

MERRY *and* BRIGHT



2023 Retail Catalog

Every Moment Merry and Bright

We share the magic of Santa's North Pole through enduring traditions, animated stories, cheerful games and festive toys and activities that turn joyful moments into lasting memories for families around the world!

1.9 million+
ELF Mates®
adopted
worldwide

3.5 Million+
ELF Pets®
adopted
globally

17.5 Million +
Scout Elves
adopted
worldwide
since 2005

CATALOG GUIDE

There are six categories of products that offer everything needed to foster joyful family moments throughout the holiday season.



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Santa's North Pole Helpers



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Enchanting Animated Specials



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Fun Family Games and Activities



PLAY 16

Interactive Toys and Playable Characters



ELF MOMENTS 20

Quick and Easy Scout Elf® Props



ELF CLOTHING 24

Claus Couture Collection® and Accessories



Always Nice!

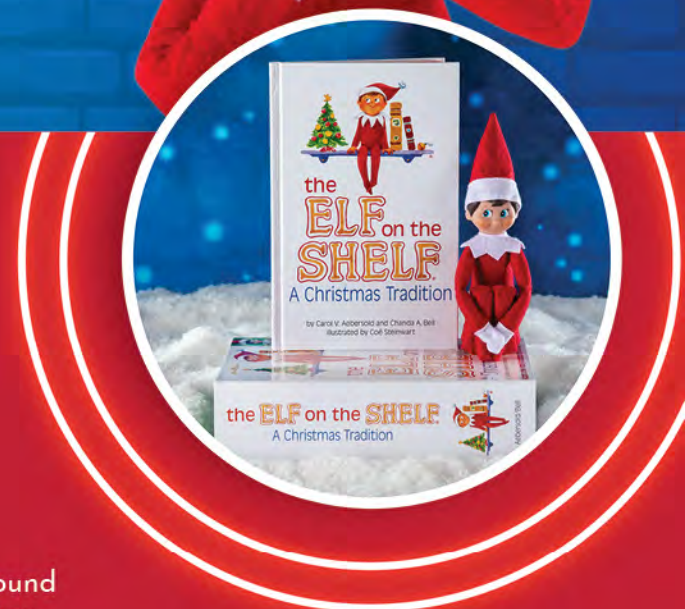
THE ELF ON THE SHELF® BOX SET *THE ELF ON THE SHELF: A CHRISTMAS TRADITION*

Children around the world adore the tradition of a Scout Elf - one of Santa's most trusted helpers. Scout Elves build Christmas cheer by reporting to Santa all the nice things a family does throughout the Christmas season. They sometimes hide in new spots around the home, creating a delightful game of Christmas hide-and-seek. Be part of spreading the joy and become a certified adoption center today!

ITEM CODE	DESCRIPTION	UPC	ISBN
EOTBOYL3	EOTS - Boy with Blue Eyes	814854012535	9780976990703
EOTBOYD3	EOTS - Boy with Brown Eyes	814854012542	9780976990796
EOTBOYLSP3	EOTS - Boy with Blue Eyes	814854013143	9780988703292

BOX SET INCLUDES

- Adoptable Scout Elf®
- Artfully illustrated hardbound storybook and keepsake box
- Official adoption certificate



ITEM CODE	DESCRIPTION	UPC	ISBN
EOTGIRL3	EOTS - Girl with Blue Eyes	814854012559	9780984365173
EOTGIRD3	ETOS - Girl with Brown Eyes	814854012566	9780984365159
EOTGIRLSP3	EOTS - Girl with Blue Eyes	814854013150	9780988703278

Santa's Cuddly Helpers



Sent straight from the North Pole, these cuddly pets are adopted by kids, who hug, love and play with them all year long. Then, each holiday season, the Elf Pets aid Santa with his Christmastime duties by sharing kids' faith, hope and love to ensure the magic of Christmas continues around the world.



