

NORDSTROM



ESTÉE LAUDER
Point-of-Sale Guidelines
Spring 2023



Hello to the BEST Nordstrom 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

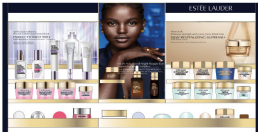
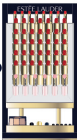
Uplifting Clementine sparkles against fresh Honeysuckle wrapped in a verdant layer of Moss—for an energizing summer adventure.

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 UNITS	 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			
AERIN	 AERIN FRAGRANCE UNIT All AERIN Fragrance Core Doors Update with new holiday back riser graphic. Graphic Update Code #: G5G1-70  AERIN FRAGRANCE UNIT Premier Top Doors Update with new holiday back riser graphic. Graphic Update Code #: G5G1-70		 AERIN FRAGRANCE UNIT Premier Top Doors Update with back riser and platform graphics Graphic Update Code #: G762-70  AERIN FRAGRANCE UNIT All AERIN Fragrance Core Doors Update with back riser and platform graphics 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	 COLOR HYBRID LTU (V1) Update with new top templates and graphics Select Doors Unit Code #: PG5G-60 Update Code #: G33G-60  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  FOUNDATION LINE TESTER UNIT Update with new graphics All Doors Unit Code #: PJHJ-60 Update Code #: G392-70  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. 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  ADVANCED NIGHT REPAIR SKINCARE LTU BANNER Doors With Full Skincare Unit Only Banner Code #: G76C-70  FOUNDATION LINE TESTER UNIT Update with new graphics All Doors Unit Code #: PJHJ-60 Update Code #: G5PL-70  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	 COLOR HYBRID LTU (V1) Update with new products and graphics Select Doors Unit Code #: PG5G-60 Update Code #: TBD	 SKINCARE LTU VER. 1 (NON-NUTRITIOUS MOISTURIZER REFILLS) Most Doors Update with new templates and graphics Unit Code #: PG58-60 Graphic Update Code #: G4T9-70 Acrylic Update Code #: G4TH-60  FACE HYBRID LTU (V1) Install new unit Select Doors Unit Code #: PG5G-60 April Update Code #: TBD  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	 COLOR HYBRID LTU (V1) Update with all new templates and graphics Select Doors Unit Code #: PG5G-60 April Update Code #: TBD

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 SPF 15 (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 Multi-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 SPF 15 (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

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 SPF 15 (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

RE-NUTRIV LINE TESTER

January Update

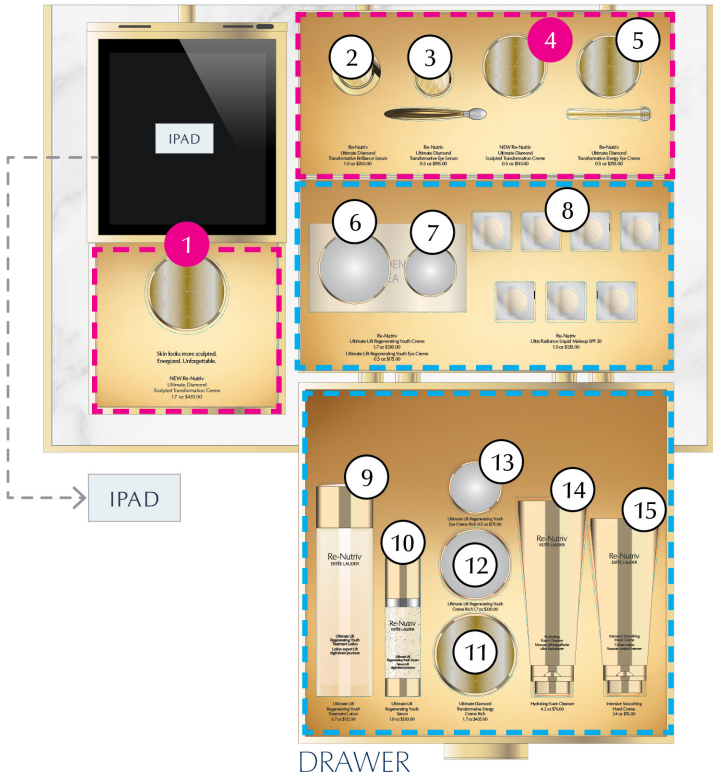
HISTORY OF UPDATES

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)

