

bloomingdale's



ESTÉE LAUDER

Point-of-Sale Guidelines

Spring 2023



To the BEST Bloomingdale's Business and Counter Managers in the World,

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

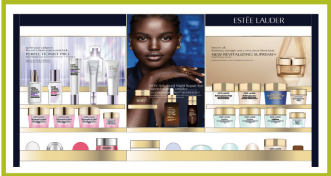
Uplifting Clementine sparkles against fresh Honeysuckle wrapped in a verdant layer of Moss—for an energizing summer adventure.

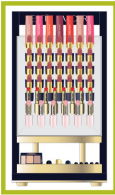
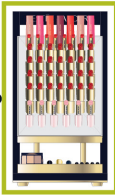
As always, thank you for making Estée Lauder the ultimate destination for beauty. We are incredibly grateful for your partnership and look forward to embracing this, and every season, together.

With gratitude,

Lahnie Strange

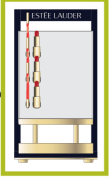
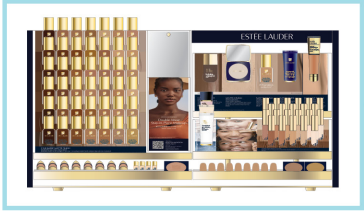
Senior Vice President, General Manager
Estée Lauder and AERIN Beauty North America

	Currently on-counter	JAN	FEB	MAR	APR-JUN
LAUNCH	 SKINCARE TRENDING NOW UNIT Update with new templates and graphics for new ANR Select Doors Unit Code #: PG5E-60 Acrylic Code #: G27K-60 Graphic Code #: G34W-70	 SKINCARE TRENDING NOW UNIT Update with new graphics Select Doors Unit Code #: PG5E-60 Graphic Code #: G4T4-70			
LINE TESTER	 RE-NUTRIV DIAMOND LINE TESTER UNIT Select Doors Updated graphics with new S.R.P Unit Code #: PT2M-60 Update Code #: G3L7-70	 RE-NUTRIV DIAMOND LINE TESTER UNIT Select Doors Update with new templates and graphics Uit Code #: PT2M-60 Update Code #: G5LM-60 ADVANCED NIGHT REPAIR SKINCARE LTU BANNER All Doors Banner Code #: G76C-70			
	 SKINCARE LTU VER. 1 (NUTRITIOUS W/O REFILLS) 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 VER. 1 (NUTRITIOUS W/O REFILLS) Select Doors Update drawer template and new graphics Unit Code #: PJHK-60 Graphic Update Code #: G4T5-70 Acrylic Update Code #: G4TC-60		 SKINCARE LTU VER. 1 (NON-NUTRITIOUS W/O MOISTURIZER REFILLS) Most Doors Update with new templates and graphics Unit Code #: PG58-60 Graphic Update Code #: G4T9-70 Acrylic Update Code #: G4TH-60	
	 SKINCARE LTU VER. 2 (NUTRITIOUS WITH REFILLS) Select Doors Update with new Supreme+ refills and new graphics Unit Code #: PJHK-60 Update Code #: G27F-60	 SKINCARE LTU VER. 2 (NUTRITIOUS WITH REFILLS) Select Doors Update drawer template and new graphics Unit Code #: PG58-60 Graphic Update Code #: G4T6-70 Acrylic Update Code #: G4TE-60		 SKINCARE LTU VER. 2 (NON-NUTRITIOUS WITH MOISTURIZER REFILLS) Select Doors Update drawer template and new graphics Unit Code #: PG58-60 Graphic Update Code #: G4TA-70 Acrylic Update Code #: G4TJ-60	 Select Doors Only  All Doors

	Currently on-counter	JAN	FEB	MAR	APR	MAY	JUN
LAUNCH	 IPAD/MATCH TRENDING NOW UNIT Graphic and drawer template update Select Doors Unit Code #: PG5H-60 Update code #: GX5X-60		 IPAD/MATCH TRENDING NOW UNIT Graphic and drawer template update Select Doors Unit Code #: PG5H-60 Graphic Update Code #: G555-60 Acrylic Update Code #: G6WW-70				
LINE TESTER	 COLOR LTU (55 LIP SHADE VARIANT) Update with new templates and graphics Select Doors Unit Code #: PG53-60 Update Code #: G33A-60  COLOR LTU (35 LIP SHADE VARIANT) Update with new templates and graphics Select Doors Unit Code #: PG53-60 Update Code #: G33C-60  COLOR HYBRID LTU (V1) Update with new top templates and graphics All Other Doors Unit Code #: PG5G-60 Update Code #: G33G-60		 COLOR LTU (55 LIP SHADE VARIANT) Update with new templates and graphics Select Doors Unit Code #: PG53-60 Graphic Update Code #: G6X1-70 Acrylic Update Code #: G559-60  COLOR LTU (35 LIP SHADE VARIANT) Update with new templates and graphics Select Doors Unit Code #: PG53-60 Graphic Update Code #: G6X0-70 Acrylic Update Code #: G55A-60  COLOR HYBRID LTU (V1) Update with new products and graphics All Other Doors Unit Code #: PG5G-60 Update Code #: TBD				

Select Doors Only

All Doors

ESTÉE LAUDER North America Tester Cadence: Bloomingdale's				FACE			Spring 2023
	Currently on-counter	JAN	FEB	MAR	APR	MAY	JUN
LAUNCH	 DRAMMING UNIT New litho update All Doors Unit Code #: RYC5-60 Litho Update Code #: PNIP-70  COLOR/FOUNDATION TRENDING NOW UNIT Update with new templates and graphics Select Doors Unit Code #: PG5F-60 Update Code #: G33E-60  DRAMMING PEDESTAL Foundation Panels Update Select Doors Pedestal Code #: P4EE-60 Pedestal Update Code #: PNIT-60		 COLOR/FOUNDATION TRENDING NOW UNIT Update with new templates and graphics Select Doors Unit Code #: PG5F-60 Graphic Update Code #: G6WT-70 Acrylic Update Code #: G5PP-60				
LINE TESTER	 FOUNDATION LINE TESTER UNIT Update with new graphics All Doors Unit Code #: PIHJ-60 Update Code #: G392-70	 FOUNDATION LINE TESTER UNIT Update with new graphics All Doors Unit Code #: PIHJ-60 Update Code #: G5PL-70					
Select Doors Only All Doors							

