



*Saks
Fifth
Avenue*

ESTÉE LAUDER
Point-of-Sale Guidelines
Holiday 2023



Happy Holidays Estée Team!

We hope the season fills your days (and counters) with endless beauty.

Inside this year's POS guidelines, you'll find our exclusive concept for the holidays—Stellar Beyond Beautiful Gifts—as well our coveted lineup of gifts, gift sets and year-round favorites. You can also look forward to a peek at what's new for 2024.

2023 Holiday Blockbuster

11 full-size fragrances + 1 deluxe travel size for the price of one full-size (1.0 oz.) Advanced Night Repair Serum. A \$615.00 value.

Double Wear Stay-In-Place Foundation

Medium-to-full coverage. Breathable, cashmere matte finish. 24-hour wear. In 55+ shades for all skintones.

Advanced Night Repair Serum

Boosts 7 key repair actions: visible line reduction, firmness, even tone, strengthening, hydration, radiance and antioxidant protection.

NEW Advanced Night Repair Rescue Solution

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

NEW Futurist SkinTint Serum

Light-to-medium coverage. Natural radiant finish. With 85% skincare ingredients that even, smooth, moisturize and improve skin over time.

Fragrances & Fragrance Gift Sets

Starring Beautiful Magnolia L'Eau and new AERIN Rose de Grasse Rouge: both sensual, floral and sure to delight.

If you have any questions, please reach out to your Field Executive or POS COE.

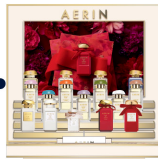
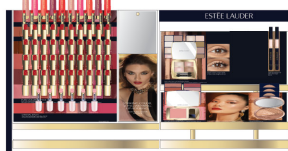
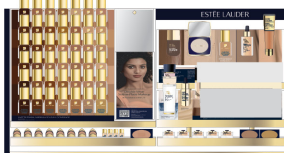
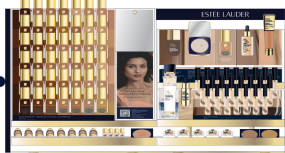
Thank you for making the Estée Lauder counter the ultimate destination for beauty. We deeply appreciate your continued partnership and support.

Fiona Sainty

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

*After pre-treatment period; clinical testing on 25 women measured for 150 minutes, versus untreated control.

TESTER CADENCE

	CURRENTLY ON-COUNTER	OCT	NOV	DEC	JAN (Spring '24 Preview)	
AERIN	 AERIN FRAGRANCE UNIT All Doors Update to add new RDG Rouge and New Joyful Bloom on "New & Best Sellers" platform. Graphic Update Code #: G1Q4-70 Acrylic/Locator Update Code #: G16B-60	 AERIN FRAGRANCE UNIT All Doors Update with new holiday graphic Graphic Update Code #: G4ZG-70				
RE-NUTRIV	 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 W/ LIMITED LIFE GRACIE X STUDIO Select 15 Saks Doors Only Update with new templates and graphics Uit Code #: PT2M-60 Graphic Update Code #: TBD Acrylic Update Code #: G881-60			 RE-NUTRIV DIAMOND LTU All Doors Update with new templates and graphics Uit Code #: PT2M-60 Update Code #: G48B-60	
LINE TESTERS	 ADVANCED NIGHT REPAIR SKINCARE LTU BANNER All Doors Banner Code #: G76C-70	 SKINCARE LTU VER. 2 (WITH SUPREME MOISTURIZER REFILLS) Select Doors Update with new templates and graphics Unit Code #: PG58-60 Graphic Update Code #: G14O-70 Acrylic Update Code #: G87X-60			 SKINCARE LTU VER. 2 (WITH SUPREME MOISTURIZER REFILLS) Select Doors Update with new templates and graphics Unit Code #: PG58-60 Update Code #: G47Q-60	
	 SKINCARE LTU VER. 1 (W/O SUPREME MOISTURIZER REFILLS) Beverly Hills Only Update with new templates and graphics Unit Code #: PG58-60 Graphic Update Code #: G14I-70 Acrylic Update Code #: G87Y-60	 SKINCARE LIT ANGLED UNIT Update with new graphic All Other Doors Unit Code #: PA58-60 Graphic Update Code #: G14Q-70			 SKINCARE LTU VER. 1 (W/O SUPREME MOISTURIZER REFILLS) Most Doors Update with new templates and graphics Unit Code #: PG58-60 Update Code #: G47S-60	
	 COLOR LTU (55 LIP SHADE VARIANT) Update with new templates and graphics Select Doors Unit Code #: PG53-60 Graphic Update Code #: G18N-70 Acrylic Update Code #: G884-60	 COLOR HYBRID LTU (VI) Update with template and graphics All Other Doors Unit Code #: PG5G-60 Graphic Update Code #: G18P-70 Acrylic Update Code #: G88G-60			 COLOR LTU (55 LIP SHADE VARIANT) Remove plug on top template Select Doors Unit Code #: PG53-60 Update Code #: G49Z-60	 COLOR HYBRID LTU (VI) Update with template and graphics All Other Doors Unit Code #: PG5G-60 Update Code #: G49D-60
	 FOUNDATION LINE TESTER UNIT Update with new templates and graphics All Doors Unit Code #: PJHJ-60 Update Code #: G88T-60		 FOUNDATION LINE TESTER UNIT Remove all graphics plugs on unit 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 Update Code #: G4AS-60	

