





ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 14' X 46" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

POG Name: LOPWAK1446ECL_IS24

Column: 1

ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 14' X 46" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

LOPWAK1446ECL_IS24

Column: 1 - Row: 1 Lower Notch: 19 Fixture Type: HEADER Fixture Description: 14FT LP HDR-LIT (ALL GOLD - 4FT-3FT INCREMENT BREA...
HEADER Fixture Re-Order Code: PM1000008393,PM1000008395 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000019107,PM1000019108 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 1 - Row: 2 Lower Notch: 13 Fixture Type: TRAYS Fixture Description: CR INTNS VLM MATTE LIP (NUDE EXT) 1.1 TRY LIT **
TRAYS Fixture Re-Order Code: PM1000013132 SS Graphic Re-Order Code: PM1000030607
Graphic Re-Order Code: SS Holder Re-Order Code: PM1000012548
Carrier Tray Graphic Re-Order Code: PM1000030651 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000030389 UPC Blade Code:

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

Column: 1 - Row: 3 Lower Notch: 7 Fixture Type: TRAYS Fixture Description: CR SATIN LIP 1.4 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: PM1000024996 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000024006 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
13	1	N/A	071249256251	Colour Riche Original Satin Lipstick	Everbloom	254	
14	1	N/A	071249256268	Colour Riche Original Satin Lipstick	Raspberry Rush	260	
15	1	N/A	071249045770	Colour Riche Original Satin Lipstick	British Red	350	
16	1	N/A	071249216392	Colour Riche Original Satin Lipstick	Ruby Flame	317	
17	1	N/A	071249045787	Colour Riche Original Satin Lipstick	Volcanic	410	
18	1	N/A	071249063765	Colour Riche Original Satin Lipstick	True Red	315	
19	1	N/A	071249216408	Colour Riche Original Satin Lipstick	Blazing Lava	303	
20	1	N/A	071249045633	Colour Riche Original Satin Lipstick	Classic Wine	752	
21	1	N/A	071249216378	Colour Riche Original Satin Lipstick	Plum Explosion	766	
22	1	N/A	071249216385	Colour Riche Original Satin Lipstick	Golden Grape	788	
23	1	N/A	071249083321	Colour Riche Original Satin Lipstick	Tropical Coral	444	
24	1	N/A	071249083321	Colour Riche Original Satin Lipstick	Tropical Coral	444	

Column: 1 - Row: 4 Lower Notch: 1 Fixture Type: TRAYS Fixture Description: CR SATIN LIP 3.4 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: PM1000024996 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000024006 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
25	1	N/A	071249083291	Colour Riche Original Satin Lipstick	Fairest Nude	800	
26	1	N/A	071249083376	Colour Riche Original Satin Lipstick	Sugar Plum	754	
27	1	N/A	071249083376	Colour Riche Original Satin Lipstick	Sugar Plum	754	
28	1	N/A	071249045824	Colour Riche Original Satin Lipstick	Saucy Mauve	560	
29	1	N/A	071249045961	Colour Riche Original Satin Lipstick	Natures Blush	940	
30	1	N/A	071249045640	Colour Riche Original Satin Lipstick	Spiced Cider	755	
31	1	N/A	071249074541	Colour Riche Original Satin Lipstick	Blushing Berry	590	
32	1	N/A	071249045657	Colour Riche Original Satin Lipstick	Cinnamon Toast	839	
33	1	N/A	071249074558	Colour Riche Original Satin Lipstick	Raisin Rapture	892	
34	1	N/A	071249083727	Colour Riche Original Satin Lipstick	Divine Wine	762	
35	1	N/A	071249045855	Colour Riche Original Satin Lipstick	Mica	620	
36	1	N/A	071249045855	Colour Riche Original Satin Lipstick	Mica	620	

Column: 1 - Row: 5 Lower Notch: 18 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
37	1	N/A	071249421864	Colour Riche Les Nus	NU EXCESSIF	178	
38	1	N/A	071249421796	Colour Riche Les Nus	NU DETERMINE	172	
39	1	N/A	071249421758	Colour Riche Les Nus	NU IMPERTINENT	173	
40	1	N/A	071249421840	Colour Riche Les Nus	NU INTENSE	181	
41	1	N/A	071249421789	Colour Riche Les Nus	NU CONFIDENT	171	
42	1	N/A	071249421819	Colour Riche Les Nus	NU IRREVERENT	176	
43	1	N/A	071249421765	Colour Riche Les Nus	NU AUTHENTIQUE	177	
44	1	N/A	071249421802	Colour Riche Les Nus	NU DECADENT	179	
45	1	N/A	071249421772	Colour Riche Les Nus	NU INSOUCIANT	174	
46	1	N/A	071249421857	Colour Riche Les Nus	NU EXTREME	182	
47	1	N/A	071249421826	Colour Riche Les Nus	NU EXUBERANT	183	
48	1	N/A	071249421833	Colour Riche Les Nus	NU ARTISTIQUE	184	

Row: 1

Lower Notch: 19

Row: 2

Lower Notch: 13

Row: 3

Lower Notch: 7

Row: 4

Lower Notch: 1

Row: 5

Lower Notch: 18

Row: 6

Lower Notch: 10

Row: 7

Lower Notch: 1

Lower Notch: 1



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 14' X 46" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

POG Name: LOPWAK1446ECL_IS24

Column: 1

Column: 1 - Row: 6 Lower Notch: 10 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
49	1	N/A	071249421994	Infallible Pro-Gloss Plump Lip	Mirror	600	
50	1	N/A	071249422007	Infallible Pro-Gloss Plump Lip	Rosy Flush	601	
51	1	N/A	071249422014	Infallible Pro-Gloss Plump Lip	Sheer Blossom	602	
52	1	N/A	071249422021	Infallible Pro-Gloss Plump Lip	Blush Gleam	603	
53	1	N/A	071249422038	Infallible Pro-Gloss Plump Lip	Radiant Mauve	604	
54	1	N/A	071249422045	Infallible Pro-Gloss Plump Lip	Moonlit Rose	605	
55	1	N/A	071249422052	Infallible Pro-Gloss Plump Lip	Mauve Glow	606	
56	1	N/A	071249422069	Infallible Pro-Gloss Plump Lip	Sunlit Shimmer	607	
57	1	N/A	071249422076	Infallible Pro-Gloss Plump Lip	True Berry	608	
58	1	N/A	071249422083	Infallible Pro-Gloss Plump Lip	Lucid Glow	609	
59	1	N/A	071249422090	Infallible Pro-Gloss Plump Lip	Nude Twinkle	610	
60	1	N/A	071249422106	Infallible Pro-Gloss Plump Lip	Ruby Sheen	611	

Column: 1 - Row: 7 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
61	1	N/A	071249290033	Infallible Lip 2-Step	Timeless Rose	115	
62	1	N/A	071249290385	Infallible Lip 2-Step	Neverending Nutmeg	119	
63	1	N/A	071249290095	Infallible Lip 2-Step	Permanent Blush	117	
64	1	N/A	071249290088	Infallible Lip 2-Step	Flamboyant Flamingo	113	
65	1	N/A	071249290057	Infallible Lip 2-Step	Toujour Teaberry	109	
66	1	N/A	071249290064	Infallible Lip 2-Step	Passionate Petal	111	
67	1	N/A	071249290330	Infallible Lip 2-Step	Forever Candy	103	
68	1	N/A	071249290040	Infallible Lip 2-Step	Lilac Infinite	105	
69	1	N/A	071249290101	Infallible Lip 2-Step	Violet Parfait	107	
70	1	N/A	071249290408	Infallible Lip 2-Step	Mesmerizing Merlot	223	

Row: 1

Lower Notch: 19

Row: 2

Lower Notch: 13

Row: 3

Lower Notch: 7

Row: 4

Lower Notch: 1

Row: 5

Lower Notch: 18

Row: 6

Lower Notch: 10

Row: 7

Lower Notch: 1

Lower Notch: 1



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 14' X 46" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

POG Name: LOPWAK1446ECL_IS24

Column: 2

ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 14' X 46" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

LOPWAK1446ECL_IS24

Column: 1 - Row: 1 Lower Notch: 19 Fixture Type: HEADER Fixture Description: 14FT LP HDR LIT (ALL GOLD - 4FT-3FT INCREMENT BREA...
HEADER Fixture Re-Order Code: PM1000008393, PM1000008395 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000019107, PM1000019108 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 2 - Row: 2 Lower Notch: 13 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
71	1		071249658550	COLOUR RICHE INTENSE VOLUME MATTE	LE ROSY CONFIDENT	103	
72	1	N/A	071249658567	COLOUR RICHE INTENSE VOLUME MATTE	LE NUDE ADMIRABLE	113	
73	1	N/A	071249658574	COLOUR RICHE INTENSE VOLUME MATTE	LE NUDE INDEPENDANT	123	
74	1	N/A	071249658581	COLOUR RICHE INTENSE VOLUME MATTE	LE WOOD NONCHALANT	133	
75	1	N/A	071249658598	COLOUR RICHE INTENSE VOLUME MATTE	LE MAUVE INDOMPTABLE	143	
76	1	N/A	071249658628	COLOUR RICHE INTENSE VOLUME MATTE	LE ROSEWOOD AMBITION	153	
77	1	N/A	071249658611	COLOUR RICHE INTENSE VOLUME MATTE	LE CORAL IRREVERENT	163	
78	1	N/A	071249658635	COLOUR RICHE INTENSE VOLUME MATTE	LE ROSE ACTIVIST	173	
79	1	N/A	071249658659	COLOUR RICHE INTENSE VOLUME MATTE	LE CARMIN COURAGE	183	
80	1	N/A	071249658666	COLOUR RICHE INTENSE VOLUME MATTE	LE ROUGE DETERMINATION	193	
81	1	N/A	071249658673	COLOUR RICHE INTENSE VOLUME MATTE	LE ROUGE AVANT-GARDE	203	
82	1	N/A	071249658697	COLOUR RICHE INTENSE VOLUME MATTE	LE PLUM DOMINANT	213	

