



ESTÉE LAUDER
Point-of-Sale Guidelines
Fall 2024



To the BEST 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

A handwritten signature in black ink that reads 'Fiona Sainty'.

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

ESTÉE LAUDER

FALL 2024

SUGGESTED RETAIL PRICE LIST

SKINCARE

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| ADVANCED NIGHT | |
| Cleansing Balm with Lipid Rich Oil-Infusion 2.2oz | \$49 |
| Cleansing Gelée with 15 Amino Acids 1.0oz | \$12 |
| Cleansing Gelée with 15 Amino Acids 3.4oz | \$34 |
| ADVANCED NIGHT REPAIR | |
| Synchronized Multi-Recovery Complex 0.24oz | \$20 |
| Synchronized Multi-Recovery Complex 1.0oz | \$85 |
| Synchronized Multi-Recovery Complex 1.7oz | \$128 |
| Synchronized Multi-Recovery Complex 3.9oz | \$255 |
| Synchronized Multi-Recovery Complex Duo 2x 1.7oz | \$225 |
| Eye Concentrate Matrix Complex 0.17oz | \$29 |
| Eye Concentrate Matrix Complex 0.5oz | \$84 |
| Eye Supercharged Gel-Creme 0.17oz | \$26 |
| Eye Supercharged Gel-Creme 0.5oz | \$74 |
| Rescue Solution with Bifidus Ferment 0.68oz | \$82 |
| NEW Overnight Treatment 2.2oz | \$98 |
| Concentrated Recovery PowerFoil Mask, 4 Sheets | \$99 |

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| DAYWEAR MULTI-PROTECTION ANTI-OXIDANT | |
| 24H-Moisture Creme SPF 15 N/C 1.7oz | \$62 |
| 24H-Moisture Creme SPF 15 Dry 1.7oz | \$62 |
| Matte Gel Creme 1.7oz | \$62 |
| 72H-Hydration Sorbet Creme Broad Spectrum SPF 15 1.7oz | \$62 |
| Eye Cooling Anti-Oxidant Moisture GelCreme 0.5oz | \$48 |

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| MICRO ESSENCE | |
| Treatment Lotion with Bio-Ferment 1.0oz | \$24 |
| Treatment Lotion with Bio-Ferment 3.4oz | \$76 |
| Treatment Lotion with Bio-Ferment 6.7oz | \$135 |
| Treatment Lotion with Bio-Ferment 13.5oz | \$215 |
| Treatment Lotion Fresh with Sakura Ferment 1.0oz | \$24 |
| Treatment Lotion Fresh with Sakura Ferment 3.4oz | \$76 |
| Treatment Lotion Fresh with Sakura Ferment 6.7oz | \$135 |
| Treatment Lotion Fresh with Sakura Ferment 13.5oz | \$215 |

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| NIGHTWEAR PLUS | |
| Anti-Oxidant Night Detox Creme 1.7oz | \$66 |

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| PERFECTIONIST | |
| Multi-Zone Wrinkle Concentrate 0.85oz | \$94 |
| Intense Brightening Essence Ampoule with Vitamin C/E + Licorice 1.35 oz | \$125 |
| Multi-Defense Aqua Gel SPF 50 1.0oz | \$52 |
| Perfectionist Pro Rapid Brightening Treatment Ferment3 + Vitamin C 1.0oz | \$95 |
| Perfectionist Pro Rapid Brightening Treatment Ferment3 + Vitamin C 1.7oz | \$135 |
| Perfectionist Pro Rapid Brightening Treatment Ferment3 + Vitamin C Duo 2 x 1.7oz | \$225 |
| Perfectionist Pro Rapid Firm + Lift Serum 1.0oz | \$95 |
| Perfectionist Pro Rapid Firm + Lift Serum 1.7oz | \$135 |
| Perfectionist Pro Rapid Firm + Lift Serum Duo 2 x 1.7oz | \$225 |
| Rapid Renewal Retinol Treatment 1.0oz | \$96 |

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| PERFECTLY CLEAN | |
| Infusion Balancing Essence Lotion Amino Acid + Waterlily 13.5oz | \$46 |
| Multi-Action Creme Cleanser/Moisture Mask 5.0oz | \$32 |
| Multi-Action Foam Cleanser/Purifying Mask 5.0oz | \$32 |
| Multi-Action Toning Lotion/Refiner 6.7oz | \$32 |

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| RESILIENCE MULTI-EFFECT TRI-PEPTIDE | |
| Face and Neck Creme SPF 15, N/C, 1.7oz | \$114 |
| Face and Neck Creme SPF 15, N/C, 2.5oz | \$140 |
| Face and Neck Creme SPF 15, Dry, 1.7oz | \$114 |
| Night Face and Neck Creme 1.7oz | \$114 |
| Night Face and Neck Creme 2.5oz | \$140 |
| Eye Creme 0.5oz | \$80 |

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| REVITALIZING SUPREME+ | |
| Bright Power Soft Creme 1.7oz | \$120 |
| Bright Power Soft Creme Refill 1.7oz | \$98 |
| Bright Power Soft Milky Lotion 3.4 oz | \$100 |
| Revitalizing Supreme+ Youth Power Creme SPF 25 1.7oz | \$120 |
| Revitalizing Supreme+ Youth Power Creme SPF 25 2.5oz | \$140 |
| NEW Night Bounce Creme 1.7oz | \$135 |
| Night Intensive Restorative Creme 1.7oz | \$120 |
| Youth Power Eye Balm 0.5oz | \$78 |
| Youth Power Creme 0.5oz | \$32 |
| Youth Power Creme 1.0oz | \$70 |
| Youth Power Creme 1.7oz | \$120 |
| Youth Power Creme Refill 1.7oz | \$98 |
| Youth Power Creme 2.5oz | \$140 |
| Youth Power Creme Refill 2.5oz | \$120 |
| Youth Power Soft Milky Lotion 3.4 oz | \$100 |

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| SOFT CLEAN | |
| Foaming Cleanser 4.2oz | \$29 |
| Infusion Hydrating Essence Lotion Amino Acid + Waterlily 13.5oz | \$46 |

SERUM S.R.P. PER OUNCE

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| ANR Synchronized Multi-Recovery Complex 1.0oz | \$85 |
| ANR Synchronized Multi-Recovery Complex 1.7oz | \$75.29 |
| ANR Synchronized Multi-Recovery Complex 3.9oz | \$65.38 |
| ANR Synchronized Multi-Recovery Complex Duo 2x1.7oz | \$66.18 |
| Perfectionist Pro Rapid Brightening Treatment Ferment3 + Vitamin C 1.0oz | \$95 |
| Perfectionist Pro Rapid Brightening Treatment Ferment3 + Vitamin C | \$79.41 |
| Perfectionist Pro Rapid Brightening Treatment Ferment3 + Vitamin C Duo 2 x 1.7oz | \$66.18 |
| Perfectionist Pro Rapid Firm + Lift Serum 1.0oz | \$95 |
| Perfectionist Pro Rapid Firm + Lift Serum 1.7oz | \$79.41 |
| Perfectionist Pro Rapid Firm + Lift Serum Duo 2 x 1.7oz | \$66.18 |
| Re-Nutriv Ultimate Diamond Brilliance Serum 1.0oz | \$330 |
| Re-Nutriv Ultimate Lift Regenerating Youth Serum 1.0oz | \$330 |

RE-NUTRIV SKINCARE

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| Rich Foam Cleanser 4.2oz | \$80 |
| Intensive Smoothing Hand Creme 3.4oz | \$80 |

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| CLASSIC RE-NUTRIV | |
| Creme 1.7oz | \$135 |
| Lightweight Creme 1.7oz | \$135 |
| Softening Lotion 8.4oz | \$78 |

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| ULTIMATE DIAMOND | |
| Sculpted Transformation Creme 0.5oz | \$135 |
| Sculpted Transformation Creme 1.7oz | \$450 |
| Transformative Energy Creme Rich 1.7oz | \$450 |
| Transformative Eye Serum 0.5oz | \$210 |
| Transformative Energy Eye Creme 0.5oz | \$300 |
| Ultimate Facial Massager | \$175 |

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| ULTIMATE DIAMOND TRANSFORMATIVE BRILLIANCE | |
| Serum 1.0oz | \$330 |
| Serum Refill 1.0 oz | \$285 |
| Soft Creme 1.0 oz | \$225 |
| Soft Creme 1.7 oz | \$350 |
| Soft Creme Refill 1.7 oz | \$295 |

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| ULTIMATE LIFT AGE-CORRECTING | |
| Creme 1.7oz | \$330 |

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| ULTIMATE LIFT REGENERATING YOUTH | |
| Creme 1.7 oz | \$350 |
| Creme Rich 1.7oz | \$350 |
| Serum 1.0oz | \$330 |
| Treatment Lotion 6.7oz | \$146 |
| Eye Creme 0.5oz | \$180 |
| Eye Creme Rich 0.5oz | \$180 |
| Emulsion 2.5oz | \$310 |

RE-NUTRIV MAKEUP

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| Ultra Radiance Liquid Makeup SPF 20 | \$140 |
| Diamond Serum LipColor Satin | \$100 |

MAKEUP EYE

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| BROW | |
| Stay-in-Place Brow Gel | \$28 |
| BrowPerfect 3D All-In-One Styler | \$33 |

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| EYE SHADOW | |
| Double Wear EyeShadow Base | \$28 |

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| PURE COLOR ENVY | |
| Luxe Eyeshadow Quad | \$60 |
| Luxe Eyeshadow Quad Refills | \$46 |

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| EYELINER | |
| DOUBLE WEAR | |
| 24-HR Waterproof Gel Eye Pencil | \$32 |
| Infinite Waterproof Eyeliner | \$32 |
| Little Black Liner | \$36 |
| Smoke and Brighten Kajal Eyeliner Duo | \$34 |

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| MASCARA | |
| Double Wear Zero-Smudge Lengthening Mascara | \$34 |
| Little Black Primer | \$28 |

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| SUMPTUOUS | |
| Extreme Lash Multiplying Volume Mascara .09oz | \$15 |
| Extreme Lash Multiplying Volume Mascara | \$34 |
| Extreme Lash Multiplying Volume Waterproof Mascara | \$34 |

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| TURBO LASH | |
| High Powered Volume + Length Mascara | \$35 |
| High Powered Volume + Length Mascara Mini | \$16 |
| Night Revitalizing Serum Lash + Brow | \$49 |

MAKEUP FACE

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| BLUSH | |
| PURE COLOR ENVY | |
| Sculpting Blush | \$44 |
| Sculpting Blush Refills | \$30 |

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| BRONZER/HIGHLIGHTER | |
| BRONZE GODDESS | |
| Powder Bronzer | \$56 |
| Matte & Glow Bronzing Trio | \$56 |
| Healthy Glow Bronzer | \$52 |
| Highlighting Powder Gelée | \$52 |

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| CONCEALER | |
| DOUBLE WEAR | |
| Stay-in-Place Flawless Wear Concealer | \$32 |

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| FUTURIST | |
| Futurist Soft Touch Brightening Concealer | \$38 |

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| FOUNDATION | |
| DOUBLE WEAR | |
| Sheer Long-Wear Makeup SPF 19 | \$52 |
| Maximum Cover Camouflage Makeup SPF 15 | \$55 |
| Stay-in-Place Makeup | \$52 |
| Stay-in-Place Matte Powder Foundation | \$52 |
| Stay-in-Place Matte Powder Foundation Refill | \$39 |
| Double Wear Stay-in-Place Makeup Pump | \$13 |

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| FUTURIST | |
| Hydra Rescue Moisturizing Makeup SPF 45 | \$55 |
| SkinTint Serum with Botanical Oil Infusion SPF 20 | \$55 |

MAKEUP FACE

| LOOSE/PRESSED POWDERS | |
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| Double Wear Sheer Flattery Loose Powder | \$52 |
| PRIMERS | |
| Futurist Aqua Brilliance Watery Glow Primer 0.5oz | \$18 |
| Futurist Aqua Brilliance Watery Glow Primer 1.35oz | \$46 |
| Futurist Peptide-Power Serum Primer | \$56 |
| Double Wear Smooth & Blur Primer | \$45 |
| MIST | |
| Set + Refresh Perfecting Makeup Mist 3.9oz | \$40 |

MAKEUP LIP

| LIP PENCIL | |
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| Double Wear 24H Stay-in-Place Lip Liner | \$30 |
| LIPSTICK | |
| PURE COLOR | |
| Creme Lipstick | \$40 |
| Hi-Lustre Lipstick | \$40 |
| Matte Lipstick | \$40 |
| Matte + Creme Lipstick Refills..... | \$30 |

MAKEUP LIP

| LIPSTICK | |
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| PURE COLOR ENVY LIP CARE | |
| Color Replenish Lip Balm | \$38 |
| Lip Repair Potion | \$38 |
| Lip Volumizer | \$38 |
| Nighttime Rescue Lip Oil Serum | \$38 |
| PURE COLOR | |
| Revitalizing Crystal Balms | \$38 |
| Whipped Matte Lip Color | \$40 |
| PURE COLOR EXPLICIT | |
| Slick Shine Lipstick | \$42 |
| NEW Silk Matte Lipstick | \$42 |

MAKEUP TOOLS

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| Sharpener | \$10 |
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MAKEUP REMOVERS

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| TAKE IT AWAY | |
| Gentle Eye Makeup Remover 3.4oz | \$28 |
| Take it Away Makeup Remover Lotion 6.7oz | \$38 |

FRAGRANCE

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| PRIVATE COLLECTION TUBEROSE GARDENIA* | |
| Eau de Parfum Spray 2.5oz | \$210 |
| WHITE LINEN | |
| Parfum Spray 2oz | \$80 |
| YOUTH-DEW | |
| Eau de Parfum Spray 1.8oz (heritage blue bottle) | \$45 |
| Eau de Parfum Spray 2.25oz | \$50 |
| Bath Oil 2oz | \$50 |
| Body Satinée 5oz | \$42 |
| Dusting Powder Box 7oz | \$45 |
| Perfumed Body Creme 7.5oz | \$45 |
| Roll-On Anti-Perspirant Deodorant 2.5oz | \$25 |

| FOR MEN | |
|---------------------------|------|
| LAUDER FOR MEN | |
| Cologne Spray 3.4oz | \$88 |
| PLEASURES FOR MEN | |
| Cologne Spray 3.4oz | \$90 |

| AERIN | |
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| PREMIER FRAGRANCES | |
| Ambrette de Noir Parfum 1.7oz | \$275 |
| Limone di Sicilia Parfum 1.7oz | \$275 |
| Tuberose le Jour Parfum 1.7oz | \$275 |
| Tuberose le Soir Parfum 1.7oz | \$275 |
| FRAGRANCE COLLECTION | |
| Amber Musk EDP 1.7oz | \$150 |
| Amber Musk EDP 3.4oz | \$210 |
| Amber Musk Body Cream 5oz | \$65 |
| Amber Musk EDP Travel Spray 0.24oz | \$35 |
| Cedar Violet EDP 1.7oz | \$145 |
| Cedar Violet EDP 3.4oz | \$200 |
| Cedar Violet Travel Spray EDP 0.24oz | \$35 |
| Fleur de Peony EDP 1.7oz | \$145 |
| Fleur de Peony EDP 3.4oz | \$200 |
| Fleur de Peony Body Cream 5oz | \$65 |
| Hibiscus Palm EDP 1.7oz | \$145 |
| Hibiscus Palm EDP 3.4oz | \$200 |
| Hibiscus Palm EDP Travel Spray 0.24oz | \$35 |
| Ikat Jasmine EDP 1.7oz | \$145 |
| Ikat Jasmine EDP 3.4oz | \$200 |
| Ikat Jasmine Body Cream 5oz | \$65 |
| Ikat Jasmine EDP Travel Spray 0.24oz | \$35 |
| Lilac Path EDP 1.7oz | \$145 |
| Lilac Path EDP 3.4oz | \$200 |
| Lilac Path Body Cream 5oz | \$65 |
| Mediterranean Honeysuckle EDP 1.7oz | \$145 |
| Mediterranean Honeysuckle EDP 3.4oz | \$200 |
| Mediterranean Honeysuckle Body Cream 5oz | \$65 |
| Mediterranean Honeysuckle EDP Travel Spray 0.24oz | \$35 |

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| Wild Geranium EDP 1.7oz | \$150 |
| Wild Geranium EDP 3.4oz | \$210 |
| Wild Geranium Body Cream | \$65 |
| Rose de Grasse Joyful Bloom EDP 1.7oz | \$210 |
| Rose de Grasse Joyful Bloom EDP 3.4oz | \$290 |
| Rose de Grasse Parfum 1.7oz | \$275 |

| AERIN | |
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| Rose de Grasse Parfum 3.4oz | \$385 |
| Rose de Grasse Body Cream 6.5oz | \$105 |
| Rose de Grasse Pour Filles EDT 1.0oz | \$105 |
| Rose de Grasse Rouge EDP 1.7oz | \$205 |
| Rose Hand and Body Cream 5oz | \$64 |
| Rose Lip Conditioner 0.3oz | \$40 |

| LUXURY FRAGRANCE | |
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| Blushing Sands 3.4oz | \$200 |
| Blushing Sands 1.35oz | \$100 |
| Blushing Sands 0.34oz | \$40 |
| Desert Eden 3.4oz | \$200 |
| Desert Eden 1.35oz | \$100 |
| Desert Eden 0.34oz | \$40 |
| Dream Dusk 3.4oz | \$200 |
| Dream Dusk 1.35oz | \$100 |
| Dream Dusk 0.34oz | \$40 |
| Infinite Sky 3.4oz | \$200 |
| Infinite Sky 1.35oz | \$100 |
| Infinite Sky 0.34oz | \$40 |
| Paradise Moon 3.4oz | \$200 |
| Paradise Moon 1.35oz | \$100 |
| Paradise Moon 0.34oz | \$40 |
| Radiant Mirage 3.4oz | \$200 |
| Radiant Mirage 1.35oz | \$100 |
| Radiant Mirage 0.34oz | \$40 |
| Sensuous Stars 3.4oz | \$200 |
| Sensuous Stars 1.35oz | \$100 |
| Sensuous Stars 0.34oz | \$40 |
| Tender Light 3.4oz | \$200 |
| Tender Light 1.35oz | \$100 |
| Tender Light 0.34oz | \$40 |
| Ultra Rich Hand Creme | \$50 |

| ULTRA LUXURY COLLECTION | |
|--------------------------------|-------|
| Azuree Legacy 3.4oz | \$280 |
| White Linen Legacy 3.4oz | \$280 |
| Knowing Legacy 3.4oz | \$280 |
| Estée Legacy 3.4oz | \$280 |
| Private Collection 3.4oz | \$280 |

FRAGRANCE

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| BEAUTIFUL MAGNOLIA | |
| Hand Creme 1.0oz | \$24 |
| Eau de Parfum Travel Spray 0.34oz | \$30 |
| Eau de Parfum Spray 1.0oz | \$85 |
| Eau de Parfum Spray 1.7oz | \$110 |
| Eau de Parfum Spray 3.4oz | \$150 |
| BEAUTIFUL MAGNOLIA L'EAU | |
| Eau de Toilette Spray 0.34oz | \$30 |
| Eau de Toilette Spray 1.7oz | \$105 |
| Eau de Toilette Spray 3.4oz | \$135 |
| BEAUTIFUL | |
| Eau de Parfum Spray 1.0oz | \$80 |
| Eau de Parfum Spray 2.5oz | \$110 |
| Eau de Parfum Spray 3.4oz | \$120 |
| Eau de Parfum Spray 5oz | \$155 |
| Perfumed Body Lotion 8.4oz | \$70 |
| Perfumed Body Powder 3.5 oz | \$68 |
| BEAUTIFUL BELLE | |
| Eau de Parfum Spray 1.7oz | \$110 |
| BRONZE GODDESS | |
| Nuit Eau de Parfum 1.7oz | \$95 |
| Nuit Eau de Parfum 3.4oz | \$115 |
| Eau Fraîche Skinscent 1.7oz | \$84 |
| Eau Fraîche Skinscent 3.4oz | \$98 |


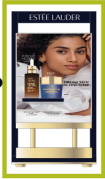




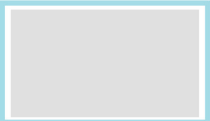







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| PLEASURES | |
| Body Lotion 8.4oz | \$60 |
| Eau de Parfum Spray 0.5oz | \$35 |
| Eau de Parfum Spray 1.7oz | \$85 |
| Eau de Parfum Spray 3.4oz | \$115 |
| PLEASURES INTENSE | |
| Eau de Parfum Spray 3.4oz | \$105 |
| SENSUOUS | |
| Eau de Parfum Spray 1.7oz | \$86 |
| HOUSE OF ESTÉE LAUDER | |
| Aliage Sport Eau de Parfum Spray 1.7oz | \$75 |
| Azuree Eau de Parfum Spray 1.7oz | \$75 |
| Cinnabar Fragrance Spray 1.7oz | \$75 |
| Estée Super Eau de Parfum Spray 1.7oz | \$75 |
| Spellbound Eau de Parfum Spray 1.7oz | \$80 |
| Tuscany per Donna Eau de Parfum Spray 1.7oz | \$75 |






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| KNOWING | |
| Eau de Parfum Spray 2.5oz | \$115 |

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| MODERN MUSE | |
| Eau de Parfum Spray 1.7oz | \$110 |

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| PRIVATE COLLECTION* | |
| Eau de Parfum Spray 1.7oz | \$80 |






