



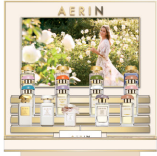
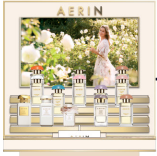
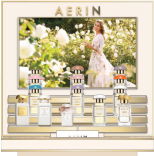
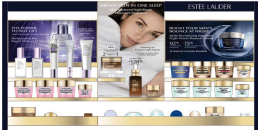
NORDSTROM

ESTÉE LAUDER

Point-of-Sale Guidelines

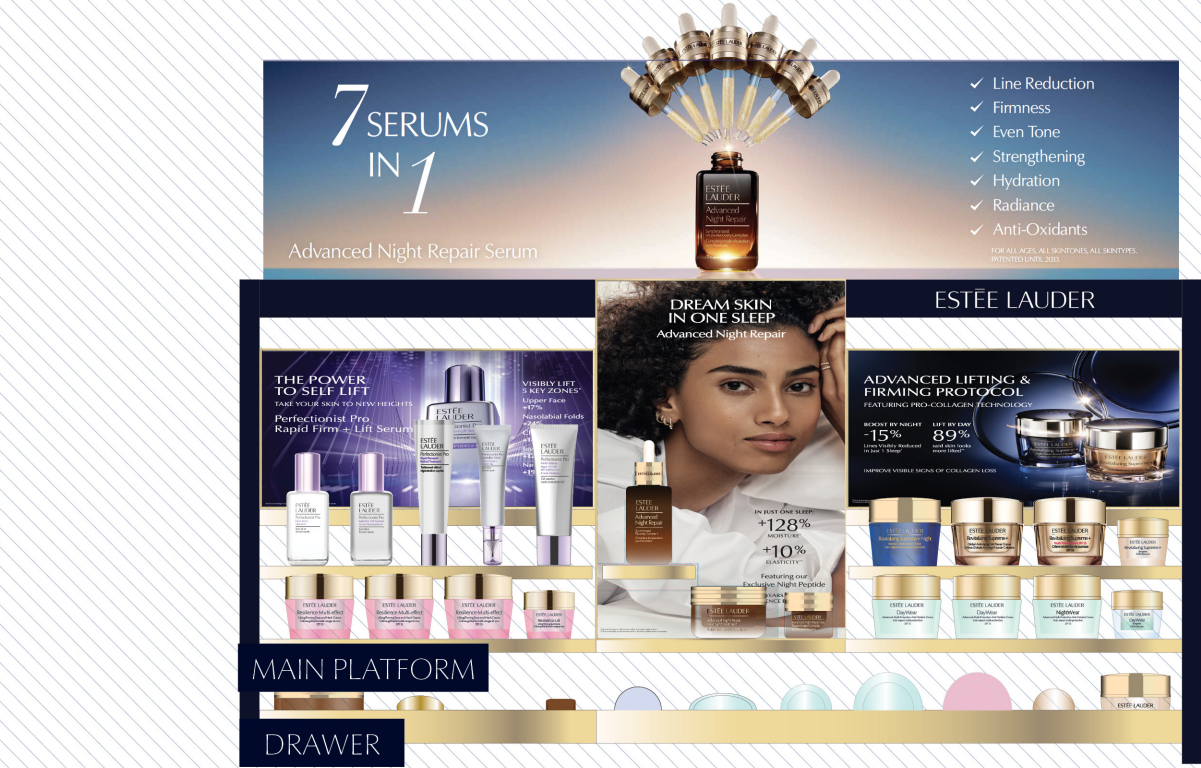
Spring 2025

TESTER CADENCE

	CURRENTLY ON-COUNTER	JAN	FEB	MAR	APR	MAY-JUN
LAUNCH UNITS	 SKINCARE TRENDING NOW UNIT Update with new templates and graphics Select Doors Unit Code #: PG5E-60 Graphic Update Code #: G983-70 Acrylic Update Code #: G8RR-60	 SKINCARE TRENDING NOW UNIT SRP Update Only Select Doors Unit Code #: PG5E-60 Update Code #: GBAS-70				
AERIN	 AERIN FRAGRANCE UNIT Premier Top Doors Update with new platform graphics and new fragrance on unit Graphic Update Code #: G9Q0-70  AERIN FRAGRANCE UNIT All AERIN Fragrance Core Doors Update with new platform graphics and new fragrance on unit Graphic Update Code #: G9Q0-70		 AERIN FRAGRANCE UNIT All AERIN Fragrance Core Doors Update with new graphics and new fragrance on unit Graphic Update Code #: TBD-70  AERIN FRAGRANCE UNIT Premier Top Doors Update with new graphics and new fragrance on unit Graphic Update Code #: TBD-70			
RE-NUTRIV	 RE-NUTRIV DIAMOND LTU Select Doors Update with new templates and graphics Unit Code #: PT2M-60 Graphic Update Code #: G980-70 Acrylic Update Code #: G8RY-60	 RE-NUTRIV DIAMOND LTU Select Doors Update with new templates and graphics Unit Code #: PT2M-60 Graphic Update Code #: GBAR-70 Acrylic Update Code #: GB7E-60				
