

A full-page advertisement for Bloomingdale's featuring three models in elegant red dresses. The model on the left is a young woman with dark hair, wearing a red dress with a large ruffled collar and a gold chain necklace. The model in the center is a young woman with long, wavy brown hair, wearing a red dress with a high neckline and a wide belt. The model on the right is a young woman with dark hair in a high bun, wearing a red dress with a deep V-neckline and a knot detail at the waist. The background is a soft-focus outdoor scene with trees and a building. The Bloomingdale's logo is in the top left corner. The text 'ESTÉE LAUDER Point-of-Sale Guidelines Holiday 2022' is overlaid on the bottom left.

bloomingdale's

ESTÉE LAUDER  
Point-of-Sale Guidelines  
Holiday 2022





## To the BEST Bloomingdale's Business and Counter Managers in the world,

We hope the spirit of the season fills your days with beauty and warmth.

Your customers are in a gift-giving mood! This year's POS guidelines offers a look into our holiday lineup for October through December, which features our most-loved presents and year-round favorites:

- **Double Wear Stay-In-Place Foundation**  
Breathable and natural-looking, with a whisper soft, cashmere matte finish that lasts 24 hours. In 56 shades for all skin tones.
- **Advanced Night Repair Serum**  
Boosts 7 key repair actions: line reduction, firmness, even tone, strengthening, hydration, radiance and antioxidant protection.
- **Prestige Fragrances & Fragrance Gift Sets**  
Starring Beautiful Magnolia Wonderland—a hypnotic blend of lush Magnolia, solar Gardenia, warm Woods and luminous Musk, presented in a limited-edition bottle for winter.

You'll also find a sneak peek of what's ahead for 2023. 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.

Lahnie Strange

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



# Holiday





November TBD Holiday Fragrance Gift-With-Purchase (GWP) "Carry All" Tote

Bag is free with any \$75 Estée Lauder fragrance purchase. Display on retailer bag stand, if possible. Otherwise display on counter with hang tag.



Black "Friday" Promotions (11/20-11/26) + Cyber Monday Promotion (11/27-11/30)



**BLACK FRIDAY**  
Limited Edition Lip Gloss Wonders  
SRP \$24.50 Special Offer  
30% off of SRP \$35



**BLACK FRIDAY**  
Youth Generating Power  
SRP \$77.00 Special Offer  
30% off of SRP \$110



**CYBER MONDAY**  
Youth Generating Power  
SRP \$66.00 Special Offer  
40% off of SRP \$110



**CYBER MONDAY**  
Fragrance Treasures  
SRP \$25.00 Special Offer  
37% off of SRP \$39.50



**CYBER MONDAY**  
Beautiful Deluxe Trio  
SRP \$68 Special Offer  
30% off of SRP \$97.00



**CYBER MONDAY**  
Beautiful Favorite Trio  
SRP \$49 Special Offer  
30% off of SRP \$70.00



**CYBER MONDAY**  
Limited Edition Lip Gloss Wonders  
SRP \$20.00 Special Offer

Special Offers (11/20-11/30)



Perfectionist Pro Set  
SRP \$77.00 Special Offer  
30% off of SRP \$110



Advanced Night Repair Set  
SRP \$77.00 Special Offer  
30% off of SRP \$110



Supreme+ Set  
SRP \$63.00 Special Offer  
30% off of SRP \$90.00



Pleasures Set  
SRP \$35.00 Special Offer  
30% off of SRP \$50

Line Tester Unit Holiday Toppers

Doors receive a pre-pack of 2 Line Tester Unit Holiday Toppers. Place on top of Skincare and Color Line Tester Units. (PPK CODE: G24J-60)



Blockbuster Display

Place Your Blockbuster Display Unit on counter or designated tables.



Holiday In-Case Props

Doors receive a pre-pack of 9 Free-standing. Place in-case props in top key cases. Do not place in Re-Nutriv cases or Luxury Fragrance case.





Sets on Shelves (Select Doors)

FRAGRANCE SETS









SKINCARE SETS











AERIN CONTAINERS: SUGGESTED MIXES


AERIN SMALL BAG MIXES: AERIN SHOPPING BAG (ALONE) CODE #: GYFK-70

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 #: GYFM-70

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 Joyful Bloom  
4.2 oz Rose Hand and Body Cream,  
1.7 oz Rose De Grasse Joyful Bloom  
Fragrance  
\$260.00 S.R.P.







Mix 4:  


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



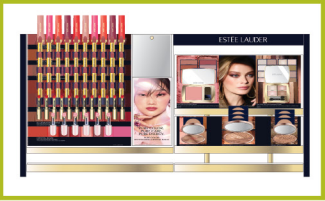
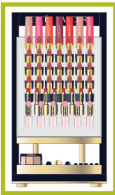
AERIN Holiday Table:  
When there's opportunity to secure table, see example below as a guideline to create AERIN gift display setting.





ESTÉE LAUDER		North America Tester Cadence: Bloomingdale's		SKINCARE		Holiday 2022	
	Currently on-counter	OCT	NOV	DEC	JAN (Spring '23 Preview)		
LAUNCH	<div></div> <div>SKINCARE TRENDING NOW UNIT Update with new templates and graphics for new ANR <b>Select Doors</b> Unit Code #:PG5E-60 Acrylic Code #: G27K-60 Graphic Code #: G34W-70</div>						
					<div><div></div>Select Doors Only</div> <div><div></div>All Doors</div>		
LINE TESTER	<div></div> <div>RE-NUTRIV DIAMOND LINE TESTER UNIT <b>Select Doors</b> Updated graphics with new S.R.P Uit Code #: PT2M-60 Update Code #: G3L7-70</div>	<div></div> <div>SKINCARE LTU (NUTRITIOUS WITH REFILLS) <b>Select Doors</b> Update with new Supreme+ refills and new graphics Unit Code #: PJHK-60 Update Code #: G27F-60</div>				<div></div> <div>SKINCARE LTU (NUTRITIOUS WITH REFILLS) <b>Select Doors</b> Update drawer template and new graphics Unit Code #: TBD Update Code #: TBD</div>	
	<div></div> <div>SKINCARE LTU (NUTRITIOUS) <b>Select Doors</b> Update with new center platform and graphics Unit Code #: PJHK-60 Acrylic Update Code #: G27G-60 Graphic Update Code #: G34X-70</div>				<div></div> <div>SKINCARE LTU (NUTRITIOUS) <b>Select Doors</b> Update drawer template and new graphics Unit Code #: PJHK-60 Update Code #: TBD</div>		




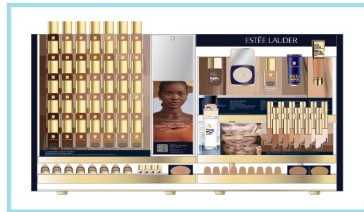




ESTÉE LAUDER North America Tester Cadence: Bloomingdale's			COLOR		Holiday 2022
	Currently on-counter	OCT	NOV	DEC	JAN (Spring '23 Preview)
LAUNCH	<div></div> <div>IPAD/IMATCH TRENDING NOW UNIT Graphic and drawer template update <b>Select Doors</b> Unit Code #: PG5H-60 Update code #: GX5X-60</div>				
LINE TESTER	<div></div> <div>COLOR LTU (55 LIP SHADE VARIANT) Update with new templates and graphics <b>Select Doors</b> Unit Code #: PG53-60 Update Code #: G33A-60</div> <div></div> <div>COLOR LTU (35 LIP SHADE VARIANT) Update with new templates and graphics <b>Select Doors</b> Unit Code #: PG53-60 Update Code #: G33C-60</div> <div></div> <div>COLOR HYBRID LTU (V1) Update with new top templates and graphics <b>All Other Doors</b> Unit Code #: PG5G-60 Update Code #: G33G-60</div>				






