


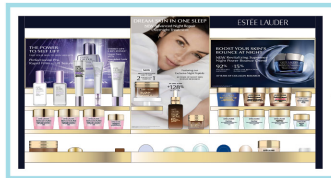









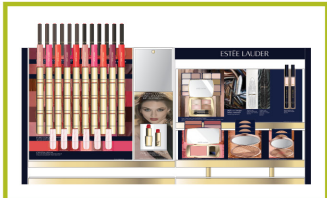

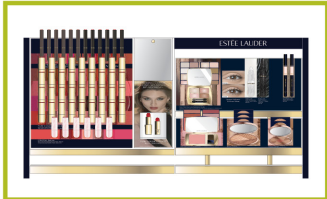
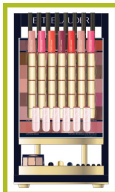
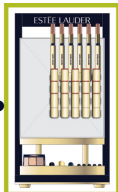








bloomingdale's


ESTÉE LAUDER
Point-of-Sale Guidelines
Spring 2025

TESTER CADENCE


ESTÉE LAUDER		North America Tester Cadence: Bloomingdale's		SKINCARE		Spring 2025	
	Currently on-counter	JAN	FEB	MAR-JUN			
LAUNCH	<div></div> <div>SKINCARE TRENDING NOW UNIT Update with new templates and graphics Select Doors Unit Code #: PG5E-60 Update Code #: G8RR-60</div>	<div></div> <div>SKINCARE TRENDING NOW UNIT SRP Update Only Select Doors Unit Code #: PG5E-60 Update Code #: GBAS-70</div>					
LINE TESTER	<div></div> <div>ADVANCED NIGHT REPAIR SKINCARE LTU BANNER All Doors Banner Code #: G76C-70</div>						
	<div></div> <div>SKINCARE LTU All Doors New Supreme+ Night Bounce Update with new graphic Unit Code #: PG58-60 Graphic Update Code #: G984-70</div>	<div></div> <div>SKINCARE LTU All Doors Update with new template and graphics Unit Code #: PG58-60 Graphic Update Code #: GBAT-70 Acrylic Update Code #: GB7B-60</div>					
	<div></div> <div>RE-NUTRIV DIAMOND LTU Select Doors Update with new templates and graphics Uit Code #: PT2M-60 Graphic Update Code #: G980-70 Acrylic Update Code #: G8RY-60</div>		<div></div> <div>RE-NUTRIV DIAMOND LTU Select Doors Update with new templates and graphics Uit Code #: PT2M-60 Graphic Update Code #: GBAR-70 Acrylic Update Code #: GB7E-60</div>				
	<div></div> <div>RE-NUTRIV BAR Select Doors Install New Unit Unit Code #: TBD Graphic Update Code #: GA0L-700 Acrylic Update Code #: G9YF-60</div>	<div></div> <div>RE-NUTRIV BAR Select Doors Update graphics Unit Code #: TBD Graphic Update Code #: GBAP-70</div>					
<div><div></div>Select Doors Only<div></div>All Doors</div>							

ESTÉE LAUDER		North America Tester Cadence: Bloomingdale's		COLOR		Spring 2025	
	Currently on-counter	JAN-FEB	MAR	APR	MAY-JUN		
LAUNCH	<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>			<div></div> <div>IPAD/IMATCH TRENDING NOW UNIT Update with new templates and graphics Select Doors Unit Code #: PG5H-60 Update Code #: GB9F-60</div>			
LINE TESTER	<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 (56 LIP SHADE VARIANT) Update with new templates and graphics All Doors with Color LTU Unit Code #: PG53-60 Acrylic Update Code #: GB7X-60 Graphic Update Code #: GC1H-70</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. 1 Update with template and graphics All Other Doors Unit Code #: PG5G-60 Graphic Update Code #: G98L-70</div>			<div></div> <div>COLOR HYBRID LTU - VER. 1 Update with new templates and graphics All Other Doors Unit Code #: PG5G-60 Update Code #: TBD</div>			
					<div><div><div></div><div>Select Doors Only</div></div><div><div></div><div>All Doors</div></div></div>		





ESTÉE LAUDER		North America Tester Cadence: Bloomingdale's		FACE		Spring 2025	
	Currently on-counter	JAN	FEB-MAR	APR	MAY-JUN		
LAUNCH	<div><div></div><div><p>DRAMMING UNIT New litho update All Doors Unit Code #: RYC5-60 Litho Update Code #: TBD</p></div></div> <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> <div><div></div><div><p>DRAMMING PEDESTAL Foundation Panels Update Select Doors Pedestal Code #: P4EE-60 Pedestal Update Code #: TBD</p></div></div>				<div><div></div><div><p>COLOR/FOUNDATION TRENDING NOW UNIT Update with new templates and graphics Select Doors Unit Code #: PG5F-60 Acrylic Update Code #: GB9E-60 Graphic Update Code #: GC1J-70</p></div></div>		
LINE TESTER	<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></div><div><p>FOUNDATION LINE TESTER UNIT Update with new templates and graphics All Doors Unit Code #: PJHJ-60 Update Code #: GB7P-60</p></div></div>			



