





ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 12' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 1

POG Name: LOPWAK1270ECL_IS24

ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 12' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024
LOPWAK1270ECL_IS24

Column: 1 - Row: 1 Lower Notch: 35 Fixture Type: HEADER Fixture Description: 12FT LP HDR-LIT **
HEADER Fixture Re-Order Code: PM1000009395 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000019110 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 1 - Row: 2 Lower Notch: 29 Fixture Type: SIGN Fixture Description: CR INTNS VLM MATTE & SATIN LIP - LE ROUGE (PR...
SIGN Fixture Re-Order Code: DP000332 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000031066 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: SIGN Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 1 - Row: 3 Lower Notch: 21 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: PM1000026364 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
1	1	N/A	071249648964	Colour Riche Reds of Worth	Prosperous Red	185	
2	1	N/A	071249648971	Colour Riche Reds of Worth	Lovely Red	186	
3	1	N/A	071249648988	Colour Riche Reds of Worth	Successful Red	187	
4	1	N/A	071249648995	Colour Riche Reds of Worth	Respected Red	188	
5	1	N/A	071249649008	Colour Riche Reds of Worth	Ambitious Red	189	
6	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 SATIN LIP 1.7 (REDS) TRY LIT **
TRAYS Fixture Re-Order Code: DP000349, PM1000009088 SS Graphic Re-Order Code: PM1000026463
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: PM1000026392 UPC Blade Code:

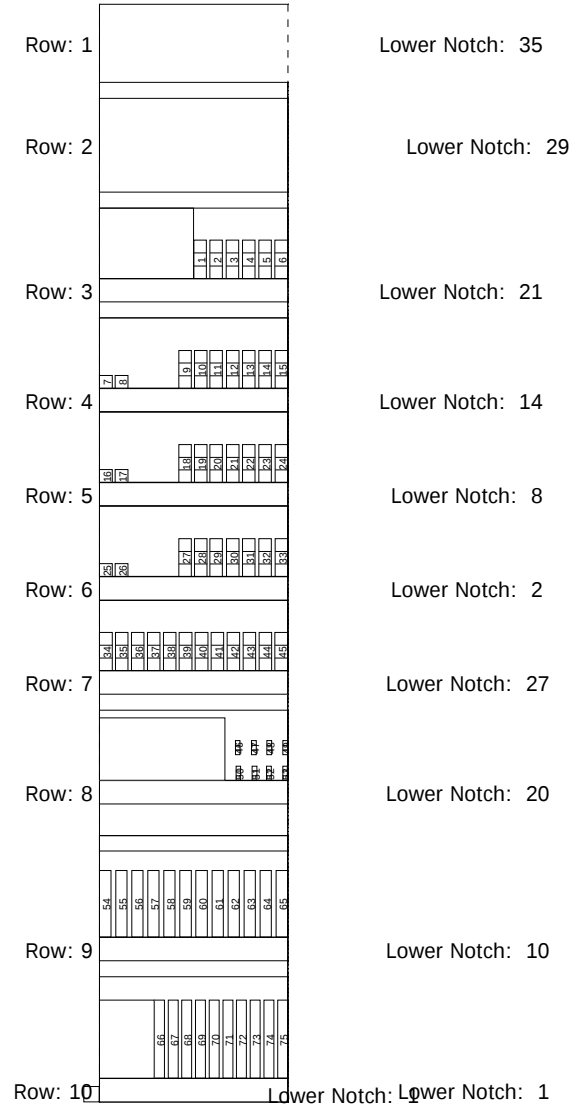
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
7	1	N/A	071249081136	Colour Riche Lip Liner	Timeless Coral	760	
8	1	N/A	071249081129	Colour Riche Lip Liner	Always Red	765	
9	1	N/A	071249415832	Colour Riche Original Satin Lipstick	MAISON MARAIS	125	
10	1	N/A	071249216392	Colour Riche Original Satin Lipstick	Ruby Flame	317	
11	1	N/A	071249415870	Colour Riche Original Satin Lipstick	ROUGE ST. GERMAIN	120	
12	1	N/A	071249045770	Colour Riche Original Satin Lipstick	British Red	350	
13	1	N/A	071249045787	Colour Riche Original Satin Lipstick	Volcanic	410	
14	1	N/A	071249415863	Colour Riche Original Satin Lipstick	RED PASSION	297	
15	1	N/A	071249083765	Colour Riche Original Satin Lipstick	True Red	315	

Column: 1 - Row: 5 Lower Notch: 8 Fixture Type: TRAYS Fixture Description: CR SATIN LIP 3.7 (MAUVES/BERRIES 2) TRY LIT **
TRAYS Fixture Re-Order Code: DP000349, PL3000000445 SS Graphic Re-Order Code: PM1000026444
Graphic Re-Order Code: SS Holder Re-Order Code: DP000344
Carrier Tray Graphic Re-Order Code: PM1000024182 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000025894 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
16	1	N/A	071249046210	Colour Riche Lip Liner	Lasting Plum	772	
17	1	N/A	071249046234	Colour Riche Lip Liner	Truly Burgundy	773	
18	1	N/A	071249083376	Colour Riche Original Satin Lipstick	Sugar Plum	754	
19	1	N/A	071249045961	Colour Riche Original Satin Lipstick	Natures Blush	840	
20	1	N/A	071249045633	Colour Riche Original Satin Lipstick	Classic Wine	752	
21	1	N/A	071249216408	Colour Riche Original Satin Lipstick	Blazing Lava	303	
22	1	N/A	071249045640	Colour Riche Original Satin Lipstick	Spiced Cider	755	
23	1	N/A	071249216378	Colour Riche Original Satin Lipstick	Plum Explosion	766	
24	1	N/A	071249415887	Colour Riche Original Satin Lipstick	SIL VOUS PLAÎT	124	

Column: 1 - Row: 6 Lower Notch: 2 Fixture Type: TRAYS Fixture Description: CR SATIN LIP 5.7 (PINKS 2) TRY LIT **
TRAYS Fixture Re-Order Code: DP000349, PM1000009091 SS Graphic Re-Order Code: PM1000026448
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: PM1000025896 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
25	1	N/A	071249081112	Colour Riche Lip Liner	Beyond Pink	705	
26	1	N/A	071249047521	Colour Riche Lip Liner	All About Pink	708	
27	1	N/A	071249256213	Colour Riche Original Satin Lipstick	I Pink You're Cute	175	
28	1	N/A	071249256244	Colour Riche Original Satin Lipstick	Wisteria Rose	251	
29	1	N/A	071249256220	Colour Riche Original Satin Lipstick	Pink Flamingo	180	
30	1	N/A	071249256237	Colour Riche Original Satin Lipstick	Miss Magenta	185	
31	1	N/A	071249256275	Colour Riche Original Satin Lipstick	Fresh as a Rose	262	
32	1	N/A	071249256251	Colour Riche Original Satin Lipstick	Everbloom	254	
33	1	N/A	071249256268	Colour Riche Original Satin Lipstick	Raspberry Rush	260	



Column: 1 - Row: 7		Lower Notch: 27		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
34	1	N/A	071249421864	Colour Riche Les Nus	NU EXCESSIF	178	
35	1	N/A	071249421796	Colour Riche Les Nus	NU DETERMINE	172	
36	1	N/A	071249421758	Colour Riche Les Nus	NU IMPERTINENT	173	
37	1	N/A	071249421840	Colour Riche Les Nus	NU INTENSE	181	
38	1	N/A	071249421789	Colour Riche Les Nus	NU CONFIDENT	171	
39	1	N/A	071249421819	Colour Riche Les Nus	NU IRREVERENT	176	
40	1	N/A	071249421765	Colour Riche Les Nus	NU AUTHENTIQUE	177	
41	1	N/A	071249421802	Colour Riche Les Nus	NU DECADENT	179	
42	1	N/A	071249421772	Colour Riche Les Nus	NU INSOUCIANT	174	
43	1	N/A	071249421857	Colour Riche Les Nus	NU EXTREME	182	
44	1	N/A	071249421826	Colour Riche Les Nus	NU EXUBERANT	183	
45	1	N/A	071249421833	Colour Riche Les Nus	NU ARTISTIQUE	184	

Column: 1 - Row: 8		Lower Notch: 20		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
46	1	N/A	071249350423	Colour Riche Matte Lip Liner	Matte in Manhattan	100	
47	1	N/A	071249350430	Colour Riche Matte Lip Liner	In-matte-uated With You	102	
48	1	N/A	071249350461	Colour Riche Matte Lip Liner	Best Mattes	108	
49	1	N/A	071249350478	Colour Riche Matte Lip Liner	Mattes It	110	
50	1	N/A	071249350454	Colour Riche Matte Lip Liner	Strike a Matte-ch	106	
51	1	N/A	071249350447	Colour Riche Matte Lip Liner	Curiosity Killed the Matte	104	
52	1	N/A	071249350485	Colour Riche Matte Lip Liner	Matte-stermind	112	
53	1	N/A	071249350492	Colour Riche Matte Lip Liner	Matte-ing Call	114	

Column: 1 - Row: 9		Lower Notch: 10		Fixture Type: TRAYS		Fixture Description: BRLLNT SIG LIP 1.1 TRY LIT **	
TRAYS Fixture Re-Order Code: PL3000000400				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM1000025146				SS Holder Re-Order Code:			
Carrier Tray Graphic Re-Order Code: PM1000025101				TRAYS Fixture Rolled-Up Code:			
Shade Chart Re-Order Code: PM1000025116				UPC Blade Code:			
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
54	1	N/A	071249409947	Brilliant Signature	BE CHEERFUL	316	
55	1	N/A	071249409961	Brilliant Signature	BE BRILLIANT	311	
56	1	N/A	071249409978	Brilliant Signature	BE POWERFUL	312	
57	1	N/A	071249409992	Brilliant Signature	BE SUCCESSFUL	314	
58	1	N/A	071249409985	Brilliant Signature	BE REBELLIOUS	313	
59	1	N/A	071249409930	Brilliant Signature	BE COURAGEOUS	315	
60	1	N/A	071249409886	Brilliant Signature	BE DETERMINED	301	
61	1	N/A	071249409909	Brilliant Signature	BE INDEPENDENT	303	
62	1	N/A	071249409923	Brilliant Signature	BE CAPTIVATING	305	
63	1	N/A	071249409916	Brilliant Signature	BE UNCONTROLLABLE	300	
64	1	N/A	071249409893	Brilliant Signature	BE OUTSTANDING	302	
65	1	N/A	071249409954	Brilliant Signature	BE FIERY	317	

Column: 1 - 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
66	1	N/A	071249290033	Infallible Lip 2-Step	Timeless Rose	115	
67	1	N/A	071249290385	Infallible Lip 2-Step	Neverending Nutmeg	119	
68	1	N/A	071249290095	Infallible Lip 2-Step	Permanent Blush	117	
69	1	N/A	071249290088	Infallible Lip 2-Step	Flamboyant Flamingo	113	
70	1	N/A	071249290057	Infallible Lip 2-Step	Toujour Teaberry	109	
71	1	N/A	071249290064	Infallible Lip 2-Step	Passionate Petal	111	
72	1	N/A	071249290330	Infallible Lip 2-Step	Forever Candy	103	
73	1	N/A	071249290040	Infallible Lip 2-Step	Lilac Infinite	105	
74	1	N/A	071249290101	Infallible Lip 2-Step	Violet Parfait	107	
75	1	N/A	071249290408	Infallible Lip 2-Step	Mesmerizing Merlot	223	

Row: 1		Lower Notch: 35
Row: 2		Lower Notch: 29
Row: 3		Lower Notch: 21
Row: 4		Lower Notch: 14
Row: 5		Lower Notch: 8
Row: 6		Lower Notch: 2
Row: 7		Lower Notch: 27
Row: 8		Lower Notch: 20
Row: 9		Lower Notch: 10
Row: 10		Lower Notch: 1

ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 12' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024
LOPWAK1270ECL.IS24

