

L'ORÉAL®
PARIS

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

ACCOUNT: WAKEFERN/SHOPRITE (PEG ONLY)

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



Prepared by: Loreal CPD Category Management

Door Count as of Print Date: 33

FULL WALL

Page: 1 of 7

Date : 29-Aug-2018

FILE: \\FSUSNAS18\\CPDNY_Group\\sales\\UKB\\LPCosmetics\\UKBReports\\2019\\Spring\\PENDING\\POGWAK0272C_1

6" X 2' LOGO PNL-PEG WALL											
S	S	S	S	S	S	S	S	S	S	S	S
0712 4937 3132	0712 4931 4876	0712 4931 4883	0712 4931 4890	0712 4935 0300	0712 4935 0317	0712499 335857	0712493 76331	0712493 43265	0712493 43258		
Volu mino us Lash	Brow Styl ist: Defin	Brow Styl ist: Defin	Brow Styl ist: Defin	Brow Styl ist: Shap	Brow Styl ist: Shap	Unimit ed Blacke st	Volumi ous Lash Paradis e	Volumi ous Lash Paradis e	Volumi ous Lash Paradis e		
0712 4935 7248	0712 4933 6359	0712 4930 6376	0712 4930 6383	0712 4935 8912	0712 4935 0126	0712493 30265	0712493 72029	0712493 45931	0712493 43326		
Infalli ble Pro- Last Liner	Volu mino us Eye: Liner	Infalli ble Eye: Matte	Infalli ble Eye: Matte	Infalli ble The Supe r	Infalli ble The Supe r	Volumi ous Primer	Volumi ous Straight Brush Burgun dy	Volumi ous Original Blue Mascar a	Volumi ous Lash Paradis e WTP		
0712 4915 2416	0712 4914 5234	0712 4914 5241	0712 4916 0114	0712 4920 7000	0712490 59098	0712497 49012	0712496 69020	0712490 19344			
Infalli ble Eyeli ner Carb	Infalli ble Long Wear	Infalli ble Long Wear	Infalli ble Long Wear	Volu mino us Liqui derin	Volumi ous Straight Brush Blacke st	Volumi ous Straight Brush Black	Volumi ous Straight Brush Brown	Volumi ous Curved Brush Black			
0712 4911 7682	0712 4908 2119	0712 4908 2140	0712 4911 7675	0712 4905 9128	0712 4905 5010	0712490 19351	0712491 01919	0712490 06412	0712490 06429		
Penci l Perfe ct Carb	Penci l Perfe ct Eye	Penci l Perfe ct Eye	Lineu r Inten se Felt	Lineu r Inten se Felt	Lineu r Inten se Brus	Volumi ous Curved Brush Black Brown	Volumi ous Carbon Black Black	Volumi ous Waterpr oof Black	Volumi ous Waterpr oof Black		
0712 4913 7086	0712 4911 9990	0712 4916 1906	0712493 01494	0712493 01500	0712493 14104	0712493 63713	0712493 63737	0712493 63737	0712491 48792		
Teles copic Carb on Black	Teles copic Eyeli ner WTP	Teles copic Eyeli ner WTP	Volumi ous Superst ar Mascar	Volumi ous Superst ar Mascar	Volumi ous Superst ar Red	X-Fiber Mascar a WSH Blackes	X-Fiber Mascar a WTP Blackes	Volumi ous Waterpr oof Carbon Black			
0712491 87739	0712491 87722	0712491 88125	0712492 01770	0712491 01770	0712491 95499	0712491 95482	0712491 95482	0712491 95482	0712491 48808		
Volumi ous Million Lashes Mascar a	Volumi ous Million Lashes Mascar a	Volumi ous Million Lashes Mascar a	Volumi ous Million Lashes Carbon Carbon	Volumi ous Million Lashes Carbon Carbon	Volumi ous Million Lashes Waterpr oof	Volumi ous Million Lashes Waterpr oof	Extra Volume Collage n Washab le	Extra Volume Collage n Washab le			
0712492 56718	0712492 56701	0712492 65932	0712493 14111	0712493 24707	0712493 24714	0712493 34348	0712493 34348	0712491 56339			
Volumi ous Butterfl y Washab le	Volumi ous Butterfl y Washab le	Volumi ous Butterfl y Midnigh	Volumi ous Butterfl y Sculpt	Volumi ous Feline WSH Blackes	Volumi ous Feline WSH Black	Volumi ous Feline WSH Blackes	Extra Volume Collage n Waterpr oof				
07124 90785 25	0712491 49768	0712491 49744	0712491 94102	0712491 04743	0712491 04729	0712491 04736	0712491 37093				
Eye	Double Extend Beauty Tubes Blackes t	Double Extend Beauty Tubes Black	Volumi ous False Lashes Mascara	Telesco pic Mascar a Blackes	Telesco pic Mascar a Black	Telesco pic Mascar a Black	Telesco pic Carbon Black Mascar a				

