

DEPARTMENT
STORES U.S.



ESTÉE LAUDER
Point-of-Sale Guidelines
Fall 2023



To the BEST 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

A handwritten signature in black ink that reads 'Fiona Sainty'. The signature is fluid and cursive, matching the printed name above it.

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.

FALL 2023

SUGGESTED RETAIL PRICE LIST

SKINCARE

ADVANCED NIGHT

NEW Cleansing Balm with Lipid Rich Oil-Infusion 2.2oz	\$48
NEW Cleansing Gelée with 15 Amino Acids 1.0oz	\$12
NEW Cleansing Gelée with 15 Amino Acids 3.4oz	\$33

ADVANCED NIGHT REPAIR

Synchronized Multi-Recovery Complex .24oz	\$20
Synchronized Multi-Recovery Complex 1oz	\$85
Synchronized Multi-Recovery Complex 1.7oz	\$125
Synchronized Multi-Recovery Complex 3.9oz	\$240
Synchronized Multi-Recovery Complex Duo 2x 1.7oz	\$208
Eye Concentrate Matrix Complex 0.17oz	\$28
Eye Concentrate Matrix Complex 0.5oz	\$82
Eye Supercharged Gel-Creme 0.17oz	\$26
Eye Supercharged Gel-Creme 0.5oz	\$72
NEW Rescue Solution with Bifidus Ferment 0.68oz	\$78
Concentrated Recovery PowerFoil Mask, 4 Sheets	\$95

DAYWEAR MULTI-PROTECTION ANTI-OXIDANT

24H-Moisture Creme SPF 15 N/C 1.7oz	\$59
24H-Moisture Creme SPF 15 Dry 1.7oz	\$59
Matte Gel Creme 1.7oz	\$59
72H-Hydration Sorbet Creme Broad Spectrum SPF 15 1.7oz	\$59
Eye Cooling Anti-Oxidant Moisture GelCreme 0.5oz	\$46

MICRO ESSENCE

Treatment Lotion with Bio-Ferment 1oz	\$21
Treatment Lotion with Bio-Ferment 3.4oz	\$75
Treatment Lotion with Bio-Ferment 6.7oz	\$130
Treatment Lotion with Bio-Ferment 13.5oz	\$210
Treatment Lotion Fresh with Sakura Ferment 1oz	\$21
Treatment Lotion Fresh with Sakura Ferment 3.4oz	\$75
Treatment Lotion Fresh with Sakura Ferment 6.7oz	\$130
Treatment Lotion Fresh with Sakura Ferment 13.5oz	\$210

NIGHTWEAR PLUS

Anti-Oxidant Night Detox Creme 1.7oz	\$63
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PERFECTIONIST

Wrinkle Lifting/Firming Serum [CP+R] 1.7oz	\$120
Wrinkle Lifting/Firming Serum [CP+R] Duo 2 x 1.7oz	\$205
Multi-Zone Wrinkle Concentrate 0.85oz	\$86
Intense Brightening Essence Ampoule with Vitamin C/E + Licorice 1.35 oz	\$120
Multi-Defense UV Fluid SPF 45 1oz	\$48
Multi-Defense Aqua Gel SPF 50 1oz	\$48
Rapid Brightening Treatment 1oz	\$86
Rapid Brightening Treatment 1.7oz	\$126
Rapid Firm + Lift Treatment Acetyl Hexapeptide-8 0.24oz	\$20
Rapid Firm + Lift Treatment Acetyl Hexapeptide-8 1oz	\$86
Rapid Firm + Lift Treatment Acetyl Hexapeptide-8 1.7oz	\$126
Rapid Firm + Lift Treatment Acetyl Hexapeptide-8 Duo 2 x 1.7oz	\$215
Rapid Renewal Retinol Treatment 1oz	\$90

PERFECTLY CLEAN

Infusion Balancing Essence Lotion Amino Acid + Waterlily 13.5oz	\$42
Multi-Action Creme Cleanser/Moisture Mask 5oz	\$30
Multi-Action Foam Cleanser/Purifying Mask 5oz	\$30
Multi-Action Toning Lotion/Refiner 6.7oz	\$30

RESILIENCE MULTI-EFFECT TRI-PEPTIDE

Face and Neck Creme SPF 15, N/C, 0.5oz	\$30
Face and Neck Creme SPF 15, N/C, 1.7oz	\$110
Face and Neck Creme SPF 15, N/C, 2.5oz	\$133
Face and Neck Creme SPF 15, Dry, 1.7oz	\$110
Firming/Sculpting Oil 1.7oz	\$102
Night Face and Neck Creme 1.7oz	\$110
Night Face and Neck Creme 2.5oz	\$133
Eye Creme 0.5oz	\$78

REVITALIZING SUPREME+

Bright Power Soft Creme 0.5oz	\$29
Bright Power Soft Creme 1.7oz	\$103
Bright Power Soft Creme Refill 1.7oz	\$88
Bright Power Soft Milky Lotion 3.4 oz	\$100
Global Anti-Aging Cell Power Creme SPF 15 1.7oz	\$100
Global Anti-Aging Cell Power Creme SPF 15 2.5oz	\$120
Night Intensive Restorative Creme 1.7oz	\$103
Youth Power Eye Balm 0.5oz	\$76
Youth Power Creme 0.5	\$29
Youth Power Creme 1.0	\$65
Youth Power Creme 1.7oz	\$103
Youth Power Creme Refill 1.7oz	\$88
Youth Power Creme 2.5oz	\$128
Youth Power Creme Refill 2.5oz	\$102
Youth Power Soft Milky Lotion 3.4 oz	\$100

SOFT CLEAN

Foaming Cleanser 4.2oz	\$26
Infusion Hydrating Essence Lotion Amino Acid + Waterlily 13.5oz	\$42

RE-NUTRIV SKINCARE

Hydrating Foam Cleanser 4.2oz	\$76
Intensive Smoothing Hand Creme 3.4oz	\$76

CLASSIC RE-NUTRIV

Creme 1.7oz	\$125
Lightweight Creme 1.7oz	\$125
Softening Lotion 8.4oz	\$76

ULTIMATE DIAMOND

Transformative Brilliance Serum 1.0oz	\$250
Transformative Brilliance Serum Refill 1.0oz	\$215
Sculpted Transformation Creme 0.5oz	\$135
Sculpted Transformation Creme 1.7oz	\$435
Transformative Energy Creme Rich 1.7oz	\$435
Transformative Eye Serum 0.5oz	\$195
Transformative Energy Eye Creme 0.5oz	\$295
Ultimate Facial Massager	\$175

ULTIMATE LIFT AGE-CORRECTING

Creme 1.7oz	\$330
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ULTIMATE LIFT REGENERATING YOUTH

Creme 1.7 oz	\$330
Creme Rich 1.7oz	\$330
Serum 1.0oz	\$330
Treatment Lotion 6.7oz	\$132
Eye Creme 0.5oz	\$175
Eye Creme Rich 0.5oz	\$175
Emulsion 2.5oz	\$305

RE-NUTRIV MAKEUP

Ultra Radiance Liquid Makeup SPF 20	\$128
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MAKEUP EYE

BROW	
Stay-in-Place Brow Gel	\$27
NEW BrowPerfect 3D All-In-One Styler	\$32

EYE SHADOW	
Double Wear EyeShadow Base	\$23
PURE COLOR ENVY	
Luxe Eyeshadow Quad	\$58
Luxe Eyeshadow Quad Refills	\$44

EYELINER	
DOUBLE WEAR	
24-HR Waterproof Gel Eye Pencil	\$30
Infinite Waterproof Eyeliner	\$30
Little Black Liner	\$35
Smoke and Brighten Kajal Eyeliner Duo	\$32

MASCARA	
Double Wear Zero-Smudge Lengthening Mascara	\$32
Little Black Primer	\$27

SUMPTUOUS	
Extreme Lash Multiplying Volume Mascara .09oz	\$10
Extreme Lash Multiplying Volume Mascara	\$32
Extreme Waterproof Mascara	\$32

TURBO LASH	
NEW High Powered Volume + Length Mascara	\$34
NEW High Powered Volume + Length Mascara Mini	\$12
NEW Night Revitalizing Serum Lash + Brow	\$49

MAKEUP FACE

BLUSH	
PURE COLOR ENVY	
Sculpting Blush	\$42
Sculpting Blush Refills	\$30

BRONZER/HIGHLIGHTER	
BRONZE GODDESS	
Powder Bronzer	\$48
Matte & Glow Bronzing Trio	\$48
Healthy Glow Bronzer	\$45
Highlighting Powder Gelée	\$45

CONCEALER	
DOUBLE WEAR	
Radiant Concealer	\$32
Stay-in-Place Flawless Wear Concealer	\$32

FUTURIST	
NEW Futurist Soft Touch Brightening Concealer	\$36

FOUNDATION	
DOUBLE WEAR	
Sheer Long-Wear Makeup SPF 19	\$49
Maximum Cover Camouflage Makeup SPF 15	\$49
Stay-in-Place Makeup	\$49
Stay-in-Place Matte Powder Foundation	\$49
Stay-in-Place Matte Powder Foundation Refill	\$36
Double Wear Stay-in-Place Makeup Pump	\$12

FUTURIST	
Hydra Rescue Moisturizing Makeup SPF 45	\$51
NEW SkinTint Serum with Botanical Oil Infusion SPF 20	\$53

MAKEUP FACE

LOOSE/PRESSED POWDERS	
Double Wear Sheer Flattery Loose Powder	\$48

PRIMERS	
The Mattifier Shine Control Perfecting Primer + Finisher	
1oz	\$40
The Smoother Universal Perfecting Primer 1oz	\$40
Futurist Aqua Brilliance Watery Glow Primer 0.5oz	\$18
Futurist Aqua Brilliance Watery Glow Primer 1.35oz	\$44
NEW Futurist Peptide-Power Serum Primer	\$54

MIST	
Set + Refresh Perfecting Makeup Mist 3.9oz	\$40

MAKEUP LIP

LIP PENCIL	
Double Wear 24H Stay-in-Place Lip Liner	\$30

LIPSTICK	
PURE COLOR	
Creme Lipstick	\$36
Hi-Lustre Lipstick	\$36
Matte Lipstick	\$36
Matte + Creme Lipstick Refills	\$26

MAKEUP LIP

LIPSTICK	
PURE COLOR ENVY LIP CARE	
Color Replenish Lip Balm	\$36
Lip Repair Potion	\$36
Lip Volumizer	\$36
Nighttime Rescue Lip Oil Serum	\$36

PURE COLOR	
Illuminating Lip Shine	\$36
Paint-On Liquid LipColor	\$29
Revitalizing Crystal Balms	\$36
Whipped Matte Lip Color	\$36

MAKEUP TOOLS

Sharpener	\$10
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MAKEUP REMOVERS

TAKE IT AWAY	
Gentle Eye Makeup Remover 3.4oz	\$24
Take it Away Makeup Remover Lotion 6.7oz	\$34

FRAGRANCE

BEAUTIFUL MAGNOLIA	
Hand Creme 1oz	\$20
Eau de Parfum Travel Spray 0.2oz	\$28
Eau de Parfum Spray 1oz	\$82
Eau de Parfum Spray 1.7oz	\$100
Eau de Parfum Spray 3.4oz	\$138

BEAUTIFUL MAGNOLIA L'EAU	
Eau de Toilette Spray 0.34oz	\$28
Eau de Toilette Spray 1.7oz	\$93
Eau de Toilette Spray 3.4oz	\$120

BEAUTIFUL MAGNOLIA INTENSE	
Eau de Parfum Spray 1.7oz	\$108
Eau de Parfum Spray 3.4oz	\$144

BEAUTIFUL	
Eau de Parfum Spray 0.5oz	\$36
Eau de Parfum Spray 1oz	\$70
Eau de Parfum Spray 2.5oz	\$98
Eau de Parfum Spray 3.4oz	\$108
Eau de Parfum Spray 5oz	\$142
Perfumed Body Lotion 8.4oz	\$60
Perfumed Body Powder 3.5 oz	\$60

BEAUTIFUL BELLE	
Eau de Parfum Spray 1.7oz	\$100

BRONZE GODDESS	
Eau de Parfum Spray 1.7oz	\$85
Eau de Parfum Spray 3.4oz	\$110
Eau Fraîche Skinscent 1.7oz	\$72
Eau Fraîche Skinscent 3.4oz	\$88
Shimmering Hair & Body Oil	\$54

ESTÉE LAUDER PLEASURES	
Body Lotion 8.4oz	\$58
Eau de Parfum Spray .5oz	\$34
Eau de Parfum Spray 1.7oz	\$78
Eau de Parfum Spray 3.4oz	\$102

ESTÉE LAUDER PLEASURES INTENSE	
Eau de Parfum Spray 3.4oz	\$102

ESTÉE LAUDER SENSUOUS	
Eau de Parfum Spray 1.7oz	\$78

HOUSE OF ESTÉE LAUDER	
Aliage Sport Eau de Parfum Spray 1.7oz	\$63
Azuree Eau de Parfum Spray 1.7oz	\$63
Cinnabar Fragrance Spray 1.7oz	\$63
Estée Super Eau de Parfum Spray 1.7oz	\$63
Spellbound Eau de Parfum Spray 1.7oz	\$78
Tuscany per Donna Eau de Parfum Spray 1.7oz	\$63

FRAGRANCE

KNOWING	
Eau de Parfum Spray 2.5oz	\$98
MODERN MUSE	
Eau de Parfum Spray 1.7oz	\$100
PRIVATE COLLECTION*	
Eau de Parfum Spray 1.7oz	\$78
PRIVATE COLLECTION TUBEROSE GARDENIA*	
Eau de Parfum Spray 2.5oz	\$180
WHITE LINEN	
Parfum Spray 2oz	\$78
YOUTH-DEW	
Eau de Parfum Spray 1.8oz (heritage blue bottle)	\$44
Eau de Parfum Spray 2.25oz	\$44
Bath Oil 2oz	\$47
Body Satinée 5oz	\$38
Dusting Powder Box 7oz	\$42
Perfumed Body Creme 7.5oz	\$44
Roll-On Anti-Perspirant Deodorant 2.5oz	\$24

FOR MEN

LAUDER FOR MEN	
Cologne Spray 3.4oz	\$78
LAUDER PLEASURES FOR MEN	
Cologne Spray 3.4oz	\$78

AERIN

PREMIER FRAGRANCES	
Ambrette de Noir Parfum 1.7oz	\$260
Limone di Sicilia Parfum 1.7oz	\$260
Tuberose le Jour Parfum 1.7oz	\$260
Tuberose le Soir Parfum 1.7oz	\$260
FRAGRANCE COLLECTION	
Amber Musk EDP 1.7oz	\$145
Amber Musk EDP 3.4oz	\$200
Amber Musk Body Cream 5oz	\$65
Amber Musk EDP Travel Spray 0.24oz	\$35
Cedar Violet EDP 1.7oz	\$145
Cedar Violet EDP 3.4oz	\$200
Cedar Violet Travel Spray EDP 0.24oz	\$35
Fleur de Peony EDP 1.7oz	\$145
Fleur de Peony EDP 3.4oz	\$200
Fleur de Peony Body Cream 5oz	\$65
Hibiscus Palm EDP 1.7oz	\$145
Hibiscus Palm EDP 3.4oz	\$200
Hibiscus Palm EDP Travel Spray 0.24oz	\$35
Ikat Jasmine EDP 1.7oz	\$145
Ikat Jasmine EDP 3.4oz	\$200
Ikat Jasmine Body Cream 5oz	\$65
Ikat Jasmine EDP Travel Spray 0.24oz	\$35
Lilac Path EDP 1.7oz	\$145
Lilac Path EDP 3.4oz	\$200
Lilac Path Body Cream 5oz	\$65
Mediterranean Honeysuckle EDP 1.7oz	\$145

AERIN

Mediterranean Honeysuckle EDP 3.4oz	\$200
Mediterranean Honeysuckle Body Cream 5oz	\$65
Mediterranean Honeysuckle EDP Travel Spray 0.24oz	\$35
Wild Geranium EDP 1.7oz	\$145
Wild Geranium EDP 3.4oz	\$200
Wild Geranium Body Cream	\$65
Wild Geranium Travel Spray0.24oz	\$35
ROSE COLLECTION	
Rose de Grasse Joyful Bloom EDP 1.7oz	\$205
Rose de Grasse Joyful Bloom EDP 3.4oz	\$280
Rose de Grasse Parfum 1.7oz	\$260
Rose de Grasse Parfum 3.4oz	\$360
Rose de Grasse Body Cream 6.5oz	\$90
Rose de Grasse Pour Filles EDT 1.0oz	\$100
NEW Rose de Grasse Rouge EDP 1.7oz	\$205
Rose Hand and Body Cream 5oz	\$55
Rose Lip Conditioner 0.3oz	\$35

FRAGRANCE

LUXURY FRAGRANCE

Blushing Sands 3.4oz	\$200	Paradise Moon 1.35oz	\$100
Blushing Sands 1.35oz	\$100	Paradise Moon 0.34oz	\$40
Blushing Sands 0.34oz	\$40	Radiant Mirage 3.4oz	\$200
Desert Eden 3.4oz	\$200	Radiant Mirage 1.35oz	\$100
Desert Eden 1.35oz	\$100	Radiant Mirage 0.34oz	\$40
Desert Eden 0.34oz	\$40	Sensuous Stars 3.4oz	\$200
Dream Dusk 3.4oz	\$200	Sensuous Stars 1.35oz	\$100
Dream Dusk 1.35oz	\$100	Sensuous Stars 0.34oz	\$40
Dream Dusk 0.34oz	\$40	Tender Light 3.4oz	\$200
Infinite Sky 3.4oz	\$200	Tender Light 1.35oz	\$100
Infinite Sky 1.35oz	\$100	Tender Light 0.34oz	\$40
Infinite Sky 0.34oz	\$40	Ultra Rich Hand Creme	\$50
Paradise Moon 3.4oz	\$200		

SERUM S.R.P. PER OUNCE

ANR Synchronized Multi-Recovery Complex	\$85	Perfectionist Pro Rapid Firm+Lift Treatment 1.7oz	\$74.12
ANR Synchronized Multi-Recovery Complex 1.0oz	\$73.53	Perfectionist Pro Rapid Firm+Lift Treatment Duo 2 x 1.7oz	\$63.24
ANR Synchronized Multi-Recovery Complex 3.9oz	\$61.54	Perfectionist Pro Rapid Brightening Treatment	\$86
ANR Synchronized Multi-Recovery Complex Duo 2x1.7oz	\$61.18	Perfectionist Pro Rapid Brightening Treatment 1.7oz	\$74.12
Perfectionist CP+R 1.7oz	\$70.58	Re-Nutriv Ultimate Diamond Brilliance Serum 1.0oz	\$250
Perfectionist CP+R Duo 2 x 1.7oz	\$60.29	Re-Nutriv Ultimate Lift Regenerating Youth Serum 1.0oz	\$330
Perfectionist Pro Rapid Firm+Lift Treatment	\$86		

LINE TESTERS & TRENDING NOW LAUNCH UNITS/ IN CASE PROPS

	Currently on-counter	JUL	AUG	SEPT
LAUNCH	 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		
IN-CASE	 UPDATED SUPREME+ IN-CASE PROP LITHO All Doors Litho Code #: GRPP-70  ADVANCED NIGHT REPAIR IN-CASE PROP LITHO All Doors Litho Code #: TBD	 UPDATED SUPREME+ IN-CASE PROP LITHO All Doors Litho Code #: G1Q6-70  ADVANCED NIGHT REPAIR RESCUE SOLUTION IN-CASE PROP LITHO All Doors Litho Code #: G8CW-70		
LINE TESTER	 ADVANCED NIGHT REPAIR SKINCARE LTU BANNER All Doors Banner Code #: G76C-70  SKINCARE LTU VER. 1 (NON-NUTRITIOUS W/O REFILLS) Most Doors Update with new templates and graphics Unit Code #: PG58-60 Graphic Update Code #: G4T9-70 Acrylic Update Code #: G4TH-60  SKINCARE LTU VER. 2 (NON-NUTRITIOUS WITH REFILLS) Select Doors Update drawer template and new graphics Unit Code #: PG58-60 Graphic Update Code #: G4TA-70 Acrylic Update Code #: G4TJ-60	 SKINCARE LTU VER. 1 (W/O SUPREME MOISTURIZER REFILLS) Most Doors Update with new templates and graphics Unit Code #: PG58-60 Graphic Update Code #: G141-70 Acrylic Update Code #: G87Y-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		

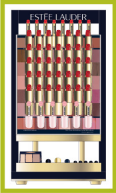
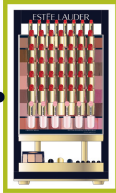
Select Doors Only

All Doors

North America Tester Cadence: Department Stores			RE-NUTRIV	Fall 2023
	Currently on-counter	JUL	AUG	SEPT
DEPARTMENT STORE (DIAMOND)	RE-NUTRIV DIAMOND LTU Select Doors Update with new templates and graphics Uit Code #: PT2M-60 Graphic Update Code #: G5LK-70 Acrylic Update Code #: G5LM-60		RE-NUTRIV DIAMOND LTU W/ LIMITED LIFE GRACIE X STUDIO Select Doors Update with new templates and graphics Uit Code #: PT2M-60 Graphic Update Code #: TBD Acrylic Update Code #: G881-60 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	
DEPARTMENT STORE (NON-DIAMOND)	RE-NUTRIV (NON-DIAMOND) LTU (ULRY) Select Doors Updated graphics with new S.R.P Unit Code #: PT2N-60 Graphic Code #: G5LJ-70			

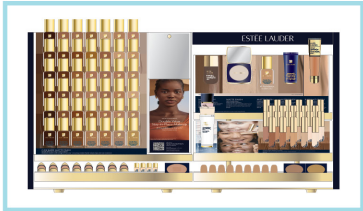
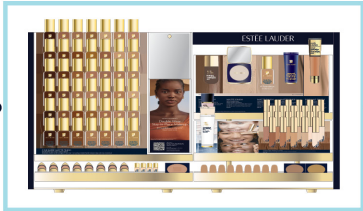
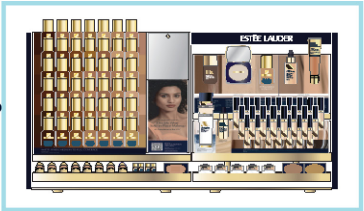
Select Doors Only

All Doors

North America Tester Cadence: Department Stores			COLOR	Fall 2023
	Currently on-counter	JUL	AUG	SEPT
LAUNCH	 IPAD/IMATCH TRENDING NOW UNIT Graphic and drawer template update Select Doors Unit Code #: PG5H-60 Graphic Update Code #: G555-60 Acrylic Update Code #: G6WW-70		 IPAD/IMATCH TRENDING NOW UNIT SRP graphic update only Select Doors Unit Code #: PG5H-60 Graphic Update Code #: G1BU-70	
	 CRYSTAL BALMS IN-CASE LITHO Select Doors Litho Code #: GXE6-70			
LINE TESTER	 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	 COLOR LTU (55 LIP SHADE VARIANT) PART 1 UPDATE Update with new templates and graphics Select Doors Unit Code #: PG53-60 Graphic Update Code #: G1BN-70 Acrylic Update Code #: G884-60		 COLOR LTU (55 LIP SHADE VARIANT) PART 1 UPDATE Remove plug on top template Select Doors Unit Code #: PG53-60 Graphic Update Code #: G1BN-70 Acrylic Update Code #: G884-60
	 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	 COLOR LTU (35 LIP SHADE VARIANT) PART 1 UPDATE Update with new templates and graphics Select Doors Unit Code #: PG53-60 Graphic Update Code #: G1BM-70 Acrylic Update Code #: G885-60		 COLOR LTU (35 LIP SHADE VARIANT) PART 1 UPDATE Remove plug on top template Select Doors Unit Code #: PG53-60 Graphic Update Code #: G1BM-70 Acrylic Update Code #: G885-60
	 COLOR HYBRID LTU - VER. 2 Bosco's, Independents, Blue Mercury, and Puerto Rico Doors Update with new drawer template and graphics Unit Code #: PG5G-60 Graphic Update Code #: G6WX-70 Acrylic Update Code #: G558-60	 COLOR HYBRID LTU - VER. 2 Bosco's, Independents, Blue Mercury, and Puerto Rico Doors Update with new drawer template and graphics Unit Code #: PG5G-60 Graphic Update Code #: G1BO-70 Acrylic Update Code #: G88H-60		