Column: 2 - Row: 3 Lower Notch: 7 Fixture Type: TRAYS Fixture Description: CR SATIN LIP 2.4 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: PM1000024996 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000024007 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
83	1	N/A	071249074527	Colour Riche Original Satin Lipstick	Peach Fuzz	417	
84	1	N/A	071249074527	Colour Riche Original Satin Lipstick	Peach Fuzz	417	
85	1	N/A	071249256206	Colour Riche Original Satin Lipstick	Ballerina Shoes	135	
86	1	N/A	071249045701	Colour Riche Original Satin Lipstick	Mauved	140	
87	1	N/A	071249083352	Colour Riche Original Satin Lipstick	Tickled Pink	165	
88	1	N/A	071249083352	Colour Riche Original Satin Lipstick	Tickled Pink	165	
89	1	N/A	071249074534	Colour Riche Original Satin Lipstick	Peony Pink	580	
90	1	N/A	071249256213	Colour Riche Original Satin Lipstick	I Pink You're Cute	175	
91	1	N/A	071249256244	Colour Riche Original Satin Lipstick	Wisteria Rose	251	
92	1	N/A	071249256237	Colour Riche Original Satin Lipstick	Miss Magenta	185	
93	1	N/A	071249256220	Colour Riche Original Satin Lipstick	Pink Flamingo	180	
94	1	N/A	071249256275	Colour Riche Original Satin Lipstick	Fresh as a Rose	262	

Column: 2 - Row: 4 Lower Notch: 1 Fixture Type: TRAYS Fixture Description: CR SATIN LIP 4.4 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: PM1000024996 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000024009 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
95	1	N/A	071249083406	Colour Riche Original Satin Lipstick	Caramel Latte	799	
96	1	N/A	071249083512	Colour Riche Original Satin Lipstick	Golden Splendor	805	
97	1	N/A	071249045930	Colour Riche Original Satin Lipstick	Sandstone	810	
98	1	N/A	071249045930	Colour Riche Original Satin Lipstick	Sandstone	810	
99	1	N/A	071249045654	Colour Riche Original Satin Lipstick	Toasted Almond	843	
100	1	N/A	071249045992	Colour Riche Original Satin Lipstick	Brazil Nut	850	
101	1	N/A	071249045923	Colour Riche Original Satin Lipstick	Silverstone	760	
102	1	N/A	071249045954	Colour Riche Original Satin Lipstick	Bronze Coin	835	
103	1	N/A	071249083222	Colour Riche Original Satin Lipstick	Ginger Spice	815	
104	1	N/A	071249046012	Colour Riche Original Satin Lipstick	Sunwash	857	
105	1	N/A	071249045947	Colour Riche Original Satin Lipstick	Bronzine	825	
106	1	N/A	071249046029	Colour Riche Original Satin Lipstick	Spice	860	

Column: 2 - Row: 5 Lower Notch: 18 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
107	1	N/A	071249350423	Colour Riche Matte Lip Liner	Matte in Manhattan	100	
108	1	N/A	071249350430	Colour Riche Matte Lip Liner	In-matte-uated With You	102	
109	1	N/A	071249350461	Colour Riche Matte Lip Liner	Best Mattes	108	
110	1	N/A	071249350478	Colour Riche Matte Lip Liner	Mattes It	110	
111	1	N/A	071249350454	Colour Riche Matte Lip Liner	Strike a Matte-ch	106	
112	1	N/A	071249350447	Colour Riche Matte Lip Liner	Curiosity Killed the Matte	104	
113	1	N/A	071249350485	Colour Riche Matte Lip Liner	Matte-stermind	112	
114	1	N/A	071249350492	Colour Riche Matte Lip Liner	Matte-ing Call	114	

Row: 1

Lower Notch: 19

Row: 2

Lower Notch: 13

Row: 3

Lower Notch: 7

Row: 4

Lower Notch: 1

Row: 5

Lower Notch: 18

Row: 6

Lower Notch: 10

Row: 7

Lower Notch: 1



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 14' X 46" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 2

POG Name: LOPWAK1446ECL_IS24

Column: 2 - Row: 6 Lower Notch: 10 Fixture Type: TRAYS Fixture Description: INF LE MATTE RES LIP 1.1 TRY LIT **
TRAYS Fixture Re-Order Code: PM0000012852 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM1000029870 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000029874 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
115	1	N/A	071249674826	Infalible Le Matte Resistance	FAIRYTALE ENDING	100	
116	1	N/A	071249674833	Infalible Le Matte Resistance	BREAKFAST IN BED	105	
117	1	N/A	071249674840	Infalible Le Matte Resistance	SNOOZE YOUR ALARM	115	
118	1	N/A	071249674857	Infalible Le Matte Resistance	MAJOR CRUSH	120	
119	1	N/A	071249674864	Infalible Le Matte Resistance	LAZY SUNDAY	150	
120	1	N/A	071249674871	Infalible Le Matte Resistance	TROPICAL VACAY	210	
121	1	N/A	071249674888	Infalible Le Matte Resistance	SHOPPING SPREE	230	
122	1	N/A	071249674895	Infalible Le Matte Resistance	ROAD TRIPPING	240	
123	1	N/A	071249674901	Infalible Le Matte Resistance	FRENCH KISS	245	
124	1	N/A	071249674918	Infalible Le Matte Resistance	LE ROUGE PARIS	420	
125	1	N/A	071249674925	Infalible Le Matte Resistance	WINE NOT?	500	
126	1	N/A	071249674932	Infalible Le Matte Resistance	PAY DAY	560	

Column: 2 - Row: 7 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
127	1	N/A	071249290453	Infalible Lip 2-Step	Raisin Revival	215	
128	1	N/A	071249290361	Infalible Lip 2-Step	Cherry Noir	217	
129	1	N/A	071249290347	Infalible Lip 2-Step	Continual Crimson	213	
130	1	N/A	071249290323	Infalible Lip 2-Step	Red	211	
131	1	N/A	071249290415	Infalible Lip 2-Step	Captivated by Cerise	209	
132	1	N/A	071249290354	Infalible Lip 2-Step	Perpetual Apricot	207	
133	1	N/A	071249290071	Infalible Lip 2-Step	Everlasting Caramel	201	
134	1	N/A	071249290392	Infalible Lip 2-Step	Heaven to Henna	205	
135	1	N/A	071249290460	Infalible Lip 2-Step	Always Almond	123	

Row: 1

Lower Notch: 19

Row: 2

Lower Notch: 13

Row: 3

Lower Notch: 7

Row: 4

Lower Notch: 1

Row: 5

Lower Notch: 18

Row: 6

Lower Notch: 10

Row: 7

Lower Notch: 1



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 14' X 46" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 3

POG Name: LOPWAK1446ECL_IS24

ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 14' X 46" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

LOPWAK1446ECL_IS24

Column: 1 - Row: 1 Lower Notch: 19 Fixture Type: HEADER Fixture Description: 14FT LP HDR-LIT (ALL GOLD - 4FT-3FT INCREMENT BREA...
HEADER Fixture Re-Order Code: PM1000008393,PM1000008395 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000019107,PM1000019108 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 3 - Row: 2 Lower Notch: 13 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
136	1		071249648964	Colour Riche Reds of Worth	Prosperous Red	185	
137	1	N/A	071249648971	Colour Riche Reds of Worth	Lovely Red	186	
138	1	N/A	071249648988	Colour Riche Reds of Worth	Successful Red	187	
139	1	N/A	071249648995	Colour Riche Reds of Worth	Respected Red	188	
140	1	N/A	071249649008	Colour Riche Reds of Worth	Ambitious Red	189	
141	1	N/A	071249649015	Colour Riche Reds of Worth	Hopeful Red	190	

Column: 3 - Row: 3 Lower Notch: 7 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: PM0000027619
Carrier Tray Graphic Re-Order Code: PM1000026369 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000026362 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
142	1	N/A	071249651193	Glow Paradise Balm-in-Lipstick	Pastel Exaltation	110	
143	1	N/A	071249651216	Glow Paradise Balm-in-Lipstick	Blush Fantasy	120	
144	1	N/A	071249651230	Glow Paradise Balm-in-Lipstick	Nude Heaven	130	
145	1	N/A	071249651254	Glow Paradise Balm-in-Lipstick	Peach Charm	140	
146	1	N/A	071249651278	Glow Paradise Balm-in-Lipstick	Rose Mirage	150	
147	1	N/A	071249651285	Glow Paradise Balm-in-Lipstick	Cherry Wonderland	160	
148	1	N/A	071249651292	Glow Paradise Balm-in-Lipstick	Luminous Coral	170	
149	1	N/A	071249651308	Glow Paradise Balm-in-Lipstick	Beige Eden	180	
150	1	N/A	071249651315	Glow Paradise Balm-in-Lipstick	Ecstatic Mulberry	190	
151	1	N/A	071249651339	Glow Paradise Balm-in-Lipstick	Mulberry Bliss	200	

Column: 3 - Row: 4 Lower Notch: 22 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
152	1	N/A	071249650042	Glow Paradise Balm-in-Gloss	Porcelain Petal	10	
153	1	N/A	071249650066	Glow Paradise Balm-in-Gloss	Celestial Blossom	20	
154	1	N/A	071249650073	Glow Paradise Balm-in-Gloss	Pristine Pink	30	
155	1	N/A	071249650097	Glow Paradise Balm-in-Gloss	Blossful Blush	40	
156	1	N/A	071249650134	Glow Paradise Balm-in-Gloss	Feathery Fleur	50	
157	1	N/A	071249650141	Glow Paradise Balm-in-Gloss	Sophisticated Rose	60	
158	1	N/A	071249650158	Glow Paradise Balm-in-Gloss	Angelic Daydream	70	
159	1	N/A	071249650165	Glow Paradise Balm-in-Gloss	Sublime Magenta	80	
160	1	N/A	071249650172	Glow Paradise Balm-in-Gloss	Rosy Utopia	90	
161	1	N/A	071249650189	Glow Paradise Balm-in-Gloss	Mademoiselle Mauve	100	
162	1	N/A	071249650196	Glow Paradise Balm-in-Gloss	Fete des Fleurs	110	
163	1	N/A	071249650202	Glow Paradise Balm-in-Gloss	Rose Harmony	120	

Column: 3 - Row: 5 Lower Notch: 15 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
164	1	N/A	071249628911	Infalible 8 Hour Pro Gloss	CRYSTAL GLASS	865	
165	1	N/A	071249628966	Infalible 8 Hour Pro Gloss	FROSTED	870	
166	1	N/A	071249135280	Infalible 8 Hour Pro Gloss	Petal	105	
167	1	N/A	071249628959	Infalible 8 Hour Pro Gloss	PINK OPAL	880	
168	1	N/A	071249135365	Infalible 8 Hour Pro Gloss	Blush	115	
169	1	N/A	071249628942	Infalible 8 Hour Pro Gloss	NIGHTFALL ROSE	890	
170	1	N/A	071249135372	Infalible 8 Hour Pro Gloss	Bloom	125	
171	1	N/A	071249135389	Infalible 8 Hour Pro Gloss	Posy	135	

