

*Saks
Fifth
Avenue*



ESTÉE LAUDER

Point-of-Sale Guidelines

Spring 2023



Hello to the BEST Saks Fifth Ave Beauty Advisors,

Spring beauty is in—and we couldn’t be more excited. This season, we’re sharing an incredible new lineup that showcases our most-loved collections. We will also spotlight our bestselling **Advanced Night Repair Serum**, which boosts 7 key repair actions—hydration, radiance, line reduction, firmness, even tone, strengthening and antioxidant protection—with softer, glowing skin in seconds.

New in Skincare

Re-Nutriv Ultimate Diamond Sculpted Transformation Creme

Visibly sculpts, smooths and energizes skin for a younger, more radiant look. 3 facets look more sculpted: jawline, nasolabial fold and cheeks. 3 facets look smoother: forehead lines, glabellar wrinkles and neck lines.

New in Makeup

Pure Color Lipstick

An iconic favorite in bold new shades. Now with extended long-wear and conditioning ingredients. Available in refillable packaging.

Double Wear 24H Stay-in-Place Lip Liner

Shapes. Defines. Stays put. This oil-infused lip pencil delivers bold, long-wearing, full-coverage color with a smooth, effortless glide.

New in Fragrance

Beautiful Magnolia L’Eau

A combination of bold confidence and soft femininity, this sensual blend features notes of herbaceous Lavender, airy florals, luminous Musk and warm Amber.

AERIN Mediterranean Honeysuckle Clementina

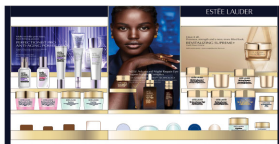
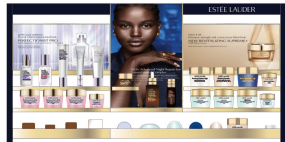
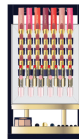
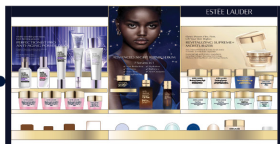
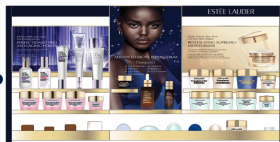
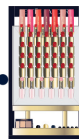
Uplifting Clementine sparkles against fresh Honeysuckle wrapped in a verdant layer of Moss—for an energizing summer adventure.

As always, thank you for making Estée Lauder the ultimate destination for beauty. We are incredibly grateful for your partnership and look forward to embracing this, and every season, together.

