

OUTSIDE

INSIDE

TOP & BOTTOM BLACK BACKGROUNDS: FIRST INK LAY DOWN IS OFFSET PANTONE 9261 U WITHOUT PEARL. **SECOND INK LAYDOWN:** OVERPRINT/OFFSET PANTONE BLACK 6C OVER PANTONE 9261 U. THEN, SURPRINT & TRAP MATTE SOFT TOUCH VARNISH TO BLACK BACKGROUND.

ALL LOGOS & COPY: HOT STAMP ITW 220 GOLD FOIL.

EAN PANEL: K.O. TO WHITE SUBSTRATE. THEN SILKSCREEN BARCODE PANTONE BLACK 6 C

TULLE PATTERN IN BLACK TOP & BOTTOM PANELS: PATTERN K.O. FROM BLACK TO SEE FLOODCOAT OF PANTONE 9261 U BELOW.

TOP 3 DARKEST TULLE PATTERN ART: SILKSCREEN PANTONE 7605 U. **MEDIUM TULLE (4 PATTERN FILES):** OFFSET PANTONE 9261 U.

PINK BACKGROUND MIDDLE COLOR: FIRST INK LAY DOWN IS OFFSET PANTONE 9260 U. THEN OVERPRINT PEARL VARNISH OVER THIS AND TULLE PATTERNS THAT ARE WITHIN.

LOGO PANEL (NO PEARL VARNISH) **OUTER RULE:** HOT STAMP ITW 220 GOLD FOIL. THEN BLIND DEBOSS (TURN ON LAYER TO SEE). **BLACK PANEL:** PANTONE BLACK 6 C. THEN SURPRINT & TRAP MATTE SOFT TOUCH VARNISH TO BLACK BACKGROUND. THEN BLACK PANEL BLIND EMBOSES UP (TURN LAYER ON TO SEE). THEN BLIND DEBOSS FAUX WOVEN LABEL PANEL (NOT SUPPLIED). **VS LOGO WITHIN:** HOT STAMP ITW 220 GOLD FOIL.

"FOREVER SEXY" AND PID: SILKSCREEN PANTONE BLACK 6 C

BACKGROUND: PANTONE BLACK 6C WITH MATTE SOFT TOUCH VARNISH.

ALL LOGOS & COPY: HOT STAMP ITW 220 GOLD FOIL.



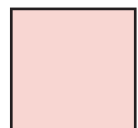



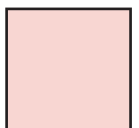
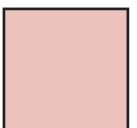




INSIDE CARD SPINE: OFFSET PANTONE 9260 U. THEN OVERPRINT PEARL VARNISH.

TRIANGLES IN CORSET AND PINK EDGES INTO DIECUT FOR BLEED: OFFSET PANTONE 9260 U. THEN OVERPRINT PEARL VARNISH.

CUSTOM DIECUT CORSET STRAPS: PANTONE BLACK 6C. THEN EMBOSS. THEN SPOT GLOSS VARNISH. (TURN ON SEPARATE LAYERS FOR EACH TO SEE).

FOREVER SEXY - 2015 - TRADITIONAL VOC CARD

VICTORIA'S SECRET BEAUTY	
SUB BRAND/SEASON Forever Sexy - 2015	
FILE NAME 30377213_ForeverSexy_TradVOC_Card.ai	
DESIGNER KK, DH	FRM 400000009254
PRODUCTION CM, DK 4/15/15	DATE RELEASED 4/22/15
CREATIVE	DATE
COPY	DATE
NOTE VISUAL REFERENCE ONLY PLEASE FOLLOW SPEC MARKS FOR PRINTING	
1740 BROADWAY, 11 TH FLOOR, NEW YORK, NY 10019	

											
INDICATES DIE - DOES NOT PRINT	OFFSET PANTONE PASTEL PANTONE 9260U - FOR PINK BACKGROUND FOR FRONT COVER	OFFSET PANTONE PASTEL PANTONE 9261U - FOR PINK BEHIND BLACK MATTE SOFT TOUCH BACKGROUND	OVERALL PEARL VARNISH	OFFSET PANTONE BLACK 6C TO OVERPRINT PANTONE 9261U	MATTE SOFT TOUCH VARNISH	SILKSCREEN PASTEL PANTONE 9261U FOR 4 MEDIUM TULLES	SILKSCREEN PASTEL PANTONE 7605U FOR TOP 3 DARKEST TULLE	HOTSTAMP ITW 220 GOLD FOIL	BLIND DEBOSS	EMBOSS	SPOT GLOSS VARNISH