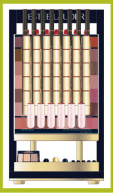

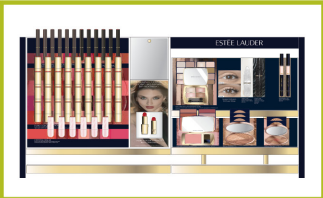
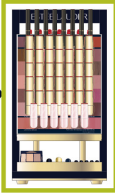
LINE TESTERS & TRENDING NOW LAUNCH UNITS/ IN CASE PROPS

| | 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> |
| IN-CASE | <div><div><div>UPDATED SUPREME+ IN-CASE PROP GRAPHIC All Doors Graphic Code #: G1Q6-70</div></div><div><div>ADVANCED NIGHT REPAIR IN-CASE PROP GRAPHIC All Doors Graphic Code #: G69D-70</div></div><div><div>NEW PERFECTIONIST PRO IN-CASE PROP GRAPHIC All Doors GRAPHIC Code #: G6DB-70</div></div></div> | <div><div>ADVANCED NIGHT REPAIR OVERNIGHT TREATMENT IN-CASE PROP GRAPHIC All Doors Graphic Code #: G96T-70</div></div> <div><div>PERFECTIONIST PRO IN-CASE PROP GRAPHIC All Doors Graphic Code #: TBD</div></div> | <div><div>NEW SUPREME+ NIGHT BOUNCE IN-CASE PROP GRAPHIC All Doors Graphic Code #: G97B-70</div></div> | |
| LINE TESTER | <div><div>ADVANCED NIGHT REPAIR SKINCARE LTU BANNER All Doors Banner Code #: G76C-70</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>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>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>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>SKINCARE LTU (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><div><div></div>Select Doors Only</div><div><div></div>All Doors</div></div> <div>NOTE: In Fall '24, Skincare FLU will have one variant only.</div> |

| | Currently on-counter | JUL | AUG | SEPT |
|-----------------------------------|---|--|-----|------|
| DEPARTMENT STORE (DIAMOND) | <div></div> <div><p>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</p></div> <div></div> <div><p>RE-NUTRIV DIAMOND LTU (W/LIPSTICKS) Select Doors Update with new templates and graphics Uit Code #: PT2M-60 Graphic Update Code #: TBD Acrylic Update Code #: TBD</p></div> | <div></div> <div><p>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</p></div> | | |
| DEPARTMENT STORE (NON-DIAMOND) | <div></div> <div><p>RE-NUTRIV (NON-DIAMOND) LTU (ULRY) Select Doors Updated graphics with new S.R.P Unit Code #: PT2N-60 Graphic Code #: G6BM-70</p></div> | <div></div> <div><p>RE-NUTRIV BRILLIANCE UNIT (ULRY) Select Doors Graphic update Unit Code #: PT2N-60 Graphic Code #: G97Z-70</p></div> | | |





Select Doors Only









All Doors

| | Currently on-counter | JUL | AUG | SEPT |
|-------------|--|--|-----|------|
| LAUNCH | <div></div> <div>IPAD/IMATCH TRENDING NOW UNIT SRP graphic update only Select Doors Unit Code #: PG5H-60 Graphic Update Code #: G6S6-70</div> | <div></div> <div>IPAD/IMATCH TRENDING NOW UNIT Update with new templates and graphics Select Doors Unit Code #: PG5H-60 Update Code #: G8TY-60</div> | | |
| IN-CASE | <div></div> <div>TURBO LASH IN-CASE GRAPHIC Select Doors GRAPHIC Code #: G1QA-70</div> | | | |
| LINE TESTER | <div></div> <div>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</div> <div></div> <div>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</div> <div></div> <div>COLOR HYBRID LTU - VER. 2 Boscov's, Independents, Blue Mercury, and Puerto Rico Doors Update with new drawer template and graphics Unit Code #: PG5G-60 Acrylic Update Code #: G49B-60 Graphic Update Code #: G6CQ-70</div> | <div></div> <div>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</div> <div></div> <div>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</div> <div></div> <div>COLOR HYBRID LTU - VER. 2 Boscov's, Independents, Blue Mercury, and Puerto Rico Doors Graphic update Unit Code #: PG5G-60 Graphic Update Code #: G98K-70</div> | | |

Select Doors Only

All Doors

| | Currently on-counter | JUL | AUG | SEPT |
|-------------|---|--|-----|---|
| LAUNCH | <div><div><p>DRAMMING UNIT New graphic updates on all panels All Doors Unit Code #: RYC5-60 GRAPHIC Update Code #: PNIP-70</p></div><div><p>DRAMMING PEDESTAL Foundation Panels Update Select Doors Pedestal Code #: P4EE-60 Pedestal Update Code #: PNIT-60</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> | <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> | | |
| IN-CASE | <div><div><p>(NEW COPY) DOUBLE WEAR RE- PROMOTE IN-CASE GRAPHIC GRAPHIC Code #: G6AS-70</p></div><div><p>FUTURIST SKINTINT IN-CASE GRAPHIC GRAPHIC Code #: G6B1-70</p></div></div> | <div><div><p>DOUBLE WEAR RE-PROMOTE IN-CASE GRAPHIC GRAPHIC Code #: G96S-70</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> | | <div><div><p>Select Doors Only</p></div><div><p>All Doors</p></div></div> |

| ESTÉE LAUDER | | North America Tester Cadence: Department Stores | | FRAGRANCE | | Fall 2024 | |
|-----------------|--|--|--|---|--|-----------|--|
| | Currently on-counter | JUL | AUG | SEPT-OCT | | | |
| AERIN | <div></div> <div>AERIN LINE FRAGRANCE UNIT Update with new Med Honey Tiare graphic Von Maur & Belk Doors Graphic Update Code #: G73S-70</div> | | <div></div> <div>AERIN LINE FRAGRANCE UNIT Update with new graphics and new product Amber Musk Santal with hard-on-counter date: 8/1 All Doors Except Macy's Graphic Update Code #: G73S-70</div> | <div></div> <div>AERIN LINE FRAGRANCE UNIT Update with new product Rose Cocoa with hard-on-counter date: 10/1 Macy's Exclusive</div> | | | |
| | | | | | | | |
| LINE TESTER | <div></div> <div>LUXURY FRAGRANCE LINE TESTER UNIT Select Doors Update with new limited life fragrance Unit Code #: G1RE-60 Puck Update Code #: G3PY-60 Graphic Update Code #: G4MN-70</div> | <div></div> <div>FRAGRANCE LINE TESTER Most Doors Update back riser and platform graphics Unit Code #: PG59-60 Update Code #: TBD</div> | <div></div> <div>FRAGRANCE LINE TESTER Most Doors Update back riser and platform graphic to Bronze Goddess Unit Code #: PG59-60 Update Code #: G9LJ-70</div> | | | | |
| | | | | | | | |
| IN-CASE & OTHER | <div></div> <div>LUXE FRAGRANCE IN-CASE PROP GRAPHIC GRAPHIC Code #: GT0M-70</div> | | | | | | |
| | <div></div> <div>BEAUTIFUL MAGNOLIA RE-PROMOTE IN-CASE PROP GRAPHIC GRAPHIC Code #: G6DA-70</div> | | | <div><div></div>Select Doors Only</div> <div><div></div>All Doors</div> | | | |

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)

HISTORY OF UPDATES

| | |
|----------|--|
| Jan '24 | Update with new ANR graphics and graphics with new S.R.P. (Graphic Update Code #: G7B0-70). |
| 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 #: G982-70). |
| 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).

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)



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

RE-NUTRIV LINE TESTER

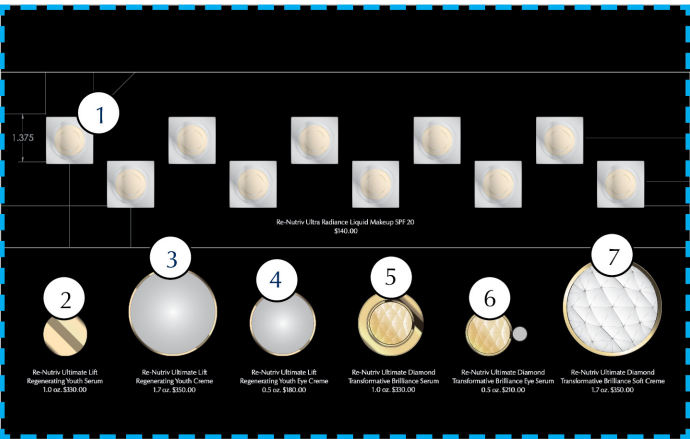
Non-Diamond Department Stores
July Update

HISTORY OF UPDATES

| | |
|---------|-------------------------------------|
| Jan '23 | Update with new graphics (G5LJ-70). |
| Jan '24 | Update with new graphics (G6BM-70). |
| Jul '24 | Update with new graphics (G97Z-70). |



TOP VIEW



- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS

Line Tester (Use saleable products except where indicated.)

- Re-Nutriv Ultra Radiance Liquid Makeup SPF 20 1 oz, (10)
- Re-Nutriv Ultimate Lift Regenerating Youth Serum 1 oz, (1)
- Re-Nutriv Ultimate Lift Regenerating Youth Creme 1.7 oz, (1)
- Re-Nutriv Ultimate Lift Regenerating Youth Eye Creme 0.5 oz, (1)
- Re-Nutriv Brilliance Serum 1 oz, (1)
- Re-Nutriv Ultimate Diamond Eye Serum 0.5 oz, with applicator (1)
- Re-Nutriv Ultimate Diamond Brilliance Creme 1.7 oz, (1)



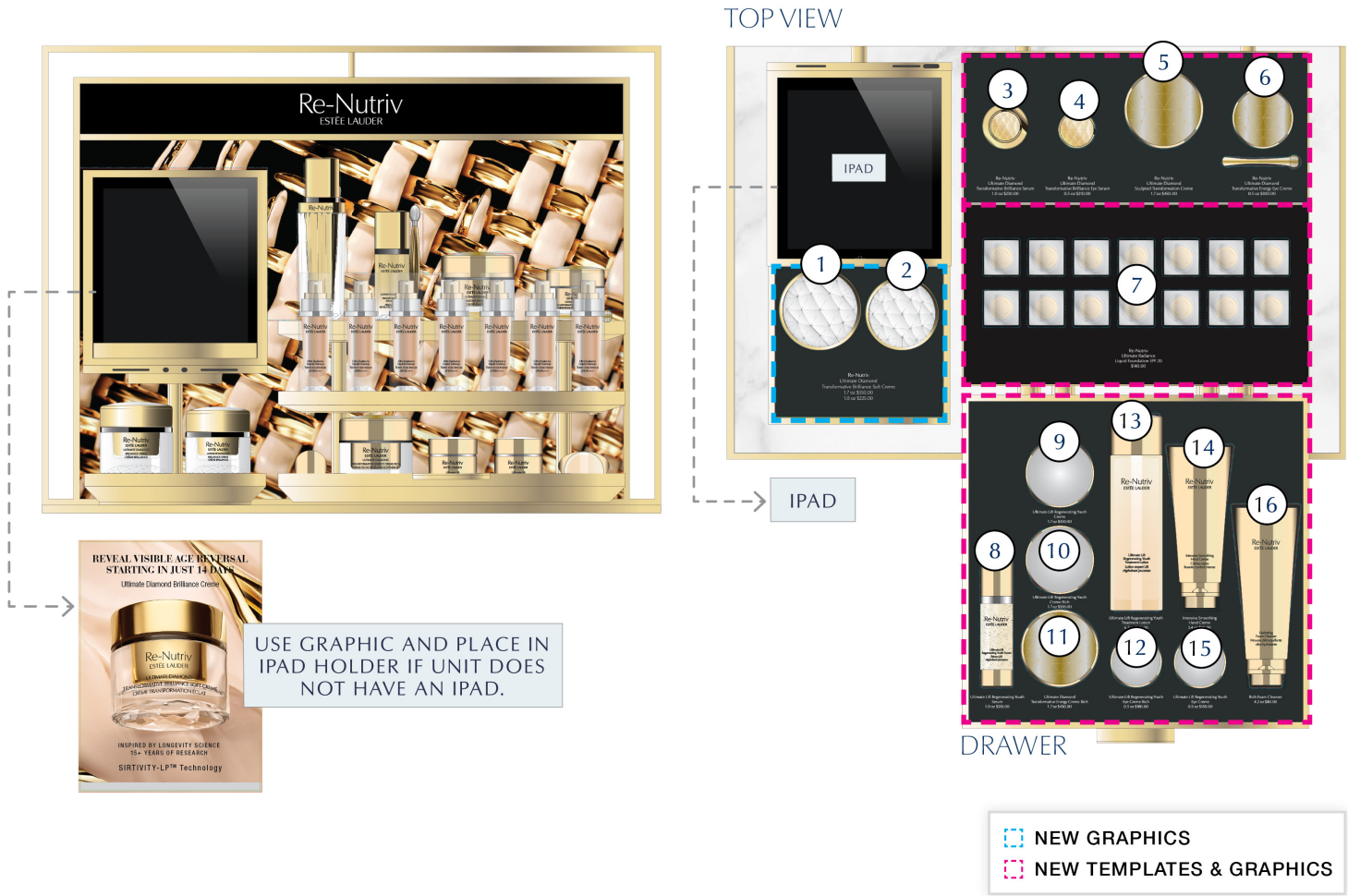
NIGHTTIME TESTER MAINTENANCE/
CLEANING RITUAL
To clean, use a soft dry cloth.
Never use sprays of any kind to
clean unit.

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.)

- Re-Nutriv Ultimate Diamond Brilliance Creme 1.7 oz, (1)
- Re-Nutriv Ultimate Diamond Brilliance Creme, 1.0 oz, (1)
- Re-Nutriv Brilliance Serum 1 oz, (1)
- Re-Nutriv Ultimate Diamond Eye Serum 0.5 oz, with applicator (1)
- Re-Nutriv Ultimate Diamond Sculpted Transformation Creme 1.7 oz, (1)
- Re-Nutriv Ultimate Diamond Transformative Energy Eye Creme 0.5 oz, with applicator (1)
- Re-Nutriv Ultra Radiance Liquid Makeup SPF 20 1 oz, (14)
- Re-Nutriv Ultimate Lift Regenerating Youth Serum 1 oz, (1)
- Re-Nutriv Ultimate Lift Regenerating Youth Creme 1.7 oz, (1)
- Re-Nutriv Ultimate Lift Regenerating Youth Creme Rich 1.7 oz, (1)
- Re-Nutriv Ultimate Diamond Transformative Energy Creme Rich 1.7 oz, (1)
- Re-Nutriv Ultimate Lift Regenerating Youth Eye Creme Rich 0.5 oz, (1)
- Re-Nutriv Ultimate Lift Regenerating Youth Treatment Lotion 6.7 oz, (1)
- Re-Nutriv Intensive Smoothing Hand Creme 3.4 oz, (1)
- Re-Nutriv Ultimate Lift Regenerating Youth Eye Creme 0.5 oz, (1)
- Re-Nutriv Rich Foaming Cleanser 4.2 oz, (1)

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

1. Pure Color Explicit Slick Shine Lipstick (6)

2. **New Pure Color Explicit Silk Matte Lipstick (6)**

3. Pure Color Whipped Matte (10)

4. Pure Color Lipstick (40)

5. Pure Color Revitalizing Crystal Balms (6)

6. Pure Color Envy Luxe Eyeshadow Quads (6) (in godets)

7. Pure Color Envy Luxe Eyeshadow Quads (1) (in primary)

8. Turbo Lash Night Revitalizing Serum Lash + Brow (1)

9. Turbo Lash High Powered Volume + Length Mascara (1)

10. BrowPerfect 3D All-In-One Styler (2)

11. Pure Color Envy Sculpting Blush (1) (in primary)

12. Pure Color Envy Sculpting Blush (6) (in godets)

13. Bronze Goddess Matte and Glow Bronzing Trio (1) (in primary packaging)

14. Bronze Goddess Powder Bronzer (4) (in godets)

15. Bronze Goddess Healthy Glow Bronzer (1) (in primary packaging)

16. Bronze Goddess Healthy Glow Bronzer (1)(in godet)

17. Bronze Goddess Highlighting Powder Gelée (1) (in godet)

18. Pure Color Lipstick (16)

19. **New Pure Color Explicit Silk Matte Lipstick (6)**

20. Pure Color Explicit Slick Shine Lipstick (6)

21. Double Wear 24H Stay-in-Place Lip Liner (12)

22. Pure Color Envy Color Replenish Lip Balm (1)

23. Pure Color Envy Lip Volumizer (1)

24. Pure Color Envy Lip Repair Potion (1)

25. Pure Color Envy Nighttime Rescue Lip Oil-Serum (1)

26. Bronze Goddess Highlighting Powder Gelée (2) (in godet)

27. Pure Color Envy Sculpting Blush (2) (in godets)

28. Double Wear Stay-In-Place Eye Pencil (10)

29. BrowPerfect 3D All-In-One Styler (8)

30. Kajal Eyeliner (4)



31. Little Black Liner (1)

32. Sumptuous Extreme Lash Multiplying Volume Mascara (1)

33. Sumptuous Extreme Waterproof (1)

34. Double Wear Zero-Smudge Lengthening Mascara (1)

35. 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

1. Pure Color Explicit Slick Shine Lipstick (6)

2. **New Pure Color Explicit Silk Matte Lipstick (6)**

3. Pure Color Lipsticks (36)

4. Pure Color Revitalizing Crystal Balms (6)

5. Pure Color Envy Luxe Eyeshadow Quads (6) (in godets)

6. Pure Color Envy Luxe Eyeshadow Quads (1) (in primary)

7. Turbo Lash Night Revitalizing Serum Lash + Brow (1)

8. Turbo Lash High Powered Volume + Length Mascara (1)

9. BrowPerfect 3D All-In-One Styler (2)

10. Pure Color Envy Sculpting Blush (1) (in primary)

11. Pure Color Envy Sculpting Blush (6) (in godets)

12. Bronze Goddess Matte and Glow Bronzing Trio (1) (in primary packaging)

13. Bronze Goddess Powder Bronzer (4) (in godets)

14. Bronze Goddess Healthy Glow Bronzer (1) (in primary packaging)

15. Bronze Goddess Healthy Glow Bronzer (1)(in godet)

16. Bronze Goddess Highlighting Powder Gelée (1) (in godet)

17. **New Pure Color Explicit Silk Matte Lipstick (6)**

18. Pure Color Explicit Slick Shine Lipstick (6)

19. Pure Color Envy Sculpting Blush (2) (in godets)

20. Pure Color Envy Color Replenish Lip Balm (1)

21. Pure Color Envy Lip Volumizer (1)

22. Pure Color Envy Lip Repair Potion (1)

23. Pure Color Envy Nighttime Rescue Lip Oil-Serum (1)

24. Bronze Goddess Highlighting Powder Gelée (2) (in godet)

25. Double Wear 24H Stay-in-Place Lip Liner (12)

26. BrowPerfect 3D All-In-One Styler (8)

27. Double Wear Stay-In-Place Eye Pencil (10)

28. Double Wear Infinite Waterproof Eyeliner (8)

29. Little Black Liner (1)

30. Kajal Eyeliner (4)

31. Sumptuous Extreme Lash Multiplying Volume Mascara (1)

32. Sumptuous Extreme Waterproof (1)

33. Double Wear Zero-Smudge Lengthening Mascara (1)

34. Little Black Primer (1)

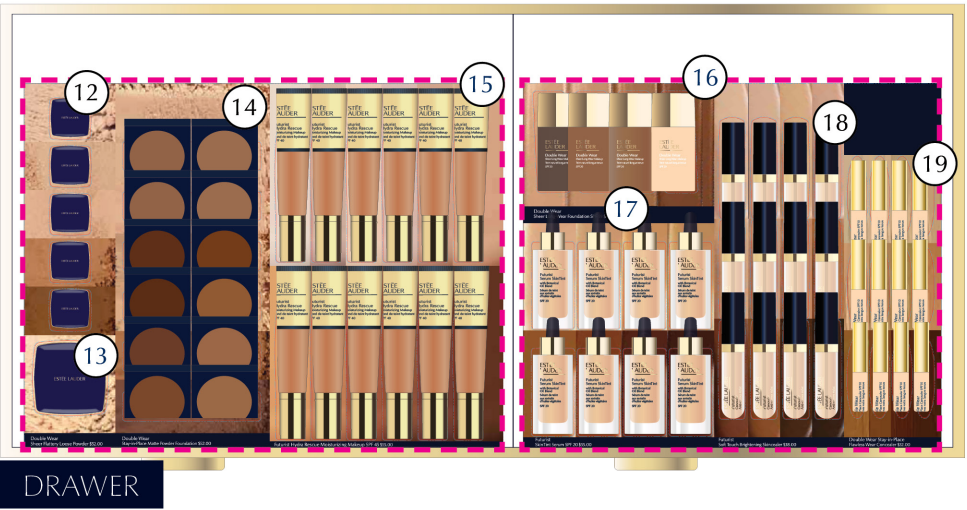
FOUNDATION LINE TESTER

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). |

SEE PAGE 106 FOR TESTER PRE-PACK CODES.



Product List

1. Double Wear Stay-In-Place Makeup (42)

2. Double Wear Sheer Longwear Makeup (1)

3. Double Wear Matte Powder (1)

4. Double Wear Stay-In-Place Makeup (1)

5. Futurist SkinTint Serum (1)

6. Futurist Hydra Rescue Moisturizing Makeup SPF 45 (16)

7. Double Wear Smooth and Blur Primer (1)

8. Futurist Aqua Brilliance Watery Glow Primer (1)

9. Futurist Peptide-Power Serum Primer (1)

10. Futurist SkinTint Serum (9)
11. Futurist Soft Touch Brightening Concealer (12)

12. Double Wear Sheer Flattery Loose Powder in Shaker Godets (5)

13. Double Wear Sheer Flattery Loose Powder (1)

14. Double Wear Stay-in-Place Matte Powder (12)

15. Futurist Hydra Rescue Moisturizing Makeup SPF 45 (12)

16. Double Wear Sheer Longwear Makeup (4)

17. Futurist SkinTint Serum (8)

18. Futurist Soft Touch Brightening Concealer (12)

19. Double Wear Stay-in-Place Flawless Wear Concealer (12)

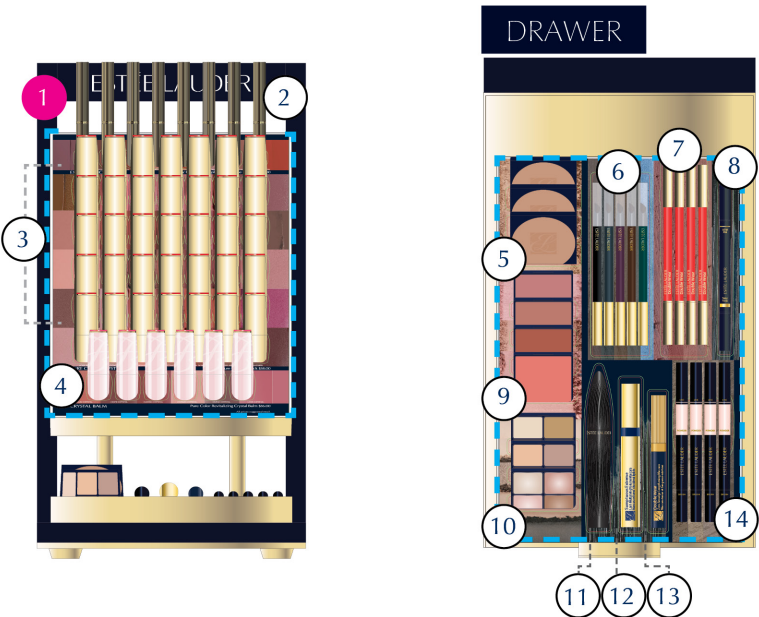
NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

COLOR HYBRID UNIT V.2

July Update

HISTORY OF UPDATES

| | |
|---------|--|
| Jan '24 | Update with new top template and all new graphics (Acrylic Update Code #: G49B-60) (Graphic Update Code #: G6CQ-70). |
| Jul '24 | Update with new graphics and new lipsticks (G98K-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 Lipstick (35)
4. Pure Color Crystal Lip Balm (6)

Drawer

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

Unit Code #:

AERIN

August Update

ALL DOORS WITH AERIN EXCEPT MACY’S AND SPECIALTY DOORS
(BLOOMINGDALES, NEIMAN’S, SAKS, AND NORDSTROM)

HISTORY OF UPDATES

| | |
|---------|---|
| Aug '23 | Update to add new Rose de Grasse Rouge on the “New and Best Sellers” 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 on unit and new graphics shelf graphics. |

Unit Code #:

AERIN

October Update

MACY’S EXCLUSIVE (MACY’S DOORS ONLY)

HISTORY OF UPDATES

| | |
|---------|---|
| 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 on unit. |
| Oct '24 | Update to place new product assortment on unit. |

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. Lilac Path 1.7oz
10. Hibiscus Palm 1.7oz
11. Cedar Violet 1.7oz
12. Amber Musk 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.

