



ESTÉE LAUDER  
Point-of-Sale Guidelines  
Holiday 2024



## Happy Holidays Estée Team!

We hope the season is full of magical moments for you and your counters.

This year's exclusive theme is **GIFTS OF PURE MAGIC**. Inside this Point-of-Sale Guidelines, you'll discover how to bring the magic of visual merchandising to your counters with our coveted lineup of gifts, promotions, High-Performance skincare, marvelous makeup, fascinating colors, and legendary fragrances. You'll notice several new items along with specific directions by retailer.

As the top gifting destination in beauty, we have the right to win. We will win by focusing on several strategic objectives and, most of all, by your flawless execution!

### **Accelerate Fragrance**

- Drive awareness with **NEW** Beautiful Magnolia TV ad featuring Ana de Armas
- Touch every customer with our award-winning scents
- Reintroduce Beautiful Day as our #IAMBEAUTIFUL celebration from December 6<sup>th</sup> – 8<sup>th</sup>

### **Win In-Store with GIFTS OF PURE MAGIC Theme**

- Use fun, exclusive theme to be more playful, emotional, and aspirational
- Communicate strong theme across all channels including in-store, eventing, media, and influencers

### **Ensure Competitive Promotional Cadence & Compelling Offers**

- Entice consumers to purchase early by moving our Blockbuster on-counter date to October 10<sup>th</sup>
- Win during big days with super strong offers throughout the season, including Black Friday and Cyber Monday
- Launch holiday value sets across skincare, makeup, and fragrance
- Introduce a **NEW** deluxe Re-Nutriv gift set

Your attention to detail with ledge tops, case lines, countertops, lightboxes, towers, outposts, and beyond will help to ensure Estée Lauder continues to be the ultimate destination for beauty. For questions, reach out to your Field Executive or POS COE.

We sincerely appreciate your continued partnership and support.

*Let the MAGIC begin...*

Fiona Sainty

A handwritten signature in black ink that reads 'Fiona Sainty'.

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



# HOLIDAY STORE ENVIRONMENTS

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# MACY'S HOLIDAY STORE ENVIRONMENTS

## Traditional Case Line Counter:



## MSNA/Open Sell Counter:



### HOLIDAY DISPLAY ELEMENTS

- |  |  |
|--|--|
| 1. Macy's Ledge Top Prop (PAGE 16)<br>Pre-pack code #: G7RZ-60<br>Quantity: 1 pre-pack per door                                | 6. Re-Nutriv Luxury Unit (PAGE 23)<br>Pre-pack code #: G8B9-60<br>Quantity: 1 per door (select doors only)                 |
| 2. Blockbuster Tower (PAGE 19)<br>Pre-pack code #: G8WE-60<br>Quantity: Varies by door   | 7. Photo Carton Top of Counter Unit (PAGE 31)<br>Pre-pack code #: G7QN-60<br>Quantity: 1 unit per door (select doors only) |
| 3. Lollipop Signs (PAGE 28)<br>Pre-pack code #: G7S0-70<br>Quantity: 1 pre-pack per door (6 lollipop signs per pre-pack)       |  |
| 4. In-Case Tent Cards (PAGE 26)<br>Pre-pack code #: G7RD-60<br>Quantity: 1 pre-pack per door (9 tent cards signs per pre-pack) |  |
| 5. Full Line Unit Topper (PAGE 27)<br>Pre-pack code #: G7RQ-60<br>Quantity: 1 pre-pack per door (2 toppers per pre-pack)       |  |

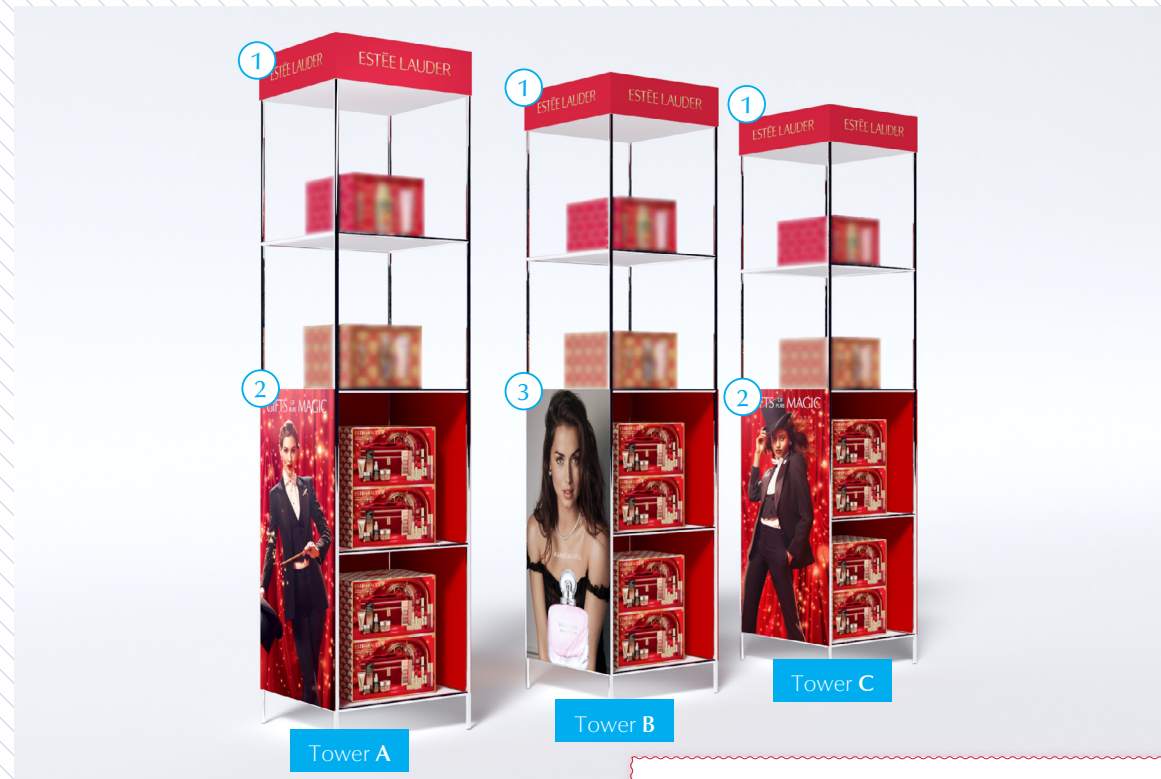
### HOLIDAY DISPLAY ELEMENTS

- |  |  |
|--|--|
| 1. Macy's Ledge Top Prop (PAGE 16)<br>Pre-pack code #: G7RZ-60<br>Quantity: 1 pre-pack per door                          | 6. Blockbuster Podium (PAGE 21)<br>Pre-pack code #: G9SE-60<br>Quantity: 1 pre-pack per door                               |
| 2. Blockbuster Tower (PAGE 19)<br>Pre-pack code #: G8WE-60<br>Quantity: Varies by door                                   | 7. Photo Carton Top of Counter Unit (PAGE 31)<br>Pre-pack code #: G7QN-60<br>Quantity: 1 unit per door (select doors only) |
| 3. Lollipop Signs (PAGE 28)<br>Pre-pack code #: G7S0-70<br>Quantity: 1 pre-pack per door (6 lollipop signs per pre-pack) | 8. Tower Toppers (PAGE 25)<br>Pre-pack code #: G7RB-60<br>Quantity: 2 pre-pack per door                                    |
| 4. Re-Nutriv Luxury Unit (PAGE 23)<br>Pre-pack code #: G8B9-60<br>Quantity: 1 per door (select doors only)               |  |
| 5. Full Line Unit Topper (PAGE 27)<br>Pre-pack code #: G7RQ-60<br>Quantity: 1 pre-pack per door (2 toppers per pre-pack) |  |



# MACY'S HOLIDAY TOWERS

## Macy's Holiday Towers:



## HOLIDAY DISPLAY ELEMENTS

1. Macy's Tower Topper  
Retailer Produced Collateral
2. Macy's Tower Wrap (Holiday Image)  
Retailer Produced Collateral
3. Macy's Tower Wrap (Magnolia Image)  
Retailer Produced Collateral

### Sets Direction:

Follow the guidelines below for placing sets on each tower based on the graphics displayed on the tower.

#### Tower A Holiday Model Image:

- Shelves 1 + 2: **Beautiful and Pleasures Sets**
- Shelves 3 + 4: **Blockbuster Sets**

#### Tower B with Ana + Magnolia Image:

- Shelves 1 + 2: **Magnolia Sets**
- Shelves 3 + 4: **Blockbuster Sets**

#### Tower C with Holiday Model Image:

- Shelves 1 + 2: **Skincare Sets**
- Shelves 3 + 4: **Blockbuster Sets**

# MACY'S HOLIDAY TOWERS

## Macy's Holiday Towers Placement at Counter:



## Merchandising Guidelines:

- Place the towers at the counter, either near or in front of the caseline as shown above. Make sure the Holiday Graphic Wrap does not cover the front of the tower to keep all shelves accessible to customers.