LINE TESTERS	 SKINCARE LTU Most Doors New Supreme+ Night Bounce Update with new graphic Unit Code #: PG58-60 Graphic Update Code #: G984-70  ADVANCED NIGHT REPAIR SKINCARE LTU BANNER Doors With Full Skincare Unit Only Banner Code #: G76C-70  NORDSTROMCOLOR HYBRID LTU (V1) Update with new template and graphics Select Doors Unit Code #: PG5G-60 Graphic Update Code #: G98G-70 Acrylic Update Code #: G8TT60  EYE & CHEEK HYBRID UNIT Update with new graphics and drawer template Select Doors Unit Code #: PG5G-60 Graphics Update Code #: G98F-70 Acrylic Update Code #: G8TW-60  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	 SKINCARE LTU All Doors Update with new template and graphics Unit Code #: PG58-60 Graphic Update Code #: GBAT-70 Acrylic Update Code #: GB7B-60				 COLOR HYBRID LTU - VER. 1 Update with new templates and graphics All Other Doors Unit Code #: PG5G-60 Update Code #: TBD  EYE & CHEEK HYBRID UNIT Update with new graphics and drawer template Select Doors Unit Code #: PG5G-60 Graphics Update Code #: TBD-70 Acrylic Update Code #: TBD-60  FOUNDATION LINE TESTER UNIT Update with new templates and graphics All Doors Unit Code #: PJHJ-60 Update Code #: GB7P-60

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)

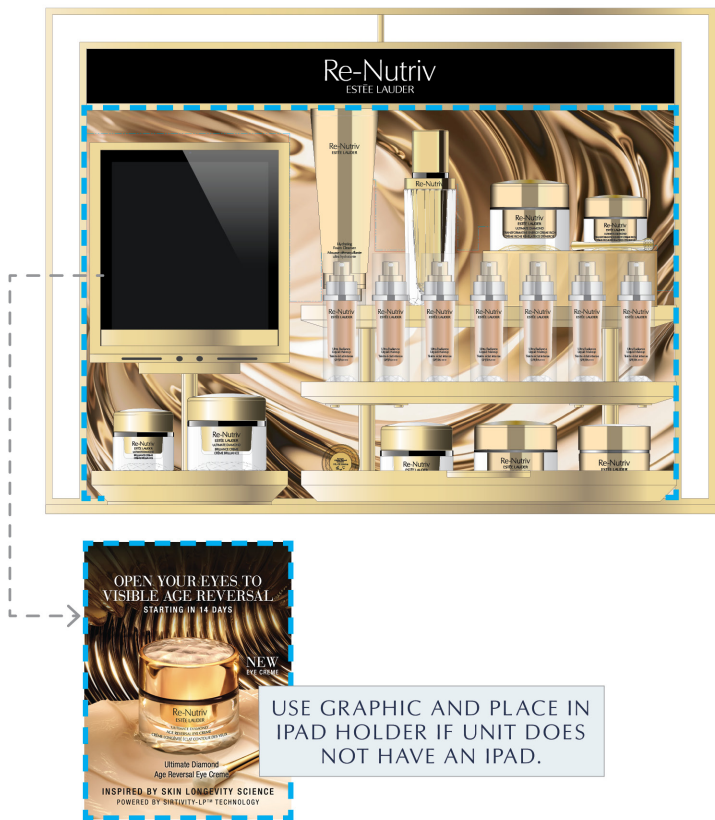
NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

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



- 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)

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).



- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS

Product List

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

Unit Code #:

AERIN

Nordstrom Premier Unit
February Update

HISTORY OF UPDATES

Jan '24	Update with new back riser graphic and new Med Honey Tiare on the platform (G73S-70).
Jul '24	Update with new platform graphics and new product assortment (G9Q0-70).
Feb '25	Update with new platform graphics and new product assortment (TDB-70).



TOP VIEW



Line Tester (Use salable products)

1. Rose de Grasse 1.7 oz

2. Rose de Grasse Joyful Bloom1.7 oz

3. Rose de Grasse Pour Filles 1.0 oz

4. New Med. Honey Figue 1.7 oz

5. New Tuberose Gardenia 1.7 oz

6. Mediterranean Honeysuckle 1.7 oz

7. Wild Geranium 1.7 oz

8. Ikat Jasmine 1.7oz

9. Fleur de Peony 1.7 oz

10. Lilac Path 1.7oz

11. Hibiscus Palm 1.7oz

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

14. Amber Musk Santal 1.7oz

15. Limone di Sicilia 1.7oz

16. Tuberose le Jour 1.7oz

17. Tuberose le Soir 1.7oz

18. Ambrette de Noir 1.7oz

- NEW GRAPHICS

NEW TEMPLATES & GRAPHICS

Unit Code #:

AERIN

Nordstrom Core Collection Unit
February Update

HISTORY OF UPDATES

Jan '24	Update with new back riser graphic and new Med Honey Tiare on the platform (G73S-70).
Jul '24	Update with new platform graphics and new product assortment (G9Q0-70).
Feb '25	Update with new platform graphics and new product assortment (TDB-70).



TOP VIEW



Line Tester (Use salable products)

1. Rose de Grasse 1.7 oz

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12. Cedar Violet 1.7oz

13. Amber Musk 1.7oz

14. Amber Musk Santal 1.7oz

- NEW GRAPHICS

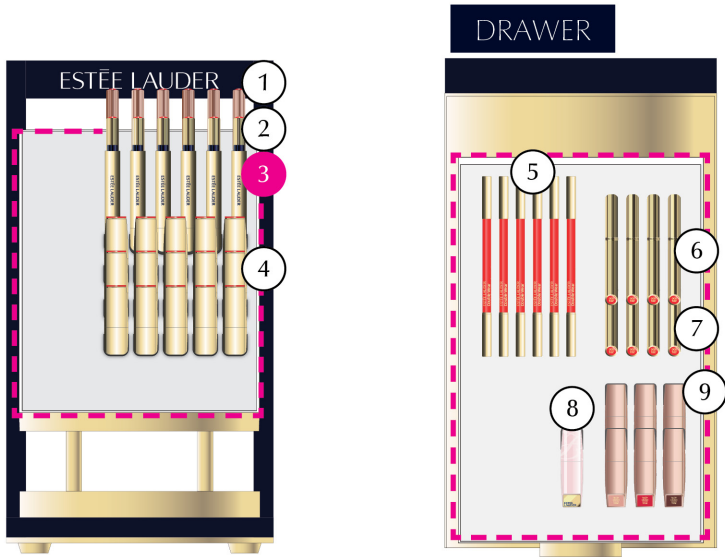
NEW TEMPLATES & GRAPHICS

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. Double Wear 24H Stay-in-Place Lip Liner (6)
- 6. Pure Color Explicit Shine Matte Lipstick (4)
- 7. Pure Color Explicit Shine Lipstick (4)
- 8. Pure Color Envy Color Replenish Balm (1)
- 9. Pure Color Crystal Lip Balm (6)

- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS



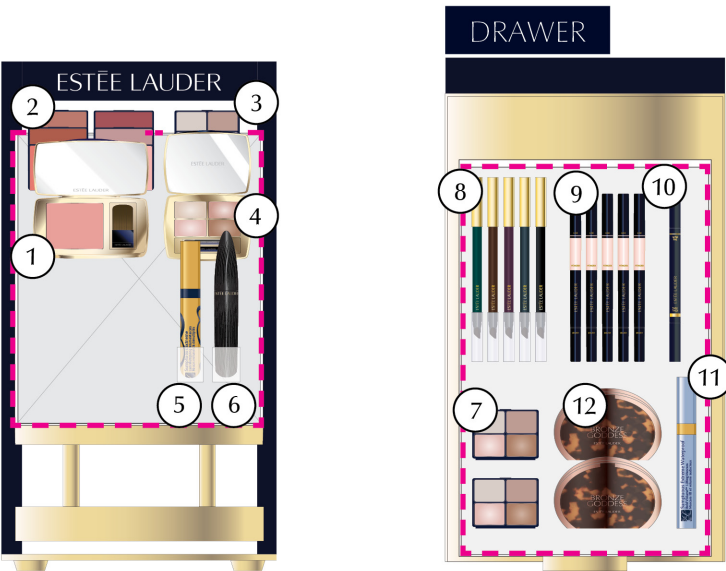
NIGHTTIME TESTER MAINTENANCE/
CLEANING RITUAL
To clean, use a soft dry cloth.
Never use sprays of any kind to
clean unit.

FACE HYBRID UNIT

April Update

HISTORY OF UPDATES

Jan '24	Update with new graphics containing new SRP (G73Q-70).
Jul '24	Update with new graphics and new drawer template (Acrylic Update Code #: G8TW-60) (Graphic Update Code #: G98F-70).
Apr '24	Update with new graphics and new templates (Acrylic Update Code #: TBD-60) (Graphic Update Code #: TBD-70).



Product List

Main Platform

- 1. Pure Color Envy Blush - open compact (1)
- 2. Pure Color Envy Blush - godets (6)
- 3. Pure Color Envy Eyeshadow Quad - godets (3)
- 4. Pure Color Envy Eyeshadow Quad (1)
- 5. Sumptuous Extreme Mascara (1)
- 6. Turbo Lash (1)

Drawer

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



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

DRAMMING UNIT & DRAMMING PEDESTAL

No Fall '24 Update

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



COUNTERS AT A GLANCE

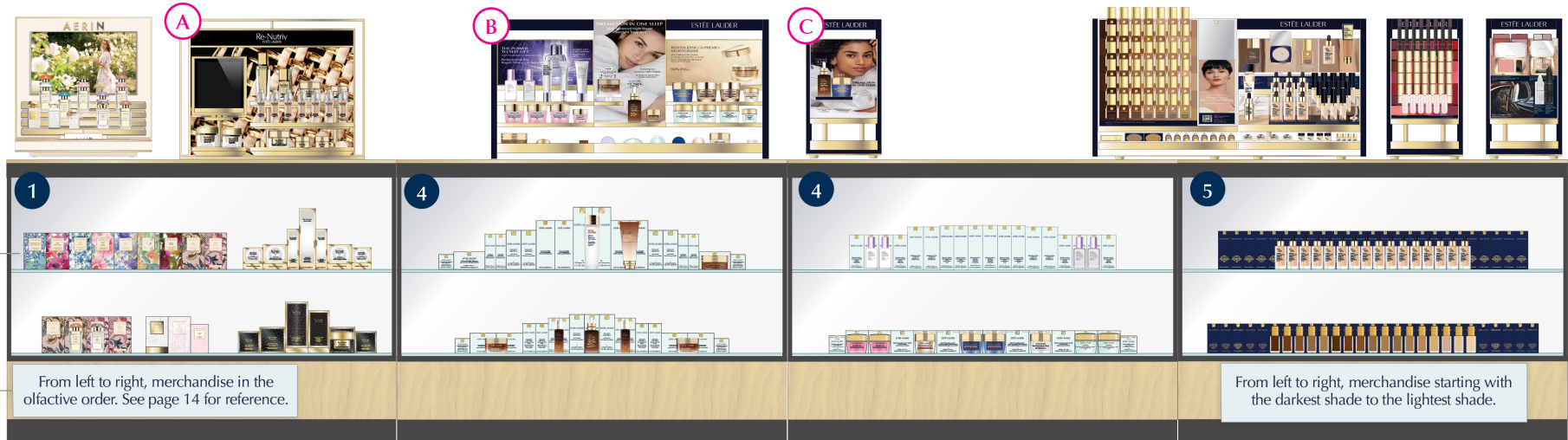
CASE MERCHANDISING

JANUARY

3 CASES



4 CASES



5 CASES



CASE CATEGORIES

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

NEW IN SEPTEMBER:

