

NORDSTROM



ESTÉE LAUDER
Point-of-Sale Guidelines
Fall 2023



Hello to the BEST Nordstrom Counter Managers in the World,

A whole new world of beauty is here—and we’re thrilled to share what’s on our radar for fall. A NEW lineup of fragrance, skincare and makeup takes center stage, with launches in Advanced Night Repair, Futurist, AERIN, brow & eye and more! Our bestselling **Double Wear Foundation**, loved for its 24-hour staying power and breathable, cashmere matte finish in 55+ shades, will continue to play a starring role. Also in the spotlight: our fan favorite **Advanced Night Repair Serum**, which boosts 7 key repair actions that include hydration, radiance, line reduction, firmness, even tone, strengthening and antioxidant protection.

New in Fragrance

AERIN Rose de Grasse Rouge

Voluminous Red Rose blends with dewy Rose Water and warm Honeycomb for a bold, sensual fragrance.

New in Skincare

Advanced Night Repair Rescue Solution

A powerful sensitive skin formula featuring 15% Bifidus Ferment, a targeted treatment that fights the look of redness by 48%.*

New in Makeup

Next-level lashes & brows

Turbo Lash High-Powered Volume + Length Mascara

Instant drama. 12-hour wear. 92% saw longer, fuller, restored-looking lashes after one week.**

Turbo Lash Night Revitalizing Serum Lash + Brow

Conditioning care for thicker, fuller lashes and brows.

BrowPerfect 3D All-in-One Styler

Three formulas in one tool: micro-tip pencil defines, buildable powder fills, 24-hour setting gel locks in your look.

Skin-loving makeup, powered by science

Futurist SkinTint Serum

All-day, color-true wear. With Botanical Oil infusion and SPF 20. Formulated to even, smooth, moisturize and improve skin over time.





Futurist Soft Touch Brightening Skincealer

Skin instantly looks brighter. Fine, dry lines instantly look plumped. Improves hydration and radiance over time.

Futurist Peptide-Power Serum Primer

Instantly hydrates skin for a smooth, makeup-ready glow. Works over time for a youthful radiance, even without makeup.

As always, thank you for making Estée Lauder the ultimate destination for beauty. We are incredibly grateful for your partnership and look forward to embracing this, and every season, together.

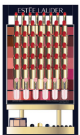
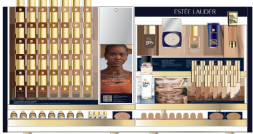
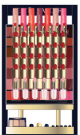
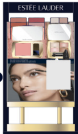
With gratitude,

Fiona Sainty

Senior Vice President, General Manager
Estée Lauder and AERIN Beauty North America

*After pre-treatment period; clinical testing on 25 women measured for 150 minutes, versus untreated control.
**Consumer testing on 106 women after using product for 1 week.

TESTER CADENCE

	CURRENTLY ON-COUNTER	JUL	AUG	SEPT
LAUNCH UNITS	 SKINCARE TRENDING NOW UNIT Update with new graphics Select Doors Unit Code #: PG5E-60 Graphic Code #: G4T4-70	 SKINCARE TRENDING NOW UNIT Update with new templates and graphics Select Doors Unit Code #: PG5E-60 Update Code #: G882-60		
AERIN	 AERIN FRAGRANCE UNIT Premier Top Doors Update with back riser and platform graphics Graphic Update Code #: G762-70  AERIN FRAGRANCE UNIT All AERIN Fragrance Core Doors Update with back riser and platform graphics Graphic Update Code #: G762-70	 AERIN FRAGRANCE UNIT All AERIN Fragrance Core Doors Update with new all new graphics and new located acrylics for platforms Graphic Update Code #: G1Q0-70 Acrylic/Locator Update Code #: G16Q-60  AERIN FRAGRANCE UNIT Premier Top Doors Update with new all new graphics and new located acrylics for platforms Graphic Update Code #: G1Q1-70 Acrylic/Locator Update Code #: G16O-60		
RE-NUTRIV	 RE-NUTRIV DIAMOND LINE TESTER UNIT Select Doors Update with new templates and graphics Unit Code #: PT2M-60 Graphic Update Code #: G5LK-70 Acrylic Update Code #: G5LM-60		 RE-NUTRIV DIAMOND LTU Select Doors Update with new templates and graphics Unit Code #: PT2M-60 Graphic Update Code #: G13Z-70 Acrylic Update Code #: G881-60	
LINE TESTERS	 SKINCARE LTU VER. 1 (NON-NUTRITIOUS MOISTURIZER REFILLS) Most Doors Update with new templates and graphics Unit Code #: PG58-60 Graphic Update Code #: G4T9-70 Acrylic Update Code #: G4TH-60  COLOR HYBRID LTU (VI) Update with all new templates and graphics Select Doors Unit Code #: PG5G-60 April Update Code #: TBD  SKINCARE LTU VER. 2 (NON-NUTRITIOUS WITH MOISTURIZER REFILLS) Select Doors Update drawer template and new graphics Unit Code #: PG58-60 Graphic Update Code #: G4TA-70 Acrylic Update Code #: G4TJ-60  FOUNDATION LINE TESTER UNIT Update with new graphics Most Doors Unit Code #: PJHJ-60 Update Code #: G5PL-70  ADVANCED NIGHT REPAIR SKINCARE LTU BANNER Doors With Full Skincare Unit Only Banner Code #: G76C-70  EYE & CHEEK HYBRID UNIT Install new unit Select Doors Unit Code #: PG5G-60 April Update Code #: TBD	 SKINCARE LTU VER. 1 (W/O SUPREME MOISTURIZER REFILLS) Most Doors Update with new templates and graphics Unit Code #: PG58-60 Graphic Update Code #: G14I-70 Acrylic Update Code #: G87Y-60  COLOR HYBRID LTU (VI) Update with template and graphics Select Doors Unit Code #: PG5G-60 Graphic Update Code #: G18P-70 Acrylic Update Code #: G88G-60  SKINCARE LTU VER. 2 (WITH SUPREME MOISTURIZER REFILLS) Select Doors Update with new templates and graphics Unit Code #: PG58-60 Graphic Update Code #: G14O-70 Acrylic Update Code #: G87X-60  FOUNDATION LINE TESTER UNIT Update with new graphics with S.R.P. updates Most Doors Unit Code #: PJHJ-60 Graphic Update Code #: G18T-70  EYE & CHEEK HYBRID UNIT Update with new templates and graphics Select Doors Unit Code #: PG5G-60 Update Code #: TBD		 FOUNDATION LINE TESTER UNIT Update with new templates and graphics All Doors Unit Code #: PJHJ-60 Update Code #: G88T-60  EYE & CHEEK HYBRID UNIT Remove plug on top template only Select Doors Unit Code #: PG5G-60 Update Code #: TBD

