



ESTÉE LAUDER  
Point-of-Sale Guidelines  
Fall 2025



ESTÉE LAUDER

FALL 2025

SUGGESTED RETAIL PRICE LIST

SKINCARE

ADVANCED NIGHT	
Cleansing Balm with Lipid Rich Oil-Infusion 2.2oz .....	\$49
Cleansing Gelée with 15 Amino Acids 1.0oz .....	\$12
Cleansing Gelée with 15 Amino Acids 3.4oz .....	\$34
ADVANCED NIGHT REPAIR	
Synchronized Multi-Recovery Complex 0.24oz .....	\$20
Synchronized Multi-Recovery Complex 1.0oz .....	\$85
Synchronized Multi-Recovery Complex 1.7oz .....	\$130
Synchronized Multi-Recovery Complex 3.9oz .....	\$255
Synchronized Multi-Recovery Complex Duo 2x 1.7oz .....	\$218
Eye Supercharged Gel-Creme 0.5oz .....	\$76
Rescue Solution with Bifidus Ferment 0.68oz .....	\$88
Concentrated Recovery PowerFoil Mask, 4 Sheets .....	\$105
DAYWEAR MULTI-PROTECTION ANTI-OXIDANT	
24H-Moisture Creme SPF 15 N/C 1.7oz .....	\$52
24H-Moisture Creme SPF 15 Dry 1.7oz .....	\$52
Matte Gel Creme 1.7oz .....	\$52
72H-Hydration Sorbet Creme Broad Spectrum SPF 15 1.7oz .....	\$52
Eye Cooling Anti-Oxidant Moisture Gel Creme 0.5oz .....	\$40
MICRO ESSENCE	
Treatment Lotion with Bio-Ferment 1.0oz .....	\$24
Treatment Lotion with Bio-Ferment 3.4oz .....	\$76
Treatment Lotion with Bio-Ferment 6.7oz .....	\$135
Treatment Lotion with Bio-Ferment 13.5oz .....	\$215
Treatment Lotion Fresh with Sakura Ferment 1.0oz .....	\$24
Treatment Lotion Fresh with Sakura Ferment 3.4oz .....	\$76
Treatment Lotion Fresh with Sakura Ferment 6.7oz .....	\$135
Treatment Lotion Fresh with Sakura Ferment 13.5oz .....	\$215
NIGHTWEAR PLUS	
Anti-Oxidant Night Detox Creme 1.7oz .....	\$52
PERFECTIONIST	
Multi-Defense Aqua Gel SPF 50 1.0oz .....	\$52
Perfectionist Pro Rapid Brightening Treatment Ferment3 + Vitamin C 1.0oz .....	\$95
Perfectionist Pro Rapid Brightening Treatment Ferment3 + Vitamin C 1.7oz .....	\$135
Perfectionist Pro Rapid Brightening Treatment Ferment3 + Vitamin C Duo 2 x 1.7oz .....	\$225
Perfectionist Pro Rapid Firm + Lift Serum 1.0oz .....	\$95
Perfectionist Pro Rapid Firm + Lift Serum 1.7oz .....	\$135
Perfectionist Pro Rapid Firm + Lift Serum Duo 2 x 1.7oz .....	\$225
PERFECTLY CLEAN	
Infusion Balancing Essence Lotion Amino Acid + Waterlily 13.5oz .....	\$46
Multi-Action Creme Cleanser/Moisture Mask 5.0oz .....	\$32
Multi-Action Foam Cleanser/Purifying Mask 5.0oz .....	\$32
Multi-Action Toning Lotion/Refiner 6.7oz .....	\$32

RESILIENCE MULTI-EFFECT TRI-PEPTIDE	
Face and Neck Creme SPF 15, N/C, 1.7oz .....	\$114
Face and Neck Creme SPF 15, N/C, 2.5oz .....	\$140
Face and Neck Creme SPF 15, Dry, 1.7oz .....	\$114
Night Face and Neck Creme 1.7oz .....	\$114
Night Face and Neck Creme 2.5oz .....	\$140
Eye Creme 0.5oz .....	\$80
REVITALIZING SUPREME+	
Revitalizing Supreme+ Youth Power Creme SPF 25 1.7oz .....	\$120
Revitalizing Supreme+ Youth Power Creme SPF 25 2.5oz .....	\$140
Night Intensive Restorative Creme 1.7oz .....	\$120
Night Power Bounce Creme 1.0 oz .....	\$80
Night Power Bounce Creme Refill 1.7oz .....	\$115
Youth Power Eye Balm 0.5oz .....	\$78
Youth Power Creme 0.5oz .....	\$32
Youth Power Creme 1.0oz .....	\$70
Youth Power Creme 1.7oz .....	\$120
Youth Power Creme Refill 1.7oz .....	\$98
Youth Power Creme 2.5oz .....	\$140
Youth Power Creme Refill 2.5oz .....	\$120
Youth Power Soft Milky Lotion 3.4 oz .....	\$100
SOFT CLEAN	
Foaming Cleanser 4.2oz .....	\$29
Infusion Hydrating Essence Lotion Amino Acid + Waterlily 13.5oz .....	\$46

RE-NUTRIV SKINCARE

Hydrating Foam Cleanser 4.2oz .....	\$85
Intensive Smoothing Hand Creme 3.4oz .....	\$85
CLASSIC RE-NUTRIV	
Creme 1.7oz .....	\$135
Lightweight Creme 1.7oz .....	\$135
Softening Lotion 8.4oz .....	\$85
ULTIMATE DIAMOND	
Age Reversal Creme 0.5oz .....	\$210
<b>NEW</b> Age Reversal Lotion 6.7oz .....	\$165
Sculpted Transformation Creme 0.5oz .....	\$135
Sculpted Transformation Creme 1.7oz .....	\$470
Transformative Energy Creme Rich 1.7oz .....	\$470
Transformative Eye Serum 0.5oz .....	\$210
Transformative Energy Eye Creme 0.5oz .....	\$320
Ultimate Facial Massager .....	\$175
ULTIMATE DIAMOND TRANSFORMATIVE BRILLIANCE	
Serum 1.0oz .....	\$330
Serum Refill 1.0 oz .....	\$285
Soft Creme 1.0 oz .....	\$225

Soft Creme 1.7 oz .....	\$350
Soft Creme Refill 1.7 oz .....	\$295
ULTIMATE LIFT AGE-CORRECTING	
Creme 1.7oz .....	\$330
ULTIMATE LIFT REGENERATING YOUTH	
Creme 1.7 oz .....	\$350
Creme Rich 1.7oz .....	\$350
Serum 1.0oz .....	\$330
Eye Creme 0.5oz .....	\$210
Eye Creme Rich 0.5oz .....	\$210
Emulsion 2.5oz .....	\$310

RE-NUTRIV MAKEUP

Ultra Radiance Liquid Makeup SPF 20 .....	\$140
<b>NEW</b> Ultra Radiance Serum Creme Makeup SPF 20 .....	\$160

MAKEUP EYE

BROW	
<b>Brow Multi-tasker</b> .....	\$31
EYE SHADOW	
<b>Double Wear EyeShadow Base</b> .....	\$28
PURE COLOR ENVY	
Luxe Eyeshadow Quad .....	\$60
Luxe Eyeshadow Quad Refills .....	\$46
EYELINER	
DOUBLE WEAR	
24-HR Waterproof Gel Eye Pencil .....	\$32
Infinite Waterproof Eyeliner .....	\$32
<b>Little Black Liner</b> .....	\$36
<b>Smoke and Brighten Kajal Eyeliner Duo</b> .....	\$34

MASCARA	
<b>Double Wear Zero-Smudge Lengthening Mascara</b> .....	\$34
<b>Little Black Primer</b> .....	\$28
SUMPTUOUS	
Extreme Lash Multiplying Volume Mascara .09oz .....	\$15
Extreme Lash Multiplying Volume Mascara .....	\$35
Extreme Lash Multiplying Volume Waterproof Mascara .....	\$35
TURBO LASH	
High Powered Volume + Length Mascara .....	\$35
High Powered Volume + Length Mascara Mini .....	\$16
Night Revitalizing Serum Lash + Brow .....	\$49

MAKEUP FACE

BLUSH	
PURE COLOR ENVY	
Sculpting Blush .....	\$44
Sculpting Blush Refills .....	\$30
BRONZER/HIGHLIGHTER	
BRONZE GODDESS	
Powder Bronzer .....	\$56
Matte & Glow Bronzing Trio .....	\$56
Highlighting Powder Gelée .....	\$52
CONCEALER	
DOUBLE WEAR	
Stay-in-Place Wear Concealer .....	\$38
FUTURIST	
Futurist Soft Touch Brightening Concealer .....	\$38
FOUNDATION	
DOUBLE WEAR	
Maximum Cover Camouflage Makeup SPF 15 .....	\$55
Stay-in-Place Makeup .....	\$52
Stay-in-Place Matte Powder Foundation .....	\$52
Stay-in-Place Matte Powder Foundation Refill .....	\$39
Double Wear Stay-in-Place Makeup Pump .....	\$13
FUTURIST	
Hydra Rescue Moisturizing Makeup SPF 45 .....	\$55
SkinTint Serum with Botanical Oil Infusion SPF 20 .....	\$55



MAKEUP FACE

LOOSE/PRESSED POWDERS	
Double Wear Sheer Flattery Loose Powder .....	\$52
PRIMERS	
Futurist Aqua Brilliance Watery Glow Primer 0.5oz .....	\$18
Futurist Aqua Brilliance Watery Glow Primer 1.35oz .....	\$46
Futurist Peptide-Power Serum Primer .....	\$56
Double Wear Smooth & Blur Primer .....	\$45
MIST	
Set + Refresh Perfecting Makeup Mist 3.9oz .....	\$40

MAKEUP LIP

LIP PENCIL	
Double Wear 24H Stay-in-Place Lip Liner .....	\$30
LIPSTICK	
PURE COLOR	
Creme Lipstick .....	\$42
Gloss Stick .....	\$38
Hi-Lustre Lipstick .....	\$42
Matte Lipstick .....	\$42
Matte + Creme Lipstick Refills .....	\$30
Revitalizing Crystal Balms .....	\$40

MAKEUP LIP

LIPSTICK	
PURE COLOR ENVY LIP CARE	
Color Replenish Lip Balm .....	\$38
PURE COLOR EXPLICIT	
Silk Matte Lipstick .....	\$44
Slick Shine Lipstick .....	\$44

MAKEUP TOOLS

Sharpener .....	\$10
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MAKEUP REMOVERS

TAKE IT AWAY	
Gentle Eye Makeup Remover 3.4oz .....	\$28
Take it Away Makeup Remover Lotion 6.7oz .....	\$38

FRAGRANCE

KNOWING	
Eau de Parfum Spray 2.5oz .....	\$115
MODERN MUSE	
Eau de Parfum Spray 1.7oz .....	\$112
PRIVATE COLLECTION*	
Eau de Parfum Spray 1.7oz .....	\$80
WHITE LINEN	
Parfum Spray 2oz .....	\$80
YOUTH-DEW	
Eau de Parfum Spray 1.8oz (heritage blue bottle) .....	\$45
Eau de Parfum Spray 2.25oz .....	\$50
Bath Oil 2oz .....	\$50
Body Satinée 5oz .....	\$42
Dusting Powder Box 7oz .....	\$45
Perfumed Body Creme 7.5oz .....	\$45
Roll-On Anti-Perspirant Deodorant 2.5oz .....	\$25

FOR MEN	
LAUDER FOR MEN	
Cologne Spray 3.4oz .....	\$88
PLEASURES FOR MEN	
Cologne Spray 3.4oz .....	\$90

AERIN	
PREMIER FRAGRANCES	
Ambrette de Noir Parfum 1.7oz .....	\$275
Limone di Sicilia Parfum 1.7oz .....	\$275
Tuberose le Jour Parfum 1.7oz .....	\$275
Tuberose le Soir Parfum 1.7oz .....	\$275

FRAGRANCE COLLECTION	
Amber Musk EDP 1.7oz .....	\$150
Amber Musk EDP 3.4oz .....	\$210
Amber Musk Body Cream 5oz .....	\$65
Amber Musk EDP Travel Spray 0.24oz .....	\$35
NEW Amber Musk Vanille EDP 1.7oz .....	\$150
Cedar Violet EDP 1.7oz .....	\$150
Cedar Violet EDP 3.4oz .....	\$210
Cedar Violet Travel Spray EDP 0.24oz .....	\$35
Fleur de Peony EDP 1.7oz .....	\$150
Fleur de Peony EDP 3.4oz .....	\$210
Fleur de Peony Body Cream 5oz .....	\$65
Hibiscus Palm EDP 1.7oz .....	\$150
Hibiscus Palm EDP 3.4oz .....	\$210
Hibiscus Palm EDP Travel Spray 0.24oz .....	\$35
Ikat Jasmine EDP 1.7oz .....	\$150
Ikat Jasmine EDP 3.4oz .....	\$210
Ikat Jasmine Body Cream 5oz .....	\$65
Ikat Jasmine EDP Travel Spray 0.24oz .....	\$35
NEW Les Jardins Botaniques Wisteria EDP 1.7oz .....	\$210
Lilac Path EDP 1.7oz .....	\$150
Lilac Path EDP 3.4oz .....	\$210
Lilac Path Body Cream 5oz .....	\$65
Mediterranean Honeysuckle EDP 1.7oz .....	\$150
Mediterranean Honeysuckle EDP 3.4oz .....	\$210

AERIN	
Mediterranean Honeysuckle Body Cream 5oz .....	\$65
Mediterranean Honeysuckle EDP Travel Spray 0.24oz .....	\$35
NEW Tuberose Gardenia 3.4oz .....	\$210
Wild Geranium EDP 1.7oz .....	\$150
Wild Geranium EDP 3.4oz .....	\$210
Wild Geranium Body Cream .....	\$65
Wild Geranium Travel Spray0.24oz .....	\$35

ROSE COLLECTION	
NEW Rose Cocoa EDP 1.7oz .....	\$275
Rose de Grasse Joyful Bloom EDP 1.7oz .....	\$210
Rose de Grasse Joyful Bloom EDP 3.4oz .....	\$290
Rose de Grasse Parfum 1.7oz .....	\$275
Rose de Grasse Parfum 3.4oz .....	\$385
Rose de Grasse Body Cream 6.5oz .....	\$105
Rose de Grasse Pour Filles EDT 1.0oz .....	\$105
Rose Hand and Body Cream 5oz .....	\$65
Rose Lip Conditioner 0.3oz .....	\$40

