

Neiman Marcus



ESTÉE LAUDER
Point-of-Sale Guidelines
Spring 2023



Hello to the BEST Neiman Marcus 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

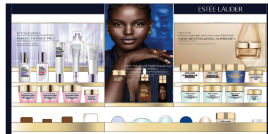
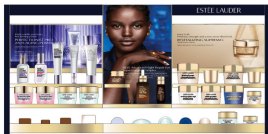
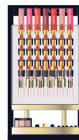
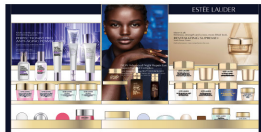
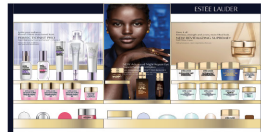
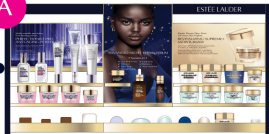
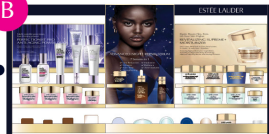
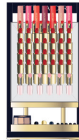
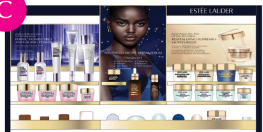
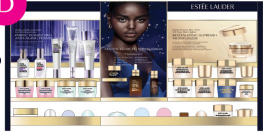
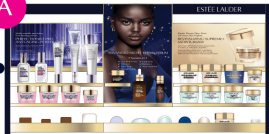
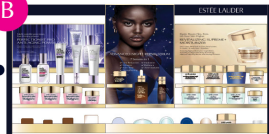
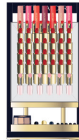
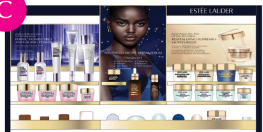
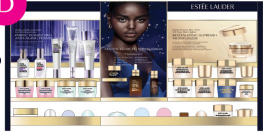
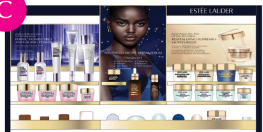
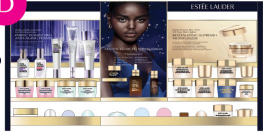
Uplifting Clementine sparkles against fresh Honeysuckle wrapped in a verdant layer of Moss—for an energizing summer adventure.

