



bloomingdale'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%.*

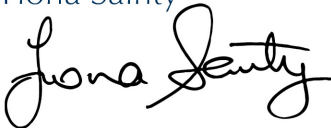
NEW Futurist SkinTint Serum
Light-to-medium coverage. Natural radiant finish. With 85% skincare ingredients that even, smooth, moisturize and improve skin over time.

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.

Fiona Sainty



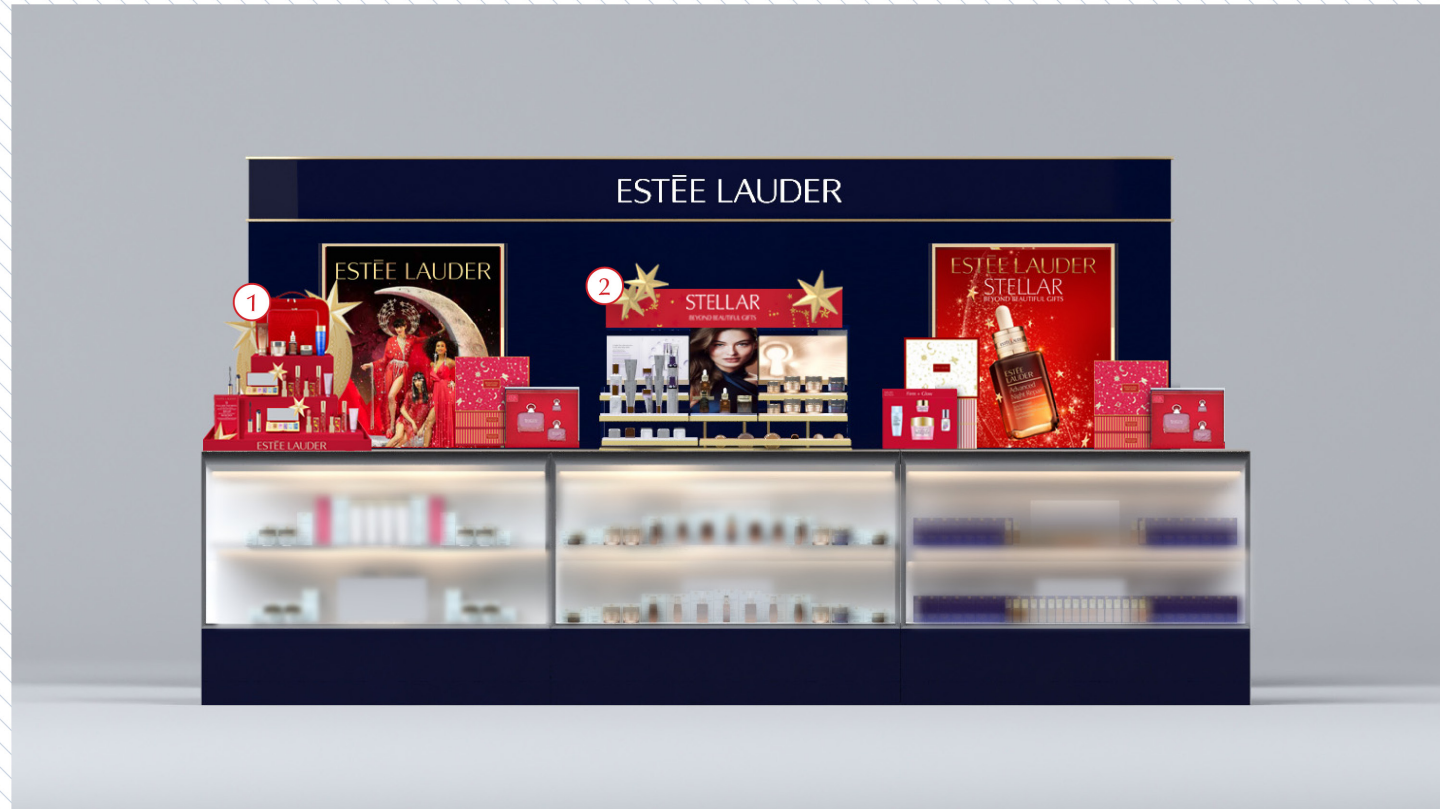
Senior Vice President, General Manager
Estée Lauder and AERIN Beauty North America

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

HOLIDAY

BLOOMINGDALE'S HOLIDAY STORE ENVIRONMENTS

Traditional Case Line Counter:



HOLIDAY DISPLAY PROPS

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

MSNA/Open Sell Counter:



HOLIDAY DISPLAY PROPS

1. Blockbuster Top of Counter Unit (PAGE 8)
Pre-pack code #: G8F3-60
Quantity: 1 pre-pack per door
2. Full Line Unit Topper (PAGE 9)
Pre-pack code #: G7AJ-60
Quantity: 1 pre-pack per door (2 FLU toppers per pre-pack)
3. Tower Topper (PAGE 10)
Pre-pack code #: G7AK-60
Quantity: 1 pre-pack per door (2 toppers per pre-pack)

HOLIDAY ELEMENTS:
BLOCKBUSTER

Blockbuster Top of Counter Unit

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



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

* PleaseNote:
All assets shown have been approved by Bloomingdale’s Corporate Offices. Contact your field executive if you receive any resistance at store level.

