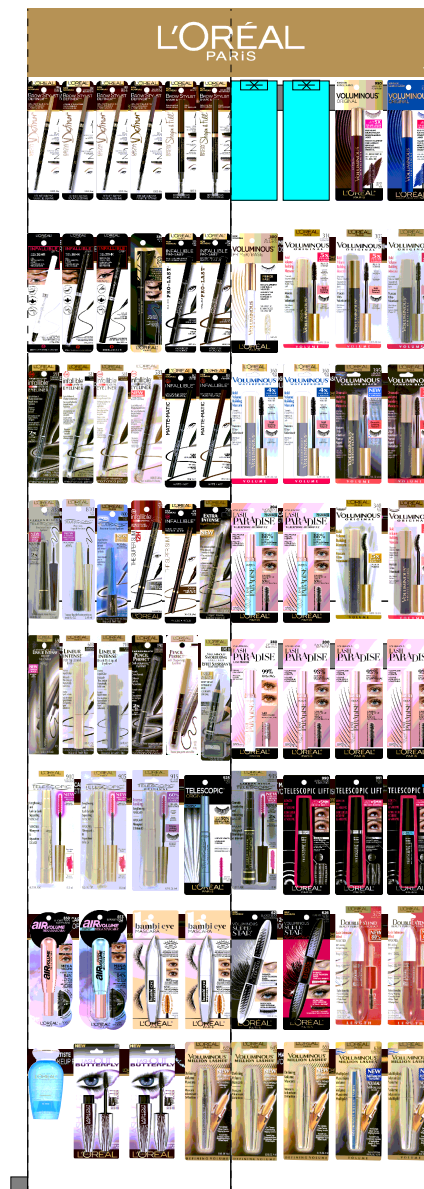






ACCOUNT: WAKEFERN/SHOPRITE (UNLIT ECLIPSE WALL) - 2' X 70" L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 1

POG Name: LOPWAK0270ECUL_IS24

ACCOUNT: WAKEFERN/SHOPRITE (UNLIT ECLIPSE WALL) - 2' X 70" L'OREAL COSMETICS LAYOUT - SPRING 2024
LOPWAK0270ECUL.IS24

Column: 1 - Row: 1 Lower Notch: 33 Fixture Type: HEADER Fixture Description: 2FT LP 4IN HDR-UNLT **
HOOK BARS Fixture Re-Order Code: PM100009237 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000019112 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 1 - Row: 2 Lower Notch: 29 Fixture Type: HOOK BARS Fixture Description: 6HK BRW STYLST DEF HKBR UNLIT (ALT) **
HOOK BARS Fixture Re-Order Code: PL3000000004 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000026424 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
1	1	N/A	071249314876	Brow Stylist: Definer	Blonde	388	
2	1	N/A	071249350751	Brow Stylist: Definer	Light Brunette	392	
3	1	N/A	071249314883	Brow Stylist: Definer	Brunette	389	
4	1	N/A	071249314890	Brow Stylist: Definer	Dark Brunette	390	
5	1	N/A	071249350300	Brow Stylist Shape & Fill	Brunette	415	
6	1	N/A	071249350317	Brow Stylist Shape & Fill	Dark Brunette	420	

Column: 1 - Row: 3 Lower Notch: 20 Fixture Type: HOOK BARS Fixture Description: 6HK INF PRO-LAST LNR HKBR UNLIT (ALT) **
HOOK BARS Fixture Re-Order Code: PL3000000004 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000030482 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
7	1	N/A	071249681503	Infalible Grip Mechanical	Polar White	260	
8	1	N/A	071249663646	Infalible Grip Mechanical Gel Liner	Intense Black	200	
9	1	N/A	071249664094	INFALLIBLE GRIP 30H PRECISION FELT LINER	BLACK	600	
10	1	N/A	071249386033	Flash Cat Eye Liner	Black	220	
11	1	N/A	071249357248	Infalible Pro-Last Liner	Black	930	
12	1	N/A	071249357255	Infalible Pro-Last Liner	Brown	940	