Column: 3 - Row: 6 Lower Notch: 8 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
172	1	N/A	071249135327	Infalible 8 Hour Pro Gloss	Suede	805	
173	1	N/A	071249628935	Infalible 8 Hour Pro Gloss	SHELL PINK	885	
174	1	N/A	071249135433	Infalible 8 Hour Pro Gloss	Coral Sands	405	
175	1	N/A	071249628928	Infalible 8 Hour Pro Gloss	NUDE PETAL	875	
176	1	N/A	071249135297	Infalible 8 Hour Pro Gloss	Sunset	415	

Row: 1

Lower Notch: 19

Row: 2

Lower Notch: 13

Row: 3

Lower Notch: 7

Row: 4

Lower Notch: 22

Row: 5

Lower Notch: 15

Row: 6

Lower Notch: 8

Row: 7

Lower Notch: 1



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 14' X 46" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 3

POG Name: LOPWAK1446ECL_IS24

177	1	N/A	071249135334	Infalible 8 Hour Pro Gloss	Barely Nude	815	
178	1	N/A	071249135396	Infalible 8 Hour Pro Gloss	Modern Mauve	505	
179	1	N/A	071249135341	Infalible 8 Hour Pro Gloss	Dulce de Leche	825	
180	1	N/A	071249135358	Infalible 8 Hour Pro Gloss	Truffe	835	

Column: 3 - Row: 7
TRAYS Fixture Re-Order Code: DP000351
Graphic Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM1000025523
Shade Chart Re-Order Code: PM1000025140

Lower Notch: 1
Fixture Type: TRAYS
SS Graphic Re-Order Code: PM1000030523
SS Holder Re-Order Code: PM0000026556
TRAYS Fixture Rolled-Up Code:
UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
181	1	N/A	071249135419	Infalible 8 Hour Pro Gloss	Sangria	705	
182	1	N/A	071249135402	Infalible 8 Hour Pro Gloss	Undeniable Mauve	515	
183	1	N/A	071249135426	Infalible 8 Hour Pro Gloss	Raisin	715	
184	1	N/A	071249216064	Infalible 8 Hour Pro Gloss	Pink Topaz	140	
185	1	N/A	071249216057	Infalible 8 Hour Pro Gloss	Red Fatale	320	
186	1	N/A	071249216033	Infalible 8 Hour Pro Gloss	Cherry Flash	340	
187	1	N/A	071249216040	Infalible 8 Hour Pro Gloss	Glistening Berry	240	
188	1	N/A	071249135303	Infalible 8 Hour Pro Gloss	Fiery	305	
189	1	N/A	071249135310	Infalible 8 Hour Pro Gloss	Rebel Red	315	

Row: 1

Lower Notch: 19

Row: 2

Lower Notch: 13

Row: 3

Lower Notch: 7

Row: 4

Lower Notch: 22

Row: 5

Lower Notch: 15

Row: 6

Lower Notch: 8

Row: 7

Lower Notch: 1



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 14' X 46" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 4

POG Name: LOPWAK1446ECL_IS24

ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 14' X 46" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

LOPWAK1446ECL_IS24

Column: 1 - Row: 1 Lower Notch: 19 Fixture Type: HEADER Fixture Description: 14FT LP HDR-LIT (ALL GOLD - 4FT-3FT INCREMENT BREA...
HEADER Fixture Re-Order Code: PM1000008393,PM1000008395 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000019107,PM1000019108 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 4 - Row: 2 Lower Notch: 14 Fixture Type: TRAYS Fixture Description: INF UP TO 24HR FW FNDTN/PWDR RF 1.3 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: PM1000025099 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028195 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
190	1		071249627884	Infalible Up To 24HR Fresh Wear Foundation in ...	Deep Amber	375	
191	1		071249627877	Infalible Up To 24HR Fresh Wear Foundation in ...	COPPER	365	
192	1		071249627860	Infalible Up To 24HR Fresh Wear Foundation in ...	Sienna	355	
193	1		071249627853	Infalible Up To 24HR Fresh Wear Foundation in ...	HAZELNUT	330	

Column: 4 - Row: 3 Lower Notch: 8 Fixture Type: TRAYS Fixture Description: INF UP TO 24HR FW FNDTN/PWDR RF 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: PM1000025099 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028196 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
194	1		071249627822	Infalible Up To 24HR Fresh Wear Foundation in ...	RADIANT HONEY	245	
195	1		071249627815	Infalible Up To 24HR Fresh Wear Foundation in ...	SAND	220	
196	1		071249627778	Infalible Up To 24HR Fresh Wear Foundation in ...	LINEN	180	
197	1		071249627808	Infalible Up To 24HR Fresh Wear Foundation in ...	GOLDEN BEIGE	140	

Column: 4 - Row: 4 Lower Notch: 2 Fixture Type: TRAYS Fixture Description: INF UP TO 24HR FW FNDTN/PWDR RF 3.3 TRY LIT **
TRAYS Fixture Re-Order Code: PM1000011536 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM1000025099 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028197 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
198	1		071249627761	Infalible Up To 24HR Fresh Wear Foundation in ...	TRUE BEIGE	130	
199	1		071249627785	Infalible Up To 24HR Fresh Wear Foundation in ...	IVORY BUFF	125	
200	1		071249627792	Infalible Up To 24HR Fresh Wear Foundation in ...	VANILLA	120	
201	1		071249627747	Infalible Up To 24HR Fresh Wear Foundation in ...	PORCELAIN	10	

Column: 4 - Row: 5 Lower Notch: 17 Fixture Type: TRAYS Fixture Description: INF PRO-MATTE 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: PM1000030432 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028167 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
202	1		071249293119	Infalible Pro-Matte Foundation	Cocoa	112	
203	1		071249293102	Infalible Pro-Matte Foundation	Soft Sable	111	
204	1		071249293096	Infalible Pro-Matte Foundation	Creme Cafe	110	
205	1		071249293089	Infalible Pro-Matte Foundation	Classic Tan	109	
206	1		071249293072	Infalible Pro-Matte Foundation	Caramel Beige	108	
207	1		071249293065	Infalible Pro-Matte Foundation	Fresh Beige	107	

Column: 4 - Row: 6 Lower Notch: 9 Fixture Type: TRAYS Fixture Description: INF PRO-MATTE 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: PM1000023796 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028188 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
208	1		071249293058	Infalible Pro-Matte Foundation	Sun Beige	106	
209	1		071249293041	Infalible Pro-Matte Foundation	Natural Beige	105	
210	1		071249293034	Infalible Pro-Matte Foundation	Golden Beige	104	
211	1		071249293027	Infalible Pro-Matte Foundation	Natural Buff	103	
212	1		071249293020	Infalible Pro-Matte Foundation	Shell Beige	102	
213	1		071249292990	Infalible Pro-Matte Foundation	Classic Ivory	101	

Column: 4 - Row: 7 Lower Notch: 1 Fixture Type: TRAYS Fixture Description: INF PRO-GLW FNDTN 1.1 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: PM1000019221 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
214	1		071249330449	Infalible Pro-Glow	Classic Ivory	201	
215	1		071249330470	Infalible Pro-Glow	Nude Beige	203	
216	1		071249330456	Infalible Pro-Glow	Natural Buff	204	
217	1		071249330463	Infalible Pro-Glow	Natural Beige	205	
218	1		071249330487	Infalible Pro-Glow	Buff Beige	206	
219	1		071249330500	Infalible Pro-Glow	Sun Beige	208	

Row: 1

Lower Notch: 19

Row: 2

Lower Notch: 14

Row: 3

Lower Notch: 8

Row: 4

Lower Notch: 2

Row: 5

Lower Notch: 17

Row: 6

Lower Notch: 9

Row: 7

Lower Notch: 1



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 14' X 46" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 5

POG Name: LOPWAK1446ECL_IS24

ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 14' X 46" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

LOPWAK1446ECL_IS24

Column: 1 - Row: 1 Lower Notch: 19 Fixture Type: HEADER Fixture Description: 14FT LP HDR-LIT (ALL GOLD - 4FT-3FT INCREMENT BREA...
HEADER Fixture Re-Order Code: PM1000008393, PM1000008395 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000019107, PM1000019108 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 5 - Row: 2 Lower Notch: 10 Fixture Type: TRAYS Fixture Description: INF 24HR FW FDTN RF 1.3 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: PM1000028154 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
220	1	N/A	071249384718	Infalible 24 HR Fresh Wear Foundation	Ebony	545	
221	1	N/A	071249384701	Infalible 24 HR Fresh Wear Foundation	Mahogany	540	
222	1	N/A	071249384695	Infalible 24 HR Fresh Wear Foundation	Espresso	535	
223	1	N/A	071249384671	Infalible 24 HR Fresh Wear Foundation	Deep Golden	525	
224	1	N/A	071249384664	Infalible 24 HR Fresh Wear Foundation	Sienna	520	
225	1	N/A	071249382332	Infalible 24 HR Fresh Wear Foundation	Hazelnut	510	
226	1	N/A	071249382325	Infalible 24 HR Fresh Wear Foundation	Toffee	505	
227	1	N/A	071249382318	Infalible 24 HR Fresh Wear Foundation	Honey Bisque	500	

Column: 5 - Row: 3 Lower Notch: 2 Fixture Type: TRAYS Fixture Description: INF 24HR FW FDTN RF 2.3 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: PM1000028155 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
228	1	N/A	071249382301	Infalible 24 HR Fresh Wear Foundation	Amber	495	
229	1	N/A	071249382295	Infalible 24 HR Fresh Wear Foundation	Golden Amber	490	
230	1	N/A	071249382271	Infalible 24 HR Fresh Wear Foundation	Radiant Sand	480	
231	1	N/A	071249382264	Infalible 24 HR Fresh Wear Foundation	Sun Beige	475	
232	1	N/A	071249382257	Infalible 24 HR Fresh Wear Foundation	Radiant Honey	470	
233	1	N/A	071249382240	Infalible 24 HR Fresh Wear Foundation	Sand	465	
234	1	N/A	071249382233	Infalible 24 HR Fresh Wear Foundation	Golden Beige	460	
235	1	N/A	071249382226	Infalible 24 HR Fresh Wear Foundation	Natural Buff	455	

