



bloomingdale's

ESTÉE LAUDER
Point-of-Sale Guidelines
Fall 2024



To the BEST Bloomingdale's Business and Counter Managers in the World,

To our passionate team of Beauty Advisors, I wanted to take a moment to thank you for your incredible work thus far in 2024. The year is far from over—in fact, this Fall is going to be our most exciting season yet. And your enthusiasm and dedication to excellence is more important than ever.

Our consumer's journey is unique—she's on the move, she's seeking value, and she expects high-touch service. We must be focused on our consumer-centric approach, clear in our value proposition, and committed to excellence at every touchpoint—from big to small.

Our bestselling **Double Wear Foundation**—loved for its 24-hour staying power and breathable, cashmere matte finish in 55+ shades—will stay in the spotlight. So will our cult favorite **Advanced Night Repair Serum**, formulated with our exclusive Night Peptide and our luxurious high-performance moisturizer, **Ultimate Diamond Transformative Brilliance Soft Creme**, which reveals visible age reversal starting in just 14 days.

New in Skincare

Advanced Night Repair Overnight Treatment

Helps skin look like it got 2 nights of sleep in 1, backed by 40 years of night skin science research.

Revitalizing Supreme+ Night Power Bounce Creme

Leaves skin bouncy, firmer, and more lifted. 92% said bounce improved, backed by 30 years of collagen research.

New in Makeup

Pure Color Explicit Silk Matte Lipstick

12 hours of budge-proof wear. High impact color in one swipe. Immediately reduces appearance of lip lines.

New in Fragrance

Aerin Amber Musk Santal

Our limited-edition fragrance creates an alluring moment, with notes of warm Sandalwood, rare Rose Centifolia, rich Vanilla, and glowing Amber.


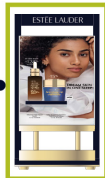








As always, thank you for making Estée Lauder the ultimate destination for beauty. We are incredibly grateful for your enthusiasm, dedication, and partnership and look forward to embracing this, and every season, together.

With gratitude,

Fiona Sainty

Senior Vice President, General Manager
Estée Lauder and AERIN Beauty North America

TESTER CADENCE






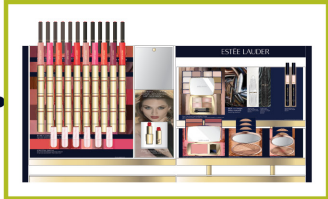


	Currently on-counter	JUL	AUG	SEPT
LAUNCH	<div></div> <div>SKINCARE TRENDING NOW UNIT Update with new templates and graphics Select Doors Unit Code #:PG5E-60 Graphic Update Code #: G6BS-70 Acrylic Update Code #: G47Z-60</div>			<div></div> <div>SKINCARE TRENDING NOW UNIT Update with new templates and graphics Select Doors Unit Code #:PG5E-60 Update Code #: G8RR-60</div>
LINE TESTER	<div><div></div><div>ADVANCED NIGHT REPAIR SKINCARE LTU BANNER All Doors Banner Code #: G76C-70</div></div> <div><div></div><div>RE-NUTRIV DIAMOND LTU Select Doors Update with new templates and graphics Uit Code #: PT2M-60 Graphic Update Code #: G6BL-70 Acrylic Update Code #: G48B-60</div></div> <div><div></div><div>SKINCARE LTU VER. 1 (W/O SUPREME MOISTURIZER REFILLS) Most Doors Update with new Supreme+ graphics only Unit Code #: PG58-60 Update Code #: TBD</div></div> <div><div></div><div>SKINCARE LTU VER. 2 (WITH SUPREME MOISTURIZER REFILLS) Select Doors Update with new Supreme+ graphics only Unit Code #: PG58-60 Update Code #: TBD</div></div>	<div><div></div><div>RE-NUTRIV DIAMOND LTU Select Doors Update with new templates and graphics Uit Code #: PT2M-60 Graphic Update Code #: G980-70 Acrylic Update Code #: G8RY-60</div></div> <div><div></div><div>SKINCARE LTU VER. 1 (W/O SUPREME MOISTURIZER REFILLS) Most Doors Update with new templates and graphics and new ANR Overnight Treatment launch Unit Code #: PG58-60 Graphic Update Code #: G981-70 Acrylic Update Code #: G982-70</div></div> <div><div></div><div>SKINCARE LTU VER. 2 (CONVERTING TO W/O SUPREME REFILLS) Select Doors Update with new templates and graphics and new ANR Overnight Treatment launch Unit Code #: PG58-60 Graphic Update Code #: G981-70 Acrylic Update Code #: G8RT-60</div></div>		<div><div></div><div>SKINCARE LTU VER. 1 (W/O SUPREME MOISTURIZER REFILLS) Most Doors New Supreme+ Night Bounce Update with new graphic Unit Code #: PG58-60 Graphic Update Code #: G984-70</div></div> <div>NOTE: In Fall '24, Skincare FLU will have one variant only.</div>

Select Doors Only

All Doors




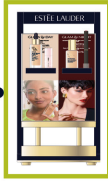


Select Doors Only

All Doors

	Currently on-counter	JUL	AUG	SEPT
LAUNCH	<div><p>IPAD/IMATCH TRENDING NOW UNIT SRP graphic update only Select Doors Unit Code #: PG5H-60 Graphic Update Code #: G6S6-70</p></div>	<div><p>IPAD/IMATCH TRENDING NOW UNIT Update with new templates and graphics Select Doors Unit Code #: PG5H-60 Update Code #: G8TY-60</p></div>		
LINE TESTER	<div><p>COLOR LTU (55 LIP SHADE VARIANT) Update with new templates and graphics Select Doors Unit Code #: PG53-60 Acrylic Update Code #: G4AB-60 Graphics are Shipping Direct-To-Door</p></div> <div><p>COLOR LTU (35 LIP SHADE VARIANT) Update with new templates and graphics Select Doors Unit Code #: PG53-60 Acrylic Update Code #: G49Z-60 Graphics are Shipping Direct-To-Door</p></div> <div><p>COLOR HYBRID LTU (V1) Update with template and graphics All Other Doors Unit Code #: PG5G-60 Graphic Update Code #: G49D-60 Acrylic Update Code #: G6D3-70</p></div>	<div><p>COLOR LTU (56 LIP SHADE VARIANT) Update with new templates and graphics Select Doors Unit Code #: PG53-60 Graphic Update Code #: G98J0-70 Acrylic Update Code #: G8W0-60</p></div> <div><p>COLOR LTU (36 LIP SHADE VARIANT) Update with new templates and graphics Select Doors Unit Code #: PG53-60 Graphic Update Code #: G98H-70 Acrylic Update Code #: G8W1-60</p></div> <div><p>COLOR HYBRID LTU - VER. 1 Update with template and graphics All Other Doors Unit Code #: PG5G-60 Graphic Update Code #: G98L-70</p></div>		

Select Doors Only

All Doors

	Currently on-counter	JUL	AUG	SEPT
LAUNCH	<div><div><p>DRAMMING UNIT New litho update All Doors Unit Code #: RYC5-60 Litho Update Code #: TBD</p></div><div><p>COLOR/FOUNDATION TRENDING NOW UNIT Update with new graphics with new S.R.P. copy Select Doors Unit Code #: PG5F-60 Graphic Update Code #: G6S5-70</p></div><div><p>DRAMMING PEDESTAL Foundation Panels Update Select Doors Pedestal Code #: P4EE-60 Pedestal Update Code #: TBD</p></div></div>	<div><div><p>COLOR/FOUNDATION TRENDING NOW UNIT Update with new templates and graphics Select Doors Unit Code #: PG5F-60 Graphic Update Code #: G9FM-70 Acrylic Update Code #: G8TZ-60</p></div></div>		
LINE TESTER	<div><div><p>FOUNDATION LINE TESTER UNIT Update with new templates and graphics All Doors Unit Code #: PJHJ-60 Acrylic Update Code #: G4AS-60 Graphic Update Code #: G6CS-70</p></div></div>	<div><div><p>FOUNDATION LINE TESTER UNIT Update with new templates and graphics All Doors Unit Code #: PJHJ-60 Acrylic Update Code #: G4AS-60 Graphic Update Code #: G6CS-70</p></div></div>		

Select Doors Only

All Doors

	Currently on-counter	JUL	AUG	SEPT
LAUNCH	<div><p>AERIN FRAGRANCE UNIT All Doors Update with new Med Honey Tiare graphic Graphic Update Code #: G73S-70</p></div>		<div><p>AERIN FRAGRANCE UNIT All Doors Update with new platform graphics and new product Amber Musk Santal with hard-on-counter date: 8/1 Graphic Update Code #: G73S-70</p></div>	
LINE TESTER	<div><p>FRAGRANCE LINE TESTER Most Doors Update back riser and platform graphics Unit Code #: PG59-60 Update Code #: TBD</p></div>	<div><p>FRAGRANCE LINE TESTER Most Doors Update back riser and platform graphic to Bronze Goddess Unit Code #: PG59-60 Update Code #: G9LJ-70</p></div>		

