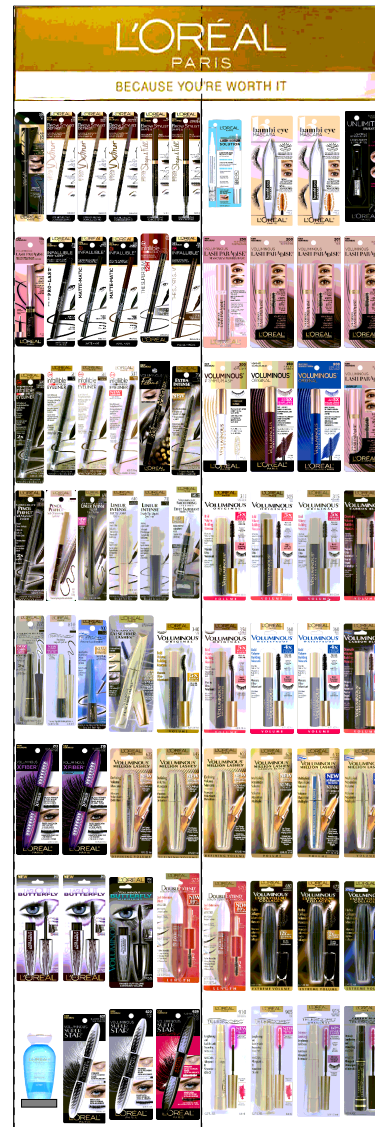


L'ORÉAL
PARIS

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 2020



Prepared by: Loreal CPD Category Management

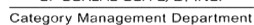
Door Count as of Print Date: 19

FULL WALL

Page: 1 of 7

Date : 30-Aug-2019

FILE: \\FSUSNAS18\\CPDNY_Group\\sales\\UKB\\LPCosmetics\\UKBReports\\2020\\Spring\\PENDING\\POGWAK0272C_1



2' X 72" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2020

FILE: \\FSUSNAS18\\CPDNY_Groups\\sales\\IKB\\LPCosmetics\\IKBReports\\2020\\Spring\\PENDING\\POG\\WAK0272C_1:

6" X 2' LOGO P

071249386033 Flash Cat Eye Liner 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
071249373132 Voluminous Lash Paradise Liquid Eyeliner Black	071249357248 Infallible Pro-Last Liner 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	071249336359 Voluminous Liner Noir Blackest Black	071249160114 Extra Intense Liquid Pencil Eyeliner Black
071249117682 Pencil Perfect Carbon Black Carbon Black	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	071249207000 Voluminous Smoldering Eyeliner Black
071249137086 Telescopic Carbon Black Liner Carbon Black	071249119990 Telescopic Eyeliner Black	071249161906 Telescopic Waterproof Eyeliner Black	071249194102 Voluminous False Lashes Mascara Blackest Black	071249019344 Voluminous Curved Brush Black	
071249363713 X-Fiber Mascara WSH Blackest Black WSH	071249363737 X-Fiber Mascara WTP Blackest Black WTP		071249187739 Voluminous Million Lashes Mascara Blackest Black	071249187722 Voluminous Million Lashes Mascara Black	
071249256718 Voluminous Butterfly Washable Mascara Blackest Black	071249256701 Voluminous Butterfly Washable Mascara Black		071249265932 Voluminous Butterfly Midnight Black Midnight Black	071249149768 Double Extend Beauty Tubes Blackest Black	
071249078525 Eye Makeup Remover Eye Makeup Remover	071249301494 Voluminous Superstar Mascara Blackest Black (WSH)		071249301500 Voluminous Superstar Mascara Black (WSH)	071249314104 Voluminous Superstar Red Carpet Extra Black	

NL-PEG WALL

071249385210 Lash Serum Solution	071249404324 Bambi Mascara WSH blackest black	071249404355 Bambi Mascara WTP blackest black	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	071249343272 Voluminous Lash Paradise WSH Black Brown
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	071249101919 Voluminous Carbon Black Carbon Black
071249019351 Voluminous Curved Brush Black Brown	071249006412 Voluminous Waterproof Black	071249006429 Voluminous Waterproof Black Brown	071249148792 Voluminous Waterproof Carbon Black Carbon Black
071249188125 Voluminous Million Lashes Mascara Black Brown	071249201770 Voluminous Million Lashes Carbon Carbon Black	071249195499 Voluminous Million Lashes Waterproof Masc Blackest Black	071249195482 Voluminous Million Lashes Waterproof Masc Black
071249149744 Double Extend Beauty Tubes Black	071249148822 Extra Volume Collagen Washable Blackest Black	071249148808 Extra Volume Collagen Washable Black	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.9/13/2019