Column: 1 - Row: 1 Lower Notch: 35 Fixture Type: HEADER Fixture Description: 12FT LP HDR-LIT **
HEADER Fixture Re-Order Code: PM1000009395 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000019110 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 (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
76	1	N/A	071249682159	COLOUR RICHE INTENSE VOLUME MATTE	Le Nude Resilient	105	
77	1	N/A	071249682166	COLOUR RICHE INTENSE VOLUME MATTE	Le Nude Rebellious	108	
78	1	N/A	071249682210	COLOUR RICHE INTENSE VOLUME MATTE	Worth It	601	
79	1	N/A	071249682210	COLOUR RICHE INTENSE VOLUME MATTE	Worth It	601	
80	1	N/A	071249682128	COLOUR RICHE INTENSE VOLUME MATTE	Le Nude Defiant	129	
81	1	N/A	071249682142	COLOUR RICHE INTENSE VOLUME MATTE	Le Nude Unstoppable	131	
82	1	N/A	071249682104	COLOUR RICHE INTENSE VOLUME MATTE	Worth It Intense	570	
83	1	N/A	071249682104	COLOUR RICHE INTENSE VOLUME MATTE	Worth It Intense	570	
84	1	N/A	071249682135	COLOUR RICHE INTENSE VOLUME MATTE	Le Nude Assertive	137	
85	1	N/A	071249682197	COLOUR RICHE INTENSE VOLUME MATTE	Le Berry Brilliant	140	
86	1	N/A	071249682180	COLOUR RICHE INTENSE VOLUME MATTE	Le Coral Gracious	165	
87	1	N/A	071249682203	COLOUR RICHE INTENSE VOLUME MATTE	Le Rouge Paris	300	

Column: 2 - Row: 3 Lower Notch: 21 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
88	1	N/A	071249658550	COLOUR RICHE INTENSE VOLUME MATTE	LE ROSY CONFIDENT	103	
89	1	N/A	071249658567	COLOUR RICHE INTENSE VOLUME MATTE	LE NUDE ADMIRABLE	113	
90	1	N/A	071249658574	COLOUR RICHE INTENSE VOLUME MATTE	LE NUDE INDEPENDANT	123	
91	1	N/A	071249658581	COLOUR RICHE INTENSE VOLUME MATTE	LE WOOD NONCHALANT	133	
92	1	N/A	071249658598	COLOUR RICHE INTENSE VOLUME MATTE	LE MAUVE INDOMPTABLE	143	
93	1	N/A	071249658628	COLOUR RICHE INTENSE VOLUME MATTE	LE ROSEWOOD AMBITION	153	
94	1	N/A	071249658611	COLOUR RICHE INTENSE VOLUME MATTE	LE CORAL IRREVERENT	163	
95	1	N/A	071249658635	COLOUR RICHE INTENSE VOLUME MATTE	LE ROSE ACTIVIST	173	
96	1	N/A	071249658659	COLOUR RICHE INTENSE VOLUME MATTE	LE CARMIN COURAGE	183	
97	1	N/A	071249658666	COLOUR RICHE INTENSE VOLUME MATTE	LE ROUGE DETERMINATION	193	
98	1	N/A	071249658673	COLOUR RICHE INTENSE VOLUME MATTE	LE ROUGE AVANT-GARDE	203	
99	1	N/A	071249658697	COLOUR RICHE INTENSE VOLUME MATTE	LE PLUM DOMINANT	213	

Column: 2 - Row: 4 Lower Notch: 14 Fixture Type: TRAYS Fixture Description: CR SATIN LIP 2.7 (MAUVES/BERRIES 1) 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: PM1000025893 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
100	1	N/A	071249046197	Colour Riche Lip Liner	Forever Rose	721	
101	1	N/A	071249046203	Colour Riche Lip Liner	Eternal Mauve	751	
102	1	N/A	071249083727	Colour Riche Original Satin Lipstick	Divine Wine	762	
103	1	N/A	071249074558	Colour Riche Original Satin Lipstick	Raisin Rapture	892	
104	1	N/A	071249216385	Colour Riche Original Satin Lipstick	Golden Grape	788	
105	1	N/A	071249074541	Colour Riche Original Satin Lipstick	Blushing Berry	590	
106	1	N/A	071249415740	Colour Riche Original Satin Lipstick	BERRY PARISIENNE	137	
107	1	N/A	071249415733	Colour Riche Original Satin Lipstick	PARIS.NY	127	
108	1	N/A	071249045824	Colour Riche Original Satin Lipstick	Saucy Mauve	560	

Column: 2 - Row: 5 Lower Notch: 8 Fixture Type: TRAYS Fixture Description: CR SATIN LIP 4.7 (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: PM1000025895 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
109	1	N/A	071249081143	Colour Riche Lip Liner	Au Naturelle	780	
110	1	N/A	071249046272	Colour Riche Lip Liner	Toffee to Be	782	
111	1	N/A	071249256206	Colour Riche Original Satin Lipstick	Ballerina Shoes	135	
112	1	N/A	071249074527	Colour Riche Original Satin Lipstick	Peach Fuzz	417	
113	1	N/A	071249083321	Colour Riche Original Satin Lipstick	Tropical Coral	444	
114	1	N/A	071249045701	Colour Riche Original Satin Lipstick	Mauved	140	

Row: 1		Lower Notch: 35
Row: 2		Lower Notch: 28
Row: 3		Lower Notch: 21
Row: 4		Lower Notch: 14
Row: 5		Lower Notch: 8
Row: 6		Lower Notch: 2
Row: 7		Lower Notch: 27
Row: 8		Lower Notch: 20
Row: 9		Lower Notch: 10
Row: 10		Lower Notch: 1

115	1	N/A	071249083352	Colour Riche Original Satin Lipstick	Tickled Pink	165	
116	1	N/A	071249074534	Colour Riche Original Satin Lipstick	Peony Pink	580	
117	1	N/A	071249415757	Colour Riche Original Satin Lipstick	MONTMARTE	129	

Column: 2 - Row: 6 Lower Notch: 2 Fixture Type: TRAYS Fixture Description: CR SATIN LIP 6.7 (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: PM1000025897 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
118	1	N/A	071249046265	Colour Riche Lip Liner	Nudes for Life	781	
119	1	N/A	071249046258	Colour Riche Lip Liner	More Chocolate	783	
120	1	N/A	071249045855	Colour Riche Original Satin Lipstick	Mica	620	
121	1	N/A	071249045923	Colour Riche Original Satin Lipstick	Silverstone	760	
122	1	N/A	071249083512	Colour Riche Original Satin Lipstick	Golden Splendor	805	
123	1	N/A	071249083406	Colour Riche Original Satin Lipstick	Caramel Latte	799	
124	1	N/A	071249083291	Colour Riche Original Satin Lipstick	Fairest Nude	800	
125	1	N/A	071249045930	Colour Riche Original Satin Lipstick	Sandstone	810	
126	1	N/A	071249415788	Colour Riche Original Satin Lipstick	ORGANZA	236	

Column: 2 - Row: 7 Lower Notch: 27 Fixture Type: TRAYS Fixture Description: CR SATIN LIP 7.7 (NUDES 2) TRY LIT **
 TRAYS Fixture Re-Order Code: DP001003 SS Graphic Re-Order Code: PM1000030516
 Graphic Re-Order Code: SS Holder Re-Order Code: PM1000018033
 Carrier Tray Graphic Re-Order Code: PM1000024186 TRAYS Fixture Rolled-Up Code:
 Shade Chart Re-Order Code: PM1000031681 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
127	1	N/A	071249045664	Colour Riche Original Satin Lipstick	Toasted Almond	843	
128	1	N/A	071249684184	Colour Riche Original Satin Lipstick	Worth It	601	
129	1	N/A	071249684191	Colour Riche Original Satin Lipstick	Worth It Intense	570	
130	1	N/A	071249045657	Colour Riche Original Satin Lipstick	Cinnamon Toast	839	
131	1	N/A	071249045992	Colour Riche Original Satin Lipstick	Brazil Nut	850	
132	1	N/A	071249083222	Colour Riche Original Satin Lipstick	Ginger Spice	815	
133	1	N/A	071249045954	Colour Riche Original Satin Lipstick	Bronze Coin	835	
134	1	N/A	071249045947	Colour Riche Original Satin Lipstick	Bronzine	825	
135	1	N/A	071249046012	Colour Riche Original Satin Lipstick	Sunwash	857	
136	1	N/A	071249046029	Colour Riche Original Satin Lipstick	Spice	860	

Column: 2 - Row: 8 Lower Notch: 20 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: PM1000026365
 Graphic Re-Order Code: SS Holder Re-Order Code: PM0000027819
 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
137	1	N/A	071249651193	Glow Paradise Balm-in-Lipstick	Pastel Exaltation	110	
138	1	N/A	071249651216	Glow Paradise Balm-in-Lipstick	Blush Fantasy	120	
139	1	N/A	071249651230	Glow Paradise Balm-in-Lipstick	Nude Heaven	130	
140	1	N/A	071249651254	Glow Paradise Balm-in-Lipstick	Peach Charm	140	
141	1	N/A	071249651278	Glow Paradise Balm-in-Lipstick	Rose Mirage	150	
142	1	N/A	071249651285	Glow Paradise Balm-in-Lipstick	Cherry Wonderland	160	
143	1	N/A	071249651292	Glow Paradise Balm-in-Lipstick	Luminous Coral	170	
144	1	N/A	071249651308	Glow Paradise Balm-in-Lipstick	Beige Eden	180	
145	1	N/A	071249651315	Glow Paradise Balm-in-Lipstick	Ecstatic Mulberry	190	
146	1	N/A	071249651339	Glow Paradise Balm-in-Lipstick	Mulberry Bliss	200	

Column: 2 - Row: 9 Lower Notch: 10 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
147	1	N/A	071249650042	Glow Paradise Balm-in-Gloss	Porcelain Petal	10	
148	1	N/A	071249650066	Glow Paradise Balm-in-Gloss	Celestial Blossom	20	
149	1	N/A	071249650073	Glow Paradise Balm-in-Gloss	Pristine Pink	30	
150	1	N/A	071249650097	Glow Paradise Balm-in-Gloss	Blissful Blush	40	
151	1	N/A	071249650134	Glow Paradise Balm-in-Gloss	Feathery Fleur	50	
152	1	N/A	071249650141	Glow Paradise Balm-in-Gloss	Sophisticated Rose	60	
153	1	N/A	071249650158	Glow Paradise Balm-in-Gloss	Angelic Daydream	70	
154	1	N/A	071249650165	Glow Paradise Balm-in-Gloss	Sublime Magenta	80	
155	1	N/A	071249650172	Glow Paradise Balm-in-Gloss	Rosy Utopia	90	
156	1	N/A	071249650189	Glow Paradise Balm-in-Gloss	Mademoiselle Mauve	100	
157	1	N/A	071249650196	Glow Paradise Balm-in-Gloss	Fete des Fleurs	110	
158	1	N/A	071249650202	Glow Paradise Balm-in-Gloss	Rose Harmony	120	

Row: 1		Lower Notch: 35
Row: 2		Lower Notch: 28
Row: 3		Lower Notch: 21
Row: 4		Lower Notch: 14
Row: 5		Lower Notch: 8
Row: 6		Lower Notch: 2
Row: 7		Lower Notch: 27
Row: 8		Lower Notch: 20
Row: 9		Lower Notch: 10
Row: 10		Lower Notch: 1



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 12' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 2

POG Name: LOPWAK1270ECL_IS24

Column: 2 - 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
159	1	N/A	071249290453	Infallible Lip 2-Step	Raisin Revival	215	
160	1	N/A	071249290361	Infallible Lip 2-Step	Cherry Noir	217	
161	1	N/A	071249290347	Infallible Lip 2-Step	Continual Crimson	213	
162	1	N/A	071249290323	Infallible Lip 2-Step	Red	211	
163	1	N/A	071249290415	Infallible Lip 2-Step	Captivated by Cerise	209	
164	1	N/A	071249290354	Infallible Lip 2-Step	Perpetual Apricot	207	
165	1	N/A	071249290071	Infallible Lip 2-Step	Everlasting Caramel	201	
166	1	N/A	071249290392	Infallible Lip 2-Step	Heaven to Henna	205	
167	1	N/A	071249290460	Infallible Lip 2-Step	Always Almond	123	

Row: 1	
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ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 12' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024
LOPWAK1270ECL_IS24