Select Doors Only

All Doors



ESTÉE LAUDER		North America Tester Cadence: Bloomingdale's		FACE		Holiday 2022		
	Currently on-counter	OCT	NOV	DEC	JAN (Spring '23 Preview)			
LAUNCH	<div><div></div><div>DRAMMING UNIT New litho update <b>All Doors</b> Unit Code #: RYC5-60 Litho Update Code #: PNIP-70</div></div> <div><div></div><div>COLOR/FOUNDATION TRENDING NOW UNIT Update with new templates and graphics <b>Select Doors</b> Unit Code #: PG5F-60 Update Code #: G33E-60</div></div> <div><div></div><div>DRAMMING PEDESTAL Foundation Panels Update <b>Select Doors</b> Pedestal Code #: P4EE-60 Pedestal Update Code #: PNIT-60</div></div>							
	<div><div></div><div>FOUNDATION LINE TESTER UNIT Update with new graphics <b>All Doors</b> Unit Code #: PJHJ-60 Update Code #: G392-70</div></div>							
LINE TESTER							<div><div> Select Doors Only</div><div> All Doors</div></div>	



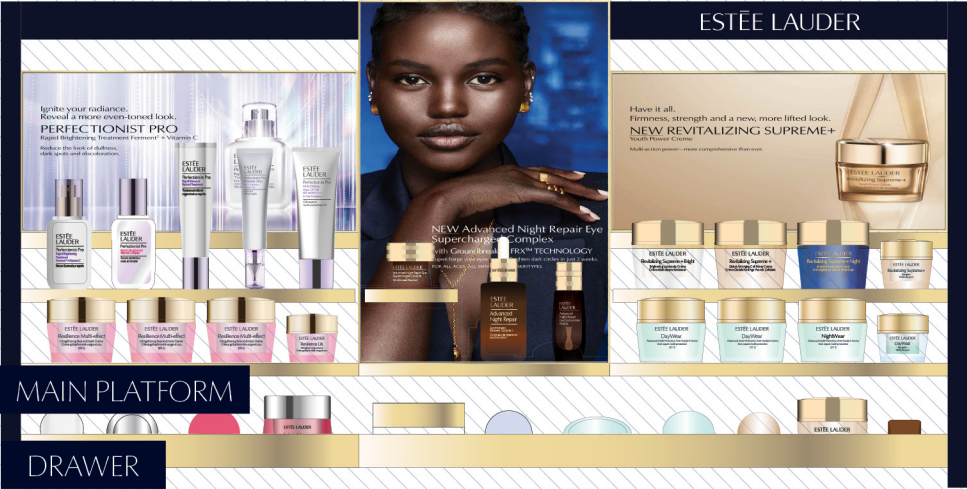
ESTÉE LAUDER		North America Tester Cadence: Bloomingdale's			FRAGRANCE		Holiday 2022
	Currently on-counter	OCT	NOV	DEC	JAN (Spring '23 Preview)		
AERIN	<div></div> <div>NEW AERIN FRAGRANCE UNIT All Doors Install NEW Aerin Line Tester Unit Unit Code #: TBD</div>	<div></div> <div>AERIN FRAGRANCE UNIT All Doors Update with new holiday back riser graphic. Graphic Update Code #: G5G1-70</div>					
LINE TESTER	<div></div> <div>FRAGRANCE LINE TESTER Most Doors Update with new center graphic Unit Code #: PG59-60 Update Code #: G3FP-70</div>						
					<div><div> Select Doors Only</div><div> All Doors</div></div>		



SKINCARE LINE TESTER

Nutritious Doors  
July Update (No Holiday Update)

HISTORY OF UPDATES	
Dec 26 <sup>th</sup>	Update with new templates and graphics (Acrylic Code #: GW27-60, Graphic Code #: GXK7-70)
Mar '22	Upddate with new graphics (GYW6-70) and new acrylic template (GWTF-60).
Jul '22	Update with new center platform and new graphics (Acrylic Update Code #: G27G-60; Graphic Update Code #: G34X-70).



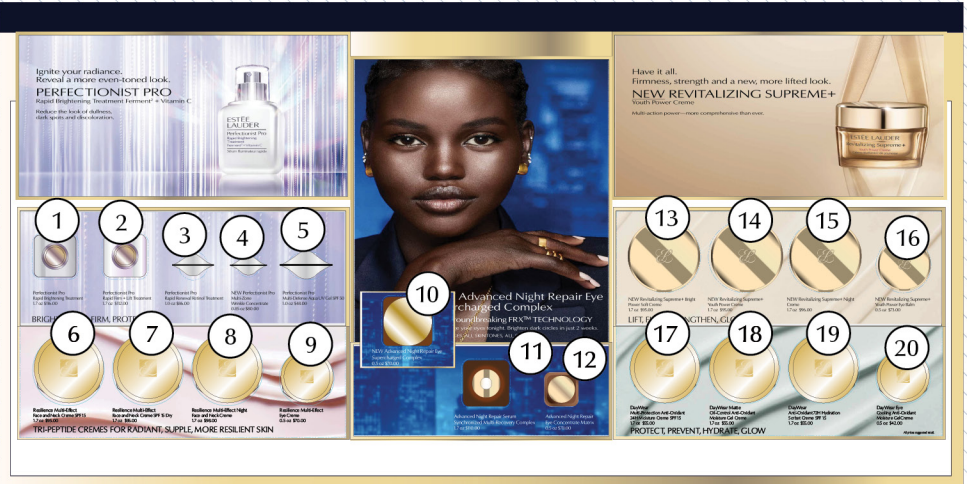
Main Platform

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 (1.7 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 Supercharged Gel-Creme Synchronized Multi-Recovery (0.5 oz)
11. Advanced Night Repair Serum Synchronized Multi-Recovery Complex (1.7oz)
12. Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery Complex (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. Nutritious Super Pomegranate Radiant Energy Milky Lotion (3.4 oz)
22. Nutritious Super Pomegranate 2-in-1 Cleaning Foam (4.2 oz)
23. Nutritious Super Pomegranate Radiant Energy Lotion (6.8 oz)
24. Nutritious Super Pomegranate Radiant Energy Night Creme/Mask (1.7 oz)
25. Nutritious Super Pomegranate Radiant Moisture Creme (1.7 oz)
26. Advanced Night Micro Cleansing Foam (3.4 oz)
27. Advanced Night Micro Cleansing Balm (2.2 oz)
28. Micro Essence Skin Activating Treatment Lotion (6.7 oz)
29. Take It Away Makeup Remover Lotion (6.7 oz)



MAIN PLATFORM



DRAWER

Continued from Left

30. Perfectly Clean Multi-Action Toning/Refiner (6.8 oz)
31. Perfectly Clean Multi-Action Foam Cleanser/Purifying Mask (5.0 oz)
32. Revitalizing Supreme+ Global Anti-Aging Power Soft Emulsion (3.4 oz)
33. Revitalizing Supreme+ Global Anti-Aging Cell Power Creme SPF 15 (1.7 oz)
34. Advanced Night Repair Intense Reset Concentrate (0.68 oz)
35. Idealist Serum Pore Minimizing Skin Refinisher (1.7 oz)
36. Perfectionist [CP+R] Wrinkle Lifting/Firming Serum (1.0 oz)
37. erfectionist Pro Multi-Defense UV Fluid SPF 45 (1.7 oz)

