



ESTĒE LAUDER Point-of-Sale Guidelines Holiday 2022



Happy Holidays Estée Lauder Business and Counter Managers!

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



SET DESCRIPTION	U.S. MATERIAL CODE	U.S. S.R.P.
BEAUTIFUL DELUXE TRIO	GX6P-Y2-1001	\$87.00
BEAUTIFUL DUO	G3NX-01-0001	\$64.00
BEAUTIFUL MAGNOLIA DUO	GX6X-Y2-0001	\$64.00
BEAUTIFUL MAGNOLIA FAVORITES TRIO	GX6Y-Y2-1001	\$115.00
BEAUTIFUL MAGNOLIA PERFECT TRIO	GX70-Y2-1001	\$95.00
BEAUTIFUL PERFECT DUO	GX6M-Y2-0001	\$60.00
CINNABAR INDULGENT DUO	GX77-Y2-0001	\$60.00
estee indulgent duo	GX78-Y2-0001	\$35.00
PLEASURES PERFECT DUO	GX72-Y2-1001	\$95.00
PLEASURES PERFECT TRIO	GX74-Y2-1001	\$75.00
WHITE LINEN INDULGENT DUO	GX75-Y2-0001	\$44.00

SKINCARE SETS*

SET DESCRIPTION	CODE NUMBER	US S.R.P.
ANR BLACK FRIDAY SET	GWC1-Y2-0001	\$110.00
ANR HERO HERO SET	GWT4Y20001	\$110.00
BLACK FRIDAY PERFECTIONIST LIFT + FRIM SET	GWC3-Y2-0001	\$110
BLACK FRIDAY SUPREME MOISTURIZER SET	GWC2-Y2-1001	\$90.00
DOUBLE YOUR GLOW REFILL SET	GWT8-Y2-1001	\$138.00
GLOW NON STOP	GWNF-Y2-1001	\$39.50
holiday anr set	GWNC-Y2-1001	\$112.00
holiday supreme set	GWN9-Y2-1001	\$98.00
MORE TO LOVE	GWT5-Y2-1001	\$145.00
NIGHTTIME EXPERTS	GWNG-Y2-1001	\$39.50



SKINCARE SETS (CONT.)

set description	CODE NUMBER	US S.R.P.
PLUMP AND NOURISH SKINCARE SET	GWN7-Y2-1001	\$105.00
PROTECT AND HYDRATE SKINCARE	GWN8-Y2-1001	\$68.00
STAY YOUNG START NOW	GWNE-Y2-1001	\$39.50

MAKEUP SETS*

SET DESCRIPTION	CODE NUMBER	US S.R.P.
HOLIDAY SPARKLE	GXGY-01-0001	\$33.00
LIMITED EDITION LIP GLOSS WONDERS	GXGF-01-1001	\$35.00
PURE COLOR ENVY MINI LIPSTICK WONDER	GXGG-01-0001	\$75.00
PURE COLOR LIPSTICK WONDERS	GXGE-01-1001	\$33.00
WRAP YOUR LIPS IN LUXURY	GXGN-01-0001	\$33.00

HOLIDAY

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Launch Testers and Line Testers

HOLIDAY LEDGE TOP PROPS

HOLIDAY DISPLAY PROPS

Ledge top props: (See overview to the right and below)

- A. Macy's Caseline Doors pre-pack (G24L-60):1 Large Gift Stack with Tree, 1 3D Holiday Cereal Box, 1 Small Gift Stack
- B. All Other Department Stores pre-pack (G24M-60):
 - 2 Holiday Circles, 2 Small Gift Stacks

















Note:

Do not overstock ledge

Use fragrance sets only.

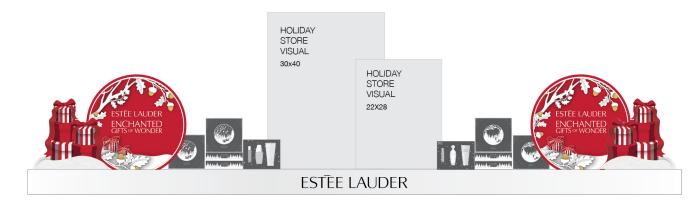
Please Also Note:

Sets vary by store.

tops when merchandising.

Follow pattern as shown and repeat for larger ledge tops.

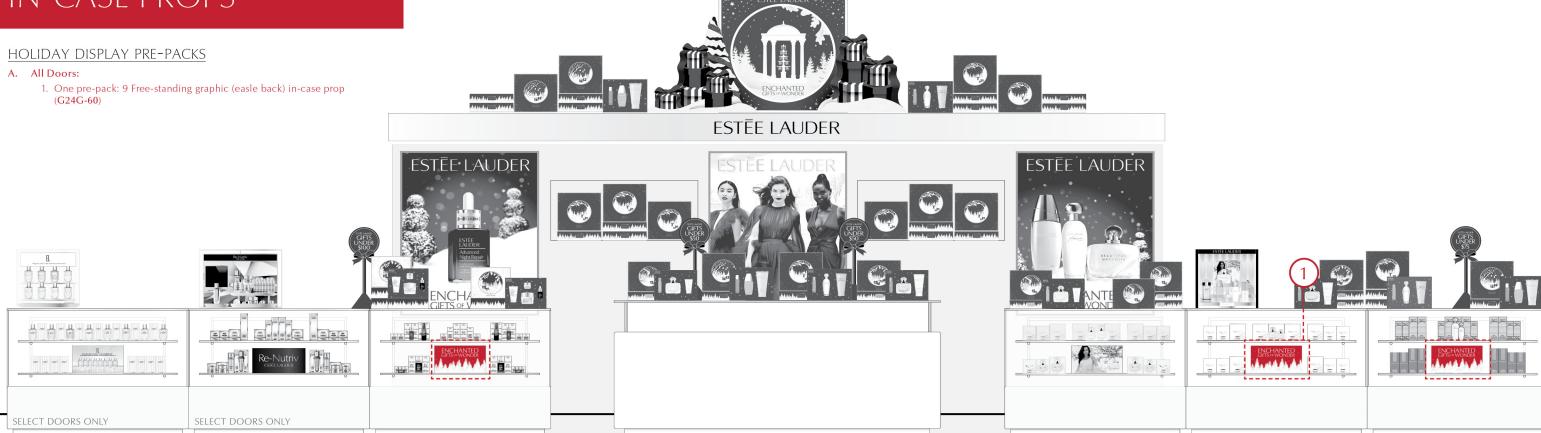
Macy's (MSNA), Belk's, Dillard's, and Von Maur Ledge Top:





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HOLIDAY IN-CASE PROPS



Free-standing graphic (easle back):

All doors receive a pre-pack of 9 in-case props. Place in-case props in **top 9 key cases**. **Do not place** in Re-Nutriv case, Luxury Fragrance case, and Beautiful Magnolia case.



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OCTOBER HOLIDAY SETS

MAIN APPROACH "BILLBOARD" CASES

PRIORITY FOCUS



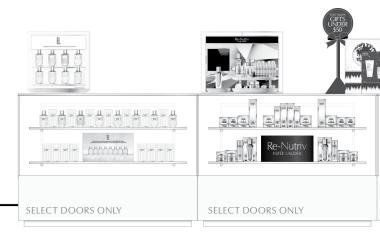
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OCTOBER 12TH BLOCKBUSTER

MAIN APPROACH "BILLBOARD" CASES

PRIORITY FOCUS

- Holiday sets and counter signs on counter.
- Fragrance sets displayed on ledge top with ledge top props.
- Blockbuster display on Blockbuster towers (shipping together: G2P2-60).
- Blockbuster sets on counter.





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ON THE AISLE

• Blockbuster Tower display on Blockbuster tower.



ON TOP OF COUNTER ---

• Display Blockbuster boxes on top of counter, by stacking two high, as shown below/above.



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NOVEMBER 7th "STELLAR SKINCARE" PWP

MAIN APPROACH "BILLBOARD" CASES

PRIORITY FOCUS

- Holiday sets and counter signs on counter.
- Fragrance sets displayed on ledge top with ledge top props.
- Blockbuster display on Blockbuster towers.
- Blockbuster sets on counter.
- "Stellar Skincare" PWP on PFU and on counter (GYEF-60).



SELECT DOORS ONLY











IF SPACE ALLOWS CREATE A GIFTING DESTINATION AS SHOWN ABOVE.

ON THE AISLE

SELECT DOORS ONLY

• Blockbuster Tower display on Blockbuster tower.



ON TOP OF COUNTER

• Display Blockbuster boxes on top of counter, by stacking two high, as shown below/above.





SKINCARE PWP "STELLAR SKINCARE" On Promotional Focus Unit (PFU)

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NOVEMBER 20TH-26TH SPECIAL OFFERS

MAIN APPROACH "BILLBOARD" CASES

PRIORITY FOCUS

- Holiday sets on counter & counter signs on counter.
- Fragrance and skincare sets displayed on ledge top
- Blockbuster display on Blockbuster towers
- Blockbuster sets on counter.
- "Stellar Skincare" PWP on PFU and on counter.
- All Black "Friday" sets on counter and merchandised areas with corresponding generic discount sign.









Generic Discount Signs:



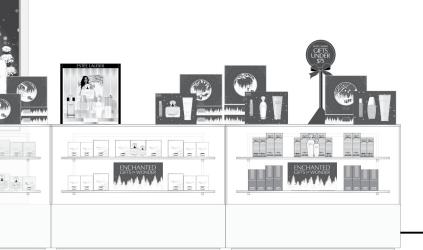
Merchandise special offer sets with generic discount signs where applicable.