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 Rose Cocoa 1.7 oz
5. Amber Musk Santal 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

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

NOTES:

- New Rose Cocoa has a hard on-counter date of 10/1. Do not place on unit until 10/1.
- Only 1.7oz bottles should be merchandised except Pour Fille 1.0oz
- All bottles should be merchandized with the cap on.

LUXURY FRAGRANCE LINE TESTER UNIT

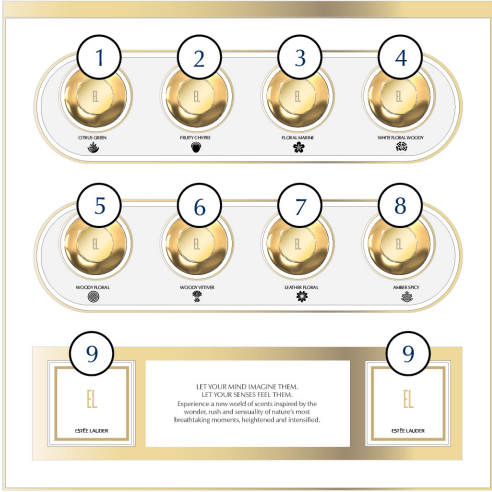
No Fall '24 Update

HISTORY OF UPDATES

| | |
|---------|--|
| Oct '21 | Install new unit. |
| Nov '22 | Puck update to add new Oasis Dawn fragrance (Puck update: G3PY- 60 Graphic update: G4MN-70). |
| Jan '23 | Remove and discard puck for Oasis Dawn. |

HISTORY OF UPDATES

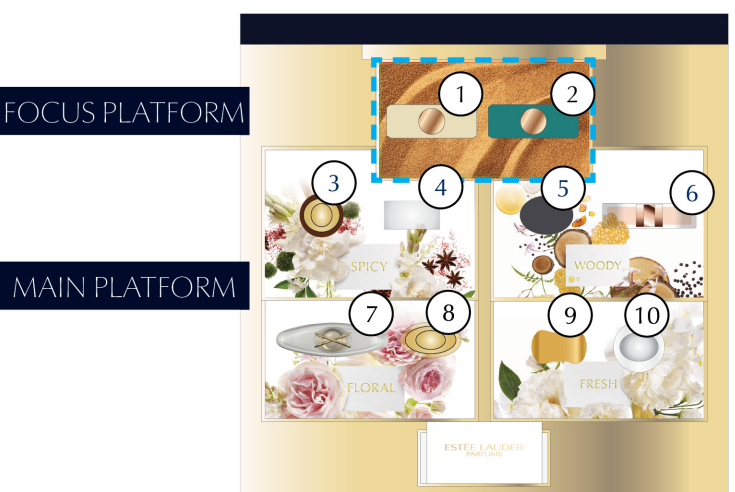
| | |
|---------|---|
| Aug '23 | Update with new back riser graphic (TBD). |
| Feb '24 | Update with new back riser and platform graphic (TBD). |
| Jul '24 | Update with new backriser and top platform graphic (G9LJ-70). |



TOP VIEW

FRAGRANCE LINE TESTER UNIT

July Update



FOCUS PLATFORM

MAIN PLATFORM

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

Product List

1. Tender Light Eau de Parfum, 3.4 oz
2. Sensuous Stars Eau de Parfum, 3.4oz
3. Dream Dusk Eau de Parfum, 3.4 oz
4. Radiant Mirage Eau de Parfum, 3.4 oz
5. Desert Eden Eau de Parfum, 3.4 oz
6. Blushing Sands Eau de Parfum, 3.4 oz
7. Paradise Moon Eau de Parfum, 3.4 oz
8. Infinite Sky Eau de Parfum, 3.4 oz
9. Luxe Fragrance Blotter Cards

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

Product List

Focus Platform

1. Bronze Goddess Eau Fraîche Skinscent, 3.4 oz
2. Bronze Goddess Nuit Eau de Parfum, 3.4 oz

Main Platform (Preferred Line-up)

3. Youth Dew Eau de Parfum Spray, 2.25 oz
4. Cinnabar Eau de Parfum Spray, 1.7 oz
5. Knowing Eau de Parfum Spray, 1.7 oz
6. Estée Lauder Sensuous Eau de Parfum Spray, 3.4 oz
7. Beautiful Magnolia L'eau Eau de Toilette, 3.4 oz
8. Beautiful Eau de Parfum, 3.4 oz
9. White Linen Eau de Parfum, 2.0 oz
10. Pleasures Eau de Parfum, 3.4 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

- Cinnabar
- Spellbound
- Tuscany Per Donna
- Youth Dew

WOODY

- 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 (#10) (Mandatory)
- White Linen (#9) (Mandatory)

OTHER OPTIONS IF YOU ARE OUT OF STOCK ON THE ABOVE

- Aliage
- Azuree



NIGHTTIME TESTER MAINTENANCE/ CLEANING RITUAL

To clean, use a soft dry cloth.

Never use sprays of any kind to clean unit.

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. (Update Code #: G8RR-60) |



DRAWER



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 exisiting Supreme+ Night**

Drawer

- Advanced Night Cleansing Gelée (3.4 oz)
- Advanced Night Repair Rescue Solution with Bifidus Ferment (0.68 oz)
- Advanced Night Repair Supercharged Gel-Creme Synchronized Multi-Recovery (0.5 oz)
- New Advance Night Repair Overnight Treatment (2.3 oz)**

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



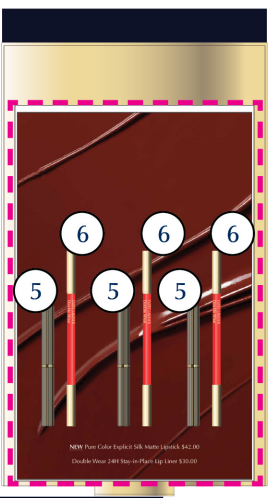
NIGHTTIME TESTER MAINTENANCE/
CLEANING RITUAL

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 #: G6SS-70). |
| Jul '24 | Update with new templates and graphic. (Acrylic Update Code #: G8TZ-60) (Graphic Update Code #: G9FM-70). |



DRAWER

Product List

Main Platform

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

Drawer

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

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

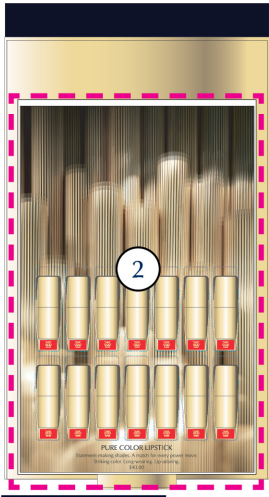
TRENDING NOW

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

- iPad with YouCam

Drawer

- Pure Color Lipstick (14)

- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS



DRAMMING UNIT & DRAMMING PEDESTAL

No Fall '24 Update

HISTORY OF UPDATES

| | |
|---------|---|
| 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 (Dramming Unit Graphics: G56B-70 Dramming Tower Magnetic Graphics: G56D-70). |



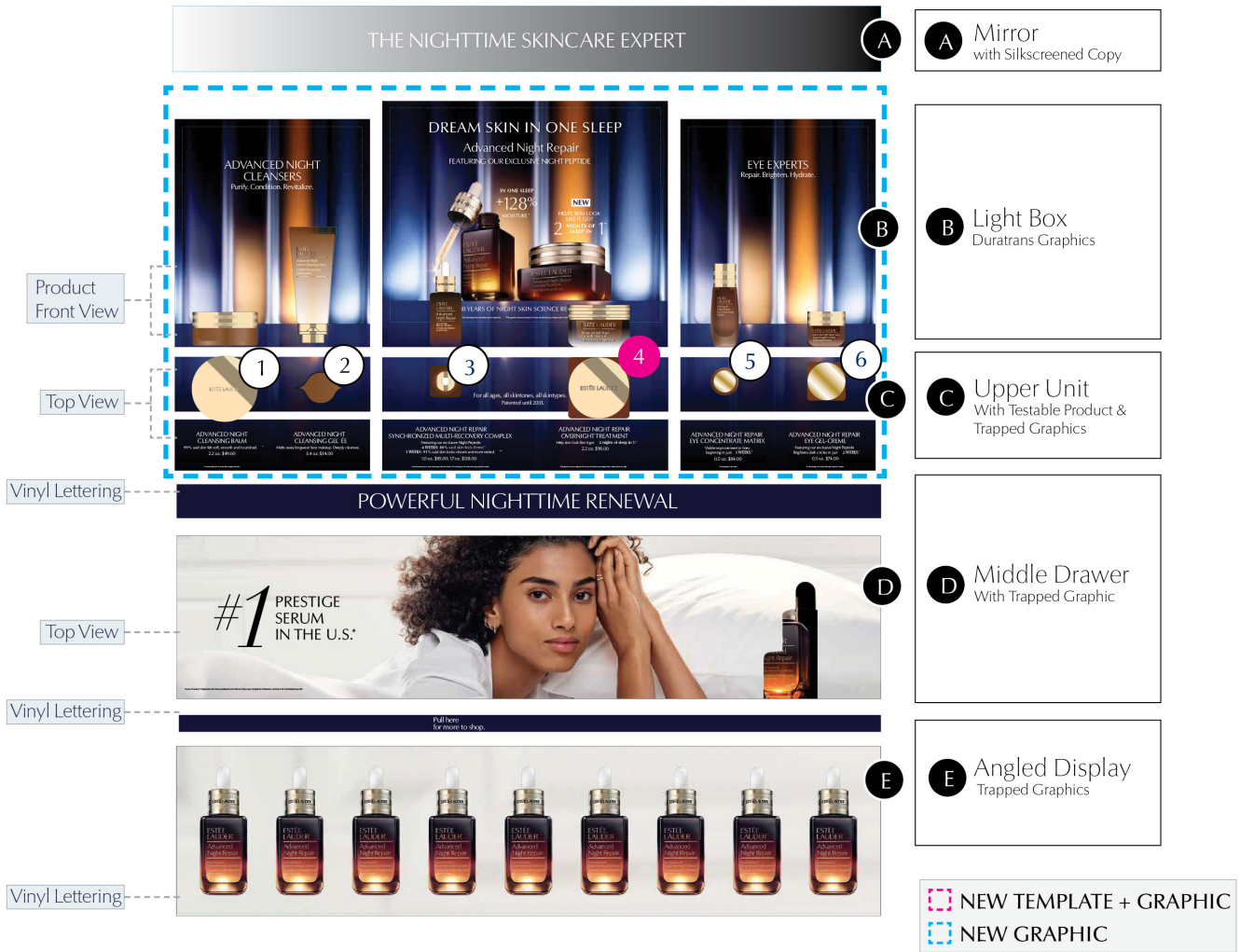
All graphics are FPO.

OPEN SELL/ MSNA VM UNITS

ANR DISTORTION TABLE (LARGE)
July Update

HISTORY OF UPDATES

| | |
|---------|---|
| Jul '23 | Update with new graphics (G15D-70). |
| Jan '24 | Update with all new graphics (G6BG-70). |
| Jul '24 | Update with new graphics (TBD). |

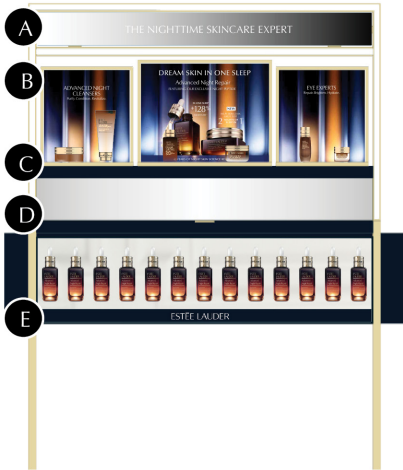


Product List

C. Upper Unit (Testable product marked out of saleable stock)

- Advanced Night Cleansing Balm (2.2 oz)
- Advanced Night Cleansing Gelée (3.4 oz)
- Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery Complex, 0.5 (l)
- New Advanced Night Repair Overnight Treatment (2.2 oz)
- Advanced Night Repair Eye Supercharged Complex, 0.5 oz (l)
- Advanced Night Repair Synchronized Multi-Recovery Complex, 1.7 oz (3)

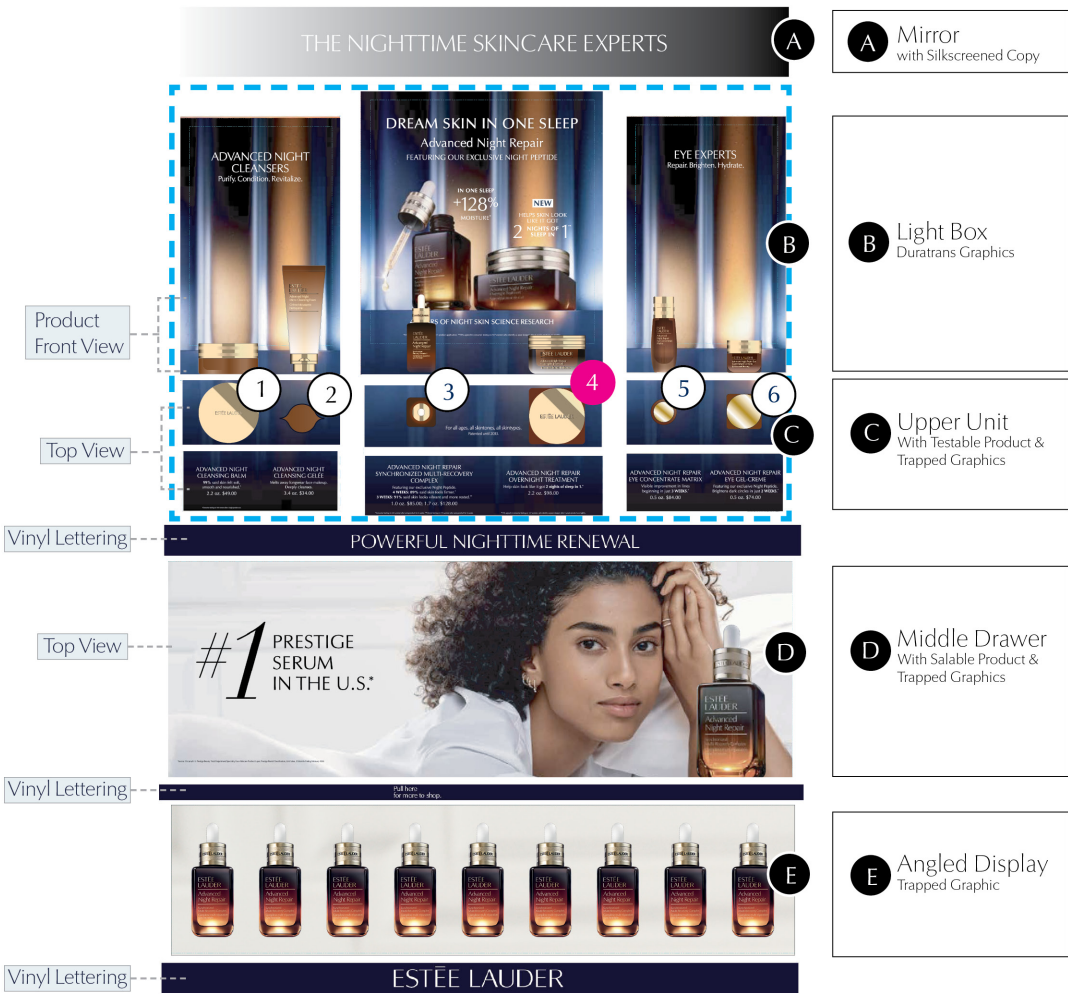
D. Middle Drawer: Place saleable boxes (secondary packaging) in drawer.



ANR DISTORTION TABLE
(MEDIUM)
July Update

HISTORY OF UPDATES

| | |
|---------|---|
| Jul '23 | Update with new graphics (G15I-70) Medium Half (G15B-70). |
| Jan '24 | Update with all new graphics (G6BE-70) Medium Half (G6BF-70). |
| Jul '24 | Update with new graphics (TBD). |



Product List

C . Upper Unit (Testable product marked out of saleable stock)

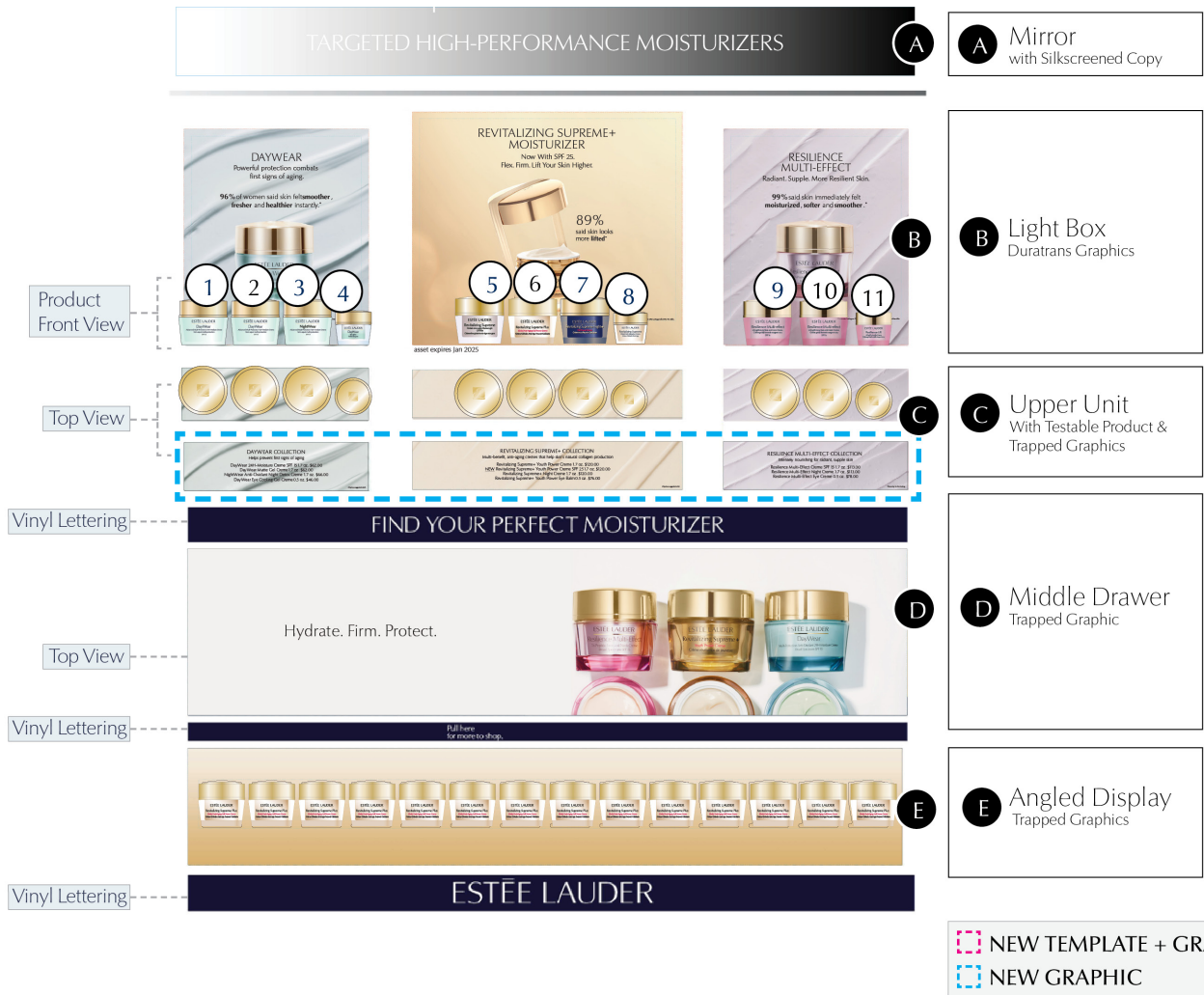
- Advanced Night Cleansing Balm (2.2 oz)
- Advanced Night Cleansing Gelée (3.4 oz)
- Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery Complex, 0.5 (l)
- New Advanced Night Repair Overnight Treatment (2.2 oz)
- Advanced Night Repair Eye Supercharged Complex, 0.5 oz (l)
- Advanced Night Repair Synchronized Multi-Recovery Complex, 1.7 oz (3)

D. Middle Drawer: Place saleable boxes (secondary packaging) in drawer.

MOISTURIZERS DISTORTION TABLE (LARGE) July Update

HISTORY OF UPDATES

| | |
|---------|-------------------------------------|
| Jul '23 | Update with new graphics (G14U-70). |
| Jan '24 | Update with new graphics (G6BH-70). |
| Jul '24 | Update with new graphics (TBD). |



Product List

Upper Unit (Testable product marked out of saleable stock)

