

NORDSTROM

A full-page photograph of three models wearing elegant red dresses. The model on the left is of Asian descent, wearing a voluminous, ruffled red gown with a gold chain necklace. The model in the center is of European descent, wearing a sheer, long-sleeved red dress with a high collar and a wide waistband. The model on the right is of African descent, wearing a deep V-neck red dress with a large knot at the waist and a high slit. All three models are wearing red lipstick and are posed against a blurred background of a city skyline.

ESTÉE LAUDER
Point-of-Sale Guidelines
Holiday 2022



Hello to the BEST 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



Sets on Nordstrom Tower



BLOCKBUSTER DISPLAY
PLEASE PLACE YOUR BLOCKBUSTER DISPLAY UNIT ON COUNTER OR DESIGNATED TABLES AND TOWERS.



Blockbuster display on Nordstrom tower:



Blockbuster display on table:



HOLIDAY LINE TESTER UNIT TOPPER
THERE ARE TWO LINE TESTER UNIT TOPPER PER PRE-PACK. PLACE ON TOP OF TWO OF YOUR LINE TESTER UNITS. (PPK CODE: G24J-60).



December 8th 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)

A red rectangular box with a white circular window showing five lip gloss tubes. The box is decorated with white stars and a small red bow at the bottom left. The text 'ESTÉE LAUDER' is at the top, and 'LIMITED EDITION LIP GLOSS WONDERS' is at the bottom.

BLACK FRIDAY

Limited Edition Lip Gloss Wonders

SRP \$24.50 Special Offer

\$30% off of SRP \$35

A white rectangular box with a red circular window showing a red silhouette of a person. The box is decorated with white stars and a small red bow at the bottom left. The text 'ESTÉE LAUDER' is at the top, and 'YOUTH GENERATING POWER' is at the bottom.

BLACK FRIDAY

Youth Generating Power

SRP \$77.00 Special Offer

\$30% off of SRP \$110

A white rectangular box with a red circular window showing a red silhouette of a person. The box is decorated with white stars and a small red bow at the bottom left. The text 'ESTÉE LAUDER' is at the top, and 'YOUTH GENERATING POWER' is at the bottom.

CYBER MONDAY

Youth Generating Power

SRP \$66.00 Special Offer

\$40% off of SRP \$110

A red rectangular box with a white circular window showing a red silhouette of a person. The box is decorated with white stars and a small red bow at the bottom left. The text 'ESTÉE LAUDER' is at the top, and 'BEAUTIFUL DELUXE TRIO' is at the bottom.

CYBER MONDAY

Beautiful Deluxe Trio

SRP \$68 Special Offer

30% off of SRP \$97.00

A red rectangular box with a white circular window showing five lip gloss tubes. The box is decorated with white stars and a small red bow at the bottom left. The text 'ESTÉE LAUDER' is at the top, and 'LIMITED EDITION LIP GLOSS WONDERS' is at the bottom.

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
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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 oz 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 oz Cedar Violet Travel Spray, \$135.00 S.R.P.
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AERIN SMALL CONTAINER MIXES: AERIN CONTAINER (PRE-TIED RIBBON) CODE #: GYFM-70

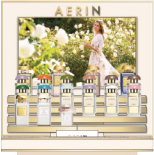
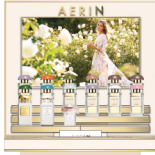
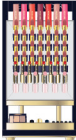
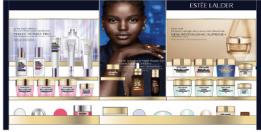
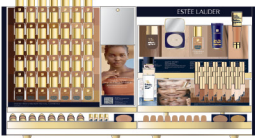
Mix 1:  Cedar Violet 1.7 oz Cedar Violet Fragrance, 0.24 oz Cedar Violet Travel Spray \$180.00 S.R.P.	Mix 2:  Amber Musk 5.0 oz Amber Musk Body Creme, 1.7 oz Amber Musk Fragrance \$210.00 S.R.P.	Mix 3:  Rose De Grasse Joyful Bloom 4.2 oz Rose Hand and Body Cream, 1.7 oz Rose De Grasse Joyful Bloom Fragrance \$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.
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AERIN Holiday Table:

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



LINE TESTERS & TRENDING NOW LAUNCH UNITS

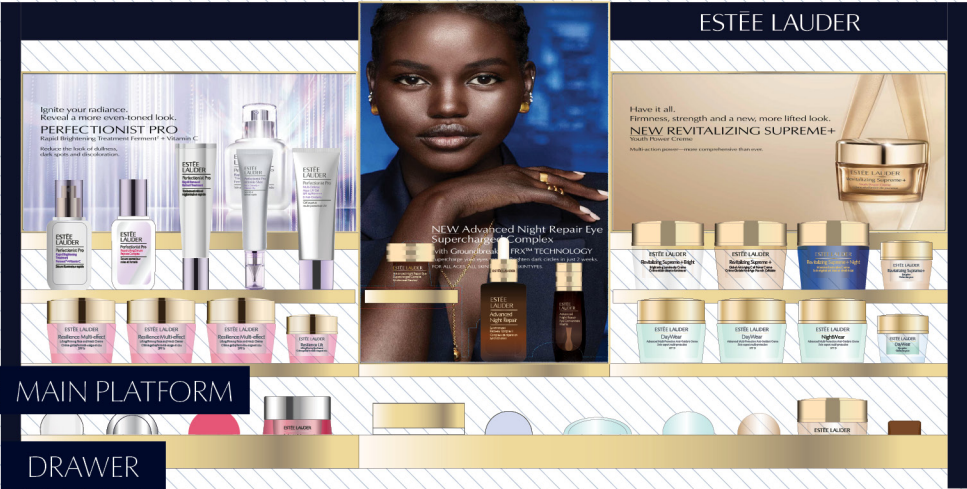
	CURRENTLY ON-COUNTER	OCT	NOV	DEC	JAN (Spring '23 Preview)
LAUNCH UNITS	 SKINCARE TRENDING NOW UNIT Update with new templates and graphics for new ANR Select Doors Unit Code #: PG5E-60 Acrylic Code #: G27K-60 Graphic Code #: G34W-70				
AERIN	 AERIN FRAGRANCE UNIT Premier Top Doors Install NEW AERIN Unit  AERIN FRAGRANCE UNIT All AERIN Fragrance Core Doors Install NEW AERIN Unit	 AERIN FRAGRANCE UNIT All AERIN Fragrance Core Doors Update with new holiday back riser graphic. Graphic Update Code #: G5G1-70  AERIN FRAGRANCE UNIT Premier Top Doors Update with new holiday back riser graphic. Graphic Update Code #: G5G1-70			
RE-NUTRIV	 RE-NUTRIV DIAMOND LINE TESTER UNIT Select Doors Update with new graphics with updated S.R.P. Unit Code #: PT2M-60 Graphic Code #: G3L7-70				
LINE TESTERS	 COLOR HYBRID LTU (V1) Update with new top templates and graphics Select Doors Unit Code #: PG5G-60 Update Code #: G33C-60  SKINCARE LTU (WITHOUT NUTRITIOUS) Select Doors Update with new center platform and graphics Unit Code #: PJHK-60 Acrylic Update Code #: G27G-60 Graphic Update Code #: G34X-70  FOUNDATION LINE TESTER UNIT Update with new graphics All Doors Unit Code #: PJHJ-60 Update Code #: G392-70  SKINCARE LTU (NUTRITIOUS WITH REFILLS) Select Doors Update with new Supreme+ refills and new graphics Unit Code #: PJHK-60 Update Code #: G27F-60				 SKINCARE LTU (WITHOUT NUTRITIOUS) Select Doors Update drawer template and new graphics Unit Code #: PJHK-60 Update Code #: G4TF-60  SKINCARE LTU (NUTRITIOUS WITH REFILLS) Select Doors Update drawer template and new graphics Unit Code #: TBD Update Code #: G4TE-60

SKINCARE LINE TESTER

Nutritious Doors
July Update (No Holiday Update)

HISTORY OF UPDATES

Dec 26 th	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).



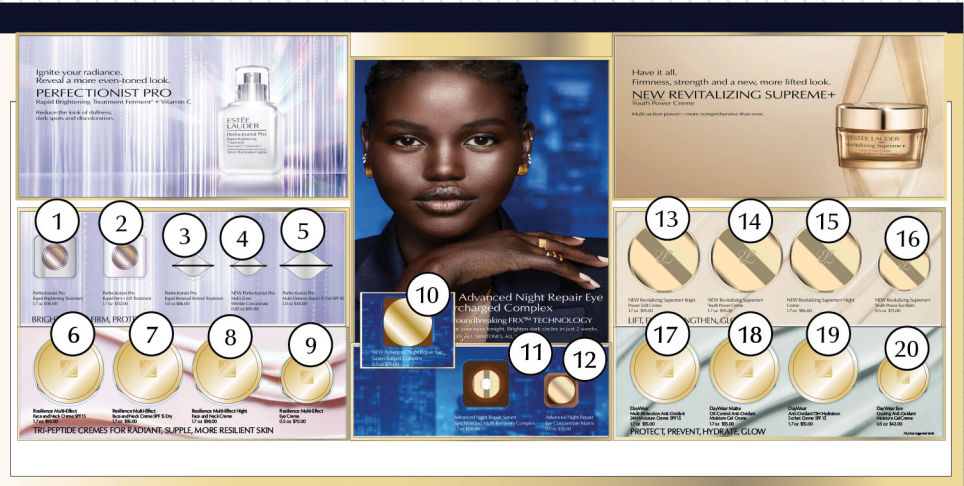
Main Platform

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. Idealser Serum Pore Minimizing Skin Refinisher (1.7 oz)
36. Perfectionist [CP+R] Wrinkle Lifting/Firming Serum (1.0 oz)
37. Perfectionist 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

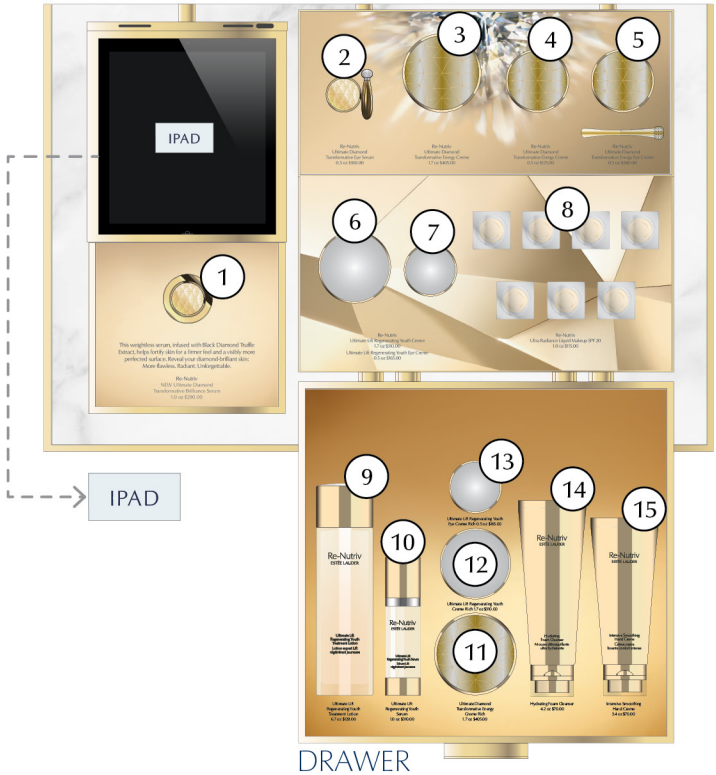
Diamond Department Stores
July Update (No Holiday Update)

HISTORY OF UPDATES

Jul '21	Update with new graphics (GT4L-70).
Feb '22	Update with new Re-Nutriv Diamond Entry Face Serum and all new graphics (GXK4-60).
Jul '22	Update with new S.R.P. graphics (G3L6-70).



