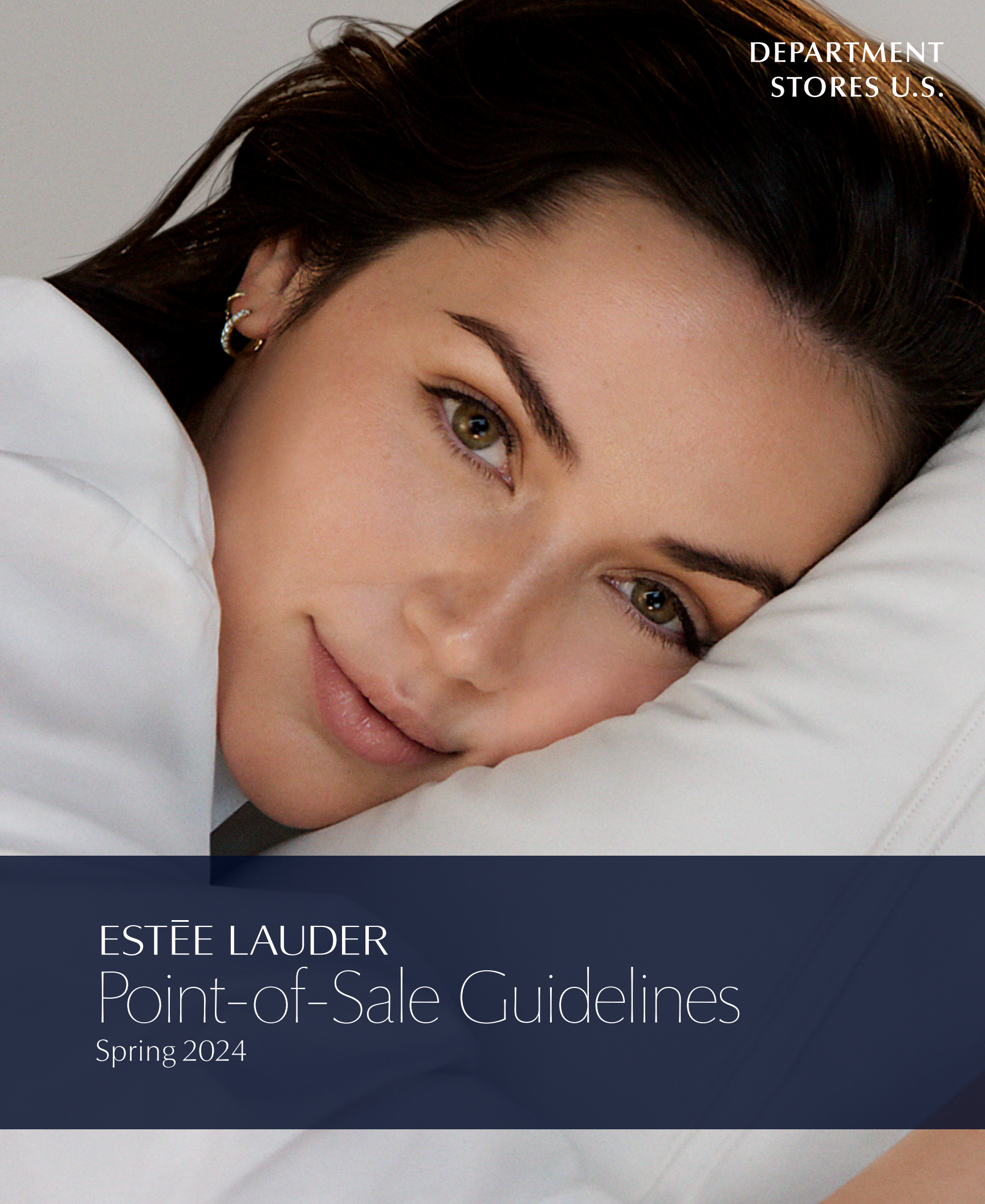




DEPARTMENT
STORES U.S.

ESTÉE LAUDER
Point-of-Sale Guidelines
Spring 2024



To the BEST 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

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.

ESTÉE LAUDER

SPRING 2024

SUGGESTED RETAIL PRICE LIST

SKINCARE

ADVANCED NIGHT	
Cleansing Balm with Lipid Rich Oil-Infusion 2.2oz	\$48
Cleansing Gelée with 15 Amino Acids 1.0oz	\$12
Cleansing Gelée with 15 Amino Acids 3.4oz	\$33
ADVANCED NIGHT REPAIR	
Synchronized Multi-Recovery Complex 0.24oz	\$20
Synchronized Multi-Recovery Complex 1.0oz	\$85
Synchronized Multi-Recovery Complex 1.7oz	\$125
Synchronized Multi-Recovery Complex 3.9oz	\$245
Synchronized Multi-Recovery Complex Duo 2x 1.7oz	\$225
Eye Concentrate Matrix Complex 0.17oz	\$28
Eye Concentrate Matrix Complex 0.5oz	\$82
Eye Supercharged Gel-Creme 0.17oz	\$26
Eye Supercharged Gel-Creme 0.5oz	\$72
Rescue Solution with Bifidus Ferment 0.68oz	\$80
Concentrated Recovery PowerFoil Mask, 4 Sheets	\$95
DAYWEAR MULTI-PROTECTION ANTI-OXIDANT	
24H-Moisture Creme SPF 15 N/C 1.7oz	\$62
24H-Moisture Creme SPF 15 Dry 1.7oz	\$62
Matte Gel Creme 1.7oz	\$62
72H-Hydration Sorbet Creme Broad Spectrum SPF 15 1.7oz	\$62
Eye Cooling Anti-Oxidant Moisture GelCreme 0.5oz	\$46
MICRO ESSENCE	
Treatment Lotion with Bio-Ferment 1.0oz	\$21
Treatment Lotion with Bio-Ferment 3.4oz	\$75
Treatment Lotion with Bio-Ferment 6.7oz	\$130
Treatment Lotion with Bio-Ferment 13.5oz	\$210
Treatment Lotion Fresh with Sakura Ferment 1.0oz	\$21
Treatment Lotion Fresh with Sakura Ferment 3.4oz	\$75
Treatment Lotion Fresh with Sakura Ferment 6.7oz	\$130
Treatment Lotion Fresh with Sakura Ferment 13.5oz	\$210
NIGHTWEAR PLUS	
Anti-Oxidant Night Detox Creme 1.7oz	\$66
PERFECTIONIST	
Wrinkle Lifting/Firming Serum [CP+R] 1.7oz	\$128
Wrinkle Lifting/Firming Serum [CP+R] Duo 2 x 1.7oz	\$218
Multi-Zone Wrinkle Concentrate 0.85oz	\$94
Intense Brightening Essence Ampoule with Vitamin C/E + Licorice 1.35 oz	\$124
Multi-Defense UV Fluid SPF 45 1.0oz	\$51
Multi-Defense Aqua Gel SPF 50 1.0oz	\$51
NEW Perfectionist Pro Rapid Brightening Treatment Ferment3 + Vitamin C 1.0oz	\$95
NEW Perfectionist Pro Rapid Brightening Treatment Ferment3 + Vitamin C 1.7oz	\$135
NEW Perfectionist Pro Rapid Brightening Treatment Ferment3 + Vitamin C Duo 2 x 1.7oz	\$225
NEW Perfectionist Pro Rapid Firm + Lift Serum 1.0oz	\$95
NEW Perfectionist Pro Rapid Firm + Lift Serum 1.7oz	\$135
NEW Perfectionist Pro Rapid Firm + Lift Serum Duo 2 x 1.7oz	\$225

Rapid Firm + Lift Treatment Acetyl Hexapeptide-8 0.24oz	\$20
Rapid Firm + Lift Treatment Acetyl Hexapeptide-8 1oz	\$86
Rapid Firm + Lift Treatment Acetyl Hexapeptide-8 1.7oz	\$126
Rapid Firm + Lift Treatment Acetyl Hexapeptide-8 Duo 2 x 1.7oz	\$215
Rapid Renewal Retinol Treatment 1.0oz	\$95

PERFECTLY CLEAN	
Infusion Balancing Essence Lotion Amino Acid + Waterlily 13.5oz	\$46
Multi-Action Creme Cleanser/Moisture Mask 5.0oz	\$32
Multi-Action Foam Cleanser/Purifying Mask 5.0oz	\$32
Multi-Action Toning Lotion/Refiner 6.7oz	\$30

RESILIENCE MULTI-EFFECT TRI-PEPTIDE	
Face and Neck Creme SPF 15, N/C, 1.7oz	\$113
Face and Neck Creme SPF 15, N/C, 2.5oz	\$138
Face and Neck Creme SPF 15, Dry, 1.7oz	\$113
Night Face and Neck Creme 1.7oz	\$113
Night Face and Neck Creme 2.5oz	\$138
Eye Creme 0.5oz	\$78

REVITALIZING SUPREME+	
Bright Power Soft Creme 0.5oz	\$29
Bright Power Soft Creme 1.7oz	\$120
Bright Power Soft Creme Refill 1.7oz	\$98
Bright Power Soft Milky Lotion 3.4 oz	\$100
NEW Revitalizing Supreme+ Youth Power Creme SPF 25 1.7oz	\$120
NEW Revitalizing Supreme+ Youth Power Creme SPF 25 2.5oz	\$140
Night Intensive Restorative Creme 1.7oz	\$120
Youth Power Eye Balm 0.5oz	\$76
Youth Power Creme 0.5oz	\$29
Youth Power Creme 1.0oz	\$70
Youth Power Creme 1.7oz	\$120
Youth Power Creme Refill 1.7oz	\$98
Youth Power Creme 2.5oz	\$140
Youth Power Creme Refill 2.5oz	\$120
Youth Power Soft Milky Lotion 3.4 oz	\$100

SOFT CLEAN	
Foaming Cleanser 4.2oz	\$29
Infusion Hydrating Essence Lotion Amino Acid + Waterlily 13.5oz	\$46

RE-NUTRIV SKINCARE

Hydrating Foam Cleanser 4.2oz	\$78
Intensive Smoothing Hand Creme 3.4oz	\$78

CLASSIC RE-NUTRIV	
Creme 1.7oz	\$125
Lightweight Creme 1.7oz	\$125
Softening Lotion 8.4oz	\$76

ULTIMATE DIAMOND	
Sculpted Transformation Creme 0.5oz	\$135
Sculpted Transformation Creme 1.7oz	\$435
Transformative Energy Creme Rich 1.7oz	\$435
Transformative Eye Serum 0.5oz	\$195
Transformative Energy Eye Creme 0.5oz	\$295
Ultimate Facial Massager	\$175

ULTIMATE DIAMOND TRANSFORMATIVE BRILLIANCE	
Serum 1.0oz	\$330
Serum Refill 1.0 oz	\$285
NEW Soft Creme 1.0 oz	\$225
NEW Soft Creme 1.7 oz	\$350
NEW Soft Creme Refill 1.7 oz	\$295

ULTIMATE LIFT AGE-CORRECTING	
Creme 1.7oz	\$330

ULTIMATE LIFT REGENERATING YOUTH	
Creme 1.7 oz	\$330
Creme Rich 1.7oz	\$330
Serum 1.0oz	\$330
Treatment Lotion 6.7oz	\$140
Eye Creme 0.5oz	\$178
Eye Creme Rich 0.5oz	\$178
Emulsion 2.5oz	\$305

RE-NUTRIV MAKEUP

Ultra Radiance Liquid Makeup SPF 20	\$135
NEW Diamond Serum LipColor Satin	\$100

MAKEUP EYE

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

EYE SHADOW	
Double Wear EyeShadow Base	\$28

PURE COLOR ENVY	
Luxe Eyeshadow Quad	\$60
Luxe Eyeshadow Quad Refills	\$46

EYELINER	
DOUBLE WEAR	
24-HR Waterproof Gel Eye Pencil	\$32
Infinite Waterproof Eyeliner	\$32
Little Black Liner	
Smoke and Brighten Kajal Eyeliner Duo	\$34

MASCARA	
Double Wear Zero-Smudge Lengthening Mascara	\$33
Little Black Primer	\$27

SUMPTUOUS	
Extreme Lash Multiplying Volume Mascara .09oz	\$14
Extreme Lash Multiplying Volume Mascara	\$33
Extreme Lash Multiplying Volume Waterproof Mascara	\$33

TURBO LASH	
High Powered Volume + Length Mascara	\$35
High Powered Volume + Length Mascara Mini	\$16
Night Revitalizing Serum Lash + Brow	\$49

MAKEUP FACE

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

BRONZER/HIGHLIGHTER	
BRONZE GODDESS	
Powder Bronzer	\$53
Matte & Glow Bronzing Trio	\$53
Healthy Glow Bronzer	\$50
Highlighting Powder Gelée	\$50

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

FUTURIST	
Futurist Soft Touch Brightening Concealer	\$36

FOUNDATION	
DOUBLE WEAR	
Sheer Long-Wear Makeup SPF 19	\$52
Maximum Cover Camouflage Makeup SPF 15	\$52
Stay-in-Place Makeup	\$52
Stay-in-Place Matte Powder Foundation	\$52
Stay-in-Place Matte Powder Foundation Refill	\$37
Double Wear Stay-in-Place Makeup Pump	\$13

FUTURIST	
Hydra Rescue Moisturizing Makeup SPF 45	\$54
SkinTint Serum with Botanical Oil Infusion SPF 20	\$55

MAKEUP FACE

LOOSE/PRESSED POWDERS	
Double Wear Sheer Flattery Loose Powder	\$52
PRIMERS	
Futurist Aqua Brilliance Watery Glow Primer 0.5oz	\$18
Futurist Aqua Brilliance Watery Glow Primer 1.35oz	\$45
Futurist Peptide-Power Serum Primer	\$54
NEW Double Wear Smooth & Blur Primer	\$45
MIST	
Set + Refresh Perfecting Makeup Mist 3.9oz	\$40

MAKEUP LIP

LIP PENCIL	
Double Wear 24H Stay-in-Place Lip Liner	\$30
LIPSTICK	
PURE COLOR	
Creme Lipstick	\$38
Hi-Lustre Lipstick	\$38
Matte Lipstick	\$38
Matte + Creme Lipstick Refills.....	\$29

MAKEUP LIP

LIPSTICK	
PURE COLOR ENVY LIP CARE	
Color Replenish Lip Balm	\$38
Lip Repair Potion	\$38
Lip Volumizer	\$38
Nighttime Rescue Lip Oil Serum	\$38
PURE COLOR	
Revitalizing Crystal Balms	\$38
Whipped Matte Lip Color	\$38
PURE COLOR EXPLICIT	
Slick Shine Lipstick	\$40

MAKEUP TOOLS

Sharpener	\$10
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MAKEUP REMOVERS

TAKE IT AWAY	
Gentle Eye Makeup Remover 3.4oz	\$26
Take it Away Makeup Remover Lotion 6.7oz	\$37

FRAGRANCE

KNOWING	
Eau de Parfum Spray 2.5oz	\$108
MODERN MUSE	
Eau de Parfum Spray 1.7oz	\$108
PRIVATE COLLECTION*	
Eau de Parfum Spray 1.7oz	\$78
PRIVATE COLLECTION TUBEROSE GARDENIA*	
Eau de Parfum Spray 2.5oz	\$198
WHITE LINEN	
Parfum Spray 2oz	\$78
YOUTH-DEW	
Eau de Parfum Spray 1.8oz (heritage blue bottle)	\$44
Eau de Parfum Spray 2.25oz	\$48
Bath Oil 2oz	\$47
Body Satinée 5oz	\$42
Dusting Powder Box 7oz	\$44
Perfumed Body Creme 7.5oz	\$44
Roll-On Anti-Perspirant Deodorant 2.5oz	\$24

FOR MEN	
LAUDER FOR MEN	
Cologne Spray 3.4oz	\$78
PLEASURES FOR MEN	
Cologne Spray 3.4oz	\$86

AERIN	
PREMIER FRAGRANCES	
Ambrette de Noir Parfum 1.7oz	\$275
Limone di Sicilia Parfum 1.7oz	\$275
Tuberose le Jour Parfum 1.7oz	\$275
Tuberose le Soir Parfum 1.7oz	\$275
FRAGRANCE COLLECTION	
Amber Musk EDP 1.7oz	\$150
Amber Musk EDP 3.4oz	\$210
Amber Musk Body Cream 5oz	\$65
Amber Musk EDP Travel Spray 0.24oz	\$35
Cedar Violet EDP 1.7oz	\$145
Cedar Violet EDP 3.4oz	\$200
Cedar Violet Travel Spray EDP 0.24oz	\$35
Fleur de Peony EDP 1.7oz	\$145
Fleur de Peony EDP 3.4oz	\$200
Fleur de Peony Body Cream 5oz	\$65
Hibiscus Palm EDP 1.7oz	\$145
Hibiscus Palm EDP 3.4oz	\$200
Hibiscus Palm EDP Travel Spray 0.24oz	\$35
Ikat Jasmine EDP 1.7oz	\$145
Ikat Jasmine EDP 3.4oz	\$200
Ikat Jasmine Body Cream 5oz	\$65
Ikat Jasmine EDP Travel Spray 0.24oz	\$35
Lilac Path EDP 1.7oz	\$145
Lilac Path EDP 3.4oz	\$200
Lilac Path Body Cream 5oz	\$65
Mediterranean Honeysuckle EDP 1.7oz	\$145

FRAGRANCE

BEAUTIFUL MAGNOLIA	
Hand Creme 1.0oz	\$22
NEW Eau de Parfum Travel Spray 0.34oz	\$30
Eau de Parfum Spray 1.0oz	\$85
Eau de Parfum Spray 1.7oz	\$108
Eau de Parfum Spray 3.4oz	\$146
BEAUTIFUL MAGNOLIA L'EAU	
Eau de Toilette Spray 0.34oz	\$30
Eau de Toilette Spray 1.7oz	\$100
Eau de Toilette Spray 3.4oz	\$130
BEAUTIFUL MAGNOLIA INTENSE	
Eau de Parfum Spray 1.7oz	\$112
Eau de Parfum Spray 3.4oz	\$148
BEAUTIFUL	
Eau de Parfum Spray 0.5oz	\$38
Eau de Parfum Spray 1.0oz	\$76
Eau de Parfum Spray 2.5oz	\$108
Eau de Parfum Spray 3.4oz	\$119
Eau de Parfum Spray 5oz	\$152
Perfumed Body Lotion 8.4oz	\$66
Perfumed Body Powder 3.5 oz	\$66
BEAUTIFUL BELLE	
Eau de Parfum Spray 1.7oz	\$108

BRONZE GODDESS	
NEW Nuit Eau de Parfum 1.7oz	\$90
NEW Nuit Eau de Parfum 3.4oz	\$110
Eau Fraîche Skinscent 1.7oz	\$79
Eau Fraîche Skinscent 3.4oz	\$94
PLEASURES	
Body Lotion 8.4oz	\$60
Eau de Parfum Spray 0.5oz	\$35
Eau de Parfum Spray 1.7oz	\$80
Eau de Parfum Spray 3.4oz	\$112
PLEASURES INTENSE	
Eau de Parfum Spray 3.4oz	\$102
SENSUOUS	
Eau de Parfum Spray 1.7oz	\$86
HOUSE OF ESTÉE LAUDER	
Aliage Sport Eau de Parfum Spray 1.7oz	\$69
Azuree Eau de Parfum Spray 1.7oz	\$69
Cinnabar Fragrance Spray 1.7oz	\$69
Estée Super Eau de Parfum Spray 1.7oz	\$69
Spellbound Eau de Parfum Spray 1.7oz	\$78
Tuscany per Donna Eau de Parfum Spray 1.7oz	\$69

FRAGRANCE

LUXURY FRAGRANCE

Blushing Sands 3.4oz	\$200
Blushing Sands 1.35oz	\$100
Blushing Sands 0.34oz	\$40
Desert Eden 3.4oz	\$200
Desert Eden 1.35oz	\$100
Desert Eden 0.34oz	\$40
Dream Dusk 3.4oz	\$200
Dream Dusk 1.35oz	\$100
Dream Dusk 0.34oz	\$40
Infinite Sky 3.4oz	\$200
Infinite Sky 1.35oz	\$100
Infinite Sky 0.34oz	\$40
Paradise Moon 3.4oz	\$200
Paradise Moon 1.35oz	\$100
Paradise Moon 0.34oz	\$40
Radiant Mirage 3.4oz	\$200
Radiant Mirage 1.35oz	\$100
Radiant Mirage 0.34oz	\$40

Sensuous Stars 3.4oz	\$200
Sensuous Stars 1.35oz	\$100
Sensuous Stars 0.34oz	\$40
Tender Light 3.4oz	\$200
Tender Light 1.35oz	\$100
Tender Light 0.34oz	\$40
Ultra Rich Hand Creme	\$50

ULTRA LUXURY COLLECTION

NEW Azuree Legacy 3.4oz	\$280
NEW White Linen Legacy 3.4oz	\$280
NEW Knowing Legacy 3.4oz	\$280
NEW Estée Legacy 3.4oz	\$280
NEW Private Collection 3.4oz	\$280

LINE TESTERS & TRENDING
NOW LAUNCH UNITS/
IN CASE PROPS

SERUM S.R.P. PER OUNCE

ANR Synchronized Multi-Recovery Complex 1.0oz	\$85
ANR Synchronized Multi-Recovery Complex 1.7oz	\$73.53
ANR Synchronized Multi-Recovery Complex 3.9oz	\$62.82
ANR Synchronized Multi-Recovery Complex Duo 2x1.7oz	\$66.18
Perfectionist [CP+R] 1.7oz	\$75.29
Perfectionist [CP+R] Duo 2 x 1.7oz	\$64.12
NEW Perfectionist Pro Rapid Brightening Treatment Ferment3 + Vitamin C 1.0oz	\$95
NEW Perfectionist Pro Rapid Brightening Treatment Ferment3 + Vitamin C	\$79.41

