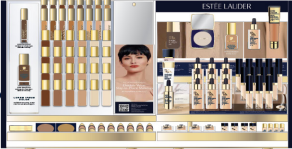
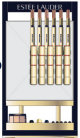




*Saks
Fifth
Avenue*

ESTÉE LAUDER
Point-of-Sale Guidelines
Spring 2025

TESTER CADENCE

	CURRENTLY ON-COUNTER	JAN	FEB	MAR	APR	MAY-JUN
AERIN	 AERIN FRAGRANCE UNIT All Doors Update with new platform graphics and new product Amber Musk Santal with hard-on-counter date: 8/1 Graphic Update Code #: G9Q2-70		 AERIN FRAGRANCE UNIT All Doors Update with new fragrances and new templates Graphic Update Code #: GC1L-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	 ADVANCED NIGHT REPAIR SKINCARE LTU BANNER All Doors Banner Code #: G76C-70  SKINCARE LTU Most Doors New Supreme+ Night Bounce Update with new graphic Unit Code #: PG58-60 Graphic Update Code #: G984-70  SKINCARE LIT ANGLED UNIT Update with new graphic All Other Doors Unit Code #: PA58-60 Graphic Update Code #: G9D0-70  COLOR LTU (56 LIP SHADE VARIANT) Update with new templates and graphics Select Doors Unit Code #: PG53-60 Graphic Update Code #: G98J0-70 Acrylic Update Code #: G8W0-60  FOUNDATION LINE TESTER UNIT Update with new templates and graphics All Doors Unit Code #: PJHJ-60 Acrylic Update Code #: G4AS-60 Graphic Update Code #: G6CS-70  COLOR HYBRID LTU - VER. 1 Update with template and graphics All Other Doors Unit Code #: PG5G-60 Graphic Update Code #: G98L-70  SKINCARE LTU Most Doors Update with new template and graphics Unit Code #: PG58-60 Graphic Update Code #: GBAT-70 Acrylic Update Code #: GB7B-60  SKINCARE LIT ANGLED UNIT Update with new graphic All Other Doors Unit Code #: PA58-60 Graphic Update Code #: TBD  COLOR LTU 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  FOUNDATION LINE TESTER UNIT Update with new templates and graphics All Doors Unit Code #: PJHJ-60 Update Code #: GB7P-60  COLOR HYBRID LTU - VER. 1 Update with new templates and graphics All Other Doors Unit Code #: PG5G-60 Update Code #: TBD					

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)

SKINCARE LIT ANGLED UNITS

January Update

HISTORY OF UPDATES

Jan '24	Update with new graphics (G6BN-70).
Jul '24	Update with new graphics (G9D0-70).
Jan '25	Update with new templates and new graphics (TBD).