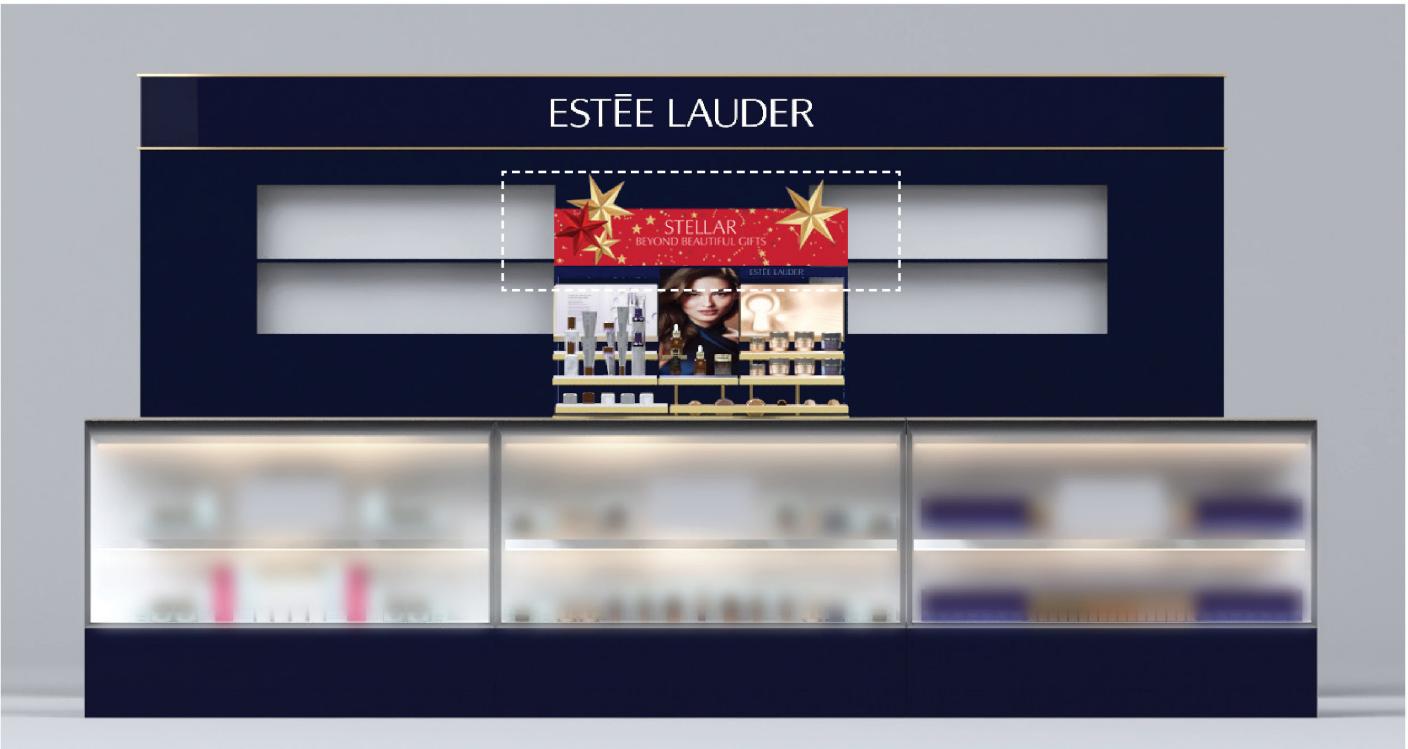
HOLIDAY ELEMENTS:
FLU HOLIDAY TOPPERS

Full Line Tester Unit Holiday Toppers:

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



- 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: 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.

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
Fragrance, 1.7 oz Rose de Grasse Rouge
Fragrance
\$205.00 S.R.P.

Mix 4:



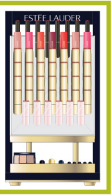
Rose de Grasse
1.7 oz Rose de Grasse Fragrance,
Rose Lip Conditioner
\$295.00 S.R.P.

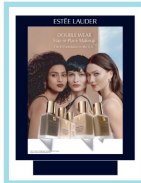
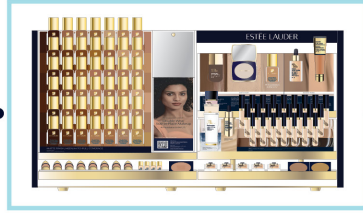
AERIN Holiday Table:

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



ESTÉE LAUDER North America Tester Cadence: Bloomingdale's				SKINCARE		Holiday 2023
	Currently on-counter	OCT	NOV	DEC	JAN (Spring '24 Preview)	
LAUNCH	 SKINCARE TRENDING NOW UNIT Update with new templates and graphics Select Doors Unit Code #: PG5E-60 Update Code #: G26Q-70				 SKINCARE TRENDING NOW UNIT Update with new templates and graphics Select Doors Unit Code #: PG5E-60 Update Code #: G47Z-60	
LINE TESTER	Note: Use holiday banner shown on Page 9 and store ANR Banner for re-install after Holiday (12/26).  ADVANCED NIGHT REPAIR SKINCARE LTU BANNER All Doors Banner Code #: G76C-70					
	 SKINCARE LTU VER. 1 (W/O SUPREME MOISTURIZER REFILLS) Select Doors Update with new templates and graphics Unit Code #: PG58-60 Graphic Update Code #: G14I-70 Acrylic Update Code #: G87Y-60				 SKINCARE LTU VER. 1 (W/O SUPREME MOISTURIZER REFILLS) Select 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				 SKINCARE LTU VER. 2 (WITH SUPREME MOISTURIZER REFILLS) Select Doors Update with new templates and graphics Unit Code #: PG58-60 Update Code #: G47Q-60	
	 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	
					 Select Doors Only  All Doors	

