



ESTÉE LAUDER

BEAUTIFUL START

ESTÉE LAUDER | SPRING 2013

SPRING 2013 | GLOBAL EDUCATION

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BEAUTIFUL
— START —

ESTÉE LAUDER

BEAUTIFUL

START

Your Guide to Making Every Woman
Look and Feel Beautiful

ESTÉE LAUDER

SPRING 2013 | GLOBAL EDUCATION



For Beauty Advisors everywhere who
make women feel beautiful...

11

QUICKSTART

An introduction to Estée Lauder, our top 10 products and your must-have tools.

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HERITAGE

Meet the Lauder Family, the Estée Lauder models, Tom Pecheux, and the first Estée Lauder Beauty Advisor.

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PURPOSE

Learn about your Purpose and how to live it with The Estée Lauder Standards.

75

BEAUTIFULSKIN™

Become a Beautiful Skin™ expert. Includes Estée Lauder's Skincare Philosophy, Beautiful Skin Solutions, Re-Nutriv and Foundation.

147

BEAUTIFULMAKEUP

Master makeup with Tom Pecheux's tips, The Estée Lauder 5-Step Face™ and our exclusive Signature Techniques.

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BEAUTIFULFRAGRANCE

Find every woman's perfect fragrance with the Estée Lauder Fragrance Guide and tips from our master perfumers.

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LEARNINGLAB

Your Beautiful Start Learning Lab companion.

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REFERENCE

Estée Lauder product information and more at your fingertips.

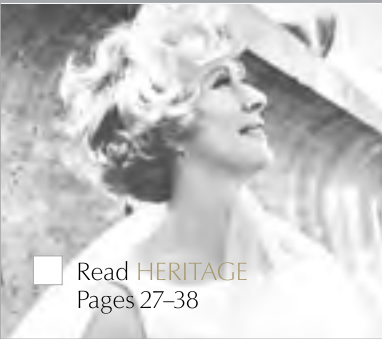
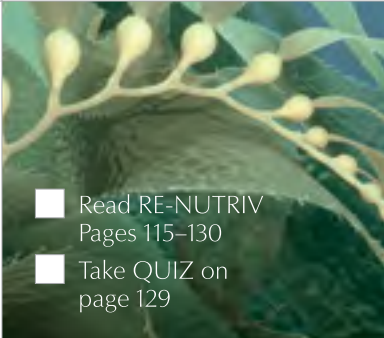
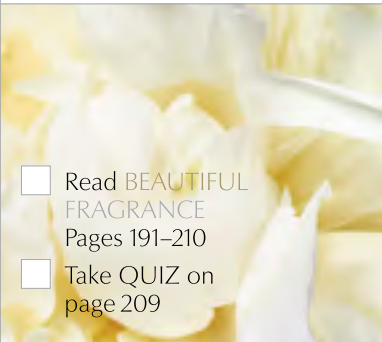


My Beautiful Start Learning Plan

Learning starts with you! Complete the chapters and activities below within your first month at Estée Lauder. Study, ask questions and practice so you feel confident as an Estée Lauder Beauty Advisor.

NAME []

	DAY 1	DAY 2
WEEK 1 Welcome to Estée Lauder! Start by learning about our brand, our heritage, and The Estée Lauder Purpose.	☐ Read QUICKSTART Pages 11–26 ☐ Take QUIZ on page 25	☐ Try each of the Top 10 products listed on pages 19 and 20
WEEK 2 This week, you'll focus on Estée Lauder skincare and learn all about our philosophy and the skincare choices we offer.	☐ Read SKINCARE PHILOSOPHY Pages 75–92 ☐ Take QUIZ on page 91 ☐ Complete LEARN/LIFE on page 92	☐ Read BEAUTIFUL SKIN SOLUTIONS Pages 93–114 ☐ Take QUIZ on page 114
WEEK 3 Learn all about our high style, high performance makeup and how to apply it like an expert.	☐ Read FOUNDATION Pages 131–146 ☐ Take QUIZ on page 145	☐ Study REFERENCE Pages 267–274 ☐ Complete LEARN/LIFE on page 146
WEEK 4 Practice The Estée Lauder 5-Step Face™ and Estée Lauder Signature Techniques. Finish the week with fragrance.	☐ Practice The Estée Lauder 5-Step Face™ on your Counter Manager ☐ Practice it on two customers	☐ Pick your three favorite Signature Techniques and practice them on your Counter Manager ☐ Pick three Signature Techniques you're less comfortable with and ask your Counter Manager to coach you

DAY 3	DAY 4	DAY 5
 ☐ Read HERITAGE Pages 27–38	☐ Read PURPOSE Pages 39–58	 ☐ Read PURPOSE Pages 59–74
☐ Study REFERENCE Pages 235–257 ☐ Complete LEARN/LIFE on page 114	 ☐ Read RE-NUTRIV Pages 115–130 ☐ Take QUIZ on page 129	☐ Study REFERENCE Pages 259–266 ☐ Complete LEARN/LIFE on page 130
☐ Read BEAUTIFUL MAKEUP Pages 147–190 ☐ Take QUIZ on page 187	☐ Study REFERENCE Pages 275–290 ☐ Complete LEARN/LIFE on page 189–190	
 ☐ Read BEAUTIFUL FRAGRANCE Pages 191–210 ☐ Take QUIZ on page 209	☐ Complete LEARN/LIFE on page 210	CONGRATULATIONS! You're ready to attend the Beautiful Start LEARNING LAB.

Why We Chose You

We chose you to begin as an Estée Lauder Beauty Advisor because of your unique set of natural talents. Your manager will identify your top talents below to help you live your Estée Lauder Purpose. You have other talents as well, but your top talents are areas where you really shine.



☐ SERVICE

You passionately believe in providing excellent customer service and are naturally proactive about your customer's needs. Because of the special attention you give each person, you are able to build an impressive client registry full of loyal customers.

☐ RELATIONSHIP

You don't shy away from meeting new people. In fact, you enjoy the challenge of turning strangers into friends. You can easily break the ice and make connections with both co-workers and customers.

☐ ENTERPRISER

Selling comes naturally to you—always thinking about how to generate additional business. Competitive by nature, you're instinctively aware of your performance as well as those of other Beauty Advisors.

☐ ACHIEVER

You have a constant need to achieve goals. You feel as if every day starts at zero and by the end of the day you must accomplish something tangible in order to feel good. You have an internal drive that pushes you to achieve more.

☐ VALUES

You have core values that are enduring. You are reliable, loyal and passionate about representing Estée Lauder. You believe success is more than money—work is your autograph. You take pride in doing things the right way and will go above and beyond for your customers.

☐ POSITIVITY

You enjoy finding ways to make everything more exciting. You are a natural problem-solver and enjoy the challenge of analyzing the roadblocks, identifying issues and finding the solution.



QUICKSTART

Welcome!

You're off to
a beautiful
start with this
quick guide to
everything
Estée Lauder.

MY ESTÉE LAUDER PURPOSE

“I help every woman look and feel her most beautiful by providing a personalized experience and recommending the best products for her.”

YES! THERE REALLY WAS A MRS. ESTÉE LAUDER.

Mrs. Estée Lauder was an amazing woman who had a true passion for beauty. This passion inspired her; and her belief in her products' ability to bring out the beauty in every woman guided her to success.

In 1946, Mrs. Estée Lauder launched her brand with 4 products she believed would make every woman look and feel beautiful. Mrs. Estée Lauder did it all—she had a career, a family and a passion for beauty. She dedicated her life to teaching women how to be beautiful. As you begin your own career, you continue her legacy of teaching women to look and feel beautiful.

TODAY,

Estée Lauder is a world leader in beauty with bestselling products—loved by millions of women in 140 countries around the world.

How do we continue to lead in beauty?

That's easy—there are over 15,000 Beauty Advisors like you helping women everywhere look and feel their most beautiful. It's so important, it's your Estée Lauder Purpose!

Your Questions—

There's a lot to learn during your first few weeks at Estée Lauder. To make it a little easier, here are answers to the questions most commonly asked by new Beauty Advisors.

Answered

[QUICKSTART]

How can I start living my Purpose?

You may not be an Estée Lauder expert yet, but there's a lot you can do now to make women feel beautiful. Smile, be friendly and give your customer a sincere compliment. She'll feel more beautiful already!

Do I look the part?

Helping women look and feel beautiful starts with you. When you look beautiful, you feel your best and then it's much easier to make customers feel beautiful, too. Find out more about Estée Lauder style on pages 45–46.

A customer is asking about skincare—what should I say?

You may not know what to say yet, and that's okay. The best way to sell skincare is to use the Estée Lauder Skin Concern Booklets. You'll find all the information you need to help your customer find the skincare system that's right for her. Learn more on page 95.

What if my customer has a question I can't answer—or is asking for a product I can't find?

Your co-workers, Counter Manager and the brochures at your counter have great information. Still can't find the answer? Take her name and number, find the information, and call her back as soon as possible.

How should I greet a customer?

A smile and a warm "Welcome to Estée Lauder!" go a long way. Introduce yourself and let her know you're happy to see her—regardless of why she's at your counter.

I don't have any makeup brushes.

There should be at least one set of makeup brushes at your counter for everyone to use. If not, you can use cotton balls, cotton swabs and sponges. Turn to page 151 for great tips on how to apply makeup when you don't have brushes.

How should I answer the phone?

Answer promptly and be friendly! The customer on the phone is just as important as the customer in front of you. If you don't know the answer to her question, follow these steps: take a detailed message, find the information she needs and call her back as soon as possible.

Help! I don't really know how to apply makeup.

Applying makeup can be intimidating at first. To make it easier, we developed exclusive techniques called Estée Lauder Signature Techniques. They are easy to learn and easy to apply—with beautiful results every time. Learn more on page 23.

The best advice? Practice! Whether you practice on friends, your family or yourself—it's the best way to get comfortable with makeup.

Fast Facts

The top 3 things you need to know about each Estée Lauder product category.

QUICKSTART

ESTÉE LAUDER SKINCARE

- 1 Our star product is a repair serum called Advanced Night Repair. It's for everyone—all skintypes, all ages, all ethnicities, all concerns.
LEARN MORE ON PAGE 83 >

- 2 We recommend skincare products to each customer based on her skin concerns, not her age. Just show her the Skin Concern Booklets and ask, "Which concern sounds most like you?"



- 3 WE HAVE 2 BESTSELLING SKINCARE LINES.



BEAUTIFUL SKIN SOLUTIONS address specific concerns that women have about their skin. Each system includes a repair serum and moisturizer. LEARN MORE ON PAGE 94 >



RE-NUTRIV is Estée Lauder's luxury skincare line. In Re-Nutriv, the skincare systems are called "collections" and feature SuperCremes which have repair and moisturizer in one product. LEARN MORE ON PAGE 115 >

ESTÉE LAUDER MAKEUP

- 1 Tom Pecheux, a world-renowned makeup artist from the fashion industry, is our Creative Makeup Director and the visionary behind Estée Lauder makeup.
LEARN MORE ON PAGE 155 >

- 2 We have 12 Signature Techniques for makeup that are exclusive to Estée Lauder. Each one is easy to do and transforms your customer's look in about 2 minutes!
SEE ALL OUR SIGNATURE TECHNIQUES ON PAGE 23 >



- 3 WE HAVE 2 MAKEUP COLLECTIONS LOVED BY WOMEN EVERYWHERE.



PURE COLOR is our iconic, fashion-forward makeup line for women who love to play with color. LEARN MORE ON PAGE 167 >



OUR MOST FAMOUS FOUNDATION? Double Wear Stay-in-Place Makeup with 15-hour staying power.

DOUBLE WEAR is our much loved, long-wearing makeup collection that won't crease or fade. Wears up to 15 hours. LEARN MORE ON PAGE 168 >

ESTÉE LAUDER FRAGRANCE

- 1 Estée Lauder is a leading American fragrance house with bestselling fragrances loved by millions of women around the world.

- 2 The Estée Lauder Fragrance Guide has all the information you need to help your customer find her perfect fragrance.
LEARN MORE ON PAGE 197 >



- 3 OUR TOP 3 FRAGRANCES ARE BEAUTIFUL, ESTÉE LAUDER PLEASURES, AND ESTÉE LAUDER SENSUOUS NUDE.
LEARN MORE ON PAGES 203–208 >



Estée Lauder's Top 10

Our bestselling products and why customers love them.



MORE ON PAGE 235

ADVANCED NIGHT REPAIR SYNCHRONIZED RECOVERY COMPLEX
Our #1 repair serum that beautiful skin shouldn't live without. Dramatically reduces lines, uneven skintone and dehydration.

MORE ON PAGE 237

IDEALIST EVEN SKINTONE ILLUMINATOR
This fast-acting serum guarantees a dramatic reduction in every major sign of uneven skintone—in just 2 weeks!

MORE ON PAGE 238

IDEALIST PORE MINIMIZING SKIN REFINISHER
This silky repair serum refinishes rough, flaky skin to deliver our most dramatic resurfacing benefits.

MORE ON PAGE 239

PERFECTIONIST [CP+R] WRINKLE LIFTING/FIRMING SERUM
This serum is supercharged with breakthrough CPR-75 Technology, proven to double skin's own natural collagen-building power in just 1 week!* Skin looks younger, radiant and less lined.
*In vitro testing of CPR-75 Technology.

MORE ON PAGE 245

RESILIENCE LIFT FIRMING/SCULPTING FACE AND NECK CREME SPF 15
Our #1 moisturizer with our most advanced lifting technologies. See skin that's dramatically more lifted, sculpted, firmer and radiant.



MORE ON PAGE 267

DOUBLE WEAR STAY-IN-PLACE MAKEUP
Our #1 foundation looks flawless and feels comfortable for up to 15 hours!

MORE ON PAGE 281

PURE COLOR EYESHADOW
Get the look you want with beautiful singles, duos and palettes created by Tom Pecheux. All with True Vision™ Technology so the color you see is the color you get.

MORE ON PAGE 285

SUMPTUOUS BOLD VOLUME™ LIFTING MASCARA
Get weightless, voluminous volume with our bestselling mascara—creates big volume even for small, sparse lashes.

MORE ON PAGE 287

PURE COLOR LONG LASTING LIPSTICK
Rich, buttery texture cushions lips and features True Vision™ Technology so the color you see is the color you get.

MORE ON PAGE 203

BEAUTIFUL
Our #1 fragrance for 25 years; this deep, lush, romantic floral is like a bouquet of 1,000 fresh flowers.

Beauty Advisor Must-Haves

These 5 must-have tools will give you expertise and help you make every woman look and feel beautiful.

QUICKSTART



FRAGRANCE GUIDE

WHAT IT IS

A guide that explains Estée Lauder fragrance categories and has information on every Estée Lauder fragrance.

WHY YOU NEED IT

It makes selling fragrance easy! It's your go-to guide when talking to customers about fragrance.

FIND OUT HOW ON PAGE 197 >

iMATCH™ SHADE FINDER

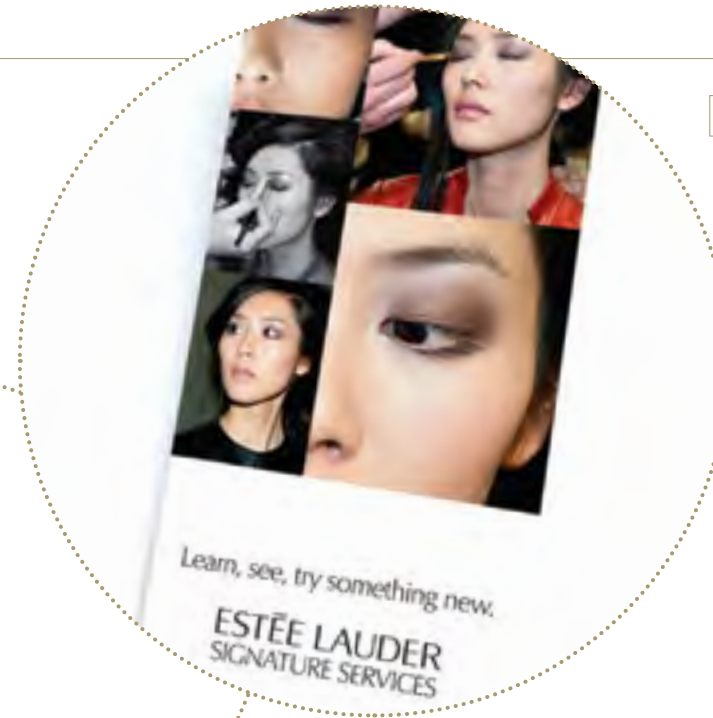
WHAT IT IS

A 2-sided makeup tool—1 side helps you find your customer's perfect foundation shade, and the other helps you find her best colors.

WHY YOU NEED IT

It helps you find her perfect foundation and color match.

FIND OUT HOW ON PAGE 166 >



SIGNATURE SERVICES MENU

WHAT IT IS

An exclusive menu of complimentary services you can offer to every customer, every day.

WHY YOU NEED IT

This is what we're famous for! It's our signature tool. It will show off your expertise and give each customer the experience she wants.

FIND OUT HOW ON PAGE 63 >



SKIN CONCERN BOOKLET

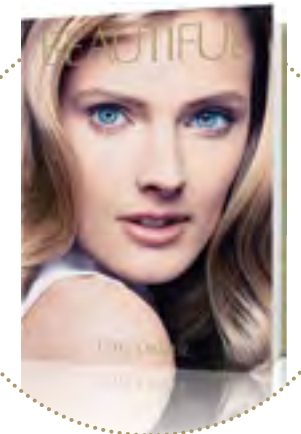
WHAT IT IS

Booklets that have product information about each Beautiful Skin Solutions System.

WHY YOU NEED IT

They help you and your customer find and understand the benefits of her perfect Beautiful Skin Solutions System.

FIND OUT HOW ON PAGE 95 >



THIS BOOK!

WHAT IT IS

Your resource guide for everything Estée Lauder.

WHY YOU NEED IT

It has all the information you need to become an Estée Lauder expert.

Estée Lauder Signature Techniques

Become a makeup expert with these easy to learn, easy to apply techniques and transform your customer's look in just 2 minutes.

QUICKSTART

HIGHLIGHT AND HYDRATE



Don't miss this refreshing skin pick-me-up—it only takes a minute and she'll really see a difference. [PAGE 86 >](#)

FOUNDATION FLOWER



Get a natural, flawless look every time with this makeup artist secret. [PAGE 138 >](#)

FATIGUE FIGHTER



Dark circles? Tired eyes? If she needs a pick-me-up, here's a quick fix! [PAGE 139 >](#)

NATURAL BLUSH



This easy blush trick is magic! [PAGE 180 >](#)

EL BRONZING LIFT



Need a little lift? A touch of bronzer in just the right place will give her a sculpted, natural look she'll love. [PAGE 182 >](#)

POWDER ROLL-ON



Tired of cakey, creased powder? This simple trick will make powder her new best friend. [PAGE 140 >](#)

SIMPLE SMOKY



Finally—an easy, smoky eye that looks great every time! [PAGE 170 >](#)

SIMPLE SMUDGE



A mistake-proof trick to apply eyeliner that will make you look like a pro. [PAGE 173 >](#)

PINKY PIVOT



Master lip liner application with this fast, simple tip. [PAGE 178 >](#)

FULLER LIPS



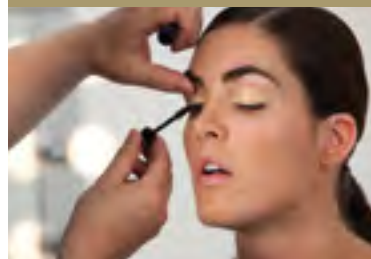
Instantly plump up the look of her lips. Prepare to be amazed! [PAGE 184 >](#)

CURVE CONTROL



Take control and learn how to boost the curl-power of every lash. [PAGE 175 >](#)

DEFINED LASHES



Make the most of every last lash. These insider tricks make even the sparsest lashes look luxurious. [PAGE 176 >](#)

BROWS NOW



The perfect, finishing touch to any makeup look. [PAGE 177 >](#)



FACE CHARTS

Complete a face chart for your customer with the products you used so she can recreate her look at home.

Blair Patterson, Premier Makeup Artist, shares his best techniques for using a face chart like a pro—

- Use only powder products on face chart—except for lipstick or gloss.
- For powder eyeshadow, lightly spray a cotton swab with water before you apply for precise application without a mess.
- For blush or bronzer, use a cotton ball and blend the edges lightly with your fingertip.
- When complete, lightly mist face chart with water to set the powder products in place.

QUIZME!

QUICKSTART

Can you answer these questions about your role, Estée Lauder's bestselling products and must-have tools? If you need a hint, just look at the pictures on the right!

- 1 Write your Estée Lauder Purpose in your own words.

- 2 What is our signature tool?

- 3 Which serum doubles skins own natural collagen production in just one week?

- 4 Which #1 repair serum is Estée Lauder's star product?

- 5 What is Estée Lauder's luxury skincare line called?

- 6 Estée Lauder Beautiful Skin Solutions are systems of _____ serums and _____.
- 7 Who is our Creative Makeup Director?

- 8 Which #1 foundation offers up to 15 hours of wear?

- 9 Which bestselling Estée Lauder fragrance is like a bouquet of 1,000 fresh flowers?

- 10 Which Beauty Advisor must-have tool helps you choose color shades for your customer?

*In vitro testing of CPR-75 Technology.



Learn, see, try something new.

ESTÉE LAUDER
SIGNATURE SERVICES



A black and white portrait of Mrs. Estée Lauder, showing her from the chest up. She has short, wavy, light-colored hair and is wearing a dark, high-necked garment with a pearl necklace. The background is dark and out of focus.

HERITAGE

It began
with a woman,
four skincare
products and
her belief that
every woman
can be beautiful.

The rest, as they say, is history. In the case of Mrs. Estée Lauder, it is history that became a beauty industry legend. Meet the people who continue her legacy...

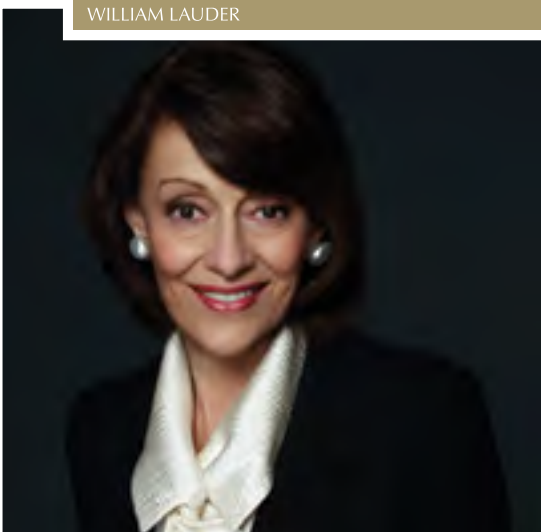
The Lauder Family

HERITAGE

FROM LEFT TO RIGHT: GARY LAUDER, EVELYN H. LAUDER, JOSEPH LAUDER, ESTÉE LAUDER, AERIN LAUDER, WILLIAM LAUDER, JANE LAUDER, LEONARD LAUDER, RONALD LAUDER, JO CAROLE LAUDER



WILLIAM LAUDER



EVELYN H. LAUDER



AERIN LAUDER



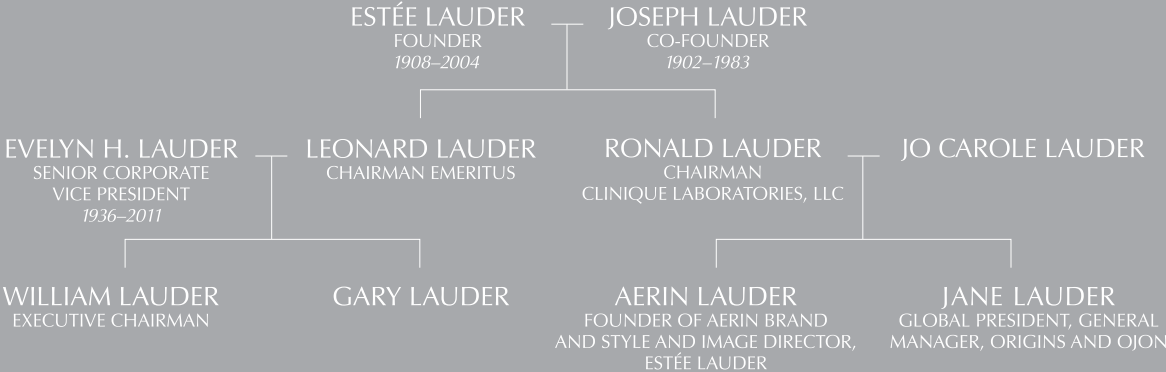
LEONARD LAUDER



JANE LAUDER



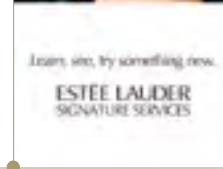
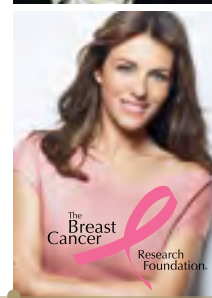
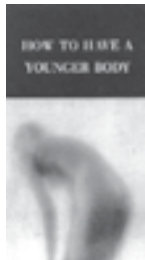
THE LAUDER FAMILY TREE



The Firsts

The people, products and events that made Estée Lauder one of the most influential brands in the world.

HERITAGE



1946

ESTÉE AND JOSEPH LAUDER LAUNCH the Estée Lauder brand in New York City with 4 skincare products.

1948

SAKS FIFTH AVENUE becomes the first Estée Lauder department store account.

1953

YOUTH-DEW DEBUTS—Estée Lauder's first fragrance. Mrs. Lauder convinces women to purchase their own fragrance with the first-ever bath oil that doubles as a perfume. Mrs. Lauder invents Gift with Purchase, which becomes the most innovative—and imitated—sampling program in the industry.

1956

RE-NUTRIV—the first luxury skincare collection of its kind—launches. Mrs. Lauder believes women want the best in skin treatment, at any price—and she is proven right.

1982

A SKINCARE STAR IS BORN! Estée Lauder ushers in scientifically-based skincare with the first repair product in the industry—Night Repair.

1993

EVELYN LAUDER FOUNDS THE BREAST CANCER RESEARCH FOUNDATION—a non-profit foundation committed to supporting clinical cancer research. To date, the BCRF has raised over \$350 million and has awarded research grants to over 185 scientists.

2007

ESTÉE LAUDER INTRODUCES "SIGNATURE SERVICES"—an exclusive menu of complimentary services offered to every customer, every day. It's a first in the industry!

2009

ADVANCED NIGHT REPAIR SYNCHRONIZED RECOVERY COMPLEX Our star product is updated and becomes the 1 revolutionary formula beautiful skin shouldn't live without.

2010

MAKEUP ARTIST TOM PECHEUX JOINS ESTÉE LAUDER to lead the artistic direction for the next generation of Estée Lauder makeup.

2012

ADVANCED NIGHT REPAIR EYE SERUM INFUSION Our first ever repair serum for eyes with all the proven repair of our #1 face serum.

The Beautiful Women of Estée Lauder



HILARY
RHODA



JOAN
SMALLS



LIU
WEN



CONSTANCE
JABLONSKI



“Beauty comes from inner happiness and an appreciation of our own unique blessings.”

NATIONALITY
American
BEAUTY SECRET
My mom said to always moisturize.
FAVORITE PRODUCTS
TurboLash,
Advanced Night Repair



“Beauty stems from within—with a positive view and outlook on life.”

NATIONALITY
Puerto Rican
BEAUTY SECRET
My favorite night-time look is a cat eye and a nude lip.
FAVORITE PRODUCT
Advanced Night Repair Eye



“Beauty is having a good heart. Beauty on the inside equals beauty on the outside.”

NATIONALITY
Chinese
BEAUTY SECRET
Drink lots of water, eat lots of fruit—rest well and whenever possible!
FAVORITE PRODUCT
Advanced Night Repair



“I think that real beauty comes from being happy with yourself and your life.”

NATIONALITY
French
BEAUTY SECRET
Always use sun protection.
FAVORITE PRODUCT
Bronze Goddess fragrance

The Beautiful Women of Estée Lauder

HERITAGE



ELIZABETH
HURLEY



CAROLINE
MURPHY



TOM
PECHEUX



ELIZABETH HAS REPRESENTED ESTÉE LAUDER AS A SPOKESMODEL SINCE 1995, celebrating one of the world's longest running beauty contracts. Since signing with Estée Lauder, Elizabeth has lent her support to the Breast Cancer Research Foundation, founded by Evelyn Lauder.



CAROLYN HAS BEEN ONE OF THE FACES OF ESTÉE LAUDER SINCE 2001, and she continues to appear in the company's advertisements. Some of Carolyn's most recent campaigns have included Re-Nutriv, our luxury skincare line, and the fragrance Estée Lauder Sensuous Noir.



MEET THE MAN WHO BRINGS OUT THEIR BEAUTY
TOM PECHEUX, Creative Makeup Director, Estée Lauder

“Working with Estée Lauder is a privilege. It's fantastic to work with a company completely dedicated to women, which really helps women look and feel their best through great skincare and cosmetics. And that's what I'm doing as a makeup artist. I'm also working to help women look and feel their absolute best. It's a great feeling!”

Learn more about Tom on page 155.

The Beauty Advisor



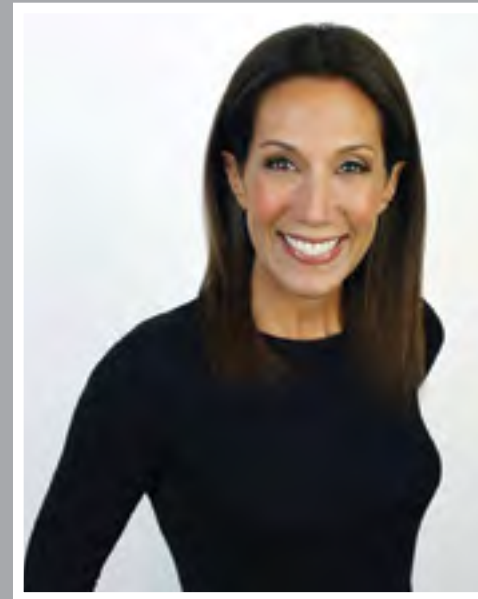
Mrs. Estée Lauder would “touch and talk” with any woman she met—showing them exactly what they needed to look their most beautiful.

Some of her favorite phrases were “I’d love to make up your face, and show you a cream that would make it so lovely to touch.” Or, when someone complimented her beautiful skin, she’d say, “You too have beautiful skin, but a little glow would give that skin a real lift.” She made friends throughout the department store and gave them samples to try, convinced that if women working in shoes or jewelry loved her products, they would send customers her way.

Her business grew, and she soon needed a saleswoman to help her. She didn’t interview candidates—she held auditions for the position! Most walked up to customers and said “May I help you?” Then, a candidate named Sari Roberts approached a customer and said, “I have something that would look perfect on you. May I show you how to apply it?” Sari personalized her service to the customer, and offered to teach her how to be beautiful. The first Beauty Advisor was hired.

Message from Jane

[HERITAGE]



JANE
HERTZMARK
HUDIS

GLOBAL BRAND PRESIDENT
ESTÉE LAUDER

“Our mission at Estée Lauder is to help women look and feel their most beautiful. I want you to know that you, our Beauty Advisors, are the most beautiful and most important people to us as you are the direct link, the powerful force that makes this dream come true.”

PURPOSE

[illegible]

“I help every woman
look and feel
her most beautiful
by providing a
personalized
experience and
recommending
the best products
for her.”

LATION
ALLOW
I TEACH
EL BEAU
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OK AND
AUDER I
MY CUS
MER TO
OW TO
M ESTÉE
PS WITH
ERY CUS
WOMEN
JTIFUL I
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EL BEAU
LD REL
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AUDER I
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M ESTÉE
PS WITH
ERY CUS
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JTIFUL I
ONSHIPS
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The Estée Lauder Purpose

Estée Lauder believed that every woman can be beautiful.

This belief has become our cornerstone and has inspired the creation of our Estée Lauder Purpose—

“I help every woman look and feel her most beautiful by providing a personalized experience and recommending the best products for her.”

To help you bring your Purpose to life and achieve your sales goal every day, we created The Estée Lauder Standards for you to follow with every customer.

The Estée Lauder Standards

I AM ESTÉE LAUDER

Model the Estée Lauder style guidelines

Project a positive attitude

Use Estée Lauder tools to demonstrate expertise

Maintain a clean and customer-ready environment

I BUILD RELATIONSHIPS WITH MY CUSTOMERS

Engage customers with a smile and warm greeting

Be attentive and available

Show appreciation and offer to stay in touch

Respond with positive solutions to customer concerns

I ALLOW EVERY CUSTOMER TO DEFINE HER EXPERIENCE

Offer Signature Services

Ask questions and listen to her needs

Adapt service to customer's shopping style

Sell with no pressure to buy

I TEACH WOMEN HOW TO LOOK AND FEEL BEAUTIFUL

Share what makes Estée Lauder famous

Demonstrate products based on needs

Personalize advice and teach tips

Find ways to go above and beyond

“I knew I had to look
my best to sell my best.”

MRS. ESTÉE LAUDER

I AM ESTÉE LAUDER

Think for a moment about what this means. Not only do you represent the brand, you represent Estée Lauder herself to your customers. You are her hands, her voice and her face. Women will come to you for help with their most personal beauty concerns and it's up to you to make them look and feel beautiful. Are you ready?

HERE'S HOW!

- Model the Estée Lauder style guidelines
- Project a positive attitude
- Use Estée Lauder tools to demonstrate expertise
- Maintain a clean and customer-ready environment



As an Estée Lauder Beauty Advisor, you are a beauty and style authority—with a look designed just for you. Each piece was Beauty Advisor-tested so you are guaranteed to not only look beautiful, but feel beautiful too.

FAUX WRAP DRESS

Always a favorite, this modern faux wrap dress in Estée Lauder Navy features short sleeves and a scoop neck. Shirring and tie on the left side.

THE ESTÉE LAUDER SIGNATURE BLOUSE

Look and feel beautiful in this runway-inspired piece. This sophisticated, flowy blouse in Estée Lauder Navy features subtle pleating detail and an elastic waist on the back. It works perfectly with both the pants and the skirt.

THE MODERN PANT

A timeless, chic silhouette in Estée Lauder Navy. Featuring a flat front with hidden adjustable tabs on both sides of the waistband for customized fit and comfort.

THE PENCIL SKIRT

A modern, straight pencil skirt with a zipper closure.

ESTÉE LAUDER PIN

The new modern navy blue enamel, square pin should be worn on the left side under the collar bone.

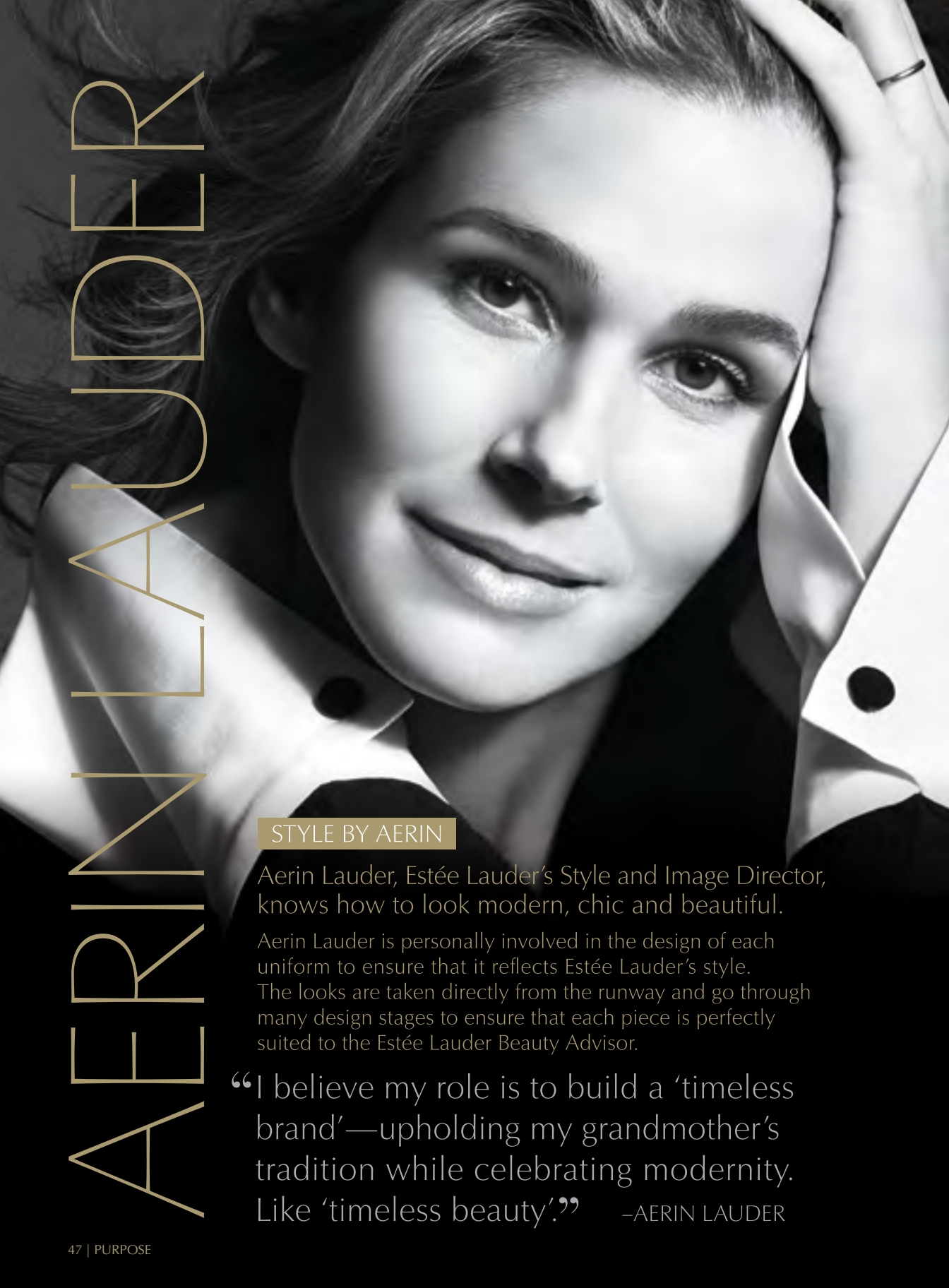


HIS STYLE

A classic men’s look with a polished, dark navy button-down shirt, and black or navy pants, belt and polished, black shoes. Finished with the men’s tie and a gold belt buckle. Tie clips and cuff links must also be gold.