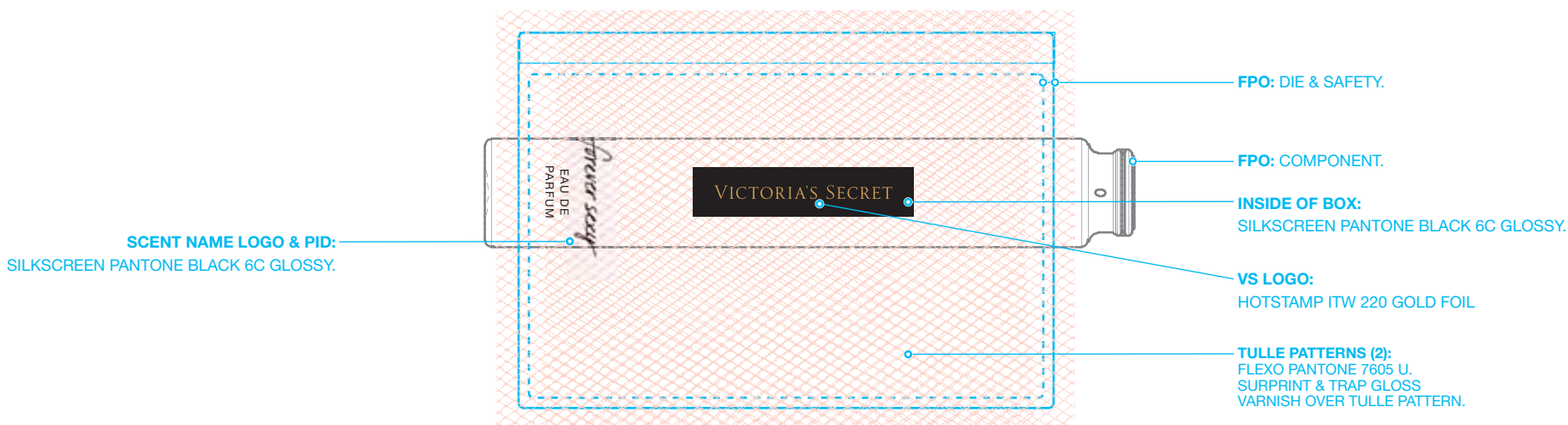


STANDWILL PACKAGING, INC.

220 SHERWOOD AVENUE, FARMINGDALE NEW YORK 11735 + (631) 752-1236 FAX (631)752-1236 EMAIL PRINT@STANDWILL.COM





DATE: 2.7.14	SIZE: 2.2812" X 3.25" WRAP
CUSTOMER:	STOCK:
ITEM DESCRIPTION: DIE LINE	COLORS:
CODE NUMBER:	FINISH:

DIELINE _____ SAFETY - - - - -



FOREVER SEXY 2015 7mL/.23oz ADORNED ROLLERBALL PRIMARY LABEL LABEL SUBSTRATE IS CLEAR.

