

*Saks
Fifth
Avenue*

ESTÉE LAUDER
Point-of-Sale Guidelines
Holiday 2022



Hello to the BEST Saks Fifth Ave Beauty Advisors,

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.

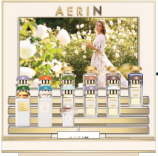
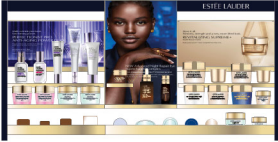
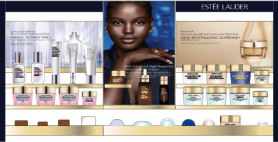
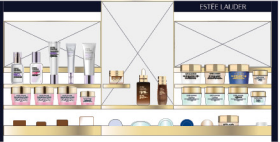
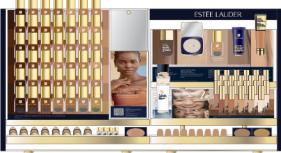
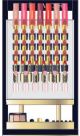
You'll also find a sneak peek of what's ahead for 2023. If you have any questions, please reach out to your Field Executive or POS COE.

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

Lahníe Strange

A handwritten signature in black ink that reads 'Lahníe Strange'.

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

	CURRENTLY ON-COUNTER	OCT	NOV	DEC	JAN (Spring '23 Preview)
AERIN	 NEW AERIN FRAGRANCE UNIT All Doors Install NEW AERIN Unit	 AERIN FRAGRANCE UNIT All 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				 RE-NUTRIV DIAMOND LINE TESTER UNIT Select Doors Update with new templates and graphics Unit Code #: PT2M-60 Update Code #: G5LM-60
LINE TESTERS	 SKINCARE LIT ANGLED UNIT Update with new graphic All Other Doors Unit Code #: PA58-60 Update Code #: G3C1-70				 SKINCARE LTU (NON-NUTRITIOUS W/ REFILLS) Select Doors Update drawer template and new graphics Unit Code #: TBD Update Code #: G4TG-60
	 SKINCARE LTU (NON- NUTRITIOUS W/ REFILLS) South Coast Plaza Update with new Supreme+ refills and new graphics Unit Code #: PJHK-60 Update Code #: G27F-60				
	 SKINCARE LTU (NON-NUTRITIOUS) Beverly Hills Only Update with new center platform and graphics Unit Code #: PJHK-60 Acrylic Update Code #: G27G-60 Graphic Update Code #: G34X-70				 SKINCARE LTU (NON-NUTRITIOUS) Most Doors Update drawer template and new graphics Unit Code #: PG58-60 Update Code #: G4TF-60
	 FOUNDATION LINE TESTER UNIT Update with new graphics All Doors Unit Code #: PJHJ-60 Update Code #: G392-70				
	 COLOR HYBRID LTU (V1) Update with new top templates and graphics Select Doors Unit Code #: PG5G-60 Update Code #: G33G-60				
	 COLOR LTU (55 LIP SHADE VARIANT) Update with new templates and graphics Select Doors Unit Code #: PG53-60 Update Code #: G33A-60				

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.



LINE TESTER UNITS

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).



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)



SKINCARE LIT ANGLED UNITS

July Update (No Holiday Update)

HISTORY OF UPDATES	
Jul '21	Update with new graphics (GT0C-70).
12/26	Update with new graphics (GXC6-70).
Jul '22	Update with new graphics (G3C1-70).



