

BEAUTIFUL

START

ESTÉE LAUDER

BEAUTIFUL START

ESTÉE LAUDER | SPRING 2014

SPRING 2014 | GLOBAL EDUCATION

© ESTÉE LAUDER INC.



BEAUTIFUL

START

Your Guide to Making Every Woman
Look and Feel Beautiful

ESTÉE LAUDER

SPRING 2014 | GLOBAL EDUCATION



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

QUICK START

Your Questions—Answered	13
Fast Facts on Estée Lauder	15
Estée Lauder’s Top 10 Products	17
Beauty Advisor Must-Haves	19



BEAUTIFUL MAKEUP

The Estée Lauder 5-Step Face™	162
Eyes	177
3 Steps to Beautiful Eyes	180
Cheeks	185
Lips	190

HERITAGE

The Lauder Family	25
The Firsts—Estée Lauder Milestones	27
The Beautiful Women of Estée Lauder	29



BEAUTIFUL FRAGRANCE

Our 10 Best Fragrance Tips	205
Estée Lauder <i>pleasures</i>	207
Modern Muse	209
Beautiful	211

PURPOSE

I am Estée Lauder	39
I Build Relationships with My Customers	49
I Allow Every Customer to Define Her Experience	59
I Teach Women How to Look and Feel Beautiful	69



LEARNING LAB

Learning Lab	219
--------------	-----

BEAUTIFUL SKIN™

Skincare Philosophy	83
Beautiful Skin Solutions	101
Re-Nutriv	123
Foundation/Face	139



REFERENCE

Table of Contents	243
Glossary	309
Index	311

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 9–22 ☐ Take QUIZ on page 21	
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 77–100 ☐ Take QUIZ on page 99 ☐ Complete LEARN/APPLY on page 100	
WEEK 3 Learn all about our modern glamour makeup and how to apply it like an expert.	☐ Read FOUNDATION Pages 139–154 ☐ Take QUIZ on page 153 ☐ Study REFERENCE pages 281–289 ☐ Complete LEARN/APPLY on page 154	
WEEK 4 Practice The Estée Lauder 5-Step Face™, 3 Minute Beauty techniques and Estée Lauder Signature Techniques. Finish the week with fragrance.		

DAY 3	DAY 4	DAY 5
 ☐ Read HERITAGE Pages 23–34	☐ Read PURPOSE Pages 35–76	
☐ Read BEAUTIFUL SKIN SOLUTIONS Pages 95–122 ☐ Take QUIZ on page 121 ☐ Study REFERENCE pages 245–272 ☐ Complete LEARN/APPLY on page 122		☐ Read RE-NUTRIV Pages 123–138 ☐ Take QUIZ on page 137 ☐ Study REFERENCE pages 273–280 ☐ Complete LEARN/APPLY on page 138
	☐ Read BEAUTIFUL MAKEUP Pages 155–194 ☐ Take QUIZ on page 193 ☐ Study REFERENCE pages 291–302 ☐ Complete LEARN/APPLY on page 194	
	☐ Read BEAUTIFUL FRAGRANCE Pages 195–218 ☐ Take QUIZ on page 217 ☐ Complete LEARN/APPLY on page 218	CONGRATULATIONS! You're ready to attend the Beautiful Start Learning Lab.



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 AN
ESTÉE LAUDER.

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, Estée Lauder launched her brand with 4 products she believed would make every woman look and feel beautiful. 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!



Find out more about living your Purpose on page 37.

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!

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 Beautiful Skin Solutions Concern Cards. 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 103.

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 Collection on pages 41–44.

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 warm smile and greeting makes a great first impression—use one of the Estée Lauder greetings on page 51.

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, disposable applicators and sponges. Turn to page 45 to learn 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 and 3 Minute Beauty techniques. They are easy to learn and easy to apply—with beautiful results every time. Learn more on page 63.

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 85 >](#)

2 We recommend skincare products to each customer based on her skin concerns, not her age. Just show her the Beautiful Skin Solutions Concern Cards 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 101 >](#)



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 123 >](#)

ESTÉE LAUDER MAKEUP

1 Estée Lauder Makeup is all about modern glamour—the look is always beautiful with a flawless face, defined eyes, lips and nails punctuated with color. [LEARN MORE ON PAGE 156 >](#)

2 We have 3 Minute Beauty and Estée Lauder Signature Techniques for makeup that are exclusive to Estée Lauder. Transform your customer's look with these fast and mistake-proof beauty fixes in just three minutes! [LEARN MORE ON PAGE 63 >](#)



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 173 >](#)



DOUBLE WEAR is our much loved, long-wearing makeup collection that won't crease or fade. [LEARN MORE ON PAGE 174 >](#)

ESTÉE LAUDER FRAGRANCE

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

2 Every Estée Lauder fragrance has a unique story and inspiration. When showing your customer her fragrance options, be sure to tell her the story behind each one! [LEARN MORE ON PAGE 203 >](#)



3 OUR TOP 3 FRAGRANCES ARE, ESTÉE LAUDER PLEASURES, MODERN MUSE, AND BEAUTIFUL. [LEARN MORE ON PAGES 207-216 >](#)



Estée Lauder's Top 10

Meet our top 10 customer favorites—and learn why customers love them!



MORE ON PAGE 245

ADVANCED NIGHT REPAIR SYNCHRONIZED RECOVERY COMPLEX II

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



MORE ON PAGE 257

REVITALIZING SUPREME GLOBAL ANTI-AGING CREME

A breakthrough multi-action moisturizer that helps skin trigger a “master switch” that activates numerous anti-aging functions in skin to transform the look of dullness, lines and wrinkles and loss of firmness.



MORE ON PAGE 248

IDEALIST PORE MINIMIZING SKIN REFINISHER

This silky repair serum refinishes rough, flaky skin to deliver our most dramatic resurfacing benefits.



MORE ON PAGE 251

PERFECTIONIST [CP+R] WRINKLE LIFTING/FIRMING SERUM

This serum is 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 259

RESILIENCE LIFT FIRMING/SCULPTING FACE AND NECK CREME SPF 15

Our #1 moisturizer globally, with our most advanced lifting technologies. See skin that's dramatically more lifted, sculpted, firmer and radiant.



MORE ON PAGE 281

DOUBLE WEAR STAY-IN-PLACE MAKEUP

Our #1 foundation looks flawless and feels comfortable for up to 15 hours!



MORE ON PAGE 293

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 297

SUMPTUOUS INFINITE DARING LENGTH + VOLUME MASCARA

An all-in-one mascara that gives lashes a fanned out, feathery look for up to 10 hours. Our first-ever molded brush has a built-in “lash comb” to define and separate lashes.



MORE ON PAGE 299

PURE COLOR ENVY SCULPTING LIPSTICK

Luxurious formula sculpts lips with rich, full color in just one stroke. Choose from 20 statement shades that work for every skintone.



MORE ON PAGE 209

MODERN MUSE

A new vision in fragrance, inspired by the modern woman. With its contrast of sparkling jasmine and sleek woods, Modern Muse is all about you and how you wear it.

Beauty Advisor Must-Haves

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

QUICKSTART



☐ iMATCH™ SHADE FINDER

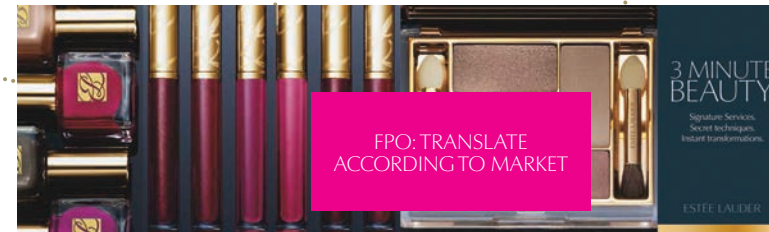
WHAT IT IS

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 PAGES 143, 171 >



☐ 3 MINUTE BEAUTY

WHAT IT IS

A way to transform your customer's look in just three minutes. Use this takeaway to offer a 3 Minute Beauty technique to every customer. She can choose from six transformational techniques for a fast, fun, and easy-to-replicate tutorial!

WHY YOU NEED IT

It will show off your expertise and allow your customer to leave with new beauty techniques she can apply at home.

FIND OUT HOW ON PAGE 63 >



☐ BEAUTIFUL SKIN SOLUTIONS CONCERN CARDS

WHAT IT IS

Cards 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 103 >



☐ 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.

QUIZME!

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 techniques can you teach a customer who only has a few minutes to spare?

- 3 | Which serum doubles skin's own natural collagen production in just one week?*"
- 4 | Which #1 repair serum is Estée Lauder's star product?

- 5 | Re-Nutriv SuperCremes have _____ and _____ in one product.
- 6 | Estée Lauder Beautiful Skin Solutions are systems of _____ serums and _____.
- 7 | Estée Lauder Pure Color EyeShadow contains _____ Technology.
- 8 | Which #1 foundation offers up to 15 hours of wear?

- 9 | Modern Muse is a contrast of _____ and _____.
- 10 | Which Beauty Advisor must-have tool helps you choose color shades for your customer?

*In vitro testing of CPR-75 Technology.



FPO: TRANSLATE
ACCORDING TO MARKET

QUICKSTART



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 our founder, Estée Lauder, it is history that became a beauty industry legend. Meet the people who have continued her legacy...

The Lauder Family

HERITAGE

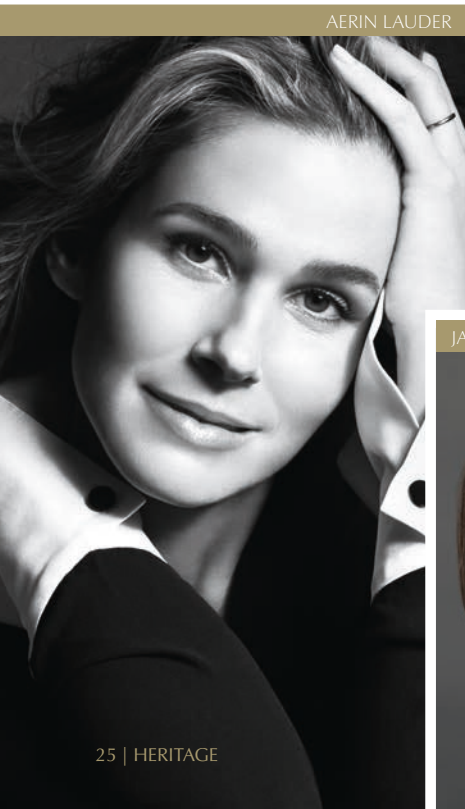
FROM LEFT TO RIGHT: GARY LAUDER, EVELYN H. LAUDER, JOSEPH LAUDER, ESTÉE LAUDER, AERIN LAUDER, WILLIAM LAUDER, JANE LAUDER, LEONARD LAUDER, RONALD LAUDER, JO CAROLE LAUDER



WILLIAM LAUDER



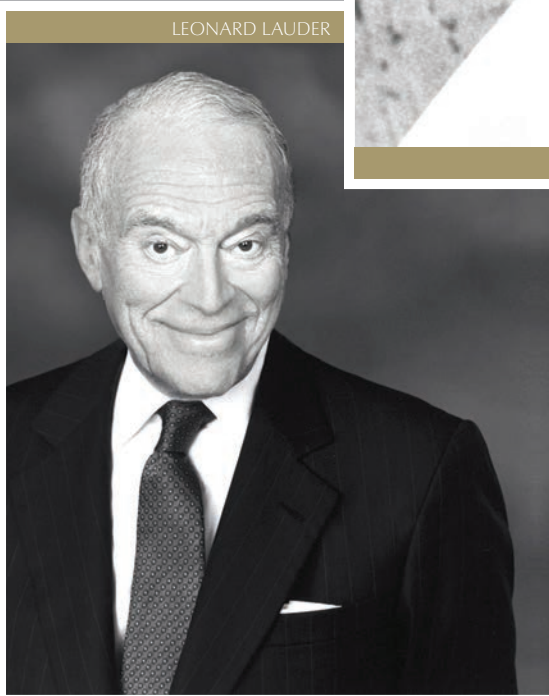
EVELYN H. LAUDER



AERIN LAUDER



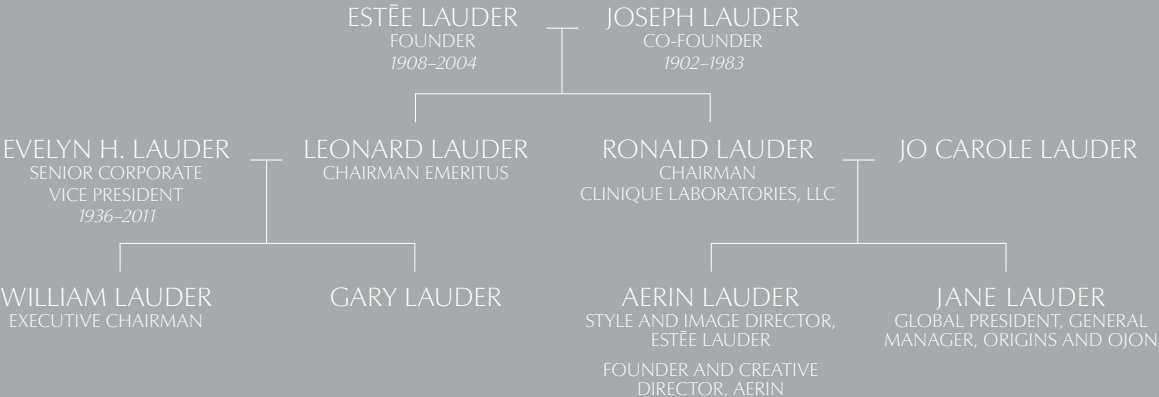
JANE LAUDER



LEONARD LAUDER

ESTÉE 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. Estée Lauder convinces women to purchase their own fragrance with the first-ever bath oil that doubles as a perfume. Estée 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.
Estée 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.

2011

AERIN LAUDER
LAUNCHES AERIN
BEAUTY—
a global lifestyle
brand combining
cosmetics, fragrance,
fashion accessories,
and home decor
inspired by Aerin's
own life. Limited
distribution.

2013

ADVANCED
NIGHT REPAIR
SYNCHRONIZED
RECOVERY
COMPLEX II

Our #1 serum,
becomes more
advanced than
ever with an
exclusive new
repair technology
and 25+ patents
worldwide.*

2014

ESTÉE LAUDER
LAUNCHES A
NEW VISION IN
FRAGRANCE—
Modern Muse,
Estée Lauder's first
dual impression
fragrance, captures
and celebrates the
independent woman
who inspires others
with her free spirit
and irreverent style.

The Beautiful Women of Estée Lauder

[HERITAGE]

ARIZONA
MUSE

“I see so much beauty in the women I know and am fond of.”

NATIONALITY
American

BEAUTY SECRET
I never tweeze my eyebrows, but do fill them in with a pencil.

FAVORITE PRODUCTS
Advanced Night Repair, Idealist Cooling Eye Illuminator

JOAN
SMALLS

“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

CONSTANCE
JABLONSKI

“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

LIU
WEN

“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

The Beautiful Women of Estée Lauder

HERITAGE



ELIZABETH
HURLEY



CAROLYN
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 campaigns have included Re-Nutriv, our luxury skincare line and most recently, Pure Color Envy Sculpting Lipstick.



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 161.

The Beauty Advisor



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

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 our President [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
LD REL
ERS I AL
INE HER
OK AND
AUDER I
MY CUS
MER TO
HOW TO
M ESTÉE
S WITH
ERY CUS
WOMEN
JTIFUL I
ONSHIPS
V EVERY
I TEACH
EL BEAU
LD REL
ERS I AL
INE HER
OK AND
AUDER I
MY CUS
MER TO
HOW TO
M ESTÉE
S WITH
ERY CUS
WOMEN
JTIFUL I
ONSHIPS
V EVERY
I TEACH
EL BEAU
LD REL
ERS I AL
INE HER
OK AND
AUDER I
MY CUS
MER TO
HOW TO
M ESTÉE
S WITH

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

Ask questions and listen to her needs

Adapt service to customer's shopping style

Offer to show her a 3 Minute Beauty technique

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.”
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 embody the style of the brand, sending a message to the customer that you are a style authority. Developed exclusively by modern design house Opening Ceremony, our chic Style Collection was designed specifically for you.

HER STYLE

SHORT SLEEVED PLEATED DRESS

Flirty and flattering, this dress is fitted at the torso and waist and flares out with a full sweeping hem. Incorporates a detachable enameled belt. Invisible center zipper at back.

JACQUARD PEPLUM BLOUSE

A beautiful, tailored body and waistline creates curves where you want them and conceals where you don't. Fullness from the waist down adds a dressy flair, while princess seams provide shape and contouring. Invisible center zipper at back.

SLIM PANT

This ultra-sleek pant flatters with a fitted waist and straight leg. Comes with our signature belt, which was modeled after a vintage compact.

SHIRRED NECK BLOUSE

This clean, simple style has a 3/4-length sleeve with shirt cuffs. A curved hem and cuffs enhance its soft shape, and the gathered neckline adds a subtle decorative touch. Invisible center zipper at back. Available in navy and cream.

PLEATED SKIRT

A full, sweeping skirt feels feminine and fun. The fitted waist and flared shape flatter any body type. Our signature belt adds an extra touch of style. Available in our signature jacquard print and navy.

SLIM BLAZER

This easy-to-wear blazer adds style to any outfit. Fitted and tailored throughout the waistline, hits at the mid hip. Two buttons at front give it a relaxed feel.

JACQUARD SHEATH DRESS

Classic, slim and tailored, this short-sleeved dress is an all-in-one piece that looks instantly chic. Two front slits create a flattering fit, while making it easy to move around the counter. Comes with our signature belt. Invisible center zipper at back.

BUTTON CLOSURE BLOUSE

With decorative buttons at the neckline and a darted bust and tapered shape, this easy-to-wear blouse has a chic, slimming effect. Available in navy and cream.



HIS STYLE

BLAZER

A patch pocket blazer with an updated slim silhouette looks smartly tailored but feels extra comfortable. Pair it with a crisp white button-down dress shirt.

TROUSER

Pressed slim trousers have a modern, easy fit. Slash pockets at front and welt pockets in back show off the expert tailoring.

TIE

This custom-made tie in our signature jacquard print adds the perfect finishing touch.

The Perfect Match

When we set out to create our Beauty Advisor look, we searched for the right design partner who could share our vision.

We chose Opening Ceremony, a truly modern design house that embodies the spirit of downtown cool. But it's not just a fashion brand—the founders, Carol Lim and Humberto Leon, are curators of design. Their concept is to create a place to share their passions for travel, art, and fashion. They also happen to be lifelong fans of Estée Lauder and collect our vintage compacts!

Opening Ceremony has also partnered with some of the most sought-after designers and brands, like Kenzo, Jean Paul Gaultier, Levi's, and Adidas to create limited-edition collections. The result of these collaborations is clothing that becomes a wearable work of art. This makes them the perfect fit for our brand, where we need every Beauty Advisor to be a muse to her customers.



Style It Right

Your outfit was carefully designed to be chic and inspirational—here are ways to help it look its best.



DAILY DO'S

Other than your watch and a ring, limit accessories to only one additional piece.

Always wear gold jewelry to match the Estée Lauder color palette.

Keep nails short and well-groomed. If you want to wear polish, stick to either neutral shades or Estée Lauder fashion colors.

Naturally pretty makeup looks. If you choose to wear pops of color, make sure the shades are on trend.

Chic, dressy pumps or flats in black or navy. Wear them with sheer ivory, black, or opaque black hose.

Neat, clean hair—off the face and natural in color. If you decide to wear a hair accessory, stick with classic, undecorated clips and pins.

Wear at least 6 Estée Lauder makeup products at all times. And always finish your look with an Estée Lauder fragrance!

DAILY DON'TS

Large, chunky statement necklaces or earrings—they can overwhelm the outfit and even snag the fabric.

Skip silver or other jewelry with attention-grabbing color or designs.

Excessively long nails, chipped polish, or nail art (no decals, jewels, or designs).

Harsh, heavy makeup, or unflattering or outdated shades. Visible tattoos or face piercings are never allowed.

Chunky shoes, sneakers, or booties. No textured tights with patterns or designs.

Unkempt, messy, or visibly dirty hair.

Never wear other brands or competitors' products when you're at the counter.

Estée Lauder Hygiene

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.



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.



LIPSTICK

Sanitize the lipstick bullet by spraying 1-2 pumps of hygiene spray approximately eight inches away from lipstick. Hold it with the bullet facing down. Then, scrape the bullet onto a clean tissue.

- Use a disposable lipstick applicator or brush to apply.



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.



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.



LIP GLOSS/LACQUERS

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.



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.



EYESHADOW

Swipe disposable applicator across the eyeshadow to collect and apply product. Do not use the same side to swipe an eyeshadow again—use a clean side or new disposable applicator.

BRUSH CARE

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

POWDER BRUSHES

Clean brushes with Perfectly Clean Triple-Action Cleanser/Toner/Makeup Remover before and after every demonstration.

- Spray 2-3 pumps of the Triple-Action Cleanser, 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 Triple-Action Cleanser/Toner/Makeup Remover.



ALL BRUSHES, AT THE END OF EVERY DAY

- Thoroughly wet the brush with water.
- Massage Triple-Action Cleanser/Toner/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.

TIP! Shampoo your brushes once a month using gentle shampoo. Follow the steps above.



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.”

ESTÉE LAUDER

I BUILD

RELATIONSHIPS
WITH MY CUSTOMERS

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 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 with Greet, Meet, Treat, Complete

GREET

The Estée Lauder expectation is that every customer is greeted within 10 feet and 10 seconds. Try one of these 3 proven greetings to welcome her to your counter.



APPRECIATION GREET

Tell the customer how much you appreciate her coming to your counter 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!
“So nice to see you—how are you? I really like that color on you.”

PRODUCT GREET

Direct your customer’s attention to a product, or greet her based on something she is already looking at.
“I see you’re looking at _____. That’s one of my favorites. If you have a moment, I’d love to show you a trick to applying it.”

You know you only get one chance to make a great first impression—here’s how to ensure your customer has a memorable experience that makes her want to come back for more.

MEET

Next, determine and meet her immediate need. Is she there to browse or just replenish? Ask questions, and adjust your service accordingly. If she’s in a rush, simply help her find what she’s looking for, but let her know you’re available if she needs more next time.

- “What brings you to Estée Lauder today?”
- “Would you like my help, or would you like to browse on your own?”
- “If you have a minute, would you like me to show you a quick application?”

TREAT

This doesn’t have to be a grand gesture—there are many ways to make your customer’s experience special. From a simple smile to a 3 Minute Beauty technique, think about how you can make her visit one she’ll never forget.

What’s your favorite way to treat your customer?



ANOTHER WAY TO TREAT
Offer her a seat for a free 10-day supply of foundation.

COMPLETE

To successfully Greet, Meet, and Treat your customers, use these tried and true phrases that will help you Complete your sale. Use this Service Circle to help you make the most of every interaction with your customers.

1,2,3 CONNECT

I want to make sure you see the results I promised today. May I call you to see how you are enjoying your products?

I'd love to keep in touch with you and let you know about our new products and promotions I think you might like. What is the best number to reach you at?

PERSONALIZE IT

I'd love to show you how I personally apply_____.

I would love to share with you a tip I just learned.

ADVISE TO BUY

Now that we've discussed your concerns, I'd like to share my recommendation.

Which product did you love and want to treat yourself to today?

LINK TO OTHER PRODUCTS

Let me show you how to make_____ work even better.

You don't have to buy it today, but I'd love to show you my favorite product.

GREET

Good morning! Thank you for coming in today.

How are you today?

I really like that color on you.

MEET

What brings you to Estée Lauder today?

Would you like to browse, or can I offer you a quick service treat?

How much time do you have?

TREAT

Did you receive your free gift today? (Offer a free 10-day supply of foundation.)

I would love to teach you something new.

Do you have 3 minutes to learn a quick application technique?

COMPLETE

Use the next four steps of the circle to build a successful relationship with your customer.



Change Your Counter's Culture

Now, more than ever, consumers are traveling the world in search of great products. Make your counter a travel-friendly place for everyone passing through with these regionally-relevant tips.

[BUILD RELATIONSHIPS]

1 CHINESE

- The #1 reason consumers travel is to shop.
- Skincare is of huge importance, especially brightening products in the summer and rich cremes in the winter.
- Consumers often shop in groups and may carry a specific list.
- Show what's new—introduce customers to best-sellers and give them value options.
- Use both hands when presenting products, a credit card, or a shopping bag. This is an important cultural gesture.

2 LATINA

- For most Latina women, beauty and pampering is a priority. Make her feel like a VIP and treat her to a 3 Minute Beauty technique.
- Create a sincere bond and treat her like she is part of the family.
- She views her Beauty Advisor as a trusted friend. Her loyalty to her is even greater than her loyalty to Estée Lauder.
- Let her do the talking and listen to her concerns.
- Makeup and fragrance are her top products.

REMEMBER:
Welcoming, friendly
service is a universal
language!

Use non-verbal ways to communicate, if necessary. Always offer a seat and point to products if you need to. Treat the customer as an individual—be respectful and introduce yourself.