TOP VIEW



- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS

Product List

Advanced Night Repair Unit

1. Resilience Multi-Effect Face and Neck Creme SPF15, 1.7 oz (1)

2. Resilience Multi-Effect Face and Neck Night Creme, 1.7 oz (1)

3. Resilience Multi-Effect Eye Creme, .5oz (1)

4. Advanced Night Repair Synchronized Multi-Recovery Complex, 1.7 oz (1)

5. Revitalizing Supreme+ Night Power Bounce Creme 1.7oz

6. Advanced Night Repair Overnight Treatment, 2.2 oz (1)

7. Advanced Night Repair Eye Supercharged Complex, 0.5 oz (1)

8. Perfectionist Pro Rapid Firm + Lift Serum, 1.7 oz (1)

9. Revitalizing Supreme+ Youth Power Creme, 1.7oz (1)

10. Revitalizing Supreme+ Youth Power Eye Balm, 0.5oz (1)

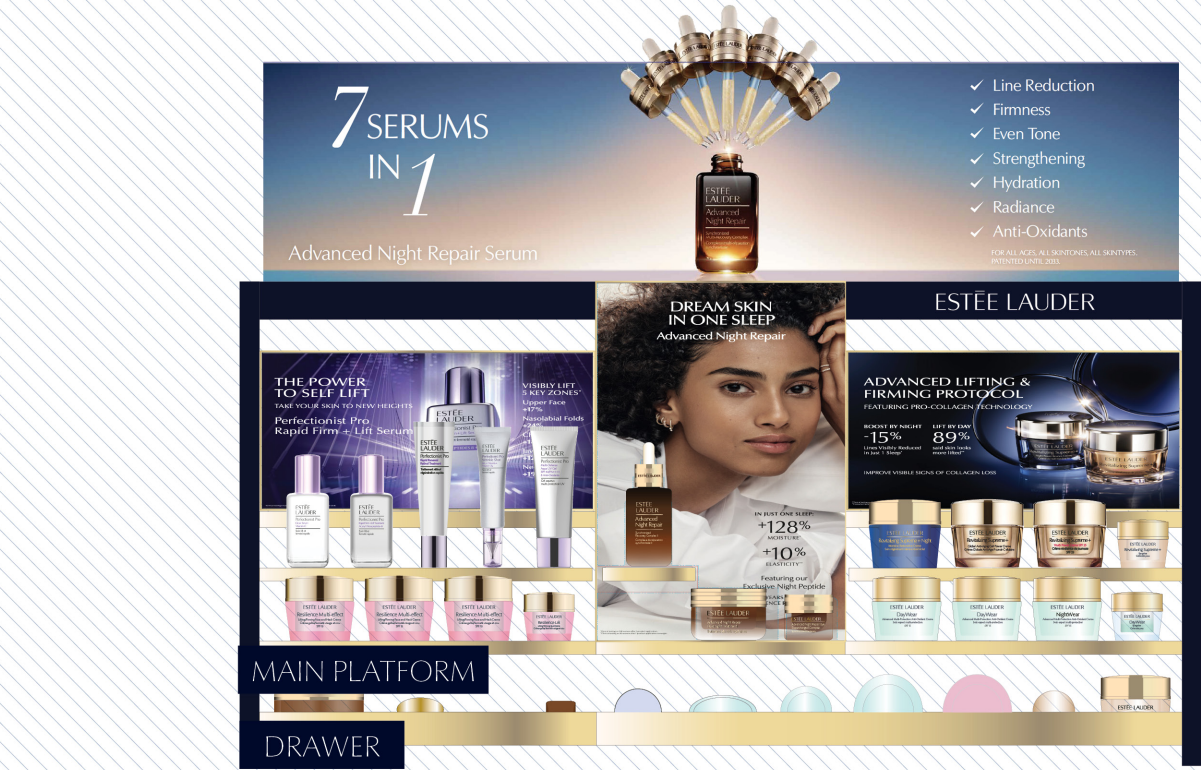


NIGHTTIME TESTER MAINTENANCE/ CLEANING RITUAL

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

SKINCARE LINE TESTER

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

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

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)

