

DEPARTMENT
STORES U.S.



ESTÉE LAUDER
Point-of-Sale Guidelines
Spring 2023



To the BEST 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,

Lahníe Strange

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

ESTÉE LAUDER

SPRING 2023

SUGGESTED RETAIL PRICE LIST

SKINCARE

ADVANCED NIGHT

Micro Cleansing Balm 2.2oz	\$48
Micro Cleansing Foam 1.0oz	\$12
Micro Cleansing Foam 3.4oz	\$33

ADVANCED NIGHT REPAIR

Synchronized Multi-Recovery Complex .24oz	\$19
Synchronized Multi-Recovery Complex 1oz	\$80
Synchronized Multi-Recovery Complex 1.7oz	\$115
Synchronized Multi-Recovery Complex 4oz	\$220
Synchronized Multi-Recovery Complex Duo 2x 1.7oz	\$195
Eye Concentrate Matrix Complex 0.17oz	\$28
Eye Concentrate Matrix Complex 0.5oz	\$82
Eye Supercharged Gel-Creme 0.17oz	\$26
Eye Supercharged Gel-Creme 0.5oz	\$72
Intense Reset Concentrate 0.68oz	\$92
Concentrated Recovery Eye Mask, 4 Sheets	\$42
Concentrated Recovery PowerFoil Mask, 4 Sheets	\$95

DAYWEAR MULTI-PROTECTION ANTI-OXIDANT

24H-Moisture Creme SPF 15 N/C 0.5oz	\$17
24H-Moisture Creme SPF 15 N/C 1oz	\$36
24H-Moisture Creme SPF 15 N/C 1.7oz	\$59
24H-Moisture Creme SPF 15 Dry 1.7oz	\$59
Matte Gel Creme 1.7oz	\$59
72H-Hydration Sorbet Creme Broad Spectrum SPF 15 1.7oz	\$59
Eye Cooling Anti-Oxidant Moisture GelCreme 0.5oz	\$46

MICRO ESSENCE

Treatment Lotion with Bio-Ferment 1oz	\$21
Treatment Lotion with Bio-Ferment 3.4oz	\$75
Treatment Lotion with Bio-Ferment 6.7oz	\$130
Treatment Lotion with Bio-Ferment 13.5oz	\$210
Treatment Lotion Fresh with Sakura Ferment 1oz	\$21
Treatment Lotion Fresh with Sakura Ferment 3.4oz	\$75
Treatment Lotion Fresh with Sakura Ferment 6.7oz	\$130
Treatment Lotion Fresh with Sakura Ferment 13.5oz	\$210

NIGHTWEAR PLUS

Anti-Oxidant Night Detox Creme 1.7oz	\$63
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PERFECTIONIST [CP+R]

Wrinkle Lifting/Firming Serum 1.7oz	\$120
Wrinkle Lifting/Firming Serum Duo 2 x 1.7oz	\$205

PERFECTIONIST PRO

Pro Multi-Zone Wrinkle Concentrate 0.85oz	\$86
Intense Brightening Essence Ampoule with Vitamin C/E + Licorice 1.35 oz	\$120
Multi-Defense UV Fluid SPF 45 1oz	\$48
Multi-Defense Aqua Gel SPF 50 1oz	\$48
Serum Rapid Brightening Treatment 1oz	\$86
Serum Rapid Brightening Treatment 1.7oz	\$126
Rapid Firm + Lift Treatment Acetyl Hexapeptide-8 0.24oz	\$20
Rapid Firm + Lift Treatment Acetyl Hexapeptide-8 1oz	\$86
Rapid Firm + Lift Treatment Acetyl Hexapeptide-8 1.7oz	\$126

Rapid Firm + Lift Treatment Acetyl Hexapeptide-8 Duo 2 x 1.7oz	\$215
Rapid Renewal Retinol Treatment 1oz	\$90

PERFECTLY CLEAN

Infusion Balancing Essence Lotion Amino Acid + Waterlily 13.5oz	\$42
Multi-Action Cleansing Gelee/Refiner 5oz	\$30
Multi-Action Creme Cleanser/Moisture Mask 5oz	\$30
Multi-Action Foam Cleanser/Purifying Mask 1oz	\$10
Multi-Action Foam Cleanser/Purifying Mask 5oz	\$30
Multi-Action Toning Lotion/Refiner 6.7oz	\$30

RESILIENCE MULTI-EFFECT TRI-PEPTIDE

Face and Neck Creme SPF 15, N/C, 0.5oz	\$30
Face and Neck Creme SPF 15, N/C, 1oz	\$68
Face and Neck Creme SPF 15, N/C, 1.7oz	\$105
Face and Neck Creme SPF 15, N/C, 2.5oz	\$128
Face and Neck Creme SPF 15, Dry, 1.7oz	\$105
Firming/Sculpting Oil 1.7oz	\$102
Night Face and Neck Creme 1.7oz	\$110
Night Face and Neck Creme 2.5oz	\$133
Eye Creme 0.5oz	\$78

REVITALIZING SUPREME+

Bright Power Soft Creme 0.5oz	\$29
Bright Power Soft Creme 1.7oz	\$98
NEW Bright Power Soft Creme Refill 1.7oz	\$88
Bright Power Soft Milky Lotion 3.4 oz	\$98
Global Anti-Aging Cell Power Creme SPF 15 1.7oz	\$95
Global Anti-Aging Cell Power Creme SPF 15 2.5oz	\$115
Night Intensive Restorative Creme 1.7oz	\$102
Youth Power Eye Balm 0.5oz	\$76
Youth Power Creme 0.5	\$29
Youth Power Creme 1.0	\$64
Youth Power Creme 1.7oz	\$98
Youth Power Creme Refill 1.7oz	\$88
Youth Power Creme 2.5oz	\$120
Youth Power Creme Refill 2.5oz	\$102
NEW Youth Power Soft Milky Lotion 3.4 oz	\$98

SOFT CLEAN

Foaming Cleanser 4.2oz	\$26
Infusion Balancing Essence Lotion Amino Acid + Waterlily 13.5oz	\$42

RE-NUTRIV SKINCARE

Hydrating Foam Cleanser 4.2oz	\$76
Intensive Smoothing Hand Creme 3.4oz	\$76

CLASSIC RE-NUTRIV

Creme 1.7oz	\$125
Lightweight Creme 1.7oz	\$125
Softening Lotion 8.4oz	\$76

ULTIMATE DIAMOND

Transformative Brilliance Serum 1.0oz	\$250
Transformative Brilliance Serum Refill 1.0oz	\$215
NEW Sculpted Transformation Creme 0.5oz	\$135
NEW Sculpted Transformation Creme 1.7oz	\$435
Transformative Energy Creme Rich 1.7oz	\$435
Transformative Eye Serum 0.5oz	\$195
Transformative Energy Eye Creme 0.5oz	\$295
Ultimate Facial Massager	\$175

ULTIMATE LIFT AGE-CORRECTING

Creme 1.7oz	\$330
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ULTIMATE LIFT REGENERATING YOUTH

Creme 1.7 oz	\$330
Creme Rich 1.7oz	\$330
Serum 1.0oz	\$330
Treatment Lotion 6.7oz	\$132
Eye Creme 0.5oz	\$175
Eye Creme Rich 0.5oz	\$175
Emulsion 2.5oz	\$305

RE-NUTRIV MAKEUP

Ultra Radiance Liquid Makeup SPF 20	\$128
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MAKEUP EYE

BROW	
Stay-in-Place Brow Gel	\$27
The Brow MultiTasker	\$31

EYE SHADOW	
Double Wear EyeShadow Base	\$23

PURE COLOR ENVY	
Luxe Eyeshadow Quad	\$58
Luxe Eyeshadow Quad Refills	\$44

EYELINER	
DOUBLE WEAR	
24-HR Waterproof Gel Eye Pencil	\$30
Infinite Waterproof Eyeliner	\$30
Little Black Liner	\$35
Smoke and Brighten Kajal Eyeliner Duo	\$32

MASCARA	
Double Wear Zero-Smudge Lengthening Mascara	\$30
Little Black Primer	\$27

SUMPTUOUS	
Extreme Lash Multiplying Volume Mascara .09oz	\$10
Extreme Lash Multiplying Volume Mascara	\$30
Extreme Waterproof Mascara	\$30
Rebel Length + Lift Mascara	\$30

BLUSH	
PURE COLOR ENVY	
Sculpting Blush	\$42
Sculpting Blush Refills	\$30

MAKEUP FACE

BRONZER	
BRONZE GODDESS	
Powder Bronzer	\$48
Matte & Glow Bronzing Trio	\$48
Healthy Glow Bronzer	\$45

CONCEALER/HIGHLIGHTER	
BRONZE GODDESS	
Highlighting Powder Gelée	\$45

DOUBLE WEAR	
Radiant Concealer	\$32
Stay-in-Place Flawless Wear Concealer	\$32

FOUNDATION	
DOUBLE WEAR	
Sheer Long-Wear Makeup SPF 19	\$48
Maximum Cover Camouflage Makeup SPF 15	\$48
Stay-in-Place Makeup	\$48
Stay-in-Place Matte Powder Foundation	\$48
Stay-in-Place Matte Powder Foundation Refill.....	\$36
Double Wear Stay-in-Place Makeup Pump	\$12

FUTURIST	
Hydra Rescue Moisturizing Makeup SPF 45.....	\$50

MAKEUP FACE

LOOSE/PRESSED POWDERS	
Double Wear Sheer Flattery Loose Powder	\$48

PRIMERS	
The Mattifier Shine Control Perfecting Primer + Finisher	
1oz	\$40
The Smoother Universal Perfecting Primer 0.5oz	\$18
The Smoother Universal Perfecting Primer 1oz	\$40
Futurist Aqua Brilliance Watery Glow Primer 0.5oz	\$18
Futurist Aqua Brilliance Watery Glow Primer 1.35oz	\$44

MIST	
Set + Refresh Perfecting Makeup Mist 3.9oz	\$40

MAKEUP LIP

LIP PENCIL	
NEW Double Wear 24H Stay-in-Place Lip Liner	\$30
Automatic Lip Pencil Duo	\$32

LIPSTICK	
PURE COLOR	
NEW Hi-Lustre Lipstick	\$36
NEW Matte Lipstick	\$36
NEW Creme Lipstick	\$36

MAKEUP LIP

LIPSTICK	
PURE COLOR ENVY LIP CARE	
Color Replenish Lip Balm	\$36
Lip Repair Potion	\$36

PURE COLOR ENVY LIP CARE	
Lip Volumizer	\$36
Nighttime Rescue Lip Oil Serum	\$36

PURE COLOR	
Illuminating Lip Shine	\$36
Revitalizing Crystal Balms	\$36
Whipped Matte Lip Color	\$36

MAKEUP TOOLS

Sharpener	\$10
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MAKEUP REMOVERS

TAKE IT AWAY	
Gentle Eye Makeup Remover 3.4oz	\$24
Take it Away Makeup Remover Lotion 6.7oz	\$34

FRAGRANCE

KNOWING	
Eau de Parfum Spray 2.5oz	\$98

MODERN MUSE	
Eau de Parfum Spray 1.7oz	\$100
Eau de Parfum Spray 3.4oz	\$138

PRIVATE COLLECTION*	
Eau de Parfum Spray 1.7oz	\$78

PRIVATE COLLECTION TUBEROSE GARDENIA*	
Eau de Parfum Spray 2.5oz	\$180

WHITE LINEN	
Parfum Spray 2oz	\$78

YOUTH-DEW	
Eau de Parfum Spray 1.8oz (heritage blue bottle)	\$44
Eau de Parfum Spray 2.25oz	\$44
Bath Oil 2oz	\$47
Body Satinée 5oz	\$38
Dusting Powder Box 7oz	\$42
Perfumed Body Creme 7.5oz	\$44
Roll-On Anti-Perspirant Deodorant 2.5oz	\$24

FOR MEN	
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LAUDER FOR MEN	
Cologne Spray 3.4oz	\$78

LAUDER PLEASURES FOR MEN	
Cologne Spray 3.4oz	\$78

AERIN	
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PREMIER FRAGRANCES	
Ambrette de Noir Parfum 1.7oz	\$260
Ambrette de Noir Parfum 3.4oz	\$360
Limone di Sicilia Parfum 1.7oz	\$260
Tuberose le Jour Parfum 1.7oz	\$260
Tuberose le Soir Parfum 1.7oz	\$260

FRAGRANCE COLLECTION	
Aegea Blossom EDP 1.7oz	\$145
Aegea Blossom EDP 3.4oz	\$200
Aegea Blossom EDP Travel Spray 0.24oz	\$35
Amber Musk EDP 1.7oz	\$145
Amber Musk EDP 3.4oz	\$200
Amber Musk Body Cream 5oz	\$65
Amber Musk EDP Travel Spray 0.24oz	\$35
Cedar Violet EDP 1.7oz	\$145
Cedar Violet EDP 3.4oz	\$200
Cedar Violet Travel Spray EDP 0.24oz	\$35
Evening Rose EDP 1.7oz	\$145
Evening Rose EDP 3.4oz	\$200
Evening Rose EDP Travel Spray 0.24oz	\$35
Fleur de Peony EDP 1.7oz	\$145
Fleur de Peony EDP 3.4oz	\$200
Fleur de Peony Body Cream 5oz	\$65
Hibiscus Palm EDP 1.7oz	\$145
Hibiscus Palm EDP 3.4oz	\$200
Hibiscus Palm EDP Travel Spray 0.24oz	\$35
Ikat Jasmine EDP 1.7oz	\$145

AERIN	
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Ikat Jasmine EDP 3.4oz	\$200
Ikat Jasmine Body Cream 5oz	\$65
Ikat Jasmine EDP Travel Spray 0.24oz	\$35
Lilac Path EDP 1.7oz	\$145
Lilac Path EDP 3.4oz	\$200
Lilac Path Body Cream 5oz	\$65
Mediterranean Honeysuckle EDP 1.7oz	\$145
Mediterranean Honeysuckle EDP 3.4oz	\$200
Mediterranean Honeysuckle Body Cream 5oz	\$65
Mediterranean Honeysuckle EDP Travel Spray 0.24oz	\$35
Tangier Vanille EDP 1.7oz	\$145
Tangier Vanille EDP 3.4oz	\$200
Waterlily Sun EDP 1.7oz	\$145
Waterlily Sun EDP 3.4oz	\$200
Wild Geranium EDP 1.7oz	\$145
Wild Geranium EDP 3.4oz	\$200
Wild Geranium Body Cream	\$65
Wild Geranium Travel Spray0.24oz	\$35

ROSE COLLECTION	
Rose de Grasse Joyful Bloom EDP 1.7oz	\$205
Rose de Grasse Joyful Bloom EDP 3.4oz	\$280
Rose de Grasse Parfum 1.7oz	\$260
Rose de Grasse Parfum 3.4oz	\$360
Rose de Grasse Body Cream 6.5oz	\$90
Rose de Grasse Pour Filles EDT 1.0oz	\$100
Rose Hand and Body Cream 5oz	\$55
Rose Lip Balm	\$35
Rose Lip Conditioner 0.3oz	\$35

D'OR FRAGRANCES	
Amber Musk d’Or EDP 3.4oz	\$260
Evening Rose d’Or EDP 3.4oz	\$260
Tangier Vanille d’Or EDP 3.4oz	\$260

FRAGRANCE

BEAUTIFUL MAGNOLIA	
Hand Creme 1oz	\$20
Eau de Parfum Travel Spray 0.2oz	\$28
Eau de Parfum Spray 1oz	\$82
Eau de Parfum Spray 1.7oz	\$100
Eau de Parfum Spray 3.4oz	\$138
NEW L’eau de Parfum Spray 0.34oz	\$28
NEW L’eau de Parfum Spray 1.7oz	\$93
NEW L’eau de Parfum Spray 3.4oz	\$120

BEAUTIFUL MAGNOLIA INTENSE	
Eau de Parfum Spray 1.7oz	\$108
Eau de Parfum Spray 3.4oz	\$144

BEAUTIFUL	
Eau de Parfum Spray 0.5oz	\$36
Eau de Parfum Spray 1oz	\$70
Eau de Parfum Spray 2.5oz	\$98
Eau de Parfum Spray 3.4oz	\$108
Eau de Parfum Spray 5oz	\$142
Perfumed Body Lotion 8.4oz	\$60
Perfumed Body Powder 3.5 oz	\$60

BEAUTIFUL BELLE	
Eau de Parfum Spray 1oz	\$82
Eau de Parfum Spray 1.7oz	\$100
Eau de Parfum Spray 3.4oz	\$138

BRONZE GODDESS	
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Eau de Parfum Spray 1.7oz	\$85
Eau de Parfum Spray 3.4oz	\$110
Eau Fraîche Skinscent 1.7oz	\$72
Eau Fraîche Skinscent 3.4oz	\$88
Shimmering Oil for Hair & Body 1.7oz	\$54

ESTÉE LAUDER PLEASURES	
Body Lotion 8.4oz	\$58
Eau de Parfum Spray .5oz	\$34
Eau de Parfum Spray 1.7oz	\$78
Eau de Parfum Spray 3.4oz	\$102

ESTÉE LAUDER PLEASURES INTENSE	
Eau de Parfum Spray 3.4oz	\$102

ESTÉE LAUDER SENSUOUS	
Eau de Parfum Spray 1.7oz	\$78

HOUSE OF ESTÉE LAUDER	
Aliage Sport Eau de Parfum Spray 1.7oz	\$63
Azuree Eau de Parfum Spray 1.7oz	\$63
Beyond Paradise Eau de Parfum Spray 1.7oz	\$78
Cinnabar Fragrance Spray 1.7oz	\$63
Estée Super Eau de Parfum Spray 1.7oz	\$63
Intuition Eau de Parfum Spray 1.7oz	\$78
Spellbound Eau de Parfum Spray 1.7oz	\$78
Tuscany per Donna Eau de Parfum Spray 1.7oz	\$63

FRAGRANCE

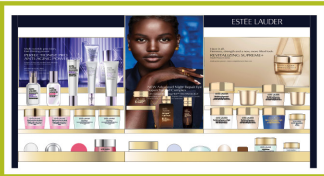
LUXURY FRAGRANCE

Blushing Sands 3.4oz	\$200	Radiant Mirage 3.4oz	\$200
Blushing Sands 1.35oz	\$100	Radiant Mirage 1.35oz	\$100
Desert Eden 3.4oz	\$200	Sensuous Stars 3.4oz	\$200
Desert Eden 1.35oz	\$100	Sensuous Stars 1.35oz	\$100
Dream Dusk 3.4oz	\$200	Tender Light 3.4oz	\$200
Dream Dusk 1.35oz	\$100	Tender Light 1.35oz	\$100
Infinite Sky 3.4oz	\$200	Ultra Rich Hand Creme	\$50
Infinite Sky 1.35oz	\$100		
Paradise Moon 3.4oz	\$200		
Paradise Moon 1.35oz	\$100		

SERUM S.R.P. PER OUNCE

RN Ultimate Lift Age-Correcting Serum	\$295	Perfectionist Pro Rapid Firm+Lift Treatment 1.7oz	\$74.12
ANR Synchronized Multi-Recovery Complex	\$79	Perfectionist Pro Rapid Firm+Lift Treatment Duo 2 x 1.7oz	\$63.24
ANR Synchronized Multi-Recovery Complex 1.7oz	\$67.65	Perfectionist Pro Rapid Brightening Treatment	\$82
ANR Synchronized Multi-Recovery Complex 3.9oz	\$55.13	Perfectionist Pro Rapid Brightening Treatment 1.7oz	\$74.12
Perfectionist [CP+R] 1.7oz	\$70.58		
Perfectionist [CP+R] Duo 2 x 1.7oz	\$61.18		
Perfectionist Pro Rapid Firm+Lift Treatment	\$82		

LINE TESTERS & TRENDING
NOW LAUNCH UNITS/
IN CASE PROPS

	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			
IN-CASE	 UPDATED SUPREME+ IN-CASE PROP LITHO All Doors Litho Code #: GRPP-70  ADVANCED NIGHT REPAIR IN-CASE PROP LITHO All Doors Litho Code #: GWNK-70 Note: Remove and discard all Holiday In-Case Props on DEC 26TH. Replace with Fall '22 in-case prop lithos, shown below.  ADVANCED NIGHT REPAIR IN-CASE PROP LITHO All Doors Litho Code #: TBD				
LINE TESTER	 SKINCARE LTU VER. 1 (NON-NUTRITIOUS W/O REFILLS) Most Doors Update with new center platform and graphics Unit Code #: PG58-60 Acrylic Update Code #: G27J-60 Graphic Update Code #: G34Y-70  SKINCARE LTU VER. 2 (NON-NUTRITIOUS WITH REFILLS) Select Doors Update with new Supreme+ refills and new graphics Unit Code #: PG58-60 Update Code #: G27H-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  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	 ADVANCED NIGHT REPAIR SKINCARE LTU BANNER All Doors Banner Code #: G76C-70  SKINCARE LTU VER. 1 (NON-NUTRITIOUS W/O REFILLS) Most 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 #: G4T8-70 Acrylic Update Code #: G4TG-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  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	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		

Select Doors OnlyAll Doors

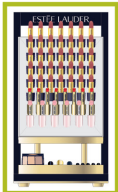
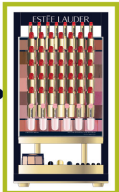
 Select Doors Only

 All Doors

	Currently on-counter	JAN	FEB	MAR	APR	MAY	JUN
DEPARTMENT STORE (DIAMOND)	Re-Nutriv ESTÉE LAUDER Re-Nutriv In-Case Prop All Doors Prop Code #: RN7H-60 Re-Nutriv ESTÉE LAUDER Re-Nutriv In-Case Prop All Doors Prop Code #: RN7H-60  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 Unit Code #: PT2M-60 Graphic Update Code #: G5LK-70 Acrylic Update Code #: G5LM-60						
DEPARTMENT STORE (NON-DIAMOND)	Re-Nutriv ESTÉE LAUDER Re-Nutriv In-Case Prop All Doors Prop Code #: RN7H-60  RE-NUTRIV (NON-DIAMOND) LINE TESTER UNIT (ULRY) Select Doors Updated graphics with new S.R.P Unit Code #: PT2N-60 Graphic Code #: G3L6-70  RE-NUTRIV (NON-DIAMOND) LINE TESTER UNIT (ULRY) Select Doors Updated graphics with new S.R.P Unit Code #: PT2N-60 Graphic Code #: G5LJ-70						

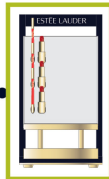
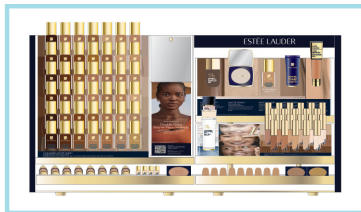
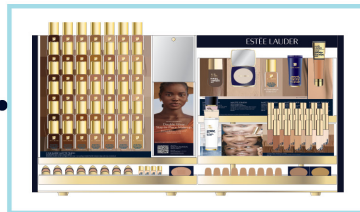
Select Doors Only

All Doors

	Currently on-counter	JAN	FEB	MAR	APR	MAY	JUN
LAUNCH	 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				
IN-CASE	Note: Remove and discard all Holiday In-Case Props by DEC 26TH. Replace with Fall '22 in-case prop lithos, shown below.  CRYSTAL BALMS IN-CASE LITHO Select Doors Litho Code #: GXE6-70						
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 - VER. 2 Boscov's, Independents, Blue Mercury, and Puerto Rico Doors Update with new drawer template and graphics Unit Code #: PG5G-60 Update Code #: G33H-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 - VER. 2 Boscov's, Independents, Blue Mercury, and Puerto Rico Doors Update with new drawer template and graphics Unit Code #: PG5G-60 Graphic Update Code #: G6WX-70 Acrylic Update Code #: G558-60				

