

ESTÉE LAUDER

# Point-of-Sale Guidelines

**SPRING 2026**

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# TESTER CADENCE

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	Currently on-counter	JAN	FEB	MAR	MAY-JUNVVV
LAUNCH	<p><b>DISCARD UNIT</b></p>  <p>SKINCARE TRENDING NOW UNIT SRP Update Only <b>Select Doors</b> Unit Code #: PG5E-60 Update Code #: GBAS-70</p>				
LINE TESTER	 <p><b>NEW SKINCARE CORE UNIT</b> <b>Select Doors</b> Remove current Skincare Line Tester Unit at counter and install this new unit Unit Code #: GCZK-60</p>  <p><b>RE-NUTRIV CORE UNIT</b> <b>Select Doors</b> Update with new product and template Unit Code #: GCZL-60 Graphic Update Code #: <b>Shipping Direct-to-Door</b> Acrylic Update Code #: GDSF-60</p>			 <p>SKINCARE CORE UNIT <b>All Other Doors</b> Update with new graphics Unit Code #: GCZK-60 Graphic Update Code #: <b>Shipping direct to door</b></p>	

 Select Doors Only  
 All Doors

	Currently on-counter	JAN	FEB	MAR	APR-JUN
LAUNCH	<p><b>DISCARD UNIT</b></p>  <p>IPAD/IMATCH TRENDING NOW UNIT Update with new graphics <b>Select Doors</b> Unit Code #: PG5H-60 Graphic Update Code #: GCG5-70</p>		 <p><b>NEW HERO FOCUS UNIT: PRIORITY 2</b> <b>Select Doors</b> Install NEW Unit Unit Code #: GCZZ-60</p>		
LINE TESTER	<p><b>DISCARD UNIT</b></p>  <p>COLOR LTU (56 LIP SHADE VARIANT) Remove graphic plugs and add new products <b>All Doors with Color LTU</b> Unit Code #: PG53-60</p> <p><b>DISCARD UNIT</b></p>  <p>COLOR HYBRID LTU <b>All Other Doors</b> Remove graphic plug to reveal new Glossy Lip Unit Code #: PG5G-60 Update Code #: GCGB-70</p>		 <p><b>NEW COLOR CORE UNIT</b> <b>Select Doors</b> Remove current Color Line Tester Unit at counter and install this new unit Unit Code #: GCZS-60</p> <p><b>NOTE:</b> Discard current Color line tester unit on counter and replace with new Color Core Unit.</p>		
			 <p><b>NEW HERO FOCUS UNIT: COLOR</b> <b>Select Doors</b> Remove current Color Hybrid Unit at counter and install this new unit Unit Code #: GD00-60</p> <p><b>NOTE:</b> Discard current Color Hybrid unit on counter and replace with new Color Hero Focus Unit.</p>		

 Select Doors Only  
 All Doors

	Currently on-counter	JAN	FEB	MAR	APR-JUN
LAUNCH	<p><b>DISCARD UNIT</b></p>  <p><b>DISCARD UNIT</b></p>  <p><b>DISCARD</b></p>  <p><b>DRAMMING UNIT</b> New litho update <b>All Doors</b> Unit Code #: RYC5-60 Litho Update Code #: TBD</p> <p><b>COLOR/FOUNDATION TRENDING NOW UNIT</b> Update with new templates and graphics <b>Select Doors</b> Unit Code #: PG5F-60 Update Update Code #: GC9G-60</p> <p><b>DRAMMING PEDESTAL</b> Foundation Panels Update <b>Select Doors</b> Pedestal Code #: P4EE-60 Pedestal Update Code #: TBD</p>	 <p><b>NEW DRAMMING UNIT</b> Remove current dramming unit and replace with new unit <b>Select Doors</b> Unit Code #: GDFT-60</p>	 <p><b>NEW HERO FOCUS UNIT: PRIORITY 1</b> <b>Select Doors</b> Remove current Color Hybrid Unit at counter and install this new unit Unit Code #: GCZW-60</p> <p><b>NOTE:</b> Discard current Trending Now Unit on counter and replace with new Priority 1 Hero Focus Unit.</p>		
LINE TESTER	<p><b>DISCARD UNIT</b></p>  <p><b>FOUNDATION LINE TESTER UNIT</b> Update with new templates and graphics <b>All Doors</b> Unit Code #: PJHJ-60 Update Code #: GC9H-60</p>		 <p><b>NEW FOUNDATION CORE UNIT</b> <b>Select Doors</b> Remove current Foundation Line Tester Unit at counter and install this new unit Unit Code #: GCZP-60</p> <p><b>NOTE:</b> Discard current Foundation LTU on counter and replace with new Foundation Core Unit.</p>		
			 <p><b>NEW DOUBLE WEAR TOPPER</b> Shipping Direct-to-door as a part of a "GOAT" pre-pack</p>		

