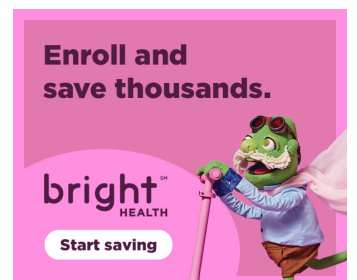
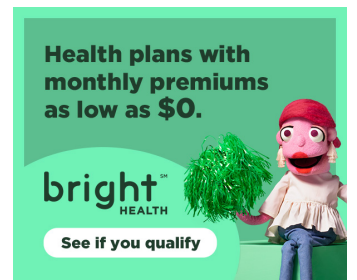
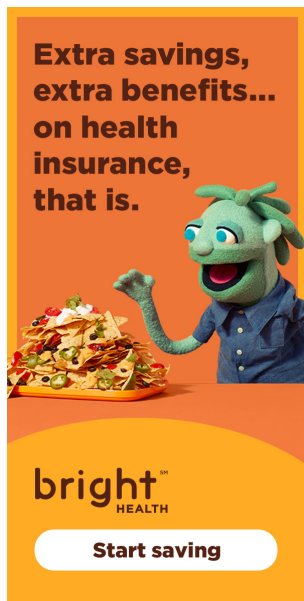
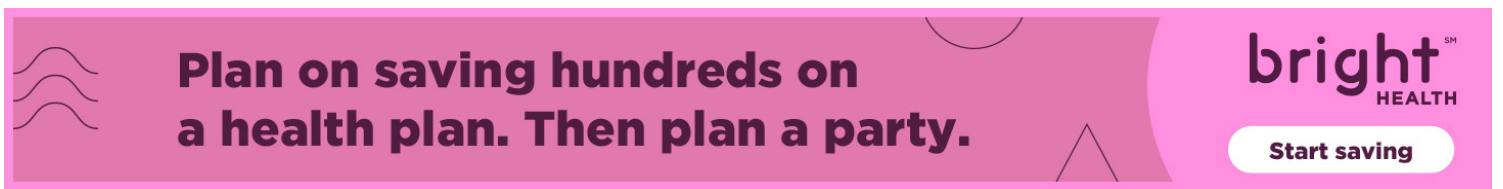
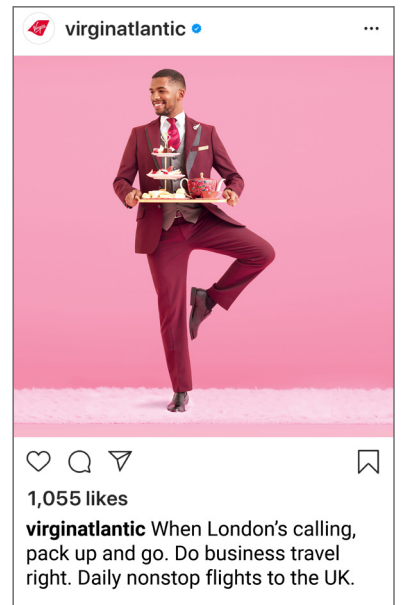
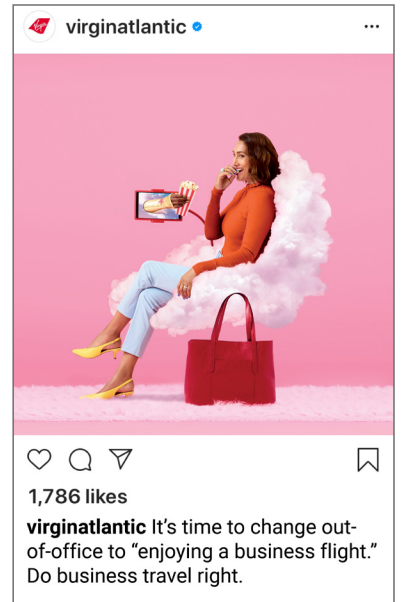


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Prescribed CD10
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Plan ID: P282
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(Joseph A. Sample)

ASC Inc.

1234 Any Street

(1234 Any Street)

Anytown, MA 00000-0000



• APTIV •

DELPHI
was rebranded by Landor as
• APTIV •

Logo

The Aptiv Logo

The Aptiv visual identity embodies our company's innovative spirit. Our logo is an essential brand asset that must be protected through consistent and conscientious usage as specified in these guidelines.

Our logo files are available to download from the Aptiv Marketing Communications Sharepoint at this address:

http://s01.delphiauto.net/01/mcs/SitePages/index_page.aspx

Clear Space



Other design elements should be kept clear of the logo by a minimum distance of one half the height of the logo.

Minimum Size



The measurements and proportions of our logo should not be modified or altered. Always ensure the logo is legible and shown at or larger than the minimum size.



Points: Usage

- Points must be used sparingly to preserve the integrity of their meaning.
- Points can be displayed as either whole- or half-points.
- In the presence of our logo, use only one point on a page. This prevents visual redundancy. If there is no logo on a page, dual points may be used.
- Align and position points in relation to either the top or bottom of a text block/color block. See examples shown.



