

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	 <p>SKINCARE TRENDING NOW UNIT Update with new templates and graphics Select Doors Unit Code #: PG5E-60 Update Code #: G26Q-70</p>		 <p>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</p>		
	<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;">  <p>ADVANCED NIGHT REPAIR SKINCARE LTU BANNER All Doors Banner Code #: G76C-70</p> </div> <div style="width: 45%;">  <p>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</p> </div> </div>	 <p>RE-NUTRIV DIAMOND LTU Select Doors Update with new templates and graphics Unit Code #: PT2M-60 Graphic Update Code #: G6BL-70 Acrylic Update Code #: G48B-60</p>			
LINE TESTER	 <p>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</p>	 <p>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</p>		 <p>SKINCARE LTU VER. 1 (W/O SUPREME MOISTURIZER REFILLS) Most Doors Update with new Supreme+ graphics only Unit Code #: PG58-60 Update Code #: TBD</p>	
	 <p>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</p>	 <p>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</p>		 <p>SKINCARE LTU VER. 2 (WITH SUPREME MOISTURIZER REFILLS) Select Doors Update with new Supreme+ graphics only Unit Code #: PG58-60 Update Code #: TBD</p>	

Select Doors Only

All Doors

	Currently on-counter	JAN	FEB-MAY	JUN	JUL
LAUNCH	 <p>IPAD/IMATCH TRENDING NOW UNIT SRP graphic update only Select Doors Unit Code #: PG5H-60 Graphic Update Code #: G1BU-70</p>	 <p>IPAD/IMATCH TRENDING NOW UNIT SRP graphic update only Select Doors Unit Code #: PG5H-60 Graphic Update Code #: G6S6-70</p>			
LINE TESTER	 <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>	 <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>			
	 <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>	 <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>			
	 <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>	 <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>			

 Select Doors Only
 All Doors

	Currently on-counter	JAN	FEB-MAY	JUN	JUL
LAUNCH	 <p>DRAMMING UNIT New litho update All Doors Unit Code #: RYC5-60 Litho Update Code #: TBD</p>  <p>COLOR/FOUNDATION TRENDING NOW UNIT Update with new templates and graphics Select Doors Unit Code #: PG5F-60 Update Code #: G4BH-70</p>  <p>DRAMMING PEDESTAL Foundation Panels Update Select Doors Pedestal Code #: P4EE-60 Pedestal Update Code #: TBD</p>	 <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>			
LINE TESTER	 <p>FOUNDATION LINE TESTER UNIT Update with new templates and graphics All Doors Unit Code #: PJHJ-60 Update Code #: G88T-60</p>	 <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>			

 Select Doors Only
 All Doors

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

Select Doors Only
 All Doors

SKINCARE LINE TESTER

Version 1: Without Moisturizer Refill
Dec. 26th - March '24 Update

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).