 Select Doors Only  
 All Doors

	Currently on-counter	JAN	FEB	MAR	APR-JUN
LAUNCH	 <p><b>AERIN FRAGRANCE UNIT</b> <b>All Doors</b> Update with new fragrances and new templates Graphic Code #: TBD Acrylic Code #: TBD</p>		 <p><b>AERIN FRAGRANCE UNIT</b> <b>All Doors</b> Update with new fragrances and new templates Graphic Code #: <b>Shipping Direct to Door</b> Acrylic Code #: <b>GE11-60</b></p>		
LINE TESTER	 <p><b>FRAGRANCE LINE TESTER</b> <b>All Doors</b> Update back riser and platform graphic Unit Code #: <b>PG59-60</b> Update Code #: <b>GC24-70</b></p>	 <p><b>FRAGRANCE LINE TESTER</b> <b>Select Doors</b> Update back riser and platform graphic to Bronze Goddess Unit Code #: <b>PG59-60</b> Update Code #: <b>GEBN-70</b></p>			

Select Doors Only  
 All Doors

# ELX CORE UNITS DTOS

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# SKINCARE CORE UNIT

## March Update

### HISTORY OF UPDATES

Mar '26 Update with new center template and new graphics (Shipping direct to door).



FRONT ELEVATION VIEW

### MAIN PLATFORM



### DRAWER

NEW GRAPHICS  
 NEW TEMPLATES & GRAPHICS

### Product List

- Perfectionist Pro Brightening Treatment (1.7 oz)
- Perfectionist Pro Rapid Firm + Lift Treatment (1.7 oz)
- Perfectionist Pro Multi-Defense UV Gel (1.0 oz)
- Revitalizing Supreme+ Night Power Bounce Creme (1.7 oz)
- Revitalizing Supreme+ Youth Power Creme (1.7 oz)
- Revitalizing Supreme+ Youth Power Eye Balm (0.5 oz)
- Resilience Multi-Effect Face and Neck Creme SPF15 (1.7 oz)
- Resilience Multi-Effect Night Creme (1.7 oz)
- Resilience Multi-Effect Eye Creme (0.5 oz)
- Advanced Night Repair Serum Synchronized Multi-Recovery Complex (1.7oz)
- Advanced Night Repair Eye Lift + Sculpt (0.5 oz)
- Advanced Night Repair Overnight Treatment (2.2 oz)
- Advanced Night Repair Supercharged Eye Gel-Creme (0.5 oz)
- New DayWear Glow Boost Gel Cleanser (4.2oz)**
- DayWear Multi-Protection Antioxidant 24H-Moisture Creme SPF15 (1.7oz)
- DayWear Anti-Oxidant 72H-Hydration Sorbet Creme SPF15 (1.7 oz)
- DayWear Eye Cooling Anti-Oxidant Moisture Gel Crème (0.5 oz)
- Advanced Night Cleansing Gelée (3.4 oz)
- Advanced Night Repair Rescue Solution with Bifidus Ferment (0.68 oz)
- Advanced Night Cleansing Balm (2.2 oz)
- Micro Essence Treatment Lotion with Bio-Ferment (6.7 oz)
- Take It Away Makeup Remover Lotion (6.7 oz)
- Gentle Eye Makeup Remover (3.4 oz)
- Perfectly Clean Multi-Action Foam Cleanser/Purifying Mask (5.0 oz)
- Perfectly Clean Multi-Action Toning Lotion/Refiner (6.7 oz)
- Perfectly Clean Infusion Balancing Essence Lotion (13.5 oz)
- Soft Clean Infusion Hydrating Essence Lotion (13.5 oz)
- Revitalizing Supreme+ Youth Power Power Soft Milky Lotion (3.4 oz)
- Resilience Multi-Effect Face and Neck Creme SPF15 Dry (1.7 oz)
- DayWear Matte Oil-Control Anti-Oxidant Moisture Gel Creme (1.7 oz)
- Revitalizing Supreme+ Youth Power Creme SPF 25 (1.7 oz)

