

NORDSTROM **ANNIVERSARY SALE**



SUMMER 2023
JULY 16-AUGUST 6



NALX IS YOUR ANNIVERSARY SALE BFF

Here to help you succeed, with these at-your-fingertips tools...

1. Use this guide to explore Anniversary Sale Best Practices, get the deets on the ELC Favorite BEX Offers, and take a look at the complete Events Calendar.



Jump to
BEX Offers



Jump to
Events Calendar

2. Visit each brand's **Nordstrom Anniversary Sale In Focus** for brand-specific offers and details.
3. Need in-the-moment product answers? Use the product **scan feature** on the NALX landing page to quickly jump to the product detail page.

Scan to
download or
print the guide



ANNIVERSARY SALE

EVENT-MINDEDNESS & BEST PRACTICES

Nordstrom's Anniversary Sale is the retailer's biggest event of the year and has become **legendary** among Nordstrom customers who enjoy early access, product exclusives and extraordinary values for a limited time only!



This once-a-year event is a rare opportunity to connect with new customers and introduce them to ELC brands and heroes. Making the most of this opportunity is imperative!



BEST PRACTICES

Beauty Exclusive (BEX) Offers

- ☐ Be prepared with key demonstrations for each set and suggested *sell-along products* so you can offer a complete beauty experience.
- ☐ Monitor stock each day – *know what is still available and alternatives* you can offer if it's sold out.

The Events Calendar

- ☐ Plan for competitive Glam-up Days. What do our ELC brands offer that complements the brand or theme of the day? *Don't trade sales, build sales.*
- ☐ Know the ELC Brand Glam-up Days, what the Daily Deal is and be ready to share product knowledge, demonstrations and the VALUE.
- ☐ Plan to invite clients in for Beauty Bash, National Lipstick day, Tools Tuesday, etc. Need some ideas? Check out this helpful click-through [HERE](#).

Know Key Heroes & New Launches

- ☐ Know product claims, demonstrations and priorities.
- ☐ This is a great time to introduce *loyalty-building heroes & in-demand new products* to new customers.

ELC BEX Faves.

Click each offer for details.



La Mer
The Soothing Renewal
Collection



Estee Lauder
ANR Hero Serum Set



Bobbi Brown
Vitamin Enriched
Face Base Duo



Tom Ford Beauty
Soleil Mini Shimmering
Body Oil Duo



Jo Malone London
Cologne Collection



MAC Cosmetics
Treasured Kiss Lip Duos
(2 Shade Waves)



Clinique
Twice the Moisture
Moisture Surge Duo



Le Labo
Set



Aveda
Healthy and Hydrated
Hair Set



The Ordinary
The Lash & Brow Duo



Too Faced
Better Than Sex
No Lash Left Behind



Bumble & bumble
Hydration to the Rescue

ELC x Nordstrom Exclusive Launches



La Mer
Resurfacing Treatment



AERIN
Rose de Grasse Rouge



Tom Ford Beauty
Azure Lime





EVENTS CALENDAR



SUN	MON	TUE	WED	THUR	FRI	SAT
7/16	7/17	7/18	7/19	7/20	7/21	7/22
First day of Public Sale	BEX Focus NLIVE feat. MAC , Bobbi Brown , Estee Lauder , Jo Malone London , La Mer , Charlotte Tilbury, Dyson, Lancôme, Kiehl's, NuFace	Dior Glam-Up Day	Trish McEvoy Glam-Up Day	Kiehl's Glam-Up Day	MAC Cosmetics Glam-Up Day 	Beauty Bash
TOO FACED 7/11-7/18						CLINIQUE
7/23	7/24	7/25	7/26	7/27	7/28	7/29
Fragrances/ Grooming Multibranded Day	Make-up Monday Anchor brands: Westman, Art Bar	La Mer Glam-Up Day 	NARS Glam-Up Day	Sisley Glam-Up Day	Charlotte Tilbury Glam-Up Day	National Lipstick Day
CLINIQUE 7/22-7/24					LIPSTICK OFFERS	
7/30	7/31	8/1	8/2	8/3	8/4	8/5
Haircare/ Tools Multibranded Day	Estee Lauder Glam-Up Day 	Tools Tuesday	Jo Malone London Glam-Up Day 	Lancôme Glam-Up Day	Fragrances/ Grooming Multibranded Day	Bobbi Brown Glam-Up Day
LIPSTICK OFFERS						
8/6	<p>Glam Up Day = Branded. Includes in-store visuals, aisle set up, customer appointments, pre-sale, etc.</p> <p>Beauty Bash = Store-wide party! Nordstrom GWP, DJ in every store, lots of energy.</p> <p> Additional Offers = Details of ELC Daily Deal Offers.</p>					