TOP VIEW



DRAWER

- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS

Line Tester (Use saleable products except where indicated.)

1. Re-Nutriv Diamond Brilliance Serum, 1.0 oz (1)
2. Re-Nutriv Ultimate Diamond Eye Serum 0.5 oz, with applicator (1)
3. Re-Nutriv Ultimate Diamond Transformative Energy Creme 1.7 oz, (1)
4. Re-Nutriv Ultimate Diamond Transformative Energy Creme 0.5 oz, (1)
5. Re-Nutriv Ultimate Diamond Transformative Energy Eye Creme 0.5 oz, with applicator (1)
6. Re-Nutriv Ultimate Lift Regenerating Youth Creme 1.7 oz, (1)
7. Re-Nutriv Ultimate Lift Regenerating Youth Eye Creme 0.5 oz, (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 Hydrating Foam Cleanser 4.2 oz, (1)
15. Re-Nutriv Intensive Smoothing Hand Creme 3.4 oz, (1)

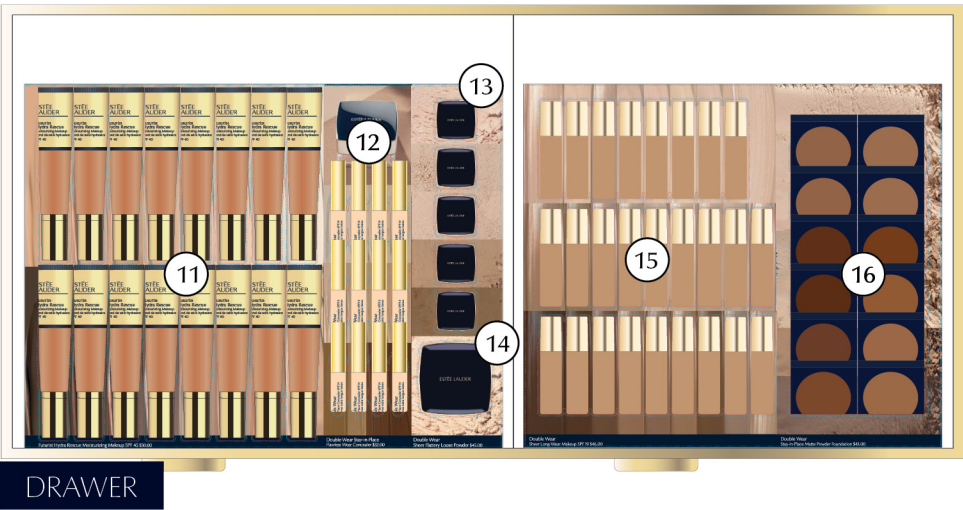


FOUNDATION LINE TESTER

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 (CWF2-60).
Jul '22	Update with new graphics (G392-70).



SEE PAGE 32 FOR TESTER PRE-PACK CODES.

Product List

- | | |
|---|--|
| 1. Double Wear Stay-In-Place Makeup (42) | 11. Futurist Hydra Rescue Moisturizing Makeup SPF 45 (16) |
| 2. Double Wear Sheer Longwear Makeup (1) | 12. Double Wear Stay-in-Place Flawless Wear Concealer (12) |
| 3. Double Wear Matte Powder (1) | 13. Double Wear Sheer Flattery Loose Powder in Shaker Godets (5) |
| 4. Double Wear Stay-In-Place Makeup (1) | 14. Double Wear Sheer Flattery Loose Powder (1) |
| 5. Double Wear Maximum Cover Camouflage Makeup For Face & Body SPF 15 (1) | 15. Double Wear Sheer Longwear Makeup (26) |
| 6. Futurist Hydra Rescue Moisturizing Makeup SPF 45 (1) | 16. Double Wear Stay-in-Place Matte Powder (12) |
| 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. Double Wear Radiant Concealer (22) | |

- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS

Unit Code #:

AERIN

Nordstrom Premier Top Unit
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



Line Tester (Use salable products)

- | | |
|--|-----------------------------|
| 1. Rose De Grasse 3.4 oz | 11. Hibiscus Palm 1.7oz |
| 2. Joyful Bloom 3.4 oz | 12. Cedar Violet 1.7oz |
| 3. Rose De Grasse Pour Filles 1.0 oz | 13. Amber Musk 1.7oz |
| 4. Waterlily Sun 1.7 oz | 14. Evening Rose 1.7oz |
| 5. Mediterranean Honeysuckle 1.7 oz | 15. Tangier Vanille 1.7oz |
| 6. Aegea Blossom 1.7oz | 16. Limone De Sicilia 1.7oz |
| 7. Wild Geranium 1.7 oz | 17. Tuberose Le Jour 1.7oz |
| 8. Ikati Jasmine 1.7oz | 18. Tuberose Le Soir 1.7oz |
| 9. Fleur De Peony 1.7 oz (Nordstrom Exclusive) | 19. Ambrette De Noir 1.7oz |
| 10. Lilac Path 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 premier fragrance.

