

DEPARTMENT  
STORES U.S.



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.

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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.

# HOLIDAY STORE ENVIRONMENTS

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# MACY'S HOLIDAY STORE ENVIRONMENTS

## Traditional Case Line Counter:



## HOLIDAY DISPLAY PROPS

1. Square Ledge Top Prop Display (PAGE 19)  
Pre-pack code #: G7AM-60  
Quantity: 1 pre-pack per door
2. Blockbuster Tower (PAGE 22)  
Pre-pack code #: G8F6-60  
Quantity: Varies by door
3. Lollipop Signs (PAGE 28)  
Pre-pack code #: G7A6-70  
Quantity: 1 pre-pack per door (6 lollipop signs per pre-pack)
4. In-Case Tent Cards (PAGE 26)  
Pre-pack code #: G7A9-70  
Quantity: 1 pre-pack per door (9 tent cards signs per pre-pack)
5. Gift Wrap Uniframe - Retailer Provided

## MSNA/Open Sell Counter (with Ledge Set Up):



## HOLIDAY DISPLAY PROPS

1. Square Ledge Top Prop Display (PAGE 19)  
Pre-pack code #: G7AM-60  
Quantity: 1 pre-pack per door
2. Blockbuster Tower (PAGE 22)  
Pre-pack code #: G8F6-60  
Quantity: Varies by door
3. Lollipop Signs (PAGE 28)  
Pre-pack code #: G7A6-70  
Quantity: 1 pre-pack per door (6 lollipop signs per pre-pack)
4. Tower Toppers (PAGE 24)  
Pre-pack code #: G7AK-60  
Quantity: 1 pre-pack per door (2 toppers per pre-pack)
5. Fragrance Tower (PAGE 25)  
Pre-pack code #: G7AG-60  
Quantity: Varies by door
6. Full Line Unit Topper (PAGE 27)  
Pre-pack code #: G7AJ-60  
Quantity: 1 pre-pack per door (2 toppers per pre-pack)

# MACY'S HOLIDAY STORE ENVIRONMENTS

## MSNA/Open Sell Counter (w/o Ledge Set Up):



## HOLIDAY DISPLAY PROPS

1. Blockbuster Tower (PAGE 22)  
Pre-pack code #: G8F6-60  
Quantity: Varies by door
2. Lollipop Signs (PAGE 28)  
Pre-pack code #: G7A6-70  
Quantity: 1 pre-pack per door (6 lollipop signs per pre-pack)
3. Tower Toppers (PAGE 24)  
Pre-pack code #: G7AK-60  
Quantity: 1 pre-pack per door (2 toppers per pre-pack)
4. Fragrance Tower (PAGE 25)  
Pre-pack code #: G7AG-60  
Quantity: Varies by door
5. Full Line Unit Topper (PAGE 27)  
Pre-pack code #: G7AJ-60  
Quantity: 1 pre-pack per door (2 toppers per pre-pack)

## Market by Macy's Counter:



## HOLIDAY DISPLAY PROPS

1. Blockbuster Tower (PAGE 22)  
Pre-pack code #: G8F6-60  
Quantity: Varies by door
2. Lollipop Signs (PAGE 28)  
Pre-pack code #: G7A6-70  
Quantity: 1 pre-pack per door (6 lollipop signs per pre-pack)
3. Fragrance Tower (PAGE 25)  
Pre-pack code #: G7AG-60  
Quantity: Varies by door
4. Full Line Unit Topper (PAGE 27)  
Pre-pack code #: G7AJ-60  
Quantity: 1 pre-pack per door (2 toppers per pre-pack)

# MACY'S HOLIDAY OUTPOSTS

## Large Holiday Outpost



### HOLIDAY OUTPOST DISPLAY ELEMENTS

1. Macy's Towers with Holiday Toppers - Retailer Produced
2. Macy's Tower Graphics - Retailer Produced
3. Macy's Table Graphic - Retailer Produced

## Macy's Towers at Counter



### HOLIDAY OUTPOST DISPLAY ELEMENTS

1. Macy's Towers with Holiday Toppers - Retailer Produced
2. Macy's Cube Tower Graphics - Retailer Produced

# DILLARD'S HOLIDAY STORE ENVIRONMENTS

## Traditional Case Line Counter:



## HOLIDAY DISPLAY PROPS

1. Disc Ledge Top Prop Display (PAGE 20)  
Pre-pack code #: G7AL-60  
Quantity: 2 pre-pack per door
2. Dillard's Holiday Images - Retailer Provided  
40" x 60": Holiday Image  
40" x 30": Holiday Model (Gracie) Image
3. Blockbuster Tower (PAGE 22)  
Pre-pack code #: G8F6-60  
Quantity: Varies by door
4. Lollipop Signs (PAGE 28)  
Pre-pack code #: G7A6-70  
Quantity: 1 pre-pack per door (6 lollipop signs per pre-pack)
5. In-Case Tent Cards (PAGE 26)  
Pre-pack code #: G7A9-70  
Quantity: 1 pre-pack per door (9 tent cards signs per pre-pack)

\* Create 360 ledge presentation by directing one Moon & Star Ledge Prop to the back side of the ledge.

## MSNA/Open Sell Counter (with Ledge Set Up):



## HOLIDAY DISPLAY PROPS

1. Disc Ledge Top Prop Display (PAGE 20)  
Pre-pack code #: G7AL-60  
Quantity: 2 pre-pack per door
2. Dillard's Holiday Images - Retailer Provided  
40" x 60": Holiday Image  
40" x 30": Holiday Model (Gracie) Image
3. Blockbuster Tower (PAGE 22)  
Pre-pack code #: G8F6-60  
Quantity: Varies by door
4. Lollipop Signs (PAGE 28)  
Pre-pack code #: G7A6-70  
Quantity: 1 pre-pack per door (6 lollipop signs per pre-pack)
5. Tower Toppers (PAGE 24)  
Pre-pack code #: G7AK-60  
Quantity: 1 pre-pack per door (2 toppers per pre-pack)
6. Fragrance Tower (PAGE 25)  
Pre-pack code #: G7AG-60  
Quantity: Varies by door
7. Full Line Unit Topper (PAGE 27)  
Pre-pack code #: G7AJ-60  
Quantity: 1 pre-pack per door (2 toppers per pre-pack)

\* Create 360 ledge presentation by directing one Moon & Star Ledge Prop to the back side of the ledge.

# BELK HOLIDAY STORE ENVIRONMENTS

## Traditional Case Line Counter:



## HOLIDAY DISPLAY PROPS

1. Disc Ledge Top Prop Display (PAGE 20)  
Pre-pack code #: G7AL-60  
Quantity: 2 pre-pack per door
2. Belk Holiday Images - Retailer Provided  
30" x 40": Holiday Model (Gracie) Image  
28" x 22": Holiday Product (Blockbuster) Image (with EL logo)
3. Blockbuster Tower (PAGE 22)  
Pre-pack code #: G8F6-60  
Quantity: Varies by door
4. Lollipop Signs (PAGE 28)  
Pre-pack code #: G7A6-70  
Quantity: 1 pre-pack per door (6 lollipop signs per pre-pack)
5. In-Case Tent Cards (PAGE 26)  
Pre-pack code #: G7A9-70  
Quantity: 1 pre-pack per door (9 tent cards signs per pre-pack)
6. "Free Gift Wrapping" Case Wrap - Retailer Provided

## MSNA/Open Sell Counter (with Ledge Set Up):



## HOLIDAY DISPLAY PROPS

1. Disc Ledge Top Prop Display (PAGE 20)  
Pre-pack code #: G7AL-60  
Quantity: 2 pre-pack per door
2. Belk Holiday Images - Retailer Provided  
30" x 40": Holiday Model (Gracie) Image  
28" x 22": Holiday Product Image (Blockbuster) (with EL logo)
3. Blockbuster Tower (PAGE 22)  
Pre-pack code #: G8F6-60  
Quantity: Varies by door
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6. Fragrance Tower (PAGE 25)  
Pre-pack code #: G7AG-60  
Quantity: Varies by door
7. Full Line Unit Topper (PAGE 27)  
Pre-pack code #: G7AJ-60  
Quantity: 1 pre-pack per door (2 toppers per pre-pack)

# BELK HOLIDAY OUTPOSTS

## Tier 1 Outpost:



## Tier 2 Outpost:



## Tier 3 Outpost:



## HOLIDAY OUTPOST DISPLAY ELEMENTS

- 36" x 70" Holiday Banner with Metal Base  
Pre-pack code #: G7AE-60 (Banner) | G7AF-60 (Metal Base)  
Quantity: 2 pre-pack per door
- Fragrance Tower (PAGE 25)  
Pre-pack code #: G7AG-60  
Quantity: Varies by door
- Blockbuster Tower (PAGE 22)  
Pre-pack code #: G8F6-60  
Quantity: Varies by door

See retailer guideline for Tier allocation.

## HOLIDAY OUTPOST DISPLAY ELEMENTS

- Fragrance Tower (PAGE 25)  
Pre-pack code #: G7AG-60  
Quantity: Varies by door
- 18" x 84" Holiday Banner Sleeve - Retailer Provided
- Belk Towers (Currently in-stores)  
Merchandising Guides: Fill towers with Holiday sets as shown on rendering.
- Round Tables with Red Table Cloth - Retailer Provided  
Merchandising Guides: Place holiday sets on tables as shown on rendering.

See retailer guideline for Tier allocation.

# BOSCOV'S HOLIDAY STORE ENVIRONMENT

## Traditional Case Line Counter:



## HOLIDAY DISPLAY PROPS

1. Disc Ledge Top Prop Display (PAGE 20)  
Pre-pack code #: G7AL-60  
Quantity: 2 pre-pack per door
2. Boscov's Holiday Images - Retailer Provided  
30" x 40": Holiday Model (Gracie) Image  
28" x 22": Holiday Product (Blockbuster) Image (with EL logo)
3. Blockbuster Tower (PAGE 22)  
Pre-pack code #: G8F6-60  
Quantity: Varies by door
4. Lollipop Signs (PAGE 28)  
Pre-pack code #: G7A6-70  
Quantity: 1 pre-pack per door (6 lollipop signs per pre-pack)
5. In-Case Tent Cards (PAGE 26)  
Pre-pack code #: G7A9-70  
Quantity: 1 pre-pack per door (9 tent cards signs per pre-pack)

# VON MAUR HOLIDAY STORE ENVIRONMENT

## Traditional Case Line Counter:



## HOLIDAY DISPLAY PROPS

1. Disc Ledge Top Prop Display (PAGE 20)  
Pre-pack code #: G7AL-60  
Quantity: 2 pre-pack per door
2. Boscov's Holiday Images - Retailer Provided  
30" x 40": Holiday Model (Gracie) Image  
28" x 22": Holiday Product (Blockbuster) Image (with EL logo)
3. Blockbuster Tower (PAGE 22)  
Pre-pack code #: G8F6-60  
Quantity: Varies by door
4. Lollipop Signs (PAGE 28)  
Pre-pack code #: G7A6-70  
Quantity: 1 pre-pack per door (6 lollipop signs per pre-pack)
5. In-Case Tent Cards (PAGE 26)  
Pre-pack code #: G7A9-70  
Quantity: 1 pre-pack per door (9 tent cards signs per pre-pack)

# HOLIDAY ELEMENTS

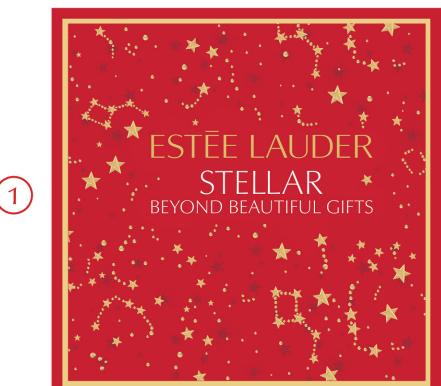
## HOLIDAY ELEMENTS: LEDGE TOP PROPS

Square Ledge Top Pre-pack Pieces (Macy's Doors Only):

Pre-pack Code #: G7AM-60

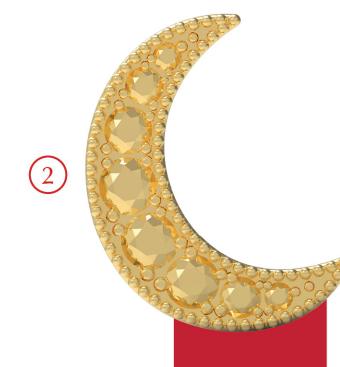


Pack out includes the following elements.  
See instruction sheet included in pack out for assembly direction.



①

Center Frame



②

Gold Moon



③

Pegasus



④

Large Star Custer



⑤

Small Star Custer

## HOLIDAY ELEMENTS: EDGE TOP PROPS

### Disc Ledge Top Pre-pack Pieces:

Pre-pack Code #: G7AL-60



Pack out includes the following elements.  
See instruction sheet included in pack out for assembly direction.



Stellar Disc



Gold Moon



Star Cluster

## HOLIDAY ELEMENTS: EDGE TOP GUIDELINES

### SQUARE LEDGE TOP SET UP:

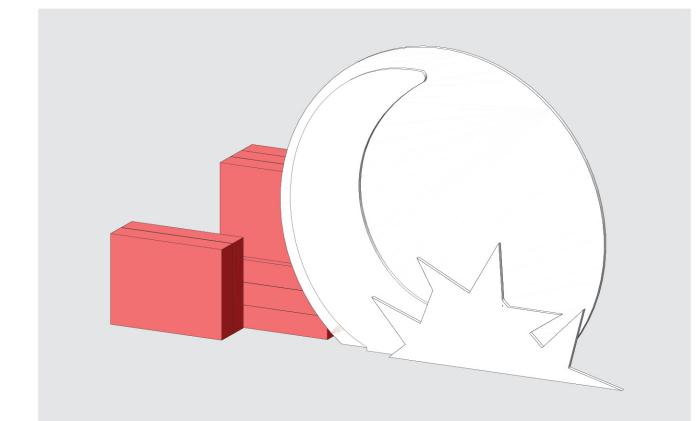
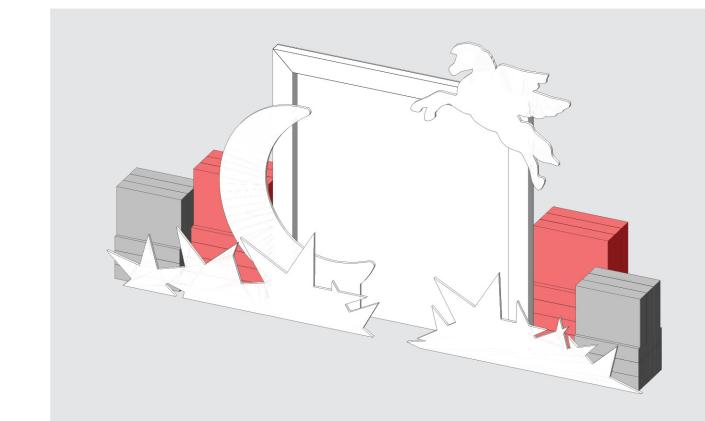


### DISC LEDGE TOP SET UP:



#### PERSPECTIVE VIEW:

Add gift sets around ledge top props where space allows, but do not line gift sets along the perimeter of the ledge. Merchandise sets in a "pyramid" formation, going from high stack to low stack as sets move away from ledge props.



#### TOP VIEW:



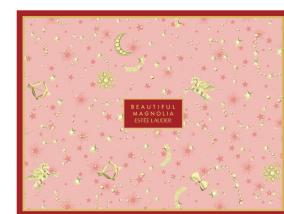
Use closed fragrance sets only on ledge top and with the following sets: Beautiful, Pleasures, and Beautiful Magnolia sets.  
Do not use any other sets.



Beautiful



Pleasures



Beautiful Magnolia

## HOLIDAY ELEMENTS: BLOCKBUSTER

### Blockbuster Towers (All Doors?)

Pre-pack Code #: G8F6-60  
Quantities vary by door



#### MERCHANDISING GUIDELINES:

- Place Fragrance Towers in high traffic aisles adjacent to Estée Lauder counter.
- Ensure tower is stocked with sets.
- When Blockbusters sell through, remove risers and platform from Blockbuster display and fill with gift sets. Use "Stellar Beyond Beautiful Gifts" sign to update messaging on Blockbuster tower.



Currently on  
Blockbuster Tower



"Stellar Beyond Beautiful Gifts" sign  
Pre-pack Code #: G3YP-50

## HOLIDAY ELEMENTS: BLOCKBUSTER

### Blockbuster On-Counter Merchandising:

Display Blockbuster boxes on top of counter by stacking two high, as shown below.



Place a box laying down stack  
another box on top standing.

## HOLIDAY ELEMENTS: TOWER TOPPERS

### Estée Lauder Tower Toppers (MSNA/Open Sell Doors Only)

Pre-pack Code #: G7AK-60  
2 Toppers are included per pre-pack.



#### MERCHANDISING GUIDELINES:

- Place Tower Topper on two towers already in-store.
- Place fragrance sets on towers as shown on rendering above.

## HOLIDAY ELEMENTS: FRAGRANCE TOWER

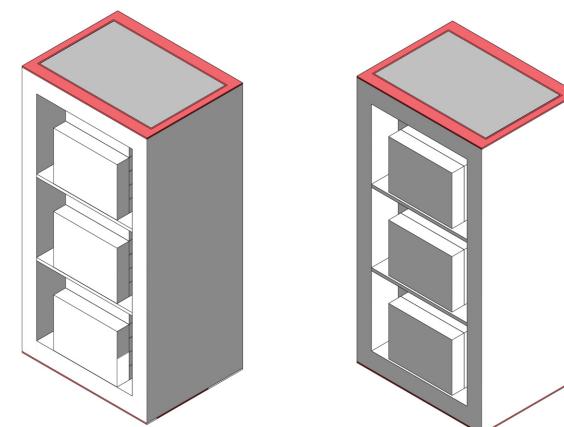
### Fragrance Towers (MSNA/Open Sell Doors Only)

Pre-pack Code #: G7AG-60  
Quantities vary by door



#### MERCHANDISING GUIDELINES:

- Place Fragrance Towers in high traffic aisles adjacent to Estée Lauder counter.
- Set capacity on the front of unit holds 2 sets per shelf (1 standing, 1 laying flat) and back of unit holds 2 sets per shelf (2 standing).



## HOLIDAY ELEMENTS: IN-CASE TENT CARDS

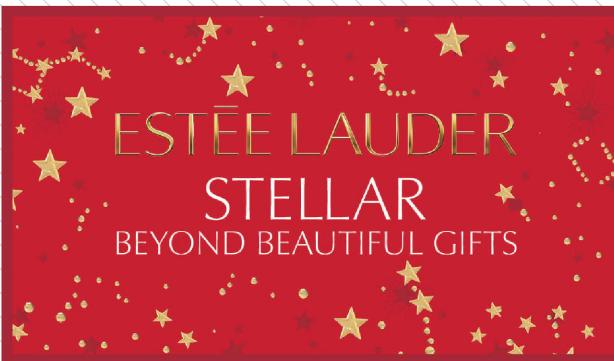
Free-standing, Double-Sided Tent Cards:

Pre-pack Code #: G7A9-70

9 Tent Cards are included per pre-pack.



SIDE A:  
Model Image



SIDE B:  
EL Holiday Stellar Image

### MERCHANDISING GUIDELINES:

- First, remove Fall 2023 in-case lithos along with frame and store for re-use after Holiday.
- Place tent cards inside case on the bottom shelf, alternating between Model Image and EL Holiday Stellar Image.
- **Do not place tent cards in Beautiful Magnolia and Re-Nutriv cases.**
- Once cases are filled, place remaining tent cards inside "fish tanks" or back drops - see rendering below for reference.



