

*Saks
Fifth
Avenue*



ESTÉE LAUDER
Point-of-Sale Guidelines
Fall 2023



Hello to the BEST Saks Fifth Ave Beauty Advisors,

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

New in Fragrance

AERIN Rose de Grasse Rouge

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

New in Skincare

Advanced Night Repair Rescue Solution

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

New in Makeup

Next-level lashes & brows

Turbo Lash High-Powered Volume + Length Mascara

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

Turbo Lash Night Revitalizing Serum Lash + Brow

Conditioning care for thicker, fuller lashes and brows.

BrowPerfect 3D All-in-One Styler

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

Skin-loving makeup, powered by science

Futurist SkinTint Serum

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





Futurist Soft Touch Brightening Skincealer

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

Futurist Peptide-Power Serum Primer

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

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

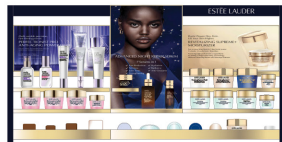
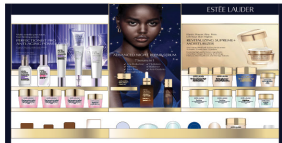
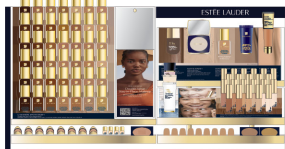
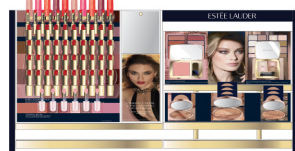
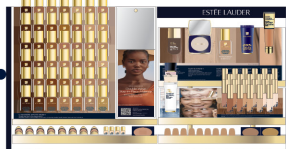
With gratitude,

Fiona Sainty

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

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

TESTER CADENCE

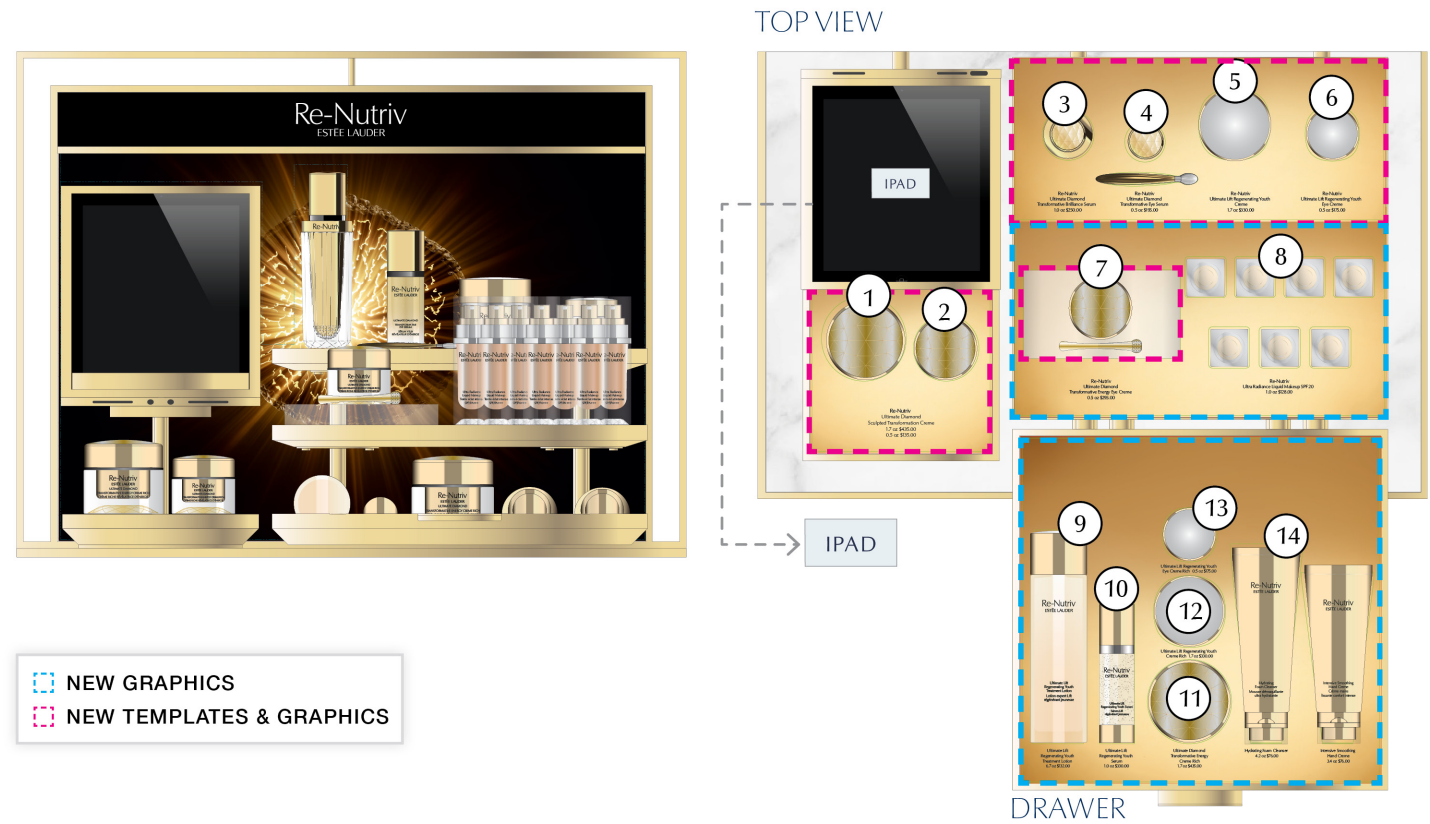
	CURRENTLY ON-COUNTER	JUL	AUG	SEPT
AERIN	 AERIN FRAGRANCE UNIT All Doors Update with new back riser graphic. Graphic Update Code #: G762-70	 AERIN FRAGRANCE UNIT All Doors Update with new all new graphics and new located acrylics for platforms. Graphic Update Code #: G1Q4-70 Acrylic/Locator Update Code #: G16B-60	 AERIN FRAGRANCE UNIT All Doors Update to add new RDG Rouge and New Joyful Bloom on "New & Best Sellers" platform. Graphic Update Code #: G1Q4-70 Acrylic/Locator Update Code #: G16B-60	
RE-NUTRIV	 RE-NUTRIV DIAMOND LTU Select Doors Update with new templates and graphics Unit Code #: PT2M-60 Graphic Update Code #: G5LK-70 Acrylic Update Code #: G5LM-60		 RE-NUTRIV DIAMOND LTU Select Doors Update with new templates and graphics Unit Code #: PT2M-60 Graphic Update Code #: G13Z-70 Acrylic Update Code #: G881-60  RE-NUTRIV DIAMOND LTU W/ LIMITED LIFE GRACIE X STUDIO Select 15 Saks Doors Only Update with new templates and graphics Unit Code #: PT2M-60 Graphic Update Code #: TBD Acrylic Update Code #: G881-60	
LINE TESTERS	 ADVANCED NIGHT REPAIR SKINCARE LTU BANNER All Doors Banner Code #: G76C-70  SKINCARE LTU VER. 2 (WITH MOISTURIZER REFILLS) Select Doors Update drawer template and new graphics Unit Code #: PG58-60 Graphic Update Code #: G4T7-70 Acrylic Update Code #: G4TF-60  SKINCARE LTU VER. 1 (W/O MOISTURIZER REFILLS) Beverly Hills Only Update drawer template and new graphics Unit Code #: PG58-60 Graphic Update Code #: G4T7-70 Acrylic Update Code #: G4TF-60  SKINCARE LIT ANGLED UNIT Update with new graphic All Other Doors Unit Code #: PA58-60 Update Code #: TBD  FOUNDATION LINE TESTER UNIT Update with new graphics All Doors Unit Code #: PJHJ-60 Update Code #: G5PL-70  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 HYBRID LTU (V1) Update with new products and graphics All Other Doors Unit Code #: PG5G-60 Update Code #: TBD  SKINCARE LTU VER. 2 (WITH SUPREME MOISTURIZER REFILLS) Select Doors Update with new templates and graphics Unit Code #: PG58-60 Graphic Update Code #: G14Q-70 Acrylic Update Code #: G87X-60  SKINCARE LTU VER. 1 (W/O SUPREME MOISTURIZER REFILLS) Beverly Hills Only Update with new templates and graphics Unit Code #: PG58-60 Graphic Update Code #: G14I-70 Acrylic Update Code #: G87Y-60  SKINCARE LIT ANGLED UNIT Update with new graphic All Other Doors Unit Code #: PA58-60 Graphic Update Code #: G14Q-70  FOUNDATION LINE TESTER UNIT Update with new graphics with S.R.P. updates All Doors Unit Code #: PJHJ-60 Graphic Update Code #: G1BT-70  COLOR LTU (55 LIP SHADE VARIANT) Update with new templates and graphics Select Doors Unit Code #: PG53-60 Graphic Update Code #: G1BN-70 Acrylic Update Code #: G884-60  COLOR HYBRID LTU (V1) Update with template and graphics All Other Doors Unit Code #: PG5G-60 Graphic Update Code #: G1BP-70 Acrylic Update Code #: G88G-60  FOUNDATION LINE TESTER UNIT Update with new templates and graphics All Doors Unit Code #: PJHJ-60 Update Code #: G88T-60			

