

bloomingdale's



ESTÉE LAUDER
Point-of-Sale Guidelines
Fall 2023



To the BEST Bloomingdale's Business and 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





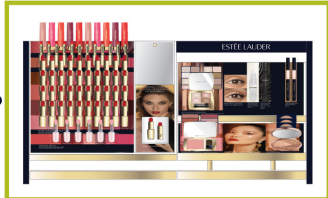




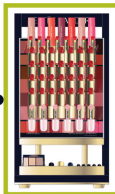
ESTÉE LAUDER		North America Tester Cadence: Bloomingdale's		SKINCARE		Fall 2023	
	Currently on-counter	JUL	AUG	SEPT			
LAUNCH	<div></div> <div>SKINCARE TRENDING NOW UNIT Update with new graphics Select Doors Unit Code #:PG5E-60 Graphic Code #: G4T4-70</div>	<div></div> <div>SKINCARE TRENDING NOW UNIT Update with new templates and graphics Select Doors Unit Code #:PG5E-60 Update Code #: G26Q-70</div>					
LINE TESTER	<div></div> <div>ADVANCED NIGHT REPAIR SKINCARE LTU BANNER All Doors Banner Code #: G76C-70</div>	<div></div> <div>RE-NUTRIV DIAMOND LINE TESTER UNIT Select Doors Update with new templates and graphics Uit Code #: PT2M-60 Update Code #: G5LM-60</div>		<div></div> <div>RE-NUTRIV DIAMOND LTU Select Doors Update with new templates and graphics Uit Code #: PT2M-60 Graphic Update Code #: G13Z-70 Acrylic Update Code #: G881-60</div>			
	<div></div> <div>SKINCARE LTU VER. 1 (NON-NUTRITIOUS W/O MOISTURIZER REFILLS) Most Doors Update with new templates and graphics Unit Code #: PG58-60 Graphic Update Code #: G4T9-70 Acrylic Update Code #: G4TH-60</div>	<div></div> <div>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</div>					
	<div></div> <div>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</div>	<div></div> <div>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</div>					

Select Doors Only

All Doors

Select Doors Only

All Doors

ESTÉE LAUDER		North America Tester Cadence: Bloomingdale's		COLOR		Fall 2023	
	Currently on-counter	JUL	AUG	SEPT			
LAUNCH	<div></div> <div>IPAD/MATCH TRENDING NOW UNIT Graphic and drawer template update Select Doors Unit Code #: PG5H-60 Graphic Update Code #: G555-60 Acrylic Update Code #: G6WW-70</div>	<div></div> <div>IPAD/MATCH TRENDING NOW UNIT SRP graphic update only Select Doors Unit Code #: PG5H-60 Graphic Update Code #: G1BU-70</div>					
LINE TESTER	<div></div> <div>COLOR LTU (55 LIP SHADE VARIANT) Update with new templates and graphics Select Doors Unit Code #: PG53-60 Graphic Update Code #: G6X1-70 Acrylic Update Code #: G559-60</div>	<div></div> <div>COLOR LTU (55 LIP SHADE VARIANT) Update with new templates and graphics Select Doors Unit Code #: PG53-60 Graphic Update Code #: G1BN-70 Acrylic Update Code #: G884-60</div>			<div></div> <div>COLOR LTU (55 LIP SHADE VARIANT) Remove plug on top template and add new center glorifier with PC Lip factice Select Doors Unit Code #: PG53-60 Graphic Update Code #: TBD Acrylic Update Code #: TBD</div>		
	<div></div> <div>COLOR LTU (35 LIP SHADE VARIANT) Update with new templates and graphics Select Doors Unit Code #: PG53-60 Graphic Update Code #: G6X0-70 Acrylic Update Code #: G55A-60</div>	<div></div> <div>COLOR LTU (35 LIP SHADE VARIANT) Update with new templates and graphics Select Doors Unit Code #: PG53-60 Graphic Update Code #: G1BM-70 Acrylic Update Code #: G885-60</div>			<div></div> <div>COLOR LTU (35 LIP SHADE VARIANT) Remove plug on top template and add new center glorifier with PC Lip factice Select Doors Unit Code #: PG53-60 Graphic Update Code #: TBD Acrylic Update Code #: TBD</div>		
	<div></div> <div>COLOR HYBRID LTU (V1) Update with new products and graphics All Other Doors Unit Code #: PG5G-60 Update Code #: TBD</div>	<div></div> <div>COLOR HYBRID LTU (V1) Update with template and graphics All Other Doors Unit Code #: PG5G-60 Graphic Update Code #: G1BP-70 Acrylic Update Code #: G88G-60</div>					

Select Doors Only

All Doors


Select Doors Only


All Doors

	Currently on-counter	JUL	AUG	SEPT
LAUNCH	<div><div></div><div></div><div><div></div></div></div>		<div><div></div><div><div></div></div></div>	
LINE TESTER	<div><div></div></div>	<div><div></div></div>		<div><div></div></div>
				<div><div></div><div>Select Doors Only</div><div></div><div>All Doors</div></div>

	Currently on-counter	JUL	AUG	SEPT
LAUNCH	<div></div> <div>AERIN FRAGRANCE UNIT All Doors Update with new back riser graphic. Graphic Update Code #: G5G1-70</div>	<div></div> <div>AERIN FRAGRANCE UNIT All Doors Update with new all new graphics and new located acrylics for platforms. Graphic Update Code #: G16B-60 Acrylic/Locator Update Code #: G1Q4-70</div>	<div></div> <div>AERIN FRAGRANCE UNIT All Doors Product update only: Place new RDG Rouge on Newness and Bestsellers platform. Graphic Update Code #: G1Q3-70 Acrylic/Locator Update Code #: G16D-60</div>	
LINE TESTER	<div></div> <div>FRAGRANCE LINE TESTER All Other Retailers Update with new graphics and Magnolia L'eau Unit Code #: PG59-60 Update Code #: G72L-70</div>		<div></div> <div>FRAGRANCE LINE TESTER Most Doors What is the update here? Unit Code #: PG59-60 Update Code #: TBD</div>	

Select Doors Only

All Doors

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 Sorbet 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)