Select Doors Only

All Doors

SKINCARE LINE TESTER

Version 1: Without Supreme+ Refill
July & September Update



Main Platform

1. Perfectionist Pro Brightening Treatment (1.7 oz)
2. Perfectionist Pro Rapid Firm + Lift Treatment (1.7 oz)
3. Perfectionist Pro Rapid Renewal Retinol Treatment (1.0 oz)
4. Perfectionist Pro Multi-Zone Wrinkle Concentrate (0.85 oz)
5. Perfectionist Pro Multi-Defense UV Gel (1.0 oz)
6. Resilience Multi-Effect Face and Neck Creme SPF 15 (1.7 oz)
7. Resilience Multi-Effect Face and Neck Creme SPF 15 Dry (1.7 oz)
8. Resilience Multi-Effect Night Creme (1.7 oz)
9. Resilience Multi-Effect Eye Creme (0.5 oz)
10. New Advanced Night Repair Overnight Treatment (2.2 oz)
11. Advanced Night Repair Serum Synchronized Multi-Recovery Complex (1.7oz)
12. Advanced Night Repair Supercharged Eye Gel-Creme (0.5 oz)
13. Revitalizing Supreme+ Night Intensive Restorative Creme (1.7 oz) (moves to #33 in September)
13. New Revitalizing Supreme+ Night Bounce (August Update)

14. Revitalizing Supreme+ Youth Power Creme (1.7oz)
15. Revitalizing Supreme+ Youth Power Creme SPF 25 (1.7 oz)
16. Revitalizing Supreme+ Youth Power Eye Balm (0.5 oz)
17. Daywear Multi-Protection Anti-Oxidant 24H-Moisture Creme SPF 15 (1.7 oz)
18. Daywear Matte Oil-Control Anti-Oxidant Moisture Gel Creme (1.7 oz)
19. Daywear Anti-Oxidant 72H Hydration Sorbet Creme SPF 15 (1.7 oz)
20. Daywear Eye Cooling Anti-Oxidant Moisture Gel Creme (0.5 oz)

Drawer

21. Micro Essence Treatment Lotion with Bio-Ferment (6.7 oz)
22. Advanced Night Cleansing Balm (2.2 oz)
23. Advanced Night Cleansing Gelée (3.4 oz)
24. Advanced Night Repair Rescue Solution with Bifidus Ferment (0.68 oz)
25. Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery Complex (0.5 oz)

SKINCARE LINE TESTER

Version 1: Without Supreme+ Refill
July & September Update



Main Platform

1. Perfectionist Pro Brightening Treatment (1.7 oz)
2. Perfectionist Pro Rapid Firm + Lift Treatment (1.7 oz)
3. Perfectionist Pro Rapid Renewal Retinol Treatment (1.0 oz)
4. Perfectionist Pro Multi-Zone Wrinkle Concentrate (0.85 oz)
5. Perfectionist Pro Multi-Defense UV Gel (1.0 oz)
6. Resilience Multi-Effect Face and Neck Creme SPF 15 (1.7 oz)
7. Resilience Multi-Effect Face and Neck Creme SPF 15 Dry (1.7 oz)
8. Resilience Multi-Effect Night Creme (1.7 oz)
9. Resilience Multi-Effect Eye Creme (0.5 oz)
10. New Advanced Night Repair Overnight Treatment (2.2 oz)
11. Advanced Night Repair Serum Synchronized Multi-Recovery Complex (1.7oz)
12. Advanced Night Repair Supercharged Eye Gel-Creme (0.5 oz)
13. Revitalizing Supreme+ Night Intensive Restorative Creme (1.7 oz) (moves to #33 in September)
13. New Revitalizing Supreme+ Night Bounce (August Update)

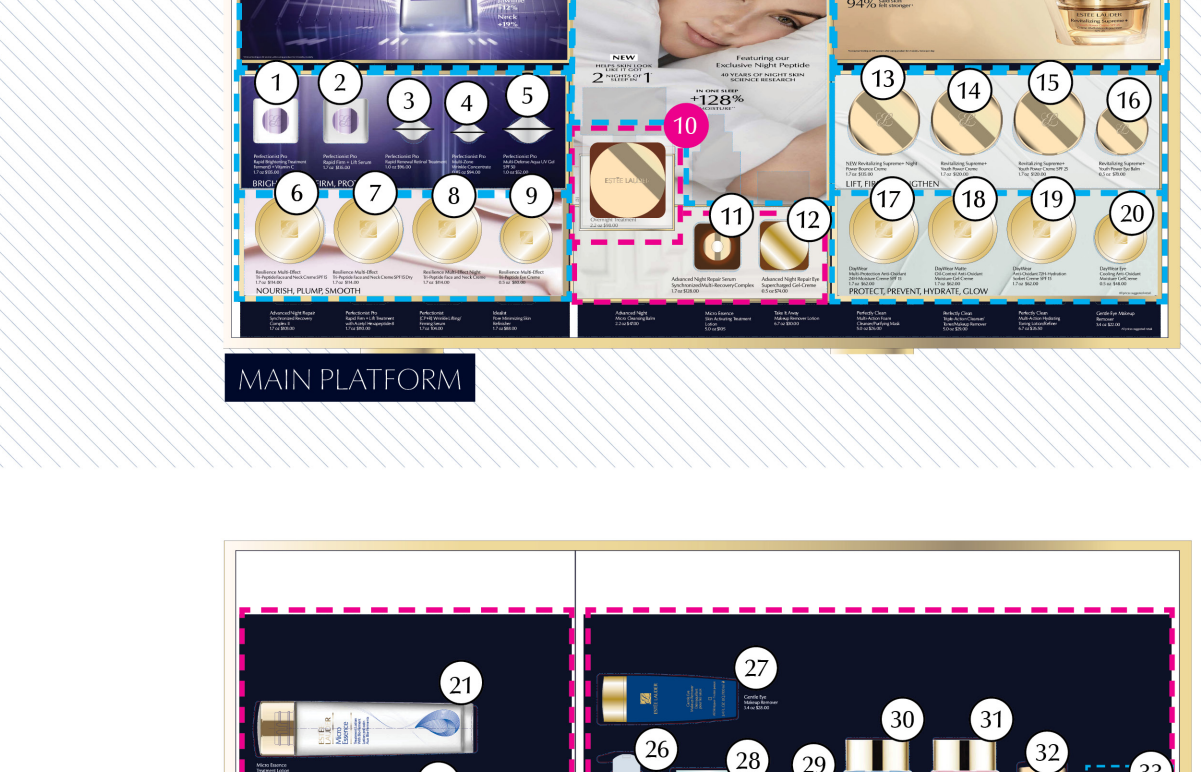
14. Revitalizing Supreme+ Youth Power Creme (1.7oz)
15. Revitalizing Supreme+ Youth Power Creme SPF 25 (1.7 oz)
16. Revitalizing Supreme+ Youth Power Eye Balm (0.5 oz)
17. Daywear Multi-Protection Anti-Oxidant 24H-Moisture Creme SPF 15 (1.7 oz)
18. Daywear Matte Oil-Control Anti-Oxidant Moisture Gel Creme (1.7 oz)
19. Daywear Anti-Oxidant 72H Hydration Sorbet Creme SPF 15 (1.7 oz)
20. Daywear Eye Cooling Anti-Oxidant Moisture Gel Creme (0.5 oz)

Drawer

21. Micro Essence Treatment Lotion with Bio-Ferment (6.7 oz)
22. Advanced Night Cleansing Balm (2.2 oz)
23. Advanced Night Cleansing Gelée (3.4 oz)
24. Advanced Night Repair Rescue Solution with Bifidus Ferment (0.68 oz)
25. Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery Complex (0.5 oz)

SKINCARE LINE TESTER

Version 1: Without Supreme+ Refill
July & September Update



Main Platform

1. Perfectionist Pro Brightening Treatment (1.7 oz)
2. Perfectionist Pro Rapid Firm + Lift Treatment (1.7 oz)
3. Perfectionist Pro Rapid Renewal Retinol Treatment (1.0 oz)
4. Perfectionist Pro Multi-Zone Wrinkle Concentrate (0.85 oz)
5. Perfectionist Pro Multi-Defense UV Gel (1.0 oz)
6. Resilience Multi-Effect Face and Neck Creme SPF 15 (1.7 oz)
7. Resilience Multi-Effect Face and Neck Creme SPF 15 Dry (1.7 oz)
8. Resilience Multi-Effect Night Creme (1.7 oz)
9. Resilience Multi-Effect Eye Creme (0.5 oz)
10. New Advanced Night Repair Overnight Treatment (2.2 oz)
11. Advanced Night Repair Serum Synchronized Multi-Recovery Complex (1.7oz)
12. Advanced Night Repair Supercharged Eye Gel-Creme (0.5 oz)
13. Revitalizing Supreme+ Night Intensive Restorative Creme (1.7 oz) (moves to #33 in September)
13. New Revitalizing Supreme+ Night Bounce (August Update)

Drawer

14. Revitalizing Supreme+ Youth Power Creme (1.7oz)
15. Revitalizing Supreme+ Youth Power Creme SPF 25 (1.7 oz)
16. Revitalizing Supreme+ Youth Power Eye Balm (0.5 oz)
17. Daywear Multi-Protection Anti-Oxidant 24H-Moisture Creme SPF 15 (1.7 oz)
18. Daywear Matte Oil-Control Anti-Oxidant Moisture Gel Creme (1.7 oz)
19. Daywear Anti-Oxidant 72H Hydration Sorbet Creme SPF 15 (1.7 oz)
20. Daywear Eye Cooling Anti-Oxidant Moisture Gel Creme (0.5 oz)

