

DEPARTMENT STORES

ESTÉE LAUDER

Point-of-Sale Guidelines

SPRING 2026



TESTER UNIT & IN-CASE PROP GRAPHICS CADENCE

	Currently on-counter	JAN	FEB	MAR	MAY-JUN
LAUNCH	 <p>SKINCARE TRENDING NOW UNIT SRP Update Only Select Doors Unit Code #: PG5E-60 Update Code #: GBAS-70</p>	<p>NOTE: Discard current Skincare Hybrid unit on counter and replace with new Skincare Hero Focus Unit.</p>  <p>NEW HERO FOCUS UNIT: SKINCARE Macy's Doors Only Remove current Trending Now Unit at counter and install this new unit Unit Code #: GD01-60</p>			
IN-CASE	 <p>PERFECTIONIST PRO IN-CASE PROP GRAPHIC All Doors Graphic Code #: TBD</p>  <p>SUPREME+ NIGHT BOUNCE IN-CASE PROP GRAPHIC All Doors Graphic Code #: GC9Q-70</p>  <p>ADVANCED NIGHT REPAIR SERUM & EYE LIFT IN-CASE PROP GRAPHIC All Doors Graphic Code #: GC97-70</p>	 <p>SUPREME+ SERUM IN-CASE PROP GRAPHIC Macy's Only Graphic Code #: G8QJ-01</p>  <p>ADVANCED NIGHT REPAIR SERUM & EYE LIFT IN-CASE PROP GRAPHIC All Doors Graphic Code #: GDML-70</p>		 <p>DAYWEAR CLEANSER IN-CASE PROP GRAPHIC All Doors Graphic Code #: GE14-70</p>	
LINE TESTER	 <p>NEW SKINCARE CORE UNIT Select Doors Remove current Skincare Line Tester Unit at counter and install this new unit Unit Code #: GCZK-60</p>	 <p>SKINCARE CORE UNIT Macy's Doors Update with new products and graphics Unit Code #: GCZK-60 Graphic Update Code #: GDXM-70</p>		 <p>SKINCARE CORE UNIT All Other Doors Update with new graphics Unit Code #: GCZK-60 Graphic Update Code #: TBD</p>	

	Currently on-counter	JAN	FEB	MAR-JUN
DEPARTMENT STORE	<div data-bbox="385 691 705 883" data-label="Image"> </div> <div data-bbox="344 897 742 1016" data-label="Text"> <p>RE-NUTRIV CORE UNIT Select Doors Update with new product and template Unit Code #: GCZL-60 Graphic Update Code #: Shipping Direct-to-Door Acrylic Update Code #: GDSF-60</p> </div>			

Select Doors Only
 All Doors

	Currently on-counter	JAN	FEB	MAR-JUN
LAUNCH	 <p>NOTE: DISCARD IPAD/IMATCH TRENDING NOW UNIT</p> <p>IPAD/IMATCH TRENDING NOW UNIT Update with new graphics Select Doors Unit Code #: PG5H-60 Graphic Update Code #: GCG5-70</p>		 <p>NEW HERO FOCUS UNIT: PRIORITY 2 Select Doors Install NEW Unit Unit Code #: GDQC-70</p>	
IN-CASE	 <p>TURBO LASH IN-CASE GRAPHIC Select Doors Graphic Code #: G1QA-70</p>  <p>PURE COLOR GLOSS STICK IN-CASE GRAPHIC Select Doors Graphic Code #: GB82-70</p>	 <p>PURE COLOR GLOSS STICK IN-CASE GRAPHIC Select Doors Graphic Code #: GDMT-70</p>		
LINE TESTER	 <p>COLOR LTU (56 LIP SHADE VARIANT) Remove graphic plugs and add new products All Doors with Color LTU Unit Code #: PG53-60</p>  <p>COLOR HYBRID LTU Boscov's, Independents, Blue Mercury, and Puerto Rico Doors Remove graphic plug to reveal new Glossy Lip Unit Code #: TBD Update Code #: GCGB-70</p>		 <p>NEW COLOR CORE UNIT Select Doors Remove current Color Line Tester Unit at counter and install this new unit Unit Code #: GCZS-60</p> <p>NOTE: Discard current Color line tester unit on counter and replace with new Color Core Unit.</p>	
			 <p>NEW HERO FOCUS UNIT: COLOR Select Doors Remove current Color Hybrid Unit at counter and install this new unit Unit Code #: GD00-60</p> <p>NOTE: 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>DRAMMING UNIT New graphic updates on all panels Select Doors Unit Code #: PNIP-70 Graphic Update Code #: GA78-70</p>	 <p>NEW DRAMMING UNIT Remove current dramming unit and replace with new unit Select Doors Unit Code #: GDFT-60</p>			
	 <p>DRAMMING PEDESTAL Foundation Panels Update Select Doors Pedestal Code #: P4EE-60 Pedestal Update Code #: GA78-70</p>  <p>COLOR/FOUNDATION TRENDING NOW UNIT Update with new templates and graphics Select Doors Unit Code #: PG5F-60 Update Update Code #: GC9G-60</p>		<p>NOTE: Discard current Trending Now Unit on counter and replace with new Priority 1 Hero Focus Unit.</p>  <p>NEW HERO FOCUS UNIT: PRIORITY 1 Select Doors Remove current Color Hybrid Unit at counter and install this new unit Unit Code #: GCZW-60</p>		
IN-CASE	 <p>DOUBLE WEAR RE-PROMOTE IN-CASE GRAPHIC Graphic Code #: GCA7-70</p>  <p>FUTURIST SKINTINT REPROMOTE IN-CASE GRAPHIC Graphic Code #: GCDX-70</p>	 <p>DOUBLE WEAR TEASER TOPPER Shipping Direct-to-door as a part of a "GOAT" pre-pack</p>	 <p>NEW DOUBLE WEAR TOPPER Shipping Direct-to-door as a part of a "GOAT" pre-pack</p>  <p>NEW DOUBLE WEAR IN-CASE GRAPHIC Shipping Direct-to-door as a part of a "GOAT" pre-pack</p>  <p>NEW DOUBLE WEAR IN-CASE DISTORTION GRAPHIC Shipping Direct-to-door as a part of a "GOAT" pre-pack</p>		
					 Select Doors Only  All Doors
LINE TESTER	 <p>FOUNDATION LINE TESTER UNIT Update with new templates and graphics All Doors Unit Code #: PJHJ-60 Update Code #: GC9H-60</p>		<p>NOTE: Discard current Foundation LTU on counter and replace with new Foundation Core Unit.</p>  <p>NEW FOUNDATION CORE UNIT Select Doors Remove current Foundation Line Tester Unit at counter and install this new unit Unit Code #: GCZP-60</p>		

	Currently on-counter	JAN	FEB	MAR	APR-JUN
AERIN	 <p>AERIN LINE FRAGRANCE UNIT Update with new fragrances and new templates All Doors Graphic Code #: TBD Acrylic Code #: TBD</p>		 <p>AERIN LINE FRAGRANCE UNIT Update with new fragrances and new templates All Doors Graphic Code #: Shipping Direct to Door Acrylic Code #: GE10-60</p>		
LINE TESTER	<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>LUXURY FRAGRANCE CONVERSION Select Doors Update to Beautiful Fragrance Highlighter Unit Unit Code #: G1RE-60 Graphic Update Code #: GAAS-70</p> </div> <div style="text-align: center;">  <p>MAGNOLIA TRENDING NOW UNIT Select Doors</p> </div> </div> <div style="display: flex; justify-content: space-around; margin-top: 20px;"> <div style="text-align: center;">  <p>FRAGRANCE LINE TESTER Select Doors Update back riser and platform graphic to Bronze Goddess Unit Code #: PG59-60 Update Code #: G9LJ-70</p> </div> <div style="text-align: center;">  <p>FRAGRANCE LINE TESTER MACY'S ONLY Update back riser and platform graphic Unit Code #: PG59-60 Update Code #: GD87-70</p> </div> </div>		<div style="text-align: center;">  <p>FRAGRANCE LINE TESTER Select Doors Update back riser and platform graphic to Bronze Goddess Unit Code #: PG59-60 Update Code #: GEBN-70</p> </div>		
IN-CASE & OTHER	<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>BEAUTIFUL MAGNOLIA RE-PROMOTE IN-CASE PROP GRAPHIC GRAPHIC Code #: GB85-70</p> </div> <div style="text-align: center;">  <p>MACY'S ONLY BEAUTIFUL MAGNOLIA RE-PROMOTE IN-CASE PROP GRAPHIC Graphic Code #: GC93-70</p> </div> </div>		<div style="text-align: center;">  <p>BEAUTIFUL MAGNOLIA RE-PROMOTE IN-CASE PROP GRAPHIC Graphic Code #: GDMG-70</p> </div>		

Select Doors Only

All Doors

ELX CORE UNITS DTOS

Jan '26 Update with new center template and new graphics (Update Code: GDTG-60, Graphic Code: GDXM-70).