Column: 5 - Row: 4 Lower Notch: 17 Fixture Type: TRAYS Fixture Description: INF 24HR FW FDTN RF 3.3 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: PM1000028156 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
236	1	N/A	071249382202	Infalible 24 HR Fresh Wear Foundation	Vanilla	445	
237	1	N/A	071249382172	Infalible 24 HR Fresh Wear Foundation	Ivory Buff	430	
238	1	N/A	071249382165	Infalible 24 HR Fresh Wear Foundation	Linen	425	
239	1	N/A	071249382158	Infalible 24 HR Fresh Wear Foundation	True Beige	420	
240	1	N/A	071249382141	Infalible 24 HR Fresh Wear Foundation	Rose Ivory	415	
241	1	N/A	071249382134	Infalible 24 HR Fresh Wear Foundation	Ivory	410	
242	1	N/A	071249382127	Infalible 24 HR Fresh Wear Foundation	Porcelain	405	
243	1	N/A	071249382110	Infalible 24 HR Fresh Wear Foundation	Pearl	400	

Column: 5 - Row: 5 Lower Notch: 9 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
244	1	N/A	071249384787	Infalible Full Wear Concealer	Espresso	445	
245	1	N/A	071249384770	Infalible Full Wear Concealer	Truffle	440	
246	1	N/A	071249384763	Infalible Full Wear Concealer	Coffee	435	
247	1	N/A	071249384732	Infalible Full Wear Concealer	Cocoa	420	
248	1	N/A	071249384725	Infalible Full Wear Concealer	Honey	415	
249	1	N/A	071249382561	Infalible Full Wear Concealer	Almond	410	
250	1	N/A	071249382554	Infalible Full Wear Concealer	Toffee	405	
251	1	N/A	071249382547	Infalible Full Wear Concealer	Caramel	400	
252	1	N/A	071249382530	Infalible Full Wear Concealer	Walnut	395	
253	1	N/A	071249382516	Infalible Full Wear Concealer	Amber	385	
254	1	N/A	071249382509	Infalible Full Wear Concealer	Pecan	380	

Column: 5 - Row: 6 Lower Notch: 1 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
255	1	N/A	071249382493	Infalible Full Wear Concealer	Latte	375	
256	1	N/A	071249382486	Infalible Full Wear Concealer	Biscuit	370	
257	1	N/A	071249382479	Infalible Full Wear Concealer	Cashew	365	
258	1	N/A	071249382462	Infalible Full Wear Concealer	Cashmere	360	
259	1	N/A	071249382455	Infalible Full Wear Concealer	Vanilla	355	
260	1	N/A	071249382448	Infalible Full Wear Concealer	Bisque	350	

Row: 1

Lower Notch: 19

Row: 2

Lower Notch: 10

Row: 3

Lower Notch: 2

Row: 4

Lower Notch: 17

Row: 5

Lower Notch: 9

Row: 6

Lower Notch: 1



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 14' X 46" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 5

POG Name: LOPWAK1446ECL_IS24

261	1	N/A	071249382431	Infalible Full Wear Concealer	Oatmeal	345	
262	1	N/A	071249382424	Infalible Full Wear Concealer	Fawn	340	
263	1	N/A	071249382417	Infalible Full Wear Concealer	Ivory	330	
264	1	N/A	071249382400	Infalible Full Wear Concealer	Eggshell	325	
265	1	N/A	071249382394	Infalible Full Wear Concealer	Porcelain	320	

Row: 1

Lower Notch: 19

Row: 2

Lower Notch: 10

Row: 3

Lower Notch: 2

Row: 4

Lower Notch: 17

Row: 5

Lower Notch: 9

Row: 6

Lower Notch: 1



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 14' X 46" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

POG Name: LOPWAK1446ECL_IS24

Column: 6

ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 14' X 46" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

LOPWAK1446ECL_IS24

Column: 1 - Row: 1 Lower Notch: 19 Fixture Type: HEADER Fixture Description: 14FT LP HDR-LIT (ALL GOLD - 4FT-3FT INCREMENT BREA...
HEADER Fixture Re-Order Code: PM1000008393, PM1000008395 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000019107, PM1000019108 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 6 - Row: 2 Lower Notch: 12 Fixture Type: TRAYS Fixture Description: TM SPR BLEND FNDTN 1.4 TRY LIT **
TRAYS Fixture Re-Order Code: RE012100 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM1000028725 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028707 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
266	1	N/A	071249671634	True Match Super Blendable Foundation	C12	C12	
267	1	N/A	071249671597	True Match Super Blendable Foundation	C11	C11	
268	1	N/A	071249671542	True Match Super Blendable Foundation	N11	N11	
269	1	N/A	071249671672	True Match Super Blendable Foundation	C10	C10	
270	1	N/A	071249671658	True Match Super Blendable Foundation	W10	W10	
271	1	N/A	071249671665	True Match Super Blendable Foundation	W9.5	W9.5	
272	1	N/A	071249671764	True Match Super Blendable Foundation	N9	N9	
273	1	N/A	071249671580	True Match Super Blendable Foundation	C8	C8	

Column: 6 - Row: 3 Lower Notch: 6 Fixture Type: TRAYS Fixture Description: TM SPR BLEND FNDTN 3.4 TRY LIT **
TRAYS Fixture Re-Order Code: RE012100 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM1000028727 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028709 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
274	1	N/A	071249671924	True Match Super Blendable Foundation	N5	N5	
275	1	N/A	071249671856	True Match Super Blendable Foundation	W5	W5	
276	1	N/A	071249671863	True Match Super Blendable Foundation	C4	C4	
277	1	N/A	071249671511	True Match Super Blendable Foundation	N4	N4	
278	1	N/A	071249671788	True Match Super Blendable Foundation	W4	W4	
279	1	N/A	071249671610	True Match Super Blendable Foundation	C3	C3	
280	1	N/A	071249671795	True Match Super Blendable Foundation	N3	N3	
281	1	N/A	071249671818	True Match Super Blendable Foundation	W3	W3	

Column: 6 - Row: 4 Lower Notch: 22 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
282	1	N/A	071249684764	True Match Radiant Serum Concealer	N11	N11	
283	1	N/A	071249684771	True Match Radiant Serum Concealer	W10.5	W10.5	
284	1	N/A	071249684788	True Match Radiant Serum Concealer	C10	C10	
285	1	N/A	071249684795	True Match Radiant Serum Concealer	N10	N10	
286	1	N/A	071249684801	True Match Radiant Serum Concealer	W9.5	W9.5	
287	1	N/A	071249684818	True Match Radiant Serum Concealer	N9	N9	
288	1	N/A	071249684825	True Match Radiant Serum Concealer	C8	C8	
289	1	N/A	071249684832	True Match Radiant Serum Concealer	N8	N8	
290	1	N/A	071249684849	True Match Radiant Serum Concealer	C7	C7	
291	1	N/A	071249684856	True Match Radiant Serum Concealer	W7	W7	
292	1	N/A	071249684863	True Match Radiant Serum Concealer	N6.5	N6.5	
293	1	N/A	071249684870	True Match Radiant Serum Concealer	W6	W6	

Column: 6 - Row: 5 Lower Notch: 13 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
294	1	N/A	071249683811	True Match Super-Blendable Powder	C12	C12	
295	1	N/A	071249683828	True Match Super-Blendable Powder	N11	N11	
296	1	N/A	071249683835	True Match Super-Blendable Powder	W10	W10	
297	1	N/A	071249683842	True Match Super-Blendable Powder	C9	C9	
298	1	N/A	071249683859	True Match Super-Blendable Powder	N9	N9	
299	1	N/A	071249033609	True Match Super-Blendable Powder	Cocoa	C8	
300	1	N/A	071249033173	True Match Super-Blendable Powder	Classic Tan	N7	
301	1	N/A	071249016930	True Match Super-Blendable Powder	Caramel Beige	W7	

Column: 6 - Row: 6 Lower Notch: 8 Fixture Type: TRAYS Fixture Description: TM BLSH 1.3 TRY LIT **
TRAYS Fixture Re-Order Code: PM1000011536 SS Graphic Re-Order Code: PM1000030583
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
302	1	N/A	071249017449	True Match Blush	Bare Honey	W1-2	
303	1	N/A	071249017456	True Match Blush	Barely Blushing	W3-4	

Row: 1

Lower Notch: 19

Row: 2

Lower Notch: 12

Row: 3

Lower Notch: 6

Row: 4

Lower Notch: 22

Row: 5

Lower Notch: 13

Row: 6

Lower Notch: 8

Row: 7

Lower Notch: 1



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 14' X 46" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 6

POG Name: LOPWAK1446ECL_IS24

Column: 6 - Row: 7		Lower Notch: 1		Fixture Type: TRAYS		Fixture Description: TM LUMI FNDTN RF 1.3 TRY LIT **	
TRAYS Fixture Re-Order Code: PM1000010108				SS Graphic Re-Order Code: PM1000030640			
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
304	1	N/A	071249226599	True Match Lumi Makeup	Nut Brown/Cocoa	C7-8	
305	1	N/A	071249214855	True Match Lumi Makeup	Classic Tan/Cappuccino	N7-8	
306	1	N/A	071249226582	True Match Lumi Makeup	Soft Sable	C6	
307	1	N/A	071249214787	True Match Lumi Makeup	Sun Beige	W6	
308	1	N/A	071249226575	True Match Lumi Makeup	Classic Beige	C5	

Row: 1

Lower Notch: 19

Row: 2

Lower Notch: 12

Row: 3

Lower Notch: 6

Row: 4

Lower Notch: 22

Row: 5

Lower Notch: 13

Row: 6

Lower Notch: 8

Row: 7

Lower Notch: 1



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 14' X 46" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

POG Name: LOPWAK1446ECL_IS24

Column: 7

ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 14' X 46" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