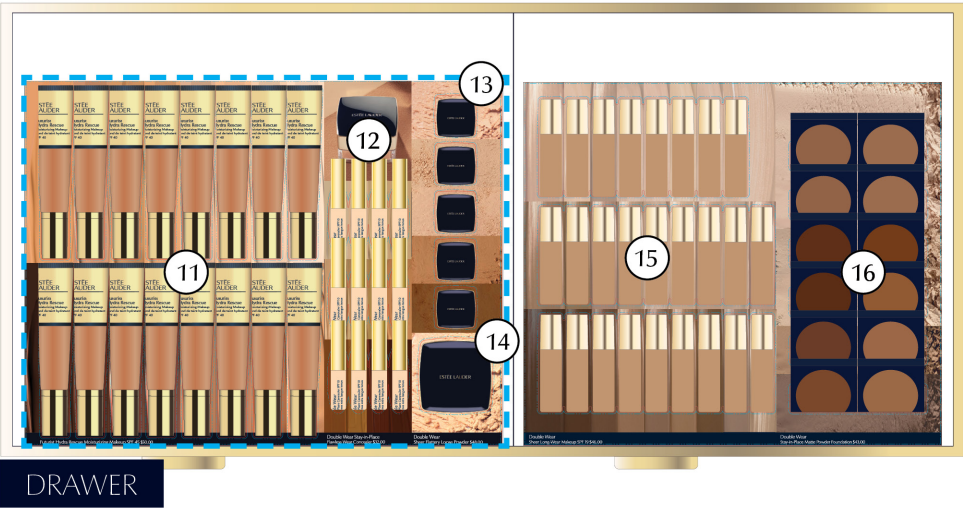


FOUNDATION LINE TESTER

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) | 11. Futurist Hydra Rescue Moisturizing Makeup SPF 45 (16) |
| 2. Double Wear Sheer Longwear Makeup (1) | 12. Double Wear Stay-in-Place Flawless Wear Concealer (12) |
| 3. Double Wear Matte Powder (1) | 13. Double Wear Sheer Flattery Loose Powder in Shaker Godets (5) |
| 4. Double Wear Stay-In-Place Makeup (1) | 14. Double Wear Sheer Flattery Loose Powder (1) |
| 5. Double Wear Maximum Cover Camouflage Makeup For Face & Body SPF 15 (1) | 15. Double Wear Sheer Longwear Makeup (26) |
| 6. Futurist Hydra Rescue Moisturizing Makeup SPF 45 (1) | 16. Double Wear Stay-in-Place Matte Powder (10) |
| 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) | |

SEE PAGE 82 FOR TESTER PRE-PACK CODES.

- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS

Unit Code #:

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).
Feb '23	Update with new back riser graphic (G762-70).

TOP VIEW



Line Tester (Use salable products)

1. Rose De Grasse 1.7 oz

2. 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. Fleur De Peony 1.7 oz (Nordstrom Exclusive)

10. Lilac Path 1.7oz
11. Hibiscus Palm 1.7oz

12. Cedar Violet 1.7oz

13. Amber Musk 1.7oz

14. Evening Rose 1.7oz

15. Tangier Vanille 1.7oz

16. Limone De Sicilia 1.7oz

17. Tuberose Le Jour 1.7oz

18. Tuberose Le Soir 1.7oz

19. Ambrette De Noir 1.7oz

20. New Mediterranean Honeysuckle Clementina 1.7oz

NOTE:
Merchandise 1.7oz on unit for all fragrances in exception to Rose de Grasse Pour Filles (1.0z). Place back and ensure all caps are on all fragrance.

Unit Code #:

AERIN

Nordstrom 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 graphic and new platform graphics.