Lipstick Day Offers

MAC

7/28-30

40% off Lipglass,
Lip Pencils &
Select Lipsticks
(exclusions apply)

BOBBI BROWN

7/29-30

40% off all
Bobbi Brown
Crushed Lip
Franchises

CLINIQUE

7/28-30

\$15 Lipsticks &
Lip Glosses
(exclusions apply)

Too Faced

7/29-31

40% off all
Lip items



Nudes for Now Video



Perfect Red Lip Video

The Soothing Renewal Collection | Treatment Lotion 100ml, The Concentrate 15ml, Eye Concentrate 5ml, Crème de La Mer 30ml. Value: 35%

\$410
SRP



- Pamper your skin with this soothing and hydrating set. Infused with renewing Miracle Broth™, this set replenishes skin for a rejuvenated and glowing look.
- It delivers and helps lock in hydration for a smoother, softer feel and soothes the look of irritation that may lead to premature signs of aging.

Click here to explore more sets/offers from La Mer.

Nordstrom Exclusive Launch

Invite clients to an Exfoliator Discovery Experience to find the client's preferred exfoliator(s) and usage guidance with existing regimen. Introduce exfoliators through The On-Hand Demonstration. Experience **The Resurfacing Treatment** through the application ritual on the face.

\$120
SRP





Youth Generating Power Advanced Night Repair Hero Set | Value: \$235.



\$115
SRP

The power of 7 serums in 1 Exclusive peptide boosts 7 visible skin renewing actions: Line Reduction, Firmness, Even Tone, Strengthening, Radiance, Hydration, Anti-Oxidants.

- 1 x Advanced Night Repair 50ml
- 3 x Advanced Night Repair 15ml

Click here to explore more sets/offers from Estée Lauder.

Nordstrom Exclusive Launch

- Introduce clients to the new limited-edition **AERIN Rose de Grasse Rouge Eau de Parfum.**
- The classic beauty of a fresh-cut, long-stemmed Red Rose in full-bloom.

\$205
SRP



Anniversary Sale Gift With Purchase Free with any \$49.50+ Estée Lauder purchase: (Choice of Revitalizing Supreme OR Resilience Multi-Effect)

- Perfectly Clean Multi-Action Foam Cleanser/Purifying Mask 30ml
- Advanced Night Repair Synchronized Multi-Recovery Complex 15ml
- Revitalizing Supreme+ Night Intensive Restorative Creme 7ml OR Resilience Multi-Effect Night Tri-Peptide Face and Neck Creme SPF 15ml
- Revitalizing Supreme+ Youth Power Creme 15ml OR Resilience Multi-Effect Tri-Peptide Face and Neck Creme 15ml
- Pure Color Envy Lipstick in Limited Edition shade: *Jet Set Pink* and Travel Bottle
- Cosmetic Bag

\$170
VALUE



Step Up Gift With Purchase:

Free with any \$135+ Estée Lauder purchase:

- Re-Nutriv Ultimate Lift Regenerating Youth Creme 15ml
- Re-Nutriv Ultimate Lift Regenerating Youth Eye Crème 7ml
- Re-Nutriv Hydrating Foam Cleanser 30ml.