ESTÉE LAUDER North America Tester Cadence: Bloomingdale's				COLOR	Holiday 2023
	Currently on-counter	OCT	NOV	DEC	JAN (Spring '23 Preview)
LAUNCH	 IPAD/MATCH TRENDING NOW UNIT SRP graphic update only Select Doors Unit Code #: PG5H-60 Graphic Update Code #: G1BU-70				Select Doors Only All Doors
LINE TESTER	 COLOR LTU (55 LIP SHADE VARIANT) Remove plug on top template and add new center glorifier with PC Lip factice Select Doors Unit Code #: PG53-60 Graphic Update Code #: TBD Acrylic Update Code #: TBD				 COLOR LTU (55 LIP SHADE VARIANT) Remove plug on top template Select Doors Unit Code #: PG53-60 Update Code #: G4AB-60
	 COLOR LTU (35 LIP SHADE VARIANT) Remove plug on top template and add new center glorifier with PC Lip factice Select Doors Unit Code #: PG53-60 Graphic Update Code #: TBD Acrylic Update Code #: TBD				 COLOR LTU (35 LIP SHADE VARIANT) Remove plug on top template Select Doors Unit Code #: PG53-60 Update Code #: G49Z-60
	 COLOR HYBRID LTU (V1) Update with template and graphics All Other Doors Unit Code #: PG5G-60 Graphic Update Code #: G1BP-70 Acrylic Update Code #: G88G-60				 COLOR HYBRID LTU (V1) Update with template and graphics All Other Doors Unit Code #: PG5G-60 Graphic Update Code #: TBD Acrylic Update Code #: TBD

ESTÉE LAUDER		North America Tester Cadence: Bloomingdale's		FACE		Holiday 2023	
	Currently on-counter	OCT	NOV	DEC	JAN (Spring '24 Preview)		
LAUNCH	 DRAMMING UNIT New litho update All Doors Unit Code #: RYC5-60 Litho Update Code #: TBD  DRAMMING PEDESTAL Foundation Panels Update Select Doors Pedestal Code #: P4EE-60 Pedestal Update Code #: TBD						
	 COLOR/FOUNDATION TRENDING NOW UNIT Update with new templates and graphics Select Doors Unit Code #: PG5F-60 Graphic Update Code #: G6WT-70 Acrylic Update Code #: G5PP-60						
LINE TESTER	 FOUNDATION LINE TESTER UNIT Update with new templates and graphics All Doors Unit Code #: PJHJ-60 Update Code #: G88T-60		 FOUNDATION LINE TESTER UNIT 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	 FOUNDATION LINE TESTER UNIT Update with new templates and graphics All Doors Unit Code #: PJHJ-60 Update Code #: G4AS-60	
						 Select Doors Only  All Doors	

ESTÉE LAUDER		North America Tester Cadence: Bloomingdale's			FRAGRANCE		Holiday 2023	
	Currently on-counter		OCT	NOV	DEC	JAN (Spring '24 Preview)		
AERIN	 AERIN FRAGRANCE UNIT All Doors Product update only: Place new RDG Rouge on Newness and Bestsellers platform. Graphic Update Code #: G1Q3-70 Acrylic/Locator Update Code #: G16D-60		 AERIN FRAGRANCE UNIT All Doors Update with new holiday graphic Graphic Update Code #: G4ZG-70					
LINE TESTER	 FRAGRANCE LINE TESTER Most Doors What is the update here? Unit Code #: PG59-60 Update Code #: TBD							



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 Up' date 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).



HISTORY OF UPDATES

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



MAIN PLATFORM



DRAWER

Main Platform

1.

Perfectionist Pro Rapid Brightening Treatment (1.7 oz)
2.

Perfectionist Pro Rapid Firm + Lift Treatment (1.7 oz)
3.

Perfectionist Pro Rapid Renewal Retinol Treatment (1.0 oz)
4.

Perfectionist Pro Multi-Zone Wrinkle Concentrate (0.85 oz)
5.

Perfectionist Pro Multi-Defense UV Gel (1.0 oz)
6.

Resilience Multi-Effect Face and Neck Creme SPF15 Normal / Combination (1.7 oz)
7.

Resilience Multi-Effect Night Creme (1.7 oz)
8.

DayWear Multi-Protection Anti-Oxidant 24H-Moisture Creme SPF 15 (1.7 oz)
9.

DayWear Anti-Oxidant 72H Hydration Sorbet Creme SPF 15 (1.7 oz)
10.

Advanced Night Repair Rescue Solution with Bifidus Ferment (0.68 oz)
11.

Advanced Night Repair Serum Synchronized Multi-Recovery Complex (1.7oz)
12.

Advanced Night Repair Supercharged Gel-Creme Synchronized Multi-Recovery (0.5 oz)
13.

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

Revitalizing Supreme+ Youth Power Creme Refill (2.5 oz)
15.

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

Revitalizing Supreme+ Youth Power Creme Refill (1.7 oz)
17.

Revitalizing Supreme+ Bright Power Soft Creme (1.7 oz)
18.

Revitalizing Supreme+ Global Anti-Aging Cell Power Creme SPF 15 (1.7 oz)
19.

Revitalizing Supreme+ Night Intensive Restorative Creme (1.7 oz)
20.

Revitalizing Supreme+ Youth Power Eye Balm (0.5 oz)

Drawer

21.

Advanced Night Cleansing Gelée (3.4 oz)
22.

Advanced Night Cleansing Balm (2.2 oz)
23.

Micro Essence Treatment Lotion with Bio-Ferment (6.7 oz)
24.