NEW Perfectionist Pro Rapid Brightening Treatment Ferment3 + Vitamin C Duo 2 x 1.7oz	\$66.18
NEW Perfectionist Pro Rapid Firm + Lift Serum 1.0oz	\$95
NEW Perfectionist Pro Rapid Firm + Lift Serum 1.7oz	\$79.41
NEW Perfectionist Pro Rapid Firm + Lift Serum Duo 2 x 1.7oz	\$66.18
Re-Nutriv Ultimate Diamond Brilliance Serum 1.0oz	\$330
Re-Nutriv Ultimate Lift Regenerating Youth Serum 1.0oz	\$330

	Currently on-counter	JAN	FEB	MAR	APR-JUL
LAUNCH	 SKINCARE TRENDING NOW UNIT Update with new templates and graphics Select Doors Unit Code #: PG5E-60 Update Code #: G882-60	 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			
IN-CASE	 UPDATED SUPREME+ IN-CASE PROP GRAPHIC All Doors GRAPHIC Code #: G1Q6-70 ADVANCED NIGHT REPAIR RESCUE SOLUTION IN-CASE PROP GRAPHIC All Doors GRAPHIC Code #: G8CW-70	 ADVANCED NIGHT REPAIR IN-CASE PROP GRAPHIC All Doors GRAPHIC Code #: G69D-70 NEW PERFECTIONIST PRO IN-CASE PROP GRAPHIC All Doors GRAPHIC Code #: G6DB-70			
LINE TESTER	 ADVANCED NIGHT REPAIR SKINCARE LTU BANNER All Doors Banner Code #: G76C-70  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  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 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 #: G780-70  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		 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	

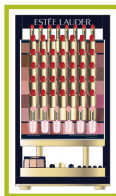
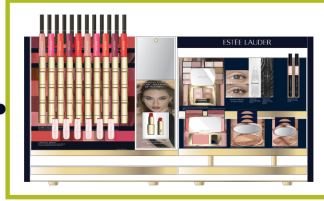
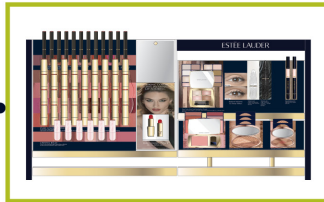
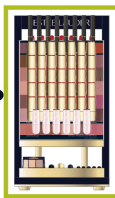
Select Doors Only

All Doors

North America Tester Cadence: Department Stores			RE-NUTRIV		Spring 2024
	Currently on-counter	JAN	FEB-APR	JUN	JULY
DEPARTMENT STORE (DIAMOND)	 Re-Nutriv In-Case Prop All Doors Prop Code #: RN7H-60  Re-Nutriv In-Case Prop All Doors Prop Code #: RN7H-60  RE-NUTRIV DIAMOND LTU W/ LIMITED LIFE GRACIE X STUDIO Select Doors Update with new templates and graphics Uit Code #: PT2M-60 Graphic Update Code #: TBD Acrylic Update Code #: G881-60  RE-NUTRIV DIAMOND LTU Select Doors Update with new templates and graphics Uit Code #: PT2M-60 Graphic Update Code #: G13Z-70 Acrylic Update Code #: G881-60  RE-NUTRIV DIAMOND LTU Select Doors Update with new templates and graphics Uit Code #: PT2M-60 Graphic Update Code #: G68L-70 Acrylic Update Code #: G48B-60				
DEPARTMENT STORE (NON-DIAMOND)	 Re-Nutriv In-Case Prop All Doors Prop Code #: RN7H-60  RE-NUTRIV (NON-DIAMOND) LTU (ULRY) Select Doors Updated graphics with new S.R.P Unit Code #: PT2N-60 Graphic Code #: G5LJ-70  RE-NUTRIV (NON-DIAMOND) LTU (ULRY) Select Doors Updated graphics with new S.R.P Unit Code #: PT2N-60 Graphic Code #: G6BM-70				

Select Doors Only

All Doors

North America Tester Cadence: Department Stores			COLOR		Spring 2024
	Currently on-counter	JAN	FEB-APR	JUN	JUL
LAUNCH	 IPAD/IMATCH TRENDING NOW UNIT SRP graphic update only Select Doors Unit Code #: PG5H-60 Graphic Update Code #: G1BU-70	 IPAD/IMATCH TRENDING NOW UNIT SRP graphic update only Select Doors Unit Code #: PG5H-60 Graphic Update Code #: G656-70			
IN-CASE	 TURBO LASH IN-CASE GRAPHIC Select Doors GRAPHIC Code #: G1QA-70				
LINE TESTER	 COLOR LTU (55 LIP SHADE VARIANT) PART 1 UPDATE Remove plug on top template Select Doors Unit Code #: PG53-60 Graphic Update Code #: G1BN-70 Acrylic Update Code #: G884-60  COLOR LTU (35 LIP SHADE VARIANT) PART 1 UPDATE Remove plug on top template Select Doors Unit Code #: PG53-60 Graphic Update Code #: G1BM-70 Acrylic Update Code #: G885-60  COLOR HYBRID LTU - VER. 2 Boscov's, Independents, Blue Mercury, and Puerto Rico Doors Update with new drawer template and graphics Unit Code #: PG5G-60 Graphic Update Code #: G1BO-70 Acrylic Update Code #: G88H-60	 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  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  COLOR HYBRID LTU - VER. 2 Boscov's, Independents, Blue Mercury, and Puerto Rico Doors Update with new drawer template and graphics Unit Code #: PG5G-60 Acrylic Update Code #: G49B-60 Graphic Update Code #: G6CQ-70			

Select Doors Only

All Doors

Select Doors Only

All Doors

	Currently on-counter	JAN	FEB-APR	JUN	JUL	
LAUNCH	 DRAMMING UNIT New graphic updates on all panels All Doors Unit Code #: RYC5-60 GRAPHIC Update Code #: PNIP-70  DRAMMING PEDESTAL Foundation Panels Update Select Doors Pedestal Code #: P4EE-60 Pedestal Update Code #: PNIT-60  COLOR/FOUNDATION TRENDING NOW UNIT Update with new templates and graphics Select Doors Unit Code #: PG5F-60 Update Code #: G4BH-70	 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				
IN-CASE	 DOUBLE WEAR RE-PROMOTE IN-CASE GRAPHIC GRAPHIC Code #: G8CT-70  FUTURIST SKINTINT IN-CASE GRAPHIC GRAPHIC Code #: G8A4-70	 (NEW COPY) DOUBLE WEAR RE-PROMOTE IN-CASE GRAPHIC GRAPHIC Code #: G6AS-70  FUTURIST SKINTINT IN-CASE GRAPHIC GRAPHIC Code #: G6B1-70				
LINE TESTER	 FOUNDATION LINE TESTER UNIT Update with new templates and graphics All Doors Unit Code #: PJHJ-60 Update Code #: G88T-60	 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				Select Doors Only All Doors

ESTÉE LAUDER		North America Tester Cadence: Department Stores		FRAGRANCE		Spring 2024	
	Currently on-counter	JAN	FEB	MAR-JUN	JUL		
AERIN	 AERIN LINE FRAGRANCE UNIT Update with new holiday graphic Von Maur & Belk Doors Graphic Update Code #: G4ZG-70		 AERIN LINE FRAGRANCE UNIT Update with new Med Honey Tiare graphic Von Maur & Belk Doors Graphic Update Code #: G73S-70				
LINE TESTER	 LUXURY FRAGRANCE LINE TESTER UNIT Select Doors Update with new limited life fragrance Unit Code #: G1RE-60 Puck Update Code #: G3PY-60 Graphic Update Code #: G4MN-70  FRAGRANCE LINE TESTER Most Doors Unit Code #: PG59-60 Update Code #: TBD  FRAGRANCE LINE TESTER Macy's Only Update new center graphic and platform Unit Code #: PG59-60 Update Code #: TBD		 FRAGRANCE LINE TESTER Most Doors Update back riser and platform graphics Unit Code #: PG59-60 Update Code #: TBD				
IN-CASE & OTHER	 LUXE FRAGRANCE IN-CASE PROP GRAPHIC GRAPHIC Code #: GT0M-70  BEAUTIFUL MAGNOLIA IN-CASE PROP GRAPHIC GRAPHIC Code #: GXE2-70	 BEAUTIFUL MAGNOLIA RE-PROMOTE IN-CASE PROP GRAPHIC GRAPHIC Code #: G6DA-70			 Select Doors Only  All Doors		

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)

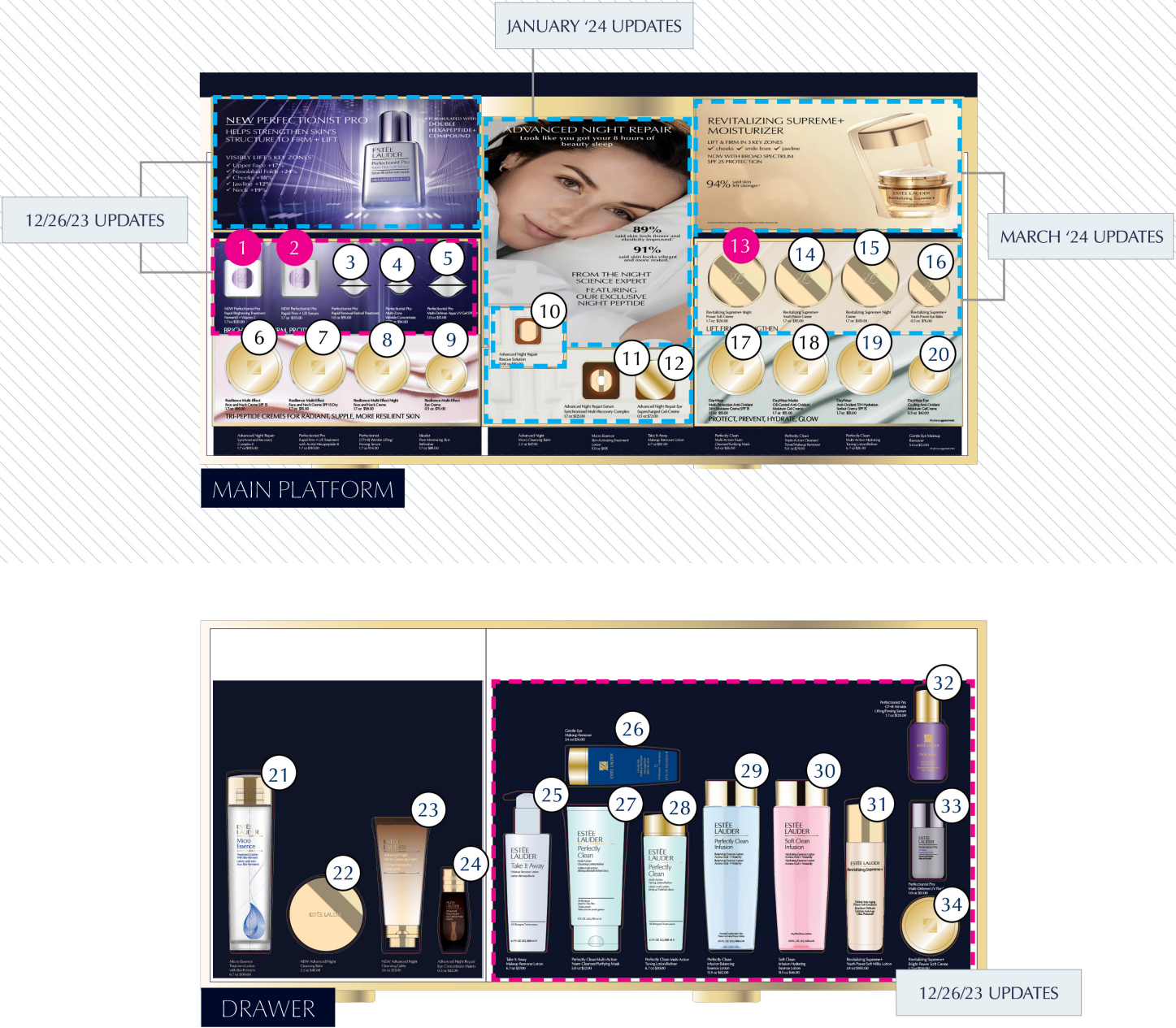
- 17. Daywear Multi-Protection Anti-Oxidant 24H-Moisture Creme SPF 15 (1.7 oz)
- 18. Daywear Matte Oil-Control Anti-Oxidant Moisture Gel Creme (1.7 oz)
- 19. Daywear Anti-Oxidant 72H Hydration Sorbet Creme SPF 15 (1.7 oz)
- 20. Daywear Eye Cooling Anti-Oxidant Moisture Gel Creme (0.5 oz)

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 #: 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

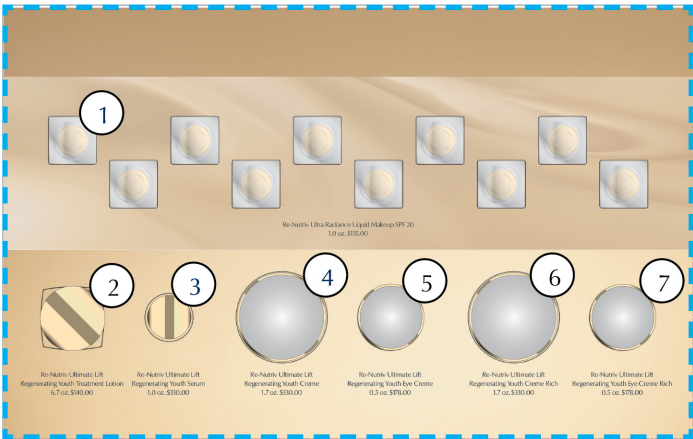
Non-Diamond Department Stores
January Update

HISTORY OF UPDATES

Jul '22	Update with new S.R.P. graphics (G3L7-70).
Jan '23	Update with new graphics (G5LJ-70).
Jan '24	Update with new graphics (G6BM-70).



TOP VIEW



- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS

Line Tester (Use saleable products except where indicated.)

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



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).



- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS

Line Tester (Use saleable products except where indicated.)

- New Re-Nutriv Ultimate Diamond Brilliance Creme 1.7 oz, (1)
- New Re-Nutriv Ultimate Diamond Brilliance Creme, 1.0 oz, (1)
- Re-Nutriv Brilliance Serum 1 oz, (1)
- Re-Nutriv Ultimate Diamond Eye Serum 0.5 oz, with applicator (1)
- Re-Nutriv Ultimate Diamond Transformative Energy Creme Rich 1.7 oz, (1)
- Re-Nutriv Ultimate Diamond Transformative Energy Eye Creme 0.5 oz, with applicator (1)
- Re-Nutriv Ultimate Diamond Sculpted Transformation Creme 1.7 oz, (1)
- Re-Nutriv Ultimate Diamond Sculpted Transformation Creme Mini 0.5 oz, (1)
- Re-Nutriv Ultra Radiance Liquid Makeup SPF 20 1 oz, (7)
- Re-Nutriv Ultimate Lift Regenerating Youth Eye Creme Rich 0.5 oz, (1)
- Re-Nutriv Ultimate Lift Regenerating Youth Creme Rich 1.7 oz, (1)
- Re-Nutriv Ultimate Lift Regenerating Youth Creme 1.7 oz, (1)
- Re-Nutriv Ultimate Lift Regenerating Youth Eye Creme 0.5 oz, (1)
- Re-Nutriv Ultimate Lift Regenerating Youth Treatment Lotion 6.7 oz, (1)
- Re-Nutriv Ultimate Lift Regenerating Youth Serum 1 oz, (1)
- Re-Nutriv Rich Foaming Cleanser 4.2 oz, (1)
- Re-Nutriv Intensive Smoothing Hand Creme 3.4 oz, (1)

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 (Acrylic Update Code #: G4AB-60 Graphics are shipping direct-to-door.)

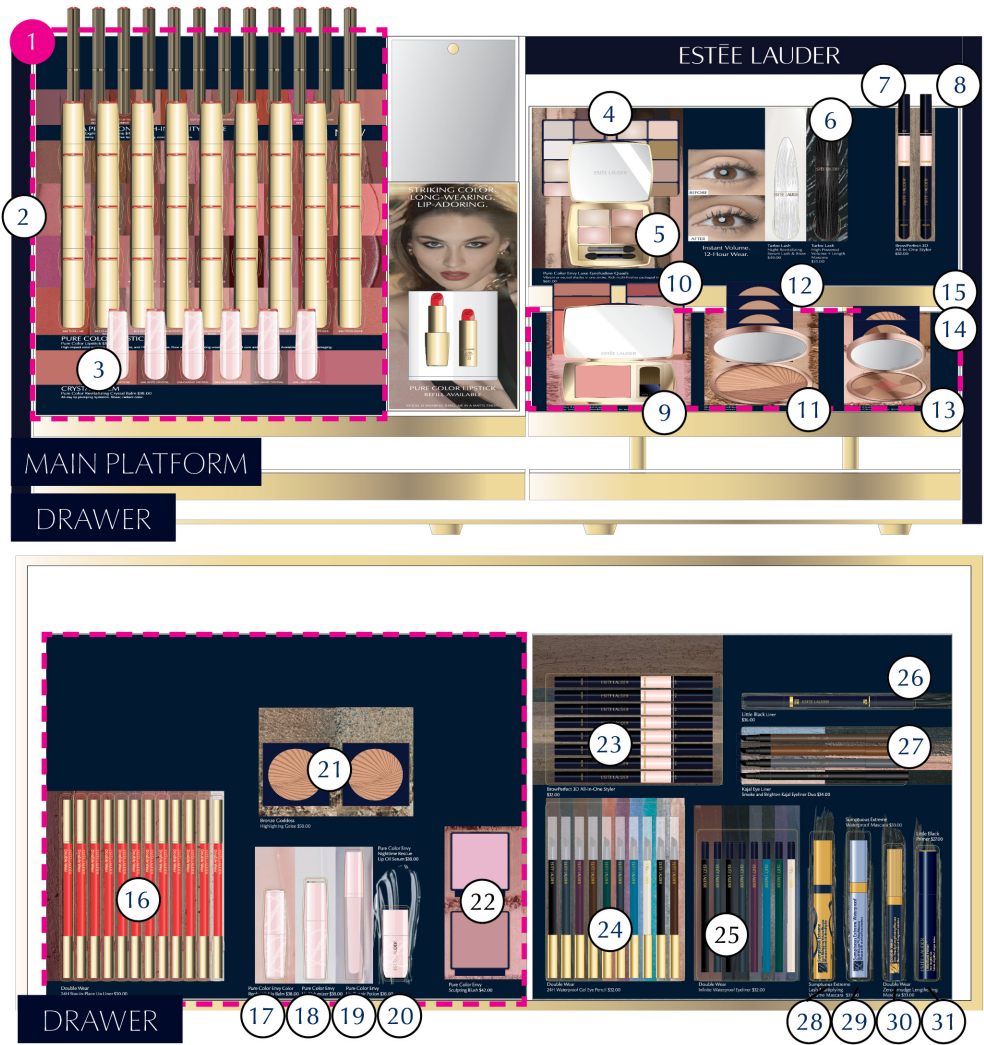
Product List

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 #: G1BM-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

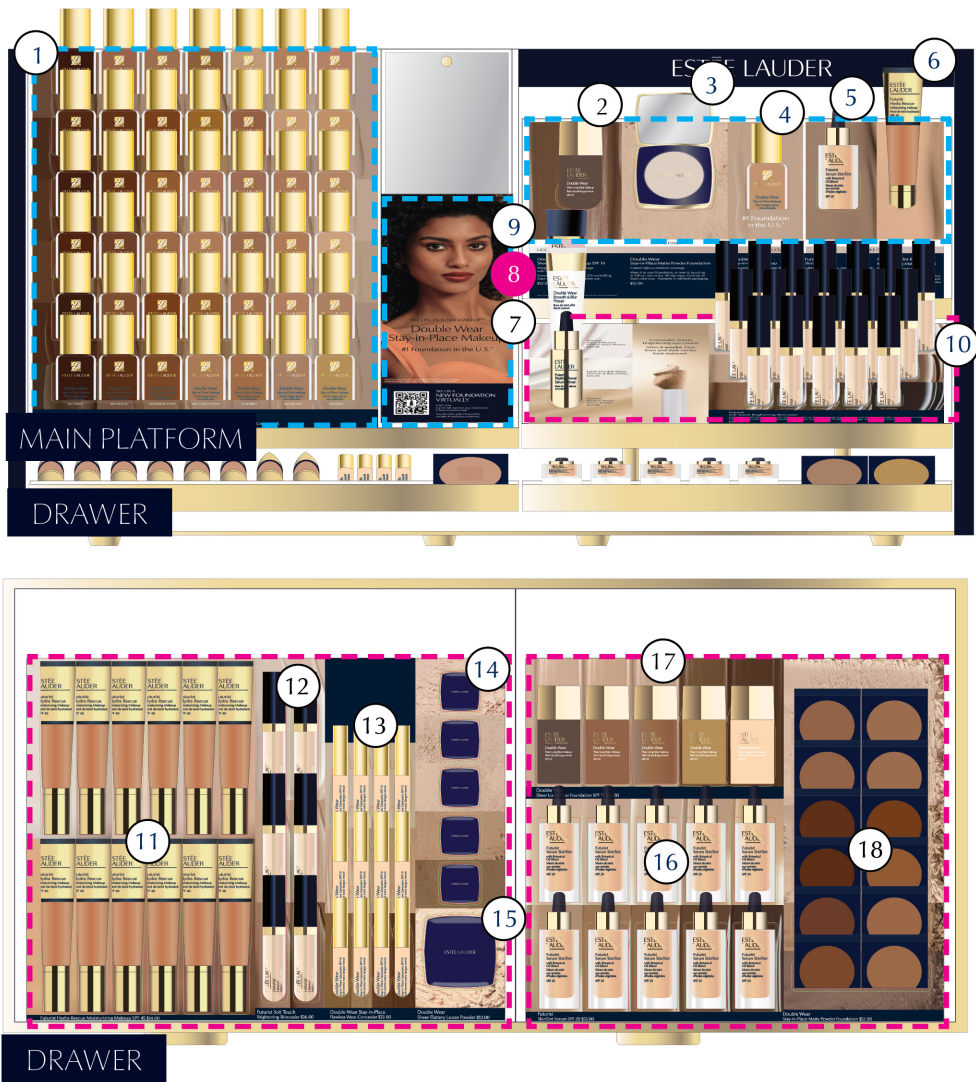
1. New Pure Color Explicit Slick Shine Lipstick (12)
2. Pure Color Lipsticks (36)
3. Pure Color Revitalizing Crystal Balms (6)
4. Pure Color Envy Luxe Eyeshadow Quads (6) (in godets)
5. Pure Color Envy Luxe Eyeshadow Quads (1) (in primary)
6. Turbo Lash Night Revitalizing Serum Lash + Brow (1)
7. Turbo 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)

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) | 12. Futurist Soft Touch Brightening Concealer (6) |
| 2. Double Wear Sheer Longwear Makeup (1) | 13. Double Wear Stay-in-Place Flawless Wear Concealer (12) |
| 3. Double Wear Matte Powder (1) | 14. Double Wear Sheer Flattery Loose Powder in Shaker Godets (5) |
| 4. Double Wear Stay-In-Place Makeup (1) | 15. Double Wear Sheer Flattery Loose Powder (1) |
| 5. Futurist SkinTint Serum (1) | 16. Futurist SkinTint Serum (10) |
| 6. Futurist Hydra Rescue Moisturizing Makeup SPF 45 (16) | 17. Double Wear Sheer Longwear Makeup (5) |
| 7. Futurist Aqua Brilliance Watery Glow Primer (1) | 18. Double Wear Stay-in-Place Matte Powder (12) |
| 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) | |

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

COLOR HYBRID UNIT V.2

January Update

HISTORY OF UPDATES	
Jul '23	Update with bottom top template and new graphics. Graphic Update Code #: G1BO-70 Acrylic Update Code #: G88H-60.
Jan '24	Update with new top template and all new graphics (Acrylic Update Code #: G49B-60) (Graphic Update Code #: G6CQ-70).