Column: 1 - Row: 1 Lower Notch: 35 Fixture Type: HEADER Fixture Description: 12FT LP HDR-LIT **
HEADER Fixture Re-Order Code: PM1000009395 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000019110 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 LE MATTE RES LIP 1.2 TRY LIT **
TRAYS Fixture Re-Order Code: PM0000012952 SS Graphic Re-Order Code: PM1000029878
Graphic Re-Order Code: SS Holder Re-Order Code: PM0000027617
Carrier Tray Graphic Re-Order Code: PM1000029870 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000029875 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
168	1	N/A	071249674826	Infalible Le Matte Resistance	FAIRYTALE ENDING	100	
169	1	N/A	071249674833	Infalible Le Matte Resistance	BREAKFAST IN BED	105	
170	1	N/A	071249674840	Infalible Le Matte Resistance	SNOOZE YOUR ALARM	115	
171	1	N/A	071249674857	Infalible Le Matte Resistance	MAJOR CRUSH	120	
172	1	N/A	071249674864	Infalible Le Matte Resistance	LAZY SUNDAY	150	
173	1	N/A	071249674871	Infalible Le Matte Resistance	TROPICAL VACAY	210	

Column: 3 - Row: 3 Lower Notch: 21 Fixture Type: TRAYS Fixture Description: INF LE MATTE RES LIP 2.2 TRY LIT **
TRAYS Fixture Re-Order Code: PM0000012952 SS Graphic Re-Order Code: PM1000029879
Graphic Re-Order Code: SS Holder Re-Order Code: PM0000027617
Carrier Tray Graphic Re-Order Code: PM1000029870 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000029876 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
174	1	N/A	071249674888	Infalible Le Matte Resistance	SHOPPING SPREE	230	
175	1	N/A	071249674895	Infalible Le Matte Resistance	ROAD TRIPPING	240	
176	1	N/A	071249674901	Infalible Le Matte Resistance	FRENCH KISS	245	
177	1	N/A	071249674918	Infalible Le Matte Resistance	LE ROUGE PARIS	420	
178	1	N/A	071249674925	Infalible Le Matte Resistance	WINE NOT?	500	
179	1	N/A	071249674932	Infalible Le Matte Resistance	PAY DAY	560	

Column: 3 - Row: 4 Lower Notch: 14 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
180	1	N/A	071249421994	Infalible Pro-Gloss Plump Lip	Mirror	600	
181	1	N/A	071249422007	Infalible Pro-Gloss Plump Lip	Rosy Flush	601	
182	1	N/A	071249422014	Infalible Pro-Gloss Plump Lip	Sheer Blossom	602	
183	1	N/A	071249422021	Infalible Pro-Gloss Plump Lip	Blush Glean	603	
184	1	N/A	071249422038	Infalible Pro-Gloss Plump Lip	Radiant Mauve	604	
185	1	N/A	071249422045	Infalible Pro-Gloss Plump Lip	Moonlit Rose	605	
186	1	N/A	071249422052	Infalible Pro-Gloss Plump Lip	Mauve Glow	606	
187	1	N/A	071249422069	Infalible Pro-Gloss Plump Lip	Sunlit Shimmer	607	
188	1	N/A	071249422076	Infalible Pro-Gloss Plump Lip	True Berry	608	
189	1	N/A	071249422083	Infalible Pro-Gloss Plump Lip	Lucid Glow	609	
190	1	N/A	071249422090	Infalible Pro-Gloss Plump Lip	Nude Twinkle	610	
191	1	N/A	071249422106	Infalible Pro-Gloss Plump Lip	Ruby Sheen	611	

Column: 3 - Row: 5 Lower Notch: 6 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
192	1	N/A	071249628911	Infalible 8 Hour Pro Gloss	CRYSTAL GLASS	865	
193	1	N/A	071249628966	Infalible 8 Hour Pro Gloss	FROSTED	870	
194	1	N/A	071249135280	Infalible 8 Hour Pro Gloss	Petal	105	
195	1	N/A	071249628959	Infalible 8 Hour Pro Gloss	PINK OPAL	880	
196	1	N/A	071249135365	Infalible 8 Hour Pro Gloss	Blush	115	
197	1	N/A	071249628942	Infalible 8 Hour Pro Gloss	NIGHTFALL ROSE	890	
198	1	N/A	071249135372	Infalible 8 Hour Pro Gloss	Bloom	125	
199	1	N/A	071249135389	Infalible 8 Hour Pro Gloss	Posy	135	

Column: 3 - Row: 6 Lower Notch: 29 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
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Row: 1		Lower Notch: 35
Row: 2	168 169 170 171 172 173	Lower Notch: 28
Row: 3	174 175 176 177 178 179	Lower Notch: 21
Row: 4	180 181 182 183 184 185 186 187 188 189 190 191	Lower Notch: 14
Row: 5	192 193 194 195 196 197 198 199	Lower Notch: 6
Row: 6	200 201 202 203 204 205 206 207 208	Lower Notch: 29
Row: 7	209 210 211 212 213 214 215 216 217	Lower Notch: 22
Row: 8	218 219 220 221 222 223	Lower Notch: 15
Row: 9	224 225 226 227 228 229	Lower Notch: 8
Row: 10	230 231 232 233 234 235	Lower Notch: 1



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 12' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 3

POG Name: LOPWAK1270ECL_IS24

200	1	N/A	071249135327	Infalible 8 Hour Pro Gloss	Suede	805	
201	1	N/A	071249628935	Infalible 8 Hour Pro Gloss	SHELL PINK	885	
202	1	N/A	071249135433	Infalible 8 Hour Pro Gloss	Coral Sands	405	
203	1	N/A	071249628928	Infalible 8 Hour Pro Gloss	NUDE PETAL	875	
204	1	N/A	071249135297	Infalible 8 Hour Pro Gloss	Sunset	415	
205	1	N/A	071249135334	Infalible 8 Hour Pro Gloss	Barely Nude	815	
206	1	N/A	071249135396	Infalible 8 Hour Pro Gloss	Modern Mauve	505	
207	1	N/A	071249135341	Infalible 8 Hour Pro Gloss	Dulce de Leche	825	
208	1	N/A	071249135358	Infalible 8 Hour Pro Gloss	Truffle	835	

Column: 3 - Row: 7 Lower Notch: 22 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
209	1	N/A	071249135419	Infalible 8 Hour Pro Gloss	Sangria	705	
210	1	N/A	071249135402	Infalible 8 Hour Pro Gloss	Undeniable Mauve	515	
211	1	N/A	071249135426	Infalible 8 Hour Pro Gloss	Raisin	715	
212	1	N/A	071249216064	Infalible 8 Hour Pro Gloss	Pink Topaz	140	
213	1	N/A	071249216057	Infalible 8 Hour Pro Gloss	Red Fatale	320	
214	1	N/A	071249216033	Infalible 8 Hour Pro Gloss	Cherry Flash	340	
215	1	N/A	071249216040	Infalible 8 Hour Pro Gloss	Glistening Berry	240	
216	1	N/A	071249135303	Infalible 8 Hour Pro Gloss	Fiery	305	
217	1	N/A	071249135310	Infalible 8 Hour Pro Gloss	Rebel Red	315	

Column: 3 - Row: 8 Lower Notch: 15 Fixture Type: TRAYS Fixture Description: INF PRO-MATTE FNDTN RF 1.4 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: PM1000028371 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028172 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
218	1	N/A	071249367674	Infalible Pro-Matte Foundation	Rich Chocolate	114	
219	1	N/A	071249367667	Infalible Pro-Matte Foundation	Brown Suede	113	
220	1	N/A	071249293119	Infalible Pro-Matte Foundation	Cocoa	112	
221	1	N/A	071249412190	Infalible Pro-Matte Foundation	Nutmeg	111 5	
222	1	N/A	071249293102	Infalible Pro-Matte Foundation	Soft Sable	111	
223	1	N/A	071249293096	Infalible Pro-Matte Foundation	Creme Cafe	110	

Column: 3 - Row: 9 Lower Notch: 8 Fixture Type: TRAYS Fixture Description: INF PRO-MATTE FNDTN RF 3.4 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: PM1000028371 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028174 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
224	1	N/A	071249361627	Infalible Pro-Matte Foundation	Ivory Beige	107 5	
225	1	N/A	071249293065	Infalible Pro-Matte Foundation	Fresh Beige	107	
226	1	N/A	071249293058	Infalible Pro-Matte Foundation	Sun Beige	106	
227	1	N/A	071249412145	Infalible Pro-Matte Foundation	Light Beige	105 5	
228	1	N/A	071249293041	Infalible Pro-Matte Foundation	Natural Beige	105	
229	1	N/A	071249361603	Infalible Pro-Matte Foundation	Nude Buff	104 5	

Column: 3 - Row: 10 Lower Notch: 1 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
230	1	N/A	071249330548	Infalible Pro-Glow	Cocoa	212	
231	1	N/A	071249330531	Infalible Pro-Glow	Creme Cafe	211	
232	1	N/A	071249330517	Infalible Pro-Glow	Classic Tan	210	
233	1	N/A	071249330524	Infalible Pro-Glow	Caramel Beige	209	
234	1	N/A	071249330500	Infalible Pro-Glow	Sun Beige	208	
235	1	N/A	071249330494	Infalible Pro-Glow	Sand Beige	207	

Row: 1		Lower Notch: 35
Row: 2		Lower Notch: 28
Row: 3		Lower Notch: 21
Row: 4		Lower Notch: 14
Row: 5		Lower Notch: 6
Row: 6		Lower Notch: 29
Row: 7		Lower Notch: 22
Row: 8		Lower Notch: 15
Row: 9		Lower Notch: 8
Row: 10		Lower Notch: 1



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 12' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 4

POG Name: LOPWAK1270ECL_IS24

ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 12' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

LOPWAK1270ECL.IS24

Column: 1 - Row: 1 Lower Notch: 35 Fixture Type: HEADER Fixture Description: 12FT LP HDR-LIT **
HEADER Fixture Re-Order Code: PM1000009395 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000019110 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: INF 24HR FW FDTN RF 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: PM1000023792 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028161 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
236	1	N/A	071249384718	Infalible 24 HR Fresh Wear Foundation	Ebony	545	
237	1	N/A	071249384701	Infalible 24 HR Fresh Wear Foundation	Mahogany	540	
238	1	N/A	071249384695	Infalible 24 HR Fresh Wear Foundation	Espresso	535	
239	1	N/A	071249384688	Infalible 24 HR Fresh Wear Foundation	Deep Amber	530	
240	1	N/A	071249384671	Infalible 24 HR Fresh Wear Foundation	Deep Golden	525	
241	1	N/A	071249384664	Infalible 24 HR Fresh Wear Foundation	Sienna	520	
242	1	N/A	071249382349	Infalible 24 HR Fresh Wear Foundation	Copper	515	
243	1	N/A	071249408070	Infalible 24 HR Fresh Wear Foundation	maple	511	

Column: 4 - Row: 3 Lower Notch: 21 Fixture Type: TRAYS Fixture Description: INF 24HR FW FDTN RF 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: PM1000023792 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028163 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
244	1	N/A	071249382288	Infalible 24 HR Fresh Wear Foundation	Golden Sun	485	
245	1	N/A	071249408124	Infalible 24 HR Fresh Wear Foundation	radiant sun	482	
246	1	N/A	071249408100	Infalible 24 HR Fresh Wear Foundation	cool sand	481	
247	1	N/A	071249382271	Infalible 24 HR Fresh Wear Foundation	Radiant Sand	480	
248	1	N/A	071249382264	Infalible 24 HR Fresh Wear Foundation	Sun Beige	475	
249	1	N/A	071249382257	Infalible 24 HR Fresh Wear Foundation	Radiant Honey	470	
250	1	N/A	071249382240	Infalible 24 HR Fresh Wear Foundation	Sand	465	
251	1	N/A	071249382233	Infalible 24 HR Fresh Wear Foundation	Golden Beige	460	

Column: 4 - Row: 4 Lower Notch: 14 Fixture Type: TRAYS Fixture Description: INF 24HR FW FDTN RF 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: PM1000023792 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028165 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
252	1	N/A	071249382141	Infalible 24 HR Fresh Wear Foundation	Rose Ivory	415	
253	1	N/A	071249408063	Infalible 24 HR Fresh Wear Foundation	warm ivory	412	
254	1	N/A	071249408087	Infalible 24 HR Fresh Wear Foundation	beige ivory	411	
255	1	N/A	071249382134	Infalible 24 HR Fresh Wear Foundation	Ivory	410	
256	1	N/A	071249382127	Infalible 24 HR Fresh Wear Foundation	Porcelain	405	
257	1	N/A	071249382110	Infalible 24 HR Fresh Wear Foundation	Pearl	400	
258	1	N/A	071249408094	Infalible 24 HR Fresh Wear Foundation	rose pearl	395	
259	1	N/A	071249408148	Infalible 24 HR Fresh Wear Foundation	snow	390	