# MACY'S HOLIDAY WRAPPING STATION

## Wrapping Station at Counter:

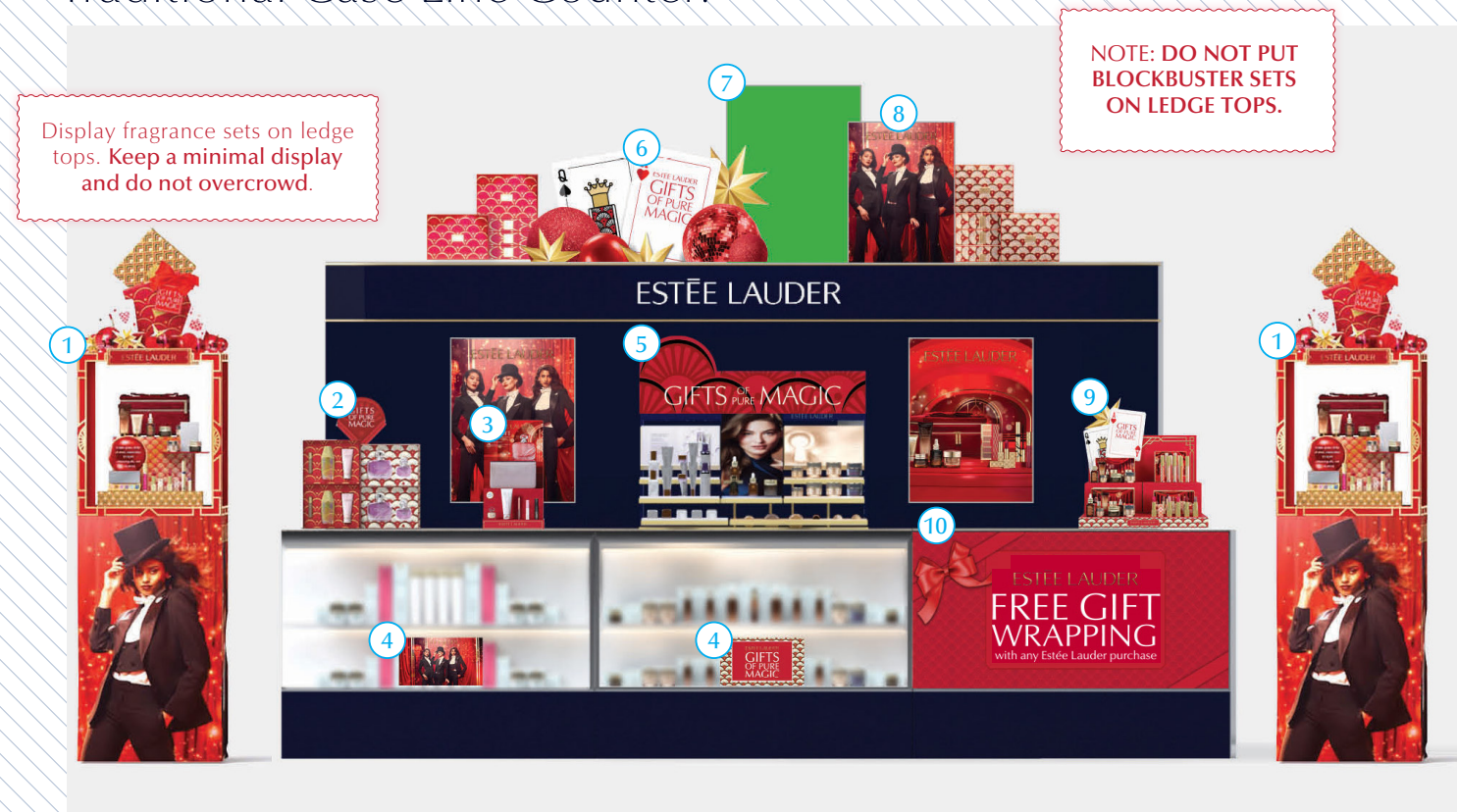


### HOLIDAY DISPLAY ELEMENTS

1. Lollipop Signs (PAGE 28)  
Pre-pack code #: G7S0-70  
Quantity: 1 pre-pack per door (6 lollipop signs per pre-pack)
2. Gift Wrap Roll (PAGE 34)  
Pre-pack code #: G8EB-70  
Quantity: 1 Pre-pack per door (1 Roll)
3. 2-Block Gift Wrap Visual  
Retailer Produced Collateral

# DILLARD'S HOLIDAY STORE ENVIRONMENTS

## Traditional Case Line Counter:



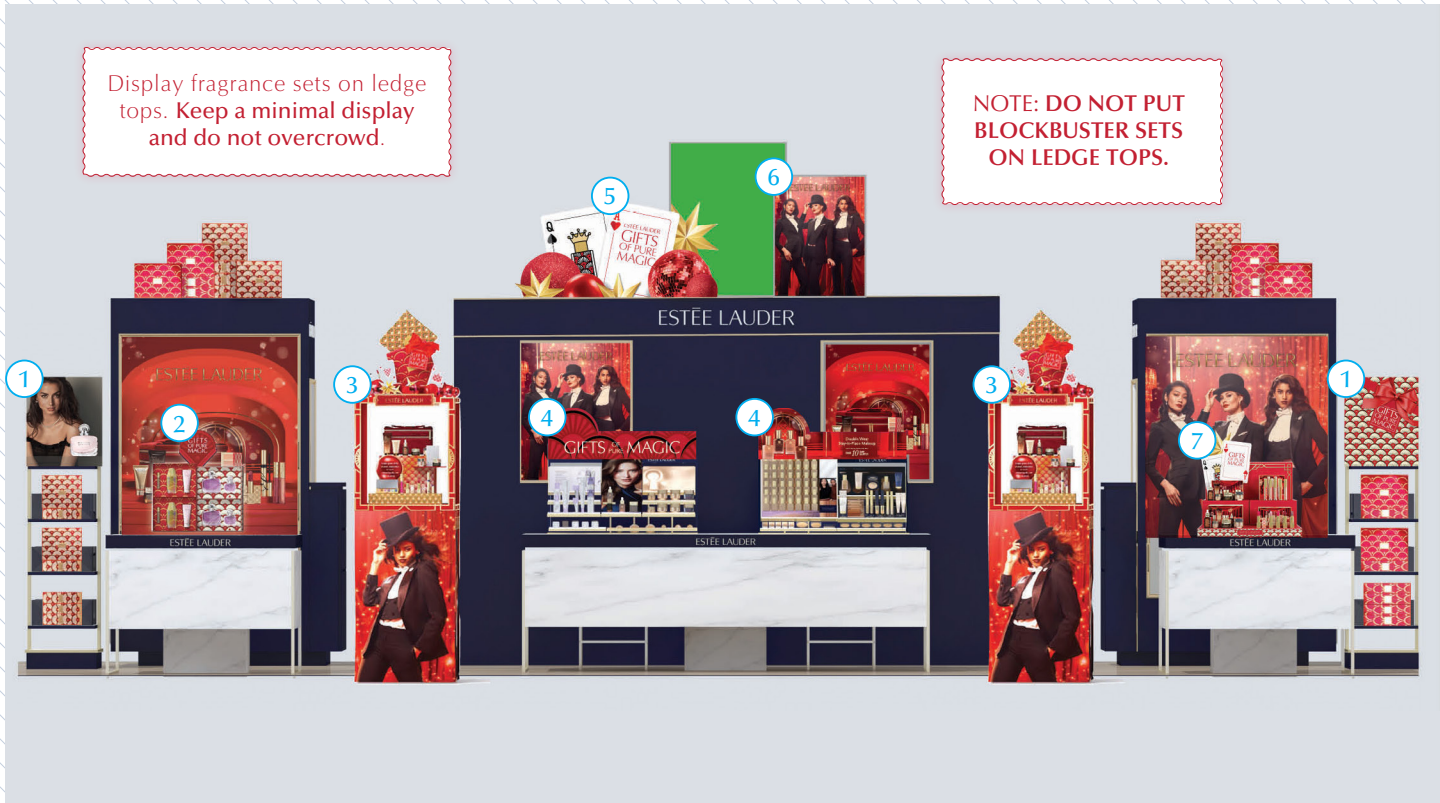
### HOLIDAY DISPLAY ELEMENTS

1. Blockbuster Tower (PAGE 19)  
Pre-pack code #: G8WE-60  
Quantity: Varies by door
2. Lollipop Signs (PAGE 28)  
Pre-pack code #: G7S0-70  
Quantity: 1 pre-pack per door (6 lollipop signs per pre-pack)
3. Fragrance GWP Unit (PAGE 32)  
Pre-pack code #: G7QM-60  
Quantity: 1 prop per door
4. Full Line Unit Topper (PAGE 27)  
Pre-pack code #: G7RQ-60  
Quantity: 1 pre-pack per door (2 toppers per pre-pack)
5. In-Case Tent Cards (PAGE 26)  
Pre-pack code #: G7RD-60  
Quantity: 1 pre-pack per door (9 tent cards signs per pre-pack)
6. Playing Cards Ledge Top Prop (PAGE 18)  
Pre-pack code #: G7RS-60  
Quantity: 1 prop per door
7. Retailer Holiday Graphic 1  
Retailer Produced Collateral
8. Retailer Holiday Graphic 2  
Retailer Produced Collateral
9. Photo Carton Top of Counter Unit (PAGE 31)  
Pre-pack code #: G7QN-60  
Quantity: 1 unit per door (select doors only)
10. "Free Gift Wrapping" Case Wrap  
Retailer Produced Collateral