3 MIDDLE EASTERN

- Fragrance is her #1 purchase. She'll often carry a full-size bottle of her favorite perfume in her makeup bag.
- Treat her like a VIP! Pamper her with a 3 Minute Beauty technique. She is accustomed to being highly serviced.
- Demonstration is important. She wants to see immediate results in her products.
- Eye makeup is her primary method of expression. She likes ultra-black mascara and liner, and impactful shadows.
- She shops for foundations a shade or two lighter than her natural skintone for a brightening effect.

4 RUSSIAN

- Mascara is her ultimate makeup must-have.
- She seeks new, exclusive products overseas.
- Anti-aging is her primary skin concern. She starts seeking solutions at age 30.
- She wants luxury and won't be shy about spending more if she likes what she sees.
- Lipstick is considered a status enhancer. Suggest it to build the sale, and show her a variety of shades and finishes.

5 INDIAN

- India is a service-driven society. Look for ways you can go above and beyond for her.
- Her biggest concerns are dark circles, uneven skintone, and allover fairness. She looks for problem-solving products.
- Make her experience feel like an event—treat her to a hand massage or makeup application.
- Most luxury purchases are made outside her home country.
- She is price-conscious. Give her value options for every product you show her.



Positive Solutions

A customer who is disappointed or dissatisfied is your **BIGGEST** relationship-building opportunity. 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.

BUILD RELATIONSHIPS

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.

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 3 Minute Beauty technique.

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.



HANDLING RETURNS

We all know that handling returns is a reality at the counter. The goal is to turn every return customer into a happy customer. It’s easy—just follow the tips below.

- GREET**
Smile and take the return from her—this will immediately put her at ease.
Thank her for giving you the opportunity to make it right.
Apologize for the inconvenience it caused.

- MEET**
Take a few minutes to get to know her.
Ask questions to better understand why she was unhappy and find a better product match.

- TREAT**
Offer her something special as a treat—a service, a free 10-day supply of foundation, or a makeup touch-up.

- COMPLETE**
Share a personal tip or recommend a product better suited for her needs.

DID YOU KNOW?

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

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 308 to learn more.

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

- Ask questions and listen to her needs
- Adapt service to customer’s shopping style
- Offer to show her a 3 Minute Beauty technique
- Sell with no pressure to buy

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.

CUSTOMER DEFINES



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.

HOW TO GREET, MEET, TREAT, COMPLETE

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 to show her a 3 Minute Beauty technique
- 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. The message is clear—she's just looking.

HOW TO GREET, MEET, TREAT, COMPLETE

- 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...", It's obvious she needs your help!

HOW TO GREET, MEET, TREAT, COMPLETE

- Offer her a seat
- Ask open-ended questions and listen
- Use tools and demonstrate
- Offer honest advice
- Teach her how to apply
- Offer to show her a 3 Minute Beauty technique
- 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

3 Minute Beauty

Customers can change their look in just three minutes with our fast, free, mistake-proof beauty fixes!

CUSTOMER DEFINES

3 MINUTE BEAUTY

SIGNATURE SERVICES

Introducing an all-new way to teach and treat your customer. Now you can help her change her look in minutes with our quick beauty fixes—there are 6 easy techniques for amazing transformations.

FACE

Instant Glow Instant Matte

YOU’LL NEED:

- > Powder Foundation Brush
- > Sponge
- > Illuminating Perfecting Primer or Matte Perfecting Primer
- > Double Wear Stay-in-Place Flawless Wear Concealer
- > Pure Color Blush
- > Pure Color Gloss

- 1) On back of hand, mix pea-size amount of Illuminating or Matte Primer with a pea-sized amount of Double Wear Concealer.
- 2) Swirl Powder Foundation Brush over mix to pick it up, and, with same swirling motion, buff all over face.
- 3) Apply another pea-size amount of Primer to back of hand.
- 4) Using a sponge, pick up a generous amount of Pure Color Blush and mix into Primer.
- 5) Apply Blush/Primer mix to cheeks with a gentle tapping motion.
- 6) Finish with Pure Color Gloss on lips.

Highlight and Contour

YOU’LL NEED:

- > Powder Brush
 - > Double Wear Brush-On Glow BB
 - > Bronzer
- 1) Over foundation (or on bare skin, if desired), create highlights: Visualize a backward “E” drawn on one side of face, and use Double Wear Brush-On Glow BB to trace it, starting above the inner corner of the brow. Sweep the line halfway down the inside bridge of the nose to just below the eye, and then bring the line back in toward the outer corner of the nose and out under cheeks to soften lines around the mouth. Blend well with fingertips.
 - 2) Create contours: Dust on Bronzer using the original “EL Bronzing Lift” Signature Technique, creating an “E” in the opposite direction.
 - 3) Repeat steps on other side of face.

XO Spots

YOU’LL NEED:

- > Concealer Brush
 - > Powder Foundation Brush
 - > Advanced Night Repair
 - > Double Wear Stay-in-Place Flawless Wear Concealer
 - > Double Wear Powder Foundation
- 1) Apply 1–2 drops of Advanced Night Repair on back of hand.
 - 2) Kiss. Pick it up with a concealer brush, and “kiss” a dot of it on desired spot, blemish, or discoloration.
 - 3) Let Advanced Night Repair absorb to hydrate and smooth.
 - 4) Next, use a clean, disposable applicator to apply Double Wear Concealer in an X over the spot. Circle the X with an O.
 - 5) Hug. Gently tap the outer edges of the X and O until they “hug,” becoming perfectly blended together.
 - 6) Gently press Double Wear Powder Foundation onto spot using Powder Foundation Brush to set.

3 Minute Beauty

Customers can change their look in just three minutes with our fast, free, mistake-proof beauty fixes!

CUSTOMER DEFINES

EYES

Fatigue Fighter

YOU'LL NEED:

- > Concealer Brush
- > Advanced Night Repair Eye Serum Infusion or Gel Creme
- > Double Wear Stay-in-Place Flawless Wear Concealer
- > Double Wear Brush-On Glow BB

- 1) Refresh eyes with original Fatigue Fighter Signature Technique.
- 2) Then, give eyes extra glow with Double Wear Brush-On Glow BB. Draw two "C's"—a small one on the inner corner of eye, and a larger "C" on the outer corner.
- 3) Tap with finger to blend.

Modern Wing

YOU'LL NEED:

- > Estée Lauder mascara of choice
- > 2 Pure Color EyeShadows (1 light shimmer, 1 bright—used as liner)
- > Double Wear Stay-in-Place Eye Pencil
- > Double Wear Stay-in-Place Gel EyeLiner

- 1) Apply one coat of mascara to define lashes.
- 2) Dust light shimmery shadow all over lids, from lashline to brow.
- 3) Glide Double Wear Eye Pencil along upper lashline.
- 4) Add Gel EyeLiner over Pencil. Extend into a wing at outer corner.
- 5) Apply a vibrant shadow as liner on top of the Gel, following the same line.

LIPS

Lip Shape-Up

YOU'LL NEED:

- > Pure Color EyeShadow (in a light, shimmery shade)
- > Double Wear Brush-On Glow BB
- > Double Wear Stay-in-Place Lip Pencil
- > Pure Color Envy Sculpting Lipstick
- > Pure Color Gloss

- 1) Blend Pure Color EyeShadow on the Cupid's bow of top lip.
- 2) Stroke Double Wear Brush-On Glow BB around the perimeter of top and bottom lips, but skip the Cupid's bow. Blend with fingertips.
- 3) Optional: Define and fill in lips with Lip Liner.
- 4) Apply Pure Color Envy Lipstick in desired shade.
- 5) Dot a coordinating Pure Color Gloss in the centers of both lips.

In a busy life, Estée was right: "3 minutes is all beauty should ever take."

—Estée Lauder



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. Here's how to show her other products she'll love—in a non-pressured way.

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.”

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

Standard Certification

Now that you've learned the Estée Lauder Standards, it's time to put your knowledge and skills to the test with Standard Certification.



WHAT IS CERTIFICATION?

Certification is an opportunity to elevate your skills resulting in improved service, customer loyalty and sales.

THERE ARE TWO LEVELS OF ESTÉE LAUDER CERTIFICATION—STANDARD AND EXPERT.

Standard level is basic certification which recognizes expertise in service and in each of the four Estée Lauder Standards.

Learn about Expert Certification on page 73

LOOK AND FEEL BEAUTIFUL

WHY CERTIFICATION?

REWARDS TO CERTIFICATION.

Certification provides you with recognition from customers and peers alike and the confidence of knowing that you have special expertise that sets you apart in the industry.

Upon completion of each level of certification, you will receive a Recognition of Excellence diploma. Once you complete Expert Certification, you will receive an Estée Lauder Expert Pin.

Certification is now a prerequisite to career growth at Estée Lauder. In order to be eligible to apply for a promotion, you must achieve Standard and Expert level Certification.

When you achieve Expert level certification, you become eligible to be selected to participate in our prestigious Best of the Best program—a group of elite Beauty Advisors from around the world who visit New York City for a week of Estée Lauder festivities.



CERTIFICATION REQUIREMENTS AND TIMELINE

To be eligible for Standard Certification, you must successfully complete the Beautiful Start book and Learning Lab, complete 3 months of service as an Estée Lauder Beauty Advisor, and achieve a minimum IPT (Items per transaction) of 2.0 the month prior to your assessment. You must meet all sales productivity goals and be in good standing with your Counter Team and Store Management. In order to be certified, you must also pass the Standard Certification Assessment. Ask your Counter Manager for details.

Once you’ve passed Standard Certification, you are eligible to apply for Expert level, which is advanced certification in skincare and requires product and application expertise in this category.



GETTING STARTED

IT IS A REQUIREMENT THAT ALL BEAUTY ADVISORS PASS CERTIFICATION AFTER THEIR PROBATIONARY PERIOD.

Prepare for certification by reviewing your Beautiful Start book and practicing each of the skills so you’re ready for certification. Specific topics to study are listed in this guide under each Standard.

Practice your knowledge and skills with co-workers, customers and your Counter Manager to build expertise and confidence—an important part of being a certified beauty expert.

Once you can confidently demonstrate all the skills outlined in this guide, let your Counter Manager know you’re ready for certification. An Estée Lauder Executive will schedule a personal skill assessment—which is your opportunity to show off all that you have learned.



Your Standards for Certification

To pass certification, you will need to demonstrate that you live your Purpose and follow the Estée Lauder Standards. Listed below are the specific skills and knowledge that will be included in your certification assessment.

LOOK AND FEEL BEAUTIFUL

I AM ESTÉE LAUDER

TO PASS CERTIFICATION, YOU MUST BE ABLE TO DEMONSTRATE THE FOLLOWING:

- 1 Image that perfectly exemplifies Estée Lauder guidelines
- 2 Use of Skin Concern Cards to recommend and demonstrate Beautiful Skin Solutions system based on the customer’s needs. Explain the Estée Lauder skincare philosophy.
- 3 Use of iMatch™ Shade Finder to select perfect foundation formula and shade and recommend the appropriate face products for a flawless look.

I ALLOW EVERY CUSTOMER TO DEFINE HER EXPERIENCE

TO PASS CERTIFICATION, YOU MUST BE ABLE TO DEMONSTRATE THE FOLLOWING:

- 1 Offer a 3 Minute Beauty technique
- 2 Demonstrate one of the 3 Minute Beauty techniques (chosen by Field Executive).
- 3 Introduce your favorite Estée Lauder product in a non-pressured way.

I BUILD RELATIONSHIPS WITH CUSTOMERS

TO PASS CERTIFICATION, YOU MUST BE ABLE TO DEMONSTRATE THE FOLLOWING:

- 1 You have developed an active Estée Lauder clientele based on your length of service as a Beauty Advisor. Your clientele requirement is a minimum of 5 customers per week—every week since your date of hire—with a record of consistent follow up.

I TEACH WOMEN HOW TO LOOK AND FEEL BEAUTIFUL

TO PASS CERTIFICATION, YOU MUST BE ABLE TO DEMONSTRATE THE FOLLOWING:

- 1 Demonstrate and explain our most famous product, Advanced Night Repair.
- 2 Successfully apply your favorite 3 Minute Beauty technique.



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.



Learn what Estée Lauder believes about skincare | P83
Learn how to demonstrate Advanced Night Repair | P91
Understand Beautiful Skin Solutions and Re-Nutriv | P97
Find every woman's perfect foundation match | P143
Learn how to wow your customer with foundation | P151

Use the Skin Concern Cards 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 Cards on page 103.

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

—ESTÉE LAUDER

ESTÉE LAUDER ADVANCED NIGHT REPAIR SKINCARE

OUR PHILOSOPHY

WE BELIEVE EVERY WOMAN IS BORN WITH BEAUTIFUL SKIN.

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

OUR SYSTEM

REPAIR SERUM + MOISTURIZER = BEAUTIFUL SKIN

Our 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 visible signs of aging with direct, concentrated treatment.
- Tested and proven Moisturizers are formulated with exclusive Repair Optimizing Technology to deliver advanced anti-aging benefits.

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 OUR SKINCARE PHILOSOPHY

Advanced Night Repair

Synchronized Recovery Complex II

WHAT IS IT?

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

WHAT DOES IT DO?

EVERY NIGHT—While you sleep, it helps maximize skin's natural nightly repair so your skin looks significantly younger.

EVERY DAY—During the day, it will strengthen and help protect skin from environmental assaults.

EVERY KEY SIGN OF AGING—Use it every day and see a dramatic reduction in the look of every major sign of aging.

WHO IS IT FOR?

Every customer can use it! Advanced Night Repair is effective for all ages, ethnicities, and skintypes, and can be used with every moisturizer.

Learn more about what Advanced Night Repair does and how it works on page 245.



The “Every” Story

To help you share the benefits of Advanced Night Repair with every customer, we developed the “Every” story.

SHARE THE “EVERY” STORY

EVERY NIGHT



While you sleep, it helps maximize skin’s natural nightly repair with an exclusive repair technology.

EVERY DAY



During the day, it strengthens and helps protect skin from environmental assaults.

EVERY KEY SIGN OF AGING



Use it every day for a dramatic reduction in the look of every major sign of aging.

*In vitro testing

IF SHE WANTS THE DETAILS...

OUR EXCLUSIVE CHRONOLUXCB™ TECHNOLOGY helps promote skin cells’ natural purification and synchronization processes for our most comprehensive repair serum.

PURIFICATION—a natural repair process, catabolysis (cat-a-bol-a-sis) that helps remove cellular debris that can accelerate premature signs of aging.

SYNCHRONIZATION—a natural repair process that ensures cellular repair happens at exactly the right time.

A POWERFUL BLEND of anti-oxidants help neutralize up to 90% of free radicals* to help prevent future damage.

High levels of hyaluronic acid help lock in moisture to create the perfect environment for skin’s natural repair.

TESTED AND PROVEN

Lines and wrinkles look significantly reduced. Skin feels smoother, hydrated and stronger. Looks younger, radiant, more translucent and even toned.

INSTANTLY

82% of women felt their skin was hydrated.

IN JUST 4 WEEKS

More than 75% of women felt their skin looked more youthful.

83% of women felt their skin looked healthier, fresher, more rested.

A CLOSER LOOK

Advanced Night Repair features ChronoluxCB™, a combination of Purification + Synchronization for our most advanced night serum ever. It’s a first of its kind—so revolutionary, it has 25+ patents and patents pending worldwide. And it’s exclusive to Estée Lauder.

PURIFICATION

Every night, skin cells go through a purification process which, our scientists discovered, peaks at night. By cleaning out cellular debris, skin’s natural repair is optimized. Unfortunately, as we age, this natural purification process slows down. This led our scientists to develop a breakthrough technology called ChronoluxCB™.

SYNCHRONIZATION

This key cellular function supports skin’s natural ability to keep cells in sync. When all skin cells are in sync and repairing at exactly the right time, skin’s overall repair is optimized.

We Own the Night

Estée Lauder invented the repair category with the launch of our first Night Repair in 1982, and we've been industry leaders ever since. Here's what makes Advanced Night Repair unlike any other repair serum on the market today.

- Over 30 years of research
- Proved that nighttime is the right time to repair
- First to use Hyaluronic Acid
- More than 8 bottles sold per minute around the world
- 25+ patents and patents pending worldwide



OUR LATEST DISCOVERY

LACK OF SLEEP ACCELERATES THE LOOK OF AGING

As leaders in skincare research, Estée Lauder partnered with a leading university to conduct a first-ever clinical sleep study in connection with skin. This groundbreaking study shows that a chronic lack of sleep can accelerate visible signs of skin aging. In particular, the study supports that poor quality sleep is associated with the following:

- Acceleration of fine lines
- Vulnerability to dry and dehydrated skin
- Uneven skin tone

HOW TO SHARE IT WITH YOUR CUSTOMER

Did you know that poor sleep can accelerate the visible signs of skin's aging? At Estée Lauder, we can't help you get a good night's sleep, but we can help you look like you did. Advanced Night Repair Synchronized Recovery Complex II is tested and proven to address every key sign of aging.

Demonstrate Advanced Night Repair

Once your customer tries Advanced Night Repair for herself, she'll be hooked. Here's how you can create an experience for her.

THE POWER OF THE WATER DEMONSTRATION

Your water bottle is the secret to showcasing the incredible hydration behind Advanced Night Repair. In consumer testing, the Water Demonstration clinched the sale every time—for both new and existing Advanced Night Repair customers.



1

Apply 1 dropper to the back of one hand and massage into skin.



2

Lightly spray the backs of both hands with water, then compare hands. Tell your customer to pretend the water is a moisturizer.

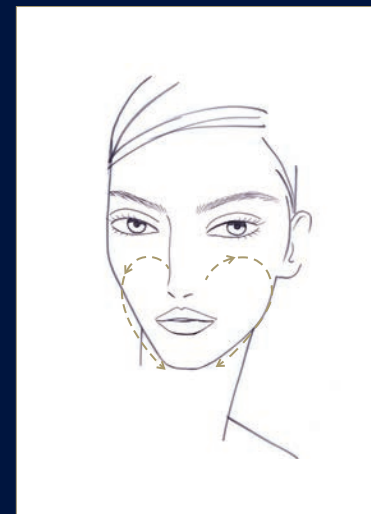


3

Ask her to notice how the skin treated with Advanced Night Repair holds moisture, while the untreated skin experiences moisture loss (the water quickly rolls off).

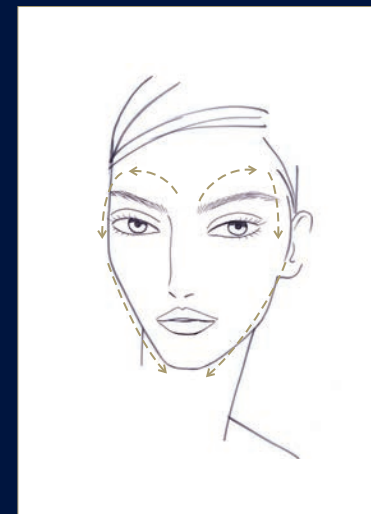
HEART RITUAL

Teach every customer how to use Advanced Night Repair by showing them the Heart Ritual. It will help her make the most of her skincare routine.



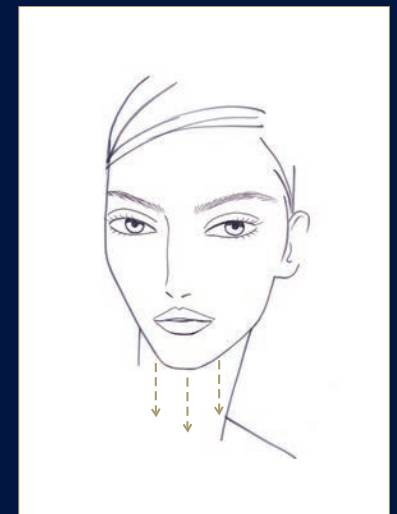
1

Warm Advanced Night Repair in between hands and massage onto face in a heart shape. Using all 4 fingers of both hands, start at the center of your face and move out to ears. Glide hands from sides of face down under chin.



2

Next, trace a larger heart from middle forehead out toward temples. Glide down the sides of the face and close the heart again under your chin.

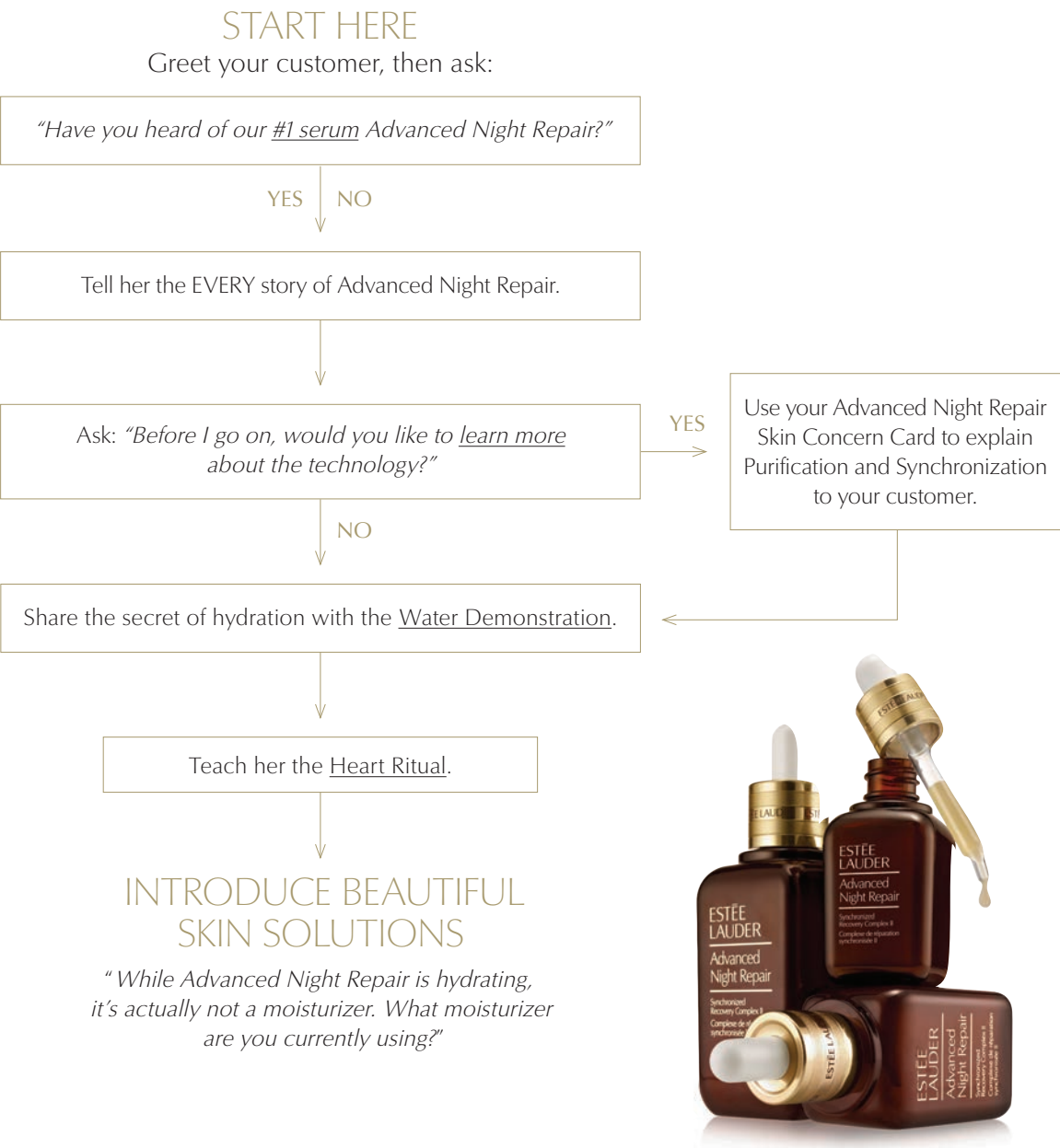


3

Finish the Heart Ritual by gently massaging on to neck.

Putting It All Together

Now that you’ve learned the story and science behind Advanced Night Repair, plus the demonstrations that will help you wow your customer, practice putting it together with this easy-to-follow flow chart.



A Closer Look

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 II page 245
Idealist Even Skintone Illuminator page 247
Idealist Pore Minimizing Skin Refinisher page 248
Clear Difference Advanced Blemish Serum page 249
Perfectionist [CP+R] Lifting/Firming Serum page 251

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 253
DayWear Multi-Protection Anti-Oxidant Creme page 254
Advanced Time Zone Age Reversing Line/Wrinkle Cremes page 255
Resilience Lift Firming/Sculpting Cremes page 259
CyberWhite Moisturizers page 265
Nutritious Moisturizers page 271

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 Technology (sirtuins) to help your skin repair better than ever before.

DID YOU KNOW?

Estée Lauder Moisturizers complement 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, 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.

RE-NUTRIV IS OUR LUXURY LINE.

These luxury SuperCremes feature an exclusive combination of repair plus moisturizer in one formula.

QUIZME!