	Currently on-counter	JAN	FEB	MAR	APR	MAY	JUN
LAUNCH	 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 #: G5G1-70				
LINE TESTER	 FRAGRANCE LINE TESTER Most Doors Update with new center graphic Unit Code #: PG59-60 Update Code #: G3FP-70			 FRAGRANCE LINE TESTER All Other Retailers Update with new graphics and Magnolia L'eau Unit Code #: PG59-60 Update Code #: G72L-70			
							 Select Doors Only  All Doors

SKINCARE LINE TESTER

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 #: G27G-60; Graphic Update Code #: G34X-70).
Jan '23	Update with new template and new graphics (Graphic Update Code #: G4T5-70 Acrylic Update Code #: G4TC-60) 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. ANutritious 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 Light (6.7 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)

Continued from Left

28. Micro Essence Treatment Lotion with Bio-Ferment (6.7 oz)
29. Take It Away Makeup Remover Lotion (6.7 oz)
30. Perfectly Clean Multi-Action Toning/Refiner (6.8 oz)
31. Perfectly Clean Multi-Action Foam Cleanser/Purifying Mask (5.0 oz)
32. New Revitalizing Supreme+ Youth Power Power Soft Milky Lotion (3.4 oz)
33. Resilience Multi-Effect Face and Neck Creme Dry (1.7 oz)
34. Advanced Night Repair Intense Reset Concentrate (0.68 oz)
35. 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.
36. Perfectionist CP+R Wrinkle Lifting/Firming Serum (1.7 oz)
37. Perfectionist Pro Multi-Defense UV Fluid (1.0 oz)

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

SKINCARE LINE TESTER

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



HISTORY OF UPDATES

Sept '22	Update with new templates and new graphics (G27F-60). Add corner banner speaking to Supreme+ refills (GYFN-70).
Jan '23	Update with new graphics and new template (Graphic Update Code #: G4T6-70 Acrylic Update Code #: G4TE-60) and add banner.



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 (1.0 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. Micro Essence Treatment Lotion with Bio-Ferment (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)

Continued from Left

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

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

31. New Revitalizing Supreme+ Youth Power Soft Milky Lotion (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)

Please leave the Idealist locator empty as the product is discontinued starting January 2022. Update to the drawer will follow in FA23.

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 LINE TESTER

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



HISTORY OF UPDATES

Jul '22	Update with new center platform and new graphics (Acrylic Update Code #: G27G-60; Graphic Update Code #: G34X-70).
Jan '23	Update with new template and new graphics (TBD).
Mar '23	Remove Nutritious in drawers and update with new templates and graphics (Graphic Update Code #: G4T9-70 Acrylic Update Code #: G4TH-60).



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. 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. 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)
March Update



HISTORY OF UPDATES

Sept '22	Update with new templates and new graphics (G27F-60). Add corner banner speaking to Supreme+ refills (GYFN-70).
Jan '23	Update with new graphics and new template (TBD).
Mar '23	Update with new graphics and new drawer template (Graphic Update Code #: G4TA-70 Acrylic Update Code #: G4TJ-60).



MAIN PLATFORM



DRAWER

Main Platform

- Perfectionist Pro Brightening Treatment (1.7 oz)
- Perfectionist Pro Rapid Firm + Lift Treatment (1.7 oz)
- Perfectionist Pro Rapid Renewal Retinol Treatment (1.0 oz)
- Perfectionist Pro Multi-Zone Wrinkle Concentrate (0.85 oz)
- Perfectionist Pro Multi-Defense UV Gel (1.0 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)
- Advanced Night Repair Serum Synchronized Multi-Recovery Complex (1.7oz)
- Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery Complex (0.5 oz)
- Revitalizing Supreme+ Bright Power Soft Creme (1.7oz)
- Revitalizing Supreme+ Youth Power Creme (1.7oz)
- Revitalizing Supreme+ Night Intensive Restorative Creme (1.7 oz)

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

Drawer

- Advanced Night Micro Cleansing Balm (2.2 oz)
- Advanced Night Repair Intense Reset Concentrate (0.68 oz)
- Advanced Night Micro Cleansing Foam (3.4 oz)
- Micro Essence Treatment Lotion with Bio-Ferment (6.7 oz)
- Take It Away Makeup Remover Lotion (6.7 oz)
- Perfectly Clean Multi-Action Foam Cleanser/Purifying Mask (5.0 oz)
- Gentle Eye Makeup Remover (3.4 oz)
- Perfectly Clean Multi-Action Toning Lotion/Refiner (6.7 oz)

Continued from Left

- Perfectly Clean Infusion Balancing Essence Lotion (13.5 oz)
Until product sells through then place: Perfectly Clean Infusion Balancing Essence Lotion (13.5 oz)
- Soft Clean Infusion Hydrating Essence Lotion (13.5 oz)
- Perfectionist Pro Multi-Defense UV Fluid SPF 45 (1.0 oz)
- 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.
- Revitalizing Supreme+ Youth Power Power Soft Milky Lotion (3.4 oz)
- Perfectionist CP+R Wrinkle Lifting/Firming Serum (1.7 oz)
- Revitalizing Supreme+ Global Anti-Aging Cell Power Creme SPF 15 (1.7 oz)

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

RE-NUTRIV LINE TESTER

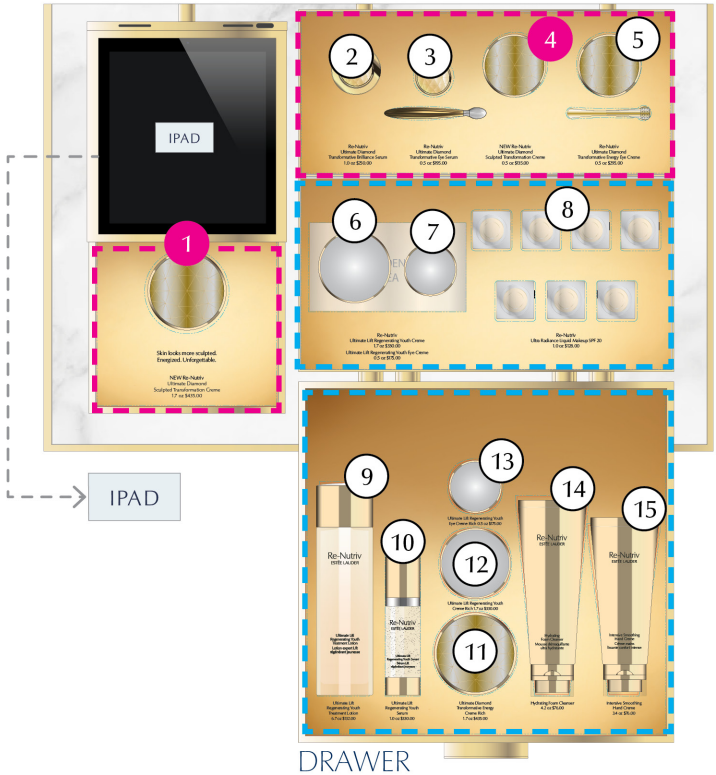
Diamond Doors
January Update

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).