Gentle Eye Makeup Remover (3.4 oz)
25.

Take It Away Makeup Remover Lotion (6.7 oz)
26.

Perfectly Clean Multi-Action Toning Lotion/Refiner (6.7 oz)
27.

Perfectly Clean Multi-Action Foam Cleanser/Purifying Mask (5.0 oz)
28.

Perfectly Clean Infusion Balancing Essence Lotion (13.5 oz)

Continued from Left

29.

Soft Clean Infusion Hydrating Essence Lotion (13.5 oz)
30.

Perfectionist Pro Multi-Defense UV Fluid SPF 45 (1.0 oz)
31.

Perfectionist CP+R Wrinkle Lifting/Firming Serum (1.7 oz)
32.

Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery Complex (0.5 oz)
33.

Revitalizing Supreme+ Youth Power Power Soft Milky Lotion (3.4 oz)
34.

Resilience Multi-Effect Face and Neck Creme Dry (1.7 oz)
35.

Daywear Matte Oil-Control Anti-Oxidant Moisture Gel Creme (1.7 oz)
36.

Resilience Multi-Effect Eye Creme (0.5oz)
37.

Daywear Eye Cooling Anti-Oxidant Moisture Gel Creme (0.5 oz)
38.

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

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

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.)

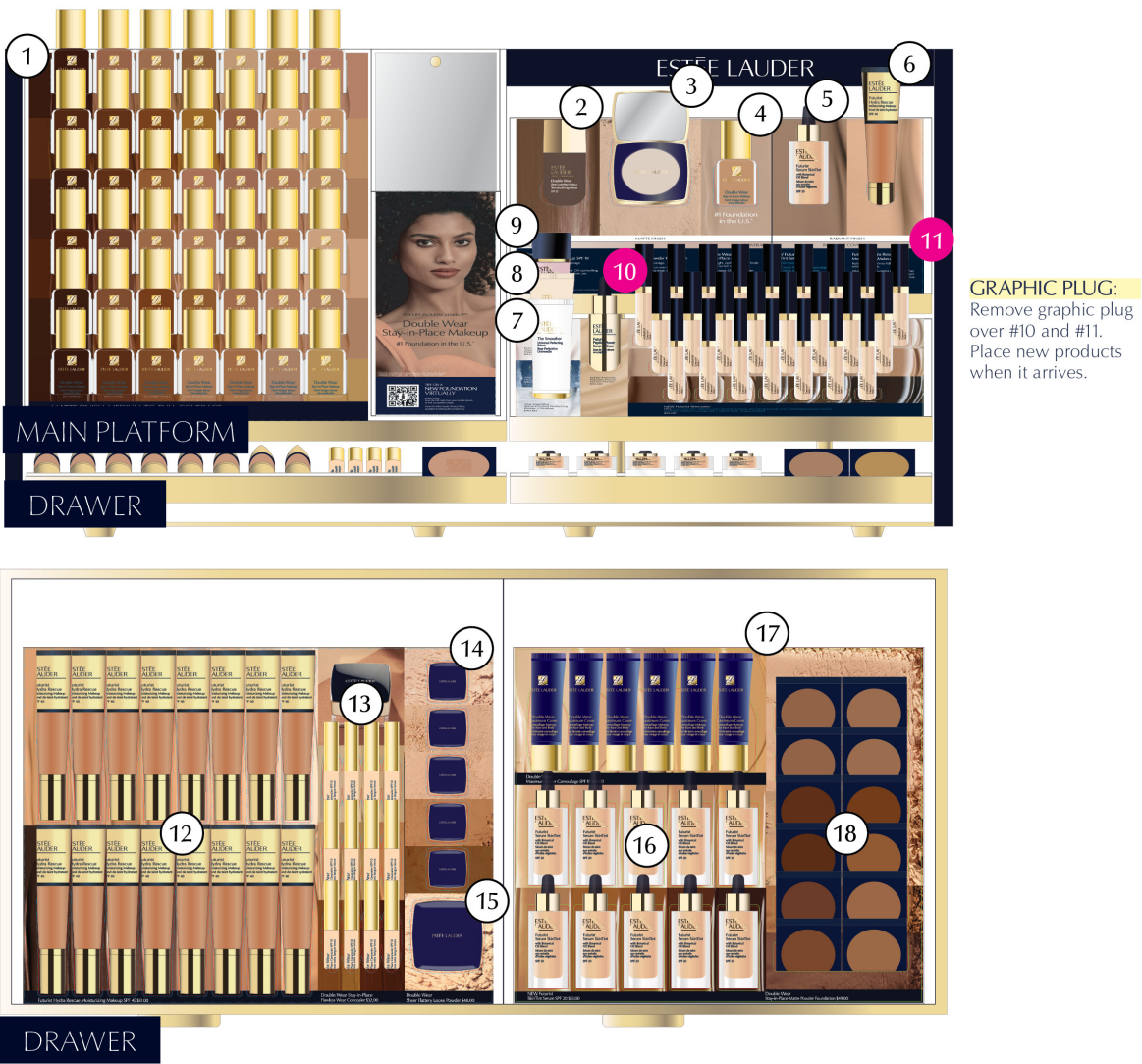
1. Re-Nutriv Ultimate Diamond Sculpted Transformation Creme 1.7 oz, (1)
2. Re-Nutriv Ultimate Diamond Sculpted Transformation Creme Mini 0.5 oz, (1)
3. Re-Nutriv Ultimate Diamond Brilliance Serum 1 oz, (1)
4. Re-Nutriv Ultimate Diamond Eye Serum 0.5 oz, with applicator (1)
5. Re-Nutriv Ultimate Lift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