ULTRA LUXURY COLLECTION	
Azuree Legacy 3.4oz .....	\$280
White Linen Legacy 3.4oz .....	\$280
Knowing Legacy 3.4oz .....	\$280
Estée Legacy 3.4oz .....	\$280
Private Collection 3.4oz .....	\$280

FRAGRANCE

BEAUTIFUL MAGNOLIA	
Hand Creme 1.0oz .....	\$24
Eau de Parfum Travel Spray 0.34oz .....	\$32
Eau de Parfum Spray 1.0oz .....	\$85
Eau de Parfum Spray 1.7oz .....	\$112
Eau de Parfum Spray 3.4oz .....	\$150
BEAUTIFUL MAGNOLIA L'EAU	
Eau de Toilette Spray 0.34oz .....	\$32
Eau de Toilette Spray 1.7oz .....	\$108
Eau de Toilette Spray 3.4oz .....	\$140
BEAUTIFUL	
Eau de Parfum Spray 0.5oz .....	\$38
Eau de Parfum Spray 1.0oz .....	\$80
Eau de Parfum Spray 2.5oz .....	\$108
Eau de Parfum Spray 3.4oz .....	\$120
Eau de Parfum Spray 5oz .....	\$155
Perfumed Body Lotion 8.4oz .....	\$70
Perfumed Body Powder 3.5 oz .....	\$68
BEAUTIFUL BELLE	
Eau de Parfum Spray 1.7oz .....	\$112

BRONZE GODDESS	
Agea Eau de Parfum 1.7oz .....	\$90
Nuit Eau de Parfum 1.7oz .....	\$98
Nuit Eau de Parfum 3.4oz .....	\$118
Nuit Eau de Parfum Travel Spray 0.4oz .....	\$32
Eau Fraîche Skinscent 1.7oz .....	\$88
Eau Fraîche Skinscent 3.4oz .....	\$102
Eau Fraîche Skinscent Travel Spray 0.4oz .....	\$32
PLEASURES	
Body Lotion 8.4oz .....	\$60
Eau de Parfum Spray 0.5oz .....	\$35
Eau de Parfum Spray 1.7oz .....	\$88
Eau de Parfum Spray 3.4oz .....	\$118
PLEASURES INTENSE	
Eau de Parfum Spray 3.4oz .....	\$105
SENSUOUS	
Eau de Parfum Spray 1.7oz .....	\$86
HOUSE OF ESTÉE LAUDER	
Aliage Sport Eau de Parfum Spray 1.7oz .....	\$75
Azuree Eau de Parfum Spray 1.7oz .....	\$75
Cinnabar Fragrance Spray 1.7oz .....	\$75
Estée Super Eau de Parfum Spray 1.7oz .....	\$75
Spellbound Eau de Parfum Spray 1.7oz .....	\$80
Tuscany per Donna Eau de Parfum Spray 1.7oz .....	\$69











SERUM S.R.P. PER OUNCE

ANR Synchronized Multi-Recovery Complex 1.0oz.....	\$85	Perfectionist Pro Rapid Firm + Lift Serum 1.0oz .....	\$95
ANR Synchronized Multi-Recovery Complex 1.7oz .....	\$75.29	Perfectionist Pro Rapid Firm + Lift Serum 1.7oz .....	\$79.41
ANR Synchronized Multi-Recovery Complex 3.9oz .....	\$65.38	Perfectionist Pro Rapid Firm + Lift Serum Duo 2 x 1.7oz .....	\$66.18
ANR Synchronized Multi-Recovery Complex Duo 2x1.7oz .....	\$64.12	Re-Nutriv Ultimate Diamond Brilliance Serum 1.0oz .....	\$330
Perfectionist Pro Rapid Brightening Treatment Ferment3 + Vitamin C 1.0oz .....	\$95	Re-Nutriv Ultimate Lift Regenerating Youth Serum 1.0oz .....	\$330
Perfectionist Pro Rapid Brightening Treatment Ferment3 + Vitamin C .....	\$79.41		
Perfectionist Pro Rapid Brightening Treatment Ferment3 + Vitamin C Duo 2 x 1.7oz .....	\$66.18		

LINE TESTERS & TRENDING  
NOW LAUNCH UNITS/  
IN CASE PROPS









	Currently on-counter	JUL	AUG	SEPT	OCT-NOV
LAUNCH	<div></div> <div>SKINCARE TRENDING NOW UNIT SRP Update Only <b>Select Doors</b> Unit Code #: PG5E-60 Update Code #: GBAS-70</div>				
IN-CASE	<div><div>PERFECTIONIST PRO IN-CASE PROP GRAPHIC <b>All Doors</b> Graphic Code #: TBD</div><div>ADVANCED NIGHT REPAIR REPROMOTE IN-CASE PROP GRAPHIC <b>All Doors</b> Graphic Code #: GB7L-70</div></div> <div><div>SUPREME+ NIGHT BOUNCE IN-CASE PROP GRAPHIC <b>All Doors</b> Graphic Code #: GB7K-70</div></div>	<div><div>ADVANCED NIGHT REPAIR REPROMOTE IN-CASE PROP GRAPHIC <b>All Doors</b> Graphic Code #: GC97-70</div></div> <div><div>SUPREME+ NIGHT BOUNCE IN-CASE PROP GRAPHIC <b>All Doors</b> Graphic Code #: GC9Q-70</div></div>			
LINE TESTER	<div></div> <div>SKINCARE LTU <b>Most Doors</b> Update with new template and graphics Unit Code #: PG58-60 Graphic Update Code #: GBAT-70 Acrylic Update Code #: GB7B-60</div>		<div><div><b>NEW</b> SKINCARE CORE UNIT <b>Select Doors</b> Remove current Skincare Line Tester Unit at counter and install this new unit Unit Code #: GCZK-60</div></div> <div><b>NOTE:</b> Discard current Skincare line tester unit on counter and replace with new Skincare Core Unit.</div>		






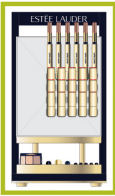




Select Doors Only

All Doors



	Currently on-counter	JUL	AUG	SEPT	OCT-NOV
DEPARTMENT STORE (DIAMOND)	<div></div> <div>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</div>				
	<div></div> <div>RE-NUTRIV BAR Select Doors Update graphics Unit Code #: TBD Graphic Update Code #: GBAP-70</div>			<div><div>NOTE: Discard current Re-Nutriv tester units on counter and replace with new Re-Nutriv Core Unit.</div></div> <div></div> <div>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</div>	<div></div> <div>RE-NUTRIV CORE UNIT Select Doors Update with new product and template Unit Code #: GCZL-60 Graphic Code #: TBD Acrylic Code #: TBD</div>
DEPARTMENT STORE (NON-DIAMOND)	<div></div> <div>RE-NUTRIV BRILLIANCE UNIT (ULRY) Select Doors Update with new templates and graphics Unit Code #: PT2N-60 Graphic Update Code #: GBAQ-70</div>				<div><div><div></div>Select Doors Only</div><div><div></div>All Doors</div></div>






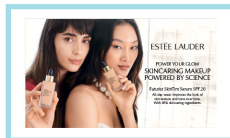







	Currently on-counter	JUL	AUG	SEPT	OCT-NOV
LAUNCH	<div></div> <div>IPAD/MATCH TRENDING NOW UNIT Update with new templates and graphics <b>Select Doors</b> Unit Code #: PG5H-60 Update Code #: GB9F-60</div>	<div></div> <div>IPAD/MATCH TRENDING NOW UNIT Update with new graphics <b>Select Doors</b> Unit Code #: PG5H-60 Graphic Update Code #: GCG5-70</div>			
IN-CASE	<div></div> <div>TURBO LASH IN-CASE GRAPHIC <b>Select Doors</b> GRAPHIC Code #: G1QA-70</div> <div>PURE COLOR GLOSS STICK IN-CASE GRAPHIC <b>Select Doors</b> GRAPHIC Code #: GB82-70</div>				
LINE TESTER	<div></div> <div>COLOR LTU (56 LIP SHADE VARIANT) Update with new templates and graphics <b>All Doors with Color LTU</b> Unit Code #: PG53-60 Acrylic Update Code #: GB7X-60 Graphic Update Code #: GC1H-70</div> <div></div> <div>COLOR HYBRID LTU Boscov's, Independents, Blue Mercury, and Puerto Rico Doors Update with new templates and graphics Update Code #: GB9C-60</div>	<div></div> <div>COLOR LTU (56 LIP SHADE VARIANT) Update with new graphics (SRP Updates) <b>All Doors with Color LTU</b> Unit Code #: PG53-60 Acrylic Update Code #: GC9A-60 Graphic Code #: GCG9-70</div> <div></div> <div>COLOR HYBRID LTU Boscov's, Independents, Blue Mercury, and Puerto Rico Doors Update with new graphics (SRP Updates) Unit Code #: TBD Update Code #: GCGB-70</div>		<div></div> <div>COLOR LTU (56 LIP SHADE VARIANT) Remove graphic plugs and add new products <b>All Doors with Color LTU</b> Unit Code #: PG53-60</div> <div></div> <div>COLOR HYBRID LTU Boscov's, Independents, Blue Mercury, and Puerto Rico Doors Remove graphic plug to reveal new Glossy Lip Unit Code #: TBD Update Code #: GCGB-70</div>	







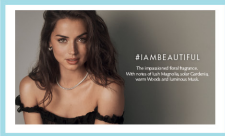
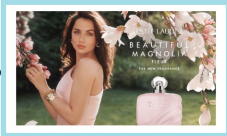


**Select Doors Only**

**All Doors**



ESTÉE LAUDER		North America Tester Cadence: Department Stores		FACE		Fall 2025	
	Currently on-counter	JUL	AUG	SEPT	OCT-NOV		
LAUNCH	<div><div></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> <div><div></div><div><p>DRAMMING PEDESTAL Foundation Panels Update <b>Select Doors</b> Pedestal Code #: P4EE-60 Pedestal Update Code #: GA78-70</p></div></div> <div><div></div><div><p>COLOR/FOUNDATION TRENDING NOW UNIT Update with new templates and graphics <b>Select Doors</b> Unit Code #: PG5F-60 Acrylic Update Code #: GB9E-60 Graphic Update Code #: GC1J-70</p></div></div>				<div><div></div><div><p>COLOR/FOUNDATION TRENDING NOW UNIT Update with new templates and graphics <b>Select Doors</b> Unit Code #: PG5F-60 Update Update Code #: GC9G-60</p></div></div>		
IN-CASE	<div><div></div><div><p>DOUBLE WEAR RE-PROMOTE IN-CASE GRAPHIC GRAPHIC Code #: G96S-70</p></div></div> <div><div></div><div><p>FUTURIST SKINTINT REPMOTE IN-CASE GRAPHIC GRAPHIC Code #: GB7S-70</p></div></div>	<div><div></div><div><p>DOUBLE WEAR RE-PROMOTE IN-CASE GRAPHIC Graphic Code #: GCA7-70</p></div></div> <div><div></div><div><p>FUTURIST SKINTINT REPMOTE IN-CASE GRAPHIC Graphic Code #: GCDX-70</p></div></div>				<div><div></div></div>	
LINE TESTER	<div><div></div><div><p>FOUNDATION LINE TESTER UNIT Update with new templates and graphics <b>All Doors</b> Unit Code #: PJHJ-60 Update Code #: GB7P-60</p></div></div>				<div><div></div><div><p>FOUNDATION LINE TESTER UNIT Update with new templates and graphics <b>All Doors</b> Unit Code #: PJHJ-60 Update Code #: GC9H-60</p></div></div>		



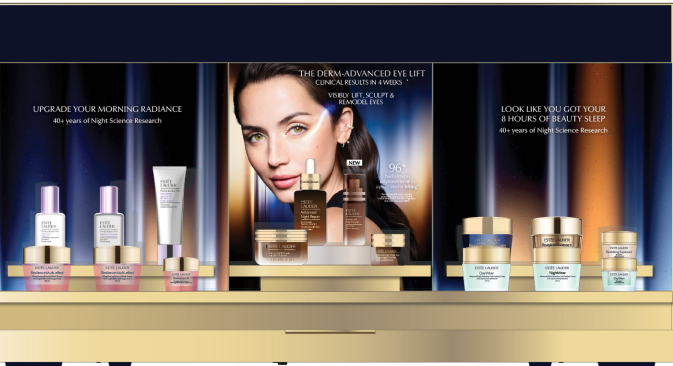
ESTÉE LAUDER   North America Tester Cadence: Department Stores		FRAGRANCE			Fall 2025
	Currently on-counter	JUL	AUG	SEPT	OCT-NOV
AERIN	 <p>AERIN LINE FRAGRANCE UNIT Update with new fragrances and new templates <b>Macy's Doors Only</b> Graphic Update Code #: GC1R-70</p>			 <p>AERIN LINE FRAGRANCE UNIT Update with new fragrances and new templates <b>All Doors</b> Graphic Code #: TBD Acrylic Code #: TBD</p>	
	 <p>AERIN LINE FRAGRANCE UNIT Update with new fragrances and new templates <b>All Doors Except Macy's</b> Graphic Update Code #: GC1M-70</p>				
LINE TESTER	 <p>LUXURY FRAGRANCE CONVERSION <b>Select Doors</b> Update to Beautiful Fragrance Highlighter Unit Unit Code #: G1RE-60 Graphic Update Code #: GAAS-70</p>				
	 <p>FRAGRANCE LINE TESTER <b>Most Doors</b> Update back riser and platform graphic Unit Code #: PG59-60 Update Code #: GC24-70</p>		 <p>FRAGRANCE LINE TESTER <b>MACY'S ONLY</b> Update back riser and platform graphic Unit Code #: PG59-60 Update Code #: GD87-70</p>		
IN-CASE & OTHER	 <p>BEAUTIFUL MAGNOLIA RE-PROMOTE IN-CASE PROP GRAPHIC GRAPHIC Code #: GB85-70</p>				
			 <p><b>MACY'S ONLY</b> BEAUTIFUL MAGNOLIA RE-PROMOTE IN-CASE PROP GRAPHIC Graphic Code #: GC93-70</p>		<div>  Select Doors Only   All Doors         </div>



