

DEPARTMENT
STORES U.S.



ESTÉE LAUDER
Point-of-Sale Guidelines
Holiday 2025

HOLIDAY STORE ENVIRONMENTS

MACY'S HOLIDAY STORE ENVIRONMENTS

Traditional Case Line Counter:



MSNA/Open Sell Counter:



HOLIDAY DISPLAY ELEMENTS

- | | |
|--|---|
| <p>1. 3D Ledge Top Prop (PAGE 17)
Pre-pack code #: GBP8-60
Quantity: 1 pre-pack per door</p> <p>2. Blockbuster Tower (PAGE 19)
Pre-pack code #: GC79-60
Quantity: Varies by door</p> <p>3. Lollipop Signs (PAGE 26)
Pre-pack code #: GBP5-70
Quantity: 1 pre-pack per door (6 lollipop signs per pre-pack)</p> <p>4. In-Case Tent Cards (PAGE 24)
Pre-pack code #: GBP6-60
Quantity: 1 pre-pack per door (9 tent cards signs per pre-pack)</p> <p>5. Full Line Unit Topper (PAGE 25)
Pre-pack code #: GBPA-60
Quantity: 1 pre-pack per door (2 toppers per pre-pack)</p> | <p>6. Photo Carton Set Highlight Display (PAGE 29)
Pre-pack code #: GBPM-60
Quantity: 1 unit per door (select doors only)</p> |
|--|---|

HOLIDAY DISPLAY ELEMENTS

- | | |
|--|---|
| <p>1. 2D Ledge Top Prop (PAGE 18)
Pre-pack code #: GBP7-60
Quantity: 1 prop per door</p> <p>2. Lollipop Signs (PAGE 26)
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Quantity: 1 pre-pack per door (6 lollipop signs per pre-pack)</p> <p>3. Photo Carton Set Highlight Display (PAGE 22)
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Quantity: 1 pre-pack per door (2 toppers per pre-pack)</p> | <p>6. Re-Nutriv Luxury Unit (PAGE 22)
Pre-pack code #: GBPJ-60
Quantity: 1 per door (select doors only)</p> |
|--|---|

MACY'S HOLIDAY TOWERS

Macy's Holiday Towers:



HOLIDAY DISPLAY ELEMENTS

1. Macy's Tower Topper
Retailer Produced Collateral
2. Macy's Tower Wrap (Holiday Image)
Retailer Produced Collateral

Tower Merchandising Direction:

Follow the guidelines below for placing sets on each tower based on the graphics displayed on the tower.

Tower A:

- Skincare Sets

Tower B:

- Magnolia Sets

Tower C with Holiday Model Image:

- Shelves 1 + 2: Beautiful Sets
- Shelves 3 + 4: Pleasures Sets

MACY'S HOLIDAY WRAPPING STATION

Wrapping Station at Counter:



HOLIDAY DISPLAY ELEMENTS

1. "Free Gift Wrap" Lollipop Signs (PAGE X)
Pre-pack code #: GBP5-70
Quantity: 1 pre-pack per door (6 lollipop signs per pre-pack)
2. Gift Wrap Roll (PAGE X)
Pre-pack code #: GBS6-70
Quantity: Pre-pack per door (1 Roll) - Quantities vary per door
3. 2-Block Gift Wrap Visual
Retailer Produced Collateral

DILLARD'S HOLIDAY STORE ENVIRONMENTS

Traditional Case Line Counter:



HOLIDAY DISPLAY ELEMENTS

- | | |
|---|--|
| <ul style="list-style-type: none"> 1. Blockbuster Tower (PAGE 19)
Pre-pack code #: GC79-60
Quantity: Varies by Door 2. Lollipop Signs (PAGE 26)
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Quantity: 1 pre-pack per door (6 lollipop signs per pre-pack) 3. In-Case Tent Cards (PAGE 24)
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Quantity: 1 pre-pack per door (2 toppers per pre-pack) 5. 3D Ledge Top Prop (PAGE 17)
Pre-pack code #: GBP8-60
Quantity: 1 pre-pack per door | <ul style="list-style-type: none"> 6. Photo Carton Set Highlight Display (PAGE 29)
Pre-pack code #: GBPM-60
Quantity: 1 unit per door (select doors only) 7. "Free Gift Wrapping" Case Wrap
Retailer Produced Collateral |
|---|--|

DILLARD'S HOLIDAY STORE ENVIRONMENTS

MSNA/Open Sell Counter (with Ledge Set Up):