[Combined Value: \$369]





Vitamin Enriched Face Base Duo: 2 full-sized Vitamin Enriched Face Bases. Value: \$132, 50%. BOGO of the best-selling #1 Moisturizer + Primer.



\$66
SRP

Rise and prime with a duo of the plumping, glow-enhancing moisture of Vitamin Enriched Face Base.

- Full makeup prep in one step. Nourishes and plumps skin with healthy hydration to improve the look of foundation.
- Geranium & Grapefruit extracts instantly uplift & refresh.

Click here to explore more sets/offers from Bobbi Brown.

Perfect Partners

- Vitamin Enriched Eye Base
- Skin Long Wear Weightless Foundation

Additional Priority Sets...



\$38
SRP



Dual-Ended Long-Wear Cream Shadow Stick {Value: \$76}:

- Full-Size Dual-Ended Long-Wear Cream Shadow Stick in Dusty Mauve/Stone
- Full-Size Dual-Ended Long-Wear Cream Shadow Stick in Golden Pink/Nude Beach

\$65
SRP



Luster & Glow Eye Palette Set {Value: \$170}:

- 12-pan Luster & Glow Eye Palette
- Full-Size Smokey Eye Mascara

Check out the Artistry Tutorials for these BEX offers on NALX!





Tom Ford Beauty Soleil Mini Shimmering Body Oil Duo: 1 Mini 45ml Soleil Blanc Shimmering Body Oil + 1 Mini 45 ml Soleil Neige Shimmering Body Oil

\$90
SRP

- Soleil Blanc Shimmering Body Oil captures the sultry effect of sun-kissed summer skin and tempts the senses with a fragrance of scorching sensuality.
- Soleil Neige Shimmering Body Oil captures the sultry effect of light-reflective, lucent skin and tempts the senses with the citrus floral musk of Private Blend Soleil Neige.

Click here to explore more sets/offers from Tom Ford Beauty.



Nordstrom Exclusive Launch

Introduce clients to **Azure Lime Eau de Parfum** 50ml.

\$295
SRP



BEX Pro Service Tips

- Pair the BEX with (50ml) **Soleil Neige Eau de Parfum** or **Soleil Blanc Eau de Parfum**.
- Introduce a hero: **Gloss Luxe**, **Ultra Shine Lip Color**, or **Eye Color Quad**.





Jo Malone London Cologne Collection: Five of Jo Malone London's most popular scents in miniature 9ml bottles. Value: \$120.



\$90
SRP

Click here to explore more sets/offers from Jo Malone London.

Collection includes 5 x 9ml of beloved fragrances:

- English Pear & Freesia
- Peony Blush & Suede
- Wood Sage & Sea Salt
- Nectarine Blossom & Honey
- Mimosa & Cardamom

Nordstrom Exclusives

Introduce clients to **the Hand Cream Trio Set** or the **Little Luxuries Travel Set**.

\$70
SRP



\$180
SRP



Pro Service Tips

Invite client to scent pair, mixing and matching between the scents in the collection to create their own signature scent. Pair with:

- **Body & Hand Wash**
- **Body & Hand Lotion, Hand Cream**
- **Body Crème**
- **Hair Mist**



Base Token of Appreciation

Free gift with any \$150 JML purchase:

- 2X Cologne 9ml (varies by door)
- English Pear & Freesia Body & Handwash 15ml
- Wood Sage & Sea Salt Body Crème 15ml



Step-Up Token of Appreciation

Free gift with any \$180 JML purchase:

- Peony & Blush Suede Mini Candle
- Evergreen Travel Pouch



Treasure Kiss Lip Kit Duos: 1 all-new Powder Kiss Lipstick + 1 best-selling Lip Pencil. Value: \$45.



