



bloomingdale's

ESTÉE LAUDER
Point-of-Sale Guidelines
Spring 2024



To the BEST Bloomingdale's Business and Counter Managers in the World,

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
LAUNCH	<div></div> <div>SKINCARE TRENDING NOW UNIT Update with new templates and graphics Select Doors Unit Code #: PG5E-60 Update Code #: G26Q-70</div>		<div></div> <div>SKINCARE TRENDING NOW UNIT Update with new templates and graphics Select Doors Unit Code #: PG5E-60 Graphic Update Code #: G6BS-70 Acrylic Update Code #: G47Z-60</div>		
LINE TESTER	<div></div> <div>ADVANCED NIGHT REPAIR SKINCARE LTU BANNER All Doors Banner Code #: G76C-70</div> <div></div> <div>RE-NUTRIV DIAMOND LTU Select Doors Update with new templates and graphics Uit Code #: PT2M-60 Graphic Update Code #: G13Z-70 Acrylic Update Code #: G881-60</div>	<div></div> <div>RE-NUTRIV DIAMOND LTU Select Doors Update with new templates and graphics Uit Code #: PT2M-60 Graphic Update Code #: G6BL-70 Acrylic Update Code #: G48B-60</div>			
	<div></div> <div>SKINCARE LTU VER. 1 (W/O SUPREME MOISTURIZER REFILLS) Most Doors Update with new templates and graphics Unit Code #: PG58-60 Graphic Update Code #: G14I-70 Acrylic Update Code #: G87Y-60</div> <div></div> <div>SKINCARE LTU VER. 2 (WITH SUPREME MOISTURIZER REFILLS) Select Doors Update with new templates and graphics Unit Code #: PG58-60 Graphic Update Code #: G14O-70 Acrylic Update Code #: G87X-60</div>	<div></div> <div>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</div> <div></div> <div>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</div>		<div></div> <div>SKINCARE LTU VER. 1 (W/O SUPREME MOISTURIZER REFILLS) Most Doors Update with new Supreme+ graphics only Unit Code #: PG58-60 Update Code #: TBD</div> <div></div> <div>SKINCARE LTU VER. 2 (WITH SUPREME MOISTURIZER REFILLS) Select Doors Update with new Supreme+ graphics only Unit Code #: PG58-60 Update Code #: TBD</div>	

Select Doors Only

All Doors

	Currently on-counter	JAN	FEB-MAY	JUN	JUL
LAUNCH	<div><p>IPAD/MATCH TRENDING NOW UNIT SRP graphic update only Select Doors Unit Code #: PG5H-60 Graphic Update Code #: G1BU-70</p></div>	<div><p>IPAD/MATCH TRENDING NOW UNIT SRP graphic update only Select Doors Unit Code #: PG5H-60 Graphic Update Code #: G6S6-70</p></div>			
LINE TESTER	<div><p>COLOR LTU (55 LIP SHADE VARIANT) Remove plug on top template and add new center glorifier with PC Lip factice Select Doors Unit Code #: PG53-60 Graphic Update Code #: G1BN-70 Acrylic Update Code #: G884-60</p></div>	<div><p>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</p></div>			
	<div><p>COLOR LTU (35 LIP SHADE VARIANT) Remove plug on top template and add new center glorifier with PC Lip factice Select Doors Unit Code #: PG53-60 Graphic Update Code #: G1BM-70 Acrylic Update Code #: G885-60</p></div>	<div><p>COLOR LTU (35 LIP SHADE VARIANT) Update with new templates and graphics Select Doors Unit Code #: PG53-60 Acrylic Update Code #: G49Z-60 Graphics are Shipping Direct-To-Door</p></div>			
	<div><p>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</p></div>	<div><p>COLOR HYBRID LTU (V1) Update with template and graphics All Other Doors Unit Code #: PG5G-60 Graphic Update Code #: G49D-60 Acrylic Update Code #: G6D3-70</p></div>			