Product List

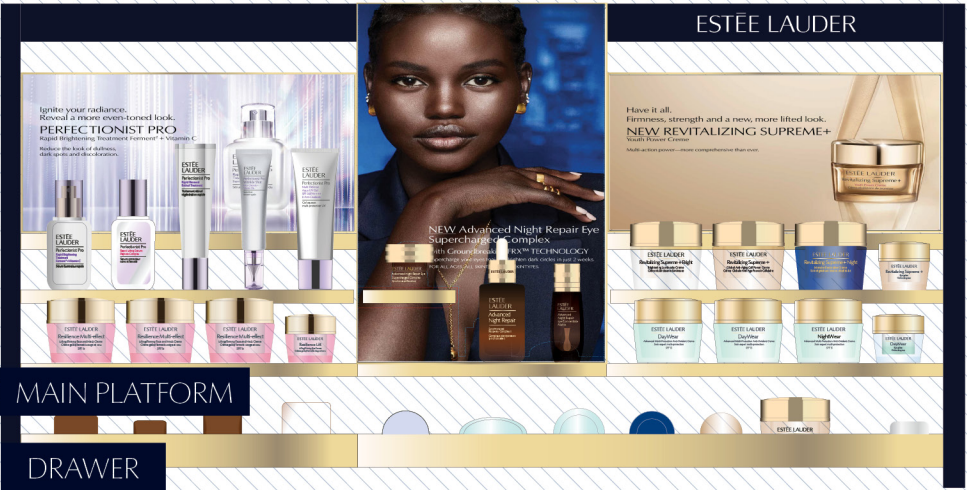
Advanced Night Repair Unit

1. Advanced Night Repair Synchronized Multi-Recovery Complex, 1.7 oz (1)
2. Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery Complex, 0.5oz (1)
3. Advanced Night Repair Eye Gel-Creme, 0.5 oz (1)
4. Perfectionist Pro Brightening Treatment, 1.7oz (1)
5. Perfectionist Pro Rapid Firm + Lift Treatment, 1.7 oz (1)
6. Revitalizing Supreme+ Bright Power Soft Creme 1.7 oz (1)
7. Revitalizing Supreme+ Youth Power Creme, 1.7oz (1)
8. Revitalizing Supreme+ Night Creme, 1.7oz (1)
9. Revitalizing Supreme+ Global Anti-Aging Eye Balm, .5oz (1)
10. Resilience Multi-Effect Face and Neck Creme SPF15, 1.7 oz (1)
11. Resilience Multi-Effect Eye Creme, .5oz (1)

SKINCARE LINE TESTER

Non-Nutritious Doors (Without Refills)
July Update (No Holiday Update)

HISTORY OF UPDATES	
Dec 26 th	Update with new templates and graphics (Acrylic Code #: GW28-60, Graphic Code #: GXK6-70).
Mar '22	Update with new graphics (GYW5-70) and new acrylic template (GWTG-60).
Jul '22	Update with new center platform and new graphics (Acrylic Update Code #: G27J-60; Graphic Update Code #: G34Y-70)



Main Platform

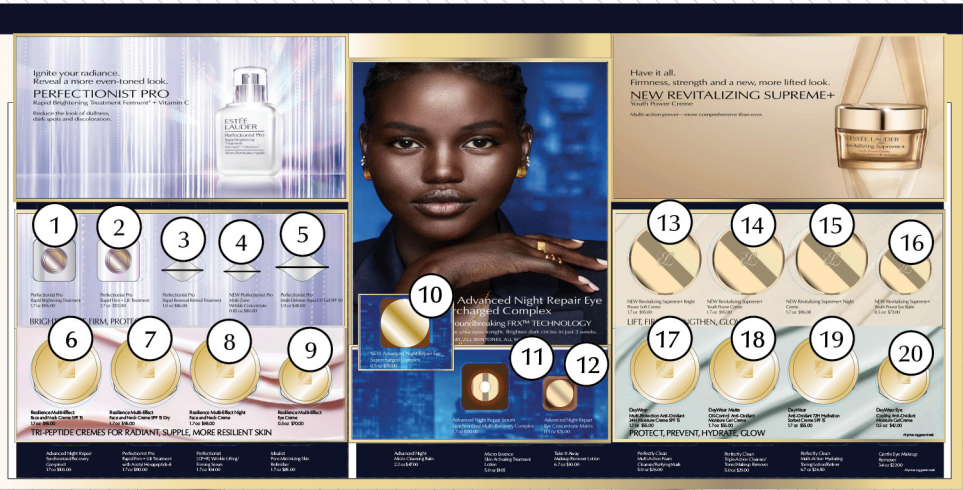
1. Perfectionist Pro Brightening Treatment (1.7 oz)
2. Perfectionist Pro Rapid Firm + Lift Treatment (1.7 oz)
3. Perfectionist Pro Rapid Renewal Retinol Treatment (1.0 oz)
4. Perfectionist Pro Multi-Zone Wrinkle Concentrate (0.85 oz)
5. Perfectionist Pro Multi-Defense UV Gel (1.7 oz)
6. Resilience Multi-Effect 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. 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. Advanced Night Micro Cleansing Balm (2.2 oz)
22. Advanced Night Repair Intense Reset Concentrate (0.68 oz)
23. Advanced Night Micro Cleansing Foam (3.4 oz)
24. Micro Essence Skin Activating Treatment Lotion (6.7 oz)
25. Take It Away Makeup Remover Lotion (6.7 oz)
26. Perfectly Clean Multi-Action Foam Cleanser/Purifying Mask (5.0 oz)
27. Perfectly Clean Multi-Action Toning Lotion/Refiner (6.7 oz)
28. Gentle Eye Makeup Remover (3.4 oz)

