

Art Department



bloomingdale's

°Sun
days°
Fun
°days

BEAUTY
BENEFITS

ONLINE
APRIL 24-MAY 6
& **IN STORE**
APRIL 25-MAY 6


Loyallists
TRIPLE POINTS
in Beauty
APRIL 25-30
online preview
April 24!*

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NEW!



SUPER STRETCH™
YOUR COCONUT CURL ELONGATING STYLER

100%
SULFATE
PARABEN
SILICONE
FREE

COCONUT OIL Moisturizes and elongates curls without compromising definition.

CASTOR OIL Restores nourishment while sealing in shine.

SHEA BUTTER Conditions hair for long-lasting softness.

ALOE Hydrates and soothes hair and scalp for light-weight, bouncy curls.

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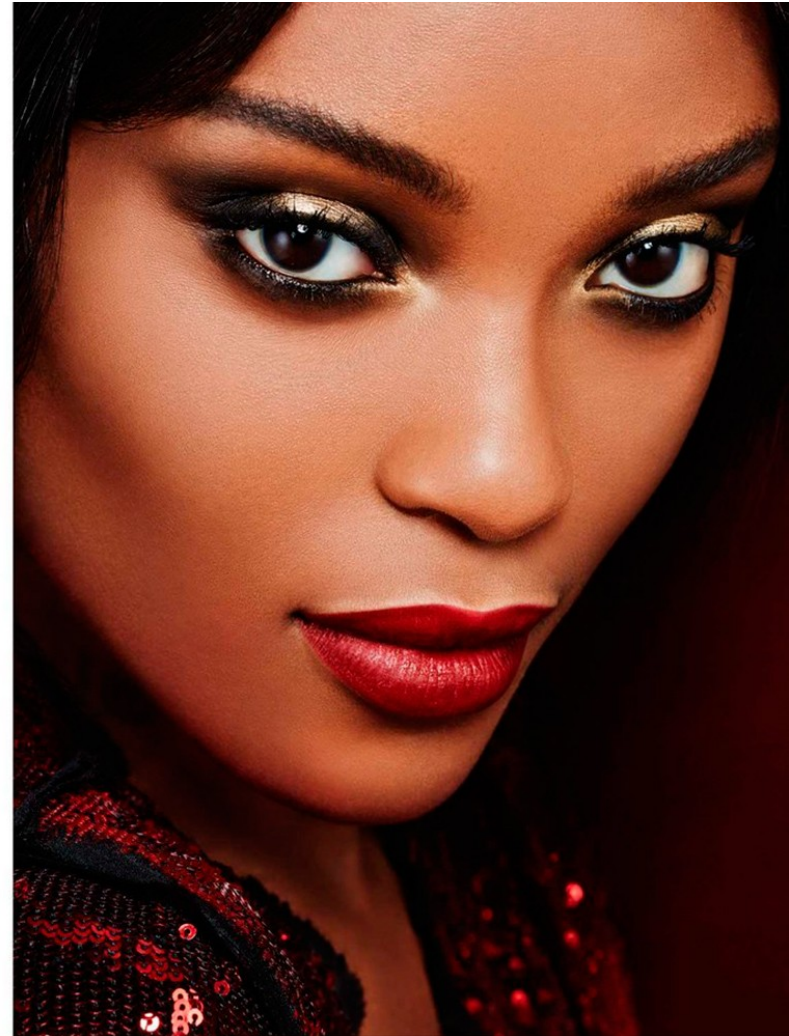


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MAYBELLINE
NEW YORK
CITY



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A promotional advertisement for Bloomingdale's Beauty Team. The image features three models with dramatic makeup: a woman with red hair and pink eye makeup, a woman with dark hair and dark lipstick, and a woman with short blonde hair and red lipstick. The Bloomingdale's logo is at the top. The text 'TEAM BEAUTY' is written in large yellow letters across the bottom. Promotional text on the right side includes dates, online shopping information, and loyalty benefits.

bloomingdale's

APRIL 19-30
Shop online starting April 18!

**BEAUTY
BENEFITS**

Free gifts, amazing makeovers
and nonstop beauty events.

Loyallists get **TRIPLE POINTS**
in Beauty April 18-24 online
& April 19-24 in store.*

**TEAM
BEAUTY**

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**ACT
NATURAL**

* Spring's fresh-from-the-runway looks offer infinite ways to up your wardrobe's cool factor. Here's how to wear them for a season of non-stop chicness.

SEE BY CHLOÉ
Tan leather and suede shoulder bag, also in red velvet, black leather and blush leather, \$145. Designer Handbags. Beige lace-up sandal with raffia platform, \$295. Y.E.S. Shoes. Both, Select stores.

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OWN
Wash
DAY

100%
SULFATE
PARABEN
SILICONE
FREE

NEW!

DevaCurl
WASH DAY WONDER™
Pre-cleanse Slip Detangler
Detangler de pré-nettoyage à glissement
Desenredante de pré-lavagem com deslizamento

100%
SULFATE
PARABEN
SILICONE
FREE

12 fl. oz. 355 ml

WASH DAY WONDER™
YOUR ULTIMATE PRE-CLEANSE *Slip* DETANGLER

- ❖ MELT AWAY TANGLES WITH EASE
- ❖ **PRACAXI OIL** PROVIDES SLIP
- ❖ **SAFFRON FLOWER** ADDS SHINE

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