ACCOUNT: WAKEFERN/SHOPRITE (PEG ONLY)

2' X 72" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2020

WAK0272C_IS20.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

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	071249386033	Flash Cat Eye Liner	Black	220
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	071249373132	Voluminous Lash Paradise Liquid Eyeliner	Black	115
8	1	071249357248	Infalible Pro-Last Liner	Black	930
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	071249336359	Voluminous Liner Noir	Blackest Black	300
18	1	071249160114	Extra Intense Liquid Pencil Eyeliner	Black	798
19	1	071249117682	Pencil Perfect Carbon Black	Carbon Black	190
20	1	071249082140	Pencil Perfect Eye Liner	Espresso	130
21	1	071249117675	Lineur Intense Felt Tip Liquid Eyeliner Carbon Black	Carbon Black	690
22	1	071249059128	Lineur Intense Felt Tip Liquid Eyeliner	Black Mica	610
23	1	071249855010	Lineur Intense Brush Tip Liquid Eyeliner	Black	710
24	1	071249207000	Voluminous Smoldering Eyeliner	Black	645
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	071249194102	Voluminous False Lashes Mascara	Blackest Black	270
29	1	071249019344	Voluminous Curved Brush	Black	340
30	1	071249363713	X-Fiber Mascara WSH	Blackest Black WSH	213
31	1	071249363737	X-Fiber Mascara WTP	Blackest Black WTP	215
32	1	071249187739	Voluminous Million Lashes Mascara	Blackest Black	635
33	1	071249187722	Voluminous Million Lashes Mascara	Black	645
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	071249149768	Double Extend Beauty Tubes	Blackest Black	575
39	1	071249301494	Voluminous Superstar Mascara	Blackest Black (WSH)	621
40	1	071249301500	Voluminous Superstar Mascara	Black (WSH)	622
41	1	071249314104	Voluminous Superstar Red Carpet	Extra Black	626

PEGBOARD 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	071249385210	Lash Serum Solution		0
43	1	071249404324	Bambi Mascara WSH	blackest black	400
44	1	071249404355	Bambi Mascara WTP	blackest black	405
45	1	071249335857	Unlimited	Blackest Black	235
46	1	071249376331	Voluminous Lash Paradise Primer	Pink Tinted Primer	250
47	1	071249343265	Voluminous Lash Paradise WSH	Blackest Black	200
48	1	071249343258	Voluminous Lash Paradise WSH	Black	201
49	1	071249343272	Voluminous Lash Paradise WSH	Black Brown	202

Prepared by: Loreal CPD Category Management

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FULL WALL

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POSITION REPORT

Category Mgmt. Dept.9/13/2019

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2' X 72" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2020

WAK0272C_IS20.psa

50	1	071249330265	Voluminous Primer	Primer	300
51	1	071249372029	Voluminous Straight Brush	Burgundy	950
52	1	071249345931	Voluminous Original Blue Mascara	Cobalt Blue	900
53	1	071249343326	Voluminous Lash Paradise WTP	Blackest Black	204
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	071249101919	Voluminous Carbon Black	Carbon Black	335
58	1	071249019351	Voluminous Curved Brush	Black Brown	350
59	1	071249006412	Voluminous Waterproof	Black	360
60	1	071249006429	Voluminous Waterproof	Black Brown	365
61	1	071249148792	Voluminous Waterproof Carbon Black	Carbon Black	395
62	1	071249188125	Voluminous Million Lashes Mascara	Black Brown	655
63	1	071249201770	Voluminous Million Lashes Carbon	Carbon Black	620
64	1	071249195499	Voluminous Million Lashes Waterproof Masc	Blackest Black	630
65	1	071249195482	Voluminous Million Lashes Waterproof Masc	Black	670
66	1	071249149744	Double Extend Beauty Tubes	Black	570
67	1	071249148822	Extra Volume Collagen Washable	Blackest Black	680
68	1	071249148808	Extra Volume Collagen Washable	Black	675
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

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FULL WALL

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