SKINCARE CORE UNIT

January Update

MACY'S DOORS ONLY



FRONT ELEVATION VIEW



NEW GRAPHICS
NEW TEMPLATES & GRAPHICS

Product List

- 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 Cleansing Balm (2.2 oz)
- Advanced Night Cleansing Gelee (2.2 oz)
- Advanced Night Repair Rescue Solution with Bifidus Ferment (0.68 oz)
- New DayWear Glow Boost Gel Cleanser (1)**
- DayWear Multi-Protection Antioxidant 24H-Moisture Creme SPF15 (1.7oz)
- DayWear Anti-Oxidant 72H-Hydration Sorbet Creme SPF15 (1.7 oz)
- Revitalizing Supreme+ Youth Power Creme (1.7 oz)
- New Revitalizing Supreme+ Sculpting Serum (1)**
- Revitalizing Supreme+ Night Power Bounce Creme (1.7 oz)
- Advanced Night Repair Overnight Treatment (2.2 oz)
- Advanced Night Repair Serum Synchronized Multi-Recovery Complex (1.7oz)
- Advanced Night Repair Eye Lift + Firm (0.5 oz)
- Advanced Night Repair Supercharged Eye Gel-Creme (0.5 oz)

- Perfectionist Pro Rapid Firm + Lift Treatment (1.7 oz)
- Perfectionist Pro Brightening Treatment (1.7 oz)
- Perfectionist Pro Multi-Defense UV Gel (1.0 oz)
- Micro Essence Treatment Lotion with Bio-Ferment (6.7 oz)
- Take It Away Makeup Remover Lotion (6.7 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)
- DayWear Eye Cooling Anti-Oxidant Moisture Gel Crème (0.5 oz)
- Revitalizing Supreme+ Youth Power Eye Balm (0.5 oz)

Mar '26 Update with new center template and new graphics (Unit Code: TBD).

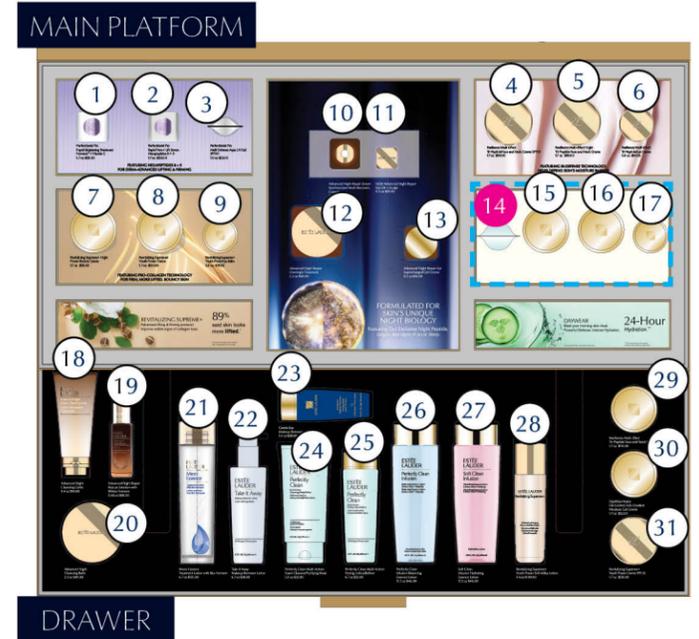
SKINCARE CORE UNIT

March Update

ALL OTHER DOORS



FRONT ELEVATION VIEW



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

- | | |
|--|--|
| 1. Re-Nutriv Ultra Radiance Serum Creme Makeup - (on clear riser) (3) | 11. Re-Nutriv Age Reversal Lotion (1) |
| 2. Re-Nutriv Ultra Radiance Liquid Makeup SPF 20 1 oz, (3) | 12. Re-Nutriv Ultimate Diamond Transformative Brilliance Eye Serum 0.5 oz, (1) |
| 3. Re-Nutriv Rich Foam Cleanser 4.2 oz, (1) | 13. Re-Nutriv Ultimate Diamond Sculpted Transformation Creme 1.7 oz, (1) |
| 4. Re-Nutriv Intensive Smoothing Hand Creme 3.4 oz, (1) | 14. Re-Nutriv Ultimate Diamond Transformative Energy Eye Creme 0.5 oz (1) |
| 5. Re-Nutriv Ultimate Diamond Transformative Brilliance Serum 1 oz, (1) | 15. Re-Nutriv Ultra Radiance Serum Creme Makeup (12) |
| 6. Re-Nutriv Ultra Radiance Serum Creme Makeup (1) | 16. Re-Nutriv Ultra Radiance Liquid Makeup SPF 20 1 oz, (10) |
| 7. Re-Nutriv Ultra Radiance Liquid Makeup SPF 20 1 oz, (1) | 17. Re-Nutriv Ultimate Lift Regenerating Youth Creme Rich 1.7 oz, (1) |
| 8. Re-Nutriv Ultimate Diamond Transformative Brilliance Soft Creme 1.7 oz, (1) | 18. Re-Nutriv Ultimate Lift Regenerating Youth Creme 1.7 oz, (1) |
| 9. Re-Nutriv Ultimate Diamond Transformative Brilliance Soft Creme 1.0oz, (1) | 19. Re-Nutriv Ultimate Lift Regenerating Youth Eye Creme Rich 0.5 oz, (1) |
| 10. Re-Nutriv Ultimate Diamond Age Reversal Eye Creme 0.5oz, (1) | 20. Re-Nutriv Ultimate Lift Regenerating Youth Eye Creme 0.5 oz, (1) |

NEW FOUNDATION CORE UNIT

On-Counter: 2/23/2026

HISTORY OF UPDATES

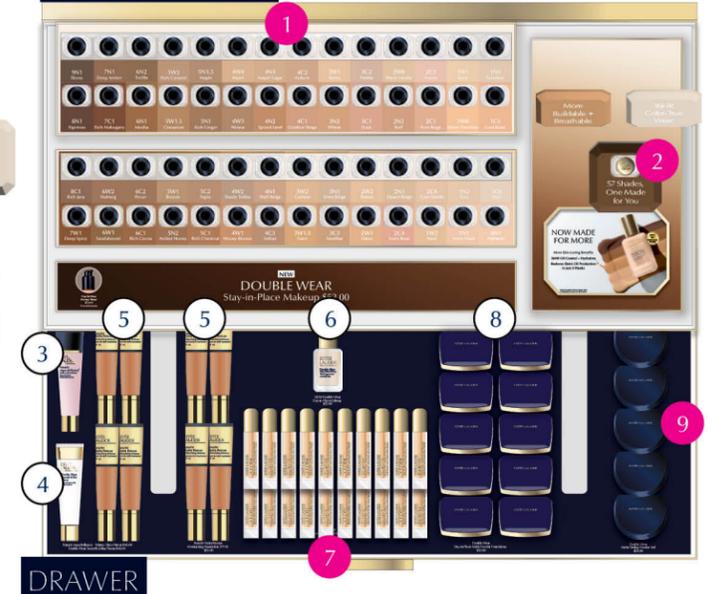
- Feb '26 Discard Foundation Line Tester Unit currently in store and install new Foundation Core Unit (Code: GCZP-60).

FRONT OF UNIT



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

OVERHEAD VIEW

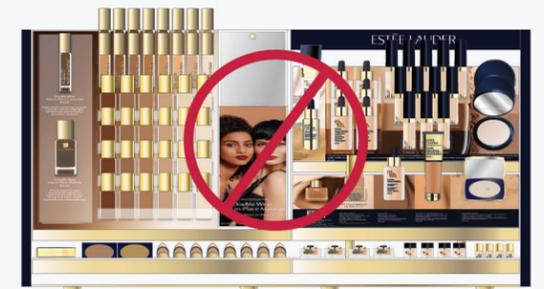


DRAWER

Product List

- New Double Wear Stay-In-Place Foundation (56)
- New Double Wear Stay-In-Place Foundation - Tester/Factice (1)
- Futurist Aqua Brilliance Watery Glow Primer (1)
- Futurist Hydra Rescue Moisturizing Makeup SPF 45 (8)
- Double Wear Smooth and Blur Primer (1)
- Double Wear Concealer (30)
- New Double Wear Stay-In-Place Foundation (5)
- Double Wear Matte Powder (10)
- 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: BRONZE GODDESS BRONZER (#15) WILL NOT FIT IN THE LOCATOR, USE BRONZE GODDESS GELÉE.

