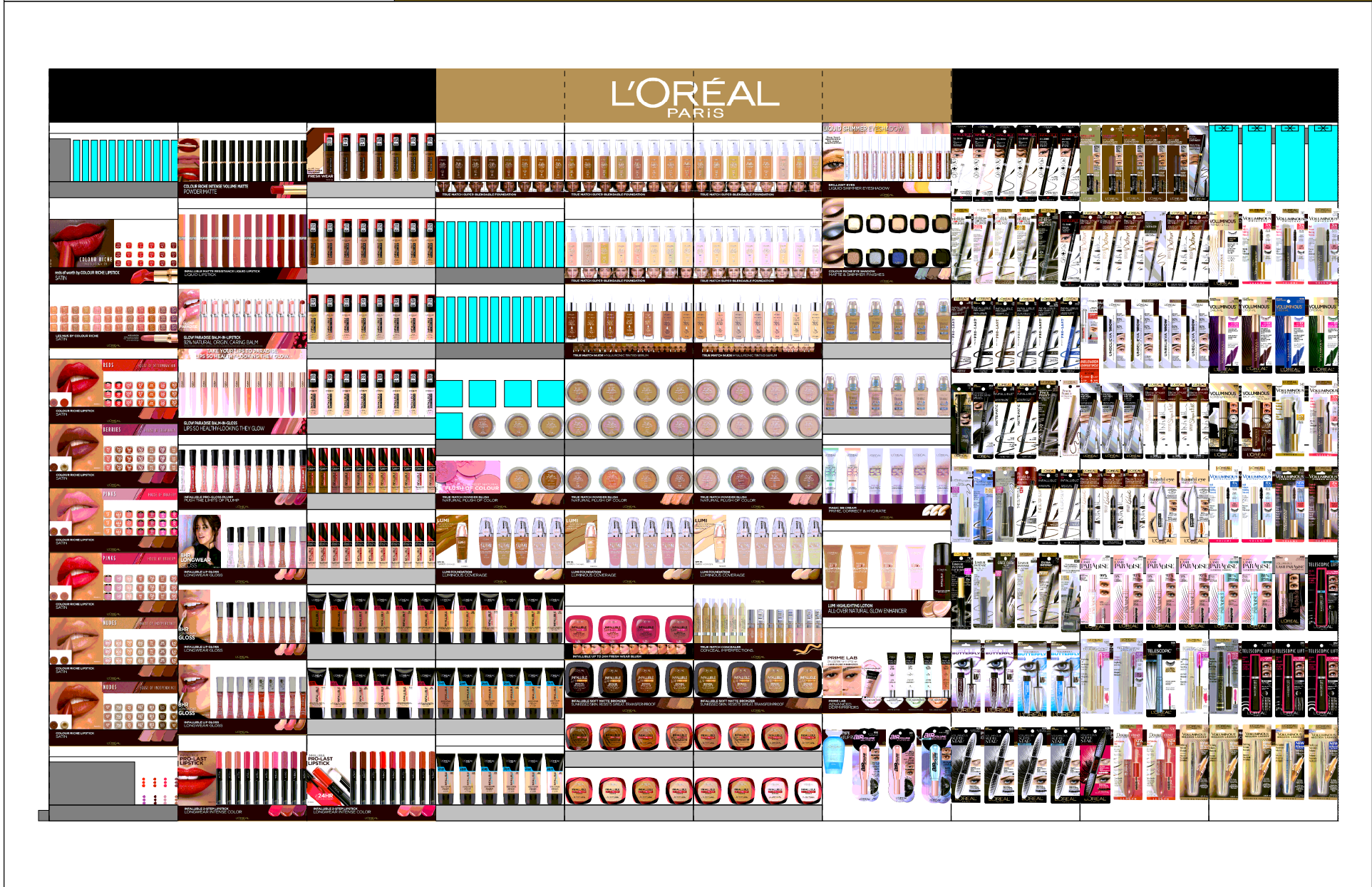


L'ORÉAL
PARIS

ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 10' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

POG Name: LOPWAK1070ECL_IS24





ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 10' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 1

POG Name: LOPWAK1070ECL_IS24

ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 10' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

LOPWAK1070ECL_IS24

Column: 1 - Row: 1 Lower Notch: 35 Fixture Type: HEADER Fixture Description: 10FT LP HDR-LIT **
HEADER Fixture Re-Order Code: PM1000009393,PM1000009395 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000019108 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: 28 Fixture Type: TRAYS Fixture Description: CR INTNS VLM MATTE LIP (NUDE EXT) 1.1 TRY LIT **
TRAYS Fixture Re-Order Code: PM1000013132 SS Graphic Re-Order Code: PM1000030607
Graphic Re-Order Code: SS Holder Re-Order Code: PM1000012548
Carrier Tray Graphic Re-Order Code: PM1000030651 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000030389 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
1	1	N/A	071249682159	COLOUR RICHE INTENSE VOLUME MATTE	Le Nude Resilient	105	
2	1	N/A	071249682166	COLOUR RICHE INTENSE VOLUME MATTE	Le Nude Rebellious	108	
3	1	N/A	071249682210	COLOUR RICHE INTENSE VOLUME MATTE	Worth It	601	
4	1	N/A	071249682210	COLOUR RICHE INTENSE VOLUME MATTE	Worth It	601	
5	1	N/A	071249682128	COLOUR RICHE INTENSE VOLUME MATTE	Le Nude Defiant	129	
6	1	N/A	071249682142	COLOUR RICHE INTENSE VOLUME MATTE	Le Nude Unstoppable	131	
7	1	N/A	071249682104	COLOUR RICHE INTENSE VOLUME MATTE	Worth It Intense	570	
8	1	N/A	071249682104	COLOUR RICHE INTENSE VOLUME MATTE	Worth It Intense	570	
9	1	N/A	071249682135	COLOUR RICHE INTENSE VOLUME MATTE	Le Nude Assertive	137	
10	1	N/A	071249682197	COLOUR RICHE INTENSE VOLUME MATTE	Le Berry Brilliant	140	
11	1	N/A	071249682180	COLOUR RICHE INTENSE VOLUME MATTE	Le Coral Gracious	165	
12	1	N/A	071249682203	COLOUR RICHE INTENSE VOLUME MATTE	Le Rouge Paris	300	

Column: 1 - Row: 3 Lower Notch: 20 Fixture Type: TRAYS Fixture Description: CR REDS OF WORTH LIP 1.1 TRY LIT **
TRAYS Fixture Re-Order Code: DP001003 SS Graphic Re-Order Code: PM1000026366
Graphic Re-Order Code: SS Holder Re-Order Code: PM1000020167
Carrier Tray Graphic Re-Order Code: PM1000026371 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000026384 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
13	1	N/A	071249648964	Colour Riche Reds of Worth	Prosperous Red	185	
14	1	N/A	071249648971	Colour Riche Reds of Worth	Lovely Red	186	
15	1	N/A	071249648988	Colour Riche Reds of Worth	Successful Red	187	
16	1	N/A	071249648995	Colour Riche Reds of Worth	Respected Red	188	
17	1	N/A	071249649008	Colour Riche Reds of Worth	Ambitious Red	189	
18	1	N/A	071249649015	Colour Riche Reds of Worth	Hopeful Red	190	

Column: 1 - Row: 4 Lower Notch: 14 Fixture Type: TRAYS Fixture Description: CR LES NUS LIP 1.1 TRY LIT **
TRAYS Fixture Re-Order Code: DP001003 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM1000025102 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000025117 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
19	1	N/A	071249421864	Colour Riche Les Nus	NU EXCESSIF	178	
20	1	N/A	071249421796	Colour Riche Les Nus	NU DETERMINE	172	
21	1	N/A	071249421758	Colour Riche Les Nus	NU IMPERTINENT	173	
22	1	N/A	071249421840	Colour Riche Les Nus	NU INTENSE	181	
23	1	N/A	071249421789	Colour Riche Les Nus	NU CONFIDENT	171	
24	1	N/A	071249421819	Colour Riche Les Nus	NU IRREVERENT	176	
25	1	N/A	071249421765	Colour Riche Les Nus	NU AUTHENTIQUE	177	
26	1	N/A	071249421802	Colour Riche Les Nus	NU DECADENT	179	
27	1	N/A	071249421772	Colour Riche Les Nus	NU INSOUCIANT	174	
28	1	N/A	071249421857	Colour Riche Les Nus	NU EXTREME	182	
29	1	N/A	071249421826	Colour Riche Les Nus	NU EXUBERANT	183	
30	1	N/A	071249421833	Colour Riche Les Nus	NU ARTISTIQUE	184	

Column: 1 - Row: 5 Lower Notch: 7 Fixture Type: TRAYS Fixture Description: CR SATIN LIP 1.6 (RED) TRY LIT **
TRAYS Fixture Re-Order Code: DP000349,PM1000009088 SS Graphic Re-Order Code: PM1000028453
Graphic Re-Order Code: SS Holder Re-Order Code: DP000344
Carrier Tray Graphic Re-Order Code: PM1000024180 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000025884 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
31	1	N/A	071249081136	Colour Riche Lip Liner	Timeless Coral	760	
32	1	N/A	071249081129	Colour Riche Lip Liner	Always Red	765	
33	1	N/A	071249256251	Colour Riche Original Satin Lipstick	Everbloom	254	
34	1	N/A	071249256268	Colour Riche Original Satin Lipstick	Raspberry Rush	260	
35	1	N/A	071249045770	Colour Riche Original Satin Lipstick	British Red	350	
36	1	N/A	071249216392	Colour Riche Original Satin Lipstick	Ruby Flame	317	
37	1	N/A	071249045787	Colour Riche Original Satin Lipstick	Volcanic	410	
38	1	N/A	071249083765	Colour Riche Original Satin Lipstick	True Red	315	
39	1	N/A	071249216408	Colour Riche Original Satin Lipstick	Blazing Lava	303	

Row: 1		Lower Notch: 35
Row: 2		Lower Notch: 28
Row: 3		Lower Notch: 20
Row: 4		Lower Notch: 14
Row: 5		Lower Notch: 7
Row: 6		Lower Notch: 1
Row: 7		Lower Notch: 26
Row: 8		Lower Notch: 20
Row: 9		Lower Notch: 14
Row: 10		Lower Notch: 8
Row: 11		Lower Notch: 1



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 10' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 1

POG Name: LOPWAK1070ECL_IS24

Column: 1 - Row: 6 Lower Notch: 1 Fixture Type: TRAYS Fixture Description: CR SATIN LIP 2.6 (MAUVES/BERRIED) TRY LIT **
TRAYS Fixture Re-Order Code: DP000349,PM1000009089 SS Graphic Re-Order Code: PM1000028443
Graphic Re-Order Code: SS Holder Re-Order Code: DP000344
Carrier Tray Graphic Re-Order Code: PM1000024181 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000025885 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
40	1	N/A	071249046210	Colour Riche Lip Liner	Lasting Plum	772	
41	1	N/A	071249046234	Colour Riche Lip Liner	Truly Burgundy	773	
42	1	N/A	071249045633	Colour Riche Original Satin Lipstick	Classic Wine	752	
43	1	N/A	071249045640	Colour Riche Original Satin Lipstick	Spiced Cider	755	
44	1	N/A	071249216378	Colour Riche Original Satin Lipstick	Plum Explosion	766	
45	1	N/A	071249083727	Colour Riche Original Satin Lipstick	Divine Wine	762	
46	1	N/A	071249074558	Colour Riche Original Satin Lipstick	Raisin Rapture	892	
47	1	N/A	071249216385	Colour Riche Original Satin Lipstick	Golden Grape	788	
48	1	N/A	071249045961	Colour Riche Original Satin Lipstick	Natures Blush	840	

Column: 1 - Row: 7 Lower Notch: 26 Fixture Type: TRAYS Fixture Description: CR SATIN LIP 3.6 (PINKS 1) TRY LIT **
TRAYS Fixture Re-Order Code: DP000349,PM1000009090 SS Graphic Re-Order Code: PM1000028447
Graphic Re-Order Code: SS Holder Re-Order Code: DP000344
Carrier Tray Graphic Re-Order Code: PM1000024183 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000025886 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
49	1	N/A	071249046197	Colour Riche Lip Liner	Forever Rose	721	
50	1	N/A	071249046203	Colour Riche Lip Liner	Eternal Mauve	751	
51	1	N/A	071249074527	Colour Riche Original Satin Lipstick	Peach Fuzz	417	
52	1	N/A	071249083321	Colour Riche Original Satin Lipstick	Tropical Coral	444	
53	1	N/A	071249256213	Colour Riche Original Satin Lipstick	I Pink Your Cute	175	
54	1	N/A	071249256244	Colour Riche Original Satin Lipstick	Wisteria Rose	251	
55	1	N/A	071249256220	Colour Riche Original Satin Lipstick	Pink Flamingo	180	
56	1	N/A	071249256237	Colour Riche Original Satin Lipstick	Miss Magenta	185	
57	1	N/A	071249256275	Colour Riche Original Satin Lipstick	Fresh as a Rose	262	