Continued from Left



MAIN PLATFORM



DRAWER

29. Revitalizing Supreme+ Global Anti-Aging Power Soft Emulsion (3.4 oz)
30. Revitalizing Supreme+ Global Anti-Aging Cell Power Creme SPF 15 (1.7 oz)
31. Perfectionist CP+R Wrinkle Lifting/Firming Serum (1.7 oz)
32. Idealist Pore Minimizing Skin Refinisher (1.7 oz)
33. Perfectionist Pro Multi-Defense UV Fluid SPF 45 (1.0 oz)

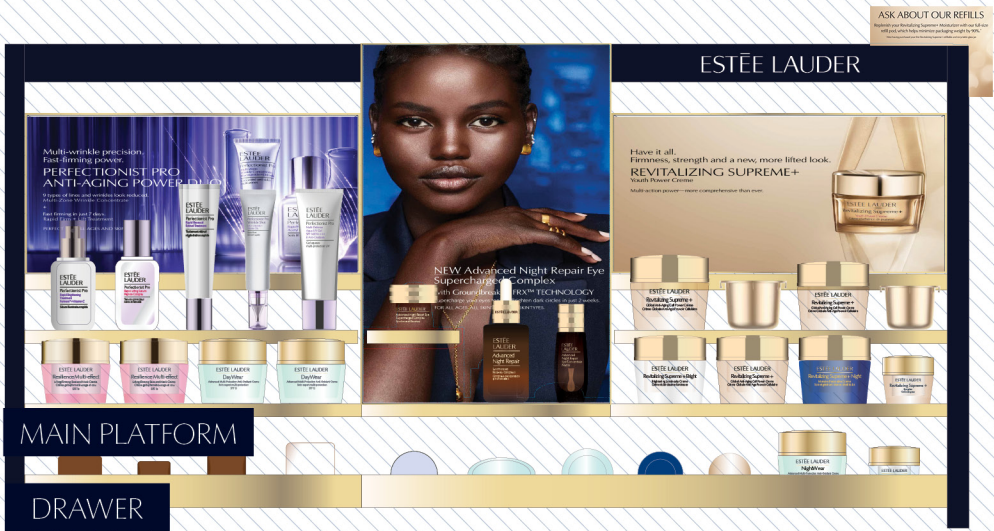
NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

SKINCARE LINE TESTER

Select Non-Nutritious Doors (With refills)
September Update (No Holiday Update)

HISTORY OF UPDATES

Mar '22	Update with new graphics (GYW5-70) and new acrylic template (GWTG-60).
Jul '22	Update with new center platform and new graphics (Acrylic Update Code #: G27J-60; Graphic Update Code #: G34Y-70)
Sept '22	Update with new templates and new graphics (G27H-60). Add corner banner speaking to refills (GYFN-70).