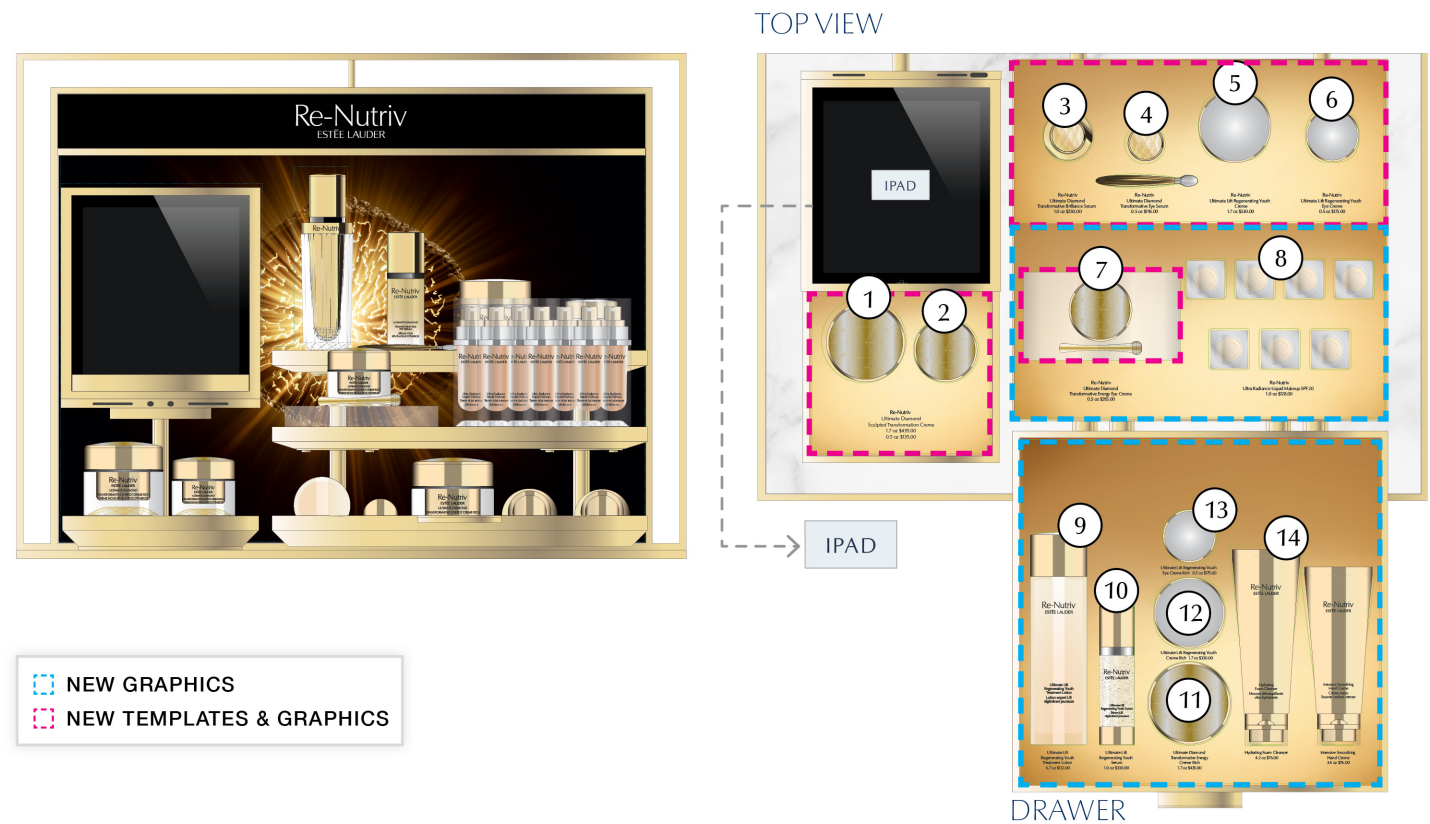
NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

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).



Line Tester (Use saleable products except where indicated.)

1. Re-Nutriv Ultimate Diamond Sculpted Transformation Creme 1.7 oz, (1)
2. Re-Nutriv Ultimate Diamond Sculpted Transformation Creme Mini 0.5 oz, (1)
3. Re-Nutriv Ultimate Diamond Brilliance Serum 1 oz, (1)
4. Re-Nutriv Ultimate Diamond Eye Serum 0.5 oz, with applicator (1)
5. Re-Nutriv Ultimate Lift Regenerating Youth Creme 1.7 oz, (1)
6. Re-Nutriv Ultimate Lift Regenerating Youth Eye Creme 0.5 oz, (1)
7. Re-Nutriv Ultimate Diamond Transformative Energy Eye Creme 0.5 oz, with applicator (1)
8. Re-Nutriv Ultra Radiance Liquid Makeup SPF 20 1 oz, (7)
9. Re-Nutriv Ultimate Lift Regenerating Youth Treatment Lotion 6.7 oz, (1)
10. Re-Nutriv Ultimate Lift Regenerating Youth Serum 1 oz, (1)
11. Re-Nutriv Ultimate Diamond Transformative Energy Creme Rich 1.7 oz, (1)
12. Re-Nutriv Ultimate Lift Regenerating Youth Creme Rich 1.7 oz, (1)
13. Re-Nutriv Ultimate Lift Regenerating Youth Eye Creme Rich 0.5 oz, (1)
14. Re-Nutriv Rich Foaming Cleanser 4.2 oz, (1)
15. Re-Nutriv Intensive Smoothing Hand Creme 3.4 oz, (1)

FOUNDATION LINE TESTER

September Update

HISTORY OF UPDATES

Jul '22	Update with new graphics (G392-70).
Jan '23	Update with new graphics (G5PL-70).
Sept '23	Update with new graphics and templates (G5PL-70).

SEE PAGE 106 FOR TESTER PRE-PACK CODES.



Product List

1. Double Wear Stay-In-Place Makeup (42)
2. Double Wear Sheer Longwear Makeup (1)
3. Double Wear Matte Powder (1)
4. Double Wear Stay-In-Place Makeup (1)
5. New Futurist SkinTint Serum (1)
6. Futurist Hydra Rescue Moisturizing Makeup SPF 45 (16)
7. The Mattifier Shine Control Perfecting Primer + Finisher (1)
8. The Smoother Universal Perfecting Primer (1)
9. Futurist Aqua Brilliance Watery Glow Primer (1)
10. New Futurist Peptide-Power Serum Primer (1)
PLUG OVER WITH GRAPHIC PROVIDED AND TAKE OFF ONCE NEW PRODUCT IS RECEIVED (OCTOBER ON-COUNTER)
11. New Futurist Soft Touch Brightening Concealer (24)
PLUG OVER WITH GRAPHIC PROVIDED AND TAKE OFF ONCE NEW PRODUCT IS RECEIVED (OCTOBER ON-COUNTER)
12. Futurist Hydra Rescue Moisturizing Makeup SPF 45 (16)
13. Double Wear Stay-in-Place Flawless Wear Concealer (12)
14. Double Wear Sheer Flattery Loose Powder in Shaker Godets (5)
15. Double Wear Sheer Flattery Loose Powder (1)
16. New Futurist SkinTint Serum (10)
17. Double Wear Maximum Cover Camouflage Foundation for Face and Body SPF 15 (1)
18. Double Wear Stay-in-Place Matte Powder (12)