Select Doors Only


All Doors

	Currently on-counter	JUL	AUG	SEPT
LAUNCH	 DRAMMING UNIT New graphic updates on all panels All Doors Unit Code #: RYC5-60 Litho Update Code #: PNIP-70  DRAMMING PEDESTAL Foundation Panels Update Select Doors Pedestal Code #: P4EE-60 Pedestal Update Code #: PNIT-60  COLOR/FOUNDATION TRENDING NOW UNIT Update with new templates and graphics Select Doors Unit Code #: PG5F-60 Graphic Update Code #: G6WT-70 Acrylic Update Code #: G5PP-60			
IN-CASE	 FUTURIST IN-CASE LITHO Litho Code #: GXE4-70  DOUBLE WEAR IN-CASE LITHO Litho Code #: TDB	 DOUBLE WEAR RE-PROMOTE IN-CASE LITHO Litho Code #: G8CT-70		 FUTURIST SKINTINT IN-CASE LITHO Litho Code #: G8A4-70  Select Doors Only  All Doors
LINE TESTER	 FOUNDATION LINE TESTER UNIT Update with new graphics All Doors Unit Code #: PIHJ-60 Update Code #: G5PL-70	 FOUNDATION LINE TESTER UNIT Update with new graphics with S.R.P. updates All Doors Unit Code #: PIHJ-60 Graphic Update Code #: G1BT-70		 FOUNDATION LINE TESTER UNIT Update with new templates and graphics All Doors Unit Code #: PIHJ-60 Update Code #: G88T-60

	Currently on-counter	JUL	AUG	SEPT
AERIN	 AERIN LINE FRAGRANCE UNIT Von Maur & Belk Doors Update with back riser and platform graphics Graphic Update Code #: G762-70	 AERIN LINE FRAGRANCE UNIT Von Maur & Belk Doors Update with new all new graphics and new located acrylics for platforms Graphic Update Code #: G1Q3-70 Acrylic/Locator Update Code #: G16D-60	 AERIN LINE FRAGRANCE UNIT Von Maur & Belk Doors Update to add new RDG Rouge on "New and Best Sellers" platform. Graphic Update Code #: G1Q3-70 Acrylic/Locator Update Code #: G16D-60	
LINE TESTER	 LUXURY FRAGRANCE LINE TESTER UNIT Select Doors Update with new limited life fragrance Unit Code #: G1RE-60 Puck Update Code #: G3PY-60 Graphic Update Code #: G4MN-70  FRAGRANCE LINE TESTER Most Doors Update with new graphics and Magnolia Eau Unit Code #: PG59-60 Update Code #: G72L-70		 FRAGRANCE LINE TESTER Most Doors What is the update here? Unit Code #: PG59-60 Update Code #: TBD	
IN-CASE & OTHER	 LUXE FRAGRANCE IN-CASE PROP LITHO Litho Code #: GT0M-70  BEAUTIFUL MAGNOLIA INTENSE IN-CASE PROP LITHO Litho Code #: GXE2-70			

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

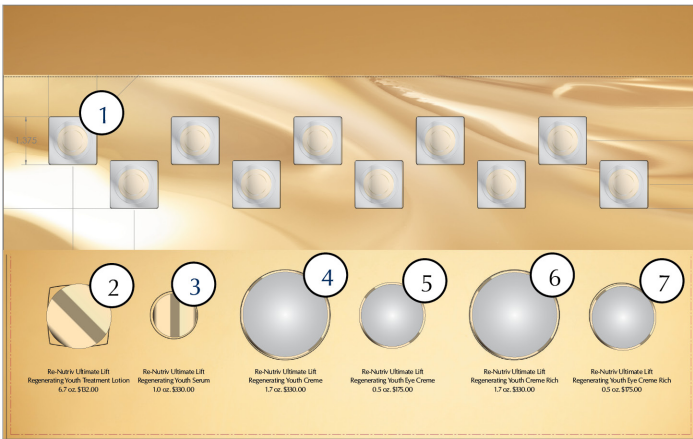
Non-Diamond Department Stores
January Update (No Update for Fall '23)

HISTORY OF UPDATES

Feb '22	Update with new graphics (GY98-70).
Jul '22	Update with new S.R.P. graphics (G3L7-70).
Jan '23	Update with new graphics (G5LJ-70).



TOP VIEW



NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

Line Tester (Use saleable products except where indicated.)

1. Re-Nutriv Ultra Radiance Liquid Makeup SPF 20 1 oz, (10)
2. Re-Nutriv Ultimate Lift Regenerating Youth Treatment Lotion 6.7 oz, (1)
3. Re-Nutriv Ultimate Lift Regenerating Youth Serum 1 oz, (1)
4. Re-Nutriv Ultimate Lift Regenerating Youth Creme 1.7 oz, (1)
5. Re-Nutriv Ultimate Lift Regenerating Youth Eye Creme 0.5 oz, (1)
6. Re-Nutriv Ultimate Lift Regenerating Youth Creme Rich 1.7 oz, (1)
7. Re-Nutriv Ultimate Lift Regenerating Youth Eye Creme Rich 0.5 oz, (1)



RE-NUTRIV LINE TESTER

Select Diamond Department Stores
August Update

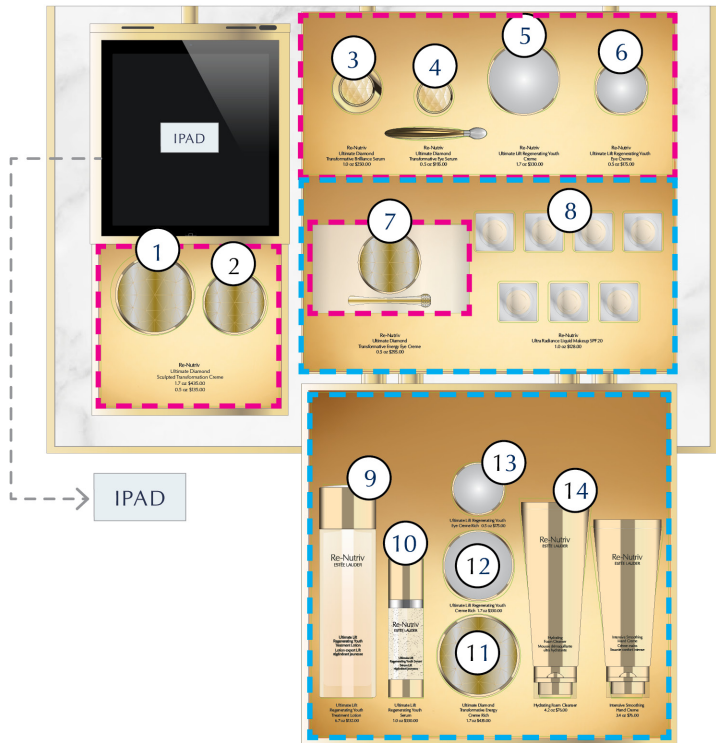
HISTORY OF UPDATES

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).



NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

TOP VIEW



DRAWER

Line Tester (Use saleable products except where indicated.)

1. Re-Nutriv Ultimate Diamond Sculpted Transformation Creme 1.7 oz, (1) or Limited Edition Gracie Studio Re-Nutriv Ultimate Diamond Sculpted Transformation Creme 1.7 oz (Select Doors Only)
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)

For doors who receive limited edition Gracie Studio, Re-Nutriv Ultimate Diamond Sculpted Transformation Creme 1.7 oz, place product on platform under iPad, replacing product #1. These doors will also receive new back riser graphic with Gracie Studio pattern. See below.

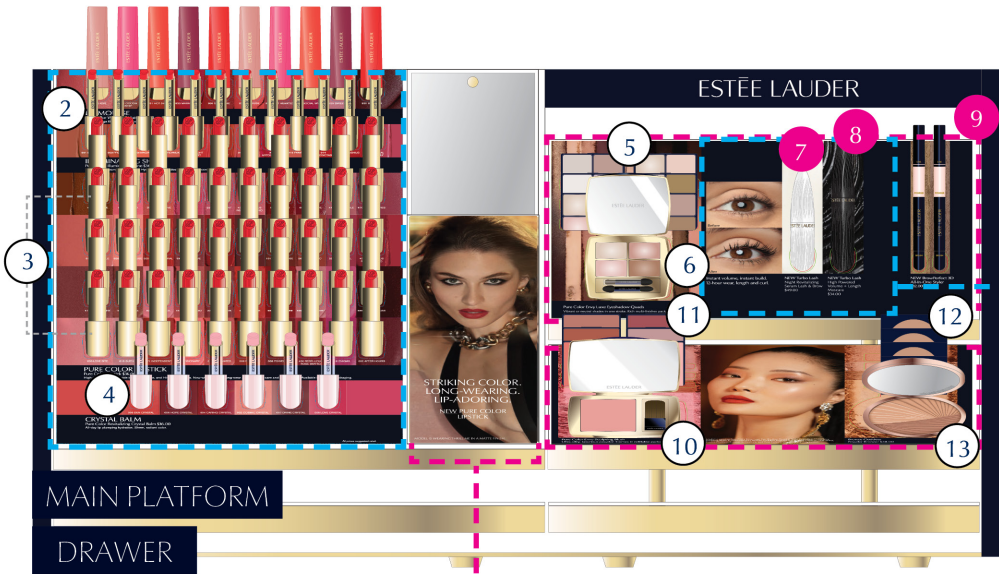


COLOR LINE TESTER

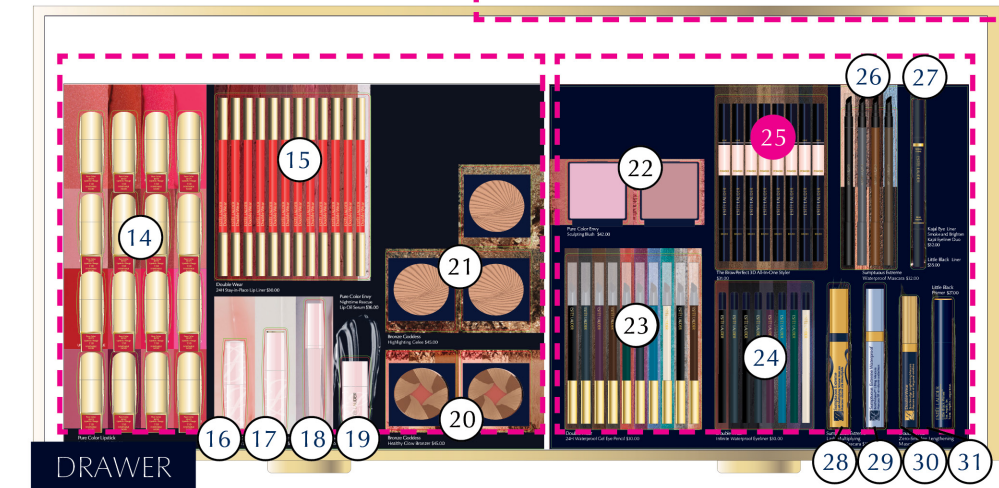
July & September Update | 55 Lipstick Variant

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 #: GIBN-70 Acrylic Update Code #: G884-60 .
Sept '23	Update center glorifier and take off graphic plug.



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)

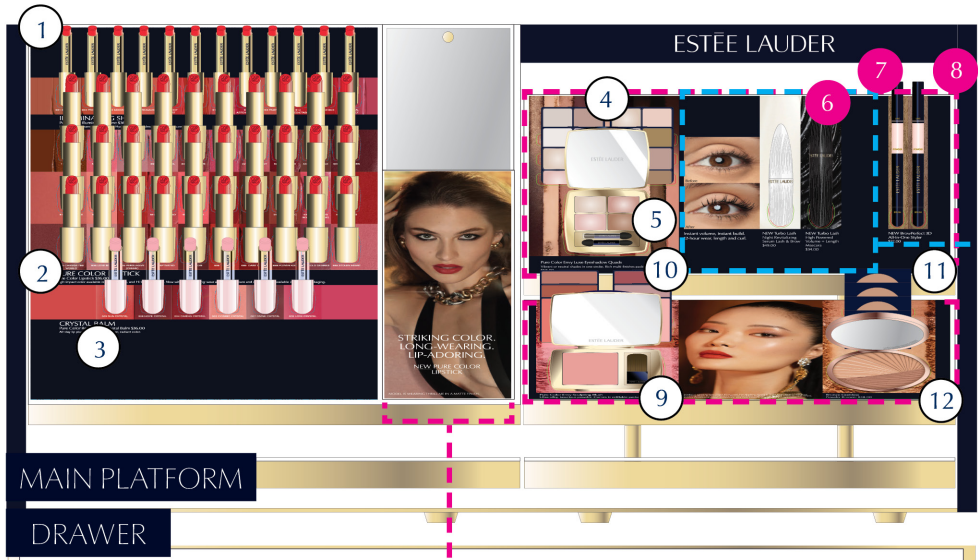
NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

COLOR LINE TESTER

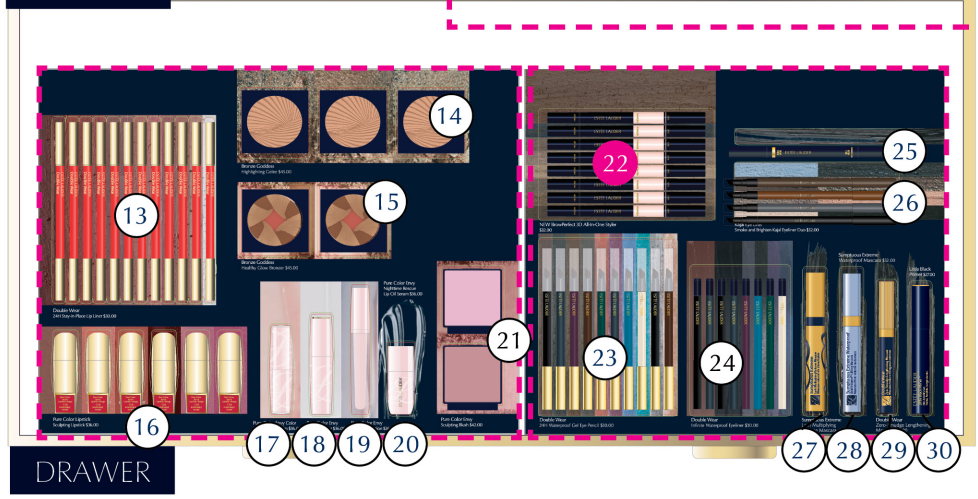
July & September Update | 35 Lipstick Variant

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 #: GIBM-70 Acrylic Update Code #: G885-60 .
Sept '23	Update center glorifier and take off graphic plug.



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)

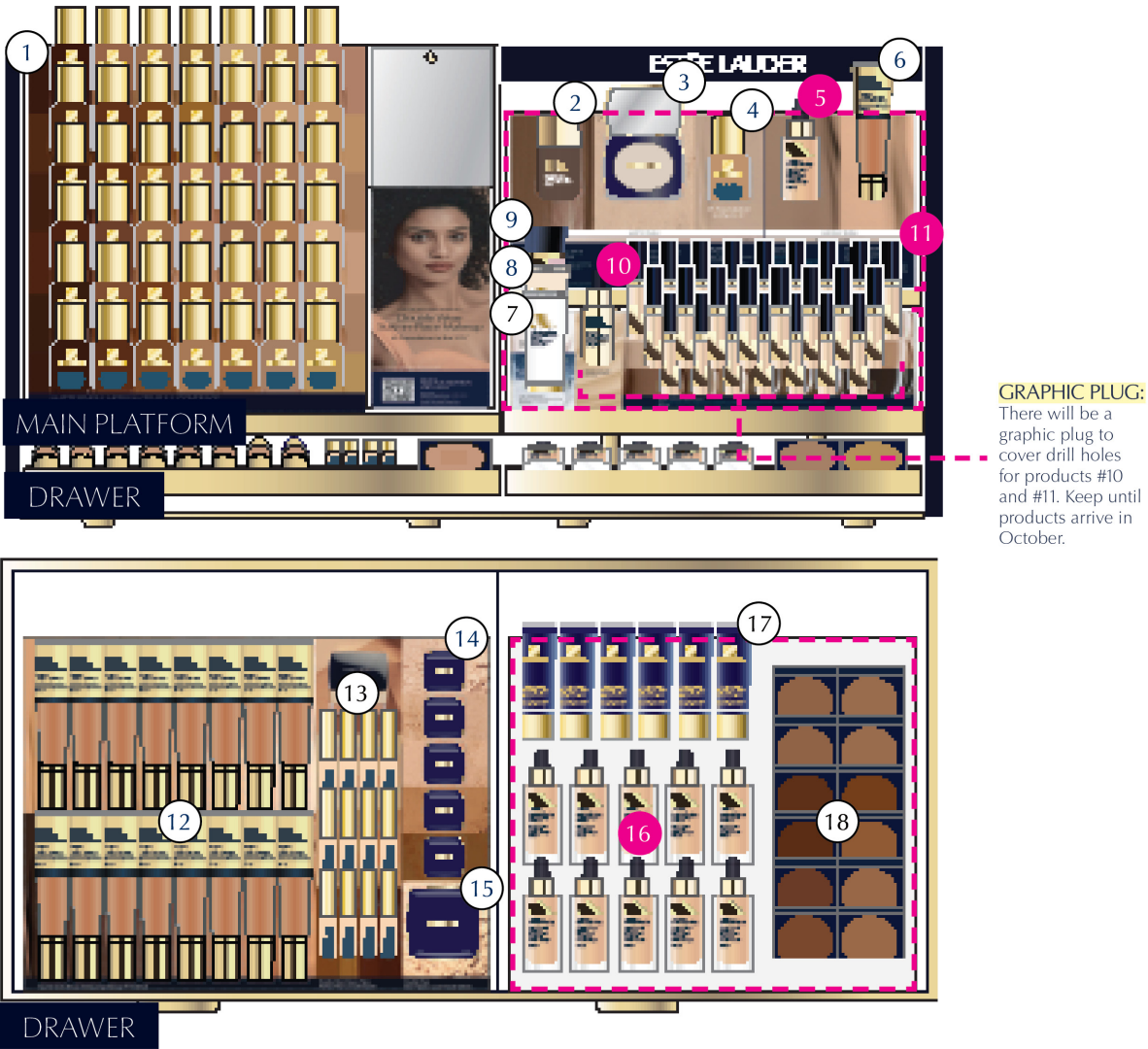
FOUNDATION LINE TESTER

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 HYBRID UNIT V.2

July Update

HISTORY OF UPDATES

Sept '22	Update with new top template and new graphics (G33H-60).
Feb '23	Update with new top template and new graphics (G558-60).
Jul '23	Update with bottom top template and new graphics. Graphic Update Code #: G1BO-70 Acrylic Update Code #: G88H-60.



Product List

Main Platform

1.

Pure Color Illuminating Shine (8)
2.

Pure Color Lipstick (35)
3.

Pure Color Revitalizing Crystal Balm (6)

Drawer

4.

Bronze Goddess Powder Bronzer (3) (in godets)
5.

Double Wear Stay-In-Place Eye Pencil (5)
6.

Double Wear 24H Stay-in-Place Lip Liner (4)
7.

Little Black Liner (1)
8.

Pure Color Envy Sculpting Blush (4) (in godets)
9.

Pure Color Envy Luxe Eyeshadow Quads (3) (in godets)
10.

New Turbo Lash High Powered Volume + Length Mascara (1)
11.

Sumptuous Extreme Lash Multiplying Volume Mascara (1)
12.

Double Wear Zero-Smudge Lengthening Mascara (1)
13.

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.

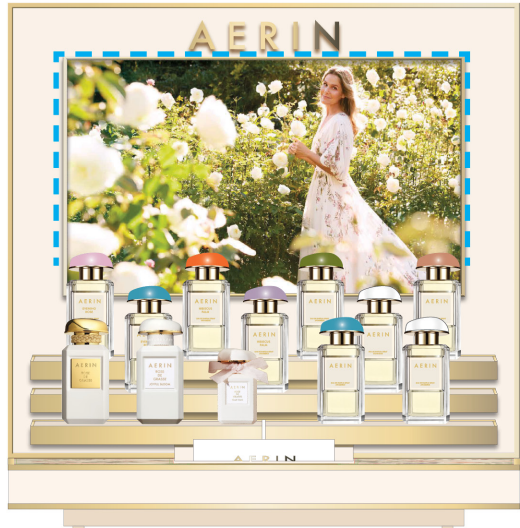
Unit Code #:

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 1.7oz
8. Lilac Path 1.7oz
9. Hibiscus Palm 1.7oz
10. Cedar Violet 1.7oz
11. 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.oz).
- 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	Update to add new Rose de Grasse Rouge on the "New and Best Sellers" 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 1.7oz
8. Lilac Path 1.7oz
9. Hibiscus Palm 1.7oz
10. Cedar Violet 1.7oz
11. Amber Musk 1.7oz

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

NOTES:

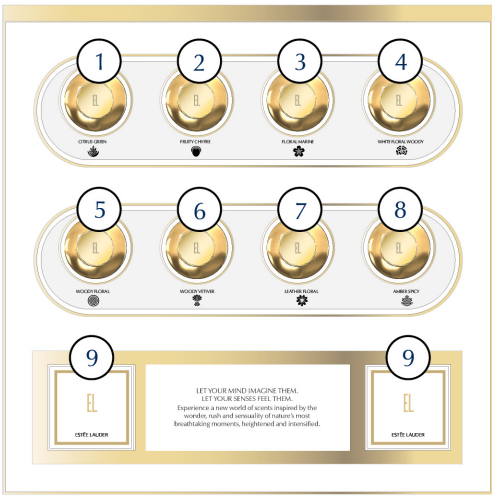
- New Rose de Grasse Rouge has a hard on-counter date of 8/1. Do not place on unit until 8/1.
- Merchandise 1.7oz on unit for all fragrances in exception to Rose de Grasse Pour Filles (1.oz).

LUXURY FRAGRANCE LINE TESTER UNIT

January Update (No Update for Fall '23)

HISTORY OF UPDATES

Oct '21	Install new unit.
Nov '22	Puck update to add new Oasis Dawn fragrance (Puck update: G3PY-60 Graphic update: G4MN-70).
Jan '23	Remove and discard puck for Oasis Dawn.