Column: 1 - Row: 8 Lower Notch: 20 Fixture Type: TRAYS Fixture Description: CR SATIN LIP 4.6 (PINKS 2) TRY LIT **
TRAYS Fixture Re-Order Code: DP000349,PM1000009091 SS Graphic Re-Order Code: PM1000028448
Graphic Re-Order Code: SS Holder Re-Order Code: DP000344
Carrier Tray Graphic Re-Order Code: PM1000024184 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000025887 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
58	1	N/A	071249081112	Colour Riche Lip Liner	Beyond Pink	705	
59	1	N/A	071249047521	Colour Riche Lip Liner	All About Pink	708	
60	1	N/A	071249256206	Colour Riche Original Satin Lipstick	Ballerina Shoes	135	
61	1	N/A	071249045701	Colour Riche Original Satin Lipstick	Mauved	140	
62	1	N/A	071249083352	Colour Riche Original Satin Lipstick	Tickled Pink	165	
63	1	N/A	071249074534	Colour Riche Original Satin Lipstick	Peony Pink	580	
64	1	N/A	071249083376	Colour Riche Original Satin Lipstick	Sugar Plum	754	
65	1	N/A	071249045824	Colour Riche Original Satin Lipstick	Saucy Mauve	560	
66	1	N/A	071249074541	Colour Riche Original Satin Lipstick	Blushing Berry	590	

Column: 1 - Row: 9 Lower Notch: 14 Fixture Type: TRAYS Fixture Description: CR SATIN LIP 5.6 (NUDES 1) TRY LIT **
TRAYS Fixture Re-Order Code: DP000349,PM1000009092 SS Graphic Re-Order Code: PM1000028445
Graphic Re-Order Code: SS Holder Re-Order Code: DP000344
Carrier Tray Graphic Re-Order Code: PM1000024185 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000025888 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
67	1	N/A	071249081143	Colour Riche Lip Liner	Au Naturelle	780	
68	1	N/A	071249046272	Colour Riche Lip Liner	Toffee to Be	782	
69	1	N/A	071249083291	Colour Riche Original Satin Lipstick	Fairest Nude	800	
70	1	N/A	071249083512	Colour Riche Original Satin Lipstick	Golden Splendor	805	
71	1	N/A	071249083406	Colour Riche Original Satin Lipstick	Caramel Latte	799	
72	1	N/A	071249045930	Colour Riche Original Satin Lipstick	Sandstone	810	
73	1	N/A	071249045664	Colour Riche Original Satin Lipstick	Toasted Almond	843	
74	1	N/A	071249045992	Colour Riche Original Satin Lipstick	Brazil Nut	850	
75	1	N/A	071249045657	Colour Riche Original Satin Lipstick	Cinnamon Toast	839	

Column: 1 - Row: 10 Lower Notch: 8 Fixture Type: TRAYS Fixture Description: CR SATIN LIP 6.6 (NUDES 2) TRY LIT **
TRAYS Fixture Re-Order Code: DP000349,PM1000009093 SS Graphic Re-Order Code: PM1000028446
Graphic Re-Order Code: SS Holder Re-Order Code: DP000344
Carrier Tray Graphic Re-Order Code: PM1000024186 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000025889 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
76	1	N/A	071249046265	Colour Riche Lip Liner	Nudes for Life	781	
77	1	N/A	071249046258	Colour Riche Lip Liner	More Chocolate	783	
78	1	N/A	071249045855	Colour Riche Original Satin Lipstick	Mica	620	
79	1	N/A	071249045923	Colour Riche Original Satin Lipstick	Silverstone	760	

Row: 1		Lower Notch: 35
Row: 2		Lower Notch: 28
Row: 3		Lower Notch: 20
Row: 4		Lower Notch: 14
Row: 5		Lower Notch: 7
Row: 6		Lower Notch: 1
Row: 7		Lower Notch: 26
Row: 8		Lower Notch: 20
Row: 9		Lower Notch: 14
Row: 10		Lower Notch: 8
Row: 11		Lower Notch: 1



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 10' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

POG Name: LOPWAK1070ECL_IS24

Column: 1

80	1	N/A	071249045954	Colour Riche Original Satin Lipstick	Bronze Coin	835	
81	1	N/A	071249046012	Colour Riche Original Satin Lipstick	Sunwash	857	
82	1	N/A	071249083222	Colour Riche Original Satin Lipstick	Ginger Spice	815	
83	1	N/A	071249045947	Colour Riche Original Satin Lipstick	Bronzine	825	
84	1	N/A	071249046029	Colour Riche Original Satin Lipstick	Spice	860	

Column: 1 - Row: 11 Lower Notch: 1 Fixture Type: TRAYS Fixture Description: CR MATTE LIPLNR (8 SKUS) 1.1 TRY LIT **
TRAYS Fixture Re-Order Code: PL3000000346 SS Graphic Re-Order Code: PM1000030615
Graphic Re-Order Code: SS Holder Re-Order Code: PM1000017971
Carrier Tray Graphic Re-Order Code: PM1000030616 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000030618 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
85	1	N/A	071249350423	Colour Riche Matte Lip Liner	Matte in Manhattan	100	
86	1	N/A	071249350430	Colour Riche Matte Lip Liner	In-matte-uated With You	102	
87	1	N/A	071249350461	Colour Riche Matte Lip Liner	Best Mattes	108	
88	1	N/A	071249350478	Colour Riche Matte Lip Liner	Mattes It	110	
89	1	N/A	071249350454	Colour Riche Matte Lip Liner	Strike a Matte-ch	106	
90	1	N/A	071249350447	Colour Riche Matte Lip Liner	Curiosity Killed the Matte	104	
91	1	N/A	071249350485	Colour Riche Matte Lip Liner	Matte-stermind	112	
92	1	N/A	071249350492	Colour Riche Matte Lip Liner	Matte-ing Call	114	

Row: 1		Lower Notch: 35
Row: 2		Lower Notch: 28
Row: 3		Lower Notch: 20
Row: 4		Lower Notch: 14
Row: 5		Lower Notch: 7
Row: 6		Lower Notch: 1
Row: 7		Lower Notch: 26
Row: 8		Lower Notch: 20
Row: 9		Lower Notch: 14
Row: 10		Lower Notch: 8
Row: 11		Lower Notch: 1



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 10' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 2

POG Name: LOPWAK1070ECL_IS24

ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 10' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

LOPWAK1070ECL_IS24

Column: 1 - Row: 1 Lower Notch: 35 Fixture Type: HEADER Fixture Description: 10FT LP HDR-LIT **
HEADER Fixture Re-Order Code: PM1000009393, PM1000009395 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000019108 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: 28 Fixture Type: TRAYS Fixture Description: CR INTNS VLM MATTE LIP 1.1 TRY LIT **
TRAYS Fixture Re-Order Code: PM1000013132 SS Graphic Re-Order Code: PM1000027849
Graphic Re-Order Code: SS Holder Re-Order Code: PM1000012548
Carrier Tray Graphic Re-Order Code: PM1000027843 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000027846 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
93	1	N/A	071249658550	COLOUR RICHE INTENSE VOLUME MATTE	LE ROSY CONFIDENT	103	
94	1	N/A	071249658567	COLOUR RICHE INTENSE VOLUME MATTE	LE NUDE ADMIRABLE	113	
95	1	N/A	071249658574	COLOUR RICHE INTENSE VOLUME MATTE	LE NUDE INDEPENDANT	123	
96	1	N/A	071249658581	COLOUR RICHE INTENSE VOLUME MATTE	LE WOOD NONCHALANT	133	
97	1	N/A	071249658598	COLOUR RICHE INTENSE VOLUME MATTE	LE MAUVE INDOMPTABLE	143	
98	1	N/A	071249658628	COLOUR RICHE INTENSE VOLUME MATTE	LE ROSEWOOD AMBITION	153	
99	1	N/A	071249658611	COLOUR RICHE INTENSE VOLUME MATTE	LE CORAL IRREVERENT	163	
100	1	N/A	071249658635	COLOUR RICHE INTENSE VOLUME MATTE	LE ROSE ACTIVIST	173	
101	1	N/A	071249658659	COLOUR RICHE INTENSE VOLUME MATTE	LE CARMIN COURAGE	183	
102	1	N/A	071249658666	COLOUR RICHE INTENSE VOLUME MATTE	LE ROUGE DETERMINATION	193	
103	1	N/A	071249658673	COLOUR RICHE INTENSE VOLUME MATTE	LE ROUGE AVANT-GARDE	203	
104	1	N/A	071249658697	COLOUR RICHE INTENSE VOLUME MATTE	LE PLUM DOMINANT	213	

Column: 2 - Row: 3 Lower Notch: 20 Fixture Type: TRAYS Fixture Description: INF LE MATTE RES LIP 1.1 TRY LIT **
TRAYS Fixture Re-Order Code: PM0000012952 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM1000029870 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000029874 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
105	1	N/A	071249674826	Infallible Le Matte Resistance	FAIRYTALE ENDING	100	
106	1	N/A	071249674833	Infallible Le Matte Resistance	BREAKFAST IN BED	105	
107	1	N/A	071249674840	Infallible Le Matte Resistance	SNOOZE YOUR ALARM	115	
108	1	N/A	071249674857	Infallible Le Matte Resistance	MAJOR CRUSH	120	
109	1	N/A	071249674864	Infallible Le Matte Resistance	LAZY SUNDAY	150	
110	1	N/A	071249674871	Infallible Le Matte Resistance	TROPICAL VACAY	210	
111	1	N/A	071249674888	Infallible Le Matte Resistance	SHOPPING SPREE	230	
112	1	N/A	071249674895	Infallible Le Matte Resistance	ROAD TRIPPING	240	
113	1	N/A	071249674901	Infallible Le Matte Resistance	FRENCH KISS	245	
114	1	N/A	071249674918	Infallible Le Matte Resistance	LE ROUGE PARIS	420	
115	1	N/A	071249674925	Infallible Le Matte Resistance	WINE NOT?	500	
116	1	N/A	071249674932	Infallible Le Matte Resistance	PAY DAY	560	

Column: 2 - Row: 4 Lower Notch: 14 Fixture Type: TRAYS Fixture Description: GLW PRDS BALM-IN-LIP 1.1 TRY LIT **
TRAYS Fixture Re-Order Code: DP000354 SS Graphic Re-Order Code: PM1000028365
Graphic Re-Order Code: SS Holder Re-Order Code: PM0000027619
Carrier Tray Graphic Re-Order Code: PM1000026369 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000026362 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
117	1	N/A	071249651193	Glow Paradise Balm-in-Lipstick	Pastel Exaltation	110	
118	1	N/A	071249651216	Glow Paradise Balm-in-Lipstick	Blush Fantasy	120	
119	1	N/A	071249651230	Glow Paradise Balm-in-Lipstick	Nude Heaven	130	
120	1	N/A	071249651254	Glow Paradise Balm-in-Lipstick	Peach Charm	140	
121	1	N/A	071249651278	Glow Paradise Balm-in-Lipstick	Rose Mirage	150	
122	1	N/A	071249651285	Glow Paradise Balm-in-Lipstick	Cherry Wonderland	160	
123	1	N/A	071249651292	Glow Paradise Balm-in-Lipstick	Luminous Coral	170	
124	1	N/A	071249651308	Glow Paradise Balm-in-Lipstick	Beige Eden	180	
125	1	N/A	071249651315	Glow Paradise Balm-in-Lipstick	Ecstatic Mulberry	190	
126	1	N/A	071249651339	Glow Paradise Balm-in-Lipstick	Mulberry Bliss	200	

Column: 2 - Row: 5 Lower Notch: 6 Fixture Type: TRAYS Fixture Description: GLW PRDS BALM-IN-GLSS 1.1 TRY LIT **
TRAYS Fixture Re-Order Code: PL3000000400 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000026567 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM1000026370 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000026363 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
127	1	N/A	071249650042	Glow Paradise Balm-in-Gloss	Porcelain Petal	10	
128	1	N/A	071249650066	Glow Paradise Balm-in-Gloss	Celestial Blossom	20	
129	1	N/A	071249650073	Glow Paradise Balm-in-Gloss	Pristine Pink	30	
130	1	N/A	071249650097	Glow Paradise Balm-in-Gloss	Blissful Blush	40	
131	1	N/A	071249650134	Glow Paradise Balm-in-Gloss	Feathery Fleur	50	

Row: 1

Lower Notch: 35

Row: 2

Lower Notch: 28

Row: 3

Lower Notch: 20

Row: 4

Lower Notch: 14

Row: 5

Lower Notch: 6

Row: 6

Lower Notch: 30

Row: 7

Lower Notch: 23

Row: 8

Lower Notch: 16

Row: 9

Lower Notch: 9

Row: 10

Lower Notch: 1



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 10' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 2