Select Doors OnlyAll Doors

ESTÉE LAUDER		North America Tester Cadence: Bloomingdale's		FACE		Spring 2024	
	Currently on-counter	JAN	FEB-MAY	JUN	JUL		
LAUNCH	<div><div><p>DRAMMING UNIT New litho update All Doors Unit Code #: RYC5-60 Litho Update Code #: TBD</p></div><div><p>COLOR/FOUNDATION TRENDING NOW UNIT Update with new templates and graphics Select Doors Unit Code #: PG5F-60 Update Code #: G4BH-70</p></div><div><p>DRAMMING PEDESTAL Foundation Panels Update Select Doors Pedestal Code #: P4EE-60 Pedestal Update Code #: TBD</p></div></div>	<div><div><p>COLOR/FOUNDATION TRENDING NOW UNIT Update with new graphics with new S.R.P. copy Select Doors Unit Code #: PG5F-60 Graphic Update Code #: G6S5-70</p></div></div>					
	LINE TESTER	<div><div><p>FOUNDATION LINE TESTER UNIT Update with new templates and graphics All Doors Unit Code #: PJHJ-60 Update Code #: G88T-60</p></div></div>	<div><div><p>FOUNDATION LINE TESTER UNIT Update with new templates and graphics All Doors Unit Code #: PJHJ-60 Acrylic Update Code #: G4AS-60 Graphic Update Code #: G6CS-70</p></div></div>				
<div><div> Select Doors Only</div><div> All Doors</div></div>							

Select Doors Only

All Doors

	Currently on-counter	JAN	FEB	MAR-JUN	JUL
LAUNCH	<div><p>AERIN FRAGRANCE UNIT All Doors Update with new holiday graphic Graphic Update Code #: G4ZG-70</p></div>		<div><p>AERIN FRAGRANCE UNIT All Doors Update with new Med Honey Tiare graphic Graphic Update Code #: G73S-70</p></div>		
LINE TESTER	<div><p>FRAGRANCE LINE TESTER Most Doors What is the update here? Unit Code #: PG59-60 Update Code #: TBD</p></div>		<div><p>FRAGRANCE LINE TESTER Most Doors Update back riser and platform graphics Unit Code #: PG59-60 Update Code #: TBD</p></div>		<div><div><div>Select Doors Only</div><div>All Doors</div></div></div>

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)

