

L'ORÉAL®
PARIS

CONSUMER PRODUCTS DIVISION
OF L'ORÉAL USA S/D, INC.
Category Management Department

ACCOUNT: WAKEFERN/SHOPRITE (PEG ONLY)

1' X 72" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2019



Prepared by: Loreal CPD Category Management

Door Count as of Print Date: 2

FULL WALL

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Date : 29-Aug-2018

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0712 4935 7248	0782 4923 4876	0712 4931 4876	0712 4931 4883	0712 4931 4890	0712 4935 0300
Infalli- ble Pro- Last	Infalli- ble The Super	Brow Stylis- t: Defin	Brow Stylis- t: Defin	Brow Stylis- t: Defin	Brow Stylis- t: Shap
0782 4915 2416	0782 4914 5234	0782 4914 5241	0782 4985 5010	0782 4911 7675	0782 4905 9128
Infalli- ble Eyeli- ner Carb	Infalli- ble Long Wear Eyeli	Infalli- ble Long Wear Eyeli	Lineu- r Inten- se Brus	Lineu- r Inten- se Felt	Lineu- r Inten- se Felt
0712 4930 6376	0712 4920 7000	0712 4916 0114	0712 4911 7682	0712 4908 2119	0712 4908 2140
Infalli- ble Eye: Matte	Volumi- no Inten- se Smol- derin	Extra Inten- se Liqui	Penci- l Perfe- ct	Penci- l Perfe- ct	Penci- l Perfe- ct
0712 4913 7086	0712 4911 9990	0782 4916 1906	0712493 30265	0712493 43265	0712493 43265
Teles- copic Carb- on	Teles- copic Eyeli- ner	Teles- copic Water- proof	Volumi- ous Primer	Volumi- ous Lash Paradis- e WSH	Volumi- ous Lash Paradis- e WSH
0712493 45931	0712493 87739	0712493 01494	0712493 01500	0712493 01500	0712493 01500
Volumi- ous Original Blue Masc- ara	Volumi- ous Million Lashes Masc- ara	Volumi- ous Superst- ar Masc- ara	Volumi- ous Superst- ar Masc- ara	Volumi- ous Superst- ar Masc- ara	Volumi- ous Superst- ar Masc- ara
0712490 59098	0712496 69020	0712496 19344	0712490 19351	0712490 19351	0712490 19351
Volumi- ous Straight Brush Black- es	Volumi- ous Straight Brush Black	Volumi- ous Curved Brush Black	Volumi- ous Curved Brush Black	Volumi- ous Curved Brush Black	Volumi- ous Curved Brush Black
0712490 06412	0712490 06429	0712491 48792	0712491 01919	0712491 01919	0712491 01919
Volumi- ous Waterpr- oo Black	Volumi- ous Waterpr- oo Black	Volumi- ous Waterpr- oo Carbon Black	Volumi- ous Carbon Black	Volumi- ous Carbon Black	Volumi- ous Carbon Black
0712491 04743	0712491 37093	0712492 56718	0712492 56701	0712492 56701	0712492 56701
Telesco- pic Masc- ara	Telesco- pic Carbon Black Masc- ara	Volumi- ous Butterfl- y Washab	Volumi- ous Butterfl- y Washab	Volumi- ous Butterfl- y Washab	Volumi- ous Butterfl- y Washab

071249357248 Infallible Pro-Last Liner Black	071249238912 Infallible The Super Slim Liner Black	071249314876 Brow Stylist: Definer Blonde	071249314883 Brow Stylist: Definer Brunette	071249314890 Brow Stylist: Definer Dark Brunette	071249350300 Brow Stylist Shape & Fill Brunette
071249152416 Infallible Eyeliner Carbon Black Carbon Black	071249145234 Infallible Long Wear Eyeliner Black	071249145241 Infallible Long Wear Eyeliner Black Brown	071249855010 Lineur Intense Brush Tip Liquid Eyeliner Black	071249117675 Lineur Intense Felt Tip Liquid Eyeliner Carbon Black Carbon Black	071249059128 Lineur Intense Felt Tip Liquid Eyeliner Black Mica
071249306376 Infallible Eye: Matte Matic Liner Black	071249207000 Voluminous Smoldering Eyeliner Black	071249160114 Extra Intense Liquid Pencil Eyeliner Black	071249117682 Pencil Perfect Carbon Black Carbon Black	071249082119 Pencil Perfect Eye Liner Ebony	071249082140 Pencil Perfect Eye Liner Espresso
071249137086 Telescopic Carbon Black Liner Carbon Black	071249119990 Telescopic Eyeliner Black	071249161906 Telescopic Waterproof Eyeliner Black	071249330265 Voluminous Primer Primer	071249343265 Voluminous Lash Paradise WSH Blackest Black	
071249345931 Voluminous Original Blue Mascara Cobalt Blue	071249187739 Voluminous Million Lashes Mascara Blackest Black	071249301494 Voluminous Superstar Mascara Blackest Black (WSH)		071249301500 Voluminous Superstar Mascara Black (WSH)	
071249059098 Voluminous Straight Brush Blackest Black	071249669020 Voluminous Straight Brush Black Brown	071249019344 Voluminous Curved Brush Black		071249019351 Voluminous Curved Brush Black Brown	
071249006412 Voluminous Waterproof Black	071249006429 Voluminous Waterproof Black Brown	071249148792 Voluminous Waterproof Carbon Black Carbon Black		071249101919 Voluminous Carbon Black Carbon Black	
071249104743 Telescopic Mascara Blackest Black	071249137093 Telescopic Carbon Black Mascara Carbon Black	071249256718 Voluminous Butterfly Washable Mascara Blackest Black		071249256701 Voluminous Butterfly Washable Mascara Black	