Main Platform

1. Perfectionist Pro Rapid Brightening Treatment (1.7 oz)

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

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

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

5. Perfectionist Pro Multi-Defense UV Gel (1.7 oz)

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

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

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

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

10. 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)
15. Revitalizing Supreme+ Youth Power Creme (1.7 oz)

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

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

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

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

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

21. Advanced Night Micro Cleansing Balm (2.2 oz)

22. Advanced Night Repair Intense Reset Concentrate (0.68 oz)

23. Advanced Night Micro Cleansing Foam (3.4 oz)

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

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

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

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



28. Gentle Eye Makeup Remover (3.4 oz)
29. Revitalizing Supreme+ Global Anti-Aging Power Soft Emulsion (3.4 oz)
30. Perfectionist Pro Multi-Defense UV Fluid SPF 45 (1.0 oz)
31. Perfectionist CP+R Wrinkle Lifting/Firming Serum (1.7 oz)
32. Idealist Pore Minimizing Skin Refinisher (1.7 oz)
33. Resilience Multi-Effect Face and Neck Creme Dry (1.7 oz)
34. Resilience Multi-Effect Eye Creme (0.5oz)
35. Daywear Matte Oil-Control Anti-Oxidant Moisture Gel Creme (1.7 oz)
36. Daywear Eye Cooling Anti-Oxidant Moisture Gel Creme (0.5 oz)

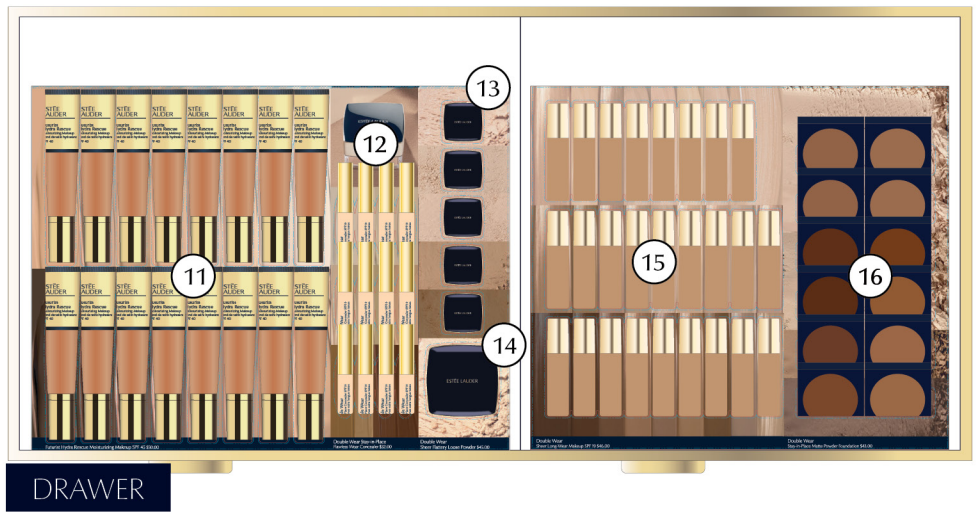
NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

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

1.

Double Wear Stay-In-Place Makeup (42)
2.

Double Wear Sheer Longwear Makeup (1)
3.

Double Wear Matte Powder (1)
4.

Double Wear Stay-In-Place Makeup (1)
5.

Double Wear Maximum Cover Camouflage Makeup For Face & Body SPF 15 (1)
6.

Futurist Hydra Rescue Moisturizing Makeup SPF 45 (1)
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)
11.

Futurist Hydra Rescue Moisturizing Makeup SPF 45 (16)
12.

Double Wear Stay-in-Place Flawless Wear Concealer (12)
13.

Double Wear Sheer Flattery Loose Powder in Shaker Godets (5)
14.

Double Wear Sheer Flattery Loose Powder (1)
15.

Double Wear Sheer Longwear Makeup (26)
16.

Double Wear Stay-in-Place Matte Powder (12)

SEE PAGE 26 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 26 FOR TESTER PRE-PACK CODES.

Product List

1.

Pure Color Whipped Matte (10)
2.

Pure Color Envy Core Lip (30)
3.

Pure Color Illuminating Shine (12)
4.

Pure Color Crystal Balms (6)
5.

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

Pure Color Envy Sculpting Blush (1) (in primary)
7.

Pure Color Envy Luxe Eyeshadow Quads (1) (in primary)
8.

Pure Color Envy Luxe Eyeshadow Quads (6) (in godets)
9.