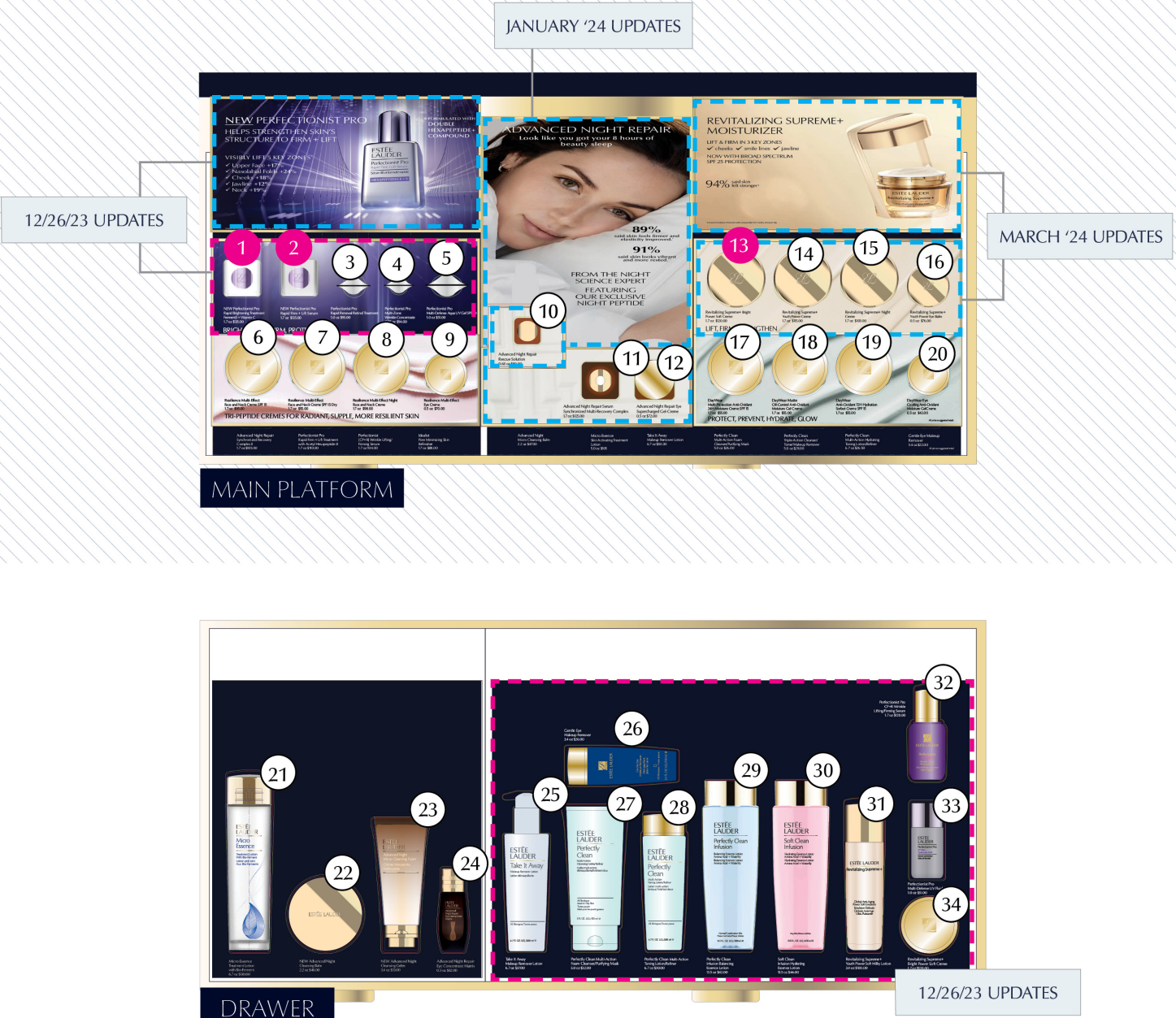
- 17. Daywear Multi-Protection Anti-Oxidant 24H-Moisture Creme SPF 15 (1.7 oz)
- 18. Daywear Matte Oil-Control Anti-Oxidant Moisture Gel Creme (1.7 oz)
- 19. Daywear Anti-Oxidant 72H Hydration Sorbet Creme SPF 15 (1.7 oz)
- 20. Daywear Eye Cooling Anti-Oxidant Moisture Gel Creme (0.5 oz)