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,

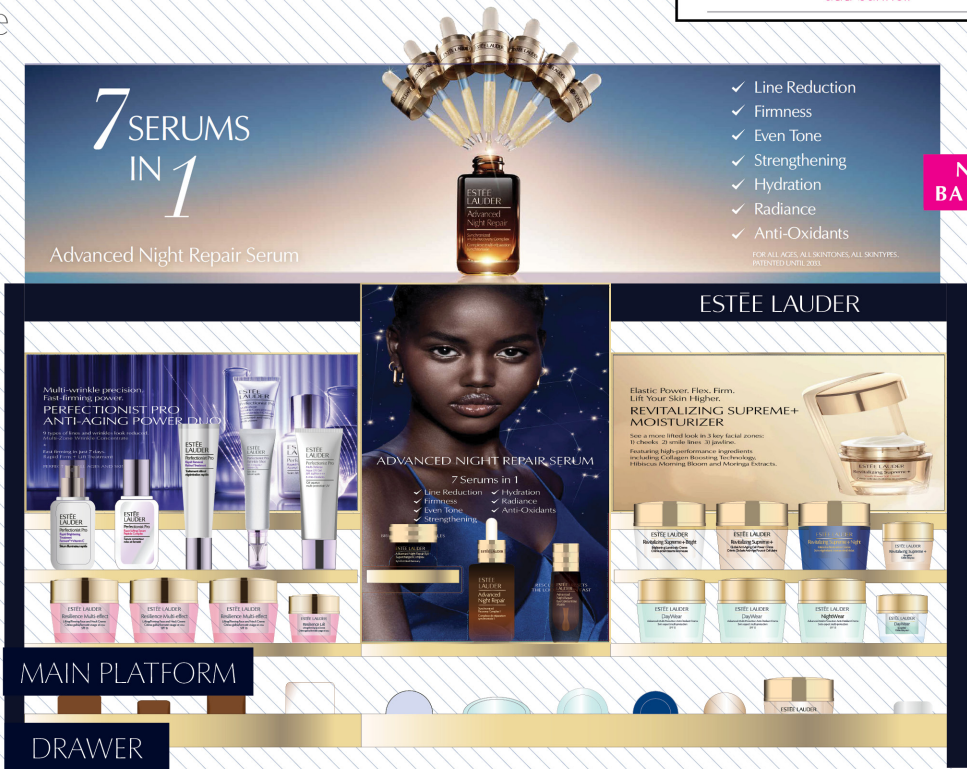
Lahnie Strange

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

	CURRENTLY ON-COUNTER	JAN	FEB	MAR	APR-JUN
LAUNCH TESTERS	 IPAD/IMATCH TRENDING NOW UNIT Graphic and drawer template update Select Doors Unit Code #: PG5H-60 Update code #: GX5X-60		 IPAD/IMATCH TRENDING NOW UNIT Graphic and drawer template update Select Doors Unit Code #: PG5H-60 Graphic Update Code #: G555-60 Acrylic Update Code #: G6WW-70		
AERIN	 AERIN CORE FRAGRANCE UNIT Select Doors Update with new holiday back riser graphic. Graphic Update Code #: G5G1-70  PREMIER D'OR AERIN FRAGRANCE UNIT Select Doors Update with new holiday back riser graphic. Graphic Update Code #: G5G1-70		 PREMIER D'OR AERIN FRAGRANCE UNIT Select Doors Update with new back riser graphic. Graphic Update Code #: G5G1-70  AERIN CORE FRAGRANCE UNIT Select Doors Update with new back riser graphic. Graphic Update Code #: G5G1-70		
RE-NUTRIV	 RE-NUTRIV DIAMOND LINE TESTER UNIT All Doors Update with new graphics with updated S.R.P. Unit Code #: PT2M-60 Graphic Code #: G3L7-70	 RE-NUTRIV DIAMOND LINE TESTER UNIT All Doors Update with new templates and graphics Uit Code #: PT2M-60 Graphic Update Code #: G5LK-70 Acrylic Update Code #: G5LM-60			
LINE TESTERS	 FOUNDATION LINE TESTER UNIT Update with new graphics All Doors Unit Code #: PIHJ-60 Update Code #: G392-70  SKINCARE LTU VER.1 NON-NUTRITIOUS W/O REFILLS Select Doors Update with new center platform and graphics Unit Code #: PG58-60 Acrylic Update Code #: G27J-60 Graphic Update Code #: G34Y-70  SKINCARE LTU VER.2 NON-NUTRITIOUS WITH REFILLS Select Doors Update with new Supreme+ refills and new graphics Unit Code #: PG58-60 Update Code #: G27H-60  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) Select Doors Update with new Supreme+ refills and new graphics Unit Code #: PIHK-60 Update Code #: G27F-60  SKINCARE LTU VER.1 NUTRITIOUS W/O REFILLS Select Doors Update with new center platform and graphics Unit Code #: PIHK-60 Acrylic Update Code #: G27G-60 Graphic Update Code #: G34X-70 <td>  SKINCARE LTU VER.1 NON-NUTRITIOUS W/O REFILLS Select Doors Update drawer template and new graphics Unit Code #: PG58-60 Graphic Update Code #: G4T7-70 Acrylic Update Code #: G4TF-60  SKINCARE LTU VER.2 NON-NUTRITIOUS WITH REFILLS Select Doors Update drawer template and new graphics Unit Code #: PG58-60 Graphic Update Code #: G4T7-70 Acrylic Update Code #: G4TF-60  SKINCARE LTU VER.1 NUTRITIOUS W/O REFILLS Select Doors Update drawer template and new graphics Unit Code #: PIHK-60 Graphic Update Code #: G4T5-70 Acrylic Update Code #: G4TC-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 </td> <td>  FOUNDATION LINE TESTER UNIT Update with new graphics All Doors Unit Code #: PIHJ-60 Update Code #: G5PL-70  COLOR HYBRID LTU (V1) Update with new products and graphics All Other Doors Unit Code #: PG5G-60 Update Code #: TBD <td> NOTE: In March, Nutritious Skincare LTUs (C & D) will convert to Non-Nutritious LTUs (A & B) leaving 2 variants of Skincare LTUs instead of 4.  SKINCARE LTU VER.1 NON-NUTRITIOUS W/O 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 NON-NUTRITIOUS WITH REFILLS Select Doors Update drawer template and new graphics Unit Code #: PG58-60 Graphic Update Code #: G4TA-70 Acrylic Update Code #: G4TJ-60 </td></td>	 SKINCARE LTU VER.1 NON-NUTRITIOUS W/O REFILLS Select Doors Update drawer template and new graphics Unit Code #: PG58-60 Graphic Update Code #: G4T7-70 Acrylic Update Code #: G4TF-60  SKINCARE LTU VER.2 NON-NUTRITIOUS WITH REFILLS Select Doors Update drawer template and new graphics Unit Code #: PG58-60 Graphic Update Code #: G4T7-70 Acrylic Update Code #: G4TF-60  SKINCARE LTU VER.1 NUTRITIOUS W/O REFILLS Select Doors Update drawer template and new graphics Unit Code #: PIHK-60 Graphic Update Code #: G4T5-70 Acrylic Update Code #: G4TC-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	 FOUNDATION LINE TESTER UNIT Update with new graphics All Doors Unit Code #: PIHJ-60 Update Code #: G5PL-70  COLOR HYBRID LTU (V1) Update with new products and graphics All Other Doors Unit Code #: PG5G-60 Update Code #: TBD <td> NOTE: In March, Nutritious Skincare LTUs (C & D) will convert to Non-Nutritious LTUs (A & B) leaving 2 variants of Skincare LTUs instead of 4.  SKINCARE LTU VER.1 NON-NUTRITIOUS W/O 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 NON-NUTRITIOUS WITH REFILLS Select Doors Update drawer template and new graphics Unit Code #: PG58-60 Graphic Update Code #: G4TA-70 Acrylic Update Code #: G4TJ-60 </td>	NOTE: In March, Nutritious Skincare LTUs (C & D) will convert to Non-Nutritious LTUs (A & B) leaving 2 variants of Skincare LTUs instead of 4.  SKINCARE LTU VER.1 NON-NUTRITIOUS W/O 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 NON-NUTRITIOUS WITH REFILLS Select Doors Update drawer template and new graphics Unit Code #: PG58-60 Graphic Update Code #: G4TA-70 Acrylic Update Code #: G4TJ-60	

A 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

B

SKINCARE LINE TESTER

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

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) | 14. Revitalizing Supreme+ Youth Power Creme Refill (2.5 oz) |
| 2. Perfectionist Pro Rapid Firm + Lift Treatment (1.7 oz) | 15. Revitalizing Supreme+ Youth Power Creme (1.7 oz) |
| 3. Perfectionist Pro Rapid Renewal Retinol Treatment (1.0 oz) | 16. Revitalizing Supreme+ Youth Power Creme Refill (1.7 oz) |
| 4. Perfectionist Pro Multi-Zone Wrinkle Concentrate (0.85 oz) | 17. Revitalizing Supreme+ Bright Power Soft Creme (1.7 oz) |
| 5. Perfectionist Pro Multi-Defense UV Gel (1.0 oz) | 18. Revitalizing Supreme+ Global Anti-Aging Cell Power Creme SPF 15 (1.7 oz) |
| 6. Resilience Multi-Effect Face and Neck Creme SPF15 Normal / Combination (1.7 oz) | 19. Revitalizing Supreme+ Night Intensive Restorative Creme (1.7 oz) |
| 7. Resilience Multi-Effect Night Creme (1.7 oz) | 20. Revitalizing Supreme+ Youth Power Eye Balm (0.5 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) | Drawer |
| 10. Advanced Night Repair Supercharged Gel-Creme Synchronized Multi-Recovery (0.5 oz) | 21. Advanced Night Micro Cleansing Foam (3.4 oz) |
| 11. Advanced Night Repair Serum Synchronized Multi-Recovery Complex (1.7oz) | 22. Advanced Night Micro Cleansing Balm (2.2 oz) |
| 12. Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery Complex (0.5 oz) | 23. Micro Essence Treatment Lotion with Bio-Ferment (6.7 oz) |
| 13. Revitalizing Supreme+ Youth Power Creme (2.5 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