TOP VIEW

Product List

1. Tender Light Eau de Parfum, 3.4 oz
2. Sensuous Stars Eau de Parfum, 3.4oz
3. Dream Dusk Eau de Parfum, 3.4 oz
4. Radiant Mirage Eau de Parfum, 3.4 oz
5. Desert Eden Eau de Parfum, 3.4 oz
6. Blushing Sands Eau de Parfum, 3.4 oz
7. Paradise Moon Eau de Parfum, 3.4 oz
8. Infinite Sky Eau de Parfum, 3.4 oz
9. Luxe Fragrance Blotter Cards

 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

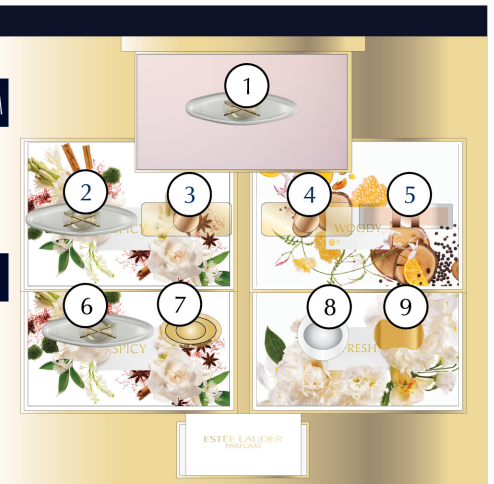
HISTORY OF UPDATES

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

1. Beautiful Magnolia Eau de Parfum, 3.4 oz

Main Platform (Preferred Line-up)

2. Beautiful Magnolia Intense Eau de Parfum, 3.4 oz
3. Bronze Goddess Eau de Parfum, 3.4 oz
4. Bronze Goddess Eau Fraiche, 3.4 oz
5. Estée Lauder Sensuous Eau de Parfum Spray, 3.4 oz
6. Beautiful Magnolia L'eau Eau de Toilette, 3.4 oz
7. Beautiful Eau de Parfum, 3.4 oz
8. Pleasures Eau de Parfum, 3.4 oz
9. White Linen Eau de Parfum, 2.0 oz

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.

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

TRENDING NOW SKINCARE UNIT

July Update

HISTORY OF UPDATES

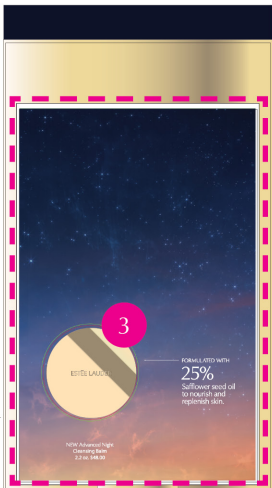
Jul '22	Update with new templates and new graphics (Acrylic Code #: G27K-60; Graphic Code #: G34W-70)
Jan '23	Update with new graphics (G4T4-70).
Jul '23	Update with new templates and graphic. Update Code #: G882-60.

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



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.

Once #4 arrives, use the base graphic shown above.

Product List

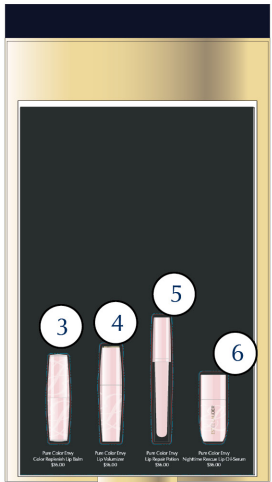
Main Platform

- 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)

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS



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

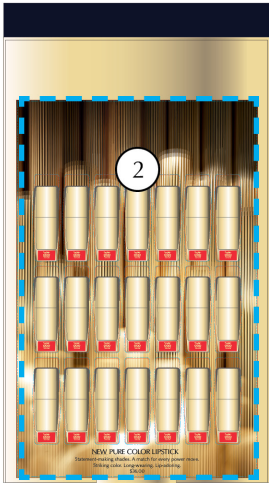
TRENDING NOW

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

- iPad with YouCam

Drawer

- 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).

SIDES 1 & 2



MAGNETIC PANELS 1 & 2

SIDES 3 & 4



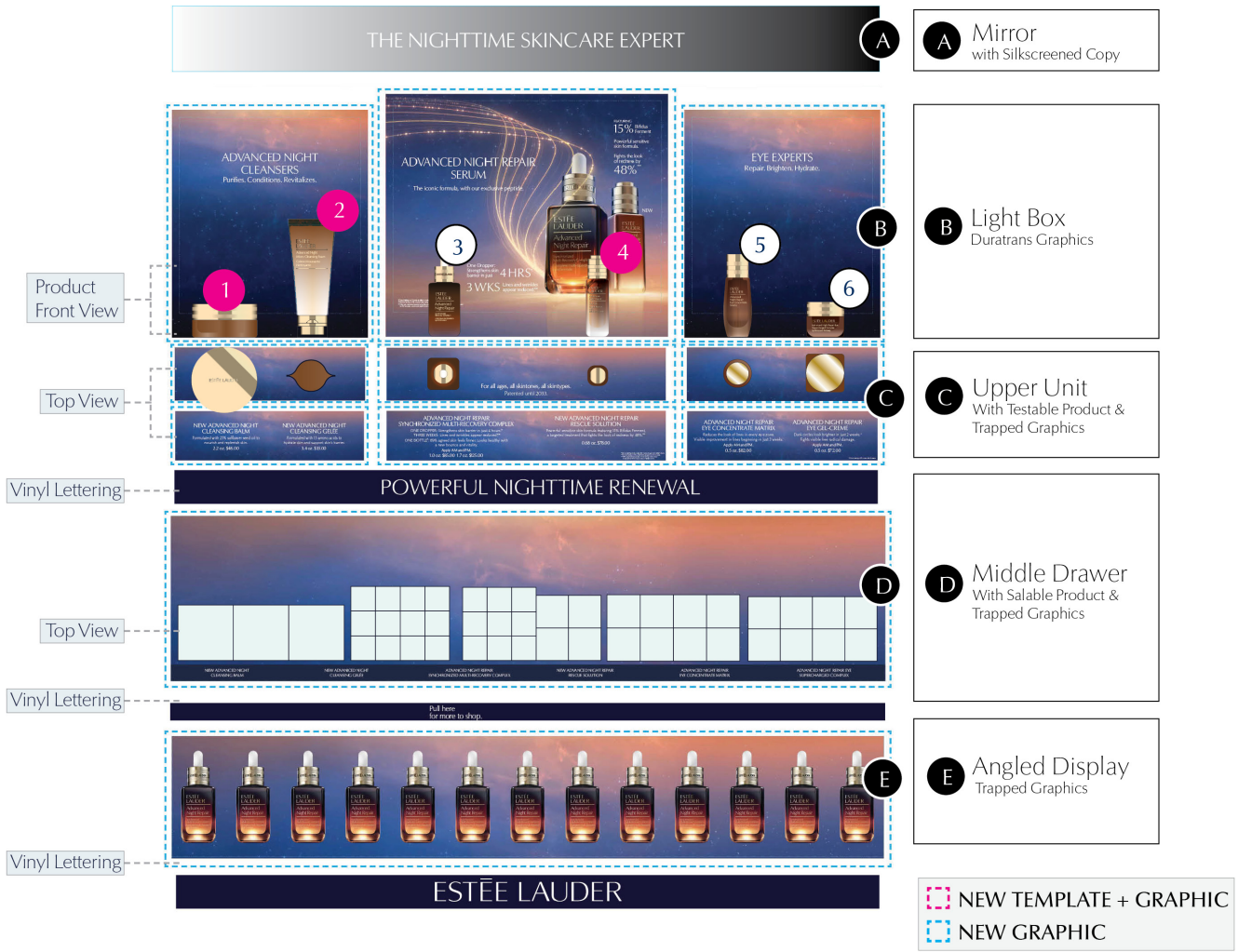
MAGNETIC PANELS 3 & 4

All graphics are FPO.

OPEN SELL/ MSNA VM UNITS

ANR DISTORTION TABLE (LARGE)
July Update

HISTORY OF UPDATES	
Nov '22	Update with new graphics (G3C0-70).
Jan '23	Update with new graphics (G6YJ-70).
Jul '23	Update with new graphics (G15D-70).

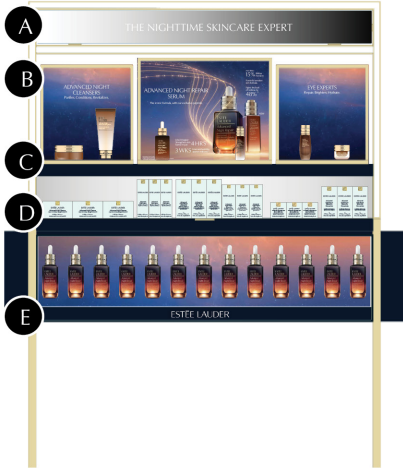


Product List

C. Upper Unit (Testable product marked out of saleable stock)

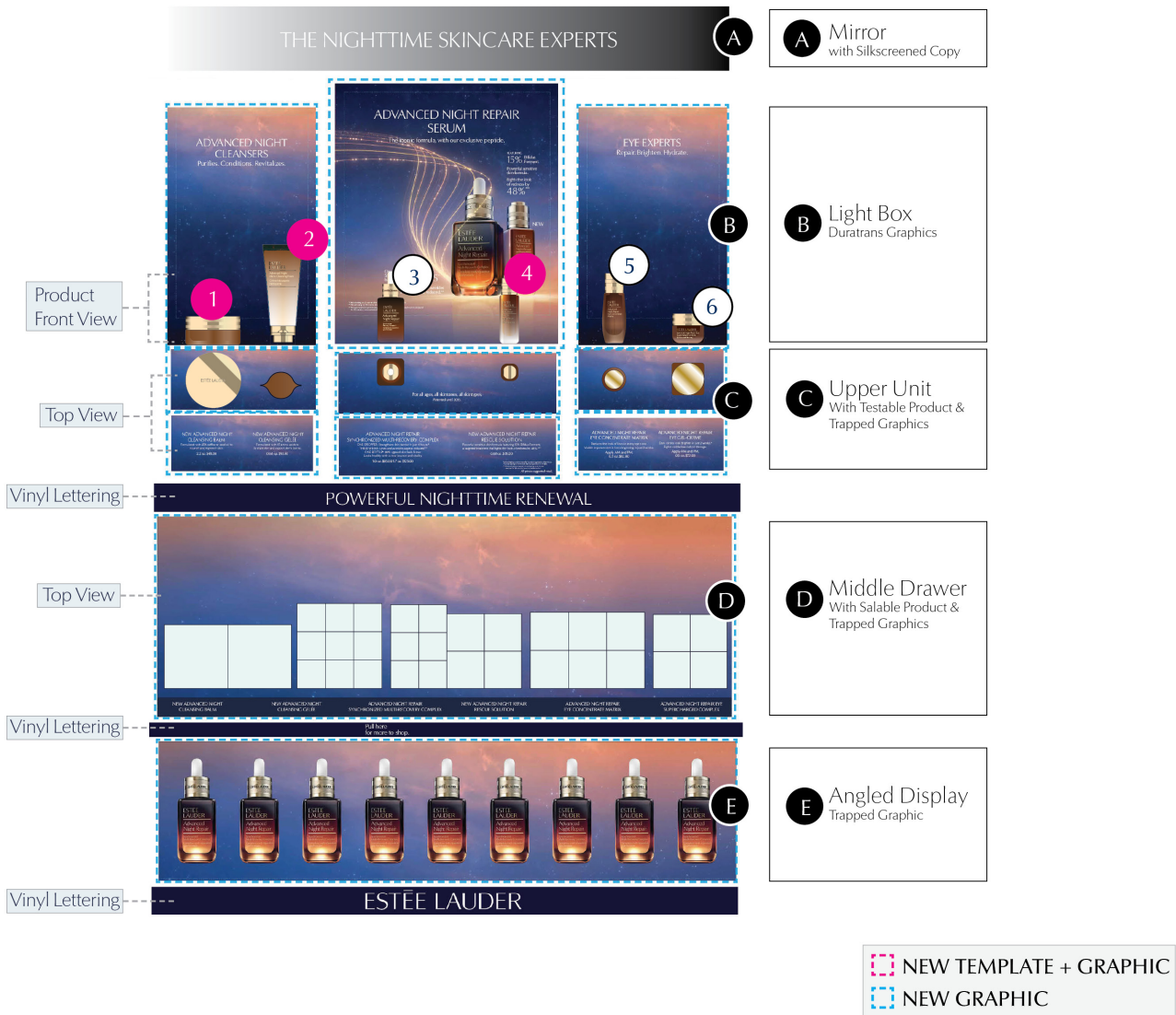
1. New Advanced Night Cleansing Balm (2.2 oz)
2. New Advanced Night Cleansing Gelée (3.4 oz)
3. Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery Complex, 0.5 (l)
4. New Advanced Night Repair Rescue Solution with Bifidus Ferment (0.68 oz)
5. Advanced Night Repair Eye Supercharged Complex, 0.5 oz (l)
6. Advanced Night Repair Synchronized Multi-Recovery Complex, 1.7 oz (3)

D. Middle Drawer: Place saleable boxes (secondary packaging) in drawer.



ANR DISTORTION TABLE (MEDIUM)
July Update

HISTORY OF UPDATES	
Nov '22	Update with new graphics (G3AY-70).
Jan '23	Update with new graphics (G6YL-70) Medium Half (G6YK-70).
Jul '23	Update with new graphics (G15I-70) Medium Half (G15B-70).



Product List

C. Upper Unit (Testable product marked out of saleable stock)

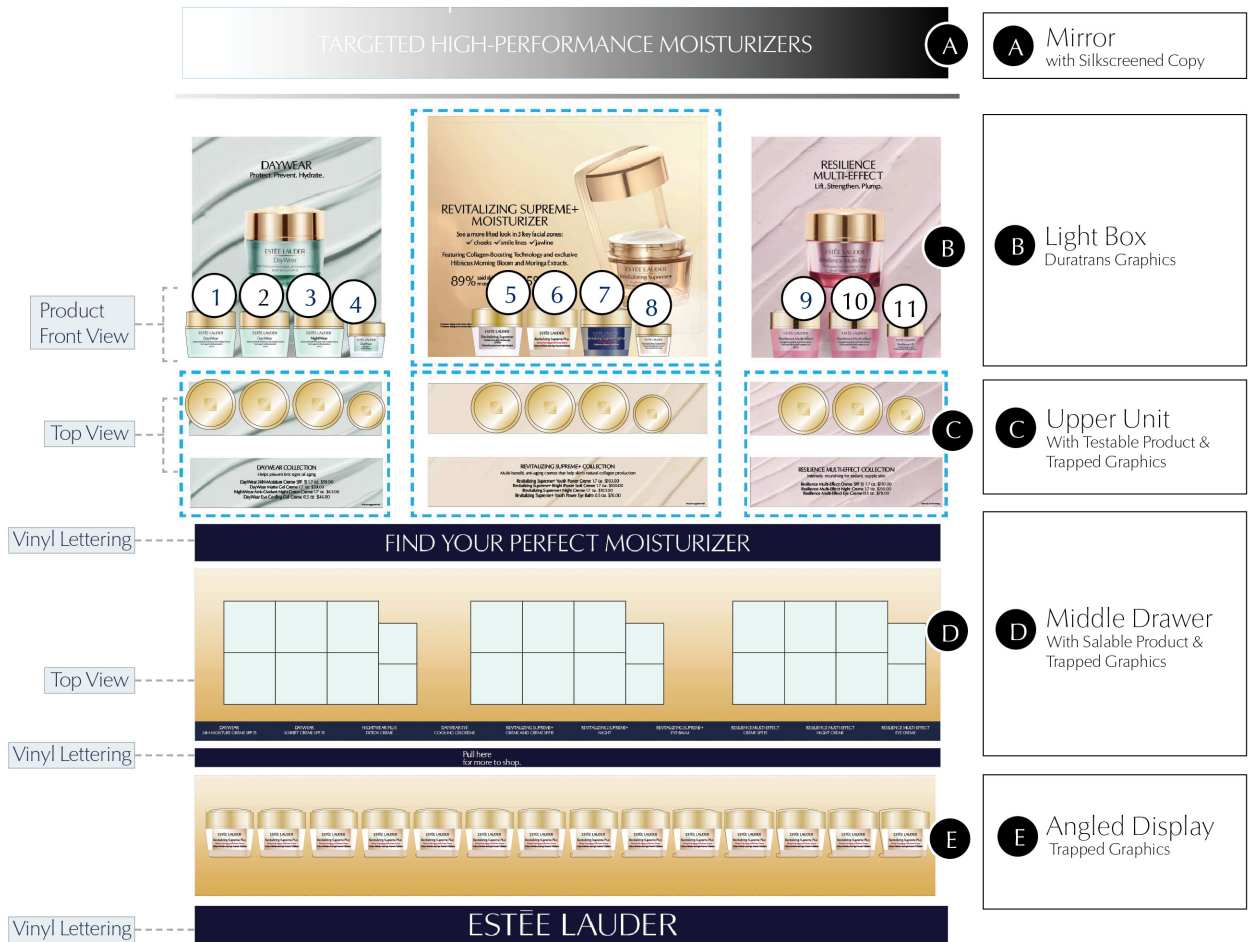
1. New Advanced Night Cleansing Balm (2.2 oz)
2. New Advanced Night Cleansing Gelée (3.4 oz)
3. Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery Complex, 0.5 (l)
4. New Advanced Night Repair Rescue Solution with Bifidus Ferment (0.68 oz)
5. Advanced Night Repair Eye Supercharged Complex, 0.5 oz (l)
6. Advanced Night Repair Synchronized Multi-Recovery Complex, 1.7 oz (3)

D. Middle Drawer: Place saleable boxes (secondary packaging) in drawer.

MOISTURIZERS DISTORTION TABLE (LARGE) July Update

HISTORY OF UPDATES

Nov '22	Update with new graphics (G3AW-70).
Jan '23	Update with new graphics (G6YG-70).
Jul '23	Update with new graphics (G14U-70).



Product List

Upper Unit (Testable product marked out of saleable stock)

1. DayWear 24H-Moisture Creme SPF 15, 1.7 oz (1)
2. DayWear Matte Gel Creme, 1.7 oz (1)
3. NightWear Anti-Oxidant Night Detox Creme, 1.7 oz (1)
4. DayWear Eye Cooling Gel Creme, 0.5 (1)
5. Revitalizing Supreme+ Bright Power Soft Creme, 1.7 oz. (saleable)
6. Revitalizing Supreme+ Creme, 1.7 oz. (saleable)
7. Revitalizing Supreme+ Night Creme, 1.7 oz. (saleable)
8. Revitalizing Supreme+ Eye Balm, 0.5 oz. (saleable)
9. Resilience Multi-Effect Creme SPF 15, 1.7 oz. (1)
10. Resilience Multi-Effect Night Creme SPF 15, 1.7 oz. (1)
11. Resilience Multi-Effect Eye Creme, 0.5 oz. (1)

Angled Display

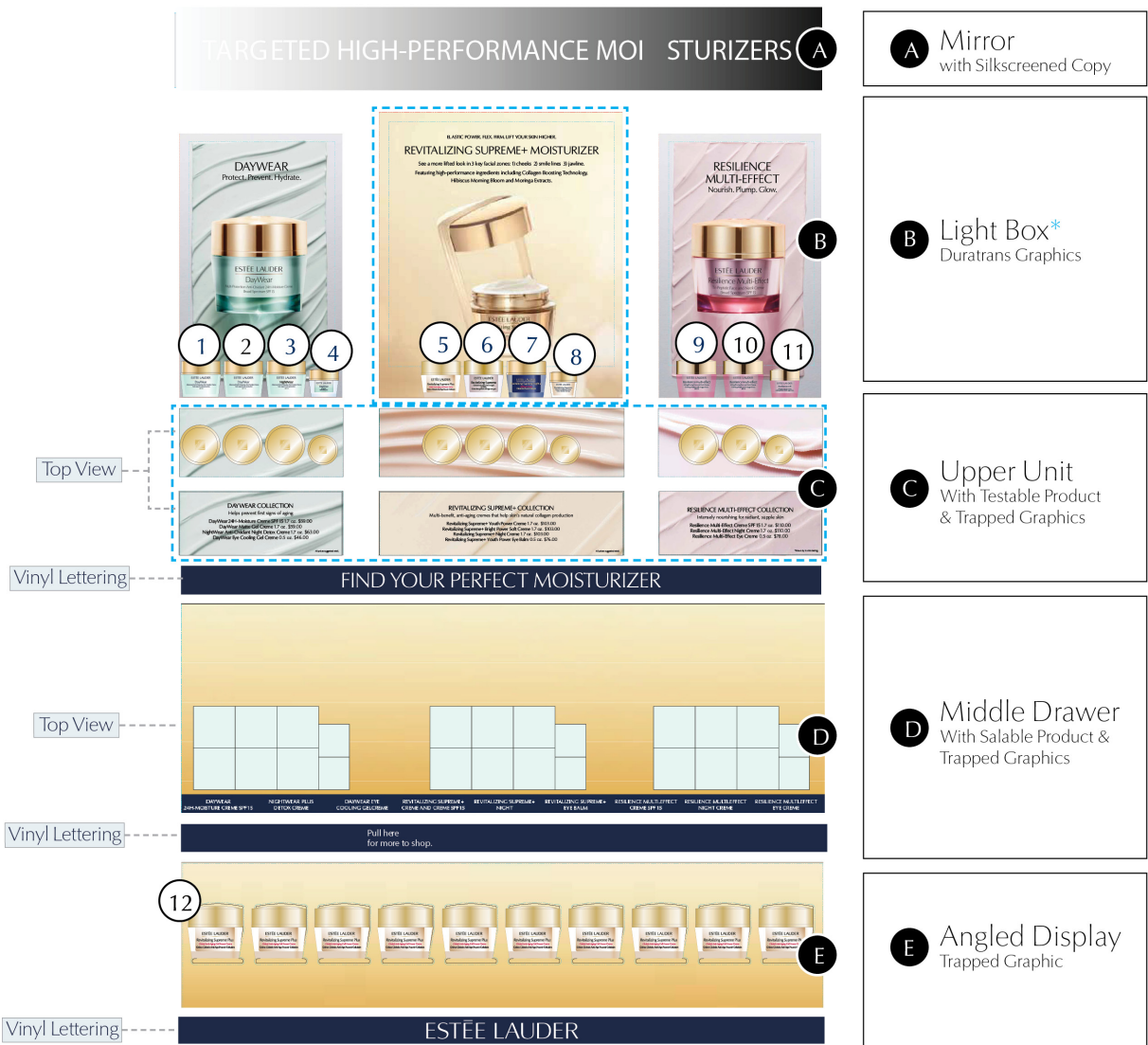
12. Moisturizers (14)



MOISTURIZERS DISTORTION TABLE (MEDIUM) July Update

HISTORY OF UPDATES

Jan '23	Update with new graphics (Medium: G6YM-70 Medium Half: G6YH-70).
Jul '23	Update with new graphics (Medium: G14V-70 Medium Half: G14Z-70).



Product List

Upper Unit (Testable product marked out of saleable stock)

1. DayWear 24H-Moisture Creme SPF 15, 1.7 oz (1)
2. DayWear Matte Gel Creme, 1.7 oz (1)
3. NightWear Anti-Oxidant Night Detox Creme, 1.7 oz (1)
4. DayWear Eye Cooling Gel Creme, 0.5 (1)
5. Revitalizing Supreme+ Youth Power Creme, 1.7 oz. (saleable)
6. Revitalizing Supreme+ Bright Power Soft Creme, 1.7 oz. (saleable)
7. Revitalizing Supreme+ Night Creme, 1.7 oz. (saleable)
8. Revitalizing Supreme+ Eye Balm, 0.5 oz. (saleable)
9. Resilience Multi-Effect Creme SPF 15, 1.7 oz. (1)
10. Resilience Multi-Effect Night Creme SPF 15, 1.7 oz. (1)
11. Resilience Multi-Effect Eye Creme, 0.5 oz. (1)

Angled Display

12. Moisturizers (10)

GRAPHICS BELOW ARE FOR MEDIUM HALF TABLES



NEW TEMPLATE + GRAPHIC
NEW GRAPHIC

DOUBLE WEAR
DISTORTION TABLE (LARGE)
October Update (Preview/Graphics are FPO)

HISTORY OF UPDATES	
Nov '22	Update with new graphics (TBD).
Jan '23	Update with new graphics (TBD).
Oct '23	Update with new graphics (G889-60).

