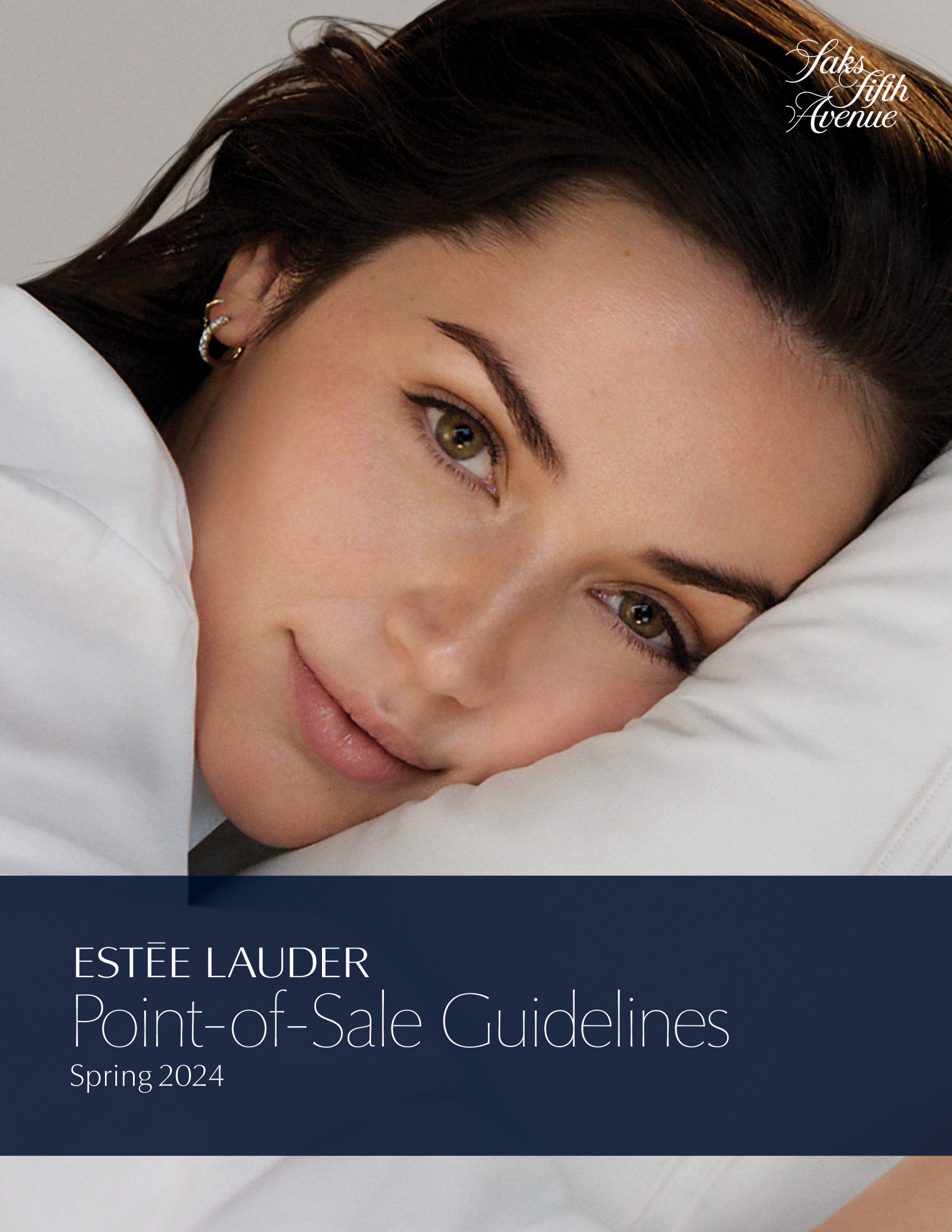




*Saks
Fifth
Avenue*

ESTÉE LAUDER
Point-of-Sale Guidelines
Spring 2024



Hello to the BEST Saks Fifth Ave Beauty Advisors,

Spring is here, and we're thrilled to share what's in our beauty bags! You'll find a NEW lineup of skincare, makeup and fragrance, with launches in Revitalizing Supreme+, Perfectionist Pro and more. Our bestselling Double Wear Foundation—loved for its 24-hour staying power and breathable, cashmere matte finish in 55+ shades—will stay in the spotlight. So will our cult favorite Advanced Night Repair Serum, formulated with our exclusive Night Peptide to help fans look like they got their 8 hours of beauty sleep.

New in Skincare

Perfectionist Pro Rapid Firm + Lift Serum

Helps strengthen skin's structure to firm and lift. In just 4 weeks, 83% said their neck felt firmer.¹

Perfectionist Pro Rapid Brightening Treatment

Infuses skin with plumping, soothing, long-lasting moisture for a radiant, more even-toned look. +87% said skin looked brighter, with renewed clarity.²

Revitalizing Supreme+ Youth Power Creme SPF 25

Offers a more lifted look in 3 key zones: cheeks, smile lines, jawline. Now with SPF 25. 94% who tried it said skin's elasticity, bounce improved.³

Ultimate Diamond Transformative Brilliance Soft Creme

Inspired by longevity science. Powered by SIRTIVITY-LP™ technology. Reveals visible age reversal starting in 14 days.

New in Makeup

Double Wear Smooth & Blur Primer

Blurs the look of pores. All-day oil control. The perfect base for makeup.

Pure Color Explicit Slick Shine Lipstick

One swipe, high-impact color and shine. Precise application. Immediately plumps and hydrates.

Re-Nutriv The Diamond Serum Lipcolor

Full coverage, radiant satin finish. With 270 million micro-facets that reflect light like diamonds.

1 week: Lips appear fuller, plumper and more defined.





New in Fragrance

Magnolia Stellar

Our bestselling fragrance—a hypnotic blend of lush Magnolia, solar Gardenia, warm Woods and luminous Musk—now in a limited-edition celestial bottle.

Bronze Goddess Nuit

Radiant. Seductive. Enticing. Dazzling reflections of Bergamot Essence dance with delicate petals of Ylang Ylang, their spicy floral facets enhanced with smoldering Pepper.

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.