RE-NUTRIV LINE TESTER

Select Diamond Department Stores
August Update

HISTORY OF UPDATES

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



Line Tester (Use saleable products except where indicated.)

1. Re-Nutriv Ultimate Diamond Sculpted Transformation Creme 1.7 oz, (1) 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.



SKINCARE LIT ANGLED UNITS

July Update

HISTORY OF UPDATES

12/26/22	Update with new graphics (GXC6-70).
Jan '23	Update with new graphics (TBD).
Jul '23	Update with new graphics (G14Q-70).



Product List

Advanced Night Repair Unit

1. Advanced Night Repair Synchronized Multi-Recovery Complex, 1.7 oz (1)
2. New Advanced Night Repair Rescue Solution with Bifidus Ferment (0.68 oz)
3. Advanced Night Repair Eye Supercharged Complex, 0.5 oz (1)
4. Perfectionist Pro Brightening Treatment, 1.7oz (1)
5. Perfectionist Pro Rapid Firm + Lift Treatment, 1.7 oz (1)
6. Revitalizing Supreme+ Bright Power Soft Creme 1.7 oz (1)
7. Revitalizing Supreme+ Youth Power Creme, 1.7oz (1)
8. Revitalizing Supreme+ Night Creme, 1.7oz (1)
9. Revitalizing Supreme+ Global Anti-Aging Eye Balm, .5oz (1)
10. Resilience Multi-Effect Face and Neck Creme SPF15, 1.7 oz (1)
11. Resilience Multi-Effect Eye Creme, .5oz (1)



NIGHTTIME TESTER MAINTENANCE/ CLEANING RITUAL

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

SKINCARE LINE TESTER

Version 1: Without Moisturizer Refill
July Update



Main Platform

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

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

Drawer

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



MAIN PLATFORM



DRAWER

Continued from Left

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

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

SKINCARE LINE TESTER

Version 2: With Moisturizer Refills
July Update

HISTORY OF UPDATES

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



MAIN PLATFORM



DRAWER

Main Platform

1.

Perfectionist Pro Rapid Brightening Treatment (1.7 oz)
2.

Perfectionist Pro Rapid Firm + Lift Treatment (1.7 oz)
3.

Perfectionist Pro Rapid Renewal Retinol Treatment (1.0 oz)
4.

Perfectionist Pro Multi-Zone Wrinkle Concentrate (0.85 oz)
5.

Perfectionist Pro Multi-Defense UV Gel (1.0 oz)
6.

Resilience Multi-Effect Face and Neck Creme SPF15 Normal / Combination (1.7 oz)
7.

Resilience Multi-Effect Night Creme (1.7 oz)
8.

DayWear Multi-Protection Anti-Oxidant 24H-Moisture Creme SPF 15 (1.7 oz)
9.