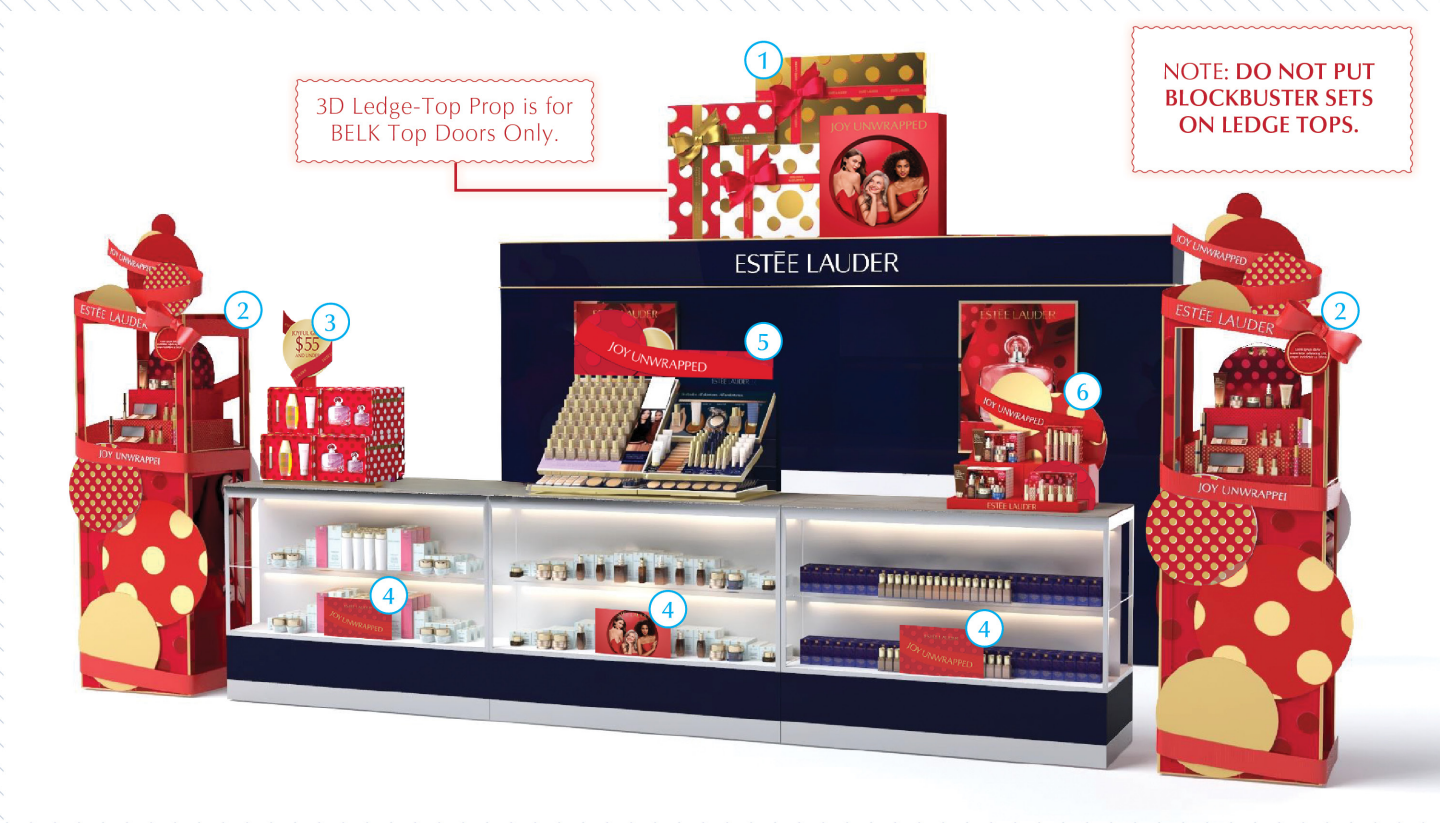


HOLIDAY DISPLAY ELEMENTS

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|---|--|
| <ul style="list-style-type: none"> 1. 2D Ledge Top Prop (PAGE 18)
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Quantity: 1 pre-pack per door (2 toppers per pre-pack) | <ul style="list-style-type: none"> 6. Re-Nutriv Luxury Unit (PAGE 22)
Pre-pack code #: GBPJ-60
Quantity: 1 per door (select doors only) |
|---|--|

BELK, BOSCOV'S, & VON MAUR HOLIDAY STORE ENVIRONMENT

Traditional Case Line Counter:



MSNA/Open Sell Counter:



HOLIDAY DISPLAY ELEMENTS

- | | |
|---|--|
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Pre-pack code #: GBPM-60
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Pre-pack code #: GBPJ-60
Quantity: 1 per door (select doors only) |
|---|--|

Outpost Elements: (Limited Doors Only)



ELX HOLIDAY
ENVIRONEMNT

HOLIDAY OUTPOST DISPLAY ELEMENTS

- 1. Tower Cap
Retailer Produced Collateral
- 2. Tower Cube (Variant 1)
Retailer Produced Collateral
- 3. Tower Cube (Variant 2)
Retailer Produced Collateral
- 4. Holiday Table
Retailer Produced Collateral

ELX HOLIDAY STORE ENVIRONMENT



HOLIDAY DISPLAY ELEMENTS

1. Promo Table Graphics
Shipping Direct-to-Door

ADDITIONAL HOLIDAY ELEMENTS:

2. Model Light-Box
Shipping Direct-to-Door
3. Promo Unit Without Back Riser
Shipping Direct-to-Door



HOLIDAY ELEMENTS

HOLIDAY ELEMENTS:
LEDGE TOP PROPS

3D Ledge Top Prop (Top Doors Only)

Pre-pack Code #: **GBP8-60** (one pre-pack per door)



Merchandising Guidelines:

- ° Place and center 3D prop on ledge top along with fragrance sets as shown below.



HOLIDAY ELEMENTS:
LEDGE TOP PROPS

2D Ledge Top Prop (Select Retailers)

Pre-pack Code #: **GBP7-60** (one pre-pack per door)

Ledge top has 3 separate parts and be reconfigured as desired. See breakdown below.



Merchandising Guidelines:

- ° Place 2D Prop on top of ledge tops – see photos below for reference.
- ° Use fragrance sets only on top of ledge with 2D Prop.



Example using parts ② and ③ of 2D Props.



Example using all three parts of 2D Props with fragrance sets.

HOLIDAY ELEMENTS:
BLOCKBUSTER

Blockbuster Towers (Select Retailers)

Pre-pack Code #: **GC79-60** (quantities vary by door)

The packout includes the complete tower, as shown below. Please refer to the included instruction sheets for guidance on assembling the Blockbuster tower.