SKINCARE LINE TESTER

Version 1: Without Moisturizer Refill
July Update



Main Platform

- 1. Perfectionist Pro Brightening Treatment (1.7 oz)
- 2. Perfectionist Pro Rapid Firm + Lift Treatment (1.7 oz)
- 3. Perfectionist Pro Rapid Renewal Retinol Treatment (1.0 oz)
- 4. Perfectionist Pro Multi-Zone Wrinkle Concentrate (0.85 oz)
- 5. Perfectionist Pro Multi-Defense UV Gel (1.0 oz)
- 6. Resilience Multi-Effect Face and Neck Creme SPF 15 (1.7 oz)
- 7. Resilience Multi-Effect Face and Neck Creme Dry (1.7 oz)
- 8. Resilience Multi-Effect Night Creme (1.7 oz)
- 9. Resilience Multi-Effect Eye Creme (0.5 oz)
- 10. New Advanced Night Repair Rescue Solution with Bifidus Ferment (0.68 oz)
- 11. Advanced Night Repair Serum Synchronized Multi-Recovery Complex (1.7oz)
- 12. Advanced Night Repair Supercharged Gel-Creme Synchronized Multi-Recovery (0.5 oz)
- 13. Revitalizing Supreme+ Bright Power Soft Creme (1.7oz)
- 14. Revitalizing Supreme+ Youth Power Creme (1.7oz)
- 15. Revitalizing Supreme+ Night Intensive Restorative Creme (1.7 oz)
- 16. Revitalizing Supreme+ Youth Power Eye Balm (0.5 oz)

- 17. Daywear Multi-Protection Anti-Oxidant 24H-Moisture Creme SPF 15 (1.7 oz)
- 18. Daywear Matte Oil-Control Anti-Oxidant Moisture Gel Creme (1.7 oz)
- 19. Daywear Anti-Oxidant 72H Hydration Sorbet Creme SPF 15 (1.7 oz)
- 20. Daywear Eye Cooling Anti-Oxidant Moisture Gel Creme (0.5 oz)

Drawer

- 21. Micro Essence Treatment Lotion with Bio-Ferment (6.7 oz)
- 22. New Advanced Night Cleansing Balm (2.2 oz)
- 23. New Advanced Night Cleansing Gelée (3.4 oz)
- 24. Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery Complex (0.5 oz)
- 25. Take It Away Makeup Remover Lotion (6.7 oz)
- 26. Gentle Eye Makeup Remover (3.4 oz)
- 27. Perfectly Clean Multi-Action Foam Cleanser/Purifying Mask (5.0 oz)
- 28. Perfectly Clean Multi-Action Toning Lotion/Refiner (6.7 oz)



MAIN PLATFORM



DRAWER

Continued from Left

- 29. Perfectly Clean Infusion Balancing Essence Lotion (13.5 oz)
- 30. Soft Clean Infusion Hydrating Essence Lotion (13.5 oz)
- 31. Revitalizing Supreme+ Youth Power Power Soft Milky Lotion (3.4 oz)
- 32. Perfectionist CP+R Wrinkle Lifting/Firming Serum (1.7 oz)
- 33. Perfectionist Pro Multi-Defense UV Fluid SPF 45 (1.0 oz)
- 34. Revitalizing Supreme+ Global Anti-Aging Cell Power Creme SPF 15 (1.7 oz)

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

SKINCARE LINE TESTER

Version 2: With Moisturizer Refills
July Update

HISTORY OF UPDATES

Jan '23	Update with new graphics and new template (TBD).
Mar '23	Update with new graphics and new drawer template. (Graphic Update Code #: G4TA-70 Acrylic Update Code #: G4TJ-60).
Jul '23	Update with new templates, new graphics, and new products. Graphic Update Code #: G14O-70 Acrylic Update Code #: G87X-60