ELF PETS® REINDEER

Elf Pets: A Reindeer Tradition

When Santa needs more Christmas spirit to fly his sleigh, he calls on the Elf Pets Reindeer and children all over the world to save the day!

BOX SET INCLUDES

- Enchanting hardbound storybook
- Huggable Elf Pets® Reindeer
- Golden heart charm
- Official adoption certificate

EPRD3

UPC 814854013273

ISBN 9780984365180



ELF PETS® SAINT BERNARD

Elf Pets: A Saint Bernard Tradition

This heartwarming tale shows children that helping others increases the holiday cheer Santa needs to make Christmas magical and to complete his yuletide mission.

BOX SET INCLUDES

- Vividly illustrated hardbound storybook
- Huggable Elf Pets® Saint Bernard Pup
- Barrel with a golden heart charm
- Official adoption certificate

EPSB3

UPC 814854013280

ISBN 9780997092028



ELF PETS® ARCTIC FOX

Elf Pets: An Arctic Fox Tradition

This charming tale reveals how Santa's Christmas Eve journey occurs in one night, thanks to an arctic fox that sets polar lights aglow - pausing time. Elf Pets Arctic Fox Cubs inspire kids with a message of hope.

BOX SET INCLUDES

- Beautifully illustrated hardbound storybook
- Huggable Elf Pets® Arctic Fox Cub
- Mini snow globe with glow-in-the-dark snow
- Official adoption certificate

EPFOX

UPC 814854012122

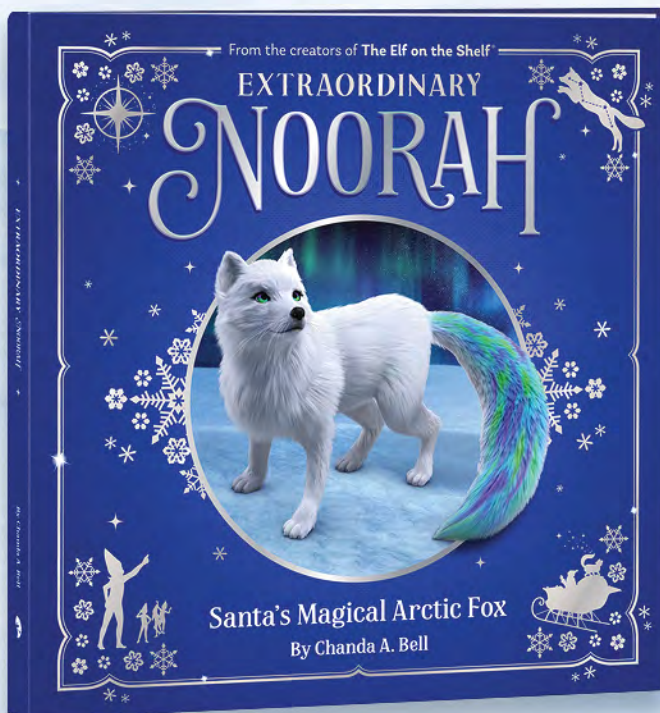
ISBN 9780998810997

Santa's MAGICAL HELPERS

Share in the magic with one of Santa's most magical friends. Noorah is an arctic fox who makes Christmas possible each year by sparking the northern lights with her tail. When the lights glow, they shield Santa from sight and even pause time. Now kids can celebrate the story behind Noorah's enchanted gifts and discover the joy that results from sharing gifts with others.

EXTRAORDINARY NOORAH: SANTA'S MAGICAL ARCTIC FOX

Noorah feels quite ordinary until she discovers she can spark the northern lights and pause time with a swish of her tail. This special gift helps her shield Santa's sleigh so he can travel the whole world in one night. Learn the extraordinary legend behind one of Santa's oldest friends.



INCLUDES

- 32-page storybook

NOORAHBK

UPC 814854015239

ISBN 9781957345055



NOORAH™ PLUSH

This super soft Noorah plush is an extraordinary companion for anyone who believes in the magic of Christmas! Her northern-lights-inspired tail will spark imaginations and excite wonder. The perfect size for cuddling, travel, or any adventure.