NEW UNIT

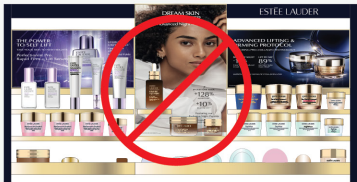
SKINCARE CORE UNIT

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

- |   |  |
|---|--|
| 1. Perfectionist Pro Brightening Treatment (1.7 oz)                         | 16. DayWear Eye Cooling Anti-Oxidant Moisture Gel Crème (0.5 oz)         |
| 2. Perfectionist Pro Rapid Firm + Lift Treatment (1.7 oz)                   | 17. Advanced Night Cleansing Gelée (3.4 oz)                              |
| 3. Perfectionist Pro Multi-Defense UV Gel (1.0 oz)                          | 18. Advanced Night Repair Rescue Solution with Bifidus Ferment (0.68 oz) |
| 4. Revitalizing Supreme+ Night Power Bounce Creme (1.7 oz)                  | 19. Advanced Night Cleansing Balm (2.2 oz)                               |
| 5. Revitalizing Supreme+ Youth Power Creme (1.7 oz)                         | 20. Micro Essence Treatment Lotion with Bio-Ferment (6.7 oz)             |
| 6. Revitalizing Supreme+ Youth Power Eye Balm (0.5 oz)                      | 21. Take It Away Makeup Remover Lotion (6.7 oz)                          |
| 7. Resilience Multi-Effect Face and Neck Creme SPF15 (1.7 oz)               | 22. Gentle Eye Makeup Remover (3.4 oz)                                   |
| 8. Resilience Multi-Effect Night Creme (1.7 oz)                             | 23. Perfectly Clean Multi-Action Foam Cleanser/Purifying Mask (5.0 oz)   |
| 9. Resilience Multi-Effect Eye Creme (0.5 oz)                               | 24. Perfectly Clean Multi-Action Toning Lotion/Refiner (6.7 oz)          |
| 10. Advanced Night Repair Serum Synchronized Multi-Recovery Complex (1.7oz) | 25. Perfectly Clean Infusion Balancing Essence Lotion (13.5 oz)          |
| 11. New Advanced Night Repair Eye Lift + Firm (0.5 oz)                      | 26. Soft Clean Infusion Hydrating Essence Lotion (13.5 oz)               |
| 12. Advanced Night Repair Overnight Treatment (2.2 oz)                      | 27. Revitalizing Supreme+ Youth Power Power Soft Milky Lotion (3.4 oz)   |
| 13. Advanced Night Repair Supercharged Eye Gel-Creme (0.5 oz)               | 28. Resilience Multi-Effect Face and Neck Creme SPF15 Dry (1.7 oz)       |
| 14. DayWear Multi-Protection Antioxidant 24H-Moisture Creme SPF15 (1.7oz)   | 29. DayWear Matte Oil-Control Anti-Oxidant Moisture Gel Creme (1.7 oz)   |
| 15. DayWear Anti-Oxidant 72H-Hydration Sorbet Creme SPF15 (1.7 oz)          | 30. Revitalizing Supreme+ Youth Power Creme SPF 25 (1.7 oz)              |

NEW UNIT

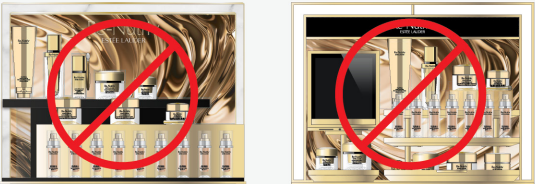
RE-NUTRIV CORE UNIT

September Update (Fall Part 1)

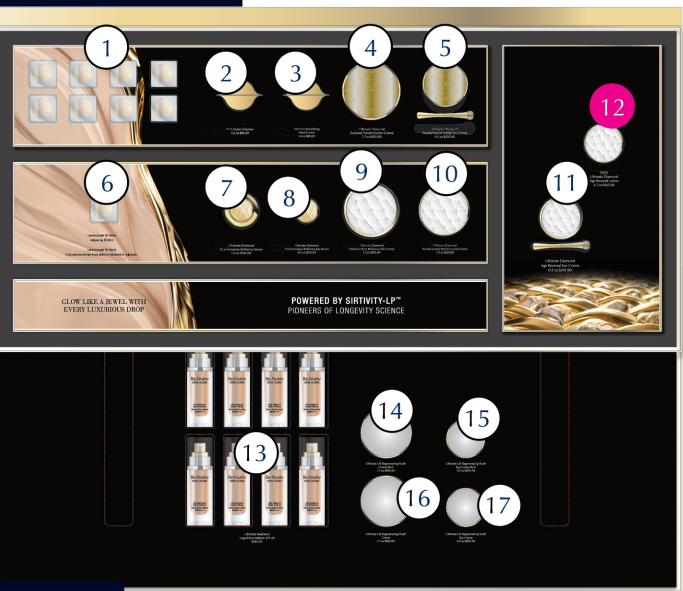
FRONT OF UNIT



**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

- |   |  |
|---|--|
| 1. Re-Nutriv Ultra Radiance Liquid Makeup SPF 20 1 oz, (8)                                | 9. Re-Nutriv Ultimate Diamond Transformative Brilliance Soft Creme 1.7 oz, (1) |
| 2. Re-Nutriv Rich Foam Cleanser 4.2 oz, (1)   | 10. Re-Nutriv Ultimate Diamond Transformative Brilliance Soft Creme 1.0oz, (1) |
| 3. Re-Nutriv Intensive Smoothing Hand Creme 3.4 oz, (1)                                   | 11. Re-Nutriv Ultimate Diamond Age Reversal Eye Creme 0.5oz, (1)               |
| 4. Re-Nutriv Ultimate Diamond Sculpted Transformation Creme 1.7 oz, (1)                   | 12. New Re-Nutriv Age Reversal Lotion (1)                                      |
| 5. Re-Nutriv Ultimate Diamond Transformative Energy Eye Creme 0.5 oz, with applicator (1) | 13. Re-Nutriv Ultra Radiance Liquid Makeup SPF 20 1 oz, (8)                    |
| 6. Re-Nutriv Ultra Radiance Liquid Makeup SPF 20 1 oz, (1)                                | 14. Re-Nutriv Ultimate Lift Regenerating Youth Creme Rich 1.7 oz, (1)          |
| 7. Re-Nutriv Ultimate Diamond Transformative Brilliance Serum 1 oz, (1)                   | 15. Re-Nutriv Ultimate Lift Regenerating Youth Eye Creme Rich 0.5 oz, (1)      |
| 8. Re-Nutriv Ultimate Diamond Transformative Brilliance Eye Serum 0.5 oz, (1)             | 16. Re-Nutriv Ultimate Lift Regenerating Youth Creme 1.7 oz, (1)               |
|   | 17. Re-Nutriv Ultimate Lift Regenerating Youth Eye Creme 0.5 oz, (1)           |

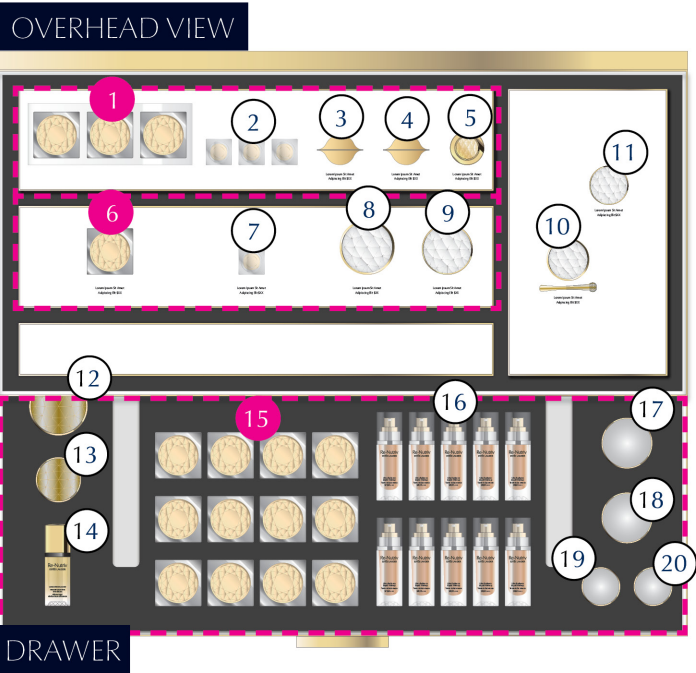
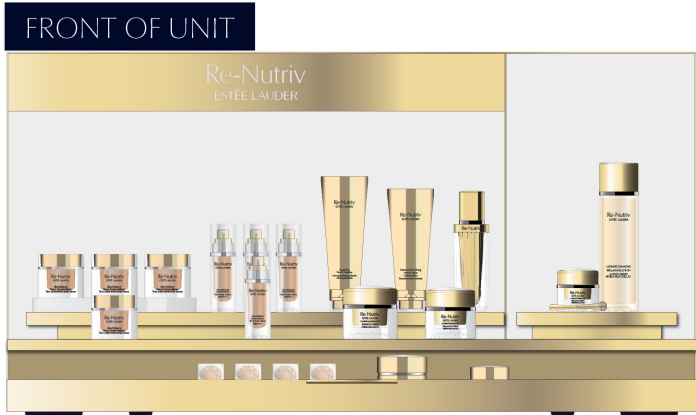


# RE-NUTRIV CORE UNIT

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



- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS

### Product List

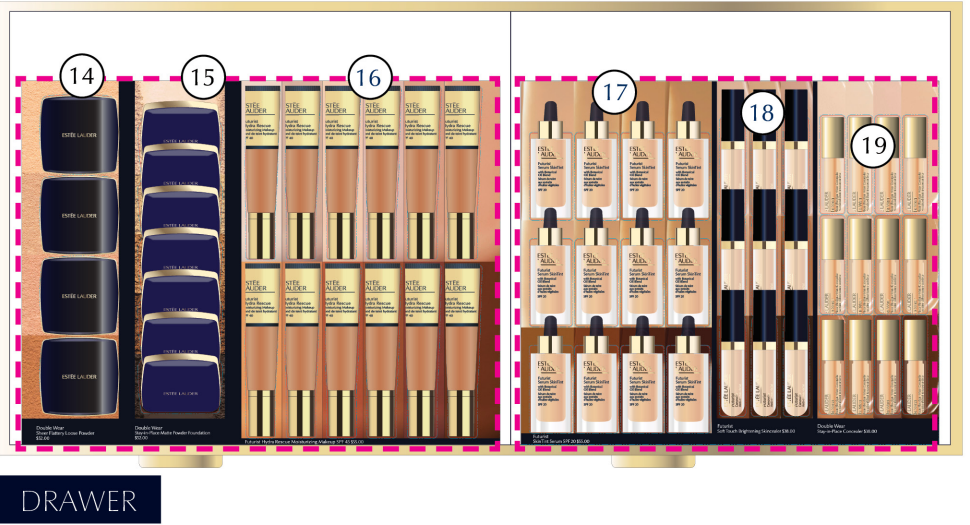
- New Re-Nutriv Ultra Radiance Serum Creme Makeup - (on clear riser )(3)
- Re-Nutriv Ultra Radiance Liquid Makeup SPF 20 1 oz, (3)
- Re-Nutriv Rich Foam Cleanser 4.2 oz, (1)
- Re-Nutriv Intensive Smoothing Hand Creme 3.4 oz, (1)
- Re-Nutriv Ultimate Diamond Transformative Brilliance Serum 1 oz, (1)
- 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



# COLOR LINE TESTER

July & September Update

HISTORY OF UPDATES

Apr '25	Update with all new templates and graphics (Graphic Code #: GB7X-60).
Jul '25	Update with all new templates and graphics (Acrylic Update Code#: GC9A-60   Graphic Code #: GCG9-70).
Sept '25	Remove graphic plugs on new Glossy Lip Pout (#4) and new Futurist Blush (#13).



Product List

1. Pure Color Explicit Slim Lipstick (10)

2. Pure Color Explicit Slim Matte Lipstick (10)

3. Pure Color Melt On Gloss Stick (8)

4. New Pure Color Lip Pout (8) \*Plug over with graphic in July and remove in September when product launches\*

5. Pure Color Lipsticks (24)

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

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

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

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

10. Brow Multi-Tasker (2)

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

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

13. New Futurist Liquid Blush (6) \*Plug over with graphic in July and remove in September when product launches\*

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

15. Bronze Goddess Powder Bronzer (2) (closed compact)
16. Pure Color Lipstick (16)

17. Pure Color Explicit Slim Matte Lipstick (2)

18. Pure Color Explicit Slim Lipstick (2)

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

20. Pure Color Revitalizing Crystal Balm (6)

21. Pure Color Envy Color Replenish Balm(1)

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

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

24. Turbo Lash Serum (1)

25. Sumptuous Extreme Lash Multiplying Volume Mascara (1)

26. Sumptuous Extreme Waterproof (1)

27. Little Black Primer (1)

28. Double Wear Infinite Waterproof Eyeliner (4)

29. Little Black Liner (1)

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

31. Kajal Eyeliner (4)

32. Brow Multi-Tasker (8)

NEW GRAPHICS  
NEW TEMPLATES & GRAPHICS

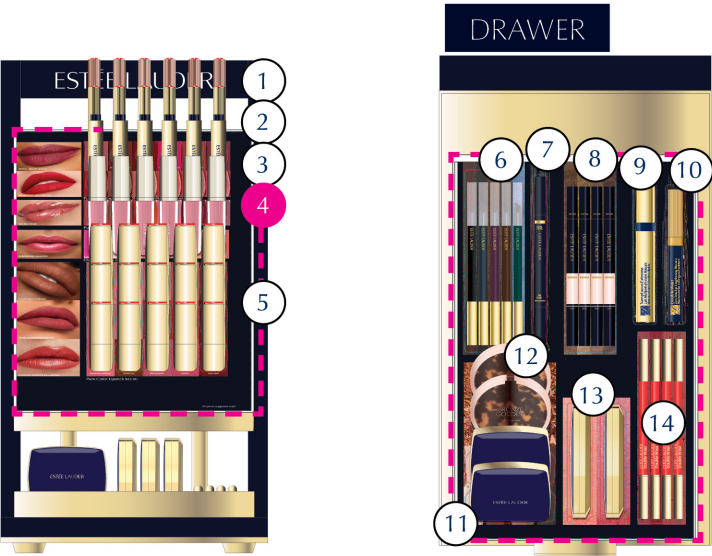
# COLOR HYBRID UNIT

July & September Update

Boscov's, Independents, Blue Mercury, and Puerto Rico Doors

HISTORY OF UPDATES

Apr '25	Update with new graphics and new lipsticks (GB9C-60).
Jul '25	Update with new graphics and new templates. Add graphic plug for new Glossy Lip Pout (#4)
Sept '25	Remove graphic plug for #4.