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

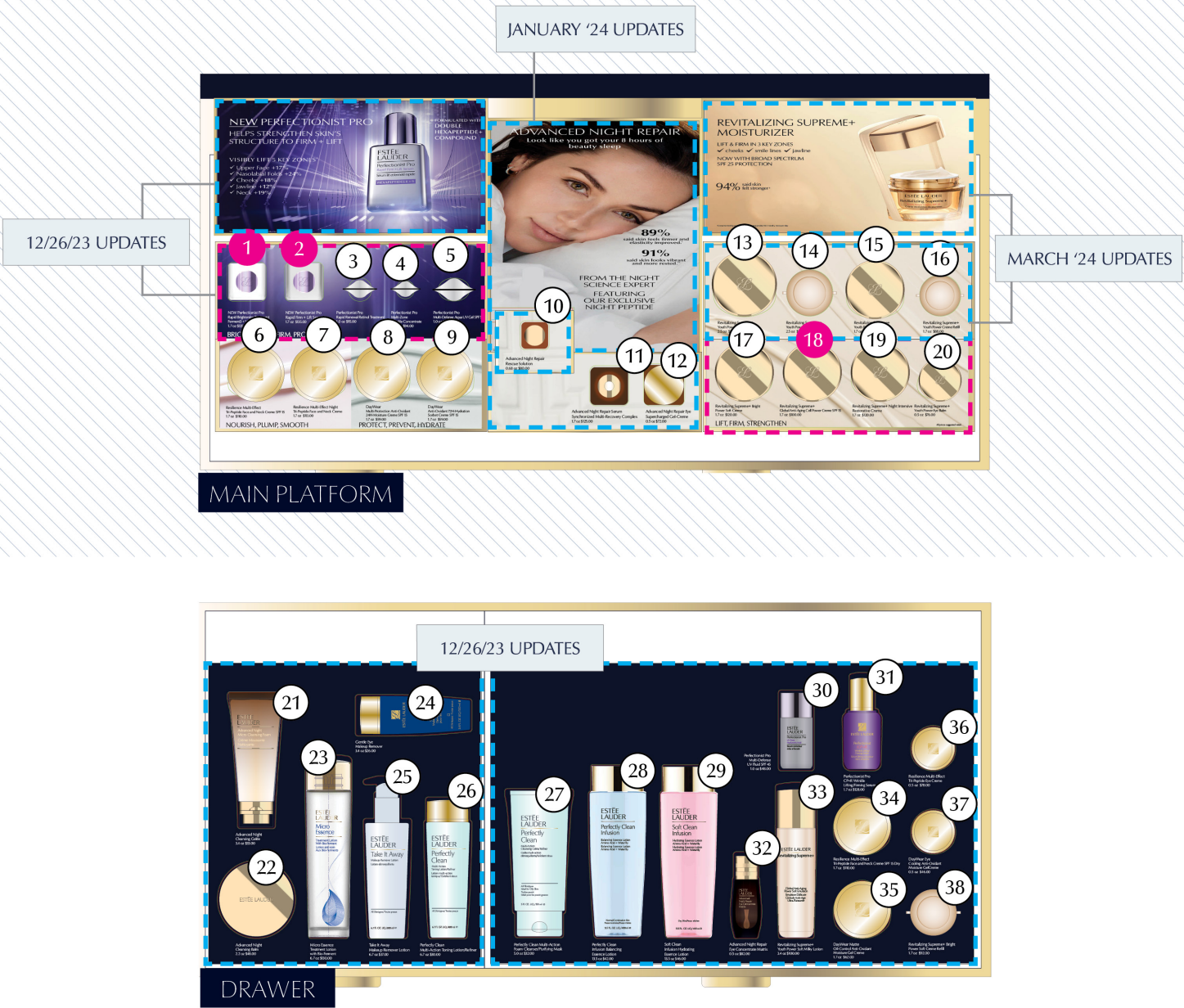
1. New Perfectionist Pro Rapid Brightening Treatment (1.7 oz)
2. New Perfectionist Pro Rapid Firm + Lift Serum (1.7 oz)
3. Perfectionist Pro Rapid Renewal Retinol Treatment (1.0 oz)
4. Perfectionist Pro Multi-Zone Wrinkle Concentrate (0.85 oz)
5. Perfectionist Pro Multi-Defense UV Gel (1.0 oz)
6. Resilience 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 #: G140-70 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 #: G7B1-70).
Mar '24	Update with new Supreme+ SPF 25 on unit and graphic. (Code TBD).



Continued from Left

29. Soft Clean Infusion Hydrating Essence Lotion (13.5 oz)
30. Perfectionist Pro Multi-Defense UV Fluid SPF 45 (1.0 oz)
31. Perfectionist CP+R Wrinkle Lifting/Firming Serum (1.7 oz)
32. Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery Complex (0.5 oz)
33. Revitalizing Supreme+ Youth Power Power Soft Milky Lotion (3.4 oz)
34. Resilience Multi-Effect Face and Neck Creme Dry (1.7 oz)
35. Daywear Matte Oil-Control Anti-Oxidant Moisture Gel Creme (1.7 oz)
36. Resilience Multi-Effect Eye Creme (0.5oz)
37. Daywear Eye Cooling Anti-Oxidant Moisture Gel Creme (0.5 oz)
38. Revitalizing Supreme+ Bright Power Soft Creme Refill (1.7 oz)