MAIN PLATFORM



DRAWER

Main Platform

1. Perfectionist Pro Rapid Brightening Treatment (1.7 oz)

2. Perfectionist Pro Rapid Firm + Lift Treatment (1.7 oz)

3. Perfectionist Pro Rapid Renewal Retinol Treatment (1.0 oz)

4. Perfectionist Pro Multi-Zone Wrinkle Concentrate (0.85 oz)

5. Perfectionist Pro Multi-Defense UV Gel (1.0 oz)

6. Resilience Multi-Effect Face and Neck Creme SPF15 Normal / Combination (1.7 oz)

7. Resilience Multi-Effect Night Creme (1.7 oz)

8. DayWear Multi-Protection Anti-Oxidant 24H-Moisture Creme SPF 15 (1.7 oz)

9. DayWear Anti-Oxidant 72H Hydration Sorbe Creme SPF 15 (1.7 oz)

10. New Advanced Night Repair Rescue Solution with Bifidus Ferment (0.68 oz)

11. Advanced Night Repair Serum Synchronized Multi-Recovery Complex (1.7oz)

12. Advanced Night Repair Supercharged Gel-Creme Synchronized Multi-Recovery (0.5 oz)

13. Revitalizing Supreme+ Youth Power Creme (2.5 oz)

14. Revitalizing Supreme+ Youth Power Creme Refill (2.5 oz)

15. Revitalizing Supreme+ Youth Power Creme (1.7 oz)
16. Revitalizing Supreme+ Youth Power Creme Refill (1.7 oz)

17. Revitalizing Supreme+ Bright Power Soft Creme (1.7 oz)

18. Revitalizing Supreme+ Global Anti-Aging Cell Power Creme SPF 15 (1.7 oz)

19. Revitalizing Supreme+ Night Intensive Restorative Creme (1.7 oz)

20. Revitalizing Supreme+ Youth Power Eye Balm (0.5 oz)

Drawer

21. New Advanced Night Cleansing Gelée (3.4 oz)

22. New Advanced Night Cleansing Balm (2.2 oz)

23. Micro Essence Treatment Lotion with Bio-Ferment (6.7 oz)

24. Gentle Eye Makeup Remover (3.4 oz)

25. Take It Away Makeup Remover Lotion (6.7 oz)

26. Perfectly Clean Multi-Action Toning Lotion/Refiner (6.7 oz)

27. Perfectly Clean Multi-Action Foam Cleanser/Purifying Mask (5.0 oz)

28. Perfectly Clean Infusion Balancing Essence Lotion (13.5 oz)

Continued from Left

29. Soft Clean Infusion Hydrating Essence Lotion (13.5 oz)

30. Perfectionist Pro Multi-Defense UV Fluid SPF 45 (1.0 oz)

31. Perfectionist CP+R Wrinkle Lifting/Firming Serum (1.7 oz)

32. Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery Complex (0.5 oz)

33. Revitalizing Supreme+ Youth Power Power Soft Milky Lotion (3.4 oz)

34. Resilience Multi-Effect Face and Neck Creme Dry (1.7 oz)

35. Daywear Matte Oil-Control Anti-Oxidant Moisture Gel Creme (1.7 oz)

36. Resilience Multi-Effect Eye Creme (0.5oz)

37. Daywear Eye Cooling Anti-Oxidant Moisture Gel Creme (0.5 oz)

38. Revitalizing Supreme+ Bright Power Soft Creme Refill (1.7 oz)

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

RE-NUTRIV LINE TESTER

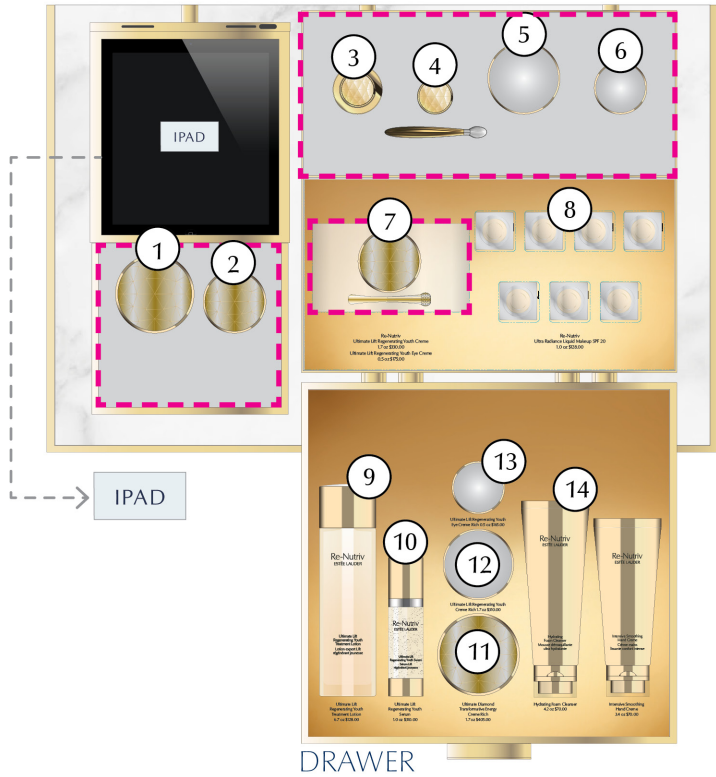
Select Diamond Department Stores
August Update

HISTORY OF UPDATES

Jul '22	Update with new S.R.P. graphics (G3L6-70).
Jan '23	Update with new graphics and templates (Graphic Update Code #: G5LK-70 Acrylic Update Code #: G5LM-60).
Aug '23	Update with new graphics and templates (Graphic Update Code #: G5LK-70 Acrylic Update Code #: G5LM-60).



