

L'ORÉAL®
PARIS

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

ACCOUNT: WAKEFERN/SHOPRITE (UNLIT ECLIPSE WALL)

4' X 58" L'OREAL COSMETICS LAYOUT - SPRING 2020



Prepared by: Loreal CPD Category Management

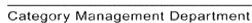
Door Count as of Print Date: 1

FULL WALL

Page: 1 of 12

Date : 13-Sep-2019

FILE: \\FSUSNAS18\CPDNY_Group\sales\UKB\LPCosmetics\UKBReports\2020\Spring\PENDING\POGWAK0458ECI



4' X 58" L'OREAL COSMETICS LAYOUT - SPRING 2020

FILE: \\FSUSNAS18\CPDNY_Groups\sales\IKB\LPCosmetics\IKBReports\2020\Spring\PENDING\POG\WAK0458EC

	071249210130 Magic Lumi Highlighter Fair	071249210147 Magic Lumi Highlighter Light	071249210154 Magic Lumi Highlighter Medium	071249236390 Magic Lumi Highlighter Deep	071249217436 Magic Lumi Light Infusing Primer Primer				071249173169 Magic Perfecting Base Face Primer Magic Perfecting Base		
MGC FMLY CMBO W/ 4 HGLGHTR TRY 1.1 UNLIT**											
071249017456 True Match Blush Barely Blushing			071249017487 True Match Blush Innocent Flush			071249017500 True Match Blush Baby Blossom				071249017517 True Match Blush Tender Rose	
FOOD TM BLSH TRY 1.1 UNLIT **											
071249340219 Infallible Blend Artist - Foundation Blender *	071249361504 Infallible Pro-Primer Infallible Matte-Lock Primer		071249361511 Infallible Pro-Primer Infallible Glow-Lock Primer			071249349038 Infallible Pro-Matte Setting Powder Translucent			071249294055 Infallible Pro-Spray & Set Makeup Extender Setting Spray Pro-Mist & Set Makeup Extender Setting Spray		
INF BLND ART, PRO-PRMR, PWDR & SPRAY TRY 1.1 UNLIT **											
071249292990 Infallible Pro-Matte Foundation Classic Ivory	071249293003 Infallible Pro-Matte Foundation Shell Beige		071249293027 Infallible Pro-Matte Foundation Natural Buff		071249293034 Infallible Pro-Matte Foundation Golden Beige		071249293041 Infallible Pro-Matte Foundation Natural Beige		071249293058 Infallible Pro-Matte Foundation Sun Beige		
INF PRO-MATTE FNDTN TRY 1.1 UNLIT **											
071249256206 Colour Riche Lipcolour	071249045701 Colour Riche Lipcolour	071249083352 Colour Riche Lipcolour	071249074534 Colour Riche Lipcolour	071249256220 Colour Riche Lipcolour	071249256237 Colour Riche Lipcolour	071249256244 Colour Riche Lipcolour	071249074541 Colour Riche Lipcolour	071249045855 Colour Riche Lipcolour	071249045824 Colour Riche Lipcolour	071249256251 Colour Riche Lipcolour	071249256268 Colour Riche Lipcolour
CR LIP TRY 1.3 UNLT **											
071249256275 Colour Riche Lipcolour	071249045633 Colour Riche Lipcolour	071249083376 Colour Riche Lipcolour	071249045640 Colour Riche Lipcolour	071249083727 Colour Riche Lipcolour	071249074558 Colour Riche Lipcolour	071249216385 Colour Riche Lipcolour	071249074527 Colour Riche Lipcolour	071249083321 Colour Riche Lipcolour	071249045787 Colour Riche Lipcolour	071249045770 Colour Riche Lipcolour	071249083765 Colour Riche Lipcolour
CR LIP TRY 2.3 UNLT **											
071249083291 Colour Riche Lipcolour	071249045664 Colour Riche Lipcolour	071249045992 Colour Riche Lipcolour	071249045961 Colour Riche Lipcolour	071249045657 Colour Riche Lipcolour	071249046012 Colour Riche Lipcolour	071249046029 Colour Riche Lipcolour	071249083512 Colour Riche Lipcolour	071249045954 Colour Riche Lipcolour	071249045930 Colour Riche Lipcolour	071249045923 Colour Riche Lipcolour	071249045947 Colour Riche Lipcolour
CR LIP TRY 3.3 UNLT **											
071249135365 Infallible Lip Gloss Blush	071249135280 Infallible Lip Gloss Petal	071249135433 Infallible Lip Gloss Coral Sands	071249135297 Infallible Lip Gloss Sunset	071249135372 Infallible Lip Gloss Bloom	071249135396 Infallible Lip Gloss Modern Mauve	071249216040 Infallible Lip Gloss Glistening Berry	071249135419 Infallible Lip Gloss Sangria	071249135402 Infallible Lip Gloss Undeniable Mauve	071249135358 Infallible Lip Gloss Truffle	071249135341 Infallible Lip Gloss Dulce de Leche	071249135334 Infallible Lip Gloss Barely Nude
INF LIP GLS TRY 1.1 (OPT MIX) UNLT **											