BLACK "FRIDAY" OFFERS (11/20-11/26)



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

Department Stores:



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

SPECIAL OFFER (11/22-11/26)



SPECIAL OFFERS (11/20-11/30)



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

Department Stores:



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

Department Stores:



SRP \$63.00 Special Offer 30% off of SRP \$90.00

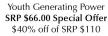
Department Stores:



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

CYBER MONDAY OFFERS (11/27-11/30)







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



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





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



Limited Edition Lip Gloss Wonders SRP \$20.00 Special Offer

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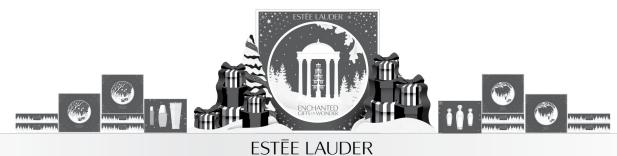
NOVEMBER 22ND "ENCHANTED EVENING" PWP

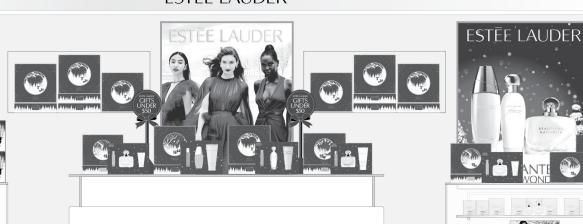
MAIN APPROACH "BILLBOARD" CASES

PRIORITY FOCUS

- Holiday sets on counter & counter signs on counter.
- Fragrance and skincare sets displayed on ledge top.
- Blockbuster display on Blockbuster towers.
- Blockbuster sets on counter.
- "Stellar Skincare" PWP on PFU and on counter.
- "Enchanted Evening" PWP in PFU on counter.















ON THE AISLE

• Blockbuster Tower display on Blockbuster tower.



ON TOP OF COUNTER

• Display Blockbuster boxes on top of counter, by stacking two high, as shown below/above.





AFTER BLOCKBUSTERS SELL-THROUGH:

When Blockbusters sell through, remove risers and platform from Blockbuster display and fill with gift

Use "Great Gifts" sticker to update messaging on Blockbuster tower.



BLOCKBUSTER DISPLAY PREPACK

CURRENTLY ON **BLOCKBUSTER TOWER**



FRAGRANCE PWP On Promotional Focus Unit (PFU)

Example using Beautiful sets.

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NOVEMBER 27TH FRAGRANCE GWP

MAIN APPROACH "BILLBOARD" CASES

PRIORITY FOCUS

- Holiday sets on counter & counter signs on counter.
- Fragrance and skincare sets displayed on ledge top.
- Blockbuster display on Blockbuster towers.
- Blockbuster sets on counter.
- PWP in PFU and sets on counter (until sold through).
- Bring all of your sets to counters for easier selling. Stockrooms should be emptied.
- Fragrance GWP on PFU and on counter.







ON THE AISLE

• Blockbuster Tower display on Blockbuster tower.



NT VIEW SIDE VIEW

<u>ON TOP</u> OF COUNTER

• Display Blockbuster boxes on top of counter, by stacking two high, as shown below/above.





FRAGRANCE GWP
On Promotional Focus Unit (PFU)

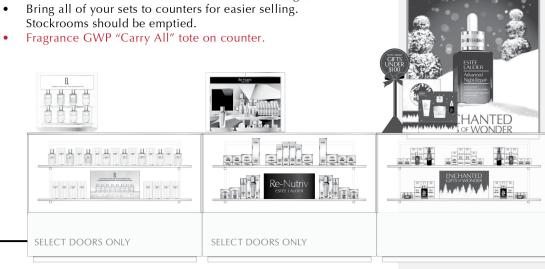
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DECEMBER 8TH "CARRY ALL" TOTE GWP

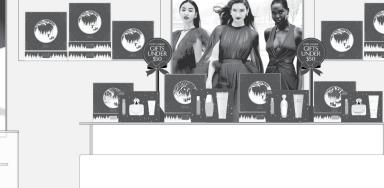
MAIN APPROACH "BILLBOARD" CASES

PRIORITY FOCUS

- Holiday sets on counter & counter signs on counter.
- Fragrance and skincare sets displayed on ledge top.
- Blockbuster display on Blockbuster towers.
- Blockbuster sets on counter.
- PWP in PFU and sets on counter (until sold through).
- Stockrooms should be emptied.







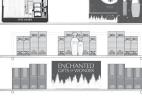
IF SPACE ALLOWS CREATE A GIFTING DESTINATION AS SHOWN ABOVE.











ON THE AISLE

• Blockbuster Tower display on Blockbuster tower.



ON TOP OF COUNTER

• Display Blockbuster boxes on top of counter, by stacking two high, as shown below/above.



HOLIDAY FRAGRANCE GIFT-WITH-PURCHASE 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.



DECEMBER 26TH LOOK-IN-A-BOX GWP

MAIN APPROACH "BILLBOARD" CASES

PRIORITY FOCUS

- Look-in-a-Box in PFU on counter.
- Remove any sets and props on ledge top.
- Ensure all that line tester units are returned to appropriate counter position (if they were moved during the Holiday
- case merchandising.



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LOOK-IN-A-BOX On Promotional Focus Unit (PFU)

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ESTĒE LAUDER Holiday Cadence: Promotional Focus Unit & Blockbuster



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MSNA/NON-CASELINE HOLIDAY MERCHANDISING

Fragrance Towers

MSNA Doors will receive <u>two</u> low fragrance towers to be positioned as needed at your counters.



Tower Toppers

MSNA doors with towers will receive <u>two</u> tower toppers per door. Place on two of your key towers.



Distortion Table Tower Topper

Open Sell doors will receive two Tower Toppers to be placed on two different Distortion Tables.





MSNA/OPEN SELL COUNTER ENVIRONMENTS

Place ledge top props on ledges and keep sets on fragrance towers and on counter.



New Macy's doors without ledge tops do not receive ledge top props. Please ensure to keep sets off ledges and place on counter tables and fragrance towers.



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VALUE STICKER PLACEMENT

PLEASE PLACE VALUE STICKERS ON FRACRANCE SETS AS SHOWN RELOW

FOR FRAGRANCE SETS:

Holiday Value Label L-Card (code: G3PK-70-1001)
Locate the L-Cards and fold down top and leftside flaps.
Insert card in between the Vac Form and outer back lid, in the upper left corner of the set.
This will give you a surface to adhere the respective value sticker to.



FOR ALL OTHER SETS:

Place Value Sticker in upper left corner of the box.





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.



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 (WITH 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.



Amber Musk 5.0 oz Amber Musk Body Creme, 1.7 oz Amber Musk Fragrance \$210.00 S.R.P.



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.

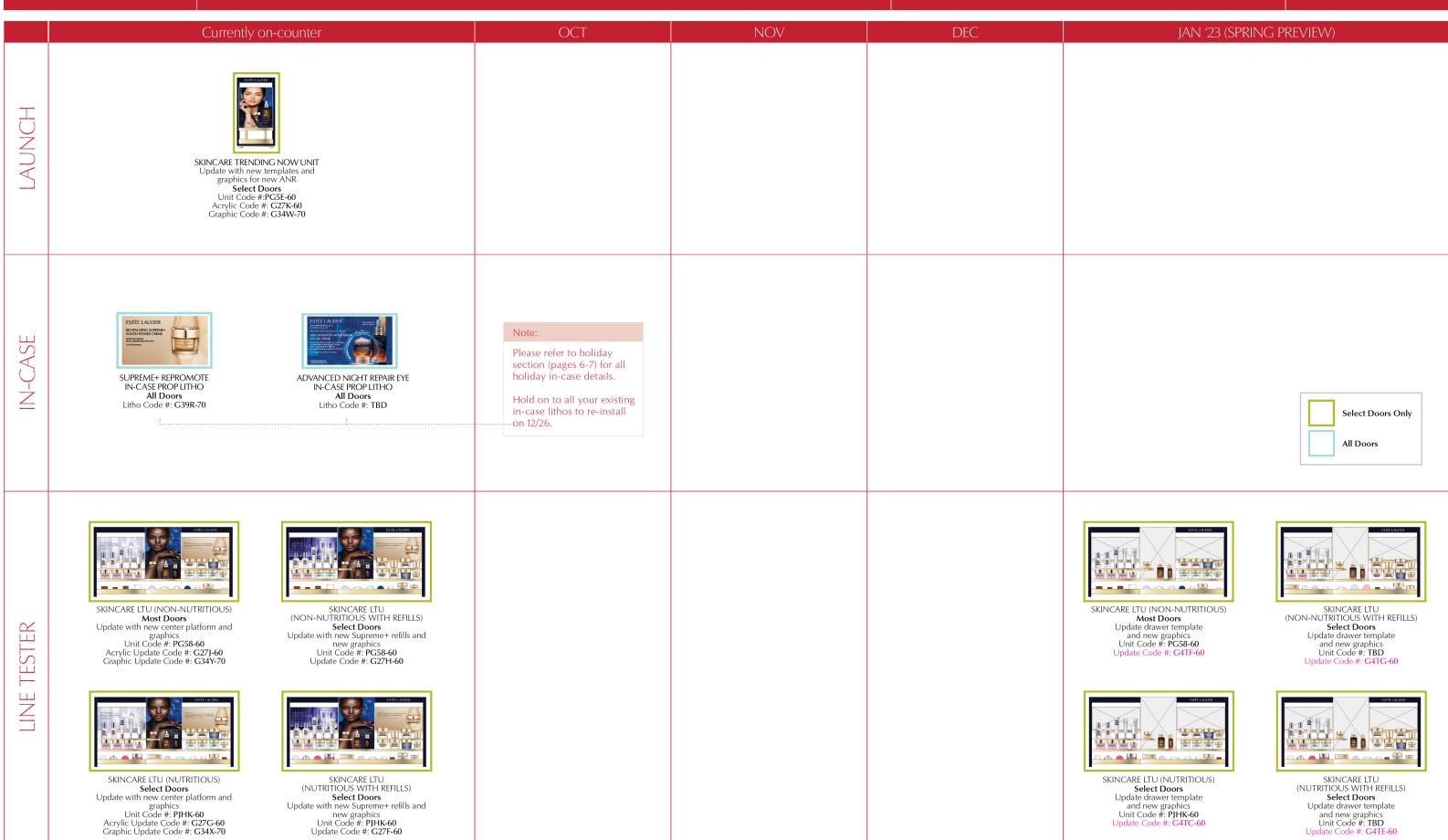


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LINE TESTERS & TRENDING NOW LAUNCH UNITS

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Update Code #: G27F-60



NOV

DEC

OCT

JAN '23 (SPRING PREVIEW)



Re-Nutriv

Re-Nutriv In-Case Prop **All Doors** Prop Code #: RN7H-60

Re-Nutriv

Re-Nutriv In-Case Prop

Prop Code #: RN7H-60



RE-NUTRIV DIAMOND LINE TESTER UNIT

Select Doors
Updated graphics with new S.R.P
Uit Code #: PT2M-60
Update Code #: G3L7-70