## HOLIDAY ELEMENTS: FLU HOLIDAY TOPPERS

Full Line Tester Unit Holiday Toppers:

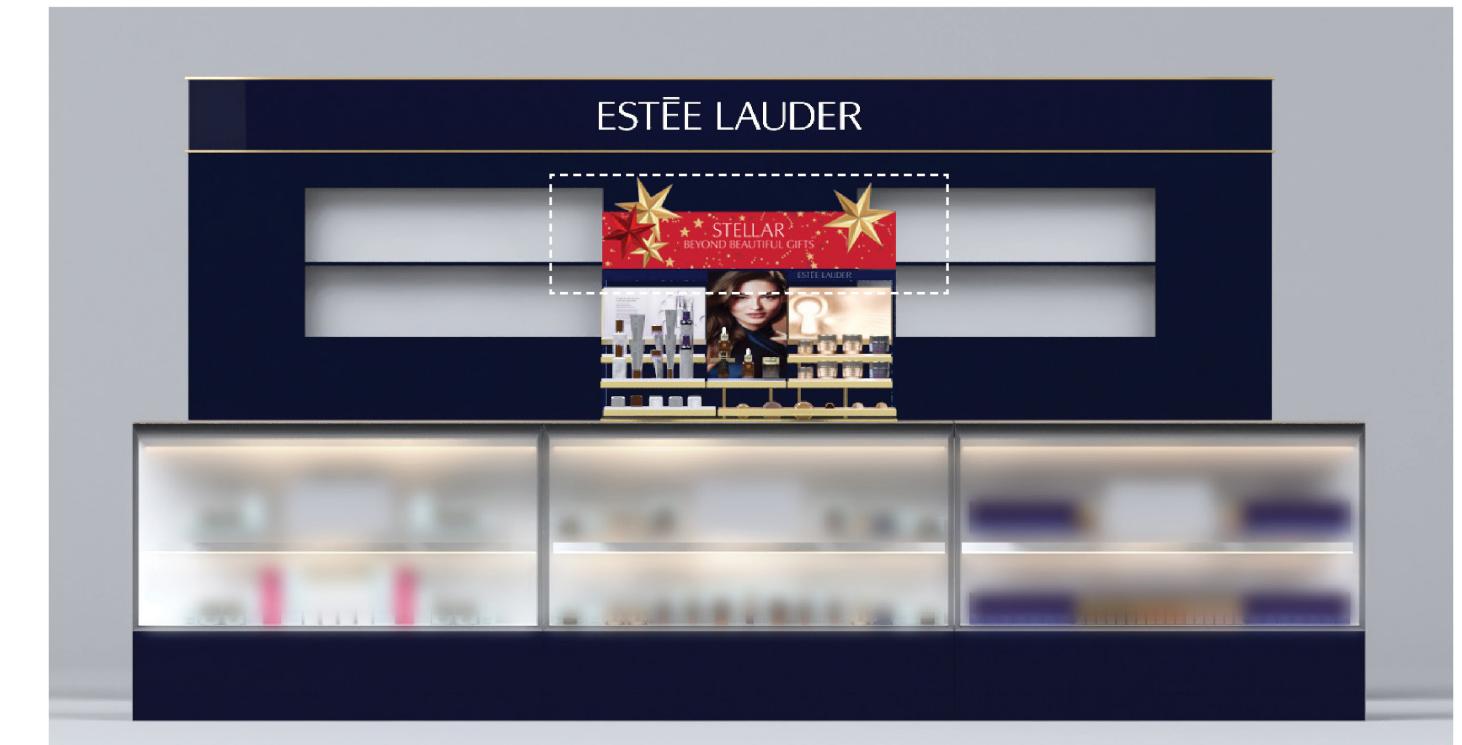
Pre-pack Code #: G7AJ-60

2 Holiday Toppers are included per pre-pack.



### MERCHANDISING GUIDELINES:

- Place Holiday toppers on two full line tester units. Example below shows Holiday topper on Skincare full line unit.
- Do not place Holiday toppers on Distortion Tables.



## HOLIDAY ELEMENTS: LOLLIPOP SIGNS

### Lollipop Sign Pieces:

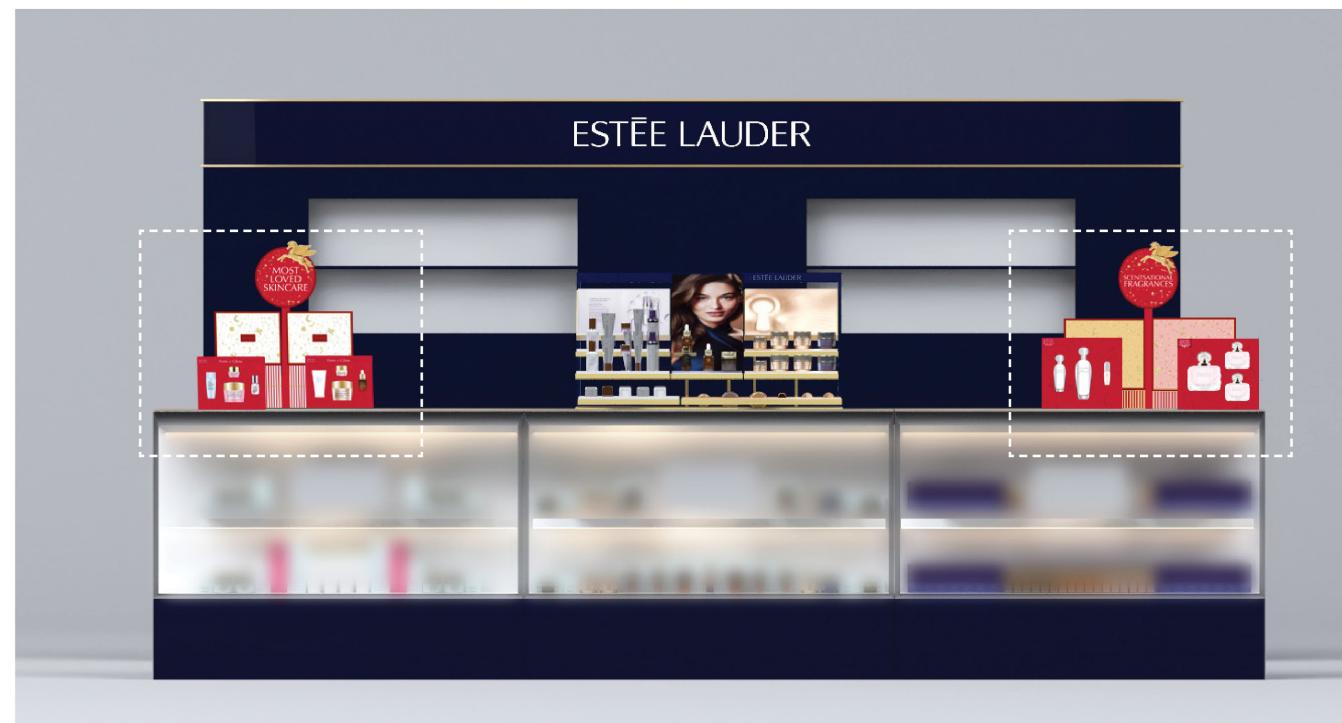
Pre-pack Code #: G7A6-70

6 signs per pre-pack



#### MERCHANDISING GUIDELINES:

- Place lollipop signs on counter with corresponding sets.



## HOLIDAY ELEMENTS: LOLLIPOP SIGNS

### Generic Discount Signs

Pre-pack Code #: G7A8-70

X signs per pre-pack



#### MERCHANDISING GUIDELINES:

- Place generic discount signs to existing metal lollipop sign holder already in stores.
- Merchandise special offer sets with generic discount signs where applicable.
- Refer to special offer cadence below to know when to place generic discount signs.

### SET OFFERS (DEPARTMENT STORES)

#### OFFER CADENCE

11/19-11/25: 30% Off  
Black Friday

11/26-11/27: 25% Off  
Cyber Monday

11/30-12/06: 20% Off  
Special Offer

12/07-12/09: 30% Off  
Special Offer



# HOLIDAY PROMOS

## Holiday Cadence: Promotional Units

NOVEMBER 6<sup>TH</sup>  
“Supercharge Your Radiance” PWP



NOVEMBER 21<sup>ST</sup>  
“Wish Upon A Star” PWP



Skincare PWP Unit converts  
to Makeup PWP Unit. See  
instruction sheets on how to  
update unit.

DECEMBER 7<sup>TH</sup>  
Fragrance Choice GWP



## HOLIDAY PROMO: NOVEMBER 6<sup>TH</sup> SKINCARE PWP

"Supercharge Your Radiance" Skincare PWP Unit:

Pre-pack Code #: G7AP-60



### MERCHANDISING GUIDELINES:

- Place unit on counter with sets displayed next to unit.



## HOLIDAY PROMO: NOVEMBER 21<sup>ST</sup> MAKEUP PWP

"Wish Upon a Star" Makeup PWP Unit:

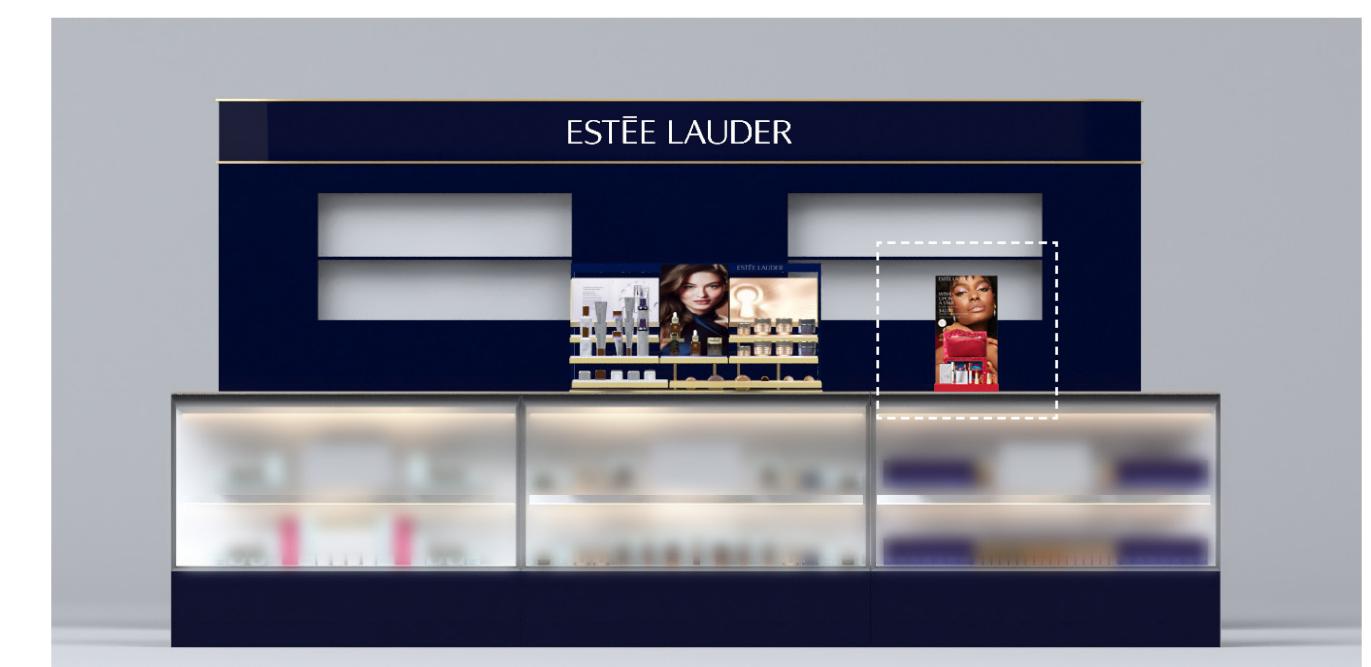
Pre-pack Code #: G7AP-60



Skincare PWP Unit converts to Makeup PWP Unit. See instruction sheets on how to update unit.

### MERCHANDISING GUIDELINES:

- Convert Skincare PWP Unit to Makeup PWP Unit.
- Once unit is converted to Makeup PWP, place unit on counter as shown.



# HOLIDAY PROMO: DECEMBER 7<sup>TH</sup> FRAGRANCE GWP

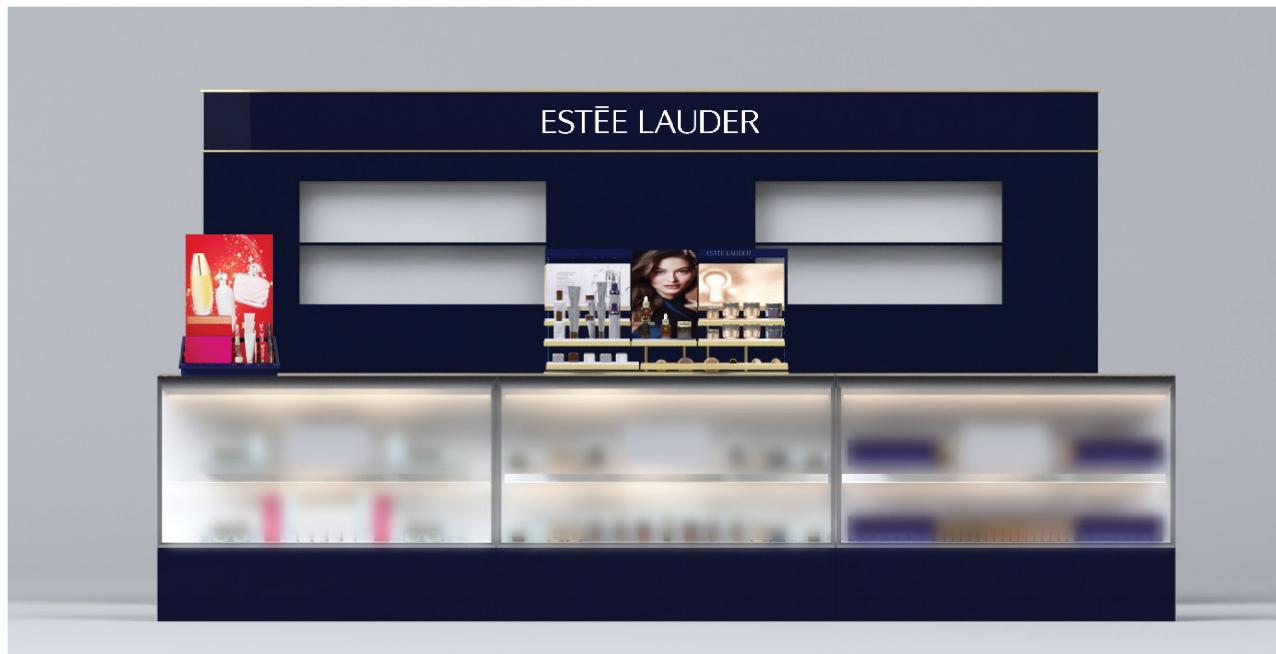
## Holiday Fragrance GWP Unit:

Pre-pack Code #: G7AR-60  
1 Pre-pack per door



### MERCHANDISING GUIDELINES:

- Place Fragrance GWP Unit on top of fragrance case with fragrance sets.



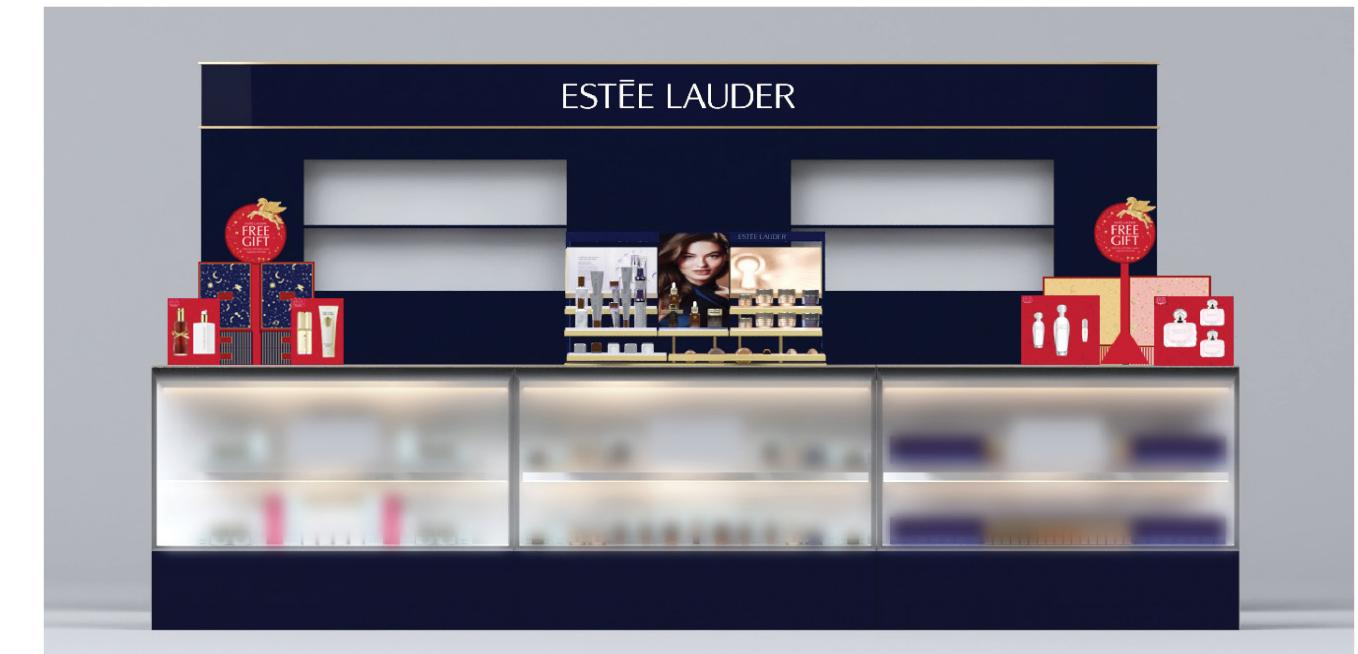
## "Free Gift" Lollipop Sign for Fragrance GWP:

Pre-pack Code #: G7A7-70  
TBD Pre-pack per door



### MERCHANDISING GUIDELINES:

- Place "Free Gift" lollipop sign on counter next to Holiday Fragrance GWP Unit with fragrance sets.



# HOLIDAY GIFTING

## HOLIDAY GIFTING: COLLATERAL



HOLIDAY PRE-CUT GIFT WRAP SHEET  
Pre-pack Code #: G75J-70  
1 Pre-pack per door (25 Sheets)



HOLIDAY GIFT WRAP ROLL  
Pre-pack Code #: G75J-70  
1 Pre-pack per door (1 Roll)

ESTÉE LAUDER

HOLIDAY RIBBON  
Pre-pack Code #: G7KT-70  
1 Pre-pack per door (2 Rolls)

ESTÉE LAUDER

### Gifting on Top of Counter:

Create a gifting station on top of counter by wrapping sets with holiday wrap and ribbon. See rendering below for reference.



## HOLIDAY GIFTING: CUSTOM GIFTS

### Holiday Box Containers

As your holiday sets sell through, create a gifting presentation with custom containers using Holiday box, hang tags, and organza wrap.

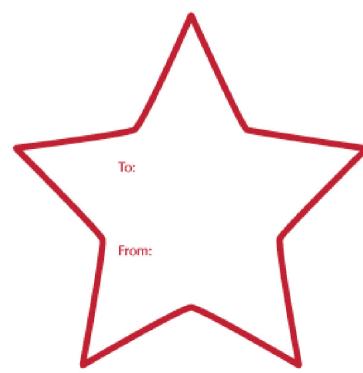


**HOLIDAY CONTAINER**  
Pre-pack Code #: G75N-70  
Ships in a unit containing 6 containers with tissue paper

**ORGANZA WRAP**  
Pre-pack Code #: G36D-70  
Ships in a unit containing 6 organza wraps



FRONT



BACK

**HANG TAG**  
Pre-pack Code #: G2NZ-70  
Ships in a unit containing 6 hang tags

## HOLIDAY GIFTING: IMPULSE GIFTS

### Clear Plastic Impulse Bag

TBD Need direction here on Impulse containers



**CLEAR IMPULSE BAG**  
Pre-pack Code #: G271-70  
Ships in a unit containing 6 bags



FRONT

BACK

**CLEAR IMPULSE BAG INSERT CARD**  
Pre-pack Code #: G2NS-70  
Ships in a unit containing 6 cards

# HOLIDAY GIFTING: VALUE "FLAGS"

## Value "Flags" Placement

Place % off flag on the top right corner of the the display box set as shown. Use correct % as per marketing offer.