TOP VIEW



Line Tester (Use salable products)

1. Rose de Grasse1.7 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. Fleur De Peony 1.7 oz (Nordstrom Exclusive)

10. Lilac Path 1.7oz
11. Hibiscus Palm 1.7oz

12. Cedar Violet 1.7oz

13. Amber Musk 1.7oz

14. Evening Rose 1.7oz

15. Tangier Vanille 1.7oz

16. New Mediterranean Honeysuckle Clementina 1.7oz

NOTE:
Merchandise 1.7oz on unit for all fragrances in exception to Rose de Grasse Pour Filles (1.0z). 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 Lipsticks and new graphics.



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)

SEE PAGE 43 FOR TESTER PRE-PACK CODES.

NEW GRAPHICS

NEW TEMPLATES & GRAPHICS

NIGHTTIME TESTER MAINTENANCE/
CLEANING RITUAL

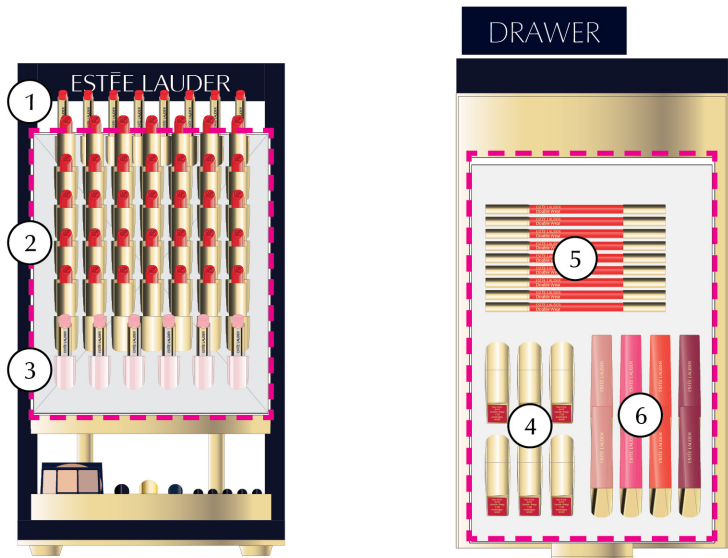
To clean, use a soft dry cloth.
Never use sprays of any kind to
clean unit.

COLOR HYBRID UNIT

April Update

HISTORY OF UPDATES

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.
Apr '23	Update with new templates and graphics.



Product List

Main Platform

- 1. Pure Color Illuminating Shine (8)
- 2. Pure Color Lipstick (Emerald) (35)
- 3. Crystal Balms (6)

Drawer

- 4. Pure Color Lipstick (Emerald) (6)
- 5. Pure Color Lip Liner (Emerald) (9)
- 6. Pure Color Whipped Matte (8)

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.

NEW FACE HYBRID UNIT

April On-Counter

HISTORY OF UPDATES

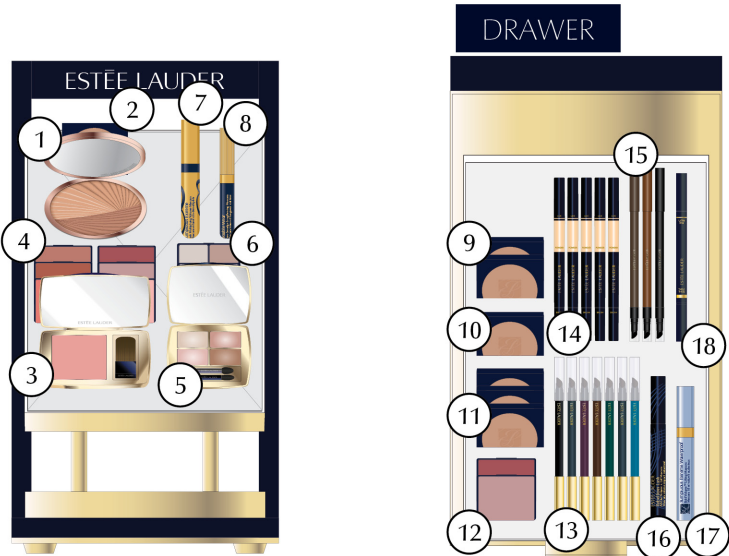
Apr '23 Install new unit.

