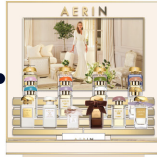
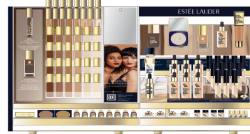




Neiman Marcus

ESTÉE LAUDER
Point-of-Sale Guidelines
Fall 2025

TESTER CADENCE

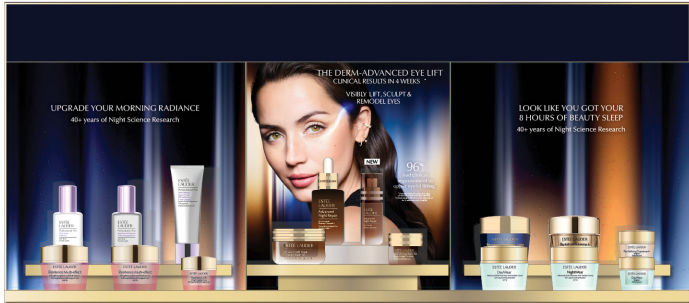
	CURRENTLY ON-COUNTER	JUL	AUG	SEPT	OCT	NOV
LAUNCH TESTERS	 COMPACTS & SOLIDS VITRINE UNIT Place new compacts and solids collection in vitrine All Doors  ULTRA LUXE FRAGRANCE UNIT All Doors Update Code #: TBD  IPAD/MATCH TRENDING NOW UNIT Update with new templates and graphics Select Doors Unit Code #: PG5H-60 Update Code #: GB9F-60	 IPAD/MATCH TRENDING NOW UNIT Update with new graphics Select Doors Unit Code #: PG5H-60 Graphic Update Code #: GCG5-70				
AERIN	 PREMIER AERIN FRAGRANCE UNIT All Doors Update with new Med Honey Tiare graphic Graphic Update Code #: G73S-70			 AERIN FRAGRANCE UNIT All Doors Update with new fragrances and new templates Graphic Code #: GDDQ-70 Acrylic Code #: TBD		
RE-NUTRIV	 RE-NUTRIV DIAMOND LTU Select Doors Update with new templates and graphics Unit Code #: PT2M-60 Graphic Update Code #: GBAR-70 Acrylic Update Code #: GB7E-60			 NEW RE-NUTRIV CORE UNIT Select Doors Remove current Re-Nutriv Line Tester Unit at counter and install this new unit Unit Code #: GCZL-60 NOTE: Discard current Re-Nutriv tester unit on counter and replace with new Re-Nutriv Core Unit.	 RE-NUTRIV CORE UNIT Select Doors Update with new product and template Unit Code #: GCZL-60 Graphic Code #: TBD Acrylic Code #: TBD	
LINE TESTERS	 FOUNDATION LINE TESTER UNIT Update with new templates and graphics All Doors Unit Code #: PJHJ-60 Update Code #: GB7P-60  COLOR HYBRID LTU - VER. 1 Update with new templates and graphics All Other Doors Unit Code #: PG5G-60 Update Code #: TBD  COLOR LTU Update with new templates and graphics All Doors with Color LTU Unit Code #: PG53-60 Acrylic Update Code #: GB7X-60 Graphic Update Code #: GC1H-70  SKINCARE LIT ANGLED UNIT Update with new graphic All Other Doors Unit Code #: PA58-60 Graphic Update Code #: TBD  SKINCARE LTU Most Doors Update with new template and graphics Unit Code #: PG58-60 Graphic Update Code #: GBAT-70 Acrylic Update Code #: GB7B-60	 COLOR HYBRID LTU Update with new templates and graphics All Other Doors Unit Code #: PG5G-60 Graphic Update Code #: Shipping Direct-to-Door Acrylic Update Code #: GC9C-60  COLOR LTU Update with new templates and graphics All Doors with Color LTU Unit Code #: PG53-60 Graphic Update Code #: Shipping Direct-to-Door Acrylic Update Code #: GC9B-60  SKINCARE LIT ANGLED UNIT Update with new graphic All Other Doors Unit Code #: PA58-60 Graphic Update Code #: TBD		 NEW SKINCARE CORE UNIT Select Doors Remove current Skincare Line Tester Unit at counter and install this new unit Unit Code #: GCZK-60 NOTE: Discard current Skincare line tester and Angled unit on counter and replace with new Skincare Core Unit.	 FOUNDATION LINE TESTER UNIT Update with new templates and graphics All Doors Unit Code #: PJHJ-60 Update Code #: GC9H-60	

NEW UNIT

SKINCARE CORE UNIT

August Update

FRONT ELEVATION VIEW



OVERHEAD VIEW



NOTE:
Discard current Skincare line tester unit on counter and replace with new Skincare Core Unit.



