



0712493 93764 16 Unbelleva-Brow Dark	0712493 4931 4876 Brow Stylist-Definer	0712493 4935 0751 Brow Stylist-Definer	0712493 4931 4883 Brow Stylist-Definer	0712493 4931 4890 Brow Stylist-Definer	0712493 335857 Unlimited Black	0712493 335888 Unlimited Black	0712493 76331 Voluminous Lash Paradise Primer	0712493 43265 Voluminous Lash Paradise WSH	0712493 43258 Voluminous Lash Paradise WSH	0712493 43272 Voluminous Lash Paradise WSH	0712493 43326 Voluminous Lash Paradise WTP	0712493 43319 Voluminous Lash Paradise WTP	
0712493 4935 0270 Brow Stylist-Shape	0712493 4937 3088 Brow Stylist-Shape	0712493 4935 0300 Brow Stylist-Shape	0712493 4935 0317 Brow Stylist-Shape	0712493 4928 9273 Brow Stylist-Designer	0712493 4928 9280 Brow Stylist-Designer	0712493 30265 Voluminous Straight Blue Primer	0712493 72029 Voluminous Straight Burgundy	0712493 45931 Voluminous Original Brush Mascara	0712493 59098 Voluminous Straight Brush Black Mascara	0712493 63713 X-Fiber Mascara WSH Black	0712493 63720 X-Fiber Mascara WSH Black	0712493 63737 X-Fiber Mascara WSH Black	0712493 50652 Voluminous Lash Paradise WSH
0712493 14975 Brow Stylist-Prep & Shape Pro Kit	0712493 4933 9619 Brow Stylist-Kabu	0712493 4933 9626 Brow Stylist-Kabu	0712493 4933 9633 Brow Stylist-Kabu	0712493 4928 9297 Brow Stylist-Designer	0712493 49012 Voluminous Straight Brush Black	0712493 69020 Voluminous Straight Brush Brown	0712493 19344 Voluminous Curved Brush Black	0712493 19351 Voluminous Curved Brush Black Brown	0712493 06412 Voluminous Waterproof Black	0712493 06429 Voluminous Waterproof Black	0712493 48792 Voluminous Waterproof Carbon Black	0712493 01919 Voluminous Waterproof Carbon Black	
0712493 4937 3132 Voluminous Lash Para	0712493 4933 6359 Brow Stylist-Fram	0712493 4933 9589 Brow Stylist-Fram	0712493 4933 9596 Brow Stylist-Fram	0712493 4933 9602 Brow Stylist-Fram	0712493 04743 Telescopio Mascara	0712493 04729 Telescopio Mascara	0712493 04736 Telescopio Mascara	0712493 37093 Telescopio Carbon Mascara	0712493 01494 Voluminous Superstar Mascara	0712493 01500 Voluminous Superstar Mascara	0712493 01517 Voluminous Superstar Mascara	0712493 14104 Voluminous Superstar Red	
0712493 4935 7248 Infallible Pro-Last	0712493 4935 7255 Infallible Pro-Last	0712493 4914 5234 Infallible Long Wear Eyeliner	0712493 4914 5241 Infallible Long Wear Eyeliner	0712493 4914 5258 Infallible Long Wear Eyeliner	0712493 56725 Voluminous Butterfly WTP	0712493 56695 Voluminous Butterfly WTP	0712493 56718 Voluminous Butterfly WTP	0712493 56701 Voluminous Butterfly WTP	0712493 14111 Voluminous Butterfly WTP	0712493 01470 Voluminous Superstar Mascara	0712493 01487 Voluminous Superstar Mascara		
0712493 4923 8912 Infallible The Super	0712493 4935 0126 Infallible The Super	0712493 4930 6376 Infallible Eye-Matte	0712493 4930 6390 Infallible Eye-Matte	0712493 4930 6383 Infallible Eye-Matte	0712493 87739 Voluminous Million Lashes Mascara	0712493 87722 Voluminous Million Lashes Mascara	0712493 88125 Voluminous Million Lashes Mascara	0712493 95499 Voluminous Million Lashes Waterpr	0712493 95482 Voluminous Million Lashes Waterpr	0712493 01770 Voluminous Million Lashes Carbon	0712493 58422 Voluminous Lashes Excess Washabl	0712493 58415 Voluminous Lashes Excess Washabl	
0712493 4911 7675 Lineux Intense Felt	0712493 4905 9128 Lineux Intense Felt	0712493 4915 2690 Lineux Intense Brus	0712493 4985 5010 Lineux Intense Brus	0712493 4932 9788 Infallible Sculpt Velve	0712493 4931 4494 Voluminous Feline WSH Black	0712493 24707 Voluminous Feline WSH Black	0712493 24714 Voluminous Feline WSH Black	0712493 24721 Voluminous Feline WSH Black	0712493 24745 Voluminous Feline WTP Black	0712493 34355 Voluminous Feline WTP Black	0712493 34348 Voluminous Feline WTP Black	0712493 48822 Extra Volume Collage Washabl	0712493 48808 Extra Volume Collage Washabl
0712493 4911 7682 Pencil Perfect Carb	0712493 4908 2119 Pencil Perfect Carb	0712493 4908 1791 Pencil Perfect Carb	0712493 4923 7000 Pencil Perfect Carb	0712493 4920 0114 Pencil Perfect Carb	0712493 4916 7096 Telescopio Waterproof	0712493 4913 9990 Telescopio Waterproof	0712493 4911 1906 Telescopio Waterproof	0712493 90785 25 Eye	0712493 91524 54 Clean	0712493 49768 Double Extend Beauty Tubes Black	0712493 49744 Double Extend Beauty Tubes Black	0712493 94102 Voluminous False Lashes Mascara	0712493 56339 Extra Volume Collage n Waterpr