CLPS BRCKT

4' LP 4" HD

		071249306925 Colour Riche Monos	071249306970 Colour Riche Monos		071249306987 Colour Riche Monos		071249306994 Colour Riche Monos		071249307021 Colour Riche Monos		
		071249307045 Colour Riche Monos	071249307052 Colour Riche Monos		071249307076 Colour Riche Monos		071249306949 Colour Riche Monos		071249306956 Colour Riche Monos		
CR MONOS SHDW 2-TIER TRY 1.1 UNLIT **											
			071249238431 True Match Crayon Concealer Fair/Light Warm	071249238424 True Match Crayon Concealer Fair/Light Neutral		071249238462 True Match Crayon Concealer Light/Medium Warm		071249238455 True Match Crayon Concealer Light/Medium Neutral		071249238486 True Match Crayon Concealer Medium/Deep Warm	
TM CRYN CNCLR TRY 1.1 UNLIT **											
071249078549 True Match Liquid Foundation Porcelain		071249078563 True Match Liquid Foundation Light Ivory		071249078600 True Match Liquid Foundation Nude Beige		071249078631 True Match Liquid Foundation Natural Beige		071249078648 True Match Liquid Foundation Sand Beige		071249078686 True Match Liquid Foundation Sun Beige	
								071249078570 True Match Liquid Foundation Soft Ivory		071249078587 True Match Liquid Foundation Classic Ivory	
FOOD TM LIQ FNDTN TRAY 1.2 UNLIT **											
071249078624 True Match Liquid Foundation Natural Buff		071249078662 True Match Liquid Foundation Buff Beige		071249078693 True Match Liquid Foundation True Beige		071249078723 True Match Liquid Foundation Honey Beige		071249078556 True Match Liquid Foundation Alabaster		071249078594 True Match Liquid Foundation Natural Ivory	
								071249078617 True Match Liquid Foundation Creamy Natural		071249078679 True Match Liquid Foundation Classic Beige	
FOOD TM LIQ FNDTN TRAY 2.2 UNLIT **											
071249016411 True Match Powder Porcelain			071249016428 True Match Powder Light Ivory			071249016435 True Match Powder Nude Beige			071249016442 True Match Powder Natural Beige		
071249017173 True Match Powder Soft Ivory			071249017180 True Match Powder Classic Ivory			071249017197 True Match Powder Natural Buff			071249017227 True Match Powder Buff Beige		
TM PWDR 2T TRY 1.1 EW UNLIT FOOD **											
4HK XTR VOL CLGN WSBL HKBR UNLIT (ALT) **											
071249148822 Extra Volume Collagen Washable Blackest Black			071249148808 Extra Volume Collagen Washable Black			071249156339 Extra Volume Collagen Waterproof Blackest Black			071249301494 Voluminous Superstar Mascara Blackest Black (WSH)		
3HK EMR SINGLE TRY HOOKBAR UNLIT (ALT) **											
071249078525 Eye Makeup Remover Eye Makeup Remover		071249149768 Double Extend Beauty Tubes Blackest Black				071249149744 Double Extend Beauty Tubes Black				071249104743 Telescopic Mascara Blackest Black	