## Value "Flags" Percentages:



## 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,  
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 Joyful Bloom, 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 TESTERS & TRENDING NOW LAUNCH UNITS

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	Currently on-counter	OCT	NOV	DEC	JAN '24 (SPRING PREVIEW)
LAUNCH	<p>SKINCARE TRENDING NOW UNIT Update with new templates and graphics <b>Select Doors</b> Unit Code #: PG5E-60 Update Code #: G882-60</p> 				<p>SKINCARE TRENDING NOW UNIT Update with new templates and graphics <b>Select Doors</b> Unit Code #: PG5E-60 Update Code #: G47Z-60</p> 
IN-CASE	<p>Note: Please refer to holiday section (pages 8-9) for all holiday in-case details. Hold on to all your existing in-case lithos to re-install on 12/26.</p>  <p>UPDATED SUPREME+ IN-CASE PROP LITHO <b>All Case Doors</b> Litho Code #: G1Q6-70</p>  <p>ADVANCED NIGHT REPAIR RESCUE SOLUTION IN-CASE PROP LITHO <b>All Case Doors</b> Litho Code #: G8CW-70</p>		 <p>HOLIDAY IN-CASE TENT CARDS <b>All Case Doors</b> Pre-pack Code #: G7A9-70</p>		
LINE TESTER	<p>Note: Use holiday banner shown on Page 27 and store ANR Banner for re-install after Holiday (12/26).</p>  <p>ADVANCED NIGHT REPAIR SKINCARE LTU BANNER <b>All Doors</b> Banner Code #: G76C-70</p>  <p>SKINCARE LTU VER. 1 (W/O SUPREME MOISTURIZER REFILLS) <b>Most Doors</b> Update with new templates and graphics Unit Code #: PG58-60 Graphic Update Code #: G14I-70 Acrylic Update Code #: G87Y-60</p>				 <p>SKINCARE LTU VER. 1 (W/O SUPREME MOISTURIZER REFILLS) <b>Most Doors</b> Update with new templates and graphics Unit Code #: PG58-60 Update Code #: G47S-60</p>

 Select Doors Only  
 All Doors

	Currently on-counter	OCT	NOV	DEC	JAN '24 (SPRING PREVIEW)
DEPARTMENT STORE (DIAMOND)	<p>Re-Nutriv ESTĒE LAUDER</p> <p>Re-Nutriv In-Case Prop All Doors Prop Code #: RN7H-60</p> <p>Re-Nutriv ESTĒE LAUDER</p> <p>Re-Nutriv In-Case Prop All Doors Prop Code #: RN7H-60</p> <p>Re-Nutriv ESTĒE LAUDER</p> <p>Re-Nutriv In-Case Prop All Doors Prop Code #: RN7H-60</p>	 <p>RE-NUTRIV DIAMOND LTU W/ LIMITED LIFE GRACIE X STUDIO <b>Select Doors</b> Update with new templates and graphics Unit Code #: PT2M-60 Graphic Update Code #: TBD Acrylic Update Code #: G881-60</p>  <p>RE-NUTRIV DIAMOND LTU <b>Select Doors</b> Update with new templates and graphics Unit Code #: PT2M-60 Graphic Update Code #: G13Z-70 Acrylic Update Code #: G881-60</p>			 <p>RE-NUTRIV DIAMOND LTU <b>Select Doors</b> Update with new templates and graphics Unit Code #: PT2M-60 Update Code #: G48B-60</p>
DEPARTMENT STORE (NON-DIAMOND)	<p>Re-Nutriv ESTĒE LAUDER</p> <p>Re-Nutriv In-Case Prop All Doors Prop Code #: RN7H-60</p>	 <p>RE-NUTRIV (NON-DIAMOND) LTU (ULRY) <b>Select Doors</b> Updated graphics with new S.R.P Unit Code #: PT2N-60 Graphic Code #: G5LJ-70</p>			<div style="display: flex; align-items: center;"> <span style="border: 2px solid yellow; padding: 2px; margin-right: 10px;"></span> Select Doors Only         <span style="border: 2px solid lightblue; padding: 2px; margin-left: 10px;"></span> All Doors       </div>

	Currently on-counter	OCT	NOV	DEC	JAN '24 (SPRING PREVIEW)
LAUNCH	<p>IPAD/IMATCH TRENDING NOW UNIT SRP graphic update only <b>Select Doors</b> Unit Code #: PG5H-60 Graphic Update Code #: G1BU-70</p> 				
IN-CASE	<p>PURE COLOR LIP IN-CASE LITHO <b>Select Doors</b> Litho Code #: GXE6-70</p> 	<p>HOLIDAY IN-CASE TENT CARDS <b>All Case Doors</b> Pre-pack Code #: G7A9-70</p> 		<p><b>Note:</b> Please refer to holiday section (pages 8-9) for all holiday in-case details. Hold on to all your existing in-case lithos to re-install on 12/26.</p>	
LINE TESTER	<p>COLOR LTU (55 LIP SHADE VARIANT) Remove plug on top template <b>Select Doors</b> Unit Code #: PG53-60 Graphic Update Code #: G1BN-70 Acrylic Update Code #: G884-60</p> 	<p>COLOR HYBRID LTU - VER. 2 <b>Boscov's, Independents, Blue Mercury, and Puerto Rico Doors</b> Update with new drawer template and graphics Unit Code #: PG5G-60 Graphic Update Code #: G1BO-70 Acrylic Update Code #: G88H-60</p> 		<p>COLOR HYBRID LTU - VER. 2 <b>Boscov's, Independents, Blue Mercury, and Puerto Rico Doors</b> Update with new drawer template and graphics Unit Code #: PG5G-60 Update Code #: G49B-60</p> 	<p>COLOR LTU (35 LIP SHADE VARIANT) Remove plug on top template <b>Select Doors</b> Unit Code #: PG53-60 Graphic Update Code #: G1BM-70 Acrylic Update Code #: G885-60</p> 
			<p><b>Note:</b> Remove graphic plug on unit when new Turbo Mascaras arrive in store and place on unit.</p>		<p>COLOR LTU (35 LIP SHADE VARIANT) Update with new templates and graphics <b>Select Doors</b> Unit Code #: PG53-60 Update Code #: G49Z-60</p> 
					<p> <b>Select Doors Only</b>  <b>All Doors</b></p>

	Currently on-counter	OCT	NOV	DEC	JAN '24 (SPRING PREVIEW)
LAUNCH	<p> DRAMMING UNIT New litho update <b>All Doors</b> Unit Code #: RYC5-60 Litho Update Code #: TBD</p> <p> COLOR/FOUNDATION TRENDING NOW UNIT Update with new templates and graphics <b>Select Doors</b> Unit Code #: PG5F-60 Graphic Update Code #: G6WT-70 Acrylic Update Code #: G5PP-60</p> <p> DRAMMING PEDESTAL Foundation Panels Update <b>Select Doors</b> Pedestal Code #: P4EE-60 Pedestal Update Code #: TBD</p>		<p> COLOR/FOUNDATION TRENDING NOW UNIT Update with new templates and graphics <b>Select Doors</b> Unit Code #: PG5F-60 Update Code #: G4BH-70</p>		
IN-CASE	<p> DOUBLE WEAR RE-PROMOTE IN-CASE LITHO Litho Code #: G8CT-70</p> <p> FUTURIST SKINTINT IN-CASE LITHO Litho Code #: G8A4-70</p> <p><b>Note:</b> Please refer to holiday section (pages 8-9) for all holiday in-case details. Hold on to all your existing in-case lithos to re-install on 12/26.</p>		<p> HOLIDAY IN-CASE TENT CARDS <b>All Case Doors</b> Pre-pack Code #: G7A9-70</p>		<p> Select Doors Only</p> <p> All Doors</p>
LINE TESTER	<p> FOUNDATION LINE TESTER UNIT Update with new templates and graphics <b>All Doors</b> Unit Code #: PJHJ-60 Update Code #: G88T-60</p>		<p> FOUNDATION LINE TESTER UNIT Remove all graphics plugs on unit <b>All Doors</b> Unit Code #: PJHJ-60 Update Code #: G88T-60</p>		<p> FOUNDATION LINE TESTER UNIT Update with new templates and graphics <b>All Doors</b> Unit Code #: PJHJ-60 Update Code #: G4AS-60</p>

	Currently on-counter	OCT	NOV	DEC	JAN '24 (SPRING PREVIEW)
AERIN	<p></p> <p><b>AERIN LINE FRAGRANCE UNIT</b> Update to add new RDG Rouge on "New and Best Sellers" platform <b>Von Maur &amp; Belk Doors</b> Graphic Update Code #: <b>G1Q3-70</b> Acrylic/Locator Update Code #: <b>G16D-60</b></p>	<p></p> <p><b>AERIN LINE FRAGRANCE UNIT</b> Update with new holiday graphic <b>Von Maur &amp; Belk Doors</b> Graphic Update Code #: <b>G4ZG-70</b></p>			
LINE TESTER	<p></p> <p><b>LUXURY FRAGRANCE LINE TESTER UNIT</b> <b>Select Doors</b> Update with new limited life fragrance Unit Code #: <b>G1RE-60</b> Puck Update Code #: <b>G3PY-60</b> Graphic Update Code #: <b>G4MN-70</b></p> <p></p> <p><b>FRAGRANCE LINE TESTER</b> <b>Most Doors</b> Update with new center graphic Unit Code #: <b>PG59-60</b> Update Code #: <b>TBD</b></p>	<p></p> <p><b>FRAGRANCE LINE TESTER</b> <b>Macy's Only</b> Update new center graphic and platform Unit Code #: <b>PG59-60</b> Update Code #: <b>TBD</b></p>			
IN-CASE & OTHER	<p></p> <p><b>LUXE FRAGRANCE IN-CASE PROP LITHO</b> Litho Code #: <b>GT0M-70</b></p> <p></p> <p><b>BEAUTIFUL MAGNOLIA INTENSE</b> IN-CASE PROP LITHO Litho Code #: <b>GXE2-70</b></p>				

Select Doors Only  
 All Doors

# SKINCARE LINE TESTER

## Version 1: Without Moisturizer Refill No Holiday Update

## Note:

Use holiday banner shown on Page 9 and store ANR Banner for re-install after Holiday (12/26).



## 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)

## HISTORY OF UPDATES

Jan '23	Update with new template and new graphics (TBD).
Mar '23	Remove Nutritious in drawers and update with new templates and graphics (Graphic Update Code #: G4T9-70   Acrylic Update Code #: G4TH-60).
Jul '23	Update with new templates, new graphics, and new products. Graphic Update Code #: G14I-70   Acrylic Update Code #: G87Y-60.



## MAIN PLATFORM



## DRAWER

## 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

## Note:

Use holiday banner shown on Page 9 and store ANR Banner for re-install after Holiday (12/26).



## 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)
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)

## 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

## 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 &amp; GRAPHICS

# RE-NUTRIV LINE TESTER

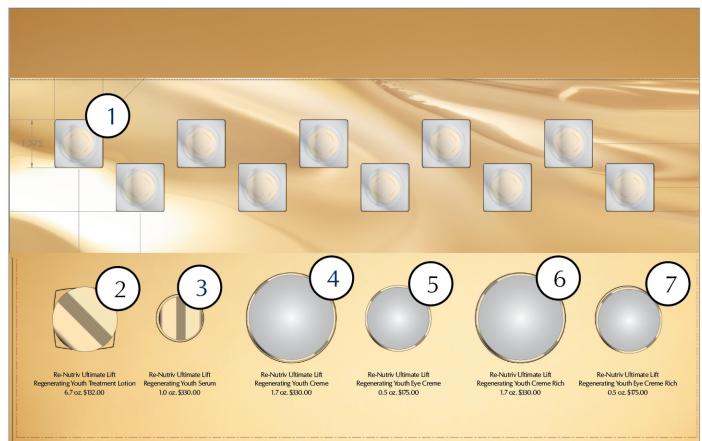
Non-Diamond Department Stores  
No Holiday Update



## HISTORY OF UPDATES

Feb '22	Update with new graphics (GY98-70).
Jul '22	Update with new S.R.P. graphics (G3L7-70).
Jan '23	Update with new graphics (G5LJ-70).

## TOP VIEW



□ NEW GRAPHICS  
□ NEW TEMPLATES & GRAPHICS

**Line Tester** (Use saleable products except where indicated.)

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



# 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).

## TOP VIEW



□ 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.



# 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.



## 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 LINE TESTER

No Holiday Update | 35 Lipstick Variant

## HISTORY OF UPDATES

Feb '23	Update with new graphics and templates (G554-60).
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.



## Product List

- Pure Color Illuminating Shine (12)
- Pure Color Lipsticks (30)
- 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)
- Double Wear 24H Stay-in-Place Lip Liner (12)
- Double Wear Zero-Smudge Lengthening Mascara (1)
- Little Black Primer (1)
- Pure Color Lipsticks (6)
- 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)
- Pure Color Envy Sculpting Blush (2) (in godets)
- BrowPerfect 3D All-In-One Styler (8)
- Double Wear Stay-In-Place Eye Pencil (10)
- Double Wear Infinite Waterproof Eyeliner (8)
- Little Black Liner (1)
- Kajal Eyeliner (4)
- Sumptuous Extreme Lash Multiplying Volume Mascara (1)
- Sumptuous Extreme Waterproof (1)
- Double Wear Zero-Smudge Lengthening Mascara (1)
- Little Black Primer (1)

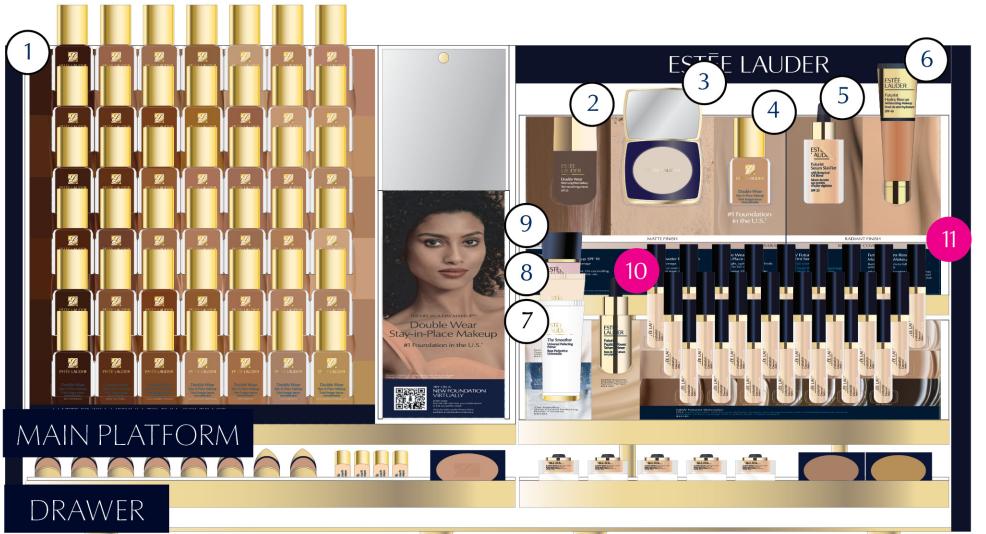
# FOUNDATION LINE TESTER

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).

SEE PAGE 106 FOR TESTER PRE-PACK CODES.



## Product List

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

NEW GRAPHICS

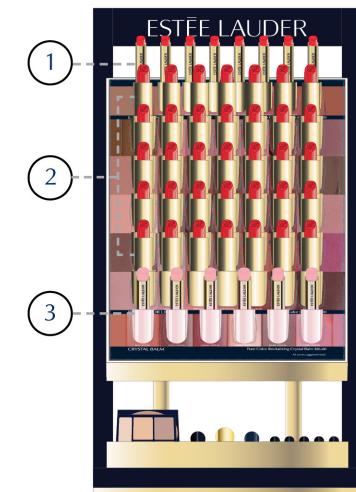
NEW TEMPLATES &amp; GRAPHICS

# COLOR HYBRID UNIT V.2

No Holiday Update

## HISTORY OF UPDATES

Sept '22	Update with new top template and new graphics (G33H-60).
Feb '23	Update with new top template and new graphics (G558-60).
Jul '23	Update with bottom top template and new graphics. Graphic Update Code #: G1BO-70   Acrylic Update Code #: G88H-60.



## Product List

## Main Platform

1. Pure Color Illuminating Shine (8)
2. Pure Color Lipstick (35)
3. Pure Color Revitalizing Crystal 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



NIGHTTIME TESTER MAINTENANCE/CLEANING RITUAL

To clean, use a soft dry cloth.

Never use sprays of any kind to clean unit.

Unit Code #:

**AERIN**  
October Update



#### HISTORY OF UPDATES

Jul '23	Update with new back riser and base graphics, and new located platforms. Graphic Update Code #: <b>G1Q3-70</b>   Acrylic/Locator Update Code #: <b>G16D-60</b> .
Aug '23	Update to add new Rose de Grasse Rouge on the "New and Best Sellers" platform.
Oct '23	Update with new back riser holiday graphic [TBD].

#### TOP VIEW



#### Line Tester (Use salable products)

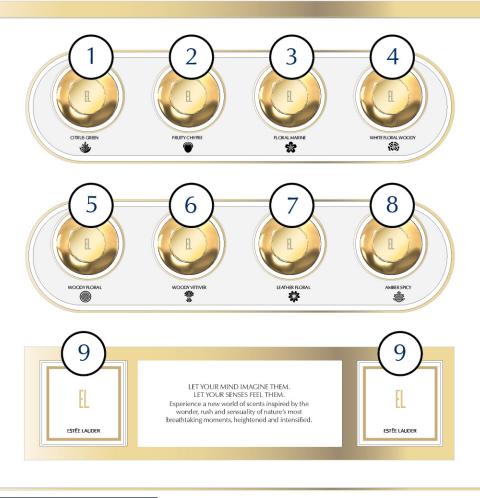
1. Rose de Grasse 1.7 oz
2. Rose de Grasse Joyful Bloom 1.7 oz
3. Rose de Grasse Pour Filles 1.0 oz
4. New Rose de Grasse Rouge 1.7 oz
5. Mediterranean Honeysuckle 1.7 oz
6. Wild Geranium 1.7 oz
7. Ikat Jasmine 1.7oz
8. Lilac Path 1.7oz
9. Hibiscus Palm 1.7oz
10. Cedar Violet 1.7oz
11. Amber Musk 1.7oz

NEW GRAPHICS  
 NEW TEMPLATES & GRAPHICS

Unit Code #: G1RE-60

# LUXURY FRAGRANCE LINE TESTER UNIT

No Holiday Update



#### TOP VIEW

#### Product List

1. Tender Light Eau de Parfum, 3.4 oz
2. Sensuous Stars Eau de Parfum, 3.4 oz
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

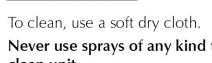
NEW GRAPHICS  
 NEW TEMPLATES & GRAPHICS

#### NOTES:

- Merchandise 1.7oz on unit for all fragrances in exception to Rose de Grasse Pour Filles (1.0oz).
- Keep caps on on all fragrances.



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

October Update - Macy's Doors Only

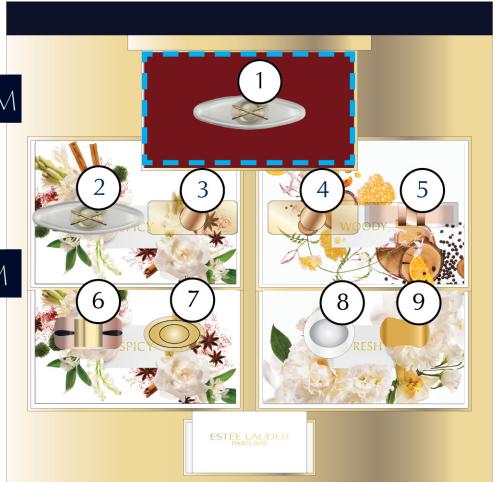


## HISTORY OF UPDATES

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).
Oct '23	Update center and platform graphics (G50Q-70).

## FOCUS PLATFORM

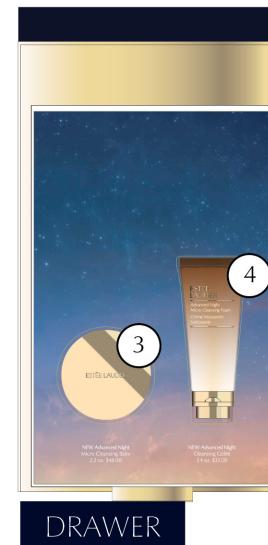
## MAIN PLATFORM



NEW GRAPHICS  
NEW TEMPLATES & GRAPHICS

# TRENDING NOW SKINCARE UNIT

No Holiday Update



## DRAWER

## HISTORY OF UPDATES

Jul '22	Update with new templates and new graphics (Acrylic Code #: G27K-60; Graphic Code #: G34W-70)
Jan '23	Update with new graphics (G4T4-70).
Jul '23	Update with new templates and graphic. Update Code #: G882-60.

## Product List

## Focus Platform

1. Beautiful Magnolia Eau de Parfum, 3.4 oz

## Main Platform (Preferred Line-up)

2. Beautiful Magnolia Intense Eau de Parfum, 3.4 oz

3. Bronze Goddess Eau de Parfum, 3.4 oz

4. Bronze Goddess Eau Fraiche, 3.4 oz

5. Estée Lauder Sensuous Eau de Parfum Spray, 3.4 oz

6. Beautiful Magnolia L'eau Eau de Toilette, 3.4 oz

7. Beautiful Eau de Parfum, 3.4 oz

8. Pleasures Eau de Parfum, 3.4 oz

9. White Linen Eau de Parfum, 2.0 oz

## FOCUS LAUNCH PLATFORM

- Beautiful Magnolia Eau De Parfum (#1) (Mandatory)

## SPICY

- Beautiful Magnolia Intense Eau de Parfum (#2) (Mandatory)
- Bronze Goddess 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

## Product List

## Main Platform

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

## Drawer

3. Advanced Night Cleansing Balm (2.2 oz)  
4. Advanced Night Cleansing Gelée (3.4 oz)

## NEW GRAPHICS

## NEW TEMPLATES &amp; GRAPHICS

## 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.



## 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

October Update

## HISTORY OF UPDATES

Sept '22	Update with new templates and new graphics (C33E-60).
Feb '23	Update with new templates and graphics (Acrylic: G5PP-60 Graphics: G6WT-70).
Oct '23	Update with new templates and graphics (G4BH-70).



## Product List

### Main Platform

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

### Drawer

3. New Futurist Peptide-Power Serum Primer (I)
4. Futurist Aqua Brilliance Watery Glow Primer (I)
5. Futurist Hydra Rescue Moisturizing Makeup SPF 45 (I)
6. New Futurist Skintine Serum with Botanical Oil Infusion SPF 20 (I5)

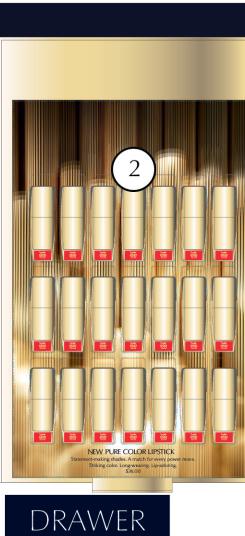


# TRENDING NOW iMATCH/YOUCAM UNIT

No Holiday Update

## HISTORY OF UPDATES

Jan '22	Update with new drawer template and graphic (GX5X-60).
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).