GROOMING STYLE

Facial hair should always be neatly groomed. Hair, if longer than shoulders, should be neatly pulled back.



AERIN LAUDER

STYLE BY AERIN

Aerin Lauder, Estée Lauder’s Style and Image Director, knows how to look modern, chic and beautiful.

Aerin Lauder is personally involved in the design of each uniform to ensure that it reflects Estée Lauder’s style. The looks are taken directly from the runway and go through many design stages to ensure that each piece is perfectly suited to the Estée Lauder Beauty Advisor.

“I believe my role is to build a ‘timeless brand’—upholding my grandmother’s tradition while celebrating modernity. Like ‘timeless beauty’.” —AERIN LAUDER

I AM ESTÉE LAUDER

MODEL THE ESTÉE LAUDER LOOK—

ALWAYS	NEVER
ALWAYS wear gold-toned, diamond or pearl jewelry—gold is our signature metal for jewelry.	NEVER show piercings or tattoos. NEVER show more than 1 ear piercing per ear.
ALWAYS wear the Estée Lauder pin at all times on the left side, under the collarbone.	NEVER wear a belt or other accessory with your uniform. Belts are okay for men.
ALWAYS choose classic sheer or opaque hosiery if needed.	NEVER wear textured, patterned or fishnet styles.
ALWAYS choose simple but stylish pumps, slingbacks or flats in solid black, navy or taupe.	NEVER wear short boots with the skirt or sneakers anytime.
ALWAYS have short, well-groomed nails in a neutral polish or any Estée Lauder color.	NEVER have nails that are excessively long. NEVER have chipped nail polish or decorations like decals, jewels or airbrushed designs.
ALWAYS have neatly styled hair—off the face, clean and natural in color.	NEVER have hair that constantly falls in front of the face.
ALWAYS if needed, use hair accessories that are black, brown, navy or gold.	NEVER use hair accessories that distract from your uniform.
ALWAYS wear at least 3 Estée Lauder current makeup products.	NEVER go without makeup at the counter, or wear makeup that isn’t Estée Lauder.

Maintain a Clean Environment

Use proper hygienic procedures and keep counter and tester units clean. Follow these guidelines to ensure your customers will be safe and comfortable trying our products.

I AM ESTÉE LAUDER



CLEAN HANDS

Spray your hands with Estée Lauder Hygienic Spray before any product demonstration.

Place product from the package on the back of your clean hand, then work from there.



SKINCARE

Always use disposable applicators—never your fingers—to remove product from a jar. If you need more product and the applicator has touched your customer, throw the applicator away and get a new one.



LIPSTICK

Before using, hold lipstick upside-down, spray with Hygienic Spray and wipe bullet with a clean tissue.

Apply, then clean the product again before putting it away.



PENCILS

Clean sharpener with Hygienic Spray and sharpen pencil.

Spray sharpened pencil with Hygienic Spray and wipe with clean tissue before and after each application.

AUTOMATIC PENCILS

Spray pencil with Hygienic Spray and wipe with clean tissue before and after each application.



LIP GLOSS

Insert disposable applicator into tube to collect product, then deposit product onto lip brush and apply.

Repeat as necessary, using a new applicator each time.



MASCARA, LASH PRIMER

Dip a new disposable mascara brush into container and use to apply.

Repeat with a new disposable brush if more product is needed.

Discard disposable brush after application.



POWDERS AND COMPACTS

Wipe the surface of the product with a clean tissue.

Use appropriate disposable applicator or clean brush to collect product and apply.

Repeat both steps if more product is needed.

BRUSH CARE

Cleaning brushes is mandatory. Follow these steps to keep them in top condition.

POWDER BRUSHES

Clean with Hygienic Spray before and after every demonstration.

- Spray 2–3 pumps of Hygienic Spray, then turn brush and repeat.
- Sweep the brush over a tissue in a “painting” motion until dry.
- Brush should be dry to the touch before you use it.

CREAM AND LIQUID BRUSHES

Clean before and after each demonstration with Take It Away Makeup Remover Lotion.



ALL BRUSHES, AT THE END OF EVERY DAY

- Thoroughly wet the brush with water.
- Massage Take It Away Total Makeup Remover through the end of the brush for a few seconds.
- Hold brush with bristles facing down, and rinse thoroughly with water.
- Lay brush flat to dry overnight—never place brush with bristles upwards to dry.
- When dry, sweep brush over a clean tissue to fluff the bristles.



Estée Lauder Online

Many Beauty Advisors participate in social media websites so it's important to know what's smart and what's not when you represent Estée Lauder online.

I AM ESTÉE LAUDER

Be respectful.

Don't speak badly of anyone, or say anything that would reflect badly on you or Estée Lauder. Remember, online content can live forever!

Be yourself.

Let people know you are sharing your own personal opinions, not Estée Lauder's.

Be transparent.

Always say that you work for Estée Lauder when talking about the industry, the brand or our products. Never pretend to be someone you aren't by using a fake name to post online.

Share news that is already public knowledge.

When talking about a new product, event or Estée Lauder, stick to publicly known facts. Never share confidential information such as unannounced product launches or collaborations.

Share excitement, not claims.

It's okay to say, "I love the new Estée Lauder moisturizer. I think it's really great!" But don't make claims about how well a product works like, "The new Estée Lauder moisturizer will take away all of your wrinkles!"

Know your stuff—and know when you don't know.

Be smart about deciding what and when to post online. If you're uncertain about a topic, be on the safe side and just don't post. Instead, ask your Education or Account Executive for more information.

Let customers be heard.

Limit your comments on Estée Lauder sponsored social media sites, like our Facebook page, so that customers can voice their opinions. It helps all of us to hear what they have to say!

Stay cool.

If you're feeling emotional, think twice before you post—some comments are best left alone. Getting into an argument online doesn't accomplish anything, and once you post something, you can't take it back.

Use it, but don't abuse it.

Limit personal use of social media and online communications at work, just as you would any other form of personal communication.

Have integrity.

Don't promote competitive products or brands to a degree that becomes a conflict of interest.

“Everywhere I go, I reach out and touch—and then I answer questions.”

MRS. ESTÉE LAUDER

I BUILD

RELATIONSHIPS
WITH MY CUSTOMERS

Mrs. Estée Lauder loved to talk with women about their beauty needs, befriend them and send handwritten notes to build her relationships. When you treat your customer like a friend, give her a free touch-up or call to thank her for visiting, she'll know you truly care about her concerns. You have the power to transform a woman with your touch just like Mrs. Estée Lauder did—and build your own great relationships—one customer at a time.

HERE'S HOW!

Engage customers with a smile, warm greeting and sincere compliment

Be attentive and available

Show appreciation and offer to stay in touch

Respond with positive solutions to customer concerns

Build Relationships—Start with Hello

You will never get a second chance to make a first impression.

The way you greet customers can make or break a sale, or a potential life-long customer relationship.

THREE PROVEN WAYS TO GREET CUSTOMERS— ESTÉE LAUDER STYLE.

The Estée Lauder expectation is that every customer is greeted within 10 feet and 10 seconds. Why? When you greet a customer quickly with a genuine, warm welcome, it shows the customer you care about her and she will be more willing to spend time with you.



APPRECIATION GREET

Tell the customer how much you appreciate her coming to your counter today.

“Good morning, thank you for coming in today.”

“It’s great to see you today—thanks for stopping by.”



COMPLIMENT GREET

Offer her a sincere compliment—it’s a great ice-breaker!

“How are you today? I really like that color on you.”



PRODUCT GREET

Greet your customer and direct her attention to a product.

“Good morning! I see you are looking at _____. If you have a moment I would love to show it to you—it’s my favorite product.”

“While you’re waiting, why don’t you take a look at our new _____.”

BUILD RELATIONSHIPS

ASK QUESTIONS

DETERMINE HER IMMEDIATE NEED

Is she browsing, does she want advice or is she replenishing? Research shows that customers will actually stay longer when you ask questions instead of assume. To do this, ask her questions like—

- What brings you to Estée Lauder today?
- Did you have something specific in mind today?

FIND OUT HOW MUCH TIME SHE HAS

- Are you in a rush?
- Do you have time for a quick application?

IF YOU’RE BUSY...

Acknowledge her immediately. Direct her to try a new product while she waits and say you’ll be with her shortly.



1,2,3 CONNECT!

Calling your customer 3 times within 3 months after she leaves your store is a proven way to build a relationship with her. Follow these steps and not only will you build great relationships—you'll create loyal customers too!

IT WORKS!

Research shows that 60% of customers repurchase products when contacted 3 times within 3 months of their initial purchase.

1 DAY

THANK YOU

One of the most important ways to build relationships is to call with a sincere “thank you.” It’s unexpected and will go a long way to continue the relationship when she leaves the store. Tip: Call within 24 hours after a visit.

2 WEEKS

SERVICE

Call within 2 weeks to follow up on products purchased. Ask her if she has any questions about how to use her product.

3 MONTHS

REPLENISHMENT

Call with a friendly reminder to replenish a product or invitation to return for a special event or free Signature Service!

[BUILD RELATIONSHIPS]

MAY I STAY IN TOUCH WITH YOU?

Your Client Registry is a place where you keep contact information and key facts about your customers. Did you find out her birthday? Her favorite product? That she loves makeup artist events? Write it down and stay in touch with her accordingly. Send her a birthday card. Call her when a new version of her favorite product comes in. Invite her to a special event you know she'll love.

Your goal is a minimum of 5 customers per week. Why? Because having a loyal clientele helps you achieve your sales goal every day. When you don't have customers at the counter, you can make replenishment calls to your clientele and take orders over the phone to achieve your goal.

Best of all? Client Registry is a service you provide that customers love! They feel special when you remember them and feel “in the know” about the latest trends and exclusive events. You're their personal shopper—someone who understands their needs and can save them time and frustration with a friendly reminder to replenish a product. Plus, the offer of a free Signature Service is just the thing that will make your customer feel special and valued.



Positive Solutions

It's easy to be positive when your customer is happy and satisfied with her purchase. In an ideal world, every Estée Lauder customer would have that experience. But this is real life, and things don't always go as planned. What if she doesn't like the moisturizer she purchased? Or, what if her favorite lipstick shade was discontinued?

HERE'S THE KEY TO RELATIONSHIP SUCCESS

A customer who is disappointed or dissatisfied is your BIGGEST relationship-building opportunity. She is won or lost based on your words and how you deliver them. If you stay positive, listen to her concerns and turn a bad experience into a great one, you'll likely gain a customer for life. Here's how to win her over—

START WITH "I'M SO SORRY!"

An immediate apology lets her know that you care and you're on her side.

TAKE NOTE!

Estée Lauder has a special department, Global Consumer Communications, which handles customer compliments, complaints and any question you can't answer based on information already provided to you by Estée Lauder. Turn to page 300 to learn more.

NEVER BE NEGATIVE

Banish these phrases from your vocabulary TODAY. They send a negative message and say to the customer "I don't want to help you with this."

- No, I can't.
- What seems to be the problem?
- It's not my job.
- I'm busy right now.
- We never...
- I don't know...
- You're not the only one.
- I don't handle that.
- There's nothing else I can do.

DID YOU KNOW?

Estée Lauder guarantees every product we sell. If the customer is unhappy for ANY reason—we take it back!

TURN IT AROUND

Use these positive phrases and see how quickly you can make her smile!

- Yes I can!
- Thank you for telling me.
- I want to make this right for you.
- I'll do everything I can to help you.
- You're in luck! I have a foundation sample for you.
- I can definitely help you with that!
- You came to the right place—I'm an expert!
- Let me find out for you.
- I'll call another store for you.
- Let me treat you to a free Signature Service.



THE BOTTOM LINE

Find some way—any way—to give her a positive experience. If she doesn't like the product she bought, ask questions to uncover what she really needs. If you're out of the sample she wanted, offer her a free 10-day supply of foundation in her perfect shade. Think about how you would want to be treated if you were in her situation. What would make it right for you? Then, do that! It's the Estée Lauder way.

“The saleswoman’s job was not to sell, but to let women buy. She had to respect the customer.”
MRS. ESTÉE LAUDER

I ALLOW EVERY

CUSTOMER
TO DEFINE HER EXPERIENCE

It’s all about your customer. What she wants, how she feels and why she’s at your counter today. Give her an experience that matches her mood and she’ll look for you the next time she shops. Does she want to browse on her own? Does she want to replenish her products and go? Does she need your expert advice? Pay attention, ask questions and do your best to make her every beauty wish come true!

HERE’S HOW!

- Offer Signature Services
- Ask questions and listen to her needs
- Adapt service to customer’s shopping style
- Sell with no pressure to buy

Signature Services

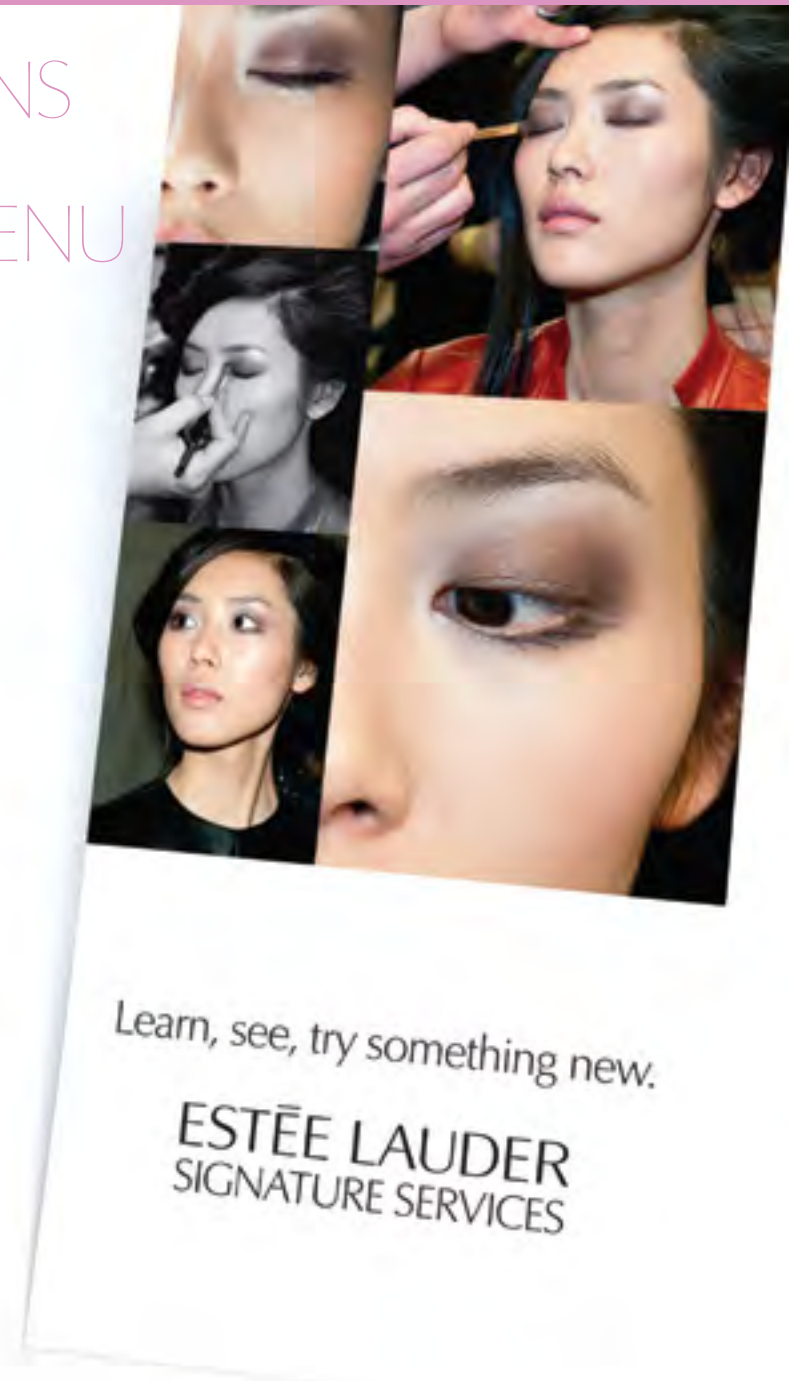
The Signature Services Menu is the fastest way to your customer's heart—because she gets the experience and expert advice she wants.

CUSTOMER DEFINES

SIGNATURE SERVICES MENU

5 REASONS TO LOVE YOUR MENU

- 1 | Helps you teach tips and tricks your customer can do herself at home.
- 2 | Lets her decide what she wants to experience today.
- 3 | Lets you treat your customer when she least expects it.
- 4 | You're a personal beauty expert but your customers may not know it. It's the perfect way to advertise your expertise!
- 5 | It is, without a doubt, the #1 way to achieve your sales goal!



HOW TO USE THE MENU

TO START A CONVERSATION...

“Take a look at our menu of exclusive services we offer at Estée Lauder. They’re fast! It only takes about 5 minutes or I can spend more time if you aren’t in a rush. There is no purchase necessary.”

AFTER A SERVICE...

“I would love to treat you to an additional service. Which would you like to try? There is no purchase necessary.”

AT THE END OF A SALE...

“I know you don’t have time today, but I’d love to invite you back for a complimentary Signature Service. I’d be happy to book an appointment for you—there’s no purchase necessary.”

DID YOU KNOW?

Only Estée Lauder Beauty Advisors can offer these expert services and Signature Techniques. They are exclusive to you!

3 Ways Customers Shop

When you understand the way your customer is shopping today, you can adapt your service to match her. Here's a guide to help you identify the 3 ways customers shop.



She's there to replenish.

She has a list of products or an empty package in hand and she's looking for a Beauty Advisor. She may even have her credit card out and ready to go! It's easy to see—she just wants to replenish her products.

WHAT TO DO

IF SHE'S IN A RUSH

- Compliment her product choice
- Get the product and offer size options if available
- Ring up the sale right away
- Share a tip about her product
- Don't immediately suggest additional products or delay her with information she didn't ask for

IF SHE HAS MORE TIME

- Offer her a seat while you get the product
- Offer to apply the product
- Offer Signature Services
- Offer a free 10-day supply of foundation
- Don't show disappointment if she doesn't purchase additional products



She's there to browse.

She's been walking around the counter, but doesn't talk to you. She picks up a product, reads the label, then puts it down and moves on to the next one. She may even avoid eye contact if you try to say hello. The message is clear—she's just looking.

WHAT TO DO

- Invite her to browse
- Quickly introduce yourself and let her know that it's okay to look around
- Offer disposable applicators so she can try products on her own
- Point out what's new
- Stay where she can see you and stay busy
- Let other Beauty Advisors know that you've approached her
- Don't follow her around while she's browsing or re-approach her unless she seeks you out



She's there for advice.

She seeks you out and asks questions. She may say, "I don't understand what products I'm supposed to use..." or "What's the difference between...", or even "I saw this product online and have some questions." It's obvious she needs your help!

WHAT TO DO

- Offer her a seat
- Ask open-ended questions and listen
- Offer honest advice
- Use tools and demonstrate
- Teach her how to apply
- Introduce Advanced Night Repair
- Offer Signature Services
- Offer a free 10-day supply of foundation
- Don't give false information or claims about a product or overload her with too much information

Sell with No Pressure to Buy

When a customer feels like you care more about her than the sale, she's actually more likely to purchase. She'll trust that you're recommending the right products for her—not just whatever products you want to sell that day.

CUSTOMER DEFINES

THIS WORKS!

Focus on finding her solutions.

Give your honest opinion.

Recommend products based on her specific concerns.

Share realistic expectations about the results she'll see.

Let her know it's okay if she doesn't purchase anything today.

Show her all the size options available.

Tell her how the new products work with the products she has at home.

THIS DOESN'T.

Focus on selling her products.

Say anything to make the sale.

Recommend products you are most comfortable talking about.

Give false claims or overpromise results.

Show disappointment if she doesn't purchase.

Only show her the largest sizes.

Tell her she can only use the products with other Estée Lauder products.



PHRASES THAT TAKE THE PRESSURE OFF

- You don't have to buy it today, but I'd love to show you the new product we just received.
- Now that we've discussed your concerns, I'd like to share my recommendations.
- After getting to know you, I think that [product name] and [product name] would work well with your beauty routine.
- I'd love to show you [product name], it addresses your concern perfectly.
- Ask me as many questions as you like!
- When you finish what you have at home, come back and see me!
- You don't have to take [product name] today, just think about it for next time.

“I was a woman with a mission.
I had to show as many women as
I could reach not only how to be
beautiful, but how to stay beautiful.”

MRS. ESTÉE LAUDER

I TEACH
HOW TO

WOMEN
LOOK AND FEEL BEAUTIFUL

You can make a woman look and feel beautiful in the store, but the real success is when she can recreate it herself at home. You have amazing products and the best tools in the industry at your disposal—use them. Study this book and practice Estée Lauder techniques. Then, hand your customer a mirror, find out what she wants and needs, and teach her how to be beautiful.

HERE'S HOW!

Share what makes Estée Lauder famous
Demonstrate products based on needs
Personalize advice and teach tips
Find ways to go above and beyond

Meet 5 Beauty Advisors

They make women look and feel beautiful every day—and do it so well that they were chosen to share their stories with you.

“Listen to the customer with your heart.”

NAME: Amanda L.

FAVORITE PRODUCT
Advanced Night Repair

BEAUTY SECRET
Put a light eyeshadow on the inner corner of the eye. It brightens the eye and you'll instantly look more awake!

“Treat every customer like one of your best friends.”

NAME: Emily K.

FAVORITE PRODUCT
Idealist Even Skintone Illuminator

BEAUTY SECRET
Always remove makeup before you go to bed at night.

“Be a teacher—so customers can learn what to do at home.”

NAME: Kristy W.

FAVORITE PRODUCT
Advanced Night Repair

BEAUTY SECRET
Don't go a day without Advanced Night Repair!

“I always make sure I look perfect for my customers.”

NAME: Elizabeth S.

FAVORITE PRODUCT
Double Wear Light Stay-in-Place Makeup

BEAUTY SECRET
Great makeup begins with healthy skin, so always use repair and moisturizer before you apply foundation.

“Having a positive attitude is everything.”

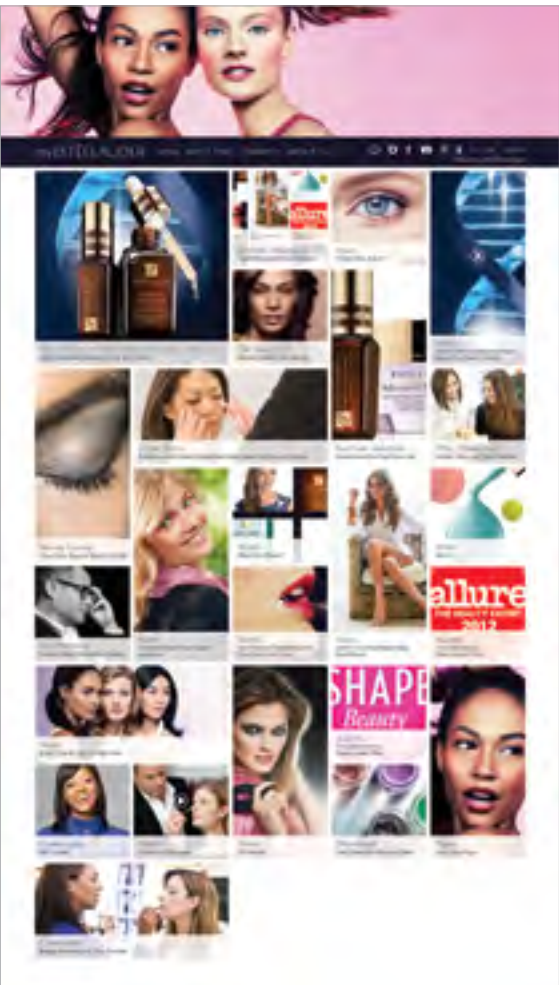
NAME: LaTanya V.

FAVORITE PRODUCT
Pure Color Gloss Stick in *Rock Candy*

BEAUTY SECRET
Advanced Night Repair is my hero product!



Log on to learn the latest tips to help women look and feel beautiful. Updated monthly, this website is created exclusively for you so you can get the inside scoop on everything Estée Lauder and all the latest news. Enter the monthly sweepstakes for a chance to win exciting new products.



HOW IT WORKS

Log in on the first of every month to learn about new product launches, watch exclusive behind-the-scenes videos and discover insider tips to share with your customers.

You can access the site 2 ways—by logging into the Gratis website or entering www.mysteelauder.com into your web browser. Each time you log in, you'll have Estée Lauder at your fingertips.

HIGHLIGHTS

HOME
See what's trending at Estée Lauder—all the latest info you'll want to share with your customers.

WATCH
Watch exclusive videos to help you learn techniques from Tom Pecheux, all new product information and how-to tutorials.

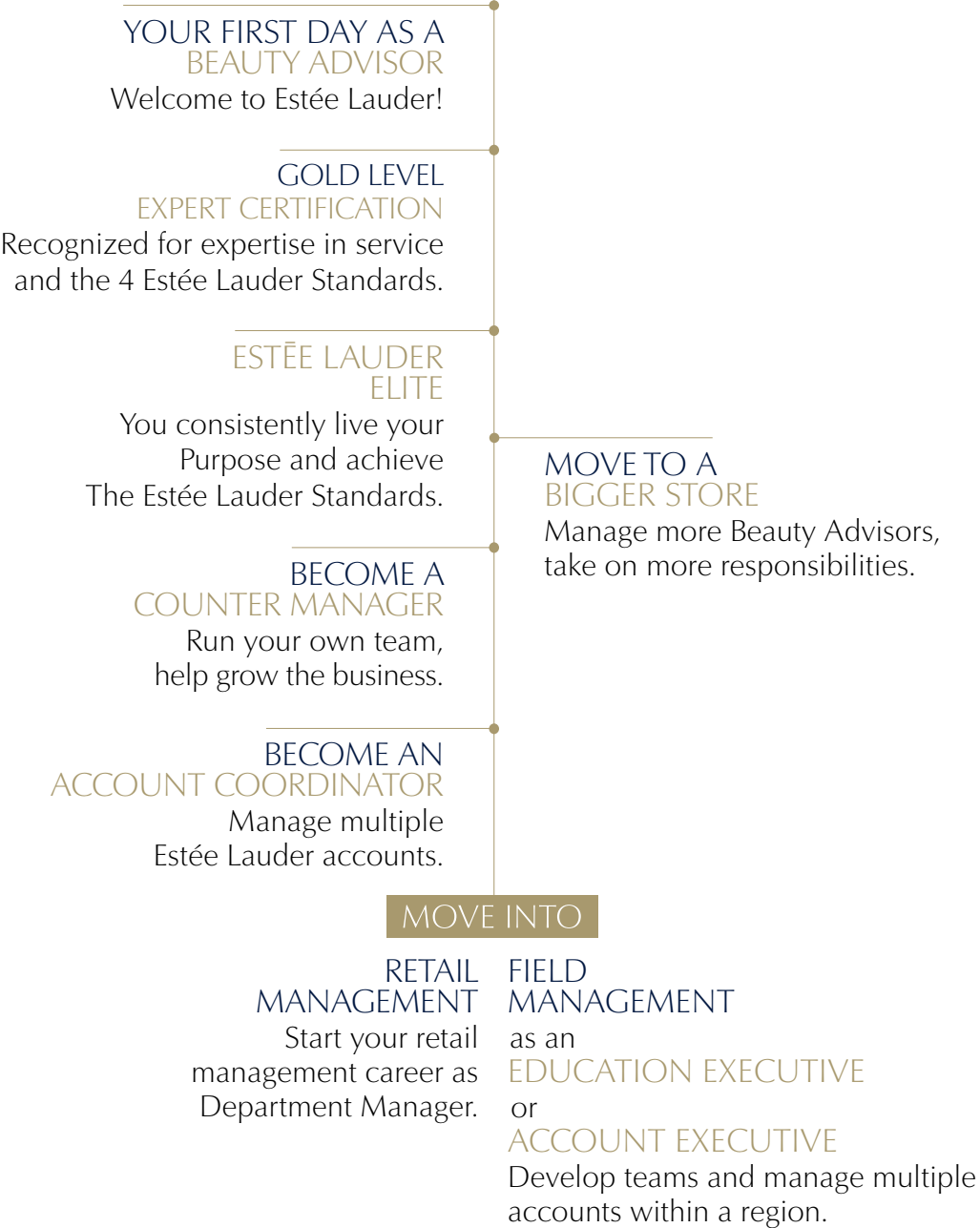
NEWS
Check out exciting news happening at Estée Lauder—beauty awards, PR buzz and more.

COMMUNITY
This section is all about you! Be recognized for your hard work and learn expert tips from your peers.

SEARCH
Use the search function to find exactly what you're looking for when you need it—fast.

Learning Pays Off

Success is in your hands. As a new Beauty Advisor, you're just beginning your career at Estée Lauder. Did you know that many of your Field Executives started as Beauty Advisors—just like you? They took charge of their learning to build their careers and you can too. How far can you go with Estée Lauder? Take a look!





BEAUTIFULSKIN™

Estée Lauder believes
every woman can
have beautiful skin.
Flawless. Smooth.
Radiant. Far younger-
looking than its years.

Your most beautiful skin can be achieved with a daily beauty ritual
of personalized skincare and your perfect shade of foundation.



GET TO KNOW HER

Take the time to ask questions and listen to her answers. Your customer will be more open to advice when she feels that you really understand her concerns.

Turn to page 100 to learn how to ask the right questions about skincare.

THE STRAIGHT DEMONSTRATION

You offer women something priceless—the chance to try a product before she buys it to make sure it’s the right one for her. Learn the Beautiful Skin Solutions Demonstration Ritual on page 101. It’s the key to success!

JUST ASK—
“Don’t take my word for it—you can see for yourself!” Then, demonstrate products that are right for her needs.

Take Note! Share the story of your first Beautiful Skin Solutions demonstration.

USE YOUR TOOLS!

Use the Skin Concern Booklets with every skincare customer. Why? They have all the information you need and they give you authority so she’ll trust your advice.

Learn how to use the Skin Concern Booklets on page 95.

ADVANCED NIGHT REPAIR

It’s the perfect product to make every woman feel beautiful—every age, every skintype, every ethnicity, every skin concern. Learn why on page 235. If you haven’t tried it yet, put this book down and do it right now!

JUST ASK—
“Would you like to know about our #1 beauty secret?”

SHOW HER HOW

The #1 reason women shop at Estée Lauder? They want to learn something—from YOU! When a customer wants to learn about skincare and foundation, it’s up to you to share your best tips and show her how to get Beautiful Skin™.

JUST SAY—
“I’d love to show you how to get Beautiful Skin™. Do you have a few minutes?”

“The first and most important thing you can do for yourself is to establish a skin-beauty routine.”

—MRS. ESTÉE LAUDER

ESTÉE LAUDER SKINCARE

OUR PHILOSOPHY

WE BELIEVE EVERY WOMAN IS BORN WITH BEAUTIFUL SKIN.

But in today's world, environmental assaults can damage skin's DNA and cause skin to visibly age faster than age itself. So it's essential to help skin prevent and repair the look of this damage before it becomes permanent. We recommend Advanced Night Repair for every woman.

OUR SYSTEM

REPAIR SERUM + MOISTURIZER = BEAUTIFUL SKIN

These high performance formulas work together to deliver maximum benefits and results you can see.

WHAT'S THE DIFFERENCE?

- Fast-penetrating Repair Serums help dramatically repair the look of aging with direct, concentrated treatment.
- Tested and proven Moisturizers are formulated with exclusive Repair Optimizing Technology to deliver advanced anti-aging technologies.

WHY ARE WE SO SURE WOMEN WILL SEE RESULTS?

With 50 active research programs and over 10,000 clinical evaluations on women around the world every year, Estée Lauder has developed some of the most trusted products loved by millions of women.

INTRODUCING—THE CORE OF
ESTÉE LAUDER'S SKINCARE PHILOSOPHY

Advanced Night Repair

Synchronized Recovery Complex

WHAT IS IT?

Our #1 repair serum—proven to dramatically reduce the look of lines, wrinkles, uneven skintone and dehydration.

WHAT DOES IT DO?

Here are the 3 key benefits—

1. REPAIR—helps skin repair the appearance of past damage.
2. PREVENTION—helps prevent future damage from occurring.
3. HYDRATION—locks in moisture, creating the optimal environment for repair.

HOW SHOULD I USE IT?

Apply it every day on clean skin using the application ritual on the next page. Follow with moisturizer.

Learn about the family of Advanced Night Repair products including Advanced Night Repair Eye Serum Infusion and Synchronized Complex on page 103.



Advanced Night Repair How-To Guide

Use these easy, proven techniques to show Advanced Night Repair to customers.

1 | SHARE WHY THERE'S ONLY 1



Share “Why there’s only 1” Advanced Night Repair—

- The 1 serum beautiful skin shouldn’t live without.
- With more than 30 years of innovation and more than 20 patents worldwide.
- Proven to make you look better by your next birthday—guaranteed.

Proven to dramatically reduce the look of lines, wrinkles, uneven skintone and dehydration.

BEAUTY TIP!

Give her an instant glow with the Highlight and Hydrate Signature Technique found on the right.

PHILOSOPHY

2 | THE DEMONSTRATION

Explain that in addition to its amazing repair benefits, Advanced Night Repair acts like a “moisture magnet” for skin. This easy demonstration is a wow!



- 1 | Cleanse hands and apply 2–3 drops of Advanced Night Repair to the back and sides of one hand.
- 2 | Lightly spray the back of both hands with water, then compare hands.
- 3 | Notice how skin treated with Advanced Night Repair holds moisture, while untreated skin experiences moisture loss (the water quickly rolls off).
- 4 | Explain the 3 benefits—repair, prevention and hydration from page 83.

3 | THE RITUAL

Share this pampering application ritual with your customer so she can apply the perfect amount every time!

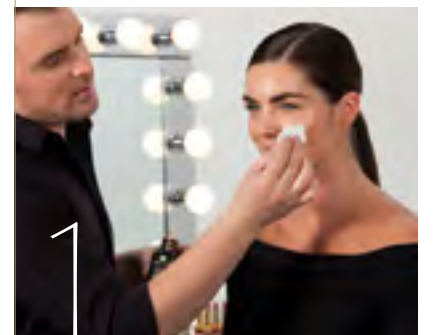


- 1 | Apply 5 drops of Advanced Night Repair—1 on each fingertip.
- 2 | Touch fingertips of both hands together.
- 3 | Massage product over face and neck.
- 4 | Apply to face using the Beautiful Skin Solutions Demonstration Ritual on page 101.

SIGNATURE TECHNIQUE

Highlight and Hydrate

Don’t miss this easy way to show Advanced Night Repair—it only takes a minute and she’ll really see a difference.



1 Apply a generous drop of Advanced Night Repair to a makeup sponge. Press product into sponge’s surface to absorb excess. Repeat.



2 Press sponge on top of cheekbones to instantly soothe, hydrate and revive the look of skin.

NOTE: Can be applied on bare skin or over makeup.

A Closer Look at Repair and Moisturizer

Learn how our targeted systems of Repair and Moisturizer work together to deliver measurable results.