Clear space around points should be equal to at least the diameter of one point. Half points should be aligned to the cap height of any large title copy.

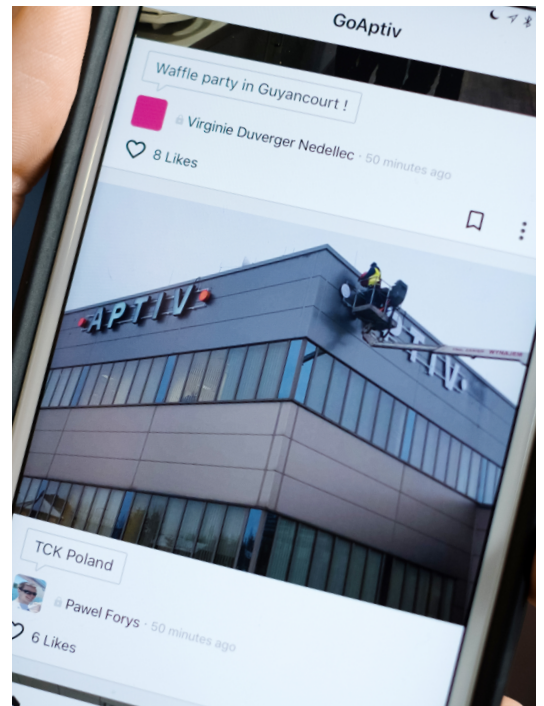
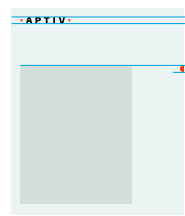
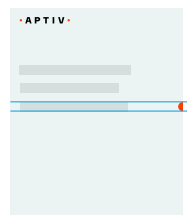
If there is no large title text to base point size on, use quarter increments of the logo height (100%, 75%, 50%, etc.)

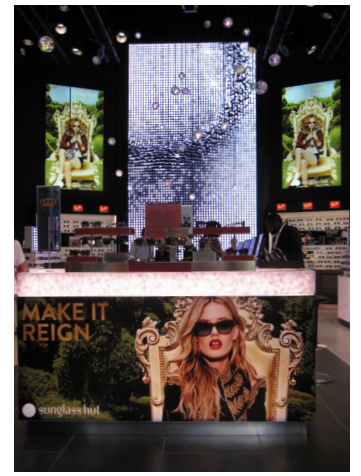
Example layout with point sized to cap height and aligned at bottom of content

Example layout with point sized to 100% of logo height and aligned at top of content



Efficient etolorem aut rem volorum qui die. Ecta volorum.







DIVE INTO SUMMER

Whether you're enjoying a beach retreat or strolling the city streets, find looks for wherever you roam at Sunglass Hut — 94 shades for all 94 days of the season.



Color: Georgia May Agbaje's Versace VE4235

1. COACH HC7018 NOELLE \$168.00 2. RAY-BAN (POLARIZED) RB4068 \$179.95
3. VERSACE VE4235 \$190.00 4. PRADA (POLARIZED) PR 39 \$285.00
5. BURBERRY (POLARIZED) BR 0101 \$150.00 6. DOLCE & GABBANA (POLARIZED) DG4210 \$190.00

Featured styles available at select Sunglass Hut stores and sunglasshut.com. ©2014 Sunglass Hut. All rights reserved. Register our revenue future mailings! Call 1-800-SUN-GLASS or 800-766-4237

THE ULTIMATE MUST-HAVE: A VIP PASS

- 6 MONTHS SPECIAL FINANCING AVAILABLE*
- 1 YEAR ENHANCED DAMAGE REPLACEMENT PROGRAM**
- 24/7 ONLINE ACCOUNT MANAGEMENT

Easy access at sunglasshut.com/credit

*Subject to credit approval. Minimum monthly payments required. See accounts at sunglasshut.com for details.

**25% discount on a new pair if your sunglasses are damaged within 1 year. Purchase must be made with your Sunglass Hut credit card. Must present proof of purchase and damaged product. Products sold as accessories are not eligible for this program. Replacement discount may be used once per original sunglasses purchase. If original sunglasses are not available, Sunglass Hut will substitute another sunglasses of equal value. See Sunglass Hut credit card terms and conditions for additional details.



sunglass hut



SUMMER JUST GOT SWEETER
START THE SEASON WITH A GIFT FROM US. SWING BY YOUR FAVORITE SUNGLASS HUT STORE OR SHOP EVERY SHADE OF SUMMER 24/7 AT SUNGLASSHUT.COM.

\$50 OFF (on sunglasses)
\$75 OFF (on sunglasses)

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PROGRAM

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Miami, OK 74204

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-Address-
-City>-<State>
-Postcode

HELLO SUNSHINE
#94SHADESOFSUMMER

● sunglasses hut

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3. BURBERRY POLARIZED \$175.00 4. J. JILL & CO. \$99.00
5. POLARIZED \$99.00 6. \$99.00

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HELLO SUNSHINE
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COACH VICTOR NICKLE RAY-BAN POLARIZED BURBERRY POLARIZED J. JILL & CO. POLARIZED

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PREMIUM
REPLACEMENT
PROGRAM

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<Address>
<City>-<State>
<Postcode>

DIVE INTO SUMMER
#94SHADESOFSUMMER

● sunglasses hut

DIVE INTO SUMMER
Whether you're enjoying beach retreat or exploring the city streets, find looks for wherever you want to go. Get the look for all 94 days of the season.