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) \*Plug over with graphic in July and remove in September when product launches\*

5. Pure Color Lipstick (15)

Drawer

6. Double Wear Stay-In-Place Eye Pencil (5)

7. Little Black Liner (1)

8. Brow Multi-Tasker (4)

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

10. Sumptuous Extreme Lash Multiplying Volume Mascara (1)

11. Pure Color Envy Luxe Eyeshadow Quads (2) (in compacts)

12. Bronze Goddess Powder Bronzer (2) (in compacts)

13. Pure Color Envy Sculpting Blush (2) (in compacts)

14. Double Wear 24H Stay-in-Place Lip Liner (4)

NEW GRAPHICS  
NEW TEMPLATES & GRAPHICS



Unit Code #:

# AERIN

## October Update

ALL DOORS WITH AERIN EXCEPT SPECIALTY DOORS:  
BLOOMINGDALES, NEIMAN'S, SAKS, AND NORDSTROM

### HISTORY OF UPDATES

Aug '24	Update to place new product assortment on unit and new graphics shelf graphics.
Feb '25	Update with new graphics and new middle template (GC1 M-70).
Oct '25	Update with new template and graphics (TBD).

Unit Code #: GIRE-60

# BEAUTIFUL FRAGRANCE HIGHLIGHTER UNIT

## No Fall '25 Update

### HISTORY OF UPDATES

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.
Sept '24	Convert Unit to Beautiful Highlighter Unit (Graphics direct-to-door).





TOP VIEW





### Line Tester (Use salable products)

1. Rose de Grasse 1.7 oz
2. Rose de Grasse Joyful Bloom 1.7 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 1.7 oz
10. Tuberose Gardenia 1.7 oz
11. Lilac Path 1.7 oz
12. Hibiscus Palm 1.7 oz
13. Cedar Violet 1.7 oz
14. Amber Musk 1.7 oz

 NEW GRAPHICS  
 NEW TEMPLATES & GRAPHICS

### Product List

1. Beautiful Magnolia Eau de Parfum, 3.4 oz (l)
2. Beautiful Magnolia L'Eau Eau de Toilette, 1.7 oz (l)
3. Beautiful Eau de Parfum, 3.4 oz (l)
4. Beautiful Eau de Parfum, 2.5 oz (l)

 NEW GRAPHICS  
 NEW TEMPLATES & GRAPHICS



TOP VIEW



### NIGHTTIME TESTER MAINTENANCE/ CLEANING RITUAL

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



# FRAGRANCE LINE TESTER UNIT

August Update (Macy's Doors Only)

HISTORY OF UPDATES

Jul '24	Update with new backriser and top platform graphic (G9LJ-70).
Mar '25	Update with new backriser and top platform graphic (GC24-70).
Aug '25	Update with new backriser and top platform graphic (TBD).



FOCUS PLATFORM

MAIN PLATFORM



- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS

Product List

Focus Platform

- New Beautiful L'eau Fragrance, 3.4 oz

Main Platform (Preferred Line-up)

- Youth Dew Eau de Parfum Spray, 2.25 oz
- Cinnabar Eau de Parfum Spray, 1.7 oz
- Knowing Eau de Parfum Spray, 1.7 oz
- Estée Lauder Sensuous Eau de Parfum Spray, 3.4 oz
- Bronze Goddess Eau Fraîche Skinscent, 3.4 oz
- Beautiful Eau de Parfum, 3.4 oz
- White Linen Eau de Parfum, 2.0 oz
- Pleasures Eau de Parfum, 3.4 oz

SPICY

- Cinnabar
- Spellbound
- Tuscany Per Donna
- Youth Dew

WOODY

- Sensuous
- Knowing

FLORAL

- Beautiful (#7) (Mandatory)

OTHER OPTIONS IF YOU ARE OUT OF STOCK ON THE ABOVE

- Estée
- Pleasures Intense
- Private Collection
- Tuberose Gardenia

FRESH

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

# TRENDING NOW SKINCARE UNIT

No Fall Update

HISTORY OF UPDATES

Feb '24	Update with new templates and graphic. (Acrylic Update Code #: G47Z-60)   (Graphic Update Code #: G6BS-70).
Sept '24	Update with new templates and graphic. (Update Code #: G8RR-60)
Jan '25	Update with corrected top template to fit Supreme Night Bounce and update with new graphics (GBAS-70).



DRAWER

Product List

Main Platform

- Advanced Night Repair Serum Synchronized Multi-Recovery Complex (1.7oz)
- Supreme+ Night Bounce Creme (1.7 oz) - same footprint as existing Supreme+ Night

Drawer

- Advanced Night Cleansing Gelée (3.4 oz)
- Advanced Night Repair Rescue Solution with Bifidus Ferment (0.68 oz)
- Advanced Night Repair Supercharged Gel-Creme Synchronized Multi-Recovery (0.5 oz)
- Advance Night Repair Overnight Treatment (2.3 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

September Update

HISTORY OF UPDATES

Jul '24	Update with new templates and graphic. (Acrylic Update Code #: G8TZ-60)   (Graphic Update Code #: G9FM-70).
Apr '25	Update with new templates and graphics (Update Code: GB9E-60)
Sept '25	Update with new templates and graphics (Update Code: GC9G-60)



Product List

Main Platform

- Double Wear Stay-In-Place Lip Liner (1)
- New Pure Color Lip Pout (1)

Drawer

- Double Wear Stay-In-Place Lip Liner (3)
- New Pure Color Lip Pout (3)

- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS

# TRENDING NOW iMATCH/YOUCAM UNIT

July Update

HISTORY OF UPDATES

Jul '24	Update with new templates and graphic. (Update Code #: G9FM-70).
Apr '25	Update with new templates and graphics (Update Code #: GB9F-60).
Jul '25	Update with new drawer graphic (Update Code #: GCG5-70).



Product List

Main Platform

- iPad with YouCam

Drawer

- Double Wear Stay-In-Place Makeup (3)
- Double Wear Concealer (3)
- Pure Color Lipstick (3)

- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS





# DRAMMING UNIT & DRAMMING PEDESTAL

No Fall '25 Update

## HISTORY OF UPDATES

Aug '23	Update with all new unit and pedestal graphics (Dramming Unit Graphics: G56B-70   Dramming Tower Magnetic Graphics: G56D-70).
Sept '24	Update with new graphics on all sides of unit and pedestal (GA78-70).

SIDES 1 & 2



MAGNETIC PANELS 1 & 2

SIDES 3 & 4



MAGNETIC PANELS 3 & 4

# OPEN SELL/ MSNA VM UNITS

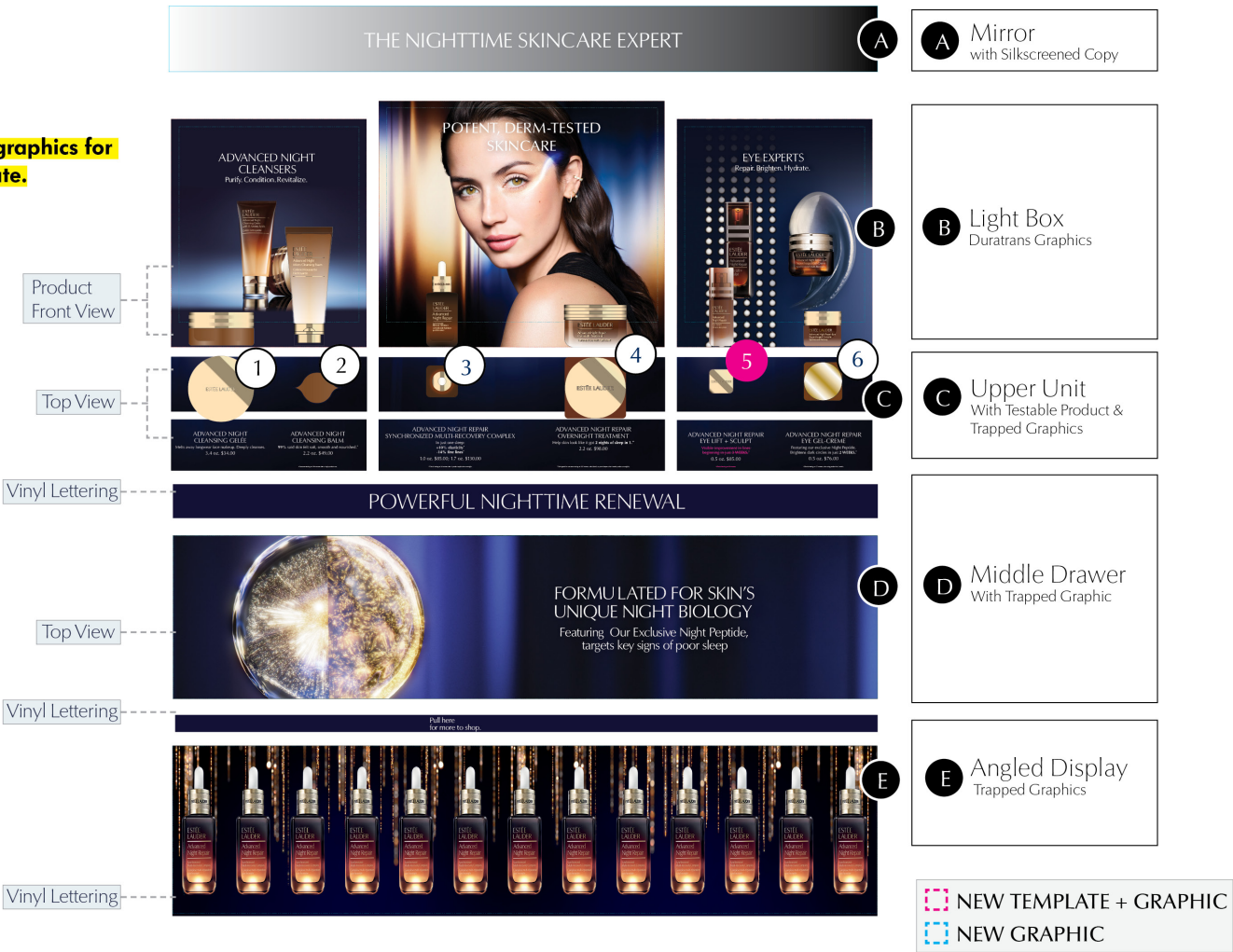


ANR DISTORTION TABLE (LARGE)  
July Update

HISTORY OF UPDATES

Jul '24	Update with new graphics (TBD).
Jan '25	Update with new graphics (GBFT-70).
Jul '25	Update with new graphics (GBFT-70).

NOTE:  
All new graphics for  
Fall update.

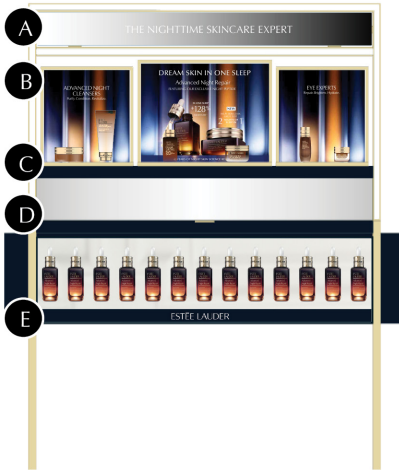


Product List

C. Upper Unit (Testable product marked out of saleable stock)

1. Advanced Night Cleansing Balm (2.2 oz)
2. Advanced Night Cleansing Gelée (3.4 oz)
3. Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery Complex, 0.5
4. Advanced Night Repair Overnight Treatment (2.2 oz)
5. New Advanced Night Repair Eye Lift + Firm (0.5 oz)
6. Advanced Night Repair Synchronized Multi-Recovery Complex, 1.7 oz (3)

D. Middle Drawer: Place saleable boxes (secondary packaging) in drawer.

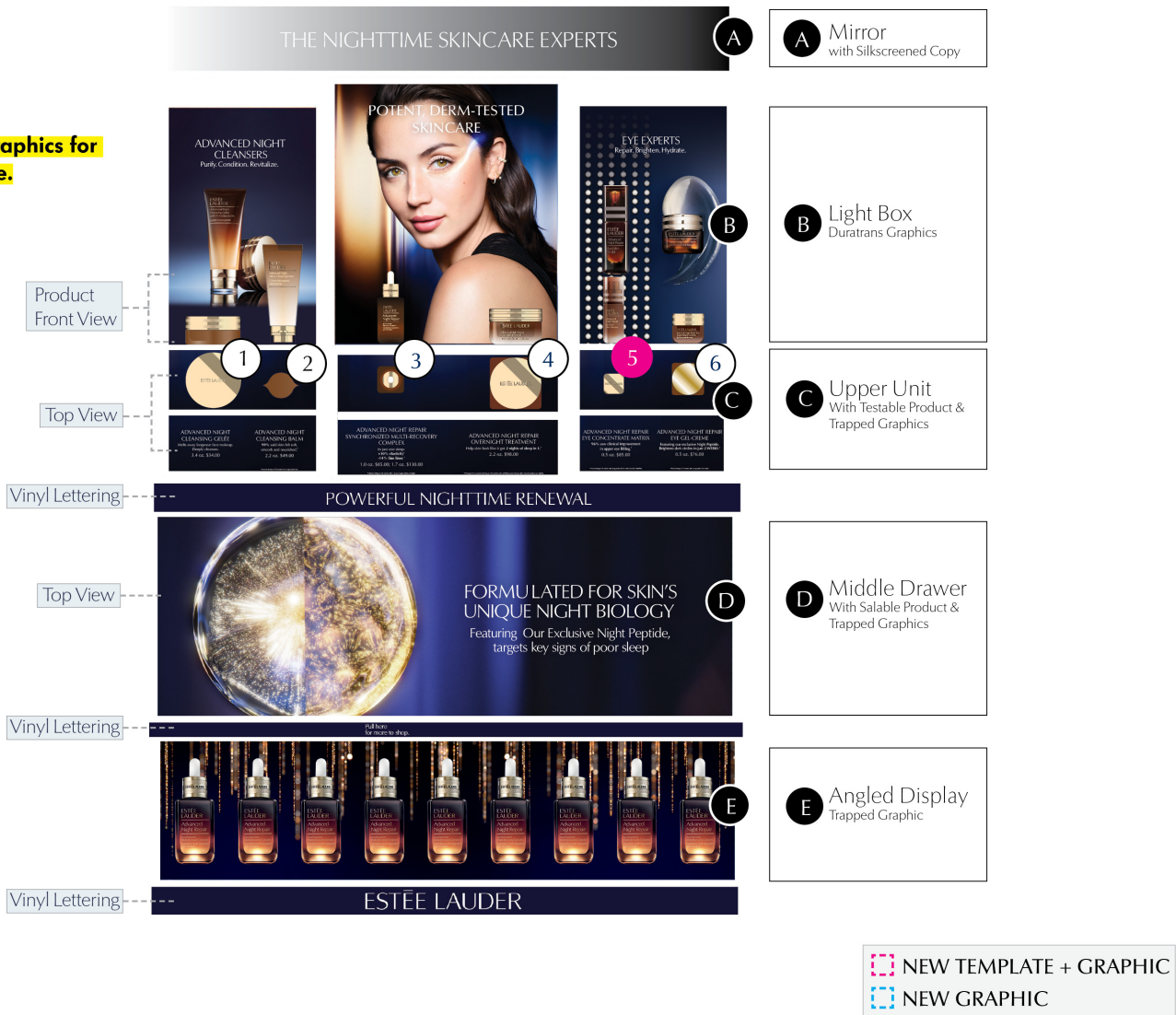


ANR DISTORTION TABLE  
(MEDIUM)  
July Update

HISTORY OF UPDATES

Jan '24	Update with all new graphics (G6BE-70) I Medium Half (G6BF-70).
Jul '24	Update with new graphics (TBD).
Jan '25	Update with new graphics (Medium: GBFS-70 I Medium Half: GBFR-70).