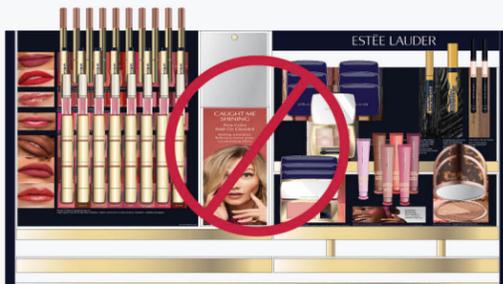
OVERHEAD VIEW



Product List

- | | |
|--|---|
| 1. Pure Color Sculpting Lipstick - opened (1) | 22. Sumptuous Extreme Lash Mascara Waterproof (1) |
| 2. Pure Color Sculpting Lipstick (45) | 23. Double Wear Smudge-Proof Mascara (1) |
| 3. Double Wear 24H Stay-in-Place Lip Liner - in clear cup (14) | 24. Little Black Primer (1) |
| 4. Pure Color Explicit Slim Matte Lipstick (9) | 25. Pure Color Envy Sculpting Blush (4) |
| 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 Sculpting Blush (1) | |
| 9. Futurist Liquid Blush (6) | |
| 10. New Futurist HydraPlump Lip Balm (6) - closed | |
| 11. New Futurist HydraPlump Lip Balm (2) - open | |
| 12. Pure Color Melt On Gloss Stick (6) - closed | |
| 13. Pure Color Melt On Gloss Stick (2) - open | |
| 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) | |

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).



FOCUS PLATFORM

MAIN PLATFORM



NEW GRAPHICS
 NEW TEMPLATES & GRAPHICS

Product List

Focus Platform

- New Magnolia Fleur, 3.4 oz**

Main Platform (Preferred Line-up)

- Youth Dew Eau de Parfum Spray, 2.25 oz
- Cinnabar Eau de Parfum Spray, 1.7 oz
- Knowing Eau de Parfum Spray, 1.7 oz
- Estée Lauder Sensuous Eau de Parfum Spray, 3.4 oz
- Bronze Goddess Eau Fraîche Skinscent, 3.4 oz
- Beautiful Eau de Parfum, 3.4 oz
- White Linen Eau de Parfum, 2.0 oz
- Pleasures Eau de Parfum, 3.4 oz

FRAGRANCE UNIT BEST PRACTICES:

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

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

HISTORY OF UPDATES

Feb '25	Update with new graphics and new middle template (GC1M-70).
Oct '25	Update with new template and graphics (TBD).
Mar '26	Update with new templates and graphics (GE10-60).

AERIN

March Update

ALL DOORS WITH AERIN EXCEPT SPECIALTY DOORS:
BLOOMINGDALES, NEIMAN'S, SAKS, AND NORDSTROM



TOP VIEW



Product List:

1. Rose de Grasse 1.7 oz
2. Rose de Grasse Joyful Bloom 1.7 oz
3. Rose de Grasse Pour Filles 1.0 oz
4. **New Med. Honey Soleil 1.7 oz**
5. **New Tinted Lip Balm (2) - opened (merchandised on stepped acrylic)**
6. **New Tinted Lip Balm (2) - closed (merchandised on stepped acrylic)**
7. Mediterranean Honeysuckle 1.7 oz
8. Wild Geranium 1.7 oz
9. Ikat Jasmine 1.7 oz
10. Tuberose Gardenia 1.7 oz
11. Les Botaniques Wisteria 1.7 oz
12. Lilac Path 1.7 oz
13. Hibiscus Palm 1.7 oz
14. Cedar Violet 1.7 oz
15. Amber Musk 1.7 oz
16. Amber Musk Vanille 1.7 oz
17. Rose Cocoa, 1.7 oz

■ NEW GRAPHICS

■ NEW TEMPLATES & GRAPHICS

ELX HERO FOCUS UNITS DTOS & DRAMMING

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 Futurist HydraPlump Lip Balm (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.

HISTORY OF UPDATES

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

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

On-Counter: TBD
SELECT DOORS



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

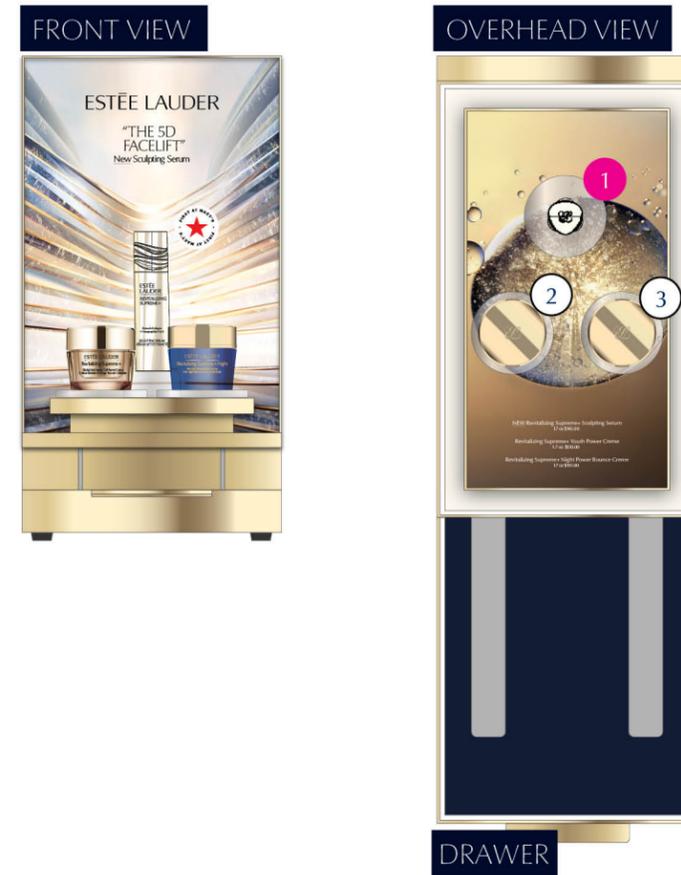
DISCARD ALL TRENDING NOW UNITS CURRENTLY IN STORE. REFER TO ELX PHASE 2 DIRECTIVE ON HOW TO PROPERLY DISPOSE OF UNITS.

HISTORY OF UPDATES

Jan '26 Discard all Trending Now Units currently in store and install Hero Focus Units (P3) (Code: GD01-60).

NEW HERO FOCUS UNIT: PRIORITY 3 (SKINCARE)

On-Counter: January
MACY'S DOORS ONLY



Product List

Main Platform

1. New DayWear Cleanser (4.2 oz)
2. Daywear Multi-Protection Anti-Oxidant 24H-Moisture Creme SPF 15 (1.7 oz)
3. DayWear Anti-Oxidant 72H-Hydration Sorbet Creme SPF15 (1.7 oz)

Drawer:

4. NONE

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

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

NEW DRAMMING UNIT

On-Counter: January

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.



OPEN SELL/ MSNA VM UNITS

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



FUTURIST Looks Unit

HISTORY OF UPDATES

Jan '24	Update with new graphics (Acrylic and Graphic Update Code #: G68S-60).
Jul '24	Update with new graphics (G9CH-70).
Jul '25	Update with new graphics (GCG6-70).

NEW TEMPLATE
NEW GRAPHIC



Product List

Foundation Unit

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

BRONZE GODDESS Looks Unit

HISTORY OF UPDATES

Jul '24	Update with new graphics (G9CJ-70).
Apr '25	Update with new graphics.
Jul '25	Update with new graphics (shipping direct to door).

NEW TEMPLATE
NEW GRAPHIC



Product List

Foundation Unit

1. Bronze Goddess Eau Fraiche, 1.7oz (1)
2. Bronze Goddess Agea Fragrance, 1.7oz (name TBD) (1)
3. Bronze Goddess Nuit EDP, 1.7 oz (1)
4. Bronze Goddess Powder Bronzer, (1)
5. Bronze Goddess Highlighting Gelee (1)

COUNTERS AT A GLANCE

SKINCARE

JAN-MAR

Based on the number of Skincare cases you will have in JAN-MAR choose one of these scenarios.