6" X 2' LOGO P

071249373132 Voluminous Lash Paradise Liquid Eyeliner Black	071249314876 Brow Stylist: Definer Blonde	071249314883 Brow Stylist: Definer Brunette	071249314890 Brow Stylist: Definer Dark Brunette	071249350300 Brow Stylist Shape & Fill Brunette	071249350317 Brow Stylist Shape & Fill Dark Brunette
071249357248 Infallible Pro-Last Liner Black	071249336359 Voluminous Liner Noir Blackest Black	071249306376 Infallible Eye: Matte Matic Liner Black	071249306383 Infallible Eye: Matte Matic Liner Brown	071249238912 Infallible The Super Slim Liner Black	071249350126 Infallible The Super Slim Liner Brown
071249152416 Infallible Eyeliner Carbon Black Carbon Black	071249145234 Infallible Long Wear Eyeliner Black	071249145241 Infallible Long Wear Eyeliner Black Brown	071249145258 Infallible Long Wear Eyeliner Brown	071249160114 Extra Intense Liquid Pencil Eyeliner Black	071249207000 Voluminous Smoldering Eyeliner Black
071249117682 Pencil Perfect Carbon Black Carbon Black	071249082119 Pencil Perfect Eye Liner Ebony	071249082140 Pencil Perfect Eye Liner Espresso	071249117675 Lineur Intense Felt Tip Liquid Eyeliner Carbon Black Carbon Black	071249059128 Lineur Intense Felt Tip Liquid Eyeliner Black Mica	071249855010 Lineur Intense Brush Tip Liquid Eyeliner Black
071249137086 Telescopic Carbon Black Liner Carbon Black	071249119990 Telescopic Eyeliner Black	071249161906 Telescopic Waterproof Eyeliner Black	071249301494 Voluminous Superstar Mascara Blackest Black (WSH)		071249301500 Voluminous Superstar Mascara Black (WSH)
071249187739 Voluminous Million Lashes Mascara Blackest Black	071249187722 Voluminous Million Lashes Mascara Black		071249188125 Voluminous Million Lashes Mascara Black Brown		071249201770 Voluminous Million Lashes Carbon Carbon Black
071249256718 Voluminous Butterfly Washable Mascara Blackest Black	071249256701 Voluminous Butterfly Washable Mascara Black		071249265932 Voluminous Butterfly Midnight Black Midnight Black		071249314111 Voluminous Butterfly Sculpt WSH Blackest Black
071249078525 Eye Makeup Remover Eye Makeup Remover		071249149768 Double Extend Beauty Tubes Blackest Black		071249149744 Double Extend Beauty Tubes Black	
				071249194102 Voluminous False Lashes Mascara Blackest Black	