TOP VIEW



DRAWER

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

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)
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)

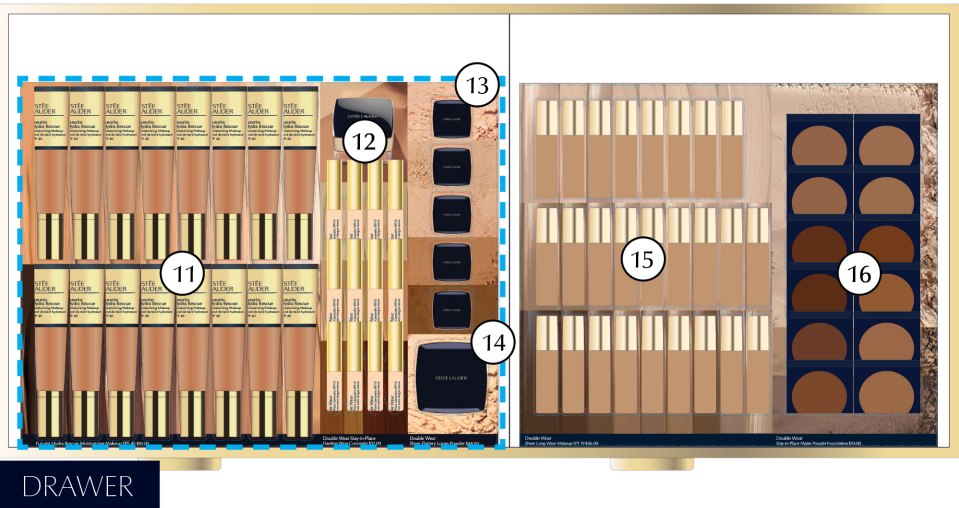


FOUNDATION LINE TESTER

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 (TBD).



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 82 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 (G359-60).



SEE PAGE 44 FOR TESTER PRE-PACK CODES.

Product List

- Pure Color Lip Mousse (10)
- Pure Color Illuminating Shine (12)
- New Pure Color Lipstick (40)
- 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)
- Bronze Goddess Healthy Glow Bronzer (1) (in godets)
- Bronze Goddess Matte and Glow Bronzing Trio (1) (in primary packaging)
- Bronze Goddess Powder Bronzer (4) (in godets)
- Bronze Goddess Highlighter (1) (in primary packaging)
- Bronze Goddess Highlighter (3) (in godets)
- New Pure Color Lipstick (16)
- Pure Color Envy Color Replenish Lip Balm (1)

- Pure Color Envy Lip Volumizer (1)
- Pure Color Envy Lip Repair Potion (1)
- Pure Color Envy Nighttime Rescue Lip Oil-Serum (1)
- Pure Color Envy Sculpting Blush (2) (in godets)
- New Double Wear 24H Stay-in-Place Lip Liner (12)
- Double Wear Stay-In-Place Eye Pencil (10)
- The Brow Multi-Tasker (8)
- Double Wear Infinite Waterproof Eyeliner (8)
- Sumptuous Rebel Mascara (1)
- Sumptuous Extreme Lash Multiplying Volume Mascara (1)
- Sumptuous Extreme Waterproof (1)
- Double Wear Zero-Smudge Lengthening Mascara (1)
- Little Black Primer (1)
- Little Black Liner (1)
- Kajal Eyeliner (4)

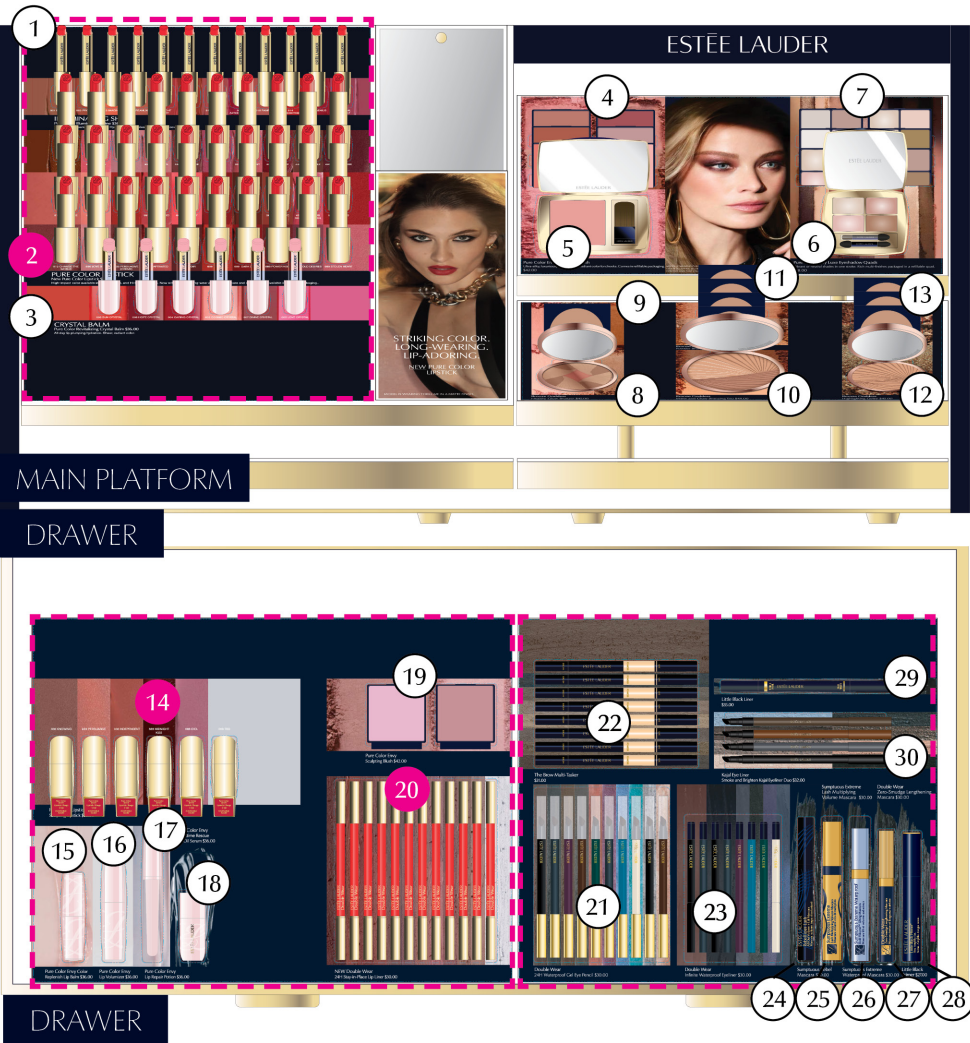
NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