Special edition 2-piece kit featuring **Powder Kiss Lipstick** and **Lip Pencil** (in Neutral or Pink) and decorated in whimsical woven-pattered packaging.

- **Neutral Kit:** Powder Kiss Lipstick in A Way With Words & Lip Pencil in Soar.
- **Pink Kit:** Powder Kiss Lipstick in Forgotten Blook & Lip Pencil in Dervish.

Click here to explore more sets/offers from MAC.

Pro Service Tips

Introduce MAC Momentos, the exclusive Nordstrom Anniversary collection curated with the Nordstrom Customer in mind. Build the basket by introducing MAC Hero products! MAC Momentos offers kits for the eyes, lips and face and they align perfectly with MAC's most beloved products.

Introduce each customer to a Hero based on their needs such as:

- **Hyper Real Skincare**
- **MAC Stack Mascara**
- **Studio Fix Powder**
- **Studio Fix Fluid**
- **MAC Lipstick**



\$42
SRP



Additional Priority Set...

In Hindsight Eye Kit {Value: \$62}:

- Eyeshadow X 6
- MAC Stack Mascara



Twice the Moisture · Moisture Surge Duo | Value: \$88 (savings: \$28.50)
Moisture Surge 100H 5ml & Moisture Surge 100H 125ml



\$59⁵⁰
SRP

A supercharged, gel-cream hydrator that delivers 100 hours of hydration for plump, glowing skin, even after washing your face.

- Hyaluronic Acid
- Aloe-Vera
- Auto-Replenishing Technology
- Oil-Free
- Non-Acneogenic

Click here to explore more sets/offers from CLINIQUE.

New Launch Alert!

NEW High Impact High-Fi™ Full Volume Mascara:

- High-def wave brush combs + coats every lash.
- Fiber-infused formula turns up volume to the max (230% more volume instantly).
- Ultra-intense pigments for impact in one application.
- Nourishing oil blend helps conditions lashes.

\$27
SRP



\$28⁵⁰
SRP



Perfect Partners

- **Moisture Surge Face Spray**
Thirsty Skin Relief
- **Nordstrom Anniversary Sale Difference Makers:** For Dry Combination Skin

\$35
SRP

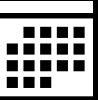
\$106
VALUE



Free gift with any \$55+ Clinique purchase:

- All About Clean Rinse-Off Foaming Cleanser
- Moisture Surge 100HR
- All About Eyes Eye Shadow Duo *in Like Mink*
- Clinique Pop *in Love Pop*
- High Impact Mascara *in Black*
- Take The Day Off Makeup Remover
- Limited Edition Clinique Makeup Bag





Le Labo Set: 3 5ml fragrances: ANOTHER 13, SANTAL 33, THÉ MATCHA 26.

\$65
SRP



Having a hard time choosing a fragrance? Embark on a scent journey and take your time to explore three Classic Collection Fragrances. Beautifully packaged in a classic kraft box

- ANOTHER 13
- SANTAL 33
- THÉ MATCHA 26

Perfect Partners

- Pair with a scent matching **Shower Gel**.
- Introduce **Hinoki Shampoo** and **Hinoki Conditioner**.



- Introduce a **Candle Discovery Set**.



(Nordstrom Exclusive)

Healthy and Hydrated Hair Set: 1 Nutri-Plenish™ Light Moisture Shampoo (50ml), 1 Nutri-Plenish™ Light Moisture Conditioner (50ml), 1 Nutri-Plenish™ Leave-In Conditioner (30ml), 1 Wooden Mini Paddle Brush. Value: \$71.

\$39
SRP



Visit
AVEDA
on *NALX*.

Creamy lightweight formula and a vegan superfood blend:

- Cleanse and condition hair with nutrient-powered hydration.
- The lightweight, hydrating leave-in conditioner spray hydrates and replenishes hair for 72 hours while detangling and protecting from thermal styling up to 450° F/230° C.
- Professional mini paddle brush features extended bristles for easy detangling and reduces stress to hair and scalp during styling.