AERIN CONTAINERS: SUGGESTED MIXES

AERIN SMALL BAG MIXES: AERIN SHOPPING BAG (ALONE) CODE #: TBD			
Mix 1:  Holiday Travel Favorites 0.24 oz Amber Musk Travel Spray, 0.24 Cedar Violet Travel Spray \$70.00 S.R.P.	Mix 2:  Rose Gift Set 4.2 oz Rose Hand and Body Cream, 0.5 oz Rose Lip Conditioner \$90.00 S.R.P.	Mix 3:  Mediterranean Honeysuckle Set 5.0 oz Mediterranean Honeysuckle Body Creme, 0.24 oz Mediterranean Honeysuckle Purse Spray \$100.00 S.R.P.	Mix 4:  Holiday Gift Set 5.0 oz Amber Musk Body Creme, 0.24 oz Amber Musk Travel Spray, 0.24 Cedar Violet Travel Spray, \$135.00 S.R.P.
AERIN SMALL CONTAINER MIXES: AERIN CONTAINER (PRE-TIED RIBBON) CODE #: TBD			
Mix 1:  Cedar Violet 1.7 oz Cedar Violet Fragrance, 0.24 oz Cedar Violet Travel Spray \$180.00 S.R.P.	Mix 2:  Amber Musk 5.0 oz Amber Musk Body Creme, 1.7 oz Amber Musk Fragrance \$210.00 S.R.P.	Mix 3:  Rose de Grasse Rouge 1.7 oz Rose de Grasse Fragrance, 1.7 oz Rose de Grasse Rouge Fragrance \$465.00 S.R.P.	Mix 4:  Rose de Grasse 1.7 oz Rose de Grasse Fragrance, Rose Lip Conditioner \$295.00 S.R.P.

AERIN Holiday Table:
If space allows, create a gifting station on top of counter using holiday sets and candles.



LINE TESTER UNITS

RE-NUTRIV LINE TESTER

Select Diamond Department Stores
No Holiday Update

HISTORY OF UPDATES

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

SKINCARE LIT ANGLED UNITS

No Holiday Update

HISTORY OF UPDATES

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

TOP VIEW



DRAWER

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

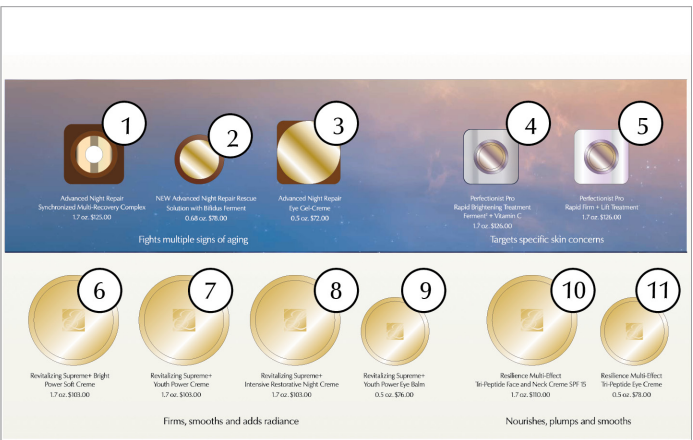
Line Tester (Use saleable products except where indicated.)