MACY'S DOORS ONLY

NEW IN JANUARY:

- A** ELX Skincare Core Unit Update
- B** Advanced Night Repair Serum & Eye In-Case Graphic
- C** New ELX Hero Focus Priority 3 Unit
- D** Supreme+ Serum In-Case Graphic

NEW IN MARCH:

- E** DayWear Cleanser In-Case Graphic

REFER TO TESTER UNIT PAGES FOR CODE NUMBERS.

SKINCARE 4 CASE SCENARIO

PRIORITY 1: Advanced Night Repair

PRIORITY 2: Revitalizing Supreme+ Serum and Moisturizers

PRIORITY 3: DayWear and Resilience

PRIORITY 4: Perfectionist Pro and Cleansers

SKINCARE 3 CASE SCENARIO

PRIORITY 1: Advanced Night Repair

PRIORITY 2: Revitalizing Supreme+ Serum and Moisturizers

PRIORITY 3: DayWear and Resilience

SKINCARE 2 CASE SCENARIO

PRIORITY 1: Advanced Night Repair

PRIORITY 2: Revitalizing Supreme+, Resilience, and DayWear

Re-Nutriv Diamond Case (Select Doors)

SKINCARE

JAN-MAR

Based on the number of Skincare cases you will have in JAN-MAR choose one of these scenarios.

ALL OTHER DOORS

NEW IN JANUARY:

- A** ELX Skincare Core Unit Update
- B** Advanced Night Repair Serum & Eye In-Case Graphic

NEW IN MARCH:

- C** New ELX Hero Focus Priority 3 Unit
- D** DayWear Cleanser In-Case Graphic

REFER TO TESTER UNIT PAGES FOR CODE NUMBERS.

SKINCARE 4 CASE SCENARIO

PRIORITY 1: Advanced Night Repair

PRIORITY 2: DayWear Moisturizers and New Cleanser

PRIORITY 3: Supreme+ and Resilience

PRIORITY 4: Perfectionist Pro and Cleansers

SKINCARE 3 CASE SCENARIO

PRIORITY 1: Advanced Night Repair

PRIORITY 2: Revitalizing Supreme+ Serum and Moisturizers

PRIORITY 3: Supreme+ and Resilience

SKINCARE 2 CASE SCENARIO

PRIORITY 1: Advanced Night Repair

PRIORITY 2: Revitalizing Supreme+, Resilience, and DayWear

Re-Nutriv Diamond Case (Select Doors)

MAKEUP

FEBRUARY

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

NEW IN FEBRUARY:

- A** New ELX Hero Focus Unit Priority 1 (Select Doors)
- B** New ELX Foundation Core Unit
- C** ELX Core Unit Double Wear Topper
- D** Double Wear In-Case Graphic
- E** Double Wear In-Case Graphic Distortion
- F** New ELX Her Focus Unit Priority 2 (Select Doors)
- G** New ELX Color Core Unit
- H** Futurist Blush In-Case Graphic

NOTE: FROM LEFT TO RIGHT, MERCHANDISE ALL FOUNDATIONS FROM THE DARKEST SHADE TO THE LIGHTEST SHADE.

REFER TO TESTER UNIT PAGES FOR CODE NUMBERS.

MAKEUP 4 CASE SCENARIO

PRIORITY 1:
New Double Wear Stay-In-Place Foundation

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

PRIORITY 3:
New Futurist Blush and Pure Color Blush

PRIORITY 4:
Pure Color Envy Eyeshadow + Blush?

ALL NEW UNITS

MAKEUP 3 CASE SCENARIO

PRIORITY 1:
New Double Wear Stay-In-Place Foundation

PRIORITY 2:
Futurist Aqua Brilliance Primer + Futurist Makeup

PRIORITY 3:
New Futurist Blush and Pure Color Blush

MAKEUP 2 CASE SCENARIO

PRIORITY 1:
New Double Wear Stay-In-Place Foundation

PRIORITY 2:
Futurist Aqua Brilliance Primer + Futurist Makeup

FRAGRANCE

JANUARY

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

NEW IN JANUARY:

- A** Fragrance Line Tester Unit Update
- B** Magnolia Fleur In-Case Graphic Update

FRAGRANCE 4 CASE SCENARIO

PRIORITY 1:
Beautiful Magnolia L'eau + Beautiful Magnolia

PRIORITY 2:
Bronze Goddess

PRIORITY 3:
Beautiful

PRIORITY 4:
Mixed Fragrance: Modern Muse + Pleasures

FRAGRANCE 3 CASE SCENARIO

PRIORITY 1:
Beautiful Magnolia L'eau + Beautiful Magnolia

PRIORITY 2:
Bronze Goddess

PRIORITY 3:
Beautiful + Pleasures

FRAGRANCE 2 CASE SCENARIO

PRIORITY 1:
Beautiful Magnolia L'eau + Beautiful Magnolia

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

Estée Lauder Counter Cleanliness Guidelines

Who is Responsible? Everyone!

Everyone must clean at least three (3) times per day!