With gratitude,

Lahnie Strange

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

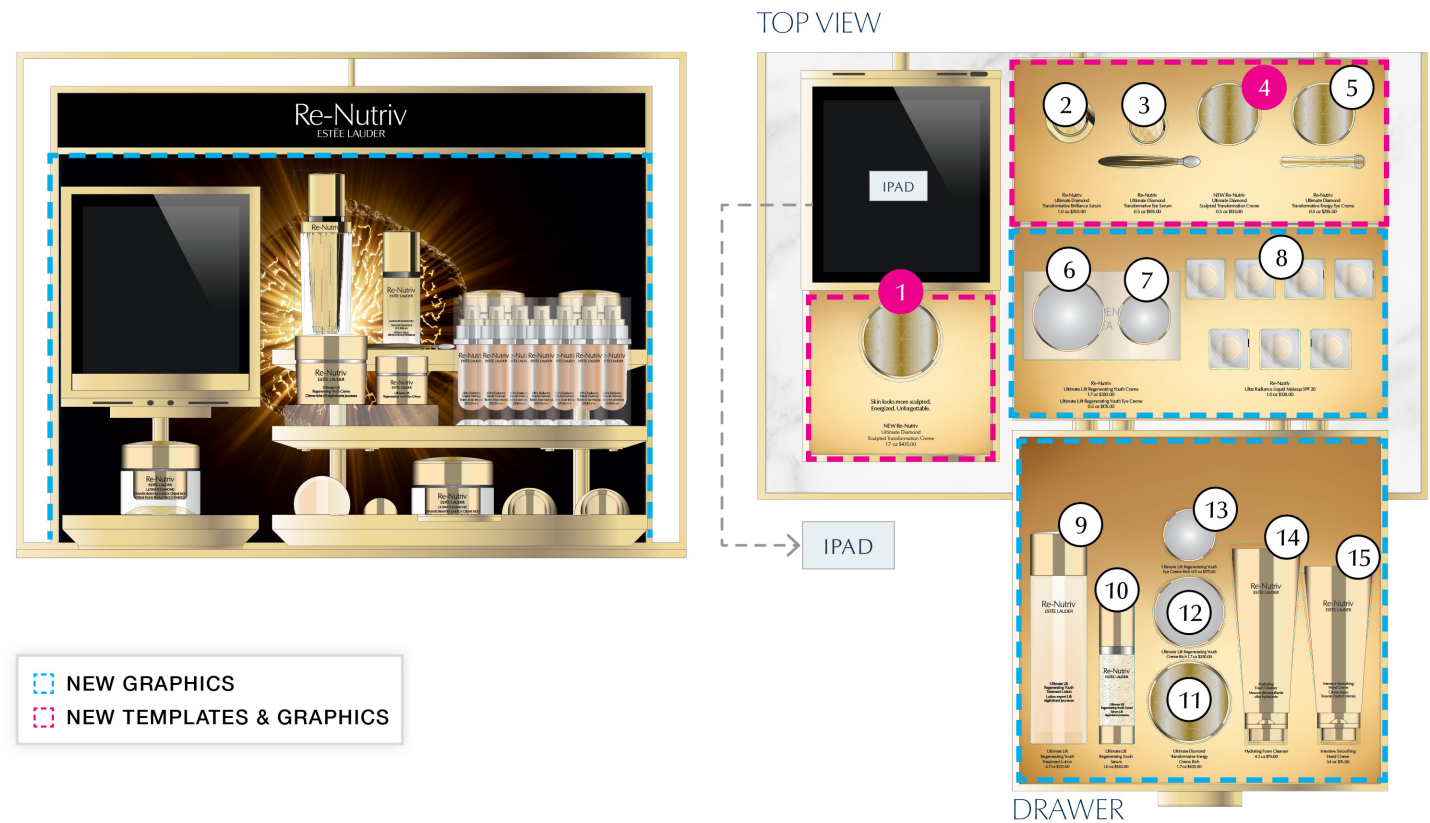
	CURRENTLY ON-COUNTER	JAN	FEB	MAR	APR-JUN
AERIN	 AERIN FRAGRANCE UNIT All Doors Update with new holiday back riser graphic. Graphic Update Code #: G5G1-70		 AERIN FRAGRANCE UNIT All Doors Update with new back riser graphic. Graphic Update Code #: G762-70		
RE-NUTRIV	 RE-NUTRIV DIAMOND LINE TESTER UNIT Select Doors Update with new graphics with updated S.R.P. Unit Code #: PT2M-60 Graphic Code #: G3L7-70	 RE-NUTRIV DIAMOND LINE TESTER UNIT Select Doors Update with new templates and graphics Unit Code #: PT2M-60 Graphic Update Code #: G5LK-70 Acrylic Update Code #: G5LM-60			
LINE TESTERS	 SKINCARE LTU VER. 2 (WITH MOISTURIZER REFILLS) South Coast Plaza Update with new Supreme+ refills and new graphics Unit Code #: PIHK-60 Update Code #: G27F-60  SKINCARE LIT ANGLED UNIT Update with new graphic All Other Doors Unit Code #: PA58-60 Update Code #: G3C1-70  SKINCARE LTU VER. 1 (W/O MOISTURIZER REFILLS) Beverly Hills Only Update with new center platform and graphics Unit Code #: PIHK-60 Acrylic Update Code #: G27G-60 Graphic Update Code #: G34X-70  COLOR HYBRID LTU (V1) Update with new top templates and graphics Select Doors Unit Code #: PG5G-60 Update Code #: G33G-60  FOUNDATION LINE TESTER UNIT Update with new graphics All Doors Unit Code #: PIHJ-60 Update Code #: G392-70  COLOR LTU (55 LIP SHADE VARIANT) Update with new templates and graphics Select Doors Unit Code #: PG53-60 Update Code #: G33A-60  SKINCARE LTU VER. 2 (WITH MOISTURIZER REFILLS) Select Doors Update drawer template and new graphics Unit Code #: PG58-60 Graphic Update Code #: G4T7-70 Acrylic Update Code #: G4TF-60  ADVANCED NIGHT REPAIR SKINCARE LTU BANNER All Doors Banner Code #: G76C-70  SKINCARE LIT ANGLED UNIT Update with new graphic All Other Doors Unit Code #: PA58-60 Update Code #: TBD  SKINCARE LTU VER. 1 (W/O MOISTURIZER REFILLS) Beverly Hills Only Update drawer template and new graphics Unit Code #: PG58-60 Graphic Update Code #: G4T7-70 Acrylic Update Code #: G4TF-60  COLOR HYBRID LTU (V1) Update with new products and graphics All Other Doors Unit Code #: PG5G-60 Update Code #: TBD  FOUNDATION LINE TESTER UNIT Update with new graphics All Doors Unit Code #: PIHJ-60 Update Code #: G5PL-70  COLOR LTU (55 LIP SHADE VARIANT) Update with new templates and graphics Select Doors Unit Code #: PG53-60 Graphic Update Code #: G6X1-70 Acrylic Update Code #: G559-60				

RE-NUTRIV LINE TESTER

Diamond Department Stores
January Update

HISTORY OF UPDATES

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).
Jan '23	Update with new graphics and templates (Graphic Update Code #: G5LK-70 Acrylic Update Code #: G5LM-60).