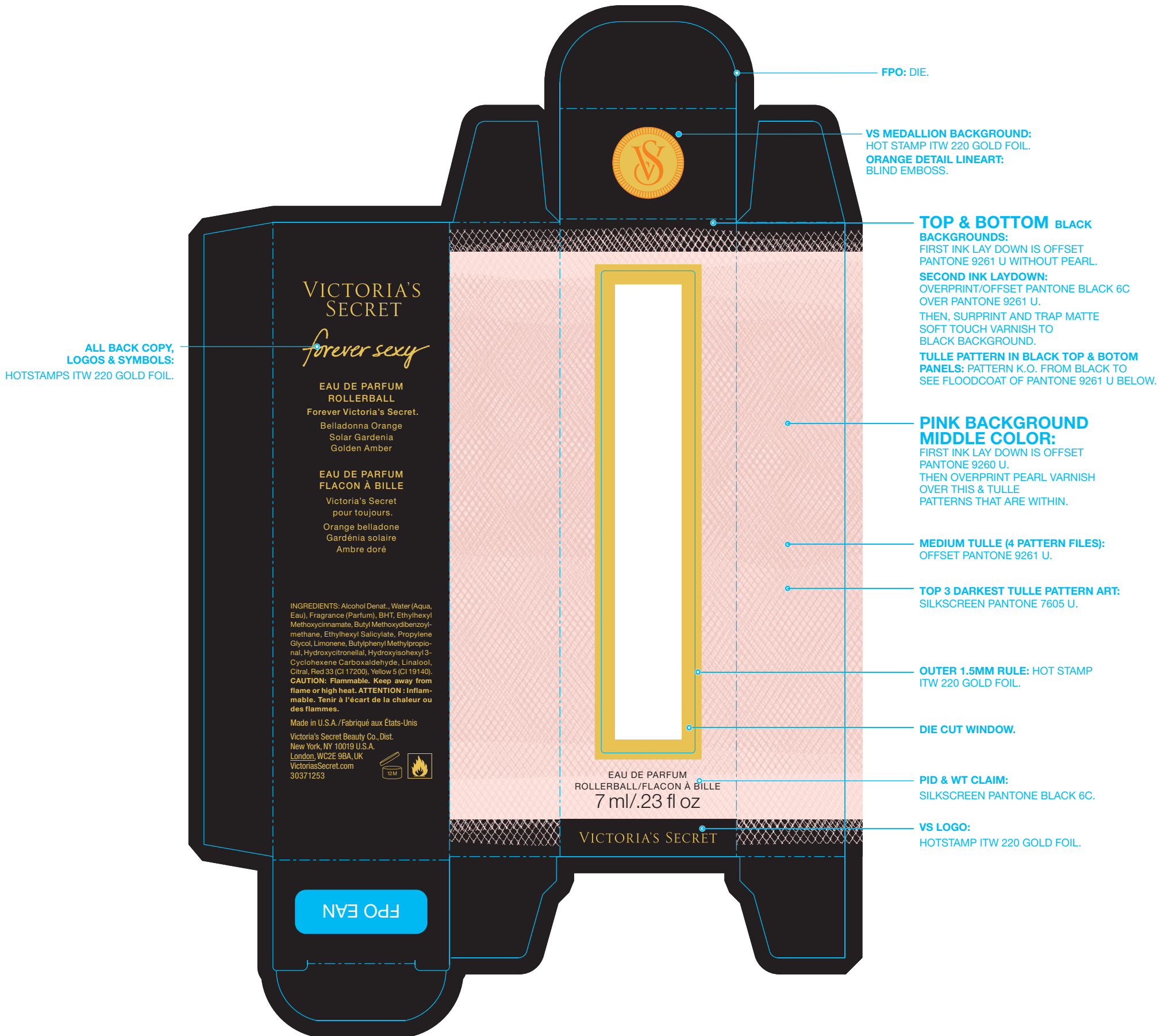
VICTORIA'S SECRET BEAUTY	
SUB BRAND/SEASON 2015 - ADORNED ROLLERBALL	
FILE NAME 30370879_ForeverSexy_RollerballPRI_Label_7mL.ai	
DESIGNER KK, DK, DH, SM	LBL-FRM0019514\001
PRODUCTION DK, CM 02/17/15	DATE RELEASED 02/23/15
CREATIVE	DATE
COPY	DATE
NOTE VISUAL REFERENCE ONLY PLEASE FOLLOW SPEC MARKS FOR PRINTING	
1740 BROADWAY, 11 TH FLOOR, NEW YORK, NY 10019	

				
INDICATES DIE & SAFETY	INDICATES FPO COMPONENT	FLEXO PANTONE PASTEL 7605U FOR TULLE PATTERNS (2)	HOTSTAMP ITW 220 GOLD FOIL	SILKSCREEN PANTONE BLACK 6C GLOSSY
- DOES NOT PRINT	- DOES NOT PRINT			

WEIGHT CLAIM AND ABBREVIATED: WARNING, SYMBOLS & DISTRO WILL APPEAR ON ITS BOTTOM LABEL.


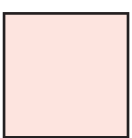
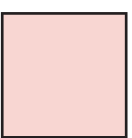








ILN AND FULL WARNING WILL APPEAR ON THE CARTON OR GIFT SET.