NL-PEG WALL

071249335857 Unlimited Blackest Black	071249376331 Voluminous Lash Paradise Primer Pink Tinted Primer	071249343265 Voluminous Lash Paradise WSH Blackest Black	071249343258 Voluminous Lash Paradise WSH Black
071249330265 Voluminous Primer Primer	071249372029 Voluminous Straight Brush Burgundy	071249345931 Voluminous Original Blue Mascara Cobalt Blue	071249343326 Voluminous Lash Paradise WTP Blackest Black
071249059098 Voluminous Straight Brush Blackest Black	071249749012 Voluminous Straight Brush Black	071249669020 Voluminous Straight Brush Black Brown	071249019344 Voluminous Curved Brush Black
071249019351 Voluminous Curved Brush Black Brown	071249101919 Voluminous Carbon Black Carbon Black	071249006412 Voluminous Waterproof Black	071249006429 Voluminous Waterproof Black Brown
071249314104 Voluminous Superstar Red Carpet Extra Black	071249363713 X-Fiber Mascara WSH Blackest Black WSH	071249363737 X-Fiber Mascara WTP Blackest Black WTP	071249148792 Voluminous Waterproof Carbon Black Carbon Black
071249195499 Voluminous Million Lashes Waterproof Masc Blackest Black	071249195482 Voluminous Million Lashes Waterproof Masc Black	071249148822 Extra Volume Collagen Washable Blackest Black	071249148808 Extra Volume Collagen Washable Black
071249324707 Voluminous Feline WSH Blackest Black WSH	071249324714 Voluminous Feline WSH Black WSH	071249334348 Voluminous Feline WSH Blackest Noir WSH	071249156339 Extra Volume Collagen Waterproof Blackest Black
071249104743 Telescopic Mascara Blackest Black	071249104729 Telescopic Mascara Black	071249104736 Telescopic Mascara Black Brown	071249137093 Telescopic Carbon Black Mascara Carbon Black

1	2	3	4	5	6	42	43	44	45
7	8	9	10	11	12	46	47	48	49
13	14	15	16	17	18	50	51	52	53
19	20	21	22	23	24	54	55	56	57
25	26	27	28	29		58	59	60	61
30	31	32	33			62	63	64	65
34	35	36	37			66	67	68	69
38	39	40	41			70	71	72	73

POSITION REPORT

Category Mgmt. Dept.8/29/2018

ACCOUNT: WAKEFERN/SHOPRITE (PEG ONLY)

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

WAK0272C_IS19.psa

EYE MU REMOVER (100% OF - BLUE) TRAY 1.2

Height = 0.50 in; Width = 2.25 in; Depth = 10.88 in

Loc. ID	Facings	UPC	Description	Shade	Plano Code
38	1	071249078525	Eye Makeup Remover	Eye Makeup Remover	001

PEGBBOARD 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	071249373132	Voluminous Lash Paradise Liquid Eyeliner	Black	115
2	1	071249314876	Brow Stylist: Definer	Blonde	388
3	1	071249314883	Brow Stylist: Definer	Brunette	389
4	1	071249314890	Brow Stylist: Definer	Dark Brunette	390
5	1	071249350300	Brow Stylist Shape & Fill	Brunette	415
6	1	071249350317	Brow Stylist Shape & Fill	Dark Brunette	420
7	1	071249357248	Infalible Pro-Last Liner	Black	930
8	1	071249336359	Voluminous Liner Noir	Blackest Black	300
9	1	071249306376	Infalible Eye: Matte Matic Liner	Black	512
10	1	071249306383	Infalible Eye: Matte Matic Liner	Brown	513
11	1	071249238912	Infalible The Super Slim Liner	Black	400
12	1	071249350126	Infalible The Super Slim Liner	Brown	401
13	1	071249152416	Infalible Eyeliner Carbon Black	Carbon Black	591
14	1	071249145234	Infalible Long Wear Eyeliner	Black	511
15	1	071249145241	Infalible Long Wear Eyeliner	Black Brown	581
16	1	071249145258	Infalible Long Wear Eyeliner	Brown	531
17	1	071249160114	Extra Intense Liquid Pencil Eyeliner	Black	798
18	1	071249207000	Voluminous Smoldering Eyeliner	Black	645
19	1	071249117682	Pencil Perfect Carbon Black	Carbon Black	190
20	1	071249082119	Pencil Perfect Eye Liner	Ebony	110
21	1	071249082140	Pencil Perfect Eye Liner	Espresso	130
22	1	071249117675	Lineur Intense Felt Tip Liquid Eyeliner Carbon Black	Carbon Black	690
23	1	071249059128	Lineur Intense Felt Tip Liquid Eyeliner	Black Mica	610
24	1	071249855010	Lineur Intense Brush Tip Liquid Eyeliner	Black	710
25	1	071249137086	Telescopic Carbon Black Liner	Carbon Black	835
26	1	071249119990	Telescopic Eyeliner	Black	810
27	1	071249161906	Telescopic Waterproof Eyeliner	Black	800
28	1	071249301494	Voluminous Superstar Mascara	Blackest Black (WSH)	621
29	1	071249301500	Voluminous Superstar Mascara	Black (WSH)	622
30	1	071249187739	Voluminous Million Lashes Mascara	Blackest Black	635
31	1	071249187722	Voluminous Million Lashes Mascara	Black	645
32	1	071249188125	Voluminous Million Lashes Mascara	Black Brown	655
33	1	071249201770	Voluminous Million Lashes Carbon	Carbon Black	620
34	1	071249256718	Voluminous Butterfly Washable Mascara	Blackest Black	868
35	1	071249256701	Voluminous Butterfly Washable Mascara	Black	867
36	1	071249265932	Voluminous Butterfly Midnight Black	Midnight Black	872
37	1	071249314111	Voluminous Butterfly Sculpt WSH	Blackest Black	873
39	1	071249149768	Double Extend Beauty Tubes	Blackest Black	575
40	1	071249149744	Double Extend Beauty Tubes	Black	570
41	1	071249194102	Voluminous False Lashes Mascara	Blackest Black	270