Product List

Main Platform

1. New Pure Color Explicit Slick Shine Lipstick (8)
2. Pure Color Lipstick (35)
3. Pure Color Crystal Lip Balm (6)

Drawer

4. Bronze Goddess Powder Bronzer (3) (in godets)
5. Double Wear Stay-In-Place Eye Pencil (5)
6. Double Wear 24H Stay-in-Place Lip Liner (4)
7. Little Black Liner (1)
8. Pure Color Envy Sculpting Blush (4) (in godets)
9. Pure Color Envy Luxe Eyeshadow Quads (3) (in godets)
10. Turbo Lash High Powered Volume + Length Mascara (1)
11. Sumptuous Extreme Lash Multiplying Volume Mascara (1)
12. Double Wear Zero-Smudge Lengthening Mascara (1)
13. 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	Update to add new Rose de Grasse Rouge on the "New and Best Sellers" platform.
Feb '24	Update center graphic and add new Med. Honey Tiare on the "New and Best Sellers" platform (Update Code #: G73S-70).

LUXURY FRAGRANCE

LINE TESTER UNIT

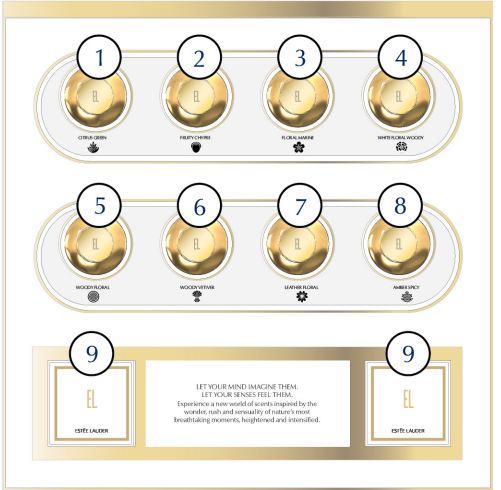
No Spring '24 Update

HISTORY OF UPDATES

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



TOP VIEW



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

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

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

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS



NIGHTTIME TESTER MAINTENANCE/ CLEANING RITUAL

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

FRAGRANCE LINE TESTER UNIT

February Update

HISTORY OF UPDATES

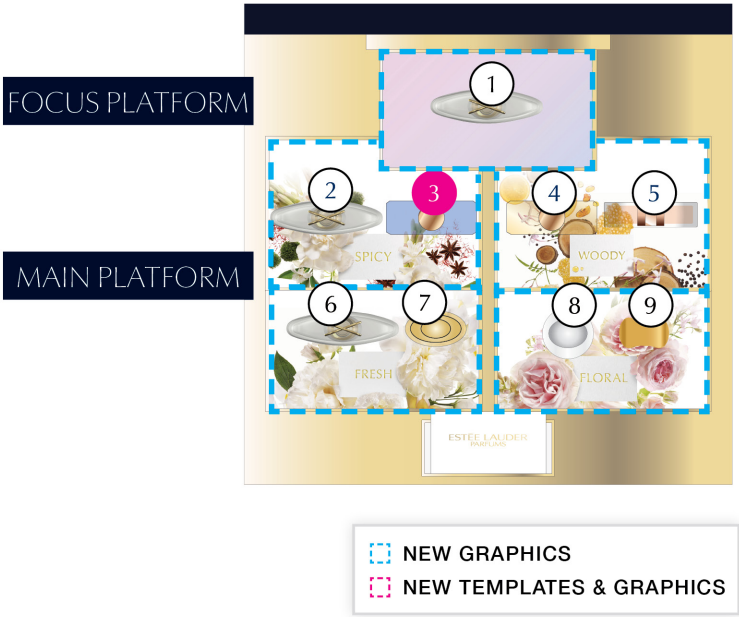
Mar '23	Update with new center top and center base graphics and feature new Magnolia L'Eau.
Aug '23	Update with new back riser graphic (TBD).
Feb '24	Update with new back riser and platform graphic (TBD).

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 #: G6BS-70).



Product List

Focus Platform

- Beautiful Magnolia Eau de Parfum, 3.4 oz

Main Platform (Preferred Line-up)

- Beautiful Magnolia Intense Eau de Parfum, 3.4 oz
- New Bronze Goddess Nuit Eau de Parfum 3.4 oz
- Bronze Goddess Eau Fraiche, 3.4 oz
- Estée Lauder Sensuous Eau de Parfum Spray, 3.4 oz
- Beautiful Magnolia L'eau Eau de Toilette, 3.4 oz
- Beautiful Eau de Parfum, 3.4 oz
- Pleasures Eau de Parfum, 3.4 oz
- 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
- Tuberose 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.

Product List

Main Platform

- New Perfectionist Pro Rapid Brightening Treatment (1.7 oz)
- New Perfectionist Pro Rapid Rapid 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)

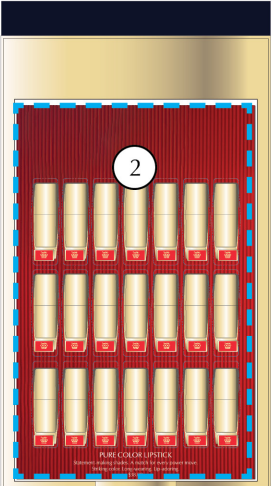
- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS

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



DRAMMING UNIT & DRAMMING PEDESTAL

No Spring '24 Update

HISTORY OF UPDATES	
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 (Dramming Unit Graphics: G56B-70 Dramming Tower Magnetic Graphics: G56D-70).

OPEN SELL/ MSNA VM UNITS



ANR DISTORTION TABLE (LARGE)

January Update

ALL NEW GRAPHICS

HISTORY OF UPDATES

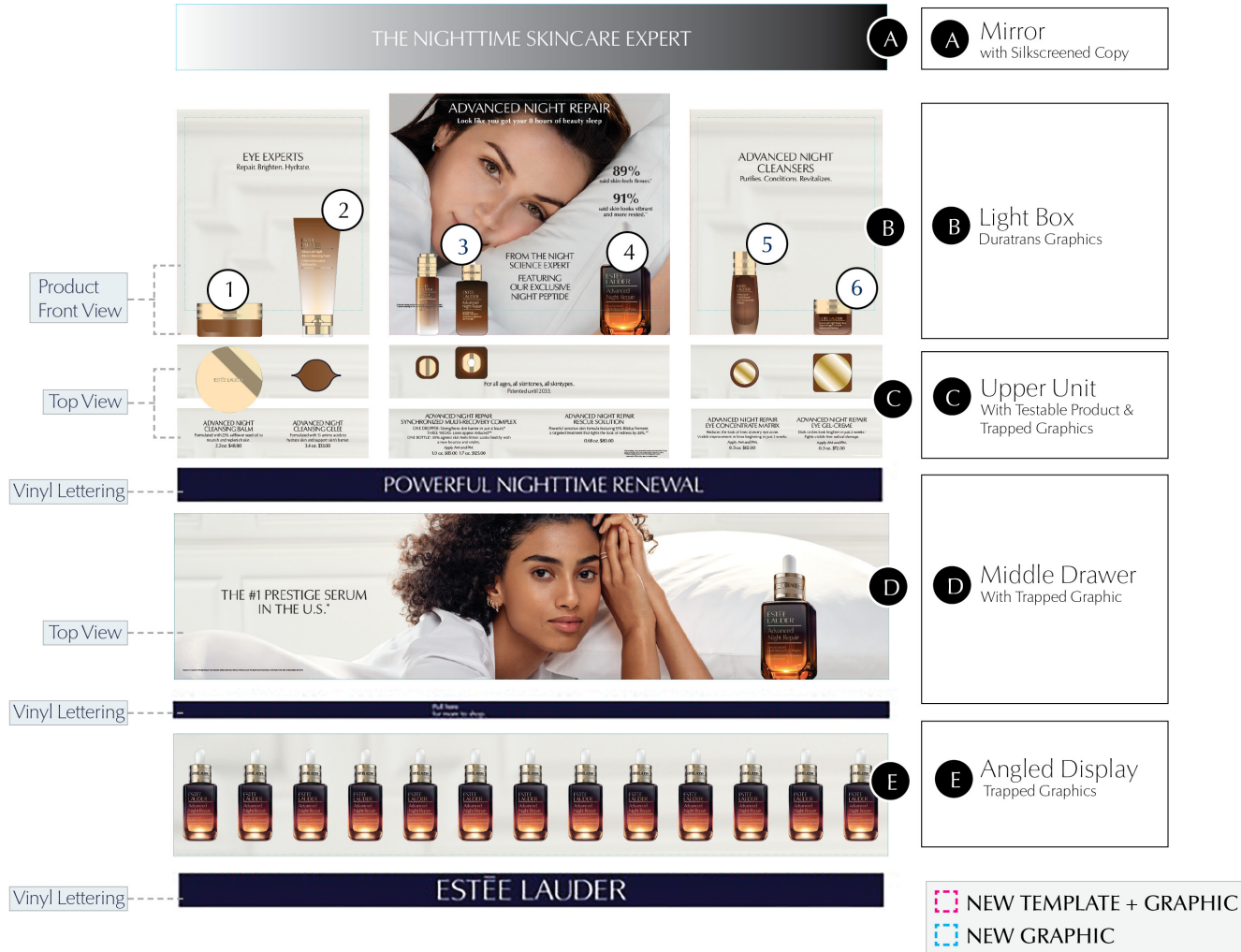
Jan '23	Update with new graphics (G6YJ-70).
Jul '23	Update with new graphics (G15D-70).
Jan '24	Update with all new graphics (G6BG-70).



ALL NEW GRAPHICS

HISTORY OF UPDATES

Jan '23	Update with new graphics (G6YL-70) Medium Half (G6YK-70).
Jul '23	Update with new graphics (G15I-70) Medium Half (G15B-70).
Jan '24	Update with all new graphics (G6BE-70) Medium Half (G6BF-70).



Product List

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

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

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

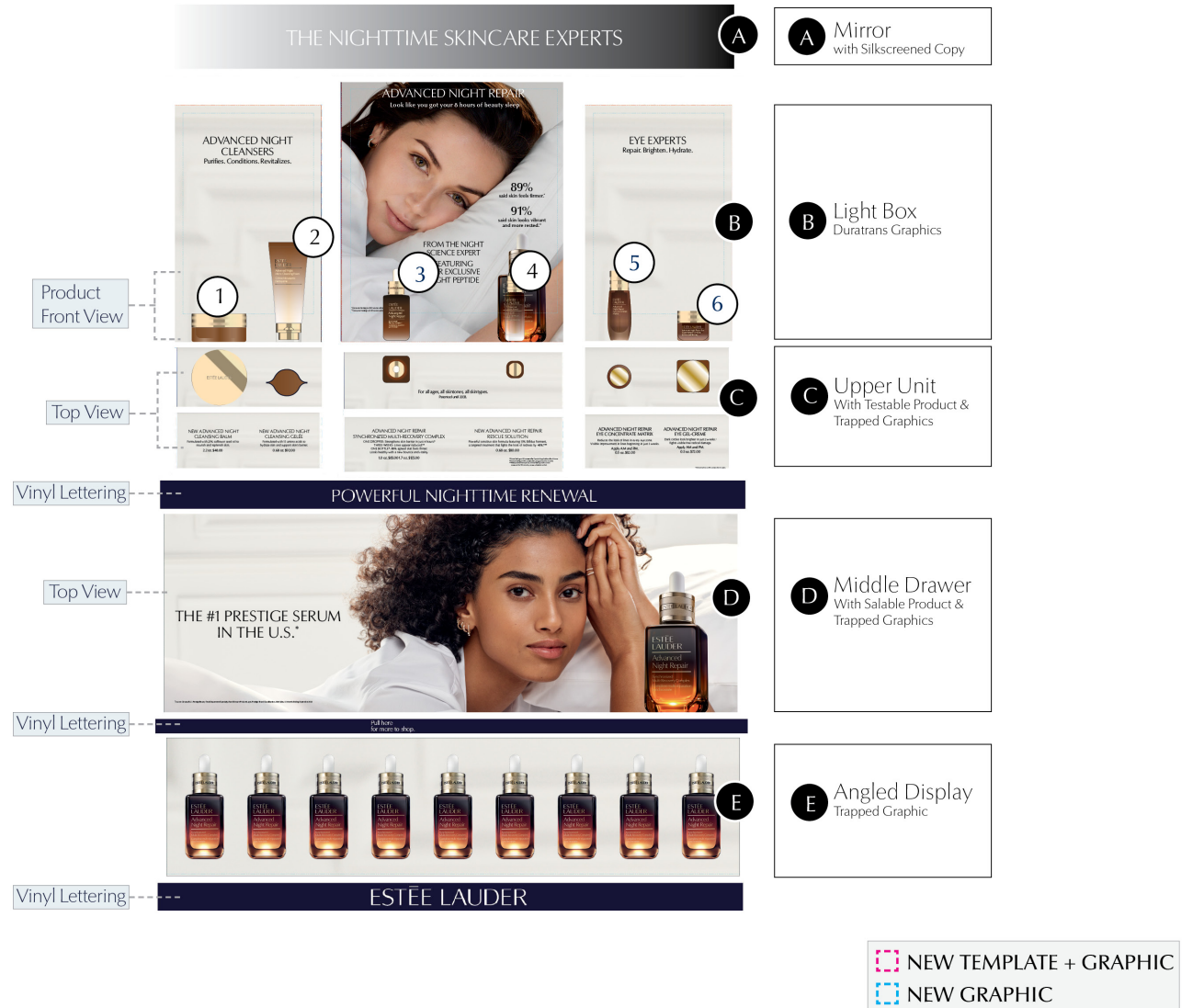


Product List

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

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

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



MOISTURIZERS
DISTORTION TABLE (LARGE)
January Update

HISTORY OF UPDATES

Jan '23	Update with new graphics (G6YG-70).
Jul '23	Update with new graphics (G14U-70).
Jan '24	Update with new graphics (G6BH-70).



Product List

Upper Unit (Testable product marked out of saleable stock)

1. DayWear 24H-Moisture Creme SPF 15, 1.7 oz (1)
2. DayWear Matte Gel Creme, 1.7 oz (1)
3. NightWear Anti-Oxidant Night Detox Creme, 1.7 oz (1)
4. DayWear Eye Cooling Gel Creme, 0.5 (1)
5. Revitalizing Supreme+ Creme, 1.7 oz. (saleable)
6. New Revitalizing Supreme+ Youth Power Creme SPF 25 1.7 oz
7. Revitalizing Supreme+ Night Creme, 1.7 oz. (saleable)
8. Revitalizing Supreme+ Eye Balm, 0.5 oz. (saleable)
9. Resilience Multi-Effect Creme SPF 15, 1.7 oz. (1)
10. Resilience Multi-Effect Night Creme SPF 15, 1.7 oz. (1)
11. Resilience Multi-Effect Eye Creme, 0.5 oz. (1)

Angled Display

12. Moisturizers (14)



MOISTURIZERS
DISTORTION TABLE (MEDIUM)
January Update

HISTORY OF UPDATES

Jul '23	Update with new graphics (Medium: G14V-70 Medium Half: G14Z-70).
Jan '24	Update with new graphics (Medium: G6BJ-70 Medium Half: G6BK-70).



Product List

Upper Unit (Testable product marked out of saleable stock)

1. DayWear 24H-Moisture Creme SPF 15, 1.7 oz (1)
2. DayWear Matte Gel Creme, 1.7 oz (1)
3. NightWear Anti-Oxidant Night Detox Creme, 1.7 oz (1)
4. DayWear Eye Cooling Gel Creme, 0.5 (1)
5. Revitalizing Supreme+ Youth Power Creme, 1.7 oz. (saleable)
6. New Revitalizing Supreme+ Youth Power Creme SPF 25 1.7 oz
7. Revitalizing Supreme+ Night Creme, 1.7 oz. (saleable)
8. Revitalizing Supreme+ Eye Balm, 0.5 oz. (saleable)
9. Resilience Multi-Effect Creme SPF 15, 1.7 oz. (1)
10. Resilience Multi-Effect Night Creme SPF 15, 1.7 oz. (1)
11. Resilience Multi-Effect Eye Creme, 0.5 oz. (1)

Angled Display

12. Moisturizers (10)

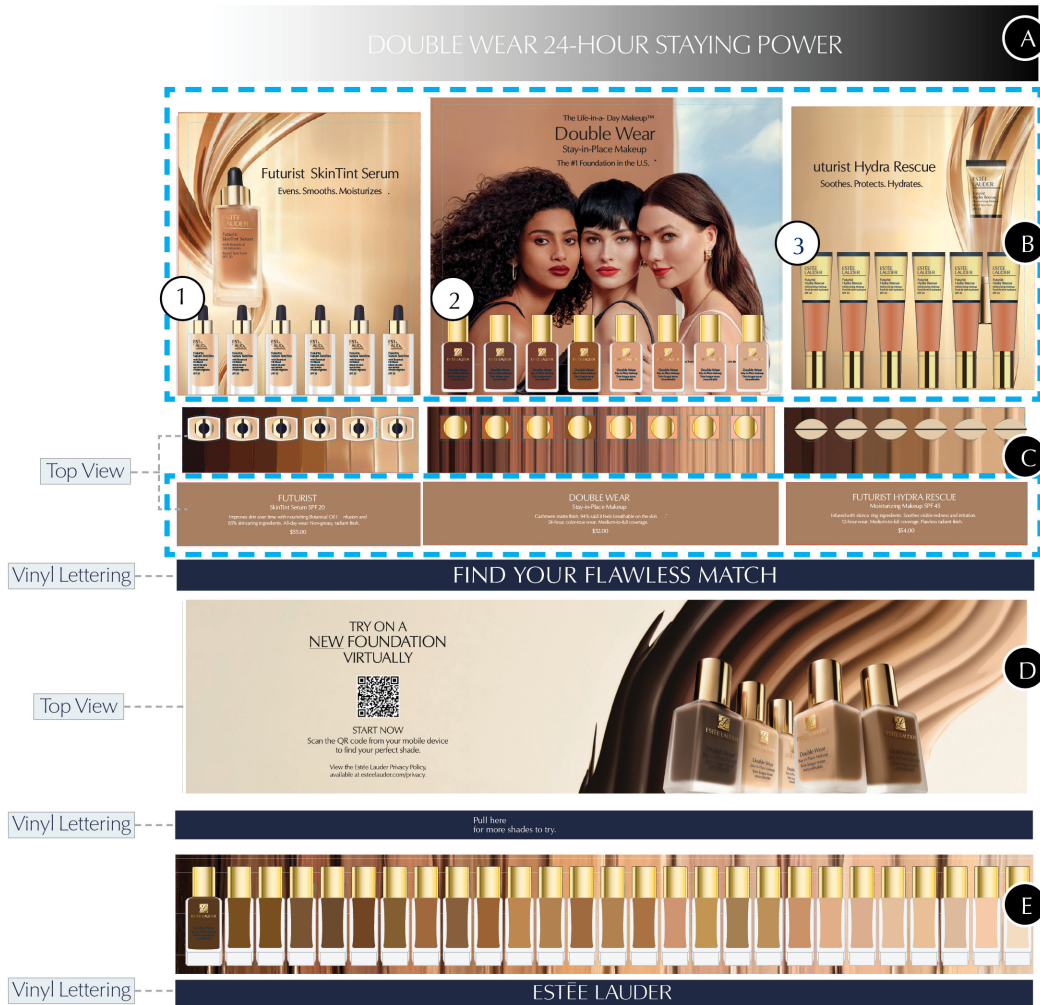
GRAPHICS BELOW ARE FOR MEDIUM HALF TABLES



DOUBLE WEAR DISTORTION TABLE (LARGE)

January Update

HISTORY OF UPDATES	
Jan '23	Update with new graphics (TBD).
Oct '23	Update with new graphics (G889-60).
Jan '24	Update with new graphics (G6SA-70).