RAY-BAN POLARIZED BURBERRY POLARIZED J. JILL & CO. POLARIZED

\$20 OFF (on sunglasses)
\$50 OFF (on sunglasses)

SUMMER JUST GOT SWEETER
START THE SEASON WITH A GIFT FROM US. SWING BY ANY SUNGLASS HUT STORE OR SHOP EVERY SHADE OF SUMMER 24/7 AT SUNGLASSHUT.COM.

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Miami, OK 74204

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4600 Louisiana Place
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PREMIUM
REPLACEMENT
PROGRAM

TAKE ON THE SUN
Whether you're enjoying beach retreat or exploring the city streets, find looks for wherever you want to go. Get the look for all 94 days of the season.

1. BURBERRY POLARIZED \$175.00 2. RAY-BAN POLARIZED \$89.00
3. BURBERRY POLARIZED \$175.00 4. J. JILL & CO. \$99.00
5. POLARIZED \$99.00 6. \$99.00

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FOR A SPECIAL FEW, INCLUDING YOU

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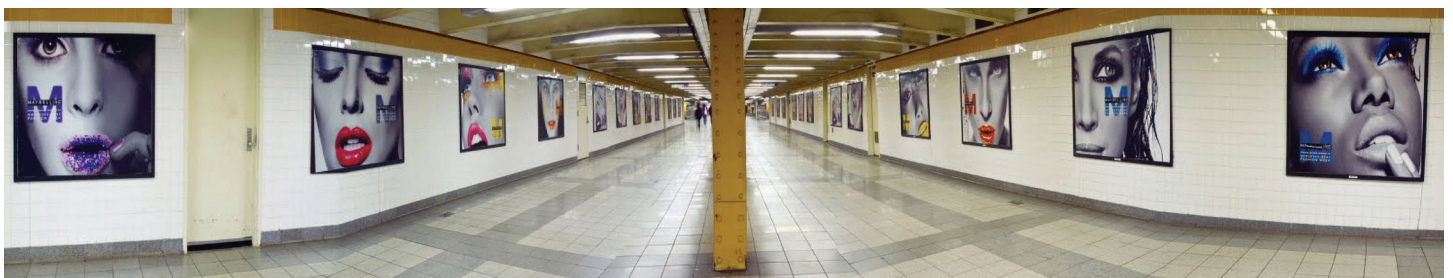
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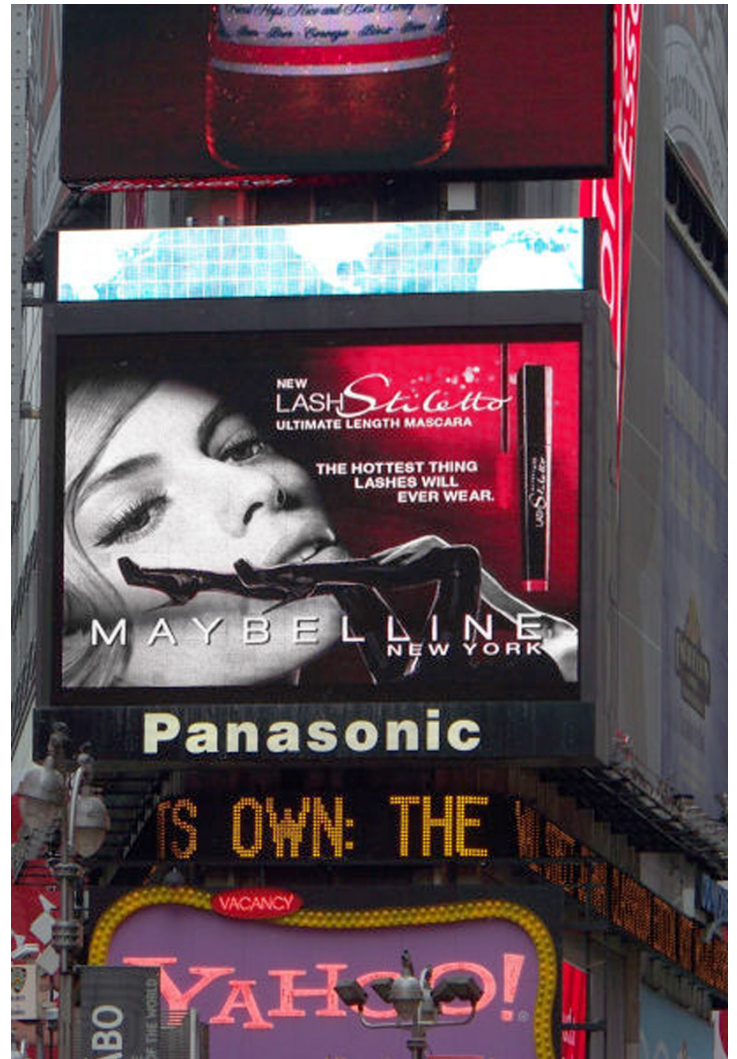
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Sunglass Hut summer direct mail campaign







“I’m a fan of playing
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USA's nail salon expert.
Since 1981. essie.com





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The finest ingredients.