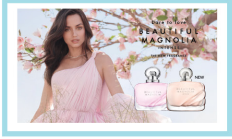
Select Doors Only

All Doors

ESTÉE LAUDER				North America Tester Cadence: Department Stores				FACE				Spring 2022	
		Currently on-counter	JAN	FEB	MAR	APR	MAY	JUN					
LAUNCH		 DRAMMING UNIT New graphic updates on all panels All Doors Unit Code #: RYC5-60 Litho Update Code #: PNIP-70  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 Update Code #: G33E-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											
IN-CASE		Note: Remove and discard all Holiday In-Case Props by DEC 26TH. Replace with Fall '22 in-case prop lithos, shown below.  FUTURIST IN-CASE LITHO Litho Code #: GXE4-70  DOUBLE WEAR IN-CASE LITHO Litho Code #: TDB											
LINE TESTER		 FOUNDATION LINE TESTER UNIT Update with new graphics All Doors Unit Code #: PJHJ-60 Update Code #: G392-70	 FOUNDATION LINE TESTER UNIT Update with new graphics All Doors Unit Code #: PJHJ-60 Update Code #: G5PL-70										

Select Doors Only

All Doors

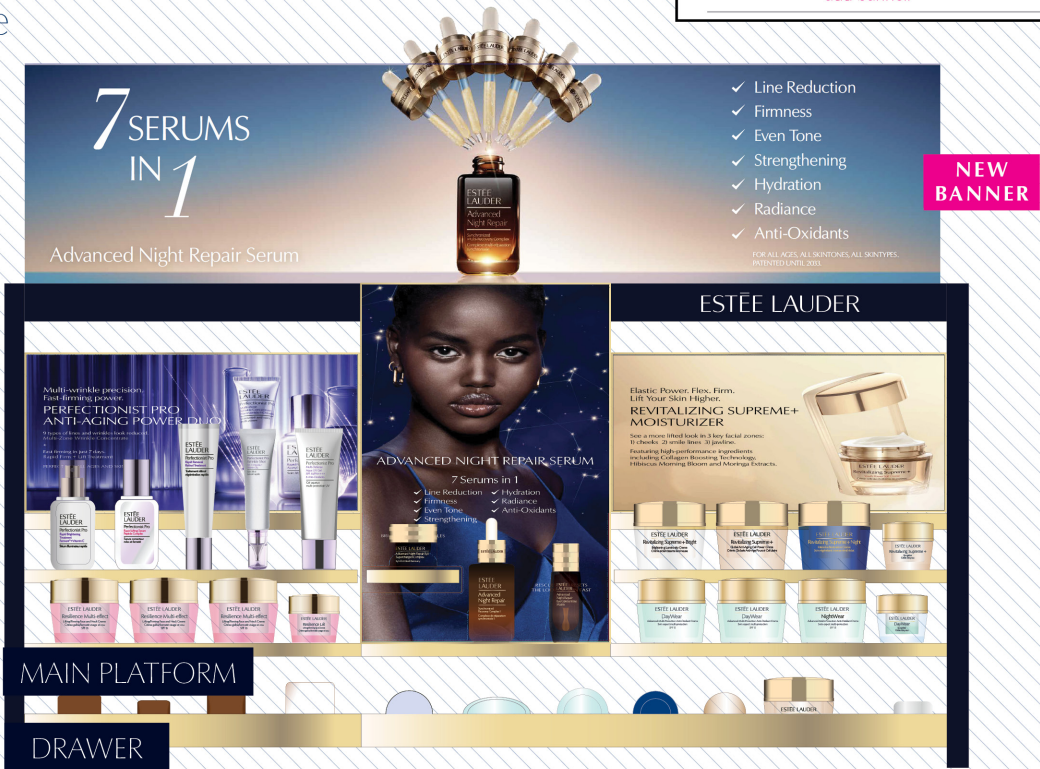
ESTÉE LAUDER		North America Tester Cadence: Department Stores			FRAGRANCE			Spring 2023	
	Currently on-counter	JAN	FEB	MAR	APR	MAY	JUN		
AERIN	 AERIN LINE FRAGRANCE UNIT All AERIN Fragrance Core Doors Update with holiday back riser graphic Graphic Update Code #: G5G1-70		 AERIN LINE FRAGRANCE UNIT Von Maur & Belk Doors Update with back riser and platform graphics Graphic Update Code #: G762-70						
LINE TESTER	 LUXURY FRAGRANCE LINE TESTER UNIT Select Doors Update with new limited life fragrance Unit Code #: G1RE-60 Puck Update Code #: G3PY-60 Graphic Update Code #: G4MN-70	 FRAGRANCE LINE TESTER Most Doors Update with new center graphic Unit Code #: PG59-60 Update Code #: G3FP-70	 FRAGRANCE LINE TESTER Macy's Doors Only Update with new graphics and Magnolia L'eau Unit Code #: PG59-60 Update Code #: G72L-70		 FRAGRANCE LINE TESTER All Other Retailers Update with new graphics and Magnolia L'eau Unit Code #: PG59-60 Update Code #: G72L-70				
IN-CASE & OTHER	 LUXE FRAGRANCE IN-CASE PROP LITHO Litho Code #: GT0M-70	 BEAUTIFUL MAGNOLIA INTENSE IN-CASE PROP LITHO Litho Code #: GXE2-70							

Select Doors Only

All Doors

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) | 15. Revitalizing Supreme+ Night Intensive Restorative Creme (1.7 oz) |
| 2. Perfectionist Pro Rapid Firm + Lift Treatment (1.7 oz) | 16. Revitalizing Supreme+ Youth Power Eye Balm (0.5 oz) |
| 3. Perfectionist Pro Rapid Renewal Retinol Treatment (1.0 oz) | 17. Daywear Multi-Protection Anti-Oxidant 24H-Moisture Creme SPF 15 (1.7 oz) |
| 4. Perfectionist Pro Multi-Zone Wrinkle Concentrate (0.85 oz) | 18. Daywear Matte Oil-Control Anti-Oxidant Moisture Gel Creme (1.7 oz) |
| 5. Perfectionist Pro Multi-Defense UV Gel (1.0 oz) | 19. Daywear Anti-Oxidant 72H Hydration Sorbet Creme SPF 15 (1.7 oz) |
| 6. Resilience Multi-Effect Face and Neck Creme SPF 15 (1.7 oz) | 20. Daywear Eye Cooling Anti-Oxidant Moisture Gel Creme (0.5 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) | |

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)
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)
21.

Advanced Night Micro Cleansing Foam (3.4 oz)
22.

Advanced Night Micro Cleansing Balm (2.2 oz)
23.

Micro Essence Treatment Lotion with Bio-Ferment (6.7 oz)
24.

Gentle Eye Makeup Remover (3.4 oz)
25.

Take It Away Makeup Remover Lotion (6.7 oz)
26.

Perfectly Clean Multi-Action Toning Lotion/Refiner (6.7 oz)
27.

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

28.

Perfectly Clean Fresh Balancing Lotion (13.5 oz)

29.

Perfectly Clean Infusion Balancing 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)

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)



MAIN PLATFORM



DRAWER

Continued from Left

28.

Perfectly Clean Fresh Balancing Lotion (13.5 oz)
29.

Perfectly Clean Infusion Balancing 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)
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)

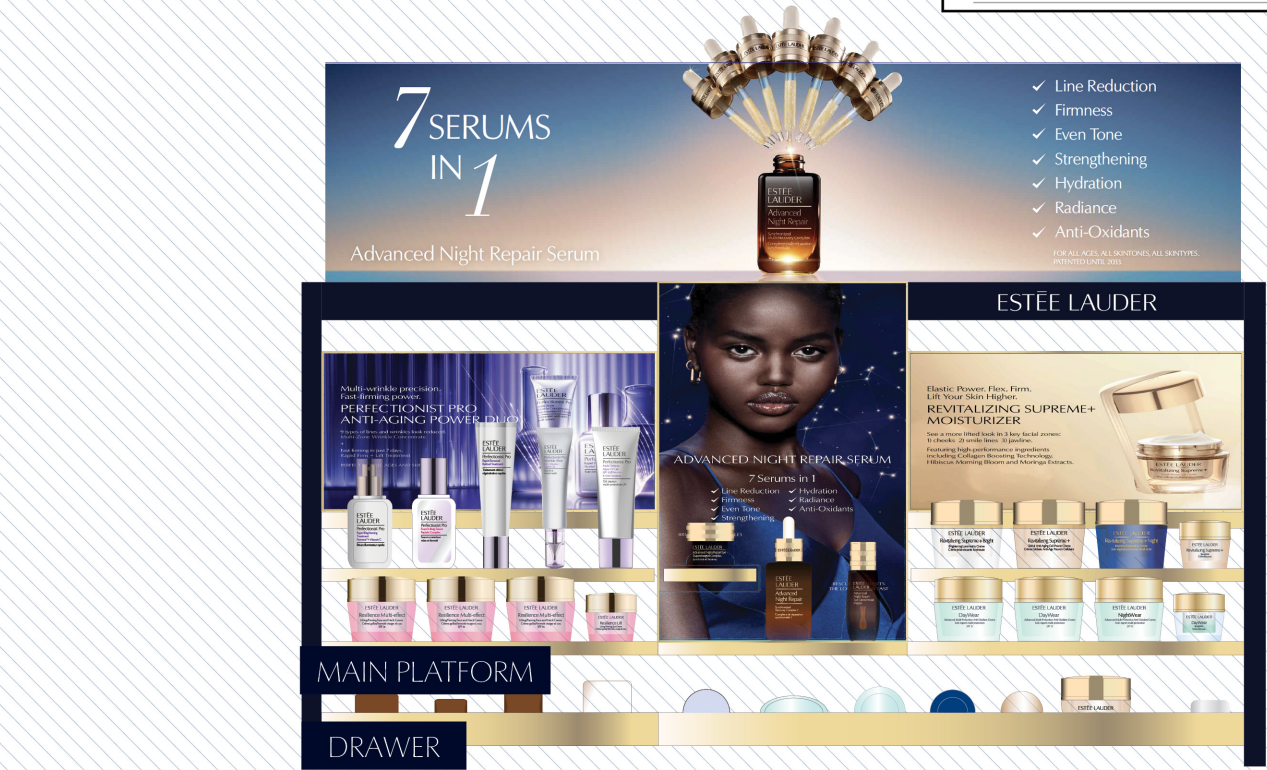
Continued from Left

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

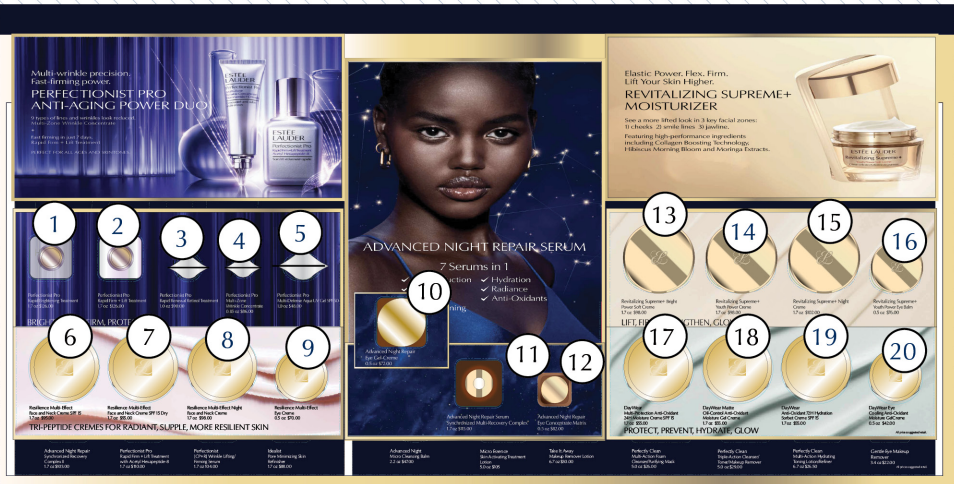
SKINCARE LINE TESTER

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 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 (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) | 16. Revitalizing Supreme+ Youth Power Eye Balm (0.5 oz) |
| 2. Perfectionist Pro Rapid Firm + Lift Treatment (1.7 oz) | 17. Daywear Multi-Protection Anti-Oxidant 24H-Moisture Creme SPF 15 (1.7 oz) |
| 3. Perfectionist Pro Rapid Renewal Retinol Treatment (1.0 oz) | 18. Daywear Matte Oil-Control Anti-Oxidant Moisture Gel Creme (1.7 oz) |
| 4. Perfectionist Pro Multi-Zone Wrinkle Concentrate (0.85 oz) | 19. Daywear Anti-Oxidant 72H Hydration Sorbet Creme SPF 15 (1.7 oz) |
| 5. Perfectionist Pro Multi-Defense UV Gel (1.0 oz) | 20. Daywear Eye Cooling Anti-Oxidant Moisture Gel Creme (0.5 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) | |

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

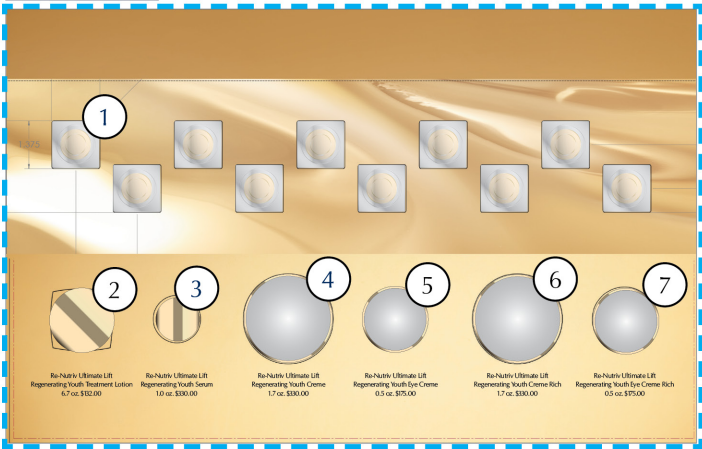
Non-Diamond Department Stores
January Update

HISTORY OF UPDATES

Feb '22	Update with new graphics (GY98-70).
Jul '22	Update with new S.R.P. graphics (G3L7-70).
Jan '23	Update with new graphics (G5LJ-70).



TOP VIEW



- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS

Line Tester (Use saleable products except where indicated.)

- Re-Nutriv Ultra Radiance Liquid Makeup SPF 20 1 oz, (10)
- 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 Lift Regenerating Youth Creme 1.7 oz, (1)
- Re-Nutriv Ultimate Lift Regenerating Youth Eye Creme 0.5 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)



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

RE-NUTRIV LINE TESTER

Diamond Department Stores
January Update

HISTORY OF UPDATES

Feb '22	Update with new Re-Nutriv Diamond Entry Face Serum and all new graphics (GXK4-60).
Jul '22	Update with new S.R.P. graphics (G3L6-70).
Jan '23	Update with new graphics and templates (Graphic Update Code #: G5LK-70 Acrylic Update Code #: G5LM-60).



- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS

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)

TOP VIEW



DRAWER



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

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 (G559-60).



SEE PAGE 106 FOR TESTER PRE-PACK CODES.

Product List

1. Pure Color Lip Mousse (10)

2. Pure Color Illuminating Shine (12)

3. New Pure Color Lipstick (40)

4. Pure Color Crystal Balms (6)

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

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

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

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

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

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

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

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

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

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

15. New Pure Color Lipstick (16)

16. Pure Color Envy Color Replenish Lip Balm (1)
17. Pure Color Envy Lip Volumizer (1)

18. Pure Color Envy Lip Repair Potion (1)

19. Pure Color Envy Nighttime Rescue Lip Oil-Serum (1)

20. Pure Color Envy Sculpting Blush (2) (in godets)

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

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

23. The Brow Multi-Tasker (8)

24. Double Wear Infinite Waterproof Eyeliner (8)

25. Sumptuous Rebel Mascara (1)

26. Sumptuous Extreme Lash Multiplying Volume Mascara (1)

27. Sumptuous Extreme Waterproof (1)

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

29. Little Black Primer (1)

30. Little Black Liner (1)

31. Kajal Eyeliner (4)

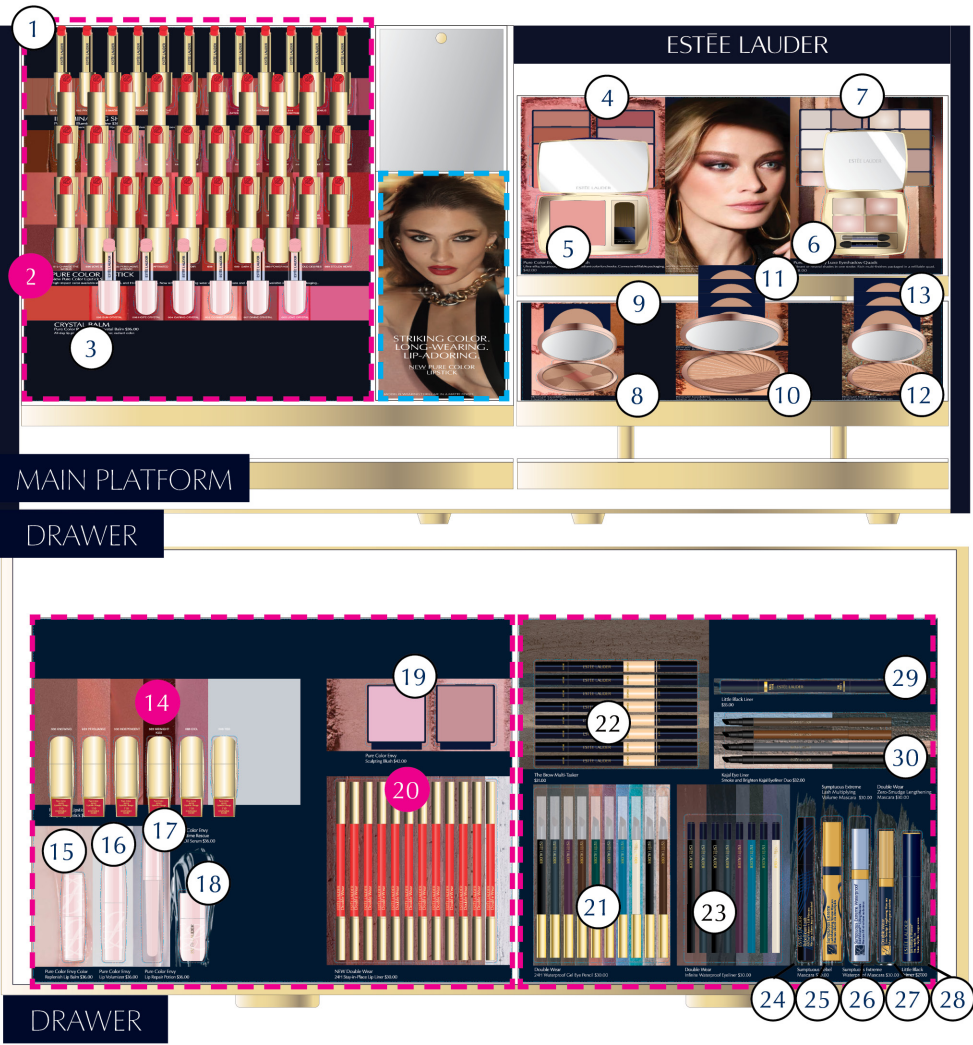
NEW GRAPHICS

NEW TEMPLATES & GRAPHICS

COLOR 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 82 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)

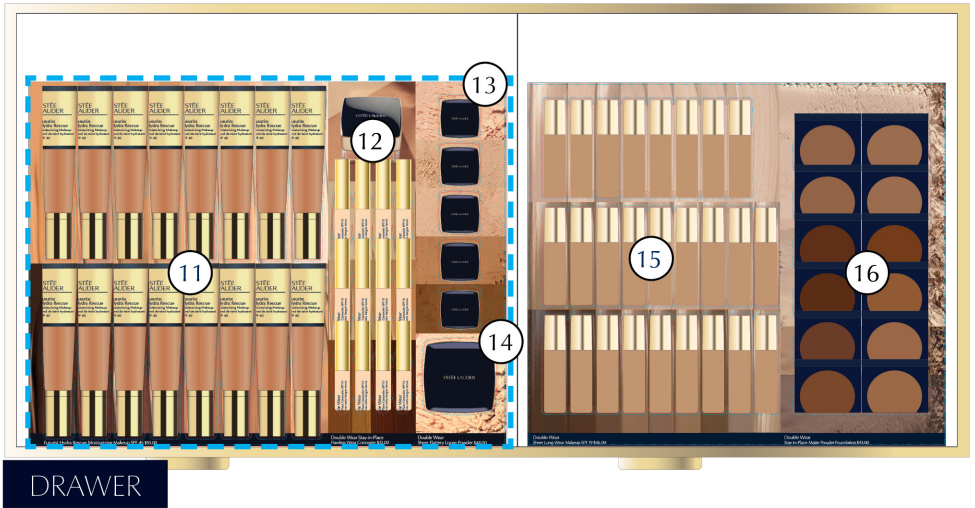
NEW GRAPHICS

NEW TEMPLATES & GRAPHICS

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.

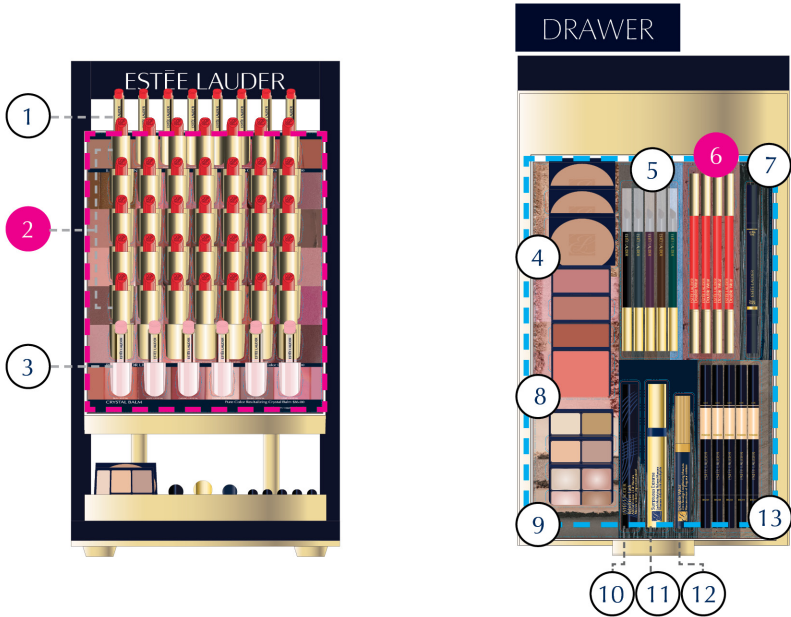
NEW GRAPHICS

NEW TEMPLATES & GRAPHICS

COLOR HYBRID UNIT V.2

February Update

HISTORY OF UPDATES	
Sept '22	Update with new top template and new graphics (G33H-60).
Feb '23	Update with new top template and new graphics (G558-60).



Product List

Main Platform

- 1. Pure Color Shine (8)
- 2. New Pure Color Lipstick (35)
- 3. Pure Color Crystal Lip Balm (6)

Drawer

- 4. Bronze Goddess Powder Bronzer (3) (in godets)
- 5. Double Wear Stay-In-Place Eye Pencil (5)
- 6. New Double Wear 24H Stay-in-Place Lip Liner (4)
- 7. Little Black Liner (1)
- 8. Pure Color Envy Sculpting Blush (4) (in godets)
- 9. Pure Color Envy Luxe Eyeshadow Quads (3) (in godets)
- 10. Sumptuous Rebel Mascara (1)
- 11. Sumptuous Extreme Lash Multiplying Volume Mascara (1)
- 12. Double Wear Zero-Smudge Lengthening Mascara (1)
- 13. The Brow Multitasker (5)

NEW GRAPHICS

NEW TEMPLATES & GRAPHICS



NIGHTTIME TESTER MAINTENANCE/
CLEANING RITUAL

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

AERIN

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



- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS

Line Tester (Use salable products)

- | | |
|---------------------------------------|--|
| 1. Rose de Grasse 1.7 oz | 9. Lilac Path 1.7oz |
| 2. Rose de Grasse Joyful Bloom 1.7 oz | 10. Hibiscus Palm 1.7oz |
| 3. Rose de Grasse Pour Filles 1.0 oz | 11. Cedar Violet 1.7oz |
| 4. Waterlily Sun 1.7 oz | 12. Amber Musk 1.7oz |
| 5. Mediterranean Honeysuckle 1.7 oz | 13. Evening Rose 1.7oz |
| 6. Aegea Blossom 1.7oz | 14. Tangier Vanille 1.7oz |
| 7. Wild Geranium 1.7 oz | 15. New Mediterranean Honeysuckle Clementina 1.7oz |
| 8. Ikat Jasmine 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.