RE-NUTRIV (NON-DIAMOND)
LINE TESTER UNIT (ULRY)
Select Doors
Updated graphics with new S.R.P
Unit Code #: PT2N-60
Graphic Code #: G316-70



RE-NUTRIV DIAMOND LINE TESTER UNIT Select Doors Update with new templates and graphics Uit Code #: PT2M-60 Update Code #: G5LM-60

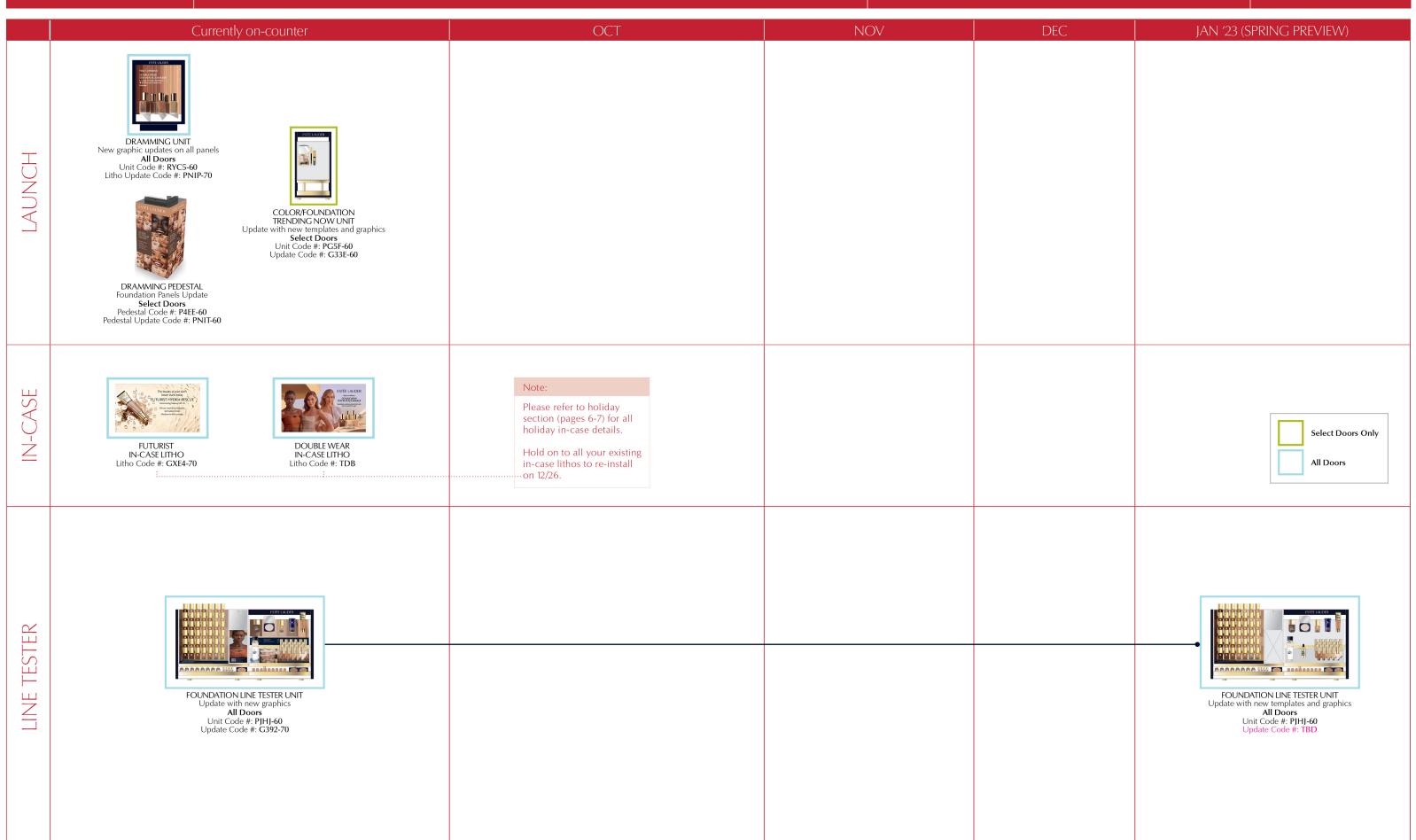


Currently on-counter



	Currently on-counter	OCT	NOV	DEC	JAN '23 (SPRING PR	REVIEW)
LAUNCH	IPAD/IMATCH TRENDING NOW UNIT Graphic and drawer template update Select Doors Unit Code #: PG5H-60 Update code #: GX5X-60					
IN-CASE	CRYSTAL BALMS IN-CASE LITHO Select Doors Litho Code #: GXE6-70	Note: Please refer to holiday section (pages 6-7) for all holiday in-case details. Hold on to all your existing in-case lithos to re-install on 12/26.				
LINE TESTER	COLOR LTU (55 LIP SHADE VARIANT) Update with new templates and graphics Select Doors Unit Code #: PC53-60 Update Code #: G33A-60 COLOR LTU (35 LIP SHADE VARIANT) Update with new templates and graphics Select Doors Unit Code #: PC53-60 Update Code #: G33C-60 COLOR HYBRID LTU - VER. 2 Boscov's, Independents, Blue Mercury, and Puerto Rico Doors Update with new drawer template and graphics Update Code #: PC5G-60 Update Code #: G33H-60					Select Doors Only All Doors

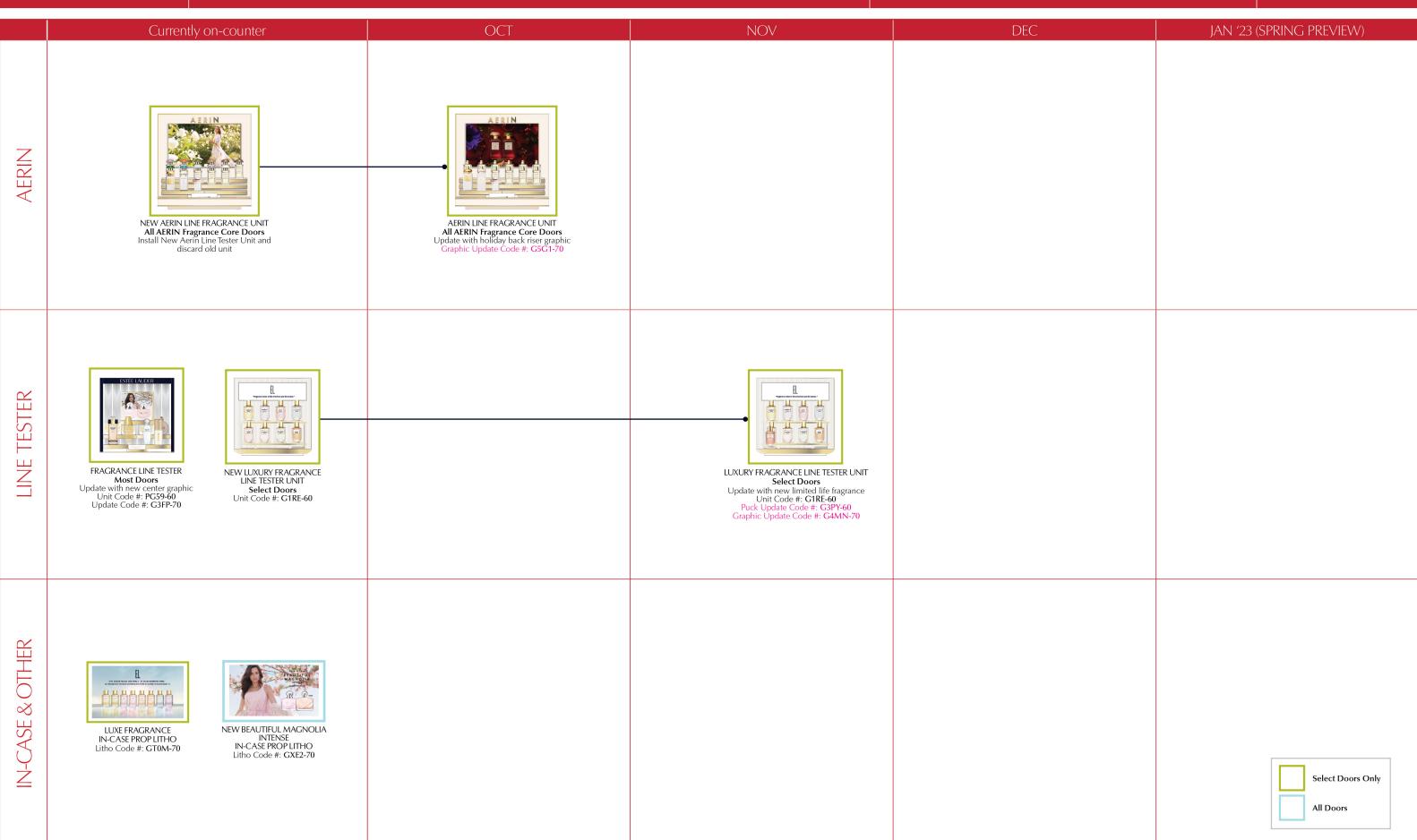
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Holiday 2022



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Unit Code #: PG58-60

SKINCARE LINE TESTER

Non-Nutritious Doors July Update (No Update for Holiday)

HISTOR	y 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 (1.7 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

- 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

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Unit Code #: PG58-60

SKINCARE LINE TESTER

Select Non-Nutritious Doors Only September Update (No Update for Holiday) 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 (1.7 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)
- Advanced Night Repair Serum Synchronized Multi-Recovery Complex (1.7oz)
- Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery Complex (0.5 oz)
- 13. Revitalizing Supreme+ Youth Power Creme (2.5 oz)
- 14. New 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)
- 8. 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)



MAIN PLATFORM



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

NEW GRAPHICS

NEW TEMPLATES & GRAPHICS

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Unit Code #: PJHK-60

SKINCARE LINE TESTER

Nutritious Doors July Update (No Update for Holiday)

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)
- Perfectionist Pro Rapid Firm + Lift Treatment (1.7 oz)
- Perfectionist Pro Rapid Renewal Retinol Treatment (1.7 oz)
- Perfectionist Pro Multi-Zone Wrinkle Concentrate (0.85 oz)
- Perfectionist Pro Multi-Defense UV Gel (1.7 oz)
- Resilience Multi-Effect Face and Neck Creme SPF 15 (1.7 oz)
- Resilience Multi-Effect Face and Neck Creme Dry (1.7 oz)
- Resilience Multi-Effect Night Creme (1.7 oz)
- Resilience Multi-Effect Eye Creme (0.5 oz)
- Advanced Night Repair Supercharged Gel-Creme Synchronized Multi-Recovery (0.5 oz)
- 11. Advanced Night Repair Serum Synchronized Multi-Recovery Complex (1.7oz) 24. Nutritious Super Pomegranate Radiant Energy Night Creme/Mask (1.7 oz)
- 12. Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery 25. 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

- 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)
- 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)





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

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SKINCARE LINE TESTER

Select Nutritious Doors
September Update (No Update for Holiday)

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 Supremetrellis (GYFN-70).



