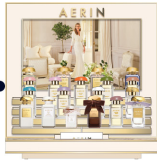
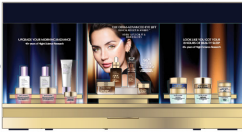
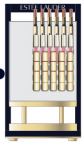




NORDSTROM

ESTÉE LAUDER
Point-of-Sale Guidelines
Fall 2025

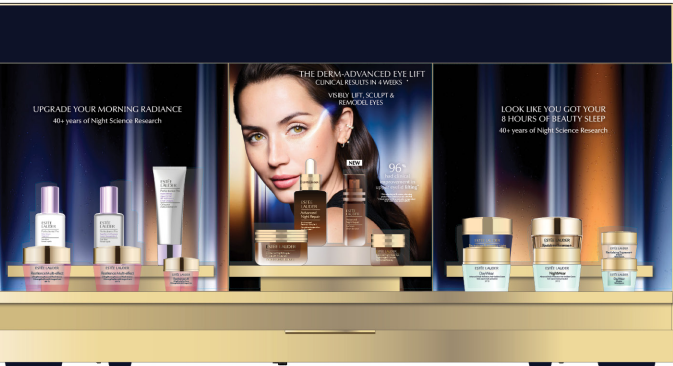
TESTER CADENCE

	CURRENTLY ON-COUNTER	JUL	AUG	SEPT	OCT
LAUNCH UNITS	 SKINCARE TRENDING NOW UNIT SRP Update Only Select Doors Unit Code #: PG5E-60 Update Code #: GBAS-70				
AERIN	 AERIN FRAGRANCE UNIT All AERIN Fragrance Core Doors Update with new graphics and new fragrance on unit Graphic Update Code #: TBD-70  AERIN FRAGRANCE UNIT Premier Top Doors Update with new graphics and new fragrance on unit Graphic Update Code #: TBD-70			 AERIN FRAGRANCE UNIT Premier Top Doors Update with new graphics and new fragrance on unit Graphic Update Code #: GDDQ-70  AERIN FRAGRANCE UNIT All AERIN Fragrance Core Doors Update with new graphics and new fragrance on unit Graphic Update Code #: GDDQ-70	
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	 SKINCARE LTU All Doors Update with new template and graphics Unit Code #: PG58-60 Graphic Update Code #: GBAT-70 Acrylic Update Code #: GB7B-60  FOUNDATION LINE TESTER UNIT Update with new templates and graphics All Doors Unit Code #: PJHJ-60 Update Code #: GB7P-60  EYE & CHEEK HYBRID UNIT Update with new graphics and drawer template Select Doors Unit Code #: PG5G-60 Graphics Update Code #: TBD-70 Acrylic Update Code #: TBD-60  COLOR HYBRID LTU - VER. 1 Update with new templates and graphics All Other Doors Unit Code #: PG5G-60 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 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  EYE & CHEEK HYBRID UNIT Update with new graphics and drawer template Select Doors Unit Code #: PG5G-60 Graphics Shipping Direct-to-Door Acrylic Update Code #: GC9E-60  COLOR HYBRID LTU - VER. 1 Update with new templates and graphics All Other Doors Unit Code #: PG5G-60 Graphics Shipping Direct-to-Door Acrylic Update Code #: GC9F-60

NEW UNIT

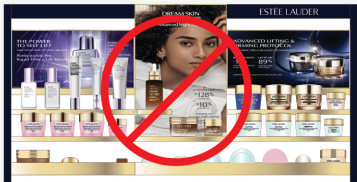
SKINCARE CORE UNIT

August Update



FRONT ELEVATION VIEW

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



HISTORY OF UPDATES

Aug '25 Remove current Skincare Line Tester Unit on counter and replace with new Skincare Core Unit. (Unit Code: GCZK-60).

MAIN PLATFORM



DRAWER

- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS

Product List

- Perfectionist Pro Brightening Treatment (1.7 oz)
- Perfectionist Pro Rapid Firm + Lift Treatment (1.7 oz)
- Perfectionist Pro Multi-Defense UV Gel (1.0 oz)
- Revitalizing Supreme+ Night Power Bounce Creme (1.7 oz)
- Revitalizing Supreme+ Youth Power Creme (1.7 oz)
- Revitalizing Supreme+ Youth Power Eye Balm (0.5 oz)
- Resilience Multi-Effect Face and Neck Creme SPF15 (1.7 oz)
- Resilience Multi-Effect Night Creme (1.7 oz)
- Resilience Multi-Effect Eye Creme (0.5 oz)
- Advanced Night Repair Serum Synchronized Multi-Recovery Complex (1.7oz)
- New Advanced Night Repair Eye Lift + Firm (0.5 oz)
- Advanced Night Repair Overnight Treatment (2.2 oz)
- Advanced Night Repair Supercharged Eye Gel-Creme (0.5 oz)
- DayWear Multi-Protection Antioxidant 24H-Moisture Creme SPF15 (1.7oz)
- DayWear Anti-Oxidant 72H-Hydration Sorbet Creme SPF15 (1.7 oz)
- DayWear Eye Cooling Anti-Oxidant Moisture Gel Crème (0.5 oz)
- Advanced Night Cleansing Gelée (3.4 oz)
- Advanced Night Repair Rescue Solution with Bifidus Ferment (0.68 oz)
- Advanced Night Cleansing Balm (2.2 oz)
- Micro Essence Treatment Lotion with Bio-Ferment (6.7 oz)
- Take It Away Makeup Remover Lotion (6.7 oz)
- Gentle Eye Makeup Remover (3.4 oz)
- Perfectly Clean Multi-Action Foam Cleanser/Purifying Mask (5.0 oz)
- Perfectly Clean Multi-Action Toning Lotion/Refiner (6.7 oz)
- Perfectly Clean Infusion Balancing Essence Lotion (13.5 oz)
- Soft Clean Infusion Hydrating Essence Lotion (13.5 oz)
- Revitalizing Supreme+ Youth Power Power Soft Milky Lotion (3.4 oz)
- Resilience Multi-Effect Face and Neck Creme SPF15 Dry (1.7 oz)
- DayWear Matte Oil-Control Anti-Oxidant Moisture Gel Creme (1.7 oz)
- Revitalizing Supreme+ Youth Power Creme SPF 25 (1.7 oz)

NEW UNIT

RE-NUTRIV CORE UNIT

August Update (Fall Part 1)

FRONT OF UNIT



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



OVERHEAD VIEW



DRAWER

- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS

Product List

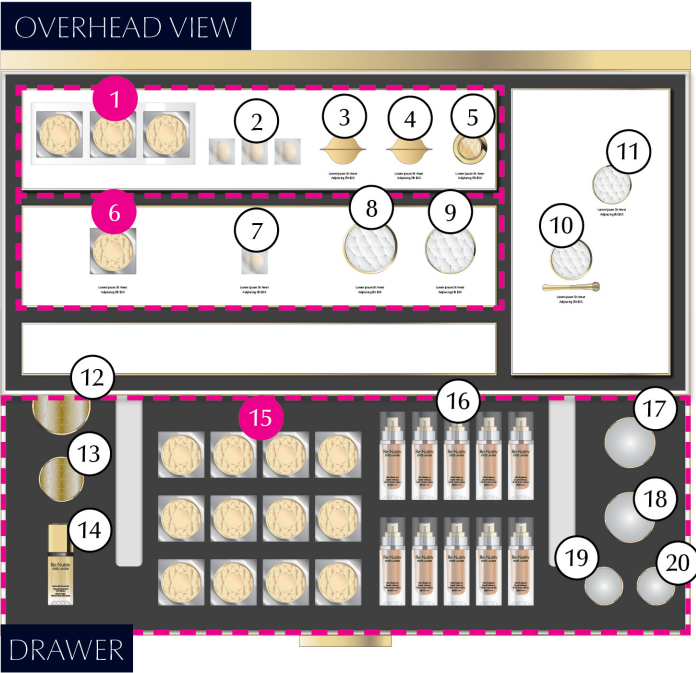
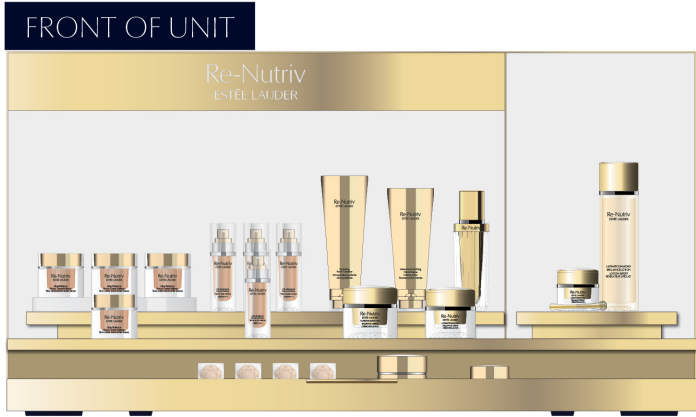
- Re-Nutriv Ultra Radiance Liquid Makeup SPF 20 1 oz, (8)
- Re-Nutriv Rich Foam Cleanser 4.2 oz, (1)
- Re-Nutriv Intensive Smoothing Hand Creme 3.4 oz, (1)
- Re-Nutriv Ultimate Diamond Sculpted Transformation Creme 1.7 oz, (1)
- Re-Nutriv Ultimate Diamond Transformative Energy Eye Creme 0.5 oz, with applicator (1)
- Re-Nutriv Ultra Radiance Liquid Makeup SPF 20 1 oz, (1)
- Re-Nutriv Ultimate Diamond Transformative Brilliance Serum 1 oz, (1)
- Re-Nutriv Ultimate Diamond Transformative Brilliance Eye Serum 0.5 oz, (1)
- Re-Nutriv Ultimate Diamond Transformative Brilliance Soft Creme 1.7 oz, (1)
- Re-Nutriv Ultimate Diamond Transformative Brilliance Soft Creme 1.0oz, (1)
- Re-Nutriv Ultimate Diamond Age Reversal Eye Creme 0.5oz, (1)
- New Re-Nutriv Age Reversal Lotion (1)
- Re-Nutriv Ultra Radiance Liquid Makeup SPF 20 1 oz, (8)
- 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 Ultimate Lift Regenerating Youth Creme 1.7 oz, (1)
- Re-Nutriv Ultimate Lift Regenerating Youth Eye Creme 0.5 oz, (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).



- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS

Product List

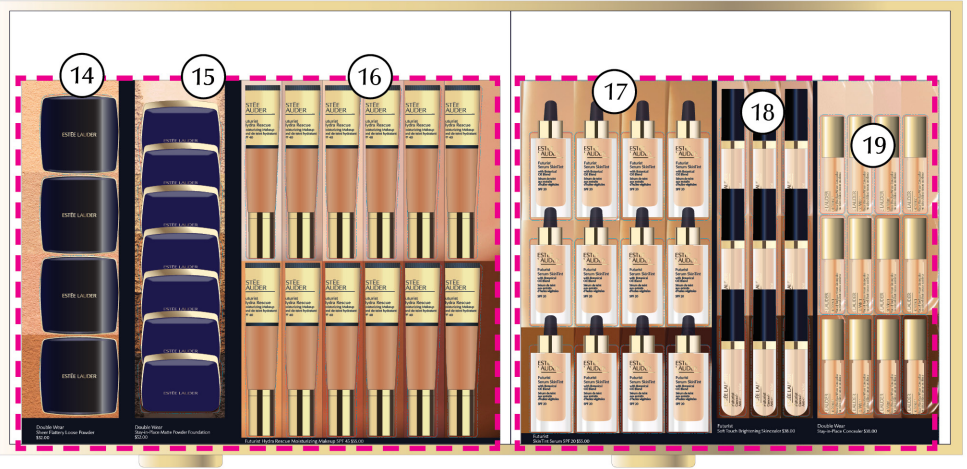
- New Re-Nutriv Ultra Radiance Serum Creme Makeup - (on clear riser)(3)
- Re-Nutriv Ultra Radiance Liquid Makeup SPF 20 1 oz, (3)
- Re-Nutriv Rich Foam Cleanser 4.2 oz, (1)
- Re-Nutriv Intensive Smoothing Hand Creme 3.4 oz, (1)
- Re-Nutriv Ultimate Diamond Transformative Brilliance Serum 1 oz, (1)
- New Re-Nutriv Ultra Radiance Serum Creme Makeup (1)
- Re-Nutriv Ultra Radiance Liquid Makeup SPF 20 1 oz, (1)
- Re-Nutriv Ultimate Diamond Transformative Brilliance Soft Creme 1.7 oz, (1)
- Re-Nutriv Ultimate Diamond Transformative Brilliance Soft Creme 1.0oz, (1)
- Re-Nutriv Ultimate Diamond Age Reversal Eye Creme 0.5oz, (1)
- Re-Nutriv Age Reversal Lotion (1)
- Re-Nutriv Ultimate Diamond Sculpted Transformation Creme 1.7 oz, (1)
- Re-Nutriv Ultimate Diamond Transformative Energy Eye Creme 0.5 oz (1)
- Re-Nutriv Ultimate Diamond Transformative Brilliance Eye Serum 0.5 oz, (1)
- New Re-Nutriv Ultra Radiance Serum Creme Makeup (12)
- Re-Nutriv Ultra Radiance Liquid Makeup SPF 20 1 oz, (10)
- Re-Nutriv Ultimate Lift Regenerating Youth Creme Rich 1.7 oz, (1)
- Re-Nutriv Ultimate Lift Regenerating Youth Creme 1.7 oz, (1)
- Re-Nutriv Ultimate Lift Regenerating Youth Eye Creme Rich 0.5 oz, (1)
- Re-Nutriv Ultimate Lift Regenerating Youth Eye Creme 0.5 oz, (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

- New Double Wear Concealer (16)
- Double Wear Stay-In-Place Makeup (24)
- Double Wear Sheer Longwear Makeup (1)
- Double Wear Matte Powder (1)
- Double Wear Stay-In-Place Makeup (1)
- Futurist SkinTint Serum (1)
- Futurist Hydra Rescue Moisturizing Makeup SPF 45 (16)
- Double Wear Smooth and Blur Primer (1)
- Futurist Aqua Brilliance Watery Glow Primer (1)
- Futurist Peptide-Power Serum Primer (1)
- Futurist SkinTint Serum (9)
- Futurist Soft Touch Brightening Concealer (12)
- Double Wear Sheer Flattery Loose Powder (4)
- Double Wear Stay-in-Place Matte Powder (10) (double expose a shade?)
- Futurist Hydra Rescue Moisturizing Makeup SPF 45 (12)
- Double Wear Sheer Longwear Makeup (4)
- Futurist SkinTint Serum (8)
- Futurist Soft Touch Brightening Concealer (12)
- New Double Wear Concealer (9)

- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS

Unit Code #:

AERIN

Nordstrom Premier Unit
September Update

HISTORY OF UPDATES

Jul '24	Update with new platform graphics and new product assortment (G9Q0-70).
Feb '25	Update with new platform graphics and new product assortment (TDB-70).
Sept '25	Update with new platform graphics and new front template (GDDQ-70).



TOP VIEW



Line Tester (Use salable products)

1. Rose de Grasse 1.7 oz

2. Rose de Grasse Joyful Bloom1.7 oz

3. Rose de Grasse Pour Filles 1.0 oz

4. New Rose Cocoa 1.7 oz

5. New Amber Musk Vanille 1.7 oz

6. New Les Botaniques Wisteria 1.7 oz

7. Mediterranean Honeysuckle 1.7 oz

8. Wild Geranium 1.7 oz

9. Ikat Jasmine 1.7oz

10. Tuberose Gardenia 1.7 oz

11. Fleur de Peony 1.7 oz

12. Lilac Path 1.7oz
13. Hibiscus Palm 1.7oz

14. Cedar Violet 1.7oz

15. Amber Musk 1.7oz

16. Limone di Sicilia 1.7oz

17. Tuberose le Jour 1.7oz

18. Tuberose le Soir 1.7oz

19. Ambrette de Noir 1.7oz

- NEW GRAPHICS

NEW TEMPLATES & GRAPHICS

Unit Code #:

AERIN

Nordstrom Core Collection Unit
September Update

HISTORY OF UPDATES

Jul '24	Update with new platform graphics and new product assortment (G9Q0-70).
Feb '25	Update with new platform graphics and new product assortment (TDB-70).
Sept '25	Update with new platform graphics and new front template (GDDQ-70).



TOP VIEW



Line Tester (Use salable products)

1. Rose de Grasse 1.7 oz

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8. Wild Geranium 1.7 oz

9. Ikat Jasmine 1.7oz

10. Tuberose Gardenia 1.7oz

11. Fleur de Peony 1.7 oz

12. Lilac Path 1.7oz

13. Hibiscus Palm 1.7oz

14. Cedar Violet 1.7oz

15. Amber Musk 1.7oz

- NEW GRAPHICS

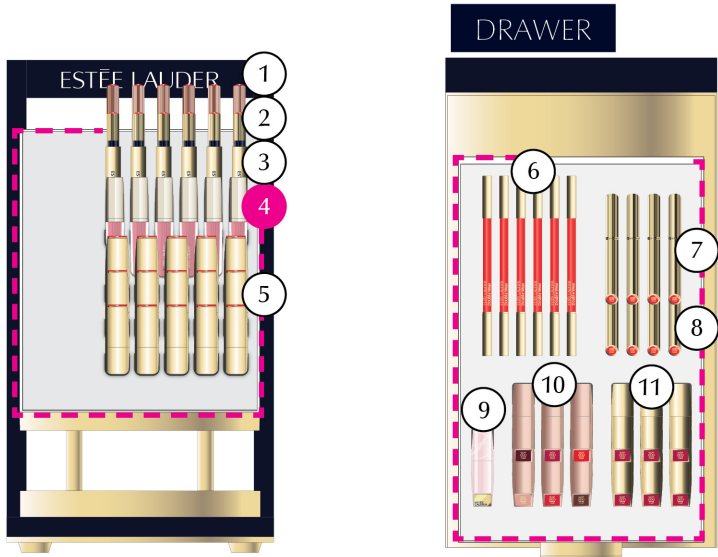
NEW TEMPLATES & GRAPHICS

COLOR HYBRID UNIT V.1

October 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).
Oct '25	Update with new graphics and new templates (TBD).



Product List

Main Platform

- 1. Pure Color Explicit Shine Lipstick (6)
- 2. Pure Color Explicit Shine Matte Lipstick (6)
- 3. Pure Color Melt-On Gloss Stick (6)
- 4. New Pure Color Lip Pout (6)
- 5. Pure Color Lipstick (15)

Drawer

- 6. Double Wear 24H Stay-in-Place Lip Liner (6)
- 7. Pure Color Explicit Shine Matte Lipstick (4)
- 8. Pure Color Explicit Shine Lipstick (4)
- 9. Pure Color Envy Color Replenish Balm (1)
- 10. Pure Color Crystal Lip Balm (6)
- 11. Pure Color Lipstick (6)



FACE HYBRID UNIT

October Update

HISTORY OF UPDATES

Jul '24	Update with new graphics and new drawer template (Acrylic Update Code #: G8TW-60) (Graphic Update Code #: G98F-70).
Apr '24	Update with new graphics and new templates (Acrylic Update Code #: TBD-60) (Graphic Update Code #: TBD-70).
Oct '25	Update with new graphics and new templates (TBD).