Column: 4 - Row: 5 Lower Notch: 8 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
260	1	N/A	071249664223	INFALLIBLE UP TO 24HR SOFT MATTE BRONZ... DEEP DARK		550	
261	1	N/A	071249664216	INFALLIBLE UP TO 24HR SOFT MATTE BRONZ... DARK		500	
262	1	N/A	071249664209	INFALLIBLE UP TO 24HR SOFT MATTE BRONZ... DEEP TAN		450	
263	1	N/A	071249664193	INFALLIBLE UP TO 24HR SOFT MATTE BRONZ... TAN		400	

Column: 4 - Row: 6 Lower Notch: 3 Fixture Type: TRAYS Fixture Description: INF UP TO 24HR FW FNDTN/PWDR RF 1.5 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: PM1000028184 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
264	1	N/A	071249651360	Infalible Up To 24HR Fresh Wear Foundation in ...	Ebony	390	
265	1	N/A	071249627884	Infalible Up To 24HR Fresh Wear Foundation in ...	Deep Amber	375	
266	1	N/A	071249651353	Infalible Up To 24HR Fresh Wear Foundation in ...	Mocha	370	
267	1	N/A	071249627877	Infalible Up To 24HR Fresh Wear Foundation in ...	COPPER	365	

Row: 1

Lower Notch: 35

Row: 2

Lower Notch: 28

Row: 3

Lower Notch: 21

Row: 4

Lower Notch: 14

Row: 5

Lower Notch: 8

Row: 6

Lower Notch: 3

Row: 7

Lower Notch: 29

Row: 8

Lower Notch: 22

Row: 9

Lower Notch: 15

Row: 10

Lower Notch: 8

Row: 11

Lower Notch: 1



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 12' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 4

POG Name: LOPWAK1270ECL_IS24

Column: 4 - Row: 7 Lower Notch: 29 Fixture Type: TRAYS Fixture Description: INF UP TO 24HR FW FNDTN/PWDR RF 3.5 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: PM1000028186 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
268	1	N/A	071249627839	Infalible Up To 24HR Fresh Wear Foundation in ...	RADIANT SAND	250	
269	1	N/A	071249627822	Infalible Up To 24HR Fresh Wear Foundation in ...	RADIANT HONEY	245	
270	1	N/A	071249627815	Infalible Up To 24HR Fresh Wear Foundation in ...	SAND	220	
271	1	N/A	071249651322	Infalible Up To 24HR Fresh Wear Foundation in ...	Beige Sand	190	

Column: 4 - Row: 8 Lower Notch: 22 Fixture Type: TRAYS Fixture Description: INF UP TO 24HR FW FNDTN/PWDR RF 5.5 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: PM1000028186 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
272	1	N/A	071249627792	Infalible Up To 24HR Fresh Wear Foundation in ...	VANILLA	120	
273	1	N/A	071249627754	Infalible Up To 24HR Fresh Wear Foundation in ...	Ivory	20	
274	1	N/A	071249627747	Infalible Up To 24HR Fresh Wear Foundation in ...	PORCELAIN	10	
275	1	N/A	071249627730	Infalible Up To 24HR Fresh Wear Foundation in ...	PEARL	5	

Column: 4 - Row: 9 Lower Notch: 15 Fixture Type: TRAYS Fixture Description: INF PRO-MATTE FNDTN RF 2.4 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: PM1000028371 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028173 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
276	1	N/A	071249412176	Infalible Pro-Matte Foundation	Hazelnut	109 5	
277	1	N/A	071249293089	Infalible Pro-Matte Foundation	Classic Tan	109	
278	1	N/A	071249367650	Infalible Pro-Matte Foundation	Honey Bisque	108 5	
279	1	N/A	071249412169	Infalible Pro-Matte Foundation	Golden Sun	108 4	
280	1	N/A	071249412152	Infalible Pro-Matte Foundation	Sand	108 2	
281	1	N/A	071249293072	Infalible Pro-Matte Foundation	Caramel Beige	108	

Column: 4 - Row: 10 Lower Notch: 8 Fixture Type: TRAYS Fixture Description: INF PRO-MATTE FNDTN RF 4.4 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: PM1000028371 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028175 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
282	1	N/A	071249293034	Infalible Pro-Matte Foundation	Golden Beige	104	
283	1	N/A	071249293027	Infalible Pro-Matte Foundation	Natural Buff	103	
284	1	N/A	071249412138	Infalible Pro-Matte Foundation	NATURAL ROSE	102 5	
285	1	N/A	071249293003	Infalible Pro-Matte Foundation	Shell Beige	102	
286	1	N/A	071249361597	Infalible Pro-Matte Foundation	Ivory Buff	101 5	
287	1	N/A	071249292990	Infalible Pro-Matte Foundation	Classic Ivory	101	

Column: 4 - Row: 11 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
288	1	N/A	071249330487	Infalible Pro-Glow	Buff Beige	206	
289	1	N/A	071249330463	Infalible Pro-Glow	Natural Beige	205	
290	1	N/A	071249330456	Infalible Pro-Glow	Natural Buff	204	
291	1	N/A	071249330470	Infalible Pro-Glow	Nude Beige	203	
292	1	N/A	071249330432	Infalible Pro-Glow	Creamy Natural	202	
293	1	N/A	071249330449	Infalible Pro-Glow	Classic Ivory	201	

Row: 1

Lower Notch: 35

Row: 2

Lower Notch: 28

Row: 3

Lower Notch: 21

Row: 4

Lower Notch: 14

Row: 5

Lower Notch: 8

Row: 6

Lower Notch: 3

Row: 7

Lower Notch: 29

Row: 8

Lower Notch: 22

Row: 9

Lower Notch: 15

Row: 10

Lower Notch: 8

Row: 11

Lower Notch: 1



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 12' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 5

POG Name: LOPWAK1270ECL_IS24

ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 12' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

LOPWAK1270ECL_IS24

Column: 1 - Row: 1 Lower Notch: 35 Fixture Type: HEADER Fixture Description: 12FT LP HDR-LIT **
HEADER Fixture Re-Order Code: PM100009395 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000019110 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: INF 24HR FW FDTN RF 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: PM1000023792 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028162 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
294	1	N/A	071249382332	Infalible 24 HR Fresh Wear Foundation	Hazelnut	510	
295	1	N/A	071249382325	Infalible 24 HR Fresh Wear Foundation	Toffee	505	
296	1	N/A	071249382318	Infalible 24 HR Fresh Wear Foundation	Honey Bisque	500	
297	1	N/A	071249382301	Infalible 24 HR Fresh Wear Foundation	Amber	495	
298	1	N/A	071249382295	Infalible 24 HR Fresh Wear Foundation	Golden Amber	490	
299	1	N/A	071249408155	Infalible 24 HR Fresh Wear Foundation	Caramel	488	
300	1	N/A	071249408117	Infalible 24 HR Fresh Wear Foundation	warm almond	487	
301	1	N/A	071249408131	Infalible 24 HR Fresh Wear Foundation	Toasted Almond	486	

Column: 5 - Row: 3 Lower Notch: 21 Fixture Type: TRAYS Fixture Description: INF 24HR FW FDTN RF 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: PM1000023792 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028164 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
302	1	N/A	071249382226	Infalible 24 HR Fresh Wear Foundation	Natural Buff	455	
303	1	N/A	071249382219	Infalible 24 HR Fresh Wear Foundation	Rose Beige	450	
304	1	N/A	071249382202	Infalible 24 HR Fresh Wear Foundation	Vanilla	445	
305	1	N/A	071249382196	Infalible 24 HR Fresh Wear Foundation	Natural Rose	440	
306	1	N/A	071249382189	Infalible 24 HR Fresh Wear Foundation	Rose Vanilla	435	
307	1	N/A	071249382172	Infalible 24 HR Fresh Wear Foundation	Ivory Buff	430	
308	1	N/A	071249382165	Infalible 24 HR Fresh Wear Foundation	Linen	425	
309	1	N/A	071249382158	Infalible 24 HR Fresh Wear Foundation	True Beige	420	

Column: 5 - Row: 4 Lower Notch: 14 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
310	1	N/A	071249674666	Infalible Up To 24H Fresh Wear Blush	Fearless Coral	05	
311	1	N/A	071249674673	Infalible Up To 24H Fresh Wear Blush	Confident Pink	10	
312	1	N/A	071249674680	Infalible Up To 24H Fresh Wear Blush	Legendary Berry	15	
313	1	N/A	071249674697	Infalible Up To 24H Fresh Wear Blush	Daring Rosewood	20	

Column: 5 - Row: 5 Lower Notch: 8 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
314	1	N/A	071249664186	INFALLIBLE UP TO 24HR SOFT MATTE BRONZ... MEDIUM		350	
315	1	N/A	071249664179	INFALLIBLE UP TO 24HR SOFT MATTE BRONZ... LIGHT MEDIUM		300	
316	1	N/A	071249664162	INFALLIBLE UP TO 24HR SOFT MATTE BRONZ... LIGHT		250	
317	1	N/A	071249664155	INFALLIBLE UP TO 24HR SOFT MATTE BRONZ... FAIR		200	

Column: 5 - Row: 6 Lower Notch: 3 Fixture Type: TRAYS Fixture Description: INF UP TO 24HR FW FNDTN/PWDR RF 2.5 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: PM1000028185 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
318	1	N/A	071249627860	Infalible Up To 24HR Fresh Wear Foundation in ...	Sienna	355	
319	1	N/A	071249627853	Infalible Up To 24HR Fresh Wear Foundation in ...	HAZELNUT	330	
320	1	N/A	071249651346	Infalible Up To 24HR Fresh Wear Foundation in ...	Amber	300	
321	1	N/A	071249627846	Infalible Up To 24HR Fresh Wear Foundation in ...	Golden Sun	260	

Row: 1

Lower Notch: 35

Row: 2

Lower Notch: 28

Row: 3

Lower Notch: 21

Row: 4

Lower Notch: 14

Row: 5

Lower Notch: 8

Row: 6

Lower Notch: 3

Row: 7

Lower Notch: 29

Row: 8

Lower Notch: 22

Row: 9

Lower Notch: 15

Row: 10

Lower Notch: 8

Row: 11

Lower Notch: 1



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 12' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

POG Name: LOPWAK1270ECL_IS24

Column: 5

Column: 5 - Row: 7 Lower Notch: 29 Fixture Type: TRAYS Fixture Description: INF UP TO 24HR FW FNDT/PWDR RF 4.5 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: PM1000028187 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
322	1	N/A	071249627778	Infalible Up To 24HR Fresh Wear Foundation in ...	LINEN	180	
323	1	N/A	071249627808	Infalible Up To 24HR Fresh Wear Foundation in ...	GOLDEN BEIGE	140	
324	1	N/A	071249627761	Infalible Up To 24HR Fresh Wear Foundation in ...	TRUE BEIGE	130	
325	1	N/A	071249627785	Infalible Up To 24HR Fresh Wear Foundation in ...	IVORY BUFF	125	

Column: 5 - Row: 8 Lower Notch: 22 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
326	1	N/A	071249384787	Infalible Full Wear Concealer	Espresso	445	
327	1	N/A	071249384770	Infalible Full Wear Concealer	Truffle	440	
328	1	N/A	071249384763	Infalible Full Wear Concealer	Coffee	435	
329	1	N/A	071249384732	Infalible Full Wear Concealer	Cocoa	420	
330	1	N/A	071249384725	Infalible Full Wear Concealer	Honey	415	
331	1	N/A	071249382561	Infalible Full Wear Concealer	Almond	410	
332	1	N/A	071249382554	Infalible Full Wear Concealer	Toffee	405	
333	1	N/A	071249382547	Infalible Full Wear Concealer	Caramel	400	
334	1	N/A	071249382530	Infalible Full Wear Concealer	Walnut	395	
335	1	N/A	071249382516	Infalible Full Wear Concealer	Amber	385	
336	1	N/A	071249382509	Infalible Full Wear Concealer	Pecan	380	