Line Tester (Use saleable products except where indicated.)

1. New Re-Nutriv Ultimate Diamond Sculpted Transformation Creme 1.7 oz, (1)
2. Re-Nutriv Brilliance Serum 1.0oz (1)
3. Re-Nutriv Ultimate Diamond Eye Serum 0.5 oz, with applicator (1)
4. New Re-Nutriv Ultimate Diamond Sculpted Transformation Creme 0.5 oz, (1)
5. Re-Nutriv Ultimate Diamond Transformative Energy Eye Creme 0.5 oz, with applicator (1)
6. Re-Nutriv Ultimate Lift Regenerating Youth Creme 1.7 oz, (1)
7. Re-Nutriv Ultimate Lift Regenerating Youth Eye Creme 0.5 oz, (1)
8. Re-Nutriv Ultra Radiance Liquid Makeup SPF 20 1 oz, (7)
9. Re-Nutriv Ultimate Lift Regenerating Youth Treatment Lotion 6.7 oz, (1)
10. Re-Nutriv Ultimate Lift Regenerating Youth Serum 1 oz, (1)
11. Re-Nutriv Ultimate Diamond Transformative Energy Creme Rich 1.7 oz, (1)
12. Re-Nutriv Ultimate Lift Regenerating Youth Creme Rich 1.7 oz, (1)
13. Re-Nutriv Ultimate Lift Regenerating Youth Eye Creme Rich 0.5 oz, (1)
14. Re-Nutriv Hydrating Foam Cleanser 4.2 oz, (1)
15. Re-Nutriv Intensive Smoothing Hand Creme 3.4 oz, (1)



SKINCARE LIT ANGLED UNITS

January Update

HISTORY OF UPDATES

Jul '21	Update with new graphics (GT0C-70).
12/26/22	Update with new graphics (GXC6-70).
Jan '23	Update with new graphics (TBD).



Product List

Advanced Night Repair Unit

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

SKINCARE LINE TESTER

Non-Nutritious Doors Ver. 1 (w/o Moisturizer Refills)
January Update



HISTORY OF UPDATES	
Jul '22	Update with new center platform and new graphics (Acrylic Update Code #: G27J-60; Graphic Update Code #: G34Y-70)
Jan '23	Update with new template and graphics (Acrylic Update: G4TF-60 Graphic Update: G4T7-70) and add banner.



MAIN PLATFORM



DRAWER

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 (1.0 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.

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.

Gentle Eye Makeup Remover (3.4 oz)

28.

Perfectly Clean Multi-Action Toning Lotion/Refiner (6.7 oz)

Continued from Left

29.

Perfectly Clean Fresh Balancing Lotion (13.5 oz)
Until product sells through then place: Perfectly Clean Infusion Balancing Essence Lotion (13.5 oz)

30.

(New to unit) Soft Clean Infusion Hydrating Essence Lotion (13.5 oz)

31.

Perfectionist Pro Multi-Defense UV Fluid SPF 45 (1.0 oz)

32.

Idealist Pore Minimizing Skin Refinisher (1.7 oz)
Please leave the Idealist locator empty as the product is discontinued starting January 2022.
Update to the drawer will follow in FA23.

33.

New Revitalizing Supreme+ Youth Power Power Soft Milky Lotion (3.4 oz)

34.

Perfectionist CP+R Wrinkle Lifting/Firming Serum (1.7 oz)

35.

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

NEW GRAPHICS
 NEW TEMPLATES & GRAPHICS

SKINCARE LINE TESTER

Non-Nutritious Doors Ver. 2 (with Moisturizer Refills)
January Update

HISTORY OF UPDATES

Sept '22	Update with new templates and new graphics (G27H-60). Add corner banner speaking to refills (GYFN-70).
Jan '22	Update with new drawer templates and graphics (Acrylic Update: G4TG-60 Graphic Update: G4T8-70) and add banner.