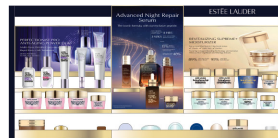
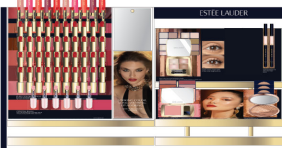
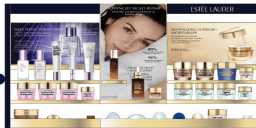
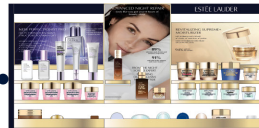
With gratitude,

Fiona Sainty

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

TESTER CADENCE

1 Consumer testing on 155 women after using product for 4 weeks, 2x daily.
2 Consumer testing on 280 women after using product for 4 weeks.
3 Consumer testing on 131 women after using product for 4 weeks.

	CURRENTLY ON-COUNTER	JAN	FEB	MAR	APR-JUL
AERIN	 AERIN FRAGRANCE UNIT All Doors Update with new holiday graphic Graphic Update Code #: G4ZG-70		 AERIN FRAGRANCE UNIT All Doors Update with new Med Honey Tiare graphic Graphic Update Code #: G73S-70		
RE-NUTRIV	 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	 RE-NUTRIV DIAMOND LTU Select Doors Update with new templates and graphics Unit Code #: PT2M-60 Graphic Update Code #: G681-70 Acrylic Update Code #: G48B-60			
LINE TESTERS	 ADVANCED NIGHT REPAIR SKINCARE LTU BANNER All Doors Banner Code #: G76C-70  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  SKINCARE LIT ANGLED UNIT Update with new graphic All Other Doors Unit Code #: PA58-60 Graphic Update Code #: G14Q-70  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  COLOR LTU (55 LIP SHADE VARIANT) Update with new templates and graphics Select Doors Unit Code #: PG53-60 Graphic Update Code #: G18N-70 Acrylic Update Code #: G884-60  FOUNDATION LINE TESTER UNIT Update with new templates and graphics All Doors Unit Code #: PIHJ-60 Update Code #: G88T-60  COLOR HYBRID LTU (V1) Update with template and graphics All Other Doors Unit Code #: PG5G-60 Graphic Update Code #: G18P-70 Acrylic Update Code #: G88G-60  SKINCARE LTU VER. 1 (W/O SUPREME MOISTURIZER REFILLS) Most Doors Update with new graphics for ANR and updates to S.R.P. Unit Code #: PG58-60 Update Code #: G7B0-70  SKINCARE LIT ANGLED UNIT Update with new graphic All Other Doors Unit Code #: PA58-60 Graphic Update Code #: G68N-70  SKINCARE LTU VER. 2 (WITH SUPREME MOISTURIZER REFILLS) Select Doors Update with new graphics for ANR and updates to S.R.P. Unit Code #: PG58-60 Update Code #: G7B1-70  COLOR LTU (55 LIP SHADE VARIANT) Update with new templates and graphics Select Doors Unit Code #: PG53-60 Acrylic Update Code #: G4AB-60 Graphics are Shipping Direct-To-Door  FOUNDATION LINE TESTER UNIT Update with new templates and graphics All Doors Unit Code #: PIHJ-60 Acrylic Update Code #: G4AS-60 Graphic Update Code #: G6CS-70  COLOR HYBRID LTU (V1) Update with template and graphics All Other Doors Unit Code #: PG5G-60 Graphic Update Code #: TBD Acrylic Update Code #: TBD  SKINCARE LTU VER. 1 (W/O SUPREME MOISTURIZER REFILLS) Most Doors Update with new Supreme+ graphics only Unit Code #: PG58-60 Update Code #: TBD  SKINCARE LTU VER. 2 (WITH SUPREME MOISTURIZER REFILLS) Select Doors Update with new Supreme+ graphics only Unit Code #: PG58-60 Update Code #: TBD				

RE-NUTRIV LINE TESTER

Select Diamond Department Stores
January Update

HISTORY OF UPDATES

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).
Jan '24	Update with new graphics and templates (Acrylic Update Code #: G48B-60 Graphic Update Code#: G6BL-70).