1. DayWear 24H-Moisture Creme SPF 15, 1.7 oz (1)
2. DayWear Matte Gel Creme, 1.7 oz (1)
3. NightWear Anti-Oxidant Night Detox Creme, 1.7 oz (1)
4. DayWear Eye Cooling Gel Creme, 0.5 (1)
5. Revitalizing Supreme+ Creme, 1.7 oz. (saleable)
6. Revitalizing Supreme+ Youth Power Creme SPF 25 1.7 oz
7. Revitalizing Supreme+ Night Creme, 1.7 oz. (saleable)
8. Revitalizing Supreme+ Eye Balm, 0.5 oz. (saleable)
9. Resilience Multi-Effect Creme SPF 15, 1.7 oz. (1)
10. Resilience Multi-Effect Night Creme SPF 15, 1.7 oz. (1)
11. Resilience Multi-Effect Eye Creme, 0.5 oz. (1)

Angled Display

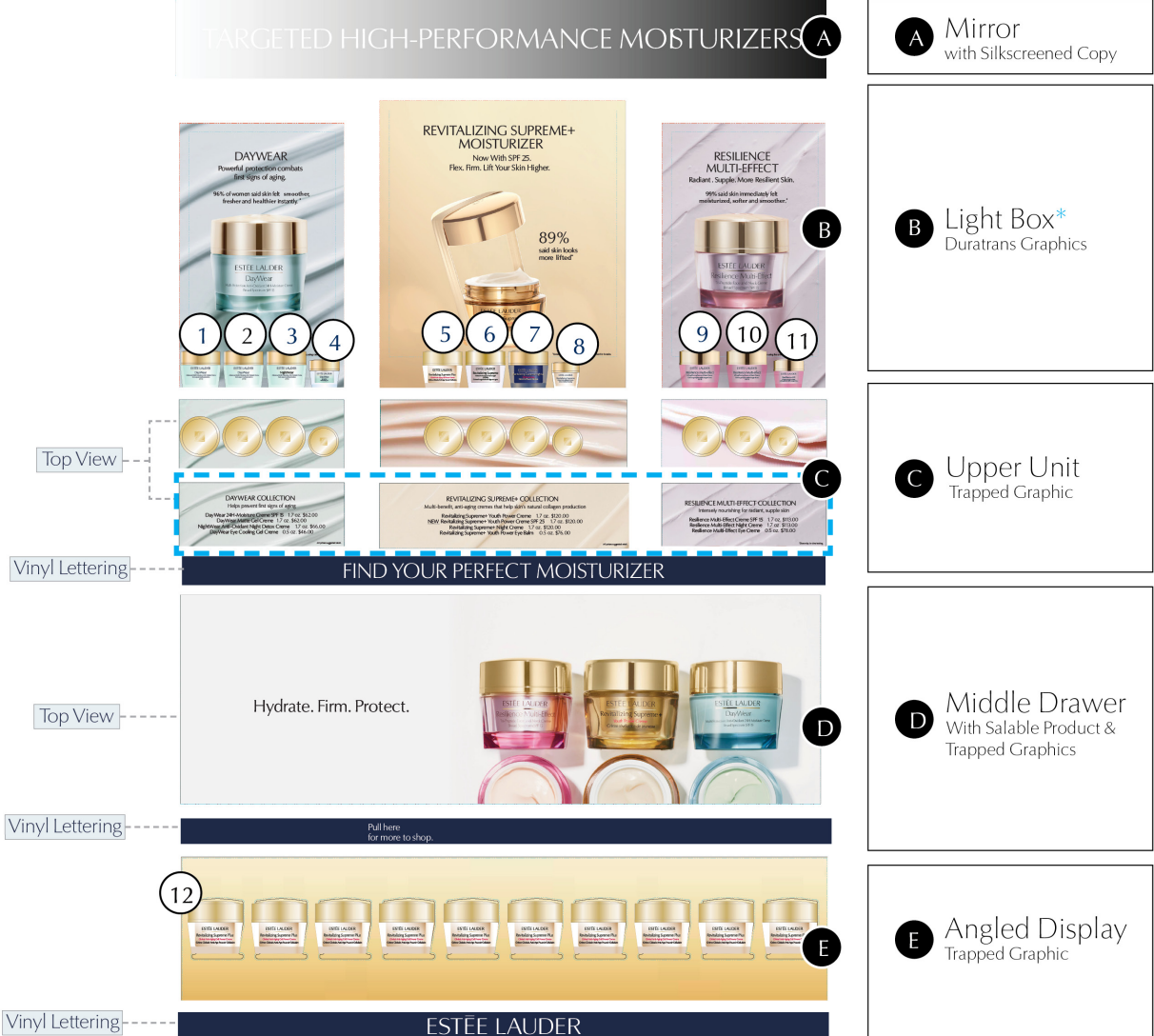
12. Moisturizers (14)



MOISTURIZERS DISTORTION TABLE (MEDIUM) July Update

HISTORY OF UPDATES

| | |
|---------|--|
| Jan '24 | Update with new graphics (Medium: G6BJ-70 Medium Half: G6BK-70). |
| Jul '24 | Update with new graphics (Medium: TBD Medium Half: TBD). |



Product List

Upper Unit (Testable product marked out of saleable stock)

1. DayWear 24H-Moisture Creme SPF 15, 1.7 oz (1)
2. DayWear Matte Gel Creme, 1.7 oz (1)
3. NightWear Anti-Oxidant Night Detox Creme, 1.7 oz (1)
4. DayWear Eye Cooling Gel Creme, 0.5 (1)
5. Revitalizing Supreme+ Youth Power Creme, 1.7 oz. (saleable)
6. Revitalizing Supreme+ Youth Power Creme SPF 25 1.7 oz
7. Revitalizing Supreme+ Night Creme, 1.7 oz. (saleable)
8. Revitalizing Supreme+ Eye Balm, 0.5 oz. (saleable)
9. Resilience Multi-Effect Creme SPF 15, 1.7 oz. (1)
10. Resilience Multi-Effect Night Creme SPF 15, 1.7 oz. (1)
11. Resilience Multi-Effect Eye Creme, 0.5 oz. (1)

Angled Display

12. Moisturizers (10)

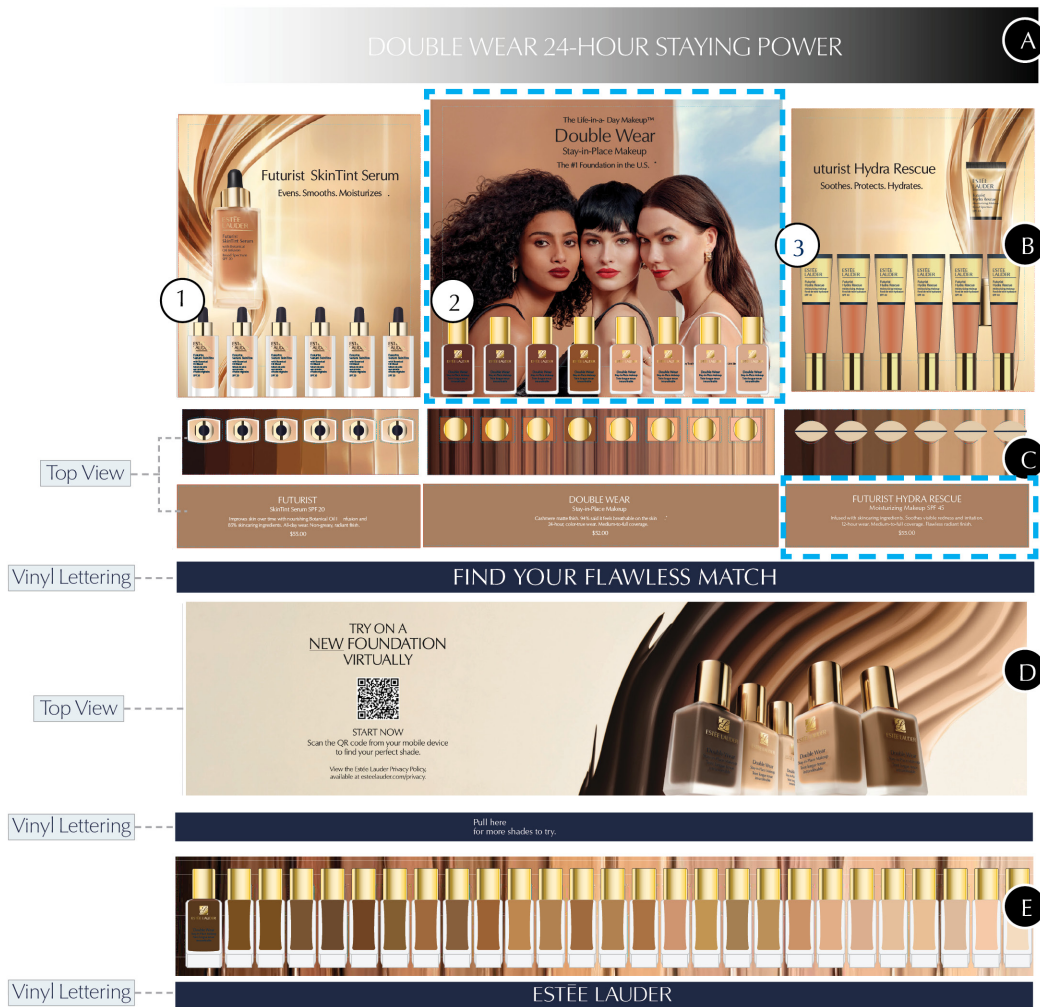
GRAPHICS BELOW ARE FOR MEDIUM HALF TABLES



DOUBLE WEAR
DISTORTION TABLE (LARGE)
July Update

HISTORY OF UPDATES

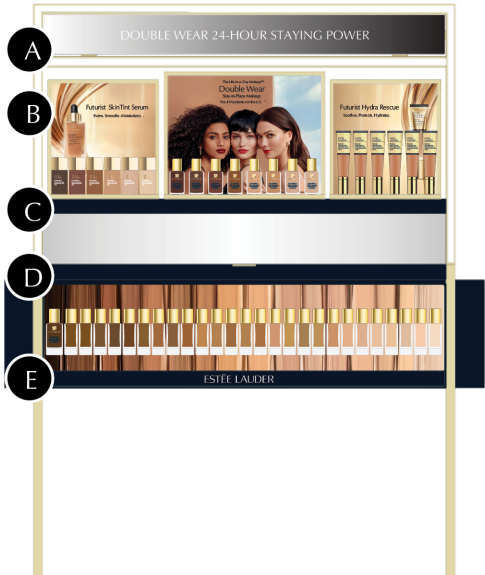
| | |
|---------|-------------------------------------|
| Oct '23 | Update with new graphics (G889-60). |
| Jan '24 | Update with new graphics (G6SA-70). |
| Jul '24 | Update with new graphics (G9CK-70). |



Product List (Testable product marked out of saleable stock)

Upper Unit

1. Futurist SkinTint Serum (6)
2. Double Wear Stay-In-Place Foundation (8)
3. Futurist Hydra Rescue Moisturizing Makeup SPF 45 (6)



DOUBLE WEAR
DISTORTION TABLE (MEDIUM)
July Update

HISTORY OF UPDATES

| | |
|---------|--|
| Oct '23 | Update with new graphics (Medium: G88A-60 Medium Half: G88C-60). |
| Jan '24 | Update with new graphics (Medium: G6SB-70 Medium Half: G6SC-70). |
| Jul '24 | Update with new graphics (Medium: G9CM-70 Medium Half: G9CL-70). |

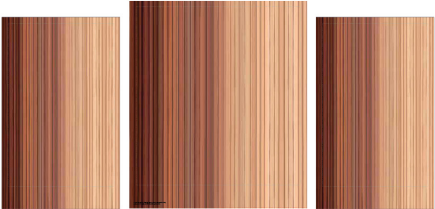


Product List (Testable product marked out of saleable stock)

Upper Unit

1. Futurist SkinTint Serum (6)
2. Double Wear Stay-In-Place Foundation (5)
3. Futurist Hydra Rescue Moisturizing Makeup SPF 45 (5)

GRAPHICS BELOW ARE FOR MEDIUM HALF TABLES



NEW TEMPLATE + GRAPHIC
NEW GRAPHIC

LIP DISTORTION TABLE (LARGE)
July Update

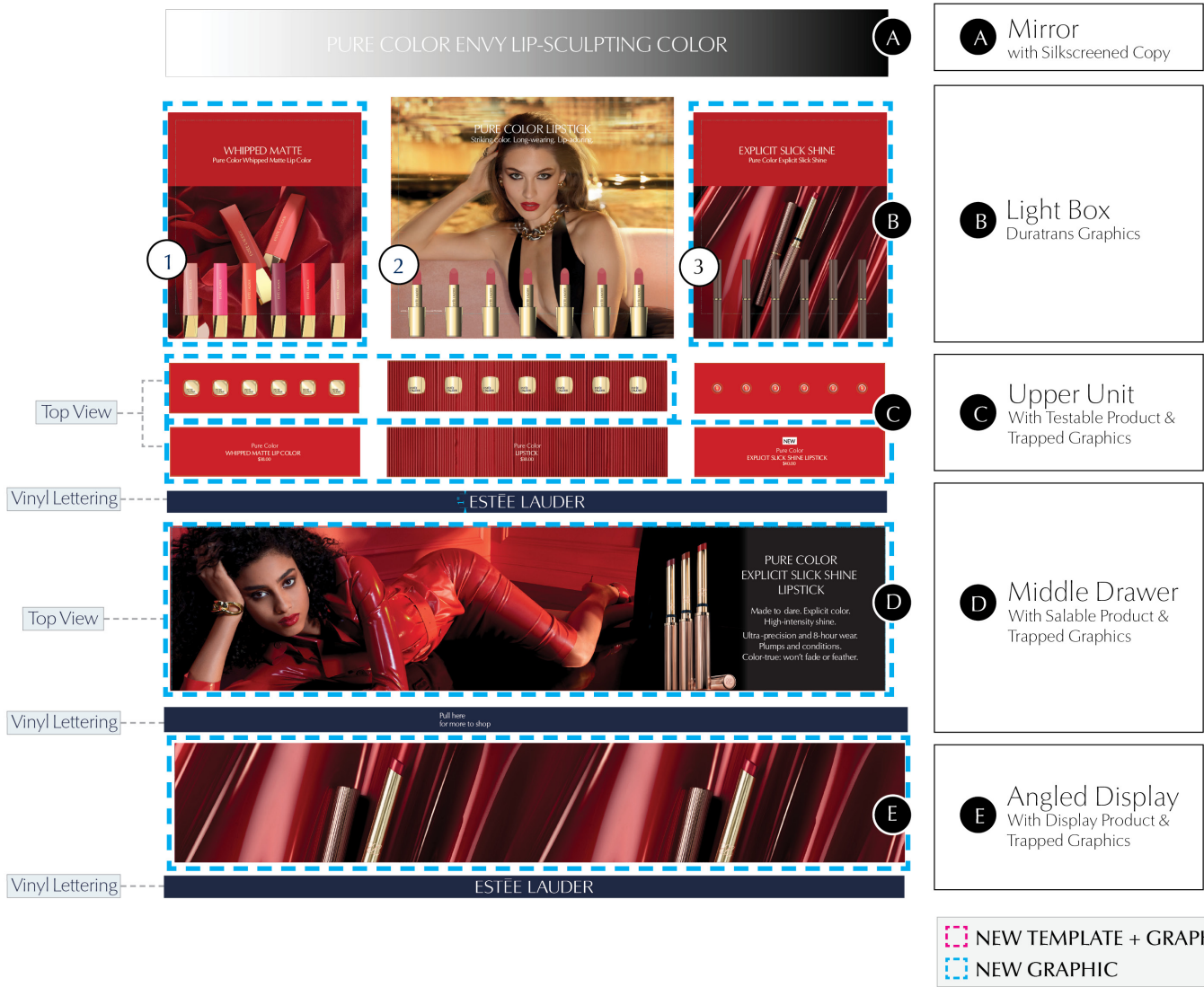
HISTORY OF UPDATES

Feb '24

Update with new graphics and templates (Acrylic Update Code #: G6SH-60) | (Graphic Update Code #: G6S7-70).

Jul '24

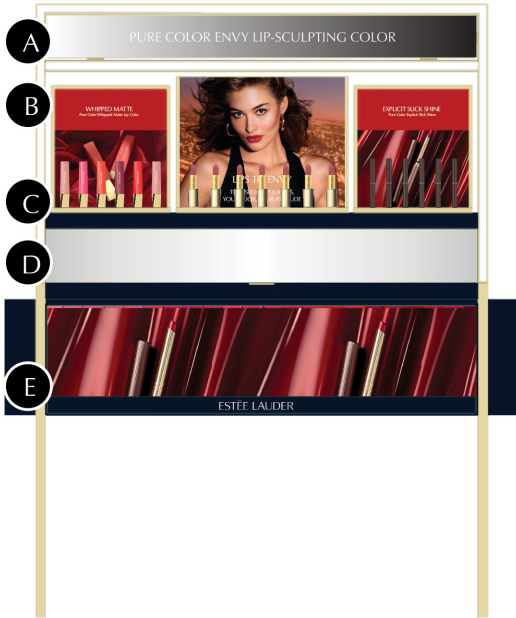
Update with new graphics (G9CN-70).



Product List (Testable product marked out of saleable stock)

Upper Unit

- 1. Pure Color Lip Mousse (6)
- 2. Pure Color Envy Sculpting Lipstick (7)
- 3. Pure Color Explicit Slick Shine Lipstick (6)



LIP DISTORTION TABLE (MEDIUM)
July Update

HISTORY OF UPDATES

Feb '24

Update with new graphics and templates (Med Acrylic Update Code #: G6SJ-60) | (Med Graphic Update Code #: G6S8-70 | Med Half Acrylic Update Code #: G6SK-60) | (Med Half Graphic Update Code #: G6S9-70).

Jul '24

Update with new graphics (Medium: G9CQ-70 | Medium Half: G9CP-70).



Product List (Testable product marked out of saleable stock)

Upper Unit

- 1. Pure Color Lip Mousse (5)
- 2. Pure Color Envy Sculpting Lipstick (7)
- 3. Pure Color Explicit Slick Shine Lipstick (6)

GRAPHICS BELOW ARE FOR MEDIUM HALF TABLES



NEW TEMPLATE + GRAPHIC (dashed red box)
NEW GRAPHIC (dashed blue box)

ADVANCED NIGHT REPAIR
Skincare Lit Angled Unit
July Update

| HISTORY OF UPDATES | |
|--------------------|-------------------------------------|
| Jul '23 | Update with new graphics (G14S-70). |
| Jan '24 | Update with new graphics (G6BP-70). |
| Jul '24 | Update with new graphics (G9CZ-70). |

NEW TEMPLATE

NEW GRAPHIC



UNIT BASE

Product List

Advanced Night Repair Unit

1. Advanced Night Repair Eye Gel-Creme, 0.5 oz (1)
2. Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery Complex, 0.5 (1)
3. Advanced Night Repair Synchronized Multi-Recovery Complex, 1.7 oz (1)
4. Advanced Night Repair Rescue Solution with Bifidus Fermet, 0.68 oz (1)
5. New Advanced Night Repair Overnight Treatment (2.2 oz)

Doors who have Skincare Lit Angled Units, place units in the following order from left to right:

1. Advanced Night Repair
2. Perfectionist Pro
3. Supreme+ Moisturizer
4. DayWear & Resilience Moisturizers
5. Micro Essence



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

PERFECTIONIST PRO
Skincare Lit Angled Unit
July Update

| HISTORY OF UPDATES | |
|--------------------|-------------------------------------|
| Jul '23 | Update with new graphics (G14S-70). |
| Jan '24 | Update with new graphics (G6BP-70). |
| Jul '24 | Update with new graphics (G9CZ-70). |

NEW TEMPLATE

NEW GRAPHIC



UNIT BASE

Product List

Perfectionist Pro Unit

1. Perfectionist Pro Rapid Brightening Treatment (1.7 oz)
2. Perfectionist Pro Rapid Firm + Lift Treatment (1.7 oz)
3. Perfectionist Pro Multi-Zone Wrinkle Concentrate (0.85 oz)
4. Perfectionist Pro Multi-Defense Aqua UV Gel SPF 50 (1.0 oz)

Doors who have Skincare Lit Angled Units, place units in the following order from left to right:

1. Advanced Night Repair
2. Perfectionist Pro
3. Supreme+ Moisturizer
4. DayWear & Resilience Moisturizers
5. Micro Essence



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

SUPREME+ MOISTURIZER
Skincare Lit Angled Unit
July Update

HISTORY OF UPDATES

| | |
|---------|-------------------------------------|
| Jul '23 | Update with new graphics (G14S-70). |
| Jan '24 | Update with new graphics (G6BP-70). |
| Jul '24 | Update with new graphics (G9CZ-70). |

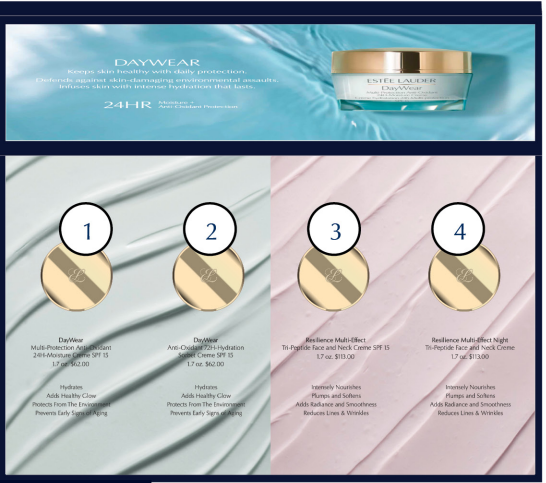


UNIT BASE

DAYWEAR AND
RESILIENCE MOISTURIZER
Skincare Lit Angled Unit
No Fall Update

HISTORY OF UPDATES

| | |
|---------|-------------------------------------|
| Jul '23 | Update with new graphics (G14S-70). |
| Jan '24 | Update with new graphics (G6BP-70). |



UNIT BASE

Product List

Supreme+ Moisturizer

1. Revitalizing Supreme+ Youth Power Creme (1.7 oz)
2. Revitalizing Supreme+ Youth Power Creme SPF 25 (1.7 oz)
3. Revitalizing Supreme+ Night Intensive Restorative Creme (1.7 oz)
4. Revitalizing Supreme+ Power Soft Milky Lotion (3.4 oz)
5. Revitalizing Supreme+ Youth Power Eye Balm (0.5 oz)