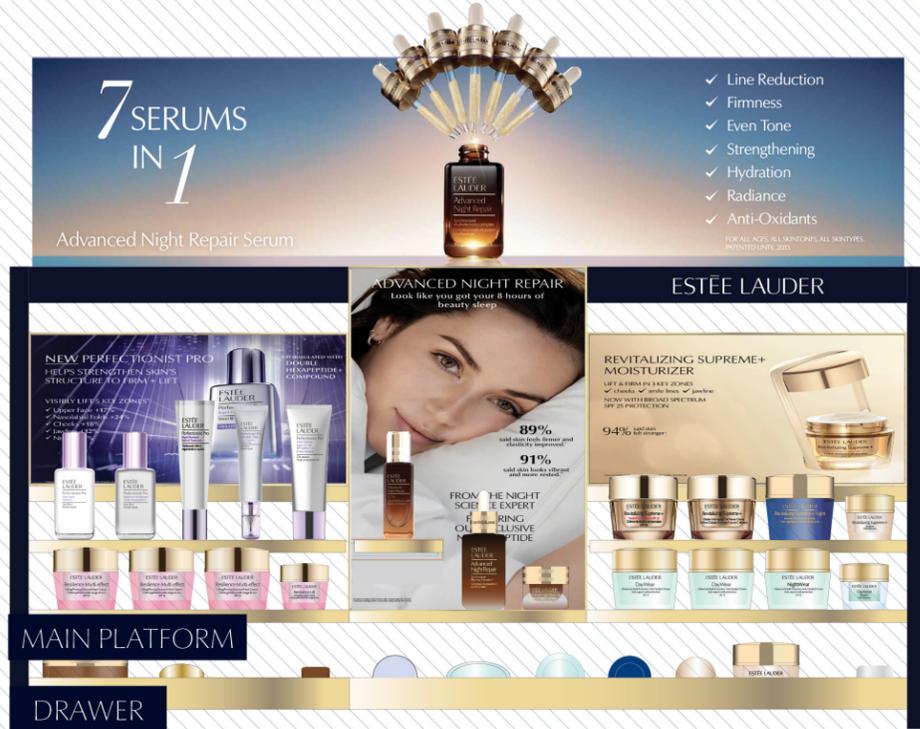
JANUARY '24 UPDATES

12/26/23 UPDATES

MARCH '24 UPDATES



MAIN PLATFORM



MAIN PLATFORM

DRAWER

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)



DRAWER

12/26/23 UPDATES

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

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 #: G7BI-70).
- Mar '24 Update with new Supreme+ SPF 25 on unit and graphic. (Code TBD).



Main Platform

- | | |
|---|--|
| 1. New Perfectionist Pro Rapid Brightening Treatment (1.7 oz) | 16. Revitalizing Supreme+ Youth Power Creme Refill (1.7 oz) |
| 2. New Perfectionist Pro Rapid Firm + Lift Serum (1.7 oz) | 17. Revitalizing Supreme+ Bright Power Soft Creme (1.7 oz) |
| 3. Perfectionist Pro Rapid Renewal Retinol Treatment (1.0 oz) | 18. New Revitalizing Supreme+ Youth Power Creme SPF 25 (1.7 oz) |
| 4. Perfectionist Pro Multi-Zone Wrinkle Concentrate (0.85 oz) | 19. Revitalizing Supreme+ Night Intensive Restorative Creme (1.7 oz) |
| 5. Perfectionist Pro Multi-Defense UV Gel (1.0 oz) | 20. Revitalizing Supreme+ Youth Power Eye Balm (0.5 oz) |
| 6. Resilience Multi-Effect Face and Neck Creme SPF15 Normal / Combination (1.7 oz) | |
| 7. Resilience Multi-Effect Night Creme (1.7 oz) | Drawer |
| 8. DayWear Multi-Protection Anti-Oxidant 24H-Moisture Creme SPF 15 (1.7 oz) | 21. Advanced Night Cleansing Gelée (3.4 oz) |
| 9. DayWear Anti-Oxidant 72H Hydration Sorbe Creme SPF 15 (1.7 oz) | 22. Advanced Night Cleansing Balm (2.2 oz) |
| 10. Advanced Night Repair Rescue Solution with Bifidus Ferment (0.68 oz) | 23. Micro Essence Treatment Lotion with Bio-Ferment (6.7 oz) |
| 11. Advanced Night Repair Serum Synchronized Multi-Recovery Complex (1.7oz) | 24. Gentle Eye Makeup Remover (3.4 oz) |
| 12. Advanced Night Repair Supercharged Gel-Creme Synchronized Multi-Recovery (0.5 oz) | 25. Take It Away Makeup Remover Lotion (6.7 oz) |
| 13. Revitalizing Supreme+ Youth Power Creme (2.5 oz) | 26. Perfectly Clean Multi-Action Toning Lotion/Refiner (6.7 oz) |
| 14. Revitalizing Supreme+ Youth Power Creme Refill (2.5 oz) | 27. Perfectly Clean Multi-Action Foam Cleanser/Purifying Mask (5.0 oz) |
| 15. Revitalizing Supreme+ Youth Power Creme (1.7 oz) | 28. Perfectly Clean Infusion Balancing Essence Lotion (13.5 oz) |