071249376416 Unbelieva-Brow Dark Brunette	071249314876 Brow Stylist: Definer Blonde	071249350751 Brow Stylist: Definer Light Brunette	071249314883 Brow Stylist: Definer Brunette	071249314890 Brow Stylist: Definer Dark Brunette	
071249350270 Brow Stylist Shape & Fill Blonde	071249373088 Brow Stylist Shape & Fill Light Brunette	071249350300 Brow Stylist Shape & Fill Brunette	071249350317 Brow Stylist Shape & Fill Dark Brunette	071249289273 Brow Stylist Designer Blonde	071249289280 Brow Stylist Designer Brunette
071249314975 Brow Stylist: Prep & Shape Pro Kit Light to Medium	071249339619 Brow Stylist Kabuki Blender Blonde	071249339626 Brow Stylist Kabuki Blender Brunette	071249339633 Brow Stylist Kabuki Blender Dark Brunette	071249289297 Brow Stylist Designer Dark Brunette	
071249373132 Voluminous Lash Paradise Liquid Eyeliner Black	071249336359 Voluminous Liner Noir Blackest Black	071249339589 Brow Stylist Frame & Set Blonde	071249339596 Brow Stylist Frame & Set Light Brunette	071249339602 Brow Stylist Frame & Set Warm Brunette	071249341834 Brow Stylist Frame & Set Deep Brunette
071249357248 Infalible Pro-Last Liner Black	071249357255 Infalible Pro-Last Liner Brown	071249152416 Infalible Eyeliner Carbon Black Carbon Black	071249145234 Infalible Long Wear Eyeliner Black	071249145241 Infalible Long Wear Eyeliner Black Brown	071249145258 Infalible Long Wear Eyeliner Brown
071249238912 Infalible The Super Slim Liner Black	071249350126 Infalible The Super Slim Liner Brown	071249306376 Infalible Eye: Matte Matic Liner Black	071249306390 Infalible Eye: Matte Matic Liner Charcoal	071249306383 Infalible Eye: Matte Matic Liner Brown	071249289839 Infalible Superstar Liner Black
071249117675 Lineur Intense Felt Tip Liquid Eyeliner Carbon Black Carbon Black	071249059128 Lineur Intense Felt Tip Liquid Eyeliner Black Mica	071249152690 Lineur Intense Brush Tip Carbon Black	071249855010 Lineur Intense Brush Tip Liquid Eyeliner Black	071249329788 Infalible Sculpt Liner Black	071249314494 Infalible Black Velvet Liner Black
071249117682 Pencil Perfect Carbon Black Carbon Black	071249082119 Pencil Perfect Eye Liner Ebony	071249082140 Pencil Perfect Eye Liner Espresso	071249231791 Infalible Gel Lacquer Liner Blackest Black	071249207000 Voluminous Smoldering Eyeliner Black	071249160114 Extra Intense Liquid Pencil Eyeliner Black