Merchandising Guidelines:

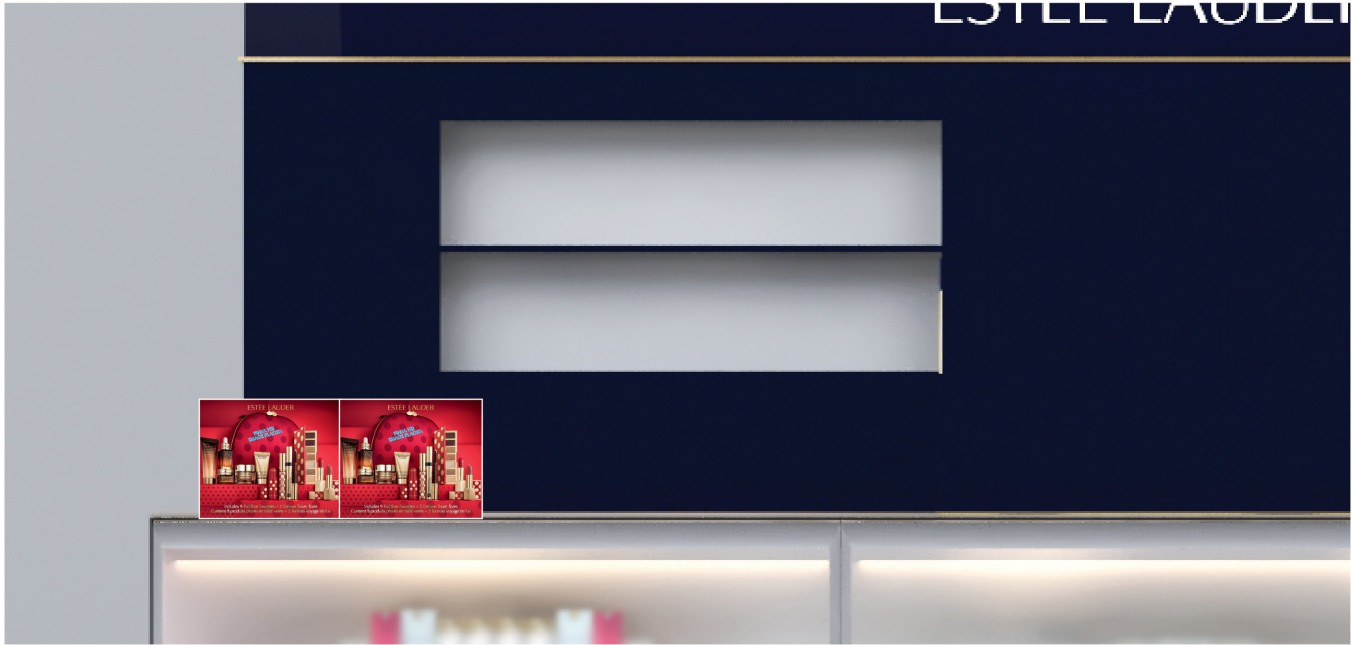
- Place Blockbuster Towers in high traffic aisles adjacent to Estée Lauder counter.
- When Blockbusters sell through, remove risers and platform from Blockbuster display and fill with gift sets.



HOLIDAY ELEMENTS:
BLOCKBUSTER

Blockbuster Saleable Boxes (Select Retailers):

For stores with caselines, display Blockbuster boxes on top of the counter, as shown below.
Do not place Blockbuster boxes on ledge tops.



Important Note: Do not place/merchandise Blockbuster saleable boxes on ledge top.

HOLIDAY ELEMENTS:
BLOCKBUSTER

Blockbuster Top-of-Counter Unit (Select Retailers):

Pre-pack Code #: **GC76-60** (1 pre-pack per door)



Merchandising Guidelines:

- Place Blockbuster Towers Unit on top of counter as shown below.
- Display Blockbuster saleable boxes next to unit.



HOLIDAY ELEMENTS:
RE-NUTRIV LUXURY

Re-Nutriv Luxury Unit (Select Doors):

Pre-pack Code #: **GBPJ-60** (1 pre-pack per door)



Merchandising Guidelines:

- Place Re-Nutriv Luxury Unit on top of counter. Display saleable boxes next to unit if space allows.
- Place Re-Nutriv Luxury Unit next to Re-Nutriv tester unit.



HOLIDAY ELEMENTS:
RE-NUTRIV LUXURY

FOOR DOORS WHO DO NOT RECIEVE RE-NUTRIV LUXURY UNIT.

