



PLANO STANDARD

1H21 Almay 01X72 CARDED PLANOGRAM

1 309978588016 MULTI-BENEFIT
MASCARA NWP 7243459001 BLACKEST
BLACK 501

2 309978588023 MULTI-BENEFIT
MASCARA NWP 7243459002 BLACK 502

3 309978588030 MULTI-BENEFIT
MASCARA NWP 7243459003
BLACK/BROWN 503

4 309978590033 MULTI-BENEFIT
MASCARA WP 7243484002 BLACK 504

5 077379137132 THICKENING MASCARA
7243528001 BLACKEST BLACK 401

6 077379117707 THICKENING MASCARA
7243528002 BLACK 402

7 077379117714 THICKENING MASCARA
7243528003 BLACK/BROWN 403

8 309973759015 THICKENING MASCARA
WP 7243532002 BLACK 421

9 309970143022 LENGTH & LIFT
MASCARA™ 7257548001 BLACKEST BLACK
010

10 309970143039 LENGTH & LIFT
MASCARA™ 7257548002 BLACK 020

11 309970135461 ALL-DAY
INTENSE GEL EYELINER™
7256907002 RICH BLACK 110

12 309970135492 ALL-DAY
INTENSE GEL EYELINER™
7256907005 DEEP
CHESTNUT 140

13 309970135454 ALL-DAY
INTENSE GEL EYELINER™
7256907001 ALL-DAY GREY
100

14 309972713018 EYELINER
7258480001 BLACK 206

15 309976799025 EYELINER
7258480002 BLACK/BROWN
209

16 309972713025 EYELINER
7258480003 BROWN 208

17 309979590032 EYELINER
7258480004 BLACK PEARL 210

18 309979590049 EYELINER
7258480005 BLACK RAISIN
211

19 309979640010 PEN
EYELINER 7243560001
BLACK 208

20 309970050610 INTENSE LIQUID
EYELINER 7247142001 BLACK PEARL
223

21 309970050627 INTENSE LIQUID
EYELINER 7247142002 BROWN
TOPAZ 224

22 309970050597 EYELINER
7258480006 BLACK
AMETHYST 205

23 309970050603 EYELINER
7258480007 BROWN TOPAZ
207

24 309979640027 PEN
EYELINER 7243560002
BROWN 209

GRP#:

Part A: ; Part B:

25 309975045017 LIQUID EYELINER
7243433001 BLACK 221

26 309975045024 LIQUID EYELINER
7243433002 BROWN 222

27 309979637010 BROW
PENCIL 7243489001 DARK
BLONDE 801

28 309979637027 BROW
PENCIL 7243489002
BRUNETTE 802

29 309970173012 BROW STYLER
7244180001 LIGHT BROWN 010

30 309970173029 BROW STYLER
7244180002 MEDIUM BROWN 020

31 309970173043 BROW STYLER
7244180004 CLEAR 040

32 309970041090 BROW
PENCIL 7243489803
UNIVERSAL TAUPE 803

33 309973757011 SMART SHADE
CONCEALER 7244338001 MY BEST LIGHT
010

34 309973757028 SMART SHADE
CONCEALER 7244338002 LIGHT MEDIUM,
MINE 020

35 309976038018 PRESSED POWDER
7244337001 MY BEST LIGHT 100

36 309976038025 PRESSED POWDER
7244337002 LIGHT MEDIUM, MINE 200

37 309976768014 CLEAR
COMPLEXION CONCEALER
7241155001 LIGHT 100

38 309976882017 CLEAR COMPLEXION PRESSED
POWDER 7244083001 LIGHT 100

39 309976882024 CLEAR COMPLEXION PRESSED
POWDER 7244083002 LIGHT/MEDIUM 200

40 309976768021 CLEAR
COMPLEXION CONCEALER
7241003002 LIGHT/MEDIUM 200

41 309970078058 BIODEGRADABLE CLEAR COMPLEXION MAKEUP
REMOVER CLEANSING TOWELETTES™ 7256554000 N/A N/A

42 309970078041 BIODEGRADABLE LONGWEAR MAKEUP REMOVER
CLEANSING TOWELETTES™ 7255784000 N/A N/A

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1 309978588016 MULTI-BENEFIT MASCARA NWP 7243459001 BLACKEST BLACK 501	2 309978588023 MULTI-BENEFIT MASCARA NWP 7243459002 BLACK 502	3 309978588030 MULTI-BENEFIT MASCARA NWP 7243459003 BLACK/BROWN 503	4 309978590033 MULTI-BENEFIT MASCARA WP 7243484002 BLACK 504		
5 077379137132 THICKENING MASCARA 7243528001 BLACKEST BLACK 401	6 077379117707 THICKENING MASCARA 7243528002 BLACK 402	7 077379117714 THICKENING MASCARA 7243528003 BLACK/BROWN 403	8 309973759015 THICKENING MASCARA WP 7243532002 BLACK 421		
9 309970143022 LENGTH & LIFT MASCARA™ 7257548001 BLACKEST BLACK 010	10 309970143039 LENGTH & LIFT MASCARA™ 7257548002 BLACK 020	11 309970135461 ALL-DAY INTENSE GEL EYELINER™ 7256907002 RICH BLACK 110	12 309970135492 ALL-DAY INTENSE GEL EYELINER™ 7256907005 DEEP CHESTNUT 140	13 309970135454 ALL-DAY INTENSE GEL EYELINER™ 7256907001 ALL-DAY GREY 100	
14 309972713018 EYELINER 7258480001 BLACK 206	15 309976799025 EYELINER 7258480002 BLACK/BROWN 209	16 309972713025 EYELINER 7258480003 BROWN 208	17 309979590032 EYELINER 7258480004 BLACK PEARL 210	18 309979590049 EYELINER 7258480005 BLACK RAISIN 211	19 309979640010 PEN EYELINER 7243560001 BLACK 208
20 309970050610 INTENSE LIQUID EYELINER 7247142001 BLACK PEARL 223	21 309970050627 INTENSE LIQUID EYELINER 7247142002 BROWN TOPAZ 224	22 309970050597 EYELINER 7258480006 BLACK AMETHYST 205	23 309970050603 EYELINER 7258480007 BROWN TOPAZ 207	24 309979640027 PEN EYELINER 7243560002 BROWN 209	
GRP#: Part A: ; Part B:					
25 309975045017 LIQUID EYELINER 7243433001 BLACK 221	26 309975045024 LIQUID EYELINER 7243433002 BROWN 222	27 309979637010 BROW PENCIL 7243489001 DARK BLONDE 801	28 309979637027 BROW PENCIL 7243489002 BRUNETTE 802		
29 309970173012 BROW STYLER 7244180001 LIGHT BROWN 010	30 309970173029 BROW STYLER 7244180002 MEDIUM BROWN 020	31 309970173043 BROW STYLER 7244180004 CLEAR 040	32 309970041090 BROW PENCIL 7243489803 UNIVERSAL TAUPE 803		
33 309973757011 SMART SHADE CONCEALER 7244338001 MY BEST LIGHT 010	34 309973757028 SMART SHADE CONCEALER 7244338002 LIGHT MEDIUM, MINE 020	35 309976038018 PRESSED POWDER 7244337001 MY BEST LIGHT 100	36 309976038025 PRESSED POWDER 7244337002 LIGHT MEDIUM, MINE 200		
37 309976768014 CLEAR COMPLEXION CONCEALER 7241155001 LIGHT 100	38 309976882017 CLEAR COMPLEXION PRESSED POWDER 7244083001 LIGHT 100	39 309976882024 CLEAR COMPLEXION PRESSED POWDER 7244083002 LIGHT/MEDIUM 200			
40 309976768021 CLEAR COMPLEXION CONCEALER 7241003002 LIGHT/MEDIUM 200	41 309970078058 BIODEGRADABLE CLEAR COMPLEXION MAKEUP REMOVER CLEANSING TOWELETTES™ 7256554000 N/A N/A	42 309970078041 BIODEGRADABLE LONGWEAR MAKEUP REMOVER CLEANSING TOWELETTES™ 7255784000 N/A N/A			