071249335857 Unlimited Blackest Black	071249335888 Unlimited Blackest Black WTP	071249376331 Voluminous Lash Paradise Primer Pink Tinted Primer	071249343265 Voluminous Lash Paradise WSH Blackest Black
071249330265 Voluminous Primer Primer	071249372029 Voluminous Straight Brush Burgundy	071249345931 Voluminous Original Blue Mascara Cobalt Blue	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
071249104743 Telescopic Mascara Blackest Black	071249104729 Telescopic Mascara Black	071249104736 Telescopic Mascara Black Brown	071249137093 Telescopic Carbon Black Mascara Carbon Black
071249256725 Voluminous Butterfly Washable Mascara Black Brown	071249256695 Voluminous Butterfly WTP Blackest Black	071249265932 Voluminous Butterfly Midnight Black Midnight Black	071249256718 Voluminous Butterfly Washable Mascara Blackest Black
071249187739 Voluminous Million Lashes Mascara Blackest Black	071249187722 Voluminous Million Lashes Mascara Black	071249188125 Voluminous Million Lashes Mascara Black Brown	071249195499 Voluminous Million Lashes Waterproof Masc Blackest Black
071249324707 Voluminous Feline WSH Blackest Black WSH	071249324714 Voluminous Feline WSH Black WSH	071249324721 Voluminous Feline WSH Black Brown WSH	071249324745 Voluminous Feline WTP Black WTP
071249137086 Telescopic Carbon Black Liner Carbon Black	071249119990 Telescopic Eyeliner Black	071249161906 Telescopic Waterproof Eyeliner Black	071249078525 Eye Makeup Remover Eye Makeup Remover
			071249152454 Clean Artiste Waterproof Makeup Remover Clean Artiste Waterproof Makeup Remover

071249343258 Voluminous Lash Paradise WSH Black	071249343272 Voluminous Lash Paradise WSH Black Brown	071249343326 Voluminous Lash Paradise WTP Blackest Black	071249343319 Voluminous Lash Paradise WTP Black
071249363713 X-Fiber Mascara WSH Blackest Black WSH	071249363720 X-Fiber Mascara WSH Black WSH	071249363737 X-Fiber Mascara WTP Blackest Black WTP	071249350652 Voluminous Lash Paradise WSH Mystic Black
071249006412 Voluminous Waterproof Black	071249006429 Voluminous Waterproof Black Brown	071249148792 Voluminous Waterproof Carbon Black Carbon Black	071249101919 Voluminous Carbon Black Carbon Black
071249301494 Voluminous Superstar Mascara Blackest Black (WSH)	071249301500 Voluminous Superstar Mascara Black (WSH)	071249301517 Voluminous Superstar Mascara Black Brown (WSH)	071249314104 Voluminous Superstar Red Carpet Extra Black
071249256701 Voluminous Butterfly Washable Mascara Black	071249314111 Voluminous Butterfly Sculpt WSH Blackest Black	071249301470 Voluminous Superstar Mascara Superstar WTP : Blackest Black (WTP)	071249301487 Voluminous Superstar Mascara Superstar WTP : Black (WTP)
071249195482 Voluminous Million Lashes Waterproof Masc Black	071249201770 Voluminous Million Lashes Carbon Carbon Black	071249258422 Voluminous Million Lashes Excess Washable Blackest Black	071249258415 Voluminous Million Lashes Excess Washable Black
071249334355 Voluminous Feline WTP Blackest Noir WTP	071249334348 Voluminous Feline WSH Blackest Noir WSH	071249148822 Extra Volume Collagen Washable Blackest Black	071249148808 Extra Volume Collagen Washable Black
071249149768 Double Extend Beauty Tubes Blackest Black	071249149744 Double Extend Beauty Tubes Black	071249194102 Voluminous False Lashes Mascara Blackest Black	071249156339 Extra Volume Collagen Waterproof Blackest Black