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

- 1 | What is Estée Lauder’s skincare philosophy?
- 2 | Estée Lauder believes cellular _____ is a root cause of all visible signs of aging.
- 3 | Please fill-in the Advanced Night Repair “Every” story below:
EVERY night _____

EVERY day _____

EVERY key sign of _____

4 | Always use _____ Cards 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 _____ Technology.

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 83.
- ☐ Write Estée Lauder’s skincare philosophy in your own words.



LEARN

APPLY

- ☐ Review Advanced Night Repair.
☐ READ PAGES 85–94
☐ STUDY PAGE 245

☐ Practice with Advanced Night Repair.
☐ PRACTICE THE ADVANCED NIGHT REPAIR DEMONSTRATION
☐ PRACTICE THE WATER DEMONSTRATION
- ☐ Review Repair and Moisturizer on pages 95–96.

☐ 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 8 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
BEAUTIFUL SKIN
SOLUTIONS
CONCERN CARDS

All the information you need to recommend and help your customer understand her perfect Beautiful Skin Solutions System.

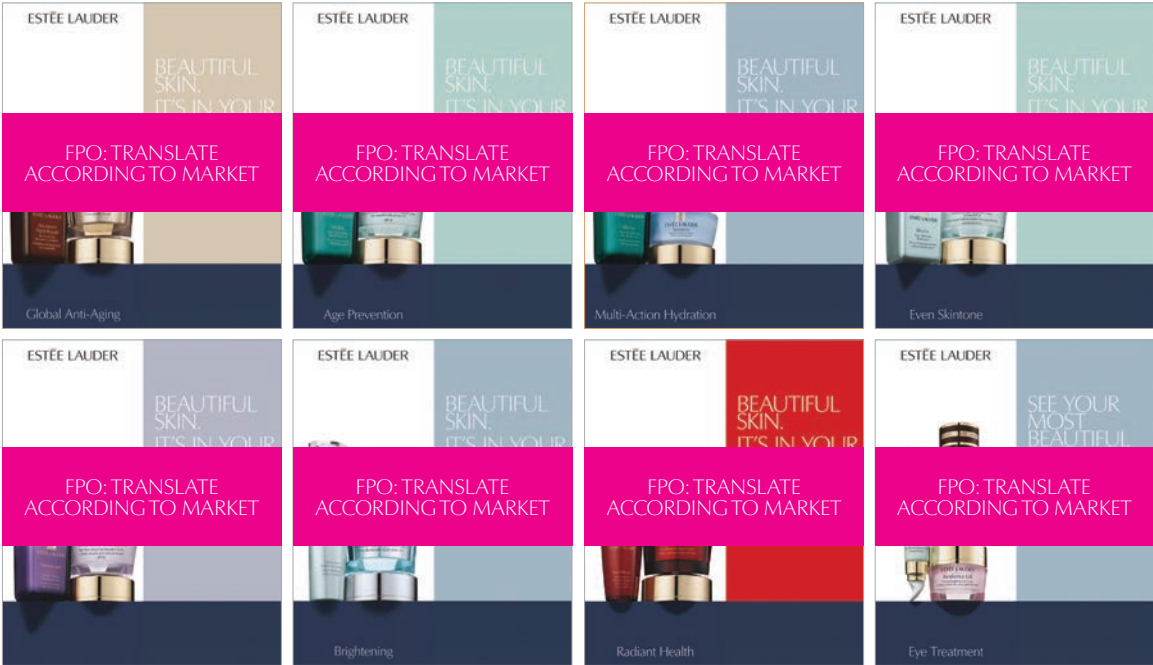
To find her concern, just show her the Concern Cards and ask, “Which concern sounds most like you?”



HOW TO USE

Open the Concern Card 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 103.



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.

The Systems

BEAUTIFUL SKIN SOLUTIONS

Age Prevention	Anti-Blemish	Even Skintone	Anti-Wrinkle	Global Anti-Aging	Lifting/Firming	Radiant Health	Brightening
Protect skin and reduce the first visible signs of aging.	Dramatically reduce the look of blemishes and pores for clear, smooth, blemish-free skin.	Give skin a more flawless, luminous look.	Dramatically reduce the look of deep lines and wrinkles.	Significantly reduce multiple signs of aging.	Give skin a younger, more lifted and sculpted look.	Infuse skin with the nutrients and energy it needs to glow.	Dramatically reduce dark spots and reveal “high definition” clarity and brightness—even up close.
REPAIR SERUM CHOOSE Idealist Pore Minimizing Skin Refinisher OR Advanced Night Repair Synchronized Recovery Complex II MOISTURIZER AM and PM DayWear Advanced Multi-Protection Anti-Oxidant Creme or Lotion EYE CARE CHOOSE Advanced Night Repair Eye Synchronized Complex OR Advanced Night Repair Eye Serum Infusion AM and PM	REPAIR SERUM CHOOSE Clear Difference Advanced Blemish Serum OR Advanced Night Repair Synchronized Recovery Complex II MOISTURIZER AM and PM DayWear Advanced Multi-Protection Anti-Oxidant Creme Oil-Free or Lotion EYE CARE CHOOSE Advanced Night Repair Eye Synchronized Complex OR Advanced Night Repair Eye Serum Infusion AM and PM	REPAIR SERUM CHOOSE Idealist Even Skintone Illuminator OR Advanced Night Repair Synchronized Recovery Complex II MOISTURIZER AM and PM DayWear Advanced Multi-Protection Anti-Oxidant Creme or Lotion EYE CARE CHOOSE Advanced Night Repair Eye Synchronized Complex OR Advanced Night Repair Eye Serum Infusion OR Idealist Cooling Eye Illuminator AM and PM	REPAIR SERUM CHOOSE Perfectionist [CP+R] Wrinkle Lifting Serum Corrector for Lines/Wrinkles/Age Spots OR Advanced Night Repair Synchronized Recovery Complex II MOISTURIZER AM Advanced Time Zone Age Reversing Line/Wrinkle Creme or Lotion PM Advanced Time Zone Night Age Reversing Line/ Wrinkle Creme 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	REPAIR SERUM AM and PM Advanced Night Repair Synchronized Recovery Complex II MOISTURIZER AM and PM Revitalizing Supreme Global Anti-Aging Creme EYE CARE CHOOSE Advanced Night Repair Eye Synchronized Complex OR Advanced Night Repair Eye Serum Infusion OR Revitalizing Supreme Global Anti-Aging Eye Balm AM and PM	REPAIR SERUM CHOOSE Perfectionist [CP+R] Wrinkle Lifting Serum Corrector for Lines/Wrinkles/Age Spots OR Advanced Night Repair Synchronized Recovery Complex II MOISTURIZER AM Resilience Lift Firming/Sculpting Face and Neck Creme or Lotion PM Resilience Lift Night Firming/Sculpting Face and Neck Creme EYE CARE CHOOSE Advanced Night Repair Eye Synchronized Complex OR Advanced Night Repair Eye Serum Infusion OR Resilience Lift Firming/ Sculpting Eye Creme AM and PM	REPAIR SERUM AM and PM Advanced Night Repair Synchronized Recovery Complex II MOISTURIZER AM Nutritious Vita-Mineral Moisture Creme PM Nutritious Vita-Mineral Intense Nourishing Creme/Mask EYE CARE CHOOSE Advanced Night Repair Eye Synchronized Complex OR Advanced Night Repair Eye Serum Infusion AM and PM	REPAIR SERUM CHOOSE CyberWhite HD Advanced Spot Correcting Essence OR Advanced Night Repair Synchronized Recovery Complex II MOISTURIZER AM CyberWhite HD Advanced Brightening Moisture Creme OR CyberWhite Brilliant Cells Full Spectrum Brightening Milky Lotion PM CyberWhite HD Advanced Brightening Night Creme EYE CARE CHOOSE Advanced Night Repair Eye Synchronized Complex OR Advanced Night Repair Eye Serum Infusion AM and PM

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 Re-Nutriv SuperCremes, which feature rare and precious ingredients and cutting-edge technology.

TIPS THAT WORK

Use the Skin Concern Card 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.

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.

ADVISE TO BUY

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

TIPS THAT WORK

Write down products for her to consider next time.

OFFER HER VALUE

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

TIPS THAT WORK

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

Demonstration Ritual

Use these demonstration rituals any time you are showing a customer a serum or moisturizer. Your customer will get a pampering experience at counter and learn the best way to apply products at home.

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.” –ESTÉE LAUDER

SERUM DEMONSTRATION

THE HEART RITUAL



Warm serum in between hands and massage onto face in a heart shape. Using all 4 fingers of both hands, start at the center of your face and move out to ears. Glide hands from sides of face down under chin.



Next, trace a larger heart from middle forehead out toward temples. Glide down the sides of the face and close the heart again under your chin.



Finish the Heart Ritual by gently massaging onto neck.

TAKE NOTE!

The Heart Ritual is based on the movement of applying product from the center of the face out, and going down under your chin, which releases the toxins in your skin and sweeps them away.

MOISTURIZER DEMONSTRATION

THE HUG RITUAL



Warm moisturizer in between hands. Using index, middle and ring fingers on each hand, apply a small amount to chin, cheeks and forehead. Starting from the upper cheeks, gently glide hands from center of face, out and up.



Continue again starting from the middle cheeks, and then down to chin. Continue to forehead and repeat, gliding hands from center, out and up.



Gently massage onto neck and décolletage. Finish by placing palms on each side of face and gently pressing or “hugging” the face.

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.



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/REPAIR

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.

BEAUTIFUL SKIN SOLUTIONS



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.

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.



GLOBAL ANTI-AGING REVITALIZING SUPREME GLOBAL ANTI-AGING EYE BALM

- A breakthrough multi-action comforting eye balm created exclusively for and tested by European women.
- Helps transform the look of key signs of aging around the eyes—lines, wrinkles, crepiness.
- Can be used as a mask.
- Revitalizes, nourishes and rejuvenates eye area. In just 4 weeks, 92% of women showed a significant improvement in firmness.*

*Clinical Testing.



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 Complexes to help skin boost its natural collagen and elastin production.
- Gives eyes a visibly smoother, younger, brighter look.

How to Recommend

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.



FOR FIRST
SIGNS/
PREVENTION

REPAIR

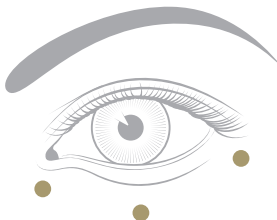
Choose one based on texture preference.



How to Apply

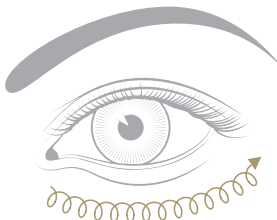
3 DOT DEMO

Use the 3 Dot Demo to show every customer her perfect eye creme. Teach her the ritual so she can do it at home.



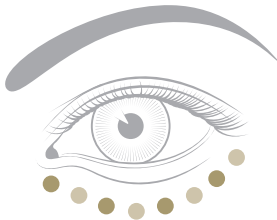
1

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 benefits of the eye creme.



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.

Complete Her Beauty Routine

Cleansing is the important 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: SUITABLE FOR ALL SKINTYPES



MULTI-ACTION FOAM CLEANSER/PURIFYING MASK MULTI-ACTION CREME CLEANSER/MOISTURE MASK MULTI-ACTION CLEANSING GELÉE/REFINER

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

- Ideal for normal/combination skin—Suitable for all skintypes.
- 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.

2-in-1 daily hydrating cleanser and moisture mask

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

2-in-1 refining daily cleanser delicately polishes and smooths skin

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

3C 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 MULTI-ACTION TONING LOTION/REFINER

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.

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

Taking off makeup is essential to lash health and beautiful skin, so make sure you show every customer one of our makeup removers.

TRIPLE-ACTION CLEANSER/TONER/MAKEUP REMOVER

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

- Removes surface impurities, longwear makeup/ waterproof mascara, while toning skin.

TAKE IT AWAY MAKEUP REMOVER LOTION

Quickly dissolves every trace of makeup—perfect for long-wearing and waterproof formulas.

- Water-based creme-gel refreshes skin with a crisp herbal citrus scent.
- Suitable for contact lens wearers and all skintypes.

TAKE IT AWAY LONGWEAR EYE AND LIP MAKEUP REMOVER

Advanced, highly effective dual-phase formula quickly dissolves longwear and waterproof makeup quickly and easily.

- Gentle enough for the most sensitive eye areas.
- Aloe Vera and other botanical extracts help calm skin, leaving it clean, soft, supple—with no oily residue.

GENTLE EYE MAKEUP REMOVER

- Gentle, oil-free, lightweight formula works quickly and gently to thoroughly remove eye makeup.
- Suitable for contact lens wearers and all skintypes.

WOW DEMONSTRATION!
Swipe any Double Wear or long-wearing makeup product on the back of her hand, then massage Triple-Action over it, and watch the makeup disappear!



Cleanser Recommendations

To transition customers who used a discontinued cleanser, look at the name of the previous cleanser and use the texture of that cleanser as a clue to guide you to her new formula.

IF SHE USED...		SHE WILL PROBABLY LIKE...
Soft Clean Tender CREME Cleanser		Multi-Action Creme Cleanser/MOISTURE Mask
Perfectly Clean LIGHT LOTION Cleanser		Multi-Action Creme Cleanser/MOISTURE Mask
Perfectly Clean Splash Away FOAMING Cleanser		Multi-Action FOAM Cleanser/Purifying Mask
Soft Clean Rich FOAMING Cleanser		Multi-Action FOAM Cleanser/Purifying Mask
Sparkling Clean Purifying Mud FOAM Cleanser		Multi-Action FOAM Cleanser/Purifying Mask
Sparkling Clean Oil-Control Foaming GEL Cleanser		Multi-Action Cleansing GELÉE/Refiner

Your Skincare Questions—Answered

BEAUTIFUL SKIN SOLUTIONS



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.

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 and more vulnerable to damage, 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 remover to remove the visible and invisible makeup residue. It's also important to use an ophthalmologist-tested gentle eye makeup remover to remove 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 | What are the demonstration rituals for serums and moisturizer?

Serums:

Moisturizer:
- 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 skincare system would you recommend for a woman who is concerned with lifting, lines, and wrinkles?

Serum(s):

Moisturizer(s):

Eye:
- 8 | What are 2 additional questions you can ask your customer to better understand her skincare needs?
- 9 | In an Estée Lauder Skin Concern Card, 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



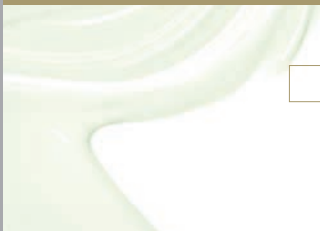
You've read your Beautiful Skin Solutions chapter—now what? It's time to apply what you've learned in real life.

- ☐ Review pages 102–120.
- ☐ Review all the Skin Concern Cards at your counter and familiarize yourself with the information found there.
- ☐ Find your personal Beautiful Skin Solutions System, and ask your Counter Manager to give you a skincare consultation.

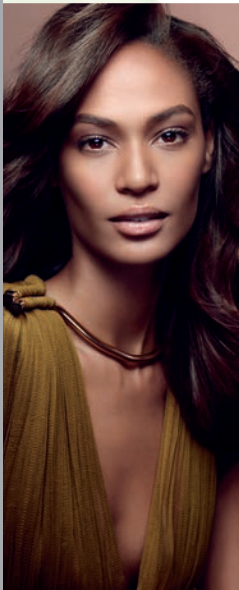


LEARN

APPLY



- ☐ Review Beautiful Skin Solutions products in the Reference section and highlight any questions you have.



- ☐ On the back of your hands, try each repair serum and moisturizer shown on pages 105 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 your questions with your Counter Manager.



ESTÉE LAUDER RE-NUTRIV

CONSTANT
INNOVATION.
TRANSCENDENT
LUXURY.



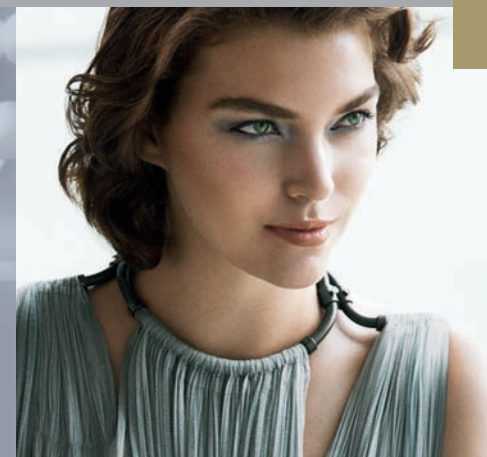
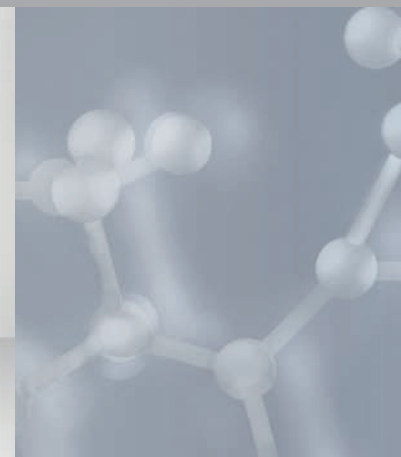
The Re-Nutriv Story

The Beginning

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.



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



[RE-NUTRIV]

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.

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 one formula. Tell your customers about Re-Nutriv Life Re-Newing Molecules™—

- The one complex that is Re-Nutriv’s secret strength.
- Combines two exclusive elements—rare and precious extracts and our most advanced technologies.

Renewed. Reborn. Re-Nutriv.

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

THE SUPER POWER OF SUPERCREMES

What makes Re-Nutriv cremes so luxurious? They feature both repair and moisturizer benefits in one formula. Show your customers how they can treat themselves to the ultimate in skincare.

THE MAKING OF A SUPERCREME

Far more than a moisturizer, every Re-Nutriv SuperCreme combines multiple actions into a single, all-powerful formula.

SUPER LUXURIOUS—indulgent formulas with advanced hydration that feature rare and precious ingredients, South Sea Pearls, 24K Refined Gold, and the most extraordinary benefits.

SUPER PERFORMANCE—exclusive Life Re-Newing Molecules™.

SUPER RESULTS—each collection features targeted anti-aging technology, delivering the ultimate benefits.

CONVERSATION STARTERS

At the start of your consultation, when you're trying to determine whether a customer is a better fit for Re-Nutriv or Beautiful Skin Solutions, offer her a choice between the two.

HERE'S HOW:

"We have two high-performance skincare lines for you to choose from—Beautiful Skin Solutions and Re-Nutriv."

THEN, EXPLAIN EACH:

"Beautiful Skin Solutions is targeted to your specific concern. It includes high-performance repair serums and moisturizers, each with advanced science and proven results. Re-Nutriv is our luxury line of SuperCremes featuring rare and precious ingredients, which combines repair and moisturizing benefits in one formula."

"The Beautiful Skin Solutions line is based on a system of repair serums and moisturizers that, together, provide maximum benefits. The serums begin at \$ _____. and the moisturizers begin at \$ _____. If you prefer using just one product, I would recommend a Re-Nutriv SuperCreme. They begin at \$ _____. Which option would you like to try today?"

[RE-NUTRIV]

What are Life Re-Newing Molecules™?

The exclusive Life Re-Newing Molecules™ are the secret strength behind Re-Nutriv's power to renew skin at any age. A proprietary, carefully crafted infusion, they perfectly blend advanced, rare and precious ingredients.

Once it was thought that your DNA was your destiny. But the study of skin's biology has revealed a different story: beyond genes, energy is key to looking youthful and fighting multiple signs of aging.

Careful analysis shows that as time passes, skin begins to lose energy—the vital energy that helps skin naturally repair damage, build collagen and continually renew its appearance.

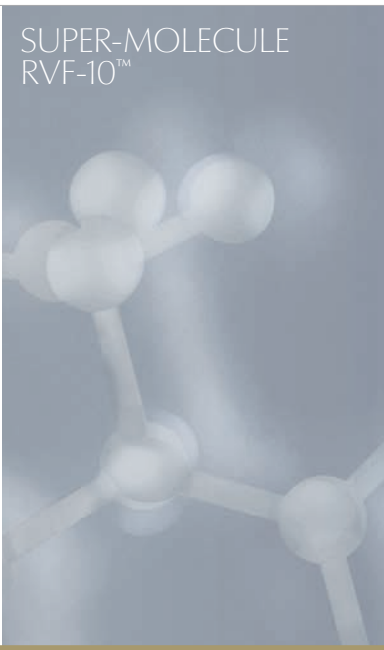
Inspired by this cutting-edge science, Estée Lauder Research created the Life Re-Newing Molecules™. This multi-patented blend provides powerful repair benefits: supporting skin's natural energy to help change its future look for good. This has a profound effect on skin's appearance, creating a visibly younger, healthier look.

BEAUTY TIP!

Offer your customer a luxury treat with a Re-Nutriv hand massage using the Re-Nutriv Intensive Smoothing Hand Creme. Once she experiences the texture, she'll be hooked!

Find Your SuperCreme

RE-NUTRIV

COLLECTION	Replenishing Comfort  Radiant White Age-Renewal 	Intensive Age-Renewal 	Ultimate Lift Age-Correcting 	Re-Creation 
BENEFIT	Pamper dry, delicate skin with emollient, anti-aging benefits. Revive skin's translucent, porcelain perfection with advanced whitening ingredients.	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  PRECIOUS WHITE TUBEROSE 	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 • Micronized South Sea Pearls • Refined 24K Gold • Life Re-Newing Molecules™ • Powerful Bio-Technologies • Micronized South Sea Pearls • Refined 24K Gold	• Life Re-Newing Molecules™ • Sirtuin Technology • Micronized South Sea Pearls • Refined 24K Gold	• Life Re-Newing Molecules™ • Micronized South Sea Pearls • Refined 24K Gold	• Life Re-Newing Molecules™ in the highest concentration • Padina and other precious oils • Micronized South Sea Pearls • Refined 24K Gold

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

Slip on one of the most indulgent hand cremes ever created. Formulated with precious moisturizing and anti-aging ingredients, this sumptuous creme deeply hydrates and visibly smooths crepiness. Hands look younger and more supple. Skin remains soft and moisturized, even after multiple washings.

Intensive Smoothing Body Creme

Rich and deeply hydrating creme smooths 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.



LUXURY CLEANSING

LUXURY PROTECTION

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 SPF 50

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 discolorations 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.

See page 276 for Ultimate Lift Specialists.

The Re-Nutriv Makeup Collection

Indulge yourself with this beautiful makeup collection and achieve a flawless, luminous finish every time.

RE-NUTRIV



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, Refined 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 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 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.



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 279.

Eye Stress Relief Massage, page 279.

Relaxing Hand Massage, page 279.



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.

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

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 | Which Re-Nutriv Collection helps reduce visible lines and wrinkles?

4 | Which Re-Nutriv Collection is best for someone looking for lifting benefits?

5 | Which Re-Nutriv Specialist helps reduce visible signs of aging that can be caused by sun exposure?

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 125–136.

☐ Locate the Re-Nutriv products at your counter and study the product information for each in the Reference section.
- ☐ On the back of your hands, try each Re-Nutriv product at your counter, so you can experience the difference between the formulas.

LEARN

APPLY

- ☐ Review the Re-Nutriv Rituals.

☐ DEMONSTRATION RITUAL STEPS ON PAGE 135

☐ ENERGY FACE MASSAGE STEPS ON PAGE 279

☐ EYE STRESS RELIEF MASSAGE STEPS ON PAGE 280

☐ RELAXING HAND AND ARM MASSAGE STEPS ON PAGE 280

☐ WRAP-UP RITUAL STEPS ON PAGE 136

☐ Review the Re-Nutriv products in the Reference section and highlight any questions you have.
- ☐ Practice the Re-Nutriv Rituals with your Counter Manager.

☐ DEMONSTRATION RITUAL

☐ ENERGY FACE MASSAGE

☐ EYE STRESS RELIEF MASSAGE

☐ RELAXING HAND AND ARM MASSAGE

☐ WRAP-UP RITUAL

☐ Review any questions you have with your Counter Manager.