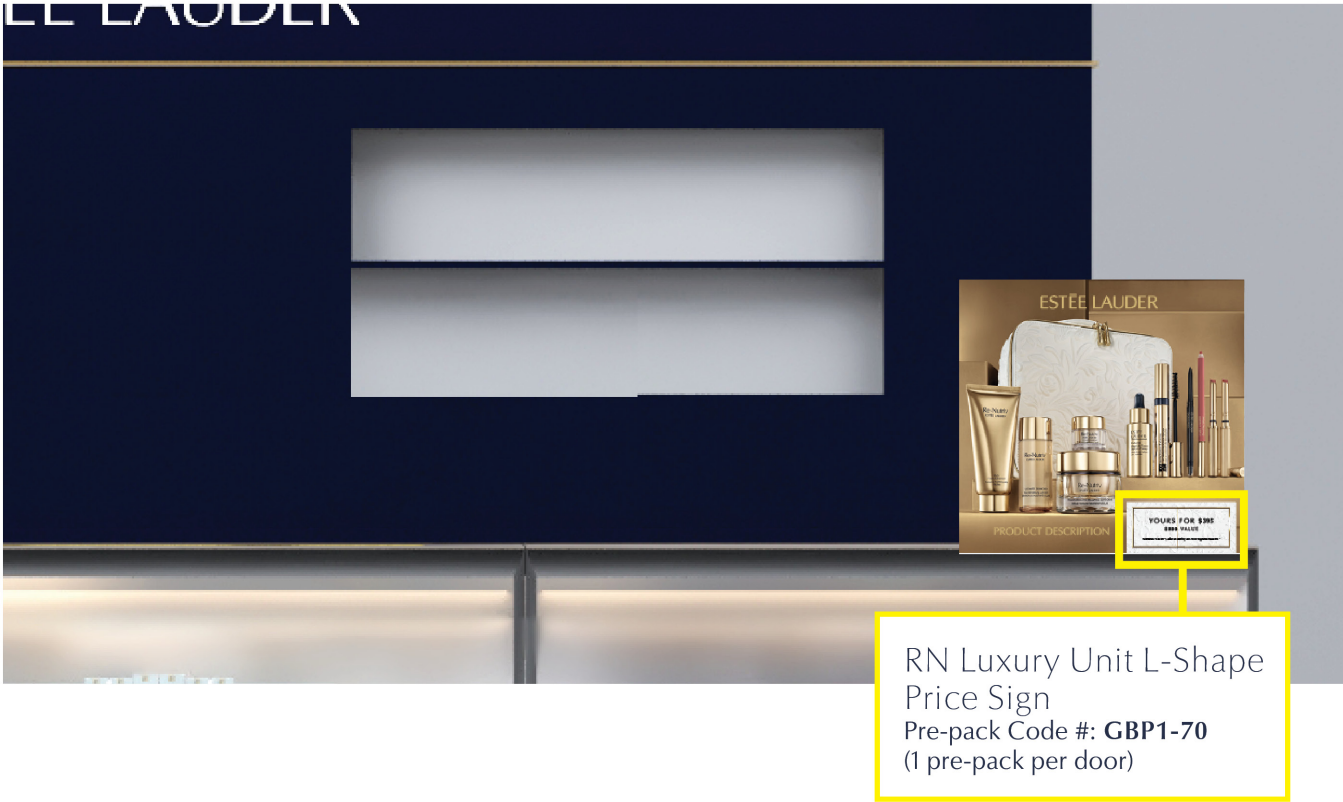
Re-Nutriv Luxury Sets with L-Shape Sign: (Select Doors)

L-Shape Sign Pre-pack Code #: **GBP1-70** (1 pre-pack per door)



Merchandising Guidelines:

- For doors that do not receive Re-Nutriv Luxury Top-of-Counter Unit, place sets directly on counter with L-shape price sign underneath the sets. See below.



HOLIDAY ELEMENTS:
IN-CASE TENT CARDS

Free-standing, Double-Sided Tent Cards:

Pre-pack Code #: **GBP6- 60** (# Tent Cards are included per pre-pack)

NOTE:

- The first shipment of holiday tent cards has a **printing error on SIDE A**. A new shipment with the corrected image is being sent.
- In the meantime, **use SIDE B inside cases until new tent cards arrive**.
- Tracking Number of new tent cards: **TBD**.

PRINT ERROR: missing ribbon



SIDE A:
“Joy Unwrapped” Image

CORRECTED IMAGE: ribbon shown



SIDE A:
“Joy Unwrapped” Image



SIDE B:
Holiday Model Image

Merchandising Guidelines:

- First, remove Fall 2025 in-case graphics along with frame and store for re-use after Holiday.
- Replace Fall 2025 in-case graphics with holiday tent cards inside case on the bottom shelf, centered, alternating between Model Image and “Joy Unwrapped” Image, once corrected tent cards are recieved.
- **Do not place tent cards in Beautiful Magnolia and Re-Nutriv cases. Continue to use existing in-case graphics.**



HOLIDAY ELEMENTS: FLU HOLIDAY TOPPERS

Full Line Tester Unit Holiday Toppers:

Pre-pack Code #: **GBPA-60** (2 toppers are included per pre-pack, 1 “Joy Unwrapped” and 1 Double Wear)



“JOY UNWRAPPED” FULL LINE TESTER UNIT TOPPER



DOUBLE WEAR FULL LINE TESTER UNIT TOPPER

Merchandising Guidelines:

- Place “Joy Unwrapped” FLU Topper on top of **Color or Skincare FLU**.
- Place Double Wear on top of **Foundation FLU only**.
- Do not place toppers on top of any other units including Distortion Table Units.



“JOY UNWRAPPED” FLU TOPPER ON COLOR FLU EXAMPLE



DOUBLE WEAR FLU TOPPER ON FOUNDATION FLU EXAMPLE

HOLIDAY ELEMENTS: LOLLIPOP SIGNS

Lollipop Sign Pieces:

Pre-pack Code #: **GBP5-70** (6 signs per pre-pack)



2 PCS.



1 PC.



3 PC.

Merchandising Guidelines:

- Place lollipop signs to corresponding sets on top of counter.



HOLIDAY PROMOS

HOLIDAY PROMO: LOLLIPOP SIGNS

Generic Discount Signs (Lollipop Signs)

Pre-pack Code #: **Reuse signs from last year**



Merchandising Guidelines:

- ° Place generic discount signs to existing silver metal lollipop sign holder already in stores.
- ° Merchandise special offer sets with generic discount signs where applicable.
- ° Refer to special offer cadence below to know when to place generic discount signs.