NOTE:  
All new graphics for  
Fall update.



Product List

C. Upper Unit (Testable product marked out of saleable stock)

1. Advanced Night Cleansing Balm (2.2 oz)
2. Advanced Night Cleansing Gelée (3.4 oz)
3. Advanced Night Repair Synchronized Multi-Recovery Complex, 1.7 oz (3)
4. Advanced Night Repair Overnight Treatment (2.2 oz)
5. New Advanced Night Repair Eye Lift + Firm (0.5 oz)
6. Advanced Night Repair Eye Supercharged Complex, 0.5 oz (1)

D. Middle Drawer: Place saleable boxes (secondary packaging) in drawer.



# MOISTURIZERS DISTORTION TABLE (LARGE) July Update

## HISTORY OF UPDATES

Jul '24	Update with new graphics (TBD).
Jan '25	Update with new graphics (GBFY-70).
Jul '25	Update with new graphics (GCJ7-70).



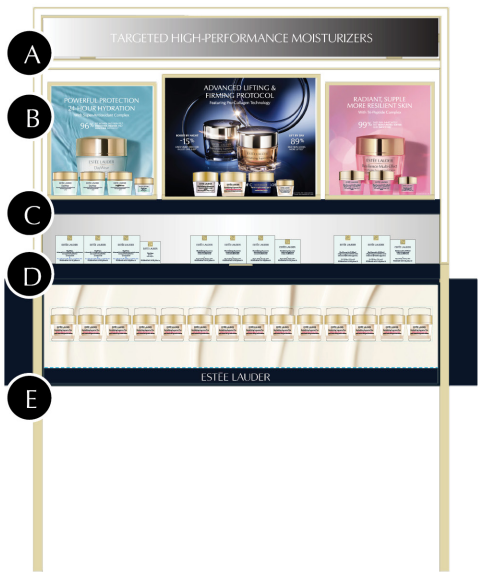
### Product List

#### Upper Unit (Testable product marked out of saleable stock)

1. DayWear 24H-Moisture Creme SPF 15, 1.7 oz (I)
2. DayWear Matte Gel Creme, 1.7 oz (I)
3. NightWear Anti-Oxidant Night Detox Creme, 1.7 oz (I)
4. DayWear Eye Cooling Gel Creme, 0.5 (I)
5. Revitalizing Supreme+ Creme, 1.7 oz. (salable)
6. Revitalizing Supreme+ Youth Power Creme SPF 25 1.7 oz
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. (I)
10. Resilience Multi-Effect Night Creme SPF 15, 1.7 oz. (I)
11. Resilience Multi-Effect Eye Creme, 0.5 oz. (I)

#### Angled Display

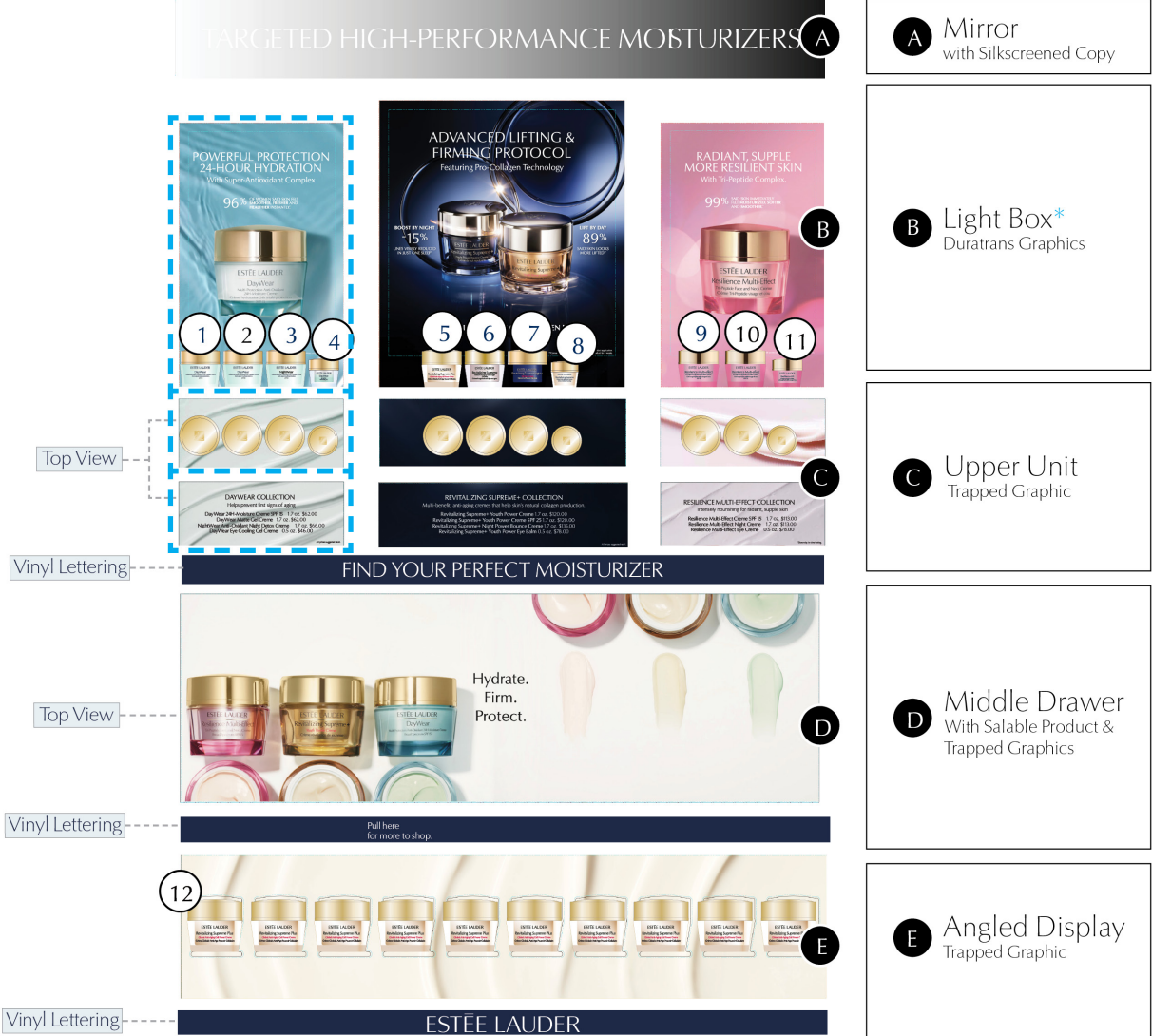
12. Moisturizers (14)



# MOISTURIZERS DISTORTION TABLE (MEDIUM) July Update

## HISTORY OF UPDATES

Jul '24	Update with new graphics (Medium: GBFX-70   Medium Half: GBFW-70).
Jul '25	Update with new graphics (Medium: GCJ9-70   Medium Half: GCJ8-70).



### Product List

#### Upper Unit (Testable product marked out of saleable stock)

1. DayWear 24H-Moisture Creme SPF 15, 1.7 oz (I)
2. DayWear Matte Gel Creme, 1.7 oz (I)
3. NightWear Anti-Oxidant Night Detox Creme, 1.7 oz (I)
4. DayWear Eye Cooling Gel Creme, 0.5 (I)
5. Revitalizing Supreme+ Creme, 1.7 oz. (salable)
6. Revitalizing Supreme+ Youth Power Creme SPF 25 1.7 oz
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. (I)
10. Resilience Multi-Effect Night Creme SPF 15, 1.7 oz. (I)
11. Resilience Multi-Effect Eye Creme, 0.5 oz. (I)

#### Angled Display

12. Moisturizers (10)

### GRAPHICS BELOW ARE FOR MEDIUM HALF TABLES

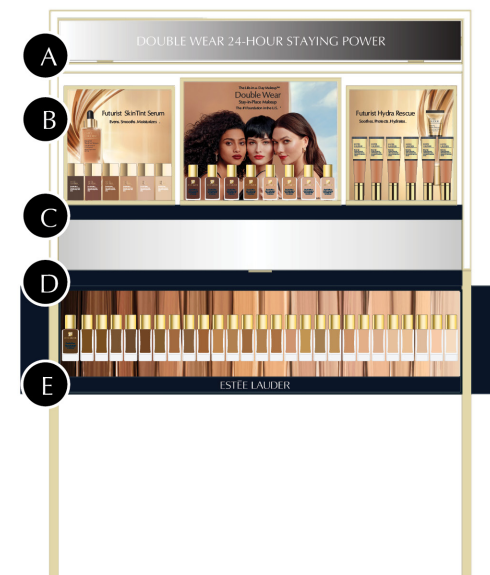
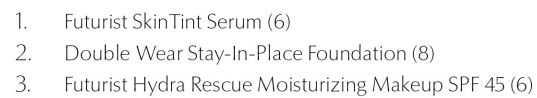


NEW TEMPLATE + GRAPHIC  
NEW GRAPHIC



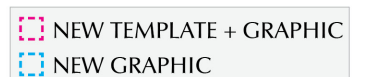
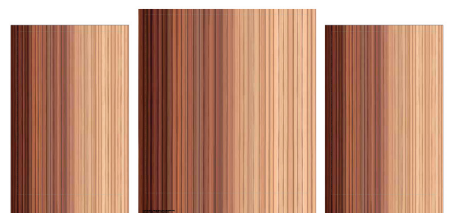
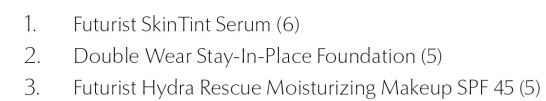
## July Update

Jul '24	Update with new graphics (G9CK-70).
Jan '25	Update with new drawer graphic (GBGC-70).
Jul '25	Update with new graphics (CGC2-70).



## July Update

Jul '24	Update with new graphics (Medium: G9CM-70   Medium Half: G9CL-70).
Jan '25	Update with new graphics (Medium: GBGA-70   Medium Half: GBGD-70).
Jul '25	Update with new graphics (GCC2-70).

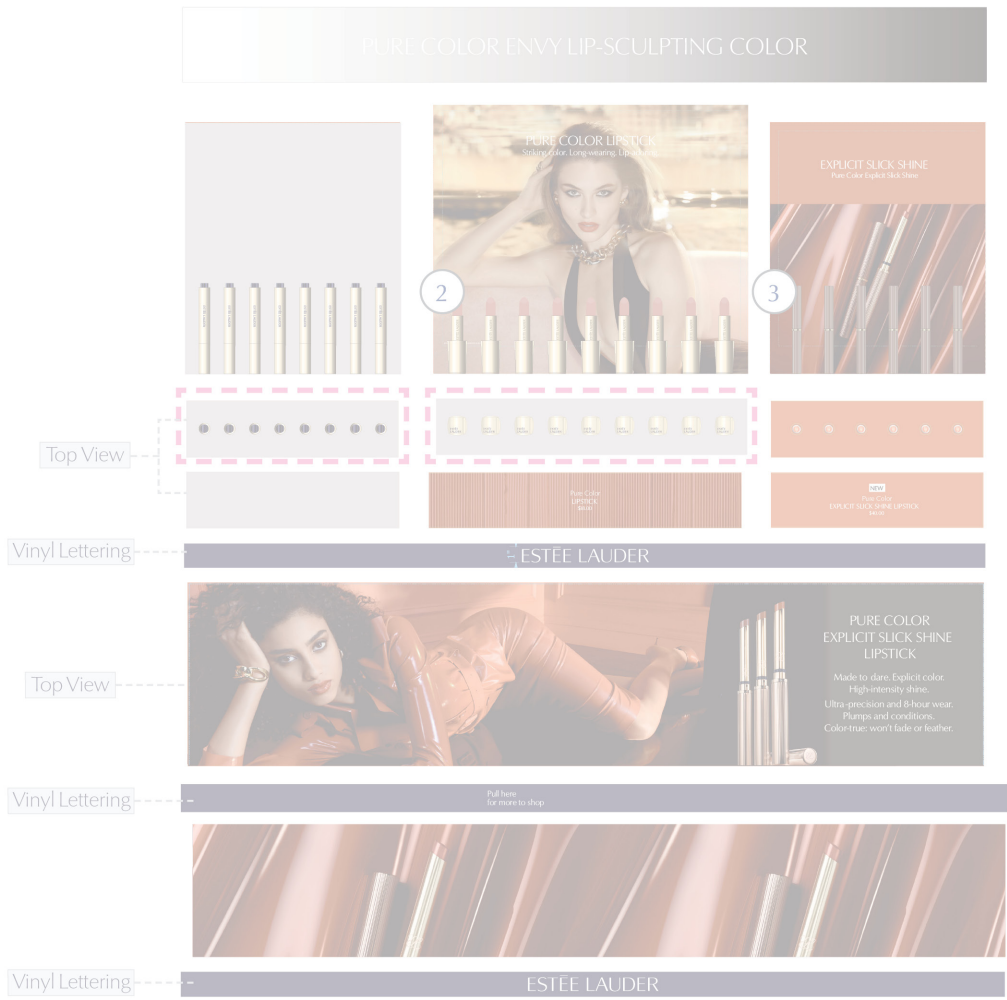




# LIP DISTORTION TABLE (LARGE)

March Update

HISTORY OF UPDATES	
Jul '24	Update with new graphics (G9CN-70).
Mar '25	Update with new templates and new graphics