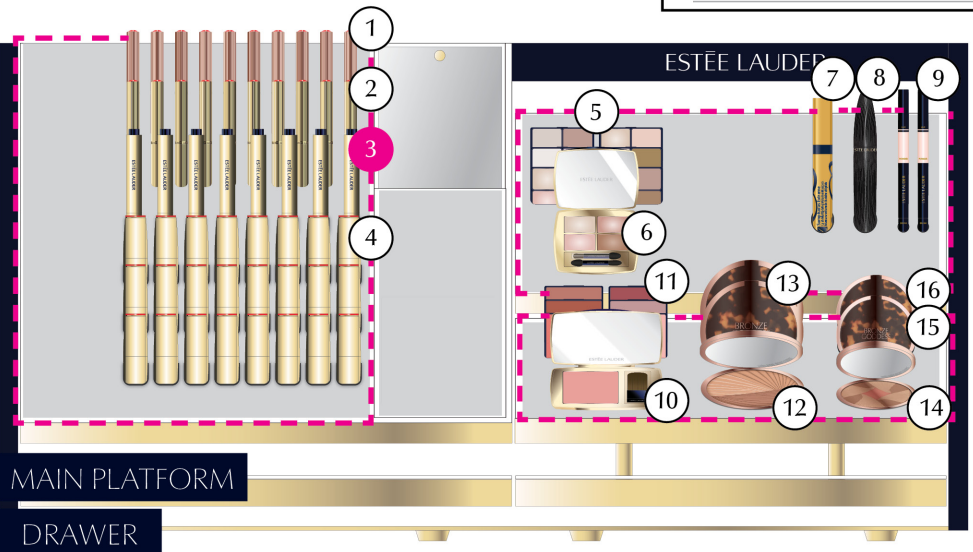
NEW GRAPHICS
 NEW TEMPLATES & GRAPHICS

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

1. Pure Color Explicit Slim Lipstick (10)
2. Pure Color Explicit Slim Matte Lipstick (10)
3. New Melt On Gloss Stick (8)
4. Pure Color Lipsticks (24)
5. Pure Color Envy Luxe Eyeshadow Quads (6) (closed compacts)
6. Pure Color Envy Luxe Eyeshadow Quads (1) (open compact)
7. Sumptuous Extreme Lash Multiplying Volume Mascara (1)
8. Turbo Lash High Powered Volume + Length Mascara (1)
9. Brow Multi-Tasker (2)
10. Pure Color Envy Sculpting Blush (2) (godets)
11. Pure Color Envy Sculpting Blush (1) (open compact)
12. Bronze Goddess Matte and Glow Bronzing Trio (1) (open compact)
13. Bronze Goddess Powder Bronzer (2) (closed compact)
14. Bronze Goddess Healthy Glow Bronzer (1) (open compact)
15. Bronze Goddess Healthy Glow Bronzer (1)(closed compact)
16. Bronze Goddess Highlighting Powder Gelée (1) (closed compact)
17. Pure Color Lipstick (16)
18. Pure Color Explicit Slim Matte Lipstick (2)
19. Pure Color Explicit Slim Lipstick (2)
20. Double Wear 24H Stay-in-Place Lip Liner (12)
21. Pure Color Revitalizing Crystal Balm (6)
22. Pure Color Envy Color Replenish Balm(1)
23. Pure Color Envy Sculpting Blush (2) (in godets)
24. Bronze Goddess Highlighting Powder Gelée (2) (closed compact)
25. Turbo Lash Serum (1)
26. Brow Multi-Tasker (8)
27. Kajal Eyeliner (4)
28. Little Black Liner (1)
29. Double Wear Stay-In-Place Eye Pencil (10)
30. Double Wear Infinite Waterproof Eyeliner (4)
31. Sumptuous Extreme Waterproof (1)
32. Double Wear Zero-Smudge Lengthening Mascara (1)
33. Little Black Primer (1)

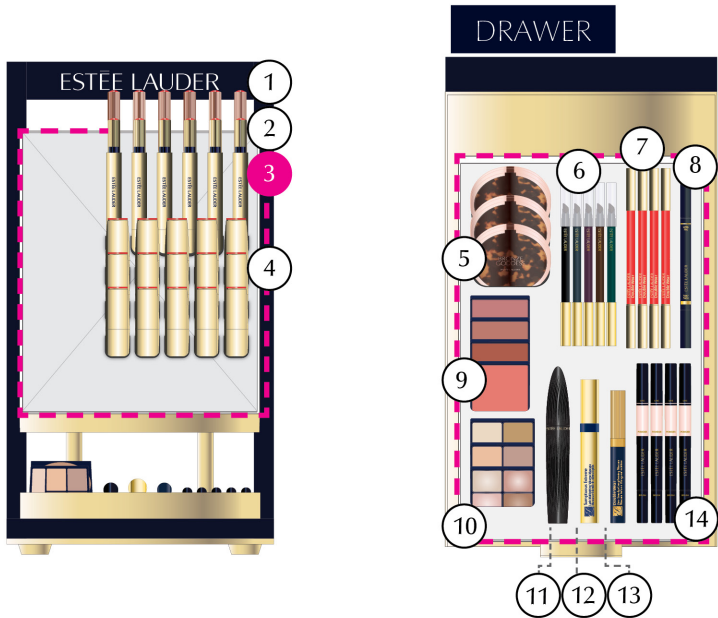
NEW GRAPHICS
 NEW TEMPLATES & GRAPHICS

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



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).