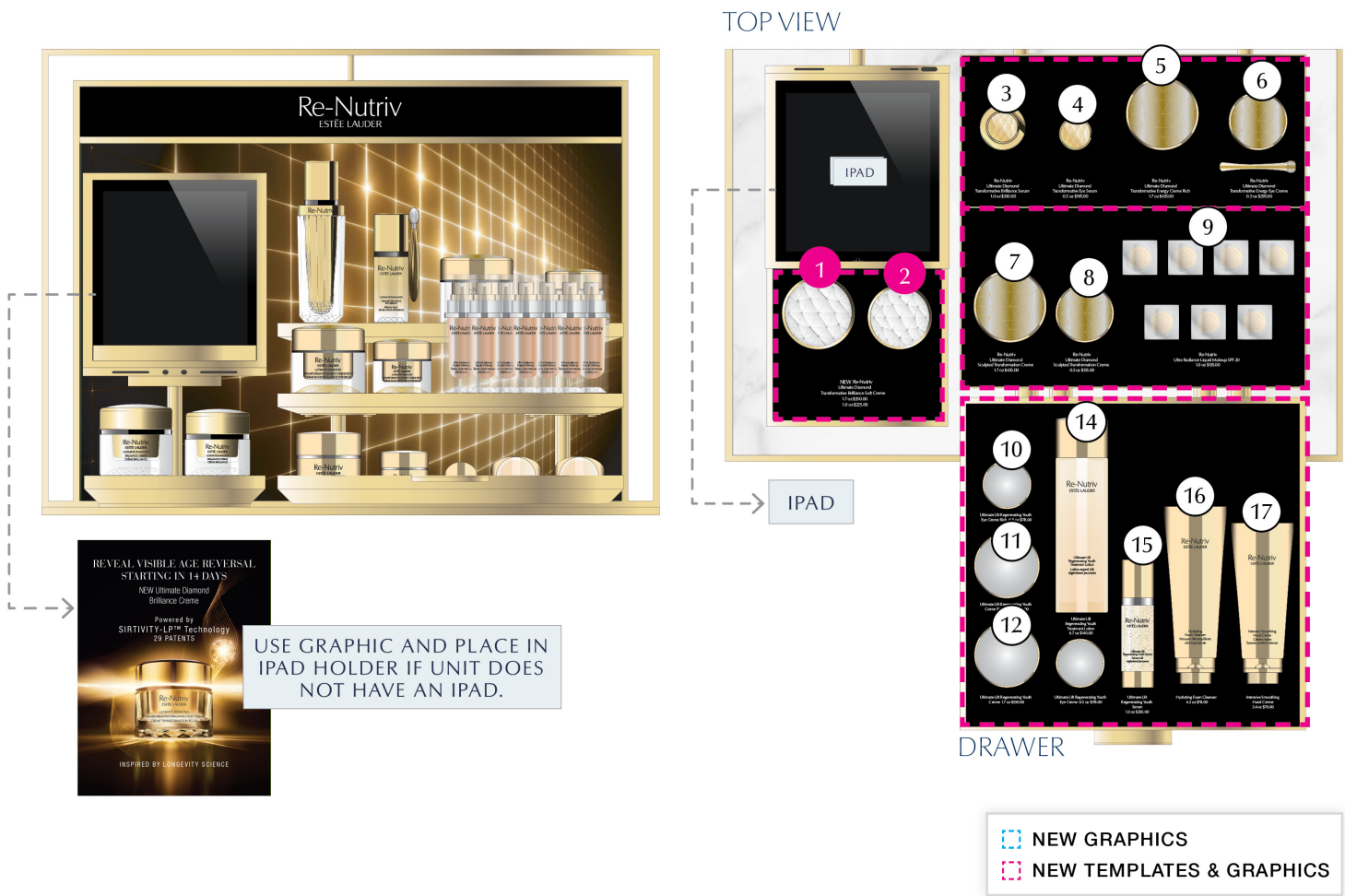
NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

RE-NUTRIV LINE TESTER

Select Diamond Department Stores
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).