Product List

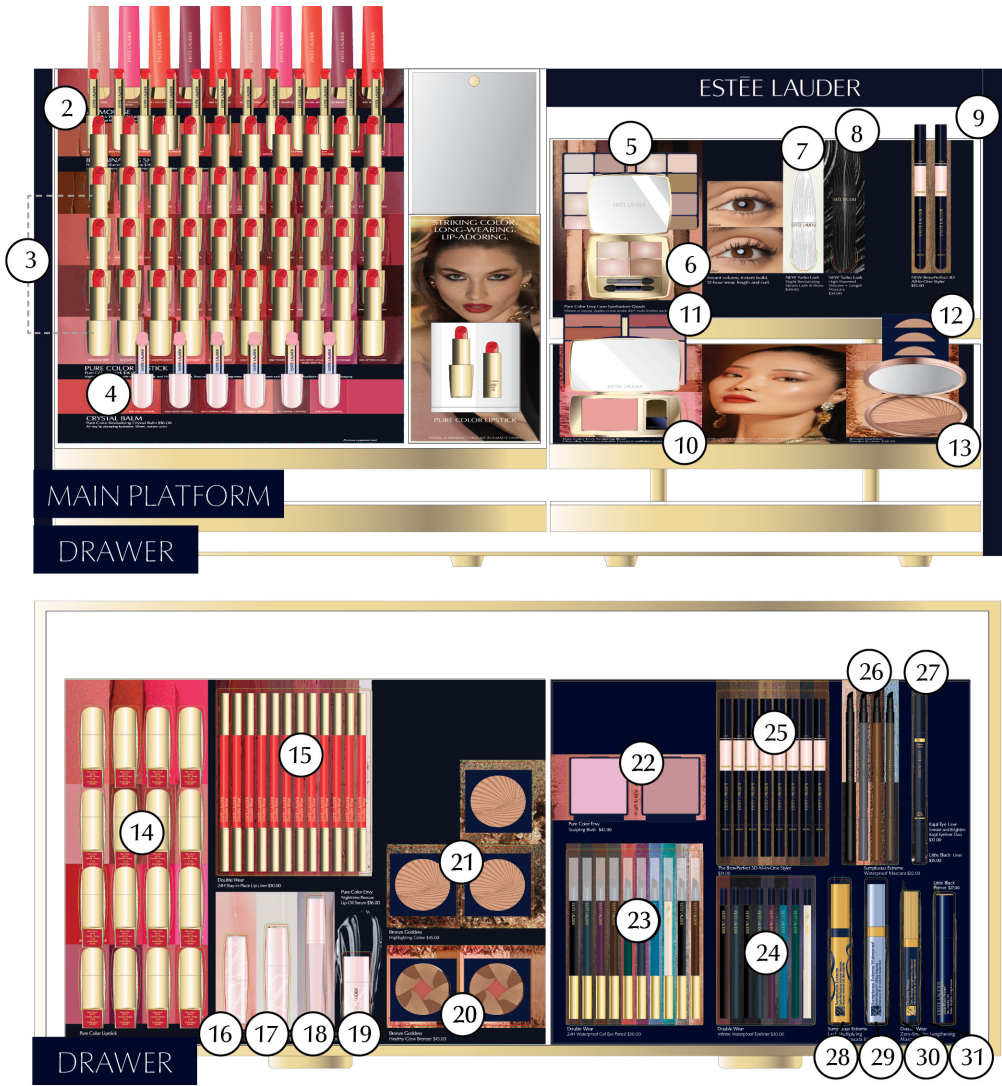
1. Double Wear Stay-In-Place Makeup (42)
2. Double Wear Sheer Longwear Makeup (1)
3. Double Wear Matte Powder (1)
4. Double Wear Stay-In-Place Makeup (1)
5. Futurist SkinTint Serum (1)
6. Futurist Hydra Rescue Moisturizing Makeup SPF 45 (16)
7. The Mattifier Shine Control Perfecting Primer + Finisher (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)

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

1.

Pure Color Whipped Matte (10)
2.

Pure Color Illuminating Shine (12)
3.

Pure Color Lipstick (40)
4.

Pure Color Revitalizing Crystal Balms (6)
5.

Pure Color Envy Luxe Eyeshadow Quads (6) (in godets)
6.

Pure Color Envy Luxe Eyeshadow Quads (1) (in primary)
7.

Turbo Lash Night Revitalizing Serum Lash + Brow (1)
8.

Turbo Lash High Powered Volume + Length Mascara (1)
9.

BrowPerfect 3D All-In-One Styler (2)
10.

Pure Color Envy Sculpting Blush (1) (in primary)
11.

Pure Color Envy Sculpting Blush (6) (in godets)
12.

Bronze Goddess Powder Bronzer (4) (in godets)
13.

Bronze Goddess Matte and Glow Bronzing Trio (1) (in primary packaging)
14.

Pure Color Lipstick (16)
15.

Double Wear 24H Stay-in-Place Lip Liner (12)
16.

Pure Color Envy Color Replenish Lip Balm (1)
17.

Pure Color Envy Lip Volumizer (1)
18.

Pure Color Envy Lip Repair Potion (1)
19.

Pure Color Envy Nighttime Rescue Lip Oil-Serum (1)
20.

Bronze Goddess Healthy Glow Bronzer (2) (in godets)
21.

Bronze Goddess Highlighter (3) (in godets)
22.