DOUBLE WEAR 24-HOUR STAYING POWER

1

2

3

Top View

Vinyl Lettering

Top View

Vinyl Lettering

Top View

Vinyl Lettering

Top View

Vinyl Lettering

A Mirror with Silkscreened Copy

B Light Box Duratrans Graphics

C Upper Unit With Testable Product & Trapped Graphics

D Middle Drawer With Salable Product & Trapped Graphics

E Angled Display With Display Product & Trapped Graphics

NEW FUTUREST SKINTINT SERUM

DOUBLE WEAR

FUTURIST HYDRA RESCUE

NEW FUTUREST SKINTINT SERUM

DOUBLE WEAR

FUTURIST HYDRA RESCUE

TRY ON A NEW FOUNDATION VIRTUALLY

PULL HERE FOR MORE TO TRY

ESTÉE LAUDER

NEW TEMPLATE + GRAPHIC

NEW GRAPHIC

Product List (Testable product marked out of saleable stock)

Upper Unit

1. New Futurist SkinTint Serum (6)
2. Double Wear Stay-In-Place Foundation (8)
3. Futurist Hydra Rescue Moisturizing Makeup SPF 45 (6)

DOUBLE WEAR 24-HOUR STAYING POWER

A

B

C

D

E

ESTÉE LAUDER

DOUBLE WEAR
DISTORTION TABLE (MEDIUM)
October Update (Preview/Graphics are FPO)

HISTORY OF UPDATES	
Nov '22	Update with new graphics (TBD).
Jan '23	Update with new graphics (TBD).
Oct '23	Update with new graphics (Medium: G88A-60 Medium Half: G88C-60).

DOUBLE WEAR 24-HOUR STAYING POWER

1

2

3

Top View

Vinyl Lettering

Top View

Vinyl Lettering

Top View

Vinyl Lettering

A Mirror with Silkscreened Copy

B Light Box Duratrans Graphics

C Upper Unit With Testable Product & Trapped Graphics

D Middle Drawer With Salable Product & Trapped Graphics

E Angled Display with Product & Trapped Graphic

NEW FUTUREST SKINTINT SERUM

DOUBLE WEAR

FUTURIST HYDRA RESCUE

NEW FUTUREST SKINTINT SERUM

DOUBLE WEAR

FUTURIST HYDRA RESCUE

TRY ON A NEW FOUNDATION VIRTUALLY

PULL HERE FOR MORE TO TRY

ESTÉE LAUDER

NEW TEMPLATE + GRAPHIC

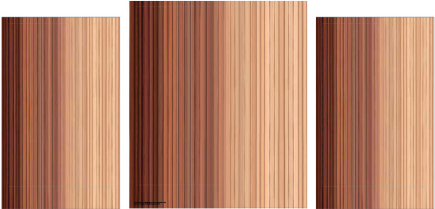
NEW GRAPHIC

Product List (Testable product marked out of saleable stock)

Upper Unit

1. New Futurist SkinTint Serum (6)
2. Double Wear Stay-In-Place Foundation (5)
3. Futurist Hydra Rescue Moisturizing Makeup SPF 45 (5)

GRAPHICS BELOW ARE FOR MEDIUM HALF TABLES



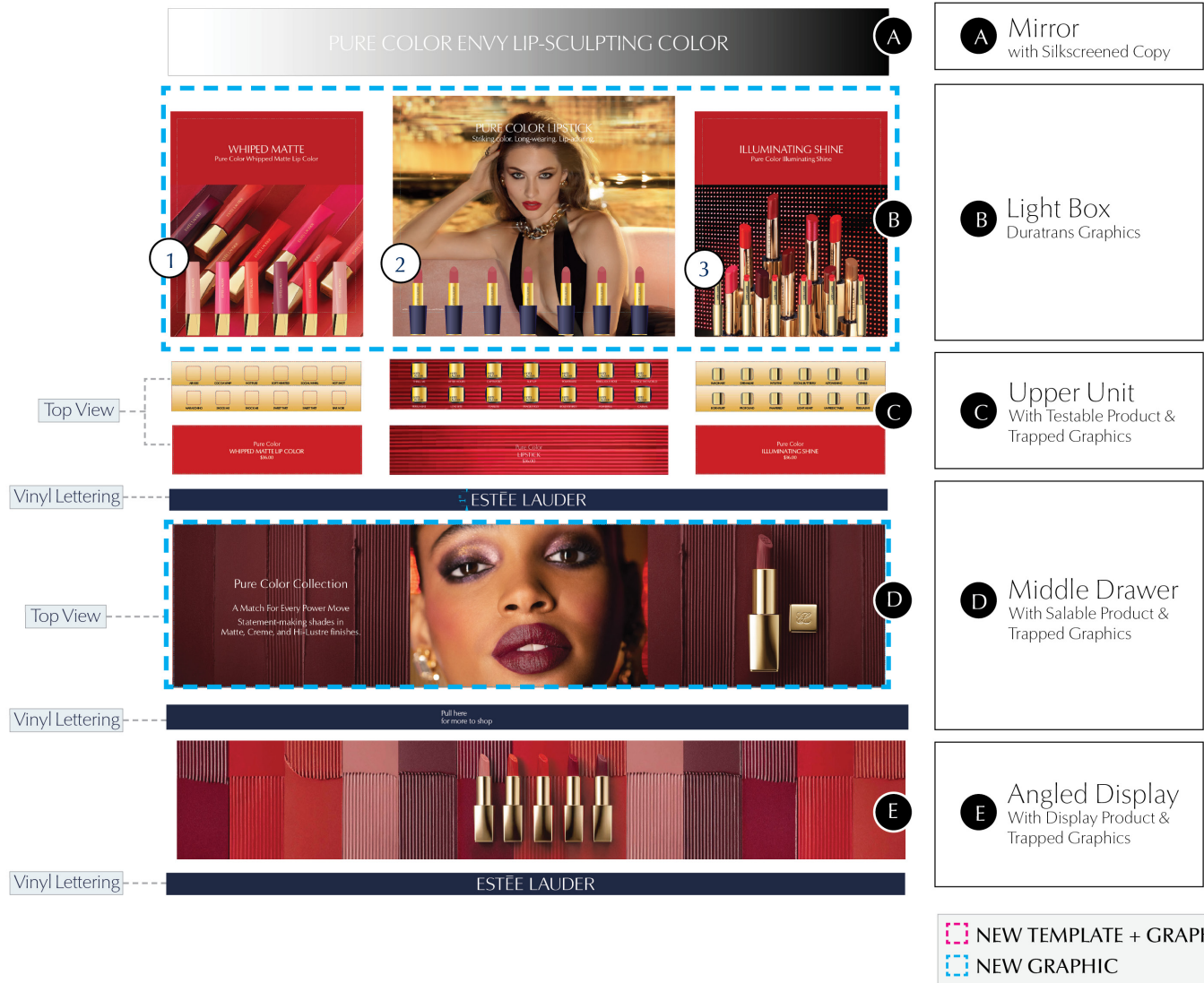
NEW TEMPLATE + GRAPHIC

NEW GRAPHIC

LIP DISTORTION TABLE (LARGE)

August Update

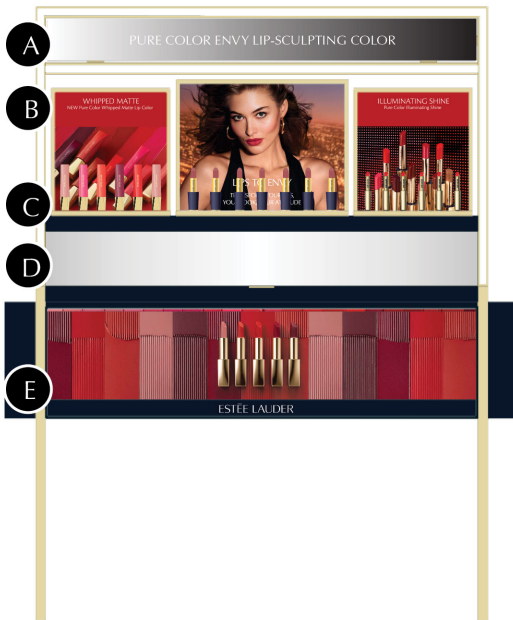
HISTORY OF UPDATES	
Jan '23	Update with new graphics (TBD).
Aug '23	Update with new graphics (G88M-60).



Product List (Testable product marked out of saleable stock)

Upper Unit

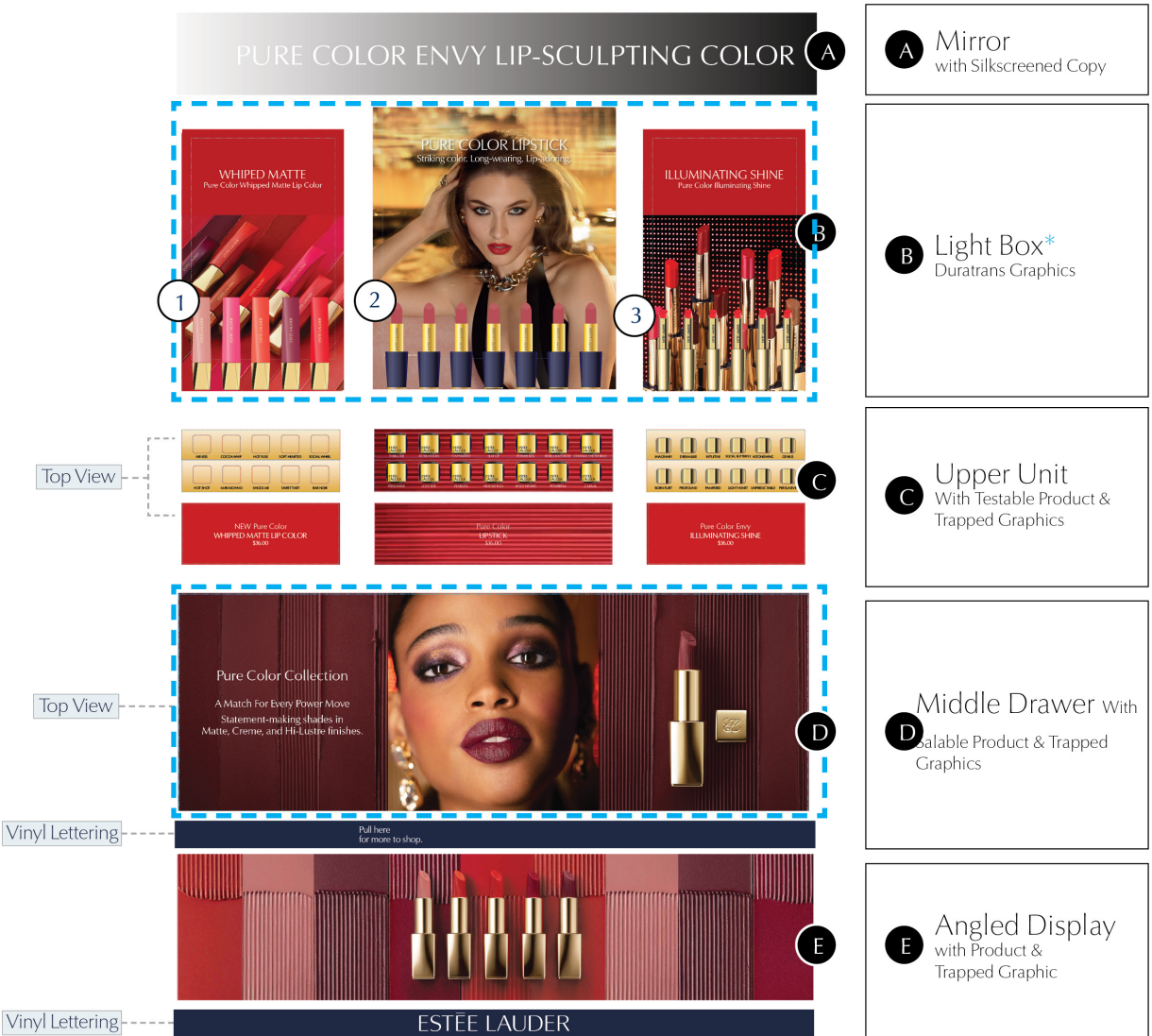
1. Pure Color Lip Mousse (6)
2. Pure Color Envy Sculpting Lipstick (14)
3. Pure Color Illuminating Shine (12)



LIP DISTORTION TABLE (MEDIUM)

August Update

HISTORY OF UPDATES	
Jan '23	Update with new graphics (TBD).
Aug '23	Update with new graphics (Medium: G88N-60 Medium Half: G88P-60).



Product List (Testable product marked out of saleable stock)

Upper Unit

1. Pure Color Lip Mousse (5)
2. Pure Color Envy Sculpting Lipstick (14)
3. Pure Color Illuminating Shine (12)

GRAPHICS BELOW ARE FOR MEDIUM HALF TABLES



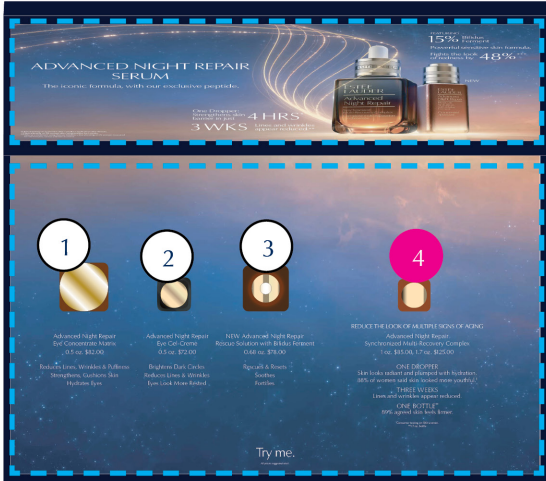
NEW TEMPLATE + GRAPHIC
NEW GRAPHIC

ADVANCED NIGHT REPAIR
Skincare Lit Angled Unit
July Update

HISTORY OF UPDATES

Jan '23	Update with new graphics (G6N-770).
Jul '23	Update with new graphics (G14S-70).

NEW TEMPLATE
NEW GRAPHIC



UNIT BASE

Product List

Advanced Night Repair Unit

- Advanced Night Repair Eye Gel-Creme, 0.5 oz (1)
- Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery Complex, 0.5 (1)
- Advanced Night Repair Synchronized Multi-Recovery Complex, 1.7 oz (1)
- New Advaned Night Repair Rescue Solution with Bifidus Fermet, 0.68 oz (1)

Doors who have Skincare Lit Angled Units, place units in the following order from left to right:

- Advanced Night Repair
- Perfectionist Pro
- Supreme+ Moisturizer
- DayWear & Resilience Moisturizers
- Micro Essence



NIGHTTIME TESTER MAINTENANCE/
CLEANING RITUAL

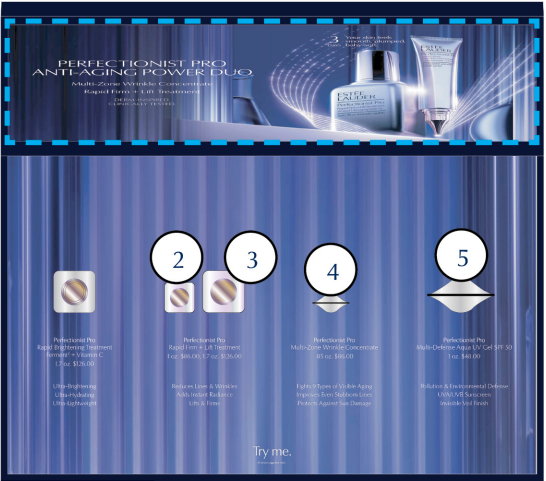
To clean, use a soft dry cloth.
Never use sprays of any kind to
clean unit.

PERFECTIONIST PRO
Skincare Lit Angled Unit
July Update

HISTORY OF UPDATES

Jan '23	Update with new graphics (G6N-770).
Jul '23	Update with new graphics (TBD).

NEW TEMPLATE
NEW GRAPHIC



UNIT BASE

Product List

Perfectionist Pro Unit

- Perfectionist Pro Rapid Brightening Treatment, 1.7 oz (1)
- Perfectionist Pro Rapid Firm + Lift Treatment, 1.0 oz (1)
- Perfectionist Pro Rapid Firm + Lift Treatment, 1.7 oz(1)
- Perfectionist Pro Multi-Zone Wrinkle Concentrate (0.85 oz) (1)
- Perfectionist Pro Multi-Defense Aqua UV Gel SPF 50, 1.0 oz (1)

Doors who have Skincare Lit Angled Units, place units in the following order from left to right:

- Advanced Night Repair
- Perfectionist Pro
- Supreme+ Moisturizer
- DayWear & Resilience Moisturizers
- Micro Essence



NIGHTTIME TESTER MAINTENANCE/
CLEANING RITUAL

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

SUPREME+ MOISTURIZER
Skincare Lit Angled Unit
July Update

HISTORY OF UPDATES	
Jan '23	Update with new graphics (G6N-770).
Jul '23	Update with new graphics (TBD).



UNIT BASE

Product List

Supreme+ Moisturizer

1. Revitalizing Supreme+ Youth Power Creme (1.7 oz)
2. Revitalizing Supreme+ Bright Power Soft Creme (1.7 oz)
3. Revitalizing Supreme+ Night Intensive Restorative Creme (1.7 oz)
4. Revitalizing Supreme+ Power Soft Milky Lotion (3.4 oz)
5. Revitalizing Supreme+ Youth Power Eye Balm (0.5 oz)

Doors who have Skincare Lit Angled Units, place units in the following order from left to right:

1. Advanced Night Repair
2. Perfectionist Pro
3. Supreme+ Moisturizer
4. DayWear & Resilience Moisturizers
5. Micro Essence



NIGHTTIME TESTER MAINTENANCE/
CLEANING RITUAL
To clean, use a soft dry cloth.
Never use sprays of any kind to
clean unit.

DAYWEAR AND
RESILIENCE MOISTURIZER
Skincare Lit Angled Unit
July Update

HISTORY OF UPDATES	
Jan '23	Update with new graphics (G6N-770).
Jul '23	Update with new graphics (TBD).



UNIT BASE

Product List

Daywear and Resilience Moisturizer

1. Daywear Multi-Protection Anti-Oxidant 24H-Moisture Creme SPF 15 (1.7oz)
2. Daywear Anti-Oxidant 72H Hydration Sorbet Creme SPF 15 (1.7 oz)
3. Resilience Multi-Effect Face and Neck Creme SPF 15 (1.7 oz)
4. Resilience Multi-Effect Night Creme (1.7 oz)

Doors who have Skincare Lit Angled Units, place units in the following order from left to right:

1. Advanced Night Repair
2. Perfectionist Pro
3. Supreme+ Moisturizer
4. DayWear & Resilience Moisturizers
5. Micro Essence



NIGHTTIME TESTER MAINTENANCE/
CLEANING RITUAL
To clean, use a soft dry cloth.
Never use sprays of any kind to
clean unit.

MICRO-ESSENCE
Skincare Lit Angled Unit
July Update

HISTORY OF UPDATES	
Jan '23	Update with new graphics (G6N-770).
Jul '23	Update with new graphics (TBD).

NEW TEMPLATE
NEW GRAPHIC



UNIT BASE

Product List

Micro-Essence

1. Micro Essence Treatment Lotion with Bio-Ferment (6.7 oz - display on unit)
2. Micro Essence Treatment Lotion Fresh with Sakura Ferment (6.7 oz - display on unit)
3. Revitalizing Supreme+ Youth Power Soft Milky Lotion (3.4 oz)

Doors who have Skincare Lit Angled Units, place units in the following order from left to right:

1. Advanced Night Repair
2. Perfectionist Pro
3. Supreme+ Moisturizer
4. DayWear & Resilience Moisturizers
5. Micro Essence



NIGHTTIME TESTER MAINTENANCE/
CLEANING RITUAL

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

BRONZE GODDESS
Looks Unit
July Update

HISTORY OF UPDATES	
Nov '22	Update with new graphics (TBD).
Mar '23	Update with new graphics (G6X9-70).
Jul '23	Update with new base graphics (G1BR-70).

NEW TEMPLATE
NEW GRAPHIC



TOP VIEW



Product List

Bronze Goddess Unit

1. Bronze Goddess Healthy Glow Bronzer (in shade Dark) (1)
2. Bronze Goddess Liquid Highlighter (1)
3. Bronze Goddess Summer Looks Eye Palette, (1)
4. Bronze Goddess Soleil De Nuit EDP, 1.7 oz (1)
5. Nw Bronze Goddess Glass Glow Highlighter (1)



NIGHTTIME TESTER MAINTENANCE/
CLEANING RITUAL

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

FUTURIST
Looks Unit
July Update

HISTORY OF UPDATES

Feb '22	Update with new graphics (GXL9-70).
Nov '22	Update with new graphics (TBD).
Jul '23	Update with new graphics (TBD).

NEW TEMPLATE
NEW GRAPHIC



TOP VIEW



COUNTERS AT
A GLANCE

Product List

Foundation Unit

1. Futurist Hydra Rescue Moisturizing Makeup (20)

SKINCARE

JULY

Based on the number of Skincare cases you will have in JULY choose one of these scenarios.

NEW IN JULY:

- (A) Skincare Line Tester Unit Update
- (B) Advanced Night Repair Rescue Solutio
- (C) Skincare Trending Now Tester Unit Update
- (D) Supreme+ In Case Prop Litho
- (E) Re-Nutriv Line Tester Unit Update

SKINCARE

4 CASE SCENARIO

PRIORITY 1:
New Advanced Night Repair Rescue Solution

PRIORITY 2:
Supreme+ and Moisturizers

PRIORITY 3:
Perfectionist Pro

PRIORITY 4:
Cleansers + Serums

SKINCARE

3 CASE SCENARIO

PRIORITY 1:
New Advanced Night Repair Rescue Solution

PRIORITY 2:
Supreme+ and Moisturizers

PRIORITY 3:
Cleansers + Perfectionist Pro

SKINCARE

2 CASE SCENARIO

PRIORITY 1:
New Advanced Night Repair Rescue Solution

PRIORITY 2:
Supreme+ and Moisturizers

LIMITED DISTRIBUTION DOORS

Re-Nutriv
SEE PAGE 67 FOR DIAMOND AND NON-DIAMOND CASES.

MAKEUP

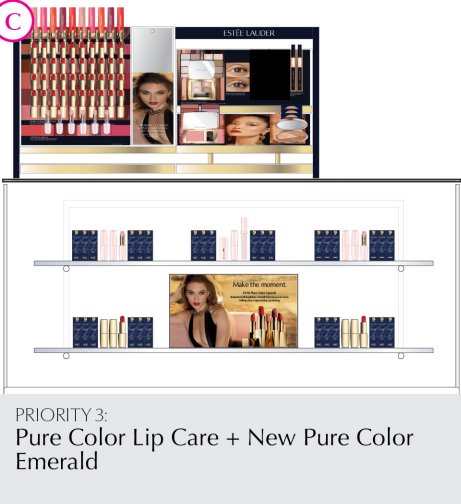
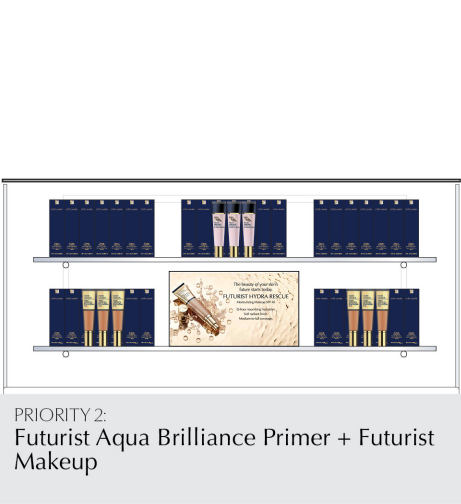
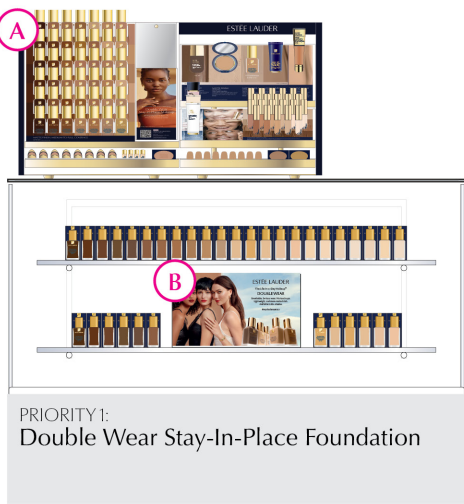
JULY

Based on the number of Makeup cases you will have in JULY choose one of these scenarios.