LUXURY FRAGRANCE

LINE TESTER UNIT

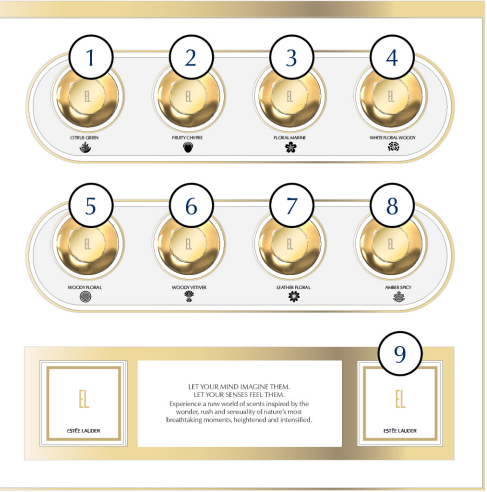
January Update

HISTORY OF UPDATES

Oct '21	Install new unit.
Nov '22	Puck update to add new Oasis Dawn fragrance (Puck update: G3PY- 60 Graphic update: G4MN-70).
Jan '23	Remove and discard puck for Oasis Dawn.



REMOVE OASIS DAWN AND PUCK ON THE UNIT ONES SELL THROUGH.



TOP VIEW

Product List

1. Tender Light Eau De Parfum, 3.4 oz
2. Sensuous Stars Eau De Parfum, 3.4oz
3. Dream Dusk Eau De Parfum, 3.4 oz
4. Radiant Mirage Eau De Parfum, 3.4 oz
5. Desert Eden Eau De Parfum, 3.4 oz
6. Blushing Sands Eau De Parfum, 3.4 oz
7. Paradise Moon Eau De Parfum, 3.4 oz
8. Infinite Sky Eau De Parfum, 3.4 oz
9. Luxe Fragrance Blotter Cards

- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS

FRAGRANCE LINE TESTER UNIT

January (Macy’s Only) / March (All Other Retailers)

HISTORY OF UPDATES

Mar '22	Update with new center graphic (PY3T-70) and new fragrance on center platform.
Jan '23	Update with new back riser & top base for Magnolia L'Eau. Also including replacement base graphics for 4 remaining shelves (G72L-70) (Macy's Doors Only).
Mar '23	Update with new back riser & top base for Magnolia L'Eau. Also including replacement base graphics for 4 remaining shelves (G72L-70) (All Other Retailers).

TRENDING NOW SKINCARE UNIT

January Update

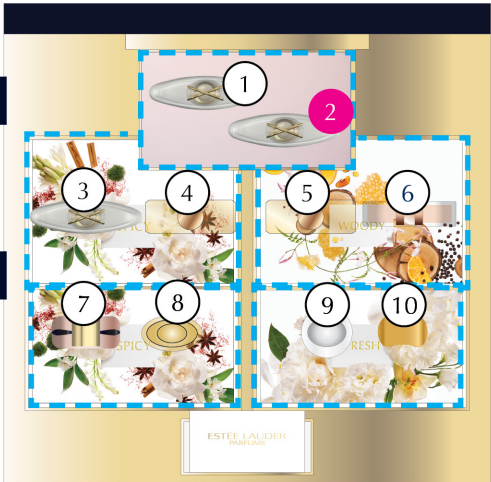
HISTORY OF UPDATES

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).



FOCUS PLATFORM

MAIN PLATFORM



- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS



DRAWER

Product List

Focus Platform

- Beautiful Magnolia Eau de Parfum, 3.4 oz
- New Beautiful Magnolia L'eau De Parfum, 3.4 oz

Main Platform (Preferred Line-up)

- Beautiful Belle Eau De Parfum, 3.4 oz
- Bronze Goddess Eau de Parfum, 3.4 oz
- Bronze Goddess Eau Fraiche, 3.4 oz
- Estée Lauder Sensuous Eau de Parfum Spray, 3.4 oz
- Modern Muse Eau De Parfum, 3.4 oz
- Beautiful Eau De Parfum, 3.4 oz
- Pleasures Eau De Parfum, 3.4 oz
- White Linen Eau De Parfum, 2.0 oz

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 Tuberosa Gardenia

FRESH

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

OTHER OPTIONS (IF YOU ARE OUT OF STOCK ON THE ABOVE)

- Aliage
- Azuree

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.

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

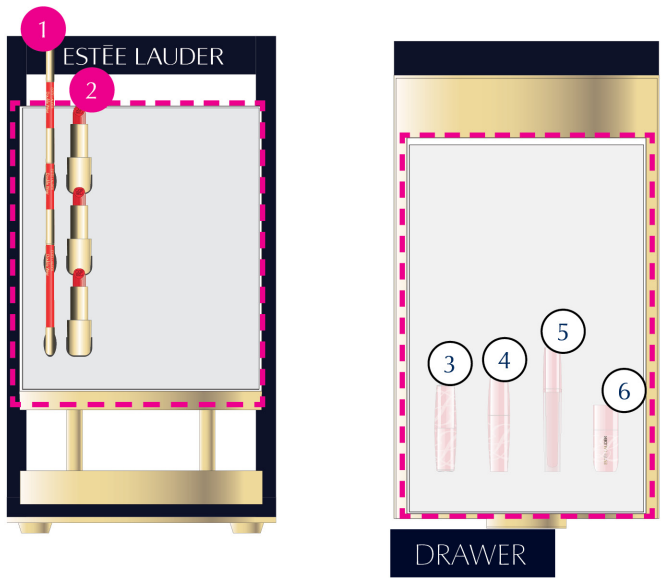
To clean, use a soft dry cloth.
Never use sprays of any kind to clean unit.

TRENDING NOW COLOR/ FOUNDATION UNIT

February Update

HISTORY OF UPDATES

Jan '22	Update with new templates, new graphics, and new products (Acrylic Update: GWFO-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 Double Wear 24H Stay-in-Place Lip Liner (3)
- 2. New Pure Color Lipsticks (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 (Acrylic Update: G555-60 I Graphic Update: G6VW-70).



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 2020 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

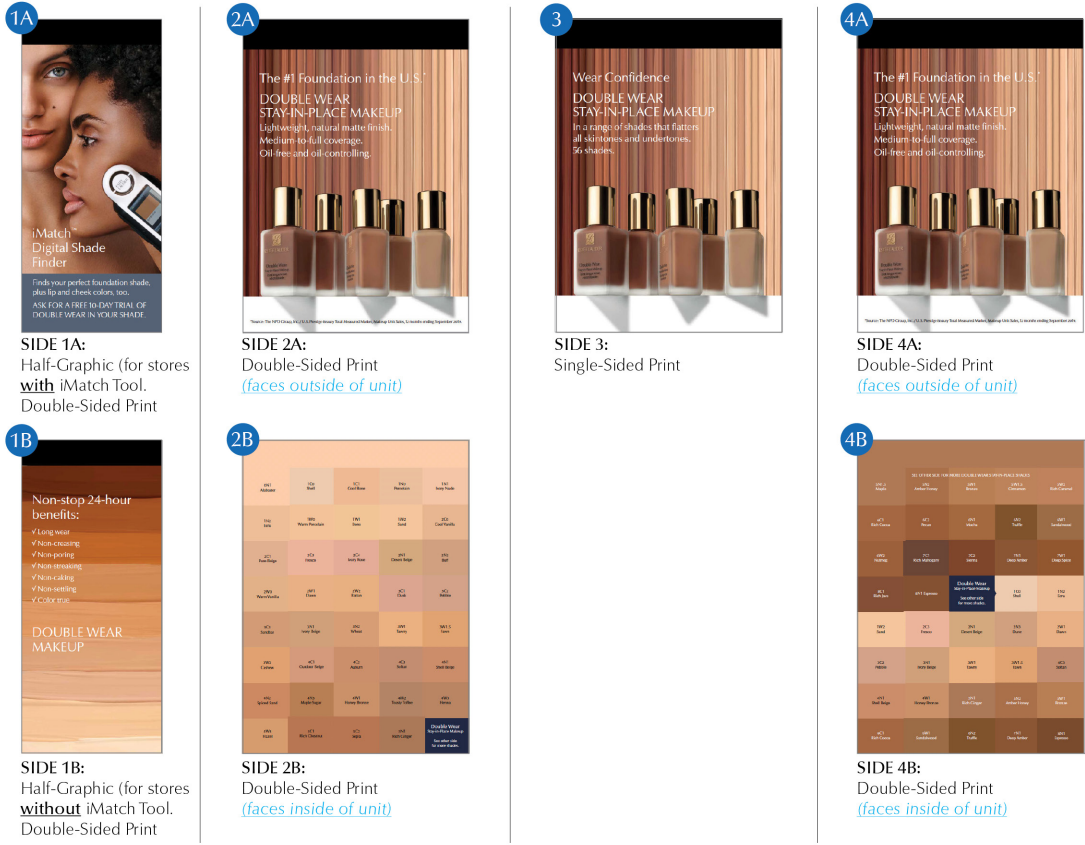
January 2020 Update



MAGNETIC PANELS 1 & 2

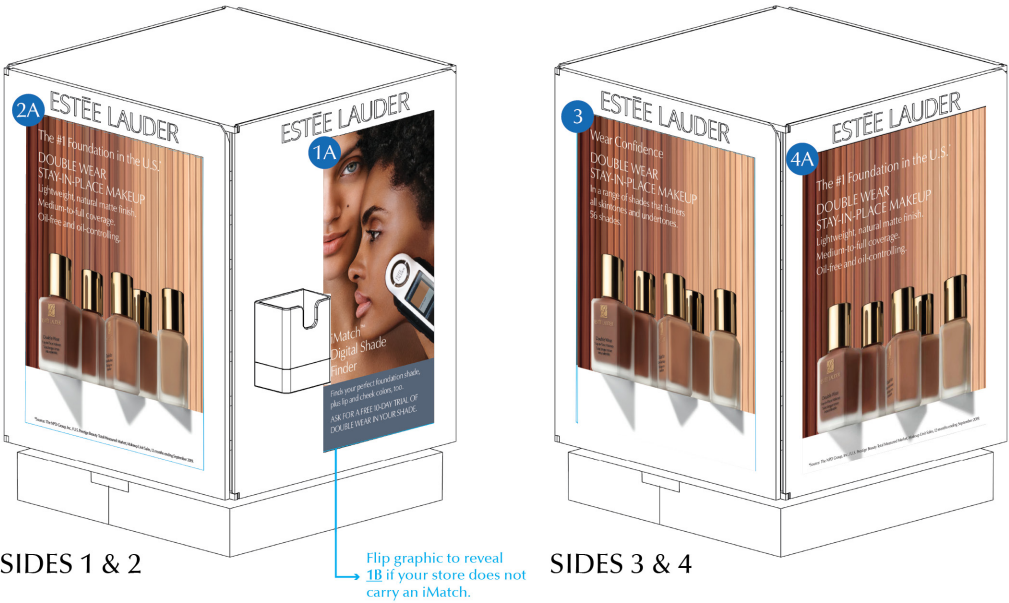


MAGNETIC PANELS 3 & 4



DIRECTIONS

1. Insert graphics on dramming doors as shown below.

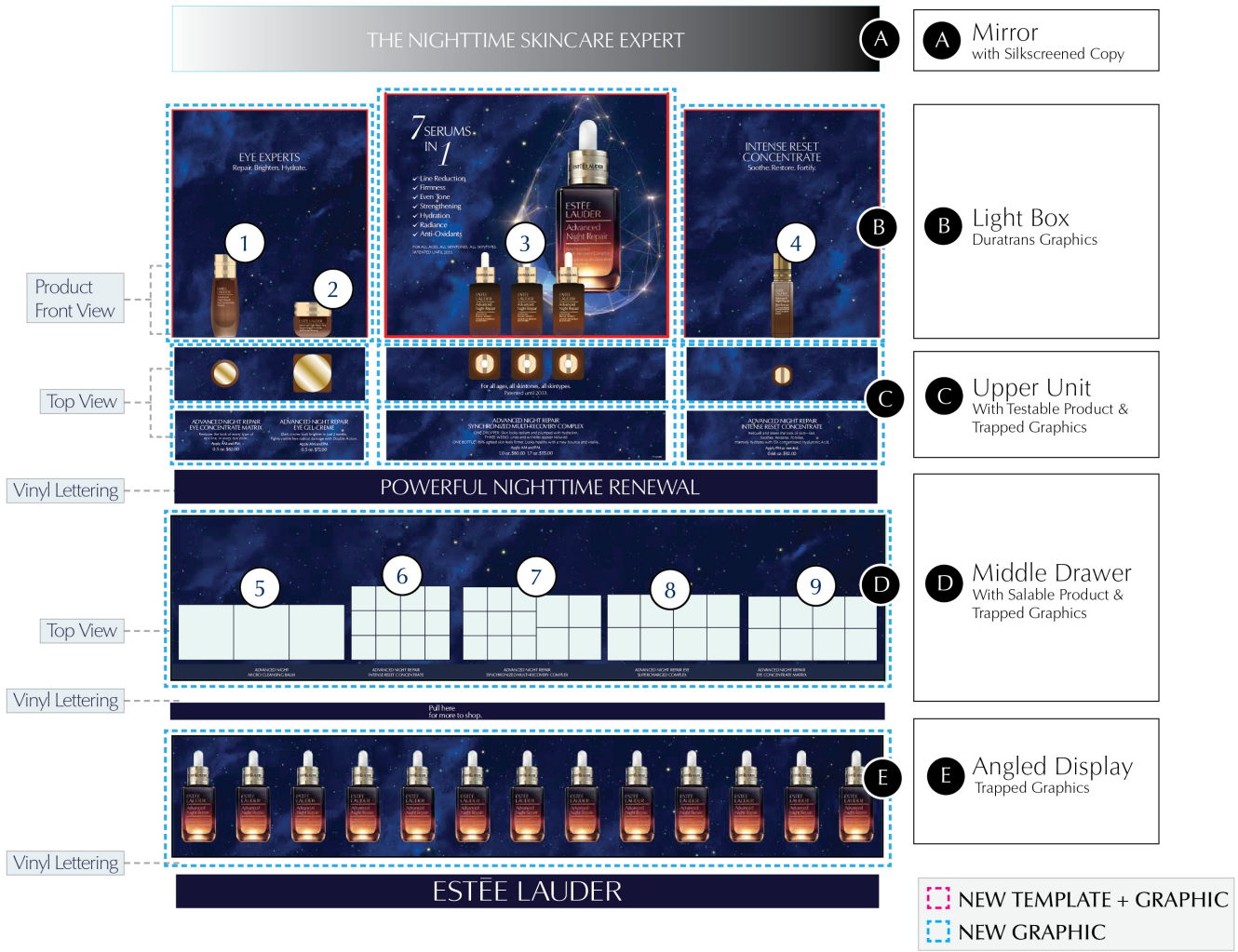


OPEN SELL/ MSNA VM UNITS

ANR DISTORTION TABLE (LARGE)

January Update

HISTORY OF UPDATES	
Jan '22	Update with new graphics (GXCC-70).
Nov '22	Update with new graphics (G3C0-70).
Jan '23	Update with new graphics (G6YJ-70).



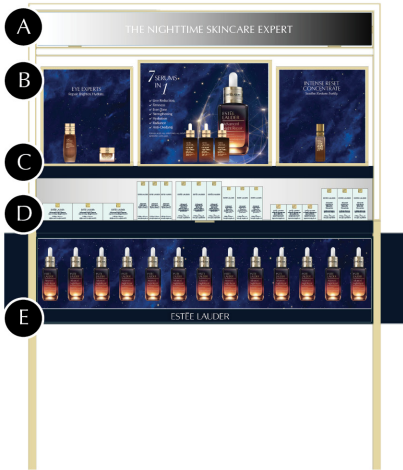
Product List

Upper Unit (Testable product marked out of saleable stock)

1. Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery Complex, 0.5 (1)
2. Advanced Night Repair Eye Supercharged Complex, 0.5 oz (1)
3. Advanced Night Repair Synchronized Multi-Recovery Complex, 1.7 oz (3)
4. Advanced Night Repair Intense Reset Concentrate, 0.68 oz (1)

Middle Drawer (saleable stock)

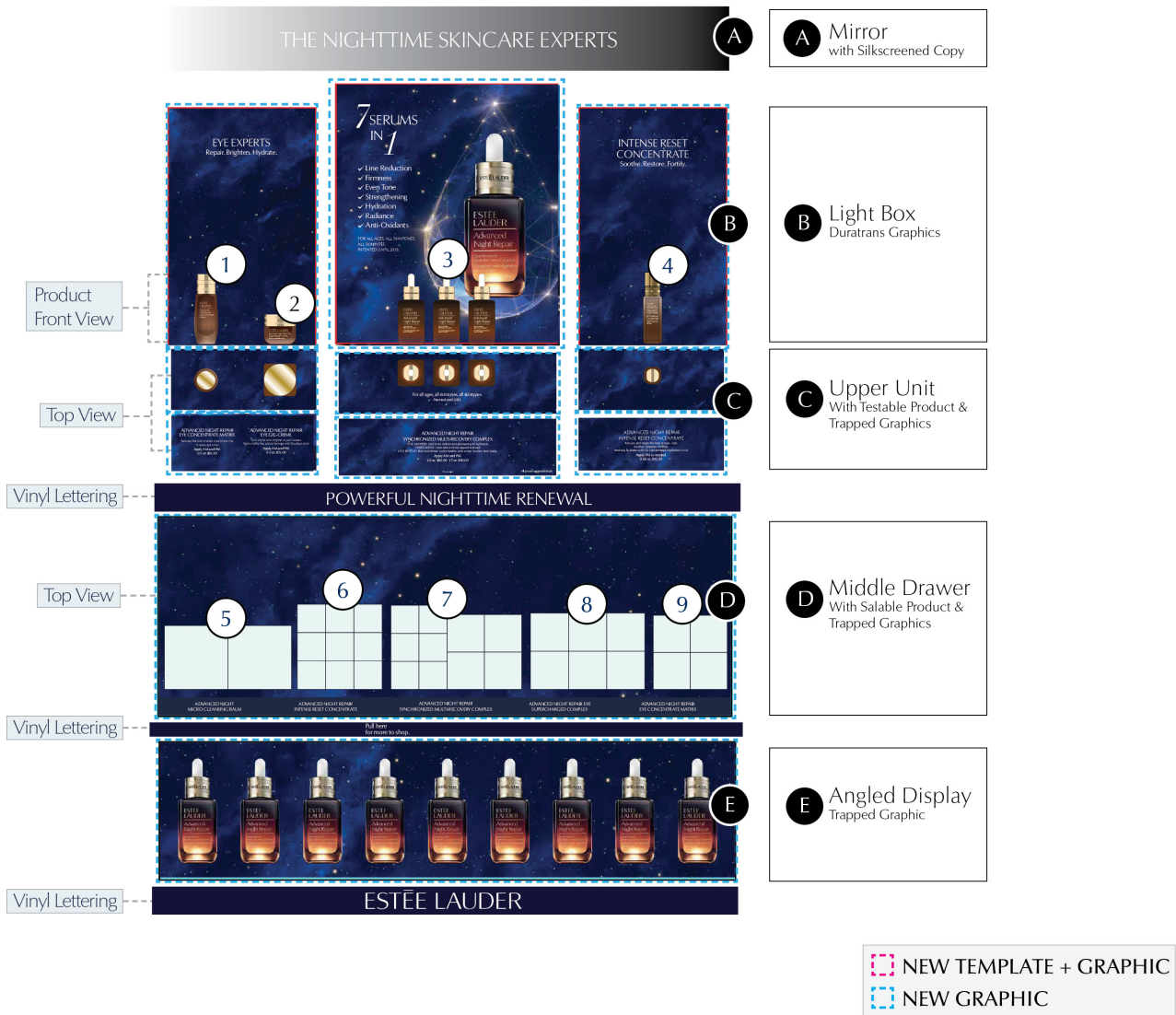
5. Advanced Night Micro Cleansing Balm (saleable)
6. Advanced Night Repair Intense Reset Concentrate (saleable)
7. Advanced Night Repair Synchronized Multi-Recovery Complex (saleable)
8. Advanced Night Repair Eye Supercharged Complex (saleable)
9. Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery Complex (saleable)



ANR DISTORTION TABLE (MEDIUM)

January Update

HISTORY OF UPDATES	
Jan '22	Update with new graphics (Medium: GXCF-70 Medium Half: GXCE-70).
Nov '22	Update with new grphics (G3AY-70).
Jan '23	Update with new graphics (G6YL-70) Medium Half (G6YK-70).



Product List

Upper Unit (Testable product marked out of saleable stock)

1. Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery Complex, 0.5 (1)
2. Advanced Night Repair Eye Supercharged Complex, 0.5 oz (1)
3. Advanced Night Repair Synchronized Multi-Recovery Complex, 1.7 oz (3)
4. Advanced Night Repair Intense Reset Concentrate, 0.68 oz (1)

Middle Drawer (saleable stock)

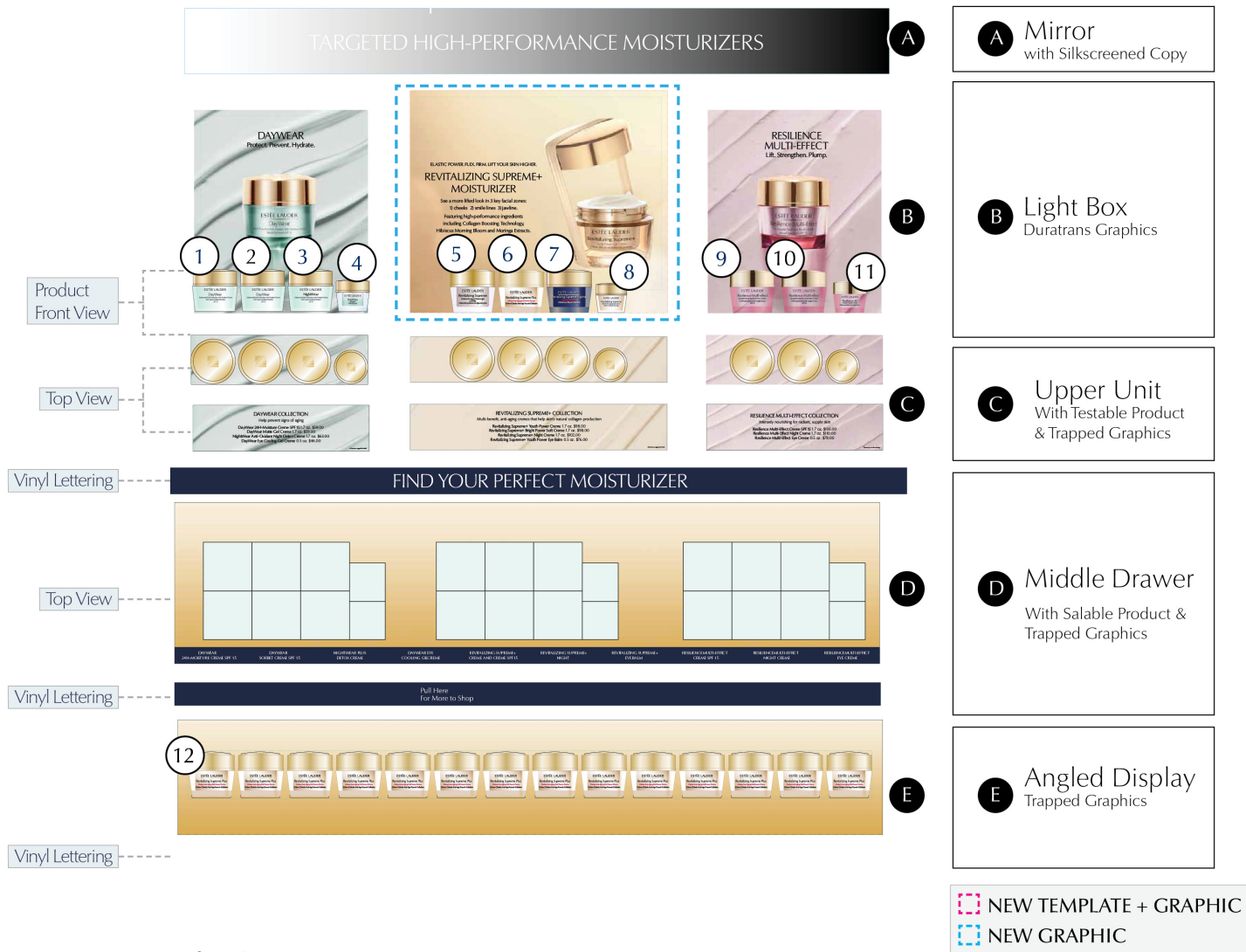
5. Advanced Night Micro Cleansing Balm (saleable)
6. Advanced Night Repair Intense Reset Concentrate (saleable)
7. Advanced Night Repair Synchronized Multi-Recovery Complex (saleable)
8. Advanced Night Repair Eye Supercharged Complex (saleable)
9. Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery Complex (saleable)

MOISTURIZERS DISTORTION TABLE (LARGE)

January Update

HISTORY OF UPDATES

Jan '22	Update with new graphics (GXC8-70).
Nov '22	Update with new graphics (G3AW-70).
Jan '23	Update with new graphics (G6YG-70).