# RE-NUTRIV CORE UNIT

## November Update (Fall Part 2)

### NO SPRING '26 UPDATE

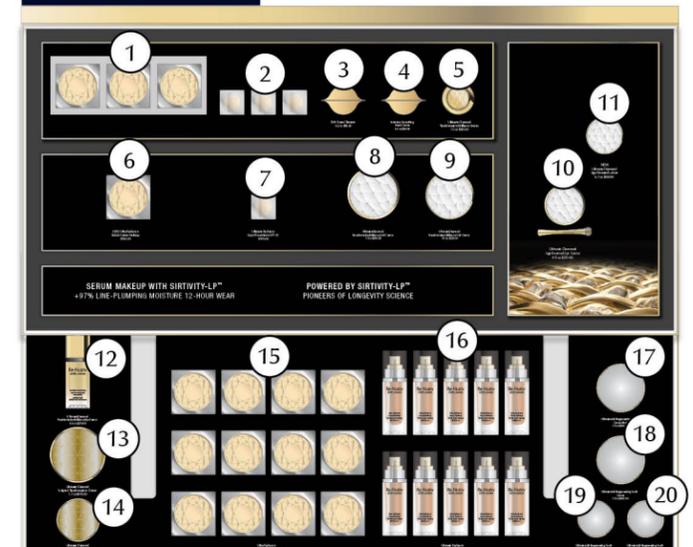
### HISTORY OF UPDATES

Aug '25 Remove current Re-Nutriv Line Tester Units on counter and replace with new Re-Nutriv Core Unit. (Graphic Code: TBD | Acrylic Update Code: TBD).  
 Nov '25 Update with new template and new graphics (Graphic Code: TBD).

### FRONT OF UNIT



### OVERHEAD VIEW



### DRAWER

NEW GRAPHICS  
 NEW TEMPLATES & GRAPHICS

### Product List

- Re-Nutriv Ultra Radiance Serum Creme Makeup - (on clear riser )(3)
- Re-Nutriv Ultra Radiance Liquid Makeup SPF 20 1 oz, (3)
- Re-Nutriv Rich Foam Cleanser 4.2 oz, (1)
- Re-Nutriv Intensive Smoothing Hand Creme 3.4 oz, (1)
- Re-Nutriv Ultimate Diamond Transformative Brilliance Serum 1 oz, (1)
- Re-Nutriv Ultra Radiance Serum Creme Makeup (1)
- Re-Nutriv Ultra Radiance Liquid Makeup SPF 20 1 oz, (1)
- Re-Nutriv Ultimate Diamond Transformative Brilliance Soft Creme 1.7 oz, (1)
- Re-Nutriv Ultimate Diamond Transformative Brilliance Soft Creme 1.0oz, (1)
- Re-Nutriv Ultimate Diamond Age Reversal Eye Creme 0.5oz, (1)
- Re-Nutriv Age Reversal Lotion (1)
- Re-Nutriv Ultimate Diamond Transformative Brilliance Eye Serum 0.5 oz, (1)
- Re-Nutriv Ultimate Diamond Sculpted Transformation Creme 1.7 oz, (1)
- Re-Nutriv Ultimate Diamond Transformative Energy Eye Creme 0.5 oz (1)
- Re-Nutriv Ultra Radiance Serum Creme Makeup (12)
- Re-Nutriv Ultra Radiance Liquid Makeup SPF 20 1 oz, (10)
- Re-Nutriv Ultimate Lift Regenerating Youth Creme Rich 1.7 oz, (1)
- Re-Nutriv Ultimate Lift Regenerating Youth Creme 1.7 oz, (1)
- Re-Nutriv Ultimate Lift Regenerating Youth Eye Creme Rich 0.5 oz, (1)
- Re-Nutriv Ultimate Lift Regenerating Youth Eye Creme 0.5 oz, (1)

# NEW FOUNDATION CORE UNIT

On-Counter: 2/23/2026

## HISTORY OF UPDATES

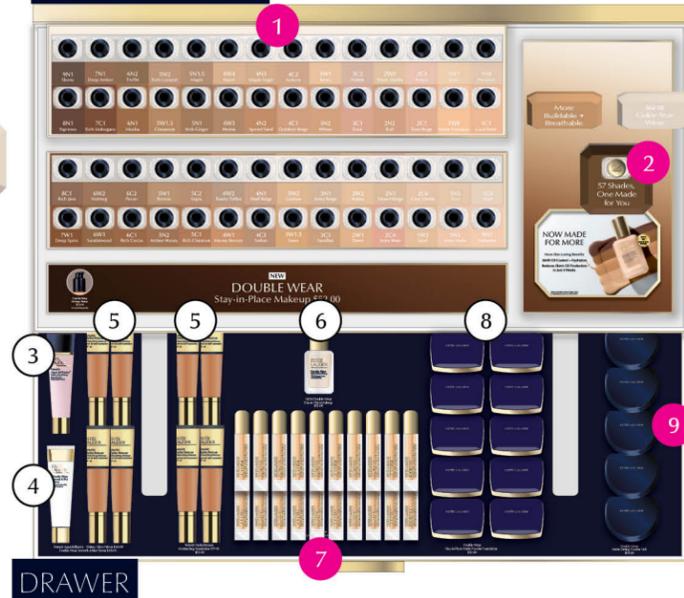
Feb '26 Discard Foundation Line Tester Unit currently in store and install new Foundation Core Unit (Code: GCZP-60).