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

AERIN PREMIER DOOR CASE SET UP

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

- 1 Premier AERIN + Re-Nutriv Case



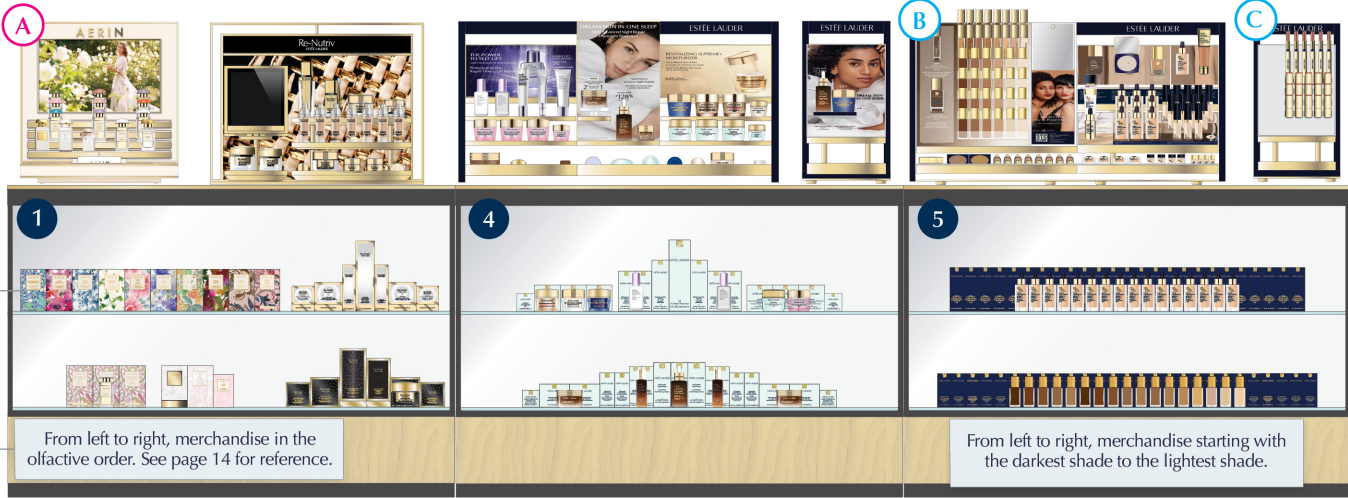
- 2 Premier AERIN Case



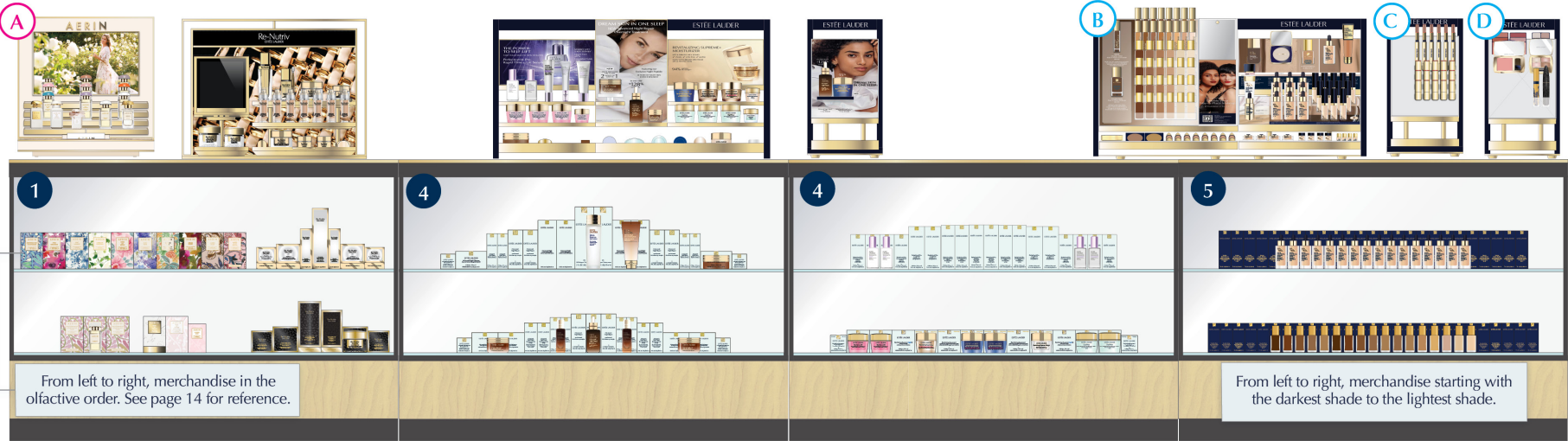
CASE MERCHANDISING

FEB-APR

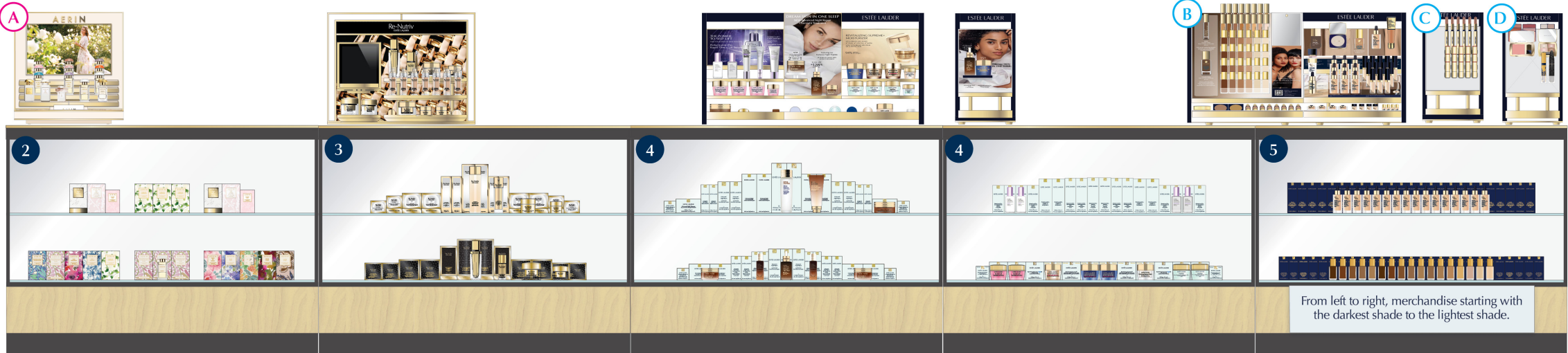
3 CASES



4 CASES



5 CASES



- CASE CATEGORIES
- 1 AERIN + Re-Nutriv

2 AERIN

3 Re-Nutriv

4 Skincare

5 Foundation

- NEW IN FEBRUARY:
- A Aerin Core Line Tester Unit Update

- NEW IN APRIL:
- B Foundation Line Tester Unit Update

C Lip Hybrid Unit Update

D Face Hybrid Unit Update

E Aerin Premier Line Tester Unit Update

AERIN PREMIER DOOR CASE SET UP

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

- 1 Premier AERIN + Re-Nutriv Case
- E
- 2 Premier AERIN Case
- E

NORDSTROM BAYS

JAN-APR

3 BAYS



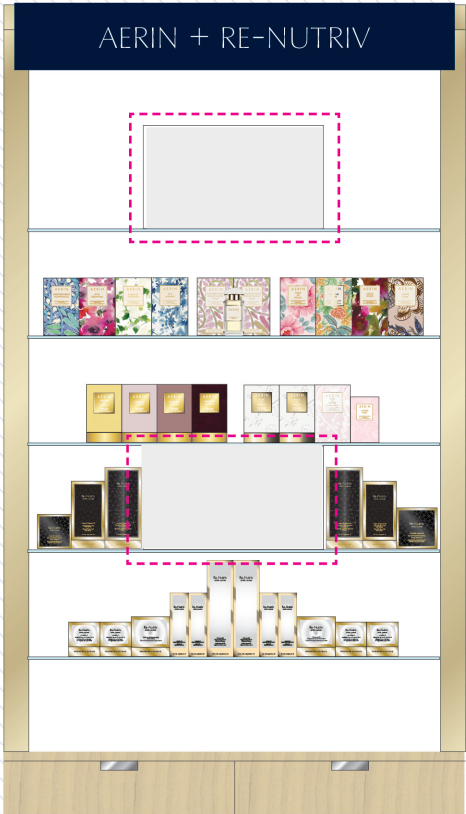
*SET UP FOR AERIN CORE DOORS. FOR TOP DOORS, REFER TO SET UP TO THE RIGHT

4 BAYS



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

*Follow shelf set up below for
Premier AERIN Doors:



See page 20 for list of Premier AERIN doors.