# DILLARD'S HOLIDAY STORE ENVIRONMENTS

## MSNA/Open Sell Counter (with Ledge Set Up):

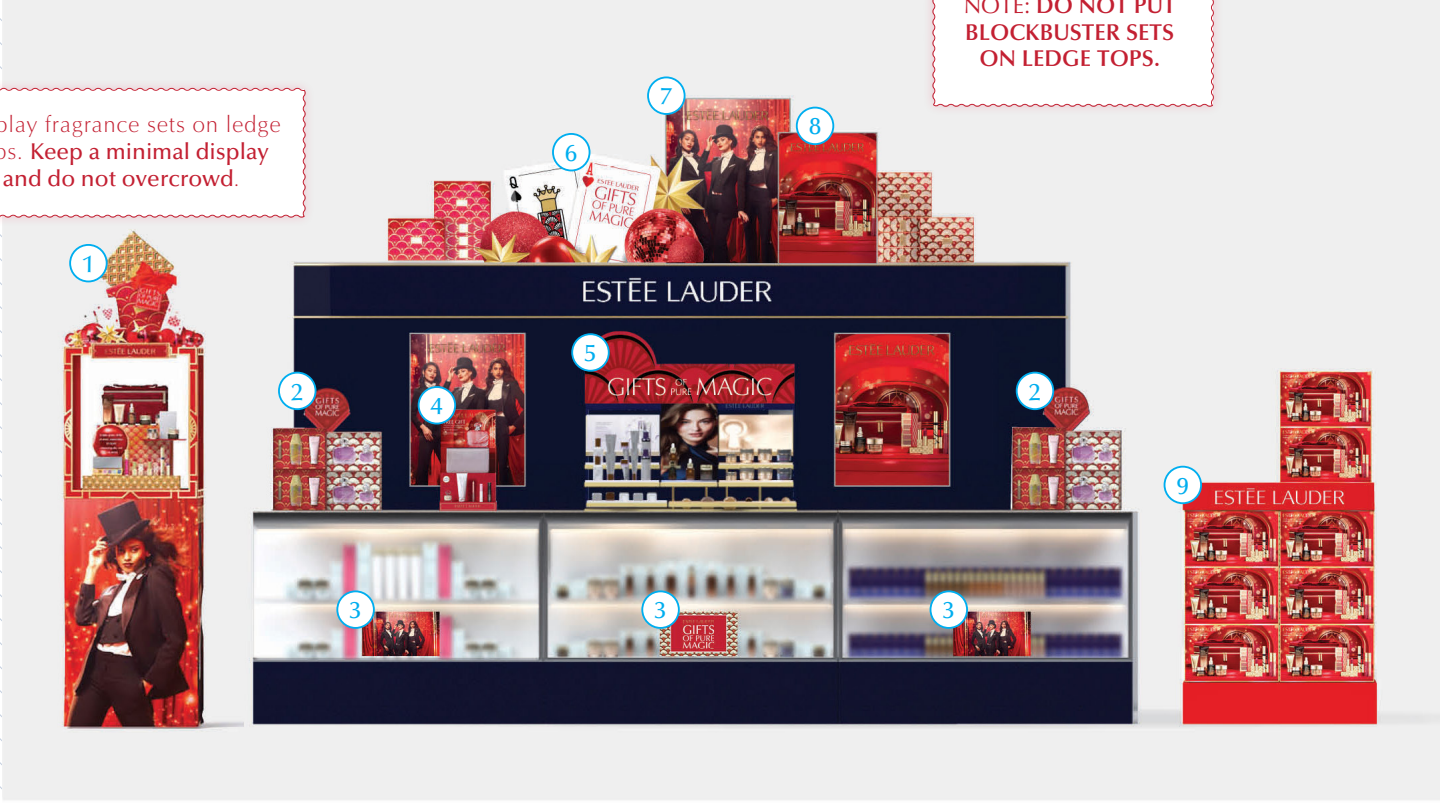


### HOLIDAY DISPLAY ELEMENTS

- |  |  |
|--|--|
| 1. Tower Toppers (PAGE 25)<br>Pre-pack code #: G7RB-60<br>Quantity: 2 pre-pack per door                                  | 6. Retailer Holiday Graphic<br>Retailer Produced Collateral  |
| 2. Lollipop Signs (PAGE 28)<br>Pre-pack code #: G7S0-70<br>Quantity: 1 pre-pack per door (6 lollipop signs per pre-pack) | 7. Photo Carton Top of Counter Unit (PAGE 31)<br>Pre-pack code #: G7QN-60<br>Quantity: 1 unit per door (select doors only) |
| 3. Blockbuster Tower (PAGE 19)<br>Pre-pack code #: G8WE-60<br>Quantity: Varies by door                                   |  |
| 4. Full Line Unit Topper (PAGE 27)<br>Pre-pack code #: G7RQ-60<br>Quantity: 1 pre-pack per door (2 toppers per pre-pack) |  |
| 5. Playing Cards Ledge Top Prop (PAGE 18)<br>Pre-pack code #: G7RS-60<br>Quantity: 1 prop per door                       |  |

# BELK HOLIDAY STORE ENVIRONMENT

## Traditional Case Line Counter:



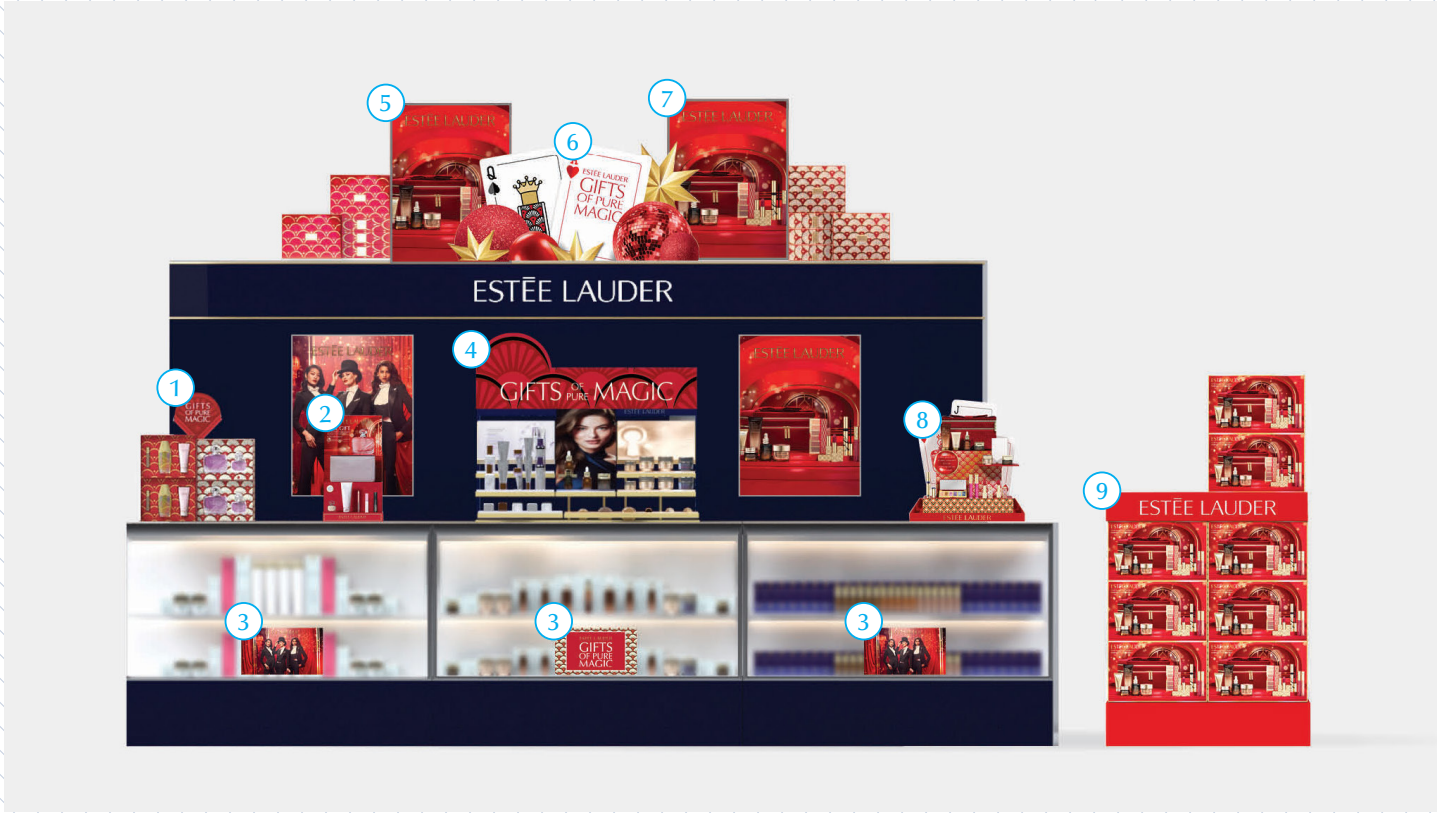
### HOLIDAY DISPLAY ELEMENTS

- |  |  |
|--|--|
| 1. Blockbuster Tower (PAGE 19)<br>Pre-pack code #: G8WE-60<br>Quantity: Varies by door   | 6. Playing Cards Ledge Top Prop (PAGE 18)<br>Pre-pack code #: G7RS-60<br>Quantity: 1 prop per door |
| 2. Lollipop Signs (PAGE 28)<br>Pre-pack code #: G7S0-70<br>Quantity: 1 pre-pack per door (6 lollipop signs per pre-pack)       | 7. Retailer Holiday Graphic 1<br>Retailer Produced Collateral                                      |
| 3. In-Case Tent Cards (PAGE 26)<br>Pre-pack code #: G7RD-60<br>Quantity: 1 pre-pack per door (9 tent cards signs per pre-pack) | 8. Retailer Holiday Graphic 1<br>Retailer Produced Collateral                                      |
| 4. Fragrance GWP Unit (PAGE 32)<br>Pre-pack code #: G7QM-60<br>Quantity: 1 prop per door                                       | 9. Blockbuster Podium (PAGE 21)<br>Pre-pack code #: G9SE-60<br>Quantity: 1 pre-pack per door       |
| 5. Full Line Unit Topper (PAGE 27)<br>Pre-pack code #: G7RQ-60<br>Quantity: 1 pre-pack per door (2 toppers per pre-pack)       |  |

Outpost Elements: (Limited Doors Only)



Traditional Case Line Counter:



HOLIDAY OUTPOST DISPLAY ELEMENTS

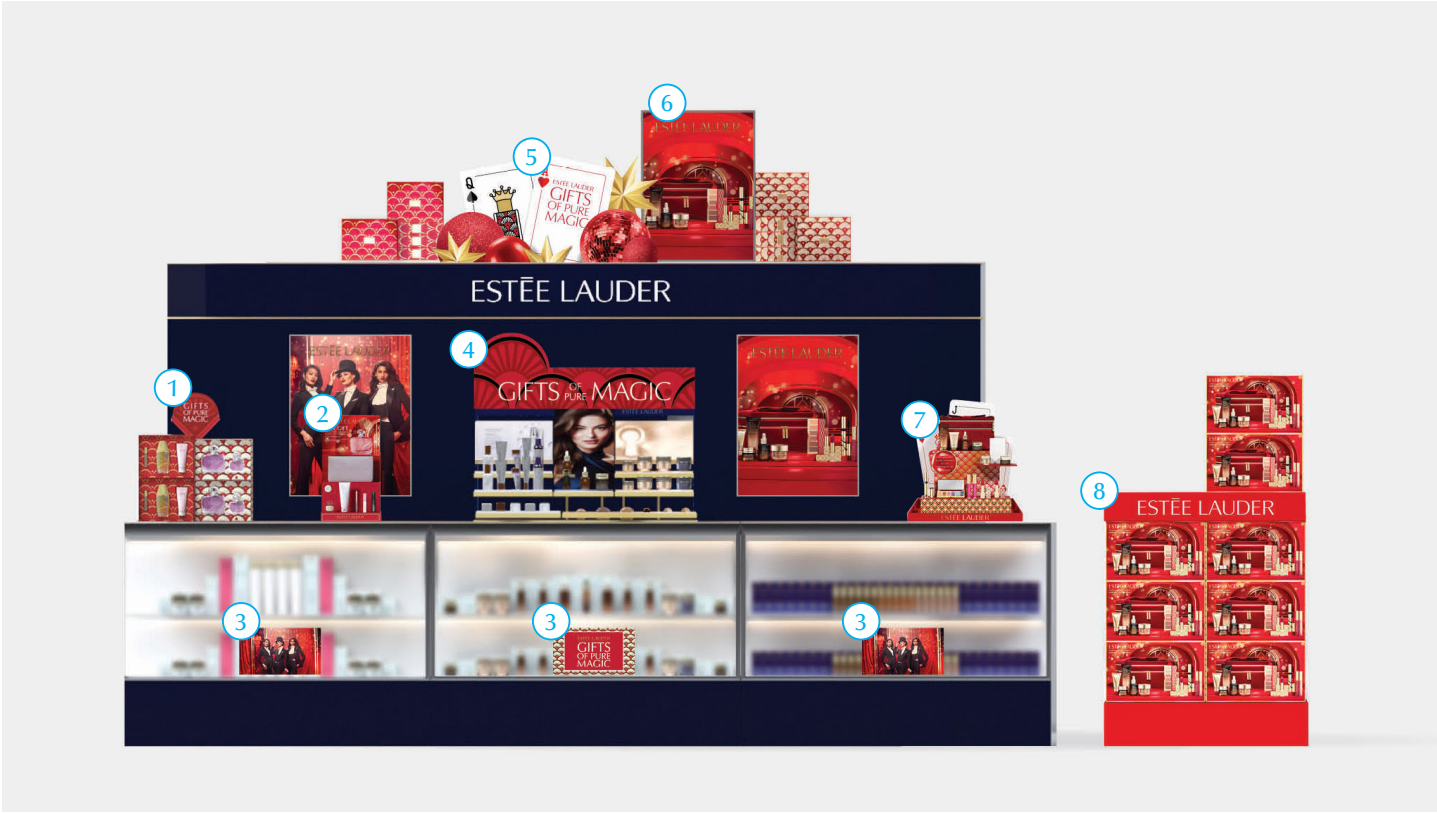
- 1. Tower Cap  
Retailer Produced Collateral
- 2. Tower Cube (Variant 1)  
Retailer Produced Collateral
- 3. Tower Cube (Variant 2)  
Retailer Produced Collateral
- 4. Holiday Table  
Retailer Produced Collateral

HOLIDAY DISPLAY ELEMENTS

- 1. Lollipop Signs (PAGE 28)  
Pre-pack code #: G7S0-70  
Quantity: 1 pre-pack per door (6 lollipop signs per pre-pack)
- 2. Fragrance GWP Unit (PAGE 32)  
Pre-pack code #: G7QM-60  
Quantity: 1 prop per door
- 3. In-Case Tent Cards (PAGE 26)  
Pre-pack code #: G7RD-60  
Quantity: 1 pre-pack per door (9 tent cards signs per pre-pack)
- 4. Full Line Unit Topper (PAGE 27)  
Pre-pack code #: G7RQ-60  
Quantity: 1 pre-pack per door (2 toppers per pre-pack)
- 5. Retailer Holiday Graphic 1  
Retailer Produced Collateral
- 6. Playing Cards Ledge Top Prop (PAGE 18)  
Pre-pack code #: G7RS-60  
Quantity: 1 prop per door
- 7. Retailer Holiday Graphic 2  
Retailer Produced Collateral
- 8. Photo Carton Top of Counter Unit (PAGE 31)  
Pre-pack code #: G7QN-60  
Quantity: 1 unit per door (select doors only)
- 9. Blockbuster Podium (PAGE 21)  
Pre-pack code #: G9SE-60  
Quantity: 1 pre-pack per door



Traditional Case Line Counter:



HOLIDAY ELEMENTS

HOLIDAY DISPLAY ELEMENTS

- |  |  |
|--|--|
| 1. Lollipop Signs (PAGE 28)<br>Pre-pack code #: G7S0-70<br>Quantity: 1 pre-pack per door (6 lollipop signs per pre-pack)       | 6. Retailer Holiday Graphic<br>Retailer Produced Collateral  |
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| 4. Full Line Unit Topper (PAGE 27)<br>Pre-pack code #: G7RQ-60<br>Quantity: 1 pre-pack per door (2 toppers per pre-pack)       |  |
| 5. Playing Cards Ledge Top Prop (PAGE 18)<br>Pre-pack code #: G7RS-60<br>Quantity: 1 prop per door                             |  |



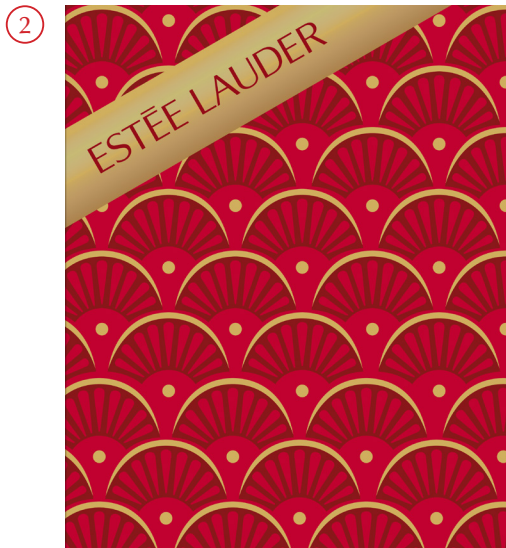
HOLIDAY ELEMENTS:  
LEDGE TOP PROPS

Gift Box with Playing Cards Ledge Top Prop (Macy's Only)

Pre-pack Code #: **G7RZ-60** (one pre-pack per door)



Pack out includes the following elements. See instruction sheet included in pack out for assembly direction.



HOLIDAY ELEMENTS:  
LEDGE TOP PROPS

Gift Box with Playing Cards Ledge Top Prop (Macy's Only)

Pre-pack Code #: **G7RZ-60** (one pre-pack per door)

Merchandising Guidelines:

- Place on ledge top as a center display
- **Do not display any sets on ledge top, especially Blockbuster sets.**



Example of how **NOT** to merchandise Macy's ledge top.



Example of how **TO** merchandise Macy's ledge top.



# HOLIDAY ELEMENTS: LEDGE TOP PROPS

## Playing Cards Ledge Top Prop (Select Retailers)

Pre-pack Code #: **G7RS-60** (one pre-pack per door)

Pack out comes pre-assembled with acrylic feet. Follow instruction included in pack-out on how to attach acrylic feet.



### Merchandising Guidelines:

- Place on ledge top as a center display with retailer holiday posters.
- Display fragrance sets to the sides of the center displays. **Use Beautiful, Magnolia, and Pleasures sets only.**



Magnolia      Beautiful      Pleasures

Note: Keep a minimal display and do not overcrowd.



# HOLIDAY ELEMENTS: BLOCKBUSTER

## Blockbuster Towers (Select Retailers)

Pre-pack Code #: **G8WE-60** (quantities vary by door)

The packout includes the complete tower, as shown below. Please refer to the included instruction sheets for guidance on assembling the Blockbuster tower.