Line Tester (Use salable products)

- 1. Rose de Grasse 1.7 oz
 - 2. Rose de Grasse 1.7 oz
 - 3. Rose de Grasse Joyful Bloom 1.7 oz
 - 4. Rose de Grasse Pour Filles 1.0 oz
 - 5. New Med. Honey Figure 1.7 oz
 - 6. New Tuberose Gardenia 1.7 oz
 - 7. Mediterranean Honeysuckle 1.7 oz
 - 8. Wild Geranium 1.7 oz
 - 9. Ikat Jasmine 1.7oz
 - 10. Lilac Path 1.7oz
- 11. Hibiscus Palm 1.7oz
 - 12. Cedar Violet 1.7oz
 - 13. Amber Musk 1.7oz
 - 14. Amber Musk Santal 1.7 oz
 - 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

COUNTERS AT A GLANCE

BOUTIQUE CASE

JAN & FEB



OVERHEAD VIEW



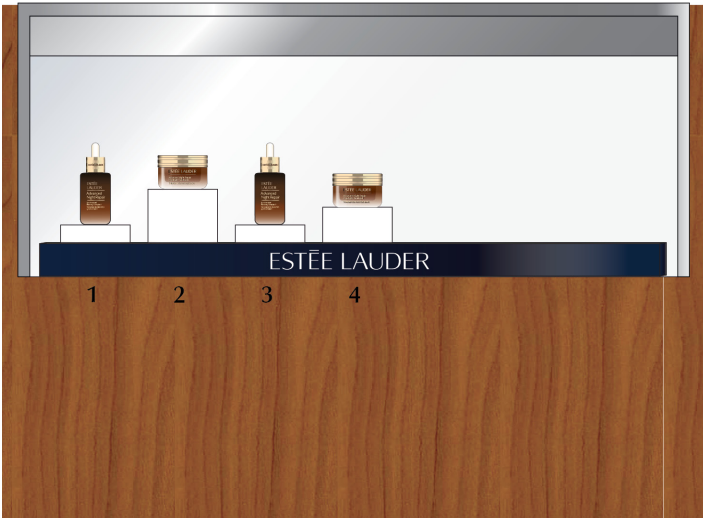
OVERHEAD VIEW



OVERHEAD VIEW



OVERHEAD VIEW



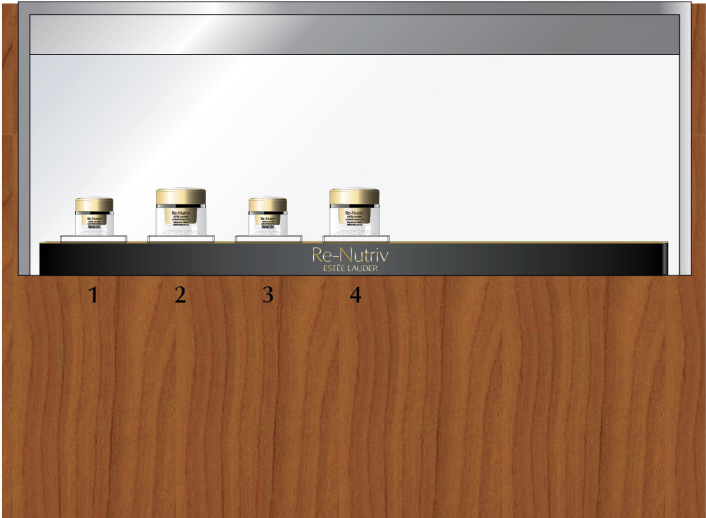
ADVANCED NIGHT REPAIR