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 (1.0 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)

Drawer

21. Advanced Night Micro Cleansing Foam (3.4 oz)
22. Advanced Night Micro Cleansing Balm (2.2 oz)
23. Micro Essence Treatment Lotion with Bio-Ferment (6.7 oz)
24. Gentle Eye Makeup Remover (3.4 oz)
25. Take It Away Makeup Remover Lotion (6.7 oz)
26. Perfectly Clean Multi-Action Toning Lotion/Refiner (6.7 oz)
27. Perfectly Clean Multi-Action Foam Cleanser/Purifying Mask (5.0 oz)



MAIN PLATFORM



DRAWER

Continued from Left

28. Perfectly Clean Fresh Balancing Lotion (13.5 oz)
Until product sells through then place: Perfectly Clean Infusion Balancing Essence Lotion (13.5 oz).
29. (New to unit) Soft Clean Infusion Hydrating Essence Lotion (13.5 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)
Please leave the Idealist locator empty as the product is discontinued starting January 2022.
Update to the drawer will follow in FA23.
33. Advanced Night Repair Intense Reset Concentrate (0.68 oz)
34. New Revitalizing Supreme+ Youth Power Power Soft Milky Lotion (3.4 oz)
35. Resilience Multi-Effect Face and Neck Creme Dry (1.7 oz)
36. Resilience Multi-Effect Eye Creme (0.5oz)
37. Daywear Matte Oil-Control Anti-Oxidant Moisture Gel Creme (1.7 oz)
38. Daywear Eye Cooling Anti-Oxidant Moisture Gel Creme (0.5 oz)
39. New Revitalizing Supreme+ Bright Power Soft Creme Refill (1.7 oz)

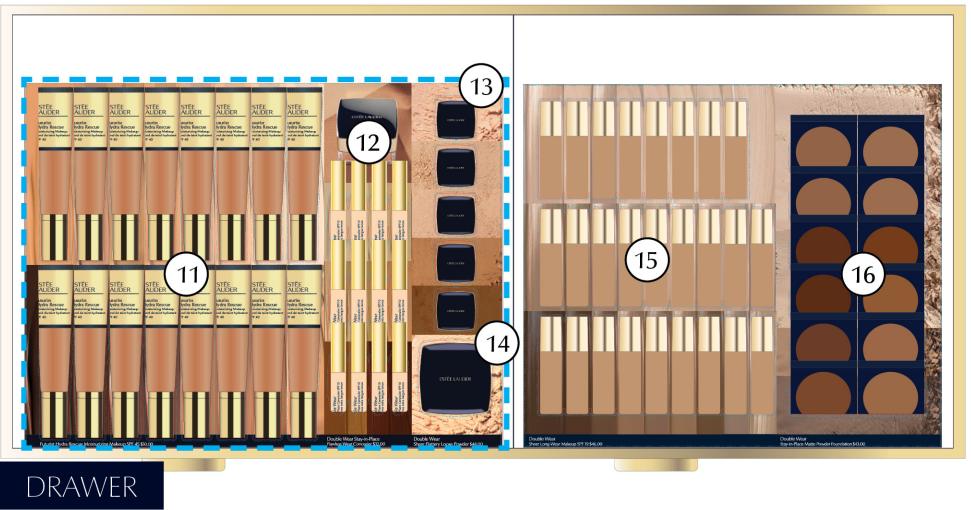
NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

FOUNDATION LINE TESTER

January Update

HISTORY OF UPDATES

Mar '22	Update with new products, templates, and graphics (GWF2-60).
Jul '22	Update with new graphics (G392-70).
Jan '23	Update with new graphics (G5PL-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 (10)

SEE PAGE 28 FOR TESTER PRE-PACK CODES.

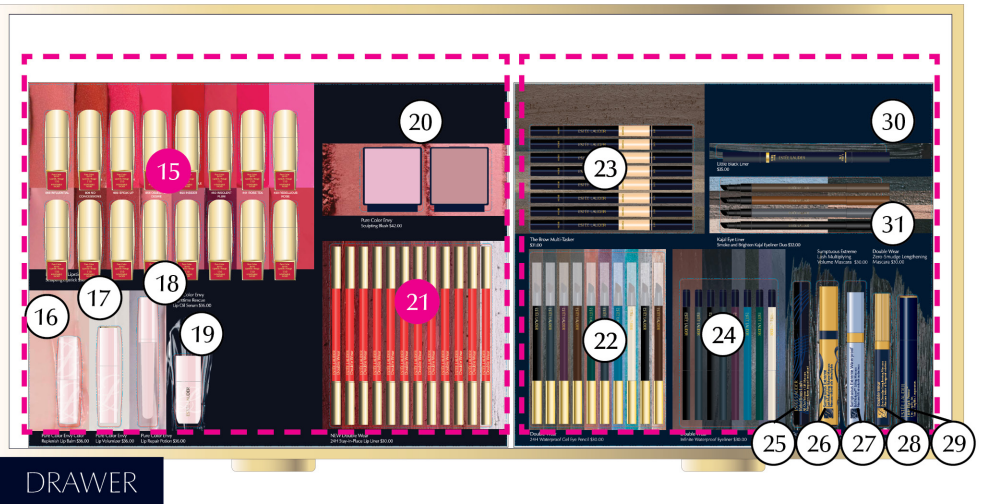
NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

COLOR LINE TESTER

February Update | 55 Lipstick Variant

HISTORY OF UPDATES

Sept '22	Update with new templates and new graphics (G33A-60).
Feb '23	Update with new graphics and templates Acrylic: G559-60 Graphics: G6XI-70).