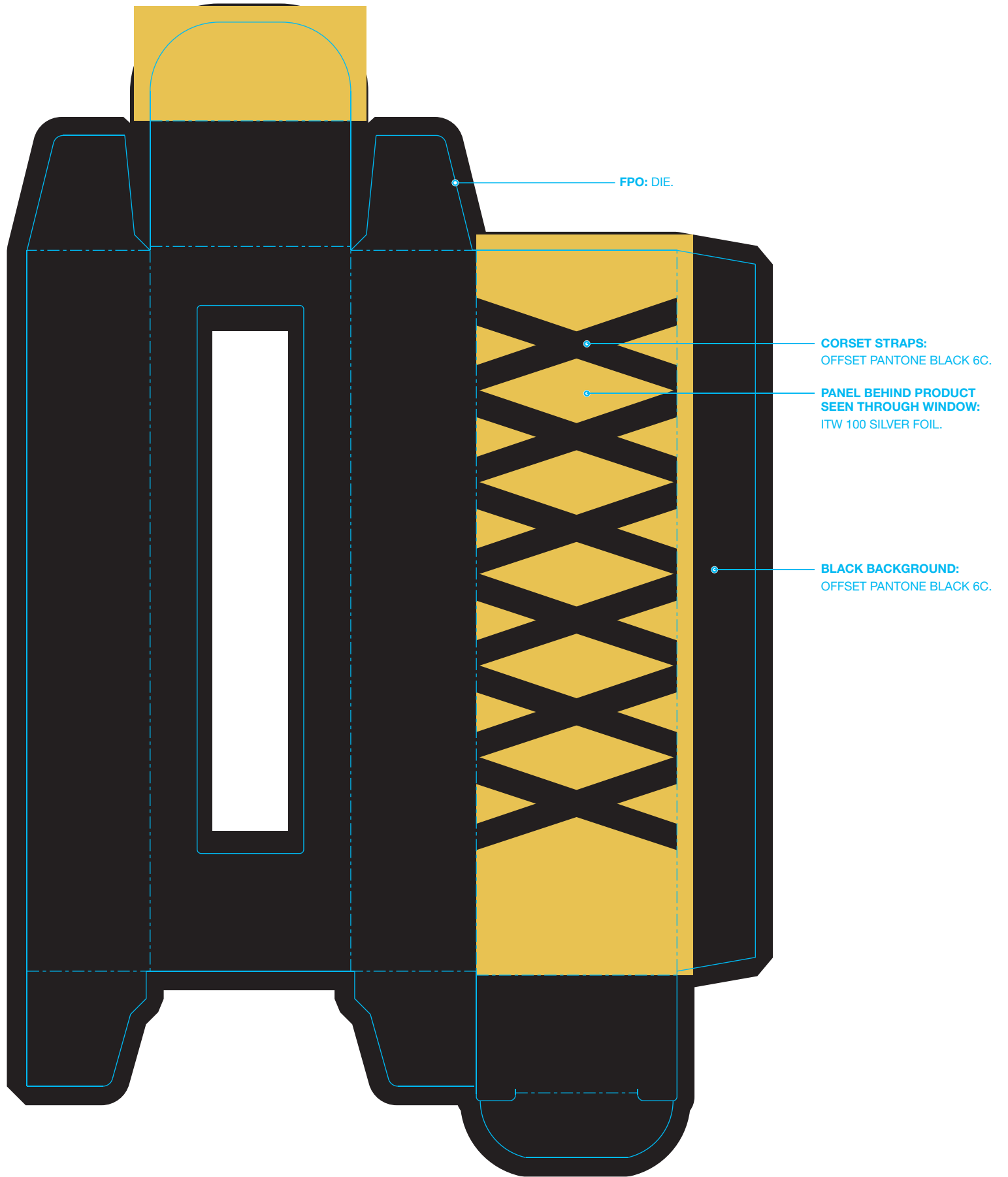




**SAME STOCK AS OTHER ROLLERBALLS
INSIDE OF CARTON: SEE PAGE 2.**

VICTORIA'S SECRET BEAUTY	
SUBBRAND/SEASON FOREVER SEXY - 2015	
FILE NAME 30371253_ForeverSexy_EDRollerball_Carton_7mL.ai	
DESIGNER KK, DH	FRM-40000009254
PRODUCTION CM,DK 3/31/15	DATE RELEASED 03/31/15
COPY	DATE
NOTE VISUAL REFERENCE ONLY PLEASE FOLLOW SPEC MARKS FOR PRINTING	
1740 BROADWAY, 11 TH FLOOR, NEW YORK, NY 10019	

									
INDICATES DIE - DOES NOT PRINT	OFFSET PANTONE PASTEL PANTONE 9260U - FOR PINK BACKGROUND OF CARTON	OFFSET PANTONE PASTEL PANTONE 9261U - FOR PINK BEHIND BLACK MATTE SOFT TOUCH BACKGROUND	SPOT PEARL VARNISH SURPRINTS OVER PINK TULLES	OFFSET PANTONE BLACK 6C TO OVERPRINT PANTONE 9261U	MATTE SOFT TOUCH VARNISH	PANTONE PASTEL 9261U FOR 4 MEDIUM TULLES	SILKSCREEN PANTONE PASTEL 7605U FOR TOP 3 DARKEST TULLE	SILKSCREEN PANTONE BLACK 6C	HOTSTAMP ITW 220 GOLD FOIL  BLIND EMBOSS



**INSIDE OF CARTON
SAME STOCK AS OTHER ROLLERBALLS**

VICTORIA'S SECRET BEAUTY	
SUBBRAND/SEASON FOREVER SEXY - 2015	
FILE NAME 30371253_ForeverSexy_EDProllerball_Carton_7mL.ai	
DESIGNER KK, DH	FRM-400000009254
PRODUCTION CM,DK 2/24/15	DATE RELEASED XX/XX/15
COPY	DATE
NOTE VISUAL REFERENCE ONLY PLEASE FOLLOW SPEC MARKS FOR PRINTING	
1740 BROADWAY, 11 TH FLOOR, NEW YORK, NY 10019	