Deliciously tangy flavor.

And all our profits go to charity.

The perfect way to take your salad (and your generosity) to the next level.

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SINCE 1845

Lindt

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When you savor the taste of EXCELLENCE, the thin, refined dark chocolate melts evenly to reveal complex layers of flavor, engaging all of your senses.

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BEYOND COMPARE



Hennessy

BLACK



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PLEASE DRINK RESPONSIBLY.
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Networking

A product of Lufthansa.



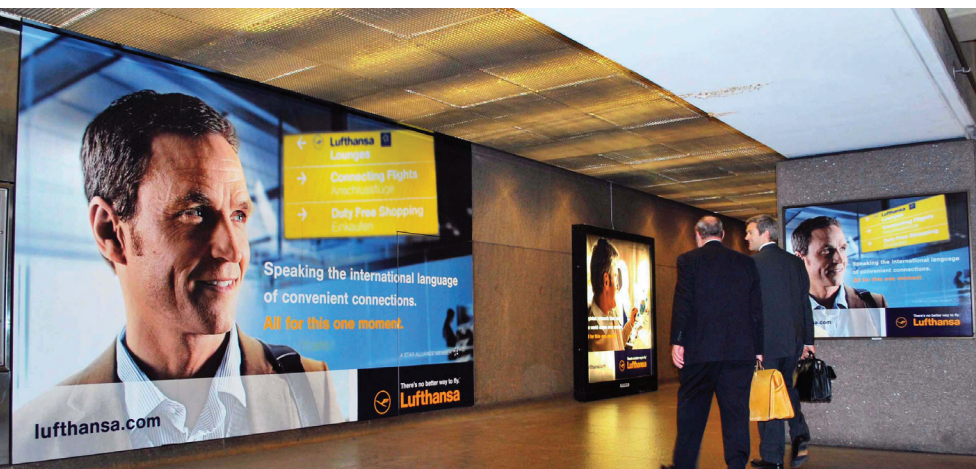
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XALKORI® (crizotinib) 250 mg capsules is an oral medicine that inhibits the anaplastic lymphoma kinase (ALK) and ROS1 receptor tyrosine kinases.^{1,2}

XALKORI was the first ALK inhibitor approved in the U.S. and is indicated for the treatment of patients with metastatic non-small cell lung cancer (NSCLC) whose tumors are ALK-positive as detected by an FDA-approved test.

XALKORI is also the first and only FDA-approved biomarker-driven therapy indicated for the treatment of patients with metastatic NSCLC whose tumors are ROS1-positive.

To date, over 10,000 patients have been treated with XALKORI in the U.S.³

ALK IN LUNG CANCER

Originally discovered as an oncogenic driver in a type of lymphoma, ALK gene alterations were also found to be among key drivers of tumor development in cancers such as NSCLC and rare sarcomas.⁴ By inhibiting ALK, XALKORI blocks signaling in a number of cell pathways that are believed to be critical for the growth and survival of tumor cells.^{4,5}

In ALK-positive lung cancer, a normally dormant gene named ALK is fused with another gene, predominantly EML4. This genetic alteration creates the ALK fusion gene and ultimately, the production of the ALK fusion protein, which is responsible for tumor growth.^{4,5} Epidemiology studies suggest that approximately 3 to 5 percent of NSCLC tumors are ALK-positive.⁶

Only biomarker testing can determine which patients have ALK-positive metastatic NSCLC. In the U.S., the Vysis ALK Break Apart FISH Probe Kit (Abbott Molecular) and the Ventana ALK (D5F3) CDx Assay are the only FDA-approved tests for detecting ALK.

ROS1 IN LUNG CANCER

Another gene that can rearrange or combine with other genes is called ROS1. Sometimes the ROS1 gene can attach to another gene, changing the way each gene normally functions. This ROS1 gene rearrangement can contribute to cancer-cell growth and tumor survival. This change occurs in approximately one percent of NSCLC cases. Of the estimated 1.5 million new cases of NSCLC worldwide each year, roughly 15,000 may be driven by oncogenic ROS1 fusions.^{7,8,9}

An FDA-approved test for the detection of ROS1 rearrangements in NSCLC is not currently available; however, laboratory developed tests are available. A companion diagnostic test is currently under development to identify patients with ROS1-positive metastatic NSCLC who may benefit from treatment with XALKORI.

NSCLC CLINICAL STUDIES

PROFILE 1014 studied XALKORI 250 mg twice daily in previously untreated patients with ALK-positive metastatic NSCLC versus standard platinum-based chemotherapy regimens. This Phase 3 study enrolled 343 participants from clinical sites globally.¹⁰ Patients in the chemotherapy arm of the study received one of the following standard-of-care chemotherapy regimens based on the choice of the investigator: either pemetrexed 500 mg/m² with cisplatin 75 mg/m² or carboplatin AUC of 5 or 6 min/mL by intravenous infusion every 3 weeks for up to 6 cycles. Patients were required to have ALK-positive NSCLC, as identified by the FDA-approved assay Vysis ALK Break Apart FISH Probe Kit, prior to randomization.