Pro Service Tips

- Pair with the new **Nutri-plenish™ Replenishing Overnight Serum** [SRP \$52].
- Introduce best-sellers: **Volumizing Tonic**, **Hand Relief™ Moisturizing Creme**, **Foot Relief™ Moisturizing Creme**.



- Introduce other hair collections: **Botanical Repair™**, **ScalpSolutions**, or **Invati Advanced™**.





The Lash & Brow Duo: 2 full-sized Multi-Peptide Lash and Brow Serum. Value: \$29.



A volumizing serum for thicker, fuller and healthier looking brows.

- Utilizes 11 active ingredients including four peptide complexes and a series of natural extracts.
- Wand allows for precise application of product.

Visit
The Ordinary
on *NALX*.

Pro Service Tips

Share with client to use after cleansing, before water-based serums, anhydrous serums, oils, suspensions or creams.

- Introduce **Caffeine 5% EGCG Depuffing Eye Serum** or **Multipeptide Eye Serum**.
- Pair with a best-selling hero: **Hyaluronic Acid 2% + B5 Hydrating Serum**, **Niacinamide 10% + Zinc 1%**, **Multipeptide + HA**, **AHA 30% + BHA 2% Exfoliating Peeling Solution** or **Glycolic Acid Toning Solution**.
- Share exciting newness with **Aloe 2% + NAG 2% Solution** [SRP \$14.50] or **Natural Moisturizing Factors + Beta Glucan** [SRP \$13.50] .



Better Than Sex No Lash Left Behind: 2 Full Size and 1 Travel Size Better than Sex Volumizing Mascara. Value: \$72.



\$44
SRP

The #1 selling prestige mascara in America.

- Powerful formula delivers mind blowing lashes.
- The hourglass- shaped brush delivers voluptuous volume.
- Film-forming polymers lock curl in place.
- Peptides condition lashes.
- Vegan-friendly.
- Intense black.

Visit
Too Faced
on NALX.

Pro Service Tips

Share with the client that this award-winning formula creates lashes that are full, defined, and stretched to unbelievable lengths for the most intense black, oversized, multi-dimensional lashes. Also available in Chocolate.

- Introduce **Born This Way Ethereal Light Illuminating Concealer**.
- Introduce **Born This Way The Natural Nudes Eyeshadow Palette**.
- Share exciting newness with **Cloud Crush Blurring Blush** [SRP \$29], **Born This Way Healthy Glow SPF 30 Skin Tint Foundation** [SRP \$42], or **Lip Injection Extreme Lip Shaper Plumping Lip Liner** [SRP \$24].



Bumble and bumble.



Hydration to the Rescue Set | Hairdresser's Invisible Oil Shampoo Jumbo Size 473ml + HIO Conditioner Jumbo Size 473ml + HIO Primer Full Size 125ml | **Value:** \$122 (35%)

\$79
SRP



Lightweight moisture + instant frizz reduction for all hair types.

- The multi-tasking, moisturizing shampoo and conditioner instantly transforms dry, coarse, brittle hair – leaving it soft, silky, and smooth without the weight.
- The sublime leave-in treatment moisturizes, reduces frizz, detangles, and protects against breakage/UV damage. The best first step in any hair routine.

Introduce the client to **Hairdresser's Invisible Oil Ultra Rich Shampoo and Conditioner** for up to 48 hours of hydration and 72 hours of high-humidity protection and frizz reduction. [SRP \$49 each]



Click here to explore more sets/offers from Bumble and bumble.

Perfect Partners

- Hairdressers' Invisible Oil
- Hairdresser's Invisible Oil Ultra-Rich Hyaluronic Treatment Lotion
- Hairdresser's Invisible Oil Hot Oil Concentrate
- Hairdresser's Invisible Oil Soft Texture Finishing Spray

