

WAVE 2: LAUNCH  
WINDOWS - STANDARD



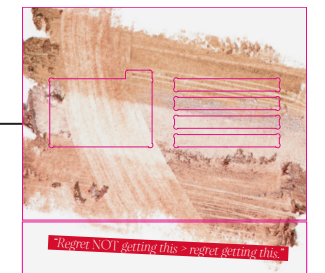
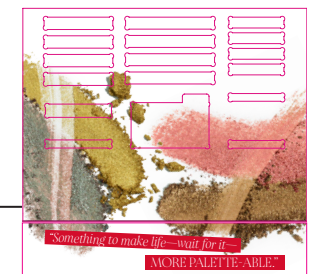
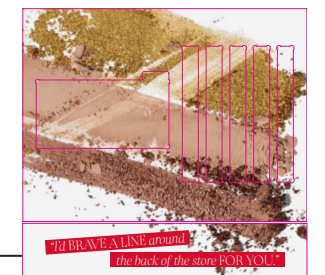
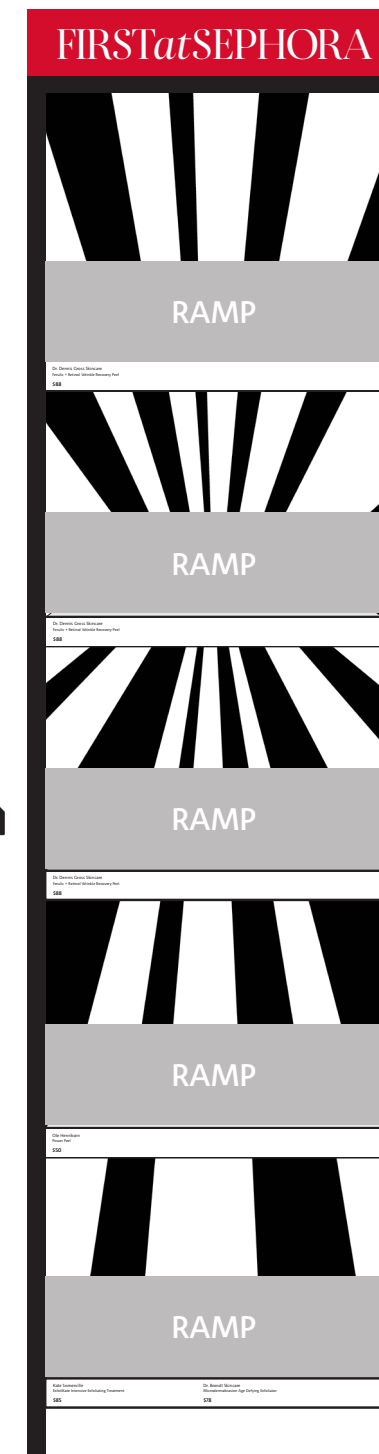
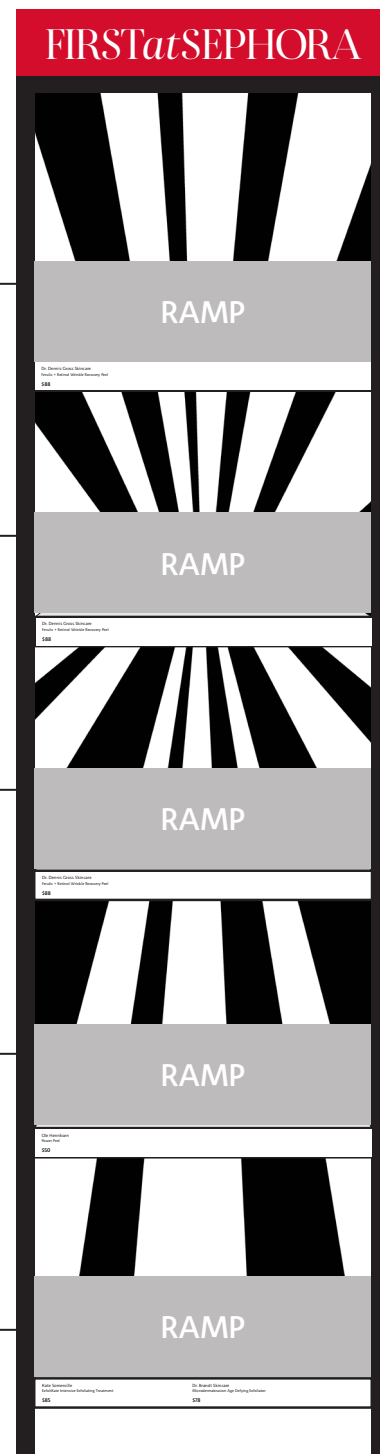
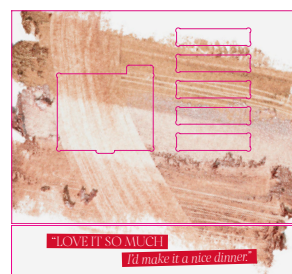
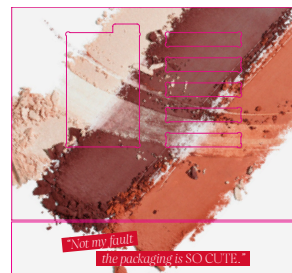
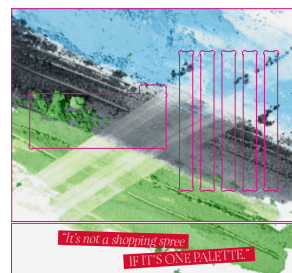
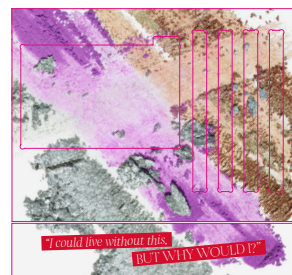