All Tester Units and Counter Areas

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

Demonstration Station and Supplies Area

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

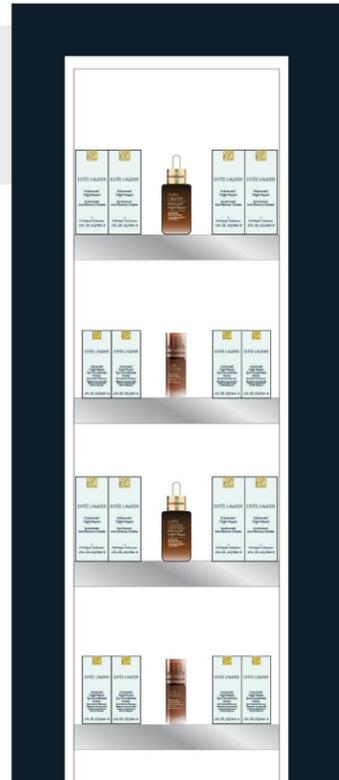
Line Tester Units

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

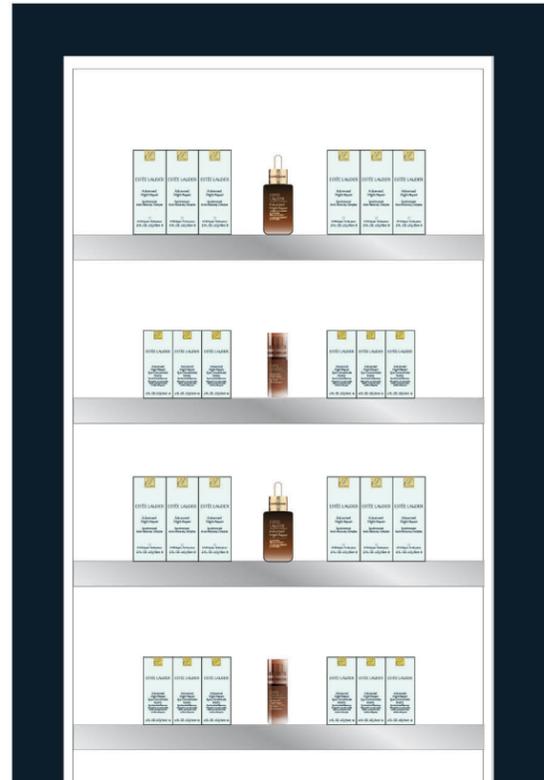
OPEN SELL
SHELVES

ADVANCED NIGHT REPAIR FOCUS

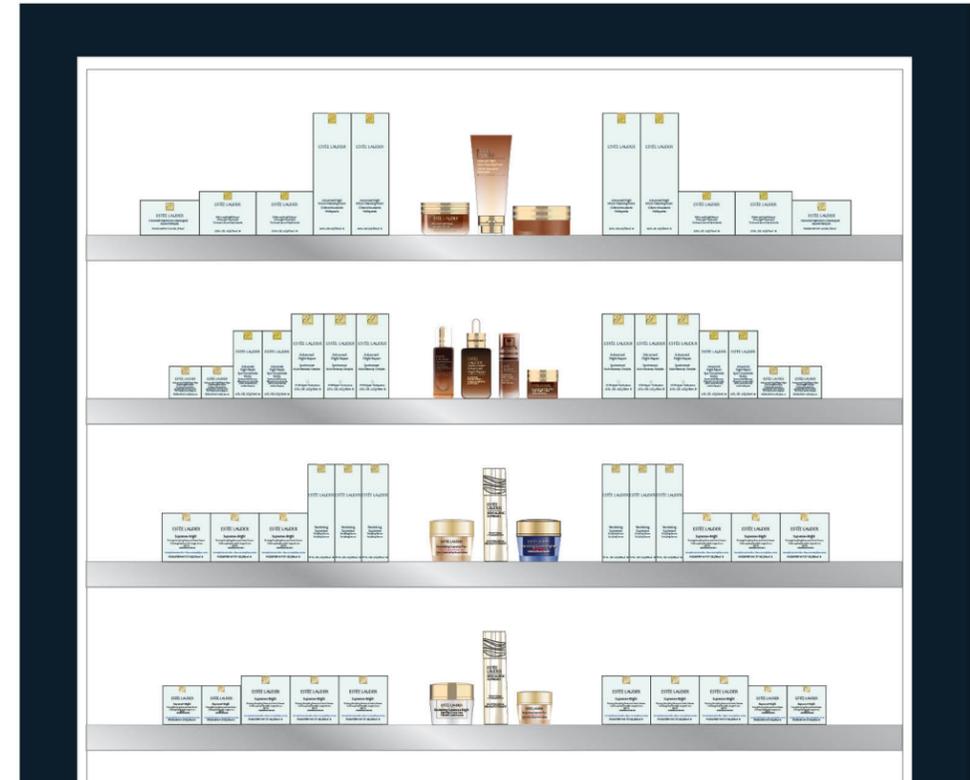
Since many of our stores have areas with shelves, we have a great opportunity to display product. Standard sizes include 12, 24 and 48 inch shelves. However, since shelf lengths may vary, you may need to add or remove saleable cartons on either end.



12 in. shelves



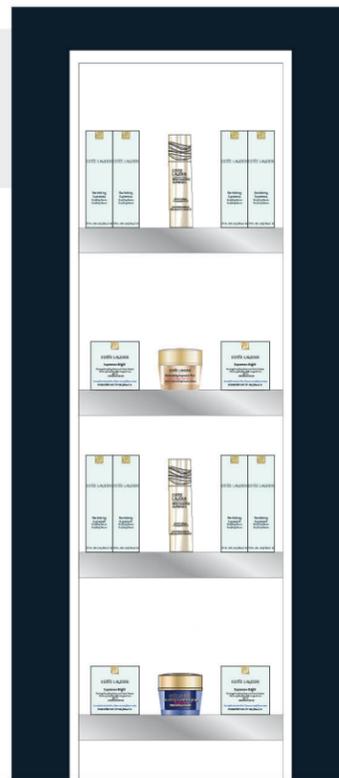
24 in. shelves



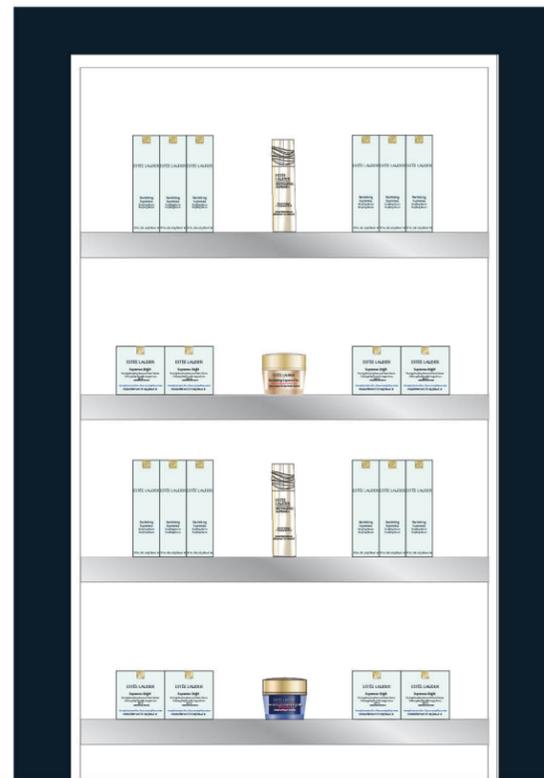
48 in. shelves

COMBINED SKINCARE LAUNCH FOCUS

REVITALIZING SUPREME+ FOCUS



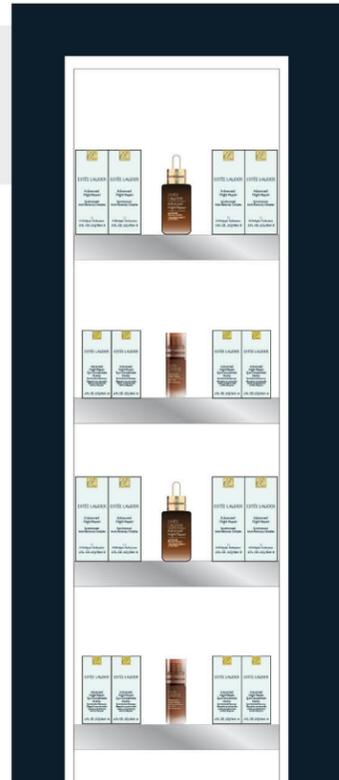
12 in. shelves



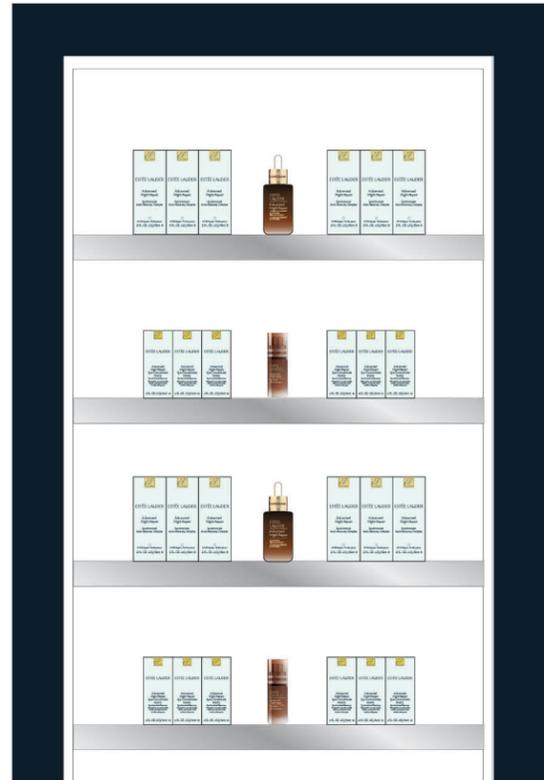
24 in. shelves

ADVANCED NIGHT REPAIR FOCUS

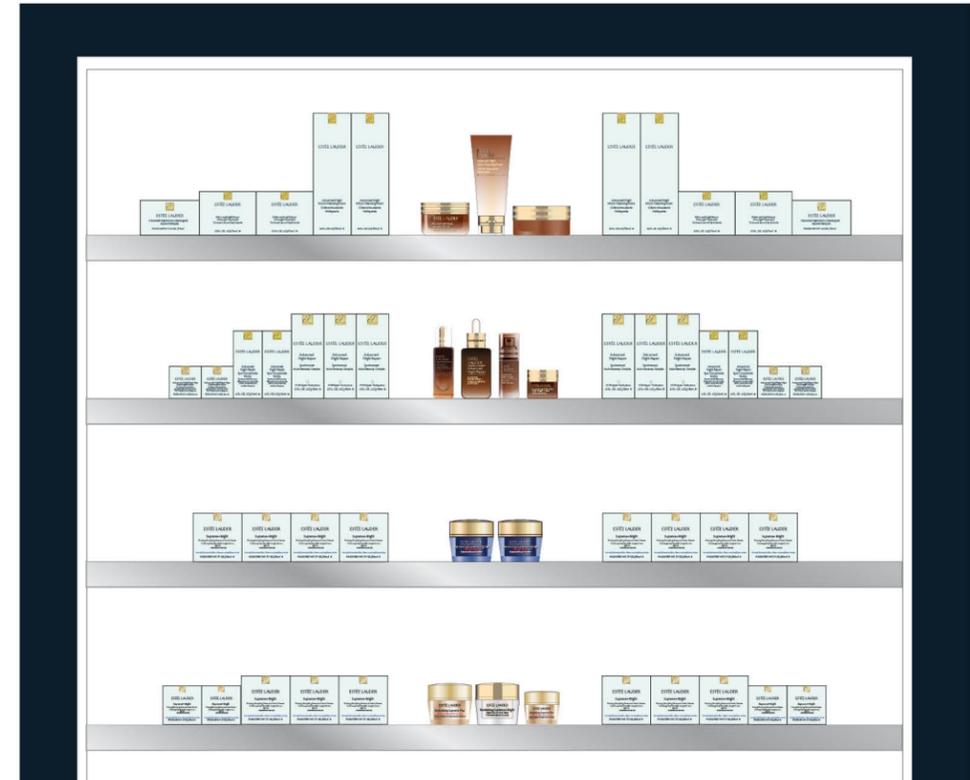
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12 in. shelves