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)

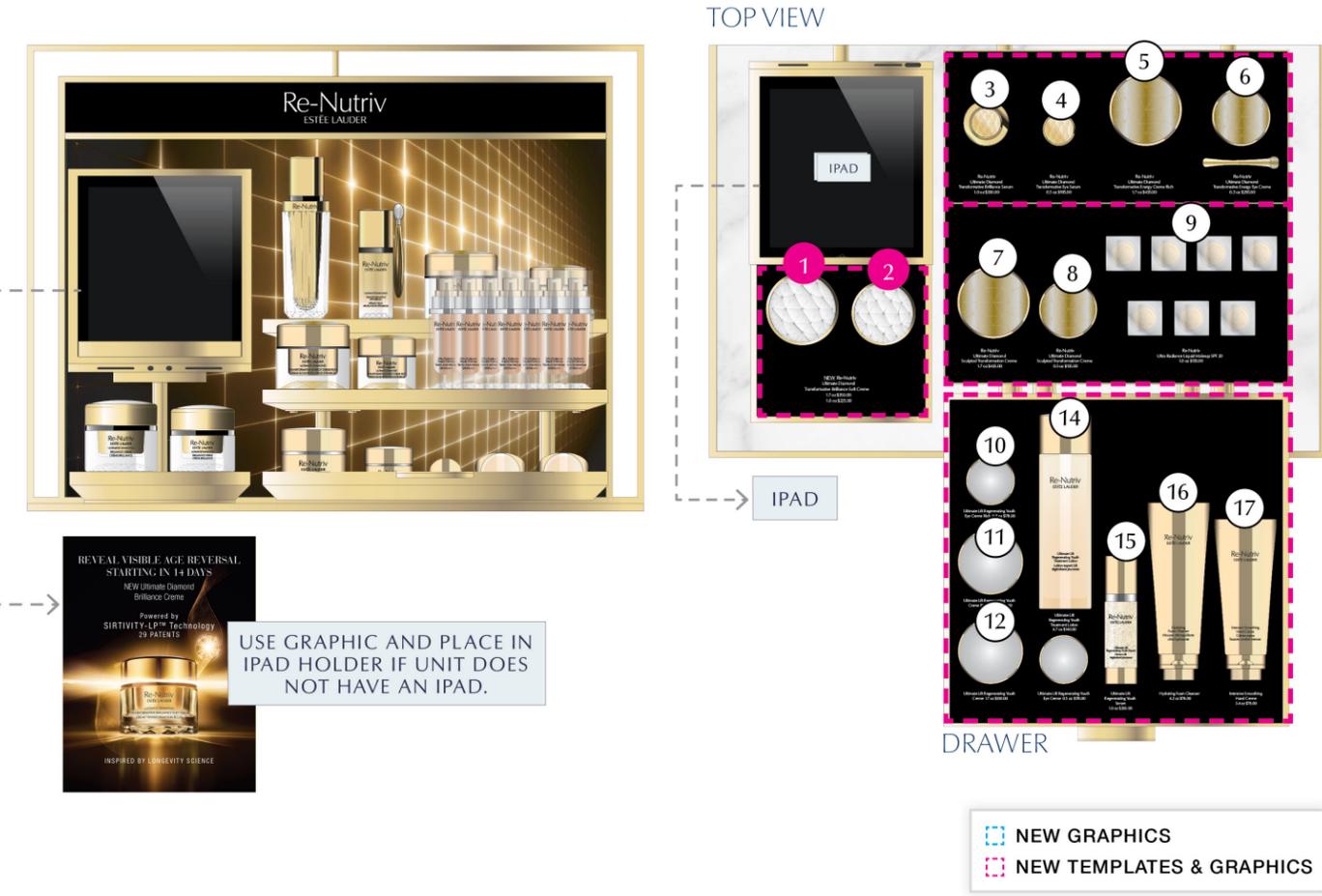
NEW GRAPHICS
 NEW TEMPLATES & GRAPHICS

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.)