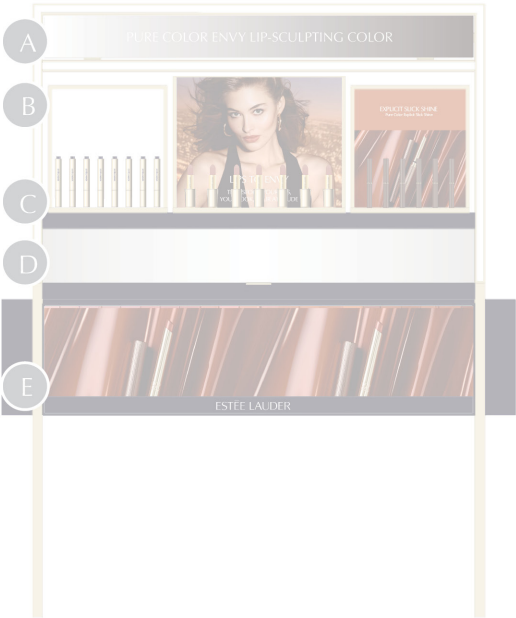


## Product List (Testable product marked out of saleable stock)

### Upper Unit

1. New Pure Color Gloss Stick (8)
2. Pure Color Sculpting Lipstick (9)
3. Pure Color Explicit Slick Shine Lipstick (3)

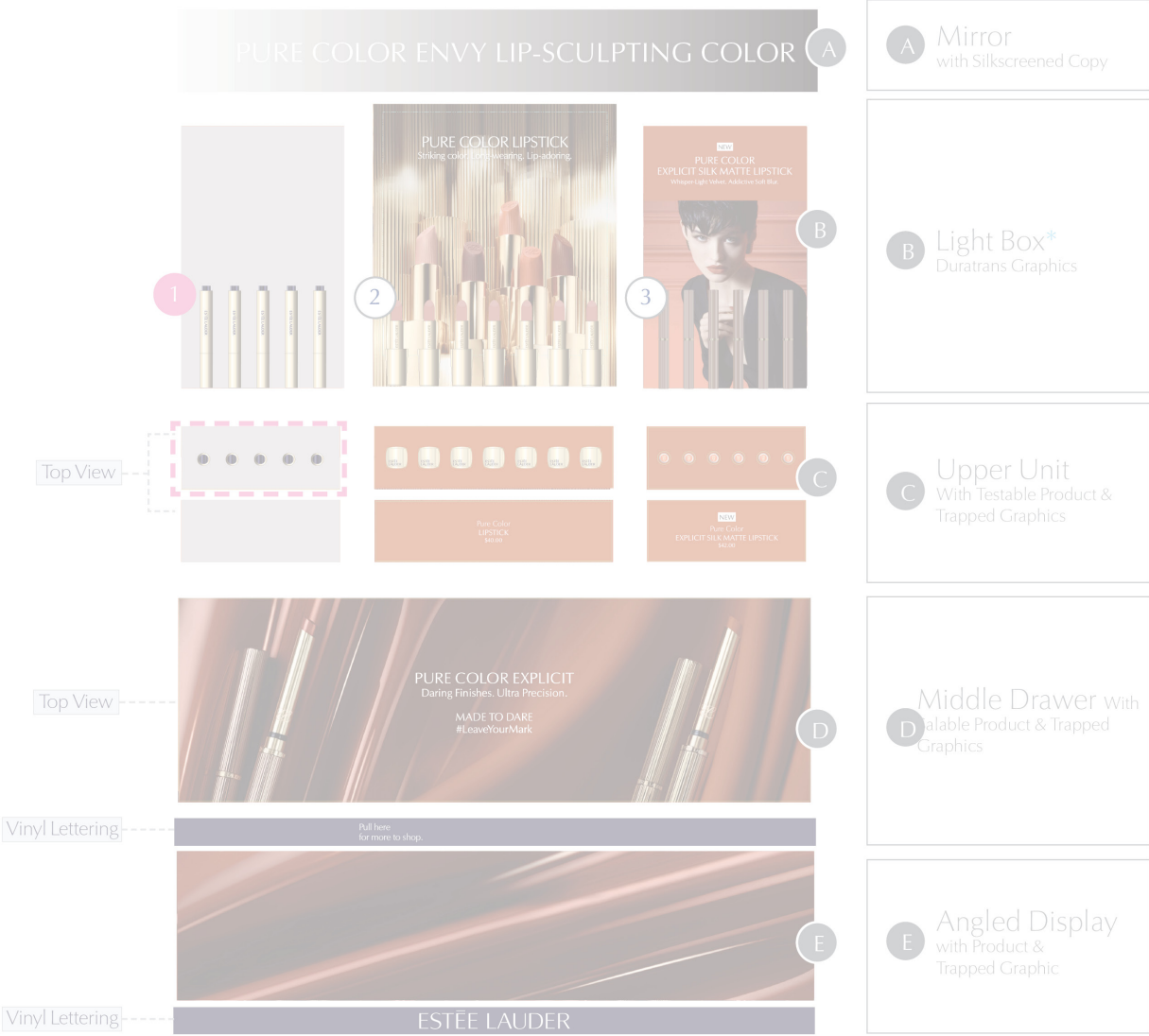
### Middle Drawer - Graphic Only



# LIP DISTORTION TABLE (MEDIUM)

March Update

HISTORY OF UPDATES	
Jul '24	Update with new graphics (Medium: G9CQ-70   Medium Half: G9CP-70).
Mar '25	Update with new template and new graphics.



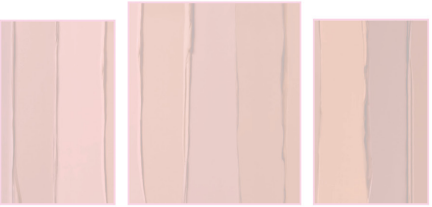
## Product List (Testable product marked out of saleable stock)

### Upper Unit

1. New Pure Color Gloss Stick (5)
2. Pure Color Envy Sculpting Lipstick (7)
3. Pure Color Explicit Slick Shine Lipstick (3)

### Middle Drawer - Graphics Only

## GRAPHICS BELOW ARE FOR MEDIUM HALF TABLES



NEW TEMPLATE + GRAPHIC  
NEW GRAPHIC

ADVANCED NIGHT REPAIR  
Skincare Lit Angled Unit  
July Update

HISTORY OF UPDATES	
Jul '24	Update with new graphics (G9CZ-70).
Jan '25	Update with new graphics (GBAN-70).
Jul '25	Update with new graphics (GCJ6-70).

NEW TEMPLATE

NEW GRAPHIC



UNIT BASE

Product List

Advanced Night Repair Unit

- Advanced Night Repair Eye Gel-Creme, 0.5 oz (1)
- New Advanced Night Repair Eye Lift + Firm (0.5 oz)
- Advanced Night Repair Synchronized Multi-Recovery Complex, 1.7 oz (1)
- Advanced Night Repair Rescue Solution with Bifidus Fermet, 0.68 oz (1)
- Advanced Night Repair Overnight Treatment, 2.2 oz(1)

Doors who have Skincare Lit Angled Units, place units in the following order from left to right:

- Advanced Night Repair
- Perfectionist Pro
- Supreme+ Moisturizer
- DayWear & Resilience Moisturizers
- Night Story

NIGHTTIME TESTER MAINTENANCE/  
CLEANING RITUAL

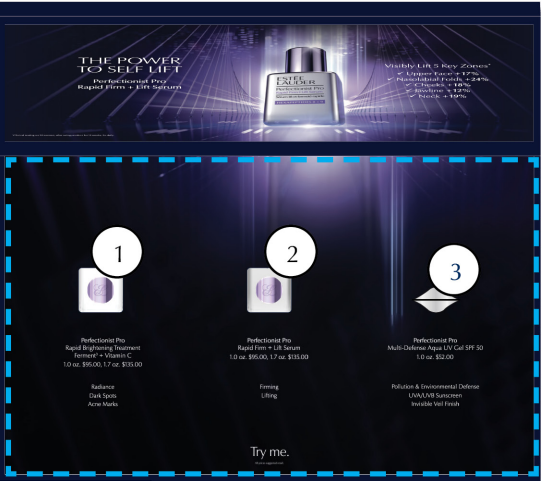
To clean, use a soft dry cloth.  
Never use sprays of any kind to  
clean unit.

PERFECTIONIST PRO  
Skincare Lit Angled Unit  
July Update

HISTORY OF UPDATES	
Jul '24	Update with new graphics (G9CZ-70).
Jan '25	Update with new graphics (GBAN-70).
Jul '25	Update with new graphics (GCJ6-70).

NEW TEMPLATE

NEW GRAPHIC



UNIT BASE

Product List

Perfectionist Pro Unit

- Perfectionist Pro Rapid Brightening Treatment (1.7 oz )
- Perfectionist Pro Rapid Firm + Lift Serum (1.7 oz)
- Perfectionist Pro Multi-Defense Aqua UV Gel SPF 50 (1.0 oz)

Doors who have Skincare Lit Angled Units, place units in the following order from left to right:

- Advanced Night Repair
- Perfectionist Pro
- Supreme+ Moisturizer
- DayWear & Resilience Moisturizers
- Night Story

NIGHTTIME TESTER MAINTENANCE/  
CLEANING RITUAL

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



SUPREME+ MOISTURIZER  
Skincare Lit Angled Unit  
July Update

HISTORY OF UPDATES

Jul '24	Update with new graphics (G9CZ-70).
Jan '25	Update with new graphics (GBAN-70).
Jul '25	Update with new graphics (GCJ6-70).

NEW TEMPLATE  
NEW GRAPHIC



UNIT BASE

Product List

Supreme+ Moisturizer

1. Revitalizing Supreme+ Youth Power Creme (1.7oz)
2. Revitalizing Supreme+ Youth Power Creme SPF (1.7oz)
3. Revitalizing Supreme+ Night Power Bounce Creme (1.7oz)
4. Revitalizing Supreme+ Youth Power Eye Balm (0.5 oz)

Doors who have Skincare Lit Angled Units, place units in the following order from left to right:

1. Advanced Night Repair
2. Perfectionist Pro
3. Supreme+ Moisturizer
4. DayWear & Resilience Moisturizers
5. Night Story



NIGHTTIME TESTER MAINTENANCE/  
CLEANING RITUAL

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

DAYWEAR AND  
RESILIENCE MOISTURIZER  
Skincare Lit Angled Unit  
July Update

HISTORY OF UPDATES

Jul '24	Update with new graphics (G9CZ-70).
Jan '25	Update with new graphics (GBAN-70).
Jul '25	Update with new graphics (GCJ6-70).

NEW TEMPLATE  
NEW GRAPHIC



UNIT BASE

Product List

Daywear and Resilience Moisturizer

1. Daywear Multi-Protection Anti-Oxidant 24H-Moisture Creme SPF 15 (1.7oz)
2. Daywear Anti-Oxidant 72H Hydration Sorbet Creme SPF 15 (1.7 oz)
3. Resilience Multi-Effect Face and Neck Creme SPF 15 (1.7 oz)
4. Resilience Multi-Effect Night Creme (1.7 oz)

Doors who have Skincare Lit Angled Units, place units in the following order from left to right:

1. Advanced Night Repair
2. Perfectionist Pro
3. Supreme+ Moisturizer
4. DayWear & Resilience Moisturizers
5. Night Story



NIGHTTIME TESTER MAINTENANCE/  
CLEANING RITUAL

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

NIGHT STORY  
Skincare Lit Angled Unit  
July Update

HISTORY OF UPDATES

Jul '24	Update with new graphics (G9CZ-70).
Jan '25	Update with new graphics (GBAN-70).
Jul '25	Update with new graphics (GCJ6-70).

NEW TEMPLATE  
NEW GRAPHIC



UNIT BASE

Product List

Micro-Essence

1. Advanced Night Repair Overnight Treatment, 2.2 oz (l)
2. Advanced Night Repair Synchronized Multi-Recovery Complex, 1.7 oz (l)
3. Revitalizing Supreme+ Night Power Bounce Creme, 1.7oz (l)

Doors who have Skincare Lit Angled Units, place units in the following order from left to right:

1. Advanced Night Repair
2. Perfectionist Pro
3. Supreme+ Moisturizer
4. DayWear & Resilience Moisturizers
5. Night Story



NIGHTTIME TESTER MAINTENANCE/  
CLEANING RITUAL

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

FUTURIST  
Looks Unit  
July Update

HISTORY OF UPDATES

Jan '24	Update with new graphics (Acrylic and Graphic Update Code #: G68S-60).
Jul '24	Update with new graphics (G9CH-70).
Jul '25	Update with new graphics (GCG6-70).

NEW TEMPLATE  
NEW GRAPHIC



TOP VIEW



Product List

Foundation Unit

1. Futurist Peptide-Power Serum Primer (l)
2. Futurist SkinTint Serum (l)
3. Double Wear Smooth and Blur Primer (l)
4. Double Wear Stay-In-Place Makeup (l)
5. Futurist Aqua Brilliance Watery Glow Primer (l)
6. Futurist Hydra Rescue Moisturizing Makeup SPF 45 (l)



BRONZE GODDESS  
Looks Unit  
July Update

HISTORY OF UPDATES	
Jul' 24	Update with new graphics (G9CJ-70).
Apr '25	Update with new graphics.
Jul' 25	Update with new graphics (shipping direct to door).