Select Doors Only



All Doors

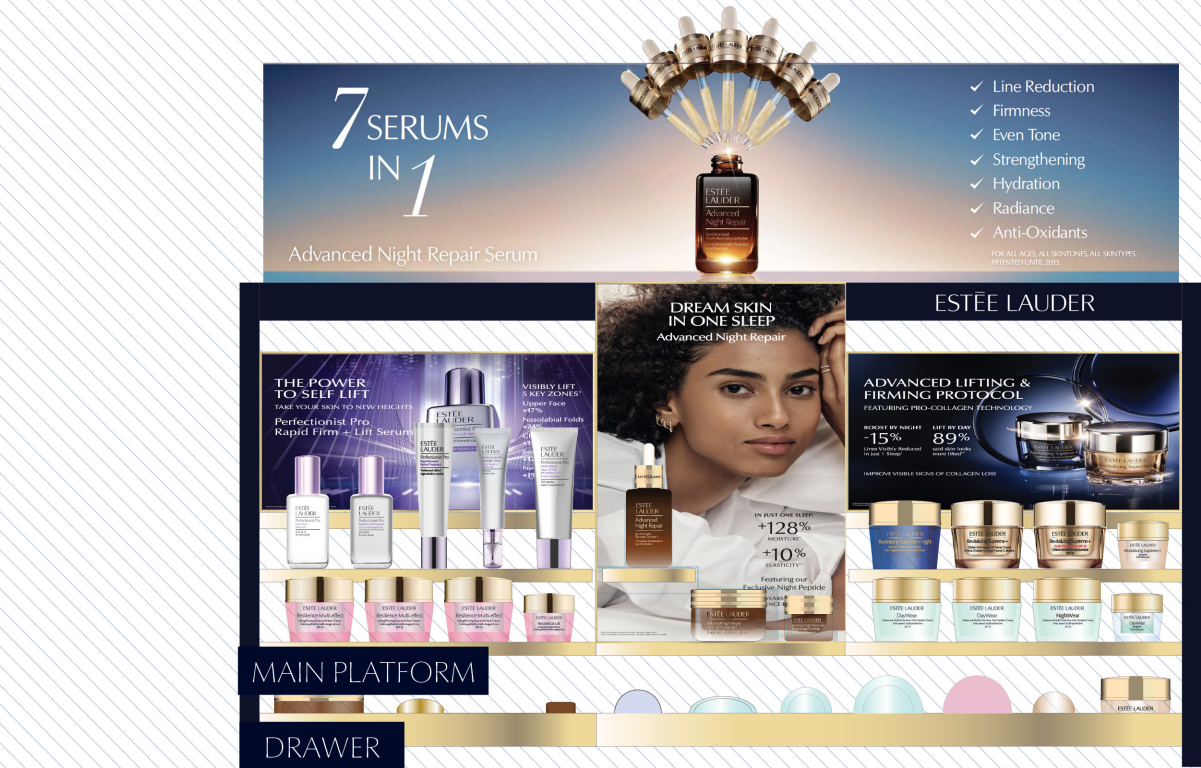
ESTÉE LAUDER North America Tester Cadence: Bloomingdale's		FRAGRANCE		Spring 2025
	Currently on-counter	JAN	FEB	MAR-JUN
LAUNCH	 <p>AERIN FRAGRANCE UNIT All Doors Update with new Med Honey Tiare graphic Graphic Update Code #: G73S-70</p>		 <p>AERIN FRAGRANCE UNIT All Doors Update with new fragrances and new templates Graphic Update Code #: GC1L-70</p>	
LINE TESTER	 <p>FRAGRANCE LINE TESTER All Doors Update back riser and platform graphics Unit Code #: PG59-60 Update Code #: TBD</p>		 <p>FRAGRANCE LINE TESTER All Doors Update back riser and platform graphic Unit Code #: PG59-60 Update Code #: GC24-70</p>	

Select Doors Only

All Doors

SKINCARE LINE TESTER

January 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. Advanced Night Repair Serum Synchronized Multi-Recovery Complex (1.7oz)
11. Advanced Night Repair Overnight Treatment (2.2 oz)
12. Advanced Night Repair Supercharged Eye Gel-Creme (0.5 oz)
13. Revitalizing Supreme+ Night Power Bounce Creme (1.7 oz)
14. Revitalizing Supreme+ Youth Power Creme (1.7 oz)

15. Revitalizing Supreme+ Youth Power Creme SPF 25 (1.7oz)
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)
26. Take It Away Makeup Remover Lotion (6.7 oz)
27. Gentle Eye Makeup Remover (3.4 oz)

HISTORY OF UPDATES

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).
Jan '25	Update with new templates and new graphics (Graphic Code: GBAT-70 Acrylic Update Code: GB7B-60).



MAIN PLATFORM



DRAWER

Continued from Left

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)

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

RE-NUTRIV LINE TESTER

Select Diamond Department Stores
January Update

HISTORY OF UPDATES

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).
Jan '25	Update with new template and new graphics (Graphic Code: GBAR-70 Acrylic Update Code: GB7E-60).

TOP VIEW



DRAWER

- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS

Line Tester (Use saleable products except where indicated.)