DRAMMING UNIT

January 2020 Update

HISTORY OF UPDATES

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



Product List

Main Platform

1. Bronze Goddess Matte and Glow Trio (1)
2. Bronze Goddess Powder - in godet (1)
3. Pure Color Envy Blush (1)
4. Pure Color Envy Blush - in godets (6)
5. Pure Color Envy Eyeshadow Quad (1)
6. Pure Color Envy Eyeshadow Quad - in godets (3)

Drawer

7. Sumptuous Extreme Lash Multiplying Volume Mascara (1)
8. Double Wear Zero-Smudge Lengthening Mascara (1)
9. Bronze Goddess Powder - in godets (2)
10. Bronze Goddess Healthy Glow Bronzer - in godet (1)
11. Bronze Goddess Highlighting Gelee - in godets (3)
12. Pure Color Envy Blush - in godets (2)
13. Double Wear Stay-In-Place Eye Pencil (5)
14. The Brow Multi-Tasker (5)
15. Kajal Eyeliner (3)
16. Sumptuous Extreme Mascara (1)
17. Sumptuous Extreme Waterproof Mascara (1)
18. Little Black Liner (1)



NIGHTTIME TESTER MAINTENANCE/
CLEANING RITUAL

To clean, use a soft dry cloth.

Never use sprays of any kind to
clean unit.

SIDES 1 & 2



SIDES 3 & 4

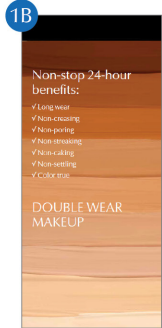


DRAMMING UNIT GRAPHIC OVERVIEW

January 2020 Update



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



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



SIDE 2A:
Double-Sided Print
(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

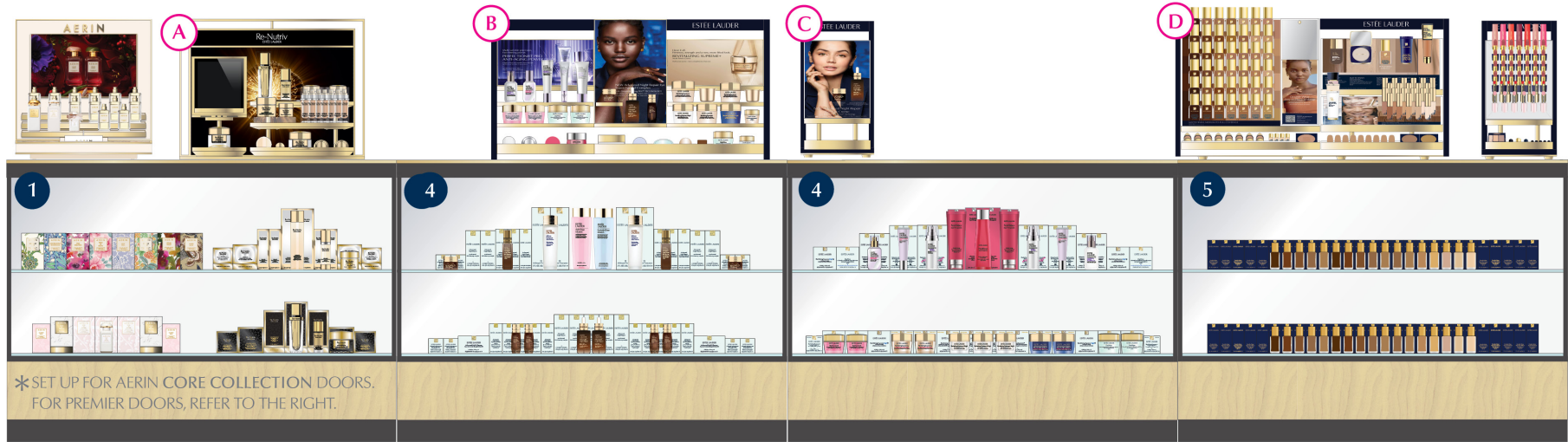
- CASE CATEGORIES
- 1 AERIN + Re-Nutriv
 - 2 AERIN
 - 3 Re-Nutriv
 - 4 Skincare
 - 5 Foundation

