

Merchandise Presentation Guidelines

Cosmetics Zinn-Moore Division

MAY 2007 SALES OVERVIEW

DIVISION	TY PLAN \$	LY ACT \$	% CHG
	\$12,097.0	\$11,651.0	3.7%
COLOR & TREATMENT	\$9,423.0	\$8,963.0	4.9%
WOMEN'S FRAGRANCES	\$1,977.0	\$2,018.0	-2.1%
MEN'S FRAGRANCES	\$644.0	\$606.0	5.9%
COSMETICS ACCESSORIES	\$53.0	\$64.0	-20.8%

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Merchandise Presentation Guidelines

MOTHER'S DAY

MOTHER'S DAY 2007 SALES OVERVIEW: 4/29/06 - 5/14/06 (2 WEEKS)

DIVISION	TY PLAN \$	LY ACT \$	% CHG
	\$6,068.0	\$6,359.0	-4.8%
COLOR & TREATMENT	\$4,164.0	\$4,482.0	-7.6%
WOMEN'S FRAGRANCES	\$1,553.0	\$1,511.0	2.7%
MEN'S FRAGRANCES	\$315.0	\$324.0	-2.9%
COSMETICS ACCESSORIES	\$36.0	\$42.0	-16.7%

Mother's Day Top 10 Key Execution Imperatives:

1. It is mandatory to schedule a department wide meeting to review this information.
2. Must maintain the following assets on the floor: StriVectin and Cosmetic Accessories.
3. Ensure that all Gift Sets, GWP's and PWP's are on the selling floor and signed appropriately.
4. Ensure that every aspect of Mother's Day setup is complete and maintained; top of counter, tables, and ledges by 04/30/07.
5. Utilize all signs as indicated: (sign numbers are listed in this guideline)
6. Ensure that all Cosmetic Accessories brands are on the floor.
7. Strivectin and Lip Fusion alphas remain on the floor. Do not move location!
8. Case flows will change by 04/20/07, your RCM will contact each store with details.
9. BCRF Tote on counter and tables 04/20/06.
10. Last 3 Day GWP (Jewelry Box / Mirror Key Chain) on counter 05/10/06.

Contacts: Marti Moore, ext. 6384
Michael Weber, ext. 7648

COSMETIC

FRAGRANCES MOTHER'S DAY STAFFING - SEASONAL POSITIONS

Listed below are the hours for each Seasonal Selling Specialist positions for Mother's Day week for select fragrance brands. Schedules will print in stores with the name of the Fragrance brand by the schedule.

MSA INPUT INSTRUCTIONS:

- b Department Number - 6962 for Women's Fragrances
- b Expense Center - 8102
- b FT/PT Code - 4
- b Account code - Q2

T & A INPUT INSTRUCTIONS:

- b All shifts will be included on the 962 Women's Fragrance Beauty Advisor schedules.
- b All shifts for Seasonal Selling Specialist positions must be maintained from associates hired in the 6962 line.

OTHER INSTRUCTIONS:

- b Stores should contact Seasonal Selling Specialists who worked in the store previously to offer them this position if appropriate.
- b Cosmetics ASMs should contact their local AE to recruit an experienced selling specialist for these positions.
- b The hourly rate should be the same rate earned previously.
- b For experienced new hires, the hourly rate should be determined based on the candidates earnings verified by the Account Executive.
- b For experienced hires the rate may be in a range from 14.00 to 19.00.
- b Regular hourly rates are to be paid if the shifts are to be filled by General Selling, rehiring regular Seasonal Associates or extending hours of your regular BAs. DO NOT OFFER A HIGH PREMIUM RATE TO REGULAR NON EXPERIENCED SEASONAL ASSOCIATES OR SEASONAL HOLIDAY ASSOCIATES REHIRED TEMPORARILY.
- b It should not be necessary for the Seasonal Selling Specialists to ring sales on the register.
- b Seasonal Associates should turn over sales to the regular Fragrance BA whenever possible without jeopardizing customer service.
- b Seasonal Selling Specialists should never be scheduled at the counter alone. Their primary goal is to sell the brands they represent, however, they must provide service to all customers.
- b The seasonal associate discount agreement must be signed by all seasonal associates hired.

DONNA KARAN		Hours	
MAN	2	10	
WES	3	25	
WFM	5	10	
BAL	6	15	
GAR	7	20	
RID	11	15	
BOS	12	10	
STA	13	20	
OAK	16	10	
BAY	17	10	
GRD	20	10	
WFL	23	10	
LAK	27	10	
TWE	28	10	
BUR	29	10	
WDG	30	15	
STH	31	10	
Total		220	

DONNA KARAN		Hours	
WLT	35	10	
WIL	38	10	
PLI	42	10	
LIV	52	15	
ROK	53	10	
BRI	54	10	
WFD	55	25	
MON	57	10	
QKR	58	10	
FRH	59	10	
DAN	61	10	
TRM	64	15	
NTK	68	10	
SYR	70	10	
NWD	73	10	
KOP	75	10	
LMK	118	10	
Total		195	

415

CALVIN KELIN / VERA WANG / SARAH JESSICA PARKER		Hours	
MAN	2	10	
WES	3	23	
WFM	5	15	
BAL	6	20	
GAR	7	23	
WSH	8	15	
ANN	10	10	
RID	11	20	
STA	13	23	
OAK	16	15	
BAY	17	20	
GRD	20	15	
WFL	23	15	
LFR	25	15	
LAK	27	10	
TWE	28	15	
BUR	29	10	
Total		274	

CALVIN KELIN / VERA WANG / SARAH JESSICA PARKER		Hours	
WDG	30	23	
STH	31	20	
WLT	35	10	
WIL	38	15	
PLI	42	23	
LOU	43	10	
FRK	48	10	
LIV	52	20	
ROK	53	10	
BRI	54	15	
WFD	55	23	
TYC	56	10	
MON	57	10	
QKR	58	20	
FRH	59	20	
TRM	64	23	
NTK	68	10	
SYR	70	10	
NWD	73	15	
KOP	75	15	
COL	100	15	
MOR	106	10	
Total		337	

611

BURBERRY		Hours	
MAN	2	10	
WES	3	30	
BAL	6	10	
GAR	7	20	
RID	11	15	
STA	13	20	
OAK	16	10	
GRD	20	20	
LAK	27	15	
TWE	28	20	
BUR	29	10	
WDG	30	20	
STH	31	15	
WLT	35	10	
WIL	38	20	
PLI	42	20	
LIV	52	10	
ROK	53	10	
BRI	54	20	
WFD	55	20	
TYC	56	10	
QKR	58	10	
FRH	59	20	
TRM	64	10	
NTK	68	10	
NWD	73	10	
KOP	75	10	
Total		405	

RALPH LAUREN		Hours	
WES	3	20	
BAL	6	10	
RID	11	10	
STA	13	10	
BAY	17	10	
GRD	20	10	
WDG	30	10	
STH	31	10	
WIL	38	10	
PLI	42	10	
LIV	52	10	
BRI	54	10	
WFD	55	20	
Total		150	

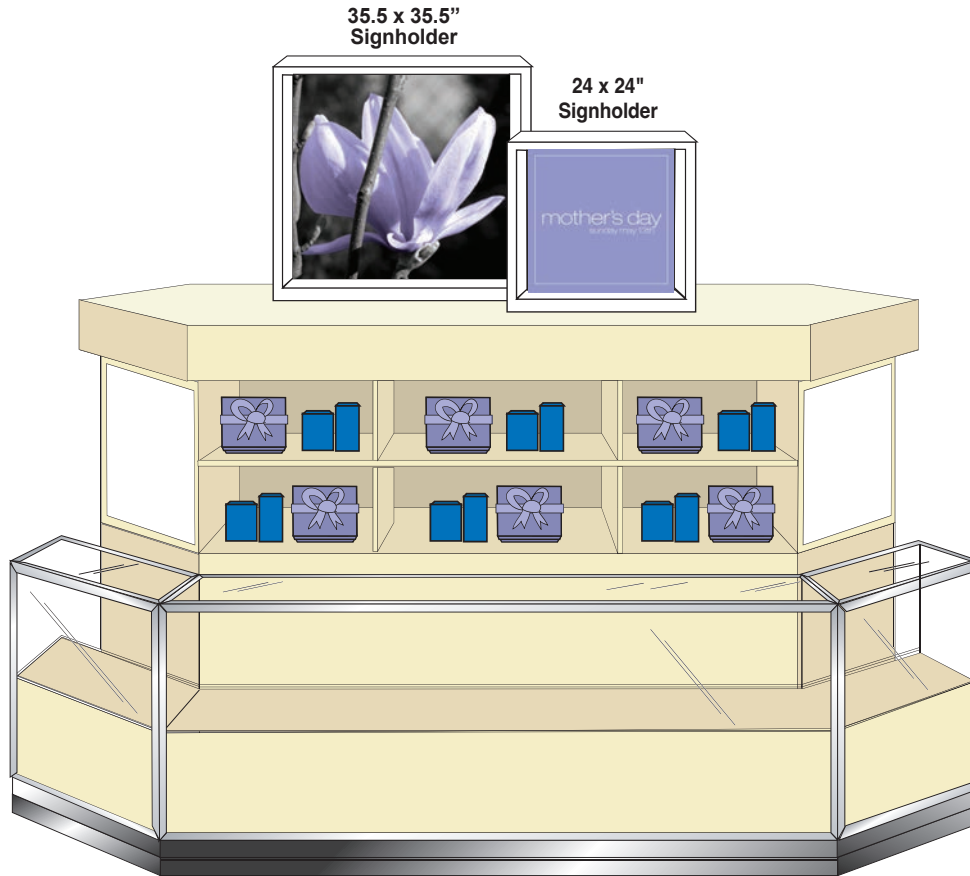
CHANEL		Hours	
MAN	2	20	
WES	3	20	
WFM	5	20	
BAL	6	20	
GAR	7	20	
RID	11	20	
STA	13	20	
OAK	16	20	
BAY	17	20	
GRD	20	20	
BUR	29	20	
WDG	30	20	
STH	31	20	
WIL	38	20	
PLI	42	20	
FRK	48	20	
LIV	52	20	
ROK	53	20	
BRI	54	20	
WFD	55	20	
TYC	56	20	
MON	57	20	
QKR	58	20	
TRM	64	20	
KOP	75	20	
Total		500	

Contact: Michael Weber, ext. 7648

COSMETIC

MOTHER'S DAY LEDGE AND TABLE SET-UPS

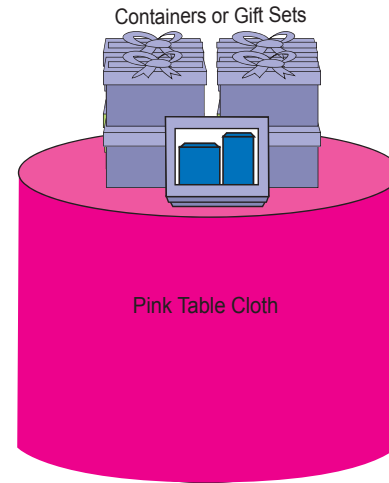
LEDGE SET UP



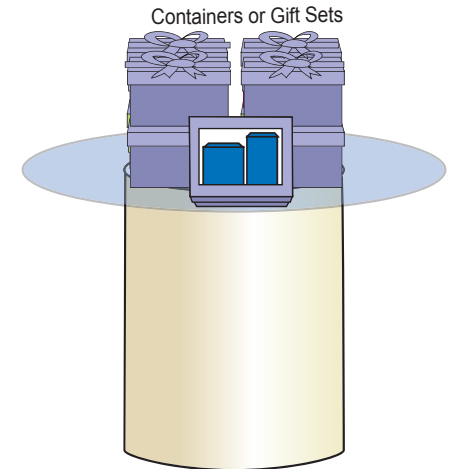
- Each store will receive 8 sets of ledge graphics.
- Balance George boxes throughout cosmetics & jewelry (Center Core)
- Continue to follow the ledge directives for men's and women's fragrances

TABLE SET-UPS

Knockdown table with table cloth and containers or Gift Sets

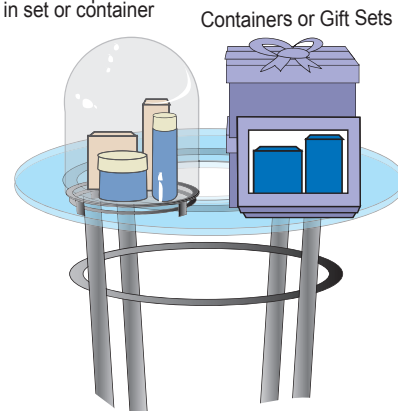


Drum Table with Containers or Gift Sets

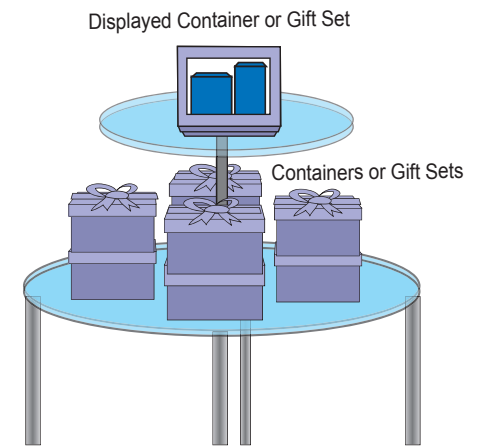


New Cosmetic Table with Vitrine and Containers or Gift Sets

Vitrine: Product in vitrine should be product featured in set or container



Two Tier Table with Containers or Gift Sets



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L&T EXCLUSIVE BCRF TOTE PWP AND LAST 3 DAY GWPS

BCRF BLACK QUILTED TOTE OVERVIEW

- 100% of the net proceeds of the sale of this tote will be donated to the Breast Cancer Research Foundation.
- BCRF Tote Bag is \$15 with and \$50 or more cosmetics or fragrance purchase
- Set up 4/15 - 100% sold through.
- Pink hangtags ship from the via truck, in store 4/18.
- All stores will receive 50 hangtags - Attach hangtag to display tote bags only.
- Use existing pink or black elastic bands to attach hang tag to tote bag.
- Merchandise tote bag with cosmetics bag OUTSIDE of outer pocket.
- Merchandise tote bag on all tables and key counters throughout the department.



BCRF Bag



BCRF Hang Tag

LAVENDER CONTAINER OVERVIEW

- Containers are FREE with any 2 product purchase.
- Dust covers are to be used on display containers only.
- Containers are to be merchandised on tables and counters.
- Do not use shred or tissue paper in containers.
- Use generic "custom container" 2x2 signs #74781.



Lavender Container

JEWELRY BOX OR MIRRORED KEY CHAIN GWP

- Jewelry Box or Mirrored Key Chain is FREE with any \$50 or more cosmetics or fragrance purchase.
- SET UP 5/10 - Sold Through.
- Refer to advertising schedule for advertising details.
- Merchandise GWP's under a vitrine on key clip cases and tables throughout the department. Use a 2x2 sign.
- 2x2 Sign #74770



Jewelry Container

STR #	STORE	BCRF	CONT.	JEWL GWP	KEY CH GWP
1	NYC	300	1128	564	564
2	MAN	78	192	96	96
3	WES	174	624	312	312
5	WFM	54	120	60	60
6	BAL	54	192	96	96
7	GAR	108	336	168	168
8	WSH	48	120	60	60
10	ANN	36	96	48	48
11	RID	84	264	132	132
12	BOS	42	96	48	48
13	STA	108	336	168	168
16	OAK	42	120	60	60
17	BAY	48	168	84	84
20	GRD	54	168	84	84
22	NBK	36	72	36	36
23	WFL	36	120	60	60
25	LFR	36	120	60	60
27	LAK	84	168	84	84
28	TWE	60	168	84	84
29	BUR	84	120	60	60
30	WDG	66	264	132	132
31	STH	78	192	96	96
35	WLT	36	96	48	48
38	WIL	66	192	96	96
42	PLI	54	264	132	132
43	LOU	36	96	48	48
48	FRK	84	120	60	60
52	LIV	72	264	132	132
53	ROK	36	120	60	60
54	BRI	60	192	96	96
55	WFD	96	336	168	168
56	TYC	84	120	60	60
57	MON	48	120	60	60
58	QKR	84	192	96	96
59	FRH	48	192	96	96
61	DAN	36	96	48	48
63	BUF	42	120	60	60
64	TRM	54	264	132	132
66	ORC	36	96	48	48
68	NTK	54	120	60	60
70	SYR	42	120	60	60
73	NWD	42	120	60	60
74	RCH	36	96	48	48
75	KOP	36	168	84	84
100	COL	36	120	60	60
106	MOR	36	96	48	48
118	LMK	36	96	48	48
TOTAL		3000	9000	4500	4500

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MOTHER'S DAY TABLE SETUP

A DOORS WITHOUT MEN'S: STAM, GARD, WFLD, TRUM, BAL, WDBG, LIVG, BRID, MANH, STSH, RIDG, FRHD						
	BRAND	PRIMARY SET		ALTERNATIVE SET		SIGN
		SET	RETAIL	SET	RETAIL	#
	ESTEE LAUDER	BEAUTIFUL, 4-PC PIECE SET	\$ 58.00			
	CLINIQUE	FLORAL TOTE CONTAINER WITH 2-PIECE PROD.				
	LANCOME	HYPNOSE, 4-PC SET	\$ 72.00			
	JUICY COUTURE	2-PIECE SET	\$ 70.00			
	LIGHT BLUE	3-PIECE SET	\$ 57.50			
	COCO MADEMOISELLE	4-PIECE SET	\$ 65.00			
	CASHMERE MIST	2-PIECE SET	\$ 58.00			
	VW TRULY PINK	3.4OZ EDP AND LOTION CONTAINER	\$ 125.00			
	CHANEL NO. 5	4-PIECE SET	\$ 65.00			
ROTATING TABLE	WEEK 1	ANGEL OR VERA WANG	3-PIECE SET	\$ 75.00	VERA WANG 3PC SET \$75.00	
	WEEK 2	VERSACE BRIGHT CRYSTAL	3-PIECE SET	\$ 80.00		