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)

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 #: GIBN-70 Acrylic Update Code #: G884-60 .
Sept '23	Update center glorifier and take off graphic plug.
Jan '24	Update with new templates and graphics (Acrylic Update Code #: G4AB-60 Graphics are shipping direct-to-door.)

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)

NEW GRAPHICS

NEW TEMPLATES & GRAPHICS

COLOR LINE TESTER

January Update | 35 Lipstick Variant



HISTORY OF UPDATES	
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.
Jan '24	Update with new templates and graphics (Acrylic Update Code #: G49Z-60 Graphics are shipping direct-to-door.)

Product List

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

2. Pure Color Lipsticks (36)

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

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

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

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

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

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

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

16. Double Wear 24H Stay-in-Place Lip Liner (12)
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. Bronze Goddess Highlighting Powder Gelée (2) (in godets)

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

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

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

25. Double Wear Infinite Waterproof Eyeliner (8)

26. Little Black Liner (1)

27. Kajal Eyeliner (4)

28. Sumptuous Extreme Lash Multiplying Volume Mascara (1)

29. Sumptuous Extreme Waterproof (1)

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

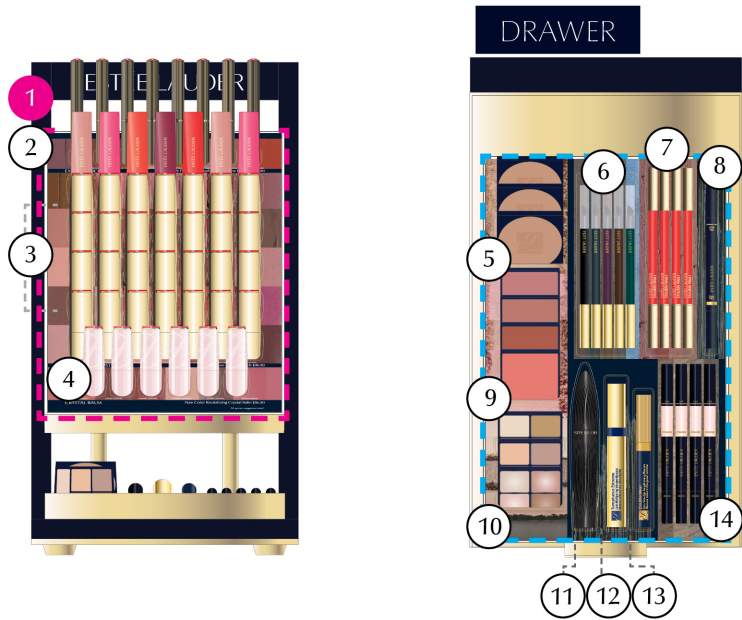
31. Little Black Primer (1)

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



NIGHTTIME TESTER MAINTENANCE/
CLEANING RITUAL

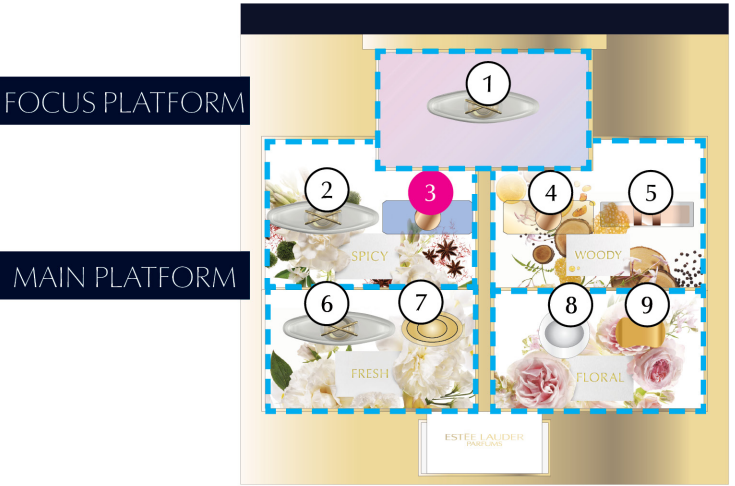
To clean, use a soft dry cloth.
Never use sprays of any kind to
clean unit.

