
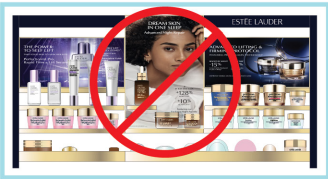


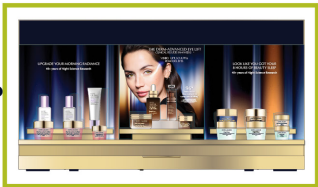









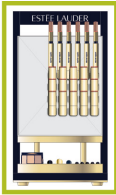






bloomingdale's

ESTÉE LAUDER
Point-of-Sale Guidelines
Fall 2025

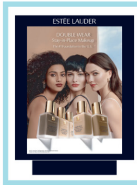



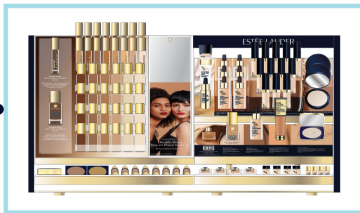

TESTER CADENCE


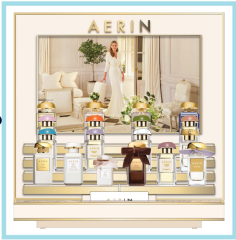

	Currently on-counter	JUL	AUG	SEPT	OCT	NOV
LAUNCH	<div></div> <div>SKINCARE TRENDING NOW UNIT SRP Update Only Select Doors Unit Code #: PG5E-60 Update Code #: GBAS-70</div>					
LINE TESTER	<div></div> <div>SKINCARE LTU All Doors Update with new template and graphics Unit Code #: PG58-60 Graphic Update Code #: GBAT-70 Acrylic Update Code #: GB7B-60</div> <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> <div>NEW SKINCARE CORE UNIT Select Doors Remove current Skincare Line Tester Unit at counter and install this new unit Unit Code #: GCZK-60</div> <div>NOTE: Discard current Skincare line tester unit on counter and replace with new Skincare Core Unit.</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>NOTE: Discard current Re-Nutriv tester units on counter and replace with new Re-Nutriv Core Unit.</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> <div><div> Select Doors Only</div><div> All Doors</div></div>

	Currently on-counter	JUL	AUG	SEPT	OCT-NOV
LAUNCH	<div><p>IPAD/IMATCH TRENDING NOW UNIT Update with new templates and graphics Select Doors Unit Code #: PG5H-60 Update Code #: GB9F-60</p></div>	<div><p>IPAD/IMATCH TRENDING NOW UNIT Update with new graphics Select Doors Unit Code #: PG5H-60 Graphic Update Code #: GCG5-70</p></div>			
LINE TESTER	<div><div><p>COLOR LTU (56 LIP SHADE VARIANT) 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</p></div><div><p>COLOR HYBRID LTU - VER. 1 Update with new templates and graphics All Other Doors Unit Code #: PG5G-60 Update Code #: TBD</p></div></div>	<div><div><p>COLOR LTU (56 LIP SHADE VARIANT) Update with new graphics (SRP Updates) All Doors with Color LTU Unit Code #: PG53-60 Acrylic Update Code #: GC9A-60 Graphic Code #: GCG9-70</p></div><div><p>COLOR HYBRID LTU All Other Doors Update with new graphics (SRP Updates) Unit Code #: PG5G-60 Update Code #: GCGB-70</p></div></div>		<div><div><p>COLOR LTU (56 LIP SHADE VARIANT) Remove graphic plugs and add new products All Doors with Color LTU Unit Code #: PG53-60</p></div><div><p>COLOR HYBRID LTU All Other Doors Remove graphic plug to reveal new Glossy Lip Unit Code #: PG5G-60 Update Code #: GCGB-70</p></div></div>	