SKINCARE LINE TESTER

C 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

D 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)

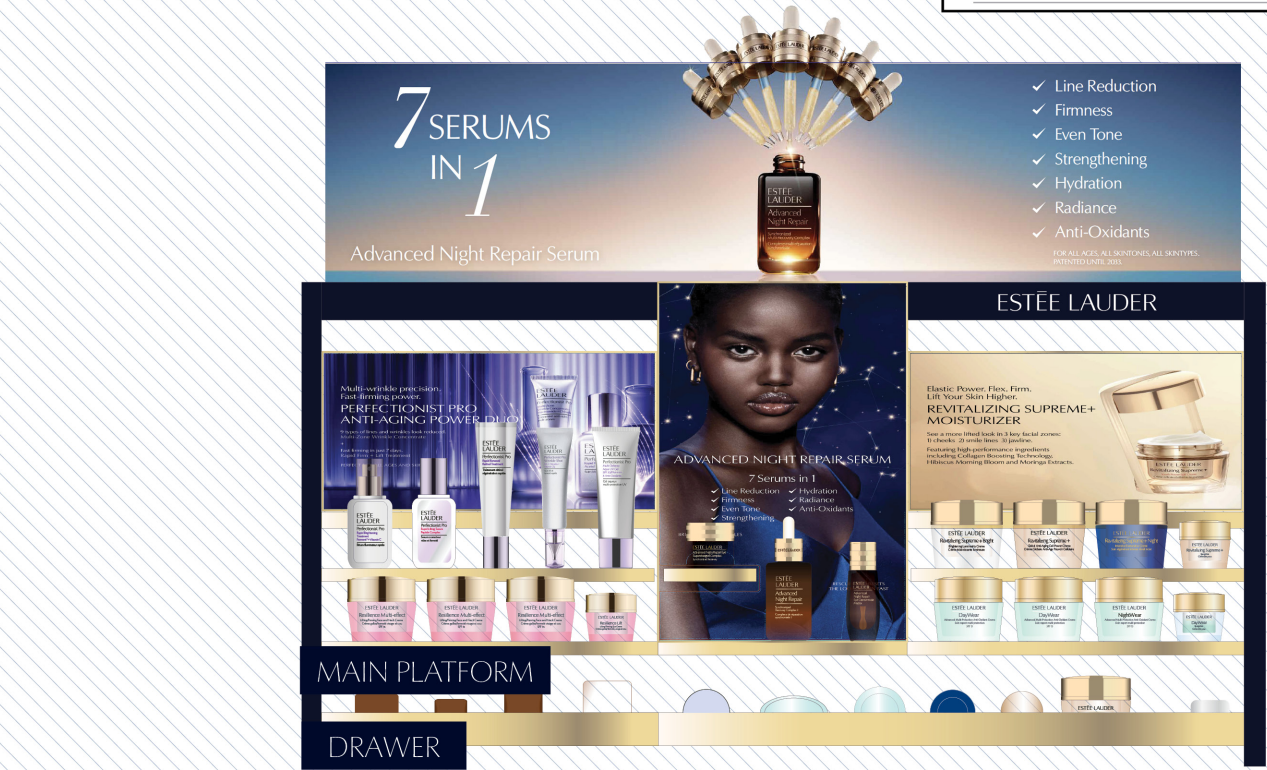
39. Daywear Matte Oil-Control Anti-Oxidant Moisture Gel Creme (1.7 oz)

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

D 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

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 Infusion Balancing Essence 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 LIT ANGLED UNITS

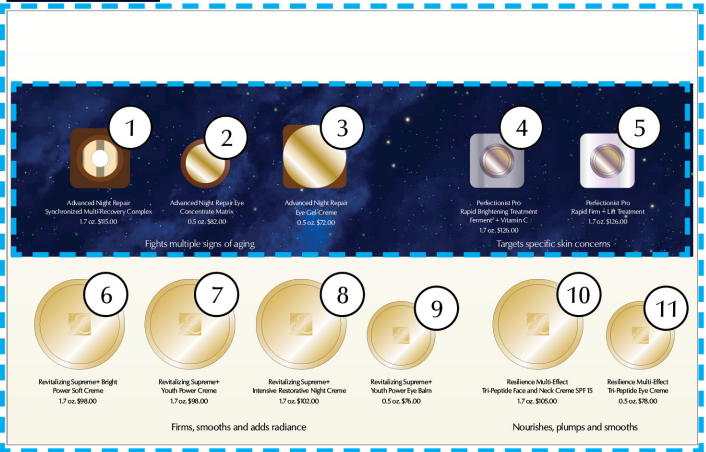
12/26 Update

HISTORY OF UPDATES

Jan '21	Update with new graphics and new riser (PWJY-70).
Jul '21	Update with new graphics (GTOC-70).
12/26	Update with new graphics (GXC6-70).



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 Supercharged Complex, 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

January Update

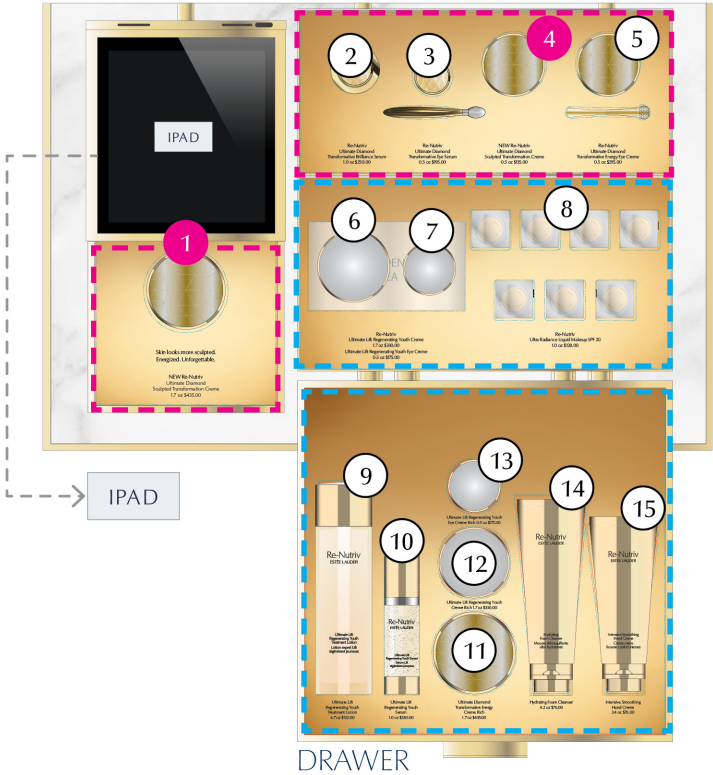
HISTORY OF UPDATES

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).



- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS

TOP VIEW



DRAWER

Line Tester (Use saleable products except where indicated.)

- New Re-Nutriv Ultimate Diamond Sculpted Transformation Creme 1.7 oz, (1)
- Re-Nutriv Brilliance Serum (1)
- Re-Nutriv Ultimate Diamond Eye Serum 0.5 oz, with applicator (1)
- New Re-Nutriv Ultimate Diamond Sculpted Transformation 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

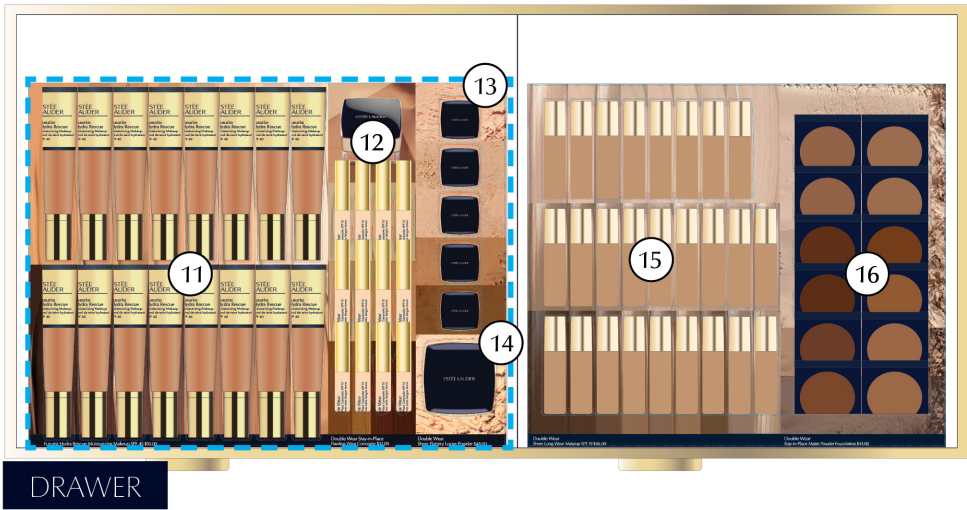
To clean, use a soft dry cloth.
Never use sprays of any kind to clean unit.

FOUNDATION LINE TESTER

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 82 FOR TESTER PRE-PACK CODES.

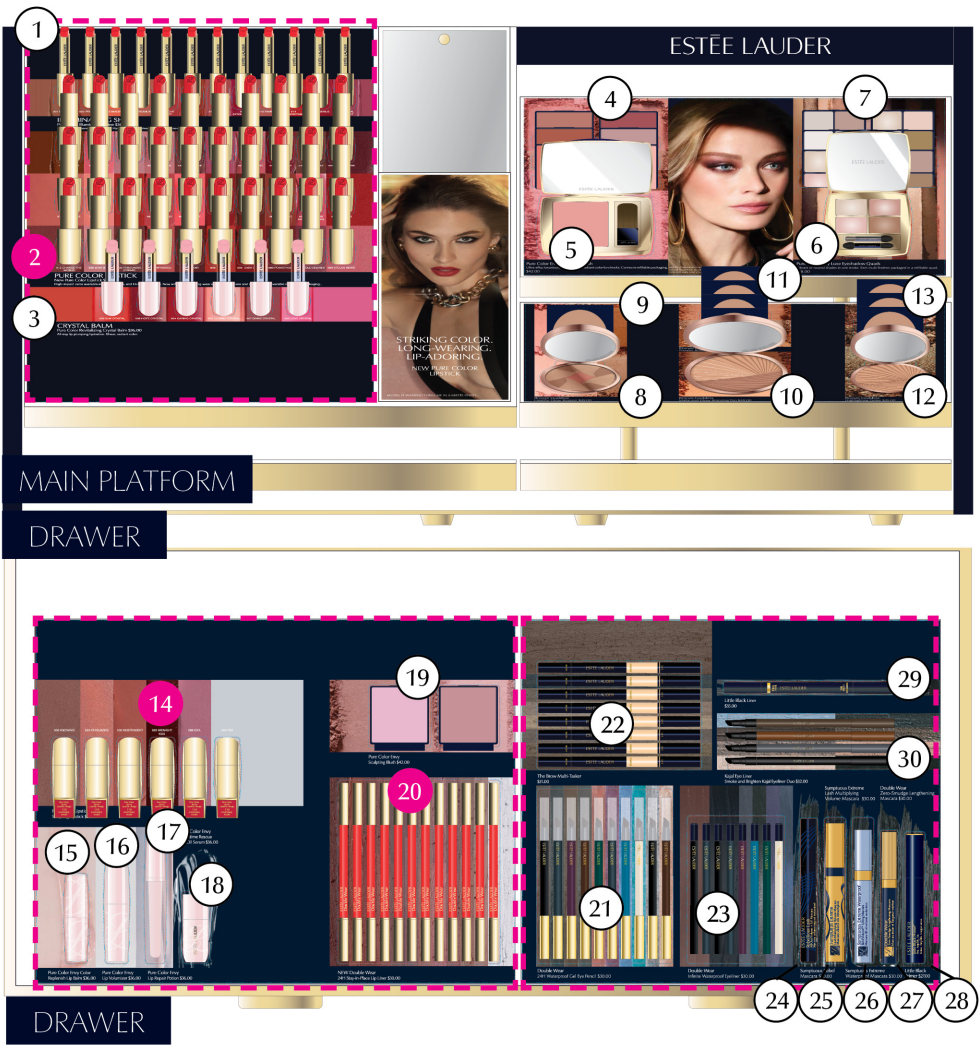
NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

