

# THE #1 SELLING NECK CREAM\* NOW LIGHT AS A FEATHER



**NEW**

lightweight  
texture

visibly tighten,  
lift & smooth lines

**95%**

reported neck and  
décolletage appear  
less crepey\*

**92%**

reported neck and  
jawline appear more  
youthful\*

**92%**

reported skin  
appearance of fine  
lines improved\*



**StriVectin®**

\*Based on consumer evaluation at 4 weeks,  
when used as directed

WEB ID 2307853  
Available at [ulta.com](http://ulta.com)

# EXCLUSIVELY AT ULTA

## BEST SELLERS FOR AGELESS SKIN

See more youthful skin with this ultimate collection of StriVectin best sellers.



WEB ID 2301037  
Available at [ulta.com](http://ulta.com)

### SKIN REVITALIZING FAVORITES

Yours for \$89 (\$129 value)

SD Advanced™ Intensive Concentrate for Wrinkles & Stretch Marks (30 ml / 1 fl oz)

Intensive Eye Concentrate for Wrinkles (7 ml / 0.25 fl oz)

Advanced Retinol Intensive Night Moisturizer (7 ml / 0.25 fl oz)

TL Advanced™ Tightening Neck Cream (30 ml / 1 fl oz)

**ULTA**  
BEAUTY

**StriVectin**®

PROJECT NAME:  
STV\_INTL\_MOTHER'S 2015  
BELLYBAND

AGELESS ESSENTIALS  
LES ESSENTIELS DE JEUNESSE

SD ADVANCED™ CONCENTRATE FOR  
WINKLES & STRETCH MARKS  
CONCENTRÉ INTENSIF  
ANTI-RIDES & ANTI-VERGETURES

YOUR 2 GIFTS  
VOS 2 CADEAUX

StriVectin  
INSTANT RETEXTURING  
SÉRUM  
GOMMAGE RETEXTURISANT  
INSTANTANÉ

StriVectin  
PUISSANT  
TRAITEMENT  
ANTI-RIDES

UPC CODE  
810907202307

StriVectin Operating Company, Inc.  
New York, NY  
strivectin.com

FCG Customer Service GmbH  
Heimerstrasse 35  
80335 München Germany  
Questions / Comments?  
Don't hesitate to comment!  
Consumer inquiries 877-72-7770 / customercare@strivectin.com  
Power web inquiries & non-service center comments 877-727-7770 /  
customercare@strivectin.com  
Baby in the China / Produits fabriqués en Chine / A distribuer in the USA  
SAC fabriqué en Chine / Produits fabriqués aux États-Unis /  
Assembled in the USA  
Covered by US Patent  
6337062, 6502020, 6468997  
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Tous droits réservés

- DESIGN DETAILS:
- PAPER BOARD: SBS Bright White 18pt
  - Varnish: match latest SD advanced folding carton finish
  - Please provide us physical printed proof and pre-production samples.
  - NIA logo needs to be Silver foil hot stamping

<p>StriVectin NIA 114™ TECHNOLOGY</p>	PROJECT:	022032101_INTL_MOTHER'S DAY_BELLYBAND
	DATE:	10/3/14
	RELEASED TO VENDOR:	ARKAY
	VENDOR E-MAIL:	amanda.dipolito@arkay.com
	PRODUCTION ROUNDS:	
	RELEASED BY:	Camille Motta
	INSTRUCTIONS:	Please see enclosed art with call-outs for printing/decou instructions and color. Please print from the editable type mechanicals. The outlined files and PDFs are for reference.
	NOTES:	
	CONTACTS:	Hui Kim at: 347-724-1159
	SWATCHES:	

VARNISH:  
Overall Satin Aqueous varnish



VARNISH:  
Overall Satin Aqueous varnish

MATCH  
CUSTOM PINK  
FROM SD ADVANCED  
FOLDING CARTON

CROWN 100  
Silver foil hot stamping

133.35mm  
5 1/4"

NIA114™  
TECHNOLOGY

PROVEN.  
PATENTED.  
POWERFUL.

3-Piece Ageless Collection



StriVectin®



### SD ADVANCED™ INTENSIVE CONCENTRATE FOR WRINKLES

WITH COLLAGEX-CE COMPLEX™

30 ml / 1 fl oz

Paraben-Free, Non-Comedogenic

#### Directions:

For wrinkles: Apply all-over to cleansed face, avoiding eye area, in the AM and PM, gently massaging into wrinkle-prone areas.

**Ingredients:** Aqua (Water, Eau), Myristyl Nicotinate, Butyrospermum Parkii (Shea) Butter, Butylene Glycol, Glycerin, Cyclopentasiloxane, Isocetyl Stearate, Isodecyl Neopentanoate, Glyceryl Stearate, Hydrogenated Vegetable Oil, PEG-150 Stearate, Dimethicone, Cetearyl Alcohol, Arachidyl Alcohol, Behenyl Alcohol, Polyacrylamide, Phaseolus Lunatus (Green Bean) Seed Extract, Lepidium Sativum Sprout Extract, Palmitoyl Hexapeptide-12, Palmitoyl Tetrapeptide-7, Tetrapeptide-21, Ceramide 2, Panthenol, Malus Domestica Fruit Cell Culture Extract, Resveratrol, Hydrolyzed Hyaluronic Acid, Sodium Hyaluronate, Rutin, Lecithin, Trehalose, Triacetin, Caprylyl Glycol, Urea, Sodium PCA, Ethylhexylglycerin, Polyquaternium-67, Polyquaternium-51, Arachidyl Glucoside, Hydroxyethyl Behenamidopropyl Dimonium Chloride, C13-14 Isoparaffin, Stearyl Alcohol, Ceteth-10 Phosphate, Dicetyl Phosphate, Xanthan Gum, Laureth-7, Synthetic Wax, Menthol, Cetyl Alcohol, C20-40 Pareth-10, Cetyl Hydroxyethylcellulose, BHT, Stearic Acid, Lactic Acid, Parfum (Fragrance), Benzoic Acid, Sorbic Acid, Citric Acid, Potassium Sorbate, Dipotassium Phosphate, Aminomethyl Propanol, Tetrasodium EDTA, Phenoxyethanol, Benzyl Alcohol, Chlorphenesin, Mica, CI 77491 (Iron Oxide), CI 77891 (Titanium Dioxide), Linalool



### ADVANCED RETINOL EYE TREATMENT

15 ml / 0.5 fl oz

Paraben-Free, Non-Comedogenic

#### Directions:

Dab AM and PM around eye area with fingertip. If product gets into eyes, flush well with water. Use sunscreen daily to prevent increased sun sensitivity.

**Ingredients:** Aqua (Water, Eau), Dimethicone, Glycerin, Myristyl Nicotinate, Isononyl Isononanoate, Cetearyl Alcohol, Cetyl Ricinoleate, Isostearyl Neopentanoate, Butyrospermum Parkii (Shea) Butter, Polysorbate 20, Butylene Glycol, Polymethylsilsesquioxane, Sucrose Polysoyate, C12-15 Alkyl Benzoate, Trimethylsiloxysilicate, Dimethicone Crosspolymer, PPG-2 Isoceteth-20 Acetate, Retinol, Sodium Hyaluronate, Ceramide 2, Palmitoyl Tetrapeptide-7, Palmitoyl Hexapeptide-12, Dipeptide-2, Tocopherol, Avena Sativa (Oat) Kernel Extract, Passiflora Incarnata Flower Extract, Lecithin, Glycine Soja (Soybean) Sterols, Tocopheryl Acetate, PEG-10 Rapeseed Sterol, Tribehenin, Cetearyl Glucoside, Behenyl Alcohol, Glyceryl Stearate, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Polymethyl Methacrylate, Steareth-20, Hesperidin Methyl Chalcone, Ethylhexylglycerin, Xanthan Gum, Chlorhexidine Digluconate, Polyglycerin-3, Parfum (Fragrance), Mica, CI 77891 (Titanium Dioxide), Lactic Acid, Sodium Citrate, Citric Acid, Sodium Hydroxide, Potassium Sorbate, Disodium EDTA, Phenoxyethanol, Benzoic Acid, Chlorphenesin, BHT, BHA



### TL ADVANCED™ TIGHTENING NECK CREAM

WITH GRAVITITE-CF COMPLEX™

7 ml / 0.25 fl oz

Paraben-Free, Non-Comedogenic

#### Directions:

Apply to clean skin on neck and jawline in the AM and PM. Gently massage into skin with an upward motion.

