



*Saks
Fifth
Avenue*

ESTÉE LAUDER
Point-of-Sale Guidelines
Fall 2024



To the BEST Saks 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.

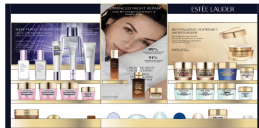
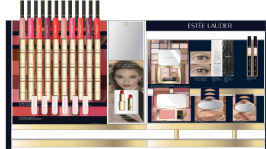
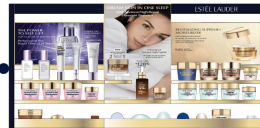
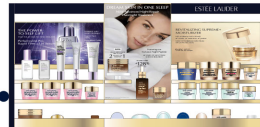
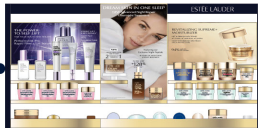
As always, thank you for making Estée Lauder the ultimate destination for beauty. We are incredibly grateful for your enthusiasm, dedication, and partnership and look forward to embracing this, and every season, together.

With gratitude,

Fiona Sainty

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

TESTER CADENCE

	CURRENTLY ON-COUNTER	JUL	AUG	SEPT
AERIN	 AERIN FRAGRANCE UNIT All Doors Update with new Med Honey Tiare graphic Graphic Update Code #: G73S-70		 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 #: G9Q2-70	
RE-NUTRIV	 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	 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		
LINE TESTERS	 ADVANCED NIGHT REPAIR SKINCARE LTU BANNER All Doors Banner Code #: G76C-70  SKINCARE LIT ANGLED UNIT Update with new graphic All Other Doors Unit Code #: PA58-60 Graphic Update Code #: G6BN-70  SKINCARE LTU VER. 1 (W/O SUPREME MOISTURIZER REFILLS) Most Doors Update with new Supreme+ graphics only Unit Code #: PG58-60 Update Code #: TBD  SKINCARE LTU VER. 2 (WITH SUPREME MOISTURIZER REFILLS) Select Doors Update with new Supreme+ graphics only Unit Code #: PG58-60 Update Code #: TBD  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  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  COLOR HYBRID LTU (V1) Update with template and graphics All Other Doors Unit Code #: PG5G-60 Graphic Update Code #: TBD Acrylic Update Code #: TBD  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  SKINCARE LIT ANGLED UNIT Update with new graphic All Other Doors Unit Code #: PA58-60 Graphic Update Code #: G9D0-70  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  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  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  COLOR HYBRID LTU - VER. 1 Update with template and graphics All Other Doors Unit Code #: PG5G-60 Graphic Update Code #: G98L-70  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.			

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).