NEW GRAPHICS

NEW TEMPLATES & GRAPHICS

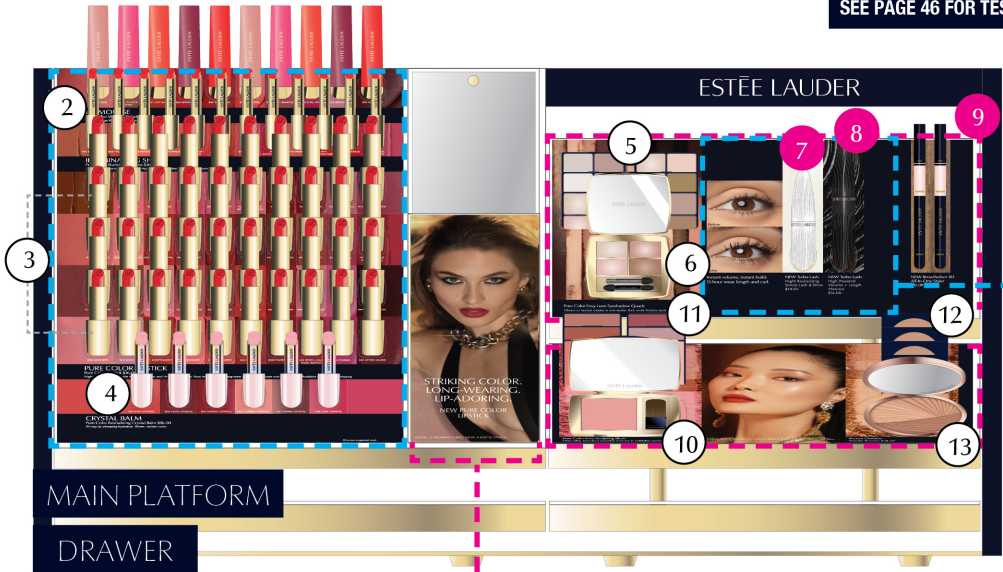
COLOR LINE TESTER

July & September Update | 55 Lipstick Variant

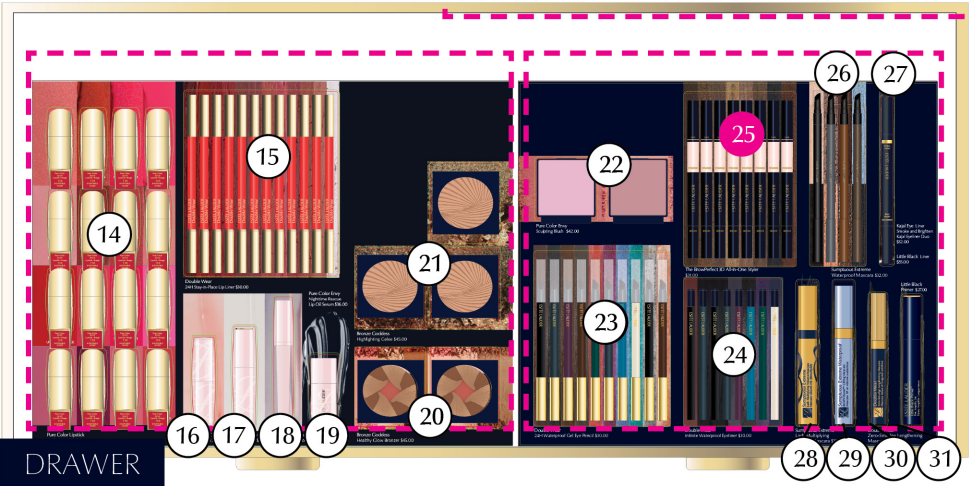
HISTORY OF UPDATES

Feb '23	Update with new graphics and templates (G559-60).
Jul '23	Update with new products, graphics, and templates. Graphic Update Code #: G1BN-70 Acrylic Update Code #: G884-60 .
Sept '23	Update center glorifier and take off graphic plug.

SEE PAGE 46 FOR TESTER PRE-PACK CODES.



GRAPHIC PLUG:
July Update comes with two top right template graphics. Place graphic shown above that covers the drill for #7 and #8 and store second graphic until product #7 and #8 arrives in store.



SEPTEMBER UPDATE:
Update center glorifier by removing graphic and installing Pure Color Factice with new graphic.
UPDATE CODE #: TBD

Product List

1. Pure Color Whipped Matte (10)
2. Pure Color Illuminating Shine (12)
3. Pure Color Lipstick (40)
4. Pure Color Revitalizing Crystal Balms (6)
5. Pure Color Envy Luxe Eyeshadow Quads (6) (in godets)
6. Pure Color Envy Luxe Eyeshadow Quads (1) (in primary)
7. New Turbo Lash Night Revitalizing Serum Lash + Brow (1)
8. New Turbo Lash High Powered Volume + Length Mascara (1)
9. New BrowPerfect 3D All-In-One Styler (2)
10. Pure Color Envy Sculpting Blush (1) (in primary)
11. Pure Color Envy Sculpting Blush (6) (in godets)
12. Bronze Goddess Powder Bronzer (4) (in godets)
13. Bronze Goddess Matte and Glow Bronzing Trio (1) (in primary packaging)
14. Pure Color Lipstick (16)
15. Double Wear 24H Stay-in-Place Lip Liner (12)
16. Pure Color Envy Color Replenish Lip Balm (1)

17. Pure Color Envy Lip Volumizer (1)
18. Pure Color Envy Lip Repair Potion (1)
19. Pure Color Envy Nighttime Rescue Lip Oil-Serum (1)
20. Bronze Goddess Healthy Glow Bronzer (2) (in godets)
21. Bronze Goddess Highlighter (3) (in godets)
22. Pure Color Envy Sculpting Blush (2) (in godets)
23. Double Wear Stay-In-Place Eye Pencil (10)
24. Double Wear Infinite Waterproof Eyeliner (8)
25. New BrowPerfect 3D All-In-One Styler (8)
26. Kajal Eyeliner (4)
27. Little Black Liner (1)
28. Sumptuous Extreme Lash Multiplying Volume Mascara (1)
29. Sumptuous Extreme Waterproof (1)
30. Double Wear Zero-Smudge Lengthening Mascara (1)
31. Little Black Primer (1)

