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(54) **Title:** SYSTEMS AND METHODS FOR COSMETICS PRODUCTS RETAIL DISPLAYS

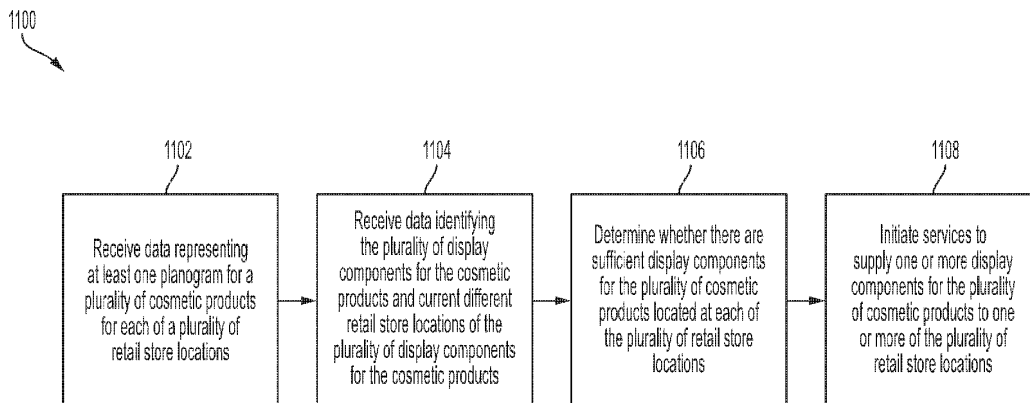


FIG. 11

(57) **Abstract:** A system and method for electronically managing display components for cosmetics products. The system and method increase automation and efficiency in the operations of the computer networks, graphical user interfaces and databases for cosmetics retail displays to be responsive to retail store and customer requirements and increase performance of such systems. The system integrates information from various, often disparate and remotely located systems and databases, involved in the designing, manufacturing, producing, allocating and/or delivering components of cosmetics products retail displays to a diverse set of retail store locations. Customizations of cosmetics retail displays at various retail store locations are automated and facilitated based on cosmetics products retail sales performance at the various retail store locations. Users of such a system are provided information to more efficiently provide cosmetics retail displays and components, and supply updates to such displays according to current product data, inventory and brand or manufacturer requirements.

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