POG Name: LOPWAK1070ECL_IS24

132	1	N/A	071249650141	Glow Paradise Balm-in-Gloss	Sophisticated Rose	60	
133	1	N/A	071249650158	Glow Paradise Balm-in-Gloss	Angelc Daydream	70	
134	1	N/A	071249650165	Glow Paradise Balm-in-Gloss	Sublime Magenta	80	
135	1	N/A	071249650172	Glow Paradise Balm-in-Gloss	Rosy Utopia	90	
136	1	N/A	071249650189	Glow Paradise Balm-in-Gloss	Mademoiselle Mauve	100	
137	1	N/A	071249650196	Glow Paradise Balm-in-Gloss	Fete des Fleurs	110	
138	1	N/A	071249650202	Glow Paradise Balm-in-Gloss	Rose Harmony	120	

Column: 2 - Row: 6 Lower Notch: 30 Fixture Type: TRAYS Fixture Description: INF PRO-GLSS PLUMP LIP 1.1 TRY LIT **
TRAYS Fixture Re-Order Code: DP000351 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM1000025985 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000025993 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
139	1	N/A	071249421994	Infalible Pro-Gloss Plump Lip	Mirror	600	
140	1	N/A	071249422007	Infalible Pro-Gloss Plump Lip	Rosy Flush	601	
141	1	N/A	071249422014	Infalible Pro-Gloss Plump Lip	Sheer Blossom	602	
142	1	N/A	071249422021	Infalible Pro-Gloss Plump Lip	Blush Glean	603	
143	1	N/A	071249422038	Infalible Pro-Gloss Plump Lip	Radiant Mauve	604	
144	1	N/A	071249422045	Infalible Pro-Gloss Plump Lip	Moonlit Rose	605	
145	1	N/A	071249422052	Infalible Pro-Gloss Plump Lip	Mauve Glow	606	
146	1	N/A	071249422069	Infalible Pro-Gloss Plump Lip	Sunlit Shimmer	607	
147	1	N/A	071249422076	Infalible Pro-Gloss Plump Lip	True Berry	608	
148	1	N/A	071249422083	Infalible Pro-Gloss Plump Lip	Lucid Glow	609	
149	1	N/A	071249422090	Infalible Pro-Gloss Plump Lip	Nude Twinkle	610	
150	1	N/A	071249422106	Infalible Pro-Gloss Plump Lip	Ruby Sheen	611	

Column: 2 - Row: 7 Lower Notch: 23 Fixture Type: TRAYS Fixture Description: INF 8HR PRO GLSS LIP 1.3 TRY LIT **
TRAYS Fixture Re-Order Code: DP000351 SS Graphic Re-Order Code: PM1000030507
Graphic Re-Order Code: SS Holder Re-Order Code: PM0000021712
Carrier Tray Graphic Re-Order Code: PM1000025523 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000025138 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
151	1	N/A	071249628911	Infalible 8 Hour Pro Gloss	CRYSTAL GLASS	865	
152	1	N/A	071249628966	Infalible 8 Hour Pro Gloss	FROSTED	870	
153	1	N/A	071249135280	Infalible 8 Hour Pro Gloss	Petal	105	
154	1	N/A	071249628959	Infalible 8 Hour Pro Gloss	PINK OPAL	880	
155	1	N/A	071249135365	Infalible 8 Hour Pro Gloss	Blush	115	
156	1	N/A	071249628942	Infalible 8 Hour Pro Gloss	NIGHTFALL ROSE	890	
157	1	N/A	071249135372	Infalible 8 Hour Pro Gloss	Bloom	125	
158	1	N/A	071249135389	Infalible 8 Hour Pro Gloss	Posy	135	

Column: 2 - Row: 8 Lower Notch: 16 Fixture Type: TRAYS Fixture Description: INF 8HR PRO GLSS LIP 2.3 TRY LIT **
TRAYS Fixture Re-Order Code: DP000351 SS Graphic Re-Order Code: PM1000030522
Graphic Re-Order Code: SS Holder Re-Order Code: PM0000026556
Carrier Tray Graphic Re-Order Code: PM1000025523 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000025139 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
159	1	N/A	071249135327	Infalible 8 Hour Pro Gloss	Suede	805	
160	1	N/A	071249628935	Infalible 8 Hour Pro Gloss	SHELL PINK	885	
161	1	N/A	071249135433	Infalible 8 Hour Pro Gloss	Coral Sands	405	
162	1	N/A	071249628928	Infalible 8 Hour Pro Gloss	NUDE PETAL	875	
163	1	N/A	071249135297	Infalible 8 Hour Pro Gloss	Sunset	415	
164	1	N/A	071249135334	Infalible 8 Hour Pro Gloss	Barely Nude	815	
165	1	N/A	071249135396	Infalible 8 Hour Pro Gloss	Modern Mauve	505	
166	1	N/A	071249135341	Infalible 8 Hour Pro Gloss	Dulce de Leche	825	
167	1	N/A	071249135358	Infalible 8 Hour Pro Gloss	Truffle	835	

Column: 2 - Row: 9 Lower Notch: 9 Fixture Type: TRAYS Fixture Description: INF 8HR PRO GLSS LIP 3.3 TRY LIT **
TRAYS Fixture Re-Order Code: DP000351 SS Graphic Re-Order Code: PM1000030523
Graphic Re-Order Code: SS Holder Re-Order Code: PM0000026556
Carrier Tray Graphic Re-Order Code: PM1000025523 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000025140 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
168	1	N/A	071249135419	Infalible 8 Hour Pro Gloss	Sangria	705	
169	1	N/A	071249135402	Infalible 8 Hour Pro Gloss	Undeniable Mauve	515	
170	1	N/A	071249135426	Infalible 8 Hour Pro Gloss	Raisin	715	
171	1	N/A	071249216064	Infalible 8 Hour Pro Gloss	Pink Topaz	140	
172	1	N/A	071249216057	Infalible 8 Hour Pro Gloss	Red Fatale	320	
173	1	N/A	071249216033	Infalible 8 Hour Pro Gloss	Cherry Flash	340	
174	1	N/A	071249216040	Infalible 8 Hour Pro Gloss	Glistening Berry	240	
175	1	N/A	071249135303	Infalible 8 Hour Pro Gloss	Fiery	305	
176	1	N/A	071249135310	Infalible 8 Hour Pro Gloss	Rebel Red	315	

Row: 1		Lower Notch: 35
Row: 2		Lower Notch: 28
Row: 3		Lower Notch: 20
Row: 4		Lower Notch: 14
Row: 5		Lower Notch: 6
Row: 6		Lower Notch: 30
Row: 7		Lower Notch: 23
Row: 8		Lower Notch: 16
Row: 9		Lower Notch: 9
Row: 10		Lower Notch: 1



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 10' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 2

POG Name: LOPWAK1070ECL_IS24

Column: 2 - Row: 10 Lower Notch: 1 Fixture Type: TRAYS Fixture Description: INF 2-STP LIP 1.2 TRY LIT **
TRAYS Fixture Re-Order Code: PM1000013132 SS Graphic Re-Order Code: PM1000027903
Graphic Re-Order Code: SS Holder Re-Order Code: PM1000013134
Carrier Tray Graphic Re-Order Code: PM1000020824 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000022207 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
177	1	N/A	071249290033	Infalible Lip 2-Step	Timeless Rose	115	
178	1	N/A	071249290385	Infalible Lip 2-Step	Neverending Nutmeg	119	
179	1	N/A	071249290095	Infalible Lip 2-Step	Permanent Blush	117	
180	1	N/A	071249290088	Infalible Lip 2-Step	Flamboyant Flamingo	113	
181	1	N/A	071249290057	Infalible Lip 2-Step	Toujour Teaberry	109	
182	1	N/A	071249290064	Infalible Lip 2-Step	Passionate Petal	111	
183	1	N/A	071249290330	Infalible Lip 2-Step	Forever Candy	103	
184	1	N/A	071249290040	Infalible Lip 2-Step	Lilac Infinite	105	
185	1	N/A	071249290101	Infalible Lip 2-Step	Violet Parfait	107	
186	1	N/A	071249290408	Infalible Lip 2-Step	Mesmerizing Merlot	223	

Row: 1	
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ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 10' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 3

POG Name: LOPWAK1070ECL_IS24

ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 10' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

LOPWAK1070ECL_IS24

Column: 1 - Row: 1 Lower Notch: 35 Fixture Type: HEADER Fixture Description: 10FT LP HDR-LIT **
HEADER Fixture Re-Order Code: PM1000009393,PM1000009395 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000019108 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: 3 - Row: 2 Lower Notch: 28 Fixture Type: TRAYS Fixture Description: INF 24HR FW FDTN RF 1.4 TRY LIT **
TRAYS Fixture Re-Order Code: RE012100 SS Graphic Re-Order Code: PM1000030521
Graphic Re-Order Code: SS Holder Re-Order Code: PM1000014847
Carrier Tray Graphic Re-Order Code: PM1000023792 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028157 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
187	1	N/A	071249384718	Infalible 24 HR Fresh Wear Foundation	Ebony	545	
188	1	N/A	071249384701	Infalible 24 HR Fresh Wear Foundation	Mahogany	540	
189	1	N/A	071249384695	Infalible 24 HR Fresh Wear Foundation	Espresso	535	
190	1	N/A	071249384688	Infalible 24 HR Fresh Wear Foundation	Deep Amber	530	
191	1	N/A	071249384671	Infalible 24 HR Fresh Wear Foundation	Deep Golden	525	
192	1	N/A	071249384664	Infalible 24 HR Fresh Wear Foundation	Sienna	520	

Column: 3 - Row: 3 Lower Notch: 20 Fixture Type: TRAYS Fixture Description: INF 24HR FW FDTN RF 2.4 TRY LIT **
TRAYS Fixture Re-Order Code: RE012100 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM1000023792 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028158 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
193	1	N/A	071249382349	Infalible 24 HR Fresh Wear Foundation	Copper	515	
194	1	N/A	071249382332	Infalible 24 HR Fresh Wear Foundation	Hazelnut	510	
195	1	N/A	071249382325	Infalible 24 HR Fresh Wear Foundation	Toffee	505	
196	1	N/A	071249382318	Infalible 24 HR Fresh Wear Foundation	Honey Bisque	500	
197	1	N/A	071249382301	Infalible 24 HR Fresh Wear Foundation	Amber	495	
198	1	N/A	071249382295	Infalible 24 HR Fresh Wear Foundation	Golden Amber	490	
199	1	N/A	071249382288	Infalible 24 HR Fresh Wear Foundation	Golden Sun	485	
200	1	N/A	071249382271	Infalible 24 HR Fresh Wear Foundation	Radiant Sand	480	

Column: 3 - Row: 4 Lower Notch: 13 Fixture Type: TRAYS Fixture Description: INF 24HR FW FDTN RF 3.4 TRY LIT **
TRAYS Fixture Re-Order Code: RE012100 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM1000023792 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028159 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
201	1	N/A	071249382264	Infalible 24 HR Fresh Wear Foundation	Sun Beige	475	
202	1	N/A	071249382257	Infalible 24 HR Fresh Wear Foundation	Radiant Honey	470	
203	1	N/A	071249382240	Infalible 24 HR Fresh Wear Foundation	Sand	465	
204	1	N/A	071249382233	Infalible 24 HR Fresh Wear Foundation	Golden Beige	460	
205	1	N/A	071249382226	Infalible 24 HR Fresh Wear Foundation	Natural Buff	455	
206	1	N/A	071249382219	Infalible 24 HR Fresh Wear Foundation	Rose Beige	450	
207	1	N/A	071249382202	Infalible 24 HR Fresh Wear Foundation	Vanilla	445	
208	1	N/A	071249382196	Infalible 24 HR Fresh Wear Foundation	Natural Rose	440	

Column: 3 - Row: 5 Lower Notch: 6 Fixture Type: TRAYS Fixture Description: INF 24HR FW FDTN RF 4.4 TRY LIT **
TRAYS Fixture Re-Order Code: RE012100 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM1000023792 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028160 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
209	1	N/A	071249382189	Infalible 24 HR Fresh Wear Foundation	Rose Vanilla	435	
210	1	N/A	071249382172	Infalible 24 HR Fresh Wear Foundation	Ivory Buff	430	
211	1	N/A	071249382165	Infalible 24 HR Fresh Wear Foundation	Linen	425	
212	1	N/A	071249382158	Infalible 24 HR Fresh Wear Foundation	True Beige	420	
213	1	N/A	071249382141	Infalible 24 HR Fresh Wear Foundation	Rose Ivory	415	
214	1	N/A	071249382134	Infalible 24 HR Fresh Wear Foundation	Ivory	410	
215	1	N/A	071249382127	Infalible 24 HR Fresh Wear Foundation	Porcelain	405	
216	1	N/A	071249382110	Infalible 24 HR Fresh Wear Foundation	Pearl	400	

Column: 3 - Row: 6 Lower Notch: 30 Fixture Type: TRAYS Fixture Description: INF FW CNCLR (FULL MIX) RF 1.2 TRY LIT **
TRAYS Fixture Re-Order Code: PM0000038848 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM1000023793 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028177 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
217	1	N/A	071249384787	Infalible Full Wear Concealer	Espresso	445	
218	1	N/A	071249384770	Infalible Full Wear Concealer	Truffle	440	