- | | |
|---|--|
| <ul style="list-style-type: none"> 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) | <ul style="list-style-type: none"> 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) |
|---|--|

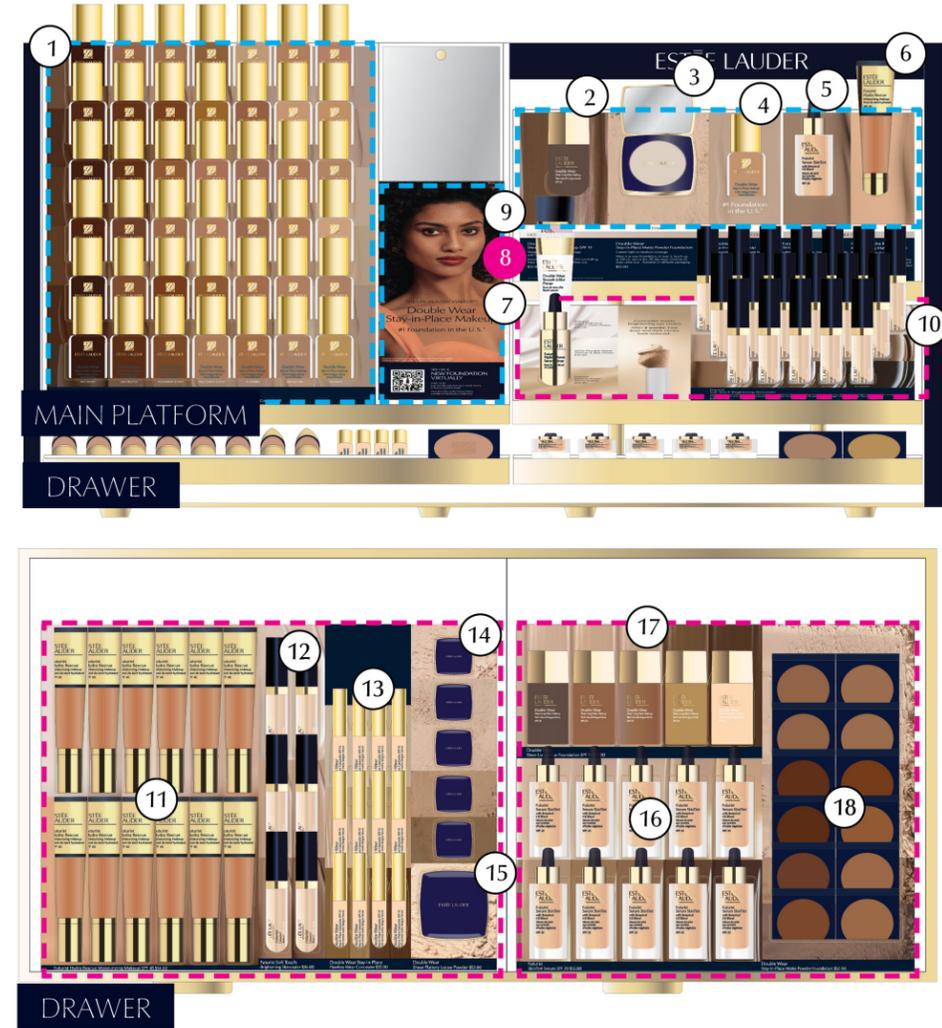
FOUNDATION LINE TESTER

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

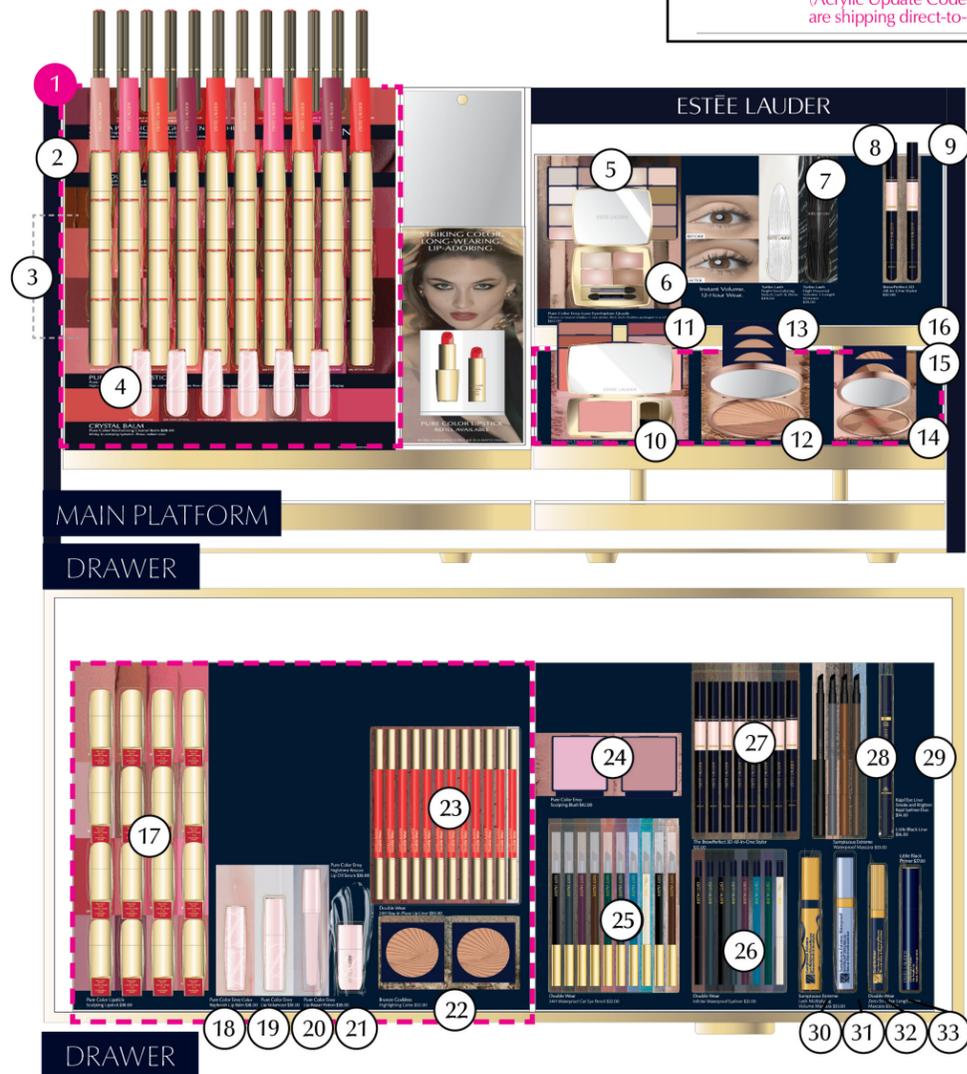
- | | |
|--|--|
| <ul style="list-style-type: none"> 1. Double Wear Stay-In-Place Makeup (42) 2. Double Wear Sheer Longwear Makeup (1) 3. Double Wear Matte Powder (1) 4. Double Wear Stay-In-Place Makeup (1) 5. Futurist SkinTint Serum (1) 6. Futurist Hydra Rescue Moisturizing Makeup SPF 45 (16) 7. Futurist 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) | <ul style="list-style-type: none"> 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) |
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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.)



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 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