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

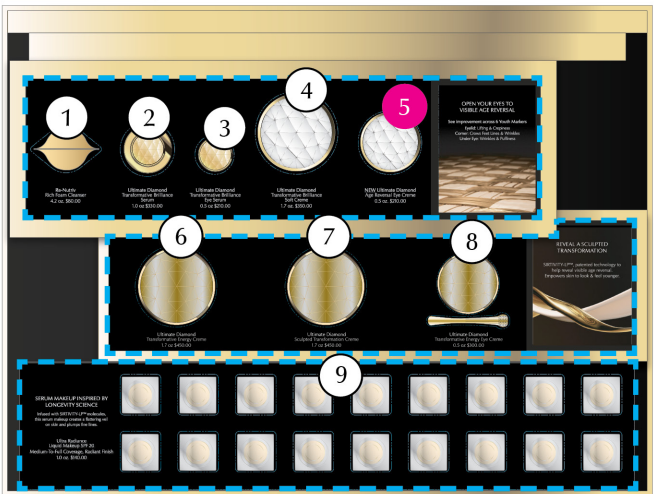
RE-NUTRIV BAR

Select Stores
January Update

HISTORY OF UPDATES

Jan '25	Update with new graphics (Graphic Code: GBAP-70).
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TOP VIEW



- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS

1. Re-Nutriv Rich Foam Cleanser 4.2 oz, (1)
2. Re-Nutriv Ultimate Diamond Brilliance Serum 1.0oz (1)
3. Re-Nutriv Ultimate Diamond Transformative Brilliance Eye Serum 0.5oz (1)
4. Re-Nutriv Ultimate Diamond Transformative Brilliance Soft Creme 1.7oz (1)
5. New Ultimate Diamond Age Reversal Eye Creme 0.5 oz (1)
6. Re-Nutriv Ultimate Diamond Transformative Energy Creme 1.7oz (1)
7. Re-Nutriv Ultimate Diamond Sculpted Transformation Creme 1.7oz (1)
8. Re-Nutriv Ultimate Diamond Transformative Energy Eye Creme 0.5oz (1)
9. Re-Nutriv Foundation (18)

COLOR LINE TESTER

April Update

HISTORY OF UPDATES

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).
Apr '25	Update with all new templates and graphics (Graphic Code #: GB7X-60).



Product List

- Pure Color Explicit Slim Lipstick (10)
- Pure Color Explicit Slim Matte Lipstick (10)
- New Melt On Gloss Stick (8)
- Pure Color Lipsticks (24)
- Pure Color Envy Luxe Eyeshadow Quads (6) (closed compacts)
- Pure Color Envy Luxe Eyeshadow Quads (1) (open compact)
- Sumptuous Extreme Lash Multiplying Volume Mascara (1)
- Turbo Lash High Powered Volume + Length Mascara (1)
- Brow Multi-Tasker (2)
- Pure Color Envy Sculpting Blush (2) (godets)
- Pure Color Envy Sculpting Blush (1) (open compact)
- Bronze Goddess Matte and Glow Bronzing Trio (1) (open compact)
- Bronze Goddess Powder Bronzer (2) (closed compact)
- Bronze Goddess Healthy Glow Bronzer (1) (open compact)
- Bronze Goddess Healthy Glow Bronzer (1)(closed compact)
- Bronze Goddess Highlighting Powder Gelée (1) (closed compact)
- Pure Color Lipstick (16)
- Pure Color Revitalizing Crystal Balm (6)
- Pure Color Envy Color Replenish Balm(1)
- Pure Color Envy Sculpting Blush (2) (in godets)
- Bronze Goddess Highlighting Powder Gelée (2) (closed compact)
- Turbo Lash Serum (1)
- Brow Multi-Tasker (8)
- Kajal Eyeliner (4)
- Little Black Liner (1)
- Double Wear Stay-In-Place Eye Pencil (10)
- Double Wear Infinite Waterproof Eyeliner (4)
- Sumptuous Extreme Waterproof (1)
- Double Wear Zero-Smudge Lengthening Mascara (1)
- Little Black Primer (1)

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

FOUNDATION LINE TESTER

April Update

HISTORY OF UPDATES

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).
Apr '25	Update with new template and new graphics (Update Code: GB7P-60).



Product List

- New Double Wear Concealer (16)
- Double Wear Stay-In-Place Makeup (24)
- Double Wear Sheer Longwear Makeup (1)
- Double Wear Matte Powder (1)
- Double Wear Stay-In-Place Makeup (1)
- Futurist SkinTint Serum (1)
- Futurist Hydra Rescue Moisturizing Makeup SPF 45 (16)
- Double Wear Smooth and Blur Primer (1)
- Futurist Aqua Brilliance Watery Glow Primer (1)
- Futurist Peptide-Power Serum Primer (1)
- Futurist SkinTint Serum (9)
- Futurist Soft Touch Brightening Concealer (12)
- Double Wear Sheer Flattery Loose Powder (4)
- Double Wear Stay-in-Place Matte Powder (10) (double expose a shade?)
- Futurist Hydra Rescue Moisturizing Makeup SPF 45 (12)
- Double Wear Sheer Longwear Makeup (4)
- Futurist SkinTint Serum (8)
- Futurist Soft Touch Brightening Concealer (12)
- New Double Wear Concealer (9)