A DOORS WITH MEN'S: NYC, WEST, PALI, BAYS, QKRB, LAKE						
	BRAND	PRIMARY SET		ALTERNATIVE SET		SIGN
		SET	RETAIL	SET	RETAIL	#
	ESTEE LAUDER	BEAUTIFUL, 4-PC PIECE SET	\$ 58.00			
	CLINIQUE	FLORAL TOTE CONTAINER WITH 2-PIECE PROD.				
	LANCOME	HYPNOSE, 4-PC SET	\$ 72.00			
	JUICY COUTURE	2-PIECE SET	\$ 70.00			
	LIGHT BLUE	3-PIECE SET	\$ 57.50			
	COCO MADEMOISELLE	4-PIECE SET	\$ 65.00			
	CASHMERE MIST	2-PIECE SET	\$ 58.00			
	CHANEL NO. 5	4-PIECE SET	\$ 65.00			
ROTATING TABLE	WEEK 1	ANGEL OR VERA WANG	3-PIECE SET	\$ 79.00	VERA WANG 3PC SET \$75.00	
	WEEK 2	VERSACE BRIGHT CRYSTAL	3-PIECE SET	\$ 80.00		

B / C DOORS: TWEL, WILL, WASH, GRD, WFHL, SYRA, KOP, TYSN, MONM, WFRM, OAKB, WLDN, FOAK, ROCH, WDFD, BURL, ROCK, NATK, FRST, COLM, WALT, BOST, DANB, ORCH, ANNA, LMRK, LOUD, MOOR, NORT						
	BRAND	PRIMARY SET		ALTERNATIVE SET		SIGN
		SET	RETAIL	SET	RETAIL	#
	ESTEE LAUDER	BEAUTIFUL, 4-PC PIECE SET	\$ 58.00			
	CLINIQUE	FLORAL TOTE CONTAINER WITH 2-PIECE PROD.				
	LANCOME	HYPNOSE, 4-PC SET	\$ 72.00			
	JUICY COUTURE	2-PIECE SET	\$ 70.00			
	LIGHT BLUE	3-PIECE SET	\$ 57.50			
	COCO MADEMOISELLE	4-PIECE SET	\$ 65.00			
	CHANEL NO. 5	4-PIECE SET	\$ 65.00			
ROTATING TABLE	WEEK 1	ANGEL OR VERA WANG	3-PIECE SET	\$ 75.00	VERA WANG 3PC SET \$75.00	
	WEEK 2	VERSACE BRIGHT CRYSTAL	3-PIECE SET	\$ 80.00		

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MOTHER'S DAY CATALOG AND NEWSPAPER ADVERTISING

NEWSPAPER:	ADVERTISED ITEM:
NSL, NYT, NDY Run Date: 05/09/07	CHANEL ALLURE CHANEL CHANCE EAU FRAICHE CHANEL CHANCE CHANEL COCO CHANEL NO.5 CHANEL COCO MADEM. CHANEL CONTAINER PROGRAM
AMN, BMT, MET, NSL, NYP, PMT, NDY, RBR, W Run Date: 05/10/07	CK QUPHORIA BLOSSOM MICHAEL KORS ISLAND HAWAII BY LOLITA ESCADA SUNSET HEAT VALENTINO ROCK N ROSE VERA WANG TRULY PINK JUICY COUTURE VERSACE BRIGHT CRYSTAL LAST 3 DAY JEWELRY BOX AND MIRROR KEY CHAIN GWP
NSL, NDY, RBR, SGR, WGR Run Date: 05/11/07	DIOR J'ADORE BURBERRY BRIT VERA WANG MARC JACOBS DOLCE GABBANA LIGHT BLUE DK CASHMERE MIST SJP LOVELY ANGEL LAST 3 DAY JEWELRY BOX AND MIRROR KEY CHAIN GWP
AAP, BOG, CTP, CTR, HCO, TNT, WAP Run Date: 05/11/07	DIOR J'ADORE BURBERRY BRIT VERA WANG MARC JACOBS DOLCE GABBANA LIGHT BLUE DK CASHMERE MIST RALPH LAUREN ROMANCE ANGEL LAST 3 DAY JEWELRY BOX AND MIRROR KEY CHAIN GWP

Please Monitor Your Advertisd Sets, GWP's, and PWP's
To Ensure That You Can Cover The Ads.

CATALOG ADVERTISING:	ADVERTISED ITEM:
ALL ABOUT MOM In Home Date: 04/27/07	CLINIQUE - HAPPY IN BLOOM CLINIQUE - THE POUTERS SET CLINIQUE - HAPPY TO GIVE SET CLINIQUE - 3 STEP SETS DIOR - CAPTURE TOTALE SERUM DIOR - CAPTURE TOTALE CREME DIOR - CAPTURE TOTALE EYE BORGHESE - SPA THERAPY SET CHANEL - ROUGE ALLURE LANCOME - HYPNOSE SHEER LANCOME - HYPNOSE SET LANCOME - TRESOR SET LANCOME - FRAGRANCE TOTE SHISEIDO - THE SKINCARE RELAUNCH SHISEIDO - SKNCARE BONUS ESTEE LAUDER - PURE WHITE LINEN, REFRESHING LUXURIES ESTEE LAUDER - BEAUTIFUL ROMANTIC FAVORITES ESTEE LAUDER - PLEASURES DELIGHTFUL TREASURES ARMANI CODE - 2 PC SET, \$69.50 JUICY COUTURE - 2 PC SET, \$70.00 LOLITA LEMPICKA - 4PC SET, \$60.00 INSOLENCE - 3 PC SET, \$62.00 VALENTINO ROCK N ROSE - 2 PC SET, \$60.00 VERA WANG PRINCESS - 3 PC SET, \$60.00 CK EUPHORIA BLOSSOM - 2 PC SET, \$72.00 VERSACE BRIGHT CRYSTAL - 3 PC SET, \$80.00 BETSEY JOHNSON - 3 PC SET, \$78.00 GIVENCHY VERY IRRESISTIBLE - 3 PC SET, \$65.00 MISS DIOR CHERIE - 3 PC SET, \$68.00 DIOR J'ADORE - 3 PC SET, \$66.00 DK CASHMERE MIST - 2 PC SET, \$58 DK GOLD - 2 PC SET, \$ 105 DK BE DELICIOUS - GWP WITH 1.7OZ SPRAY CHANEL NO.5 - FULL LINE BCRF DEPT. PWP TOTE
PRE-MOM SALE In Home Date: 05/03/07	FASHION FAIR - TRUE FINISH POWDER MAKEUP & GWP LANCOME - TRESOR SPARKLING LANCOME - FRAGRANCE TOTE ESTEE LAUDER - MOTHER'S DAY CONTAINER GUCCI ENVY ME - 2 PC SET, \$64.00 VALENTINO - 3 PC SET, \$64.00 VALENTINO ABSOLU - 3 PC SET, \$70.00 GUCCI EDP II - 2 PC SET, \$67.00 BVLGARI JASMIN - 1.7OZ EDT SPRAY, \$67.00 BVLGARI ROSE ESSENTIELLE - 1.7OZ EDP SPRAY, \$90.00 BVLGARI FOUR FEMME - 1.7OZ EDP SPRAY, \$86.00 L DE LOLITA - 2 PC SET, \$65.00 VERA WANG - 4 PC SET, \$75.00 VERA WANG TRULY PINK - 3.4OZ EDP SPRAY, \$85.00 VERA WANG TRULY PINK - 5.0OZ SOFT BODY LOTION, \$40.00 SJP LOVELY - 3 PC SET, \$68.00 CHANCE EAU FRAICHE - 3.4OZ EAU FRAICHE, \$75.00 CHANEL COCO MMSLE - 1.7OZ EDP SPRAY, \$80.00 CHANEL CHANCE 1.7OZ EDP SPRAY, \$80.00 CHANEL NO.5 - 1.7OZ EDP SPRAY, \$80.00 CHANEL CONTAINER PROGRAM MARC JACOBS - 3 PC SET, \$90.00 MICHAEL KORS - 3 PC SET, \$100.00 PRADA TENDRE - 3 PC SET, \$70.00 DK GOLD - 2 PC SET, \$105.00 DK CASHMERE MIST - 2 PC SET, \$58.00 BADGLEY MISCHKA - 3 PC SET, \$75.00 OPIUM - 3 PC SET OPIUM - 1.6OZ EDT SPRAY, \$67.00 BOUCHERON - 3 PC SET, \$74.00 JOY - 1.6 EDP SPRAY, \$125.00 SIRE DES INDES - 1.7OZ EDP SPRAY, \$125.00 SHALIMAIR - 3 PC SET, \$62.00 BURBERRY BRIT - 3 PC SET, \$65.00 BURBERRY LONDON - 4 PC SET, \$65.00 OSCAR DE LA RENTA - 3 PC SET, \$55.00 L'AIR DU TEMPS, NINA RICCI - 4 PC SET, \$53.00 ESCADA SUNSET HEAT - 3 PC SET, \$54.00 RL RALPH HOT - 3 PC SET, \$62.50 LUCKY NO 6 - 3 PC SET, \$65.00 DOLCE GABBANA LIGHT BLUE - 2 PC SET, \$80.00 THIERRY MUGLER ALIEN - 3 PC SET, \$77.00 THIERRY MUGLER ANGEL - 3 PC SET, \$79.00 LACOSTE INSPIRATION - 2 PC SET, \$65.00 JESSICA MICLINTOCK - 2 PC SET, \$70.00 CK OBSESSION - 3 PC SET, \$68.00 CK ETERNITY - 3 PC SET, \$68.00

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MAY 2007 POST MOTHER'S DAY CATALOG ADVERTISING

MEMORIAL DAY
18-May

CK ONE SUMMER, 3.4OZ EDT SPRAY
 ETERNITY SUMMER, 3.3OZ EDT SPRAY
 LACOSTE TOUCH OF SPRING, 3.0OZ EDT SPRAY
 ESCADA SUNSET HEAT, 1.6OZ EDT SPRAY
 ETERNITY FOR MEN SUMMER, 3.4OZ EDT SPRAY
 LACOSTE STYLE IN PLAY-HOT PLAY, 4.2OZ EDT SPRAY

MEMORIAL DAY
23-May

CLINIQUE, FULL POTENTIAL LIPS
 CLINIQUE, UP LIGHTING ILLUMINATOR
 CLINIQUE, BRONZER/BLENDER BLUSH
 CLINIQUE, SHIMMERING TONES POWDER
 CLINIQUE, GENTLE WATERPROOF MASCARA
 ELIZABETH ARDEN, INTERVENE MOISTURE LOTION, SPF 15
 ELIZABETH ARDEN, INTERVENE 3 IN 1 DAILY CLEANSER PRIMER
 ELIZABETH ARDEN, GWP
 DIOR, CREAM EYESHADOW
 DIOR, DIORSHOW ULTIMATE MASCARA
 NARS, ORGASM/LAGUNA DUO
 NARS, BRONZING BRUSH
 CHANEL, GLOSSIMER GALAXY
 LANCOME, SUN TOTE PWP
 LANCOME, UV EXPERT (MEXORYL)
 PRESCRIPTIVES, SUPER LINE PREVENTRO EXTREME
 CLARINS, INTENSE BRONZE SELF TANNING TINT
 CLARINS, SUNSCREEN COOLING GEL
 CLARINS, SUNSCREEN SPRAY MILT
 CLARINS, EXCLUSIVE BAG
 CLARINS, SUN CREAM SPF 30
 SHISEIDO, SUN PROTECTION EYE CREAM SPF 32
 SHISEIDO, REFRESHING SUN PROTECTION SPRAY SPF 16
 SHISEIDO, ULTIMATE SUN PROTECTION LOTION SPF 55 PA
 SHISEIDO, EXCLUSIVE TOTE
 ESTEE LAUDER, AMERICA THE BEAUTIFUL GWP
 ESTEE LAUDER, DAYWEAR TINTED MOISTURIZER

FALL TRANSITIONAL
29-May

CLINIQUE, TRUE BRONZED PRESS POWDER
 CLINIQUE, BRONZER / BLENDER BRUSH
 CLINIQUE, SHIMMERING TONES
 CLINIQUE, UP LIGHTING ILLUMINATOR
 CLINIQUE, SUN CARE BODY SPF 50
 CLINIQUE, SUN CARE FACE SPF 50
 CLINIQUE, LIP/EYE SPOT STICK
 CLINIQUE, SUPER CITY BLOCK FACE
 CLINIQUE FULL POTENTIAL LIPS
 CLINIQUE, BUTTER SHINE LIPSTICK
 LANCOME, PRIMORDIALE CELL DEFENSE
 LANCOME, SUMMER COLOR
 LANCOME, BRONZE PWP
 PRESCRIPTIVES, SUPER LINE PREVENTOR EXTREME
 ESTEE LAUDER, AMERICA THE BEAUTIFUL GWP
 ESTEE LAUDER, FUTURE PERFECT EYE CREAM

Contact: Michael Weber, ext. 7648

COSMETIC

COLOR AND TREATMENT GIFT SET/PWP RECAP

FRAGRANCE SETS

Brand	Select Stores	All Stores	Description	Advertising	Retail	Value	Ship Date	Allocation	SIGN #
LANCÔME		X	HYPNOSE 4-PIECE SET	Y	\$72.00	\$115.00	3/19	1272	74203
LANCÔME		X	TRESOR 4-PIECE SET	Y	\$79.50	\$124.00	3/19	1182	74204
LANCÔME		X	MIRACLE FOREVER 3-PIECE SET	N	\$52.00	\$93.00	3/19	625	74205
LANCÔME		X	MIRACLE 3-PIECE SET	N	\$52.00	\$93.00	3/19	417	74206
PRESCRIPTIVES	X		CALYX 4-PIECE SET	N	\$53.00	\$65.00	3/19	167	74630
CLINIQUE		X	AROMATICS ELIXIR DISCOVERIES SET	N	\$47.50	-	3/19	324	74710
CLINIQUE		X	HAPPY TO GIVE SET	ALL ABOUT MOM	\$47.50	-	3/19	623	74711
CLINIQUE		X	FULL OF HEART SET	N	\$47.50	-	3/19	461	74712
ELIZABETH ARDEN	X		RED DOOR SET	N	\$48.00	\$123.00	3/5	104	74729
ELIZABETH ARDEN	X		PROVOCATIVE WOMAN SET	N	\$48.00	\$62.00	3/5	36	74730
ELIZABETH ARDEN	X		GREEN TEA SPA SET	N	\$42.00	\$65.00	3/5	195	74731
ESTÉE LAUDER		X	BEYOND PARADISE ENTICING FANTASY 4 PIECE SET	N	\$58.00	\$80.00	3/16	92	74744
ESTÉE LAUDER		X	PURE WHITE LINEN REFRESHING LUXURIES SET	ALL ABOUT MOM	\$58.00	\$73.00	3/16	252	74747
ESTÉE LAUDER		X	WHITE LINEN FRESH CLASSICS SET	N	\$56.00	\$79.00	3/16	161	74748
ESTÉE LAUDER		X	YOUTH DEW ALWAYS PERFECT SET	N	\$39.50	\$50.00	3/16	118	74749
ESTÉE LAUDER		X	PLEASURES DELIGHTFUL TREASURES SET	ALL ABOUT MOM	\$58.00	\$74.00	3/16	619	74750
ESTÉE LAUDER		X	PLEASURES EXOTIC LUSCIOUS TEMPTATIONS	N	\$58.00	\$75.00	3/16	169	74751
ESTÉE LAUDER		X	BEAUTIFUL ROMANTIC FAVORITES	ALL ABOUT MOM	\$58.00	\$75.00	3/16	476	74752
ESTÉE LAUDER		X	BEAUTIFUL LOVE LOVING MEMORIES	N	\$62.00	\$76.00	3/16	226	74753

TREATMENT AND COLOR SETS

Brand	Select Stores	All Stores	Description	Advertising	Retail	Value	Ship Date	Allocation	SIGN #
PRESCRIPTIVES	X		REJUVENATING SOLUTIONS	N	\$85.00	\$148.50	3/19	96	74631
PRESCRIPTIVES	X		EVERYTHING EYES	N	\$25.00	\$44.00	3/19	93	74632
PRESCRIPTIVES	X		COLORSCOPE LIP PALETTE	N	\$26.50	-	3/19	93	74633

PWPS

Brand	Select Stores	All Stores	Description	Advertising	Retail	Value	Ship Date	Allocation	SIGN #
LANCÔME		X	OILY SKIN SET	N	\$34.50	\$48.00	3/1	240	74194
LANCÔME		X	NORMAIL SKIN SET	N	\$34.50	\$48.00	3/1	576	74195
LANCÔME		X	DRY SKIN SET	N	\$34.50	\$48.00	3/1	214	74196
LANCÔME		X	PRIMORDIALE OPTIMUM SET	N	\$67.00	\$118.00	3/1	344	74197
LANCÔME		X	HIGH RESOLUTION	PRE-EASTER	\$77.00	\$131.00	3/1	1311	74198
LANCÔME		X	RENERGIE	N	\$77.50	\$135.00	3/1	579	74199
LANCÔME		X	RENERGIE MICROLIFT	PRE-EASTER	\$81.00	\$145.00	3/1	1425	74200
LANCÔME		X	ABSOLUE PREMIUM	PRE-EASTER	\$113.00	\$189.00	3/1	840	74201
CLINIQUE		X	THE POUTERS SET	ALL ABOUT MOM	\$25.00	-	3/19	621	74708
CLINIQUE		X	THE KISSERS SET	N	\$25.00	-	3/19	643	74709
CLINIQUE		X	3 STEP SETS	ALL ABOUT MOM	\$56.50	-	3/19	1211	74713
BORGHESE		X	SPA THERAPY	N	\$49.50	-	3/19	1319	74714
BORGHESE		X	BODY BASICS	N	\$42.50	-	3/19	773	74715
ELIZABETH ARDEN	X		CERAMIDE CREAM SET	N	\$74.00	\$112.00	3/5	201	74732
ESTÉE LAUDER		X	SUN PWP	SUMMER FASHION	19.5	-	3/16	1269	74646
ESTÉE LAUDER		X	MOTHER'S DAY PWP	PRE-MOM	27.5	-	3/16	958	74647