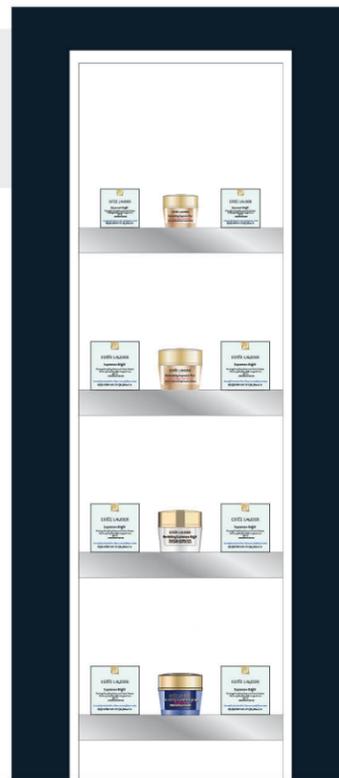
24 in. shelves



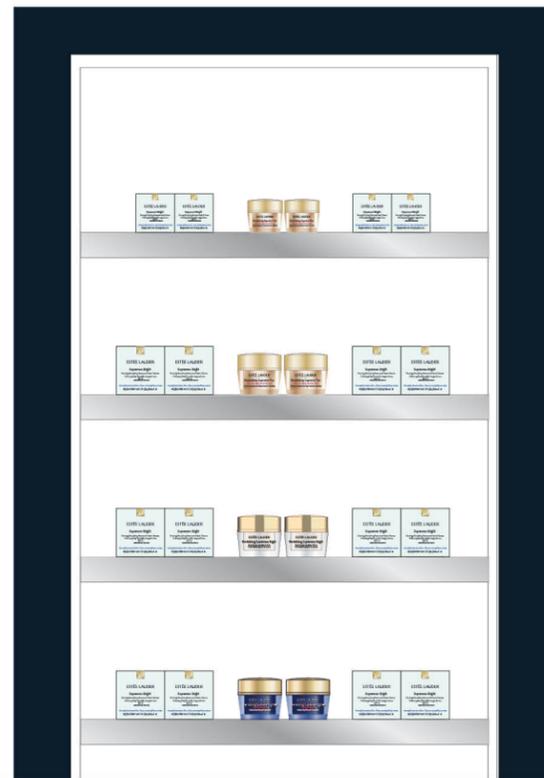
48 in. shelves

COMBINED SKINCARE LAUNCH FOCUS

REVITALIZING SUPREME+ FOCUS



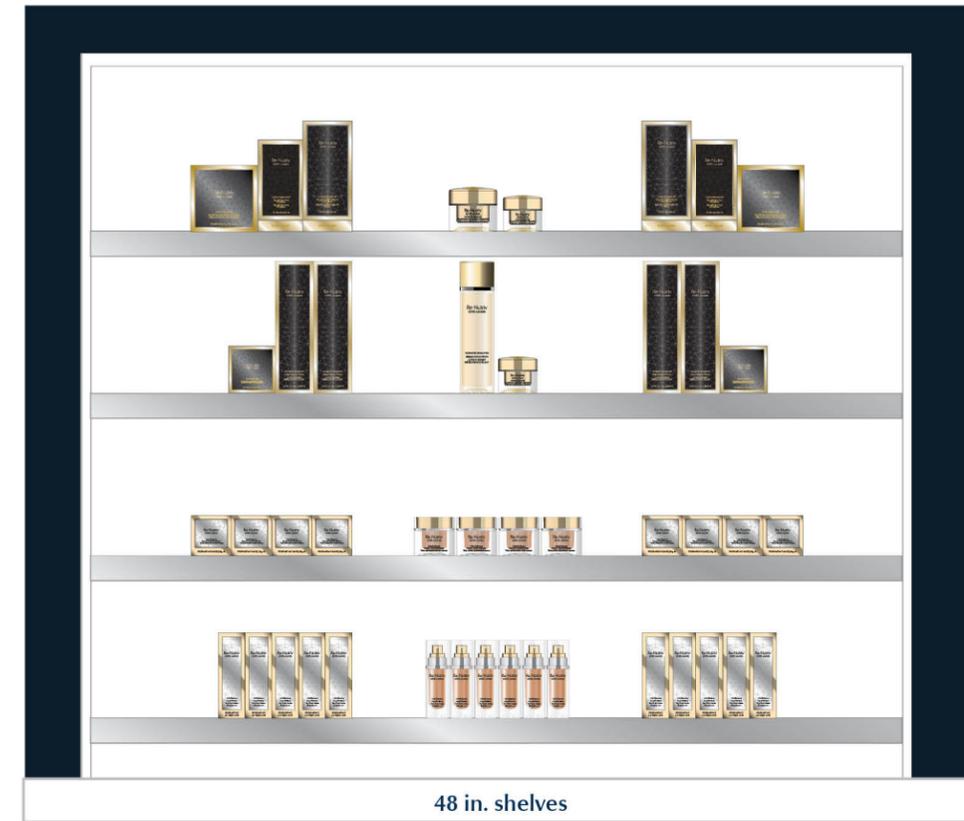
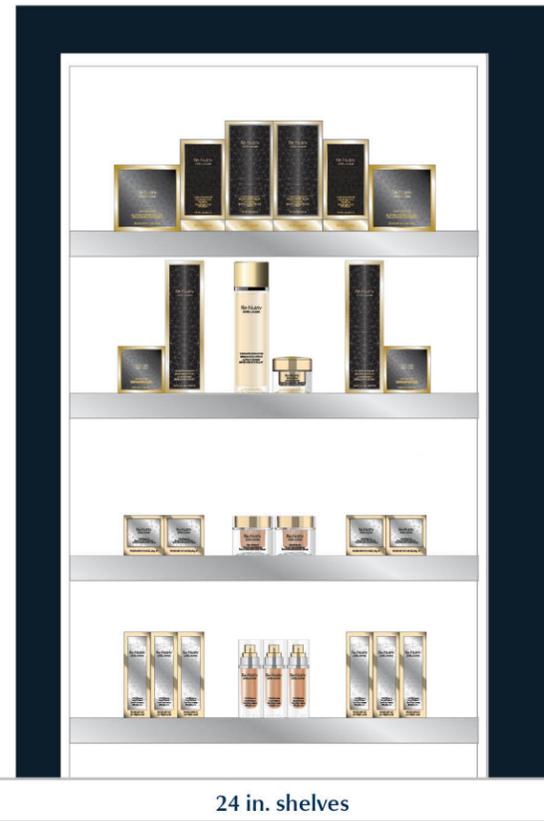
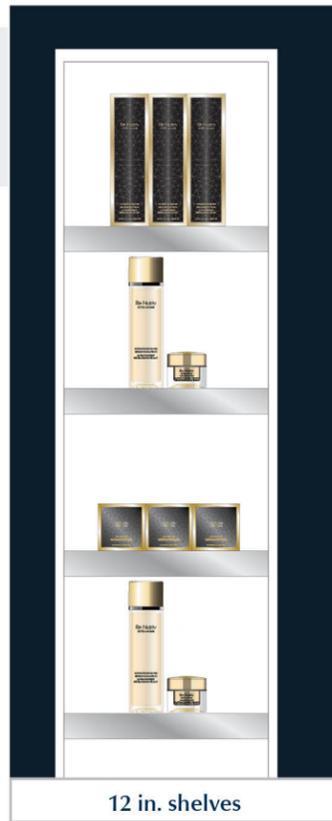
12 in. shelves