NEW GRAPHICS

NEW TEMPLATES & GRAPHICS

Product List

- | | |
|---|---|
| 1. Perfectionist Pro Brightening Treatment (1.7 oz) | 9. Resilience Multi-Effect Eye Creme (0.5 oz) |
| 2. Perfectionist Pro Rapid Firm + Lift Treatment (1.7 oz) | 10. Advanced Night Repair Serum Synchronized Multi-Recovery Complex (1.7oz) |
| 3. Perfectionist Pro Multi-Defense UV Gel (1.0 oz) | 11. New Advanced Night Repair Eye Lift + Firm (0.5 oz) |
| 4. Revitalizing Supreme+ Night Power Bounce Creme (1.7 oz) | 12. Advanced Night Repair Overnight Treatment (2.2 oz) |
| 5. Revitalizing Supreme+ Youth Power Creme (1.7 oz) | 13. Advanced Night Repair Supercharged Eye Gel-Creme (0.5 oz) |
| 6. Revitalizing Supreme+ Youth Power Eye Balm (0.5 oz) | 14. DayWear Multi-Protection Antioxidant 24H-Moisture Creme SPF15 (1.7oz) |
| 7. Resilience Multi-Effect Face and Neck Creme SPF15 (1.7 oz) | 15. DayWear Anti-Oxidant 72H-Hydration Sorbet Creme SPF15 (1.7 oz) |
| 8. Resilience Multi-Effect Night Creme (1.7 oz) | 16. DayWear Eye Cooling Anti-Oxidant Moisture Gel Crème (0.5 oz) |

SKINCARE LIT ANGLED UNIT

July Update

HISTORY OF UPDATES

Jul '24	Update with new graphics (G9D0-70).
Jan '25	Update with new templates and new graphics (TBD).
Jul '25	Update with new templates and new graphics (TBD).

TOP VIEW



NEW GRAPHICS

NEW TEMPLATES & GRAPHICS

Product List

- | | |
|--|--|
| 1. Resilience Multi-Effect Face and Neck Night Creme, 1.7 oz (1) | 7. Resilience Multi-Effect Eye Creme, .5oz (1) |
| 2. Perfectionist Pro Brightening Treatment (1.7 oz) | 8. Resilience Multi-Effect Face and Neck Creme SPF15, 1.7 oz (1) |
| 3. Advanced Night Repair Synchronized Multi-Recovery Complex, 1.7 oz (1) | 9. Advanced Night Repair Overnight Treatment, 2.2 oz (1) |
| 4. New Advanced Night Repair Eye Serum, (1) | 10. Advanced Night Repair Eye Supercharged Complex, 0.5 oz (1) |
| 5. Perfectionist Pro Rapid Firm + Lift Serum, 1.7 oz (1) | 11. Revitalizing Supreme+ Youth Power Creme, 1.7oz (1) |
| 6. Revitalizing Supreme+ Night Power Bounce Creme 1.7oz | 12. Revitalizing Supreme+ Youth Power Eye Balm, 0.5oz (1) |

NEW UNIT

RE-NUTRIV CORE UNIT

September Update (Fall Part 1)

HISTORY OF UPDATES

Aug '25 Remove current Re-Nutriv Line Tester Units on counter and replace with new Re-Nutriv Core Unit. (Unit Code: GCZL-60).

FRONT OF UNIT



OVERHEAD VIEW



NOTE:
Discard current Re-Nutriv line tester units on counter and replace with new Re-Nutriv Core Unit.



NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

Product List

1. Re-Nutriv Ultra Radiance Liquid Makeup SPF 20 1 oz, (8)
2. Re-Nutriv Rich Foam Cleanser 4.2 oz, (1)
3. Re-Nutriv Intensive Smoothing Hand Creme 3.4 oz, (1)
4. Re-Nutriv Ultimate Diamond Sculpted Transformation Creme 1.7 oz, (1)
5. Re-Nutriv Ultimate Diamond Transformative Energy Eye Creme 0.5 oz, with applicator (1)
6. Re-Nutriv Ultra Radiance Liquid Makeup SPF 20 1 oz, (1)
7. Re-Nutriv Ultimate Diamond Transformative Brilliance Serum 1 oz, (1)
8. Re-Nutriv Ultimate Diamond Transformative Brilliance Eye Serum 0.5 oz, (1)
9. Re-Nutriv Ultimate Diamond Transformative Brilliance Soft Creme 1.7 oz, (1)
10. Re-Nutriv Ultimate Diamond Transformative Brilliance Soft Creme 1.0oz, (1)
11. Re-Nutriv Ultimate Diamond Age Reversal Eye Creme 0.5oz, (1)
12. New Re-Nutriv Age Reversal Lotion (1)

RE-NUTRIV CORE UNIT

November Update (Fall Part 2)

HISTORY OF UPDATES

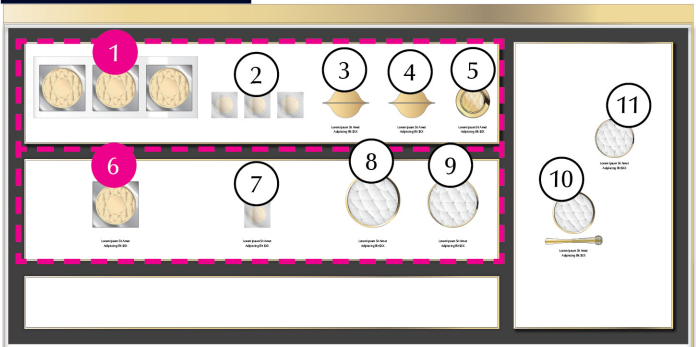
Aug '25 Remove current Re-Nutriv Line Tester Units on counter and replace with new Re-Nutriv Core Unit. (Graphic Code: TBD | Acrylic Update Code: TBD).