- NEW IN JANUARY:
- A Re-Nutriv Line Tester Unit Update
 - B Skincare Line Tester Unit Update
 - C Skincare Trending Now Unit Update
 - D Foundation Line Tester Unit Update

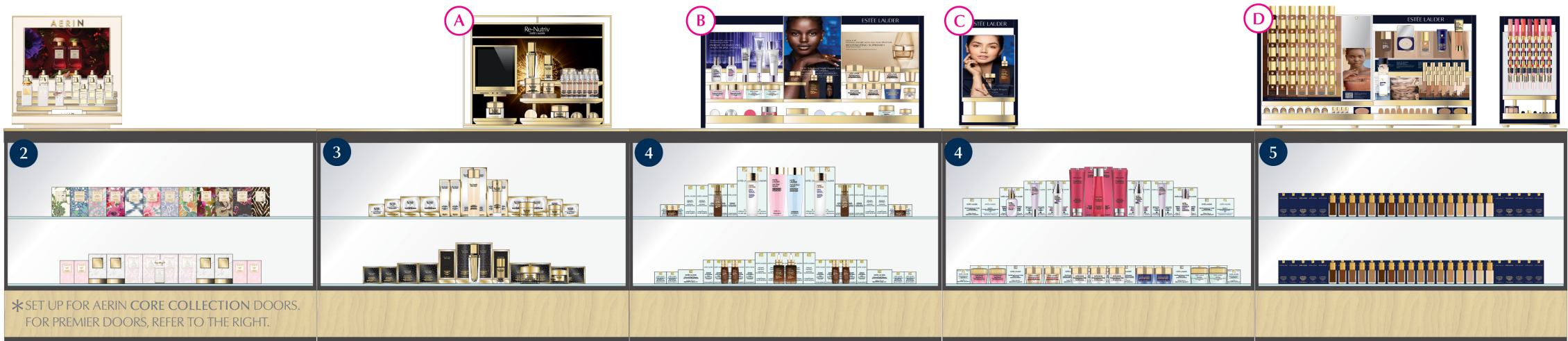
3 CASES



4 CASES



5 CASES



CASE MERCHANDISING

FEB-APR

CASE CATEGORIES

1 AERIN + Re-Nutriv

2 AERIN

3 Re-Nutriv

4 Skincare

5 Foundation

NEW IN FEBRUARY:

A Aerin Premier Core Line Tester Unit Update

B Color Hybrid Unit Update

C Aerin Premier Top Line Tester Unit Update

NEW IN MARCH:

D Skincare Line Tester Unit Update

NEW IN APRIL:

E Color Hybrid Unit Update
Replace B with new graphics and new templates.

F Face Hybrid Unit
Select Doors Only. Place on counter on top of foundation case.

AERIN PREMIER DOOR CASE SET UP

(See Page 30 for list of Top AERIN doors).

1 Premier AERIN + Re-Nutriv Case

2 Premier AERIN Case

3 CASES

A

D

B

1

4

5

*SET UP FOR AERIN CORE COLLECTION DOORS.
FOR PREMIER DOORS, REFER TO THE RIGHT.

4 CASES

A

D

B

1

4

4

5

*SET UP FOR AERIN CORE COLLECTION DOORS.
FOR PREMIER DOORS, REFER TO THE RIGHT.

5 CASES

A

D

B

2

3

4

4

5

*SET UP FOR AERIN CORE COLLECTION DOORS.
FOR PREMIER DOORS, REFER TO THE RIGHT.