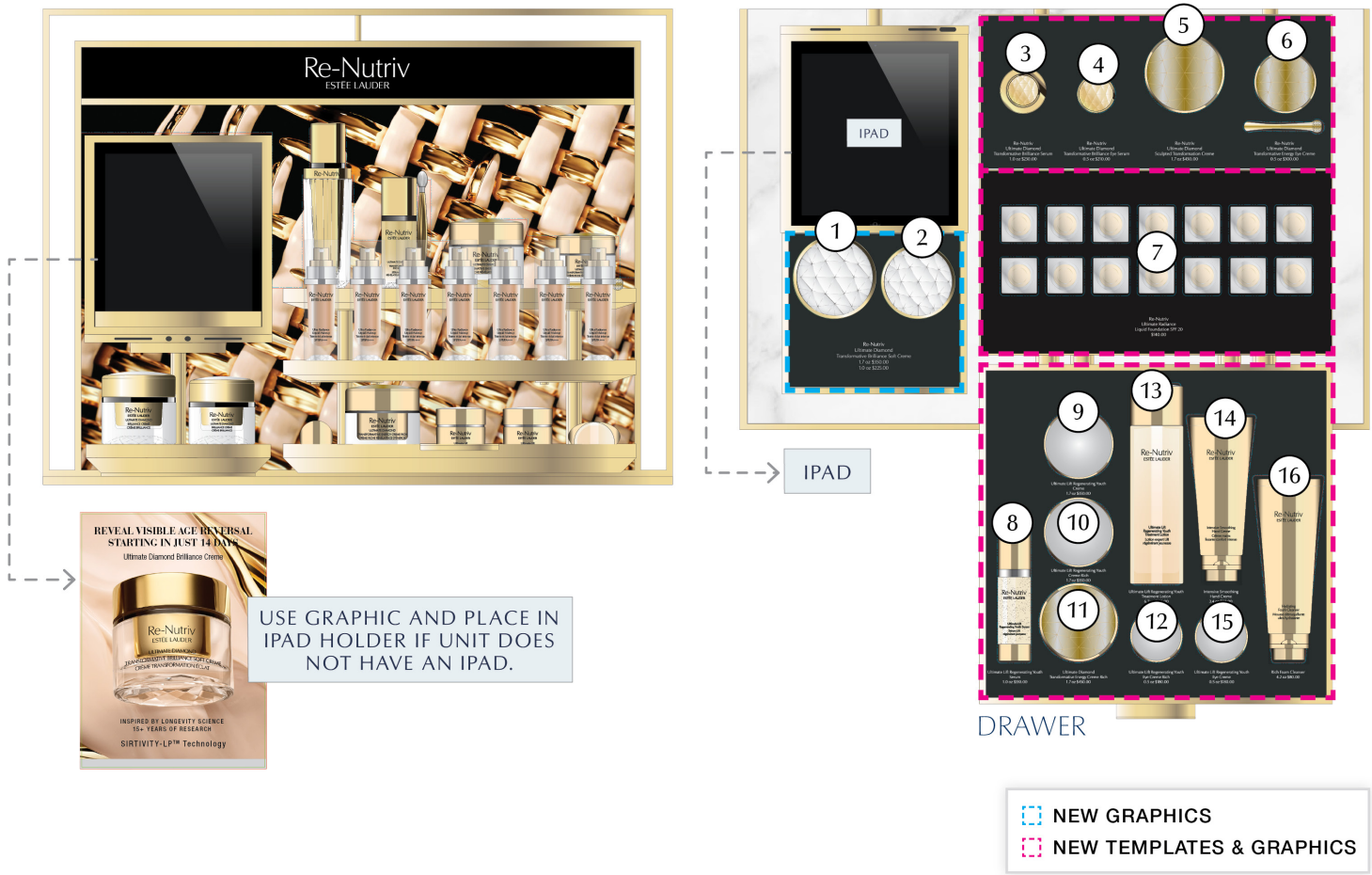
SKINCARE LIT ANGLED UNITS

July Update

HISTORY OF UPDATES

Jul '23	Update with new graphics (G14Q-70).
Jan '24	Update with new graphics (G6BN-70).
Jul '24	Update with new graphics (G9D0-70).

