

A full-page photograph of three models wearing elegant red dresses. The model on the left is of Asian descent, the middle one is of European descent, and the one on the right is of African descent. They are all wearing red lipstick and jewelry. The background is a soft-focus outdoor scene with trees and a building.

Neiman Marcus

ESTÉE LAUDER
Point-of-Sale Guidelines
Holiday 2022



Happy Holidays to the BEST Neiman Marcus 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.

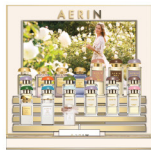
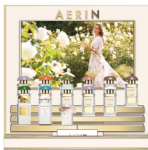
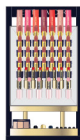
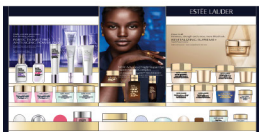
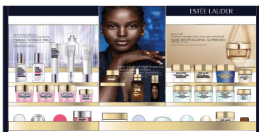
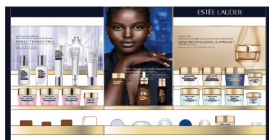
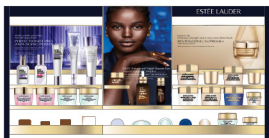
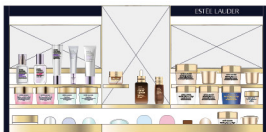
You'll also find a sneak peek of what's ahead for 2023. If you have any questions, please reach out to your Field Executive or POS COE.

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

Lahnie Strange

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

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

	CURRENTLY ON-COUNTER	OCT	NOV	DEC	JAN (Spring '23 Preview)
LAUCH UNITS	 IPAD/IMATCH TRENDING NOW UNIT Graphic and drawer template update Select Doors Unit Code #: PG5H-60 Update code #: GX5X-60				
AERIN	 NEW AERIN FRAGRANCE UNIT Premier Top D'Or Doors Install New Aerin Line Tester Unit  NEW AERIN FRAGRANCE UNIT AERIN Fragrance Core Doors Install New Aerin Line Tester Unit  AERIN FRAGRANCE UNIT All Doors Update with new holiday back riser graphic. Graphic Update Code #: G5G1-70  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				
LINE TESTERS	 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  SKINCARE LTU (NUTRITIOUS WITH REFILLS) TBD Doors Update with new Supreme+ refills and new graphics Unit Code #: PJHK-60 Update Code #: G27F-60  SKINCARE LTU (NUTRITIOUS) Select Doors 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 with new center platform and graphics Unit Code #: PG58-60 Acrylic Update Code #: G27J-60 Graphic Update Code #: G34Y-70  SKINCARE LTU (NON-NUTRITIOUS WITH REFILLS) TBD Doors Update with new Supreme+ refills and new graphics Unit Code #: PG58-60 Update Code #: G27H-60  COMPACTS & SOLIDS VITRINE All Doors Update with Kosan Collection			 SKINCARE LTU (NON-NUTRITIOUS WITHOUT REFILLS) Most Doors Update drawer template and new graphics Unit Code #: PG58-60 Update Code #: G4TG-60  SKINCARE LTU (NUTRITIOUS WITHOUT REFILLS) Select Doors Update drawer template and new graphics Unit Code #: PJHK-60 Update Code #: G4TE-60  SKINCARE LTU (NON-NUTRITIOUS WITH REFILLS) Select Doors Update drawer template and new graphics Unit Code #: TBD Update Code #: G4TF-60  SKINCARE LTU (NUTRITIOUS WITH REFILLS) Select Doors Update drawer template and new graphics Unit Code #: TBD Update Code #: G4TE-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.