Nov '25 Update with new template and new graphics (Graphic Code: TBD).

FRONT OF UNIT



OVERHEAD VIEW



NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

Product List

1. New Re-Nutriv Ultra Radiance Serum Creme Makeup - (on clear riser)(3)
2. Re-Nutriv Ultra Radiance Liquid Makeup SPF 20 1 oz, (3)
3. Re-Nutriv Rich Foam Cleanser 4.2 oz, (1)
4. Re-Nutriv Intensive Smoothing Hand Creme 3.4 oz, (1)
5. Re-Nutriv Ultimate Diamond Transformative Brilliance Serum 1 oz, (1)
6. New Re-Nutriv Ultra Radiance Serum Creme Makeup (1)
7. Re-Nutriv Ultra Radiance Liquid Makeup SPF 20 1 oz, (1)
8. Re-Nutriv Ultimate Diamond Transformative Brilliance Soft Creme 1.7 oz, (1)
9. Re-Nutriv Ultimate Diamond Transformative Brilliance Soft Creme 1.0oz, (1)
10. Re-Nutriv Ultimate Diamond Age Reversal Eye Creme 0.5oz, (1)
11. Re-Nutriv Age Reversal Lotion (1)

FOUNDATION LINE TESTER

October Update

HISTORY OF UPDATES

- Apr '25

Update with new template and new graphics
(Update Code: GB7P-60).
- Oct '25

Update with new template and new graphics
(Update Code: GC9H-60).



Product List

1.

New Double Wear Concealer (16)
2.

Double Wear Stay-In-Place Makeup (24)
3.

Double Wear Sheer Longwear Makeup (1)
4.

Double Wear Matte Powder (1)
5.

Double Wear Stay-In-Place Makeup (1)
6.

Futurist SkinTint Serum (1)
7.

Futurist Hydra Rescue Moisturizing Makeup SPF 45 (12)
8.

Double Wear Smooth and Blur Primer (1)
9.

Futurist Aqua Brilliance Watery Glow Primer (1)
10.

Futurist Peptide-Power Serum Primer (1)
11.

Futurist SkinTint Serum (9)
12.

Futurist Soft Touch Brightening Concealer (12)
13.

Double Wear Sheer Flattery Loose Powder (4)
14.

Double Wear Stay-in-Place Matte Powder (10) (double expose a shade?)
15.

Futurist Hydra Rescue Moisturizing Makeup SPF 45 (12)
16.

Double Wear Sheer Longwear Makeup (4)
17.

Futurist SkinTint Serum (8)
18.

Futurist Soft Touch Brightening Concealer (12)
19.

New Double Wear Concealer (9)

NEW GRAPHICS
 NEW TEMPLATES & GRAPHICS

COLOR LINE TESTER

July Update

HISTORY OF UPDATES

- Jul '24

Update with new templates and graphics
(Graphic Update Code #: G98J0-70 ; Acrylic Update Code #: G8W0-60).
- Apr '25

Update with all new templates and graphics
(Graphic Code #: GB7X-60).
- Jul '25

Update with all new templates and graphics
(Graphic Code #: TBD).



Product List

1.

Pure Color Explicit Slim Lipstick (10)
2.

Pure Color Explicit Slim Matte Lipstick (10)
3.

Pure Color Lipsticks (24)
4.

Pure Color Envy Luxe Eyeshadow Quads (6) (closed compacts)
5.

Pure Color Envy Luxe Eyeshadow Quads (1) (open compact)
6.

Double Wear Zero-Smudge Lengthening Mascara (1)
7.

Turbo Lash High Powered Volume + Length Mascara (1)
8.

Brow Multi-Tasker (2)
9.

Pure Color Envy Sculpting Blush (3) (closed compact)
10.

Pure Color Envy Sculpting Blush (1) (open compact)
11.

Bronze Goddess Powder Bronzer (2) (closed compact)
12.

Bronze Goddess Matte and Glow Bronzing Trio (1) (open compact)
13.

Pure Color Lipstick (16)
14.

Pure Color Explicit Slim Matte Lipstick (2)
15.

Pure Color Explicit Slim Lipstick (2)
16.

Double Wear 24H Stay-in-Place Lip Liner (12)
17.

Pure Color Revitalizing Crystal Balm (6)
18.

Pure Color Envy Color Replenish Balm(1)
19.

Pure Color Envy Sculpting Blush (5) (closed compact)
20.

Bronze Goddess Highlighting Powder Gelée (3) (closed compact)
21.

Turbo Lash Serum (1)
22.

Sumptuous Extreme Lash Multiplying Volume Mascara (1)
23.