Product List

Main Platform

- 1. Pure Color Envy Blush - close compact (2)
- 2. Pure Color Envy Blush - open compact (1)
- 3. New Futurist Blush (6)
- 4. Pure Color Envy Eyeshadow Quad - close compact (2)
- 5. Pure Color Envy Eyeshadow Quad - open compact (1)
- 6. Sumptuous Extreme Mascara (1)
- 7. Double Wear Zero-Smudge Lengthening Mascara (1)

Drawer

- 8. Double Wear Stay-In-Place Eye Pencil (5)
- 9. Brow Multi-Tasker (5)
- 10. Little Black Liner (1)
- 11. Sumptuous Extreme Waterproof Mascara (1)
- 12. Pure Color Envy Eyeshadow Quad - close compact (2)
- 13. Bronze Goddess Bronzer - close compact (2)



DRAMMING UNIT & DRAMMING PEDESTAL

No Fall '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

CASE MERCHANDISING

AUG-SEPT

- CASE CATEGORIES
- 1 AERIN + Re-Nutriv

2 AERIN

3 Re-Nutriv

4 Skincare

5 Foundation

- NEW IN AUGUST:
- A New Skincare Core Unit

- NEW IN SEPTEMBER:
- B New Re-Nutriv Core Unit

C Aerin Core Unit Update

D Aerin Premier Unit Update

- NEW IN OCTOBER:
- E Foundation Line Tester Unit Update

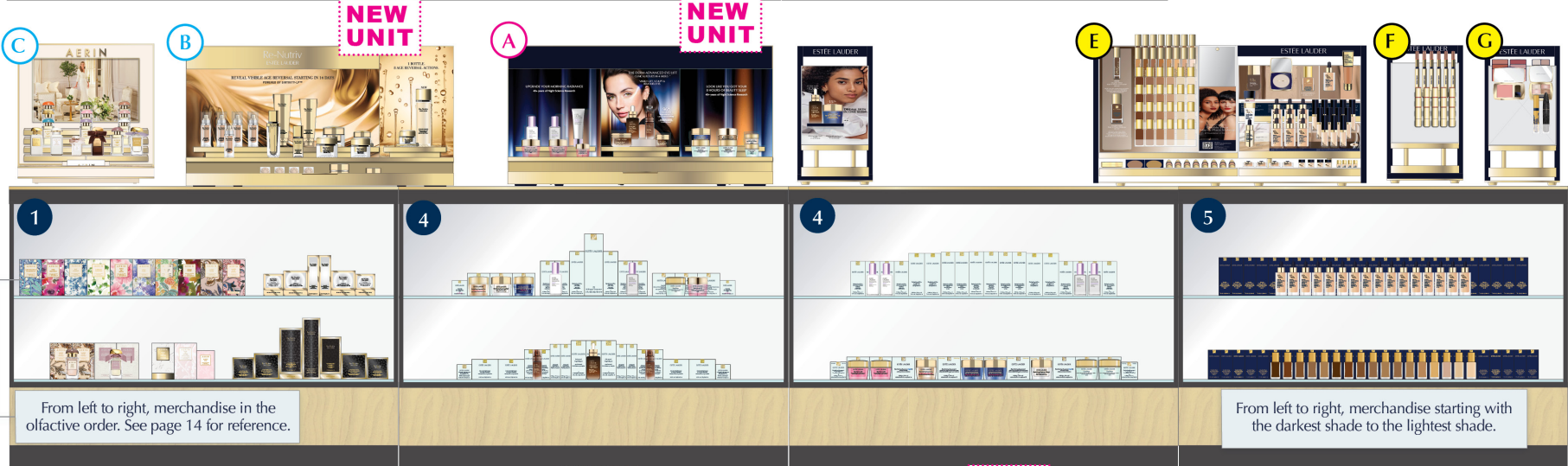
F Color Hybrid Unit Update

G Eye & Cheek Unit Update

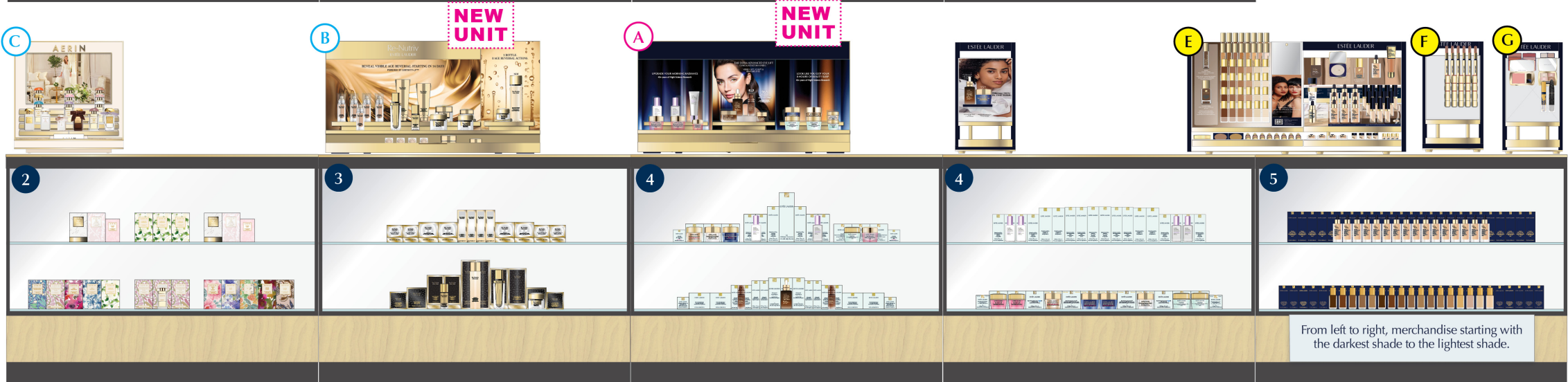
3 CASES



4 CASES



5 CASES



AERIN PREMIER DOOR CASE SET UP

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

- 1 Premier AERIN + Re-Nutriv Case
- D AERIN

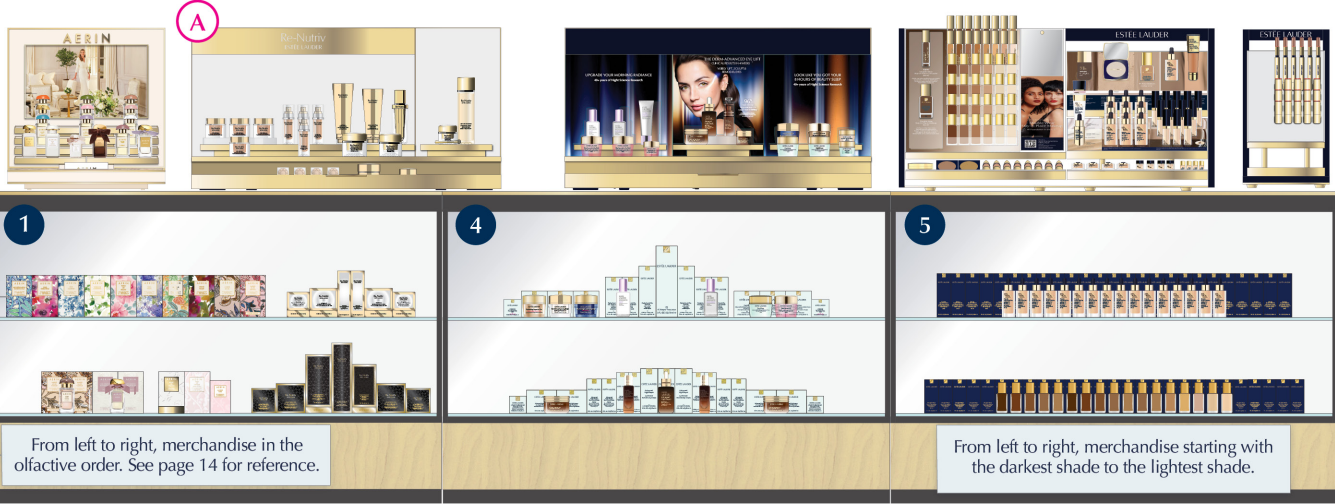
B Re-Nutriv
- 2 Premier AERIN Case
- D AERIN