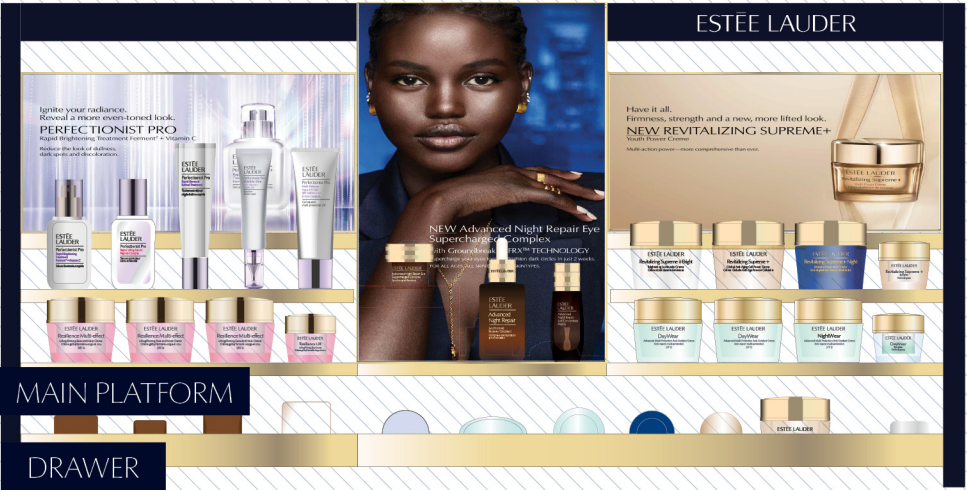


LINE TESTER UNITS

SKINCARE LINE TESTER

Non-Nutritious Doors
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)



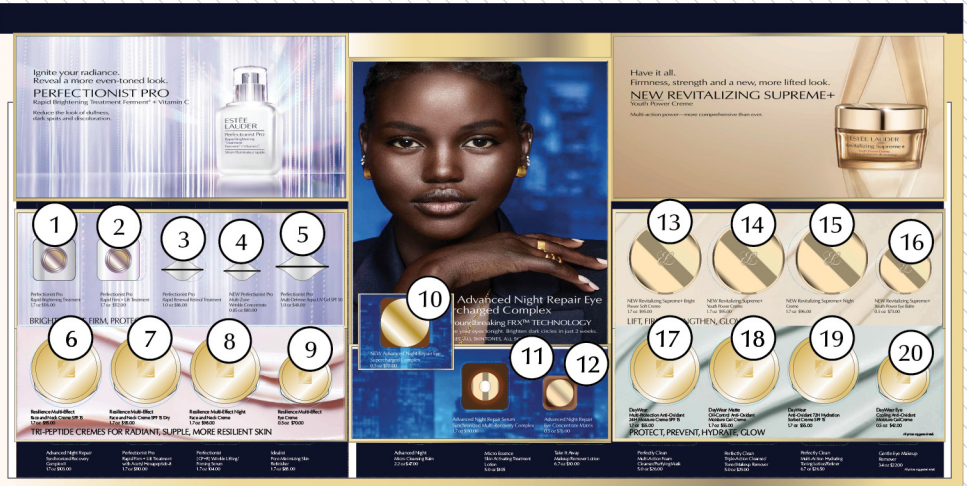
Main Platform

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)



MAIN PLATFORM



DRAWER

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)

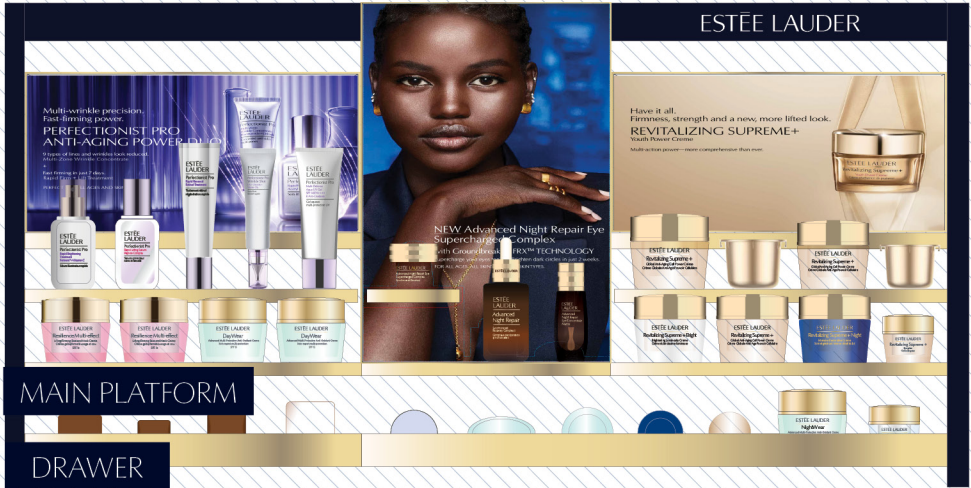
NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