Continued from Left

26. Take It Away Makeup Remover Lotion (6.7 oz)
27. Gentle Eye Makeup Remover (3.4 oz)
28. Perfectly Clean Multi-Action Foam Cleanser/Purifying Mask (5.0 oz)
29. Perfectly Clean Multi-Action Toning Lotion/Refiner (6.7 oz)
30. Perfectly Clean Infusion Balancing Essence Lotion (13.5 oz)
31. Soft Clean Infusion Hydrating Essence Lotion (13.5 oz)
32. Revitalizing Supreme+ Youth Power Power Soft Milky Lotion (3.4 oz)
33. Revitalizing Supreme+ Night Intensive Restorative Creme (1.7 oz)
34. Revitalizing Supreme+ Bright Power Soft Creme (1.7oz)

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

SKINCARE LINE TESTER

Version 1: Without Supreme+ Refill
July & September Update



Main Platform

1. Perfectionist Pro Brightening Treatment (1.7 oz)
2. Perfectionist Pro Rapid Firm + Lift Treatment (1.7 oz)
3. Perfectionist Pro Rapid Renewal Retinol Treatment (1.0 oz)
4. Perfectionist Pro Multi-Zone Wrinkle Concentrate (0.85 oz)
5. Perfectionist Pro Multi-Defense UV Gel (1.0 oz)
6. Resilience Multi-Effect Face and Neck Creme SPF 15 (1.7 oz)
7. Resilience Multi-Effect Face and Neck Creme SPF 15 Dry (1.7 oz)
8. Resilience Multi-Effect Night Creme (1.7 oz)
9. Resilience Multi-Effect Eye Creme (0.5 oz)
10. New Advanced Night Repair Overnight Treatment (2.2 oz)
11. Advanced Night Repair Serum Synchronized Multi-Recovery Complex (1.7oz)
12. Advanced Night Repair Supercharged Eye Gel-Creme (0.5 oz)
13. Revitalizing Supreme+ Night Intensive Restorative Creme (1.7 oz) (moves to #33 in September)
13. New Revitalizing Supreme+ Night Bounce (August Update)

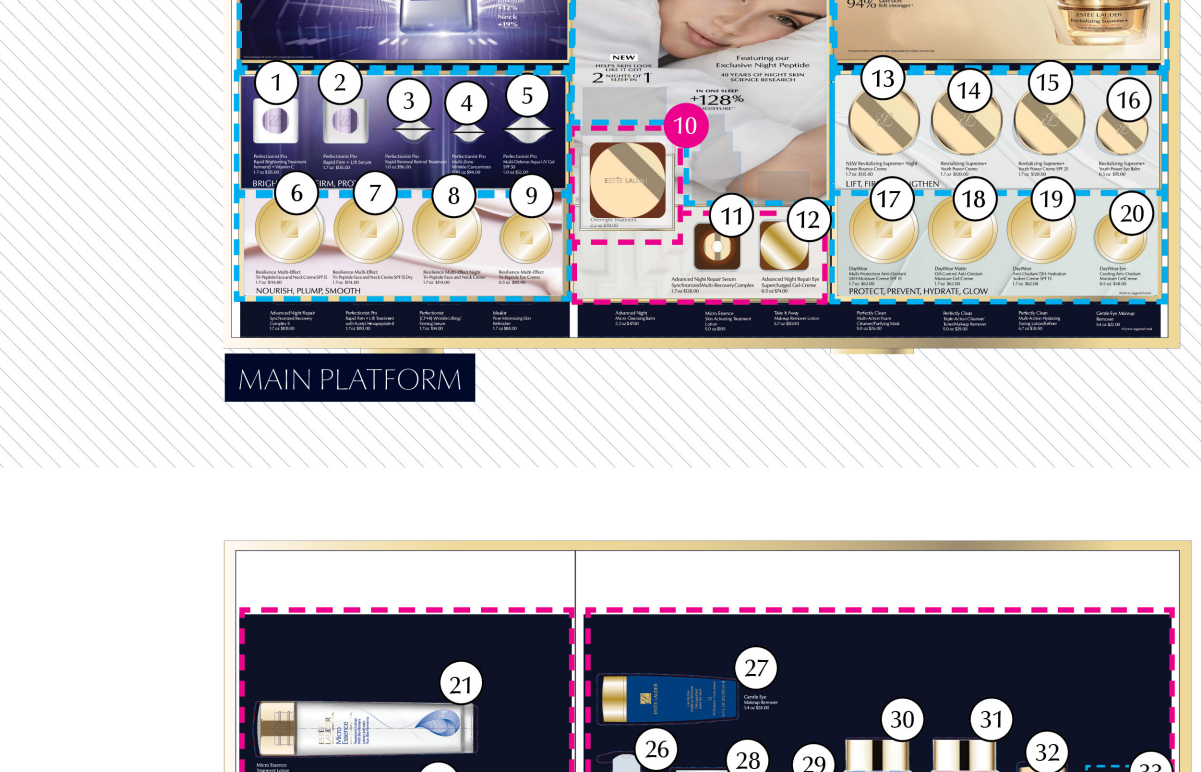
14. Revitalizing Supreme+ Youth Power Creme (1.7oz)
15. Revitalizing Supreme+ Youth Power Creme SPF 25 (1.7 oz)
16. Revitalizing Supreme+ Youth Power Eye Balm (0.5 oz)
17. Daywear Multi-Protection Anti-Oxidant 24H-Moisture Creme SPF 15 (1.7 oz)
18. Daywear Matte Oil-Control Anti-Oxidant Moisture Gel Creme (1.7 oz)
19. Daywear Anti-Oxidant 72H Hydration Sorbet Creme SPF 15 (1.7 oz)
20. Daywear Eye Cooling Anti-Oxidant Moisture Gel Creme (0.5 oz)

Drawer

21. Micro Essence Treatment Lotion with Bio-Ferment (6.7 oz)
22. Advanced Night Cleansing Balm (2.2 oz)
23. Advanced Night Cleansing Gelée (3.4 oz)
24. Advanced Night Repair Rescue Solution with Bifidus Ferment (0.68 oz)
25. Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery Complex (0.5 oz)

SKINCARE LINE TESTER

Version 1: Without Supreme+ Refill
July & September Update



Main Platform

1. Perfectionist Pro Brightening Treatment (1.7 oz)
2. Perfectionist Pro Rapid Firm + Lift Treatment (1.7 oz)
3. Perfectionist Pro Rapid Renewal Retinol Treatment (1.0 oz)
4. Perfectionist Pro Multi-Zone Wrinkle Concentrate (0.85 oz)
5. Perfectionist Pro Multi-Defense UV Gel (1.0 oz)
6. Resilience Multi-Effect Face and Neck Creme SPF 15 (1.7 oz)
7. Resilience Multi-Effect Face and Neck Creme SPF 15 Dry (1.7 oz)
8. Resilience Multi-Effect Night Creme (1.7 oz)
9. Resilience Multi-Effect Eye Creme (0.5 oz)
10. New Advanced Night Repair Overnight Treatment (2.2 oz)
11. Advanced Night Repair Serum Synchronized Multi-Recovery Complex (1.7oz)
12. Advanced Night Repair Supercharged Eye Gel-Creme (0.5 oz)
13. Revitalizing Supreme+ Night Intensive Restorative Creme (1.7 oz) (moves to #33 in September)
13. New Revitalizing Supreme+ Night Bounce (August Update)

Drawer

14. Revitalizing Supreme+ Youth Power Creme (1.7oz)
15. Revitalizing Supreme+ Youth Power Creme SPF 25 (1.7 oz)
16. Revitalizing Supreme+ Youth Power Eye Balm (0.5 oz)
17. Daywear Multi-Protection Anti-Oxidant 24H-Moisture Creme SPF 15 (1.7 oz)
18. Daywear Matte Oil-Control Anti-Oxidant Moisture Gel Creme (1.7 oz)
19. Daywear Anti-Oxidant 72H Hydration Sorbet Creme SPF 15 (1.7 oz)
20. Daywear Eye Cooling Anti-Oxidant Moisture Gel Creme (0.5 oz)

Continued from Left

26. Take It Away Makeup Remover Lotion (6.7 oz)
27. Gentle Eye Makeup Remover (3.4 oz)
28. Perfectly Clean Multi-Action Foam Cleanser/Purifying Mask (5.0 oz)
29. Perfectly Clean Multi-Action Toning Lotion/Refiner (6.7 oz)
30. Perfectly Clean Infusion Balancing Essence Lotion (13.5 oz)
31. Soft Clean Infusion Hydrating Essence Lotion (13.5 oz)
32. Revitalizing Supreme+ Youth Power Power Soft Milky Lotion (3.4 oz)
33. Revitalizing Supreme+ Night Intensive Restorative Creme (1.7 oz)
34. Revitalizing Supreme+ Bright Power Soft Creme (1.7oz)

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

SKINCARE LINE TESTER

Version 2: Conversion to Version 1
July & September Update



Main Platform

- 1. Perfectionist Pro Brightening Treatment (1.7 oz)
- 2. Perfectionist Pro Rapid Firm + Lift Treatment (1.7 oz)
- 3. Perfectionist Pro Rapid Renewal Retinol Treatment (1.0 oz)
- 4. Perfectionist Pro Multi-Zone Wrinkle Concentrate (0.85 oz)
- 5. Perfectionist Pro Multi-Defense UV Gel (1.0 oz)
- 6. Resilience Multi-Effect Face and Neck Creme SPF 15 (1.7 oz)
- 7. Resilience Multi-Effect Face and Neck Creme SPF 15 Dry (1.7 oz)
- 8. Resilience Multi-Effect Night Creme (1.7 oz)
- 9. Resilience Multi-Effect Eye Creme (0.5 oz)
- 10. New Advanced Night Repair Overnight Treatment (2.3 oz)
- 11. Advanced Night Repair Serum Synchronized Multi-Recovery Complex (1.7oz)
- 12. Advanced Night Repair Supercharged Eye Gel-Creme (0.5 oz)
- 13. Revitalizing Supreme+ Night Intensive Restorative Creme (1.7 oz) (moves to #33 in September)
- 13. New Revitalizing Supreme+ Night Bounce (September Update)