NEW GRAPHICS
 NEW TEMPLATES & GRAPHICS

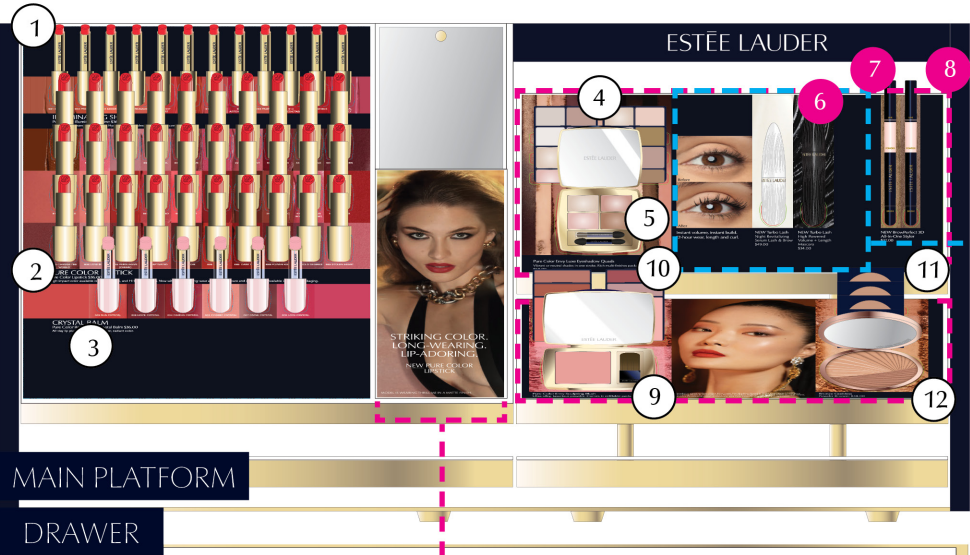
COLOR LINE TESTER

July & September Update | 35 Lipstick Variant

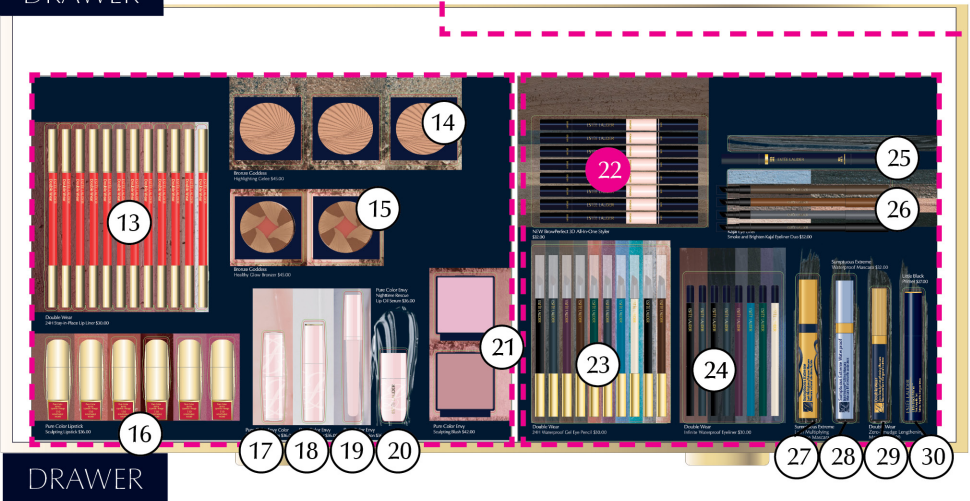
HISTORY OF UPDATES

Feb '23	Update with new graphics and templates (G55A-60).
Jul '23	Update with new products, graphics, and templates. Graphic Update Code #: G1BM-70 Acrylic Update Code #: G885-60 .
Sept '23	Update center glorifier and take off graphic plug.

SEE PAGE 46 FOR TESTER PRE-PACK CODES.



GRAPHIC PLUG:
July Update comes with two top right template graphics. Place graphic shown above that covers the drill for #7 and #8 and store second graphic until product #7 and #8 arrives in store.



SEPTEMBER UPDATE:
Update center glorifier by removing graphic and installing Pure Color Factice with new graphic.
UPDATE CODE #: TBD

Product List

1. Pure Color Illuminating Shine (12)
2. Pure Color Lipsticks (30)
3. Pure Color Revitalizing Crystal Balms (6)
4. Pure Color Envy Luxe Eyeshadow Quads (6) (in godets)
5. Pure Color Envy Luxe Eyeshadow Quads (1) (in primary)
6. New Turbo Lash Night Revitalizing Serum Lash + Brow (1)
7. New Turbo Lash High Powered Volume + Length Mascara (1)
8. New BrowPerfect 3D All-In-One Styler (2)
9. Pure Color Envy Sculpting Blush (1) (in primary)
10. Pure Color Envy Sculpting Blush (6) (in godets)
11. Bronze Goddess Powder Bronzer (4) (in godets)
12. Bronze Goddess Matte and Glow Bronzing Trio (1) (in primary packaging)
13. Double Wear 24H Stay-in-Place Lip Liner (12)
14. Bronze Goddess Highlighter (3) (in godets)
15. Bronze Goddess Healthy Glow Bronzer (2) (in godets)

16. Pure Color Lipsticks (6)
17. Pure Color Envy Color Replenish Lip Balm (1)
18. Pure Color Envy Lip Volumizer (1)
19. Pure Color Envy Lip Repair Potion (1)
20. Pure Color Envy Nighttime Rescue Lip Oil-Serum (1)
21. Pure Color Envy Sculpting Blush (2) (in godets)
22. New BrowPerfect 3D All-In-One Styler (8)
23. Double Wear Stay-In-Place Eye Pencil (10)
24. Double Wear Infinite Waterproof Eyeliner (8)
25. Little Black Liner (1)
26. Kajal Eyeliner (4)
27. Sumptuous Extreme Lash Multiplying Volume Mascara (1)
28. Sumptuous Extreme Waterproof (1)
29. Double Wear Zero-Smudge Lengthening Mascara (1)
30. Little Black Primer (1)

COLOR HYBRID UNIT V.1

July Update

HISTORY OF UPDATES

Sept '22	Update with new top template and new graphics (G33G-60).
Feb '23	Update with new Pure Color Lipsticks and new graphics.
Jul '23	Update with drawer template and new graphics (TBD).



Product List

Main Platform

- Pure Color Whipped Matte (7)
- Pure Color Illuminating Shine (8)
- Pure Color Lipstick (28)
- Pure Color Crystal Lip Balms (6)

Drawer

- Bronze Goddess Powder Bronzer (3) (in godets)
- Double Wear Stay-In-Place Eye Pencil (1)
- Double Wear 24H Stay-in-Place Lip Liner (4)
- Little Black Liner (1)
- Pure Color Envy Sculpting Blush (4) (in godets)
- Pure Color Envy Luxe Eyeshadow Quads (3) (in godets)
- New Turbo Lash High Powered Volume + Length Mascara (1)
- Sumptuous Extreme Lash Multiplying Volume Mascara (1)
- Double Wear Zero-Smudge Lengthening Mascara (1)
- New BrowPerfect 3D All-In-One Styler (4)

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS



NIGHTTIME TESTER MAINTENANCE/
CLEANING RITUAL

To clean, use a soft dry cloth.
Never use sprays of any kind to clean unit.

FRAGRANCE LINE TESTER UNIT

August Update

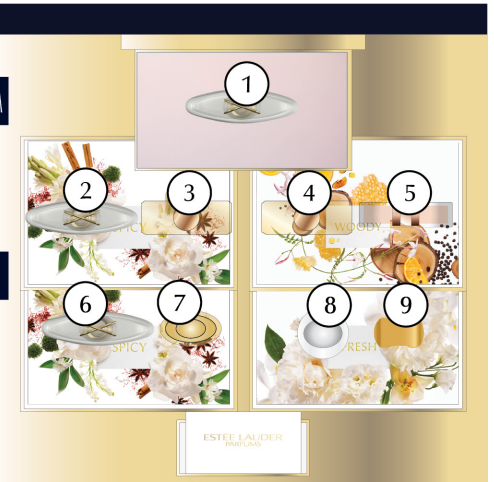
HISTORY OF UPDATES

Jul '22	Update with new center graphic.
Mar '23	Update with new center top and center base graphics and feature new Magnolia L'Eau.
Aug '23	Update with new back riser graphic (TBD).