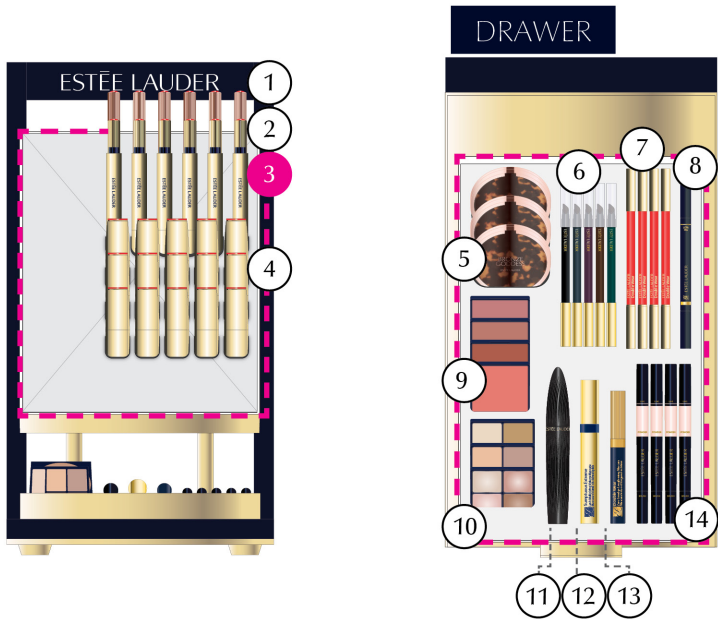
NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

COLOR HYBRID UNIT V.1

April Update

HISTORY OF UPDATES

Jan '24	Update with new graphics and templates (Acrylic Update Code #: G49D-60 Graphic Update Code#: G6D3-70).
Jul' 24	Update with new graphics and new lipsticks (G98L-70).
Apr '25	Update with new graphics and new lipsticks (TBD).



Product List

Main Platform

- 1. Pure Color Explicit Shine Lipstick (6)
- 2. Pure Color Explicit Shine Matte Lipstick (6)
- 3. New Melt-On Gloss Stick (6)
- 4. Pure Color Lipstick (15)

Drawer

- 5. Bronze Goddess Powder Bronzer (3) (in compacts)
- 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. Brow Multi-Tasker (4)

NEW GRAPHICS
NEW TEMPLATES & GRAPHICS



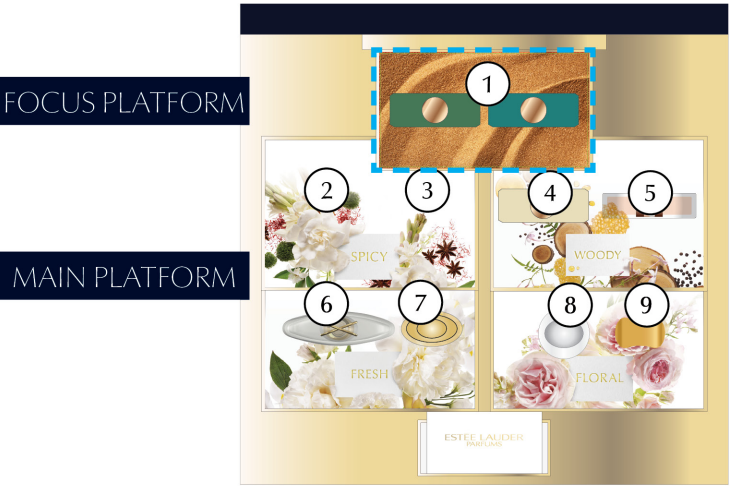
FRAGRANCE LINE TESTER UNIT

July Update

HISTORY OF UPDATES

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

NEED CLARITY ON NEW PRODUCT ASSORTMENT.



NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

Product List

Focus Platform

- 1. Beautiful Magnolia Eau de Parfum, 3.4 oz

Main Platform (Preferred Line-up)

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

FRAGRANCE UNIT BEST PRACTICES:

- Display large (3.4 oz.) sizes only
- Place only 2 fragrances on each platform
- Place “MANDATORY” (“Always On”) fragrances on the appropriate platform first. Then, based on your mix of business, fill in with “SUGGESTED” or “OPTIONAL” fragrances on the appropriate platform.

FOCUS LAUNCH PLATFORM

- Beautiful Magnolia Eau De Parfum (#1) (Mandatory)

SPICY

- Beautiful Magnolia Intense Eau de Parfum (#2) (Mandatory)
- Bronze Goddess Nuit Eau de Parfum (#3) (Mandatory)

OTHER OPTIONS IF YOU ARE OUT OF STOCK ON THE ABOVE

- Cinnabar
- Spellbound
- Tuscany Per Donna
- Youth Dew

WOODY

- Bronze Goddess Eau Fraiche (#4) (Suggested)

OTHER OPTION IF YOU ARE OUT OF STOCK ON THE ABOVE

- Sensuous
- Knowing

FLORAL

- Beautiful (#7) (Mandatory)

OTHER OPTIONS IF YOU ARE OUT OF STOCK ON THE ABOVE

- Estée
- Pleasures Intense
- Private Collection
- Tuberose Gardenia

FRESH

- Pleasures (#8) (Mandatory)
- White Linen (#9) (Mandatory)

OTHER OPTIONS IF YOU ARE OUT OF STOCK ON THE ABOVE

- Aliage
- Azuree

Unit Code #:

AERIN

February Update

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 and new platform graphics (G9Q2-70).
Feb '25	Update with new graphics and new middle template (GC1L-70).