Sumptuous Extreme Waterproof (1)
24.

Little Black Primer (1)
25.

Double Wear Infinite Waterproof Eyeliner (4)
26.

Little Black Liner (1)
27.

Double Wear Stay-In-Place Eye Pencil (10)
28.

Kajal Eyeliner (4)
29.

Brow Multi-Tasker (8)

NEW GRAPHICS
 NEW TEMPLATES & GRAPHICS

Unit Code #:

AERIN

September Update

HISTORY OF UPDATES

Aug '24	Update to place new product assortment on unit and new platform graphics (G9Q2-70).
Feb '25	Update with new graphics and new middle template (GC1L-70).
Sept '25	Update with new template and graphics (TBD).

Unit Code #: PG5G-60

ULTRA LUXE UNIT

No Fall '25 Update

HISTORY OF UPDATES

Feb '23	Install new unit.
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TOP VIEW



Line Tester (Use salable products)

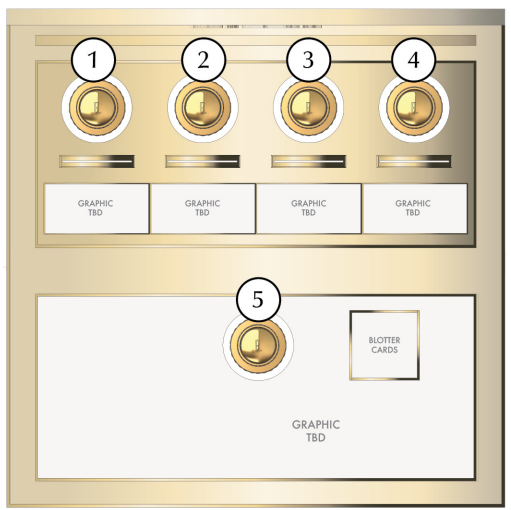
- | | |
|---------------------------------------|-----------------------------|
| 1. Rose de Grasse 1.7 oz | 11. Lilac Path 1.7oz |
| 2. Rose de Grasse Joyful Bloom 1.7 oz | 12. Hibiscus Palm 1.7oz |
| 3. Rose de Grasse Pour Filles 1.0 oz | 13. Cedar Violet 1.7oz |
| 4. New Rose Cocoa 1.7 oz | 14. Amber Musk 1.7oz |
| 5. New Amber Musk Vanille 1.7 oz | 15. Limone di Sicilia 1.7oz |
| 6. New Les Botaniques Wisteria 1.7 oz | 16. Tuberose le Jour 1.7oz |
| 7. Mediterranean Honeysuckle 1.7 oz | 17. Tuberose le Soir 1.7oz |
| 8. Wild Geranium 1.7 oz | |
| 9. Ikat Jasmine 1.7oz | |
| 10. Tuberose Gardenia 1.7 oz | |

NEW GRAPHICS
 NEW TEMPLATES & GRAPHICS

Product List

Main Platform

- Private Collection Fragrance, x oz (1)
- White Linen Fragrance, x oz (1)
- Knowing Fragrance, x oz (1)
- Estée Fragrance, x oz (1)
- Azurée Fragrance, x oz (1)



NEW GRAPHICS
 NEW TEMPLATES & GRAPHICS



NIGHTTIME TESTER MAINTENANCE/ CLEANING RITUAL

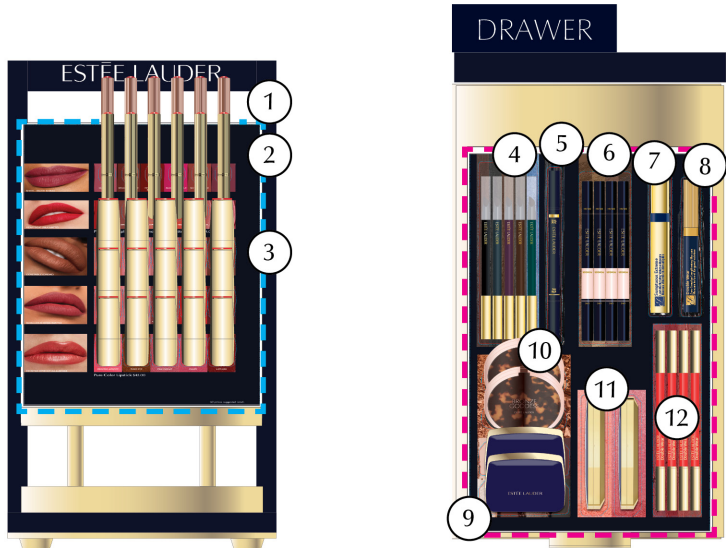
To clean, use a soft dry cloth.
Never use sprays of any kind to clean unit.

COLOR HYBRID UNIT V.1

July Update

HISTORY OF UPDATES

Jul '24	Update with new graphics and new lipsticks (G98L-70).
Apr '25	Update with new graphics and new lipsticks (TBD).
Jul '25	Update with all new templates and graphics (Graphic Code #: TBD).