SKINCARE LINE TESTER

Select Non-Nutritious Doors Only

September Update (No Holiday Update)

HISTORY OF UPDATES	
Mar '22	Update with new graphics (GYW5-70) and new acrylic template (CWTG-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. 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)

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)



MAIN PLATFORM



DRAWER

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

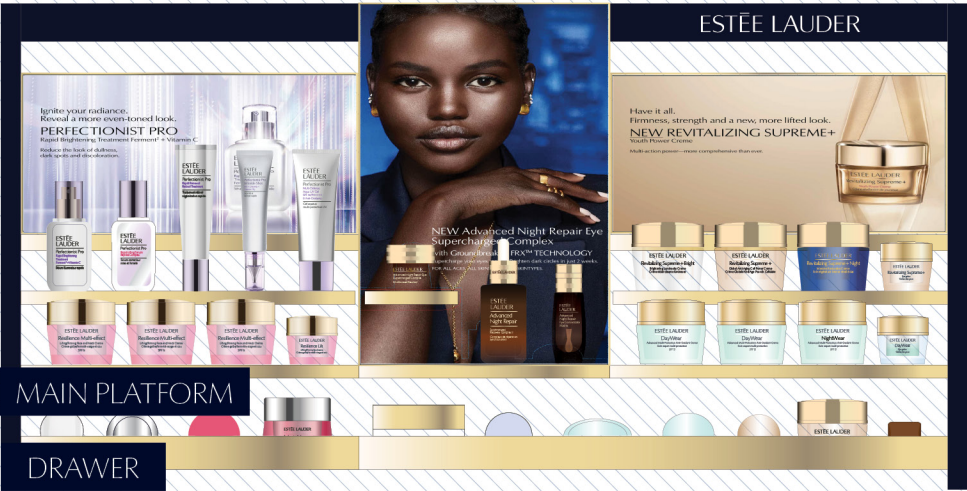
NEW TEMPLATES & GRAPHICS

SKINCARE LINE TESTER

Nutritious Doors
July Update (No Holiday Update)