Unit Code #: PG5E-60

TRENDING NOW

SKINCARE UNIT

January Update

HISTORY OF UPDATES

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)
Jan '25	Update with corrected top template to fit Supreme Night Bounce and update with new graphics (GBAS-70).



TOP VIEW



Line Tester (Use salable products)

- | | |
|--|------------------------------|
| 1. Rose de Grasse 1.7 oz | 11. Hibiscus Palm 1.7oz |
| 2. Rose de Grasse 1.7 oz | 12. Cedar Violet 1.7oz |
| 3. Rose de Grasse Joyful Bloom 1.7 oz | 13. Amber Musk 1.7oz |
| 4. Rose de Grasse Pour Filles 1.0 oz | 14. Amber Musk Santal 1.7 oz |
| 5. New Med. Honey Figure 1.7 oz | 15. Limone di Sicilia 1.7oz |
| 6. New Tuberose Gardenia 1.7 oz | 16. Tuberose le Jour 1.7oz |
| 7. Mediterranean Honeysuckle 1.7 oz | 17. Tuberose le Soir 1.7oz |
| 8. Wild Geranium 1.7 oz | 18. Ambrette de Noir 1.7oz |
| 9. Ikat Jasmine 1.7oz | |
| 10. Lilac Path 1.7oz | |

NEW GRAPHICS
 NEW TEMPLATES & GRAPHICS

Product List

Main Platform

- Advanced Night Repair Serum Synchronized Multi-Recovery Complex (1.7oz)
- 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)
- 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

April Update

HISTORY OF UPDATES

Jan '24	Update with new graphics with new S.R.P.s (Graphic Update Code #: G6S5-70).
Jul '24	Update with new templates and graphic. (Acrylic Update Code #: G8TZ-60) (Graphic Update Code #: G9FM-70).
Apr '25	Update with new templates and graphics (Update Code: GB9E-60)



Product List

Main Platform

- 1. Double Wear Stay-In-Place Makeup (1)
- 2. New Double Wear Concealer (1)
- 3. Pure Color Lipstick (1)

Drawer

- 4. Double Wear Stay-In-Place Makeup (3)
- 5. New Double Wear Concealer (3)
- 6. Pure Color Lipstick (3)

- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS

TRENDING NOW iMATCH/YOUCAM UNIT

April Update

HISTORY OF UPDATES

Jan '24	Update with new graphics (Graphic Update Code #: G6S6-70).
Jul '24	Update with new templates and graphic. (Update Code #: G9FM-70).
Apr '25	Update with new templates and graphics (Update Code #: GB9F-60).



Main Platform

- 1. iPad with YouCam

Drawer

- 2. Double Wear Stay-In-Place Makeup (3)
- 3. New Double Wear Concealer (3)
- 4. Pure Color Lipstick (3)

- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS



NIGHTTIME TESTER MAINTENANCE/
CLEANING RITUAL

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

DRAMMING UNIT & DRAMMING PEDESTAL

No Fall '24 Update

HISTORY OF UPDATES	
Aug '19	Install new unit (PG5F-60).
Jan '20	Update with all new graphics on Dramming Unit (PNIP-70). Update with all new magnetic panels on Dramming Pedestal (PNIT-60).
Aug '23	Update with all new unit and pedestal graphics (TBD).



COUNTERS AT A GLANCE

JANUARY

CASE CATEGORIES

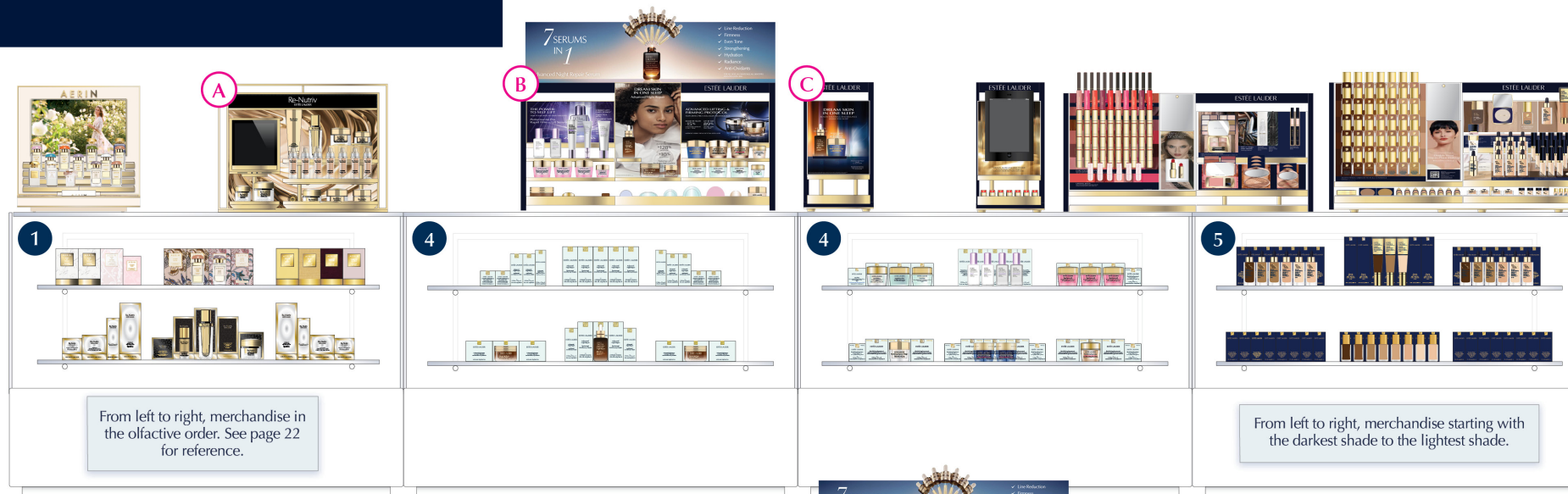
1 AERIN + Re-Nutriv	4 Skincare
2 AERIN	5 Foundation
3 Re-Nutriv	6 Color

