

GOING, GOING...GONE!

Discontinued Product List and Replacements

It's never easy to tell a loyal customer that her favorite product is being discontinued—we're here to help! Here are some tips to turn an unhappy customer into a happy customer.

GOING—Before Her Product is Discontinued

WHAT TO SAY

"I apologize, we will no longer make this product, but I would love to show you _____ (comparable product). This product has everything you loved about _____ (discontinued product), plus _____ (name additional benefit)."

WHAT TO DO

- > 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 even more.
- > Stock-up! If she doesn't want to give up her must-have product, tell her to stock-up while she still can.

GONE—Her Product is Already Discontinued

WHAT TO SAY

"I know how much you loved this product, but you're in luck because I actually have something else for you that I believe you'll love even more. Let me show you."

WHAT TO DO

- > Share with your customer that unfortunately her product has been discontinued.
 - > Introduce her to a new, comparable product you know she'll love.
- Tip: Don't forget to share a benefit that both products have in common.
- > If your customer really can't let her favorite go, share the Gone But Not Forgotten program. U.S. customers can call 800.216.7173 to locate products that have been discontinued within the last three years. For more information, look in your Beautiful Start Book in the Reference section on page 296.

GO ABOVE AND BEYOND

OFFER YOUR CUSTOMER...

- > An apology. Empathize with your customer—breaking up is hard to do!
- > A seat, a complimentary touch-up and tip with new product.
- > A free 10-day supply of her perfect foundation from the Signature Services Menu.

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SKINCARE		
05/31/2013	Idealist Dual-Action Refinishing Treatment	Perfectly Clean Multi-Action Cleansing Gelée/Refiner
05/31/2013	Perfectionist [CP+] Targeted Deep Wrinkle Filler	Perfectionist [CP+R] Line Smoother
05/31/2013	Vérité Calming Fluid	Advanced Night Repair Synchronized Recovery Complex
05/31/2013	Vérité Special Eyecare	Advanced Night Repair Eye Serum Infusion or Advanced Night Repair Eye Synchronized Complex (Gel Creme)
05/31/2013	Nutritious Vita-Mineral Moisture Lotion	Advanced Night Repair Synchronized Recovery Complex
05/31/2013	Nutritious Vita-Mineral Infusing Eye Gel	Advanced Night Repair Eye Serum Infusion or Advanced Night Repair Eye Synchronized Complex (Gel Creme)
05/31/2013	Spotlight Skin Tone Perfector	Ideal Light Brush-On Illuminator
05/31/2013	Clear Difference Advanced Oil-Control Hydrator	DayWear Advanced Multi-Protection Anti-Oxidant Creme Oil-Free Broad Spectrum SPF 25 or Advanced Time Zone Age Reversing Line/Wrinkle Hydrating Gel Oil-Free
05/31/2013	Body Performance Firming Body Creme	Re-Nutriv Intensive Smoothing Hand Creme or AERIN Rose Hand & Body Cream
05/31/2013	Body Performance Smoothing Manicure/Pedicure Treatment	Re-Nutriv Intensive Smoothing Hand Creme or AERIN Rose Hand & Body Cream
05/31/2013	CyberWhite Ex Extra Intensive Spot Corrector	CyberWhite HD Advanced Spot Correcting Essence
05/31/2013	Bronze Goddess Tinted Self Tan Golden Perfection Tinted Self-Tanning Gelée For Body	Bronze Goddess Golden Perfection Self-Tanning Milk for Body
05/31/2013	Bronze Goddess After Sun Decadent Tan Enhancer For Body	Bronze Goddess Golden Perfection Self-Tanning Milk for Body
05/31/2013	Re-Nutriv Intensive Comfort Pressed Powder	Re-Nutriv Intensive Smoothing Powder
COLOR		
06/30/2013	More Than Mascara® Moisture Binding Formula in <i>Rich Navy</i>	More Than Mascara® Moisture Binding Formula in <i>Black/Brown</i>
06/30/2013	More Than Mascara® Moisture Binding Formula in <i>More Black</i>	More Than Mascara® Moisture Binding Formula in <i>Rich Black</i>
06/30/2013	Sumptuous Extreme Lash Multiplying Volume Mascara in <i>Extreme Violet</i>	Sumptuous Extreme Lash Multiplying Mascara in <i>Extreme Black</i>
06/30/2013	Sumptuous Extreme Lash Multiplying Volume Mascara in <i>Extreme Indigo</i>	Sumptuous Extreme Lash Multiplying Mascara in <i>Extreme Black</i>
06/30/2013	MagnaScopic Maximum Volume Mascara in <i>Black</i>	Sumptuous Extreme Lash Multiplying Mascara in <i>Extreme Black</i>
06/30/2013	MagnaScopic Maximum Volume Mascara in <i>Brown</i>	Sumptuous Extreme Lash Multiplying Volume Mascara in <i>Extreme Black</i>