NEW GRAPHIC

NORDSTROM BAYS

JAN-APR

5 BAYS



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

NEW GRAPHIC

*Follow shelf set up below for TOP AERIN Doors:



See page 20 for list of Top AERIN doors.

6 BAYS



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

Tester Codes

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

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

Tester Codes (cont.)

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

Selling Tools

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

Top AERIN Doors

1.

3972-10 Washington Square #025
2.

3974-64 Roseville Galleria #434
3.

3974-17 Brea #321
4.

3974-30 Topanga #341
5.

3974-24 Fashion Valley #360
6.

3973-48 Tysons Corner #600
7.

3973-53 Garden State Plaza #520
8.

3973-81 Roosevelt Field #524
9.

3972-06 Bellevue
10.

3973-63 Somerset
11.

3974-23 Cerritos
12.

3974-61 Santa Anita
13.

3973-49 Old Orchrd#223
14.

3973-59 Montgomery#623
15.

3973-73 Woodfield#225
16.

3974-31 Walnut Crk#421
17.

3974-85 Scottsdale#380

How to Measure a Light-box

STEP 1: DETERMINING "OUTSIDE" MEASUREMENT

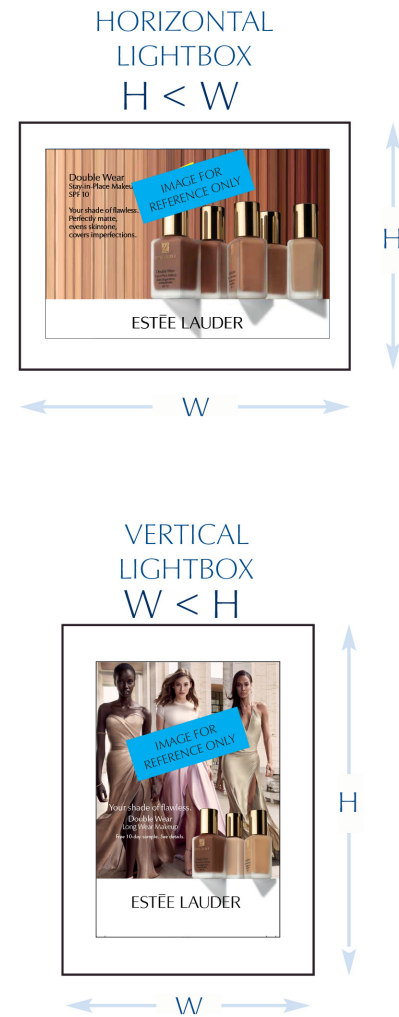
Open light-box. Measure end-to-end of the light-box horizontally (Width) and then vertically (Height). This is your “outside” measurement because it is the width (W) and height (H) of the “outside”, or total area, of the transparency that goes into the light-box.

STEP 2: DETERMINING “INSIDE” MEASUREMENT

Close light-box. The part of the transparency that you see (not the part that is hidden behind the frame) is called the “inside” measurement.

POINTERS

1. W x H (that's the order) – otherwise the “vertical” or “horizontal” distinction will be inverted.
2. The “outside” measurement is always larger than the “inside” measurement. If it's not, something is wrong.
3. Think of a picture frame in your house. If you buy a 5x7 picture frame it does not mean necessarily (unless there is no frame) that the whole picture frame itself measures 5x7 – it means that the “inside” measurement” or the part of the picture you see is 5x7. However, the overall actual size of the photo you put in the frame may be larger than what you see – that's called the “outside” measurement.



Need Some Help?

For all questions / concerns regarding:

- Tracking collateral (ongoing or launch)
- Tracking GWP/ samples
- Tracking Light Box graphics

- Requesting missing or damaged collateral/ tester units
- Light Box issues
- Request Point-of-Sale Guidelines

UNITED STATES

- Phone: +1 (844)-387-1122
- Email: PointOfSaleSupport@estee.com

CANADA

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

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

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

[illegible]