Main Platform

- I. 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 (1.7 oz)
- 4. Perfectionist Pro Multi-Zone Wrinkle Concentrate (0.85 oz)
- 5. Perfectionist Pro Multi-Defense UV Gel (1.7 oz)
- 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. Advanced Night Repair Supercharged Gel-Creme Synchronized Multi-Recovery (0.5 oz)
- $11. \quad \text{Advanced Night Repair Serum Synchronized Multi-Recovery Complex (1.7oz)} \quad 24.$
- Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery 25.
 Complex (0.5 oz) 26.
- 13. Revitalizing Supreme+ Youth Power Creme (2.5 oz)
- 4. 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. 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)

Unit Code #: PJHK-60





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)
- $34. \quad Idealist \ Pore \ Minimizing \ Skin \ Refinisher \ (1.7 \ oz)$
- $35. \quad \mathsf{Perfectionist} \; [\mathsf{CP+R}] \; \mathsf{Wrinkle} \; \mathsf{Lifting/Firming} \; \mathsf{Serum} \; (1.7 \; \mathsf{oz})$
- 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

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RE-NUTRIV LINE TESTER

Non-Diamond Department Stores July Update (No Update for Holiday)

HISTORY OF UPDATES

Jul '21	Update with new graphics for S.R.P. updates (GT4K-70).
Feb '22	Update with new graphics (GY98-70).
Iul '22	Undate with new S.R.P. graphics (C31.7-70)

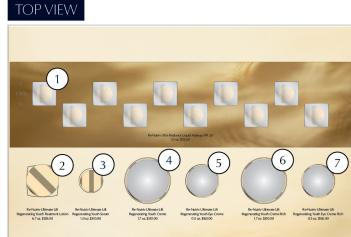
Unit Code #: PT2M-60

RE-NUTRIV LINE TESTER

Diamond Department Stores July Update

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).

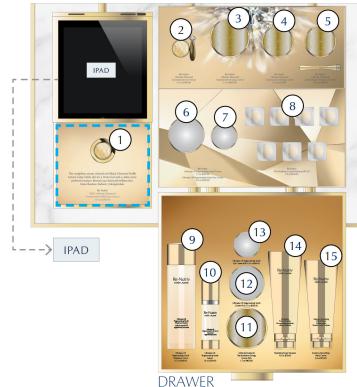












TOP VIEW

Line Tester (Use saleable products except where indicated.)

- 1. Re-Nutriv Ultra Radiance Liquid Makeup SPF 20 1 oz, (10)
- 2. Re-Nutriv Ultimate Lift Regenerating Youth Treatment Lotion 6.7 oz, (1)
- 3. Re-Nutriv Ultimate Lift Regenerating Youth Serum 1 oz, (1)
- 4. Re-Nutriv Ultimate Lift Regenerating Youth Creme 1.7 oz, (1)
- 5. Re-Nutriv Ultimate Lift Regenerating Youth Eye Creme 0.5 oz, (1)
- 6. Re-Nutriv Ultimate Lift Regenerating Youth Creme Rich 1.7 oz, (1)
- 7. Re-Nutriv Ultimate Lift Regenerating Youth Eye Creme Rich 0.5 oz, (1)



Line Tester (Use saleable products except where indicated.)

- 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)



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Merchandising Directive

OR LINE TESTER

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

HISTORY OF UPDATES

Update with new products, new templates and new graphics (Acrylic Update: GWF5-60, Graphic Update: GYAA-70).

Update with new templates and new graphics (G33A-60). Sept '22





SEE PAGE 82 FOR TESTER PRE-PACK CODES.

Product List

- 1. Pure Color Lip Mousse (10)
- Pure Color Envy Core Lip (30)
- Pure Color Illuminating Shine (12)
- Pure Color Crystal Balms (6)
- Pure Color Envy Sculpting Blush (6) (in godets)
- Pure Color Envy Sculpting Blush (1) (in primary)
- Pure Color Envy Luxe Eyeshadow Quads (1) (in primary)
- Pure Color Envy Luxe Eyeshadow Quads (6) (in godets) 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)
- 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)



Unit Code #: PG53-60

OR LINE TESTER

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

HISTORY OF UPDATES

Update with new products, new templates, and new graphics (Acrylic Update: GWF9-60, Graphic Update: GYAJ-70).

Update with new templates and new graphics (G33C-60). Sept '22





SEE PAGE 82 FOR TESTER PRE-PACK CODES.

Product List

- Pure Color Envy Core Lipstick (30)
- Pure Color Illuminating Shine (12)
- Pure Color Crystal Lip Balms (6)
- Pure Color Envy Sculpting Blush (6) (in godets)
- Pure Color Envy Sculpting Blush (1) (in primary)
- Pure Color Envy Luxe Eyeshadow Quads (1) (in primary)
- Pure Color Envy Luxe Eyeshadow Quads (6) (in godets)
- Bronze Goddess Healthy Glow Bronzer (1) (in primary)
- Bronze Goddess Healthy Glow Bronzer (1) (in godets)
- Bronze Goddess Matte and Glow Bronzing Trio (1) (in primary packaging)

DRAWER

- Bronze Goddess Powder Bronzer (4) (in godets)
- Bronze Goddess Highlighter (1) (in primary packaging)

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

- Bronze Goddess Highlighter (3) (in godets)
- Pure Color Envy Core Lipstick (6)

- 16. Pure Color Envy Lip Volumizer (1)
- 17. Pure Color Envy Lip Repair Potion (1)
- 18. Pure Color Envy Nighttime Rescue Lip Oil-Serum (1)
- 19. Pure Color Envy Sculpting Lip Gloss (2)
- 20. Pure Color Envy Sculpting Blush (2) (in godets)
- 21. Double Wear Stay-In-Place Lip Pencil (12)
- 22. Double Wear Stay-In-Place Eye Pencil (10)
- 23. The Brow Multi-Tasker (8)
- 24. Double Wear Infinite Waterproof Eyeliner (8)
- 25. Little Black Liner (1)
- 26. Sumptuous Rebel Mascara (1)
- 27. Sumptuous Extreme Lash Multiplying Volume Mascara (1)
- 28. Sumptuous Extreme Waterproof (1)
- 29. Double Wear Zero-Smudge Lengthening Mascara (1)
- 30. Little Black Primer (1)

NEW GRAPHICS **NEW TEMPLATES & GRAPHICS**

FOUNDATION LINE TESTER

July Update (No Update for Holiday)

1113101	Y 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).

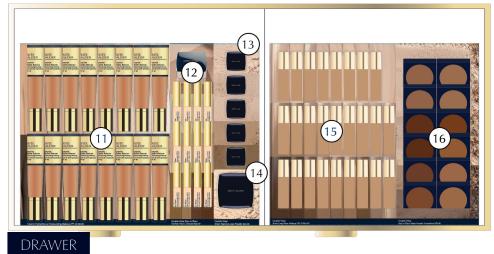
Unit Code #: PG5G-60

COLOR HYBRID UNIT V.2

September Update (No Update for Holiday)

Sept '21	Y OF UPDATES Update with new graphics (GT0H-70).
Эерt 21	Opdate With New graphics (GTOFF70).
Feb '22	Update with new drawer template, new graphic, and new products (Acrylic Update: GWET-60, Graphic Update: GYAG-70).
Sept '22	Update with new top template and new graphics (G33H-60)





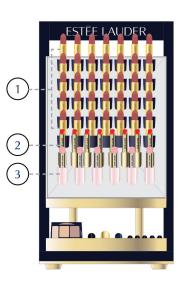
Product List

- I. 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 (10)

SEE PAGE 82 FOR TESTER PRE-PACK CODES.







Product List

Main Platform

- 1. Pure Color Envy Lipstick (35)
- 2. Pure Color Shine (8)
- 3. Pure Color Crystal Lip Balm (6)

Drawer

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





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AERIN October Update

HISTORY OF UPDATES

Discard old Aerin Line Tester, install NEW UNIT, and new graphics.

Update with new back riser holiday graphic (G5G1-70).

TOP VIEW



Line Tester (Use salable products)

- 1. Rose De Grasse 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 1.7oz
- 7. Wild Geranium 1.7 oz
- 8. Ikat Jasmine 1.7oz

- 9. Lilac Path 1.7oz
- 10. Hibiscus Palm 1.7oz 11. Cedar Violet 1.7oz
- 12. Amber Musk 1.7oz
- 13. Evening Rose 1.7oz
- 14. Tangier Vanille 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.

NEW GRAPHICS

NEW TEMPLATES & GRAPHICS

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

Unit Code #: G1RE-60

JXURY FRAGRANCE INE TESTER UNIT

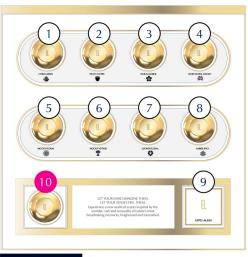
November 2022

HISTORY OF UPDATES

Oct '21 Install new unit.

> Puck update to add new Oasis Dawn fragrance (Puck update: G3PY- 60 Graphic update: G4MN-70).