DR-UNLT **

FLASH CAT EYE LNR 4X12 **

6HK FLASH CAT EYE LNR HKBR UNLIT (ALT) **					
071249386033 Flash Cat Eye Liner Black	071249357248 Infallible Pro-Last Liner Black	071249314876 Brow Stylist: Definer Blonde	071249314883 Brow Stylist: Definer Brunette	071249314890 Brow Stylist: Definer Dark Brunette	071249350300 Brow Stylist Shape & Fill Brunette
6HK INF LW LNR HKBR UNLIT (ALT) **					
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	071249306376 Infallible Eye: Matte Matic Liner Black
6HK PNCL PRFT HKBR UNLIT (ALT) **					
071249117682 Pencil Perfect Carbon Black Carbon Black	071249082140 Pencil Perfect Eye Liner Espresso	071249137086 Telescopic Carbon Black Liner Carbon Black	071249119990 Telescopic Eyeliner Black	071249161906 Telescopic Waterproof Eyeliner Black	071249160114 Extra Intense Liquid Pencil Eyeliner Black
5HK LIN INT BRUSH TIP HKBR UNLIT (ALT) **					
071249207000 Voluminous Smoldering Eyeliner Black	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	071249363713 X-Fiber Mascara WSH Blackest Black WSH	
4HK VLMNS BTRFLY MSCR HKBR UNLIT (ALT) **					
071249301500 Voluminous Superstar Mascara Black (WSH)	071249314104 Voluminous Superstar Red Carpet Extra Black	071249256718 Voluminous Butterfly Washable Mascara Blackest Black	071249256701 Voluminous Butterfly Washable Mascara Black		
4HK TLSCPC HKBR UNLIT (ALT) **					
071249104729 Telescopic Mascara Black	071249104736 Telescopic Mascara Black Brown	071249137093 Telescopic Carbon Black Mascara Carbon Black	071249194102 Voluminous False Lashes Mascara Blackest Black		

VLMNS LSH PRDS MSCR STORY: MSCR & PRMR 4X12 **			
071249385210 Lash Serum Solution	4HK BAMBI MSCR HKBR UNLIT (ALT) ** 071249404324 Bambi Mascara WSH blackest black	071249335857 Unlimited Blackest Black	071249376331 Voluminous Lash Paradise Primer Pink Tinted Primer
071249343265 Voluminous Lash Paradise WSH Blackest Black	4HK VLMNS LSH PRDS MSCR (WSH) HKBR UNLIT (ALT) ** 071249343258 Voluminous Lash Paradise WSH Black	071249343272 Voluminous Lash Paradise WSH Black Brown	071249343326 Voluminous Lash Paradise WTP Blackest Black
071249330265 Voluminous Primer Primer	4HK VLMNS MSCR PRIMER HKBR 4HK (ALT) UNLIT ** 071249345931 Voluminous Original Blue Mascara Cobalt Blue	071249019344 Voluminous Curved Brush Black	071249019351 Voluminous Curved Brush Black Brown
071249059098 Voluminous Straight Brush Blackest Black	4HK VLMNS MSCR HKBR UNLIT (ALT) ** 071249749012 Voluminous Straight Brush Black	071249669020 Voluminous Straight Brush Black Brown	071249101919 Voluminous Carbon Black Carbon Black
071249265932 Voluminous Butterfly Midnight Black Midnight Black	4HK VLMNS WP HKBR UNLIT (ALT) ** 071249006412 Voluminous Waterproof Black	071249006429 Voluminous Waterproof Black Brown	071249148792 Voluminous Waterproof Carbon Black Carbon Black
071249187739 Voluminous Million Lashes Mascara Blackest Black	4HK VLMNS MIL LSHES HKBR UNLIT (ALT) ** 071249187722 Voluminous Million Lashes Mascara Black	071249188125 Voluminous Million Lashes Mascara Black Brown	071249195482 Voluminous Million Lashes Waterproof Masc Black

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POSITION REPORT

Category Mgmt. Dept.9/13/2019

ACCOUNT: WAKEFERN/SHOPRITE (UNLIT ECLIPSE WALL)