COLOR LINE TESTER

February Update | 35 Lipstick Variant

HISTORY OF UPDATES

Sept '22	Update with new templates and new graphics (G33C-60).
Feb '23	Update with new graphics and templates (G55A-60).



SEE PAGE 44 FOR TESTER PRE-PACK CODES.

Product List

- Pure Color Illuminating Shine (12)
- New Pure Color Lipsticks (30)
- 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)
- Bronze Goddess Powder Bronzer (4) (in godets)
- Bronze Goddess Highlighter (1) (in primary packaging)
- Bronze Goddess Highlighter (3) (in godets)
- New Pure Color Lipsticks (6)
- Pure Color Envy Color Replenish Lip Balm (1)

- Pure Color Envy Lip Volumizer (1)
- Pure Color Envy Lip Repair Potion (1)
- Pure Color Envy Nighttime Rescue Lip Oil-Serum (1)
- Pure Color Envy Sculpting Blush (2) (in godets)
- New Double Wear 24H Stay-in-Place Lip Liner (12)
- Double Wear Stay-In-Place Eye Pencil (10)
- The Brow Multi-Tasker (8)
- Double Wear Infinite Waterproof Eyeliner (8)
- Sumptuous Rebel Mascara (1)
- Sumptuous Extreme Lash Multiplying Volume Mascara (1)
- Sumptuous Extreme Waterproof (1)
- Double Wear Zero-Smudge Lengthening Mascara (1)
- Little Black Primer (1)
- Little Black Liner (1)
- Kajal Eyeliner (4)

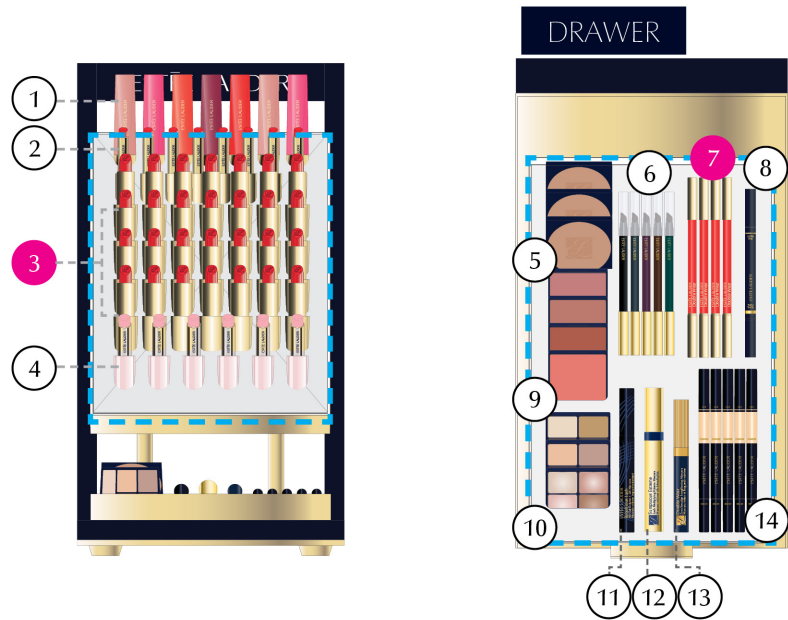
NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

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 Lipsticks and new graphics.



SEE PAGE 43 FOR TESTER PRE-PACK CODES.

Product List

Main Platform

1. Pure Color Lip Mousse (7)
2. Pure Color Shine (8)
3. New Pure Color “Emerald” 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 Pure Color “Emerald” 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)

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS



FRAGRANCE LINE TESTER UNIT

March Update

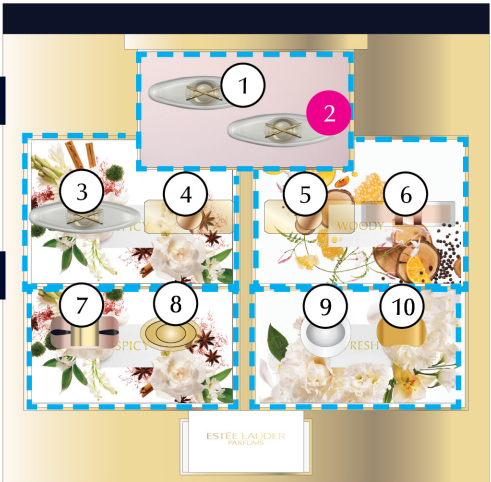
HISTORY OF UPDATES

Mar '22	Update with new center graphic (PY3T-70) and new fragrance on center platform.
Jul '22	Update with new center graphic.
Mar '23	Update with new center top and center base graphics and feature new Magnolia L'Eau.