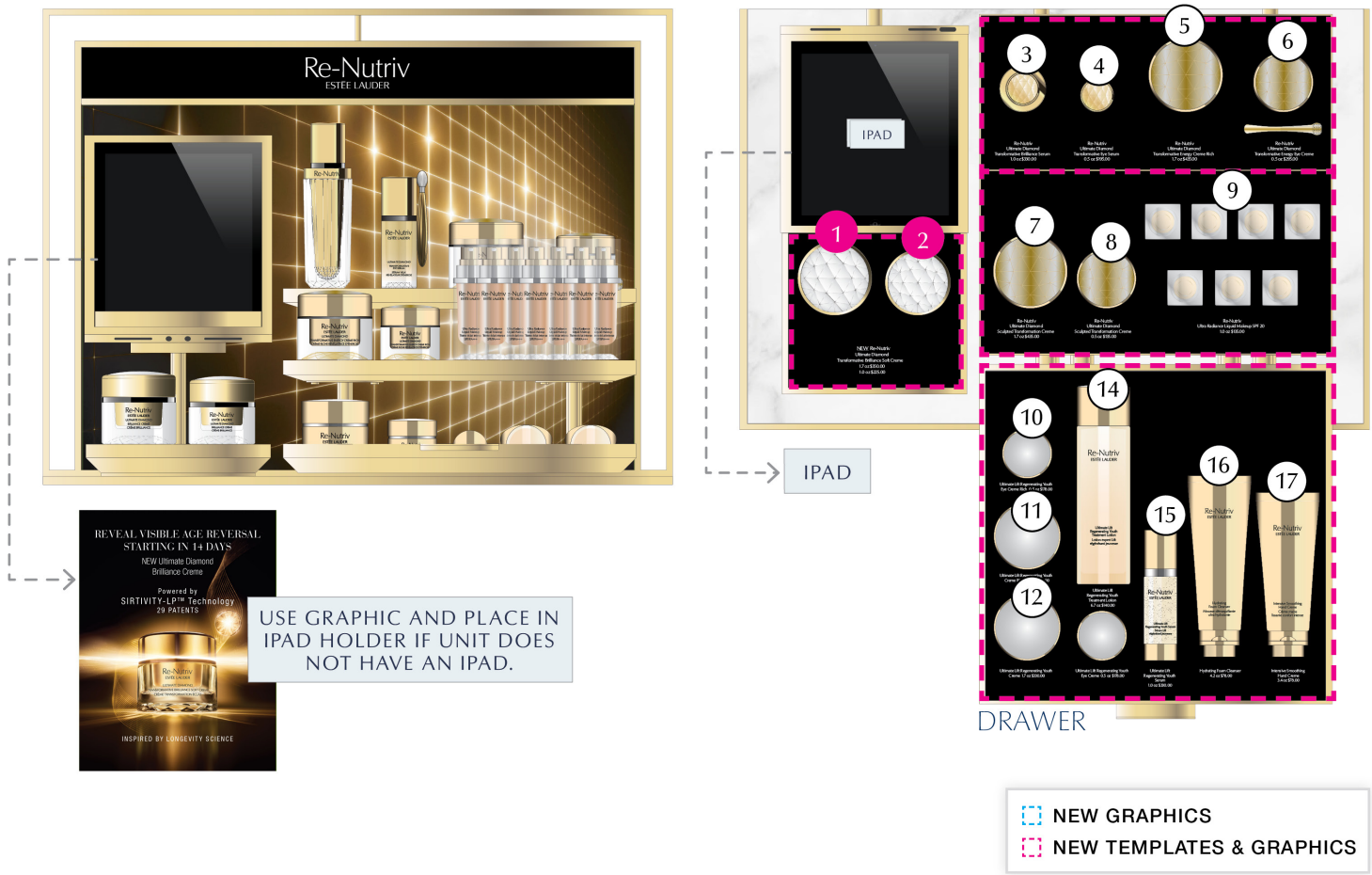
SKINCARE LIT ANGLED UNITS

January Update

HISTORY OF UPDATES

Jan '23	Update with new graphics (TBD).
Jul '23	Update with new graphics (G14Q-70).
Jan '24	Update with new graphics (G6BN-70).

TOP VIEW



Line Tester (Use saleable products except where indicated.)

1. New Re-Nutriv Ultimate Diamond Brilliance Creme 1.7 oz, (1)
2. New Re-Nutriv Ultimate Diamond Brilliance Creme, 1.0 oz, (1)
3. Re-Nutriv Brilliance Serum 1 oz, (1)
4. Re-Nutriv Ultimate Diamond Eye Serum 0.5 oz, with applicator (1)
5. Re-Nutriv Ultimate Diamond Transformative Energy Creme Rich 1.7 oz, (1)
6. Re-Nutriv Ultimate Diamond Transformative Energy Eye Creme 0.5 oz, with applicator (1)
7. Re-Nutriv Ultimate Diamond Sculpted Transformation Creme 1.7 oz, (1)
8. Re-Nutriv Ultimate Diamond Sculpted Transformation Creme Mini 0.5 oz, (1)
9. Re-Nutriv Ultra Radiance Liquid Makeup SPF 20 1 oz, (7)
10. Re-Nutriv Ultimate Lift Regenerating Youth Eye Creme Rich 0.5 oz, (1)
11. Re-Nutriv Ultimate Lift Regenerating Youth Creme Rich 1.7 oz, (1)
12. Re-Nutriv Ultimate Lift Regenerating Youth Creme 1.7 oz, (1)
13. Re-Nutriv Ultimate Lift Regenerating Youth Eye Creme 0.5 oz, (1)
14. Re-Nutriv Ultimate Lift Regenerating Youth Treatment Lotion 6.7 oz, (1)
15. Re-Nutriv Ultimate Lift Regenerating Youth Serum 1 oz, (1)
16. Re-Nutriv Rich Foaming Cleanser 4.2 oz, (1)
17. Re-Nutriv Intensive Smoothing Hand Creme 3.4 oz, (1)

TOP VIEW



Product List

Advanced Night Repair Unit

1. Advanced Night Repair Synchronized Multi-Recovery Complex, 1.7 oz (1)
2. Advanced Night Repair Rescue Solution with Bifidus Ferment (0.68 oz)
3. Advanced Night Repair Eye Supercharged Complex, 0.5 oz (1)
4. New Perfectionist Pro Rapid Brightening Treatment (1.7 oz)
5. New Perfectionist Pro Rapid Firm + Lift Serum (1.7 oz)
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
Dec. 26th - March '24 Update



Main Platform

- 1. New Perfectionist Pro Brightening Treatment (1.7 oz)
- 2. New Perfectionist Pro Rapid Firm + Lift Serum (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. 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. New Revitalizing Supreme+ Youth Power Creme SPF 25 (1.7 oz)
- 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)

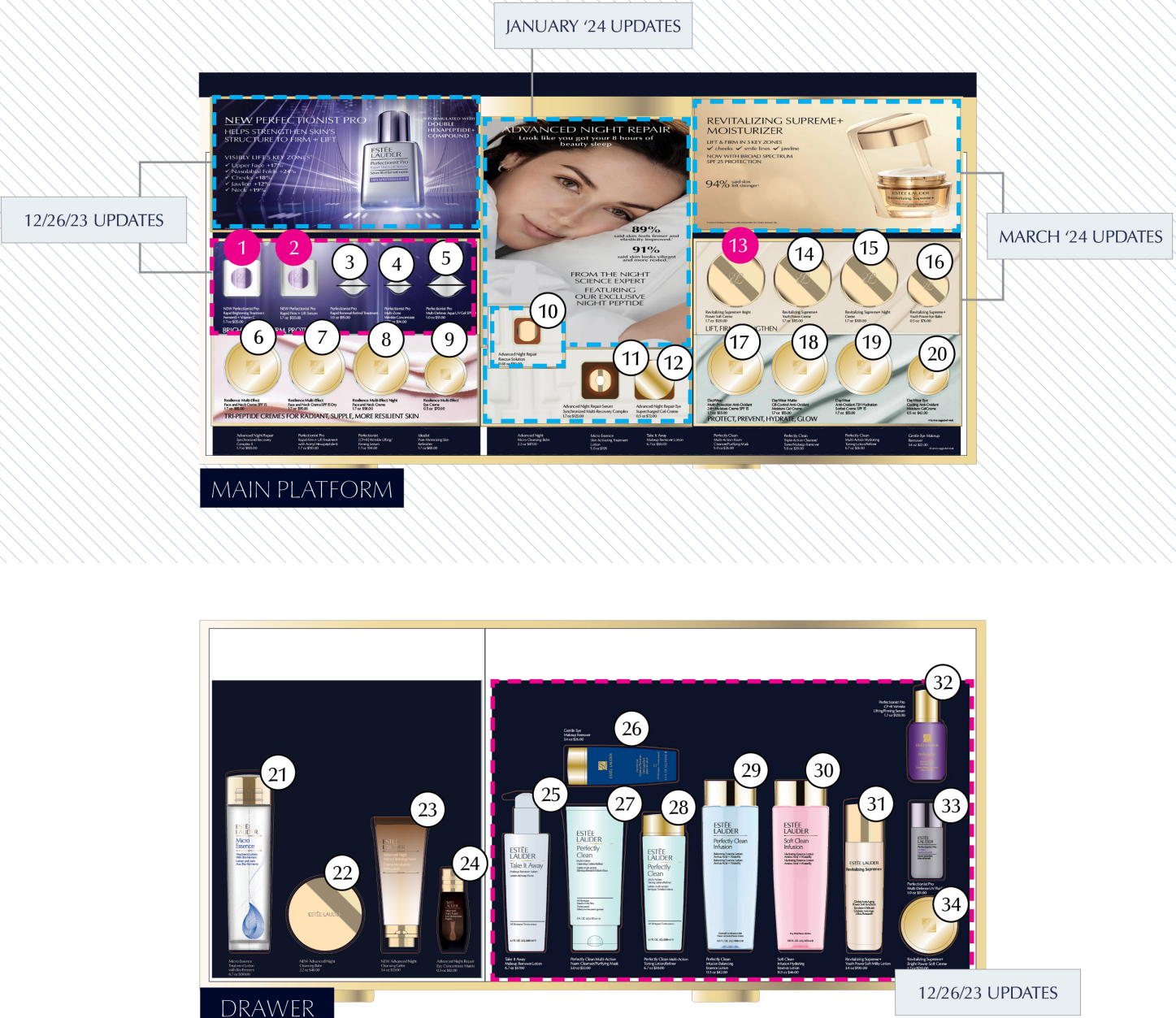
- 17. Daywear Multi-Protection Anti-Oxidant 24H-Moisture Creme SPF 15 (1.7 oz)
- 18. Daywear Matte Oil-Control Anti-Oxidant Moisture Gel Creme (1.7 oz)
- 19. Daywear Anti-Oxidant 72H Hydration Sorbet Creme SPF 15 (1.7 oz)
- 20. Daywear Eye Cooling Anti-Oxidant Moisture Gel Creme (0.5 oz)