TOP VIEW



DRAWER

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

Line Tester (Use saleable products except where indicated.)

- Re-Nutriv Ultimate Diamond Sculpted Transformation Creme 1.7 oz, (1)
- Re-Nutriv Ultimate Diamond Sculpted Transformation Creme Mini 0.5 oz, (1)
- Re-Nutriv Brilliance Serum 1 oz, (1)
- Re-Nutriv Ultimate Diamond Eye Serum 0.5 oz, with applicator (1)
- Re-Nutriv Ultimate Lift Regenerating Youth Creme 1.7 oz, (1)
- Re-Nutriv Ultimate Lift Regenerating Youth Eye Creme 0.5 oz, (1)
- Re-Nutriv Ultimate Diamond Transformative Energy Eye Creme 0.5 oz, with applicator (1)
- Re-Nutriv Ultra Radiance Liquid Makeup SPF 20 1 oz, (7)
- Re-Nutriv Ultimate Lift Regenerating Youth Treatment Lotion 6.7 oz, (1)
- Re-Nutriv Ultimate Lift Regenerating Youth Serum 1 oz, (1)
- Re-Nutriv Ultimate Diamond Transformative Energy Creme Rich 1.7 oz, (1)
- Re-Nutriv Ultimate Lift Regenerating Youth Creme Rich 1.7 oz, (1)
- Re-Nutriv Ultimate Lift Regenerating Youth Eye Creme Rich 0.5 oz, (1)
- Re-Nutriv Rich Foaming Cleanser 4.2 oz, (1)
- Re-Nutriv Intensive Smoothing Hand Creme 3.4 oz, (1)



FOUNDATION LINE TESTER

September Update

HISTORY OF UPDATES

Jan '23	Update with new graphics (G5PL-70).
Jul '23	Update with new graphics that has new SRPs (G1BT-70).
Sept '23	Update with new graphics and templates (G5PL-70).

SEE PAGE 106 FOR TESTER PRE-PACK CODES.



GRAPHIC PLUG:
There will be a graphic plug to cover drill holes for products #10 and #11. Keep until products arrive in October.



Product List

- Double Wear Stay-In-Place Makeup (42)
- Double Wear Sheer Longwear Makeup (1)
- Double Wear Matte Powder (1)
- Double Wear Stay-In-Place Makeup (1)
- New Futurist SkinTint Serum (1)
- Futurist Hydra Rescue Moisturizing Makeup SPF 45 (16)
- The Mattifier Shine Control Perfecting Primer + Finisher (1)
- The Smoother Universal Perfecting Primer (1)
- Futurist Aqua Brilliance Watery Glow Primer (1)
- New Futurist Peptide-Power Serum Primer (1)
- New Futurist Soft Touch Brightening Concealer (24)
- Futurist Hydra Rescue Moisturizing Makeup SPF 45 (16)
- Double Wear Stay-in-Place Flawless Wear Concealer (12)
- Double Wear Sheer Flattery Loose Powder in Shaker Godets (5)
- Double Wear Sheer Flattery Loose Powder (1)
- New Futurist SkinTint Serum (10)
- Double Wear Maximum Cover Camouflage Foundation for Face and Body SPF 15 (1)
- Double Wear Stay-in-Place Matte Powder (12)

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

Unit Code #:

AERIN

Nordstrom Premier Unit
July Update

HISTORY OF UPDATES

Feb '23	Update with new back riser graphic (G762-70).
Jul '23	Update with new back riser and base graphics, and new located platforms. Graphic Update Code #: G1Q1-70 Acrylic/Locator Update Code #: G16Q-60 .



TOP VIEW



Line Tester (Use salable products)

- | | |
|---|-----------------------------|
| 1. Rose de Grasse 1.7 oz | 13. Limone di Sicilia 1.7oz |
| 2. Rose de Grasse Joyful Bloom 1.7 oz | 14. Tuberose le Jour 1.7oz |
| 3. Rose de Grasse Pour Filles 1.0 oz | 15. Tuberose le Soir 1.7oz |
| 4. New Rose de Grasse Rouge 1.7 oz | 16. Ambrette de Noir 1.7oz |
| 5. Mediterranean Honeysuckle 1.7 oz | |
| 6. Wild Geranium 1.7 oz | |
| 7. Ikat Jasmine 1.7oz | |
| 8. Fleur de Peony 1.7 oz | |
| 9. Lilac Path 1.7oz | |
| 10. Hibiscus Palm 1.7oz | |
| 11. Cedar Violet 1.7oz | |
| 12. Amber Musk 1.7oz | |

- NEW GRAPHICS**
- NEW TEMPLATES & GRAPHICS**

NOTES:

- Merchandise 1.7oz on unit for all fragrances in exception to Rose de Grasse Pour Filles (1.0z).
- Keep caps on on all fragrances.