Select Doors Only

All Doors

	Currently on-counter	JUL	AUG	SEPT	OCT-NOV
LAUNCH	<div><div></div><div>DRAMMING UNIT New litho update All Doors Unit Code #: RYC5-60 Litho Update Code #: TBD</div></div> <div><div></div><div>COLOR/FOUNDATION TRENDING NOW UNIT Update with new templates and graphics Select Doors Unit Code #: PG5F-60 Acrylic Update Code #: GB9E-60 Graphic Update Code #: GC1J-70</div></div> <div><div></div><div>DRAMMING PEDESTAL Foundation Panels Update Select Doors Pedestal Code #: P4EE-60 Pedestal Update Code #: TBD</div></div>			<div><div></div><div>COLOR/FOUNDATION TRENDING NOW UNIT Update with new templates and graphics Select Doors Unit Code #: PG5F-60 Update Update Code #: GC9G-60</div></div>	
LINE TESTER	<div><div></div><div>FOUNDATION LINE TESTER UNIT Update with new templates and graphics All Doors Unit Code #: PJHJ-60 Update Code #: GB7P-60</div></div>				<div><div></div><div>FOUNDATION LINE TESTER UNIT Update with new templates and graphics All Doors Unit Code #: PJHJ-60 Update Code #: GC9H-60</div></div>
					<div><div></div>Select Doors Only</div> <div><div></div>All Doors</div>

ESTÉE LAUDER North America Tester Cadence: Bloomingdale's			FRAGRANCE		Fall 2025
	Currently on-counter	JUL	AUG	SEPT	OCT-NOV
LAUNCH	 <p>AERIN FRAGRANCE UNIT All Doors Update with new fragrances and new templates Graphic Update Code #: GC1L-70</p>			 <p>AERIN FRAGRANCE UNIT All Doors Update with new fragrances and new templates Graphic Code #: TBD Acrylic Code #: TBD</p>	
LINE TESTER	 <p>FRAGRANCE LINE TESTER All Doors Update back riser and platform graphic Unit Code #: PG59-60 Update Code #: GC24-70</p>				

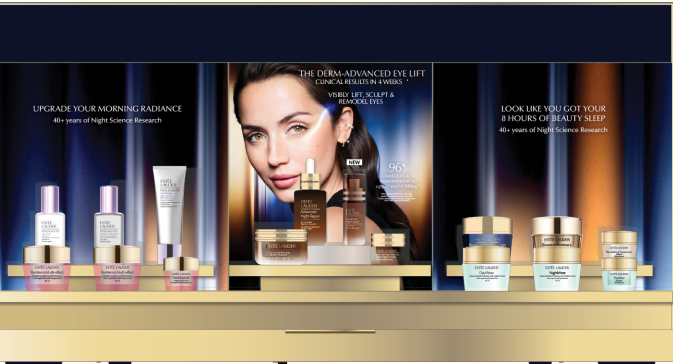
Select Doors Only

All Doors

NEW UNIT

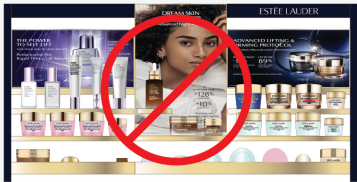
SKINCARE CORE UNIT

August Update



FRONT ELEVATION VIEW

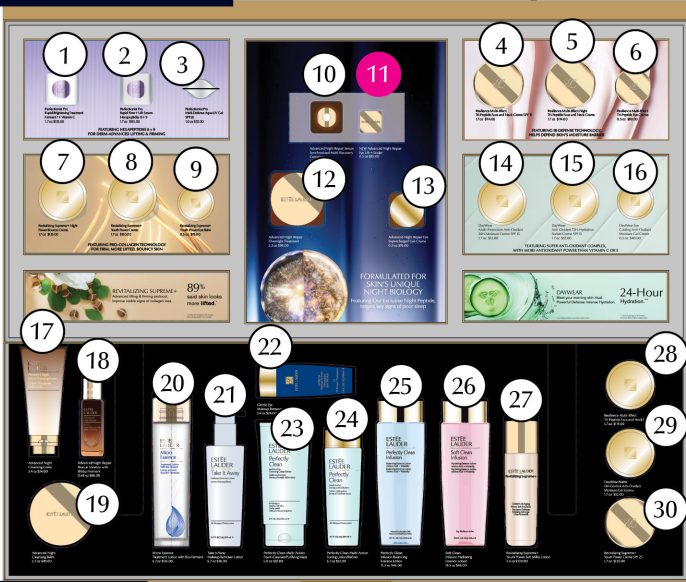
NOTE:
Discard current Skincare line tester unit on counter and replace with new Skincare Core Unit.



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

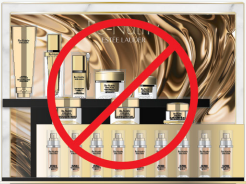
RE-NUTRIV CORE UNIT

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.