FOUNDATION

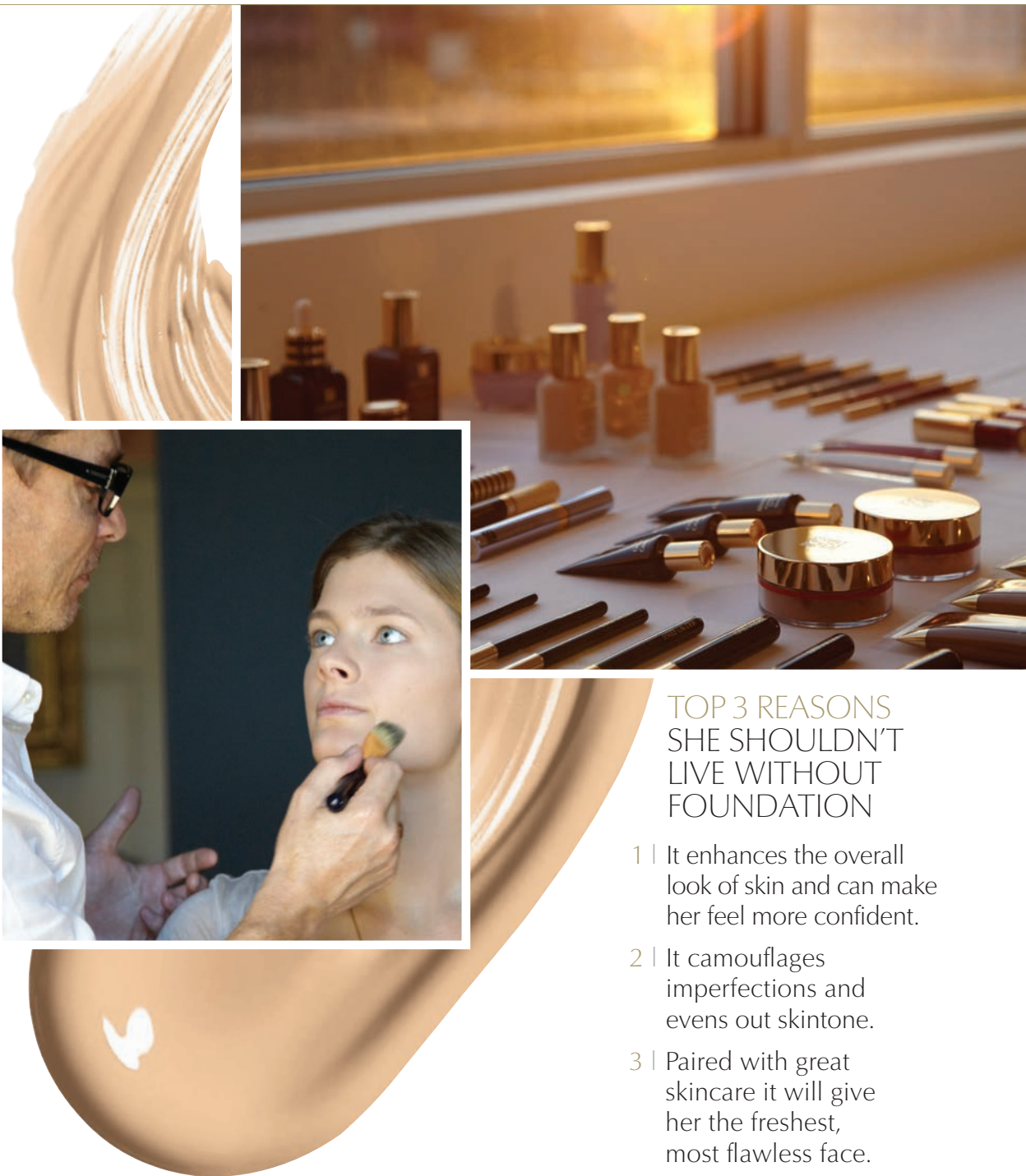
Help every
woman look
and feel her
most beautiful
by teaching her
the secret to
Beautiful Skin.™

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/LUMINOUS: gives skin a luminous glow

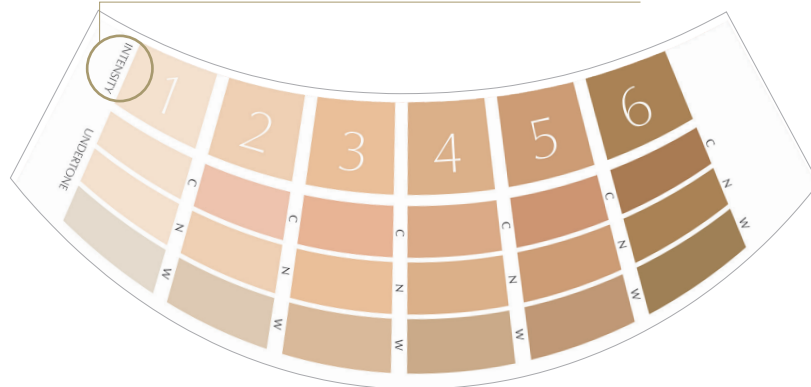
Find Her Perfect Foundation Match

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.

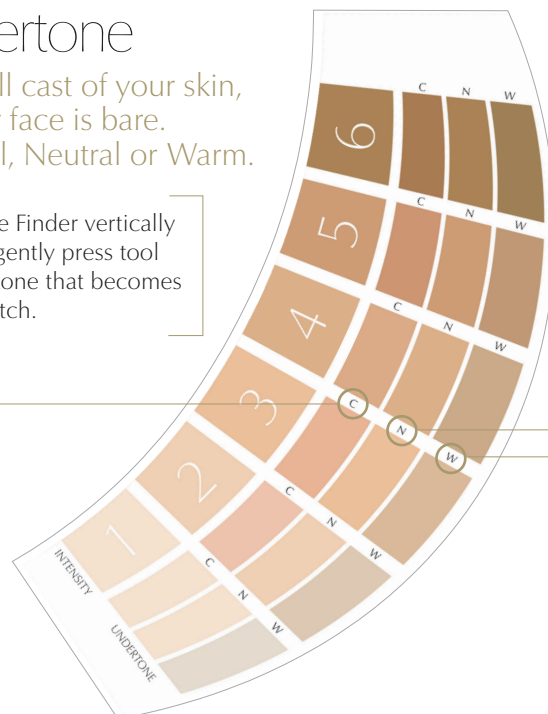
WHY THE JAWLINE? It's where skin tends to be the most even with minimal redness due to less sun exposure.

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 _____

iMATCH™ DIGITAL SHADE FINDER

Our revolutionary digital shade finder is a handheld device that helps you instantly find your customer's exact shade every time.

*Available in select stores



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 287.

FOUNDATION

BESTSELLER

DOUBLE WEAR STAY-IN-PLACE MAKEUP

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

COVERAGE
Medium, Buildable

DOUBLE WEAR ALL-DAY GLOW BB MOISTURE MAKEUP

Our first-ever long-wearing BB makeup. With all of the benefits of a BB, this formula hydrates and provides a subtle glow for up to 8 hours.

COVERAGE
Sheer

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

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

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.

INVISIBLE POWDER MAKEUP

Our first powder makeup that looks and feels invisible on skin. Silky, weightless gelée formula glides on skin for a natural, perfected, airbrushed look. Guarantees your true-to-life shade match and keeps it real in any light.

COVERAGE
Medium, buildable

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.

BEAUTY TIP!

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

Learn more about Estée Lauder foundation on pages 281–285.

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.

**DOUBLE WEAR
BRUSH-ON GLOW
BB HIGHLIGHTER**
Brightening
Double Wear in a multi-tasking magic wand! Conceals, brightens and lasts for up to 8 hours and gives a surge of instant moisture in a convenient brush-on pen.



**DOUBLE WEAR
STAY-IN-PLACE
FLAWLESS WEAR
CONCEALER**
SPF 10
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.



**DOUBLE WEAR
STAY-IN-PLACE
HIGH COVER
CONCEALER**
SPF 35
High Coverage
Our highest coverage concealer in a portable compact. Creamy formula hides any imperfections with extreme 12-hour wear.

SIGNATURE TECHNIQUE

Fatigue Fighter

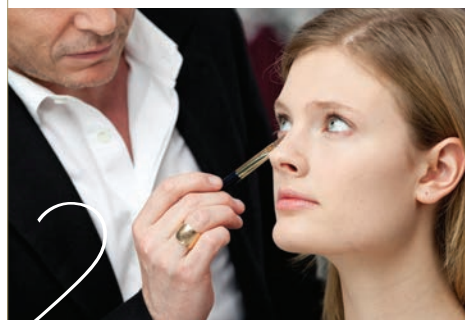
A CUSTOMER FAVORITE!

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.

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.



PERFECTING LOOSE POWDER

The perfect finishing powder—air-light, incredibly fine and silky smooth. Perfects, brightens, and finishes skin while diffusing skin imperfections and controlling shine.



Learn more about concealer and powder on pages 288–289.

The Formulas



OIL-FREE

FOUNDATION

FOUNDATION	COVERAGE	FINISH	SKINTYPES
LONG-WEARING			
  LONG-WEARING Double Wear Stay-in-Place Makeup SPF 10	Medium, Buildable	Natural, Semi-Matte	All
  LONG-WEARING LIGHTWEIGHT Double Wear Light Stay-in-Place Makeup SPF 10	Sheer-to-Medium	Natural	All
  LONG-WEARING BB MOISTURE MAKEUP Double Wear All-Day Glow BB Moisture Makeup SPF 30	Sheer	Luminous	All
  POWDER MAKEUP Double Wear Stay-in-Place Powder Makeup SPF 10	Medium, Buildable	Natural, Semi-Matte	All
 CAMOUFLAGE MAKEUP Double Wear Maximum Cover Camouflage Makeup For Face and Body SPF 15	Full	Matte	All

FOUNDATION	COVERAGE	FINISH	SKINTYPES
NATURAL			
  ULTRA-LIGHT Invisible Fluid Makeup	Medium, Buildable	Natural Luminous	All
  ULTRA-LIGHT Invisible Powder Makeup	Sheer-to-Medium, Buildable	Natural, Airbrushed	Dry/Oily
ANTI-AGING			
 LIFTING Resilience Lift Extreme Radiant Lifting Makeup SPF 15	Medium, Buildable	Radiant	Normal/ Combination and Dry
MATTIFYING			
  SILKY MATTE Ideal Matte Refinishing Makeup SPF 8	Medium	Silky Matte	Normal/ Combination

Your Standards in 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.

RECRUIT

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.”

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.

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.”

TREAT HER

After you’ve found her perfect match and taught her how to apply it, offer to show her a free 3 Minute Beauty technique.
HOW? “If you have a few more minutes, I would love to show you to a 3 Minute Beauty technique—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 143.
- ☐ Review the Signature Techniques on pages 146–148.
- ☐ Practice the steps to iMatch™ using your iMatch™ Shade Finder with your Counter Manager.
- ☐ FIND INTENSITY LEVEL
- ☐ FIND UNDERTONE
- ☐ SELECT 3 SHADES
- ☐ STRIPE 3 SHADES
- ☐ APPLY

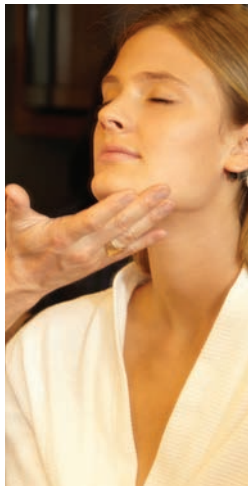


LEARN

APPLY



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





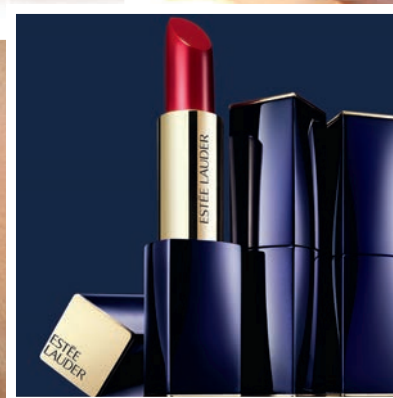
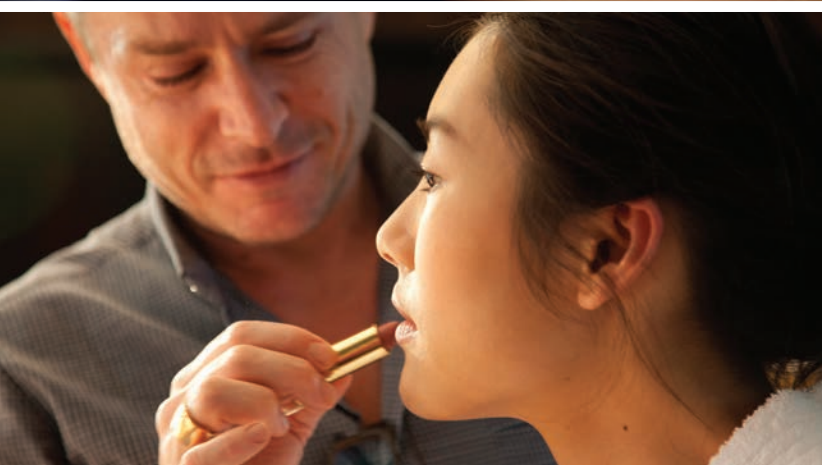
BEAUTIFULMAKEUP

Estée Lauder makeup— modern glamour.

Your role is to teach her how to get the beautiful look she wants using The Estée Lauder 5-Step Face™ and our exclusive 3 Minute Beauty and 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 your Standards in Makeup | P159
Meet Tom Pecheux, Creative Makeup Director, Estée Lauder | P161
Learn to apply The Estée Lauder 5-Step Face™—the starting point for every makeup application | P163
Learn how to choose color | P171
Learn expert makeup application | P175



Your Standards in Makeup

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 3 Minute Beauty and 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.

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?

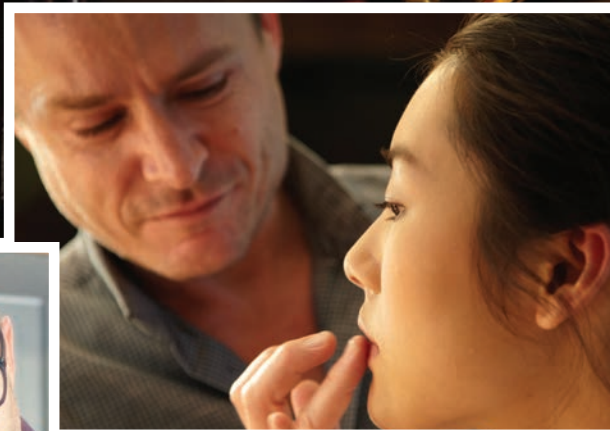
A | There was a time when I worked in a department store and I would see women who would carry the pain of the world on their shoulders. Then, with a little bit of makeup, suddenly they would walk away feeling so confident and empowered. They were no longer just a mother, but a woman. I think that's 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 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™.

WHAT

- 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 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—

WHEN

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

WHY WILL CUSTOMERS WANT IT?

WHY

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.

BEAUTIFULMAKEUP



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 3 Minute Beauty and 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 EXCLUSIVE TECHNIQUES

Use our 3 Minute Beauty techniques or Signature Techniques to build on The Estée Lauder 5-Step Face™—or anytime your customer wants a new eye, cheek or lip look.

EYES

Eyeshadow | P175
Eyeliner | P179
Mascara | P181
Brows | P183

CHEEKS

Blush | P185
Bronzer | P187

LIPS

Lip Pencils | P184
Gloss and Lacquer | P189
Lipstick | P190

A STATEMENT LOOK

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



A TOUCH OF TREND

Show her the trend colors of the season and teach her how to apply it with one of our 3 Minute Beauty or Signature Techniques.



BEAUTY TIP!

When a customer comes to replenish a makeup product, offer to apply it and teach her a new 3 Minute Beauty technique. She'll love learning a new makeup trick!

Understand Color

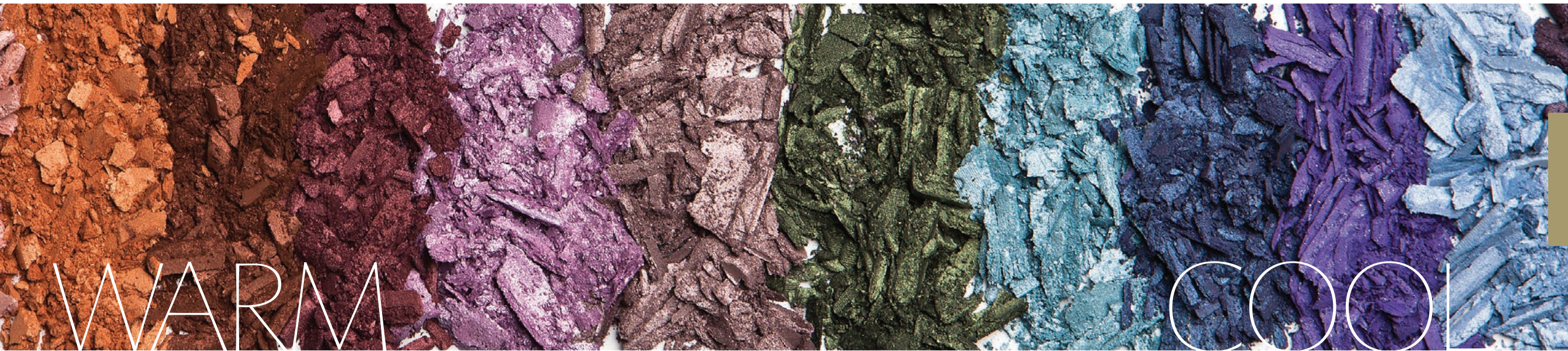
As a makeup expert, customers will want your opinion and will ask you to offer color suggestions. The first step is understanding our color philosophy—let’s get started!

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, green, violet and purple.

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

SWATCH!

Swatch your 3 favorite cool eyeshadow colors here.

Choose Color

COLOR

THE 4-STEP LIPSTICK FORMULA

Did you know that on average, it takes a woman 22 minutes to choose a lipstick? For the 20 covetable shades of Pure Color Envy Sculpting Lipstick, we're making the selection process easier than ever. All it takes is 4 simple swipes on the back of your customer's hand.



Swipe 1

YOUR CUSTOMER'S GO-TO SHADE.

Ask her to pick a lipstick shade she always wears—she might even have a few like it in her handbag.

Swipe 2

A SHADE SHE ENVIES.

Then, ask her to pick a shade she's always wanted to try, but maybe never thought she could actually wear.

Swipe 3

YOUR RECOMMENDATION.

Use your Lipstick Envy tool to select a color either one shade lighter or deeper in intensity than her go-to shade.

Swipe 4

YOUR RECOMMENDATION.

Again, use your Lipstick Envy tool to select a color one shade lighter or deeper in intensity than her envy shade.

AFTER SWIPING, ask your customer which shade she'd like to try first.

SANITIZE THE LIPSTICK bullet by spraying 1–2 pumps of hygiene spray approximately eight inches away from lipstick. Hold it with the bullet facing down. Then, scrape the bullet onto a clean tissue.

USE A DISPOSABLE LIPSTICK APPLICATOR or brush to apply. Share the three benefits (turn to page 299 to learn more). Then ask for her opinion, and see which shade she'd like to try next.

Share the three benefits as you apply (turn to page 299 to learn more), then ask for her opinion and see which shade she'd like to try next.

CHOOSE COLOR WITH iMATCH™



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

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

- 1 | **FOR CHEEKS/LIPS**, place the cool side on 1 side of her jawline and the warm side on the other.
- 2 | **FOR EYES**, place the tool above or next to the eye.

Together, determine which color palette she prefers.

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.



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 and Palettes
Pure Color Intense Kajal EyeLiner
Pure Color Gelée EyeShadow Singles
[Learn more on page 293.](#)

FOR CHEEKS

Pure Color Blush
Pure Color Cello Shots
[Learn more on page 291.](#)

FOR LIPS

Pure Color Long Lasting Lipstick
Pure Color Crystal Lipstick
Pure Color Gloss
Pure Color Envy Sculpting Lipstick
Pure Color Vivid Shine Lipstick
[Learn more on page 299.](#)

FOR NAILS

Pure Color Nail Lacquer
[Learn more on page 302.](#)



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 Brow Lift Duo
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 295.](#)

FOR LIPS

Double Wear Stay-in-Place Lip Pencil
Double Wear Stay-in-Place Lipstick
[Learn more on page 301.](#)

Did you know? Our #1 foundation is part of the Double Wear Collection.
[Learn more on page 281.](#)



EYES

EYES

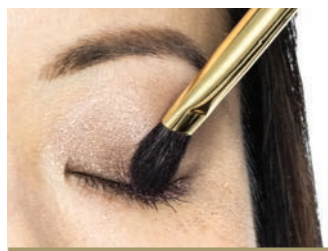
We have the products, techniques and tools for you to enhance your customer's eye look. If she wants to add color and definition to her eyes after you've applied *The Estée Lauder 5-Step Face™*, teach her our 1-2-3 Eyeshadow Application to deliver beautiful results every time.

1-2-3 EYESHADOW APPLICATION

Before you apply shadow, prime her eyelids 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.



1 To highlight eyes, apply shade 1 on the inner two-thirds of the lid.



2 Next, apply shade 2 on the outer third of the lid, blending to the outer corner, and smudging along the lower lashline.



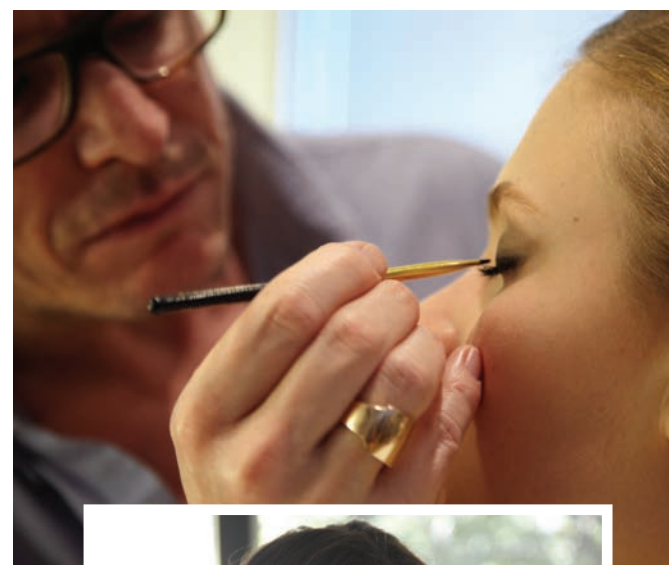
3 Last, apply shade 3 above the contour of the lid, extending out to create a "V" shape at the outer corner. Then blend down along the lower lashline.



Pro tip

Give your look an edge. To define the "V" shape at the outer corners, dampen a sponge with makeup remover and use it to clean up the edges. Angle it and swipe from the outer corner of the eye to the outer arch of the brow for a perfectly sharp line.

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 your palette.



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 175.



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 175.



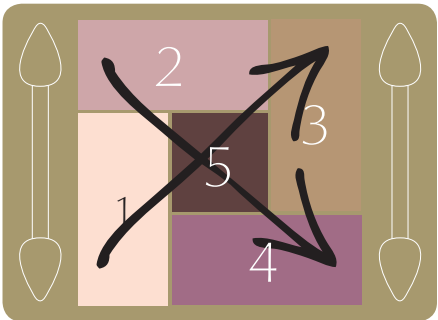
FULL LOOK

IF SHE WANTS THE FULL LOOK—

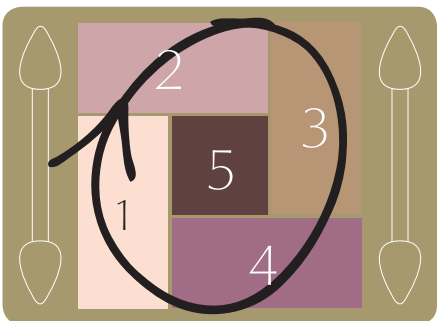
Apply all shades. 1 all over eye area, 2 on lid, 3 bottom lash line or lid alternative, 4 crease, 5 liner.

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



DUOS AND PALETTES

PURE COLOR EYESHADOW

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

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!

3 Steps to Beautiful Eyes

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

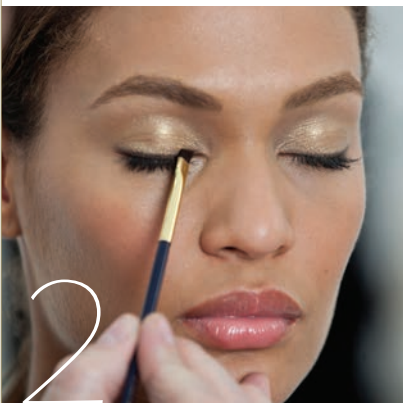
SIGNATURE TECHNIQUE

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.



Brighten

Prep eyes using our Fatigue Fighter Signature Technique. Learn the steps on page 147.

Define

BROWS, LINER, LASHES. Frame your face by lightly defining brows with our Brows Now Signature Technique (learn more on page 183). Apply eyeliner to emphasize eyes, and smudge between lashes for a fuller look. Apply one coat of mascara to open the eye area.

Style

Play up your eyes with color. Try our 1-2-3 eyeshadow application steps (page 175), or the Simple Smoky Signature Technique (page 176). Apply another coat of mascara to finish the look.



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

DOUBLE WEAR STAY-IN-PLACE EYE PENCIL
Pencil on one end, smudger on the other with 12-hour wear

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

Want more on eyeliner? Turn to page 296 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.



SUMPTUOUS INFINITE DARING LENGTH + VOLUME MASCARA—Panoramic length and volume

An all-in-one mascara that gives lashes a fanned out, feathery look for up to 10 hours. Our first-ever molded brush has a built-in “lash comb” to define and separate lashes.

SUMPTUOUS EXTREME LASH MULTIPLYING VOLUME MASCARA—Outrageous volume

Magnify and multiply the look of lashes—gives the look of false lashes. Also available in waterproof.

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!

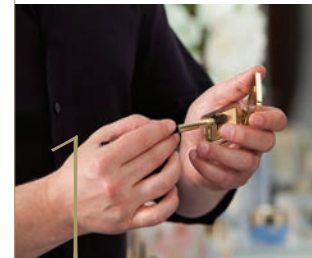
Makes any mascara look even better. Acts like a magnet to attract and hold mascara, so less is needed. Conditions to help prevent breakage. For best results, apply 1 coat of Lash Primer Plus, then immediately apply your mascara while the primer is still wet.