1	2	3	4	5	6
7	8	9	10	11	12
13	14	15	16	17	18
19	20	21	22	23	
24	25	26	27		
28	29	30	31		
32	33	34	35		
36	37	38	39		

POSITION REPORT

Category Mgmt. Dept.8/29/2018

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1' X 72" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2019

WAK0172C_IS19.psa

PEGBOARD 1 FOOTX6 FEET **

Height = 72.00 in; Width = 12.00 in; Depth = 0.50 in

Loc. ID	Facings	UPC	Description	Shade	Plano Code
1	1	071249357248	Infalible Pro-Last Liner	Black	930
2	1	071249238912	Infalible The Super Slim Liner	Black	400
3	1	071249314876	Brow Stylist: Definer	Blonde	388
4	1	071249314883	Brow Stylist: Definer	Brunette	389
5	1	071249314890	Brow Stylist: Definer	Dark Brunette	390
6	1	071249350300	Brow Stylist Shape & Fill	Brunette	415
7	1	071249152416	Infalible Eyeliner Carbon Black	Carbon Black	591
8	1	071249145234	Infalible Long Wear Eyeliner	Black	511
9	1	071249145241	Infalible Long Wear Eyeliner	Black Brown	581
10	1	071249855010	Lineur Intense Brush Tip Liquid Eyeliner	Black	710
11	1	071249117675	Lineur Intense Felt Tip Liquid Eyeliner Carbon Black	Carbon Black	690
12	1	071249059128	Lineur Intense Felt Tip Liquid Eyeliner	Black Mica	610
13	1	071249306376	Infalible Eye: Matte Matic Liner	Black	512
14	1	071249207000	Voluminous Smoldering Eyeliner	Black	645
15	1	071249160114	Extra Intense Liquid Pencil Eyeliner	Black	798
16	1	071249117682	Pencil Perfect Carbon Black	Carbon Black	190
17	1	071249082119	Pencil Perfect Eye Liner	Ebony	110
18	1	071249082140	Pencil Perfect Eye Liner	Espresso	130
19	1	071249137086	Telescopic Carbon Black Liner	Carbon Black	835
20	1	071249119990	Telescopic Eyeliner	Black	810
21	1	071249161906	Telescopic Waterproof Eyeliner	Black	800
22	1	071249330265	Voluminous Primer	Primer	300
23	1	071249343265	Voluminous Lash Paradise WSH	Blackest Black	200
24	1	071249345931	Voluminous Original Blue Mascara	Cobalt Blue	900
25	1	071249187739	Voluminous Million Lashes Mascara	Blackest Black	635
26	1	071249301494	Voluminous Superstar Mascara	Blackest Black (WSH)	621
27	1	071249301500	Voluminous Superstar Mascara	Black (WSH)	622
28	1	071249059098	Voluminous Straight Brush	Blackest Black	310
29	1	071249669020	Voluminous Straight Brush	Black Brown	315
30	1	071249019344	Voluminous Curved Brush	Black	340
31	1	071249019351	Voluminous Curved Brush	Black Brown	350
32	1	071249006412	Voluminous Waterproof	Black	360
33	1	071249006429	Voluminous Waterproof	Black Brown	365
34	1	071249148792	Voluminous Waterproof Carbon Black	Carbon Black	395
35	1	071249101919	Voluminous Carbon Black	Carbon Black	335
36	1	071249104743	Telescopic Mascara	Blackest Black	910
37	1	071249137093	Telescopic Carbon Black Mascara	Carbon Black	935
38	1	071249256718	Voluminous Butterfly Washable Mascara	Blackest Black	868
39	1	071249256701	Voluminous Butterfly Washable Mascara	Black	867

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