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

For doors who receive **limited edition Gracie Studio, Re-Nutriv Ultimate Diamond Sculpted Transformation Creme 1.7 oz**, place product on platform under iPad, replacing product #1. These doors will also receive new back riser graphic with Gracie Studio pattern. See below.



TOP VIEW



NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

Product List

Advanced Night Repair Unit

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



NIGHTTIME TESTER MAINTENANCE/
CLEANING RITUAL

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

SKINCARE LINE TESTER

Version 1: Without Moisturizer Refill
No Holiday Update



Main Platform

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

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

Drawer

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



MAIN PLATFORM



Continued from Left

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

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

SKINCARE LINE TESTER

Version 2: With Moisturizer Refills
No Holiday Update

HISTORY OF UPDATES

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



MAIN PLATFORM



DRAWER

Main Platform

1. Perfectionist Pro Rapid Brightening Treatment (1.7 oz)

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

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

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

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

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

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

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

9. DayWear Anti-Oxidant 72H Hydration Sorbet 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)
16. Revitalizing Supreme+ Youth Power Creme Refill (1.7 oz)

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

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

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

20. Revitalizing Supreme+ Youth Power Eye Balm (0.5 oz)
- Drawer

21. 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)

Continued from Left

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

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

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

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

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

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

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

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

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

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

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

FOUNDATION LINE TESTER

September/November Update

HISTORY OF UPDATES

Jul '22	Update with new graphics (G392-70).
Jan '23	Update with new graphics (G5PL-70).
Sept '23	Update with new graphics and templates (G5PL-70).



GRAPHIC PLUG:
Remove graphic plug over #10 and #11. Place new products when it arrives.



Product List

- Double Wear Stay-In-Place Makeup (42)
- Double Wear Sheer Longwear Makeup (1)
- Double Wear Matte Powder (1)
- Double Wear Stay-In-Place Makeup (1)
- Futurist SkinTint Serum (1)
- Futurist Hydra Rescue Moisturizing Makeup SPF 45 (16)
- The Mattifier Shine Control Perfecting Primer + Finisher (1)
- The Smoother Universal Perfecting Primer (1)
- Futurist Aqua Brilliance Watery Glow Primer (1)
- Futurist Peptide-Power Serum Primer (1)**
- New Futurist Soft Touch Brightening Concealer (24)**
- Futurist Hydra Rescue Moisturizing Makeup SPF 45 (16)
- Double Wear Stay-in-Place Flawless Wear Concealer (12)
- Double Wear Sheer Flattery Loose Powder in Shaker Godets (5)
- Double Wear Sheer Flattery Loose Powder (1)
- Futurist SkinTint Serum (10)
- Double Wear Maximum Cover Camouflage Foundation for Face and Body SPF 15 (1)
- Double Wear Stay-in-Place Matte Powder (12)

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

COLOR LINE TESTER

No Holiday Update | 55 Lipstick Variant

HISTORY OF UPDATES

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



MAIN PLATFORM
DRAWER



DRAWER

Product List

- Pure Color Whipped Matte (10)
- Pure Color Illuminating Shine (12)
- Pure Color Lipstick (40)
- Pure Color Revitalizing Crystal Balms (6)
- Pure Color Envy Luxe Eyeshadow Quads (6) (in godets)
- Pure Color Envy Luxe Eyeshadow Quads (1) (in primary)
- Turbo Lash Night Revitalizing Serum Lash + Brow (1)
- Turbo Lash High Powered Volume + Length Mascara (1)
- BrowPerfect 3D All-In-One Styler (2)
- Pure Color Envy Sculpting Blush (1) (in primary)
- Pure Color Envy Sculpting Blush (6) (in godets)
- Bronze Goddess Powder Bronzer (4) (in godets)
- Bronze Goddess Matte and Glow Bronzing Trio (1) (in primary packaging)
- Pure Color Lipstick (16)
- Double Wear 24H Stay-in-Place Lip Liner (12)
- Pure Color Envy Color Replenish Lip Balm (1)
- Pure Color Envy Lip Volumizer (1)
- Pure Color Envy Lip Repair Potion (1)
- Pure Color Envy Nighttime Rescue Lip Oil-Serum (1)
- Bronze Goddess Healthy Glow Bronzer (2) (in godets)
- Bronze Goddess Highlighter (3) (in godets)
- Pure Color Envy Sculpting Blush (2) (in godets)
- Double Wear Stay-In-Place Eye Pencil (10)
- Double Wear Infinite Waterproof Eyeliner (8)
- BrowPerfect 3D All-In-One Styler (8)
- Kajal Eyeliner (4)
- Little Black Liner (1)
- Sumptuous Extreme Lash Multiplying Volume Mascara (1)
- Sumptuous Extreme Waterproof (1)
- Double Wear Zero-Smudge Lengthening Mascara (1)
- Little Black Primer (1)

