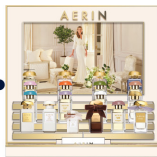
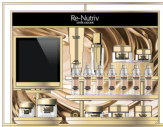
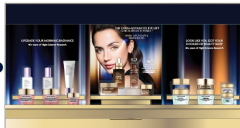




*Saks
Fifth
Avenue*

ESTÉE LAUDER
Point-of-Sale Guidelines
Fall 2025

TESTER CADENCE

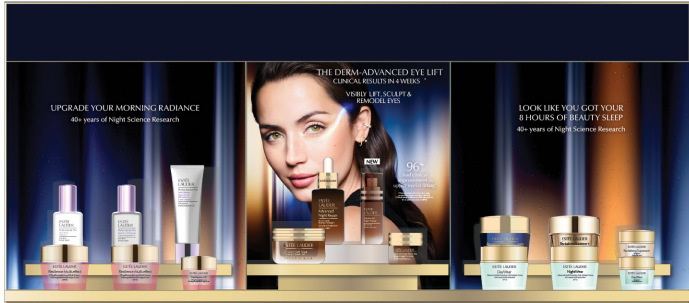
	CURRENTLY ON-COUNTER	JUL	AUG	SEPT	OCT	NOV
AERIN	 AERIN FRAGRANCE UNIT All Doors Update with new fragrances and new templates Graphic Update Code #: GC1L-70			 AERIN FRAGRANCE UNIT All Doors Update with new fragrances and new templates Graphic Code #: GDDQ-70 Acrylic Code #: TBD		
RE-NUTRIV	 RE-NUTRIV 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	 SKINCARE LTU Most Doors Update with new template and graphics Unit Code #: PG58-60 Graphic Update Code #: GBAT-70 Acrylic Update Code #: GB7B-60  SKINCARE LIT ANGLED UNIT Update with new graphic All Other Doors Unit Code #: PA58-60 Graphic 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  FOUNDATION LINE TESTER UNIT Update with new templates and graphics All Doors Unit Code #: PJHJ-60 Update Code #: GB7P-60  COLOR HYBRID LTU 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 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 NOTE: Discard current Skincare line tester and Angled unit on counter and replace with new Skincare Core Unit.  NEW SKINCARE CORE UNIT Select Doors Remove current Skincare Line Tester Unit at counter and install this new unit Unit Code #: GCZK-60  FOUNDATION LINE TESTER UNIT Update with new templates and graphics All Doors Unit Code #: PJHJ-60 Update Code #: GC9H-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					

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
August 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).

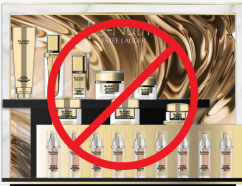
FRONT OF UNIT



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

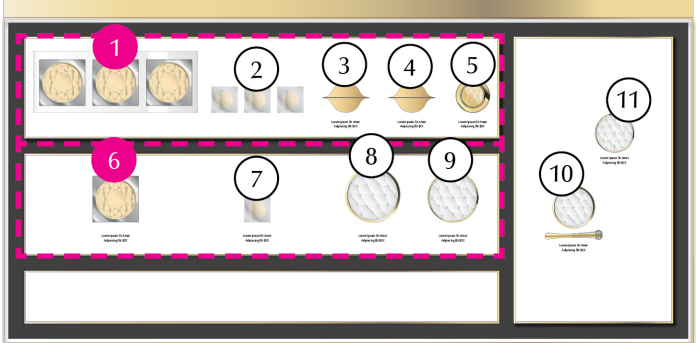
Aug '25 Remove current Re-Nutriv Line Tester Units on counter and replace with new Re-Nutriv Core Unit. (Graphic Code: TBD | Acrylic Update Code: TBD).

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 (16)