4' X 58" L'OREAL COSMETICS LAYOUT - SPRING 2020

WAK0458ECUL_IS20.psa

MGC FMLY CMBO W/ 4 HGHLGHTR TRY 1.1 UNLIT**						Height = 1.50 in; Width = 12.00 in; Depth = 8.00 in	
Loc. ID	Facings	UPC	Description	Shade	Plano Code		
1	1	071249210130	Magic Lumi Highlighter	Fair	860		
2	1	071249210147	Magic Lumi Highlighter	Light	862		
3	1	071249210154	Magic Lumi Highlighter	Medium	864		
4	1	071249236390	Magic Lumi Highlighter	Deep	866		
5	1	071249217436	Magic Lumi Light Infusing Primer	Primer	896		
6	1	071249173169	Magic Perfecting Base Face Primer	Magic Perfecting Base	890		

FOOD TM BLSH TRY 1.1 UNLIT **				Height = 1.50 in; Width = 12.00 in; Depth = 8.75 in	
Loc. ID	Facings	UPC	Description	Shade	Plano Code
7	1	071249017456	True Match Blush	Barely Blushing	W3-4
8	1	071249017487	True Match Blush	Innocent Flush	N3-4
9	1	071249017500	True Match Blush	Baby Blossom	C1-2
10	1	071249017517	True Match Blush	Tender Rose	C3-4

INF BLND ART, PRO-PRMR, PWDR & SPRAY TRY 1.1 UNL... Height = 1.50 in; Width = 12.00 in; Depth = 8.00 in					
Loc. ID	Facings	UPC	Description	Shade	Plano Code
11	1	071249340219	Infalible Blend Artist - Foundation Blender	-	101
12	1	071249361504	Infalible Pro-Primer	Infalible Matte-Lock Primer	120
13	1	071249361511	Infalible Pro-Primer	Infalible Glow-Lock Primer	130
14	1	071249349038	Infalible Pro-Matte Setting Powder	Translucent	610
15	1	071249294055	Infalible Pro-Spray & Set Makeup Extender Setting Sprav	Pro-Mist & Set Makeup Extender Setting Sprav	215

INF PRO-MATTE FNDTN TRY 1.1 UNLIT **				Height = 1.50 in; Width = 12.00 in; Depth = 8.00 in	
Loc. ID	Facings	UPC	Description	Shade	Plano Code
16	1	071249292990	Infalible Pro-Matte Foundation	Classic Ivory	101
17	1	071249293003	Infalible Pro-Matte Foundation	Shell Beige	102
18	1	071249293027	Infalible Pro-Matte Foundation	Natural Buff	103
19	1	071249293034	Infalible Pro-Matte Foundation	Golden Beige	104
20	1	071249293041	Infalible Pro-Matte Foundation	Natural Beige	105
21	1	071249293058	Infalible Pro-Matte Foundation	Sun Beige	106

CR LIP TRY 1.3 UNLT **			Height = 1.50 in; Width = 12.00 in; Depth = 8.75 in		
Loc. ID	Facings	UPC	Description	Shade	Plano Code
22	1	071249256206	Colour Riche Lipcolour	Ballerina Shoes	135
23	1	071249045701	Colour Riche Lipcolour	Mauved	140
24	1	071249083352	Colour Riche Lipcolour	Tickled Pink	165
25	1	071249074534	Colour Riche Lipcolour	Peony Pink	580
26	1	071249256220	Colour Riche Lipcolour	Pink Flamingo	180
27	1	071249256237	Colour Riche Lipcolour	Miss Magenta	185
28	1	071249256244	Colour Riche Lipcolour	Wisteria Rose	251
29	1	071249074541	Colour Riche Lipcolour	Blushing Berry	590
30	1	071249045855	Colour Riche Lipcolour	Mica	620
31	1	071249045824	Colour Riche Lipcolour	Saucy Mauve	560
32	1	071249256251	Colour Riche Lipcolour	Everbloom	254
33	1	071249256268	Colour Riche Lipcolour	Raspberry Rush	260