Pure Color Envy Sculpting Blush (2) (in godets)
23.

Double Wear Stay-In-Place Eye Pencil (10)
24.

Double Wear Infinite Waterproof Eyeliner (8)
25.

BrowPerfect 3D All-In-One Styler (8)
26.

Kajal Eyeliner (4)
27.

Little Black Liner (1)
28.

Sumptuous Extreme Lash Multiplying Volume Mascara (1)
29.

Sumptuous Extreme Waterproof (1)
30.

Double Wear Zero-Smudge Lengthening Mascara (1)
31.

Little Black Primer (1)

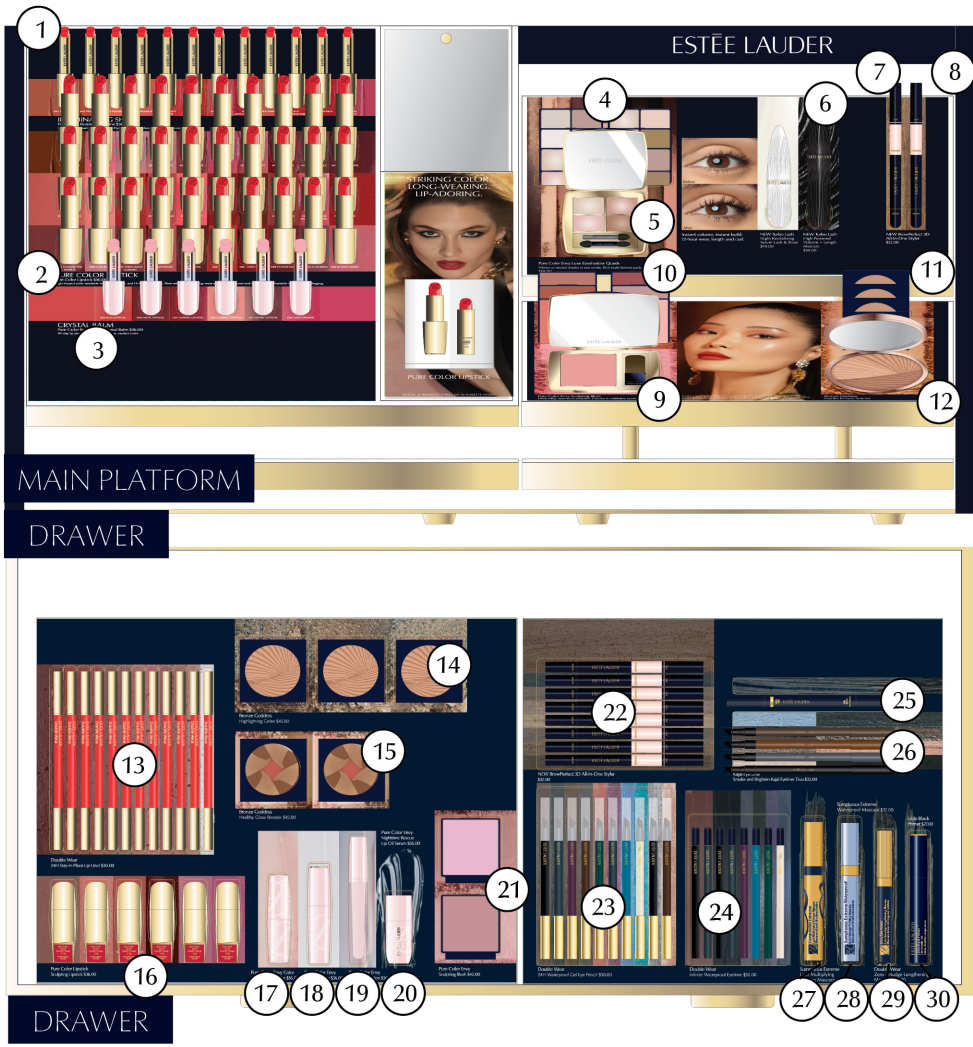
 **NEW GRAPHICS**
 **NEW TEMPLATES & GRAPHICS**

COLOR LINE TESTER

No Holiday Update | 35 Lipstick Variant

HISTORY OF UPDATES

Feb '23	Update with new graphics and templates (G55A-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

1.

Pure Color Illuminating Shine (12)
2.

Pure Color Lipsticks (30)
3.

Pure Color Revitalizing Crystal Balms (6)
4.

Pure Color Envy Luxe Eyeshadow Quads (6) (in godets)
5.

Pure Color Envy Luxe Eyeshadow Quads (1) (in primary)
6.

Turbo Lash Night Revitalizing Serum Lash + Brow (1)
7.

Turbo Lash High Powered Volume + Length Mascara (1)
8.

BrowPerfect 3D All-In-One Styler (2)
9.

Pure Color Envy Sculpting Blush (1) (in primary)
10.

Pure Color Envy Sculpting Blush (6) (in godets)
11.

Bronze Goddess Powder Bronzer (4) (in godets)
12.

Bronze Goddess Matte and Glow Bronzing Trio (1) (in primary packaging)
13.

Double Wear 24H Stay-in-Place Lip Liner (12)
14.

Bronze Goddess Highlighter (3) (in godets)
15.

Bronze Goddess Healthy Glow Bronzer (2) (in godets)
16.

Pure Color Lipsticks (6)
17.

Pure Color Envy Color Replenish Lip Balm (1)
18.

Pure Color Envy Lip Volumizer (1)
19.

Pure Color Envy Lip Repair Potion (1)
20.