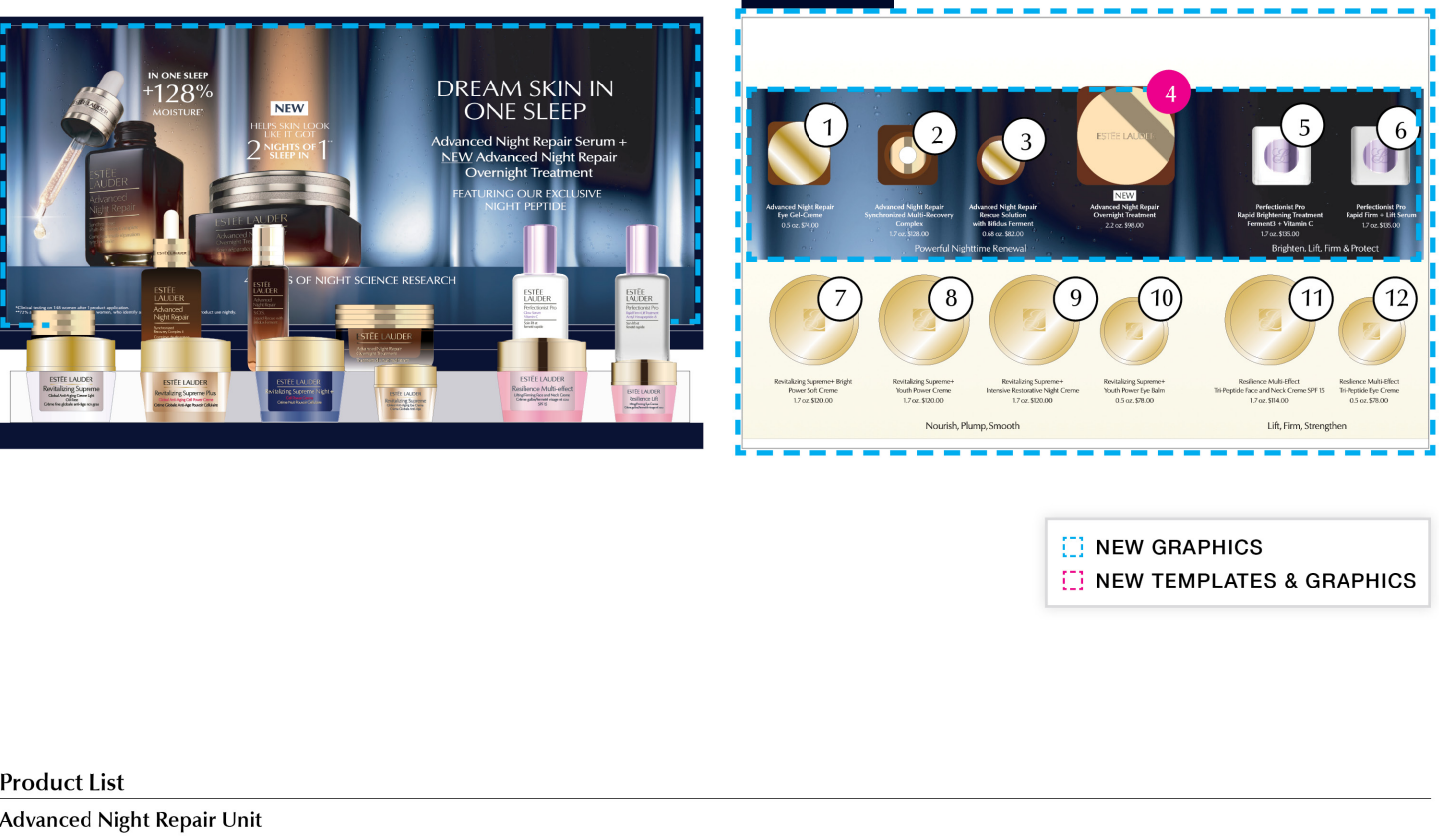
TOP VIEW



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) | |

TOP VIEW



Product List

Advanced Night Repair Unit

- Advanced Night Repair Eye Supercharged Complex, 0.5 oz (1)
- Advanced Night Repair Synchronized Multi-Recovery Complex, 1.7 oz (1)
- Advanced Night Repair Rescue Solution with Bifidus Ferment (0.68 oz)
- New Advanced Night Repair Overnight Treatment (2.2 oz)**
- Perfectionist Pro Brightening Treatment, 1.7oz (1) - Is this the final name?
- Perfectionist Pro Rapid Firm + Lift Treatment, 1.7 oz (1) - Is this the final name?
- Revitalizing Supreme+ Bright Power Soft Creme 1.7 oz (1)
- Revitalizing Supreme+ Youth Power Creme, 1.7oz (1)
- Revitalizing Supreme+ Night Creme, 1.7oz (1)
- Revitalizing Supreme+ Global Anti-Aging Eye Balm, .5oz (1)
- Resilience Multi-Effect Face and Neck Creme SPF15, 1.7 oz (1)



NIGHTTIME TESTER MAINTENANCE/ CLEANING RITUAL

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

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.

BOOST YOUR SKIN'S BOUNCE AT NIGHT
NEW Revitalizing Supreme+ Night Power Bounce Creme
92% -15% LINE REDUCTION
30 YEARS OF COLLAGEN RESEARCH

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.