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

Unit Code #:

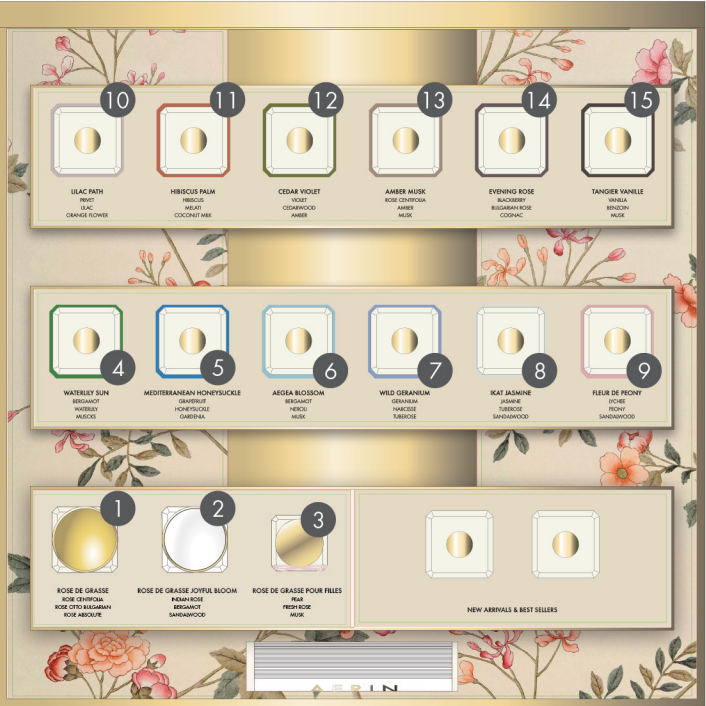
AERIN

Nordstrom Premier Unit
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



Line Tester (Use salable products)

- | | |
|--------------------------------------|---------------------------|
| 1. Rose De Grasse 3.4 oz | 11. Hibiscus Palm 1.7oz |
| 2. Joyful Bloom 3.4 oz | 12. Cedar Violet 1.7oz |
| 3. Rose De Grasse Pour Filles 1.0 oz | 13. Amber Musk 1.7oz |
| 4. Waterlily Sun 1.7 oz | 14. Evening Rose 1.7oz |
| 5. Mediterranean Honeysuckle 1.7 oz | 15. Tangier Vanille 1.7oz |
| 6. Aegea Blossom 1.7oz | |
| 7. Wild Geranium 1.7 oz | |
| 8. Ikati Jasmine 1.7oz | |
| 9. Fleur De Peony 1.7 oz | |
| 10. Lilac Path 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.

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

COLOR HYBRID UNIT V.1

September Update (No Holiday Update)

HISTORY OF UPDATES

Sept '21	Update with new templates (GRTX-60) and new graphics (GTH5-70).
Feb '22	Update with new graphics and new drawer template (GWET-60).
Sept '22	Update with new top template and new graphics (G33G-60).



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)

SEE PAGE 32 FOR TESTER PRE-PACK CODES.

- 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

January 2020 Update (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).

SIDES 1 & 2



SIDES 3 & 4

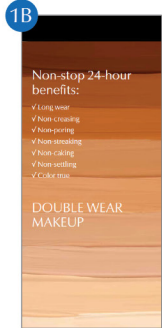


DRAMMING UNIT GRAPHIC OVERVIEW

January 2020 Update (No Holiday Update)



SIDE 1A:
Half-Graphic (for stores with iMatch Tool.
Double-Sided Print



SIDE 1B:
Half-Graphic (for stores without iMatch Tool.
Double-Sided Print



SIDE 2A:
Double-Sided Print
(faces outside of unit)



SIDE 2B:
Double-Sided Print
(faces inside of unit)



SIDE 3:
Single-Sided Print



SIDE 4A:
Double-Sided Print
(faces outside of unit)



SIDE 4B:
Double-Sided Print
(faces inside of unit)

DIRECTIONS

1. Insert graphics on dramming doors as shown below.



SIDES 1 & 2



SIDES 3 & 4

COUNTERS AT A GLANCE

CASE MERCHANDISING

OCT-DEC

- CASE CATEGORIES
- 1

AERIN + Re-Nutriv
- 2

AERIN
- 3

Re-Nutriv
- 4

Skincare
- 5

Foundation

- NEW IN OCTOBER:
- A

Aerin Premier Line Tester Unit Update
- B

Holiday Line Tester Unit Banners
- C

Aerin Premier Top Line Tester Unit Update

AERIN TOP DOOR CASE SET UP

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

1

Top AERIN + Re-Nutriv Case

C



2

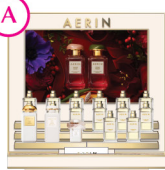
Top AERIN Case

C



3 CASES

A





B

ENCHANTED GIFTS OF WONDER

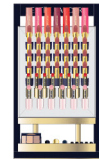




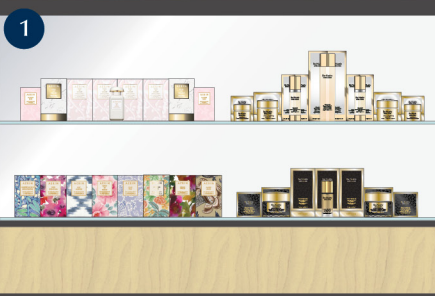
B

ENCHANTED GIFTS OF WONDER





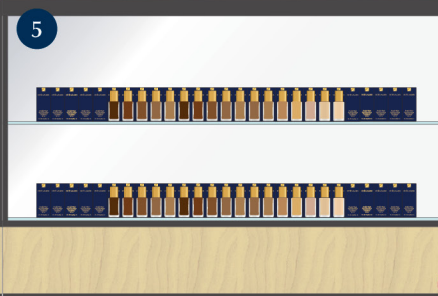
1



4



5



*SET UP FOR AERIN CORE DOORS. FOR TOP DOORS, REFER TO THE RIGHT.