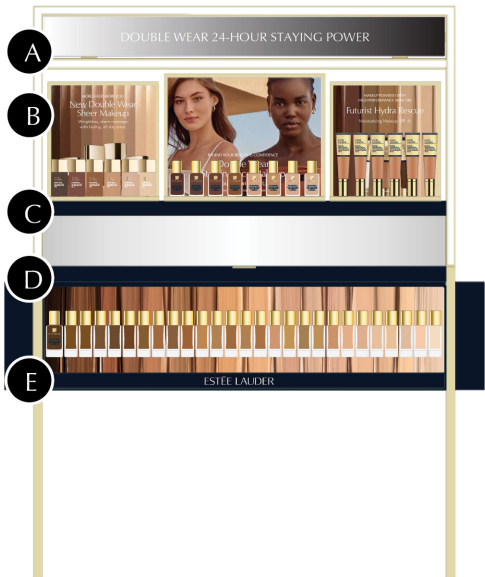
- A Mirror with Silkscreened Copy
- B Light Box Duratrans Graphics
- C Upper Unit With Testable Product & Trapped Graphics
- D Middle Drawer Trapped Graphics
- E Angled Display Trapped Graphics

NEW TEMPLATE + GRAPHIC
NEW GRAPHIC

Product List (Testable product marked out of saleable stock)

Upper Unit

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



DOUBLE WEAR DISTORTION TABLE (MEDIUM)

January Update

HISTORY OF UPDATES	
Jan '23	Update with new graphics (TBD).
Oct '23	Update with new graphics (Medium: G88A-60 Medium Half: G88C-60).
Jan '24	Update with new graphics (Medium: G6SB-70 Medium Half: G6SC-70).



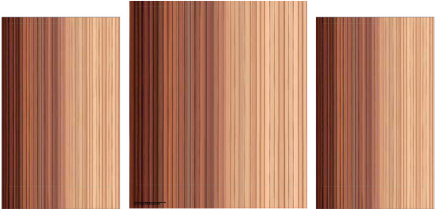
- A Mirror with Silkscreened Copy
- B Light Box Duratrans Graphics
- C Upper Unit With Testable Product & Trapped Graphics
- D Middle Drawer Trapped Graphics
- E Angled Display with Product & Trapped Graphic

Product List (Testable product marked out of saleable stock)

Upper Unit

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

GRAPHICS BELOW ARE FOR MEDIUM HALF TABLES

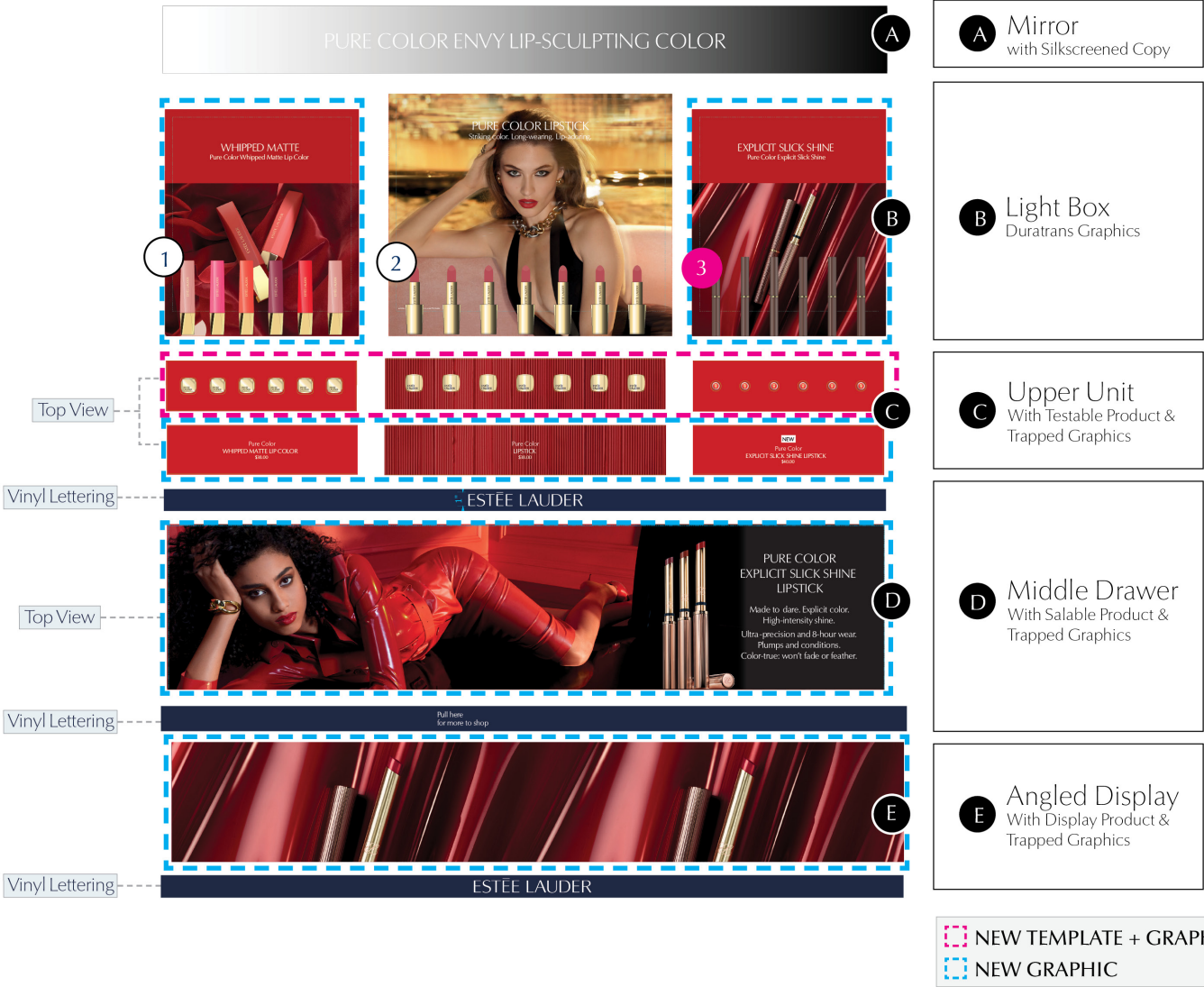


NEW TEMPLATE + GRAPHIC
NEW GRAPHIC

LIP DISTORTION TABLE (LARGE)

February Update

HISTORY OF UPDATES	
Aug '23	Update with new graphics (G88M-60).
Feb '24	Update with new graphics and templates (Acrylic Update Code #: G6SH-60) (Graphic Update Code #: G6S7-70).



LIP DISTORTION TABLE (MEDIUM)

February Update

HISTORY OF UPDATES	
Aug '23	Update with new graphics (Medium: G88N-60 Medium Half: G88P-60).
Feb '24	Update with new graphics and templates (Med Acrylic Update Code #: G6SJ-60) (Med Graphic Update Code #: G6S8-70 Med Half Acrylic Update Code #: G6SK-60) (Med Half Graphic Update Code #: G6S9-70).



GRAPHICS BELOW ARE FOR MEDIUM HALF TABLES



NEW TEMPLATE + GRAPHIC
NEW GRAPHIC

ADVANCED NIGHT REPAIR
Skincare Lit Angled Unit
January Update

HISTORY OF UPDATES

Jul '23	Update with new graphics (G14S-70).
Jan '24	Update with new graphics (G6BP-70).

NEW TEMPLATE
NEW GRAPHIC



UNIT BASE

Product List

Advanced Night Repair Unit

1. Advanced Night Repair Eye Gel-Creme, 0.5 oz (I)
2. Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery Complex, 0.5 (I)
3. Advanced Night Repair Synchronized Multi-Recovery Complex, 1.7 oz (I)
4. Advanced Night Repair Rescue Solution with Bifidus Fermet, 0.68 oz (I)

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

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



NIGHTTIME TESTER MAINTENANCE/
CLEANING RITUAL

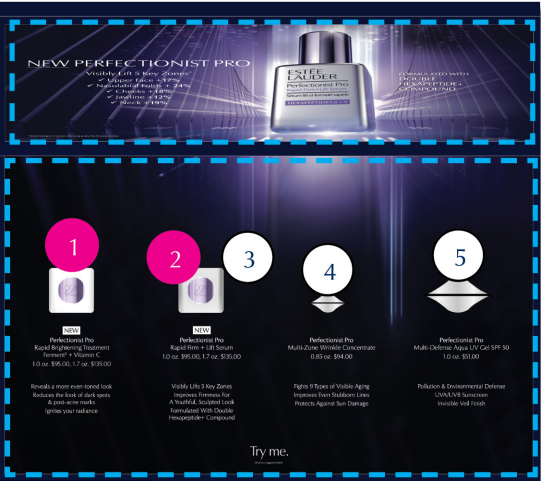
To clean, use a soft dry cloth.
Never use sprays of any kind to
clean unit.

PERFECTIONIST PRO
Skincare Lit Angled Unit
January Update

HISTORY OF UPDATES

Jul '23	Update with new graphics (G14S-70).
Jan '24	Update with new graphics (G6BP-70).

NEW TEMPLATE
NEW GRAPHIC



UNIT BASE

Product List

Perfectionist Pro Unit

1. New Perfectionist Pro Rapid Brightening Treatment (1.7 oz)
2. New Perfectionist Pro Rapid Rapid Firm + Lift Serum (1.7 oz)
3. Perfectionist Pro Rapid Firm + Lift Treatment, 1.7 oz(I)
4. Perfectionist Pro Multi-Zone Wrinkle Concentrate (0.85 oz) (I)
5. Perfectionist Pro Multi-Defense Aqua UV Gel SPF 50, 1.0 oz (I)

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

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



NIGHTTIME TESTER MAINTENANCE/
CLEANING RITUAL

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

SUPREME+ MOISTURIZER
Skincare Lit Angled Unit
January Update

HISTORY OF UPDATES

Jul '23	Update with new graphics (G14S-70).
Jan '24	Update with new graphics (G6BP-70).



UNIT BASE

Product List

Supreme+ Moisturizer

1. Revitalizing Supreme+ Youth Power Creme (1.7 oz)
2. **New Revitalizing Supreme+ Youth Power Creme SPF 25 (1.7 oz)**
3. Revitalizing Supreme+ Night Intensive Restorative Creme (1.7 oz)
4. Revitalizing Supreme+ Power Soft Milky Lotion (3.4 oz)
5. Revitalizing Supreme+ Youth Power Eye Balm (0.5 oz)

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

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



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

DAYWEAR AND
RESILIENCE MOISTURIZER
Skincare Lit Angled Unit
January Update

HISTORY OF UPDATES

Jul '23	Update with new graphics (G14S-70).
Jan '24	Update with new graphics (G6BP-70).



UNIT BASE

Product List

Daywear and Resilience Moisturizer

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

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

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



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

MICRO-ESSENCE
Skincare Lit Angled Unit
January Update

HISTORY OF UPDATES

Jul '23	Update with new graphics (G14S-70).
Jan '24	Update with new graphics (G6BP-70).

NEW TEMPLATE
NEW GRAPHIC



UNIT BASE

Product List

Micro-Essence

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

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

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



NIGHTTIME TESTER MAINTENANCE/
CLEANING RITUAL

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

FUTURIST
Looks Unit
January Update

HISTORY OF UPDATES

Nov '22	Update with new graphics.
Jul '23	Update with new graphics.
Jan '24	Update with new graphics (Acrylic and Graphic Update Code #: G68S-60).

NEW TEMPLATE
NEW GRAPHIC



TOP VIEW



Product List

Foundation Unit

1. Futurist Peptide-Power Serum Primer (1)
2. Futurist SkinTint Serum (1)
3. New Double Wear Smooth and Blur Primer (1)
4. Double Wear Stay-In-Place Makeup (1)
5. Futurist Aqua Brilliance Watery Glow Primer (1)
6. Futurist Hydra Rescue Moisturizing Makeup SPF 45 (1)

COUNTERS AT A GLANCE

SKINCARE

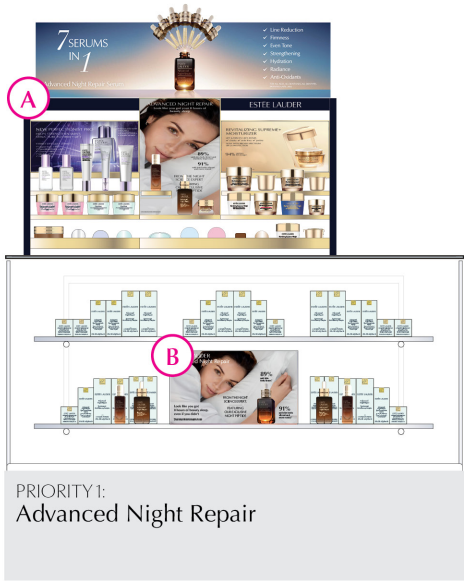
JANUARY

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

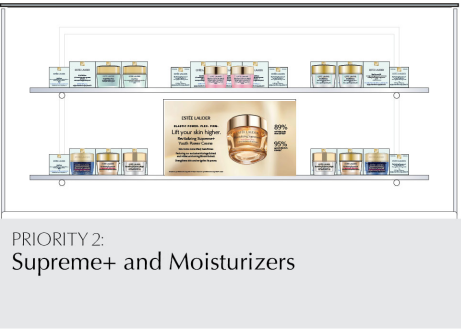
NEW IN JANUARY:

- A** Skincare Line Tester Unit Update
- B** Advanced Night Repair Rescue Soluton In-Case Prop Graphic
- C** Skincare Trending Now Tester Unit Update
- D** Perfectionist Pro In-Case Prop Graphic
- E** Re-Nutriv Line Tester Unit Update

SKINCARE
4 CASE SCENARIO



PRIORITY 1:
Advanced Night Repair



PRIORITY 2:
Supreme+ and Moisturizers

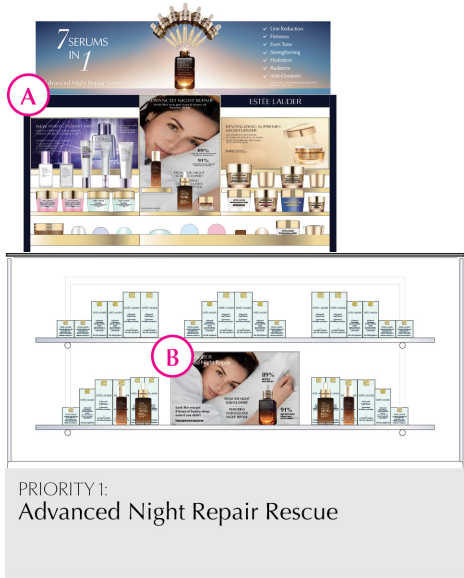


PRIORITY 3:
New Perfectionist Pro

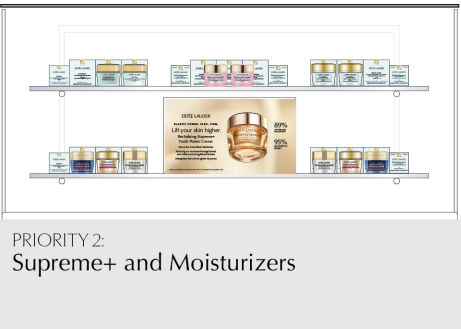


PRIORITY 4:
Cleansers + Serums

SKINCARE
3 CASE SCENARIO



PRIORITY 1:
Advanced Night Repair Rescue

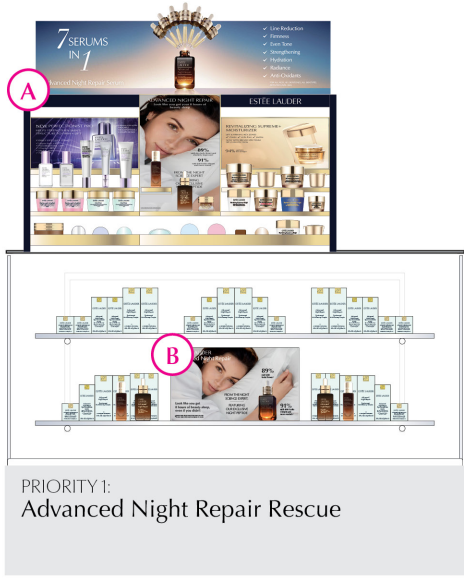


PRIORITY 2:
Supreme+ and Moisturizers

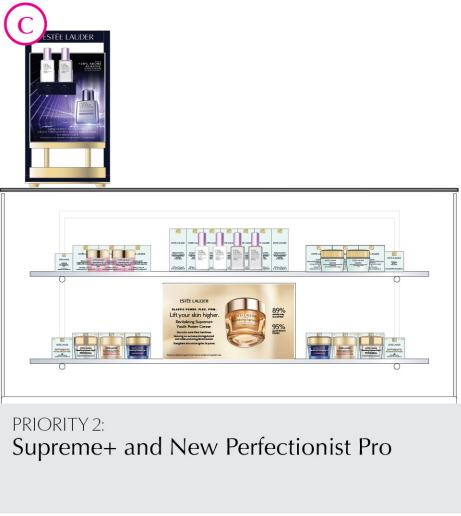


PRIORITY 3:
New Perfectionist Pro

SKINCARE
2 CASE SCENARIO

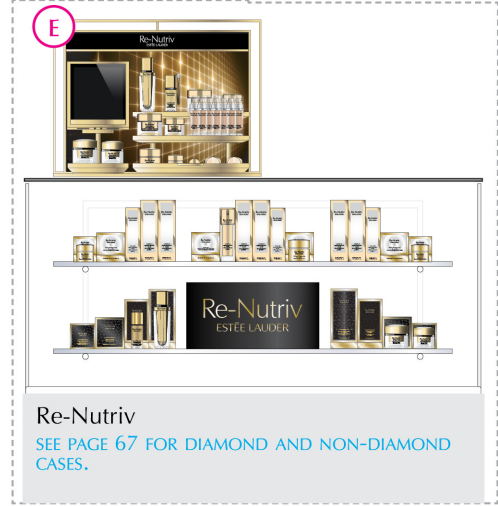


PRIORITY 1:
Advanced Night Repair Rescue



PRIORITY 2:
Supreme+ and New Perfectionist Pro

LIMITED DISTRIBUTION DOORS



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

MAKEUP

JANUARY

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

NEW IN JANUARY:

- A Foundation Line Tester Unit Update
- B Double Wear Re-Promote In-Case Graphic
- C Futurist Skintint Re-Promote In-Case Graphic
- D Color Line Tester Unit Update

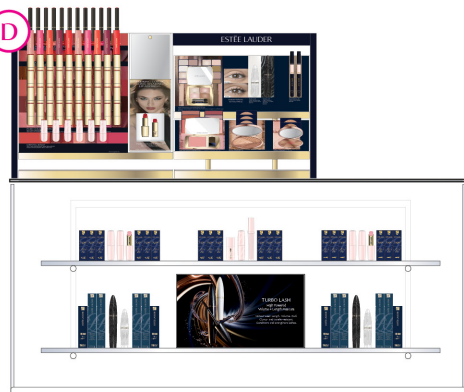
MAKEUP
4 CASE SCENARIO



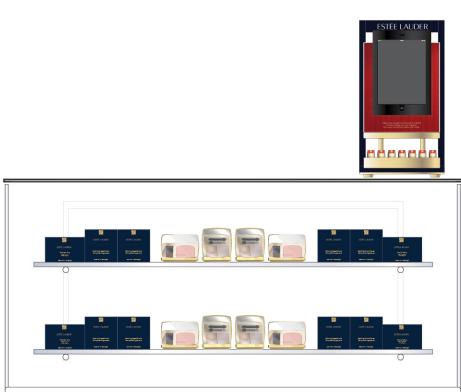
PRIORITY 1:
Double Wear Stay-In-Place Foundation



PRIORITY 2:
Futurist Skintint + Futurist Aqua
Brilliance Primer + Futurist Makeup



PRIORITY 3:
Pure Color Lip Care + Turbo Lash



PRIORITY 4:
Pure Color Envy Eyeshadow + Blush

MAKEUP
3 CASE SCENARIO



PRIORITY 1:
Double Wear Stay-In-Place Foundation



PRIORITY 2:
Futurist Aqua Brilliance Primer + Futurist
Makeup

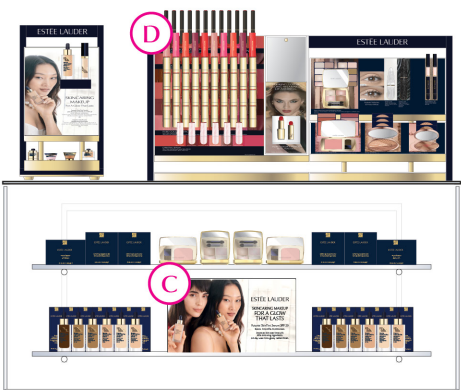


PRIORITY 3:
Pure Color Eye + Blush + Turbo Lash

MAKEUP
2 CASE SCENARIO



PRIORITY 1:
Double Wear Stay-In-Place Foundation



PRIORITY 2:
Pure Color Eye + Blush + Futurist Skintint

FRAGRANCE

JANUARY

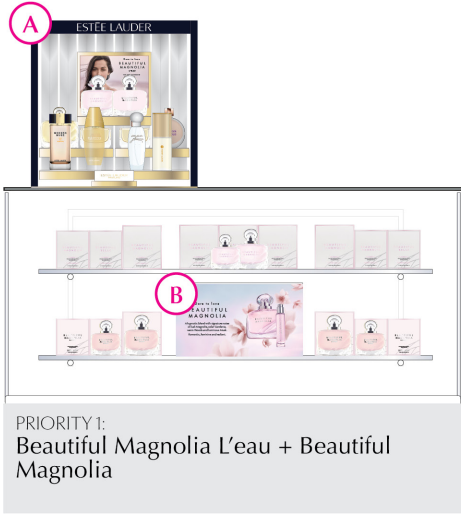
Based on the number of Fragrance cases you will have on JANUARY, choose one of these scenarios.

