



# ALLURE®

**2025-26 HOCKEY**  
HOBBY



Product depicted for demonstration purposes only and is subject to change without notice. © 2025 The Upper Deck Company. NHL and the NHL Shield are registered trademarks of the National Hockey League. All NHL logos and marks and NHL team logos and marks depicted herein are the property of the NHL and the respective teams and may not be reproduced without the prior written consent of NHL Enterprises, L.P. © 2025 NHL. All Rights reserved. ©NHLPA. Officially Licensed Product of the NHLPA. NHLPA, National Hockey League Players' Association and the NHLPA logo are trademarks of the NHLPA and are used under license.





# 2025-26 ALLURE® HOCKEY

## THE BASE SET

### 150 Cards, Including 50 Rookies

Allure® Hockey returns with a 150-card **Base Set** featuring 100 veteran standouts and 50 top rookies! The parallel lineup is stunning and diverse. From color and pattern variations to color and pattern variations with autographs, Allure® Hockey appeals to a wide variety of collectors, especially auto, player and set collectors.

### Parallel Chase Cards!

Keep an eye out for, among others, numbered Blue Line, Blue Line Auto, Purple Diamond and Purple Diamond Auto parallels, as well as the perennially-coveted 1-of-1 Golden Treasures and Golden Treasures Auto parallels!

### Per Pack!

Each pack will contain, on average:

One (1) **Base Set Rookies** card!

One (1) Black Rainbow, Red Rainbow or Orange Slice veteran or rookie parallel card!



**BASE SET VETERANS**  
Black Rainbow Parallel



**BASE SET ROOKIES**  
Purple Diamond Auto Parallel



Content is subject to change without notice. Card images are solely for the purpose of design display.



# 2025-26 ALLURE<sup>®</sup> HOCKEY

## RETURNING COLLECTOR-FAVORITE INSERTS



### COLOR FLOW

The beautiful and popular **Color Flow** insert returns with a stellar new design and an excellent star veteran & top rookie checklist! Via the Color Flow insert, fans and collectors can build a “rainbow set” for more than 30 players. A rainbow set can be constructed by lining up the **Color Flow Red-Orange** card of a particular player with the **Orange-Yellow**, **Yellow-Green**, **Green-Blue** and **Blue-Purple** versions. With six (6) Color Flow cards per box, on average, it’s easy to get rainbow sets started! Collectors will also love the challenge of putting together serially-numbered Spectrum parallel sets.

Keep an eye out for separate **Color Flow Full Rainbow Auto** cards!

### GOLD AT THE END OF THE RAINBOW!

Strive to complement your 5-card rainbow sets with a 1-of-1 **Color Flow Golden Treasures** card!



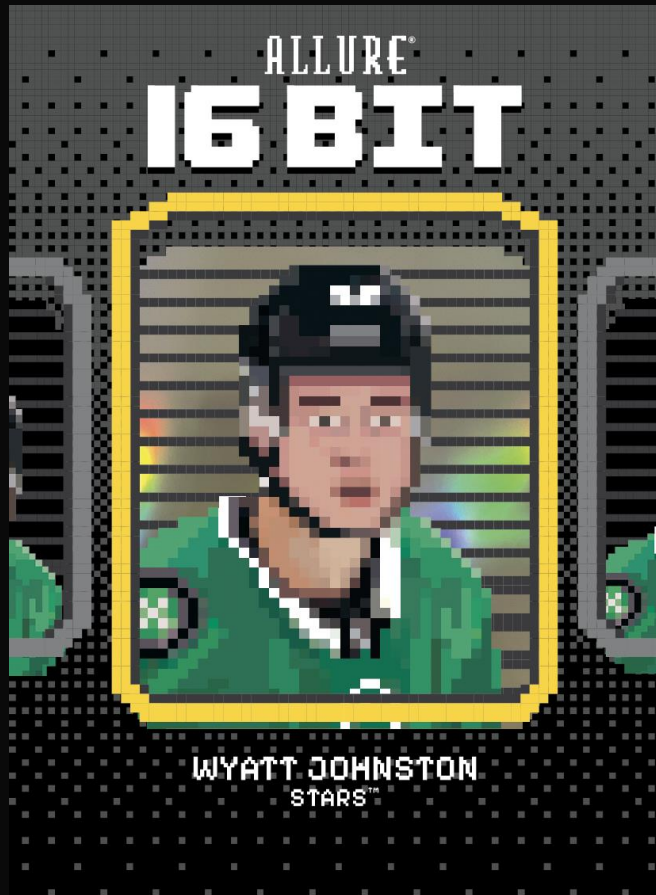
Content is subject to change without notice. Card images are solely for the purpose of design display.