Unit Code #:

AERIN

Nordstrom Core Collection Unit
July Update

HISTORY OF UPDATES

Feb '23	Update with new back riser graphic (G762-70).
Jul '23	Update with new back riser and base graphics, and new located platforms. Graphic Update Code #: G1Q0-70 Acrylic/Locator Update Code #: G16Q-60 .



TOP VIEW



Line Tester (Use salable products)

- | |
|---|
| 1. Rose de Grasse 1.7 oz |
| 2. Rose de Grasse Joyful Bloom 1.7 oz |
| 3. Rose de Grasse Pour Filles 1.0 oz |
| 4. New Rose de Grasse Rouge 1.7 oz |
| 5. Mediterranean Honeysuckle 1.7 oz |
| 6. Wild Geranium 1.7 oz |
| 7. Ikat Jasmine 1.7oz |
| 8. Fleur de Peony 1.7 oz |
| 9. Lilac Path 1.7oz |
| 10. Hibiscus Palm 1.7oz |
| 11. Cedar Violet 1.7oz |
| 12. Amber Musk 1.7oz |

- NEW GRAPHICS**
- NEW TEMPLATES & GRAPHICS**

NOTES:

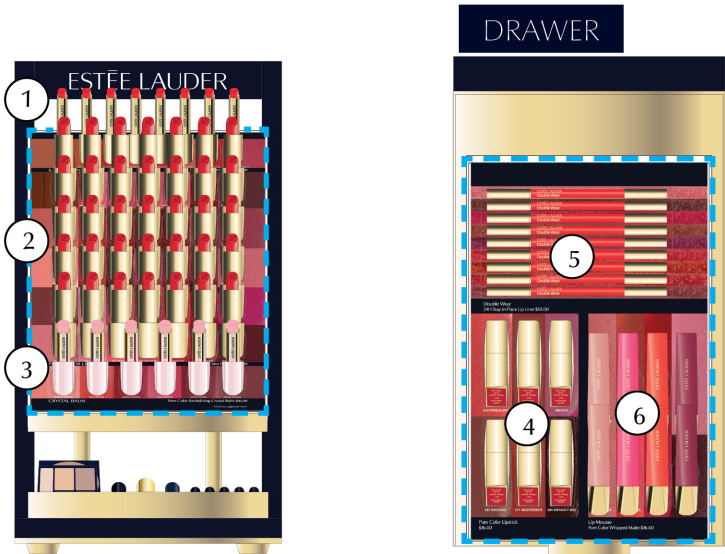
- Merchandise 1.7oz on unit for all fragrances in exception to Rose de Grasse Pour Filles (1.0z).
- Keep caps on on all fragrances.

COLOR HYBRID UNIT

July Update

HISTORY OF UPDATES

Feb '23	Update with new Pure Color Envy Emerald Lipsticks and new graphics.
Apr '23	Update with new templates and graphics.
Jul '23	Update with new graphics (G1BP-70).



Product List

Main Platform

- 1. Pure Color Illuminating Shine (8)
- 2. Pure Color Lipstick (Emerald) (35)
- 3. Pure Color Revitalizing Crystal Balm (6)

Drawer

- 4. Pure Color Lipstick (6)
- 5. Double Wear 24H Stay-in-Place Lip Liner (9)
- 6. Pure Color Whipped Matte (8)

- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS

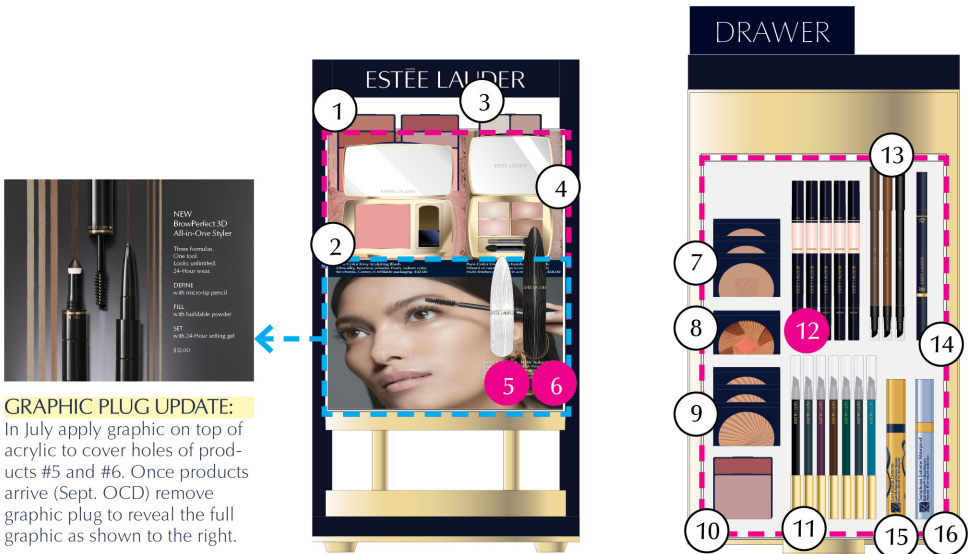


FACE HYBRID UNIT

July & September Update

HISTORY OF UPDATES

Apr '23	Install new unit.
Jul '23	Update with new templates and new graphics (TBD).
Sept '23	Update to remove graphic plug on top template.