Row: 1

Lower Notch: 35

Row: 2

Lower Notch: 28

Row: 3

Lower Notch: 20

Row: 4

Lower Notch: 13

Row: 5

Lower Notch: 6

Row: 6

Lower Notch: 30

Row: 7

Lower Notch: 23

Row: 8

Lower Notch: 16

Row: 9

Lower Notch: 9

Row: 10

Lower Notch: 1



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 10' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 3

POG Name: LOPWAK1070ECL_IS24

219	1	N/A	071249384763	Infalible Full Wear Concealer	Coffee	435	
220	1	N/A	071249384732	Infalible Full Wear Concealer	Cocoa	420	
221	1	N/A	071249384725	Infalible Full Wear Concealer	Honey	415	
222	1	N/A	071249382561	Infalible Full Wear Concealer	Almond	410	
223	1	N/A	071249382554	Infalible Full Wear Concealer	Toffee	405	
224	1	N/A	071249382547	Infalible Full Wear Concealer	Caramel	400	
225	1	N/A	071249382530	Infalible Full Wear Concealer	Walnut	395	
226	1	N/A	071249382516	Infalible Full Wear Concealer	Amber	385	
227	1	N/A	071249382509	Infalible Full Wear Concealer	Pecan	380	

Column: 3 - Row: 7 Lower Notch: 23 Fixture Type: TRAYS Fixture Description: INF FW CNCLR (FULL MIX) RF 2.2 TRY LIT **
TRAYS Fixture Re-Order Code: PM0000038848 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM1000023793 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028178 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
228	1	N/A	071249382493	Infalible Full Wear Concealer	Latte	375	
229	1	N/A	071249382486	Infalible Full Wear Concealer	Biscuit	370	
230	1	N/A	071249382479	Infalible Full Wear Concealer	Cashew	365	
231	1	N/A	071249382462	Infalible Full Wear Concealer	Cashmere	360	
232	1	N/A	071249382455	Infalible Full Wear Concealer	Vanilla	355	
233	1	N/A	071249382448	Infalible Full Wear Concealer	Bisque	350	
234	1	N/A	071249382431	Infalible Full Wear Concealer	Oatmeal	345	
235	1	N/A	071249382424	Infalible Full Wear Concealer	Fawn	340	
236	1	N/A	071249382417	Infalible Full Wear Concealer	Ivory	330	
237	1	N/A	071249382400	Infalible Full Wear Concealer	Eggshell	325	
238	1	N/A	071249382394	Infalible Full Wear Concealer	Porcelain	320	

Column: 3 - Row: 8 Lower Notch: 16 Fixture Type: TRAYS Fixture Description: INF PRO-MATTE FNDTN RF 1.3 TRY LIT **
TRAYS Fixture Re-Order Code: PM1000013137 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM1000023795 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028169 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
239	1	N/A	071249367674	Infalible Pro-Matte Foundation	Rich Chocolate	114	
240	1	N/A	071249367667	Infalible Pro-Matte Foundation	Brown Suede	113	
241	1	N/A	071249293119	Infalible Pro-Matte Foundation	Cocoa	112	
242	1	N/A	071249293102	Infalible Pro-Matte Foundation	Soft Sable	111	
243	1	N/A	071249293096	Infalible Pro-Matte Foundation	Creame Cafe	110	
244	1	N/A	071249293089	Infalible Pro-Matte Foundation	Classic Tan	109	

Column: 3 - Row: 9 Lower Notch: 9 Fixture Type: TRAYS Fixture Description: INF PRO-MATTE FNDTN RF 3.3 TRY LIT **
TRAYS Fixture Re-Order Code: PM1000013137 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM1000023798 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028171 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
245	1	N/A	071249361603	Infalible Pro-Matte Foundation	Nude Buff	104 5	
246	1	N/A	071249293034	Infalible Pro-Matte Foundation	Golden Beige	104	
247	1	N/A	071249293027	Infalible Pro-Matte Foundation	Natural Buff	103	
248	1	N/A	071249293003	Infalible Pro-Matte Foundation	Shell Beige	102	
249	1	N/A	071249361597	Infalible Pro-Matte Foundation	Ivory Buff	101 5	
250	1	N/A	071249292990	Infalible Pro-Matte Foundation	Classic Ivory	101	

Column: 3 - Row: 10 Lower Notch: 1 Fixture Type: TRAYS Fixture Description: INF 2-STP LIP 2.2 TRY LIT **
TRAYS Fixture Re-Order Code: PM1000013132 SS Graphic Re-Order Code: PM1000022211
Graphic Re-Order Code: SS Holder Re-Order Code: PM1000013467
Carrier Tray Graphic Re-Order Code: PM1000020825 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000022208 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
251	1	N/A	071249290453	Infalible Lip 2-Step	Raisin Revival	215	
252	1	N/A	071249290361	Infalible Lip 2-Step	Cherry Noir	217	
253	1	N/A	071249290347	Infalible Lip 2-Step	Continual Crimson	213	
254	1	N/A	071249290323	Infalible Lip 2-Step	Red	211	
255	1	N/A	071249290315	Infalible Lip 2-Step	Captivated by Cerise	209	
256	1	N/A	071249290354	Infalible Lip 2-Step	Perpetual Apricot	207	
257	1	N/A	071249290071	Infalible Lip 2-Step	Everlasting Caramel	201	
258	1	N/A	071249290392	Infalible Lip 2-Step	Heaven to Henna	205	
259	1	N/A	071249290460	Infalible Lip 2-Step	Always Almond	123	

Row: 1 Lower Notch: 35

Row: 2 Lower Notch: 28

Row: 3 Lower Notch: 20

Row: 4 Lower Notch: 13

Row: 5 Lower Notch: 6

Row: 6 Lower Notch: 30

Row: 7 Lower Notch: 23

Row: 8 Lower Notch: 16

Row: 9 Lower Notch: 9

Row: 10 Lower Notch: 1



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 10' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

POG Name: LOPWAK1070ECL_IS24

Column: 4

ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 10' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

LOPWAK1070ECL_IS24

Column: 1 - Row: 1 Lower Notch: 35 Fixture Type: HEADER Fixture Description: 10FT LP HDR-LIT **
HEADER Fixture Re-Order Code: PM1000009393,PM1000009395 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000019108 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: 4 - Row: 2 Lower Notch: 28 Fixture Type: TRAYS Fixture Description: TM SPR BLEND FNDTN 1.5 TRY LIT **
TRAYS Fixture Re-Order Code: RE012100 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM1000028729 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028711 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
260	1	N/A	071249671634	True Match Super Blendable Foundation	C12	C12	
261	1	N/A	071249671597	True Match Super Blendable Foundation	C11	C11	
262	1	N/A	071249671542	True Match Super Blendable Foundation	N11	N11	
263	1	N/A	071249671672	True Match Super Blendable Foundation	C10	C10	
264	1	N/A	071249671771	True Match Super Blendable Foundation	N10	N10	
265	1	N/A	071249671658	True Match Super Blendable Foundation	W10	W10	
266	1	N/A	071249671665	True Match Super Blendable Foundation	W9.5	W9.5	
267	1	N/A	071249671641	True Match Super Blendable Foundation	C9	C9	

Column: 4 - Row: 3 Lower Notch: 20 Fixture Type: TRAYS Fixture Description: TM RADIANT SRM CNCLR 1.2 TRY LIT **
TRAYS Fixture Re-Order Code: PM1000030605 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM1000030384 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000030387 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
268	1	N/A	071249684764	True Match Radiant Serum Concealer	N11	N11	
269	1	N/A	071249684771	True Match Radiant Serum Concealer	W10.5	W10.5	
270	1	N/A	071249684788	True Match Radiant Serum Concealer	C10	C10	
271	1	N/A	071249684795	True Match Radiant Serum Concealer	N10	N10	
272	1	N/A	071249684801	True Match Radiant Serum Concealer	W9.5	W9.5	
273	1	N/A	071249684818	True Match Radiant Serum Concealer	N9	N9	
274	1	N/A	071249684825	True Match Radiant Serum Concealer	C8	C8	
275	1	N/A	071249684832	True Match Radiant Serum Concealer	N8	N8	
276	1	N/A	071249684849	True Match Radiant Serum Concealer	C7	C7	
277	1	N/A	071249684856	True Match Radiant Serum Concealer	W7	W7	
278	1	N/A	071249684863	True Match Radiant Serum Concealer	N6.5	N6.5	
279	1	N/A	071249684870	True Match Radiant Serum Concealer	W6	W6	

Column: 4 - Row: 4 Lower Notch: 13 Fixture Type: TRAYS Fixture Description: TM RADIANT SRM CNCLR 2.2 TRY LIT **
TRAYS Fixture Re-Order Code: PM1000030605 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM1000030384 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000030388 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
280	1	N/A	071249684887	True Match Radiant Serum Concealer	N5	N5	
281	1	N/A	071249684894	True Match Radiant Serum Concealer	W5	W5	
282	1	N/A	071249684900	True Match Radiant Serum Concealer	C4	C4	
283	1	N/A	071249684917	True Match Radiant Serum Concealer	W4	W4	
284	1	N/A	071249684924	True Match Radiant Serum Concealer	C3	C3	
285	1	N/A	071249684931	True Match Radiant Serum Concealer	N3	N3	
286	1	N/A	071249684948	True Match Radiant Serum Concealer	W3	W3	
287	1	N/A	071249684955	True Match Radiant Serum Concealer	C2	C2	
288	1	N/A	071249684962	True Match Radiant Serum Concealer	N2	N2	
289	1	N/A	071249684979	True Match Radiant Serum Concealer	C1	C1	
290	1	N/A	071249684986	True Match Radiant Serum Concealer	N1	N1	
291	1	N/A	071249684993	True Match Radiant Serum Concealer	W1	W1	

Column: 4 - Row: 5 Lower Notch: 4 Fixture Type: TRAYS Fixture Description: TM SPR BLEND PWDR 1.3 2-TIER TRY LIT **
TRAYS Fixture Re-Order Code: PM1000012439 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM1000021598 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000030641,PM1000030642 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
292	1	N/A	071249683811	True Match Super-Blendable Powder	C12	C12	
293	1	N/A	071249683828	True Match Super-Blendable Powder	N11	N11	
294	1	N/A	071249683835	True Match Super-Blendable Powder	W10	W10	
295	1	N/A	071249683842	True Match Super-Blendable Powder	C9	C9	
296	1	N/A	071249683859	True Match Super-Blendable Powder	N9	N9	
297	1	N/A	071249033609	True Match Super-Blendable Powder	Cocoa	C8	
298	1	N/A	071249033173	True Match Super-Blendable Powder	Classic Tan	N7	

Row: 1

Lower Notch: 35

Row: 2

Lower Notch: 28

Row: 3

Lower Notch: 20

Row: 4

Lower Notch: 13

Row: 5

Lower Notch: 4

Row: 6

Lower Notch: 30

Row: 7

Lower Notch: 23

Row: 8

Lower Notch: 16

Row: 9

Lower Notch: 9

Row: 10

Lower Notch: 1



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 10' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 4

POG Name: LOPWAK1070ECL_IS24

299	1	N/A	071249016930	True Match Super-Blendable Powder	Caramel Beige	W7	
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Column: 4 - Row: 6 Lower Notch: 30 Fixture Type: TRAYS Fixture Description: TM BLSH 1.3 TRY LIT **
TRAYS Fixture Re-Order Code: PM1000011536 SS Graphic Re-Order Code: PM1000030533
Graphic Re-Order Code: SS Holder Re-Order Code: PM0000014739
Carrier Tray Graphic Re-Order Code: PM1000021576 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000022938 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
300	1	N/A	071249017449	True Match Blush	Bare Honey	W1-2	
301	1	N/A	071249017456	True Match Blush	Barely Blushing	W3-4	

Column: 4 - Row: 7 Lower Notch: 23 Fixture Type: TRAYS Fixture Description: TM LUMI FNDTN RF 1.3 TRY LIT **
TRAYS Fixture Re-Order Code: PM1000010108 SS Graphic Re-Order Code: PM1000030540
Graphic Re-Order Code: SS Holder Re-Order Code: PM1000013194
Carrier Tray Graphic Re-Order Code: PM1000021587 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028206 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
302	1	N/A	071249226599	True Match Lumi Makeup	Nut Brown/Cocoa	C7-8	
303	1	N/A	071249214855	True Match Lumi Makeup	Classic Tan/Cappuccino	N7-8	
304	1	N/A	071249226582	True Match Lumi Makeup	Soft Sable	C6	
305	1	N/A	071249214787	True Match Lumi Makeup	Sun Beige	W6	
306	1	N/A	071249226575	True Match Lumi Makeup	Classic Beige	C5	

Column: 4 - Row: 8 Lower Notch: 16 Fixture Type: TRAYS Fixture Description: INF PRO-MATTE FNDTN RF 2.3 TRY LIT **
TRAYS Fixture Re-Order Code: PM1000013137 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM1000023797 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028170 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
307	1	N/A	071249367650	Infalible Pro-Matte Foundation	Honey Bisque	108 5	
308	1	N/A	071249293072	Infalible Pro-Matte Foundation	Caramel Beige	108	
309	1	N/A	071249361627	Infalible Pro-Matte Foundation	Ivory Beige	107 5	
310	1	N/A	071249293065	Infalible Pro-Matte Foundation	Fresh Beige	107	
311	1	N/A	071249293058	Infalible Pro-Matte Foundation	Sun Beige	106	
312	1	N/A	071249293041	Infalible Pro-Matte Foundation	Natural Beige	105	

