

NORDSTROM

ESTÉE LAUDER

Point-of-Sale Guidelines

SPRING 2026



TESTER CADENCE

	CURRENTLY ON-COUNTER	JAN	FEB	MAR	APR-JUN
LAUNCH UNITS	 <p>DISCARD UNIT</p> <p>SKINCARE TRENDING NOW UNIT SRP Update Only Select Doors Unit Code #: PG5E-60 Update Code #: GBAS-70</p>				
AERIN	 <p>AERIN FRAGRANCE UNIT Premier Top Doors Update with new graphics and new fragrance on unit Graphic Update Code #: GDDQ-70</p>  <p>AERIN FRAGRANCE UNIT All AERIN Fragrance Core Doors Update with new graphics and new fragrance on unit Graphic Update Code #: GDDQ-70</p>		 <p>AERIN FRAGRANCE UNIT Premier Top Doors Update with new graphics and new template Graphic Code #: Shipping Direct to Door Acrylic Code #: GE13-60</p>  <p>AERIN FRAGRANCE UNIT All AERIN Fragrance Core Doors Update with new graphics and new template Graphic Code #: Shipping Direct to Door Acrylic Code #: GE12-60</p>		
RE-NUTRIV	 <p>RE-NUTRIV CORE UNIT Select Doors Update with new product and template Unit Code #: GCZL-60 Graphic Code #: TBD Acrylic Code #: TBD</p>				
LINE TESTERS	 <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>DISCARD UNIT</p> <p>COLOR HYBRID LTU - VER. 1 Update with new templates and graphics All Other Doors Unit Code #: PG5G-60 Graphics Shipping Direct-to-Door Acrylic Update Code #: GC9F-60</p>  <p>DISCARD UNIT</p> <p>FOUNDATION LINE TESTER UNIT Update with new templates and graphics All Doors Unit Code #: PIHJ-60 Update Code #: GC9H-60</p>  <p>DISCARD UNIT</p> <p>EYE & CHEEK HYBRID UNIT Update with new graphics and drawer template Select Doors Unit Code #: PG5G-60 Graphics Shipping Direct-to-Door Acrylic Update Code #: GC9E-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>  <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>  <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>SKINCARE CORE UNIT All Other Doors Update with new graphics Unit Code #: GCZK-60 Graphic Update Code #: TBD</p>	

SKINCARE CORE UNIT

March Update

HISTORY OF UPDATES

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



FRONT ELEVATION VIEW

MAIN PLATFORM



DRAWER

■ NEW GRAPHICS
■ NEW TEMPLATES & GRAPHICS

Product List

1. Perfectionist Pro Brightening Treatment (1.7 oz)
2. Perfectionist Pro Rapid Firm + Lift Treatment (1.7 oz)
3. Perfectionist Pro Multi-Defense UV Gel (1.0 oz)
4. Revitalizing Supreme+ Night Power Bounce Creme (1.7 oz)
5. Revitalizing Supreme+ Youth Power Creme (1.7 oz)
6. Revitalizing Supreme+ Youth Power Eye Balm (0.5 oz)
7. Resilience Multi-Effect Face and Neck Creme SPF15 (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 Eye Lift + Sculpt (0.5 oz)
12. Advanced Night Repair Overnight Treatment (2.2 oz)
13. Advanced Night Repair Supercharged Eye Gel-Creme (0.5 oz)
14. **New DayWear Glow Boost Gel Cleanser (4.2oz)**
15. DayWear Multi-Protection Antioxidant 24H-Moisture Creme SPF15 (1.7oz)
16. DayWear Anti-Oxidant 72H-Hydration Sorbet Creme SPF15 (1.7 oz)
17. DayWear Eye Cooling Anti-Oxidant Moisture Gel Crème (0.5 oz)
18. Advanced Night Cleansing Gelée (3.4 oz)
19. Advanced Night Repair Rescue Solution with Bifidus Ferment (0.68 oz)
20. Advanced Night Cleansing Balm (2.2 oz)
21. Micro Essence Treatment Lotion with Bio-Ferment (6.7 oz)
22. Take It Away Makeup Remover Lotion (6.7 oz)
23. Gentle Eye Makeup Remover (3.4 oz)
24. Perfectly Clean Multi-Action Foam Cleanser/Purifying Mask (5.0 oz)
25. Perfectly Clean Multi-Action Toning Lotion/Refiner (6.7 oz)
26. Perfectly Clean Infusion Balancing Essence Lotion (13.5 oz)
27. Soft Clean Infusion Hydrating Essence Lotion (13.5 oz)
28. Revitalizing Supreme+ Youth Power Power Soft Milky Lotion (3.4 oz)
29. Resilience Multi-Effect Face and Neck Creme SPF15 Dry (1.7 oz)
30. DayWear Matte Oil-Control Anti-Oxidant Moisture Gel Creme (1.7 oz)
31. Revitalizing Supreme+ Youth Power Creme SPF 25 (1.7 oz)