Drawer

- 21. Micro Essence Treatment Lotion with Bio-Ferment (6.7 oz)
- 22. Advanced Night Cleansing Balm (2.2 oz)
- 23. 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. Perfectly Clean Multi-Action Foam Cleanser/Purifying Mask (5.0 oz)
- 27. Gentle Eye Makeup Remover (3.4 oz)
- 28. Perfectly Clean Multi-Action Toning Lotion/Refiner (6.7 oz)

HISTORY OF UPDATES

Jul '23	Update with new templates, new graphics, and new products. Graphic Update Code #: G14I-70 Acrylic Update Code #: G87Y-60.
Dec 26th '23	Update with Perfectionist Pro graphics and templates (Acrylic Update Code #: G47Q-60 Graphic Update Code #: G6BQ-70).
Jan '24	Update with new ANR graphics and graphics with new S.R.P. (Graphic Update Code #: G7B0-70).
Mar '24	Update with new Supreme+ SPF 25 on unit and graphic. (Code TBD).



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+ Bright Power Soft Creme (1.7oz)

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

SKINCARE LINE TESTER

Version 2: With Moisturizer Refills
Dec. 26th - March '24 Update



Main Platform

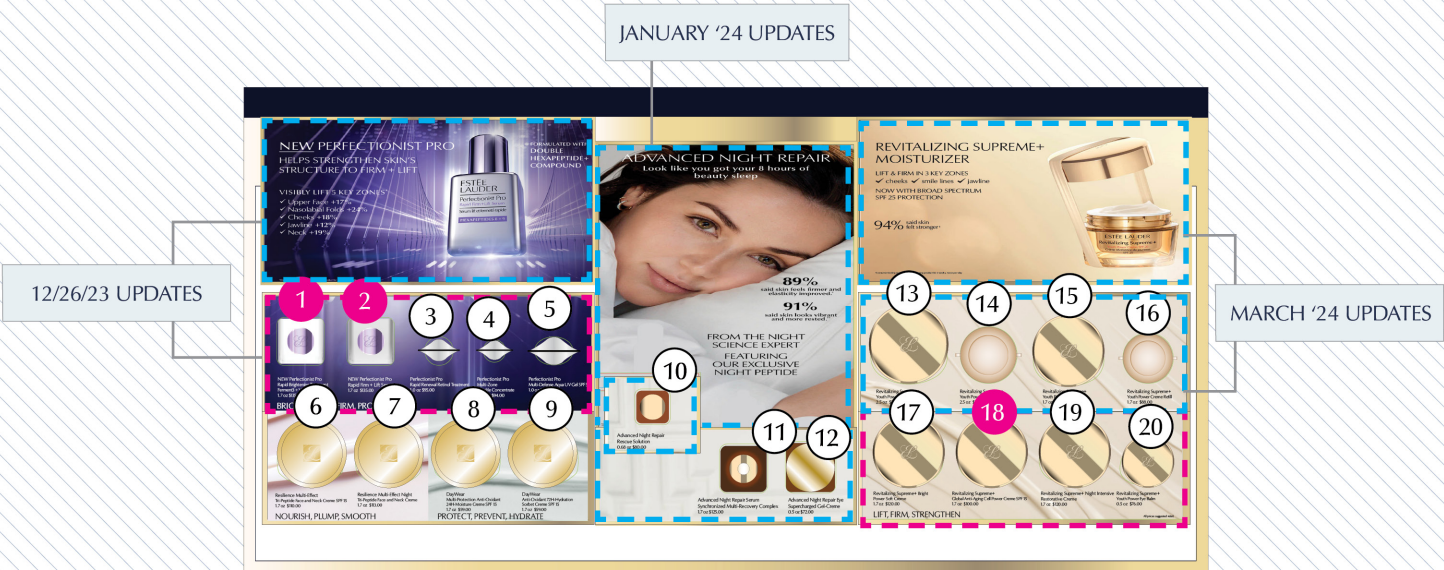
- 1. New Perfectionist Pro Rapid Brightening Treatment (1.7 oz)
- 2. New Perfectionist Pro Rapid Firm + Lift Serum (1.7 oz)
- 3. Perfectionist Pro Rapid Renewal Retinol Treatment (1.0 oz)
- 4. Perfectionist Pro Multi-Zone Wrinkle Concentrate (0.85 oz)
- 5. Perfectionist Pro Multi-Defense UV Gel (1.0 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. 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)

Drawer

- 16. Revitalizing Supreme+ Youth Power Creme Refill (1.7 oz)
- 17. Revitalizing Supreme+ Bright Power Soft Creme (1.7 oz)
- 18. New Revitalizing Supreme+ Youth Power Creme SPF 25 (1.7 oz)
- 19. Revitalizing Supreme+ Night Intensive Restorative Creme (1.7 oz)
- 20. Revitalizing Supreme+ Youth Power Eye Balm (0.5 oz)
- 21. Advanced Night Cleansing Gelée (3.4 oz)
- 22. 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)

HISTORY OF UPDATES

Jul '23	Update with new templates, new graphics, and new products. Graphic Update Code #: G14O-70 Acrylic Update Code #: G87X-60
Dec 26th '23	Update with Perfectionist Pro graphics and templates (Acrylic Update Code #: G47S-60 Graphic Update Code #: G6BR-70).
Jan '24	Update with new ANR graphics and graphics with new S.R.P. (Graphic Update Code #: G7BI-70).
Mar '24	Update with new Supreme+ SPF 25 on unit and graphic. (Code TBD).