FOCUS PLATFORM

MAIN PLATFORM



NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

Product List

Focus Platform

- Beautiful Magnolia Eau de Parfum, 3.4 oz

Main Platform (Preferred Line-up)

- Beautiful Magnolia Intense Eau de Parfum, 3.4 oz
- Bronze Goddess Eau de Parfum, 3.4 oz
- Bronze Goddess Eau Fraiche, 3.4 oz
- Estée Lauder Sensuous Eau de Parfum Spray, 3.4 oz
- Beautiful Magnolia L'eau Eau de Toilette, 3.4 oz
- Beautiful Eau de Parfum, 3.4 oz
- Pleasures Eau de Parfum, 3.4 oz
- White Linen Eau de Parfum, 2.0 oz

FOCUS LAUNCH PLATFORM

- Beautiful Magnolia Eau De Parfum (#1) (Mandatory)

SPICY

- Beautiful Magnolia Intense Eau de Parfum (#2) (Mandatory)
- Bronze Goddess Eau de Parfum (#3) (Mandatory)

OTHER OPTIONS IF YOU ARE OUT OF STOCK ON THE ABOVE

- Cinnabar
- Spellbound
- Tuscany Per Donna
- Youth Dew

WOODY

- Bronze Goddess Eau Fraiche (#4) (Suggested)

OTHER OPTION IF YOU ARE OUT OF STOCK ON THE ABOVE

- Sensuous
- Knowing

FLORAL

- Beautiful (#7) (Mandatory)

OTHER OPTIONS IF YOU ARE OUT OF STOCK ON THE ABOVE

- Estée
- Pleasures Intense
- Private Collection
- Tuberose Gardenia

FRESH

- Pleasures (#8) (Mandatory)
- White Linen (#9) (Mandatory)

OTHER OPTIONS IF YOU ARE OUT OF STOCK ON THE ABOVE

- Aliage
- Azuree

FRAGRANCE UNIT BEST PRACTICES:

- Display large (3.4 oz.) sizes only
- Place only 2 fragrances on each platform
- Place "MANDATORY" ("Always On") fragrances on the appropriate platform first. Then, based on your mix of business, fill in with "SUGGESTED" or "OPTIONAL" fragrances on the appropriate platform.

Unit Code #:

AERIN

July Update

HISTORY OF UPDATES

Oct '22	Update with new back riser holiday graphic (G5G1-70).
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 #: G1Q3-70 Acrylic/Locator Update Code #: G16D-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. Mediterranean Honeysuckle 1.7 oz
5. Mediterranean Honeysuckle Clementina 1.7 oz
6. Wild Geranium 1.7 oz
7. Ikat Jasmine 1.7 oz
8. Lilac Path 1.7 oz
9. Hibiscus Palm 1.7 oz
10. Cedar Violet 1.7 oz
11. Amber Musk 1.7 oz
12. Limone di Sicilia 1.7 oz
13. Tuberose le Jour 1.7 oz
14. Tuberose le Soir 1.7 oz
15. Ambrette de Noir 1.7 oz

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

August 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 #: G1Q3-70 Acrylic/Locator Update Code #: G16D-60 .
Aug '23	Add in new Rose de Grasse Rouge on New and Bestsellers platform.



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 1.7 oz
8. Lilac Path 1.7 oz
9. Hibiscus Palm 1.7 oz
10. Cedar Violet 1.7 oz
11. Amber Musk 1.7 oz
12. Limone di Sicilia 1.7 oz
13. Tuberose le Jour 1.7 oz
14. Tuberose le Soir 1.7 oz
15. Ambrette de Noir 1.7 oz

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

NOTES:

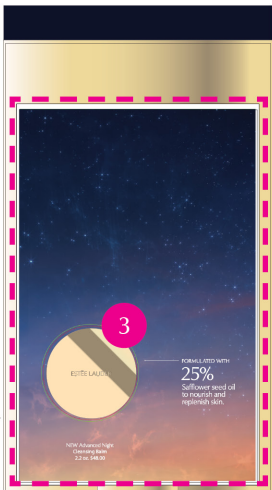
- New Rose de Grasse Rouge has a hard on-counter date of 8/1. Do not place on unit until 8/1.
- Merchandise 1.7oz on unit for all fragrances in exception to Rose de Grasse Pour Filles (1.0z).
- Keep caps on on all fragrances.

TRENDING NOW SKINCARE UNIT

July Update

HISTORY OF UPDATES

Jul '22	Update with new templates and new graphics (Acrylic Code #: G27K-60; Graphic Code #: G34W-70)
Jan '23	Update with new graphics (G4T4-70).
Jul '23	Update with new templates and graphic. Update Code #: G882-60.



DRAWER

July Update comes with two base graphics. Place base graphic shown above that covers the drill for #4 New Advanced Night Cleansing Gelée and store second base graphic until product #4 arrives in store.



DRAWER

Once #4 arrives, use the base graphic shown above with die cut for product.

Product List

Main Platform

- Advanced Night Repair Serum Synchronized Multi-Recovery Complex (1.7oz)
- New Advanced Night Repair Rescue Solution (0.68 oz)

Drawer

- New Advanced Night Cleansing Balm (2.2 oz)
- New Advanced Night Cleansing Gelée (3.4 oz)
PRODUCT ARRIVES LATER

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS



NIGHTTIME TESTER MAINTENANCE/ CLEANING RITUAL

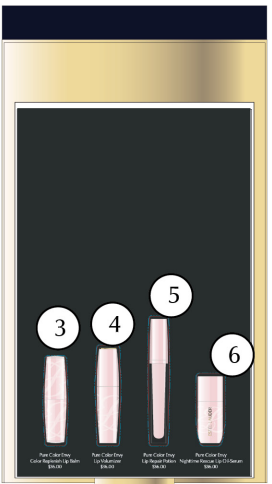
To clean, use a soft dry cloth.
Never use sprays of any kind to clean unit.

TRENDING NOW COLOR/ FOUNDATION UNIT

February Update - No Fall Update

HISTORY OF UPDATES

Sept '22	Update with new templates and new graphics (G33E-60).
Feb '23	Update with new templates and graphics (Acrylic: G5PP-60 Graphics: G6WT-70).



DRAWER

Product List

Main Platform

- Pure Color Lipsticks (3)
- Double Wear 24H Stay-in-Place Lip Liner (3)

Drawer

- Pure Color Envy Color Replenish Lip Balm (1)
- Pure Color Envy Lip Volumizer (1)
- Pure Color Envy Lip Repair Potion (1)
- Pure Color Envy Nighttime Rescue Lip Oil-Serum (1)

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS



NIGHTTIME TESTER MAINTENANCE/ CLEANING RITUAL

To clean, use a soft dry cloth.
Never use sprays of any kind to clean unit.

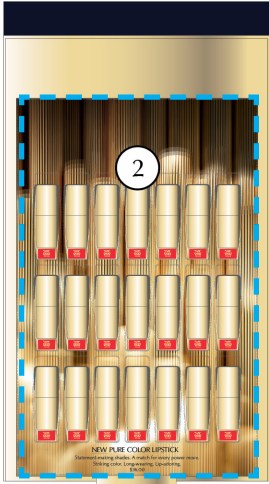
TRENDING NOW

iMATCH/YOUCAM UNIT

July Update

HISTORY OF UPDATES

Jan '22	Update with new drawer template and graphic (GX5X-60).
Feb '23	Update with new graphics and new drawer template (Acrylic Update: G555-60 Graphic Update: G6WW-70).
Jul '23	Update with new graphics, removing the word "New" (G1BU-70).



DRAWER

Product List

Main Platform

- 1. iPad with YouCam

Drawer

- 2. Pure Color Lipstick (21)

- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS

NIGHTTIME TESTER MAINTENANCE/
CLEANING RITUAL

To clean, use a soft dry cloth.
Never use sprays of any kind to clean unit.

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).