FOCUS PLATFORM

MAIN PLATFORM



NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

Product List

Focus Platform

1. Beautiful Magnolia Eau de Parfum, 3.4 oz
2. New Beautiful Magnolia L'eau De Parfum, 3.4 oz

Main Platform (Preferred Line-up)

3. Beautiful Belle Eau De Parfum, 3.4 oz
4. Bronze Goddess Eau de Parfum, 3.4 oz
5. Bronze Goddess Eau Fraiche, 3.4 oz
6. Estée Lauder Sensuous Eau de Parfum Spray, 3.4 oz
7. Modern Muse Eau De Parfum, 3.4 oz
8. Beautiful Eau De Parfum, 3.4 oz
9. 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
- Intuition
- Spellbound
- Tuscany Per Donna
- Youth Dew

WOODY

- (#5) Bronze Goddess Eau Fraiche (Suggested)
- (#6) Sensuous (Suggested)

OTHER OPTION IF YOU ARE OUT OF STOCK ON THE ABOVE

- Knowing

FLORAL

- (#7) Modern Muse (Mandatory)
- (#8) Beautiful (Mandatory)

OTHER OPTIONS IF YOU ARE OUT OF STOCK ON THE ABOVE

- Beyond Paradise
- Estée
- Pleasures Intense
- Private Collection
- Private Collection Tuberose Gardenia

FRESH

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

OTHER OPTIONS IF YOU ARE OUT OF STOCK ON THE ABOVE

- Aliage
- Azuree

AERIN

Premier Collection Unit
February Update

HISTORY OF UPDATES

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

TOP VIEW



- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS

Line Tester (Use salable products)

- | | |
|--------------------------------------|--|
| 1. Rose de Grasse 1.7 oz | 11. Cedar Violet 1.7oz |
| 2. Rose de Grasse Joyful Bloom1.7 oz | 12. Amber Musk 1.7oz |
| 3. Rose de Grasse Pour Filles 1.0 oz | 13. Evening Rose 1.7oz |
| 4. Waterlily Sun 1.7 oz | 14. Tangier Vanille 1.7oz |
| 5. Mediterranean Honeysuckle 1.7 oz | 15. Limone de Sicilia 1.7oz |
| 6. Aegea Blossom 1.7oz | 16. Tuberose le Jour 1.7oz |
| 7. Wild Geranium 1.7 oz | 17. Tuberose le Soir 1.7oz |
| 8. Ikat Jasmine 1.7oz | 18. Ambrette de Noir 1.7oz |
| 9. Lilac Path 1.7oz | 19. New Mediterranean Honeysuckle Clementina 1.7oz |
| 10. Hibiscus Palm 1.7oz | |

NOTE:

Merchandise 1.7oz on unit for all fragrances in exception to Rose de Grasse Pour Filles (1.oz). Place back and ensure all caps are on all fragrance.

TRENDING NOW

SKINCARE UNIT

January Update

HISTORY OF UPDATES

Dec 26th	Update with new templates and new graphics (Acrylic Update: GW29-60, Graphic Update: GXK8-70).
Jul '22	Update with new templates and new graphics (Acrylic Code #: G27K-60; Graphic Code #: G34W-70
Jan '23	Update with new graphics (G4T4-70).



Product List

Main Platform

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

Drawer

- 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

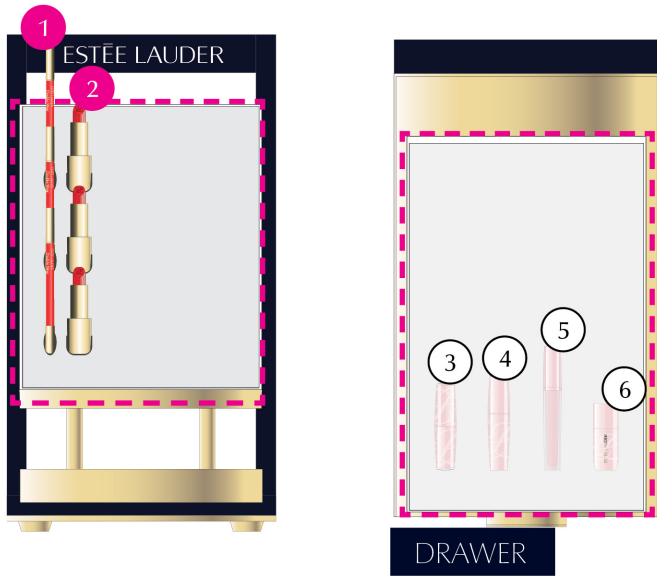
To clean, use a soft dry cloth.
Never use sprays of any kind to clean unit.

TRENDING NOW COLOR/ FOUNDATION UNIT

February Update

HISTORY OF UPDATES

Jan '22	Update with new templates, new graphics, and new products (Acrylic Update: GWF0-60, Graphic Update: GY8N-70).
Sept '22	Update with new templates and new graphics (G33E-60).
Feb '23	Update with new templates and graphics (Acrylic: G5PP-60 Graphics: G6WT-70).



Product List

Main Platform

- 1. New Pure Color Lipsticks (3)
- 2. New Double Wear 24H Stay-in-Place Lip Liner (3)

Drawer

- 3. Pure Color Envy Color Replenish Lip Balm (1)
- 4. Pure Color Envy Lip Volumizer (1)
- 5. Pure Color Envy Lip Repair Potion (1)
- 6. Pure Color Envy Nighttime Rescue Lip Oil-Serum (1)

- 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.

TRENDING NOW iMATCH/YOUCAM UNIT

February Update

HISTORY OF UPDATES

Aug '20	Update with new graphics (PRHF-70).
Jan '22	Update with new drawer template and graphic (GX5X-60).
Feb '23	Update with new graphics and new drawer template ().



Product List

Main Platform

- 1. iPad with YouCam

Drawer

- 2. New Pure Color Lipstick (21)

- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS



NIGHTTIME TESTER MAINTENANCE/
CLEANING RITUAL

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

DRAMMING UNIT & DRAMMING PEDESTAL

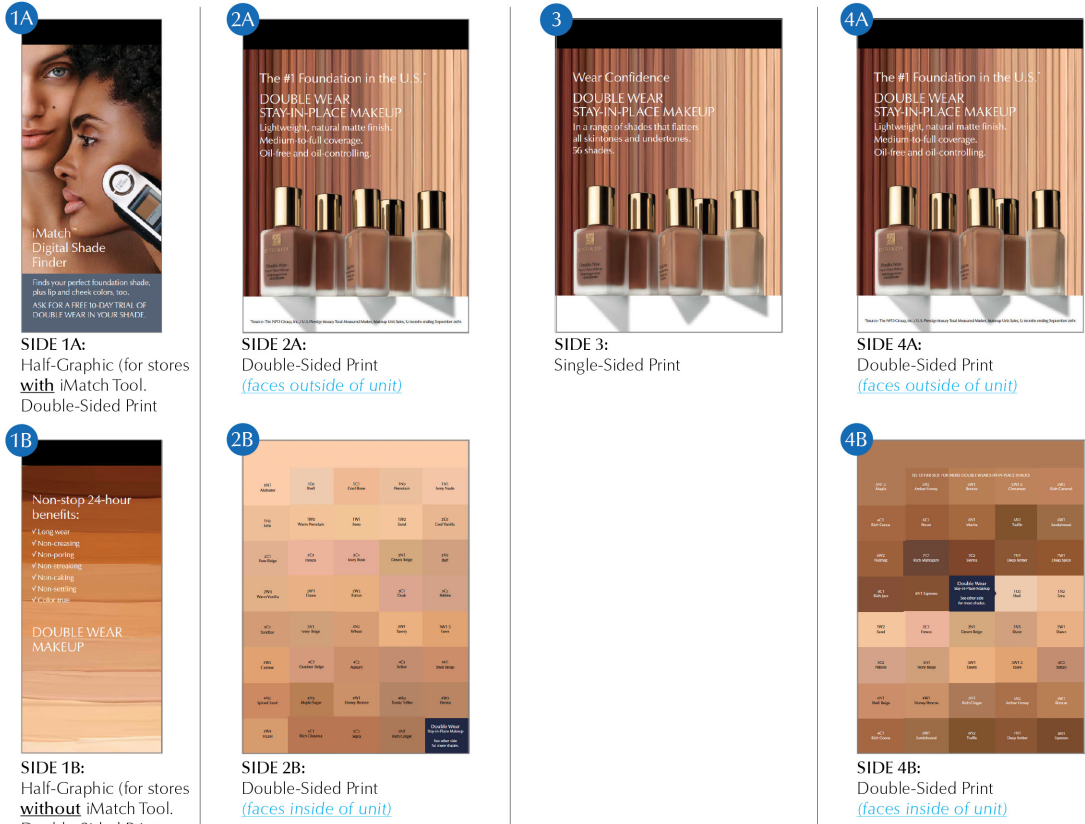
January '20 Update

HISTORY OF UPDATES

Aug '19	Install new unit (PG5F-60).
Jan '20	Update with all new graphics on Dramming Unit (PNIP-70). Update with all new magnetic panels on Dramming Pedestal (PNIT-60).

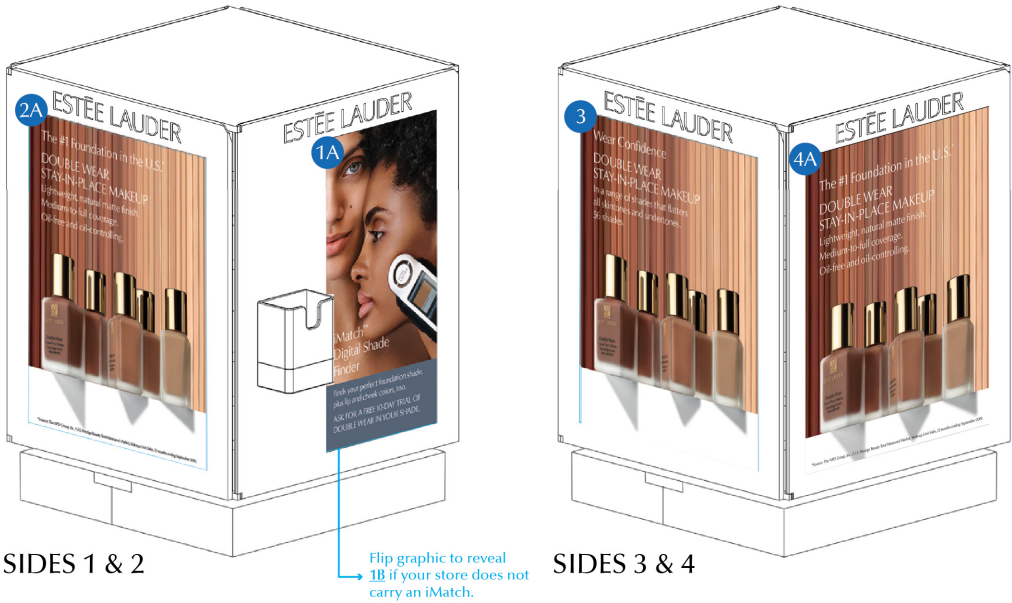
DRAMMING UNIT GRAPHIC OVERVIEW

January '20 Update



DIRECTIONS

1. Insert graphics on dramming doors as shown below.



COUNTERS AT A GLANCE

CASE MERCHANDISING

JANUARY

4 CASES



5 CASES



6 CASES



CASE CATEGORIES

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

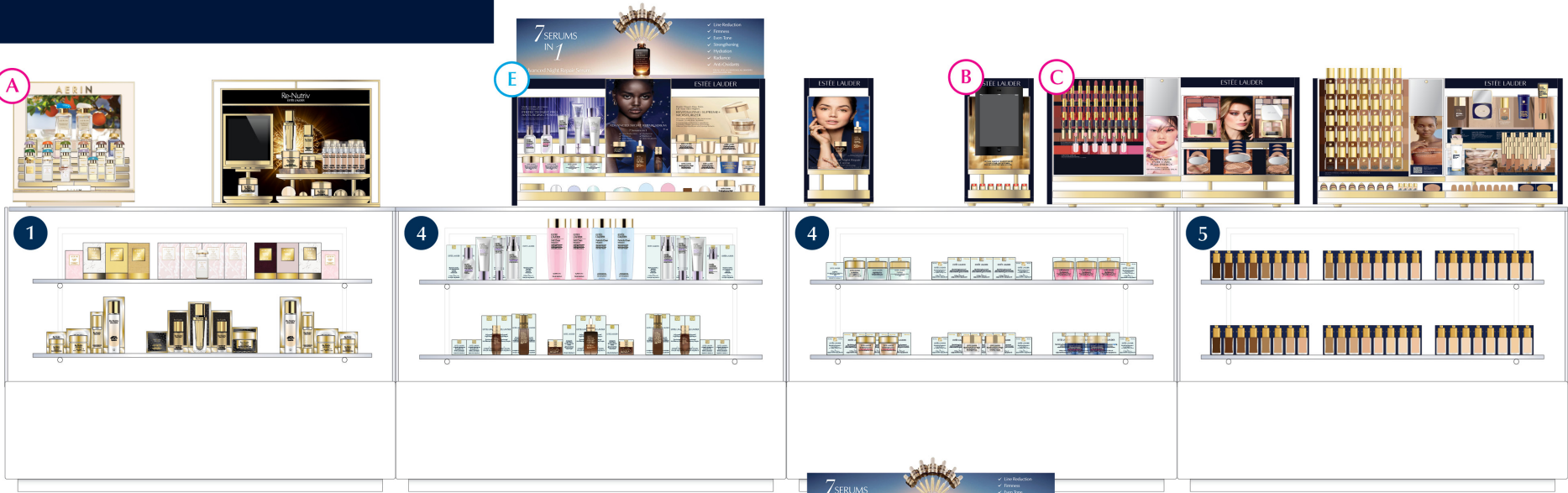
NEW IN JANUARY:

- A Re-Nutriv Line Tester Unit Update
- B Skincare Line Tester Unit Update with Banner
- C Skincare Trending Now Unit Update
- D Foundation Line Tester Unit Update

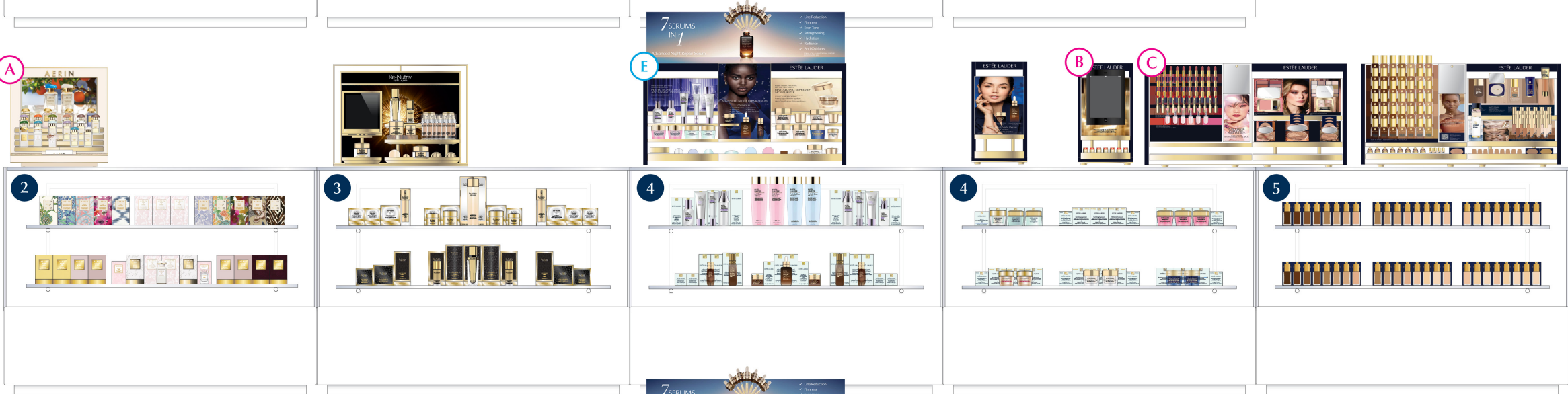
CASE MERCHANDISING

FEB-MAR

4 CASES



5 CASES



6 CASES



CASE CATEGORIES

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

NEW IN FEBRUARY:

- A Aerin Line Tester Unit Update
- B YouCam Unit Update
- C Color Line Tester Unit Update
- D Color/Foundation Trending Now Unit Update

NEW IN MARCH:

- E Skincare Line Tester Unit Update

OPEN SELL SHELVES

JAN-MAR

3 BAYS



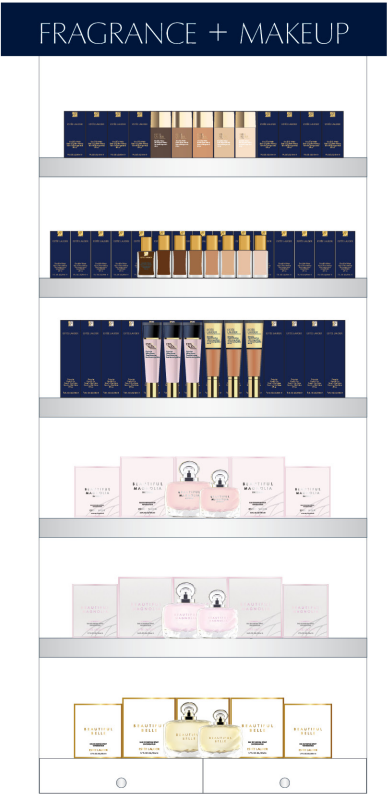
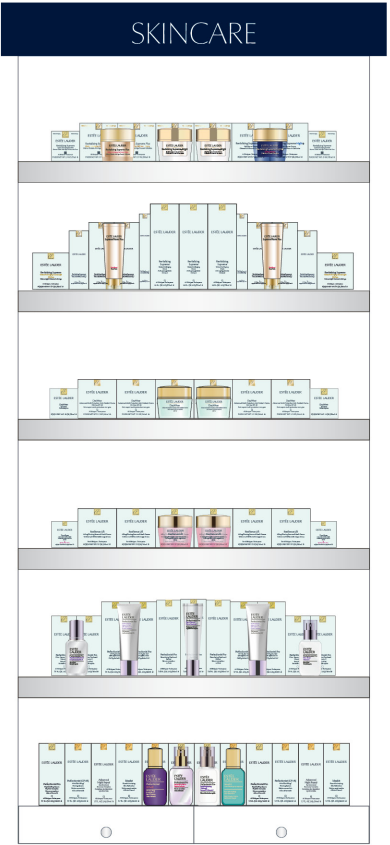
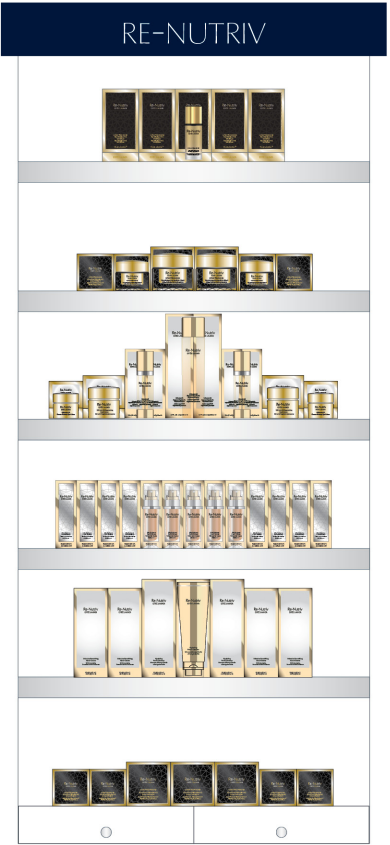
4 BAYS