Upper Unit (Testable product marked out of saleable stock)

1. DayWear 24H-Moisture Creme SPF 15, 1.7 oz (1)
2. DayWear Matte Gel Creme, 1.7 oz (1)
3. NightWear Anti-Oxidant Night Detox Creme, 1.7 oz (1)
4. DayWear Eye Cooling Gel Creme, 0.5 (1)
5. Revitalizing Supreme+ Bright Power Soft Creme, 1.7 oz. (salable)
6. Revitalizing Supreme+ Creme, 1.7 oz. (salable)
7. Revitalizing Supreme+ Night Creme, 1.7 oz. (salable)
8. Revitalizing Supreme+ Eye Balm, 0.5 oz. (salable)
9. Resilience Multi-Effect Creme SPF 15, 1.7 oz. (1)
10. Resilience Multi-Effect Night Creme SPF 15, 1.7 oz. (1)
11. Resilience Multi-Effect Eye Creme, 0.5 oz. (1)

Angled Display

12. Moisturizers (14)

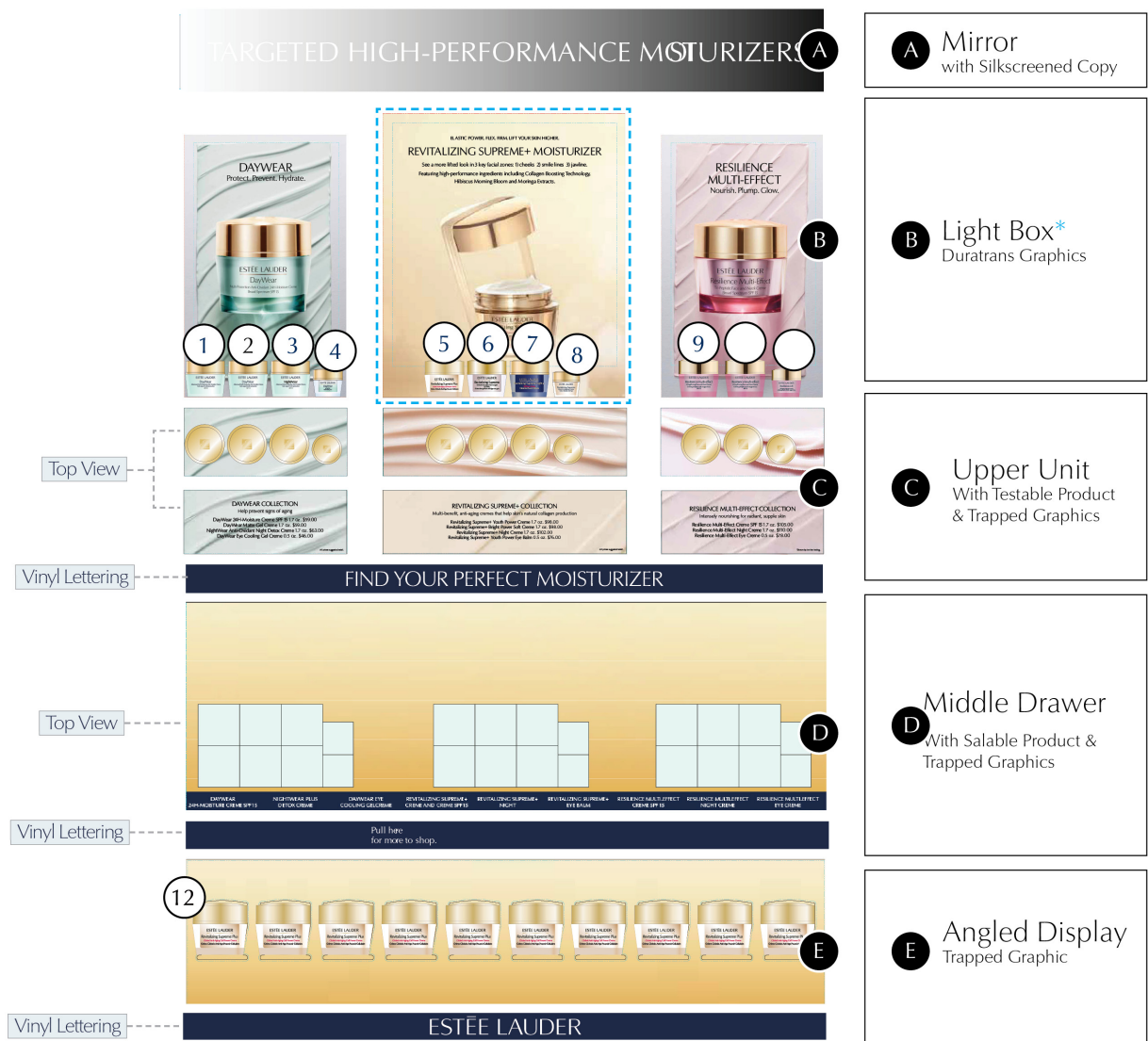


MOISTURIZERS DISTORTION TABLE (MEDIUM)

January Update

HISTORY OF UPDATES

Jan '22	Update with new graphics (Medium: GXCA-70 Medium Half: GXC9-70).
Nov '22	Update with new graphics (Medium: G3AT-70 Medium Half: G3AT-70).
Jan '23	Update with new graphics (Medium: G6YM-70 Medium Half: G6YH-70).



Product List

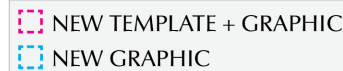
Upper Unit (Testable product marked out of saleable stock)

1. DayWear 24H-Moisture Creme SPF 15, 1.7 oz (1)
2. DayWear Matte Gel Creme, 1.7 oz (1)
3. NightWear Anti-Oxidant Night Detox Creme, 1.7 oz (1)
4. DayWear Eye Cooling Gel Creme, 0.5 (1)
5. Revitalizing Supreme+ Youth Power Creme, 1.7 oz. (salable)
6. Revitalizing Supreme+ Bright Power Soft Creme, 1.7 oz. (salable)
7. Revitalizing Supreme+ Night Creme, 1.7 oz. (salable)
8. Revitalizing Supreme+ Eye Balm, 0.5 oz. (salable)
9. Resilience Multi-Effect Creme SPF 15, 1.7 oz. (1)
10. Resilience Multi-Effect Night Creme SPF 15, 1.7 oz. (1)
11. Resilience Multi-Effect Eye Creme, 0.5 oz. (1)

Angled Display

12. Moisturizers (10)

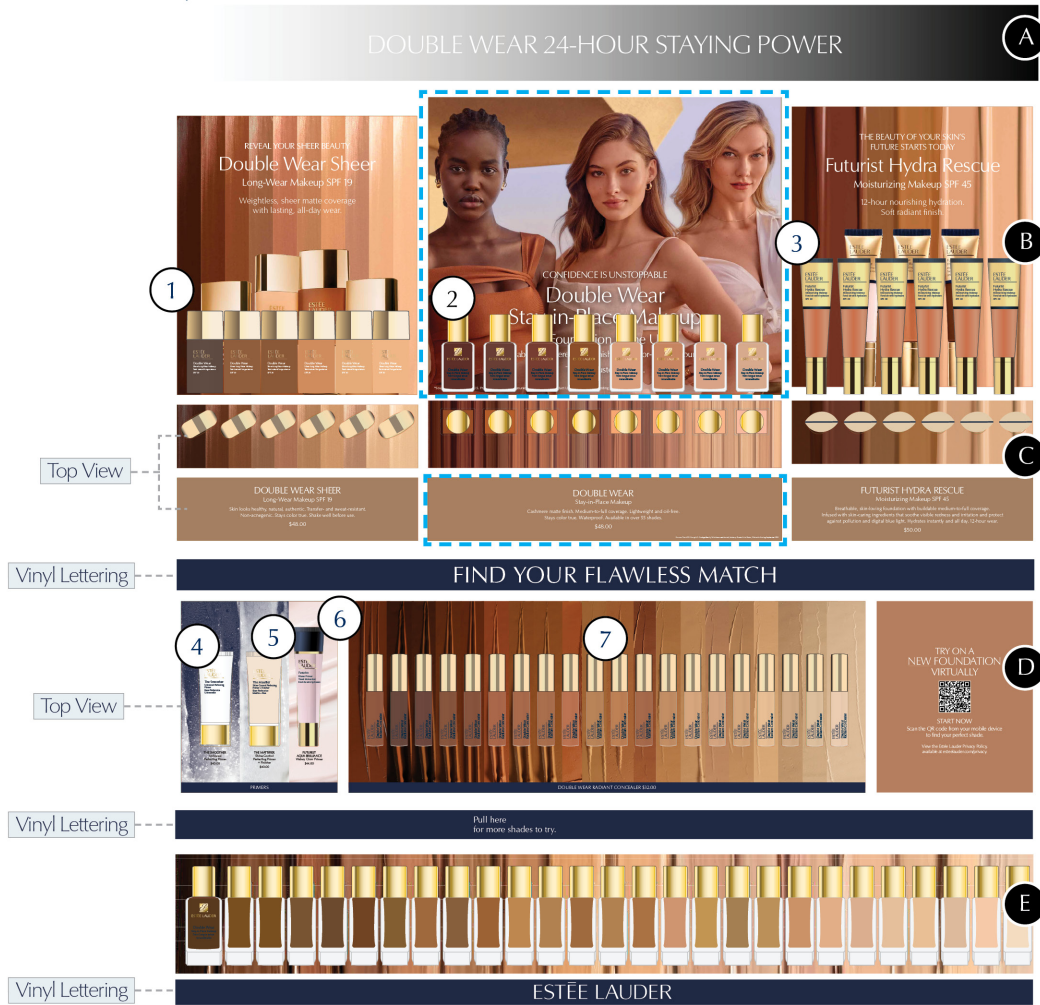
GRAPHICS BELOW ARE FOR MEDIUM HALF TABLES



DOUBLE WEAR
DISTORTION TABLE (LARGE)
November Update

HISTORY OF UPDATES

Feb '22	Update with new graphics (GX95-70).
Nov '22	Update with new graphics (TBD).
Jan '23	Update with new graphics (TBD).



- A Mirror with Silkscreened Copy
 - B Light Box Duratrans Graphics
 - C Upper Unit With Testable Product & Trapped Graphics
 - D Middle Drawer With Salable Product & Trapped Graphics
 - E Angled Display With Display Product & Trapped Graphics
- NEW TEMPLATE + GRAPHIC
NEW GRAPHIC

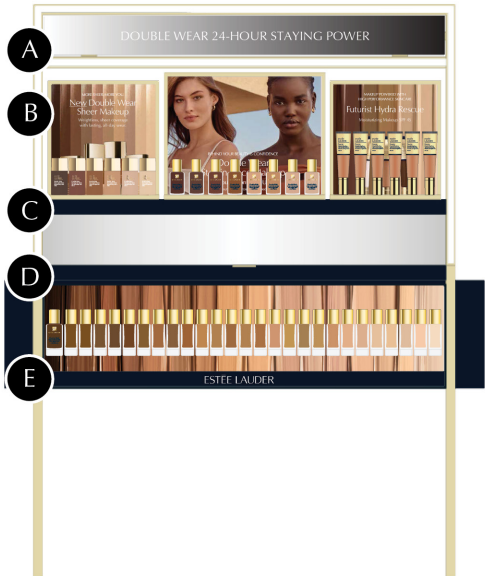
Product List (Testable product marked out of saleable stock)

Upper Unit

- Double Wear Sheer LongWear Makeup (6)
- Double Wear Stay-In-Place Foundation (8)
- Futurist Hydra Rescue Moisturizing Makeup SPF 45 (6)

Middle Drawer

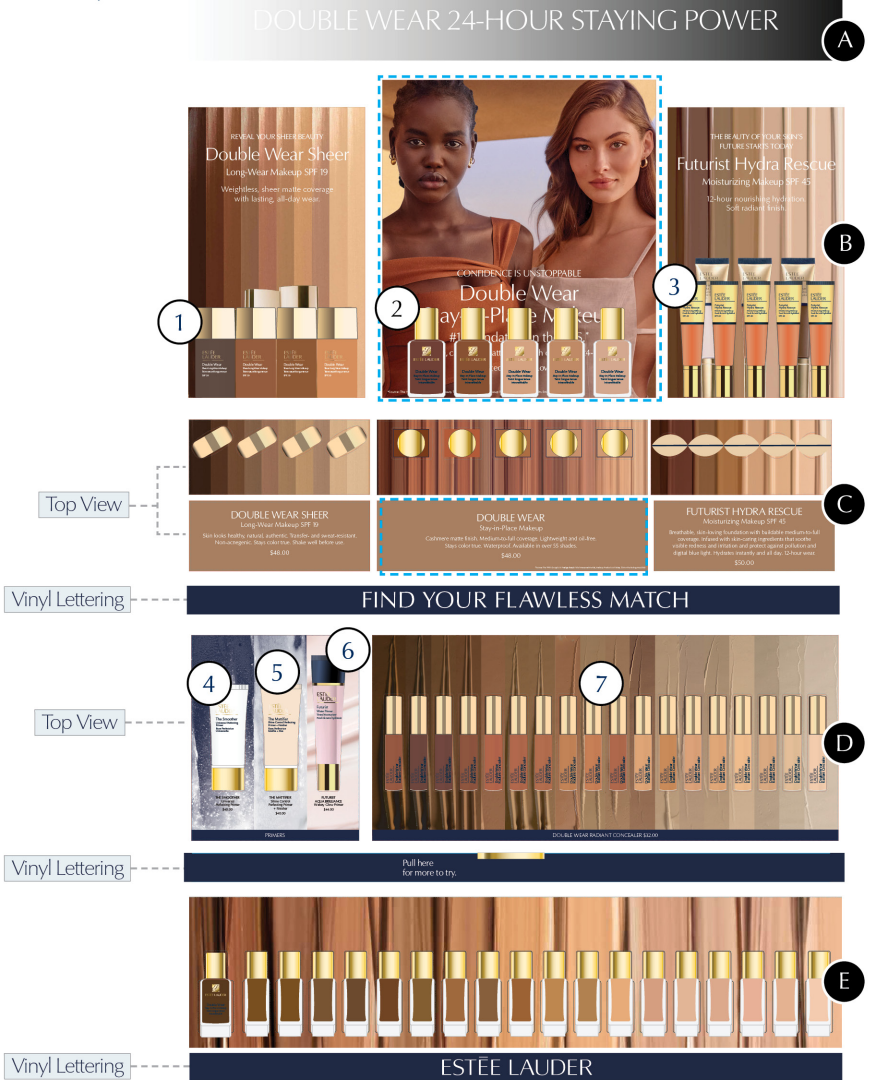
- The Smoother Universal Perfecting Primer (1)
- The Mattifier Shine Control Perfecting Primer + Finisher (1)
- Futurist Aqua Brilliance Watery Glow Primer (1)
- Double Wear Radiant Concealer (20)



DOUBLE WEAR
DISTORTION TABLE (MEDIUM)
November Update

HISTORY OF UPDATES

Feb '22	Update with new graphics (Medium Half: GX96-70 Medium: GX97-70).
Nov '22	Update with new graphics (TBD).
Jan '23	Update with new graphics (TBD).



- A Mirror with Silkscreened Copy
- B Light Box Duratrans Graphics
- C Upper Unit With Testable Product & Trapped Graphics
- D Middle Drawer With Salable Product & Trapped Graphics
- E Angled Display with Product & Trapped Graphic

Product List (Testable product marked out of saleable stock)

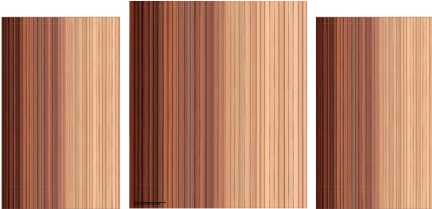
Upper Unit

- Double Wear Sheer LongWear Makeup (4)
- Double Wear Stay-In-Place Foundation (5)
- Futurist Hydra Rescue Moisturizing Makeup SPF 45 (5)

Middle Drawer

- The Smoother Universal Perfecting Primer (1)
- The Mattifier Shine Control Perfecting Primer + Finisher (1)
- Futurist Aqua Brilliance Watery Glow Primer (1)
- Double Wear Radiant Concealer (18)

GRAPHICS BELOW ARE FOR MEDIUM HALF TABLES



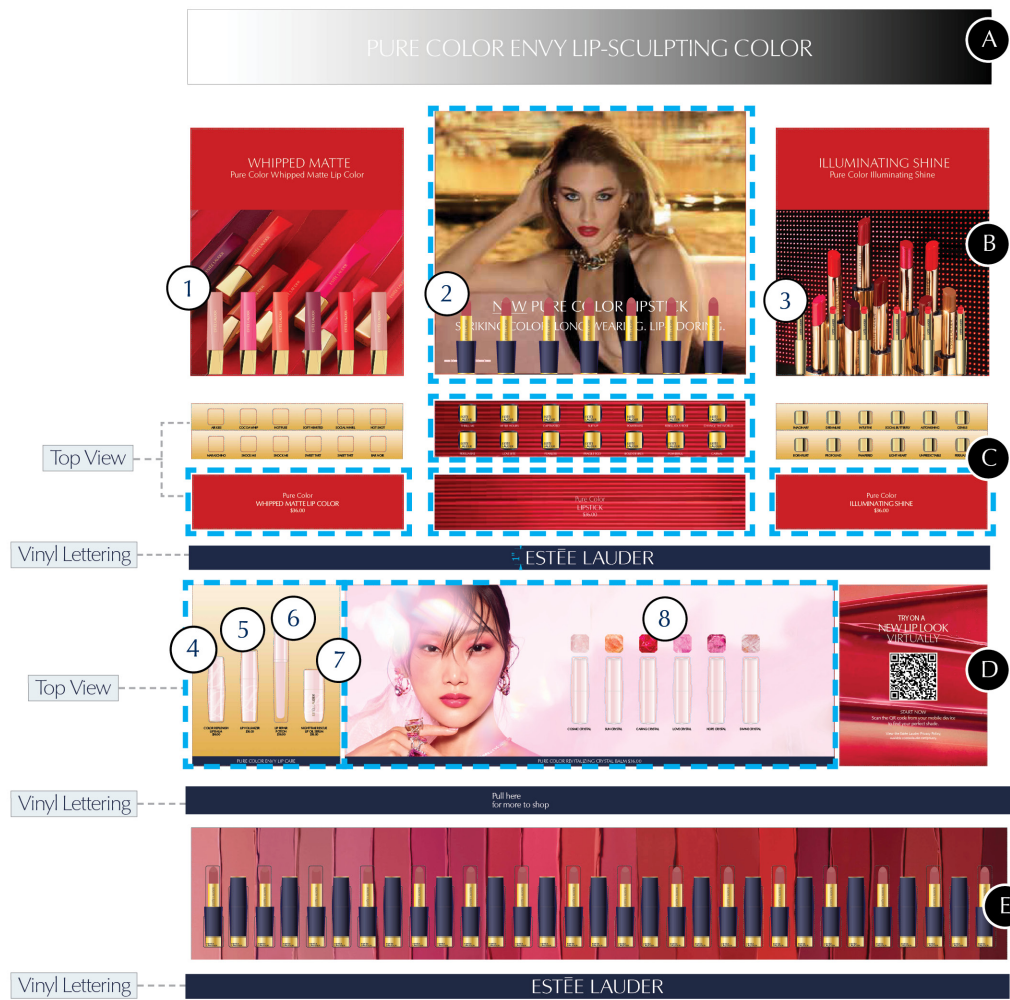
- NEW TEMPLATE + GRAPHIC
NEW GRAPHIC

LIP DISTORTION TABLE (LARGE)

January Update

HISTORY OF UPDATES

Feb '22	Update with new graphics (GX98-70).
Nov '22	Update with new graphics (TBD).
Jan '23	Update with new graphics (TBD).



A Mirror
with Silkscreened Copy

B Light Box
Duratrans Graphics

C Upper Unit
With Testable Product &
Trapped Graphics

D Middle Drawer
With Salable Product &
Trapped Graphics

E Angled Display
With Display Product &
Trapped Graphics

NEW TEMPLATE + GRAPHIC
 NEW GRAPHIC

Product List (Testable product marked out of saleable stock)

Upper Unit

1. Pure Color Lip Mousse (6)
2. Pure Color Envy Sculpting Lipstick (14)
3. Pure Color Illuminating Shine (12)

Middle Drawer

4. Pure Color Envy Lip Replenish Lip Balm (1)
5. Pure Color Envy Lip Volumizer (1)
6. Pure Color Envy Lip Repair Potion (1)
7. Pure Color Envy Nighttime Rescue Lip Oil-Serum (1)
8. Pure Color Revitalizing Crystal Balm (6) - (NEW TO UNIT)



LIP DISTORTION TABLE (MEDIUM)

January Update

HISTORY OF UPDATES

Sept '21	Update with ALL NEW graphics (GW7N60).
Feb '22	Update with new graphics (Medium Half: GX99-70 Medium: GX9A-70).
Jan '23	Update with new graphics (TBD).



A Mirror
with Silkscreened Copy

B Light Box*
Duratrans Graphics

C Upper Unit
With Testable Product &
Trapped Graphics

D Middle Drawer
With Salable Product &
Trapped Graphics

E Angled Display
with Product &
Trapped Graphic

Product List (Testable product marked out of saleable stock)

Upper Unit

1. Pure Color Lip Mousse (5)
2. Pure Color Envy Sculpting Lipstick (14)
3. Pure Color Illuminating Shine (12)

Middle Drawer

4. Pure Color Envy Lip Replenish Lip Balm (1)
5. Pure Color Envy Lip Volumizer (1)
6. Pure Color Envy Lip Repair Potion (1)
7. Pure Color Envy Nighttime Rescue Lip Oil-Serum (1)
8. Pure Color Revitalizing Crystal Balm (6) - (NEW TO UNIT)

GRAPHICS BELOW ARE FOR MEDIUM HALF TABLES



NEW TEMPLATE + GRAPHIC
 NEW GRAPHIC

SKINCARE LIT ANGLED UNITS

January Update (Graphic Overviews)

NEW TEMPLATE

NEW GRAPHIC

PLACE UNITS IN THIS ORDER LEFT TO RIGHT.

1. Advanced Night Repair

7 SERUMS IN 1

✓ Line Reduction ✓ Firmness
✓ Even Tone ✓ Strengthening
✓ Hydration ✓ Radiance
✓ Anti-Oxidants

FOR ALL AGES, ALL SKINTONES, ALL SKINTYPES
PATENTED UNTIL 2033.

BACK RISER

UNIT BASE

2. Perfectionist Pro

PERFECTIONIST PRO
ANTI-AGING POWER DUO

9 types of lines and wrinkles look reduced.
Multi-Zone Wrinkle Concentrate
+
Fast firming in just 7 days.
Rapid Firm + Lift Treatment

FOR ALL AGES AND SKINTONES

BACK RISER

UNIT BASE

3. Moisturizers

ELASTIC POWER. FLEX. FIRM. LIFT YOUR SKIN HIGHER.

REVITALIZING SUPREME+
MOISTURIZER

See a more lifted look in 3 key facial zones:
1) cheeks 2) smile lines 3) jawline.

Featuring Collagen Boosting Technology,
Hibiscus Morning Bloom and Moringa Extracts.