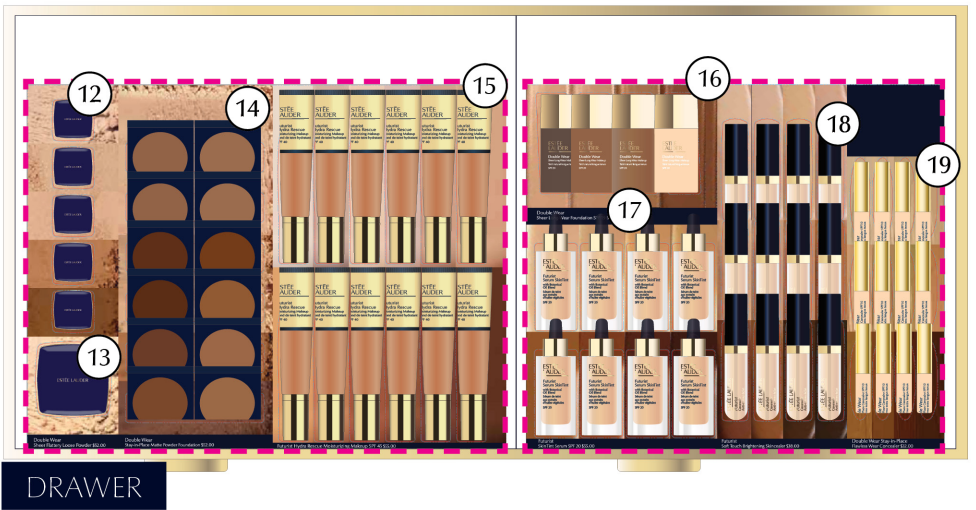
SEPT '24 UPDATE
Move Revitalizing Supreme+ Night Intensive Restorative Creme product here from top platform (#13).

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

- Double Wear Stay-In-Place Makeup (42)
- Double Wear Sheer Longwear Makeup (1)
- Double Wear Matte Powder (1)
- Double Wear Stay-In-Place Makeup (1)
- Futurist SkinTint Serum (1)
- Futurist Hydra Rescue Moisturizing Makeup SPF 45 (16)
- Double Wear Smooth and Blur Primer (1)
- Futurist Aqua Brilliance Watery Glow Primer (1)
- Futurist Peptide-Power Serum Primer (1)
- Futurist SkinTint Serum (9)
- Futurist Soft Touch Brightening Concealer (12)
- Double Wear Sheer Flattery Loose Powder in Shaker Godets (5)
- Double Wear Sheer Flattery Loose Powder (1)
- Double Wear Stay-in-Place Matte Powder (12)
- Futurist Hydra Rescue Moisturizing Makeup SPF 45 (12)
- Double Wear Sheer Longwear Makeup (4)
- Futurist SkinTint Serum (8)
- Futurist Soft Touch Brightening Concealer (12)
- Double Wear Stay-in-Place Flawless Wear Concealer (12)

