

BRAVO ROSE MARIE  
Form 4  
September 03, 2010

**FORM 4**

UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

OMB APPROVAL

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**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**BRAVO ROSE MARIE**

2. Issuer Name and Ticker or Trading Symbol  
**ESTEE LAUDER COMPANIES INC [EL]**

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)  
**09/01/2010**

Director  10% Owner  
 Officer (give title below)  Other (specify below)

**THE ESTEE LAUDER COMPANIES INC., 767 FIFTH AVENUE**

(Street)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)

Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**NEW YORK, NY 10153**

(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
				(A) or (D)	Price		
Class A Common Stock	09/02/2010		M <sup>(1)</sup>	5,000 A	\$ 44.32 9,000	D	
Class A Common Stock	09/02/2010		M <sup>(2)</sup>	5,000 A	\$ 40.39 14,000	D	
Class A Common Stock	09/02/2010		M <sup>(3)</sup>	5,000 A	\$ 44.25 19,000	D	

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Class A Common Stock	09/02/2010	M <sup>(4)</sup>	7,231	A	\$ 33.62	26,231	D
Class A Common Stock	09/02/2010	S	22,231	D	\$ 57.8003 <u>(5)</u>	4,000	D

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)		
						Date Exercisable	Expiration Date	Title	Amount or Number of Shares
						Code	V	(A)	(D)
Option (Right to Buy)	\$ 44.32	11/05/2004		M	5,000	11/05/2005 <sup>(1)</sup>	11/05/2014	Class A Common Stock	5,000
Option (Right to Buy)	\$ 40.39	10/31/2006		M	5,000	11/07/2009 <sup>(2)</sup>	10/31/2016	Class A Common Stock	5,000
Option (Right to Buy)	\$ 44.25	11/09/2007		M	5,000	11/09/2008 <sup>(3)</sup>	11/09/2017	Class A Common Stock	5,000
Option (Right to Buy)	\$ 33.62	11/07/2008		M	7,231	11/07/2009 <sup>(4)</sup>	11/07/2018	Class A Common Stock	7,231

## Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

X

BRAVO ROSE MARIE  
THE ESTEE LAUDER COMPANIES INC.  
767 FIFTH AVENUE  
NEW YORK, NY 10153

## Signatures

Rose Marie Bravo, by Spencer G. Smul,  
Attorney-in-fact

09/03/2010

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Stock options granted pursuant to the Issuer's Non-Employee Director Share Incentive Plan in respect of 5,000 shares exercisable from and after November 5, 2005.
- (2) Stock options granted pursuant to the Issuer's Non-Employee Director Share Incentive Plan in respect of 5,000 shares exercisable from and after October 31, 2007.
- (3) Stock options granted pursuant to the Issuer's Non-Employee Director Share Incentive Plan in respect of 5,000 shares exercisable from and after November 9, 2008.
- (4) Stock options granted pursuant to the Issuer's Non-Employee Director Share Incentive Plan in respect of 7,231 shares exercisable from and after November 7, 2009.
- (5) Sales prices range from \$57.74 to \$57.85 per share, inclusive.
- (6) Not applicable.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.