## Product List

### Main Platform

1. iPad with YouCam

### Drawer

2. Pure Color Lipstick (21)



NIGHTTIME TESTER MAINTENANCE/  
CLEANING RITUAL

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

# DRAMMING UNIT & DRAMMING PEDESTAL

No Holiday Update

## HISTORY OF UPDATES

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

SIDES 1 & 2



SIDES 3 & 4



MAGNETIC PANELS 1 & 2



MAGNETIC PANELS 3 & 4

# OPEN SELL/ MSNA VM UNITS

# ANR DISTORTION TABLE (LARGE)

No Holiday Update

## HISTORY OF UPDATES

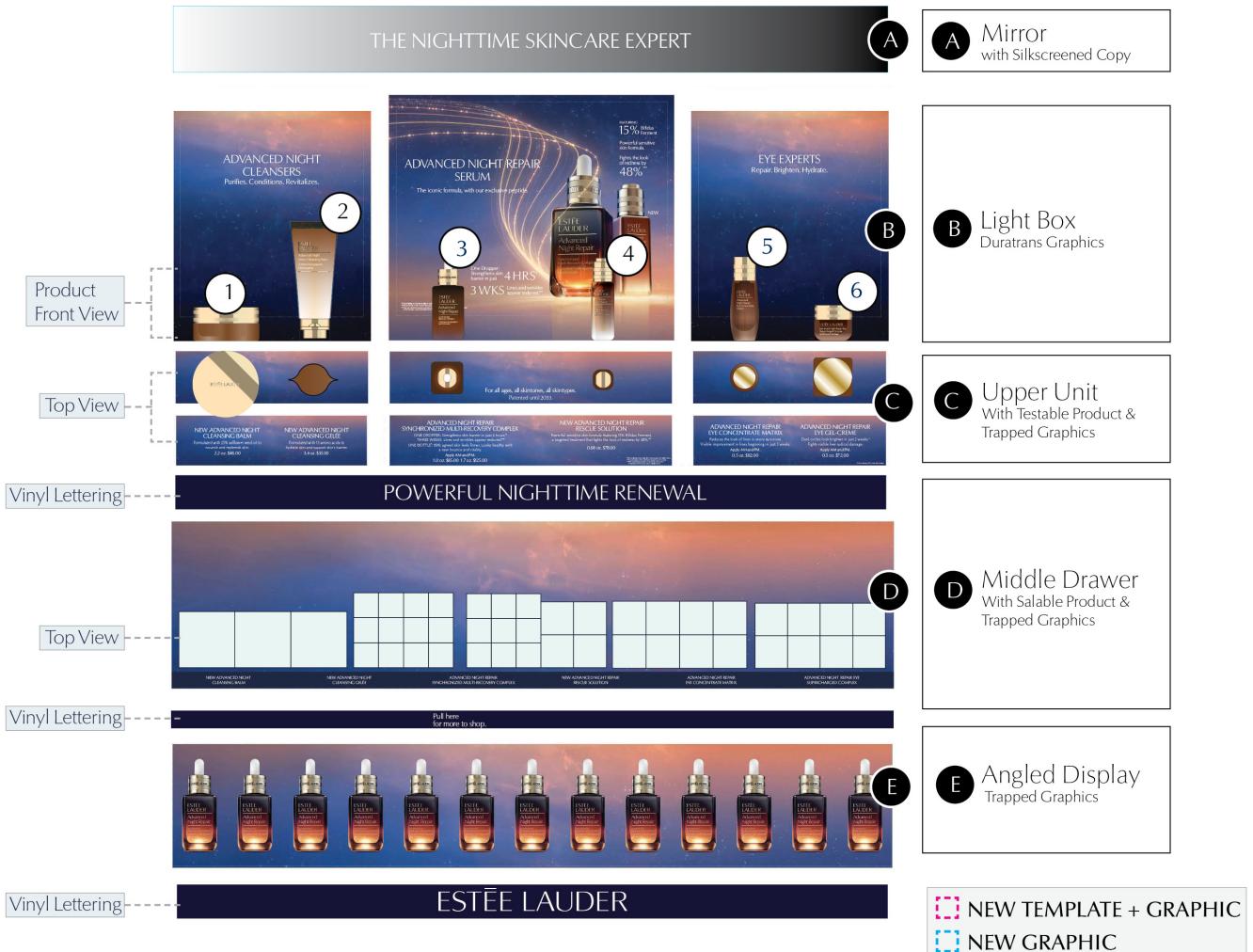
Nov '22	Update with new graphics (G3C0-70).
Jan '23	Update with new graphics (G6YJ-70).
Jul '23	Update with new graphics (G15D-70).

# ANR DISTORTION TABLE (MEDIUM)

No Holiday Update

## HISTORY OF UPDATES

Nov '22	Update with new graphics (G3AY-70).
Jan '23	Update with new graphics (G6YL-70)   Medium Half (G6YK-70).
Jul '23	Update with new graphics (G15I-70)   Medium Half (G15B-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 (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.

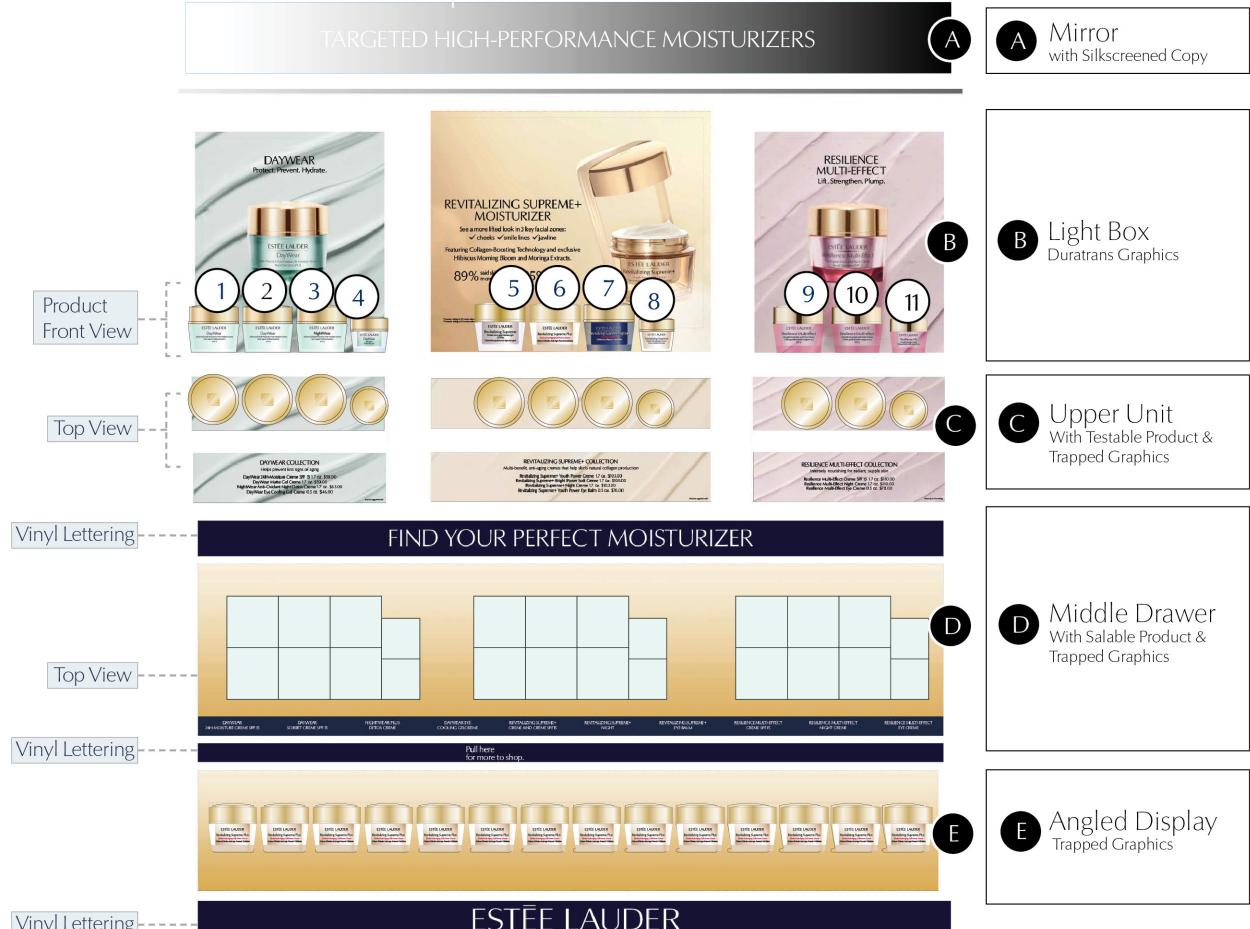
NEW TEMPLATE + GRAPHIC  
NEW GRAPHIC

# MOISTURIZERS DISTORTION TABLE (LARGE)

No Holiday Update

## HISTORY OF UPDATES

Nov '22	Update with new graphics (G3AW-70).
Jan '23	Update with new graphics (G6YG-70).
Jul '23	Update with new graphics (G14U-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+ Bright Power Soft Creme, 1.7 oz. (salable)
6. Revitalizing Supreme+ Creme, 1.7 oz. (salable)
7. Revitalizing Supreme+ Night Creme, 1.7 oz. (salable)
8. Revitalizing Supreme+ Eye Balm, 0.5 oz. (salable)
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)

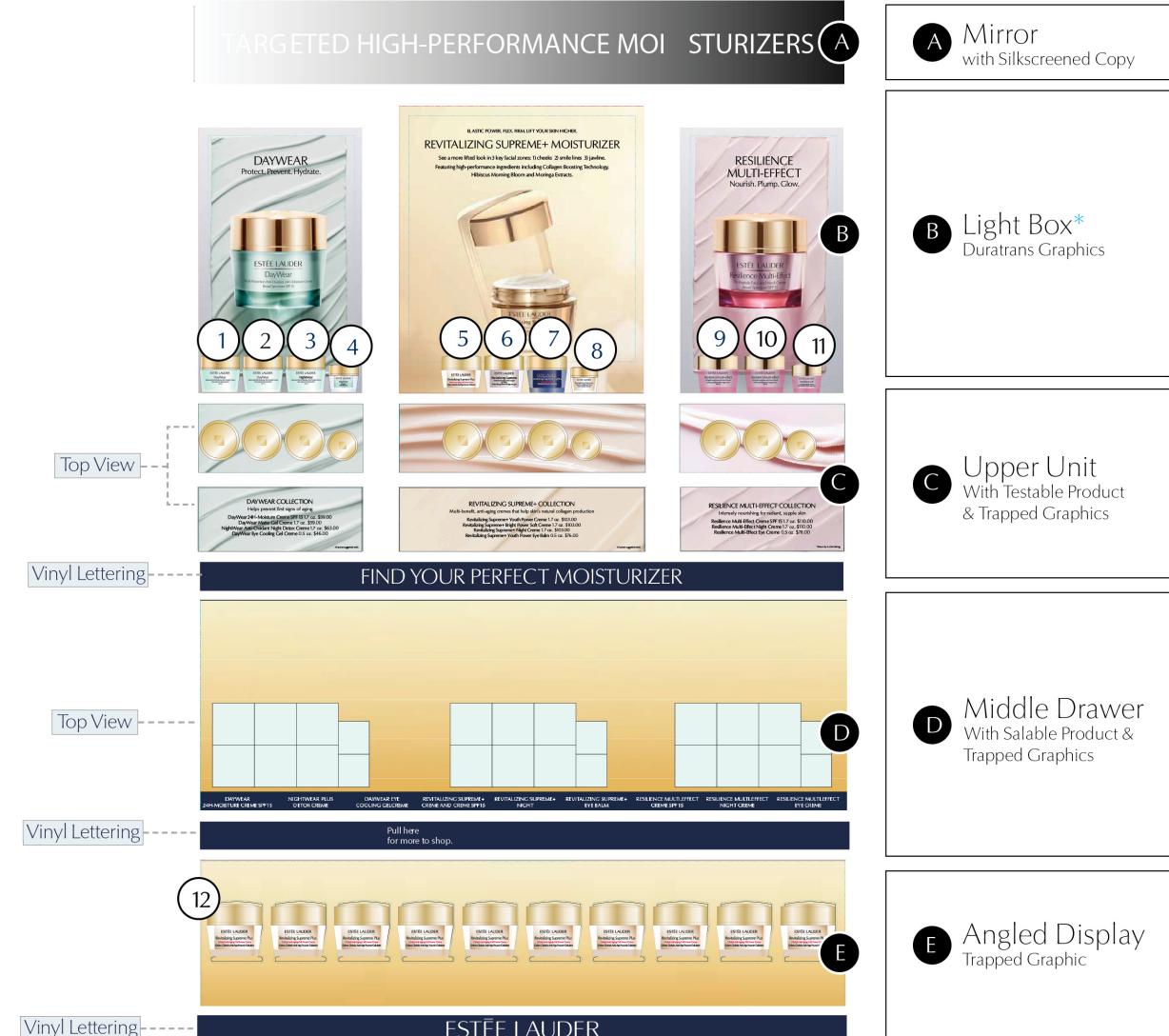
# MOISTURIZERS DISTORTION TABLE (MEDIUM)

No Holiday Update

## TARGETED HIGH-PERFORMANCE MOISTURIZERS

## HISTORY OF UPDATES

Jan '23	Update with new graphics (Medium: G6YM-70   Medium Half: G6YH-70).
Jul '23	Update with new graphics (Medium: G14V-70   Medium Half: G14Z-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. (salable)
6. Revitalizing Supreme+ Bright Power Soft Creme, 1.7 oz. (salable)
7. Revitalizing Supreme+ Night Creme, 1.7 oz. (salable)
8. Revitalizing Supreme+ Eye Balm, 0.5 oz. (salable)
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



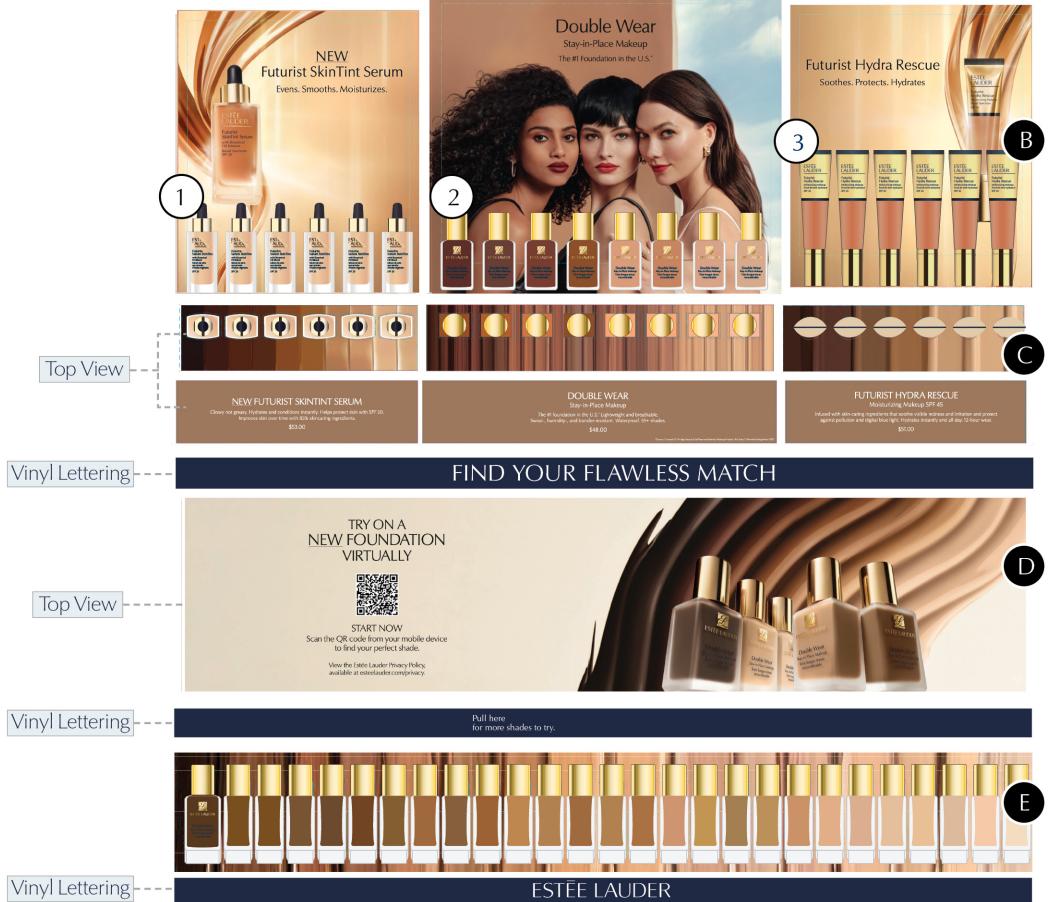
# DOUBLE WEAR DISTORTION TABLE (LARGE)

No Holiday Update

## HISTORY OF UPDATES

Nov '22	Update with new graphics (TBD).
Jan '23	Update with new graphics (TBD).
Oct '23	Update with new graphics (G889-60).

## DOUBLE WEAR 24-HOUR STAYING POWER



A

Mirror  
with Silkscreened Copy

B

Light Box  
Duratrans Graphics

C

Upper Unit  
With Testable Product & Trapped Graphics

D

Middle Drawer  
With Salable Product & Trapped Graphics

E

Angled Display  
With Display Product & Trapped Graphics

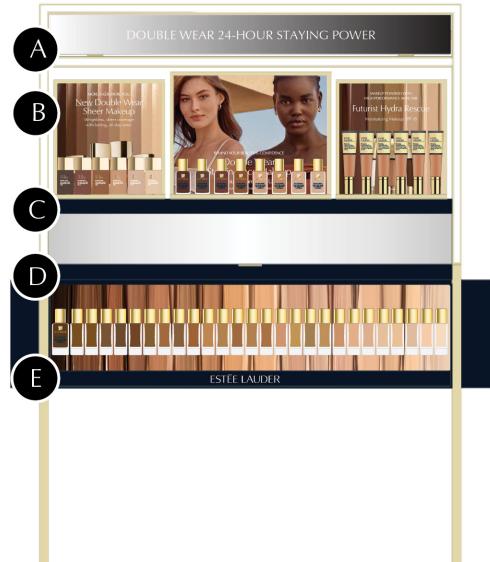
F

NEW TEMPLATE + GRAPHIC  
NEW GRAPHIC

## Product List (Testable product marked out of saleable stock)

### Upper Unit

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



# DOUBLE WEAR DISTORTION TABLE (MEDIUM)

No Holiday Update

## HISTORY OF UPDATES

Nov '22	Update with new graphics (TBD).
Jan '23	Update with new graphics (TBD).
Oct '23	Update with new graphics (Medium: G88A-60   Medium Half: G88C-60).

## DOUBLE WEAR 24-HOUR STAYING POWER



A

Mirror  
with Silkscreened Copy

B

Light Box  
Duratrans Graphics

C

Upper Unit  
With Testable Product & Trapped Graphics

D

Middle Drawer  
With Salable Product & Trapped Graphics

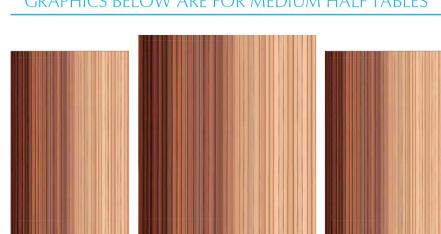
E

Angled Display  
with Product & Trapped Graphic

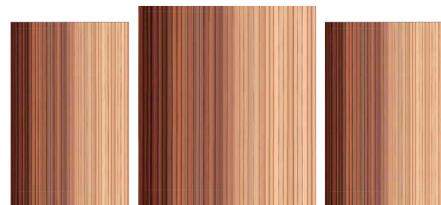
## Product List (Testable product marked out of saleable stock)

### Upper Unit

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



## GRAPHICS BELOW ARE FOR MEDIUM HALF TABLES

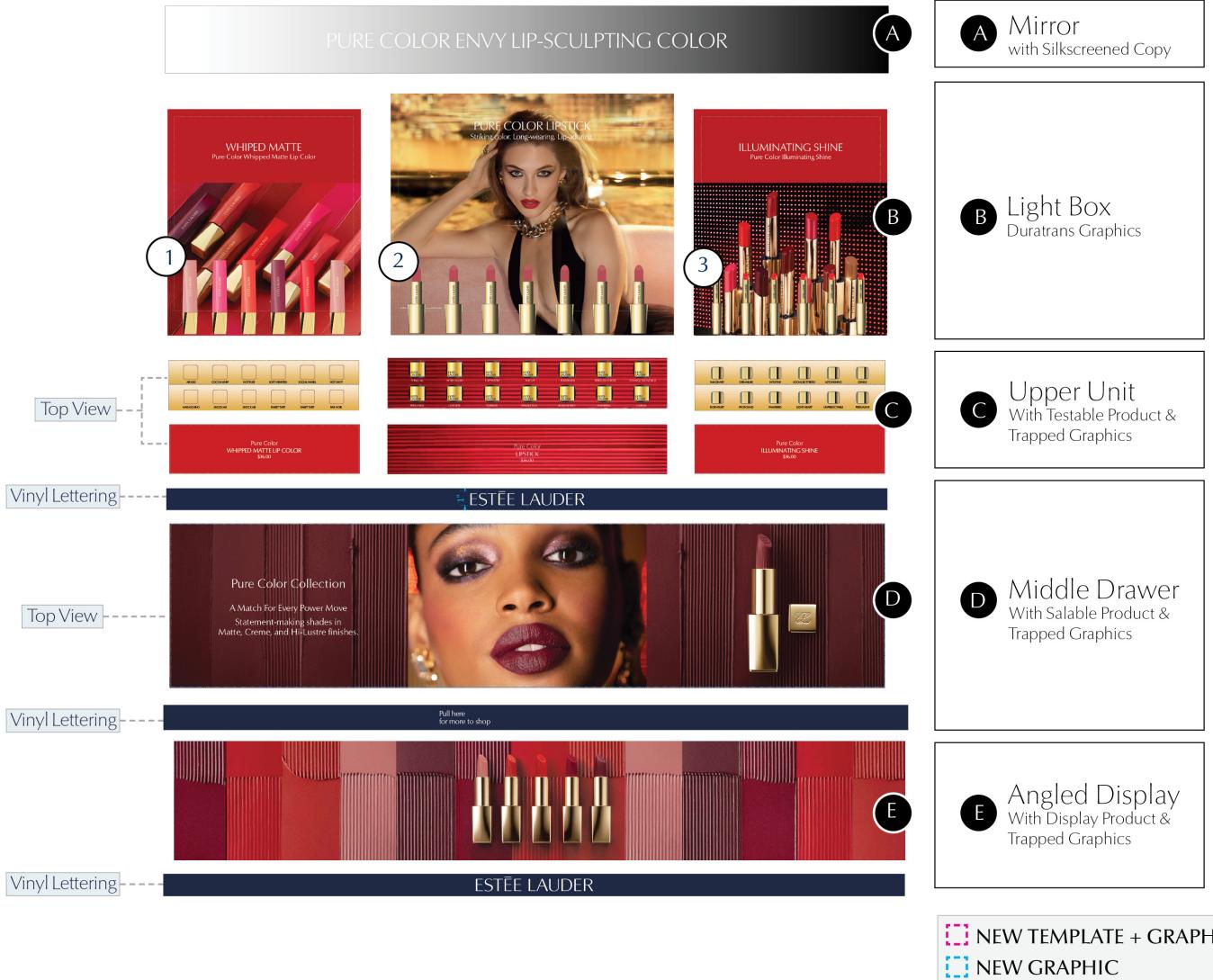


NEW TEMPLATE + GRAPHIC  
NEW GRAPHIC

# LIP DISTORTION TABLE (LARGE)

No Holiday Update

HISTORY OF UPDATES	
Jan '23	Update with new graphics (TBD).
Aug '23	Update with new graphics (G88M-60).