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) |

- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS

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).

OVERHEAD VIEW



DRAWER

RE-NUTRIV CORE UNIT

November Update (Fall Part 2)

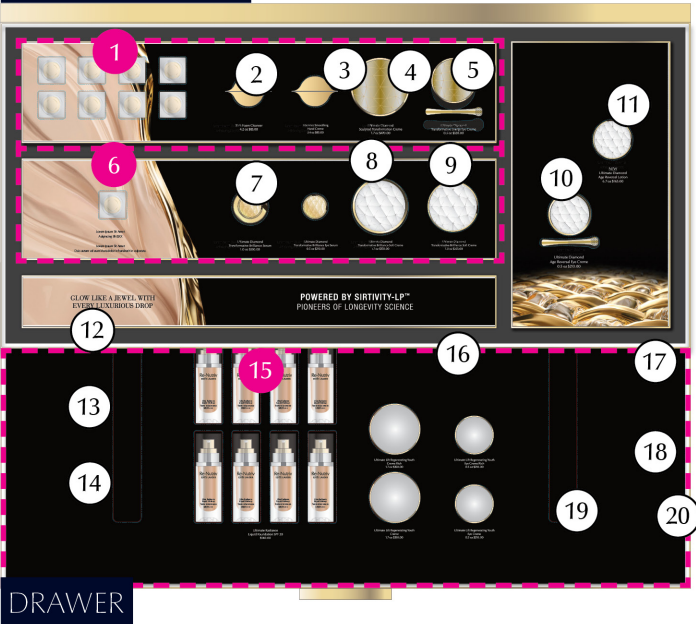
HISTORY OF UPDATES

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)

12. Re-Nutriv Ultimate Diamond Sculpted Transformation Creme 1.7 oz, (1)

13. Re-Nutriv Ultimate Diamond Transformative Energy Eye Creme 0.5 oz (1)

14. Re-Nutriv Ultimate Diamond Transformative Brilliance Eye Serum 0.5 oz, (1)

15. New Re-Nutriv Ultra Radiance Serum Creme Makeup (12)

16. Re-Nutriv Ultra Radiance Liquid Makeup SPF 20 1 oz, (10)

17. Re-Nutriv Ultimate Lift Regenerating Youth Creme Rich 1.7 oz, (1)

18. Re-Nutriv Ultimate Lift Regenerating Youth Creme 1.7 oz, (1)

19. Re-Nutriv Ultimate Lift Regenerating Youth Eye Creme Rich 0.5 oz, (1)

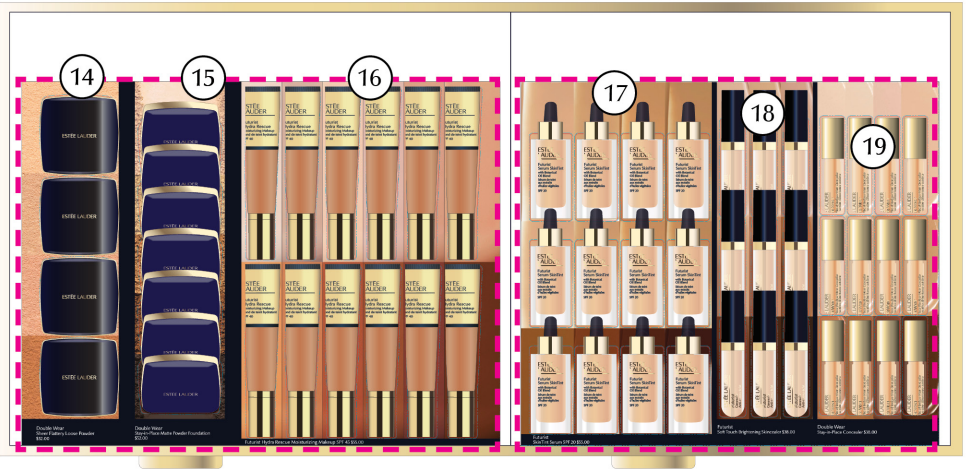
20. Re-Nutriv Ultimate Lift Regenerating Youth Eye Creme 0.5 oz, (1)

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).