Sets Offer Cadence + Qualifying Sets: (VARY BY OFFER)

11/23 - 11/29
30% Off
Black Friday



Unwrap Inspiration
Beautiful Magnolia
\$170 SRP



Give Joy Pleasures Duo
\$125 SRP



Give Joy Pleasures
Favorites Duo
\$55 SRP



Joy Unwrapped
Beautiful Duo
\$145 SRP



Fragrance Treasures
\$42 SRP

11/30 - 12/3
25% Off
Cyber Monday



Unwrap the Moment Lip Gloss
\$40 SRP



Double Your Joy Supreme+
\$100 SRP



Youth Keepers Unwrapped
\$100 SRP



Supreme Joy (Macy's Only)
\$170 SRP

12/5 - 12/9
20% Off
Special Offer



24/7 Magic Routine
\$118 SRP



The Hydrating Routine
Skincare Joys
\$68 SRP



The Lift + Firm Routine
Skincare Joys
\$124 SRP



The Lift + Glow Routine
Skincare Joys
\$134 SRP

HOLIDAY PROMO:
COLOR SET UNIT

Photo Carton Set Unit: (Limited Top Doors Only)

Pre-pack Code #: **GBPM-60**



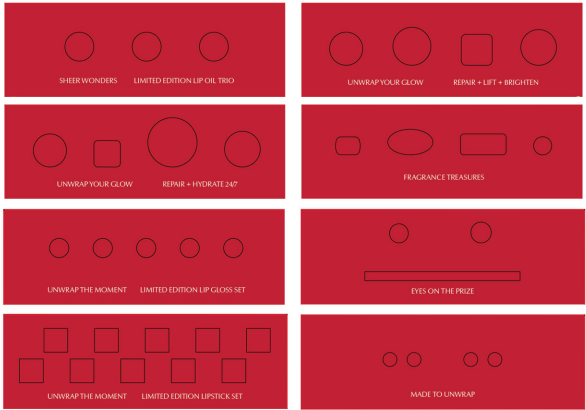
Merchandising Guidelines:

- ° Place Color Unit on top of counter with sets.
For caseline doors, place on top of a color case.
- ° Remove unit when sets sell through.



NOTE:

The Photo Carton Unit includes 9 interchangeable inserts. Keep all of them for future use and replace them as needed when sets are sold through.



HOLIDAY PROMO:
FRAGRANCE GWP

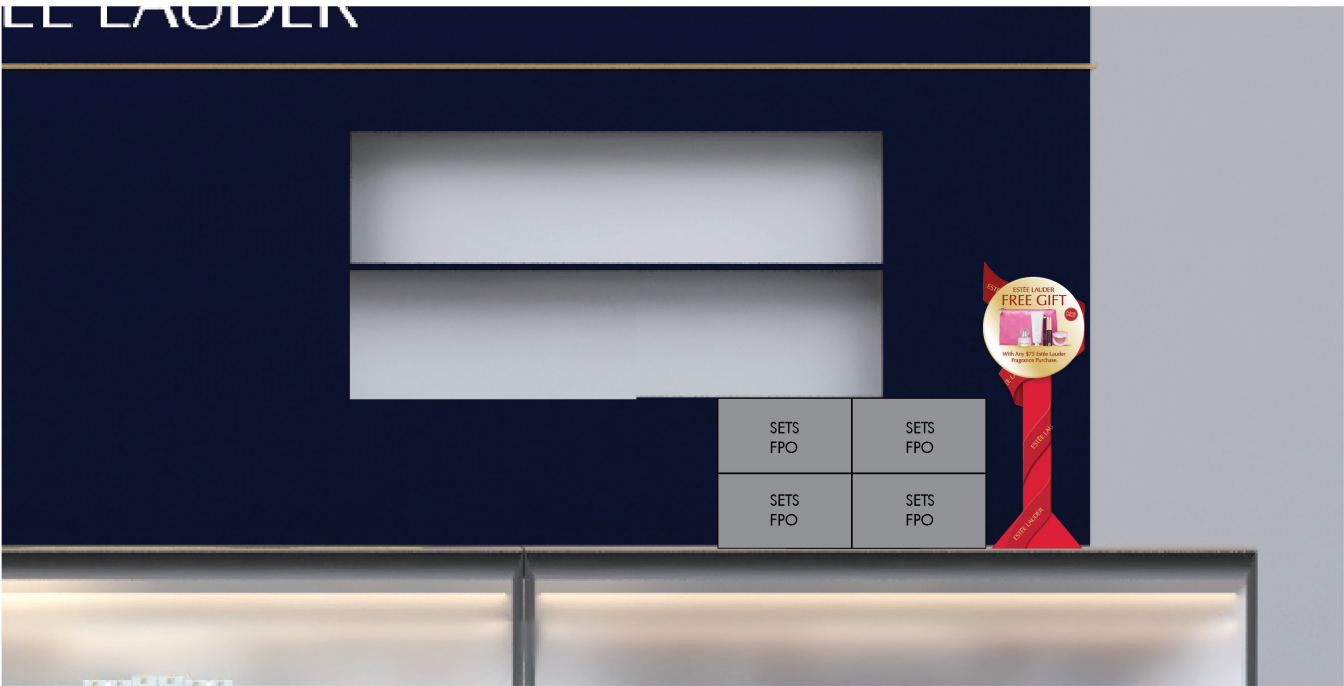
Fragrance Gift-With-Purchase Sign:

Pre-pack Code #: **GBP5-70** (Free Gift sign is included with Holiday lollipop sign pre-pack - see page 26)