## Product List (Testable product marked out of saleable stock)

### Upper Unit

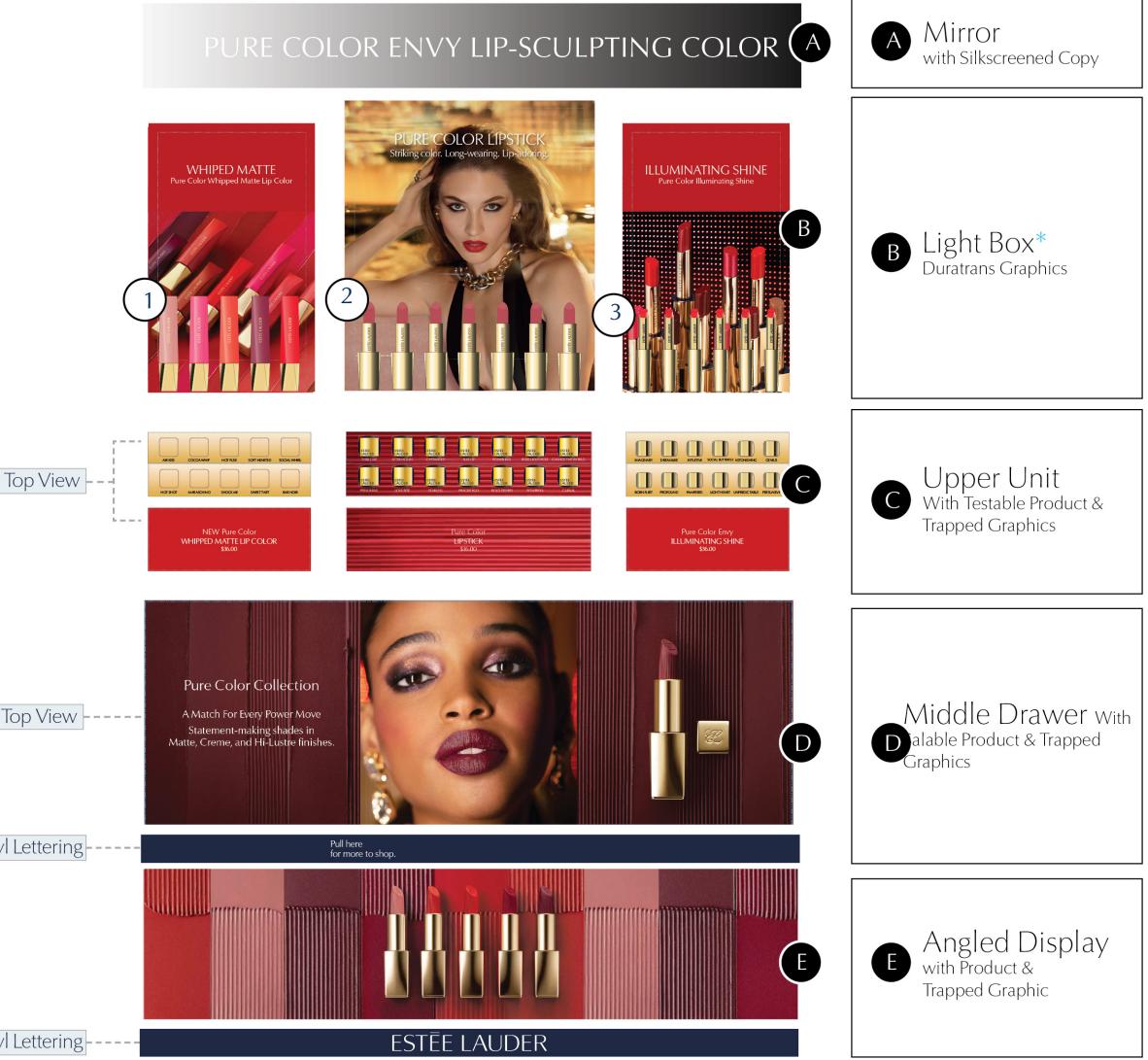
1. Pure Color Lip Mousse (6)
2. Pure Color Envy Sculpting Lipstick (14)
3. Pure Color Illuminating Shine (12)



# LIP DISTORTION TABLE (MEDIUM)

No Holiday Update

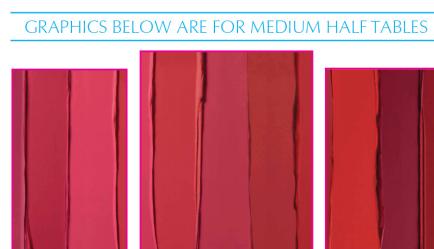
HISTORY OF UPDATES	
Jan '23	Update with new graphics (TBD).
Aug '23	Update with new graphics (Medium: G88N-60   Medium Half: G88P-60).



## Product List (Testable product marked out of saleable stock)

### Upper Unit

1. Pure Color Lip Mousse (5)
2. Pure Color Envy Sculpting Lipstick (14)
3. Pure Color Illuminating Shine (12)



# ADVANCED NIGHT REPAIR Skincare Lit Angled Unit No Holiday Update



## Product List

### Advanced Night Repair Unit

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

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

## HISTORY OF UPDATES

Jan '23	Update with new graphics (G6N-770).
Jul '23	Update with new graphics (G14S-70).

■ NEW TEMPLATE  
■ NEW GRAPHIC

# PERFECTIONIST PRO Skincare Lit Angled Unit No Holiday Update



## Product List

### Perfectionist Pro Unit

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

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

## HISTORY OF UPDATES

Jan '23	Update with new graphics (G6N-770).
Jul '23	Update with new graphics (TBD).

■ NEW TEMPLATE  
■ NEW GRAPHIC

# SUPREME+ MOISTURIZER

## Skincare Lit Angled Unit

### No Holiday Update

#### HISTORY OF UPDATES

Jan '23	Update with new graphics (G6N-770).
Jul '23	Update with new graphics (TBD).

 NEW TEMPLATE  
 NEW GRAPHIC



UNIT BASE

#### Product List

##### Supreme+ Moisturizer

1. Revitalizing Supreme+ Youth Power Creme (1.7 oz)
2. Revitalizing Supreme+ Bright Power Soft Creme (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



# DAYWEAR AND RESILIENCE MOISTURIZER

## Skincare Lit Angled Unit

### No Holiday Update

#### HISTORY OF UPDATES

Jan '23	Update with new graphics (G6N-770).
Jul '23	Update with new graphics (TBD).

 NEW TEMPLATE  
 NEW GRAPHIC



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



# MICRO-ESSENCE Skincare Lit Angled Unit No Holiday Update



## HISTORY OF UPDATES

Jan '23	Update with new graphics (G6N-770).
Jul '23	Update with new graphics (TBD).

NEW TEMPLATE  
 NEW GRAPHIC



# BRONZE GODDESS Looks Unit No Holiday Update



## HISTORY OF UPDATES

Nov '22	Update with new graphics (TBD).
Mar '23	Update with new graphics (G6X9-70).
Jul '23	Update with new base graphics (GIBR-70).

NEW TEMPLATE  
 NEW GRAPHIC

## TOP VIEW



## 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



## Product List

### Bronze Goddess Unit

1. Bronze Goddess Healthy Glow Bronzer (in shade Dark) (1)
2. Bronze Goddess Liquid Highlighter (1)
3. Bronze Goddess Summer Looks Eye Palette, (1)
4. Bronze Goddess Soleil De Nuit EDP, 1.7 oz (1)
5. Nw Bronze Goddess Glass Glow Highlighter (1)



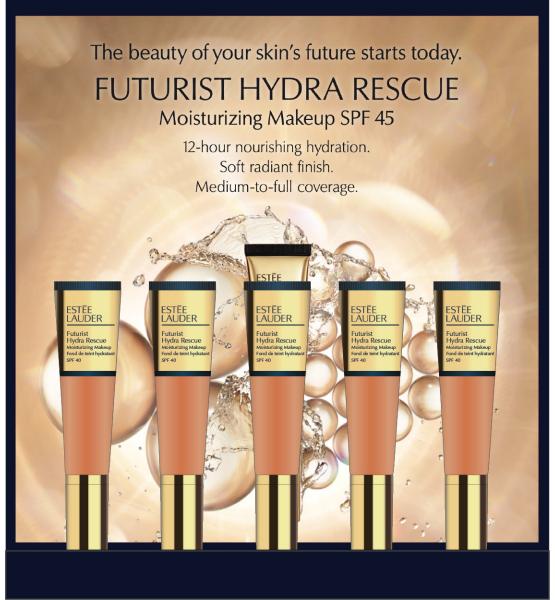
# FUTURIST Looks Unit July Update

## HISTORY OF UPDATES

Feb '22	Update with new graphics (GXL9-70).
Nov '22	Update with new graphics (TBD).
Jul' 23	Update with new graphics (TBD).

 NEW TEMPLATE  
 NEW GRAPHIC

## TOP VIEW



## Product List

### Foundation Unit

1. Futurist Hydra Rescue Moisturizing Makeup (20)

# COUNTERS AT A GLANCE

# SKINCARE

## OCTOBER

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

### NEW IN OCTOBER:

- (A) Holiday Banner (Choose 2 Full Line Tester Units)
- (B) Holiday In-Case Tent Card (Alternate between model and logo image)

Store in-case acrylic frames and Fall '23 in-case graphics for re-install on 12/26.

### SKINCARE 4 CASE SCENARIO



PRIORITY 1:  
Advanced Night Repair Rescue Solution



PRIORITY 2:  
Supreme+ and Moisturizers



PRIORITY 3:  
Perfectionist Pro



PRIORITY 4:  
Cleansers + Serums

### SKINCARE 3 CASE SCENARIO



PRIORITY 1:  
Advanced Night Repair Rescue Solution



PRIORITY 2:  
Supreme+ and Moisturizers



PRIORITY 3:  
Cleansers + Perfectionist Pro

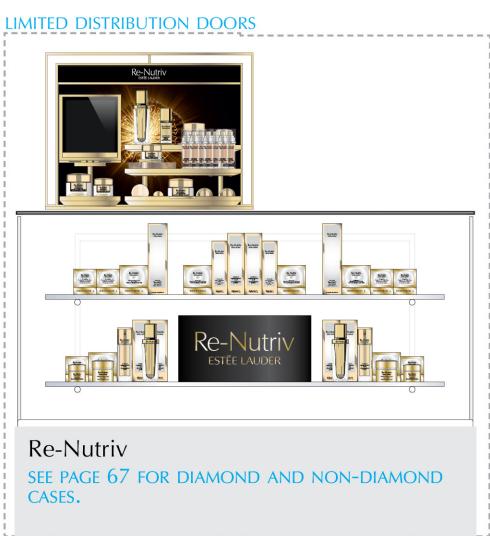
### SKINCARE 2 CASE SCENARIO



PRIORITY 1:  
Advanced Night Repair Rescue Solution



PRIORITY 2:  
Supreme+ and Moisturizers



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

# SKINCARE

DEC. 26<sup>TH</sup>

Based on the number of Skincare cases you will have on DEC 26<sup>th</sup> choose one of these scenarios.

Remove all holiday elements on counter and revert back to Fall '23 cases.

## SKINCARE 4 CASE SCENARIO



PRIORITY 1:  
Advanced Night Repair Rescue Solution



PRIORITY 2:  
Supreme+ and Moisturizers

PRIORITY 3:  
Perfectionist Pro

PRIORITY 4:  
Cleansers + Serums

## SKINCARE 3 CASE SCENARIO



PRIORITY 1:  
Advanced Night Repair Rescue Solution



PRIORITY 2:  
Supreme+ and Moisturizers

PRIORITY 3:  
Cleansers + Perfectionist Pro

## SKINCARE 2 CASE SCENARIO



PRIORITY 1:  
Advanced Night Repair Rescue Solution



PRIORITY 2:  
Supreme+ and Moisturizers



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

# MAKEUP

## OCTOBER

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

MAKEUP **4 CASE SCENARIO**

PRIORITY 1: Double Wear Stay-In-Place Foundation

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

PRIORITY 3: Pure Color Lip Care + Pure Color Lipsticks

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 + Pure Color Lipsticks

MAKEUP **2 CASE SCENARIO**

PRIORITY 1: Double Wear Stay-In-Place Foundation

PRIORITY 2: Pure Color Eye + Blush + Pure Color Lipsticks

**NEW IN OCTOBER:**

- (A) Holiday Banner (Choose 2 Full Line Tester Units)
- (B) Double Wear Dramming In-Case Graphic
- (C) Double-Sided Holiday In-Case Tent Card (Alternate between model and logo image)

Store in-case acrylic frames and Fall '23 in-case graphics for re-install on 12/26.

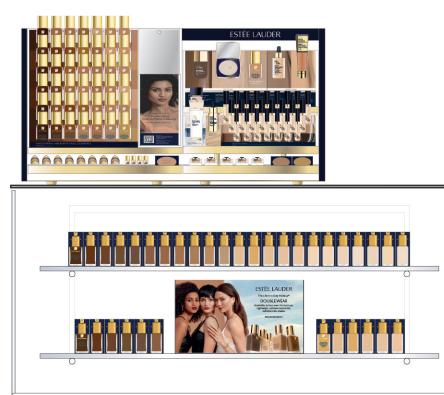
# MAKEUP

DEC. 26<sup>TH</sup>

Based on the number of Makeup cases you will have on DEC 26<sup>th</sup> choose one of these scenarios.

Remove all holiday elements on counter and revert back to Fall '23 cases.

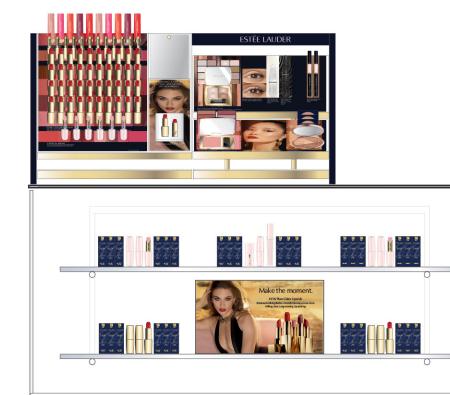
MAKEUP  
4 CASE SCENARIO



PRIORITY 1:  
Double Wear Stay-In-Place Foundation



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

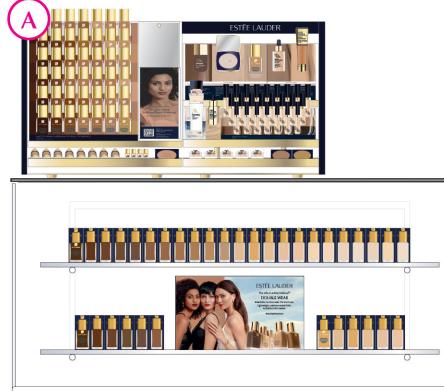


PRIORITY 3:  
Pure Color Lip Care + Pure Color Lipsticks



PRIORITY 4:  
Pure Color Envy Eyeshadow + Blush

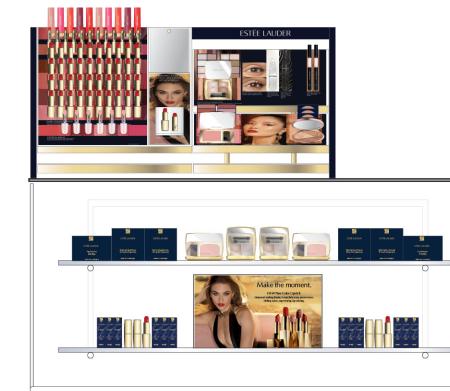
MAKEUP  
3 CASE SCENARIO



PRIORITY 1:  
Double Wear Stay-In-Place Foundation

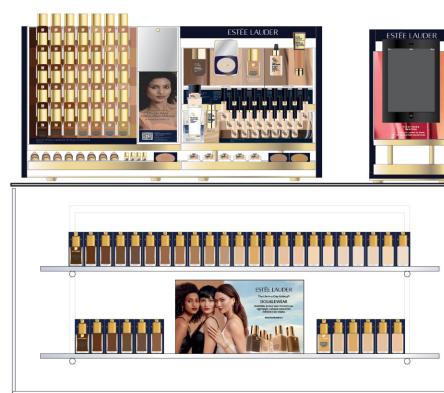


PRIORITY 2:  
Futurist Aqua Brilliance Primer + Futurist Makeup

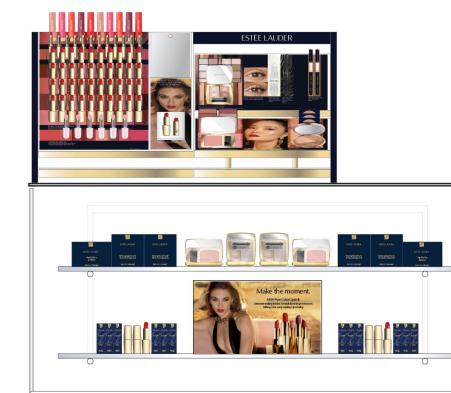


PRIORITY 3:  
Pure Color Eye + Blush + Pure Color Lipsticks

MAKEUP  
2 CASE SCENARIO



PRIORITY 1:  
Double Wear Stay-In-Place Foundation



PRIORITY 2:  
Pure Color Eye + Blush + Pure Color Lipsticks

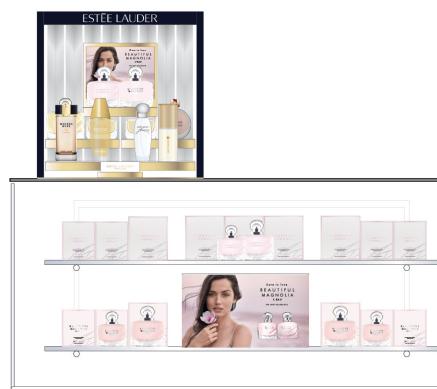
# FRAGRANCE

## OCTOBER

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



### FRAGRANCE 4 CASE SCENARIO

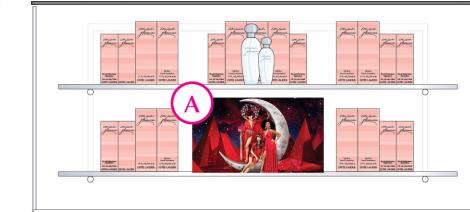


PRIORITY 1:  
Beautiful Magnolia L'eau + Beautiful Magnolia

Keep Beautiful Magnolia ICPL in case and do not add Holiday in-case tent card.



PRIORITY 2:  
Beautiful

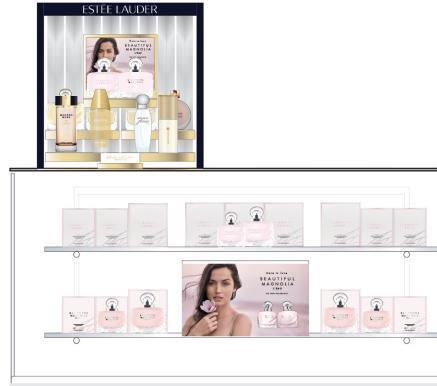


PRIORITY 3:  
Pleasures



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

### FRAGRANCE 3 CASE SCENARIO

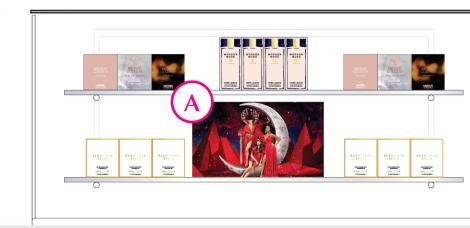


PRIORITY 1:  
Beautiful Magnolia L'eau + Beautiful Magnolia

Keep Beautiful Magnolia ICPL in case and do not add Holiday in-case tent card.