Bronze Goddess Healthy Glow Bronzer (1) (in primary)
10.

Bronze Goddess Healthy Glow Bronzer (1) (in godets)
11.

Bronze Goddess Matte and Glow Bronzing Trio (1) (in primary packaging)
12.

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

Bronze Goddess Highlighter (1) (in primary packaging)
14.

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

Pure Color Envy Core Lip (16)
16.

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

Pure Color Envy Lip Volumizer (1)
18.

Pure Color Envy Lip Repair Potion (1)
19.

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

Pure Color Envy Sculpting Lip Gloss (2)
21.

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

Double Wear Stay-In-Place Lip Pencil (12)
23.

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

The Brow Multi-Tasker (8)
25.

Double Wear Infinite Waterproof Eyeliner (8)
26.

Little Black Liner (1)
27.

Sumptuous Rebel Mascara (1)
28.

Sumptuous Extreme Lash Multiplying Volume Mascara (1)
29.

Sumptuous Extreme Waterproof (1)
30.

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

Little Black Primer (1)

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

COLOR 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)

- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS



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

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.

COUNTERS AT A GLANCE

BOUTIQUE CASE

OCT-DEC



OVERHEAD VIEW



OVERHEAD VIEW



OVERHEAD VIEW



OVERHEAD VIEW



SOLIDS & COMPACTS

- RISER 1:
Majestic Unicorn Pleasures Solid Perfume
- RISER 2:
Enchanted Powder Compact
- RISER 3:
Celestial Moon Beautiful Solid Perfume
- RISER 4:
Bejeweled Butterfly Powder Compact



SOLIDS & COMPACTS

- RISER 1:
Whimsical Fox Beautiful Solid Perfume
- RISER 2:
Sparkling Fairy Powder Compact
- RISER 3:
Harmonious Harp Beautiful Magnolia Solid Perfume
Saks Exclusive
- RISER 4:
Enchanted Powder Compact



RE-NUTRIV ULTIMATE DIAMOND

- RISER 1:
Re-Nutriv Ultimate Diamond Transformative Energy Eye Creme
- RISER 2:
New Re-Nutriv Ultimate Diamond Brilliance Serum
- RISER 3:
Re-Nutriv Ultimate Diamond Transformative Energy Creme
- RISER 4:
Re-Nutriv Ultimate Diamond Eye Serum



AERIN

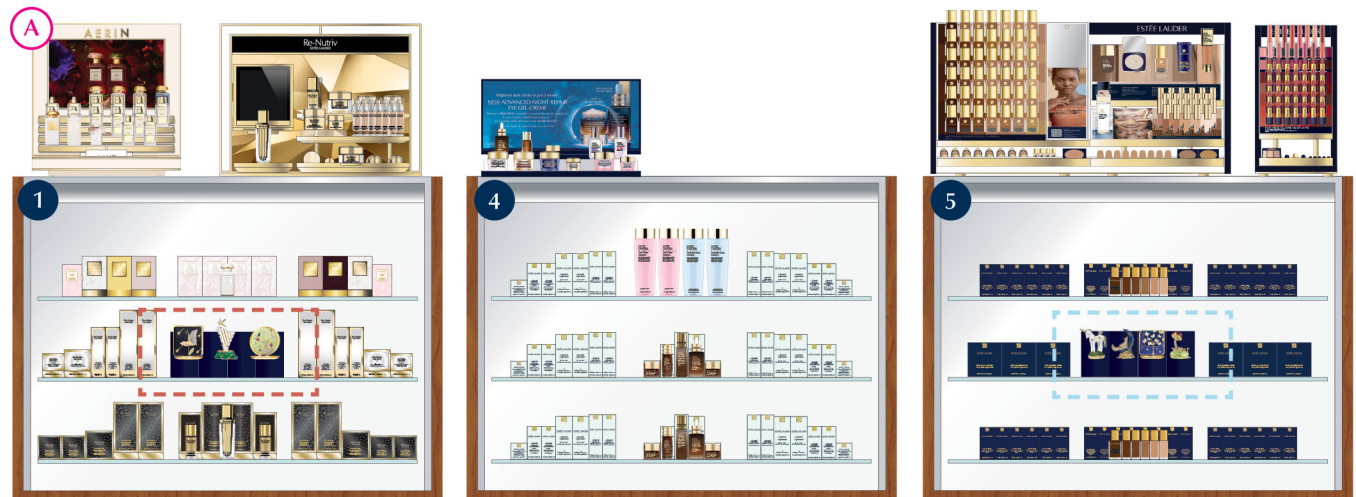
- RISER 1:
Aerin Joyful Bloom Fragrance 1.7 oz
- RISER 2:
Aerin Rose De Grasse Fragrance 1.7oz
- RISER 3:
New Aerin Joyful Bloom Fragrance 1.7 oz
- RISER 4:
Aerin Rose De Grasse Fragrance 1.7oz