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

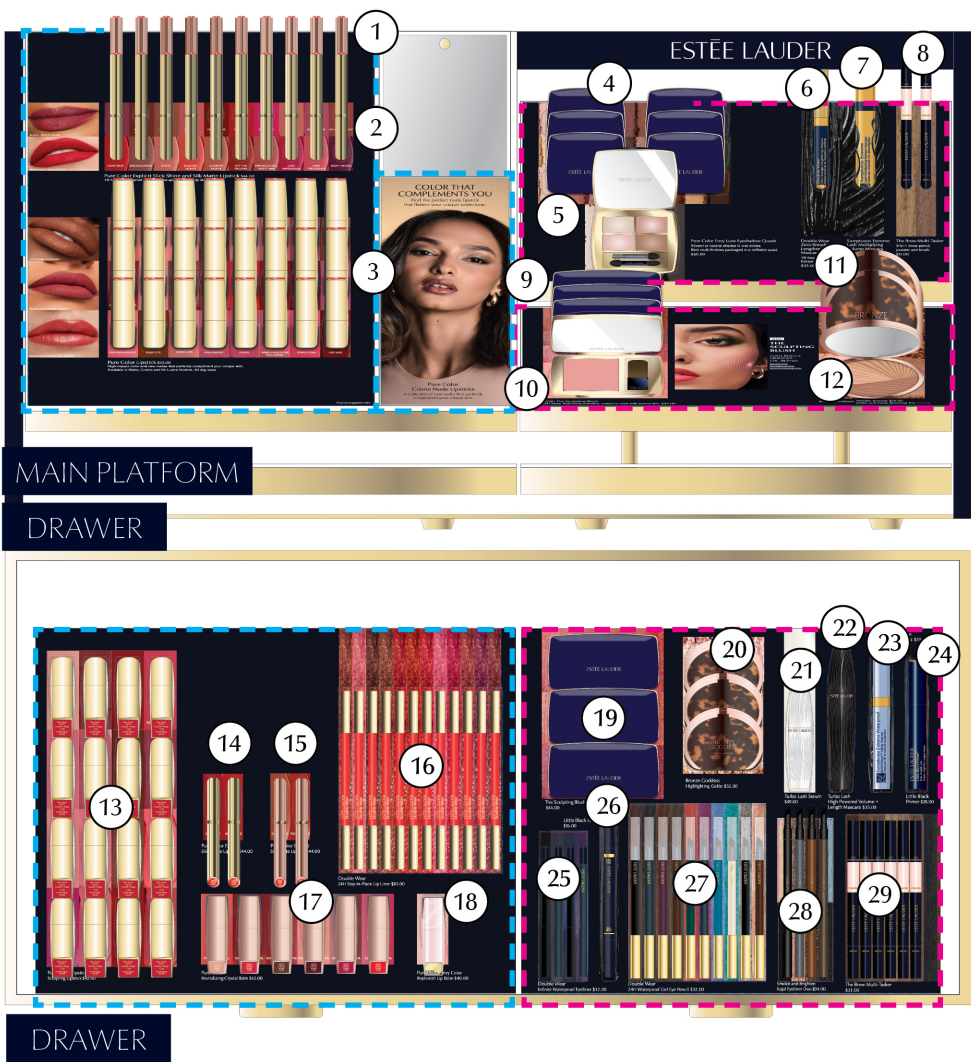
HISTORY OF UPDATES

- 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)

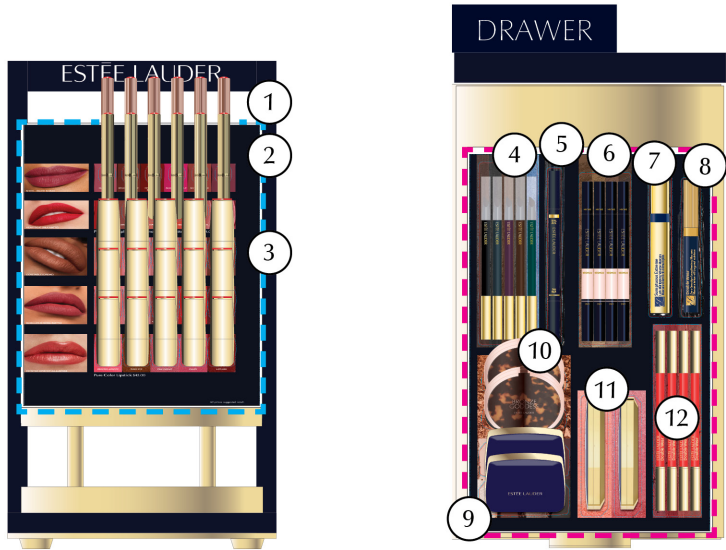
 NEW GRAPHICS
 NEW TEMPLATES & GRAPHICS

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



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).