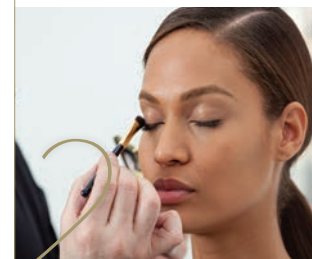
SIGNATURE TECHNIQUE

Defined Lashes

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

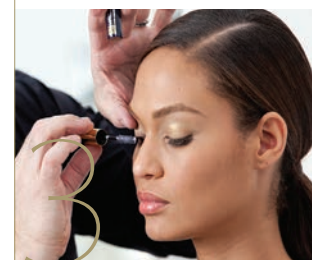


Apply Double Wear Brush-On Glow BB Highlighter along upper lash line using a shade lighter than customer's skintone. Blend well across lid.



Using the Blending Shadow Brush 25, apply any metallic or shimmery shadow over the BB Highlighter, 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.

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.



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 complementary eyeshadow.



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

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.

DOUBLE WEAR STAY-IN-PLACE BROW LIFT DUO
Our first long-wearing, 2-in-1 pencil to fill, shape, highlight, and lift your brows in two easy steps!

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.



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.

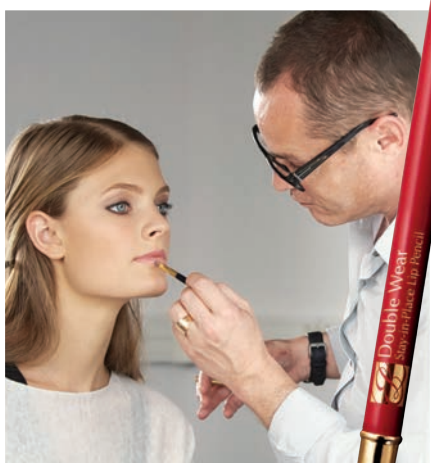


SIGNATURE TECHNIQUE

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 line 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 301.

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.

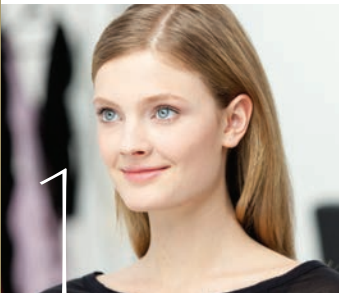
OUR BEST BLUSH TIPS

- 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.



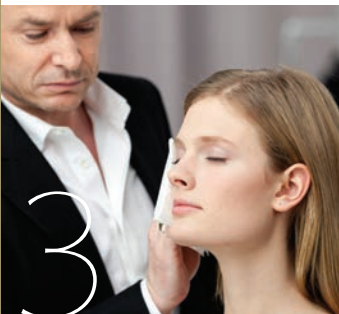
Use the iMatch™ Shade Finder and choose a warm or cool blush shade.

Use one side of Blush Brush 15 to pick up color from the pan.

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 291.

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.



BRONZE GODDESS

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

BEAUTY TIP!

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

CHEEKS

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.

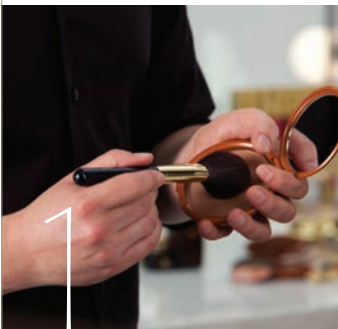
- 1 | Bronzer should never be more than 2 shades darker than her skin's natural color—we've made it easy with 4 Bronze Goddess shades to choose from that work for every skintone.
- 2 | To apply bronzer, Blush Brush 15 works best—try it now!
- 3 | Bronzer is not to be applied to the entire face. For the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

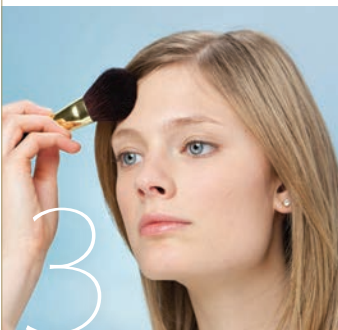
Using the Powder Brush 10, apply bronzer in an "E" shape on both sides of the face.



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 292.

LIPS

The last step in The Estée Lauder 5-Step Face™ is to add a neutral touch of gloss. If she's ready for more color on her lips, we have fabulous shades and formulas to choose from. Ask what finish she likes, then teach her our Fuller Lips Signature Technique.

GLOSS AND LACQUER

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

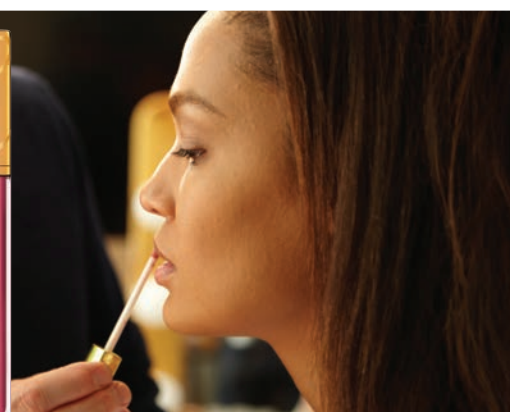
PURE COLOR HIGH INTENSITY LIP LACQUER—
A first-of-its-kind liquid lipstick. Combines glass-like shine with the coverage of a long-wearing lipstick.





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.





LIPSTICK

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



PURE COLOR ENVY SCULPTING LIPSTICK
Sculpting Lipstick



PURE COLOR VIVID SHINE LIPSTICK
Maximum Shine



PURE COLOR LONG LASTING LIPSTICK
Classic Lipstick



PURE COLOR CRYSTAL LIPSTICK
Sheer Lipstick



DOUBLE WEAR STAY-IN-PLACE LIPSTICK
Long Wear



ESTÉE LAUDER SIGNATURE HYDRA LUSTRE LIPSTICK
Hydrating Lipstick

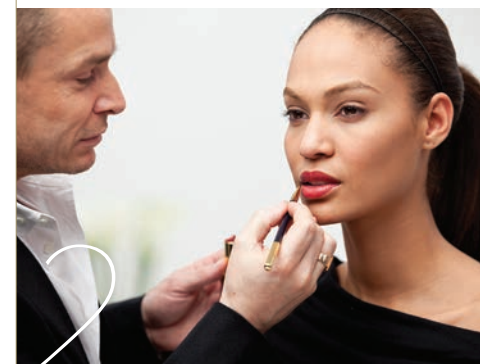
SIGNATURE TECHNIQUE

Fuller Lips

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



1 Apply Lip Conditioner to soften and moisturize lips.



2 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?

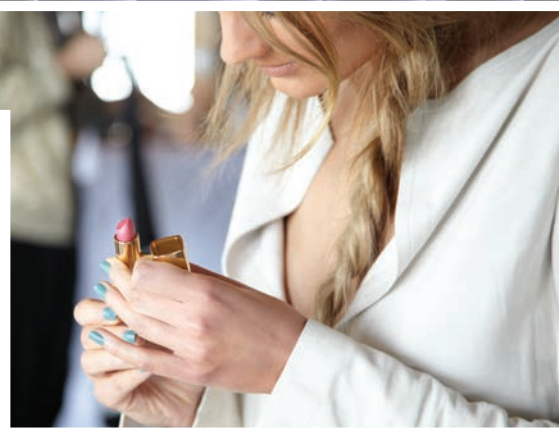
A | You’ll notice the weight of the lipstick in your hand, the turn is fluid as you twist the lipstick up for application and the lipstick bullet doesn’t shake in the packaging. Plus, they are break resistant! If you drop it, it won’t break—guaranteed.

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!

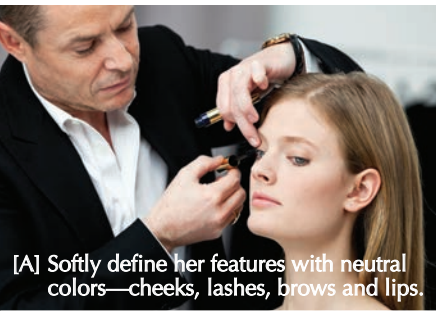
Q | What role does Tom Pecheux play in creating our lipsticks?

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!

- 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 are the steps for the 4-Step Lipstick formula?
Swipe 1 _____
Swipe 2 _____
Swipe 3 _____
Swipe 4 _____
- 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 should your customer always have in her hand when you are teaching her how to apply makeup?
- 9 | What are the 3 steps to Beautiful Eyes?
Step 1 _____
Step 2 _____
Step 3 _____
- 10 | What beauty routine can you teach every customer to create flawless, even-toned skin?



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



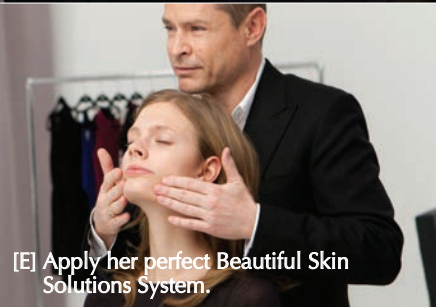
[B] Apply concealer using the Fatigue Fighter Signature Technique.



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



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

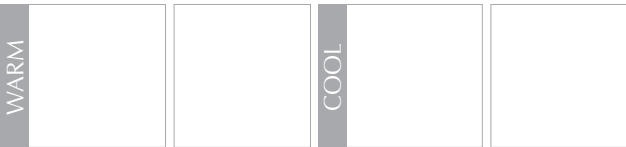


[E] Apply her perfect Beautiful Skin Solutions System.

BEAUTIFULMAKEUP

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

- ☐ Review page 161 about Tom Pecheux.
- ☐ Practice applying The Estée Lauder 5-Step Face™ with your Counter Manager.
- ☐ Review The Estée Lauder 5-Step Face™ on page 163.
- ☐ Use your iMatch™ Shade Finder to identify warm and cool colors—swatch below.
- ☐ Review warm and cool colors on page 169.
- ☐ Review the Estée Lauder 3 Steps to Beautiful Eyes on page 180.



LEARN

APPLY

- ☐ Review these Signature Techniques:

☐ EYES—PAGES 175–183

☐ CHEEKS—PAGES 185–188

☐ LIPS—PAGES 184–191
- ☐ 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



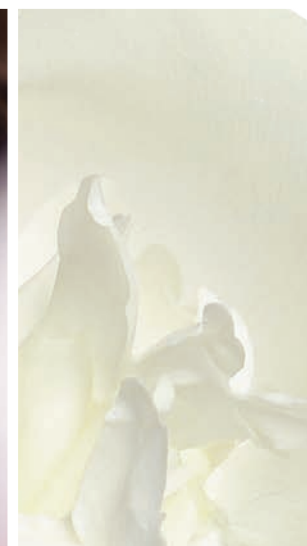
BEAUTIFUL FRAGRANCE

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

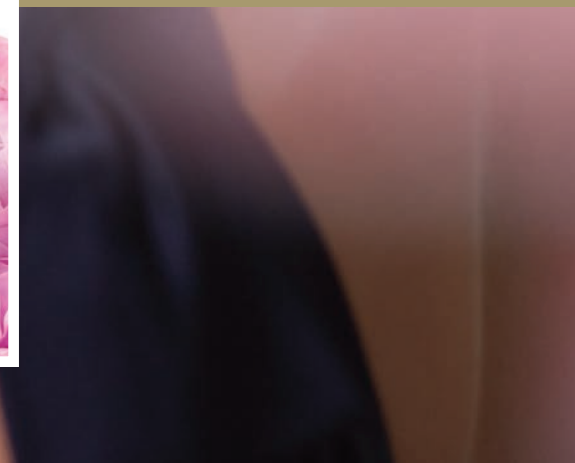
Women fall in love with a fragrance because they connect with the scent, the emotion the scent evokes or with the story and inspiration behind it. Help customers discover the world of Estée Lauder fragrances and find fragrances to help them feel beautiful every day. Read on to learn how you can help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



BEAUTIFULFRAGRANCE



Learn how to make women feel beautiful with fragrance | P199
Discover our fragrance heritage | P201
Learn about our bestselling fragrances | P203
Get to know Estée Lauder's bestselling fragrances | P207



Your Standards in Fragrance

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.

INSPIRE HER!

Every Estée Lauder fragrance has a different story and inspiration. When showing your customer her fragrance options, be sure to tell her the story behind each one!

START A FRAGRANCE CONVERSATION BY ASKING—
“What types of fragrances do you enjoy wearing?”

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!

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!”



MEET THE
EXTRAORDINARY
WOMEN BEHIND
OUR FRAGRANCES



EVELYN H. LAUDER

Estée Lauder's intuitive, feminine instinct for fragrance was carried on in Evelyn H. Lauder, whose modern yet timeless creations are among our most popular, bestselling scents.



AERIN LAUDER
STYLE AND IMAGE DIRECTOR

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.

ESTÉE LAUDER FRAGRANCE

Then

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 Estée Lauder *pleasures*, Modern Muse, and Beautiful.

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.

Our Bestsellers

Learn these fast facts about our bestselling fragrances to start a fragrance conversation with every customer!

ESTÉE LAUDER *pleasures*



THE INSPIRATION

One of life's simple pleasures.

Estée Lauder *pleasures* is one of the best-selling fragrances in the world. Fresh as flowers after a spring rain, this shimmering, spirited floral set the trend for uplifting, airy fragrances, quickly becoming a forever favorite. No matter how or when you wear it, Estée Lauder *pleasures* delights all the senses.

THE FRAGRANCE

TOP NOTES: White Lily, Violet Leaves, Green Accents

MIDDLE NOTES: Black Lilac, White Peony, Karo-Karounde Blossoms, Baie Rose, Pink Rose, Jasmine

BASE NOTES: Sandalwood, Patchouli

FRAGRANCE TYPE

Sheer Floral

MODERN MUSE

THE INSPIRATION

A new vision in fragrance, inspired by the modern woman.

What makes Modern Muse so unique is that it is a balance of two contrasting accords, creating a dual impression scent, which captures the spirit of a multi-faceted, modern woman.

This allows for every woman to experience the fragrance her own way. Some may love it for its floral freshness, and others may respond to the warm woods. Every customer will have a unique interpretation, because she'll naturally be drawn to what she loves.

THE FRAGRANCE

Sparkling Jasmine Accord

Sleek Woods Accord

FRAGRANCE TYPE

Lush Floral Woody



BEAUTIFUL

THE INSPIRATION

The fragrance of a thousand flowers.

A true classic, Beautiful is one of the most romantic fragrances in the world. It is a deep, lush floral that is like a bouquet of a thousand fresh flowers. When you wear it, it captures moment of when you feel like the most beautiful woman in the room.

THE FRAGRANCE

TOP NOTES: Rose, Mandarin, Lily, Tuberose, Marigold

MIDDLE NOTES: Orange Flower, Muguet, Jasmine, Ylang-Ylang

BASE NOTES: Sandalwood, Vetiver, Amber

FRAGRANCE TYPE

Floral



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



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."

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.

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.

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.

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.



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.

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.

OUR BESTSELLERS
Everyone loves to know what's popular—start by showing her Estée Lauder pleasures, Modern Muse and Beautiful.

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.

DON'T FORGET
If she isn't interested in any of our bestsellers, be sure to show her our classic fragrances.

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



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, Body Lotion, Body Creme, Bath and Shower Gel, Eau Fraîche Spray

BESTSELLER

Estée Lauder Modern Muse

THE STORY

A new vision in fragrance, inspired by the modern woman.

What makes Modern Muse so unique is that everyone responds to it differently. To one woman, it's about the sparkling florals of Jasmine Sambac, Honeysuckle Nectar and the freshness of Exotic Mandarin. To another, it's the warmth of Patchouli, Madagascar Vanilla, Amber Wood and Musk. The fragrance is all about you and how you wear it.

BEAUTIFULFRAGRANCE

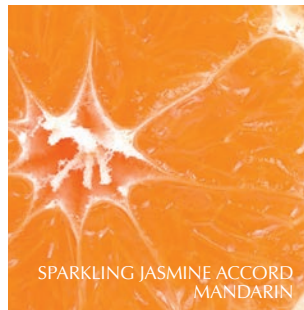
Rather than breaking down into the traditional top, middle, and base notes, Modern Muse creates a dual impression of two contrasting accords.

WHAT IS A DUAL IMPRESSION?

A dual impression is a new innovation in fragrance that captures two contrasting accords. In Modern Muse, it's the sparkling floral elements balanced with the warm woods. This allows for every woman to interpret the fragrance her own way, because she'll naturally be drawn to what she loves.

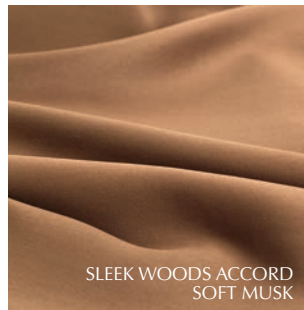
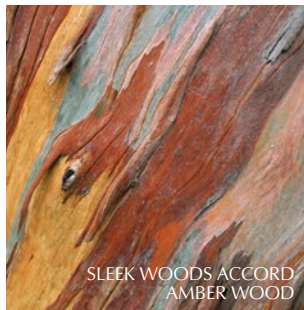
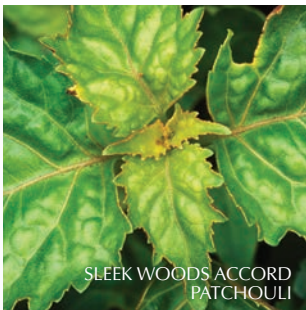
SPARKLING JASMINE ACCORD

Capturing the creative energy and magnetic femininity of a modern woman, the Sparkling Jasmine Accord blends the luminous texture of two extractions of Jasmine Sambac with dewy citrus fruits to bring a multi-faceted sensation.



SLEEK WOODS ACCORD

Her sleek style, strength and sensuality are expressed in this unique treatment of two Patchouli essences wrapped in the creaminess of Madagascar Vanilla, rich Amber Wood and soft Musk.



THE COLLECTION

Eau de Parfum, Bath and Shower Gel, Body Lotion

BESTSELLER

Beautiful

THE STORY

To create Beautiful, Estée Lauder began a process of development and trial and error that took many years. After several 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.” —ESTÉE LAUDER



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), Perfumed Body Creme (Tube or Jar), Bath and Shower Gelée

BESTSELLER

Estée Lauder Youth-Dew

THE STORY

Created in 1953, Youth-Dew was the very first fragrance from the Estée Lauder company and it was the first American fragrance to capture the imagination of women worldwide.

BEAUTIFULFRAGRANCE

“Women still like to feel beautiful, pampered and loved, And that is what Youth-Dew is all about.”
—ESTÉE LAUDER



TOP NOTE
ROSE



TOP NOTE
JONQUIL



TOP NOTE
LAVENDER



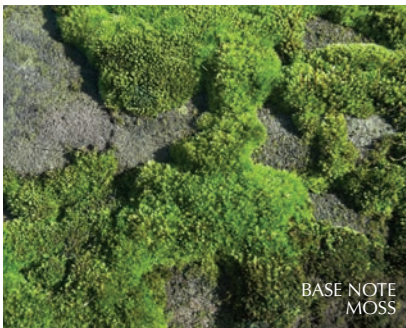
MIDDLE NOTE
JASMINE



MIDDLE NOTE
MUGUET



MIDDLE NOTE
SPICES



BASE NOTE
MOSS



BASE NOTE
VETIVER



BASE NOTE
PATCHOULI

INSPIRATION

Captivating, rich and exceptionally lasting, women bought it for the bath, but, as Estée Lauder predicted, soon began wearing Youth-Dew as their fragrance as well. Because it was sold as a bath oil, not perfume, women felt free to enjoy and wear it every day. Men loved it too, saying it was “simply the sexiest fragrance ever.”

THE COLLECTION*

Eau de Parfum Spray, Bath Oil, Body Creme, Body Satinee, Dusting Powder Box, Roll-On Antiperspirant

*Product availability varies by market

BESTSELLER

Estée Lauder Knowing

THE STORY

Knowing is all. Rich woody notes with luxurious florals, luscious fruity accents and warm aromatic notes. Worldly and warm. Intensely feminine. Created for the self-assured woman who knows who she is and what she wants.

BEAUTIFULFRAGRANCE



TOP NOTE
ROSE



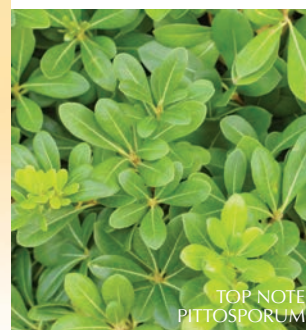
TOP NOTE
TUBEROSE



TOP NOTE
MIMOSA



TOP NOTE
PLUM



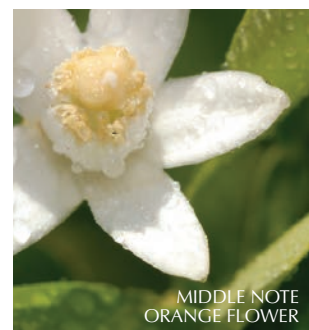
TOP NOTE
PITTOSPORUM



MIDDLE NOTE
JASMINE



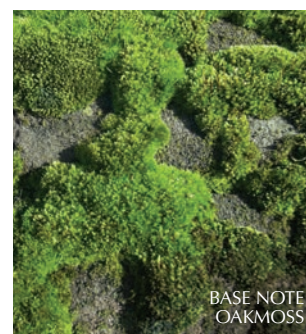
MIDDLE NOTE
PATCHOULI



MIDDLE NOTE
ORANGE FLOWER



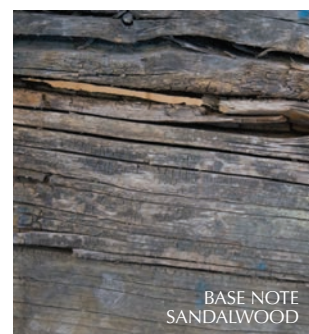
BASE NOTE
AMBER



BASE NOTE
OAKMOSS



BASE NOTE
VETIVER



BASE NOTE
SANDALWOOD

INSPIRATION

When on a holiday trip in the south of France, Evelyn H. Lauder was intrigued with a floral scent that wafted through the garden below her balcony. She searched for the source and found that it was the pittosporum flower, which she immediately knew could be the floral center of a wonderful fragrance. So beautifully orchestrated is the deep, warm scent of Knowing that it can almost be touched and felt.

THE COLLECTION

Eau de Parfum Spray

QUIZME!

Take this quiz to find out what you've learned about Estée Lauder fragrance.

- 1 | What question will you ask your customer to start a fragrance conversation?

- 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 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 is a dual impression?

- 7 | What fragrance value tip can you 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 Estée Lauder fragrance on page 201.
- ☐ What will you share with customers about Estée Lauder fragrances?

- ☐ Review Our 10 Best Fragrance Tips on page 205.
- ☐ Write a fragrance tip you will share with your customers.

- ☐ Review our fragrances on pages 207–216.
- ☐ Practice demonstrating our fragrance bestsellers with your Counter Manager.
- ☐ Try each of the fragrances you listed on the right. Which is your favorite? How would you describe the scent?



LEARN

APPLY





LEARNINGLAB

Congratulations!

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

Ask your Counter Manager when you're scheduled to attend.
Be sure to complete your Pre-Learning Lab Checklist before
you attend your learning lab!

YOUR PRE-LEARNING LAB CHECKLIST:

- ☐ Complete all the Quiz Me and Learn/Apply pages so you are prepared for your Learning Lab.
- ☐ Review all fact sheets.
- ☐ Continue to practice and apply what you've learned.
- ☐ Be ready to share how you've made women look and feel beautiful with Estée Lauder skincare, makeup and fragrance.