24 in. shelves

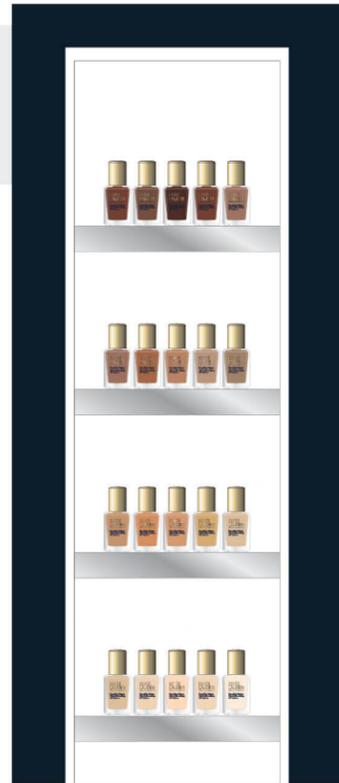
RE-NUTRIV FOCUS

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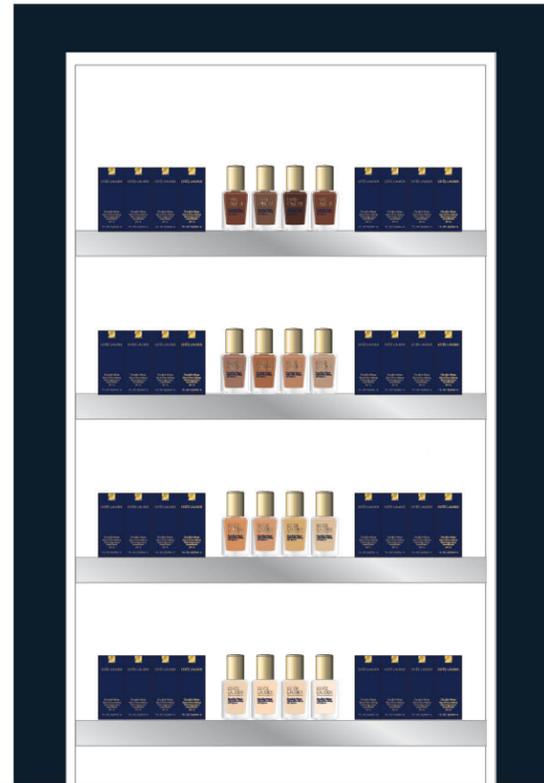


NEW DOUBLE WEAR FOCUS

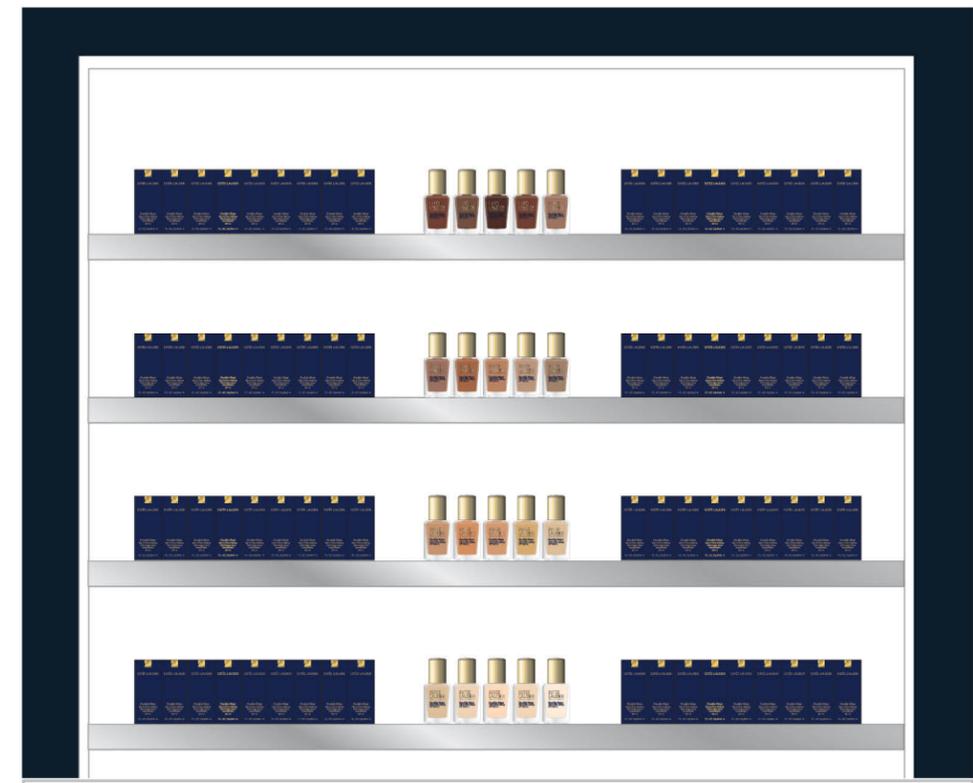
NOTE: FROM LEFT TO RIGHT, MERCHANDISE ALL FOUNDATIONS FROM THE DARKEST SHADE TO THE LIGHTEST SHADE.



12 in. shelves



24 in. shelves



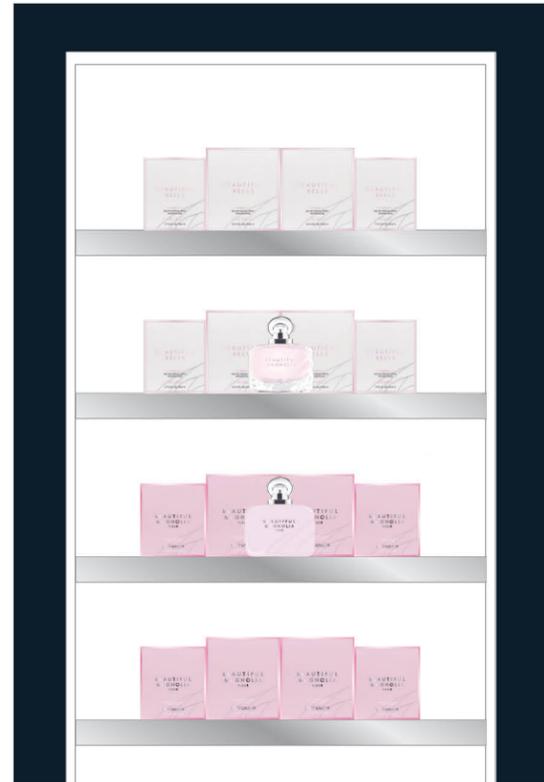
48 in. shelves

BEAUTIFUL MAGNOLIA FLEUR & MAGNOLIA LAUNCH FOCUS

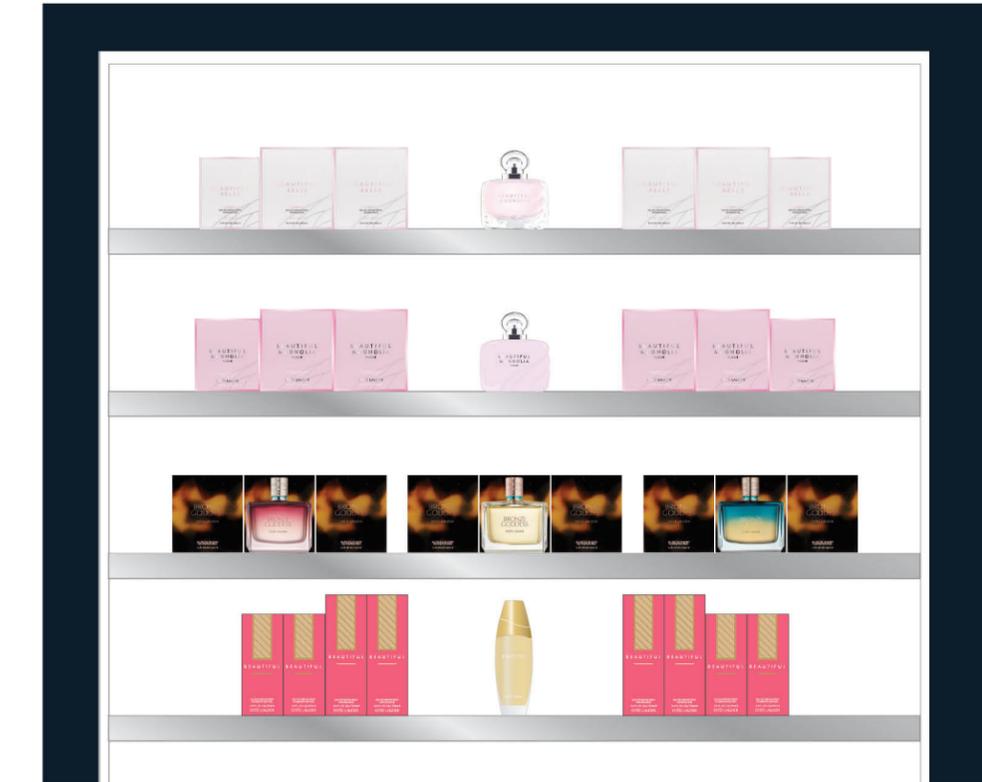
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12 in. shelves