Product List

Main Platform

- 1. Pure Color Envy Blush - in godets (6)
- 2. Pure Color Envy Blush (1)
- 3. Pure Color Envy Eyeshadow Quad - in godets (3)
- 4. Pure Color Envy Eyeshadow Quad (1)
- 5. New Turbo Lash Night Revitalizing Serum Lash + Brow (1) PLUG OVER WITH GRAPHIC PROVIDED AND TAKE OFF ONCE NEW PRODUCT IS RECEIVED (SEPTEMBER ON-COUNTER)
- 6. New Turbo Lash High Powered Volume + Length Mascara (1) PLUG OVER WITH GRAPHIC PROVIDED AND TAKE OFF ONCE NEW PRODUCT IS RECEIVED (SEPTEMBER ON-COUNTER)

Drawer

- 7. Bronze Goddess Bronzer (3)
- 8. Bronze Goddess Healthy Glow Bronzer (1)
- 9. Bronze Goddess Highlighting Gelee (3)
- 10. Pure Color Envy Blush - in godets (2)
- 11. Double Wear Stay-In-Place Eye Pencil (7)
- 12. New BrowPerfect 3D All-In-One Styler (5)
- 13. Kajal Eyeliner (3)
- 14. Little Black Liner (1)
- 15. Sumptuous Extreme Mascara (1)
- 16. Sumptuous Extreme Waterproof Mascara (1)



DRAMMING UNIT & DRAMMING PEDESTAL

August Update

HISTORY OF UPDATES	
Aug '19	Install new unit (PG5F-60).
Jan '20	Update with all new graphics on Dramming Unit (PNIP-70). Update with all new magnetic panels on Dramming Pedestal (PNIT-60).
Aug '23	Update with all new unit and pedestal graphics (TBD).



COUNTERS AT A GLANCE

CASE MERCHANDISING

JULY

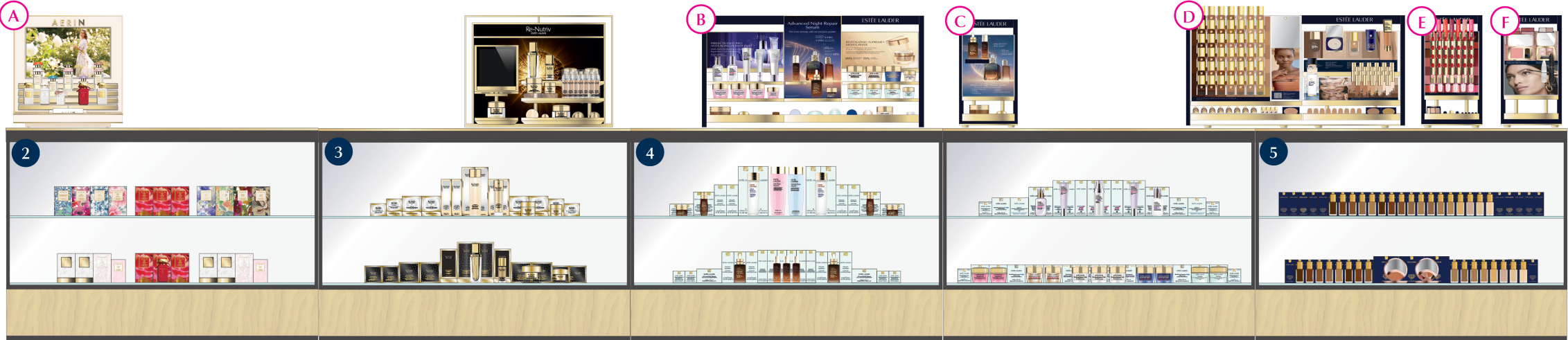
3 CASES



4 CASES



5 CASES



CASE CATEGORIES

- 1 AERIN + Re-Nutriv
- 2 AERIN
- 3 Re-Nutriv
- 4 Skincare
- 5 Foundation

NEW IN JULY:

- A Aerin Core Line Tester Unit Update
- B Skincare Line Tester Unit Update
- C Skincare Trending Now Unit Update
- D Foundation Line Tester Unit Update
- E Color Hybrid Unit Update
- F Eye & Cheek Hybrid Unit Update
- G Aerin Premier Line Tester Unit Update

AERIN PREMIER DOOR CASE SET UP

(See Page 30 for list of Top AERIN doors).