- 14. Revitalizing Supreme+ Youth Power Creme (1.7oz)
- 15. Revitalizing Supreme+ Youth Power Creme SPF 25 (1.7 oz)
- 16. Revitalizing Supreme+ Youth Power Eye Balm (0.5 oz)
- 17. Daywear Multi-Protection Anti-Oxidant 24H-Moisture Creme SPF 15 (1.7 oz)
- 18. Daywear Matte Oil-Control Anti-Oxidant Moisture Gel Creme (1.7 oz)
- 19. Daywear Anti-Oxidant 72H Hydration Sorbet Creme SPF 15 (1.7 oz)
- 20. Daywear Eye Cooling Anti-Oxidant Moisture Gel Creme (0.5 oz)

Drawer

- 21. Micro Essence Treatment Lotion with Bio-Ferment (6.7 oz)
- 22. Advanced Night Cleansing Balm (2.2 oz)
- 23. Advanced Night Cleansing Gelée (3.4 oz)
- 24. Advanced Night Repair Rescue Solution with Bifidus Ferment (0.68 oz)
- 25. Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery Complex (0.5 oz)



MAIN PLATFORM



DRAWER

Continued from Left

- 26. Take It Away Makeup Remover Lotion (6.7 oz)
- 27. Gentle Eye Makeup Remover (3.4 oz)
- 28. Perfectly Clean Multi-Action Foam Cleanser/Purifying Mask (5.0 oz)
- 29. Perfectly Clean Multi-Action Toning Lotion/Refiner (6.7 oz)
- 30. Perfectly Clean Infusion Balancing Essence Lotion (13.5 oz)
- 31. Soft Clean Infusion Hydrating Essence Lotion (13.5 oz)
- 32. Revitalizing Supreme+ Youth Power Power Soft Milky Lotion (3.4 oz)
- 33. Revitalizing Supreme+ Night Intensive Restorative Creme (1.7 oz)
- 34. Revitalizing Supreme+ Bright Power Soft Creme (1.7oz)

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

SEPT '24 UPDATE
Update top right graphic to the above in September.



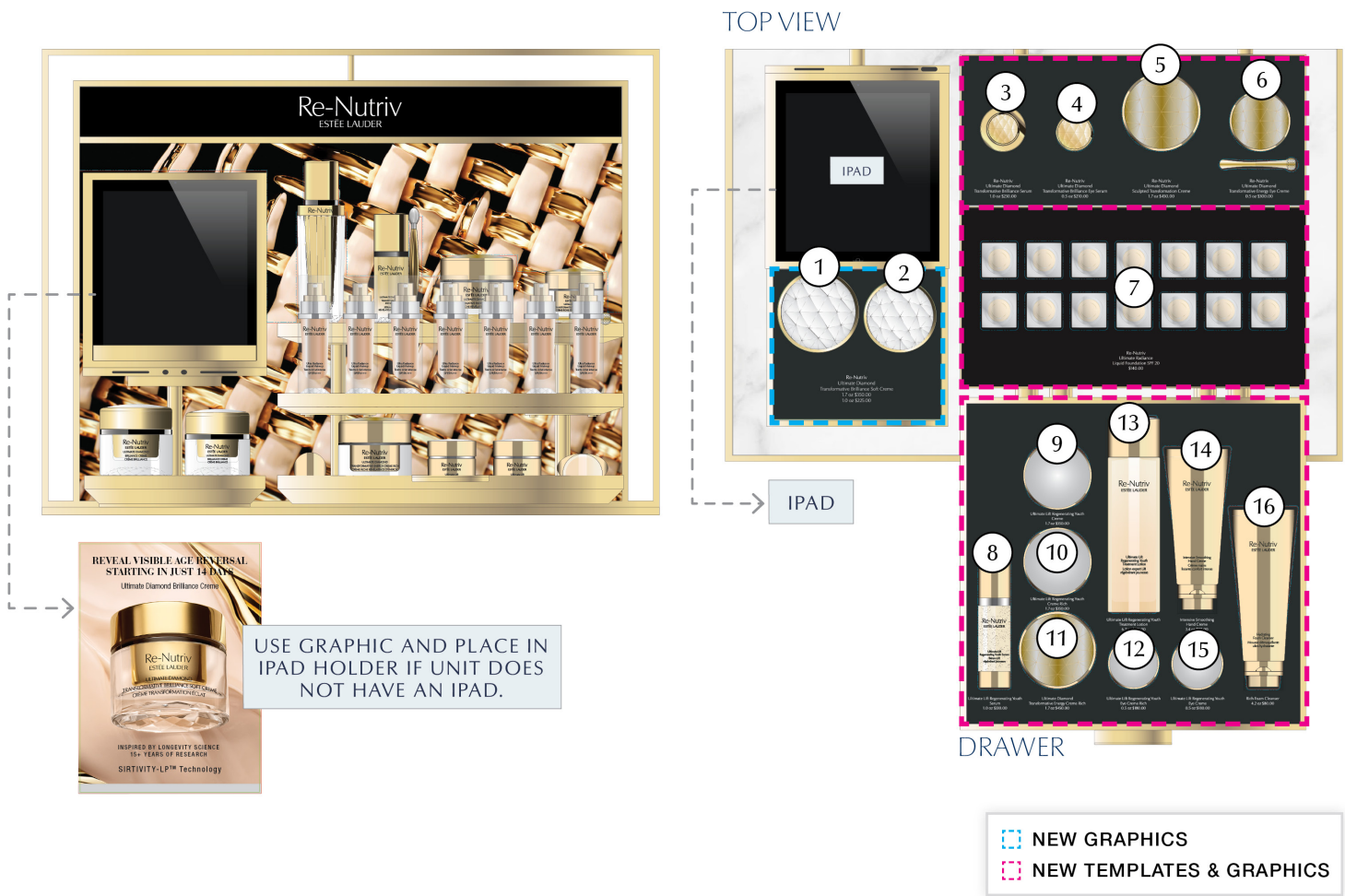
SEPT '24 UPDATE
Move Revitalizing Supreme+ Night Intensive Restorative Creme product here from top platform (#13).

RE-NUTRIV LINE TESTER

Select Diamond Department Stores
July Update

HISTORY OF UPDATES

Aug '23	Update with new graphics and templates (Graphic Update Code #: G5LK-70 Acrylic Update Code #: G5LM-60).
Jan '24	Update with new graphics and templates (Acrylic Update Code #: G48B-60 Graphic Update Code#: G6BL-70).
Jul '24	Update with new graphics and templates (Graphic Update Code #: G980-70 ; Acrylic Update Code #: G8RY-60).



Line Tester (Use saleable products except where indicated.)