Column: 4 - Row: 9 Lower Notch: 9 Fixture Type: TRAYS Fixture Description: INF PRO-GLW FNDTN RF 1.2 TRY LIT**
TRAYS Fixture Re-Order Code: PM1000013137 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM1000021555 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028190 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
313	1	N/A	071249330548	Infalible Pro-Glow	Cocoa	212	
314	1	N/A	071249330531	Infalible Pro-Glow	Creme Cafe	211	
315	1	N/A	071249330517	Infalible Pro-Glow	Classic Tan	210	
316	1	N/A	071249330524	Infalible Pro-Glow	Caramel Beige	209	
317	1	N/A	071249330500	Infalible Pro-Glow	Sun Beige	208	
318	1	N/A	071249330494	Infalible Pro-Glow	Sand Beige	207	

Column: 4 - Row: 10 Lower Notch: 1 Fixture Type: TRAYS Fixture Description: INF PRO-GLW FNDTN RF 2.2 TRY LIT**
TRAYS Fixture Re-Order Code: PM1000013137 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM1000021555 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028191 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
319	1	N/A	071249330487	Infalible Pro-Glow	Buff Beige	206	
320	1	N/A	071249330463	Infalible Pro-Glow	Natural Beige	205	
321	1	N/A	071249330456	Infalible Pro-Glow	Natural Buff	204	
322	1	N/A	071249330470	Infalible Pro-Glow	Nude Beige	203	
323	1	N/A	071249330432	Infalible Pro-Glow	Creamy Natural	202	
324	1	N/A	071249330449	Infalible Pro-Glow	Classic Ivory	201	

Row: 1 Lower Notch: 35

Row: 2 Lower Notch: 28

Row: 3 Lower Notch: 20

Row: 4 Lower Notch: 13

Row: 5 Lower Notch: 4

Row: 6 Lower Notch: 30

Row: 7 Lower Notch: 23

Row: 8 Lower Notch: 16

Row: 9 Lower Notch: 9

Row: 10 Lower Notch: 1



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 10' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 5

POG Name: LOPWAK1070ECL_IS24

ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 10' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024
LOPWAK1070ECL_IS24

Column: 1 - Row: 1 Lower Notch: 35 Fixture Type: HEADER Fixture Description: 10FT LP HDR-LIT **
HEADER Fixture Re-Order Code: PM1000009393,PM1000009395 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000019108 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: 5 - Row: 2 Lower Notch: 28 Fixture Type: TRAYS Fixture Description: TM SPR BLEND FNDTN 2.5 TRY LIT **
TRAYS Fixture Re-Order Code: RE012100 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM1000028730 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028712 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
325	1	N/A	071249671764	True Match Super Blendable Foundation	N9	N9	
326	1	N/A	071249671580	True Match Super Blendable Foundation	C8	C8	
327	1	N/A	071249671528	True Match Super Blendable Foundation	N8	N8	
328	1	N/A	071249671627	True Match Super Blendable Foundation	W8	W8	
329	1	N/A	071249671825	True Match Super Blendable Foundation	C7	C7	
330	1	N/A	071249671573	True Match Super Blendable Foundation	N7	N7	
331	1	N/A	071249671535	True Match Super Blendable Foundation	W7	W7	
332	1	N/A	071249671719	True Match Super Blendable Foundation	N6.5	N6.5	

Column: 5 - Row: 3 Lower Notch: 20 Fixture Type: TRAYS Fixture Description: TM SPR BLEND FNDTN 4.5 TRY LIT **
TRAYS Fixture Re-Order Code: RE012100 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM1000028732 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028714 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
333	1	N/A	071249671863	True Match Super Blendable Foundation	C4	C4	
334	1	N/A	071249671511	True Match Super Blendable Foundation	N4	N4	
335	1	N/A	071249671788	True Match Super Blendable Foundation	W4	W4	
336	1	N/A	071249671610	True Match Super Blendable Foundation	C3	C3	
337	1	N/A	071249671795	True Match Super Blendable Foundation	N3	N3	
338	1	N/A	071249671818	True Match Super Blendable Foundation	W3	W3	
339	1	N/A	071249671740	True Match Super Blendable Foundation	C2.5	C2.5	
340	1	N/A	071249671931	True Match Super Blendable Foundation	W2.5	W2.5	

Column: 5 - Row: 4 Lower Notch: 13 Fixture Type: TRAYS Fixture Description: TM NUDE HYDR TINTD SRM (FULL MIX) RF 1.2 TRY ...
TRAYS Fixture Re-Order Code: PM1000025974 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM1000030438 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028217 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
341	1	N/A	071249635995	True Match Nude Hydrating Tinted Serum	Very Deep	10-12	
342	1	N/A	071249647059	True Match Nude Hydrating Tinted Serum	Rich Deep	10 5-11	
343	1	N/A	071249635988	True Match Nude Hydrating Tinted Serum	Deep	8-10	
344	1	N/A	071249648889	True Match Nude Hydrating Tinted Serum	Medium Deep	8 5-9 5	
345	1	N/A	071249648780	True Match Nude Hydrating Tinted Serum	Cool Deep	7 5-8 5	
346	1	N/A	071249635971	True Match Nude Hydrating Tinted Serum	Tan-Deep	7-8	
347	1	N/A	071249635964	True Match Nude Hydrating Tinted Serum	Tan	6-7	

Column: 5 - Row: 5 Lower Notch: 4 Fixture Type: TRAYS Fixture Description: TM SPR BLEND PWDR 2.3 2-TIER TRY LIT **
TRAYS Fixture Re-Order Code: PM1000012439 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM1000021598 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000030643,PM1000030644 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
348	1	N/A	071249033593	True Match Super-Blendable Powder	Soft Sable	C6	
349	1	N/A	071249033197	True Match Super-Blendable Powder	Honey Beige	N6	
350	1	N/A	071249016657	True Match Super-Blendable Powder	Sun Beige	W6	
351	1	N/A	071249033180	True Match Super-Blendable Powder	True Beige	N5	
352	1	N/A	071249016459	True Match Super-Blendable Powder	Sand Beige	W5	
353	1	N/A	071249017227	True Match Super-Blendable Powder	Buff Beige	N4	
354	1	N/A	071249016442	True Match Super-Blendable Powder	Natural Beige	W4	
355	1	N/A	071249033432	True Match Super-Blendable Powder	Creamy Natural	C3	

Column: 5 - Row: 6 Lower Notch: 30 Fixture Type: TRAYS Fixture Description: TM BLSH 2.3 TRY LIT **
TRAYS Fixture Re-Order Code: PM1000011536 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM1000021576 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000021185 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
356	1	N/A	071249017463	True Match Blush	Subtle Sable	W5-6	

Row: 1

Lower Notch: 35

Row: 2

Lower Notch: 28

Row: 3

Lower Notch: 20

Row: 4

Lower Notch: 13

Row: 5

Lower Notch: 4

Row: 6

Lower Notch: 30

Row: 7

Lower Notch: 23

Row: 8

Lower Notch: 16

Row: 9

Lower Notch: 11

Row: 10

Lower Notch: 6

Row: 11

Lower Notch: 1



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 10' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 5

POG Name: LOPWAK1070ECL_IS24

357	1	N/A	071249017487	True Match Blush	Innocent Flush	N3-4	
358	1	N/A	071249017494	True Match Blush	Apricot Kiss	N5-6	
359	1	N/A	071249041840	True Match Blush	Sweet Ginger	N7-8	

Column: 5 - Row: 7 Lower Notch: 23 Fixture Type: TRAYS Fixture Description: TM LUMI FNDTN RF 2.3 TRY LIT **
TRAYS Fixture Re-Order Code: PM1000010108 SS Graphic Re-Order Code: PM1000030539
Graphic Re-Order Code: SS Holder Re-Order Code: PM1000013194
Carrier Tray Graphic Re-Order Code: PM1000021587 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028207 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
360	1	N/A	071249214831	True Match Lumi Makeup	True Beige	N5	
361	1	N/A	071249214770	True Match Lumi Makeup	Sand Beige	W5	
362	1	N/A	071249226568	True Match Lumi Makeup	Shell Beige	C4	
363	1	N/A	071249214824	True Match Lumi Makeup	Buff Beige	N4	
364	1	N/A	071249214763	True Match Lumi Makeup	Natural Beige	W4	

Column: 5 - Row: 8 Lower Notch: 16 Fixture Type: TRAYS Fixture Description: INF UP TO 24HR FW BLUSH 1.1 TRY LIT **
TRAYS Fixture Re-Order Code: PM1000011536 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM1000029869 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000029873 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
365	1	N/A	071249674666	Infalible Up To 24H Fresh Wear Blush	Fearless Coral	05	
366	1	N/A	071249674673	Infalible Up To 24H Fresh Wear Blush	Confident Pink	10	
367	1	N/A	071249674680	Infalible Up To 24H Fresh Wear Blush	Legendary Berry	15	
368	1	N/A	071249674697	Infalible Up To 24H Fresh Wear Blush	Daring Rosewood	20	

Column: 5 - Row: 9 Lower Notch: 11 Fixture Type: TRAYS Fixture Description: INF UP TO 24HR SOFT MATTE BRNZR 1.2 TRY LIT **
TRAYS Fixture Re-Order Code: PM1000011536 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM1000027842 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000027844 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
369	1	N/A	071249664223	INFALLIBLE UP TO 24HR SOFT MATTE BRONZ... DEEP DARK		550	
370	1	N/A	071249664216	INFALLIBLE UP TO 24HR SOFT MATTE BRONZ... DARK		500	
371	1	N/A	071249664209	INFALLIBLE UP TO 24HR SOFT MATTE BRONZ... DEEP TAN		450	
372	1	N/A	071249664193	INFALLIBLE UP TO 24HR SOFT MATTE BRONZ... TAN		400	

Column: 5 - Row: 10 Lower Notch: 6 Fixture Type: TRAYS Fixture Description: INF UP TO 24HR FW FNDTN/PWDR RF 1.4 TRY LIT **
TRAYS Fixture Re-Order Code: PM1000011536 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM1000025099 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028198 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
373	1	N/A	071249627884	Infalible Up To 24HR Fresh Wear Foundation in ... Deep Amber		375	
374	1	N/A	071249651353	Infalible Up To 24HR Fresh Wear Foundation in ... Mocha		370	
375	1	N/A	071249627877	Infalible Up To 24HR Fresh Wear Foundation in ... COPPER		365	
376	1	N/A	071249627860	Infalible Up To 24HR Fresh Wear Foundation in ... Sienna		355	

Column: 5 - Row: 11 Lower Notch: 1 Fixture Type: TRAYS Fixture Description: INF UP TO 24HR FW FNDTN/PWDR RF 3.4 TRY LIT **
TRAYS Fixture Re-Order Code: PM1000011536 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM1000025099 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028182 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
377	1	N/A	071249627815	Infalible Up To 24HR Fresh Wear Foundation in ... SAND		220	
378	1	N/A	071249627778	Infalible Up To 24HR Fresh Wear Foundation in ... LINEN		180	
379	1	N/A	071249627808	Infalible Up To 24HR Fresh Wear Foundation in ... GOLDEN BEIGE		140	
380	1	N/A	071249627761	Infalible Up To 24HR Fresh Wear Foundation in ... TRUE BEIGE		130	

Row: 1 Lower Notch: 35

Row: 2 Lower Notch: 28

Row: 3 Lower Notch: 20

Row: 4 Lower Notch: 13

Row: 5 Lower Notch: 4

Row: 6 Lower Notch: 30

Row: 7 Lower Notch: 23

Row: 8 Lower Notch: 16

Row: 9 Lower Notch: 11

Row: 10 Lower Notch: 6

Row: 11 Lower Notch: 1



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 10' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

POG Name: LOPWAK1070ECL_IS24

Column: 6

ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 10' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

LOPWAK1070ECL_IS24

Column: 1 - Row: 1 Lower Notch: 35 Fixture Type: HEADER Fixture Description: 10FT LP HDR-LIT **
HEADER Fixture Re-Order Code: PM1000009393,PM1000009395 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000019108 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: 6 - Row: 2 Lower Notch: 28 Fixture Type: TRAYS Fixture Description: TM SPR BLEND FNDTN 3.5 TRY LIT **
TRAYS Fixture Re-Order Code: RE012100 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM1000028731 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028713 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
381	1	N/A	071249671887	True Match Super Blendable Foundation	C6	C6	
382	1	N/A	071249671726	True Match Super Blendable Foundation	N6	N6	
383	1	N/A	071249671900	True Match Super Blendable Foundation	W6	W6	
384	1	N/A	071249671832	True Match Super Blendable Foundation	N5.5	N5.5	
385	1	N/A	071249671917	True Match Super Blendable Foundation	W5.5	W5.5	
386	1	N/A	071249671559	True Match Super Blendable Foundation	C5	C5	
387	1	N/A	071249671924	True Match Super Blendable Foundation	N5	N5	
388	1	N/A	071249671856	True Match Super Blendable Foundation	W5	W5	