DayWear Anti-Oxidant 72H Hydration Sorbe Creme SPF 15 (1.7 oz)
10.

New Advanced Night Repair Rescue Solution with Bifidus Ferment (0.68 oz)
11.

Advanced Night Repair Serum Synchronized Multi-Recovery Complex (1.7oz)
12.

Advanced Night Repair Supercharged Gel-Creme Synchronized Multi-Recovery (0.5 oz)
13.

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

Revitalizing Supreme+ Youth Power Creme Refill (2.5 oz)
15.

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

Revitalizing Supreme+ Youth Power Creme Refill (1.7 oz)
17.

Revitalizing Supreme+ Bright Power Soft Creme (1.7 oz)
18.

Revitalizing Supreme+ Global Anti-Aging Cell Power Creme SPF 15 (1.7 oz)
19.

Revitalizing Supreme+ Night Intensive Restorative Creme (1.7 oz)
20.

Revitalizing Supreme+ Youth Power Eye Balm (0.5 oz)

Drawer

21.

New Advanced Night Cleansing Gelée (3.4 oz)
22.

New Advanced Night Cleansing Balm (2.2 oz)
23.

Micro Essence Treatment Lotion with Bio-Ferment (6.7 oz)
24.

Gentle Eye Makeup Remover (3.4 oz)
25.

Take It Away Makeup Remover Lotion (6.7 oz)
26.

Perfectly Clean Multi-Action Toning Lotion/Refiner (6.7 oz)
27.

Perfectly Clean Multi-Action Foam Cleanser/Purifying Mask (5.0 oz)
28.

Perfectly Clean Infusion Balancing Essence Lotion (13.5 oz)

Continued from Left

29.

Soft Clean Infusion Hydrating Essence Lotion (13.5 oz)
30.

Perfectionist Pro Multi-Defense UV Fluid SPF 45 (1.0 oz)
31.

Perfectionist CP+R Wrinkle Lifting/Firming Serum (1.7 oz)
32.

Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery Complex (0.5 oz)
33.

Revitalizing Supreme+ Youth Power Power Soft Milky Lotion (3.4 oz)
34.

Resilience Multi-Effect Face and Neck Creme Dry (1.7 oz)
35.

Daywear Matte Oil-Control Anti-Oxidant Moisture Gel Creme (1.7 oz)
36.

Resilience Multi-Effect Eye Creme (0.5oz)
37.

Daywear Eye Cooling Anti-Oxidant Moisture Gel Creme (0.5 oz)
38.

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

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

FOUNDATION LINE TESTER

September Update

HISTORY OF UPDATES

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

SEE PAGE 32 FOR TESTER PRE-PACK CODES.



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



Product List

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

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

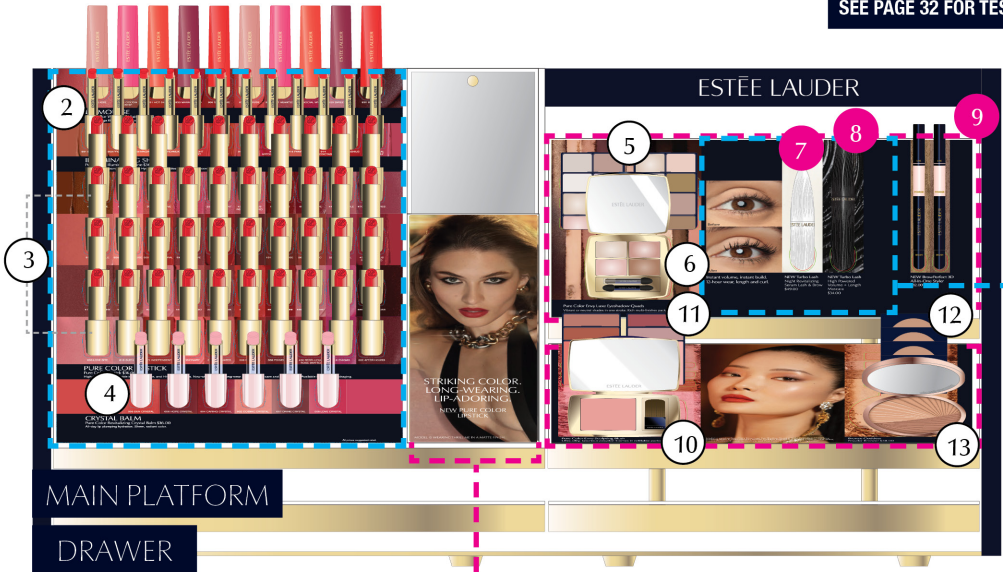
COLOR LINE TESTER

July & September Update | 55 Lipstick Variant

HISTORY OF UPDATES

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

SEE PAGE 32 FOR TESTER PRE-PACK CODES.



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



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

Product List

1. Pure Color Whipped Matte (10)
2. Pure Color Illuminating Shine (12)
3. Pure Color Lipstick (40)
4. Pure Color Revitalizing Crystal Balms (6)
5. Pure Color Envy Luxe Eyeshadow Quads (6) (in godets)
6. Pure Color Envy Luxe Eyeshadow Quads (1) (in primary)
7. **New Turbo Lash Night Revitalizing Serum Lash + Brow (1)**
8. **New Turbo Lash High Powered Volume + Length Mascara (1)**
9. **New BrowPerfect 3D All-In-One Styler (2)**
10. Pure Color Envy Sculpting Blush (1) (in primary)
11. Pure Color Envy Sculpting Blush (6) (in godets)
12. Bronze Goddess Powder Bronzer (4) (in godets)
13. Bronze Goddess Matte and Glow Bronzing Trio (1) (in primary packaging)
14. Pure Color Lipstick (16)
15. Double Wear 24H Stay-in-Place Lip Liner (12)
16. Pure Color Envy Color Replenish Lip Balm (1)
17. Pure Color Envy Lip Volumizer (1)
18. Pure Color Envy Lip Repair Potion (1)
19. Pure Color Envy Nighttime Rescue Lip Oil-Serum (1)
20. Bronze Goddess Healthy Glow Bronzer (2) (in godets)
21. Bronze Goddess Highlighter (3) (in godets)
22. Pure Color Envy Sculpting Blush (2) (in godets)
23. Double Wear Stay-In-Place Eye Pencil (10)
24. Double Wear Infinite Waterproof Eyeliner (8)
25. **New BrowPerfect 3D All-In-One Styler (8)**
26. Kajal Eyeliner (4)
27. Little Black Liner (1)
28. Sumptuous Extreme Lash Multiplying Volume Mascara (1)
29. Sumptuous Extreme Waterproof (1)
30. Double Wear Zero-Smudge Lengthening Mascara (1)
31. Little Black Primer (1)

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

COLOR HYBRID UNIT V.1

July Update

HISTORY OF UPDATES

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

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.



