



NORDSTROM

ESTÉE LAUDER
Point-of-Sale Guidelines
Fall 2024



To the BEST Nordstrom 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.

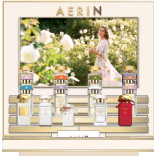
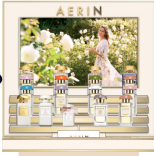
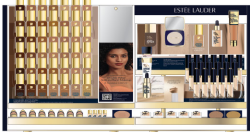
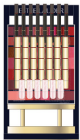
As always, thank you for making Estée Lauder the ultimate destination for beauty. We are incredibly grateful for your enthusiasm, dedication, and partnership and look forward to embracing this, and every season, together.

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 UNITS	 SKINCARE TRENDING NOW UNIT Update with new templates and graphics Select Doors Unit Code #: PG5E-60 Update Code #: G47Z-60	 SKINCARE TRENDING NOW UNIT Update with new templates and graphics Select Doors Unit Code #: PG5E-60 Graphic Update Code #: G983-70 Acrylic Update Code #: G8RR-60			
AERIN	 AERIN FRAGRANCE UNIT All AERIN Fragrance Core Doors Update with new Med Honey Tiare graphic Graphic Update Code #: G73S-70  AERIN FRAGRANCE UNIT Premier Top Doors Update with new Med Honey Tiare graphic Graphic Update Code #: G73S-70	 AERIN FRAGRANCE UNIT Premier Top Doors Update with new platform graphics and new fragrance on unit Graphic Update Code #: G9Q0-70  AERIN FRAGRANCE UNIT All AERIN Fragrance Core Doors Update with new platform graphics and new fragrance on unit Graphic Update Code #: G9Q0-70			
RE-NUTRIV	 RE-NUTRIV DIAMOND LTU Select Doors Update with new templates and graphics Unit Code #: PT2M-60 Graphic Update Code #: G6BL-70 Acrylic Update Code #: G48B-60	 RE-NUTRIV DIAMOND LTU Select Doors Update with new templates and graphics Unit Code #: PT2M-60 Graphic Update Code #: G980-70 Acrylic Update Code #: G8RY-60			
LINE TESTERS	 SKINCARE LTU VER. 1 (W/O SUPREME MOISTURIZER REFILLS) Most Doors Update with new Supreme+ graphics only Unit Code #: PG58-60 Update Code #: TBD  NORDSTROMCOLOR HYBRID LTU (V1) Update with template and graphics Select Doors Unit Code #: PG5G-60 Graphic Update Code #: G49D-60 Acrylic Update Code #: G6D3-70  SKINCARE LTU VER. 2 (WITH SUPREME MOISTURIZER REFILLS) Select Doors Update with new Supreme+ graphics only Unit Code #: PG58-60 Update Code #: TBD  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  ADVANCED NIGHT REPAIR SKINCARE LTU BANNER Doors With Full Skincare Unit Only Banner Code #: G76C-70  EYE & CHEEK HYBRID UNIT New graphics containing new SRP. Select Doors Unit Code #: PG5G-60 Update Code #: G73Q-70	 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  NORDSTROMCOLOR HYBRID LTU (V1) Update with new template and graphics Select Doors Unit Code #: PG5G-60 Graphic Update Code #: G98G-70 Acrylic Update Code #: G8TT60  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  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  EYE & CHEEK HYBRID UNIT Update with new graphics and drawer template Select Doors Unit Code #: PG5G-60 Graphics Update Code #: G98F-70 Acrylic Update Code #: G8TW-60			 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 NOTE: In Fall '24, Skincare FLU will have one variant only.

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)



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).

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 (2.2 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 (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)

HISTORY OF UPDATES

Jan '24	Update with new ANR graphics and graphics with new S.R.P. (Graphic Update Code #: G7B1-70).
Mar '24	Update with new Supreme+ SPF 25 on unit and graphic. (Code TBD).
Jul '24	Update with new Supreme+ SPF 25 on unit and graphic (Graphic Update Code #: G981-70 ; Acrylic Update Code #: G8RT-60).
Sept '24	Update with new Supreme+ Night Bounce graphic and remove graphic plug in right drawer (Code #: G984-70).