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

1. Pure Color Illuminating Shine (12)
2. New Pure Color Lipsticks (30)
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. New Pure Color Lipsticks (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 Blush (2) (in godets)
20. New Double Wear 24H Stay-in-Place Lip Liner (12)
21. Double Wear Stay-In-Place Eye Pencil (10)
22. The Brow Multi-Tasker (8)
23. Double Wear Infinite Waterproof Eyeliner (8)
24. Sumptuous Rebel Mascara (1)
25. Sumptuous Extreme Lash Multiplying Volume Mascara (1)
26. Sumptuous Extreme Waterproof (1)
27. Double Wear Zero-Smudge Lengthening Mascara (1)
28. Little Black Primer (1)
29. Little Black Liner (1)
30. Kajal Eyeliner (4)

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

AERIN

Neiman Marcus D’or Collection 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).
Feb '23	Update with new back riser graphics.

TOP VIEW



Line Tester (Use salable products)

1. Rose de Grasse 1.7 oz

2. Rose de Grasse Joyful Bloom 1.7 oz

3. Rose de Grasse Pour Filles 1.0 oz

4. Waterlily Sun 1.7 oz

5. Mediterranean Honeysuckle 1.7 oz

6. Aegea Blossom 1.7oz

7. Wild Geranium 1.7 oz

8. Ikat Jasmine 1.7oz

9. Lilac Path 1.7oz

10. Hibiscus Palm 1.7oz

11. Cedar Violet 1.7oz
12. Amber Musk 1.7oz

13. Evening Rose 1.7oz

14. Tangier Vanille 1.7oz

15. Limone de Sicilia 1.7oz

16. Tuberose le Jour 1.7oz

17. Tuberose le Soir 1.7oz

18. Ambrette de Noir 1.7oz

19. Amber Musk D’or 3.4 oz

20. Evening Rose D’or 3.4 oz

21. Tangier Vanille D’or 3.4 oz

22. New Mediterranean Honeysuckle Clementina 1.7oz

NOTE:
Merchandise 1.7oz on unit for all fragrances in exception to Rose de Grasse Pour Filles (1.oz) and D’or fragrances (3.4oz). Place back and ensure all caps are on all fragrance.

AERIN

Neiman Marcus Core Collection 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).
Feb '23	Update with new back riser graphics.

TOP VIEW



- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS

Line Tester (Use salable products)

1. Rose de Grasse 1.7 oz

2. Rose de Grasse Joyful Bloom 1.7 oz

3. Rose de Grasse Pour Filles 1.0 oz

4. Waterlily Sun 1.7 oz

5. Mediterranean Honeysuckle 1.7 oz

6. Aegea Blossom 1.7oz

7. Wild Geranium 1.7 oz

8. Ikat Jasmine 1.7oz
9. Lilac Path 1.7oz

10. Hibiscus Palm 1.7oz

11. Cedar Violet 1.7oz

12. Amber Musk 1.7oz

13. Evening Rose 1.7oz

14. Tangier Vanille 1.7oz

15. New Mediterranean Honeysuckle Clementina 1.7oz

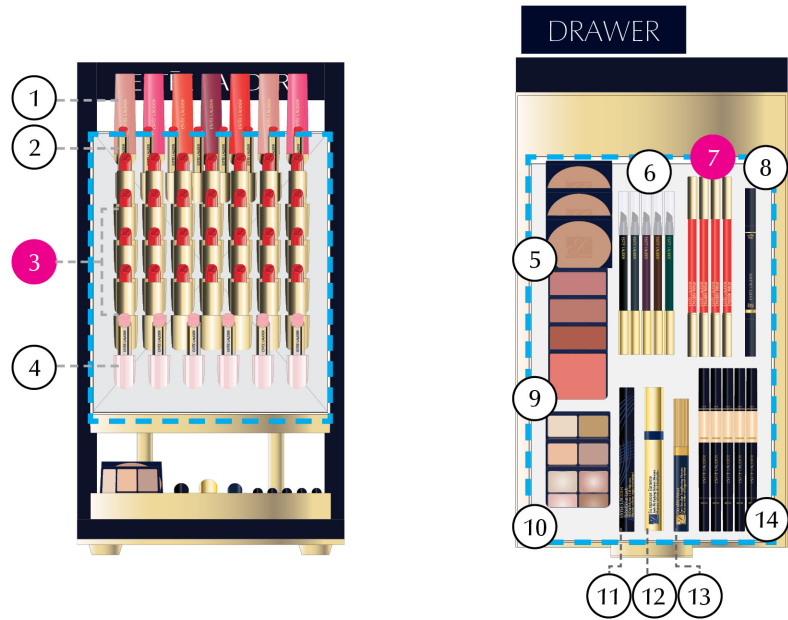
NOTE:
Merchandise 1.7oz on unit for all fragrances in exception to Rose de Grasse Pour Filles (1.oz). Place back and ensure all caps are on all fragrance.