4 CASES

A





B

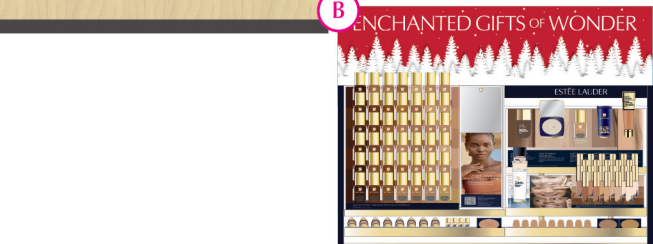
ENCHANTED GIFTS OF WONDER

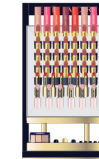




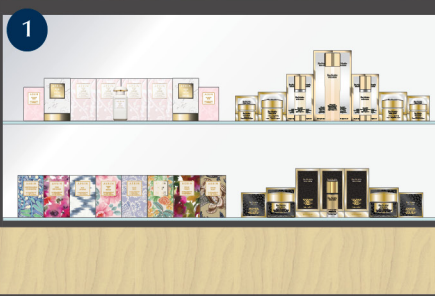
B

ENCHANTED GIFTS OF WONDER

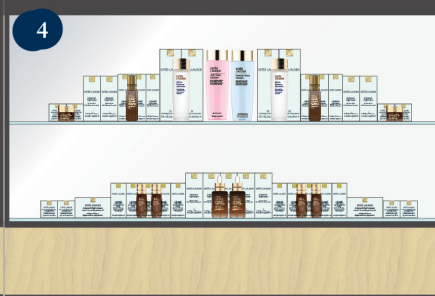




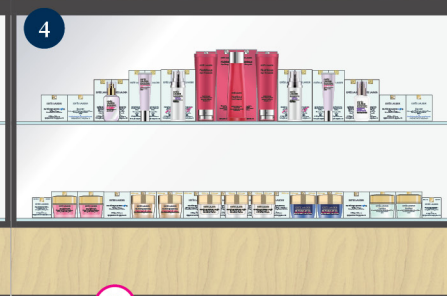
1



4



4




*SET UP FOR AERIN CORE DOORS. FOR TOP DOORS, REFER TO THE RIGHT.

5 CASES

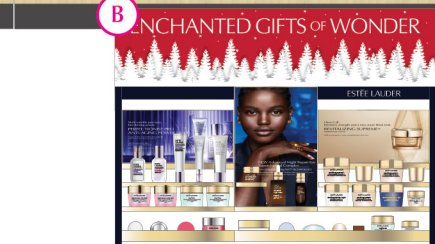
A





B

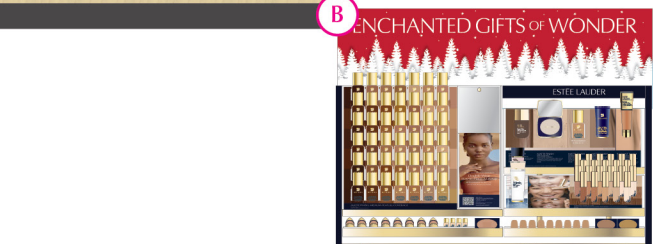
ENCHANTED GIFTS OF WONDER

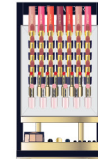




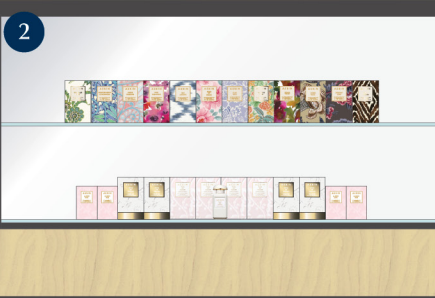
B

ENCHANTED GIFTS OF WONDER





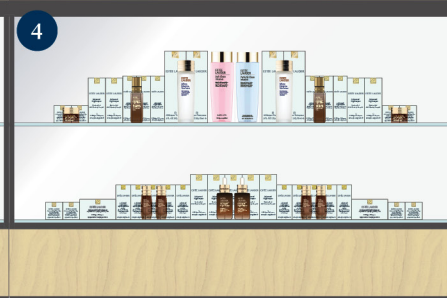
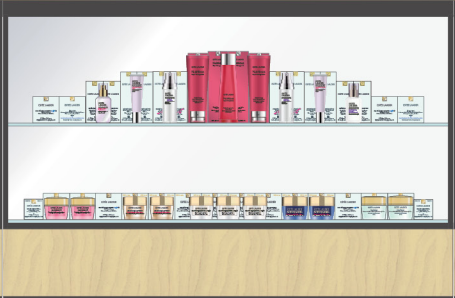
2



3



4

5



*SET UP FOR AERIN CORE DOORS. FOR TOP DOORS, REFER TO THE RIGHT.