**Ingredients:** Aqua (Water, Eau), Myristyl Nicotinate, Butyrospermum Parkii (Shea) Butter, Butylene Glycol, Isononyl Isononanoate, Caprylic/Capric Triglyceride, Glycerin, C12-15 Alkyl Benzoate, Cetearyl Alcohol, Glyceryl Stearate, PEG-100 Stearate, Hydrogenated Ethylhexyl Oliviate, Dimethicone, Ethylene/Acrylic Acid Copolymer, Pentylene Glycol, Polyacrylamide, Steareth-2, Panthenol, Bisabolol, Pullulan, Acetyl Dipeptide-1 Cetyl Ester, Algae Extract, Hydrolyzed Hyaluronic Acid, Cyathea Cumingii Leaf Extract, Ceramide 2, Hydrogenated Olive Oil Unsaponifiables, Behenyl Alcohol, Caprylyl Glycol, Sodium Polystyrene Sulfonate, Tetrapeptide-21, Zingiber Officinale (Ginger) Root Extract, Sodium Levulinat, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, C13-14 Isoparaffin, Sorghum Bicolor Stalk Juice, Sorbitan Laurate, Xanthan Gum, Laureth-7, Hydroxyethylcellulose, Poloxamer 338, Silica, Cinnamic Acid, Glyceryl Caprylate, Levulinic Acid, Citric Acid, Parfum (Fragrance), Sodium Hydroxide, Benzyl Alcohol, Benzoic Acid, Sorbic Acid, Tetrasodium EDTA, BHT, Sodium Benzoate, Potassium Sorbate, Phenoxyethanol, Chlorphenesin, Limonene



Have any questions or concerns?  
800-610-5862



# StriVectin®

First Name

Address

Office/Cell Phone

Email

Beauty Advisor

Store Location

Last Name

Home Phone

Best time to call AM/PM

Contact Preference





NIA114<sup>™</sup>  
TECHNOLOGY

**StriVectin<sup>®</sup>**

SD ADVANCED<sup>™</sup>  
INTENSIVE CONCENTRATE FOR  
WRINKLES & STRETCH MARKS  
WITH COLLAGEX-CE WRINKLE REPAIR COMPLEX<sup>™</sup>

CONCENTRÉ INTENSIF  
ANTI-RIDES & ANTI-VERGETURES  
AVEC COLLAGEX-CE WRINKLE REPAIR COMPLEX<sup>™</sup>

e 135 ml / 4.5 fl oz

NIA114<sup>™</sup>  
TECHNOLOGY

**StriVectin<sup>®</sup>**

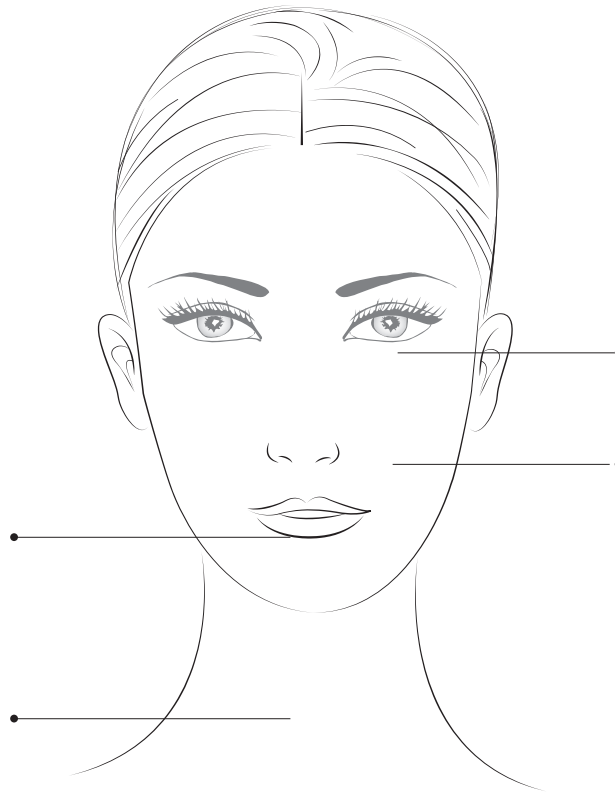
POTENT WRINKLE  
REDUCING TREATMENT  
PUISSANT TRAITEMENT  
ANTI-RIDES

NIA114<sup>™</sup>  
TECHNOLOGY

**StriVectin<sup>®</sup>**

EYE CONCENTRATE  
FOR WRINKLES  
SOIN CONCENTRÉ  
ANTI-RIDES POUR  
LES YEUX

# StriVectin® | YOUR PERSONALIZED SKINCARE CONSULTATION



Skin Type      Dry                      Normal                      Oily

---

Skin Concerns      First signs of aging      Wrinkles      Uneven skin tone      Sagging skin

---

Dark spots      Sensitivity      Hydration      Other

---

AM

---

PM

---

Other

---

Beauty Advisor

---

Store Location

---



A high-contrast, black and white close-up photograph of a woman's face, focusing on the skin texture. The image shows the side of her face, including her eye, nose, and lips. The lighting is dramatic, highlighting the fine details of her skin.

NIA114™  
TECHNOLOGY

THE  
SCIENCE  
OF  
AGELESS  
SKIN

**StriVectin®**

# StriVectin®

First Name

Address

Office/Cell Phone

Email

Beauty Advisor

Store Location

Last Name

Home Phone

Best time to call AM/PM

Contact Preference





NIA114  
TECHNOLOGY

StriVectin®

SD ADVANCED™  
INTENSIVE CONCENTRATE FOR  
WRINKLES & STRETCH MARKS  
WITH COLLAGEX-CE WRINKLE REPAIR COMPLEX™

CONCENTRÉ INTENSIF  
ANTI-RIDES & ANTI-VERGETURES  
AVEC COLLAGEX-CE WRINKLE REPAIR COMPLEX™

e 135 ml / 4.5 fl oz

NIA114  
TECHNOLOGY

StriVectin®

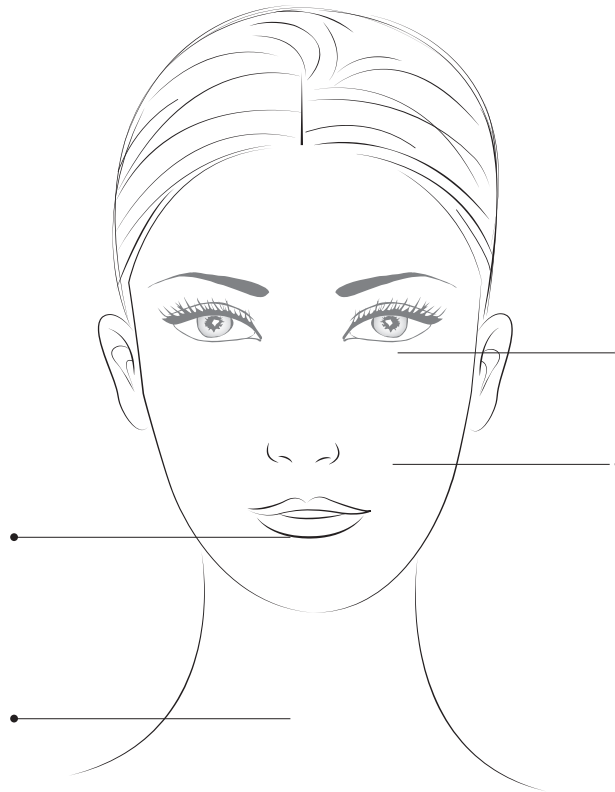
POTENT WRINKLE  
REDUCING TREATMENT  
PUISSANT TRAITEMENT  
ANTI-RIDES

NIA114  
TECHNOLOGY

StriVectin®

EYE CONCENTRATE  
FOR WRINKLES  
SOIN CONCENTRÉ  
ANTI-RIDES POUR  
LES YEUX

# StriVectin® | YOUR PERSONALIZED SKINCARE CONSULTATION



Skin Type      Dry                      Normal                      Oily

---

Skin Concerns      First signs of aging      Wrinkles      Uneven skin tone      Sagging skin

---

Dark spots      Sensitivity      Hydration      Other

---

AM

---

PM

---

Other

---

Beauty Advisor

---

Store Location

---

A high-resolution, black and white close-up photograph of a woman's face, focusing on the skin texture. The image shows the side of her face, including her eye, nose, and lips. The skin appears smooth and well-lit, with subtle shadows highlighting its contours. The background is a plain, light color.

NIA114™  
TECHNOLOGY

THE  
SCIENCE  
OF  
AGELESS  
SKIN

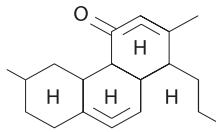
**StriVectin®**

## WHO WE ARE.

StriVectin, the original stretch mark cream turned anti-wrinkle phenomenon, has evolved into a full range of anti-aging products, now formulated with breakthrough, proprietary **NIA-114™ Technology**. StriVectin's scientifically proven, award-winning formulas address the most visible signs of aging – including wrinkles, sagging, tone and texture. **StriVectin...potent, patented and proven to transform your skin.**

**NIA114™**  
TECHNOLOGY

**NIA-114 Technology:** Invented by skin scientists during 35 years of research, NIA-114 is scientifically proven to strengthen and rebuild the skin barrier, energize skin cells to maximize skin health and multiply the efficacy of other ingredients.



**Ingredients:** Cutting-edge ingredients at proven, efficacious levels ensure StriVectin products deliver visible, age-fighting benefits. NIA-114 technology multiplies the efficacy of potent actives to boost the results of every StriVectin formula.



**Clinical Testing:** StriVectin products are developed under the most rigorous standards – measured, graded and confirmed by research so you can count on scientifically measured results. Extensive clinical trials and consumer testimonials prove it again and again.

# ANTI-WRINKLE

## REDUCE THE LOOK OF LINES AND WRINKLES.

Proven to promote collagen and elastin for age-defying results.

NIA-114™ enhances the wrinkle-fighting potency for even more youthful looking skin.



**Potent Wrinkle Reducing Treatment**



- Silky, lightweight treatment decreases the length, width and number of fine lines and wrinkles.
- Enhances luminosity and skin clarity.
- Diminishes the look of pores over time.