SEE PAGE 28 FOR TESTER PRE-PACK CODES.

Product List

1.

Pure Color Lip Mousse (10)
2.

Pure Color Illuminating Shine (12)
3.

New Pure Color Lipstick (40)
4.

Pure Color Crystal Balms (6)
5.

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

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

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

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

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

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

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

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

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

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

New Pure Color Lipstick (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 Blush (2) (in godets)
21.

New Double Wear 24H Stay-in-Place Lip Liner (12)
22.

Double Wear Stay-In-Place Eye Pencil (10)
23.

The Brow Multi-Tasker (8)
24.

Double Wear Infinite Waterproof Eyeliner (8)
25.

Sumptuous Rebel Mascara (1)
26.

Sumptuous Extreme Lash Multiplying Volume Mascara (1)
27.

Sumptuous Extreme Waterproof (1)
28.

Double Wear Zero-Smudge Lengthening Mascara (1)
29.

Little Black Primer (1)
30.

Little Black Liner (1)
31.

Kajal Eyeliner (4)

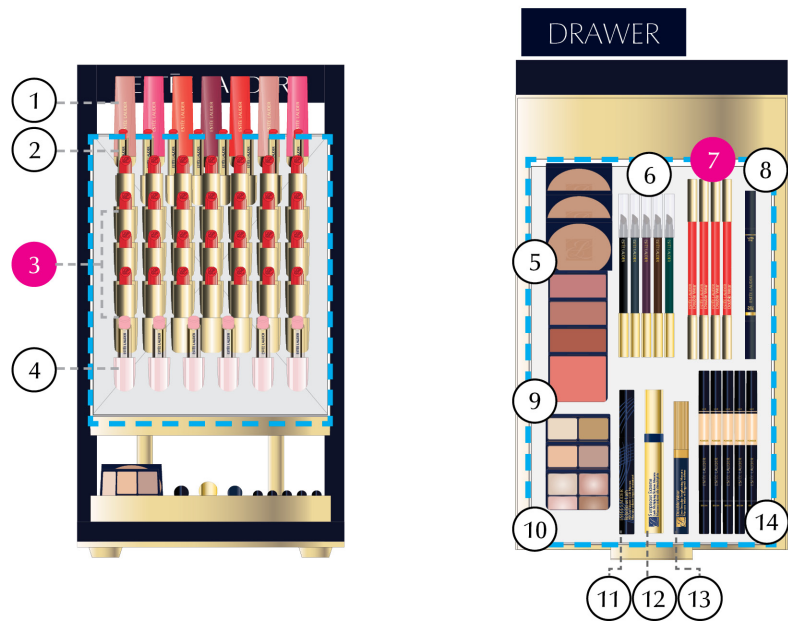
NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

COLOR HYBRID UNIT V.1

February Update

HISTORY OF UPDATES

Feb '22	Update with new graphics and new drawer template (GWET-60).
Sept '22	Update with new top template and new graphics (G33G-60).
Feb '23	Update with new Pure Color Envy Emerald Lipsticks and new graphics.



Product List

Main Platform

- 1. Pure Color Lip Mousse (7)
- 2. Pure Color Shine (8)
- 3. New Pure Color Lipstick (28)
- 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. New Double Wear 24H Stay-in-Place Lip Liner (4)
- 8. Little Black Liner (1)
- 9. Pure Color Envy Sculpting Blush (4) (in godets)
- 10. Pure Color Envy Luxe Eyeshadow Quads (3) (in godets)
- 11. Sumptuous Rebel Mascara (1)
- 12. Sumptuous Extreme Lash Multiplying Volume Mascara (1)
- 13. Double Wear Zero-Smudge Lengthening Mascara (1)
- 14. The Brow Multitasker (5)

SEE PAGE 43 FOR TESTER PRE-PACK CODES.

- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS



AERIN

Nordstrom Premier Unit
February Update

HISTORY OF UPDATES

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



TOP VIEW



Line Tester (Use salable products)

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

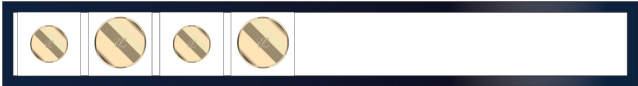
COUNTERS AT A GLANCE

BOUTIQUE CASE

JAN-MAR



OVERHEAD VIEW



OVERHEAD VIEW



OVERHEAD VIEW



OVERHEAD VIEW



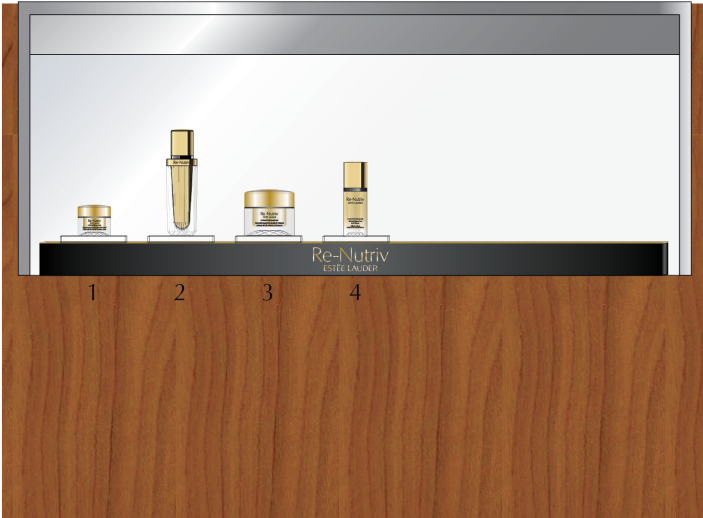
ADVANCED NIGHT REPAIR

- RISER 1:
Advanced Night Repair Synchronized Multi-Recovery Complex
- RISER 2:
Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery Complex
- RISER 3:
Advanced Night Repair Synchronized Multi-Recovery Complex
- RISER 4:
Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery Complex



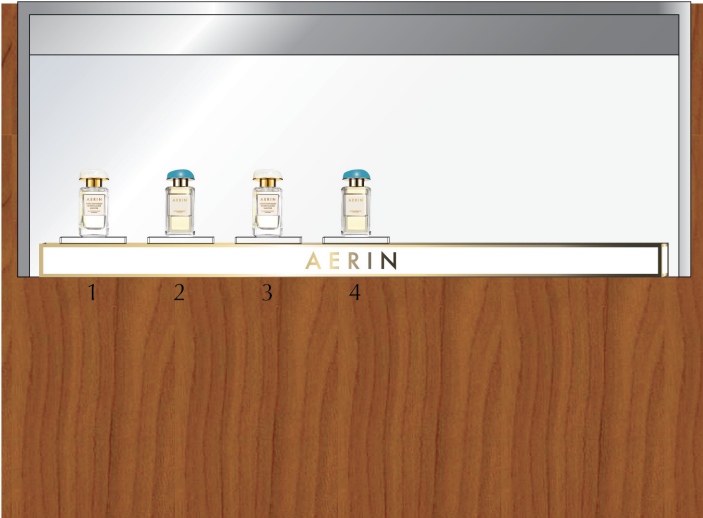
REVITALIZING SUPREME+

- RISER 1:
Revitalizing Supreme+ Youth Power Eye Balm
- RISER 2:
New Revitalizing Supreme+ Youth Power Creme
- RISER 3:
Revitalizing Supreme+ Youth Power Eye Balm
- RISER 4:
Revitalizing Supreme+ Youth Power Creme



RE-NUTRIV ULTIMATE DIAMOND

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



AERIN (MARCH UPDATE)

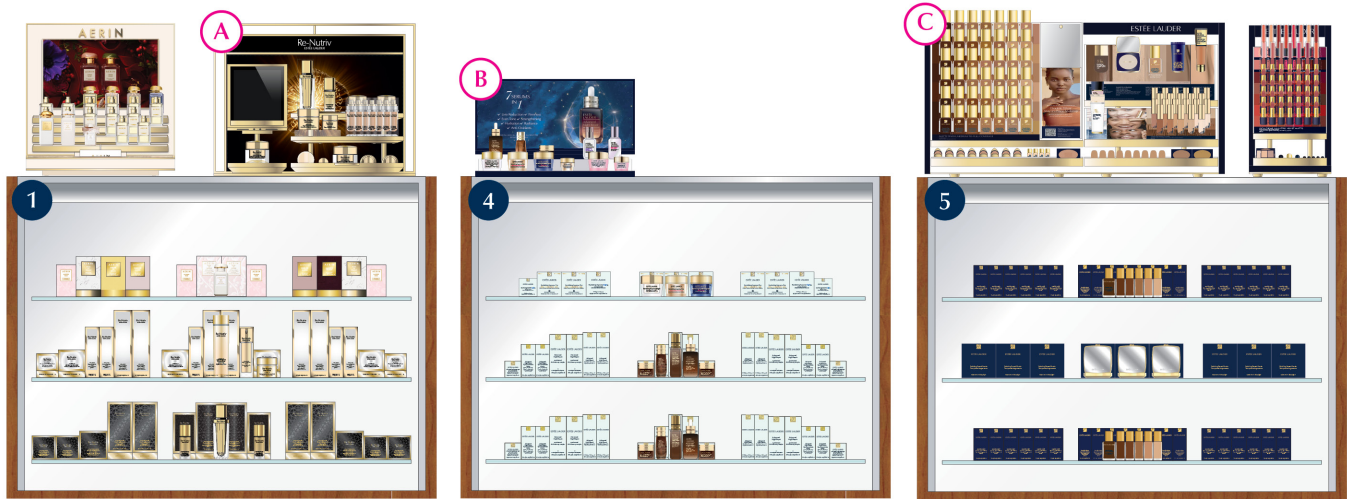
- RISER 1:
New Mediterranean Honeysuckle Clementina Fragrance 1.7 oz
- RISER 2:
Mediterranean Honeysuckle 1.7oz
- RISER 3:
New Mediterranean Honeysuckle Clementina Fragrance 1.7 oz
- RISER 4:
Mediterranean Honeysuckle 1.7oz