NEW IN JANUARY:

- A Fragrance Line Tester Unit Update
- B Magnolia Re-Promote In-Case Graphic

FRAGRANCE

4 CASE SCENARIO



PRIORITY 1:
Beautiful Magnolia L'eau + Beautiful
Magnolia

PRIORITY 2:
Beautiful

PRIORITY 3:
Pleasures

PRIORITY 4:
Mixed Fragrance: Bronze Goddess +
Modern Muse + Belle

FRAGRANCE

3 CASE SCENARIO



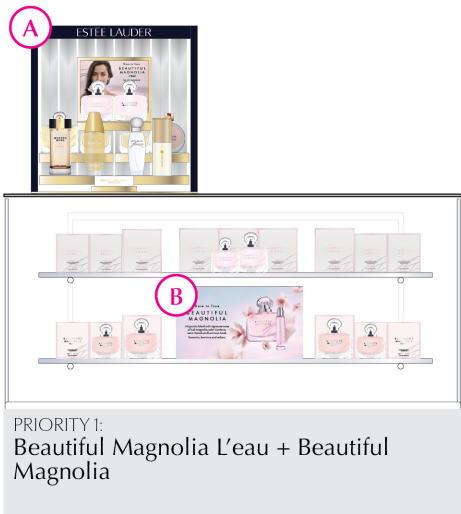
PRIORITY 1:
Beautiful Magnolia L'eau + Beautiful
Magnolia

PRIORITY 2:
Beautiful Belle

PRIORITY 3:
Mixed Fragrance: Bronze Goddess +
Modern Muse + Belle

FRAGRANCE

2 CASE SCENARIO



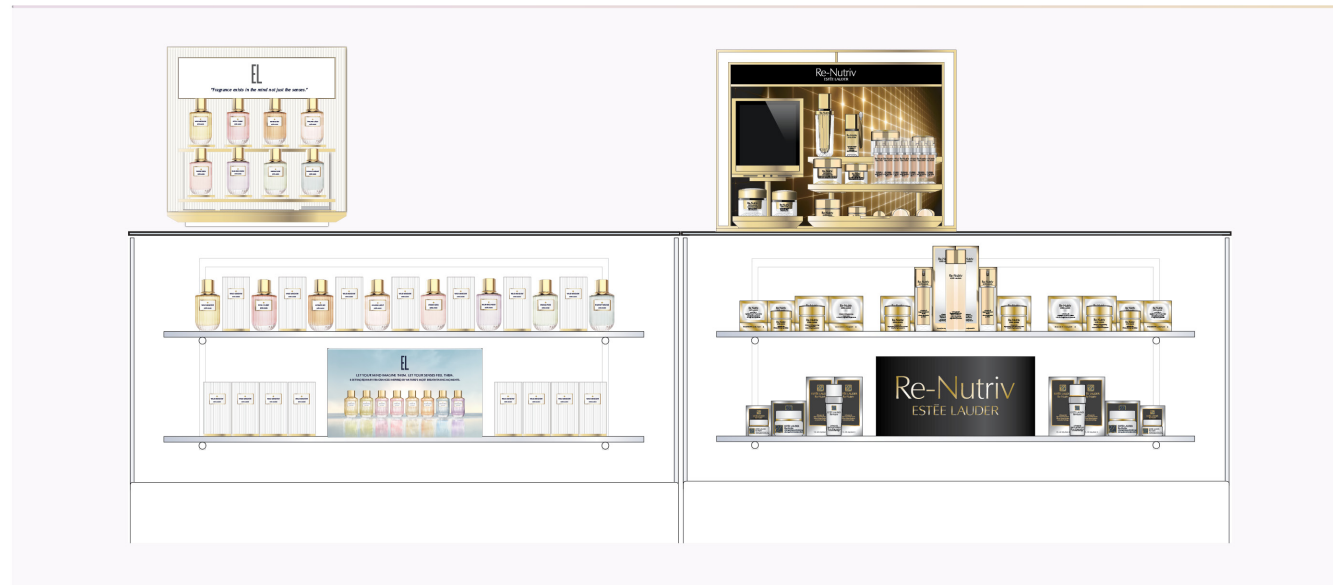
PRIORITY 1:
Beautiful Magnolia L'eau + Beautiful
Magnolia

PRIORITY 2:
Mixed Fragrance: Bronze Goddess +
Beautiful + Pleasures + Belle

LUXURY FRAGRANCE COLLECTION

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

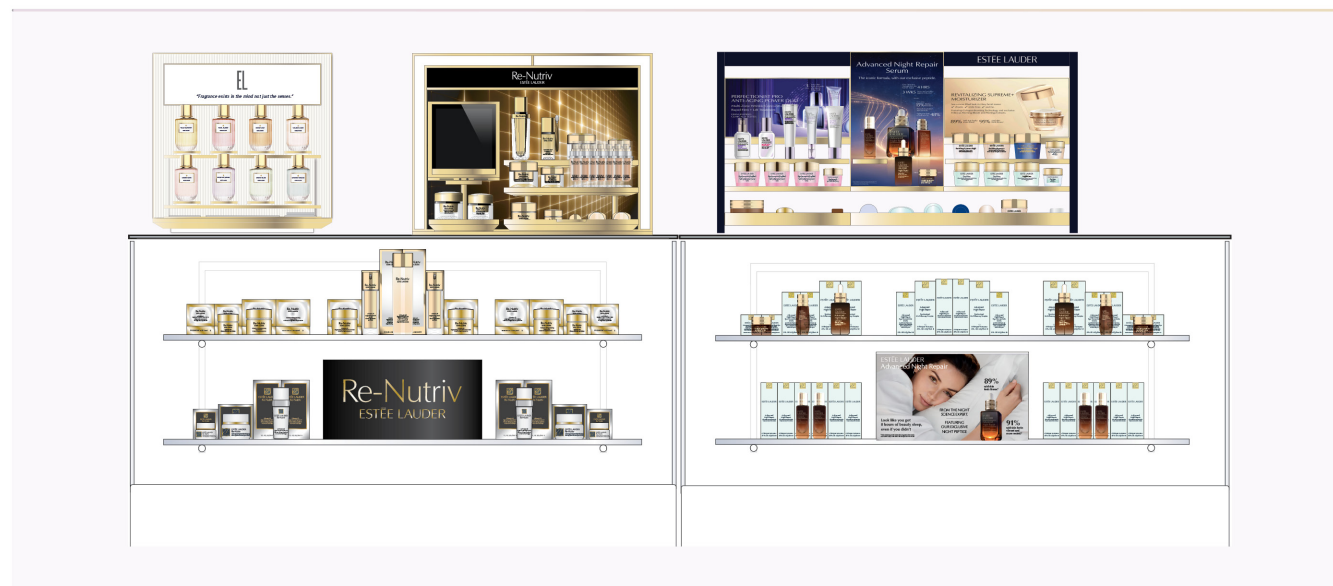
5 OR MORE CASE SCENARIO



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

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

4 OR LESS CASE SCENARIO



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

LUXURY FRAGRANCE COLLECTION

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

5 OR MORE CASE SCENARIO

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

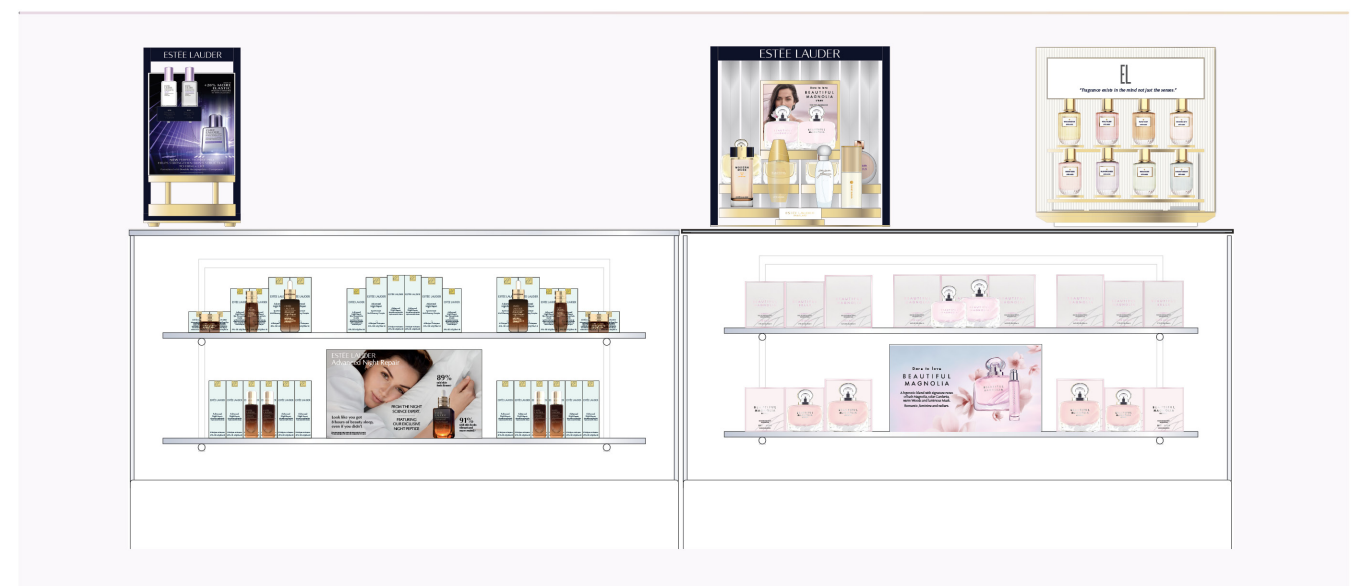


Stores without Re-Nutriv can merchandise Luxury Fragrances in a designated case next to Estée Lauder Fragrances (or Make-up if your counter does not have an Estée Lauder Fragrance case).

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

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

4 OR LESS CASE SCENARIO

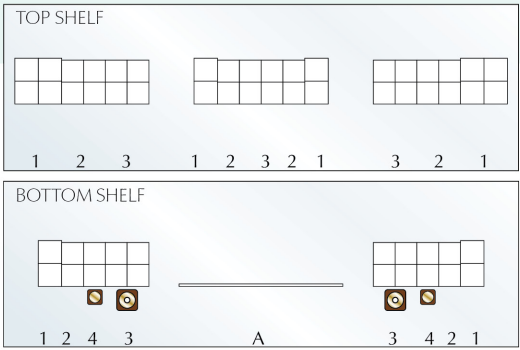


If you do not have enough cases to have a designated Luxury Fragrance case, place Luxury Fragrance Unit on top of an Estée Lauder Fragrance case.

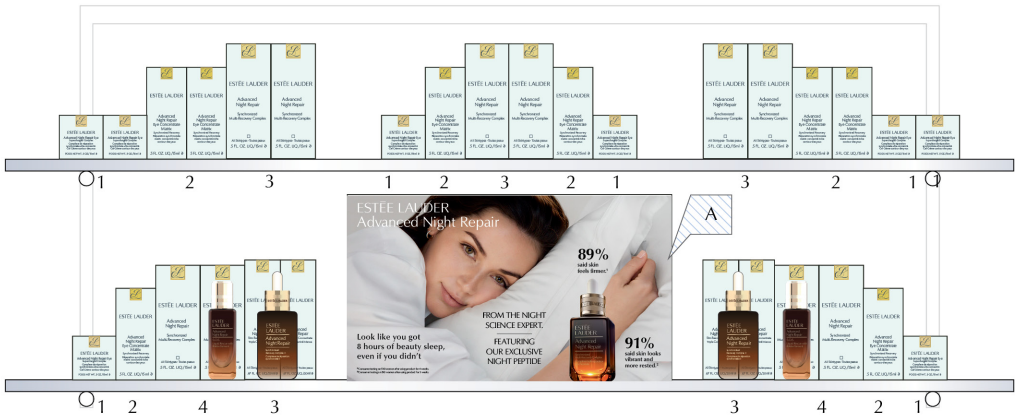
CASE DETAIL SKINCARE

Advanced Night Repair

- 1. Advanced Night Repair Eye Supercharged Complex 0.5oz
- 2. Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery Complex 0.5oz
- 3. Advanced Night Repair Synchronized Multi-Recovery Complex 1.7oz
- 4. Advanced Night Repair Rescue Solution with Bifidus Ferment (0.68 oz)
- A. New Advanced Night Repair Graphic (code #: G69D-70)

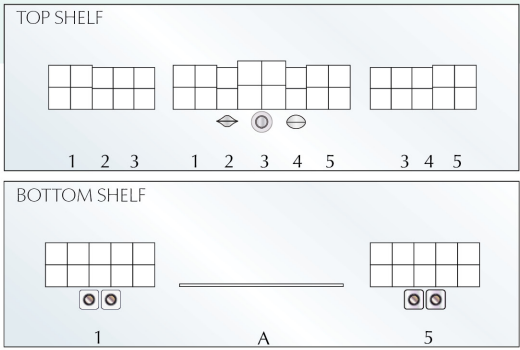


Overhead View
*Amount of stock in case is dependent on stock levels at your store.



Perfectionist Pro

- 1. New Perfectionist Pro Rapid Brightening Treatment 1.7oz
- 2. Perfectionist Pro Retinol Treatment 1.0oz
- 3. Perfectionist Pro Instant Resurfacing Peel
- 4. Perfectionist Pro Multi Defense UV Gel 1.7 oz
- 5. New Perfectionist Pro Rapid Rapid Firm + Lift Serum 1.7 oz
- A. New Perfectionist Pro Graphic (code #: G6DB-70)

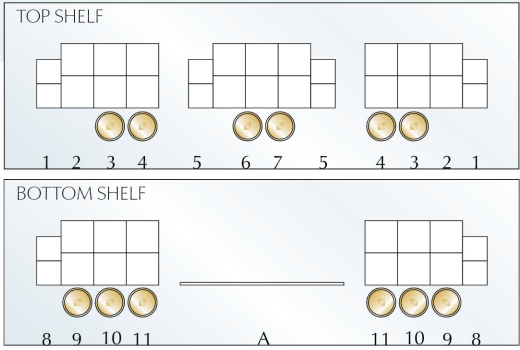


Overhead View
*Amount of stock in case is dependent on stock levels at your store.

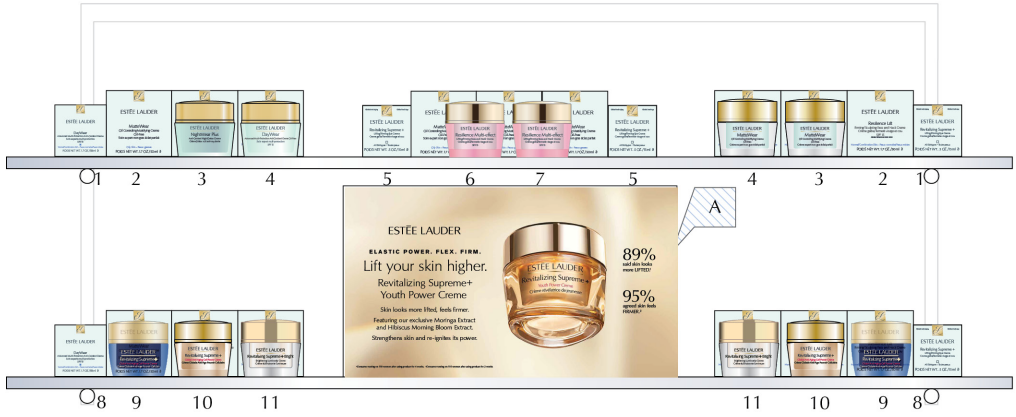


Moisturizers

- 1. DayWear Eye Cooling Anti-Oxidant Moisture GelCreme 0.5oz
- 2. NightWear Plus Anti-Oxidant Night Detox Creme 1.7oz
- 3. DayWear Matte Oil-Control Anti-Oxidant Moisture Gel Creme 1.7 oz
- 4. DayWear Multi-Protection Anti-Oxidant 24H-Moisture Creme SPF 15 1.7oz
- 5. Resilience Multi-Effect Tri-Peptide Eye Creme 0.5 oz
- 6. Resilience Multi-Effect Tri-Peptide Face and Neck Creme SPF 15 1.7 oz
- 7. Resilience Multi-Effect Night Tri-Peptide Face and Neck Creme 1.7 oz
- 8. Revitalizing Supreme+ Youth Power Eye Balm 0.5oz
- 9. Revitalizing Supreme+ Night Intensive Restorative Creme 1.7oz
- 10. New Revitalizing Supreme+ Youth Power Creme 1.7oz
- 11. Revitalizing Supreme+ Bright Power Soft Creme (1.7 oz)
- A. Supreme+ In-Case Prop GRAPHIC (code #: G1Q6-70)

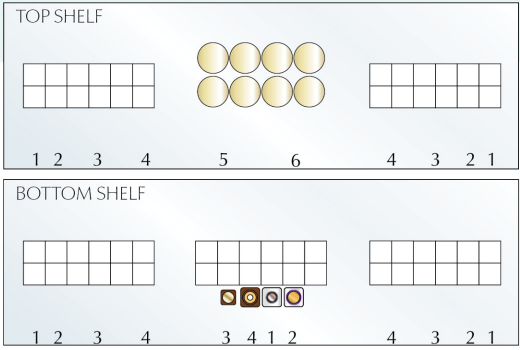


Overhead View
*Amount of stock in case is dependent on stock levels at your store.



Cleansers + Serums

- 1. New Perfectionist Pro Rapid Brightening Treatment 1.7oz
- 2. New Perfectionist Pro Rapid Rapid Firm + Lift Serum 1.7 oz
- 3. Advanced Night Repair Rescue Solution with Bifidus Ferment (0.68 oz)
- 4. Advanced Night Repair Synchronized Recovery Complex II 1.7oz
- 5. Soft Clean Infusion 13.5 oz
- 6. Perfectly Clean Infusion 13.5 oz



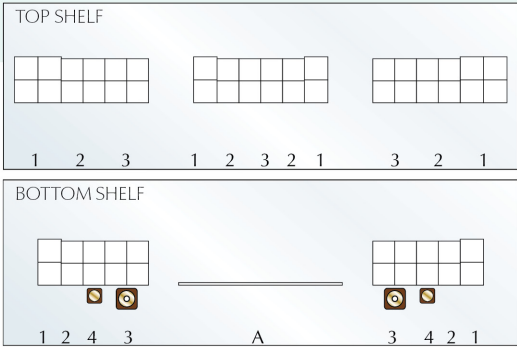
Overhead View
*Amount of stock in case is dependent on stock levels at your store.



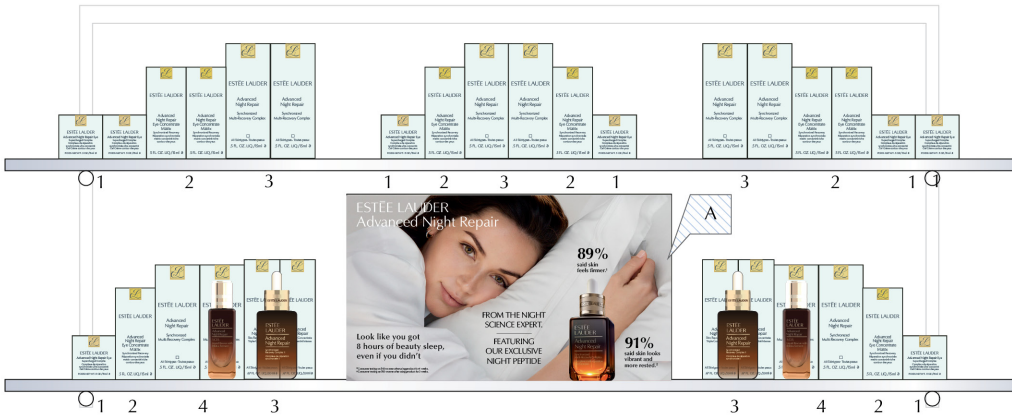
3-CASE SCENARIO

Advanced Night Repair

- 1. Advanced Night Repair Eye Supercharged Complex 0.5oz
- 2. Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery Complex 0.5oz
- 3. Advanced Night Repair Synchronized Multi-Recovery Complex 1.7oz
- 4. Advanced Night Repair Rescue Solution with Bifidus Ferment (0.68 oz)
- A. New Advanced Night Repair Graphic (code #: G69D-70)

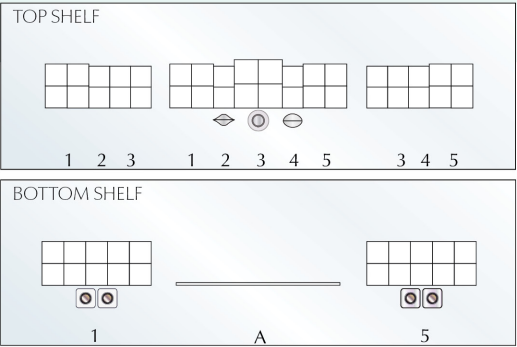


Overhead View
*Amount of stock in case is dependent on stock levels at your store.



Perfectionist Pro

- 1. New Perfectionist Pro Rapid Brightening Treatment 1.7oz
- 2. Perfectionist Pro Retinol Treatment 1.0oz
- 3. Perfectionist Pro Instant Resurfacing Peel
- 4. Perfectionist Pro Multi Defense UV Gel 1.7 oz
- 5. New Perfectionist Pro Rapid Rapid Firm + Lift Serum 1.7 oz
- A. New Perfectionist Pro Graphic (code #: G6DB-70)

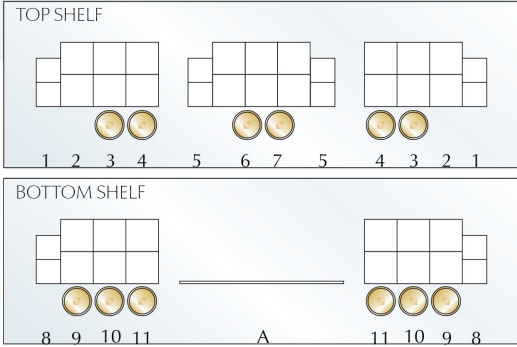


Overhead View
*Amount of stock in case is dependent on stock levels at your store.