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

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 ALLOW
EVERY CUSTOMER
TO DEFINE
HER EXPERIENCE

- Ask questions and listen to her needs
- Adapt service to customer’s shopping style
- Offer to show her a 3 Minute Beauty technique
- Sell with no pressure to buy

I BUILD
RELATIONSHIPS
WITH 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 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

WRITE THE PURPOSE IN YOUR OWN WORDS:

I AM

I BUILD

I ALLOW

I TEACH

...WITH 1,2,3 CONNECT

Calling after a sale is one of the best ways to build a lasting relationship with your customer. Here’s what to say to complete her Estée Lauder experience:

1 DAY
AFTER THE SALE

THANK HER

“ Hi [customer name], this is [your name] from Estée Lauder at [store name]. I wanted to give you a quick call to say thank you for stopping by our counter yesterday. It was nice to see you and I appreciate the time you spent with me. ”

2 WEEKS
LATER

CHECK IN

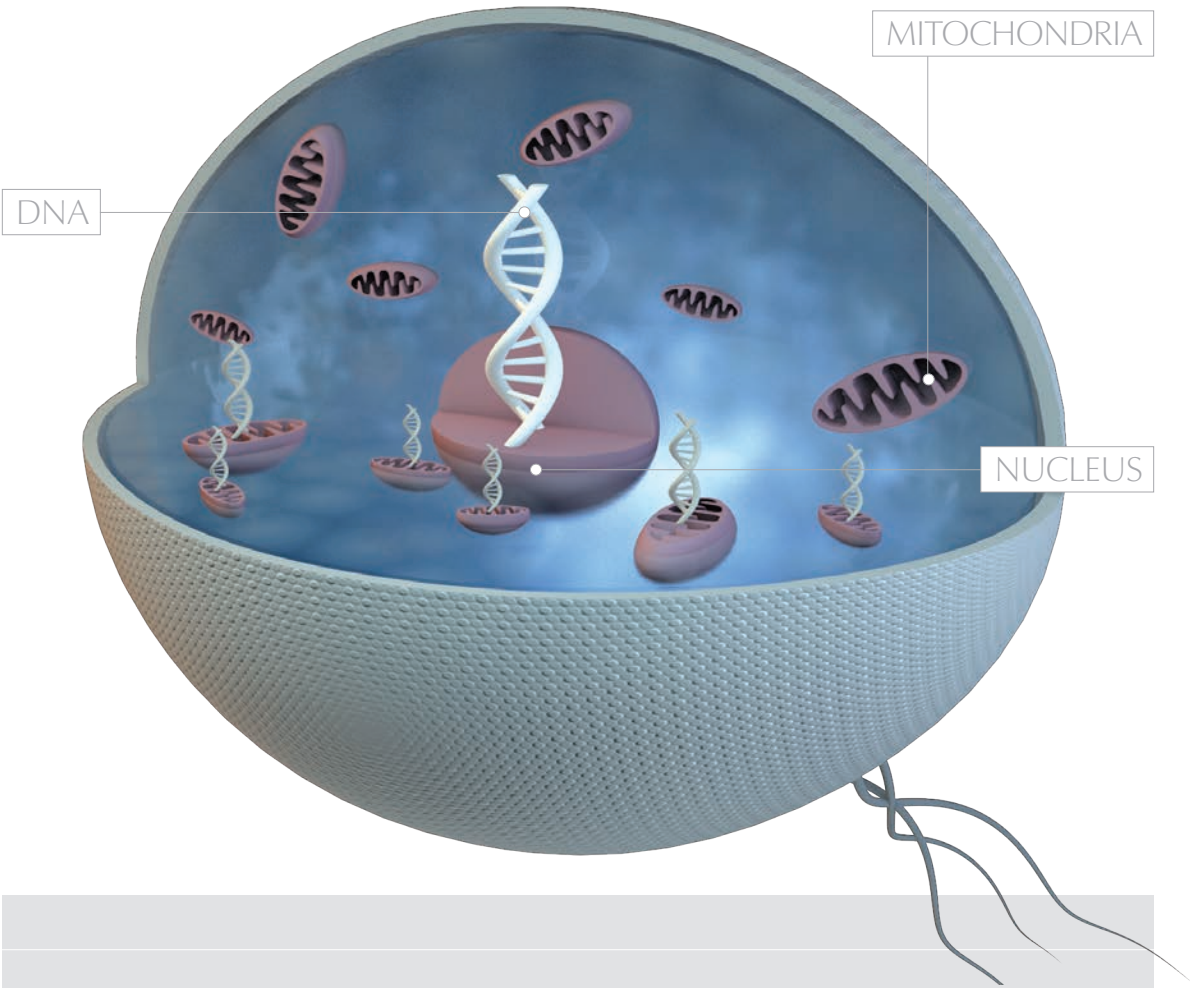
“ Hi [customer name], this is [your name] from Estée Lauder at [store name]. You visited our counter a few weeks ago and I wanted to check in and see how you are enjoying your new products. Do you have any questions about how to use them? ”

3 MONTHS
LATER

REPLENISH

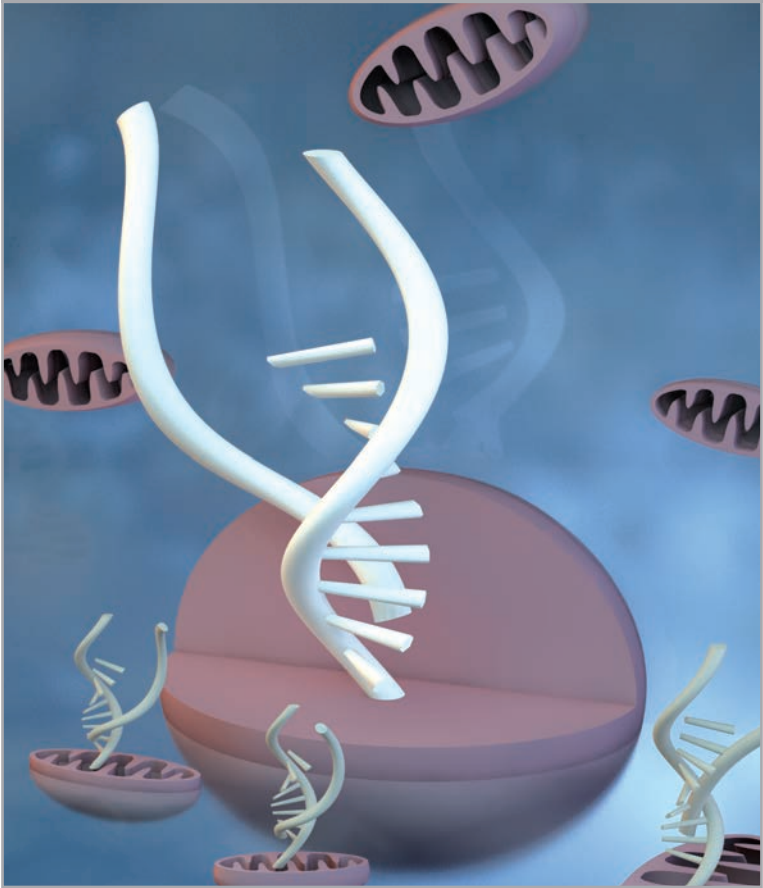
“ Hi [customer name], this is [your name] from Estée Lauder at [store name]. I thought you might be running low on your [product name] and can replenish that over the phone if you like. We can send it to you, or I can get it ready to pick up the next time you’re in the store. If you have time while you’re here, I’d love to show you one of our new 3 Minute Beauty techniques! ”

HEALTHY SKIN CELL



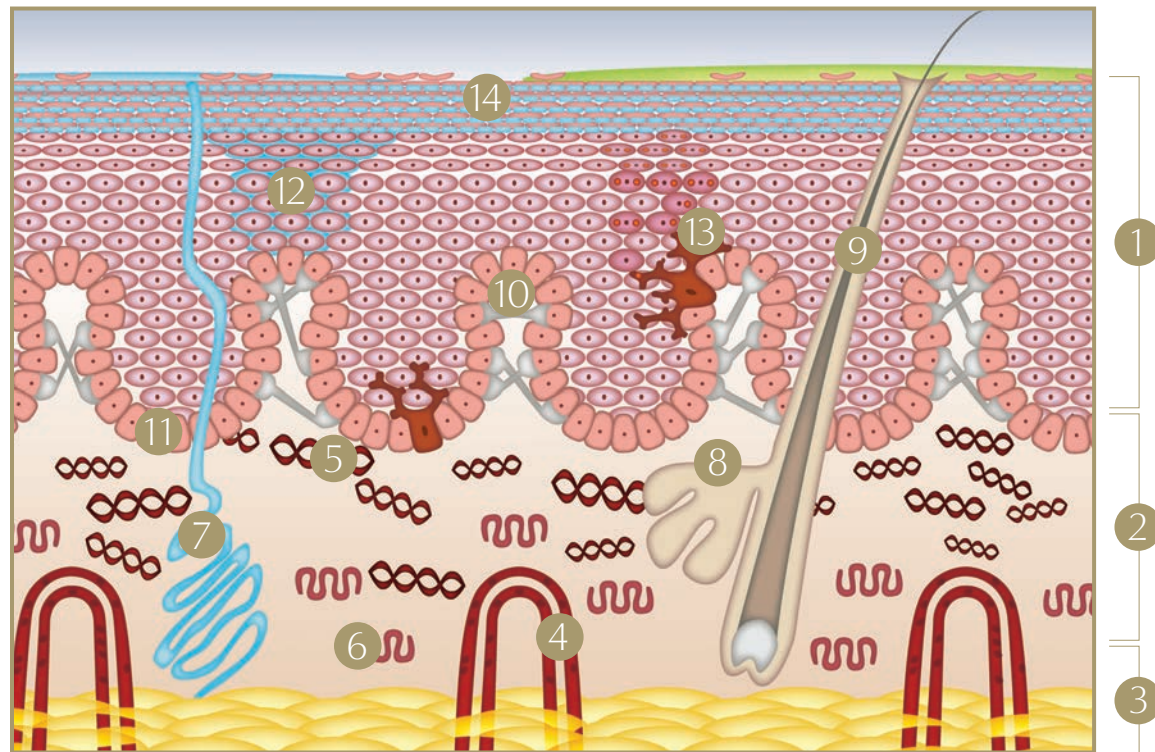
A series of ten horizontal gray lines for taking notes.

DAMAGED DNA



A series of ten horizontal gray lines for taking notes.

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

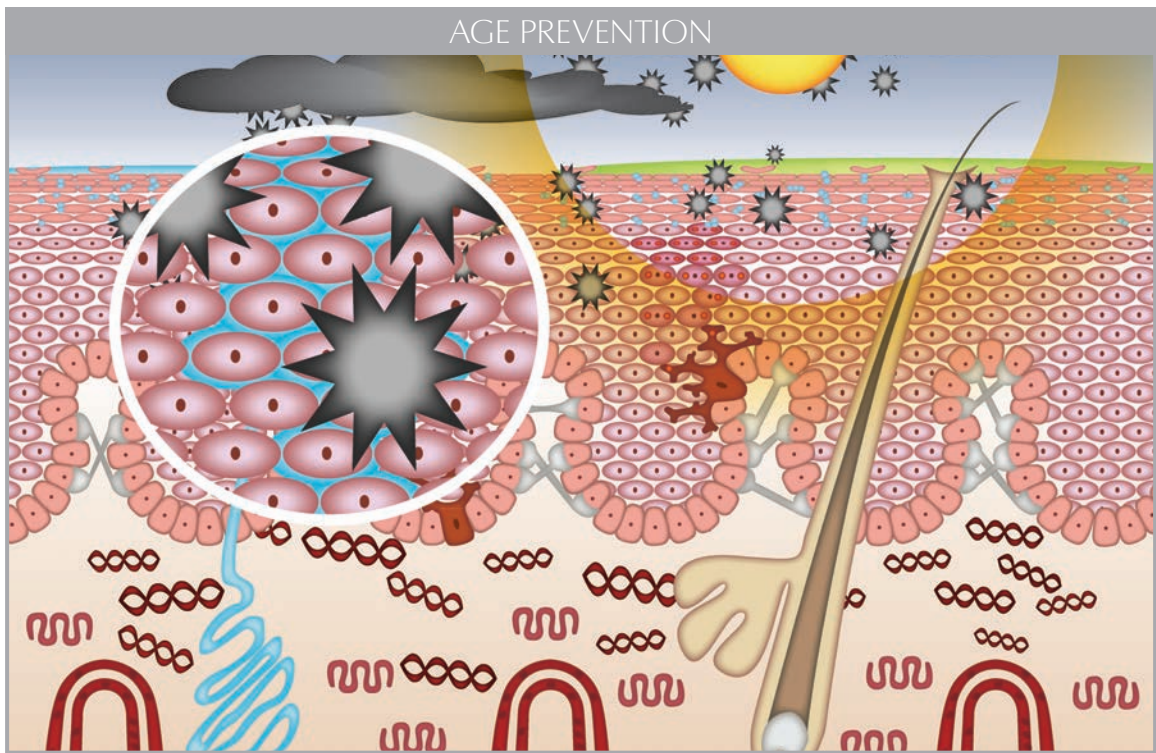
MELANOCYTE

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.

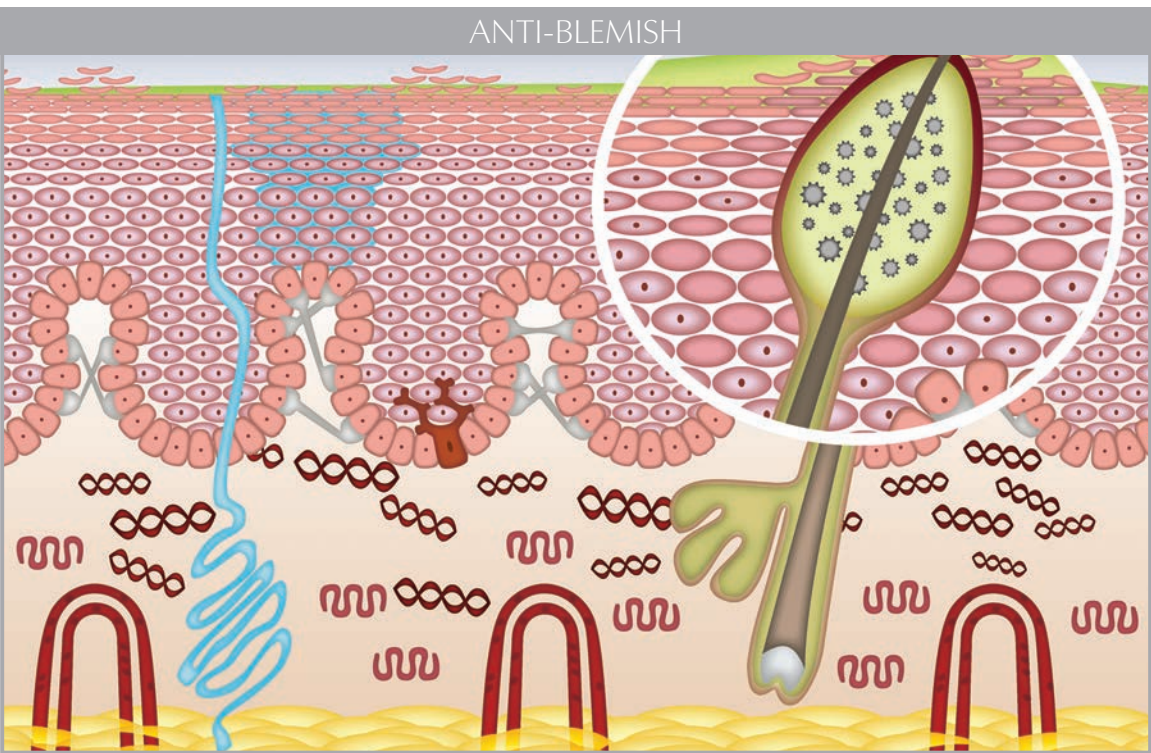
14

MOISTURE BARRIER

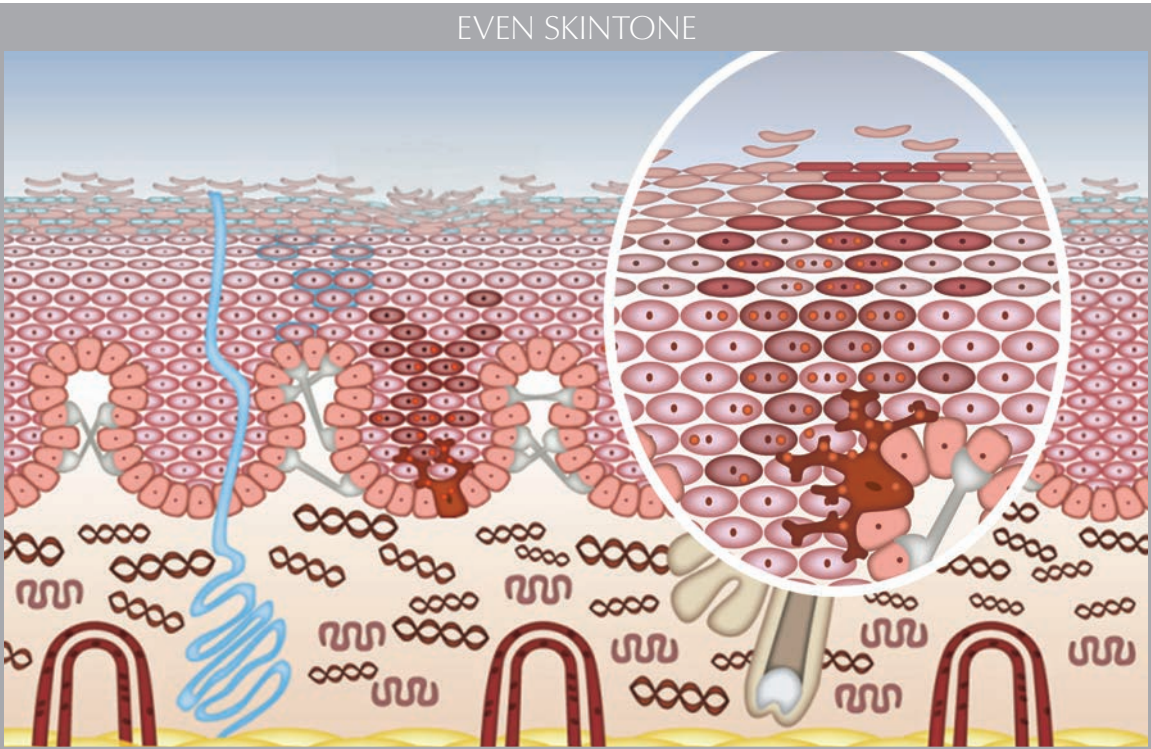
Protective barrier in epidermis made up of lipids to help keep environmental irritants out and vital moisture in.



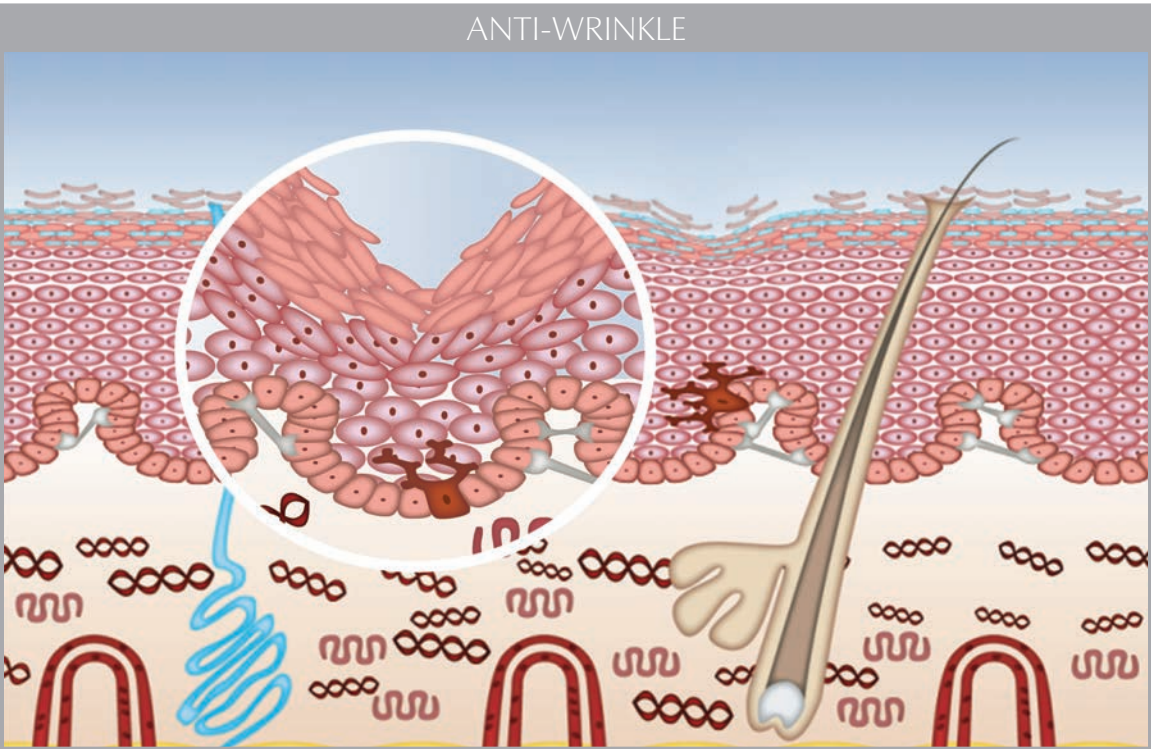
A series of horizontal lines for notes, set against a light gray background.



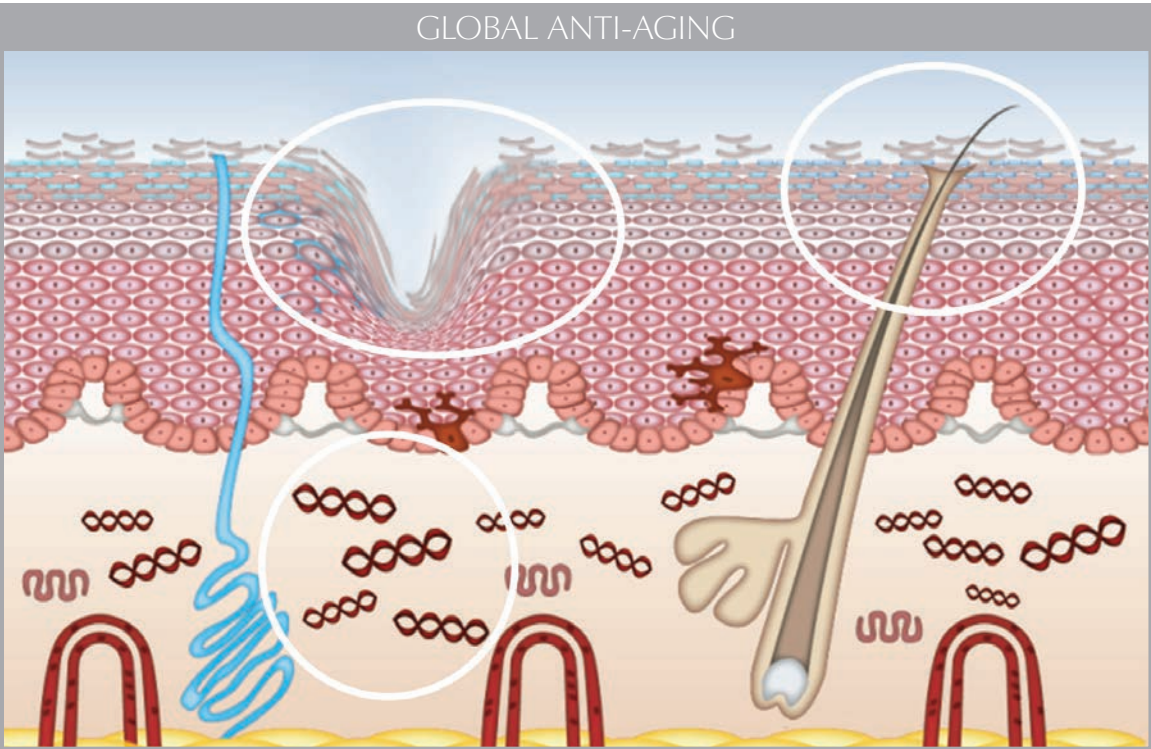
A series of horizontal lines for notes, set against a light gray background.



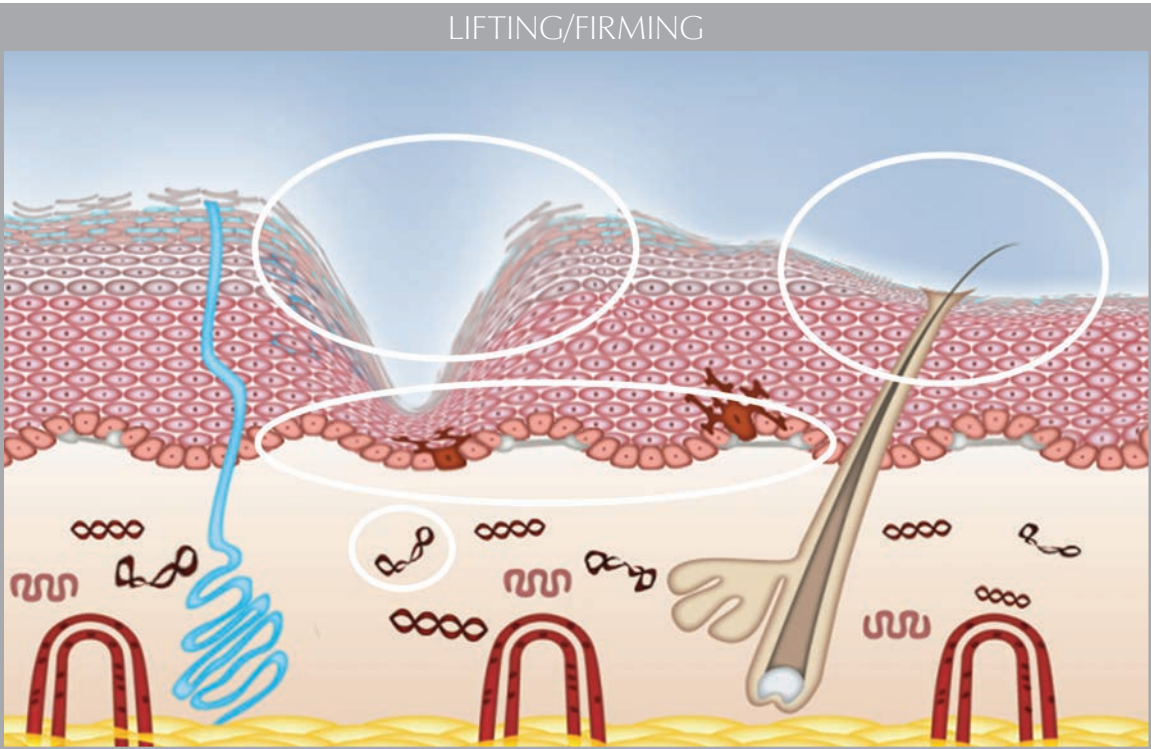
A series of horizontal lines for notes.