NEW TEMPLATE

NEW GRAPHIC



TOP VIEW



COUNTERS AT  
A GLANCE

Product List

Foundation Unit

1. Bronze Goddess Eau Fraiche, 1.7oz (1)
2. Bronze Goddess Agea Fragrance, 1.7oz (name TBD) (1)
3. Bronze Goddess Nuit EDP, 1.7 oz (1)
4. Bronze Goddess Powder Bronzer, (1)
5. Bronze Goddess Highlighting Gelee (1)

# SKINCARE

## JUL-SEPT

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

### NEW IN JULY:

- A Advanced Night Repair Repromote In-Case Graphic
- B Supreme+ In-Case Graphic Update

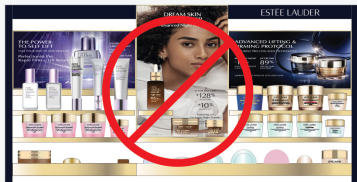
### NEW IN AUGUST:

- C New Skincare Core Unit

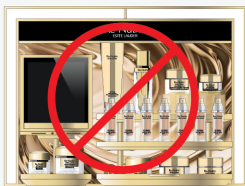
### NEW IN SEPTEMBER:

- C New Re-Nutriv Core Unit

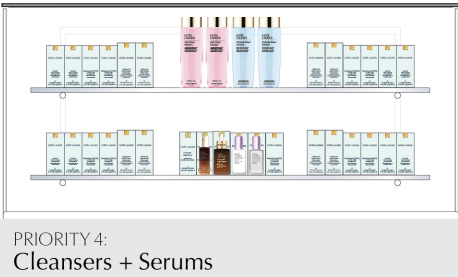
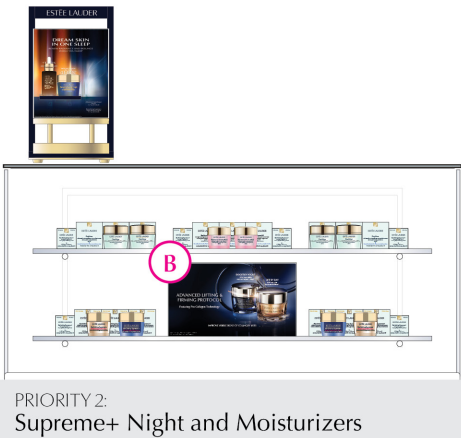
**NOTE:**  
Discard current Skincare line tester unit on counter and replace with new Skincare Core Unit in August.



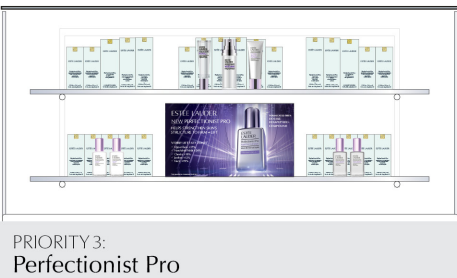
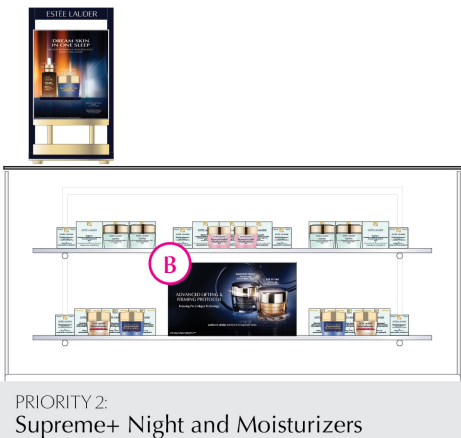
**NOTE:**  
Discard current Re-Nutriv line tester units on counter and replace with new Re-Nutriv Core Unit in August.



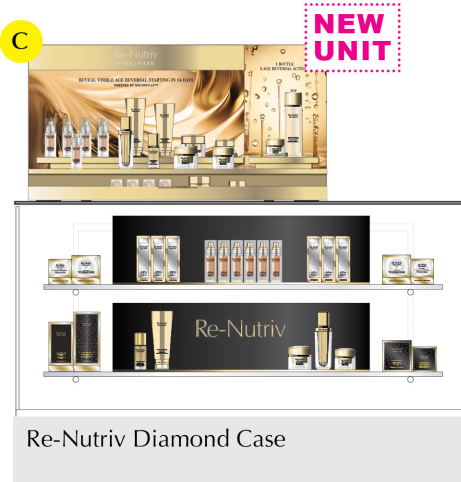
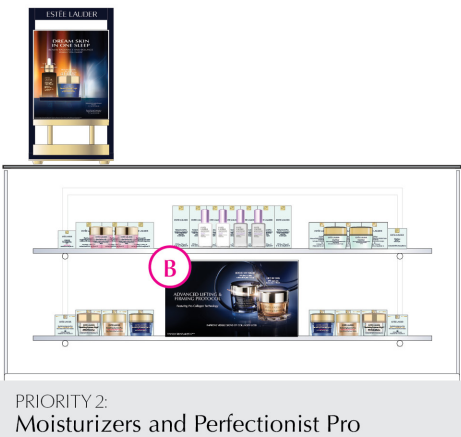
### SKINCARE 4 CASE SCENARIO



### SKINCARE 3 CASE SCENARIO



### SKINCARE 2 CASE SCENARIO





SKINCARE

NOVEMBER

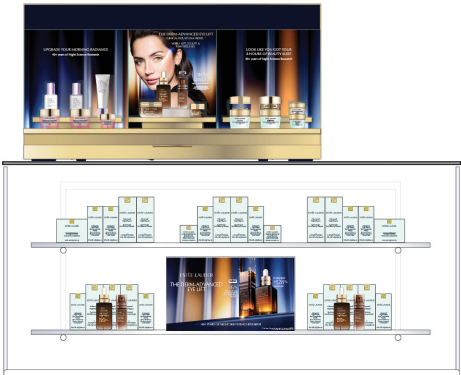
Based on the number of Skincare cases you will have in NOVEMBER choose one of these scenarios.

NEW IN NOVEMBER:

A Re-Nutriv Core Unit Update

SKINCARE

4 CASE SCENARIO



PRIORITY 1:  
Advanced Night Repair + New Advanced Night Repair Eye



PRIORITY 2:  
Supreme+ Night and Moisturizers



PRIORITY 3:  
Perfectionist Pro



PRIORITY 4:  
Cleansers + Serums

SKINCARE

3 CASE SCENARIO



PRIORITY 1:  
Advanced Night Repair + New Advanced Night Repair Eye



PRIORITY 2:  
Supreme+ Night and Moisturizers



PRIORITY 3:  
Perfectionist Pro

SKINCARE

2 CASE SCENARIO



PRIORITY 1:  
Advanced Night Repair + New Advanced Night Repair Eye



PRIORITY 2:  
Moisturizers and Perfectionist Pro



A

Re-Nutriv Diamond Case

# MAKEUP

## JUL-OCT

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

### NEW IN JULY:

- A** Foundation Line Tester Unit Update
- B** Futurist In-Case Graphic Update
- C** Color/Foundation Tester Unit Update
- D** Color Line Tester Unit Update
- E** YouCam Unit Update

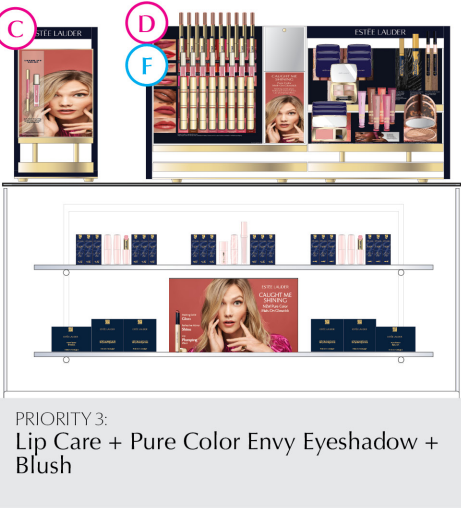
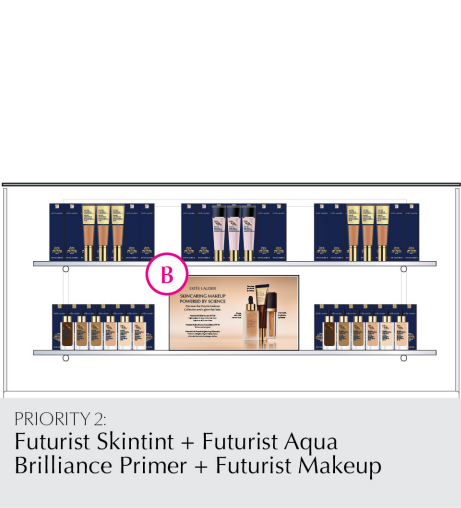
### NEW IN OCTOBER:

- F** Color Line Tester Unit Update

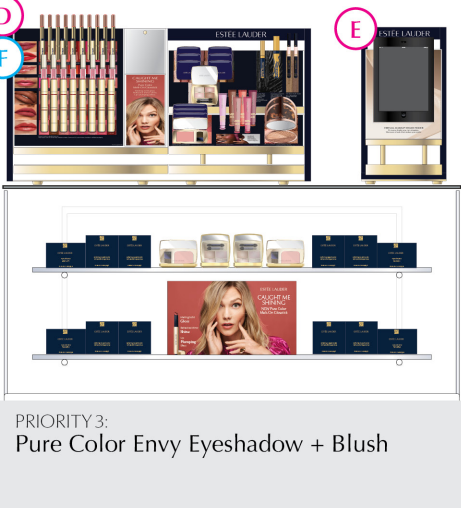
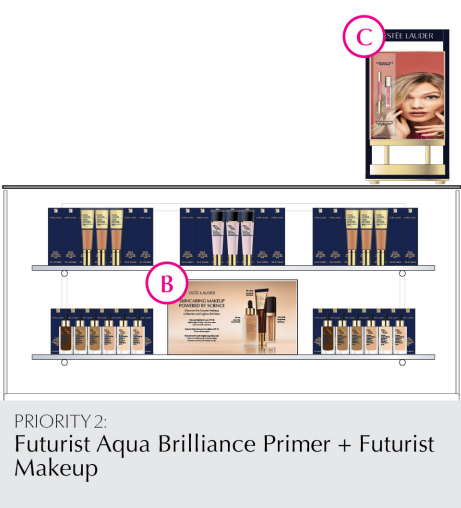
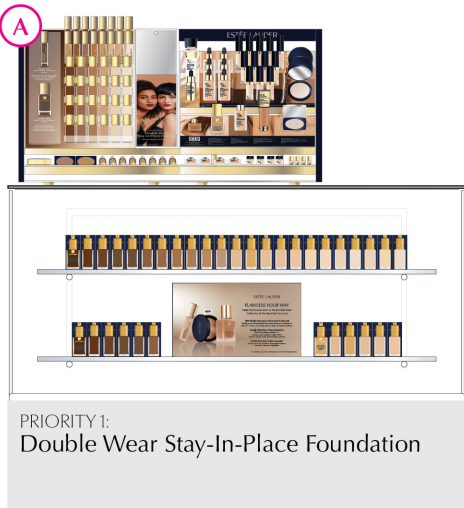
### NOTE:

Merchandise all foundation from darkest to lightest (left to right).

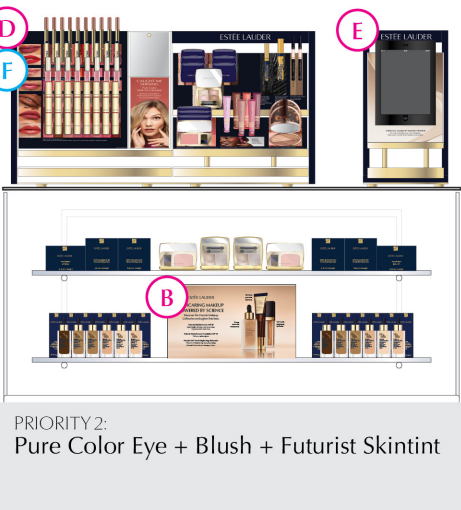
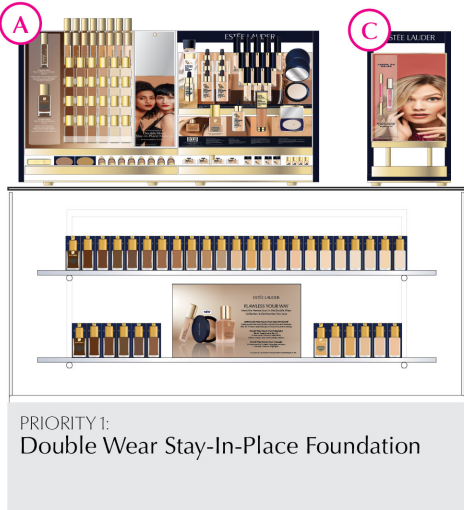
### MAKEUP 4 CASE SCENARIO



### MAKEUP 3 CASE SCENARIO



### MAKEUP 2 CASE SCENARIO





# FRAGRANCE

## AUGUST

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

### NEW IN AUGUST:

- A** Fragrance Line Tester Unit Update (Macy's Only)
- B** Magnolia Fleur In-Case Graphic Update (Macy's Only)