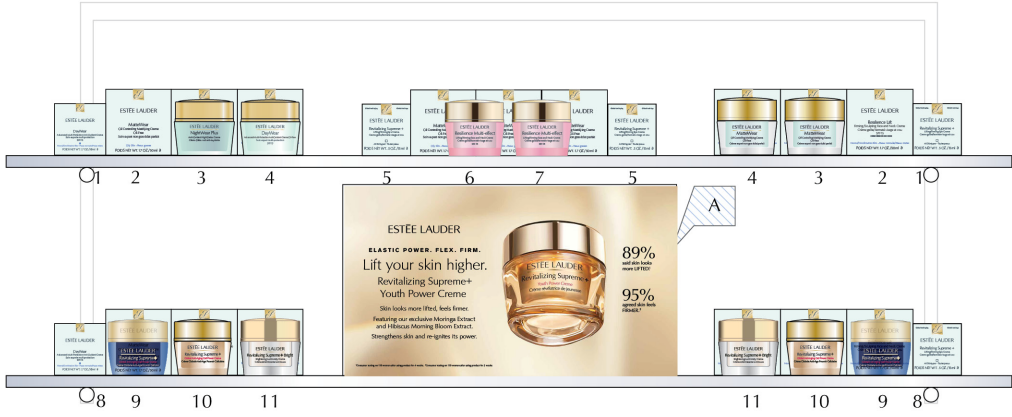


Moisturizers

- 1. DayWear Eye Cooling Anti-Oxidant Moisture GelCreme 0.5oz
- 2. NightWear Plus Anti-Oxidant Night Detox Creme 1.7oz
- 3. DayWear Matte Oil-Control Anti-Oxidant Moisture Gel Creme 1.7 oz
- 4. DayWear Multi-Protection Anti-Oxidant 24H-Moisture Creme SPF 15 1.7oz
- 5. Resilience Multi-Effect Tri-Peptide Eye Creme 0.5 oz
- 6. Resilience Multi-Effect Tri-Peptide Face and Neck Creme SPF 15 1.7 oz
- 7. Resilience Multi-Effect Night Tri-Peptide Face and
- 8. Neck Creme 1.7 oz
- 9. Revitalizing Supreme+ Youth Power Eye Balm 0.5oz
- 10. Revitalizing Supreme+ Night Intensive Restorative Creme 1.7oz
- 11. Revitalizing Supreme+ Bright Power Soft Creme (1.7 oz)
- A. Supreme+ In-Case Prop GRAPHIC (code #: G1Q6-70)

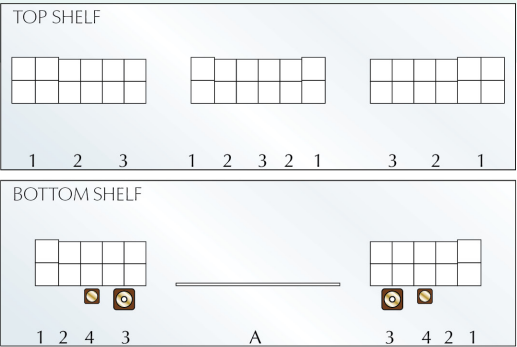


Overhead View
*Amount of stock in case is dependent on stock levels at your store.

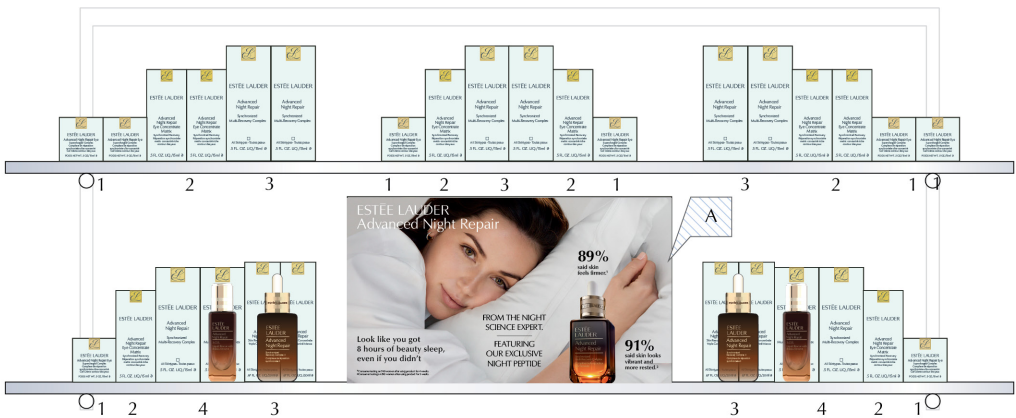


Advanced Night Repair

- 1. Advanced Night Repair Eye Supercharged Complex 0.5oz
- 2. Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery Complex 0.5oz
- 3. Advanced Night Repair Synchronized Multi-Recovery Complex 1.7oz
- 4. Advanced Night Repair Rescue Solution with Bifidus Ferment (0.68 oz)
- A. New Advanced Night Repair Graphic (code #: G69D-70)

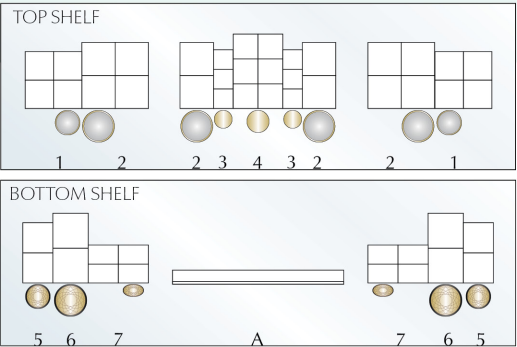


Overhead View
*Amount of stock in case is dependent on stock levels at your store.



Re-Nutriv (Diamond Doors)

- 1. Re-Nutriv Ultimate Lift Regenerating Youth Eye Crème Rich 0.5 oz
- 2. Re-Nutriv Ultimate Lift Regenerating Youth Moisturizer Creme 1.7oz
- 3. Re-Nutriv Ultimate Lift Regenerating Youth Serum 1.0 oz
- 4. Re-Nutriv Ultimate Lift Regenerating Youth Emulsion Moisturizer
- 5. New Re-Nutriv Face Entry Serum (1)
- 6. New Re-Nutriv Ultimate Diamond Brilliance Creme 1.0 oz
- 7. Re-Nutrivultimate Diamond Transformative Eye Serum 0. 5oz
- 8. Re-Nutriv Ultimate Diamond Transformative Brilliance Serum 1.0 oz
- A. Re-Nutriv Logo In-Case Prop (code #: RN7H-70)

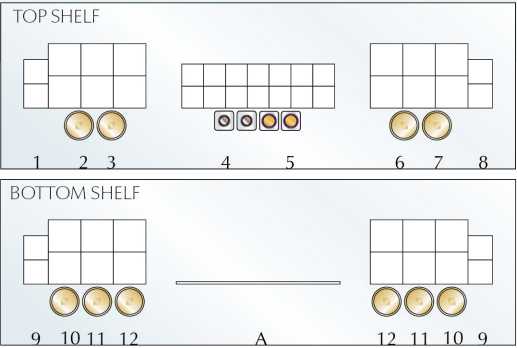


Overhead View
*Amount of stock in case is dependent on stock levels at your store.

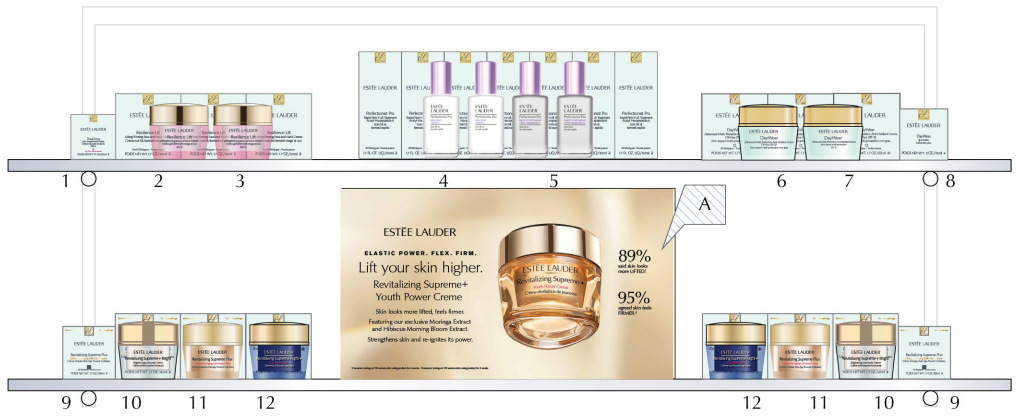


Perfectionist Pro + Moisturizers

- 1. Resilience Multi-Effect Tri-Peptide Eye Creme 0.5 oz
- 2. Resilience Multi-Effect Tri-Peptide Face and Neck Creme SPF 15 1.7 oz
- 3. Resilience Multi-Effect Night Tri-Peptide Face and Neck Creme 1.7 oz
- 4. New Perfectionist Pro Rapid Brightening Treatment 1.7oz
- 5. New Perfectionist Pro Rapid Rapid Firm + Lift Serum 1.7 oz
- 6. DayWear Multi-Protection Anti-Oxidant 24H-Moisture Creme 1.7oz
- 7. DayWear Multi-Protection Anti-Oxidant 24H-Moisture Creme SPF 15 1.7oz
- 8. DayWear Eye Cooling Anti-Oxidant Moisture GelCreme 0.5oz
- 9. Revitalizing Supreme+ Global Anti-Aging Cell Power Eye Balm 0.5oz
- 10. Revitalizing Supreme+ Night Intensive Restorative Creme 1.7oz
- 11. New Revitalizing Supreme+ Youth Power Creme SPF 25 1.7 oz
- 12. Revitalizing Supreme+ Bright Power Soft Creme (1.7 oz)
- A. Supreme+ Bright In-Case Prop (code #: G1Q6-70)



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



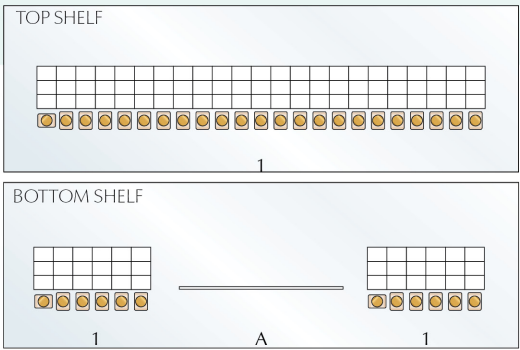
For doors who receive **limited edition Gracie Studio, Re-Nutriv Ultimate Diamond Sculpted Transformation Creme 1.7 oz**, place product inside Re-Nutriv case. See example below on how to feature limited edition product inside case.



CASE DETAIL MAKEUP

Double Wear Foundation

- 1. Double Wear Stay-in-Place Foundation (merchandise from dark to light)
- A. New Double Wear In-Case Graphic (code #: G6AS-70)

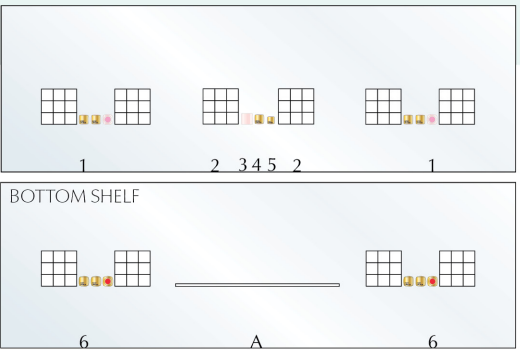


Overhead View
*Amount of stock in case is dependent on stock levels at your store.

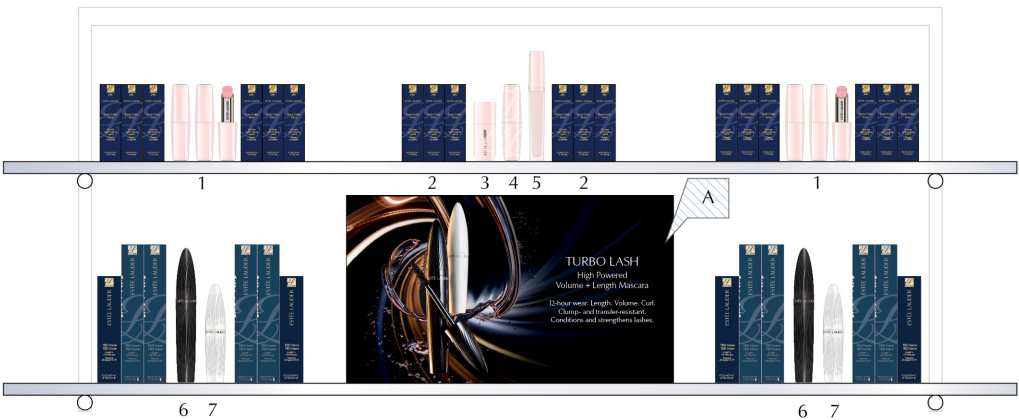


Turbo Lash + Lip Care

- 1. Pure Color Envy Crystal Balms
- 2. Pure Color Envy Lip Repair Potion (packaging)
- 3. Pure Color Envy Nighttime Rescue Lip Oil-Serum
- 4. Pure Color Envy Color Replenish Lip Balm
- 5. Pure Color Envy Lip Repair Potion
- 6. Turbo Lash Mascara
- 7. Turbo Lash Serum
- A. In-Case Graphic (code #: G1QA-70)

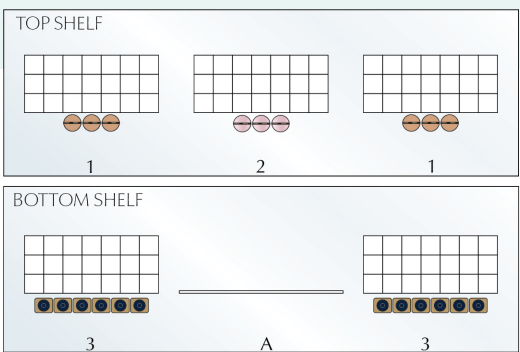


Overhead View
*Amount of stock in case is dependent on stock levels at your store.



Futurist SkinTint + Foundation + Primer

- 1. Futurist Aqua Brilliance Primer
- 2. Futurist Hydra Makeup
- 3. New Futurist SkinTint Serum
- A. Futurist In-Case Graphic (code #: G6B1-70)

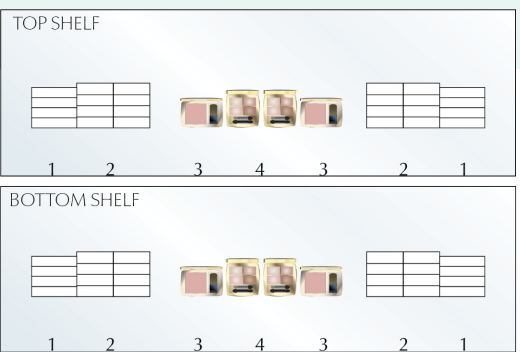


Overhead View
*Amount of stock in case is dependent on stock levels at your store.

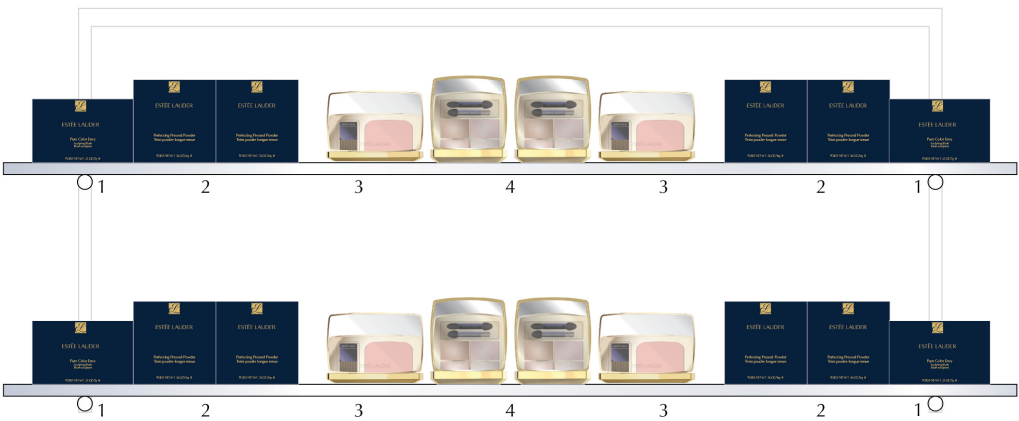


Pure Color Envy Blush + Luxe Eyeshadow Quads

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



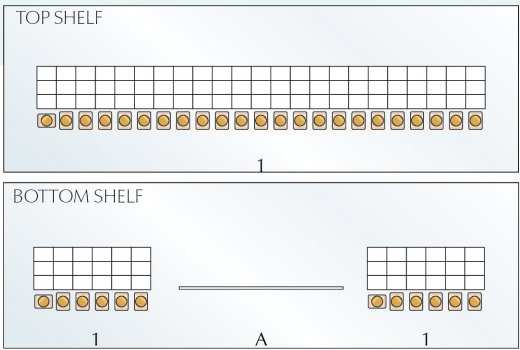
Overhead View
*Amount of stock in case is dependent on stock levels at your store.



3-CASE SCENARIO

Double Wear Foundation

- 1. Double Wear Stay-in-Place Foundation (merchandise from dark to light)
- A. New Double Wear In-Case Prop (code #: G6AS-70)



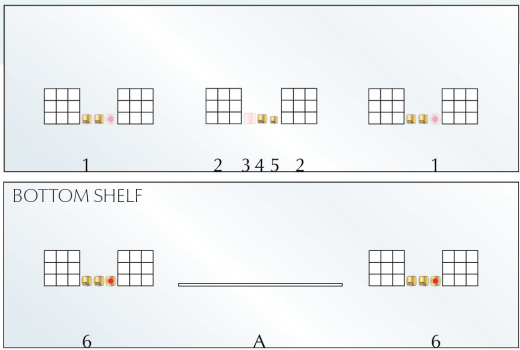
Overhead View
*Amount of stock in case is dependent on stock levels at your store.



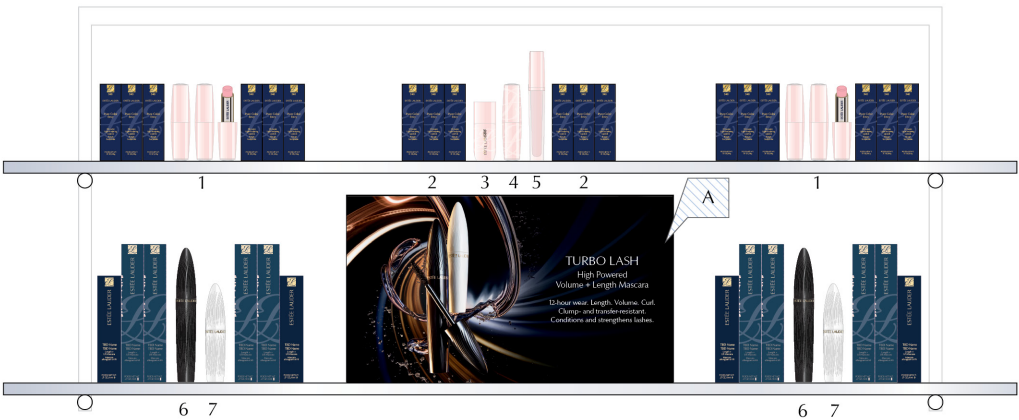
3-CASE SCENARIO

Turbo Lash + Lip Care

- 1. Pure Color Envy Crystal Balms
- 2. Pure Color Envy Lip Repair Potion (packaging)
- 3. Pure Color Envy Nighttime Rescue Lip Oil-Serum
- 4. Pure Color Envy Color Replenish Lip Balm
- 5. Pure Color Envy Lip Repair Potion
- 6. Turbo Lash Mascara
- 7. Turbo Lash Serum
- A. In-Case Graphic (code #: G1QA-70)

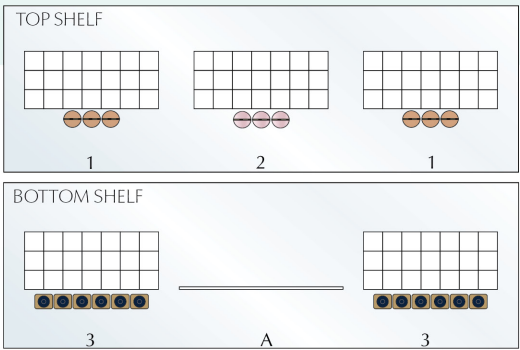


Overhead View
*Amount of stock in case is dependent on stock levels at your store.



Futurist SkinTint + Foundation + Primer

- 1. Futurist Aqua Brilliance Primer
- 2. Futurist Hydra Makeup
- 3. New Futurist SkinTint Serum
- A. New Futurist In-Case Graphic (code #: G6B1-70)

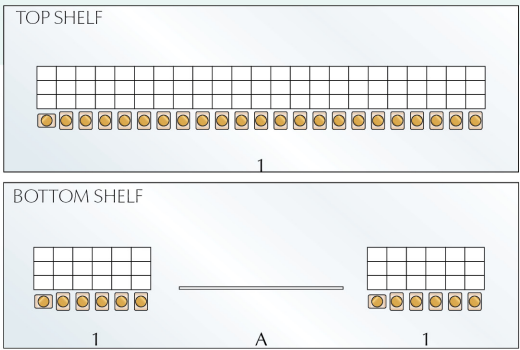


Overhead View
*Amount of stock in case is dependent on stock levels at your store.



Double Wear Foundation

- 1. Double Wear Stay-in-Place Foundation (merchandise from dark to light)
- A. New Double Wear In-Case Prop (code #: GG6AS-70)

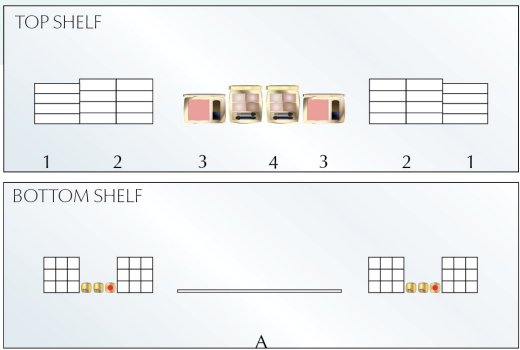


Overhead View
*Amount of stock in case is dependent on stock levels at your store.