CR LIP TRY 2.3 UNLT **						Height = 1.50 in; Width = 12.00 in; Depth = 8.75 in		
Loc. ID	Facings	UPC	Description	Shade	Plano Code			
34	1	071249256275	Colour Riche Lipcolour	Fresh as a Rose	262			
35	1	071249045633	Colour Riche Lipcolour	Classic Wine	752			
36	1	071249083376	Colour Riche Lipcolour	Sugar Plum	754			
37	1	071249045640	Colour Riche Lipcolour	Spiced Cider	755			
38	1	071249083727	Colour Riche Lipcolour	Divine Wine	762			
39	1	071249074558	Colour Riche Lipcolour	Raisin Rapture	892			

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FULL WALL

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POSITION REPORT

Category Mgmt. Dept.9/13/2019

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4' X 58" L'OREAL COSMETICS LAYOUT - SPRING 2020

WAK0458ECUL_IS20.psa

40	1	071249216385	Colour Riche Lipcolour	Golden Grape	788
41	1	071249074527	Colour Riche Lipcolour	Peach Fuzz	417
42	1	071249083321	Colour Riche Lipcolour	Tropical Coral	444
43	1	071249045787	Colour Riche Lipcolour	Volcanic	410
44	1	071249045770	Colour Riche Lipcolour	British Red	350
45	1	071249083765	Colour Riche Lipcolour	True Red	315

CR LIP TRY 3.3 UNLT ** Height = 1.50 in; Width = 12.00 in; Depth = 8.75 in					
Loc. ID	Facings	UPC	Description	Shade	Plano Code
46	1	071249083291	Colour Riche Lipcolour	Fairest Nude	800
47	1	071249045664	Colour Riche Lipcolour	Toasted Almond	843
48	1	071249045992	Colour Riche Lipcolour	Brazil Nut	850
49	1	071249045961	Colour Riche Lipcolour	Nature's Blush	840
50	1	071249045657	Colour Riche Lipcolour	Cinnamon Toast	839
51	1	071249046012	Colour Riche Lipcolour	Sunwash	857
52	1	071249046029	Colour Riche Lipcolour	Spice	860
53	1	071249083512	Colour Riche Lipcolour	Golden Splendor	805
54	1	071249045954	Colour Riche Lipcolour	Bronze Coin	835
55	1	071249045930	Colour Riche Lipcolour	Sandstone	810
56	1	071249045923	Colour Riche Lipcolour	Silverstone	760
57	1	071249045947	Colour Riche Lipcolour	Bronzine	825

INF LIP GLS TRY 1.1 (OPT MIX) UNLT ** Height = 1.50 in; Width = 12.00 in; Depth = 8.75 in					
Loc. ID	Facings	UPC	Description	Shade	Plano Code
58	1	071249135365	Infalible Lip Gloss	Blush	115
59	1	071249135280	Infalible Lip Gloss	Petal	105
60	1	071249135433	Infalible Lip Gloss	Coral Sands	405
61	1	071249135297	Infalible Lip Gloss	Sunset	415
62	1	071249135372	Infalible Lip Gloss	Bloom	125
63	1	071249135396	Infalible Lip Gloss	Modern Mauve	505
64	1	071249216040	Infalible Lip Gloss	Glistening Berry	240
65	1	071249135419	Infalible Lip Gloss	Sangria	705
66	1	071249135402	Infalible Lip Gloss	Undeniable Mauve	515
67	1	071249135358	Infalible Lip Gloss	Truffle	835
68	1	071249135341	Infalible Lip Gloss	Dulce de Leche	825
69	1	071249135334	Infalible Lip Gloss	Barely Nude	815

CR MONOS SHDW 2-TIER TRY 1.1 UNLIT ** Height = 1.50 in; Width = 12.00 in; Depth = 8.00 in					
Loc. ID	Facings	UPC	Description	Shade	Plano Code
70	1	071249306925	Colour Riche Monos	Paris Beach	200
71	1	071249306970	Colour Riche Monos	Mademoiselle Pink	206
72	1	071249306987	Colour Riche Monos	Little Beige Dress	201
73	1	071249306994	Colour Riche Monos	Pain Au Chocolat	207
74	1	071249307021	Colour Riche Monos	Violet Beaute	208
75	1	071249307045	Colour Riche Monos	Argentic	210
76	1	071249307052	Colour Riche Monos	Grand Bleu	211
77	1	071249307076	Colour Riche Monos	Green Promenade	212
78	1	071249306949	Colour Riche Monos	Cafe Au Lait	203
79	1	071249306956	Colour Riche Monos	Quartz Fume	204