### Merchandising Guidelines:

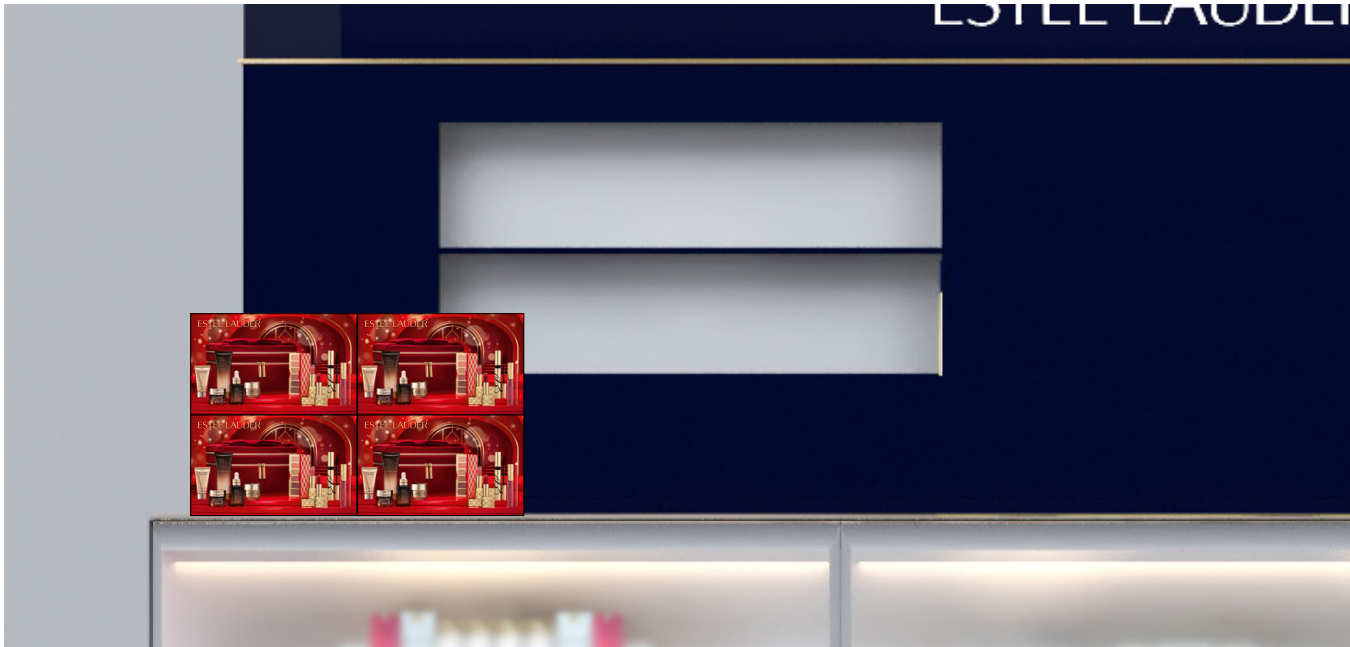
- Place Blockbuster Towers in high traffic aisles adjacent to Estée Lauder counter.
- When Blockbusters sell through, remove risers and platform from Blockbuster display and fill with gift sets.



HOLIDAY ELEMENTS:  
BLOCKBUSTER

Blockbuster Saleable Boxes (Select Retailers):

For stores with caselines, display Blockbuster boxes on top of the counter by stacking them two high, as shown below. Do not place Blockbuster boxes on ledge tops.



Important Note: Do not place/merchandise Blockbuster saleable boxes on ledge top.



HOLIDAY ELEMENTS:  
BLOCKBUSTER

Blockbuster Podium:

Pre-pack Code #: **G9SE-60** (one pre-pack per door)

Merchandising Guidelines:

- Store and display Blockbuster saleable boxes on Blockbuster Podium as shown below.
- Place Blockbuster Podium in high traffic aisles adjacent to Estée Lauder counter.





HOLIDAY ELEMENTS:  
BLOCKBUSTER

Blockbuster Top-of-Counter Unit (Select Retailers):

Pre-pack Code #: **G8WD-60** (1 pre-pack per door)



Merchandising Guidelines:

- Place Blockbuster Towers Unit on top of counter as shown below.
- Display Blockbuster saleable boxes next to unit.



HOLIDAY ELEMENTS:  
RE-NUTRIV LUXURY

Re-Nutriv Luxury Top-of-Counter Unit (Select Retailers):

Pre-pack Code #: **G8B9-60** (1 pre-pack per door)



Merchandising Guidelines:

- Place Re-Nutriv Luxury Top-of-Counter Unit (version 1 shown below).
- Display Blockbuster saleable boxes next to unit with L-Shape Price Sign that tucks under boxes.



RN Luxury Unit L-Shape  
Price Sign  
Pre-pack Code #: **G9AF-70**  
(1 pre-pack per door)

HOLIDAY ELEMENTS:  
RE-NUTRIV LUXURY

Re-Nutriv Luxury Sets with L-Shape Sign:

L-Shape Sign Pre-pack Code #: **G9AF-70** (1 pre-pack per door)



Merchandising Guidelines:

- For doors that do not receive Re-Nutriv Luxury Top-of-Counter Unit, place sets directly on counter with L-shape price sign underneath the sets. See below.

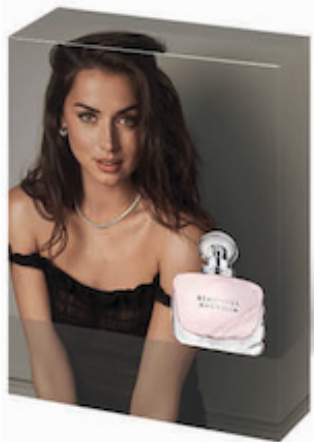


RN Luxury Unit L-Shape  
Price Sign  
Pre-pack Code #: **G9AF-70**  
(1 pre-pack per door)

HOLIDAY ELEMENTS:  
TOWER TOPPERS

Estée Lauder Tower Toppers (MSNA/Open Sell Doors Only)

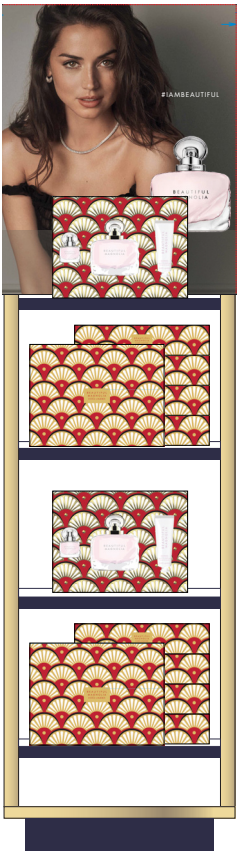
Pre-pack Code #: **G7RB-60** (two toppers per pre-pack: one "Gifts of Pure Magic" and one Magnolia model image).



Merchandising Guidelines:

- Assemble tower topper according to the instruction sheet included and insert into the top of tower.
- For tower with "Gifts of Pure Magic" topper, display Pleasures and Beautiful fragrance sets.
- For tower with Magnolia Model Image, display Magnolia sets only.

When displaying sets,  
alternate between  
open and closed sets  
as shown.





HOLIDAY ELEMENTS:  
IN-CASE TENT CARDS

Free-standing, Double-Sided Tent Cards:

Pre-pack Code #: **G7RD-60** (9 Tent Cards are included per pre-pack)



SIDE A:  
Model Image



SIDE B:  
“Gifts of Pure Magic” Image

Merchandising Guidelines:

- First, remove Fall 2024 in-case graphics along with frame and store for re-use after Holiday.
- Replace Fall 2024 in-case graphics with holiday tent cards inside case on the bottom shelf, centered, alternating between Model Image and “Gifts of Pure Magic” Image.
- **Do not place tent cards in Beautiful Magnolia and Re-Nutriv cases. Continue to use existing in-case graphics.**



HOLIDAY ELEMENTS:  
FLU HOLIDAY TOPPERS

**HOLD FALL  
'24 TOPPER TO  
BE REUSED IN  
JANUARY '25**

Full Line Tester Unit Holiday Toppers:

Pre-pack Code #: **G7RQ-60** (2 Holiday Toppers are included per pre-pack)



“GIFTS OF PURE MAGIC” FULL LINE TESTER UNIT TOPPER



DOUBLE WEAR FULL LINE TESTER UNIT TOPPER

Merchandising Guidelines:

- Place “Gifts of Pure Magic” FLU Topper on top of **Color or Skincare FLU**.
- Place Double Wear on top of **Foundation FLU only**.
- Do not place toppers on top of Distortion Table Units.



“GIFTS OF PURE MAGIC” FLU TOPPER ON  
COLOR FLU EXAMPLE

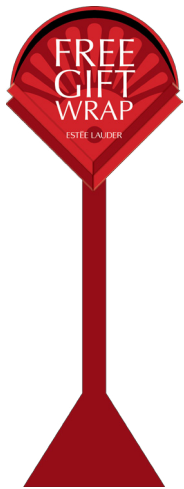


DOUBLE WEAR FLU TOPPER ON  
FOUNDATION FLU EXAMPLE

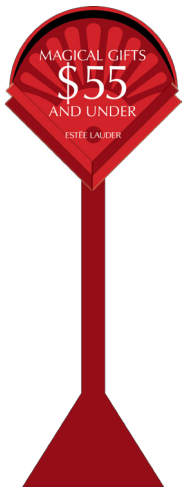
# HOLIDAY ELEMENTS: LOLLIPOP SIGNS

## Lollipop Sign Pieces:

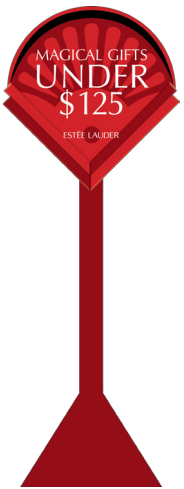
Pre-pack Code #: **G7S0-70** (6 signs per pre-pack)



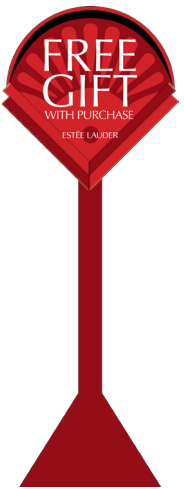
2 PCS.



2 PCS.



1 PC.



1 PC.

# HOLIDAY PROMOS

## Merchandising Guidelines:

- ° Place lollipop signs to corresponding sets on top of counter.





HOLIDAY PROMO:  
LOLLIPOP SIGNS

Generic Discount Signs (Lollipop Signs)

Pre-pack Code #: **G7S2-70** (5 signs per pre-pack)



Merchandising Guidelines:

- Place generic discount signs to existing silver metal lollipop sign holder already in stores.
- Merchandise special offer sets with generic discount signs where applicable.
- Refer to special offer cadence below to know when to place generic discount signs.