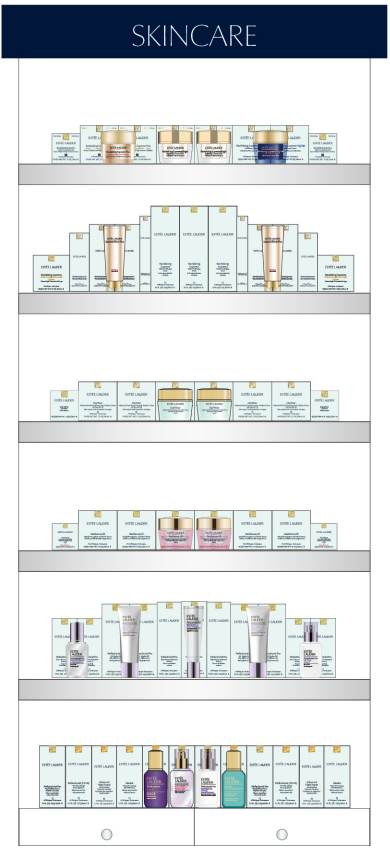
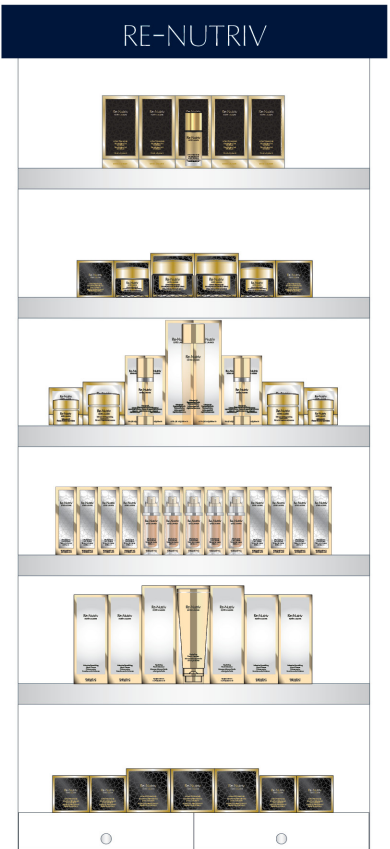
OPEN SELL SHELVES

JAN-MAR

5 BAYS



6 BAYS



BEHIND SKINCARE CASES:



Priority Visual #1
NA Product Shot



Priority Visual #2
ANR Product + Model Shot

BEHIND FOUNDATION CASES:



Priority Visual #1
Double Wear
Group Shot



Priority Visual #2
Double Wear
Product



Priority Visual #1
Pure Color Emerald
Product Shot

BEHIND FRAGRANCE CASES:



Priority Visual #1
Beautiful L'Eau
Product & Model



Priority Visual #2
Luxury Fragrance
(Select Doors)

BEHIND RE-NUTRIV CASES:



Priority Visual #1
Creme Product Shot
(Diamond Doors)



Priority Visual #2
ULRY Product Shot
(Non-Diamond Doors)

BEHIND MAKE-UP CASES:



Priority Visual #1
Pure Color Emerald
Product Shot

NOTE:
COPY IS FPO; VISUALS
SHOULD BE USED AS
PLACEMENT REFERENCE
ONLY.

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.

HORIZONTAL LIGHTBOX H < W

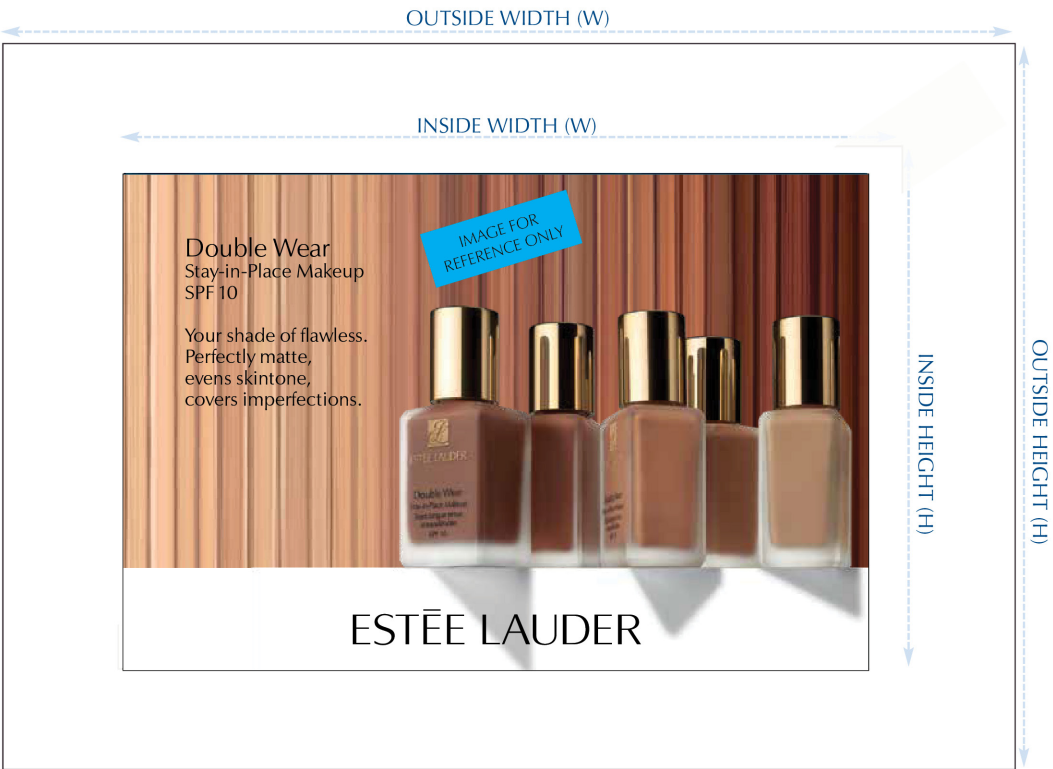


W

VERTICAL LIGHTBOX W < H



W



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

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 vehicles.

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 “merchandise”).

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.

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
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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			
Date Requested/ Contacted POS COE	Details of Request	Notes	Date Resolved