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

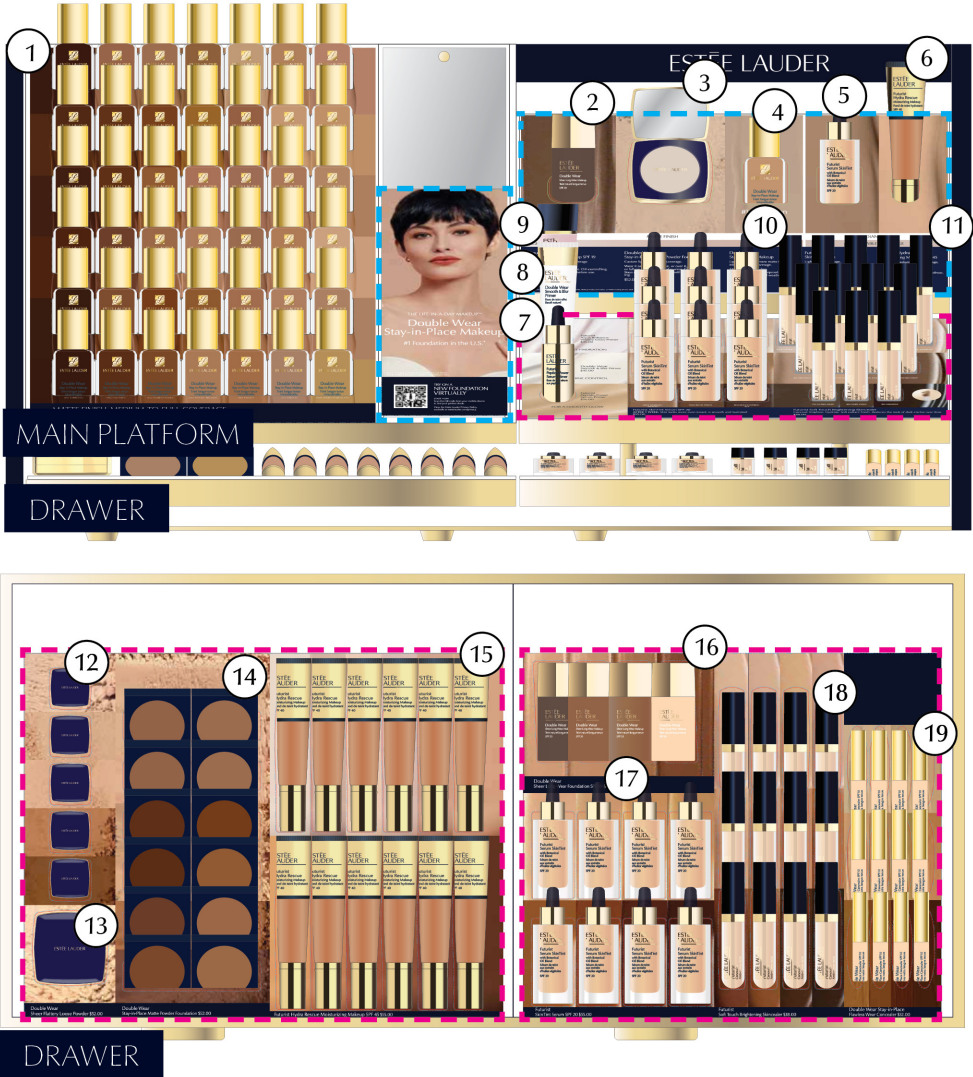
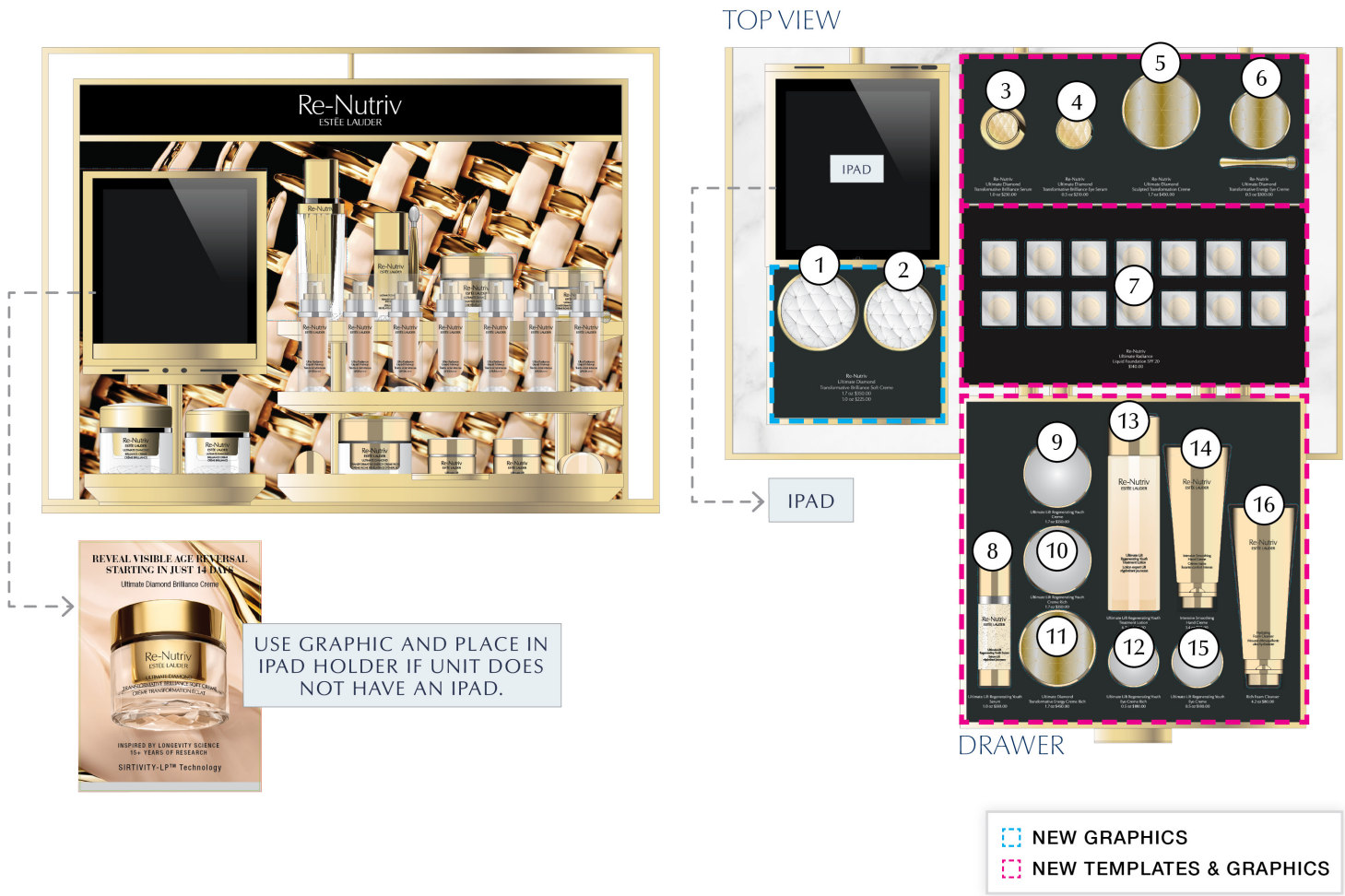
Aug '23	Update with new graphics and templates (Graphic Update Code #: G5LK-70 Acrylic Update Code #: G5LM-60).
Jan '24	Update with new graphics and templates (Acrylic Update Code #: G48B-60 Graphic Update Code#: G6BL-70).
Jul '24	Update with new graphics and templates (Graphic Update Code #: G980-70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

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).