CASE MERCHANDISING

OCT-DEC

CASE MERCHANDISING FOR DOORS WITHOUT IN-CASE TRAYS

3 CASES



*AERIN SET UP IS FOR CORE DOORS ONLY. SEE CASE ON THE RIGHT FOR TOP DOOR SET UP.

4 CASES



*AERIN SET UP IS FOR CORE DOORS ONLY. SEE CASE ON THE RIGHT FOR TOP DOOR SET UP.

5/6 CASES



*AERIN SET UP IS FOR CORE DOORS ONLY. SEE CASE ON THE RIGHT FOR TOP DOOR SET UP.

CASE CATEGORIES	
1 AERIN + Re-Nutriv	5 Color + Foundation
2 AERIN	6 Foundation
3 Re-Nutriv	7 Color
4 Skincare	8 Fragrance

NEW IN OCTOBER:
A Aerin Line Tester Unit Update

COMPACTS & SOLIDS IN CASE

In Re-Nutriv Cases:
Shelf 2 Tray: Sparkling Fairy, Harmonious Harp, and Enchanted

In Foundation Cases:
Shelf 2 Tray: Majestic Unicorn, Celestial Moon, Bejeweled Butterfly, Whimsical Fox

Use compacts and solids boxes (secondary packaging) by stacking and creating risers and place compacts on top.

See side view.



SIDE VIEW OF COMPACT DISPLAY

CASE MERCHANDISING

OCT-DEC

CASE MERCHANDISING WITH TRAY ARE FOR THE FOLLOWING DOORS ONLY:

- BEVERLY HILLS
 - BOCA RATON
 - CHICAGO
 - DADELAND
- LAS VEGAS
 - PALM BEACH
 - PALM DESERT
 - PGA
- SOUTH COAST PLAZA
 - TROY
 - TYSONS

CASE CATEGORIES

- 1 AERIN + Re-Nutriv
 - 2 AERIN
 - 3 Re-Nutriv
 - 4 Skincare
- 5 Color + Foundation
 - 6 Foundation
 - 7 Color
 - 8 Fragrance

NEW IN OCTOBER:

- A Aerin Line Tester Unit Update

COMPACTS & SOLIDS IN CASE

In Re-Nutriv Cases:
Shelf 2 Tray: Sparkling Fairy, Harmonious Harp, and Enchanted

In Foundation Cases:
Shelf 2 Tray: Majestic Unicorn, Celestial Moon, Bejeweled Butterfly, Whimsical Fox

3 CASES



*AERIN SET UP IS FOR CORE DOORS ONLY. SEE CASE ON THE RIGHT FOR TOP DOOR SET UP.

4 CASES



*AERIN SET UP IS FOR CORE DOORS ONLY. SEE CASE ON THE RIGHT FOR TOP DOOR SET UP.

5/6 CASES



*AERIN SET UP IS FOR CORE DOORS ONLY. SEE CASE ON THE RIGHT FOR TOP DOOR SET UP.