Product List

Main Platform

- 1. Pure Color Explicit Shine Lipstick (6)
- 2. Pure Color Explicit Shine Matte Lipstick (6)
- 3. Pure Color Lipstick (15)

Drawer

- 4. Double Wear Stay-In-Place Eye Pencil (5)
- 5. Little Black Liner (1)
- 6. Brow Multi-Tasker (4)
- 7. Double Wear Zero-Smudge Lengthening Mascara (1)
- 8. Sumptuous Extreme Lash Multiplying Volume Mascara (1)
- 9. Pure Color Envy Luxe Eyeshadow Quads (2) (in compacts)
- 10. Bronze Goddess Powder Bronzer (3) (in compacts)
- 11. Pure Color Envy Sculpting Blush (3) (in compacts)
- 12. Double Wear 24H Stay-in-Place Lip Liner (4)

- 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

No Spring '24 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).
Aug '23	Update with all new unit and pedestal graphics (TBD).



COUNTERS AT A GLANCE

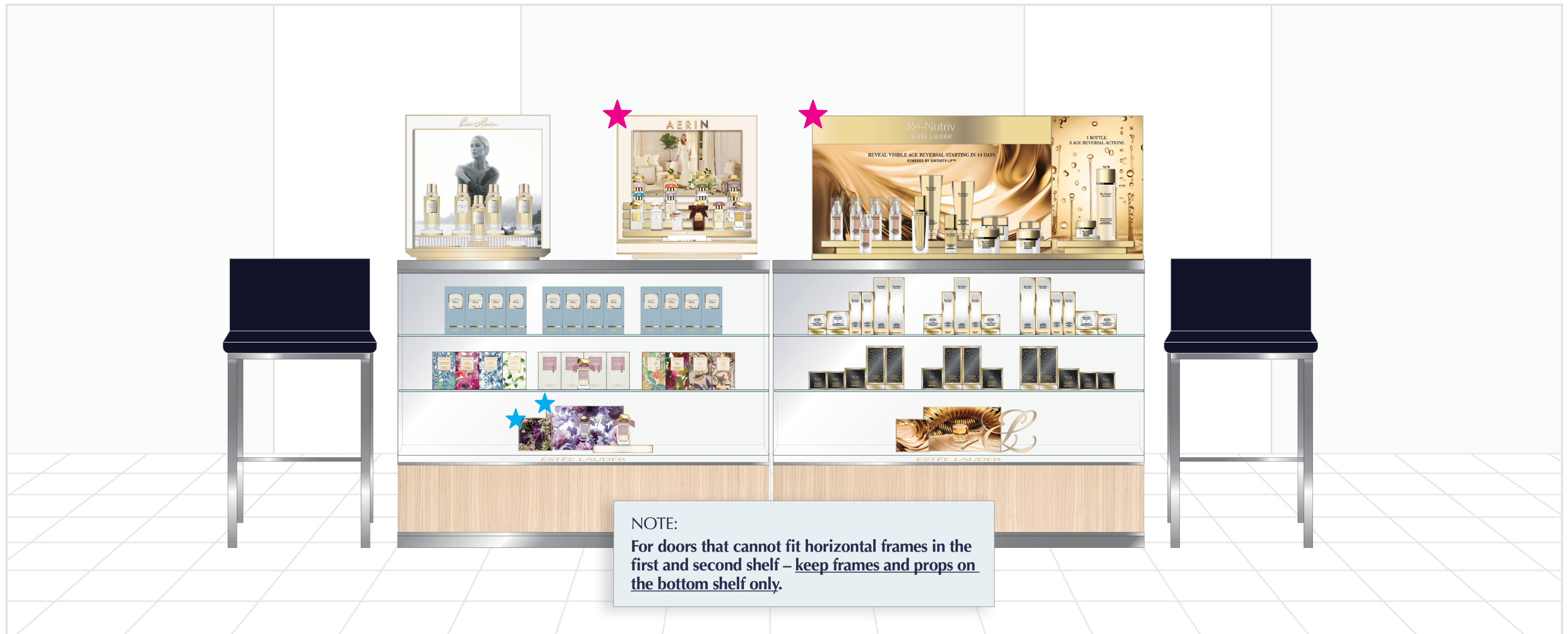
2-CASE SCENARIO

Case Priorities

1. Legacy Fragrance + Aerin 2. Re-Nutriv

★ NEW GRAPHIC UPDATE

★ NEW UNIT UPDATE



DOOR LIST:

- Neiman Marcus King
- Neiman Marcus Denver

3-CASE
SCENARIO

Case Priorities
1. Legacy Fragrance + Aerin 2. Re-Nutriv 3. Foundation

★ NEW GRAPHIC UPDATE ★ NEW UNIT UPDATE



DOOR LIST:

- Neiman Marcus King
- Neiman Marcus Denver

4-CASE
SCENARIO

Case Priorities
1. 1. Legacy Fragrance + Aerin 2. Re-Nutriv 3. Skincare (Little Luxuries) 4. Foundation