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

COLOR HYBRID UNIT V.1

No Holiday Update Update

HISTORY OF UPDATES

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



Product List

Main Platform

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

Drawer

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

- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS

NIGHTTIME TESTER MAINTENANCE/
CLEANING RITUAL

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

AERIN

October Update

HISTORY OF UPDATES

Feb '23	Update with new back riser graphic (G762-70).
Aug '23	Update with new back riser and base graphics, and new located platforms. Graphic Update Code #: G1Q3-70 Acrylic/Locator Update Code #: G16D-60.
Oct '23	Update with new back riser graphic (G4ZG-70).



TOP VIEW



Line Tester (Use salable products)

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

- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS

NOTES:

- Merchandise 1.7oz on unit for all fragrances in exception to Rose de Grasse Pour Filles (1.oz).
- Keep caps on on all fragrances.

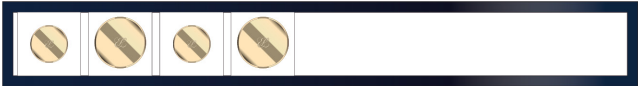
COUNTERS AT A GLANCE

BOUTIQUE CASE

OCTOBER



OVERHEAD VIEW



OVERHEAD VIEW



OVERHEAD VIEW



OVERHEAD VIEW



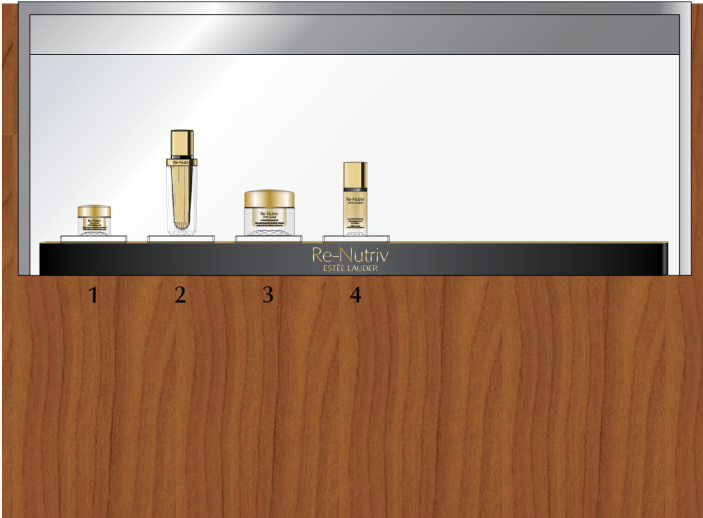
ADVANCED NIGHT REPAIR

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



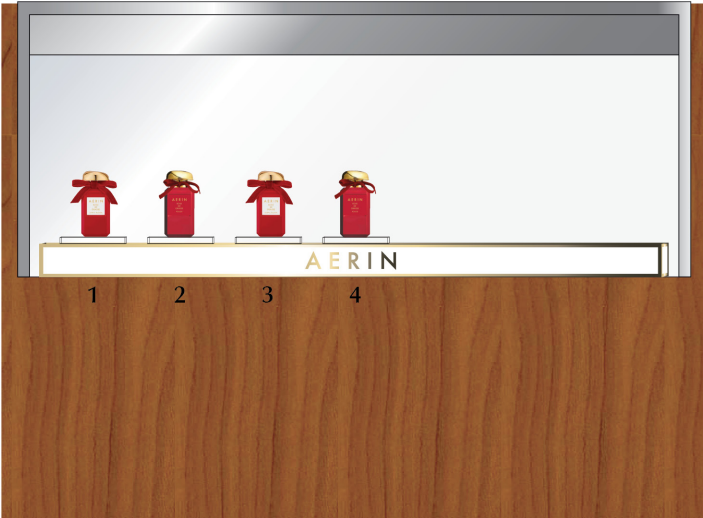
REVITALIZING SUPREME+

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



RE-NUTRIV ULTIMATE DIAMOND

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



AERIN

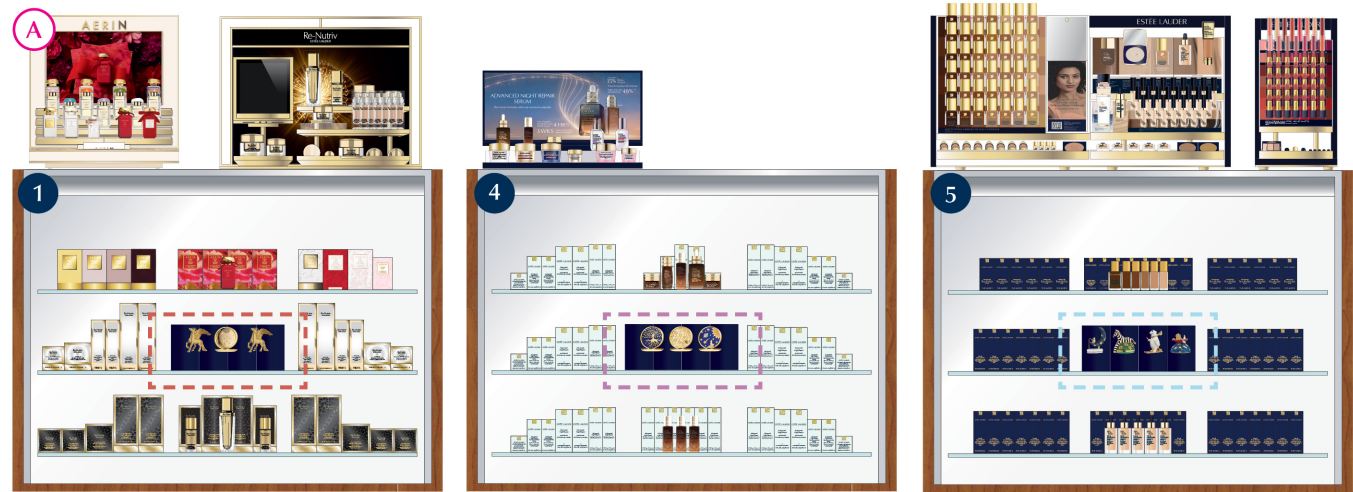
- RISER 1:
Rose de Grasse Joyful Bloom (Special Deco Bottle) 1.7 oz
- RISER 2:
Rose de Grasse Rouge 1.7oz
- RISER 3:
Rose de Grasse Joyful Bloom (Special Deco Bottle) 1.7 oz
- RISER 4:
Rose de Grasse Rouge 1.7oz