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) | |

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) | |

AERIN

Nordstrom Premier Unit
July Update

HISTORY OF UPDATES

- Jan '24

Update with new back riser graphic and new Med Honey Tiare on the platform (G73S-70).
- Jul '24

Update with new platform graphics and new product assortment (G9Q0-70).



TOP VIEW



Line Tester (Use salable products)

1. Rose de Grasse 1.7 oz

2. Rose de Grasse Joyful Bloom 1.7 oz

3. Rose de Grasse Pour Filles 1.0 oz

4. New Amber Musk Santal 1.7 oz

5. Amber Musk 1.7 oz

6. Mediterranean Honeysuckle 1.7 oz

7. Wild Geranium 1.7 oz

8. Ikat Jasmine 1.7oz

9. Fleur de Peony 1.7 oz

10. Lilac Path 1.7oz

11. Hibiscus Palm 1.7oz

12. Cedar Violet 1.7oz
13. Amber Musk 1.7oz

14. Limone di Sicilia 1.7oz

15. Tuberose le Jour 1.7oz

16. Tuberose le Soir 1.7oz

17. Ambrette de Noir 1.7oz

- NEW GRAPHICS

NEW TEMPLATES & GRAPHICS

NOTES:

- New Amber Musk Santal has a hard on-counter date of 7/1. Do not place on unit until 7/1.
- Only 1.7oz bottles should be merchandised except Pour Fille 1.0oz
- All bottles should be merchandized with the cap on.

AERIN

Nordstrom Core Collection Unit
July Update

HISTORY OF UPDATES

- Jan '24

Update with new back riser graphic and new Med Honey Tiare on the platform (G73S-70).
- Jul '24

Update with new platform graphics and new product assortment (G9Q0-70).



TOP VIEW



Line Tester (Use salable products)

1. Rose de Grasse 1.7 oz

2. Rose de Grasse Joyful Bloom 1.7 oz

3. Rose de Grasse Pour Filles 1.0 oz

4. New Amber Musk Santal 1.7 oz

5. Amber Musk 1.7 oz

6. Mediterranean Honeysuckle 1.7 oz

7. Wild Geranium 1.7 oz

8. Ikat Jasmine 1.7oz

9. Fleur de Peony 1.7 oz

10. Lilac Path 1.7oz

11. Hibiscus Palm 1.7oz

12. Cedar Violet 1.7oz

13. Amber Musk 1.7oz

- NEW GRAPHICS

NEW TEMPLATES & GRAPHICS

NOTES:

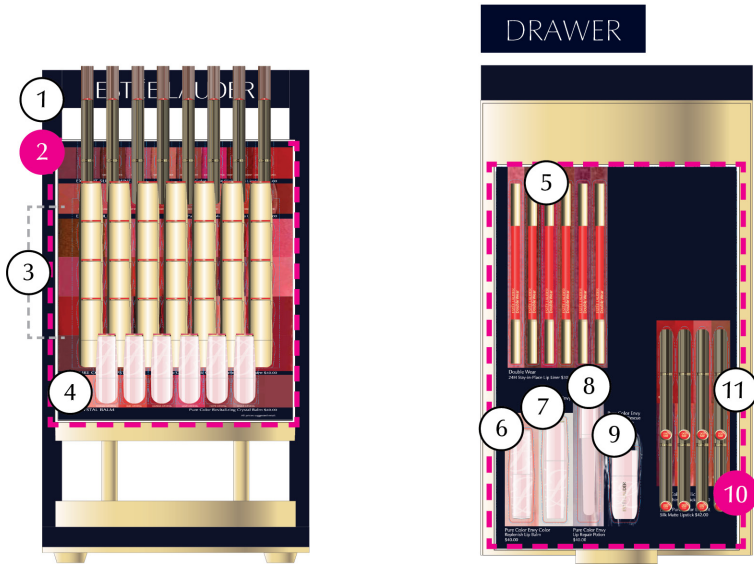
- New Amber Musk Santal has a hard on-counter date of 7/1. Do not place on unit until 7/1.
- Only 1.7oz bottles should be merchandised except Pour Fille 1.0oz
- All bottles should be merchandized with the cap on.