LOPWAK1446ECL_IS24

Column: 1 - Row: 1 Lower Notch: 19 Fixture Type: HEADER Fixture Description: 14FT LP HDR-LIT (ALL GOLD - 4FT-3FT INCREMENT BREA...
HEADER Fixture Re-Order Code: PM1000008393,PM1000008395 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000019107,PM1000019108 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 7 - Row: 2 Lower Notch: 12 Fixture Type: TRAYS Fixture Description: TM SPR BLEND FNDTN 2.4 TRY LIT **
TRAYS Fixture Re-Order Code: RE012100 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM1000028726 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028708 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
309	1		071249671528	True Match Super Blendable Foundation	N8	N8	
310	1	N/A	071249671627	True Match Super Blendable Foundation	W8	W8	
311	1	N/A	071249671825	True Match Super Blendable Foundation	C7	C7	
312	1	N/A	071249671573	True Match Super Blendable Foundation	N7	N7	
313	1	N/A	071249671535	True Match Super Blendable Foundation	W7	W7	
314	1	N/A	071249671726	True Match Super Blendable Foundation	N6	N6	
315	1	N/A	071249671900	True Match Super Blendable Foundation	W6	W6	
316	1	N/A	071249671559	True Match Super Blendable Foundation	C5	C5	

Column: 7 - Row: 3 Lower Notch: 6 Fixture Type: TRAYS Fixture Description: TM SPR BLEND FNDTN 4.4 TRY LIT **
TRAYS Fixture Re-Order Code: RE012100 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM1000028728 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028710 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
317	1	N/A	071249671740	True Match Super Blendable Foundation	C2.5	C2.5	
318	1	N/A	071249671801	True Match Super Blendable Foundation	C2	C2	
319	1	N/A	071249671566	True Match Super Blendable Foundation	N2	N2	
320	1	N/A	071249671757	True Match Super Blendable Foundation	W2	W2	
321	1	N/A	071249671498	True Match Super Blendable Foundation	C1	C1	
322	1	N/A	071249671870	True Match Super Blendable Foundation	N1	N1	
323	1	N/A	071249671849	True Match Super Blendable Foundation	W1	W1	
324	1	N/A	071249671689	True Match Super Blendable Foundation	C0.5	C0.5	

Column: 7 - Row: 4 Lower Notch: 22 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
325	1	N/A	071249684887	True Match Radiant Serum Concealer	N5	N5	
326	1	N/A	071249684894	True Match Radiant Serum Concealer	W5	W5	
327	1	N/A	071249684900	True Match Radiant Serum Concealer	C4	C4	
328	1	N/A	071249684917	True Match Radiant Serum Concealer	W4	W4	
329	1	N/A	071249684924	True Match Radiant Serum Concealer	C3	C3	
330	1	N/A	071249684931	True Match Radiant Serum Concealer	N3	N3	
331	1	N/A	071249684948	True Match Radiant Serum Concealer	W3	W3	
332	1	N/A	071249684955	True Match Radiant Serum Concealer	C2	C2	
333	1	N/A	071249684962	True Match Radiant Serum Concealer	N2	N2	
334	1	N/A	071249684979	True Match Radiant Serum Concealer	C1	C1	
335	1	N/A	071249684986	True Match Radiant Serum Concealer	N1	N1	
336	1	N/A	071249684993	True Match Radiant Serum Concealer	W1	W1	

Column: 7 - Row: 5 Lower Notch: 13 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
337	1	N/A	071249033593	True Match Super-Blendable Powder	Soft Sable	C6	
338	1	N/A	071249033197	True Match Super-Blendable Powder	Honey Beige	N6	
339	1	N/A	071249016657	True Match Super-Blendable Powder	Sun Beige	W6	
340	1	N/A	071249033180	True Match Super-Blendable Powder	True Beige	N5	
341	1	N/A	071249016459	True Match Super-Blendable Powder	Sand Beige	W5	
342	1	N/A	071249017227	True Match Super-Blendable Powder	Buff Beige	N4	
343	1	N/A	071249016442	True Match Super-Blendable Powder	Natural Beige	W4	
344	1	N/A	071249033432	True Match Super-Blendable Powder	Creamy Natural	C3	

Column: 7 - Row: 6 Lower Notch: 8 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
345	1	N/A	071249017463	True Match Blush	Subtle Sable	W5-6	
346	1	N/A	071249017487	True Match Blush	Innocent Flush	N3-4	
347	1	N/A	071249017494	True Match Blush	Apricot Kiss	N5-6	
348	1	N/A	071249041840	True Match Blush	Sweet Ginger	N7-8	

Row: 1

Lower Notch: 19

Row: 2

Lower Notch: 12

Row: 3

Lower Notch: 6

Row: 4

Lower Notch: 22

Row: 5

Lower Notch: 13

Row: 6

Lower Notch: 8

Row: 7

Lower Notch: 1



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 14' X 46" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

POG Name: LOPWAK1446ECL_IS24

Column: 7

Column: 7 - Row: 7		Lower Notch: 1		Fixture Type: TRAYS		Fixture Description: TM LUMI FNDTN RF 2.3 TRY LIT **	
TRAYS Fixture Re-Order Code: PM1000010108				SS Graphic Re-Order Code: PM1000030639			
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
349	1	N/A	071249214831	True Match Lumi Makeup	True Beige	N5	
350	1	N/A	071249214770	True Match Lumi Makeup	Sand Beige	W5	
351	1	N/A	071249226568	True Match Lumi Makeup	Shell Beige	C4	
352	1	N/A	071249214824	True Match Lumi Makeup	Buff Beige	N4	
353	1	N/A	071249214763	True Match Lumi Makeup	Natural Beige	W4	

Row: 1

Lower Notch: 19

Row: 2

Lower Notch: 12

Row: 3

Lower Notch: 6

Row: 4

Lower Notch: 22

Row: 5

Lower Notch: 13

Row: 6

Lower Notch: 8

Row: 7

Lower Notch: 1

ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 14' X 46" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

LOPWAK1446ECL_IS24

Column: 1 - Row: 1	Lower Notch: 19	Fixture Type: HEADER	Fixture Description: 14FT LP HDR-LIT (ALL GOLD - 4FT-3FT INCREMENT BREA...
HEADER Fixture Re-Order Code: PM1000008393, PM1000008395		SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM1000019107, PM1000019108		SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:		HEADER Fixture Rolled-Up Code:	
Shade Chart Re-Order Code:		UPC Blade Code:	

Column: 8 - Row: 2	Lower Notch: 15	Fixture Type: SIGN	Fixture Description: TM SPR BLEND FNDTN 1.1 4X12 **
SIGN Fixture Re-Order Code: DP000328		SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM1000031816		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: 6	Fixture Type: TRAYS	Fixture Description: TM LUMI GLOTION/INF PM SPRAY 1.1 TRY LIT **
TRAYS Fixture Re-Order Code: PL3000000335		SS Graphic Re-Order Code:	
Graphic Re-Order Code:		SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code: PM1000026643		TRAYS Fixture Rolled-Up Code:	
Shade Chart Re-Order Code: PM1000029070		UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
354	1	N/A	071249363133	True Match Lumi Glotion	Deep	904	
355	1	N/A	071249363126	True Match Lumi Glotion	Medium	903	
356	1	N/A	071249363119	True Match Lumi Glotion	Light	902	
357	1	N/A	071249363102	True Match Lumi Glotion	Fair	901	
358	1	N/A	071249294055	Infallible Pro-Spray & Set Makeup Extender Setti...	Pro-Mist & Set Makeup Extender Setting S...	215	

Column: 8 - Row: 4	Lower Notch: 22	Fixture Type: TRAYS	Fixture Description: TM CNCLR/CRYN COMBO RF 1.1 TRY LIT **
TRAYS Fixture Re-Order Code: DP000361		SS Graphic Re-Order Code:	
Graphic Re-Order Code:		SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code: PM1000021579		TRAYS Fixture Rolled-Up Code:	
Shade Chart Re-Order Code: PM1000028201		UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
359	1	N/A	071249248905	True Match Crayon Concealer	Medium/Deep Neutral	N578	
360	1	N/A	071249238486	True Match Crayon Concealer	Medium/Deep Warm	W678	
361	1	N/A	071249238455	True Match Crayon Concealer	Light/Medium Neutral	N45	
362	1	N/A	071249238462	True Match Crayon Concealer	Light/Medium Warm	W45	
363	1	N/A	071249238424	True Match Crayon Concealer	Fair/Light Neutral	N123	
364	1	N/A	071249238431	True Match Crayon Concealer	Fair/Light Warm	W123	
365	1	N/A	071249017357	True Match Concealer	Medium / Deep Cool	C6-7-8	
366	1	N/A	071249017333	True Match Concealer	Medium / Deep Warm	W6-7-8	
367	1	N/A	071249017326	True Match Concealer	Light / Medium Cool	C4-5	
368	1	N/A	071249017319	True Match Concealer	Light / Medium Neutral	N4-5	
369	1	N/A	071249017296	True Match Concealer	Light / Medium Warm	W4-5	
370	1	N/A	071249017289	True Match Concealer	Fair / Light Cool	C1-2-3	
371	1	N/A	071249017265	True Match Concealer	Fair / Light Neutral	N1-2-3	
372	1	N/A	071249017241	True Match Concealer	Fair / Light Warm	W1-2-3	

Column: 8 - Row: 5	Lower Notch: 13	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
373	1	N/A	071249017197	True Match Super-Blendable Powder	Natural Buff	N3	
374	1	N/A	071249016435	True Match Super-Blendable Powder	Nude Beige	W3	
375	1	N/A	071249033401	True Match Super-Blendable Powder	Natural Ivory	C2	
376	1	N/A	071249017180	True Match Super-Blendable Powder	Classic Ivory	N2	
377	1	N/A	071249016428	True Match Super-Blendable Powder	Light Ivory	W2	
378	1	N/A	071249033357	True Match Super-Blendable Powder	Alabaster	C1	
379	1	N/A	071249017173	True Match Super-Blendable Powder	Soft Ivory	N1	
380	1	N/A	071249016411	True Match Super-Blendable Powder	Porcelain	W1	

Column: 8 - Row: 6	Lower Notch: 8	Fixture Type: TRAYS	Fixture Description: TM BLSH 3.3 TRY LIT **
TRAYS Fixture Re-Order Code: PM1000011536		SS Graphic Re-Order Code:	
Graphic Re-Order Code:		SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code: PM1000021576		TRAYS Fixture Rolled-Up Code:	
Shade Chart Re-Order Code: PM1000019333		UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
381	1	N/A	071249017500	True Match Blush	Baby Blossom	C1-2	
382	1	N/A	071249017517	True Match Blush	Tender Rose	C3-4	
383	1	N/A	071249017524	True Match Blush	Rosy Outlook	C5-6	
384	1	N/A	071249042014	True Match Blush	Spiced Plum	C7-6	