Sets Offer Cadence + Qualifying Sets:

**11/24 - 11/30**  
30% Off  
Black Friday + Cyber Monday

**12/1 - 12/4**  
25% Off  
Special Offer

**12/5 - 12/9**  
20% Off  
Special Offer

**12/10 - 12/11**  
30% Off  
Special Offer

A Joyful Spell Pleasures Duo  
\$125 SRP

A Joyful Spell Pleasures Deluxe Trio  
\$115 SRP

A Joyful Spell Pleasures Favorite Duo  
\$55 SRP

Beautiful Spray Duo Duo  
\$150 SRP

A Daring Spell Beautiful Magnolia Trio  
\$150 SRP

A Daring Spell Beautiful Magnolia Duo  
\$175 SRP

Fragrance Treasures  
\$42 SRP

Magic Whispers Lip Gloss Set  
\$40 SRP

Magical Youth Keepers  
\$120 SRP

24/7 Magic Routine  
\$100 SRP

Supreme Fantasy  
\$170 SRP

**MACY'S CTC\* DOORS ONLY**

\* CTC: Chinese Traveling Consumer

HOLIDAY PROMO:  
PHOTO CARTON

Photo Carton Top-of-Counter Unit: (Limited Top Doors Only)

Pre-pack Code #: **G7QN-60**



Merchandising Guidelines:

- Place Color Unit on top of counter with sets. For caseline doors, place on top of a color case.
- Remove unit when sets sell through.



NOTE:

The Photo Carton Unit includes 9 interchangeable inserts. Keep all of them for future use and replace them as needed when sets are sold through.

Magic Whispers Lip Gloss Set X1	Levitating Lip Care Duo X1	Magical Illusions Lipstick Set X1
Enchanted Eyes X1	Fragrance Treasures X1	Lights Camera Glow X1
Unveil Your Glow X1	Blank Plates X2	

HOLIDAY PROMO:  
FRAGRANCE GWP

Fragrance Gift-With-Purchase Unit:

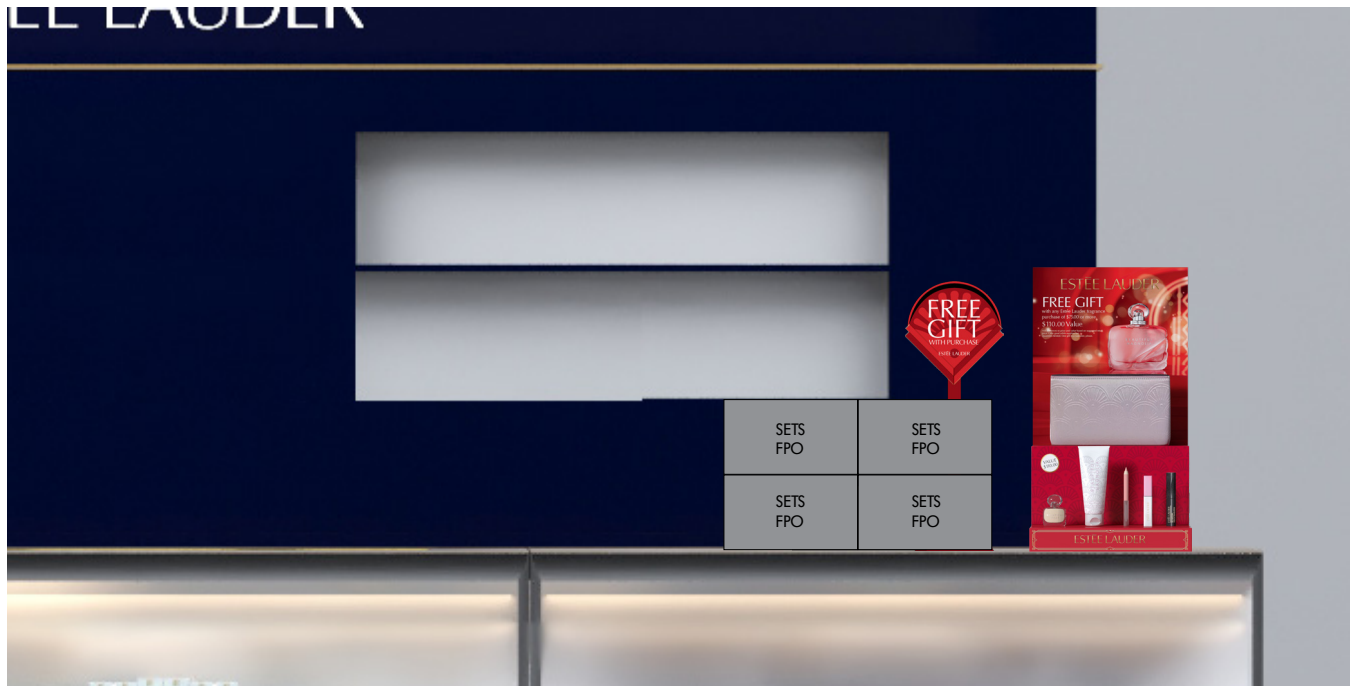
Pre-pack Code #: **G7QM-60**



HOLIDAY GIFTING

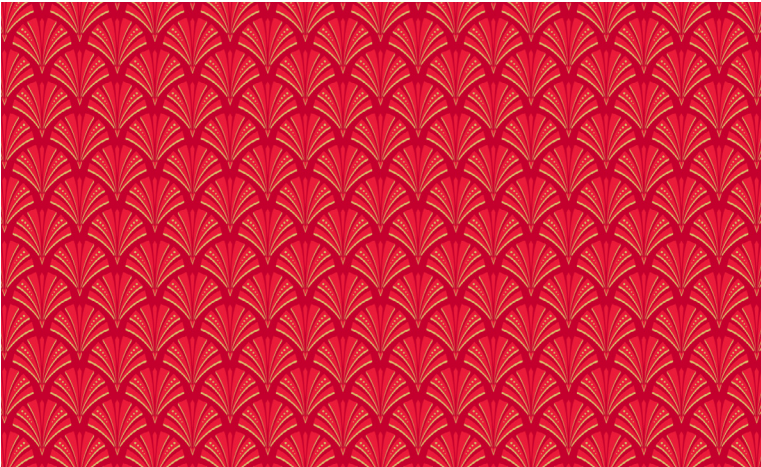
Merchandising Guidelines:

- Place Fragrance GWP Unit on top of counter with sets displayed next to the unit. For caseline doors, place on top of a fragrance case when possible.
- Display unit with “Free Gift” lollipop sign as shown below.





HOLIDAY GIFTING:  
COLLATERAL



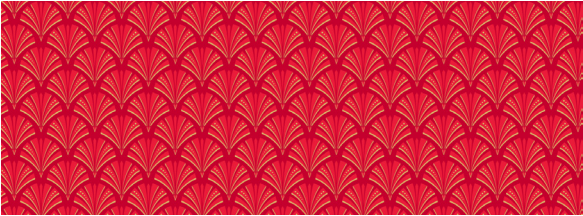
HOLIDAY PRE-CUT GIFT WRAP SHEET (FOR BLOCKBUSTER/  
LIMITED QUANTITIES)  
Pre-pack Code #: G8DZ-70  
1 Pre-pack per door (25 Sheets)



HOLIDAY RIBBON  
Pre-pack Code #: G8EZ-70  
1 Pre-pack per door (2 Rolls)



HOLIDAY HANG TAG  
Pre-pack Code #: TBD  
X Pre-pack per door



HOLIDAY GIFT WRAP ROLL  
Pre-pack Code #: G8EB-70  
1 Pre-pack per door (1 Roll)

Gifting on Top of Counter:

Create a gifting station on top of counter by wrapping sets with holiday wrap and ribbon. See rendering below for reference.



HOLIDAY GIFTING:  
VALUE “FLAGS”

Value “Flags” Placement

Pre-pack Code #: **G7QP-70**  
Place % off flag on the top right corner of the the display box set as shwon. Use correct % as per marketing offer.



Value “Flags” Percentages:



HOLIDAY GIFTING:  
CUSTOM CONTAINERS

Holiday Container Program

Create gifts using this year’s holiday containers shown below. Choose 1-4 products for each container and add a complimentary gift of the customer’s choice.



To hold 3 or more gifts  
**LARGE HOLIDAY GIFT BOX**  
Pre-pack Code #: **G8F9-70** (12 per pre-pack with tissue)

To hold 1-3 gifts  
**SMALL HOLIDAY CLEAR GIFT BOX**  
Pre-pack Code #: **GAZ7-70** (20 per pre-pack)

Complimentary Gifts:



Beautiful Lotion  
(75ml, \$21 Value)



Beautiful Magnolia  
Hand Cream  
(30ml, \$24 Value)

Refer to the following page for suggestions on how to build your containers using the Large Holiday Gift Box and the Small Holiday Clear Gift Box.

Fragrance Container Suggestions:

Build gifts using price-points ranging from \$80+.

BEAUTIFUL \$200+ GIFT SET



Set of 3 with complimentary  
Beautiful Lotion

BRONZE GODDESS  
\$150 GIFT SET



Set of 3 items with complimentary  
Beautiful Magnolia Hand Cream

BEAUTIFUL MAGNOLIA  
\$150 GIFT SET



Set of 2 items with  
complimentary Beautiful  
Lotion

Skincare Container Suggestions:

ADVANCED NIGHT REPAIR  
\$200+ GIFT SET



Set of 3 with complimentary  
Beautiful lotion

REVITALIZING SUPREME+  
\$150+ GIFT SET



Set of 3 with complimentary  
Beautiful Magnolia Hand Cream

ADVANCED NIGHT REPAIR  
\$110 GIFT SET



Set of 2 items with  
complimentary Beautiful  
Magnolia Hand Cream

Mixed Container Suggestions:

MIX 1: \$200+ GIFT SET



Set of 3 items with complimentary  
Beautiful Lotion

MIX 2: \$150 GIFT SET



Set of 3 or more items with  
complimentary Beautiful Magnolia Hand  
Cream

MIX 3: \$80 GIFT SET



Set of 2 items with  
complimentary Beautiful  
lotion



# HOLIDAY GIFTING: CUSTOM CONTAINERS

## Custom Holiday Gift Box Do's & Dont's

### Do's:

- When using the Large Holiday Gift Box, **always use the dust cover** to enclose custom sets for a polished presentation. See image .....>
- Use the container mix suggestions from the previous page as a guide for selecting products to display in the Large Holiday Gift Box.
- Use EL-branded containers for countertop display first. Once these containers run out, switch to the retailer gift boxes.