24 in. shelves

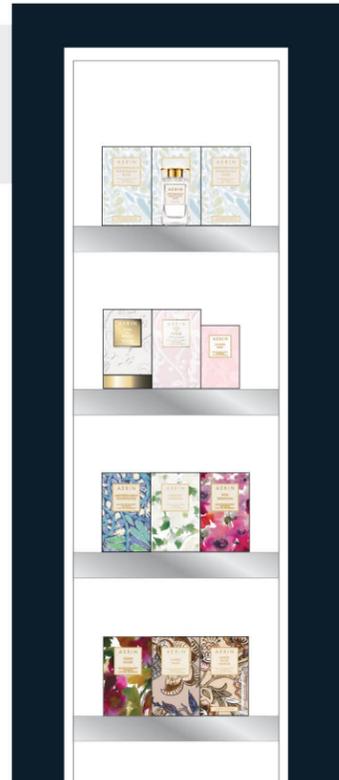


48 in. shelves

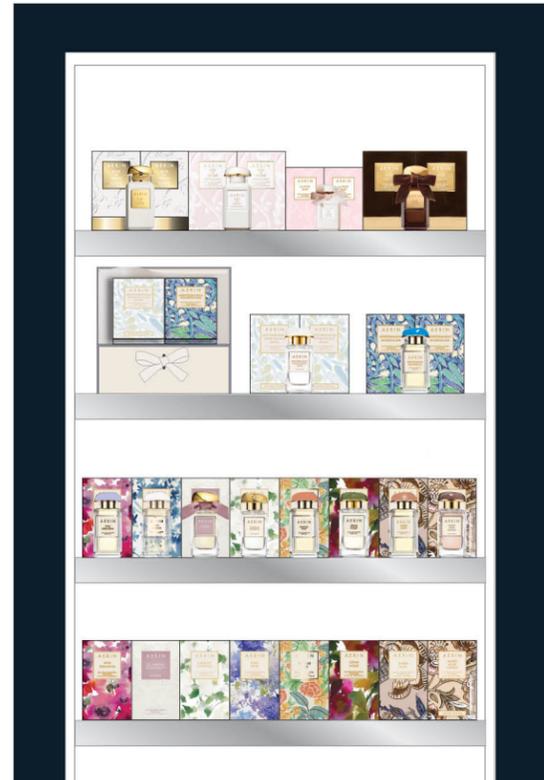
COMBINED FRAGRANCE LAUNCH FOCUS

FRAGRANCE COLLECTION

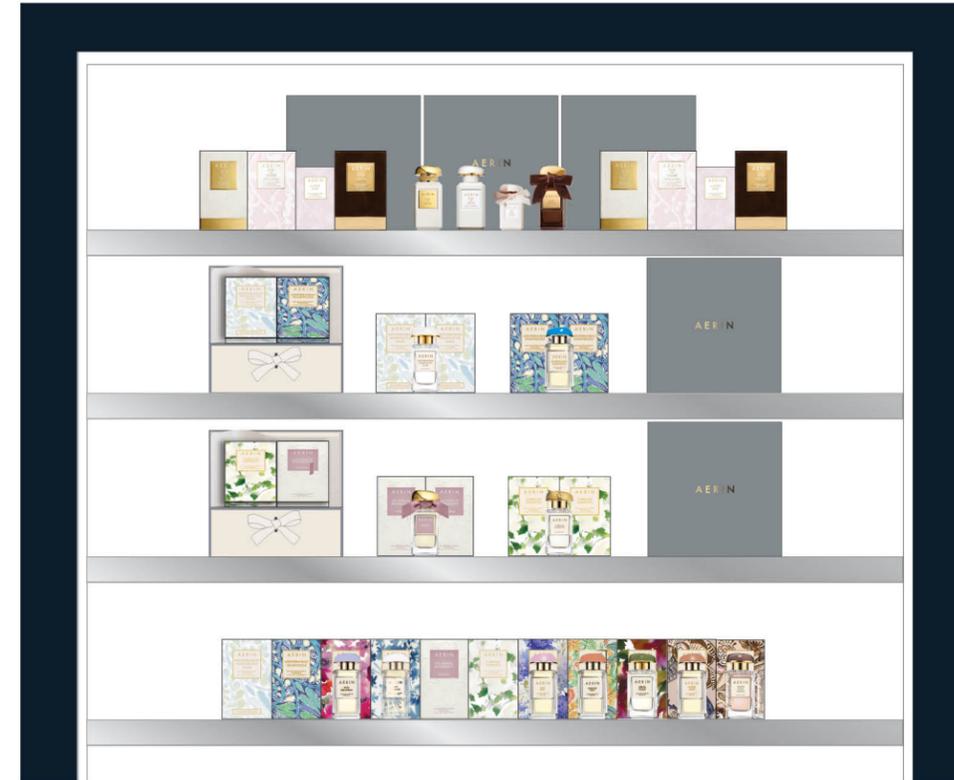
Since many of our stores have areas with shelves, we have a great opportunity to display product. Standard sizes include 12, 24 and 48 inch shelves. However, since shelf lengths may vary, you may need to add or remove saleable cartons on either end.



12 in. shelves



24 in. shelves



48 in. shelves

LIGHT-BOXES/TOOLS/ COUNTER SUPPORT

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

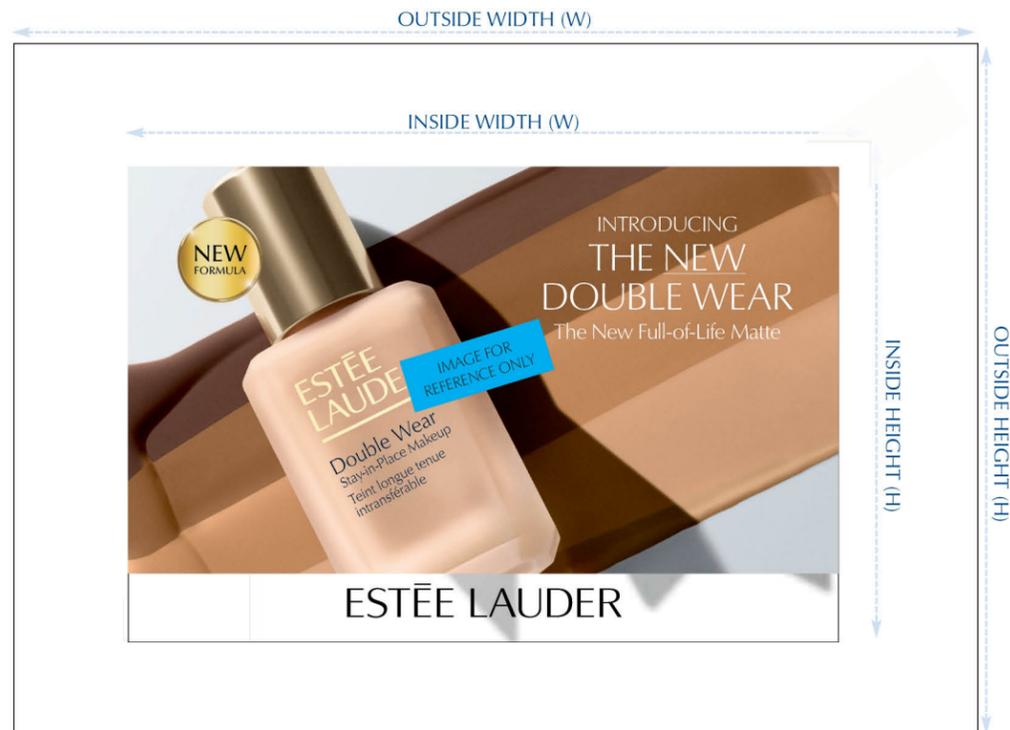
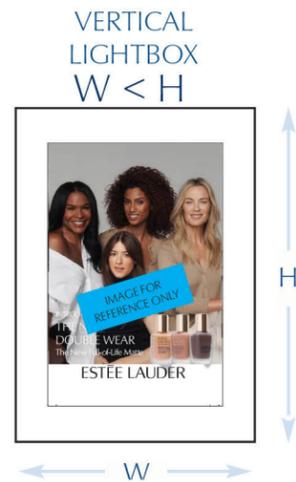
Open light-box. Measure end-to-end of the light-box horizontally (Width) and then vertically (Height). This is your "outside" measurement because it is the width (W) and height (H) of the "outside", or total area, of the transparency that goes into the light-box.

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 fish tank. Holds one set of in-case props and featured product.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

VITRINE: Acrylic display cube to house and highlight product or promotional item. Can also be incorporated in a back wall 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.