STEP: \_\_\_\_\_



**Eye Concentrate for Wrinkles**



- Gentle, lightweight eye treatment reduces the appearance of fine lines and helps improve elasticity.
- Helps alleviate and diminish under-eye circles and puffiness.
- Hydrates and strengthens the sensitive skin around the eyes.

STEP: \_\_\_\_\_



**SD Advanced™ Intensive Concentrate for Wrinkles & Stretch Marks**



- Lightweight moisturizer significantly diminishes the number, length and depth of lines and wrinkles — starting in just 15 days.
- Features Collagex-CE Wrinkle Repair Complex™ to target youth collagen and elastin for healthy, younger looking skin.
- Hydrates and visibly enhances skin texture.

STEP: \_\_\_\_\_



**Volumizing Hand Treatment**















- Rich, age-fighting moisturizer softens and hydrates hands for a healthier, younger-looking appearance.
- Volumizing Spheres and Hyaluronic Acid combine to nourish skin and help prevent loss of elasticity.
- Brightening complex helps minimize discolorations.

STEP: \_\_\_\_\_

# TIGHTEN & LIFT

## SCULPT. CONTOUR. DEFINE.

Targeted formulas help build up and fortify skin to tighten, firm and lift. NIA-114™ enhances the tightening benefits for improved lift and more youthful looking contour.

 <p><b>Tightening Face Serum</b></p>	 <p><b>360° Tightening Eye Serum</b></p>	 <p><b>Tightening and Sculpting Face &amp; Neck Cream</b></p>	 <p><b>Tightening Body Cream</b></p>
 	 	 	 
<ul style="list-style-type: none"> <li>Lightweight lifting treatment immediately tightens to transform skin surface.</li> <li>Fortifies skin and restores elasticity as it firms and sculpts facial contours.</li> <li>Leaves skin smoother and more toned.</li> </ul> <p>STEP: _____</p>	<ul style="list-style-type: none"> <li>Gentle, silky eye treatment tightens skin surface and visibly firms the delicate eye area.</li> <li>Restores contour for a more youthful appearance.</li> <li>Cools and hydrates skin.</li> </ul> <p>STEP: _____</p>	<ul style="list-style-type: none"> <li>Hydrating face and neck cream tightens, lifts and firms the face and neck.</li> <li>Strengthens skin's ability to hold natural collagen and moisture.</li> <li>Restores contours for a more youthful appearance.</li> </ul> <p>STEP: _____</p>	<ul style="list-style-type: none"> <li>Rich, moisturizing body cream instantly tightens skin surface and smoothes texture.</li> <li>Hydrates and softens skin.</li> <li>Helps improve elasticity and resiliency for visibly toned skin.</li> </ul> <p>STEP: _____</p>



MULTI-ACTION  
RETINOL

EVEN SKIN TONE

FIRST  
SIGNS

**TREAT MULTIPLE SIGNS OF AGING.**

Proven to deliver all the potency of Retinol — with none of the irritation. NIA-114™ boosts Retinol's age-fighting power to work faster, smarter without irritating side effects.

**GET EVEN WITH AGE SPOTS.**

Vitamin C Actives help reduce hyperpigmentation to even out skin tone and clarity. NIA-114™ accelerates the brightening power of Vitamin C for enhanced efficacy.

**DEFEND AGAINST TIME.**

Look younger longer.



**Advanced Retinol Night Treatment**



**Get Even Brightening Serum**



**Get Even Dark Circle Corrector**



**Present Perfect™ Antioxidant Defense Lotion**



- Refining, nourishing night treatment improves the look of deep-set wrinkles, firmness, texture and radiance.
- Hydrates and deeply nourishes skin nightly.
- Plumps skin to restore its bounce and youthful contour.

STEP: \_\_\_\_\_

- Smoothing lightweight serum visibly diminishes excess pigmentation, the cause of dark spots, freckles, sun and age spots.
- Evens out skin tone to leave complexion more radiant and youthful.
- Helps maintain even tone, boost skin clarity and brightness.

STEP: \_\_\_\_\_

- Gentle, potent eye cream reduces the intensity of dark circles and fades spots.
- Brightens skin and helps reduce the look of under-eye dark circles.

STEP: \_\_\_\_\_

- Lightweight lotion fights the early signs of aging and prevents wrinkles.
- Protects and hydrates skin with antioxidants and skin nourishing ingredients.
- NIA-114™ technology targets first lines and fights against causes of visible aging, both offensively and defensively.









STEP: \_\_\_\_\_

**POLISH AND PRIME SKIN.**

For optimal performance.

**ANTI-AGING SKINCARE...NOW WITH COLOR.**

All-in-one formulas hydrate, correct and perfect face, eyes and lips instantly. NIA-114™ helps improve skin health over time for a more youthful looking complexion.

 <p><b>Instant Retexturizing Scrub</b></p>	 <p><b>Clinical Corrector™ Advanced Anti-Aging Face Tint</b></p>	 <p><b>Clinical Corrector™ Anti-Aging Eye Illuminator</b></p>	 <p><b>Clinical Corrector™ Anti-Aging Lip Tint SPF 20</b></p>
			
<ul style="list-style-type: none"> <li>■ Radiance revealing exfoliator polishes and primes skin for optimal performance.</li> <li>■ Clears away dead skin cells, leaving skin soft and smooth.</li> <li>■ Primes skin as the first step in any age-fighting routine.</li> </ul> <p>STEP: _____</p>	<ul style="list-style-type: none"> <li>■ Tinted anti-aging lotion instantly minimizes surface flaws.</li> <li>■ Leaves complexion fresh and glowing.</li> <li>■ Protects against UV damage.</li> <li>■ Available in Light and Medium.</li> </ul> <p>STEP: _____</p>	<ul style="list-style-type: none"> <li>■ Tinted anti-aging eye treatment instantly brightens the eye area.</li> <li>■ Tinted anti-aging eye treatment instantly brightens the eye area.</li> <li>■ Conceals imperfections – dark circles to fine lines.</li> <li>■ Available in Light and Medium.</li> </ul> <p>STEP: _____</p>	<ul style="list-style-type: none"> <li>■ Skin-perfecting lip treatment instantly minimizes the look of lip lines.</li> <li>■ Enhances natural color for a healthy appearance.</li> <li>■ Protects against UV damage.</li> <li>■ Available in Pink and Plum.</li> </ul> <p>STEP: _____</p>

STRIVECTINLABS

## SUPERCHARGE YOUR ANTI-AGING REGIMEN.

Professional level anti-aging treatments without a trip to the dermatologist. NIA-114™ combines with other cutting-edge technologies for the most advanced



**5-Minute Weekly Glycolic Peel**



**Extreme Cream**



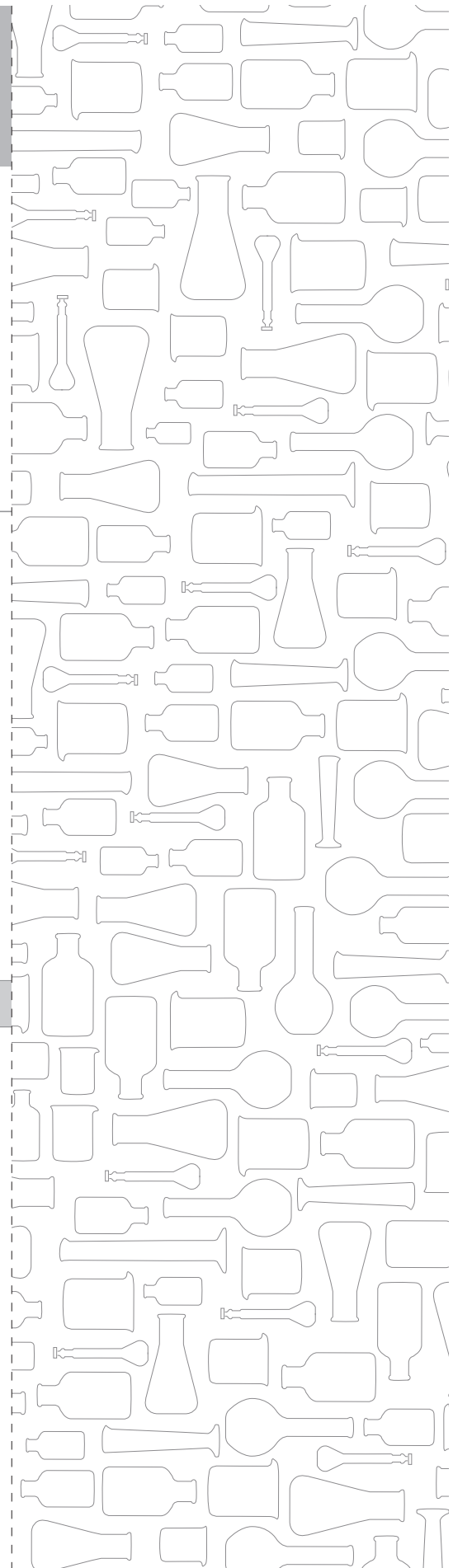
- Potent, 2-STEP resurfacing and exfoliating treatment with the highest level of Glycolic and other AHA acids available for home use.
- Helps reduce the look of lines and wrinkles and diminish the look of pores.
- Instantly improves clarity and enhances radiance for a luminous, youthful glow.