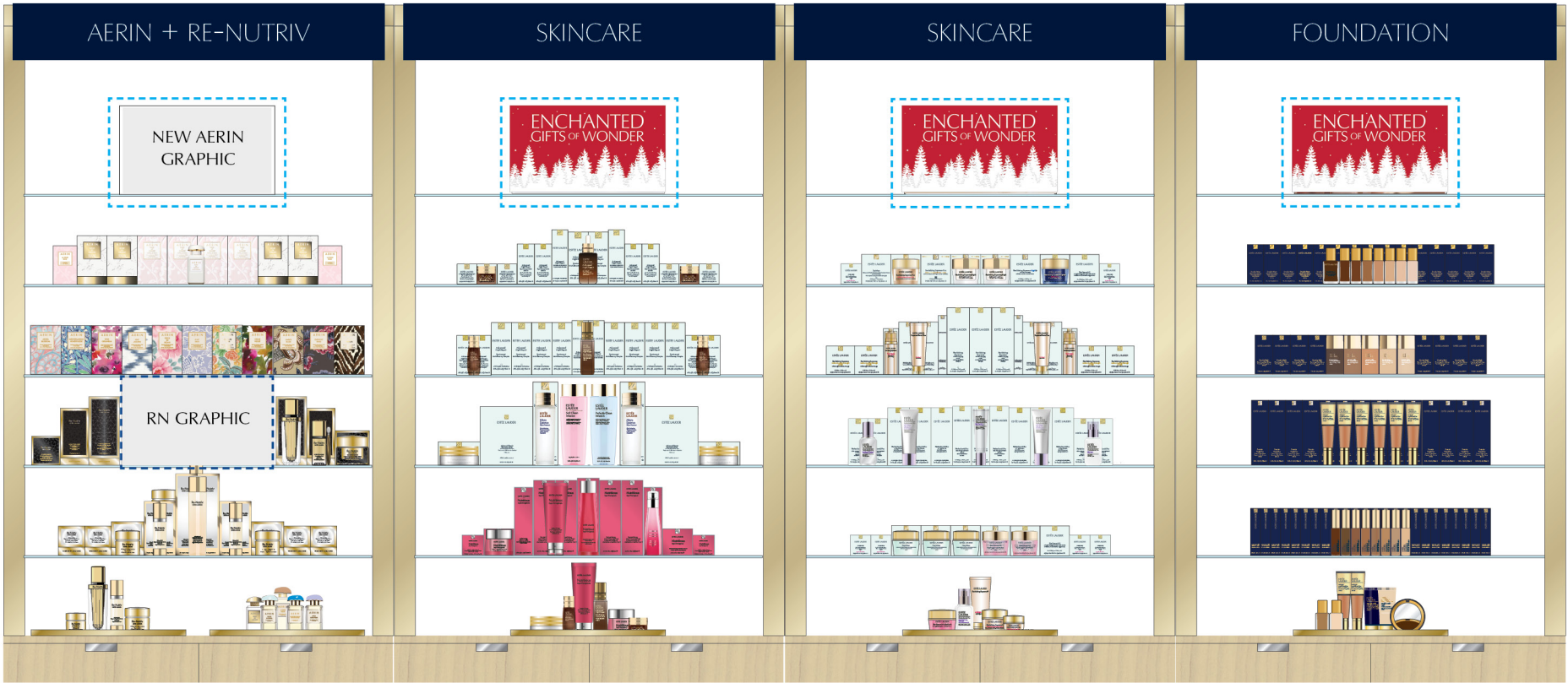
NORDSTROM BAYS
OCT-DEC

3 BAYS



*SET UP FOR AERIN CORE DOORS. FOR TOP DOORS, REFER TO SET UP TO THE RIGHT

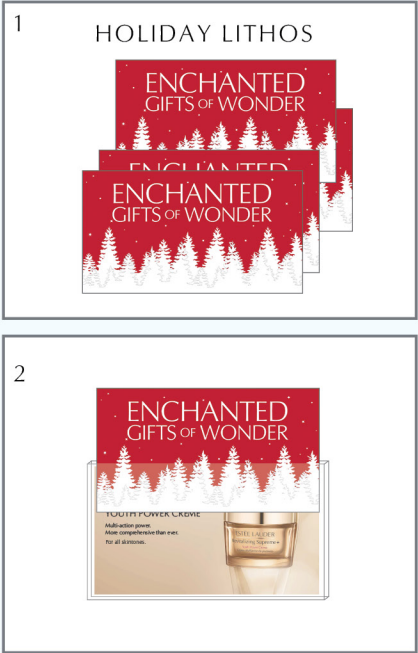
4 BAYS



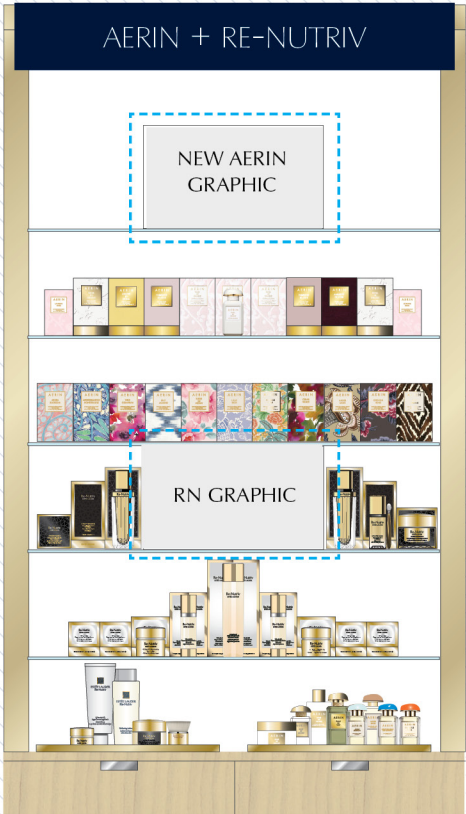
*SET UP FOR AERIN CORE DOORS. FOR TOP DOORS, REFER TO SET UP TO THE RIGHT

DIRECTIONS:

- Place new graphics **in front of FA22 graphics**.
1. All bays should have Holiday graphic **except AERIN and Re-Nutriv**.
 2. On 12/26, remove Holiday graphic from front to reveal Fall '22 graphic.



* Follow shelf set up below for TOP AERIN Doors:



See page 20 for list of Top AERIN doors.