BACK RISER

UNIT BASE

4. Nutritious

NUTRITIOUS

Pure radiance. Pure performance.
Powered by pomegranate.

BACK RISER

UNIT BASE

Product List

Advanced Night Repair Unit

- Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery Complex, 0.5 (1)
- New Advanced Night Repair Eye Gel-Creme, 0.5 oz (1)
- Advanced Night Repair Intense Reset Concentrate, 0.68 oz (1)
- Advanced Night Repair Synchronized Multi-Recovery Complex, 1.7 oz (3)

Perfectionist Pro Unit

- Perfectionist Pro Rapid Brightening Treatment, 1.7 oz (1)
- Perfectionist Pro Rapid Firm + Lift Treatment, 1.0 oz and 1.7 oz (1)
- New Perfectionist Pro Multi-Zone Wrinkle Concentrate (0.85 oz) (1)
- Perfectionist Pro Instant Resurfacing Peel, 1.7 oz (1)
- Perfectionist Pro Multi-Defense Aqua UV Gel SPF 50, 1.0 oz (1)

Product List

Moisturizers Unit

- DayWear Multi-Protection Anti-Oxidant 24H Moisture Creme SPF 15, 1.7 oz (1)
- DayWear Anti-Oxidant 72H-Hydration Sorbet Creme SPF 15, 1.7 oz (1)
- Revitalizing Supreme+ Youth Power Soft Creme, 1.7 oz. (1)
- Revitalizing Supreme+ Bright Cell Power Creme, 1.7 oz (1)
- Resilience Multi-Effect Tri-Peptide Face and Neck Creme, 1.7 oz (1)
- Resilience Multi-Effect Night Tri-Peptide Face and Neck Creme, 1.7 oz (1)

Nutritious Unit

- Nutritious Super-Pomegranate Radiant Energy 2-in-1 Cleansing Foam, 4.2 oz (1)
- Nutritious Super-Pomegranate Radiant Energy Lotion Light, 6.8 oz (1)
- Nutritious Super-Pomegranate Radiant Energy Milky Lotion, 3.4 oz (1)
- Nutritious Super-Pomegranate Radiant Energy Radiant Moisture Creme, 1.7 oz (1)

HISTORY OF UPDATES

Jan '22	Update with new graphics (GXC7-70).
Nov '22	Update with new graphics (TBD).
Jan '23	Update with new graphics (G6N-770).

NEW TEMPLATE

NEW GRAPHIC

PLACE UNITS IN THIS ORDER LEFT TO RIGHT.

NOTE:

Hydrate. Strengthen. Smooth.

MICRO ESSENCE

ESTÉE LAUDER

Micro Essence with Sakura Ferment and
our customer favorite Skin Activating Treatment Lotion

BACK RISER

UNIT BASE

For stores that have Micro Essence
Sakura, use this graphic in your fourth
unit in place of Nutritious.

LOOKS UNIT

Bronze Goddess March Update

HISTORY OF UPDATES	
Feb '22	Update with new base template and new graphics (Graphic: GY75-70 & Acrylic code: GXX0-60).
Nov '22	Update with new graphics (TBD).
Mar '23	Update with new graphics (G6X9-70).

NEW TEMPLATE

NEW GRAPHIC



TOP VIEW



Product List

Bronze Goddess Unit

- 1. Bronze Goddess Healthy Glow Bronzer (in shade Dark) (1)
- 2. Bronze Goddess Liquid Highlighter (1)
- 3. Bronze Goddess Summer Looks Eye Palette, (1)
- 4. Bronze Goddess Soleil De Nuit EDP, 1.7 oz (1)
- 5. Nw Bronze Goddess Glass Glow Highlighter (1)

LOOKS UNIT

Futurist November '22 Update

HISTORY OF UPDATES	
Feb '22	Update with new graphics (GXL9-70).
Nov '22	Update with new graphics (TBD).

NEW TEMPLATE

NEW GRAPHIC



TOP VIEW



Product List

Foundation Unit

- 1. Futurist Hydra Rescue Moisturizing Makeup (20)

COUNTERS AT A GLANCE

SKINCARE

JAN-MAR

Based on the number of Skincare cases you will have in JAN-MAR choose one of these scenarios.

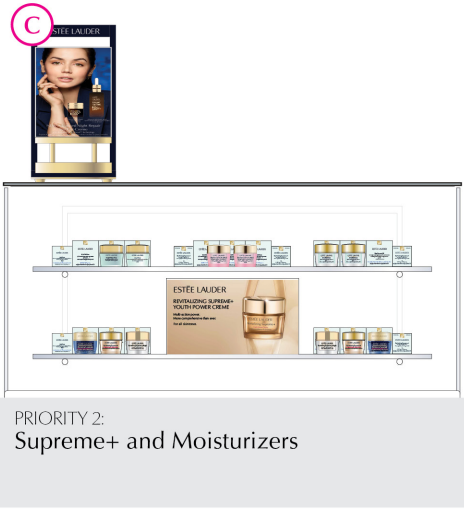
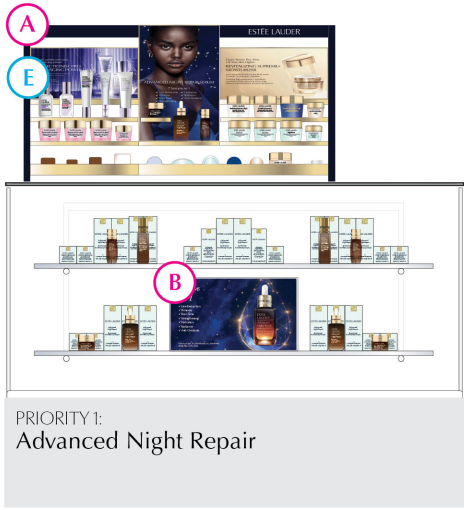
NEW IN JANUARY:

- A Skincare Line Tester Unit Update
- B Advanced Night Repair In-Case Prop Litho
- C Skincare Trending Now Tester Unit Update
- D Re-Nutriv Line Tester Unit Update

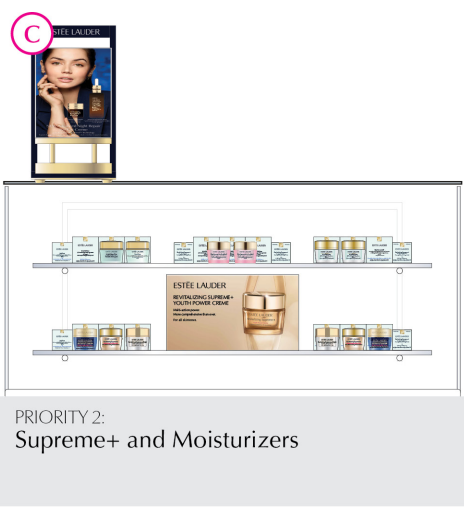
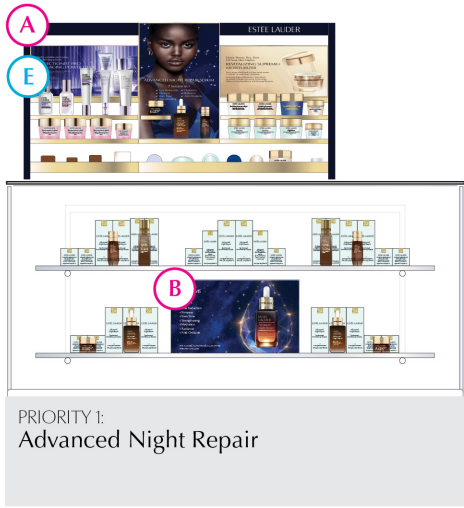
NEW IN MARCH:

- E Skincare Line Tester Unit Update (Nutritious LTUs converts into Non-Nutritious Unit)

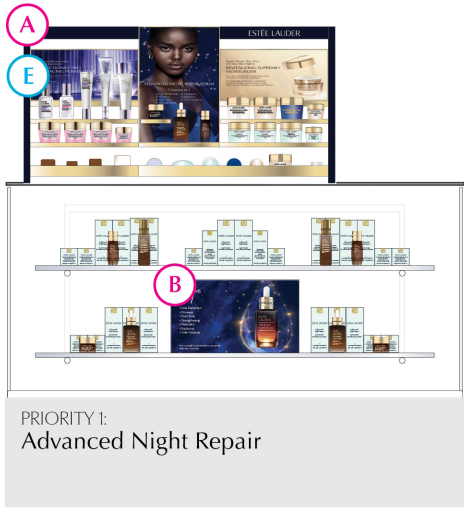
SKINCARE 4 CASE SCENARIO



SKINCARE 3 CASE SCENARIO



SKINCARE 2 CASE SCENARIO



LIMITED DISTRIBUTION DOORS

Re-Nutriv
SEE PAGE 67 FOR DIAMOND AND NON-DIAMOND CASES.

NUTRITIOUS DOORS:
Nutritious

KEEP NUTRITIOUS CASE UNTIL MARCH THEN REMOVE NUTRITIOUS PRODUCTS AND FOLLOW CASE SCENARIOS ABOVE BASED ON THE NUMBER OF CASES YOU HAVE.

MAKEUP

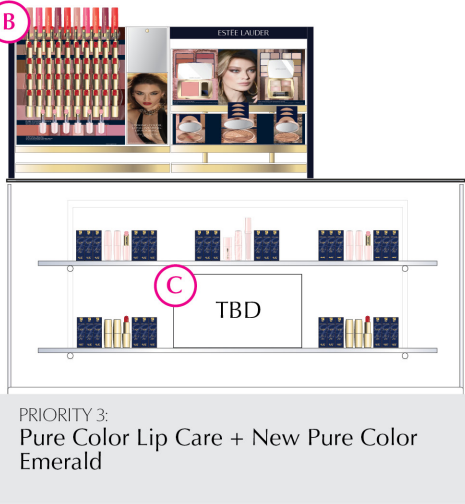
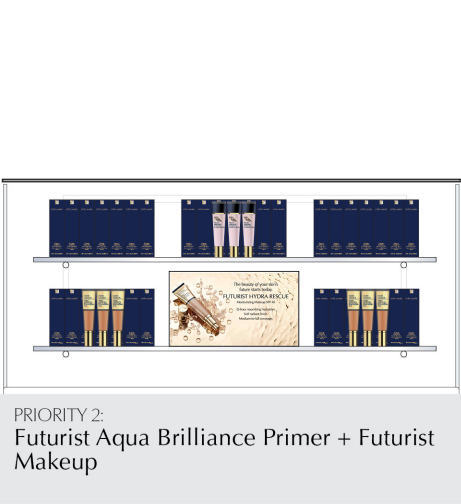
FEBRUARY

Based on the number of Makeup cases you will have in FEBRUARY choose one of these scenarios.

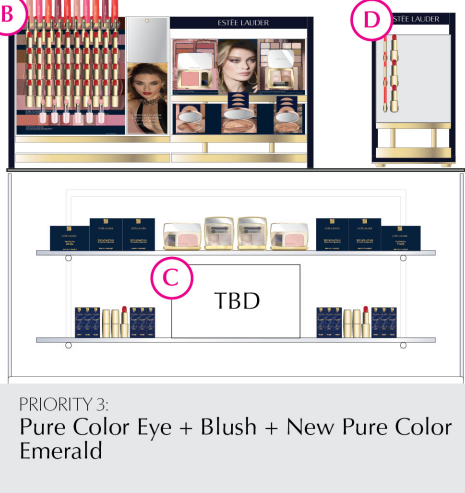
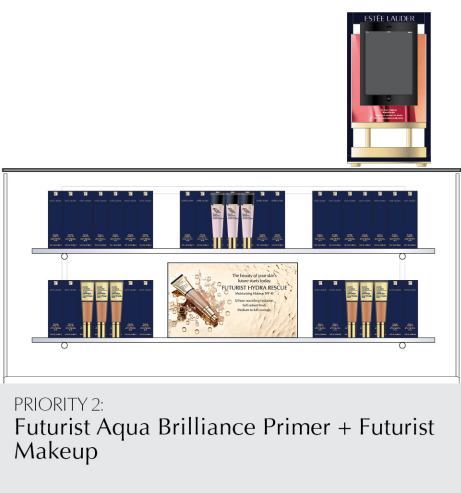
NEW IN FEBRUARY:

- A Foundation Line Tester Unit Update
- B Color Line Tester Unit Update
- C New ICPL TBD
- D Color/Foundation Trending Now Unit Update

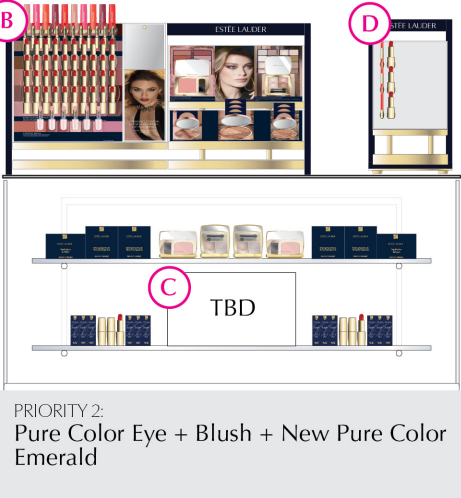
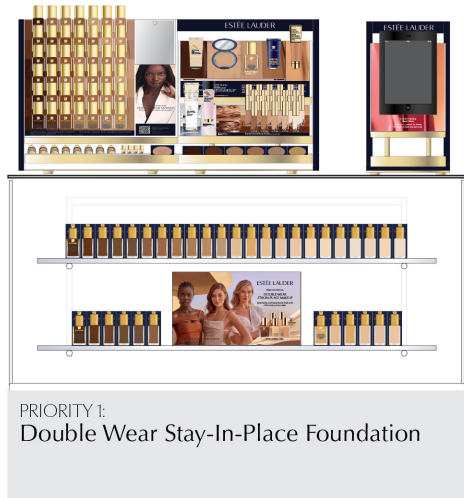
MAKEUP
4 CASE SCENARIO



MAKEUP
3 CASE SCENARIO



MAKEUP
2 CASE SCENARIO



FRAGRANCE

JAN-MAR

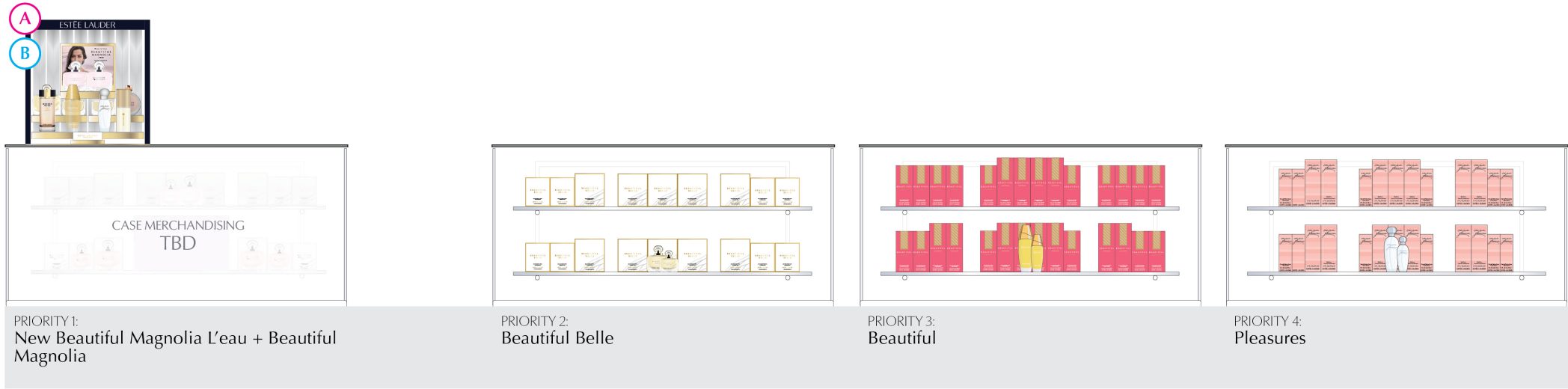
Based on the number of Fragrance cases you will have on JANUARY, choose one of these scenarios.

NEW IN JANUARY:
A Fragrance Line Tester Unit Update (Macy's Doors Only)

NEW IN MARCH:
B Fragrance Line Tester Unit Update (All Other Doors)

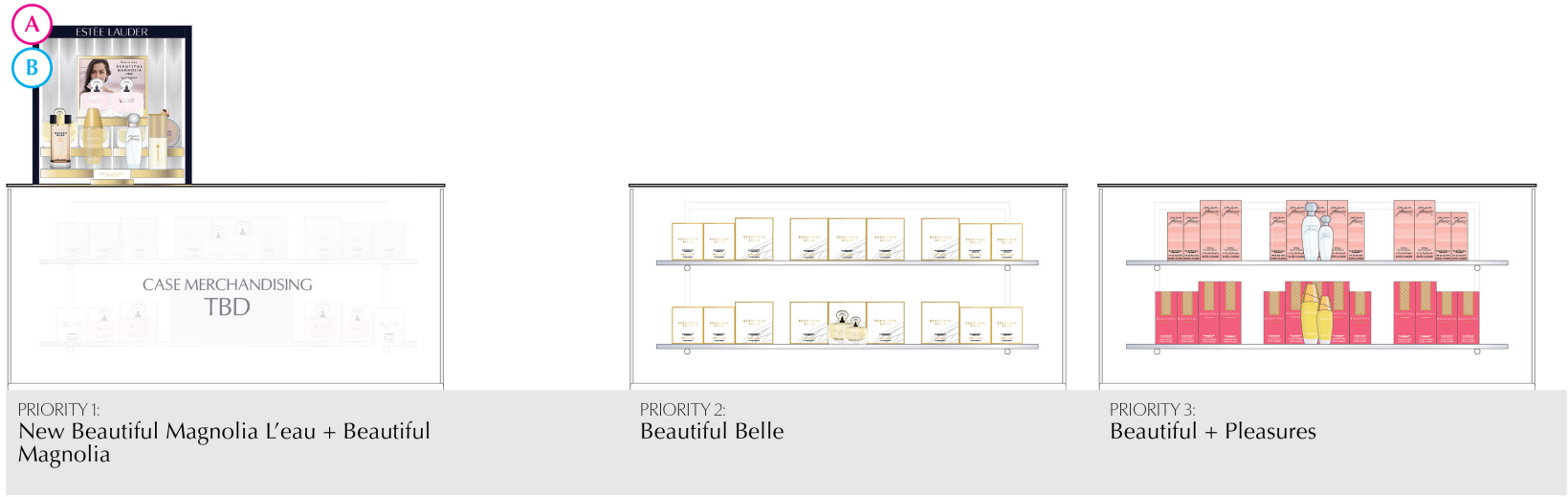
FRAGRANCE

4 CASE SCENARIO



FRAGRANCE

3 CASE SCENARIO



FRAGRANCE

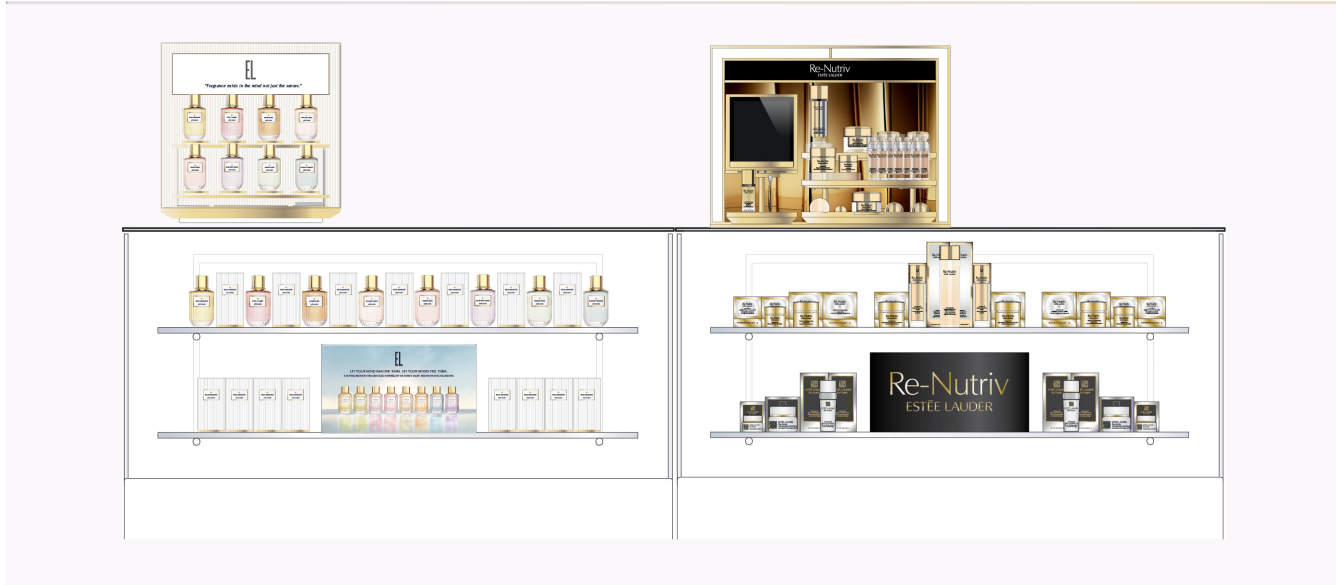
2 CASE SCENARIO



LUXURY FRAGRANCE COLLECTION

Merchandising Guidelines: Stores **with** Re-Nutriv

5 OR MORE CASE SCENARIO



Luxury Fragrance merchandising should be positioned next to Re-Nutriv in all doors that carry it, in order to create a Luxury Zone at counter. If you have enough cases, create designated Luxury Fragrance case next to Re-Nutriv case (away from EL Fragrances). Place Luxe Fragrance unit on top of Luxe Fragrance case.

NOTE: ORDER FRAGRANCES FROM LIGHTEST TO DARKEST SCENT (OLFACTIVE) IN LUXURY FRAGRANCE CASE. ORDER OF FRAGRANCE AS FOLLOWS: TENDER LIGHT, SENSUOUS STARS, DREAM DUSK, RADIANT MIRAGE, DESERT EDEN, BLUSHING SANDS, PARADISE MOON, AND INFINITE SKY.

4 OR LESS CASE SCENARIO



If you do not have enough cases to have a designated Luxury Fragrance case, place Luxury Fragrance Unit on top of Re-Nutriv case.

LUXURY FRAGRANCE COLLECTION

Merchandising Guidelines: Stores **without** Re-Nutriv

5 OR MORE CASE SCENARIO

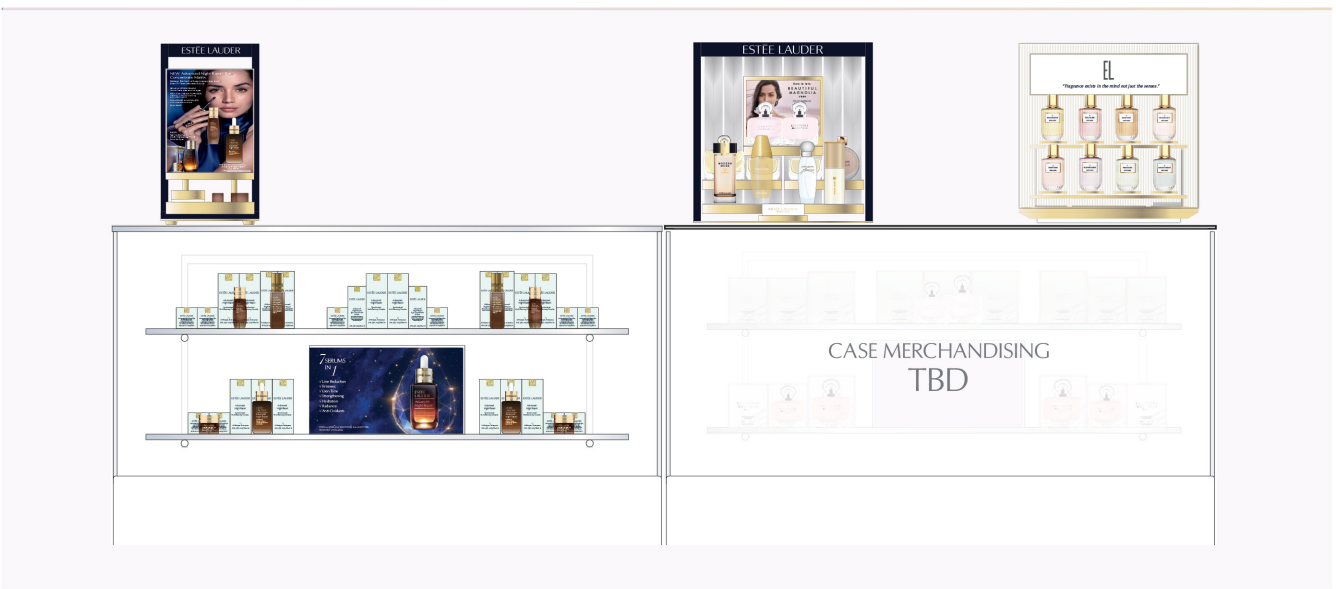


Stores without Re-Nutriv can merchandise Luxury Fragrances in a designated case next to Estée Lauder Fragrances (or Make-up if your counter does not have an Estée Lauder Fragrance case).