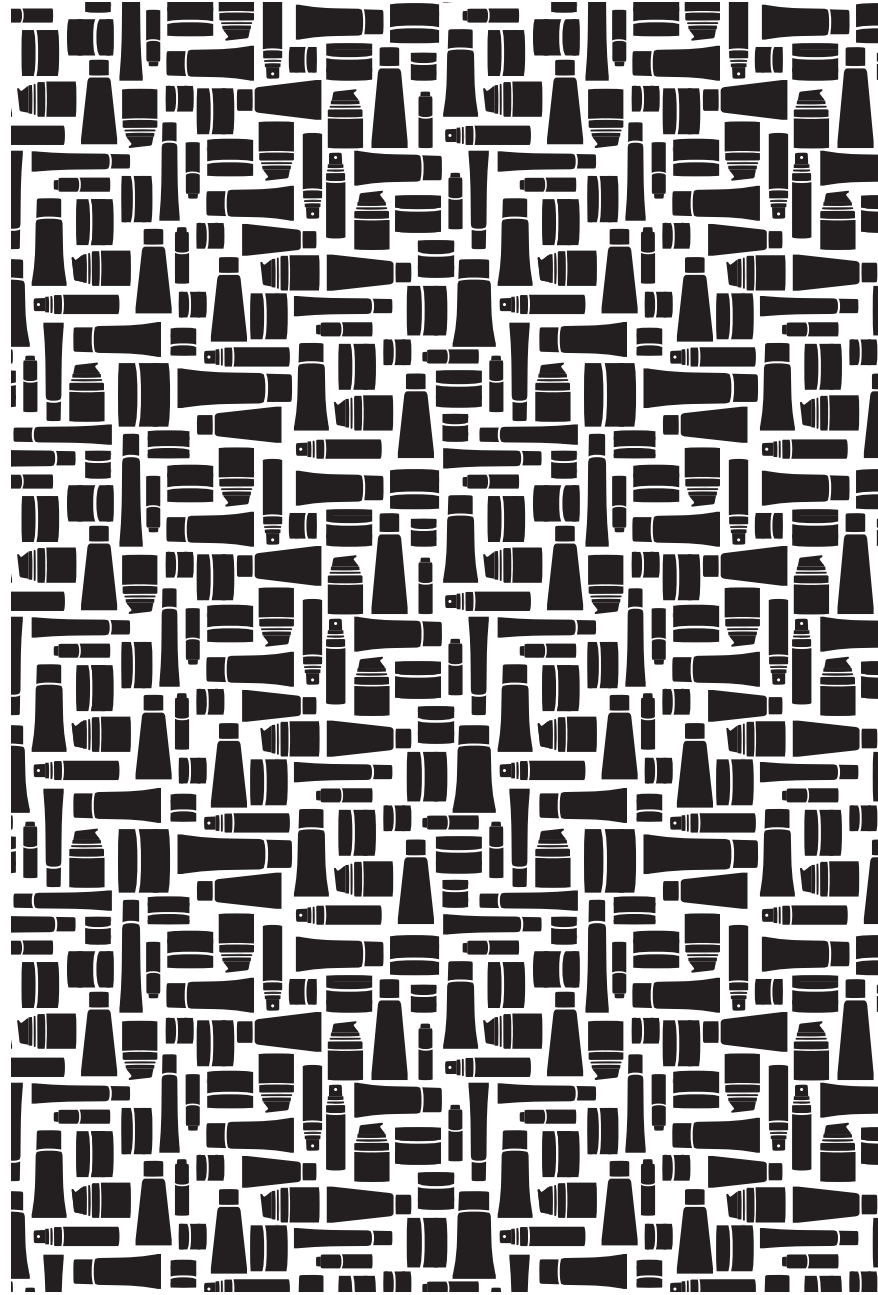
STEP: \_\_\_\_\_



- Deeply nourishing 24-hour hydration cream with potent anti-aging ingredients.
- Energizing Oxygen Complex breathes new life into skin for renewed energy and a glowing complexion.
- Diminishes the appearance of fine lines and wrinkles for skin that looks and feels replenished, plumped and nourished.

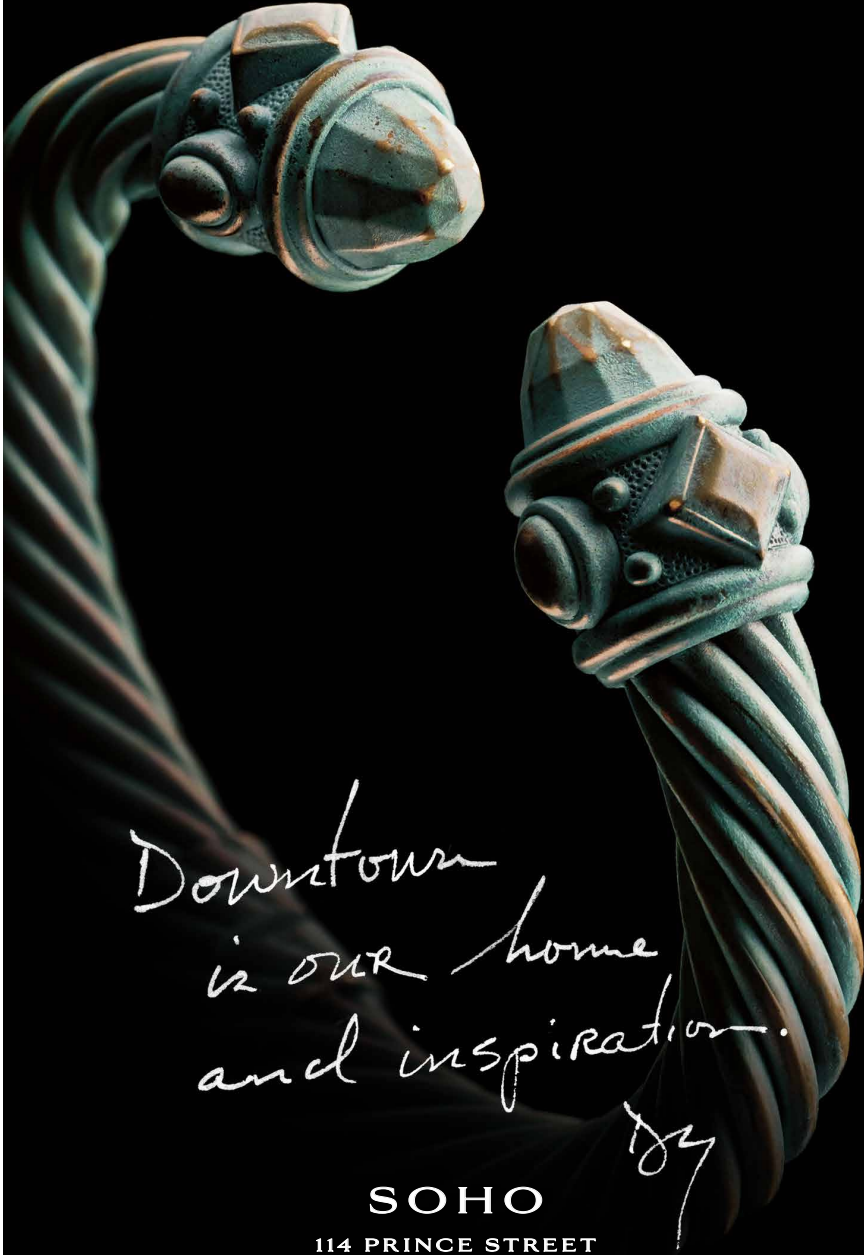
STEP: \_\_\_\_\_





T:11.55"  
S:11.55"

# DAVID YURMAN



*Downtown  
is our home  
and inspiration.*  
*DY*

**SOHO**

**114 PRINCE STREET**

Renaissance bracelet in oxidized copper,  
a reference to the distinctive patina of the Statue of Liberty.  
Limited edition, available only in Soho.

**DAVID YURMAN**

Publication: NYT Cover Wrap - Option 2  
Publication Date: DEC 1, 2014  
File Name: DY14\_NYT\_COVERWRAP\_MON\_DEC1\_2014\_46\_A4.indd  
Date: 11-18-2014 5:19 PM

Sheet Name: 11.55" x 21"  
Live Name: Publication: 4 PAGE COVER WRAP

Font: Yurman (Regular), Gotham (Book)  
Images: DY\_FALL14\_SOHO\_Shoot\_R\_100\_V7.  
ALT: NY and PRSB: 131 eps (75, 25%)

Creative Director: NATHAN COPAN  
Art Director: JESSICA KING  
Production Director: STEPHEN ELLWOOD  
Production Coordinator: MIA NACCARATO  
Media Buying: CAROL BOYD  
Studio Artist: CAMILLE MOTTA

Name: FOR PRODUCTION QUESTIONS CONTACT  
DAVID YURMAN, ART: STEPHEN ELLWOOD,  
OFFICE: 646 264 7636, MOBILE: 917 587 8878

APPROVAL

CREATIVE DIRECTOR/ART DIRECTOR

PRODUCTION DIRECTOR

MEDIA BUYING

STUDIO ARTIST

PRODUCTION COORDINATOR

COPYWRITER

T:11.55"  
S:11.55"

# Pinky Rings

"I love taking inspiration from the past and finding new ways to interpret it." David Yurman reinvents the classic pinky signet with meticulously hand-set mosaic pavé and signature details.