- NEW IN JULY:
- A Foundation Line Tester Unit Update
 - B Double Wear In-Case Prop Litho
 - C Color Line Tester Unit Update
 - D Color/Foundation Trending Now Unit Sticker Update
 - E YouCam Unit Update

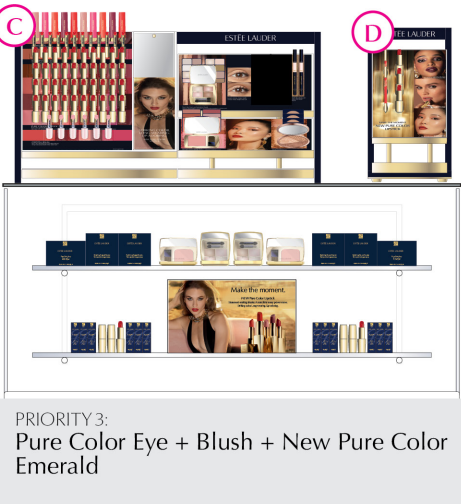
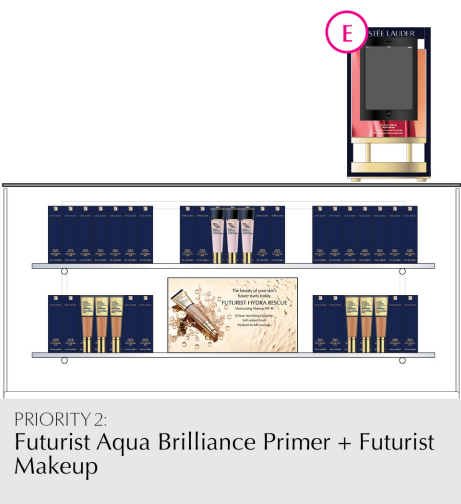
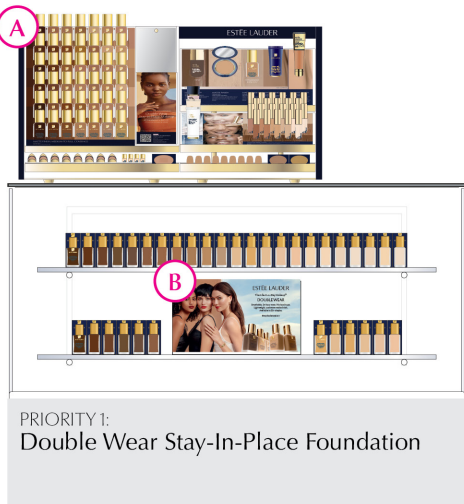
MAKEUP

4 CASE SCENARIO



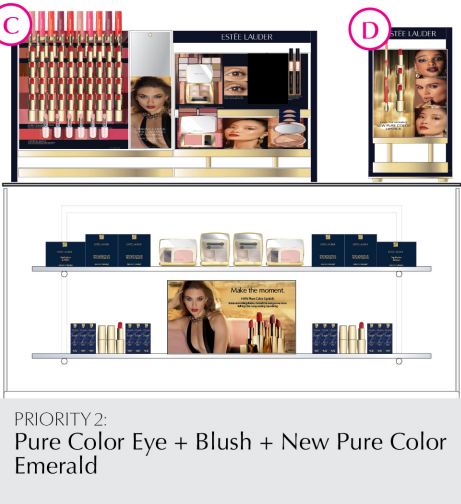
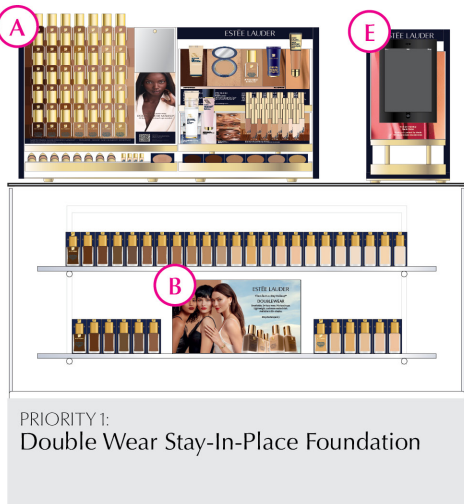
MAKEUP

3 CASE SCENARIO



MAKEUP

2 CASE SCENARIO



MAKEUP

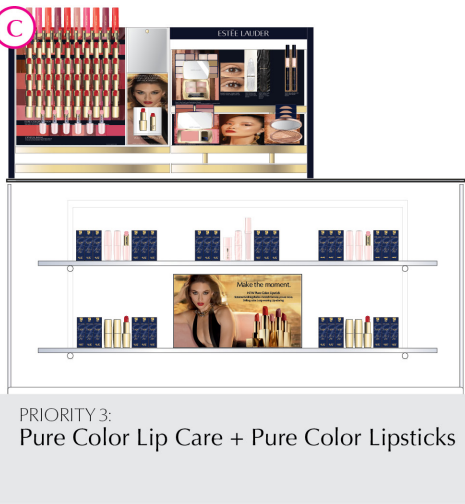
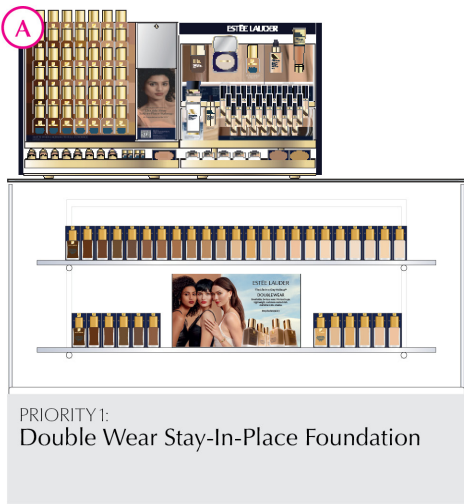
SEPTEMBER

Based on the number of Makeup cases you will have in SEPTEMBER choose one of these scenarios.

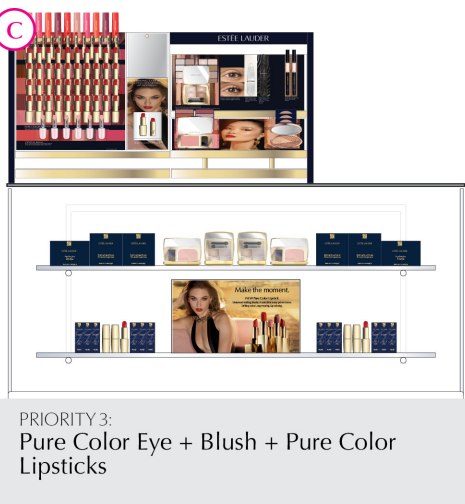
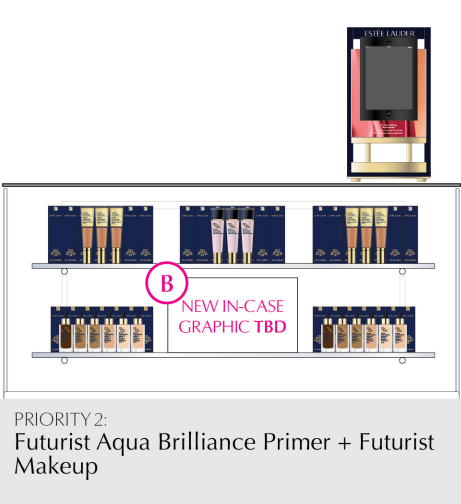
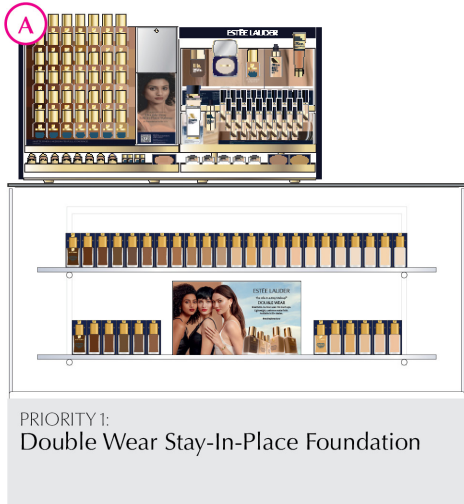
NEW IN SEPTEMBER:

- A Foundation Line Tester Unit Update
- B Futurist Skintint In-Case Prop Litho
- C Color Line Tester Unit Update

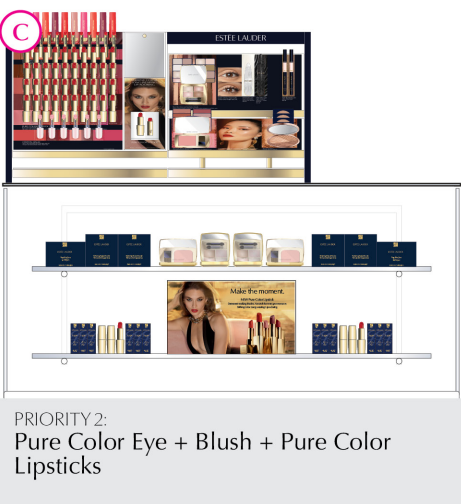
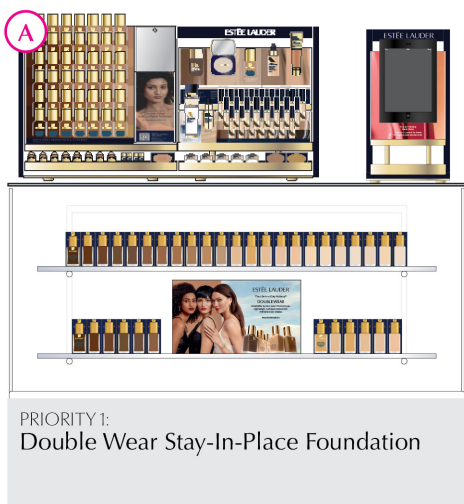
MAKEUP
4 CASE SCENARIO



MAKEUP
3 CASE SCENARIO



MAKEUP
2 CASE SCENARIO



JULY

NEW IN JULY:

FRAGRANCE
4 CASE SCENARIO



The diagram shows a two-shelf display for 'Pleasures' products. The top shelf holds 12 boxes of 'Pleasures' products, arranged in three groups of four. The bottom shelf holds 12 boxes of 'Pleasures' products, arranged in three groups of four, and two bottles of 'Pleasures' products, one in the center and one to the right.

FRAGRANCE
3 CASE SCENARIO



FRAGRANCE 2 CASE SCENARIO

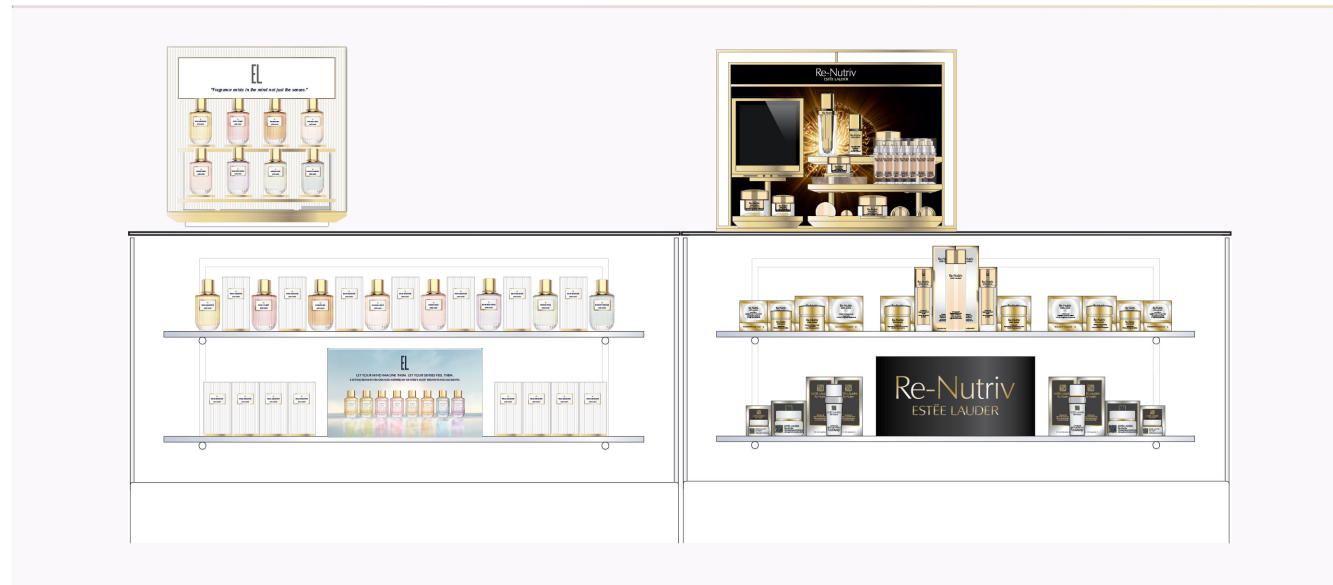


Merchandising Directive NY Office 63

LUXURY FRAGRANCE COLLECTION

Merchandising Guidelines: Stores **with** Re-Nutriv

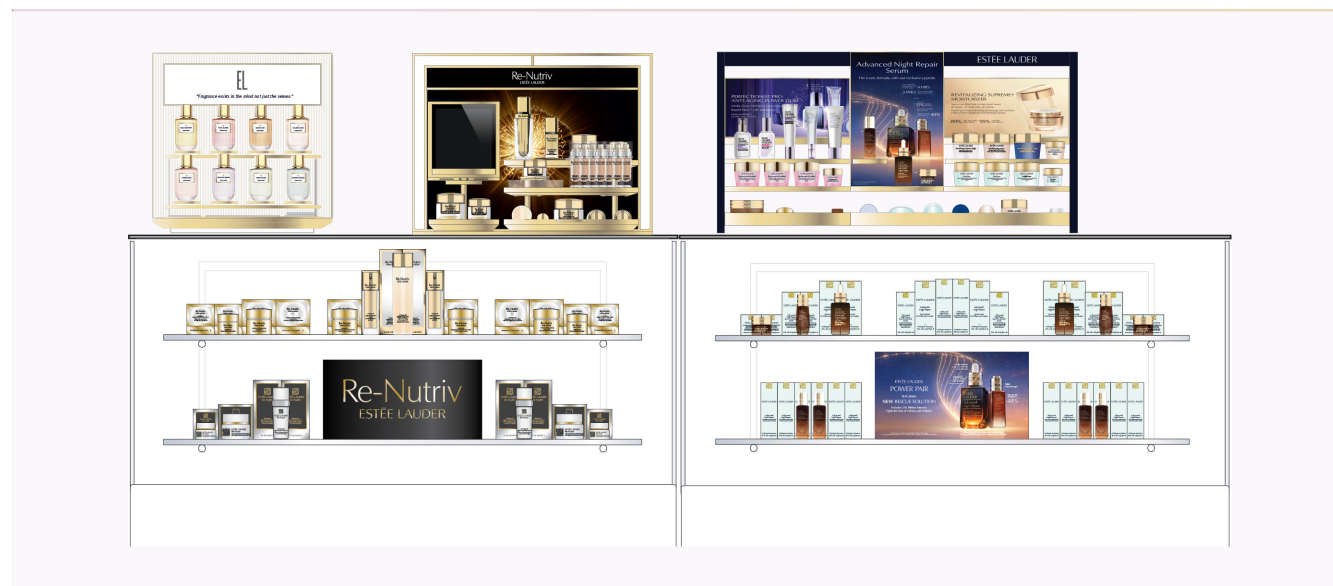
5 OR MORE CASE SCENARIO



Luxury Fragrance merchandising should be positioned next to Re-Nutriv in all doors that carry it, in order to create a Luxury Zone at counter. If you have enough cases, create designated Luxury Fragrance case next to Re-Nutriv case (away from EL Fragrances). Place Luxe Fragrance unit on top of Luxe Fragrance case.

NOTE: ORDER FRAGRANCES FROM LIGHTEST TO DARKEST SCENT (OLFACTIVE) IN LUXURY FRAGRANCE CASE. ORDER OF FRAGRANCE AS FOLLOWS: TENDER LIGHT, SENSUOUS STARS, DREAM DUSK, RADIANT MIRAGE, DESERT EDEN, BLUSHING SANDS, PARADISE MOON, AND INFINITE SKY.

4 OR LESS CASE SCENARIO



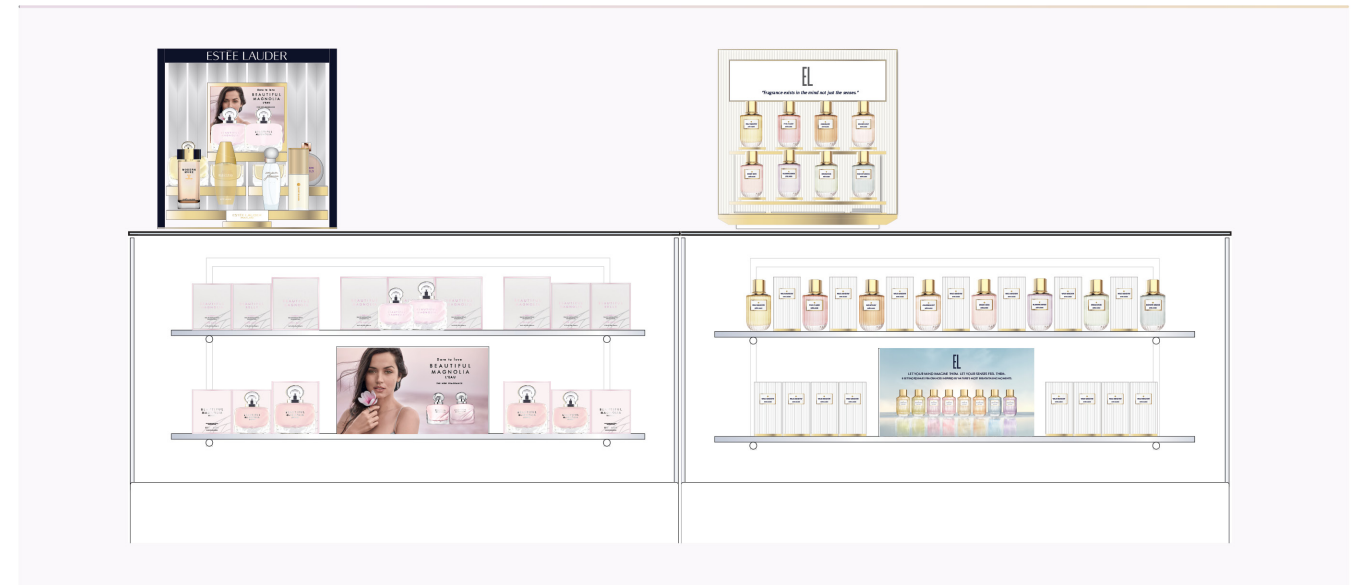
If you do not have enough cases to have a designated Luxury Fragrance case, place Luxury Fragrance Unit on top of Re-Nutriv case.

LUXURY FRAGRANCE COLLECTION

Merchandising Guidelines: Stores **without** Re-Nutriv

5 OR MORE CASE SCENARIO

NOTE: NEVER MERCHANDISE LUXURY FRAGRANCES IN CASE TOGETHER WITH ESTÉE LAUDER CORE FRAGRANCES.

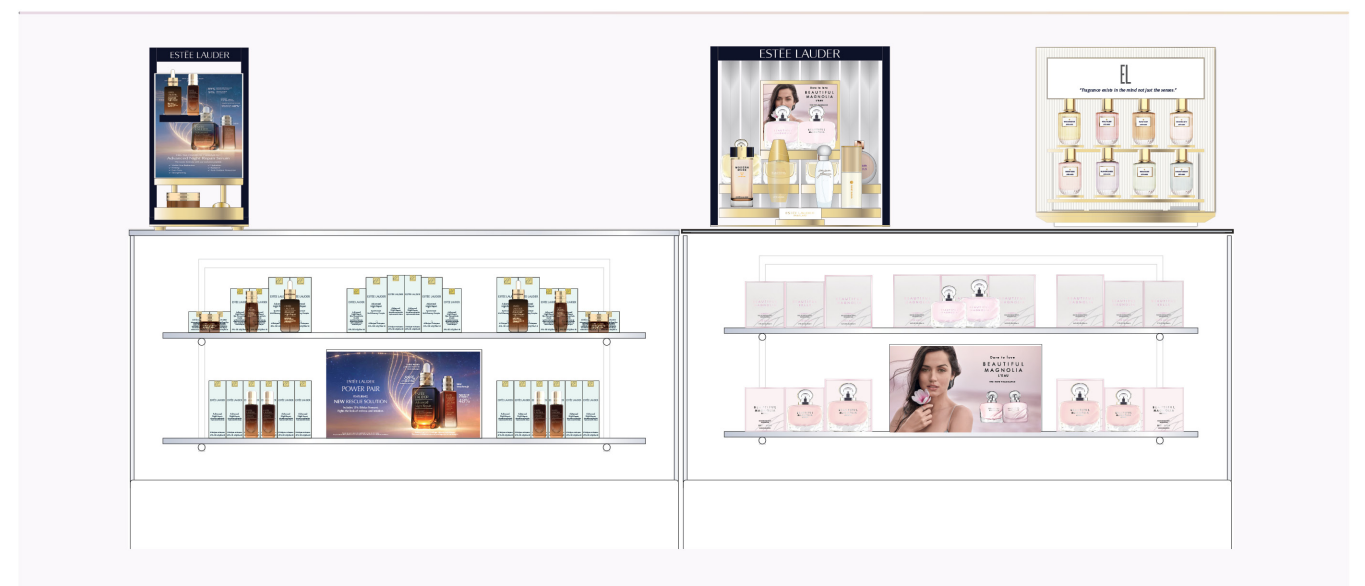


Stores without Re-Nutriv can merchandise Luxury Fragrances in a designated case next to Estée Lauder Fragrances (or Make-up if your counter does not have an Estée Lauder Fragrance case).

If you have enough cases, create designated Luxe Fragrance case next to an Estée Lauder Fragrance case as shown above. Place Luxury Fragrance Line Tester Unit on top of the designated Luxury Fragrance case.

NOTE: ORDER FRAGRANCES FROM LIGHTEST TO DARKEST SCENT (OLFACTIVE) IN LUXURY FRAGRANCE CASE. ORDER OF FRAGRANCE AS FOLLOWS: TENDER LIGHT, SENSUOUS STARS, DREAM DUSK, RADIANT MIRAGE, DESERT EDEN, BLUSHING SANDS, PARADISE MOON, AND INFINITE SKY.

4 OR LESS CASE SCENARIO



If you do not have enough cases to have a designated Luxury Fragrance case, place Luxury Fragrance Unit on top of an Estée Lauder Fragrance case.

CASE DETAIL SKINCARE

New Advanced Night Repair Rescue Solution

1. Advanced Night Repair Eye Supercharged Complex 0.5oz

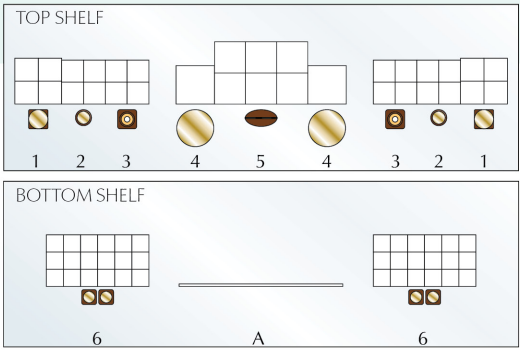
2. Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery Complex 0.5oz

3. Advanced Night Repair Synchronized Multi-Recovery Complex 1.7oz

4. New Advanced Night Cleansing Balm (2.2 oz)

5. New Advanced Night Cleansing Gelée (3.4 oz)

6. New Advanced Night Repair Rescue Solution with Bifidus Ferment (0.68 oz)
- A. New Advanced Night Repair Eye Litho (code #: G8CW-70)



Overhead View
*Amount of stock in case is dependent on stock levels at your store.