TM CRYN CNCLR TRY 1.1 UNLIT ** Height = 1.50 in; Width = 12.00 in; Depth = 8.00 in					
Loc. ID	Facings	UPC	Description	Shade	Plano Code
80	1	071249238431	True Match Crayon Concealer	Fair/Light Warm	W123
81	1	071249238424	True Match Crayon Concealer	Fair/Light Neutral	N123
82	1	071249238462	True Match Crayon Concealer	Light/Medium Warm	W45
83	1	071249238455	True Match Crayon Concealer	Light/Medium Neutral	N45
84	1	071249238486	True Match Crayon Concealer	Medium/Deep Warm	W678

Prepared by: Loreal CPD Category Management

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FULL WALL

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85	1	071249248805	True Match Crayon Concealer	Medium/Deep Neutral	N678
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FOOD TM LIQ FNDTN TRAY 1.2 UNLIT ** Height = 1.50 in; Width = 12.00 in; Depth = 8.75 in					
Loc. ID	Facings	UPC	Description	Shade	Plano Code
86	1	071249078549	True Match Liquid Foundation	Porcelain	W1
87	1	071249078563	True Match Liquid Foundation	Light Ivory	W2
88	1	071249078600	True Match Liquid Foundation	Nude Beige	W3
89	1	071249078631	True Match Liquid Foundation	Natural Beige	W4
90	1	071249078648	True Match Liquid Foundation	Sand Beige	W5
91	1	071249078686	True Match Liquid Foundation	Sun Beige	W6
92	1	071249078570	True Match Liquid Foundation	Soft Ivory	N1
93	1	071249078587	True Match Liquid Foundation	Classic Ivory	N2

FOOD TM LIQ FNDTN TRAY 2.2 UNLIT ** Height = 1.50 in; Width = 12.00 in; Depth = 8.75 in					
Loc. ID	Facings	UPC	Description	Shade	Plano Code
94	1	071249078624	True Match Liquid Foundation	Natural Buff	N3
95	1	071249078662	True Match Liquid Foundation	Buff Beige	N4
96	1	071249078693	True Match Liquid Foundation	True Beige	N5
97	1	071249078723	True Match Liquid Foundation	Honey Beige	N6
98	1	071249078556	True Match Liquid Foundation	Alabaster	C1
99	1	071249078594	True Match Liquid Foundation	Natural Ivory	C2
100	1	071249078617	True Match Liquid Foundation	Creamy Natural	C3
101	1	071249078679	True Match Liquid Foundation	Classic Beige	C5

TM PWDR 2T TRY 1.1 EW UNLIT FOOD ** Height = 1.50 in; Width = 12.00 in; Depth = 8.75 in					
Loc. ID	Facings	UPC	Description	Shade	Plano Code
102	1	071249016411	True Match Powder	Porcelain	W1
103	1	071249016428	True Match Powder	Light Ivory	W2
104	1	071249016435	True Match Powder	Nude Beige	W3
105	1	071249016442	True Match Powder	Natural Beige	W4
106	1	071249017173	True Match Powder	Soft Ivory	N1
107	1	071249017180	True Match Powder	Classic Ivory	N2
108	1	071249017197	True Match Powder	Natural Buff	N3
109	1	071249017227	True Match Powder	Buff Beige	N4

4HK XTR VOL CLGN WBSL HKBR UNLIT (ALT) ** Height = 1.50 in; Width = 12.00 in; Depth = 8.75 in					
Loc. ID	Facings	UPC	Description	Shade	Plano Code
110	1	071249148822	Extra Volume Collagen Washable	Blackest Black	680
111	1	071249148808	Extra Volume Collagen Washable	Black	675
112	1	071249156339	Extra Volume Collagen Waterproof	Blackest Black	695
113	1	071249301494	Voluminous Superstar Mascara	Blackest Black (WSH)	621