### FRONT OF UNIT



NOTE: USE NAVY PUMPS ON ALL DOUBLE WEAR FOUNDATION TESTER BOTTLES AS SHOWN ON THE DTO.

### OVERHEAD VIEW

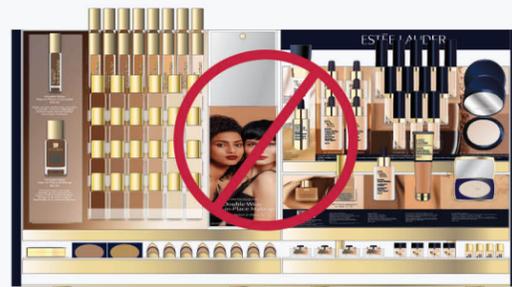


### DRAWER

## Product List

1. New Double Wear Stay-In-Place Foundation (56)
2. New Double Wear Stay-In-Place Foundation - Tester/Factice (1)
3. Futurist Aqua Brilliance Watery Glow Primer (1)
4. Futurist Hydra Rescue Moisturizing Makeup SPF 45 (8)
5. Double Wear Smooth and Blur Primer (1)
6. Double Wear Concealer (30)
7. New Double Wear Stay-In-Place Foundation (5)
8. Double Wear Matte Powder (10)
9. New Double Wear Setting Powder (5)

DISCARD EXISTING FOUNDATION FULL LINE UNIT. REFER TO ELX PHASE 2 DIRECTIVE ON HOW TO PROPERLY DISPOSE OF UNIT.



# NEW COLOR CORE UNIT

On-Counter: 2/23/2026

## HISTORY OF UPDATES

Feb '26 Discard Color Line Tester Unit currently in store and install new Foundation Core Unit (Code: GCZS-60).

### FRONT OF UNIT



NOTE: RBONZE GODDESS BRONZER (#15) WILL NOT FIT IN THE LOCATOR, USE BRONZE GODDESS GELÉE.

### OVERHEAD VIEW



### DRAWER

## Product List

1. Pure Color Sculpting Lipstick - opened (1)
2. Pure Color Sculpting Lipstick (45)
3. Double Wear 24H Stay-in-Place Lip Liner - in clear cup (14)
4. Pure Color Explicit Slim Matte Lipstick (9)
5. Pure Color Explicit Slim Lipstick (9)
6. Pure Color Lip Pout (6)
7. Pure Color Envy Luxe Eyeshadow Quad (1)
8. Pure Color Envy Sculping Blush (1)
9. Futurist Liquid Blush (6)
10. New Futurist HydraPlump Lip Balm (6)
11. New Futurist HydraPlump Lip Balm (2)
12. Pure Color Melt On Gloss Stick (6)
13. Pure Color Melt On Gloss Stick (2)
14. Brow Multi-Tasker (8)
15. Bronze Goddess-Bronzer Powder (4)  
Bronze Goddess Gelée (3)
16. Double Wear 24H Waterproof Gel Eye Pencil (6)
17. Pure Color Envy Luxe Eyeshadow Quad (4)
18. Double Wear Infinite Waterproof Eyeliner (6)
19. Eye Makeup Remover (1)
20. Little Black Liner (1)
21. Sumptuous Extreme Lash Mascara (1)
22. Sumptuous Extreme Lash Mascara Waterproof (1)
23. Double Wear Smudge-Proof Mascara (1)
24. Little Black Primer (1)
25. Pure Color Envy Sculping Blush (4)

DISCARD EXISTING COLOR FULL LINE UNIT. REFER TO ELX PHASE 2 DIRECTIVE ON HOW TO PROPERLY DISPOSE OF UNIT.