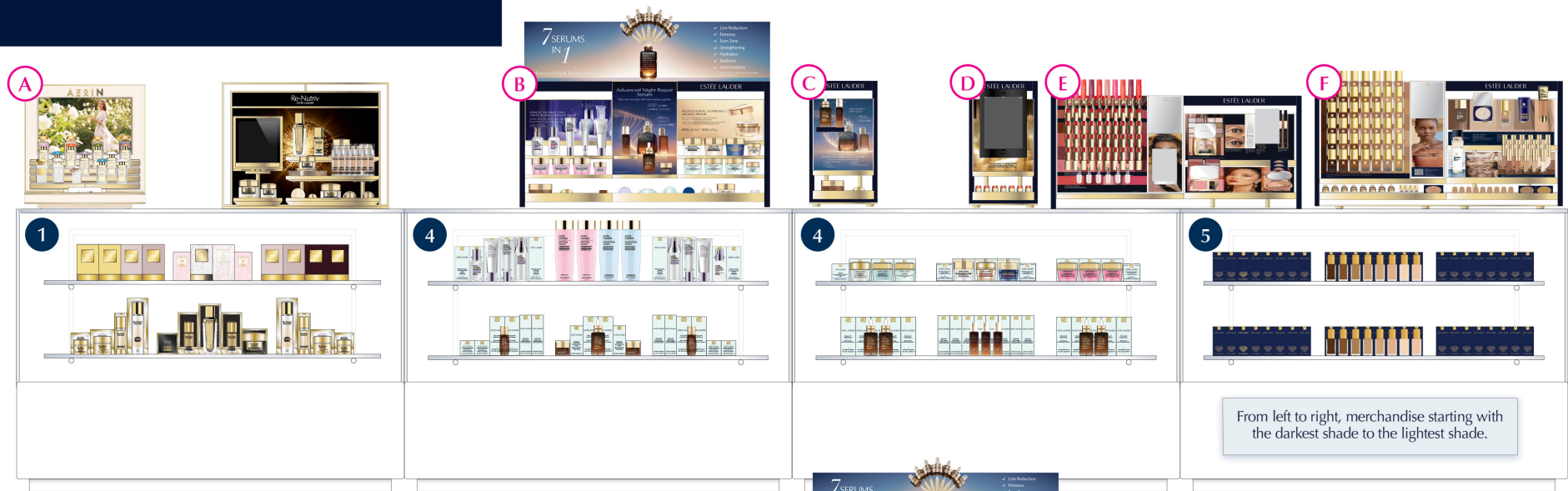
All graphics are FPO.

COUNTERS AT A GLANCE

CASE MERCHANDISING

JULY

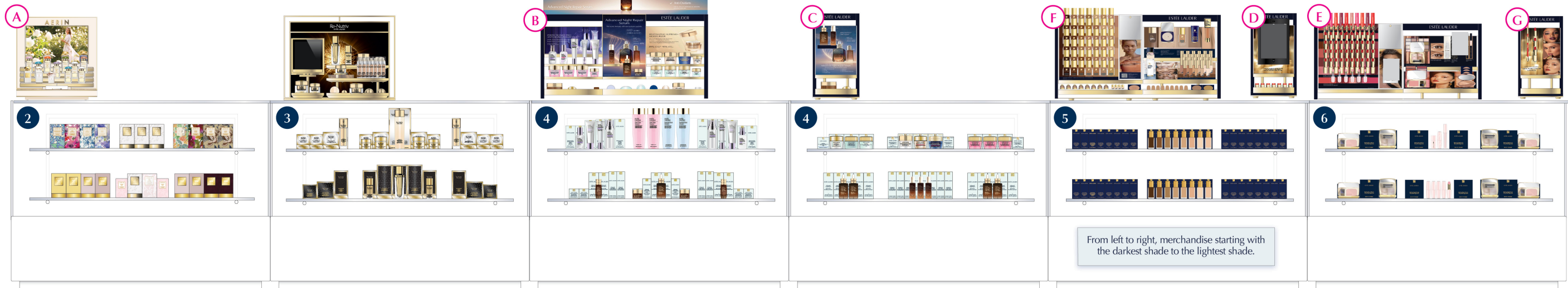
4 CASES



5 CASES



6 CASES



CASE CATEGORIES

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

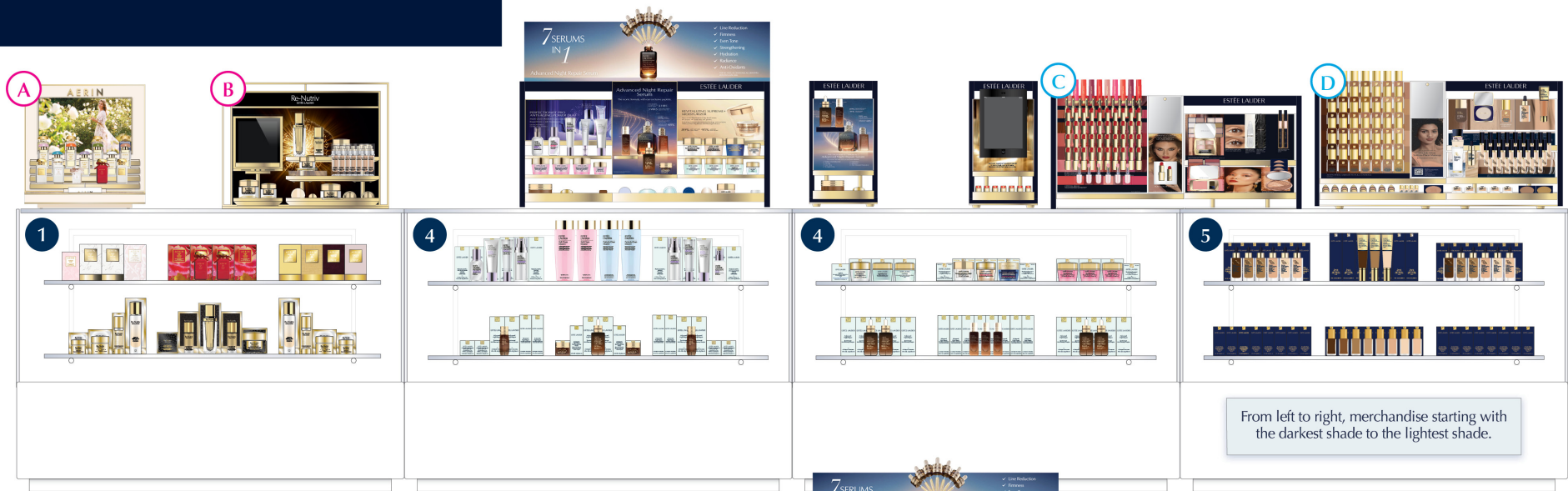
NEW IN JULY:

- A Aerin Line Tester Unit Update
- B Skincare Line Tester Unit Update
- C Skincare Trending Now Unit Update
- D YouCam Unit Update
- E Color Line Tester Unit Update
- F Foundation Line Tester Unit Update
- G Color/Foundation Trending Now Unit Update