TOP VIEW

Product List

- 1. Tender Light Eau De Parfum, 3.4 oz
- Sensuous Stars Eau De Parfum, 3.4oz
- Dream Dusk Eau De Parfum, 3.4 oz
- Radiant Mirage Eau De Parfum, 3.4 oz
- Desert Eden Eau De Parfum, 3.4 oz
- Blushing Sands Eau De Parfum, 3.4 oz
- Paradise Moon Eau De Parfum, 3.4 oz
- Infinite Sky Eau De Parfum, 3.4 oz
- Luxe Fragrance Blotter Cards
- 10. New Oasis Dawn Eau De Parfum, 3.4 oz

NEW GRAPHICS

NEW TEMPLATES & GRAPHICS

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FRAGRANCE INE LESTER UNIT March Update (No Update for Holiday)

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

Unit Code #: PG5E-60

TRENDING NOW SKINCARE UNIT July Update (No Update for Holiday)

HISTORY OF UPDATES Jul '21

Jul '22

Update with new ANR Eye, templates (G1M7-60), and graphics (GT4J-70).

Update with new templates and new graphics (Acrylic Update: GW29-60, Graphic Update: GXK8-70). Dec 26th

Update with new templates and new graphics (Acrylic Code #: G27K-60; Graphic Code #: G34W-70











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)

- Beautiful Belle Eau De Parfum, 3.4 oz
- Bronze Goddess Eau de Parfum, 3.4 oz
- Bronze Goddess Eau Fraiche, 3.4 oz
- Estée Lauder Sensuous Eau de Parfum Spray, 3.4 oz
- Modern Muse Eau De Parfum, 3.4 oz
- Beautiful Eau De Parfum, 3.4 oz
- 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
- Intutition
- Spellbound
- Youth Dew

- Tuscany Per Donna

- FLORAL
- (#7) Modern Muse (Mandatory) • (#8) Beautiful (Mandatory)
- Beyond Paradise Estée
- Pleasures Intense
- Private Collection • Private Collection Tuberose Gardenia

- WOODY • (#5) Bronze Goddess Eau Fraiche
 - (#6) Sensuous (Suggested)
 - OTHER OPTION (IF YOU ARE OUT OF STOCK ON THE ABOVE

 - Knowing

FRESH

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

Product List

Main Platform

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

Drawer

- 3. 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.

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Unit Code #: PG5F-60

TRENDING NOW COLOR/

September Update (No Update for Holiday)

(C	mplates (GRTW-60), and graphics iTH6-70).
gr U	odate with new templates, new aphics, and new products (Acrylic odate: GWF0-60, Graphic Update: Y8N-70).
G	odate: GWF0-60, Graphic Up

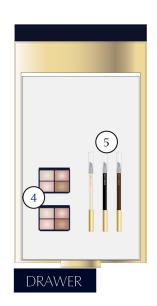
graphics (G33E-60).

Unit Code #: PG5H-60

TRENDING NOW iMATCH/YOUCAM UNIT January Update (No Update for Holiday)v

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 (GX5X-60).	









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

Product List

Main Platform

1. iPad with YouCam

Drawer (Graphic Only)

NEW GRAPHICS

NEW TEMPLATES & GRAPHICS





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DRAMMING UNIT & DRAMMING PEDESTAL

January 2020 Update

HISTORY OF UPDATES

Install new unit (PG5F-60). Aug '19

Jan '20

Update with all new graphics on Dramming Unit (PNIP-70). Update with all new magnetic panels on Dramming Pedestal (PNIT-60).

SIDES 1 & 2



MAGNETIC PANELS 1 & 2



MAGNETIC PANELS 3 & 4

Dramming Unit Code #: RYC5-60 | Dramming Unit Pedestal #: P4EE-60

GRAPHIC OVERVIEW

January 2020 Update



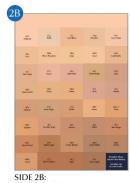
SIDE 1A: Half-Graphic (for stores with iMatch Tool. Double-Sided Print



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



SIDE 2A: Double-Sided Print



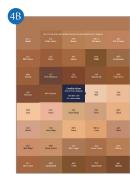
Double-Sided Print



SIDE 3: Single-Sided Print



SIDE 4A: Double-Sided Print



SIDE 4B: Double-Sided Print

DIRECTIONS

1. Insert graphics on dramming doors as shown below.





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COUNTERS AT A GLANCE

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Merchandising Directive NY Office 67

SKINCARE

OCTOBER

Based on the number of Skincare cases you will have in OCTOBER, choose one of these scenarios.



SAVE IN-CASE FRAMES AND LITHOS FOR REINSTALL ON DEC. 26TH.







PRIORITY 2:

Supreme+ and Moisturizers







PRIORITY 4: New Cleansers + Serums

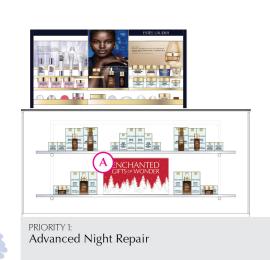
















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SKINCARE

DEC 26TH

Based on the number of Skincare cases you will have on DEC 26TH choose one of these scenarios.

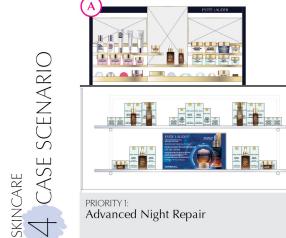
NEW DECEMBER 26TH:

70 Holiday 2022

(A) Skincare Line Tester Unit Update

(B) Skincare Trending Now Tester Unit Update

REMOVE HOLIDAY '22 PROPS REPLACE WITH ACRYLIC IN-CASE FRAMES AND SAVED LITHOS FROM FALL '22.







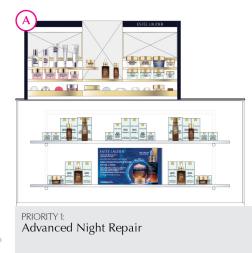


PRIORITY 2: Supreme+ and Moisturizers

PRIORITY 3: Perfectionist Pro

PRIORITY 4: New Cleansers + Serums









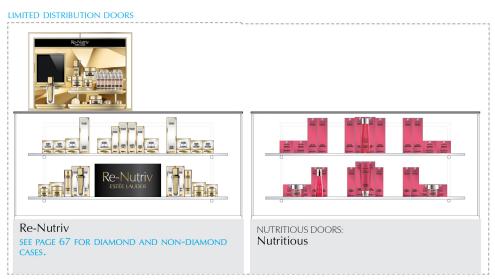
PRIORITY 2: Supreme+ and Moisturizers

New Cleansers + Perfectionist Pro









Counters at a Glance Merchandising Directive NY Office 71

MAKEUP

OCT-DEC

Based on the number of Makeup cases you will have OCT-DEC choose one of these scenarios.

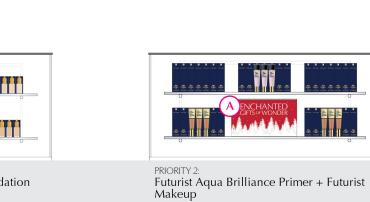
NEW OCT-DEC:

A In-Case Prop Graphic with Lollipop

SAVE IN-CASE FRAMES AND LITHOS FOR REINSTALL ON DEC. 26TH.













Pure Color Crystal Balms + Pure Color Pure Color Envy Eyeshadow + Blush Envy Lip + Lip Care











PRIORITY 3: Pure Color Crystal Balms + Lip Care + Blush







PRIORITY 2: Pure Color Crystal Balms + Lip Care + Blush and Eyeshadow

MAKEUP

DEC 26TH

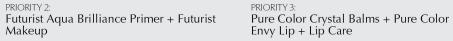
Based on the number of Makeup cases you will haveon December 26th choose one of these scenarios.

REINSTALL FALL IN-CASE LITHOS ON DEC. 26TH.

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Pure Color Crystal Balms + Lip Care + Blush







PRIORITY 2: Pure Color Crystal Balms + Lip Care + Blush and Eyeshadow

Counters at a Glance

FRAGRANCE

OCT-DEC

Based on the number of Fragrance cases you will have in OCT-DEC, choose one of these scenarios.

NEW OCT-DEC:

(A) In-Case Prop Graphic with Lollipop

SAVE IN-CASE FRAMES AND LITHOS FOR REINSTALL ON DEC. 26TH.











PRIORITY 2: Beautiful Belle

PRIORITY 3: **Beautiful**

PRIORITY 4: Pleasures

FRAGRANCE S CASE SCENARIO







PRIORITY 2: Beautiful Belle

PRIORITY 3: Beautiful + Pleasures

CASE SCENARIO FRAGRANCE





PRIORITY 2: Beautiful Belle + Beautiful + Pleasures

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FRAGRANCE

DEC 26TH

Based on the number of Fragrance cases you will have on December 26th, choose one of these scenarios.









PRIORITY 4: Pleasures









PRIORITY 2: Beautiful Belle

PRIORITY 3: Beautiful + Pleasures







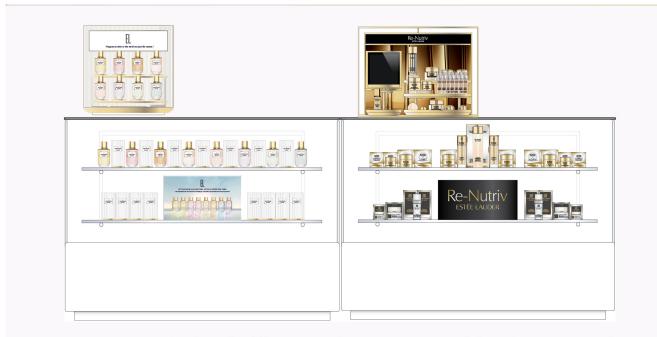
PRIORITY 2: Beautiful Belle + Beautiful + Pleasures

Counters at a Glance

LUXURY FRAGRANCE COLLECTION MERCHANDISING GUIDELINES

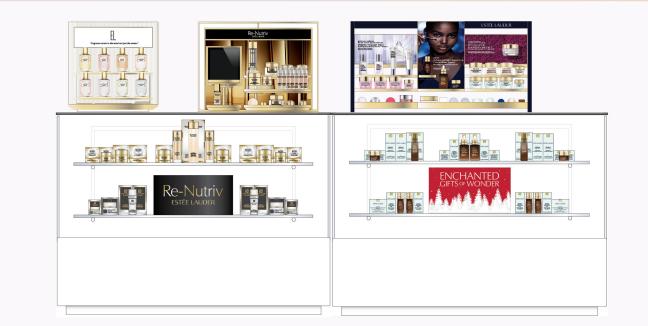
FOR STORES WITH RE-NUTRIV

5 OR MORE CASE SCENARIO



Luxury Fragrance merchandising should be positioned next to Re-Nutriv in all doors that carry it, in order to create a Luxury Zone at counter. If you have enough cases, create designated Luxury Fragrance case next to Re-Nutriv case (away from EL Fragrances). Place Luxe Fragrance unit on top of Luxe Fragrance case.