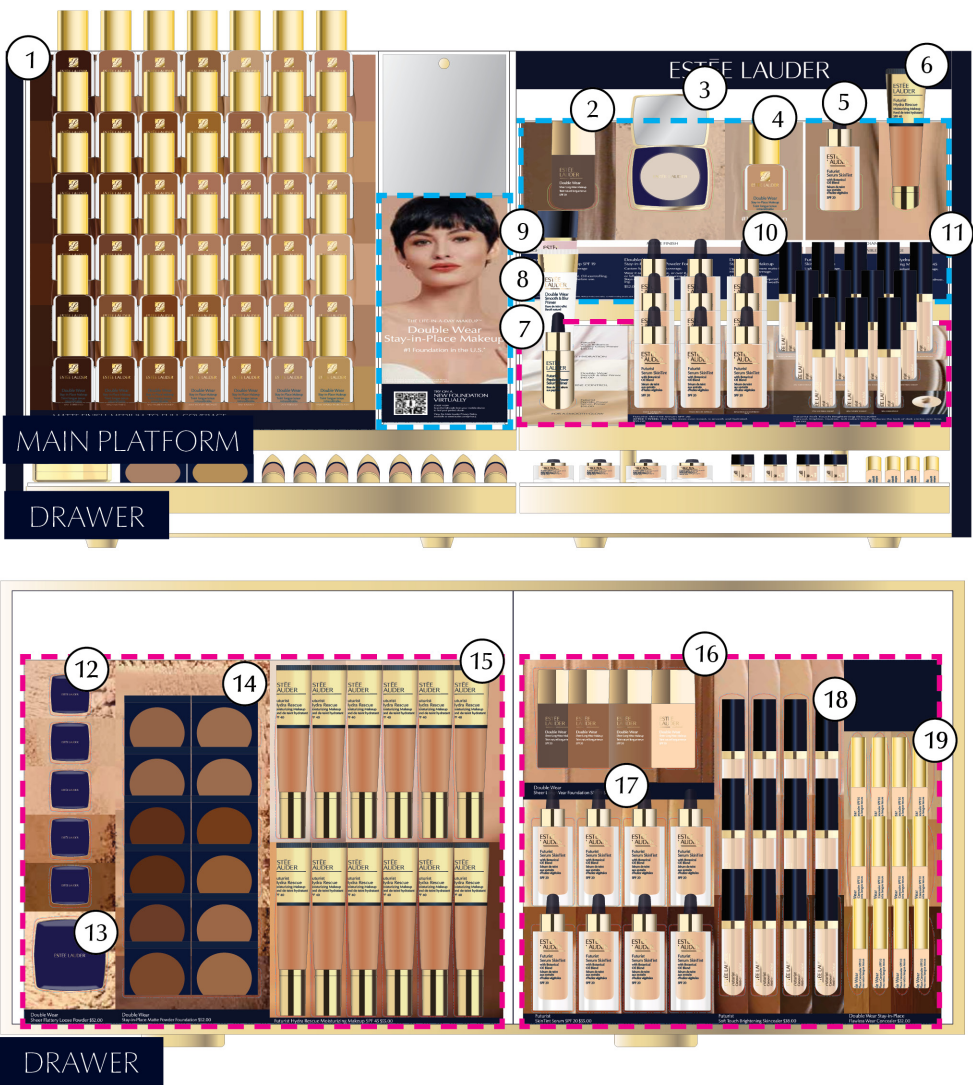
- | | |
|---|---|
| 1. Re-Nutriv Ultimate Diamond Brilliance Creme 1.7 oz, (1) | 11. Re-Nutriv Ultimate Diamond Transformative Energy Creme Rich 1.7 oz, (1) |
| 2. Re-Nutriv Ultimate Diamond Brilliance Creme, 1.0 oz, (1) | 12. Re-Nutriv Ultimate Lift Regenerating Youth Eye Creme Rich 0.5 oz, (1) |
| 3. Re-Nutriv Brilliance Serum 1 oz, (1) | 13. Re-Nutriv Ultimate Lift Regenerating Youth Treatment Lotion 6.7 oz, (1) |
| 4. Re-Nutriv Ultimate Diamond Eye Serum 0.5 oz, with applicator (1) | 14. Re-Nutriv Intensive Smoothing Hand Creme 3.4 oz, (1) |
| 5. Re-Nutriv Ultimate Diamond Sculpted Transformation Creme 1.7 oz, (1) | 15. Re-Nutriv Ultimate Lift Regenerating Youth Eye Creme 0.5 oz, (1) |
| 6. Re-Nutriv Ultimate Diamond Transformative Energy Eye Creme 0.5 oz, with applicator (1) | 16. Re-Nutriv Rich Foaming Cleanser 4.2 oz, (1) |
| 7. Re-Nutriv Ultra Radiance Liquid Makeup SPF 20 1 oz, (14) | |
| 8. Re-Nutriv Ultimate Lift Regenerating Youth Serum 1 oz, (1) | |
| 9. Re-Nutriv Ultimate Lift Regenerating Youth Creme 1.7 oz, (1) | |
| 10. Re-Nutriv Ultimate Lift Regenerating Youth Creme Rich 1.7 oz, (1) | |

FOUNDATION LINE TESTER

July Update

HISTORY OF UPDATES

Sept '23	Update with new graphics and templates (G5PL-70).
Jan '24	Update with new graphics and templates (Acrylic Update Code #: G4AS-60) (Graphic Update Code #: G6CS-70).
Jul '24	Update with new graphics and templates (Acrylic Update Code #: G4AS-60) (Graphic Update Code #: G6CS-70).



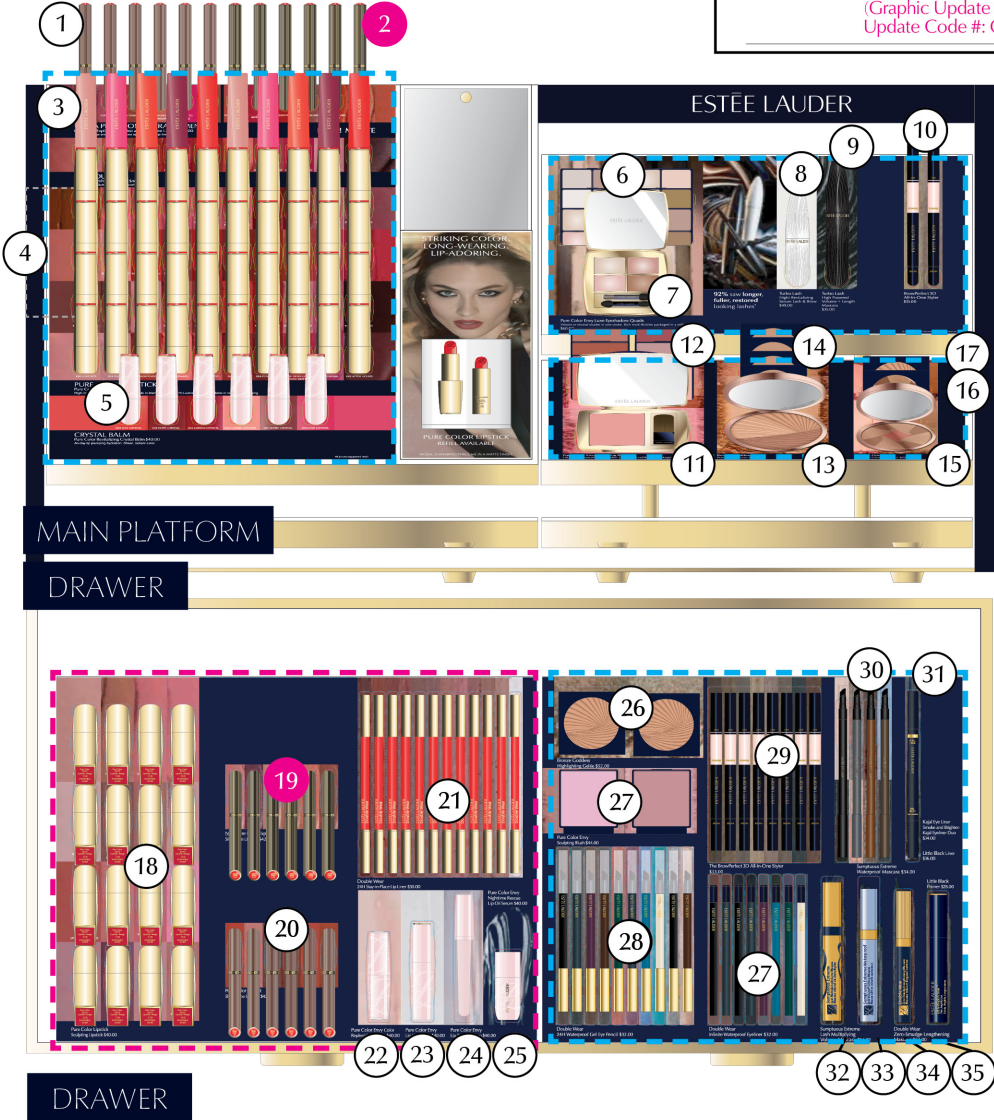
Product List

- | | |
|--|--|
| 1. Double Wear Stay-In-Place Makeup (42) | 11. Futurist Soft Touch Brightening Concealer (12) |
| 2. Double Wear Sheer Longwear Makeup (1) | 12. Double Wear Sheer Flattery Loose Powder in Shaker Godets (5) |
| 3. Double Wear Matte Powder (1) | 13. Double Wear Sheer Flattery Loose Powder (1) |
| 4. Double Wear Stay-In-Place Makeup (1) | 14. Double Wear Stay-in-Place Matte Powder (12) |
| 5. Futurist SkinTint Serum (1) | 15. Futurist Hydra Rescue Moisturizing Makeup SPF 45 (12) |
| 6. Futurist Hydra Rescue Moisturizing Makeup SPF 45 (16) | 16. Double Wear Sheer Longwear Makeup (4) |
| 7. Double Wear Smooth and Blur Primer (1) | 17. Futurist SkinTint Serum (8) |
| 8. Futurist Aqua Brilliance Watery Glow Primer (1) | 18. Futurist Soft Touch Brightening Concealer (12) |
| 9. Futurist Peptide-Power Serum Primer (1) | 19. Double Wear Stay-in-Place Flawless Wear Concealer (12) |
| 10. Futurist SkinTint Serum (9) | |

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

COLOR LINE TESTER

July Update | 56 Lipstick Variant



HISTORY OF UPDATES

Sept '23	Update center glorifier and take off graphic plug.
Jan '24	Update with new templates and graphics (Acrylic Update Code #: G4AB-60 Graphics are shipping direct-to-door).
Jul '24	Update with new templates and graphics (Graphic Update Code #: G98J0-70 ; Acrylic Update Code #: G8W0-60).