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06/30/2013	Double Wear Stay-in-Place ShadowCreme in All Shades	Pure Color Stay-On Shadow Paints
06/30/2013	Pure Color EyeShadow Duo in All Shades	To come August 2013
06/30/2013	Automatic Eye Pencil Duo and Refill in <i>Khaki</i>	Automatic Eye Pencil Duo and Refill in <i>Walnut Brown</i>
06/30/2013	Automatic Eye Pencil Duo and Refill in <i>Plumwood</i>	Automatic Eye Pencil Duo and Refill in <i>Plum Grey</i>
06/30/2013	Double Wear Stay-in-Place Gel Eyeliner in <i>Stay Midnight</i>	Double Wear Stay-in-Place Gel Eyeliner in <i>Stay Coffee</i>
06/30/2013	Pure Color Intense Kajal EyeLiner in <i>Blackened Plum</i>	Pure Color Intense Kajal EyeLiner in <i>Blackened Cocoa</i>
06/30/2013	Pure Color Intense Kajal EyeLiner in <i>Blackened Sapphire</i>	Pure Color Intense Kajal EyeLiner in <i>Blackened Black</i>
06/30/2013	Pure Color Gloss in <i>Wet Cranberry</i>	Pure Color Gloss in <i>Cherry Fever</i>
06/30/2013	Pure Color Gloss in <i>Impulsive Coral</i>	Pure Color Gloss in <i>Blazing Coral</i>
06/30/2013	Pure Color Gloss in <i>Fuschia Fantasy</i>	Pure Color Gloss in <i>Tempting Tearose</i>
06/30/2013	Pure Color Gloss in <i>Rose Emotion</i>	Pure Color Gloss in <i>Nude Rose</i>
06/30/2013	Pure Color Gloss in <i>Electric Ginger</i>	Pure Color Gloss in <i>Wired Ginger</i>
06/30/2013	Pure Color Gloss in <i>Peach Sizzle</i>	Pure Color Gloss in <i>Wired Ginger</i>
06/30/2013	Pure Color High Gloss in All Shades	Pure Color Gloss
06/30/2013	Signature 5-Tone Shimmer Powder for Eyes, Cheeks, Face in <i>Pink Shimmer</i>	Signature 5-Tone Shimmer Powder for Eyes, Cheeks, Face in <i>Bronze Shimmer</i>
06/30/2013	Bronze Goddess Powder Bronzer in <i>Soft Shimmer</i>	Bronze Goddess Powder Bronzer in <i>Light</i>
06/30/2013	Bronze Goddess Powder Bronzer in <i>Matte Bronzer</i>	Bronze Goddess Powder Bronzer in <i>Medium</i>
06/30/2013	Bronze Goddess Powder Bronzer in <i>Bronzer Duo</i>	Bronze Goddess Powder Bronzer in <i>Medium/Deep</i>
06/30/2013	Pure Color Long Lasting Lipstick in <i>Mystic Mauve</i>	Pure Color Long Lasting Lipstick in <i>Rose Tea</i>
06/30/2013	Pure Color Long Lasting Lipstick in <i>Coral Sun</i>	Pure Color Long Lasting Lipstick in <i>Sugar Honey</i>
06/30/2013	Pure Color Long Lasting Lipstick in <i>Electric Pink</i>	Pure Color Long Lasting Lipstick in <i>Rubellite</i>
06/30/2013	Signature Hydra Lustre Lipstick in <i>Rich Berry</i>	Signature Hydra Lustre Lipstick in <i>Woodland Berry</i>
06/30/2013	Signature Hydra Lustre Lipstick in <i>Soft Amethyst</i>	Signature Hydra Lustre Lipstick in <i>Plum Frost</i>
06/30/2013	Signature Hydra Lustre Lipstick in <i>Copper Coral</i>	Signature Hydra Lustre Lipstick in <i>Spiced Coral</i>
06/30/2013	Signature Hydra Lustre Lipstick in <i>Cinnamon</i>	Pure Color Long Lasting Lipstick in <i>Bois de Rose</i>