DRAWER

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 & 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

- Pure Color Explicit Slim Lipstick (10)
- Pure Color Explicit Slim Matte Lipstick (10)
- Pure Color Melt On Gloss Stick (8)
- New Pure Color Lip Pout (8) *Plug over with graphic in July and remove in September when product launches*
- Pure Color Lipsticks (24)
- Pure Color Envy Luxe Eyeshadow Quads (6) (closed compacts)
- Pure Color Envy Luxe Eyeshadow Quads (1) (open compact)
- Double Wear Zero-Smudge Lengthening Mascara (1)
- Turbo Lash High Powered Volume + Length Mascara (1)
- Brow Multi-Tasker (2)
- Pure Color Envy Sculpting Blush (1) (open compact)
- Pure Color Envy Sculpting Blush (3) (closed compact)
- New Futurist Liquid Blush (6) *Plug over with graphic in July and remove in September when product launches*
- Bronze Goddess Matte and Glow Bronzing Trio (1) (open compact)
- Bronze Goddess Powder Bronzer (2) (closed compact)
- Pure Color Lipstick (16)
- Pure Color Explicit Slim Matte Lipstick (2)
- Pure Color Explicit Slim Lipstick (2)
- Double Wear 24H Stay-in-Place Lip Liner (12)
- Pure Color Revitalizing Crystal Balm (6)
- Pure Color Envy Color Replenish Balm(1)
- Pure Color Envy Sculpting Blush (5) (closed compact)
- Bronze Goddess Highlighting Powder Gelée (3) (closed compact)
- Turbo Lash Serum (1)
- Sumptuous Extreme Lash Multiplying Volume Mascara (1)
- Sumptuous Extreme Waterproof (1)
- Little Black Primer (1)
- Double Wear Infinite Waterproof Eyeliner (4)
- Little Black Liner (1)
- Double Wear Stay-In-Place Eye Pencil (10)
- Kajal Eyeliner (4)
- Brow Multi-Tasker (8)

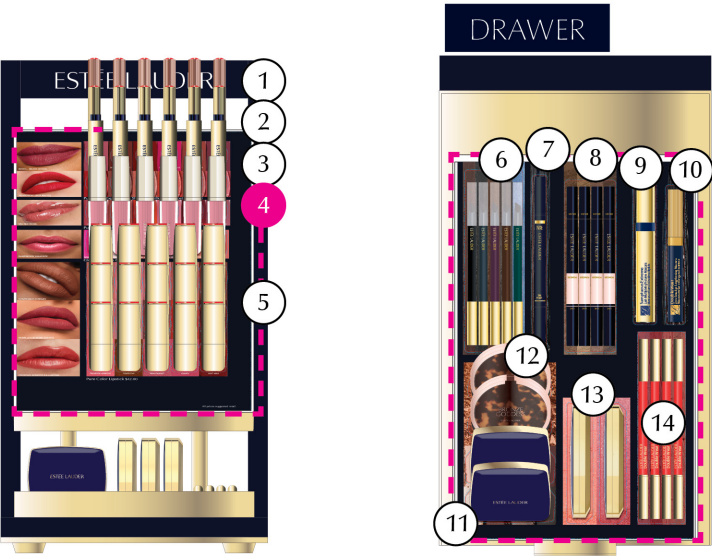
NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

COLOR HYBRID UNIT

July & September Update

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

- Pure Color Explicit Shine Lipstick (6)
- Pure Color Explicit Shine Matte Lipstick (6)
- Pure Color Melt-On Gloss Stick (6)
- New Pure Color Lip Pout (6) *Plug over with graphic in July and remove in September when product launches*
- Pure Color Lipstick (15)

Drawer

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

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS



FRAGRANCE LINE TESTER UNIT

No Fall Update

HISTORY OF UPDATES

Aug '23	Update with new back riser graphic (TBD).
Feb '24	Update with new back riser and platform graphic (TBD).
Jul '24	Update with new backriser and top platform graphic (G9LJ-70).

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).