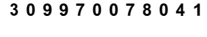
01X72 CARDED

PLANOGRAM LINE LISTING
PLANO STANDARD

1H21 Almay 01X72 CARDED PLANOGRAM

Seg #1 LOC ID	UPC	ID	Name	Shade	PPK:	GRP: Merch Code	FACINGS	UPC
1	309978588016	7243459001	MULTI-BENEFIT MASCARA NWP	BLACKEST BLACK		501	1	
2	309978588023	7243459002	MULTI-BENEFIT MASCARA NWP	BLACK		502	1	
3	309978588030	7243459003	MULTI-BENEFIT MASCARA NWP	BLACK/BROWN		503	1	
4	309978590033	7243484002	MULTI-BENEFIT MASCARA WP	BLACK		504	1	
5	077379137132	7243528001	THICKENING MASCARA	BLACKEST BLACK		401	1	
6	077379117707	7243528002	THICKENING MASCARA	BLACK		402	1	
7	077379117714	7243528003	THICKENING MASCARA	BLACK/BROWN		403	1	
8	309973759015	7243532002	THICKENING MASCARA WP	BLACK		421	1	
9	309970143022	7257548001	LENGTH & LIFT MASCARA™	BLACKEST BLACK		010	1	
10	309970143039	7257548002	LENGTH & LIFT MASCARA™	BLACK		020	1	
11	309970135461	7256907002	ALL-DAY INTENSE GEL EYELINER™	RICH BLACK		110	1	
12	309970135492	7256907005	ALL-DAY INTENSE GEL EYELINER™	DEEP CHESTNUT		140	1	
13	309970135454	7256907001	ALL-DAY INTENSE GEL EYELINER™	ALL-DAY GREY		100	1	
14	309972713018	7258480001	EYELINER	BLACK		206	1	
15	309976799025	7258480002	EYELINER	BLACK/BROWN		209	1	
16	309972713025	7258480003	EYELINER	BROWN		208	1	
17	309979590032	7258480004	EYELINER	BLACK PEARL		210	1	
18	309979590049	7258480005	EYELINER	BLACK RAISIN		211	1	
19	309979640010	7243560001	PEN EYELINER	BLACK		208	1	
20	309970050610	7247142001	INTENSE LIQUID EYELINER	BLACK PEARL		223	1	
21	309970050627	7247142002	INTENSE LIQUID EYELINER	BROWN TOPAZ		224	1	
22	309970050597	7258480006	EYELINER	BLACK AMETHYST		205	1	
23	309970050603	7258480007	EYELINER	BROWN TOPAZ		207	1	
24	309979640027	7243560002	PEN EYELINER	BROWN		209	1	
27	309979637010	7243489001	BROW PENCIL	DARK BLONDE		801	1	
28	309979637027	7243489002	BROW PENCIL	BRUNETTE		802	1	
25	309975045017	7243433001	LIQUID EYELINER	BLACK		221	1	
26	309975045024	7243433002	LIQUID EYELINER	BROWN		222	1	
29	309970173012	7244180001	BROW STYLER	LIGHT BROWN		010	1	

01X72 CARDED

PLANOGRAM LINE LISTING			1H21 Almay 01X72 CARDED PLANOGRAM					
PLANO STANDARD								
30	309970173029	7244180002	BROW STYLER	MEDIUM BROWN	020	1		
31	309970173043	7244180004	BROW STYLER	CLEAR	040	1		
32	309970041090	7243489803	BROW PENCIL	UNIVERSAL TAUPE	803	1		
33	309973757011	7244338001	SMART SHADE CONCEALER	MY BEST LIGHT	010	1		
34	309973757028	7244338002	SMART SHADE CONCEALER	LIGHT MEDIUM, MINE	020	1		
35	309976038018	7244337001	PRESSED POWDER	MY BEST LIGHT	100	1		
36	309976038025	7244337002	PRESSED POWDER	LIGHT MEDIUM, MINE	200	1		
37	309976768014	7241155001	CLEAR COMPLEXION CONCEALER	LIGHT	100	1		
38	309976882017	7244083001	CLEAR COMPLEXION PRESSED POWDER	LIGHT	100	1		
39	309976882024	7244083002	CLEAR COMPLEXION PRESSED POWDER	LIGHT/MEDIUM	200	1		
40	309976768021	7241003002	CLEAR COMPLEXION CONCEALER	LIGHT/MEDIUM	200	1		
41	309970078058	7256554000	BIODEGRADABLE CLEAR COMPLEXION MAKEUP REMOVER CLEANSI... N/A		N/A	1		
42	309970078041	7255784000	BIODEGRADABLE LONGWEAR MAKEUP REMOVER CLEANSING TOW... N/A		N/A	1		
						42		