Column: 5 - Row: 9 Lower Notch: 15 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
337	1	N/A	071249382493	Infalible Full Wear Concealer	Latte	375	
338	1	N/A	071249382486	Infalible Full Wear Concealer	Biscuit	370	
339	1	N/A	071249382479	Infalible Full Wear Concealer	Cashew	365	
340	1	N/A	071249382462	Infalible Full Wear Concealer	Cashmere	360	
341	1	N/A	071249382455	Infalible Full Wear Concealer	Vanilla	355	
342	1	N/A	071249382448	Infalible Full Wear Concealer	Bisque	350	
343	1	N/A	071249382431	Infalible Full Wear Concealer	Oatmeal	345	
344	1	N/A	071249382424	Infalible Full Wear Concealer	Fawn	340	
345	1	N/A	071249382417	Infalible Full Wear Concealer	Ivory	330	
346	1	N/A	071249382400	Infalible Full Wear Concealer	Eggshell	325	
347	1	N/A	071249382394	Infalible Full Wear Concealer	Porcelain	320	

Column: 5 - Row: 10 Lower Notch: 8 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
348	1	N/A	071249179031	Visible Lift Serum Absolute	Classic Tan	157	
349	1	N/A	071249179024	Visible Lift Serum Absolute	Honey Beige	155	
350	1	N/A	071249178980	Visible Lift Serum Absolute	Sun Beige	154	
351	1	N/A	071249178911	Visible Lift Serum Absolute	Sand Beige	152	
352	1	N/A	071249178928	Visible Lift Serum Absolute	Natural Beige	151	
353	1	N/A	071249178942	Visible Lift Serum Absolute	Buff Beige	149	

Column: 5 - Row: 11 Lower Notch: 1 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
354	1	N/A	071249178997	Visible Lift Serum Absolute	Natural Buff	148	
355	1	N/A	071249178959	Visible Lift Serum Absolute	Creamy Natural	147	
356	1	N/A	071249178935	Visible Lift Serum Absolute	Nude Beige	146	
357	1	N/A	071249178966	Visible Lift Serum Absolute	Classic Ivory	145	
358	1	N/A	071249179000	Visible Lift Serum Absolute	Light Ivory	144	
359	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: 21

Row: 4

Lower Notch: 14

Row: 5

Lower Notch: 8

Row: 6

Lower Notch: 3

Row: 7

Lower Notch: 29

Row: 8

Lower Notch: 22

Row: 9

Lower Notch: 15

Row: 10

Lower Notch: 8

Row: 11

Lower Notch: 1



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 12' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 6

POG Name: LOPWAK1270ECL_IS24

ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 12' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

LOPWAK1270ECL.IS24

Column: 1 - Row: 1 Lower Notch: 35 Fixture Type: HEADER Fixture Description: 12FT LP HDR-LIT **
HEADER Fixture Re-Order Code: PM1000009395 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000019110 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: 32 Fixture Type: SIGN Fixture Description: TM FAMILY CANOPY 1.3 4X12 **
SIGN Fixture Re-Order Code: DP000328 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000031718 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: SIGN Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 6 - Row: 3 Lower Notch: 24 Fixture Type: TRAYS Fixture Description: TM SPR BLEND FNDTN (FULL) 1.6 TRY LIT **
TRAYS Fixture Re-Order Code: RE012100 SS Graphic Re-Order Code: PM1000031210
Graphic Re-Order Code: SS Holder Re-Order Code: PM000026541
Carrier Tray Graphic Re-Order Code: PM1000028752 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028749 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
360	1	N/A	071249671634	True Match Super Blendable Foundation	C12	C12	
361	1	N/A	071249671597	True Match Super Blendable Foundation	C11	C11	
362	1	N/A	071249671542	True Match Super Blendable Foundation	N11	N11	
363	1	N/A	071249671962	True Match Super Blendable Foundation	W10.5	W10.5	
364	1	N/A	071249671672	True Match Super Blendable Foundation	C10	C10	
365	1	N/A	071249671771	True Match Super Blendable Foundation	N10	N10	
366	1	N/A	071249671658	True Match Super Blendable Foundation	W10	W10	

Column: 6 - Row: 4 Lower Notch: 18 Fixture Type: TRAYS Fixture Description: TM SPR BLEND FNDTN 4.6 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: PM1000028737 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028719 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
367	1	N/A	071249671832	True Match Super Blendable Foundation	N5.5	N5.5	
368	1	N/A	071249671917	True Match Super Blendable Foundation	W5.5	W5.5	
369	1	N/A	071249671559	True Match Super Blendable Foundation	C5	C5	
370	1	N/A	071249671924	True Match Super Blendable Foundation	N5	N5	
371	1	N/A	071249671856	True Match Super Blendable Foundation	W5	W5	
372	1	N/A	071249671696	True Match Super Blendable Foundation	W4.5	W4.5	
373	1	N/A	071249671863	True Match Super Blendable Foundation	C4	C4	
374	1	N/A	071249671511	True Match Super Blendable Foundation	N4	N4	

Column: 6 - Row: 5 Lower Notch: 10 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
375	1	N/A	071249684764	True Match Radiant Serum Concealer	N11	N11	
376	1	N/A	071249684771	True Match Radiant Serum Concealer	W10.5	W10.5	
377	1	N/A	071249684788	True Match Radiant Serum Concealer	C10	C10	
378	1	N/A	071249684795	True Match Radiant Serum Concealer	N10	N10	
379	1	N/A	071249684801	True Match Radiant Serum Concealer	W9.5	W9.5	
380	1	N/A	071249684818	True Match Radiant Serum Concealer	N9	N9	
381	1	N/A	071249684825	True Match Radiant Serum Concealer	C8	C8	
382	1	N/A	071249684832	True Match Radiant Serum Concealer	N8	N8	
383	1	N/A	071249684849	True Match Radiant Serum Concealer	C7	C7	
384	1	N/A	071249684856	True Match Radiant Serum Concealer	W7	W7	
385	1	N/A	071249684863	True Match Radiant Serum Concealer	N6.5	N6.5	
386	1	N/A	071249684870	True Match Radiant Serum Concealer	W6	W6	

Column: 6 - Row: 6 Lower Notch: 2 Fixture Type: TRAYS Fixture Description: TM NUDE HYDR TNTD 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
387	1	N/A	071249635995	True Match Nude Hydrating Tinted Serum	Very Deep	10-12	
388	1	N/A	071249647059	True Match Nude Hydrating Tinted Serum	Rich Deep	10 5-11	
389	1	N/A	071249635988	True Match Nude Hydrating Tinted Serum	Deep	8-10	
390	1	N/A	071249648889	True Match Nude Hydrating Tinted Serum	Medium Deep	8.5-9.5	
391	1	N/A	071249648780	True Match Nude Hydrating Tinted Serum	Cool Deep	7.5-8.5	
392	1	N/A	071249635971	True Match Nude Hydrating Tinted Serum	Tan-Deep	7-8	

Row: 1

Lower Notch: 35

Row: 2

Lower Notch: 32

Row: 3

Lower Notch: 24

Row: 4

Lower Notch: 18

Row: 5

Lower Notch: 10

Row: 6

Lower Notch: 2

Row: 7

Lower Notch: 23

Row: 8

Lower Notch: 17

Row: 9

Lower Notch: 9

Row: 10

Lower Notch: 1



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 12' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 6

POG Name: LOPWAK1270ECL_IS24

393	1	N/A	071249635964	True Match Nude Hydrating Tinted Serum	Tan	6-7
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Column: 6 - Row: 7 Lower Notch: 23 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
394	1	N/A	071249683811	True Match Super-Blendable Powder	C12	C12	
395	1	N/A	071249683828	True Match Super-Blendable Powder	N11	N11	
396	1	N/A	071249683835	True Match Super-Blendable Powder	W10	W10	
397	1	N/A	071249683842	True Match Super-Blendable Powder	C9	C9	
398	1	N/A	071249683859	True Match Super-Blendable Powder	N9	N9	
399	1	N/A	071249033609	True Match Super-Blendable Powder	Cocoa	C8	
400	1	N/A	071249033173	True Match Super-Blendable Powder	Classic Tan	N7	
401	1	N/A	071249016930	True Match Super-Blendable Powder	Caramel Beige	W7	

Column: 6 - Row: 8 Lower Notch: 17 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
402	1	N/A	071249017449	True Match Blush	Bare Honey	W1-2	
403	1	N/A	071249017456	True Match Blush	Barely Blushing	W3-4	

Column: 6 - Row: 9 Lower Notch: 9 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
404	1	N/A	071249226599	True Match Lumi Makeup	Nut Brown/Cocoa	C7-8	
405	1	N/A	071249214855	True Match Lumi Makeup	Classic Tan/Cappuccino	N7-8	
406	1	N/A	071249226582	True Match Lumi Makeup	Soft Sable	C6	
407	1	N/A	071249214787	True Match Lumi Makeup	Sun Beige	W6	
408	1	N/A	071249226575	True Match Lumi Makeup	Classic Beige	C5	

Column: 6 - Row: 10 Lower Notch: 1 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
409	1	N/A	071249283714	Magic BB Correctors	Magic BB Correctors : Anti-Redness	820	
410	1	N/A	071249283721	Magic BB Correctors	Magic BB Correctors : Anti-Fatigue	818	
411	1	N/A	071249211458	Magic BB Cream	Fair	810	
412	1	N/A	071249211465	Magic BB Cream	Light	812	
413	1	N/A	071249211472	Magic BB Cream	Medium	814	
414	1	N/A	071249211489	Magic BB Cream	Deep	816	

Row: 1

Lower Notch: 35

Row: 2

Lower Notch: 32

Row: 3

Lower Notch: 24

Row: 4

Lower Notch: 18

Row: 5

Lower Notch: 10

Row: 6

Lower Notch: 2

Row: 7

Lower Notch: 23

Row: 8

Lower Notch: 17

Row: 9

Lower Notch: 9

Row: 10

Lower Notch: 1



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 12' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 7

POG Name: LOPWAK1270ECL_IS24

ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 12' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

LOPWAK1270ECL.IS24

Column: 1 - Row: 1 Lower Notch: 35 Fixture Type: HEADER Fixture Description: 12FT LP HDR-LIT **
HEADER Fixture Re-Order Code: PM1000009395 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000019110 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: 32 Fixture Type: SIGN Fixture Description: TM FAMILY CANOPY 2.3 4X12 **
SIGN Fixture Re-Order Code: DP000328 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000031719 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: SIGN Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 7 - Row: 3 Lower Notch: 24 Fixture Type: TRAYS Fixture Description: TM SPR BLEND FNDTN (FULL) 2.6 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: PM1000028753 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028750 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
415	1	N/A	071249671733	True Match Super Blendable Foundation	C9.5	C9.5	
416	1	N/A	071249671665	True Match Super Blendable Foundation	W9.5	W9.5	
417	1	N/A	071249671641	True Match Super Blendable Foundation	C9	C9	
418	1	N/A	071249671764	True Match Super Blendable Foundation	N9	N9	
419	1	N/A	071249671894	True Match Super Blendable Foundation	W9	W9	
420	1	N/A	071249671580	True Match Super Blendable Foundation	C8	C8	
421	1	N/A	071249671528	True Match Super Blendable Foundation	N8	N8	
422	1	N/A	071249671627	True Match Super Blendable Foundation	W8	W8	

Column: 7 - Row: 4 Lower Notch: 18 Fixture Type: TRAYS Fixture Description: TM SPR BLEND FNDTN 5.6 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: PM1000028738 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028720 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
423	1	N/A	071249671788	True Match Super Blendable Foundation	W4	W4	
424	1	N/A	071249671610	True Match Super Blendable Foundation	C3	C3	
425	1	N/A	071249671795	True Match Super Blendable Foundation	N3	N3	
426	1	N/A	071249671818	True Match Super Blendable Foundation	W3	W3	
427	1	N/A	071249671740	True Match Super Blendable Foundation	C2.5	C2.5	
428	1	N/A	071249671931	True Match Super Blendable Foundation	W2.5	W2.5	
429	1	N/A	071249671801	True Match Super Blendable Foundation	C2	C2	
430	1	N/A	071249671566	True Match Super Blendable Foundation	N2	N2	

Column: 7 - Row: 5 Lower Notch: 10 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
431	1	N/A	071249684887	True Match Radiant Serum Concealer	N5	N5	
432	1	N/A	071249684894	True Match Radiant Serum Concealer	W5	W5	
433	1	N/A	071249684900	True Match Radiant Serum Concealer	C4	C4	
434	1	N/A	071249684917	True Match Radiant Serum Concealer	W4	W4	
435	1	N/A	071249684924	True Match Radiant Serum Concealer	C3	C3	
436	1	N/A	071249684931	True Match Radiant Serum Concealer	N3	N3	
437	1	N/A	071249684948	True Match Radiant Serum Concealer	W3	W3	
438	1	N/A	071249684955	True Match Radiant Serum Concealer	C2	C2	
439	1	N/A	071249684962	True Match Radiant Serum Concealer	N2	N2	
440	1	N/A	071249684979	True Match Radiant Serum Concealer	C1	C1	
441	1	N/A	071249684986	True Match Radiant Serum Concealer	N1	N1	
442	1	N/A	071249684993	True Match Radiant Serum Concealer	W1	W1	