MAIN PLATFORM



DRAWER

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

January Update

HISTORY OF UPDATES	
Jan '23	Update with new graphics (G5PL-70).
Sept '23	Update with new graphics and templates (G5PL-70).
Jan '24	Update with new graphics and templates (Acrylic Update Code #: G4AS-60) (Graphic Update Code #: G6CS-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. Futurist SkinTint Serum (1)

6. Futurist Hydra Rescue Moisturizing Makeup SPF 45 (16)

7. Futurist Aqua Brilliance Watery Glow Primer (1)

8. New Double Wear Smooth and Blur Primer (1)

9. Futurist Peptide-Power Serum Primer (1)

10. Futurist Soft Touch Brightening Concealer (18)

11. Futurist Hydra Rescue Moisturizing Makeup SPF 45 (12)
12. Futurist Soft Touch Brightening Concealer (6)

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. Futurist SkinTint Serum (10)

17. Double Wear Sheer Longwear Makeup (5)

18. Double Wear Stay-in-Place Matte Powder (12)

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

COLOR LINE TESTER

January Update | 55 Lipstick Variant

HISTORY OF UPDATES	
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.
Jan '24	Update with new templates and graphics (Update Code #: G4AB-60).



Product List

1. New Pure Color Explicit Slick Shine Lipstick (12)

2. Pure Color Whipped Matte (10)

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. Turbo Lash Night Revitalizing Serum Lash + Brow (1)

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

9. 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 Matte and Glow Bronzing Trio (1) (in primary packaging)

13. Bronze Goddess Powder Bronzer (4) (in godets)

14. Bronze Goddess Healthy Glow Bronzer (1) (in primary packaging)

15. Bronze Goddess Healthy Glow Bronzer (1)(in godet)

16. Bronze Goddess Highlighting Powder Gelée (1) (in godet)

17. Pure Color Lipstick (16)
18. Pure Color Envy Color Replenish Lip Balm (1)

19. Pure Color Envy Lip Volumizer (1)

20. Pure Color Envy Lip Repair Potion (1)

21. Pure Color Envy Nighttime Rescue Lip Oil-Serum (1)

22. Bronze Goddess Highlighting Powder Gelée (2) (in godets)

23. Double Wear 24H Stay-in-Place Lip Liner (12)

24. Pure Color Envy Sculpting Blush (2) (in godets)

25. Double Wear Stay-In-Place Eye Pencil (10)

26. Double Wear Infinite Waterproof Eyeliner (8)

27. BrowPerfect 3D All-In-One Styler (8)

28. Kajal Eyeliner (4)

29. Little Black Liner (1)

30. Sumptuous Extreme Lash Multiplying Volume Mascara (1)

31. Sumptuous Extreme Waterproof (1)

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

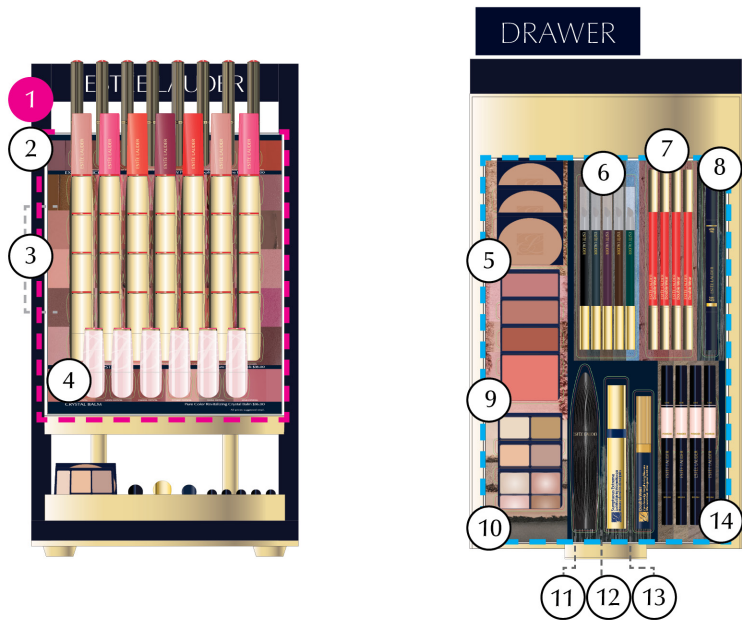
33. Little Black Primer (1)

COLOR HYBRID UNIT V.1

January Update

HISTORY OF UPDATES

Feb '23	Update with new Pure Color Lipsticks and new graphics.
Jul '23	Update with drawer template and new graphics (TBD).
Jan '24	Update with new graphics and templates (Acrylic Update Code #: G49D-60 Graphic Update Code#: G6D3-70).



Product List

Main Platform

- 1. New Pure Color Explicit Slick Shine Lipstick (8)
- 2. Pure Color Lip Mousse (7)
- 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. 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. BrowPerfect 3D All-In-One Styler (4)

- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS



AERIN

February Update

HISTORY OF UPDATES

Jul '23	Update with new back riser and base graphics, and new located platforms. Graphic Update Code #: G1Q3-70 Acrylic/Locator Update Code #: G16D-60.
Aug '23	Add in new Rose de Grasse Rouge on New and Bestsellers platform.
Feb '24	Update center graphic and add new Med. Honey Tiare on the "New and Best Sellers" platform (Update Code #: G73S-70).