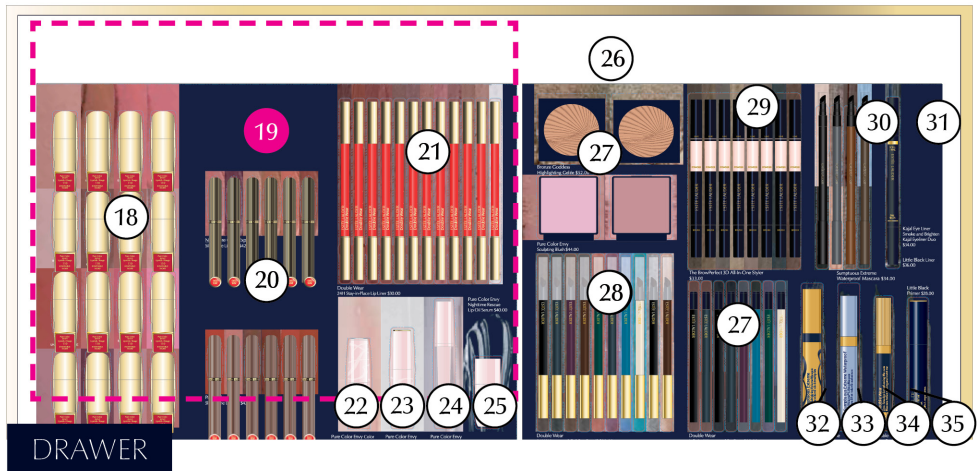
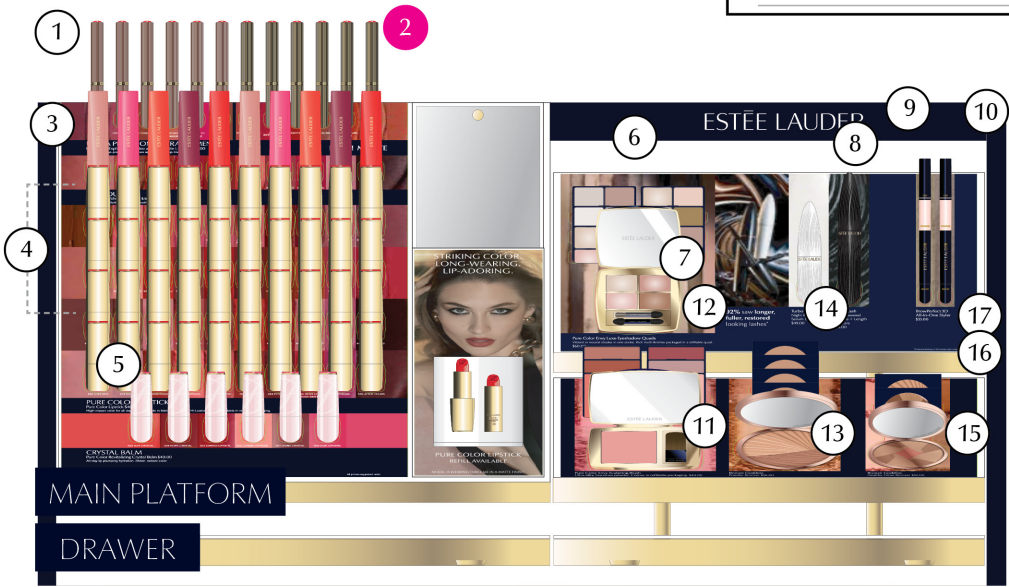
NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

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)
- Pure Color Envy Sculpting Blush (2) (in godets)
- Double Wear Stay-In-Place Eye Pencil (10)
- Double Wear Infinite Waterproof Eyeliner (8)
- 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)

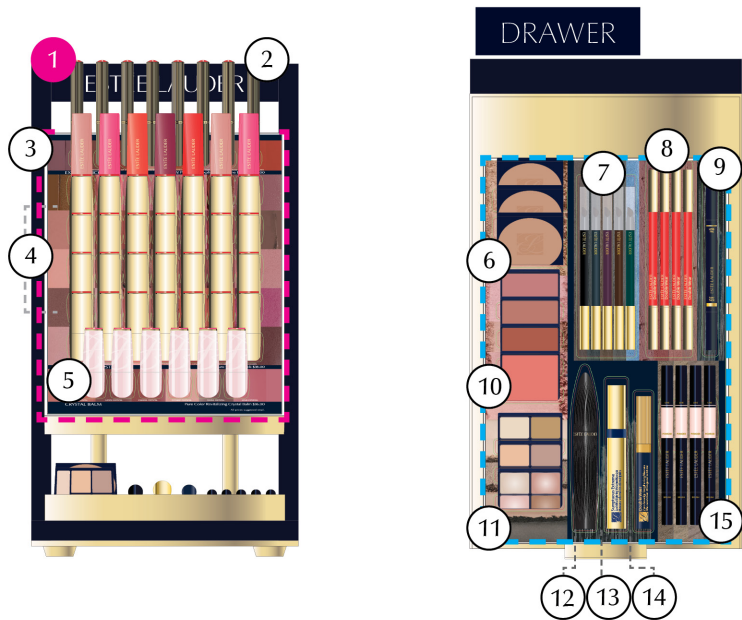
NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

COLOR 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



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 Tiare on the "New and Best Sellers" platform (Update Code #: G73S-70).
Aug '24	Update to place new product assortment and new platform graphics (G9Q2-70).