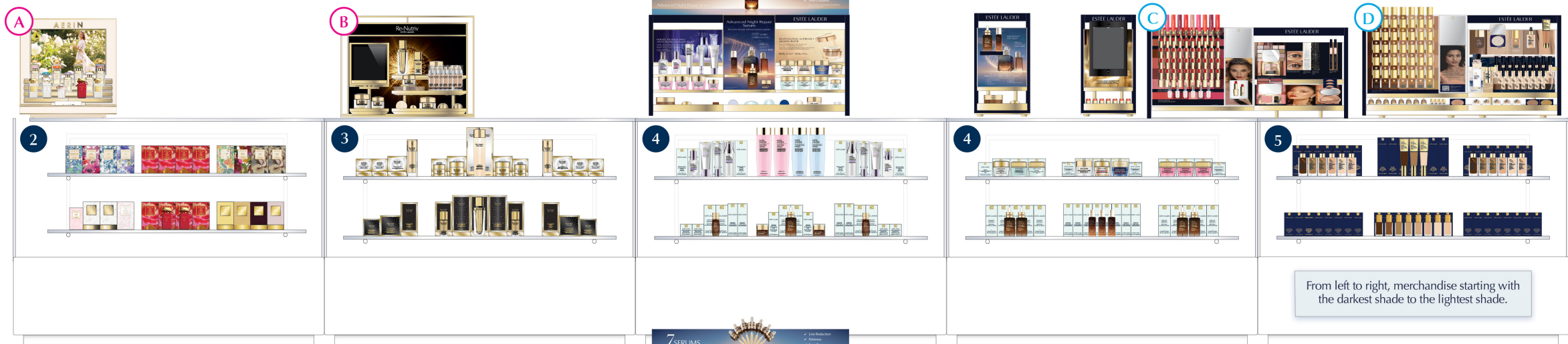
CASE MERCHANDISING

AUG-SEPT

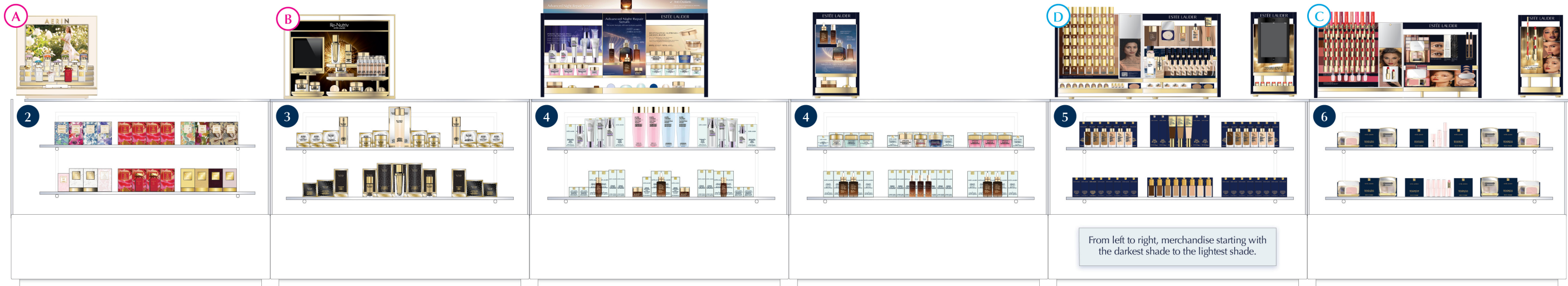
4 CASES



5 CASES



6 CASES



CASE CATEGORIES

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

NEW IN AUGUST:

- A AERIN Line Tester Unit Update
- B Re-Nutriv Line Tester Unit Update

NEW IN SEPTEMBER:

- C Color Line Tester Unit Update
- D Foundation Line Tester Unit Update

OPEN SELL SHELVES

JULY

3 BAYS

From left to right, merchandise in the olfactive order. See page 22 for reference.

AERIN + RE-NUTRIV

SKINCARE

FRAGRANCE + MAKEUP

4 BAYS

From left to right, merchandise in the olfactive order. See page 22 for reference.

AERIN + RE-NUTRIV

SKINCARE

SKINCARE

FRAGRANCE + MAKEUP

OPEN SELL SHELVES

JULY

5 BAYS

From left to right, merchandise in the olfactive order. See page 22 for reference.



6 BAYS

From left to right, merchandise in the olfactive order. See page 22 for reference.



OPEN SELL SHELVES

AUG-SEPT

3 BAYS

From left to right, merchandise in the olfactive order. See page 22 for reference.

AERIN + RE-NUTRIV

SKINCARE

FRAGRANCE + MAKEUP

4 BAYS

From left to right, merchandise in the olfactive order. See page 22 for reference.

AERIN + RE-NUTRIV

SKINCARE

SKINCARE

FRAGRANCE + MAKEUP

OPEN SELL SHELVES

AUG-SEPT

5 BAYS

From left to right, merchandise in the olfactive order. See page 22 for reference.

AERIN

RE-NUTRIV

SKINCARE

SKINCARE

FRAGRANCE + MAKEUP

From left to right, merchandise starting with the darkest shade to the lightest shade.

6 BAYS

From left to right, merchandise in the olfactive order. See page 22 for reference.

AERIN

RE-NUTRIV

SKINCARE

SKINCARE

MAKEUP

FRAGRANCE

BEHIND SKINCARE CASES:



Priority Visual #1
ANR Serum + ANR
Rescue Solution



Priority Visual #2
ANR Product + Model Shot

BEHIND FOUNDATION CASES:



Priority Visual #1
Double Wear
Group Shot



Priority Visual #2
Double Wear
Product

BEHIND MAKE-UP CASES:



Priority Visual #1
Pure Color Emerald
Product Shot

BEHIND FRAGRANCE CASES:



Priority Visual #1
Beautiful L'Eau
Product & Model



Priority Visual #2
Luxury Fragrance
(Select Doors)

BEHIND RE-NUTRIV CASES:



Priority Visual #1
Creme Product Shot
(Diamond Doors)



Priority Visual #2
ULRY Product Shot
(Non-Diamond Doors)

NOTE:
COPY IS FPO; VISUALS
SHOULD BE USED AS
PLACEMENT REFERENCE
ONLY.

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

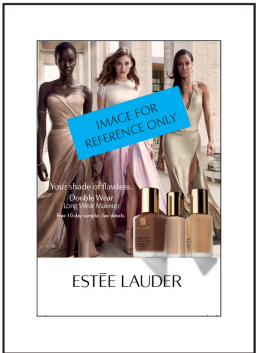
1. W x H (that’s the order) – otherwise the “vertical” or “horizontal” distinction will be inverted.
2. The “outside” measurement is always larger than the “inside” measurement. If it’s not, something is wrong.
3. Think of a picture frame in your house. If you buy a 5x7 picture frame it does not mean 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.