Product List

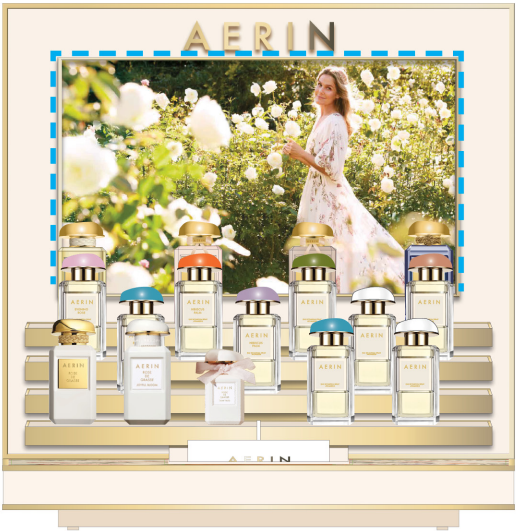
Main Platform

- 1. Pure Color Whipped Matte (7)
- 2. Pure Color Illuminating Shine (8)
- 3. Pure Color Lipstick (28)
- 4. Pure Color Crystal Lip Balms (6)

Drawer

- 5. Bronze Goddess Powder Bronzer (3) (in godets)
- 6. Double Wear Stay-In-Place Eye Pencil (5)
- 7. Double Wear 24H Stay-in-Place Lip Liner (4)
- 8. Little Black Liner (1)
- 9. Pure Color Envy Sculpting Blush (4) (in godets)
- 10. Pure Color Envy Luxe Eyeshadow Quads (3) (in godets)
- 11. New Turbo Lash High Powered Volume + Length Mascara (1)
- 12. Sumptuous Extreme Lash Multiplying Volume Mascara (1)
- 13. Double Wear Zero-Smudge Lengthening Mascara (1)
- 14. New BrowPerfect 3D All-In-One Styler (4)

- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS



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
- 12. Limone di Sicilia 1.7oz
- 13. Tuberose le Jour 1.7oz
- 14. Tuberose le Soir 1.7oz
- 15. Ambrette de Noir 1.7oz

- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS

NOTES:

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

AERIN

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

COUNTERS AT A GLANCE

BOUTIQUE CASE

JULY



OVERHEAD VIEW



OVERHEAD VIEW



OVERHEAD VIEW



OVERHEAD VIEW



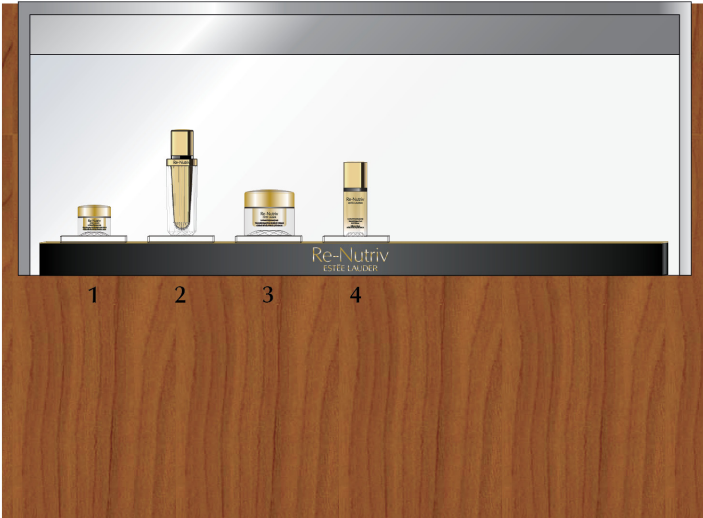
ADVANCED NIGHT REPAIR

- RISER 1:
Advanced Night Repair Synchronized Multi-Recovery Complex
- RISER 2:
New Advanced Night Repair Rescue Solution with Bifidus Ferment
- RISER 3:
Advanced Night Repair Synchronized Multi-Recovery Complex
- RISER 4:
New Advanced Night Repair Rescue Solution with Bifidus Ferment



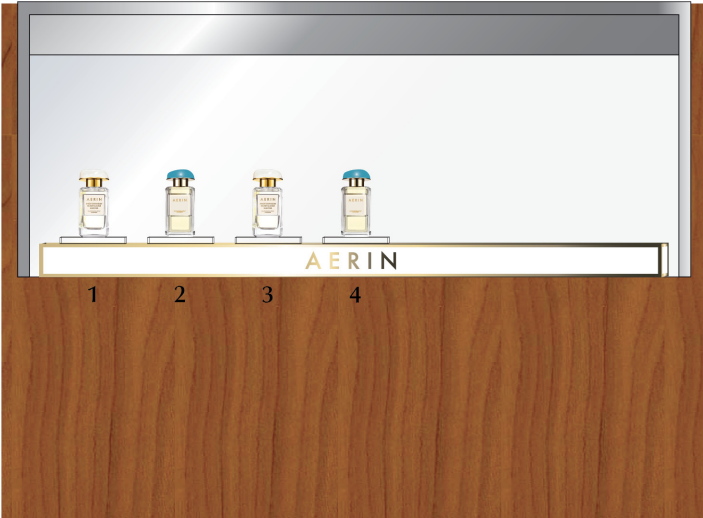
REVITALIZING SUPREME+

- RISER 1:
Revitalizing Supreme+ Youth Power Eye Balm
- RISER 2:
Revitalizing Supreme+ Youth Power Creme
- RISER 3:
Revitalizing Supreme+ Youth Power Eye Balm
- RISER 4:
Revitalizing Supreme+ Youth Power Creme