Column: 1 - Row: 4 Lower Notch: 12 Fixture Type: HOOK BARS Fixture Description: 6HK INF LW LNR HKBR UNLIT (ALT) **
HOOK BARS Fixture Re-Order Code: PL3000000004 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000030480 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
13	1	N/A	071249152416	Infalible Eyeliner Carbon Black	Carbon Black	591	
14	1	N/A	071249145234	Infalible Long Wear Eyeliner	Black	511	
15	1	N/A	071249145241	Infalible Long Wear Eyeliner	Black Brown	581	
16	1	N/A	071249145258	Infalible Long Wear Eyeliner	Brown	531	
17	1	N/A	071249306376	Infalible Eye: Matte Matic Liner	Black	512	
18	1	N/A	071249306383	Infalible Eye: Matte Matic Liner	Brown	513	

Column: 1 - Row: 5 Lower Notch: 4 Fixture Type: HOOK BARS Fixture Description: 6HK TLSCPC LNR HKBR UNLIT (ALT) **
HOOK BARS Fixture Re-Order Code: PL3000000004 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000030488 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
19	1	N/A	071249137086	Telescopic Carbon Black Liner	Carbon Black	835	
20	1	N/A	071249119990	Telescopic Eyeliner	Black	810	
21	1	N/A	071249161906	Telescopic Waterproof Eyeliner	Black	800	
22	1	N/A	071249238912	Infalible The Super Slim Liner	Black	400	
23	1	N/A	071249350126	Infalible The Super Slim Liner	Brown	401	
24	1	N/A	071249160114	Extra Intense Liquid Pencil Eyeliner	Black	798	

Column: 1 - Row: 6 Lower Notch: 31 Fixture Type: HOOK BARS Fixture Description: 6HK LIN INT BRUSH TIP HKBR UNLIT (ALT) **
HOOK BARS Fixture Re-Order Code: PL3000000003 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000030484 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
25	1	N/A	071249117675	Lineur Intense Felt Tip Liquid Eyeliner Carbon Bl...	Carbon Black	690	
26	1	N/A	071249059128	Lineur Intense Felt Tip Liquid Eyeliner	Black Mica	610	
27	1	N/A	071249855010	Lineur Intense Brush Tip Liquid Eyeliner	Black	710	
28	1	N/A	071249117682	Pencil Perfect Carbon Black	Carbon Black	190	
29	1	N/A	071249082140	Pencil Perfect Eye Liner	Espresso	130	
30	1	N/A	071249207000	Voluminous Smoldering Eyeliner	Black	645	

Row: 1 Lower Notch: 33

Row: 2 Lower Notch: 29

Row: 3 Lower Notch: 20

Row: 4 Lower Notch: 12

Row: 5 Lower Notch: 4

Row: 6 Lower Notch: 31

Row: 7 Lower Notch: 23

Row: 8 Lower Notch: 15

Row: 9 Lower Notch: 7

Lower Notch: 1



ACCOUNT: WAKEFERN/SHOPRITE (UNLIT ECLIPSE WALL) - 2' X 70" L'OREAL COSMETICS LAYOUT - SPRING 2024

POG Name: LOPWAK0270ECUL_IS24

Column: 1

Column: 1 - Row: 7 Lower Notch: 23 Fixture Type: HOOK BARS Fixture Description: 4HK TLSGPC HKBR UNLIT (ALT) **
HOOK BARS Fixture Re-Order Code: PL3000000002 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000030486 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
31	1	N/A	071249104743	Telescopic Mascara	Blackest Black	910	
32	1	N/A	071249104729	Telescopic Mascara	Black	905	
33	1	N/A	071249104736	Telescopic Mascara	Black Brown	915	
34	1	N/A	071249390740	Telescopic Mascara	Black WTP	925	

Column: 1 - Row: 8 Lower Notch: 15 Fixture Type: HOOK BARS Fixture Description: 4HK BAMB MSCR HKBR UNLIT (ALT) **
HOOK BARS Fixture Re-Order Code: PL3000000002 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000022905 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
35	1	N/A	071249419892	Air Volume Mega Mascara	BLAKEST BLACK WSH	850	
36	1	N/A	071249419922	Air Volume Mega Mascara	BLAKEST BLACK WTP	853	
37	1	N/A	071249404355	Bambi Mascara WTP	Blackest Black	405	
38	1	N/A	071249404324	Bambi Mascara WSH	Blackest Black	400	