GWPS

Brand	Select Stores	All Stores	Description	Advertising	Retail	Value	Ship Date	Allocation	SIGN #
LANCÔME		X	BLACK FRAGRANCE TOTE BAG	PRE-MOM	\$0.00	\$0.00	4/1	2112	74634
CLINIQUE		X	FLORAL TOTE	ALL ABOUT MOM	\$0.00	\$0.00	3/19	3696	74728
ELIZABETH ARDEN		X	WHITE TOTE BAG	N	\$0.00	\$0.00	4/13	738	74727
LAUDER		X	BEAUTIFUL GWP	Y	\$0.00	\$0.00	3/16		74754

Contact: Michael Weber, ext. 7648

COSMETIC

WOMEN'S FRAGRANCES - MOTHER'S DAY SETS

BRAND	SELECT STORES	ALL STORES	DESCRIPTION	ADVERTISING	RETAIL	SHIP DATE**	ALLOCATION
ALIEN	X		3-PIECE SET	5/3 PRE-MOM	77.00	IN STORES NOW	48
ALLURE		X	3-PIECE SET		65.00	IN STORES NOW	600
AMARIGE	X		3-PIECE SET		65.00	IN STORES NOW	48
ANGEL	X		3-PIECE SET	5/3 PRE-MOM	79.00	IN STORES NOW	378
ANGEL INNOCENT	X		3-PIECE SET		72.00	IN STORES NOW	78
ARMANI CODE		X	2-PIECE SET	5/1 ALL ABOUT MOM	69.50	IN STORES NOW	840
BADGELY MISCHKA		X	3-PIECE SET	5/3 PRE-MOM	75.00	IN STORES NOW	600
BE DELICIOUS	X		RED DELICIOUS 2-PIECE SET		54.00	4/20	120
BE DELICIOUS		X	BE DELICIOUS 2-PIECE SET		54.00	4/20	384
BETSEY JOHNSON	X		3-PIECE SET	5/1 ALL ABOUT MOM	78.00	4/16	208
BLV NOTTE	X		INTRO 3-PIECE SET		60.00	IN STORES NOW	150
BOUCHERON	X		3-PIECE SET	5/3 PRE-MOM	74.00	IN STORES NOW	108
BURBERRY BRIT		X	3-PIECE SET	5/3 PRE-MOM	65.00	IN STORES NOW	453
BURBERRY LONDON		X	3-PIECE SET	5/3 PRE-MOM	65.00	IN STORES NOW	700
BVLGARI POUR FEMME		X	3-PIECE SET		86.00	IN STORES NOW	342
CAROLINA HERRERA	X		2-PIECE SET		60.00	IN STORES NOW	96
CASHMERE MIST		X	2-PIECE SET	5/1 ALL ABOUT MOM BLOW-IN, 5/3 PRE-MOM	58.00	IN STORES NOW	954
CHANCE		X	4-PIECE SET		65.00	IN STORES NOW	834
CHANEL # 5	X		SPECIALTY STORE 3-PIECE SET		100.00	IN STORES NOW	273
CHANEL # 5		X	4-PIECE SET		65.00	IN STORES NOW	1002
CK IN2U	X		2-PIECE SET		50.00	IN STORES NOW	300
CK ONE	X		3-PIECE SET		55.00	IN STORES NOW	180
COCO MADAMOISELLE	X		SPECIALTY STORE 3-PIECE SET		100.00	IN STORES NOW	197
COCO MADAMOISELLE		X	4-PIECE SET		65.00	IN STORES NOW	798
DK GOLD	X		2-PIECE SET	5/1 ALL ABOUT MOM BLOW-IN, 5/3 PRE-MOM	105.00	IN STORES NOW	300
ECLAT D'ARPEGE	X		3-PIECE SET		95.00	IN STORES NOW	24
ETERNITY		X	3-PIECE SET	5/3 PRE-MOM	68.00	IN STORES NOW	504
EUPHORIA		X	2-PIECE SET	5/3 PRE-MOM BLOW-IN	78.00	IN STORES NOW	504
EUPHORIA BLOSSOM		X	2-PIECE SET	5/1 ALL ABOUT MOM	72.00	IN STORES NOW	684
GUCCI EAU DE PARFUM II	X		2-PIECE SET	5/3 PRE-MOM	67.00	IN STORES NOW	204
GUCCI ENVY ME		X	2-PIECE SET	5/3 PRE-MOM	64.00	IN STORES NOW	369
INSOLENCE	X		3-PIECE SET	5/1 ALL ABOUT MOM	62.00	IN STORES NOW	129
ISSEY MIYAKE	X		2-PIECE SET		90.00	IN STORES NOW	25
ISSEY MIYAKE	X		2-PIECE SET		66.00	IN STORES NOW	120
J'ADORE	X		LUXURY 3-PIECE SET		88.00	IN STORES NOW	183
J'ADORE		X	3-PIECE SET	5/1 ALL ABOUT MOM	66.00	IN STORES NOW	441

COSMETIC

WOMEN'S FRAGRANCES - MOTHER'S DAY SETS

BRAND	SELECT STORES	ALL STORES	DESCRIPTION	ADVERTISING	RETAIL	SHIP DATE**	ALLOCATION
JEAN PAUL GAULTIER	X		2-PIECE SET		74.00	IN STORES NOW	17
JEAN PAUL GAULTIER	X		2-PIECE SET		65.00	IN STORES NOW	28
JESSICA MCCLINTOCK		X	2-PIECE SET	5/3 PRE-MOM	70.00	IN STORES NOW	348
JUICY COUTURE		X	3-PIECE VOTIVE SET		45.00	IN STORES NOW	600
JUICY COUTURE		X	3-PIECE SOAP SET		45.00	IN STORES NOW	600
JUICY COUTURE		X	2-PIECE SET	5/2 ALL ABOUT MOM	70.00	IN STORES NOW	1800
L DE LOLITA	X		2-PIECE SET	5/3 PRE-MOM	65.00	IN STORES NOW	200
LACOSTE INSPIRATION		X	2-PIECE SET	5/3 PRE-MOM	65.00	IN STORES NOW	500
L'AIR DU TEMPS		X	4-PIECE SET	5/3 PRE-MOM	53.00	IN STORES NOW	306
LIGHT BLUE		X	DELUXE 2-PIECE SET	5/3 PRE-MOM	80.00	IN STORES NOW	400
LIGHT BLUE		X	3-PIECE SET		57.50	IN STORES NOW	1000
LOLITA LEMPICKA	X		4-PIECE SET	5/1 ALL ABOUT MOM	60.00	4/16	250
LUCKY NO. 6	X		3-PIECE SET	5/3 PRE-MOM	65.00	IN STORES NOW	300
MARC JACOBS CLASSIC		X	3-PIECE SET	5/3 PRE-MOM	90.00	IN STORES NOW	498
MICHAEL KORS		X	E SET 2-PIEC	5/3 PRE-MOM	100.00	IN STORES NOW	320
MISS DIOR CHERIE		X	3-PIECE SET	5/1 ALL ABOUT MOM	68.00	IN STORES NOW	501
NARCISO RODRIGUEZ	X		2-PIECE SET		92.00	IN STORES NOW	24
NARCISO RODRIGUEZ	X		2-PIECE SET		77.00	IN STORES NOW	49
OBSESSION		X	3-PIECE SET	5/3 PRE-MOM	68.00	IN STORES NOW	402
OPIUM	X		4-PIECE SET		67.00	4/20	165
OSCAR DE LA RENTA	X		3-PIECE SET	5/3 PRE-MOM	55.00	IN STORES NOW	201
PARIS	X		3-PIECE SET		71.00	4/20	51
PRADA		X	3-PIECE SET	5/9 INSERT	70.00	IN STORES NOW	402
PRADA TENDRE		X	3-PIECE SET	5/3 PRE-MOM	70.00	IN STORES NOW	400
PURE POISON	X		3-PIECE SET		66.00	IN STORES NOW	120
RALPH HOT	X		3-PIECE SET	5/3 PRE-MOM	57.50	IN STORES NOW	204
ROCKIN' ROSE		X	2-PIECE SET	5/1 ALL ABOUT MOM	60.00	IN STORES NOW	578
ROMANCE		X	E SET 3-PIEC	5/3 PRE-MOM	72.50	IN STORES NOW	546
SARA JESSICA PARKER - LOVELY		X	3-PIECE SET	5/1 ALL ABOUT MOM BLOW-IN, 5/3 PRE-MOM	68.00	IN STORES NOW	1002
SHALIMAR	X		3-PIECE SET	5/3 PRE-MOM	62.00	IN STORES NOW	300
SHEER VEIL		X	2-PIECE SET		90.00	IN STORES NOW	330
SUNSET HEAT		X	3-PIECE SET	5/3 PRE-MOM	54.00	IN STORES NOW	501
VALENTINO	X		ABSOLU 3-PIECE SET	5/3 PRE-MOM	70.00	IN STORES NOW	252
VALENTINO		X	3-PIECE SET	5/3 PRE-MOM	64.00	IN STORES NOW	431
VERA WANG		X	2-PIECE SET		95.00	IN STORES NOW	312
VERA WANG		X	3-PIECE SET	5/3 PRE-MOM	75.00	IN STORES NOW	900
VERA WANG PRINCESS		X	E SET 3-PIEC	5/1 ALL ABOUT MOM, 5/3 PRE-MOM BLOW-IN	60.00	IN STORES NOW	516
VERSACE BRIGHT CRYSTAL		X	E SET 3-PIEC	5/1 ALL ABOUT MOM	80.00	IN STORES NOW	700
VERY IRRESISTIBLE		X	3-PIECE SET	5/1 ALL ABOUT MOM	65.00	IN STORES NOW	330

COSMETIC

WOMEN'S FRAGRANCES - MOTHER'S DAY GWP's

BRAND	ITEM	QUALIFIER	ADVERTISING	ALL STORES	SELECT STORES	SIGN #	SHIP DATE	ALLOCATION
BOUCHERON	2-PIECE GWP	\$67.00		X		74759	4/16	444
OPIUM	3-PIECE GWP	\$60.00	5/8 PRE-MOM	X		74760	IN STORES NOW	336
LUCKY NO. 6	BEIGE TOTE BAG	\$50.00			X	74761	4/16	240
BE DELICIOUS	MESH BAG	\$50.00	5/8 PRE-MOM BLOW IN	X		74762	IN STORES NOW	384
L'AIR DU TEMPS	TOTE BAG	\$45.00		X		74763	4/16	467
VERY IRRESISTIBLE	WHITE MONOGRAM BAG	\$48.00	5/8 PRE-MOM BLOW IN	X		74764	4/16	600
BETSEY JOHNSON	SQUARE COSMETIC BAG	\$55.00		X		74765	4/16	987
OSCAR DE LA RENTA	PINK AND GREEN TOTE	\$50.00			X	74766	4/16	188
OSCAR DE LA RENTA	3-PIECE GWP	\$55.00		X		74767	4/16	456
PARIS	EDT MINI TOA	\$59.00			X	74768	4/16	165
PARIS	BODY LOTION TOA	\$59.00			X	74768	4/16	234
VERSACE BRIGHT CRYSTAL	3-PIECE GWP	\$60.00		X		74769	4/16	720

COSMETIC

THE BIG 3 CONTAINER PROGRAMS

GENERAL CONTAINER OVERVIEW

USE VENDOR CONTAINER FIRST, AS THEY SELL DOWN REPLACE WITH L&T LAVENDER CONTAINERS
 FOLLOW LORD & TAYLOR'S CONTAINER STANDARDS. ALL DEVIATIONS FROM OUR CONTAINER STRATEGY NEED TO BE APPROVED THROUGH YOUR RCM.

ESTEE LAUDER CONTAINER

ESTEE LAUDER	BRAND	RETAIL	1ST ITEM DESCRIPTION	2ND ITEM DESCRIPTION	SIGN #
ESTEE LAUDER	BEAUTIFUL	\$106.50	2.5 OZ EDP SPRAY	BODY LOTION	74772
ESTEE LAUDER	PLEASURES	\$82.50	1.7 OZ EDP SPRAY	BODY POWDER	74773
ESTEE LAUDER	PURE WHITE LINEN	\$81.00	1.7 OZ EDP SPRAY	BODY LOTION	74774

CLINIQUE CONTAINER

CLINIQUE	BRAND	RETAIL	1ST ITEM DESCRIPTION	2ND ITEM DESCRIPTION	SIGN #
CLINIQUE	HAPPY IN BLOOM	\$66.00	HAPPY IN BLOOM 1.7 OZ EDP SPRAY	HAPPY BODY CREAM	74778
CLINIQUE	HAPPY	\$73.00	HAPPY 3.4 EDP SPRAY	HAPPY BODY WASH	74779

LANCÔME CONTAINER

LANCÔME	BRAND	RETAIL	1ST ITEM DESCRIPTION	2ND ITEM DESCRIPTION	SIGN #
LANCÔME	HYPNOSE	\$98.00	1.7 OZ EDP SPRAY	BODY LOTION	74625
LANCÔME	HYPNOSE	\$86.00	1.0 OZ EDP SPRAY	BODY LOTION	74626
LANCÔME	TRESOR	\$122.00	1.7 OZ EDP SPRAY	BODY LOTION	74627
LANCÔME	TRESOR	\$122.50	3.4 OZ EDT SPRAY	BODY CREAM	74628
LANCÔME	MIRACLE FOREVER	\$110.50	2.5 OZ EDP SPRAY	BODY LOTION	74629



ESTEE LAUDER CONTAINER



CLINIQUE CONTAINER



LANCÔME CONTAINER

Contact: Michael Weber, ext. 7648

GENERAL CONTAINER OVERVIEW

USE VENDOR CONTAINER FIRST, AS THEY SELL DOWN REPLACE WITH L&T LAVENDER CONTAINERS.

USE GENERIC CUSTOM 2"X2" SIGN.

CONTACT YOUR RCM WITH ANY QUESTIONS.

WOMEN'S FRAGRANCE

BRAND	1ST ITEM DESCRIPTION	2ND ITEM DESCRIPTION	CONTAINER DESCRIPTION
CHANEL NO. 5	3.4OZ EDT SPRAY	BODY LOTION	VENDOR
COCO MADEMOISELLE	3.4OZ CLASSIC SPRAY	BODY LOTION	VENDOR
CASHMERE MIST	1.7OZ EDT SPRAY	DEODORANT	VENDOR
JUICY COUTURE	1.7 OZ SPRAY	BODY SORBET	VENDOR
LIGHT BLUE	1.7 OZ SPRAY	BODY LOTION	L&T
VERA WANG	3.4OZ EDP SPRAY	BODY LOTION	VENDOR
VERA WANG TRULY PINK	3.4OZ EDP SPRAY	BODY LOTION	VENDOR
VERSACE BRIGHT CRYSTAL	1.7 OZ SPRAY	BODY LOTION	L&T
SJP LOVELY	1.7 OZ SPRAY	BODY LOTION	VENDOR
ANGEL	.8OZ EDP REFILLABLE SPRAY	BODY LOTION	VENDOR

2X2 GENERIC SIGN # 74781
 "Custom Containers Available"

COSMETIC

COSMETICS ACCESSORIES 2ND QUARTER

4 Shelf Alphas

Doors: 1, 3, 7, 13, 55, 11, 2,
8, 64, 5, 31, 57, 16, 68

AHAVA Hand Cream Foot Cream Body Lotion Advanced Moisturizer
AHAVA Body Quartet Quint Sets
AHAVA Quint Travel set Hand Cream Foot Cream Body Lotion Advanced Moisturizer
AHAVA Dermud Set Dermud Body Cream Dermud Hand Cream Dermud Foot Cream

GIANNA ROSE Cats and Dogs
L&T COLOR SETS
MUDLARK Soap Sets Bath Sets
MUDLARK Soap Sets Bath Sets

ARCHIPELAGO Diffusers
ARCHIPELAGO Monogram Candles
ARCHIPELAGO Monogram Candles
ARCHIPELAGO Monogram Candles

FEKKAI
FEKKAI
FEKKAI
FEKKAI

Doors: 1, 3, 7, 2, 11, 27, 11,
12, 8, 58, 29, 55, 31, 54, 59, 56, 7

FUSION BEAUTY
LIP FUSION FIXTURE

LIFT FUSION
LIFT FUSION
LIFT FUSION

5 Shelf Alphas

Doors: 1, 3, 7, 13, 55, 11, 2,
8, 64, 5, 31, 57, 16, 68

AHAVA Hand Cream Foot Cream Body Lotion Advanced Moisturizer
AHAVA Body Quartet Quint Sets
AHAVA Quint Travel set Hand Cream / Foot Cream Body Lotion Advanced Moisturizer
AHAVA Dermud Set Dermud Body Cream Dermud Hand Cream Dermud Foot Cream
EMPTY

GIANNA ROSE Cats and Dogs
L&T COLOR SETS
MUDLARK Soap Sets Bath Sets
MUDLARK Soap Sets Bath Sets
EMPTY

ARCHIPELAGO Diffusers
ARCHIPELAGO Monogram Candles
ARCHIPELAGO Monogram Candles
ARCHIPELAGO Monogram Candles
EMPTY

FEKKAI
FEKKAI
FEKKAI
FEKKAI
EMPTY

Doors: 1, 3, 7, 2, 11, 27, 11,
12, 8, 58, 29, 55, 31, 54, 59, 56, 7

FUSION BEAUTY
LIP FUSION FIXTURE

LIFT FUSION
LIFT FUSION
EMPTY

Contact: Michael Weber, ext. 7648

COSMETIC

ESTEE LAUDER AMERICA THE BEAUTIFUL - 5/14 -6/3

SALES PLAN: \$2.5 M, +1.4% to LY

Monday 5/14 - Sunday 6/3

GWP DESCRIPTION

12 Piece GWP with any purchase of \$29.50 or more.

Pure Color long lasting lipstick in Sugar Honey
 Pure Color eyeshadow in Tea Biscuit
 High Gloss in Honey
 More than Mascara in Rich Black
 Artist's Eye Pencil in Softsmudge Brown
 Hydra Complete multi-level moisture crème for dry skin 7ml
 Gentle Eye Makeup Remover 30 ml
 Ivory fluted standing mirror
 Set of 3 makeup brushes
 Brush roll

GWP SHIPPING

-PO 6732187-in all stores now.
 -Additional pool stock available in the DC

PRE-SELL

Presell sales goal \$442.1, 17.7% of sales
 Ring presell on Monday 5/14 in all markets.