HISTORY OF UPDATES

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



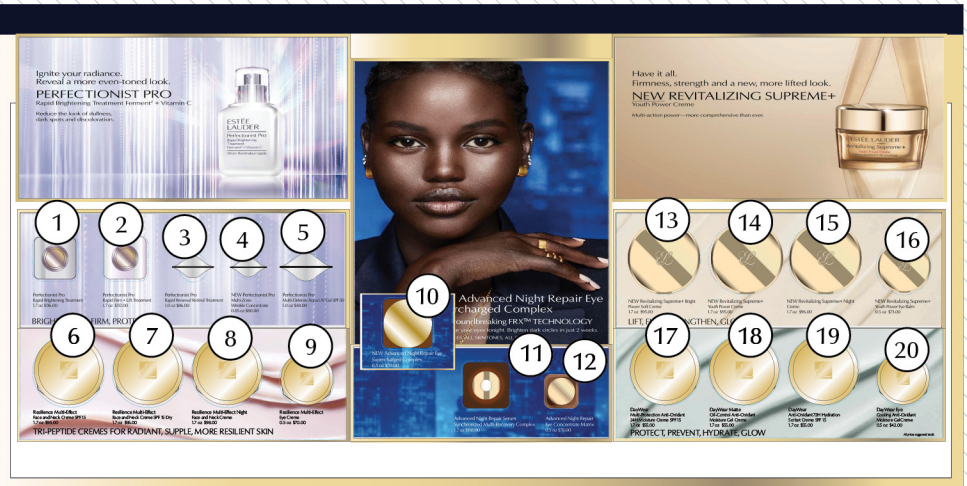
Main Platform

1. Perfectionist Pro Brightening Treatment (1.7 oz)
2. Perfectionist Pro Rapid Firm + Lift Treatment (1.7 oz)
3. Perfectionist Pro Rapid Renewal Retinol Treatment (1.0 oz)
4. Perfectionist Pro Multi-Zone Wrinkle Concentrate (0.85 oz)
5. Perfectionist Pro Multi-Defense UV Gel (1.7 oz)
6. Resilience Multi-Effect Face and Neck Creme SPF 15 (1.7 oz)
7. Resilience Multi-Effect Face and Neck Creme Dry (1.7 oz)
8. Resilience Multi-Effect Night Creme (1.7 oz)
9. Resilience Multi-Effect Eye Creme (0.5 oz)
10. Advanced Night Repair Supercharged Gel-Creme Synchronized Multi-Recovery (0.5 oz)
11. Advanced Night Repair Serum Synchronized Multi-Recovery Complex (1.7oz)
12. Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery Complex (0.5 oz)
13. Revitalizing Supreme+ Bright Power Soft Creme (1.7oz)
14. Revitalizing Supreme+ Youth Power Creme (1.7oz)
15. Revitalizing Supreme+ Night Intensive Restorative Creme (1.7 oz)

16. Revitalizing Supreme+ Youth Power Eye Balm (0.5 oz)
17. Daywear Multi-Protection Anti-Oxidant 24H-Moisture Creme SPF 15 (1.7 oz)
18. Daywear Matte Oil-Control Anti-Oxidant Moisture Gel Creme (1.7 oz)
19. Daywear Anti-Oxidant 72H Hydration Sorbet Creme SPF 15 (1.7 oz)
20. Daywear Eye Cooling Anti-Oxidant Moisture Gel Creme (0.5 oz)

Drawer

21. Nutritious Super Pomegranate Radiant Energy Milky Lotion (3.4 oz)
22. Nutritious Super Pomegranate 2-in-1 Cleaning Foam (4.2 oz)
23. Nutritious Super Pomegranate Radiant Energy Lotion (6.8 oz)
24. Nutritious Super Pomegranate Radiant Energy Night Creme/Mask (1.7 oz)
25. Nutritious Super Pomegranate Radiant Moisture Creme (1.7 oz)
26. Advanced Night Micro Cleansing Foam (3.4 oz)
27. Advanced Night Micro Cleansing Balm (2.2 oz)
28. Micro Essence Skin Activating Treatment Lotion (6.7 oz)
29. Take It Away Makeup Remover Lotion (6.7 oz)



MAIN PLATFORM



DRAWER

Continued from Left

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

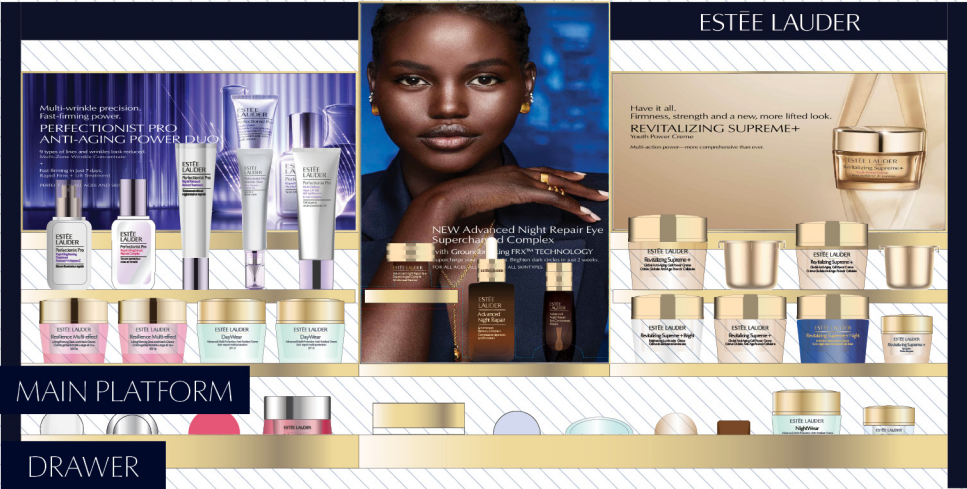
NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