RE-NUTRIV CORE UNIT

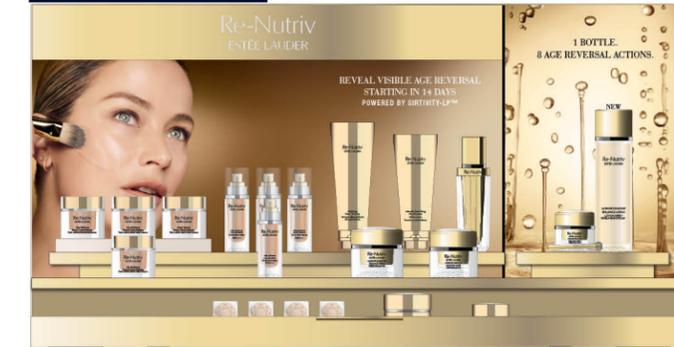
November Update (Fall Part 2)

NO SPRING '26 UPDATE

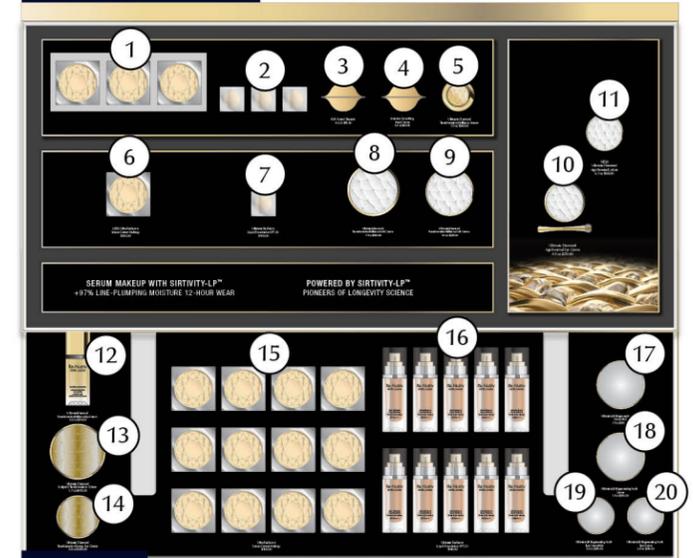
HISTORY OF UPDATES

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

HISTORY OF UPDATES

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

NEW FOUNDATION CORE UNIT

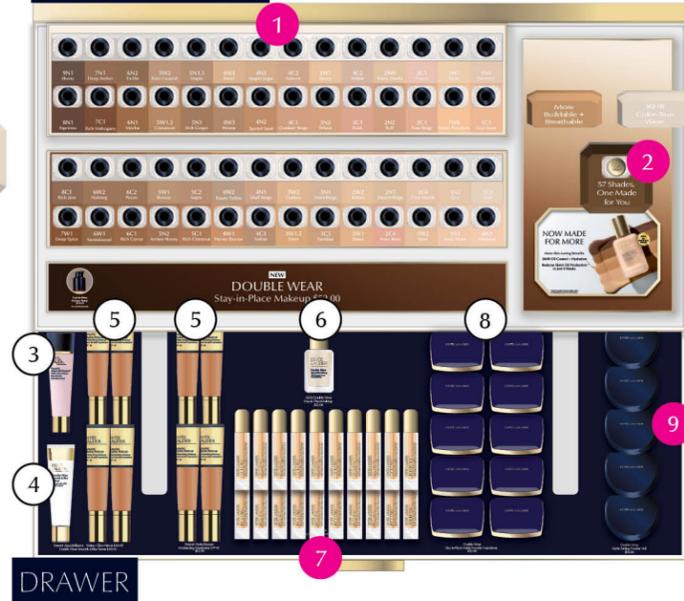
On-Counter: 2/23/2026

FRONT OF UNIT



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

OVERHEAD VIEW



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.