- LITHO SHIPPED WITH LAUNCH
- EXISTING LITHO FROM PREVIOUS SEASON
- LITHOS BEING PRINTED & SENT TO YOU IN A PACKET

NORDSTROM BAYS

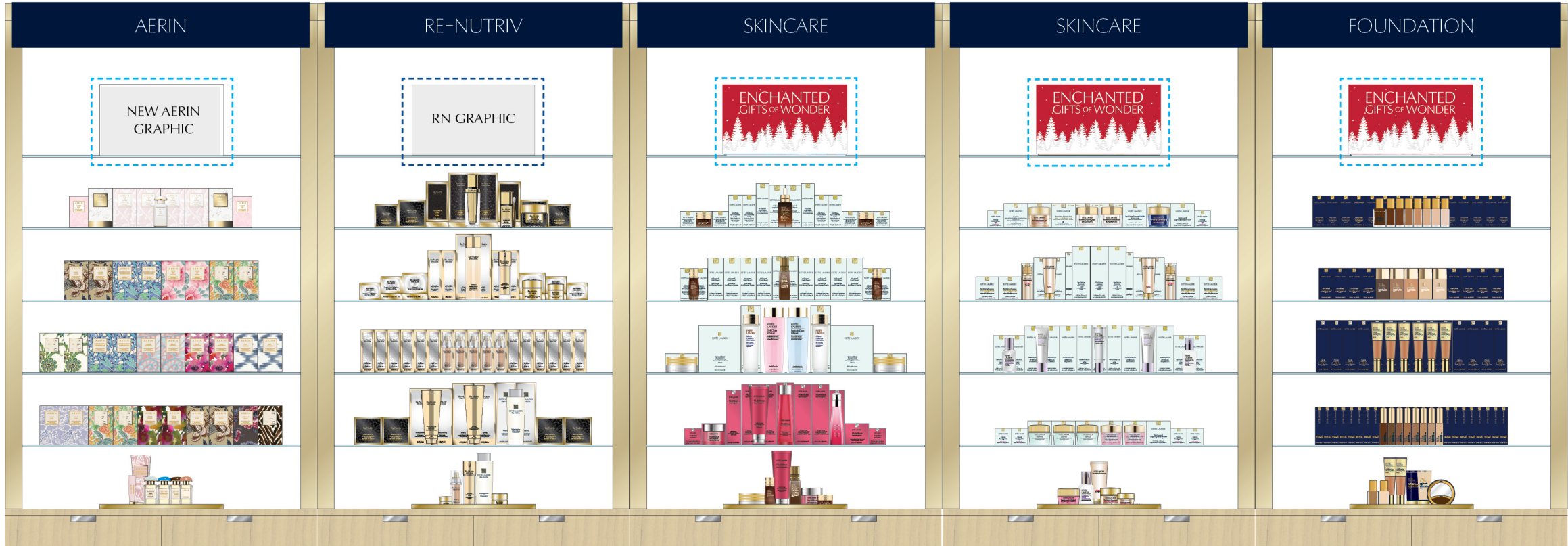
OCT-DEC

LITHO SHIPPED WITH LAUNCH

EXISTING LITHO FROM PREVIOUS SEASON

LITHOS BEING PRINTED & SENT TO YOU IN A PACKET

5 BAYS



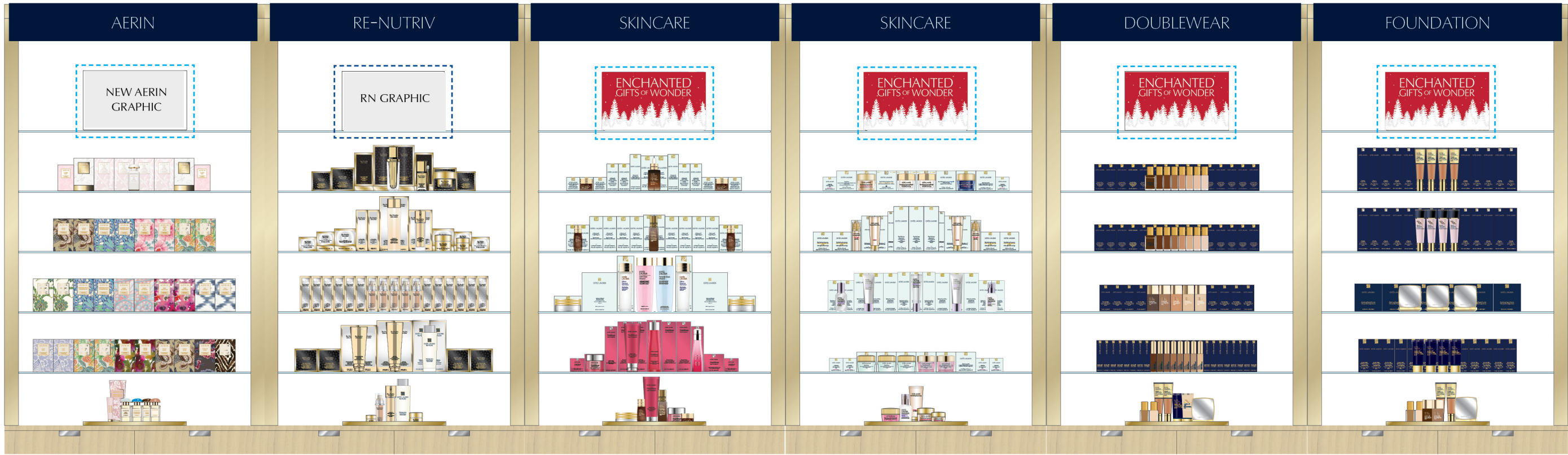
*SET UP FOR AERIN CORE DOORS. FOR TOP DOORS, REFER TO SET UP INSIDE DOTTED BOX.