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

How to Measure a Light-box

STEP 1: DETERMINING "OUTSIDE" MEASUREMENT

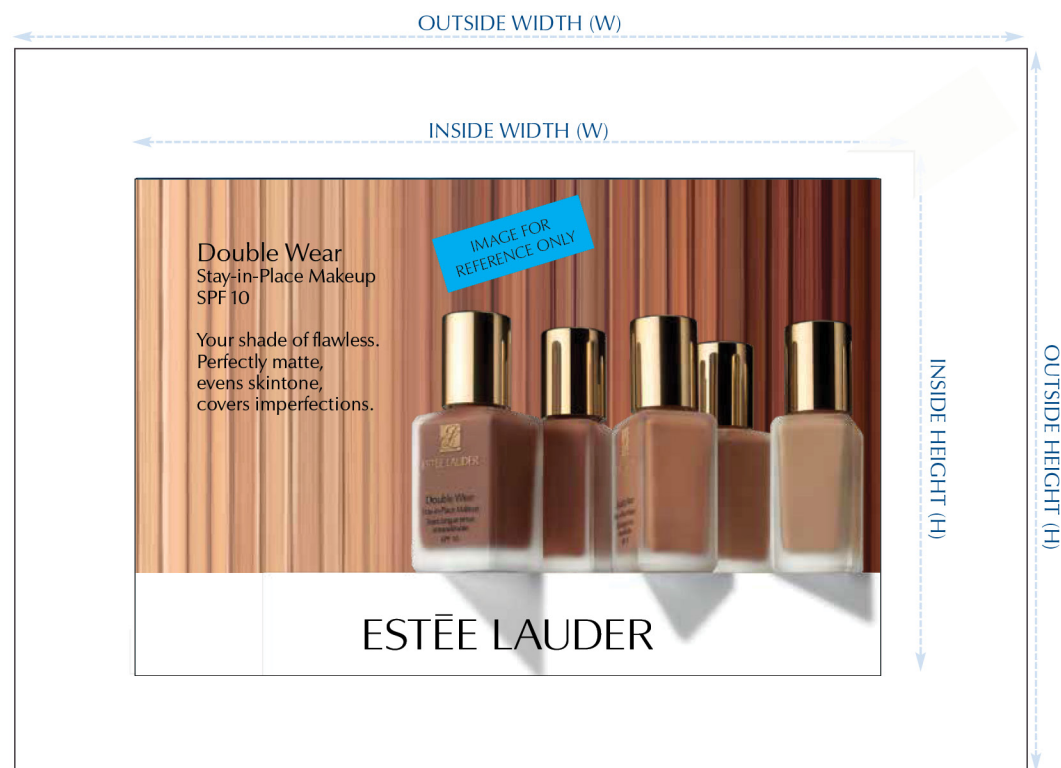
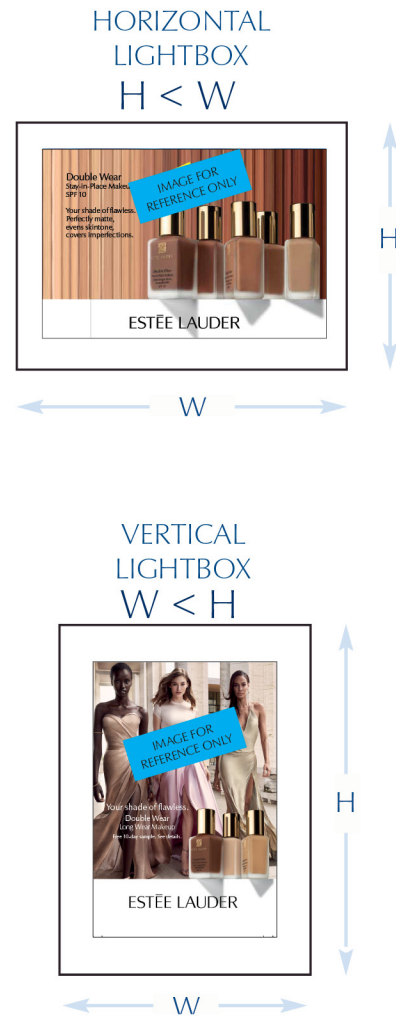
Open light-box. Measure end-to-end of the light-box horizontally (Width) and then vertically (Height). This is your “outside” measurement because it is the width (W) and height (H) of the “outside”, or total area, of the transparency that goes into the light-box.

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 Thursday 10am-8pm EST; Friday 10am-7pm EST; Saturday 11am-5pm 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]