Call buying office on the following schedule:	All Stores
10% Of presell goal	30-Apr
25% Of presell goal	3-May
50% Of presell goal	7-May
75% Of presell goal	10-May
100% Of presell goal	14-May

Please leave messages with Beth at X5297 or James at X5209

ADVERTISING

Mailers:

America The Beautiful Mini Mailer

In Home: 5/15

Catalogs:

Memorial Day Mailer - featuring Daywear Plus Tinted Moisturizer

In Home 5/18

Fall Transitional - featuring Future Perfect anti-wrinkle radiance eye cream

In Home: 5/24

June Storewide - featuring Daywear Plus Tinted Moisturizer

In Home: 6/1

Newspaper:

Pre-Sell Wednesday Ads - GWP w/ Future Perfect Family featuring Future Perfect Eye

1st Sunday Ads - GWP w/ Advanced Night Repair Family featuring ANR Concentrate

WEEK 2 FOCUS EVENT - America The Beautiful "Try It!" Campaign

Customers will receive 2 additional pieces (deluxe samples) to their gift if they sit and have a consultation with a BA.

Samples will be a 10 day drammed supply of ANY foundation and a Daywear Tinted Moisturizer sample

FT BA's must book 10 appointments per day and PT BA's must book 5 appointments per day.

ADDITIONAL INFORMATION

For presell goal and daily sales goals, please see attached.

Gift Counts must be called in to the Buyer's office and your Estee Lauder Regional Office each Monday during the promotion on the following dates:

*Monday 5/7, Monday 5/14, * Thursday 5/17, and Monday 5/21*

Stores MUST scan GWPs at point of sale. UPC is 027131504429. The SKN is 6297881.

CONTEST with monetary bonus for all BA's. Details to follow.

BUYING OFFICE CONTACT INFO

Buyer: Beth Ravalico 212.827.5297

Assistant Buyer: James Kim 212.827.5209

Planner: Victor Hsu 212.391.3185

MBA: Temilola Agbede: 212.391.3155



Contact: Michael Weber, ext. 7648

COSMETIC

ESTEE LAUDER SALES BY DOOR TOTAL RECAP

ESTEE LAUDER - AMERICA THE BEAUTIFUL 2007																
		30-Apr	3-May	7-May	10-May	March	TY	PRESELL	%CH	% TTL	TY	TOTAL SALES	%CH	% TTL	F06 TREND	GIFTS
		10% GOAL	25% GOAL	50% GOAL	100% GOAL	Trend		LY				LY				DISTRO'D
1	NYC	4.56	11.40	22.8	45.6	-1.8%	45.6	45.2	0.9%	10.3%	207.3	203.5	1.9%	8.3%	-7.2%	3528
2	MAN	1.04	2.60	5.2	10.4	33.6%	10.4	10.1	3.0%	2.4%	70.1	69.8	0.4%	2.8%	-6.2%	1188
3	WES	3.53	8.83	17.65	35.3	-15.7%	35.3	34.8	1.4%	8.0%	132.1	131.9	0.2%	5.3%	-0.6%	2196
7	GAR	1.91	4.78	9.55	19.1	7.2%	19.1	18.8	1.6%	4.3%	116.4	116.4	0.0%	4.7%	-2.9%	2016
11	RID	1.22	3.05	6.1	12.2	-29.7%	12.2	12.2	0.0%	2.8%	72.3	72.3	0.0%	2.9%	-4.8%	1224
13	STA	1.11	2.78	5.55	11.1	-6.2%	11.1	10.5	5.7%	2.5%	52.9	49.9	6.0%	2.1%	6.5%	936
17	BAY	0.63	1.58	3.15	6.3	-38.5%	6.3	6.3	0.0%	1.4%	41.6	40.8	2.0%	1.7%	-1.0%	684
20	GRD	1.19	2.98	5.95	11.9	-18.3%	11.9	11.9	0.0%	2.7%	53.7	54.5	-1.5%	2.1%	-12.6%	936
30	WDG	0.74	1.85	3.7	7.4	2.3%	7.4	7.4	0.0%	1.7%	39.1	40.7	-3.9%	1.6%	-18.1%	684
35	WLT	0.66	1.65	3.3	6.6	-13.1%	6.6	6.6	0.0%	1.5%	52.7	54.2	-2.8%	2.1%	-11.5%	900
38	WIL	0.94	2.35	4.7	9.4	2.4%	9.4	9.4	0.0%	2.1%	52.2	53.7	-2.8%	2.1%	-15.4%	900
42	PLI	0.95	2.38	4.75	9.5	-10.6%	9.5	9.5	0.0%	2.1%	45.9	44.7	2.7%	1.8%	0.3%	792
52	LIV	1.09	2.73	5.45	10.9	-24.3%	10.9	10.9	0.0%	2.5%	57.9	58.4	-0.9%	2.3%	-14.2%	1008
53	ROK	0.6	1.50	3	6	-22.7%	6	6.0	0.0%	1.4%	40.4	40.4	0.0%	1.6%	-13.9%	684
54	BRI	0.6	1.50	3	6	2.7%	6	6.2	-3.2%	1.4%	53.2	52.5	1.3%	2.1%	-5.3%	900
55	WFD	1	2.50	5	10	-7.6%	10	10.3	-2.9%	2.3%	74.1	75.3	-1.6%	3.0%	-12.5%	1260
57	MON	0.7	1.75	3.5	7	-1.3%	7	7.0	0.0%	1.6%	38.9	40.0	-2.8%	1.6%	-8.0%	684
58	QKR	1.58	3.95	7.9	15.8	-31.1%	15.8	15.5	1.9%	3.6%	80.9	80.3	0.7%	3.2%	0.0%	1368
59	FRH	0.8	2.00	4	8	-1.7%	8	8.0	0.0%	1.8%	47.2	48.0	-1.7%	1.9%	-5.1%	828
TOTAL NY METRO		24.85	62.13	124.25	248.5		248.5	246.6	0.8%	56.2%	1328.9	1327.3	0.1%	53.2%	-6.6%	22716
63	BUF	0.68	1.70	3.4	6.8	-21.9%	6.8	6.6	3.0%	1.5%	39.1	37.4	4.5%	1.6%	-0.3%	684
70	SYR	0.33	0.83	1.65	3.3	1.0%	3.3	3.1	6.5%	0.7%	26.0	24.0	8.3%	1.0%	7.0%	468
74	RCH	0.46	1.15	2.3	4.6	-13.8%	4.6	4.9	-6.1%	1.0%	32.9	33.9	-2.9%	1.3%	-10.4%	576
TOTAL UPSTATE		1.47	3.68	7.35	14.7		14.7	14.6	0.7%	3.3%	98.0	95.3	2.8%	3.9%	-2.7%	1728
6	BAL	0.67	1.68	3.35	6.7	-3.1%	6.7	6.7	-0.3%	1.5%	33.0	31.8	3.8%	1.3%	7.8%	576
75	KOP	0.32	0.80	1.6	3.2	-14.6%	3.2	3.2	0.0%	0.7%	33.1	34.1	-2.9%	1.3%	-13.0%	576
106	MOR	0.35	0.88	1.75	3.5	-3.7%	3.5	3.6	-2.8%	0.8%	30.1	30.6	-1.6%	1.2%	-7.3%	504
TOTAL PHILLY		1.34	3.35	6.7	13.4		13.4	13.5	-0.9%	3.0%	96.2	96.5	-0.3%	3.8%	-5.4%	1656
27	LAK	1.68	4.20	8.4	16.8	-19.0%	16.8	17.8	-5.6%	3.8%	66.7	70.4	-5.3%	2.7%	-19.7%	1152
28	TWE	1.25	3.13	6.25	12.5	2.4%	12.5	12.8	-2.3%	2.8%	53.8	56.5	-4.8%	2.2%	-16.5%	936
TOTAL DETROIT		2.93	7.33	14.65	29.3		29.3	30.6	-4.2%	6.6%	120.5	126.9	-5.0%	4.8%	-18.2%	2088
8	WSH	0.85	2.13	4.25	8.5	27.9%	8.5	7.5	13.3%	1.9%	48.5	44.9	8.0%	1.9%	15.3%	864
10	ANN	0.65	1.63	3.25	6.5	24.3%	6.5	5.7	14.0%	1.5%	41.0	36.6	12.0%	1.6%	31.1%	720
23	WFL	1.51	3.78	7.55	15.1	33.6%	15.1	14.2	6.3%	3.4%	72.9	68.6	6.3%	2.9%	4.6%	1224
25	LFR	0.56	1.40	2.8	5.6	-7.9%	5.6	5.8	-3.4%	1.3%	36.3	36.2	0.3%	1.5%	-2.7%	612
43	LOU	0.49	1.23	2.45	4.9	-8.4%	4.9	4.9	0.0%	1.1%	33.9	31.9	6.3%	1.4%	3.1%	576
48	FRK	0.98	2.45	4.9	9.8	5.7%	9.8	9.3	5.4%	2.2%	56.3	53.1	6.0%	2.3%	1.1%	972
56	TYC	0.82	2.05	4.1	8.2	25.2%	8.2	7.1	15.5%	1.9%	58.1	51.9	11.9%	2.3%	20.9%	1008
100	COL	0.76	1.90	3.8	7.6	41.7%	7.6	7.2	5.6%	1.7%	38.9	36.1	7.8%	1.6%	6.0%	684
118	LMK	0.37	0.93	1.85	3.7	-7.1%	3.7	3.9	-5.1%	0.8%	21.0	20.7	1.4%	0.8%	-1.7%	396
TOTAL WASH		6.99	17.475	34.95	69.9		69.9	65.6	6.6%	15.8%	406.9	380.0	7.1%	16.3%	8.5%	7056
5	WFM	0.71	1.78	3.55	7.1	-15.9%	7.1	7.2	-1.4%	1.6%	42.9	44.2	-2.9%	1.7%	-11.7%	720
61	DAN	0.73	1.83	3.65	7.3	-26.0%	7.3	7.1	2.8%	1.7%	37.5	35.0	7.1%	1.5%	17.6%	648
64	TRM	0.87	2.18	4.35	8.7	-8.8%	8.7	8.2	6.1%	2.0%	51.8	48.2	7.5%	2.1%	4.1%	900
TOTAL CONN		2.31	5.775	11.55	23.1		23.1	22.5	2.7%	5.2%	132.2	127.4	3.8%	5.3%	1.0%	2268
16	OAK	0.53	1.33	2.65	5.3	1.2%	5.3	5.5	-3.6%	1.2%	41.7	43.9	-5.0%	1.7%	-16.9%	720
22	NBK	0.32	0.80	1.6	3.2	-2.5%	3.2	3.2	0.0%	0.7%	21.4	22.2	-3.6%	0.9%	-11.2%	396
66	ORC	0.37	0.93	1.85	3.7	21.9%	3.7	3.7	0.0%	0.8%	29.1	30.8	-5.5%	1.2%	-16.5%	504
73	NWD	0.61	1.53	3.05	6.1	-15.7%	6.1	6.6	-7.6%	1.4%	50.3	52.7	-4.6%	2.0%	-19.4%	864
TOTAL CHICAGO		1.83	4.575	9.15	18.3		18.3	19.0	-3.7%	4.1%	142.5	149.6	-4.7%	5.7%	-17.7%	2484
12	BOS	0.5	1.25	2.5	5	3.4%	5	4.1	22.0%	1.1%	30.7	29.1	5.5%	1.2%	4.7%	540
29	BUR	0.73	1.83	3.65	7.3	44.1%	7.3	4.7	55.3%	1.7%	50.2	45.6	10.1%	2.0%	45.4%	864
31	STH	0.64	1.60	3.2	6.4	-7.8%	6.4	5.8	10.3%	1.4%	53.9	50.4	6.9%	2.2%	19.0%	936
68	NTK	0.62	1.55	3.1	6.2	-9.5%	6.2	4.6	34.8%	1.4%	40.0	36.7	9.0%	1.6%	28.6%	684
TOTAL BOSTON		2.49	6.225	12.45	24.9		24.9	19.2	29.7%	5.6%	174.8	161.8	8.0%	7.0%	24.9%	3024
GRAND TOTAL		44.21	110.53	221.05	442.1		442.1	431.6	2.4%	100.0%	2500.0	2464.8	1.4%	100.0%	-4.3%	43020

Contact: Michael Weber, ext. 7648

COSMETIC

ESTEE LAUDER ATB - GWP SALES GOALS

GIFT: America The Beautiful 2007

STORE:		NYC			
STURTEVANT REGION					
	TY	LY	GOAL	LY	
	DATE	DATE			
M	5/14	5/15	36.0	35.6	
T	5/15	5/16	9.6	9.6	
W	5/16	5/17	14.1	13.8	
TH	5/17	5/18	11.5	11.0	
F	5/18	5/19	10.6	10.2	
S	5/19	5/20	11.7	9.4	
PRESELL			93.5	89.6	
SU	5/20	5/21	6.4	5.9	
M	5/21	5/22	10.0	10.0	
T	5/22	5/23	8.6	8.3	
W	5/23	5/24	10.8	10.6	
TH	5/24	5/25	9.9	9.7	
F	5/25	5/26	9.6	9.3	
S	5/26	5/27	9.8	9.1	
WEEK 1			65.1	62.9	
SU	5/27	5/28	6.0	5.8	
M	5/28	5/29	5.6	5.2	
T	5/29	5/30	6.1	6.2	
W	5/30	5/31	7.9	7.9	
TH	5/31	6/1	6.8	6.6	
F	6/1	6/2	6.7	6.5	
S	6/2	6/3	5.6	4.7	
WEEK 2			44.7	42.9	
SU	6/3	6/4	4.0	3.6	
M	6/4	6/5		4.5	
T	6/5	6/6			
W	6/6	6/7			
TH	6/7	6/8			
F	6/8	6/9			
S	6/9	6/10			
WEEK 3			4.0	8.1	
SU	6/10	6/11			
WEEK 4			0.0	0.0	
GRAND TOTAL			207.3	203.5	

STORE:		WEINER REGION																					
		MANH		GARD		WALT		BAYS		FREE		MONM		PALI		WDGE		BRDG					
	TY	LY	GOAL	LY	GOAL	LY	GOAL	LY	GOAL	LY	GOAL	LY	GOAL	LY	GOAL	LY	GOAL	LY	GOAL	LY	GOAL	LY	
	DATE	DATE																					
M	5/14	5/15	6.8	6.5	15.8	15.5	5.2	5.2	5.0	5	6.2	6.2	5.4	5.4	7.3	7.3	5.4	5.4	4.4	4.6			
T	5/15	5/16	3.6	3.6	3.3	3.3	1.4	1.4	1.3	1.3	1.8	1.8	1.6	1.6	2.2	2.2	2	2.0	1.6	1.6			
W	5/16	5/17	5.5	5.5	8.8	8.8	4.2	4.9	2.7	2.7	3.7	4.3	2.6	2.9	3.1	3.1	2.1	2.3	2.9	2.8			
TH	5/17	5/18	4.0	3.8	5.8	5.6	4.0	4.0	2.2	2.2	3.2	3.2	2.6	2.6	2.9	2.7	2.2	2.3	3.0	2.8			
F	5/18	5/19	3.3	2.7	5.8	5.5	3.3	3.1	2.2	2.0	2.6	2.4	2.7	2.7	2.4	1.9	1.7	1.4	3.0	2.7			
S	5/19	5/20	3.6	3.8	6.8	6.8	3.3	3.1	3.1	3.1	3.0	2.8	2.5	2.5	2.5	2.2	2.5	3.4	4.6	4.8			
PRESELL			26.8	25.9	46.3	45.5	21.4	21.7	16.5	16.3	20.5	20.7	17.4	17.7	20.4	19.4	15.9	16.8	19.5	19.3			
SU	5/20	5/21	3.4	3.3	5.3	5.1	2.9	3.1	1.7	1.5	1.8	1.6	1.4	1.4	2.1	1.9	1.8	1.8	2.1	2.0			
M	5/21	5/22	3.7	4.1	5.5	5.5	2.0	1.9	2.0	2.0	1.4	1.2	1.3	1.3	1.8	1.5	1.5	1.2	2.3	2.1			
T	5/22	5/23	3.4	3.3	5.4	5.4	2.2	2.2	1.9	1.8	2.0	2.0	1.3	1.1	1.6	1.8	1.6	1.5	2.0	1.6			
W	5/23	5/24	4.0	4.1	5.9	5.9	3.0	3.2	2.7	2.7	2.0	2.0	2.4	2.8	1.8	1.9	2.0	2.0	3.6	3.8			
TH	5/24	5/25	3.8	3.7	5.1	4.7	2.8	2.8	2.0	1.7	2.1	2.1	1.9	1.9	1.8	1.2	2.2	2.2	2.3	2.2			
F	5/25	5/26	3.3	2.8	5.3	4.7	2.8	3.0	2.0	1.9	2.5	2.5	1.5	1.2	1.9	1.9	2.0	1.5	3.0	2.9			
S	5/26	5/27	3.4	3.6	5.5	5.7	3.1	3.2	2.5	2.5	2.7	2.9	1.6	1.3	2.0	2.2	2.3	2.7	2.8	2.6			
WEEK 1			25.0	24.9	38.0	37.0	18.8	19.4	14.8	14.1	14.5	14.3	11.4	11.0	13.0	12.4	13.4	12.9	18.1	17.2			
SU	5/27	5/28	2.4	2.2	2.4	2.4	1.4	1.4	1.2	1.1	1.3	1.3	1.0	1.0	1.4	1.7	1.1	1.1	1.8	1.8			
M	5/28	5/29	2.3	2.3	2.6	2.4	2.1	2.1	1.1	1.1	1.8	1.8	0.9	0.9	1.5	1.6	1.3	1.3	1.7	1.4			
T	5/29	5/30	2.1	1.7	3.8	3.7	1.3	1.3	1.0	0.7	1.1	1.1	0.9	0.9	1.6	1.1	1.0	0.9	1.7	1.3			
W	5/30	5/31	2.2	2.1	7.5	7.5	1.6	1.6	1.7	1.7	1.7	1.7	1.5	1.5	1.5	1.1	1.1	1.1	2.3	2.1			
TH	5/31	6/1	2.8	2.8	6.7	6.7	1.1	1.1	1.7	1.7	1.7	1.7	1.4	1.3	1.6	1.5	1.0	1.0	2.1	1.9			
F	6/1	6/2	2.3	2.3	3.4	3.4	2.0	2.0	1.5	1.5	1.7	1.7	1.7	1.7	1.7	1.7	1.3	1.3	2.0	1.7			
S	6/2	6/3	2.4	2.0	4.1	4.1	1.6	1.6	1.3	1.2	1.9	1.9	2.0	2.4	1.7	1.7	1.7	1.7	2.3	2.1			
WEEK 2			16.5	15.4	30.5	30.2	11.1	11.1	9.5	9.0	11.2	11.2	9.4	9.7	11.0	10.4	8.5	8.4	13.9	12.3			
SU	6/3	6/4	1.8	1.8	1.6	1.6	1.4	1.4	0.8	0.7	1.0	1.0	0.7	0.7	1.5	1.8	1.3	1.3	1.7	1.5			
M	6/4	6/5		1.8		2.1				0.6		0.7		0.9		0.7		1.3		2.2			
T	6/5	6/6																					
W	6/6	6/7																					
TH	6/7	6/8																					
F	6/8	6/9																					
S	6/9	6/10																					
WEEK 3			1.8	3.6	1.6	3.7	1.4	2.0	0.8	1.4	1.0	1.8	0.7	1.6	1.5	2.5	1.3	2.6	1.7	3.7			
SU	6/10	6/11		6.0																			
WEEK 4				0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0			
GRAND TOTAL			70.1	69.8	116.4	116.4	52.7	54.2	41.6	40.8	47.2	48.0	38.9	40.0	45.9	44.7	39.1	40.7	53.2	52.5			

