

ARDELL® PROFESSIONAL

NEW DISPLAY BRIEFING

Ardell Professional Floor Stand - 347 Units

SHIPPING DATES: 03.01.2015

NEW PRODUCT DESCRIPTION:

The Ardell Professional Floor Stand is a great way to attract and present a huge selection of false lashes and accessories to customers. This organized and easy to shop display holds a total of 347 units with 54 different SKU's! There is a full side of all individuals and another side of natural styles, specialty lash styles, multipacks, adhesives and lash and brow accessories. There is something for every new or frequent false lash user! This attractive display has engaging graphics and will promote customer purchases.

OBJECTIVES

- Generate excitement in the lash category.
- Attract new consumers.
- Increase sales by offering a huge selection of false lashes, adhesive and tools.

KEY SELLING POINTS

- Rotating lash stand allows customers to view a wide spectrum of false lashes while still conserving floor space.
- Effectively promote false eyelashes and increase sales.

PRICES & SPECIFICATIONS

PPK No.	Description	Case UPC	Salon Cost	Case Pack	Display Dimensions H x W x D
68188	Ardell Professional 347 Unit Floor Stand	00074764681881	\$1,341.71	1	67" H X 16.5" W x 16.5"D



Image - FPO

Assembly Required. Each prepack includes:

Sub Brand	Description			Units
	Plastic Peg Board - Black			1
	Revolving Base - Silver			1
	Header Graphic			1
	Side Panel Graphics			2
	4 Inch Black Hooks			100
	Display Set-Up Instruction Guide			1
	Reorder Stickers			1

PRODUCT:

Sub Brand	Description	Item #	UPC	Units
Natural	Natural 101	65001	0-7476465001-6	4
	Natural 102	65083	0-7476460210-7	4
	Natural 103	65084	0-7476460310-4	4
	Natural 105	65002	0-7476465002-3	4
	Natural 107	65087	0-7476460710-2	4
	Natural 108	65088	0-7476460810-9	4
	Natural 109	65003	0-7476465003-0	4
	Natural 110	65004	0-7476465004-7	4
	Natural 117	61710	0-7476465005-4	4
	Natural 120	65092	0-7476462010-1	4
	Natural Wispies	65012	0-7476465012-2	4
	Natural Demi Wispies	65012	0-7476465012-2	4
	Natural Babies	65031	0-7476465031-3	4
	Natural Lacies	65022	0-7476465022-1	4
	Natural Beauties	65020	0-7476465020-7	4
	Natural Demi Pixies	65014	0-7476465014-6	4
	Natural Demi Luvies	65016	0-7476465016-0	4
Natural Scanties	65017	0-7476465017-7	4	
Accent Lashes	Accent 301	61301	0-7476461301-1	4
	Accent 305	61305	0-7476461305-9	4
	Accent 311	61311	0-7476461311-0	4
Chocolate	Chocolate 886	61886	0-7476461886-3	4
	Chocolate 887	61887	0-7476461887-0	4
	Chocolate 888	61888	0-7476461888-7	4

PRODUCT CONTINUED:

Sub Brand	Description	Item #	UPC	Units
Color Impact	Demi Wispies Blue	61475	0-7476461475-9	4
	Demi Wispies Plum	61477	0-7476461477-3	4
	Demi Wispies Wine	61473	0-7476461473-5	4
Runway	Claudia	65028	0-7476465028-3	4
	Tyra	65008	0-7476465008-5	4
	Gisele	65007	0-7476465007-8	4
Individuals	Knot-Free Natural Short Black	65050	0-7476465050-4	24
	Knot-Free Natural Medium Black	65052	0-7476465052-8	24
	Knot-Free Natural Long Black	65054	0-7476465054-2	24
	Double Individual Short Black	61484	0-7476461484-1	24
	Double Individual Medium Black	61485	0-7476461485-8	24
	Double Individual Long Black	61496	0-7476461496-4	12
	Individual Flare Short Black	65095	0-7476430110-9	4
	Individual Flare Medium Black	65097	0-7476430210-6	4
	Individual Flare Long Black	65099	0-7476430310-3	4
Multipacks	Multipack Demi Wispies	61494	0-7476461494-0	8
	Multipack 110 Black	61406	0-7476461407-0	8
	Multipack 101 Black	61407	0-7476461406-3	4
	Multipack Babies Black	61486	0-7476461486-5	4
Accessories	Dual Lash Applicator	62059	0-7476462059-0	3
	Heated Eyelash Curler	68056	0-7476468056-3	3
	Lash Magic	68059	0-7476468059-4	3
	Brow Magic	61489	0-7476461489-6	4
	Brow Perfection Stencils	68065	0-7476468065-5	4
Adhesives	LashGrip Clear	65056	0-7476465056-6	8
	LashGrip Dark	65057	0-7476465057-3	12
	Brush on Adhesive	52360	0-7476465058-0	4
	LashTite Clear	65058	0-7476465058-0	8
	LashTite Dark	65059	0-7476465059-7	12
	LashFree Adhesive Remover	65060	0-7476465060-3	4