Pure Color Envy Nighttime Rescue Lip Oil-Serum (1)
21.

Pure Color Envy Sculpting Blush (2) (in godets)
22.

BrowPerfect 3D All-In-One Styler (8)
23.

Double Wear Stay-In-Place Eye Pencil (10)
24.

Double Wear Infinite Waterproof Eyeliner (8)
25.

Little Black Liner (1)
26.

Kajal Eyeliner (4)
27.

Sumptuous Extreme Lash Multiplying Volume Mascara (1)
28.

Sumptuous Extreme Waterproof (1)
29.

Double Wear Zero-Smudge Lengthening Mascara (1)
30.

Little Black Primer (1)

COLOR HYBRID UNIT V.1

No Holiday Update Update

HISTORY OF UPDATES

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



Product List

Main Platform

- Pure Color Whipped Matte (7)
- Pure Color Illuminating Shine (8)
- Pure Color Lipstick (28)
- Pure Color Crystal Lip Balms (6)

Drawer

- Bronze Goddess Powder Bronzer (3) (in godets)
- Double Wear Stay-In-Place Eye Pencil ()
- Double Wear 24H Stay-in-Place Lip Liner (4)
- Little Black Liner (1)
- Pure Color Envy Sculpting Blush (4) (in godets)
- Pure Color Envy Luxe Eyeshadow Quads (3) (in godets)
- Turbo Lash High Powered Volume + Length Mascara (1)
- Sumptuous Extreme Lash Multiplying Volume Mascara (1)
- Double Wear Zero-Smudge Lengthening Mascara (1)
- 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.

FRAGRANCE LINE TESTER UNIT

No Holiday Update

HISTORY OF UPDATES

Jul '22	Update with new center graphic.
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).



FOCUS PLATFORM

MAIN PLATFORM



NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

Product List

Focus Platform

- Beautiful Magnolia Eau de Parfum, 3.4 oz

Main Platform (Preferred Line-up)

- Beautiful Magnolia Intense Eau de Parfum, 3.4 oz
- Bronze Goddess Eau de Parfum, 3.4 oz
- Bronze Goddess Eau Fraiche, 3.4 oz
- Estée Lauder Sensuous Eau de Parfum Spray, 3.4 oz
- Beautiful Magnolia L'eau Eau de Toilette, 3.4 oz
- Beautiful Eau de Parfum, 3.4 oz
- Pleasures Eau de Parfum, 3.4 oz
- White Linen Eau de Parfum, 2.0 oz

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.

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

Unit Code #:

AERIN

No Holiday Update

HISTORY OF UPDATES

Jul '23	Update with new back riser and base graphics, and new located platforms. Graphic Update Code #: G1Q3-70 Acrylic/Locator Update Code #: G16D-60 .
Aug '23	Add in new Rose de Grasse Rouge on New and Bestsellers platform.
Oct '23	Update with new back riser graphic (G4ZG-70).

Unit Code #: PG5E-60

TRENDING NOW

SKINCARE UNIT

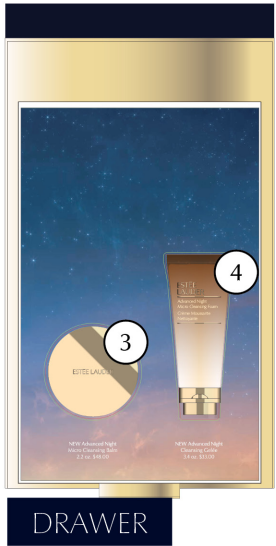
No Holiday Update

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 .



TOP VIEW



Line Tester (Use salable products)

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

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

NOTES:

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

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 & GRAPHICS



NIGHTTIME TESTER MAINTENANCE/ CLEANING RITUAL

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

TRENDING NOW COLOR/
FOUNDATION UNIT

No Holiday Update

HISTORY OF UPDATES	
Sept '22	Update with new templates and new graphics (G33E-60).
Feb '23	Update with new templates and graphics (Acrylic: G5PP-60 Graphics: G6WT-70).



Product List

Main Platform

- 1. Pure Color Lipsticks (3)
- 2. Double Wear 24H Stay-in-Place Lip Liner (3)

Drawer

- 3. Pure Color Envy Color Replenish Lip Balm (1)
- 4. Pure Color Envy Lip Volumizer (1)
- 5. Pure Color Envy Lip Repair Potion (1)
- 6. Pure Color Envy Nighttime Rescue Lip Oil-Serum (1)

- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS



NIGHTTIME TESTER MAINTENANCE/
CLEANING RITUAL

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

TRENDING NOW
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)

- 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.

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

CASE CATEGORIES					
1	AERIN + Re-Nutriv	4	Skincare	5	Foundation
2	AERIN	6	Color		
3	Re-Nutriv				

NEW IN OCTOBER:	
A	AERIN Line Tester Unit Update
B	Full Line Unit Holiday Topper

4 CASES



5 CASES



6 CASES



OPEN SELL SHELVES

OCTOBER

3 BAYS

From left to right, merchandise in the olfactive order. See page 30 for reference.

AERIN + RE-NUTRIV

SKINCARE

FRAGRANCE + MAKEUP

4 BAYS

From left to right, merchandise in the olfactive order. See page 30 for reference.

AERIN + RE-NUTRIV

SKINCARE

SKINCARE

FRAGRANCE + MAKEUP

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OPEN SELL SHELVES

OCTOBER

5 BAYS

From left to right, merchandise in the olfactive order. See page 30 for reference.