Contact: Michael Weber, ext. 7648

COSMETIC

ESTEE LAUDER GWP SALES GOALS

STORE:	WEST		STAM		WFRM		TRUM		DANB		BOST		STSH		BURL		NATK		BUFF		SYRA		ROCH		TOTAL LONDON			
LONDON REGION	TY	LY	GOAL	LY	GOAL	LY	GOAL	LY	GOAL	LY	GOAL	LY	GOAL	LY	GOAL	LY	GOAL	LY	GOAL	LY	GOAL	LY	GOAL	LY	GOAL	LY		
M	5/14	5/15	31.0	30.5	9.0	8.6	5.3	5.4	5.8	5.5	6.1	5.9	3.8	3.3	3.7	3.3	4.8	3.7	4.4	3.9	5.4	5.4	2.9	2.7	3.1	3.4	85.3	81.6
T	5/15	5/16	4.3	4.3	2.1	1.9	1.8	1.8	2.9	2.7	1.2	1.2	1.2	0.8	2.7	2.5	2.5	1	1.8	0.7	1.4	1.2	0.4	0.4	1.5	1.5	23.8	20.0
W	5/16	5/17	7.8	7.8	4.0	4.0	2.0	2.0	2.4	2.2	1.2	1.1	1.5	1.5	3	3	2	1.5	1.7	1.9	2.7	3.1	1.3	1.3	2.5	2.5	32.1	31.9
TH	5/17	5/18	6.4	5.9	3.1	3.2	2.4	2.7	3.2	3.2	2.2	2.2	1.3	1	2.9	2.7	2.2	2.1	1.9	1.3	2.1	1.6	1.4	1.2	1.8	1.7	30.9	28.8
F	5/18	5/19	6.8	6.0	3.4	3.0	2.4	2.8	2.7	2.2	2.5	2.2	1.4	1.3	3	2.5	2.3	2	2	1.6	2.1	1.7	1.6	1.2	1.9	1.9	32.1	28.4
S	5/19	5/20	7.7	7.4	3.6	3.0	2.5	2.9	3.1	3.0	2.8	2.6	1.8	1.7	3.2	2.8	2.4	3.9	2.1	2	2.3	2.5	1.9	2.3	2.1	2.4	35.5	36.5
PRESELL			64.0	61.9	25.2	23.7	16.4	17.6	20.1	18.8	16.0	15.2	11.0	9.6	18.5	16.8	16.2	14.2	13.9	11.4	16.0	15.5	9.5	9.1	12.9	13.4	239.7	227.2
SU	5/20	5/21	4.8	4.8	2.2	2	2.2	2.3	2.3	2.3	1.3	1.2	1.4	1.3	2.3	2	2.3	1.9	1.8	1.6	1.8	1.8	1.6	2.0	1.3	1.3	25.3	24.5
M	5/21	5/22	4.7	4.2	2.3	2.0	1.7	1.3	2.0	1.6	1.8	1.8	1.2	1.2	2.5	2.1	2.0	1.8	1.7	1.7	1.5	1.7	1.1	0.4	1.2	1.2	23.7	21.0
T	5/22	5/23	4.9	4.2	2.0	1.2	1.5	1.0	2.1	1.2	1.7	1.7	1.6	1.6	3.2	3.2	2.2	2.2	1.9	1.7	1.6	1.2	1.2	0.8	1.1	0.4	25.0	20.4
W	5/23	5/24	6.2	6.2	2.4	2.7	2.6	2.6	2.2	1.9	1.5	1.1	1.7	1.9	2.6	1.7	2.4	3.0	1.8	1.8	1.7	1.6	1.2	2.0	1.5	1.5	27.8	28.0
TH	5/24	5/25	6.1	5.7	2.2	1.7	2.0	1.7	2.9	2.9	1.6	1.0	1.5	1.1	2.7	3.8	2.5	2.1	1.8	2.6	1.7	1.7	1.2	1.1	1.3	1.2	27.5	26.6
F	5/25	5/26	6.7	6.7	2.4	2.8	2.3	2.5	3.2	3.2	1.6	1.6	1.4	1.2	2.8	3.0	2.5	3.0	2.0	1.6	1.6	1.4	1.3	1.3	1.9	1.9	29.7	30.2
S	5/26	5/27	6.1	5.9	2.6	2.1	2.4	2.3	2.8	2.1	2.0	1.8	1.6	1.3	3.2	2.8	2.8	4.0	2.1	1.8	2.3	2.3	1.4	1.2	2.2	2.4	31.5	30.0
WEEK 1			39.5	37.7	16.1	14.5	14.7	13.7	17.5	15.2	11.5	10.2	10.4	9.6	19.3	18.6	16.7	18.0	13.1	12.8	12.2	11.7	9.0	8.8	10.5	9.9	190.5	180.7
SU	5/27	5/28	3.4	2.9	1.3	1.3	1.3	1.3	2.2	1.9	0.9	0.9	1.1	1.1	1.4	1.3	2.1	1.9	1.6	1.3	0.9	0.9	1.0	1.0	1.0	1.0	18.2	16.8
M	5/28	5/29	3.5	3.2	1.2	1.0	1.7	1.7	1.5	1.5	1.0	1.0	1.2	1.2	1.6	1.0	2.0	1.6	1.5	1.9	1.3	1.1	0.9	0.8	1.1	1.1	18.5	17.1
T	5/29	5/30	3.5	3.0	1.3	0.7	1.2	1.0	1.7	1.4	1.0	0.8	1.3	1.5	1.7	1.7	2.3	1.4	1.6	1.2	1.5	1.4	0.8	0.6	1.0	1.0	18.9	15.7
W	5/30	5/31	3.6	2.8	1.3	1.4	1.3	1.4	1.8	1.6	1.3	1.1	1.1	1.1	1.8	1.2	2.2	1.5	1.7	1.5	1.3	0.9	0.9	0.7	1.1	1.1	19.4	16.3
TH	5/31	6/1	3.8	3.8	1.6	1.6	1.8	2.0	1.9	1.9	1.5	1.3	1.4	1.8	2.3	2.5	2.2	1.1	1.8	1.2	1.5	1.4	1.0	0.6	1.3	1.3	22.1	20.5
F	6/1	6/2	3.8	3.5	1.7	1.5	1.8	1.8	1.8	1.6	1.4	1.3	1.2	0.8	2.6	2.5	2.3	1.6	1.8	1.7	1.3	1.2	1.1	1.1	1.1	1.1	21.9	19.7
S	6/2	6/3	4.0	3.7	1.8	1.8	1.8	1.8	1.9	1.7	1.9	1.9	1.2	0.5	2.9	2.2	2.3	2.2	1.9	1.9	1.9	1.9	1.0	0.8	1.7	1.9	24.3	22.3
WEEK 2			25.6	22.9	10.2	9.3	10.9	11.0	12.8	11.6	9.0	8.3	8.5	8.0	14.3	12.4	15.4	11.3	11.9	10.7	9.7	8.8	6.7	5.6	8.3	8.5	143.3	128.4
SU	6/3	6/4	3.0	3.0	1.4	0.8	0.9	0.9	1.4	1.4	1.0	0.8	0.8	0.6	1.8	1.6	1.9	1.5	1.1	1.1	1.2	1.2	0.8	0.2	1.2	1.2	16.5	14.3
M	6/4	6/5		6.4		1.6		1.0		1.2		0.5		1.3		1.0		0.6		0.7		0.2		0.3		0.9	0.0	15.7
T	6/5	6/6																									0.0	0.0
W	6/6	6/7																									0.0	0.0
TH	6/7	6/8																									0.0	0.0
F	6/8	6/9																									0.0	0.0
S	6/9	6/10																									0.0	0.0
WEEK 3			3.0	9.4	1.4	2.4	0.9	1.9	1.4	2.6	1.0	1.3	0.8	1.9	1.8	2.6	1.9	2.1	1.1	1.8	1.2	1.4	0.8	0.5	1.2	2.1	16.5	30.0
SU	6/10	6/11																									0.0	0.0
WEEK 4			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
GRAND TOTAL			132.1	131.9	52.9	49.9	42.9	44.2	51.8	48.2	37.5	35.0	30.7	29.1	53.9	50.4	50.2	45.6	40.0	36.7	39.1	37.4	26.0	24.0	32.9	33.9	590.0	566.3

Contact: Michael Weber, ext. 7648

COSMETIC

ESTEE LAUDER GWP SALES GOALS

STORE:		QUAK	BALA	KOP	MOOR	ROCK	OAKB	ORCH	NORT	WDFD	LIV	TWEL	LAK	TOTAL MOON														
MOON REGION																GOAL	LY											
TY	LY	GOAL	LY	GOAL	LY	GOAL	LY	GOAL	LY	GOAL	LY	GOAL	LY	GOAL	LY	GOAL	LY											
DATE	DATE																											
M	5/14	5/15	13.0	12.7	5.4	5.4	2.1	2.1	2.5	2.6	5.0	5	3.6	3.8	2.2	2.4	2.0	2	4.0	4.2	8.9	8.9	9.9	10.2	13.6	14.6	72.2	73.9
T	5/15	5/16	2.8	2.8	1.3	1.3	1.1	1.1	1	1.0	1	1.0	1.7	1.7	1.5	1.3	1.2	1.2	2.1	2.4	2	2.0	2.6	2.6	3.2	3.2	21.5	21.6
W	5/16	5/17	6.3	6.3	2.1	2.1	1.8	1.5	2.0	2.0	2.7	3.3	2.0	2.4	1.2	1.3	1.0	0.8	2.6	3.4	3.3	3.8	3.0	3.0	3.6	3.9	31.6	33.8
TH	5/17	5/18	3.7	3.3	1.8	1.7	2.0	2.0	1.7	2.0	2.8	2.9	2.2	2.9	1.4	1.5	1.2	1.4	2.9	2.9	3.2	3.8	3.2	3.5	3.5	4.0	29.6	31.9
F	5/18	5/19	4.4	4.1	2.0	1.5	2.2	2.4	1.9	1.8	2.6	2.5	2.4	2.0	1.6	1.7	1.2	1.3	2.9	2.7	3.5	3.6	3.3	3.3	3.4	4.4	31.4	31.3
S	5/19	5/20	6.2	6.3	2.5	2.5	2.4	3.2	2.1	2.1	2.6	2.4	2.5	3.0	1.8	2.3	1.4	1.2	3.1	2.9	3.4	2.6	3.8	4.6	4.0	4.1	35.8	37.2
PRESELL		36.4	35.5	15.1	14.5	11.6	12.3	11.2	11.5	16.7	17.1	14.4	15.8	9.7	10.5	8.0	7.9	17.6	18.5	24.3	24.7	25.8	27.2	31.3	34.2	222.1	229.7	
SU	5/20	5/21	3	2.9	1.2	1.2	2.2	2.2	1.2	1	2.2	2.1	2.4	2.7	2	3	1.1	1.1	2.3	2.3	2.3	2.1	2.1	2.1	2.5	2.8	24.5	25.5
M	5/21	5/22	3.1	3.0	1.2	1.2	1.2	1.1	1.3	1.2	1.5	1.3	2.0	2.1	1.6	1.4	0.5	0.5	2.4	2.6	3.0	3.0	1.8	1.7	2.5	2.5	22.1	21.6
T	5/22	5/23	3.1	2.7	1.3	1.2	1.4	1.3	1.2	1.0	1.7	1.6	2.1	2.2	1.7	1.6	1.3	1.3	2.4	2.4	2.0	1.8	1.7	1.2	2.6	2.2	22.5	20.5
W	5/23	5/24	4.3	4.3	1.3	1.2	1.5	1.5	1.4	1.2	2.0	2.0	2.1	2.0	1.8	2.2	1.3	1.5	2.5	3.7	3.1	3.7	1.8	2.4	2.5	2.4	25.6	28.1
TH	5/24	5/25	3.6	3.2	1.4	1.1	1.6	1.3	1.5	1.8	2.0	1.6	2.2	2.2	1.8	2.1	1.7	1.9	2.6	2.6	2.3	2.0	2.1	2.6	2.6	3.2	25.4	25.6
F	5/25	5/26	4.0	3.9	1.5	1.3	1.6	1.4	1.7	1.3	1.9	1.5	2.3	2.2	1.9	1.7	1.1	1.1	2.7	2.3	2.4	2.4	2.2	2.3	2.6	3.2	25.9	24.6
S	5/26	5/27	4.1	3.7	1.8	2.0	1.8	2.5	2.0	2.3	2.0	2.2	2.5	3.0	2.2	1.6	0.8	0.8	2.8	2.2	2.6	2.1	2.6	2.9	2.9	2.7	28.1	28.0
WEEK 1		25.2	23.7	9.7	9.2	11.3	11.3	10.3	9.8	13.3	12.3	15.6	16.4	13.0	13.6	7.8	8.2	17.7	18.1	17.7	17.1	14.3	15.2	18.2	19.0	174.1	173.9	
SU	5/27	5/28	1.8	1.8	1.0	0.8	1.4	1.4	1.1	0.9	1.4	1.3	1.1	1.0	1.0	1.1	0.6	0.6	1.8	1.7	2.0	2.0	1.8	1.7	1.6	1.1	16.6	15.4
M	5/28	5/29	2.3	2.3	0.9	0.5	1.3	1.3	1.1	1.5	1.9	1.9	1.6	1.4	0.8	1.2	1.0	1.0	2.0	2.6	2.0	2.0	2.0	2.0	2.1	2.1	19.0	19.8
T	5/29	5/30	1.6	1.4	1.0	1.1	1.3	0.7	0.9	0.8	0.8	0.7	1.5	1.4	0.9	0.3	0.5	0.5	1.9	1.8	1.8	1.5	1.4	1.1	2.2	2.0	15.8	13.3
W	5/30	5/31	2.4	2.4	1.2	1.3	1.1	0.9	1.0	1.1	1.1	1.1	1.6	1.8	0.6	1.1	0.9	0.9	2.0	1.7	1.6	1.6	1.5	1.7	2.3	1.6	17.3	17.2
TH	5/31	6/1	2.9	2.9	0.9	0.9	1.2	1.1	1.2	1.2	0.8	0.5	1.5	1.4	0.7	0.6	1.2	1.2	2.0	1.7	1.9	1.9	1.6	1.5	2.2	1.9	18.1	16.8
F	6/1	6/2	2.4	2.2	1.3	1.3	1.4	1.3	1.2	1.2	1.3	1.3	1.6	1.4	0.7	0.7	0.5	0.5	2.0	1.7	2.3	2.1	1.8	1.6	2.5	2.7	19.0	18.0
S	6/2	6/3	3.2	3.2	1.2	0.9	1.5	2.0	1.5	1.6	1.9	2.2	1.6	1.2	1.0	0.4	0.7	0.7	2.3	3.1	2.9	2.9	2.0	2.2	2.7	2.9	22.5	23.3
WEEK 2		16.6	16.2	7.5	6.8	9.2	8.7	8.0	8.3	9.2	9.0	10.5	9.6	5.7	5.4	5.4	5.4	14.0	14.3	14.5	14.0	12.1	11.8	15.6	14.3	128.3	123.8	
SU	6/3	6/4	2.7	2.7	0.7	0.7	1.0	1.0	0.6	0.6	1.2	1.2	1.2	1.2	0.7	0.7	0.2	0.2	1.0	1.0	1.4	1.4	1.6	1.6	1.6	1.6	13.9	13.9
M	6/4	6/5		2.2		0.6		0.8		0.4		0.8		0.9		0.6		0.5		0.8		1.2		0.7		1.3	0.0	10.8
T	6/5	6/6																									0.0	0.0
W	6/6	6/7																									0.0	0.0
TH	6/7	6/8																									0.0	0.0
F	6/8	6/9																									0.0	0.0
S	6/9	6/10																									0.0	0.0
WEEK 3		2.7	4.9	0.7	1.3	1.0	1.8	0.6	1.0	1.2	2.0	1.2	2.1	0.7	1.3	0.2	0.7	1.0	1.8	1.4	2.6	1.6	2.3	1.6	2.9	13.9	24.7	
SU	6/10	6/11																									0.0	0.0
WEEK 4		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
GRAND TOTAL		80.9	80.3	33.0	31.8	33.1	34.1	30.1	30.6	40.4	40.4	41.7	43.9	29.1	30.8	21.4	22.2	50.3	52.7	57.9	58.4	53.8	56.5	66.7	70.4	538.4	552.1	