INDICATES
DIE
-
DOES
NOT PRINT



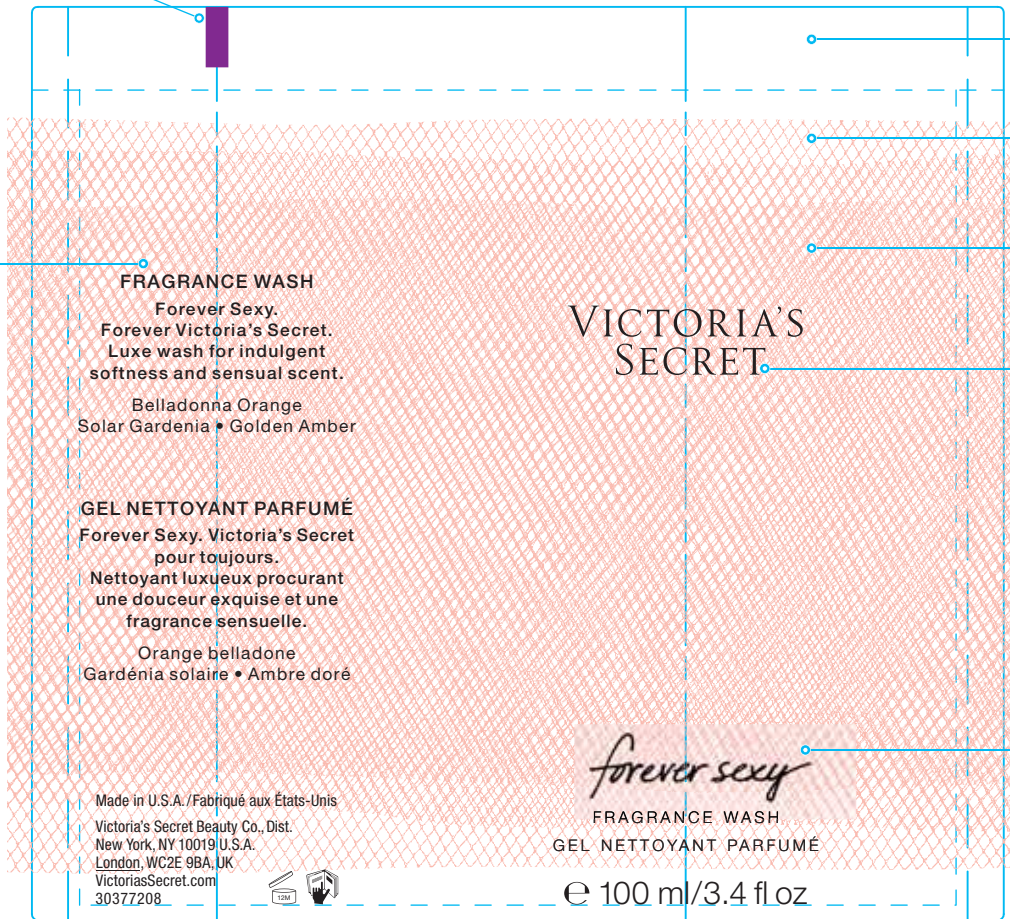
HOTSTAMP
ITW 220
GOLD FOIL



OFFSET
PANTONE
BLACK 6C

EYE MARK: INVISIBLE

ALL BACK PANEL LOGOS, COPY AND ICONS: SILKSCREEN PANTONE BLACK 6C



OVERALL MATTE VARNISH: FIRST INK LAYDOWN

LIGHT TULLE (1): FLEXPASTEL PANTONE 9261U WITH PEARL VARNISH

DARK TULLES (2): FLEXPASTEL PANTONE 7605U WITH PEARL VARNISH

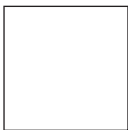
VS LOGO: SILKSCREEN PANTONE BLACK 6C

SCENT NAME, PID AND WT CLAIM: SILKSCREEN PANTONE BLACK 6C

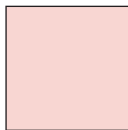
SHOULDER: - - - - -
4.8MM FROM BOTTOM TRIM



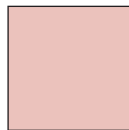
INDICATES DIE LINE - DOES NOT PRINT



OVERALL MATTE VARNISH AS 1ST INK LAYDOWN



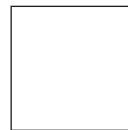
FLEXPASTEL PANTONE 9261U LIGHT TULLE (1)



FLEXPASTEL PANTONE 7605U DARK TULLES (2)