Column: 1 - Row: 9 Lower Notch: 7 Fixture Type: HOOK BARS Fixture Description: 3HK EMR SINGLE TRY HOOKBAR UNLIT (ALT) **
HOOK BARS Fixture Re-Order Code: PL3000000002, PL3000000005 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000024974 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
39	1	N/A	071249078525	Eye Makeup Remover	Eye Makeup Remover	001	
40	1	N/A	071249256718	Voluminous Butterfly Washable Mascara	Blackest Black	868	
41	1	N/A	071249256701	Voluminous Butterfly Washable Mascara	Black	867	
42	1	N/A	071249187739	Voluminous Million Lashes Mascara	Blackest Black	635	

Row: 1							Lower Notch: 33
Row: 2	1	2	3	4	5	6	Lower Notch: 29
Row: 3	7	8	9	10	11	12	Lower Notch: 20
Row: 4	13	14	15	16	17	18	Lower Notch: 12
Row: 5	19	20	21	22	23	24	Lower Notch: 4
Row: 6	25	26	27	28	29	30	Lower Notch: 31
Row: 7	31	32	33	34			Lower Notch: 23
Row: 8	35	36	37	38			Lower Notch: 15
Row: 9	39	40	41	42			Lower Notch: 7
							Lower Notch: 1



ACCOUNT: WAKEFERN/SHOPRITE (UNLIT ECLIPSE WALL) - 2' X 70" L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 2

POG Name: LOPWAK0270ECUL_IS24

ACCOUNT: WAKEFERN/SHOPRITE (UNLIT ECLIPSE WALL) - 2' X 70" L'OREAL COSMETICS LAYOUT - SPRING 2024
LOPWAK0270ECUL.IS24

Column: 1 - Row: 1 Lower Notch: 33 Fixture Type: HEADER Fixture Description: 2FT LP 4IN HDR-UNLT **
HOOK BARS Fixture Re-Order Code: PM100009237 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000019112 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 2 - Row: 2 Lower Notch: 29 Fixture Type: HOOK BARS Fixture Description: 4HK VLMNS PANORAMA MSCR HKBR (ALT) UNLIT **
HOOK BARS Fixture Re-Order Code: PL3000000002 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000030382 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
43	1	N/A	071249680988	Voluminous Panorama	Blackest Black	701	
44	1	N/A	071249681008	Voluminous Panorama	Black WTP	703	
45	1	N/A	071249372029	Voluminous Straight Brush	Burgundy	950	
46	1	N/A	071249345931	Voluminous Original Blue Mascara	Cobalt Blue	900	

Column: 2 - Row: 3 Lower Notch: 20 Fixture Type: HOOK BARS Fixture Description: 4HK VLMNS MSCR PRIMER HKBR (ALT) UNLIT **
HOOK BARS Fixture Re-Order Code: PL3000000002 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000030495,PM1000030541 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
47	1	N/A	071249330265	Voluminous Primer	Primer	300	
48	1	N/A	071249059098	Voluminous Straight Brush	Blackest Black	310	
49	1	N/A	071249749012	Voluminous Straight Brush	Black	305	
50	1	N/A	071249669020	Voluminous Straight Brush	Black Brown	315	

Column: 2 - Row: 4 Lower Notch: 12 Fixture Type: HOOK BARS Fixture Description: 4HK VLMNS WP HKBR UNLIT (ALT) **
HOOK BARS Fixture Re-Order Code: PL3000000002 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000030496 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
51	1	N/A	071249006412	Voluminous Waterproof	Black	360	
52	1	N/A	071249006429	Voluminous Waterproof	Black Brown	365	
53	1	N/A	071249148792	Voluminous Waterproof Carbon Black	Carbon Black	395	
54	1	N/A	071249101919	Voluminous Carbon Black	Carbon Black	335	