COLOR HYBRID UNIT

July Update

HISTORY OF UPDATES

Jul '23	Update with new graphics (G1BP-70).
Jan '24	Update with new graphics and templates (Acrylic Update Code #: G49D-60) (Graphic Update Code #: G6D3-70).
July '24	Update with new graphics and templates (Acrylic Update Code #: G8TT-60) (Graphic Update Code #: G98G-70).



Product List

Main Platform

1. Pure Color Explicit Shine Lipstick (8)
2. New Pure Color Silk Matte Lipstick (8)
3. Pure Color Lipstick (32)
4. Pure Color Crystal Lip Balm (6)

Drawer

5. Double Wear 24H Stay-in-Place Lip Liner (6)
6. Pure Color Envy Color Replenish Lip Balm (1)
7. Pure Color Envy Lip Volumizer (1)
8. Pure Color Envy Lip Repair Potion (1)
9. Pure Color Envy Nighttime Rescue Lip Oil-Serum (1)
10. New Pure Color Silk Matte Lipstick (4)
11. Pure Color Explicit Shine Lipstick (4)

- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS



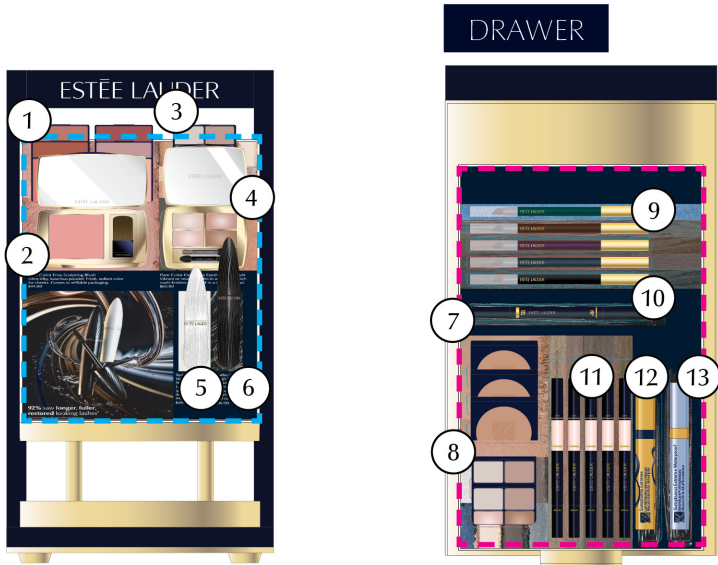
NIGHTTIME TESTER MAINTENANCE/
CLEANING RITUAL
To clean, use a soft dry cloth.
Never use sprays of any kind to
clean unit.

FACE HYBRID UNIT

July Update

HISTORY OF UPDATES

Sept '23	Update to remove graphic plug on top template.
Jan '24	Update with new graphics containing new SRP (G73Q-70).
Jul '24	Update with new graphics and new drawer template (Acrylic Update Code #: G8TW-60) (Graphic Update Code #: G98F-70).