INCLUDES

- Deluxe, huggable Noorah™ plush

NOORAHPLSH

UPC 814854015246

MSRP - \$19.95

MAGICAL
MOMENTS
EVERY DAY!



INCLUDES
• 32-page storybook



INCLUDES
• 32-page storybook

THE ELF ON THE SHELF'S NIGHT BEFORE CHRISTMAS

Follow along with one of Santa's Scout Elves in this playful retelling of the beloved Christmas classic to discover if all will be truly merry and bright this Christmas Eve night!

EOTSNBCBK
UPC 814854012948
ISBN 9780960066575

IN CASE OF ELFTASTROPHE

In this hilarious picture book, discover the secrets to use when mishaps, misfortunes and mistakes threaten your Scout Elf. You can save the day—and Christmas too!

EOTSEFBK
UPC 814854014782
ISBN 9781733690577

Santa's ENCHANTED CAST OF CHARACTERS DELIVER MOVIE NIGHT MAGIC!



AN ELF'S STORY DVD

Filled with fun, spritely music and the timeless message that we carry Christmas in our hearts, this holiday classic introduces the world to Scout Elf Chippey and a cast of his lovable pint-sized pals. When Chippey embarks on a mission to help a young boy find the magic of belief at Christmastime, they both discover the power of love and forgiveness, and learn the most important lesson of all: true belief cannot be taught.

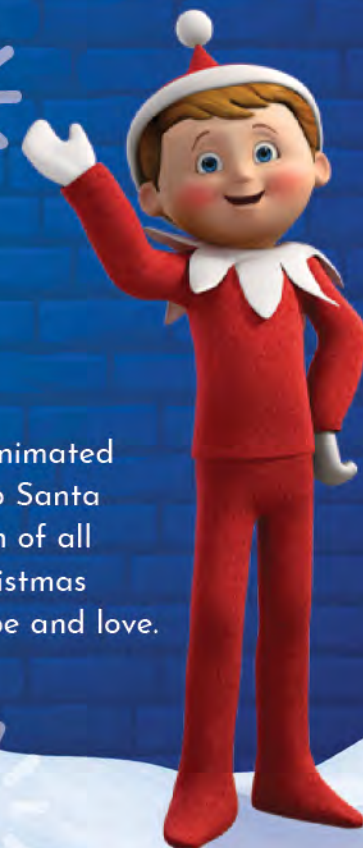
AESDVD12P
DVD
UPC 814854010012
MSRP - \$9.95



ELF PETS®: REINDEER, FOX CUB & ST. BERNARD DVD COLLECTION

Christmas cheer abounds in each of these animated holiday specials, as the Elf Pets work to help Santa keep Christmas Spirit soaring. This collection of all three Elf Pets® tales fills hearts and the Christmas season with enduring messages of faith, hope and love.

EPTRIDVD12P
DVD
UPC 814854013204
MSRP - \$10.95



Let's Play!



SWEET SPINNERS ADVENT CALENDAR

Count down to Christmas with this Advent calendar filled with The Elf on the Shelf® and Elf Pets® playable mini figures and sweet rides straight from Santa's North Pole.

Includes 24 days of surprises:

- 6 sweet-themed cars and vehicles
- 9 Scout Elf® and Elf Pets® mini figures
- 5 colorful trees
- 2 plastic traffic cones
- 1 Ready, Set, Go sign
- 1 winner's trophy

EOTSESPIN
UPC 814854014669
MSRP - \$32.95



SANTA'S NORTH POLE FRIENDS ACTIVITY BOOK

This ultimate Christmas activity book features favorite characters from Santa's North Pole with 100+ pages of activities and stickers!