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

COUNTERS AT A GLANCE

BOUTIQUE CASE

JUL & AUG



OVERHEAD VIEW



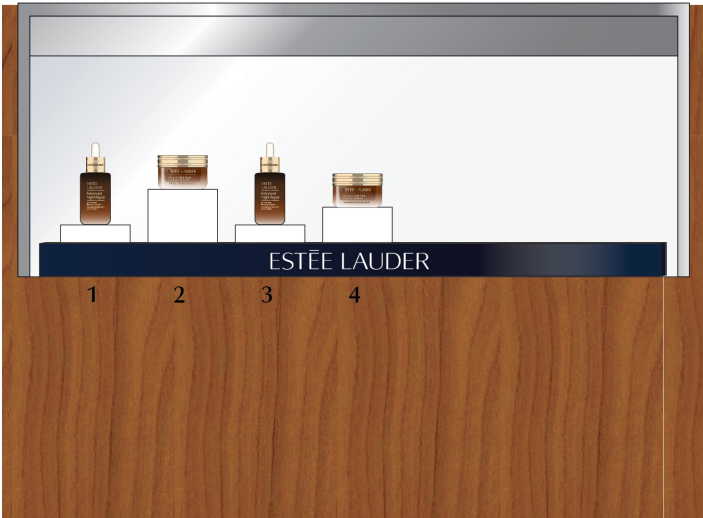
OVERHEAD VIEW



OVERHEAD VIEW



OVERHEAD VIEW



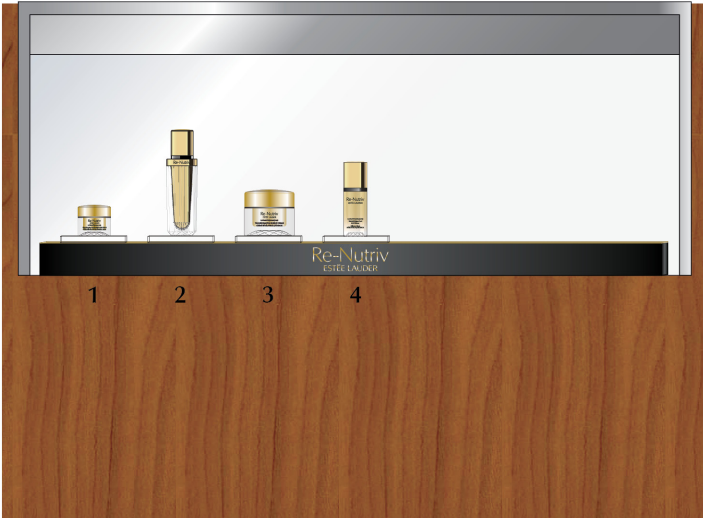
ADVANCED NIGHT REPAIR

- RISER 1:
Advanced Night Repair Synchronized Multi-Recovery Complex
- RISER 2:
New Advanced Night Repair Overnight Treatment
- RISER 3:
Advanced Night Repair Synchronized Multi-Recovery Complex
- RISER 4:
New Advanced Night Repair Overnight Treatment



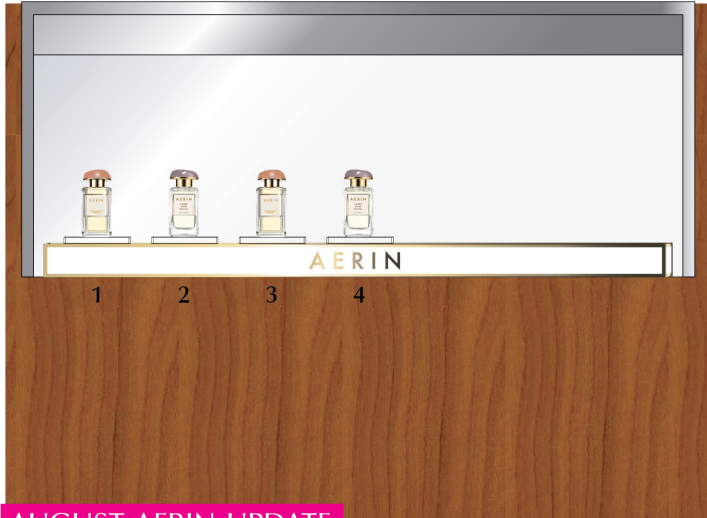
REVITALIZING SUPREME+

- RISER 1:
Revitalizing Supreme+ Youth Power Eye Balm
- RISER 2:
Revitalizing Supreme+ Youth Power Creme
- RISER 3:
Revitalizing Supreme+ Youth Power Eye Balm
- RISER 4:
Revitalizing Supreme+ Youth Power Creme