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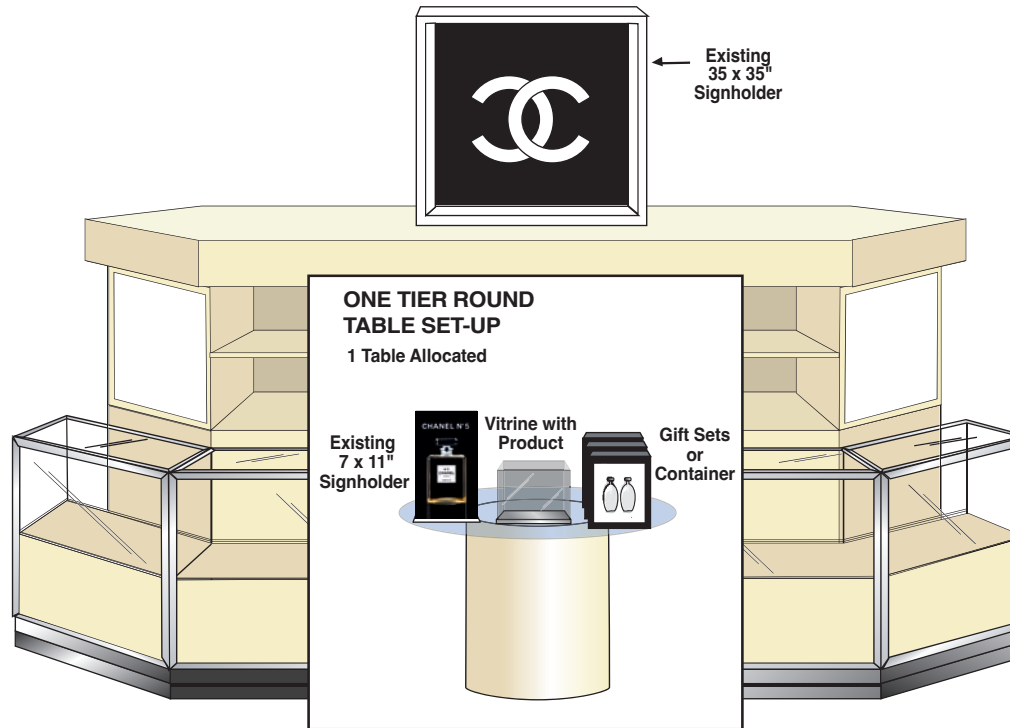
COSMETIC

ESTEE LAUDER GWP SALES GOALS

STORE:	TYSN	WASH	WFL	FOAK	LFR	LAND	ANNA	COLM	LOUD	RIDG	GDST	WILL	WFLD	TOTAL VIGANO																
VIGANO REGION																														
TY	LY	GOAL	LY	GOAL	LY	GOAL	LY	GOAL	LY	GOAL	LY	GOAL	LY	GOAL	LY															
DATE	DATE																													
M	5/14	5/15	5.8	5.5	6.5	5.5	11.4	10.5	6.5	6.2	4.3	4.5	3	3.2	5	4.6	6.1	5.7	3.9	3.9	9.8	9.8	10.1	10.1	7.1	7.1	7.9	8.2	87.4	84.8
T	5/15	5/16	2.4	1.6	2	2	3.7	3.7	3.3	3.1	1.3	1.3	0.7	0.7	1.5	1.1	1.5	1.5	1	1	2.4	2.4	1.8	1.8	2.3	2.3	2.1	2.1	26	24.6
W	5/16	5/17	3.2	3	2	2	3.9	3.9	3.5	3.4	2.2	2.2	0.9	0.7	2.1	1.8	1.5	1.4	1.5	1.3	6.2	6	4.1	4.2	3	3.9	6.8	7.2	40.9	41
TH	5/17	5/18	3.4	3.3	2.3	2.4	3.3	2.6	2.9	2.5	2.0	1.7	1.2	1.2	2.5	1.7	1.8	1.6	1.4	1.1	4.4	4.2	2.9	2.8	2.7	2.6	5.1	5.2	35.9	32.9
F	5/18	5/19	3.3	2.2	2.9	3.3	3.9	3.6	4.2	4.0	2.3	1.8	1.1	1.1	2.5	2.7	2.6	2.6	1.9	1.4	4.6	4.4	3.6	3.8	2.9	2.7	4.8	4.7	40.6	38.3
S	5/19	5/20	3.8	5.1	3.2	2.5	3.4	3.1	4	3.7	3	3.1	1.3	1.5	2.8	2.2	2.6	2.4	2.1	2.6	7.1	7.1	3.9	4.4	3.3	3.4	5	4.7	45.5	45.8
PRESELL			21.9	20.7	18.9	17.7	29.6	27.4	24.4	22.9	15.1	14.6	8.2	8.4	16.4	14.1	16.1	15.2	11.8	11.3	34.5	33.9	26.4	27.1	21.3	22.0	31.7	32.1	276.3	267.4
SU	5/20	5/21	3.2	3.2	2.4	2.4	3.1	3.1	3.1	3.1	1.7	1.7	1.4	1.4	1.6	1.5	1.9	1.6	1.6	1.6	0	0	0	0	1.8	1.6	3	3	24.8	24.2
M	5/21	5/22	2.6	1.9	2.1	1.9	2.7	2.5	2.1	1.8	1.5	1.3	0.9	0.8	1.8	1.7	1.8	2.0	1.5	1.2	3.0	2.9	2.1	1.9	2.1	2.0	3.0	2.5	27.2	24.4
T	5/22	5/23	2.3	1.1	2.2	2.2	2.8	2.6	2.3	2.2	1.6	1.6	0.9	0.8	1.9	2.0	1.4	1.3	1.5	1.5	3.5	3.3	2.2	2.0	1.8	1.5	2.9	2.9	27.3	25.0
W	5/23	5/24	2.3	2.2	2.5	2.8	3.6	3.6	2.2	1.9	1.5	1.4	1.1	1.0	1.9	1.4	1.6	1.6	1.6	1.1	3.5	3.4	3.5	3.6	2.4	2.3	3.5	4.2	31.2	30.5
TH	5/24	5/25	2.4	3.0	2.1	1.8	3.3	2.9	2.2	2.0	1.5	1.5	0.9	0.9	2.0	1.8	1.8	1.6	1.6	1.6	3.6	3.3	2.5	2.2	2.3	2.0	3.1	2.7	29.3	27.3
F	5/25	5/26	2.8	2.1	2.2	1.6	4.9	4.6	2.2	2.0	2.0	1.7	1.1	1.1	2.1	2.3	1.9	1.4	1.9	1.5	4.8	4.5	2.5	2.1	2.6	3.0	3.8	3.5	34.8	31.4
S	5/26	5/27	3.1	2.1	2.7	2.5	3.9	3.2	3.0	2.8	2.2	2.2	1.1	1.1	2.6	1.8	2.4	1.8	2.2	2.9	5.6	5.4	3.2	3.8	2.8	2.8	3.9	3.5	38.7	35.9
WEEK 1			18.7	15.6	16.2	15.2	24.3	22.5	17.1	15.8	12.0	11.4	7.4	7.1	13.9	12.5	12.8	11.3	11.9	11.4	24.0	22.8	16.0	15.6	15.8	15.2	23.2	22.3	213.3	198.7
SU	5/27	5/28	2.2	2.0	1.6	1.4	2.3	2.1	1.8	1.6	1.5	1.5	0.6	0.3	1.1	0.7	1.2	1.2	1.1	0.8	0.0	0.0	0.0	0.0	2.4	2.4	1.8	1.6	17.6	15.6
M	5/28	5/29	1.9	1.6	1.4	1.4	2.8	2.8	2.6	2.6	1.3	1.3	0.8	0.8	1.2	1.1	1.0	1.0	1.1	0.8	1.9	1.9	2.3	2.3	2.0	2.0	2.3	2.3	22.6	21.9
T	5/29	5/30	1.9	1.1	1.3	1.1	2.1	1.9	1.3	1.0	0.9	0.8	0.6	0.3	1.3	1.3	0.7	0.3	1.2	0.6	1.9	1.9	1.6	1.2	1.5	1.2	1.6	1.4	17.9	14.1
W	5/30	5/31	2.4	2.7	1.5	1.2	2.2	2.0	1.3	1.0	0.9	0.6	0.7	0.7	1.4	1.3	1.3	1.3	1.1	0.8	2.0	1.9	1.7	1.4	1.5	1.5	1.9	1.8	19.9	18.2
TH	5/31	6/1	2.2	1.6	1.5	1.1	2.0	1.6	2.2	2.2	1.1	1.1	0.5	0.5	1.4	1.4	1.2	1.2	1.5	1.5	1.8	1.7	1.6	1.6	1.6	1.6	2.7	2.7	21.3	19.8
F	6/1	6/2	2.3	1.9	2.2	1.5	2.3	1.7	1.9	1.4	1.0	1.0	0.7	0.7	1.5	1.3	1.5	0.8	1.3	1.1	2.5	2.5	2.0	1.6	1.7	1.5	3.4	3.4	24.3	20.4
S	6/2	6/3	2.6	2.3	2.4	2.1	3.9	3.6	2.4	2.2	1.7	1.9	1.2	1.2	1.7	1.4	2.0	2.0	1.6	1.9	3.7	3.7	2.1	2.5	2.6	2.9	4.2	4.2	32.1	31.9
WEEK 2			15.5	13.2	11.9	9.8	17.6	15.7	13.5	12.0	8.4	8.2	5.1	4.5	9.6	8.5	8.9	7.8	8.9	7.5	13.8	13.6	11.3	10.6	13.3	13.1	17.9	17.4	155.7	141.9
SU	6/3	6/4	2.0	1.8	1.5	1.4	1.4	1.1	1.3	1.3	0.8	0.8	0.2	0.2	1.1	0.5	1.1	1.1	1.3	1.3	0.0	0.0	0.0	0.0	1.8	1.8	1.3	1.3	13.8	12.6
M	6/4	6/5		0.6		0.8		1.9						0.5	1.0			0.7		0.4		2.0		1.2		1.6		2.2	0.0	15.2
T	6/5	6/6																												
W	6/6	6/7																												
TH	6/7	6/8																												
F	6/8	6/9																												
S	6/9	6/10																												
WEEK 3			2.0	2.4	1.5	2.2	1.4	3.0	1.3	2.4	0.8	2.0	0.2	0.7	1.1	1.5	1.1	1.8	1.3	1.7	0.0	2.0	0.0	1.2	1.8	3.4	1.3	3.5	13.8	27.8
SU	6/10	6/11																												0.0
WEEK 4			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
GRAND TOTAL			58.1	51.9	48.5	44.9	72.9	68.6	56.3	53.1	36.3	36.2	20.9	20.7	41.0	36.6	38.9	36.1	33.9	31.9	72.3	72.3	53.7	54.5	52.2	53.7	74.1	75.3	659.1	635.8

Contact: Michael Weber, ext. 7648

**"A+" Visual Set-up
Womens Fragrance
Chanel No. 5**

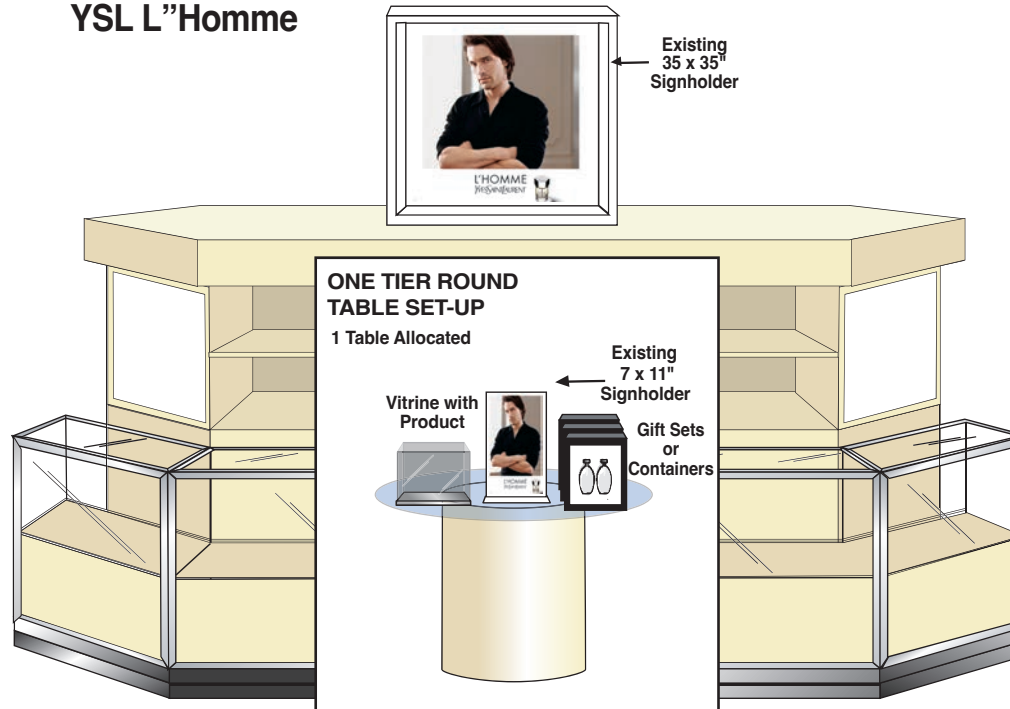


**IF YOU ARE A 2 TIER TABLE STORE, MERCHANDISE BOTTOM TIER WITH CONTAINERS OR GIFT SETS
IF YOU ARE A NEW TABLE STORE, THE GLASS VITRINE SHOULD REMAIN ON THE TABLE WITH PRODUCT AND SETS**

THIS YEAR	WOMEN'S FRAGRANCES	MEN'S FRAGRANCES	TREATMENT A+	TREATMENT A	TREATMENT B	MAKEUP ARTIST EVENTS
WEEK 1	A+ - CHANEL NO5	A - YSL L'HOMME		INIMITABLE WATERPROOF MASCARA		NARS NMUA: MONM 5/12, FRHLD 5/11-12
5/9-5/16						

Contact: Michael Weber, ext. 7648

**"A" Visual Set-up
Mens Fragrance
YSL L'Homme**

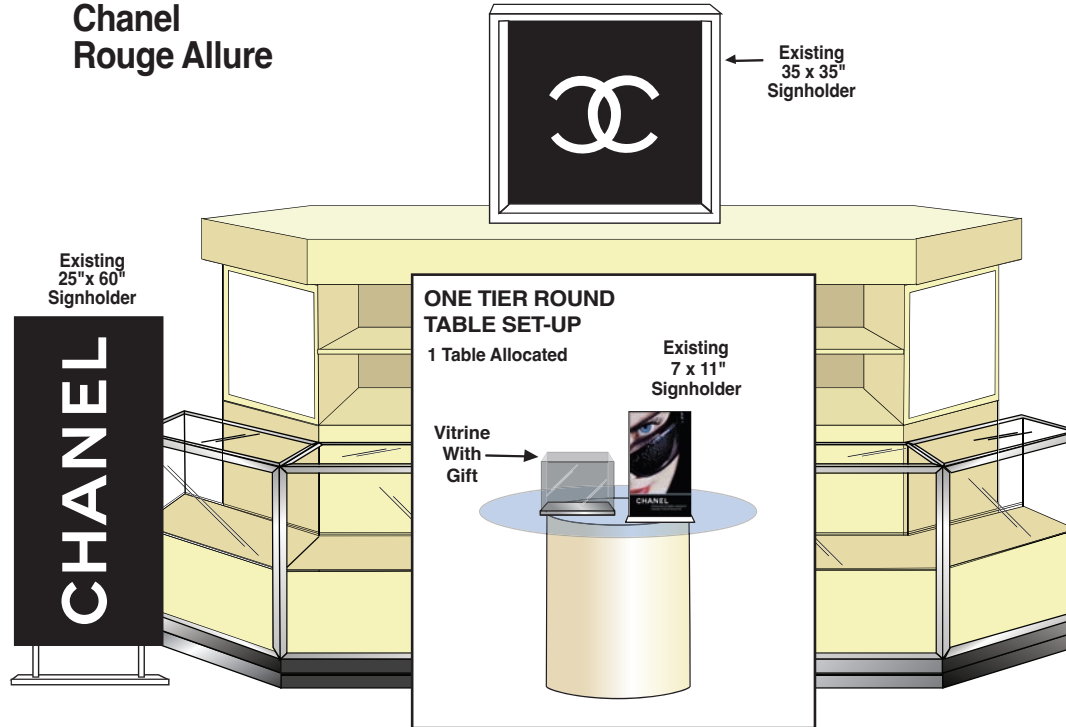


**IF YOU ARE A 2 TIER TABLE STORE, MERCHANDISE BOTTOM TIER WITH CONTAINERS OR GIFT SETS
IF YOU ARE A NEW TABLE STORE, THE GLASS VITRINE SHOULD REMAIN ON THE TABLE WITH PRODUCT AND SETS**

THIS YEAR	WOMEN'S FRAGRANCES	MEN'S FRAGRANCES	TREATMENT A+	TREATMENT A	TREATMENT B	MAKEUP ARTIST EVENTS
WEEK 1	A+ - CHANEL NO5	A - YSL L'HOMME		INIMITABLE WATERPROOF MASCARA		NARS NMUA: MONM 5/12, FRHLD 5/11-12
5/9-5/16						