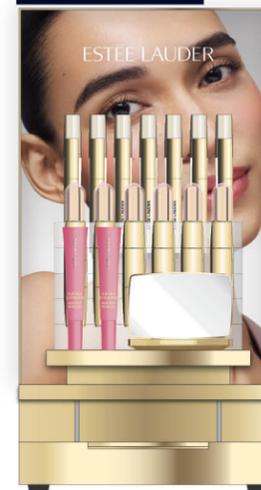
HISTORY OF UPDATES

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

FRONT VIEW



OVERHEAD VIEW



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.

NEW HERO FOCUS UNIT: PRIORITY 1 (CONCEALERS)

On-Counter: 2/23/2026

HISTORY OF UPDATES

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

AERIN

Nordstrom Premier Unit
September Update

HISTORY OF UPDATES

Jul '24 Update with new platform graphics and new product assortment (G9Q0-70).
Feb '25 Update with new platform graphics and new product assortment (TDB-70).
Sept '25 Update with new platform graphics and new front template (GDDQ-70).



DRAWER



TOP VIEW



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

Line Tester (Use salable products)

- | | |
|---------------------------------------|------------------------------|
| 1. Rose de Grasse 1.7 oz | 13. Lilac Path 1.7oz |
| 2. Rose de Grasse Joyful Bloom 1.7 oz | 14. Hibiscus Palm 1.7oz |
| 3. Rose de Grasse Pour Filles 1.0 oz | 15. Cedar Violet 1.7oz |
| 4. New Med. Honey Soleil 1.7 oz | 16. Amber Musk 1.7oz |
| 5. New Tinted Lip Balm (2) - opened | 17. Amber Musk Vanille 1.7oz |
| 6. New Tinted Lip Balm (2) - closed | 18. Limone di Sicilia 1.7oz |
| 7. Mediterranean Honeysuckle 1.7 oz | 19. Tuberose le Jour 1.7oz |
| 8. Wild Geranium 1.7 oz | 20. Tuberose le Soir 1.7oz |
| 9. Ikat Jasmine 1.7oz | 21. Ambrette de Noir 1.7oz |
| 10. Tuberose Gardenia 1.7 oz | 22. Rose Cocoa 1.7 oz |
| 11. Les Botaniques Wisteria 1.7 oz | |
| 12. Fleur de Peony 1.7 oz | |

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.

AERIN

Nordstrom Core Collection Unit
September Update

HISTORY OF UPDATES

Jul '24	Update with new platform graphics and new product assortment (G9Q0-70).
Feb '25	Update with new platform graphics and new product assortment (TDB-70).
Sept '25	Update with new platform graphics and new front template (GDDQ-70).

TOP VIEW



Line Tester (Use salable products)

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** Rose Cocoa 1.7 oz
5. **New** Amber Musk Vanille 1.7 oz
6. **New** Les Botaniques Wisteria 1.7 oz
7. Mediterranean Honeysuckle 1.7 oz
8. Wild Geranium 1.7 oz
9. Ikat Jasmine 1.7oz
10. Tuberose Gardenia 1.7oz
11. Fleur de Peony 1.7 oz
12. Lilac Path 1.7oz
13. Hibiscus Palm 1.7oz
14. Cedar Violet 1.7oz
15. Amber Musk 1.7oz

 NEW GRAPHICS
 NEW TEMPLATES & GRAPHICS

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).
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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