WAVE 2: LAUNCH  
WINDOWS - FOU





## WAVE 2: LAUNCH SHN TAKEOVER



WAVE 2: LAUNCH  
SHN TAKEOVER

FIRST AT SEPHORA

**URBAN DECAY**

**Backtalk Palette, \$48**

Eight eyeshadows and four shades of blush and highlighter inspired by Urban Decay's smoky-matched all lip color.

Housed in a travel-ready case complete with a double-sided pop-out mirror.

FIRST AT SEPHORA

**tarte**

**Be a Mermaid & Make Waves Eyeshadow Palette, \$40**

14 neutrals, jewel tones, and aquatic hues in matte and metallic finishes for serious mermaid vibes.

Made with Aquaguard Clay for optimal blendability without caking or fading.

FIRST AT SEPHORA

**PAT MCGRATH LABS**

**Mothership Sublime II Eyeshadow Palette, \$55**

Six cream-infused powder shadows with smooth, blendable pigments.

Buildable with seamless color transition for an otherworldly look.

FIRST AT SEPHORA

**NATASHA DENONA**

**Tropic Palette, \$129**

Each column of the Tropic palette creates a complete eye look with a mix of neutrals and bolds.

Sunset Mini Eyeshadow Palette, \$66

The beloved palette pared down to five essential shades for warm looks on the go.

FIRST AT SEPHORA

**benefit**

**Blush Bar, \$58**

Four of the brand's most iconic blushes and blushes plus one new shade of blush.

Full-size pans of CALIFORNIA, Rockateur, Dandelion, Hoola, and the new Gold Rush.

FIRST AT SEPHORA

**Violet Voss**

**Like a Boss, \$45**

20 highly-pigmented, long-lasting eyeshadows give maximum payoff in one swipe.

Create multiple looks for day or night with a mix of duo-chrome, foil, matte, and satin finishes.

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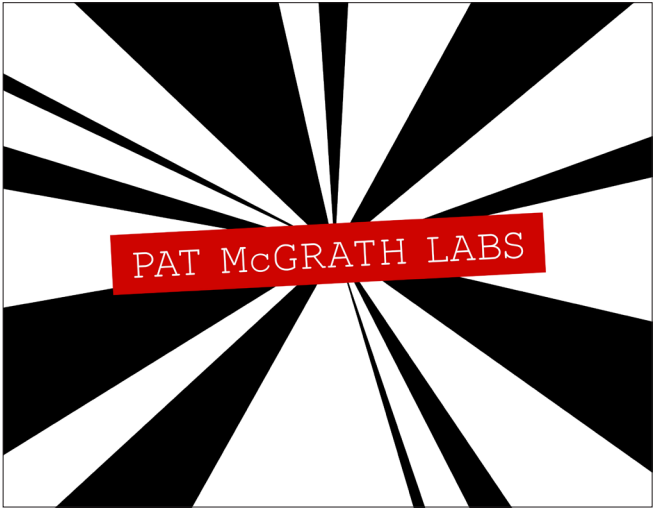