DAVIDYURMAN.COM

DAVID YURMAN

Publication: NYT Cover Wrap - Option 2  
Publication Date: DEC 1, 2014  
File Name: DY14\_NYT\_COVERWRAP\_MON\_DEC1\_2014\_46\_A4L1483  
Date: 11-18-2014 5:19 PM  
Font: Gotham (Book), Yurman (Regular)  
Image: DY\_FALL14\_SORO\_Signet\_R\_100\_V4a.  
HW: 42 and 102.75 pt. (25%)

Blank Name  
Trim: 1/8" B2, 2/1"  
Live: None  
Publication: 4 PAGE COVER WRAP

Creative Director: NATHAN COPAN  
Art Director: JESSICA KING  
Production Director: STEPHEN ELLWOOD  
Production Coordinator: MIA NACCARATO  
Media Buying: CAROL BOYD  
Studio Artist: CAMILLE MOTTA

Name: FOR PRODUCTION QUESTIONS CONTACT  
DAVID YURMAN: 475N STEPHEN ELLWOOD  
OFFICE: 646 264 7636; MOBILE: 917 587 8878

APPROVAL

CREATIVE DIRECTOR/ART DIRECTOR

PRODUCTION DIRECTOR

MEDIA BUYING

STUDIO ARTIST

PRODUCTION COORDINATOR

COPYWRITER

1.21  
1.21

© D. YURMAN 2014

T:11.55"  
S:11.55"



# Venetian Quatrefoil

The intricate patterns of Venice  
inspired this modern, refined design.

114 PRINCE STREET

DAVID YURMAN

Publication: NYT Cover Wrap - Option 2  
Publication Date: DEC 1, 2014  
File Name: D:\14\_NYT\_COVERWRAP\_MON\_DEC1\_2014\_46\_A4.indd  
Date: 11-18-2014 5:19 PM

Sheet Name:  
Size: 11.527 x 21"  
Line: None  
Publication: 4 PAGE COVER WRAP

Fonts: Gotham (Book), Yurman (Regular), Futiger (45 Light)  
Images: BY FALL14\_SOHO\_Shoots\_R\_100\_V3

Creative Director: NATHAN COPAN  
Art Director: JESSIE KANG  
Production Director: STEPHEN ELLWOOD  
Production Coordinator: MANACCIARATO  
Media Buying: CAROL BOYD  
Studio Artist: CAMILLE MOTTA

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DAVID YURMAN, ARTS, STEPHEN ELLWOOD  
OFFICE: 646 264 7636, MOBILE: 917 587 8878

APPROVAL

CREATIVE DIRECTOR / ART DIRECTOR

PRODUCTION DIRECTOR

MEDIA BUYING

STUDIO ARTIST

PRODUCTION COORDINATOR

COPYWRITER

T:11.55"  
S:11.55"

# DAVID YURMAN



1.21"  
3.21"

## Renaissance

In 1983, David Yurman introduced the Renaissance cable bracelet, a striking combination of ancient and modern sensibilities. Every artist has a signature — David Yurman's is cable.

DAVIDYURMAN.COM

DAVID YURMAN

Publication: NYT Cover Wrap - Option 2  
Publication Date: DEC 1, 2014  
File Name: DY14\_NYT\_COVERWRAP\_MON\_DEC1\_12042\_06\_A4-1483  
Date: 11-18-2014 5:19 PM

Blend Name:  
Size: 11.52" x 21"  
Live: None  
Position: 4 PAGE COVER WRAP

Creative Director: NATHAN COPAN  
Art Director: JESSIE KANG  
Production Director: STEPHEN ELLWOOD  
Production Coordinator: MIA NACCARATO  
Media Buying: CAROL BOYD  
Studio Artist: CAMILLE MOTTA

Name: FOR PRODUCTION QUESTIONS CONTACT  
DAVID YURMAN ARTS, STEPHEN ELLWOOD  
OFFICE: 646 264 7636, MOBILE: 917 587 8878

Fonts: Yurman (Regular), Gotham (Book)  
Images: DY\_FALL14\_SOHO\_Shoot\_0\_100\_V2,  
NY and NYB - 101 and 102

APPROVAL

CREATIVE DIRECTOR / ART DIRECTOR

PRODUCTION DIRECTOR

MEDIA BUYING

STUDIO ARTIST

PRODUCTION COORDINATOR

COPYWRITER





# DAVID YURMAN

Publication: NYT  
 Publication Date: DEC 2 OR 3, 2014  
 File Name: DY\_NYT-2x7\_DEC2or3-FRI\_SOHO\_BW\_v6.indd  
 Date: 11-24-2014 6:03 PM

Bleed: None  
 Trim: 3.75" x 7"  
 Live: None  
 Position: 2X7 BW

Creative Director: NATHAN COPAN  
 Art Director: JISOO KANG  
 Production Director: STEPHEN ELLWOOD  
 Production Coordinator: MIA NACCARATO  
 Media Buying: CAROL BOYD  
 Studio Artist: CAMILLE MOTTA

Notes: FOR PRODUCTION QUESTIONS CONTACT  
 DAVID YURMAN, ATTN: STEPHEN ELLWOOD  
 OFFICE: 646 264 7636, MOBILE: 917 587 8878

Fonts: **Frutiger** (45 Light), **Yurman** (Regular)  
 Images: **DY\_FALL14\_SOHO\_Shot04\_R\_100\_V7\_ALT\_HW\_BW3\_ALLMETAL.psd** (RGB; 404 ppi;

APPROVAL

CREATIVE DIRECTOR / ART DIRECTOR

PRODUCTION DIRECTOR

MEDIA BUYING

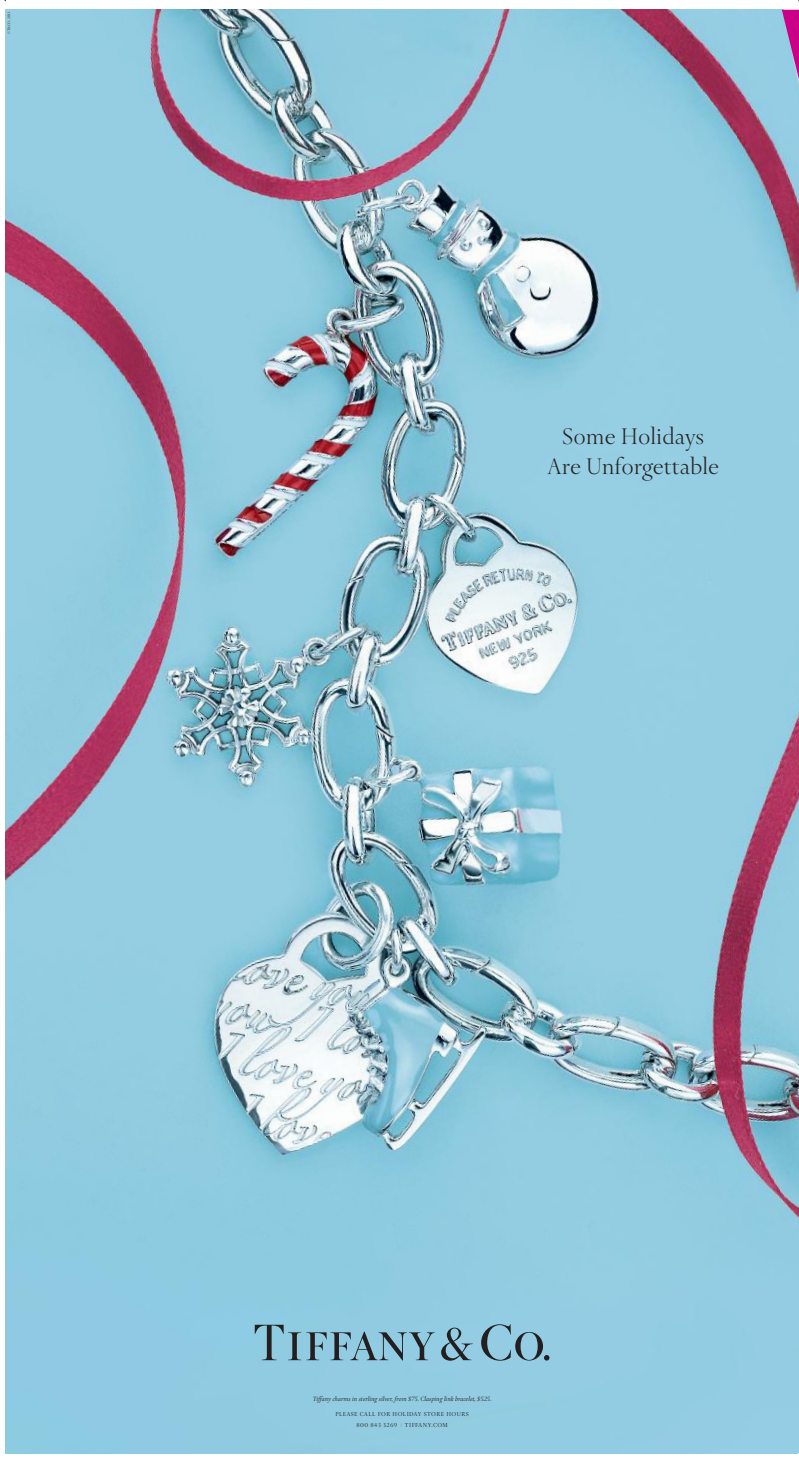
STUDIO ARTIST

PRODUCTION COORDINATOR

COPYWRITER







Some Holidays  
Are Unforgettable

# TIFFANY & Co.

Tiffany charms in sterling silver from \$75. Clasp and link bracelet, \$225.  
PLEASE CALL FOR HOLIDAY STORE HOURS  
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### TIFFANY & Co.