- 1 Premier AERIN + Re-Nutriv Case

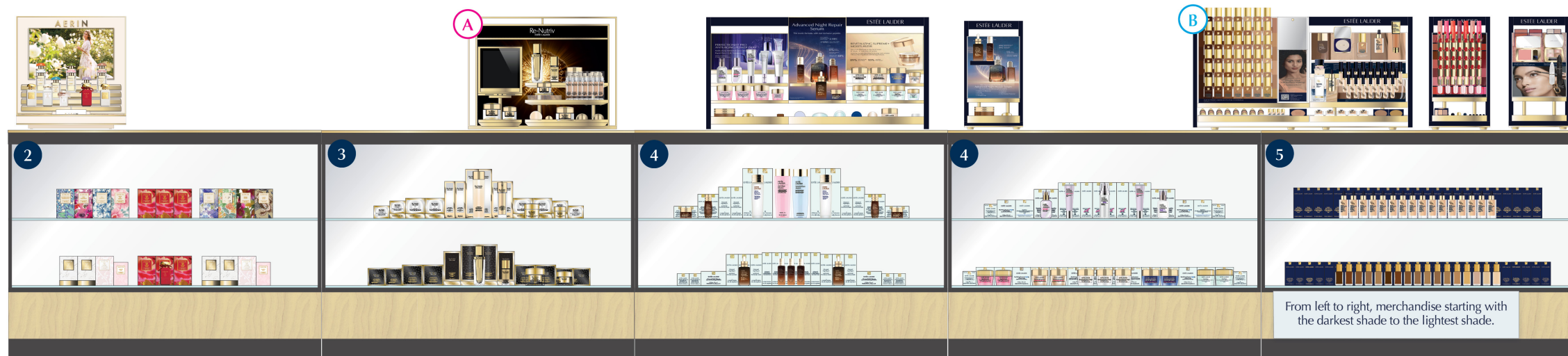


- 2 Premier AERIN Case



AUG-SEPT

5 CASES



NORDSTROM BAYS

JULY

3 BAYS



*SET UP FOR AERIN CORE DOORS. FOR TOP DOORS, REFER TO SET UP TO THE RIGHT

4 BAYS



*SET UP FOR AERIN CORE DOORS. FOR TOP DOORS, REFER TO SET UP TO THE RIGHT

*Follow shelf set up below for
Premier AERIN Doors:



See page 20 for list of Premier AERIN doors.

NEW GRAPHIC

NORDSTROM BAYS

JULY

5 BAYS



*SET UP FOR AERIN CORE DOORS. FOR TOP DOORS, REFER TO SET UP INSIDE DOTTED BOX.

6 BAYS



*SET UP FOR AERIN CORE DOORS. FOR TOP DOORS, REFER TO SET UP INSIDE DOTTED BOX.

NEW GRAPHIC

*Follow shelf set up below for TOP AERIN Doors:



See page 20 for list of Top AERIN doors.

NORDSTROM BAYS
SEPTEMBER

3 BAYS



*SET UP FOR AERIN CORE DOORS. FOR TOP DOORS, REFER TO SET UP TO THE RIGHT

4 BAYS



*SET UP FOR AERIN CORE DOORS. FOR TOP DOORS, REFER TO SET UP TO THE RIGHT

*Follow shelf set up below for
Premier AERIN Doors:



See page 20 for list of Premier AERIN doors.

NEW GRAPHIC

NORDSTROM BAYS

SEPTEMBER

NEW GRAPHIC

*Follow shelf set up below for
TOP AERIN Doors:



See page 20 for list of Top AERIN doors.

5 BAYS



*SET UP FOR AERIN CORE DOORS. FOR TOP DOORS, REFER TO SET UP INSIDE DOTTED BOX.

6 BAYS



*SET UP FOR AERIN CORE DOORS. FOR TOP DOORS, REFER TO SET UP INSIDE DOTTED BOX.

Tester Codes

As per our usual cadence, each tester/ godet is planned to ship in once this fiscal year. Please be mindful of this while also adhering to the latest hygiene standards. Small slushes of each tester code will be available to order through the COE if necessary.

FOUNDATION UNIT PRE-PACKS		
Franchise/Product	Shade	Code
Double Wear Stay-In-Place Matte Powder (TSD: 2/7/22)	• Tester Godet - 1C0	• PANX15
	• Tester Godet - 1C1	• PANX66
	• Tester Godet - 1N1	• PANX72
	• Tester Godet - 1N2	• PANX16
	• Tester Godet - 1W2	• PANX36
	• Tester Godet - 2C1	• PANX77
	• Tester Godet - 2N1	• PANX12
	• Tester Godet - 2N2	• PANXCC
	• Tester Godet - 2W1	• PANX53
	• Tester Godet - 2W2	• PANX84
	• Tester Godet - 3C1	• PANX19
	• Tester Godet - 3C2	• PANX04
	• Tester Godet - 3N1	• PANX10
	• Tester Godet - 3N2	• PANX38
	• Tester Godet - 3W1	• PANX37
	• Tester Godet - 3W1	• PANXCE
	• Tester Godet - 4C1	• PANX03
	• Tester Godet - 4N1	• PANX05
	• Tester Godet - 4N2	• PANX98
	• Tester Godet - 4W1	• PANX99
	• Tester Godet - 5W1	• PANX42
	• Tester Godet - 5W2	• PANX70
	• Tester Godet - 6C1	• PANX68
	• Tester Godet - 6N1	• PANXC1
	• Tester Godet - 7N1	• PANXC5
	• Tester Godet - 7W1	• PANXC4
	• Tester Godet - 8C1	• PANX09
	• Tester Godet - 8N1	• PANXC6
	• Tester Godet - 5N2	• PANXA4
	• Tester Godet - 6W1	• PANXC0
Double Wear Sheer Flattery Loose Powder (TSD: 2/7/22)	• Translucent Matte Testable Shaker	• PMWE-01
	• Light Matte Testable Shaker	• PMWE-02
	• Light Medium Matte Testable Shaker	• PMWE-03
	• Medium Matte Testable Shaker	• PMWE-04
	• Deep Matte Testable Shaker	• PMWE-05
	• Translucent Soft Glow Testable Shaker	• PMWE-06

Tester Codes (cont.)