FOCUS PLATFORM

MAIN PLATFORM



- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS



TOP VIEW



Product List

Focus Platform

- Beautiful Magnolia Eau de Parfum, 3.4 oz

Main Platform (Preferred Line-up)

- Beautiful Magnolia Intense Eau de Parfum, 3.4 oz
- Bronze Goddess Nuit Eau de Parfum 3.4 oz
- Bronze Goddess Eau Fraiche, 3.4 oz
- Estée Lauder Sensuous Eau de Parfum Spray, 3.4 oz
- Beautiful Magnolia L'eau Eau de Toilette, 3.4 oz
- Beautiful Eau de Parfum, 3.4 oz
- Pleasures Eau de Parfum, 3.4 oz
- White Linen Eau de Parfum, 2.0 oz

FOCUS LAUNCH PLATFORM

- Beautiful Magnolia Eau De Parfum (#1) (Mandatory)

SPICY

- Beautiful Magnolia Intense Eau de Parfum (#2) (Mandatory)
- Bronze Goddess Nuit Eau de Parfum (#3) (Mandatory)

OTHER OPTIONS IF YOU ARE OUT OF STOCK ON THE ABOVE

- Cinnabar
- Spellbound
- Tuscany Per Donna
- Youth Dew

WOODY

- Bronze Goddess Eau Fraiche (#4) (Suggested)

OTHER OPTION IF YOU ARE OUT OF STOCK ON THE ABOVE

- 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 (#8) (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.

Line Tester (Use salable products)

- Rose de Grasse 1.7 oz
- Rose de Grasse Joyful Bloom 1.7 oz
- Rose de Grasse Pour Filles 1.0 oz
- New Rose Cocoa 1.7 oz
- New Amber Musk Vanille 1.7 oz
- New Les Botaniques Wisteria 1.7 oz
- Mediterranean Honeysuckle 1.7 oz
- Wild Geranium 1.7 oz
- Ikat Jasmine 1.7oz
- Tuberose Gardenia 1.7 oz
- Lilac Path 1.7oz
- Hibiscus Palm 1.7oz
- Cedar Violet 1.7oz
- Amber Musk 1.7oz
- Limone di Sicilia 1.7oz
- Tuberose le Jour 1.7oz
- Tuberose le Soir 1.7oz

- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS

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).





Product List

Main Platform

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

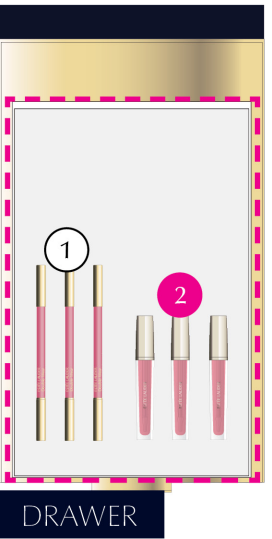
To clean, use a soft dry cloth.
Never use sprays of any kind to
clean unit.

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

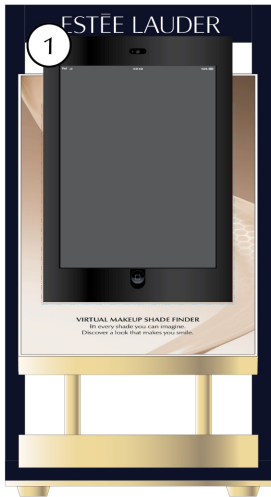
- Double Wear Stay-In-Place Lip Liner (3)
- New Pure Color Lip Pout (3)

 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).



DRAWER

Product List

Main Platform

- 1. iPad with YouCam

Drawer

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

- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS

NIGHTTIME TESTER MAINTENANCE/
CLEANING RITUAL

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

DRAMMING UNIT &
DRAMMING PEDESTAL
No 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).



All graphics are FPO.

COUNTERS AT A GLANCE

4 CASES

5 CASES

6 CASES



A YouCam Unit Update

B Color Line Tester Unit Update

© New Skincare Core Unit

CASE MERCHANDISING

SEPT-NOV

- CASE CATEGORIES
- 1

AERIN + Re-Nutriv
- 2

AERIN
- 3

Re-Nutriv
- 4

Skincare
- 5

Foundation
- 6

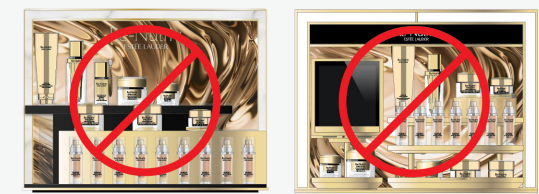
Color

- NEW IN SEPTEMBER:
- A

Aerin Line Tester Unit Update
- B

New Re-Nutriv Core Unit

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



- NEW IN OCTOBER:
- C

Color Line Tester Unit Update
- D

Foundation Line Tester Unit Update
- E

Color/Foundation Trending Now Unit Update

- NEW IN NOVEMBER:
- F

Re-Nutriv Core Unit Update



4 CASES

A

B

C

D

1

4

4

5

From left to right, merchandise in the olfactive order. See page 22 for reference.