### Dont's:

- **Do not use shrink wrap or tulle** to cover EL Large Holiday Gift Box or any of EL custom containers only on retailer gift boxes.
- **Do not add enhancements**, such as: petals or ribbons on any of the EL containers as shown in the photo.



Using tulle, ribbon, and petals on EL custom container.



Using shrink wrap on an EL Gift Box.



Use of shrink wrap and fabric is only approved when part of the retailer custom gifting program.

## AERIN CONTAINERS: SUGGESTED MIXES

### AERIN SMALL BAG MIXES: AERIN SHOPPING BAG (ALONE) CODE #:TBD

Mix 1:



Holiday Travel Favorites  
0.24 oz Amber Musk Travel Spray,  
0.24 Cedar Violet Travel Spray  
\$70.00 S.R.P.

Mix 2:



Rose Gift Set  
4.2 oz Rose Hand and Body Cream,  
Rose Lip Conditioner  
\$105.00 S.R.P.

Mix 3: **MACY'S ONLY**



Rose Fragrance Gift Set  
1.7 oz Rose de Grasse Fragrance, New  
1.7 oz Rose Cocoa Fragrance  
\$550.00 S.R.P.

Mix 4: **MACY'S ONLY**



Rose Cocoa Gift Set  
New 1.7 oz Rose Cocoa Fragrance,  
Rose Lip Conditioner  
\$315.00 S.R.P.

### AERIN SMALL CONTAINER MIXES: AERIN CONTAINER (PRE-TIED RIBBON) CODE #: TBD

Mix 1:



Amber Musk Fragrance Gift Set  
1.7 oz Amber Musk Fragrance, 1.7 oz  
New Amber Musk Santal Fragrance  
\$300.00 S.R.P.

Mix 2:



Amber Musk Fragrance Gift Set  
5.0 oz Amber Musk Body Creme,  
1.7 oz Amber Musk Fragrance  
\$215.00 S.R.P.

Mix 3:



Rose de Grasse Gift Set  
1.7 oz Rose de Grasse Fragrance, 1.7 oz  
Rose de Grasse Joyful Bloom Fragrance  
\$485.00 S.R.P.

Mix 4:

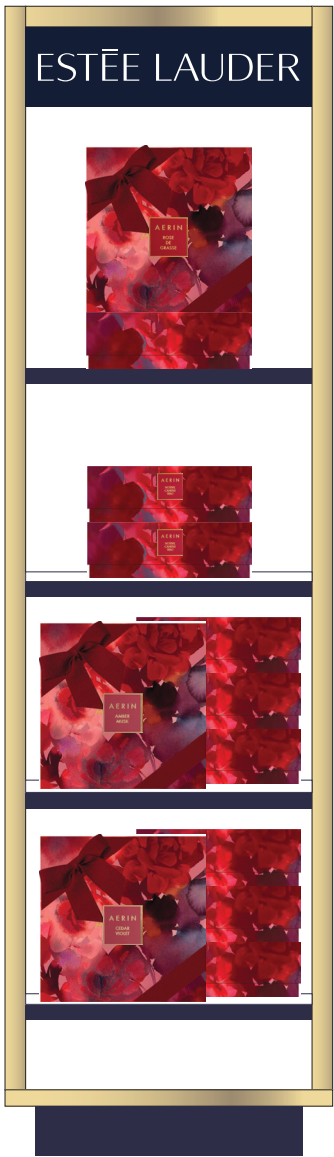


Rose de Grasse  
1.7 oz Rose de Grasse Fragrance,  
Rose Lip Conditioner  
\$315.00 S.R.P.

AERIN Holiday Table:  
If space allows, create a gifting station on top of counter using holiday sets and candles.




AERIN Holiday Tower:  
If space allows, dedicate a tower featuring Aerin sets. See example.




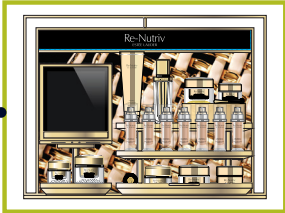



LINE TESTERS & TRENDING  
NOW LAUNCH UNITS/  
IN CASE PROPS








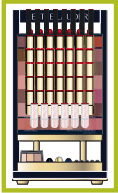

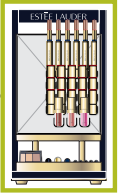
	Currently on-counter	SEPT	OCT-DEC	JAN '25 PREVIEW
LAUNCH	<div><p>SKINCARE TRENDING NOW UNIT Update with new templates and graphics <b>Select Doors</b> Unit Code #: PG5E-60 Update Code #: G8RR-60</p></div>			<div><p>SKINCARE TRENDING NOW UNIT SRP Update Only <b>Select Doors</b> Unit Code #: PG5E-60 Update Code #: TBD</p></div>
IN-CASE	<div><div><p>ADVANCED NIGHT REPAIR OVERNIGHT TREATMENT IN-CASE PROP GRAPHIC <b>All Doors</b> Graphic Code #: G96T-70</p></div><div><p>SUPREME+ NIGHT BOUNCE IN-CASE PROP GRAPHIC <b>All Doors</b> Graphic Code #: G97B-70</p></div><div><p>PERFECTIONIST PRO IN-CASE PROP GRAPHIC <b>All Doors</b> Graphic Code #: TBD</p></div></div>			
LINE TESTER	<div><p>SKINCARE LTU (W/O SUPREME MOISTURIZER REFILLS) <b>Most Doors</b> Supreme+ Night Bounce Update with new graphic Unit Code #: PG58-60 Graphic Update Code #: G984-70</p></div>			<div><p>SKINCARE LTU (W/O SUPREME MOISTURIZER REFILLS) <b>Most Doors</b> Update with new template and graphics Unit Code #: PG58-60 Update Code #: TBD</p></div>

Select Doors Only

All Doors




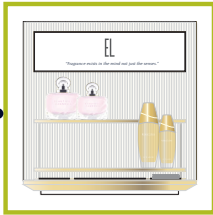




North America Tester Cadence: Department Stores			RE-NUTRIV		Spring '25 Preview
	Currently on-counter	SEPT	OCT-DEC	JAN '25 PREVIEW	
DEPARTMENT STORE (DIAMOND)	<div></div> <div>RE-NUTRIV DIAMOND LTU <b>Select Doors</b> Update with new templates and graphics Uit Code #: <b>PT2M-60</b> Graphic Update Code #: <b>G980-70</b> Acrylic Update Code #: <b>G8RY-60</b></div>			<div></div> <div>RE-NUTRIV DIAMOND LTU <b>Select Doors</b> Update with new templates and graphics Uit Code #: <b>PT2M-60</b> Graphic Update Code #: <b>TBD</b> Acrylic Update Code #: <b>TBD</b></div>	
	<div></div> <div>RE-NUTRIV BAR <b>Select Doors</b> Install New Unit Unit Code #: <b>TBD</b> Graphic Update Code #: <b>GA0L-700</b> Acrylic Update Code #: <b>G9YF-60</b></div>			<div></div> <div>RE-NUTRIV BAR <b>Select Doors</b> Update graphics Unit Code #: <b>TBD</b> Graphic Update Code #: <b>TBD</b> Acrylic Update Code #: <b>TBD</b></div>	
DEPARTMENT STORE (NON-DIAMOND)	<div></div> <div>RE-NUTRIV BRILLIANCE UNIT (ULRY) <b>Select Doors</b> Graphic update Unit Code #: <b>PT2N-60</b> Graphic Code #: <b>G97Z-70</b></div>			<div></div> <div>RE-NUTRIV BRILLIANCE UNIT (ULRY) <b>Select Doors</b> Update with new templates and graphics Unit Code #: <b>PT2N-60</b> Graphic Code #: <b>TBD</b></div>	
				<div><div></div> Select Doors Only <div></div> All Doors</div>	



	Currently on-counter	SEPT	OCT-DEC	JAN '25 PREVIEW
LAUNCH	<div><p>IPAD/IMATCH TRENDING NOW UNIT Update with new templates and graphics <b>Select Doors</b> Unit Code #: PG5H-60 Update Code #: G8TY-60</p></div>			<div><p>IPAD/IMATCH TRENDING NOW UNIT Update with new templates and graphics <b>Select Doors</b> Unit Code #: PG5H-60 Update Code #: TBD</p></div>
IN-CASE	<div><p>TURBO LASH IN-CASE GRAPHIC <b>Select Doors</b> GRAPHIC Code #: G1QA-70</p></div>			
LINE TESTER	<div><div><p>COLOR LTU (56 LIP SHADE VARIANT) Update with new templates and graphics <b>Select Doors</b> Unit Code #: PG53-60 Graphic Update Code #: G98J0-70 Acrylic Update Code #: G8W0-60</p></div><div><p>COLOR LTU (36 LIP SHADE VARIANT) Update with new templates and graphics <b>Select Doors</b> Unit Code #: PG53-60 Graphic Update Code #: G98H-70 Acrylic Update Code #: G8W1-60</p></div><div><p>COLOR HYBRID LTU - VER. 2 Boscov's, Independents, Blue Mercury, and Puerto Rico Doors Graphic update Unit Code #: PG5G-60 Graphic Update Code #: G98K-70</p></div></div>			<div><div><p>COLOR LTU (56 LIP SHADE VARIANT) Update with new templates and graphics <b>All Doors with Color LTU</b> Unit Code #: PG53-60 Graphic Update Code #: TBD Acrylic Update Code #: TBD</p></div><div><p>COLOR HYBRID LTU - VER. 2 Boscov's, Independents, Blue Mercury, and Puerto Rico Doors Update with new templates and graphics Graphic Update Code #: TBD Acrylic Update Code #: TBD</p></div></div> <div><div></div><div>Select Doors Only</div><div></div><div>All Doors</div></div>