1	2	3	4	5	47	48	49	50	80	81	82	83		
6	7	8	9	10	11	51	52	53	54	84	85	86	87	
12	13	14	15	16		55	56	57	58	88	89	90	91	
17	18	19	20	21	22	59	60	61	62	92	93	94	95	
23	24	25	26	27	28	63	64	65	66	96	97	98	99	
29	30	31	32	33	34	67	68	69	70	100	101	102	103	
35	36	37	38	39	40	71	72	73	74	104	105	106	107	
41	42	43	44	45	46	75	76	77	78	79	108	109	110	111

POSITION REPORT

Category Mgmt. Dept.8/29/2018

ACCOUNT: WAKEFERN/SHOPRITE (PEG ONLY)

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

WAK0372C_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	071249376416	Unbelieva-Brow	Dark Brunette	575	
2	1	071249314876	Brow Stylist: Definer	Blonde	388	
3	1	071249350751	Brow Stylist: Definer	Light Brunette	392	
4	1	071249314883	Brow Stylist: Definer	Brunette	389	
5	1	071249314890	Brow Stylist: Definer	Dark Brunette	390	
6	1	071249350270	Brow Stylist Shape & Fill	Blonde	400	
7	1	071249373088	Brow Stylist Shape & Fill	Light Brunette	410	
8	1	071249350300	Brow Stylist Shape & Fill	Brunette	415	
9	1	071249350317	Brow Stylist Shape & Fill	Dark Brunette	420	
10	1	071249289273	Brow Stylist Designer	Blonde	305	
11	1	071249289280	Brow Stylist Designer	Brunette	310	
12	1	071249314975	Brow Stylist: Prep & Shape Pro Kit	Light to Medium	386	
13	1	071249339619	Brow Stylist Kabuki Blender	Blonde	312	
14	1	071249339626	Brow Stylist Kabuki Blender	Brunette	313	
15	1	071249339633	Brow Stylist Kabuki Blender	Dark Brunette	314	
16	1	071249289297	Brow Stylist Designer	Dark Brunette	315	
17	1	071249373132	Voluminous Lash Paradise Liquid Eyeliner	Black	115	
18	1	071249336359	Voluminous Liner Noir	Blackest Black	300	
19	1	071249339589	Brow Stylist Frame & Set	Blonde	212	
20	1	071249339596	Brow Stylist Frame & Set	Light Brunette	213	
21	1	071249339602	Brow Stylist Frame & Set	Warm Brunette	214	
22	1	071249341834	Brow Stylist Frame & Set	Deep Brunette	215	
23	1	071249357248	Infalible Pro-Last Liner	Black	930	
24	1	071249357255	Infalible Pro-Last Liner	Brown	940	
25	1	071249152416	Infalible Eyeliner Carbon Black	Carbon Black	591	
26	1	071249145234	Infalible Long Wear Eyeliner	Black	511	
27	1	071249145241	Infalible Long Wear Eyeliner	Black Brown	581	
28	1	071249145258	Infalible Long Wear Eyeliner	Brown	531	
29	1	071249238912	Infalible The Super Slim Liner	Black	400	
30	1	071249350126	Infalible The Super Slim Liner	Brown	401	
31	1	071249306376	Infalible Eye: Matte Matic Liner	Black	512	
32	1	071249306390	Infalible Eye: Matte Matic Liner	Charcoal	514	
33	1	071249306383	Infalible Eye: Matte Matic Liner	Brown	513	
34	1	071249289839	Infalible Superstar Liner	Black	202	
35	1	071249117675	Lineur Intense Felt Tip Liquid Eyeliner Carbon Black	Carbon Black	690	
36	1	071249059128	Lineur Intense Felt Tip Liquid Eyeliner	Black Mica	610	
37	1	071249152690	Lineur Intense Brush Tip	Carbon Black	790	
38	1	071249855010	Lineur Intense Brush Tip Liquid Eyeliner	Black	710	
39	1	071249329788	Infalible Sculpt Liner	Black	904	
40	1	071249314494	Infalible Black Velvet Liner	Black	903	
41	1	071249117682	Pencil Perfect Carbon Black	Carbon Black	190	
42	1	071249082119	Pencil Perfect Eye Liner	Ebony	110	
43	1	071249082140	Pencil Perfect Eye Liner	Espresso	130	
44	1	071249231791	Infalible Gel Lacquer Liner	Blackest Black	171	
45	1	071249207000	Voluminous Smoldering Eyeliner	Black	645	
46	1	071249160114	Extra Intense Liquid Pencil Eyeliner	Black	798	