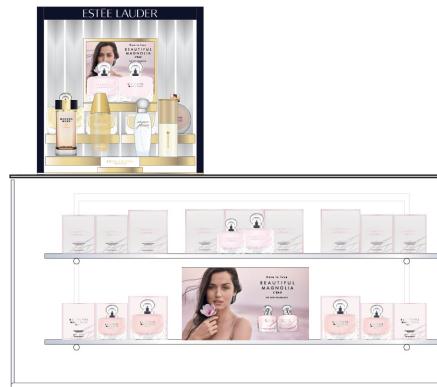


PRIORITY 2:  
Beautiful Belle



PRIORITY 3:  
Beautiful + Pleasures

### FRAGRANCE 2 CASE SCENARIO



PRIORITY 1:  
Beautiful Magnolia L'eau + Beautiful Magnolia



PRIORITY 2:  
Beautiful Belle + Beautiful + Pleasures

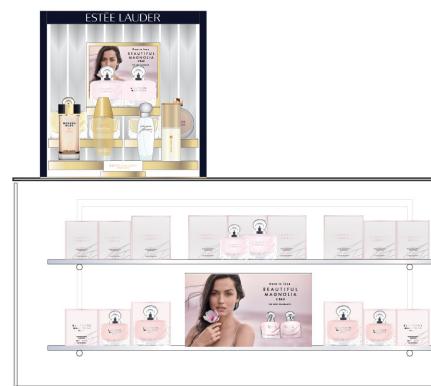
# FRAGRANCE

DEC. 26<sup>TH</sup>

Based on the number of Makeup cases you will have on DEC 26<sup>th</sup> choose one of these scenarios.

Remove all holiday elements on counter and revert back to Fall '23 cases.

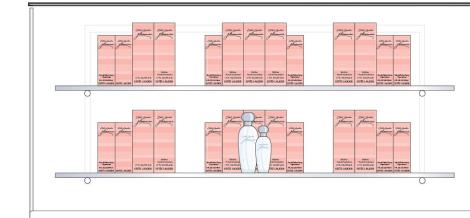
## FRAGRANCE 4 CASE SCENARIO



PRIORITY 1:  
Beautiful Magnolia L'eau + Beautiful Magnolia



PRIORITY 2:  
Beautiful

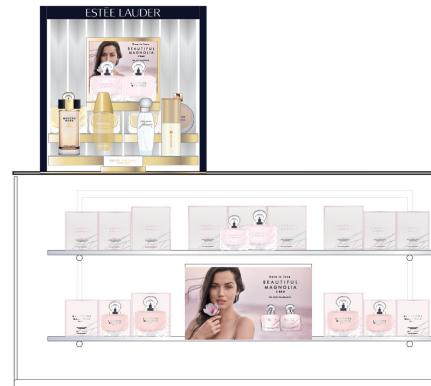


PRIORITY 3:  
Pleasures



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

## FRAGRANCE 3 CASE SCENARIO



PRIORITY 1:  
Beautiful Magnolia L'eau + Beautiful Magnolia

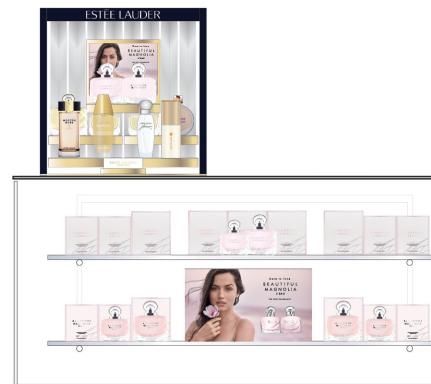


PRIORITY 2:  
Beautiful Belle



PRIORITY 3:  
Beautiful + Pleasures

## FRAGRANCE 2 CASE SCENARIO



PRIORITY 1:  
Beautiful Magnolia L'eau + Beautiful Magnolia

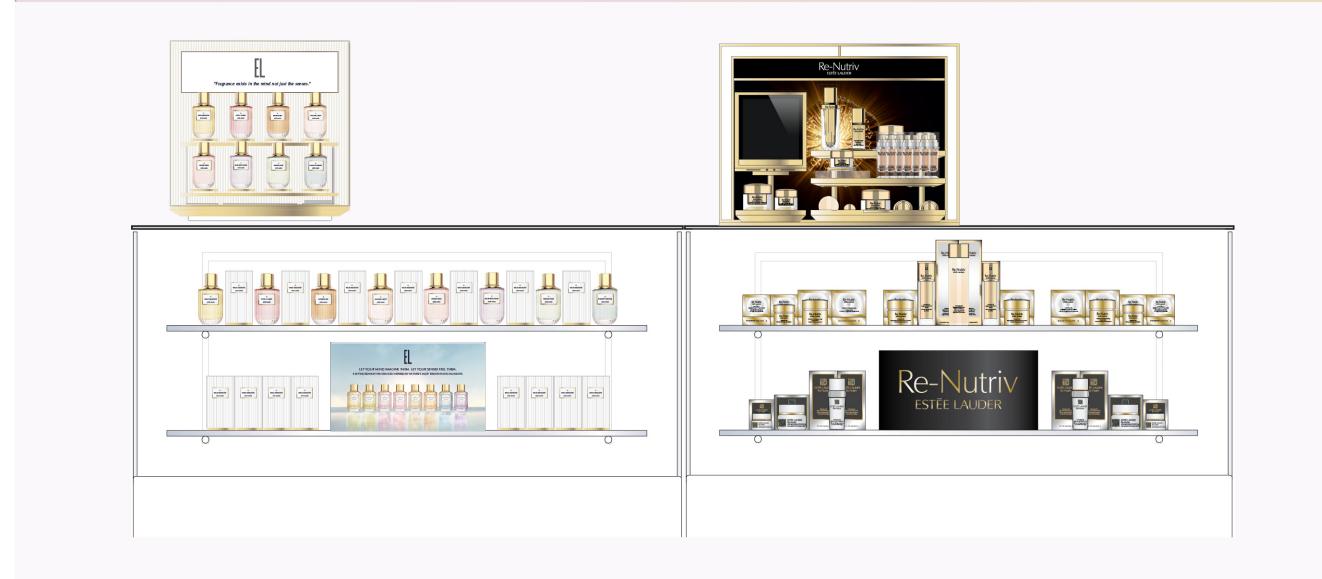


PRIORITY 2:  
Beautiful Belle + Beautiful + Pleasures

# LUXURY FRAGRANCE COLLECTION

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

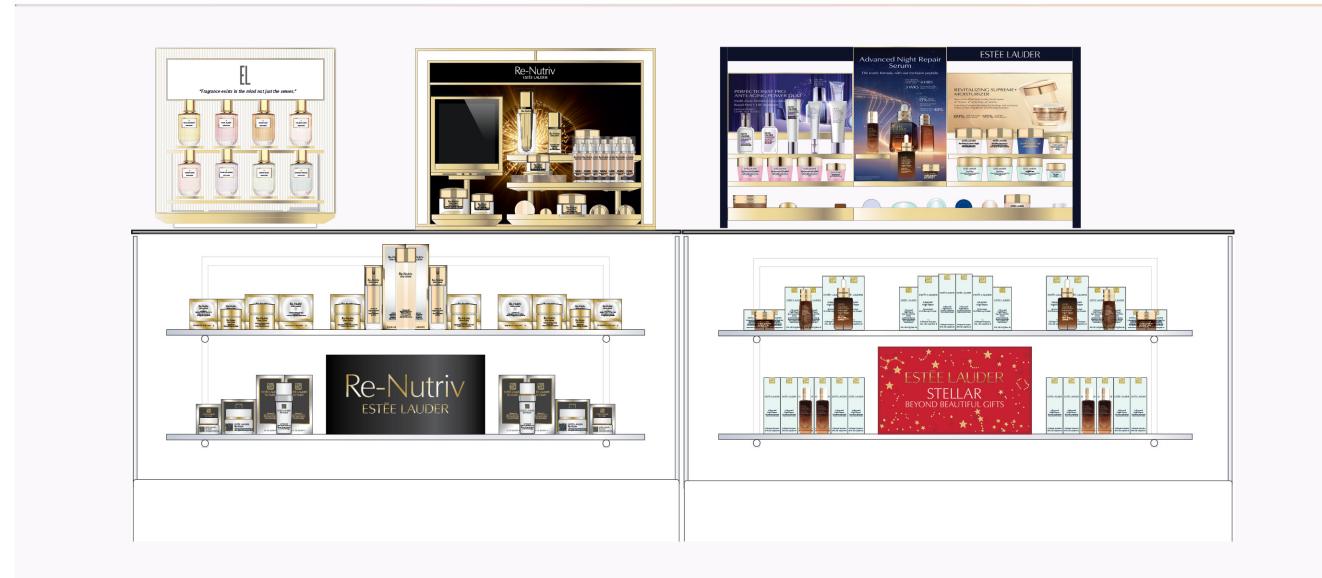
## 5 OR MORE CASE SCENARIO



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

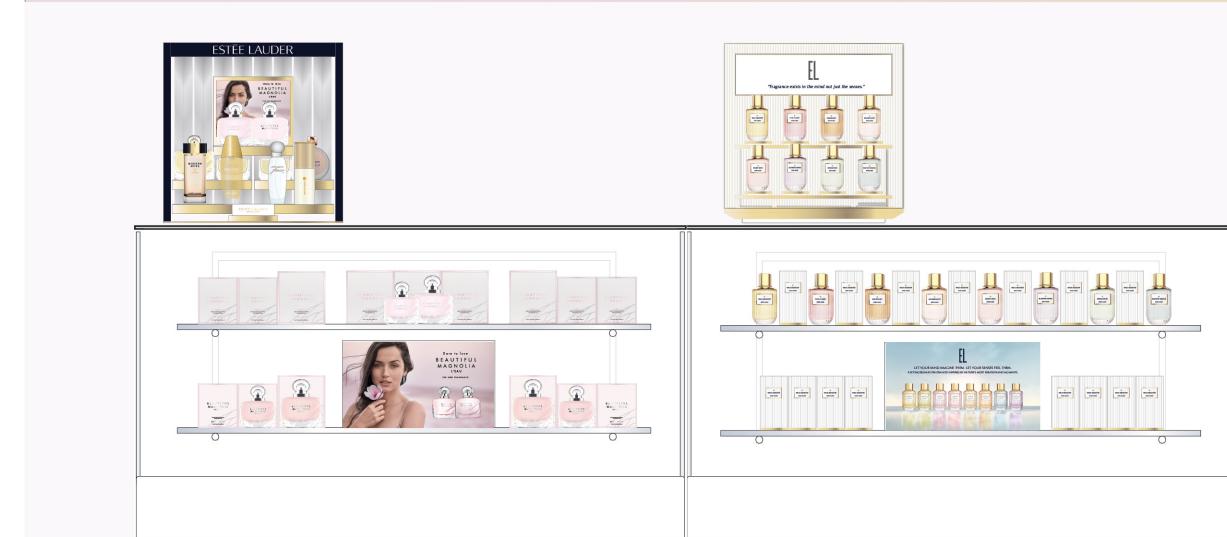


If you do not have enough cases to have a designated Luxury Fragrance case, place Luxury Fragrance Unit on top of Re-Nutriv case.

# LUXURY FRAGRANCE COLLECTION

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

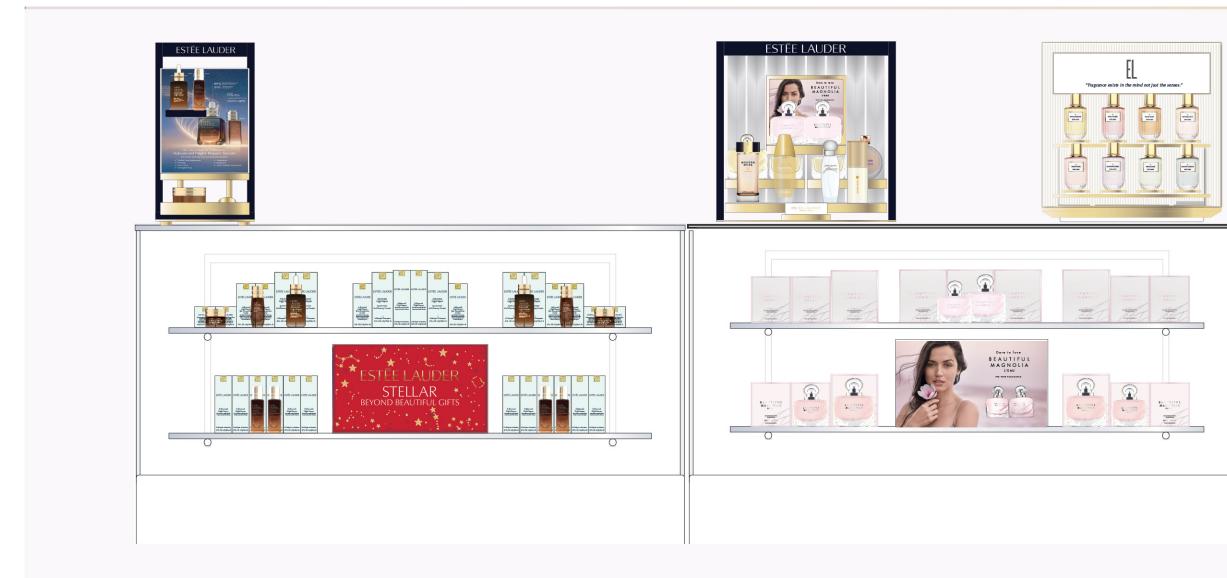
## 5 OR MORE CASE SCENARIO



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.

# 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

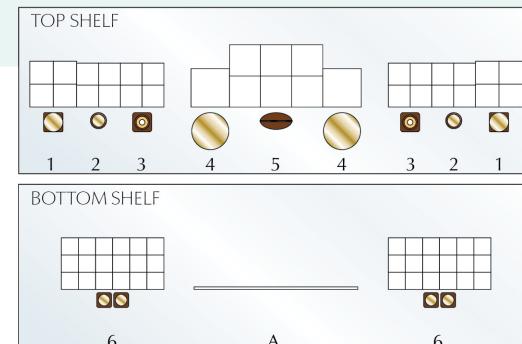
- **COLOR UNITS:**
  - Lipstick: Remove from unit. Wipe down unit with microfiber cloth. Gently shave top layer of lipstick bullets with a Q-tip stick to maintain shape and cleanliness and replace on unit.
  - Eyeshadow/Blush/Bronzer: Remove from unit. Wipe down unit with microfiber cloth. Wipe away 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.

## CASE DETAIL SKINCARE

## Advanced Night Repair Rescue Solution

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 Cleansing Balm (2.2 oz)
5. Advanced Night Cleansing Gelée (3.4 oz)
6. Advanced Night Repair Rescue Solution with Bifidus Ferment (0.68 oz)

A. Double-Sided In-Case Holiday Tent Cart (code #: G7A9-70)



Overhead View

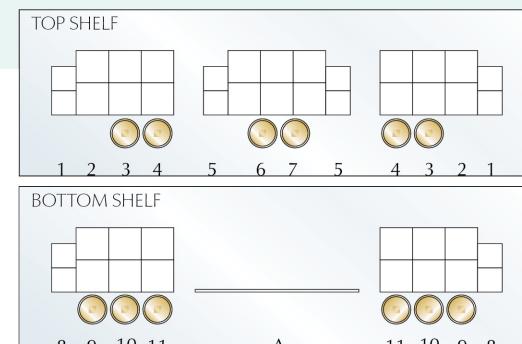
\*Amount of stock in case is dependent on stock levels at your store.



## 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 1.7oz
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 SPF 15 1.7 oz
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. New Revitalizing Supreme+ Youth Power Creme 1.7oz
12. Revitalizing Supreme+ Bright Power Soft Creme (1.7 oz)

A. Double-Sided In-Case Holiday Tent Cart (code #: G7A9-70)



Overhead View

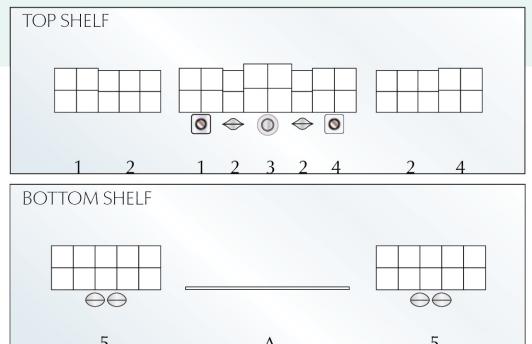
\*Amount of stock in case is dependent on stock levels at your store.



## Perfectionist Pro

1. Perfectionist Pro Rapid Firm + Lift Treatment Serum 1.7oz
2. Perfectionist Pro Retinol Treatment 1.0oz
3. Perfectionist Pro Instant Resurfacing Peel
4. Perfectionist Pro Rapid Brightening Treatment 1.7 oz
5. Perfectionist Pro Multi Defense UV Gel 1.7 oz

A. Double-Sided In-Case Holiday Tent Cart (code #: G7A9-70)



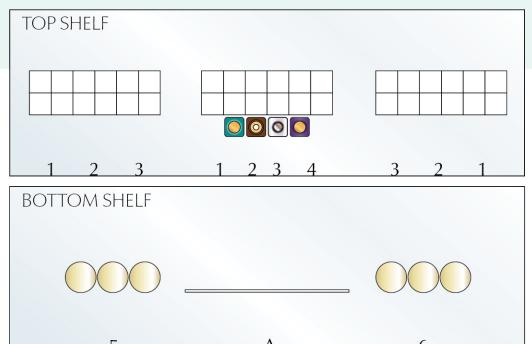
Overhead View

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

## Cleansers + Serums

1. Idealist Pore Minimizing Skin Refinisher 1.7oz
2. Advanced Night Repair Synchronized Recovery Complex II 1.7oz
3. Perfectionist Pro Rapid Firm + Lift Treatment Serum 1.7oz
4. Perfectionist [CP+R] Wrinkle Lifting/Firming Serum 1.7oz
5. Soft Clean Infusion 13.5 oz
6. Perfectly Clean Infusion 13.5 oz

A. Double-Sided In-Case Holiday Tent Cart (code #: G7A9-70)



Overhead View

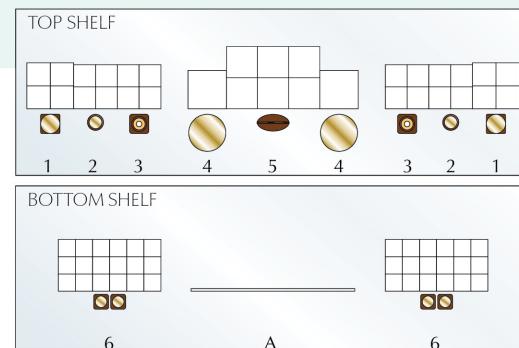
\*Amount of stock in case is dependent on stock levels at your store.



## Advanced Night Repair Rescue Solution

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 Cleansing Balm (2.2 oz)
5. Advanced Night Cleansing Gelée (3.4 oz)
6. Advanced Night Repair Rescue Solution with Bifidus Ferment (0.68 oz)

A. Double-Sided In-Case Holiday Tent Cart (code #: G7A9-70)



Overhead View

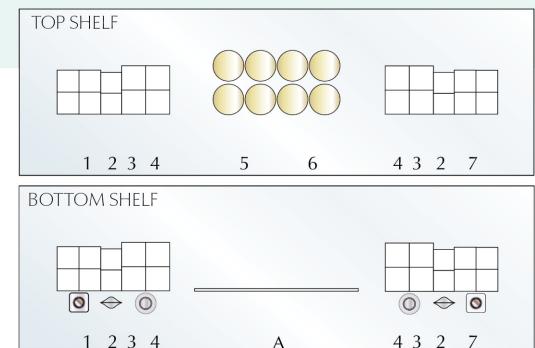
\*Amount of stock in case is dependent on stock levels at your store.



## Cleansers + Perfectionist Pro

1. Perfectionist Pro Rapid Firm + Lift Treatment Serum 1.7oz
2. Perfectionist Pro Multi Defense Aqua UV Gel 1.7 oz
3. Perfectionist Pro Rapid Renewal Retinol Treatment
4. Perfectionist Pro Instant Resurfacing Peel
5. New Soft Clean Infusion
6. New Perfectly Clean Infusion

A. Double-Sided In-Case Holiday Tent Cart (code #: G7A9-70)



Overhead View

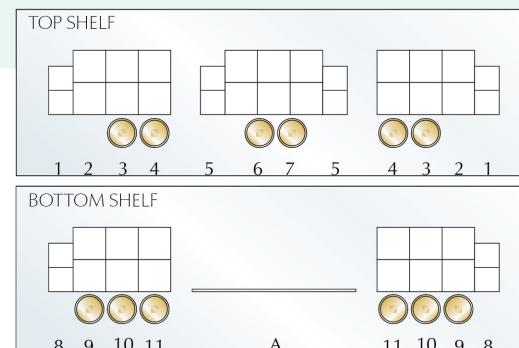
\*Amount of stock in case is dependent on stock levels at your store.



## 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  
Revitalizing Supreme+ Youth Power Eye Balm 0.5oz  
Revitalizing Supreme+ Night Intensive Restorative Creme 1.7oz  
New Revitalizing Supreme+ Youth Power Creme 1.7oz  
Revitalizing Supreme+ Bright Power Soft Creme (1.7 oz)  
A. Double-Sided In-Case Holiday Tent Cart (code #: G7A9-70)



Overhead View

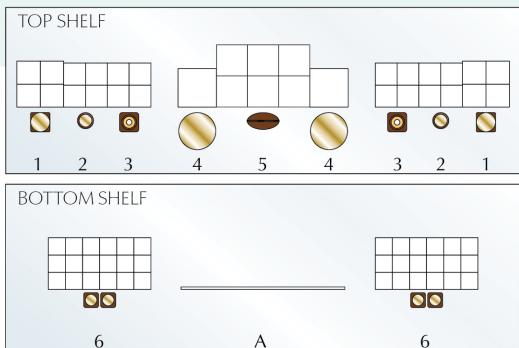
\*Amount of stock in case is dependent on stock levels at your store.



## Advanced Night Repair Rescue Solution

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 Cleansing Balm (2.2 oz)
5. Advanced Night Cleansing Gelée (3.4 oz)
6. Advanced Night Repair Rescue Solution with Bifidus Ferment (0.68 oz)

A. Double-Sided In-Case Holiday Tent Cart (code #: G7A9-70)



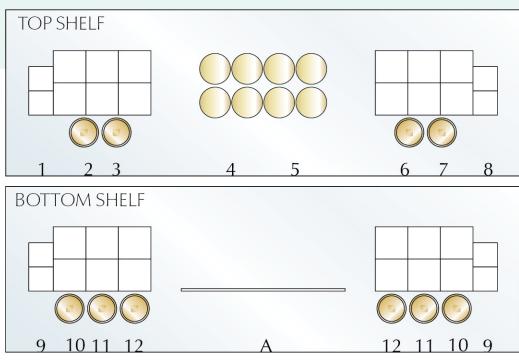
Overhead View

\*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 Soft Clean Infusion 13.5 oz
5. New Perfectly Clean Infusion 13.5 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. Revitalizing Supreme+ Global Anti-Aging Cell Power Creme SPF 15 1.7 oz
12. Revitalizing Supreme+ Bright Power Soft Creme (1.7 oz)

A. Double-Sided In-Case Holiday Tent Cart (code #: G7A9-70)



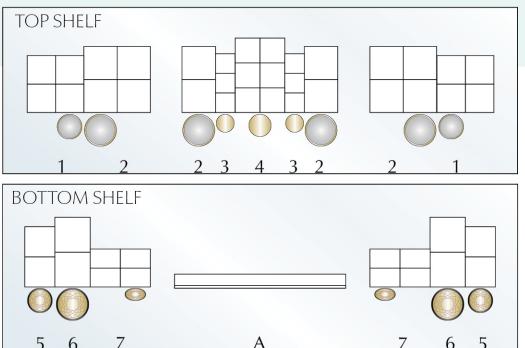
Overhead View

\*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 0.5oz
2. Re-Nutriv Ultimate Lift Regenerating Youth Crème Gelee 1.7oz
3. Ultimate Lift Regenerating Youth Treatment Lotion
4. Re-Nutriv Ultimate Diamond Eye Serum 0.5 oz
5. New Re-Nutriv Face Entry Serum (1)
6. Re-Nutriv Ultimate Diamond Transformative Energy Eye Creme 0.5oz
7. Re-Nutriv Ultimate Diamond Transformative

Energy Creme 1.7oz  
8. Re-Nutriv Ultimate Diamond Eye Serum 0.5 oz  
A. Re-Nutriv Logo In-Case Prop (code #: RN7H-70)



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



Do not place Holiday Tent Cards inside Re-Nutriv cases.

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.

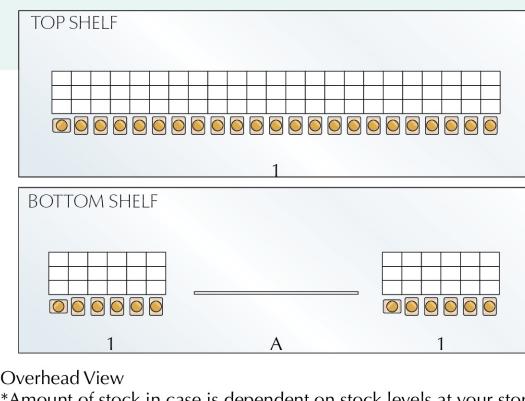


## CASE DETAIL MAKEUP

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## Double Wear Foundation

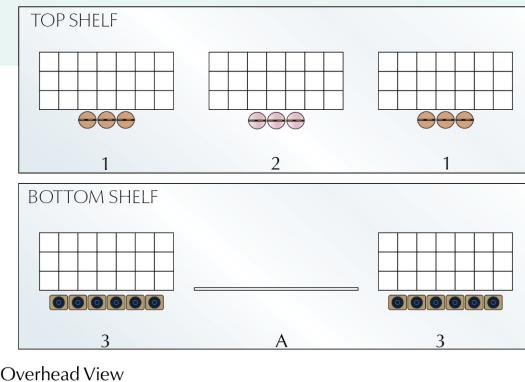
1. Double Wear Stay-in-Place Foundation (merchandise from dark to light)
- A. New Double Wear In-Case Distortion Graphic (code #: TBD)



## Futurist SkinTint + Foundation + Primer

1. Futurist Aqua Brilliance Primer
2. Futurist Hydra Makeup
3. New Futurist SkinTint Serum

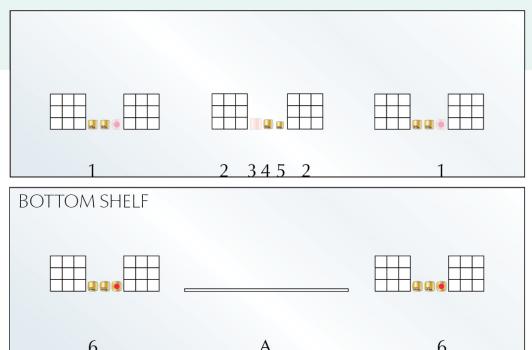
A. Double-Sided In-Case Holiday Tent Cart (code #: G7A9-70)



## Pure Color Lipstick + 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. New Pure Color Crystal Lipsticks

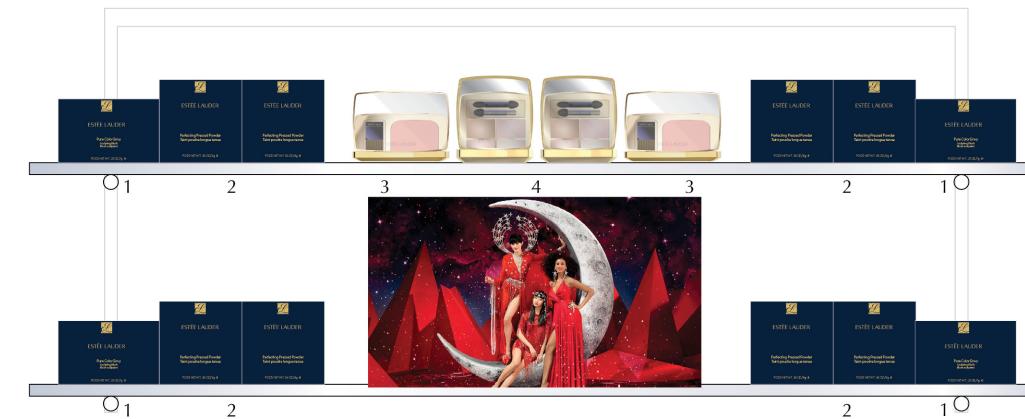
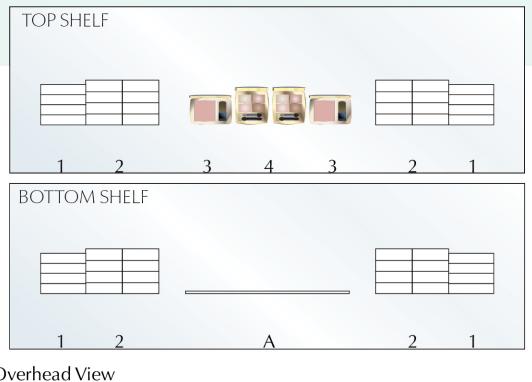
A. Double-Sided In-Case Holiday Tent Cart (code #: G7A9-70)



## Pure Color Envy Blush + Luxe Eyeshadow Quads

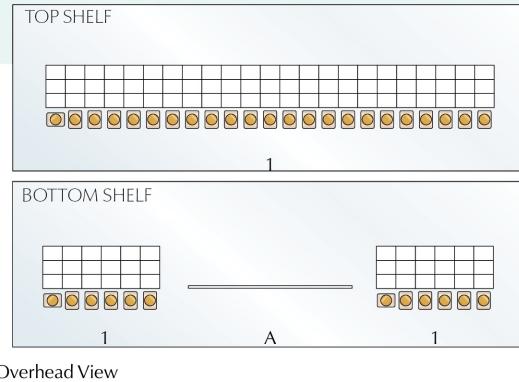
1. Pure Color Envy Luxe Eyeshadow Quads (packaging)
2. Pure Color Envy Sculpting Blush (packaging)
3. Pure Color Envy Luxe Eyeshadow Quads (with open compact)
4. New Pure Color Envy Sculpting Blush (with open compact)

A. Double-Sided In-Case Holiday Tent Cart (code #: G7A9-70)



## Double Wear Foundation

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



## Overhead V

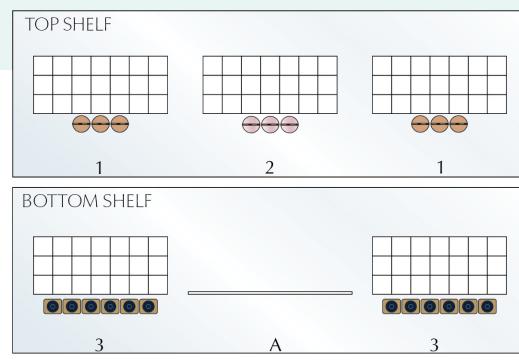
\*Amount of stock in case is dependent on stock levels at your store.



## Futurist SkinTint + Foundation + Primer

1. Futurist Aqua Brilliance Primer
2. Futurist Hydra Makeup
3. New Futurist SkinTint Serum

A. Double-Sided In-Case Holiday Tent Cart  
(code #: **G7A9-70**)



## Overhead View

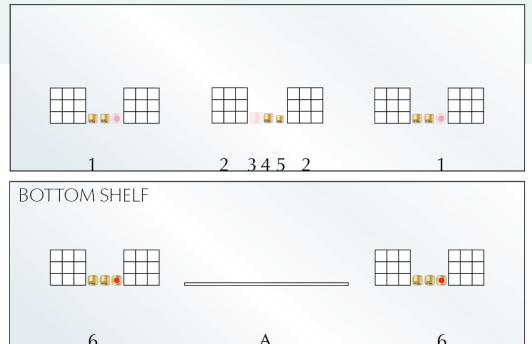
\*Amount of stock in case is dependent on stock levels at your store.



## Pure Color Lipstick + 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. New Pure Color Crystal Lipsticks

A. Double-Sided In-Case Holiday Tent Cart  
(code #: G7A9-70)



## Overhead View

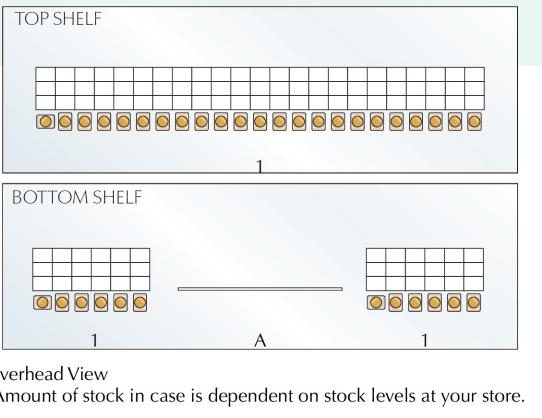
\*Amount of stock in case is dependent on stock levels at your store.



## Double Wear Foundation

1. Double Wear Stay-in-Place Foundation (merchandise from dark to light)

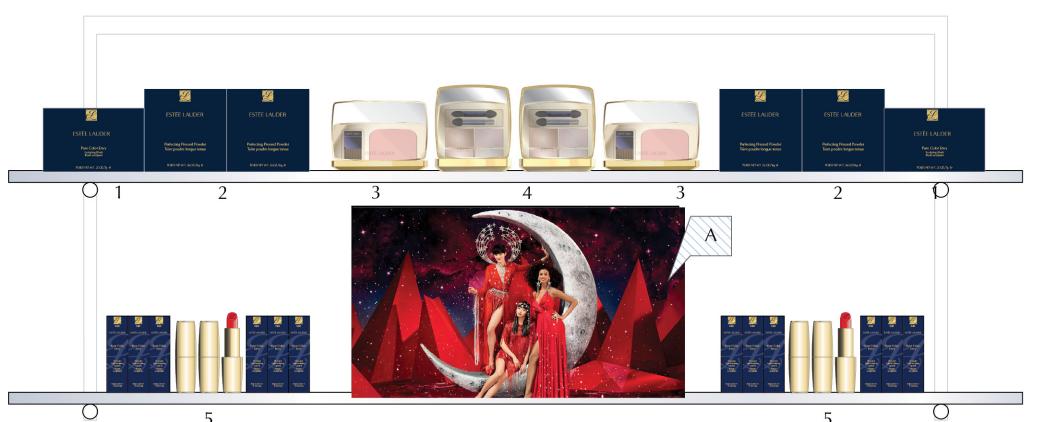
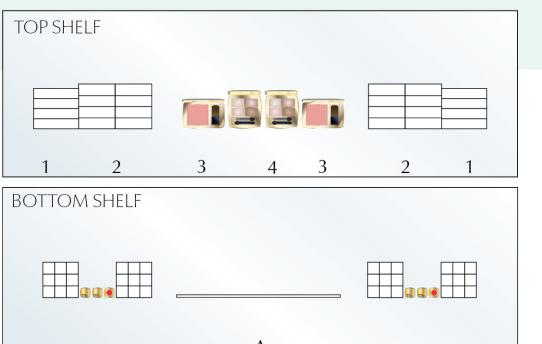
A. New Double Wear In-Case Distortion Graphic (code #: TBD)



## 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. Double-Sided In-Case Holiday Tent Cart (code #: G7A9-70)

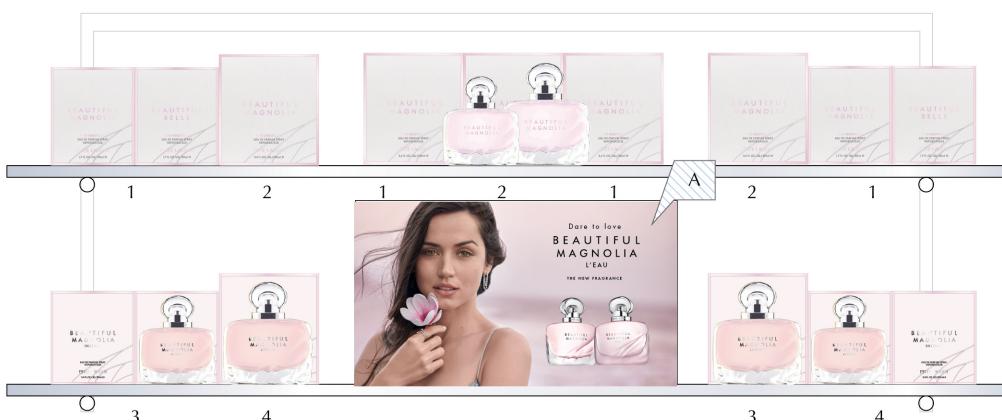
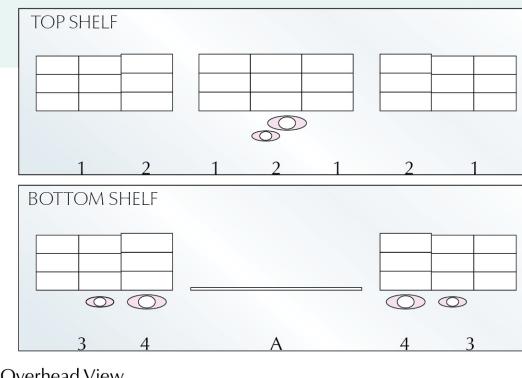


# CASE DETAIL FRAGRANCE

## 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

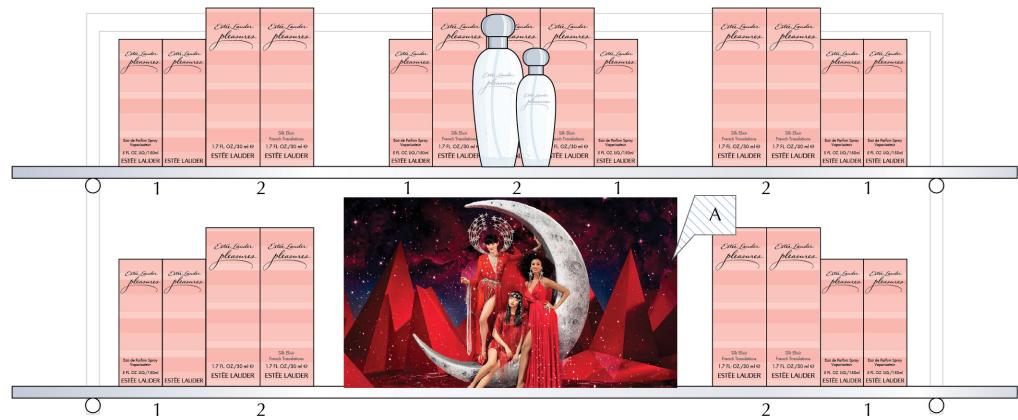
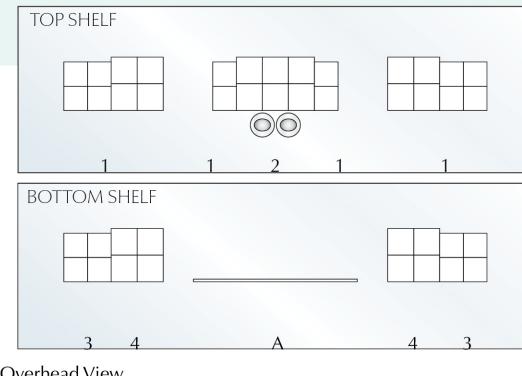
A. Beautiful Magnolia Intense In-Case Litho Prop (code#: GXE2-70)



## Pleasures

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

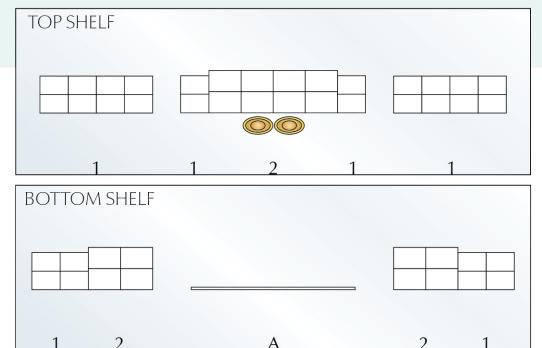
A. Double-Sided In-Case Holiday Tent Cart (code #: G7A9-70)



## Beautiful

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

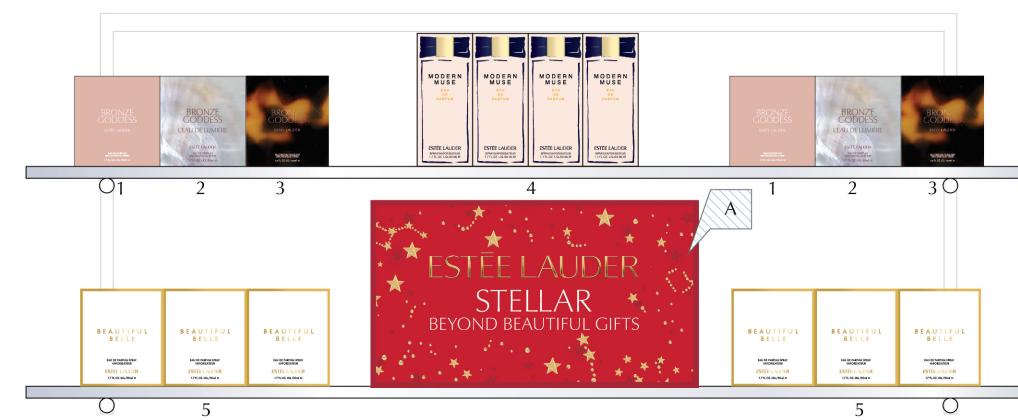
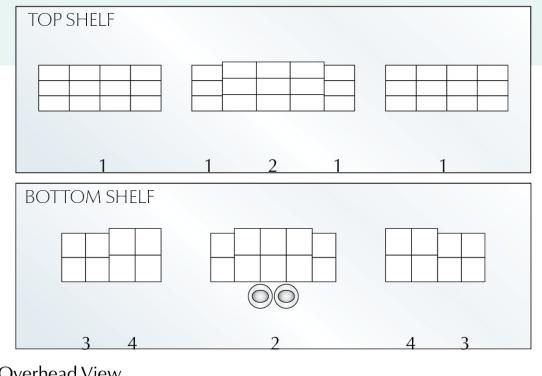
A. Double-Sided In-Case Holiday Tent Cart (code #: G7A9-70)