SKINCARE LINE TESTER

Select Nutritious Doors
September Update (No Holiday Update)

HISTORY OF UPDATES

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



MAIN PLATFORM



DRAWER

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. Advanced Night Repair Supercharged Gel-Creme Synchronized Multi-Recovery (0.5 oz)

11. Advanced Night Repair Serum Synchronized Multi-Recovery Complex (1.7oz)

12. Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery Complex (0.5 oz)

13. Revitalizing Supreme+ Youth Power Creme (2.5 oz)

14. Revitalizing Supreme+ Youth Power Creme Refill (2.5 oz)
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)
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)

Drawer

Continued from Left

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

30. Perfectly Clean Multi-Action Toning/Refiner (6.8 oz)

31. Revitalizing Supreme+ Global Anti-Aging Power Soft Emulsion (3.4 oz)

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

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

34. Idealist Pore Minimizing Skin Refinisher (1.7 oz)

35. Perfectionist [CP+R] Wrinkle Lifting/Firming Serum (1.7 oz)

36. Perfectionist Pro Multi-Defense UV Fluid (1.0 oz)

37. Resilience Multi-Effect Face and Neck Creme Dry (1.7 oz)

38. Resilience Multi-Effect Eye Creme (0.5oz)

39. Daywear Matte Oil-Control Anti-Oxidant Moisture Gel Creme (1.7 oz)

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

NEW GRAPHICS
 NEW TEMPLATES & GRAPHICS

SKINCARE LIT ANGLED UNITS

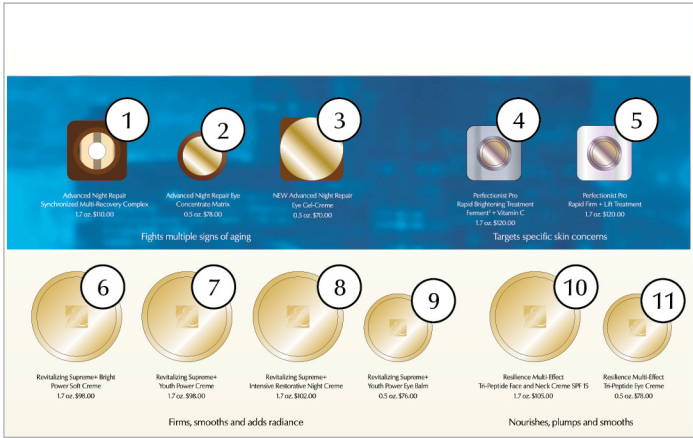
July Update (No Holiday Update)

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).



TOP VIEW



- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS

Product List

Advanced Night Repair Unit

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

RE-NUTRIV LINE TESTER

Diamond Department Stores
July Update (No Holiday Update)

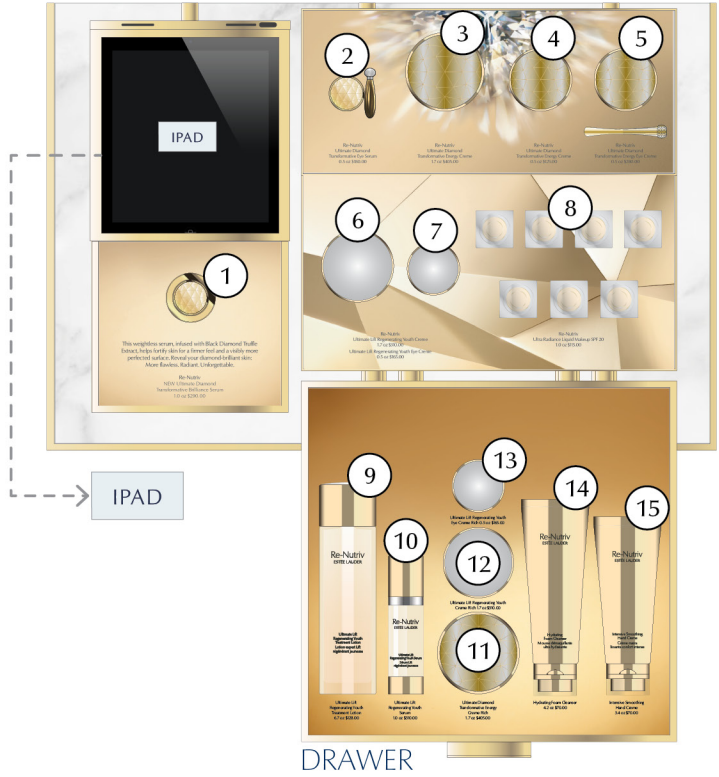
HISTORY OF UPDATES

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).



- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS

TOP VIEW



DRAWER

Line Tester (Use saleable products except where indicated.)

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



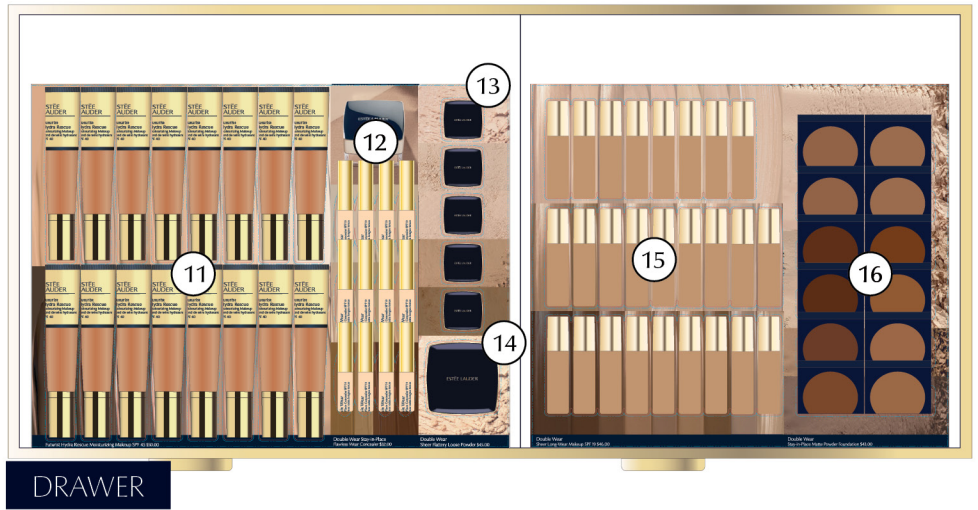
NIGHTTIME TESTER MAINTENANCE/
CLEANING RITUAL
To clean, use a soft dry cloth.
Never use sprays of any kind to
clean unit.

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 30 FOR TESTER PRE-PACK CODES.

- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS

COLOR LINE TESTER

September Update | 35 Lipstick Variant (No Holiday Update)

HISTORY OF UPDATES

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



SEE PAGE 30 FOR TESTER PRE-PACK CODES.

Product List

- 1. Pure Color Envy Core Lipstick (30)
- 2. Pure Color Illuminating Shine (12)
- 3. Pure Color Crystal Lip Balms (6)
- 4. Pure Color Envy Sculpting Blush (6) (in godets)
- 5. Pure Color Envy Sculpting Blush (1) (in primary)
- 6. Pure Color Envy Luxe Eyeshadow Quads (1) (in primary)
- 7. Pure Color Envy Luxe Eyeshadow Quads (6) (in godets)
- 8. Bronze Goddess Healthy Glow Bronzer (1) (in primary)
- 9. Bronze Goddess Healthy Glow Bronzer (1) (in godets)
- 10. Bronze Goddess Matte and Glow Bronzing Trio (1) (in primary packaging)
- 11. Bronze Goddess Powder Bronzer (4) (in godets)
- 12. Bronze Goddess Highlighter (1) (in primary packaging)
- 13. Bronze Goddess Highlighter (3) (in godets)
- 14. Pure Color Envy Core Lipstick (6)
- 15. Pure Color Envy Color Replenish Lip Balm (1)
- 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

Unit Code #:

AERIN

Neiman Marcus Premier Unit
October Update

HISTORY OF UPDATES

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

TOP VIEW



Line Tester (Use salable products)