NEW GRAPHICS  
NEW TEMPLATES & GRAPHICS

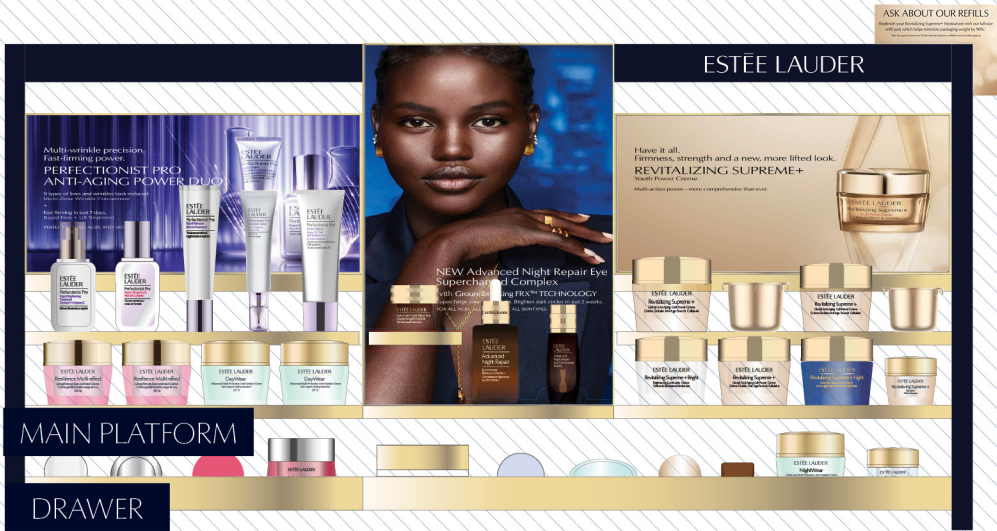


# SKINCARE LINE TESTER

Select Nutritious Doors  
September Update (No Holiday Update)

## HISTORY OF UPDATES

Mar '22	Upddate with new graphics (GYW6-70) and new acrylic template (GWTF-60).
Jul '22	Update with new center platform and new graphics (Acrylic Update Code #: G27G-60; Graphic Update Code #: G34X-70).
Sept '22	Update with new templates and new graphics (G27F-60). Add corner banner speaking to Supreme+ refills (GYFN-70).



### Main Platform

- |   |  |
|---|--|
| 1. Perfectionist Pro Rapid Brightening Treatment (1.7 oz)                                     | 15. Revitalizing Supreme+ Youth Power Creme (1.7 oz)                         |
| 2. Perfectionist Pro Rapid Firm + Lift Treatment (1.7 oz)                                     | 16. Revitalizing Supreme+ Youth Power Creme Refill (1.7 oz)                  |
| 3. Perfectionist Pro Rapid Renewal Retinol Treatment (1.0 oz)                                 | 17. Revitalizing Supreme+ Bright Power Soft Creme (1.7 oz)                   |
| 4. Perfectionist Pro Multi-Zone Wrinkle Concentrate (0.85 oz)                                 | 18. Revitalizing Supreme+ Global Anti-Aging Cell Power Creme SPF 15 (1.7 oz) |
| 5. Perfectionist Pro Multi-Defense UV Gel (1.7 oz)  | 19. Revitalizing Supreme+ Night Intensive Restorative Creme (1.7 oz)         |
| 6. Resilience Multi-Effect Face and Neck Creme SPF15 Normal / Combination (1.7 oz)            | 20. Revitalizing Supreme+ Youth Power Eye Balm (0.5 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 Sorbe Creme SPF 15 (1.7 oz)                             |  |
| 10. Advanced Night Repair Supercharged Gel-Creme Synchronized Multi-Recovery (0.5 oz)         |  |
| 11. Advanced Night Repair Serum Synchronized Multi-Recovery Complex (1.7oz)                   |  |
| 12. Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery Complex (0.5 oz) |  |
| 13. Revitalizing Supreme+ Youth Power Creme (2.5 oz)  |  |
| 14. Revitalizing Supreme+ Youth Power Creme Refill (2.5 oz)                                   |  |

### Drawer

- |   |
|---|
| 21. Micro Essence Skin Activating Treatment Lotion (6.7 oz)               |
| 22. Nutritious Super Pomegranate Radiant Energy Milky Lotion (3.4 oz)     |
| 23. Nutritious Super Pomegranate 2-in-1 Cleaning Foam (4.2 oz)            |
| 24. Nutritious Super Pomegranate Radiant Energy Lotion Light (6.7 oz)     |
| 25. Nutritious Super Pomegranate Radiant Energy Night Creme/Mask (1.7 oz) |
| 26. Nutritious Super Pomegranate Radiant Moisture Creme (1.7 oz)          |
| 27. Advanced Night Micro Cleansing Foam (3.4 oz)                          |
| 28. Advanced Night Micro Cleansing Balm (2.2 oz)                          |



### MAIN PLATFORM



### DRAWER

### Continued from Left

- |  |
|--|
| 29. Take It Away Makeup Remover Lotion (6.7 oz)                          |
| 30. Perfectly Clean Multi-Action Toning/Refiner (6.8 oz)                 |
| 31. Revitalizing Supreme+ Global Anti-Aging Power Soft Emulsion (3.4 oz) |
| 32. Advanced Night Repair Intense Reset Concentrate (0.68 oz)            |
| 33. Perfectly Clean Multi-Action Foam Cleanser/Purifying Mask (5.0 oz)   |
| 34. Idealist Pore Minimizing Skin Refinisher (1.7 oz)                    |
| 35. Perfectionist [CP+R] Wrinkle Lifting/Firming Serum (1.7 oz)          |
| 36. Perfectionist Pro Multi-Defense UV Fluid (1.0 oz)                    |
| 37. Resilience Multi-Effect Face and Neck Creme Dry (1.7 oz)             |
| 38. Resilience Multi-Effect Eye Creme (0.5oz)                            |
| 39. Daywear Matte Oil-Control Anti-Oxidant Moisture Gel Creme (1.7 oz)   |
| 40. Daywear Eye Cooling Anti-Oxidant Moisture Gel Creme (0.5 oz)         |

NEW GRAPHICS  
NEW TEMPLATES & GRAPHICS

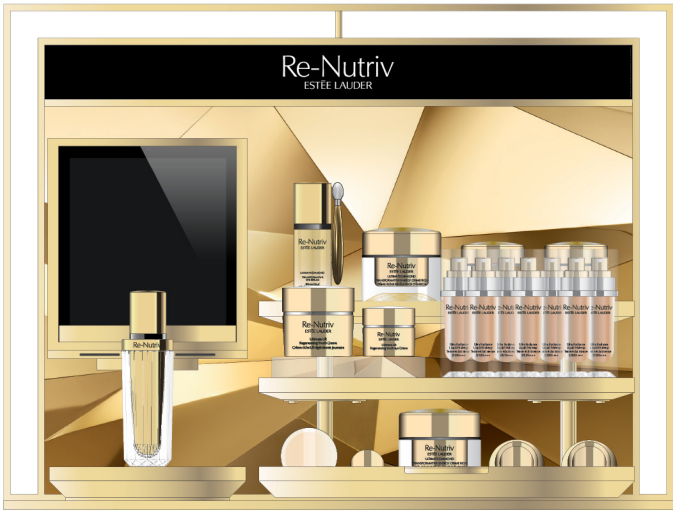


# RE-NUTRIV LINE TESTER

Diamond Department Stores  
February Update (No Holiday Update)