Column: 8 - Row: 7	Lower Notch: 1	Fixture Type: TRAYS	Fixture Description: TM LUMI FNDTN RF 3.3 TRY LIT **
TRAYS Fixture Re-Order Code: PM1000010108		SS Graphic Re-Order Code: PM1000030537	
Graphic Re-Order Code:		SS Holder Re-Order Code: PM1000013194	
Carrier Tray Graphic Re-Order Code: PM1000021587		TRAYS Fixture Rolled-Up Code:	
Shade Chart Re-Order Code: PM1000028208		UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
385	1	N/A	071249226551	True Match Lumi Makeup	Creamy Natural	C3	
386	1	N/A	071249214917	True Match Lumi Makeup	Natural Buff	N3	
387	1	N/A	071249214756	True Match Lumi Makeup	Nude Beige	W3	
388	1	N/A	071249214800	True Match Lumi Makeup	Soft Ivory/Cisc Ivory	N1-2	

Row: 1

Lower Notch: 19

Row: 2

Lower Notch: 15

Row: 3

Lower Notch: 6

Row: 4

Lower Notch: 22

Row: 5

Lower Notch: 13

Row: 6

Lower Notch: 8

Row: 7

Lower Notch: 1



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 14' X 46" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 8

POG Name: LOPWAK1446ECL_IS24

389	1	N/A	071249214749	True Match Lumi Makeup	Porcelain/Lt Ivory	W1-2	
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Row: 1

Lower Notch: 19

Row: 2

Lower Notch: 15

Row: 3

Lower Notch: 6

Row: 4

Lower Notch: 22

Row: 5

Lower Notch: 13

Row: 6

Lower Notch: 8

Row: 7

Lower Notch: 1



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 14' X 46" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 9

POG Name: LOPWAK1446ECL_IS24

ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 14' X 46" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

LOPWAK1446ECL_IS24

Column: 1 - Row: 1 Lower Notch: 19 Fixture Type: HEADER Fixture Description: 14FT LP HDR-LIT (ALL GOLD - 4FT-3FT INCREMENT BREA...
HEADER Fixture Re-Order Code: PM1000008393,PM1000008395 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000019107,PM1000019108 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 9 - Row: 2 Lower Notch: 12 Fixture Type: TRAYS Fixture Description: BRLLNT EYES SHDW 1.1 TRY LIT **
TRAYS Fixture Re-Order Code: PL300000427 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
390	1		071249410639	Brilliant Eyes	String of Pearls	410	
391	1	N/A	071249410554	Brilliant Eyes	Diamond Drop	415	
392	1	N/A	071249410592	Brilliant Eyes	Rose gem	420	
393	1	N/A	071249410585	Brilliant Eyes	Amethyst Quartz	425	
394	1	N/A	071249410578	Brilliant Eyes	Blush Jewel	430	
395	1	N/A	071249410561	Brilliant Eyes	Crystal Shine	435	
396	1	N/A	071249410608	Brilliant Eyes	Amber Sparkle	440	
397	1	N/A	071249410653	Brilliant Eyes	Crown Gold	445	
398	1	N/A	071249410646	Brilliant Eyes	Precious Lava	450	
399	1	N/A	071249410615	Brilliant Eyes	Bronze Light	455	
400	1	N/A	071249410660	Brilliant Eyes	Radiant Ruby	460	
401	1	N/A	071249410622	Brilliant Eyes	Royal Onyx	465	

Column: 9 - Row: 3 Lower Notch: 1 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: PM1000014826
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
402	1	N/A	071249306918	Colour Riche Monos	Petite Perle	205	
403	1	N/A	071249306925	Colour Riche Monos	Paris Beach	200	
404	1	N/A	071249306970	Colour Riche Monos	Mademoiselle Pink	206	
405	1	N/A	071249306987	Colour Riche Monos	Little Beige Dress	201	
406	1	N/A	071249306949	Colour Riche Monos	Cafe Au Lait	203	
407	1	N/A	071249306994	Colour Riche Monos	Pain Au Chocolat	207	
408	1	N/A	071249307045	Colour Riche Monos	Argentie	210	
409	1	N/A	071249307052	Colour Riche Monos	Grand Bleu	211	
410	1	N/A	071249306956	Colour Riche Monos	Quartz Fume	204	
411	1	N/A	071249306963	Colour Riche Monos	Noir Cest Noir	209	
412	1	N/A	071249199213	Infalible Shadow	Iced Latte	888	
413	1	N/A	071249199244	Infalible Shadow	Bronzed Taupe	890	
414	1	N/A	071249199312	Infalible Shadow	Eternal Sunshine	997	
415	1	N/A	071249199305	Infalible Shadow	Amber Rush	892	
416	1	N/A	071249214602	Infalible Shadow	Golden Emerald	335	

Column: 9 - Row: 4 Lower Notch: 16 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
417	1	N/A	071249179031	Visible Lift Serum Absolute	Classic Tan	157	
418	1	N/A	071249179024	Visible Lift Serum Absolute	Honey Beige	155	
419	1	N/A	071249178980	Visible Lift Serum Absolute	Sun Beige	154	
420	1	N/A	071249178911	Visible Lift Serum Absolute	Sand Beige	152	
421	1	N/A	071249178928	Visible Lift Serum Absolute	Natural Beige	151	
422	1	N/A	071249178942	Visible Lift Serum Absolute	Buff Beige	149	

Column: 9 - Row: 5 Lower Notch: 9 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
423	1	N/A	071249178997	Visible Lift Serum Absolute	Natural Buff	148	
424	1	N/A	071249178959	Visible Lift Serum Absolute	Creamy Natural	147	
425	1	N/A	071249178935	Visible Lift Serum Absolute	Nude Beige	146	
426	1	N/A	071249178966	Visible Lift Serum Absolute	Classic Ivory	145	
427	1	N/A	071249179000	Visible Lift Serum Absolute	Light Ivory	144	
428	1	N/A	071249178973	Visible Lift Serum Absolute	Soft Ivory	143	

Column: 9 - Row: 6 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
429	1	N/A	071249283714	Magic BB Correctors	Magic BB Correctors : Anti-Redness	820	
430	1	N/A	071249283721	Magic BB Correctors	Magic BB Correctors : Anti-Fatigue	818	

Row: 1

Lower Notch: 19

Row: 2

Lower Notch: 12

Row: 3

Lower Notch: 1

Row: 4

Lower Notch: 16

Row: 5

Lower Notch: 9

Row: 6

Lower Notch: 1



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 14' X 46" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 9

POG Name: LOPWAK1446ECL_IS24

431	1	N/A	071249211458	Magic BB Cream	Fair	810	
432	1	N/A	071249211465	Magic BB Cream	Light	812	
433	1	N/A	071249211472	Magic BB Cream	Medium	814	
434	1	N/A	071249211489	Magic BB Cream	Deep	816	

Row: 1

Lower Notch: 19

Row: 2

Lower Notch: 12

Row: 3

Lower Notch: 1

Row: 4

Lower Notch: 16

Row: 5

Lower Notch: 9

Row: 6

Lower Notch: 1

ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 14' X 46" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024
LOPWAK1446ECL_IS24

Column: 1 - Row: 1 Lower Notch: 19 Fixture Type: HEADER Fixture Description: 14FT LP HDR-LIT (ALL GOLD - 4FT-3FT INCREMENT BREA...
HEADER Fixture Re-Order Code: PM1000008393,PM1000008395 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000019107,PM1000019108 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 10 - Row: 2 Lower Notch: 14 Fixture Type: SIGN Fixture Description: BTY ADVISOR (PRODUCT ONLY) 1.1 4X12 **
SIGN Fixture Re-Order Code: DP000328 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000031061 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: 10 - Row: 3 Lower Notch: 5 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: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000021528
Shade Chart Re-Order Code: PM1000029907 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
435	1	N/A	071249371183	Colour Riche Paradise Enchanted Palette	enchanted	150	

Column: 10 - Row: 4 Lower Notch: 1 Fixture Type: HOOK BARS Fixture Description: 6HK INF THE SPR SLIM LNR LIT (ALT) **
HOOK BARS Fixture Re-Order Code: PL3000000008 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
436	1	N/A	071249238912	Infalible The Super Slim Liner	Black	400	
437	1	N/A	071249350126	Infalible The Super Slim Liner	Brown	401	
438	1	N/A	071249350157	Infalible The Super Slim Liner	Grey	402	
439	1	N/A	071249386033	Flash Cat Eye Liner	Black	220	
440	1	N/A	071249289839	Infalible Superstar Liner	Black	202	
441	1	N/A	071249160114	Extra Intense Liquid Pencil Eyeliner	Black	798	

Column: 10 - Row: 5 Lower Notch: 16 Fixture Type: HOOK BARS Fixture Description: 6HK TLSCPC LNR HKBR LIT (ALT) **
HOOK BARS Fixture Re-Order Code: PL3000000008 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000030488 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
442	1	N/A	071249137086	Telescopic Carbon Black Liner	Carbon Black	835	
443	1	N/A	071249119990	Telescopic Eyeliner	Black	810	
444	1	N/A	071249161906	Telescopic Waterproof Eyeliner	Black	800	
445	1	N/A	071249117675	Lineur Intense Felt Tip Liquid Eyeliner Carbon Bl...	Carbon Black	690	
446	1	N/A	071249059128	Lineur Intense Felt Tip Liquid Eyeliner	Black Mica	610	
447	1	N/A	071249855010	Lineur Intense Brush Tip Liquid Eyeliner	Black	710	

Column: 10 - Row: 6 Lower Notch: 8 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
448	1	N/A	071249078525	Eye Makeup Remover	Eye Makeup Remover	001	
449	1	N/A	071249419822	Air Volume Mega Mascara	BLACKEST BLACK WTP	853	
450	1	N/A	071249419892	Air Volume Mega Mascara	BLACKEST BLACK WSH	850	
451	1	N/A	071249419908	Air Volume Mega Mascara	BLACK WSH	851	