BEAUTY TIP!

Always apply your Repair Serum first, on clean skin, and follow with Moisturizer.

PHILOSOPHY

ESTÉE LAUDER REPAIR SERUMS

support skin's natural ability to repair the visible effects of aging.

Advanced Night Repair Synchronized Recovery Complex page 235
Idealist Even Skintone Illuminator page 237
Idealist Pore Minimizing Skin Refinisher page 238
Perfectionist [CP+R] Wrinkle Lifting/Firming Serum page 239

WHAT TO KNOW—

- All Estée Lauder serums provide immediate and long-term visible results.
- Our highly concentrated serums penetrate deep into skin's surface.
- They help boost and support natural functions in skin.

DID YOU KNOW?

We're the Serum Experts! Estée Lauder invented the Repair category in 1982 with the launch of Night Repair and today we continue to lead in this important category.

ESTÉE LAUDER MOISTURIZERS

are formulated with anti-aging technologies so skin stays healthy, hydrated and supple.

Hydrationist Maximum Moisture Creme page 241
DayWear Advanced Multi-Protection Anti-Oxidant Moisturizers page 242
Advanced Time Zone Age Reversing Line/Wrinkle Moisturizers page 243
Resilience Lift Firming/Sculpting Moisturizers page 245

WHAT TO KNOW—

- All Estée Lauder moisturizers help rebuild skin's protective moisture barrier.
- They feature anti-aging technologies to target specific aging concerns.
- They're formulated with Repair-Optimizing (Sirtuin) Technologies to help your skin repair its appearance better than ever before.

DID YOU KNOW?

Estée Lauder Moisturizers seal in all the benefits of Estée Lauder Repair Serums for optimal results.



Estée Lauder Skincare

Estée Lauder has 2 skincare lines—Beautiful Skin Solutions and Re-Nutriv.
Your mission is to help each skincare customer find the line that's right for her.

PHILOSOPHY



BEAUTIFUL SKIN SOLUTIONS



RE-NUTRIV

START EVERY SKINCARE CONVERSATION BY ASKING—

“Which concern sounds most like you?”

Ask this question to determine what skincare system is right for your customer. Based on her concern and if you sell Re-Nutriv in your store, explain that there are 2 options in Estée Lauder skincare so she can choose the one that's right for her. Just say—

“We have 2 skincare lines for you to choose from—Beautiful Skin Solutions and Re-Nutriv.”

BEAUTIFUL SKIN SOLUTIONS are targeted to your specific concern. The systems include high performance products with advanced science and proven results. The moisturizers begin at \$_____.

RE-NUTRIV IS OUR LUXURY LINE. These luxury SuperCremes feature an exclusive combination of repair plus moisturizer in one formula. They begin at \$_____.

QUIZME!

Take this quiz to see what you’ve learned about Estée Lauder’s Skincare Philosophy.

- 1 | Why are we so sure women will see results when using Estée Lauder skincare?
- 2 | Estée Lauder believes DNA _____ is a root cause of all visible signs of aging.
- 3 | Advanced Night Repair is—

• The 1 serum _____ shouldn’t live without.

• The 1 serum with 30 years of _____ and more than _____ patents worldwide.

• The 1 serum clinically prove to make you look better by your next birthday—guaranteed.

• Clinically proven to dramatically reduce the look of lines, _____ uneven _____ and _____.
- 4 | Always use _____ Booklets when talking with a customer about skincare.
- 5 | All Estée Lauder repair serums support skin’s natural _____ to _____ the visible effects of _____.
- 6 | All Estée Lauder repair serums provide _____ and _____ results.
- 7 | All Estée Lauder moisturizers are formulated with _____- _____ technologies.
- 8 | Estée Lauder moisturizers help rebuild skin’s protective _____.
- 9 | Together, our targeted, high-performance _____ and _____ formulas deliver _____ results.
- 10 | What question can you ask to determine what skincare system is right for your customer?

SKINCARE PHILOSOPHY

You’ve read the Philosophy section—now what?
It’s time to apply what you’ve learned in real life.

- ☐ Review Estée Lauder’s skincare philosophy on page 82.
- ☐ Write Estée Lauder’s skincare philosophy in your own words.



LEARN

LIFE

- ☐ Review Advanced Night Repair.

☐ READ PAGES 83–84

☐ STUDY PAGE 235
- ☐ Practice with Advanced Night Repair.

☐ PRACTICE THE ADVANCED NIGHT REPAIR DEMONSTRATION

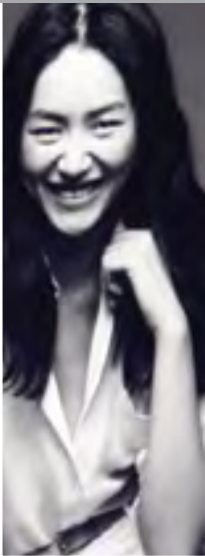
☐ PRACTICE THE WATER BOTTLE DEMONSTRATION

☐ PRACTICE THE HIGHLIGHT AND HYDRATE SIGNATURE TECHNIQUE

- ☐ Review Repair and Moisturizer on pages 87–88.
- ☐ Write what you will tell customers about Estée Lauder’s repair serums and moisturizers in your own words.

REPAIR SERUMS

MOISTURIZERS





ESTÉE LAUDER BEAUTIFUL SKIN SOLUTIONS

We asked women what concerned them most about their skin. Through these conversations, we learned women have 5 key skincare concerns.

Estée Lauder created customized skincare systems—a combination of repair and moisturizer products—to target each concern.

Turn the page to learn more about Estée Lauder's Beautiful Skin Solutions.

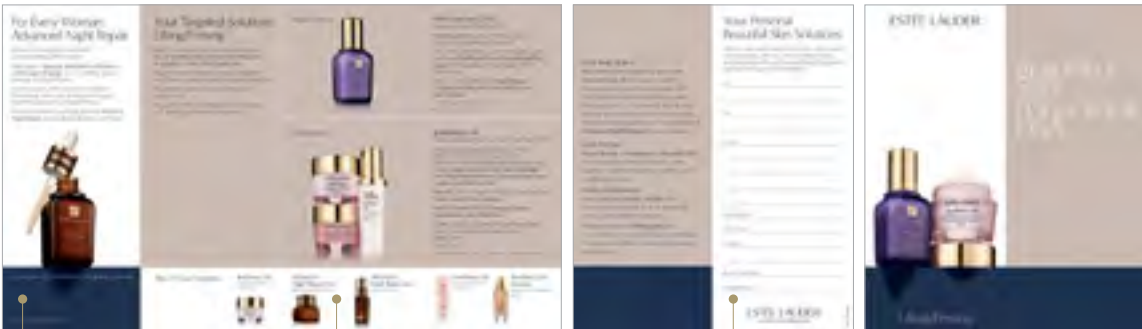
INTRODUCING
THE
ESTÉE LAUDER
SKIN CONCERN
BOOKLETS

All the information you need to recommend and help your customer understand her perfect Beautiful Skin Solutions System. To find her concern, just show her the Skin Concern Booklets and ask, “Which concern sounds most like you?”



HOW TO USE

Open the Skin Concern Booklet your customer chooses and use the information as a guide when explaining her system. Show the products in the system and point out the key benefits of each product. Learn how to demonstrate on page 101.



Expert knowledge about our star product—Advanced Night Repair.

A detailed description of each product in the system with additional recommendations according to concern.

Fill in your name and explain your customer’s system so she knows what to do at home.

SKIN CONCERN	Multi-Action Hydration	Age Prevention	Even Skintone	Anti-Wrinkle	Lifting/Firming
BENEFIT	Revitalize dehydrated skin and resist signs of premature aging.	Protect skin and reduce the first visible signs of aging.	Give skin a more flawless, luminous look.	Dramatically reduce the look of deep lines and wrinkles.	Give skin a younger, more lifted and sculpted look.
CHOOSE REPAIR SERUM	REPAIR SERUM AM Idealist Pore Minimizing Skin Refinisher PM Advanced Night Repair Synchronized Recovery Complex 	REPAIR SERUM AM Idealist Pore Minimizing Skin Refinisher PM Advanced Night Repair Synchronized Recovery Complex 	REPAIR SERUM AM Idealist Even Skintone Illuminator PM Advanced Night Repair Synchronized Recovery Complex 	REPAIR SERUM AM Perfectionist [CP+R] Wrinkle Lifting Serum Corrector for Lines/Wrinkles/Age Spots PM Advanced Night Repair Synchronized Recovery Complex 	REPAIR SERUM AM Perfectionist [CP+R] Wrinkle Lifting Serum Corrector for Lines/Wrinkles/Age Spots PM Advanced Night Repair Synchronized Recovery Complex 
FOLLOW WITH MOISTURIZER	MOISTURIZER AM and PM Hydrationist Maximum Moisture Moisturizers 	MOISTURIZER AM and PM DayWear Advanced Multi-Protection Anti-Oxidant Moisturizers* 	MOISTURIZER AM and PM DayWear Advanced Multi-Protection Anti-Oxidant Moisturizers* 	MOISTURIZER AM Advanced Time Zone Age Reversing Line/Wrinkle Moisturizers PM Advanced Time Zone Night Age Reversing Line/Wrinkle Creme 	MOISTURIZER AM Resilience Lift Firming/Sculpting Face and Neck Creme or Lotion PM Resilience Lift Night Firming/Sculpting Face and Neck Creme 
FINISH WITH EYE TREATMENT	EYE CARE CHOOSE Advanced Night Repair Eye Synchronized Complex OR Advanced Night Repair Eye Serum Infusion AM and PM 	EYE CARE CHOOSE Advanced Night Repair Eye Synchronized Complex OR Advanced Night Repair Eye Serum Infusion OR Idealist Cooling Eye Illuminator AM and PM 	EYE CARE CHOOSE Advanced Night Repair Eye Synchronized Complex OR Advanced Night Repair Eye Serum Infusion OR Idealist Cooling Eye Illuminator AM and PM 	EYE CARE CHOOSE Advanced Night Repair Eye Synchronized Complex OR Advanced Night Repair Eye Serum Infusion OR Advanced Time Zone Age Reversing Line/Wrinkle Eye Creme AM and PM 	EYE CARE CHOOSE Advanced Night Repair Eye Synchronized Complex OR Advanced Night Repair Eye Serum Infusion OR Resilience Lift Extreme Firming/Sculpting Eye Creme AM and PM 

*Canada: DayWear Advanced Multi-Protection Moisturizers

*Canada: DayWear Advanced Multi-Protection Moisturizers

How Will I Know Which System to Recommend?

One of the most important things you will do as a Beauty Advisor is talk with a woman about her skin. In order to recommend the right system, you need to fully understand her concerns. How? Ask the right questions and listen to her answers.



BEAUTIFUL SKIN SOLUTIONS

GET TO KNOW HER

CONCERN “Which concern sounds most like you?”

CHANGE Ask your customer to look in the mirror and say, “What do you love about your skin? What would you like to change?”

CONDITION “What’s the condition of your skin during the day—dry, oily or a combination of both?”

CURRENT PRODUCTS “What products are you currently using?”

CHOICE Explain that she has 2 options—Beautiful Skin Solutions which combines high performance products with advanced science or Estée Lauder Re-Nutriv which features rare and precious ingredients and cutting-edge technology.

ADVISE TO BUY

“Which products do you love and want to take with you today?”

OFFER HER VALUE

“We have several size options for you to choose from...”

TIPS THAT WORK

Use the Skin Concern Booklet she chooses as a guide. Highlight the key benefits that address her specific concerns. Explain how to use the products in the system.

Pay attention to her answers—they will help you uncover additional concerns and help you determine if she needs a Repair Specialist.

You’ll be able to recommend the right cleanser and moisturizer formula based on her answer.

Recommend new products that are a good fit for her current beauty routine. She’ll trust your advice when she feels you are making recommendations based on her unique needs and lifestyle.

Never assume what a customer wants—explain both skincare options and let her choose the one that is right for her.

TIPS THAT WORK

Write down products for her to consider next time.

TIPS THAT WORK

Show her how much to use so she gets the most out of her products.

Demonstration Ritual

Use this demonstration ritual any time you are showing a customer Beautiful Skin Solutions. Your customer will get a pampering experience at counter and learn the best way to apply products at home. Whether you're showing product on her face or hand, the ritual is the same—start from the center and work the products in an outward direction.

BEAUTIFUL SKIN SOLUTIONS

“If I could just apply my products to a woman's face, she would see the difference and she would have to have them.” —MRS. ESTÉE LAUDER



For Face

- 1 | APPLY FROM THE CENTER OUT—
Warm formula in your hands and press onto skin from the center out using all 4 fingers on each hand.
- 2 | SHARE THE PRODUCT BENEFITS—
As you massage in the cream, describe how the product benefits will address her specific concern.
- 3 | GIVE HER A MIRROR—
Ask her to notice the radiance and luminosity.

For Hand

- 1 | APPLY FROM THE CENTER OUT—
Start from her fingers and smooth in the cream towards her wrist.
- 2 | SHARE THE PRODUCT BENEFITS—
As you massage in the cream, describe how the product benefits will address her specific concern.
- 3 | ASK HER TO COMPARE THE DIFFERENCE—
Place her hands side-by-side and ask her to notice the difference in radiance and luminosity.



Eye Care

Estée Lauder creates powerful yet gentle eye care formulas that minimize and help prevent the signs of aging, protect and soothe the delicate eye area and help fortify skin's moisture barrier to combat dehydration around the eyes.

BEAUTIFUL SKIN SOLUTIONS



TAKE NOTE!
ALL ESTÉE LAUDER EYE CARE FORMULAS ARE—

- Richly hydrating, highly effective
- Fragrance free
- Dermatologist and Ophthalmologist tested

DID YOU KNOW?
Skin around the eye area is 40% thinner than skin on the face, so the eye area is more delicate and vulnerable to the visible signs of aging. These richly hydrating, highly effective and extremely gentle formulas target specific concerns of the eye area.

FIRST SIGNS/PREVENTION

ADVANCED NIGHT REPAIR EYE SERUM INFUSION
LIGHTWEIGHT SERUM CAN BE WORN ALONE OR UNDER ANY EYE CREME.

ADVANCED NIGHT REPAIR EYE SYNCHRONIZED COMPLEX
HYDRATING GEL CREME WORN ALONE.

BENEFITS:

- Repair—A dramatic reduction in the look of every key visible sign of aging around the eyes—fine lines, puffiness, dark circles, dryness and uneven skintone.
- Prevent—Helps prevent future damage from occurring and helps prevent future signs of aging around the eyes.
- Hydrate—Locks in moisture, creating the optimal environment for repair.



DARK CIRCLES AND PUFFINESS IDEALIST COOLING EYE ILLUMINATOR

- Instantly cools and massages puffy, tired eyes with our exclusive Ceramic Tip Applicator.
- Instantly brightens and refreshes eyes with Triple Optic Technology.
- Dark circles look more than a shade lighter over time.
- Safe for use on eyelids.

TAKE NOTE!

In just 2 weeks, 90% of women saw a reduction in puffiness and the look of dark circles with our Dark Circle Correcting Complex.



ANTI-WRINKLE ADVANCED TIME ZONE AGE REVERSING LINE/WRINKLE EYE CREME

- “Rewinds” the visible signs of aging and dramatically reduces the look of lines and wrinkles.
- Diminishes the look of crow’s feet, undereye lines, and crepiness.
- Helps skin resist future lines and wrinkles around the eyes.



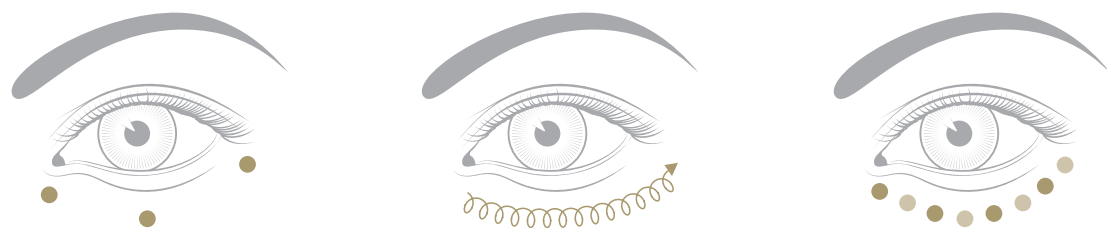
LIFTING/FIRMING RESILIENCE LIFT FIRMING/SCULPTING EYE CREME

- Lifts, firms and helps define the eye area for a younger, brighter look.
- Intensely nourishing formula includes exclusive Photo-Activated and Nocturnal Lift Complex to help skin boost its natural collagen and elastin production.
- Gives eyes a visibly smoother, younger, brighter look.
- Safe for use on eyelids.

Advanced Night Repair Eye Serum Infusion

3 DOT DEMO

Show Advanced Night Repair Eye Serum Infusion to every customer with the 3 Dot Demo.



- 1 | Starting from the outer corner—apply 3 dots* of serum. Why? This is where fine lines first appear. As you apply each dot, share the benefit—repair, prevent and hydrate.
- 2 | Starting from the inner corner—pat serum dots and roll gently with your ring finger.
- 3 | Starting from the inner corner—tap lightly below the eye area as though playing a piano and repeat.

*1 pump of serum is the exact dosage for 1 eye.

NEXT
MAKE SURE ADVANCED NIGHT REPAIR EYE SERUM INFUSION IS RIGHT FOR HER.
Ask your customer about her eye concerns and what she's currently using to treat her eye area.
Read the next page, Eye Care Solutions, to find out how to recommend the best eye care products for her.



THE 100% CHALLENGE!

Because Advanced Night Repair Eye Serum Infusion is right for 100% of your customers, it's the perfect opportunity to put your Estée Lauder Standards into action 100% of the time. Here's how.
Create an experience for 100% of your customers using the 3 Dot Demo. If they have time, treat them to Fatigue Fighter from the Signature Services menu. Call 100% to thank them for their purchase.

WHY?
The results will speak for themselves! For every customer you recruit, you'll gain the benefit of building a brand new relationship.

EYE CARE SOLUTIONS

New Advanced Night Repair Eye Serum Infusion can be used alone for early signs of aging, or layered with an eye creme for more advanced concerns. Here's how to recommend the right eye care products to every customer.

FOR MORE
ADVANCED
CONCERNS

REPAIR + EYE CREME
Layer based on targeted concern.

SERUM INFUSION + COOLING EYE OR ANTI-WRINKLE OR LIFTING FIRMING

FOR FIRST
SIGNS/
PREVENTION

REPAIR
Choose one based on texture preference.

SERUM INFUSION OR GEL CREME

Complete Her Beauty Routine

Facial cleansing is the first step to beautiful skin. This luxurious and multi-functional collection transforms skin to reveal a radiant, fresh complexion.

BEAUTIFUL SKIN SOLUTIONS

PERFECTLY CLEAN COLLECTION: FOR ALL SKINTYPES



MULTI-ACTION FOAM
CLEANSER/PURIFYING MASK

2-in-1 daily deep clean cleanser and purifying mask

- For all skintypes—Ideal for Normal/Combination skin.
- Rapidly foams into rich lather, leaving skin smooth and comfortably clean.
- Cleans deep into pores to remove impurities and dull skin without stripping or drying skin.



MULTI-ACTION CREME
CLEANSER/MOISTURE MASK

2-in-1 daily hydrating cleanser and moisture mask

- For all skintypes—Ideal for dry skin.
- Non-foaming, cushiony creme.
- Gently pampers skin as it conditions and hydrates so skin feels soft and comfortable.
- Gently lifts away impurities.



MULTI-ACTION CLEANSING
GELÉE/REFINER

2-in-1 silky gel daily cleanser delicately polishes and smooths skin

- For all skintypes—Ideal for oily skin.
- Clear gel with jojoba beads creates a wispy lather that removes impurities that can clog pores.
- Oil-Controlling.

3-C PURITY COMPLEX

Every formula in the collection features this exclusive complex of soothing botanicals that calm, comfort and clarify the skin.



TRIPLE-ACTION CLEANSER/
TONER/MAKEUP REMOVER

3-in-1 cleanser, longwear makeup remover, and toner

- Ideal for all skintypes.
- Airy foam transforms into a silky lather that glides smoothly on skin.
- Removes surface impurities, longwear makeup/ waterproof mascara, while toning skin.
- A true time saver.



MULTI-ACTION TONING
LOTION/REFINER

Goes beyond traditional toners—balances, refines and hydrates skin

- Ideal for all skintypes.
- The more consistently you use, the smoother and brighter your skin appears.
- Leaves skin prepped for maximum performance from serum and moisturizer.

HOW TO RECOMMEND THE RIGHT CLEANSER

1. Ask “What benefits/texture are you looking for in your cleanser?” and describe the options.
2. Ask “What skintype are you—normal/combination, oily or dry?”

Based on her needs, you can recommend the right cleanser for her.

Complete Her Beauty Routine

Show her our bestselling specialists.

BEAUTIFUL SKIN SOLUTIONS



IF SHE'S DEHYDRATED,
NEEDS RECOVERY OR INTENSE REPAIR

Advanced Night Repair Concentrate Recovery Boosting Treatment

- Renewal treatment for skin emergencies like dehydration, too much sun, even cosmetic procedures like chemical peels and micro-dermabrasion.
- Boosts skin's natural ability to repair the visible effects of DNA damage.
- TO USE: 2 full droppers for 21 consecutive nights every 3–4 months, before moisturizer.



IF SHE'S DULL AND FLAKY

Idealist Dual-Action Refinishing Treatment

- Smooths and refines skin with the benefits of both micro-dermabrasion and a 30% glycolic peel.
- Ultra-gentle, warming action helps open, detoxify and minimize the look of pores.
- Helps shed rough, dry, flaking cells and normalize skin's natural exfoliation process.
- TO USE: Apply a thin layer to clean, damp face. Gently massage in circular motions. Leave on for 5 minutes. Rinse thoroughly and pat dry. Follow with repair and moisturizer. Use once a week.

BEAUTY TIP!

Add Repair Specialists to any beauty routine for targeted benefits. Repair Specialists can be used by any customer—regardless of her skin concern.



DEEP LINES

Perfectionist [CP+R] Line Smoother

- Instantly reduces the look of fine lines, crepiness and shadows.
- CPR-75 technology is proven to double skin's own natural collagen-building power.*
- Precise application for face and eye, even lid.

*In vitro testing of CPR-75 technology.



FINE LINES

Perfectionist [CP+] Targeted Deep Wrinkle Filler

- Helps fill in your most visible wrinkles for a younger, smoother look.
- Contains concentrated levels of the Wrinkle Lift Restructuring Peptides™ found in Perfectionist Serum.
- Apply after repair serum along deep lines and wrinkles and around lips. Gently pat and allow to set briefly. Follow with moisturizer.



LOSS OF FIRMNESS

Resilience Lift Instant Action Lift Treatment

- Instantly skin feels tighter and more lifted—in clinical testing, 92% of women felt tighter skin instantly.
- Helps restore skin's natural contours over time.
- Lift on demand—can be used anytime, anywhere you need to feel an extra lift.
- TO USE: Twist top to “On” position. Apply to areas prone to sagging and pat gently. Wait 1 minute before applying makeup. Twist to “Off” position.



Q | What results can I expect to see when starting an Estée Lauder Skincare System?

A | You will immediately notice improved skin texture and hydration. Many formulas also provide instant visible results through optic technology. All Estée Lauder products are designed to deliver long-term benefits too. Typically customers will start to see visible long-term results in 4 weeks.

Q | Do Estée Lauder skincare products work when used with skincare products from other brands?

A | Yes. However, our products have been designed in systems to deliver the best possible results. When used together, each product maximizes the effectiveness of the system.

Q | What's the difference between dry, oily and combination skin?

A | DRY SKIN—lacks moisture. Skin feels dry, tight, looks dull and may have a rough texture.

OILY SKIN—results from an overactive sebaceous gland. Skin can appear shiny or cloudy with enlarged pores.

NORMAL/COMBINATION SKIN—some areas are oily (typically the center t-zone) and other areas are dry.



Q | What's the difference between skintype and skin concern?

A | Skintype is how skin acts and feels—dry, normal/combination, or oily. Skin concern is what concerns your customer about her skin.

Q | Do moisturizers come in different formulas?

A | Yes. Check the back of the product or package to see if it's designed for dry, normal/combination or oily skin. Generally, cremes are designed for dry or normal/combination skin. Lotions are designed for normal/combination or oily skin.



Q | Why does a customer with oily skin need a moisturizer?

A | Customers with oily skin (excess sebum) can also have dehydrated skin (lacking water and essential lipids). This is why all skintypes should use a moisturizer.



Q | How much skincare product should I apply on average?

A | It's good to follow each product's usage instructions. On average, a thin film that does not leave any visible residue is a good guideline. Keep in mind, applying more product does not mean faster results or more benefits.



Q | Why do I need special products for the eye area?

A | Skin around the eye area is four times thinner and more delicate than skin on the face, with fewer oil glands. Because the eye area is delicate, it is important to use products specifically designed for the eye area.



Q | Are makeup removers necessary?

A | When you use long-wearing makeup, use an Estée Lauder makeup solvent to remove the visible and invisible makeup residue. It's also important to use an ophthalmologist-tested gentle eye makeup solvent to remove long-wearing makeup around the delicate eye area.

Q | Is it important to use a good cleanser?

A | Yes! Estée Lauder cleansers can remove irritants and help skin absorb the skincare products that follow, plus—help restore skin's moisture barrier and leave it feeling fresh and silky-soft.

Q | What is the best practice for storing skincare creams?

A | Products should be stored in a cool and dry place.



Q | What should I say if a customer asks about a competitor's products?

A | Avoid negative remarks about competitive products. Give expert advice and explain what is unique about Estée Lauder products in a compelling way. For example—

Share the Estée Lauder point of difference: "Let me tell you why there is only one [Estée Lauder product name]." Share your personal testimonial, compelling benefits and offer a demonstration.

QUIZME!

Are you a Beautiful Skin Solutions expert? Take this quiz to find out!

- 1

What tool will you use to help your customer find and understand her perfect Beautiful Skin Solutions system?
- 2

In your own words, describe the Beautiful Skin Solutions Demonstration Ritual.
- 3

What question will you ask to determine which Beautiful Skin Solutions System is right for your customer?
- 4

What is Estée Lauder's star skincare product that addresses lines, wrinkles, uneven skintone and dehydration?
- 5

The Perfectly Clean Collection features an exclusive 3C Purity Complex that works to _____, _____, and _____ the skin.
- 6

How do you recommend the right cleanser to a customer?
- 7

What Specialist would you show a customer concerned with dull and flaky skin? Why?
- 8

What are 2 additional questions you can ask your customer to better understand her skincare needs?
- 9

In an Estée Lauder Skin Concern Booklet, you'll find a description of the _____ she'll get if she uses the _____.
- 10

What phrase can you use to advise your customer on which products to buy?

BEAUTIFUL SKIN SOLUTIONS



You've read your Beautiful Skin Solutions chapter—now what? It's time to apply what you've learned in real life.

- ☐ Review pages 94–112.
- ☐ Find your personal Beautiful Skin Solutions System, and ask your Counter Manager to give you a skincare consultation.



LEARN

LIFE



- ☐ Review all the Skin Concern Booklets at your counter and familiarize yourself with the information found there.
- ☐ On the back of your hands, try each repair serum and moisturizer shown on page 97 so you can experience the difference between the formulas.
- ☐ PRACTICE THE BEAUTIFUL SKIN SOLUTIONS DEMONSTRATION RITUAL WITH YOUR COUNTER MANAGER
- ☐ PRACTICE THE SKINCARE CONVERSATION WITH YOUR COUNTER MANAGER
- ☐ Review Beautiful Skin Solutions products in the Reference section and highlight any questions you have.
- ☐ Review your questions with your Counter Manager.



ESTÉE LAUDER RE-NUTRIV

CONSTANT
INNOVATION.
TRANSCENDENT
LUXURY.

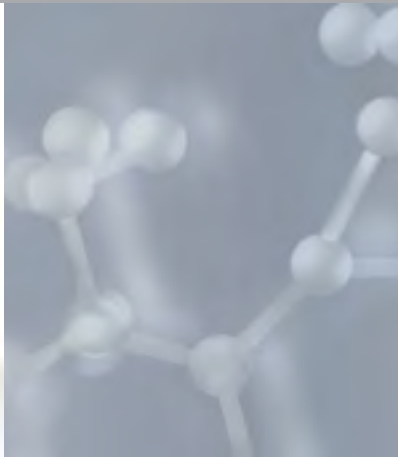


The Beginning

Mrs. Estée Lauder knew that discerning women would always desire the most indulgent and transformative beauty experience. With this insight, she created the world's first luxury skincare collection. From its debut in 1956, Re-Nutriv was a true “goldmine of beauty,” blending nature’s costliest ingredients with cutting-edge technologies.

Today

Re-Nutriv defines luxury for women everywhere. True to its heritage, the exceptional formulas and state-of-the-art innovations create results that are simply breathtaking. Re-Nutriv is guided by three essential principles—the most precious ingredients, the most advanced technologies, and an unsurpassed sensory experience.



LEFT: 1956 RE-NUTRIV ADVERTISEMENT
CENTER: MRS. ESTÉE LAUDER PAMPERS A RE-NUTRIV CUSTOMER.
RIGHT: THE ORIGINAL RE-NUTRIV COLLECTION

RE-NUTRIV LIFE RE-NEWING MOLECULES™

This advanced repair technology is the “secret strength” behind every Re-Nutriv Creme*—turning them into SuperCremes which contain both repair and moisturizer in 1 formula. Tell your customers about Re-Nutriv Life Re-Newing Molecules™—

- The 1 complex that is Re-Nutriv’s secret strength.
- Combines 2 exclusive elements—rare and precious extracts and our most advanced technologies.
- Works 3 ways to dramatically Repair, Recharge and Restore skin’s appearance for a revitalized look.

Renewed. Reborn. Re-Nutriv.

Learn more about the luxury of SuperCremes—an exclusive combination of repair plus moisture, with solutions for all skintypes.

WHAT MAKES A SUPERCREME?

A SuperCreme features both repair and moisturizer benefits in one formula.

The advanced repair technology in Re-Nutriv Life Re-Newing Molecules™ is the “secret strength” that makes every Re-Nutriv creme a SuperCreme.

What’s more is that each SuperCreme also contains targeted anti-aging benefits.

RE-NUTRIV

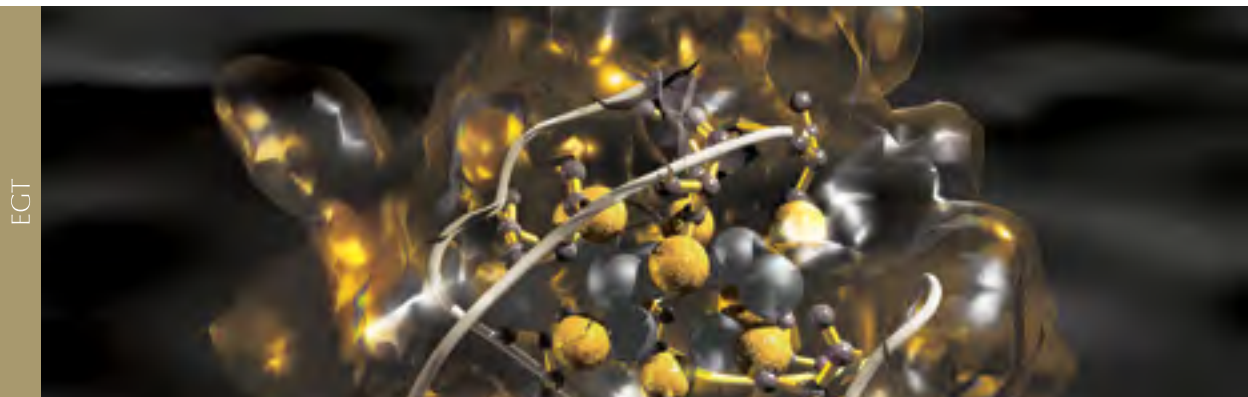


ROCK OF LIFE

THREE BENEFITS OF RE-NUTRIV LIFE RE-NEWING MOLECULES™

REPAIR

“Rock of Life” Algae: An ancient form of algae that has survived and thrived for 3 billion years. Estée Lauder has identified how to cultivate it so we can harness its astonishing repair benefits.



EGT

RECHARGE

EGT: An amino acid and supercharged anti-oxidant, recharges skin’s energy and helps build its reserve of vitality and protection.



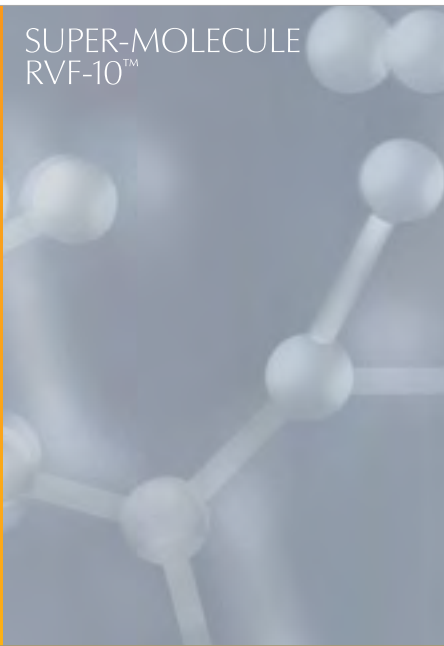
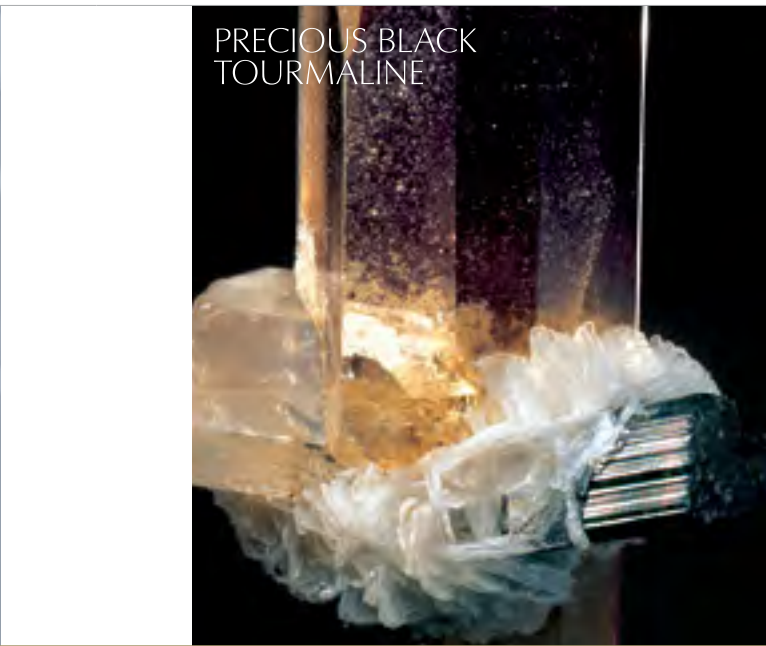
SILKETARE

RESTORE

Silketare: A remarkable extract derived from a rare sea plant. It is part of Estée Lauder’s Sirtuin Technology, helping support skin’s energy to extend its youthful look.

Find Your SuperCreme

RE-NUTRIV

SKIN CONCERN	Replenishing Comfort 	Intensive Age-Renewal 	Ultimate Lift Age-Correcting 	Re-Creation 
BENEFIT	Pamper dry, delicate skin with emollient, anti-aging benefits.	Renew skin's youthful look by reducing visible lines and wrinkles.	See a dramatically more lifted, sculpted and firmer look.	An ultra-luxe, comprehensive system that provides a virtual "shield against time".
STAR INGREDIENT	OMEGA-3 PHYTO COMPLEX 	SUPER-MOLECULE RVF-10™ 	PRECIOUS BLACK TOURMALINE 	GLACIAL BIOEXTRACT™ 
RARE AND PRECIOUS INGREDIENTS AND TECHNOLOGIES	• Life Re-Newing Molecules™ • Anti-Oxidant Cocktail of Wolfberry, Ginseng and Reishi Mushroom	• Life Re-Newing Molecules™ • Sirtuin Technology	• Life Re-Newing Molecules™ • Micronized South Sea Pearls	• Life Re-Newing Molecules™ in the highest concentration • Padina and other precious oils

Re-Nutriv Specialists

Indulge yourself with our Re-Nutriv Specialists—the perfect luxury addition to any beauty ritual.

BEAUTY TIP!

Re-Nutriv Specialists are a great way to introduce Re-Nutriv to customers who may be uncertain about making a luxury purchase.

RE-NUTRIV



LUXURY HAND AND BODY

Intensive Smoothing Hand Creme

Deeply hydrates as it helps even out skintone. Visibly smoothes away crepiness. Hands look younger and more supple as skin remains soft and moisturized. Featuring Re-Nutriv Anti-Spot Technology and our exclusive Restorative Oil Blend.