NORDSTROM BAYS

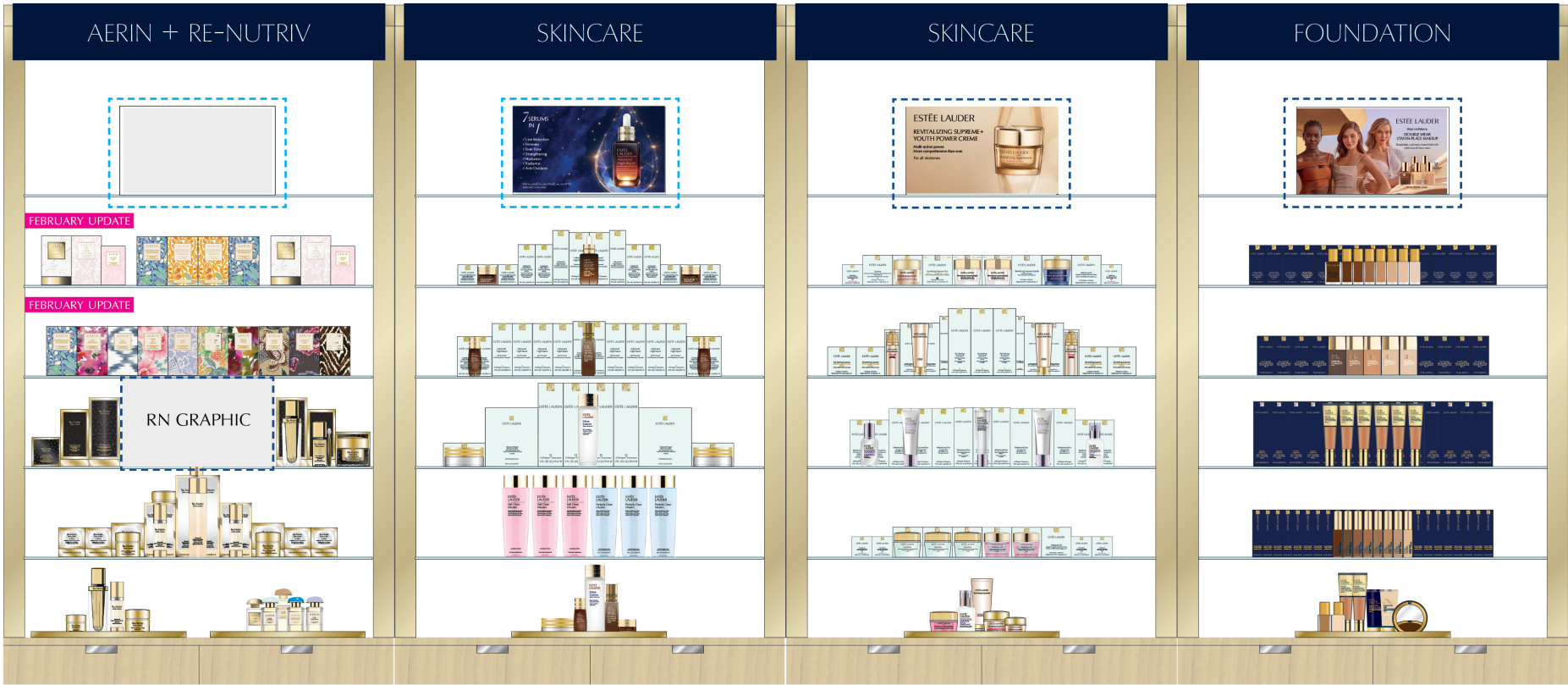
JAN-FEB

3 BAYS



*SET UP FOR AERIN CORE DOORS. FOR TOP DOORS, REFER TO SET UP TO THE RIGHT

4 BAYS



*SET UP FOR AERIN CORE DOORS. FOR TOP DOORS, REFER TO SET UP TO THE RIGHT

* Follow shelf set up below for Premier AERIN Doors:



See page 20 for list of Premier AERIN doors.