Product List

- Pure Color Explicit Slick Shine Lipstick (6)
- New Pure Color Explicit Silk Matte Lipstick (6)
- Pure Color Whipped Matte (10)
- Pure Color Lipstick (40)
- Pure Color Revitalizing Crystal Balms (6)
- Pure Color Envy Luxe Eyeshadow Quads (6) (in godets)
- Pure Color Envy Luxe Eyeshadow Quads (1) (in primary)
- Turbo Lash Night Revitalizing Serum Lash + Brow (1)
- Turbo Lash High Powered Volume + Length Mascara (1)
- BrowPerfect 3D All-In-One Styler (2)
- Pure Color Envy Sculpting Blush (1) (in primary)
- Pure Color Envy Sculpting Blush (6) (in godets)
- Bronze Goddess Matte and Glow Bronzing Trio (1) (in primary packaging)
- Bronze Goddess Powder Bronzer (4) (in godets)
- Bronze Goddess Healthy Glow Bronzer (1) (in primary packaging)
- Bronze Goddess Healthy Glow Bronzer (1)(in godet)
- Bronze Goddess Highlighting Powder Gelée (1) (in godet)
- Pure Color Lipstick (16)
- New Pure Color Explicit Silk Matte Lipstick (6)
- Pure Color Explicit Slick Shine Lipstick (6)
- Double Wear 24H Stay-in-Place Lip Liner (12)
- Pure Color Envy Color Replenish Lip Balm (1)
- Pure Color Envy Lip Volumizer (1)
- Pure Color Envy Lip Repair Potion (1)
- Pure Color Envy Nighttime Rescue Lip Oil-Serum (1)
- Bronze Goddess Highlighting Powder Gelée (2) (in godet)
- Pure Color Envy Sculpting Blush (2) (in godets)
- Double Wear Stay-In-Place Eye Pencil (10)
- BrowPerfect 3D All-In-One Styler (8)
- Kajal Eyeliner (4)
- Little Black Liner (1)
- Sumptuous Extreme Lash Multiplying Volume Mascara (1)
- Sumptuous Extreme Waterproof (1)
- Double Wear Zero-Smudge Lengthening Mascara (1)
- Little Black Primer (1)

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

COLOR LINE TESTER

July Update | 36 Lipstick Variant



HISTORY OF UPDATES

Sept '23	Update center glorifier and take off graphic plug.
Jan '24	Update with new templates and graphics (Acrylic Update Code #: G49Z-60 Graphics are shipping direct-to-door.)
Jul '24	Update with new templates and graphics (Graphic Update Code #: G98H-70 ; Acrylic Update Code #: G8W1-60).

Product List

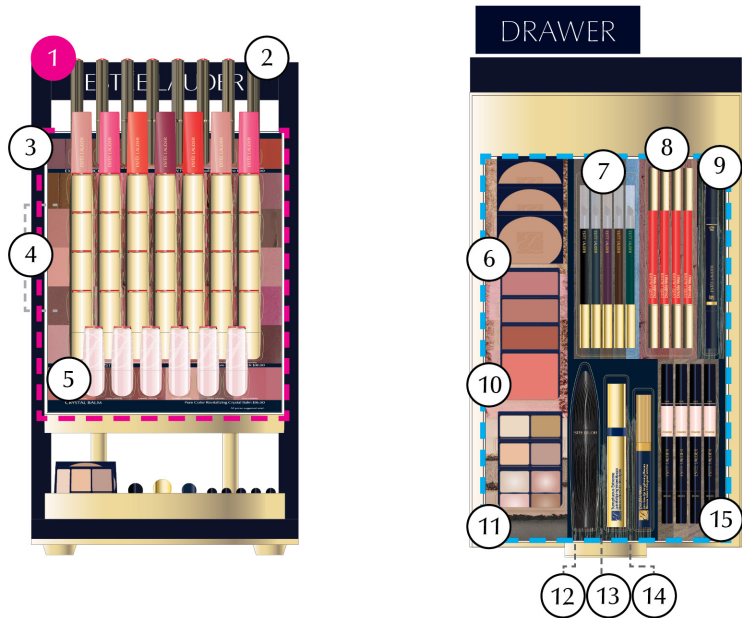
- Pure Color Explicit Slick Shine Lipstick (6)
- New Pure Color Explicit Silk Matte Lipstick (6)
- Pure Color Lipsticks (36)
- Pure Color Revitalizing Crystal Balms (6)
- Pure Color Envy Luxe Eyeshadow Quads (6) (in godets)
- Pure Color Envy Luxe Eyeshadow Quads (1) (in primary)
- Turbo Lash Night Revitalizing Serum Lash + Brow (1)
- Turbo Lash High Powered Volume + Length Mascara (1)
- BrowPerfect 3D All-In-One Styler (2)
- Pure Color Envy Sculpting Blush (1) (in primary)
- Pure Color Envy Sculpting Blush (6) (in godets)
- Bronze Goddess Matte and Glow Bronzing Trio (1) (in primary packaging)
- Bronze Goddess Powder Bronzer (4) (in godets)
- Bronze Goddess Healthy Glow Bronzer (1) (in primary packaging)
- Bronze Goddess Healthy Glow Bronzer (1)(in godet)
- Bronze Goddess Highlighting Powder Gelée (1) (in godet)
- Pure Color Explicit Slick Shine Lipstick (6)
- Pure Color Envy Sculpting Blush (2) (in godets)
- Pure Color Envy Color Replenish Lip Balm (1)
- Pure Color Envy Lip Volumizer (1)
- Pure Color Envy Lip Repair Potion (1)
- Pure Color Envy Nighttime Rescue Lip Oil-Serum (1)
- Bronze Goddess Highlighting Powder Gelée (2) (in godet)
- Double Wear 24H Stay-in-Place Lip Liner (12)
- BrowPerfect 3D All-In-One Styler (8)
- Double Wear Stay-In-Place Eye Pencil (10)
- Double Wear Infinite Waterproof Eyeliner (8)
- Little Black Liner (1)
- Kajal Eyeliner (4)
- Sumptuous Extreme Lash Multiplying Volume Mascara (1)
- Sumptuous Extreme Waterproof (1)
- Double Wear Zero-Smudge Lengthening Mascara (1)
- Little Black Primer (1)

COLOR HYBRID UNIT V.1

July Update

HISTORY OF UPDATES

Jul '23	Update with drawer template and new graphics (TBD).
Jan '24	Update with new graphics and templates (Acrylic Update Code #: G49D-60 Graphic Update Code#: G6D3-70).
Jul '24	Update with new graphics and new lipsticks (G98L-70).



Product List

Main Platform

- 1. New Pure Color Explicit Silk Matte Lipstick (4)
- 2. Pure Color Explicit Slick Shine Lipstick (4)
- 3. Pure Color Lip Mousse (7)
- 4. Pure Color Lipstick (28)
- 5. Pure Color Crystal Lip Balms (6)

Drawer

- 6. Bronze Goddess Powder Bronzer (3) (in godets)
- 7. Double Wear Stay-In-Place Eye Pencil (5)
- 8. Double Wear 24H Stay-in-Place Lip Liner (4)
- 9. Little Black Liner (1)
- 10. Pure Color Envy Sculpting Blush (4) (in godets)
- 11. Pure Color Envy Luxe Eyeshadow Quads (3) (in godets)
- 12. Turbo Lash High Powered Volume + Length Mascara (1)
- 13. Sumptuous Extreme Lash Multiplying Volume Mascara (1)
- 14. Double Wear Zero-Smudge Lengthening Mascara (1)
- 15. BrowPerfect 3D All-In-One Styler (4)

- 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.

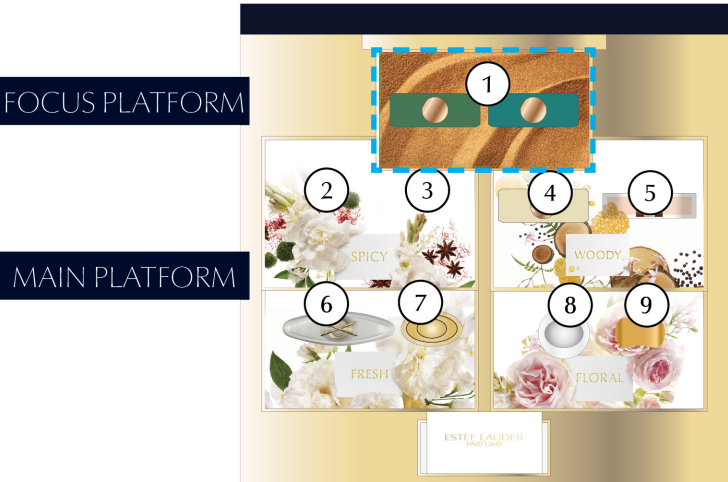
FRAGRANCE LINE TESTER UNIT

July 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).

NEED CLARITY ON NEW PRODUCT ASSORTMENT.



- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS

Product List

Focus Platform

- 1. Beautiful Magnolia Eau de Parfum, 3.4 oz

Main Platform (Preferred Line-up)

- 2. Beautiful Magnolia Intense Eau de Parfum, 3.4 oz
- 3. Bronze Goddess Nuit Eau de Parfum 3.4 oz
- 4. Bronze Goddess Eau Fraiche, 3.4 oz
- 5. Estée Lauder Sensuous Eau de Parfum Spray, 3.4 oz
- 6. Beautiful Magnolia L'eau Eau de Toilette, 3.4 oz
- 7. Beautiful Eau de Parfum, 3.4 oz
- 8. Pleasures Eau de Parfum, 3.4 oz
- 9. White Linen Eau de Parfum, 2.0 oz

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.

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

AERIN

August Update

HISTORY OF UPDATES

Aug '23	Add in new Rose de Grasse Rouge on New and Bestsellers platform.
Feb '24	Update center graphic and add new Med. Honey Tare on the "New and Best Sellers" platform (Update Code #: G73S-70).
Aug '24	Update to place new product assortment on unit and new platform graphics (G9Q2-70).

TRENDING NOW

SKINCARE UNIT

September Update

HISTORY OF UPDATES

Jul '23	Update with new templates and graphic. Update Code #: G882-60 .
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. (Acrylic Update Code #: G8RR-60) (Graphic Update Code #: G983-70).