Intensive Smoothing Body Creme

Rich and deeply hydrating creme smoothes away dry, flaky skin. Reveals a new, soft, silky texture and helps restore a younger, firmer, more supple look. Leaves skin moisturized and comfortable throughout the day. Featuring Muru-Muru Butter, Shea Butter Golden Oil Duet and Heather Extract.

See page 262 for Ultimate Lift Specialists.



LUXURY CLEANSING

Hydrating Creme Cleanser

A luxurious, rich and creamy cleanser that gently removes makeup and impurities, leaving skin moist and comfortable. Intensive emollients help restore skin's moisture barrier to retain natural lipids.

Softening Lotion

This luxuriously silky toning lotion, flecked with golden pearlescence, perfects the surface of your skin—smoothing, softening and refreshing. It glides on to leave skin with an invisible veil of moisture. Helps maintain the optimum moisture balance. In addition, Softening Lotion prepares skin to optimize the benefits of your entire Re-Nutriv Collection, so skin looks younger and firmer. Alcohol-free.

Radiant UV Base

This luxurious base offers protection and features Re-Nutriv's exclusive Life Re-Newing Molecules™. Helps to reduce visible signs of aging that can be caused by sun exposure. Helps guard against future discoloration and uneven skintone that can be caused by UVA and UVB exposure.

Gives immediate radiance with Estée Lauder's exclusive "Soft Focus" blend—a combination of blue-toned pearl optics and violet tint that diffuses light for a burst of glowing vitality.

The Re-Nutriv Makeup Collection

Indulge yourself with this beautiful makeup collection and achieve a flawless, luminous finish every time. All with medium, adjustable coverage and a radiant finish.

RE-NUTRIV

Re-Nutriv Intensive Smoothing Powder

Blends flawlessly for a radiant finish. Softens the look of fine lines.

Medium, Adjustable Coverage/
Radiant Finish.



Re-Nutriv Ultimate Radiance Makeup SPF 15

This silky, long-wearing foundation infuses jewel-like light and clarity to skin through a micro-fine crystal mesh of precious Rubies, Sapphires, Colloidal Gold, South Sea Pearls and an exclusive Inner Radiance Technology.

Fine lines and wrinkles are visibly softened and reduced while tiny imperfections seem optically “erased.”



Re-Nutriv Intensive Lifting Makeup SPF 15

Provides lifting and firming benefits in a foundation. Blends easily to even out skintone, giving skin a flawless look and delivers ultra-light micro-layers of soft, even emollient color.

Re-Nutriv Ultimate Lifting Creme Makeup SPF 15

This luxe, color-true and long-wearing foundation instantly boosts moisture levels so skin appears smoother and more radiant. With use, it visibly tones skin to add more lift and spring while reducing the appearance of lines and wrinkles.



Re-Nutriv Intensive Comfort Pressed Powder

Luxurious, silky smooth finishing powder softens the look of lines and wrinkles while helping skin retain moisture. Blends for a seamless, luminous finish.



Re-Nutriv Intensive Concealing Duo

A full coverage, conditioning concealer with two shades that can be blended to match skintone exactly. Lighter shade is used to camouflage undereye circles while deeper shade conceals imperfections, blemishes and lines.



Creating the Re-Nutriv Experience

Re-Nutriv is designed to appeal to your customer's senses. The beautiful jars, rich textures, demonstration rituals and pampering massages all contribute to this sensory experience. Study the Re-Nutriv rituals and practice the massages so you can create this world of luxury for your customers.

BEAUTY TIP!

Use a soothing tone of voice and gentle touch when you demonstrate Re-Nutriv. It will make her experience even more special.

RE-NUTRIV



ENVIRONMENT

The Re-Nutriv tester units and demonstration area should always be clean and stocked with hygienic supplies.

Tester jars should be full and immaculately clean.



THE RE-NUTRIV DEMONSTRATION RITUAL

- 1 | Cleanse hands. Display your Re-Nutriv products on a black tray*. Ensure products are always impeccably presented. Tuck a tissue into your customer's sleeve to create a protective cuff.
- 2 | Present the product to the customer with care. Use the special Re-Nutriv spatula to remove the product. Replace lid before you demonstrate.
- 3 | Smooth in the cream as you would on the face—start from her fingers and work your way towards her wrist in small circular motions. Invite her to experience the indulgent scent.
- 4 | Finish by offering her choice of the Re-Nutriv Massages.

*If black tray is unavailable, display products on a tissue.



THE RE-NUTRIV MESSAGES

Estée Lauder takes luxury service to a new level by offering the Re-Nutriv customer her choice of complimentary massage every time she shops at Estée Lauder. The massages are based on an "East/West" approach and combine principles of Traditional Chinese Massage as well as European Spa Techniques.

Energy Face Massage, page 265.

Eye Massage, page 266.

Relaxing Hand Massage, page 266.



THE RE-NUTRIV WRAP-UP RITUAL

- 1 | Open every product in front of your customer to show its pristine condition. Summarize the benefits and give usage tips. Wrap products individually in tissue and place in shopping bag.
- 2 | Compliment her purchase, thank her for shopping with you and offer to stay in touch.
- 3 | Step from behind the counter and hand your customer her bag with two hands.

QUIZME!

How well do you know Estée Lauder Re-Nutriv? Take this quiz to find out.

- 1

Each SuperCreme features targeted _____ benefits.
- 2

What is Re-Nutriv's secret strength in every SuperCreme formula?

- 3

What are the 3 benefits of Re-Nutriv Life Re-Newing Molecules™?

- 4

Which Re-Nutriv Collection is best for someone with dry, delicate skin?

- 5

Which Re-Nutriv Specialist features Re-Nutriv Anti-Spot Technology?

- 6

The Re-Nutriv environment should always be _____ and stocked with _____.
- 7

A SuperCreme features _____ and _____ benefits in one formula.
- 8

Which beauty tip can you use to make the Re-Nutriv experience even more special?

- 9

Describe how you will create the Re-Nutriv experience for your luxury customers.

- 10

What is the last step of the Re-Nutriv Demonstration Ritual?

RE-NUTRIV

You've read your Re-Nutriv section—now what?
It's time to apply what you've learned in real life.

- ☐ Review pages 117–128.
- ☐ Locate the Re-Nutriv products at your counter and study the product information for each in the Reference section.



LEARN

LIFE

- ☐ Review the Re-Nutriv products in the Reference section and highlight any questions you have.

☐ On the back of your hands, try each Re-Nutriv product at your counter, so you can experience the difference between the formulas.
- ☐ Practice the Re-Nutriv Rituals with your Counter Manager.

☐ DEMONSTRATION RITUAL

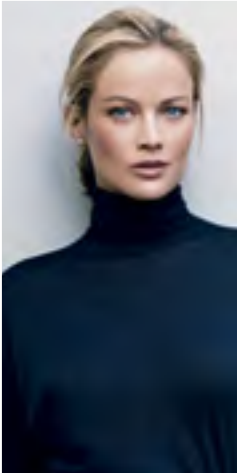
☐ ENERGY FACE MASSAGE

☐ EYE MASSAGE

☐ RELAXING HAND AND ARM MASSAGE

☐ WRAP-UP RITUAL

☐ Review any questions you have with your Counter Manager.





FOUNDATION

Help every woman look and feel her most beautiful by teaching her the secret to Beautiful Skin.™

Share with every customer that her most beautiful skin can be achieved with a daily beauty ritual of personalized skincare and her perfect shade of foundation. Read on to learn how you can help every customer find her perfect foundation match.

Foundation Basics

Foundation enhances skin's natural look, camouflages imperfections and evens out skintone. As an Estée Lauder foundation expert, your customer will count on you to find her perfect shade and recommend the formula that's right for her. How? Start by learning the basics—

FOUNDATION



TOP 3 REASONS SHE SHOULDN'T LIVE WITHOUT FOUNDATION

- 1 | It enhances the overall look of skin and can make her feel more confident.
- 2 | It camouflages imperfections and evens out skintone.
- 3 | Paired with great skincare it will give her the freshest, most flawless face.



SKINTONE

THE NATURAL PIGMENT IN YOUR SKIN

Every customer is different and so is her skintone—that's why finding her perfect match is key.

COVERAGE

HOW MUCH THE FOUNDATION "COVERS" THE SKIN

From sheer to full coverage, Estée Lauder has something for every woman.

FINISH

HOW THE FOUNDATION LOOKS ON SKIN

NATURAL: looks most like bare skin
MATTE: non-shiny finish often preferred for oily skin
SEMI-MATTE: natural finish without shine
RADIANT: gives skin a luminous glow

Find Her Perfect Foundation Match

Use our exclusive iMatch™ Shade Finder to find every woman's perfect match.

FOUNDATION

1 Find Her Intensity Level

Intensity indicates the varying degree of skin color, from light to dark.



HOW? Clean your hands and iMatch™ Shade Finder with Hygienic Spray in front of your customer. Cleanse a wide area along your customer's jawline up to her cheek. Place iMatch™ Shade Finder horizontally along customer's jawline—curve of the tool should follow curve of the jaw.

WHY THE JAWLINE?
It's where skin tends to be the most even with minimal redness due to less sun exposure.

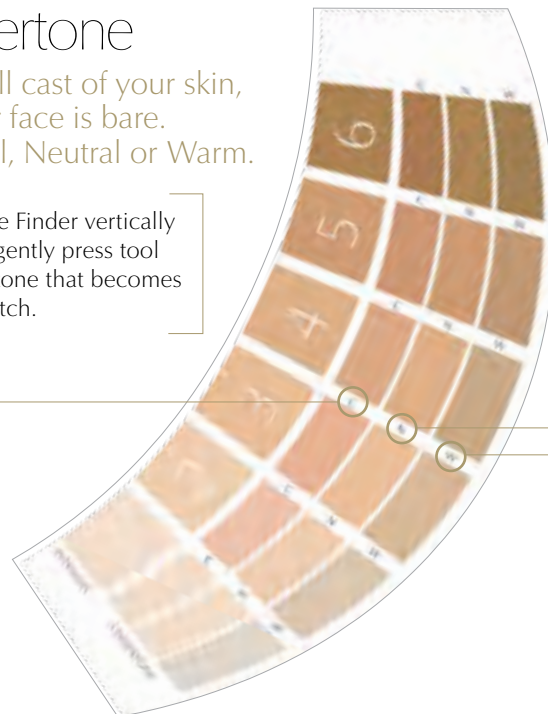
2 Find Her Undertone

Undertone is the overall cast of your skin, most visible when your face is bare. Undertone can be Cool, Neutral or Warm.

HOW? Place iMatch™ Shade Finder vertically on customer's jawline and gently press tool against her skin. The undertone that becomes "invisible" is her perfect match.

Cool

Skin has a pink or rosy cast and burns easily when exposed to sun.



Neutral

Skin has an even-toned, neutral cast and isn't too pink or golden.

Warm

Skin has a golden or olive cast and tans easily when exposed to sun.

3 Select 3 Shade Options

Ask your customer what benefits she's looking for in foundation, then select 3 shades in a formula that best meet her needs.

HOW? Select 2 shades in her matching undertone, plus a Neutral shade.

TIP! If her undertone is Warm or Cool, also stripe a Neutral. If her undertone is Neutral, also stripe Warm.



4 Stripe 3 Shades

Stripe 3 shades along her jawline to find her perfect match.

HOW? Gently blend foundation stripes in a downward direction—the shade that "disappears" is her perfect match. Hand her the mirror to make sure she agrees with your choice—her opinion is the ultimate test.

5 Apply

Always offer to apply her new foundation.

HOW? Apply her foundation using the Foundation Flower Signature Technique. Turn the page to learn this application technique.

BEAUTY TIP!

Find your perfect foundation match and write it here—

FORMULA _____
SHADE _____

Foundation

Learn how to give every woman the beautiful, flawless look she wants with Estée Lauder foundation and the Foundation Flower Signature Technique.

BEAUTY TIP!

If she has more redness or uneven skintone, suggest a primer underneath her foundation. Try Illuminating Perfecting Primer or Matte Perfecting Primer. Learn more on page 277.

FOUNDATION

BESTSELLER

DOUBLE WEAR STAY-IN-PLACE MAKEUP

Long-wearing, comfortable-to-wear formula with 15-hour staying power! Available in 30 shades for all ethnicities and all skintypes.

COVERAGE
Medium, Buildable

DOUBLE WEAR STAY-IN-PLACE POWDER MAKEUP

A powder foundation with the long-wearing benefits of Double Wear liquid foundation with the ease of a compact. Plus, 8-hour staying power.

COVERAGE
Medium, Buildable

CUSTOMER FAVORITE

DOUBLE WEAR LIGHT STAY-IN-PLACE MAKEUP

All the long-wearing benefits of our bestselling foundation, in a sheer, lightweight formula that stays fresh and vibrant for up to 15 hours.

COVERAGE
Sheer-to-Medium

BEAUTY TIP!

Double Wear is a quick-drying formula—apply and blend to 1 area of the face at a time.

RESILIENCE LIFT EXTREME RADIANT LIFTING MAKEUP SPF 15

Time-released, liquid makeup delivers a continuous surge of the essential hydration mature skin needs for all-day comfort. Smooths the appearance of fine lines and wrinkles while lifting and firming.

COVERAGE
Medium, buildable

FUTURIST AGE-RESISTING MAKEUP SPF 15

Light, silky formula that helps revitalize skin for a smoother, firmer look. Protects and moisturizes skin.

COVERAGE
Medium-to-Full

INVISIBLE FLUID MAKEUP

Our first ultra-light makeup that promises flawless skin without leaving a trace. It embraces your natural skintone for beautiful, radiant skin in any light. Important! Shake before every use for a fresh application.

COVERAGE
Medium, buildable

TIP: Shake the bottle 15 times.

SIGNATURE TECHNIQUE

Foundation Flower

Apply foundation to 1 section of the face at a time for control and natural coverage.



Imagine the nose as the center of the flower, and the rest of the face as “petals”—forehead, cheeks and chin.



Prep skin with the appropriate skincare system, then warm foundation on the back of your hand.

For best results, use Foundation Brush 1.

- Start by applying foundation where you see the most redness on the face. For most women, this is the center of the flower.
- Apply foundation to other “petals,” 1 area at a time. Blend outward from the center of the flower.

Learn more about Estée Lauder foundation on pages 267–272.

Concealer

Concealer can make dark circles disappear, brighten the eye area and hide imperfections. Learn our #1 technique to apply it—Fatigue Fighter. It's a beauty tip to share with every woman.

IDEAL LIGHT BRUSH-ON ILLUMINATOR Brightening

A perfecting concealer that reveals radiance and conceals flaws in a brush-tip pen. Great as a quick pick-me-up throughout the day!



DOUBLE WEAR STAY-IN-PLACE FLAWLESS WEAR CONCEALER Long-Wearing

A long-wearing concealer that looks flawless with 15-hour wear. Feels comfortable, never dry and doesn't crease. Apply with easy-to-use wand applicator.

SMOOTHING CREME CONCEALER Line-Smoothing

A hydrating concealer that helps minimize the look of fine lines—in a convenient tube.

SIGNATURE TECHNIQUE

Fatigue Fighter

A CUSTOMER FAVORITE!

Brighten the under eye area by applying a hydrating, skin-caring mixture, then conceal only where needed.



On the back of your hand, mix Advanced Night Repair Eye with a small amount of your customer's shade of Double Wear Concealer.

Use your ring finger to gently apply mixture to entire under-eye area. Gently pat to blend into skin.



Using Concealer Brush 5, apply concealer to the inner and outer corners of the eye area, blending just enough to soften the edges.

Brighten eye area by patting additional concealer under arch of brow to outer corner of eye and along the top of cheekbone.

Powder

Powder is the finishing touch—it sets any makeup look and prevents shine. Your customer might worry that powder will look cakey and skip this step in her beauty routine. Teach her our technique for perfect powder application—Powder Roll-On.

FACE

SIGNATURE TECHNIQUE

Powder Roll-On

Set makeup and avoid an obvious, powdered look by gently rolling the brush over skin.



Dip one side of Powder Brush 10 into the powder—tap off excess.



Apply powder to the face by rolling the powdered half of the brush over skin in a 180 degree motion.



Turn the brush over to the "empty" side and sweep off any excess.



LUCIDITY TRANSLUCENT LOOSE POWDER

A light-diffusing powder that minimizes the look of lines and wrinkles—comes in loose and pressed forms.



DOUBLE MATTE OIL-CONTROL PRESSED POWDER

A matte powder that provides long-wearing color that won't darken or change. Helps minimize pores.

Learn more about concealer and powder on pages 273–275.

FOUNDATION	COVERAGE	FINISH	SKINTYPES
LONG-WEARING			
  LONG-WEARING Double Wear Stay-in-Place Makeup	Medium, Buildable	Natural, Semi-Matte	All
  LONG-WEARING LIGHTWEIGHT Double Wear Light Stay-in-Place Makeup	Sheer-to-Medium	Natural	All
  POWDER MAKEUP Double Wear Stay-in-Place Powder Makeup	Medium, Buildable	Natural, Semi-Matte	All
 CAMOUFLAGE MAKEUP Double Wear Maximum Cover Camouflage Makeup For Face and Body SPF 15	Full	Matte	All
  POWDER MAKEUP Double Wear Mineral Rich Loose Powder Makeup	Sheer-to-Full	Natural, Semi-Matte	All

FOUNDATION	COVERAGE	FINISH	SKINTYPES
NATURAL			
  ULTRA-LIGHT Invisible Fluid Makeup	Medium, Buildable	Natural, Luminous	All
ANTI-AGING			
 LIFTING Resilience Lift Extreme Radiant Lifting Makeup SPF 15	Medium, Buildable	Radiant	Normal/ Combination and Dry
 ULTRA FIRMING CREME COMPACT MAKEUP Resilience Lift Extreme Creme Compact Makeup SPF 15	Medium, Buildable	Radiant	Normal/ Combination and Dry
 FIRMING Futurist Age- Resisting Makeup SPF 15	Medium-to-Full	Luminous	Luminous Normal/ Combination and Dry
OTHER			
 LIGHT DIFFUSING Lucidity Light-Diffusing Makeup	Medium	Natural	Combination and Dry

5 Ways to Wow Her with Foundation

Women are more loyal to foundation than any other beauty product. When you're not busy at the counter, create new Estée Lauder fans with the gift of foundation. Here's how—

[FOUNDATION]

BEAUTY TIP!
If her favorite item is out of stock or discontinued, a free 10-day supply of her perfect foundation is an easy way to ensure she leaves a happy customer.

RECUR

Step out from behind the counter and offer a free 10-day supply of foundation in her perfect shade.
HOW? “I have a special gift for you today—it’s a free 10-day supply of foundation in your perfect shade.”

INVITE HER

Invite her back to the counter with confidence.
HOW? “Why don’t you come back with me now—it will only take a few minutes.”

GIVE ADVICE

Ask questions to learn what she’s looking for, then make recommendations based on her answers.
HOW? Just say, “Because you said you want a foundation that lasts all day, I’d love to show you Double Wear. It’s our #1 foundation that looks great and feels comfortable for up to 15 hours.”

APPLY IT.

Once you’ve found her perfect foundation match, offer to apply it using the Foundation Flower Signature Technique.
HOW? “Now that we’ve found your perfect match, may I show you how to apply it? It will only take a few minutes.”

Take Note! Share the story of your first foundation customer.

TREAT HER

After you’ve found her perfect match and taught her how to apply it, offer her a free Signature Service.
HOW? “If you have a few more minutes, I would love to treat you to a Signature Service—it’s free!”

QUIZME!

Are you ready to test your foundation knowledge? Fill in the answers below.

- 1 | What tool will you use to identify your customer's intensity level and undertone?

- 2 | The natural pigment in your skin is called _____.

- 3 | The overall look of foundation on skin is called _____.

- 4 | What Signature Technique will you use to apply foundation?

- 5 | If your customer wants her foundation to last all day, which formula would you recommend?

- 6 | If your customer needs to reduce redness or camouflage uneven skintone, which product would you apply under her foundation?

- 7 | What technique will you teach your customer to brighten her undereye area?

- 8 | What three products do you need to apply the Fatigue Fighter Signature Technique?

- 9 | What product would you apply as the finishing touch to prevent shine and set your customer's look?

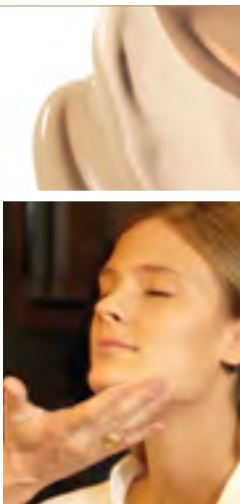
- 10 | What product are women more loyal to than any other beauty product?



FOUNDATION

You've read the Foundation chapter—now what?
It's time to apply what you learned in real life.

- ☐ Review how to iMatch™ on page 135.
- ☐ Practice the steps to iMatch™ using your iMatch™ Shade Finder with your Counter Manager.
- ☐ Review the Signature Techniques on pages 138–140.
- ☐ FIND INTENSITY LEVEL
- ☐ FIND UNDERTONE
- ☐ SELECT 3 SHADES
- ☐ STRIPE 3 SHADES
- ☐ APPLY



LEARN

LIFE

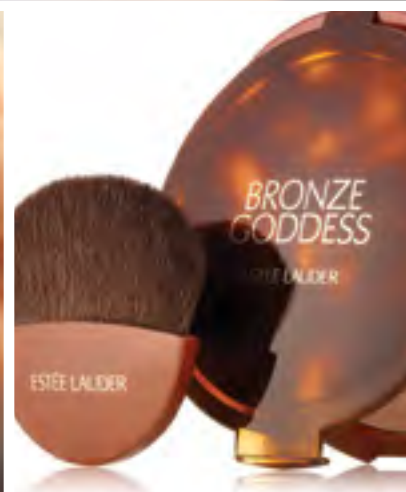
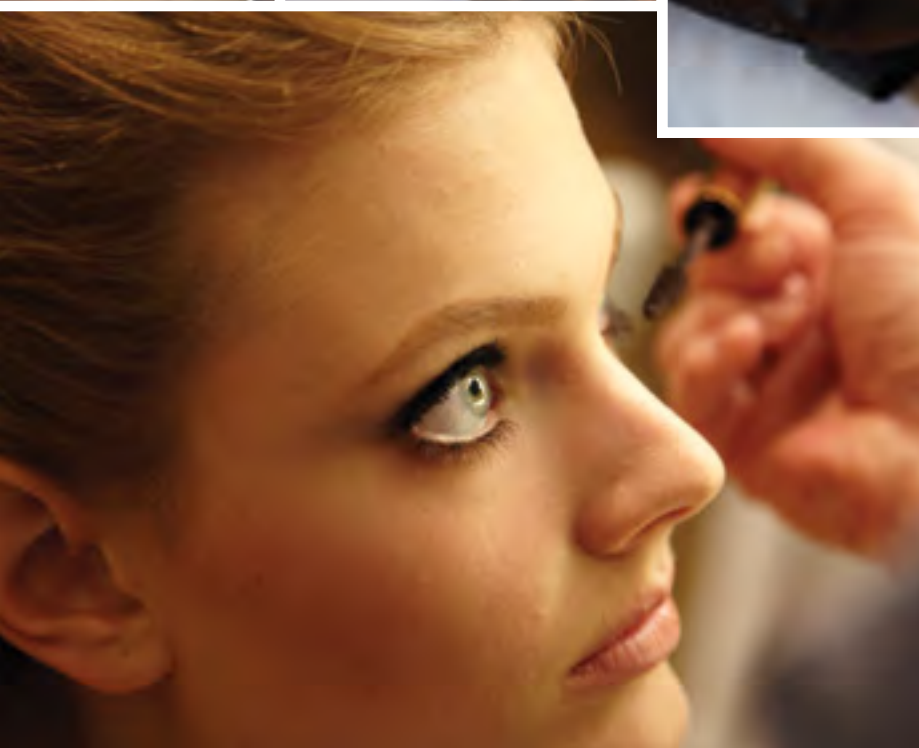


- ☐ Practice these Signature Techniques.
- ☐ FOUNDATION FLOWER
- ☐ FATIGUE FIGHTER
- ☐ POWDER ROLL-ON

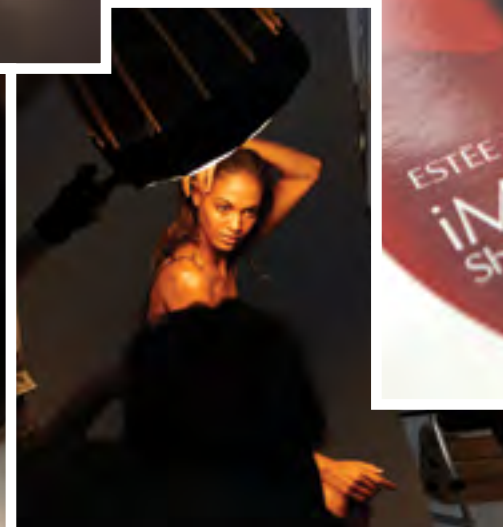


Estée Lauder makeup— high style, high performance.

Your role is to teach her how to get the beautiful look she wants using The Estée Lauder 5-Step Face™ and our exclusive Signature Techniques. Whether she wants a subtle hint of color, a bolder statement look or just a touch of trend for the season, this chapter will give you the skills and expertise you'll need to teach every makeup customer how to look and feel beautiful.



Learn how to use every makeup tool like a pro | P153
Meet Tom Pecheux, Creative Makeup Director, Estée Lauder | P155
Learn to apply The Estée Lauder 5-Step Face™—the starting point for every makeup application | P157
Choose color—warm or cool? Find out how | P163
Learn expert makeup application | P169



The Standards in Real Life

How to make women look and feel beautiful with Estée Lauder makeup.

ALWAYS OFFER TO APPLY

When a customer stops by to replenish her products, always ask her to take a seat and offer to apply the product.

JUST SAY—
“I’ll go get your Pure Color Lipstick—would you like me to apply it for you before you leave?”

WEAR MAKEUP

Does your makeup inspire a customer to sit in your chair? Make sure you always look the part.

Inspire your customers by wearing current colors and changing your look every day.

OFFER A SEAT

Greet every customer warmly and invite her to sit in your makeup chair. Now that she’s comfortable, teach her how to look and feel beautiful using our Signature Techniques.

ADVISE TO BUY

Part of your expertise is advising your customer on which products are best for her. Help her decide what products she’d like to take home by asking—

“What do you love most and want to take home with you today?”
If she’s not sure what to get, share your opinion and explain your recommendation. See page 67 for more ways to advise to buy.

Take Note! Share the story of your first makeup customer.

WE ♥ MIRRORS

And our customers do too—hand her the mirror to involve her in the application.

TEACH HER USING THE SIDE-BY-SIDE TECHNIQUE
HOW? Apply products to 1 side of her face and teach her application techniques. As you complete the other side of her face, share why the products are right for her. Let her hold the mirror so she can watch how you apply her look.

Your Tool Kit

Use your tools to apply makeup like a pro.

GET BUSY!

Explore your counter and find each tool. Practice using it with your Counter Manager, then check it off the list.

BEAUTIFULMAKEUP



☐ **SIGNATURE SERVICES MENU**
Make her feel beautiful in minutes with a free makeup application or beauty lesson.



☐ **iMATCH™ COLOR SHADE FINDER**
Helps you quickly determine your customer's color preference—warm or cool.



☐ **MAKEUP BRUSHES**
Use to apply makeup for the best results. Learn more about our professional makeup brushes on page 276.



☐ **MIRROR**
Hand your customer the mirror during application so she can learn as you apply.



☐ **TISSUES**
Use to protect your customer's clothing, remove makeup or blot excess product during application.



☐ **COTTON BALLS**
Use to apply powder or blush.



☐ **MASCARA WANDS**
Use to groom eye brows or apply mascara.



☐ **DISPOSABLE EYESHADOW APPLICATORS**
Use to apply powder or creme eyeshadow.



☐ **COTTON SWABS**
Dampen cotton swab with water and use to apply powder eyeshadow or to clean up any mistakes during application.



☐ **SPONGES**
Use to apply foundation or concealer.



☐ **HYGIENE SPRAY**
Clean your hands with Hygiene Spray before every makeup application.



☐ **GENTLE EYE MAKEUP REMOVER**
Removes eye makeup gently and thoroughly.



☐ **TAKE IT AWAY MAKEUP REMOVER LOTION**
Quickly dissolves every trace of makeup—even long-wearing and waterproof formulas.

Meet Tom Pecheux

Creative Makeup Director, Estée Lauder

Tom Pecheux, Estée Lauder's Creative Makeup Director, is a world-renowned makeup artist and a favorite of top photographers, fashion editors and designers. At Estée Lauder, his role is to use his expertise to create the very latest on-trend beauty products. Tom makes every woman look and feel her most beautiful by using color and definition to enhance her natural beauty.

“Makeup is not like a tattoo, it can be removed in 30 seconds—so don't be afraid!”

—TOM PECHEUX

TOM'S ADVICE

We sat down with our **creative makeup genius** Tom Pecheux to talk about the role of makeup and his advice for Beauty Advisors. Here's what he had to say—

Q | What is the role of makeup today?

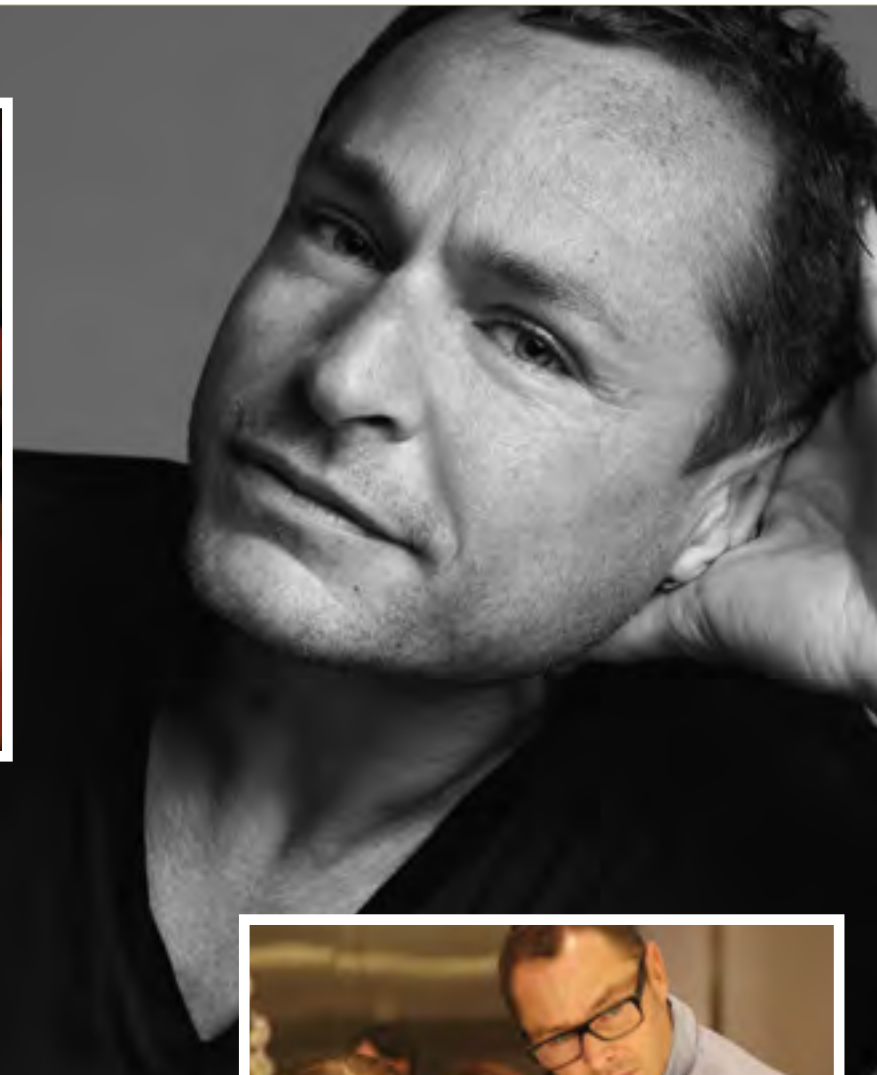
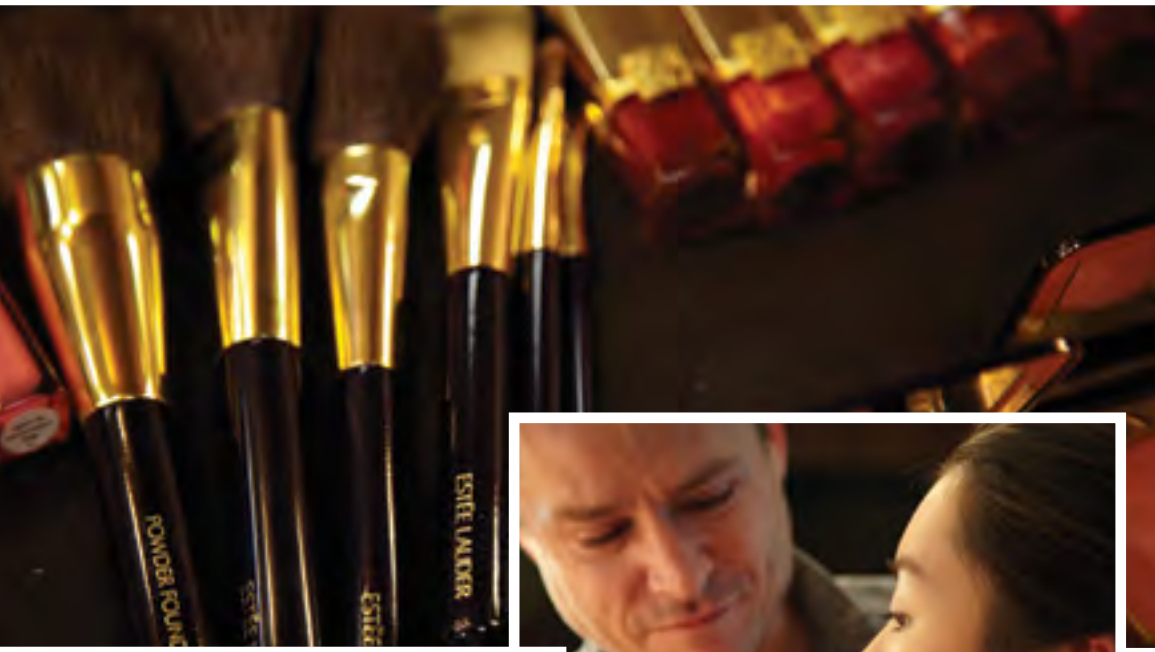
A | There was a time when I worked in a department store and I would see women who would carry the pain of the world on their shoulders. Then, with a little bit of makeup, suddenly they would walk away feeling so confident and empowered. They were no longer just a mother, but a woman. I think that's something women around the world should always remember—there are no borders, no boundaries to being able to look and feel your best.

Q | What advice would you give a Beauty Advisor just learning how to do makeup?

A | The only way to learn is to practice. You also can't be a makeup artist without loving what you do. And it's not just loving the makeup; it's loving the human being in front of you.

Q | What is the most common mistake you see Beauty Advisors make when applying makeup?

A | Heavy hands. It's important to gradually build the color during your application—don't rush.





THE ESTÉE LAUDER 5-Step Face™

WHAT

WHAT IS IT?

An exclusive beauty ritual that combines Estée Lauder skincare and makeup techniques. Creates a beautiful, flawless look with subtly defined features. Here are 5 things to know about The Estée Lauder 5-Step Face™.

- 1 **INSPIRED BY TOM PECHEUX** It's how he starts every makeup application. It gives every woman the freshest, most flawless face in just 5 steps.
- 2 **CREATE BEAUTIFUL SKIN™** Estée Lauder believes that your most beautiful skin can be achieved with a daily beauty ritual of personalized skincare and your perfect shade of foundation. This belief is the starting point for The Estée Lauder 5-Step Face™.
- 3 **PERFECT RESULTS** You can create The Estée Lauder 5-Step Face™ by combining a few Estée Lauder Signature Techniques—they are easy to do and guaranteed to give her the same, perfect result every time.
- 4 **FOR EVERY WOMAN** This is a beautiful, everyday makeup look and for some women, it's all the makeup they need. Others will want more definition or color.
- 5 **AN ESTÉE LAUDER EXCLUSIVE** Only Estée Lauder Beauty Advisors can offer The Estée Lauder 5-Step Face™. It sets you apart from the competition.

WHEN

WHEN TO OFFER IT?

Every time you invite a customer to sit in your makeup chair—give her a beauty lesson and teach her The Estée Lauder 5-Step Face™. Simply say—

“This 5 minute beauty ritual is the secret to glowing, even-toned skin and softly defined features—in just 5 steps!”

WHY

WHY WILL CUSTOMERS WANT IT?