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



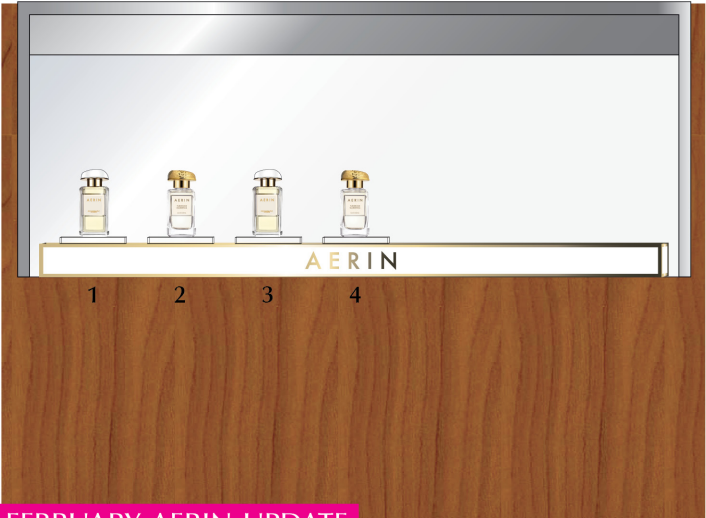
REVITALIZING SUPREME+

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



RE-NUTRIV ULTIMATE DIAMOND

- RISER 1:
New Ultimate Diamond Age Reversal Eye Creme 0.5oz
- RISER 2:
Re-Nutriv Ultimate Diamond Transformative Brilliance Soft Creme 1.7 oz
- RISER 3:
New Ultimate Diamond Age Reversal Eye Creme 0.5oz
- RISER 4:
Re-Nutriv Ultimate Diamond Transformative Brilliance Soft Creme 1.7 oz



FEBRUARY AERIN UPDATE

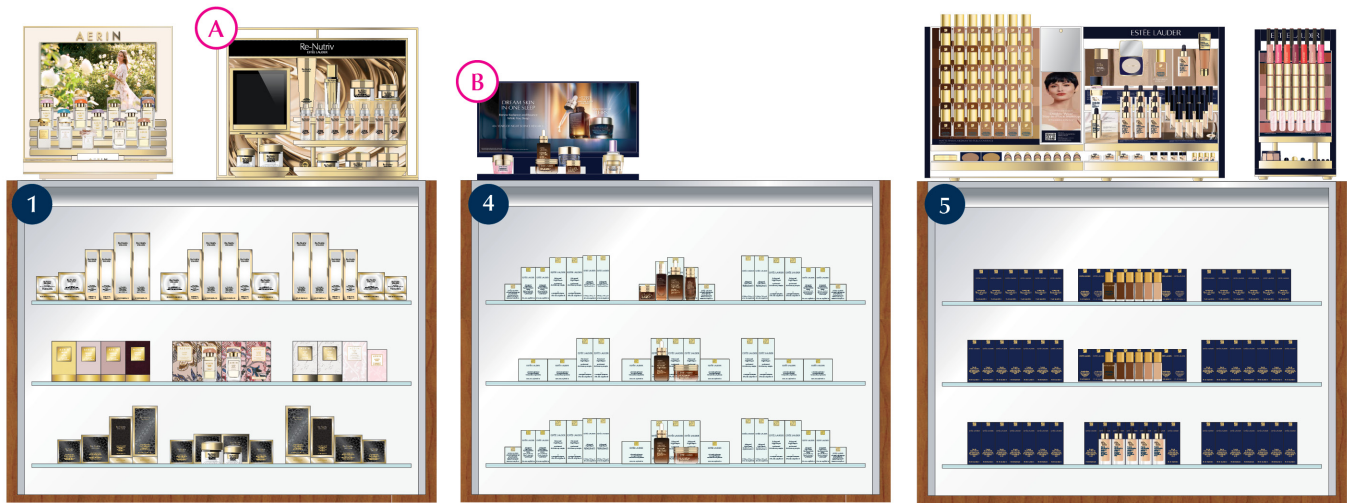
AERIN

- RISER 1:
New Med. Honey Figure, 1.7 oz
- RISER 2:
New Tuberose Gardenia, 1.7 oz
- RISER 3:
New Med. Honey Figure, 1.7 oz
- RISER 4:
New Tuberose Gardenia, 1.7 oz