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

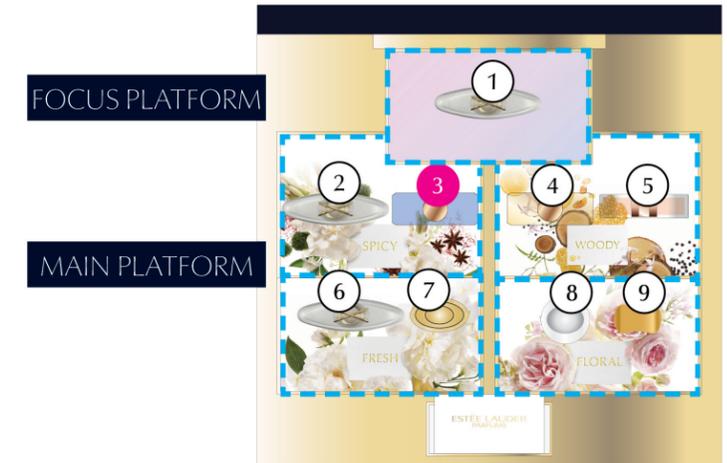


FRAGRANCE LINE TESTER UNIT

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

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
- Tuberosa Gardenia

FRESH

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

OTHER OPTIONS IF YOU ARE OUT OF STOCK ON THE ABOVE

- Aliage
- Azuree

FRAGRANCE UNIT BEST PRACTICES:

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

Unit Code #:

AERIN

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).

Unit Code #: PG5E-60

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 #: G882-60 .
Feb '24	Update with new templates and graphic. (Acrylic Update Code #: G47Z-60) (Graphic Update Code #: G6B5-70).



TOP VIEW



DRAWER

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

1. **New Perfectionist Pro Rapid Brightening Treatment (1.7 oz)**
2. **New Perfectionist Pro Rapid Rapid Firm + Lift Serum (1.7 oz)**

Drawer

3. Advanced Night Repair Serum Synchronized Multi-Recovery Complex (1.7oz)
4. 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)

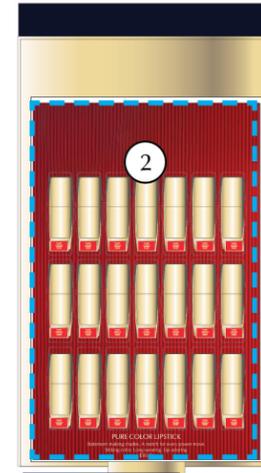
- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS

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



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

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

4 CASES

5 CASES

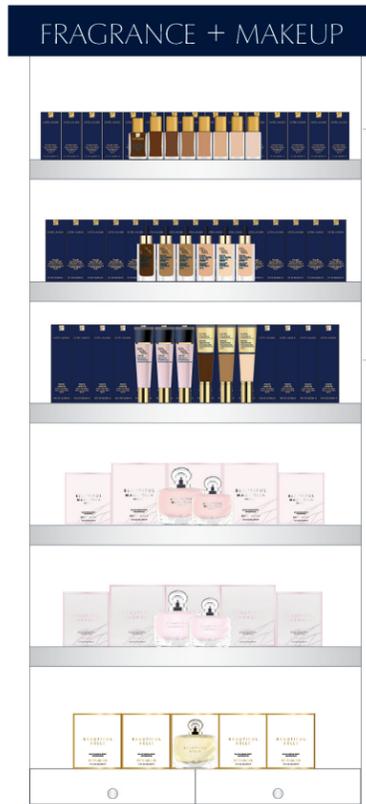
6 CASES

OPEN SELL SHELVES

JAN-FEB

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

3 BAYS



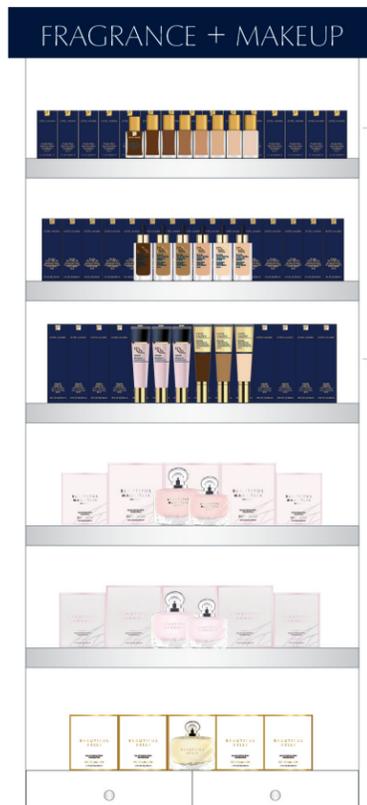
From left to right, merchandise starting with the darkest shade to the lightest shade.