BECAUSE IT'S EASY AND IT WORKS.
It's a simple, everyday beauty ritual that customers can do at home—with beautiful results every time. Turn the page to learn more.

The Estée Lauder 5-Step Face™

A look that’s modern, balanced and beautiful with skin that’s glowing, even-toned and flawless. Start with this look, then add color to suit your customer’s style.



REPAIR AND MOISTURIZE SKIN
HOW? Start on a makeup free face and apply her perfect Beautiful Skin Solutions System—great skin is the key to beautiful makeup.



APPLY FOUNDATION
HOW? Apply foundation using the Foundation Flower Signature Technique on page 138 for the most natural coverage.



APPLY EYE CREAM AND CONCEALER
HOW? Use the Fatigue Fighter Signature Technique on page 139 to brighten the under eye area.



FINISH WITH POWDER
HOW? Apply powder with the Powder Roll-On Signature Technique on page 140 to set makeup, but avoid an obvious powdered look. Apply excess powder left on brush on eye lids.



SOFTLY DEFINE HER FEATURES WITH NEUTRAL COLORS—CHEEKS, LASHES, BROWS AND LIPS
HOW?
CHEEKS: Apply blush using the Natural Blush Signature Technique on page 180.
LASHES: Apply 1 coat of Sumptuous mascara.
LIPS: Apply a touch of neutral gloss.

IS SHE READY FOR

MORE COLOR?

The Estée Lauder 5-Step Face™ may be all the makeup your customer needs to get the look she wants. If she'd like more color, use Estée Lauder Signature Techniques and follow this simple guide: Ask how she likes to wear her makeup—subtle, statement or a touch of trend?

A SUBTLE LOOK

Use shades that are similar to her eye color and natural lip color. Show her one Signature Technique for each feature.



APPLY HER LOOK LIKE A PRO WITH OUR SIGNATURE TECHNIQUES

Use these techniques to build on The Estée Lauder 5-Step Face™ or anytime your customer wants a new eye, cheek or lip look.

A STATEMENT LOOK

Use bolder colors and layer Signature Techniques to make the statement she wants.



EYES

Eyeshadow | P169
Eyeliner | P173
Mascara | P175
Brows | P177

CHEEKS

Blush | P179
Bronzer | P181

LIPS

Lip Pencils | P178
Gloss | P183
Lipstick | P184

A TOUCH OF TREND

Choose a color from the Seasonal Trend View and teach her how to apply it with one Signature Technique.



BEAUTY TIP!

When a customer comes to replenish a makeup product, offer to apply it and teach her a new Signature Technique. She'll love learning a new makeup trick!

Understand Color

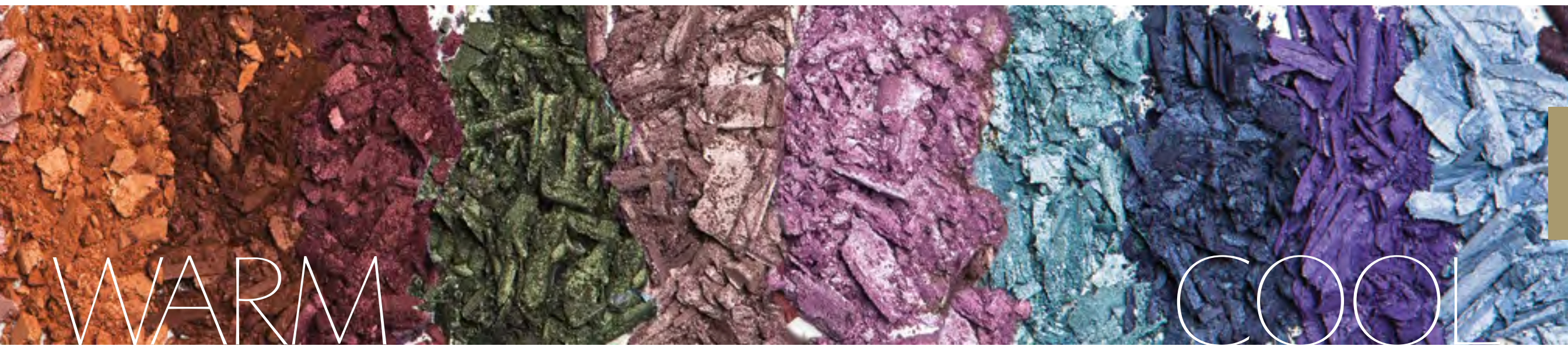
As a makeup expert, customers will want your opinion and will ask you to offer color suggestions. The first step is understanding our color philosophy—let’s get started!

ESTÉE LAUDER COLOR PHILOSOPHY

At Estée Lauder, our philosophy on color is quite simple—we classify color shades into one of two color families—warm or cool. Understanding which shades are warm and cool allows you to quickly find out what types of color your customer is interested in, allowing you to coordinate the perfect look for her!

HOW WILL I KNOW IF A COLOR IS WARM OR COOL?

The concept of warm and cool is based on an understanding that all colors have an undertone. Warm colors have a more yellow undertone and cool colors have a more blue or pink undertone. All colors can be grouped in one of these families except white, black and grey which are neutral colors.



Colors like red, yellow and orange.

These colors evoke warmth because they remind us of things like the sun or fire.

SWATCH!

Swatch your 3 favorite warm eyeshadow colors here.

Colors like blue, violet and purple.

These colors evoke a cool feeling because they remind us of things like water or grass.

SWATCH!

Swatch your 3 favorite cool eyeshadow colors here.

Choose Color

BEAUTY TIP!

Women can wear colors from either family—it's her preference! The secret to a polished look is coordinating eyes/cheeks/lips in the same color family.

COLOR



COLOR CONVERSATION

Here are 3 easy ways to talk about color with your customer—put these tips into practice today!

- 1 | **ASK WHAT TYPES OF COLORS SHE LIKES—WARM OR COOL?**
Use your iMatch™ Shade Finder to show her what warm and cool color families look like against her skin.
TIP! Ask what colors she tends to wear most often in her wardrobe.
- 2 | **ASK WHAT LOOK SHE PREFERS—SUBTLE, STATEMENT OR A TOUCH OF TREND?**
This will help you select shades within the color family—softer or brighter.
- 3 | **ASK HER OPINION**
Make recommendations and ask for her feedback. This will help you choose the right shades from the start.

CHOOSE COLOR WITH iMATCH™

A quick way to show customers how warm and cool colors will look against her skintone—for lips, cheeks and eyes!

HOW? Open the iMatch™ Shade Finder so she can see both warm and cool color palettes against her skintone.



For cheeks/lips, place the cool side on 1 side of her jawline and the warm side on the other.



For eyes, place the tool above or next to the eye. Together, determine which color palette she prefers.

Estée Lauder Color

COLOR

Women around the world love Estée Lauder’s 2 bestselling makeup collections—Pure Color and Double Wear. Mix and match pieces from each collection to get the look and wear she wants.

PURE COLOR



WHY THERE'S ONLY 1

Maximized color for eyes, cheeks, lips and nails—in fashion-inspired shades by Tom Pecheux. True Vision™ Technology wraps pigments in a crystal-like coating to magnify color, so the color you see is the color you get. Blends easily, won't fade.

FOR EYES

Pure Color EyeShadow Singles, Duos, Palettes and Stay-On Shadow Paints
Pure Color Intense Kajal EyeLiner
[Learn more on page 281.](#)

FOR CHEEKS

Pure Color Blush
[Learn more on page 277.](#)

FOR LIPS

Pure Color Long Lasting Lipstick
Pure Color Crystal Lipstick
Pure Color Gloss Stick
Pure Color Gloss
[Learn more on page 287.](#)

FOR NAILS

Pure Color Nail Lacquer
[Learn more on page 290.](#)

DOUBLE WEAR



WHY THERE'S ONLY 1

Our bestselling, long-lasting makeup collection for eyes and lips. Up to 15-hour staying power for a look that lasts all day, all night. Looks flawless through heat, humidity, non-stop activity.

FOR EYES

Double Wear Stay-in-Place EyeShadow Base
Double Wear Stay-in-Place Eye Pencil
Double Wear Stay-in-Place Gel EyeLiner
Double Wear Zero-Smudge Liquid EyeLiner
Double Wear Zero-Smudge Lengthening Mascara
[Learn more on page 283.](#)

FOR LIPS

Double Wear Stay-in-Place Lipstick
Double Wear Stay-in-Place Lip Pencil
[Learn more on page 287.](#)

Did you know? Our #1 foundation is part of the Double Wear Collection.
[Learn more on page 267.](#)

EYES

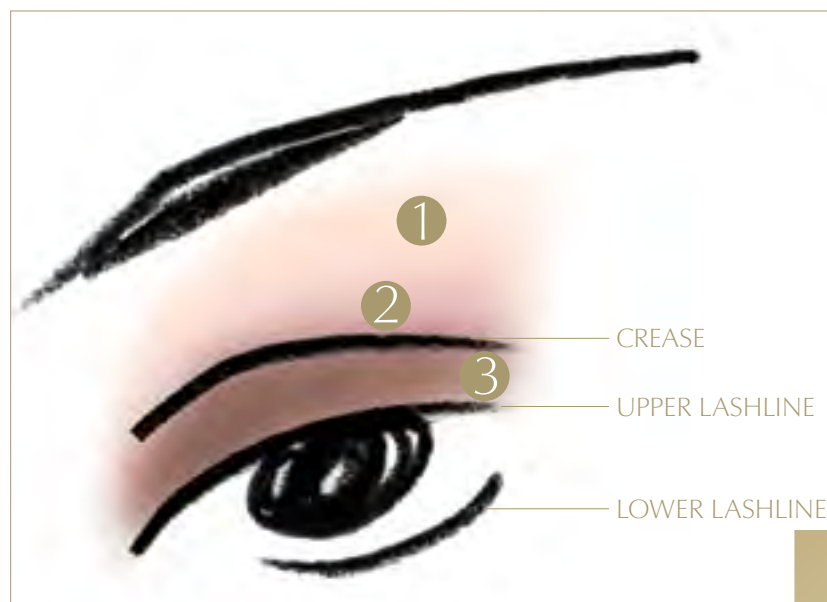
EYES

We have the products, techniques and tools for you to enhance your customer's eye look. If she wants to add color and definition to her eyes after you've applied *The Estée Lauder 5-Step Face™*, teach her our simple Signature Techniques for eyes that deliver beautiful results every time.

BASIC EYESHADOW APPLICATION

Before you apply shadow, prime her eye lids with a touch of foundation, concealer or our exclusive Double Wear Stay-in-Place EyeShadow Base. This expert tip helps shadow stay color-true and last all day.

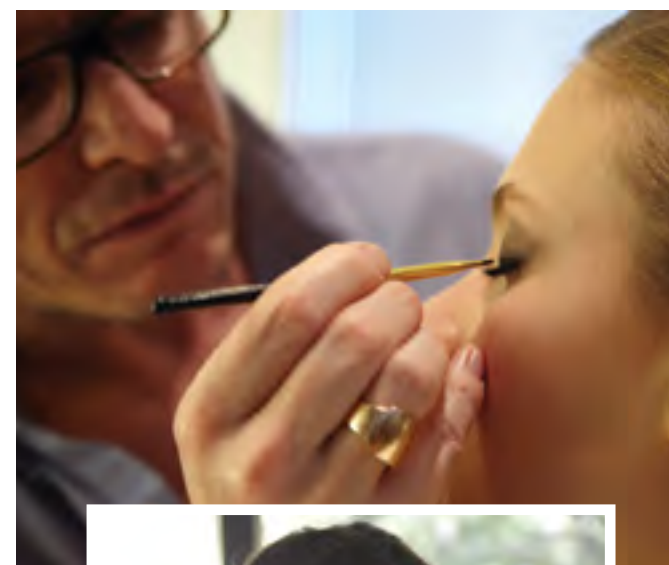
BASIC EYESHADOW APPLICATION



- 1 | With the Blending Shadow Brush 20, start by dusting the lightest shade over the entire eye lid, from lash line to brows—this instantly brightens the eyes.
- 2 | Next, choose a shadow that complements her eye color. Apply this shade from the lashes to just above the crease and blend lightly with the Contour Shadow Brush 30.
- 3 | Pick a dark shade of eyeshadow to line the upper lashes. We recommend using the Eyeliner/Brow Brush 20—this precision-angled brush makes lining easy and exact. If you don't have this brush, use a damp cotton swab—it works like a charm!



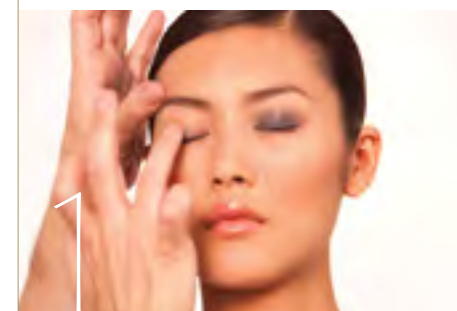
Did you know the #1 makeup request customers have is to create a smoky eye? Teach her how with the Simple Smoky Signature Technique.



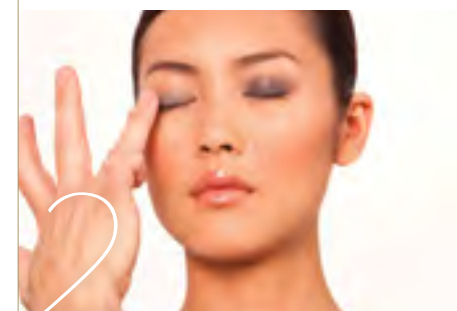
SIGNATURE TECHNIQUE

Simple Smoky

Learn this easy trick and create a perfect smoky eye every time.



Create a matte, long-wearing shadowcreme base on the back of your hand by drawing a generous amount of dark eyeliner in a circle on the back of your hand about 1 inch/3 cm across. Deposit a small amount of the customer's shade of *Double Wear Concealer* onto your hand. Use your ring finger to combine the concealer and liner together until it's a consistent color.



Using your finger, smudge this shadowcreme base over the entire lid, from lash line to crease. Add more shadowcreme as needed. Before the shadowcreme dries, apply a layer of medium to dark intensity eyeshadow over the base for a simple, smoky look.

Eyeshadow

Women love options. Whether she wants a subtle, statement or trend eye look, Estée Lauder eyeshadows deliver beautiful color and wear. With more choices than ever before, we have a formula and finish for every look.

EYES

SINGLES

PURE COLOR EYESHADOW

Choose stand-out singles or shades that complement a duo or palette.



DUOS AND PALETTES

PURE COLOR EYESHADOW

Create multiple looks by blending, highlighting and adding pops of color!

MAKE THE MOST OF YOUR PALETTE

We asked Tom Pecheux how women can get the most looks out of their Pure Color Palettes—his answer? Just remember XOXO, Tom Pecheux.

SUBTLE



IF SHE WANTS TO WEAR IT SUBTLE—

Apply shades 1, 5, 3 in one diagonal direction.

To apply, follow the steps on page 169.

STATEMENT



IF SHE WANTS TO MAKE A STATEMENT—

Apply shades 2, 5, 4 in the other diagonal direction.

To apply, follow the steps on page 169.

FULL LOOK

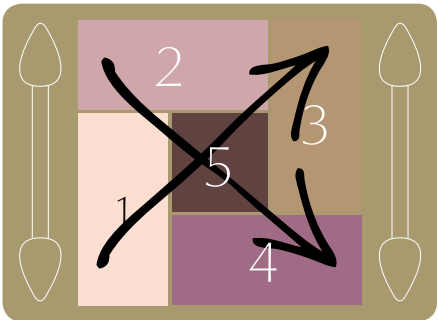


IF SHE WANTS THE FULL LOOK—

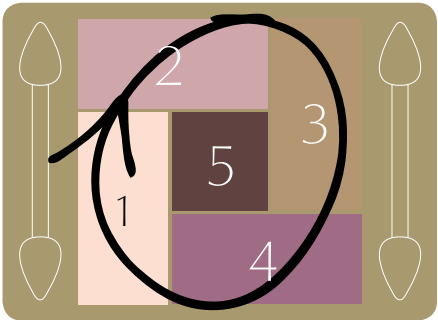
Apply all shades. 1 all over eye area, 2 on lid, 3 bottom lash line or lid alternative, 4 crease, 5 liner.

TIP! Share with her that this palette can give you 3 entirely different looks. Want to customize the look? You can mix shades to get the colors you desire.

XOXO TOM PECHEUX



SUBTLE 1,5,3 | STATEMENT 2,5,4



Get smart! Learn more about Estée Lauder eyeshadow on page 281.

Eyeliner

Eyeliner is a great way to build on The Estée Lauder 5-Step Face™. Why? Expertly applied eyeliner can make eyes look bigger and more defined for a look women love. Applying eyeliner can be hard to master, so we developed the Simple Smudge Signature Technique. Teach your customer this fool-proof eyeliner trick so she can do it herself at home!



DOUBLE WEAR
STAY-IN-PLACE EYE PENCIL
Dual-ended eye pencil with
12 hour wear

DOUBLE WEAR
ZERO-SMUDGE
LIQUID EYELINER
Smudge-proof, water-resistant
liquid eyeliner with 15 hour wear

DOUBLE WEAR
STAY-IN-PLACE GEL EYELINER
Gel eyeliner with a soft satin finish

ARTIST'S EYE PENCIL
Pencil on one end, smudger on the other

AUTOMATIC EYE PENCIL
DUO/REFILLABLE
Double-ended eye pencil with
twist-up color on one side,
smudging tool on the other

PURE COLOR INTENSE
KAJAL EYELINER
Richly hued and deeply pigmented,
smudges and glides on easily



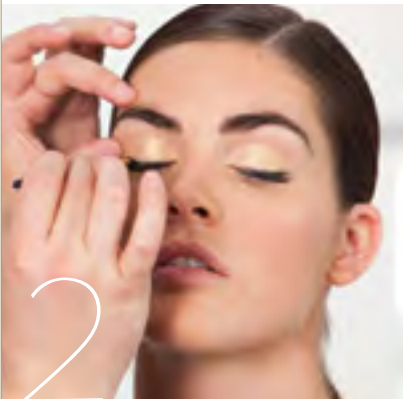
SIGNATURE TECHNIQUE

Simple Smudge

Smudge eyeshadow over liner for a perfectly defined line every time.



Starting at the outer corner of the eye, apply eyeliner to the base of the lash line using short, feathery strokes.



To create added definition and soften the line, smudge a dark shadow over the liner. Use either Eyeliner/Brow Brush 20 or the sponge tip on the Automatic Pencil for Eyes.

The 5-Step Eye

EYES

You love The Estée Lauder 5-Step Face™ because it's easy and it works. Now try Tom's simple ritual for beautiful eyes.



STEP 1
Apply Eye Creme and Concealer
First, apply eye creme using the Estée Lauder Eye Creme application steps. Then, use the Fatigue Fighter Signature Technique.



STEP 2
Apply Mascara
Using the Curve Control Signature Technique.



STEP 3
Perfect Brows
Using the Brows Now Signature Technique.



STEP 4
Create A Base
Using Double Wear Stay-in-Place EyeShadow Base or concealer and softly powder the eyelid.



STEP 5
Build With Color
Ask her how she likes to wear her makeup and use eyeshadow and eye pencils to build with color.

Want more on eyeliner? Turn to page 284 now.

Mascara

In The Estée Lauder 5-Step Face™, you'll apply 1 coat of mascara to the lashes. Your customer may want more definition and that's where your expertise comes in! Teach her how with these exclusive Signature Techniques.

EYES



SUMPTUOUS TWO TONE EYE-OPENING MASCARA—Created by Tom Pecheux
Two-in-one mascara—black mascara for upper lashes and a special micro brush with brown mascara for lower. Based on Tom's backstage trick!

SUMPTUOUS EXTREME LASH MULTIPLYING VOLUME MASCARA—Outrageous volume
Magnify and multiple the look of lashes—gives the look of false lashes.

SUMPTUOUS BOLD VOLUME™ LIFTING MASCARA—Full volume and curve
Creates big, weightless volume even for small, sparse lashes. Also available in waterproof.

SIGNATURE TECHNIQUE

Curve Control

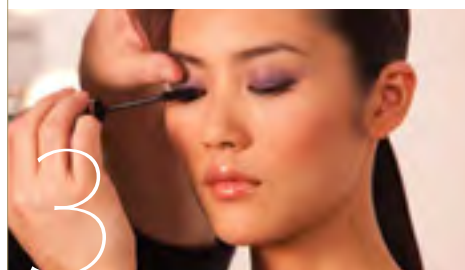
Get added curl—without the eyelash curler.



Apply Lash Primer Plus to create an ideal base that makes any mascara apply more easily.



Next, apply mascara. Gently and repeatedly, tap the mascara brush at the base of the lashes—then blend mascara through.



Hold wand so it pushes tips of lashes up. To "lock" the curl, take time to spell E-S-T-E-E in your head. Repeat at the base of lashes.



LASH PRIMER PLUS FULL TREATMENT FORMULA

A cult favorite!

Makes any mascara look even better. Acts like a magnet to attract and hold mascara, so less is needed. Conditions to help prevent breakage. For best results, apply 1 coat of Lash Primer Plus, then immediately apply your mascara while the primer is still wet.



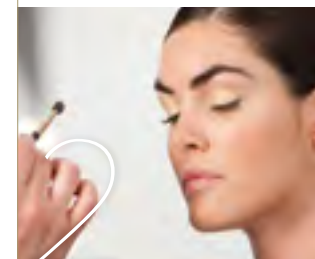
SIGNATURE TECHNIQUE

Defined Lashes

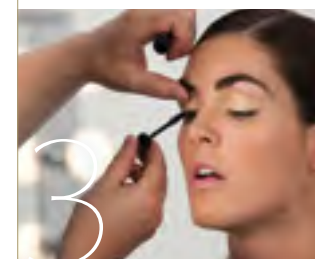
Brightening eyelids and lash lines makes even sparse lashes their most visible.



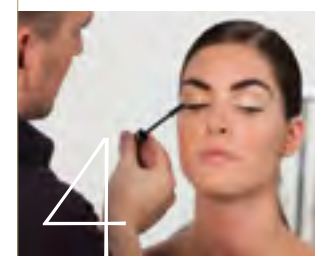
Apply Ideal Light Concealer along upper lash line using a shade lighter than customer's skintone. Blend excess up into lid.



Using an eyeshadow brush, apply any metallic or shimmery shadow over the Ideal Light Concealer, concentrating the color along the lash line.
If desired, repeat Steps 1 and 2 on lower lashline.



Apply Lash Primer Plus to create an ideal base that makes any mascara apply more easily.



Apply mascara for separation.

See the full line-up of mascaras on page 285.

Brows

Brows are an important feature because they frame the face. Unfortunately 74% of women skip this step in their daily beauty routine. Show off your makeup expertise and teach her our Brows Now Signature Technique.



PERFECT BROWS

- 1 | With clean, disposable mascara wand, brush up her brows and tame any hairs that might be out of place.
- 2 | Fill in any gaps in her brows by following the Brows Now Signature Technique.

TIP! Choose a brow color that matches her natural hair color.

AUTOMATIC BROW PENCIL DUO/REFILLABLE*

Double-ended brow pencil with twist-up color on one side, styling and blending brush on the other—twist-up color never needs sharpening.

*Refills sold separately.



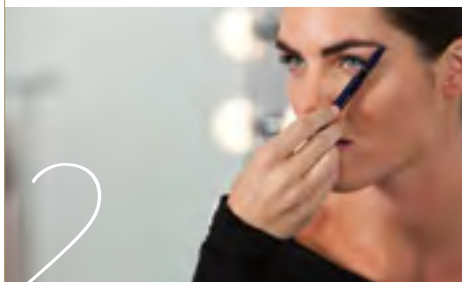
SIGNATURE TECHNIQUE

Brows Now

The key to perfect brows every time!



To fill in brows, draw 3 dots with a brow pencil—1 at the inner brow, arch and outer brow.



Connect the 3 dots you drew with brow color—from inner brow to outer brow. Use short, feathery strokes with brow pencil or use a brow brush with complimentary eyeshadow.



Soften color by blending thoroughly with tip of brow pencil applicator or clean mascara wand.

Lip Pencil

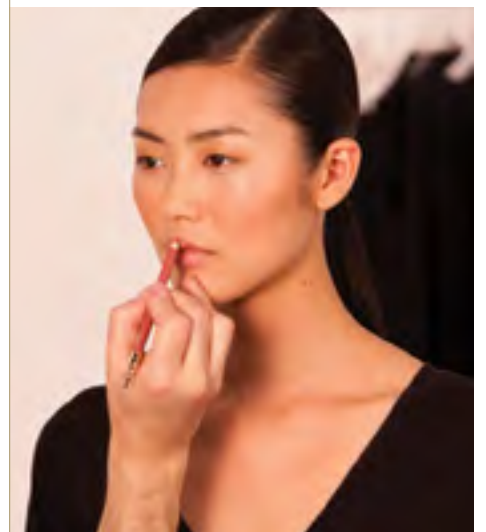
Many women don't know how to choose a lip pencil. Here's a hint—lip pencil should never be darker than your lipstick. Choose one that matches your natural lip color or coordinates with your lipstick. Apply with the Pinky Pivot Signature Technique.



SIGNATURE TECHNIQUE

Pinky Pivot

Avoid an uneven lip line by anchoring your hand before drawing.



Holding the pencil, anchor the knuckle of your pinky on chin for balance.

Apply liner along the bow of the upper lip and draw outwards in a gentle, arcing motion—start at the center of the lip.

Repeat on other side.

On the lower lip, draw a horizontal liner in the center of the lip.

Keep hand anchored on chin and move the pencil to extend the line outwards, following the lip shape.

Learn more about Estée Lauder Lip Pencils on page 289.

CHEEKS

CHEEKS

In *The Estée Lauder 5-Step Face™*, you'll apply blush using our Natural Blush Signature Technique. Learn our best blush tips so you can choose the perfect color and apply it expertly for every customer.



PURE COLOR BLUSH

Shades from Tom Pecheux in 2 beautiful finishes.

PLUS! There's a shade for every skintone.

OUR BEST BLUSH TIPS

- 1 | **PICK HER BEST SHADE—**
Determine if she prefers warm or cool colors. Tip from Tom—pinks look best on pale skintones, apricots for medium skintones, and plums or deep reds for deeper skintones.
- 2 | **SELECT HER FINISH—**
Pick a satin finish for smooth, matte cheeks; shimmer for a healthy glow; bronzer for a sun-kissed look.
- 3 | **APPLY IT LIKE A PRO—**
Teach her the Natural Blush Signature Technique.
- 4 | **USE YOUR TOOLS—**
Color is applied evenly and effortlessly with Blush Brush 15.
- 5 | **POWDER FIRST—**
Powder under her blush will avoid streaks and help the color last all day.

SIGNATURE TECHNIQUE

Natural Blush

Combine blush and powder to create soft definition and natural color on cheeks.



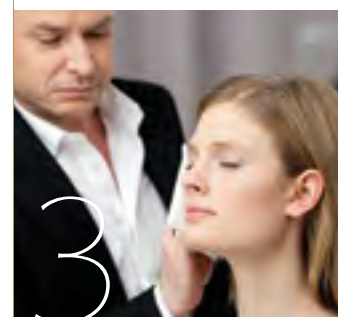
Use the iMatch™ Shade Finder and choose a warm or cool blush shade.

Using 1 side of Blush Brush 15, sweep over blush.

Turn brush over to empty side and pick up loose or pressed powder in your customer's shade.



Tap blush onto the apples of cheeks, then blend, starting at the highest part of cheek (at edge of mid ear) and sweeping down toward nose. Turn brush over and repeat with powder.



To finish, take a small folded tissue and spray lightly with water. Pat gently on cheek to remove excess powder and make cheek color bloom.

Learn more about Pure Color Blush on page 277.

Bronzer

Now that her cheeks have subtle definition from *The Estée Lauder 5-Step Face*™, wow her even more with bronzer. For fool-proof application every time, teach her the EL Bronzing Lift Signature Technique.

BEAUTY TIP!

For even more definition and glow, layer 2 Signature Techniques—EL Bronzing Lift and Natural Blush.

CHEEKS



BRONZE GODDESS

Give yourself a heavenly glow with this silky, luxurious powder bronzer. Available in 4 finishes.

GOLDEN RULES OF BRONZING

Women bronze in order to give their skin a beautiful glow that mimics how the sun falls on the face. To wear it perfectly, keep in mind the 3 golden rules of bronzing.

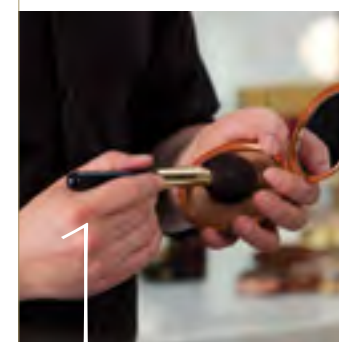
- 1 | Bronzer should never be more than 2 shades darker than her skin's natural color—we've made it easy with 4 Bronze Goddess shades to choose from that work for every skintone.
- 2 | To apply bronzer, Blush Brush 15 works best—try it now!
- 3 | Bronzer is not to be applied to the entire face. For the most natural look, use the EL Bronzing Lift Signature Technique.

To complete her golden glow, apply bronzer down the center of her neck and to the collarbones—it's the perfect finishing touch.

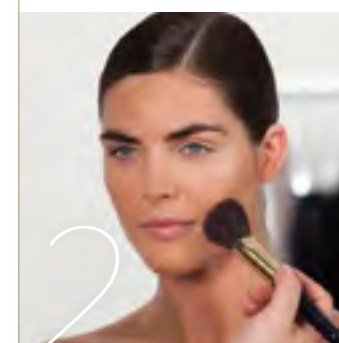
SIGNATURE TECHNIQUE

EL Bronzing Lift

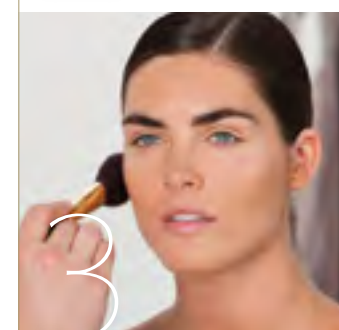
Using the Powder Brush 10, apply bronzer by creating the "Estée Lauder E" on both sides of the face.



Start on forehead.



Sweep down and around to the cheek. Sweep down and around to the chin to create the bottom of the "E"—under the jawline to give the "lift."



Repeat motions on other side. End with a soft sweep down the nose.

Get golden. Learn more about Estée Lauder bronzer on page 279.

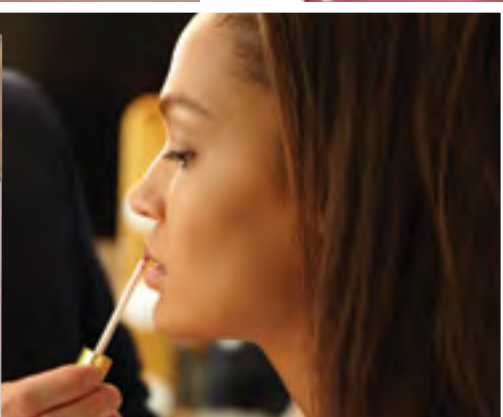
LIPS

GLOSS

Shiny, flirty and fun—nothing completes a lip look like a touch of gloss. Read on to learn about our buzz-worthy glosses.



PURE COLOR GLOSS—
A customer favorite!
Brilliant color,
long-lasting shine in
a moisturizing
formula she'll love.
TIP! Choose a bold color
if your customer wants
to make a statement.



TIP! Choose a
neutral color for
subtle definition.



LIPSTICK

Make your customer feel beautiful by helping her find her perfect lipstick. Estée Lauder lipsticks come in wide range of shades and formulas—there's a choice for every woman.



**PURE COLOR
CRYSTAL LIPSTICK**
Sheer Lipstick



**PURE COLOR
VIVID SHINE LIPSTICK**
Maximum Shine



**PURE COLOR
SENSUOUS ROUGE
LIPSTICK**
Moisturizing



**PURE COLOR
LONG LASTING
LIPSTICK**
Classic Lipstick

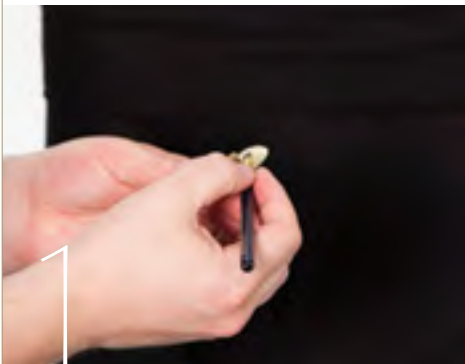


**DOUBLE WEAR
STAY-IN-PLACE
LIPSTICK**
Long Wear

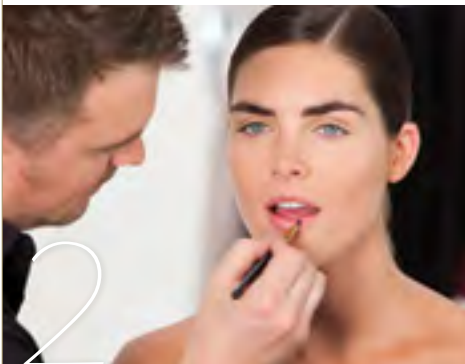
SIGNATURE TECHNIQUE

Fuller Lips

Make lips look fuller instantly. Apply like a pro using Lip Brush 35 or Concealer Brush 5.



Apply Lip Conditioner to soften
and moisturize lips.



Apply gloss in the center of the lips for
a full effect or apply all over for high shine.
Apply lipstick onto the center of the lips,
over the gloss; blend out.

Meet Anne Carullo

Senior Vice President, Corporate Product Innovation

There's more to Estée Lauder lipsticks than waxes and color!

Anne Carullo, Senior Vice President, Corporate Product Innovation, answers our questions and shares what makes Estée Lauder lipsticks so special.

“I’m always asked, ‘What’s the difference between a drug store and an Estée Lauder lipstick?’ My answer? You get what you pay for!” –ANNE CARULLO

ASK ANNE

Q | What makes Estée Lauder lipsticks special?

A | A lot of thought goes behind creating an Estée Lauder lipstick—on average it takes about 2 years! We use clean, pure waxes that project color more vividly. Also, we choose special waxes with creamy textures that melt—allowing for an effortless application that glides on lips.

Q | What are three things Beauty Advisors can share with every customer about our lipsticks?

A | Our lipsticks are long-lasting, bleed resistant and the color stays true—the color you see is the color you get, every time!

Q | What can you tell us about our lipstick packaging?

A | You’ll notice the weight of the lipstick in your hand, the turn is fluid as you twist the lipstick up for application and the lipstick bullet doesn’t shake in the packaging. Plus, they are break resistant! If you drop it, it won’t break—guaranteed.

Q | What makes Estée Lauder makeup worth it?

A | I’m always asked what’s the difference between a drug store and an Estée Lauder lipstick—my answer? You get what you pay for! We use the highest grade of ingredients. But even more important is, what we do with our ingredients is different—in terms of the processes we use to get the best results. From our equipment, to how we cut the pearls and saturate pigments for the most brilliant color—as I said, you get what you pay for!

Q | What role does Tom Pecheux play in creating our lipsticks?

A | Tom is a working makeup artist so he brings his expertise to all of the makeup products we create—a real practicality. He’s also a creative genius—always pushing the limits with the colors we offer our customers.



QUIZME!

Can you answer these question about Estée Lauder makeup? Use the images on the right as clues!

- 1 | What does Estée Lauder believe about Beautiful Skin™?

- 2 | What tool should be used with every iMatch™ Color consultation?

- 3 | Put the steps of The Estée Lauder 5-Step Face™ in order. Refer to the pictures on the right.
Step 1 ____ Step 2 ____ Step 3 ____ Step 4 ____ Step 5 ____
- 4 | What's 1 thing you can't wait to tell your customer about Tom Pecheux?

- 5 | What Signature Technique would you use to teach your customer to create a smoky eye?

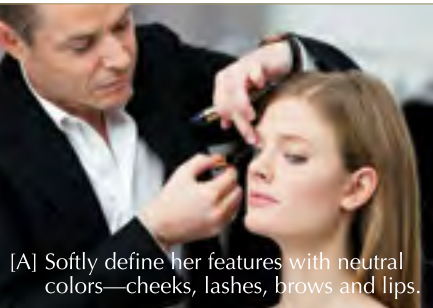
- 6 | The iMatch™ Shade Finder helps customers determine if colors are _____ or _____?

- 7 | If your customer wants long-wearing makeup, which color collection would you show her?

- 8 | What tool can you use to teach your customer how to apply makeup?

- 9 | What is the #1 reason a customer shops at the Estée Lauder counter?

- 10 | What 5-minute beauty routine can you teach every customer?