Column: 7 - Row: 6 Lower Notch: 2 Fixture Type: TRAYS Fixture Description: TM NUDE HYDR TNTD 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
443	1	N/A	071249635957	True Match Nude Hydrating Tinted Serum	Medium-Tan	5-6	
444	1	N/A	071249648773	True Match Nude Hydrating Tinted Serum	Rich Medium	4.5-5	
445	1	N/A	071249635940	True Match Nude Hydrating Tinted Serum	Medium	4-5	
446	1	N/A	071249635933	True Match Nude Hydrating Tinted Serum	Light-Medium	3-4	
447	1	N/A	071249635926	True Match Nude Hydrating Tinted Serum	Light	2-3	

Row: 1

Lower Notch: 35

Row: 2

Lower Notch: 32

Row: 3

Lower Notch: 24

Row: 4

Lower Notch: 18

Row: 5

Lower Notch: 10

Row: 6

Lower Notch: 2

Row: 7

Lower Notch: 23

Row: 8

Lower Notch: 17

Row: 9

Lower Notch: 9

Row: 10

Lower Notch: 1



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 12' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 7

POG Name: LOPWAK1270ECL_IS24

448	1	N/A	071249648766	True Match Nude Hydrating Tinted Serum	Rosy Light	1-2	5
449	1	N/A	071249635919	True Match Nude Hydrating Tinted Serum	Very Light	0	5-2

Column: 7 - Row: 7 Lower Notch: 23 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
450	1	N/A	071249033593	True Match Super-Blendable Powder	Soft Sable	C6	
451	1	N/A	071249033197	True Match Super-Blendable Powder	Honey Beige	N6	
452	1	N/A	071249016657	True Match Super-Blendable Powder	Sun Beige	W6	
453	1	N/A	071249033180	True Match Super-Blendable Powder	True Beige	N5	
454	1	N/A	071249016459	True Match Super-Blendable Powder	Sand Beige	W5	
455	1	N/A	071249017227	True Match Super-Blendable Powder	Buff Beige	N4	
456	1	N/A	071249016442	True Match Super-Blendable Powder	Natural Beige	W4	
457	1	N/A	071249033432	True Match Super-Blendable Powder	Creamy Natural	C3	

Column: 7 - Row: 8 Lower Notch: 17 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
458	1	N/A	071249017463	True Match Blush	Subtle Sable	W5-6	
459	1	N/A	071249017487	True Match Blush	Innocent Flush	N3-4	
460	1	N/A	071249017494	True Match Blush	Apricot Kiss	N5-6	
461	1	N/A	071249041840	True Match Blush	Sweet Ginger	N7-8	

Column: 7 - Row: 9 Lower Notch: 9 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
462	1	N/A	071249214831	True Match Lumi Makeup	True Beige	N5	
463	1	N/A	071249214770	True Match Lumi Makeup	Sand Beige	W5	
464	1	N/A	071249226568	True Match Lumi Makeup	Shell Beige	C4	
465	1	N/A	071249214824	True Match Lumi Makeup	Buff Beige	N4	
466	1	N/A	071249214763	True Match Lumi Makeup	Natural Beige	W4	

Column: 7 - Row: 10 Lower Notch: 1 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
467	1	N/A	071249673690	Prime Lab Primers	Up to 24H Pore Minimizer	1	
468	1	N/A	071249673713	Prime Lab Primers	Up to 24H Matte Setter	2	
469	1	N/A	071249673706	Prime Lab Primers	Up to 24H Redness Eraser	3	
470	1	N/A	071249673751	Prime Lab Primers	Up to 24H Dullness Reducer	4	

Row: 1

Lower Notch: 35

Row: 2

Lower Notch: 32

Row: 3

Lower Notch: 24

Row: 4

Lower Notch: 18

Row: 5

Lower Notch: 10

Row: 6

Lower Notch: 2

Row: 7

Lower Notch: 23

Row: 8

Lower Notch: 17

Row: 9

Lower Notch: 9

Row: 10

Lower Notch: 1



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 12' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 8

POG Name: LOPWAK1270ECL_IS24

ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 12' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

LOPWAK1270ECL.IS24

Column: 1 - Row: 1 Lower Notch: 35 Fixture Type: HEADER Fixture Description: 12FT LP HDR-LIT **
HEADER Fixture Re-Order Code: PM1000009395 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000019110 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: 32 Fixture Type: SIGN Fixture Description: TM FAMILY CANOPY 3.3 4X12 **
SIGN Fixture Re-Order Code: DP000328 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000031720 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: SIGN Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 8 - Row: 3 Lower Notch: 24 Fixture Type: TRAYS Fixture Description: TM SPR BLEND FNDTN (FULL) 3.6 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: PM1000028754 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028751 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
471	1	N/A	071249671825	True Match Super Blendable Foundation	C7	C7	
472	1	N/A	071249671573	True Match Super Blendable Foundation	N7	N7	
473	1	N/A	071249671535	True Match Super Blendable Foundation	W7	W7	
474	1	N/A	071249671719	True Match Super Blendable Foundation	N6.5	N6.5	
475	1	N/A	071249671948	True Match Super Blendable Foundation	W6.5	W6.5	
476	1	N/A	071249671887	True Match Super Blendable Foundation	C6	C6	
477	1	N/A	071249671726	True Match Super Blendable Foundation	N6	N6	
478	1	N/A	071249671900	True Match Super Blendable Foundation	W6	W6	

Column: 8 - Row: 4 Lower Notch: 18 Fixture Type: TRAYS Fixture Description: TM SPR BLEND FNDTN 6.6 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: PM1000028739 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028721 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
479	1	N/A	071249671757	True Match Super Blendable Foundation	W2	W2	
480	1	N/A	071249671504	True Match Super Blendable Foundation	C1.5	C1.5	
481	1	N/A	071249671498	True Match Super Blendable Foundation	C1	C1	
482	1	N/A	071249671870	True Match Super Blendable Foundation	N1	N1	
483	1	N/A	071249671849	True Match Super Blendable Foundation	W1	W1	
484	1	N/A	071249671689	True Match Super Blendable Foundation	C0.5	C0.5	
485	1	N/A	071249671702	True Match Super Blendable Foundation	N0.5	N0.5	
486	1	N/A	071249671603	True Match Super Blendable Foundation	W0.5	W0.5	

Column: 8 - Row: 5 Lower Notch: 10 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: PM1000026843 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028070 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: 8 - Row: 6 Lower Notch: 2 Fixture Type: TRAYS Fixture Description: TM LUMI BRONZE IT RF 1.1 TRY LIT **
TRAYS Fixture Re-Order Code: PL3000000413 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM1000021127 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028203 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
492	1	N/A	071249366042	True Match Lumi Bronze It Bronzers	Deep	03	
493	1	N/A	071249366035	True Match Lumi Bronze It Bronzers	Medium	02	
494	1	N/A	071249366028	True Match Lumi Bronze It Bronzers	Light	01	

Column: 8 - Row: 7 Lower Notch: 23 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
495	1	N/A	071249017197	True Match Super-Blendable Powder	Natural Buff	N3	
496	1	N/A	071249016435	True Match Super-Blendable Powder	Nude Beige	W3	

Row: 1 Lower Notch: 35

Row: 2 Lower Notch: 32

Row: 3 Lower Notch: 24

Row: 4 Lower Notch: 18

Row: 5 Lower Notch: 10

Row: 6 Lower Notch: 2

Row: 7 Lower Notch: 23

Row: 8 Lower Notch: 17

Row: 9 Lower Notch: 9

Row: 10 Lower Notch: 1



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 12' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 8

POG Name: LOPWAK1270ECL_IS24

497	1	N/A	071249033401	True Match Super-Blendable Powder	Natural Ivory	C2	
498	1	N/A	071249017180	True Match Super-Blendable Powder	Classic Ivory	N2	
499	1	N/A	071249016428	True Match Super-Blendable Powder	Light Ivory	W2	
500	1	N/A	071249033357	True Match Super-Blendable Powder	Alabaster	C1	
501	1	N/A	071249017173	True Match Super-Blendable Powder	Soft Ivory	N1	
502	1	N/A	071249016411	True Match Super-Blendable Powder	Porcelain	W1	

Column: 8 - Row: 8 Lower Notch: 17 Fixture Type: TRAYS Fixture Description: TM BLSH 3.3 TRY LIT **

TRAYS Fixture Re-Order Code: PM1000011536

Graphic Re-Order Code:

Carrier Tray Graphic Re-Order Code: PM1000021576

Shade Chart Re-Order Code: PM1000019333

SS Graphic Re-Order Code:

SS Holder Re-Order Code:

TRAYS Fixture Rolled-Up Code:

UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
503	1	N/A	071249017500	True Match Blush	Baby Blossom	C1-2	
504	1	N/A	071249017517	True Match Blush	Tender Rose	C3-4	
505	1	N/A	071249017524	True Match Blush	Rosy Outlook	C5-6	
506	1	N/A	071249042014	True Match Blush	Spiced Plum	C7-6	

Column: 8 - Row: 9 Lower Notch: 9 Fixture Type: TRAYS Fixture Description: TM LUMI FNDTN RF 3.3 TRY LIT **

TRAYS Fixture Re-Order Code: PM1000010108

Graphic Re-Order Code:

Carrier Tray Graphic Re-Order Code: PM1000021587

Shade Chart Re-Order Code: PM1000028208

SS Graphic Re-Order Code: PM1000030537

SS Holder Re-Order Code: PM1000013194

TRAYS Fixture Rolled-Up Code:

UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
507	1	N/A	071249226551	True Match Lumi Makeup	Creamy Natural	C3	
508	1	N/A	071249214817	True Match Lumi Makeup	Natural Buff	N3	
509	1	N/A	071249214756	True Match Lumi Makeup	Nude Beige	W3	
510	1	N/A	071249214800	True Match Lumi Makeup	Soft Ivory/Cisc Ivory	N1-2	
511	1	N/A	071249214749	True Match Lumi Makeup	Porcelain/Lt Ivory	W1-2	

Column: 8 - Row: 10 Lower Notch: 1 Fixture Type: TRAYS Fixture Description: TM CNCLR/CRYN COMBO RF 1.1 TRY LIT **

TRAYS Fixture Re-Order Code: DP000361

Graphic Re-Order Code:

Carrier Tray Graphic Re-Order Code: PM1000021579

Shade Chart Re-Order Code: PM1000028201

SS Graphic Re-Order Code:

SS Holder Re-Order Code:

TRAYS Fixture Rolled-Up Code:

UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
512	1	N/A	071249248805	True Match Crayon Concealer	Medium/Deep Neutral	N678	
513	1	N/A	071249238486	True Match Crayon Concealer	Medium/Deep Warm	W678	
514	1	N/A	071249238455	True Match Crayon Concealer	Light/Medium Neutral	N45	
515	1	N/A	071249238462	True Match Crayon Concealer	Light/Medium Warm	W45	
516	1	N/A	071249238424	True Match Crayon Concealer	Fair/Light Neutral	N123	
517	1	N/A	071249238431	True Match Crayon Concealer	Fair/Light Warm	W123	
518	1	N/A	071249017357	True Match Concealer	Medium / Deep Cool	C6-7-8	
519	1	N/A	071249017333	True Match Concealer	Medium / Deep Warm	W6-7-8	
520	1	N/A	071249017326	True Match Concealer	Light / Medium Cool	C4-5	
521	1	N/A	071249017319	True Match Concealer	Light / Medium Neutral	N4-5	
522	1	N/A	071249017296	True Match Concealer	Light / Medium Warm	W4-5	
523	1	N/A	071249017289	True Match Concealer	Fair / Light Cool	C1-2-3	
524	1	N/A	071249017265	True Match Concealer	Fair / Light Neutral	N1-2-3	
525	1	N/A	071249017241	True Match Concealer	Fair / Light Warm	W1-2-3	