Pure Color Lipstick + Blush + Eye

- 1. Pure Color Envy Sculpting Blush (packaging)
- 2. Pure Color Envy Luxe Eyeshadow Quads (packaging)
- 3. Pure Color Envy Sculpting Blush (with open compact)
- 4. Pure Color Envy Luxe Eyeshadow Quads (with open compact)
- 5. New Pure Color Lipsticks
- A. New Futurist In-Case Graphic (code #: G6B1-70)



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



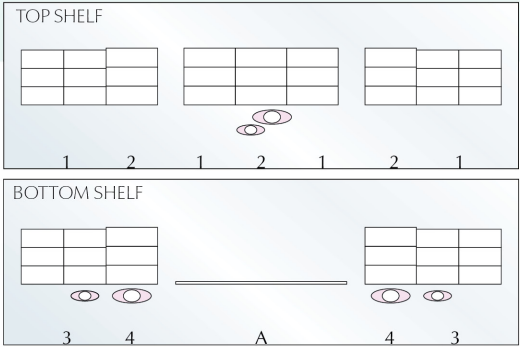
CASE DETAIL
FRAGRANCE

4-CASE SCENARIO

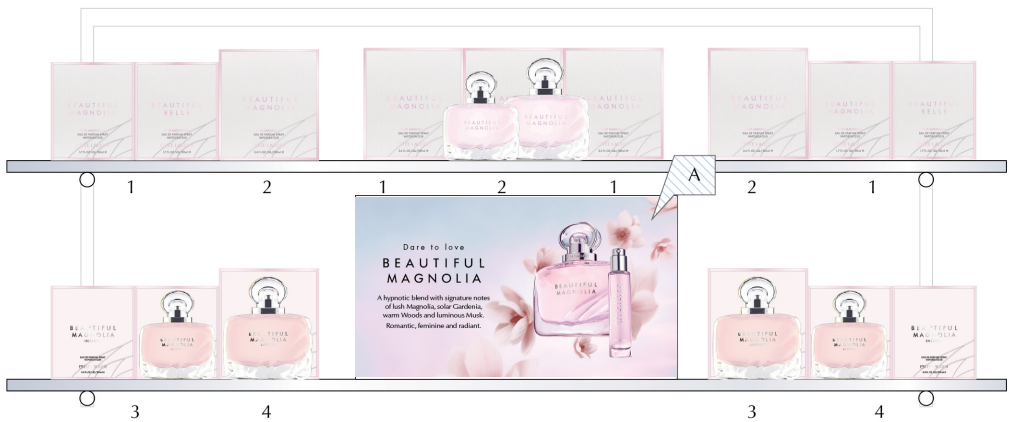
Beautiful Magnolia L’eau + Magnolia

- 1. Beautiful Magnolia Eau de Parfum 1.7oz
- 2. Beautiful Magnolia Eau de Parfum 3.4oz
- 3. Beautiful Magnolia L’eau 1.7oz
- 4. Beautiful Magnolia L’eau 3.4oz

A. New Beautiful Magnolia Repromote In-case Graphic (code#: G6DA-70)

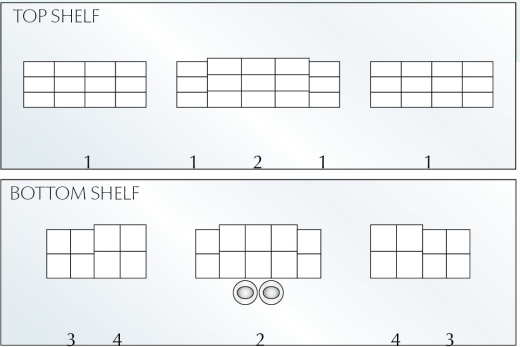


Overhead View
*Amount of stock in case is dependent on stock levels at your store.

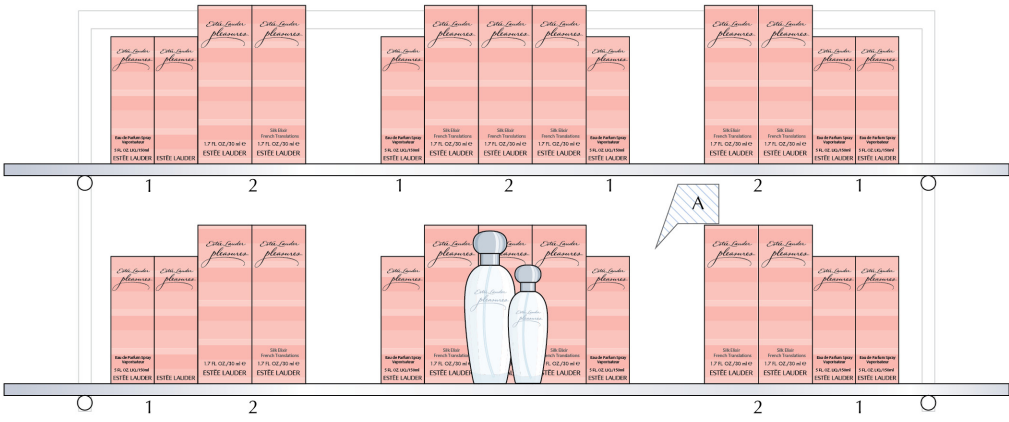


Pleasures

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

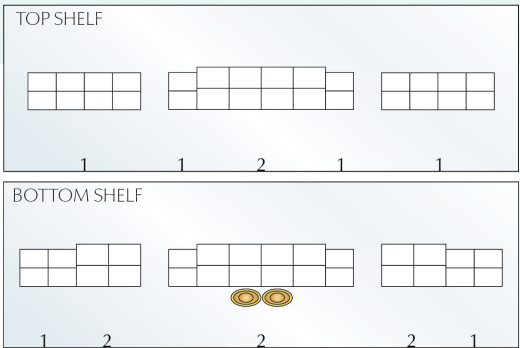


Overhead View
*Amount of stock in case is dependent on stock levels at your store.



Beautiful

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

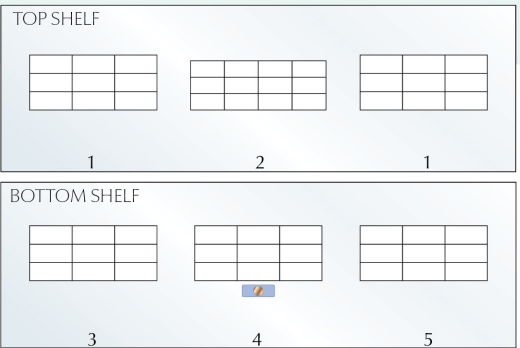


Overhead View
*Amount of stock in case is dependent on stock levels at your store.



Mixed Fragrance: Belle, Modern Muse, BG

- 1. Beautiful Belle Fragrance 1.7 oz
- 2. Modern Muse 1.7 oz
- 3. Bronze Goddess Eau de Toilette 1.7 oz
- 4. New Bronze Goddess Nuit 1.7 oz
- 5. Bronze Goddess Eau de Parfum 1.7oz



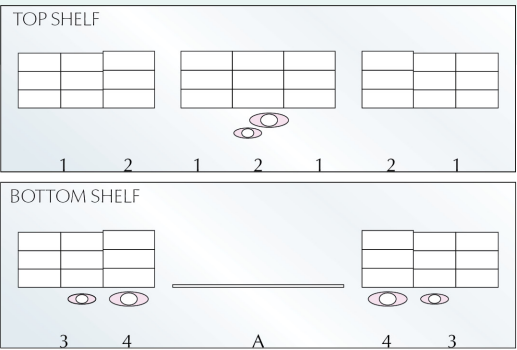
Overhead View
*Amount of stock in case is dependent on stock levels at your store.



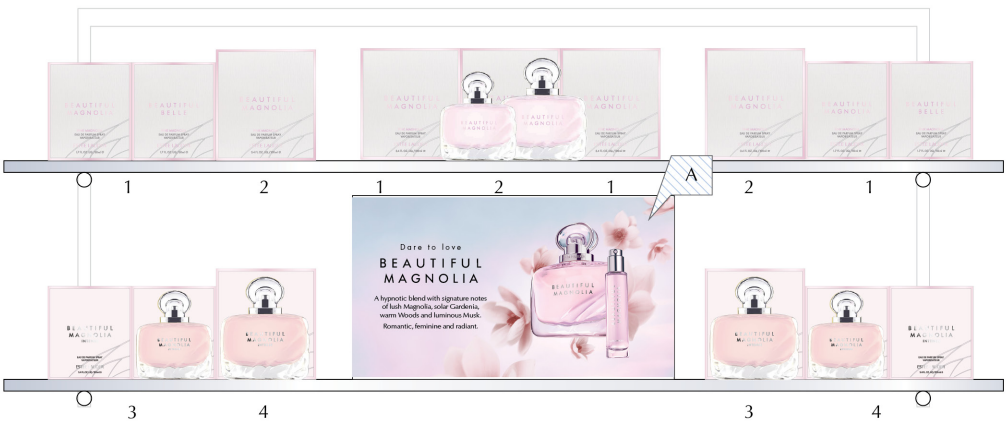
Beautiful Magnolia L’eau + Magnolia

- 1. Beautiful Magnolia Eau de Parfum 1.7oz
- 2. Beautiful Magnolia Eau de Parfum 3.4oz
- 3. Beautiful Magnolia L’eau 1.7oz
- 4. Beautiful Magnolia L’eau 3.4oz

A. New Beautiful Magnolia Repromote In-case Graphic (code#: G6DA-70)

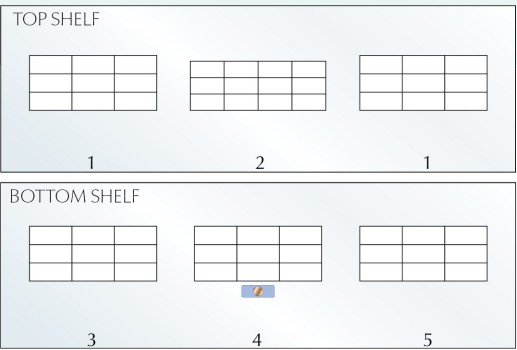


Overhead View
*Amount of stock in case is dependent on stock levels at your store.



Mixed Fragrance: Belle, Modern Muse, BG

- 1. Beautiful Belle Fragrance 1.7 oz
- 2. Modern Muse 1.7 oz
- 3. Bronze Goddess Eau de Toilette 1.7 oz
- 4. New Bronze Goddess Nuit 1.7 oz
- 5. Bronze Goddess Eau de Parfum 1.7oz

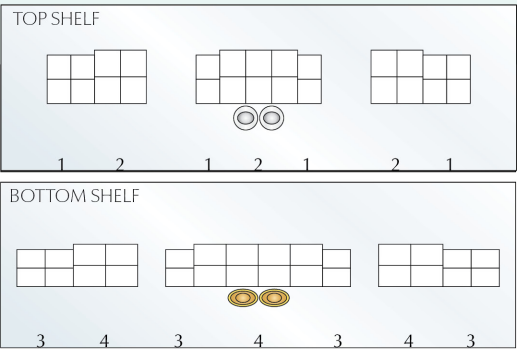


Overhead View
*Amount of stock in case is dependent on stock levels at your store.

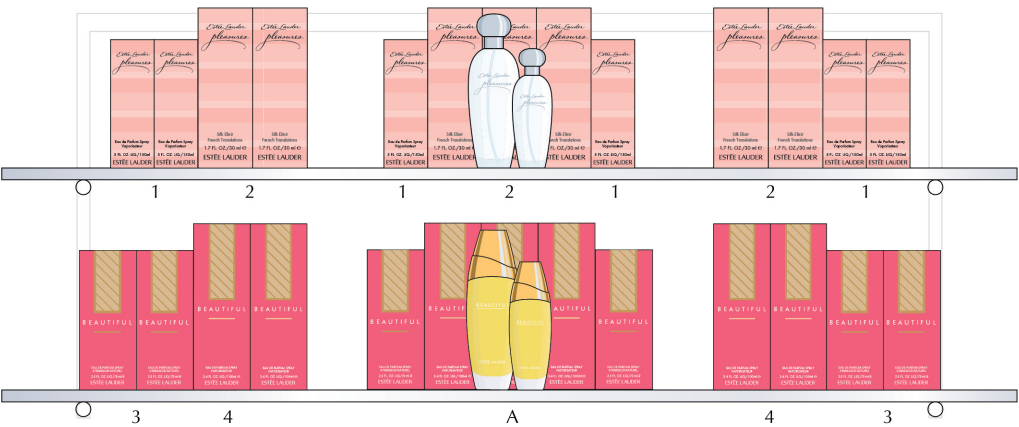


Beautiful

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



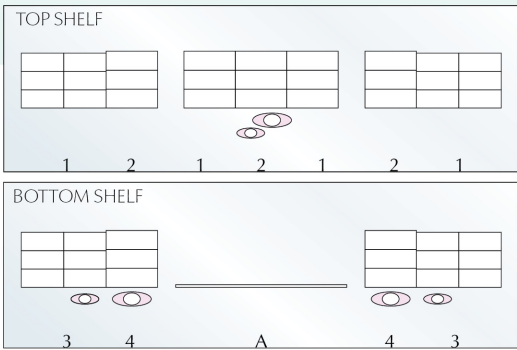
Overhead View
*Amount of stock in case is dependent on stock levels at your store.



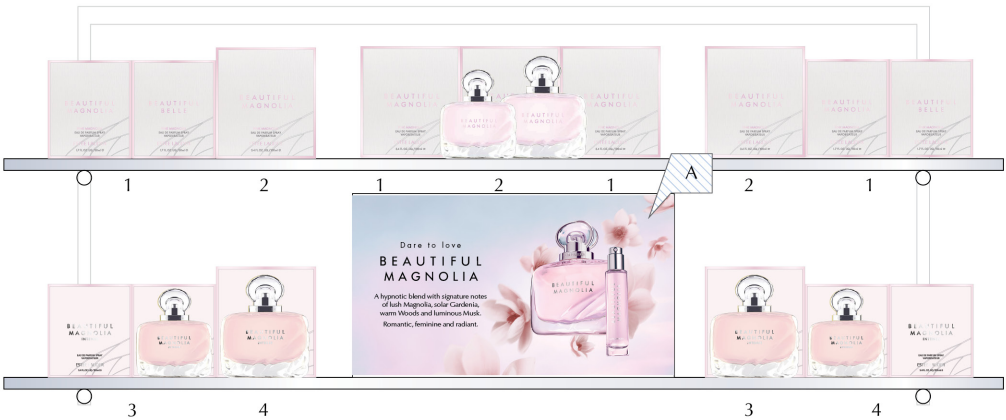
2-CASE SCENARIO

Beautiful Magnolia L’eau + Magnolia

- 1. Beautiful Magnolia Eau de Parfum 1.7oz
- 2. Beautiful Magnolia Eau de Parfum 3.4oz
- 3. Beautiful Magnolia L’eau 1.7oz
- 4. Beautiful Magnolia L’eau 3.4oz
- A. New Beautiful Magnolia Repromote In-case Graphic (code#: G6DA-70)

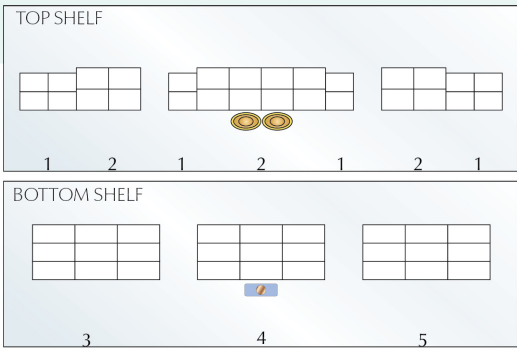


Overhead View
*Amount of stock in case is dependent on stock levels at your store.

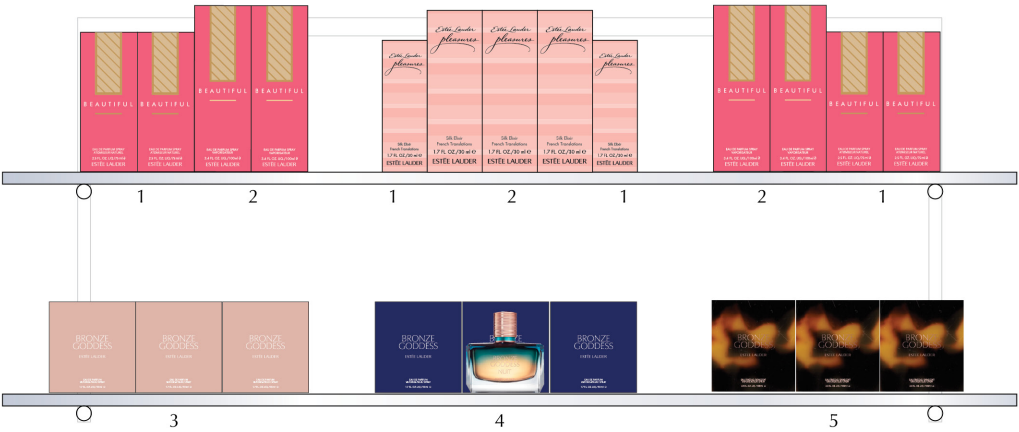


Beautiful Belle + Beautiful

- 1. Beautiful Eau de Parfum Spray 2.5oz
- 2. Beautiful Eau de Parfum Spray 3.4oz
- 3. Pleasures Spray 1.7oz
- 4. Pleasures Spray 3.4oz
- 5. Bronze Goddess Eau de Toilette 1.7 oz
- 6. New Bronze Goddess Nuit 1.7 oz
- 7. Bronze Goddess Eau de Parfum 1.7oz



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



Estée Lauder Counter Cleanliness Guidelines

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

All Tester Units and Counter Areas

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

Demonstration Station and Supplies Area

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

Line Tester Units

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

OPEN SELL SHELVES

ADVANCED NIGHT REPAIR FOCUS

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

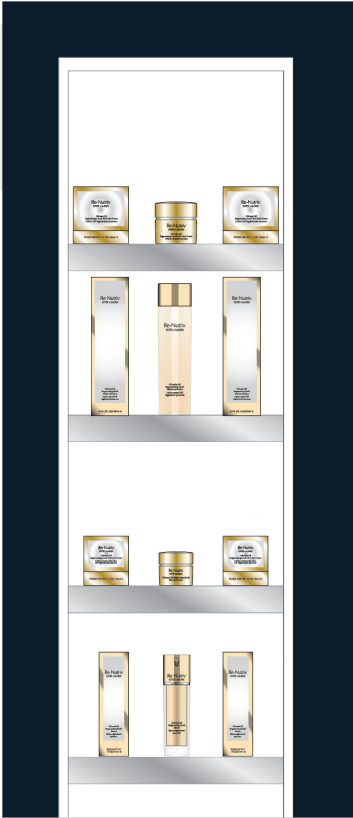


REVITALIZING SUPREME+ FOCUS

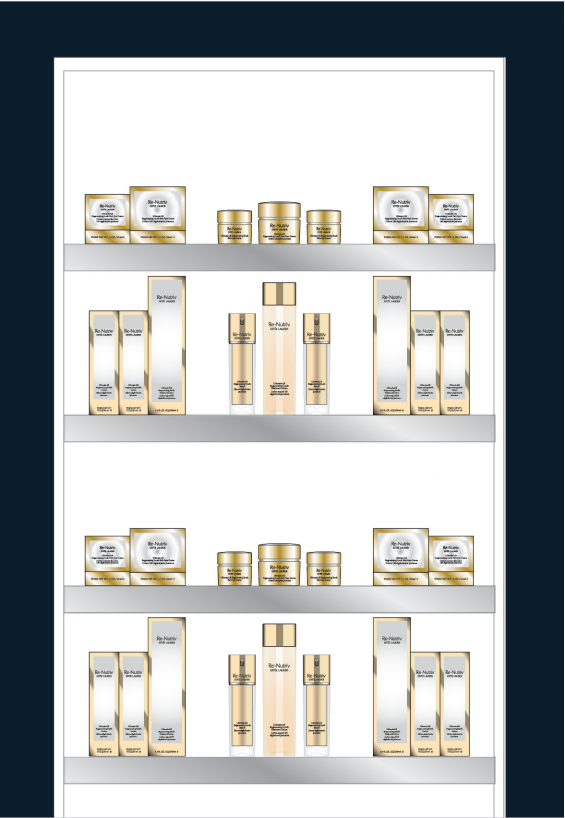


RE-NUTRIV: NON-DIAMOND DOORS

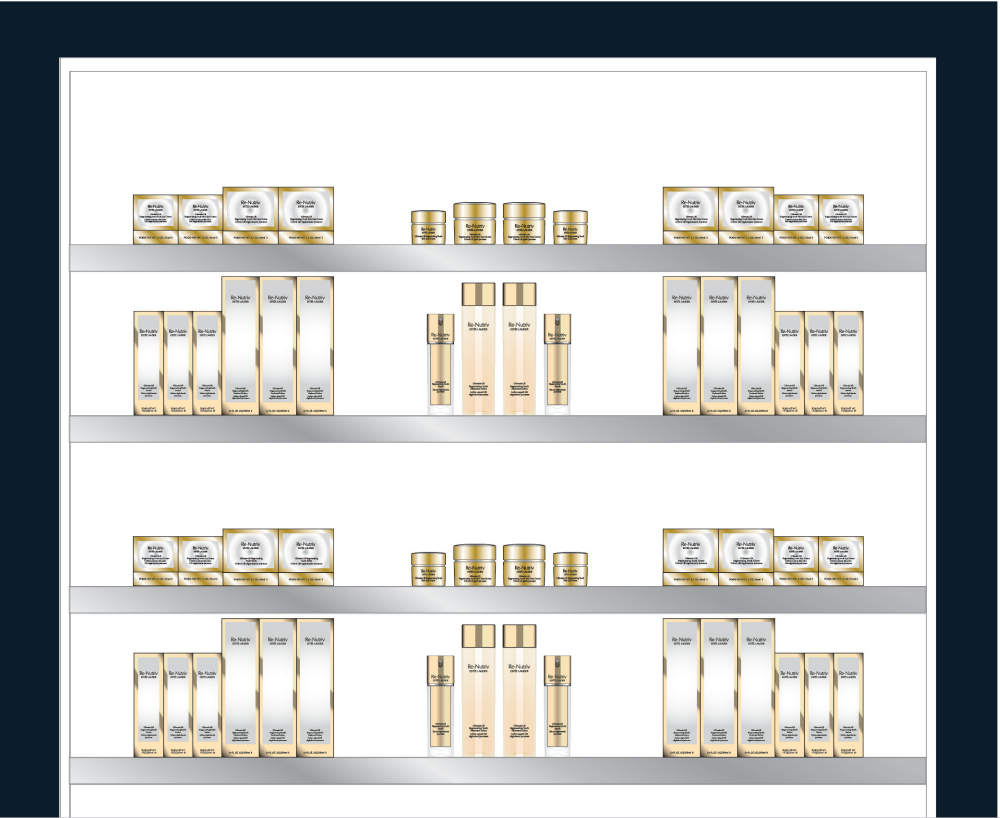
Since many of our stores have areas with shelves, we have a great opportunity to display product. Standard sizes include 12, 24 and 48 inch shelves. However, since shelf lengths may vary, you may need to add or remove saleable cartons