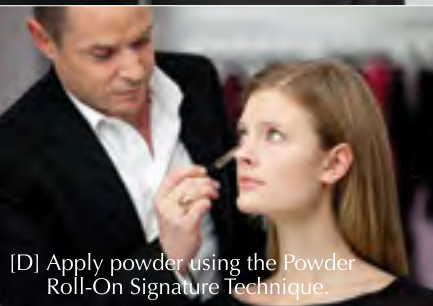
[A] Softly define her features with neutral colors—cheeks, lashes, brows and lips.



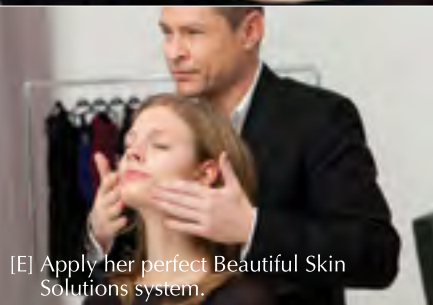
[B] Apply concealer using the Fatigue Fighter Signature Technique.



[C] Apply foundation using the Foundation Flower Signature Technique.



[D] Apply powder using the Powder Roll-On Signature Technique.



[E] Apply her perfect Beautiful Skin Solutions system.





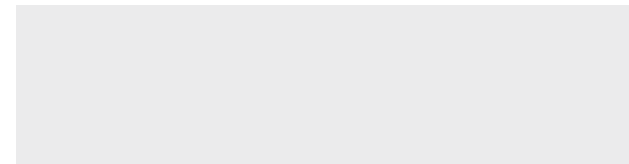
BEAUTIFULMAKEUP

You've read your Beautiful Makeup chapter—now what?
It's time to apply what you've learned in real life.



☐ Review page 156 about Tom Pecheux.

☐ What will you share with customers about Tom Pecheux?



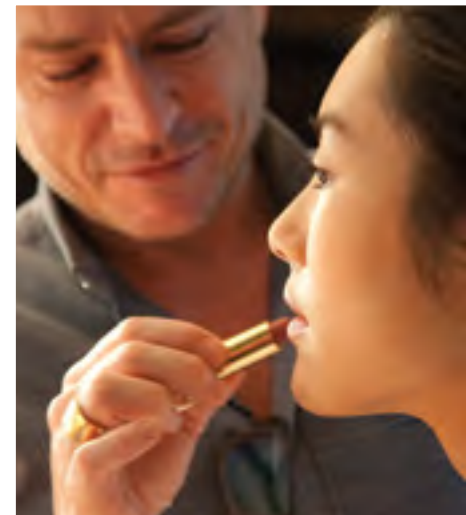
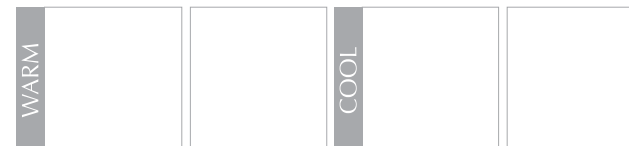
☐ Review The Estée Lauder 5-Step Face™ on page 157.

☐ Practice applying The Estée Lauder 5-Step Face™ with your Counter Manager.

☐ Review warm and cool colors on page 163.

☐ Use your iMatch™ Shade Finder to identify warm and cool colors—swatch below.

☐ Review the Estée Lauder 5-Step Eye on page 174.



LEARN

LIFE



☐ Review these Signature Techniques:

- ☐ EYES—PAGES 170–177
- ☐ CHEEKS—PAGES 180–182
- ☐ LIPS—PAGES 183–184

☐ Practice applying these Signature Techniques with your Counter Manager:

- ☐ EYES
 - ☐ Simple Smudge
 - ☐ Simple Smoky
 - ☐ Curve Control
 - ☐ Defined Lashes
 - ☐ Brows Now
- ☐ CHEEKS
 - ☐ Natural Blush
 - ☐ EL Bronzing Lift
- ☐ LIPS
 - ☐ Pinky Pivot
 - ☐ Fuller Lips

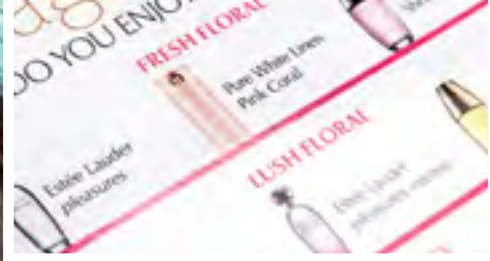
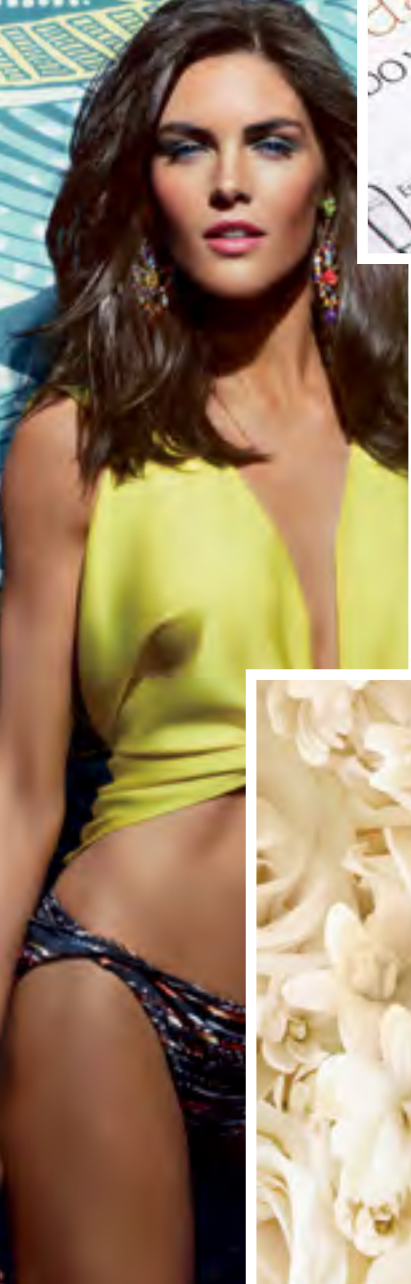




BEAUTIFULFRAGRANCE

Estée Lauder
offers women
modern fragrances
that match their
moods, lifestyles
and activities.

Women fall in love with a fragrance because they connect with the scent, the emotion the scent invokes or with the story and inspiration behind it. Help customers discover the world of Estée Lauder fragrances and find fragrances to help them feel beautiful every day. Read on to learn how you can help every woman find her perfect fragrance.



Learn how to make women feel beautiful with fragrance | P195
Use your Estée Lauder Fragrance Guide like a pro | P197
Discover our fragrance heritage | P199
Get to know Estée Lauder's bestselling fragrances | P201

The Standards in Real Life

How to make women look and feel beautiful with Estée Lauder fragrances.

HOW TO APPLY

Let her experience multiple fragrances by spraying each on a blotter card. Once you know which fragrance she likes best, apply it to her wrist so she can experience it on her skin.

Applying fragrance on skin will give her the truest impression of the scent.

Take note! Share the story of your first fragrance consultation.

SHOW OFF!

Use your Fragrance Guide to demonstrate your fragrance expertise and show off our portfolio of Estée Lauder fragrances.

START BY ASKING—
“What types of fragrances do you enjoy wearing?”
Then, use your Fragrance Guide to help her find her perfect fragrance. Learn how on page 197.

NO PRESSURE

Be mindful of your customer’s budget and show her a variety of fragrance sizes to give her the best value—never pressure her to buy!

Use the size options chart in your Fragrance Guide to show her how much she’ll save by buying the value size.

ENTICE HER

Greet her with a smile and ask her opinion on our newest fragrance. It’s a great way to introduce fragrance to your customer without the pressure to buy. If she likes it—offer to apply it to her wrist.

THE RULE OF 3!

Always show 3 fragrances during a fragrance consultation. Why? It gives her options and she’s more likely to find one she likes. Choose 2 from the fragrance type she prefers and 1 from a similar fragrance category.

TELL HER—
“Based on what you told me, here are two fragrances I think you’ll like and one that’s slightly different, just for fun!”

Your Tool Kit

Use your tools to demonstrate and help her find her perfect fragrance.

GET BUSY!

Explore your counter and find your tools—once you’ve found it, check it off your list and start practicing.

BEAUTIFULFRAGRANCE

ESTÉE LAUDER FRAGRANCE GUIDE

Use the fragrance categories to quickly find your customer’s favorite fragrance.

BLOTTER CARDS

Demonstrate fragrances on blotters first—then on skin.



HOW THE FRAGRANCE GUIDE WILL GUIDE YOU

The Fragrance Guide is your go-to tool to learn and teach your customers about Estée Lauder fragrances.

- 1 | Each Estée Lauder fragrance falls in one of six fragrance categories. Just ask, “What types of fragrances do you enjoy wearing?” and tell her about each category:

- FRESH FLORAL** | Sheer, petally floral fragrances shimmer with airy freshness.
- LUSH FLORAL** | Velvety floral fragrances with voluptuous, radiant notes that impart lingering femininity.
- FRUITY** | Sparkling fruity elements blend with tantalizing florals for a lusciously fresh effect.
- CITRUS** | Sparkling, vibrant fragrances blend citrus freshness with light floralcy.
- WARM** | Richly warm fragrances create the allure of seduction and mystery.
- WOODS** | Softly sensuous, feminine fragrances with rich, sleekly modern wood notes.

- 2 | Related fragrance categories are color coded similarly.
- 3 | Fragrances in each category are organized from right to left, lightest to fullest.

JUST ASK—
“What types of fragrances do you enjoy wearing?”
Then, tell her about each category.





ESTÉE LAUDER FRAGRANCE

Then

Mrs. Estée Lauder understood the power of scent and created fragrance history in 1953 with the introduction of her first fragrance, Youth Dew. Originally created as a luxurious bath oil that doubled as a skin perfume, Youth Dew was a sensual, new form of fragrance designed to be worn every day. This concept revolutionized the beauty industry—and Youth Dew became an overnight sensation as women embraced the concept of purchasing fragrance for themselves and wearing it every day. A celebrity favorite, Youth Dew is still considered one of the sexiest fragrances ever created.

Now

Today, Estée Lauder is still at the forefront of fragrance development—continually surprising customers with the most unexpected scents. With over 25 unique fragrances for women and 3 for men, Estée Lauder fragrances are among the bestselling women's fragrances in the world including Beautiful, Estée Lauder Sensuous Nude and Estée Lauder *pleasures*.

HOW A FRAGRANCE IS CREATED

The perfumers at Estée Lauder combine a variety of precious ingredients called fragrance notes to create complex scents with unique character. While some fragrances have similar notes, each blend is so unique that no 2 fragrances smell alike.

What are fragrance notes?

A fragrance note is a single ingredient of a fragrance essence. Understanding fragrance notes will help you develop your nose!

IN THE FIRST FEW MINUTES

You'll experience the **Top Notes** of a fragrance.

Top Notes create the first impression. They capture your attention and pique your interest in the fragrance.

AFTER SEVERAL MINUTES

You'll experience the **Middle Notes** of a fragrance.

Middle Notes create the core of the fragrance—giving it body as it unfolds on the skin.

AFTER SEVERAL HOURS

You'll experience the **Base Notes** of a fragrance.

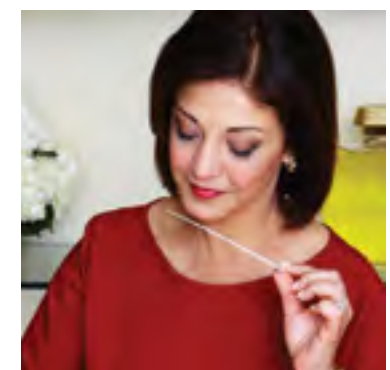
Base Notes leave the lasting impression—known as the dry down—the essences that remains for a long-lasting presence.

MEET THE EXTRAORDINARY WOMEN BEHIND OUR FRAGRANCES



AERIN LAUDER
STYLE AND IMAGE DIRECTOR

Mrs. Estée Lauder's granddaughter, Aerin Lauder, has also put her special signature on many fragrances. With the same impeccable standards as Estée and Evelyn and a style all her own, her luxurious Private Collection fragrances have found a large, loyal following all over the world.



KARYN KHOURY
SENIOR VICE PRESIDENT,
CORPORATE FRAGRANCE DEVELOPMENT
WORLDWIDE

Crafting a truly original new fragrance is an art and a science. Karyn Khoury and her talented team bring each new fragrance to life, transforming the world's finest ingredients into scents of extraordinary beauty and style.

Our 10 Best Fragrance Tips

Demonstrate Estée Lauder fragrances with these Beauty Advisor tested fragrance tips.

BEAUTY TIP!

Start exploring and find your favorite Estée Lauder fragrance. Be prepared to share with customers what you're wearing.

BEAUTIFULFRAGRANCE

1



GET HER OPINION!

Always wear Estée Lauder fragrances—it's the easiest way to introduce fragrance to your customer. Ask her for her opinion—“I'd love to get your opinion on our newest fragrance.”

2



SHE DOESN'T WEAR FRAGRANCE...

First, find out why! If she still doesn't want a fragrance spray, show her a softer form of fragrance like body lotion or shower gel.

3



HELP HER FIND A FRAGRANCE FOR EVERY OCCASION

Like clothes, a woman should have a wardrobe of fragrances. Help her find the perfect scents for her daytime jeans and nighttime party dress.

4



OFFER HER VALUE

Tell her how to make her fragrance last by using scented body wash or body lotion in the same scent. Moist skin holds onto fragrance longer and builds a subtle intensity.

5



PROTECT YOUR PERFUME

Advise customers to keep their fragrance out of the bathroom—the heat and humidity can alter the notes.

INSIDER TIP
Store it in the fridge.

6



CHEMICAL ATTRACTION

Once you've helped your customer find a fragrance she loves, dab a bit on 1 or 2 places—we recommend her wrist and elbow. Offer her a touch up as it mixes with her body chemistry.

7



SHARE YOUR SECRET

Tell customers what Estée Lauder fragrance you're wearing.

WHY?
There's nothing better than a personal recommendation from a beauty expert.

8



OUR BESTSELLERS

Everyone loves to know what's popular—start by showing her Beautiful, Estée Lauder *pleasures* and Estée Lauder Sensuous Nude.

9



JUST A WHIFF

Spray 2 or 3 spritzes of fragrance on your neck or through your hair for a light scent that gently wafts as your hair moves.

10



DON'T FORGET

Use your Fragrance Guide. Using your tools instantly makes you look like an expert.

BESTSELLER

Beautiful

THE STORY

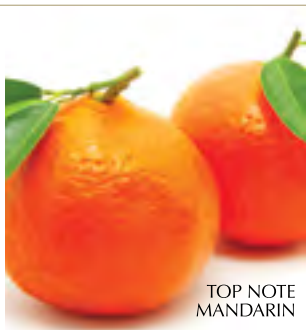
To create Beautiful, Mrs. Estée Lauder began a process of development and trial and error that took many years. After 4 years, an intricate fragrance that's like a bouquet of over 1,000 flowers was created. Beautiful has one of the longest and most complex formulas and is considered one of the finest fragrances ever created.

BEAUTIFULFRAGRANCE

“I want a fragrance that will make a woman feel like everyone in the room turns to admire her as she enters.”
—MRS. ESTÉE LAUDER



TOP NOTE
ROSE



TOP NOTE
MANDARIN



TOP NOTE
LILY



TOP NOTE
TUBEROSE



TOP NOTE
MARIGOLD



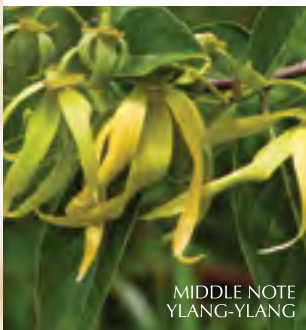
MIDDLE NOTE
ORANGE FLOWER



MIDDLE NOTE
MUGUET



MIDDLE NOTE
JASMINE



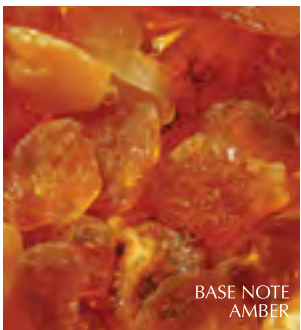
MIDDLE NOTE
YLANG-YLANG



BASE NOTE
SANDALWOOD



BASE NOTE
VETIVER



BASE NOTE
AMBER



BEAUTIFUL



BEAUTIFUL LOVE



BEAUTIFUL SHEER

INSPIRATION

Romantic and timeless, Beautiful celebrates femininity and the most precious moments in life. Beautiful is represented by a bride to symbolize the place it holds in the hearts of women everywhere.

THE COLLECTION

Eau de Parfum Spray, Eau de Toilette Spray, Perfumed Body Lotion (Tube or Jar), Perfumed Body Powder (Puff or Shaker), Perfumed Body Creme, Bath and Shower Gelée

BESTSELLER

Estée Lauder *pleasures*

THE STORY

Estée Lauder *pleasures* set the trend for uplifting, airy fragrances and introduced the Sheer Floral fragrance type. Developed by Evelyn H. Lauder, this sheer, petally fragrance shimmers with airy freshness.

BEAUTIFULFRAGRANCE

“For the first time, there’s a fragrance that unfolds like a flower, in the warmth of the sun, surrendering its scent little by little.” –EVELYN H. LAUDER

TOP NOTE
WHITE LILY

TOP NOTE
VIOLET LEAVES

TOP NOTE
GREEN ACCENTS

MIDDLE NOTE
BLACK LILAC

MIDDLE NOTE
WHITE PEONY

MIDDLE NOTE
KARO-KAROUNDE BLOSSOMS

MIDDLE NOTE
BAIE ROSE

MIDDLE NOTE
PINK ROSE

MIDDLE NOTE
JASMINE

BASE NOTE
SANDALWOOD

BASE NOTE
PATCHOULI



pleasures



pleasures Eau Fraîche



pleasures intense



pleasures bloom

INSPIRATION

This fragrance captures the clarity of flowers just after a spring rain—surrounding the woman who wears it with a very modern shimmer.

THE COLLECTION

Eau de Parfum Spray, Eau Fraîche Spray, Body Lotion, Body Creme, Body Powder, Bath and Shower Gel

BESTSELLER

Estée Lauder Sensuous Nude

THE STORY

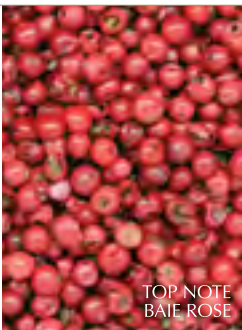
A fragrance so personal and warm, it seems to become one with your own skin. Discover a new dimension of your sensuality with this extraordinary fragrance.

BEAUTIFULFRAGRANCE

“Women at every age can be sensuous.” —AERIN LAUDER



TOP NOTE
SICILIAN BERGAMOT



TOP NOTE
BAIE ROSE



TOP NOTE
MANDARIN



TOP NOTE
BLACK PEPPER



MIDDLE NOTE
JASMINE PETALS



MIDDLE NOTE
MUGUET



MIDDLE NOTE
COCONUT WATER



MIDDLE NOTE
HONEY



MIDDLE NOTE
MUSK



BASE NOTE
MELTED WOODS
NATUREPRINT



BASE NOTE
SANDALWOOD



BASE NOTE
AMBER



BASE NOTE
MUSK



BASE NOTE
HELIOTROPE



BASE NOTE
VANILLA



SENSUOUS NUDE



SENSUOUS



SENSUOUS NOIR

INSPIRATION

The intimacy of touch—one of life’s most exquisitely sensorial experiences—and smooth, bare skin is the inspiration for Estée Lauder Sensuous Nude.

THE COLLECTION

Eau de Parfum Spray, Eau de Toilette Spray, Body Cleansing Creme, Body Veil

QUIZME!

Take this quiz to find out what you've learned about Estée Lauder fragrance. Need a hint? Look at the images on the right.

- 1 | What question will you ask your customer to determine which types of fragrances she prefers?
- 2 | What are the ingredients in a fragrance called?
- 3 | How many fragrances will you show every fragrance customer?
- 4 | What is the name of Mrs. Estée Lauder's first ground-breaking fragrance?
- 5 | The unfolding of the ingredients in a fragrance as you experience it creates a unique impression that is described as _____, _____ and _____ notes.
- 6 | What tool will you use with every customer to find her favorite Estée Lauder fragrance?
- 7 | What is 1 fragrance value tip you can share with your customers to help fragrance last longer?
- 8 | What are Estée Lauder's 3 bestselling fragrances?
- 9 | Name 3 notes in Estée Lauder *pleasures*.
Top _____ Middle _____ Base _____
- 10 | Beautiful is in which Estée Lauder fragrance category?



BEAUTIFULFRAGRANCE

You've read your Beautiful Fragrance chapter—now what?
It's time to apply what you've learned in real life.

- ☐ Review how to use your Fragrance Guide on page 197.
- ☐ Practice using your Fragrance Guide with your Counter Manager.
- ☐ Review Estée Lauder fragrance on page 199.
- ☐ What will you share with customers about Estée Lauder fragrances?
- ☐ Review Our 10 Best Fragrance Tips on page 201.
- ☐ Write a fragrance tip you will share with your customers.
- ☐ Review our fragrances on pages 203–208.
- ☐ Practice demonstrating our fragrance bestsellers using your Fragrance Guide with your Counter Manager.



LEARN

LIFE

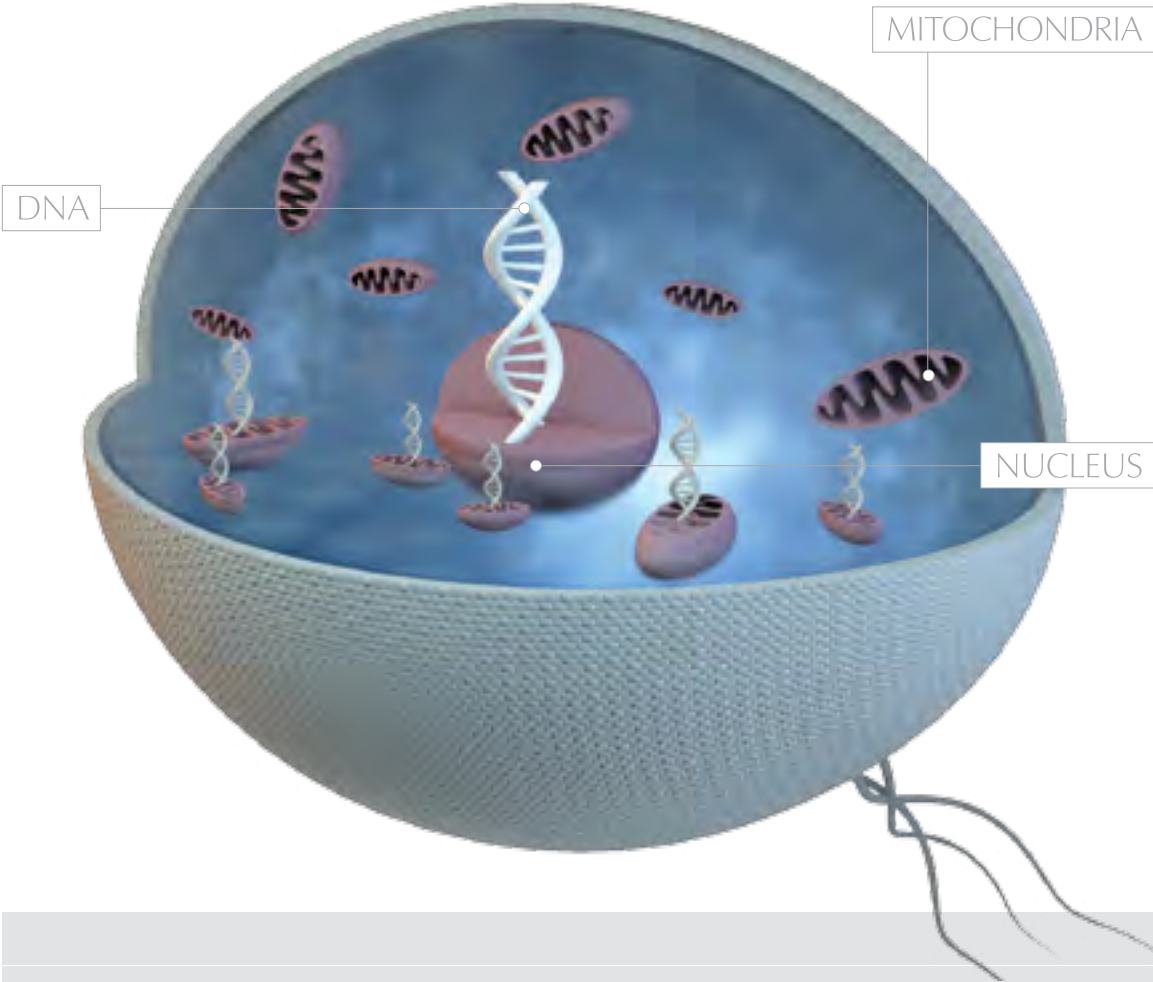
- ☐ Review your Fragrance Guide and write down the name of a fragrance you'd like to try from each category—
Fresh Floral _____
Lush Floral _____
Fruity _____
Citrus _____
Warm _____
Woods _____
- ☐ Try each of the fragrances you listed on the right. Which is your favorite? How would you describe the scent?



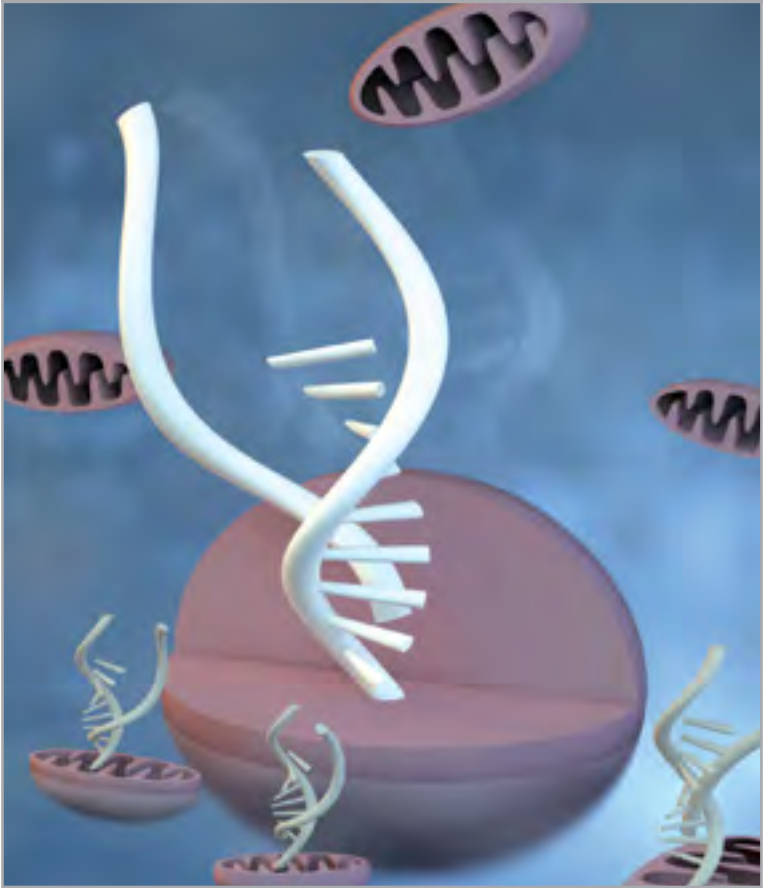
Congratulations!
You're ready
to attend your
Beautiful Start
Learning Lab.

Ask your Counter Manager when you're scheduled to attend. In the meantime, be sure to complete all the Quiz Me and Learn/Life pages so you are prepared for your Learning Lab. Then, continue to practice what you've learned and be ready to share how you've made women look and feel beautiful with Estée Lauder skincare, makeup and fragrance.

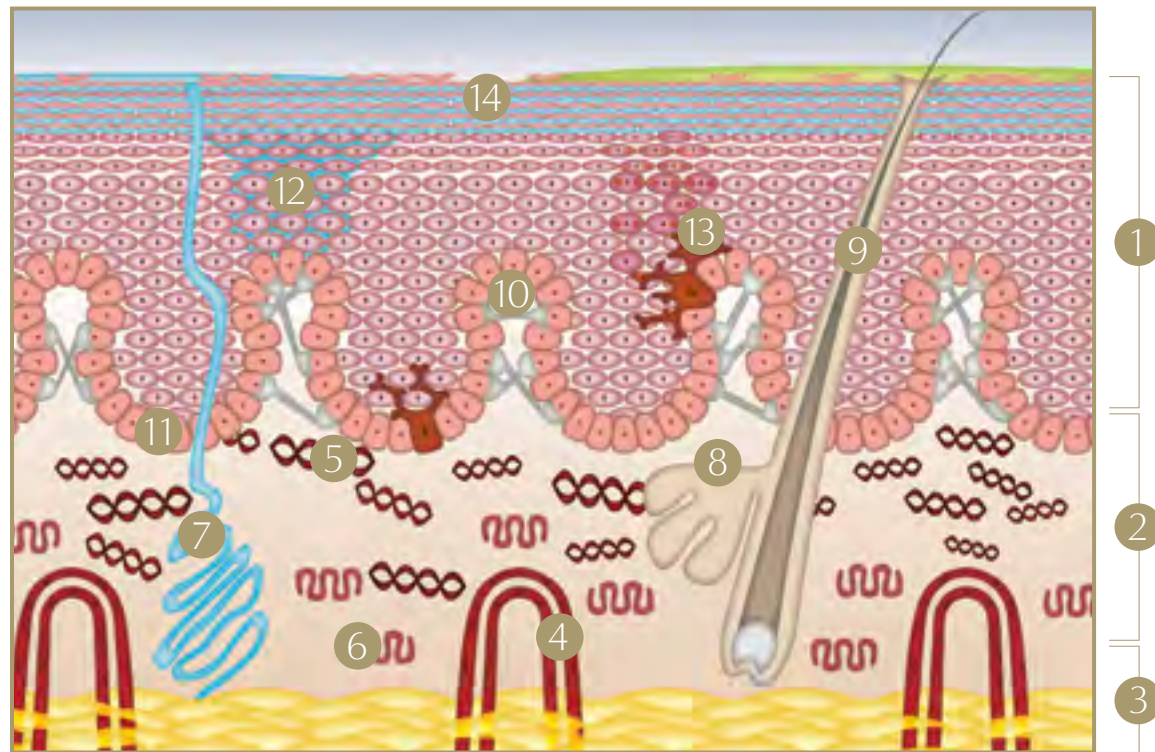
HEALTHY SKIN CELL



DAMAGED DNA



How Skin Works—Healthy Skin



1

EPIDERMIS

The protective, outermost layer of skin.

2

DERMIS

The “living layer” of the skin where all key functions take place. This middle layer is made up of blood vessels, oil and sweat glands, hair follicles and the skin’s support structure—collagen and elastin.

3

SUBCUTANEOUS LAYER

The deepest layer, consisting of fat cells to cushion and insulate skin and blood vessels.

4

BLOOD VESSEL

Part of the circulatory system that functions to transport blood throughout the body. Provides skin with vital nutrients and oxygen.

5

COLLAGEN

A fibrous protein that, along with elastin, makes up skin's natural support structure. When collagen levels decrease, wrinkles and skin sagging occurs.

6

ELASTIN

Elastic-like fibers that make skin firm and bounce back from stretching and pulling.

7

SWEAT GLAND

The skin's natural cooling system. When overheated, the body perspires as needed through the sweat glands.

8

SEBACEOUS GLAND

A gland in the dermis that secretes an oily substance called sebum.

9

HAIR FOLLICLE

A tube-like opening in the epidermis where the hair shaft resides.

10

LAMININS

Proteins that support the epidermis—much like suspension cables support a bridge. A breakdown in the production of laminins causes the epidermis to sag and form wrinkles.

11

BASAL CELL LAYER

Bottom of epidermis,
where new skin cells and
melanin are produced.

12

LIPID

Natural fatty substance found in skin. Lipids help skin maintain a protective moisture barrier and are essential to skin health. A decrease in lipids results in dryness and potential irritation.

13

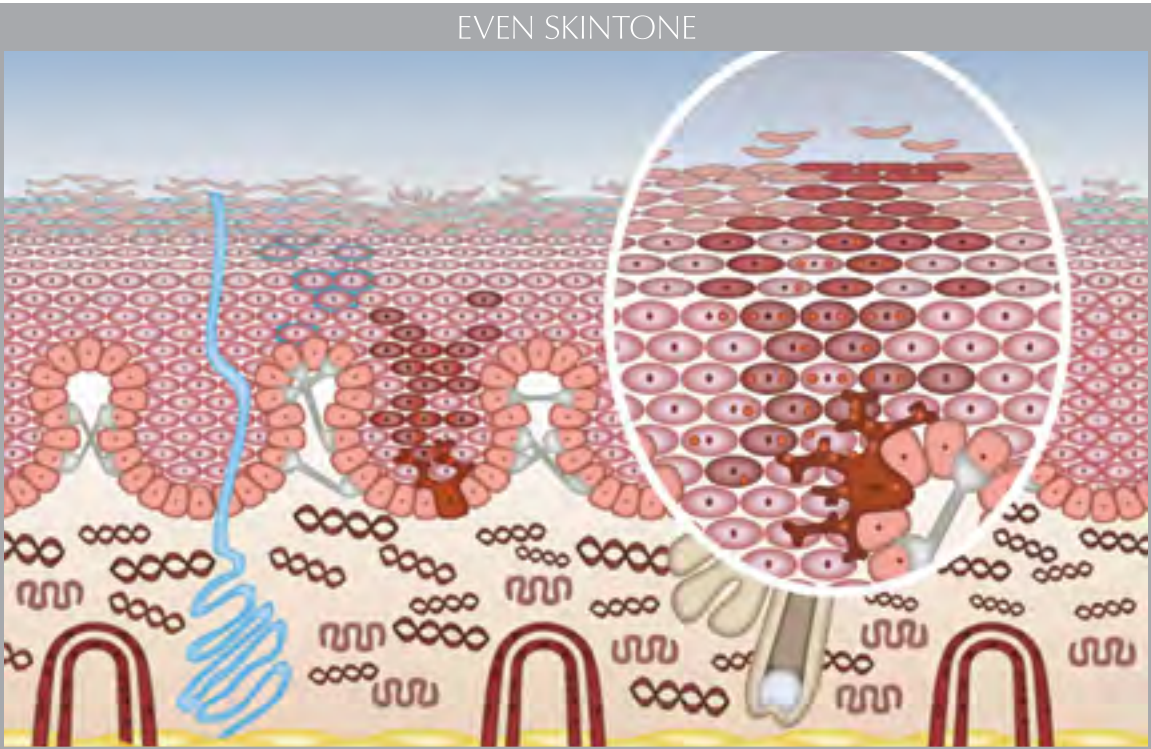
MELANOCYTE

A cell in the basal layer of the epidermis that produces and contains the pigment melanin, which protects the skin from the sun and provides color to skin.

14

MOISTURE BARRIER

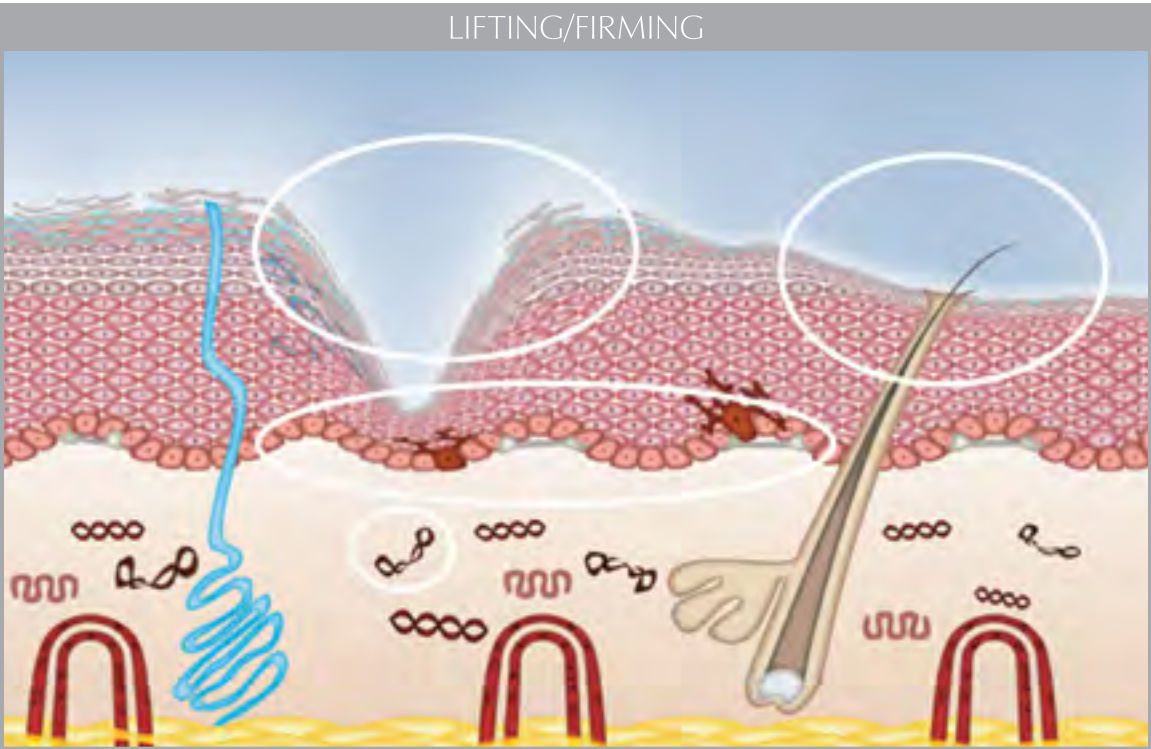
Protective barrier in epidermis made up of lipids to help keep environmental irritants out and vital moisture in.