4 OR LESS CASE SCENARIO

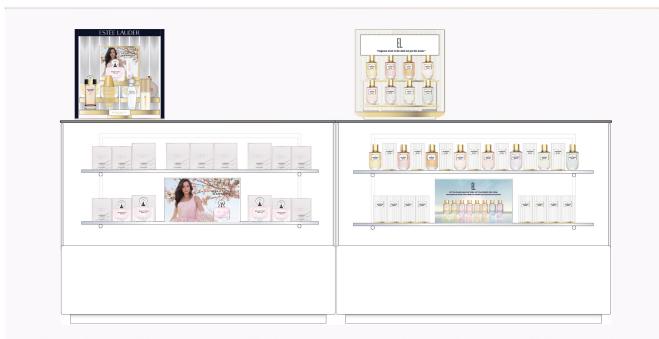


If you do not have enough cases to have a designated Luxury Fragrance case, place Luxury Fragrance Unit on top of Re-Nutriv case.

LUXURY FRAGRANCE COLLECTION MERCHANDISING GUIDELINES

FOR STORES WITHOUT RE-NUTRIV

5 OR MORE CASE SCENARIO

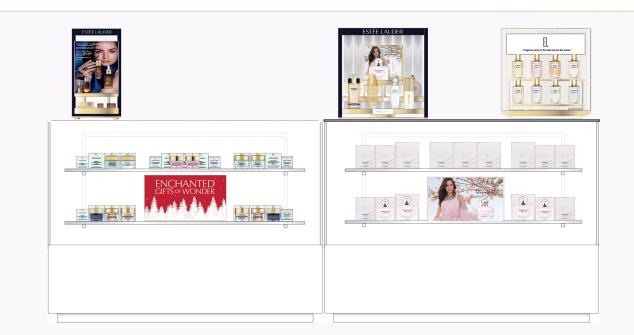


Stores without Re-Nutriv can merchandise Luxury Fragrances in a designated case next to EL Fragrances (or Make-up if your counter does not have an EL Fragrance case).

If you have enough cases, create designated Luxe Fragrance case next to an EL Fragrance case as shown above. Place Luxury Fragrance Line Tester Unit on top of the designated Luxury Fragrance case.

NOTE: Never merchandise Luxury Fragrances in case together with EL Core Fragrances.

4 OR LESS CASE SCENARIO



If you do no have enough cases to have a designated Luxury Fragrance case, place Luxury Fragrance Unit on top of an EL Fragrance case.

NOTE: Never merchandise Luxury Fragrances in case together with EL Core Fragrances.

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Estée Lauder Counter Cleanliness Guidelines

Who is Responsible? Everyone! <u>Everyone</u> must clean at least three (3) times per day

All Tester Units and Counter Areas

- Use micro fiber towels to wipe down and polish look of unit. Then, gently wipe with light application of alcohol and wipe down immediately afterwards with a clean dry cloth
- Clean finger prints off of glass tops and cases daily.
- Trash cans should always be kept clean and emptied regularly.

Demonstration Station and Supplies Area

- Hygiene caddies should always be stocked and clean.
- Supplies should be ready to use on customers and dust free.
- Remove all plastic wraps from q-tips and mascara wands.
- Place clean brushes in caddies and/or in makeup belts.
- Brushes should be cleaned with Perfectly Clean cleanser in the bathroom every night for use the next day. Foundation and concealer brushes should be cleaned with Take It Away Total Makeup Remover first, then with Perfectly Clean cleanser.
- Be sure to lay brushes flat on a clean towel for shaping and to ensure that water does not get into the handle.

Line Tester Units

- COLOR UNITS
 - Lipstick: Remove from unit. Use micro fiber towels to wipe down and polish look of unit. Then, gently wipe with light application of alcohol and wipe down immediately afterwards with a clean dry cloth. Gently shave top layer of lipstick bullets with a Q-tip stick to maintain shape and cleanliness and replace on unit.
 - Eyeshadow/Blush/Bronzer: Remove from unit. Use micro fiber towels to wipe down and polish look of unit. Then, gently wipe with light application of alcohol and wipe down immediately afterwards with a clean dry cloth. Wipe away excess around sides with a tissue. Replace on unit.
 - Remove pencils and mascaras and wipe down area underneath and all around. Replace on unit.

• FOUNDATION UNITS:

- Pressed powder: Remove from unit. Use micro fiber towels to wipe down and polish look of unit. Then, gently wipe with light application of alcohol and wipe down immediately afterwards with a clean dry cloth. Wipe away excess around sides with a tissue. Replace on unit.
- Remove caps on the testable foundation bottles. Use micro fiber towels to wipe down and polish look of unit. Then, gently wipe with light application of alcohol and wipe down immediately afterwards with a clean dry cloth. Wipe excess product from around the edges to keep them looking clean and fresh. Replace on unit.

• SKINCARE UNITS:

- Remove each product from unit. Use micro fiber towels to wipe down and polish look of unit. Then, gently wipe with light application of alcohol and wipe down immediately afterwards with a clean dry cloth.
- Remove caps from skincare products and wipe around the edges to keep them looking clean and fresh. Replace on unit.

• FRAGRANCE UNIT:

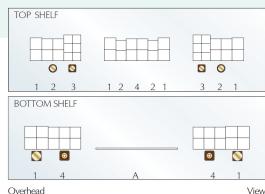
- Remove each product from unit. Use micro fiber towels to wipe down and polish look of unit. Then, gently wipe with light application of alcohol and wipe down immediately afterwards with a clean dry cloth.

CASE DETAIL SKINCARE

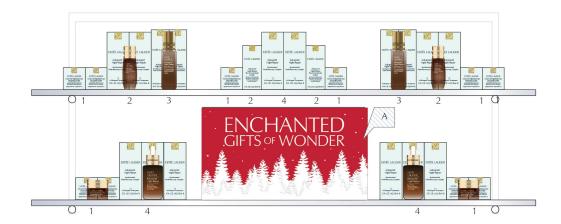
New Advanced Night Repair Eye

- 1. Advanced Night Repair Eye Supercharged Complex
- 2. Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery Complex 0.5oz
- 3. Advanced Night Repair Synchronized Multi-Recovery Complex 1.7oz
- 4. Advanced Night Repair Intense Reset Concentrate 0.67 oz

A. New Holiday In-Case Prop (code #: G24G-60)



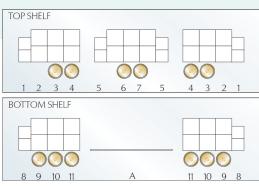
*Amount of stock in case is dependent on stock levels at your store.



Moisturizers

- 1. DayWear Eye Cooling Anti-Oxidant Moisture GelCreme 0.5oz
- 2. NightWear Plus Anti-Oxidant Night Detox Creme 1.7oz
- 3. DayWear Matte Oil-Control Anti-Oxidant Moisture Gel Creme 1.7 oz
- 4. DayWear Multi-Protection Anti-Oxidant 24H-Moisture Creme SPF 15 1.7oz
- 5. Resilience Multi-Effect Tri-Peptide Eye Creme 0.5 oz
- 6. Resilience Multi-Effect Tri-Peptide Face and Neck Creme SPF 15 1.7 oz
- 7. Resilience Multi-Effect Night Tri-Peptide Face and Neck Creme 1.7 oz

- 8. Revitalizing Supreme+ Youth Power Eye Balm 0.5oz
- 9. Revitalizing Supreme+ Night Intensive Restorative
- 10. New Revitalizing Supreme+ Youth Power Creme 1.7oz
- 11. Revitalizing Supreme+ Bright Power Soft Creme (1.7
- A. Supreme+ In-Case Prop Litho (code #: G39R-70)



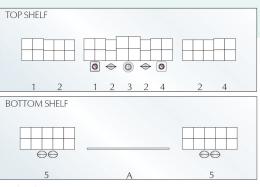
Overhead View

*Amount of stock in case is dependent on stock levels at your store.



Perfectionist Pro

- 1. Perfectionist Pro Rapid Firm + Lift Treatment Serum 1.7oz
- 2. Perfectionist Pro Retinol Treatment 1.0oz
- 3. Perfectionist Pro Instant Resurfacing Peel
- 4. Perfectionist Pro Rapid Brightening Treatment
- 5. Perfectionist Pro Multi Defense UV Gel 1.7 oz
- A. New Holiday In-Case Prop (code #: G24G-60)



Overhead View

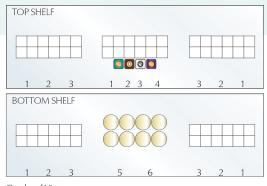
*Amount of stock in case is dependent on stock levels at your store.



Cleansers + Serums

- 1. Idealist Pore Minimizing Skin Refinisher 1.7oz 2. New Advanced Night Repair Synchronized
- Recovery Complex II 1.7oz
- 3. Perfectionist Pro Rapid Firm + Lift Treatment
- 4. Perfectionist [CP+R] Wrinkle Lifting/Firming Serum 1.7oz
- 5. New Soft Clean Infusion 13.5 oz

6. New Perfectly Clean Infusion 13.5 oz



Overhead View

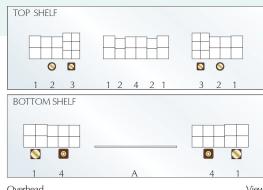
*Amount of stock in case is dependent on stock levels at your store.



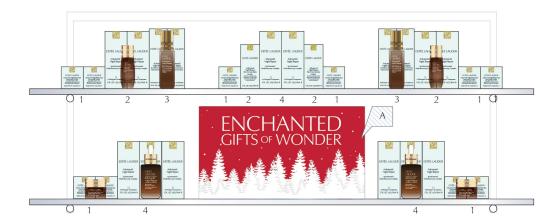
3-CASE SCENARIO

New Advanced Night Repair Eye

- Advanced Night Repair Eye Supercharged Complex
 O For
- 2. Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery Complex 0.5oz
- 3. Advanced Night Repair Synchronized Multi-Recovery Complex 1.7oz
- 4. Advanced Night Repair Intense Reset Concentrate 0.67 oz
- A. New Holiday In-Case Prop (code #: G24G-60)



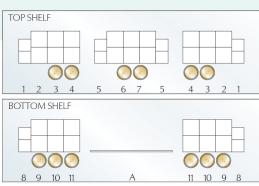
Overhead View *Amount of stock in case is dependent on stock levels at your store.