A series of horizontal lines for notes.



A series of horizontal lines for notes.



A series of horizontal lines for notes.

I HELP EVERY WOMAN

LOOK AND FEEL

BY PROVIDING

HER MOST BEAUTIFUL

A PERSONALIZED

EXPERIENCE AND

THE BEST PRODUCTS

RECOMMENDING

FOR HER...



REFERENCE

REPAIR SERUMS		
Advanced Night Repair		
Synchronized Recovery Complex II	245	
Idealist Even Skintone Illuminator	247	
Idealist Pore Minimizing Skin Refinisher	248	
Clear Difference Advanced Blemish Serum	249	
Perfectionist [CP+R] Wrinkle Lifting/Firming Serum	251	
MOISTURIZERS		
Hydrationist Maximum Moisture Creme	253	
DayWear Advanced Multi-Protection		
Anti-Oxidant Creme SPF 15	254	
Advanced Time Zone Age Reversing		
Line/Wrinkle Cremes/Lotion	255	
Revitalizing Supreme Global Anti-Aging		
Creme/Eye Balm/CC Creme	257	
Resilience Lift Firming/Sculpting Face		
and Neck Cremes/Lotion	259	
BEAUTY BENEFIT (BB) CREME	261	
DAYWEAR UV DEFENSE	262	
SKINCARE COLLECTIONS		
Vérité	263	
CyberWhite	265	
Nutritious	269	
RE-NUTRIV		
Replenishing Comfort Collection	273	
Intensive Age-Renewal Collection	274	
Ultimate Lift Age-Correcting Collection	275	
Re-Creation Collection	277	
Re-Nutriv Massage Steps	279	
FOUNDATION		
Double Wear Makeup	281	
Double Wear Makeup Collection	282	
Invisible Fluid Makeup	283	
Invisible Powder Makeup	284	
Resilience Lift Extreme Radiant Lifting		
Makeup SPF 15	285	
PRIMER		287
CONCEALER		288
POWDER		289
BRUSHES		290
CHEEKS		
Blush		291
Bronzer		292
EYES		
EyeShadow		293
Eyeliner		296
Mascara		297
LIPS		
Lipstick		299
Our Lipstick Portfolio		300
Lip Gloss		301
Lip Pencils		301
NAIL LACQUER		302
SERVICE PRODUCTS		303
HOW TO READ A COSMETICS LABEL		305
PRODUCT QUALITY		307
GLOBAL CONSUMER		
COMMUNICATIONS		308
GLOSSARY		309
INDEX		311

Repair Serum

ADVANCED NIGHT REPAIR
SYNCHRONIZED RECOVERY COMPLEX II

WHY THERE'S ONLY 1

Our #1 serum is now—even better.
Now more advanced than ever with
an exclusive new repair technology.
25+ patents worldwide.*

BENEFITS

1. Repair EVERY night—While you sleep, it helps maximize skin's natural nightly repair with an exclusive new repair technology.
2. Prevent and hydrate EVERY day—During the day, it strengthens and helps protect skin from environmental assaults.
3. Addresses EVERY key sign of aging—
Use it every day for a dramatic reduction in the look of every major sign of aging.

It's so advanced with 25+ patents and patents pending worldwide and it's exclusive to Estée Lauder!

INNOVATION CLOSE UP

1. Every Night—Our powerful ChronoluxCB™ Technology helps support skin cells' natural purification and synchronization processes for our most comprehensive repair serum.
 - Purification—A natural repair process (Cat-a-bol-a-sis) that helps remove cellular debris that can accelerate premature signs of aging.
 - Synchronization—A natural repair process that ensures cellular repair happens at the right time.
2. Every Day—A powerful blend of anti-oxidants help neutralize up to 90% of free radicals** to help prevent future damage. High levels of Hyaluronic Acid help lock in moisture to create the perfect environment for skin's natural repair.
3. Every Key Sign of Aging—Tested and proven. Lines and wrinkles look significantly reduced. Skin feels smoother, hydrated and stronger. Looks younger, radiant, more translucent and even toned.

HOW TO USE

Apply 5 drops over cleansed face and throat using Heart Ritual. Follow with Estée Lauder moisturizer.

*Patents and patents pending worldwide

**In vitro testing



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 blend of anti-oxidants, helps reduce debris deep within pores—significantly shrinking the look of enlarged pores.

Repair Serum

CLEAR DIFFERENCE ADVANCED BLEMISH SERUM

WHY THERE'S ONLY 1

A high performance anti-blemish system from Estée Lauder, the repair serum experts. Specifically designed for adults, it dramatically reduces the look of blemishes. It's proven to treat, comfort and refine your skin. Plus, it's gentle enough to use every day.

BENEFITS

1. Treats. Stops the breakout cycle by targeting and reducing blemishes while helping to prevent future breakouts.
2. Comforts. Potent anti-irritants soothe and calm skin. Skin is instantly hydrated and feels refreshed.
3. Refines. Controls excess oil while skin is gently refined to reveal a smoother, clearer texture while visibly minimizing pores.

INNOVATION CLOSE UP

Our Exclusive Triple Action Clarity Technology provides a comprehensive and holistic approach to address the multiple causes of blemishes.

1. Salicylic Acid—Proven to effectively treat blemishes, reduce swelling and redness and unclog blocked pores to allow blemishes to shrink.
2. Calming Blend—A potent, soothing blend includes Algae Extract and Caffeine to help minimize irritation and discomfort linked to blemishes and their treatment.
3. Glucosamine & Natural Marine Extracts—Normalizes skin's natural cellular turnover to whisk away dead and dulling skin cells. Helps to control excess oil and prevent pores from clogging up with debris, preventing future blemishes.

ADVANCED BLEMISH SERUM (0.5% SALICYLIC ACID)

The first step of your advanced blemish system. This anti-blemish, skin-refinishing serum gently frees skin of flakiness and roughness, minimizes blemishes and shine and reduces the look of pores. Helps prevent the severity and frequency of future breakouts. Skin looks incredibly clear, feels fresh, clean and smooth. Apply on clean skin before your moisturizer—gentle for daily use.

TARGETED BLEMISH TREATMENT (1% SALICYLIC ACID)

Formulated with the highest concentration of our Triple Action Clarity Technology, this targeted treatment penetrates fast to help heal and rapidly reduce the size of blemishes while minimizing redness and irritation. The oil-free, oil-controlling formula discourages blemishes from getting bigger when applied at the first sign of a flare-up. Apply on clean skin to affected areas as needed.

Clear Difference

ADVANCED BLEMISH COLLECTION

HOW TO USE THIS COLLECTION

- Use daily. Cleanse skin thoroughly before applying.
- Apply Advanced Blemish Serum all over face, AM and PM.
- Apply Targeted Blemish Treatment to affected areas once daily. If needed, and no dryness or peeling occurs, increase to two times daily.
- To control the dosage of the Targeted Blemish Treatment, push up all the way for a full dose (for example, to treat the entire chin area), or partially to provide just enough product for one or two specific blemishes.
- Follow with moisturizer or Complexion Perfecting BB Creme. If using BB Creme, apply AM only as a last step in your skincare regimen. Wear alone or under foundation.

MAINTENANCE AND CLEANING OF TARGETED BLEMISH TREATMENT APPLICATOR

- Wipe the rollerball with a clean tissue after every use.
- If residue builds up, pump once or twice to loosen. Then wipe clean with tissue.

COMPLEXION PERFECTING BB CREME SPF 35

Oil-free BB creme evens out skin tone and texture, while providing hydration and oil-control. Formulated with soothing ingredients and color-correcting pigments that neutralize the appearance of redness and post blemish marks. Available in 3 natural shades: Light, Medium, Medium/Deep.



Repair Serum

PERFECTIONIST [CP+R]
WRINKLE LIFTING/FIRMING SERUM

WHY THERE'S ONLY 1

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.*

BENEFITS

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.**

INNOVATION CLOSE UP

1. All the proven technologies of previous formula: Flexible Elastomer Technology works as a virtual “liquid bandage” to instantly fill in and help 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 vitro testing of CPR-75 Technology.
**In 4 week clinical testing.



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.



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. Clinical 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.

RECOMMEND A SERUM!

For a complete skincare system, Hydrationist can be used with Idealist Pore Minimizing Skin Refinisher in the morning, and Advanced Night Repair Synchronized Recovery Complex II at night.

ALSO AVAILABLE

- Lotion for normal/combination skin
- Creme for dry skin



ALSO AVAILABLE

- Oil-Free Creme SPF 25 for all skintypes
- Lotion SPF 15 for oily skin, or all skin-types in hotter, more humid climates
- Creme SPF 15 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 and our best UVA defense.
 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. Our most advanced broad-spectrum sunscreen system helps protect against the full spectrum of damaging UVB and UVA rays. Specially formulated to withstand exposure to the sun, helping you stay optimally protected.
 3. Advanced Technologies create the optimal environment for skin to function optimally and to minimize the first signs of premature 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.

*After just 4 weeks of use.

Moisturizer

ADVANCED TIME ZONE AGE REVERSING LINE/
WRINKLE CREMES/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.

ALSO AVAILABLE

- SPF 15 Creme for dry skin
- Oil-free, fragrance-free Creme SPF 15

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

REVITALIZING SUPREME GLOBAL ANTI-AGING CREME

WHY THERE'S ONLY 1

A breakthrough multi-action moisturizer created exclusively for and tested by European women. Helps skin trigger a “master switch” that activates numerous anti-aging functions in skin to transform the look of dullness, lines and wrinkles and loss of firmness.

BENEFITS

1. Revitalizes—Skin looks more supple, compact, lineless and radiant.
2. Rejuvenates—Skin has more time to repair and restore.
3. Nourishes—Skin is amazingly hydrated, healthy-looking, soft and smooth.

INNOVATION CLOSE UP

1. IntuiGen Technology™—A natural extract from Black Bamboo Leaf, this potent technology helps skin boost its natural activity of NRF2, a special “master switch” gene that turns on numerous anti-aging functions within skin.
2. Sirtuin Technology—Advanced Sirtuin Technology gives skin the additional time it needs to perform essential natural restorative functions.
3. Moisture Barrier Technologies—Moisture barrier lipids together with anti-oxidants and anti-irritants help protect skin keeping it hydrated, soothed and comforted.

Plus—Unique, lightweight, velvety, silky, soft texture and exclusive signature scent specifically created for and tested in European market.

TAKE NOTE!

In just 4 weeks, 92% of women showed a significant improvement in firmness.*

*Clinical Testing on both face and eye cremes.



WHY THERE'S ONLY 1

A breakthrough multi-action eye balm created exclusively for and tested by European women. Helps transform the look of dullness, lines, wrinkles, and loss of firmness. Doubles as an eye mask for instant revitalization.

BENEFITS

1. Revitalizes—Eye area looks more compact, firm, lineless and radiant.
2. Nourishes—Eye area is amazingly hydrated, healthy-looking, soft and smooth.
3. Rejuvenates—Eye area has more time to restore for a more youthful look.



WHY THERE'S ONLY 1

The industry's most intuitive CC creme: It offers Anti-Aging + Comfort + a touch of Color. Featuring all the nourishing and age-correcting benefits of #1 Revitalizing Supreme, plus color-correcting benefits that adapt to your skin tone. The result? A flawless, youthful complexion.

BENEFITS

1. Global anti-aging—With all the benefits of the face creme, it knows and addresses your skin's specific needs. Skin looks less lined, firmer and more radiant.
2. Adaptive color—Tint-release pigments automatically adjust to your skin tone, instantly creating a more glowing, even-looking complexion.
3. Comfort plus protection—Nourishing enough to be worn alone as a moisturizer and protects with SPF. Can also be layered under foundation.

Moisturizer

REVITALIZING SUPREME GLOBAL ANTI-AGING EYE BALM
GLOBAL ANTI-AGING CC CREME SPF 10

Moisturizer

RESILIENCE LIFT
FIRMING/SCULPTING FACE AND NECK
CREME/LOTION SPF 15

WHY THERE'S ONLY 1

Our #1 bestselling moisturizer globally, now updated 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!*

*Sensory testing

ALSO AVAILABLE

- Creme SPF 15 for dry skin
- Oil-free, fragrance-free Creme SPF 15



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!

*Sensory testing

BEAUTYTIP!

Invite customers to experience the soothing, calming scent.

Moisturizer

RESILIENCE LIFT NIGHT
FIRMING/SCULPTING
FACE AND NECK CREME

WHY THERE'S ONLY 1

Our #1 bestselling nighttime moisturizer, now updated 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 visible 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 Night for a 24-hour lift.

*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

This BB 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 superior 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. Creates the optimal environment for skin to function and to minimize the first signs of premature 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

FOR SENSITIVE SKIN

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. Skin's elasticity and firmness are noticeably improved, and the look of lines and wrinkles is reduced. Tested and proven gentle and effective for 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.



MOISTURIZE

VÉRITÉ MOISTURE RELIEF CREME

Intensely moisturizing creme helps revive skin's smoothness and suppleness. Contains a Tri-lipid blend to help skin repair its protective lipid barrier. Special anti-irritants help reduce the look of visible redness associated with sensitive skin.

HOW TO USE

Apply to face every AM and PM.

FOR THE BEST RESULTS—

Use Vérité exclusively to avoid emulsifiers and other irritating ingredients that can undermine or even reverse the benefits.

CyberWhite

HD COLLECTION

(LIMITED DISTRIBUTION)

WHY THERE'S ONLY 1

Our most advanced spot-correcting system ever, including 4 more products that feature our groundbreaking HD-90 Complex. CyberWhite HD helps to visibly and dramatically reduce 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 irritation from UV rays and pollution—key contributors to spot formation.
2. Features anti-spot technologies that help to shed darkened skin cells and make spots virtually invisible.
3. As a whole, the HD-90 Complex works to reduce the look of discoloration and help skin appear bright, flawless and translucent.

MOISTURIZE BY DAY

ADVANCED BRIGHTENING MOISTURE CREME

- Helps skin maintain moisture balance and restores its lipid barrier to protect from external assaults.
- Smooths surface texture for an overall brighter, more even-toned appearance.
- Immediately, skin looks more radiant and luminous.

HOW TO USE

Apply following Advanced Spot Correcting Essence, AM only.

MOISTURIZE BY NIGHT

ADVANCED BRIGHTENING NIGHT CREME

- Rich, intensely hydrating creme delivers powerful ingredients deep within skin's surface overnight.
- Calms and soothes skin to prevent irritation that might lead to spot formation.
- Restores skin's lipid barrier to prevent moisture loss.

HOW TO USE

Apply following Advanced Spot Correcting Essence, PM only.



ADVANCED SPOT CORRECTING ESSENCE

Our most potent formula to help brighten the look of skin.

- Visibly reduces and helps prevent the look of spots.
- Infuses skin with moisture and maintains balance.

CyberWhite

HD COLLECTION
(LIMITED DISTRIBUTION)

ADVANCED BRIGHTENING UV PROTECTOR SPF 50

High-level, broad spectrum UVA/UVB defense to help protect against future damage.

- Helps protect skin from UVA, UVB, and pollution to minimize damage that can result in excess spots.
- Soothes and calms skin.
- Lightweight, non-greasy texture.

HOW TO USE

Apply AM only, following moisturizer and before makeup.

ADVANCED BRIGHTENING BB CREME SPF 50

Our highest-ever sun protection with advanced brightening benefits and natural-looking coverage.

- Helps protect skin from UVA, UVB, and pollution to minimize damage that can result in excess spots.
- Keeps skin looking fresh all day.
- Lightweight texture leaves skin feeling fresh and comfortable.

HOW TO USE

Apply AM only, following moisturizer. Wear alone or under makeup.

BEAUTY TIP!

How to choose between the two UV products:

- UV Protector SPF 50 for: higher UVA/UVB protection; smooth base for makeup.
- BB Creme SPF 50 for: skin-evening tint, times when you wear less makeup; skincare benefits.



More CyberWhite Options...

CYBERWHITE BRILLIANT CELLS COLLECTION

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.

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.

MOISTURIZE

FULL SPECTRUM BRIGHTENING 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.



Nutritious

RADIANT VITALITY COLLECTION
(LIMITED DISTRIBUTION)

WHY THERE'S ONLY 1

Formulated with an exclusive Pomegranate Nectar Infusion, this collection is 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, post-exercise glow.

INNOVATION CLOSE UP

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 detoxification 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.



THE POWER OF POMEGRANATE

Pomegranate is one of the most potent anti-oxidants. Pomegranate oil has a high content of vitamins (Vitamins C, B6, E and Folic Acid) and minerals (Calcium, Magnesium and Zinc). These potent nutrients enrich the Nutritious line to support the benefits of Detoxify, Neutralize and Infuse for overall radiant skin.



RADIANT VITALITY 2-IN-1 FOAM CLEANSER

Dual-action cleanser that can be used for daily cleansing, or as a two-minute deep purifying mask. Includes our 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 health of the skin. Entirely designed for Asian skin, the Nutritious regimen neutralizes free radicals, detoxifies skin and infuses nutrients to help skin recover its look of natural radiant health.



INFUSE (MOISTURIZE)

VITA-MINERAL MOISTURE CREME

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.

INTENSE NOURISHING CREME/MASK

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. Doubles as a mask for deeper hydration.

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.

BENEFITS

1. Deeply hydrates and nourishes dry skin.
2. Restores skin's vitality and healthy glow.
3. Smoothes 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™ are the secret strength behind Re-Nutriv's power to renew skin at any age. Inspired by cutting-edge science, this multi-patented blend provides powerful repair benefits: supporting skin's natural energy to help change its future look for good.
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 stimulate skin's natural collagen production.



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.

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. Re-Nutriv Life Re-Newing Molecules™ are the secret strength behind Re-Nutriv's power to renew skin at any age. Inspired by cutting-edge science, this multi-patented blend provides powerful repair benefits: supporting skin's natural energy to help change its future look for good.
3. Combined, these two technologies power this SuperCreme to visibly renew skin's youthful look: smoother, firmer, more supple, less lined, and radiant.



Re-Nutriv

ULTIMATE LIFT AGE-CORRECTING COLLECTION

WHY THERE'S ONLY 1

The ultimate in anti-aging repair technologies, this collection features all-powerful SuperCremes to lift, firm and perfect skin's appearance for a strikingly younger look. With 51 patents*, it's "our ultimate" in visible age correction.

BENEFITS

1. Ultimate Renewal—Powerful combination of Life Re-Newing Molecules™ and ultimate repair technologies help boost skin's natural ability to reduce visible signs of aging.
2. Lift and Radiance—Instantly skin is brought back to radiant life. Over time skin looks visibly younger, more lifted and revitalized. Lines and wrinkles are visibly reduced.
3. 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™ are the secret strength behind Re-Nutriv's power to renew skin at any age. Inspired by cutting-edge science, this multi-patented blend provides powerful repair benefits: supporting skin's natural energy to help change its future look for good.
2. 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 stimulate 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.

*Patents and patents pending



SUPERCREMES—SPECIALLY FORMULATED FOR SPECIFIC AREAS.

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 eyes for a younger, more radiant look.

ULTIMATE CONTOURING EYE LIFT

One touch is all it takes to instantly hydrate, tighten, and brighten the eye area. Features a sculpted ceramic tip applicator that immediately cools and refreshes. Over time it de-puffs, lifts and reduces visible signs of aging.

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.

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

Intensively 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™* are the secret strength behind Re-Nutriv’s power to renew skin at any age. Inspired by cutting-edge science, this multi-patented blend provides powerful repair benefits: supporting skin’s natural energy to help change its future look for good.
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 STRESS RELIEF 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 skin type.

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 skin type.
- 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.™



Foundation

DOUBLE WEAR MAKEUP COLLECTION

DOUBLE WEAR ALL-DAY GLOW BB MOISTURE MAKEUP SPF 30

Our first ever long-wearing BB makeup. Gives skin a healthy, all-day glow. The ultimate multi-tasker—immediate hydration, all-day moisture, 8-hour wear, and SPF 30. Choose from 8 shades. Luminous Finish, Sheer Coverage. Oil-Free.

DOUBLE WEAR LIGHT STAY-IN-PLACE MAKEUP

A sheer, lightweight makeup that stays fresh and vibrant for up to 15 hours. Available in 10 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.

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

INVISIBLE POWDER MAKEUP

WHY THERE'S ONLY 1

Our 1st powder makeup that looks and feels invisible on skin. Silky, weightless gelée formula glides on skin for a natural, perfected, airbrushed look.

BENEFITS

- 1. SEE NO MAKEUP—guarantees your true-to-life shade match and keeps it real in any light.
- 2. FEEL NO MAKEUP—lightweight, oil-free formula provides buildable coverage without the look or feel of powder.
- 3. AIRBRUSHED PERFECTION—innovative tri-blend gelée—powder, liquid and gel in one—creates a flawless, air-brushed finish.

INNOVATION CLOSE UP

- 1. Patented Technology fuses ultra-fine pigments and optics in a talc-free, crystal clear system that embraces your natural skintone for a perfect match.
- 2. Lighthropic Technology—A unique blend of optics capture and optimize light for the most perfect skin in any light.
- 3. Patent pending powder gelée, combines the best features of powder, liquid and gel in a marshmallow-like texture. Wear alone or over your favorite foundation.

Foundation

RESILIENCE LIFT EXTREME
RADIANT LIFTING MAKEUP SPF 15

WHY THERE'S ONLY 1

Estée Lauder's flawless makeup with lifting technology. In a study, 100% of women tested found they had more moist and 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



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.

HOW TO USE

Apply under foundation to create a perfect canvas for every makeup look.

WHY'S THERE'S ONLY 1

This oil-free gel-creme 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



DOUBLE WEAR BRUSH-ON GLOW BB HIGHLIGHTER

A multi-tasking magic wand—it's like a BB to-go.

- Conceals, brightens, lasts for up to 8 hours and gives a surge of instant moisture in a convenient brush-on pen.
- Light Reflecting Photo Optic™ Technology diffuses light to minimize imperfections and highlight features.

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.



DOUBLE WEAR STAY-IN-PLACE HIGH COVER CONCEALER SPF 35

Our highest coverage concealer hides all skin imperfections with extreme 12-hour wear.

- Creamy formula instantly erases the look of dark circles, blemishes, acne marks and dark spots.
- Benefits of a concealer and powder in one, minimizes the look of lines, wrinkles and imperfections with 12-hour wear.

Powder



PERFECTING LOOSE POWDER

The perfect finishing powder—air-light, incredibly fine and silky smooth.

- Gold-tone optics instantly diffuse skin's imperfections and create a brightening, finishing veil.
- Evens skintone, reduces the look of pores and controls shine.

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

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

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.



Eyeshadow

PURE COLOR EYESHADOW
SINGLES, DUOS, PALETTES AND GELÉE

WHY THERE'S ONLY 1

Pure Color EyeShadow Singles, Duos 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.
 - 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.



Eyeshadow

PURE COLOR EYESHADOW
SINGLES, DUOS, PALETTES AND GELÉE



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

Two 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.

BROWS

DOUBLE WEAR STAY-IN-PLACE BROW LIFT DUO

Our first long-wearing, 2-in-1 pencil with a brow filler on one end and a universal highlighter on the other. Now you can fill, shape, highlight, and lift your brows in two easy steps!



DOUBLE WEAR ZERO-SMUDGE LIQUID EYELINER

A smudgeproof, water-resistant liquid eyeliner with 15 hours of staying power.



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.

*Note: This formula is air sensitive. It is important to keep the gold cap over the colored portion of the pencil to prevent it from drying out.

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

BUILD YOUR VOLUME

BOLD



Sumptuous Bold Volume™
> Weightless volume with lift
> Also available in waterproof



Sumptuous Two-Tone
Eye-Opening Mascara
> Bold volume with
a wide-eyed look
> Softer definition on
bottom lashes



Sumptuous Infinite Daring
Length + Volume Mascara
> Panoramic, separated,
fanned-out lashes
> Our most
lengthening mascara



Sumptuous Extreme Lash
Multiplying Volume Mascara
> Our most volumizing and
dramatic mascara
> Also available in waterproof

BOLDEST

SUMPTUOUS INFINITE
LENGTH + VOLUME MASCARA



EXTREME LASH MULTIPLYING
VOLUME MASCARA



BOLD VOLUME™
LIFTING MASCARA



WATERPROOF BOLD VOLUME™
LIFTING MASCARA



ZERO-SMUDGE
LENGTHENING MASCARA



SUMPTUOUS INFINITE DARING LENGTH + VOLUME MASCARA

- Instantly lifts, curls, and fans out lashes for unprecedented length and fullness.
- Features a built-in extended comb for added separation, definition, and clump-resistance.