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 Mediterranean Honeysuckle Tiare 1.7 oz
- 5. Rose de Grasse Rouge 1.7 oz
- 6. Mediterranean Honeysuckle 1.7 oz
- 7. Wild Geranium 1.7 oz
- 8. Ikat Jasmine 1.7oz
- 9. Lilac Path 1.7oz
- 10. Hibiscus Palm 1.7oz
- 11. Cedar Violet 1.7oz
- 12. Amber Musk 1.7oz
- 13. Limone di Sicilia 1.7oz
- 14. Tuberose le Jour 1.7oz
- 15. Tuberose le Soir 1.7oz
- 16. Ambrette de Noir 1.7oz

- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS

NOTES:

- New Mediterranean Honeysuckle Tiare has a hard on-counter date of 2/1. Do not place on unit until 2/1.
- Once Rose de Grasse Rouge sells through, replace with Med Honey.
- Only 1.7oz bottles should be merchandised except Pour Fille 1.0oz
- All bottles should be merchandized with the cap on.

COUNTERS AT A GLANCE

BOUTIQUE CASE

JAN-FEB



OVERHEAD VIEW



OVERHEAD VIEW



OVERHEAD VIEW

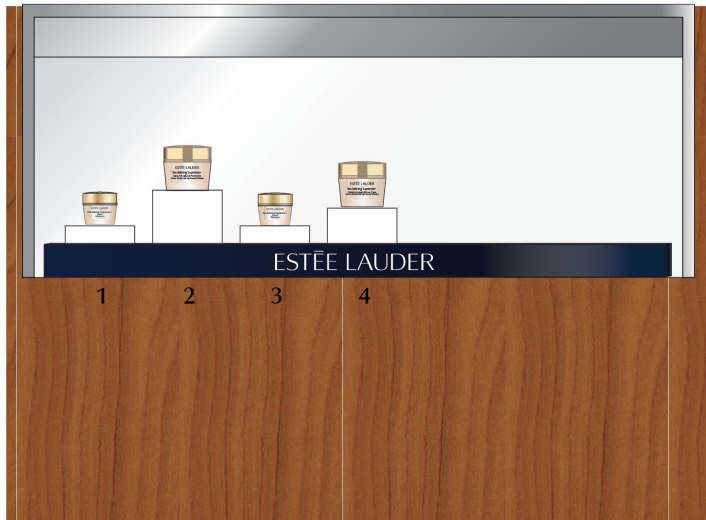


OVERHEAD VIEW



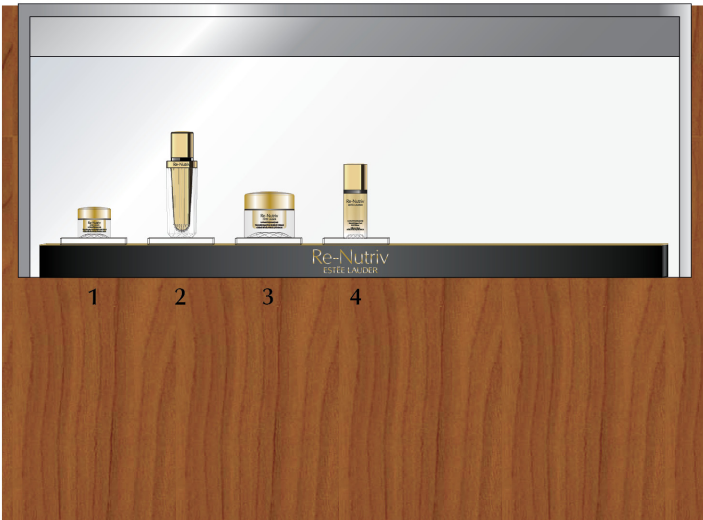
ADVANCED NIGHT REPAIR

- 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



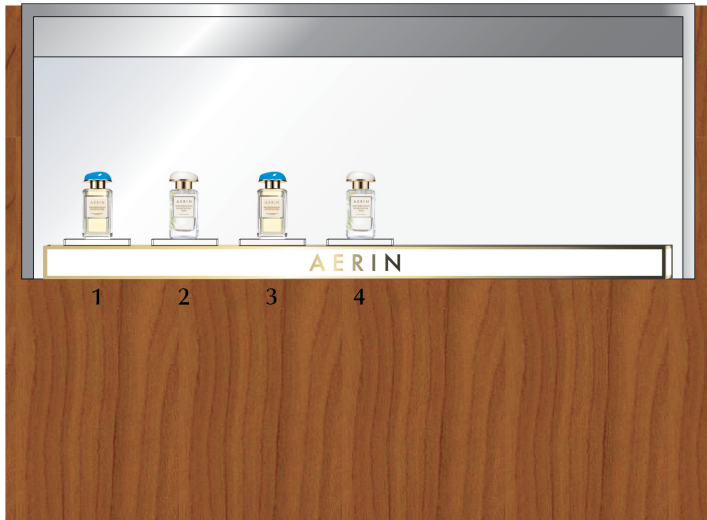
REVITALIZING SUPREME+

- 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:
New Re-Nutriv Ultimate Diamond Brilliance Creme, 1.0 oz
- RISER 2:
Re-Nutriv Ultimate Diamond Brilliance Serum
- RISER 3:
Re-Nutriv Ultimate Diamond Transformative Energy Creme
- RISER 4:
New Re-Nutriv Ultimate Diamond Brilliance Creme, 1.7 oz



AERIN

- RISER 1:
Mediterranean Honeysuckle, 1.7 oz
- RISER 2:
New Mediterranean Honeysuckle Tiare, 1.7 oz
- RISER 3:
Mediterranean Honeysuckle, 1.7 oz
- RISER 4:
New Mediterranean Honeysuckle Tiare, 1.7 oz