PEGBOARD 1 FOOTX6 FEET **				Height = 72.00 in; Width = 12.00 in; Depth = 0.50 in		
Loc. ID	Facings	UPC	Description	Shade	Plano Code	
47	1	071249335857	Unlimited	Blackest Black	235	
48	1	071249335888	Unlimited	Blackest Black WTP	240	
49	1	071249376331	Voluminous Lash Paradise Primer	Pink Tinted Primer	250	
50	1	071249343265	Voluminous Lash Paradise WSH	Blackest Black	200	
51	1	071249330265	Voluminous Primer	Primer	300	
52	1	071249372029	Voluminous Straight Brush	Burgundy	950	

Prepared by: Loreal CPD Category Management

Door Count as of Print Date: 4

FULL WALL

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Date : 29-Aug-2018

FILE: \\FSUSNAS18\CPDNY_Groups\sales\UK\B\PCosmetics\UKBReports\2019\Spring\PENDING\POG\WAK0372C_I:

POSITION REPORT

Category Mgmt. Dept.8/29/2018

ACCOUNT: WAKEFERN/SHOPRITE (PEG ONLY)

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

WAK0372C_IS19.psa

53	1	071249345931	Voluminous Original Blue Mascara	Cobalt Blue	900
54	1	071249059098	Voluminous Straight Brush	Blackest Black	310
55	1	071249749012	Voluminous Straight Brush	Black	305
56	1	071249669020	Voluminous Straight Brush	Black Brown	315
57	1	071249019344	Voluminous Curved Brush	Black	340
58	1	071249019351	Voluminous Curved Brush	Black Brown	350
59	1	071249104743	Telescopic Mascara	Blackest Black	910
60	1	071249104729	Telescopic Mascara	Black	905
61	1	071249104736	Telescopic Mascara	Black Brown	915
62	1	071249137093	Telescopic Carbon Black Mascara	Carbon Black	935
63	1	071249256725	Voluminous Butterfly Washable Mascara	Black Brown	869
64	1	071249256695	Voluminous Butterfly WTP	Blackest Black	871
65	1	071249265932	Voluminous Butterfly Midnight Black	Midnight Black	872
66	1	071249256718	Voluminous Butterfly Washable Mascara	Blackest Black	868
67	1	071249187739	Voluminous Million Lashes Mascara	Blackest Black	635
68	1	071249187722	Voluminous Million Lashes Mascara	Black	645
69	1	071249188125	Voluminous Million Lashes Mascara	Black Brown	655
70	1	071249195499	Voluminous Million Lashes Waterproof Masc	Blackest Black	630
71	1	071249324707	Voluminous Feline WSH	Blackest Black WSH	627
72	1	071249324714	Voluminous Feline WSH	Black WSH	628
73	1	071249324721	Voluminous Feline WSH	Black Brown WSH	629
74	1	071249324745	Voluminous Feline WTP	Black WTP	632
75	1	071249137086	Telescopic Carbon Black Liner	Carbon Black	835
76	1	071249119990	Telescopic Eyeliner	Black	810
77	1	071249161906	Telescopic Waterproof Eyeliner	Black	800