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



DRAMMING UNIT

January Update

HISTORY OF UPDATES

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

SIDES 1 & 2



SIDES 3 & 4

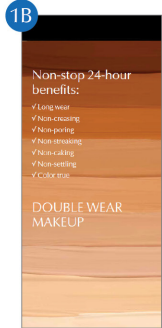


DRAMMING UNIT GRAPHIC OVERVIEW

January Update



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



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



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



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



SIDE 3:
Single-Sided Print



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



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

DIRECTIONS

1. Insert graphics on dramming doors as shown below.



SIDES 1 & 2



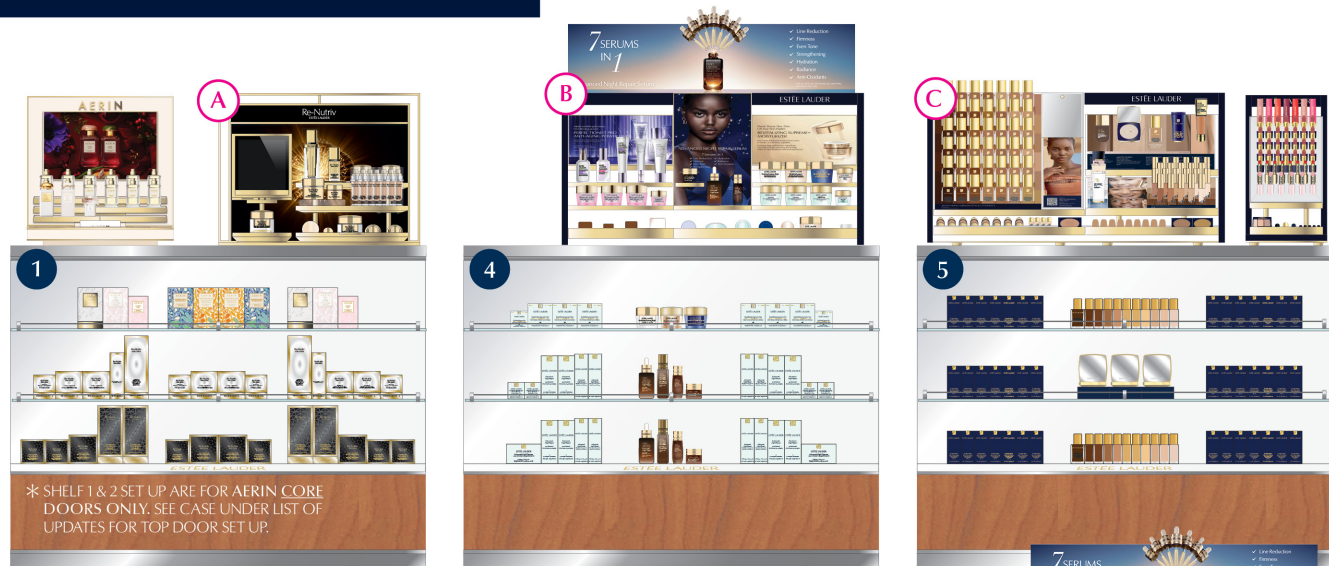
SIDES 3 & 4

COUNTERS AT
A GLANCE

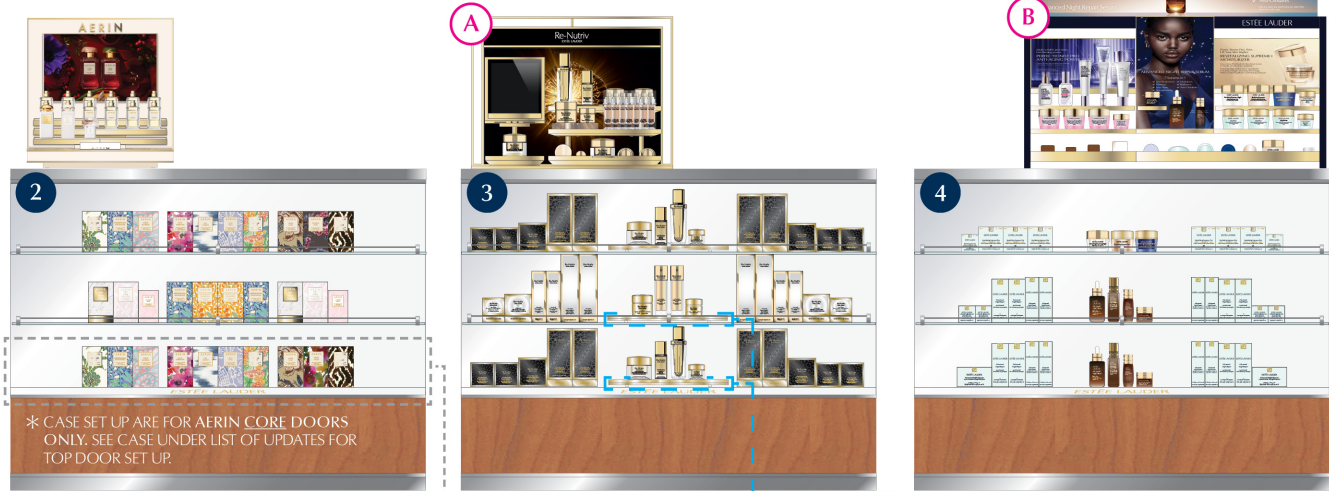
CASE MERCHANDISING

JANUARY

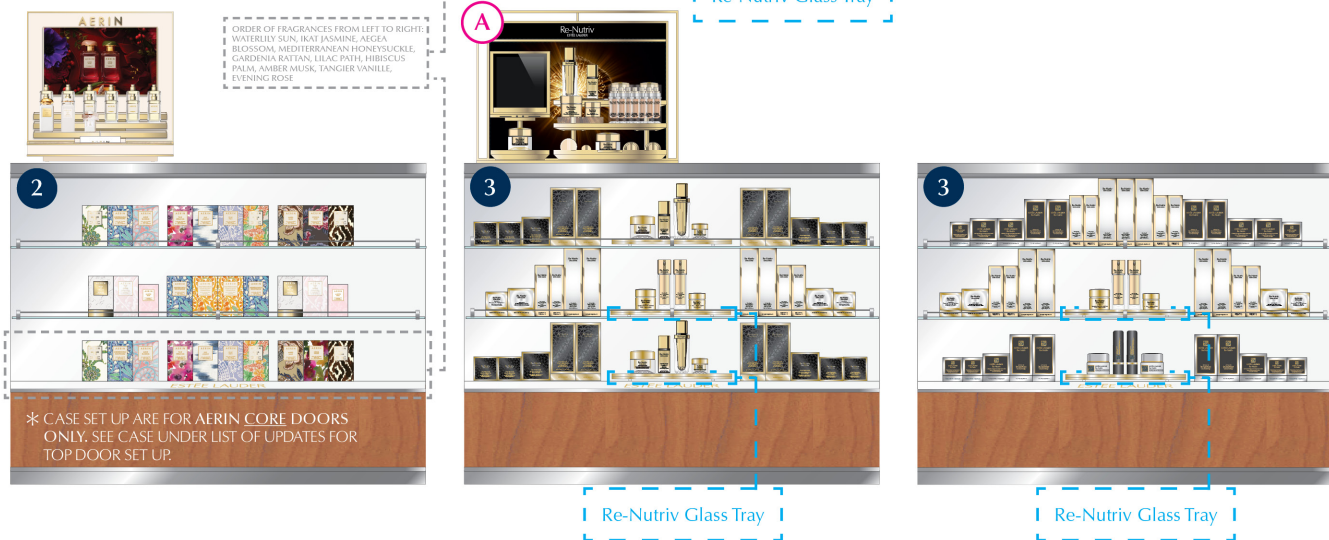
3 CASES



4/5 CASES



6 CASES



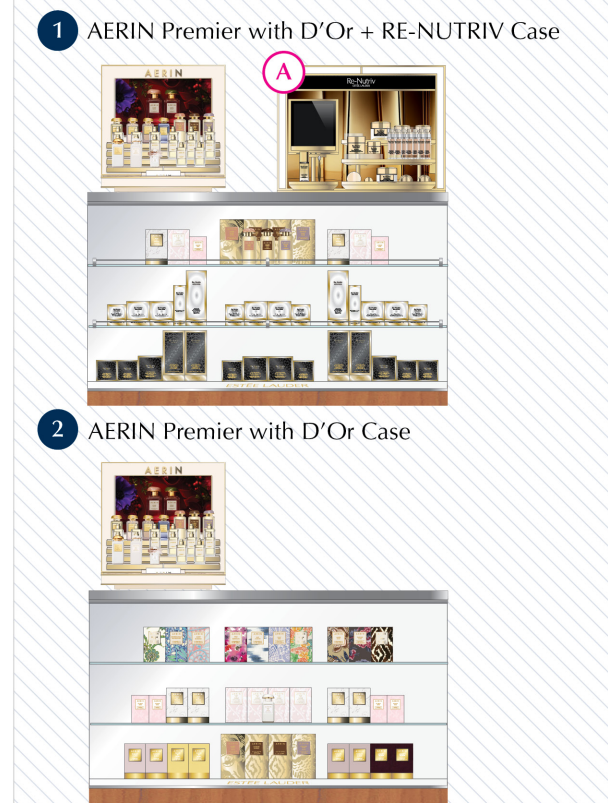
CASE CATEGORIES

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

NEW IN JANUARY:

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

AERIN PREMIER WITH D'OR CASE SET UP



CASE MERCHANDISING

FEBRUARY

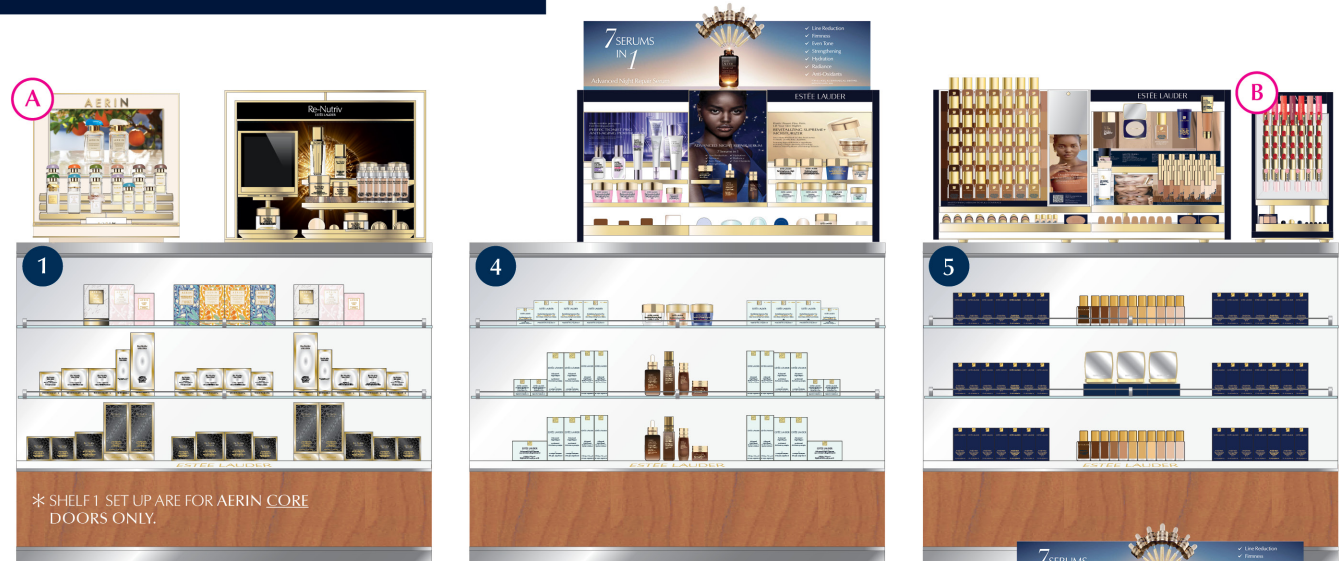
CASE CATEGORIES

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

NEW IN FEBRUARY:

- A Aerin Core Collection Unit Update
- B Color Hybrid Unit Update
- C YouCam Unit Update
- D Aerin D'or Collection Unit Update