- In PROFILE 1014, XALKORI demonstrated significantly prolonged progression-free survival (PFS) of 10.9 months (95% CI, 8.3 to 13.9) (n=172) compared to 7.0 months (95% CI, 6.8 to 8.2) with chemotherapy (n=171) in previously untreated patients with ALK-positive metastatic NSCLC (hazard ratio, 0.45; 95% CI: 0.35 to 0.60; $P < 0.001$).
- XALKORI also demonstrated significantly higher objective response rate (ORR) when compared to standard platinum-based chemotherapy regimens. XALKORI demonstrated an ORR of 74% (95% CI, 67 to 81) compared to an ORR of 45% (95% CI, 37 to 53) for the chemotherapy arm ($P < 0.001$).



IBRANCE is indicated for the treatment of hormone receptor-positive (HR+), human epidermal growth factor receptor 2-negative (HER2-) advanced or metastatic breast cancer in combination with:

- an aromatase inhibitor as initial endocrine-based therapy in postmenopausal women; or
- fulvestrant in women with disease progression following endocrine therapy.¹

ABOUT IBRANCE® (palbociclib)

IBRANCE is a selective oral inhibitor of CDKs 4 and 6.¹ CDKs 4 and 6 are key regulators of the cell cycle that trigger cellular progression.^{2,3}

IBRANCE is the first CDK 4/6 inhibitor approved by the U.S. Food and Drug Administration (FDA). IBRANCE was reviewed and approved under the FDA's Breakthrough Therapy designation and Priority Review programs.

IBRANCE was discovered and is marketed by Pfizer Inc. For more information, please visit www.IBRANCE.com.

TARGETING CDKS 4 AND 6 IN CANCER

CDKs are a family of proteins that serve as key regulators of cell growth and division. Specifically, cyclins pair with CDKs 4 and 6 to take part in a fundamental process in the division of cells, called the cell cycle.^{2,3} This occurs in both normal and cancer cells and is composed of four phases:^{2,3}

- **G1:** This phase marks the beginning of the cell cycle, where the raw material is built and prepared for the S phase.^{2,3}
- **S:** DNA, or the vital information instructing the function of the cell, is constructed³
- **G2:** The cell begins to grow and prepares for mitosis²
- **M:** The cell cycle is completed and the cell splits into two genetically alike daughter cells³

CDKs 4 and 6 are key regulators of the cell cycle that trigger progression through G1 to the S phase.^{2,3} In some cancers, including HR+ breast cancer, increased activity of the cyclin D1-CDK 4/6-complex may result in a failure to regulate cell proliferation.^{2,4,5} Inhibiting CDKs 4 and 6 may help reduce cellular proliferation of HR+ breast cancer cell lines.¹ CDK 4/6 is also active in healthy cells. Inhibiting CDK 4/6 in healthy cells can result in side effects, some of which may be serious.¹

IMPORTANT SAFETY INFORMATION

Neutropenia was the most frequently reported adverse reaction in PALOMA-2 (80%) and PALOMA-3 (83%). In PALOMA-2, Grade 3 (56%) or 4 (10%) decreased neutrophil counts were reported in patients receiving IBRANCE plus letrozole. In PALOMA-3, Grade 3 (55%) or Grade 4 (11%) decreased neutrophil counts were reported in patients receiving IBRANCE plus fulvestrant. Febrile neutropenia has been reported in 1.8% of patients exposed to IBRANCE across PALOMA-2 and PALOMA-3. One death due to neutropenic sepsis was observed in PALOMA-3. Inform patients to promptly report any fever.

Monitor complete blood count prior to starting IBRANCE, at the beginning of each cycle, on Day 15 of first 2 cycles and as clinically indicated. Dose interruption, dose reduction, or delay in starting treatment cycles is recommended for patients who develop Grade 3 or 4 neutropenia.

Based on the mechanism of action, IBRANCE can cause **fetal harm**. Advise females of reproductive potential to use effective contraception during IBRANCE treatment and for at least 3 weeks after the last dose. IBRANCE may **impair fertility in males** and has the potential to cause genotoxicity. Advise male patients with female partners of reproductive potential to use effective contraception during IBRANCE treatment and for 3 months after the last dose. Advise females to inform their healthcare provider of a known or suspected pregnancy. Advise women **not to breastfeed** during IBRANCE treatment and for 3 weeks after the last dose because of the potential for serious adverse reactions in nursing infants.

Important Safety Information continued on page 2



**Now this dust-pollen-pet dander
can ride a bicycle built for three.**

**Does your allergy
medicine treat
both indoor and
outdoor allergies?**

If not, ask your
doctor about
switching to Zyrtec.

To learn more, visit
www.zyrtec.com or
call 1-800-ZYRTEC-2.