From left to right, merchandise starting with the darkest shade to the lightest shade.

5 CASES

A

B

C

D

2

3

4

4

5

From left to right, merchandise in the olfactive order. See page 22 for reference.

From left to right, merchandise starting with the darkest shade to the lightest shade.

6 CASES

A

B

C

E

D

2

3

4

4

5

6

From left to right, merchandise in the olfactive order. See page 22 for reference.

From left to right, merchandise starting with the darkest shade to the lightest shade.

OPEN SELL SHELVES
JUL-NOV

3 BAYS

From left to right, merchandise in the olfactive order. See page 21 for reference.

AERIN + RE-NUTRIV

OCTOBER UPDATE

OCTOBER UPDATE

JULY UPDATE

OCTOBER UPDATE

SKINCARE

JULY UPDATE

FRAGRANCE + MAKEUP

From left to right, merchandise starting with the darkest shade to the lightest shade.

AERIN + RE-NUTRIV

OCTOBER UPDATE

OCTOBER UPDATE

JULY UPDATE

OCTOBER UPDATE

SKINCARE

JULY UPDATE

SKINCARE

FRAGRANCE + MAKEUP

From left to right, merchandise starting with the darkest shade to the lightest shade.

30 Point-of-Sale Guidelines • Fall 2025

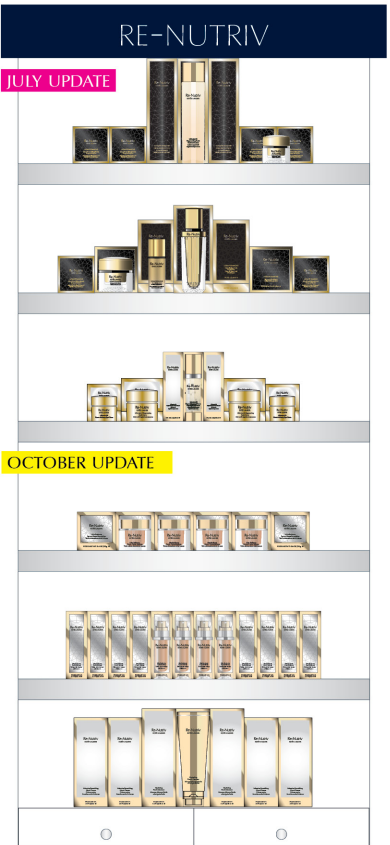
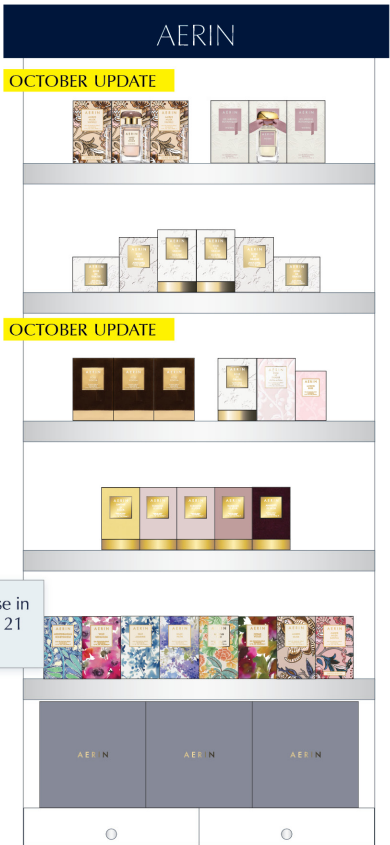
Merchandising Directive • NY Office 31