PEGBBOARD 1 FOOTX6 FEET **

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

Loc. ID	Facings	UPC	Description	Shade	Plano Code
42	1	071249335857	Unlimited	Blackest Black	235
43	1	071249376331	Voluminous Lash Paradise Primer	Pink Tinted Primer	250
44	1	071249343265	Voluminous Lash Paradise WSH	Blackest Black	200
45	1	071249343258	Voluminous Lash Paradise WSH	Black	201
46	1	071249330265	Voluminous Primer	Primer	300
47	1	071249372029	Voluminous Straight Brush	Burgundy	950
48	1	071249345931	Voluminous Original Blue Mascara	Cobalt Blue	900
49	1	071249343326	Voluminous Lash Paradise WTP	Blackest Black	204

Prepared by: Loreal CPD Category Management

Door Count as of Print Date: 33

FULL WALL

Page: 6 of 7

Date : 29-Aug-2018

FILE: \\FSUSNAS18\CPDNY_Group\sales\UKB\LPCosmetics\UKBReports\2019\Spring\PENDING\POG\WAK0272C_I:

POSITION REPORT

Category Mgmt. Dept.8/29/2018

ACCOUNT: WAKEFERN/SHOPRITE (PEG ONLY)

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

WAK0272C_IS19.psa

50	1	071249059098	Voluminous Straight Brush	Blackest Black	310
51	1	071249749012	Voluminous Straight Brush	Black	305
52	1	071249669020	Voluminous Straight Brush	Black Brown	315
53	1	071249019344	Voluminous Curved Brush	Black	340
54	1	071249019351	Voluminous Curved Brush	Black Brown	350
55	1	071249101919	Voluminous Carbon Black	Carbon Black	335
56	1	071249006412	Voluminous Waterproof	Black	360
57	1	071249006429	Voluminous Waterproof	Black Brown	365
58	1	071249314104	Voluminous Superstar Red Carpet	Extra Black	626
59	1	071249363713	X-Fiber Mascara WSH	Blackest Black WSH	213
60	1	071249363737	X-Fiber Mascara WTP	Blackest Black WTP	215
61	1	071249148792	Voluminous Waterproof Carbon Black	Carbon Black	395
62	1	071249195499	Voluminous Million Lashes Waterproof Masc	Blackest Black	630
63	1	071249195482	Voluminous Million Lashes Waterproof Masc	Black	670
64	1	071249148822	Extra Volume Collagen Washable	Blackest Black	680
65	1	071249148808	Extra Volume Collagen Washable	Black	675
66	1	071249324707	Voluminous Feline WSH	Blackest Black WSH	627
67	1	071249324714	Voluminous Feline WSH	Black WSH	628
68	1	071249334348	Voluminous Feline WSH	Blackest Noir WSH	633
69	1	071249156339	Extra Volume Collagen Waterproof	Blackest Black	695
70	1	071249104743	Telescopic Mascara	Blackest Black	910
71	1	071249104729	Telescopic Mascara	Black	905
72	1	071249104736	Telescopic Mascara	Black Brown	915
73	1	071249137093	Telescopic Carbon Black Mascara	Carbon Black	935

Prepared by: Loreal CPD Category Management

Door Count as of Print Date: 33

FULL WALL

Page: 7 of 7

Date : 29-Aug-2018

FILE: \\FSUSNAS18\CPDNY_Groups\sales\UKB\LPCosmetics\UKBReports\2019\Spring\PENDING\POGI\WAK0272C_I: