



NORDSTROM

ESTÉE LAUDER
Point-of-Sale Guidelines
Holiday 2023



Happy Holidays Estée Team!

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

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

2023 Holiday Blockbuster

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

Double Wear Stay-In-Place Foundation

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

Advanced Night Repair Serum

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

NEW Advanced Night Repair Rescue Solution

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

NEW Futurist SkinTint Serum

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

Fragrances & Fragrance Gift Sets

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

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

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

Fiona Sainty

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

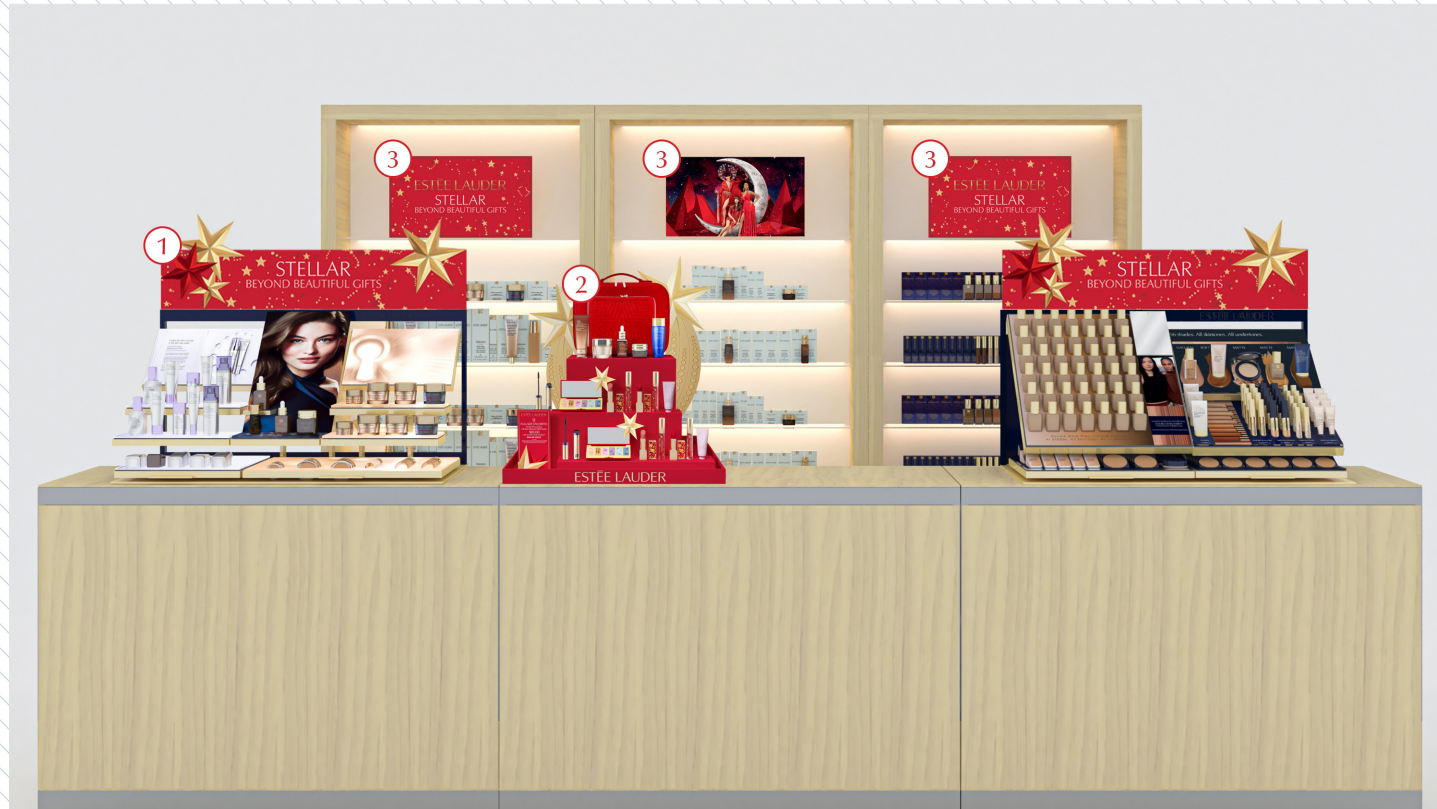
*After pre-treatment period; clinical testing on 25 women measured for 150 minutes, versus untreated control.

HOLIDAY

NORDSTROM HOLIDAY STORE ENVIRONMENTS

HOLIDAY ELEMENTS: BLOCKBUSTER

Open Glass Shelves Counter:



Blockbuster Top of Counter Unit

Pre-pack Code #: G8F3-60
1 Pre-pack per door



HOLIDAY DISPLAY PROPS

1. Full Line Unit Topper (PAGE 8)
Pre-pack code #: G7AJ-60
Quantity: 1 pre-pack per door (2 FLU toppers per pre-pack)
2. Blockbuster Top of Counter Unit (PAGE 7)
Pre-pack code #: G8F3-60
Quantity: 1 pre-pack per door
3. Holiday Graphics (PAGE 9)
Pre-pack code #: G1IO-60
Quantity: 1 pre-pack per door

MERCHANDISING GUIDELINES:

- Place unit on top of counter as shown on rendering on the previous page.

* Please Note:
All assets shown have been approved by Nordstrom Corporate Offices. Contact your field executive if you receive any resistance at store level.

HOLIDAY ELEMENTS: FLU HOLIDAY TOPPERS

Full Line Tester Unit Holiday Toppers:

Pre-pack Code #: G7AJ-60
2 Holiday Toppers are included per pre-pack.



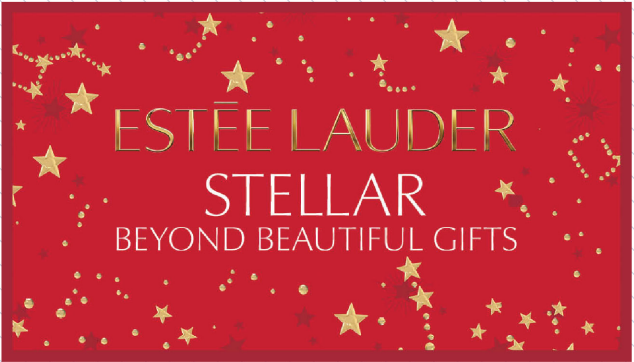
HOLIDAY ELEMENTS: 14"x8" HOLIDAY GRAPHICS

Holiday Graphics (For Acrylic Frames)

Pre-pack Code #: G11O-60



GRAPHIC 1
Model Image



GRAPHIC 2
EL Holiday Stellar Image

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.



MERCHANDISING GUIDELINES:

- First, store all graphics from Fall '23 update you currently have and store for re-install after Holiday (12/26).
- Next, add graphics inside clear acrylic frames alternating between EL Holiday Stellar Image and Model Image, as shown below.



AERIN CONTAINERS: SUGGESTED MIXES

AERIN SMALL BAG MIXES: AERIN SHOPPING BAG (ALONE) CODE #:**TBD**

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

Mix 1:  Cedar Violet 1.7 oz Cedar Violet Fragrance, 0.24 oz Cedar Violet Travel Spray \$180.00 S.R.P.	Mix 2:  Amber Musk 5.0 oz Amber Musk Body Creme, 1.7 oz Amber Musk Fragrance \$210.00 S.R.P.	Mix 3:  Rose de Grasse Rouge 1.7 oz Rose de Grasse Fragrance, 1.7 oz Rose de Grasse Rouge Fragrance \$465.00 S.R.P.	Mix 4:  Rose de Grasse 1.7 oz Rose de Grasse Fragrance, Rose Lip Conditioner \$295.00 S.R.P.
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AERIN Holiday Table:

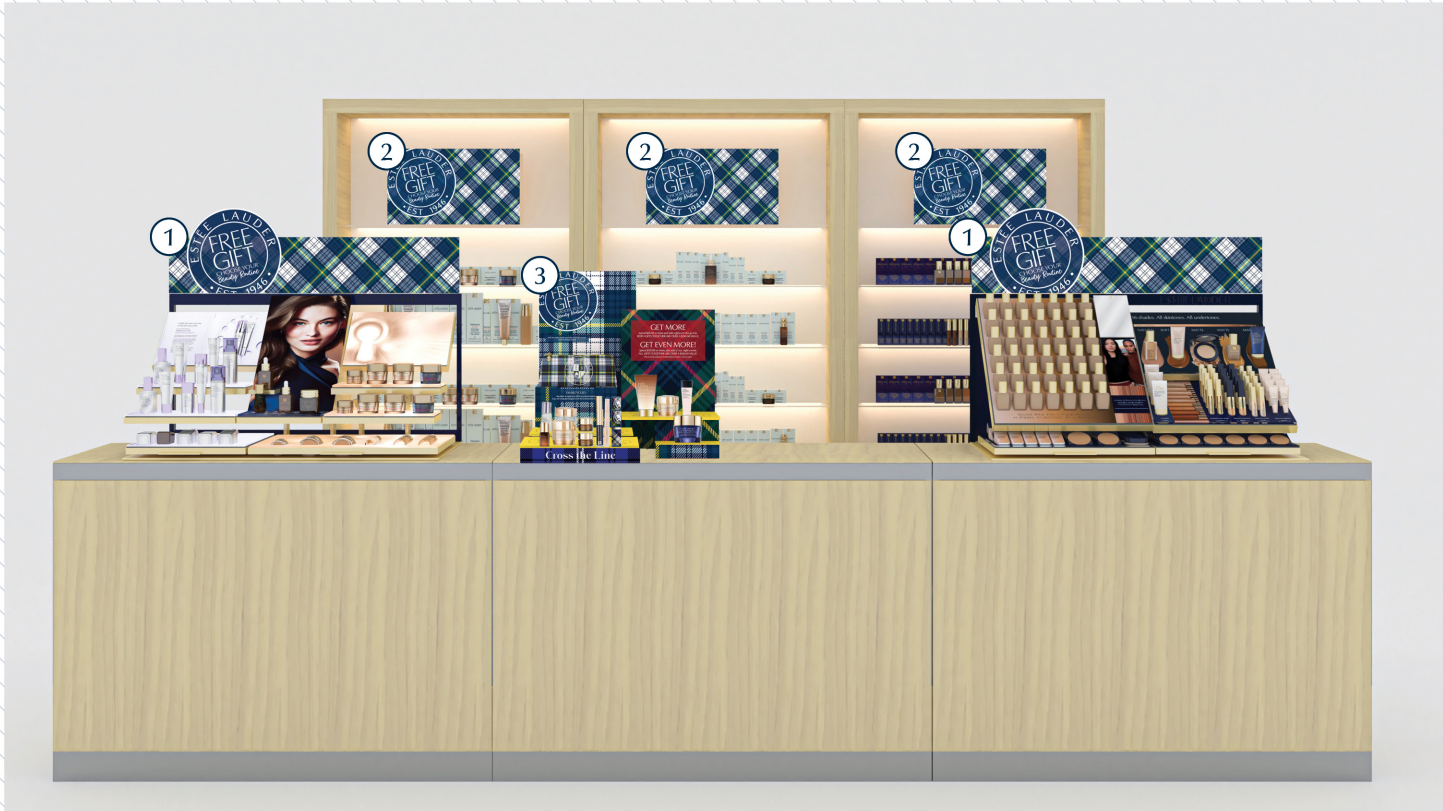
If space allows, create a gifting station on top of counter using holiday sets and candles.



FALL GIFT-WITH-PURCHASE
STORE ENVIRONMENT

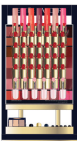
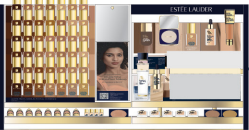
Fall GWP: October 9th - October 29th

Save all Holiday in-store collaterals and elements for during Fall GWP and install after 9/29.



FALL GWP DISPLAY PROPS

1. Full Line Unit Topper
Pre-pack code #: G1BC-60
Quantity: 1 pre-pack per door (2 FLU toppers per pre-pack)
2. 14" x 8" Fall GWP Graphics
Pre-pack code #: G1BD-60
Quantity: 1 pre-pack per door (X Graphics per pre-pack)
3. Fall GWP Display Unit
Pre-pack code #: G6EE-60
Quantity: 1 pre-pack per door

	CURRENTLY ON-COUNTER	OCT	NOV	DEC	JAN (Spring '24 Preview)
LAUNCH UNITS	 SKINCARE TRENDING NOW UNIT Update with new templates and graphics Select Doors Unit Code #: PG5E-60 Update Code #: G882-60				 SKINCARE TRENDING NOW UNIT Update with new templates and graphics Select Doors Unit Code #: PG5E-60 Update Code #: G47Z-60
AERIN	 AERIN FRAGRANCE UNIT All AERIN Fragrance Core Doors Update with new all new graphics and new located acrylics for platforms Graphic Update Code #: G1Q0-70 Acrylic/Locator Update Code #: G16Q-60  AERIN FRAGRANCE UNIT Premier Top Doors Update with new all new graphics and new located acrylics for platforms Graphic Update Code #: G1Q1-70 Acrylic/Locator Update Code #: G16O-60	 AERIN FRAGRANCE UNIT Premier Top Doors Update with new holiday graphic Graphic Update Code #: G4ZG-70  AERIN FRAGRANCE UNIT All AERIN Fragrance Core Doors Update with new holiday graphic Graphic Update Code #: G4ZG-70			
RE-NUTRIV	 RE-NUTRIV DIAMOND LTU Select Doors Update with new templates and graphics Unit Code #: PT2M-60 Graphic Update Code #: G13Z-70 Acrylic Update Code #: G881-60				 RE-NUTRIV DIAMOND LTU Select Doors Update with new templates and graphics Unit Code #: PT2M-60 Update Code #: G48B-60
LINE TESTERS	 SKINCARE LTU VER. 1 (W/O SUPREME MOISTURIZER REFILLS) Most Doors Update with new templates and graphics Unit Code #: PG58-60 Graphic Update Code #: G14I-70 Acrylic Update Code #: G87Y-60  COLOR HYBRID LTU (V1) Update with template and graphics Select Doors Unit Code #: PG5G-60 Graphic Update Code #: G1BP-70 Acrylic Update Code #: G88G-60				 COLOR HYBRID LTU (V1) Update with template and graphics Select Doors Unit Code #: PG5G-60 Graphic Update Code #: TBD Acrylic Update Code #: TBD  SKINCARE LTU VER. 1 (W/O SUPREME MOISTURIZER REFILLS) Most Doors Update with new templates and graphics Unit Code #: PG58-60 Update Code #: G47S-60
	 SKINCARE LTU VER. 2 (WITH SUPREME MOISTURIZER REFILLS) Select Doors Update with new templates and graphics Unit Code #: PG58-60 Graphic Update Code #: G14O-70 Acrylic Update Code #: G87X-60  FOUNDATION LINE TESTER UNIT Update with new templates and graphics All Doors Unit Code #: PJHJ-60 Update Code #: G88T-60		 FOUNDATION LINE TESTER UNIT Remove all graphics plugs on unit All Doors Unit Code #: PJHJ-60 Update Code #: G88T-60		 FOUNDATION LINE TESTER UNIT Update with new templates and graphics All Doors Unit Code #: PJHJ-60 Update Code #: G4AS-60  SKINCARE LTU VER. 2 (WITH SUPREME MOISTURIZER REFILLS) Select Doors Update with new templates and graphics Unit Code #: PG58-60 Update Code #: G47Q-60
	 ADVANCED NIGHT REPAIR SKINCARE LTU BANNER Note: Use holiday banner shown on Page 9 and store ANR Banner for re-install after Holiday (12/26).  EYE & CHEEK HYBRID UNIT Remove plug on top template only Select Doors Unit Code #: PG5G-60 Update Code #: TBD				

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)



MAIN PLATFORM



Continued from Left

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

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

SKINCARE LINE TESTER

Version 2: With Moisturizer Refills
No Holiday Update

HISTORY OF UPDATES

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

Note:

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



MAIN PLATFORM



DRAWER

Main Platform

1. Perfectionist Pro Rapid Brightening Treatment (1.7 oz)

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

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

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

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

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

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

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

9. DayWear Anti-Oxidant 72H Hydration Sorbet Creme SPF 15 (1.7 oz)

10. Advanced Night Repair Rescue Solution with Bifidus Ferment (0.68 oz)

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

12. Advanced Night Repair Supercharged Gel-Creme Synchronized Multi-Recovery (0.5 oz)

13. Revitalizing Supreme+ Youth Power Creme (2.5 oz)

14. Revitalizing Supreme+ Youth Power Creme Refill (2.5 oz)

15. Revitalizing Supreme+ Youth Power Creme (1.7 oz)
16. Revitalizing Supreme+ Youth Power Creme Refill (1.7 oz)

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

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

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

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

21. Advanced Night Cleansing Gelée (3.4 oz)

22. Advanced Night Cleansing Balm (2.2 oz)

23. Micro Essence Treatment Lotion with Bio-Ferment (6.7 oz)

24. Gentle Eye Makeup Remover (3.4 oz)

25. Take It Away Makeup Remover Lotion (6.7 oz)

26. Perfectly Clean Multi-Action Toning Lotion/Refiner (6.7 oz)

27. Perfectly Clean Multi-Action Foam Cleanser/Purifying Mask (5.0 oz)

28. Perfectly Clean Infusion Balancing Essence Lotion (13.5 oz)

Continued from Left

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

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

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

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

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

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

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

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

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

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

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

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).



Line Tester (Use saleable products except where indicated.)

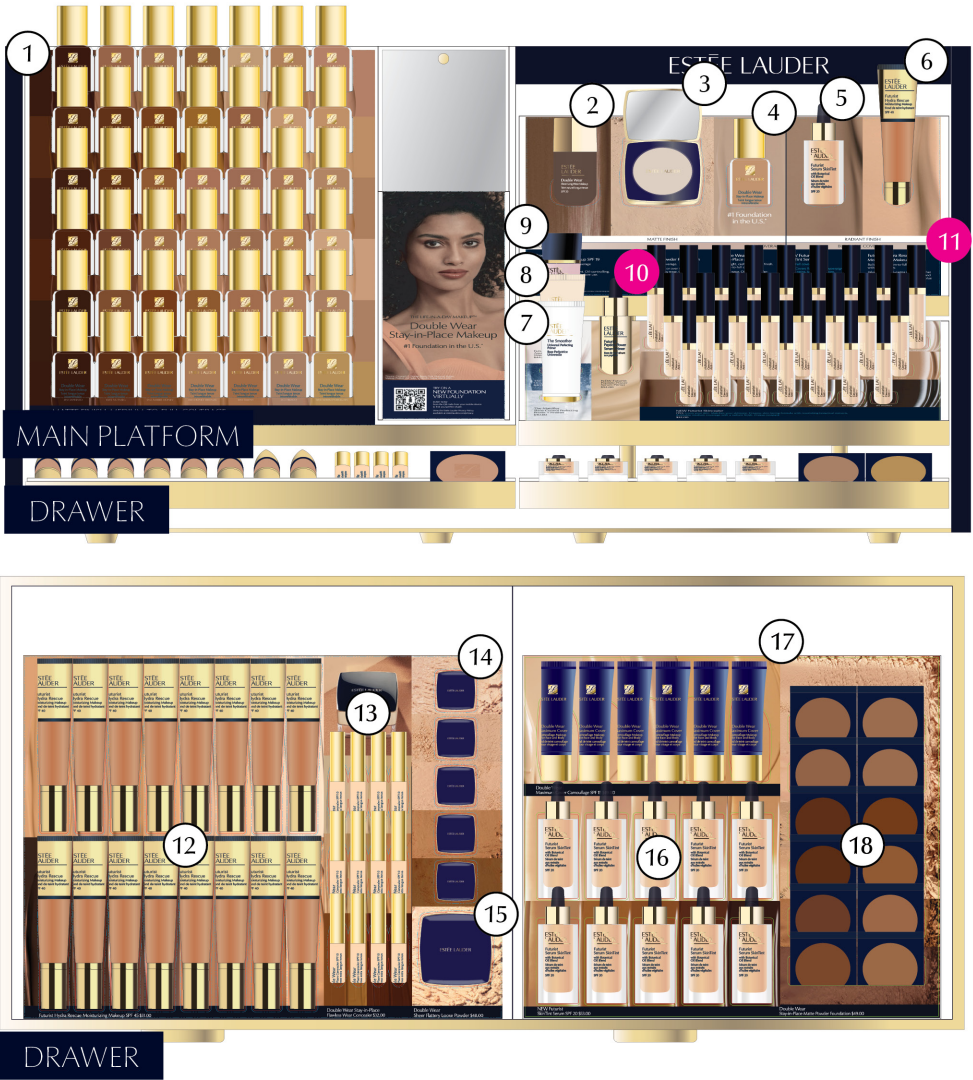
1. Re-Nutriv Ultimate Diamond Sculpted Transformation Creme 1.7 oz, (1)
2. Re-Nutriv Ultimate Diamond Sculpted Transformation Creme Mini 0.5 oz, (1)
3. Re-Nutriv Ultimate Diamond Brilliance Serum 1 oz, (1)
4. Re-Nutriv Ultimate Diamond Eye Serum 0.5 oz, with applicator (1)
5. Re-Nutriv Ultimate Lift 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)

FOUNDATION LINE TESTER

September/November Update

HISTORY OF UPDATES

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



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

Product List

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 & GRAPHICS

Unit Code #:

AERIN

Nordstrom Premier Unit
October Update

HISTORY OF UPDATES

- Jul '23

Update with new back riser and base graphics, and new located platforms.
Graphic Update Code #: **G1Q1-70**
| Acrylic/Locator Update Code #: **G16O-60**.
- Oct '23

Update with new back riser graphic (**G4ZG-70**).

Unit Code #:

AERIN

Nordstrom Core Collection Unit
October Update

HISTORY OF UPDATES

- Jul '23

Update with new back riser and base graphics, and new located platforms.
Graphic Update Code #: **G1Q0-70**
| Acrylic/Locator Update Code #: **G16Q-60**.
- Oct '23

Update with new back riser graphic (**G4ZG-70**).



TOP VIEW



Line Tester (Use salable products)

1. Rose de Grasse 1.7 oz

2. Rose de Grasse Joyful Bloom 1.7 oz

3. Rose de Grasse Pour Filles 1.0 oz

4. Rose de Grasse Rouge 1.7 oz

5. Mediterranean Honeysuckle 1.7 oz

6. Wild Geranium 1.7 oz

7. Ikat Jasmine 1.7oz

8. Fleur de Peony 1.7 oz

9. Lilac Path 1.7oz

10. Hibiscus Palm 1.7oz

11. Cedar Violet 1.7oz

12. Amber Musk 1.7oz
13. Limone di Sicilia 1.7oz

14. Tuberose le Jour 1.7oz

15. Tuberose le Soir 1.7oz

16. Ambrette de Noir 1.7oz

- NEW GRAPHICS

NEW TEMPLATES & GRAPHICS

NOTES:

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



TOP VIEW



Line Tester (Use salable products)

1. Rose de Grasse 1.7 oz

2. Rose de Grasse Joyful Bloom 1.7 oz

3. Rose de Grasse Pour Filles 1.0 oz

4. Rose de Grasse Rouge 1.7 oz

5. Mediterranean Honeysuckle 1.7 oz

6. Wild Geranium 1.7 oz

7. Ikat Jasmine 1.7oz

8. Fleur de Peony 1.7 oz

9. Lilac Path 1.7oz

10. Hibiscus Palm 1.7oz

11. Cedar Violet 1.7oz

12. Amber Musk 1.7oz

- NEW GRAPHICS

NEW TEMPLATES & GRAPHICS

NOTES:

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

COLOR HYBRID UNIT

No Holiday Update

HISTORY OF UPDATES

Feb '23	Update with new Pure Color Envy Emerald Lipsticks and new graphics.
Apr '23	Update with new templates and graphics.
Jul '23	Update with new graphics (G1BP-70).



Product List

Main Platform

- 1. Pure Color Illuminating Shine (8)
- 2. Pure Color Lipstick (Emerald) (35)
- 3. Pure Color Revitalizing Crystal Balm (6)

Drawer

- 4. Pure Color Lipstick (6)
- 5. Double Wear 24H Stay-in-Place Lip Liner (9)
- 6. Pure Color Whipped Matte (8)

- 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.

FACE HYBRID UNIT

No Holiday Update

HISTORY OF UPDATES

Apr '23	Install new unit.
Jul '23	Update with new templates and new graphics (TBD).
Sept '23	Update to remove graphic plug on top template.



Product List

Main Platform

- 1. Pure Color Envy Blush - in godets (6)
- 2. Pure Color Envy Blush (1)
- 3. Pure Color Envy Eyeshadow Quad - in godets (3)
- 4. Pure Color Envy Eyeshadow Quad (1)
- 5. Turbo Lash Night Revitalizing Serum Lash + Brow (1)
- 6. Turbo Lash High Powered Volume + Length Mascara (1)

Drawer

- 7. Bronze Goddess Bronzer (3)
- 8. Bronze Goddess Healthy Glow Bronzer (1)
- 9. Bronze Goddess Highlighting Gelee (3)
- 10. Pure Color Envy Blush - in godets (2)
- 11. Double Wear Stay-In-Place Eye Pencil (7)
- 12. BrowPerfect 3D All-In-One Styler (5)
- 13. Kajal Eyeliner (3)
- 14. Little Black Liner (1)
- 15. Sumptuous Extreme Mascara (1)
- 16. Sumptuous Extreme Waterproof Mascara (1)



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).



COUNTERS AT A GLANCE

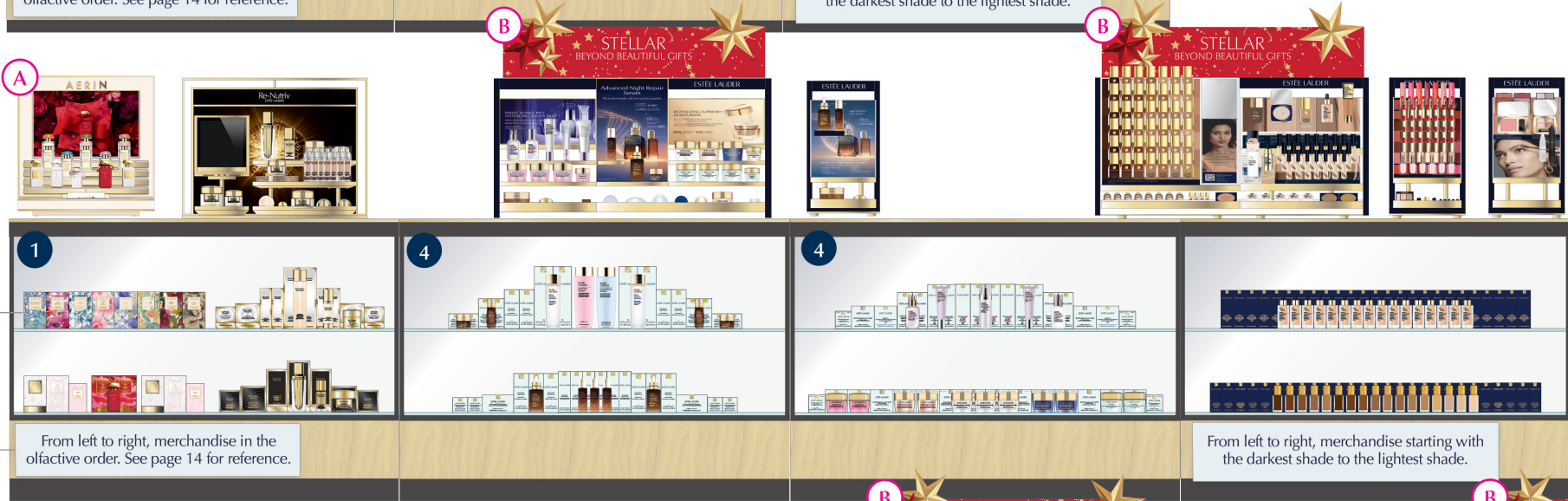
CASE MERCHANDISING

OCT-DEC 26TH

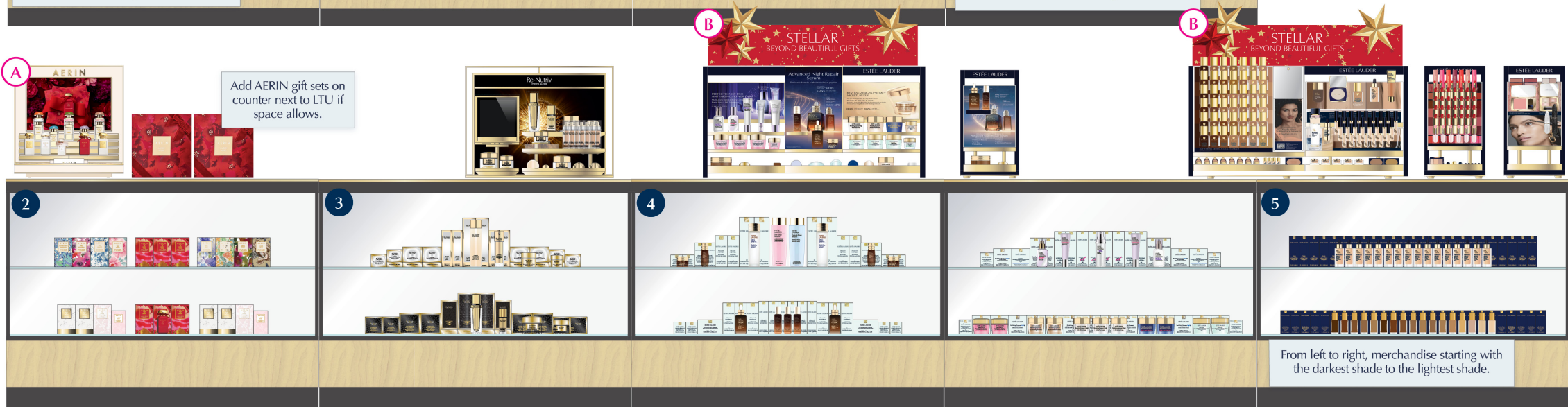
3 CASES



4 CASES



5 CASES



CASE CATEGORIES

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

NEW IN OCTOBER:

- A Aerin Core Collection Line Tester Unit Update
- B Full Line Unit Holiday Topper
- C Aerin Premier Line Tester Unit Update

AERIN PREMIER DOOR CASE SET UP

(See Page 30 for list of Top AERIN doors).

- 1 Premier AERIN + Re-Nutriv Case



- 2 Premier AERIN Case



NORDSTROM BAYS W/ GLASS SHELVES

OCT-DEC

3 BAYS



*SET UP FOR AERIN CORE DOORS. FOR TOP DOORS, REFER TO SET UP TO THE RIGHT.
ENSURE TO ORDER FRAGRANCES FROM LIGHT TO HEAVIEST USING AVAILABLE STOCK.

MERCHANDISING GUIDELINES:

- First, store all graphics from Fall '23 update you currently have and store for re-install after Holiday (12/26).
- Next place double-sided holiday tent cards on the first shelves as soon below, alternating between Model Image and EL Holiday Stellar Image.

*Follow shelf set up below for
Premier AERIN Doors:



See page 20 for list of Premier AERIN doors.

4 BAYS



*SET UP FOR AERIN CORE DOORS. FOR TOP DOORS, REFER TO SET UP TO THE RIGHT.
ENSURE TO ORDER FRAGRANCES FROM LIGHT TO HEAVIEST USING AVAILABLE STOCK.

NEW GRAPHIC

NORDSTROM BAYS W/ GLASS SHELVES

OCT-DEC

NEW GRAPHIC

*Follow shelf set up below for
TOP AERIN Doors:



See page 20 for list of Top AERIN doors.

5 BAYS



*SET UP FOR AERIN CORE DOORS. FOR TOP DOORS, REFER TO SET UP TO THE RIGHT.
ENSURE TO ORDER FRAGRANCES FROM LIGHT TO HEAVIEST USING AVAILABLE STOCK.

6 BAYS



*SET UP FOR AERIN CORE DOORS. FOR TOP DOORS, REFER TO SET UP TO THE RIGHT.
ENSURE TO ORDER FRAGRANCES FROM LIGHT TO HEAVIEST USING AVAILABLE STOCK.

Tester Codes

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

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

Tester Codes (cont.)

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

Selling Tools

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



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

Top AERIN Doors

1. 3972-10 Washington Square #025
2. 3974-64 Roseville Galleria #434
3. 3974-17 Brea #321
4. 3974-30 Topanga #341
5. 3974-24 Fashion Valley #360
6. 3973-48 Tysons Corner #600
7. 3973-53 Garden State Plaza #520
8. 3973-81 Roosevelt Field #524
9. 3973-63 Somerset
10. 3974-23 Cerritos
11. 3974-61 Santa Anita
12. 3973-49 Old Orchrd#223
13. 3973-59 Montgomery#623
14. 3973-73 Woodfield#225
15. 3974-31 Walnut Crk#421
16. 3974-85 Scottsdale#380

How to Measure a Light-box

STEP 1: DETERMINING "OUTSIDE" MEASUREMENT

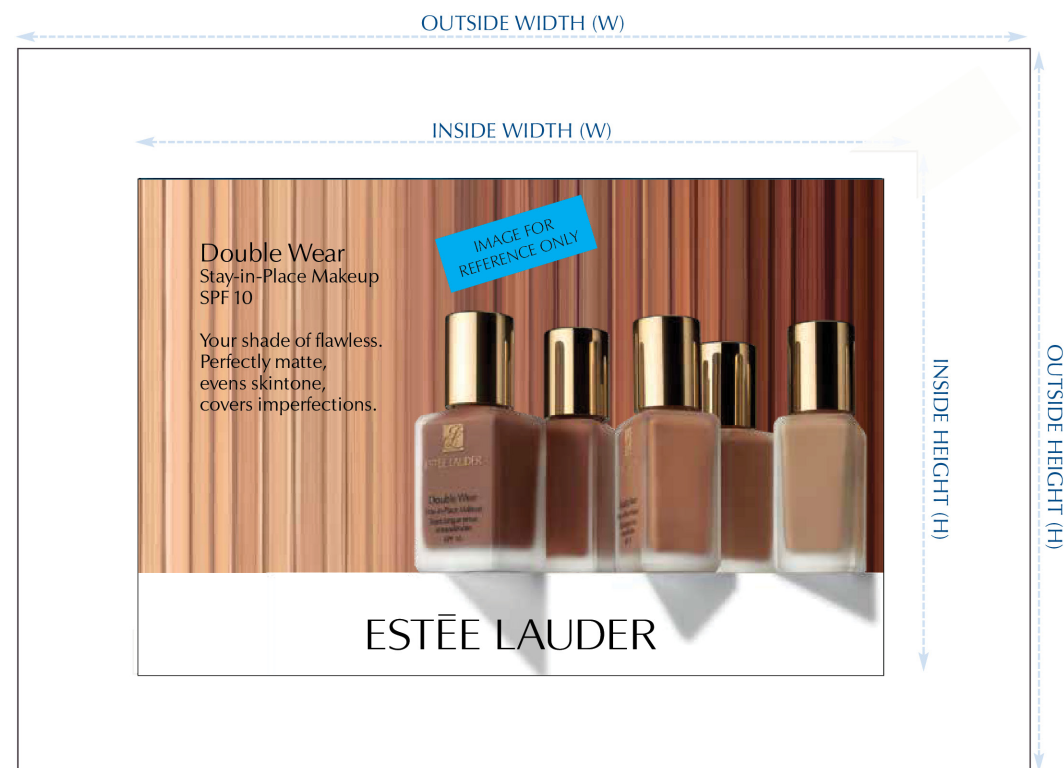
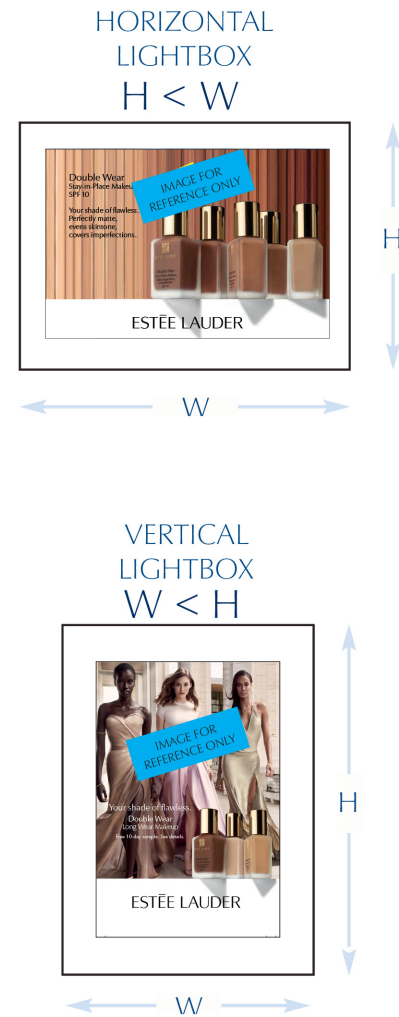
Open light-box. Measure end-to-end of the light-box horizontally (Width) and then vertically (Height). This is your “outside” measurement because it is the width (W) and height (H) of the “outside”, or total area, of the transparency that goes into the light-box.

STEP 2: DETERMINING “INSIDE” MEASUREMENT

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

POINTERS

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



Need Some Help?

For all questions / concerns regarding:

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

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

UNITED STATES

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

CANADA

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

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

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

[illegible]