INCLUDES

- 100+ stickers
- 100+ coloring and activity pages

EOTSACTBOOK
UPC 814854013631
ISBN 9781733690591
MSRP - \$5.95



THE ELF ON THE SHELF® PEPPERMINT PICK-UP GAME

Pass the peppermint, please! Hook and hang the candy canes one by one. Careful not to drop one or you'll lose your turn!

INCLUDES

- Scout Elf game piece
- 8 green candy canes
- 7 red candy canes

EOTSPICKUP
UPC 814854014478
MSRP \$5.95



TANGLED TWISTMAS CARD GAME

Put a colorful twist on game night! Match up the strands of colored lights without getting tangled in knots. Fun for all ages!

INCLUDES

- 52 Cards
- Instruction Sheet

EOTSLIGHTS
UPC 814854014461
MSRP \$5.95





Figures Multipack



ELF PETS® FIGURES MULTIPACK

Make an instant collection of the Elf Pets® crew! These articulated play figures make playtime even more adorable.

INCLUDES

- 3 articulated Elf Pets® play figures

EPMULTIPK

UPC 814854014454

MSRP \$10.95



Make our heads **TURN!**



ELF PETS® CHEER CHECKUP SET

Keep your Elf Pets happy and healthy with all the essentials needed to check their cheer levels and monitor their Christmas magic. Elf Pets will feel their merry best with the Elf Pets Cheer Checkup Set!

INCLUDES

- Cheer cuff
- Furmometer
- Care chart
- Grooming brush

EPCAREKIT

UPC 814854015130

MSRP \$10.95



New Series 4



Collect all 8!

THE ELF ON THE SHELF® AND ELF PETS® MINIS

Animated Character Edition

Collect, trade and play with your favorite characters from the Elf Pets® animated specials! You never know which adorable Scout Elf® or Elf Pets® mini you'll get. Each blind bag contains one mini figure. Collect all 8, including one mystery figure!

EOTSEPMINIS4

UPC 814854015093

MSRP \$5.95

EOTSEPMINIS4

UPC 814854015109

MSRP \$5.95



SECRET SNOPRIZE™

Each novelty globe contains a different snow-bound surprise! As water is poured into the globe, it fills with snow to reveal the mystery mini figure hidden inside.

INCLUDES

- Blue and white globe with surprise snow
- Mystery Scout Elf® or Elf Pets® Mini Figure
- Mess-free mat

EOTSEPSNOW2

UPC 814854014447

MSRP \$8.95

Series 2



Let's Play!

PLUSHEE PALS® MINI CLIPS

Show Christmas spirit year-round! Kids will love these special themed mini versions of The Elf on the Shelf® and Elf Pets® characters.

INCLUDES

- 8 Boy w/ Blue Eyes
- 5 Girl w/ Blue Eyes
- 3 Boy w/ Brown Eyes
- 2 Girl w/ Brown Eyes
- 2 Arctic Fox
- 2 Saint Bernard
- 2 Reindeer

PPMINICS3

UPC 814854015291

MSRP \$4.95

PPMINIPDQ3

UPC 814854015338

MSRP \$4.95

Series 3



Plushee Pals® Huggables



Plushee Pals®



PLUSHEE PALS® HUGGABLES

This 27-inch Huggable is an oversized, touchable, plush version of the real North Pole Scout Elves, ideal for cuddly moments all year long!

PLUSHEE PALS®

Plushee Pals® are 17-inch toy versions of real Scout Elves and are meant to be held at Christmas and all year long.



PPHUGB
Plushee Pals®
Huggable
Boy w/ Blue Eyes
UPC 814854011903
MSRP \$19.95



PPHUGBD
Plushee Pals®
Huggable
Boy w/ Brown Eyes
UPC 814854013754
MSRP \$19.95



PPHUGGD
Plushee Pals®
Huggable
Girl w/ Brown Eyes
UPC 814854013747
MSRP \$19.95



PPHUGG
Plushee Pals®
Huggable
Girl w/ Blue Eyes
UPC 814854012283
MSRP \$19.95



PPBOYL2
Plushee Pals®
Boy w/ Blue Eyes
UPC 814854014317
MSRP \$13.95



PPBOYD2
Plushee Pals®
Boy w/ Brown Eyes
UPC 814854014300
MSRP \$13.95



PPGIRL2
Plushee Pals®
Girl w/ Blue Eyes
UPC 814854014324
MSRP \$13.95



PPGIRD2
Plushee Pals®
Girl w/ Brown Eyes
UPC 814854014331
MSRP \$13.95

IT'S NORTH POLE GO TIME!