Product List

Main Platform

1. Pure Color Envy Blush - in godets (6)
2. Pure Color Envy Blush (1)
3. Pure Color Envy Eyeshadow Quad - in godets (3)
4. Pure Color Envy Eyeshadow Quad (1)
5. Turbo Lash and Brown Serum (1)
6. Turbo Lash (1)

Drawer

7. Bronze Goddess Bronzer (3)
8. Pure Color Eyeshadow Quad - in godets (2)
9. Double Wear Stay-In-Place Eye Pencil (7)
10. Little Black Liner (1)
11. Brow Multi-Tasker (5)
12. Sumptuous Extreme Mascara (1)
13. Sumptuous Extreme Waterproof Mascara (1)



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

CASE CATEGORIES			
1	AERIN + Re-Nutriv	4	Skincare
2	AERIN	5	Foundation
3	Re-Nutriv		

NEW IN JULY:	
A	Aerin Core Line Tester Unit Update
B	Re-Nutriv Line Tester Unit Update
C	Skincare Line Tester Unit Update
D	Foundation Line Tester Unit Update
E	Lip Color Hybrid Unit Update
F	Face Color Hybrid Unit Update
G	Aerin Premier Line Tester Unit Update

3 CASES



4 CASES



5 CASES



CASE MERCHANDISING

SEPTEMBER

3 CASES



4 CASES



5 CASES



CASE CATEGORIES

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

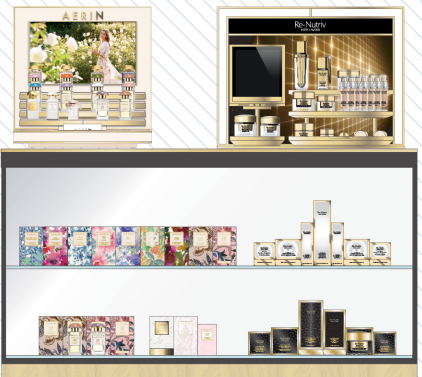
NEW IN SEPTEMBER:

- A Skincare Line Tester Unit Update
- B Skincare Trending Now Unit Update

AERIN PREMIER DOOR CASE SET UP

(See Page 30 for list of Top AERIN doors).

- 1 Premier AERIN + Re-Nutriv Case



- 2 Premier AERIN Case



NORDSTROM BAYS

JULY & SEPT

3 BAYS



*SET UP FOR AERIN CORE DOORS. FOR TOP DOORS, REFER TO SET UP TO THE RIGHT

4 BAYS



*SET UP FOR AERIN CORE DOORS. FOR TOP DOORS, REFER TO SET UP TO THE RIGHT

*Follow shelf set up below for
Premier AERIN Doors:



See page 20 for list of Premier AERIN doors.

NEW GRAPHIC

NORDSTROM BAYS

JULY & SEPT

5 BAYS



*SET UP FOR AERIN CORE DOORS. FOR TOP DOORS, REFER TO SET UP INSIDE DOTTED BOX.

6 BAYS



*SET UP FOR AERIN CORE DOORS. FOR TOP DOORS, REFER TO SET UP INSIDE DOTTED BOX.

NEW GRAPHIC

*Follow shelf set up below for TOP AERIN Doors:



See page 20 for list of Top AERIN doors.

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

Top AERIN Doors

1.

3972-10 Washington Square #025
2.

3974-64 Roseville Galleria #434
3.

3974-17 Brea #321
4.

3974-30 Topanga #341
5.

3974-24 Fashion Valley #360
6.

3973-48 Tysons Corner #600
7.

3973-53 Garden State Plaza #520
8.

3973-81 Roosevelt Field #524
9.

3972-06 Bellevue
10.

3973-63 Somerset
11.

3974-23 Cerritos
12.

3974-61 Santa Anita
13.

3973-49 Old Orchrd#223
14.

3973-59 Montgomery#623
15.

3973-73 Woodfield#225
16.

3974-31 Walnut Crk#421
17.