If you have enough cases, create designated Luxe Fragrance case next to an Estée Lauder Fragrance case as shown above. Place Luxury Fragrance Line Tester Unit on top of the designated Luxury Fragrance case.

NOTE: ORDER FRAGRANCES FROM LIGHTEST TO DARKEST SCENT (OLFACTIVE) IN LUXURY FRAGRANCE CASE. ORDER OF FRAGRANCE AS FOLLOWS: TENDER LIGHT, SENSUOUS STARS, DREAM DUSK, RADIANT MIRAGE, DESERT EDEN, BLUSHING SANDS, PARADISE MOON, AND INFINITE SKY.

4 OR LESS CASE SCENARIO



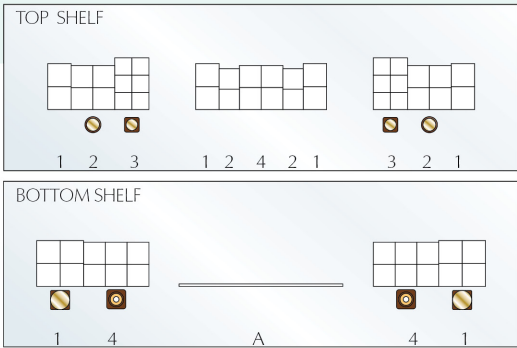
If you do not have enough cases to have a designated Luxury Fragrance case, place Luxury Fragrance Unit on top of an Estée Lauder Fragrance case.

CASE DETAIL SKINCARE

New Advanced Night Repair Eye

- 1. Advanced Night Repair Eye Supercharged Complex 0.5oz
- 2. Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery Complex 0.5oz
- 3. Advanced Night Repair Synchronized Multi-Recovery Complex 1.7oz
- 4. Advanced Night Repair Intense Reset Concentrate 0.67 oz

A. New Advanced Night Repair Eye Litho (code #: TBD)



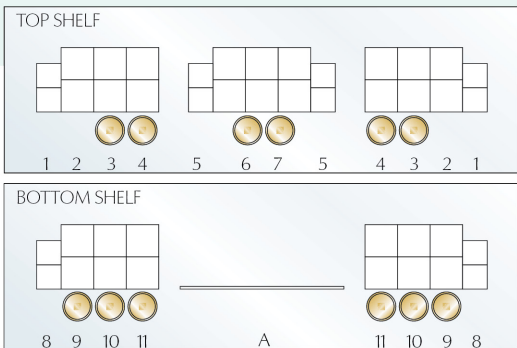
Overhead View
*Amount of stock in case is dependent on stock levels at your store.



Moisturizers

- 1. DayWear Eye Cooling Anti-Oxidant Moisture GelCreme 0.5oz
- 2. NightWear Plus Anti-Oxidant Night Detox Creme 1.7oz
- 3. DayWear Matte Oil-Control Anti-Oxidant Moisture Gel Creme 1.7 oz
- 4. DayWear Multi-Protection Anti-Oxidant 24H-Moisture Creme SPF 15 1.7oz
- 5. Resilience Multi-Effect Tri-Peptide Eye Creme 0.5 oz
- 6. Resilience Multi-Effect Tri-Peptide Face and Neck Creme SPF 15 1.7 oz
- 7. Resilience Multi-Effect Night Tri-Peptide Face and Neck Creme 1.7 oz
- 8. Revitalizing Supreme+ Youth Power Eye Balm 0.5oz
- 9. Revitalizing Supreme+ Night Intensive Restorative Creme 1.7oz
- 10. New Revitalizing Supreme+ Youth Power Creme 1.7oz
- 11. Revitalizing Supreme+ Bright Power Soft Creme (1.7 oz)

A. Supreme+ In-Case Prop Litho (code #: G39R-70)



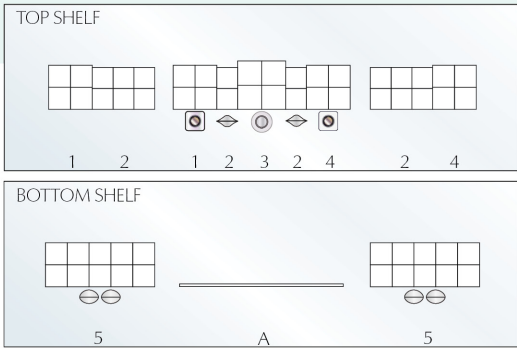
Overhead View
*Amount of stock in case is dependent on stock levels at your store.



Perfectionist Pro

- 1. Perfectionist Pro Rapid Firm + Lift Treatment Serum 1.7oz
- 2. Perfectionist Pro Retinol Treatment 1.0oz
- 3. Perfectionist Pro Instant Resurfacing Peel
- 4. Perfectionist Pro Rapid Brightening Treatment 1.7 oz
- 5. Perfectionist Pro Multi Defense UV Gel 1.7 oz

A. New Holiday In-Case Prop (code #: GWEF-70)

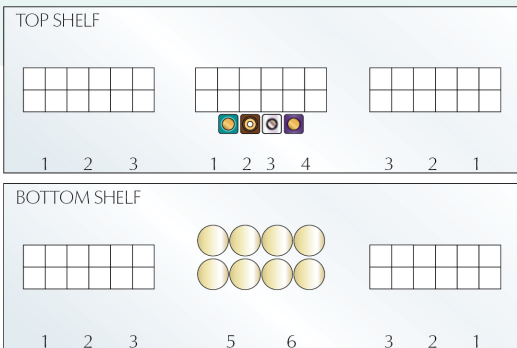


Overhead View
*Amount of stock in case is dependent on stock levels at your store.



Cleansers + Serums

- 1. Idealist Pore Minimizing Skin Refinisher 1.7oz
- 2. New Advanced Night Repair Synchronized Recovery Complex II 1.7oz
- 3. Perfectionist Pro Rapid Firm + Lift Treatment Serum 1.7oz
- 4. Perfectionist [CP+R] Wrinkle Lifting/Firming Serum 1.7oz
- 5. New Soft Clean Infusion 13.5 oz
- 6. New Perfectly Clean Infusion 13.5 oz



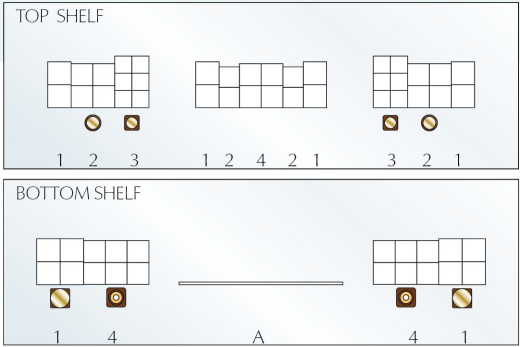
Overhead View
*Amount of stock in case is dependent on stock levels at your store.



3-CASE SCENARIO

New Advanced Night Repair Eye

- 1. Advanced Night Repair Eye Supercharged Complex 0.5oz
- 2. Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery Complex 0.5oz
- 3. Advanced Night Repair Synchronized Multi-Recovery Complex 1.7oz
- 4. Advanced Night Repair Intense Reset Concentrate 0.67 oz
- A. New Advanced Night Repair Eye Litho (code #: TBD)



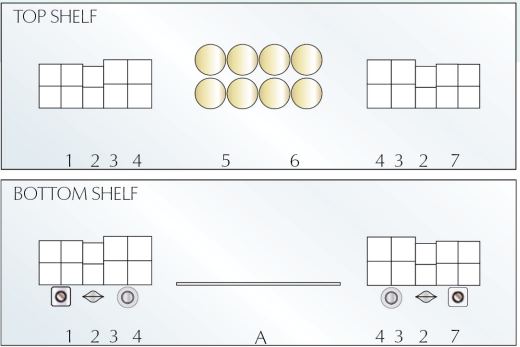
Overhead View
*Amount of stock in case is dependent on stock levels at your store.



3-CASE SCENARIO

Cleansers + Perfectionist Pro

- 1. Perfectionist Pro Rapid Firm + Lift Treatment Serum 1.7oz
- 2. Perfectionist Pro Multi Defense Aqua UV Gel 1.7 oz
- 3. Perfectionist Pro Rapid Renewal Retinol Treatment
- 4. Perfectionist Pro Instant Resurfacing Peel
- 5. New Soft Clean Infusion
- 6. New Perfectly Clean Infusion
- A. Perfectionist Pro In-Case Prop (code #: GWEF-70)

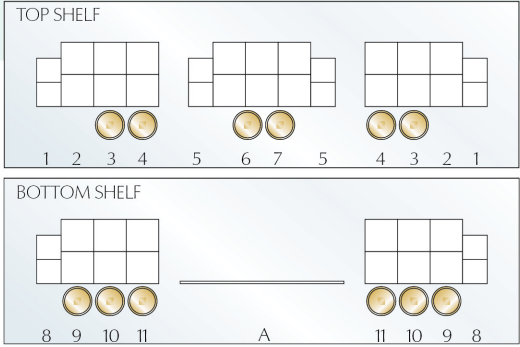


Overhead View
*Amount of stock in case is dependent on stock levels at your store.



Moisturizers

- 1. DayWear Eye Cooling Anti-Oxidant Moisture GelCreme 0.5oz
- 2. NightWear Plus Anti-Oxidant Night Detox Creme 1.7oz
- 3. DayWear Matte Oil-Control Anti-Oxidant Moisture Gel Creme 1.7 oz
- 4. DayWear Multi-Protection Anti-Oxidant 24H-Moisture Creme SPF 15 1.7oz
- 5. Resilience Multi-Effect Tri-Peptide Eye Creme 0.5 oz
- 6. Resilience Multi-Effect Tri-Peptide Face and Neck Creme SPF 15 1.7 oz
- 7. Resilience Multi-Effect Night Tri-Peptide Face and Neck Creme 1.7 oz
- 8. Revitalizing Supreme+ Youth Power Eye Balm 0.5oz
- 9. Revitalizing Supreme+ Night Intensive Restorative Creme 1.7oz
- 10. New Revitalizing Supreme+ Youth Power Creme 1.7oz
- 11. Revitalizing Supreme+ Bright Power Soft Creme (1.7 oz)
- A. Supreme+ In-Case Prop Litho (code #: G39R-70)

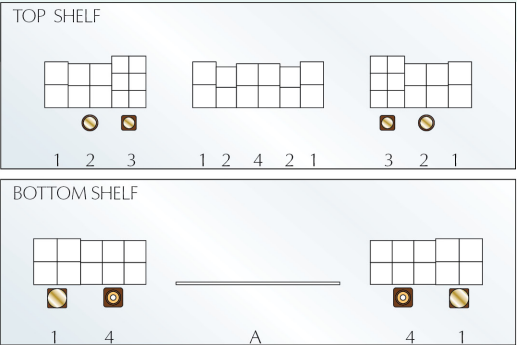


Overhead View
*Amount of stock in case is dependent on stock levels at your store.



New Advanced Night Repair Eye

- 1. Advanced Night Repair Eye Supercharged Complex 0.5oz
- 2. Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery Complex 0.5oz
- 3. Advanced Night Repair Synchronized Multi-Recovery Complex 1.7oz
- 4. Advanced Night Repair Intense Reset Concentrate 0.67 oz
- A. New Advanced Night Repair Eye Litho (code #: TBD)



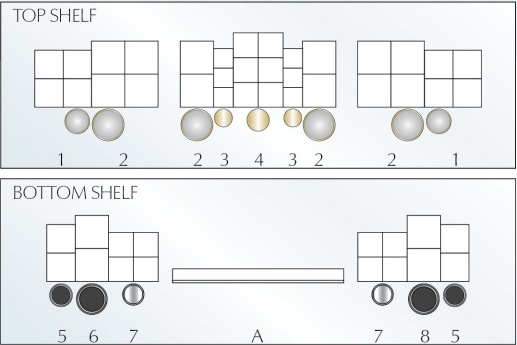
Overhead View
*Amount of stock in case is dependent on stock levels at your store.



Re-Nutriv (Non-Diamond Doors)

- 1. Re-Nutriv Ultimate Lift Regenerating Youth Eye Crème Rich 0.5oz
- 2. Re-Nutriv Ultimate Lift Regenerating Youth Creme Gelee 1.7oz
- 3. Ultimate Lift Regenerating Youth Treatment Lotion
- 4. Re-Nutriv Ultimate Diamond Eye Serum 0.5 oz
- 5. New Re-Nutriv Face Entry Serum (l)
- 6. Re-Nutriv Ultimate Lift Age-Correcting Creme 1.7oz
- 7. Re-Nutriv Ultimate Lift Age-Correcting Creme Rich 1.7oz
- 8. Re-Nutriv Ultimate Lift Age-Correcting Serum 1.0oz

A. Re-Nutriv Logo In-Case Prop (code #: RN7H-70)

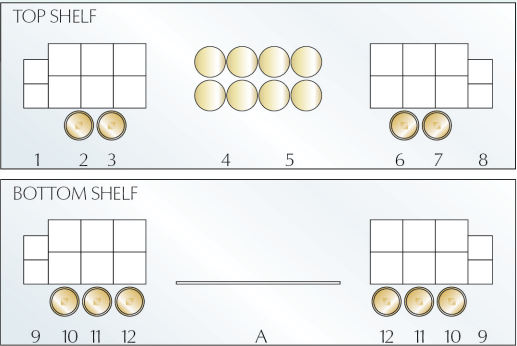


Overhead View
*Amount of stock in case is dependent on stock levels at your store.



Perfectionist Pro + Moisturizers

- 1. Resilience Multi-Effect Tri-Peptide Eye Creme 0.5 oz
- 2. Resilience Multi-Effect Tri-Peptide Face and Neck Creme SPF 15 1.7 oz
- 3. Resilience Multi-Effect Night Tri-Peptide Face and Neck Creme 1.7 oz
- 4. New Soft Clean Infusion 13.5 oz
- 5. New Perfectly Clean Infusion 13.5 oz
- 6. DayWear Multi-Protection Anti-Oxidant 24H-Moisture Creme 1.7oz
- 7. DayWear Multi-Protection Anti-Oxidant 24H-Moisture Creme SPF 15 1.7oz
- 8. DayWear Eye Cooling Anti-Oxidant Moisture GelCreme 0.5oz
- 9. Revitalizing Supreme+ Global Anti-Aging Cell Power
- Eye Balm 0.5oz
- 10. Revitalizing Supreme+ Night Intensive Restorative Creme 1.7oz
- 11. Revitalizing Supreme+ Global Anti-Aging Cell Power Creme SPF 15 1.7 oz
- 12. Revitalizing Supreme+ Bright Power Soft Creme (1.7 oz)
- A. Supreme+ Bright In-Case Prop (code #: G39R-70)

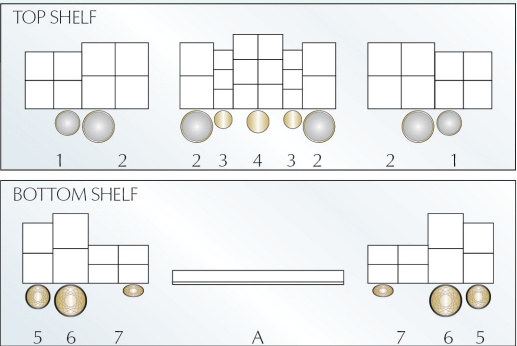


Overhead View
*Amount of stock in case is dependent on stock levels at your store.



Re-Nutriv (Diamond Doors)

- 1. Re-Nutriv Ultimate Lift Regenerating Youth Eye Crème Rich 0.5oz
- 2. Re-Nutriv Ultimate Lift Regenerating Youth Creme Gelee 1.7oz
- 3. Ultimate Lift Regenerating Youth Treatment Lotion
- 4. Re-Nutriv Ultimate Diamond Eye Serum 0.5 oz
- 5. New Re-Nutriv Face Entry Serum (l)
- 6. Re-Nutriv Ultimate Diamond Transformative Energy Eye Creme 0.5oz
- 7. Re-Nutriv Ultimate Diamond Transformative Energy Creme 1.7oz
- 8. Re-Nutriv Ultimate Diamond Eye Serum 0.5 oz
- A. Re-Nutriv Logo In-Case Prop (code #: RN7H-70)



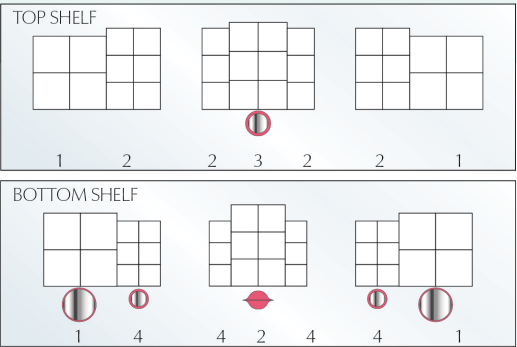
Overhead View
*Amount of stock in case is dependent on stock levels at your store.



NUTRITIOUS DOORS

Nutritious (Nutritious Doors Only)

- 1. Nutritious Super-Pomegrante Radiant Energy Moisture Cream 1.7oz
- 2. Nutritious Super-Pomegrante Radiant Energy 2-in-1 Cleansing Foam
- 3. Nutritious Super-Pomegranate Radiant Energy Lotion
- 4. Radiant Energy Milky Lotion



Overhead View
*Amount of stock in case is dependent on stock levels at your store.

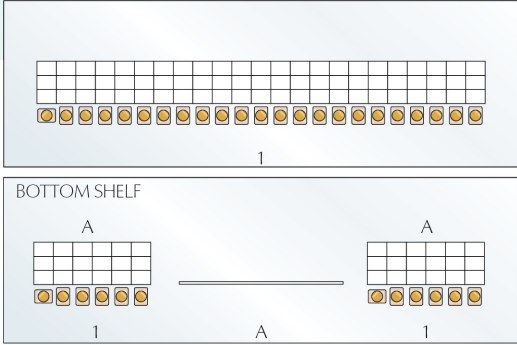


NOTE:
In March, remove Nutritious products and replace with another skincare case based on how many cases your counter has. Refer to page 60-61 for skincare case scenarios.

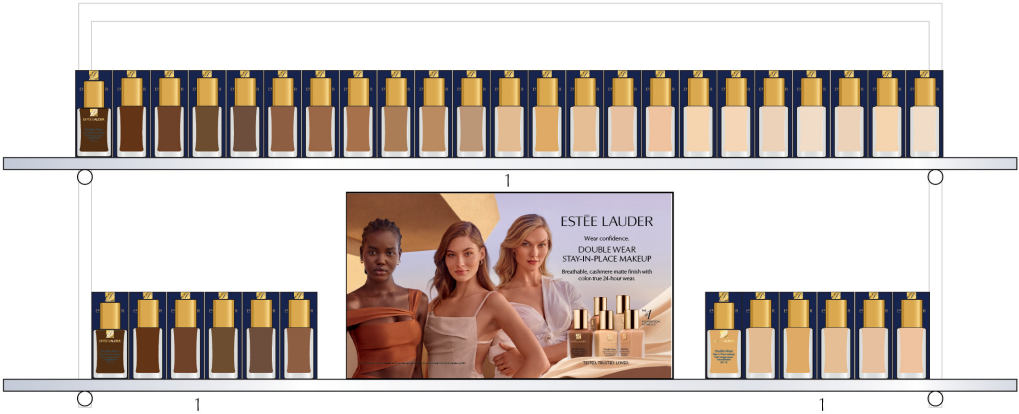
CASE DETAIL
MAKEUP

Double Wear Foundation

- 1. Double Wear Stay-in-Place Foundation (merchandise from dark to light)
- A. New Double Wear In-Case Prop (code #: GXE5-70)

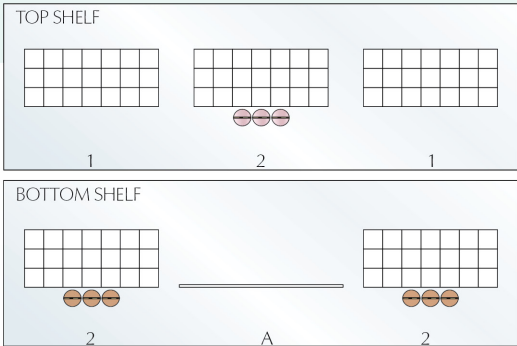


Overhead View
*Amount of stock in case is dependent on stock levels at your store.



Futurist Aqua Brilliance Primer + Futurist Makeup

- 1. New Futurist Aqua Brilliance Primer
- 2. Futurist Hydra Makeup
- A. New Holiday In-Case Prop (code #: GTFT-70)

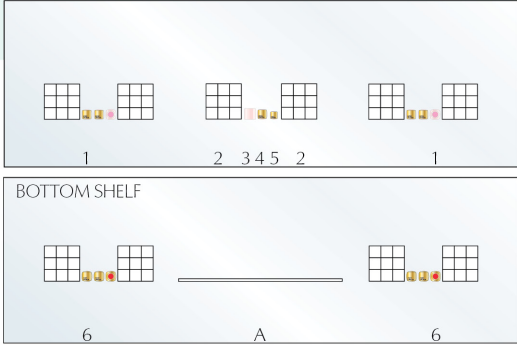


Overhead View
*Amount of stock in case is dependent on stock levels at your store.

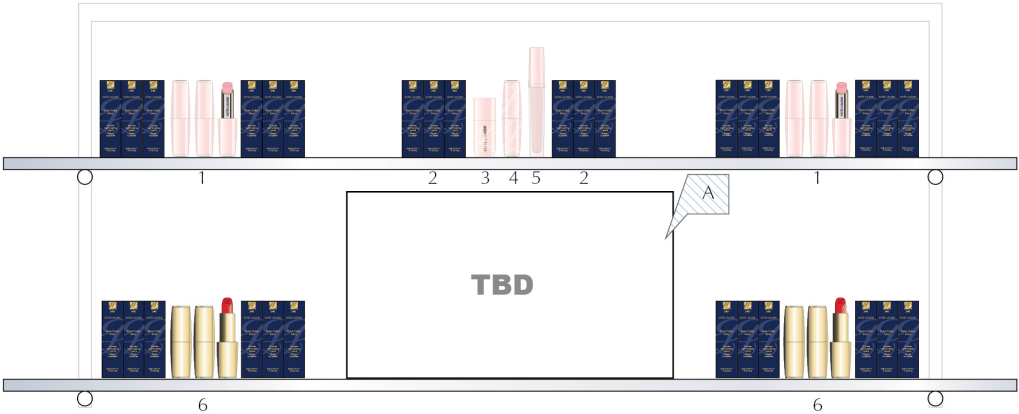


New Pure Color Lipstick + Lip Care

- 1. Pure Color Envy Crystal Balms
- 2. Pure Color Envy Lip Repair Potion (packaging)
- 3. Pure Color Envy Nighttime Rescue Lip Oil-Serum
- 4. Pure Color Envy Color Replenish Lip Balm
- 5. Pure Color Envy Lip Repair Potion
- 6. New Pure Color Crystal Lipsticks
- A. In-Case Prop (code #: TBD)

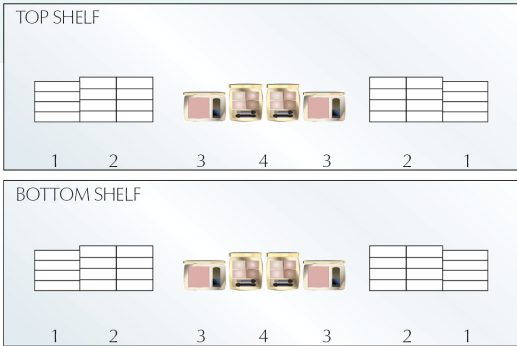


Overhead View
*Amount of stock in case is dependent on stock levels at your store.