B Re-Nutriv

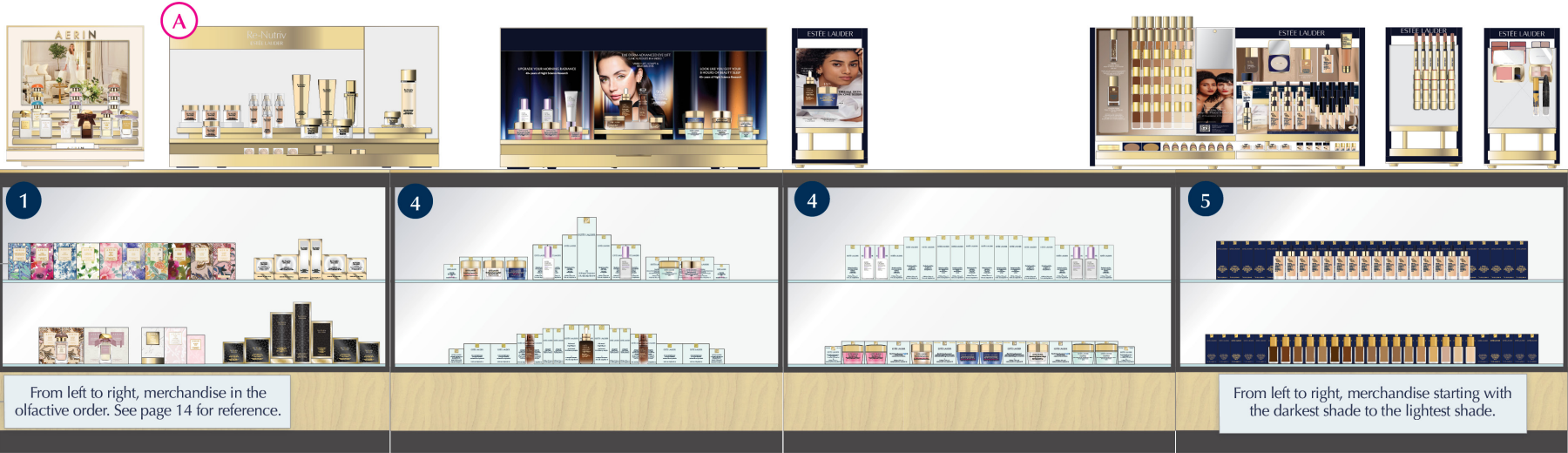
CASE MERCHANDISING

NOVEMBER

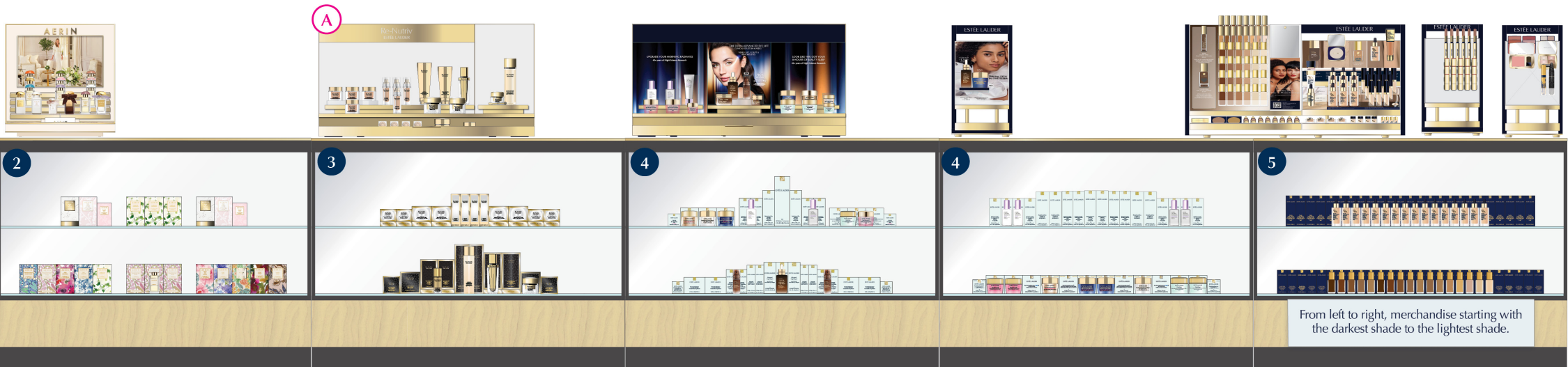
3 CASES



4 CASES



5 CASES



- CASE CATEGORIES
- 1 AERIN + Re-Nutriv

2 AERIN

3 Re-Nutriv

4 Skincare

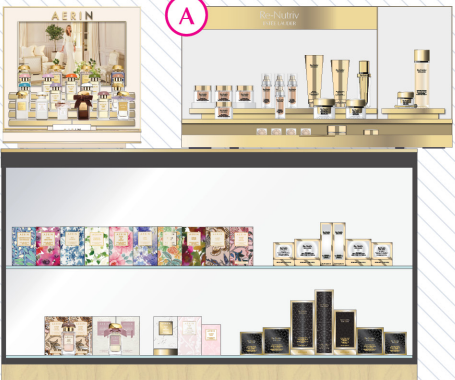
5 Foundation

- NEW IN NOVEMBER:
- A Re-Nutriv Core Unit Update

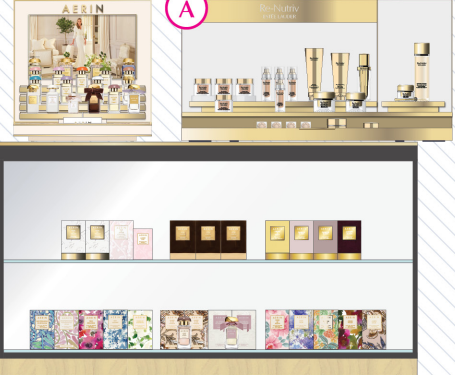
AERIN PREMIER DOOR CASE SET UP

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

- 1 Premier AERIN + Re-Nutriv Case



- 2 Premier AERIN Case



NORDSTROM BAYS
JUL-OCT

3 BAYS



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

4 BAYS



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

*Follow shelf set up below for
Premier AERIN Doors:



See page 20 for list of Premier AERIN doors.

NEW GRAPHIC

NORDSTROM BAYS

JUL-OCT

NEW GRAPHIC

*Follow shelf set up below for
TOP AERIN Doors:



See page 20 for list of Top AERIN doors.