Moisturizers

- DayWear Eye Cooling Anti-Oxidant Moisture GelCreme 0.5oz
- 2. NightWear Plus Anti-Oxidant Night Detox Creme
- 3. DayWear Matte Oil-Control Anti-Oxidant Moisture Gel Creme 1.7 oz
- 4. DayWear Multi-Protection Anti-Oxidant 24H-Moisture Creme SPF 15 1.7oz
- 5. Resilience Multi-Effect Tri-Peptide Eye Creme 0.5 oz
- 6. Resilience Multi-Effect Tri-Peptide Face and Neck Creme SPF 15 1.7 oz
- 7. Resilience Multi-Effect Night Tri-Peptide Face and Neck Creme 1.7 oz

- 8. Revitalizing Supreme+ Youth Power Eye Balm 0.5oz
- 9. Revitalizing Supreme+ Night Intensive Restorative Creme 1.7oz
- 10. New Revitalizing Supreme+ Youth Power Creme 1.7oz
- 11. Revitalizing Supreme+ Bright Power Soft Creme (1.7 oz)
- A. New Holiday In-Case Prop (code #: G24G-60)



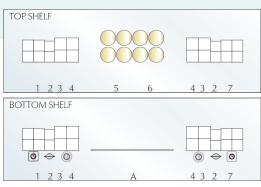
Overhead View

*Amount of stock in case is dependent on stock levels at your store.



Cleansers + Perfectionist Pro

- Perfectionist Pro Rapid Firm + Lift Treatment Serum
 170z
- 2. Perfectionist Pro Multi Defense Agua UV Gel 1.7 oz
- 3. Perfectionist Pro Rapid Renewal Retinol Treatment
- 4. Perfectionist Pro Instant Resurfacing Peel
- 5. Soft Clean Infusion
- 6. Perfectly Clean Infusion
- A. New Holiday In-Case Prop (code #: G24G-60)



Overhead View

*Amount of stock in case is dependent on stock levels at your store.

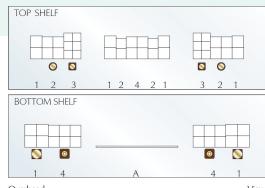


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RE-NUTRIV DOORS

New Advanced Night Repair Eye

- Advanced Night Repair Eye Supercharged Complex
 O Soz
- 2. Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery Complex 0.5oz
- 3. Advanced Night Repair Synchronized Multi-Recovery Complex 1.7oz
- 4. Advanced Night Repair Intense Reset Concentrate 0.67 oz
- A. New Holiday In-Case Prop (code #: G24G-60)



Overhead View *Amount of stock in case is dependent on stock levels at your store.



Perfectionist Pro + Moisturizers

- 1. Resilience Multi-Effect Tri-Peptide Eye Creme 0.5 oz
- 2. Resilience Multi-Effect Tri-Peptide Face and Neck Creme SPF 15 1.7 oz
- 3. Resilience Multi-Effect Night Tri-Peptide Face and Neck Creme 1.7 oz
- 4. Soft Clean Infusion 13.5 oz
- 5. Perfectly Clean Infusion 13.5 oz
- 6. DayWear Multi-Protection Anti-Oxidant 24H-Moisture
- 7. DayWear Multi-Protection Anti-Oxidant 24H-Moisture Creme SPF 15 1.7oz
- 8. DayWear Eye Cooling Anti-Oxidant Moisture GelCreme 0.5oz
- 9. Revitalizing Supreme+ Global Anti-Aging Cell Power



Overhead View

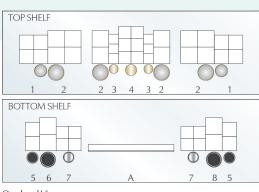
*Amount of stock in case is dependent on stock levels at your store.



Re-Nutriv (Non-Diamond Doors)

- Re-Nutriv Ultimate Lift Regenerating Youth Eye Crème Rich 0.5oz
- 2. Re-Nutriv Ultimate Lift Regenerating Youth Creme Gelee 1.7oz
- 3. Ultimate Lift Regenerating Youth Treatment Lotion
- 4. Re-Nutriv Ultimate Diamond Eye Serum 0.5 oz
- . New Re-Nutriv Face Entry Serum (1)
- 6. Re-Nutriv Ultimate Lift Age-Correcting Creme 1.7oz
- 7. Re-Nutriv Ultimate Lift Age-Correcting Creme Rich
- 8. Re-Nutriv Ultimate Lift Age-Correcting Serum 1.0oz

A. Re-Nutriv Logo In-Case Prop (code #: RN7H-70)

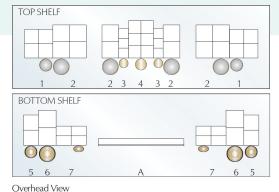


Overhead View
*Amount of stock in case is dependent on stock levels at your store.



Re-Nutriv (Diamond Doors)

- Re-Nutriv Ultimate Lift Regenerating Youth Eye Crème Rich 0.5oz
- 2. Re-Nutriv Ultimate Lift Regenerating Youth Creme Gelee 1.7oz
- 3. Ultimate Lift Regenerating Youth Treatment Lotion
- 4. Re-Nutriv Ultimate Diamond Eye Serum 0.5 oz
- . New Re-Nutriv Face Entry Serum (1)
- 6. Re-Nutriv Ultimate Diamond Transformative Energy Eye Creme 0.5oz
- 7. Re-Nutriv Ultimate Diamond Transformative Energy
- 8. Re-Nutriv Ultimate Diamond Eye Serum 0.5 oz
- A. Re-Nutriv Logo In-Case Prop (code #: RN7H-70)



Overhead View

stAmount of stock in case is dependent on stock levels at your store.



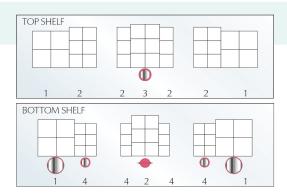
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NUTRITIOUS DOORS

Nutritious (Nutritious Doors Only)

- Nutritious Super-Pomegrante Radiant Energy Moisture Cream 1.7oz
- 2. Nutritious Super-Pomegrante Radiant Energy 2-in-1 Cleansing Foam
- 3. Nutritious Super-Pomegranate Radiant Energy Lotion
- 4. Radiant Energy Milky Lotion



Overhead View

*Amount of stock in case is dependent on stock levels at your store.



CASE DETAIL MAKEUP

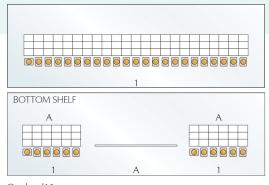
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Double Wear Foundation

 Double Wear Stay-in-Place Foundation (merchandise from dark to light)

A. New Holiday In-Case Prop (code #: G24G-60)



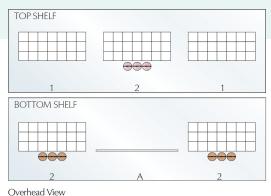
Overhead View *Amount of stock in case is dependent on stock levels at your store.



Futurist Aqua Brilliance Primer + Futurist Makeup

- 1. Futurist Aqua Brilliance Primer
- 2. Futurist Hydra Makeup

A. New Holiday In-Case Prop (code #: G24G-60)

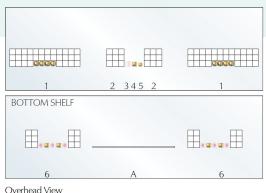


*Amount of stock in case is dependent on stock levels at your store.



Crystal Balms + Lip Care + PC Lip

- 1. Pure Color Envy Sculpting Lipstick
- 2. Pure Color Envy Lip Repair Potion (packaging)
- 3. Pure Color Envy Nighttime Rescue Lip Oil-Serum
- 4. Pure Color Envy Color Replenish Lip Balm
- 5. Pure Color Envy Lip Repair Potion
- 6. New Pure Color Envy Crystal Balms
- A. New Holiday In-Case Prop (code #: G24G-60)



*Amount of stock in case is dependent on stock levels at your store.



Pure Color Envy Blush + Luxe Eyeshadow Quads

- 1. Pure Color Envy Luxe Eyeshadow Quads (packaging)
- 2. Pure Color Envy Sculpting Blush (packaging)
- 3. Pure Color Envy Luxe Eyeshadow Quads (with open compact)
- 4. Pure Color Envy Sculpting Blush (with open compact)



Overhead View

*Amount of stock in case is dependent on stock levels at your store.

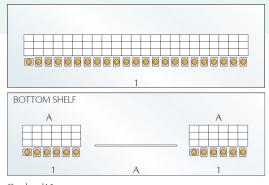


3-CASE SCENARIO

Double Wear Foundation

 Double Wear Stay-in-Place Foundation (merchandise from dark to light)

A. New Double Wear In-Case Prop (code #: GXE5-70)



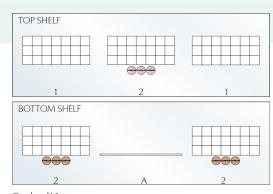
Overhead View *Amount of stock in case is dependent on stock levels at your store.



Futurist Aqua Brilliance Primer + Futurist Makeup

- 1. New Futurist Aqua Brilliance Primer
- 2. Futurist Hydra Makeup

A. New Holiday In-Case Prop (code #: GTFT-70)

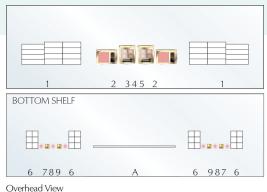


Overhead View
*Amount of stock in case is dependent on stock levels at your store.



Pure Color Envy Blush + New Luxe Eyeshadow Quads + New Crystal Balms

- 1. Pure Color Envy Luxe Eyeshadow Quads (packaging)
- 2. Pure Color Envy Sculpting Blush (packaging)
- Pure Color Envy Luxe Eyeshadow Quads (with open compact)
- 4. Pure Color Envy Sculpting Blush (with open compact)
- 5. Pure Color Envy Crystal Balms
- A. Crystal Balms In-Case Prop (code #: GXE6-70)

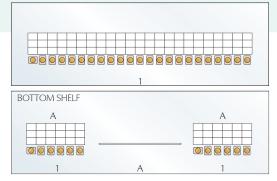


*Amount of stock in case is dependent on stock levels at your store.