Product List

Daywear and Resilience Moisturizer

1. Daywear Multi-Protection Anti-Oxidant 24H-Moisture Creme SPF 15 (1.7oz)
2. Daywear Anti-Oxidant 72H Hydration Sorbet Creme SPF 15 (1.7 oz)
3. Resilience Multi-Effect Face and Neck Creme SPF 15 (1.7 oz)
4. Resilience Multi-Effect Night Creme (1.7 oz)

Doors who have Skincare Lit Angled Units, place units in the following order from left to right:

1. Advanced Night Repair
2. Perfectionist Pro
3. Supreme+ Moisturizer
4. DayWear & Resilience Moisturizers
5. Micro Essence



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

Doors who have Skincare Lit Angled Units, place units in the following order from left to right:

1. Advanced Night Repair
2. Perfectionist Pro
3. Supreme+ Moisturizer
4. DayWear & Resilience Moisturizers
5. Micro Essence



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

MICRO-ESSENCE
Skincare Lit Angled Unit
July Update

HISTORY OF UPDATES

| | |
|---------|-------------------------------------|
| Jul '23 | Update with new graphics (G14S-70). |
| Jan '24 | Update with new graphics (G6BP-70). |
| Jul '24 | Update with new graphics (G9CZ-70). |



UNIT BASE

Product List

Micro-Essence

1. Micro Essence Treatment Lotion with Bio-Ferment (6.7 oz - display on unit)
2. Micro Essence Treatment Lotion Fresh with Sakura Ferment (6.7 oz - display on unit)
3. Revitalizing Supreme+ Youth Power Soft Milky Lotion (3.4 oz)

Doors who have Skincare Lit Angled Units, place units in the following order from left to right:

1. Advanced Night Repair
2. Perfectionist Pro
3. Supreme+ Moisturizer
4. DayWear & Resilience Moisturizers
5. Micro Essence



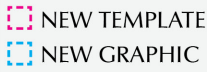
NIGHTTIME TESTER MAINTENANCE/
CLEANING RITUAL

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

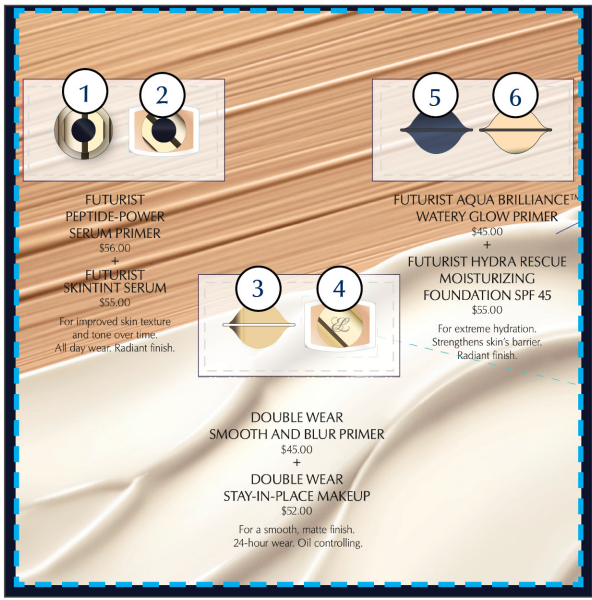
FUTURIST
Looks Unit
July Update

HISTORY OF UPDATES

| | |
|---------|--|
| Jul' 23 | Update with new graphics. |
| Jan '24 | Update with new graphics (Acrylic and Graphic Update Code #: G68S-60). |
| Jul' 24 | Update with new graphics (G9CH-70). |



TOP VIEW



Product List

Foundation Unit

1. Futurist Peptide-Power Serum Primer (1)
2. Futurist SkinTint Serum (1)
3. Double Wear Smooth and Blur Primer (1)
4. Double Wear Stay-In-Place Makeup (1)
5. Futurist Aqua Brilliance Watery Glow Primer (1)
6. Futurist Hydra Rescue Moisturizing Makeup SPF 45 (1)

BRONZE GODDESS
Looks Unit
July Update

HISTORY OF UPDATES

| | |
|---------|-------------------------------------|
| Jul' 23 | Update with new graphics. |
| Jan' 24 | Update with new graphics. |
| Jul' 24 | Update with new graphics (G9CJ-70). |

- NEW TEMPLATE
- NEW GRAPHIC



TOP VIEW



COUNTERS AT
A GLANCE

Product List

Foundation Unit

1. Bronze Goddess Shimmiring Gelee (1)
2. Bronze Goddess Nuit Eau de Parfum, 1.7oz (1)
3. Bronze Goddess Flora Verde Eau de Parfum, 1.7 oz (1)
4. Bronze Goddess Flora Verde Palette for Eyes and Cheeks, (1)
5. Bronze Goddess Powder Bronzer, (1)

SKINCARE

JUL & SEPT

Based on the number of Skincare cases you will have in JUL & SEPT choose one of these scenarios.

NEW IN JULY:

- A** Skincare Line Tester Unit Update
- B** Advanced Night Repair Rescue Soluton In-Case Prop Graphic
- C** Perfectionist Pro In-Case Prop Graphic
- D** Re-Nutriv Line Tester Unit Update

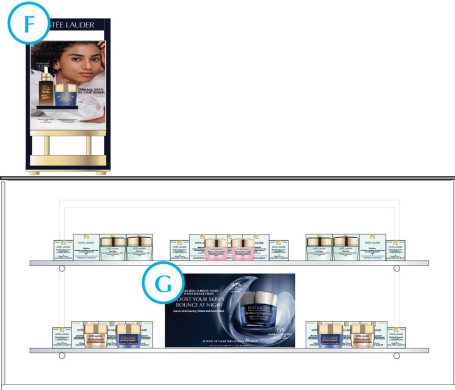
NEW IN SEPTEMBER:

- E** Skincare Line Tester Unit Update
- F** Skincare Trending Now Tester Unit Update
- G** New Supreme+ Night Bounce In-Case Prop Graphic

SKINCARE 4 CASE SCENARIO



PRIORITY 1:
Advanced Night Repair



PRIORITY 2:
New Supreme+ Night and Moisturizers



PRIORITY 3:
Perfectionist Pro

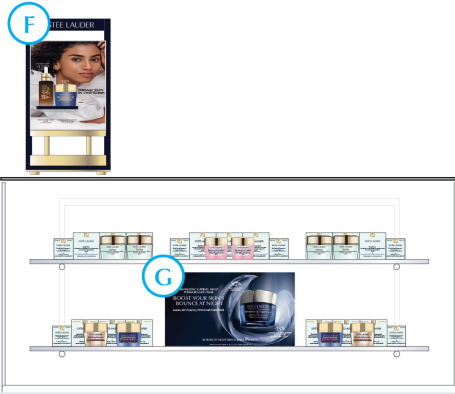


PRIORITY 4:
Cleansers + Serums

SKINCARE 3 CASE SCENARIO



PRIORITY 1:
Advanced Night Repair Rescue



PRIORITY 2:
New Supreme+ Night and Moisturizers



PRIORITY 3:
Perfectionist Pro

SKINCARE 2 CASE SCENARIO



PRIORITY 1:
Advanced Night Repair Rescue



PRIORITY 2:
Moisturizers and Perfectionist Pro

LIMITED DISTRIBUTION DOORS



Re-Nutriv
SEE PAGE 67 FOR DIAMOND AND NON-DIAMOND CASES.

MAKEUP

JULY

Based on the number of Makeup cases you will have in JULY choose one of these scenarios.

NEW IN JULY:

- A Foundation Line Tester Unit Update
- B Double Wear Re-Promote In-Case Graphic
- C Color/Foundation Trending Now Unit Update
- D Color Line Tester Unit Update
- E YouCam Unit Update

NOTE:
Merchandise all foundation from darkest to lightest.

MAKEUP 4 CASE SCENARIO

A

B

PRIORITY 1:
Double Wear Stay-In-Place Foundation

C

PRIORITY 2:
Futurist Skintint + Futurist Aqua Brilliance Primer + Futurist Makeup

D

PRIORITY 3:
Pure Color Lip Care + Turbo Lash

E

PRIORITY 4:
Pure Color Envy Eyeshadow + Blush

MAKEUP 3 CASE SCENARIO

A

B

PRIORITY 1:
Double Wear Stay-In-Place Foundation

C

PRIORITY 2:
Futurist Aqua Brilliance Primer + Futurist Makeup

D

PRIORITY 3:
Pure Color Eye + Blush + Turbo Lash

MAKEUP 2 CASE SCENARIO

A

B

PRIORITY 1:
Double Wear Stay-In-Place Foundation

C

D

PRIORITY 2:
Pure Color Eye + Blush + Futurist Skintint

FRAGRANCE

JULY

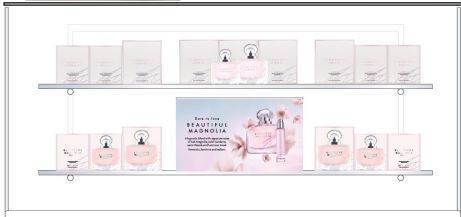
Based on the number of Fragrance cases you will have on JULY, choose one of these scenarios.

NEW IN JULY:

A Fragrance Line Tester Unit Update

FRAGRANCE

4 CASE SCENARIO



PRIORITY 1:
Beautiful Magnolia L'eau + Beautiful
Magnolia



PRIORITY 2:
Bronze Goddess



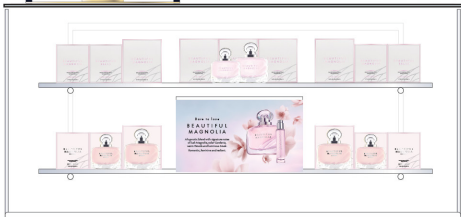
PRIORITY 3:
Beautiful + Pleasures



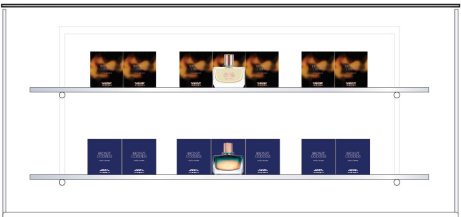
PRIORITY 4:
Mixed Fragrance: Modern Muse + Belle

FRAGRANCE

3 CASE SCENARIO



PRIORITY 1:
Beautiful Magnolia L'eau + Beautiful
Magnolia



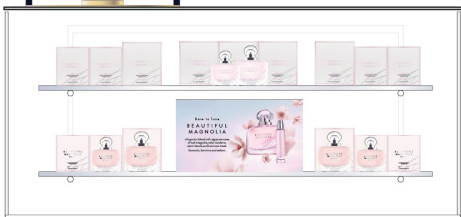
PRIORITY 2:
Bronze Goddess



PRIORITY 3:
Beautiful + Pleasures

FRAGRANCE

2 CASE SCENARIO



PRIORITY 1:
Beautiful Magnolia L'eau + Beautiful
Magnolia



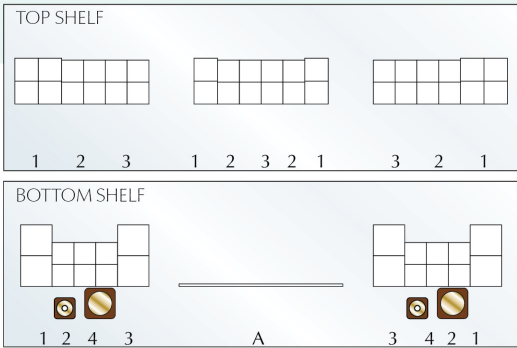
PRIORITY 2:
Mixed Fragrance: Bronze Goddess +
Beautiful + Pleasures

CASE DETAIL SKINCARE

4-CASE SCENARIO

Advanced Night Repair

- 1. Advanced Night Repair Eye Supercharged Complex 0.5oz
- 2. Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery Complex 0.5oz
- 3. Advanced Night Repair Synchronized Multi-Recovery Complex 1.7oz
- 4. New Advanced Night Repair Overnight Treatment (2.2 oz)
- A. New Advanced Night Repair Graphic

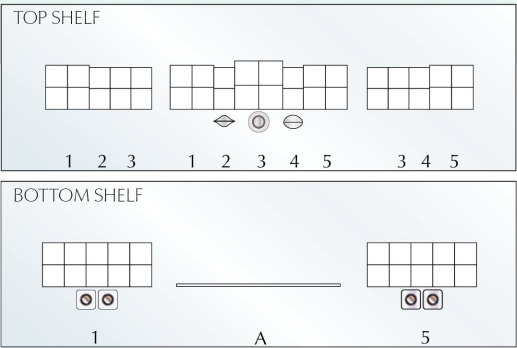


*Amount of stock in case is dependent on stock levels at your store.



Perfectionist Pro

- 1. Perfectionist Pro Rapid Brightening Treatment 1.7oz
- 2. Perfectionist Pro Retinol Treatment 1.0oz
- 3. Perfectionist Pro Instant Resurfacing Peel
- 4. Perfectionist Pro Multi Defense UV Gel 1.7 oz
- 5. Perfectionist Pro Rapid Rapid Firm + Lift Serum 1.7 oz
- A. New Perfectionist Pro Graphic

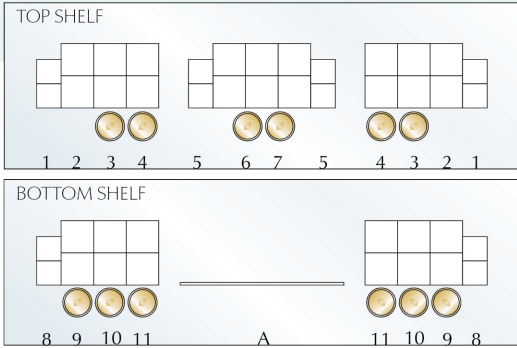


Overhead View
*Amount of stock in case is dependent on stock levels at your store.



Moisturizers

- 1. DayWear Eye Cooling Anti-Oxidant Moisture GelCreme 0.5oz
- 2. NightWear Plus Anti-Oxidant Night Detox Creme 1.7oz
- 3. DayWear Matte Oil-Control Anti-Oxidant Moisture Gel Creme 1.7 oz
- 4. DayWear Multi-Protection Anti-Oxidant 24H-Moisture Creme SPF 15 1.7oz
- 5. Resilience Multi-Effect Tri-Peptide Eye Creme 0.5 oz
- 6. Resilience Multi-Effect Tri-Peptide Face and Neck Creme SPF 15 1.7 oz
- 7. Resilience Multi-Effect Night Tri-Peptide Face and Neck Creme 1.7 oz
- 8. Revitalizing Supreme+ Youth Power Eye Balm 0.5oz
- 9. New Revitalizing Supreme+ Youth Power Creme 1.7oz
- 10. New Revitalizing Supreme+ Night Bounce Creme 1.7oz
- A. New Supreme+ In-Case Graphic

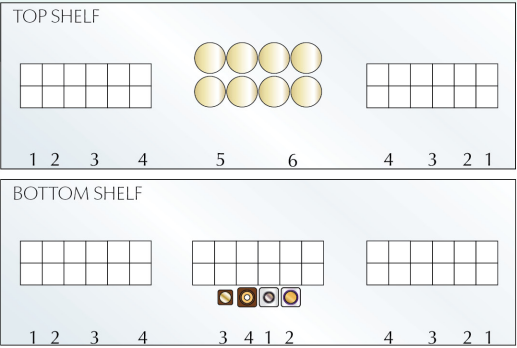


Overhead View
*Amount of stock in case is dependent on stock levels at your store.



Cleansers + Serums

- 1. Perfectionist Pro Rapid Brightening Treatment 1.7oz
- 2. New Perfectionist Pro Rapid Rapid Firm + Lift Serum 1.7 oz
- 3. Advanced Night Repair Rescue Solution with Bifidus Ferment (0.68 oz)
- 4. Advanced Night Repair Synchronized Recovery Complex II 1.7oz
- 5. Soft Clean Infusion 13.5 oz
- 6. Perfectly Clean Infusion 13.5 oz



Overhead View
*Amount of stock in case is dependent on stock levels at your store.

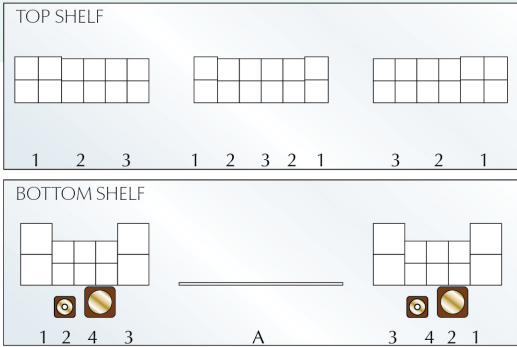


3-CASE SCENARIO

Advanced Night Repair

- 1. Advanced Night Repair Eye Supercharged Complex 0.5oz
- 2. Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery Complex 0.5oz
- 3. Advanced Night Repair Synchronized Multi-Recovery Complex 1.7oz
- 4. New Advanced Night Repair Overnight Treatment (2.2 oz)

A. New Advanced Night Repair Graphic



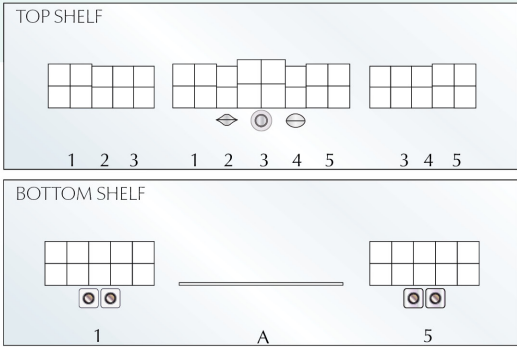
*Amount of stock in case is dependent on stock levels at your store.



Perfectionist Pro

- 1. New Perfectionist Pro Rapid Brightening Treatment 1.7oz
- 2. Perfectionist Pro Retinol Treatment 1.0oz
- 3. Perfectionist Pro Instant Resurfacing Peel
- 4. Perfectionist Pro Multi Defense UV Gel 1.7 oz
- 5. New Perfectionist Pro Rapid Rapid Firm + Lift Serum 1.7 oz

A. Perfectionist Pro Graphic



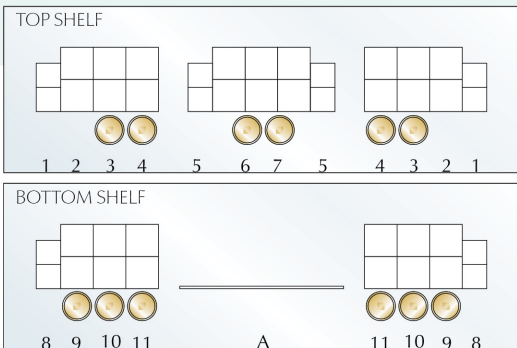
Overhead View
*Amount of stock in case is dependent on stock levels at your store.



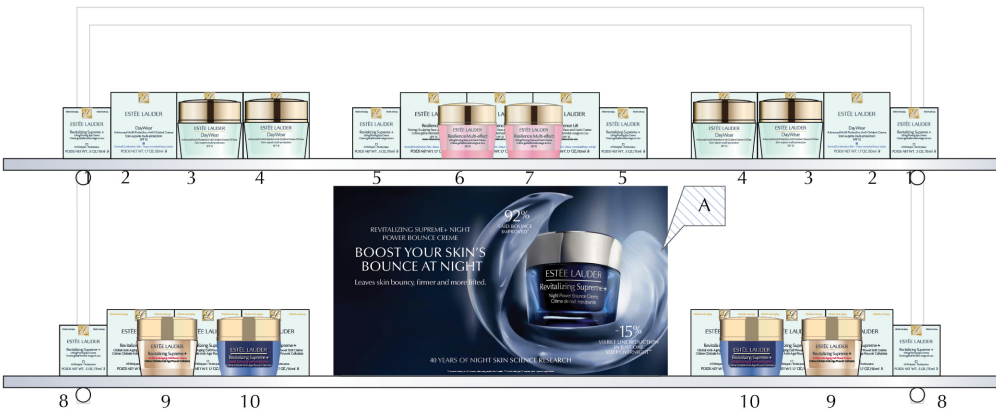
Moisturizers

- 1. DayWear Eye Cooling Anti-Oxidant Moisture GelCreme 0.5oz
- 2. NightWear Plus Anti-Oxidant Night Detox Creme 1.7oz
- 3. DayWear Matte Oil-Control Anti-Oxidant Moisture Gel Creme 1.7 oz
- 4. DayWear Multi-Protection Anti-Oxidant 24H-Moisture Creme SPF 15 1.7oz
- 5. Resilience Multi-Effect Tri-Peptide Eye Creme 0.5 oz
- 6. Resilience Multi-Effect Tri-Peptide Face and Neck Creme SPF 15 1.7 oz
- 7. Resilience Multi-Effect Night Tri-Peptide Face and Neck Creme 1.7 oz
- 8. Revitalizing Supreme+ Youth Power Eye Balm 0.5oz
- 9. Revitalizing Supreme+ Youth Power Creme 1.7oz
- 10. New Revitalizing Supreme+ Night Bounce Creme 1.7oz

A. New Supreme+ In-Case Graphic

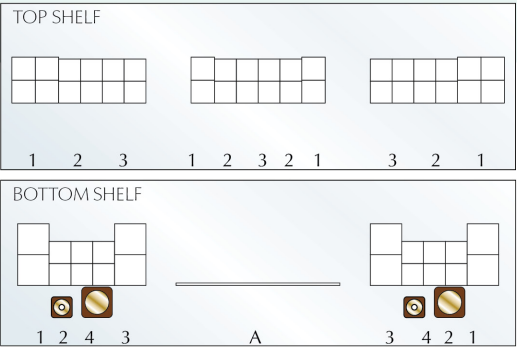


Overhead View
*Amount of stock in case is dependent on stock levels at your store.



Advanced Night Repair

- 1. Advanced Night Repair Eye Supercharged Complex 0.5oz
- 2. Advanced Night Repair Eye Concentrate Matrix Synchronized Multi-Recovery Complex 0.5oz
- 3. Advanced Night Repair Synchronized Multi-Recovery Complex 1.7oz
- 4. New Advanced Night Repair Overnight Treatment (2.2 oz)
- A. New Advanced Night Repair Graphic

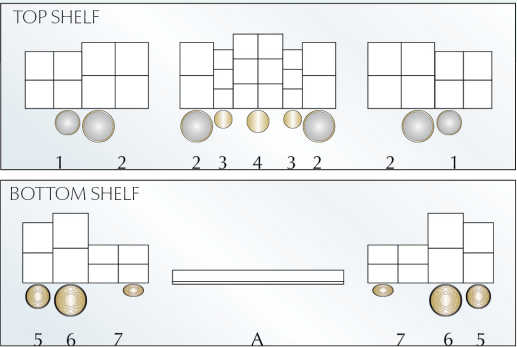


*Amount of stock in case is dependent on stock levels at your store.