3HK EMR SINGLE TRY HOOKBAR UNLIT (ALT) ** Height = 1.50 in; Width = 12.00 in; Depth = 8.75 in					
Loc. ID	Facings	UPC	Description	Shade	Plano Code
114	1	071249078525	Eye Makeup Remover	Eye Makeup Remover	001
115	1	071249149768	Double Extend Beauty Tubes	Blackest Black	575
116	1	071249149744	Double Extend Beauty Tubes	Black	570
117	1	071249104743	Telescopic Mascara	Blackest Black	910

6HK FLASH CAT EYE LNR HKBR UNLIT (ALT) ** Height = 1.50 in; Width = 12.00 in; Depth = 8.75 in					
Loc. ID	Facings	UPC	Description	Shade	Plano Code
118	1	071249386033	Flash Cat Eye Liner	Black	220
119	1	071249357248	Infalible Pro-Last Liner	Black	930
120	1	071249314876	Brow Stylist: Definer	Blonde	388
121	1	071249314883	Brow Stylist: Definer	Brunette	389
122	1	071249314890	Brow Stylist: Definer	Dark Brunette	390

Prepared by: Loreal CPD Category Management

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POSITION REPORT

Category Mgmt. Dept.9/13/2019

ACCOUNT: WAKEFERN/SHOPRITE (UNLIT ECLIPSE WALL)

4' X 58" L'OREAL COSMETICS LAYOUT - SPRING 2020

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123	1	071249350300	Brow Stylist Shape & Fill	Brunette	415
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6HK INF LW LNR HKBR UNLIT (ALT) ** Height = 1.50 in; Width = 12.00 in; Depth = 8.75 in					
Loc. ID	Facings	UPC	Description	Shade	Plano Code
124	1	071249238912	Infalible The Super Slim Liner	Black	400
125	1	071249350126	Infalible The Super Slim Liner	Brown	401
126	1	071249152416	Infalible Eyeliner Carbon Black	Carbon Black	591
127	1	071249145234	Infalible Long Wear Eyeliner	Black	511
128	1	071249145241	Infalible Long Wear Eyeliner	Black Brown	581
129	1	071249306376	Infalible Eye: Matte Matic Liner	Black	512

6HK PNCL PRFT HKBR UNLIT (ALT) ** Height = 1.50 in; Width = 12.00 in; Depth = 8.75 in					
Loc. ID	Facings	UPC	Description	Shade	Plano Code
130	1	071249117682	Pencil Perfect Carbon Black	Carbon Black	190
131	1	071249082140	Pencil Perfect Eye Liner	Espresso	130
132	1	071249137086	Telescopic Carbon Black Liner	Carbon Black	835
133	1	071249119990	Telescopic Eyeliner	Black	810
134	1	071249161906	Telescopic Waterproof Eyeliner	Black	800
135	1	071249160114	Extra Intense Liquid Pencil Eyeliner	Black	798

5HK LIN INT BRUSH TIP HKBR UNLIT (ALT) ** Height = 1.50 in; Width = 12.00 in; Depth = 8.75 in					
Loc. ID	Facings	UPC	Description	Shade	Plano Code
136	1	071249207000	Voluminous Smoldering Eyeliner	Black	645
137	1	071249855010	Lineur Intense Brush Tip Liquid Eyeliner	Black	710
138	1	071249117675	Lineur Intense Felt Tip Liquid Eyeliner Carbon Black	Carbon Black	690
139	1	071249059128	Lineur Intense Felt Tip Liquid Eyeliner	Black Mica	610
140	1	071249363713	X-Fiber Mascara WSH	Blackest Black WSH	213

4HK VLMNS BTRFLY MSCR HKBR UNLIT (ALT) ** Height = 1.50 in; Width = 12.00 in; Depth = 8.75 in					
Loc. ID	Facings	UPC	Description	Shade	Plano Code
141	1	071249301500	Voluminous Superstar Mascara	Black (WSH)	622
142	1	071249314104	Voluminous Superstar Red Carpet	Extra Black	626
143	1	071249256718	Voluminous Butterfly Washable Mascara	Blackest Black	868
144	1	071249256701	Voluminous Butterfly Washable Mascara	Black	867