COLOR UNIT PRE-PACKS		
Franchise/Product	Shade	Code
Bronze Goddess Powder Bronzer (TSD: tbd)	• Light (tester godet) • Medium (tester godet) • Medium Deep (tester godet) • Deep (tester godet)	• PT10-01 • PT10-02 • PT10-03 • PT10-04
Bronze Goddess Highlighting Gelee (TSD: tbd)	• Heatwave • Solar • Crush • Modern Mercury	• PJG0-01 • PJG0-02 • PJG0-03 • PJG0-04

Selling Tools

- Beautiful Skin For Life Diagnostic Tools (three versions)
- Foundation Finder Booklet (TSD: 8/2/21) GTFW-70
- iMatch Makeup Finder (Shipped 8/2/21) PMJE-70



- Fragrance Blotter Cards GYN4-70 (TSD: 2/7/2022)
- Multi-Language Best Sellers Tool
- Dramming Vial Card Holder (shipped 12/14/20) PPRE-70

Top AERIN Doors

1. 3972-10 Washington Square #025
2. 3974-64 Roseville Galleria #434
3. 3974-17 Brea #321
4. 3974-30 Topanga #341
5. 3974-24 Fashion Valley #360
6. 3973-48 Tysons Corner #600
7. 3973-53 Garden State Plaza #520
8. 3973-81 Roosevelt Field #524
9. 3972-06 Bellevue
10. 3973-63 Somerset
11. 3974-23 Cerritos
12. 3974-61 Santa Anita
13. 3973-49 Old Orchrd#223
14. 3973-59 Montgomery#623
15. 3973-73 Woodfield#225
16. 3974-31 Walnut Crk#421
17. 3974-85 Scottsdale#380

How to Measure a Light-box

STEP 1: DETERMINING "OUTSIDE" MEASUREMENT

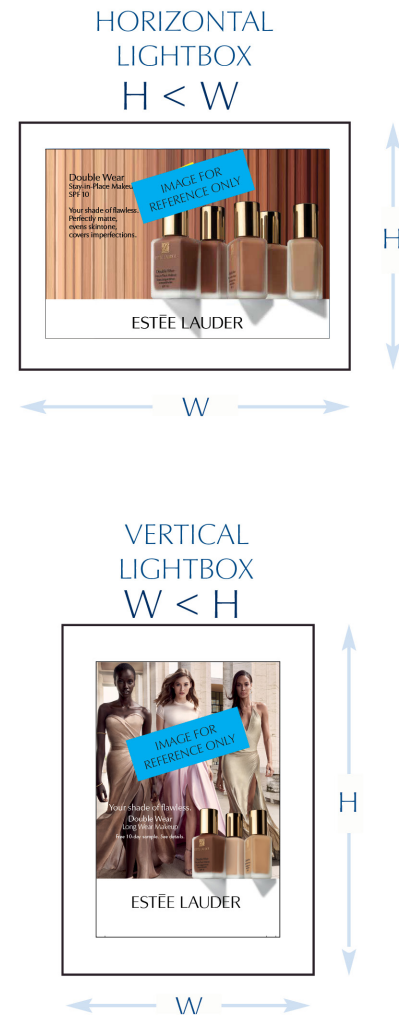
Open light-box. Measure end-to-end of the light-box horizontally (Width) and then vertically (Height). This is your “outside” measurement because it is the width (W) and height (H) of the “outside”, or total area, of the transparency that goes into the light-box.

STEP 2: DETERMINING “INSIDE” MEASUREMENT

Close light-box. The part of the transparency that you see (not the part that is hidden behind the frame) is called the “inside” measurement.

POINTERS

1. W x H (that's the order) – otherwise the “vertical” or “horizontal” distinction will be inverted.
2. The “outside” measurement is always larger than the “inside” measurement. If it's not, something is wrong.
3. Think of a picture frame in your house. If you buy a 5x7 picture frame it does not mean necessarily (unless there is no frame) that the whole picture frame itself measures 5x7 – it means that the “inside” measurement” or the part of the picture you see is 5x7. However, the overall actual size of the photo you put in the frame may be larger than what you see – that's called the “outside” measurement.



Need Some Help?

For all questions / concerns regarding:

- Tracking collateral (ongoing or launch)
- Tracking GWP/ samples
- Tracking Light Box graphics

- Requesting missing or damaged collateral/ tester units
- Light Box issues
- Request Point-of-Sale Guidelines

UNITED STATES

- Phone: +1 (844)-387-1122
- Text: +1 (571)-495-2063
- Email: PointOfSaleSupport@estee.com

CANADA

- Phone: +1(855) 523-7105
- Text: +1(306) 805-0837
- Email: PointOfSaleSupport@estee.com

Hours of operation: Monday to Friday 9:30AM – 8:00PM EST; Saturday 11AM – 6PM EST. Voicemail is available outside hours of operation, for a call back on the next business day.

Please refer to Estée Lauder's visual merchandising guidelines for reference/code numbers.

[illegible]