Column: 6 - Row: 3 Lower Notch: 20 Fixture Type: TRAYS Fixture Description: TM SPR BLEND FNDTN 5.5 TRY LIT **
TRAYS Fixture Re-Order Code: RE012100 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM1000028733 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028715 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
389	1	N/A	071249671801	True Match Super Blendable Foundation	C2	C2	
390	1	N/A	071249671566	True Match Super Blendable Foundation	N2	N2	
391	1	N/A	071249671757	True Match Super Blendable Foundation	W2	W2	
392	1	N/A	071249671498	True Match Super Blendable Foundation	C1	C1	
393	1	N/A	071249671870	True Match Super Blendable Foundation	N1	N1	
394	1	N/A	071249671849	True Match Super Blendable Foundation	W1	W1	
395	1	N/A	071249671689	True Match Super Blendable Foundation	C0.5	C0.5	
396	1	N/A	071249671702	True Match Super Blendable Foundation	N0.5	N0.5	

Column: 6 - Row: 4 Lower Notch: 13 Fixture Type: TRAYS Fixture Description: TM NUDE HYDR TINTD SRM (FULL MIX) RF 2.2 TRY ...
TRAYS Fixture Re-Order Code: PM1000025974 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM1000030439 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028218 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
397	1	N/A	071249635957	True Match Nude Hydrating Tinted Serum	Medium-Tan	5-6	
398	1	N/A	071249648773	True Match Nude Hydrating Tinted Serum	Rich Medium	4-5-5-5	
399	1	N/A	071249635940	True Match Nude Hydrating Tinted Serum	Medium	4-5	
400	1	N/A	071249635933	True Match Nude Hydrating Tinted Serum	Light-Medium	3-4	
401	1	N/A	071249635926	True Match Nude Hydrating Tinted Serum	Light	2-3	
402	1	N/A	071249648766	True Match Nude Hydrating Tinted Serum	Rosy Light	1-2-5	
403	1	N/A	071249635919	True Match Nude Hydrating Tinted Serum	Very Light	0-5-2	

Column: 6 - Row: 5 Lower Notch: 4 Fixture Type: TRAYS Fixture Description: TM SPR BLEND PWDR 3.3 2-TIER TRY LIT **
TRAYS Fixture Re-Order Code: PM1000012439 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM1000021598 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028222,PM1000028294 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
404	1	N/A	071249017197	True Match Super-Blendable Powder	Natural Buff	N3	
405	1	N/A	071249016435	True Match Super-Blendable Powder	Nude Beige	W3	
406	1	N/A	071249033401	True Match Super-Blendable Powder	Natural Ivory	C2	
407	1	N/A	071249017180	True Match Super-Blendable Powder	Classic Ivory	N2	
408	1	N/A	071249016428	True Match Super-Blendable Powder	Light Ivory	W2	
409	1	N/A	071249033357	True Match Super-Blendable Powder	Alabaster	C1	
410	1	N/A	071249017173	True Match Super-Blendable Powder	Soft Ivory	N1	
411	1	N/A	071249016411	True Match Super-Blendable Powder	Porcelain	W1	

Column: 6 - Row: 6 Lower Notch: 30 Fixture Type: TRAYS Fixture Description: TM BLSH 3.3 TRY LIT **
TRAYS Fixture Re-Order Code: PM1000011536 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM1000021576 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000019333 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
412	1	N/A	071249017500	True Match Blush	Baby Blossom	C1-2	

Row: 1

Lower Notch: 35

Row: 2

Lower Notch: 28

Row: 3

Lower Notch: 20

Row: 4

Lower Notch: 13

Row: 5

Lower Notch: 4

Row: 6

Lower Notch: 30

Row: 7

Lower Notch: 23

Row: 8

Lower Notch: 16

Row: 9

Lower Notch: 11

Row: 10

Lower Notch: 6

Row: 11

Lower Notch: 1



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 10' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 6

POG Name: LOPWAK1070ECL_IS24

413	1	N/A	071249017517	True Match Blush	Tender Rose	C3-4	
414	1	N/A	071249017524	True Match Blush	Rosy Outlook	C5-6	
415	1	N/A	071249042014	True Match Blush	Spiced Plum	C7-6	

Column: 6 - Row: 7 Lower Notch: 23 Fixture Type: TRAYS Fixture Description: TM LUMI FNDTN RF 3.3 TRY LIT **
TRAYS Fixture Re-Order Code: PM1000010108 SS Graphic Re-Order Code: PM1000030537
Graphic Re-Order Code: SS Holder Re-Order Code: PM1000013194
Carrier Tray Graphic Re-Order Code: PM1000021587 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028208 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
416	1	N/A	071249226551	True Match Lumi Makeup	Creamy Natural	C3	
417	1	N/A	071249214817	True Match Lumi Makeup	Natural Buff	N3	
418	1	N/A	071249214756	True Match Lumi Makeup	Nude Beige	W3	
419	1	N/A	071249214800	True Match Lumi Makeup	Soft Ivory/Cisc Ivory	N1-2	
420	1	N/A	071249214749	True Match Lumi Makeup	Porcelain/Lt Ivory	W1-2	

Column: 6 - Row: 8 Lower Notch: 16 Fixture Type: TRAYS Fixture Description: TM CNCLR/CRYN COMBO RF 1.1 TRY LIT **
TRAYS Fixture Re-Order Code: DP000361 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM1000021579 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028201 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
421	1	N/A	071249248905	True Match Crayon Concealer	Medium/Deep Neutral	N678	
422	1	N/A	071249238486	True Match Crayon Concealer	Medium/Deep Warm	W678	
423	1	N/A	071249238455	True Match Crayon Concealer	Light/Medium Neutral	N45	
424	1	N/A	071249238462	True Match Crayon Concealer	Light/Medium Warm	W45	
425	1	N/A	071249238424	True Match Crayon Concealer	Fair/Light Neutral	N123	
426	1	N/A	071249238431	True Match Crayon Concealer	Fair/Light Warm	W123	
427	1	N/A	071249017357	True Match Concealer	Medium / Deep Cool	C6-7-8	
428	1	N/A	071249017333	True Match Concealer	Medium / Deep Warm	W6-7-8	
429	1	N/A	071249017326	True Match Concealer	Light / Medium Cool	C4-5	
430	1	N/A	071249017319	True Match Concealer	Light / Medium Neutral	N4-5	
431	1	N/A	071249017296	True Match Concealer	Light / Medium Warm	W4-5	
432	1	N/A	071249017289	True Match Concealer	Fair / Light Cool	C1-2-3	
433	1	N/A	071249017265	True Match Concealer	Fair / Light Neutral	N1-2-3	
434	1	N/A	071249017241	True Match Concealer	Fair / Light Warm	W1-2-3	

Column: 6 - Row: 9 Lower Notch: 11 Fixture Type: TRAYS Fixture Description: INF UP TO 24HR SOFT MATTE BRNZR 2.2 TRY LIT **
TRAYS Fixture Re-Order Code: PM1000011536 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM1000027842 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000027845 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
435	1	N/A	071249664186	INFALLIBLE UP TO 24HR SOFT MATTE BRONZ... MEDIUM		350	
436	1	N/A	071249664179	INFALLIBLE UP TO 24HR SOFT MATTE BRONZ... LIGHT MEDIUM		300	
437	1	N/A	071249664162	INFALLIBLE UP TO 24HR SOFT MATTE BRONZ... LIGHT		250	
438	1	N/A	071249664155	INFALLIBLE UP TO 24HR SOFT MATTE BRONZ... FAIR		200	

Column: 6 - Row: 10 Lower Notch: 6 Fixture Type: TRAYS Fixture Description: INF UP TO 24HR FW FNDTN/PWDR RF 2.4 TRY LIT **
TRAYS Fixture Re-Order Code: PM1000011536 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM1000025099 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028199 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
439	1	N/A	071249627853	Infalible Up To 24HR Fresh Wear Foundation in ... HAZELNUT		330	
440	1	N/A	071249651346	Infalible Up To 24HR Fresh Wear Foundation in ... Amber		300	
441	1	N/A	071249627839	Infalible Up To 24HR Fresh Wear Foundation in ... RADIANT SAND		250	
442	1	N/A	071249627822	Infalible Up To 24HR Fresh Wear Foundation in ... RADIANT HONEY		245	

Column: 6 - Row: 11 Lower Notch: 1 Fixture Type: TRAYS Fixture Description: INF UP TO 24HR FW FNDTN/PWDR RF 4.4 TRY LIT **
TRAYS Fixture Re-Order Code: PM1000011536 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM1000025099 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028183 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
443	1	N/A	071249627785	Infalible Up To 24HR Fresh Wear Foundation in ... IVORY BUFF		125	
444	1	N/A	071249627792	Infalible Up To 24HR Fresh Wear Foundation in ... VANILLA		120	
445	1	N/A	071249627747	Infalible Up To 24HR Fresh Wear Foundation in ... PORCELAIN		10	
446	1	N/A	071249627730	Infalible Up To 24HR Fresh Wear Foundation in ... PEARL		5	

Row: 1 Lower Notch: 35

Row: 2 Lower Notch: 28

Row: 3 Lower Notch: 20

Row: 4 Lower Notch: 13

Row: 5 Lower Notch: 4

Row: 6 Lower Notch: 30

Row: 7 Lower Notch: 23

Row: 8 Lower Notch: 16

Row: 9 Lower Notch: 11

Row: 10 Lower Notch: 6

Row: 11 Lower Notch: 1



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 10' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 7

POG Name: LOPWAK1070ECL_IS24

ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 10' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

LOPWAK1070ECL_IS24

Column: 1 - Row: 1 Lower Notch: 35 Fixture Type: HEADER Fixture Description: 10FT LP HDR-LIT **
HEADER Fixture Re-Order Code: PM1000009393, PM1000009395 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000019108 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: 7 - Row: 2 Lower Notch: 28 Fixture Type: TRAYS Fixture Description: BRLLNT EYES SHDW 1.1 TRY LIT **
TRAYS Fixture Re-Order Code: PL3000000427 SS Graphic Re-Order Code: PM1000026778
Graphic Re-Order Code: PM1000030542 SS Holder Re-Order Code: PM1000022959
Carrier Tray Graphic Re-Order Code: PM1000030407 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000022915 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
447	1	N/A	071249410639	Brilliant Eyes	String of Pearls	410	
448	1	N/A	071249410554	Brilliant Eyes	Diamond Drop	415	
449	1	N/A	071249410592	Brilliant Eyes	Rose gem	420	
450	1	N/A	071249410585	Brilliant Eyes	Amethyst Quartz	425	
451	1	N/A	071249410578	Brilliant Eyes	Blush Jewel	430	
452	1	N/A	071249410561	Brilliant Eyes	Crystal Shine	435	
453	1	N/A	071249410608	Brilliant Eyes	Amber Sparkle	440	
454	1	N/A	071249410653	Brilliant Eyes	Crown Gold	445	
455	1	N/A	071249410646	Brilliant Eyes	Precious Lava	450	
456	1	N/A	071249410615	Brilliant Eyes	Bronze Light	455	
457	1	N/A	071249410660	Brilliant Eyes	Radiant Ruby	460	
458	1	N/A	071249410622	Brilliant Eyes	Royal Onyx	465	

Column: 7 - Row: 3 Lower Notch: 20 Fixture Type: TRAYS Fixture Description: CR MONOS 2-TIER 1.1 TRY LIT **
TRAYS Fixture Re-Order Code: PL3000000094 SS Graphic Re-Order Code: PM1000030512
Graphic Re-Order Code: SS Holder Re-Order Code: PM1000014827
Carrier Tray Graphic Re-Order Code: PM1000021526 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000025262, PM1000025263 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
459	1	N/A	071249306918	Colour Riche Monos	Petite Perle	205	
460	1	N/A	071249306925	Colour Riche Monos	Paris Beach	200	
461	1	N/A	071249306970	Colour Riche Monos	Mademoiselle Pink	206	
462	1	N/A	071249306987	Colour Riche Monos	Little Beige Dress	201	
463	1	N/A	071249306949	Colour Riche Monos	Cafe Au Lait	203	
464	1	N/A	071249306994	Colour Riche Monos	Pain Au Chocolat	207	
465	1	N/A	071249307045	Colour Riche Monos	Argentlic	210	
466	1	N/A	071249307052	Colour Riche Monos	Grand Bleu	211	
467	1	N/A	071249306956	Colour Riche Monos	Quartz Fume	204	
468	1	N/A	071249306963	Colour Riche Monos	Noir Cest Noir	209	