SILKSCREEN PANTONE BLACK 6C GLOSSY



PEARL GLOSS VARNISH TRAPS ON ALL TULLE ART



INVISIBLE EYE MARK

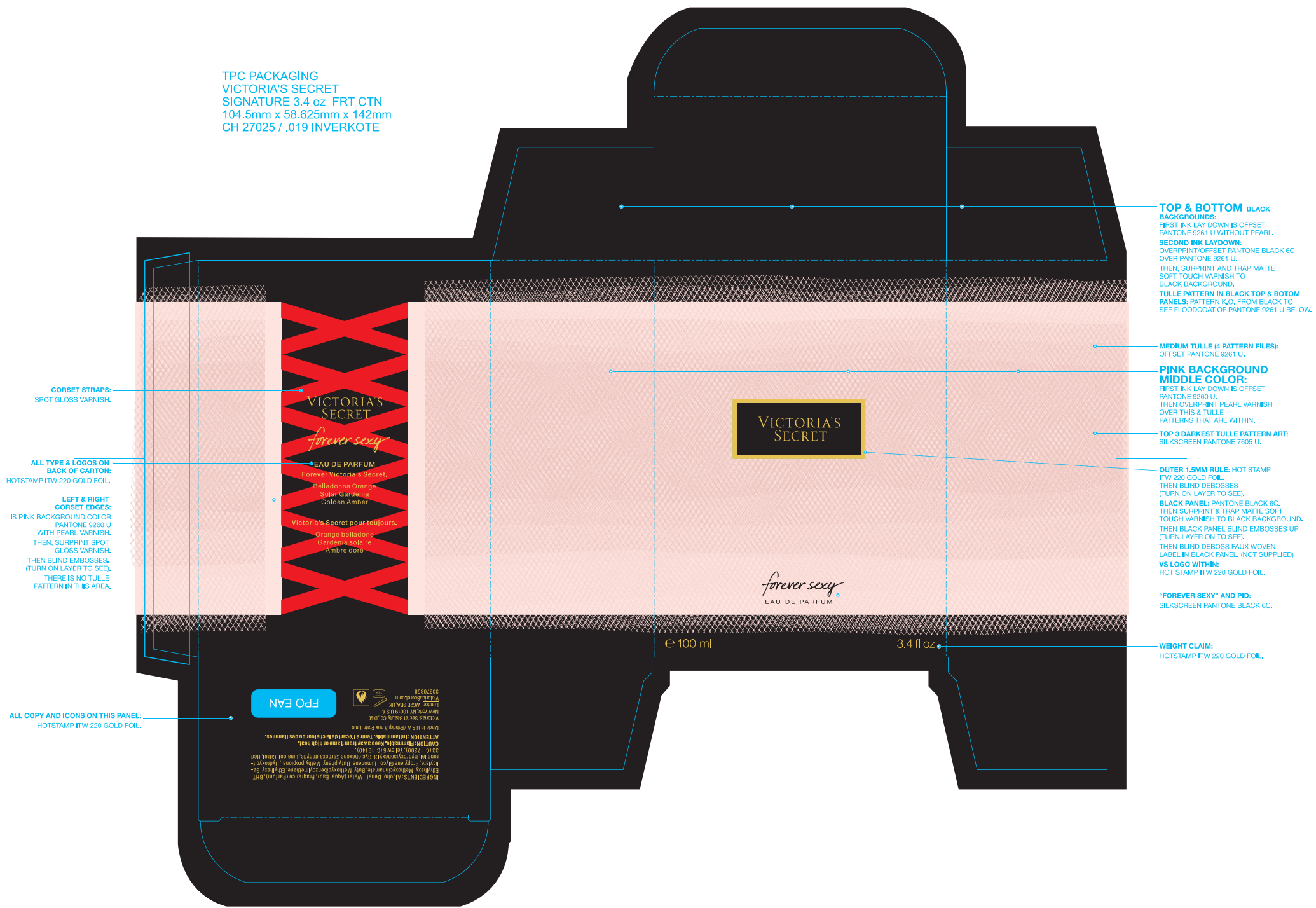
FINISHED LOOK



VICTORIA'S SECRET BEAUTY	
SUB BRAND/SEASON MY SECRET - FALL 2015	
FILE NAME 30377208_ForeverSexy_100mL_WASHpri_WIP.ai	
DESIGNER KK, DH	FRM 400000009259
PRODUCTION CM, DK 02/17/15	DATE RELEASED 02/23/15
CREATIVE	DATE
COPY	DATE
NOTE VISUAL REFERENCE ONLY PLEASE FOLLOW SPEC MARKS FOR PRINTING	
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MY SECRET- FALL 2015
100 ML/3.4 FL OZ WASH WIP PRIMARY
SUBSTRATE IS CLEAR
TUBE COLOR MATCHES PMS 9260U

TPC PACKAGING
 VICTORIA'S SECRET
 SIGNATURE 3.4 oz FRT CTN
 104.5mm x 58.625mm x 142mm
 CH 27025 / .019 INVERKOTE



TOP & BOTTOM BLACK BACKGROUNDS:
 FIRST INK LAY DOWN IS OFFSET PANTONE 9261 U WITHOUT PEARL.
 SECOND INK LAYDOWN:
 OVERPRINT/OFFSET PANTONE BLACK 6C OVER PANTONE 9261 U.
 THEN, SURPRINT AND TRAP MATTE SOFT TOUCH VARNISH TO BLACK BACKGROUND.
TULLE PATTERN IN BLACK TOP & BOTTOM PANELS: PATTERN K.O. FROM BLACK TO SEE FLOODCOAT OF PANTONE 9261 U BELOW.