CASE MERCHANDISING

JANUARY

CASE MERCHANDISING FOR
DOORS WITHOUT IN-CASE TRAYS

3 CASES



4 CASES



5/6 CASES



CASE CATEGORIES

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

NEW IN JANUARY:

- A Re-Nutriv Line Tester Unit Update
- B Skincare Lit Angled Unit Update
- C Foundation Line Tester Unit Update

CASE MERCHANDISING

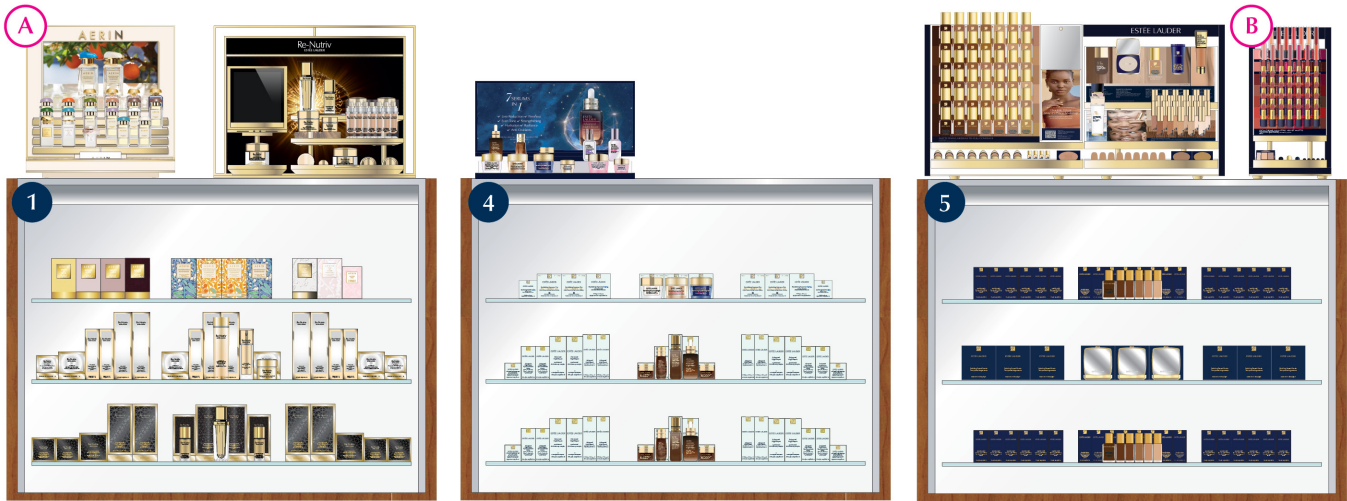
FEBRUARY

CASE MERCHANDISING FOR
DOORS WITHOUT IN-CASE TRAYS

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

NEW IN FEBRUARY:	
A	Aerin Tester Unit Update
B	Color Hybrid Unit Update

3 CASES



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

4 CASES



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

5/6 CASES



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

CASE MERCHANDISING

JANUARY

CASE MERCHANDISING WITH TRAY ARE FOR THE FOLLOWING DOORS ONLY:

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

CASE CATEGORIES

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

NEW IN JANUARY:

- A Re-Nutriv Line Tester Unit Update
- B Skincare Lit Angled Unit Update
- C Foundation Line Tester Unit Update

3 CASES



4 CASES



5/6 CASES



CASE MERCHANDISING

FEBRUARY

CASE MERCHANDISING WITH TRAY ARE FOR THE FOLLOWING DOORS ONLY:

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

CASE CATEGORIES

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

NEW IN FEBRUARY:

- A** Aerin Tester Unit Update
- B** Color Hybrid Unit Update

3 CASES



4 CASES



5/6 CASES



Tester Codes

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

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

Tester Codes (cont.)