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**TITLE:** Red Ribbon/SS Tiffany Charms **SIZE:** 11.57" x 21"  
**DUSSION:** Retail  
**REF:** 112-24-2471  
**PUB/DATE:** New York Times 12/9/11  
**SKU:** 5-2625946, 22984284, 2185412, 25693893, 2189465, 2569331, 2596786, 2776183, 2987962  
**SP/CE:** Full Page 4 C Newspaper **PRINTED:** 12/13/11 12:00 PM  
**CATEGORY:** Fashion **PRINT SCALE:** 65%  
**IMAGES:** Tca, Logo3, CMT008, 11657, 6109272, NP of @ 201, 57  
**POINTS:** Sterling/Display, Sterling/Ten, Sterling/Ten, Sterling/Ten, Sterling/Ten  
**TRAFFIC:** Kristina **PRODUCTION:** NY2822081  
**PLEASE CONTACT JENNIFER McLAUGHLIN WITH PRODUCTION QUESTIONS 212-230-6790**  
**WARNING: The fonts used in this ad are custom designed fonts that have specific text ligatures and other custom specifications. Use of any substitution fonts will result in space and text errors.**

Computer Arts	Traffic	Creative		Advertising		Production	Merchandising	C.M.O.
Bebe	DTCM	Art Director	Copy	New	Art Head	Copy		
Bebe	Marketing	Producer	Design	Photos	Head	Production		
Ben Shogren	Website	Video	Graphic	Copy	Group	Account		
Caroline Lee	AWW/PAE	Producer	Design	Design	Chief	Coordinator		
Computer	Art Manager	Director	Content	Senior	Director	Bebe		
Editor	Art Director	Art Director	Art Director	Copywriter	Copywriter	Coordinator		
Proofreading	Copy Editor	Manager	Manager	Copywriter	Head	Advertising		
Production	Coordinator	Art Director			Manager	Production		



A Tiffany Valentine  
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**TIFFANY & Co.**

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Computer Arts	Traffic	Creative	Advertising	Production	Merchandise	C.M.O.
Design Manager _____ Art Director _____ Designer _____ Copywriter _____ Proofreading _____ Production _____	Account Executive _____ Traffic Manager _____ Coordinator _____	Copywriter _____ Designer _____ Art Director _____ Copywriter _____	Sales Manager _____ Account Executive _____ Copywriter _____ Designer _____ Proofreader _____	Production Manager _____ Production Assistant _____ Coordinator _____	Merchandise Manager _____ Merchandise Assistant _____	C.M.O. _____



# The Tiffany Leather Collection

SPRING 2013



The Tiffany Leather Collection blossoms with chic, colorful shapes, created by design directors Richard Lambertson and John Truex. Made in Italy of the finest materials, these elegant handbags radiate the exuberance of spring.





5 | Quinn top handle LEATHER IN GERANIUM





Quinn top handle (mini) LEATHER IN GERANIUM/DAFFODIL/LIGHT CAMEL AND LIGHT CAMEL/GARDENIA WHITE | 8



9 | Devin frame bag NATURAL WICKER WITH GARDENIA WHITE AND SILVER LEATHER TRIM



Babette clutch PATENT LEATHER IN LIGHT CAMEL AND WHITE LEATHER WITH STRIPED RAFFIA IN NATURAL/CAMEL/WHITE/LIGHT GRAY



11 | Riley tote GRAIN LEATHER IN SHIMMER GOLD, GARDENIA WHITE AND PLATINUM



Sabrina frame clutch IN GERANIUM, Morgan clutch IN DAFFODIL, AND Maddie lunchbox IN GERANIUM GLAZED CROCODILE | 14





TRT: Tiffany Reversible Tote OSTRICH IN LIGHT CAMEL/TIFFANY BLUE AND DAFFODIL/TIFFANY BLUE | 18



19 | Ava box clutch METALLIC PEBBLE GRAIN LEATHER IN GERANIUM, DAFFODIL AND LIGHT CAMEL; TEXTURED LEATHER IN DAFFODIL AND LIGHT CAMEL; SATIN IN GERANIUM AND LIGHT CAMEL



Sabrina frame clutch METALLIC PEBBLE GRAIN LEATHER IN GERANIUM AND LIGHT CAMEL | 22





23 | Courtney tote NATURAL WICKER WITH TIFFANY BLUE LEATHER



Blaine small clutch WICKER AND LEATHER IN GERANIUM AND TIFFANY BLUE | 24



TRT: Tiffany Reversible Tote SMOOTH LEATHER IN DAFFODIL/LIGHT CAMEL AND GERANIUM/LIGHT CAMEL WITH A CROSS-BODY DETACHABLE LEATHER STRAP | 26



27 | Tiffany accessories FLIP TAB CONTINENTAL WALLET IN TIFFANY BLUE, FRENCH WALLET AND CARD CASE IN DAFFODIL AND GERANIUM TEXTURED LEATHER



Tiffany accessories WRIST POCLETTE IN DAFFODIL/TIFFANY BLUE/GERANIUM SMOOTH LEATHER, ZIP CONTINENTAL WALLET AND ZIP CARD CASE IN GERANIUM AND DAFFODIL GRAIN LEATHER | 28



29 | **Central Park picnic basket** IN NATURAL WICKER AND TIFFANY BLUE LEATHER, WITH TIFFANY WEAVE CHINA AND STERLING SILVER CHEESE KNIFE SET, CORKSCREW, BOTTLE STOPPER AND WINE TUMBLERS, WITH CUTTING BOARD, STRIPED CANVAS NAPKINS AND MERINO WOOL BLANKET



**Central Park wine carrier** NATURAL WICKER AND TIFFANY BLUE LEATHER, WITH WINE TUMBLERS, TIFFANY STERLING SILVER BOTTLE OPENER AND STRIPED CANVAS NAPKINS | 30



Seasider tote CANVAS IN TIFFANY BLUE STRIPE AND NATURAL WITH TIFFANY BLUE TRIM, AND BEACH TOWEL | 32



33 | Riley tote GRAIN LEATHER IN ONYX



Zip billfold IN ESPRESSO GLAZED CROCODILE AND ONYX GRAIN LEATHER | 34

TIFFANY & Co.

[press.tiffany.com](http://press.tiffany.com)

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NOVEMBER 2008

eNewsletter

## CLUB TIPS & NEWS



### PREPARE TO CELEBRATE

We mean no disrespect to Thanksgiving, Hanukkah, or Christmas ... but this year we're celebrating on December 5. That's the 75th anniversary of the repeal of Prohibition. Just for the record, the term "speakeasy" came from the discreet way customers ordered drinks without raising suspicion in those days (as long as they were in the right establishment, which in the end took on the same name). Our hats are off to the few pre-Prohibition wineries, like Livermore's Wente Vineyards (pictured here), that kept their production going by hook or by crook (whichever category sacramental wine falls into, because that's how many did it) and now form the historic backbone of winemaking in our country.



### VIVE LA JUG WINE!

If you're in the vicinity of Northern California's chic-er-by-the-minute town of Healdsburg, don't forget to bring along a jug. You can fill it with great wine at Preston of Dry Creek, at the northwest end of the valley by the same name (Dry Creek), just like in the Old World in the old days. With luck, Lou Preston will be baking bread in his wood-burning oven on the grounds that day—and while you're at it, nab some of his sauerkraut too. The tasting room is open 11–4:30 daily; 9282 West Dry Creek Rd., Healdsburg; [www.prestonvineyards.com](http://www.prestonvineyards.com) or 707/433-3372.



DeLILLE CELLARS

### MEET US IN WOODINVILLE (WASHINGTON)

If you live in the Seattle area or have reason to be there in early January, consider this an invitation to have dinner with me and two of Washington's best winemakers on January 10 at DeLille Wine Cellars. DeLille's winemaker, Chris Upchurch, along with neighbor Bob Betz, MW, of Betz Family Cellars, will be pouring (*Sunset* award-winning) wines to match a spectacular winter menu that Barking Frog chef Bobby Moore is cooking especially for *Sunset* Wine Club members and friends. Cost is \$100 per person; call (877) 499-4637 for reservations. I'll see you there! —Sara Schneider, *Sunset* Wine Editor



### THE RIGHT POUR FOR THANKSGIVING

Hold the Chardonnay and the Cabernet this holiday, when roast turkey and spicy/sweet sides are on the table. Go for little-oaked, low-tannin, high-acid, fruit-forward whites and reds instead (if you can stand than many adjectives). Especially think Pinot Noir. Go to <http://www.sunset.com/sunset/food/article/0,20633,1855130,00.html> for more details.

### WINE PICKS OF THE MONTH:

Take the guess work out of buying wines for your holiday get-togethers by reordering your club favorites. From now until the end of the year, we are offering ninety-nine cent shipping on all orders of \$200 or more.