FRAGRANCE LINE TESTER UNIT

February Update

HISTORY OF UPDATES

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).
Feb '24	Update with new back riser and platform graphic (TBD).



- 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. New Bronze Goddess Nuit 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 Nuit 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

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).

TRENDING NOW

SKINCARE UNIT

February Update

HISTORY OF UPDATES

Jan '23	Update with new graphics (G4T4-70).
Jul '23	Update with new templates and graphic. Update Code #: C882-60 .
Feb '24	Update with new templates and graphic. (Acrylic Update Code #: G47Z-60) (Graphic Update Code #: G6BS-70).



TOP VIEW



Line Tester (Use salable products)

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

Product List

Main Platform

- New Perfectionist Pro Rapid Brightening Treatment (1.7 oz)**
- New Perfectionist Pro Rapid Pink Firm + Lift Serum (1.7 oz)**

Drawer

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

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS



NIGHTTIME TESTER MAINTENANCE/ CLEANING RITUAL

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

TRENDING NOW COLOR/ FOUNDATION UNIT

January Update

HISTORY OF UPDATES

Feb '23	Update with new templates and graphics (Acrylic: G5PP-60 Graphics: G6WT-70).
Oct '23	Update with new templates and graphics (G4BH-70).
Jan '24	Update with new graphics with new S.R.P.s (Graphic Update Code #: G6S5-70).



DRAWER

Product List

Main Platform

1. Futurist Skintint Serum with Botanical Oil Infusion SPF 20 (1)
2. Futurist Soft Touch Brightening Skincealer (1)

Drawer

3. Futurist Peptide-Power Serum Primer (1)
4. Futurist Aqua Brilliance Watery Glow Primer (1)
5. Futurist Hydra Rescue Moisturizing Makeup SPF 45 (1)
6. Futurist Skintine Serum with Botanical Oil Infusion SPF 20 (15)

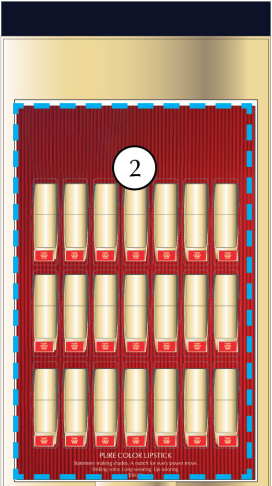
- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS

TRENDING NOW iMATCH/YOUCAM UNIT

January Update

HISTORY OF UPDATES

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).
Jan '24	Update with new graphics (Graphic Update Code #: G6S6-70).