Row: 1

Lower Notch: 19

Row: 2

Lower Notch: 14

Row: 3

Lower Notch: 5

Row: 4

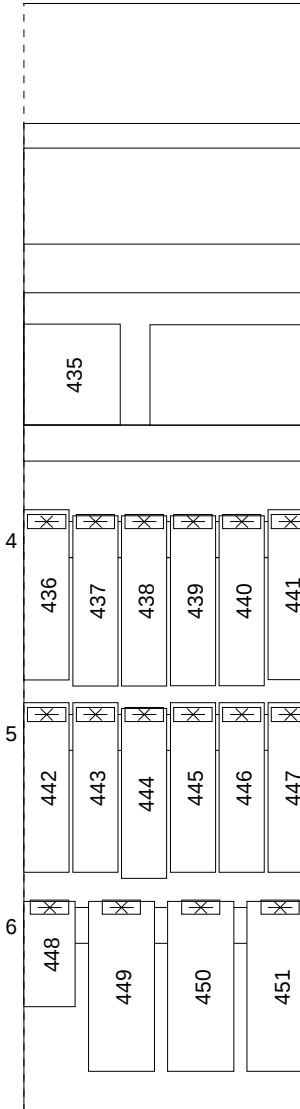
Lower Notch: 1

Row: 5

Lower Notch: 16

Row: 6

Lower Notch: 8





ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 14' X 46" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 11

POG Name: LOPWAK1446ECL_IS24

ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 14' X 46" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

LOPWAK1446ECL_IS24

Column: 1 - Row: 1 Lower Notch: 19 Fixture Type: HEADER Fixture Description: 14FT LP HDR-LIT (ALL GOLD - 4FT-3FT INCREMENT BREA...
HEADER Fixture Re-Order Code: PM1000008393,PM1000008395 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000019107,PM1000019108 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 11 - Row: 2 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
452	1	N/A	071249681503	Infalible Grip Mechanical	Polar White	260	
453	1	N/A	071249663646	Infalible Grip Mechanical Gel Liner	Intense Black	200	
454	1	N/A	071249664094	INFALLIBLE GRIP 30H PRECISION FELT LINER	BLACK	600	
455	1	N/A	071249357248	Infalible Pro-Last Liner	Black	930	
456	1	N/A	071249357255	Infalible Pro-Last Liner	Brown	940	
457	1	N/A	071249357262	Infalible Pro-Last Liner	Grey	950	

Column: 11 - Row: 3 Lower Notch: 9 Fixture Type: HOOK BARS Fixture Description: 6HK INF LW LNR HKBR LIT (ALT) **
HOOK BARS Fixture Re-Order Code: PL3000000008 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000030480 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
458	1	N/A	071249152416	Infalible Eyeliner Carbon Black	Carbon Black	591	
459	1	N/A	071249145234	Infalible Long Wear Eyeliner	Black	511	
460	1	N/A	071249145241	Infalible Long Wear Eyeliner	Black Brown	581	
461	1	N/A	071249145258	Infalible Long Wear Eyeliner	Brown	531	
462	1	N/A	071249306376	Infalible Eye: Matte Matic Liner	Black	512	
463	1	N/A	071249306383	Infalible Eye: Matte Matic Liner	Brown	513	

Column: 11 - Row: 4 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
464	1	N/A	071249410479	Micro Ink Pen by Brow Stylist	Brunette	639	
465	1	N/A	071249410486	Micro Ink Pen by Brow Stylist	Dark Brunette	642	
466	1	N/A	071249350270	Brow Stylist Shape & Fill	Blonde	400	
467	1	N/A	071249350300	Brow Stylist Shape & Fill	Brunette	415	
468	1	N/A	071249350317	Brow Stylist Shape & Fill	Dark Brunette	420	
469	1	N/A	071249339626	Brow Stylist Kabuki Blender	Brunette	313	

Column: 11 - Row: 5 Lower Notch: 16 Fixture Type: HOOK BARS Fixture Description: 5HK PNCL PRFT HKBR LIT (ALT) **
HOOK BARS Fixture Re-Order Code: PL3000000007 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000030485 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
470	1	N/A	071249207000	Voluminous Smoldering Eyeliner	Black	645	
471	1	N/A	071249117682	Pencil Perfect Carbon Black	Carbon Black	190	
472	1	N/A	071249082140	Pencil Perfect Eye Liner	Espresso	130	
473	1	N/A	071249404324	Bambi Mascara WSH	Blackest Black	400	
474	1	N/A	071249404355	Bambi Mascara WTP	Blackest Black	405	

Column: 11 - Row: 6 Lower Notch: 8 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
475	1	N/A	071249301494	Voluminous Superstar Mascara	Blackest Black (WSH)	621	
476	1	N/A	071249301517	Voluminous Superstar Mascara	Black Brown (WSH)	623	
477	1	N/A	071249301470	Voluminous Superstar Mascara	Superstar WTP : Blackest Black (WTP)	624	
478	1	N/A	071249301487	Voluminous Superstar Mascara	Superstar WTP : Black (WTP)	625	

Row: 1

Lower Notch: 19

Row: 2

Lower Notch: 17

Row: 3

Lower Notch: 9

Row: 4

Lower Notch: 1

Row: 5

Lower Notch: 16

Row: 6

Lower Notch: 8



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 14' X 46" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 12

POG Name: LOPWAK1446ECL_IS24

ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 14' X 46" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

LOPWAK1446ECL_IS24

Column: 1 - Row: 1 Lower Notch: 19 Fixture Type: HEADER Fixture Description: 14FT LP HDR-LIT (ALL GOLD - 4FT-3FT INCREMENT BREA...
HEADER Fixture Re-Order Code: PM1000008393, PM1000008395 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000019107, PM1000019108 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 12 - Row: 2 Lower Notch: 17 Fixture Type: HOOK BARS Fixture Description: 6HK INF BROWS 24HR VLMZNG MSCR HKBR (ALT) LIT **
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
479	1	N/A	071249675830	Infalible Brows 24HR Volumizing Mascara	Blonde	7.0	
480	1	N/A	071249675854	Infalible Brows 24HR Volumizing Mascara	Light Brunette	6.0	
481	1	N/A	071249675861	Infalible Brows 24HR Volumizing Mascara	Brunette	5.0	
482	1	N/A	071249675878	Infalible Brows 24HR Volumizing Mascara	Dark Brunette	4.0	
483	1	N/A	071249314890	Brow Stylist: Definer	Dark Brunette	390	
484	1	N/A	071249392317	Brow Stylist: Definer	Black	393	

Column: 12 - Row: 3 Lower Notch: 9 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: PM1000028424 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
485	1	N/A	360052395604	Unbelieva-Brow Longwear Topcoat	Transparent	-	
486	1	N/A	071249314876	Brow Stylist: Definer	Blonde	388	
487	1	N/A	071249350744	Brow Stylist: Definer	Dark Blonde	391	
488	1	N/A	071249350751	Brow Stylist: Definer	Light Brunette	392	
489	1	N/A	071249627693	Brow Stylist: Definer	ASH BROWN	387	
490	1	N/A	071249314883	Brow Stylist: Definer	Brunette	389	

Column: 12 - Row: 4 Lower Notch: 3 Fixture Type: HOOKBAR SPACE ... Fixture Description: UBB TOP COAT HKBR SPC SVR **
HOOKBAR SPACE SAVER Fixture Re-Order Code: PL3000000469 SS Graphic Re-Order Code: PM1000026001
Graphic Re-Order Code: SS Holder Re-Order Code: PM1000026003
Carrier Tray Graphic Re-Order Code: HOOKBAR SPACE SAVER Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 12 - Row: 5 Lower Notch: 16 Fixture Type: HOOK BARS Fixture Description: 4HK VLMNS LSH PRDS MSCR HKBR (ALT) LIT **
HOOK BARS Fixture Re-Order Code: PL3000000008 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
491	1	N/A	071249339619	Brow Stylist Kabuki Blender	Blonde	312	
492	1	N/A	071249339633	Brow Stylist Kabuki Blender	Dark Brunette	314	
493	1	N/A	071249376393	Unbelieva-Brow	Light Brunette	565	
494	1	N/A	071249376409	Unbelieva-Brow	Brunette	570	
495	1	N/A	071249376416	Unbelieva-Brow	Dark Brunette	575	

Column: 12 - Row: 6 Lower Notch: 8 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: 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
496	1	N/A	071249376331	Voluminous Lash Paradise Primer	Pink Tinted Primer	250	
497	1	N/A	071249343265	Voluminous Lash Paradise WSH	Blackest Black	200	
498	1	N/A	071249343258	Voluminous Lash Paradise WSH	Black	201	
499	1	N/A	071249343272	Voluminous Lash Paradise WSH	Black Brown	202	

Column: 12 - Row: 7 Lower Notch: 8 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: PM1000030478 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
500	1	N/A	071249314104	Voluminous Superstar Red Carpet	Extra Black	626	
501	1	N/A	071249149768	Double Extend Beauty Tubes	Blackest Black	575	
502	1	N/A	071249149744	Double Extend Beauty Tubes	Black	570	
503	1	N/A	071249256718	Voluminous Butterfly Washable Mascara	Blackest Black	868	

Row: 1

Lower Notch: 19

Row: 2

Lower Notch: 17

Row: 3

Lower Notch: 9

Row: 4

Lower Notch: 1

Row: 5

Lower Notch: 16

Row: 6

Lower Notch: 8



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 14' X 46" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 13

POG Name: LOPWAK1446ECL_IS24

ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 14' X 46" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024
LOPWAK1446ECL_IS24

Column: 1 - Row: 1 Lower Notch: 19 Fixture Type: HEADER Fixture Description: 14FT LP HDR-LIT (ALL GOLD - 4FT-3FT INCREMENT BREA...
HEADER Fixture Re-Order Code: PM1000008393,PM1000008395 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000019107,PM1000019108 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 13 - Row: 2 Lower Notch: 17 Fixture Type: HOOK BARS Fixture Description: 4HK VLMNS PANORAMA MSCR HKBR (ALT) LIT **
HOOK BARS Fixture Re-Order Code: PL3000000008 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
504	1	N/A	071249680988	Voluminous Panorama	Blackest Black	701	
505	1	N/A	071249680971	Voluminous Panorama	Black	700	
506	1	N/A	071249680995	Voluminous Panorama	Black Brown	702	
507	1	N/A	071249681008	Voluminous Panorama	Black WTP	703	