Column: 7 - Row: 4 Lower Notch: 13 Fixture Type: TRAYS Fixture Description: VL SRM RF 1.2 TRY LIT **
TRAYS Fixture Re-Order Code: PM1000013137 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM1000023801 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028223 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
469	1	N/A	071249179031	Visible Lift Serum Absolute	Classic Tan	157	
470	1	N/A	071249179024	Visible Lift Serum Absolute	Honey Beige	155	
471	1	N/A	071249178980	Visible Lift Serum Absolute	Sun Beige	154	
472	1	N/A	071249178911	Visible Lift Serum Absolute	Sand Beige	152	
473	1	N/A	071249178928	Visible Lift Serum Absolute	Natural Beige	151	
474	1	N/A	071249178942	Visible Lift Serum Absolute	Buff Beige	149	

Column: 7 - Row: 5 Lower Notch: 6 Fixture Type: TRAYS Fixture Description: VL SRM RF 2.2 TRY LIT **
TRAYS Fixture Re-Order Code: PM1000013137 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM1000023801 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028224 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
475	1	N/A	071249178997	Visible Lift Serum Absolute	Natural Buff	148	
476	1	N/A	071249178959	Visible Lift Serum Absolute	Creamy Natural	147	
477	1	N/A	071249178935	Visible Lift Serum Absolute	Nude Beige	146	
478	1	N/A	071249178966	Visible Lift Serum Absolute	Classic Ivory	145	
479	1	N/A	071249179000	Visible Lift Serum Absolute	Light Ivory	144	
480	1	N/A	071249178973	Visible Lift Serum Absolute	Soft Ivory	143	

Row: 1

Lower Notch: 35

Row: 2

Lower Notch: 28

Row: 3

Lower Notch: 20

Row: 4

Lower Notch: 13

Row: 5

Lower Notch: 6

Row: 6

Lower Notch: 29

Row: 7

Lower Notch: 20

Row: 8

Lower Notch: 11

Row: 9

Lower Notch: 6



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 10' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 7

POG Name: LOPWAK1070ECL_IS24

Column: 7 - Row: 6 Lower Notch: 29 Fixture Type: TRAYS Fixture Description: SS MGC BB CRM/CRTR 1.1 TRY LIT **
TRAYS Fixture Re-Order Code: PM1000010113 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM1000021572 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000019245 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
481	1	N/A	071249283714	Magic BB Correctors	Magic BB Correctors : Anti-Redness	820	
482	1	N/A	071249283721	Magic BB Correctors	Magic BB Correctors : Anti-Fatigue	818	
483	1	N/A	071249211458	Magic BB Cream	Fair	810	
484	1	N/A	071249211465	Magic BB Cream	Light	812	
485	1	N/A	071249211472	Magic BB Cream	Medium	814	
486	1	N/A	071249211489	Magic BB Cream	Deep	816	

Column: 7 - Row: 7 Lower Notch: 20 Fixture Type: TRAYS Fixture Description: TM LUMI GLOTION/INF PM SPRAY 1.1 TRY LIT **
TRAYS Fixture Re-Order Code: PL3000000335 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM1000026643 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000029070 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
487	1	N/A	071249363133	True Match Lumi Glotion	Deep	904	
488	1	N/A	071249363126	True Match Lumi Glotion	Medium	903	
489	1	N/A	071249363119	True Match Lumi Glotion	Light	902	
490	1	N/A	071249363102	True Match Lumi Glotion	Fair	901	
491	1	N/A	071249294055	Infalible Pro-Spray & Set Makeup Extender Setti...	Pro-Mist & Set Makeup Extender Setting S...	215	

Column: 7 - Row: 8 Lower Notch: 11 Fixture Type: TRAYS Fixture Description: PRIME LAB PRMRS 1.1 TRY LIT **
TRAYS Fixture Re-Order Code: PM0000013030 SS Graphic Re-Order Code: PM1000030531
Graphic Re-Order Code: SS Holder Re-Order Code: PM1000012214
Carrier Tray Graphic Re-Order Code: PM1000028702 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028703 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
492	1	N/A	071249673690	Prime Lab Primers	Up to 24H Pore Minimizer	1	
493	1	N/A	071249673713	Prime Lab Primers	Up to 24H Matte Setter	2	
494	1	N/A	071249673706	Prime Lab Primers	Up to 24H Redness Eraser	3	
495	1	N/A	071249673751	Prime Lab Primers	Up to 24H Dullness Reducer	4	

Column: 7 - Row: 9 Lower Notch: 6 Fixture Type: HOOK BARS Fixture Description: 3HK EMR SINGLE TRY HOOKBAR LIT (ALT) **
HOOK BARS Fixture Re-Order Code: PL3000000005,PL3000000006 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
496	1	N/A	071249078525	Eye Makeup Remover	Eye Makeup Remover	001	
497	1	N/A	071249419892	Air Volume Mega Mascara	BLAKEST BLACK WSH	850	
498	1	N/A	071249419908	Air Volume Mega Mascara	BLACK WSH	851	
499	1	N/A	071249419922	Air Volume Mega Mascara	BLAKEST BLACK WTP	853	

Row: 1

Lower Notch: 35

Row: 2

Lower Notch: 28

Row: 3

Lower Notch: 20

Row: 4

Lower Notch: 13

Row: 5

Lower Notch: 6

Row: 6

Lower Notch: 29

Row: 7

Lower Notch: 20

Row: 8

Lower Notch: 11

Row: 9

Lower Notch: 6



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 10' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 8

POG Name: LOPWAK1070ECL_IS24

ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 10' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

LOPWAK1070ECL_IS24

Column: 1 - Row: 1 Lower Notch: 35 Fixture Type: HEADER Fixture Description: 10FT LP HDR-LIT **
HEADER Fixture Re-Order Code: PM100009393,PM100009395 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000030478 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: 8 - Row: 2 Lower Notch: 33 Fixture Type: HOOK BARS Fixture Description: 6HK INF GRIP MECH GEL LNR HKBR LIT (ALT) **
HOOK BARS Fixture Re-Order Code: PL3000000008 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000030478 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
500	1	N/A	071249681503	Infalible Grip Mechanical	Polar White	260	
501	1	N/A	071249681510	Infalible Grip Mechanical	Bright Nude	270	
502	1	N/A	071249663646	Infalible Grip Mechanical Gel Liner	Intense Black	200	
503	1	N/A	071249663615	Infalible Grip Mechanical Gel Liner	Brown Denim	220	
504	1	N/A	071249664094	INFALLIBLE GRIP 30H PRECISION FELT LINER	BLACK	600	
505	1	N/A	071249664100	INFALLIBLE GRIP 30H PRECISION FELT LINER	BROWN	605	

Column: 8 - Row: 3 Lower Notch: 25 Fixture Type: HOOK BARS Fixture Description: 6HK INF LW LNR HKBR LIT (ALT) **
HOOK BARS Fixture Re-Order Code: PL3000000008 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
506	1	N/A	071249145234	Infalible Long Wear Eyeliner	Black	511	
507	1	N/A	071249145258	Infalible Long Wear Eyeliner	Brown	531	
508	1	N/A	071249145241	Infalible Long Wear Eyeliner	Black Brown	581	
509	1	N/A	071249206041	Infalible Long Wear Eyeliner	Charcoal	521	
510	1	N/A	071249152416	Infalible Eyeliner Carbon Black	Carbon Black	591	
511	1	N/A	071249664117	INFALLIBLE GRIP 30H PRECISION FELT LINER	GREY	610	

Column: 8 - Row: 4 Lower Notch: 17 Fixture Type: HOOK BARS Fixture Description: 6HK INF PRO-LAST LNR HKBR LIT (ALT) **
HOOK BARS Fixture Re-Order Code: PL3000000008 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
512	1	N/A	071249385937	Infalible Pro-Last Liner	Aubergine	850	
513	1	N/A	071249357248	Infalible Pro-Last Liner	Black	930	
514	1	N/A	071249357255	Infalible Pro-Last Liner	Brown	940	
515	1	N/A	071249357262	Infalible Pro-Last Liner	Grey	950	
516	1	N/A	071249385197	Infalible Pro-Last Liner	CHARCOAL SHIMMER	890	
517	1	N/A	071249357644	Infalible Pro-Last Liner	Cobalt Blue	960	

Column: 8 - Row: 5 Lower Notch: 9 Fixture Type: HOOK BARS Fixture Description: 6HK INF EYE MM LNR HKBR LIT (ALT) **
HOOK BARS Fixture Re-Order Code: PL3000000008 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000030481 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
518	1	N/A	071249386033	Flash Cat Eye Liner	Black	220	
519	1	N/A	071249289839	Infalible Superstar Liner	Black	202	
520	1	N/A	071249306376	Infalible Eye: Matte Matic Liner	Black	512	
521	1	N/A	071249306383	Infalible Eye: Matte Matic Liner	Brown	513	
522	1	N/A	071249117682	Pencil Perfect Carbon Black	Carbon Black	190	
523	1	N/A	071249082140	Pencil Perfect Eye Liner	Espresso	130	

Column: 8 - Row: 6 Lower Notch: 1 Fixture Type: HOOK BARS Fixture Description: 6HK TLSCPC LNR HKBR LIT (ALT) **
HOOK BARS Fixture Re-Order Code: PL3000000008 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
524	1	N/A	071249119990	Telescopic Eyeliner	Black	810	
525	1	N/A	071249161906	Telescopic Waterproof Eyeliner	Black	800	
526	1	N/A	071249137086	Telescopic Carbon Black Liner	Carbon Black	835	
527	1	N/A	071249238912	Infalible The Super Slim Liner	Black	400	
528	1	N/A	071249350126	Infalible The Super Slim Liner	Brown	401	
529	1	N/A	071249350157	Infalible The Super Slim Liner	Grey	402	

Row: 1

Lower Notch: 35

Row: 2

Lower Notch: 33

Row: 3

Lower Notch: 25

Row: 4

Lower Notch: 17

Row: 5

Lower Notch: 9

Row: 6

Lower Notch: 1

Row: 7

Lower Notch: 22

Row: 8

Lower Notch: 14

Row: 9

Lower Notch: 6



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 10' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 8

POG Name: LOPWAK1070ECL_IS24

Column: 8 - Row: 7 Lower Notch: 22 Fixture Type: HOOK BARS Fixture Description: 6HK LIN INT BRUSH TIP HKBR LIT (ALT) **

HOOK BARS Fixture Re-Order Code: PL3000000008

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
530	1	N/A	071249152690	Lineur Intense Brush Tip	Carbon Black	790	
531	1	N/A	071249855010	Lineur Intense Brush Tip Liquid Eyeliner	Black	710	
532	1	N/A	071249117675	Lineur Intense Felt Tip Liquid Eyeliner Carbon Bl...	Carbon Black	690	
533	1	N/A	071249059128	Lineur Intense Felt Tip Liquid Eyeliner	Black Mica	610	
534	1	N/A	071249160114	Extra Intense Liquid Pencil Eyeliner	Black	798	
535	1	N/A	071249207000	Voluminous Smoldering Eyeliner	Black	645	

Column: 8 - Row: 8 Lower Notch: 14 Fixture Type: HOOK BARS Fixture Description: 4HK VLMNS BTRFLY MSCR HKBR LIT (ALT) **

HOOK BARS Fixture Re-Order Code: PL3000000008

SS Graphic Re-Order Code:

Graphic Re-Order Code: PM1000030490

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
536	1	N/A	071249256718	Voluminous Butterfly Washable Mascara	Blackest Black	868	
537	1	N/A	071249256701	Voluminous Butterfly Washable Mascara	Black	867	
538	1	N/A	071249256695	Voluminous Butterfly WTP	Blackest Black	871	
539	1	N/A	071249256688	Voluminous Butterfly WTP	Black	870	

Column: 8 - Row: 9 Lower Notch: 6 Fixture Type: HOOK BARS Fixture Description: 4HK VLMNS SPRSTR MSCR HKBR LIT (ALT) **

HOOK BARS Fixture Re-Order Code: PL3000000008

SS Graphic Re-Order Code:

Graphic Re-Order Code: PM1000030497

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
540	1	N/A	071249301494	Voluminous Superstar Mascara	Blackest Black (WSH)	621	
541	1	N/A	071249301517	Voluminous Superstar Mascara	Black Brown (WSH)	623	
542	1	N/A	071249301470	Voluminous Superstar Mascara	Superstar WTP : Blackest Black (WTP)	624	
543	1	N/A	071249301487	Voluminous Superstar Mascara	Superstar WTP : Black (WTP)	625	

Row: 1

Lower Notch: 35

Row: 2

Lower Notch: 33

Row: 3

Lower Notch: 25

Row: 4

Lower Notch: 17

Row: 5

Lower Notch: 9

Row: 6

Lower Notch: 1

Row: 7

Lower Notch: 22

Row: 8

Lower Notch: 14

Row: 9

Lower Notch: 6



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 10' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 9

POG Name: LOPWAK1070ECL_IS24

ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 10' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024
LOPWAK1070ECL_IS24