Column: 2 - Row: 5 Lower Notch: 4 Fixture Type: HOOK BARS Fixture Description: 4HK TLSCPC HKBR UNLIT (ALT) **
HOOK BARS Fixture Re-Order Code: PL3000000002 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000030486 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
55	1	N/A	071249343326	Voluminous Lash Paradise WTP	Blackest Black	204	
56	1	N/A	071249343319	Voluminous Lash Paradise WTP	Black	203	
57	1	N/A	071249019344	Voluminous Curved Brush	Black	340	
58	1	N/A	071249019351	Voluminous Curved Brush	Black Brown	350	

Column: 2 - Row: 6 Lower Notch: 31 Fixture Type: HOOK BARS Fixture Description: 4HK VLMNS LSH PRDS MSCR HKBR (ALT) UNLIT **
HOOK BARS Fixture Re-Order Code: PL3000000002 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000031122 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
59	1	N/A	071249376331	Voluminous Lash Paradise Primer	Pink Tinted Primer	250	
60	1	N/A	071249343265	Voluminous Lash Paradise WSH	Blackest Black	200	
61	1	N/A	071249343258	Voluminous Lash Paradise WSH	Black	201	
62	1	N/A	071249343272	Voluminous Lash Paradise WSH	Black Brown	202	

Column: 2 - Row: 7 Lower Notch: 23 Fixture Type: HOOK BARS Fixture Description: 4HK TLSCPC LIFT MSCR HKBR UNLIT (ALT) **
HOOK BARS Fixture Re-Order Code: PL3000000002 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000030487 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
63	1	N/A	071249137093	Telescopic Carbon Black Mascara	Carbon Black	935	
64	1	N/A	071249672891	Telescopic Lift Mascara	Blackest Black WSH	990	
65	1	N/A	071249672907	Telescopic Lift Mascara	Black WSH	991	
66	1	N/A	071249672945	Telescopic Lift Mascara	Black WTP	993	

Row: 1 Lower Notch: 33

Row: 2 Lower Notch: 29

Row: 3 Lower Notch: 20

Row: 4 Lower Notch: 12

Row: 5 Lower Notch: 4

Row: 6 Lower Notch: 31

Row: 7 Lower Notch: 23

Row: 8 Lower Notch: 15

Row: 9 Lower Notch: 7



ACCOUNT: WAKEFERN/SHOPRITE (UNLIT ECLIPSE WALL) - 2' X 70" L'OREAL COSMETICS LAYOUT - SPRING 2024

POG Name: LOPWAK0270ECUL_IS24

Column: 2

Column: 2 - Row: 8 Lower Notch: 15 Fixture Type: HOOK BARS Fixture Description: 4HK DBL XTD BTY TBS HKBR UNLIT (ALT) **
HOOK BARS Fixture Re-Order Code: PL3000000002 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000030476 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
67	1	N/A	071249301494	Voluminous Superstar Mascara	Blackest Black (WSH)	621	
68	1	N/A	071249314104	Voluminous Superstar Red Carpet	Extra Black	626	
69	1	N/A	071249149768	Double Extend Beauty Tubes	Blackest Black	575	
70	1	N/A	071249149744	Double Extend Beauty Tubes	Black	570	

Column: 2 - Row: 9 Lower Notch: 7 Fixture Type: HOOK BARS Fixture Description: 4HK VLMNS MIL LSHES HKBR UNLIT (ALT) **
HOOK BARS Fixture Re-Order Code: PL3000000002 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000030494 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
71	1	N/A	071249187722	Voluminous Million Lashes Mascara	Black	645	
72	1	N/A	071249188125	Voluminous Million Lashes Mascara	Black Brown	655	
73	1	N/A	071249195499	Voluminous Million Lashes Waterproof Masc	Blackest Black	630	
74	1	N/A	071249195482	Voluminous Million Lashes Waterproof Masc	Black	670	

Row: 1

Lower Notch: 33

Row: 2

Lower Notch: 29

Row: 3

Lower Notch: 20

Row: 4

Lower Notch: 12

Row: 5

Lower Notch: 4

Row: 6

Lower Notch: 31

Row: 7

Lower Notch: 23

Row: 8

Lower Notch: 15

Row: 9

Lower Notch: 7