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

4 BAYS



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

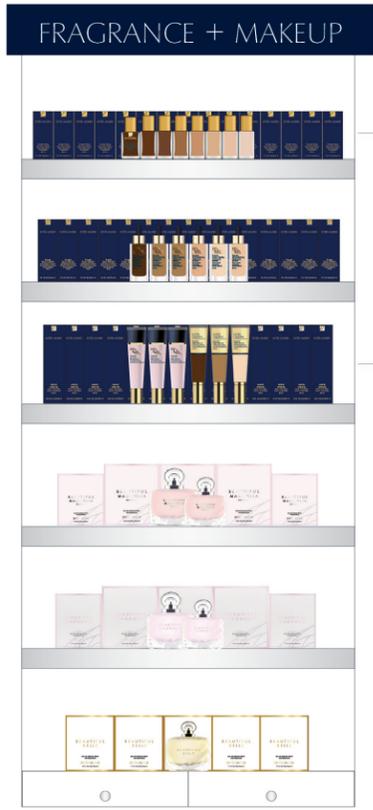
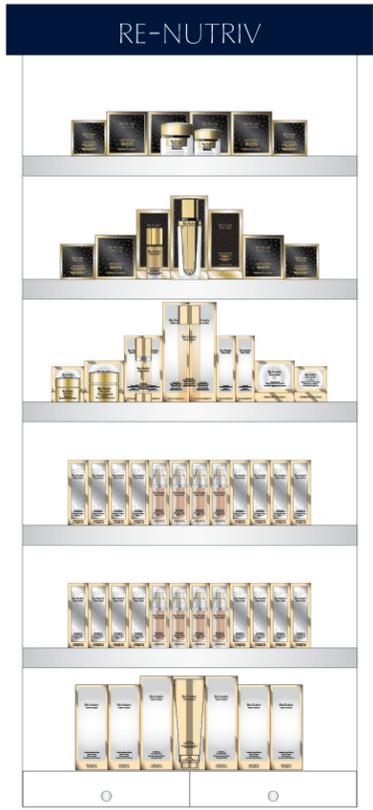


OPEN SELL SHELVES

JAN-FEB

5 BAYS

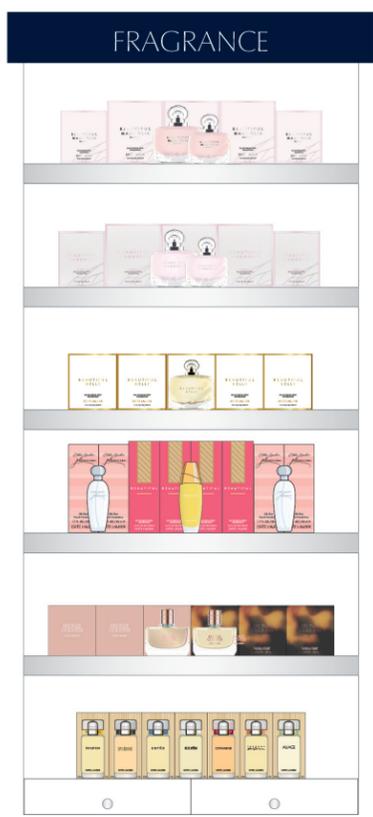
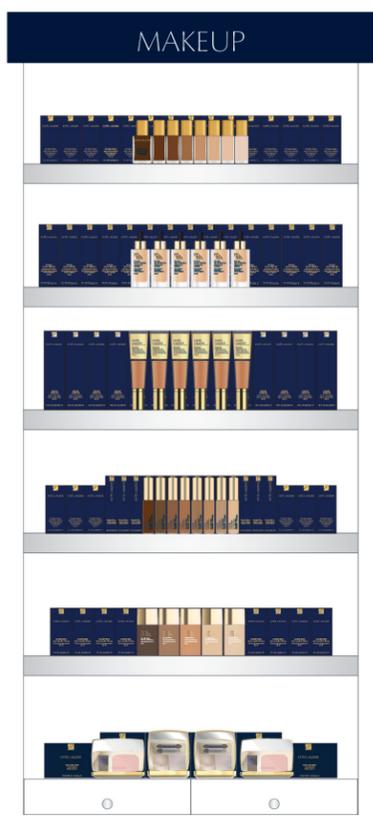
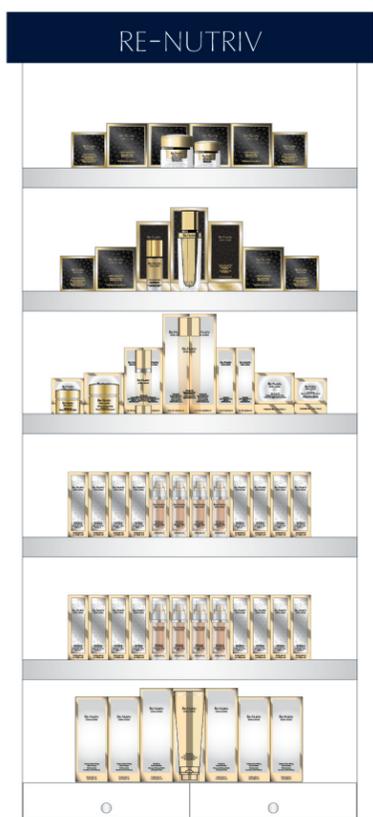
From left to right, merchandise in the olfactive order. See page 22 for reference.