WAVE 2: LAUNCH  
SHN TAKEOVER - VITRINES

WHEN PRODUCT  
IS ON DISPLAY



WHEN PRODUCT  
IS LIFTED OFF



FIRSTatSEPHORA



PAT McGRATH LABS

NEW NEW NEW  
Sephora ONLY

→ Mothership Sublime II:  
Bronze Ambition Eye Palette, \$55

Six cream-infused powder shadows  
with smooth, blendable pigments.

Buildable with seamless color transition  
for an otherworldly look.



FIRSTatSEPHORA



PAT McGRATH LABS

NEW NEW NEW  
Sephora ONLY

→ Mothership Sublime II:  
Bronze Ambition Eye Palette, \$55

Six cream-infused powder shadows  
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Buildable with seamless color transition  
for an otherworldly look.





WAVE 2: LAUNCH  
SHN TAKEOVER - TOWER RAMPS



*"I could live without this,  
BUT WHY WOULD I?"*



*"LOVE IT SO MUCH  
I'd make it a nice dinner."*



WAVE 2: LAUNCH  
DEDICATED EMAIL

[Sephora Shopper], lorem ipsum dolor sit amet, consectetur adipiscing elit sed, [Web Version](#)

SEPHORA

MAKEUP SKINCARE FRAGRANCE SALE

Your status: **Beauty Insider** | You have **310 points** ▶

FIRSTatSEPHORA

**PALETTES!**



*"Things to bring to a desert island: THIS PALETTE."*

Eight eyeshadows and a mix of four blushes and highlighters inspired by the brand's #1 lip shade.

**NEW. EXCLUSIVE.**

Urban Decay  
Backtalk Palette, \$45

**SHOP NOW ▶**



*"Not my fault the packaging is SO CUTE."*

Give serious mermaid vibes with neutrals, jewel tones, and aquatic hues in matte and metallic finishes.

**NEW. EXCLUSIVE.\***

TARTE  
Be a Mermaid & Make Waves Eyeshadow Palette \$40

**SHOP NOW ▶**





*"My life is NOW COMPLETE."*

Create an otherworldly look with six buildable, cream-infused powder shadows.

**NEW. EXCLUSIVE.**

PAT MCGRATH LABS  
Mothership Sublime II: Bronze Ambition Eye Palette \$55

**SHOP NOW ▶**



*"Allow me to introduce THE LOVE of my life."*

A range of cream-powder shades in nudes and bolds perfect for mai tai-sipping and hammock-swaying.

**NEW. EXCLUSIVE.**

NATASHA DENONA  
Tropic Palette, \$129

**SHOP NOW ▶**



*"This is my EMOTIONAL SUPPORT PALETTE."*

Hoola bronzer teams up with blush shades CALifornia, Rockateur, Dandelion and the new Gold Rush in one convenient case.

**NEW. EXCLUSIVE.**

BENEFIT COSMETICS  
Blush Bar, \$58

**SHOP NOW ▶**



*"It's not a shopping spree if it's ONE palette."*

Eight shockingly vibrant, blendable eye shades inspired by the legendary drag queen, Divine.

**NEW. EXCLUSIVE. LIMITED EDITION.**

KAT VON D  
I Am Divine Palette, \$45

**SHOP NOW ▶**



*"LOVE IT SO MUCH I'd make it a nice dinner."*

12 scented matte shadows infused with antioxidant-rich peach and sweet fig cream.

**NEW. EXCLUSIVE.**

TOO FACED  
White Peach Eyeshadow Palette, \$45

**SHOP NOW ▶**



*"YOU'RE EVERYTHING I've ever wanted in a palette."*

Take charge with 20 high-pigment eyeshadows in a variety of finishes for the workday and after hours.