# 2025-26 ALLURE<sup>®</sup> HOCKEY

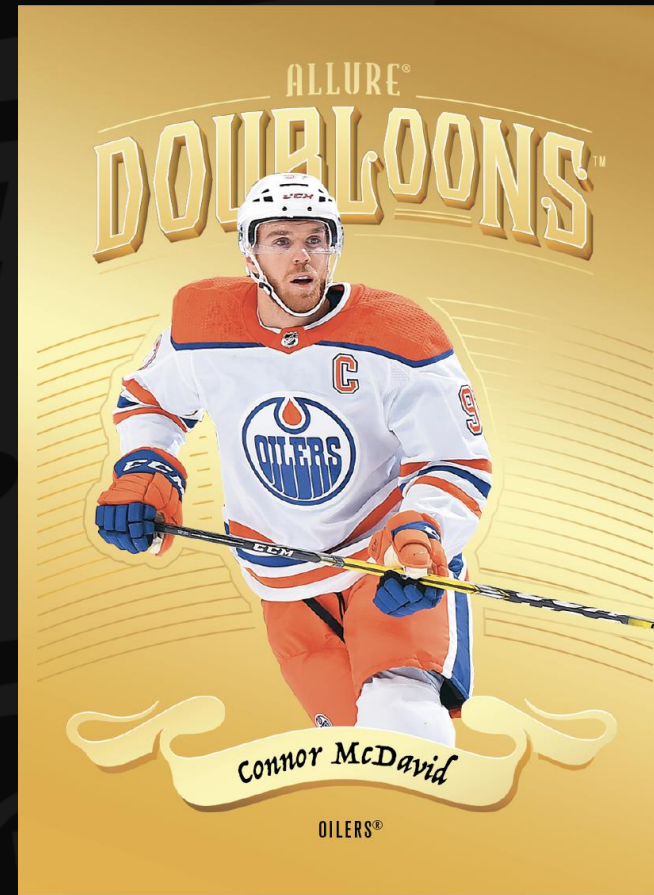
## RETURNING COLLECTOR-FAVORITE INSERTS



16 BIT

The 16 Bit and Doubloons inserts are back!

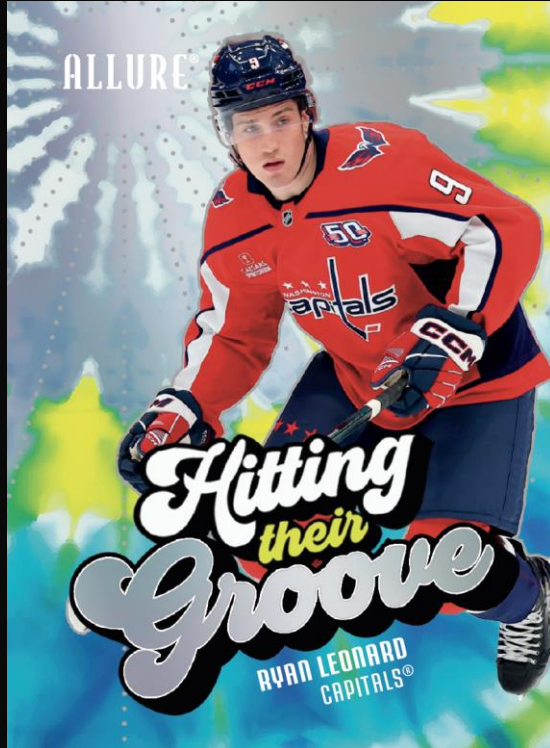
Each set boasts a new design and a highly-desirable checklist consisting of star and superstar veterans, and top rookies.