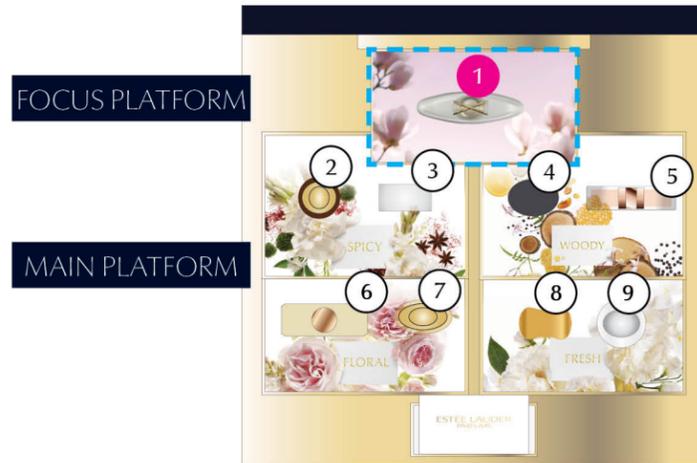


# FRAGRANCE LINE TESTER UNIT

## January Update

### HISTORY OF UPDATES

Mar '25	Update with new backriser and top platform graphic (GC24-70).
Aug '25	Update with new backriser and top platform graphic (TBD).
Jan '26	Update with new backriser and top platform graphic (GEBN-70).



NEW GRAPHICS  
 NEW TEMPLATES & GRAPHICS

### Product List

#### Focus Platform

1. **New Magnolia Fleur, 3.4 oz**

#### Main Platform (Preferred Line-up)

2. Youth Dew Eau de Parfum Spray, 2.25 oz
3. Cinnabar Eau de Parfum Spray, 1.7 oz
4. Knowing Eau de Parfum Spray, 1.7 oz
5. Estée Lauder Sensuous Eau de Parfum Spray, 3.4 oz
6. Bronze Goddess Eau Fraîche Skinscent, 3.4 oz
7. Beautiful Eau de Parfum, 3.4 oz
8. White Linen Eau de Parfum, 2.0 oz
9. Pleasures Eau de Parfum, 3.4 oz

<p><b>SPICY</b></p> <ul style="list-style-type: none"> <li>• Cinnabar</li> <li>• Spellbound</li> <li>• Tuscany Per Donna</li> <li>• Youth Dew</li> </ul>	<p><b>WOODY</b></p> <ul style="list-style-type: none"> <li>• Sensuous</li> <li>• Knowing</li> </ul>
<p><b>FLORAL</b></p> <ul style="list-style-type: none"> <li>• Beautiful (#7) (Mandatory)</li> </ul> <p><small>OTHER OPTIONS IF YOU ARE OUT OF STOCK ON THE ABOVE</small></p> <ul style="list-style-type: none"> <li>• Estée</li> <li>• Pleasures Intense</li> <li>• Private Collection</li> <li>• Tuberose Gardenia</li> </ul>	<p><b>FRESH</b></p> <ul style="list-style-type: none"> <li>• Pleasures (#10) (Mandatory)</li> <li>• White Linen (#9) (Mandatory)</li> </ul> <p><small>OTHER OPTIONS IF YOU ARE OUT OF STOCK ON THE ABOVE</small></p> <ul style="list-style-type: none"> <li>• Aliage</li> <li>• Azuree</li> </ul>

#### 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.

# AERIN

## February Update

### HISTORY OF UPDATES

Feb '25	Update with new graphics and new middle template (GC11-70).
Sept '25	Update with new template and graphics (TBD).
Feb '26	Update with new template and graphics (Acrylic Code: GE11-60).



### TOP VIEW



### Line Tester (Use salable products)

- |  |                               |
|--|-------------------------------|
| 1. Rose de Grasse 1.7 oz                   | 12. Lilac Path 1.7oz          |
| 2. Rose de Grasse Joyful Bloom 1.7 oz      | 13. Hibiscus Palm 1.7oz       |
| 3. Rose de Grasse Pour Filles 1.0 oz       | 14. Cedar Violet 1.7oz        |
| 4. <b>New Med. Honey Soleil 1.7 oz</b>     | 15. Amber Musk 1.7oz          |
| 5. <b>New Tinted Lip Balm (2) - opened</b> | 16. Amber Musk Vanille 1.7 oz |
| 6. <b>New Tinted Lip Balm (2) - closed</b> | 17. Limone di Sicilia 1.7oz   |
| 7. Mediterranean Honeysuckle 1.7 oz        | 18. Tuberose le Jour 1.7oz    |
| 8. Wild Geranium 1.7 oz                    | 19. Tuberose le Soir 1.7oz    |
| 9. Ikat Jasmine 1.7oz                      | 20. Ambrette de Noir 1.7oz    |
| 10. Tuberose Gardenia 1.7 oz               | 21. Rose Cocoa 1.7 oz         |
| 11. Les Botaniques Wisteria 1.7 oz         |                               |

NEW GRAPHICS  
 NEW TEMPLATES & GRAPHICS

# ELX HERO FOCUS UNITS DTOS & DRAMMING

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HISTORY OF UPDATES

Feb '26 Discard all Trending Now Units currently in store and install Hero Focus Unit: Color (Code: GD00-60).