OPEN SELL SHELVES

JUL-NOV

5 BAYS

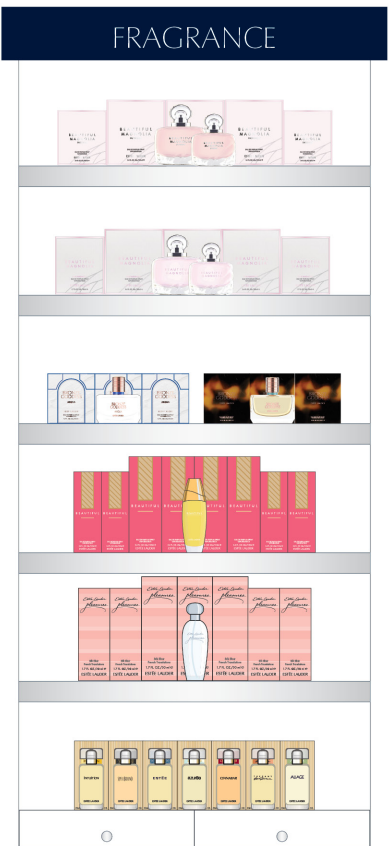
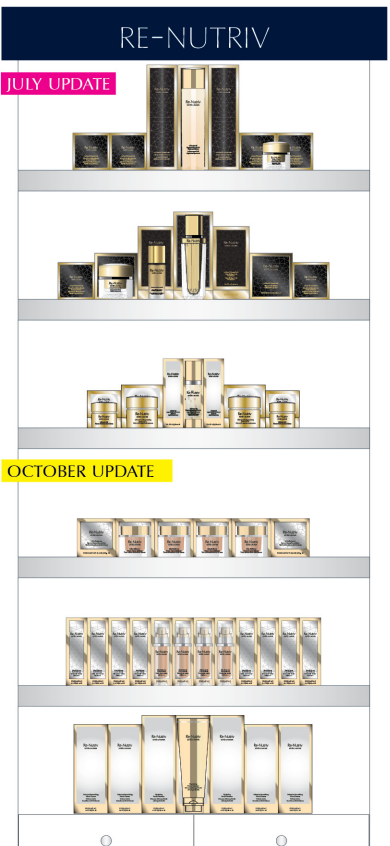
From left to right, merchandise in the olfactive order. See page 21 for reference.



From left to right, merchandise starting with the darkest shade to the lightest shade.

6 BAYS


From left to right, merchandise in the olfactive order. See page 22 for reference.




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:

EXISTING



Priority Visual #1
Beautiful Model +
Product

BEHIND RE-NUTRIV CASES:

EXISTING



Priority Visual #1
Eye Creme Product Shot

How to Measure a Light-box

STEP 1: DETERMINING “OUTSIDE” MEASUREMENT

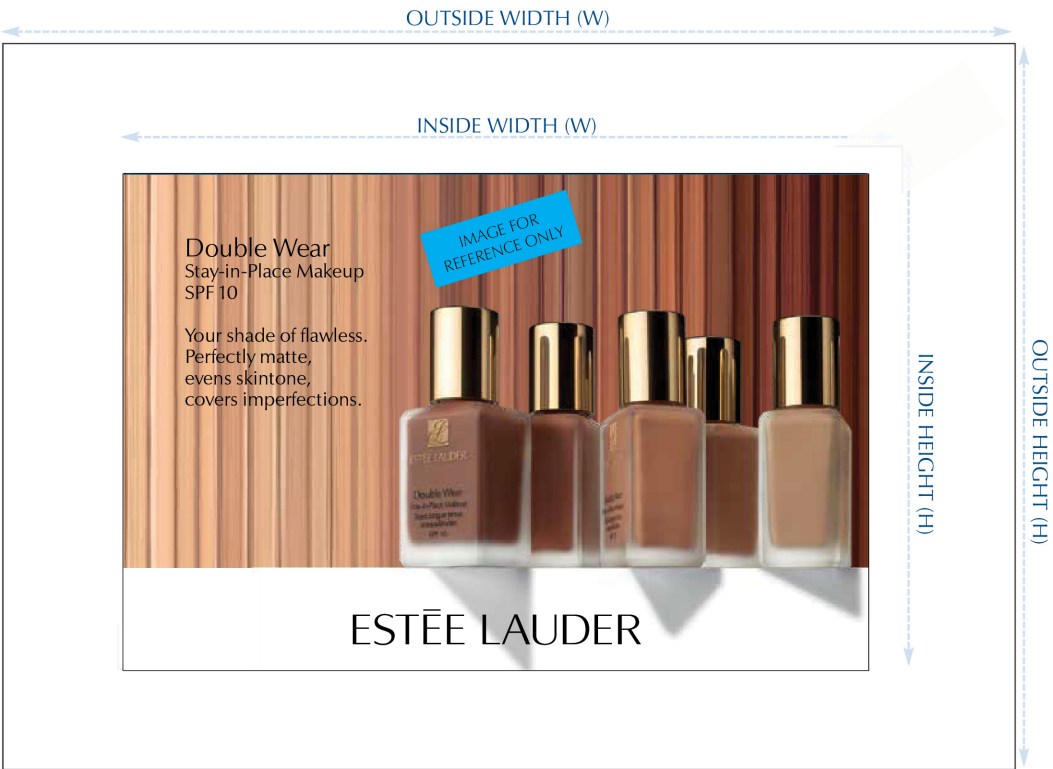
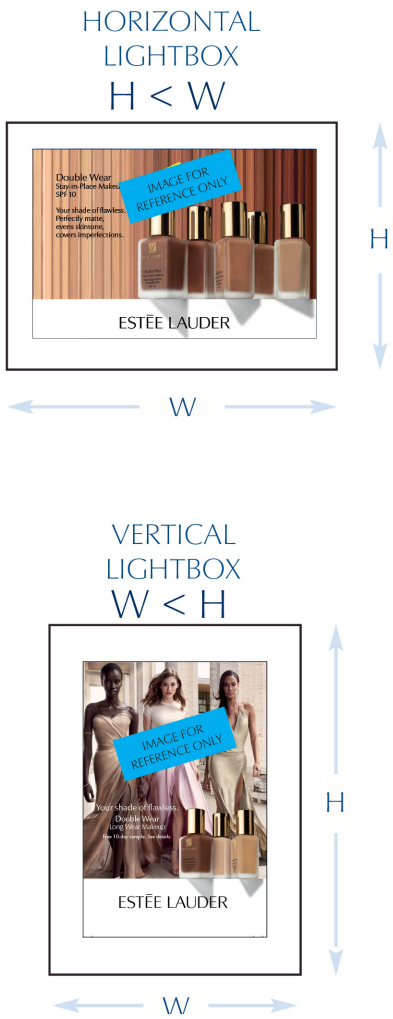
Open light-box. Measure end-to-end of the light-box horizontally (Width) and then vertically (Height). This is your “outside” measurement because it is the width (W) and height (H) of the “outside”, or total area, of the transparency that goes into the light-box.