MEDIUM TULLE (4 PATTERN FILES):
 OFFSET PANTONE 9261 U.

PINK BACKGROUND MIDDLE COLOR:
 FIRST INK LAY DOWN IS OFFSET PANTONE 9260 U.
 THEN OVERPRINT PEARL VARNISH OVER THIS & TULLE PATTERNS THAT ARE WITHIN.

TOP 3 DARKEST TULLE PATTERN ART:
 SILKSCREEN PANTONE 7605 U.

OUTER 1.5MM RULE: HOT STAMP ITW 220 GOLD FOIL.
 THEN BLIND DEBOSS (TURN ON LAYER TO SEE).

BLACK PANEL: PANTONE BLACK 6C. THEN SURPRINT & TRAP MATTE SOFT TOUCH VARNISH TO BLACK BACKGROUND. THEN BLACK PANEL BLIND EMBOSSES UP (TURN LAYER ON TO SEE). THEN BLIND DEBOSS FAUX WOVEN LABEL IN BLACK PANEL. (NOT SUPPLIED)
VS LOGO WITHIN: HOT STAMP ITW 220 GOLD FOIL.

"FOREVER SEXY" AND PID:
 SILKSCREEN PANTONE BLACK 6C.

WEIGHT CLAIM:
 HOTSTAMP ITW 220 GOLD FOIL.

CORSET STRAPS:
 SPOT GLOSS VARNISH.














ALL TYPE & LOGOS ON BACK OF CARTON:
 HOTSTAMP ITW 220 GOLD FOIL.

LEFT & RIGHT CORSET EDGES:
 IS PINK BACKGROUND COLOR PANTONE 9260 U WITH PEARL VARNISH. THEN, SURPRINT SPOT GLOSS VARNISH. THEN BLIND EMBOSSES. (TURN ON LAYER TO SEE). THERE IS NO TULLE PATTERN IN THIS AREA.

ALL COPY AND ICONS ON THIS PANEL:
 HOTSTAMP ITW 220 GOLD FOIL.

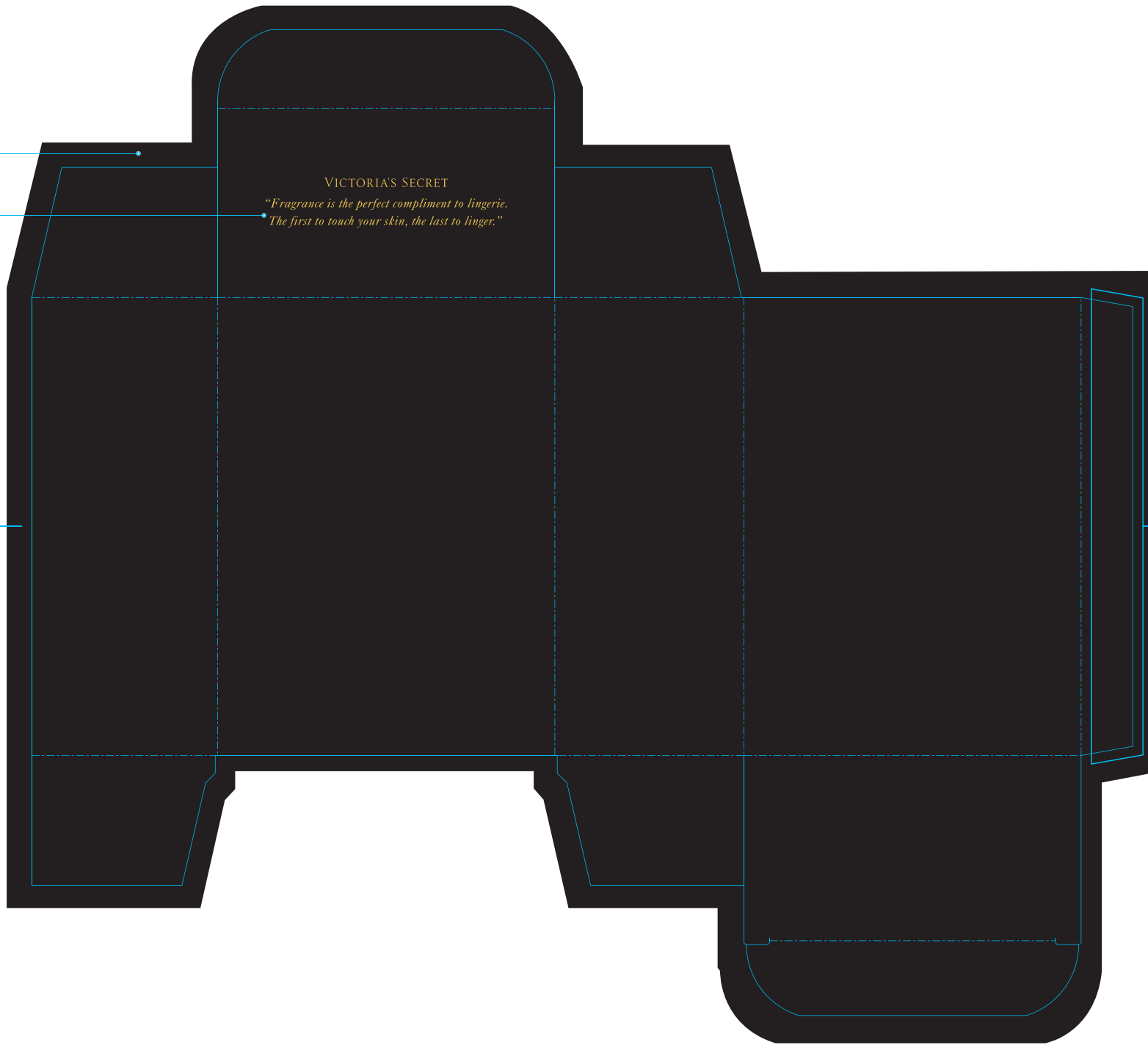
FOREVER SEXY - 2015
 100mL EDP CARTON - INSIDE OF CARTON & LINER IS PANTONE BLACK 6C. SEE NEXT PAGE.