Moisturizers

1. DayWear Eye Cooling Anti-Oxidant Moisture GelCreme 0.5oz

2. NightWear Plus Anti-Oxidant Night Detox Creme 1.7oz

3. DayWear Matte Oil-Control Anti-Oxidant Moisture Gel Creme 1.7 oz

4. DayWear Multi-Protection Anti-Oxidant 24H-Moisture Creme SPF 15 1.7oz

5. Resilience Multi-Effect Tri-Peptide Eye Creme 0.5 oz

6. Resilience Multi-Effect Tri-Peptide Face and Neck Creme SPF 15 1.7 oz

7. Resilience Multi-Effect Night Tri-Peptide Face and
- Neck Creme 1.7 oz

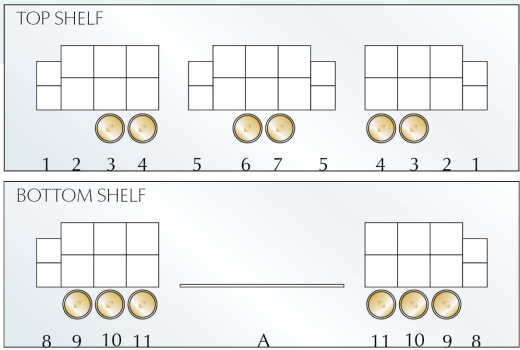
8. Revitalizing Supreme+ Youth Power Eye Balm 0.5oz

9. Revitalizing Supreme+ Night Intensive Restorative Creme 1.7oz

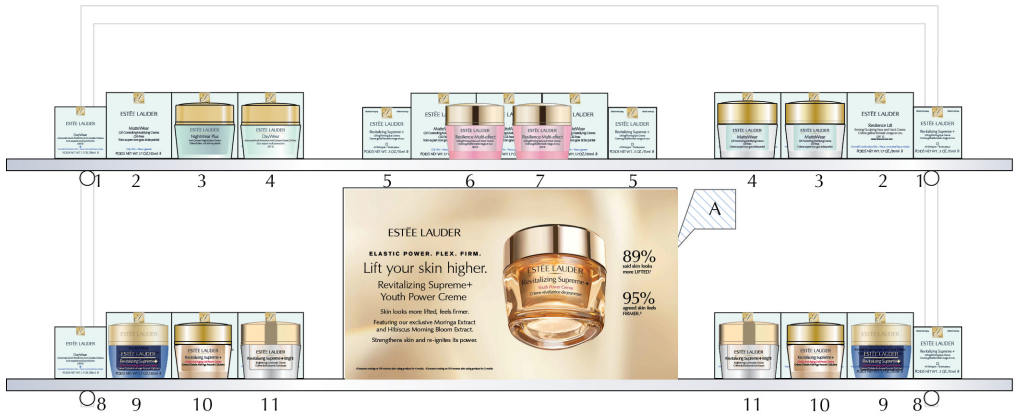
10. New Revitalizing Supreme+ Youth Power Creme 1.7oz

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

A. Supreme+ In-Case Prop Litho (code #: G1Q6-70)



Overhead View
*Amount of stock in case is dependent on stock levels at your store.



Perfectionist Pro

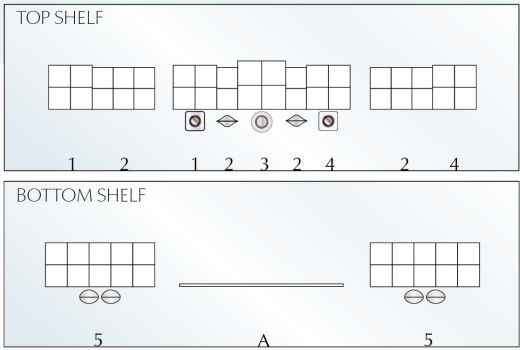
1. Perfectionist Pro Rapid Firm + Lift Treatment Serum 1.7oz

2. Perfectionist Pro Retinol Treatment 1.0oz

3. Perfectionist Pro Instant Resurfacing Peel

4. Perfectionist Pro Rapid Brightening Treatment 1.7 oz

5. Perfectionist Pro Multi Defense UV Gel 1.7 oz
- A. In-Case Prop (code #: GWEF-70)



Overhead View
*Amount of stock in case is dependent on stock levels at your store.



Cleansers + Serums

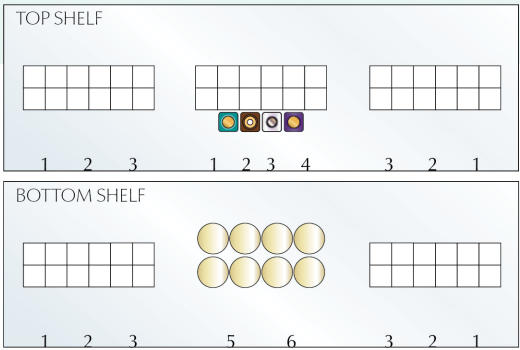
1. Idealist Pore Minimizing Skin Refinisher 1.7oz

2. Advanced Night Repair Synchronized Recovery Complex II 1.7oz

3. Perfectionist Pro Rapid Firm + Lift Treatment Serum 1.7oz

4. Perfectionist [CP+R] Wrinkle Lifting/Firming Serum 1.7oz

5. Soft Clean Infusion 13.5 oz
6. Perfectly Clean Infusion 13.5 oz



Overhead View
*Amount of stock in case is dependent on stock levels at your store.



3-CASE SCENARIO

New Advanced Night Repair Rescue Solution

1. Advanced Night Repair Eye Supercharged Complex 0.5oz

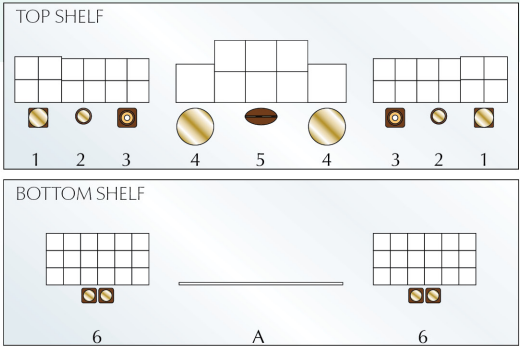
2. Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery Complex 0.5oz

3. Advanced Night Repair Synchronized Multi-Recovery Complex 1.7oz

4. New Advanced Night Cleansing Balm (2.2 oz)

5. New Advanced Night Cleansing Gelée (3.4 oz)

6. New Advanced Night Repair Rescue Solution with Bifidus Ferment (0.68 oz)
- A. New Advanced Night Repair Eye Litho (code #: G8CW-70)



Overhead View
*Amount of stock in case is dependent on stock levels at your store.



3-CASE SCENARIO

Cleansers + Perfectionist Pro

1. Perfectionist Pro Rapid Firm + Lift Treatment Serum 1.7oz

2. Perfectionist Pro Multi Defense Aqua UV Gel 1.7 oz

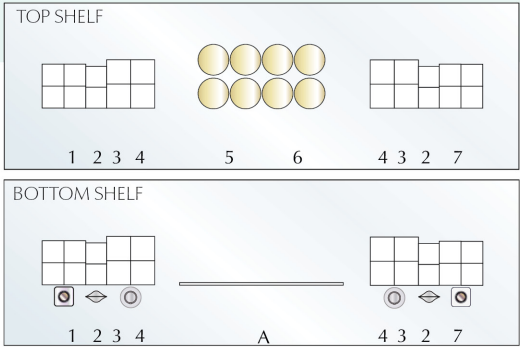
3. Perfectionist Pro Rapid Renewal Retinol Treatment

4. Perfectionist Pro Instant Resurfacing Peel

5. New Soft Clean Infusion

6. New Perfectly Clean Infusion

A. Perfectionist Pro In-Case Prop (code #: GWEF-70)



Overhead View
*Amount of stock in case is dependent on stock levels at your store.



Moisturizers

1. DayWear Eye Cooling Anti-Oxidant Moisture GelCreme 0.5oz

2. NightWear Plus Anti-Oxidant Night Detox Creme 1.7oz

3. DayWear Matte Oil-Control Anti-Oxidant Moisture Gel Creme 1.7 oz

4. DayWear Multi-Protection Anti-Oxidant 24H-Moisture Creme SPF 15 1.7oz

5. Resilience Multi-Effect Tri-Peptide Eye Creme 0.5 oz

6. Resilience Multi-Effect Tri-Peptide Face and Neck Creme SPF 15 1.7 oz

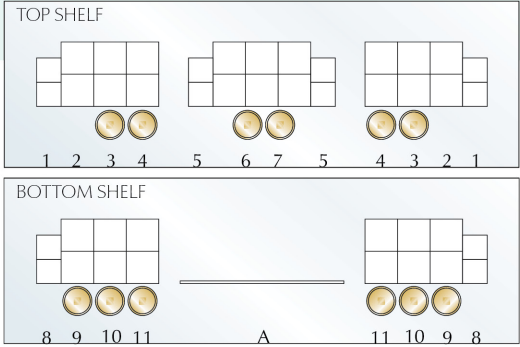
7. Resilience Multi-Effect Night Tri-Peptide Face and
8. Neck Creme 1.7 oz

9. Revitalizing Supreme+ Youth Power Eye Balm 0.5oz

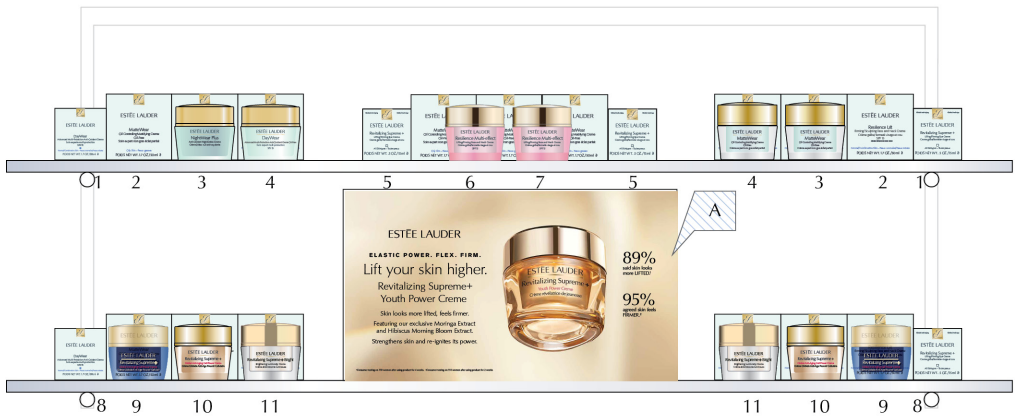
10. Revitalizing Supreme+ Night Intensive Restorative Creme 1.7oz

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

A. Supreme+ In-Case Prop Litho (code #: G1Q6-70)



Overhead View
*Amount of stock in case is dependent on stock levels at your store.



New Advanced Night Repair Rescue Solution

1. Advanced Night Repair Eye Supercharged Complex 0.5oz

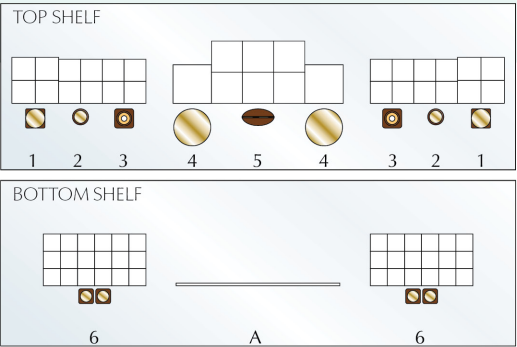
2. Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery Complex 0.5oz

3. Advanced Night Repair Synchronized Multi-Recovery Complex 1.7oz

4. New Advanced Night Cleansing Balm (2.2 oz)

5. New Advanced Night Cleansing Gelée (3.4 oz)

6. New Advanced Night Repair Rescue Solution with Bifidus Ferment (0.68 oz)
- A. New Advanced Night Repair Eye Litho (code #: G8CW-70)



Overhead View
*Amount of stock in case is dependent on stock levels at your store.



Re-Nutriv (Diamond Doors)

1. Re-Nutriv Ultimate Lift Regenerating Youth Eye Crème Rich 0.5oz

2. Re-Nutriv Ultimate Lift Regenerating Youth Creme Gelee 1.7oz

3. Ultimate Lift Regenerating Youth Treatment Lotion

4. Re-Nutriv Ultimate Diamond Eye Serum 0.5 oz

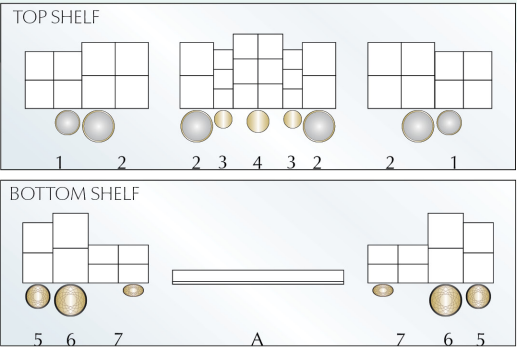
5. New Re-Nutriv Face Entry Serum (1)

6. Re-Nutriv Ultimate Diamond Transformative Energy Eye Creme 0.5oz

7. Re-Nutriv Ultimate Diamond Transformative
- Energy Creme 1.7oz

8. Re-Nutriv Ultimate Diamond Eye Serum 0.5 oz

A. Re-Nutriv Logo In-Case Prop (code #: RN7H-70)



Overhead View
*Amount of stock in case is dependent on stock levels at your store.



Perfectionist Pro + Moisturizers

1. Resilience Multi-Effect Tri-Peptide Eye Creme 0.5 oz

2. Resilience Multi-Effect Tri-Peptide Face and Neck Creme SPF 15 1.7 oz

3. Resilience Multi-Effect Night Tri-Peptide Face and Neck Creme 1.7 oz

4. New Soft Clean Infusion 13.5 oz

5. New Perfectly Clean Infusion 13.5 oz

6. DayWear Multi-Protection Anti-Oxidant 24H-Moisture Creme 1.7oz

7. DayWear Multi-Protection Anti-Oxidant 24H-Moisture Creme SPF 15 1.7oz

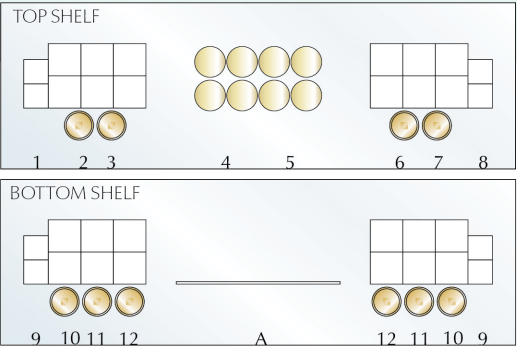
8. DayWear Eye Cooling Anti-Oxidant Moisture GelCreme 0.5oz
9. Revitalizing Supreme+ Global Anti-Aging Cell Power Eye Balm 0.5oz

10. Revitalizing Supreme+ Night Intensive Restorative Creme 1.7oz

11. Revitalizing Supreme+ Global Anti-Aging Cell Power Creme SPF 15 1.7 oz

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

A. Supreme+ Bright In-Case Prop (code #: G1Q6-70)



Overhead View
*Amount of stock in case is dependent on stock levels at your store.



For doors who receive **limited edition Gracie Studio**, Re-Nutriv Ultimate Diamond Sculpted Transformation Creme 1.7 oz, place product inside Re-Nutriv case. See example below on how to feature limited edition product inside case.

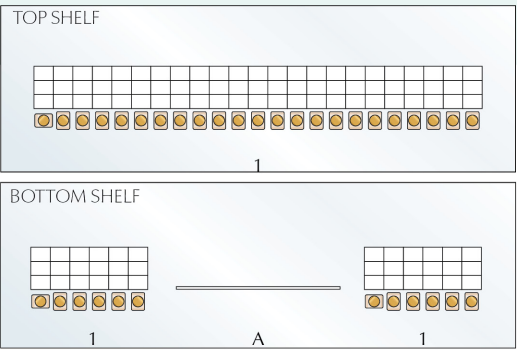


CASE DETAIL MAKEUP

4-CASE SCENARIO

Double Wear Foundation

- 1. Double Wear Stay-in-Place Foundation (merchandise from dark to light)
- A. New Double Wear In-Case Prop (code #: G8CT-70)



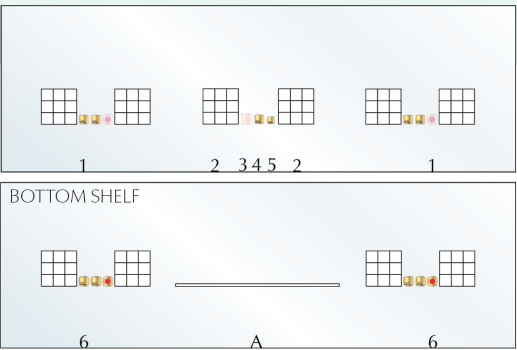
Overhead View
*Amount of stock in case is dependent on stock levels at your store.



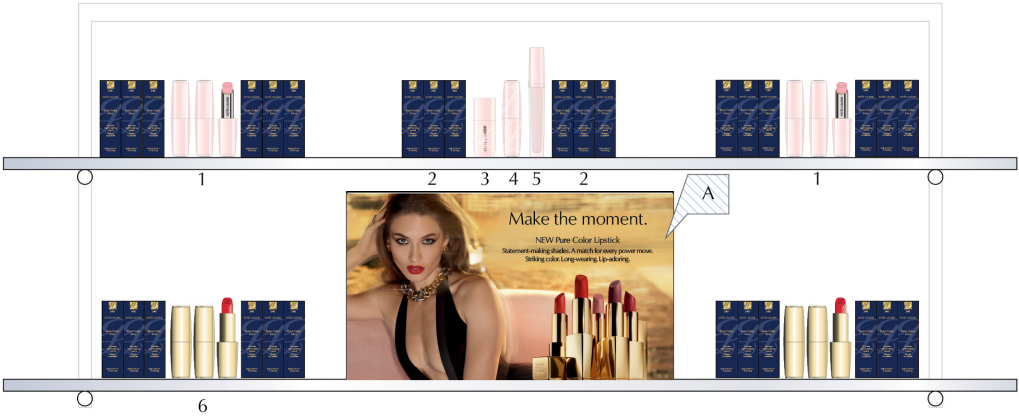
4-CASE SCENARIO

Pure Color Lipstick + Lip Care

- 1. Pure Color Envy Crystal Balms
- 2. Pure Color Envy Lip Repair Potion (packaging)
- 3. Pure Color Envy Nighttime Rescue Lip Oil-Serum
- 4. Pure Color Envy Color Replenish Lip Balm
- 5. Pure Color Envy Lip Repair Potion
- 6. New Pure Color Crystal Lipsticks
- A. In-Case Prop (code #: TBD)

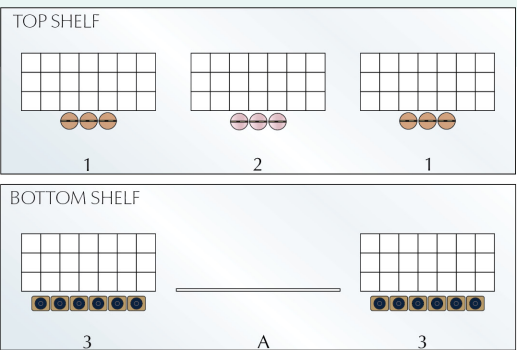


Overhead View
*Amount of stock in case is dependent on stock levels at your store.



New Futurist SkinTint + Foundation + Primer

- 1. Futurist Aqua Brilliance Primer
- 2. Futurist Hydra Makeup
- 3. New Futurist SkinTint Serum
- A. Holiday In-Case Prop (code #: GTFT-70)

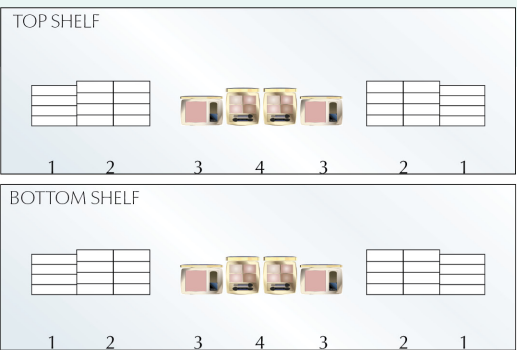


Overhead View
*Amount of stock in case is dependent on stock levels at your store.

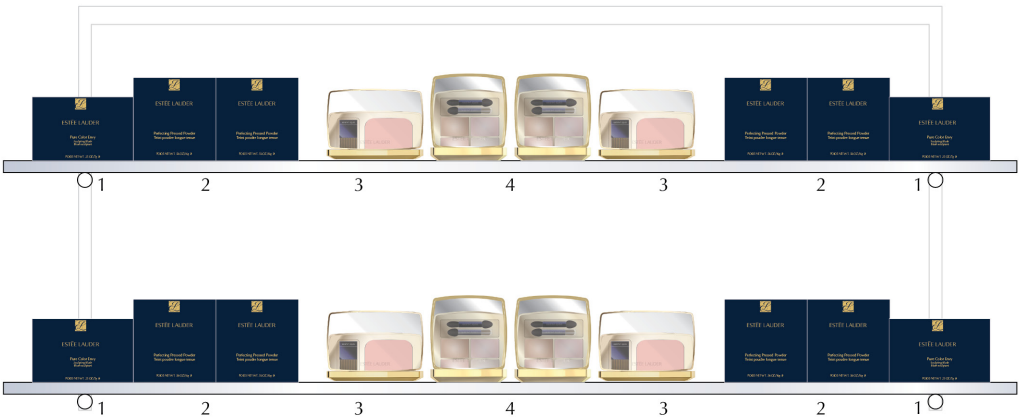


Pure Color Envy Blush + Luxe Eyeshadow Quads

- 1. Pure Color Envy Luxe Eyeshadow Quads (packaging)
- 2. Pure Color Envy Sculpting Blush (packaging)
- 3. Pure Color Envy Luxe Eyeshadow Quads (with open compact)
- 4. New Pure Color Envy Sculpting Blush (with open compact)



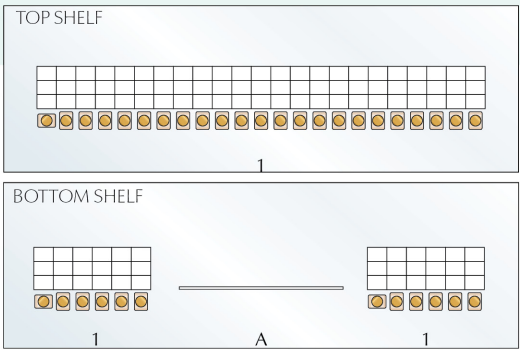
Overhead View
*Amount of stock in case is dependent on stock levels at your store.



3-CASE SCENARIO

Double Wear Foundation

- 1. Double Wear Stay-in-Place Foundation (merchandise from dark to light)
- A. New Double Wear In-Case Prop (code #: G8CT-70)

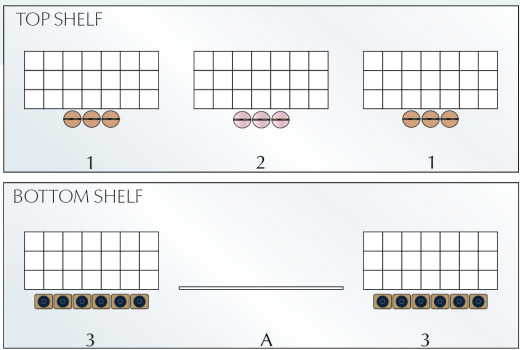


Overhead View
*Amount of stock in case is dependent on stock levels at your store.