-  LITHO SHIPPED WITH LAUNCH
-  EXISTING LITHO FROM PREVIOUS SEASON
-  LITHOS BEING PRINTED & SENT TO YOU IN A PACKET

NORDSTROM BAYS

JANUARY

LITHO SHIPPED WITH LAUNCH

EXISTING LITHO FROM PREVIOUS SEASON

LITHOS BEING PRINTED & SENT TO YOU IN A PACKET

* Follow shelf set up below for TOP AERIN Doors:



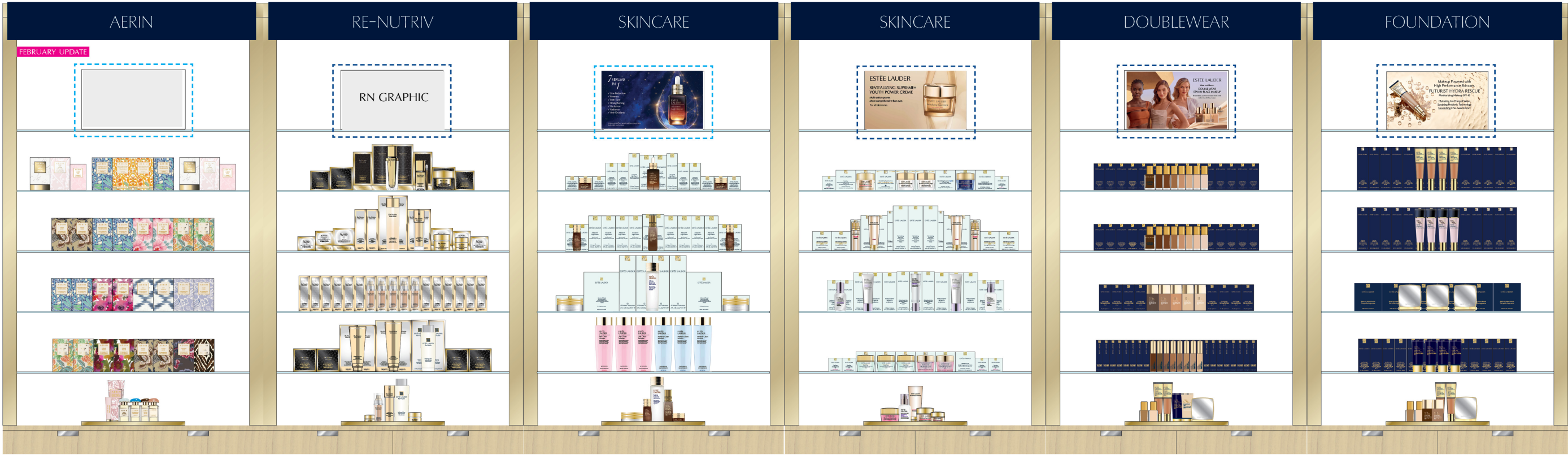
See page 20 for list of Top AERIN doors.

5 BAYS



* SET UP FOR AERIN CORE DOORS. FOR TOP DOORS, REFER TO SET UP INSIDE DOTTED BOX.

6 BAYS



* SET UP FOR AERIN CORE DOORS. FOR TOP DOORS, REFER TO SET UP INSIDE DOTTED BOX.

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

Top AERIN Doors

1. 3972-10 Washington Square #025
2. 3974-64 Roseville Galleria #434
3. 3974-17 Brea #321
4. 3974-30 Topanga #341
5. 3974-24 Fashion Valley #360
6. 3973-48 Tysons Corner #600
7. 3973-53 Garden State Plaza #520
8. 3973-81 Roosevelt Field #524
9. 3972-06 Bellevue
10. 3973-63 Somerset
11. 3974-23 Cerritos
12. 3974-61 Santa Anita
13. 3973-49 Old Orchrd#223
14. 3973-59 Montgomery#623
15. 3973-73 Woodfield#225
16. 3974-31 Walnut Crk#421
17. 3974-85 Scottsdale#380