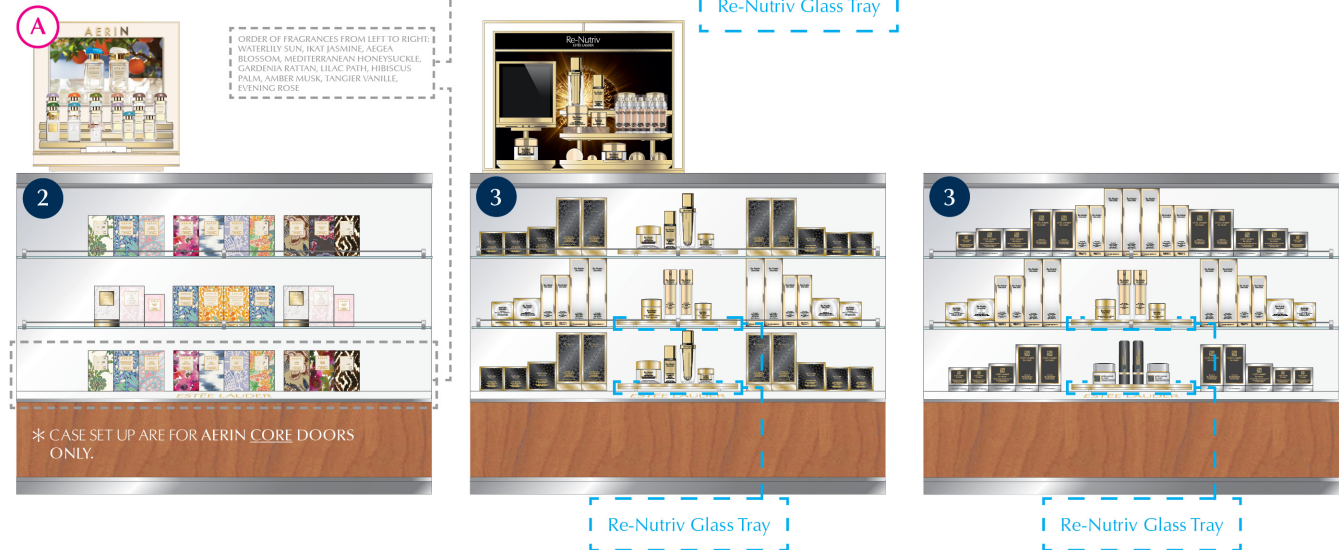
3 CASES



4/5 CASES



6 CASES



AERIN PREMIER WITH D'OR CASE SET UP



Tester Codes

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

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

Tester Codes (cont.)

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

Selling Tools

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



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

How to Measure a Light-box

STEP 1: DETERMINING “OUTSIDE” MEASUREMENT

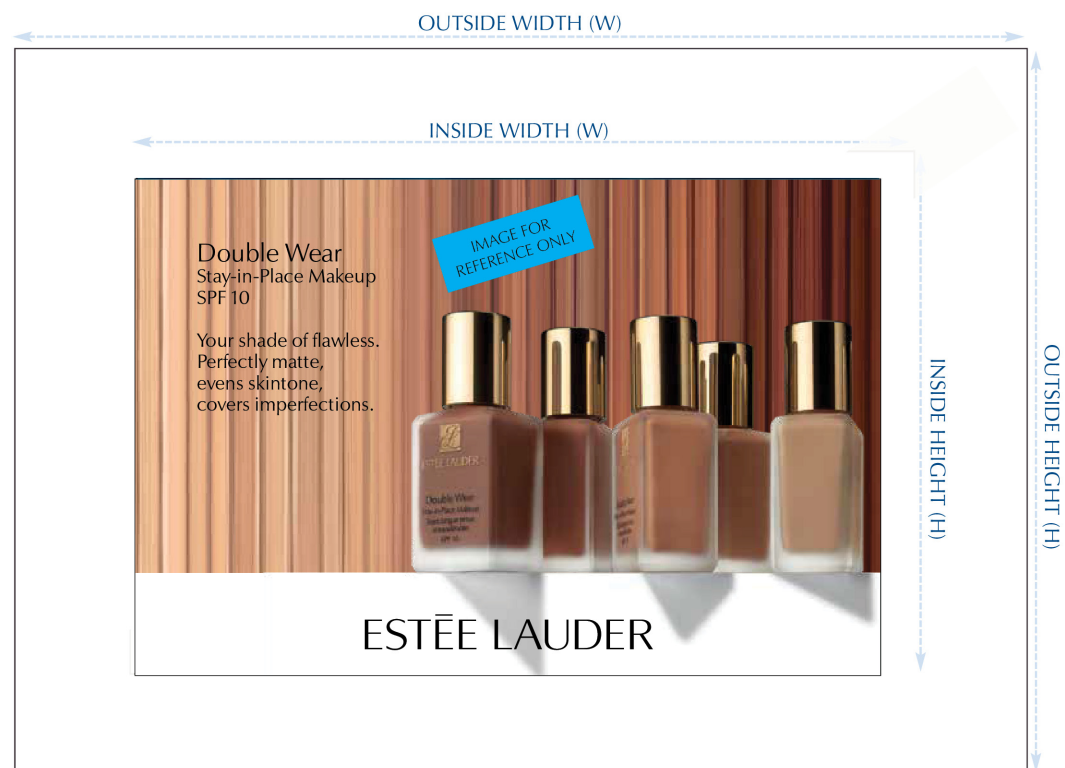
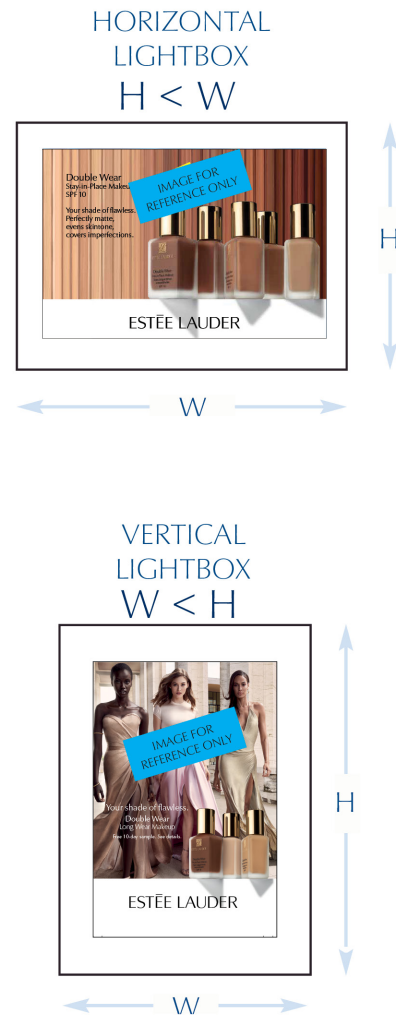
Open light-box. Measure end-to-end of the light-box horizontally (Width) and then vertically (Height). This is your “outside” measurement because it is the width (W) and height (H) of the “outside”, or total area, of the transparency that goes into the light-box.

STEP 2: DETERMINING “INSIDE” MEASUREMENT

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

POINTERS

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



Need Some Help?

For all questions / concerns regarding:

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

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

UNITED STATES

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

CANADA

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

Hours of operation: Monday to 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]