Here is a list of your top reorders in October:

- Artisan 2006 Pinot Grigio (**\$8.99 on reorder**)
- Columbia Crest 2006 H3 Merlot (**\$13.99 on reorder**)
- Adelheid 2005 Zinfandel (**\$14.99 on reorder**)
- Spencer Roloson 2004 Palaterra (**\$16.99 on reorder**)
- Spangler Vineyards 2007 Viognier (**\$13.99 on reorder**)

If you would like to reorder any of our previous selections, just give us a call at 877/499-4637 or visit our website [www.sunsetwineclub.com](http://www.sunsetwineclub.com)

### DID YOU KNOW?

The California-based super-chain Beverages & More! offers about 3,000 wines on its shelves at any given time. Company wine-vetter Wilfred Wong once told me that he tastes 8,000 to 10,000 wines a year (daunting daily math, to be sure) and would rate each within a couple of points on his 100-point scale even if he was sipping and spitting in shorts on the beach. Here's to a great palate! —SS

Sunset MAGAZINE  
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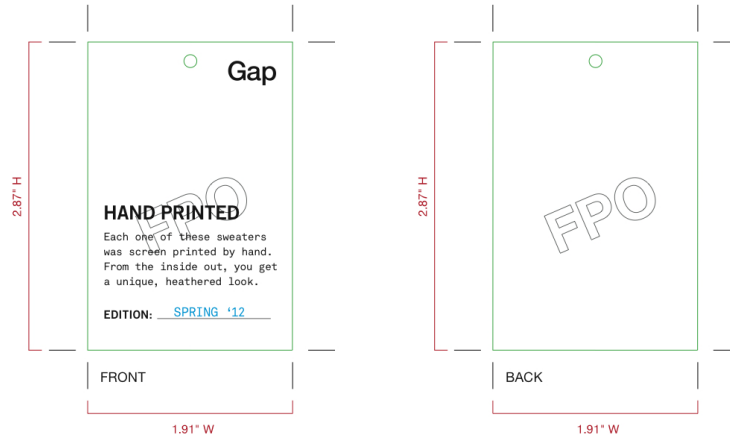
*2386 West Stadium  
Blvd.  
4573 Washtenaw Ave.*

[andersonpaint.com](http://andersonpaint.com)

# Fall 12 Gap Men's Hand Printed Sweater Hangtags – US, CANADA & EUROPE

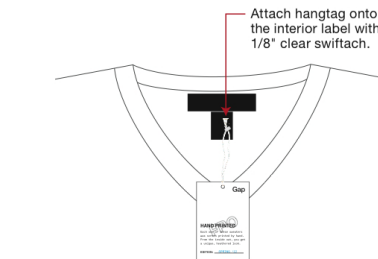
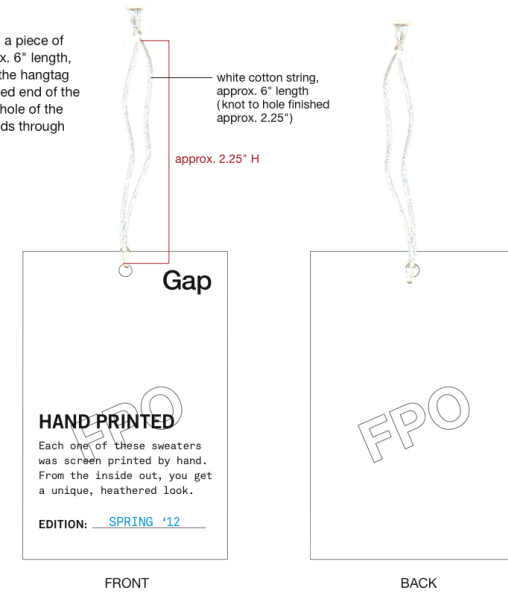
## TEMPLATE

### SPECS:



### PLACEMENT INSTRUCTIONS (not to scale):

**String Instructions:** Fold a piece of white cotton string, approx. 6" length, in half. With the BACK of the hangtag facing you, place the looped end of the string through the die cut hole of the hangtag and pull loose ends through loop and tie into knot.



- ACTUAL PRODUCT NOT SHOWN, FOR PLACEMENT ONLY -



**GAP** GAP PACKAGING – FALL 2012  
10/03/12

**PROGRAM:** Mac, Adobe Illustrator CS5  
**FONTS:** Trade Gothic Bold No. 2; Akkurat Mono Office Regular; Helvetica Neue 55 Roman; DFP 平成ゴシック体 W3, W7; DFPHel Std W5, W9  
**DIMENSIONS:** 1.91" W x 2.87" H  
**STOCK:** Neenah Coronado SST, double thick cover  
Bright white vellum 17.4 pt (must be double this thickness)  
**TRIM:** White Cotton String, approx. 6" length (knot to hole finished approx. 2.25")  
1/8" length clear swiftach  
**ADDITIONAL INSTRUCTIONS:** Artwork printed @ 100%. Green line represents die cut, does not print.

**MARKETING MUST SIGN OFF ON CONSTRUCTED SAMPLE.**

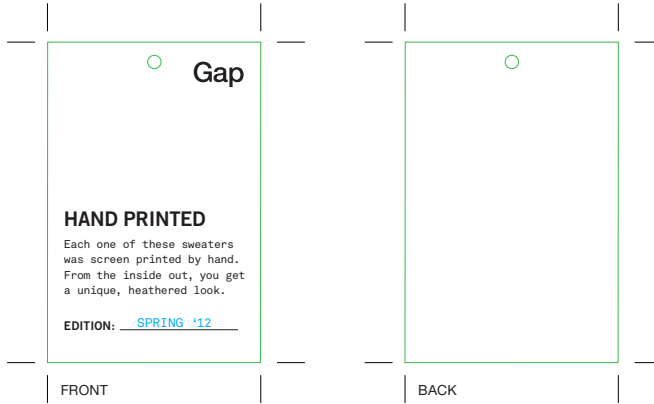
**PROJECT #:** 2754 A  
**MANAGER:**  
**EDITORIAL:**  
**SOURCING:**  
**DESIGN:**  
**PROD. ART:**  
**VERSION 4:**  
**RELEASED:**



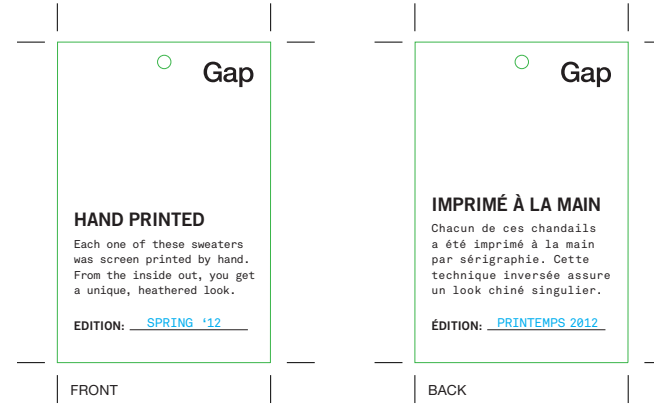
# Fall 12 Gap Men's Hand Printed Sweater Hangtags – US, CANADA & EUROPE

## TEMPLATE

US: P5439U-1  
RD: 117071



CANADA: P5439C-1  
RD: 117071



EUROPE: P5439E-1  
RD: 117071



# January 13 Gap Adult Men's Bottoms Tailored Labels – JAPAN & CHINA

JAN13 06/25/12  
 - added Extra Slim Fit (for Japan ONLY – pg 3)  
 - separated Japan & China sizes (pg 4)

## MEN'S BOTTOMS TAILORED LABELS – JAPAN/CHINA

TAILORED LABEL  
 19 mm W x 32 mm L



FIT NAME HORIZONTAL LABEL  
 9.5 mm W x 51 mm L



SIZE LOOP LABEL  
 28 mm W x 23 mm L



	GAP PACKAGING – JANUARY 2013 06/19/12		PROJECT #: 4317, 6050
<b>PROGRAM:</b> Mac, Adobe Illustrator CS5		<b>MANAGER:</b>	
<b>FONTS:</b> Letter Gothic Bold, Helvetica Neue 65; Medium, 85 Heavy		<b>EDITORIAL:</b>	
<b>DIMENSIONS:</b> Tailored Label: Unfinished – 19 mm W x 46 mm L Finished – 19 mm W x 32 mm L		<b>SOURCING:</b>	
Fit Name Horizontal Label: Unfinished – 9.5 mm W x 65 mm L Finished – 9.5 mm W x 51 mm L		<b>DESIGN:</b>	
Size Loop Label: Unfinished – 28 mm W x 60 mm L Finished – 28 mm W x 23 mm L		<b>PROD. ART:</b>	
<b>STOCK:</b> Ultrafina Sonic Edge		<b>VERSION 2:</b>	
<b>ADDITIONAL INSTRUCTIONS:</b> Artwork printed @ 100%.		<b>RELEASED:</b>	
<b>MARKETING MUST SIGN OFF ON CONSTRUCTED SAMPLE.</b>		<b>THREADS:</b> Figure color: white 01005D-50D Ground color: blue 01944D-50D <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"> blue 01944D-50D</div> <div style="text-align: center;"> white 01005D-50D</div> </div>	

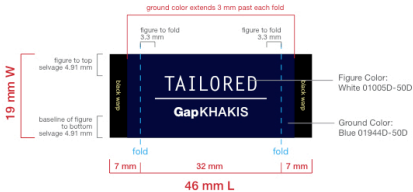
# January 13 Gap Adult Men's Bottoms Tailored Labels – JAPAN & CHINA