- | | |
|--------------------------------------|---------------------------------|
| 1. Rose De Grasse 3.4 oz | 12. Amber Musk 1.7oz |
| 2. Joyful Bloom 3.4 oz | 13. Evening Rose 1.7oz |
| 3. Rose De Grasse Pour Filles 1.0 oz | 14. Tangier Vanille 1.7oz |
| 4. Waterlily Sun 1.7 oz | 15. Limone De Sicilia 1.7oz |
| 5. Mediterranean Honeysuckle 1.7 oz | 16. Tuberose Le Jour 1.7oz |
| 6. Aegea Blossom 1.7oz | 17. Tuberose Le Soir 1.7oz |
| 7. Wild Geranium 1.7 oz | 18. Ambrette De Noir 1.7oz |
| 8. Ikat Jasmine 1.7oz | 19. Amber Musk D'OR 3.4 oz |
| 9. Lilac Path 1.7oz | 20. Evening Rose D'Or 3.4 oz |
| 10. Hibiscus Palm 1.7oz | 21. Tangier Vanille D'OR 3.4 oz |
| 11. Cedar Violet 1.7oz | |

MERCHANDISING NOTES:

Display 3.4 oz size for Rose De Grasse, Rose De Grasse Pour Filles, and D'OR fragrances. For all other premier and core fragrances, display 1.7 oz size.

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

Unit Code #:

AERIN

October Update

HISTORY OF UPDATES

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

TOP VIEW



Line Tester (Use salable products)

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

MERCHANDISING NOTES:

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

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

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)

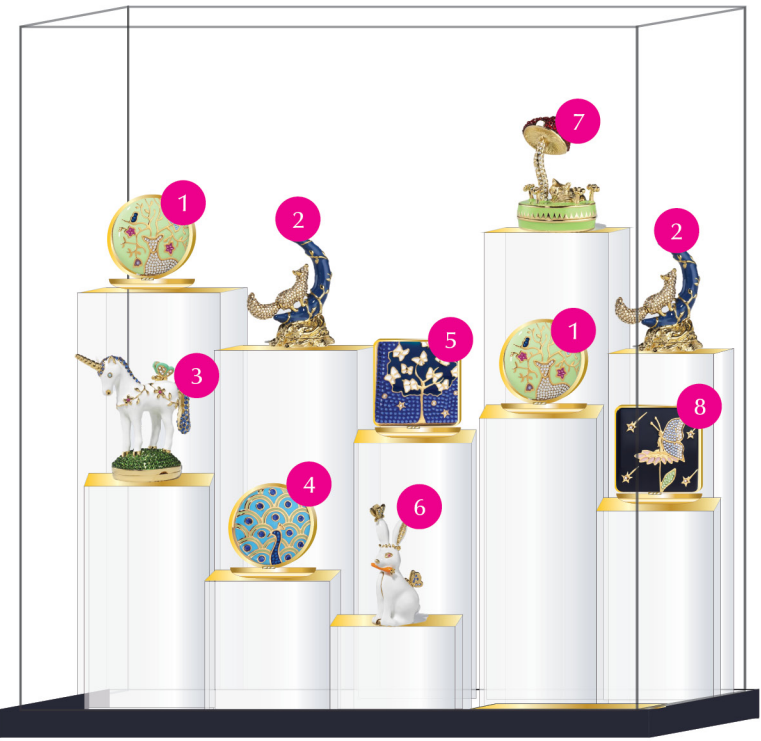
- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS

NIGHTTIME TESTER MAINTENANCE/
CLEANING RITUAL

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

COMPACTS & SOLIDS VITRINE

October Update | Monica Kosan Collection



Product List

- 1. Enchanted (Powder Compact), (2)
- 2. Celestial Moon (Beautiful Solid), (2)
- 3. Majestic Unicorn (Pleasures Solid), (1)
- 4. Posh Peacock (Powder Compact), (1) - *Neiman Marcus Exclusive*
- 5. Bejeweled Butterfly (Powder Compact), (1)
- 6. Sparkling Hare (Beautiful Magnolia Solid), (1) - *Neiman Marcus Exclusive*
- 7. Whimsical Fox (Beautiful Solid), (1)
- 8. Sparkling Fairy (Powder Compact), (1)

NIGHTTIME TESTER MAINTENANCE/
CLEANING RITUAL

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

DRAMMING UNIT

January 2020 Update (No Holiday Update)

HISTORY OF UPDATES	
Aug '19	Install new unit (PG5F-60).
Jan '20	Update with all new graphics on Dramming Unit (PNIP-70).