THE ELF ON THE SHELF® SCOUT ELF™ CARRIER

Now you can safely transport your Scout Elf without losing the magic! Santa has given special permission for The Elf on the Shelf® to tag along on your trips. This specially designed, North Pole official elf carrier will keep your elf on the go with you throughout the busy holiday season!

INCLUDES

- Molded see-thru carrier
- 2 double-sided message tags

EOTSCARRIER
UPC 814854014645
MSRP \$10.95



LETTERS TO SANTA A MAGICAL CHRISTMASTIME ACTIVITY

This storybook and activity transform children's full-sized letters into an elf-sized message delivered straight to Santa by their Scout Elf, then returned from the North Pole as a keepsake ornament!

INCLUDES

- Enchanting 32-page children's book
- 6 pieces of Santa's Special Paper®
- Mrs. Claus' Magic Press
- 6 Scout Elf sashes
- 2 color markers
- 2 pieces of parchment paper

SEDLTS3
UPC 814854011781
ISBN 9780997092042
MSRP - \$22.95



Scout Elves create effortless, entertaining moments with these quick and clever props!



SCOUT ELVES AT PLAY®

This kit includes Scout Elf tips and tools to inspire quick and easy scenes in your home.

INCLUDES

- 60-page idea book
- 15 Scout Elf tools
- 135+ colorful photos

SEAPKIT2
UPC 814854011613
ISBN 9780998810959
MSRP \$26.95



SCOUT ELVES AT PLAY®: PEPPERMINT TRAIN RIDE

Scout Elves love trains as much as they love candy canes! Perfect for arrivals or departures, the colorful Scout Elves at Play® Peppermint Train Ride will have your Scout Elf chugging along! Toot toot!

INCLUDES

- Inflatable train
- Paperbord tunnel standee

SEAPTRAIN
UPC 814854015352
MSRP \$16.95



IT'S NORTH POLE GO TIME!



SCOUT ELVES AT PLAY®: INSTA-MOMENT POP-UPS™

Perfectly playful instant elf scenarios! With this set of 3 backdrops for elves, your Scout Elf can deck the halls for fun elfish antics every day with pop-up ease.

INCLUDES

- 3-Pack of Instant Scenes
 - Drum Set
 - Spa Day
 - Donut Shop

EOTSPOPUPS2

UPC 814854014485

MSRP \$10.95



SCOUT ELVES AT PLAY®: STAND-N-SCOOT

Cruise in style with the Scout Elves at Play® standing scooter. Perfect for on-the-move elves who love to spread Christmas cheer quickly everywhere they go!

INCLUDES

- Plastic scooter with moving wheels
- Elf-sized safety helmet
- Festive striped scarf

SEAPSCOOTER

UPC 814854014492

MSRP \$12.95

SCOUT ELVES AT PLAY®: GLIDE-N-GO

Scout Elves show up in style with this one of kind Scout Elves at Play® parachute! Great for elf arrivals or just for fun all season long.

INCLUDES

- Plastic red parachute
- Candy Cane Cable string
- Plastic harness
- 2-sided landing pad

SEAPGLIDE

UPC 814854014676

MSRP \$12.95





**CLAUS COUTURE COLLECTION®
ICE CREAM PARTY DRESS**

What a scoop! Your Scout Elf is set to celebrate their favorite frozen treat in this pastel party dress that is sure to sweeten the season.