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.



Light-boxes

Shipping week of 1/22/24 for an on-counter date of 2/1/24 (no earlier, please). Install on 2/1/24.

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



VERTICAL LIGHTBOX W < H



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)	<ul style="list-style-type: none"> Tester Godet - 1C0 Tester Godet - 1C1 Tester Godet - 1N1 Tester Godet - 1N2 Tester Godet - 1W2 Tester Godet - 2C1 Tester Godet - 2N1 Tester Godet - 2N2 Tester Godet - 2W1 Tester Godet - 2W2 Tester Godet - 3C1 Tester Godet - 3C2 Tester Godet - 3N1 Tester Godet - 3N2 Tester Godet - 3W1 Tester Godet - 3W1 Tester Godet - 4C1 Tester Godet - 4N1 Tester Godet - 4N2 Tester Godet - 4W1 Tester Godet - 5W1 Tester Godet - 5W2 Tester Godet - 6C1 Tester Godet - 6N1 Tester Godet - 7N1 Tester Godet - 7W1 Tester Godet - 8C1 Tester Godet - 8N1 Tester Godet - 5N2 Tester Godet - 6W1 	<ul style="list-style-type: none"> PANX15 PANX66 PANX72 PANX16 PANX36 PANX77 PANX12 PANXCC PANX53 PANX84 PANX19 PANX04 PANX10 PANX38 PANX37 PANXCE PANX03 PANX05 PANX98 PANX99 PANX42 PANX70 PANX68 PANXC1 PANXC5 PANXC4 PANX09 PANXC6 PANXA4 PANXC0
	Double Wear Sheer Flattery Loose Powder (TSD: 2/7/22)	<ul style="list-style-type: none"> Translucent Matte Testable Shaker Light Matte Testable Shaker Light Medium Matte Testable Shaker Medium Matte Testable Shaker Deep Matte Testable Shaker Translucent Soft Glow Testable Shaker

Tester Codes (cont.)

COLOR UNIT PRE-PACKS		
Franchise/Product	Shade	Code
Bronze Goddess Powder Bronzer (TSD: tbd)	<ul style="list-style-type: none"> Light (tester godet) Medium (tester godet) Medium Deep (tester godet) Deep (tester godet) 	<ul style="list-style-type: none"> PT10-01 PT10-02 PT10-03 PT10-04
Bronze Goddess Highlighting Gelee (TSD: tbd)	<ul style="list-style-type: none"> Heatwave Solar Crush Modern Mercury 	<ul style="list-style-type: none"> 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