New Futurist SkinTint + Foundation + Primer

- 1. Futurist Aqua Brilliance Primer
- 2. Futurist Hydra Makeup
- 3. New Futurist SkinTint Serum
- A. Holiday In-Case Prop (code #: GTFT-70)



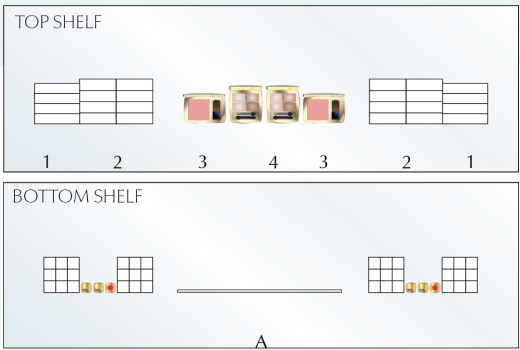
Overhead View
*Amount of stock in case is dependent on stock levels at your store.



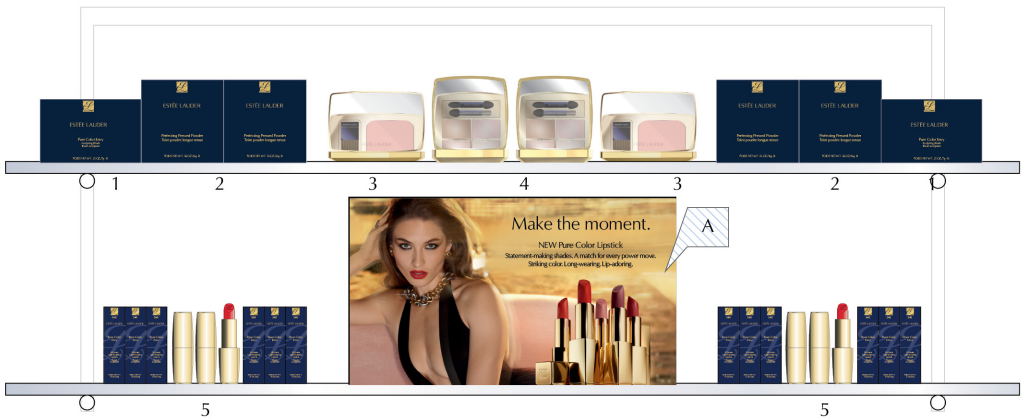
3-CASE SCENARIO

Pure Color Lipstick + Blush + Eye

- 1. Pure Color Envy Sculpting Blush (packaging)
- 2. Pure Color Envy Luxe Eyeshadow Quads (packaging)
- 3. Pure Color Envy Sculpting Blush (with open compact)
- 4. Pure Color Envy Luxe Eyeshadow Quads (with open compact)
- 5. New Pure Color Lipsticks
- A. In-Case Prop (code #: TBD)

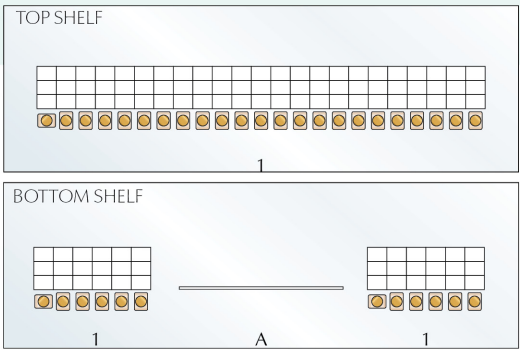


Overhead View
*Amount of stock in case is dependent on stock levels at your store.



Double Wear Foundation

- 1. Double Wear Stay-in-Place Foundation (merchandise from dark to light)
- A. New Double Wear In-Case Prop (code #: G8CT-70)



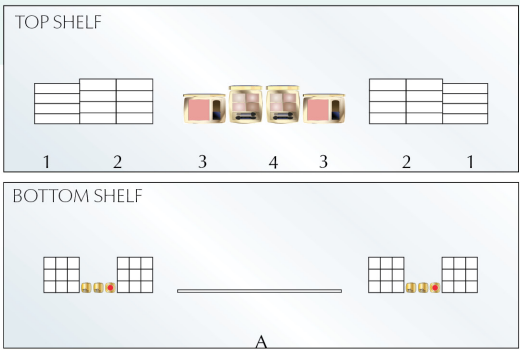
Overhead View
*Amount of stock in case is dependent on stock levels at your store.



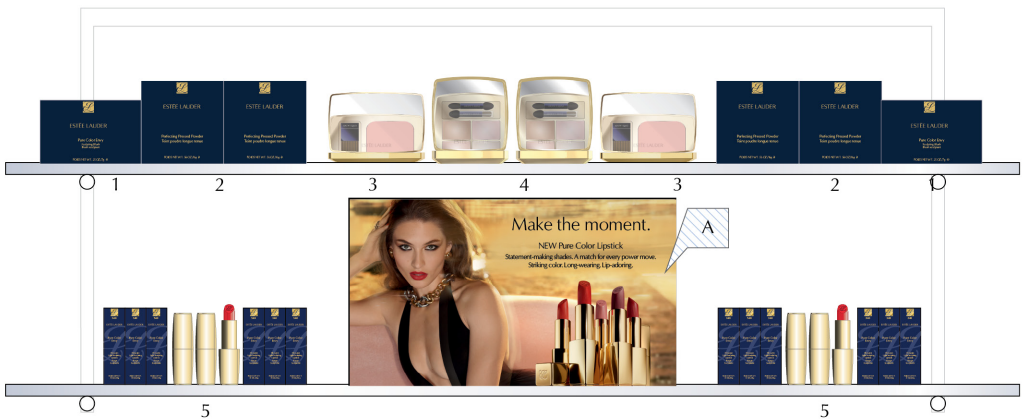
CASE DETAIL
FRAGRANCE

Pure Color Lipstick + Blush + Eye

- 1. Pure Color Envy Sculpting Blush (packaging)
- 2. Pure Color Envy Luxe Eyeshadow Quads (packaging)
- 3. Pure Color Envy Sculpting Blush (with open compact)
- 4. Pure Color Envy Luxe Eyeshadow Quads (with open compact)
- 5. New Pure Color Lipsticks
- A. In-Case Prop (code #: TBD)

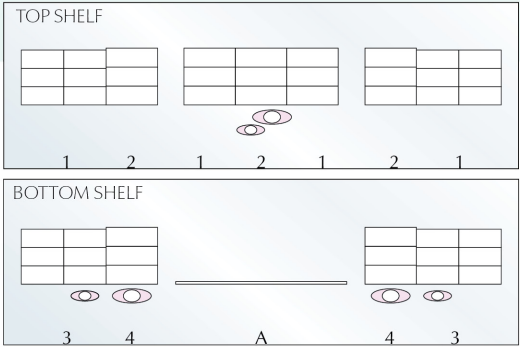


Overhead View
*Amount of stock in case is dependent on stock levels at your store.

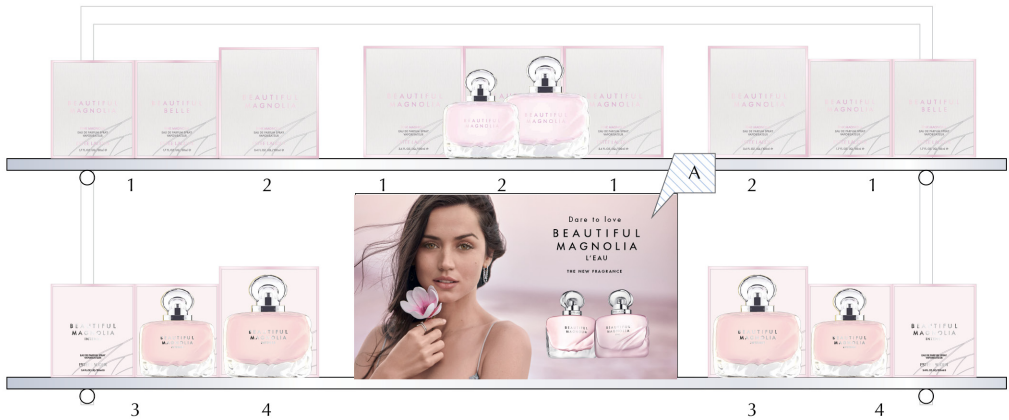


Beautiful Magnolia L’eau + Magnolia

- 1. Beautiful Magnolia Eau de Parfum 1.7oz
- 2. Beautiful Magnolia Eau de Parfum 3.4oz
- 3. Beautiful Magnolia L’eau 1.7oz
- 4. Beautiful Magnolia L’eau 3.4oz
- A. Beautiful Magnolia Intense In-Case Litho Prop (code#: CXE2-70)

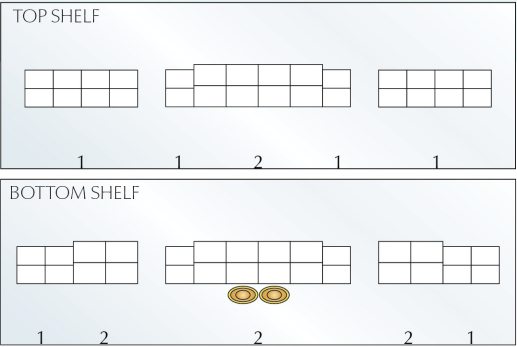


Overhead View
*Amount of stock in case is dependent on stock levels at your store.



Beautiful

- 1. Beautiful Eau de Parfum Spray 2.5oz
- 2. Beautiful Eau de Parfum Spray 3.4oz

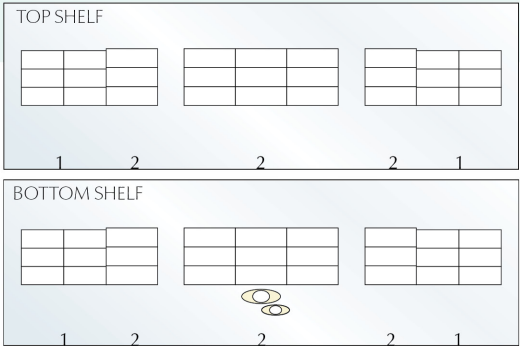


Overhead View
*Amount of stock in case is dependent on stock levels at your store.

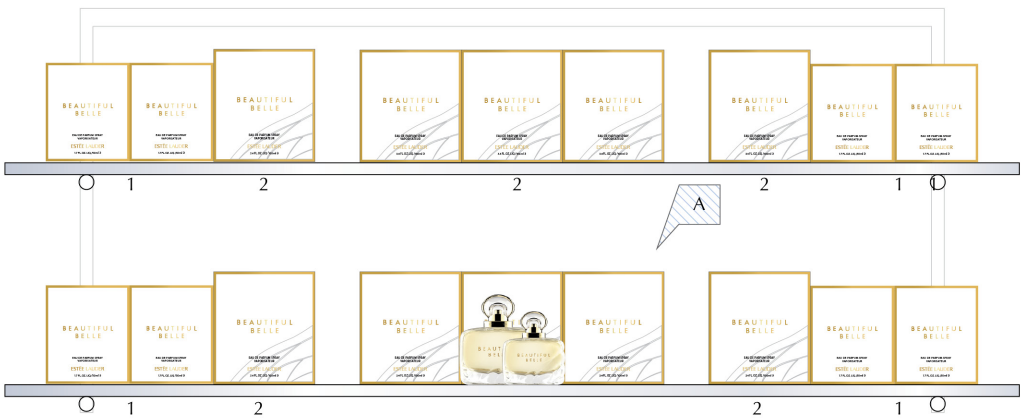


Beautiful Belle

- 1. Beautiful Belle Eau De Parfum 1.7 oz
- 2. Beautiful Belle Eau De Parfum 3.4 oz

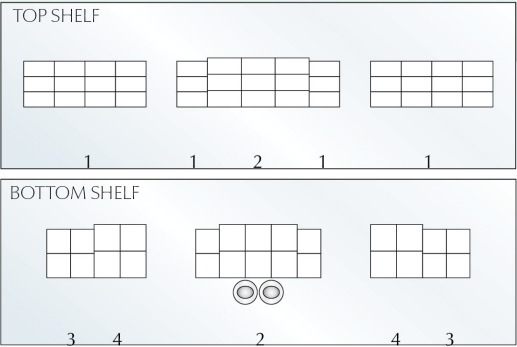


Overhead View
*Amount of stock in case is dependent on stock levels at your store.

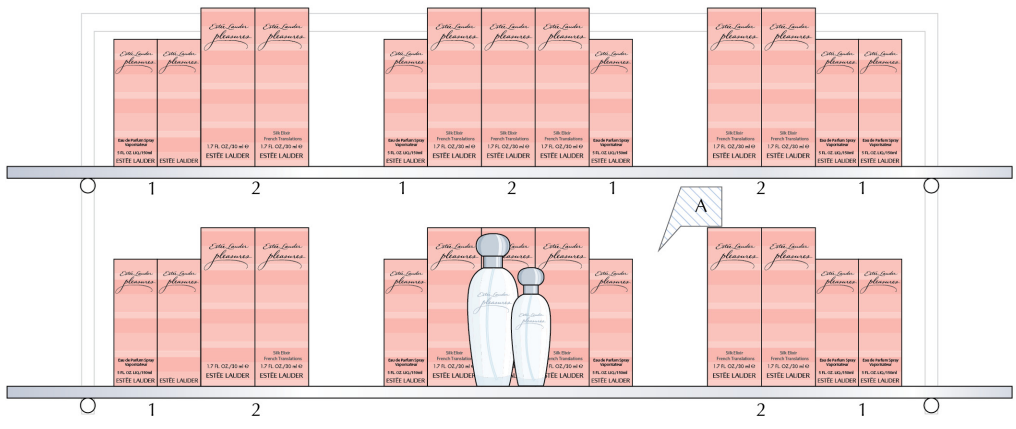


Pleasures

- 1. Pleasures Spray 1.7oz
- 2. Pleasures Spray 3.4oz



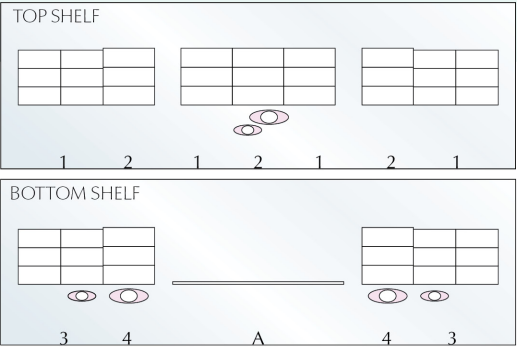
Overhead View
*Amount of stock in case is dependent on stock levels at your store.



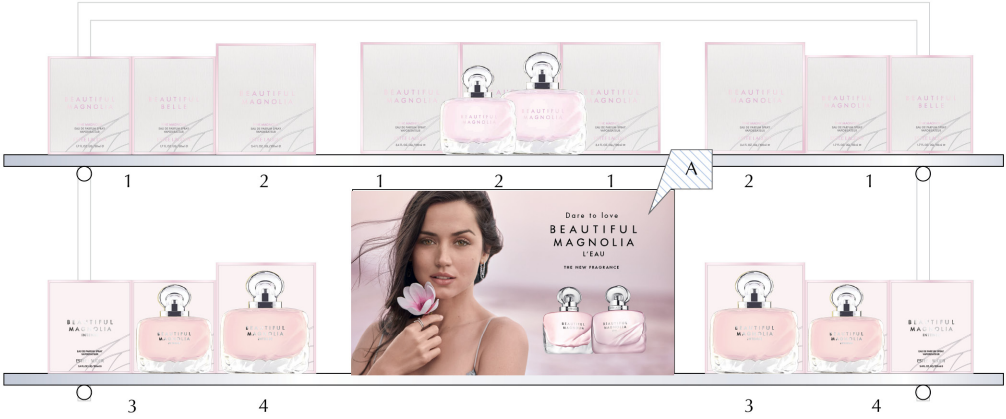
3-CASE SCENARIO

Beautiful Magnolia L’eau + Magnolia

- 1. Beautiful Magnolia Eau de Parfum 1.7oz
 - 2. Beautiful Magnolia Eau de Parfum 3.4oz
 - 3. Beautiful Magnolia L’eau 1.7oz
 - 4. Beautiful Magnolia L’eau 3.4oz
- A. Beautiful Magnolia Intense In-Case Litho Prop (code#: CXE2-70)



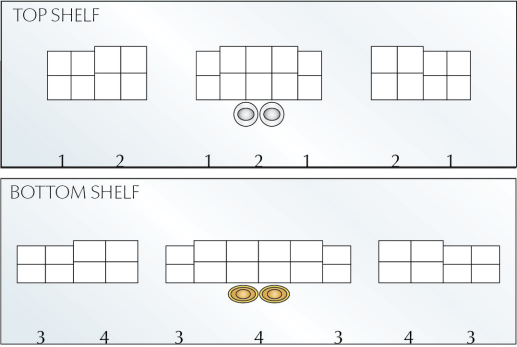
Overhead View
*Amount of stock in case is dependent on stock levels at your store.



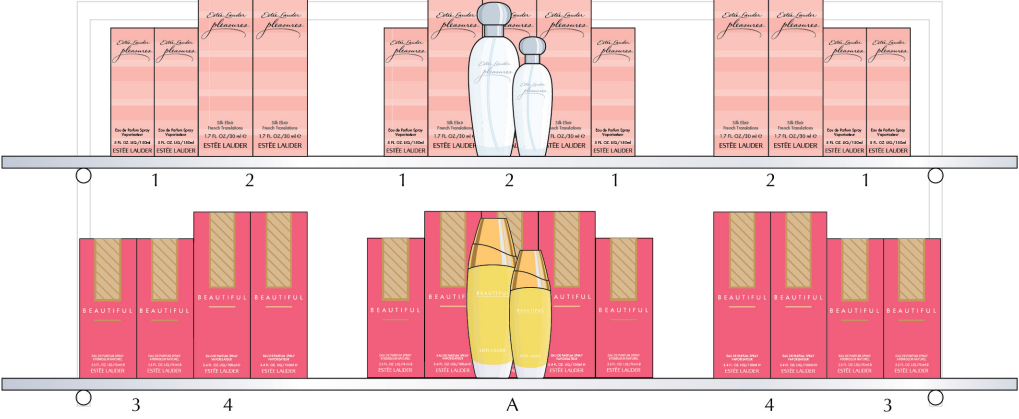
3-CASE SCENARIO

Beautiful

- 1. Pleasures Spray 1.7oz
- 2. Pleasures Spray 3.4oz
- 3. Beautiful Eau de Parfum Spray 2.5oz
- 4. Beautiful Eau de Parfum Spray 3.4oz

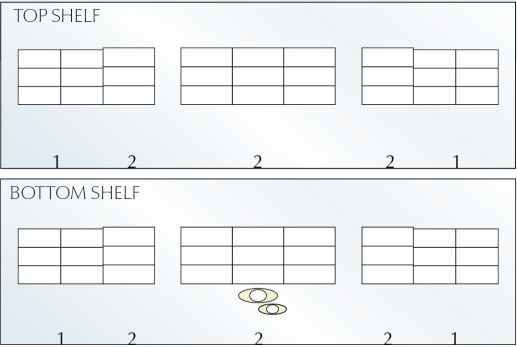


Overhead View
*Amount of stock in case is dependent on stock levels at your store.



Beautiful Belle

- 1. Beautiful Belle Eau De Parfum 1.7 oz
- 2. Beautiful Belle Eau De Parfum 3.4 oz



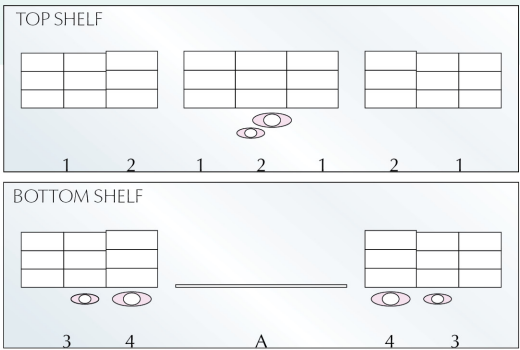
Overhead View
*Amount of stock in case is dependent on stock levels at your store.



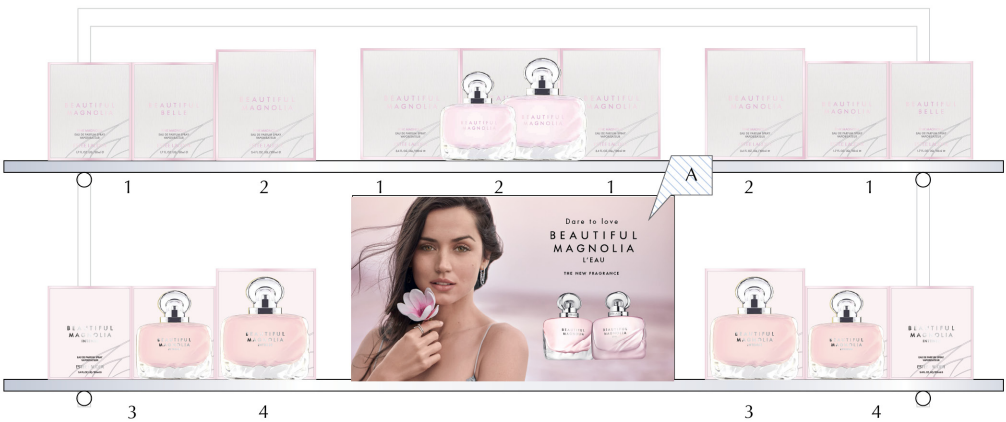
2-CASE SCENARIO

Beautiful Magnolia L’eau + Magnolia

- 1. Beautiful Magnolia Eau de Parfum 1.7oz
- 2. Beautiful Magnolia Eau de Parfum 3.4oz
- 3. Beautiful Magnolia L’eau 1.7oz
- 4. Beautiful Magnolia L’eau 3.4oz
- A. Beautiful Magnolia Intense In-Case Litho Prop (code#: CXE2-70)

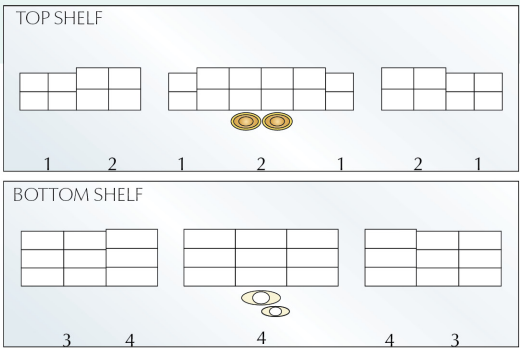


Overhead View
*Amount of stock in case is dependent on stock levels at your store.



Beautiful Belle + Beautiful

- 1. Beautiful Eau de Parfum Spray 2.5oz
- 2. Beautiful Eau de Parfum Spray 3.4oz



Overhead View
*Amount of stock in case is dependent on stock levels at your store.



Estée Lauder Counter Cleanliness Guidelines

Who is Responsible? Everyone!
Everyone must clean at least three (3) times per day!

All Tester Units and Counter Areas

- Use micro fiber towels to wipe down and polish look of unit. DO NOT use sprays of any kind – just dust and wipe with a dry clean cloth.
- Clean finger prints off of glass tops and cases daily.
- Trash cans should always be kept clean and emptied regularly.

Demonstration Station and Supplies Area

- Hygiene caddies should always be stocked and clean.
- Supplies should be ready to use on customers and dust free.
- Remove all plastic wraps from q-tips and mascara wands.
- Place clean brushes in caddies and/or in makeup belts.
- Brushes should be cleaned with Perfectly Clean cleanser in the bathroom every night for use the next day. Foundation and concealer brushes should be cleaned with Take It Away Total Makeup Remover first, then with Perfectly Clean cleanser.
- Be sure to lay brushes flat on a clean towel for shaping – and to ensure that water does not get into the handle.