*Follow shelf set up below for TOP AERIN Doors:



See page 20 for list of Top AERIN doors.

6 BAYS



*SET UP FOR AERIN CORE DOORS. FOR TOP DOORS, REFER TO SET UP INSIDE DOTTED BOX.

Tester Codes

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

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

Tester Codes (cont.)

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

Selling Tools

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



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

Top AERIN Doors

1. 3972-10 Washington Square #025
2. 3974-64 Roseville Galleria #434
3. 3974-17 Brea #321
4. 3974-30 Topanga #341
5. 3974-24 Fashion Valley #360
6. 3973-48 Tysons Corner #600
7. 3973-53 Garden State Plaza #520
8. 3973-81 Roosevelt Field #524
9. 3972-06 Bellevue
10. 3973-63 Somerset
11. 3974-23 Cerritos
12. 3974-61 Santa Anita
13. 3973-49 Old Orchrd#223
14. 3973-59 Montgomery#623
15. 3973-73 Woodfield#225
16. 3974-31 Walnut Crk#421
17. 3974-85 Scottsdale#380

How to Measure a Light-box

STEP 1: DETERMINING "OUTSIDE" MEASUREMENT

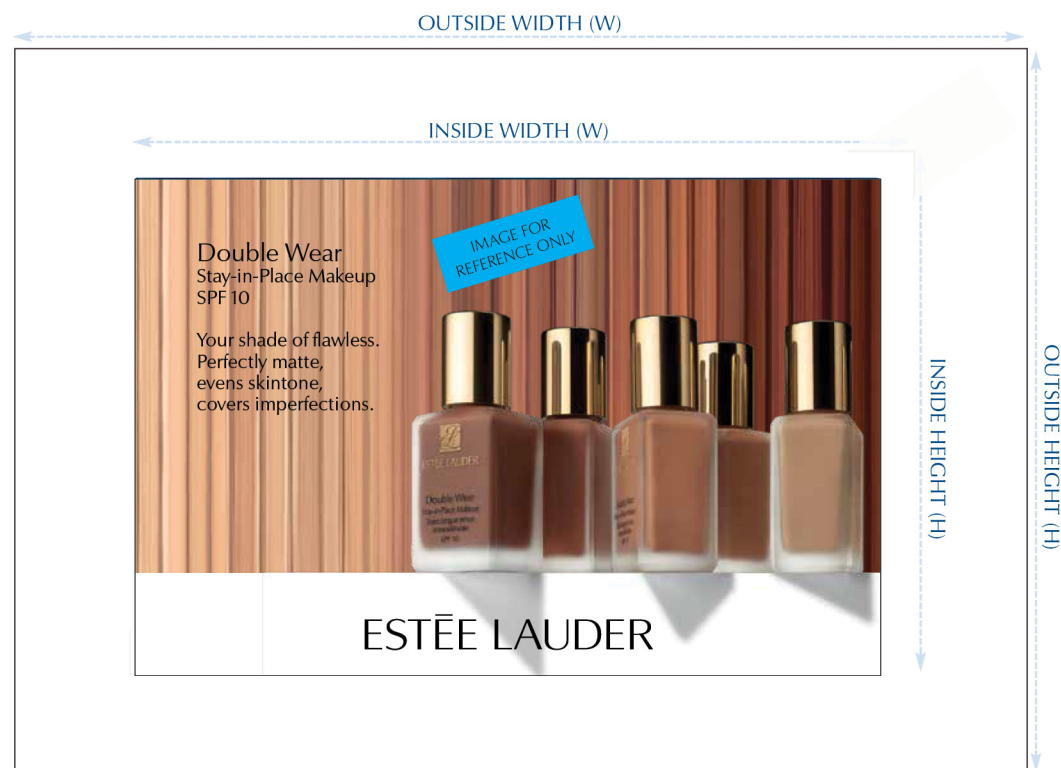
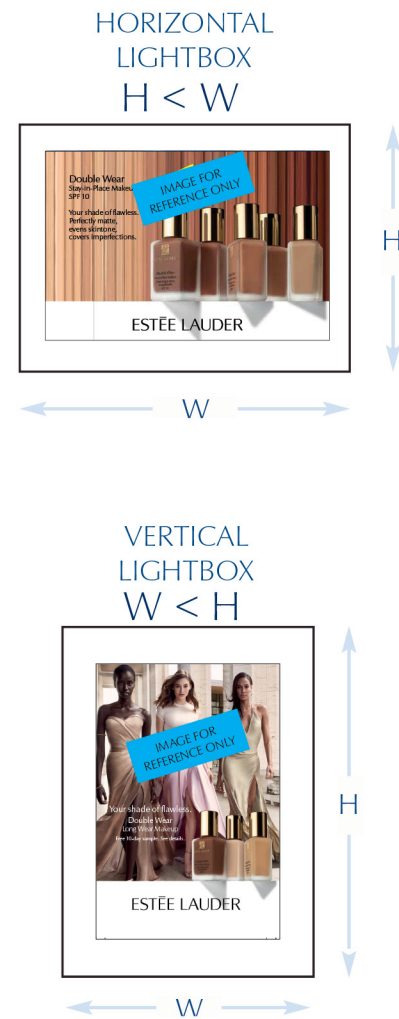
Open light-box. Measure end-to-end of the light-box horizontally (Width) and then vertically (Height). This is your “outside” measurement because it is the width (W) and height (H) of the “outside”, or total area, of the transparency that goes into the light-box.

STEP 2: DETERMINING “INSIDE” MEASUREMENT

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

POINTERS

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



Need Some Help?

For all questions / concerns regarding:

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

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

UNITED STATES

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

CANADA

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

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

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

[illegible]