★ NEW GRAPHIC UPDATE ★ NEW UNIT UPDATE



DOOR LIST:

- Neiman Marcus Boca Raton
- Neiman Marcus Houston
- Neiman Marcus North Brook
- Neiman Marcus Northpark
- Neiman Marcus Orlando
- Neiman Marcus Paramus
- Neiman Marcus San Antonio
- Neiman Marcus San Francisco
- Neiman Marcus Scottsdale
- Neiman Marcus St. Louis
- Neiman Marcus Troy
- Neiman Marcus Willowbend

5-CASE
SCENARIO

Case Priorities

1. Legacy Fragrance + Aerin 2. Re-Nutriv 3. Skincare (Little Luxuries) 4. Foundation 5. Fragrance

★ NEW GRAPHIC UPDATE ★ NEW UNIT UPDATE

DOOR LIST:

- Neiman Marcus Ala Moana
- Neiman Marcus Dallas
- Neiman Marcus Palo Alto

NOTE:
Ensure to alternate EL Cartouche and product tray with product set up in case lines.

NOTE:
For doors that cannot fit horizontal frames in the first and second shelf – keep frames and props on the bottom shelf only.

7-CASE
SCENARIO

Case Priorities

1. Legacy Fragrance 2. Aerin 3. Re-Nutriv 4. Skincare (Little Luxuries) 5. Foundation 6. Makeup 7. Fragrance

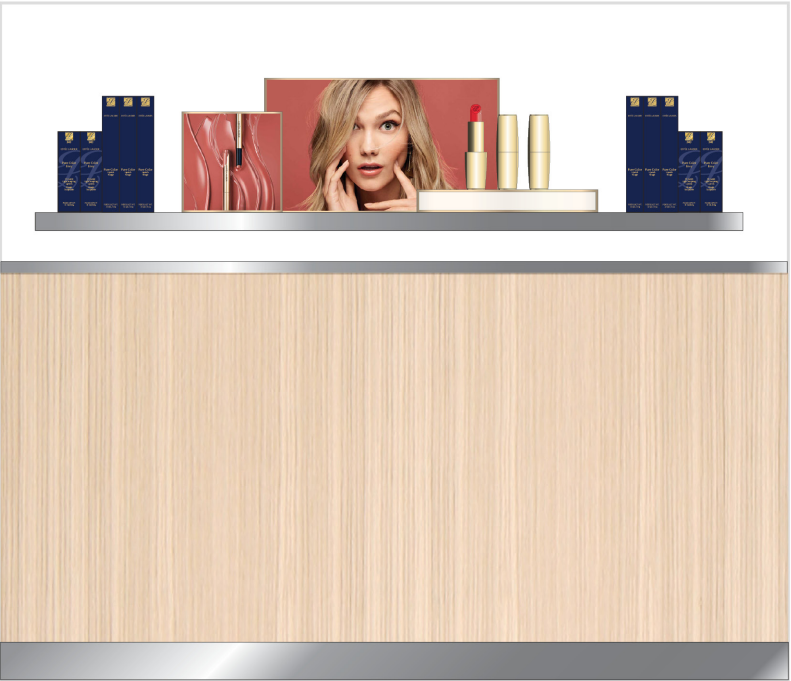
★ NEW GRAPHIC UPDATE ★ NEW UNIT UPDATE



- DOOR LIST:
- Neiman Marcus Topanga

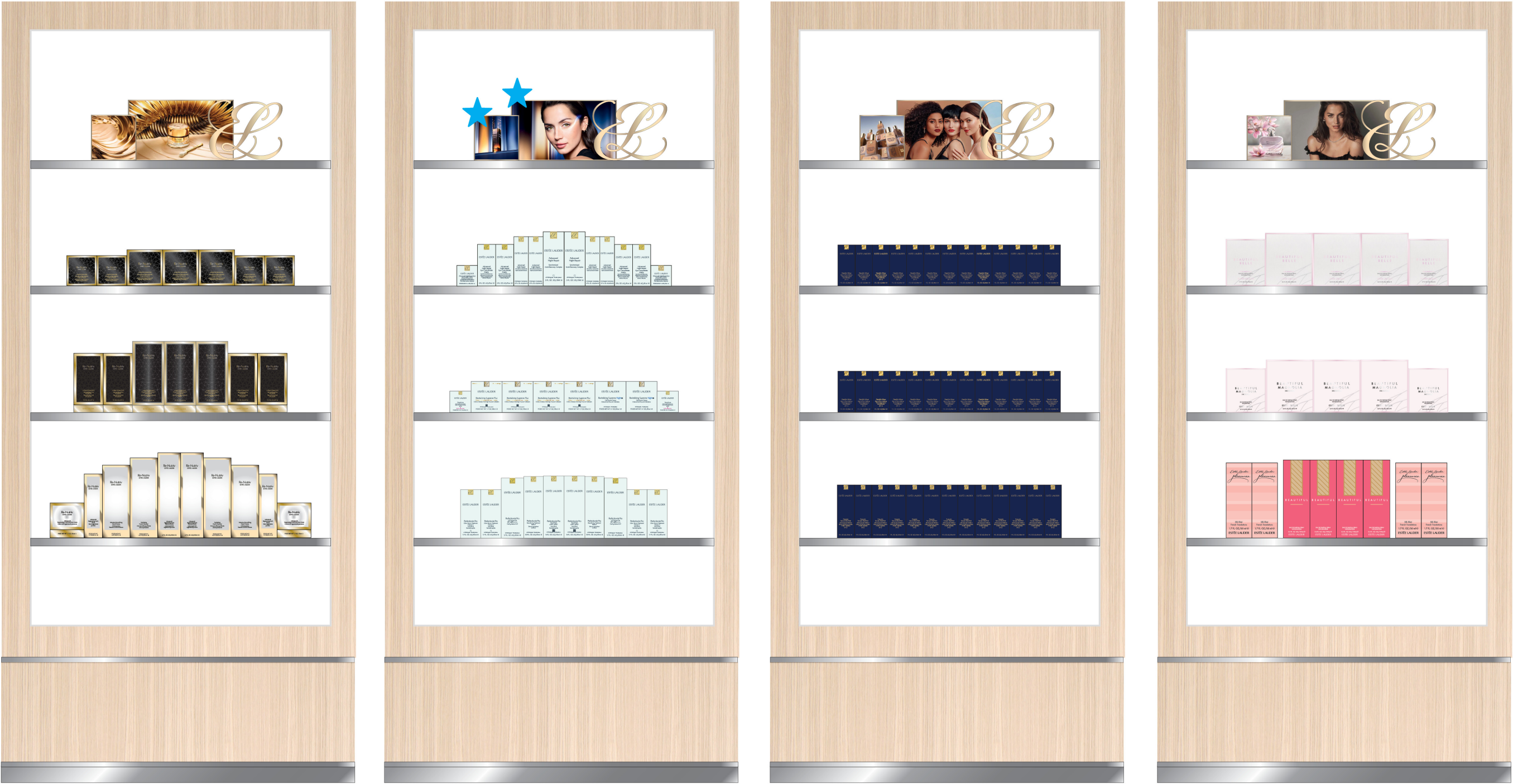
BACKDROPS
DIRECTION

★ NEW GRAPHIC UPDATE ★ NEW UNIT UPDATE



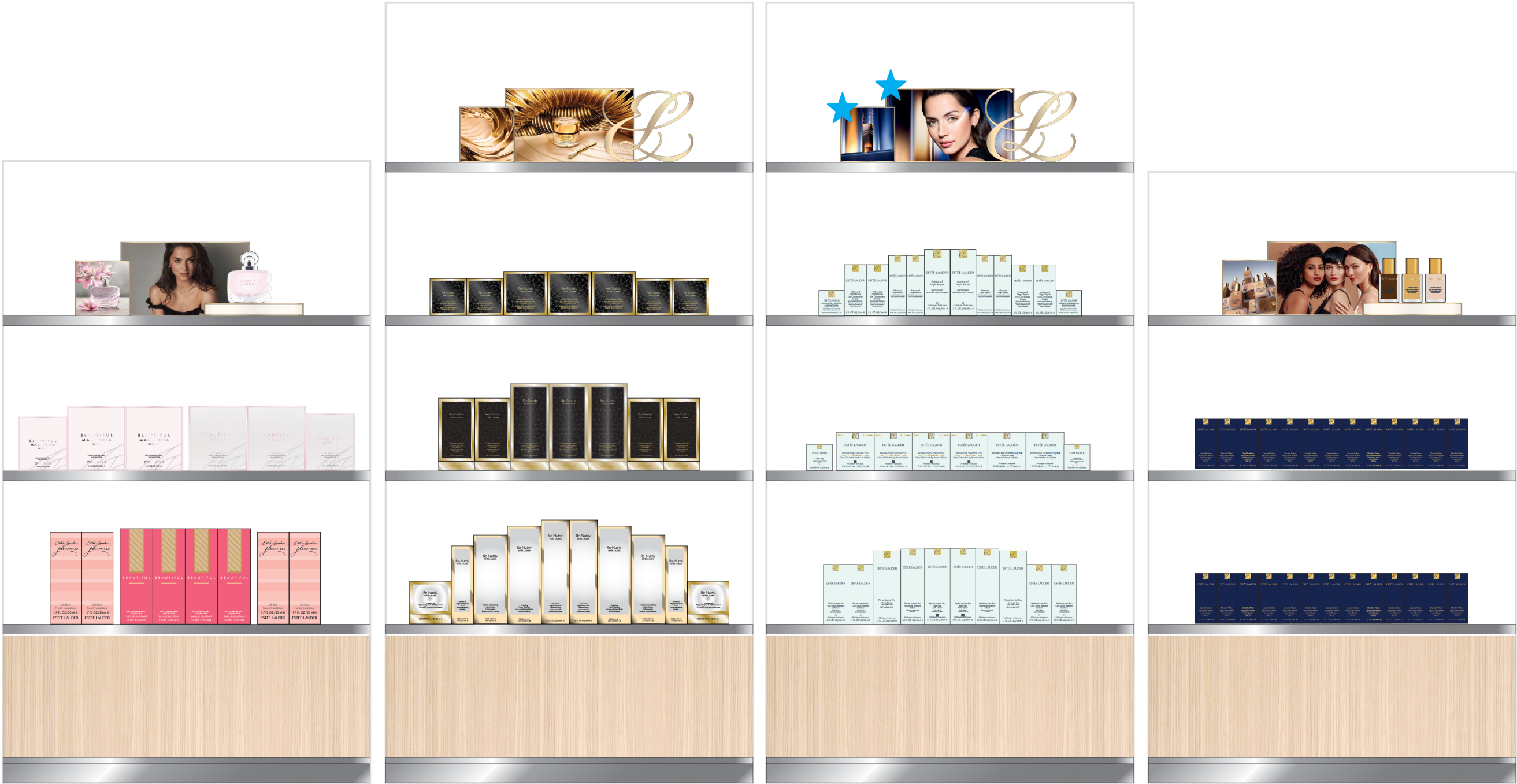
DALLAS
4-WALLS

★ NEW GRAPHIC UPDATE ★ NEW UNIT UPDATE



OAKBROOK
4-WALLS

★ NEW GRAPHIC UPDATE ★ NEW UNIT UPDATE



Tester Codes (cont.)

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

Selling Tools

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



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

How to Measure a Light-box

STEP 1: DETERMINING “OUTSIDE” MEASUREMENT