RE-NUTRIV ULTIMATE DIAMOND

- RISER 1:
Re-Nutriv Ultimate Diamond Transformative Energy Eye Creme
- RISER 2:
Re-Nutriv Ultimate Diamond Brilliance Serum
- RISER 3:
Re-Nutriv Ultimate Diamond Transformative Energy Creme
- RISER 4:
Re-Nutriv Ultimate Diamond Eye Serum



AERIN

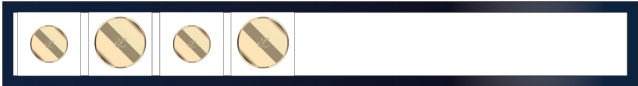
- RISER 1:
Mediterranean Honeysuckle Clementina Fragrance 1.7 oz
- RISER 2:
Mediterranean Honeysuckle 1.7oz
- RISER 3:
Mediterranean Honeysuckle Clementina Fragrance 1.7 oz
- RISER 4:
Mediterranean Honeysuckle 1.7oz

BOUTIQUE CASE

AUGUST



OVERHEAD VIEW



OVERHEAD VIEW



OVERHEAD VIEW



OVERHEAD VIEW



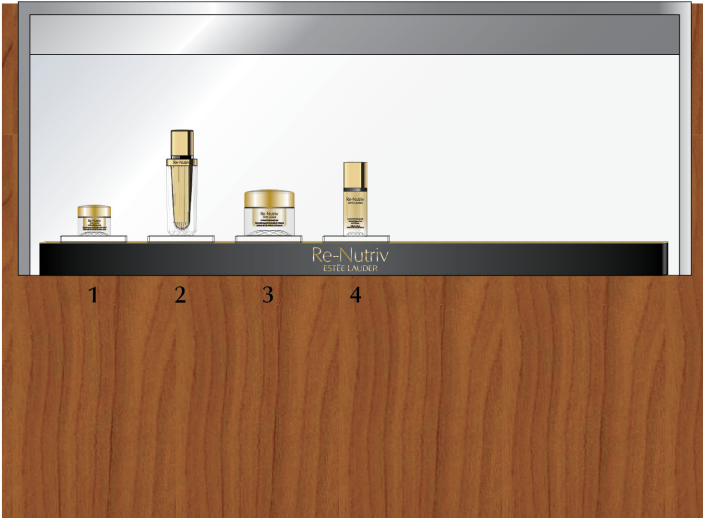
ADVANCED NIGHT REPAIR

- RISER 1:
Advanced Night Repair Synchronized Multi-Recovery Complex
- RISER 2:
Advanced Night Repair Rescue Solution with Bifidus Ferment
- RISER 3:
Advanced Night Repair Synchronized Multi-Recovery Complex
- RISER 4:
Advanced Night Repair Rescue Solution with Bifidus Ferment



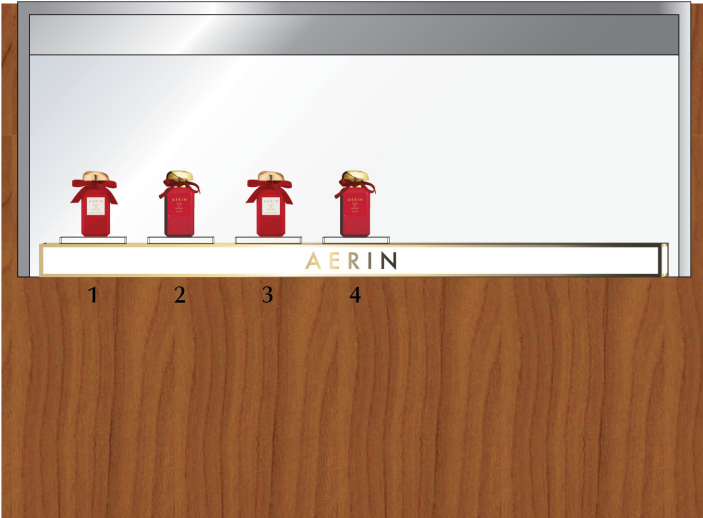
REVITALIZING SUPREME+

- RISER 1:
Revitalizing Supreme+ Youth Power Eye Balm
- RISER 2:
Revitalizing Supreme+ Youth Power Creme
- RISER 3:
Revitalizing Supreme+ Youth Power Eye Balm
- RISER 4:
Revitalizing Supreme+ Youth Power Creme



RE-NUTRIV ULTIMATE DIAMOND

- RISER 1:
Re-Nutriv Ultimate Diamond Transformative Energy Eye Creme
- RISER 2:
Re-Nutriv Ultimate Diamond Brilliance Serum
- RISER 3:
Re-Nutriv Ultimate Diamond Transformative Energy Creme
- RISER 4:
Re-Nutriv Ultimate Diamond Eye Serum