Contact: Michael Weber, ext. 7648

**"A" Visual Set-up
Color/Treatment
Chanel
Rouge Allure**

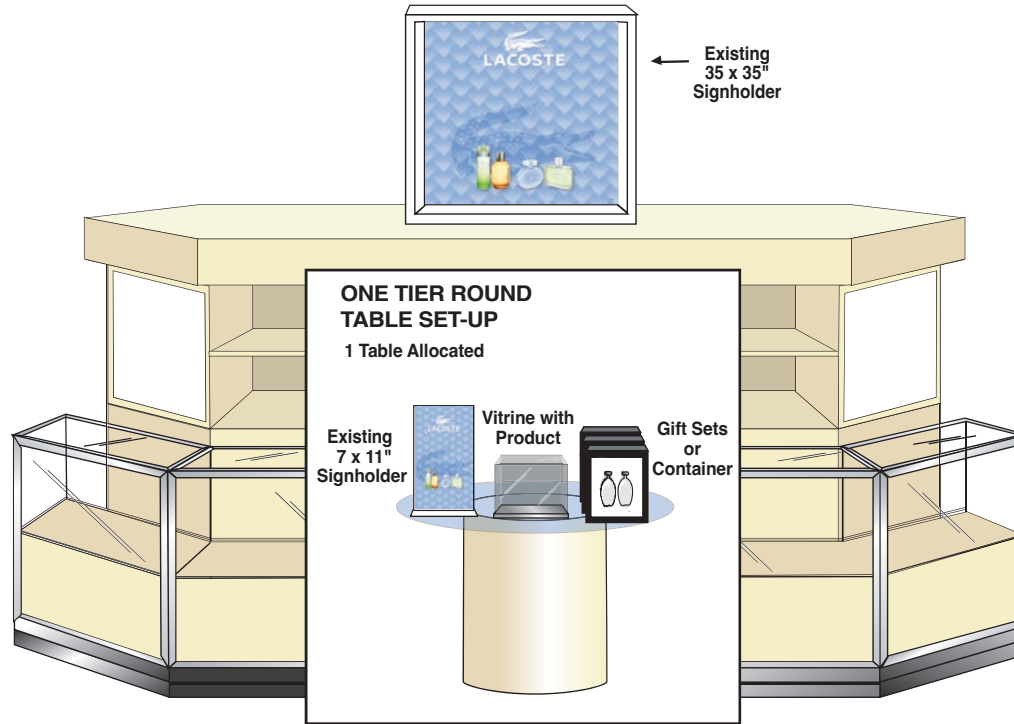


**IF YOU ARE A 2 TIER TABLE STORE, MERCHANDISE BOTTOM TIER WITH CONTAINERS OR GIFT SETS
IF YOU ARE A NEW TABLE STORE, THE GLASS VITRINE SHOULD REMAIN ON THE TABLE WITH PRODUCT AND SETS**

THIS YEAR	WOMEN'S FRAGRANCES	MEN'S FRAGRANCES	TREATMENT A+	TREATMENT A	TREATMENT B	MAKEUP ARTIST EVENTS
WEEK 1	A+ - CHANEL NO5	A - YSL L'HOMME		INIMITABLE WATERPROOF MASCARA		NARS NMUA: MONM 5/12, FRHLD 5/11-12
5/9-5/16						

Contact: Michael Weber, ext. 7648

**"A" Visual Set-up
Womens Fragrance
The House of Lacoste**

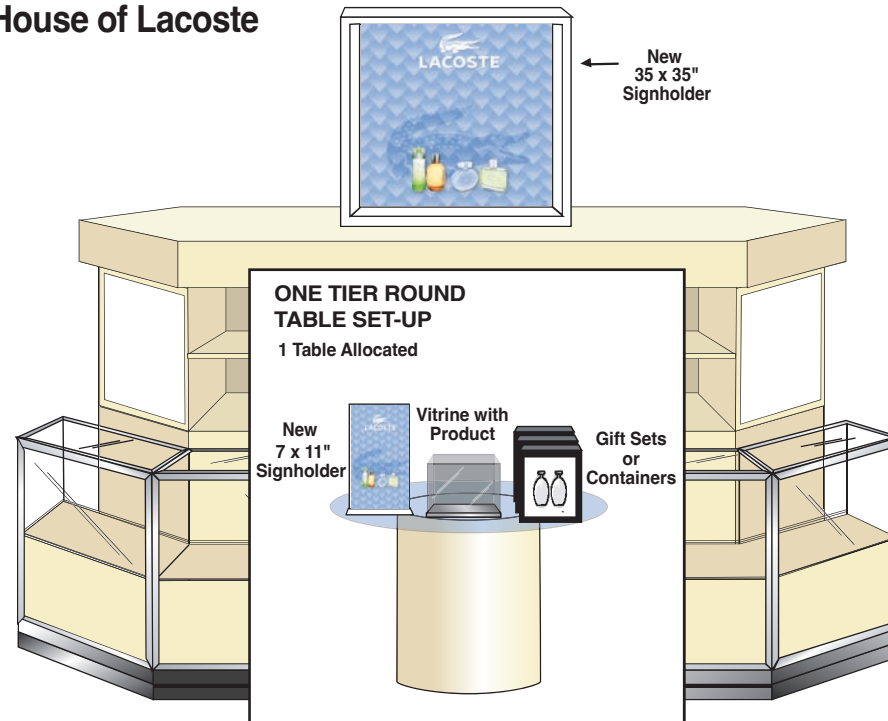


**IF YOU ARE A 2 TIER TABLE STORE, MERCHANDISE BOTTOM TIER WITH CONTAINERS OR GIFT SETS
IF YOU ARE A NEW TABLE STORE, THE GLASS VITRINE SHOULD REMAIN ON THE TABLE WITH PRODUCT AND SETS**

THIS YEAR	WOMEN'S FRAGRANCES	MEN'S FRAGRANCES	TREATMENT A+	TREATMENT A	TREATMENT B	MAKEUP ARTIST EVENTS
WEEK 2	A HOUSE OF LACOSTE	A HOUSE OF LACOSTE	LAUDER ATB STARTS 5/16	CHANEL INIMITABLE WATERPROOF MASCARA	CLARINS SUN PROTECTION	NARS NMUA: WEST 5/18-19
5/16-5/23						PX MUA, ROCK 5/19, WEST 5/23

Contact: Michael Weber, ext. 7648

**"A" Visual Set-up
Mens Fragrance
House of Lacoste**



**IF YOU ARE A 2 TIER TABLE STORE, MERCHANDISE BOTTOM TIER WITH CONTAINERS OR GIFT SETS
IF YOU ARE A NEW TABLE STORE, THE GLASS VITRINE SHOULD REMAIN ON THE TABLE WITH PRODUCT AND SETS**

THIS YEAR	WOMEN'S FRAGRANCES	MEN'S FRAGRANCES	TREATMENT A+	TREATMENT A	TREATMENT B	MAKEUP ARTIST EVENTS
WEEK 2	A HOUSE OF LACOSTE	A HOUSE OF LACOSTE	LAUDER ATB STARTS 5/16	CHANEL INIMITABLE WATERPROOF MASCARA	CLARINS SUN PROTECTION	NARS NMUA: WEST 5/18-19
5/16-5/23						PX MUA, ROCK 5/19, WEST 5/23

Contact: Michael Weber, ext. 7648

MAY COSMETIC CALENDAR

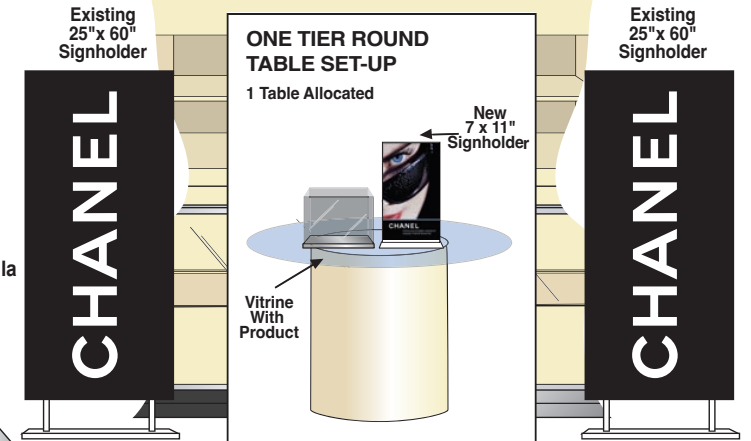
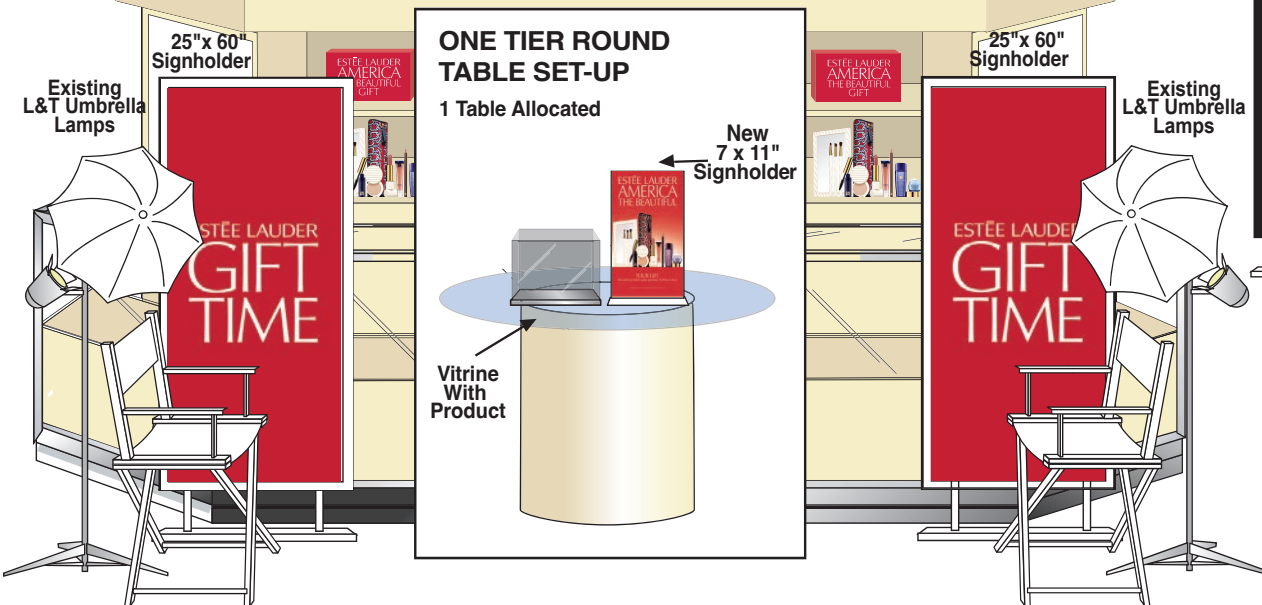
COLOR/TREATMENT - COLLATERAL SET-UP BY MARKET

MAY 16TH - MAY 23RD

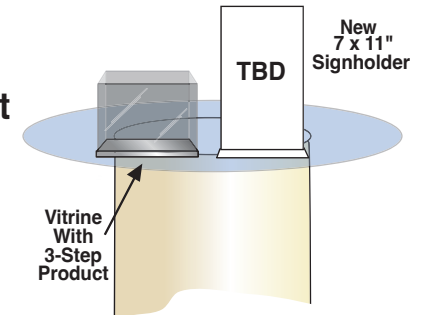
“A+” Visual Color/Treatment Estee Lauder America The Beautiful
Event Starts 5/16
See directive for specific details



“A” Visual Color/Treatment Chanel Inimitable Waterproof Mascara



“B” Visual Color/Treatment Clarins Sun Protection
ONE TIER ROUND TABLE SET-UP
1 Table Allocated

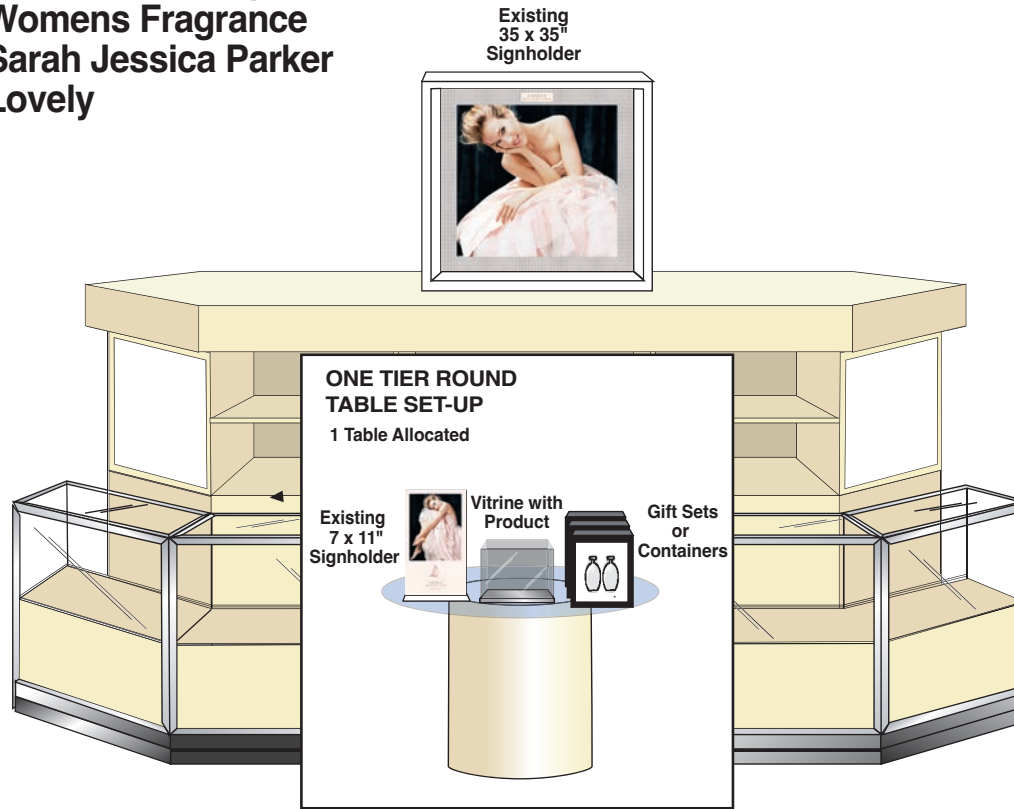


IF YOU ARE A 2 TIER TABLE STORE, MERCHANDISE BOTTOM TIER WITH CONTAINERS OR GIFT SETS
IF YOU ARE A NEW TABLE STORE, THE GLASS VITRINE SHOULD REMAIN ON THE TABLE WITH PRODUCT AND SETS

THIS YEAR	WOMEN'S FRAGRANCES	MEN'S FRAGRANCES	TREATMENT A+	TREATMENT A	TREATMENT B	MAKEUP ARTIST EVENTS
WEEK 2	A HOUSE OF LACOSTE	A HOUSE OF LACOSTE	LAUDER ATB STARTS 5/16	CHANEL INIMITABLE WATERPROOF MASCARA	CLARINS SUN PROTECTION	NARS NMUA: WEST 5/18-19
5/16-5/23						PX MUA, ROCK 5/19, WEST 5/23

Contact: Michael Weber, ext. 7648

**"A" Visual Set-up
Womens Fragrance
Sarah Jessica Parker
Lovely**

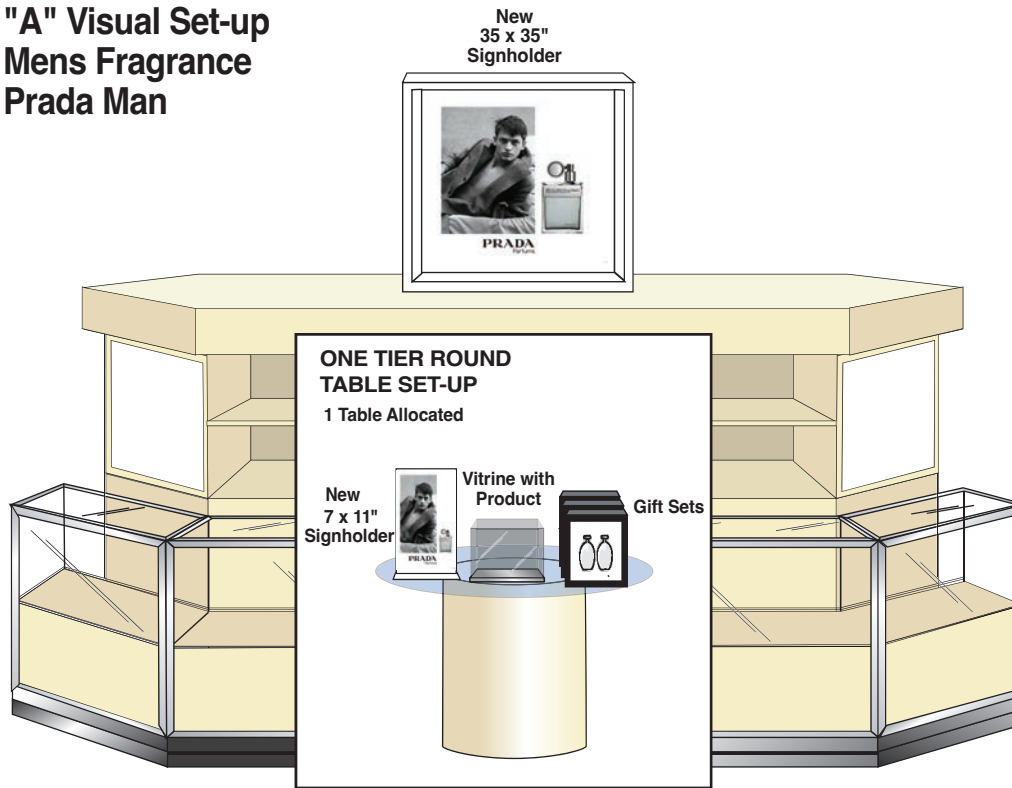


IF YOU ARE A 2 TIER TABLE STORE, MERCHANDISE BOTTOM TIER WITH CONTAINERS OR GIFT SETS
IF YOU ARE A NEW TABLE STORE, THE GLASS VITRINE SHOULD REMAIN ON THE TABLE WITH PRODUCT AND SETS

THIS YEAR	WOMEN'S FRAGRANCES	MEN'S FRAGRANCES	TREATMENT A+	TREATMENT A	TREATMENT B	MAKEUP ARTIST EVENTS
WEEK 3	A S ELY JP LOV	A - PRADA MAN	LAUDER ATB			
5/23-5/30	(nyc only--summer fragrances)					PX MUA, 5/23, WEST

Contact: Michael Weber, ext. 7648

**"A" Visual Set-up
Mens Fragrance
Prada Man**



**IF YOU ARE A 2 TIER TABLE STORE, MERCHANDISE BOTTOM TIER WITH CONTAINERS OR GIFT SETS
IF YOU ARE A NEW TABLE STORE, THE GLASS VITRINE SHOULD REMAIN ON THE TABLE WITH PRODUCT AND SETS**

THIS YEAR	WOMEN'S FRAGRANCES	MEN'S FRAGRANCES	TREATMENT A+	TREATMENT A	TREATMENT B	MAKEUP ARTIST EVENTS
WEEK 3	A S ELY JP LOV	A - PRADA MAN	LAUDER ATB			
5/23-5/30	(nyc only--summer fragrances)					PX MUA, 5/23, WEST