# NEW HERO FOCUS UNIT: COLOR

On-Counter: 2/23/2026

SELECT DOORS



Product List

Main Platform

1. Pure Color Lip Pout (7)
2. Pure Color Melt On Gloss Stick (7)
3. **New Lip Elixir (Full Name TBD) (6)**
4. Pure Color Sculpting Lipstick (12)
5. Futurist Liquid Blush (4)
6. Pure Color Envy Sculpting Blush (1)

Drawer:

7. Futurist Liquid Blush (3)
8. Pure Color Envy Sculpting Blush (3)

NEW GRAPHICS  
NEW TEMPLATES & GRAPHICS

DISCARD ALL TRENDING NOW UNITS CURRENTLY IN STORE. REFER TO ELX PHASE 2 DIRECTIVE ON HOW TO PROPERLY DISPOSE OF UNITS.

HISTORY OF UPDATES

Feb '26 Discard all Trending Now Units currently in store and install Hero Focus Unit: PI (Code: GCZW-60).

# NEW HERO FOCUS UNIT: PRIORITY 1 (CONCEALERS)

On-Counter: 2/23/2026

SELECT DOORS



Product List

Main Platform

1. Double Wear Concealer (14)
2. **New Double Wear Stay-In-Place Foundation (1)**
3. Double Wear Concealer (1)

Drawer:

4. Double Wear Concealer (12)

NEW GRAPHICS  
NEW TEMPLATES & GRAPHICS

DISCARD ALL TRENDING NOW UNITS CURRENTLY IN STORE. REFER TO ELX PHASE 2 DIRECTIVE ON HOW TO PROPERLY DISPOSE OF UNITS.

# NEW HERO FOCUS UNIT: PRIORITY 2 (LIP & CHEEK)

On-Counter: TBD

**SELECT DOORS**

### HISTORY OF UPDATES

Feb '26 Discard all Trending Now Units currently in store and install Hero Focus Units (P2) (GCZZ-60).



### Product List

#### Main Platform

1. Pure Color Lip Pout (8)
2. Futurist Blush (3)

#### Drawer:

3. Pure Color Lip Pout (3)
4. Futurist Blush (3)

- NEW GRAPHICS
- NEW TEMPLATES & GRAPHICS

DISCARD ALL TRENDING NOW UNITS CURRENTLY IN STORE. REFER TO ELX PHASE 2 DIRECTIVE ON HOW TO PROPERLY DISPOSE OF UNITS.

# NEW DRAMMING UNIT

On-Counter: January

### HISTORY OF UPDATES

Jan '26 Discard current Dramming Unit and Dramming Tower and replace with new metal Dramming Unit (GDFT-60).

Dramming bottles were shipped separately on 12/1/2025. Store dramming bottles until new unit and graphics arrive. Graphics are also arrive separately with an ETA of 1/22/2026.



Existing acrylic Dramming Unit and Dramming Tower **must be discarded**. Graphics on towers are expired and will no longer be updated.



# COUNTERS AT A GLANCE

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# CASE MERCHANDISING

## FEBRUARY

### CASE CATEGORIES

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

### NEW IN JANUARY:

- A Fragrance Line Tester Unit Update



### NEW IN FEBRUARY:

- B Aerin Line Tester Unit Update
- C New ELX Hero Focus Color Unit (Select Doors) or New ELX Color Core Unit (Select Doors)
- D New ELX Hero Focus Unit Priority 1
- E New ELX Foundation Core Unit
- F New ELX Hero Focus Unit Priority 2 (Select Doors)

4 CASES

Merchandising plan for 4 cases. Each case has a top header image and a shelf below. Case 1 (Aerin + Re-Nutriv) has header B and shelf 1. Case 2 (Aerin) has header B and shelf 4. Case 3 (Re-Nutriv) has header C and shelf 4. Case 4 (Skincare) has header E and shelf 5. A text box below Case 4 states: "From left to right, merchandise starting with the darkest shade to the lightest shade."

5 CASES

Merchandising plan for 5 cases. Case 1 (Aerin + Re-Nutriv) has header B and shelf 2. Case 2 (Aerin) has header B and shelf 3. Case 3 (Re-Nutriv) has header C and shelf 4. Case 4 (Skincare) has header F and shelf 4. Case 5 (Foundation) has header E and shelf 5. A text box below Case 5 states: "From left to right, merchandise starting with the darkest shade to the lightest shade."

6 CASES

Merchandising plan for 6 cases. Case 1 (Aerin + Re-Nutriv) has header B and shelf 2. Case 2 (Aerin) has header B and shelf 3. Case 3 (Re-Nutriv) has header C and shelf 4. Case 4 (Skincare) has header D and shelf 4. Case 5 (Foundation) has header E and shelf 5. Case 6 (Color) has header F and shelf 6. A text box below Case 6 states: "From left to right, merchandise starting with the darkest shade to the lightest shade."

# CASE MERCHANDISING

## MARCH

### CASE CATEGORIES

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

### NEW IN MARCH:

- A ELX Skincare Core Line Tester Unit Update

4 CASES

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

5 CASES

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

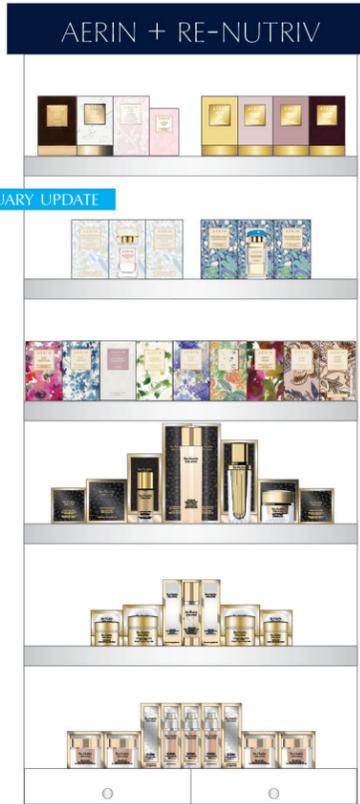
6 CASES

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

# OPEN SELL SHELVES

## JAN-JUN

3 BAYS



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

4 BAYS

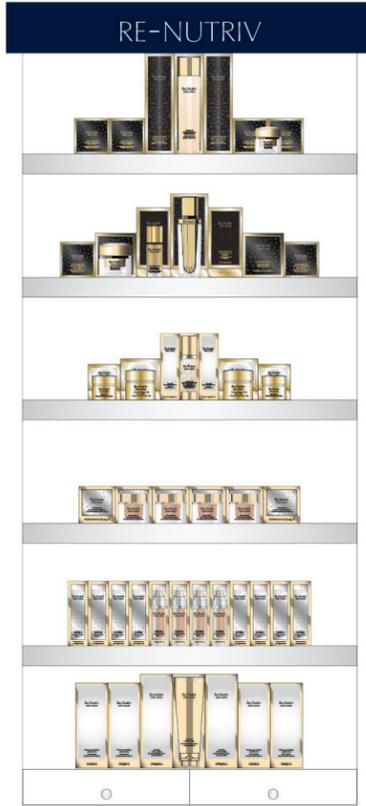


From left to right, merchandise starting with the darkest shade to the lightest shade.

# OPEN SELL SHELVES

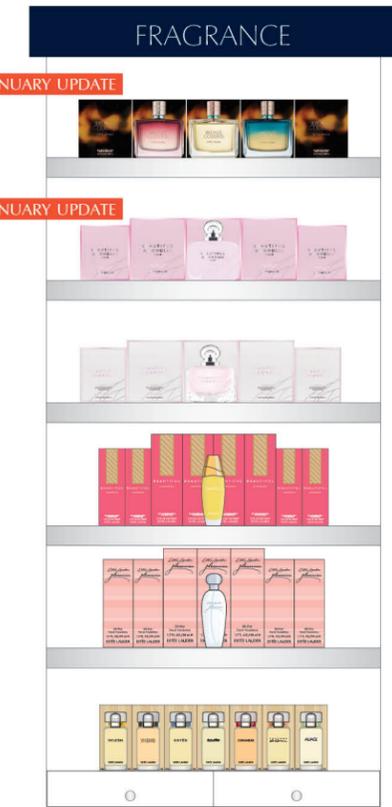
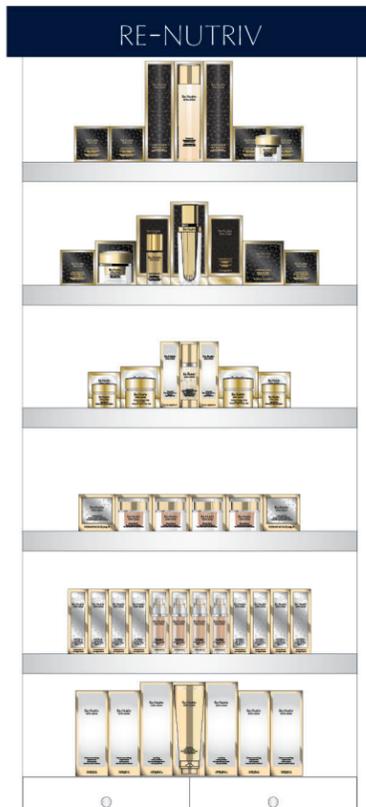
## JAN-JUN