5 BAYS



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

6 BAYS



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

Selling Tools

- Beautiful Skin For Life Diagnostic Tools (three versions)
 - Fragrance Blotter Cards GYN4-70 (TSD: 2/7/2022)
- Multi-Language Best Sellers Tool
 - Dramming Vial Card Holder (shipped 12/14/20) PPRE-70

Top AERIN Doors

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

How to Measure a Light-box

STEP 1: DETERMINING “OUTSIDE” MEASUREMENT

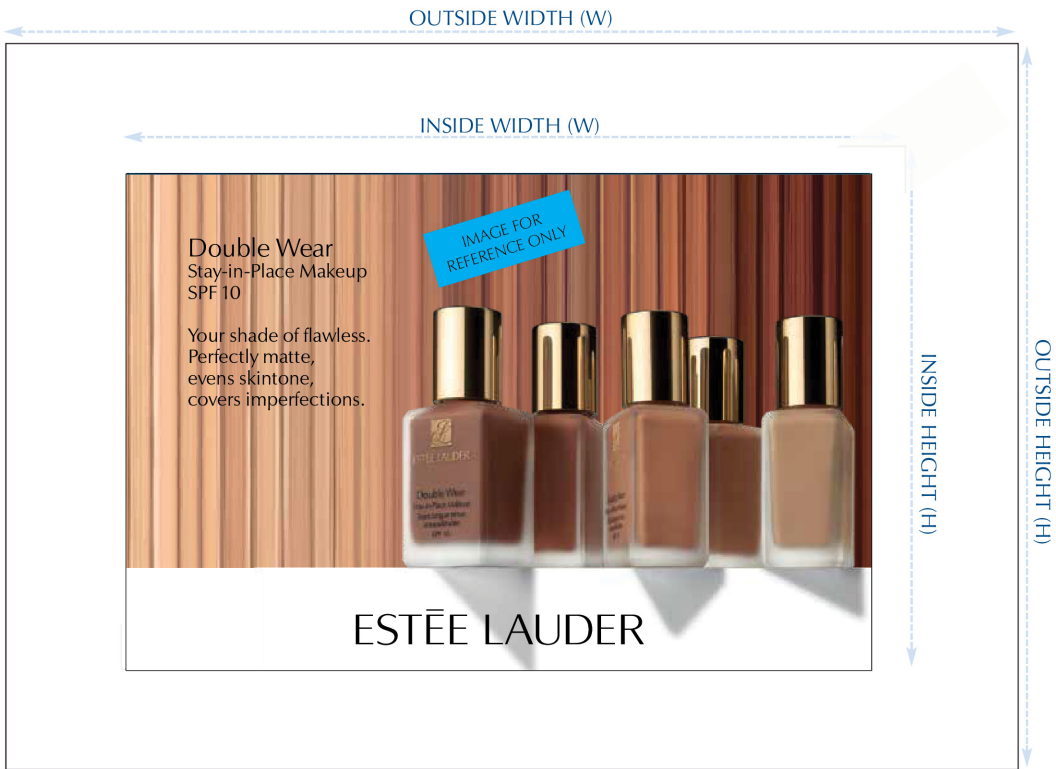
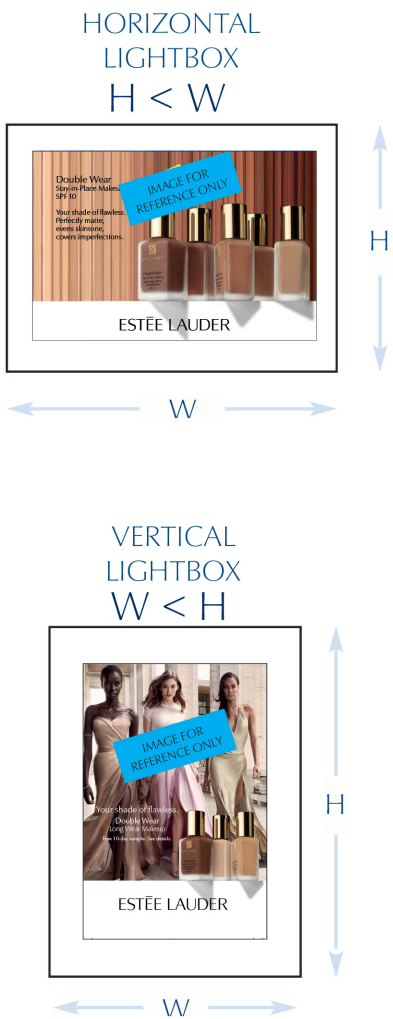
Open light-box. Measure end-to-end of the light-box horizontally (Width) and then vertically (Height). This is your “outside” measurement because it is the width (W) and height (H) of the “outside”, or total area, of the transparency that goes into the light-box.

STEP 2: DETERMINING “INSIDE” MEASUREMENT

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

POINTERS

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



Need Some Help?

For all questions / concerns regarding:

- Tracking collateral (ongoing or launch)
 - Tracking GWP/ samples
 - Tracking Light Box graphics
- Requesting missing or damaged collateral/ tester units
 - Light Box issues
 - Request Point-of-Sale Guidelines

UNITED STATES

- Phone: +1 (844)-387-1122
- 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>