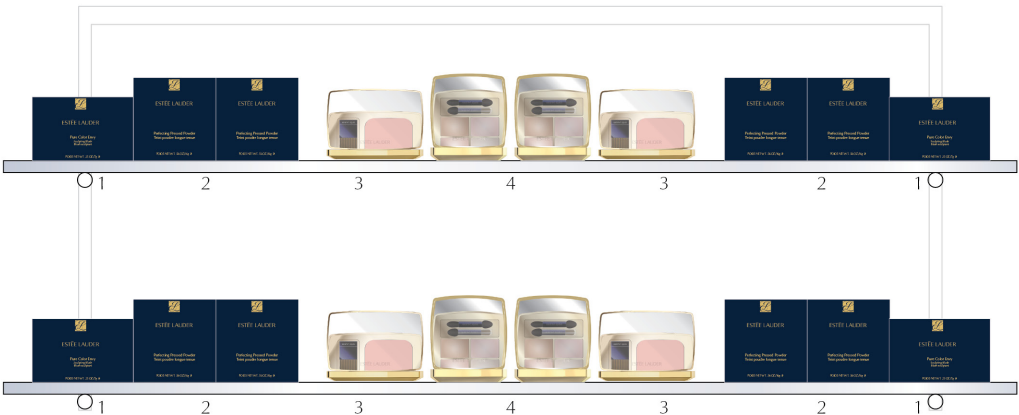


Pure Color Envy Blush + Luxe Eyeshadow Quads

- 1. Pure Color Envy Luxe Eyeshadow Quads (packaging)
- 2. Pure Color Envy Sculpting Blush (packaging)
- 3. Pure Color Envy Luxe Eyeshadow Quads (with open compact)
- 4. New Pure Color Envy Sculpting Blush (with open compact)

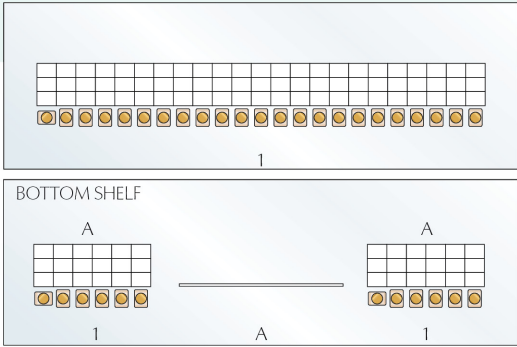


Overhead View
*Amount of stock in case is dependent on stock levels at your store.

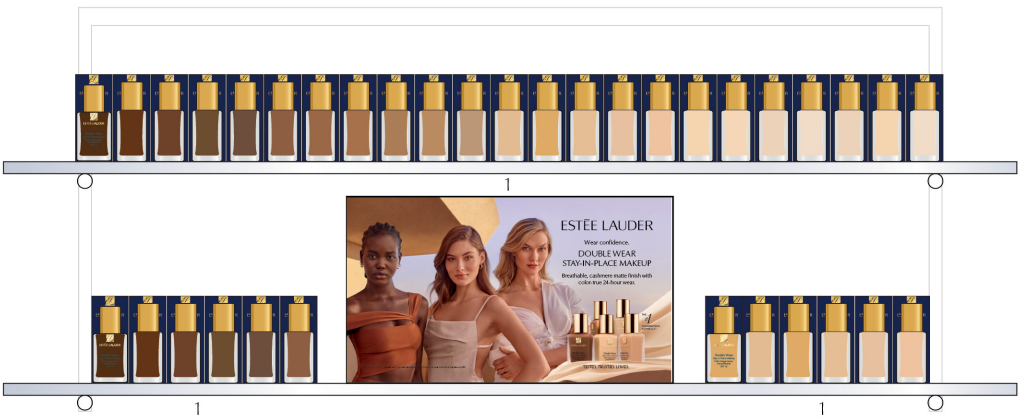


Double Wear Foundation

- 1. Double Wear Stay-in-Place Foundation (merchandise from dark to light)
- A. New Double Wear In-Case Prop (code #: GXE5-70)

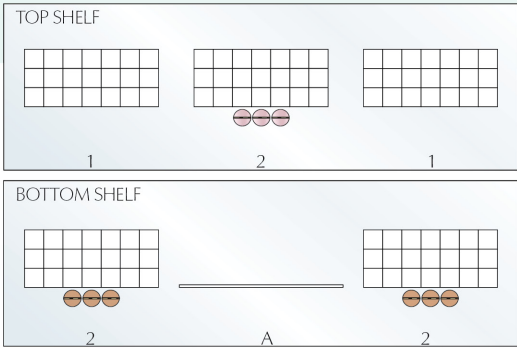


Overhead View
*Amount of stock in case is dependent on stock levels at your store.



Futurist Aqua Brilliance Primer + Futurist Makeup

- 1. New Futurist Aqua Brilliance Primer
- 2. Futurist Hydra Makeup
- A. New Holiday In-Case Prop (code #: GTFT-70)

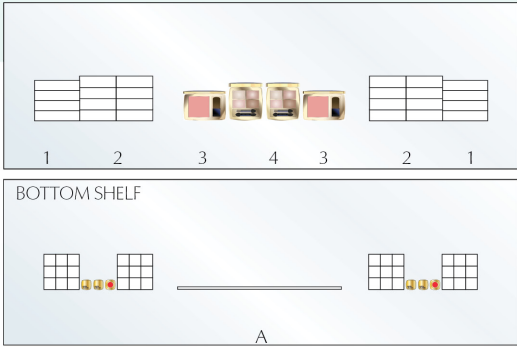


Overhead View
*Amount of stock in case is dependent on stock levels at your store.

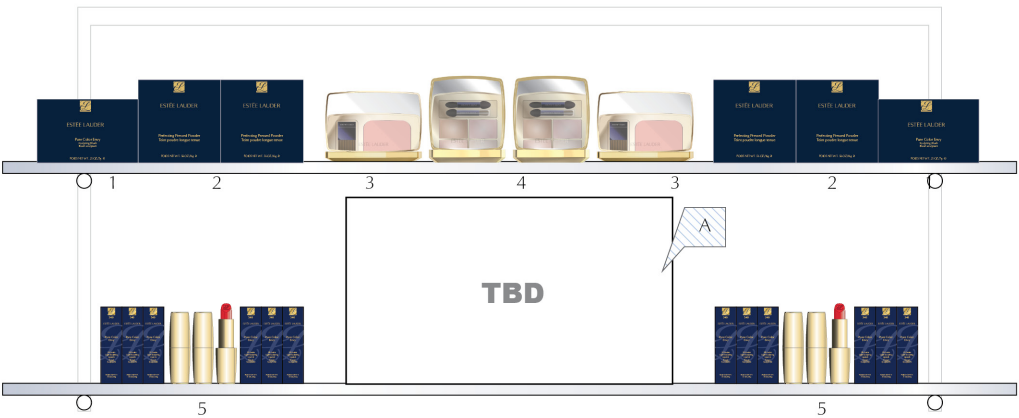


New Pure Color Lipstick + Blush + Eye

- 1. Pure Color Envy Sculpting Blush (packaging)
- 2. Pure Color Envy Luxe Eyeshadow Quads (packaging)
- 3. Pure Color Envy Sculpting Blush (with open compact)
- 4. Pure Color Envy Luxe Eyeshadow Quads (with open compact)
- 5. New Pure Color Lipsticks
- A. In-Case Prop (code #: TBD)



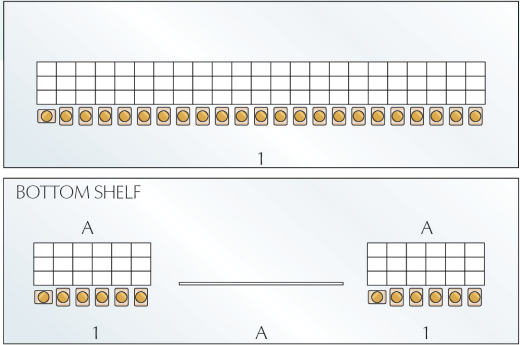
Overhead View
*Amount of stock in case is dependent on stock levels at your store.



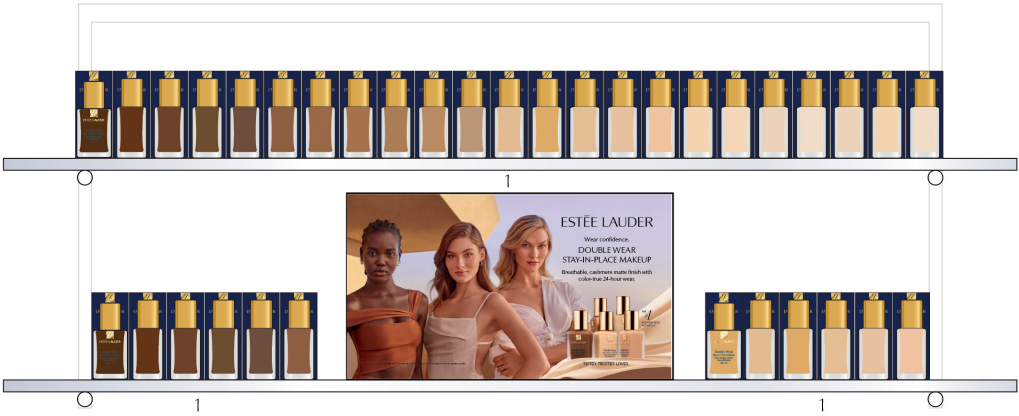
2-CASE SCENARIO

Double Wear Foundation

- 1. Double Wear Stay-in-Place Foundation (merchandise from dark to light)
- A. New Double Wear In-Case Prop (code #: GXE5-70)

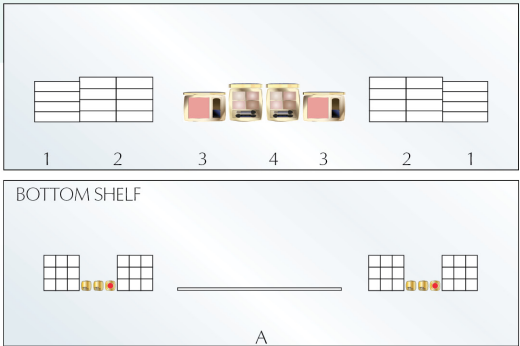


Overhead View
*Amount of stock in case is dependent on stock levels at your store.

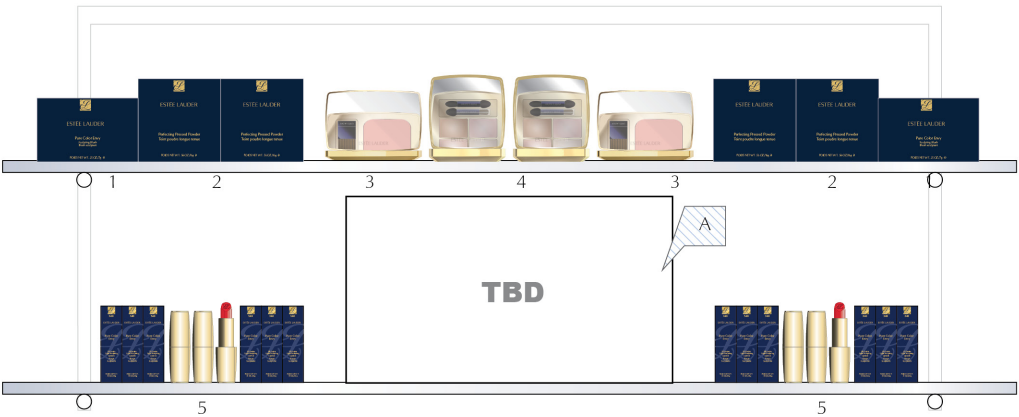


New Pure Color Lipstick + Blush + Eye

- 1. Pure Color Envy Sculpting Blush (packaging)
- 2. Pure Color Envy Luxe Eyeshadow Quads (packaging)
- 3. Pure Color Envy Sculpting Blush (with open compact)
- 4. Pure Color Envy Luxe Eyeshadow Quads (with open compact)
- 5. New Pure Color Lipsticks
- A. In-Case Prop (code #: TBD)



Overhead View
*Amount of stock in case is dependent on stock levels at your store.



CASE DETAIL
FRAGRANCE

New Beautiful Magnolia L'eau + Magnolia

1. Beautiful Magnolia Eau de Parfum Spray 1.7oz

2. Beautiful Magnolia Eau de Parfum Spray 3.4oz

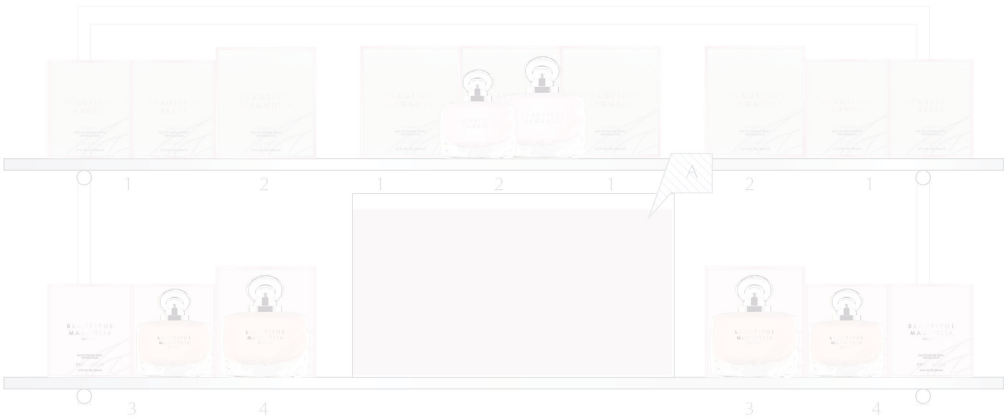
3. New Beautiful Magnolia Intense Eau de Parfum Spray 1.7oz

4. New Beautiful Magnolia Intense Eau de Parfum Spray 3.4oz
- A. New Beautiful Magnolia Intense In-Case Litho Prop (code#: CXE2-70)

TBD



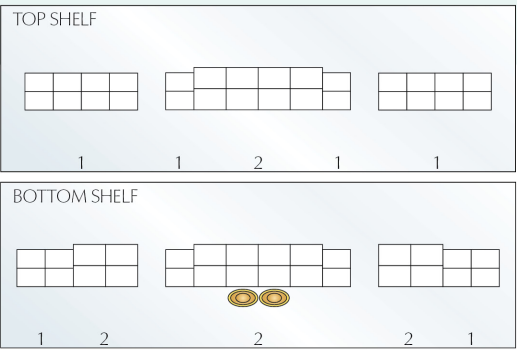
Overhead View
*Amount of stock in case is dependent on stock levels at your store.



Beautiful

1. Beautiful Eau de Parfum Spray 2.5oz

2. Beautiful Eau de Parfum Spray 3.4oz



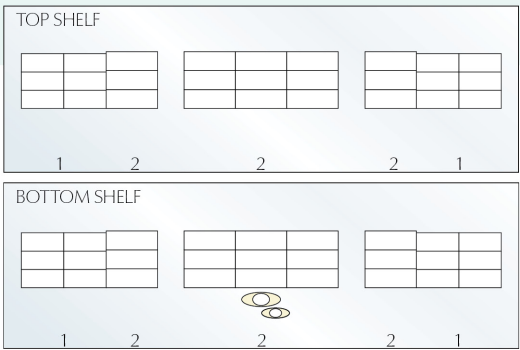
Overhead View
*Amount of stock in case is dependent on stock levels at your store.



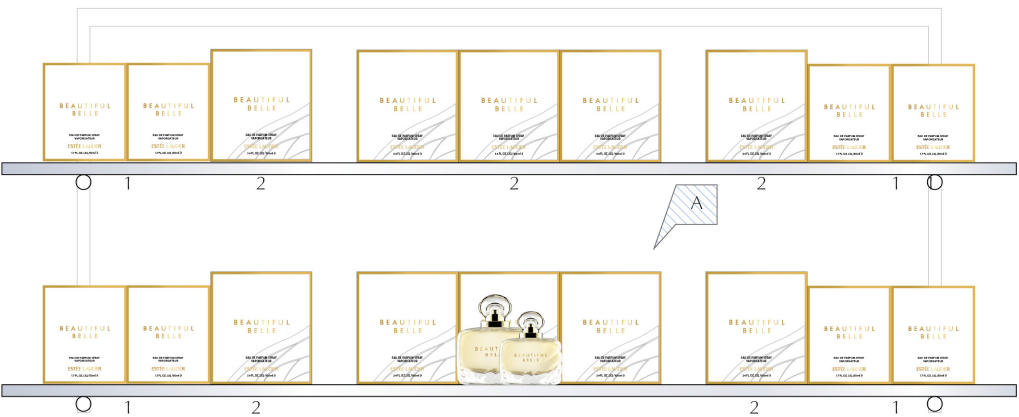
Beautiful Belle

1. Beautiful Belle Eau De Parfum 1.7 oz

2. Beautiful Belle Eau De Parfum 3.4 oz



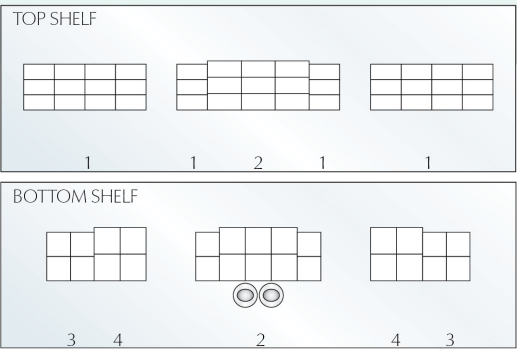
Overhead View
*Amount of stock in case is dependent on stock levels at your store.



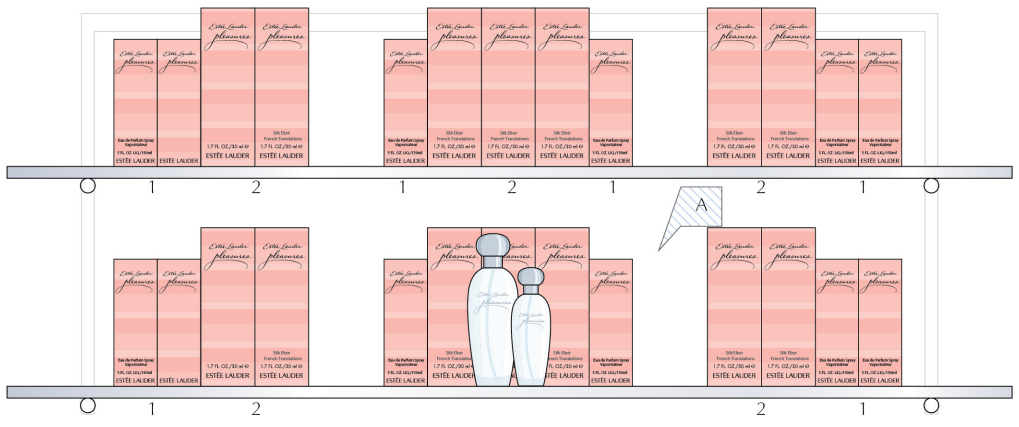
Pleasures

1. Pleasures Spray 1.7oz

2. Pleasures Spray 3.4oz



Overhead View
*Amount of stock in case is dependent on stock levels at your store.



New Beautiful Magnolia L'eau + Magnolia

1. Beautiful Magnolia Eau de Parfum Spray 1.7oz

2. Beautiful Magnolia Eau de Parfum Spray 3.4oz

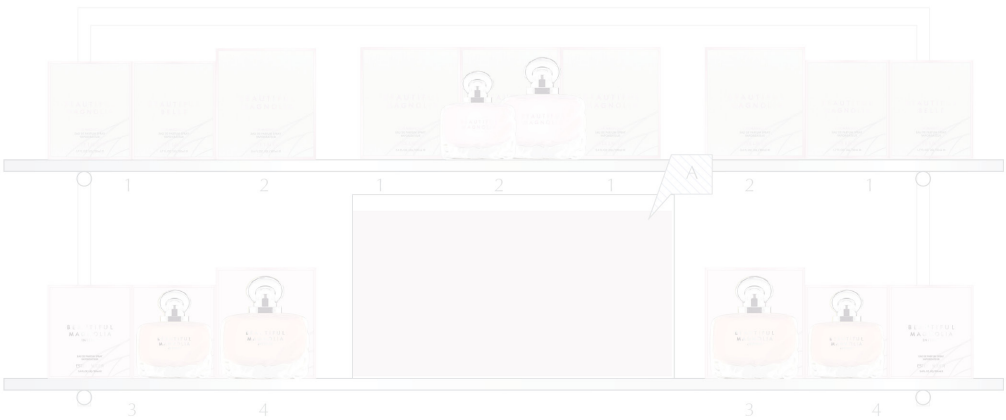
3. New Beautiful Magnolia Intense Eau de Parfum Spray 1.7oz

4. New Beautiful Magnolia Intense Eau de Parfum Spray 3.4oz
- A. New Beautiful Magnolia Intense In-Case Litho Prop (code#: CXE2-70)

TBD



Overhead View
*Amount of stock in case is dependent on stock levels at your store.



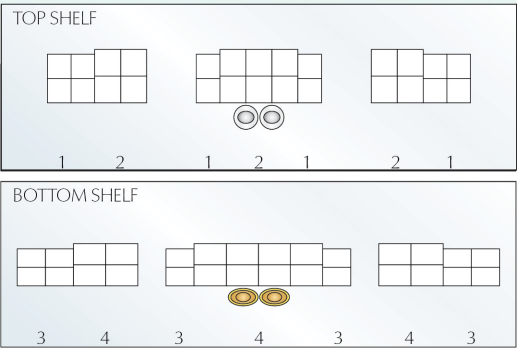
Beautiful

1. Pleasures Spray 1.7oz

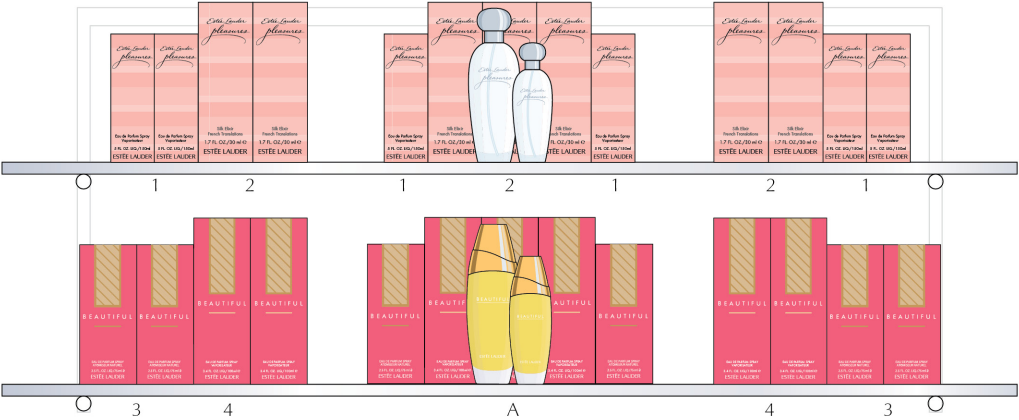
2. Pleasures `Spray 3.4oz

3. Beautiful Eau de Parfum Spray 2.5oz

4. Beautiful Eau de Parfum Spray 3.4oz



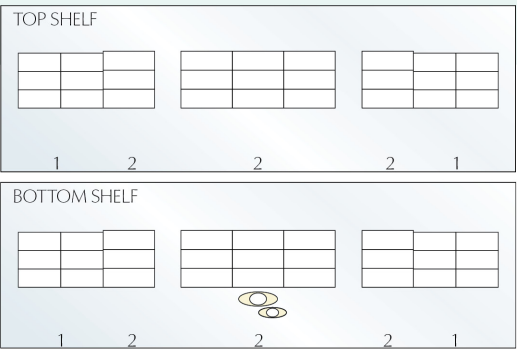
Overhead View
*Amount of stock in case is dependent on stock levels at your store.