### FRAGRANCE 4 CASE SCENARIO



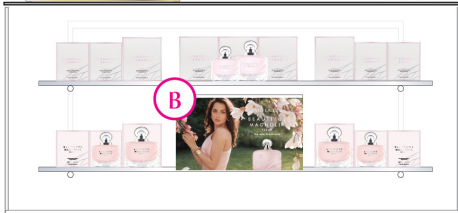

PRIORITY 1:  
Beautiful Magnolia L'eau + Beautiful Magnolia

PRIORITY 2:  
Bronze Goddess

PRIORITY 3:  
Beautiful

PRIORITY 4:  
Mixed Fragrance: Modern Muse + Pleasures

### FRAGRANCE 3 CASE SCENARIO



PRIORITY 1:  
Beautiful Magnolia L'eau + Beautiful Magnolia

PRIORITY 2:  
Bronze Goddess

PRIORITY 3:  
Beautiful + Pleasures

### FRAGRANCE 2 CASE SCENARIO



PRIORITY 1:  
Beautiful Magnolia L'eau + Beautiful Magnolia

PRIORITY 2:  
Mixed Fragrance: Bronze Goddess + Beautiful + Pleasures

# 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

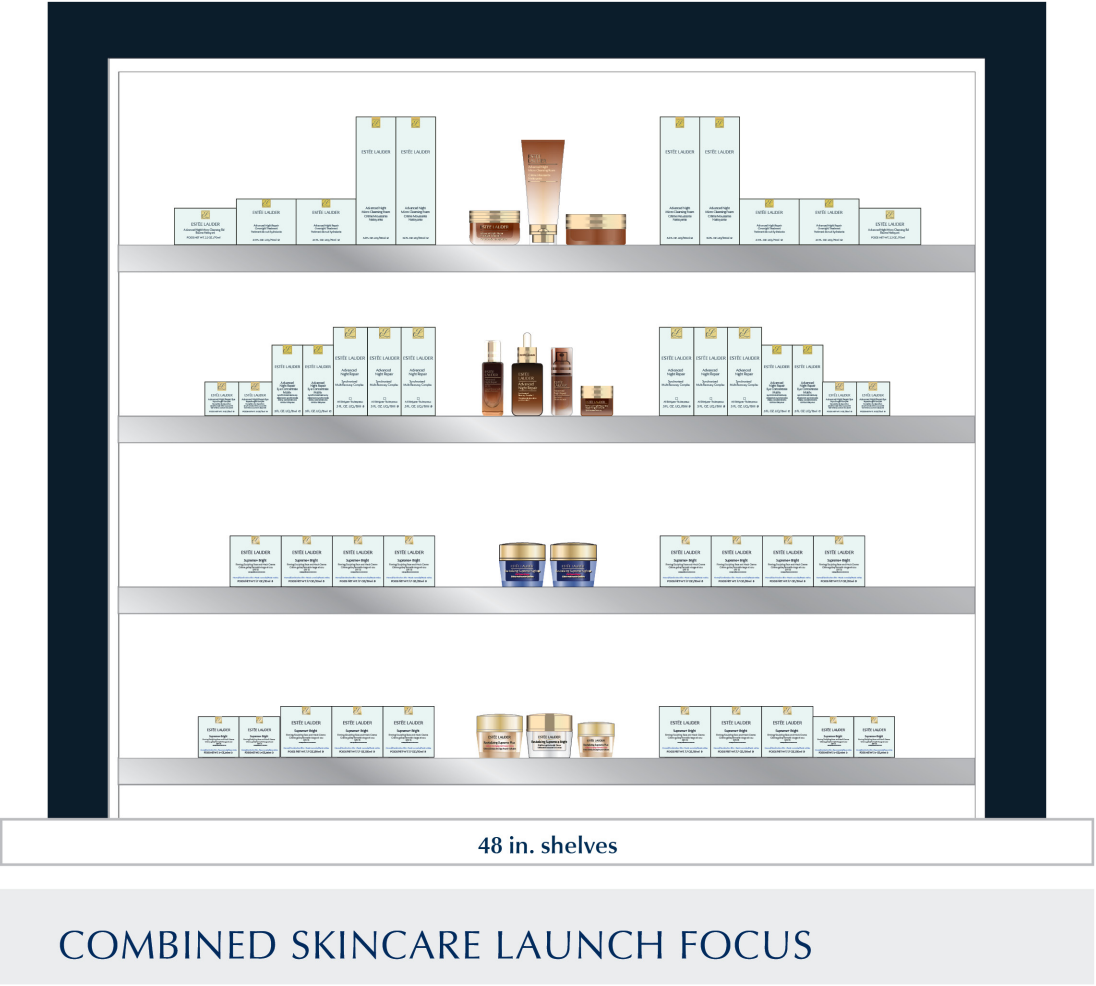
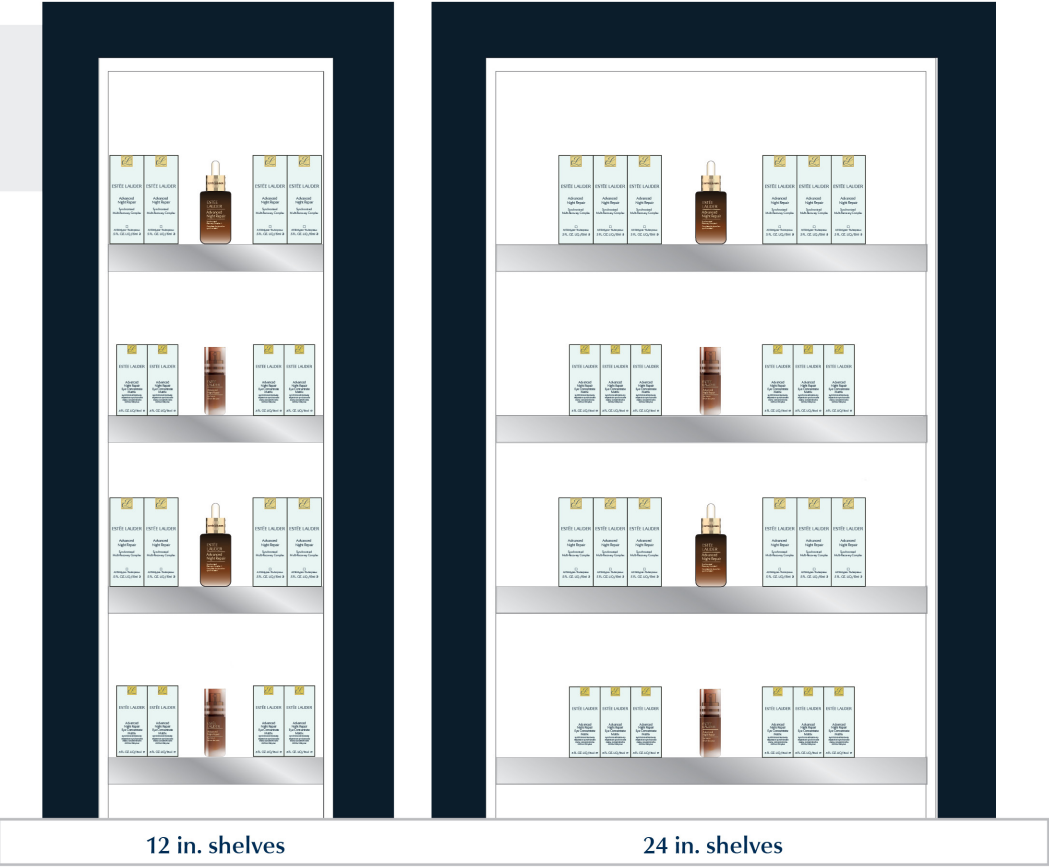
- **COLOR UNITS:**
  - Lipstick: Remove from unit. Wipe down unit with microfiber cloth. Gently shave top layer of lipstick bullets with a Q-tip stick to maintain shape and cleanliness and replace on unit.
  - Eyeshadow/Blush/Bronzer: Remove from unit. Wipe down unit with microfiber cloth. Wipe away 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+ FOCUS

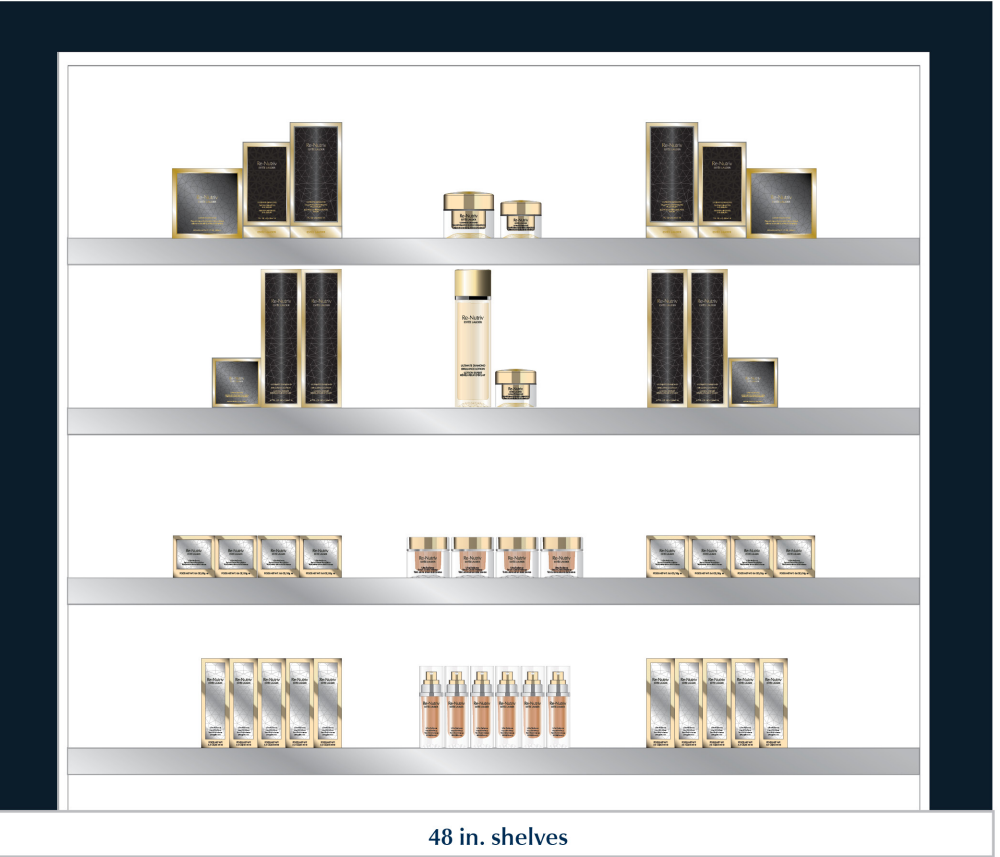


RE-NUTRIV FOCUS

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.



RE-NUTRIV FOCUS





LAUNCH AND  
BASIC FOCUS

**NOTE:**  
*Merchandise all foundation from  
darkest to lightest.*



COMBINED FOUNDATION LAUNCH FOCUS

BEAUTIFUL MAGNOLIA  
L’EAU & MAGNOLIA  
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.



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.



12 in. shelves



24 in. shelves



48 in. shelves

12" ORDER OF AERIN FRAGRANCES (LEFT TO RIGHT):  
SHELF 1: ROSE DE GRASSE, ROSE DE GRASSE JOYFUL BLOOM, ROSE DE GRASSE POUR FILLES  
SHELF 2: MED. HONEYSUCKLE, TUBEROSE GARDENIA, WILD GERANIUM  
SHELF 3: IKAT JASMINE, LILAC PATH, HIBISCUS PALM  
SHELF 4: CEDAR VIOLET, AMBER MUSK, **NEW AMBER MUSK VANILLE**

24" ORDER OF AERIN FRAGRANCES (LEFT TO RIGHT):  
SHELF 1: ROSE DE GRASSE, ROSE DE GRASSE JOYFUL BLOOM, ROSE DE GRASSE POUR FILLES  
SHELF 2: GIFT BOX WITH CHOICE OF 2 FRAGRANCE, **NEW AMBER MUSK VANILLE**, **NEW WISTERIA**  
SHELF 3 & SHELF 4: MED. HONEYSUCKLE, TUBEROSE GARDENIA, WILD GERANIUM, IKAT JASMINE, LILAC PATH, HIBISCUS PALM, CEDAR VIOLET, AMBER MUSK

ORDER OF AERIN FRAGRANCES (LEFT TO RIGHT):  
SHELF 1: ROSE DE GRASSE, ROSE DE GRASSE JOYFUL BLOOM, ROSE DE GRASSE POUR FILLES  
SHELF 2: GIFT BOX WITH 2 FRAGRANCES, **NEW AMBER MUSK VANILLE**, **NEW WISTERIA**, TUBEROSE GARDENIA  
SHELF 3: MED. HONEYSUCKLE, TUBEROSE GARDENIA, WILD GERANIUM, IKAT JASMINE  
SHELF 4: LILAC PATH, HIBISCUS PALM, CEDAR VIOLET, AMBER MUSK

# LIGHT-BOXES/TOOLS/ COUNTER SUPPORT


---




# Fall '25 Light-boxes

## BEHIND SKINCARE CASES:

JULY ON-COUNTER




Priority Visual #1  
Paulina & ANR Product




Priority Visual #2  
Ana + ANR Product

## BEHIND MAKEUP CASES:

EXISTING



Priority Visual #1  
Double Wear Model  
+ Product



Priority Visual #2  
Pure Color Gloss Stick  
Model

## BEHIND FRAGRANCE CASES:

MACY'S ONLY

AUGUST ON-COUNTER



Priority Visual #1  
Ana + Magnolia Fleur  
Product

## BEHIND RE-NUTRIV CASES:

EXISTING



Priority Visual #1  
Eye 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.

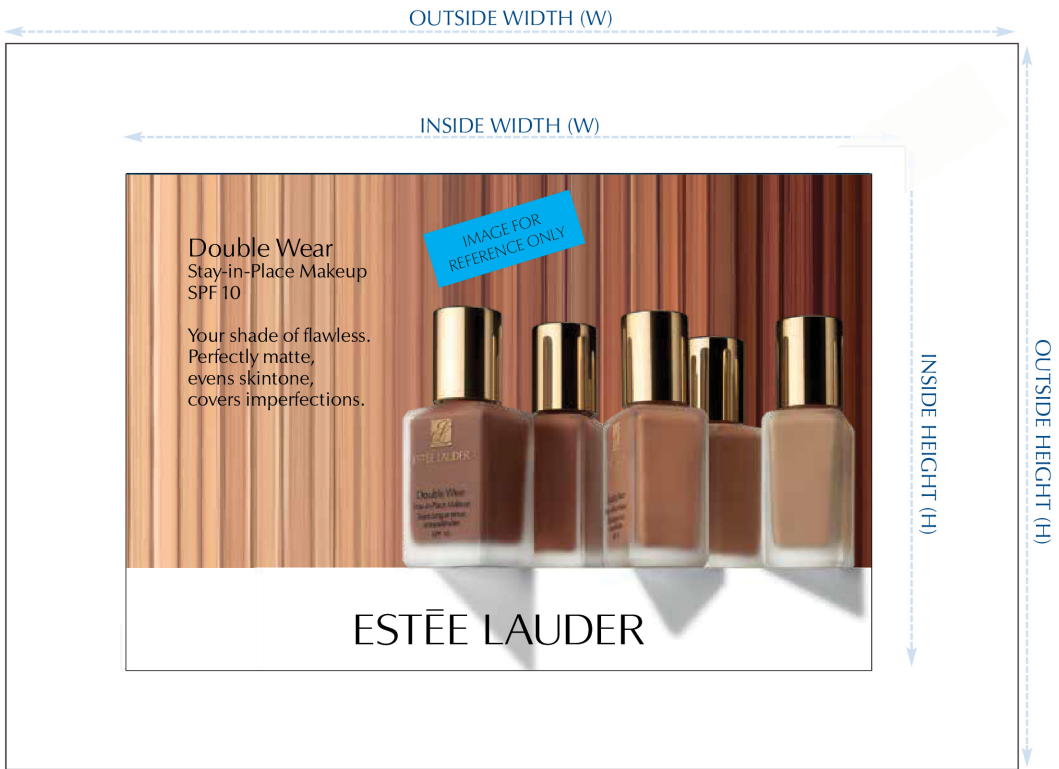
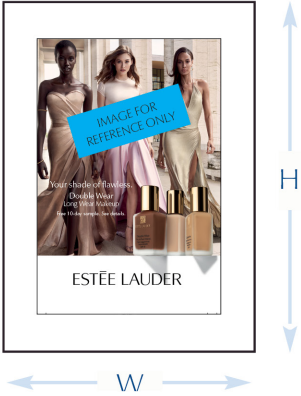
## POINTERS

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

- Beautiful Skin For Life Diagnostic Tools (three versions)
- Fragrance Blotter Cards GYN4-70 (TSD: 2/7/2022)

## 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 10:00AM – 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.