BAG FILLED WITH SAMPLES†



BRING A FRIEND TO SHARE THE FUN

RSVP at **SEPHORA.COM/ROUGE-RSVP** by August 1, 2014

Can't make it? Enjoy 4X points on all purchases between
August 3-August 10, 2014. No promo code needed.

*Select Sephora stores will have different hours; only select Sephora inside JCPenney stores will have closed-door shopping events. Check the RSVP site for participating stores and exact times. ** Offer valid for Beauty Insiders only. Beauty insiders will earn double points, qualified VIBs will earn triple points and qualified VIB Rouge will earn quadruple points on merchandise purchases made Sun. August 3, 2014 thru Sun. August 10, 2014 at 11:59pm PDT. This offer is subject to termination by Sephora in its discretion at any time. † Sephora Makeup Bag with samples is only available in Sephora stores during the VIB Rouge Reception with any merchandise purchase of \$35 USD or more. Limit of one of each offer per client, non-transferable. Must be VIB Rouge to redeem this offer. Guests of VIB Rouge that are Beauty insiders are also eligible to redeem the Sephora Makeup Bag with samples with any merchandise purchase of \$35 USD or more, limit one per client. Valid while supplies last, quantities are limited, sample bag assortment may vary.

ENVELOPE



POSTER

30" X 40"



WELCOME TO THE VIB ROUGE RECEPTION

**SIP. SHOP. SPLURGE.
YOU'VE GOT THE STORE TO YOURSELVES.**

ENJOY 4X POINTS ON ALL PURCHASES

3X points for VIBs, 2X points for Beauty Insiders

VISIT THE BEAUTY STUDIO FOR A NEW LOOK

GET TIPS & TRICKS FROM BRAND EXPERTS

FLAUNT YOUR STATUS WITH A VIB ROUGE-ONLY TOTE*

TAKE HOME A COSMETIC BAG FILLED WITH SAMPLES*



Love your new look? Brag about your
VIB Rouge beauty expertise: **#vibrounge**

Earn bonus points on all in-store and online purchases
through **AUGUST 10, 2014**. No promo code needed.

*\$35 minimum purchase required. See any cast member for details.

TOPPER

5" X 2"



BASKETLINER

6.75" X 6"

EXTRA POINTS ON ALL PURCHASES

AUGUST 4 - AUGUST 10



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BEAUTY INSIDER

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