AERIN

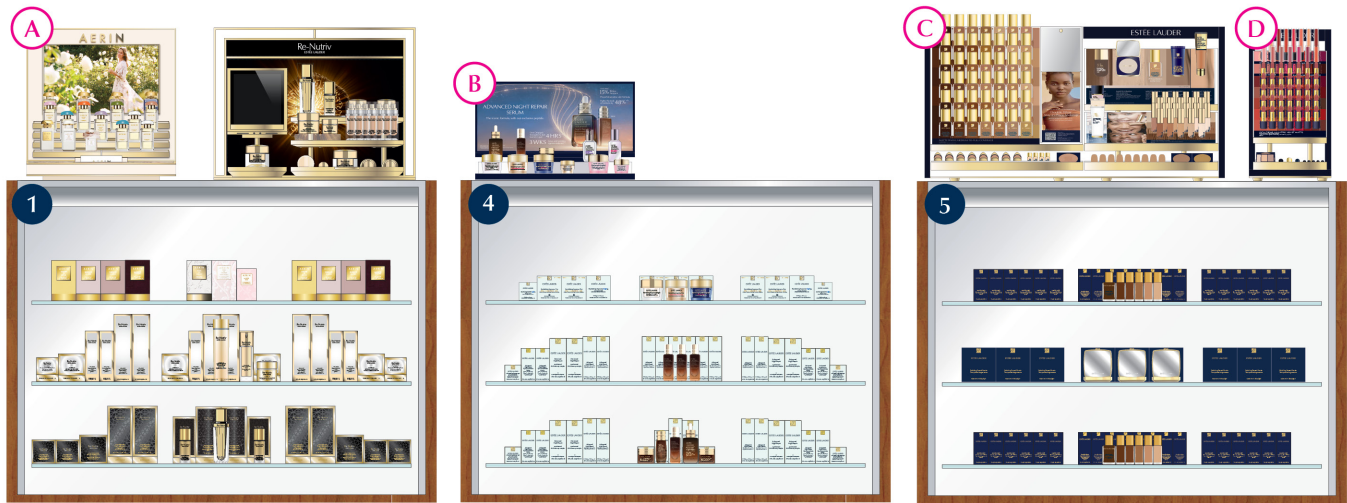
- RISER 1:
Rose de Grasse Joyful Bloom (Special Deco Bottle) 1.7 oz
- RISER 2:
New Rose de Grasse Rouge 1.7oz
- RISER 3:
Rose de Grasse Joyful Bloom (Special Deco Bottle) 1.7 oz
- RISER 4:
New Rose de Grasse Rouge 1.7oz

CASE MERCHANDISING

JULY

CASE MERCHANDISING FOR
DOORS WITHOUT IN-CASE TRAYS

3 CASES



4 CASES



5/6 CASES



CASE CATEGORIES

- | | |
|---------------------|----------------------|
| 1 AERIN + Re-Nutriv | 5 Color + Foundation |
| 2 AERIN | 6 Foundation |
| 3 Re-Nutriv | 7 Color |
| 4 Skincare | 8 Fragrance |

NEW IN JULY:

- A Aerin Line Tester Unit Update
- B Skincare Lit Angled Unit Update
- C Foundation Line Tester Unit Update
- D Color Hybrid Unit Update

CASE MERCHANDISING

AUGUST

CASE MERCHANDISING FOR
DOORS WITHOUT IN-CASE TRAYS

CASE CATEGORIES

- | | |
|---------------------|----------------------|
| 1 AERIN + Re-Nutriv | 5 Color + Foundation |
| 2 AERIN | 6 Foundation |
| 3 Re-Nutriv | 7 Color |
| 4 Skincare | 8 Fragrance |

NEW IN AUGUST:

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

RE-NUTRIV X GRACIE STUDIO

Follow case merchandising below for doors who receive limited edition Gracie Studio Re-Nutriv Ultimate Diamond Sculpted Transformation Creme. (Select Doors).