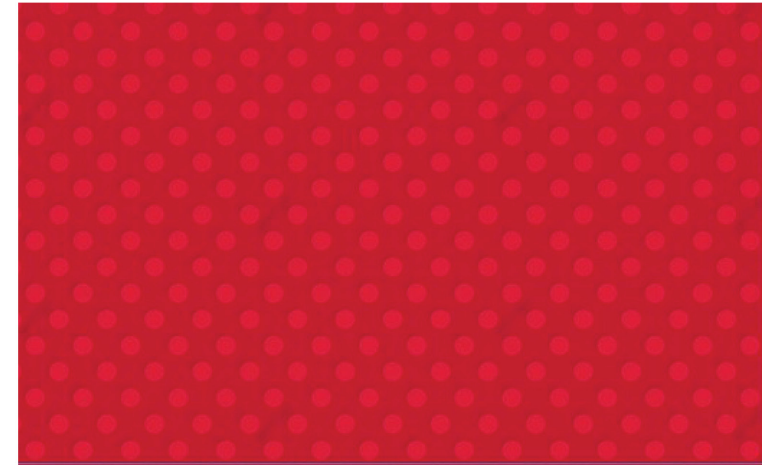
Merchandising Guidelines:

- ° Place Fragrance GWP Sets on top of counter and display with “Free Gift” lollipop sign as shown below. For caseline doors, place on top of a fragrance case when possible.



HOLIDAY GIFTING

HOLIDAY GIFTING: COLLATERAL



HOLIDAY PRE-CUT GIFT WRAP SHEET
Pre-pack Code #: GBS5-70
1 Pre-pack (25 Sheets) - Quantities vary per door



HOLIDAY HANG TAG
Pre-pack Code #: GBS4-70
50 Pre-pack per door -
Quantities vary per door



HOLIDAY RIBBON ROLL
Pre-pack Code #: GBS9-70
1 Pre-pack per door (2 Rolls) - Quantities vary per door



HOLIDAY GIFT WRAP ROLL
Pre-pack Code #: GBS6-70
1 Pre-pack per door (1 Roll) -
Quantities vary per door

Gifts on Top of Counter:

Create a gifting station on top of counter by wrapping sets with holiday wrap and ribbon. See rendering below for reference.



HOLIDAY GIFTING:
VALUE “FLAGS”

Value “Flags” Placement

Pre-pack Code #: **GBPC-70**
Place % off flag on the top right corner of the the display box set as shwon. Use correct % as per marketing offer.



Value “Flags” Percentages:



HOLIDAY GIFTING:
CUSTOM CONTAINERS

Custom Holiday Gift Box Do’s & Dont’s

Medium Container with Tissue and Bow Pre-pack Code #: **GBSC-70** (12 per pre-pack)
Medium Container Dust Cover Pre-pack Code #: **GBYZ-70** (12 per pre-pack)

Do’s:

- When using the Large Holiday Gift Box, **always use the dust cover** to enclose custom sets for a polished presentation. See image
- Use the container mix suggestions from the previous page as a guide for selecting products to display in the Large Holiday Gift Box.
- Use EL-branded containers for countertop display first. Once these containers run out, switch to the retailer gift boxes.



Dont’s:

- **Do not use shrink wrap or tulle** to cover EL Large Holiday Gift Box or any of EL custom containers only on retailer gift boxes.
- **Do not add enhancements**, such as: petals or ribbons on any of the EL containers as shown in the photo.



Using tulle, ribbon, and petals on EL custom container.

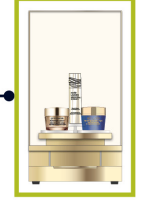
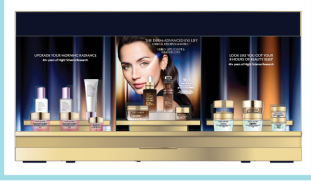
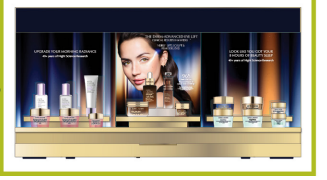


Using shrink wrap on an EL Gift Box.



Use of shrink wrap and fabric is only approved when part of the retailer custom gifting program.

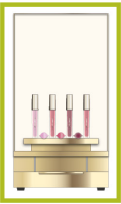
LINE TESTERS & LAUNCH UNITS/ IN CASE PROPS

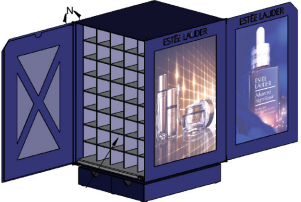
	Currently on-counter	SEPT	OCT-DEC	JAN '26 PREVIEW
LAUNCH	 SKINCARE TRENDING NOW UNIT SRP Update Only Select Doors Unit Code #: PG5E-60 Update Code #: GBAS-70			NOTE: Discard current Skincare Hybrid unit on counter and replace with new Skincare Hero Focus Unit.  NEW HERO FOCUS UNIT: SKINCARE Select Doors Remove current Trending Now Unit at counter and install this new unit Unit Code #: GD01-60
IN-CASE	 PERFECTIONIST PRO IN-CASE PROP GRAPHIC All Doors Graphic Code #: TBD  ADVANCED NIGHT REPAIR REPMOTE IN-CASE PROP GRAPHIC All Doors Graphic Code #: GC97-70  SUPREME+ NIGHT BOUNCE IN-CASE PROP GRAPHIC All Doors Graphic Code #: GC9Q-70			
LINE TESTER	 NEW SKINCARE CORE UNIT Select Doors Remove current Skincare Line Tester Unit at counter and install this new unit Unit Code #: GCZK-60			 SKINCARE CORE UNIT Macy's Doors Update with new products and graphics Unit Code #: GCZK-60 Graphic Update Code #: GDXM-70  SKINCARE CORE UNIT All Other Doors Update with new graphics Unit Code #: GCZK-60 Graphic Update Code #: TBD