CASE MERCHANDISING

JAN & FEB

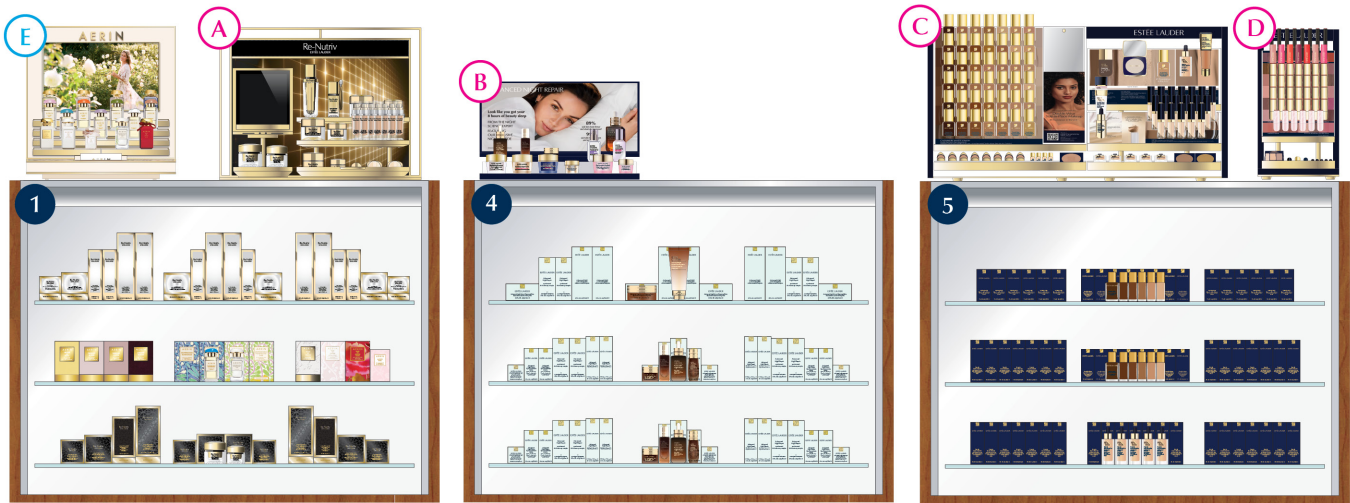
CASE MERCHANDISING FOR
DOORS WITHOUT IN-CASE TRAYS

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

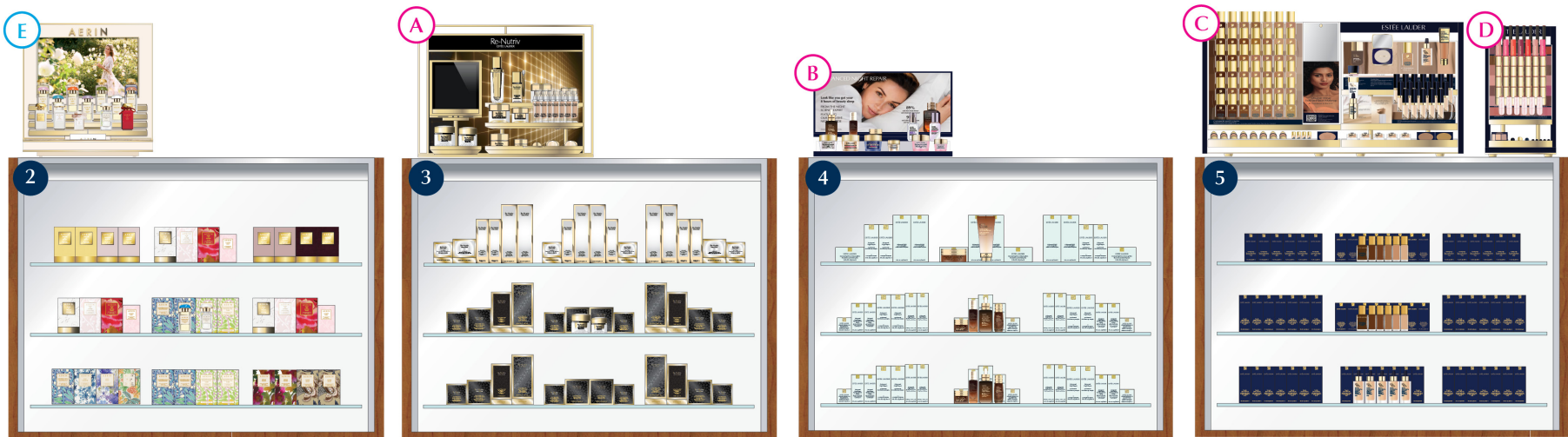
NEW IN JANUARY:	
A	Re-Nutriv Line Tester Unit Update
B	Skincare Angled Unit Update
C	Foundation Line Testr Unit Update
D	Color Hybrid Unit Tester Update