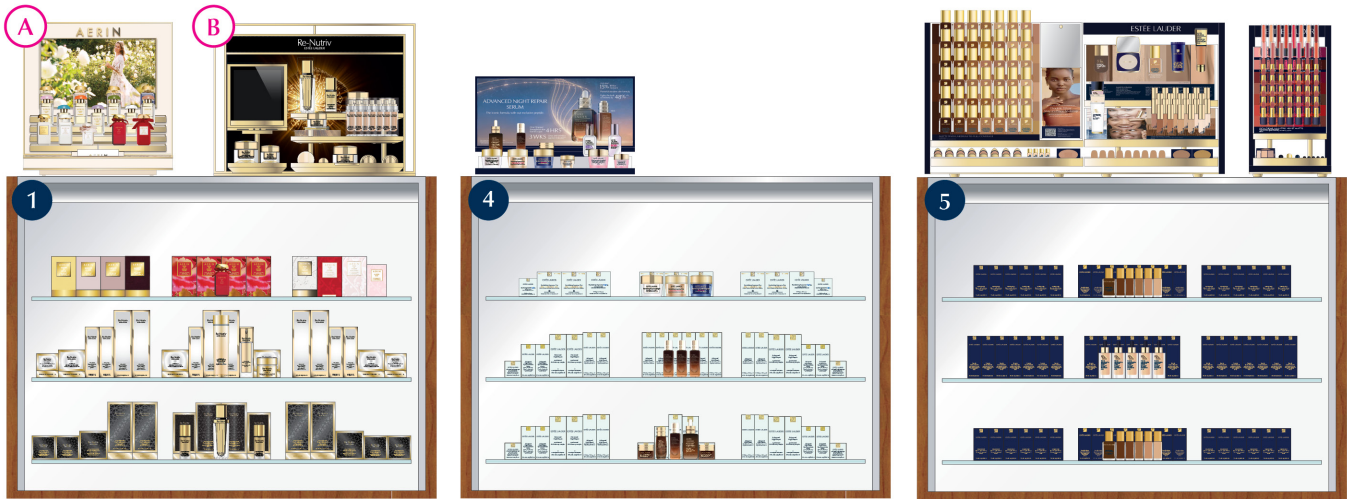
1 AERIN + Re-Nutriv Case



3 AERIN + Re-Nutriv Case



3 CASES



4 CASES



5/6 CASES

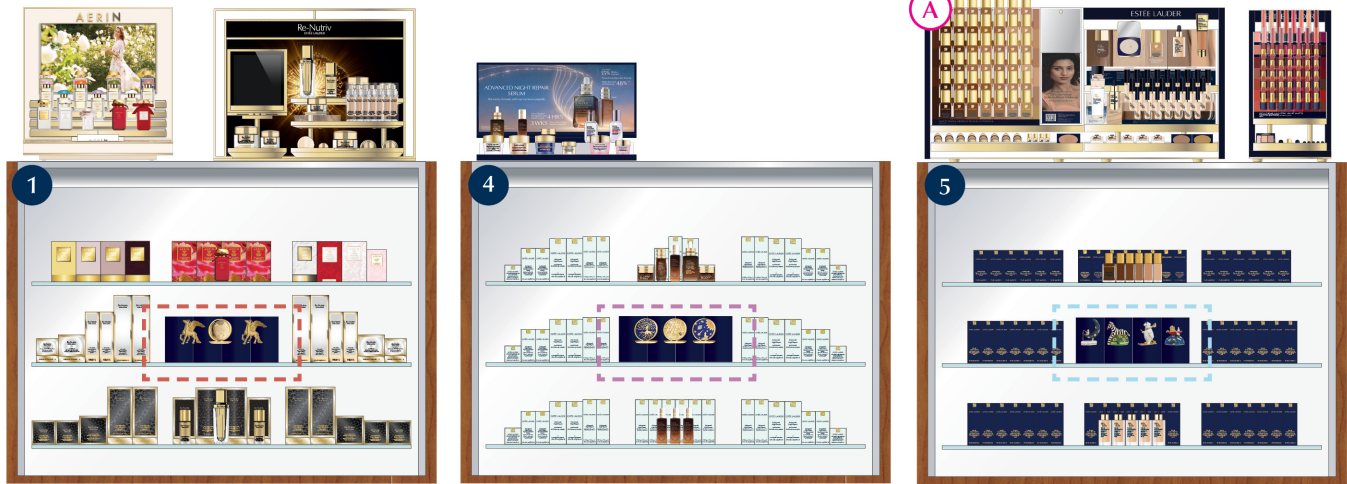


CASE MERCHANDISING

SEPTEMBER

CASE MERCHANDISING FOR DOORS WITHOUT IN-CASE TRAYS

3 CASES



4 CASES



5/6 CASES



CASE CATEGORIES

- | | |
|---------------------|----------------------|
| 1 AERIN + Re-Nutriv | 5 Color + Foundation |
| 2 AERIN | 6 Foundation |
| 3 Re-Nutriv | 7 Color |
| 4 Skincare | 8 Fragrance |

NEW IN SEPTEMBER:

- A Foundation Line Tester Unit Update

COMPACTS & SOLIDS IN CASE

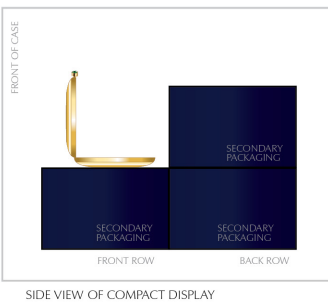
In Re-Nutriv Cases: (Heritage Collection)
Shelf 2 Tray: Pegasus, Shooting Stars, Pegasus

In Skincare Cases:
Shelf 2 Tray: Strong Roots, The Secret is Love, Starwatching

In Foundation Cases:
Shelf 2 Tray: Be Patient (Saks Exclusive), Field of Dreams, Take the Leap, and Better Together

Use compacts and solids boxes (secondary packaging) by stacking and creating risers and place compacts on top.

See side view.



RE-NUTRIV X GRACIE STUDIO

For doors who receive limited edition Gracie Studio Re-Nutriv Ultimate Diamond Sculpted Transformation Creme, keep merchandising shown in August and add Compacts and Solids on the second shelf in the center.



CASE MERCHANDISING

JULY

- CASE MERCHANDISING WITH TRAY ARE FOR THE FOLLOWING DOORS ONLY:
- BEVERLY HILLS
 - BOCA RATON
 - CHICAGO
 - DADELAND
 - LAS VEGAS
 - PALM BEACH
 - PALM DESERT
 - PGA
 - SOUTH COAST PLAZA
 - TROY
 - TYSONS

- CASE CATEGORIES
- | | |
|---------------------|----------------------|
| 1 AERIN + Re-Nutriv | 5 Color + Foundation |
| 2 AERIN | 6 Foundation |
| 3 Re-Nutriv | 7 Color |
| 4 Skincare | 8 Fragrance |

- NEW IN JULY:
- A Aerin Line Tester Unit Update
 - B Skincare Lit Angled Unit Update
 - C Foundation Line Tester Unit Update
 - D Color Hybrid Unit Update

3 CASES



4 CASES



5/6 CASES



CASE MERCHANDISING

AUGUST

CASE MERCHANDISING WITH TRAY ARE FOR THE FOLLOWING DOORS ONLY:

- BEVERLY HILLS
- BOCA RATON
- CHICAGO
- DADELAND
- LAS VEGAS
- PALM BEACH
- PALM DESERT
- PGA
- SOUTH COAST PLAZA
- TROY
- TYSONS

CASE CATEGORIES

- | | |
|---------------------|----------------------|
| 1 AERIN + Re-Nutriv | 5 Color + Foundation |
| 2 AERIN | 6 Foundation |
| 3 Re-Nutriv | 7 Color |
| 4 Skincare | 8 Fragrance |

NEW IN AUGUST:

- A** Aerin Line Tester Unit Update
- B** Re-Nutriv Line Tester Unit Update

RE-NUTRIV X GRACIE STUDIO

Follow case merchandising below for doors who receive limited edition Gracie Studio Re-Nutriv Ultimate Diamond Sculpted Transformation Creme. (Select Doors).

1 AERIN + Re-Nutriv Case



3 AERIN + Re-Nutriv Case



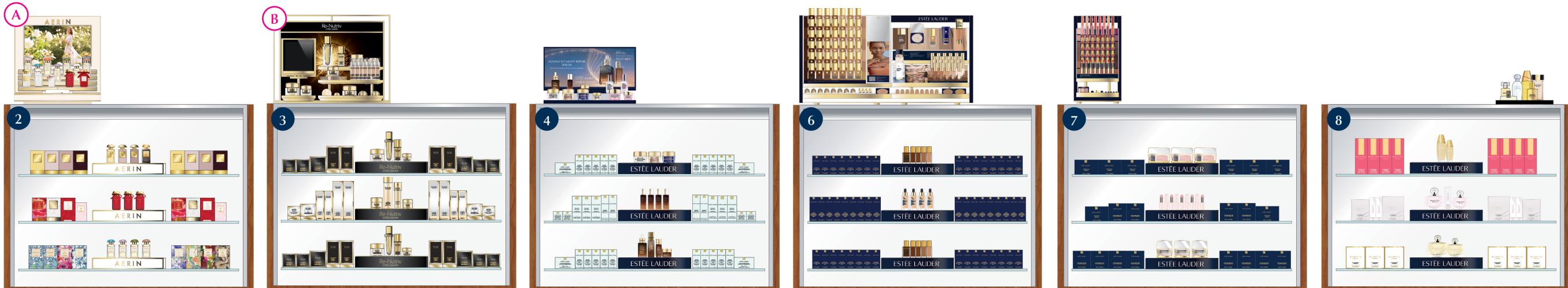
3 CASES



4 CASES



5/6 CASES



CASE MERCHANDISING

SEPTEMBER

CASE MERCHANDISING WITH TRAY ARE FOR THE FOLLOWING DOORS ONLY:

- BEVERLY HILLS
- BOCA RATON
- CHICAGO
- DADELAND
- LAS VEGAS
- PALM BEACH
- PALM DESERT
- PGA
- SOUTH COAST PLAZA
- TROY
- TYSONS

CASE CATEGORIES

- | | |
|---------------------|----------------------|
| 1 AERIN + Re-Nutriv | 5 Color + Foundation |
| 2 AERIN | 6 Foundation |
| 3 Re-Nutriv | 7 Color |
| 4 Skincare | 8 Fragrance |

NEW IN SEPTEMBER:

- A** Foundation Line Tester Unit Update

COMPACTS & SOLIDS IN CASE

In Re-Nutriv Cases: (Heritage Collection)
Shelf 2 Tray: Pegasus, Shooting Stars, Pegasus

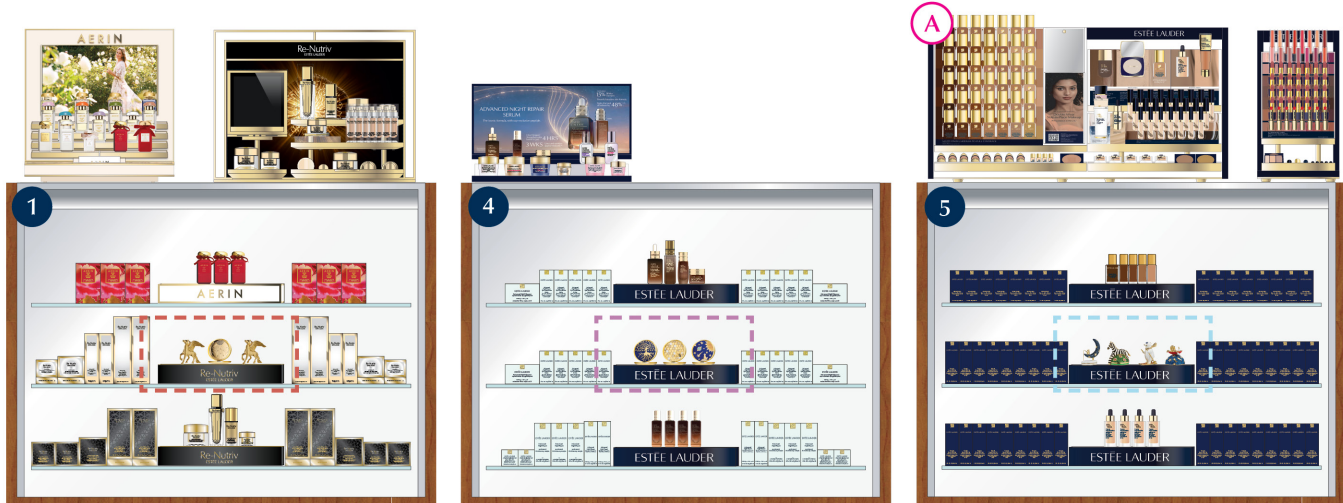
In Skincare Cases:
Shelf 2 Tray: Strong Roots, The Secret is Love, Starwatching

In Foundation Cases:
Shelf 2 Tray: Be Patient (Saks Exclusive), Field of Dreams, Take the Leap, and Better Together

RE-NUTRIV X GRACIE STUDIO

For doors who receive limited edition Gracie Studio Re-Nutriv Ultimate Diamond Sculpted Transformation Creme, keep merchandising shown in August and add Compacts and Solids on the second shelf place in the center.

3 CASES



4 CASES



5/6 CASES



Tester Codes

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

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

Tester Codes (cont.)

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

Selling Tools

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



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

How to Measure a Light-box

STEP 1: DETERMINING "OUTSIDE" MEASUREMENT

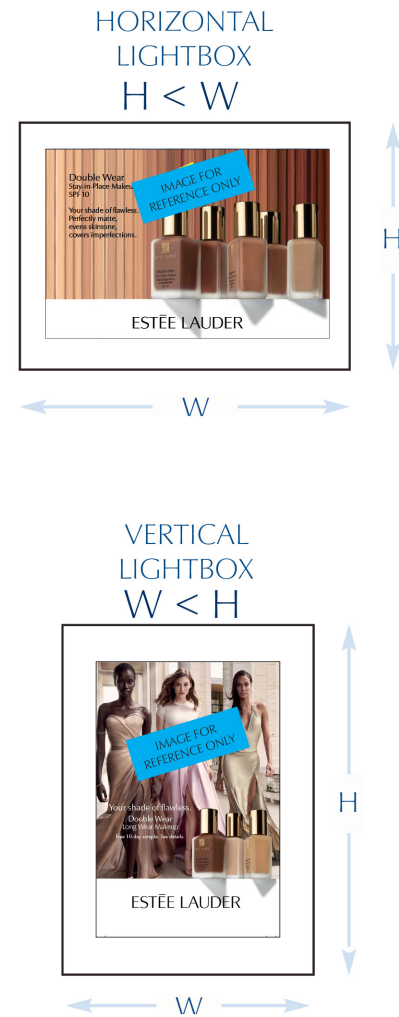
Open light-box. Measure end-to-end of the light-box horizontally (Width) and then vertically (Height). This is your “outside” measurement because it is the width (W) and height (H) of the “outside”, or total area, of the transparency that goes into the light-box.

STEP 2: DETERMINING “INSIDE” MEASUREMENT

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

POINTERS

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



Need Some Help?

For all questions / concerns regarding:

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

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

UNITED STATES

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

CANADA

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

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

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

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