Row: 1

Lower Notch: 35

Row: 2

Lower Notch: 32

Row: 3

Lower Notch: 24

Row: 4

Lower Notch: 18

Row: 5

Lower Notch: 10

Row: 6

Lower Notch: 2

Row: 7

Lower Notch: 23

Row: 8

Lower Notch: 17

Row: 9

Lower Notch: 9

Row: 10

Lower Notch: 1



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 12' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 9

POG Name: LOPWAK1270ECL_IS24

ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 12' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

LOPWAK1270ECL_IS24

Column: 1 - Row: 1 Lower Notch: 35 Fixture Type: HEADER Fixture Description: 12FT LP HDR-LIT **
HEADER Fixture Re-Order Code: PM1000009395 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000019110 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: 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
526	1	N/A	071249410639	Brilliant Eyes	String of Pearls	410	
527	1	N/A	071249410554	Brilliant Eyes	Diamond Drop	415	
528	1	N/A	071249410592	Brilliant Eyes	Rose gem	420	
529	1	N/A	071249410585	Brilliant Eyes	Amethyst Quartz	425	
530	1	N/A	071249410578	Brilliant Eyes	Blush Jewel	430	
531	1	N/A	071249410561	Brilliant Eyes	Crystal Shine	435	
532	1	N/A	071249410608	Brilliant Eyes	Amber Sparkle	440	
533	1	N/A	071249410653	Brilliant Eyes	Crown Gold	445	
534	1	N/A	071249410646	Brilliant Eyes	Precious Lava	450	
535	1	N/A	071249410615	Brilliant Eyes	Bronze Light	455	
536	1	N/A	071249410660	Brilliant Eyes	Radiant Ruby	460	
537	1	N/A	071249410622	Brilliant Eyes	Royal Onyx	465	

Column: 9 - Row: 3 Lower Notch: 20 Fixture Type: TRAYS Fixture Description: CR PRDS ENCHNTD COMBO SS 1.1 TRY LIT **
TRAYS Fixture Re-Order Code: PL3000000499 SS Graphic Re-Order Code: PM1000030514
Graphic Re-Order Code: SS Holder Re-Order Code: PM1000019889
Carrier Tray Graphic Re-Order Code: PM1000021528 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000022907 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
538	1	N/A	071249371183	Colour Riche Paradise Enchanted Palette	enchanted	150	

Column: 9 - Row: 4 Lower Notch: 14 Fixture Type: TRAYS Fixture Description: CR MONOS SHDW (MATTE) 1.1 TRY LIT **
TRAYS Fixture Re-Order Code: PM1000015346 SS Graphic Re-Order Code: PM1000030511
Graphic Re-Order Code: SS Holder Re-Order Code: PM1000017535
Carrier Tray Graphic Re-Order Code: PM1000021525 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000017506 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
539	1	N/A	071249350218	Colour Riche Monos	Matte Chill	300	
540	1	N/A	071249350225	Colour Riche Monos	Mix and Matte	302	
541	1	N/A	071249350232	Colour Riche Monos	Matte it Up	304	
542	1	N/A	071249350256	Colour Riche Monos	Acro-matte	306	
543	1	N/A	071249350263	Colour Riche Monos	Matte-ison Avenue	308	

Column: 9 - Row: 5 Lower Notch: 3 Fixture Type: TRAYS Fixture Description: CR MONOS/INF SHDW COMBO 3-TIER 1.1 TRY LIT **
TRAYS Fixture Re-Order Code: PL3000000095 SS Graphic Re-Order Code: PM1000030513
Graphic Re-Order Code: SS Holder Re-Order Code: PM1000014828
Carrier Tray Graphic Re-Order Code: PM1000025267 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000025262, PM1000025263, PM1000025264 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
544	1	N/A	071249306918	Colour Riche Monos	Petite Perle	205	
545	1	N/A	071249306925	Colour Riche Monos	Paris Beach	200	
546	1	N/A	071249306970	Colour Riche Monos	Mademoiselle Pink	206	
547	1	N/A	071249306987	Colour Riche Monos	Little Beige Dress	201	
548	1	N/A	071249306949	Colour Riche Monos	Cafe Au Lait	203	
549	1	N/A	071249306994	Colour Riche Monos	Pain Au Chocolat	207	
550	1	N/A	071249307045	Colour Riche Monos	Argentice	210	
551	1	N/A	071249307052	Colour Riche Monos	Grand Bleu	211	
552	1	N/A	071249306956	Colour Riche Monos	Quartz Fume	204	
553	1	N/A	071249306963	Colour Riche Monos	Noir Cest Noir	209	
554	1	N/A	071249199213	Infalible Shadow	Iced Latte	888	
555	1	N/A	071249199244	Infalible Shadow	Bronzed Taupe	890	
556	1	N/A	071249199312	Infalible Shadow	Eternal Sunshine	997	
557	1	N/A	071249199305	Infalible Shadow	Amber Rush	892	
558	1	N/A	071249214602	Infalible Shadow	Golden Emerald	335	

Column: 9 - Row: 6 Lower Notch: 1 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:

Row: 1

Lower Notch: 35

Row: 2

Lower Notch: 28

Row: 3

Lower Notch: 20

Row: 4

Lower Notch: 14

Row: 5

Lower Notch: 3

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) - 12' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 9

POG Name: LOPWAK1270ECL_IS24

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
559	1	N/A	071249152416	Infalible Eyeliner Carbon Black	Carbon Black	591	
560	1	N/A	071249145234	Infalible Long Wear Eyeliner	Black	511	
561	1	N/A	071249145241	Infalible Long Wear Eyeliner	Black Brown	581	
562	1	N/A	071249145258	Infalible Long Wear Eyeliner	Brown	531	
563	1	N/A	071249206041	Infalible Long Wear Eyeliner	Charcoal	521	
564	1	N/A	071249206034	Infalible Long Wear Eyeliner	Navy	541	

Column: 9 - Row: 7 Lower Notch: 22 Fixture Type: HOOK BARS Fixture Description: 6HK TLSGPC 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
565	1	N/A	071249137086	Telescopic Carbon Black Liner	Carbon Black	835	
566	1	N/A	071249119990	Telescopic Eyeliner	Black	810	
567	1	N/A	071249161906	Telescopic Waterproof Eyeliner	Black	800	
568	1	N/A	071249238912	Infalible The Super Slim Liner	Black	400	
569	1	N/A	071249350126	Infalible The Super Slim Liner	Brown	401	
570	1	N/A	071249350157	Infalible The Super Slim Liner	Grey	402	

Column: 9 - Row: 8 Lower Notch: 14 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
571	1	N/A	071249152690	Lineur Intense Brush Tip	Carbon Black	790	
572	1	N/A	071249855010	Lineur Intense Brush Tip Liquid Eyeliner	Black	710	
573	1	N/A	071249117675	Lineur Intense Felt Tip Liquid Eyeliner Carbon Bl...	Carbon Black	690	
574	1	N/A	071249059128	Lineur Intense Felt Tip Liquid Eyeliner	Black Mica	610	
575	1	N/A	071249160114	Extra Intense Liquid Pencil Eyeliner	Black	798	
576	1	N/A	071249207000	Voluminous Smoldering Eyeliner	Black	645	

Column: 9 - 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
577	1	N/A	071249078525	Eye Makeup Remover	Eye Makeup Remover	001	
578	1	N/A	071249631386	Bambi Oversized Eye Mascara	Intense Black	408	
579	1	N/A	071249404324	Bambi Mascara WSH	Blackest Black	400	
580	1	N/A	071249404355	Bambi Mascara WTP	Blackest Black	405	

Row: 1

Lower Notch: 35

Row: 2

Lower Notch: 28

Row: 3

Lower Notch: 20

Row: 4

Lower Notch: 14

Row: 5

Lower Notch: 3

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) - 12' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 10

POG Name: LOPWAK1270ECL_IS24

ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 12' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

LOPWAK1270ECL_IS24

Column: 1 - Row: 1 Lower Notch: 35 Fixture Type: HEADER Fixture Description: 12FT LP HDR-LIT **
HEADER Fixture Re-Order Code: 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: 10 - 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
581	1	N/A	071249663646	Infalible Grip Mechanical Gel Liner	Intense Black	200	
582	1	N/A	071249663622	Infalible Grip Mechanical Gel Liner	Taupe Grey	210	
583	1	N/A	071249663615	Infalible Grip Mechanical Gel Liner	Brown Denim	220	
584	1	N/A	071249663653	Infalible Grip Mechanical Gel Liner	Blue Jersey	230	
585	1	N/A	071249663660	Infalible Grip Mechanical Gel Liner	Emerald Green	250	
586	1	N/A	071249663639	Infalible Grip Mechanical Gel Liner	Turquoise	240	

Column: 10 - Row: 3 Lower Notch: 25 Fixture Type: HOOK BARS Fixture Description: 6HK INF GRIP PRCSN FELT LNR HKBR LIT (ALT) **
HOOK BARS Fixture Re-Order Code: PL3000000008 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000030479 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
587	1	N/A	071249681503	Infalible Grip Mechanical	Polar White	260	
588	1	N/A	071249681510	Infalible Grip Mechanical	Bright Nude	270	
589	1	N/A	071249664094	INFALLIBLE GRIP 30H PRECISION FELT LINER	BLACK	600	
590	1	N/A	071249664100	INFALLIBLE GRIP 30H PRECISION FELT LINER	BROWN	605	
591	1	N/A	071249664117	INFALLIBLE GRIP 30H PRECISION FELT LINER	GREY	610	
592	1	N/A	071249664124	INFALLIBLE GRIP 30H PRECISION FELT LINER	BLUE	615	

Column: 10 - 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
593	1	N/A	071249357248	Infalible Pro-Last Liner	Black	930	
594	1	N/A	071249357255	Infalible Pro-Last Liner	Brown	940	
595	1	N/A	071249357262	Infalible Pro-Last Liner	Grey	950	
596	1	N/A	071249385197	Infalible Pro-Last Liner	CHARCOAL SHIMMER	890	
597	1	N/A	071249357644	Infalible Pro-Last Liner	Cobalt Blue	960	
598	1	N/A	071249664131	INFALLIBLE GRIP 30H PRECISION FELT LINER	GREEN	620	

Column: 10 - Row: 5 Lower Notch: 9 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
599	1	N/A	071249385098	Infalible Pro-Last Liner	Burgundy	830	
600	1	N/A	071249385104	Infalible Pro-Last Liner	Bronze	840	
601	1	N/A	071249385937	Infalible Pro-Last Liner	Aubergine	850	
602	1	N/A	071249385944	Infalible Pro-Last Liner	Ivy	860	
603	1	N/A	071249386033	Flash Cat Eye Liner	Black	220	
604	1	N/A	071249289839	Infalible Superstar Liner	Black	202	

Column: 10 - Row: 6 Lower Notch: 1 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
605	1	N/A	071249306376	Infalible Eye: Matte Matic Liner	Black	512	
606	1	N/A	071249306383	Infalible Eye: Matte Matic Liner	Brown	513	
607	1	N/A	071249117682	Pencil Perfect Carbon Black	Carbon Black	190	
608	1	N/A	071249082140	Pencil Perfect Eye Liner	Espresso	130	
609	1	N/A	071249350270	Brow Stylist Shape & Fill	Blonde	400	
610	1	N/A	071249373088	Brow Stylist Shape & Fill	Light Brunette	410	

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) - 12' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 10

POG Name: LOPWAK1270ECL_IS24

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
611	1	N/A	071249376331	Voluminous Lash Paradise Primer	Pink Tinted Primer	250	
612	1	N/A	071249343265	Voluminous Lash Paradise WSH	Blackest Black	200	
613	1	N/A	071249343258	Voluminous Lash Paradise WSH	Black	201	
614	1	N/A	071249343272	Voluminous Lash Paradise WSH	Black Brown	202	

Column: 10 - Row: 8 Lower Notch: 14 Fixture Type: HOOK BARS Fixture Description: 4HK AIR VLMN MEGA MSCR HKBR LIT (ALT) **
HOOK BARS Fixture Re-Order Code: PL3000000006 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000030483 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
615	1	N/A	071249419892	Air Volume Mega Mascara	BLAKEST BLACK WSH	850	
616	1	N/A	071249419908	Air Volume Mega Mascara	BLACK WSH	851	
617	1	N/A	071249419922	Air Volume Mega Mascara	BLAKEST BLACK WTP	853	
618	1	N/A	071249301494	Voluminous Superstar Mascara	Blackest Black (WSH)	621	