INCLUDES

- Ice cream cone inspired dress and bodice

CCICECRM
UPC 814854015031
MSRP \$10.95



**CLAUS COUTURE COLLECTION®
TREE FARM PJS**

Some days are made for lounging! When it's time to get cozy, these cuddly PJs are just right for the task.

INCLUDES

- Tree farm graphic pajama top
- Patterned pajama bottoms

CCTREEPJ
UPC 814854015062
MSRP \$10.95



Claus Couture

• COLLECTION •

CLAUS COUTURE COLLECTION® DRESS-UP PARTY PACK

Designed by Mrs. Claus just for the Scout Elves and Elf Pets—this fabulous mix-and-match dress-up gear allows your North Pole pals to show their style in so many ways!

INCLUDES

- Felt antlers
- Plastic and fur earmuffs
- Satin bow tie
- Fleece socks

CCEPPARTY
UPC 814854014539
MSRP \$10.95

CLAUS COUTURE COLLECTION® SNOWFLAKE SKIRT & SCARF

Scout Elves will stay super warm in this stylish outfit—made all the merrier with iconic patterns in bold red and white.

INCLUDES

- Flared elf skirt with signature snowflakes
- Scarf with cherry-red polka dots

CCSNOWSKSC
UPC 814854011217
MSRP \$10.95

ELF PETS CHRISTMAS SWEATER SET

Elf Pets are cuddly and cozy with a festive sweater designed by Mrs. Claus in reversible green and red.

INCLUDES

- Reversible red/green sweater
- 3 festive patches

EPSWEATER
UPC 814854015154
MSRP \$10.95



Mix
-and-
Match!

CLAUS COUTURE COLLECTION® SWEET TREATS TEES

Scout Elves love delectable treats, and they are tickled to show it on this tasty trio of elf-sized T-shirts. Comes in a collectible tin suitcase for on-the-go travel or storage.

INCLUDES

- One smart cookie t-shirt
- Sweet treats t-shirt
- Goody goody gumdrop t-shirt
- Keepsake tin storage suitcase

CCTREAT
UPC 814854015383
MSRP \$14.95



MAGIFREEZ® POLAR POWER HERO SET

Scout Elves will find their inner hero with this set that includes everything a hero-in-training needs to activate their polar power and save the day!

INCLUDES

- MagiFreez® standing pants with belt
- Cape
- Plastic chest plate
- Hero mask
- Skirt
- Wrist gauntlets

MFHERO

UPC 814854015161
MSRP \$12.95





MAGICAL STANDING GEAR
FOR SCOUT ELVES

MAGIFREEZ® RETRO RAD 80'S GEAR

Your Scout Elf will for sure be the raddest elf on the block with this totally tinsed, merry-to-the-max 80s throwback set!

INCLUDES

- MagiFreez® standing pants
- High-top sneakers
- Vibrant vintage shirt
- Retro cell phone
- Classic boombox

MFRETRO

UPC 814854015185
MSRP \$12.95



MAGIFREEZ® COOL KICKS SNEAKER TRIO

Scout Elf sneakerheads, stand tall!
Scout Elves can step out in style with this set of trendy treads that are sure to impress St. Nick!

INCLUDES

- MagiFreez® standing pants
- "Elf the shoe fits" t-shirt
- Casual sneakers
- High-top sneakers
- Low-top sneakers

MFSNEAKER

UPC 814854015215
MSRP \$12.95





About The Lumistella Company

CCA and B, LLC d/b/a The Lumistella Company is the official source for the stories of Santa's North Pole. Since its launch in 2005 with *The Elf on the Shelf: A Christmas Tradition*, the company has become home to a number of iconic Christmas brands including The Elf on the Shelf, Elf Pets, and Elf Mates. A family-owned business, and home to one of the world's most famous Christmas brands, The Lumistella Company taps into the magic of Christmastime through its ever-expanding list of characters, stories and lore. Each year, the company brings Santa's North Pole to life for children around the world and creates joyful family moments through consumer products, brand experiences, and entertainment content.



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