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
78	1	071249078525	Eye Makeup Remover	Eye Makeup Remover	001

EYE MU REMOVER (WP & LW-GRN) TRY 2.2			Height = 0.50 in; Width = 2.25 in; Depth = 10.88 in		
Loc. ID	Facings	UPC	Description	Shade	Plano Code
79	1	071249152454	Clean Artiste Waterproof Makeup Remover	Clean Artiste Waterproof 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
80	1	071249343258	Voluminous Lash Paradise WSH	Black	201
81	1	071249343272	Voluminous Lash Paradise WSH	Black Brown	202
82	1	071249343326	Voluminous Lash Paradise WTP	Blackest Black	204
83	1	071249343319	Voluminous Lash Paradise WTP	Black	203
84	1	071249363713	X-Fiber Mascara WSH	Blackest Black WSH	213
85	1	071249363720	X-Fiber Mascara WSH	Black WSH	214
86	1	071249363737	X-Fiber Mascara WTP	Blackest Black WTP	215
87	1	071249350652	Voluminous Lash Paradise WSH	Mystic Black	205
88	1	071249006412	Voluminous Waterproof	Black	360
89	1	071249006429	Voluminous Waterproof	Black Brown	365
90	1	071249148792	Voluminous Waterproof Carbon Black	Carbon Black	395
91	1	071249101919	Voluminous Carbon Black	Carbon Black	335
92	1	071249301494	Voluminous Superstar Mascara	Blackest Black (WSH)	621
93	1	071249301500	Voluminous Superstar Mascara	Black (WSH)	622
94	1	071249301517	Voluminous Superstar Mascara	Black Brown (WSH)	623
95	1	071249314104	Voluminous Superstar Red Carpet	Extra Black	626
96	1	071249256701	Voluminous Butterfly Washable Mascara	Black	867
97	1	071249314111	Voluminous Butterfly Sculpt WSH	Blackest Black	873
98	1	071249301470	Voluminous Superstar Mascara	Superstar WTP : Blackest Black (WTP)	624
99	1	071249301487	Voluminous Superstar Mascara	Superstar WTP : Black (WTP)	625
100	1	071249195482	Voluminous Million Lashes Waterproof Masc	Black	670

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POSITION REPORT

Category Mgmt. Dept.8/29/2018

ACCOUNT: WAKEFERN/SHOPRITE (PEG ONLY)

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

WAK0372C_IS19.psa

101	1	071249201770	Voluminous Million Lashes Carbon	Carbon Black	620
102	1	071249258422	Voluminous Million Lashes Excess Washable	Blackest Black	459
103	1	071249258415	Voluminous Million Lashes Excess Washable	Black	455
104	1	071249334355	Voluminous Feline WTP	Blackest Noir WTP	634
105	1	071249334348	Voluminous Feline WSH	Blackest Noir WSH	633
106	1	071249148822	Extra Volume Collagen Washable	Blackest Black	680
107	1	071249148808	Extra Volume Collagen Washable	Black	675
108	1	071249149768	Double Extend Beauty Tubes	Blackest Black	575
109	1	071249149744	Double Extend Beauty Tubes	Black	570
110	1	071249194102	Voluminous False Lashes Mascara	Blackest Black	270
111	1	071249156339	Extra Volume Collagen Waterproof	Blackest Black	695

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