AERIN	RE-NUTRIV	SKINCARE	SKINCARE	FRAGRANCE + MAKEUP

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

6 BAYS

From left to right, merchandise in the olfactive order. See page 30 for reference.

AERIN	RE-NUTRIV	SKINCARE	SKINCARE	MAKEUP	FRAGRANCE

IF ONLY 1 LIGHT-BOX:



Priority Visual #1
Model: All three

NOTE:
PLEASE KEEP FALL ‘23
LIGHT-BOX VISUALS &
REINSTALL ON 12/26.

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.

How to Measure a Light-box

STEP 1: DETERMINING “OUTSIDE” MEASUREMENT

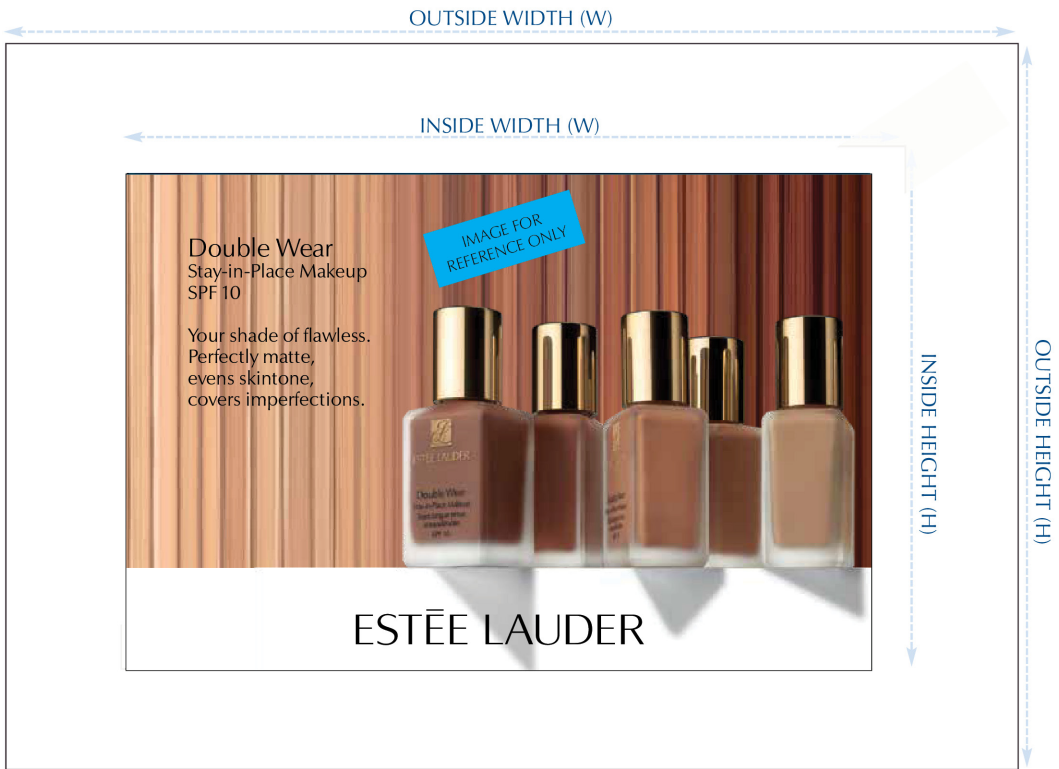
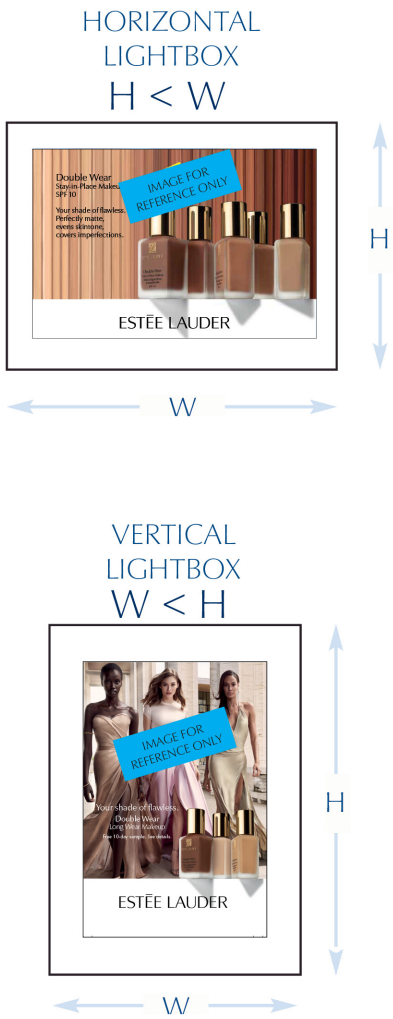
Open light-box. Measure end-to-end of the light-box horizontally (Width) and then vertically (Height). This is your “outside” measurement because it is the width (W) and height (H) of the “outside”, or total area, of the transparency that goes into the light-box.

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.



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 slashes 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
Double Wear Sheer Flattery Loose Powder (TSD: 2/7/22)	• 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
	• 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

Glossary Point-of-Sale Guidelines

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

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

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

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

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

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

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

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

CARTOUCHE: “EL” script on packaging.

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

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

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

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

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

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

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

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

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

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

IN-CASE PROPS: Clear acrylic props with 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 “merchandise”).

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

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.

POINT-OF-SALE CENTER OF EXCELLENCE (POS COE) REQUEST TRACKER			
<u>Date Requested/ Contacted POS COE</u>	<u>Details of Request</u>	<u>Notes</u>	<u>Date Resolved</u>