4HK TLSCPC HKBR UNLIT (ALT) ** Height = 1.50 in; Width = 12.00 in; Depth = 8.75 in					
Loc. ID	Facings	UPC	Description	Shade	Plano Code
145	1	071249104729	Telescopic Mascara	Black	905
146	1	071249104736	Telescopic Mascara	Black Brown	915
147	1	071249137093	Telescopic Carbon Black Mascara	Carbon Black	935
148	1	071249194102	Voluminous False Lashes Mascara	Blackest Black	270

4HK BAMBI MSCR HKBR UNLIT (ALT) ** Height = 1.50 in; Width = 12.00 in; Depth = 8.75 in					
Loc. ID	Facings	UPC	Description	Shade	Plano Code
149	1	071249385210	Lash Serum Solution	—	0
150	1	071249404324	Bambi Mascara WSH	blackest black	400
151	1	071249335857	Unlimited	Blackest Black	235
152	1	071249376331	Voluminous Lash Paradise Primer	Pink Tinted Primer	250

4HK VLMNS LSH PRDS MSCR (WSH) HKBR UNLIT (ALT) ** Height = 1.50 in; Width = 12.00 in; Depth = 8.75 in					
Loc. ID	Facings	UPC	Description	Shade	Plano Code
153	1	071249343265	Voluminous Lash Paradise WSH	Blackest Black	200
154	1	071249343258	Voluminous Lash Paradise WSH	Black	201
155	1	071249343272	Voluminous Lash Paradise WSH	Black Brown	202
156	1	071249343326	Voluminous Lash Paradise WTP	Blackest Black	204

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POSITION REPORT

Category Mgmt. Dept.9/13/2019

ACCOUNT: WAKEFERN/SHOPRITE (UNLIT ECLIPSE WALL)

4' X 58" L'OREAL COSMETICS LAYOUT - SPRING 2020

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4HK VLMNS MSCR HKBR UNLIT (ALT) ** Height = 1.50 in; Width = 12.00 in; Depth = 8.75 in					
Loc. ID	Facings	UPC	Description	Shade	Plano Code
157	1	071249330265	Voluminous Primer	Primer	300
158	1	071249345931	Voluminous Original Blue Mascara	Cobalt Blue	900
159	1	071249019344	Voluminous Curved Brush	Black	340
160	1	071249019351	Voluminous Curved Brush	Black Brown	350

4HK VLMNS MSCR HKBR UNLIT (ALT) ** Height = 1.50 in; Width = 12.00 in; Depth = 8.75 in					
Loc. ID	Facings	UPC	Description	Shade	Plano Code
161	1	071249059098	Voluminous Straight Brush	Blackest Black	310
162	1	071249749012	Voluminous Straight Brush	Black	305
163	1	071249669020	Voluminous Straight Brush	Black Brown	315
164	1	071249101919	Voluminous Carbon Black	Carbon Black	335

4HK VLMNS WP HKBR UNLIT (ALT) ** Height = 1.50 in; Width = 12.00 in; Depth = 8.75 in					
Loc. ID	Facings	UPC	Description	Shade	Plano Code
165	1	071249265932	Voluminous Butterfly Midnight Black	Midnight Black	872
166	1	071249006412	Voluminous Waterproof	Black	360
167	1	071249006429	Voluminous Waterproof	Black Brown	365
168	1	071249148792	Voluminous Waterproof Carbon Black	Carbon Black	395

4HK VLMNS MIL LSHES HKBR UNLIT (ALT) ** Height = 1.50 in; Width = 12.00 in; Depth = 8.75 in					
Loc. ID	Facings	UPC	Description	Shade	Plano Code
169	1	071249187739	Voluminous Million Lashes Mascara	Blackest Black	635
170	1	071249187722	Voluminous Million Lashes Mascara	Black	645
171	1	071249188125	Voluminous Million Lashes Mascara	Black Brown	655
172	1	071249195482	Voluminous Million Lashes Waterproof Masc	Black	670

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