### TAILORED LABEL SPECS:

endfold

unfinished – 19 mm W x 46 mm L

### JAPAN/CHINA SPECS:



finished – 19 mm W x 32 mm L

JAPAN/CHINA: P4317JCH-1  
RD: 77162



# January 13 Gap Adult Men's Bottoms Tailored Labels – JAPAN & CHINA

## FIT NAME HORIZONTAL LABEL SPECS:

endfold

unfinished – 9.5 mm W x 65 mm L

## JAPAN/CHINA SPECS:



finished – 9.5 mm W x 51 mm L

## SLIM FIT

JAPAN/CHINA: P4317JCH-4  
RD: 77165

SLIM FIT

JAN13 06/25/12 – added

## EXTRA SLIM FIT

JAPAN: P6050J-2  
RD: 124689

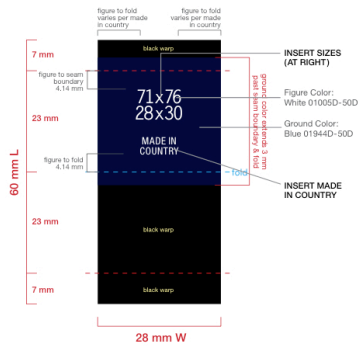
EXTRA SLIM FIT

# January 13 Gap Adult Men's Bottoms Tailored Labels – JAPAN & CHINA

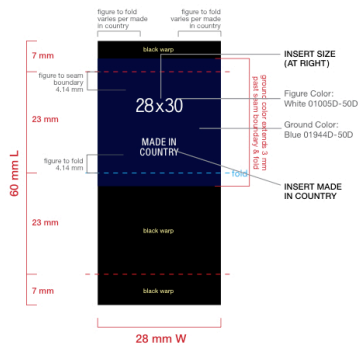
## SIZE LOOP LABEL SPECS:

unfinished – 28 mm W x 60 mm L

### JAPAN SPECS:



### CHINA SPECS:



finished – 28 mm W x 23 mm L

JAN13 06/25/12 – separated

JAPAN: P6050J-1  
RD: 77166



### JAPAN INSERT SIZES:

71x76 28x30	73x76 29x30	76x76 30x30	79x76 31x30	81x76 32x30	84x76 33x30	86x76 34x30	91x76 36x30	96x76 38x30
71x81 28x32	73x81 29x32	76x81 30x32	79x81 31x32	81x81 32x32	84x81 33x32	86x81 34x32	91x81 36x32	96x81 38x32
		76x86 30x34		81x86 32x34		86x86 34x34	91x86 36x34	

JAN13 06/25/12 – separated

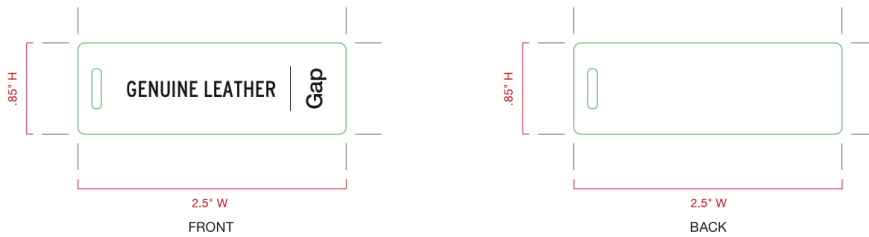
CHINA: P6050CH-1  
RD: 77166



### CHINA INSERT SIZES:

28x30	29x30	30x30	31x30	32x30	33x30	34x30	36x30	38x30
28x32	29x32	30x32	31x32	32x32	33x32	34x32	36x32	38x32
		30x34		32x34		34x34	36x34	

**SPECS:**



ALL BLACK SHOWN TO BE EMBOSSED



	GAP PACKAGING – JANUARY 2013 07/10/12
	<p><b>PROGRAM:</b> Mac, Adobe Illustrator CS5</p> <p><b>FONTS:</b> Interstate Regular Condensed; DFP 平成ゴシック体 W5; DFPHei Std W7</p> <p><b>DIMENSIONS:</b> 2.5" W x .85" H</p> <p><b>STOCK:</b> Substrate Matches Selvage of Women's Leather Bags</p> <p><b>TRIM:</b> Black Wax Cord, approx. 6" in length when tied approx. 3" from loop to knot</p> <p><b>ADDITIONAL INSTRUCTIONS:</b> Artwork printed @ 100%. Green line represents die cut, does not print.</p> <p><b>MARKETING MUST SIGN OFF ON CONSTRUCTED SAMPLE.</b></p>
<p><b>PROJECT #:</b> 6071</p> <p><b>MANAGER:</b></p> <p><b>EDITORIAL:</b></p> <p><b>SOURCING:</b></p> <p><b>DESIGN:</b></p> <p><b>PROD. ART:</b></p> <p><b>VERSION 3:</b></p> <p><b>RELEASED:</b></p>	<p><b>INKS:</b></p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">                   BLACK             </div> <div style="text-align: center;">                   PANTONE                  877 C             </div> </div>

**PRINTING INSTRUCTIONS:**

FOR DARKER LEATHER SUBSTRATE – PMS 877 C



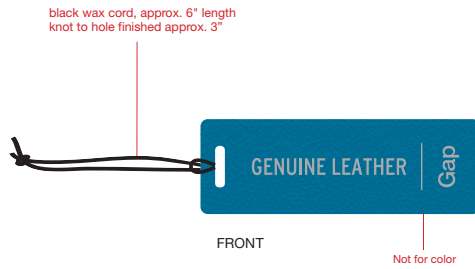
FOR LIGHTER LEATHER SUBSTRATE – BLACK INK





**STRING PLACEMENT INSTRUCTIONS**  
(not to scale):

**String Instructions:** Fold a piece of black wax cord, 6" length, in half. With the BACK of the hangtag facing you, place the looped end of the string through the die cut hole of the hangtag and pull loose ends through loop and tie into knot.

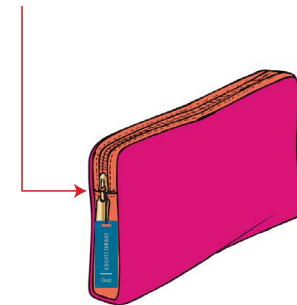


**HANGTAG PLACEMENT INSTRUCTIONS**  
(not to scale):

Loop HANGTAG through cord opening to secure onto handle, LEFT side of bag (with front of bag facing you).



Loop HANGTAG through cord opening to secure onto ZIPPER PULL



– ACTUAL PRODUCT NOT SHOWN, FOR PLACEMENT ONLY –

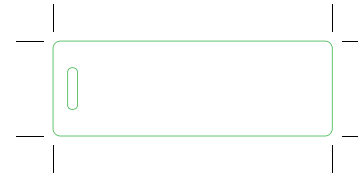
**US:** P6071U-1  
**RD:** 130937 (Light Leather Substrate)  
**RD:** 130938 (Dark Leather Substrate)



**CANADA:** P6071C-1  
**RD:** 130937 (Light Leather Substrate)  
**RD:** 130938 (Dark Leather Substrate)



**BACKS FOR ALL**



**EUROPE:** P6071E-1  
**RD:** 130937 (Light Leather Substrate)  
**RD:** 130938 (Dark Leather Substrate)



**JAPAN/CHINA:** P6071JCH-1  
**RD:** 130937 (Light Leather Substrate)  
**RD:** 130938 (Dark Leather Substrate)



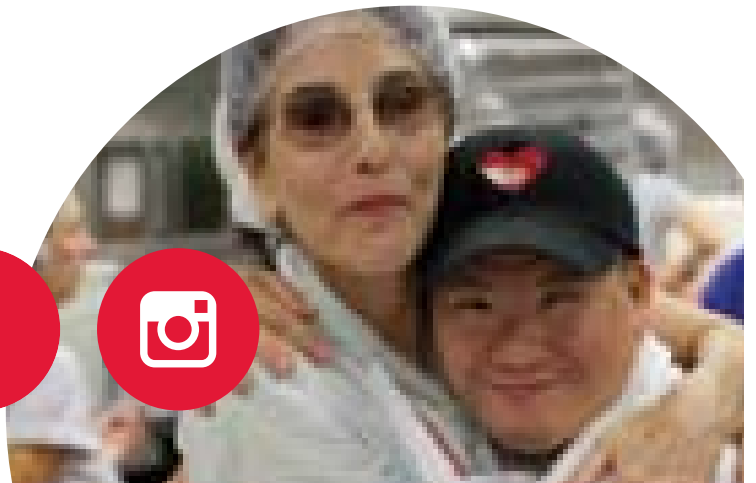
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**VOLUNTEER.  
DONATE.  
DELIVER.**

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FOOD IS  
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**Nutritious meals for people  
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# CHUCK'S FAMOUS COOKIES DOUBLE CHOCOLATE OATMEAL

INGREDIENTS: CHOCOLATE CHIPS, BROWN SUGAR, FLOUR, MARGARINE OR BUTTER,  
OATMEAL, GRANULATED SUGAR, EGGS, COCOA POWDER, BAKING SODA, VANILLA EXTRACT

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RECIPE FROM THE GOD'S LOVE COOKBOOK