DRAMMING UNIT

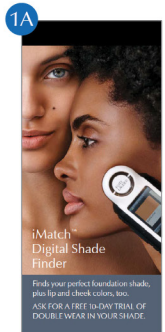
GRAPHIC OVERVIEW

January 2020 Update (No Holiday Update)

SIDES 1 & 2



SIDES 3 & 4



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



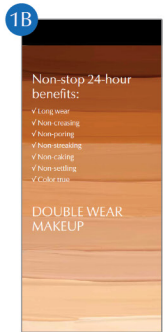
SIDE 2A:
Double-Sided Print
(faces outside of unit)



SIDE 3:
Single-Sided Print



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



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



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



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

DIRECTIONS

1. Insert graphics on dramming doors as shown below.



SIDES 1 & 2



SIDES 3 & 4

Flip graphic to reveal 1B if your store does not carry an iMatch.

COUNTERS AT A GLANCE

CASE MERCHANDISING

OCT-DEC

CASE CATEGORIES

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

NEW IN OCTOBER:

- A Aerin Premier Unit Update
- B Compacts and Solids Vitrine
- C Aerin Premier Unit with D'Or Update

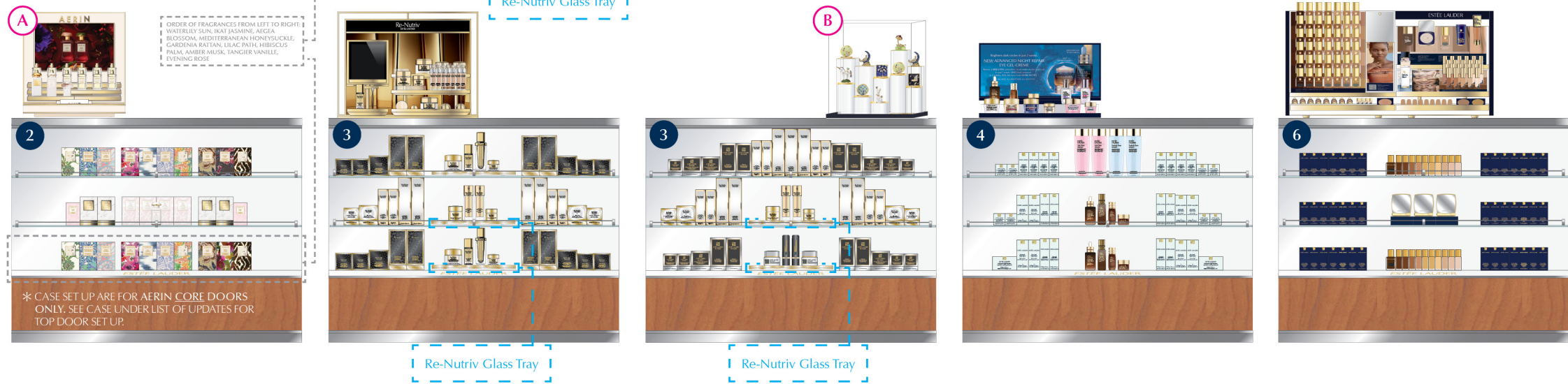
3 CASES



4/5 CASES



6 CASES



AERIN PREMIER WITH D'OR CASE SET UP

- 1 AERIN Premier with D'Or + RE-NUTRIV Case



- 2 AERIN Premier with D'Or Case



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

Need Some Help?

For all questions / concerns regarding:

- Tracking collateral (ongoing or launch)
 - Tracking GWP/ samples
 - Tracking Light Box graphics
- Requesting missing or damaged collateral/ tester units
 - Light Box issues
 - Request Point-of-Sale Guidelines

UNITED STATES

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

CANADA

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

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

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

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