TOP VIEW



Line Tester (Use salable products)

- | | |
|--|-----------------------------|
| 1. Rose de Grasse 1.7 oz | 11. Cedar Violet 1.7oz |
| 2. Rose de Grasse Joyful Bloom 1.7 oz | 12. Amber Musk 1.7oz |
| 3. Rose de Grasse Pour Filles 1.0 oz | 13. Limone di Sicilia 1.7oz |
| 4. New Amber Musk Santal 1.7 oz | 14. Tuberose le Jour 1.7oz |
| 5. Amber Musk 1.7 oz | 15. Tuberose le Soir 1.7oz |
| 6. Mediterranean Honeysuckle 1.7 oz | 16. Ambrette de Noir 1.7oz |
| 7. Wild Geranium 1.7 oz | |
| 8. Ikat Jasmine 1.7oz | |
| 9. Lilac Path 1.7oz | |
| 10. Hibiscus Palm 1.7oz | |

- NEW GRAPHICS**
- NEW TEMPLATES & GRAPHICS**

NOTES:

- New Amber Musk Santal has a hard on-counter date of 8/1. Do not place on unit until 8/1.**
- Only 1.7oz bottles should be merchandised except Pour Fille 1.0oz
- All bottles should be merchandized with the cap on.

Product List

Main Platform

- Advanced Night Repair Serum Synchronized Multi-Recovery Complex (1.7oz)
- New 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)
- New Advance Night Repair Overnight Treatment (2.3 oz)**

- NEW GRAPHICS**
- NEW TEMPLATES & GRAPHICS**



NIGHTTIME TESTER MAINTENANCE/ CLEANING RITUAL

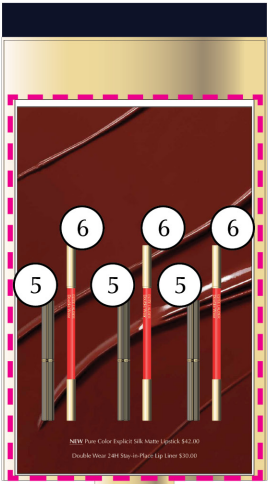
To clean, use a soft dry cloth.
Never use sprays of any kind to clean unit.

TRENDING NOW COLOR/ FOUNDATION UNIT

July Update

HISTORY OF UPDATES

Oct '23	Update with new templates and graphics (G4BH-70).
Jan '24	Update with new graphics with new S.R.P.s (Graphic Update Code #: G6S5-70).
Jul '24	Update with new templates and graphic. (Acrylic Update Code #: G8TZ-60) (Graphic Update Code #: G9FM-70).



DRAWER

Product List

Main Platform

- 1. Futurist Skintint Serum with Botanical Oil Infusion SPF 20 (1)
- 2. Pure Color Envy Nighttime Rescue Lip Oil-Serum (1)
- 3. Double Wear Stay-In-Place Makeup (1)
- 4. New Pure Color Silk Matte Lipstick (1)

Drawer

- 5. Pure Color Explicit Shine Matte (3)
- 6. Double Wear 24H Stay-in-Place Lip Liner (3)

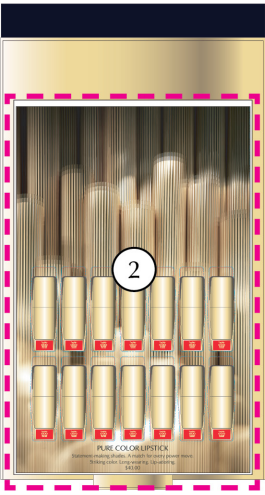
- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS

TRENDING NOW iMATCH/YOUCAM UNIT

July Update

HISTORY OF UPDATES

Jul '23	Update with new graphics, removing the word "New" (G1BU-70).
Jan '24	Update with new graphics (Graphic Update Code #: G6S6-70).
Jul '24	Update with new templates and graphic. (Update Code #: G9FM-70).



DRAWER

Product List

Main Platform

- 1. iPad with YouCam

Drawer

- 2. Pure Color Lipstick (14)

- 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).



COUNTERS AT A GLANCE

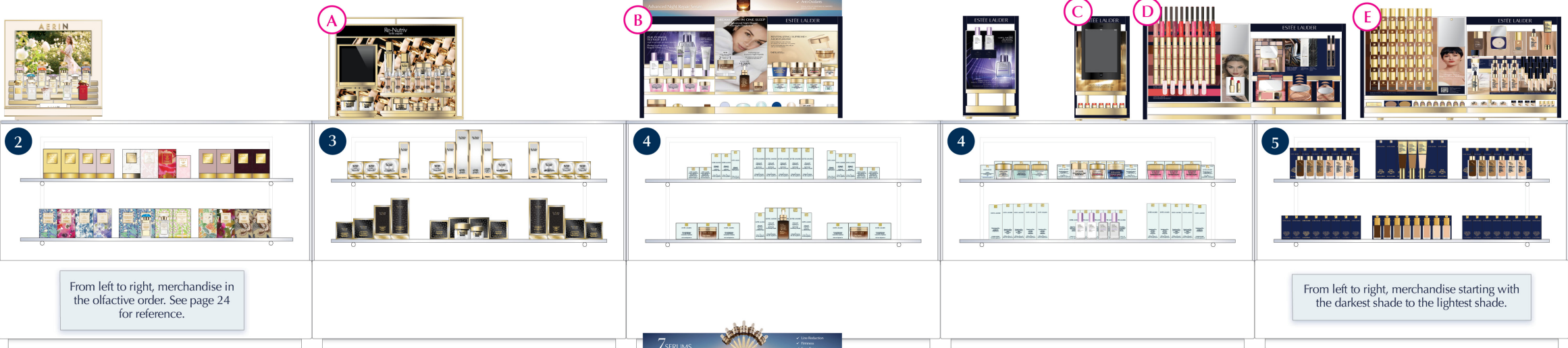
CASE MERCHANDISING

JULY

4 CASES



5 CASES



6 CASES



CASE CATEGORIES

- | | |
|---------------------|--------------|
| 1 AERIN + Re-Nutriv | 4 Skincare |
| 2 AERIN | 5 Foundation |
| 3 Re-Nutriv | 6 Color |

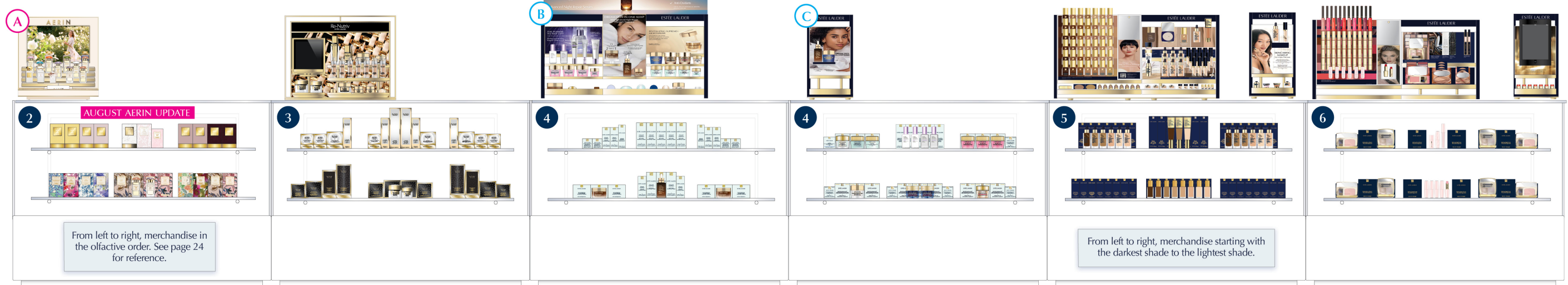
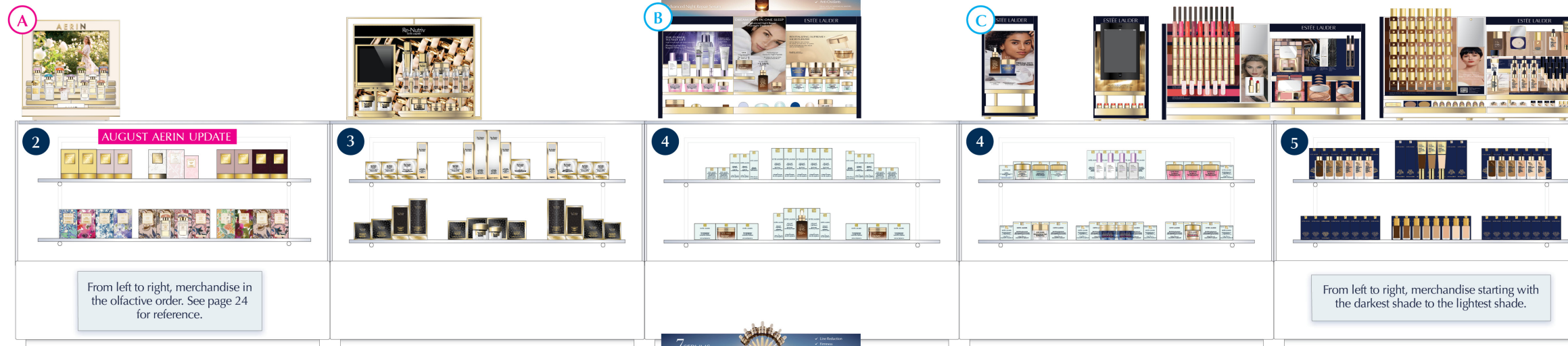
NEW IN JULY:

- A Re-Nutriv Line Tester Unit Update
- B Skincare Line Tester Unit Update
- C YouCam Unit Update
- D Color Line Tester Unit Update
- E Foundation Line Tester Unit Update
- F Color/Foundation Tester Unit Update

4 CASES

5 CASES

6 CASES



- B** Skincare Line Tester Unit Update
- C** Skincare Trending Now Unit Update

OPEN SELL SHELVES

JUL-SEPT

3 BAYS

AERIN + RE-NUTRIV

AUGUST AERIN UPDATE

From left to right, merchandise in the olfactive order. See page 24 for reference.