CASE MERCHANDISING

OCTOBER

CASE MERCHANDISING FOR DOORS WITHOUT IN-CASE TRAYS

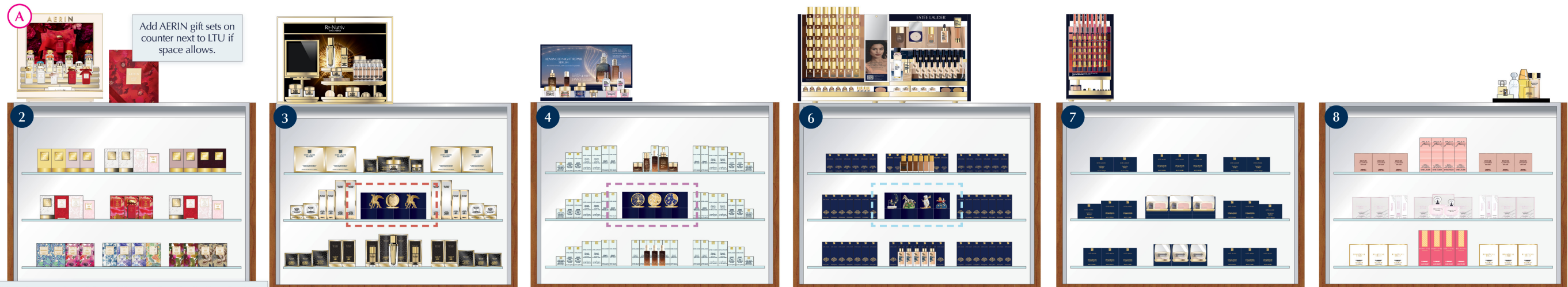
3 CASES



4 CASES



5/6 CASES



CASE CATEGORIES

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

NEW IN OCTOBER:

- A Aerin Line Tester Unit Update

COMPACTS & SOLIDS IN CASE

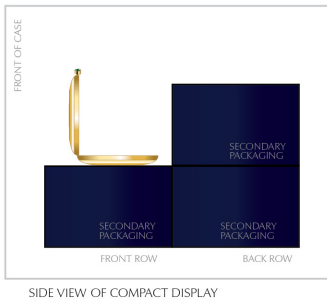
In Re-Nutriv Cases: (Heritage Collection)
Shelf 2 Tray: Pegasus, Shooting Stars, Pegasus

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

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

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

See side view.



RE-NUTRIV X GRACIE STUDIO

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



On all AERIN cases: from left to right, merchandise in the olfactive order using available stock. See page 19 for reference.

CASE MERCHANDISING

OCTOBER

CASE MERCHANDISING WITH TRAY ARE FOR THE FOLLOWING DOORS ONLY:

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

CASE CATEGORIES

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

NEW IN SEPTEMBER:

- (A) Aerin Line Tester Unit Update

COMPACTS & SOLIDS IN CASE

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

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

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

RE-NUTRIV X GRACIE STUDIO

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

3 CASES



4 CASES



5/6 CASES



On all AERIN cases: from left to right, merchandise in the olfactive order using available stock. See page 19 for reference.

Tester Codes

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

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

Tester Codes (cont.)

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

Selling Tools

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



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

How to Measure a Light-box

STEP 1: DETERMINING "OUTSIDE" MEASUREMENT

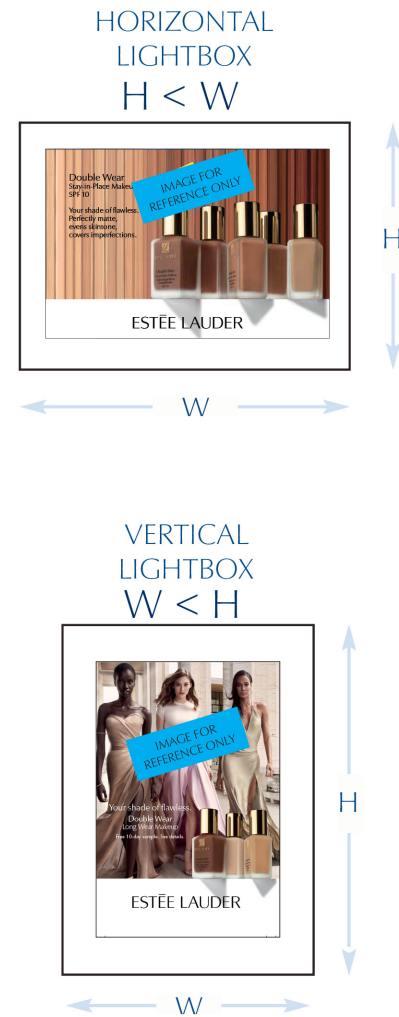
Open light-box. Measure end-to-end of the light-box horizontally (Width) and then vertically (Height). This is your “outside” measurement because it is the width (W) and height (H) of the “outside”, or total area, of the transparency that goes into the light-box.

STEP 2: DETERMINING “INSIDE” MEASUREMENT

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

POINTERS

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



Need Some Help?

For all questions / concerns regarding:

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

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

UNITED STATES

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

CANADA

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

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

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

[illegible]