HORIZONTAL LIGHTBOX H < W

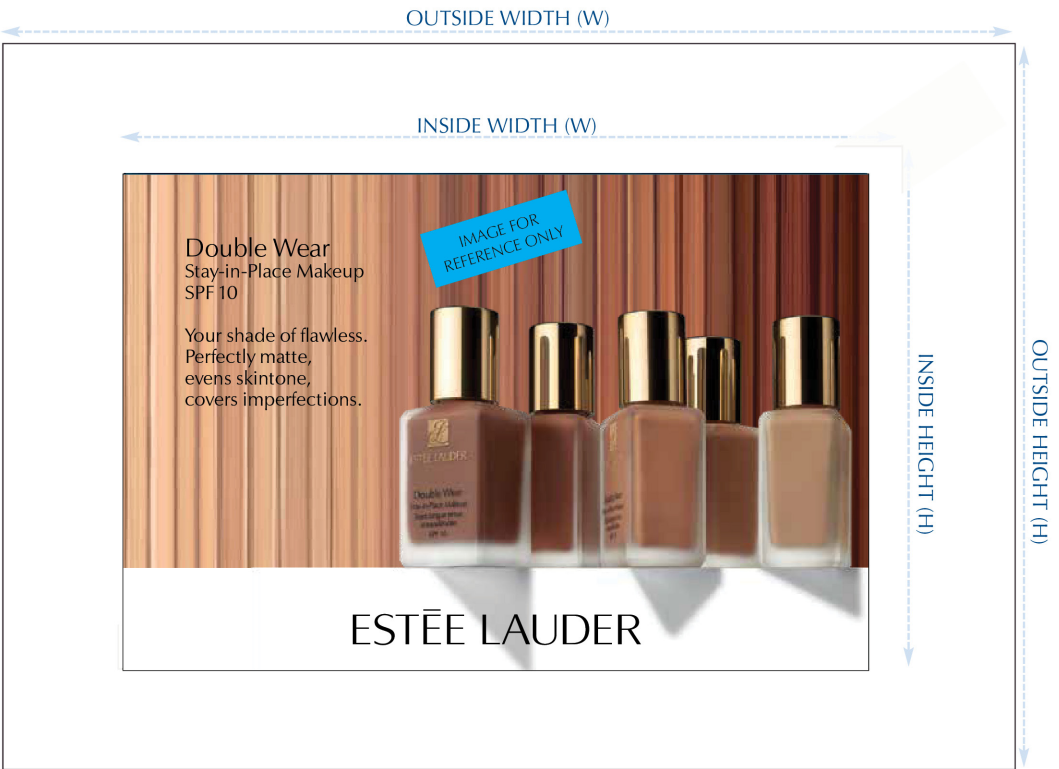


W

VERTICAL LIGHTBOX W < H



W



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

Glossary Point-of-Sale Guidelienes

ALPHA TOWER or ÉTAGÈRE: Metal tower used to merchandise in-store (usually 2–6 shelves).

BACK ISLAND/BACK LEDGE: Display area behind caseline that contains cash wrap, fish-tanks, storage, and/or transparencies (usually 5’–6’ tall).

BAY: One vertical grouping of shelves in an assisted sell area.

BASIC BUSINESS: The core products within each category (Skincare, Makeup, Fragrance) of business (as opposed to LAUNCHES which are the introduction of new products).

BASIC BUSINESS CASES: Cases located in non-billboard or lower profile locations in your counter installations. Case contents support the category line-testers on top of case. Once an appropriate location is established, cases rarely need to be changed or moved during a season.

BILLBOARD/LAUNCH CASE(LINE): Most prominent cases a customer sees when approaching counter from main traffic flow.

BLOW UP: 30” x 40” (or custom size) collateral piece that may suspend from the ceiling or be displayed on a ledge top.

BOUTIQUE CASE(LINE): Case with one (1) shelf only.

CARTOUCHE: “EL” script on packaging.

CASE(LINE): Glass display fixture, typically with two shelves. Sometimes referred to as “showcase”, many cases together are referred to as “caseline”.

C-PRINT: “Color” print. A printed visual such as an 8” x 10” litho or 22” x 28” poster (not back-lit).

CROPPING: Area of an image that is seen through the visual opening of a light-box frame.

CUSTOM COLLATERAL: Launch collateral piece (blow-up, etc.) requested by the retailer that differ from what is allocated.

DIPTYCH: Large foldable visual prop used on floors and ledgetops.

DRAMMING BOTTLE: Plastic bottle foundation dispenser used to “dram,” or dispense, liquid foundation samples into vials.

ESTÉE LAUDER LOGO: Standard manner in which company name appears on collateral items, product packaging, and at counter. Accent “aigu” appears on first lower case “e” in “Estée”.

FACTICE: Version of a product used for display purposes only (sometimes oversized).

FISH-TANK: Back island display case, similar in size and shape to an actual fishtank. Holds one set of in-case props and featured product.

GODET: Plastic piece with shade name that holds pan testable and then is inserted into product locator. Also referred to as a “godet holder” (pronounced “go-day”).

IN-CASE PROPS: Clear acrylic props with lithos used inside a case to highlight featured product(s)— (8”x14”).

LEDGE TOP DISPLAY: Item(s) used on ledge top to showcase a launch product.

LIGHT-BOX: A large back-lit unit that houses a transparency, or light-box visual.

LIGHT-BOX VISUAL or TRANSPARENCY: Visual that goes into a light-box (back-lit). There are a few kinds: 1) Duraclear is completely transparent and mounts on frosted (“milky”) plexi. 2) Duratran has an opaque (“milky” or “frosted”) backing and mounts on clear plexi. 3) Fabric.

LIMITED LIFE: Products that are in the line for limited time only— do not become part of our basic line.

LITHO or GRAPHIC CARD: Visual piece featured on a tester unit or in a frame.

LOCATOR: Piece that positions, or “locates”, testable product/pans in Open Sell or Tester Units.

MULTIPLE PRODUCT LOCATOR (MPL): Locator that inserts into the Access System track to display testable product for Fragrance and Skincare Typically features key products in either a franchise (“family”) or category.

PLANOGRAM or SCHEMATIC: Diagram indicating specific collateral, locator, or product placement within a merchandising fixture or environment.

POINT-OF-SALE GUIDELINES: Seasonal merchandising and overview regarding most current programming, case-line schematics and tester placement. Provides month-to-month direction for your counter.

POSTER: Standard 22” x 28” collateral that inserts into a poster frame.

PROMOTIONAL FOCUS UNIT: Vitrine unit with banner graphic that is placed on counter to highlight promotional vehicles.

TEMPLATE: Updatable base piece that holds a specific product or product line on a launch tester unit.

TESTABLE PAN: Actual product pan of eyeshadow, blush, or pressed powder (inserts either directly into locator, or into a godet, then into the locator).

TESTER UNIT: Counter unit display where a customer can see and test product.

TRAY: Positioned on a shelf—consists of testable product, sign, and saleable product stock (also referred to as a “merchandise”).

VITRINE: Acrylic display cube to house and highlight product or promotional item. Can also be incorporated in a backwall or back island display case, similar in size and shape to an actual fish-tank. Typically holds one set of in-case props along with featured product.

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 <ul style="list-style-type: none">Phone: +1 (844)-387-1122Text: +1 (571)-495-2063Email: PointOfSaleSupport@estee.com	CANADA <ul style="list-style-type: none">Phone: +1(855) 523-7105Text: +1(306) 805-0837Email: PointOfSaleSupport@estee.com
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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.

POINT-OF-SALE CENTER OF EXCELLENCE (POS COE) REQUEST TRACKER			
<u>Date Requested/ Contacted POS COE</u>	<u>Details of Request</u>	<u>Notes</u>	<u>Date Resolved</u>