Update shelf in September to add new Supreme+ Night Bounce

SKINCARE

SEPTEMBER UPDATE

FRAGRANCE + MAKEUP

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

4 BAYS

AERIN + RE-NUTRIV

AUGUST AERIN UPDATE

From left to right, merchandise in the olfactive order. See page 24 for reference.

Update shelf in September to add new Supreme+ Night Bounce

SKINCARE

SEPTEMBER UPDATE

SKINCARE

FRAGRANCE + MAKEUP

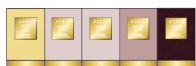
From left to right, merchandise starting with the darkest shade to the lightest shade.

OPEN SELL SHELVES

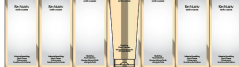
JUL-SEPT

AERIN

AUGUST AERIN UPDATE



RE-NUTRIV



SKINCARE



SKINCARE

SEPTEMBER UPDATE



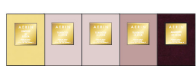
FRAGRANCE + MAKEUP



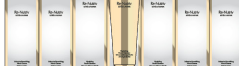
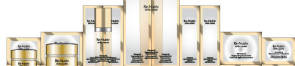
From left to right, merchandise starting with the darkest shade to the lightest shade.

AERIN

AUGUST AERIN UPDATE



RE-NUTRIV



SKINCARE

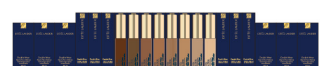


SKINCARE

SEPTEMBER UPDATE



MAKEUP



FRAGRANCE



5 BAYS

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

6 BAYS

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

Fall '24 Light-boxes

Shipping week of 6/24 for an on-counter date of 7/1 (no earlier, please). Install on 7/1.

BEHIND SKINCARE CASES:



Priority Visual #1
Ana + ANR



Priority Visual #2
ANR + Eclipse Product



Priority Visual #1
Ana + Supreme

Skincare model visual will update in September from ANR to Supreme+

BEHIND MAKEUP CASES:

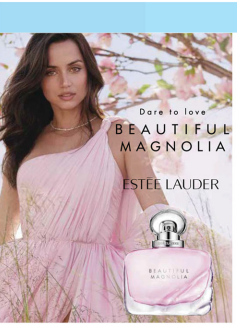


Priority Visual #1
Double Wear Model + Product



Priority Visual #2
PC Silk Matte Model

BEHIND FRAGRANCE CASES:



Priority Visual #1
Beautiful L'Eau Model + Product



Priority Visual #2
Beautiful Magnolia Product

BEHIND RE-NUTRIV CASES:



Priority Visual #1
Brilliance 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.

HORIZONTAL LIGHTBOX
 $H < W$



W

H

VERTICAL LIGHTBOX
 $W < H$

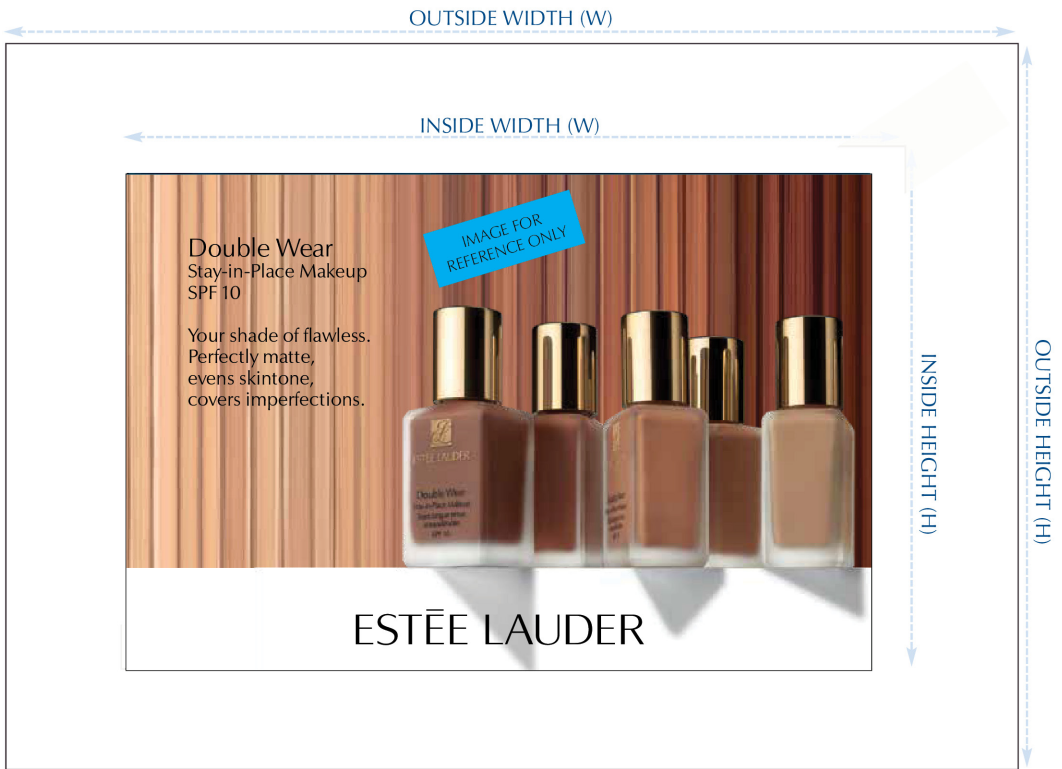


W

H

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.



Tester Codes

As per our usual cadence, each tester/ godet is planned to ship in once this fiscal year. Please be mindful of this while also adhering to the latest hygiene standards. Small slushes of each tester code will be available to order through the COE if necessary.

FOUNDATION UNIT PRE-PACKS		
Franchise/Product	Shade	Code
Double Wear Stay-In-Place Matte Powder (TSD: 2/7/22)	• Tester Godet - 1C0	• PANX15
	• Tester Godet - 1C1	• PANX66
	• Tester Godet - 1N1	• PANX72
	• Tester Godet - 1N2	• PANX16
	• Tester Godet - 1W2	• PANX36
	• Tester Godet - 2C1	• PANX77
	• Tester Godet - 2N1	• PANX12
	• Tester Godet - 2N2	• PANXCC
	• Tester Godet - 2W1	• PANX53
	• Tester Godet - 2W2	• PANX84
	• Tester Godet - 3C1	• PANX19
	• Tester Godet - 3C2	• PANX04
	• Tester Godet - 3N1	• PANX10
	• Tester Godet - 3N2	• PANX38
	• Tester Godet - 3W1	• PANX37
	• Tester Godet - 3W1	• PANXCE
	• Tester Godet - 4C1	• PANX03
	• Tester Godet - 4N1	• PANX05
	• Tester Godet - 4N2	• PANX98
	• Tester Godet - 4W1	• PANX99
	• Tester Godet - 5W1	• PANX42
	• Tester Godet - 5W2	• PANX70
	• Tester Godet - 6C1	• PANX68
	• Tester Godet - 6N1	• PANXC1
	• Tester Godet - 7N1	• PANXC5
	• Tester Godet - 7W1	• PANXC4
	• Tester Godet - 8C1	• PANX09
	• Tester Godet - 8N1	• PANXC6
	• Tester Godet - 5N2	• PANXA4
	• Tester Godet - 6W1	• PANXC0
Double Wear Sheer Flattery Loose Powder (TSD: 2/7/22)	• Translucent Matte Testable Shaker	• PMWE-01
	• Light Matte Testable Shaker	• PMWE-02
	• Light Medium Matte Testable Shaker	• PMWE-03
	• Medium Matte Testable Shaker	• PMWE-04
	• Deep Matte Testable Shaker	• PMWE-05
	• Translucent Soft Glow Testable Shaker	• PMWE-06

Tester Codes (cont.)

COLOR UNIT PRE-PACKS		
Franchise/Product	Shade	Code
Bronze Goddess Powder Bronzer (TSD: tbd)	• Light (tester godet) • Medium (tester godet) • Medium Deep (tester godet) • Deep (tester godet)	• PT10-01 • PT10-02 • PT10-03 • PT10-04
Bronze Goddess Highlighting Gelee (TSD: tbd)	• Heatwave • Solar • Crush • Modern Mercury	• PJG0-01 • PJG0-02 • PJG0-03 • PJG0-04

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

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 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.

Need Some Help?

- For all questions / concerns regarding:
- Tracking collateral (ongoing or launch)
 - Tracking GWP/ samples
 - Tracking Light Box graphics

- Requesting missing or damaged collateral/ tester units
 - Light Box issues
 - Request Point-of-Sale Guidelines
- UNITED STATES**
 - Phone: +1 (844)-387-1122
 - Email: PointOfSaleSupport@estee.com

CANADA
 - Phone: +1(855) 523-7105
 - Email: PointOfSaleSupport@estee.com

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

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

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