A series of horizontal lines for notes, consisting of 10 light gray lines on a white background.



A series of horizontal lines for notes, consisting of 10 light gray lines on a white background.



Lined area for notes.

Lined area for notes.

I HELP EVERY WOMAN

LOOK AND FEEL

BY PROVIDING

HER MOST BEAUTIFUL

A PERSONALIZED

EXPERIENCE AND

THE BEST PRODUCTS

RECOMMENDING

FOR HER...

NAME AND CONTACT INFO	NAME AND CONTACT INFO	NAME AND CONTACT INFO
NAME AND CONTACT INFO	NAME AND CONTACT INFO	NAME AND CONTACT INFO

NAME AND CONTACT INFO	NAME AND CONTACT INFO	NAME AND CONTACT INFO
NAME AND CONTACT INFO	NAME AND CONTACT INFO	NAME AND CONTACT INFO



REFERENCE

REPAIR SERUMS		
Advanced Night Repair		
Synchronized Recovery Complex	235	
Idealist Even Skintone Illuminator	237	
Idealist Pore Minimizing Skin Refinisher	238	
Perfectionist [CP+R] Wrinkle Lifting/Firming Serum	239	
MOISTURIZERS		
Hydrationist Maximum Moisture Creme	241	
DayWear Advanced Multi-Protection		
Anti-Oxidant Creme SPF 15	242	
Advanced Time Zone Age Reversing		
Line/Wrinkle Creme	243	
Resilience Lift Firming/Sculpting Face		
and Neck Creme/Lotion SPF 15	245	
DAYWEAR B-B ANTI-OXIDANT		
BEAUTY BENEFIT CREME SPF 35	247	
DAYWEAR ADVANCED		
MULTI-PROTECTION ANTI-OXIDANT		
& UV DEFENSE SPF 50	248	
SKINCARE COLLECTIONS		
Vérité	249	
CyberWhite	251	
Nutritious	255	
RE-NUTRIV		
Replenishing Comfort Collection	259	
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Repair Serum

ADVANCED NIGHT REPAIR
SYNCHRONIZED RECOVERY COMPLEX

WHY THERE'S ONLY 1

THE 1 SERUM beautiful skin shouldn't live without.

THE 1 SERUM with 30 years of innovation and more than 20 patents worldwide.

THE 1 SERUM proven to make you look better by your next birthday—guaranteed.

Proven to dramatically reduce the look of lines, wrinkles, uneven skintone and dehydration.

BENEFITS

1. Repair—helps skin repair itself at exactly the right time and helps continuously repair the appearance of past damage caused by every major environmental assault.*
2. Prevention—helps prevent future damage from occurring.
3. Hydration—locks in moisture, creating the optimal environment for skin's natural repair.

INNOVATION CLOSE UP

1. Synchronized and Enhanced Environmental Repair—Exclusive Chronolux™ and AGT Repair Technologies support the natural synchronization of skin's repair processes.
2. Powerful anti-oxidants help skin neutralize up to 90%** of environmentally-generated free radicals before they can damage skin and its DNA.
3. Delivers high levels of Hyaluronic Acid—nature's moisture magnet—to attract and bind moisture to the skin.

*When used every night.

**In vitro testing.



The Science of Advanced Night Repair

YOU WERE BORN WITH BEAUTIFUL SKIN. IT'S IN YOUR DNA.

Your skin is your body's largest organ. It is a vast and precious resource made up of billions of cells. In fact, there are more than 200,000,000 epidermal skin cells on your face alone. Within each cell is your DNA—the genetic code that controls the cell's function.

ENVIRONMENTAL ASSAULTS EQUAL DNA DAMAGE.

All day, your skin is assaulted by stresses from the environment, including air pollution and the sun's aging rays which cause damage to skin cells and their DNA.

THE RESULT?

Premature skin aging.

CAN YOUR SKIN REPAIR DAMAGE?

Even though skin has the natural ability to repair itself, today's multiple assaults—including pollution which our skin has not yet adapted to—can overwhelm our natural repair process. To make matters worse, skin's natural ability to repair damage decreases as we age.

ESTÉE LAUDER CREATED ADVANCED NIGHT REPAIR TO HELP SKIN REPAIR DAMAGE.

Uniquely formulated to work in a way no other treatment can, this patented complex is advanced with our exclusive Chronolux™ Technology. So innovative, so effective, this remarkable recovery complex actually supports the natural synchronization of skin's repair and protection processes.

ITS MISSION?

Repair the appearance of past damage and address the visible damaging effects of environmental assaults such as UV light, smoke and pollution.

DOES IT WORK?

Yes—it's proven.

In an unprecedented year-long study, women continued to experience a dramatic reduction in major signs of visible aging, day after day, month after month.*

68% showed improvement in lines and wrinkles*

76% showed improvement in skin clarity*

75% showed improvement in skin tone*

So powerful, so effective, it's the product millions of women won't go a day without!

*Improvement of women using Advanced Night Repair compared to control panel of women, in a 12 month clinical test.

Learn the Advanced Night Repair demonstrations on page 85.

Repair Serum

IDEALIST
EVEN SKINTONE ILLUMINATOR

WHY THERE'S ONLY 1

Our first fast-acting serum to address the look of every key sign of discoloration for translucent, flawless looking skin. Proven results in just 2 weeks! Instantly, skin is illuminated, the look of blotchiness is reduced.

BENEFITS

1. Instantly radiant, the look of redness is reduced.
2. Dramatically reduces the look of every major sign of uneven skintone—including dark spots, sun spots, and traces of acne.
3. Proven results in just 2 weeks. In clinical testing, 62% of women showed significantly more even-toned skin. All ethnicities.

INNOVATION CLOSE UP

1. Triple-Optic Technology—Soft Optics blur imperfections, Color Correcting Optics help neutralize discolorations and Brightening Optics instantly reveal a more radiant look.
2. Triple-Action Complex—Exclusive CorrectTone Technology features a triple blend of anti-discoloration ingredients, anti-irritants and anti-oxidants to dramatically reduce the look of every major sign of uneven skintone and help prevent their reappearance.
3. Triple Guarantee—Proven gentle. Proven effective. Proven for all skintones. Formula is oil-free.



Repair Serum

IDEALIST
PORE MINIMIZING SKIN REFINISHER

WHY THERE'S ONLY 1

Estée Lauder's revolutionary skin refinisher for rough, flaky skin penetrates deep within surface layers to deliver our most dramatic skin resurfacing benefits. Instantly pores appear 1/3 smaller.

BENEFITS

1. Delivers our most dramatic skin resurfacing benefits.
2. Banishes and helps prevent flakiness, roughness and dullness.
3. Instantly pores appear 1/3 smaller.

INNOVATION CLOSE UP

1. Unique smoothing polymer evens out skin's surface imperfections.
2. This non-acid formula features glucosamine and Chestnut Seed Extract reactivate skin's natural shedding process so dead cells don't cling to skin's surface.
3. Reduces the look of pores in 3 key ways—
 - Advanced Optical Technology instantly reduces the look of pores.
 - Chestnut Seed Extract helps dissolve surface debris to help stop pore enlargement at its source.
 - NDGA, a potent anti-oxidant, helps reduce debris deep within pores—significantly shrinking the look of enlarged pores.

PERFECTIONIST [CP+R]
WRINKLE LIFTING/FIRMING SERUM

Our #1 Lines and Wrinkle Serum—now supercharged to Correct, Prevent and Repair the look of lines and wrinkles with exceptional speed! With CPR-75 Technology, proven to double skin's own natural collagen production in just 1 week!*

1. Instantly—lines and wrinkles look plumped and smoothed.
2. In just one week—skin doubles its own natural collagen production*.
3. In just 4 weeks—96% of women showed a significant reduction in the look of lines and wrinkles!**

1. All the proven technologies of previous formula:
Flexible Elastomer Technology works as a virtual “liquid bandage” to instantly fill in and immobilize the look of wrinkles. Light Diffusion Optics blur the look of lines and wrinkles. Exclusive Wrinkle Lift Restructuring Peptides™—a unique peptide blend helps skin stimulate new collagen and elastin production.
2. Plus new—Breakthrough CPR-75 Technology, an advanced amino acid and protein complex, supercharges the look of skin with a surge of energy and helps skin double its own natural collagen production in just 1 week.* What that means? Collagen is boosted by over 250% in 1 week!*
3. Together these powerful technologies: Strengthen skin’s natural support structure giving skin a firmer more defined look with fewer visible lines.

**In 4 week clinical testing.

Moisturizer

HYDRATIONIST
MAXIMUM MOISTURE CREME

WHY THERE'S ONLY 1

Keeps skin super-hydrated all day long and helps strengthen its resistance to signs of premature aging. Testing proved 100% of women who used Hydrationist experienced a dramatic moisture boost, instantly and throughout the day.*

BENEFITS

1. Instantly feel a rush of intense moisture that lasts 24 hours.
2. Helps strengthen skin's moisture barrier so skin feels hydrated all day, every day.
3. Helps skin resist signs of premature aging.

INNOVATION CLOSE UP

1. Exclusive Bio-Mimetic Water—easily absorbs within skin's surface to instantly replenish thirsty skin with immediate hydration.
2. Over time, Sustainable Moisture Complex™ with Revival Plant Extract helps strengthen skin's moisture barrier.*
3. Sustainable Moisture Complex™ encourages skin's natural "barrier building" abilities so it holds onto more moisture and fights the signs of aging more effectively.

ALSO AVAILABLE

- Lotion for normal/combination skin
- Creme for dry skin
- Creme for normal/combination skin



ALSO AVAILABLE

- Oil-Free Creme SPF 25 for all skintypes
- Lotion for oily skin, or all skintypes in hotter, more humid climates
- Creme for dry skin

Moisturizer

DAYWEAR
ADVANCED MULTI-PROTECTION
ANTI-OXIDANT CREME SPF 15

WHY THERE'S ONLY 1

DayWear helps prevent and visibly diminish the first signs of aging—with our exclusive anti-oxidant complex. It's the most effective anti-oxidant power ever.*

BENEFITS

1. Protects—helps safeguard skin with advanced broad-spectrum sunscreen.
2. Prevents—helps prevent the appearance of future signs of aging.
3. Diminishes the first signs of aging—helps minimize dullness and fine, dry lines as it delivers refreshing hydration.

INNOVATION CLOSE UP

1. Super Anti-Oxidant Complex—with Vitamins C and E, and Eukarion—provides comprehensive protection against every key type of free radical damage. This breakthrough technology allows anti-oxidants to be recycled for all-day protection.
2. Broad-spectrum sunscreen system helps protect against the full spectrum of damaging UVB and UVA rays.
3. Advanced Technologies create the optimal environment for skin to function optimally and to minimize the first signs of premature aging.



*Clinical testing.

*In vitro testing, comparing the proprietary Super Anti-Oxidant Complex with widely used anti-oxidants such as Alpha-lipoic Acid, Kinetin, Vitamin C, Vitamin E, Coenzyme Q10 and Idebenone.

Moisturizer

ADVANCED TIME ZONE
AGE REVERSING LINE/WRINKLE CREME
HYDRATING GEL OIL-FREE

WHY THERE’S ONLY 1

Proven to make you look younger in just 5 days. “Rewinds” the visible signs of aging and dramatically reduces the look of lines and wrinkles.

- BENEFITS
- 1. Helps “rewind” the look of aging—fast.
 - 2. Reduces the look of lines and wrinkles.
 - 3. Restores skin’s natural, youthful radiance.

- INNOVATION CLOSE UP
- 1. Tri-HA Cell Signaling Complex™—helps to dramatically reduce the look of lines and wrinkles in 3 key ways—
 - Promotes skin cells’ optimum communication to help skin function optimally.
 - Our revolutionary Tri-HA Cell Signaling Complex™ helps skin boost its natural production of line-plumping hyaluronic acid by 182% in just 3 days.*
 - Unique blend of 3 Hyaluronic Acid technologies help replenish, rebuild and sustain moisture over time.
 - 2. Wrinkle Plumping Technology—potent moisture-infusing technology helps replump and revolumize skin from the inside out.
 - 3. Repair Optimizing Technology (Sirtuin EX1)—allows cells to “slow down” which enhances their potential for restoration and repair.

BEAUTY TIP!

Invite customers to experience the soothing Night scent with notes of Lilac and Freesia—specifically chosen for its calming properties.

- ADVANCED TIME ZONE
AGE REVERSING LINE/WRINKLE
HYDRATING GEL OIL-FREE
- An oil-free, oil-control refreshing gel lotion—perfect for customers who prefer a lightweight texture, especially in warmer, more humid climates.
 - With a beautiful lavender color, this elegant texture looks as beautiful as it feels!

- ADVANCED TIME ZONE NIGHT
AGE REVERSING LINE/WRINKLE CREME
- DELIVERS ALL THE BENEFITS OF THE DAY CREME, PLUS—
- Special Biomimetic Barrier Lipids mimic skin’s natural lipid content to help protect against moisture loss.
 - Overnight and over time, skin wakes up to a more lineless, radiant, hydrated look.



*In vitro testing.

Moisturizer

RESILIENCE LIFT
FIRMING/SCULPTING FACE AND NECK
CREME/LOTION SPF 15

WHY THERE'S ONLY 1

Our #1 bestselling moisturizer, with our most advanced lifting technologies. With our exclusive light-activated technologies, you'll see skin that looks dramatically more lifted, sculpted, firmer and radiant.

BENEFITS

1. Get a multi-faceted, 24-hour lift.
2. Instantly, skin is infused with rich, lasting moisture.
3. Helps skin look visibly firmer, more sculpted and defined.*

INNOVATION CLOSE UP

PHOTO-ACTIVATED LIFT COMPLEX—

1. Sirtuin 3D Technology helps skin boost its natural production of energy resulting in a more lifted, translucent look.
2. Photo Transforming Radiance Mineral provides light transforming luminosity.
3. Photo-Activated Restorative Enzyme helps prevent collagen breakdown while the Photo Reversing Plant Extract helps skin boost its natural production of collagen for visibly firmer looking skin.

TAKE NOTE!

When using Perfectionist [CP+R] and Resilience Lift Creme—After only 1 week, 88% of women agreed the look of lines and wrinkles were softened and their skin looked even more beautiful!*

*Consumer testing.

ALSO AVAILABLE

Creme for dry skin.

TAKE NOTE!

When using Advanced Night Repair and Resilience Lift Night Creme—After 4 weeks, 80% of women thought their skin looked healthier and more youthful!

*Consumer testing.

BEAUTYTIP!

Invite customers to experience the soothing, calming scent.

*Use with Resilience Lift Night for a 24-hour lift.

Moisturizer

RESILIENCE LIFT NIGHT
FIRMING/SCULPTING
FACE AND NECK CREME

WHY THERE'S ONLY 1

Our #1 bestselling nighttime moisturizer, with our most powerful lifting technologies. Advanced technologies developed specifically for night give skin powerful support for the most intensive overnight lift.

BENEFITS

1. Skin gets its most intensive nighttime lift.
2. Overtime, skin looks younger, firmer and more lifted.*
3. Intense nighttime hydration leaves skin fresh and radiant in the morning.

INNOVATION CLOSE UP

NOCTURNAL LIFT COMPLEX—

1. Exclusive Sirtuin NL1 Technology allows skin cells to slow down, giving skin the critical time needed to recover from the visibly damage of the day.
2. K3 Vitamin C, a unique form of Vitamin C, helps skin boost its natural production of critical proteins to help build skin's support structure while you sleep.
3. An intensive moisture complex helps counteract nighttime dehydration while the calming nighttime scent helps to promote relaxation.

*Use with Resilience Lift Day for a 24-hour lift.

B·B Creme

DAYWEAR
ANTI-OXIDANT BEAUTY BENEFIT CREME SPF 35

WHY THERE'S ONLY 1

Inspired by Asia's hottest skincare trend, this B·B Creme is the ultimate multi-tasker. More than a tinted moisturizer, it instantly hydrates and helps to protect and perfect the look of skin—in 1 easy step!

BENEFITS

1. Perfects—Sheer coverage perfects the look of skin—instantly.
2. Protects—Unique formula provides advanced protection against premature signs of aging.
3. Balances Moisture—Oil-free formula provides the perfect balance of lightweight moisture and oil-control.

INNOVATION CLOSE UP

1. Brightening Optics and Pigments—Instantly minimizes the appearance of skin's imperfections and creates an even-toned complexion. Light reflective pearls give skin a radiant glow.
2. Super Anti-Oxidant Complex—Provides our most powerful anti-oxidant protection against every key type of free-radical damage. Provides continuous all-day protection by recycling anti-oxidants to extend their life span.
3. Skin Balancing Hydrators—Provides deep long lasting hydration and helps keep skin in balance by minimizing excess oil.

HOW TO USE

Apply as last step in your skincare regimen. Wear alone or under foundation.
Try it in 2 shades—
Shade 1: a neutral shade to match skintones in iMatch™ intensity 1–2.
Shade 2: a neutral shade to match skintones in iMatch™ intensity 3–4.



DayWear

ADVANCED MULTI-PROTECTION
ANTI-OXIDANT & UV DEFENSE SPF 50

WHY THERE'S ONLY 1

Our most comprehensive UV Base, with powerful anti-oxidants and advanced SPF 50 sunscreen. Offers advanced anti-oxidant protection with our Super Anti-Oxidant Complex. Can be worn alone, over moisturizer, or under foundation.

BENEFITS

1. Advanced anti-oxidant protection. The most effective anti-oxidant power ever.* All-day protection against every major type of free radical.
2. Broad-spectrum UV protection. Advanced SPF 50 sunscreen—our highest SPF in the DayWear collection.
3. Helps skin resist first signs of aging. Comprehensive prevention and protection against premature aging.

INNOVATION CLOSE UP

1. Super Anti-Oxidant Complex: Provides the most powerful protection against every key type of free radical damage. This breakthrough technology allows anti-oxidants to be recycled for all-day protection.
2. Our most advanced broad-spectrum sunscreen system helps protect against both damaging UVB and UVA rays. Specially formulated to withstand exposure to the sun for optimal protection.
3. UV/SPF and anti-oxidant protection helps prevent signs of aging.

*In vitro testing, comparing the proprietary Super Anti-Oxidant Complex with widely used anti-oxidants such as Alpha-lipoic Acid, Kinetin, Vitamin C, Vitamin E, Coenzyme Q10 and Idebenone.

Vérité

WHY THERE'S ONLY 1

Peace for sensitive skin. Fragrance-free. Vérité helps restore skin's natural protection system, so it doesn't seem sensitive after all. Natural anti-irritant complex helps reduce appearance of redness by up to 80%. Skin's elasticity and firmness are noticeably improved, and lines and wrinkles appear reduced. Extensively safety-tested on sensitive skin. Free of emulsifiers, alcohol, fragrance, dyes, colorants and all common allergens.



CLEANSE VÉRITÉ LIGHTLOTION CLEANSER

Light, milky formula comfortably and thoroughly cleanses skin. Gently sweeps away makeup and impurities; won't strip away vital lipids, dry skin or cause irritation.

HOW TO USE
Apply to face every AM and PM. Follow with Calming Fluid.

REPAIR VÉRITÉ CALMING FLUID

The star of the Vérité system, this remarkable, restorative fluid helps sensitive skin feel totally at peace. Features exclusive TriLipid Complex to help repair skin's moisture barrier. Also improves skin's elasticity and firmness and helps repair the look of fine lines and wrinkles.

HOW TO USE
Apply to face every AM and PM after cleansing. Follow with Moisture Relief Creme.

MOISTURIZE VÉRITÉ MOISTURE RELIEF CREME

Intensely moisturizing creme helps revive skin's smoothness and suppleness. Special anti-irritants help reduce the look of visible redness associated with sensitive skin.

HOW TO USE
Apply to face every AM and PM after using Cleanser and Calming Fluid.

EYE CARE VÉRITÉ SPECIAL EYECARE

Ultra-gentle gel-creme formula contains soothing Oat Extract, Green Tea and Marine Extracts to instantly comfort and hydrate the eye area. Includes anti-aging ingredients that visibly reduce lines and wrinkles now and into the future. Smooths visible puffiness and dark circles look less obvious.

HOW TO USE
Gently pat around entire eye area after cleansing every AM and PM.

CyberWhite

HD COLLECTION
(LIMITED DISTRIBUTION)

WHY THERE'S ONLY 1

Estée Lauder elevates our brightening and spot expertise with our most advanced system ever. Featuring our new HD-90 Complex, which contains our highest concentration of Baicalin, it visibly and dramatically reduces the look of spots like never before. See your skin in high-definition: Flawless, bright and with incredible clarity...even up close.

BENEFITS

1. Prevents. Minimizes the damage from UV rays, stress, aging, and even pollution that can lead to spot formation—helping stop spots before they start.
2. Corrects. Dramatically reduces the look of spots and addresses the multiple causes of spot formation for a more even-toned look.
3. Reveals. Magnifies brightness for a more flawless, translucent look overall.

INNOVATION CLOSE UP

NEW HD-90 COMPLEX CONTAINS THE FOLLOWING MULTI-ACTION TECHNOLOGIES:

1. Features a potent, unprecedented level of 90% active Baicalin. This ingredient is derived from Scutellaria, a botanical known for its exceptional brightening power. It helps minimize visible irritation from UV rays and pollution—key contributors to spot formation.
2. It also contains all of the same anti-spot technologies as the previous formula, helping to shed the look of darkened skin cells.
3. As a whole, the HD-90 Complex works to reduce the look of discoloration and help skin appear brighter, more flawless and translucent.

ADVANCED SPOT CORRECTING MOISTURE LOTION

The first step to high-definition clarity. Available in 2 formulations—Fresh Moist and Intense Moist—based on season or preference.

- Reduces and helps prevent the look of spots.
- Prepares skin to absorb the maximum benefits from the treatments that follow.
- Optimizes the brightening benefits of the CyberWhite regimen—now Quasi-Drug Whitening for the first time ever.

ADVANCED SPOT CORRECTING ESSENCE

Our most advanced brightening essence ever, featuring the highest concentration of HD-90 ingredients to help brighten the look of skin.

- Helps make dark spots dramatically reduce in appearance.
- Infuses skin with moisture and maintains balance.
- Quasi-Drug Whitening, Anti-Inflammatory, Anti-Chapping, Anti-Acne.



CyberWhite

BRILLIANT CELLS COLLECTION
(LIMITED DISTRIBUTION)

WHY THERE'S ONLY 1

Infused with our most advanced skin-illuminating and anti-spot technologies that work in synergy to help your skin regain and maintain an unprecedented level of clarity, translucency and radiance.

MOISTURIZE BY DAY FULL SPECTRUM BRIGHTENING MOISTURE CREME/MILKY LOTION

- Deep down hydration and extra comfort in two formulas: a refreshing, lightweight lotion and luscious, skin-nourishing creme.
- Helps strengthen and rebuild skin's moisture barrier.
- Absorbs instantly so skin feels smoother, supple, looks luminous and more even toned.

MOISTURIZE BY NIGHT FULL SPECTRUM BRIGHTENING MOISTURE CREME

- Replenish skin overnight with lasting hydration.
- Revive skin to reveal a more radiant look.
- Restore skin to a state of comfort.



BEAUTY TIP!

How to choose between the two UV products:

- UV Protector SPF 50 for: high UVA/UVB protection, smooth base for makeup.
- BB Creme SPF 35 for: skin-evening tint, times when you wear less makeup, skincare benefits.



CLEANSE FULL SPECTRUM BRIGHTENING CLEANSER

- Ultra-gentle skin-cushioning foam that thoroughly eliminates impurities from skin without disturbing its protective moisture barrier.
- Helps awaken skin's youthful glow.
- Skin looks incredibly clean, fresh and clear.

PROTECT FULL SPECTRUM BRIGHTENING UV PROTECTOR SPF 50

- Our highest UVA/UVB protection against sun exposure—a primary cause of spot formation.
- Super-sheer, extra gentle and fast-absorbing, this high-level, broad spectrum UVA/UVB shield with powerful anti-oxidants ensures a brighter, flawless future for your skin.
- Instantly brightens skintone, while creating a smooth, matte base for makeup to glide on.

EXTRA INTENSIVE B-B CREME SPF 35

- All-in-one product that brightens, perfects and helps protect skin instantly.
- Combines a high level of SPF with advanced brightening effects and natural-looking coverage.
- Minimizes the appearance of imperfections and evens skintone.
- Keeps skin looking fresh all day by helping inhibit surface oil and shine. Creates a smooth base for makeup to glide on.

Nutritious

RADIANT VITALITY COLLECTION
(LIMITED DISTRIBUTION)

WHY THERE'S ONLY 1

The latest Nutritious Collection takes the power of pomegranate to a whole new level. Now formulated with an exclusive Pomegranate Nectar Infusion, it's like a "superfood" for skin that helps create the look of a radiant, post-workout glow.

BENEFITS

1. Detoxify. Purifies environmental irritants. Actively helps eliminate the impurities within skin's surface that can lead to dullness.
2. Neutralize. Helps counteract the effects of environmental assaults from free radicals before they damage skin.
3. Infuse. Boosts skin's moisture and energy to create the look of an active, healthy, virtual post-exercise glow.

INNOVATION CLOSE UP

NEW Pomegranate Nectar Infusion features the following benefits:

1. Super-potent pomegranate, created through patent-pending bio-fermentation, which helps convert pomegranate into a form more readily absorbed by skin, infusing it with nutrients.
2. A super-berry blend made up of Cranberry, Blueberry and Wolfberry that is also bio-fermented, helping skin readily absorb its nutrients and helping protect against external stressors.
3. Together, these technologies promote skin's natural renewal and help prevent dullness to reveal a radiant, healthy look.

RADIANT VITALITY ENERGY LOTION INTENSE MOIST

The essential first step to hydrated, radiant skin. Preps skin to absorb maximum benefits from the treatments that follow.



RADIANT VITALITY ENERGY LOTION FRESH MOIST

All new fresh, light texture. Preps skin to absorb maximum benefits from the treatments that follow.



RADIANT VITALITY ESSENCE OIL

Like a "vitamin-booster" for skin—revitalizes, fortifies and protects. Rebuilds skin's natural lipid barrier to help resist irritation and moisture loss.

RADIANT VITALITY 2-STEP TREATMENT

A first-of-its-kind, dual-action purifying and balancing treatment that combines a Detoxifying Clay Mask with a Nutrient Infusing Gel Mask.

RADIANT VITALITY 2-IN-1 FOAM CLEANSER

Dual-action cleanser that can be used for daily cleansing, or as a five-minute deep purifying mask. Now includes new Pomegranate Nectar Infusion.

Nutritious

VITA-MINERAL COLLECTION
(LIMITED DISTRIBUTION)

WHY THERE'S ONLY 1

This innovative line of products is designed to promote the radiant healthy look of the skin. The Nutritious regimen detoxifies skin and neutralizes free radicals, infusing nutrients to help skin recover its look of natural radiant health.



INFUSE (MOISTURIZE)

VITA-MINERAL MOISTURE GEL CREME VITA-MINERAL MOISTURE MILK

Advanced skin-drenchers and essential minerals help protect skin from daytime dehydration and environmental irritants. Lightweight milky lotion and luscious gel creme absorb quickly, leaving skin soft, satisfied.

RESTORATIVE NIGHT CREME

Recharge skin's radiant health overnight—and look luminous, rested and refreshed by morning. This rich, deep-hydrating creme delivers special nocturnal nutrients plus encapsulated anti-oxidants and more for skin that's beautifully soft and radiantly alive.

INFUSE (EYE CARE)

VITA-MINERAL INFUSING EYE GEL

Refreshing gel instantly hydrates the eye area and delivers an energizing cocktail of nutrients. Treats the look of puffiness and dark circles to give eyes a brighter, healthy, more rested look.

Re-Nutriv

REPLENISHING COMFORT COLLECTION

WHY THERE'S ONLY 1

Our exclusive luxury SuperCreme infused with an exclusive blend of precious, nutrient-rich Omega-3's to deeply nourish and strengthen dry or delicate skin. 19 patents worldwide*.

- BENEFITS**
1. Deeply hydrates and nourishes dry skin.
 2. Restores skin's vitality and healthy glow.
 3. Smooths the appearance of fine, dry lines and helps skin resist the visible signs of aging.

- INNOVATION CLOSE UP**
1. Omega-3 Phyto Complex—a blend of precious, essential seed oil extracts specifically chosen for their remarkably high levels of Omega-3, nourishes skin by helping it retain essential moisture and stay comfortable from the inside out.
 2. Re-Nutriv Life Re-Newing Molecules™—works in 3 ways to dramatically Repair, Recharge and Restore skin's appearance for a revitalized look.
 3. Strengthens skin in 3 ways—
 - The Omega-3 Phyto Complex plus other vital lipids provide the “mortar” for a stronger, healthier moisture barrier.
 - A rare, anti-oxidant cocktail of Wolfberry, Reishi Mushroom Extract and Ginseng boosts skins overall condition by calming and soothing skin while helping it defend itself from harmful free radicals.
 - Whey Protein and Vitamin C promote skin's natural collagen production.

*Patents and patents pending.



Re-Nutriv

INTENSIVE AGE-RENEWAL COLLECTION

WHY THERE'S ONLY 1

Re-Nutriv's most powerful line-fighting SuperCreme—with our star ingredient, a patented super-molecule, RVF-10™. Renews skin's youthful look with intensive visible line and wrinkle reduction, increased bounce and suppleness, and powerful resistance to future signs of aging. 25 patents worldwide*.

- BENEFITS**
1. Reduces and helps prevent the look of multiple visible signs of aging, including lines and wrinkles.
 2. Revitalizes skin's vitality and radiance.
 3. Renews skin for a younger look overall.

- INNOVATION CLOSE UP**
1. Super-molecule RVF-10™—A patented, proprietary combination of ingredients, including Resveratrol, which offers our most powerful Sirtuin technology. Helps boost the lifespan of skin cells, prevent future visible signs of aging, including helping skin stimulate its natural collagen.
 2. Life Re-Newing Molecules™—Re-Nutriv's secret strength works to dramatically Repair, Recharge, and Restore skin's appearance for a revitalized look.
 3. Combined, these two technologies power this SuperCreme to visibly renew skin's youthful look: smoother, firmer, more supple, less lined, and radiant.

*Patents and patents pending.



Re-Nutriv

ULTIMATE LIFT AGE-CORRECTING COLLECTION

WHY THERE'S ONLY 1

With our breakthrough Life Re-Newing Molecules™ and the ultimate in anti-aging repair, this collection features all-powerful SuperCremes to lift, firm and perfect skin's appearance for a strikingly younger look. With 51 patents, it's the ultimate in visible age correction.

BENEFITS

1. Revitalization—repairs, recharges and restores skin's appearance.
2. Lift and Radiance—gives skin instant radiance. Over time skin looks visibly younger and more lifted. Lines and wrinkles are visibly reduced.
3. Repair Plus Intense Hydration—all-powerful SuperCremes combine repair and ultra-hydrating moisture to deliver Estée Lauder's best visible age-correcting results.

INNOVATION CLOSE UP

1. Re-Nutriv Life Re-Newing Molecules™ combine rare and precious ingredients with our most advanced skincare technology. See page 118 for more information.
2. Instantly, exclusive fruit and almond extracts provide immediate firming. Micronized South Sea Pearls create instant luminosity for a more radiant look. A "charged" mineral called Precious Black Tourmaline, along with advanced lifting technologies, works deep within skin's surface to promote new collagen production.
3. Powerful moisture building blend and intense hydrators provide long-lasting moisture, while creating the optimal environment for the ultimate in age-correcting benefits.

SUPERCREME FOR FACE ULTIMATE LIFT AGE-CORRECTING CREME

This ultra-luxurious, all-powerful SuperCreme combines ultimate repair technologies and hydrators in one formula for all-in-one lift.

ALSO AVAILABLE
The Rich Creme option cushions and comforts the driest skin.



SUPERCREMES—
SPECIALLY FORMULATED
FOR SPECIFIC AREAS.

ULTIMATE LIFT AGE-CORRECTING CREME FOR THROAT AND DÉCOLLETAGE

All the benefits of our SuperCreme specially formulated for the delicate throat and décolletage areas. Minimizes the look of crepiness, discolorations and imperfections.

ULTIMATE LIFT AGE-CORRECTING EYE CREME

All the benefits of the SuperCreme plus unique "Platinum Pigments" to provide luminous radiance and brighten dark circles. Precious Eyebright Extract, an anti-irritant, works to calm and de-puff the look of eyes for a younger, more radiant look.

FOR EVEN MORE
LIFT AND AGE-
CORRECTION, ADD—

ULTIMATE LIFT AGE-CORRECTING SERUM

Delivers up to 5 times the levels of the potent lifting, tightening and repair ingredients found in the SuperCreme. Gives skin an instant tightening sensation and a more lifted look over time.

ULTIMATE LIFT AGE-CORRECTING MASK

Intensely hydrating, exquisitely rich mask gives skin an immediate moisture boost. Skin looks firmer, more lifted. Smooth on clean face and throat, avoiding eye area. After 10 minutes, gently tissue off. Use 3 times a week.

Re-Nutriv

RE-CREATION

WHY THERE'S ONLY 1

The only ultra-luxe, complete anti-aging system that provides a virtual “shield against time” with our star ingredient discovered in Antarctica and the highest possible concentration of Re-Nutriv Life Re-Newing Molecules™.

PLUS Re-Creation Eye Balm and Night Serum for Eyes. Eye Balm contains all the benefits of the Face Creme and more—specially formulated for the delicate eye area.



BENEFITS

1. Creates a virtual “shield against time” through comprehensive anti-aging protection.
2. Revitalizes skin to help re-create a youthful appearance and renewed vitality.
3. Perfectly balanced day/night duo of Face Creme and Night Serum leaves skin feeling renewed, re-born and totally pampered.

INNOVATION CLOSE UP

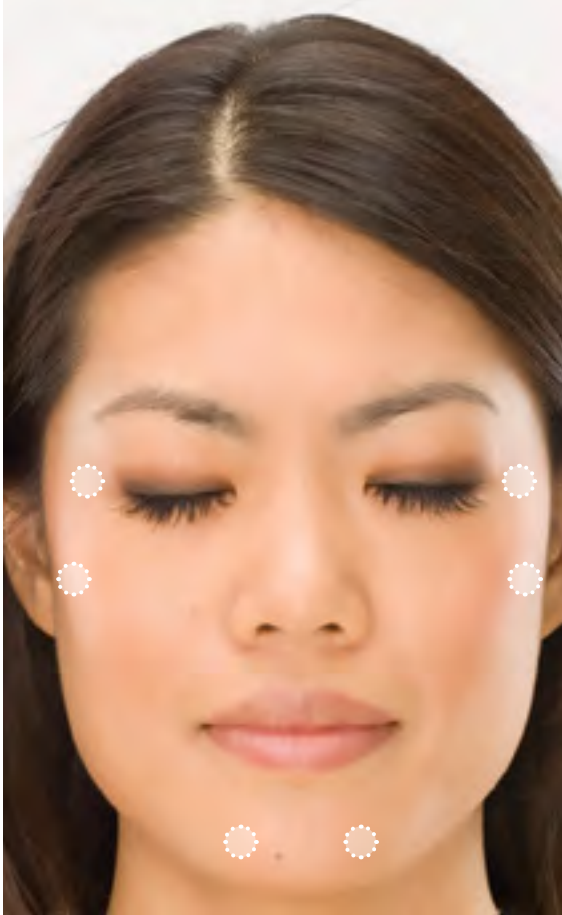
1. Creates a virtual “shield against time” with our star ingredient—the exclusive Glacial Bio-Extract™
 - GLACIAL BIO-EXTRACT™—Discovered in Antarctica, this remarkably potent youth elixir is known to strengthen and sustain skin in the challenging conditions it faces every day. Restores skin’s strength and resilience by helping skin rebuild collagen.
 - PADINA—This unique sea plant helps skin resist the visible signs of stress.
2. Re-Nutriv Life Re-Newing Molecules™—Works in 3 ways to dramatically repair, recharge and restore skin’s appearance for a revitalized look. Formulated for Re-Nutriv Re-Creation in the highest possible concentration to truly transform skin’s appearance.
3. Gives your skin exactly what it needs by day and by night
 - FACE CREME—A luxurious SuperCreme that combines repair and moisturizer into one formula, this richly hydrating Creme meets your skin’s needs all day and all night.
 - NIGHT SERUM—Rich in rare, restorative oils like Padina, Evening Primrose Oil and Karanja Oil, this silky serum is designed to soften, replenish, nourish and comfort skin at night.