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

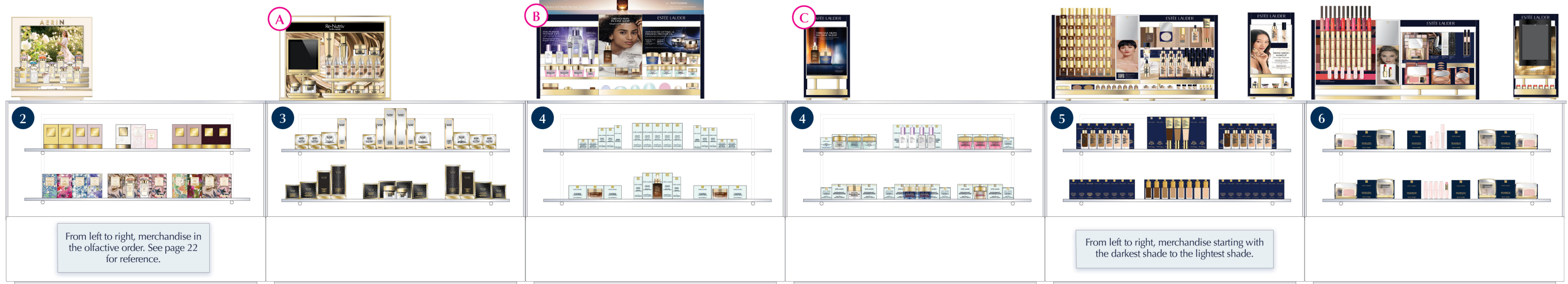
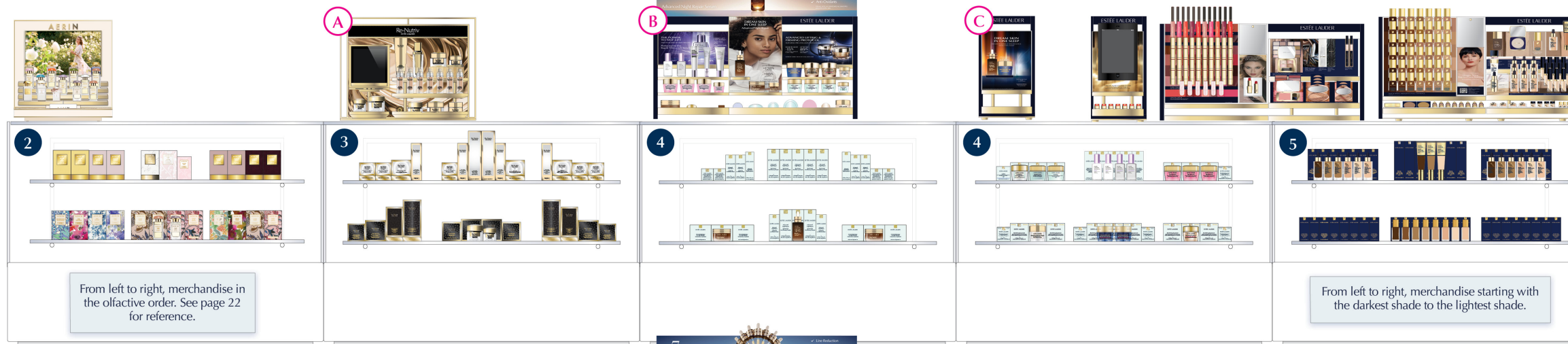
NEW IN JANUARY:

- A** Re-Nutriv Line Tester Unit Update
- B** Skincare Line Tester Unit Update
- C** Skincare Trending Now Unit Update

- A** Re-Nutriv Line Tester Unit Update
- B** Skincare Line Tester Unit Update
- C** Skincare Trending Now Unit Update