Column: 1 - Row: 1 Lower Notch: 35 Fixture Type: HEADER Fixture Description: 10FT LP HDR-LIT **
HEADER Fixture Re-Order Code: PM1000009393,PM1000009395 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000019108 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: 9 - Row: 2 Lower Notch: 33 Fixture Type: HOOK BARS Fixture Description: 6HK INF BROWS 24HR VLMZNG MSCR HKBR (ALT) ...
HOOK BARS Fixture Re-Order Code: PL3000000008 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000031220 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
544	1	N/A	071249675830	Infalible Brows 24HR Volumizing Mascara	Blonde	7.0	
545	1	N/A	071249675854	Infalible Brows 24HR Volumizing Mascara	Light Brunette	6.0	
546	1	N/A	071249675861	Infalible Brows 24HR Volumizing Mascara	Brunette	5.0	
547	1	N/A	071249675878	Infalible Brows 24HR Volumizing Mascara	Dark Brunette	4.0	
548	1	N/A	071249675885	Infalible Brows 24HR Volumizing Mascara	Soft Black	3.0	
549	1	N/A	071249392317	Brow Stylist: Definer	Black	393	

Column: 9 - Row: 3 Lower Notch: 25 Fixture Type: HOOK BARS Fixture Description: 6HK BRW STYLST DEF HKBR LIT (ALT) **
HOOK BARS Fixture Re-Order Code: PL3000000008 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
550	1	N/A	071249314876	Brow Stylist: Definer	Blonde	388	
551	1	N/A	071249350744	Brow Stylist: Definer	Dark Blonde	391	
552	1	N/A	071249350751	Brow Stylist: Definer	Light Brunette	392	
553	1	N/A	071249627693	Brow Stylist: Definer	ASH BROWN	387	
554	1	N/A	071249314883	Brow Stylist: Definer	Brunette	389	
555	1	N/A	071249314890	Brow Stylist: Definer	Dark Brunette	390	

Column: 9 - Row: 4 Lower Notch: 17 Fixture Type: HOOK BARS Fixture Description: 5HK UNBELIEVA-BROW HKBR LIT (ALT) **
HOOK BARS Fixture Re-Order Code: PL3000000007 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000024531 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
556	1	N/A	360052395604	Unbelieva-Brow Longwear Topcoat	Transparent		
557	1	N/A	071249376393	Unbelieva-Brow	Light Brunette	565	
558	1	N/A	071249650288	Unbelieva-Brow Longwear Brow Gel	Soft Brunette	567	
559	1	N/A	071249376409	Unbelieva-Brow	Brunette	570	
560	1	N/A	071249376416	Unbelieva-Brow	Dark Brunette	575	

Column: 9 - Row: 5 Lower Notch: 9 Fixture Type: HOOKBAR SPACE ... Fixture Description: UBB TOP COAT HKBR SPC SVR **
HOOKBAR SPACE SAVER Fixture Re-Order Code: PL3000000489 SS Graphic Re-Order Code: PM1000028001
Graphic Re-Order Code: SS Holder Re-Order Code: PM1000026003
Carrier Tray Graphic Re-Order Code: HOOKBAR SPACE SAVER Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 9 - Row: 6 Lower Notch: 9 Fixture Type: HOOK BARS Fixture Description: 6HK BRW STYLST MICRO INK PEN HKBR LIT (ALT) **
HOOK BARS Fixture Re-Order Code: PL3000000008 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000030464 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
561	1	N/A	071249410462	Micro Ink Pen by Brow Stylist	Light Brunette	636	
562	1	N/A	071249410479	Micro Ink Pen by Brow Stylist	Brunette	639	
563	1	N/A	071249410486	Micro Ink Pen by Brow Stylist	Dark Brunette	642	
564	1	N/A	071249350270	Brow Stylist Shape & Fill	Blonde	400	
565	1	N/A	071249350300	Brow Stylist Shape & Fill	Brunette	415	
566	1	N/A	071249350317	Brow Stylist Shape & Fill	Dark Brunette	420	

Column: 9 - Row: 7 Lower Notch: 1 Fixture Type: HOOK BARS Fixture Description: 5HK BRW STYLST KBK BLNDR HKBR LIT (ALT) **
HOOK BARS Fixture Re-Order Code: PL3000000007 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000031218 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
567	1	N/A	071249339619	Brow Stylist Kabuki Blender	Blonde	312	
568	1	N/A	071249339626	Brow Stylist Kabuki Blender	Brunette	313	
569	1	N/A	071249339633	Brow Stylist Kabuki Blender	Dark Brunette	314	

Row: 1		Lower Notch: 35
Row: 2	544 545 546 547 548 549	Lower Notch: 33
Row: 3	550 551 552 553 554 555	Lower Notch: 25
Row: 4	556 557 558 559 560	Lower Notch: 17
Row: 5		
Row: 6	561 562 563 564 565 566	Lower Notch: 9
Row: 7	567 568 569 570 571	Lower Notch: 1
Row: 8	572 573 574 575	Lower Notch: 22
Row: 9	576 577 578 579	Lower Notch: 14
Row: 10	580 581 582 583	Lower Notch: 6



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 10' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 9

POG Name: LOPWAK1070ECL_IS24

570	1	N/A	071249404324	Bambi Mascara WSH	Blackest Black	400	
571	1	N/A	071249404355	Bambi Mascara WTP	Blackest Black	405	

Column: 9 - Row: 8 Lower Notch: 22 Fixture Type: HOOK BARS Fixture Description: 4HK VLMNS LSH PRDS MSCR HKBR (ALT) LIT **

HOOK BARS Fixture Re-Order Code: PL3000000006

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
572	1	N/A	071249376331	Voluminous Lash Paradise Primer	Pink Tinted Primer	250	
573	1	N/A	071249343265	Voluminous Lash Paradise WSH	Blackest Black	200	
574	1	N/A	071249343258	Voluminous Lash Paradise WSH	Black	201	
575	1	N/A	071249343272	Voluminous Lash Paradise WSH	Black Brown	202	

Column: 9 - Row: 9 Lower Notch: 14 Fixture Type: HOOK BARS Fixture Description: 4HK TLSCPC HKBR LIT (ALT) **

HOOK BARS Fixture Re-Order Code: PL3000000006

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
576	1	N/A	071249104729	Telescopic Mascara	Black	905	
577	1	N/A	071249104736	Telescopic Mascara	Black Brown	915	
578	1	N/A	071249390740	Telescopic Mascara	Black WTP	925	
579	1	N/A	071249104743	Telescopic Mascara	Blackest Black	910	

Column: 9 - Row: 10 Lower Notch: 6 Fixture Type: HOOK BARS Fixture Description: 4HK DBL XTD BTY TBS HKBR LIT (ALT) **

HOOK BARS Fixture Re-Order Code: PL3000000006

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
580	1	N/A	071249314104	Voluminous Superstar Red Carpet	Extra Black	626	
581	1	N/A	071249149768	Double Extend Beauty Tubes	Blackest Black	575	
582	1	N/A	071249149744	Double Extend Beauty Tubes	Black	570	
583	1	N/A	071249187739	Voluminous Million Lashes Mascara	Blackest Black	635	

Row: 1								Lower Notch: 35
Row: 2	544	545	546	547	548	549		Lower Notch: 33
Row: 3	550	551	552	553	554	555		Lower Notch: 25
Row: 4	556	557	558	559	560			Lower Notch: 17
Row: 5								
Row: 6	561	562	563	564	565	566		Lower Notch: 9
Row: 7	567	568	569	570	571			Lower Notch: 1
Row: 8	572	573	574	575				Lower Notch: 22
Row: 9	576	577	578	579				Lower Notch: 14
Row: 10	580	581	582	583				Lower Notch: 6



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 10' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 10

POG Name: LOPWAK1070ECL_IS24

ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 10' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024
LOPWAK1070ECL_IS24

Column: 1 - Row: 1 Lower Notch: 35 Fixture Type: HEADER Fixture Description: 10FT LP HDR-LIT **
HEADER Fixture Re-Order Code: PM1000009393,PM1000009395 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000019108 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: 10 - Row: 2 Lower Notch: 33 Fixture Type: HOOK BARS Fixture Description: 4HK VLMNS PANORAMA MSCR HKBR (ALT) LIT **
HOOK BARS Fixture Re-Order Code: PL3000000006 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
584	1	N/A	071249680988	Voluminous Panorama	Blackest Black	701	
585	1	N/A	071249680971	Voluminous Panorama	Black	700	
586	1	N/A	071249680995	Voluminous Panorama	Black Brown	702	
587	1	N/A	071249681008	Voluminous Panorama	Black WTP	703	

Column: 10 - Row: 3 Lower Notch: 25 Fixture Type: HOOK BARS Fixture Description: 4HK VLMNS MSCR PRIMER HKBR (ALT) LIT **
HOOK BARS Fixture Re-Order Code: PL3000000006 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
588	1	N/A	071249330265	Voluminous Primer	Primer	300	
589	1	N/A	071249050908	Voluminous Straight Brush	Blackest Black	310	
590	1	N/A	071249749012	Voluminous Straight Brush	Black	305	
591	1	N/A	071249669020	Voluminous Straight Brush	Black Brown	315	

Column: 10 - Row: 4 Lower Notch: 17 Fixture Type: HOOK BARS Fixture Description: 4HK VLMNS MSCR HKBR LIT (ALT) **
HOOK BARS Fixture Re-Order Code: PL3000000006 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000030493 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
592	1	N/A	071249421536	Voluminous Mascara	DEEP VIOLET	970	
593	1	N/A	071249372029	Voluminous Straight Brush	Burgundy	950	
594	1	N/A	071249345931	Voluminous Original Blue Mascara	Cobalt Blue	900	
595	1	N/A	071249405062	Voluminous Mascara	deep green	960	

Column: 10 - Row: 5 Lower Notch: 9 Fixture Type: HOOK BARS Fixture Description: 4HK VLMNS BALM MSCR HKBR LIT (ALT) **
HOOK BARS Fixture Re-Order Code: PL3000000006 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000030489 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
596	1	N/A	071249647738	Voluminous Noir Balm	Black	980	
597	1	N/A	071249650677	Voluminous Brown Balm	Brown	981	
598	1	N/A	071249019344	Voluminous Curved Brush	Black	340	
599	1	N/A	071249019351	Voluminous Curved Brush	Black Brown	350	

Column: 10 - Row: 6 Lower Notch: 1 Fixture Type: HOOK BARS Fixture Description: 4HK VLMNS WP HKBR LIT (ALT) **
HOOK BARS Fixture Re-Order Code: PL3000000006 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
600	1	N/A	071249006412	Voluminous Waterproof	Black	360	
601	1	N/A	071249006429	Voluminous Waterproof	Black Brown	365	
602	1	N/A	071249148792	Voluminous Waterproof Carbon Black	Carbon Black	395	
603	1	N/A	071249101919	Voluminous Carbon Black	Carbon Black	335	

Column: 10 - Row: 7 Lower Notch: 22 Fixture Type: HOOK BARS Fixture Description: 4HK VLMNS LSH PRDS MSCR HKBR (ALT) LIT **
HOOK BARS Fixture Re-Order Code: PL3000000006 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
604	1	N/A	071249343326	Voluminous Lash Paradise WTP	Blackest Black	204	
605	1	N/A	071249343319	Voluminous Lash Paradise WTP	Black	203	
606	1	N/A	071249350652	Voluminous Lash Paradise WSH	Mystic Black	205	
607	1	N/A	071249672945	Telescopic Lift Mascara	Black WTP	993	

Row: 1

Lower Notch: 35

Row: 2

Lower Notch: 33

Row: 3

Lower Notch: 25

Row: 4

Lower Notch: 17

Row: 5

Lower Notch: 9

Row: 6

Lower Notch: 1

Row: 7

Lower Notch: 22

Row: 8

Lower Notch: 14

Row: 9

Lower Notch: 6



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 10' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 10

POG Name: LOPWAK1070ECL_IS24

Column: 10 - Row: 8 Lower Notch: 14 Fixture Type: HOOK BARS Fixture Description: 4HK TLSCPC LIFT MSCR HKBR LIT (ALT) **

HOOK BARS Fixture Re-Order Code: PL3000000006

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
608	1	N/A	071249137093	Telescopic Carbon Black Mascara	Carbon Black	935	
609	1	N/A	071249672891	Telescopic Lift Mascara	Blackest Black WSH	990	
610	1	N/A	071249672907	Telescopic Lift Mascara	Black WSH	991	
611	1	N/A	071249672914	Telescopic Lift Mascara	Black Brown WSH	992	

Column: 10 - Row: 9 Lower Notch: 6 Fixture Type: HOOK BARS Fixture Description: 4HK VLMNS MIL LSHES HKBR LIT (ALT) **

HOOK BARS Fixture Re-Order Code: PL3000000006

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
612	1	N/A	071249187722	Voluminous Million Lashes Mascara	Black	645	
613	1	N/A	071249188125	Voluminous Million Lashes Mascara	Black Brown	655	
614	1	N/A	071249195499	Voluminous Million Lashes Waterproof Masc	Blackest Black	630	
615	1	N/A	071249195482	Voluminous Million Lashes Waterproof Masc	Black	670	

Row: 1

Lower Notch: 35

Row: 2

Lower Notch: 33

Row: 3

Lower Notch: 25

Row: 4

Lower Notch: 17

Row: 5

Lower Notch: 9

Row: 6

Lower Notch: 1

Row: 7

Lower Notch: 22

Row: 8

Lower Notch: 14

Row: 9

Lower Notch: 6