Unlike some allergy medicines, prescription Zyrtec[®]
is approved to treat all your indoor and outdoor allergies.
Like grass. Ragweed. Dust. Mold. And even pet dander.

In fact, no other antihistamine is approved to treat more
allergies than Zyrtec. And if you're currently taking Zyrtec,
remember to ask your doctor for a refill on your prescription.

The most common
side effect was feeling
drowsy. Some of the
others were feeling tired
and dry mouth. Most
were mild to moderate.

ZYRTEC[®]
cetirizine HCl

Lots of allergies. Just one Zyrtec.[™]

(Zur'-tek)

Please see important information about Zyrtec 5-mg and 10-mg tablets and 1-mg/mL syrup on the next page.

SPECIFICATIONS	FUNCTION	INITIAL/DATE	INITIAL/DATE	INITIAL/DATE
DIVISION: CLINIQUE USA	MARKETING DEPT.:			
PRODUCT: HOLIDAY/GWP/TR RADIANT BRONZE TINTED SELF TANNER SPF 15 PROMO TUBE	LEGAL DEPT.:			
COMPONENT NO.: 6J2J-90-1761 WIP# 6J2J-90-1421	COPY DEPT.:			
NET WT.: 2.5 FL. OZ./75ML	PACKAGING DEPT.:			
UPC NO:	DESIGN DEPT.:			
SUPPLIER: HIRSCHHORN & YOUNG #20865-A1	PRODUCTION DEPT.:			
SUPPLIER SAMPLE NO.: 16D DATE: 05/06/05	MARKETING SERVICES:			
SIZE: U.S.A.: 1 1/2 x 4 7/16 METRIC:	SENIOR MANAGEMENT:			
SCALE: 1:1	COMMENTS:			
FILE NAME: SSFBT_6J2J_PT_US				
PROGRAM : ILLUSTRATOR 10				
FONTS: HELVETICA NEUE, JEAN	RELEASE DATE:			

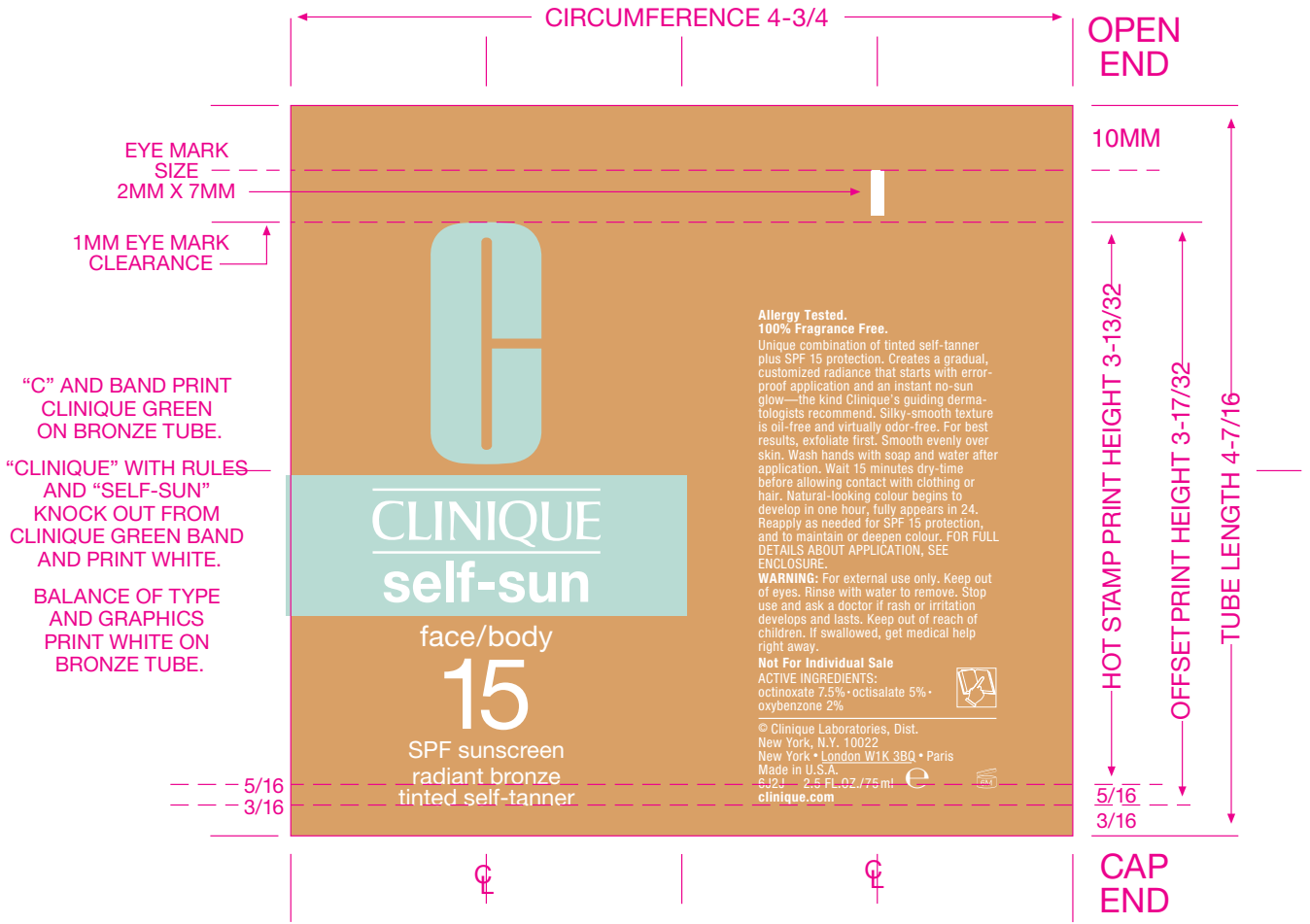
Note: Must use fonts provided by H&Y on disk	H&Y	ARTIST: <input type="checkbox"/> NS DATE: 05/04/05 TIME: 1:15p PROOF # 07	1 st PROOF: _____ 2 nd PROOF: _____	<input type="checkbox"/> GRIDCHECK
		BRD, CHCK: _____ PROD, MGR: _____ CREAT, DIR: _____	HISTORY: _____ QC: _____	LIGHTBOX: <input type="checkbox"/> PROOF <input type="checkbox"/> JAMES
		READER# _____ DATE: _____	REGULATORY: _____	<input type="checkbox"/> TO PDF <input type="checkbox"/> TO FINAL