Column: 13 - Row: 3 Lower Notch: 9 Fixture Type: HOOK BARS Fixture Description: 4HK VLMNS MSCR PRIMER HKBR (ALT) LIT **
HOOK BARS Fixture Re-Order Code: PL3000000008 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
508	1	N/A	071249330265	Voluminous Primer	Primer	300	
509	1	N/A	071249421536	Voluminous Mascara	DEEP VIOLET	970	
510	1	N/A	071249405062	Voluminous Mascara	deep green	960	
511	1	N/A	071249372029	Voluminous Straight Brush	Burgundy	950	

Column: 13 - Row: 4 Lower Notch: 1 Fixture Type: HOOK BARS Fixture Description: 4HK VLMNS WP HKBR LIT (ALT) **
HOOK BARS Fixture Re-Order Code: PL3000000008 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000030498 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
512	1	N/A	071249006412	Voluminous Waterproof	Black	360	
513	1	N/A	071249006429	Voluminous Waterproof	Black Brown	365	
514	1	N/A	071249148792	Voluminous Waterproof Carbon Black	Carbon Black	395	
515	1	N/A	071249101919	Voluminous Carbon Black	Carbon Black	335	

Column: 13 - Row: 5 Lower Notch: 16 Fixture Type: HOOK BARS Fixture Description: 4HK VLMNS LSH PRDS MSCR HKBR (ALT) LIT **
HOOK BARS Fixture Re-Order Code: PL3000000008 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
516	1	N/A	071249350652	Voluminous Lash Paradise WSH	Mystic Black	205	
517	1	N/A	071249343319	Voluminous Lash Paradise WTP	Black	203	
518	1	N/A	071249343326	Voluminous Lash Paradise WTP	Blackest Black	204	
519	1	N/A	071249104743	Telescopic Mascara	Blackest Black	910	

Column: 13 - Row: 6 Lower Notch: 8 Fixture Type: HOOK BARS Fixture Description: 4HK VLMNS BTRFLY MSCR HKBR LIT (ALT) **
HOOK BARS Fixture Re-Order Code: PL3000000008 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000030490 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
520	1	N/A	071249256701	Voluminous Butterfly Washable Mascara	Black	867	
521	1	N/A	071249256695	Voluminous Butterfly WTP	Blackest Black	871	
522	1	N/A	071249256688	Voluminous Butterfly WTP	Black	870	
523	1	N/A	071249187739	Voluminous Million Lashes Mascara	Blackest Black	635	

Row: 1

Lower Notch: 19

Row: 2

Lower Notch: 17

Row: 3

Lower Notch: 9

Row: 4

Lower Notch: 1

Row: 5

Lower Notch: 16

Row: 6

Lower Notch: 8



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 14' X 46" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 14

POG Name: LOPWAK1446ECL_IS24

ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE WALL) - 14' X 46" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

LOPWAK1446ECL_IS24

Column: 1 - Row: 1 Lower Notch: 19 Fixture Type: HEADER Fixture Description: 14FT LP HDR-LIT (ALL GOLD - 4FT-3FT INCREMENT BREA...
HEADER Fixture Re-Order Code: PM1000008393,PM1000008395 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000019107,PM1000019108 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 14 - Row: 2 Lower Notch: 17 Fixture Type: HOOK BARS Fixture Description: 4HK VLMNS BALM MSCR HKBR LIT (ALT) **
HOOK BARS Fixture Re-Order Code: PL3000000008 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
524	1	N/A	071249647738	Voluminous Noir Balm	Black	980	
525	1	N/A	071249650677	Voluminous Brown Balm	Brown	981	
526	1	N/A	071249019344	Voluminous Curved Brush	Black	340	
527	1	N/A	071249019351	Voluminous Curved Brush	Black Brown	350	

Column: 14 - Row: 3 Lower Notch: 9 Fixture Type: HOOK BARS Fixture Description: 4HK VLMNS MSCR HKBR LIT (ALT) **
HOOK BARS Fixture Re-Order Code: PL3000000008 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
528	1	N/A	071249345931	Voluminous Original Blue Mascara	Cobalt Blue	900	
529	1	N/A	071249059098	Voluminous Straight Brush	Blackest Black	310	
530	1	N/A	071249749012	Voluminous Straight Brush	Black	305	
531	1	N/A	071249669020	Voluminous Straight Brush	Black Brown	315	

Column: 14 - Row: 4 Lower Notch: 1 Fixture Type: HOOK BARS Fixture Description: 4HK TLSCPC LIFT MSCR HKBR LIT (ALT) **
HOOK BARS Fixture Re-Order Code: PL3000000008 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
532	1	N/A	071249672891	Telescopic Lift Mascara	Blackest Black WSH	990	
533	1	N/A	071249672907	Telescopic Lift Mascara	Black WSH	991	
534	1	N/A	071249672914	Telescopic Lift Mascara	Black Brown WSH	992	
535	1	N/A	071249672945	Telescopic Lift Mascara	Black WTP	993	

Column: 14 - Row: 5 Lower Notch: 16 Fixture Type: HOOK BARS Fixture Description: 4HK TLSCPC HKBR LIT (ALT) **
HOOK BARS Fixture Re-Order Code: PL3000000008 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
536	1	N/A	071249104729	Telescopic Mascara	Black	905	
537	1	N/A	071249104736	Telescopic Mascara	Black Brown	915	
538	1	N/A	071249390740	Telescopic Mascara	Black WTP	925	
539	1	N/A	071249137093	Telescopic Carbon Black Mascara	Carbon Black	935	

Column: 14 - Row: 6 Lower Notch: 8 Fixture Type: HOOK BARS Fixture Description: 4HK VLMNS MIL LSHES HKBR LIT (ALT) **
HOOK BARS Fixture Re-Order Code: PL3000000008 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
540	1	N/A	071249187722	Voluminous Million Lashes Mascara	Black	645	
541	1	N/A	071249188125	Voluminous Million Lashes Mascara	Black Brown	655	
542	1	N/A	071249195499	Voluminous Million Lashes Waterproof Masc	Blackest Black	630	
543	1	N/A	071249195482	Voluminous Million Lashes Waterproof Masc	Black	670	

Row: 1

Lower Notch: 19

Row: 2

Lower Notch: 17

Row: 3

Lower Notch: 9

Row: 4

Lower Notch: 1

Row: 5

Lower Notch: 16

Row: 6

Lower Notch: 8



L'OR
PAR



COLOUR RICHE INTENSE VOLUME MATTE
POWDER MATTE



COLOUR RICHE LIPSTICK
SATIN

L'ORÉAL



COLOUR RICHE LIPSTICK
SATIN

L'ORÉAL



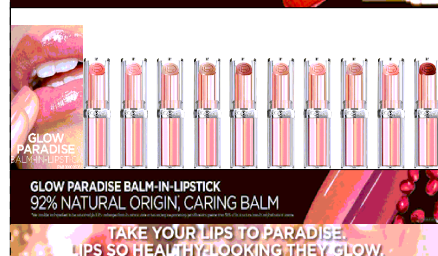
INFALLIBLE MATTE RESISTANCE LIQUID LIPSTICK
LIQUID LIPSTICK



INFALLIBLE 2-STEP LIPSTICK
LONGWEAR INTENSE COLOR

L'ORÉAL

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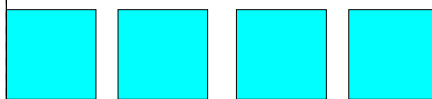
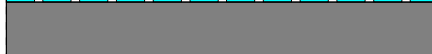
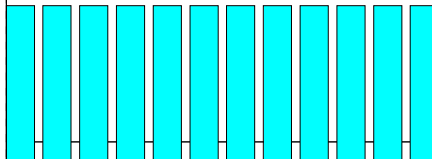
L'ORÉAL PARIS



TRUE MATCH SUPER-BLENDABLE FOUNDATION



TRUE MATCH SUPER-BLENDABLE FOUNDATION



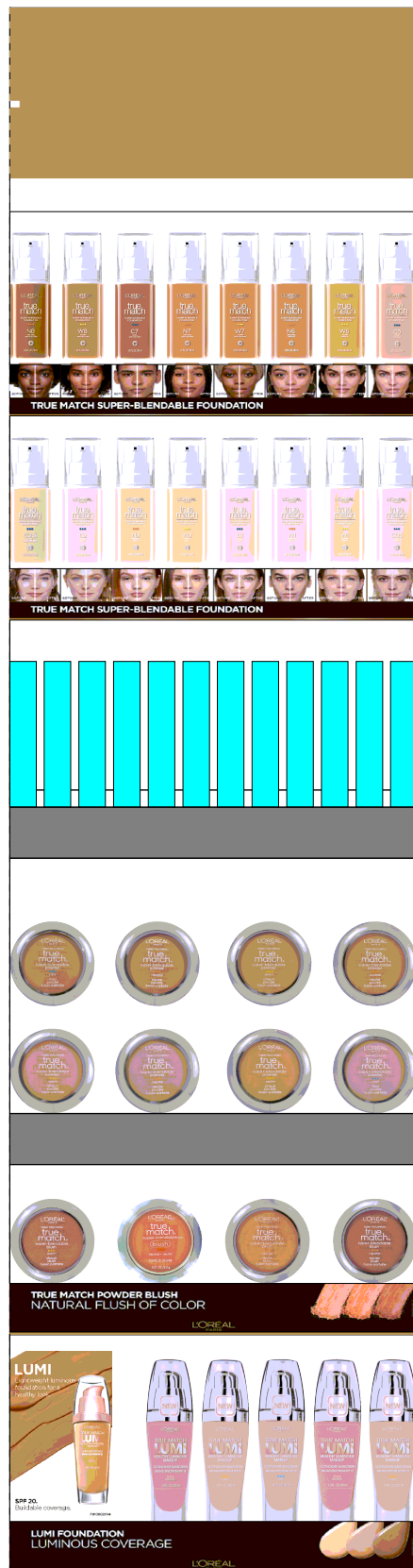
TRUE MATCH POWDER BLUSH
NATURAL FLUSH OF COLOR

L'ORÉAL



LUMI FOUNDATION
LUMINOUS COVERAGE

L'ORÉAL





LUMI HIGHLIGHTING LOTION
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NATURAL FLUSH OF COLOR





LUMI FOUNDATION
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COLOUR RICHE & INFALLIBLE 24HR EYE SHADOW MATTE & SHIMMER FINISHES



MAGIC BB CREAM PRIME, CORRECT & HYDRATE



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