## Mixed Fragrance

1. Bronze Goddess Eau de Parfum 1.7oz
2. Bronze Goddess Lumière Eau de Parfum Spray 1.7oz
3. Bronze Goddess Eau Fraîche Skinscent 1.7oz
4. Modern Muse Eau de Parfum Spray 1.7oz
5. Beautiful Belle Fragrance 1.7oz

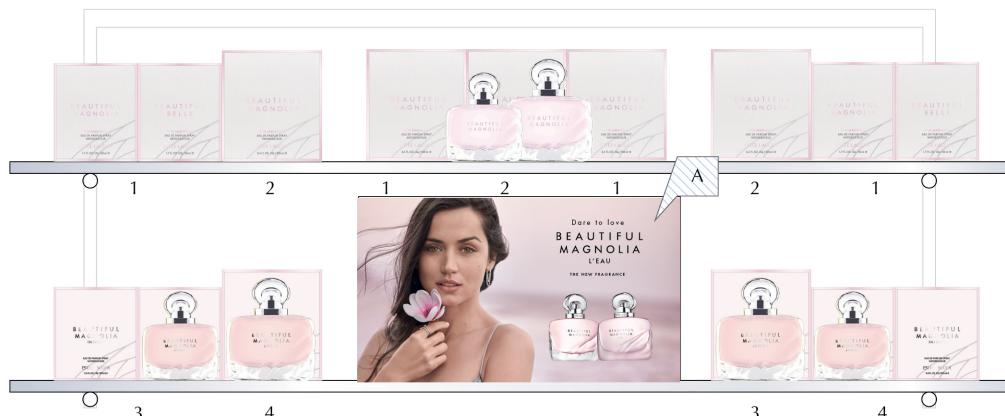
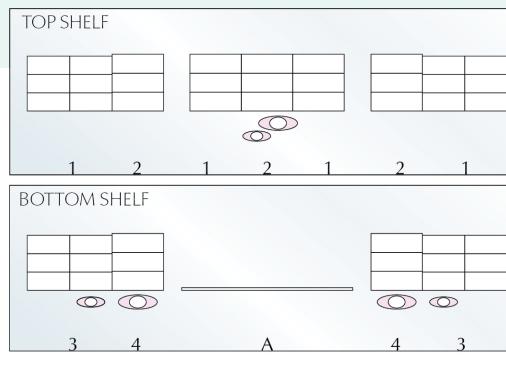
A. Double-Sided In-Case Holiday Tent Cart (code #: G7A9-70)



## 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

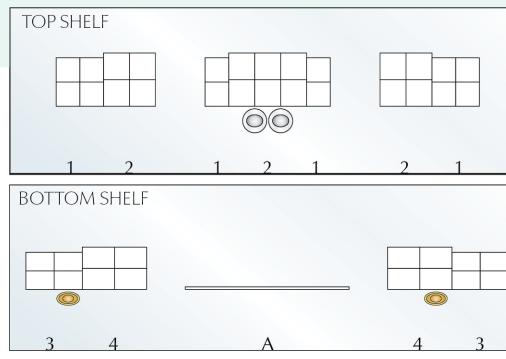
A. Beautiful Magnolia Intense In-Case Litho Prop  
(code#: GXE2-70)



## 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

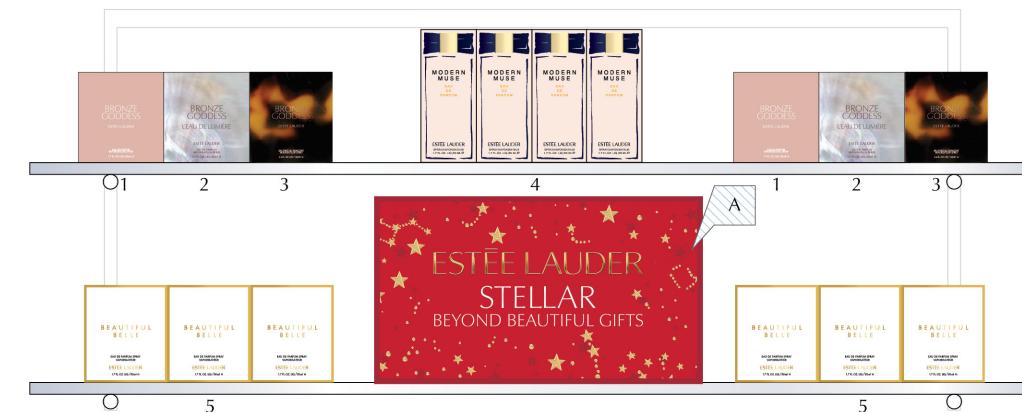
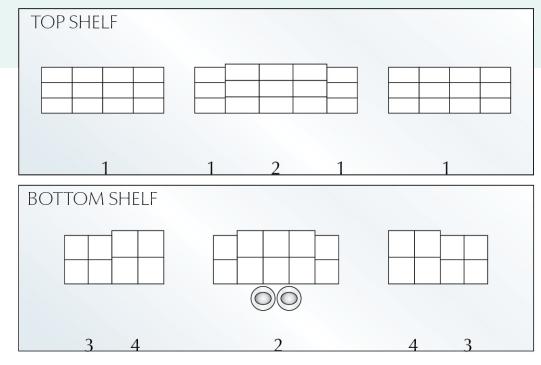
A. Double-Sided In-Case Holiday Tent Cart  
(code #: G7A9-70)



## Mixed Fragrance

1. Bronze Goddess Eau de Parfum 1.7oz
2. Bronze Goddess Lumière Eau de Parfum Spray 1.7oz
3. Bronze Goddess Eau Fraîche Skinscent 1.7oz
4. Modern Muse Eau de Parfum Spray 1.7oz
5. Beautiful Belle Fragrance 1.7oz

A. Double-Sided In-Case Holiday Tent Cart  
(code #: G7A9-70)

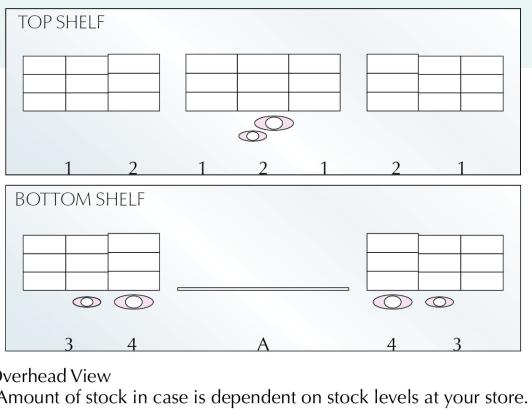


## 2-CASE SCENARIO

### 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

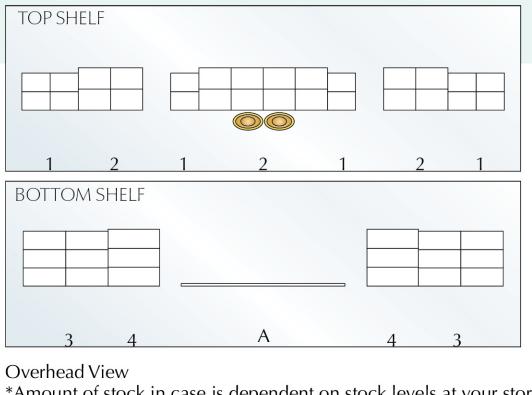
A. Beautiful Magnolia Intense In-Case Litho Prop (code#: GXE2-70)



### Beautiful Belle + Beautiful

1. Beautiful Eau de Parfum Spray 2.5oz
2. Beautiful Eau de Parfum Spray 3.4oz
3. Beautiful Belle Eau de Parfum, 1.7oz
4. Beautiful Belle Eau de Parfum, 3.4oz

A. Double-Sided In-Case Holiday Tent Cart (code #: G7A9-70)



# 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.

## LIGHT-BOXES/TOOLS/ COUNTER SUPPORT

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# Light-boxes

Shipping week of 10/23 for an on-counter date of 11/1.  
(no earlier, please). Install on 11/1.

IF ONLY 1 LIGHT-BOX:



Priority Visual #1  
Model: All three

IF 2 LIGHT-BOXES:



Priority Visual #1  
Product: 3 Kings



Priority Visual #2  
Model: All three

IF 3 LIGHT-BOXES:



Priority Visual #1  
Product: 3 Kings



Priority Visual #2  
Model: All three



Priority Visual #3  
Product: ANR Duo

IF 4 LIGHT-BOXES:



Priority Visual #1  
Product: 3 Kings



Priority Visual #2  
Model: Grace



Priority Visual #3  
Product: ANR Duo



Priority Visual #4  
Model: Imaan

IF 5 LIGHT-BOXES:



Priority Visual #1  
Product: 3 Kings



Priority Visual #2  
Model: Grace



Priority Visual #3  
Product: ANR Duo



Priority Visual #4  
Model: Imaan



Priority Visual #5  
Product: PC Lipsticks

IF 6+ LIGHT-BOXES:



Priority Visual #1  
Product: 3 Kings



Priority Visual #2  
Model: Grace



Priority Visual #3  
Product: ANR Duo



Priority Visual #4  
Model: Imaan



Priority Visual #5  
Product: PC Lipsticks



Priority Visual #6  
Model: Koki



Priority Visual #7  
Product: Double Wear



Priority Visual #8  
Model: Grace (repeated)



Priority Visual #9  
Product: Supreme+

**NOTE:**  
FOR 9 OR MORE LIGHT-BOXES,  
REPEAT SEQUENCE AS SHOWN  
ABOVE: PRODUCT WITH LOGO  
THEN SINGLE MODEL IMAGE  
WITHOUT LOGO.

## Tester Codes

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

### FOUNDATION UNIT PRE-PACKS

Franchise/Product	Shade	Code
Double Wear Stay-In-Place Matte Powder (TSD: 2/7/22)	<ul style="list-style-type: none"> <li>Tester Godet - 1C0</li> <li>Tester Godet - 1C1</li> <li>Tester Godet - 1N1</li> <li>Tester Godet - 1N2</li> <li>Tester Godet - 1W2</li> <li>Tester Godet - 2C1</li> <li>Tester Godet - 2N1</li> <li>Tester Godet - 2N2</li> <li>Tester Godet - 2W1</li> <li>Tester Godet - 2W2</li> <li>Tester Godet - 3C1</li> <li>Tester Godet - 3C2</li> <li>Tester Godet - 3N1</li> <li>Tester Godet - 3N2</li> <li>Tester Godet - 3W1</li> <li>Tester Godet - 3W1</li> <li>Tester Godet - 4C1</li> <li>Tester Godet - 4N1</li> <li>Tester Godet - 4N2</li> <li>Tester Godet - 4W1</li> <li>Tester Godet - 5W1</li> <li>Tester Godet - 5W2</li> <li>Tester Godet - 6C1</li> <li>Tester Godet - 6N1</li> <li>Tester Godet - 7N1</li> <li>Tester Godet - 7W1</li> <li>Tester Godet - 8C1</li> <li>Tester Godet - 8N1</li> <li>Tester Godet - 5N2</li> <li>Tester Godet - 6W1</li> </ul>	<ul style="list-style-type: none"> <li>PANX15</li> <li>PANX66</li> <li>PANX72</li> <li>PANX16</li> <li>PANX36</li> <li>PANX77</li> <li>PANX12</li> <li>PANXCC</li> <li>PANX53</li> <li>PANX84</li> <li>PANX19</li> <li>PANX04</li> <li>PANX10</li> <li>PANX38</li> <li>PANX37</li> <li>PANXCE</li> <li>PANX03</li> <li>PANX05</li> <li>PANX98</li> <li>PANX99</li> <li>PANX42</li> <li>PANX70</li> <li>PANX68</li> <li>PANXC1</li> <li>PANXC5</li> <li>PANXC4</li> <li>PANX09</li> <li>PANXC6</li> <li>PANXA4</li> <li>PANXC0</li> </ul>
Double Wear Sheer Flattery Loose Powder (TSD: 2/7/22)	<ul style="list-style-type: none"> <li>Translucent Matte Testable Shaker</li> <li>Light Matte Testable Shaker</li> <li>Light Medium Matte Testable Shaker</li> <li>Medium Matte Testable Shaker</li> <li>Deep Matte Testable Shaker</li> <li>Translucent Soft Glow Testable Shaker</li> </ul>	<ul style="list-style-type: none"> <li>PMWE-01</li> <li>PMWE-02</li> <li>PMWE-03</li> <li>PMWE-04</li> <li>PMWE-05</li> <li>PMWE-06</li> </ul>

## 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



# How to Measure a Light-box

## STEP 1: DETERMINING "OUTSIDE" MEASUREMENT

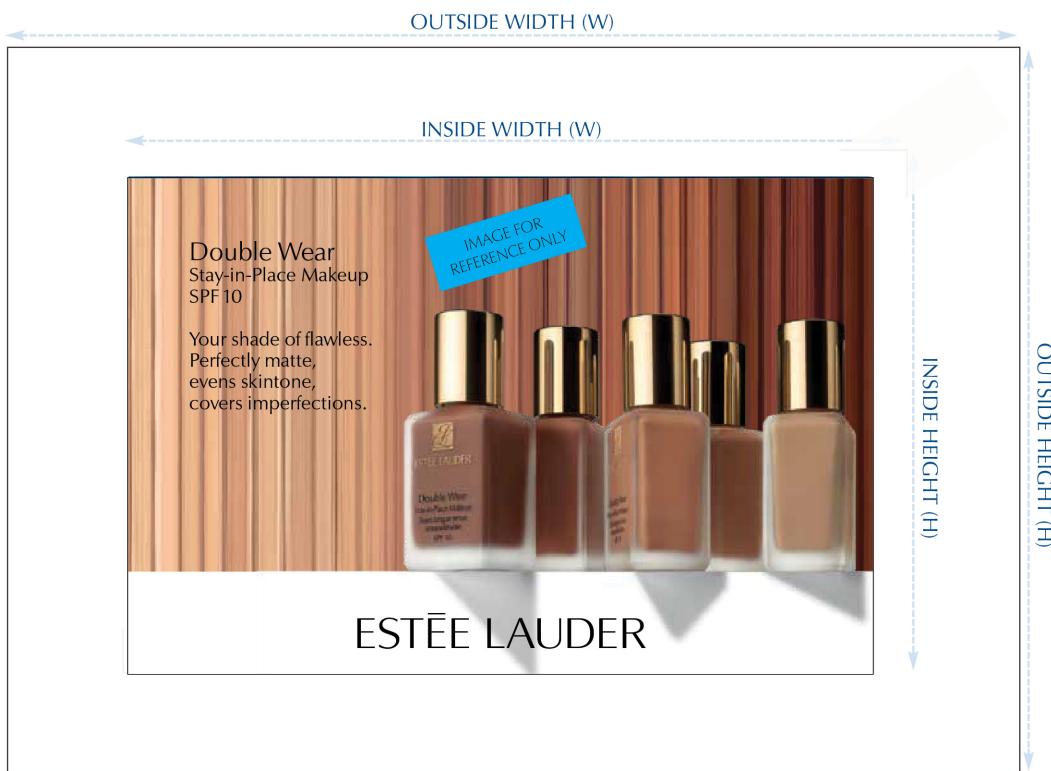
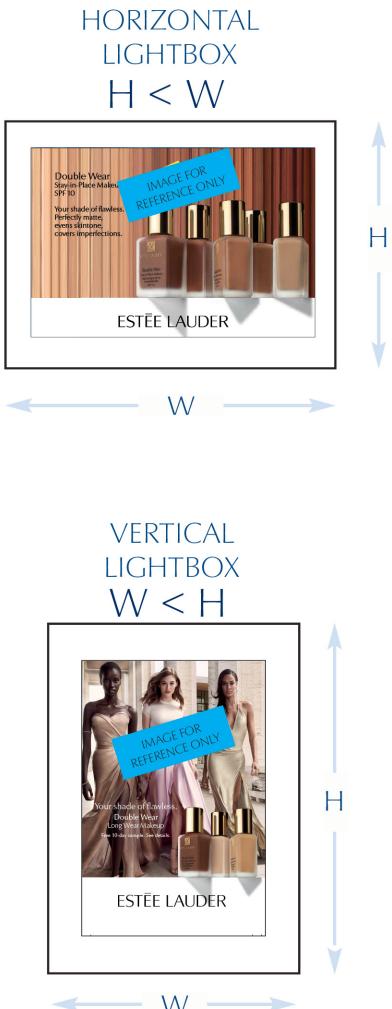
Open light-box. Measure end-to-end of the light-box horizontally (Width) and then vertically (Height). This is your “outside” measurement because it is the width (W) and height (H) of the “outside”, or total area, of the transparency that goes into the light-box.

## 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

## UNITED STATES

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

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

## 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.

POINT-OF-SALE CENTER OF EXCELLENCE (POS COE) REQUEST TRACKER

# Glossary Point-of-Sale Guidelines

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**ALPHA TOWER or ÉTAGÈRE:** Metal tower used to merchandise in-store (usually 2–6 shelves).

**BACK ISLAND/BACK LEDGE:** Display area behind caseline that contains cash wrap, fish-tanks, storage, and/or transparencies (usually 5'–6' tall).

**BAY:** One vertical grouping of shelves in an assisted sell area.

**BASIC BUSINESS:** The core products within each category (Skincare, Makeup, Fragrance) of business (as opposed to LAUNCHES which are the introduction of new products).

**BASIC BUSINESS CASES:** Cases located in non-billboard or lower profile locations in your counter installations. Case contents support the category line-testers on top of case. Once an appropriate location is established, cases rarely need to be changed or moved during a season.

**BILLBOARD/LAUNCH CASE(LINE):** Most prominent cases a customer sees when approaching counter from main traffic flow.

**BLOW UP:** 30" x 40" (or custom size) collateral piece that may suspend from the ceiling or be displayed on a ledge top.

**BOUTIQUE CASE(LINE):** Case with one (1) shelf only.

**CARTOUCHE:** "EL" script on packaging.

**CASE(LINE):** Glass display fixture, typically with two shelves. Sometimes referred to as "showcase", many cases together are referred to as "caseline".

**C-PRINT:** "Color" print. A printed visual such as an 8" x 10" litho or 22" x 28" poster (not back-lit).

**CROPPING:** Area of an image that is seen through the visual opening of a light-box frame.

**CUSTOM COLLATERAL:** Launch collateral piece (blow-up, etc.) requested by the retailer that differ from what is allocated.

**DIPTYCH:** Large foldable visual prop used on floors and ledgetops.

**DRAMMING BOTTLE:** Plastic bottle foundation dispenser used to "dram," or dispense, liquid foundation samples into vials.

**ESTÉE LAUDER LOGO:** Standard manner in which company name appears on collateral items, product packaging, and at counter. Accent "aigu" appears on first lower case "e" in "Estée".

**FACTICE:** Version of a product used for display purposes only (sometimes oversized).

**FISH-TANK:** Back island display case, similar in size and shape to an actual fishtank. Holds one set of in-case props and featured product.

**GODET:** Plastic piece with shade name that holds pan testable and then is inserted into product locator. Also referred to as a "godet holder" (pronounced "go-day").

**IN-CASE PROPS:** Clear acrylic props with lithos used inside a case to highlight featured product(s)— (8"x14").

**LEDGE TOP DISPLAY:** Item(s) used on ledge top to showcase a launch product.

**LIGHT-BOX:** A large back-lit unit that houses a transparency, or light-box visual.

**LIGHT-BOX VISUAL or TRANSPARENCY:** Visual that goes into a light-box (back-lit). There are a few kinds: 1) Duraclear is completely transparent and mounts on frosted ("milky") plexi. 2) Duratran has an opaque ("milky" or "frosted") backing and mounts on clear plexi. 3) Fabric.

**LIMITED LIFE:** Products that are in the line for limited time only— do not become part of our basic line.

**LITHO or GRAPHIC CARD:** Visual piece featured on a tester unit or in a frame.

**LOCATOR:** Piece that positions, or "locates", testable product/pans in Open Sell or Tester Units.

**MULTIPLE PRODUCT LOCATOR (MPL):** Locator that inserts into the Access System track to display testable product for Fragrance and Skincare. Typically features key products in either a franchise ("family") or category.

**PLANOGRAM or SCHEMATIC:** Diagram indicating specific collateral, locator, or product placement within a merchandising fixture or environment.

**POINT-OF-SALE GUIDELINES:** Seasonal merchandising and overview regarding most current programming, case-line schematics and tester placement. Provides month-to-month direction for your counter.

**POSTER:** Standard 22" x 28" collateral that inserts into a poster frame.

**PROMOTIONAL FOCUS UNIT:** Vitrine unit with banner graphic that is placed on counter to highlight promotional vehicles.

**TEMPLATE:** Updatable base piece that holds a specific product or product line on a launch tester unit.

**TESTABLE PAN:** Actual product pan of eyeshadow, blush, or pressed powder (inserts either directly into locator, or into a godet, then into the locator).

**TESTER UNIT:** Counter unit display where a customer can see and test product.

**TRAY:** Positioned on a shelf—consists of testable product, sign, and saleable product stock (also referred to as a "merchandiser").

**VITRINE:** Acrylic display cube to house and highlight product or promotional item. Can also be incorporated in a backwall or back island display case, similar in size and shape to an actual fish-tank. Typically holds one set of in-case props along with featured product.