CUSTOM COLORS

-  **DIESTRIKE DOES NOT PRINT**
-  **PRINT WHITE**
-  **CLINIQUE GREEN**
-  **CUSTOM BRONZE BACKGROUND DOES NOT PRINT**

SPECS	FRONT:
	1. 25.12/12.28 TR: 0 HS: 95%
	2. 12.63/15.13 TR: 0 HS: 100%
	3. 43.31/51.81 TR: 0 HS: 100%
	4&5. 10.15/11.16 TR: 0 HS: 100%
	6. 10.15/9.3 TR: 0 HS: 100%
BACK:	
1. 6/6 TR: 6/8 HS: 100%	

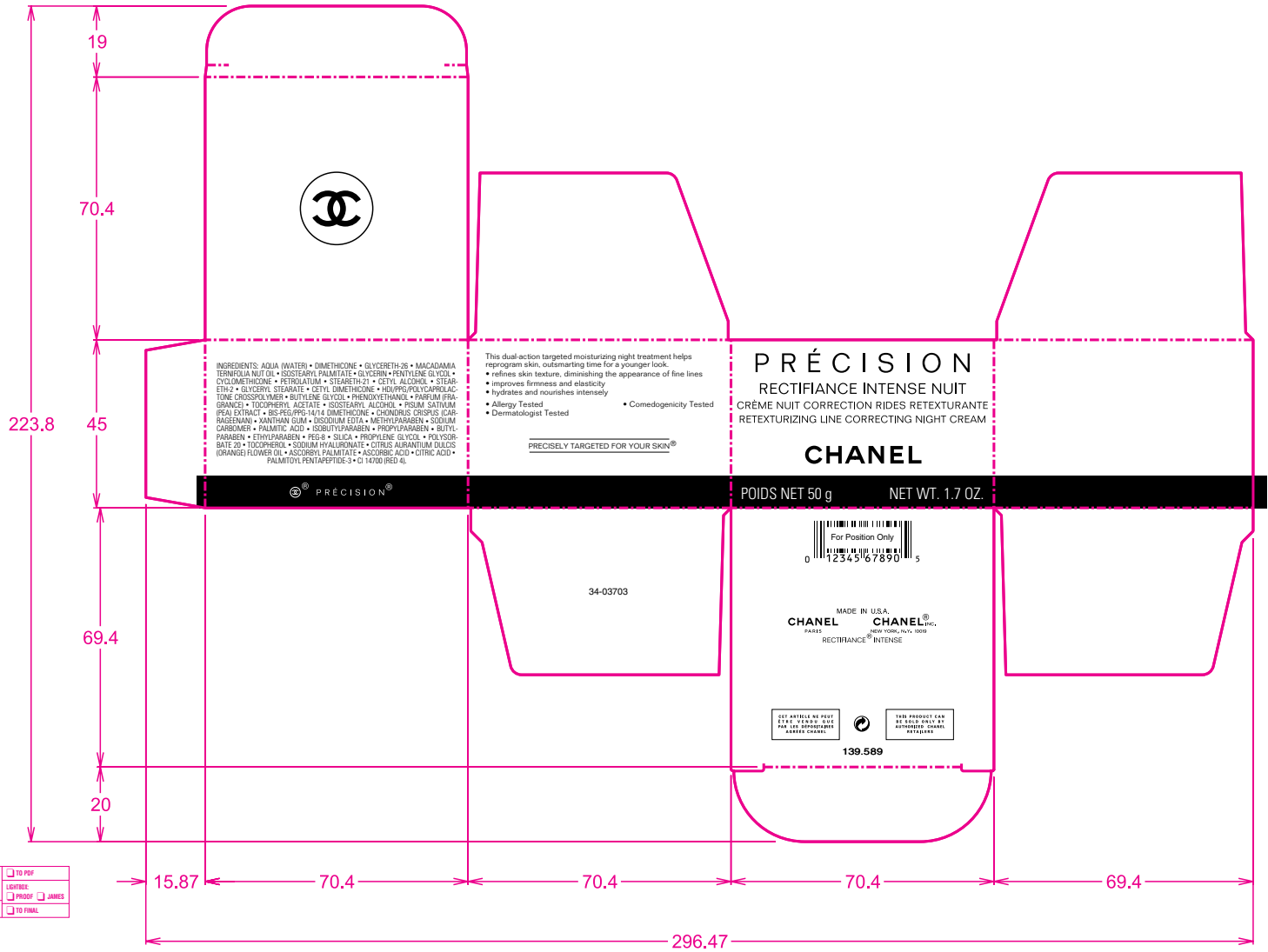
TUBE 16 D
1-1/2 x 4-7/16



SPEC	BACK
	ILN: 6/6 TR: -2
	BLURB: 6/6 TR: 0
SPEC	FRONT
	TEXT IS OUTLINE EXCEPT NT WT.
	NI WL: 12/12.8 TR: 0

H&Y:18187-A0 PRIN_139589_SC_CH			
C CODE	FG CODE	DESCRIPTION	UPC CODE
34-03703	139589	PRECISION RECTIFIANCE	3 145891 395891
		INTENSE NIGHT CREAM	
		SALEABLE CARTON	
<input checked="" type="checkbox"/> NEW ART/DATE 11/23/04 <input type="checkbox"/> REVISION/DATE			
REASON: NEW ARTWORK			
APPROVALS			
CREATIVE			
MARKETING			
TRADEMARK			
REGULATORY			
PKG ENG			
PKG DEVEL			
COLOR BREAKS			
BACKGROUND:	SILVER MYLAR		
COPY:	BLACK		
BAND:	BLACK WITH SILVER D/O OF WEIGHT CLAIM & TRADEMARKS		
UPC:	BLACK		
SIZE:	70.4mm x 70.4mm x 45mm		
PROGRAM:	ILLUSTRATOR 10		
FONTS:	HELVETICA, GR CHANEL, CHANEL FOLIO, UNIVERS, PRECISION		

Note: Must use fonts provided by H&Y on disk			
ARTIST	DATE	TIME	NAME
PROOF	NO	BY	DATE
READER	DATE	FINAL ART	DATE