NEW IN FEBRUARY:	
E	Aerin Line Tester Unit Update

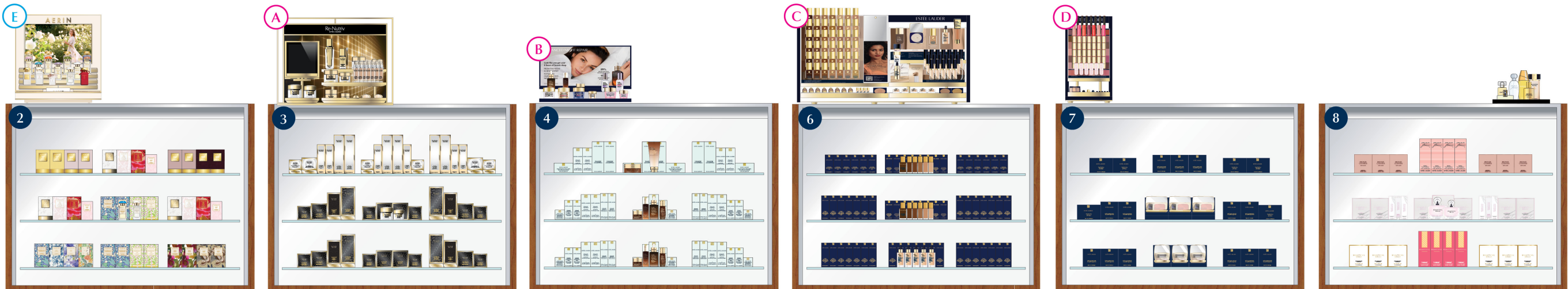
3 CASES



4 CASES



5/6 CASES



CASE MERCHANDISING

JAN & FEB

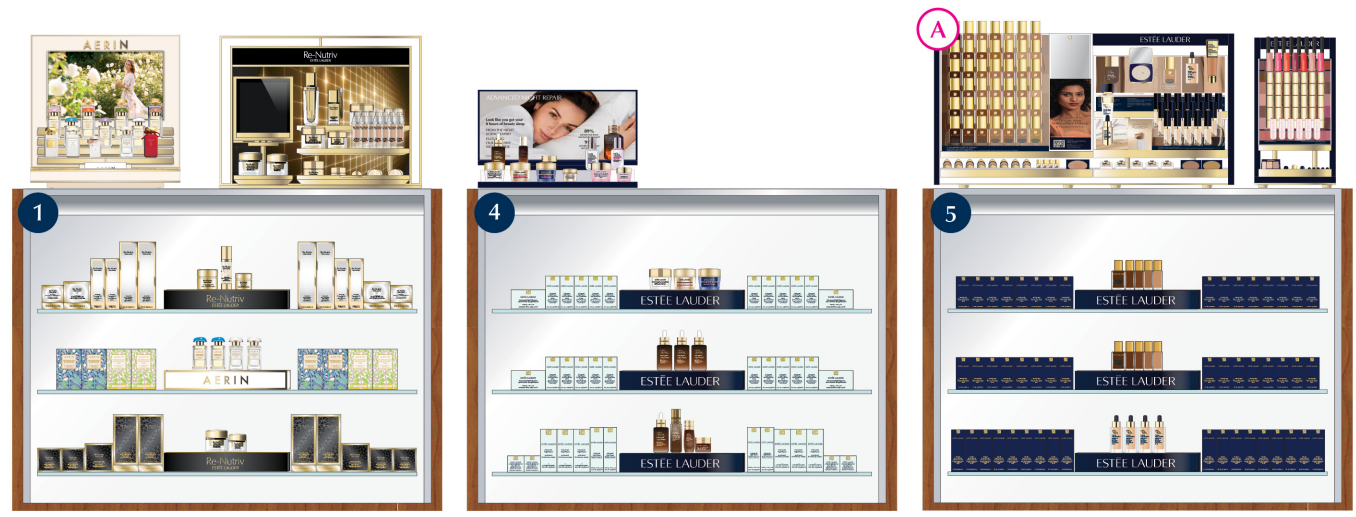
- CASE MERCHANDISING WITH TRAY ARE FOR THE FOLLOWING DOORS ONLY:
- BEVERLY HILLS
 - BOCA RATON
 - CHICAGO
 - DADELAND
 - LAS VEGAS
 - PALM BEACH
 - PALM DESERT
 - PGA
 - SOUTH COAST PLAZA
 - TROY
 - TYSONS

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

- NEW IN JANUARY:
- A Re-Nutriv Line Tester Unit Update
 - B Skincare Angled Unit Update
 - C Foundation Line Testr Unit Update
 - D Color Hybrid Unit Tester Update

- NEW IN FEBRUARY:
- E Aerin Line Tester Unit Update

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

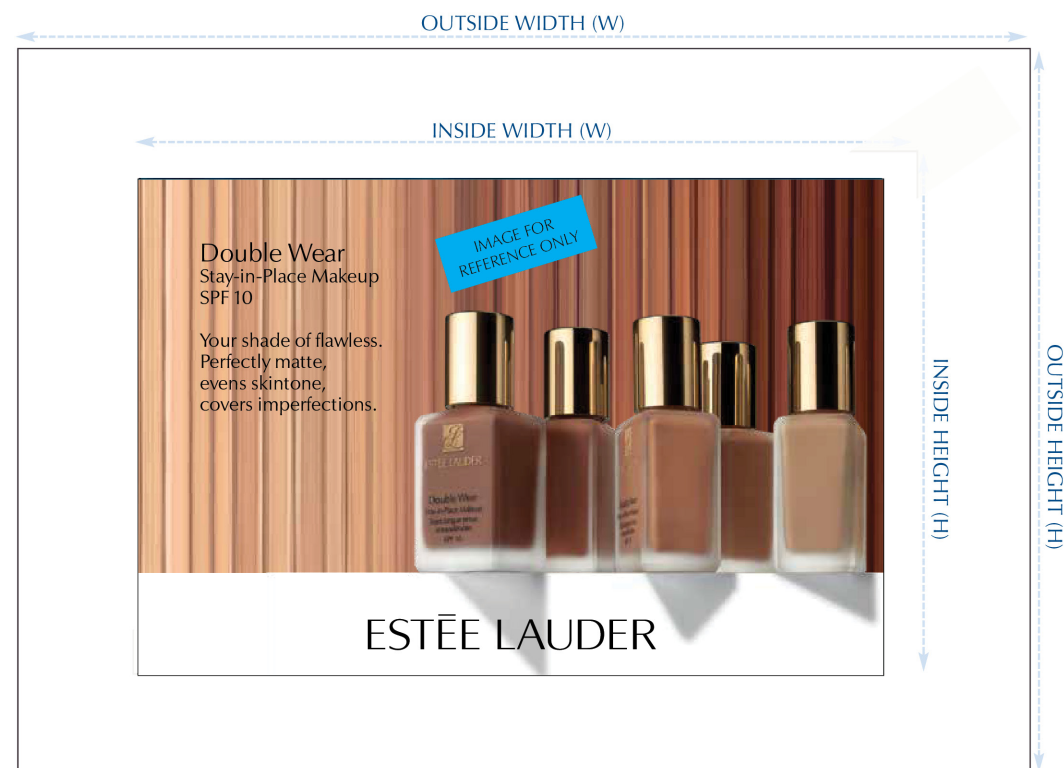
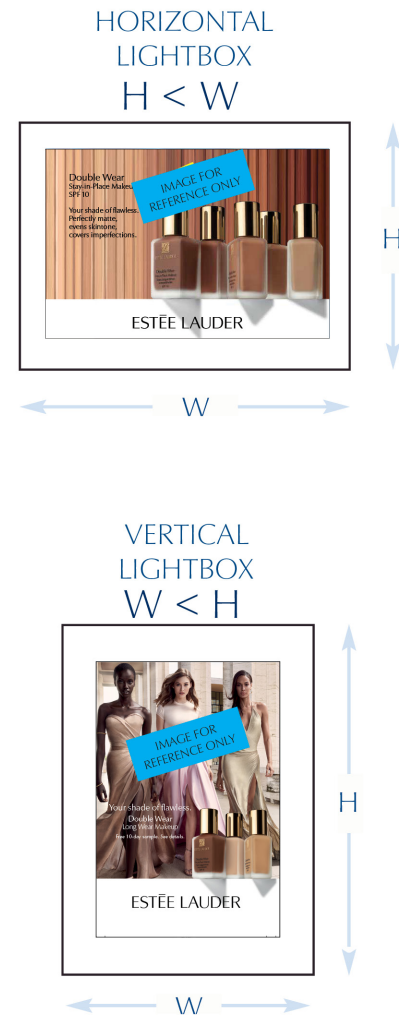
Open light-box. Measure end-to-end of the light-box horizontally (Width) and then vertically (Height). This is your “outside” measurement because it is the width (W) and height (H) of the “outside”, or total area, of the transparency that goes into the light-box.

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
- Email: PointOfSaleSupport@estee.com

CANADA

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

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

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

[illegible]