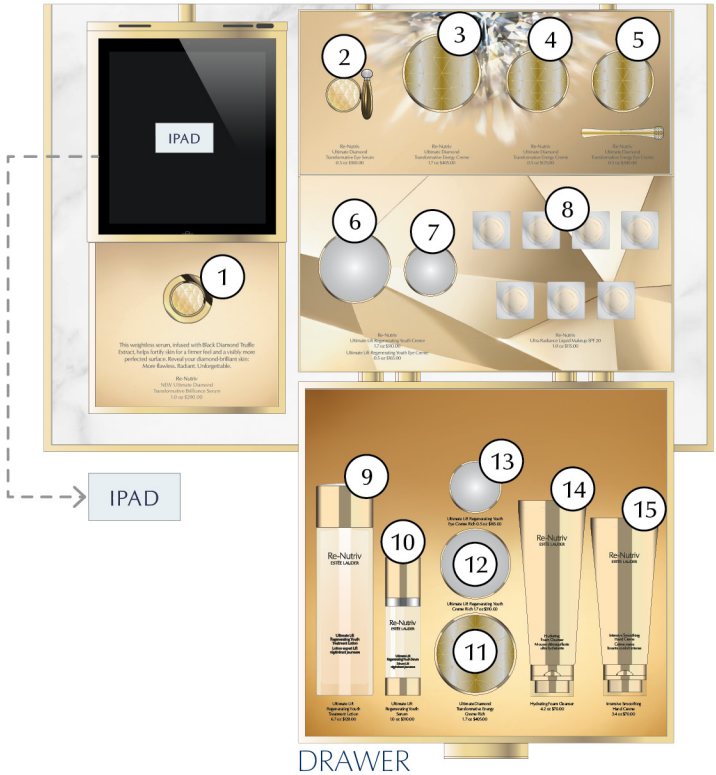
### HISTORY OF UPDATES

Feb '21	Install new Re-Nutriv Diamond Line Tester Unit and add new graphics (PYFE-60)
Jul '21	Update with new graphics (GT4L-70).
Feb '22	Update with new Re-Nutriv Diamond Entry Face Serum and all new graphics (GXX4-60).



- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS

### TOP VIEW



### DRAWER

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

- Re-Nutriv Diamond Brilliance Serum, 1.0 oz (1)
- Re-Nutriv Ultimate Diamond Eye Serum 0.5 oz, with applicator (1)
- Re-Nutriv Ultimate Diamond Transformative Energy Creme 1.7 oz, (1)
- Re-Nutriv Ultimate Diamond Transformative Energy Creme 0.5 oz, (1)
- Re-Nutriv Ultimate Diamond Transformative Energy Eye Creme 0.5 oz, with applicator (1)
- Re-Nutriv Ultimate Lift Regeneratng Youth Creme 1.7 oz, (1)
- Re-Nutriv Ultimate Lift Regeneratng Youth Eye Creme 0.5 oz, (1)
- Re-Nutriv Ultra Radiance Liquid Makeup SPF 20 1 oz, (7)
- Re-Nutriv Ultimate Lift Regeneratng Youth Treatment Lotion 6.7 oz, (1)
- Re-Nutriv Ultimate Lift Regeneratng Youth Serum 1 oz, (1)
- Re-Nutriv Ultimate Diamond Transformative Energy Creme Rich 1.7 oz, (1)
- Re-Nutriv Ultimate Lift Regeneratng Youth Creme Rich 1.7 oz, (1)
- Re-Nutriv Ultimate Lift Regeneratng Youth Eye Creme Rich 0.5 oz, (1)
- Re-Nutriv Hydrating Foam Cleanser 4.2 oz, (1)
- Re-Nutriv Intensive Smoothing Hand Creme 3.4 oz, (1)

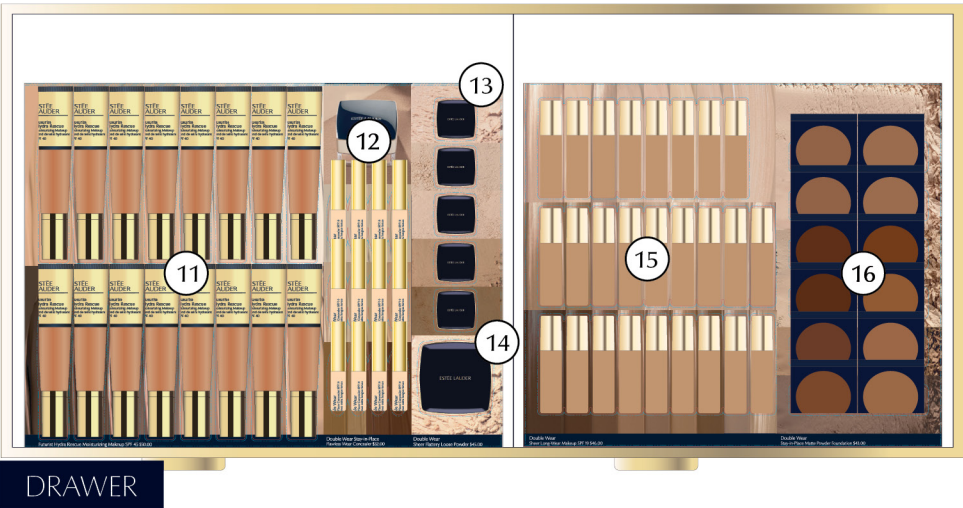


# FOUNDATION LINE TESTER

July Update (No Holiday Update)

### HISTORY OF UPDATES

Feb '22	Update with new graphics with S.R.P. changes (TBD).
Mar '22	Update with new products, templates, and graphics (GWF2-60).
Jul '22	Update with new graphics (G392-70).



### Product List

- Double Wear Stay-In-Place Makeup (42)
- Double Wear Sheer Longwear Makeup (1)
- Double Wear Matte Powder (1)
- Double Wear Stay-In-Place Makeup (1)
- Double Wear Maximum Cover Camouflage Makeup For Face & Body SPF 15 (1)
- Futurist Hydra Rescue Moisturizing Makeup SPF 45 (1)
- The Mattifier Shine Control Perfecting Primer + Finisher (1)
- The Smoother Universal Perfecting Primer (1)
- Futurist Aqua Brilliance Watery Glow Primer (1)
- Double Wear Radiant Concealer (22)
- Futurist Hydra Rescue Moisturizing Makeup SPF 45 (16)
- Double Wear Stay-in-Place Flawless Wear Concealer (12)
- Double Wear Sheer Flattery Loose Powder in Shaker Godets (5)
- Double Wear Sheer Flattery Loose Powder (1)
- Double Wear Sheer Longwear Makeup (26)
- Double Wear Stay-in-Place Matte Powder (12)

SEE PAGE 43 FOR TESTER PRE-PACK CODES.

- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS

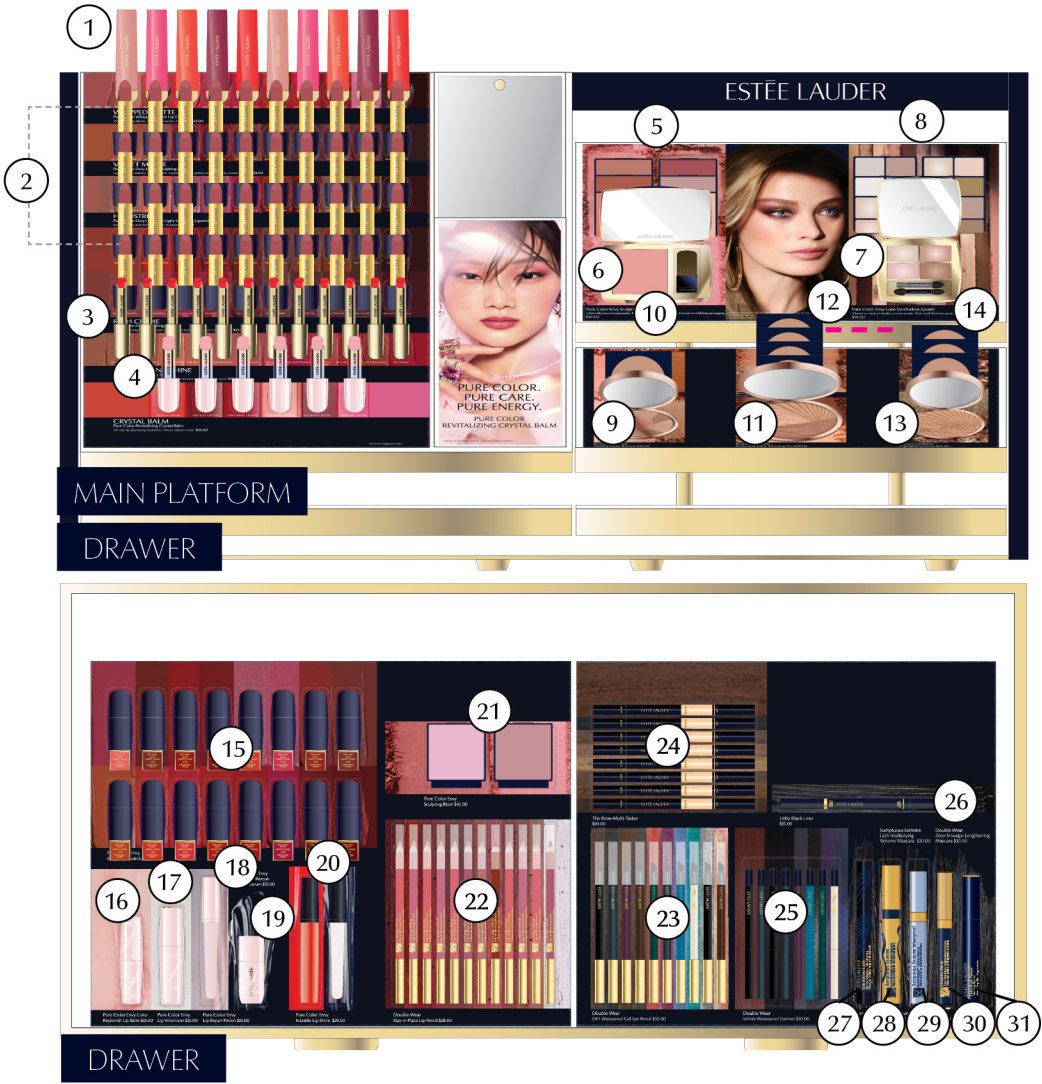


# COLOR LINE TESTER

September Update | 55 Lipstick Variant  
(No Update for Holiday)

## HISTORY OF UPDATES

Feb '22	Update with new products, new templates and new graphics (Acrylic Update: GWF5-60, Graphic Update: GYAA-70).
Sept '22	Update with new templates and new graphics (G33A-60).



SEE PAGE 43 FOR TESTER PRE-PACK CODES.

### Product List

- |  |   |
|--|---|
| 1. Pure Color Whipped Matte (10)   | 17. Pure Color Envy Lip Volumizer (1)                     |
| 2. Pure Color Envy Core Lip (30)   | 18. Pure Color Envy Lip Repair Potion (1)                 |
| 3. Pure Color Illuminating Shine (12)                                      | 19. Pure Color Envy Nighttime Rescue Lip Oil-Serum (1)    |
| 4. Pure Color Crystal Balms (6)  | 20. Pure Color Envy Sculpting Lip Gloss (2)               |
| 5. Pure Color Envy Sculpting Blush (6) (in godets)                         | 21. Pure Color Envy Sculpting Blush (2) (in godets)       |
| 6. Pure Color Envy Sculpting Blush (1) (in primary)                        | 22. Double Wear Stay-In-Place Lip Pencil (12)             |
| 7. Pure Color Envy Luxe Eyeshadow Quads (1) (in primary)                   | 23. Double Wear Stay-In-Place Eye Pencil (10)             |
| 8. Pure Color Envy Luxe Eyeshadow Quads (6) (in godets)                    | 24. The Brow Multi-Tasker (8)                             |
| 9. Bronze Goddess Healthy Glow Bronzer (1) (in primary)                    | 25. Double Wear Infinite Waterproof Eyeliner (8)          |
| 10. Bronze Goddess Healthy Glow Bronzer (1) (in godets)                    | 26. Little Black Liner (1)                                |
| 11. Bronze Goddess Matte and Glow Bronzing Trio (1) (in primary packaging) | 27. Sumptuous Rebel Mascara (1)                           |
| 12. Bronze Goddess Powder Bronzer (4) (in godets)                          | 28. Sumptuous Extreme Lash Multiplying Volume Mascara (1) |
| 13. Bronze Goddess Highlighter (1) (in primary packaging)                  | 29. Sumptuous Extreme Waterproof (1)                      |
| 14. Bronze Goddess Highlighter (3) (in godets)                             | 30. Double Wear Zero-Smudge Lengthening Mascara (1)       |
| 15. Pure Color Envy Core Lip (16)  | 31. Little Black Primer (1)                               |
| 16. Pure Color Envy Color Replenish Lip Balm (1)                           |   |

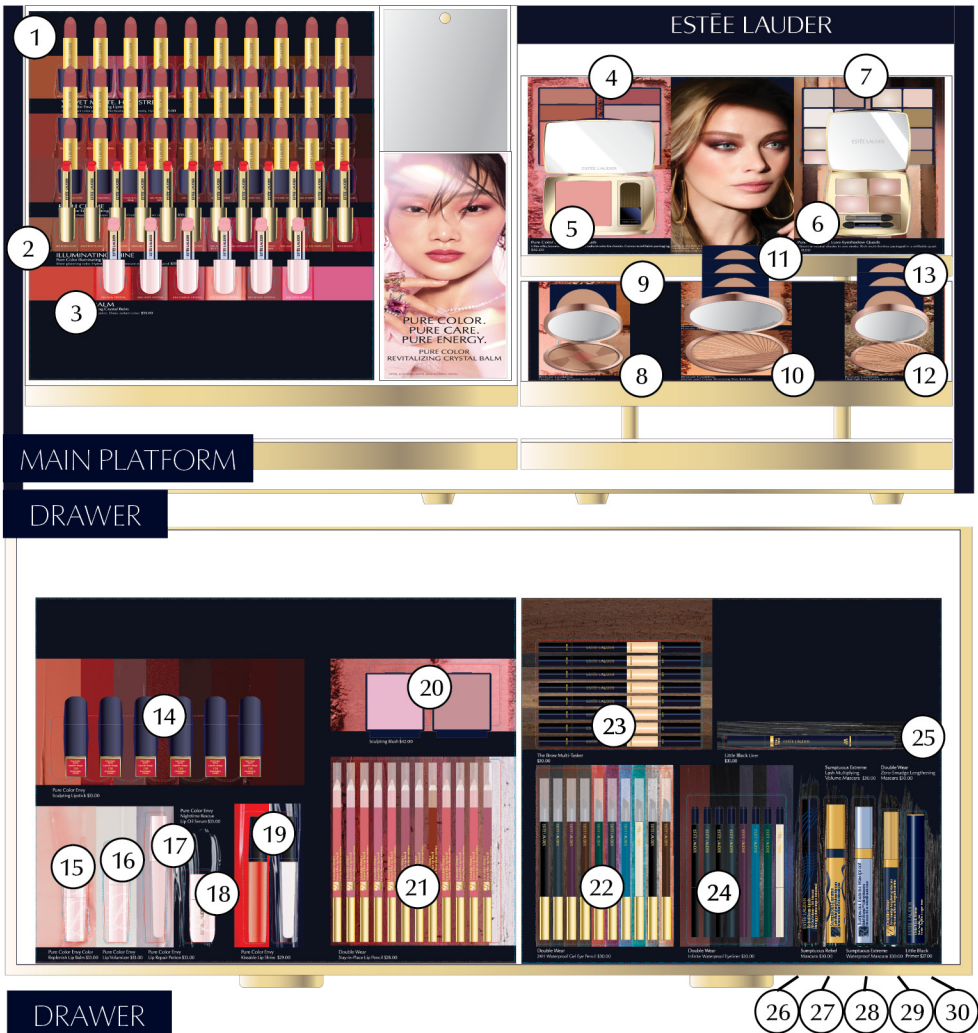
NEW GRAPHICS  
NEW TEMPLATES & GRAPHICS

# COLOR LINE TESTER

September Update | 35 Lipstick Variant  
(No Update for Holiday)

## HISTORY OF UPDATES

Feb '22	Update with new products, new templates, and new graphics (Acrylic Update: GWF9-60, Graphic Update: GYAJ-70).
Sept '22	Update with new templates and new graphics (G33C-60).