5 BAYS



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

6 BAYS



BEHIND MAKEUP CASES:  
(1 LIGHT-BOX ONLY)



Double Wear  
3-Model

BEHIND MAKEUP CASES:  
(HORIZONTAL LIGHT-BOXES)



Double Wear  
7-Group Model

BEHIND MAKEUP CASES:  
(2 LIGHT-BOXES)



Double Wear  
3-Model



Single Model  
Daisy

BEHIND MAKEUP CASES:  
(3 LIGHT-BOXES)



Double Wear  
3-Model



Single Model  
Daisy



Product Visual

BEHIND MAKEUP CASES:  
(1 LIGHT-BOX ONLY)



Double Wear  
4-Model

BEHIND MAKEUP CASES:  
(HORIZONTAL LIGHT-BOXES)



Double Wear  
Group Model

BEHIND MAKEUP CASES:  
(2 LIGHT-BOXES)



Double Wear  
4-Model



Single Model  
Nia

BEHIND MAKEUP CASES:  
(3 LIGHT-BOXES)



Double Wear  
4-Model



Single Model  
Nia



Product Visual

BEHIND MAKEUP CASES:  
(1 LIGHT-BOX ONLY)



Double Wear  
4-Model

BEHIND MAKEUP CASES:  
(HORIZONTAL LIGHT-BOXES)



Double Wear  
Group Model

BEHIND MAKEUP CASES:  
(2 LIGHT-BOXES)



Double Wear  
4-Model



Single Model  
Daisy

BEHIND MAKEUP CASES:  
(3 LIGHT-BOXES)



Double Wear  
4-Model



Single Model  
Daisy



Product Visual

# How to Measure a Light-box

## STEP 1: DETERMINING "OUTSIDE" MEASUREMENT

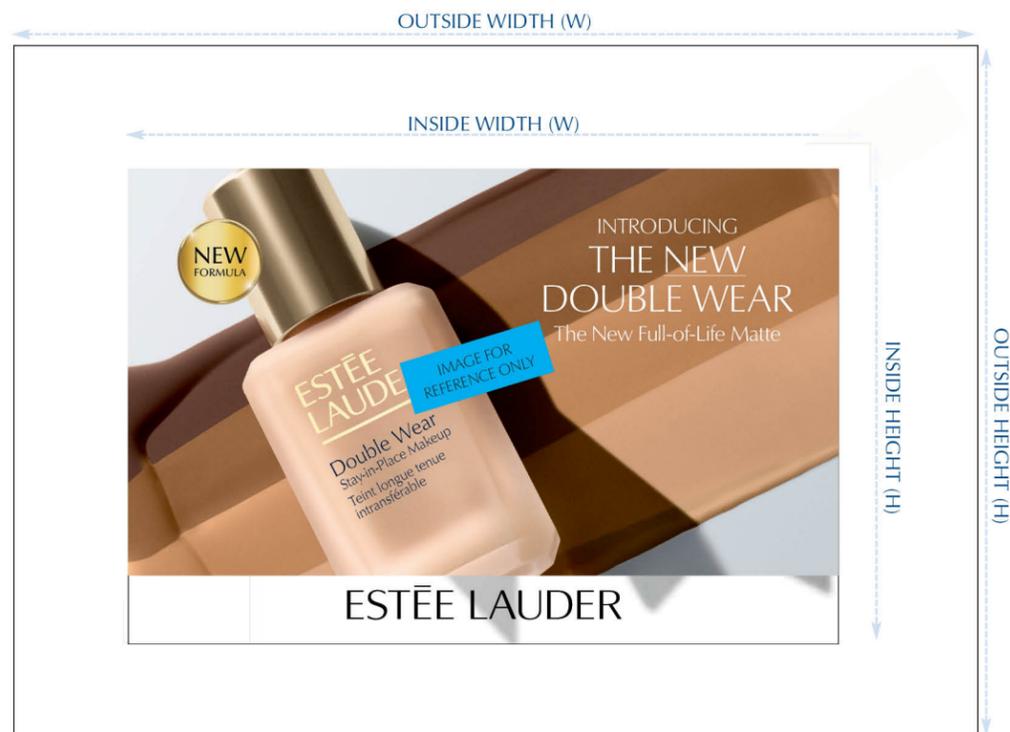
Open light-box. Measure end-to-end of the light-box horizontally (Width) and then vertically (Height). This is your "outside" measurement because it is the width (W) and height (H) of the "outside", or total area, of the transparency that goes into the light-box.

## 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.



# 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

- 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.

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

# 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 "merchandiser").

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.