INGREDIENTS: AQUA (WATER) • DIMETHICONE • GLYCERIN • MACADAMIA TERNOFOLIA NUT OIL • ISOSTEARYL PALMITATE • GLYCERIN • PENTYLENE GLYCOL • CYCLOMETHICONE • PETROLATUM • STEARETH-21 • CETYL ALCOHOL • STEAR-ETH-2 • GLYCERIN • STEARATE • CETYL DIMETHICONE • ISOPROPYLACRYLATE • TONE CROSSPOLYMER • BUTYLENE GLYCOL • PHENOXYETHANOL • PARFUM (FRAGRANCE) • TOCOPHERYL ACETATE • ISOSTEARYL ALCOHOL • ROSA SATIVUM (PEACH EXTRACT) • BIS-PFG-PFG-14/14 DIMETHICONE • CHONDRIUS CRISPUS (CAR-RAGEENIAN) • XANTHAN GUM • DISODIUM EDTA • METHYLPARABEN • SODIUM CARBOMER • PALMITIC ACID • ISOBUTYLPARABEN • PROPYLPARABEN • BUTYL-PARABEN • ETHYLPARABEN • PEG-8 • SILICA • PROPYLENE GLYCOL • POLYSCOR-BATE 20 • TOCOPHEROL • SODIUM HYALURONATE • CITRUS AURANTIUM DULCIS (ORANGE) FLOWER OIL • ASCORBYL PALMITATE • ASCORBIC ACID • CITRIC ACID • PALMITOYL PENTAPEPTIDE-3 • D-14(00) (P&G 4)

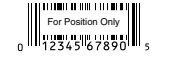
This dual-action targeted moisturizing night treatment helps reprogram skin, outsmarting time for a younger look.

- refines skin texture, diminishing the appearance of fine lines
- improves firmness and elasticity
- hydrates and nourishes intensely
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- Dermatologist Tested
- Comedogenicity Tested

PRÉCISION
RECTIFIANCE INTENSE NUIT
CRÈME NUIT CORRECTION RIDES RETEXTURANTE
RETEXTURIZING LINE CORRECTING NIGHT CREAM

CHANEL

POIDS NET 50 g NET WT. 1.7 OZ.



MADE IN U.S.A.
CHANEL **CHANEL**
PARIS NEW YORK NY 10019
RECTIFIANCE INTENSE

SEE ARTICLE NO PEUT
ÊTRE EN CHANGÉ. VÉRIFIEZ
LE NUMÉRO D'ARTICLE CHANEL

SEE PRODUCT CAN
BE RECYCLED BY
APPROPRIATE LOCAL
RETAILERS

139.589