Re-Nutriv (Diamond Doors)

- 1. Re-Nutriv Ultimate Lift Regenerating Youth Eye Crème Rich 0.5 oz
- 2. Re-Nutriv Ultimate Lift Regenerating Youth Moisturizer Creme 1.7oz
- 3. Re-Nutriv Ultimate Lift Regenerating Youth Serum 1.0 oz
- 4. Re-Nutriv Ultimate Lift Regenerating Youth Emulsion Moisturizer
- 5. New Re-Nutriv Face Entry Serum (1)
- 6. New Re-Nutriv Ultimate Diamond Brilliance Creme 1.0 oz
- 7. Re-Nutrivultimate Diamond Transformative Eye Serum 0. 5oz
- 8. Re-Nutriv Ultimate Diamond Transformative Brilliance Serum 1.0 oz
- A. Re-Nutriv Logo In-Case Prop (code #: RN7H-70)

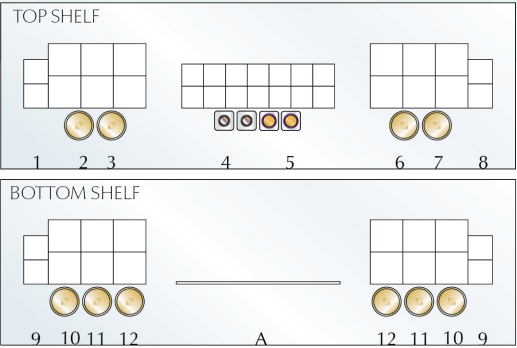


Overhead View
*Amount of stock in case is dependent on stock levels at your store.



Perfectionist Pro + Moisturizers

- 1. Resilience Multi-Effect Tri-Peptide Eye Creme 0.5 oz
- 2. Resilience Multi-Effect Tri-Peptide Face and Neck Creme SPF 15 1.7 oz
- 3. Resilience Multi-Effect Night Tri-Peptide Face and Neck Creme 1.7 oz
- 4. Perfectionist Pro Rapid Brightening Treatment 1.7oz
- 5. Perfectionist Pro Rapid Rapid Firm + Lift Serum 1.7 oz
- 6. DayWear Multi-Protection Anti-Oxidant 24H-Moisture Creme 1.7oz
- 7. DayWear Multi-Protection Anti-Oxidant 24H-Moisture Creme SPF 15 1.7oz
- 8. DayWear Eye Cooling Anti-Oxidant Moisture GelCreme 0.5oz
- 9. Revitalizing Supreme+ Global Anti-Aging Cell Power Eye Balm 0.5oz
- 10. Revitalizing Supreme+ Bright Power Soft Creme (1.7 oz)
- 11. Revitalizing Supreme+ Youth Power Creme SPF 25 1.7 oz
- 12. New Revitalizing Supreme+ Night Bounce Creme 1.7oz
- A. New Supreme+ In-Case Graphic



Overhead View
*Amount of stock in case is dependent on stock levels at your store.

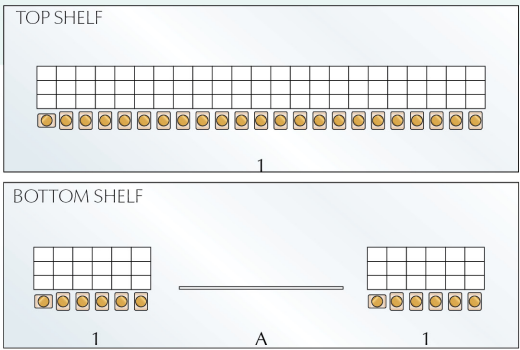


CASE DETAIL MAKEUP

4-CASE SCENARIO

Double Wear Foundation

- 1. Double Wear Stay-in-Place Foundation (merchandise from dark to light)
- A. New Double Wear In-Case Graphic

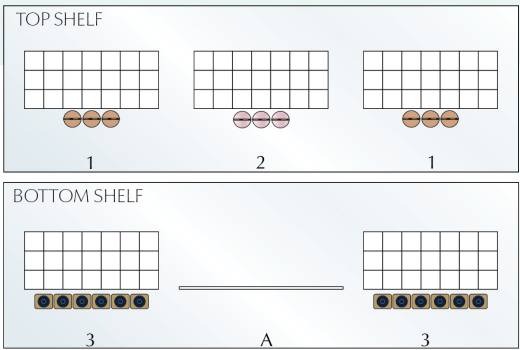


Overhead View
*Amount of stock in case is dependent on stock levels at your store.



Futurist SkinTint + Foundation + Primer

- 1. Futurist Aqua Brilliance Primer
- 2. Futurist Hydra Makeup
- 3. New Futurist SkinTint Serum
- A. Futurist In-Case Graphic

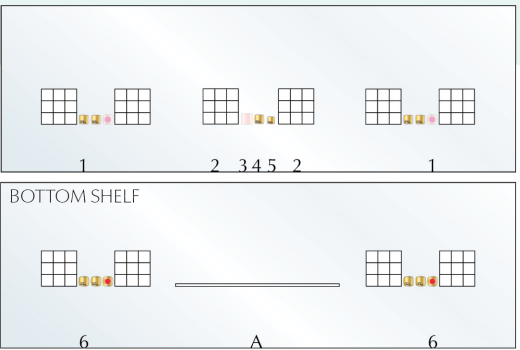


Overhead View
*Amount of stock in case is dependent on stock levels at your store.

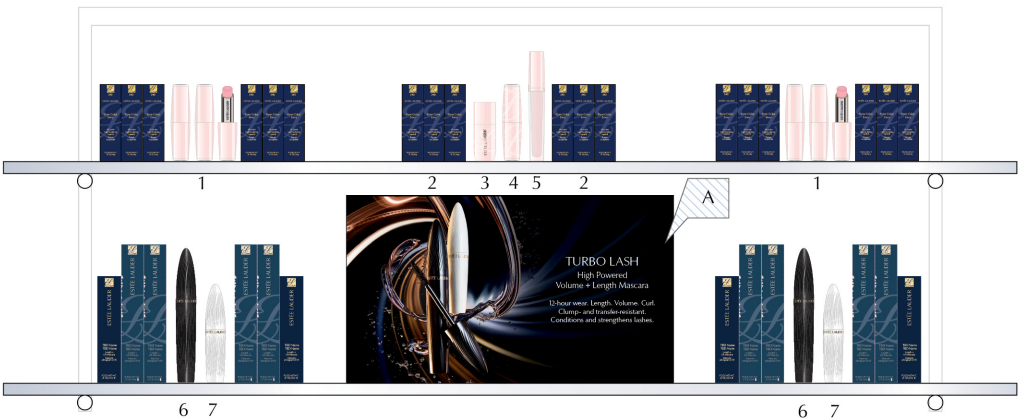


Turbo Lash + Lip Care

- 1. Pure Color Envy Crystal Balms
- 2. Pure Color Envy Lip Repair Potion (packaging)
- 3. Pure Color Envy Nighttime Rescue Lip Oil-Serum
- 4. Pure Color Envy Color Replenish Lip Balm
- 5. Pure Color Envy Lip Repair Potion
- 6. Turbo Lash Mascara
- 7. Turbo Lash Serum
- A. In-Case Graphic

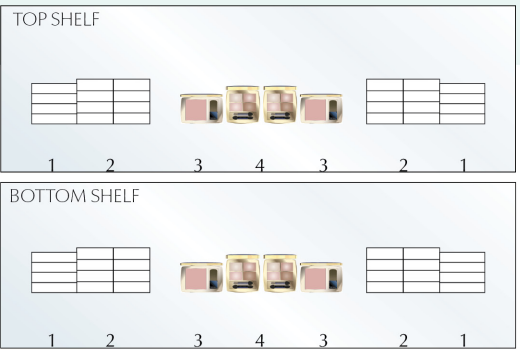


Overhead View
*Amount of stock in case is dependent on stock levels at your store.

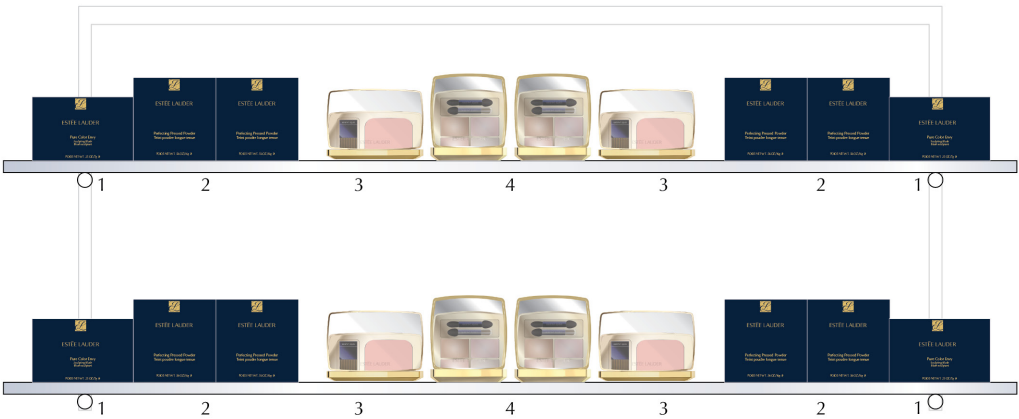


Pure Color Envy Blush + Luxe Eyeshadow Quads

- 1. Pure Color Envy Luxe Eyeshadow Quads (packaging)
- 2. Pure Color Envy Sculpting Blush (packaging)
- 3. Pure Color Envy Luxe Eyeshadow Quads (with open compact)
- 4. New Pure Color Envy Sculpting Blush (with open compact)



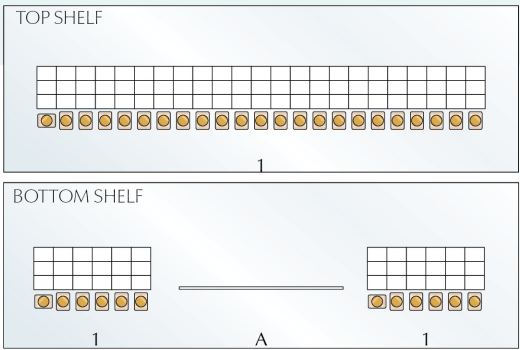
Overhead View
*Amount of stock in case is dependent on stock levels at your store.



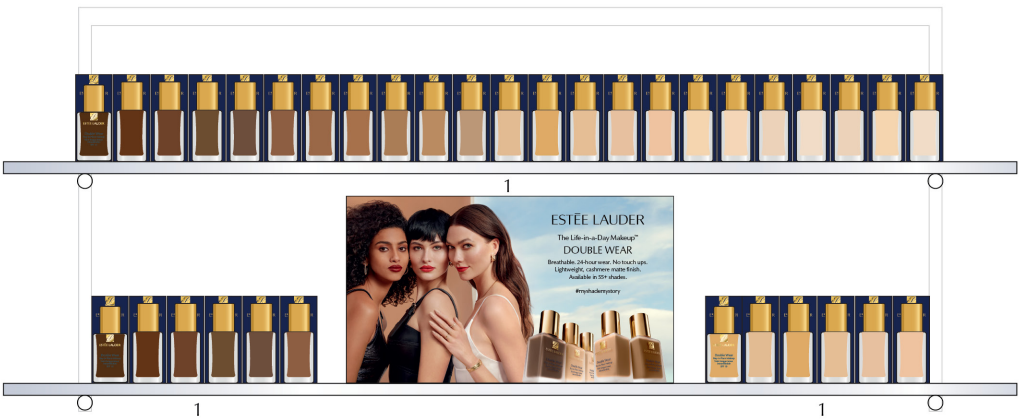
3-CASE SCENARIO

Double Wear Foundation

- 1. Double Wear Stay-in-Place Foundation (merchandise from dark to light)
- A. New Double Wear In-Case Prop



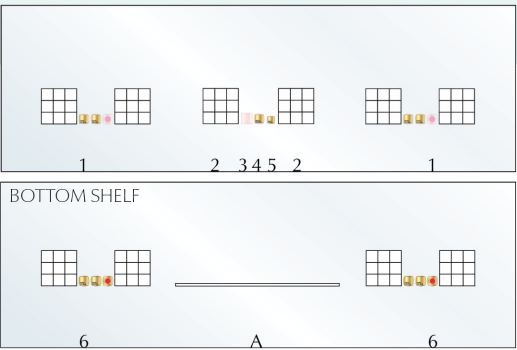
Overhead View
*Amount of stock in case is dependent on stock levels at your store.



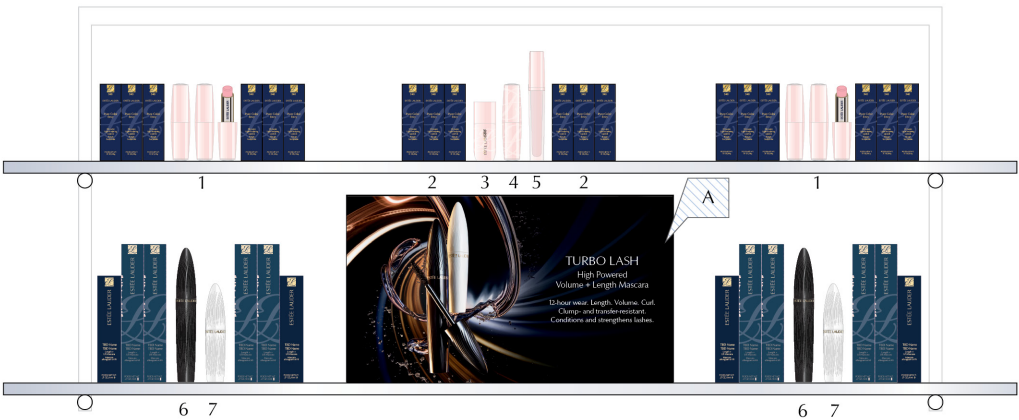
3-CASE SCENARIO

Turbo Lash + Lip Care

- 1. Pure Color Envy Crystal Balms
- 2. Pure Color Envy Lip Repair Potion (packaging)
- 3. Pure Color Envy Nighttime Rescue Lip Oil-Serum
- 4. Pure Color Envy Color Replenish Lip Balm
- 5. Pure Color Envy Lip Repair Potion
- 6. Turbo Lash Mascara
- 7. Turbo Lash Serum
- A. In-Case Graphic

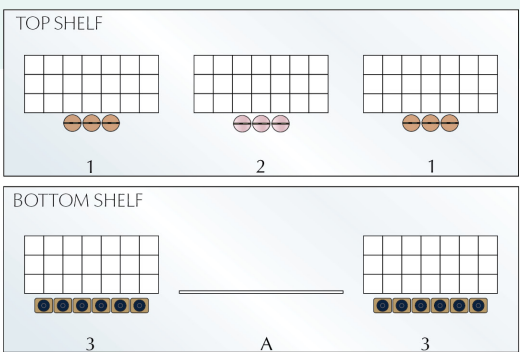


Overhead View
*Amount of stock in case is dependent on stock levels at your store.



Futurist SkinTint + Foundation + Primer

- 1. Futurist Aqua Brilliance Primer
- 2. Futurist Hydra Makeup
- 3. New Futurist SkinTint Serum
- A. New Futurist In-Case Graphic

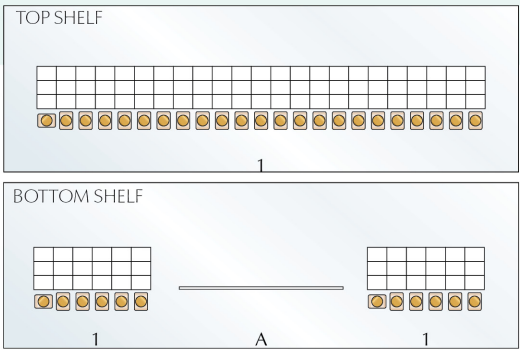


Overhead View
*Amount of stock in case is dependent on stock levels at your store.



Double Wear Foundation

- 1. Double Wear Stay-in-Place Foundation (merchandise from dark to light)
- A. New Double Wear In-Case Prop

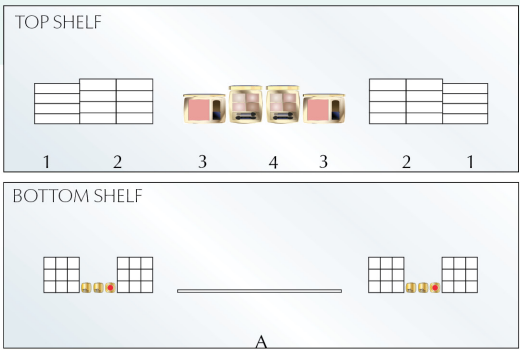


Overhead View
*Amount of stock in case is dependent on stock levels at your store.



Pure Color Lipstick + Blush + Eye

- 1. Pure Color Envy Sculpting Blush (packaging)
- 2. Pure Color Envy Luxe Eyeshadow Quads (packaging)
- 3. Pure Color Envy Sculpting Blush (with open compact)
- 4. Pure Color Envy Luxe Eyeshadow Quads (with open compact)
- 5. New Pure Color Lipsticks
- A. New Futurist In-Case Graphic



Overhead View
*Amount of stock in case is dependent on stock levels at your store.

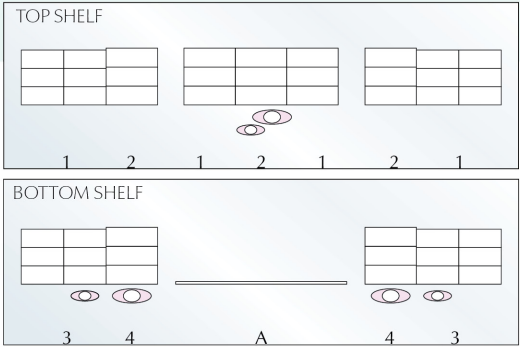


CASE DETAIL
FRAGRANCE

4-CASE SCENARIO

Beautiful Magnolia L'eau + Magnolia

- 1. Beautiful Magnolia Eau de Parfum 1.7oz
 - 2. Beautiful Magnolia Eau de Parfum 3.4oz
 - 3. Beautiful Magnolia L'eau 1.7oz
 - 4. Beautiful Magnolia L'eau 3.4oz
- A. Beautiful Magnolia Repromote In-case Graphic



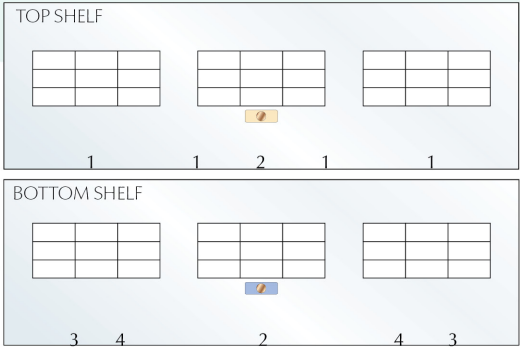
Overhead View
*Amount of stock in case is dependent on stock levels at your store.



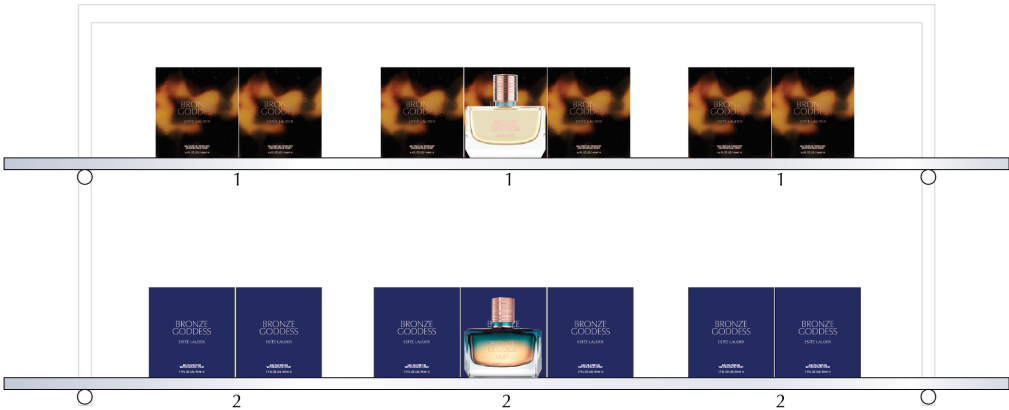
4-CASE SCENARIO

Bronze Goddess

- 1. Bronze Goddess Eau Fraîche Skinscent, 1.7 oz or 3.4 oz
- 2. Bronze Goddess Nuit Eau de Parfum, 1.7 oz or 3.4 oz

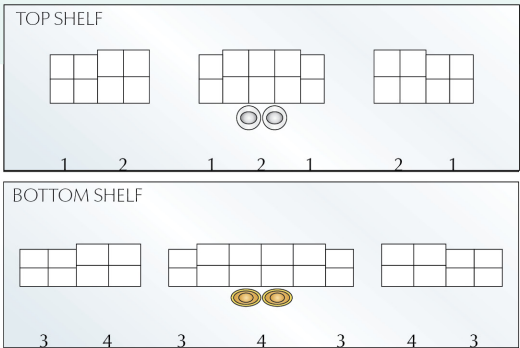


Overhead View
*Amount of stock in case is dependent on stock levels at your store.