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 1.7oz
- 10. Tuberose Gardenia 1.7 oz
- 11. Lilac Path 1.7oz
- 12. Hibiscus Palm 1.7oz
- 13. Cedar Violet 1.7oz
- 14. Amber Musk 1.7oz
- 15. Limone di Sicilia 1.7oz
- 16. Tuberose le Jour 1.7oz
- 17. Tuberose le Soir 1.7oz

- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS

COUNTERS AT A GLANCE

BOUTIQUE CASE

JULY



ADVANCED NIGHT REPAIR

- RISER 1:
Advanced Night Repair Synchronized Multi-Recovery Complex
- RISER 2:
New Advanced Night Repair Eye Lift + Firm (0.5 oz)
- RISER 3:
Advanced Night Repair Synchronized Multi-Recovery Complex
- RISER 4:
New Advanced Night Repair Eye Lift + Firm (0.5 oz)



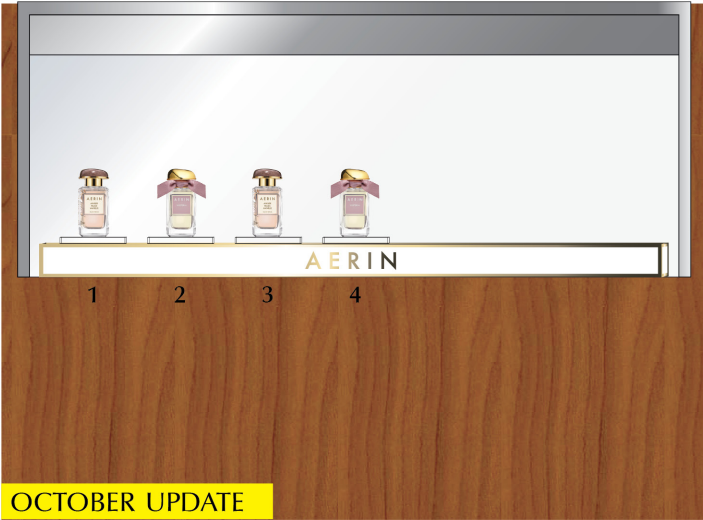
REVITALIZING SUPREME+

- RISER 1:
Revitalizing Supreme+ Youth Power Creme
- RISER 2:
Revitalizing Supreme+ Night Bounce
- RISER 3:
Revitalizing Supreme+ Youth Power Creme
- RISER 4:
Revitalizing Supreme+ Night Bounce



RE-NUTRIV ULTIMATE DIAMOND

- RISER 1:
Ultimate Diamond Age Reversal Eye Creme 0.5oz
- RISER 2:
New Re-Nutriv Age Reversal Lotion
- RISER 3:
Ultimate Diamond Age Reversal Eye Creme 0.5oz
- RISER 4:
New Re-Nutriv Age Reversal Lotion



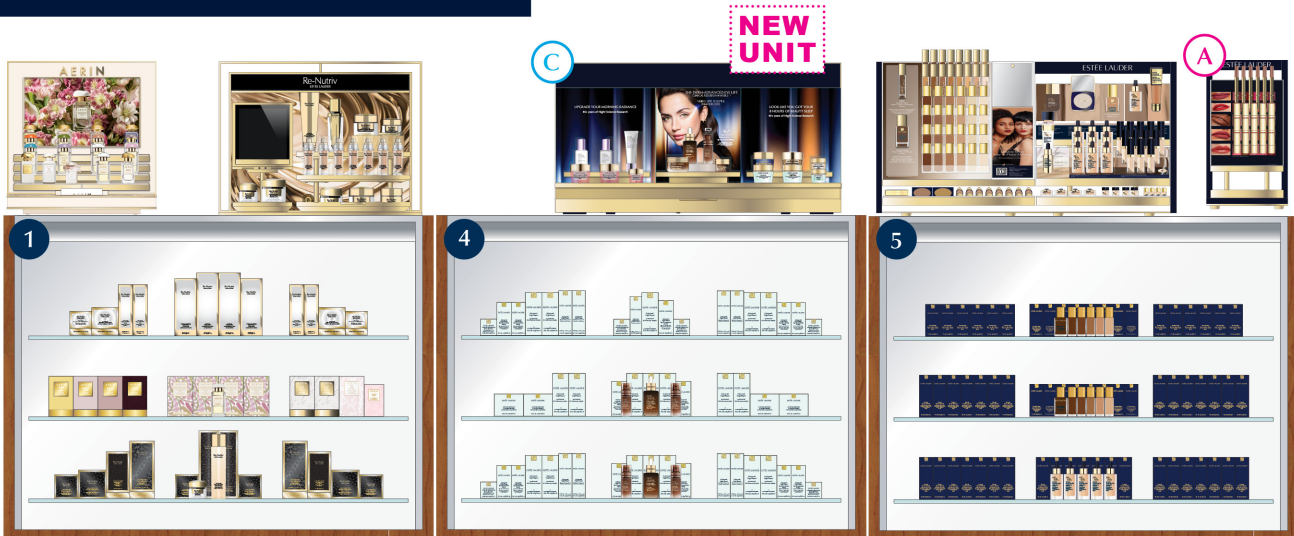
AERIN

- RISER 1:
New Amber Musk Vanille, 1.7 oz
- RISER 2:
New Les Botaniques Wisteria, 1.7 oz
- RISER 3:
New Amber Musk Vanille, 1.7 oz
- RISER 4:
New Les Botaniques Wisteria, 1.7 oz

