

COY TAKEOVER  
WINDOW CLING



COY TAKEOVER  
TABLE WRAP WITH TYPE

STANDARD SHN FIXTURE



SMALLER SHN FIXTURE



JCP SHN FIXTURE



## COY TAKEOVER

### VITRINE COPY

SEPHORA + PANTONE  
UNIVERSE™

#### LIPSTICK SHIFTS INTO NEUTRAL GEAR

##### PURE MARSALA MATTE LIP CRÈME

Start up 2015 with a daring new statement on nude.

Concentrated pigments produce the purest expression of Marsala.

Nourishing crème consistency with a matte finish.

**\$XX**

SEPHORA + PANTONE  
UNIVERSE™

#### DUET UP FOR LIDS, LASHES + BROWS

##### BOLD MARSALA MASCARA & BROW HIGHLIGHTER + MARSALA METALSHINE LIQUID LINER

2-in-1 highlighting wand delivers an unexpected pop of Marsala.

Volumizing, lengthening, quick-drying.

Liquid liner infuses traditional Marsala with a twist of rose gold.

**\$XX**

SEPHORA + PANTONE  
UNIVERSE™

#### A PALETTE THAT ACES THE COMPATIBILITY TEST

##### FACETS OF MARSALA MULTI-FINISH EYE PALETTE

Experience the Color of the Year in matte, shimmer, metallic, and glitter.

Match any Marsala finish to one of five coordinated looks.

Customize your intensity by applying wet or dry.

**\$XX**

SEPHORA + PANTONE  
UNIVERSE™

#### DIP INTO YOUR BLUSH FUND — THREE WAYS

##### SHIMMERING MARSALA CHEEK TRIO

Rich, multi-textured trio pays off with supreme blendability.

Matte Marsala blush contours, while cream luminizers highlight.

All three formulas combine for an alluringly sophisticated glow.

**\$XX**

SEPHORA + PANTONE  
UNIVERSE™

#### PENCILS THAT MAKE THE GRADIENT

##### MARSALA LAYERING LIP COLLECTION

Five shining interpretations of Marsala, from pale to pigmented.

Hydrating formula fortified with antioxidant resveratrol.

Create a nude ombré look by mixing two—or more.

**\$XX**

SEPHORA + PANTONE  
UNIVERSE™

#### AN ALL-OVER BALM THAT PLAYS IT COOL

##### COOLING MARSALA MULTI

A hint of Marsala meets a touch of glimmer in this moisturizing stick for face and lips.

Infused with energizing caffeine and calming coconut water.

Coverage starts sheer and builds to brighten even the most winter-stressed skin.

**\$XX**