SEE PAGE 43 FOR TESTER PRE-PACK CODES.

### Product List

- |  |   |
|--|---|
| 1. Pure Color Envy Core Lipstick (30)                                      | 16. Pure Color Envy Lip Volumizer (1)                     |
| 2. Pure Color Illuminating Shine (12)                                      | 17. Pure Color Envy Lip Repair Potion (1)                 |
| 3. Pure Color Crystal Lip Balms (6)  | 18. Pure Color Envy Nighttime Rescue Lip Oil-Serum (1)    |
| 4. Pure Color Envy Sculpting Blush (6) (in godets)                         | 19. Pure Color Envy Sculpting Lip Gloss (2)               |
| 5. Pure Color Envy Sculpting Blush (1) (in primary)                        | 20. Pure Color Envy Sculpting Blush (2) (in godets)       |
| 6. Pure Color Envy Luxe Eyeshadow Quads (1) (in primary)                   | 21. Double Wear Stay-In-Place Lip Pencil (12)             |
| 7. Pure Color Envy Luxe Eyeshadow Quads (6) (in godets)                    | 22. Double Wear Stay-In-Place Eye Pencil (10)             |
| 8. Bronze Goddess Healthy Glow Bronzer (1) (in primary)                    | 23. The Brow Multi-Tasker (8)                             |
| 9. Bronze Goddess Healthy Glow Bronzer (1) (in godets)                     | 24. Double Wear Infinite Waterproof Eyeliner (8)          |
| 10. Bronze Goddess Matte and Glow Bronzing Trio (1) (in primary packaging) | 25. Little Black Liner (1)                                |
| 11. Bronze Goddess Powder Bronzer (4) (in godets)                          | 26. Sumptuous Rebel Mascara (1)                           |
| 12. Bronze Goddess Highlighter (1) (in primary packaging)                  | 27. Sumptuous Extreme Lash Multiplying Volume Mascara (1) |
| 13. Bronze Goddess Highlighter (3) (in godets)                             | 28. Sumptuous Extreme Waterproof (1)                      |
| 14. Pure Color Envy Core Lipstick (6)                                      | 29. Double Wear Zero-Smudge Lengthening Mascara (1)       |
| 15. Pure Color Envy Color Replenish Lip Balm (1)                           | 30. Little Black Primer (1)                               |

NEW GRAPHICS  
NEW TEMPLATES & GRAPHICS



# COLOR HYBRID UNIT V.1

September Update (No Update for Holiday)

HISTORY OF UPDATES

Jan '21	Update with new template and graphics (PWFA-60).
Feb '22	Update with new graphics and new drawer template (GWET-60).
Sept '22	Update with new top template and new graphics (G33G-60).



SEE PAGE 43 FOR TESTER PRE-PACK CODES.

Product List

Main Platform

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

Drawer

- 5. Bronze Goddess Powder Bronzer (3) (in godets)
- 6. Double Wear Stay-In-Place Eye Pencil (5)
- 7. Double Wear Stay-In-Place Lip Pencil (4)
- 8. Little Black Liner (1)
- 9. Pure Color Envy Sculpting Blush (4) (in godets)
- 10. Pure Color Envy Luxe Eyeshadow Quads (3) (in godets)
- 11. Sumptuous Rebel Mascara (1)
- 12. Sumptuous Extreme Lash Multiplying Volume Mascara (1)
- 13. Double Wear Zero-Smudge Lengthening Mascara (1)
- 14. The Brow Multitasker (5)

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

July Update (No Update for Holiday)

HISTORY OF UPDATES

Sept '21	Update with new center graphic (GT0P-70).
Mar '22	Update with new center graphic (PY3T-70) and new fragrance on center platform.
Jul '22	Update with new center graphic.



FOCUS PLATFORM

MAIN PLATFORM



NEW GRAPHICS  
NEW TEMPLATES & GRAPHICS

Product List

Focus Platform

- 1. Beautiful Magnolia Eau De Parfum, 3.4 oz
- 2. Beautiful Magnolia Intense Eau De Parfum, 3.4 oz

Main Platform (Preferred Line-up)

- 3. Beautiful Belle Eau De Parfum, 3.4 oz
- 4. Bronze Goddess Eau de Parfum, 3.4 oz
- 5. Bronze Goddess Eau Fraiche, 3.4 oz
- 6. Estée Lauder Sensuous Eau de Parfum Spray, 3.4 oz
- 7. Modern Muse Eau De Parfum, 3.4 oz
- 8. Beautiful Eau De Parfum, 3.4 oz
- 9. Pleasures Eau De Parfum, 3.4 oz
- 10. 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

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

SPICY

- (#3) Beautiful Belle (Mandatory)
- (#4) Bronze Goddess Eau de Parfum (Mandatory)

OTHER OPTIONS IF YOU ARE OUT OF STOCK ON THE ABOVE

- Cinnabar
- Intuition
- Spellbound
- Tuscany Per Donna
- Youth Dew

WOODY

- (#5) Bronze Goddess Eau Fraiche (Suggested)
- (#6) Sensuous (Suggested)

OTHER OPTION IF YOU ARE OUT OF STOCK ON THE ABOVE

- Knowing

FLORAL

- (#7) Modern Muse (Mandatory)
- (#8) Beautiful (Mandatory)

OTHER OPTIONS IF YOU ARE OUT OF STOCK ON THE ABOVE

- Beyond Paradise
- Estée
- Pleasures Intense
- Private Collection
- Private Collection Tuberose Gardenia

FRESH

- (#9) Pleasures (Mandatory)
- (#10) White Linen (Mandatory)

OTHER OPTIONS IF YOU ARE OUT OF STOCK ON THE ABOVE

- Aliage
- Azuree



# AERIN

October Update

HISTORY OF UPDATES

Jul '22	Discard old Aerin Line Tester, install NEW UNIT, and new graphics.
Oct '22	Update with new back riser holiday graphic (G5G1-70).

TOP VIEW



- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS

Line Tester (Use salable products)

- |                                      |                             |
|--------------------------------------|-----------------------------|
| 1. Rose De Grasse 3.4 oz             | 11. Cedar Violet 1.7oz      |
| 2. Joyful Bloom 3.4 oz               | 12. Amber Musk 1.7oz        |
| 3. Rose De Grasse Pour Filles 1.0 oz | 13. Evening Rose 1.7oz      |
| 4. Waterlily Sun 1.7 oz              | 14. Tangier Vanille 1.7oz   |
| 5. Mediterranean Honeysuckle 1.7 oz  | 15. Limone De Sicilia 1.7oz |
| 6. Aegea Blossom 1.7oz               | 16. Tuberose Le Jour 1.7oz  |
| 7. Wild Geranium 1.7 oz              | 17. Tuberose Le Soir 1.7oz  |
| 8. Ikat Jasmine 1.7oz                | 18. Ambrette De Noir 1.7oz  |
| 9. Lilac Path 1.7oz                  |                             |
| 10. Hibiscus Palm 1.7oz              |                             |

MERCHANDISING NOTES:

Display 3.4 oz size for Rose De Grasse and Rose De Grasse Joyful Bloom only and display 1.7 oz size for core fragrances and remaining premiere fragrance.

Keep fragrance caps on premiere fragrances and keep caps off for core fragrances as shown above.