Double Wear Foundation

- Double Wear Stay-in-Place Foundation (merchandise from dark to light)
- A. New Holiday In-Case Prop (code #: GTFT-70)



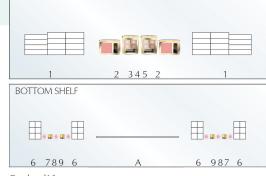
Overhead View

*Amount of stock in case is dependent on stock levels at your store.



New Pure Color Envy Blush + New Luxe Eyeshadow Quads + New Crystal Balms

- New Pure Color Envy Luxe Eyeshadow Quads (packaging)
- 2. New Pure Color Envy Sculpting Blush (packaging)
- New Pure Color Envy Luxe Eyeshadow Quads (with open compact)
- 4. New Pure Color Envy Sculpting Blush (with open compact)
- 5. New Pure Color Envy Crystal Balms
- A. Crystal Balms In-Case Prop (code #: GXE6-70)



Overhead View

*Amount of stock in case is dependent on stock levels at your store.



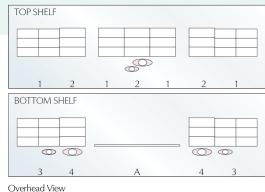
CASE DETAIL FRAGRANCE

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Beautiful Magnolia Intense + Magnolia

- 1. Beautiful Magnolia Eau de Parfum Spray 1.7oz
- 2. Beautiful Magnolia Eau de Parfum Spray 3.4oz
- 3. Beautiful Magnolia Intense Eau de Parfum Spray 1.7oz
- 4. Beautiful Magnolia Intense Eau de Parfum Spray 3.4oz
- A. Beautiful Magnolia Intense In-Case Litho Prop (code#:

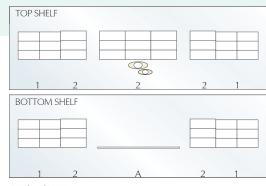


*Amount of stock in case is dependent on stock levels at your store.



Beautiful Belle

- 1. Beautiful Belle Eau De Parfum 1.7 oz
- 2. Beautiful Belle Eau De Parfum 3.4 oz
- A. New Holiday In-Case Prop (code #: GTFT-70)

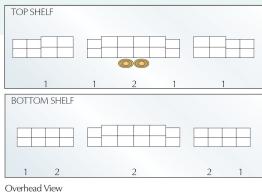


Overhead View
*Amount of stock in case is dependent on stock levels at your store.



Beautiful

- 1. Beautiful Eau de Parfum Spray 2.5oz
- 2. Beautiful Eau de Parfum Spray 3.4oz
- A. New Holiday In-Case Prop (code #: GTFT-70)

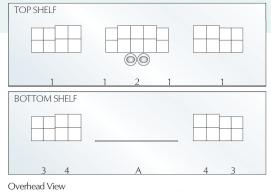


*Amount of stock in case is dependent on stock levels at your store.

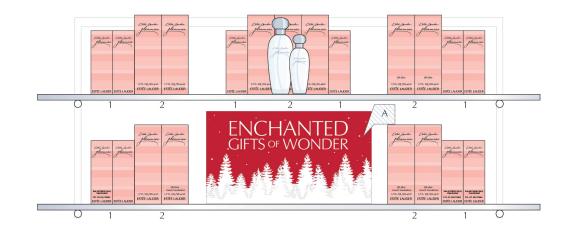


Pleasures

- 1. Pleasures Spray 1.7oz
- 2. Pleasures Spray 3.4oz
- A. New Holiday In-Case Prop (code #: GTFT-70)



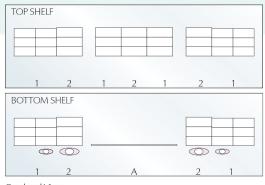
*Amount of stock in case is dependent on stock levels at your store.



New Beautiful Magnolia

- 1. Beautiful Magnolia Eau de Parfum Spray 1.7oz
- 2. Beautiful Magnolia Eau de Parfum Spray 3.4oz

A. Beautiful Magnolia In-Case Litho Prop (code#:



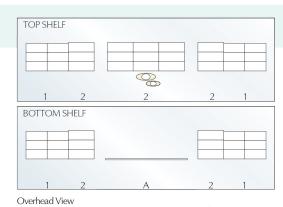
Overhead View *Amount of stock in case is dependent on stock levels at your store.



Beautiful Belle

- 1. Beautiful Belle Eau De Parfum 1.7 oz
- 2. Beautiful Belle Eau De Parfum 3.4 oz

A. New Holiday In-Case Prop (code #: GTFT-70)

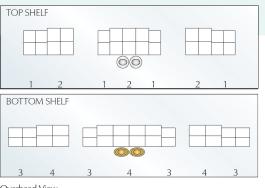


*Amount of stock in case is dependent on stock levels at your store.



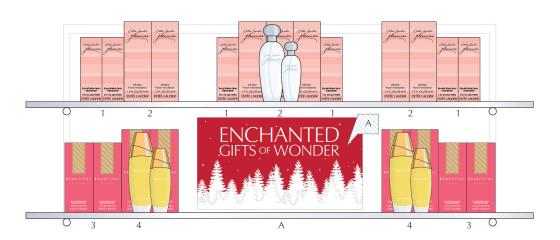
Beautiful

- Pleasures Spray 1.7oz
 Pleasures `Spray 3.4oz
- 3. Beautiful Eau de Parfum Spray 2.5oz
- 4. Beautiful Eau de Parfum Spray 3.4oz
- A. New Holiday In-Case Prop (code #: GTFT-70)



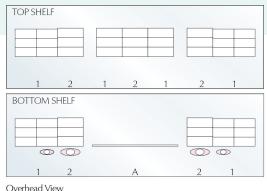
Overhead View

*Amount of stock in case is dependent on stock levels at your store.



Beautiful Magnolia

- 1. Beautiful Magnolia Eau de Parfum Spray 1.7oz
- 2. Beautiful Magnolia Eau de Parfum Spray 3.4oz
- Beautiful Magnolia In-Case Litho Prop (code#: GT0N-70)

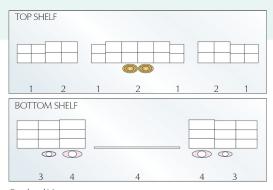


*Amount of stock in case is dependent on stock levels at your store.



Beautiful Belle + Beautiful

- 1. Beautiful Eau de Parfum Spray 2.5oz
- 2. Beautiful Eau de Parfum Spray 3.4oz
- $3. \quad \text{Beautiful Belle Eau De Parfum 1.7 oz} \\$
- 4. Beautiful Belle Eau De Parfum 3.4 oz



Overhead View
*Amount of stock in case is dependent on stock levels at your store.



Estée Lauder Counter Cleanliness Guidelines

Who is Responsible? Everyone!

<u>Everyone</u> must clean at least three (3) times per day!

All Tester Units and Counter Areas

- Use micro fiber towels to wipe down and polish look of unit. DO NOT use sprays of any kind just dust and wipe with a dry clean cloth.
- Clean finger prints off of glass tops and cases daily.
- Trash cans should always be kept clean and emptied regularly.

Demonstration Station and Supplies Area

- Hygiene caddies should always be stocked and clean.
- Supplies should be ready to use on customers and dust free.
- Remove all plastic wraps from q-tips and mascara wands.
- Place clean brushes in caddies and/or in makeup belts.
- Brushes should be cleaned with Perfectly Clean cleanser in the bathroom every night for use the next day. Foundation and concealer brushes should be cleaned with Take It Away Total Makeup Remover first, then with Perfectly Clean cleanser.
- Be sure to lay brushes flat on a clean towel for shaping and to ensure that water does not get into the handle.

Line Tester Units

• COLOR UNITS:

- Lipstick: Remove from unit. Wipe down unit with microfiber cloth. Gently shave top layer of lipstick bullets with a Q-tip stick to maintain shape and cleanliness and replace on unit.
- Eyeshadow/Blush/Bronzer: Remove from unit. Wipe down unit with microfiber cloth. Wipe away excess around sides with a tissue. Replace on unit.
- Remove pencils and mascaras and wipe down area underneath and all around. Replace on unit.

• FOUNDATION UNITS:

- Pressed powder: Remove from unit. Wipe down unit with microfiber cloth. Wipe away excess around sides with a tissue. Replace on unit.
- Remove caps on the testable foundation bottles. Wipe down unit with microfiber cloth. Wipe excess product from around the edges to keep them looking clean and fresh. Replace on unit.

SKINCARE UNITS:

- Remove each product from unit. Wipe down unit with microfiber cloth.
- Remove caps from skincare products and wipe around the edges to keep them looking clean and fresh. Replace on unit.

FRAGRANCE UNIT:

- Remove each product from unit. Wipe down unit with microfiber cloth.

LIGHT-BOXES/TOOLS/ COUNTER SUPPORT

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Shipping week of TBD for an on-counter date of <u>TBD</u> (no earlier, please). Install on TBD.

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.

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

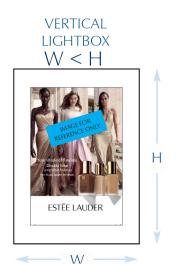
Close light-box. The part of the transparency that you see (not the part that is hidden behind the frame) is called the "inside" measurement.

POINTERS

- 1. WxH (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.

HORIZONTAL LIGHTBOX





OUTSIDE WIDTH (W)



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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	<u>Code</u>
	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
Double Wear Stay-In-Place Matte Powder (TSD: 2/7/22)	• 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	• PANXCO
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	<u>Shade</u>	Code
Bronze Goddess Powder Bronzer (TSD: tbd)	Light (tester godet)Medium (tester godet)Medium Deep (tester godet)Deep (tester godet)	PT10-01PT10-02PT10-03PT10-04
Bronze Goddess Highlighting Gelee (TSD: tbd)	 Heatwave Solar Crush Modern Mercury	PJG0-01PJG0-02PJG0-03PJG0-04

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

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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.

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

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 validates

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 "merchandiser").

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.

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