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06/30/2013	Pure Color Sensuous Rouge LipColor in <i>Sultry Caramel</i>	Pure Color Long Lasting Lipstick in <i>Beige</i>
06/30/2013	Pure Color Sensuous Rouge LipColor in <i>Sensuous Nude</i>	Pure Color Long Lasting Lipstick in <i>Barely Nude</i>
06/30/2013	Pure Color Sensuous Rouge LipColor in <i>Decadent Fig</i>	Pure Color Sensuous Rouge LipColor in <i>Rose Exposed</i>
06/30/2013	Pure Color Sensuous Rouge LipColor in <i>Plum Fatale</i>	Pure Color Sensuous Rouge LipColor in <i>Enticing Fuchsia</i>
06/30/2013	Double Wear Stay-in-Place Lipstick in <i>Stay Pink</i>	Pure Color Vivid Shine Lipstick in <i>Pink Voltage</i>
06/30/2013	Double Wear Stay-in-Place Lipstick in <i>Stay Ruby</i>	Double Wear Stay-in-Place Lipstick in <i>Stay Rose</i>
06/30/2013	Double Wear Stay-in-Place Lipstick in <i>Stay Blush</i>	Pure Color Sensuous Nude LipColor in <i>Peach Pleasure</i>
06/30/2013	Double Wear Stay-in-Place Lipstick in <i>Stay Magnolia</i>	Pure Color Vivid Shine Lipstick in <i>Hot Coralline</i>
06/30/2013	Double Wear Stay-in-Place Lipstick in <i>Stay Honey</i>	Pure Color Long Lasting Lipstick in <i>Tiger Eye</i>
06/30/2013	Double Wear Stay-in-Place Lip Duo in All Shades	Pure Color Gloss
06/30/2013	Automatic Lip Pencil Duo and Refill in <i>Rose Coral</i>	Double Wear Stay-in-Place Lip Pencil in <i>Rose</i>
06/30/2013	Automatic Lip Pencil Duo and Refill in <i>Chocolate</i>	Automatic Lip Pencil Duo and Refill in <i>Terra</i>
06/30/2013	Pure Color Nail Lacquer in <i>Rosa Rosa</i>	Pure Color Nail Lacquer in <i>Love Bites</i>
FACE		
06/30/2013	Futurist Age Resisting Makeup Broad Spectrum SPF 15 in <i>Cameo</i>	Resilience Lift Extreme Radiant Lifting Makeup SPF 15 in <i>Dawn</i>
06/30/2013	Futurist Age Resisting Makeup Broad Spectrum SPF 15 in <i>Porcelain</i>	Resilience Lift Extreme Radiant Lifting Makeup SPF 15 in <i>Porcelain</i>
06/30/2013	Double Matte Oil-Control Makeup in All Shades	Double Wear Stay-in-Place Makeup
04/30/2013	Maximum Cover Camouflage Makeup for Face and Body Broad Spectrum SPF 15 in <i>Creamy Ivory</i>	Maximum Cover Camouflage Makeup for Face and Body Broad Spectrum SPF 15 in <i>Rattan</i>
04/30/2013	Maximum Cover Camouflage Makeup for Face and Body Broad Spectrum SPF 15 in <i>Deep</i>	Maximum Cover Camouflage Makeup for Face and Body Broad Spectrum SPF 15 in <i>Sandalwood</i>
04/30/2013	Maximum Cover Camouflage Makeup for Face and Body Broad Spectrum SPF 15 in <i>Very Light</i>	Maximum Cover Camouflage Makeup for Face and Body Broad Spectrum SPF 15 in <i>Creamy Vanilla</i>
06/30/2013	Equalizer Smart Makeup for Combination Skin in All Shades	Double Wear Stay-in-Place Makeup
06/30/2013	Smoothing Creme Concealer in <i>Barely Mauve</i>	NA
06/30/2013	Smoothing Creme Concealer in <i>Medium Deep</i>	Double Wear Concealer in <i>Medium Deep</i>
06/30/2013	Small and Large Lucidity Pressed Powder Refill in <i>Light/Medium</i>	NA

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FRAGRANCE		
06/30/2013	Knowing Body Lotion 250ML/8.5FL OZ	NA
06/30/2013	Beautiful Perfumed Body Powder (Shaker) 85GM/3 OZ	NA
06/30/2013	Estée Lauder <i>pleasures</i> Body Powder 100GM/3.5 OZ	NA
06/30/2013	Estée Lauder <i>pleasures</i> bloom Eau de Parfum Spray 30ML 30ML/1FL OZ	Estée Lauder <i>pleasures</i> bloom Eau de Parfum Spray 50ML
06/30/2013	Estée Lauder <i>pleasures</i> exotic Eau de Parfum Spray EDP 50ML/1.7FL OZ	NA
06/30/2013	Estée Lauder <i>pleasures</i> delight Eau de Parfum Spray EDP 50ML/1.7FL OZ	NA
06/30/2013	Estée Lauder Sensuous Shower Gel 200ML/6.7FL OZ	NA
06/30/2013	Estée Lauder Sensous Body Lotion 200ML/6.7FL OZ	NA
06/30/2013	White Linen Eau de Parfum Spray 15ML/.5FL OZ	White Linen Eau de Parfum Spray 100G
06/30/2013	Pure White Linen Body Lotion 200ML/6.7FL OZ	NA
06/30/2013	Pure White Linen Light Breeze Eau de Parfum Spray 100ML/3.4 OZ	Pure White Linen Light Breeze Eau de Parfum Spray 50ML
06/30/2013	Pure White Linen Light Breeze Eau de Parfum Spray 30ML/1FL OZ	Pure White Linen Light Breeze Eau de Parfum Spray 50ML
06/30/2013	Lauder Intuition For Men Cologne Spray 50ML	Lauder Intuition For Men Cologne Spray 100ML