# TRENDING NOW

## SKINCARE UNIT

July Update (No Update for Holiday)

HISTORY OF UPDATES

Jul '21	Update with new ANR Eye, templates (G1M7-60), and graphics (GT4J-70).
Dec 26th	Update with new templates and new graphics (Acrylic Update: GW29-60, Graphic Update: GXX8-70).
Jul '22	Update with new templates and new graphics (Acrylic Code #: G27K-60; Graphic Code #: G34W-70)



Product List

Main Platform

- Advanced Night Repair Eye Supercharged Gel-Creme Synchronized Multi-Recovery (0.5 oz)
- Advanced Night Repair Serum Synchronized Multi-Recovery Complex (1.7oz)

Drawer

- Advanced Night Micro Cleansing Balm (2.2 oz)
- Advanced Night Repair Intense Reset Concentrate (0.68 oz)
- Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery Complex (0.5 oz)

- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS



NIGHTTIME TESTER MAINTENANCE/  
CLEANING RITUAL

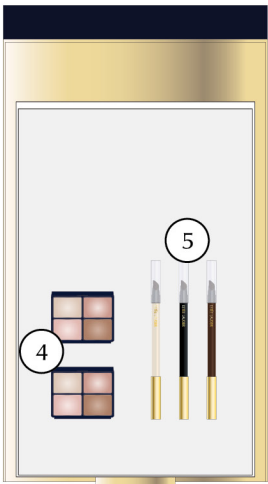
To clean, use a soft dry cloth.  
Never use sprays of any kind to clean unit.

# TRENDING NOW COLOR/ FOUNDATION UNIT

September Update (No Update for Holiday)

## HISTORY OF UPDATES

Sept '21	Update with new Double Wear Sheer, templates (GRTW-60), and graphics (GTH6-70).
Jan '22	Update with new templates, new graphics, and new products (Acrylic Update: GWF0-60, Graphic Update: GY8N-70).
Sept '22	Update with new templates and new graphics (G33E-60).



DRAWER

### Product List

#### Main Platform

1. Pure Color Envy Luxe Eyeshadow Quad (1)
2. Kajal Eye Pencils (1)
3. Sumptuous Extreme Lash Multiplying Volume Mascara (1)

#### Drawer

4. Pure Color Envy Luxe Eyeshadow Quad (in godets) (2)
5. Kajal Eye Pencils (3)

- 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

January Update (No Update for Holiday)

## HISTORY OF UPDATES

Oct '19	Install new unit (PG5H-60).
Aug '20	Update with new graphics (PRHF-70).
Jan '22	Update with new drawer template and graphic (CX5X-60).



DRAWER

### Product List

#### Main Platform

1. iPad with YouCam

#### Drawer (Graphic Only)

- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS

#### SELECT DOORS ONLY:

- Bloomingdale's Aventura
- Bloomingdale's Boca Raton
- Bloomingdale's Century City
- Bloomingdale's Chestnut Hill
- Bloomingdale's North Michigan
- Bloomingdale's San Francisco
- Bloomingdale's South Coast Plaza



**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

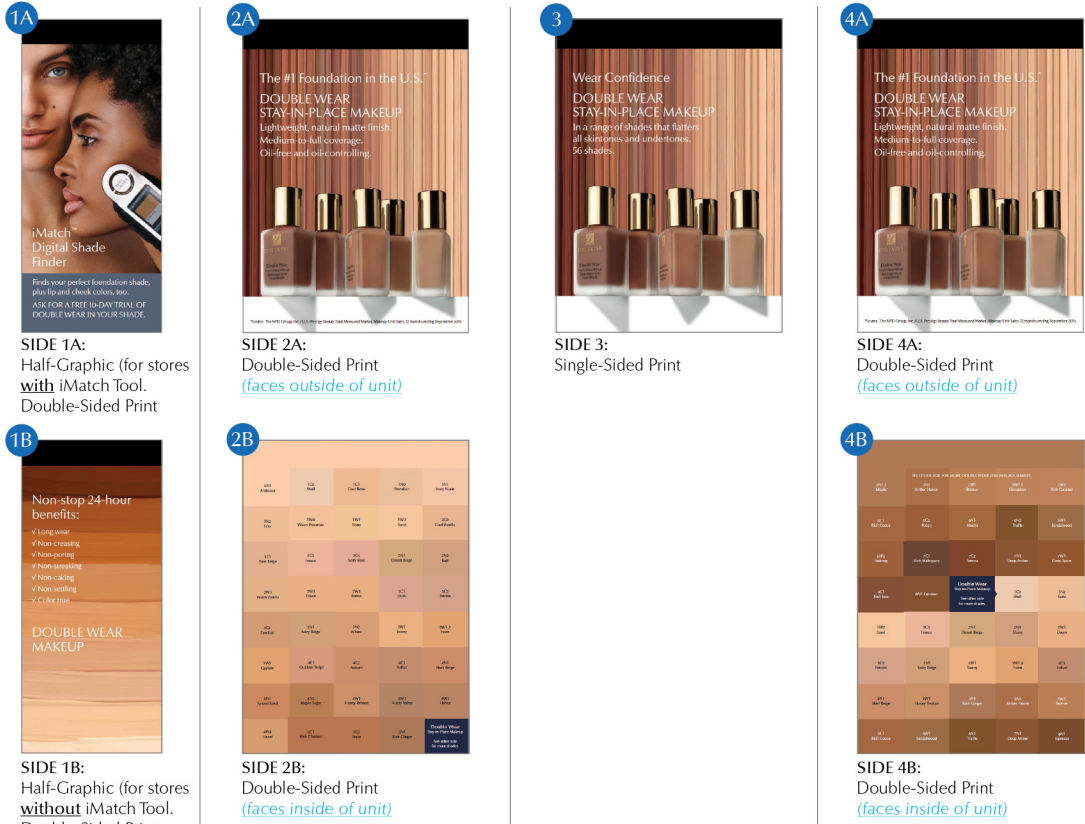
January 2020 Update (No Update for Holiday)

## 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).

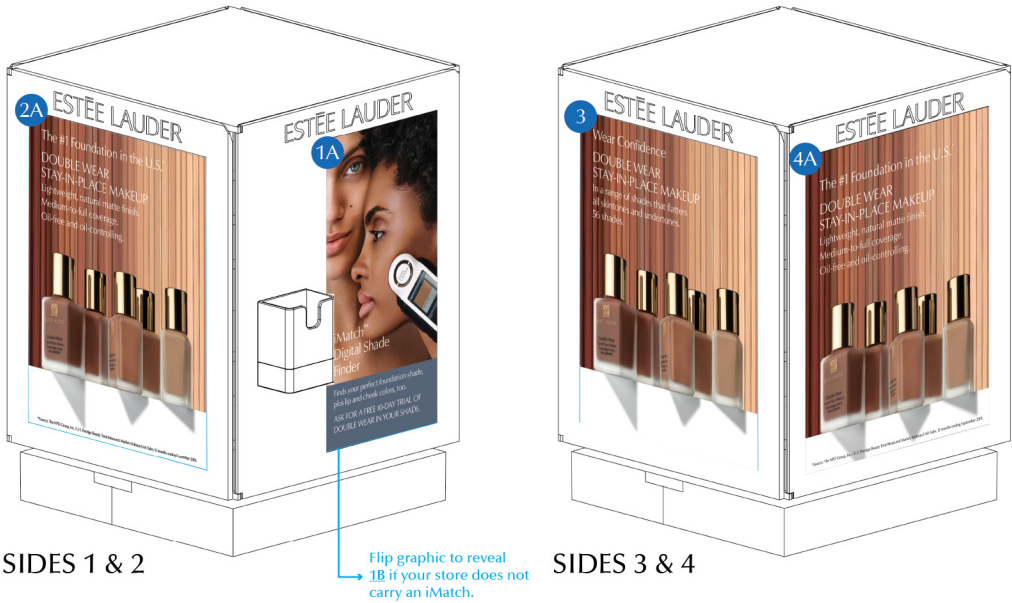
# DRAMMING UNIT GRAPHIC OVERVIEW

January 2020 Update (No Update for Holiday)



## DIRECTIONS

1. Insert graphics on dramming doors as shown below.



# COUNTERS AT A GLANCE

---



# CASE MERCHANDISING

## OCT-DEC

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

NEW IN OCTOBER:	
A	Aerin Line Tester Unit Update
B	Freestanding Holiday In-Case Props
C	Holiday Line Tester Unit Banners