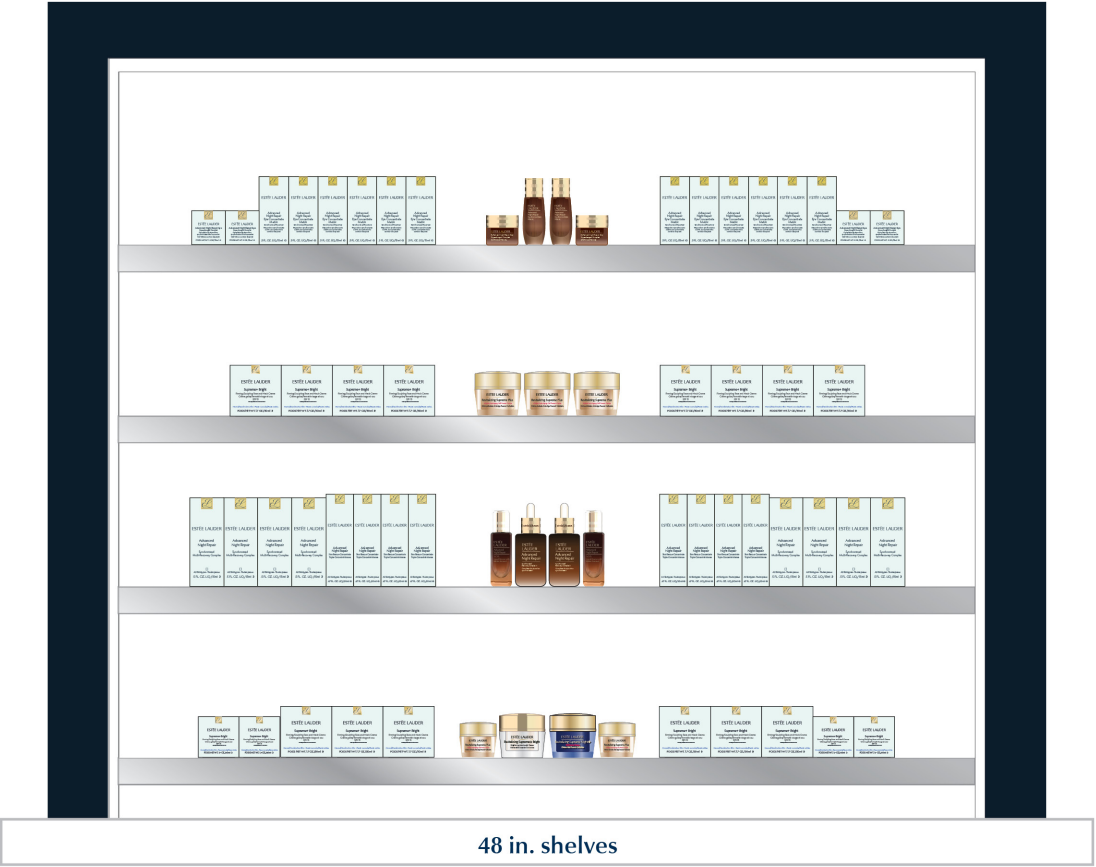
Line Tester Units

- **COLOR UNITS:**
 - Lipstick: Remove from unit. Wipe down unit with microfiber cloth. Gently shave top layer of lipstick bullets with a Q-tip stick to maintain shape and cleanliness and replace on unit.
 - Eyeshadow/Blush/Bronzer: Remove from unit. Wipe down unit with microfiber cloth. Wipe away excess around sides with a tissue. Replace on unit.
 - Remove pencils and mascaras and wipe down area underneath and all around. Replace on unit.
- **FOUNDATION UNITS:**
 - Pressed powder: Remove from unit. Wipe down unit with microfiber cloth. Wipe away excess around sides with a tissue. Replace on unit.
 - Remove caps on the testable foundation bottles. Wipe down unit with microfiber cloth. Wipe excess product from around the edges to keep them looking clean and fresh. Replace on unit.
- **SKINCARE UNITS:**
 - Remove each product from unit. Wipe down unit with microfiber cloth.
 - Remove caps from skincare products and wipe around the edges to keep them looking clean and fresh. Replace on unit.
- **FRAGRANCE UNIT:**
 - Remove each product from unit. Wipe down unit with microfiber cloth.

OPEN SELL SHELVES

ADVANCED NIGHT REPAIR FOCUS

Since many of our stores have areas with shelves, we have a great opportunity to display product. Standard sizes include 12, 24 and 48 inch shelves. However, since shelf lengths may vary, you may need to add or remove saleable cartons on either end.



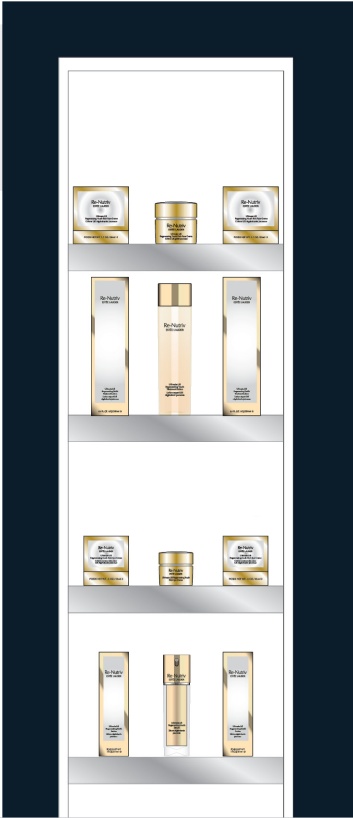
COMBINED SKINCARE LAUNCH FOCUS

REVITALIZING SUPREME+ FOCUS

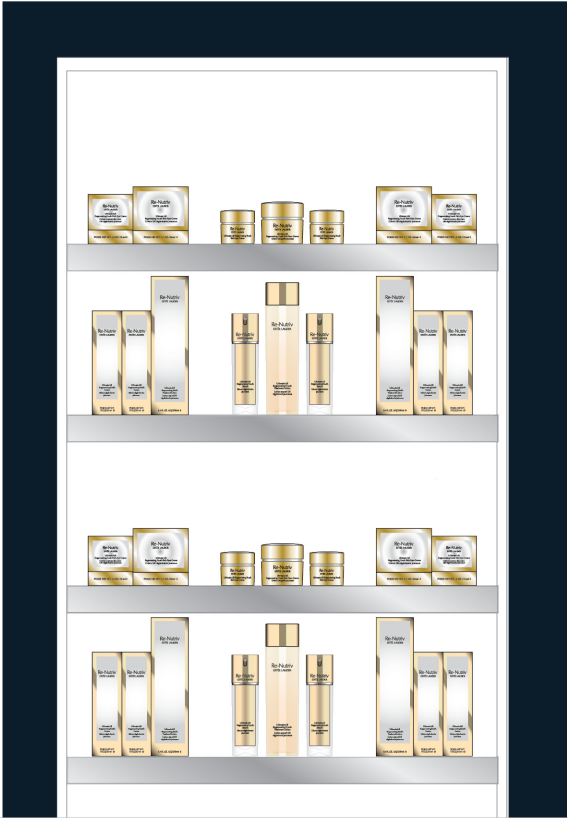


RE-NUTRIV: NON-DIAMOND DOORS

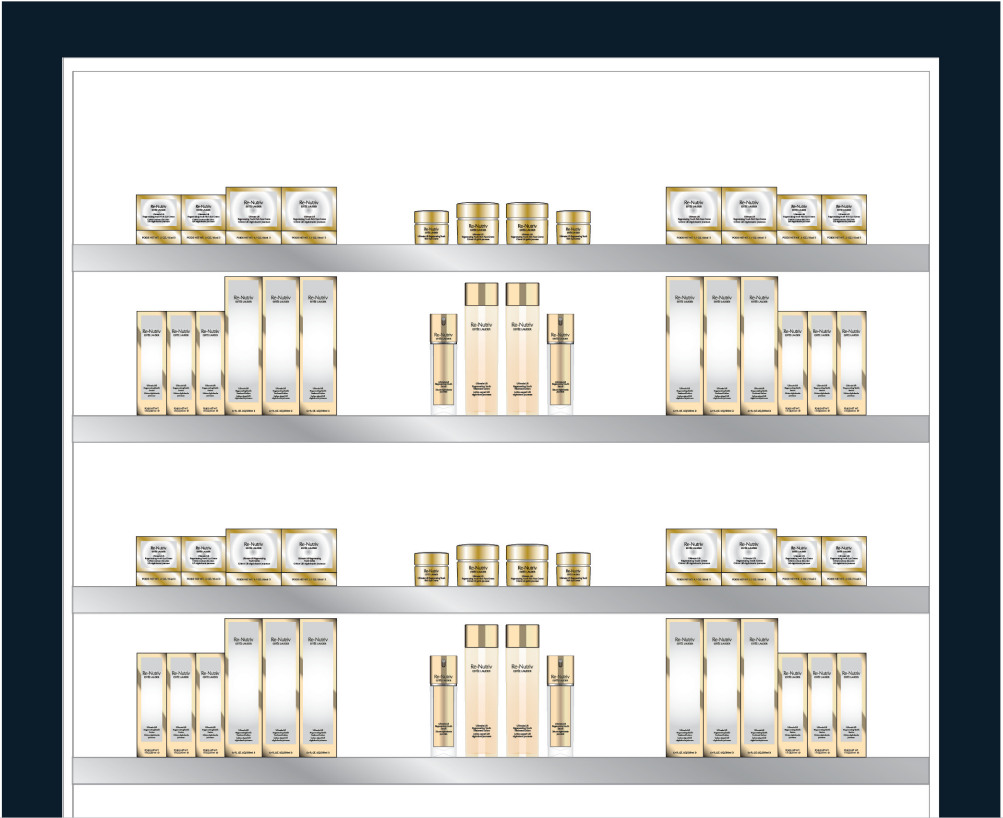
Since many of our stores have areas with shelves, we have a great opportunity to display product. Standard sizes include 12, 24 and 48 inch shelves. However, since shelf lengths may vary, you may need to add or remove saleable cartons



12 in. shelves



24 in. shelves

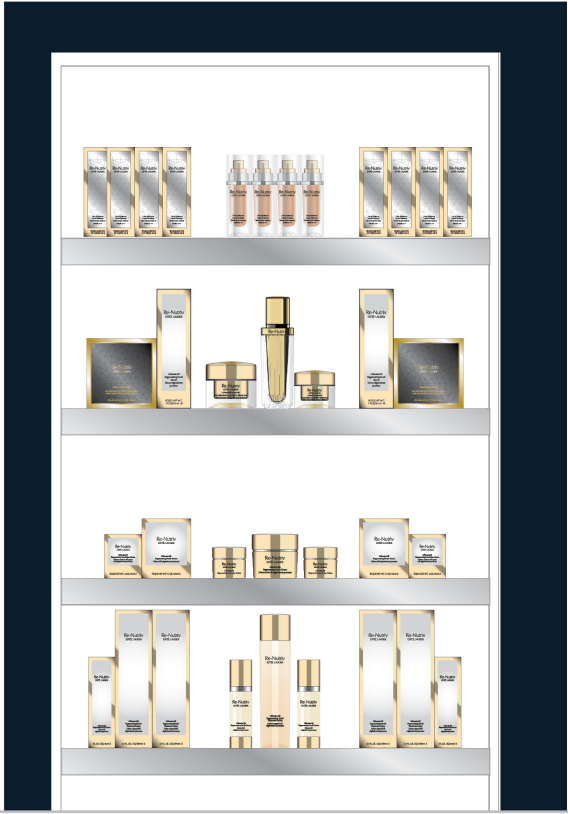


48 in. shelves

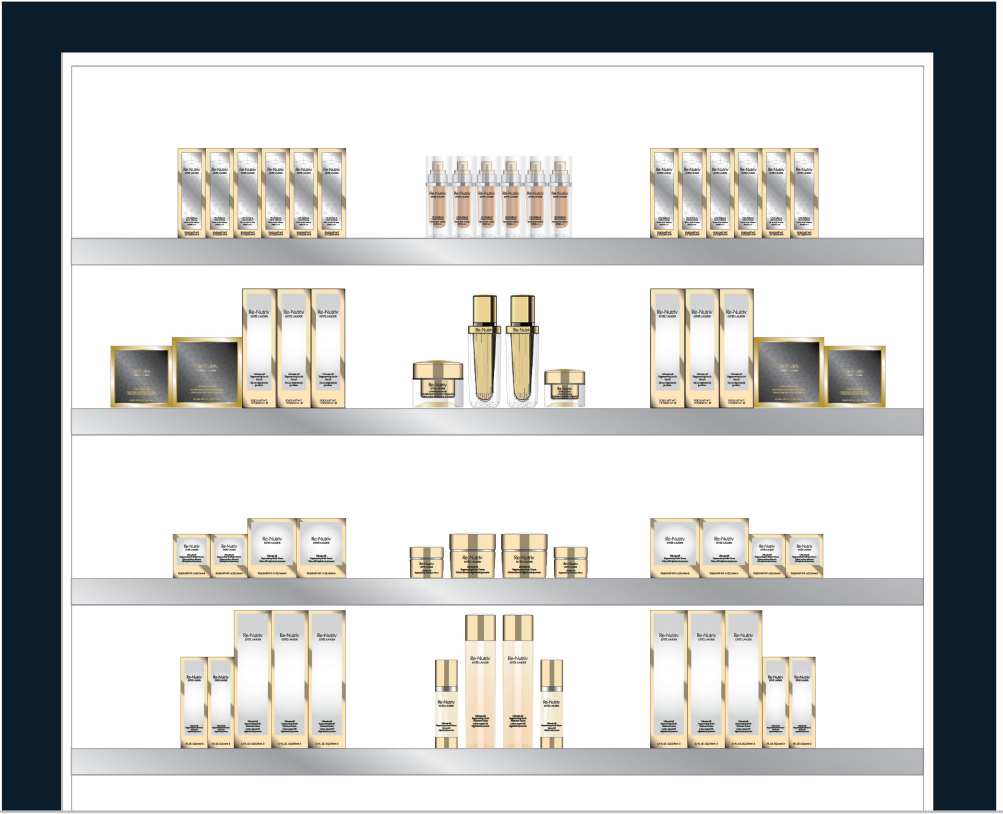
RE-NUTRIV: DIAMOND DOORS



12 in. shelves



24 in. shelves



48 in. shelves

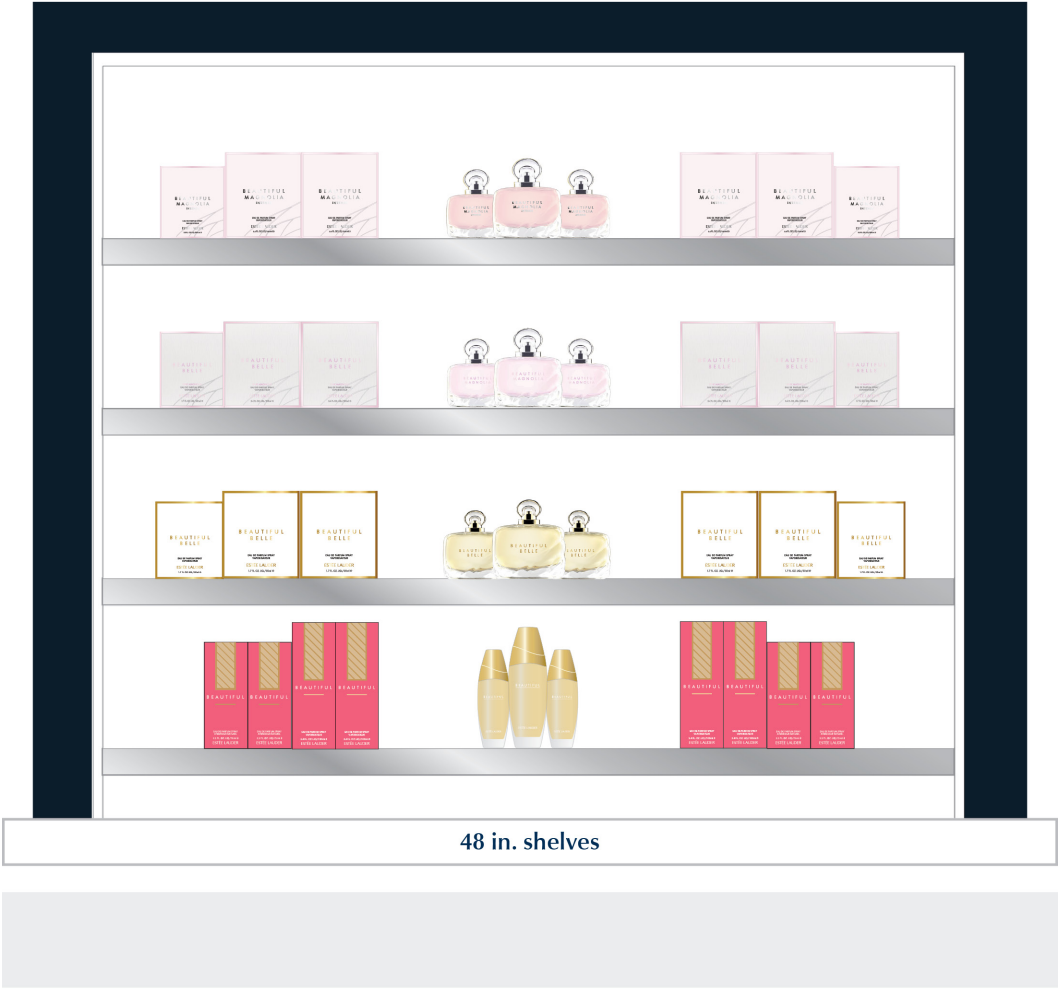
LAUNCH AND
BASIC FOCUS

Since many of our stores have areas with shelves, we have a great opportunity to display product. Standard sizes include 12, 24 and 48 inch shelves. However, since shelf lengths may vary, you may need to add or remove saleable cartons on either end.



BEAUTIFUL MAGNOLIA
L'EAU & MAGNONLIA
LAUNCH FOCUS

Since many of our stores have areas with shelves, we have a great opportunity to display product. Standard sizes include 12, 24 and 48 inch shelves. However, since shelf lengths may vary, you may need to add or remove saleable cartons on either end.

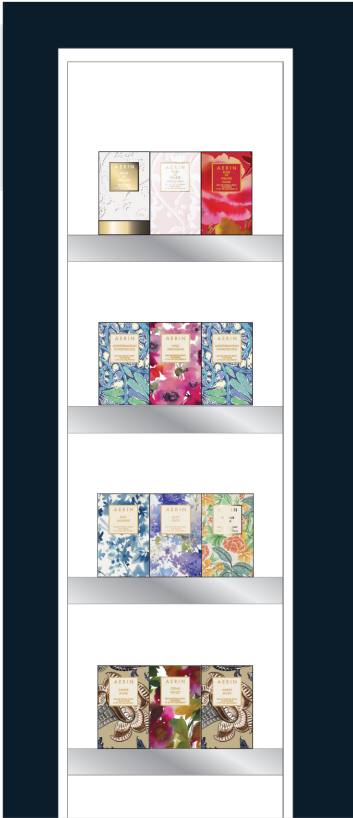


LAUNCH &
BASIC FOCUS



FRAGRANCE
COLLECTION

Since many of our stores have areas with shelves, we have a great opportunity to display product. Standard sizes include 12, 24 and 48 inch shelves. However, since shelf lengths may vary, you may need to add or remove saleable cartons on either end.



12 in. shelves



24 in. shelves



48 in. shelves

ORDER OF AERIN FRAGRANCES (LEFT TO RIGHT):
SHELF 1: ROSE DE GRASSE, ROSE DE GRASSE JOYFUL BLOOM, NEW ROSE DE GRASSE ROUGE
SHELF 2: MED HONEY, WILD GERANIUM, MED HONEY
SHELF 3: IKAT JASMINE, LILAC PATH, HIBISCUS PALM
SHELF 4: AMBER MUSK, CEDAR VIOLET, AMBER MUSK

ORDER OF AERIN FRAGRANCES (LEFT TO RIGHT):
SHELF 1: NEW ROSE DE GRASSE ROUGE
SHELF 2: ROSE DE GRASSE, ROSE DE GRASSE JOYFUL BLOOM, ROSE DE GRASSE POUR FILLES
SHELF 3: MED HONEY, WILD GERANIUM, IKAT JASMINE, LILAC PATH
SHELF 4: HIBISCUS PALM, CEDAR VIOLET, AMBER MUSK (DOUBLE FACE FRAGRANCE TO CREATE 4 ON EACH SIDE)

LIGHT-BOXES/TOOLS/ COUNTER SUPPORT

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



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)

BEHIND MAKE-UP CASES:



Priority Visual #1
Pure Color Emerald
Product Shot

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

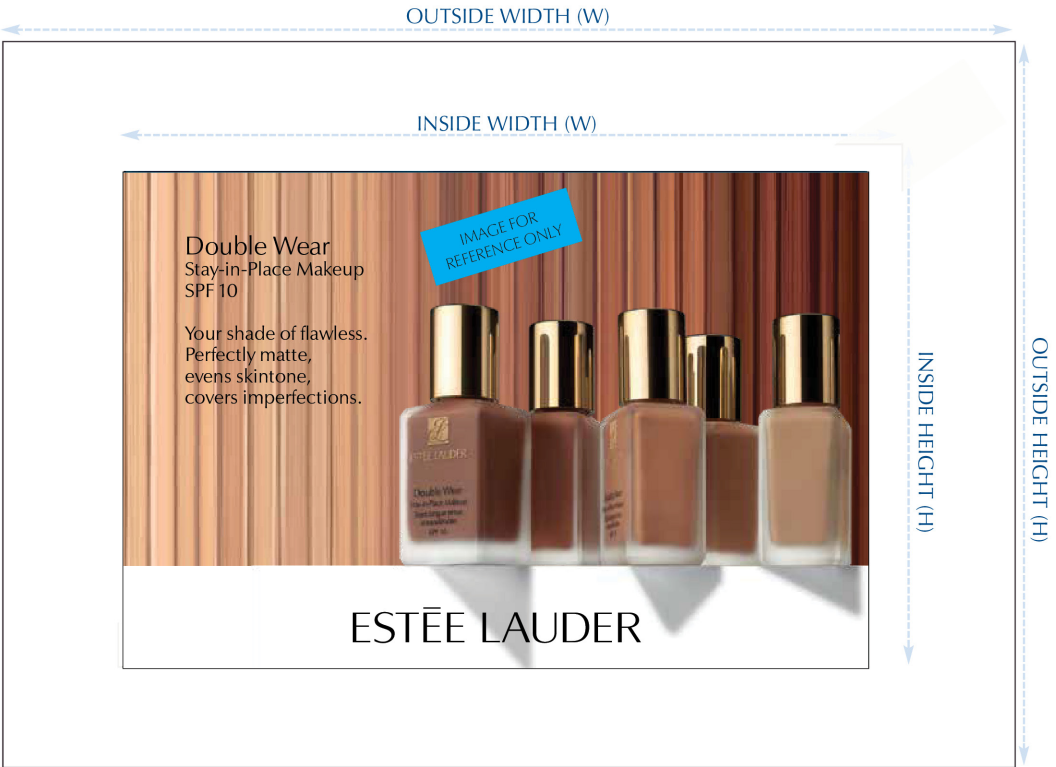


W

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

Blush and Eyeshadow tester godets will be shipping direct to door via a third party vendor (Avalon Merchants). Blush godets will tentatively arrive to stores mid-to-late January, aligning with the OCD of the Color Line Tester Units and Open Sell Walls. Eyeshadow tester godets will tentatively arrive to stores mid-February. Please continue to leverage

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

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.

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>

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 a 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 “merchandiser”).

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.