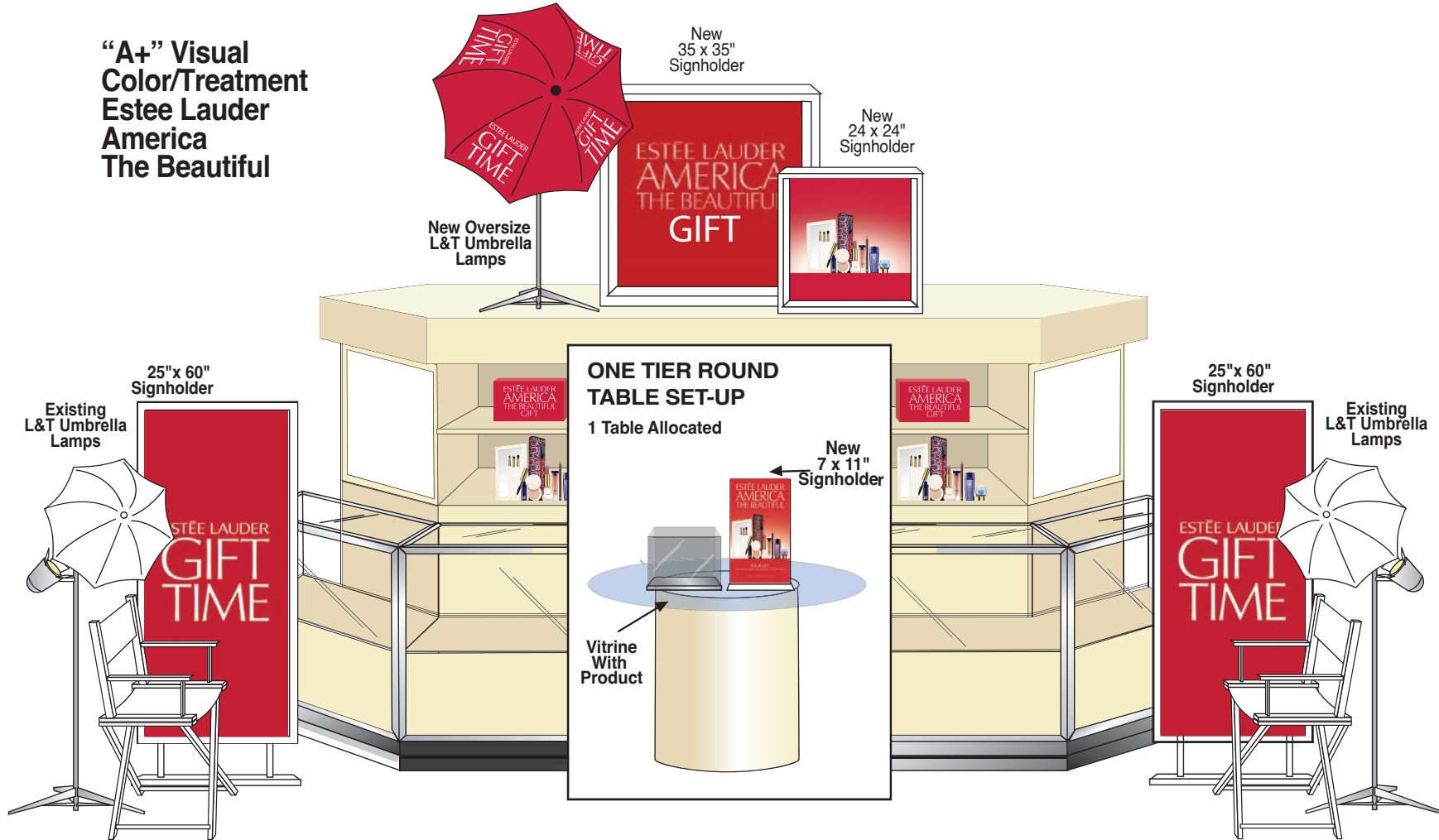
Contact: Michael Weber, ext. 7648

MAY COSMETIC CALENDAR

COLOR/TREATMENT - COLLATERAL SET-UP BY MARKET

MAY 23RD - MAY 30TH

**“A+” Visual
Color/Treatment
Estee Lauder
America
The Beautiful**

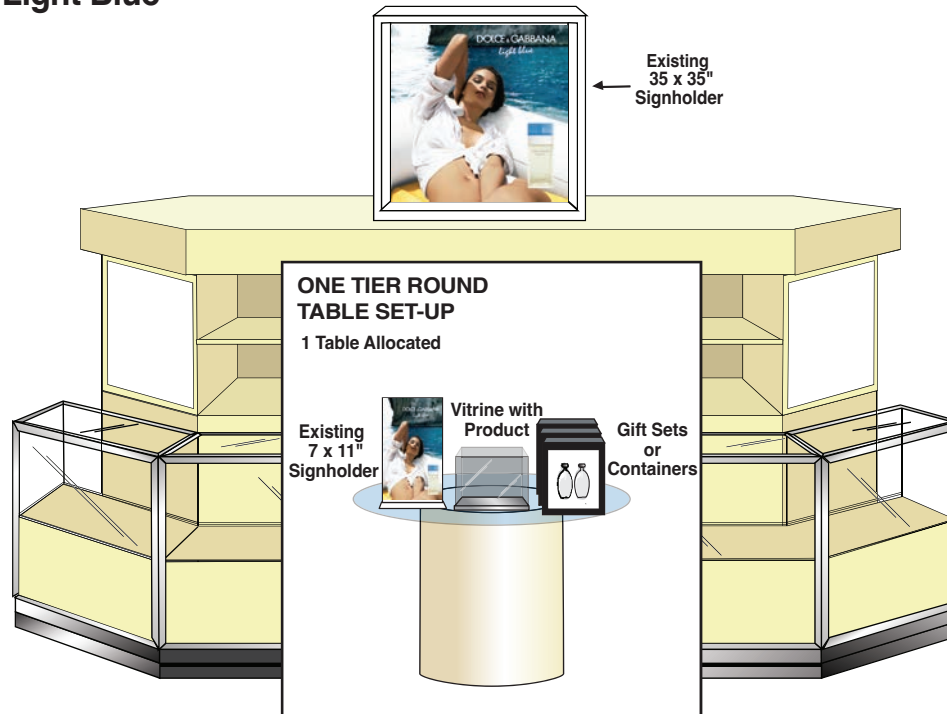


**IF YOU ARE A 2 TIER TABLE STORE, MERCHANDISE BOTTOM TIER WITH CONTAINERS OR GIFT SETS
IF YOU ARE A NEW TABLE STORE, THE GLASS VITRINE SHOULD REMAIN ON THE TABLE WITH PRODUCT AND SETS**

THIS YEAR	WOMEN'S FRAGRANCES	MEN'S FRAGRANCES	TREATMENT A+	TREATMENT A	TREATMENT B	MAKEUP ARTIST EVENTS
WEEK 3	A S Y JP LOVEL	A - PRADA MAN	LAUDER ATB			
5/23-5/30	(nyc only--summer fragrances)					PX MUA, 5/23, WEST

Contact: Michael Weber, ext. 7648

**"A" Visual Set-up
Womens Fragrance
Light Blue**

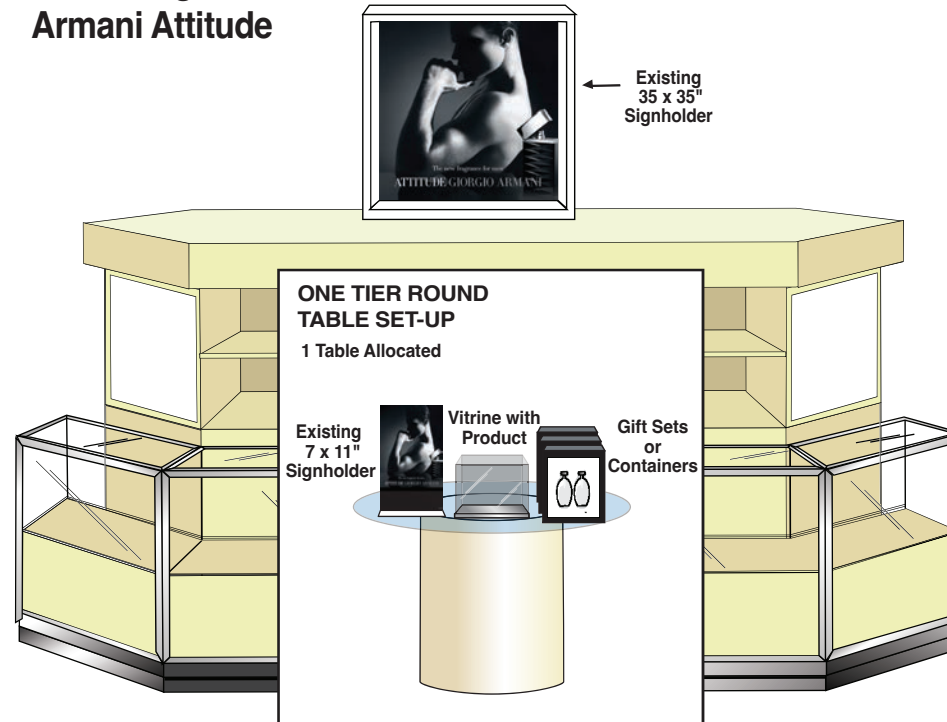


**IF YOU ARE A 2 TIER TABLE STORE, MERCHANDISE BOTTOM TIER WITH CONTAINERS OR GIFT SETS
IF YOU ARE A NEW TABLE STORE, THE GLASS VITRINE SHOULD REMAIN ON THE TABLE WITH PRODUCT AND SETS**

THIS YEAR	WOMEN'S FRAGRANCES	MEN'S FRAGRANCES	TREATMENT A+	TREATMENT A	TREATMENT B	MAKEUP ARTIST EVENTS
WEEK 4	A LIGHT BLUE	A - ARMANI ATTITUDE	LAUDER ATB ENDS 6/3	LANCOME JET SET PWP		DIOR NMUA, FREE 5/31, TRUM 6/2
5/30-6/6						PX MUA, 5/30-6/1, NYC
						BOBBI BROWN TRUM-6/2 RICKY GURTMANN

Contact: Michael Weber, ext. 7648

**"A" Visual Set-up
Mens Fragrance
Armani Attitude**



**IF YOU ARE A 2 TIER TABLE STORE, MERCHANDISE BOTTOM TIER WITH CONTAINERS OR GIFT SETS
IF YOU ARE A NEW TABLE STORE, THE GLASS VITRINE SHOULD REMAIN ON THE TABLE WITH PRODUCT AND SETS**

THIS YEAR	WOMEN'S FRAGRANCES	MEN'S FRAGRANCES	TREATMENT A+	TREATMENT A	TREATMENT B	MAKEUP ARTIST EVENTS
WEEK 4	A LIGHT BLUE	A - ARMANI ATTITUDE	LAUDER ATB ENDS 6/3	LANCOME JET SET PWP		DIOR NMUA, FREE 5/31, TRUM 6/2
5/30-6/6						PX MUA, 5/30-6/1, NYC
						BOBBI BROWN TRUM-6/2 RICKY GURTMANN

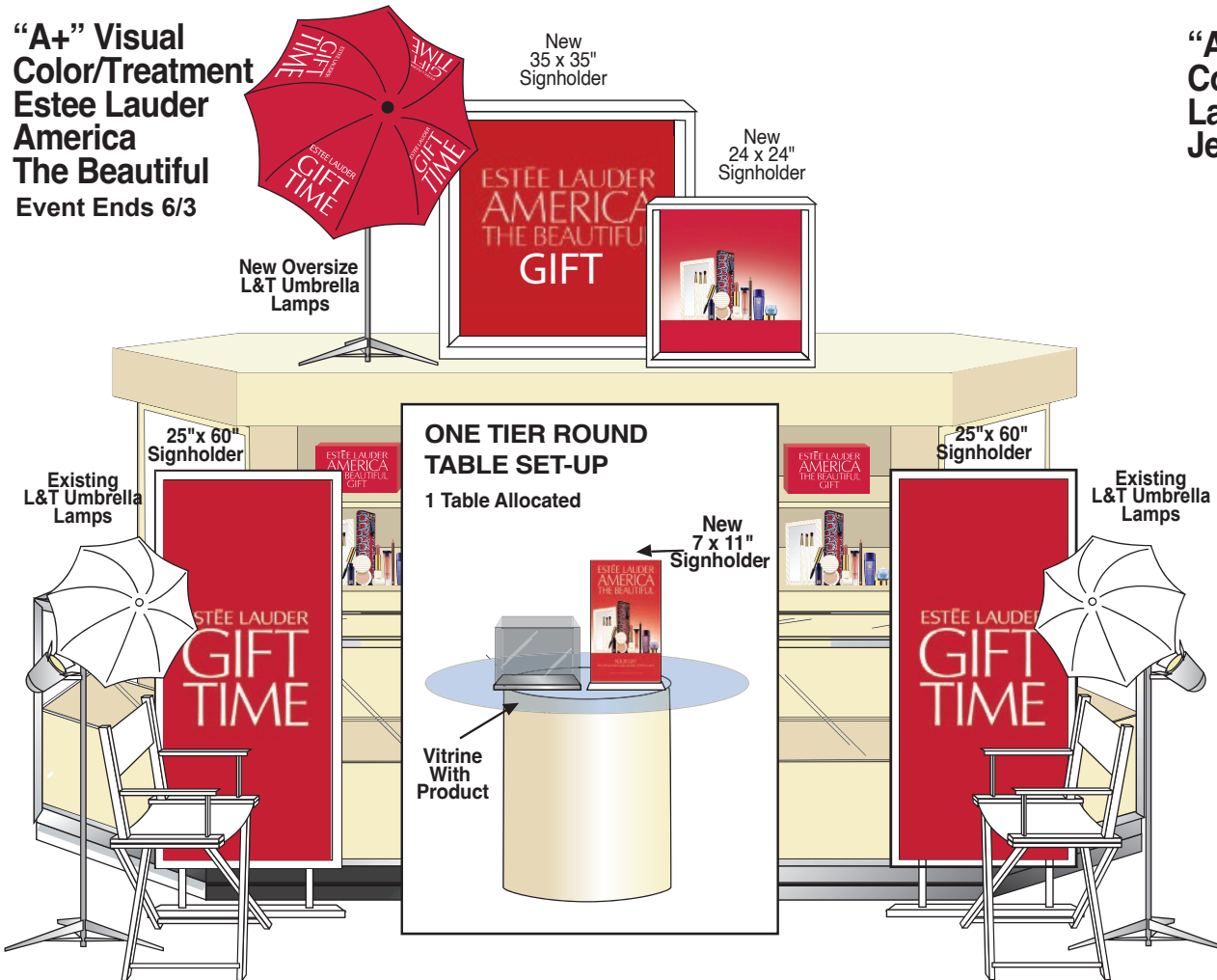
Contact: Michael Weber, ext. 7648

MAY COSMETIC CALENDAR

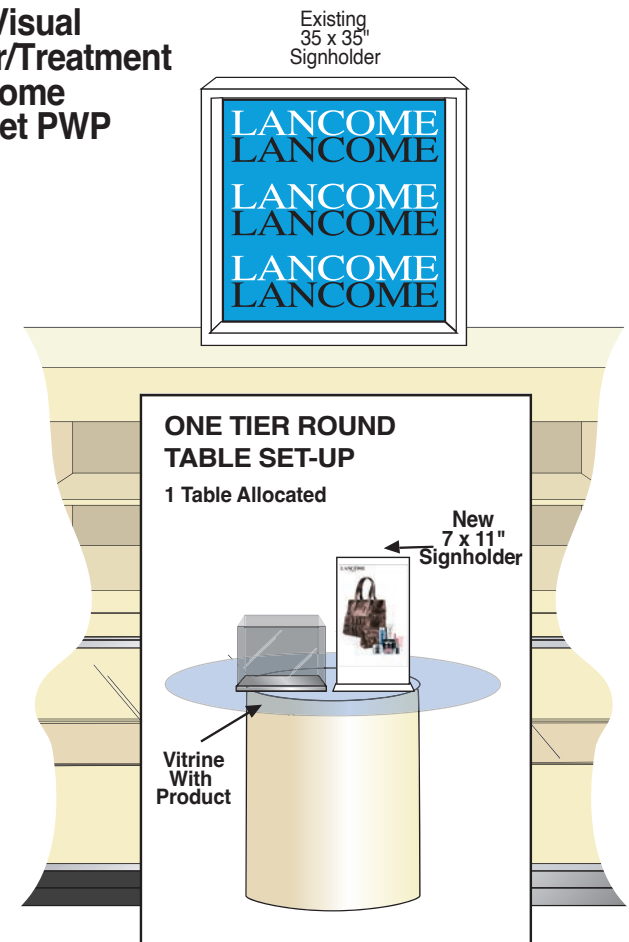
COLOR/TREATMENT - COLLATERAL SET-UP BY MARKET

MAY 30TH - JUNE 6TH

**“A+” Visual
Color/Treatment
Estee Lauder
America
The Beautiful
Event Ends 6/3**



**“A” Visual
Color/Treatment
Lancome
Jet Set PWP**



IF YOU ARE A 2 TIER TABLE STORE, MERCHANDISE BOTTOM TIER WITH CONTAINERS OR GIFT SETS
IF YOU ARE A NEW TABLE STORE, THE GLASS VITRINE SHOULD REMAIN ON THE TABLE WITH PRODUCT AND SETS

THIS YEAR	WOMEN'S FRAGRANCES	MEN'S FRAGRANCES	TREATMENT A+	TREATMENT A	TREATMENT B	MAKEUP ARTIST EVENTS
WEEK 4	A LIGHT BLUE	A - ARMANI ATTITUDE	LAUDER ATB ENDS 6/3	LANCOME JET SET PWP		DIOR NMUA, FREE 5/31, TRUM 6/2
5/30-6/6						PX MUA, 5/30-6/1, NYC
						BOBBI BROWN TRUM-6/2 RICKY GURTMANN

Contact: Michael Weber, ext. 7648