CASE MERCHANDISING

JANUARY

3 CASES



4 CASES



5/6 CASES



CASE CATEGORIES

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

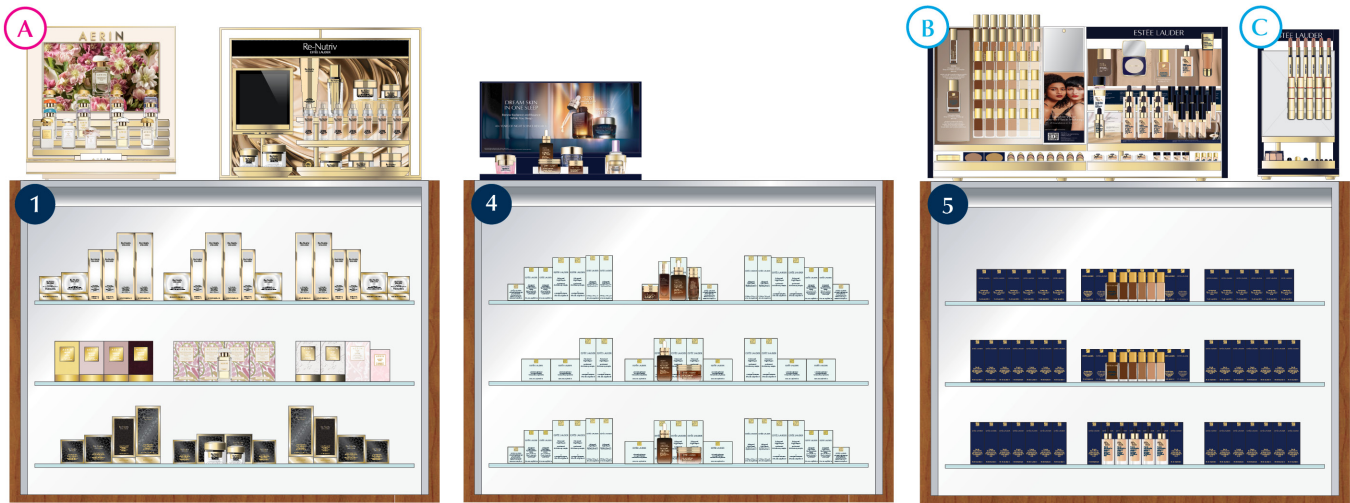
NEW IN JANUARY:

- A Re-Nutriv Line Tester Unit Update
- B Skincare Angled Unit Update

CASE MERCHANDISING

FEB-APR

3 CASES



4 CASES



5/6 CASES



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

NEW IN FEBRUARY:	
(A)	Aerin Line Tester Unit Update

NEW IN APRIL:	
(B)	Foundation Line Tester Unit Update
(C)	Color Hybrid Line Tester Unit Update

CASE MERCHANDISING

JANUARY

CASE MERCHANDISING WITH TRAY ARE FOR THE FOLLOWING DOORS ONLY:

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

CASE CATEGORIES

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

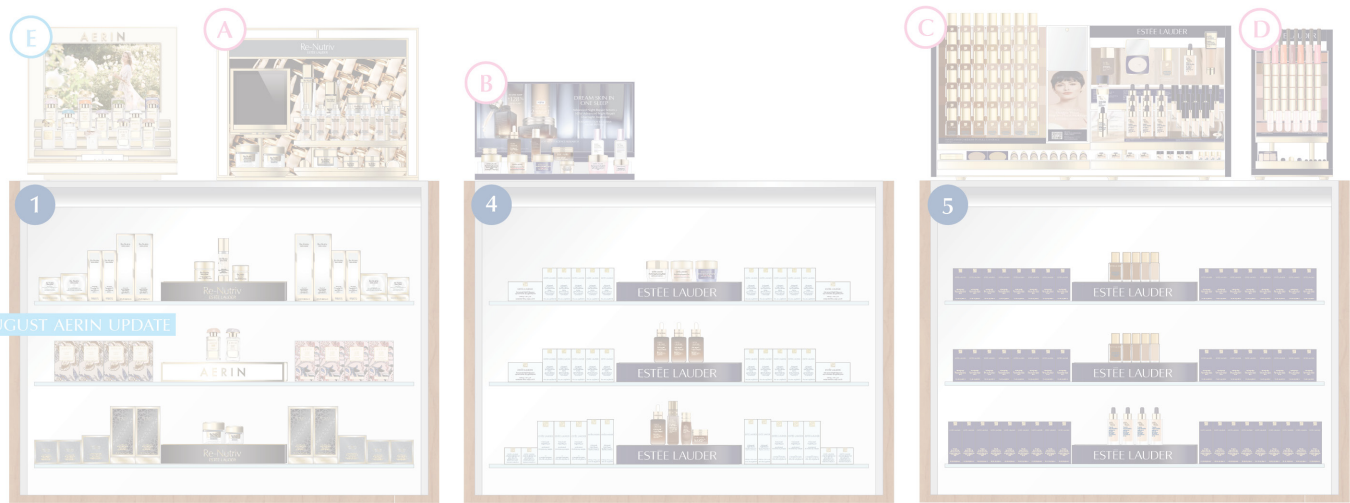
NEW IN JULY:

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

NEW IN AUGUST:

- (E) Aerin Line Tester Unit Update

3 CASES



4 CASES



5/6 CASES



Tester Codes

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

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

Tester Codes (cont.)

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

Selling Tools

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

How to Measure a Light-box

STEP 1: DETERMINING "OUTSIDE" MEASUREMENT

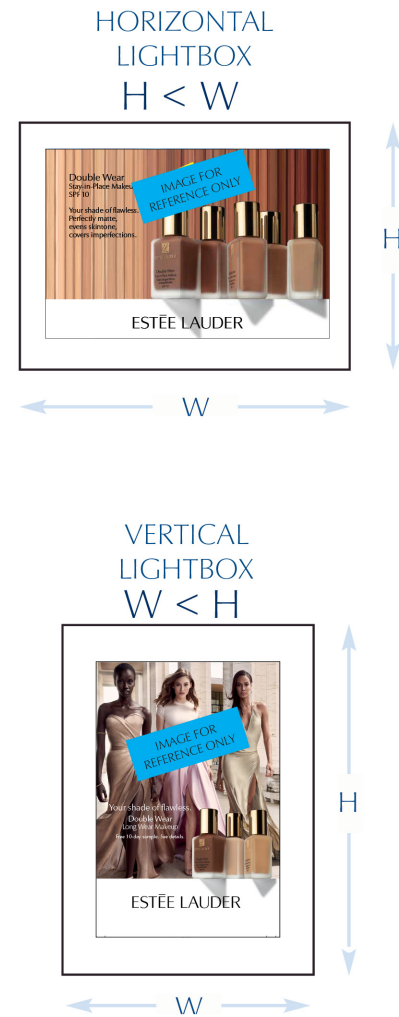
Open light-box. Measure end-to-end of the light-box horizontally (Width) and then vertically (Height). This is your “outside” measurement because it is the width (W) and height (H) of the “outside”, or total area, of the transparency that goes into the light-box.

STEP 2: DETERMINING “INSIDE” MEASUREMENT

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

POINTERS

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



Need Some Help?

For all questions / concerns regarding:

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

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

UNITED STATES

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

CANADA

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

Hours of operation: Monday to Friday 10:00AM – 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]