	Currently on-counter	SEPT	OCT-DEC	JAN '25 PREVIEW
LAUNCH	<div><p>DRAMMING UNIT New graphic updates on all panels <b>All Doors</b> Unit Code #: RYC5-60 GRAPHIC Update Code #: PNIP-70</p></div> <div><p>COLOR/FOUNDATION TRENDING NOW UNIT Update with new templates and graphics <b>Select Doors</b> Unit Code #: PG5F-60 Graphic Update Code #: G9FM-70 Acrylic Update Code #: G8TZ-60</p></div> <div><p>DRAMMING PEDESTAL Foundation Panels Update <b>Select Doors</b> Pedestal Code #: P4EE-60 Pedestal Update Code #: PNIT-60</p></div>	<div><p>DRAMMING UNIT New graphic updates on all panels <b>Select Doors</b> Unit Code #: PNIP-70 Graphic Update Code #: GA78-70</p></div> <div><p>DRAMMING PEDESTAL Foundation Panels Update <b>Select Doors</b> Pedestal Code #: P4EE-60 Pedestal Update Code #: GA78-70</p></div>		
				<div><p>COLOR/FOUNDATION TRENDING NOW UNIT Update with new templates and graphics <b>Select Doors</b> Unit Code #: PG5F-60 Graphic Update Code #: TBD Acrylic Update Code #: TBD</p></div>
IN-CASE	<div><p>DOUBLE WEAR RE-PROMOTE IN-CASE GRAPHIC GRAPHIC Code #: G96S-70</p></div> <div><p>FUTURIST SKINTINT IN-CASE GRAPHIC GRAPHIC Code #: G6B1-70</p></div>			
				<div></div>
LINE TESTER	<div><p>FOUNDATION LINE TESTER UNIT Update with new templates and graphics <b>All Doors</b> Unit Code #: PJHJ-60 Acrylic Update Code #: G4AS-60 Graphic Update Code #: G6CS-70</p></div>			
				<div><p>FOUNDATION LINE TESTER UNIT Update with new templates and graphics <b>All Doors</b> Unit Code #: PJHJ-60 Graphic Update Code #: TBD Acrylic Update Code #: TBD</p></div>



ESTÉE LAUDER		North America Tester Cadence: Department Stores		FRAGRANCE	Fall 2024
	Currently on-counter	SEPT	OCT-DEC	JAN '25 PREVIEW	
AERIN	<div></div> <div>AERIN LINE FRAGRANCE UNIT Update with new graphics and new product Amber Musk Santal <b>with hard-on-counter date: 8/1</b> All Doors Except Macy's Graphic Update Code #: <b>G73S-70</b></div>		<div></div> <div>AERIN LINE FRAGRANCE UNIT Update with new product Rose Cocoa <b>with hard-on-counter date: 10/1</b> Macy's Exclusive</div>		
LINE TESTER	<div></div> <div>LUXURY FRAGRANCE LINE TESTER UNIT <b>Select Doors</b> Update with new limited life fragrance Unit Code #: <b>G1RE-60</b> Puck Update Code #: <b>G3PY-60</b> Graphic Update Code #: <b>G4MN-70</b></div>	<div></div> <div>LUXURY FRAGRANCE CONVERSION <b>Select Doors</b> Update to Beautiful Fragrance Highlighter Unit Unit Code #: <b>G1RE-60</b> Graphic Update Code #: <b>GAAS-70</b></div>			
	<div></div> <div>FRAGRANCE LINE TESTER <b>Most Doors</b> Update back riser and platform graphic to Bronze Goddess Unit Code #: <b>PG59-60</b> Update Code #: <b>G9LJ-70</b></div>				
IN-CASE & OTHER	<div></div> <div>BEAUTIFUL MAGNOLIA RE-PROMOTE IN-CASE PROP GRAPHIC GRAPHIC Code #: <b>G6DA-70</b></div>			<div><div> Select Doors Only</div><div> All Doors</div></div>	

# LIGHT-BOXES/TOOLS/ COUNTER SUPPORT

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# Fall '24 Light-boxes

Shipping week of TBD for an on-counter date of 10/1 (no earlier, please). Install on 10/1.

## BEHIND SKINCARE CASES:



Option #1  
Ana + Supreme  
(Keep from Fall)



Option #2  
Update to: Holiday ANR

### Priority 1 or if 1 Lightbox: Holiday Model



## BEHIND MAKEUP CASES:



Option #1  
Holiday Double Wear

## BEHIND FRAGRANCE CASES:



Option #1  
New FA24 Magnolia  
Visual



Option #2  
3 Kings

## BEHIND RE-NUTRIV CASES:



Option #1  
Keep from Fall: Brilliance Creme Product Shot

# 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.

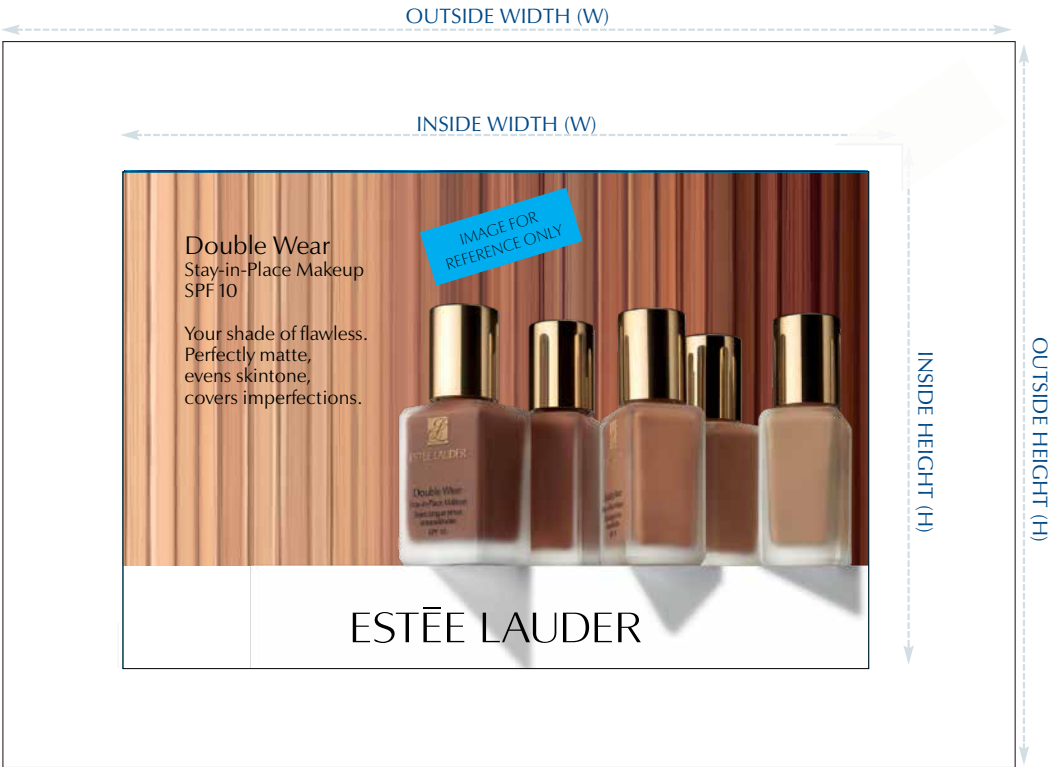
## POINTERS

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



### VERTICAL LIGHTBOX W < H



# Selling Tools

- Fragrance Blotter Cards GYN4-70

## Need Some Help?

For all questions / concerns regarding:

- Tracking collateral (ongoing or launch)
- Tracking GWP/ samples  
(FASTEST SERVICE CALL NUMBER BELOW)
- Tracking Light Box graphics

- Requesting missing or damaged collateral/ tester units  
(SEND PHOTO IF POSSIBLE)
- Light Box issues
- Request Point-of-Sale Guidelines

### UNITED STATES

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

### CANADA

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

Hours of operation: Monday to Friday 9:00AM – 7:00PM 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			
<u>Date Requested/ Contacted POS COE</u>	<u>Details of Request</u>	<u>Notes</u>	<u>Date Resolved</u>

# 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” GRAPHIC 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 GRAPHICs 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.

GRAPHIC or GRAPHIC CARD: Visual piece featured on a tester unit or in a frame.

LOCATOR: Piece that positions, or “locates”, testable product/ pans in Open Sell or Tester Units.

MULTIPLE PRODUCT LOCATOR (MPL): Locator that inserts into the Access System track to display testable product for Fragrance and Skincare Typically features key products in either a franchise (“family”) or category.

PLANOGRAM or SCHEMATIC: Diagram indicating specific collateral, locator, or product placement within a merchandising fixture or environment.

POINT-OF-SALE GUIDeLiNES: Seasonal merchandising and overview regarding most current programming, case-line schematics and tester placement. Provides month-to-month direction for your counter.

POSTER: Standard 22” x 28” collateral that inserts into a poster frame.

PROMOTIONAL FOCUS UNIT: Vitrine unit with banner graphic that is placed on counter to highlight promotional vehicles.

TEMPLATE: Updatable base piece that holds a specific product or product line on a launch tester unit.

TESTABLE PAN: Actual product pan of eyeshadow, blush, or pressed powder (inserts either directly into locator, or into a godet, then into the locator).

TESTER UNIT: Counter unit display where a customer can see and test product.

TRAY: Positioned on a shelf—consists of testable product, sign, and saleable product stock (also referred to as a “merchandise”).

VITRINE: Acrylic display cube to house and highlight product or promotional item. Can also be incorporated in a backwall or back island display case, similar in size and shape to an actual fish-tank. Typically holds one set of in-case props along with featured product.