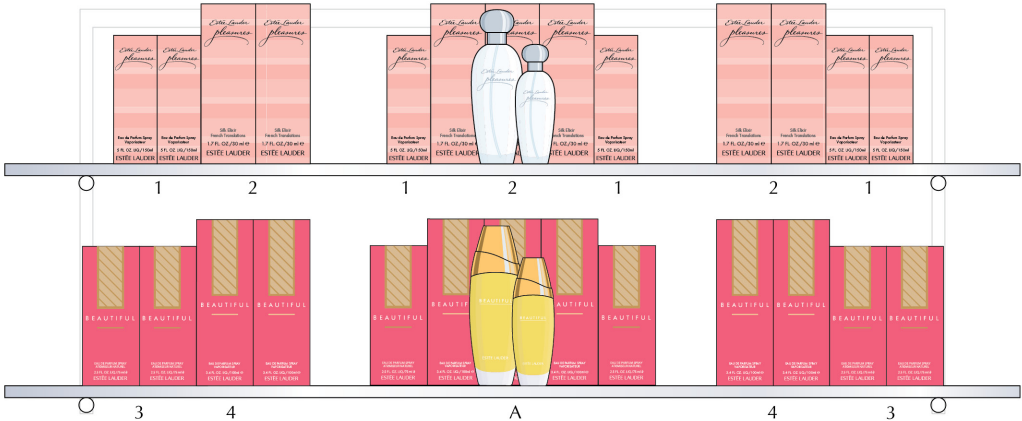


Beautiful

- 1. Pleasures Spray 1.7oz
- 2. Pleasures Spray 3.4oz
- 3. Beautiful Eau de Parfum Spray 2.5oz
- 4. Beautiful Eau de Parfum Spray 3.4oz

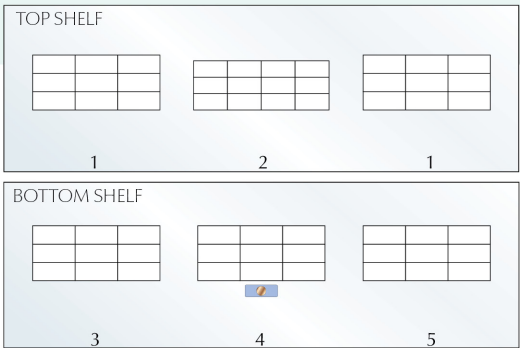


Overhead View
*Amount of stock in case is dependent on stock levels at your store.



Mixed Fragrance: Belle, Modern Muse, BG

- 1. Modern Muse 1.7 oz
- 2. Modern Muse 3.4 oz
- 3. Beautiful Belle 1.0 oz
- 4. Beautiful Belle 1.7 oz
- 5. Beautiful Belle 3.4 oz



Overhead View
*Amount of stock in case is dependent on stock levels at your store.

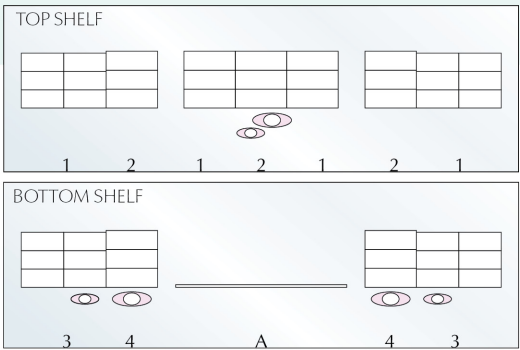


3-CASE SCENARIO

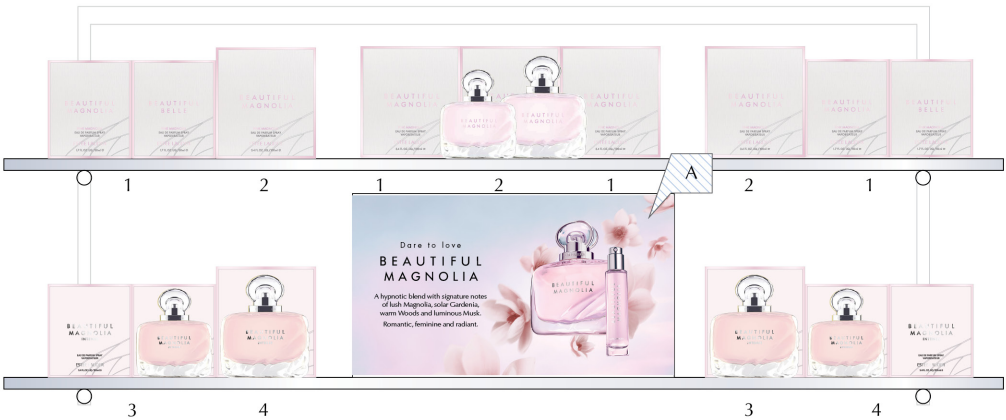
Beautiful Magnolia L’eau + Magnolia

- 1. Beautiful Magnolia Eau de Parfum 1.7oz
- 2. Beautiful Magnolia Eau de Parfum 3.4oz
- 3. Beautiful Magnolia L’eau 1.7oz
- 4. Beautiful Magnolia L’eau 3.4oz

A. New Beautiful Magnolia Repromote In-case Graphic (code#: G6DA-70)



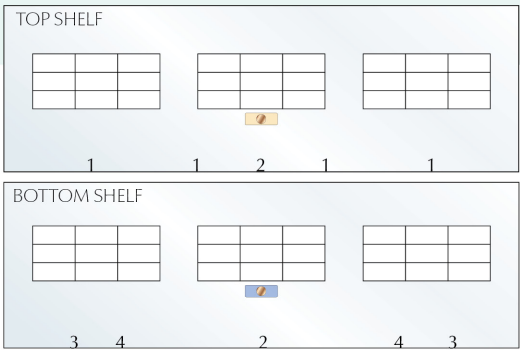
Overhead View
*Amount of stock in case is dependent on stock levels at your store.



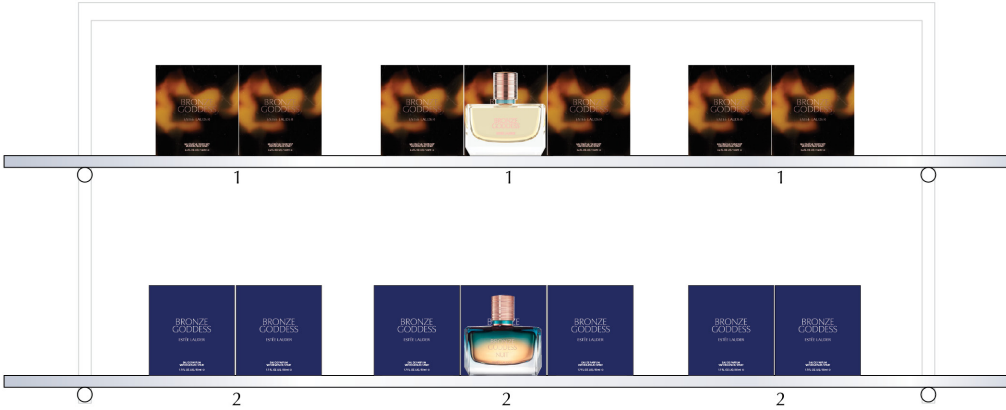
3-CASE SCENARIO

Bronze Goddess

- 1. Bronze Goddess Eau Fraîche Skinscent, 1.7 oz or 3.4 oz
- 2. Bronze Goddess Nuit Eau de Parfum, 1.7 oz or 3.4 oz

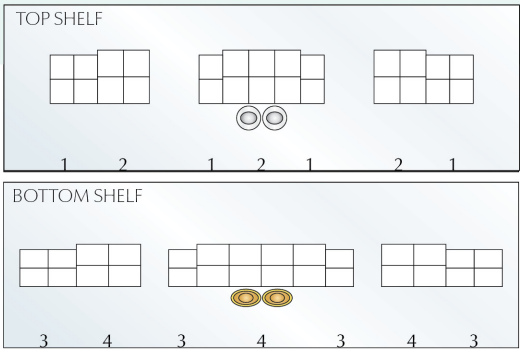


Overhead View
*Amount of stock in case is dependent on stock levels at your store.

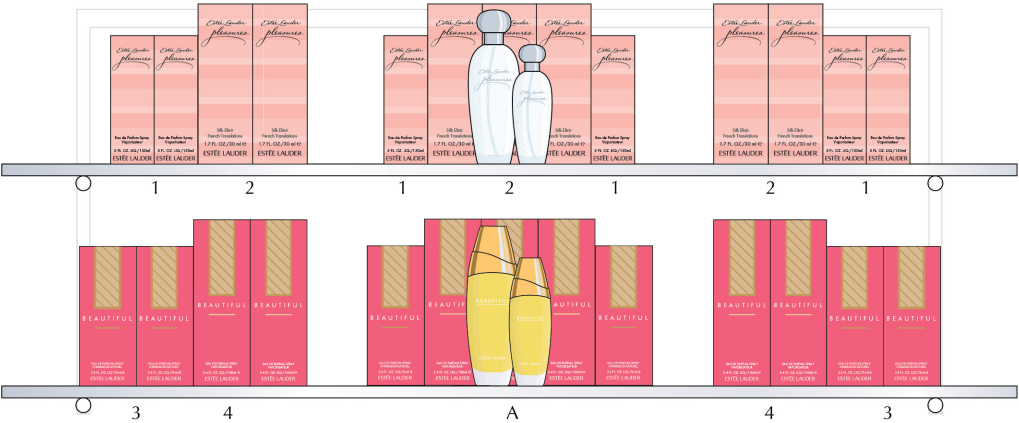


Beautiful

- 1. Pleasures Spray 1.7oz
- 2. Pleasures Spray 3.4oz
- 3. Beautiful Eau de Parfum Spray 2.5oz
- 4. Beautiful Eau de Parfum Spray 3.4oz



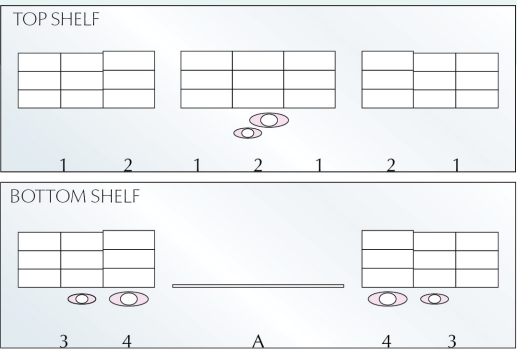
Overhead View
*Amount of stock in case is dependent on stock levels at your store.



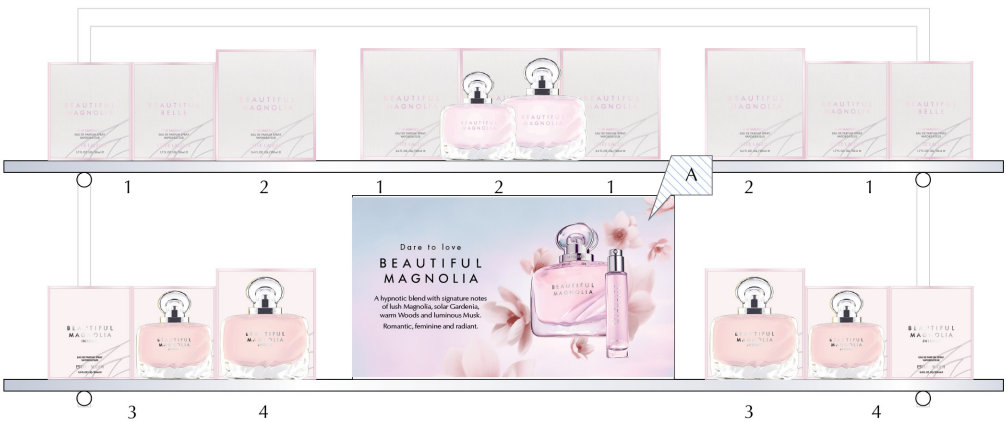
2-CASE SCENARIO

Beautiful Magnolia L’eau + Magnolia

- 1. Beautiful Magnolia Eau de Parfum 1.7oz
- 2. Beautiful Magnolia Eau de Parfum 3.4oz
- 3. Beautiful Magnolia L’eau 1.7oz
- 4. Beautiful Magnolia L’eau 3.4oz
- A. Beautiful Magnolia Repromote In-case Graphic

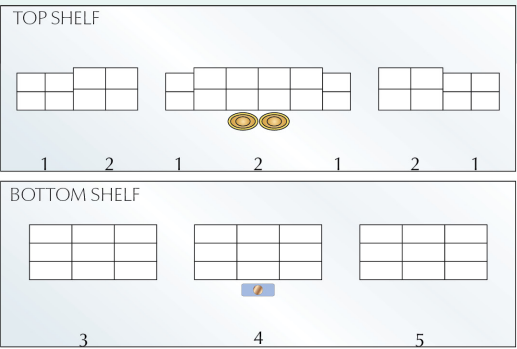


Overhead View
*Amount of stock in case is dependent on stock levels at your store.

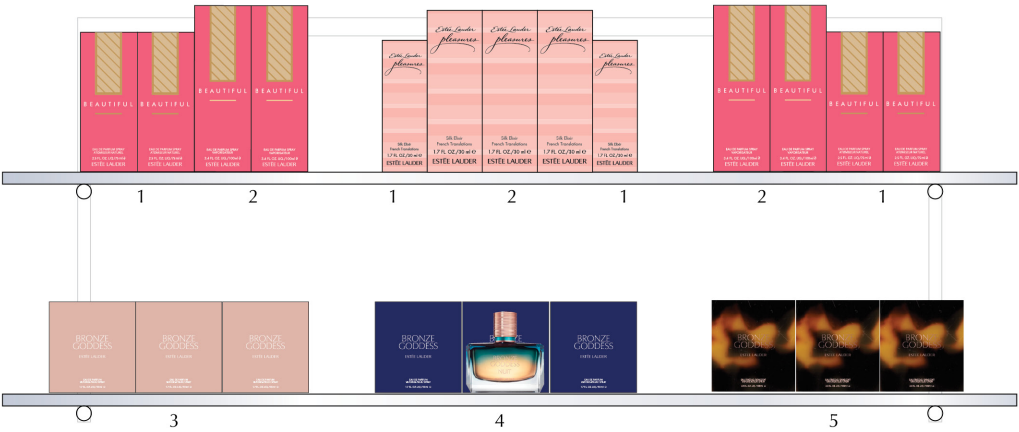


Beautiful Belle + Beautiful

- 1. Beautiful Eau de Parfum Spray 2.5oz
- 2. Beautiful Eau de Parfum Spray 3.4oz
- 3. Pleasures Spray 1.7oz
- 4. Pleasures Spray 3.4oz
- 5. Bronze Goddess Eau de Toilette 1.7 oz
- 6. New Bronze Goddess Nuit 1.7 oz
- 7. Bronze Goddess Eau de Parfum 1.7oz



Overhead View
*Amount of stock in case is dependent on stock levels at your store.



Estée Lauder Counter Cleanliness Guidelines

Who is Responsible? Everyone!
Everyone must clean at least three (3) times per day!

All Tester Units and Counter Areas

- Use micro fiber towels to wipe down and polish look of unit. DO NOT use sprays of any kind – just dust and wipe with a dry clean cloth.
- Clean finger prints off of glass tops and cases daily.
- Trash cans should always be kept clean and emptied regularly.

Demonstration Station and Supplies Area

- Hygiene caddies should always be stocked and clean.
- Supplies should be ready to use on customers and dust free.
- Remove all plastic wraps from q-tips and mascara wands.
- Place clean brushes in caddies and/or in makeup belts.
- Brushes should be cleaned with Perfectly Clean cleanser in the bathroom every night for use the next day. Foundation and concealer brushes should be cleaned with Take It Away Total Makeup Remover first, then with Perfectly Clean cleanser.
- Be sure to lay brushes flat on a clean towel for shaping – and to ensure that water does not get into the handle.

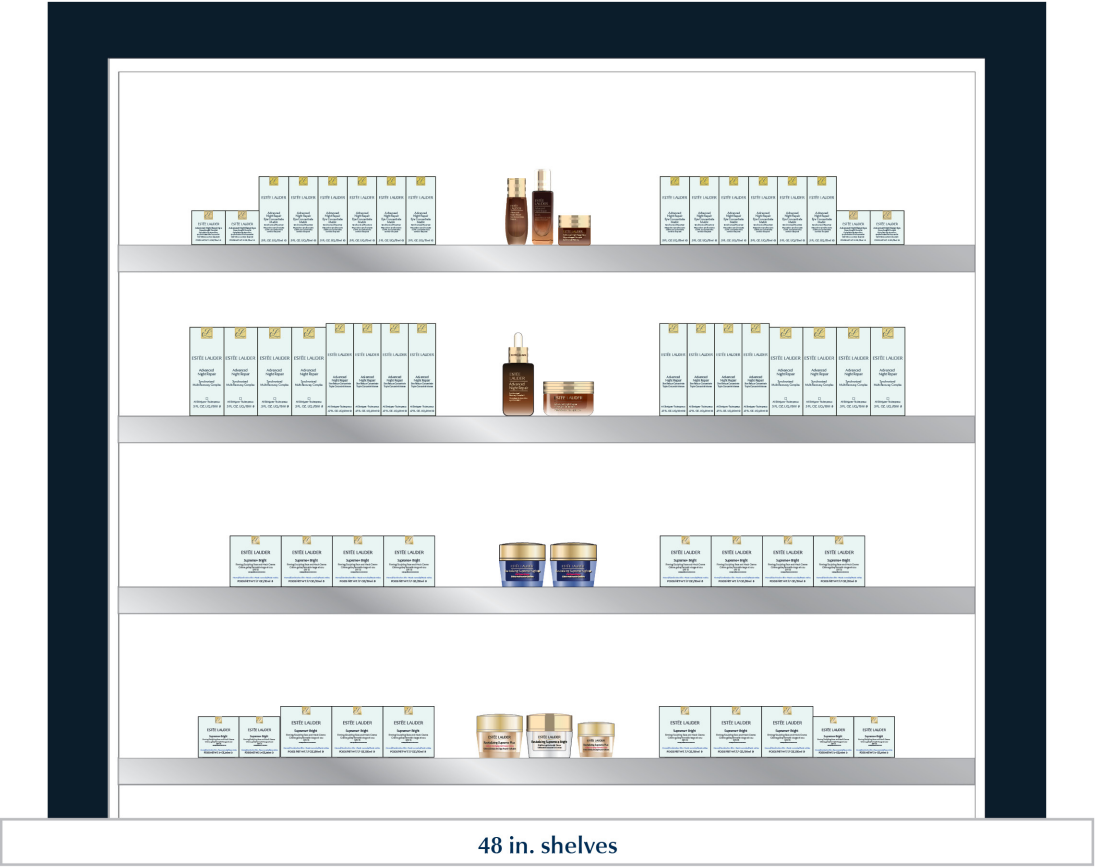
Line Tester Units

- **COLOR UNITS:**
 - Lipstick: Remove from unit. Wipe down unit with microfiber cloth. Gently shave top layer of lipstick bullets with a Q-tip stick to maintain shape and cleanliness and replace on unit.
 - Eyeshadow/Blush/Bronzer: Remove from unit. Wipe down unit with microfiber cloth. Wipe away excess around sides with a tissue. Replace on unit.
 - Remove pencils and mascaras and wipe down area underneath and all around. Replace on unit.
- **FOUNDATION UNITS:**
 - Pressed powder: Remove from unit. Wipe down unit with microfiber cloth. Wipe away excess around sides with a tissue. Replace on unit.
 - Remove caps on the testable foundation bottles. Wipe down unit with microfiber cloth. Wipe excess product from around the edges to keep them looking clean and fresh. Replace on unit.
- **SKINCARE UNITS:**
 - Remove each product from unit. Wipe down unit with microfiber cloth.
 - Remove caps from skincare products and wipe around the edges to keep them looking clean and fresh. Replace on unit.
- **FRAGRANCE UNIT:**
 - Remove each product from unit. Wipe down unit with microfiber cloth.

OPEN SELL SHELVES

ADVANCED NIGHT REPAIR FOCUS

Since many of our stores have areas with shelves, we have a great opportunity to display product. Standard sizes include 12, 24 and 48 inch shelves. However, since shelf lengths may vary, you may need to add or remove saleable cartons on either end.