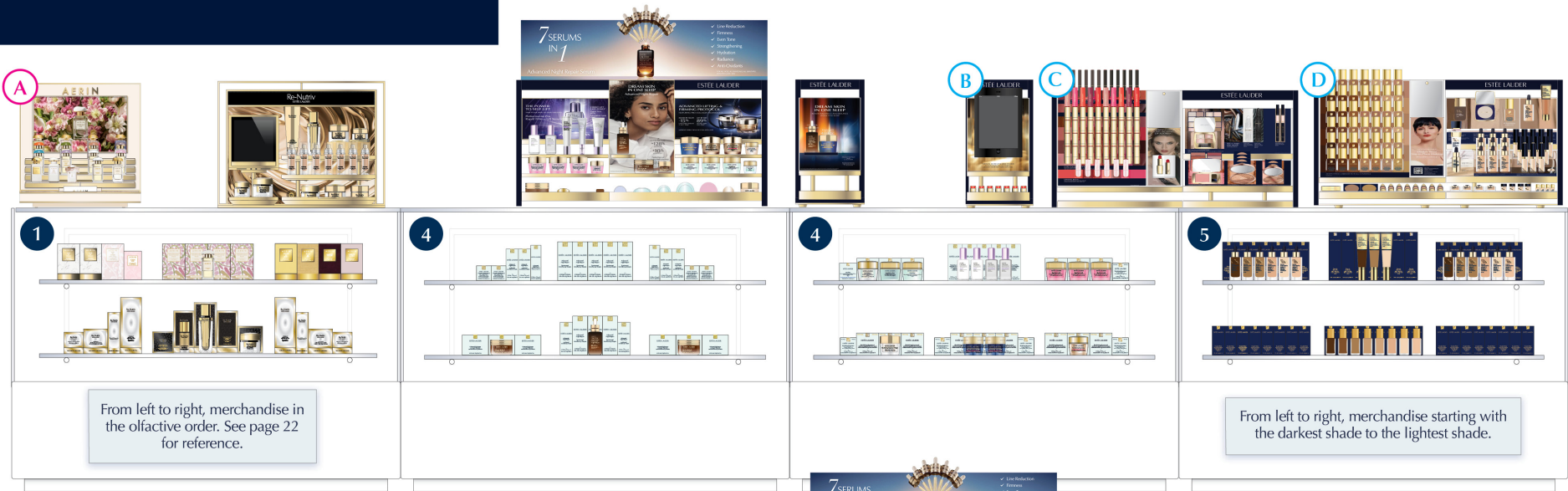
5



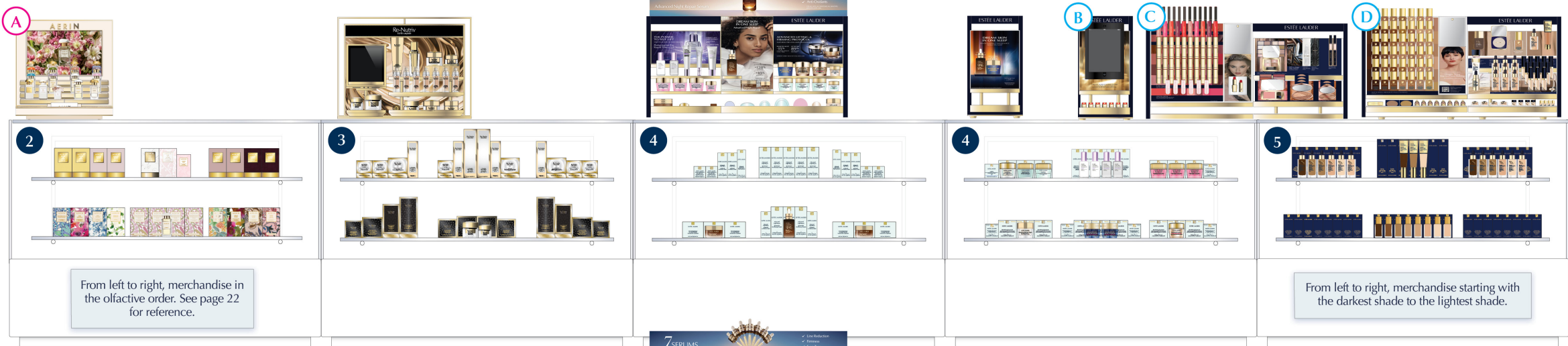
CASE MERCHANDISING

FEB-APR

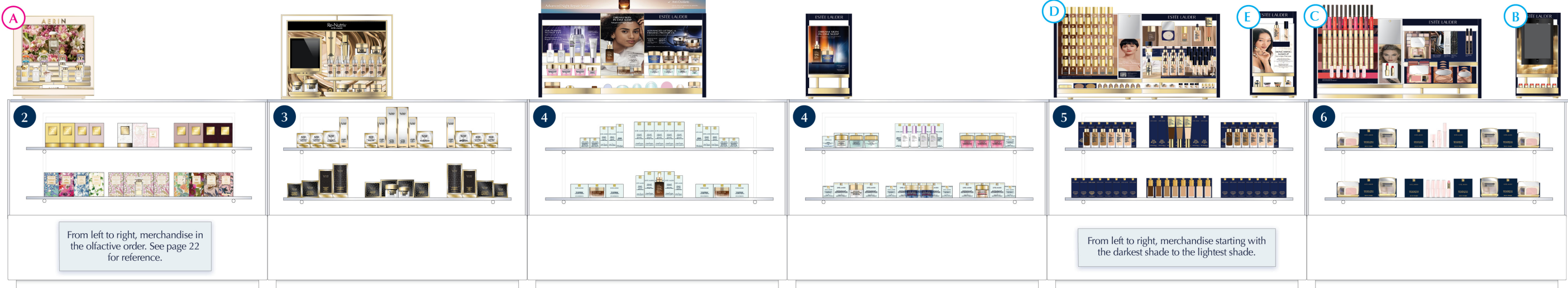
4 CASES



5 CASES



6 CASES



CASE CATEGORIES

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

NEW IN FEBRUARY:

- (A) Aerin Line Tester Unit Update

NEW IN APRIL:

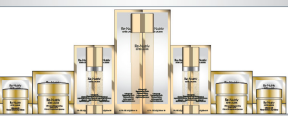
- (B) YouCam Tester Unit Update
(C) Color Line Tester Unit Update
(D) Foundation Line Tester Unit Update
(E) Color/Foundation Trending Now Unit Update

OPEN SELL SHELVES

JAN-JUN

AERIN + RE-NUTRIV

FEBRUARY AERIN UPDATE



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

3 BAYS

SKINCARE



FRAGRANCE + MAKEUP



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

AERIN + RE-NUTRIV

FEBRUARY AERIN UPDATE



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

4 BAYS

SKINCARE



SKINCARE



FRAGRANCE + MAKEUP



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

OPEN SELL SHELVES
JAN-JUN

5 BAYS

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

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

60 BAYS

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

Spring '25 Light-boxes

Shipping week of X for an on-counter date of X (no earlier, please). Install on X.

BEHIND SKINCARE CASES:



Priority Visual #1
ANR



Priority Visual #2
Model + Supreme+

BEHIND MAKEUP CASES:



Priority Visual #1
Double Wear Model
+ Product



Priority Visual #2
Pure Color Gloss Stick
Model

BEHIND FRAGRANCE CASES:



Priority Visual #1
Beautiful Model +
Product

BEHIND RE-NUTRIV CASES:



Priority Visual #1
Eye 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.

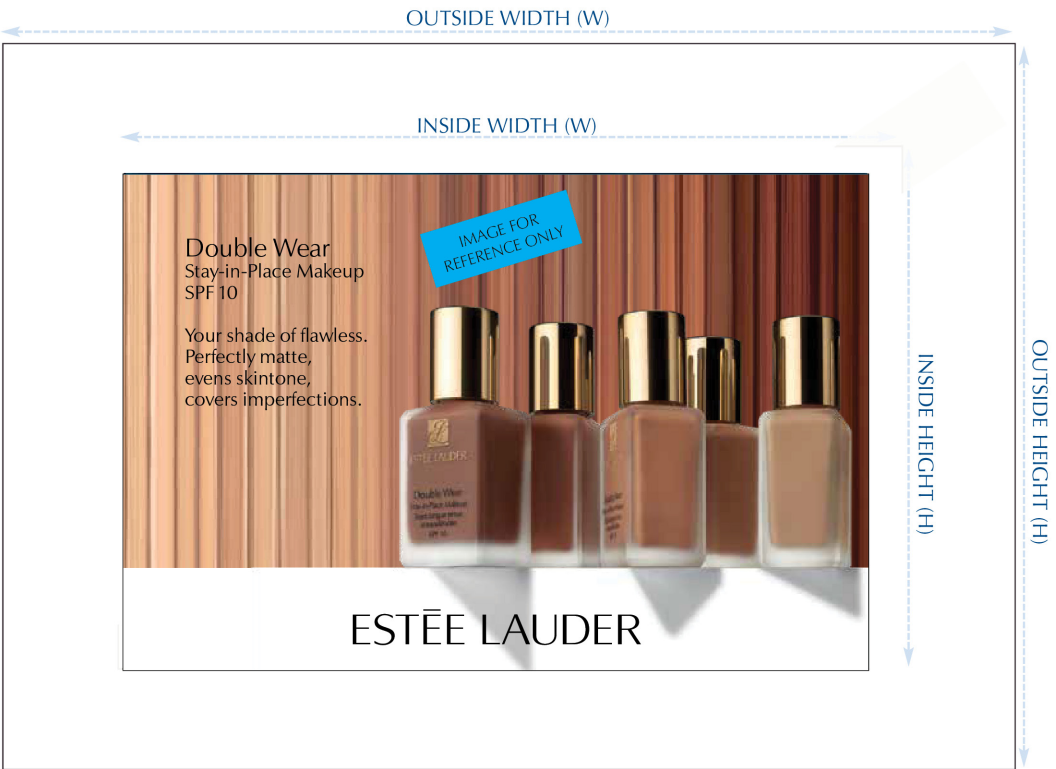
POINTERS

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.

HORIZONTAL LIGHTBOX H < W



VERTICAL LIGHTBOX W < H



Tester Codes

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

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

Tester Codes (cont.)

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

Selling Tools

- Beautiful Skin For Life Diagnostic Tools (three versions)
 - Fragrance Blotter Cards GYN4-70 (TSD: 2/7/2022)
- Multi-Language Best Sellers Tool
 - Dramming Vial Card Holder (shipped 12/14/20) PPRE-70

Glossary Point-of-Sale Guidelines

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

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

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

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

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

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

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

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

CARTOUCHE: “EL” script on packaging.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Need Some Help?

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

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

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

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

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

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