CASE MERCHANDISING

FEB & MAR

CASE CATEGORIES

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

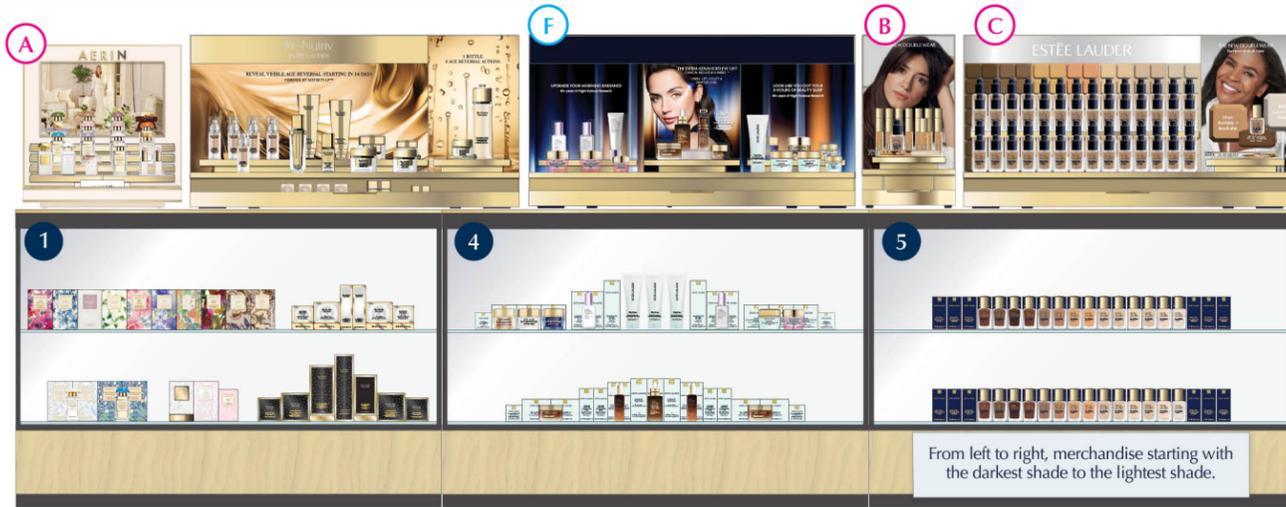
NEW IN FEBRUARY:

- A Aerin Premier Line Tester Unit
- B New ELX Hero Focus Priority 1 Unit
- C New ELX Foundation Core Unit
- D New ELX Hero Focus Color Unit
- E Aerin Core Collection Line Tester Unit

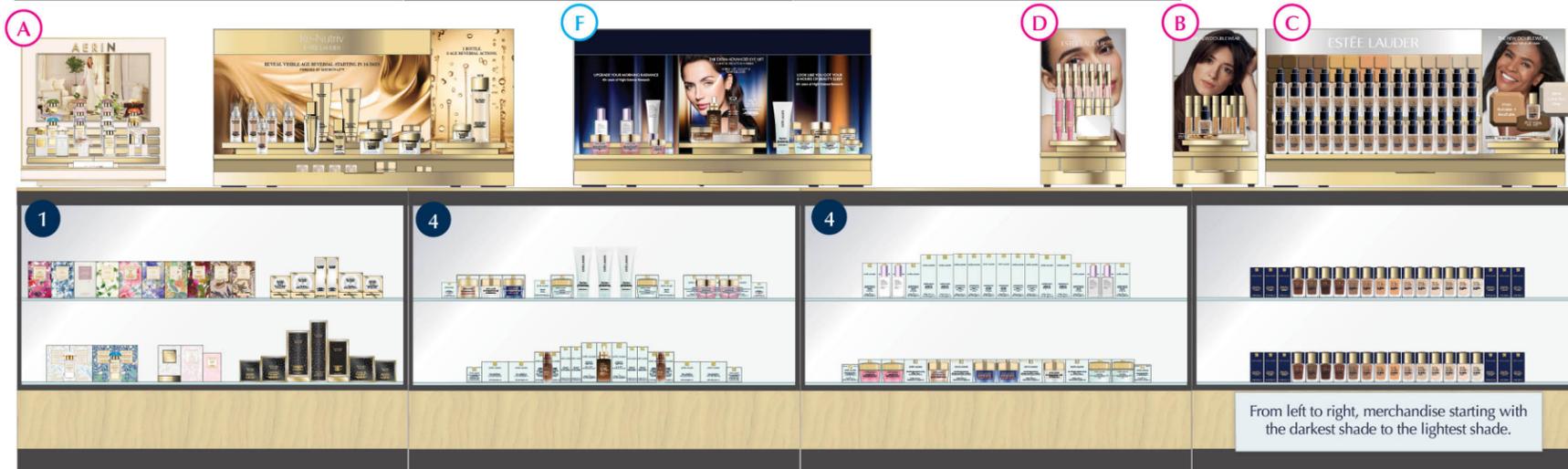
NEW IN MARCH:

- F ELX Skincare Core Unit Update

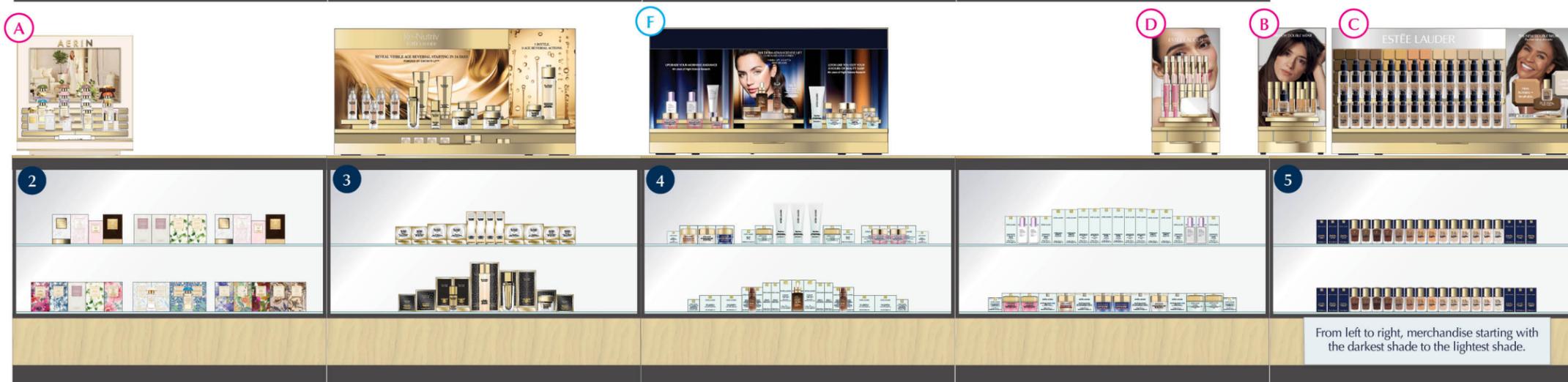
3 CASES



4 CASES



5 CASES



AERIN CORE DOOR CASE SET UP

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

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



- 2 Premier AERIN Case



NORDSTROM BAYS

FEB & MAR

3 BAYS



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

4 BAYS



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

*Follow shelf set up below for Premier AERIN Doors:



See page 20 for list of Premier AERIN doors.

 NEW GRAPHIC

NORDSTROM BAYS

JUL-OCT

NEW GRAPHIC

5 BAYS



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

*Follow shelf set up below for TOP AERIN Doors:



See page 20 for list of Top AERIN doors.

6 BAYS



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

Selling Tools

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

Top AERIN Doors

- | | |
|------------------------------------|----------------------------|
| 1. 3972-10 Washington Square #025 | 10. 3973-63 Somerset |
| 2. 3974-64 Roseville Galleria #434 | 11. 3974-23 Cerritos |
| 3. 3974-17 Brea #321 | 12. 3974-61 Santa Anita |
| 4. 3974-30 Topanga #341 | 13. 3973-49 Old Orchr#223 |
| 5. 3974-24 Fashion Valley #360 | 14. 3973-59 Montgomery#623 |
| 6. 3973-48 Tysons Corner #600 | 15. 3973-73 Woodfield#225 |
| 7. 3973-53 Garden State Plaza #520 | 16. 3974-31 Walnut Crk#421 |
| 8. 3973-81 Roosevelt Field #524 | 17. 3974-85 Scottsdale#380 |
| 9. 3972-06 Bellevue | |

How to Measure a Light-box

STEP 1: DETERMINING “OUTSIDE” MEASUREMENT

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

STEP 2: DETERMINING “INSIDE” MEASUREMENT

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

POINTERS

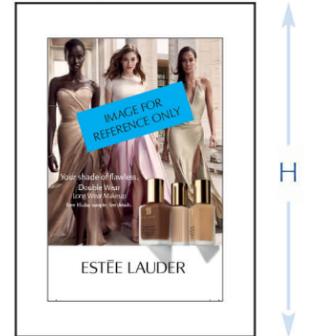
1. **W x H (that’s the order)** – otherwise the “vertical” or “horizontal” distinction will be inverted.
2. The “outside” measurement is always larger than the “inside” measurement. If it’s not, something is wrong.
3. Think of a picture frame in your house. If you buy a 5x7 picture frame it does not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

HORIZONTAL LIGHTBOX
H < W



W

VERTICAL LIGHTBOX
W < H



W