12 in. shelves

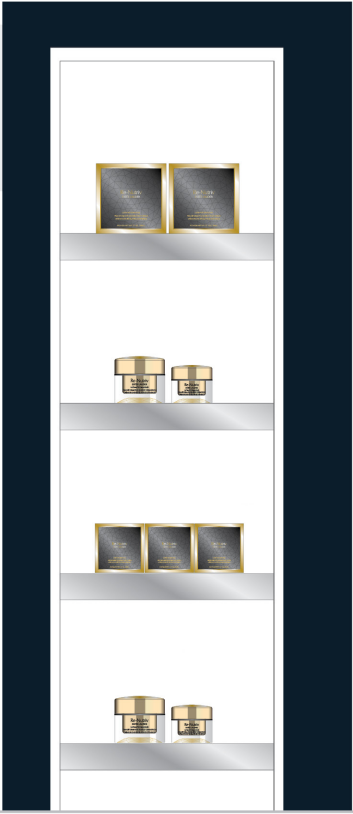


24 in. shelves

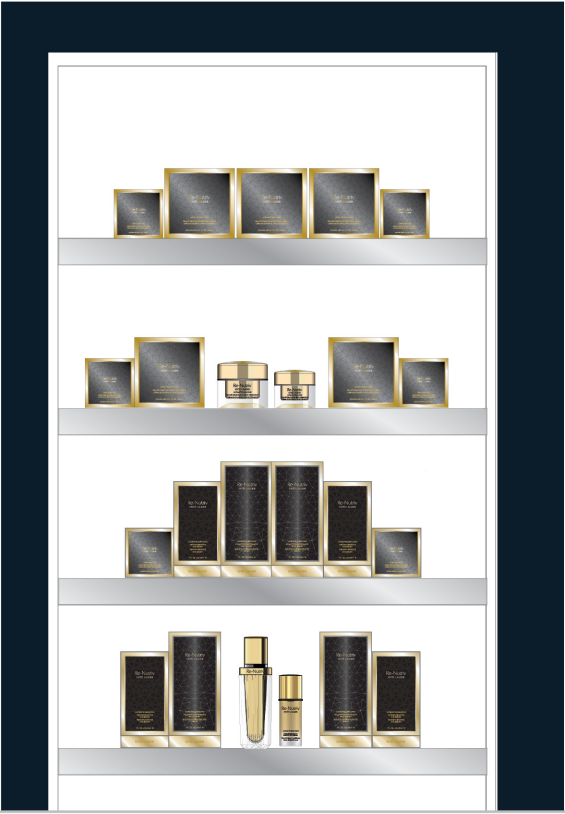


48 in. shelves

RE-NUTRIV: DIAMOND DOORS



12 in. shelves



24 in. shelves



48 in. shelves

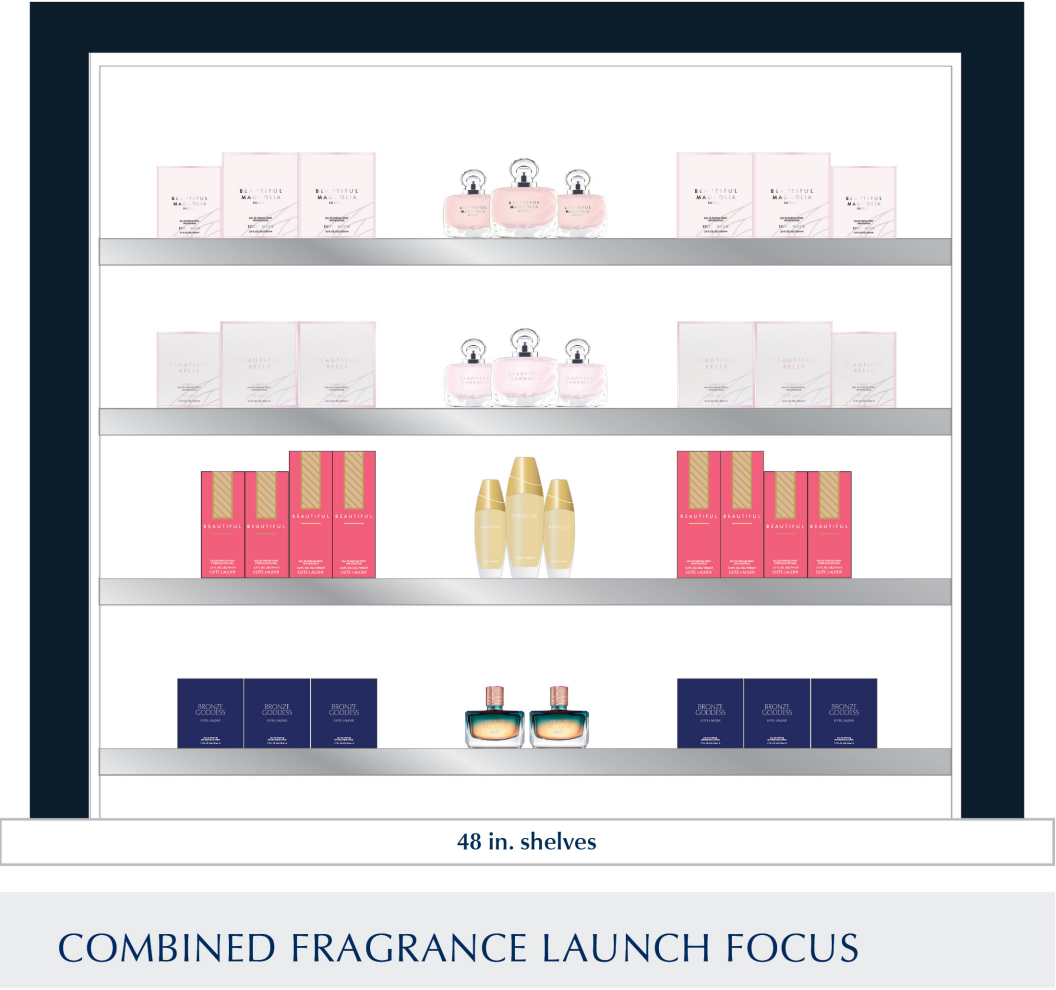
LAUNCH AND
BASIC FOCUS

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



BEAUTIFUL MAGNOLIA
L'EAU & MAGNONLIA
LAUNCH FOCUS

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



COMBINED FRAGRANCE LAUNCH FOCUS

FRAGRANCE
COLLECTION

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



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

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

GIFTS WITH PURCHASE

BELK GWP IN-STORE ELEMENTS

GWP Store Environment: April 4th - April 22nd



BELK GWP DISPLAY PROPS:

1. Box Display Prop
Pre-pack code #: G1DU-60
[For placement, follow retailer guidelines]
2. Belk 30x40 Poster
Update Code #: G1DR-70
[For placement, follow retailer guidelines]
3. Belk 22x28 Poster
Update Code #: G1DT-70
[For placement, follow retailer guidelines]
4. Top-of-Counter Unit (Temporary) →
Pre-pack code #: G1DB-60
[All doors receive 2 units]

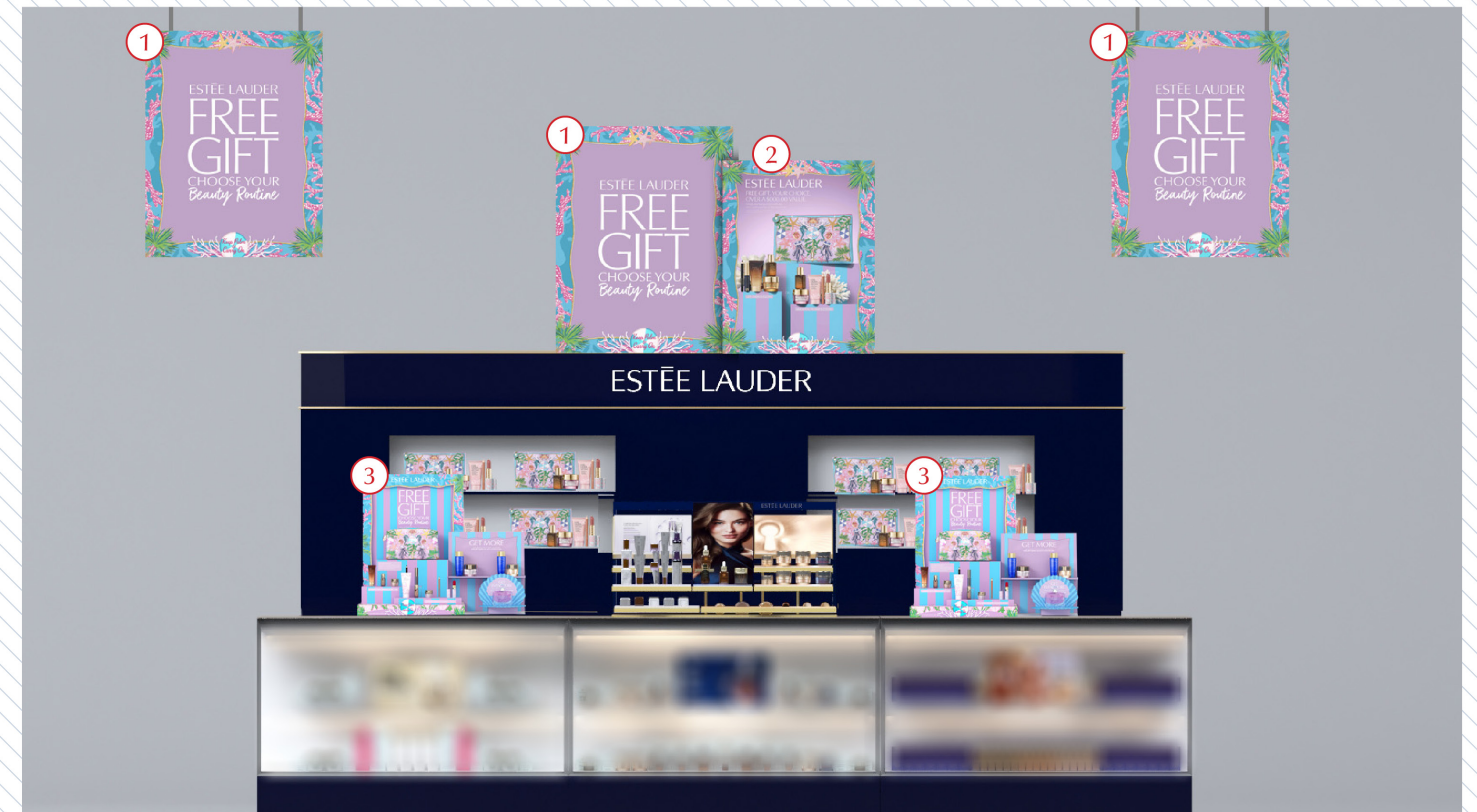


During the preview week add the "Reserve Now" disc to the upper right corner of the top of counter display unit.

"Reserve Now" sign ships with the unit.
Online preview starts 4/1.

BOSCOV'S GWP IN-STORE ELEMENTS

GWP Store Environment: February 7th - February 24nd



BOSCOV'S GWP DISPLAY PROPS:

1. Boscov's 30x40 Poster
Pre-pack code #: G1DR-70
[For placement, follow retailer guidelines]
2. Boscov's 22x28 Poster
Pre-pack code #: G1DP-70
[For placement, follow retailer guidelines]
3. Top-of-Counter Unit (Temporary) →
Pre-pack code #: G1DB-60
[All doors receive 2 units]



During the preview week add the "Reserve Now" disc to the upper right corner of the top of counter display unit.

"Reserve Now" sign ships with the unit.
Online preview starts 4/1.

DILLARD'S GWP IN-STORE ELEMENTS

GWP Store Environment: February 9th - February 29th



DILLARD'S GWP DISPLAY PROPS:

1. CSV Tower
Update Code #: TBD
2. Top-of-Counter Unit (Temporary)
Pre-pack code #: G1DD-60 (Large), G1DA-60 (Small)
3. Dillard's Poster
Update Code #: TBD
4. Dillard's Poster
Update Code #: TBD
5. Line Tester Unit Topper
Update Code #: G4WS-60
6. In-Case Tent Card
Update Code #: G4WZ-60
[Place inside cases. If there are additional tent cards left, place on open shelves as shown on rendering.]



During the preview week add the "Reserve Now" disc to the upper right corner of the top of counter display unit.

"Reserve Now" sign ships with the unit.

MACY'S GWP IN-STORE ELEMENTS

GWP Store Environment: March 12th - February 24nd



MACY'S GWP DISPLAY PROPS:

1. CSV Tower
Update Code #: TBD
2. Line Tester Unit Topper
Update Code #: G1DE-60 (Large), G1D9-60 (Small)
3. Top-of-Counter Unit (Temporary)
Pre-pack code #: G1DA-60
4. Line Tester Unit Topper
Update Code #: G0UZ-60
5. In-Case Tent Card
Update Code #: G0UY-70
[Place inside cases. If there are additional tent cards left, place on open shelves as shown on rendering.]
6. Macy's (Retailer) Fixture
Update Code #: TBD

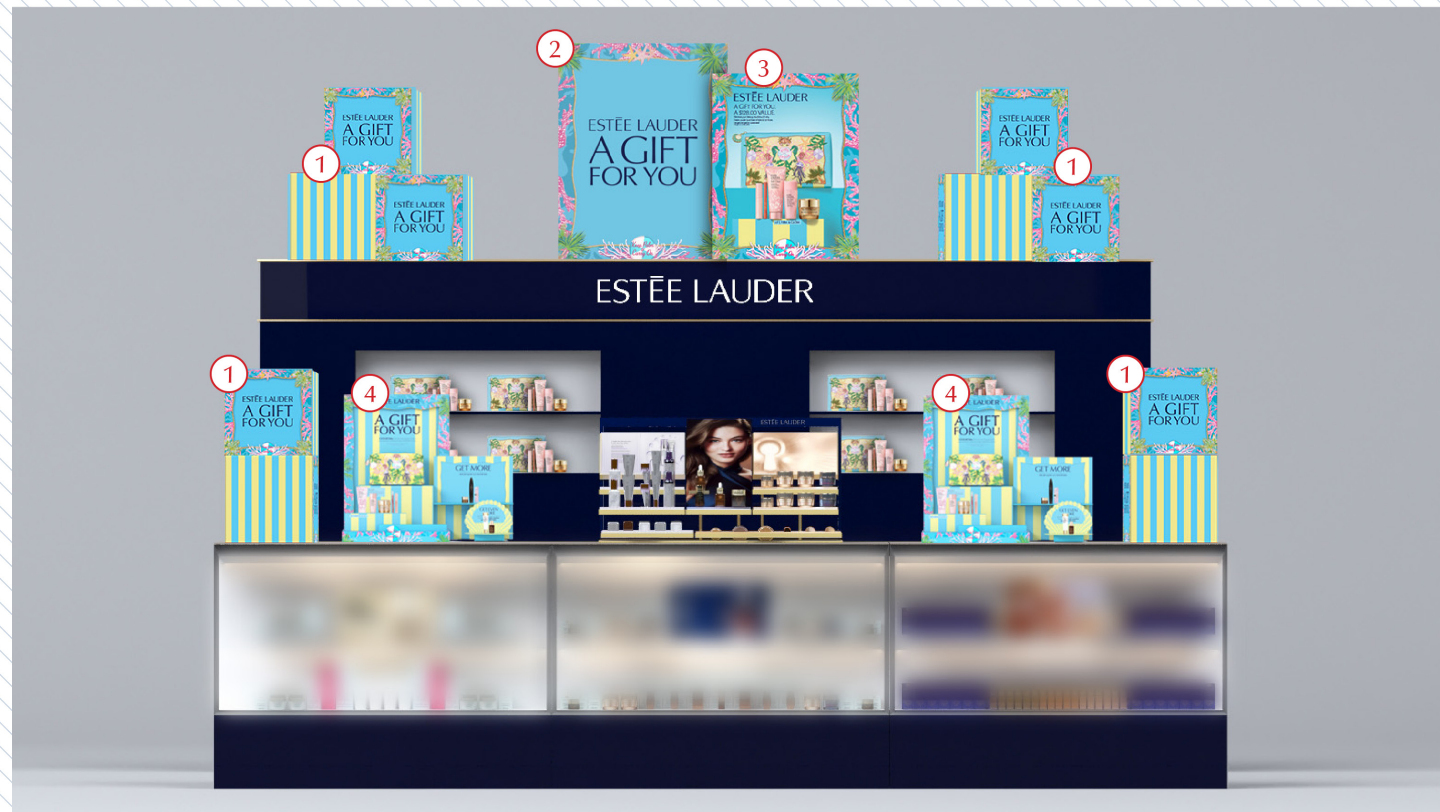


During the preview week add the "Reserve Now" disc to the upper right corner of the top of counter display unit.

"Reserve Now" sign ships with the unit.

VON MAUR GWP IN-STORE ELEMENTS

GWP Store Environment: March 25th - April 14th



LIGHT-BOXES/TOOLS/ COUNTER SUPPORT

VON MAUR GWP DISPLAY PROPS:

1. Box Display Prop
Pre-pack code #: G1DV-60
[For placement, follow retailer guidelines]
2. Von Maur 30x40 Poster
Update Code #: TBD
[For placement, follow retailer guidelines]
3. Von Maur 22x28 Poster
Update Code #: G1DJ-70
[For placement, follow retailer guidelines]
4. Top-of-Counter Unit (Temporary)
Pre-pack code #: G1DH-60
[All doors receive 2 units]



During the preview week add the “Reserve Now” disc to the upper right corner of the top of counter display unit.

“Reserve Now” sign ships with the unit.

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

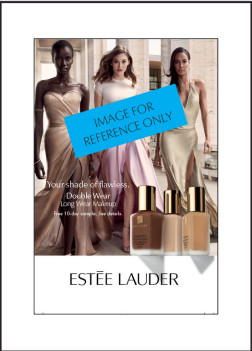
1. W x H (that’s the order) – otherwise the “vertical” or “horizontal” distinction will be inverted.
2. The “outside” measurement is always larger than the “inside” measurement. If it’s not, something is wrong.
3. Think of a picture frame in your house. If you buy a 5x7 picture frame it does not mean 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

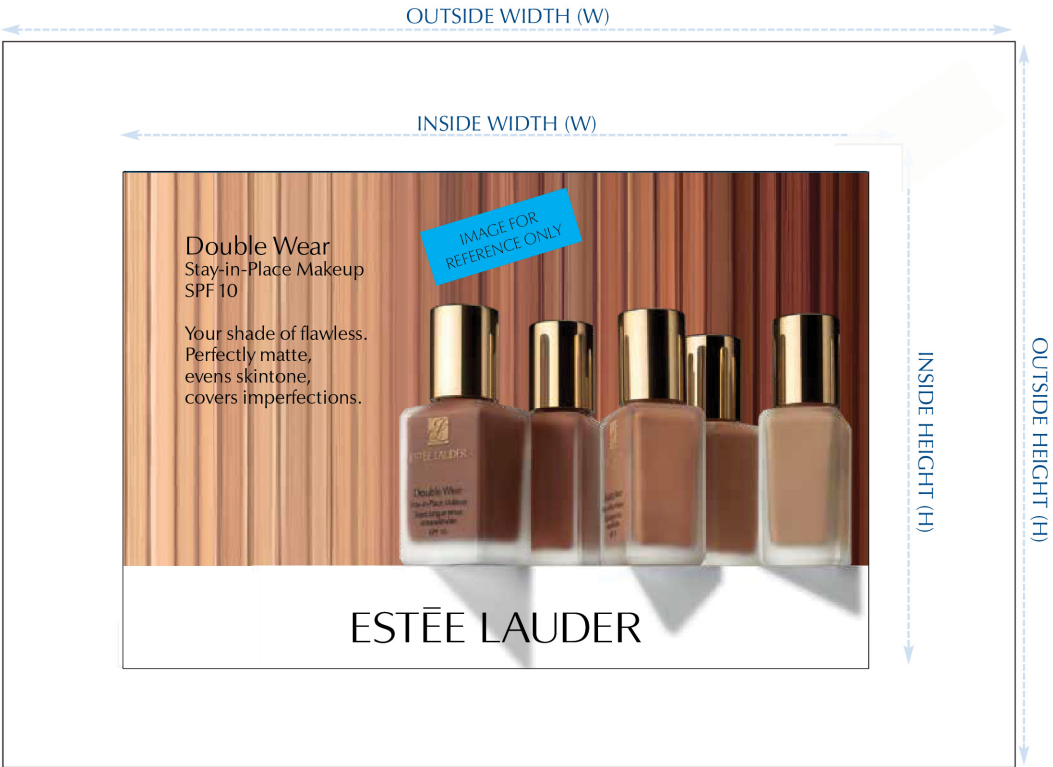


W

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

Blush and Eyeshadow tester godets will be shipping direct to door via a third party vendor (Avalon Merchants). Blush godets will tentatively arrive to stores mid-to-late January, aligning with the OCD of the Color Line Tester Units and Open Sell Walls. Eyeshadow tester godets will tentatively arrive to stores mid-February. Please continue to leverage the “graphic plug” over the Blush and Eyeshadow sections of the merchandising units until stock is received.

Selling Tools

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



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

Need Some Help?

For all questions / concerns regarding:

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

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

UNITED STATES

- Phone: +1 (844)-387-1122
- 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			
<u>Date Requested/ Contacted POS COE</u>	<u>Details of Request</u>	<u>Notes</u>	<u>Date Resolved</u>

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” GRAPHIC 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 GRAPHICs 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.

GRAPHIC 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 “merchandise”).

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.