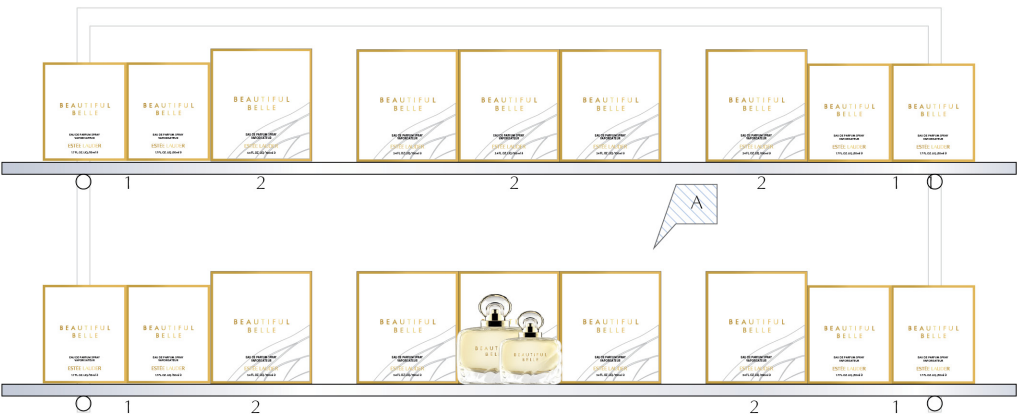
Beautiful Belle

1. Beautiful Belle Eau De Parfum 1.7 oz

2. Beautiful Belle Eau De Parfum 3.4 oz



Overhead View
*Amount of stock in case is dependent on stock levels at your store.



2-CASE SCENARIO

New Beautiful Magnolia L'eau + Magnolia

1. Beautiful Magnolia Eau de Parfum Spray 1.7oz

2. Beautiful Magnolia Eau de Parfum Spray 3.4oz

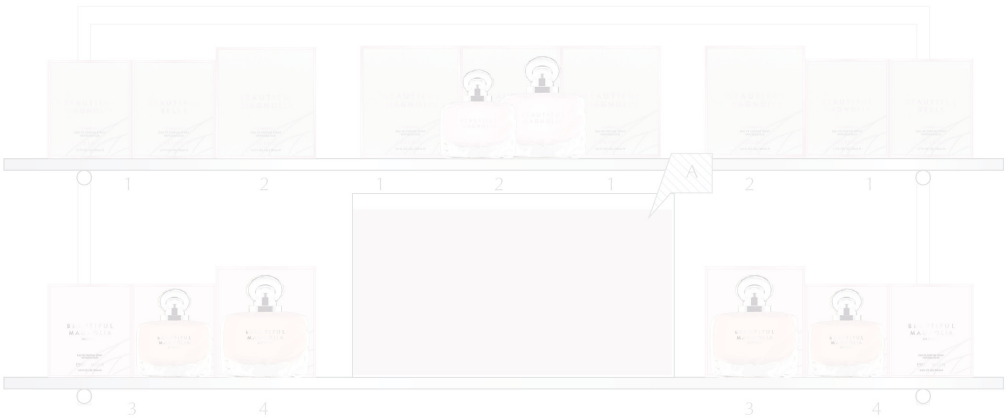
3. New Beautiful Magnolia Intense Eau de Parfum Spray 1.7oz

4. New Beautiful Magnolia Intense Eau de Parfum Spray 3.4oz
- A. New Beautiful Magnolia Intense In-Case Litho Prop (code#: CXE2-70)

TBD



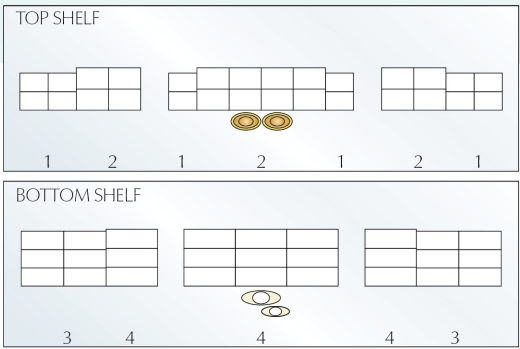
Overhead View
*Amount of stock in case is dependent on stock levels at your store.



Beautiful Belle + Beautiful

1. Beautiful Eau de Parfum Spray 2.5oz

2. Beautiful Eau de Parfum Spray 3.4oz



Overhead View
*Amount of stock in case is dependent on stock levels at your store.



Estée Lauder Counter Cleanliness Guidelines

Who is Responsible? Everyone!
Everyone must clean at least three (3) times per day!

All Tester Units and Counter Areas

- Use micro fiber towels to wipe down and polish look of unit. DO NOT use sprays of any kind – just dust and wipe with a dry clean cloth.
- Clean finger prints off of glass tops and cases daily.
- Trash cans should always be kept clean and emptied regularly.

Demonstration Station and Supplies Area

- Hygiene caddies should always be stocked and clean.
- Supplies should be ready to use on customers and dust free.
- Remove all plastic wraps from q-tips and mascara wands.
- Place clean brushes in caddies and/or in makeup belts.
- Brushes should be cleaned with Perfectly Clean cleanser in the bathroom every night for use the next day. Foundation and concealer brushes should be cleaned with Take It Away Total Makeup Remover first, then with Perfectly Clean cleanser.
- Be sure to lay brushes flat on a clean towel for shaping – and to ensure that water does not get into the handle.

Line Tester Units

- COLOR UNITS:
 - Lipstick: Remove from unit. Wipe down unit with microfiber cloth. Gently shave top layer of lipstick bullets with a Q-tip stick to maintain shape and cleanliness and replace on unit.
 - Eyeshadow/Blush/Bronzer: Remove from unit. Wipe down unit with microfiber cloth. Wipe away excess around sides with a tissue. Replace on unit.
 - Remove pencils and mascaras and wipe down area underneath and all around. Replace on unit.
- FOUNDATION UNITS:
 - Pressed powder: Remove from unit. Wipe down unit with microfiber cloth. Wipe away excess around sides with a tissue. Replace on unit.
 - Remove caps on the testable foundation bottles. Wipe down unit with microfiber cloth. Wipe excess product from around the edges to keep them looking clean and fresh. Replace on unit.
- SKINCARE UNITS:
 - Remove each product from unit. Wipe down unit with microfiber cloth.
 - Remove caps from skincare products and wipe around the edges to keep them looking clean and fresh. Replace on unit.
- FRAGRANCE UNIT:
 - Remove each product from unit. Wipe down unit with microfiber cloth.

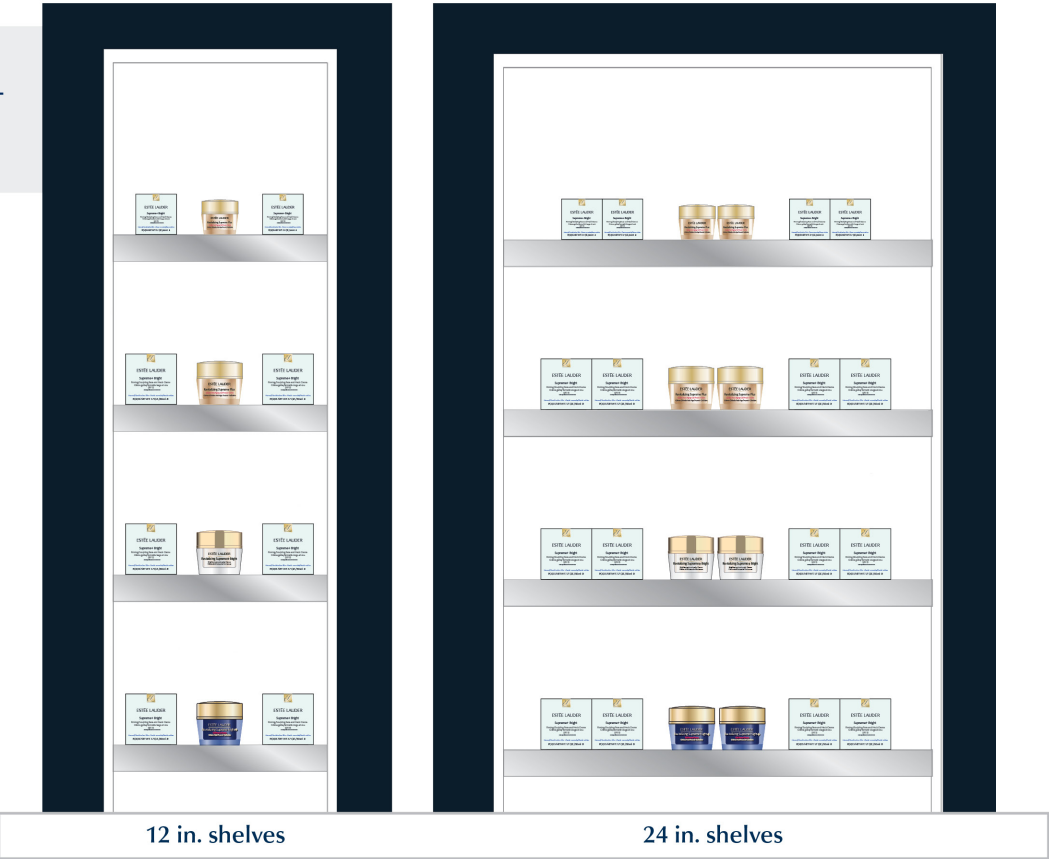
OPEN SELL SHELVES

ADVANCED NIGHT REPAIR FOCUS

Since many of our stores have areas with shelves, we have a great opportunity to display product. Standard sizes include 12, 24 and 48 inch shelves. However, since shelf lengths may vary, you may need to add or remove saleable cartons on either end.



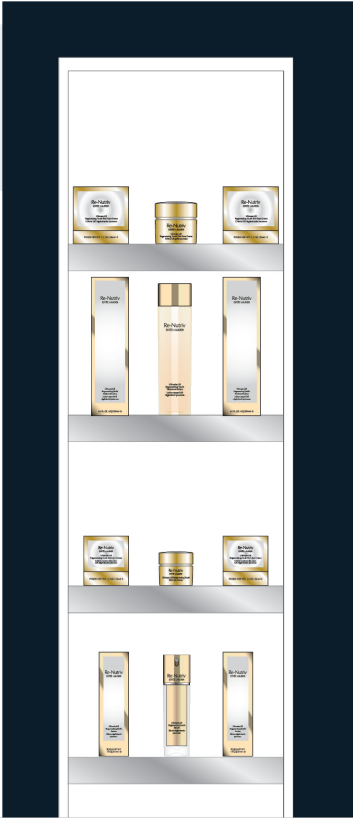
REVITALIZING SUPREME+ UPGRADE FOCUS



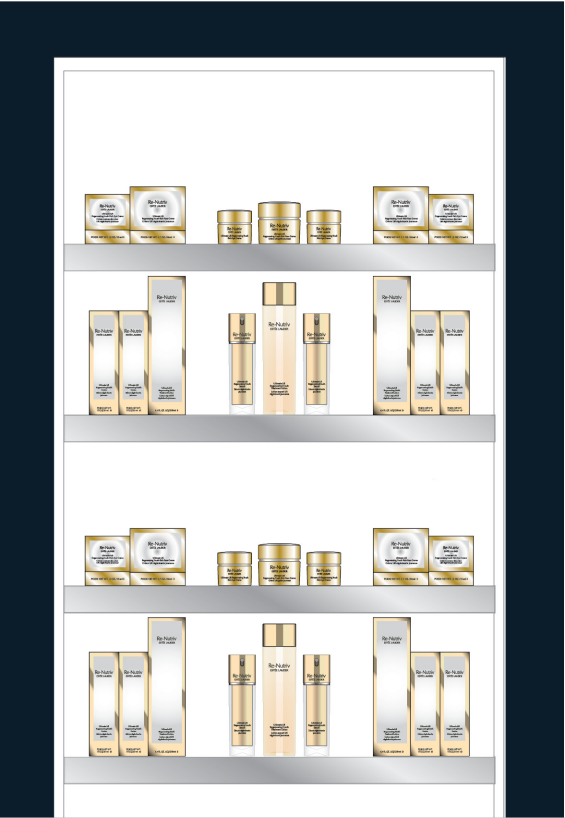
COMBINED SKINCARE LAUNCH FOCUS

RE-NUTRIV: NON-DIAMOND DOORS

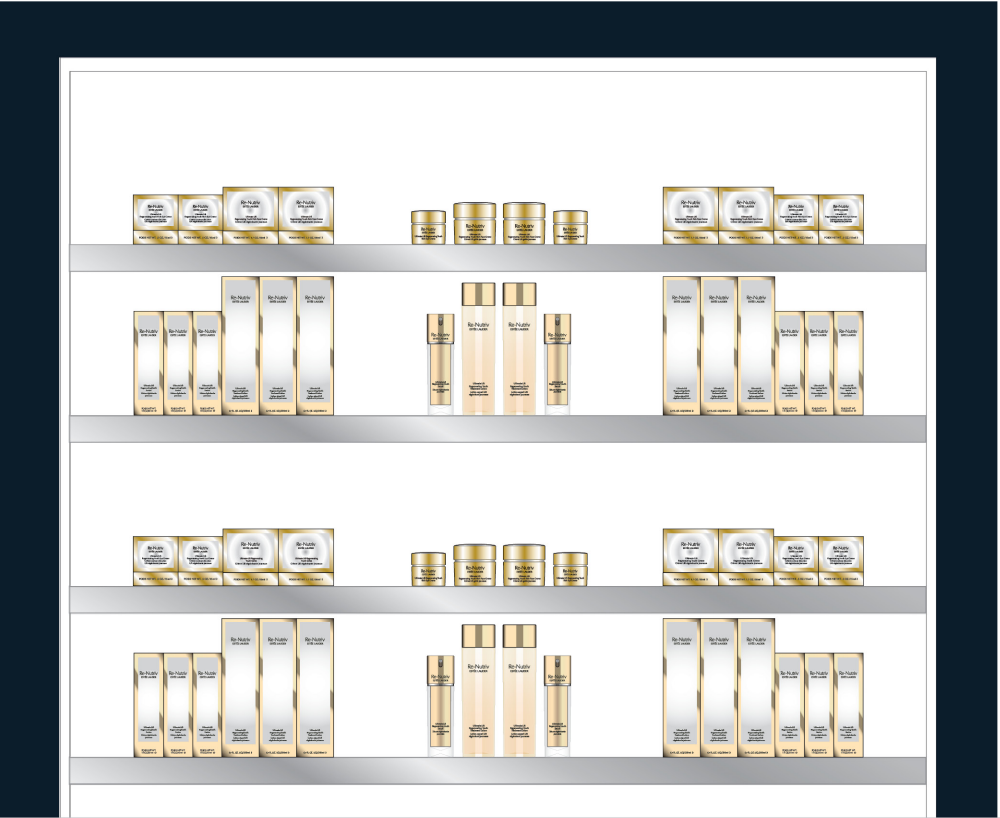
Since many of our stores have areas with shelves, we have a great opportunity to display product. Standard sizes include 12, 24 and 48 inch shelves. However, since shelf lengths may vary, you may need to add or remove saleable cartons on either end.



12 in. shelves



24 in. shelves

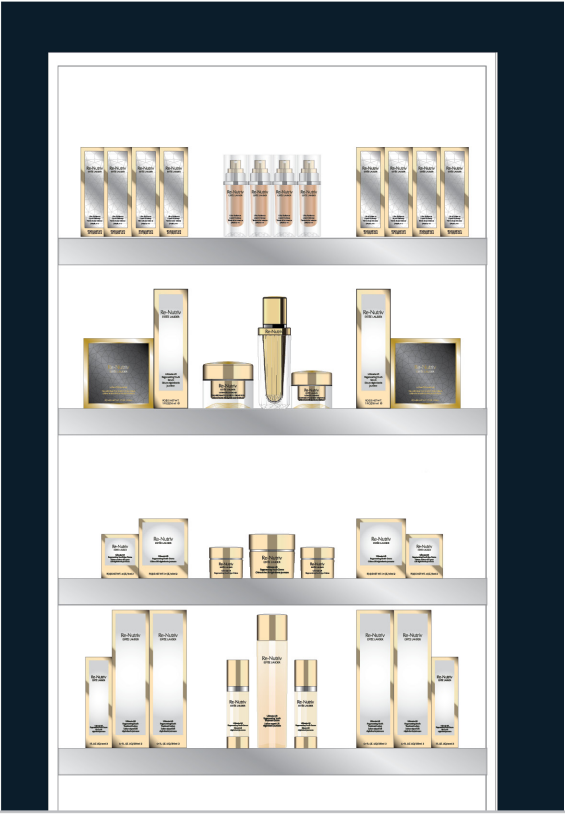


48 in. shelves

RE-NUTRIV: DIAMOND DOORS



12 in. shelves



24 in. shelves



48 in. shelves

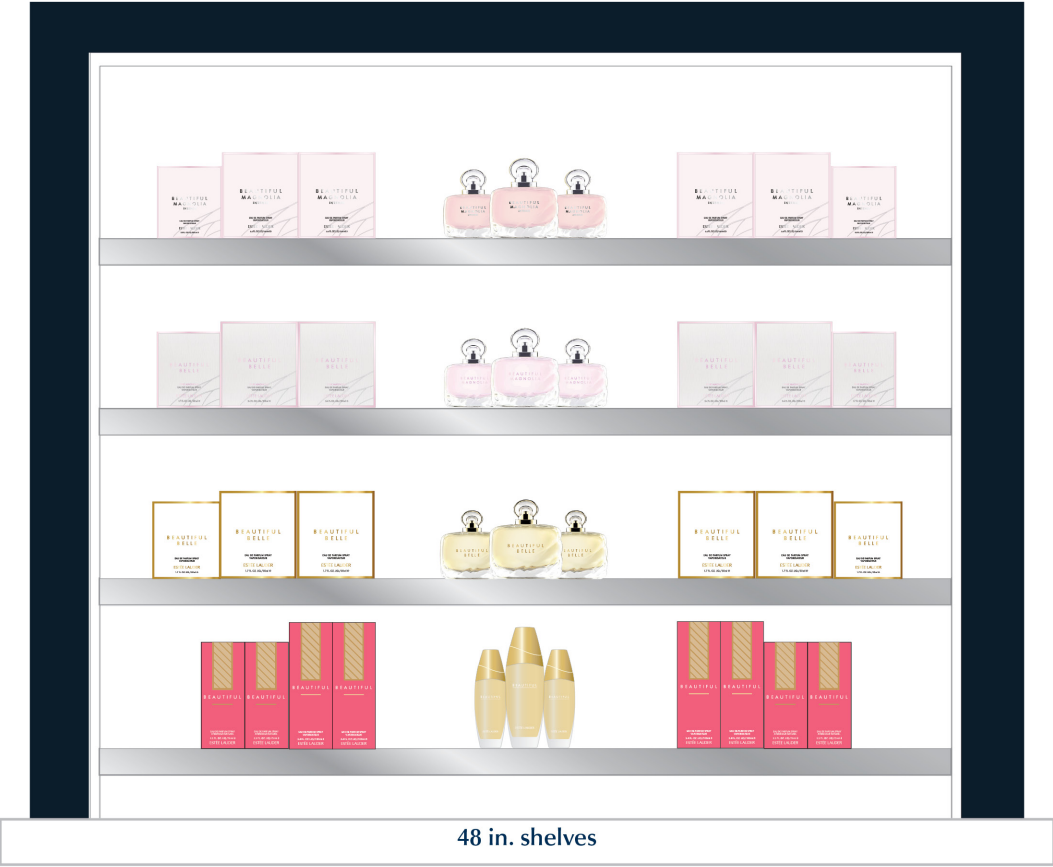
LAUNCH AND
BASIC FOCUS

Since many of our stores have areas with shelves, we have a great opportunity to display product. Standard sizes include 12, 24 and 48 inch shelves. However, since shelf lengths may vary, you may need to add or remove saleable cartons on either end.



NEW BEAUTIFUL
MAGNOLIA L’EAU &
MAGNONLIA LAUNCH
FOCUS

Since many of our stores have areas with shelves, we have a great opportunity to display product. Standard sizes include 12, 24 and 48 inch shelves. However, since shelf lengths may vary, you may need to add or remove saleable cartons on either end.



LAUNCH &
BASIC FOCUS



COMBINED FRAGRANCE LAUNCH FOCUS

FRAGRANCE
COLLECTION

Since many of our stores have areas with shelves, we have a great opportunity to display product. Standard sizes include 12, 24 and 48 inch shelves. However, since shelf lengths may vary, you may need to add or remove saleable cartons on either end.



ORDER OF AERIN FRAGRANCES (LEFT TO RIGHT):
SHELF 1: NEW MEDITERRANEAN, HONEYSUCKLE, CLEMENTINA, MED HONEY (ALTERNATING)
SHELF 2: WATERLILY SUN, MED HONEY, AEGEA BLOSSOM
SHELF 3: WILD GERANIUM, IKAT JASMINE, LILAC PATH
SHELF 4: HIBISCUS PALM, CEDAR VIOLET, AMBER MUSK

LIGHT-BOXES/TOOLS/ COUNTER SUPPORT

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

BEHIND MAKE-UP CASES:



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)

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

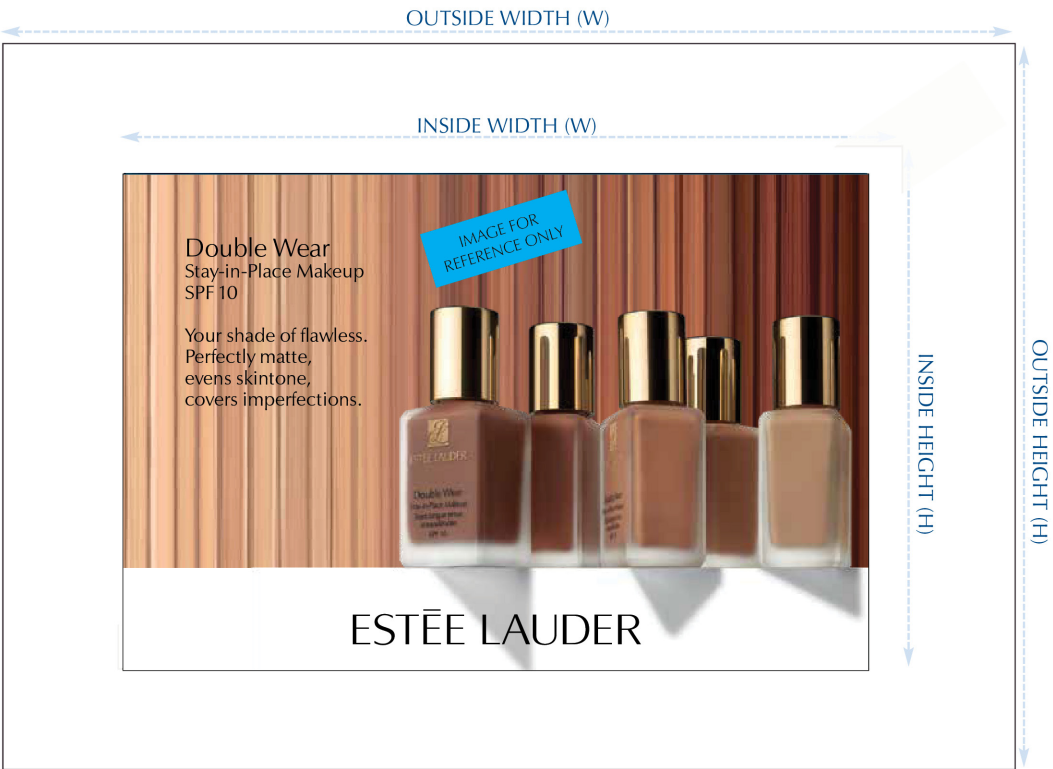


W

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

Blush and Eyeshadow tester godets will be shipping direct to door via a third party vendor (Avalon Merchants). Blush godets will tentatively arrive to stores mid-to-late January, aligning with the OCD of the Color Line Tester Units and Open Sell Walls. Eyeshadow tester godets will tentatively arrive to stores mid-February. Please continue to leverage the “graphic plug” over the Blush and Eyeshadow sections of the merchandising units until stock is received.

Selling Tools

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



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

Need Some Help?

- For all questions / concerns regarding:
- Tracking collateral (ongoing or launch)
 - Tracking GWP/ samples
 - Tracking Light Box graphics

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

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

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

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

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

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

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 “merchandiser”).
- 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.