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.



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

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	CANADA
<ul style="list-style-type: none">• Phone: +1 (844)-387-1122	<ul style="list-style-type: none">• Phone: +1(855) 523-7105
<ul style="list-style-type: none">• Email: PointOfSaleSupport@estee.com	<ul style="list-style-type: none">• Email: PointOfSaleSupport@estee.com

Hours of operation: Monday to Friday 9:00AM – 7:00PM EST. Voicemail is available outside hours of operation, for a call back on the next business day.

Please refer to Estée Lauder’s visual merchandising guidelines for reference/code numbers.

POINT-OF-SALE CENTER OF EXCELLENCE (POS COE) REQUEST TRACKER			
<u>Date Requested/ Contacted POS COE</u>	<u>Details of Request</u>	<u>Notes</u>	<u>Date Resolved</u>

Glossary Point-of-Sale Guidelines

- ALPHA TOWER or ÉTAGÈRE: Metal tower used to merchandise in-store (usually 2–6 shelves).
- BACK ISLAND/BACK LEDGE: Display area behind caseline that contains cash wrap, fish-tanks, storage, and/or transparencies (usually 5’–6’ tall).
- BAY: One vertical grouping of shelves in an assisted sell area.
- BASIC BUSINESS: The core products within each category (Skincare, Makeup, Fragrance) of business (as opposed to LAUNCHES which are the introduction of new products).
- BASIC BUSINESS CASES: Cases located in non-billboard or lower profile locations in your counter installations. Case contents support the category line-testers on top of case. Once an appropriate location is established, cases rarely need to be changed or moved during a season.
- BILLBOARD/LAUNCH CASE(LINE): Most prominent cases a customer sees when approaching counter from main traffic flow.
- BLOW UP: 30” x 40” (or custom size) collateral piece that may suspend from the ceiling or be displayed on a ledge top.
- BOUTIQUE CASE(LINE): Case with one (1) shelf only.
- CARTOUCHE: “EL” script on packaging.
- CASE(LINE): Glass display fixture, typically with two shelves. Sometimes referred to as “showcase”, many cases together are referred to as “caseline”.
- C-PRINT: “Color” print. A printed visual such as an 8” x 10” litho 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 lithos 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.
- LITHO 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 “merchandiser”).
- 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.