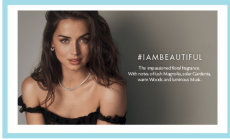
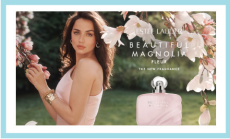
	Currently on-counter	SEPT	OCT-DEC	JAN '26 PREVIEW
DEPARTMENT STORE	 RE-NUTRIV CORE UNIT Select Doors Update with new product and template Unit Code #: GCZL-60 Graphic Update Code #: Shipping Direct-to-Door Acrylic Update Code #: GDSF-60			 RE-NUTRIV CORE UNIT Select Doors Update with new graphics Unit Code #: GCZL-60 Graphic Code #: TBD Acrylic Code #: TBD

Select Doors Only

All Doors

North America Tester Cadence: Department Stores			COLOR	Spring '26 Preview
	Currently on-counter	SEPT	OCT-DEC	JAN '26 PREVIEW
LAUNCH	 IPAD/IMATCH TRENDING NOW UNIT Update with new graphics Select Doors Unit Code #: PG5H-60 Graphic Update Code #: GCG5-70			 NEW HERO FOCUS UNIT: PRIORITY 2 Select Doors Install NEW Unit Unit Code #: GCZY-60
IN-CASE	 TURBO LASH IN-CASE GRAPHIC Select Doors GRAPHIC Code #: G1QA-70 PURE COLOR GLOSS STICK IN-CASE GRAPHIC Select Doors GRAPHIC Code #: GB82-70			
LINE TESTER	 COLOR LTU (56 LIP SHADE VARIANT) Remove graphic plugs and add new products All Doors with Color LTU Unit Code #: PG53-60			 NEW COLOR CORE UNIT Select Doors Remove current Color Line Tester Unit at counter and install this new unit Unit Code #: GCZS-60
	 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		NOTE: Discard current Color line tester unit on counter and replace with new Color Core Unit.  NOTE: Discard current Color Hybrid unit on counter and replace with new Color Hero Focus Unit. 	 NEW HERO FOCUS UNIT: COLOR Boscov's, Independents, Blue Mercury, and Puerto Rico Doors Remove current Color Hybrid Unit at counter and install this new unit Unit Code #: GD00-60
Select Doors Only All Doors				

	Currently on-counter	SEPT	OCT-DEC	JAN '26 PREVIEW
LAUNCH	 DRAMMING UNIT New graphic updates on all panels Select Doors Unit Code #: PNIP-70 Graphic Update Code #: GA78-70  DRAMMING PEDESTAL Foundation Panels Update Select Doors Pedestal Code #: P4EE-60 Pedestal Update Code #: GA78-70  COLOR/FOUNDATION TRENDING NOW UNIT Update with new templates and graphics Select Doors Unit Code #: PG5F-60 Update Update Code #: GC9G-60			 NEW DRAMMING UNIT Remove current dramming unit and replace with new unit Select Doors Unit Code #: TBD  NEW HERO FOCUS UNIT: PRIORITY 1 Select Doors Remove current Color Hybrid Unit at counter and install this new unit Unit Code #: GCZW-60 NOTE: Discard current Trending Now Unit on counter and replace with new Priority 1 Hero Focus Unit.
IN-CASE	 DOUBLE WEAR RE-PROMOTE IN-CASE GRAPHIC Graphic Code #: GCA7-70  FUTURIST SKINTINT REPMOTE IN-CASE GRAPHIC Graphic Code #: GCDX-70			
LINE TESTER	 FOUNDATION LINE TESTER UNIT Update with new templates and graphics All Doors Unit Code #: PJHJ-60 Update Code #: GC9H-60		NOTE: Discard current Foundation LTU on counter and replace with new Foundation Core Unit.	 NEW FOUNDATION CORE UNIT Select Doors Remove current Foundation Line Tester Unit at counter and install this new unit Unit Code #: GCZP-60

	Currently on-counter	SEPT	OCT-DEC	JAN '26 PREVIEW
AERIN	 AERIN LINE FRAGRANCE UNIT Update with new fragrances and new templates All Doors Graphic Code #: TBD Acrylic Code #: TBD			 AERIN LINE FRAGRANCE UNIT Update with new fragrances and new templates All Doors Graphic Code #: TBD Acrylic Code #: TBD
LINE TESTER	 LUXURY FRAGRANCE CONVERSION Select Doors Update to Beautiful Fragrance Highlighter Unit Unit Code #: G1RE-60 Graphic Update Code #: GAAS-70  FRAGRANCE LINE TESTER Select Doors Update back riser and platform graphic to Bronze Goddess Unit Code #: PG59-60 Update Code #: G9LJ-70  FRAGRANCE LINE TESTER MACY'S ONLY Update back riser and platform graphic Unit Code #: PG59-60 Update Code #: GD87-70			
IN-CASE & OTHER	 BEAUTIFUL MAGNOLIA RE-PROMOTE IN-CASE PROP GRAPHIC GRAPHIC Code #: GB85-70  MACY'S ONLY BEAUTIFUL MAGNOLIA RE-PROMOTE IN-CASE PROP GRAPHIC Graphic Code #: GC93-70			 Select Doors Only  All Doors

LIGHT-BOXES/TOOLS/ COUNTER SUPPORT

Holiday '25 Light-boxes

BEHIND SKINCARE CASES:

OCTOBER



Priority #1
ANR Serum

OCTOBER



Priority #2
ANR Serum + ANR Eye

OCTOBER



Priority #3
Supreme+

BEHIND MAKEUP CASES:

OCTOBER



Priority #1
Double Wear

BEHIND FRAGRANCE CASES:

MACY'S ONLY

EXISTING



Priority Visual #1
Ana + Magnolia Fleur
Product

ALL OTHER DOORS

OCTOBER



Priority Visual #1
Magnolia

OCTOBER



Priority Visual #2
Beautiful Core

OCTOBER



Priority Visual #3
Pleasures Core

BEHIND RE-NUTRIV CASES:

EXISTING



Priority Visual #1
Keep from Fall: Eye Creme Product Shot

EXTREME VERTICALS:

OCTOBER



Priority #1
Paulina

OCTOBER



Priority #2
Imaan

OCTOBER



Priority #3
Karlie

ONE LIGHT-BOX ONLY:

OCTOBER



Priority #1
Holiday Model

How to Measure a Light-box

STEP 1: DETERMINING “OUTSIDE” MEASUREMENT

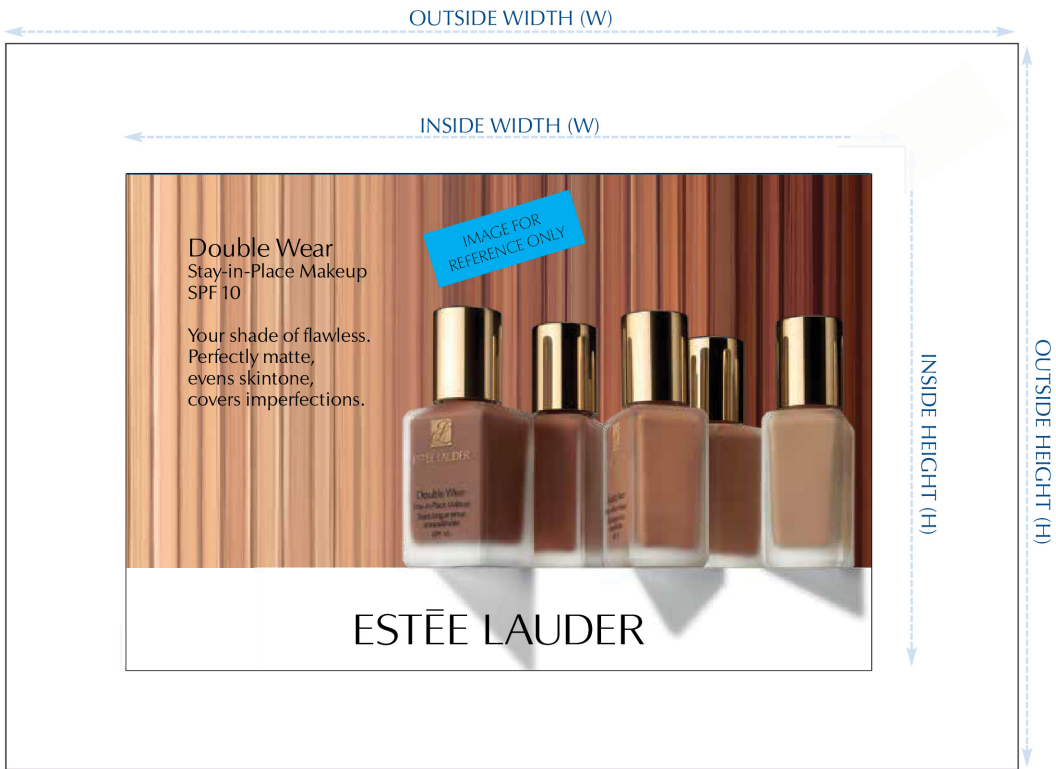
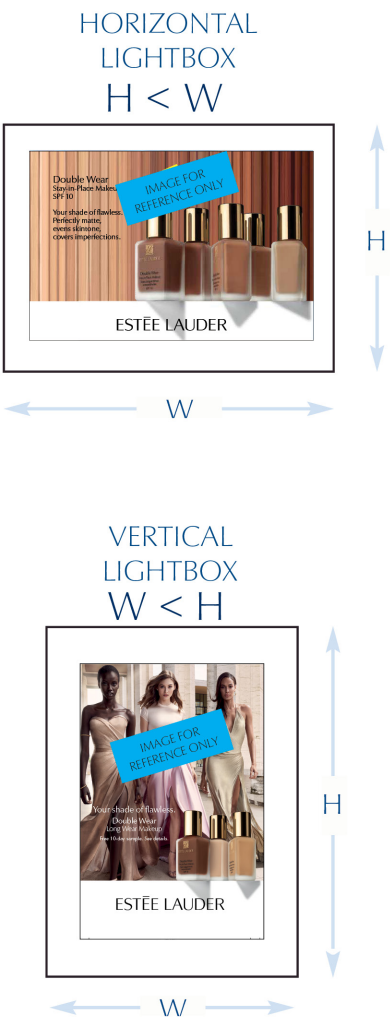
Open light-box. Measure end-to-end of the light-box horizontally (Width) and then vertically (Height). This is your “outside” measurement because it is the width (W) and height (H) of the “outside”, or total area, of the transparency that goes into the light-box.

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

- Fragrance Blotter Cards GYN4-70

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	CANADA
• Phone: +1 (844)-387-1122	• Phone: +1(855) 523-7105
• Email: PointOfSaleSupport@estee.com	• 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			
Date Requested/ Contacted POS COE	Details of Request	Notes	Date Resolved

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 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.