How to Measure a Light-box

STEP 1: DETERMINING "OUTSIDE" MEASUREMENT

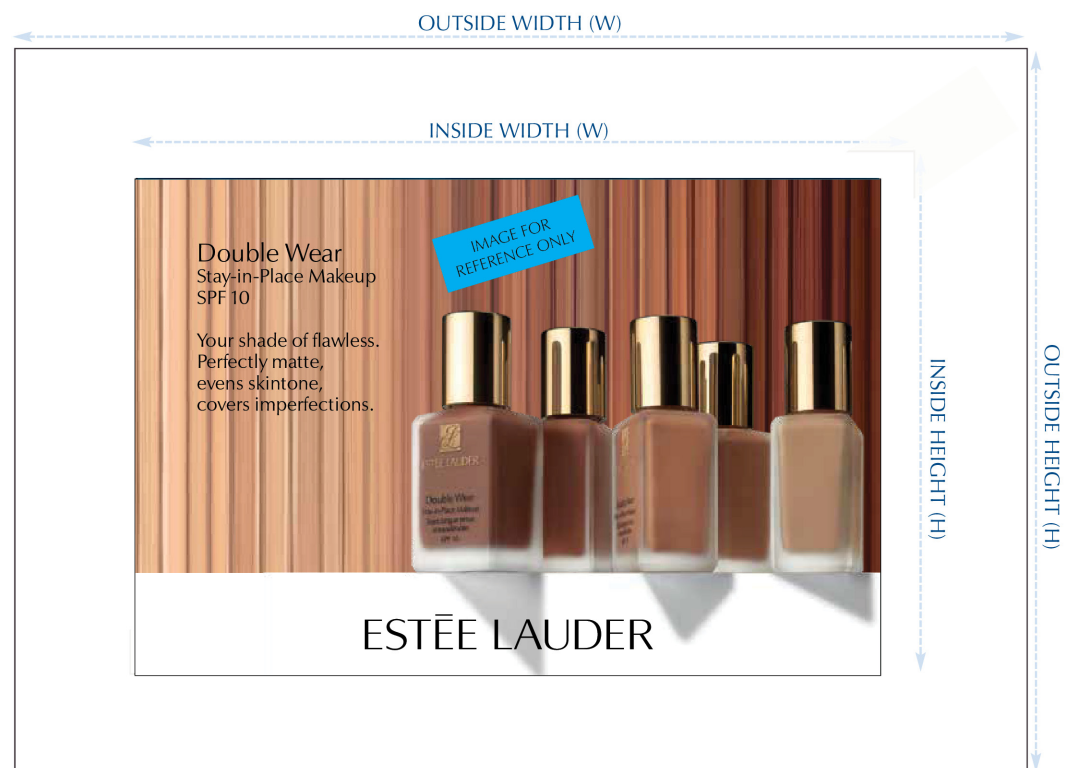
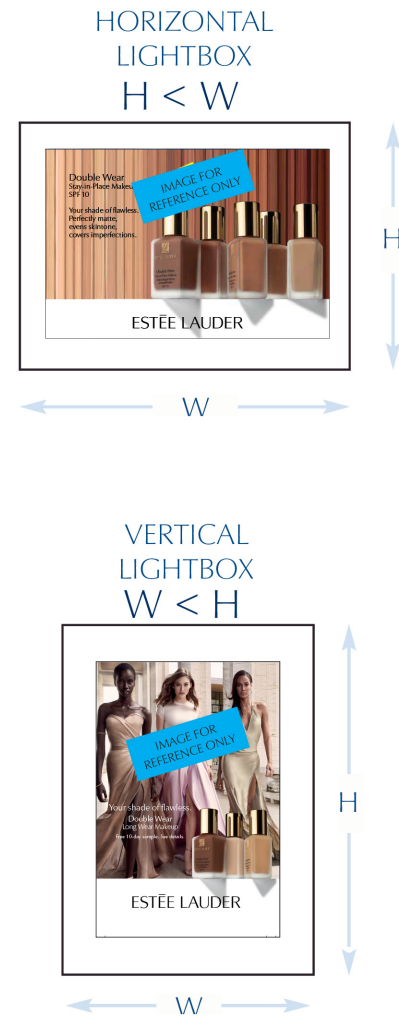
Open light-box. Measure end-to-end of the light-box horizontally (Width) and then vertically (Height). This is your “outside” measurement because it is the width (W) and height (H) of the “outside”, or total area, of the transparency that goes into the light-box.

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]