Column: 10 - Row: 9 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
619	1	N/A	071249404362	Bambi Mascara WTP	Black	406	
620	1	N/A	071249149768	Double Extend Beauty Tubes	Blackest Black	575	
621	1	N/A	071249149744	Double Extend Beauty Tubes	Black	570	
622	1	N/A	071249256718	Voluminous Butterfly Washable Mascara	Blackest Black	868	

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) - 12' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 11

POG Name: LOPWAK1270ECL_IS24

ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 12' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

LOPWAK1270ECL_IS24

Column: 1 - Row: 1 Lower Notch: 35 Fixture Type: HEADER Fixture Description: 12FT LP HDR-LIT **
HEADER Fixture Re-Order Code: PM1000009395 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000019110 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: 11 - 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
623	1	N/A	071249675830	Infalible Brows 24HR Volumizing Mascara	Blonde	7.0	
624	1	N/A	071249675847	Infalible Brows 24HR Volumizing Mascara	Auburn	6R	
625	1	N/A	071249675854	Infalible Brows 24HR Volumizing Mascara	Light Brunette	6.0	
626	1	N/A	071249675861	Infalible Brows 24HR Volumizing Mascara	Brunette	5.0	
627	1	N/A	071249675878	Infalible Brows 24HR Volumizing Mascara	Dark Brunette	4.0	
628	1	N/A	071249675885	Infalible Brows 24HR Volumizing Mascara	Soft Black	3.0	

Column: 11 - 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
629	1	N/A	071249314876	Brow Stylist: Definer	Blonde	388	
630	1	N/A	071249350744	Brow Stylist: Definer	Dark Blonde	391	
631	1	N/A	071249350751	Brow Stylist: Definer	Light Brunette	392	
632	1	N/A	071249627693	Brow Stylist: Definer	ASH BROWN	387	
633	1	N/A	071249314883	Brow Stylist: Definer	Brunette	389	
634	1	N/A	071249314890	Brow Stylist: Definer	Dark Brunette	390	

Column: 11 - Row: 4 Lower Notch: 17 Fixture Type: HOOK BARS Fixture Description: 5HK BRW STYLST MICRO INK PEN HKBR LIT (ALT) **
HOOK BARS Fixture Re-Order Code: PL3000000007 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
635	1	N/A	071249385074	Unbelieva-Brow	Black	580	
636	1	N/A	071249410462	Micro Ink Pen by Brow Stylist	Light Brunette	636	
637	1	N/A	071249410479	Micro Ink Pen by Brow Stylist	Brunette	639	
638	1	N/A	071249410486	Micro Ink Pen by Brow Stylist	Dark Brunette	642	
639	1	N/A	071249392317	Brow Stylist: Definer	Black	393	

Column: 11 - Row: 5 Lower Notch: 9 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
640	1	N/A	071249376386	Unbelieva-Brow	Blonde	560	
641	1	N/A	071249376393	Unbelieva-Brow	Light Brunette	565	
642	1	N/A	071249650288	Unbelieva-Brow Longwear Brow Gel	Soft Brunette	567	
643	1	N/A	071249376409	Unbelieva-Brow	Brunette	570	
644	1	N/A	071249376416	Unbelieva-Brow	Dark Brunette	575	

Column: 11 - Row: 6 Lower Notch: 1 Fixture Type: HOOK BARS Fixture Description: 6HK BRW STYLST SHP & FILL HKBR LIT (ALT) **
HOOK BARS Fixture Re-Order Code: PL3000000008 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000030465 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
645	1	N/A	071249350300	Brow Stylist Shape & Fill	Brunette	415	
646	1	N/A	071249350317	Brow Stylist Shape & Fill	Dark Brunette	420	
647	1	N/A	071249339619	Brow Stylist Kabuki Blender	Blonde	312	
648	1	N/A	071249339626	Brow Stylist Kabuki Blender	Brunette	313	
649	1	N/A	071249339633	Brow Stylist Kabuki Blender	Dark Brunette	314	
650	1	N/A	360052395604	Unbelieva-Brow Longwear Topcoat	Transparent	-	

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) - 12' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 11

POG Name: LOPWAK1270ECL_IS24

Column: 11 - Row: 2 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: PM1000031122 SS Holder Re-Order Code: PM1000028003
Carrier Tray Graphic Re-Order Code: HOOKBAR SPACE SAVER Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 11 - 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
651	1	N/A	071249343326	Voluminous Lash Paradise WTP	Blackest Black	204	
652	1	N/A	071249343319	Voluminous Lash Paradise WTP	Black	203	
653	1	N/A	071249350652	Voluminous Lash Paradise WSH	Mystic Black	205	
654	1	N/A	071249104743	Telescopic Mascara	Blackest Black	910	

Column: 11 - Row: 8 Lower Notch: 14 Fixture Type: HOOK BARS Fixture Description: 4HK VLMNS SPRSTR MSCR HKBR LIT (ALT) **
HOOK BARS Fixture Re-Order Code: PL3000000006 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
655	1	N/A	071249301517	Voluminous Superstar Mascara	Black Brown (WSH)	623	
656	1	N/A	071249301470	Voluminous Superstar Mascara	Superstar WTP : Blackest Black (WTP)	624	
657	1	N/A	071249301487	Voluminous Superstar Mascara	Superstar WTP : Black (WTP)	625	
658	1	N/A	071249314104	Voluminous Superstar Red Carpet	Extra Black	626	

Column: 11 - Row: 9 Lower Notch: 6 Fixture Type: HOOK BARS Fixture Description: 4HK VLMNS BTRFLY MSCR HKBR LIT (ALT) **
HOOK BARS Fixture Re-Order Code: PL3000000006 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
659	1	N/A	071249256701	Voluminous Butterfly Washable Mascara	Black	867	
660	1	N/A	071249256695	Voluminous Butterfly WTP	Blackest Black	871	
661	1	N/A	071249256688	Voluminous Butterfly WTP	Black	870	
662	1	N/A	071249187722	Voluminous Million Lashes Mascara	Black	645	

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

623	624	625	626	627	628
629	630	631	632	633	634
635	636	637	638	639	
640	641	642	643	644	
645	646	647	648	649	650
651	652	653	654		
655	656	657	658		
659	660	661	662		



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 12' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 12

POG Name: LOPWAK1270ECL_IS24

ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 12' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024
LOPWAK1270ECL_IS24

Column: 1 - Row: 1 Lower Notch: 35 Fixture Type: HEADER Fixture Description: 12FT LP HDR-LIT **
HEADER Fixture Re-Order Code: PM1000009395 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000019110 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: 12 - 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
663	1	N/A	071249680988	Voluminous Panorama	Blackest Black	701	
664	1	N/A	071249680971	Voluminous Panorama	Black	700	
665	1	N/A	071249680995	Voluminous Panorama	Black Brown	702	
666	1	N/A	071249681008	Voluminous Panorama	Black WTP	703	

Column: 12 - 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
667	1	N/A	071249330265	Voluminous Primer	Primer	300	
668	1	N/A	071249059098	Voluminous Straight Brush	Blackest Black	310	
669	1	N/A	071249749012	Voluminous Straight Brush	Black	305	
670	1	N/A	071249669020	Voluminous Straight Brush	Black Brown	315	

Column: 12 - 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
671	1	N/A	071249421536	Voluminous Mascara	DEEP VIOLET	970	
672	1	N/A	071249405062	Voluminous Mascara	deep green	960	
673	1	N/A	071249372029	Voluminous Straight Brush	Burgundy	950	
674	1	N/A	071249345931	Voluminous Original Blue Mascara	Cobalt Blue	900	

Column: 12 - 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
675	1	N/A	071249647738	Voluminous Noir Balm	Black	980	
676	1	N/A	071249650677	Voluminous Brown Balm	Brown	981	
677	1	N/A	071249019344	Voluminous Curved Brush	Black	340	
678	1	N/A	071249019351	Voluminous Curved Brush	Black Brown	350	

Column: 12 - 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
679	1	N/A	071249006412	Voluminous Waterproof	Black	360	
680	1	N/A	071249006429	Voluminous Waterproof	Black Brown	365	
681	1	N/A	071249148792	Voluminous Waterproof Carbon Black	Carbon Black	395	
682	1	N/A	071249101919	Voluminous Carbon Black	Carbon Black	335	

Column: 12 - Row: 7 Lower Notch: 22 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
683	1	N/A	071249104729	Telescopic Mascara	Black	905	
684	1	N/A	071249104736	Telescopic Mascara	Black Brown	915	
685	1	N/A	071249390740	Telescopic Mascara	Black WTP	925	
686	1	N/A	071249137093	Telescopic Carbon Black Mascara	Carbon Black	935	

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) - 12' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 12

POG Name: LOPWAK1270ECL_IS24

Column: 12 - 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
687	1	N/A	071249672891	Telescopic Lift Mascara	Blackest Black WSH	990	
688	1	N/A	071249672907	Telescopic Lift Mascara	Black WSH	991	
689	1	N/A	071249672914	Telescopic Lift Mascara	Black Brown WSH	992	
690	1	N/A	071249672945	Telescopic Lift Mascara	Black WTP	993	

Column: 12 - 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
691	1	N/A	071249188125	Voluminous Million Lashes Mascara	Black Brown	655	
692	1	N/A	071249195499	Voluminous Million Lashes Waterproof Masc	Blackest Black	630	
693	1	N/A	071249187739	Voluminous Million Lashes Mascara	Blackest Black	635	
694	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

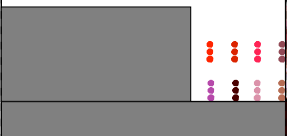
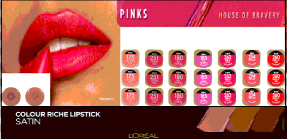
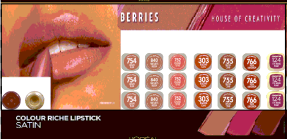
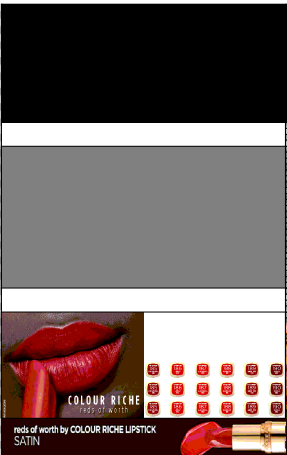
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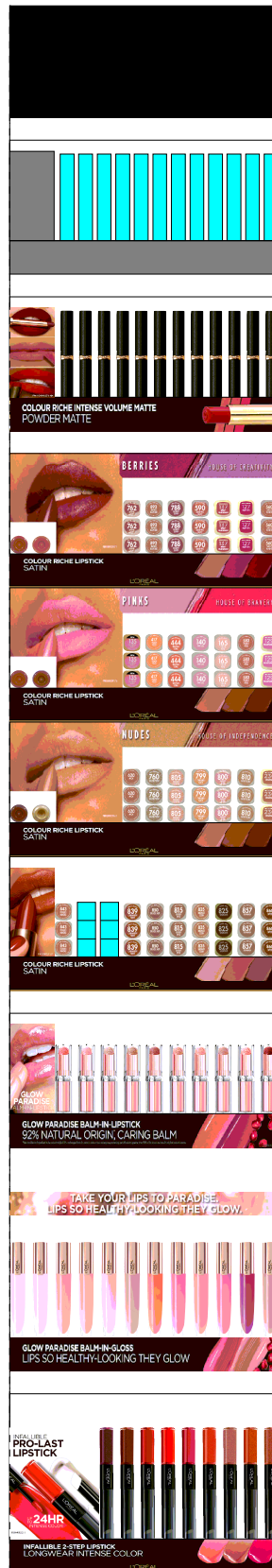
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Lower Notch: 14

Row: 9

Lower Notch: 6











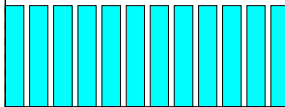
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PAR



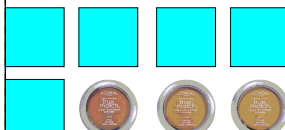
TRUE MATCH SUPER-BLENDABLE FOUNDATION



TRUE MATCH SUPER-BLENDABLE FOUNDATION



TRUE MATCH NUDE POLISHING TINTED SERUM



TRUE MATCH POWDER BLUSH
NATURAL FLUSH OF COLOR



LUMI FOUNDATION
LUMINOUS COVERAGE



MADE IN CREAM
PRIME CORRECT & HYDRATE