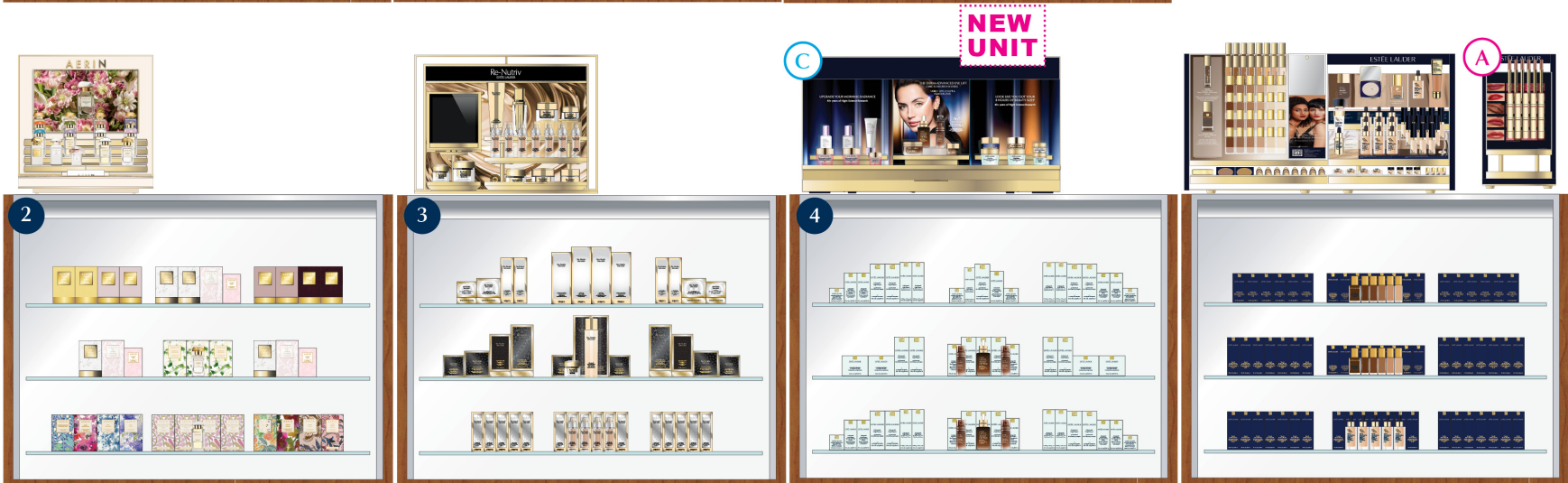
CASE MERCHANDISING

JUL-AUG

3 CASES



4 CASES



5/6 CASES



CASE CATEGORIES			
1	AERIN + Re-Nutriv	5	Color + Foundation
2	AERIN	6	Foundation
3	Re-Nutriv	7	Color
4	Skincare	8	Fragrance