DRAWER

Product List

Main Platform

1. iPad with YouCam

Drawer

2. Pure Color Lipstick (21)

- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS



NIGHTTIME TESTER MAINTENANCE/ CLEANING RITUAL

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

DRAMMING UNIT & DRAMMING PEDESTAL

No Spring Update

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



COUNTERS AT A GLANCE

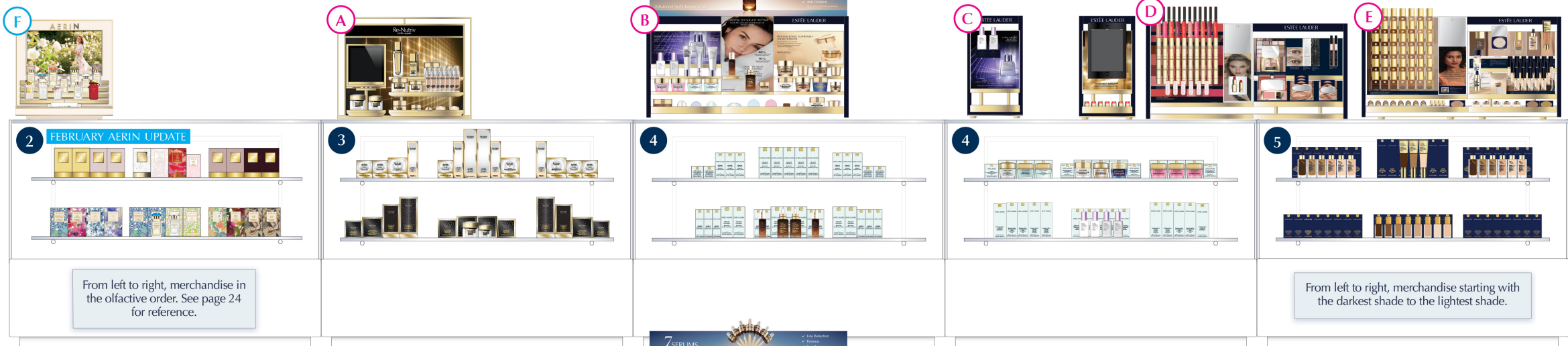
CASE MERCHANDISING

JAN-FEB

4 CASES



5 CASES



6 CASES



CASE CATEGORIES

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

NEW IN JANUARY:

- A Re-Nutriv Line Tester Unit Update
- B Skincare Line Tester Unit Update
- C Skincare Trending Now Unit Update
- D Color Line Tester Unit Update
- E Foundation Line Tester Unit Update

NEW IN FEBRUARY:

- F Aerin Line Tester Unit Update

OPEN SELL SHELVES

JAN-FEB

3 BAYS

AERIN + RE-NUTRIV

FEBRUARY AERIN UPDATE



From left to right, merchandise in the olfactive order. See page 24 for reference.

SKINCARE



FEBRUARY UPDATE

FRAGRANCE + MAKEUP



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

4 BAYS

AERIN + RE-NUTRIV

FEBRUARY AERIN UPDATE



From left to right, merchandise in the olfactive order. See page 24 for reference.

SKINCARE



SKINCARE



FRAGRANCE + MAKEUP



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

OPEN SELL SHELVES

JAN-FEB

5 BAYS

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

AERIN

FEBRUARY AERIN UPDATE



RE-NUTRIV



SKINCARE



SKINCARE



FRAGRANCE + MAKEUP



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

6 BAYS

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

AERIN

FEBRUARY AERIN UPDATE



RE-NUTRIV



SKINCARE



SKINCARE



MAKEUP



FRAGRANCE



BEHIND SKINCARE CASES:



Priority Visual #1
Ana + Product



Priority Visual #2
ANR Product



CTC Doors Only
Model + Product

BEHIND FOUNDATION CASES:



Priority Visual #1
Double Wear Model
+ Product



Priority Visual #2
Pure Color Shine
Model

BEHIND FRAGRANCE CASES:



Priority Visual #1
Beautiful L'Eau
Model + Product



Priority Visual #2
Beautiful Magnolia
Product

BEHIND RE-NUTRIV CASES:



Priority Visual #1
Brilliance Creme Product Shot
(Diamond Doors)



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

How to Measure a Light-box

STEP 1: DETERMINING “OUTSIDE” MEASUREMENT

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

STEP 2: DETERMINING “INSIDE” MEASUREMENT

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

POINTERS

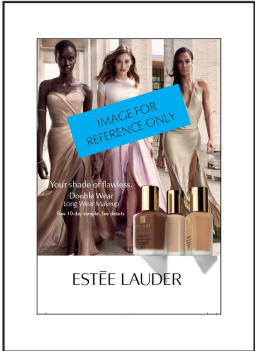
1. W x H (that’s the order) – otherwise the “vertical” or “horizontal” distinction will be inverted.
2. The “outside” measurement is always larger than the “inside” measurement. If it’s not, something is wrong.
3. Think of a picture frame in your house. If you buy a 5x7 picture frame it does not mean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

HORIZONTAL
LIGHTBOX
H < W



W

VERTICAL
LIGHTBOX
W < H



W



Tester Codes

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

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

Tester Codes (cont.)

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

Selling Tools

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



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

Glossary Point-of-Sale Guidelines

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.

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.

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