RE-NUTRIV ULTIMATE DIAMOND

- RISER 1:
Re-Nutriv Ultimate Diamond Brilliance Creme, 1.0 oz
- RISER 2:
Re-Nutriv Ultimate Diamond Brilliance Serum
- RISER 3:
Re-Nutriv Ultimate Diamond Transformative Energy Creme
- RISER 4:
Re-Nutriv Ultimate Diamond Brilliance Creme, 1.7 oz



AUGUST AERIN UPDATE

AERIN

- RISER 1:
Amber Musk, 1.7 oz
- RISER 2:
New Amber Musk Santal, 1.7 oz
- RISER 3:
Amber Musk, 1.7 oz
- RISER 4:
New Amber Musk Santal, 1.7 oz

CASE MERCHANDISING

JUL & AUG

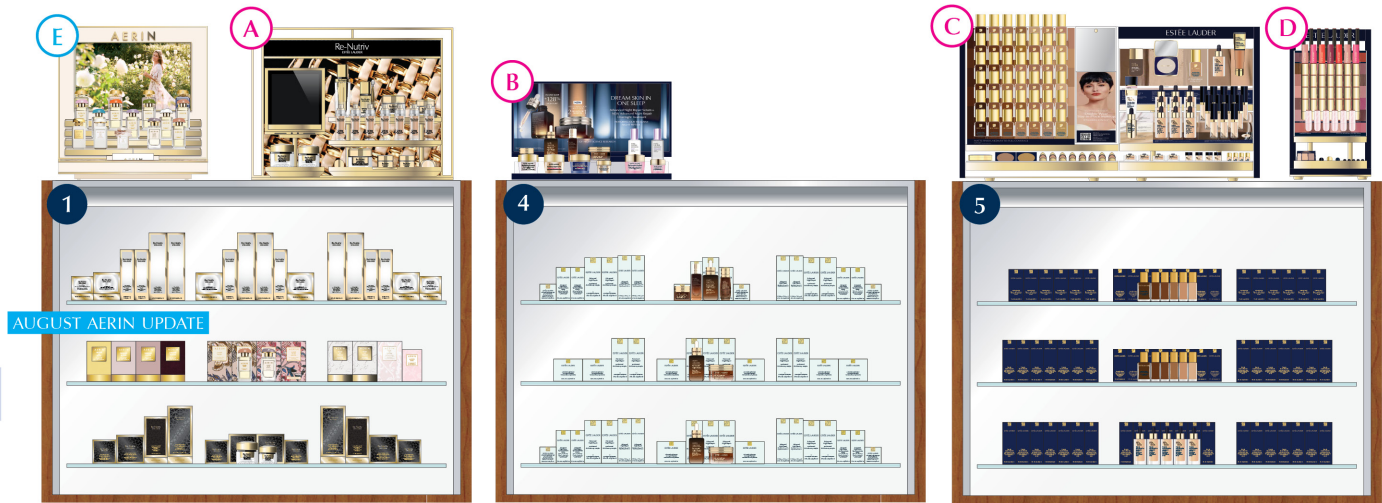
CASE MERCHANDISING FOR
DOORS WITHOUT IN-CASE TRAYS

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

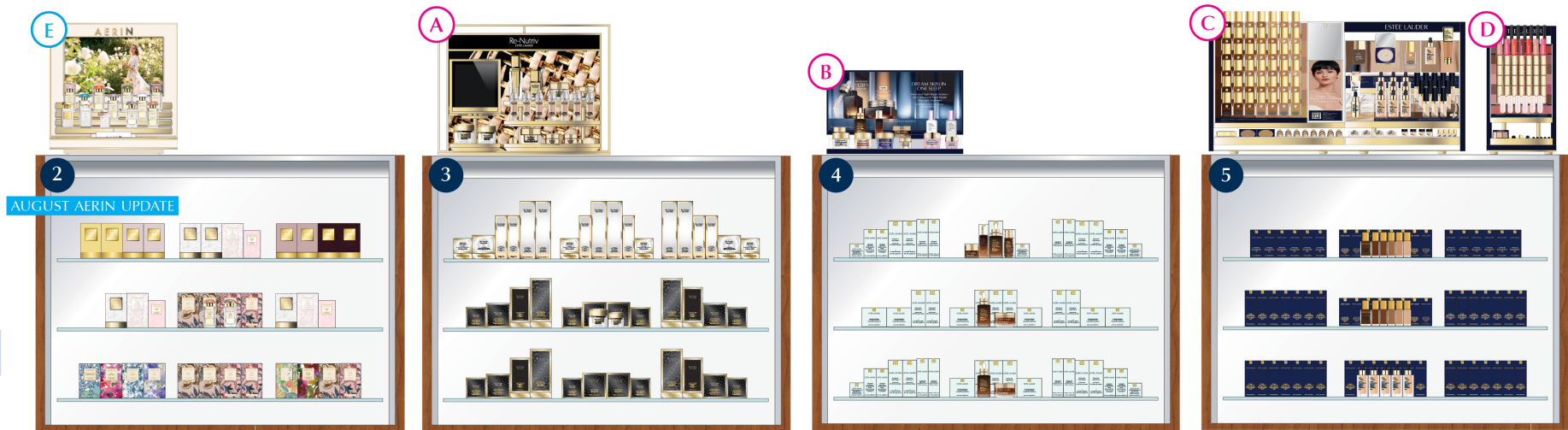
NEW IN JULY:	
A	Re-Nutriv Line Tester Unit Update
B	Skincare Angled Unit Update
C	Foundation Line Testr Unit Update
D	Color Hybrid Unit Tester Update

NEW IN AUGUST:	
E	Aerin Line Tester Unit Update

3 CASES



4 CASES



5/6 CASES



CASE MERCHANDISING

JUL & AUG

CASE MERCHANDISING WITH TRAY ARE FOR THE FOLLOWING DOORS ONLY:

- BEVERLY HILLS
- BOCA RATON
- CHICAGO
- DADELAND
- LAS VEGAS
- PALM BEACH
- PALM DESERT
- PGA
- SOUTH COAST PLAZA
- TROY
- TYSONS

CASE CATEGORIES

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

NEW IN JULY:

- (A) Re-Nutriv Line Tester Unit Update
- (B) Skincare Angled Unit Update
- (C) Foundation Line Testr Unit Update
- (D) Color Hybrid Unit Tester Update

NEW IN AUGUST:

- (E) Aerin Line Tester Unit Update

3 CASES



4 CASES



5/6 CASES



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

How to Measure a Light-box

STEP 1: DETERMINING "OUTSIDE" MEASUREMENT

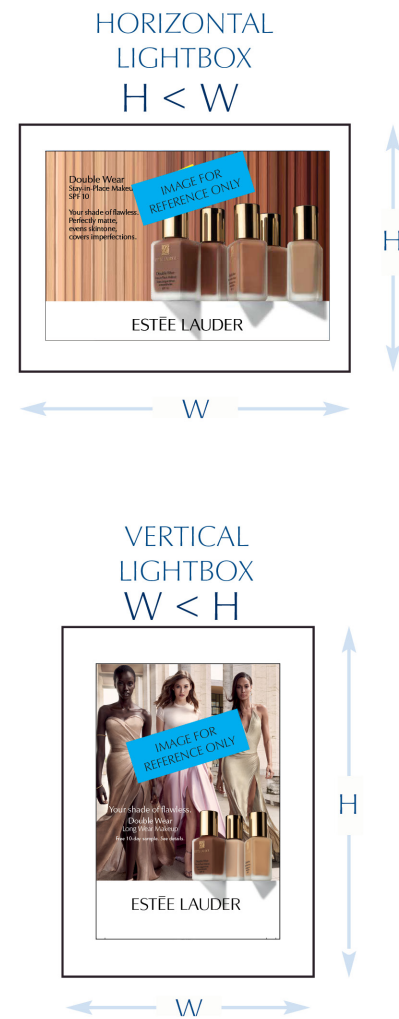
Open light-box. Measure end-to-end of the light-box horizontally (Width) and then vertically (Height). This is your “outside” measurement because it is the width (W) and height (H) of the “outside”, or total area, of the transparency that goes into the light-box.

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.

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