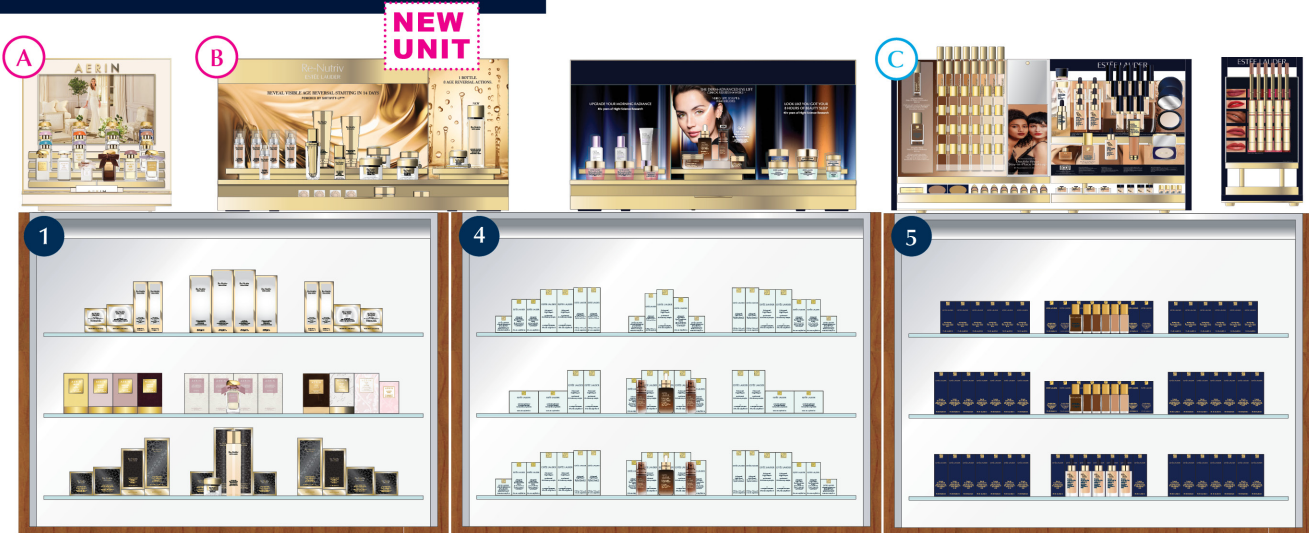
NEW IN JULY:	
A	Color Hybrid Unit

NEW IN AUGUST:	
B	New Skincare Core Unit

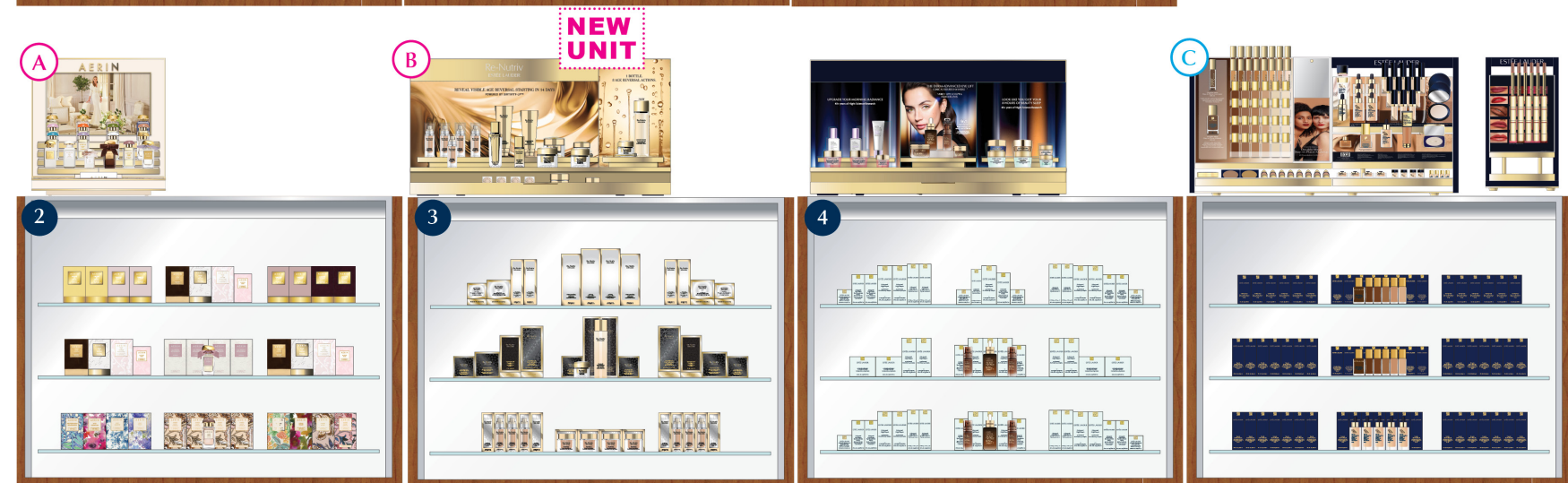
CASE MERCHANDISING

SEPT-NOV

3 CASES



4 CASES



5/6 CASES



CASE CATEGORIES			
1	AERIN + Re-Nutriv	5	Color + Foundation
2	AERIN	6	Foundation
3	Re-Nutriv	7	Color
4	Skincare	8	Fragrance

NEW IN SEPTEMBER:	
A	Aerin Line Tester Unit Update
B	New ReNutriv Core Unit

NEW IN OCTOBER:	
C	Foundation Line Tester Unit Update

NEW IN NOVEMBER:	
D	Re-Nutriv Core Unit Update

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			
Date Requested/ Contacted POS COE	Details of Request	Notes	Date Resolved

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