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

Selling Tools

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



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

How to Measure a Light-box

STEP 1: DETERMINING "OUTSIDE" MEASUREMENT

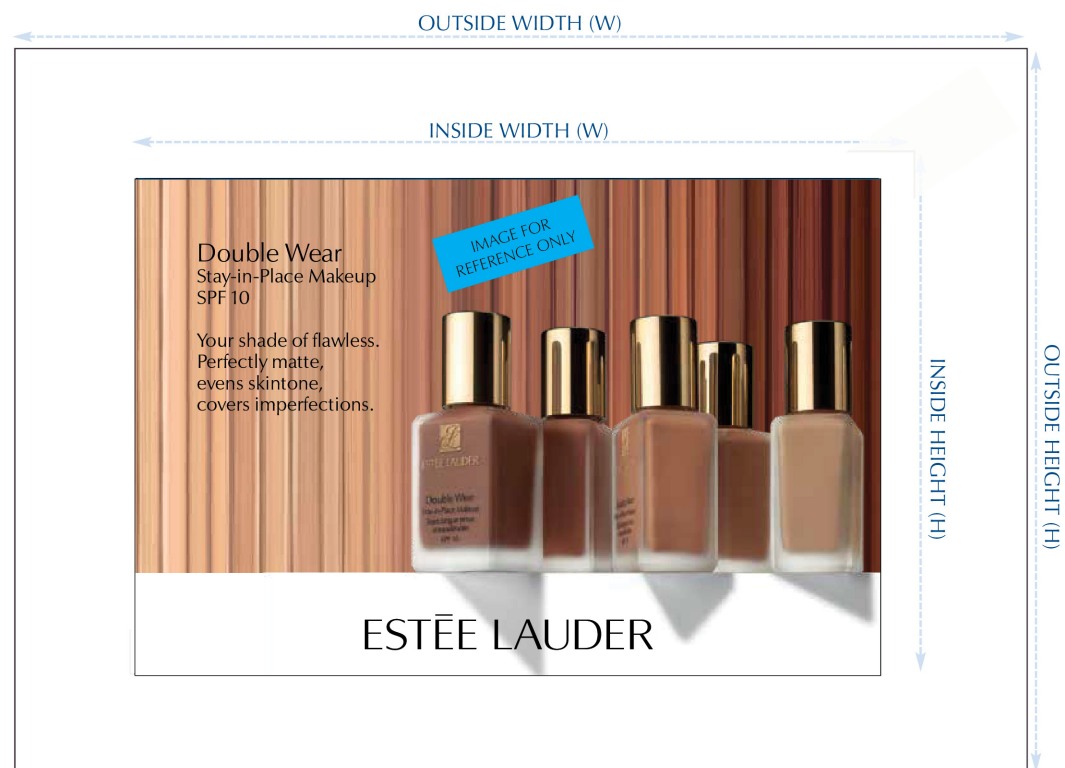
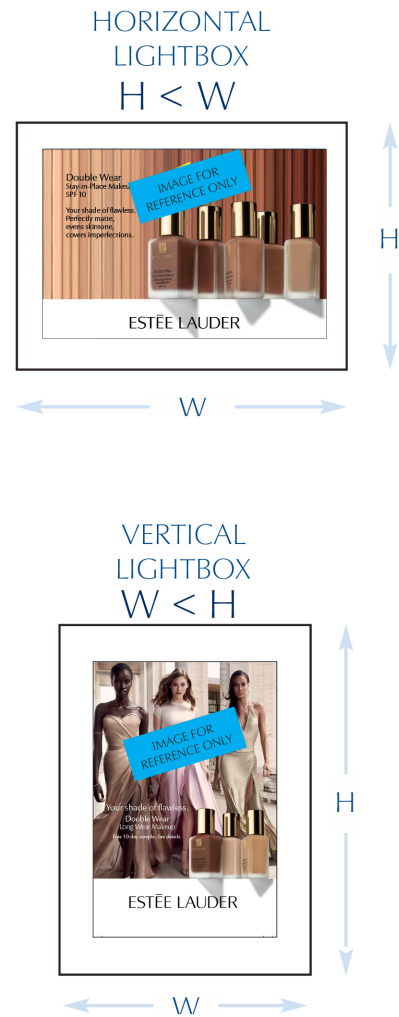
Open light-box. Measure end-to-end of the light-box horizontally (Width) and then vertically (Height). This is your “outside” measurement because it is the width (W) and height (H) of the “outside”, or total area, of the transparency that goes into the light-box.

STEP 2: DETERMINING “INSIDE” MEASUREMENT

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

POINTERS

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



Need Some Help?

For all questions / concerns regarding:

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

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

UNITED STATES

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

CANADA

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

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

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

[illegible]