3974-85 Scottsdale#380

How to Measure a Light-box

STEP 1: DETERMINING "OUTSIDE" MEASUREMENT

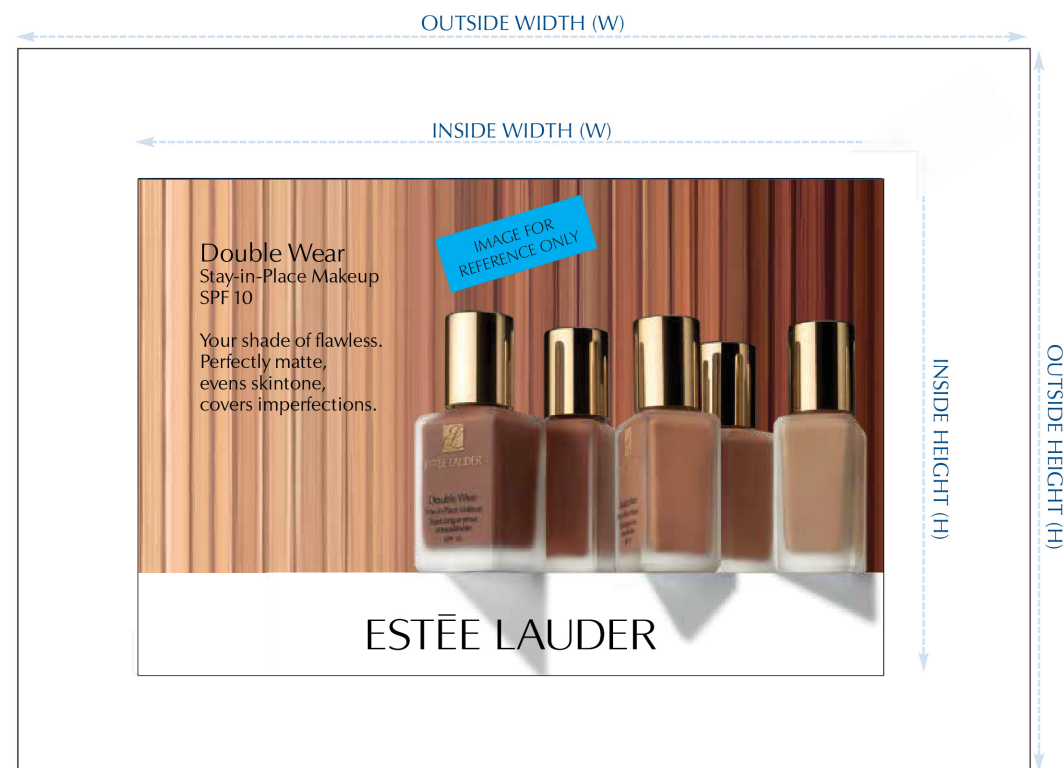
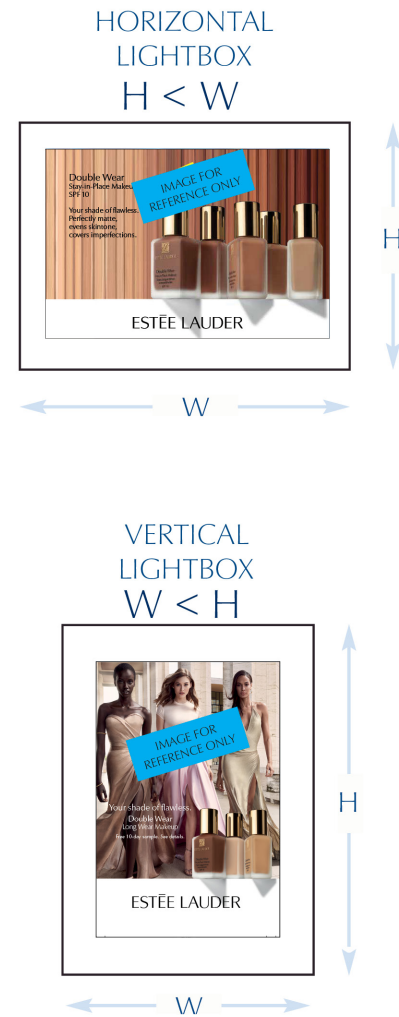
Open light-box. Measure end-to-end of the light-box horizontally (Width) and then vertically (Height). This is your “outside” measurement because it is the width (W) and height (H) of the “outside”, or total area, of the transparency that goes into the light-box.

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.



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.

[illegible]