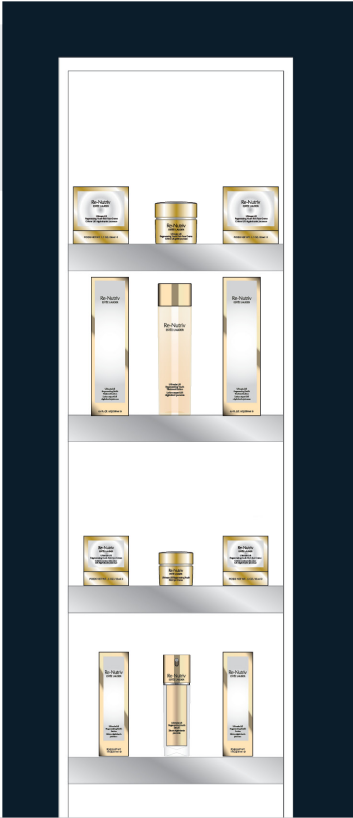
REVITALIZING SUPREME+ FOCUS



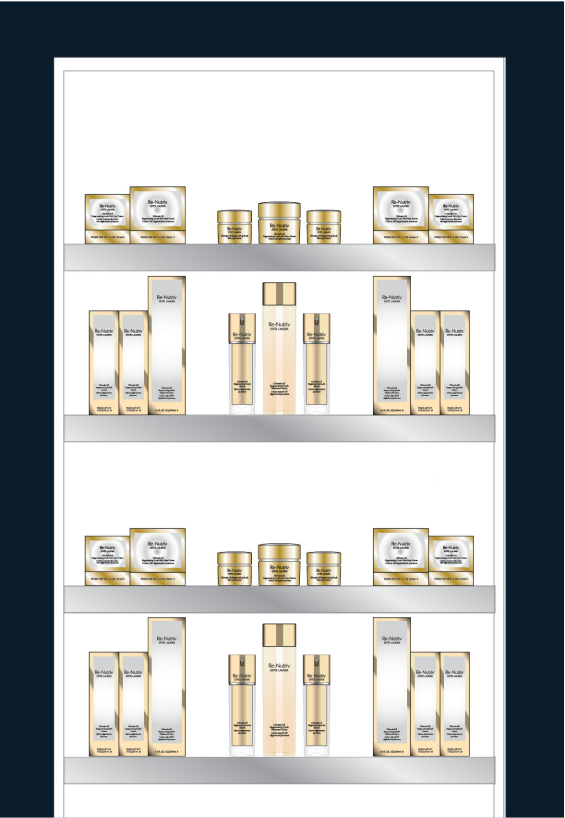
COMBINED SKINCARE LAUNCH FOCUS

RE-NUTRIV: NON-DIAMOND DOORS

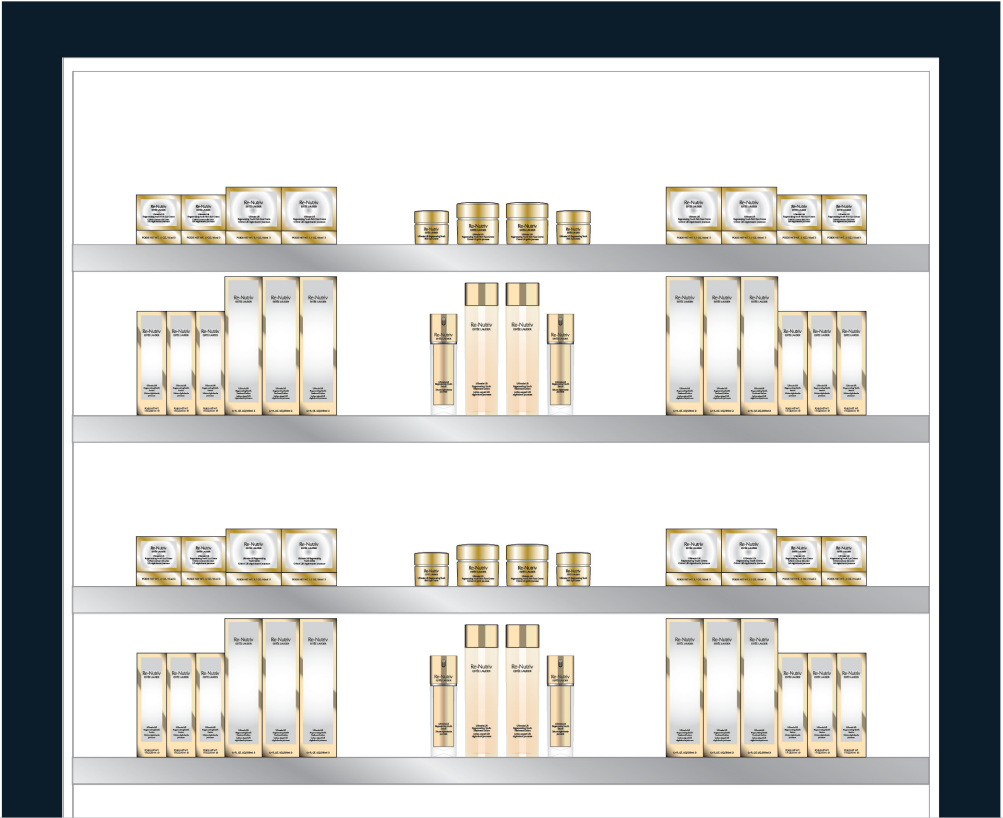
Since many of our stores have areas with shelves, we have a great opportunity to display product. Standard sizes include 12, 24 and 48 inch shelves. However, since shelf lengths may vary, you may need to add or remove saleable cartons



12 in. shelves

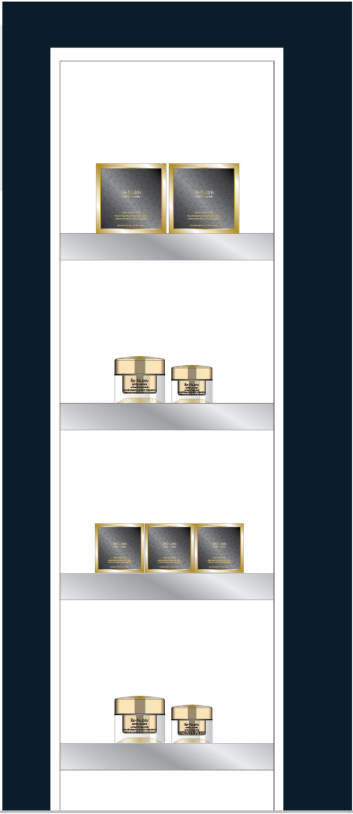


24 in. shelves

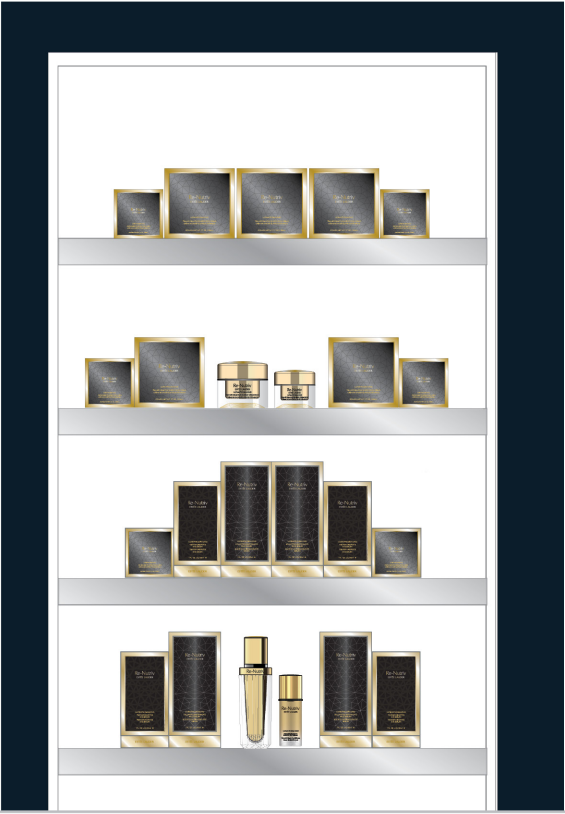


48 in. shelves

RE-NUTRIV: DIAMOND DOORS



12 in. shelves



24 in. shelves



48 in. shelves

LAUNCH AND
BASIC FOCUS

Since many of our stores have areas with shelves, we have a great opportunity to display product. Standard sizes include 12, 24 and 48 inch shelves. However, since shelf lengths may vary, you may need to add or remove saleable cartons on either end.

NOTE:
Merchandise all foundation from darkest to lightest.



BEAUTIFUL MAGNOLIA
L’EAU & MAGNONLIA
LAUNCH FOCUS

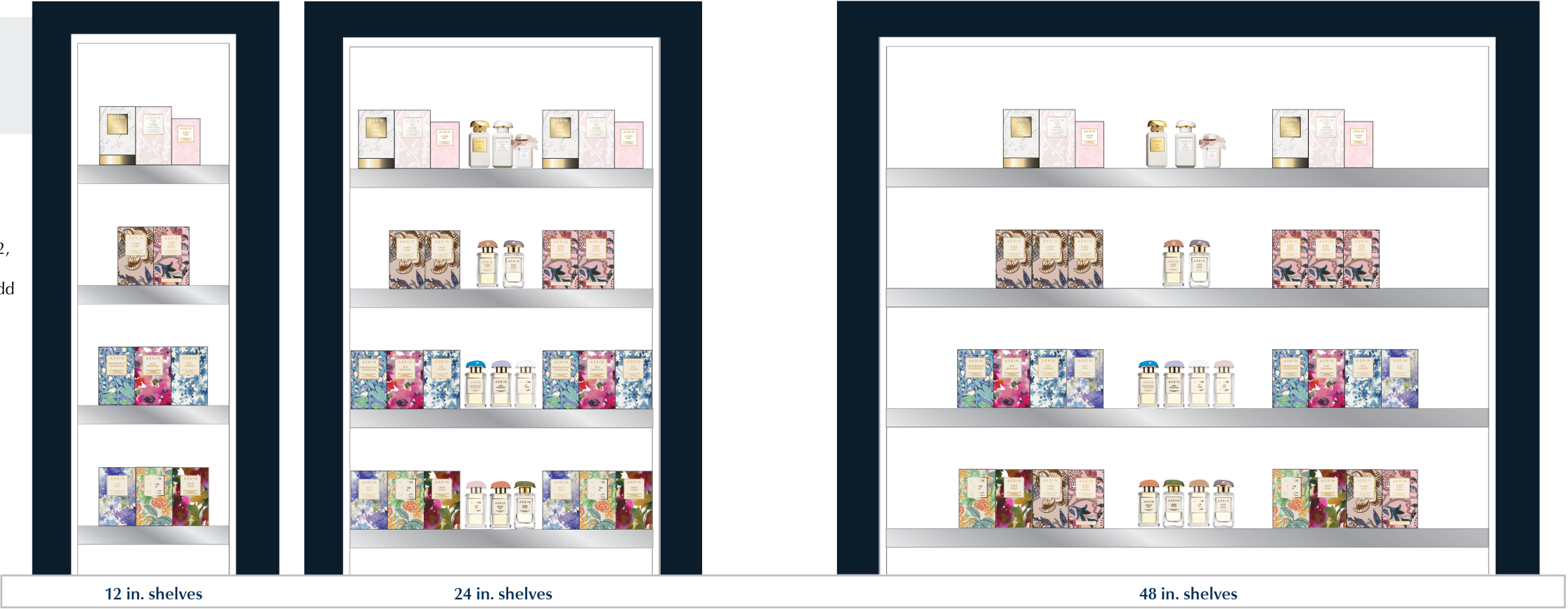
Since many of our stores have areas with shelves, we have a great opportunity to display product. Standard sizes include 12, 24 and 48 inch shelves. However, since shelf lengths may vary, you may need to add or remove saleable cartons on either end.



COMBINED FRAGRANCE LAUNCH FOCUS

FRAGRANCE
COLLECTION

Since many of our stores have areas with shelves, we have a great opportunity to display product. Standard sizes include 12, 24 and 48 inch shelves. However, since shelf lengths may vary, you may need to add or remove saleable cartons on either end.



ORDER OF AERIN FRAGRANCES (LEFT TO RIGHT):
SHELF 1: ROSE DE GRASSE, ROSE DE GRASSE JOYFUL BLOOM, ROSE DE GRASSE POUR FILLES
SHELF 2: AMBER MUSK, NEW AMBER MUSK SANTAL
SHELF 3: MED. HONEYSUCKLE, WILD GERANIUM, IKAT JASMINE
SHELF 4: LILAC PATH, HIBISCUS PALM, CEDAR VIOLET

ORDER OF AERIN FRAGRANCES (LEFT TO RIGHT):
SHELF 1:ROSE DE GRASSE, ROSE DE GRASSE JOYFUL BLOOM, ROSE DE GRASSE POUR FILLES
SHELF 2: AMBER MUSK, NEW AMBER MUSK SANTAL
SHELF 3: MED HONEYSUCKLE, WILD GERANIUM, IKAT JASMINE, LILAC PATH
SHELF 4: HIBISCUS PALM, CEDAR VIOLET, AMBER MUSK, NEW AMBER MUSK SANTAL

GIFTS WITH PURCHASE

BELK, BOSCOV'S, & VON MAUR GWP IN-STORE ELEMENTS

GWP Store Environment:



DILLARD'S GWP IN-STORE ELEMENTS

GWP Store Environment:



SEASONAL GWP SUPPORT:

- 1. 30x40 Generic Poster
Code #: G7ND-70
[For placement, follow retailer guidelines]
- 2. 22x28 Gift Poster
Code #: G7MZ-70
[For placement, follow retailer guidelines]
- 3. Top-of-Counter Unit (Temporary) →
Pre-pack code #: G7PB-60
[All doors receive 2 units]
- 4. Line Tester Unit Topper
Pre-pack code #: G97E-60
[All doors receive 2 units]
- 5. In-Case Prop
Pre-pack code #: G97F-60



SEASONAL GWP SUPPORT:

- 1. CSV Tower Graphics
Code #: TBD
- 2. Top-of-Counter Units (Temporary) →
Large Unit Code #: G7PS-60 | Small Unit Code #: G7PZ-60
[All doors receive 2 units]
- 3. Line Tester Unit Topper
Pre-pack code #: G7PQ-60
[All doors receive 2 units]
- 4. In-Case Prop
Code #: G7PD-60
- 5. Top of Counter Graphic
Code #: TBD



MACY'S GWP IN-STORE ELEMENTS

GWP Store Environment:



LIGHT-BOXES/TOOLS/ COUNTER SUPPORT

SEASONAL GWP SUPPORT:

1. Macy's CSV Tower
Code #: TBD
2. Line Tester Unit Topper
Code #: G7Q1-60
3. Top-of-Counter Units (Temporary) →
Large Unit Code #: G7Q6-60 | Small Unit Code #: G7Q7-60
4. In-Case Prop
Code #: G7Q0-60
5. Macy's (Retailer) Fixture
Code #: TBD



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:

JULY

Priority Visual #1
Ana + ANR

JULY

Priority Visual #2
ANR + Eclipse Product

SEPTEMBER

Priority Visual #1
Ana + Supreme

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

BEHIND MAKEUP CASES:

JULY

Priority Visual #1
Double Wear Model + Product

JULY

Priority Visual #2
PC Silk Matte Model

BEHIND FRAGRANCE CASES:

JULY

Priority Visual #1
Beautiful L'Eau Model + Product

JULY

Priority Visual #2
Beautiful Magnolia Product

BEHIND RE-NUTRIV CASES:

JULY

Priority Visual #1
Brilliance Creme Product Shot

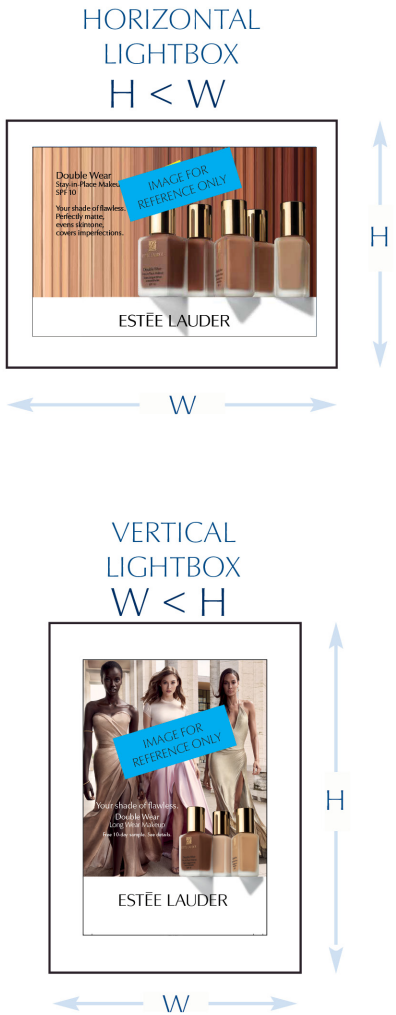
How to Measure a Light-box

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.

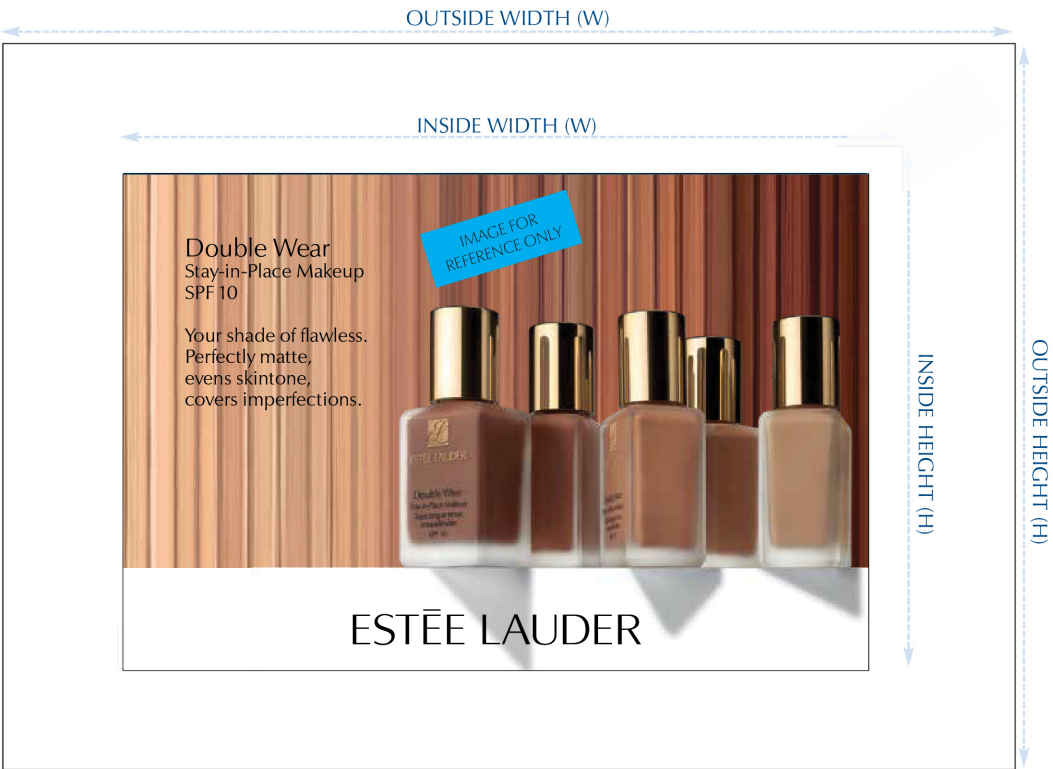
STEP 2: DETERMINING “INSIDE” MEASUREMENT

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.



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 |

Selling Tools

- Beautiful Skin For Life Diagnostic Tools (three versions)
- Fragrance Blotter Cards GYN4-70 (TSD: 2/7/2022)

Need Some Help?

For all questions / concerns regarding:

• Tracking collateral (ongoing or launch)

• Tracking GWP/ samples
(FASTEST SERVICE CALL NUMBER BELOW)

• Tracking Light Box graphics

• Requesting missing or damaged collateral/ tester units
(SEND PHOTO IF POSSIBLE)

• Light Box issues

• Request Point-of-Sale Guidelines

| UNITED STATES | CANADA |
|---------------------------------------|---------------------------------------|
| • Phone: +1 (844)-387-1122 | • Phone: +1(855) 523-7105 |
| • Email: PointOfSaleSupport@estee.com | • Email: PointOfSaleSupport@estee.com |

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

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

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

ALPHA TOWER or ÉTAGÈRE: Metal tower used to merchandise in-store (usually 2–6 shelves).

BACK ISLAND/BACK LEDGE: Display area behind caseline that contains cash wrap, fish-tanks, storage, and/or transparencies (usually 5'–6' tall).

BAY: One vertical grouping of shelves in an assisted sell area.

BASIC BUSINESS: The core products within each category (Skincare, Makeup, Fragrance) of business (as opposed to LAUNCHES which are the introduction of new products).

BASIC BUSINESS CASES: Cases located in non-billboard or lower profile locations in your counter installations. Case contents support the category line-testers on top of case. Once an appropriate location is established, cases rarely need to be changed or moved during a season.

BILLBOARD/LAUNCH CASE(LINE): Most prominent cases a customer sees when approaching counter from main traffic flow.

BLOW UP: 30" x 40" (or custom size) collateral piece that may suspend from the ceiling or be displayed on a ledge top.

BOUTIQUE CASE(LINE): Case with one (1) shelf only.

CARTOUCHE: "EL" script on packaging.

CASE(LINE): Glass display fixture, typically with two shelves. Sometimes referred to as "showcase", many cases together are referred to as "caseline".

C-PRINT: "Color" print. A printed visual such as an 8" x 10" GRAPHIC or 22" x 28" poster (not back-lit).

CROPPING: Area of an image that is seen through the visual opening of a light-box frame.

CUSTOM COLLATERAL: Launch collateral piece (blow-up, etc.) requested by the retailer that differ from what is allocated.

DIPTYCH: Large foldable visual prop used on floors and ledgetops.

DRAMMING BOTTLE: Plastic bottle foundation dispenser used to "dram," or dispense, liquid foundation samples into vials.

ESTÉE LAUDER LOGO: Standard manner in which company name appears on collateral items, product packaging, and at counter. Accent "aigu" appears on first lower case "e" in "Estée".

FACTICE: Version of a product used for display purposes only (sometimes oversized).

FISH-TANK: Back island display case, similar in size and shape to an actual fishtank. Holds one set of in-case props and featured product.

GODET: Plastic piece with shade name that holds pan testable and then is inserted into product locator. Also referred to as a "godet holder" (pronounced "go-day").

IN-CASE PROPS: Clear acrylic props with GRAPHICS used inside a case to highlight featured product(s)— (8"x14").

LEDGE TOP DISPLAY: Item(s) used on ledge top to showcase a launch product.

LIGHT-BOX: A large back-lit unit that houses a transparency, or light-box visual.

LIGHT-BOX VISUAL or TRANSPARENCY: Visual that goes into a light-box (back-lit). There are a few kinds: 1) Duraclear is completely transparent and mounts on frosted ("milky") plexi. 2) Duratran has an opaque ("milky" or "frosted") backing and mounts on clear plexi. 3) Fabric.

LIMITED LIFE: Products that are in the line for limited time only— do not become part of our basic line.

GRAPHIC or GRAPHIC CARD: Visual piece featured on a tester unit or in a frame.

LOCATOR: Piece that positions, or "locates", testable product/pans in Open Sell or Tester Units.

MULTIPLE PRODUCT LOCATOR (MPL): Locator that inserts into the Access System track to display testable product for Fragrance and Skincare. Typically features key products in either a franchise ("family") or category.

PLANOGRAM or SCHEMATIC: Diagram indicating specific collateral, locator, or product placement within a merchandising fixture or environment.

POINT-OF-SALE GUIDELINES: Seasonal merchandising and overview regarding most current programming, case-line schematics and tester placement. Provides month-to-month direction for your counter.

POSTER: Standard 22" x 28" collateral that inserts into a poster frame.

PROMOTIONAL FOCUS UNIT: Vitrine unit with banner graphic that is placed on counter to highlight promotional vehicles.

TEMPLATE: Updatable base piece that holds a specific product or product line on a launch tester unit.

TESTABLE PAN: Actual product pan of eyeshadow, blush, or pressed powder (inserts either directly into locator, or into a godet, then into the locator).

TESTER UNIT: Counter unit display where a customer can see and test product.

TRAY: Positioned on a shelf—consists of testable product, sign, and saleable product stock (also referred to as a "merchandise").

VITRINE: Acrylic display cube to house and highlight product or promotional item. Can also be incorporated in a backwall or back island display case, similar in size and shape to an actual fish-tank. Typically holds one set of in-case props along with featured product.

Estée Lauder's long-term challenges include maintaining the proper balance between environmental, social and economic goals while assessing the effects of climate change on our operations, the decreasing availability of natural resources for fuel, packaging and ingredients, and the ever-changing regulatory environment associated with new and innovative ingredients.

By doing our best to overcome these and other obstacles we will continue to allow future generations to feel and be beautiful as **The Beauty of Sustainability** continues to be our guiding light.

This publication is printed using vegetable-based biodegradable inks and using a paper that is comprised of 30% recycled fibers. Publication production processes from start to finish followed the guidelines set forth by the Forest Stewardship Council "www.fsc.org" and supports electricity generated by renewable energy sources—wind, biogas and hydro—purchased through **Green Power** sources.

For more information on corporate responsibility and sustainability for the Estée Lauder Companies, please contact us at thebeautyofsustainability@estee.com



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