VICTORIA'S SECRET BEAUTY	
SUB BRAND/SEASON	Forever Sexy - 2015
FILE NAME	30370858_ForeverSexy_100mL_EDP_Carton.ai
DESIGNER	KK_DH FRM 40000009254
PRODUCTION	CM_DK 3/27/15 DATE RELEASED 03/31/15
CREATIVE	DATE
COPY	DATE
NOTE	VISUAL REFERENCE ONLY PLEASE FOLLOW SPEC MARKS FOR PRINTING
1740 BROADWAY, 11TH FLOOR, NEW YORK, NY 10019	

												
INDICATES DIE - DOES NOT PRINT	OFFSET PANTONE PASTEL PANTONE 9260U FOR PINK BACKGROUND OF CARTON	OFFSET PANTONE PASTEL PANTONE 9261U FOR PINK BEHIND BLACK MATTE SOFT TOUCH BACKGROUND	OVERALL PEARL VARNISH	OFFSET PANTONE BLACK 6C TO OVERPRINT PANTONE 9261U	MATTE SOFT TOUCH VARNISH	PANTONE PASTEL PANTONE 9261U FOR 4 MEDIUM TULLES	SILKSCREEN PASTEL PANTONE 7605U FOR TOP 3 DARKEST TULLE	SILKSCREEN PANTONE BLACK 6C	SPOT GLOSS VARNISH	HOTSTAMP ITW 220 GOLD FOIL	BLIND DEBOSS	EMBOSS





BACKGROUND:
 OFFSET PANTONE
 BLACK 6 C.
 THEN, SURPRINT AND TRAP MATTE
 SOFT TOUCH VARNISH
 TO BLACK BACKGROUND.

VS LOGO AND QUOTE:
 HOT STAMP ITW 220 GOLD FOIL.



FOREVER SEXY - 2015
 100mL EDP CARTON - INSIDE OF CARTON & LINER IS PANTONE BLACK 6C. SEE NEXT PAGE.

VICTORIA'S SECRET BEAUTY	
SUB BRAND/SEASON	Forever Sexy - 2015
FILE NAME	30370858_ForeverSexy_100mL_EDP_Carton.ai
DESIGNER	KK, DH
FRM	400000009254
PRODUCTION CM, DK 03/27/15	DATE RELEASED 03/31/15
CREATIVE	DATE
COPY	DATE
NOTE: VISUAL REFERENCE ONLY PLEASE FOLLOW SPEC MARKS FOR PRINTING	
1749 BROADWAY, 11 TH FLOOR, NEW YORK, NY 10019	

			
INDICATES DIE - DOES NOT PRINT	OFFSET PANTONE BLACK 6C	HOTSTAMP ITW 220 GOLD FOIL	MATTE SOFT TOUCH VARNISH