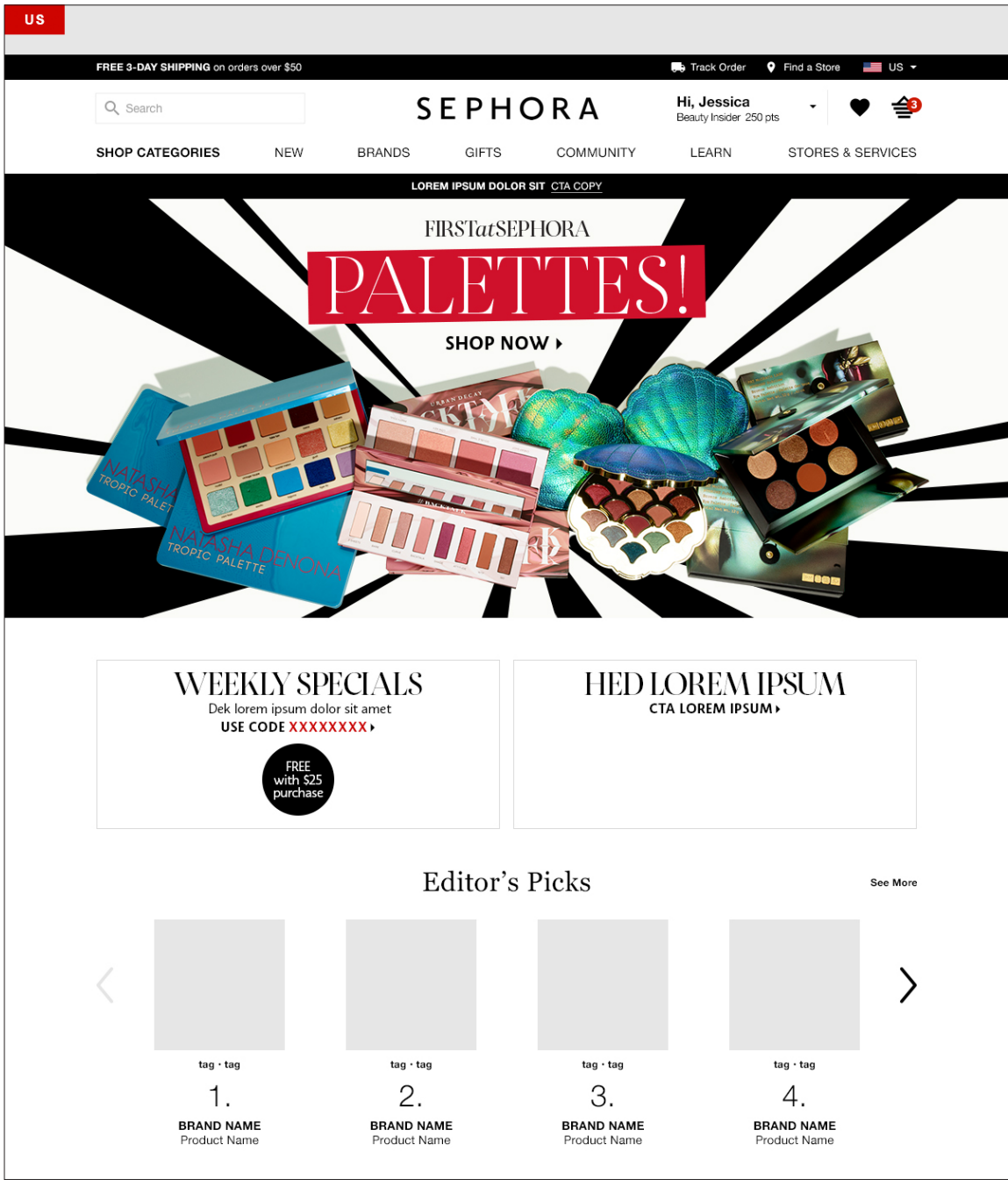
**NEW. EXCLUSIVE.**

VIOLET VOSS  
Like a Boss, \$45

**SHOP NOW ▶**



WAVE 2: LAUNCH  
HOME PAGE





WAVE 2: LAUNCH  
EVENT POSTER