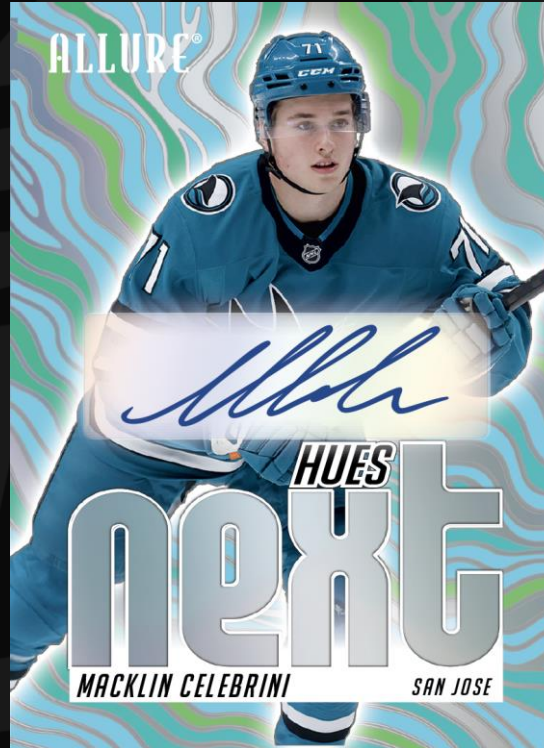
DOUBLOONS<sup>™</sup>

# 2025-26 ALLURE<sup>®</sup> HOCKEY

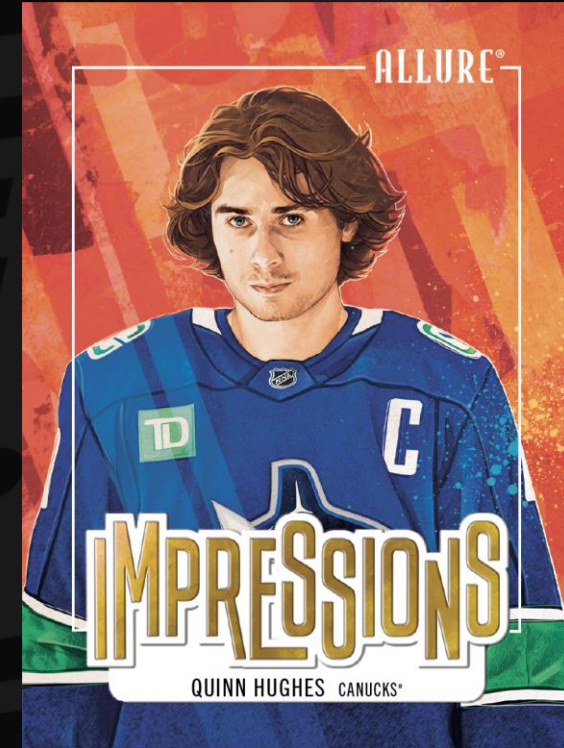
NEW INSERTS!



## HITTING THEIR GROOVE



## HUES NEXT?



## IMPRESSIONS

Be the first to collect the **Hitting Their Groove** (top rookies and young star veterans), **Hues Next?** (top rookies and second-year players) and **Flashy Forwards** (only superstar/star veteran forwards) sets. Collect at least two (2) of these cards per box, on average! Also collect **Orange**, **Blue**, **Spectrum** (#'d), **Orange Spectrum** (#'d), **Blue Spectrum** (#'d), **Golden Treasures** (#'d 1-of-1) and **Auto** parallels!

Any collection will be bolstered by any card from the all-new **Impressions** set. This rare and colorful original art set consists of superstars and superstars in the making!

Content is subject to change without notice. Card images are solely for the purpose of design display.



# 2025-26 ALLURE<sup>®</sup> HOCKEY

## CONFIGURATION & BOX BREAK

### CONFIGURATION

8  
Cards per Pack

8  
Packs per Box

12  
Color Flow, Hitting Their Groove, Hues Next?  
and/or Flashy Forwards Cards  
*(Includes Orange parallels and Blue parallels of the Hitting Their  
Groove, Hues Next? and Flashy Forwards cards)*

8  
Base Set Rookies Cards

8  
Black Rainbow, Red Rainbow and/or Orange Slice  
Base Set Parallel Cards  
*(Includes Rookies)*

### BOX BREAK ON AVERAGE

2  
Serially-Numbered and/or Ratio'd Short Print Cards

1  
Autograph or Doubloons Card

1  
Additional Base Set Rookies -OR- a Black Rainbow, Red  
Rainbow or Orange Slice Base Set Rookies Parallel Card



Content is subject to change without notice.