*Only in the Face Creme and Eye Balm.

Re-Nutriv Massages

ENERGY FACE MASSAGE

1. Do a “pressure check” with the customer seated to ensure that she is comfortable with the amount of pressure.
2. Place a small amount of creme on the back of your hand.
3. Place your hands on her shoulders and invite her to close her eyes and take a deep cleansing breath. Gently guide her head backwards so she is gently resting against you. Warm the creme between your fingers.
4. Place creme on forehead, cheeks, chin, and lastly, neck. Spread it evenly over the face with light strokes.
5. Start at the chin—stroke upward and outward over jawline to the lower ear using small, circular motions. Repeat twice.
6. Start at the corners of the mouth—stroke upward and outward under the cheekbone to the middle of the ear using small circular motions. Repeat twice.
7. Start at the side of the nose—stroke upward and outward over cheekbone to the temple using small, circular motions. Repeat twice. Massage the neck, 1 side at a time. Keep hands flat and use upward strokes from the base of the neck, along the jawline, up to the ear. Alternate sides and repeat.
8. Activate traditional energy points by pressing gently on 3 parts of the face: outer eye, cheek, chin.
9. Gently cup your hands around your customer’s face in a diamond shape using minimal pressure.
10. To finish, ask her to take a deep, cleansing breath. With your hands on the sides of her head, gently guide her upright and ask her to open her eyes.



Activate these traditional energy points by pressing gently with your middle fingertip and hold for up to 1 minute or as long as it feels comfortable.

Outer Eye

Press below outer edge of eyebrow, on the bone near outer corner of eye. (Do not touch eye.)

Cheek

Press near outer edge of cheek, inside the area where cheekbone meets jawbone.

Chin

Press on chin, halfway from corners of mouth to jawline.

EYE MASSAGE



1. Once the customer is seated, ask her to close her eyes and take a deep cleansing breath.
2. Do a “pressure check” by tapping on the back of her hand so she can feel the amount of pressure applied during the massage.
3. Gently tap creme onto the under eye area from the inner to outer eye corner.
4. Gently tap creme onto the upper eye along the brow bone—the tapping motion is gentle and should always move in an outward direction toward the temples.
5. Follow with a gentle temple massage using your pointer and middle fingers together. Massage in a circular motion on temples and between eyebrows. Repeat 3 times.
6. Place thumbs together between brows and sweep them along brow bone to temples, applying light pressure. Then, use the pads of your fingers and lightly stroke along the under eye area, from side of nose to temples.

RELAXING HAND AND ARM MASSAGE



1. Do a “pressure check” to ensure your customer is comfortable with the amount of pressure you are applying.
2. Support her hand and place the palm of your hand on top of hers. Glide creme along the top of the customer’s arm towards the elbow. At the elbow, turn your hand underneath the customer’s arm and glide your hand back to the starting position. Alternate hands and repeat the technique 3 times.
3. Hold the customer’s hand and place the tips of both thumbs between the knuckles of the little and ring finger. Massage towards the wrist in small circular movements. Apply gentle but firm pressure at the wrist. Repeat the movement.
4. Start from the knuckles and massage down toward the tips of the fingers. Bend your index finger in an arch around her finger. Twist around her finger and pull towards you. Repeat on each finger.
5. Hold the customer’s hand up with her palm facing you. Massage both thumbs in circular movements over the palm. Repeat 3 times.

Foundation

DOUBLE WEAR STAY-IN-PLACE MAKEUP

WHY THERE'S ONLY 1

Our #1 bestselling makeup that guarantees all day staying power—stays flawless through heat, humidity and non-stop days.

BENEFITS

1. Long-wear—all day staying power, will not smudge or fade.
2. Comfortable wear—non-drying lightweight makeup. Oil-free and oil-controlling.
3. New extensive shade range—for every skintone, every skintype.

INNOVATION CLOSE UP

1. Lightweight breathable polymer film that locks pigments in place so foundation will not fade, smudge or rub off on clothes.
2. Light skin conditioners help skin stay soft, supple and comfortable all day.
3. Our new extensive shade range and exclusive iMatch™ tool guarantee a perfect match for every skintone, every skintype.

Plus—Medium to full coverage. Semi-matte finish.

HOW TO USE

Apply after appropriate repair and moisturizer using Foundation Flower Signature Technique. Offer to complete her look with the Estée Lauder 5-Step Face.™



WHY THERE'S ONLY 1

Long-wearing makeup that looks great and wears comfortably for up to 15 hours. Double Wear Makeup is a customer favorite and one of our bestselling foundations.

INNOVATION CLOSE UP

Exclusive formula creates a breathable, transfer-proof film that locks pigments in place so foundation will not smudge, fade or rub off on clothes. Plus—Transfer-resistant, perspiration and humidity proof.



APPLICATION TIP!

Due to Double Wear's quick-drying formula, apply to 1 area of the face at a time and blend.



DOUBLE WEAR LIGHT STAY-IN-PLACE MAKEUP

A sheer, lightweight makeup that stays fresh and vibrant for up to 15 hours. In 10 neutral shades.

Sheer-to-Medium coverage in a Satin Finish.

Oil-Free.

DOUBLE WEAR STAY-IN-PLACE POWDER MAKEUP

A powder foundation with 8-hour staying power. Plus, the long-wearing benefits of Double Wear liquid foundation with the ease of a compact. Apply wet for full coverage and the feel of a creme foundation. Apply dry for medium coverage and powdery smooth finish.

Oil-Absorbing, Oil-Free.

DOUBLE WEAR MINERAL RICH LOOSE POWDER MAKEUP

Mineral makeup with 12-hour wear—looks fresh and natural even through non-stop activity. Wear alone or over foundation. WearStretch Technology works like an invisible elastic mesh that envelops skin while allowing it to breathe.

Oil-Absorbing, Oil-Free.

Foundation

INVISIBLE FLUID MAKEUP

WHY'S THERE'S ONLY 1

Our first ultra light makeup that promises
flawless skin without leaving a trace.
It embraces your natural skintone for
beautiful, radiant skin in any light.

BENEFITS

1. SEE NO MAKEUP—innovative formula embraces your unique skintone for a true-to-life shade match in any light.
2. FEEL NO MAKEUP—ultra light, oil-free, oil-controlling formula leaves skin with the look and feel of bare skin—only better.
3. AIRBRUSHED PERFECTION—shake it with every use for a fresh, flawless look every time.

INNOVATION CLOSE UP

1. IntuiTone™ Technology—Estée Lauder's exclusive technology fuses ultra-fine pigments and optics that provide both coverage and translucency. Guaranteed to adapt to your skintone.

Lighthropic Technology—A unique blend of optics work to capture and optimize light for the most perfect skin—in any light.

2. Airmulsion base—Unique formula with mixing beads create and entrap air as part of the formula.
3. Shake it with every use for a flawless, airbrushed look every time.

Plus—Shades for every skintone.

HOW TO USE

IMPORTANT—Shake well with every use. Apply after moisturizer.



Foundation

FUTURIST AGE-RESISTING
MAKEUP SPF 15

WHY THERE'S ONLY 1

Light, silky formula helps revitalize skin for a smoother, firmer look now and in the future. Medium-to-full coverage with a luminous finish.

BENEFITS

- 1. All-Day Hydration.
- 2. Instant Radiance.
- 3. Minimizes Pores and Imperfections.

INNOVATION CLOSE UP

Environmental Protection Complex, with Vitamin E and C, protects skin with a gentle SPF 15—resisting future signs of premature aging. Skin appears smoother and firmer.



Foundation

RESILIENCE LIFT EXTREME
RADIANT LIFTING MAKEUP SPF 15

WHY THERE'S ONLY 1

Estée Lauder's flawless makeup with lifting technology. In a clinical study, 100% of women tested found they had moister, more radiant skin.

BENEFITS

- 1. All-Day Moisture—time-released formula delivers a continuous surge of the essential hydration more mature skin needs for all-day comfort. Helps eliminate mid-day dryness, patchy parched areas and the look of fine lines.
- 2. Ultra Radiance—light-reflecting formula gives mid-life skin fresh, youthful luminosity.
- 3. Incredible Lift—gives skin a firmer, more ageless look as it smoothes the appearance of lines and wrinkles.

INNOVATION CLOSE UP

Extreme Lift³ Complex helps skin boost its natural production of collagen for long-term improvement in visible lift. Medium, buildable coverage with a radiant finish.



Primer

ILLUMINATING AND MATTE PERFECTING PRIMER



HOW TO USE

Apply under foundation to create a perfect canvas for every makeup look.

WHY'S THERE'S ONLY 1

Our Illuminating Perfecting Primer goes beyond traditional makeup primers to transform and awaken dull skin. The result? The perfect canvas for a radiant, translucent makeup look.

ILLUMINATING PERFECTING PRIMER

- Instant brightness and radiance.
- Hydrates and conditions for flawless makeup application.



WHY'S THERE'S ONLY 1

This oil-free gel-cream goes beyond a traditional primer to control oil and reduce shine. The result? The perfect canvas for a fresh, flawless makeup look.

MATTE PERFECTING PRIMER

- Instantly mattifies and controls oil.
- Calms and soothes.

Concealer



IDEAL LIGHT BRUSH-ON ILLUMINATOR

Erases imperfections and highlights features with the stroke of a brush.

- Brush-on applicator glides on for sheer to medium coverage.
- Light-reflective Photo Optic™ Technology diffuses light to brighten shadows and highlight features.
- TO HIGHLIGHT
For light to medium skintones—brush onto browbone, along bridge of nose and around the eye area to brighten.
For deeper skintones—apply a sheer sweep to corners of eyes and browbone. Blend.

DOUBLE WEAR STAY-IN-PLACE FLAWLESS WEAR CONCEALER

All the long-wearing benefits of the foundation, specifically formulated as concealer.

- Medium coverage hides blemishes, dark circles and more.
- Transfer-resistant formula stays on for up to 15 hours—lasts through humidity and workouts.



SMOOTHING CREME CONCEALER

Skin-caring formula helps minimize the look of fine lines.

- Vitamin E and gentle botanicals help soothe away visible puffiness.
- Line smoothing.

Powder



LUCIDITY TRANSLUCENT LOOSE POWDER

Diffuses light to minimize the look of lines and wrinkles.

- Flawless coverage, luminous finish.
- Pressed powder for touch-ups or loose powder for a flawless, professional look.



DOUBLE MATTE OIL-CONTROL PRESSED POWDER

Lasting, color-true coverage in a matte finish. Controls oil without drying.

- Provides long-wearing color that won't darken or change.
- Helps minimize pores.
- Oil-free.

Brushes

PROFESSIONAL MAKEUP BRUSHES

LIP BRUSH 35

Use with lipstick or lip gloss for smooth and precise application on lips.

EYELINER/BROW BRUSH 20

Perfect balance of hard and soft hair provides precise application for both eye lining and brow shaping. This precision-angled brush makes lining easy and exact.

CONCEALER BRUSH 5

Small, tapered edge places concealer or cream eyeshadows precisely—perfect for smaller areas of the face.

BLENDING SHADOW BRUSH 25

Use with powder eyeshadow for blending and softening the eye look to achieve a polished and professional application on eyes.

CONTOUR SHADOW BRUSH 30

Use with powder eyeshadow for all over base application and definition on outer eyelids and crease. The tapered, angled brush perfectly contours lids, lashline and crease.

POWDER FOUNDATION BRUSH 3

Use with a powder foundation. Provides heavier coverage and a more polished look than a powder brush. This brush acts like a kabuki brush, but with a longer handle for ease of application.

POWDER BRUSH 10

Use with loose, pressed, shimmer and bronzer powders. The shape is designed to perfectly sweep over contours and angles of the face, providing a soft application.

BLUSH BRUSH 15

Use to apply precise color to cheeks. The shape is designed to deposit color precisely yet evenly, on smaller areas of the face.

FOUNDATION BRUSH 1

This sleek brush works perfectly with the contours of the face and jawline. The tapered edge blends foundation smoothly and flawlessly. For use with liquid or cream-based face products.



Blush

PURE COLOR BLUSH

WHY THERE'S ONLY 1
Pure Color Blush—shades from Tom Pecheux in 2 beautiful finishes. With more shades than ever before—there's a shade for every skintone!

- BENEFITS**
- 1. More color impact. Sweeps on sheer for a natural glow; builds for contoured definition.
 - 2. More color options. Choose a pop of color or a natural flush.
 - 3. More radiance.

- INNOVATION CLOSE UP**
- 1. True Vision™ Technology wraps pigments in a crystal-like coating to magnify color and shine. It's like taking a magnifying glass to color.
 - 2. Guaranteed to enhance every natural skintone.
 - 3. Light enhancing pearls create luminous color in 2 finishes. Plus, skin-loving anti-oxidant complex—Cranberry and Goji Berry extracts.

SATIN: This finish creates a soft, low sheen on cheeks.

SHIMMER: This high shimmer finish with prismatic light reflecting pearls creates a natural shimmer on cheeks.



Cheek Rush

NEW PURE COLOR
BY TOM PECHEUX FOR ESTÉE LAUDER

WHY THERE'S ONLY 1
A rush of Pure Color. An innovative, water-light gel blush illuminates cheeks with a cellophane-sheer stain of long-wearing color.

- BENEFITS**
- 1. Cellophane-sheer—Leaves cheeks with a see through stain of long-wearing color.
 - 2. Water-light—Silky, liquid-gel texture provides a comfortable feel.
 - 3. Rush of color—Illuminates cheeks with a natural blush.

- INNOVATION CLOSE UP**
- 1. Water-light formula with natural moisturizers keep cheeks looking and feeling hydrated and comfortable.
 - 2. True Vision™ Technology—wraps pigments in a crystal-like coating to magnify color and shine. It's like taking a magnifying glass to color.
 - 3. Available in four shades—*Hot Fuse*, *Pink Patent*, *Pose Rose* and *Techno Jam*.

Bronzer and Shimmer Powder



WHY THERE'S ONLY 1

Our only collection of bronzers to give virtually any skintone an oil-free, heavenly glow.

BRONZE GODDESS

- A customer favorite! Sheer pressed bronzing powder—gives skin a sun-kissed glow.
- Unique oil-control complex helps keep skin shine-free and comfortable.
- Blends easily for a natural bronze look on face, shoulders and décolletage in 4 shades—Light, Medium, Medium Deep and Deep.

WHY THERE'S ONLY 1

Our only versatile, multi-shimmer, multi-tone powder that instantly creates a sweep of overall radiance.

ESTÉE LAUDER SIGNATURE 5-TONE SHIMMER POWDER FOR EYES, CHEEKS, FACE

- Silky, soft and smooth.
- Blend shades together for sheer luminosity or use them individually for more intense color application.
- Blends effortlessly for a naturally radiant finish.



Eyeshadow

PURE COLOR EYESHADOW
SINGLES, DUOS AND PALETTES

WHY THERE'S ONLY 1

Pure Color EyeShadow singles, pairs and palettes created by Tom Pecheux for ultra eye expression and maximum color impact.

BENEFITS

1. A high style mix of textures and shades.
2. Create multiple looks by blending, highlighting and adding pops of color.
3. Magnified color—beautiful and multi-faceted.

INNOVATION CLOSE UP

1. Combinations of mistake proof shades and finishes.
 - Duos available in Satin and Frost finishes.
 - Palettes available in Matte, Satin, Shimmer and Metallic finishes.
2. High-performance formula—buildable color in 1 easy stroke—plus 8-hour wear.
3. True Vision™ Technology wraps pigments in a crystal-like coating to magnify color. It's like taking a magnifying glass to color—the result? Beautiful, multi-faceted color.

TAKE NOTE!

Pure Color EyeShadow comes in a diverse range of shades for all skintones.



SINGLES

Eyeshadow that makes eyes come alive. Smoky shades are smoldering, bright shades are brilliant, light shades now light filled.

Singles come in 1 of 4 finishes—

- MATTE: rich, velvety suede
- SATIN: soft, lustrous sheen
- SHIMMER: prismatic-pearl shimmer
- METALLIC: sparkling, glittering metallic

PURE COLOR GELÉE EYESHADOW

A beauty industry first, these eyeshadows are a tri-blend of liquid, powder and gel in one formula.

- Ultra Versatile—2 looks in one for multiple options.
- Wear wet or dry for 2 different looks.
- Cyber metallic finish.

DUOS

2 shades made for each other. One accentuates, the other contours. Expertly paired to make it easy to achieve the ultimate eye expression.

PALETTES

A high-style mix of textures and shades to inspire creative blending, highlighting and color accenting.

Eyeshadow

DOUBLE WEAR STAY-IN-PLACE EYESHADOW BASE
AND PURE COLOR STAY-ON SHADOW PAINTS



PURE COLOR STAY-ON SHADOW PAINT

- Super pigmented, buildable color.
- Finger paint with this creamy, mousse-like shadow—no brush, blending or artistry required.
- Glides on quickly, wears infinitely—all day. Crease-free.

DOUBLE WEAR STAY-IN-PLACE EYESHADOW BASE

- Creaseproof formula keeps eyeshadow in place for up to 15 hours.
- Smooths surface skin imperfections, minimizes darkness on eyelids.
- Prevents powder shadow from streaking or fading.



Eyeliner

DOUBLE WEAR
AND PURE COLOR

DOUBLE WEAR ZERO-SMUDGE LIQUID LINER

A smudgeproof, water-resistant liquid eyeliner with 15 hours of staying power.

DOUBLE WEAR STAY-IN-PLACE GEL EYELINER

A waterproof, long-wearing gel eyeliner that offers the precision of a liquid liner with a soft satin finish.



DOUBLE WEAR STAY-IN-PLACE EYE PENCIL

Dual-ended eye pencil lines and defines with precision, wears for 12 hours and sets in seconds!

TIP! Smudge the line immediately as the formula sets in seconds.

AUTOMATIC EYE PENCIL DUO/REFILLABLE*

Double-ended eye pencil with twist-up color on 1 side, smudging tool on the other—twist-up color never needs sharpening.

*Refills sold separately.

PURE COLOR INTENSE KAJAL EYELINER

Richly hued and deeply pigmented, smudges and glides on easily with its supremely creamy, soft texture.

Also, water-resistant and safe for use on the inner rim of the eye.

Mascara

Mascara



SUMPTUOUS EXTREME LASH MULTIPLYING VOLUME MASCARA

- Instant, outrageous volume—without clumping.
- Magnify and multiply the look of lashes. Fills in even the sparsest lashes.

SUMPTUOUS EXTREME WATERPROOF LASH MULTIPLYING MASCARA

- Lashes look beautiful in all wet conditions.
- Magnify and multiply even the sparsest lashes for a full fan effect.

SUMPTUOUS BOLD VOLUME™ LIFTING MASCARA

- Weightless, voluminous volume. Fiber-rich Bold Volume™ Formula creates big volume even for small, sparse lashes.
- Thickens and combs each lash to define and separate, without clumping.

SUMPTUOUS WATERPROOF BOLD VOLUME™ LIFTING MASCARA

- Maximum waterproofing against all wet conditions—saltwater, chlorine water, sweat, humidity, rain water and tears.
- Air-light lift and curl.

SUMPTUOUS TWO-TONE EYE-OPENING MASCARA

- Two-in-one mascara—black mascara for top lashes and brown mascara for lower creates soft, natural, eye-opening definition and bold volume every time.
- With smaller, microbrush for lower lashes so you get a perfect application every time.

DOUBLE WEAR ZERO-SMUDGE LENGTHENING MASCARA

- Lasts 15 hours—without smudging, flaking or wearing away. Comes off only when you want it to—warm water and cleanser unlock the formula and remove every last trace.
- Extraordinary length.

TURBOLASH ALL EFFECTS MOTION MASCARA™

- All-in-one mascara—all effects, all at once, automatically—volume, length, curl and separation.
- LashSonic™ Brush rapidly moves through lashes, continuously separating and saturating lashes with color. Vibration motion prevents clumping and allows multiple applications.

MORE THAN MASCARA MOISTURE-BINDING FORMULA

- Intense definition for expressive eyes.
- Plumps lashes to define and separate.

MAGNASCOPIC MAXIMUM VOLUME MASCARA

- Maximum Volume—Expandex™ Formula instantly magnifies lashes up to 300% for a thick, full lash look.
- Moisturizing complex forms a protective barrier to help prevent breakage.

Make every mascara look even better with Estée Lauder's Lash Primer—featured on page 176.

Lipstick



PURE COLOR VIVID SHINE LIPSTICK

- High Lustre finish coats lips with maximum shine.
- Color designed by Tom Pecheux—from *Nude* to *Neon*—choose from 16 shades of vivid color.
- Multi-prism pearls create a brilliant mirror-like finish.

PURE COLOR CRYSTAL LIPSTICK

- A sheer lipstick.
- Long-wearing color.
- High shine, crystalline finish.

PURE COLOR LONG-LASTING LIPSTICK

- Our most classic lipstick.
- Color true impact, dimension and buildable color.
- Luxuriously emollient formula with Vitamins C and E.

PURE COLOR SENSUOUS ROUGE LIPSTICK

- Our most moisturizing lipstick with patented “Core within Core” Technology—fuses 2 moisture drenching formulas together.
- Addictive, ultra-creamy texture with a warm vanilla scent.
- Drench lips in a double dose of color—lips look fuller.

DOUBLE WEAR STAY-IN-PLACE LIPSTICK

- Long-wearing lipstick.
- 12-hour staying power.
- Rich, stay-in-place color is creamy and smooth.

ESTÉE LAUDER SIGNATURE HYDRA LUSTRE LIPSTICK

- Stay-true intense color wears for hours.
- Creamy formula with comfortable wear.

ALL-DAY LIPSTICK

- Creamy, classic, long-wearing lip color.
- Medium coverage with satin finish.

LIP CONDITIONER

- Includes Vitamins C and E to hydrate and soothe lips.
- Wear under lipstick as a moisturizing base coat, or wear it overnight as an intensive moisture treatment.

Pick Her Perfect Lipstick

With several incredible lipstick formulas to choose from, we created an easy guide, just for you.



TRUE VISION™ TECHNOLOGY!

All Pure Color products have True Vision™ Technology which wraps pigments in a crystal-like coating to magnify color. Provides intense, brilliant color—like taking a magnifying glass to color.

THE RESULT?

The color you see is the color you get!



DID YOU KNOW?

Women shop by color first, then by formula. Ask what color she’s looking for, then show her our formula options. If she doesn’t know what color she wants, use the iMatch™ Shade Finder to help her decide.



Lip Gloss, Lip Pencils

DOUBLE WEAR AND PURE COLOR



PURE COLOR GLOSS

- Brilliant color true properties and long-lasting shine with True Vision™ Technology.
- Replenishes lips with lasting moisture. With continued use, lips will look smoother and more supple.
- 3 distinct finishes—Shine, Shimmer, Sparkle.

DOUBLE WEAR STAY-IN-PLACE LIP PENCIL

12 hours of rich color.

- Dual-ended.
- No bleeding or feathering.
- Extends the wear of any lipstick.

AUTOMATIC LIP PENCIL DUO/REFILLABLE

- Versatile, double-ended pencil with twist-up color on one side, lip brush on the other.
- Never needs sharpening.
- Refills sold separately.



Nail Lacquer

PURE COLOR NAIL LACQUER

WHY THERE'S ONLY 1

Turn your fingertips into fashion statements with a wardrobe of sensational shades that add definition, polish and style to your nails. Designed by Tom Pecheux who combined today's top trends with timeless classics—all the colors he prefers for photo shoots and fashion shows.

BENEFITS

1. Rich, glossy color with a mirror-like high shine.
2. Fast-drying and long-wearing—resists chipping even in water.
3. High-pigment, high-impact brilliance in 3 effects—Creme, Pearl and Shimmer.

INNOVATION CLOSE UP

Formulated with True Vision™ Technology to transform ordinary color and make it extraordinary. Wraps pigments in a crystal-like coating resulting in intense color clarity and vibrancy for a multi-dimensional look for your nails.

TAKE NOTE!

Specially designed brush shape makes application incredibly easy. In 3 strokes—middle, left and right—you're done.



Service Products

SKINCARE

Sometimes your counter will not carry older products that still have a loyal customer following. Don't send the customer away unhappy. Introduce her to these newer products that provide the benefits she's looking for and more.

PRODUCT REQUEST	RECOMMEND	
Age Controlling Creme		Advanced Time Zone AGE REVERSING LINE/WRINKLE CREME
Diminish Anti-Wrinkle Retinol Treatment		Perfectionist [CP+R] WRINKLE LIFTING/FIRMING SERUM
Estoderme Emulsion		Hydrationist MAXIMUM MOISTURE CREME
Eyezone Repair Gel		Advanced Night Repair Eye SYNCHRONIZED COMPLEX
Fruition Extra Multi-Action Complex		Idealist PORE MINIMIZING SKIN REFINISHER
Skin Perfecting Creme		Hydrationist MAXIMUM MOISTURE CREME
Swiss Performing Extract		Resilience Lift FIRMING/SCULPTING FACE AND NECK LOTION

Service Products

MAKEUP

Before recommending a new shade, use your iMatch™ tools to ensure your customer is going home with her perfect foundation.

PRODUCT REQUEST	RECOMMEND	
Country Mist Makeup		Resilience Lift Extreme RADIANT LIFTING MAKEUP
Enlighten Makeup		Double Wear Light STAY-IN-PLACE MAKEUP
Fresh Air Makeup		Double Wear Light STAY-IN-PLACE MAKEUP

BEAUTY TIP!
If your customer wants to keep using the service product she loves but your counter doesn't carry it, call another store or refer her to [esteelauder.com](https://www.esteelauder.com).

How to Read a Cosmetic Label

Reading cosmetic labels can sometimes be confusing. Here’s a guide to help you understand the various symbols and statements that may appear on Estée Lauder products.



1
PRODUCT IDENTITY
Statement of what the product is.

2
NET CONTENTS
The amount of product in the package.

3
DIRECTIONS FOR USE
Informs you of how, when and where to use the product.

4
WARNING/CAUTIONS
Informs you what to do and not to do with the product.

5
PRODUCT INGREDIENTS
Lists all ingredients used in the formula in descending order of concentration. This is especially important for those people who are seeking a specific ingredient or want to avoid one.

6
COUNTRY OF ORIGIN
The country that manufactures or produces the product.

7
NAME/LOCATION OF MANUFACTURER OR DISTRIBUTOR
Informs you who made the product and where the manufacturer or distributor is located. The London address and Post Code is underlined to indicate where the product dossiers are located.

8
“HAND” AND “BOOK” SYMBOLS
Tells you to look elsewhere in the packaging for additional information, for example in a leaflet, card or tag.

9
“OPEN CAN SYMBOL”
Tells you the recommended number of months within which the product should be used after you have first opened and used it, provided the product has been stored under normal conditions and not exposed to extreme temperatures. For example, (24M) means that you should replace this product within 24 months after first opening. The “Period After Opening” number will vary based upon the type of cosmetic product.

10
“ARROW” SYMBOL
Denotes that our Company is a member of European Associations for the proper disposal and recycling of all packing components.

Product Quality

At Estée Lauder, our promise is to provide customers with the very best in research, technology and quality.



ABOUT PRODUCT SAFETY

Product safety, which has always been a top priority at Estée Lauder, is ensured through state-of-the-art testing methods. Every Estée Lauder formula has undergone stringent testing for ingredient purity, non-irritancy and overall efficacy. We are proud of the enviable safety record The Estée Lauder Companies, Inc. has sustained since our company was founded in 1946.

ABOUT ANIMAL TESTING

Estée Lauder does not use animals in the testing of products nor do we ask others to conduct animal testing on our behalf, unless required by law.

DERMATOLOGIST-TESTED

A product that has been clinically tested with dermatological supervision to determine that it will not cause irritation.

NON-ACNEGENIC

A product that has been tested to show that it does not aggravate or promote an acne skin condition.

OPHTHALMOLOGIST-TESTED

A product that has been evaluated by a Board-Certified Ophthalmologist using a panel of consumers who reached the conclusion that the product is safe for its intended use.

Global Consumer Communications

This Estée Lauder Corporate Department handles consumer inquiries, compliments and complaints.

WHEN SHOULD YOU CONTACT GLOBAL CONSUMER COMMUNICATIONS?

- A customer wants to speak to an Estée Lauder Company Consumer Experience Representative regarding a product or service experience.
- An ingredient question which cannot be answered by referring to the package or other product literature.
- Any question from a customer that cannot be answered based on information already provided to you by the Estée Lauder Companies.

You can call Global Consumer Communications on a customer's behalf although it is recommended that a customer call Global Consumer Communications directly. Global Consumer Communications cards are available for customers in need of the number.

WHAT IF A CUSTOMER IS LOOKING FOR A PRODUCT THAT HAS BEEN DISCONTINUED?

- The Gone But Not Forgotten program helps U.S. customers locate products that have been discontinued within the last three years.
- By calling 800-216-7173, customers can request a search for their favorite product(s). Searches take, on average, 2 to 4 weeks. If the product is available, a Consumer Care Representative will contact the customer.
- Customers may purchase a maximum of 6 pieces of each product at the suggested retail price. Sorry, credit card purchases only (no cash or personal checks accepted).
- To avoid unrealistic expectations, tell customers that the product search line is a last resort, and there is no guarantee of success.



WHAT IF YOU RECEIVE A REQUEST ON BEHALF OF THE MEDIA, I.E., LOCAL TELEVISION OR NEWSPAPER REPORTERS?

Do not speak to the media. Instead, contact Estée Lauder Global Communications at 212-572-4454.

TAKE NOTE!

A Consumer Experience Representative is available: 9am–5pm (Eastern Time), Monday through Friday.
Estée Lauder, Global Consumer Communications
767 Fifth Avenue, New York, NY 10153
1-888-378-3359

Glossary

a

ANTI-IRRITANTS

Soothing ingredients that can reduce visible skin irritation.

ANTI-OXIDANTS

Ingredients that help protect skin from visible damage from free radicals generated by the environment. Examples include Vitamins C and E and botanical extracts such as Green Tea.

AUS

Average Unit Sale—the average dollar amount you sell per sale. A higher AUS indicates that you are building your sale with multiple items.

B

BASAL LAYER

Bottom of epidermis, where new skin cells and melanin are produced.

BIO-FERMENTATION

The process of fermenting ingredients together to make them more effective. An example is the process of changing grapes into wine.

BLOCKBUSTER

A once a year, special value makeup collection available during the holiday season with the purchase of an Estée Lauder fragrance.

BOTANICALS

Plant-based extracts known to have renewing properties.

BREAST CANCER RESEARCH FOUNDATION

An independent, not-for-profit organization established in 1993 by Mrs. Evelyn H. Lauder, who was passionate about finding a cure for breast cancer. The BCRF

is dedicated to achieving prevention and a cure for breast cancer in our lifetime.

BROAD SPECTRUM

Sun care protection that helps protect skin against both UVA and UVB rays.

C

CLARITY

Skin that has a clear appearance—free of dullness, or ashiness (a gray cast).

COLLAGEN

A fibrous protein that, along with elastin, makes up skin's natural support structure. When collagen levels decrease, wrinkles and skin sagging occurs.

d

DERMATOLOGIST-TESTED

A product that has been clinically tested with dermatological supervision to determine that it will not cause irritation. All Estée Lauder products are dermatologist tested.

DERMIS

The middle layer of skin, made up of blood vessels, oil and sweat glands, hair follicles and the skin's support structure—collagen and elastin

DNA

(Deoxyribonucleic Acid) is located in the nucleus of the cell. DNA is the instruction code for all the functions within the cell and also contains our genetic code

that makes each of us unique as individuals.

e

ELASTIN

Elastic-like fibers that make skin firm and bounce back from stretching and pulling.

EMOLLIENT

Ingredient that helps restore and maintain soft, smooth, hydrated skin.

EMULSIFIER

Substances that fuse oil and water-based ingredients together into a smooth, even mixture.

ENZYMES

Naturally occurring proteins in the skin that activate specific reactions, such as lipid production.

EPIDERMIS

The protective, outermost layer of skin.

EXFOLIANT

Chemical or physical material that removes dead surface skin cells.

EXTRACT

Essence of a plant material that contains the scent, flavor or soothing properties of the original plant in a concentrated form.

F

FREE RADICALS

Also known as oxidants. Destructive molecules triggered by sun, pollution and other environmental irritants that attack healthy skin cells and damage skin, causing it to visibly age faster.

g

GIFT WITH PURCHASE (GWP)

A collection of samples of bestselling products—free with a qualifying Estée Lauder purchase. Available on a seasonal basis.

GLYCATION

The process in which the skin's collagen fibers twist or knot as a result of hormonal aging, causing the skin to become visibly less firm.

H

HYALURONIC ACID

Known as “nature's moisture magnet”. Helps bind moisture to skin.

HYDRATION

The addition of moisture, necessary for skin health.

i

IPT

Items Per Transaction—the average number of items you sell per sale. A higher IPT means that you have sold more products per sale.

L

LIFE RE-NEWING MOLECULES™

A combination of 2 very exclusive elements—rare and precious plant extracts coupled with our most advanced skincare technologies to repair, recharge and restore skin's energized, radiant appearance found in all Re-Nutriv Collections.

LIPIDS

Natural fatty substances that are essential to skin health

m

MELANIN

Pigment in the skin that gives skin its natural color. When skin is exposed to UV light, it produces melanin—commonly seen as a tan—as a defensive measure to protect itself from further damage.

MOISTURE BARRIER

Protective barrier in epidermis that helps keep harmful irritants out and vital moisture in.

MOISTURE MAGNET

Ingredient that supplies the skin with water by drawing moisture from the air and holding it to the skin.

N

NON-ACNEGENIC

A product that has been tested to show that it does not aggravate or promote an acne skin condition All Estée Lauder products are non-acnegenic.

O

OPHTHALMOLOGIST-TESTED

A product that has been evaluated by a Board-Certified Ophthalmologist using a panel of consumers who reached the conclusion that the product is safe for its intended use All Estée Lauder products are Ophthalmologist-Tested.

OXIDATION

The production of oxidants, more commonly referred to as free radicals.

P

PEPTIDES

Basic component of proteins that have been shown to help skin stimulate its natural collagen production.

PRE-SELL

A special customer service that gives customers the opportunity to pre-order a product or promotion before it's on counter.

PURPOSE

An inspirational statement that defines the mission of the Estée Lauder brand and the role of the Beauty Advisor.

PURCHASE WITH PURCHASE (PWP)

A special promotional offer of products that can be purchased with a qualifying Estée Lauder purchase.

S

SIGNATURE SERVICES

An exclusive menu of free services—based on Estée Lauder's philosophy and Beauty Advisor expertise.

SIGNATURE TECHNIQUES

Estée Lauder's exclusive, easy-to-learn, easy-to-apply makeup techniques that transform your customer's look in just minutes.

SIRTUINS

Longevity genes in our skin cells that influence aging.

SPF

Sun protection factor (SPF) represents the approximate amount of time a person can stay outdoors without sun protection before burning. For example, SPF 15 allows the user to stay in the sun 15 times longer than they normally could without sunscreen without burning,

assuming the sunscreen is applied properly.

STANDARDS

Behaviors that support the Estée Lauder Purpose and define the Estée Lauder service experience.

SUBCUTANEOUS LAYER

The deepest skin layer, consisting of fat cells to cushion and insulate skin and blood vessels.

SUNSCREEN

Ingredient or product that absorbs or physically blocks ultraviolet (UV) light.

SUPERCREME

Combines Estée Lauder's advanced repair and intense moisturizer in one formula—exclusive to Re-Nutriv.

SUPREME

Revitalizing Supreme Global Anti-Aging Creme. Available only in Europe.

t

TRUE VISION™ TECHNOLOGY

A technology in all Pure Color products that takes concentrated pigments and pearls and wraps them into a crystal polymer lamenent to provide true-to-life color. The result? It's like taking a magnifying glass to color.

U

UVA/UVB LIGHT

The sun's damaging rays that cause the signs of premature aging. UVA rays, which penetrate deeply into the skin and cause wrinkles, discolorations, and other visible signs of aging (think “A” for aging). UVB rays affect the skin's outer layers and are known for the sunburns and tanning they cause (think “B” for burning).

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