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

STEP 2: DETERMINING “INSIDE” MEASUREMENT

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

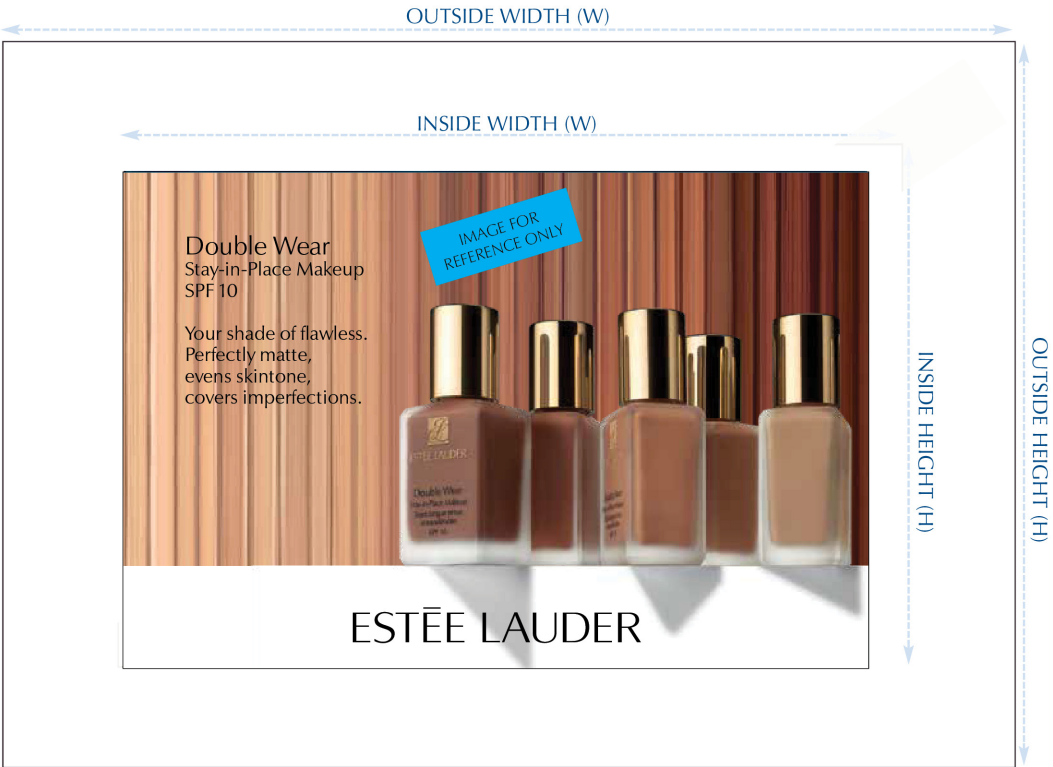
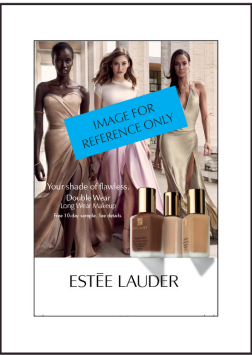
POINTERS

- W x H (that’s the order) – otherwise the “vertical” or “horizontal” distinction will be inverted.
- The “outside” measurement is always larger than the “inside” measurement. If it’s not, something is wrong.
- 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



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
- Email: PointOfSaleSupport@estee.com

CANADA

- Phone: +1(855) 523-7105
- 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			
<u>Date Requested/ Contacted POS COE</u>	<u>Details of Request</u>	<u>Notes</u>	<u>Date Resolved</u>