SUMPTUOUS EXTREME LASH MULTIPLYING VOLUME MASCARA (LIMITED DISTRIBUTION)

- Instant, outrageous volume—without clumping.
- Magnifies and multiplies the look of lashes. Fills in even the sparsest lashes.

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.

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.

Make every mascara look even better with Estée Lauder’s Lash Primer—featured on page 182.

Lipstick



PURE COLOR ENVY SCULPTING LIPSTICK

- Luxurious formula sculpts lips with rich, full color in just one stroke.
- Lips feel continuously moisturized throughout the day.
- Color stays true from stick to lip for up to 6 hours.

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 LONG LASTING LIPSTICK

- Our most classic lipstick.
- Color true impact, dimension and buildable color.
- Luxuriously emollient formula with Vitamins C and E.

PURE COLOR CRYSTAL LIPSTICK

- A sheer lipstick.
- Long-wearing color.
- High shine, crystalline finish.

DOUBLE WEAR STAY-IN-PLACE LIPSTICK

- Long wearing.
- 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.

Our Lipstick Portfolio

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!



ADVANCED TRUE VISION™ TECHNOLOGY

Our new Pure Color Envy Sculpting Lipstick has Advanced True Vision™ Technology, which contains sculpted pigments that provide added color dimension. Get the most intense color in just one stroke!

THE RESULT?

Lips appeared curved, sculpted and fuller.



COVERAGE

SHEER

Sheer Lipstick

PURE COLOR CRYSTAL LIPSTICK

Finish: Lightweight and Soft Shine

Glistening Shine

PURE COLOR VIVID SHINE LIPSTICK

Finish: Smooth and Glossy

MEDIUM

Long-Wearing

DOUBLE WEAR STAY-IN-PLACE LIPSTICK

Finish: Satin Shine

Classic Lipstick

PURE COLOR LONG LASTING LIPSTICK

Finish: Soft Shine

Sculpting Shine

PURE COLOR ENVY SCULPTING LIPSTICK

Finish: Satin

FULL

Lip Gloss, Lip Pencils, Lip Lacquer

DOUBLE WEAR AND PURE COLOR



DOUBLE WEAR STAY-IN-PLACE LIP PENCIL

12 hours of rich color.

- Dual-ended.
- No bleeding or feathering.
- Extends the wear of any lipstick.
- Our new one-of-a-kind clear lip pencil shapes lips for a sheer, natural lip look!



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.



PURE COLOR HIGH INTENSITY LIP LACQUER

- Combines glass-like shine with the coverage of a long-wearing lipstick for 6 hours.
- Opaque, saturated color in a moisture rich, lightweight formula.
- Exclusive paddle applicator applies the right amount of color in just two strokes—for perfectly defined lips every time.

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.
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	
Advanced Night Repair Concentrate		Advanced Night Repair SYNCHRONIZED RECOVERY COMPLEX II
Fruition Extra Multi-Action Complex		Idealist PORE MINIMIZING SKIN REFINISHER
Swiss Performing Extract		Resilience Lift FIRMING/SCULPTING FACE AND NECK LOTION SPF 15
Vérité Calming Fluid		Advanced Night Repair SYNCHRONIZED RECOVERY COMPLEX II
Vérité Special Eyecare		Advanced Night Repair Eye SYNCHRONIZED COMPLEX/ SERUM INFUSION
Eyezone Repair Gel		Advanced Night Repair Eye SYNCHRONIZED COMPLEX/ SERUM INFUSION

HERE ARE SOME TIPS TO
HELP YOU TURN AN
UNHAPPY CUSTOMER
INTO A HAPPY CUSTOMER!

IF HER PRODUCT IS DISCONTINUED, YOU CAN SAY:
"I know how much you loved this product, but you're in luck! I actually have something else for you that I believe you'll love even more. Let me show you!"

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 SPF 15
Double Matte Oil-Control Makeup		Double Wear STAY-IN-PLACE MAKEUP
Equalizer Smart Makeup for combination skin		Double Wear STAY-IN-PLACE MAKEUP
Futurist Age-Resisting Makeup		Re-Nutriv ULTIMATE RADIANCE MAKEUP SPF 15
Pure Color Sensuous Rouge Lipstick		Pure Color LONG LASTING LIPSTICK
Double Wear Stay-in-Place Lip Duo		Pure Color HIGH INTENSITY LIP LACQUER

IF YOU HAVE THE PRODUCT AT YOUR COUNTER, BUT YOU KNOW IT WILL BE DISCONTINUED SOON, BE SURE TO DO THE FOLLOWING:

- > Share with your customer that unfortunately her product is going to be discontinued soon and suggest a new, comparable product you know she'll love
- > Stock-up! If she doesn't want to give up her must-have product, tell her to stock-up while she still can!

BEAUTY TIP!
If your customer wants to keep using the service product she loves but your counter doesn't carry it, call another store on her behalf and see if they have it.

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 Consumer Care 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.

GLOBAL CONSUMER COMMUNICATIONS CAN BE CONTACTED AT:

Estée Lauder
Global Consumer Communications
767 Fifth Avenue
New York, NY 10153

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 _____.



Glossary

ACCORD

A term used by perfumers to describe a balanced blend of notes that combine to form a new and different fragrance entity.

ADVANCED TRUE VISION™ TECHNOLOGY

Sculpted pigments provide added color dimension for the most intense color in just one stroke.

ANTI-IRRITANTS

Soothing ingredients that can reduce visible skin irritation.

ANTI-OXIDANTS

Ingredients that help protect skin from visible damage caused by 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.

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.

CATABOLYSIS

A natural skin cell purification process that peaks at night.

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.

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.

DUAL IMPRESSION

A new innovation in fragrance that captures two contrasting facets. With a dual impression, each woman can interpret the fragrance differently.

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.

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.

GIFT WITH PURCHASE (GWP)

A collection of samples of bestselling products—free with a qualifying Estée Lauder purchase. Available on a seasonal basis.

GLOBAL ANTI-AGING

Addresses multiple aging concerns including dullness, lines and wrinkles and loss of firmness/compactness.

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.

HYALURONIC ACID

Known as “nature’s moisture magnet.” Helps bind moisture to skin.

HYDRATION

The addition of moisture, necessary for skin health.

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.

LIFE RE-NEWING MOLECULES™

A combination of 2 very exclusive elements—rare and precious plant extracts

coupled with our most advanced skincare technologies to give skin an energized, radiant appearance. This technology is found in all Re-Nutriv Collections.

LIPIDS

Natural fatty substances that are essential to skin health and help skin maintain a protective moisture barrier.

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.

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-acneogenic.

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.

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.

PURIFICATION

A natural repair process, catabolysis, that helps remove cellular debris that can accelerate premature signs of aging.

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.

SYNCHRONIZATION

A natural repair process that ensures cellular repair happens at exactly the right time.

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.

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).

Index

1,2,3 CONNECT 53–54, 223–224

3 MINUTE BEAUTY TECHNIQUES 15, 20, 63–66

3 STEPS TO BEAUTIFUL EYES 180

4-STEP LIPSTICK FORMULA 171

A

ADVANCED NIGHT REPAIR 15, 17, 28, 64, 82, 84–95, 104–106, 245, 253, 260, 303

Eye Synchronized Complex/Eye Serum Infusion 65, 111, 114, 147, 303

Synchronized Recovery Complex II 17, 28, 64, 82, 84–95, 104–106, 245, 253, 260, 303

ADVANCED TIME ZONE

Age Reversing Line/Wrinkle Creme 105, 255–256

Age Reversing Line/Wrinkle Eye Creme 105, 112, 114

AGE PREVENTION SKIN CONCERN 105, 230

ALL-DAY LIPSTICK 299

ANTI-BLEMISH SKIN CONCERN 105, 229, 249–250

ANTI-WRINKLE SKIN CONCERN 105, 112, 232, 255–256

AUTOMATIC EYE PENCIL DUO/REFILLABLE 179, 296

B

BEAUTIFUL, FRAGRANCE 16, 201, 204–206, 211–212

BEAUTIFUL SKIN SOLUTIONS 15–16, 21, 97–98, 101–122, 127, 165, 245–271

BB CREME 250, 261, 267

BLUSH 63, 166, 185–186, 291–292

BLUSH, PURE COLOR 63, 185–186, 291–292

BRIGHTENING SKIN CONCERN 106, 265–268

BRONZE GODDESS 187–188, 292

BRONZER 64, 187–188, 290, 292

BROWS 166, 180, 183, 295

Automatic Brow Pencil Duo/Refillable 183

Brows Now Signature Technique 180, 183

Double Wear Stay-in-Place Brow Lift Duo 183, 295

BRUSHES 14, 46, 290

Blending Shadow Brush 25 290

Blush Brush 15 186, 188, 290

Concealer Brush 5 147, 190, 290

Contour Shadow Brush 30 290

Eyeliner/Brow Brush 20 179, 290

Foundation Brush 1 146, 290

Lip Brush 35 190, 290

Powder Brush 10 148, 188, 290

Powder Foundation Brush 3 290

C

CARULLO, ANNE 191–192

CC CREME 258

CHEEKS, BLUSH & BRONZER 185–188, 291–292

CHEEK RUSH 292

CLEAR DIFFERENCE COLLECTION 105, 249–250

CONCEALER 63–65, 134, 147, 165, 175–176, 288

Double Wear Brush-On Glow BB Highlighter 64–66, 147, 182, 288

Double Wear High Cover Concealer SPF 35 147, 288

Double Wear Stay-in-Place Flawless Wear Concealer 63–65, 147, 288

COOL COLORS 170, 172, 186

CRYSTAL LIPSTICK, PURE COLOR 190, 299–300

CURVE CONTROL SIGNATURE TECHNIQUE 181

CYBERWHITE BRILLIANT CELLS COLLECTION 268

Full Spectrum Brightening Cleanser 268

Full Spectrum Brightening Milky Lotion 106, 268

CYBERWHITE HD COLLECTION 106, 265–267

Advanced Brightening BB Creme 267

Advanced Brightening Moisture Creme 106, 265

Advanced Brightening Night Creme 106, 266

Advanced Brightening UV Protector 267

Advanced Spot Correcting Essence 106, 266

D

DAYWEAR

Advanced Multi-Protection Anti-Oxidant Creme Lotion SPF 15 105, 254

Anti-Oxidant & UV Defense SPF 50 262

Anti-Oxidant Beauty Benefit Creme SPF 35 261

DEFINED LASHES SIGNATURE TECHNIQUE 182

DEMONSTRATION RITUAL, RE-NUTRIV 135

DISCONTINUED PRODUCTS 118, 152, 303–304

DOUBLE MATTE OIL-CONTROL PRESSED POWDER 289

DOUBLE WEAR STAY-IN-PLACE MAKEUP COLLECTION

All-Day Glow BB Moisture Makeup 145, 149, 282

Brow Lift Duo 183, 295

Brush-On Glow BB Highlighter 64–66, 147, 182, 288

Double Wear Light Stay-in-Place Makeup 145, 149, 282

Double Wear Stay-in-Place Makeup 16, 18, 145, 149, 151, 281, 304

EyeShadow Base 175, 295

Flawless Wear Concealer 63–65, 147, 288

Gel EyeLiner 65, 179

High Cover Concealer SPF 35 147, 288

Lip Pencil 66, 184, 301

Lipstick 299–300

Maximum Cover Camouflage Makeup for Face and Body SPF 15 149

Powder Makeup 64, 145, 149, 282

Zero-Smudge Lengthening Mascara 297–298

Zero-Smudge Liquid EyeLiner 179, 296

DUAL IMPRESSION 28, 203, 209–210, 217, 309

E

EL BRONZING LIFT SIGNATURE TECHNIQUE 64, 188

ESTÉE LAUDER ONLINE 47–48

ESTÉE LAUDER *pleasures* FRAGRANCE 16, 201, 203, 206–208, 217

ESTÉE LAUDER SIGNATURE HYDRA LUSTRE LIPSTICK 190, 299

ESTÉE LAUDER SIGNATURE TECHNIQUES 14–15, 146–148, 181–190

EVEN SKINTONE SKIN CONCERN 17, 105, 231, 247, 254

“EVERY” STORY 87, 93, 99

EYE CARE 105–106, 111–114

Advanced Night Repair Eye Synchronized Complex/Eye Serum Infusion 65, 111, 114, 147, 303

Advanced Time Zone Age Reversing Line/Wrinkle Eye Creme 105, 112, 114

Idealist Cooling Eye Illuminator 105, 112, 114

Resilience Lift Firming/Sculpting Eye Creme 106, 112, 114

Revitalizing Supreme Global Anti-Aging Eye Balm 106, 112, 114

Index

EYE STRESS RELIEF MASSAGE 280

EYELINER 94, 238

Automatic Eye Pencil Duo/Refillable 179, 296

Double Wear Stay-in-Place Eye Pencil 65, 179, 296

Double Wear Stay-in-Place Gel Eyeliner 65, 179

Double Wear Zero-Smudge Liquid EyeLiner 179, 296

Pure Color Intense Kajal Eyeliner 179, 296

EYES 175–183, 293–298

Eyeliner 176, 179, 296

Eyeshadow 175–178, 180, 293–295

Mascara 181–182, 297–298

EYESHADOW 175–178, 180, 293–295

Double Wear Stay-in-Place Eyeshadow Base 175, 295

Pure Color EyeShadow 18, 45, 65–66, 177–178, 293–295

F

FACE 139–154, 281–289

Concealer 63–65, 134, 147, 165, 175–176, 288

Foundation 139–146, 149–150, 281–285

Powder 148, 289

Primer 63, 287

FATIGUE FIGHTER 65, 147, 153, 165, 180

FINISH 161, 265–266

FOUNDATION

Double Wear All-Day Glow BB Moisture Makeup xx

Double Wear Light Stay-in-Place Makeup 145, 149, 282

Double Wear Stay-in-Place Makeup 16, 18, 145, 149, 151, 281, 304

Double Wear Stay-in-Place Powder Makeup 64, 145, 149, 282

Invisible Fluid Makeup 146, 150, 283

Invisible Powder Makeup 146, 150, 283

Resilience Lift Extreme Radiant Lifting Makeup 146, 150, 285, 304

FOUNDATION FLOWER SIGNATURE
TECHNIQUE 144–146, 152, 165, 281

FRAGRANCE

Beautiful 16, 201, 204–206, 211–212

Estée Lauder *pleasures* 16, 201, 203, 206–208, 217

Modern Muse 16, 18, 21, 28, 201, 203, 205–206, 209–210

FULLER LIPS SIGNATURE TECHNIQUE 190

G

GENTLE EYE MAKEUP REMOVER 117

GLOBAL ANTI-AGING SKIN CONCERN 106, 112, 114, 257–258, 310

GLOSS, PURE COLOR 189, 301

GLOSSARY 309–310

GREET, MEET, TREAT, COMPLETE 51–54, 58, 61–62, 223–224

H

HEART RITUAL 92–94, 109, 245

HERITAGE 23–34

HIGHLIGHT AND CONTOUR 64

HUDIS HERTZMARK, JANE 34

HUG RITUAL 110

HURLEY, ELIZABETH 31

HYALURONIC ACID 87, 89, 245, 255, 310

HYDRATIONIST MAXIMUM
MOISTURE CREME 253

HYGIENE 45–46

I

IDEALIST

Cooling Eye Illuminator 105, 112, 114

Even Skintone Illuminator 17, 105, 247

Pore Minimizing Skin Refinisher 17, 105, 248, 253, 303

iMATCH™ SHADE FINDER 19, 143, 171

INTENSE KAJAL EYELINER, PURE COLOR 179, 296

INTENSITY LEVEL 143, 153

INTENSIVE AGE-RENEWAL COLLECTION,
RE-NUTRIV 130, 274

INSTANT GLOW/INSTANT MATTE 63

INVISIBLE FLUID MAKEUP 146, 150, 283

INVISIBLE POWDER MAKEUP 146, 150, 284

J

JABLONSKI, CONSTANCE 30

K

KHOURY, KARYN 202

L

LASH PRIMER PLUS 182

LAUDER FAMILY 25–26

Lauder, Aerin 25–26, 28, 202

Lauder, Estée 11, 23–27, 33, 39–40, 49–50, 59–60, 66, 69–70, 83, 110, 125, 201–202, 211–214

Lauder, Evelyn 25–26, 28, 31, 202, 207–208, 216, 309

Lauder, Gary 25–26

Lauder, Jane 25–26

Lauder, Jo Carole 25–26

Lauder, Joseph 25–26

Lauder, Leonard 25–26

Lauder, Ronald 25–26

Lauder, William 25–26

LEARNING LAB 219

LIFTING/FIRMING SKIN CONCERN 106, 112, 114, 121, 146, 150, 234, 251, 259–260

LIP CONDITIONER 299

LIP PENCIL, DOUBLE WEAR STAY-IN-PLACE 66, 184, 301

LIP SHAPE-UP 66

LIPSTICK

All-Day Lipstick 299

Double Wear Stay-in-Place Lipstick 299–300

Estée Lauder Signature Hydra Lustre Lipstick 190, 299

Lip Conditioner 299

Pure Color Crystal Lipstick 190, 299–300

Pure Color Envy Sculpting Lipstick 18, 66, 172, 190, 299–300

Pure Color Long Lasting Lipstick 190, 299–300

Pure Color Vivid Shine Lipstick 190, 299–300

M

MAKEUP REMOVERS 117

MASCARA 181–182, 297–298

Double Wear Zero-Smudge Lengthening Mascara 297–298

Lash Primer Plus 182

Sumptuous Bold Volume™ Lifting Mascara 181, 297–298

Sumptuous Extreme Lash Multiplying Volume Mascara 181, 297–298

Sumptuous Infinite Length + Volume Mascara 18, 181, 297–298

Sumptuous Waterproof Bold Volume™ Lifting Mascara 297–298

Index

MODELS

Arizona Muse 29
Caroline Murphy 31
Constance Jablonski 30
Elizabeth Hurley 31
Joan Smalls 29
Liu Wen 30

MODERN WING 65

MODERN MUSE, FRAGRANCE 16, 18, 21, 28, 201, 203, 205–206, 209–210

MOISTURIZER

Advanced Time Zone Age Reversing Line/Wrinkle Creme/Hydrating Gel Oil-Free 105, 255–256
CyberWhite HD Advanced Brightening Moisture Creme 106, 265
CyberWhite HD Advanced Brightening Night Creme 106, 266
DayWear Multi-Protection Anti-Oxidant Creme SPF 15 105, 254
Hydrationist Maximum Moisture Creme 253
Nutritious Vita-Mineral Moisture Creme 106, 271
Nutritious Vita-Mineral Intense Nourishing Creme/Mask 106, 271
Resilience Lift Firming/Sculpting Face and Neck Creme/Lotion SPF 15 17, 106, 259, 303
Resilience Lift Night Firming/Sculpting Face and Neck Creme 106, 260

MURPHY, CAROLINE 31

MUSE, ARIZONA 29

N

NAIL LACQUER 302

NATURAL BLUSH SIGNATURE TECHNIQUE 186

NUTRITIOUS 106, 269–271

Radiant Vitality 2-In-1 Foam Cleanser 270
Radiant Vitality Energy Lotion Fresh Moist 270

Radiant Vitality Energy Lotion Intense Moist 269
Vita-Mineral Moisture Creme 106, 271
Vita-Mineral Intense Nourishing Creme/Mask 106, 271

O

OPENING CEREMONY 41–43

P

PECHEUX, TOM 18, 32, 161–166, 173, 178, 192, 291–294, 299, 302

PERFECTIONIST [CP+R]

[CP+R] Line Smoother 251
[CP+R] Wrinkle Lifting/Firming Serum 17, 105–106, 251, 259

PERFECTING LOOSE POWDER 148, 289

PERFECTING CLEAN COLLECTION 115–118, 121

PINKY PIVOT SIGNATURE TECHNIQUE 184

pleasures, ESTÉE LAUDER 16, 201, 203, 206–208, 217

POWDER 148, 289

Double Matte Oil-Control Pressed Powder 289
Perfecting Loose Powder 148, 289
Powder Roll-On Signature Technique 148

PRIMER, ILLUMINATING PERFECTING 187

PRIMER, MATTE PERFECTING 287

PRODUCT QUALITY 307

PURE COLOR COLLECTION 16, 173–190, 291–296, 299–302

Blush 63, 185–186, 291–292
Crystal Lipstick 190, 299–300
Envy Sculpting Lipstick 18, 66, 172, 190, 299–300
EyeShadow 18, 45, 65–66, 177–178, 293–295
Gloss 63, 66, 189–190, 301

High Intensity Lip Lacquer 189, 301, 304
Intense Kajal Eyeliner 179, 296
Long-Lasting Lipstick 190, 299–300
Nail Lacquer 302
Stay-On Shadow Paints 295
Vivid Shine Lipstick 190, 299–300

PURIFICATION 87–88, 93, 245, 310

PURPOSE 12–13, 21, 36–76

R

RADIANT HEALTH SKIN CONCERN 106, 269–271

RE-CREATION 130, 277–278

REFERENCE 243

RELAXING HAND AND ARM MASSAGE 280

RE-NUTRIV 123–138, 273–280
Demonstration Ritual 135
Energy Face Massage 279
Eye Stress Relief Massage 280
Intensive Age-Renewal Collection 130, 274
Massages 279–280
Re-Creation 130, 277–278
Relaxing Hand and Arm Massage 280
Replenishing Comfort Collection 129, 273
Ultimate Lift Age-Correcting Collection 130, 275–276

REPAIR SERUMS

Advanced Night Repair Synchronized Recovery Complex II 17, 28, 64, 82, 84–95, 104–106, 245, 253, 260, 303
Clear Difference Advanced Blemish Serum 105, 249
CyberWhite HD Advanced Spot Correcting Essence 106, 266
Idealist Even Skintone Illuminator 17, 105, 247
Idealist Pore Minimizing Skin Refinisher 17, 105, 248, 253, 303
Perfectionist [CP+R] Wrinkle Lifting Serum 17, 105–106, 251, 259

RESILIENCE LIFT

Extreme Radiant Lifting Makeup 146, 150, 285, 304
Firming/Sculpting Eye Creme 106, 112, 114
Firming/Sculpting Face and Neck Creme/Lotion SPF 15 17, 106, 259, 303
Night Firming/Sculpting Face and Neck Creme 260

REVITALIZING SUPREME 106, 112, 114, 257–258, 310

Global Anti-Aging Creme 106, 257–258
Global Anti-Aging CC Creme SPF 10 258
Global Anti-Aging Eye Balm 106, 112, 114

S

SIGNATURE TECHNIQUES

Brows Now 183
Curve Control 181
Defined Lashes 182
EL Bronzing Lift 188
Fatigue Fighter 147
Foundation Flower 146
Fuller Lips 190
Natural Blush 186
Pinky Pivot 184
Powder Roll-On 148
Simple Smoky 176
Simple Smudge 179

SIMPLE SMOKY SIGNATURE TECHNIQUE 176

SIMPLE SMUDGE SIGNATURE TECHNIQUE 179

SKIN CELL 87–88, 225–234, 245, 249, 255, 260, 265, 274, 309–310

SKIN CONCERNS

Age Prevention 105, 230
Anti-Blemish 105, 229, 249–250
Anti-Wrinkle 105, 112, 232, 255–256
Brightening 106, 265–268
Even Skintone 17, 105, 231, 247, 254
Global Anti-Aging 106, 112, 114, 257–258, 310

Index

Lifting/Firming 106, 112, 114, 121, 146, 150, 234, 251, 259–260
Radiant Health 106, 269–271

SKINTYPE 119, 149–150

SMALLS, JOAN 29

SPECIALISTS, RE-NUTRIV 131–132

STANDARDS 38–40, 49–50, 59–60, 69–71, 75–76, 81–82, 151–152, 159–160, 199–200, 221–222, 310

STYLE COLLECTION 41–44

SUMPTUOUS MASCARAS 18, 166, 181, 297–298

SYNCHRONIZATION 87–88, 93, 245, 310

T

TAKE IT AWAY MAKEUP REMOVER 117

THE ESTÉE LAUDER 5-STEP FACE™ 163–167, 176, 179–181, 186–190, 193

TRIPLE-ACTION CLEANSER/TONER/MAKEUP REMOVER, PERFECTLY CLEAN 46, 116–117

U

ULTIMATE LIFT AGE-CORRECTING COLLECTION 130, 275–276

UNDERTONE 143–144, 153–154, 170

V

VERITÉ 263

W

WARM COLORS 170, 172, 186

WEN, LIU 30

X

XO SPOTS 64

XOXO TOM PECHEUX 178

Y

YOUTH DEW FRAGRANCE 27, 201, 213–214

Blank lined area for writing on page 319.

Blank lined area for writing on page 320.

Blank lined area for writing on page 321.

Blank lined area for writing on page 322.