4 CASES



5 CASES



6 CASES





OPEN SELL SHELVES  
OCT-DEC

3 BAYS



4 BAYS



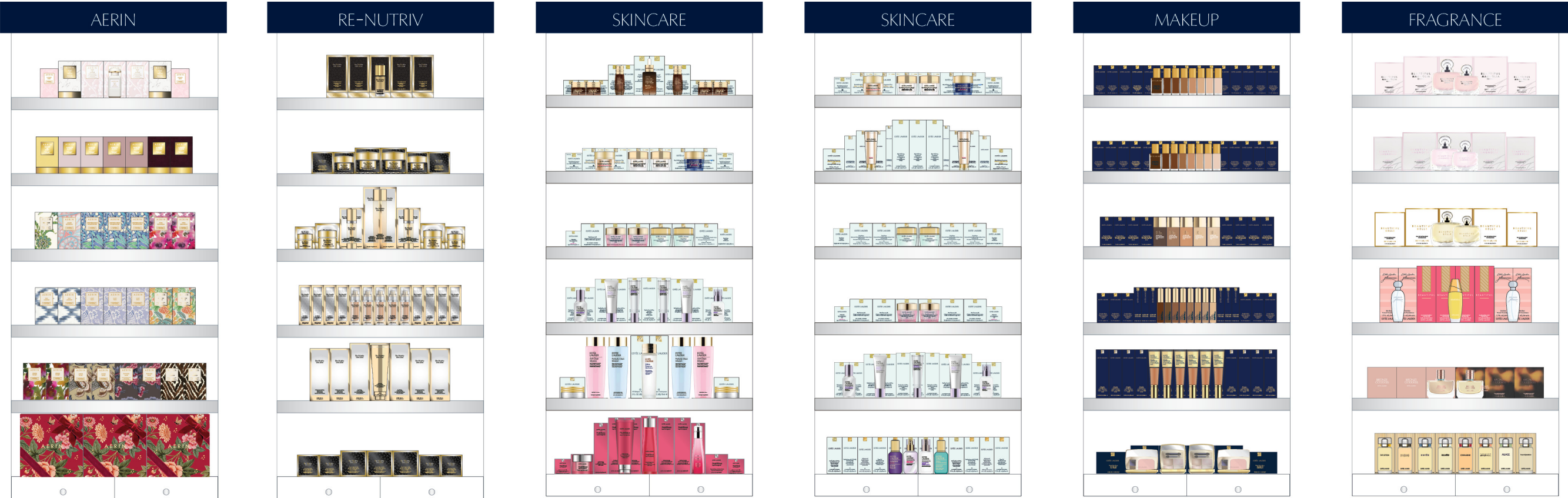


OPEN SELL SHELVES  
OCT-DEC

5 BAYS



6 BAYS





IF ONLY 1 LIGHT-BOX:

**NOTE:**  
PLEASE KEEP FALL '22  
LIGHT-BOX VISUALS &  
REINSTALL ON 12/26.



Priority Visual #1  
3 Model

IF 2 LIGHT-BOXES:



Priority Visual #1  
3 Model



Product Visual #1  
3 Kings

IF 3 LIGHT-BOXES:



Priority Visual #1  
3 Model



Product Visual #1  
3 Kings



Product Visual #2  
ANR Serum & Eye

IF 4 LIGHT-BOXES:



Priority Visual #1  
3 Model



Product Visual #1  
3 Kings



Product Visual #2  
ANR Serum & Eye



Product Visual #3  
PC Envy Lip

REPEAT SEQUENCE ABOVE  
IF YOU HAVE 4 OR MORE  
LIGHT-BOXES.

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

# Selling Tools

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



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

# How to Measure a Light-box

## STEP 1: DETERMINING “OUTSIDE” MEASUREMENT

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

## STEP 2: DETERMINING “INSIDE” MEASUREMENT

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

## POINTERS

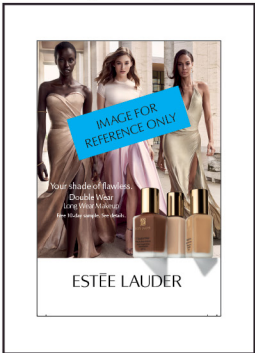
- W x H (that’s the order) – otherwise the “vertical” or “horizontal” distinction will be inverted.
- The “outside” measurement is always larger than the “inside” measurement. If it’s not, something is wrong.
- Think of a picture frame in your house. If you buy a 5x7 picture frame it does not mean necessarily (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.

HORIZONTAL  
LIGHTBOX  
H < W

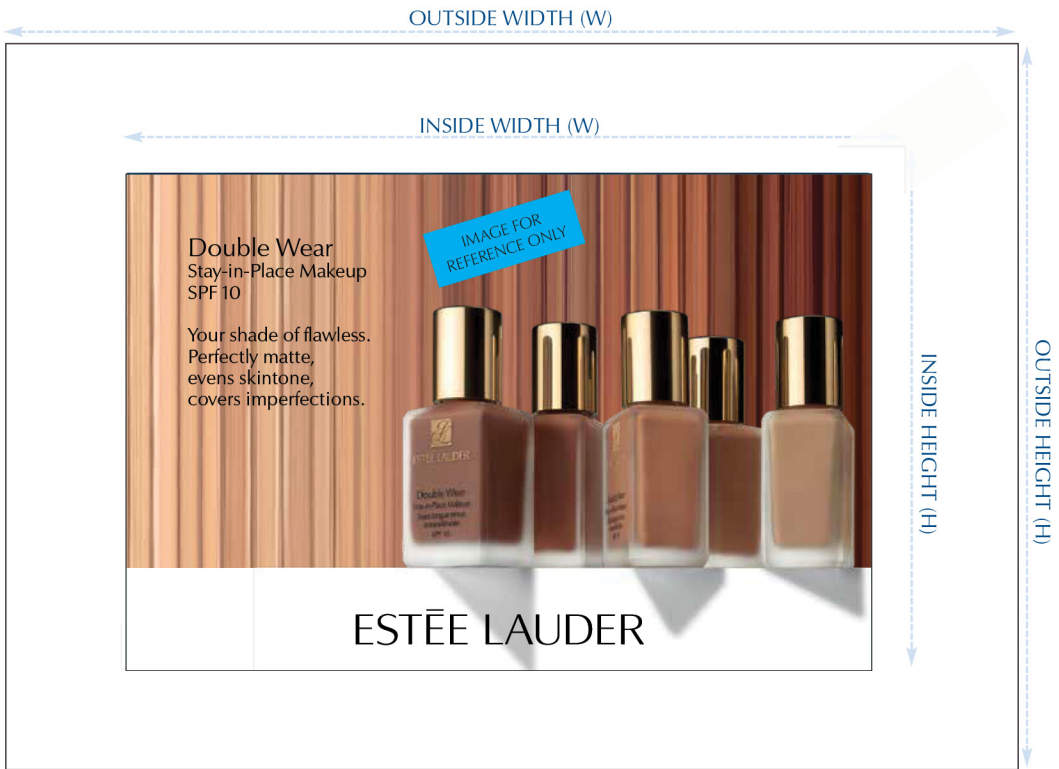


W

VERTICAL  
LIGHTBOX  
W < H



W





# 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

<b>UNITED STATES</b> <ul style="list-style-type: none"><li>Phone: +1 (844)-387-1122</li><li>Text: +1 (571)-495-2063</li><li>Email: PointOfSaleSupport@estee.com</li></ul>	<b>CANADA</b> <ul style="list-style-type: none"><li>Phone: +1(855) 523-7105</li><li>Text: +1(306) 805-0837</li><li>Email: PointOfSaleSupport@estee.com</li></ul>
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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			
Date Requested/ Contacted POS COE	Details of Request	Notes	Date Resolved



