

Keep As
Billboard.
Wakefen
Doesnt Want
a Hot Spot!





ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE MAKEUP DESIGNER WALL) - 20' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 1

POG Name: LOPWAK2070ECLMUD_IS24

ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE MAKEUP DESIGNER WALL) - 20' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024
LOPWAK2070ECLMUD.IS24

Column: 1 - Row: 1 Lower Notch: 35 Fixture Type: HEADER Fixture Description: 20FT LP HDR-LIT **
HEADER Fixture Re-Order Code: PM1000009394,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: 16 Fixture Type: SIGN Fixture Description: BILLBOARD VLMNS PANORAMA MSCR 20X24 UNLI...
SIGN Fixture Re-Order Code: PL3000000062 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000031116 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: 12 Fixture Type: SIGN Fixture Description: MSCR FINDER (PRODUCT ONLY) 1.2 4X12 **
SIGN Fixture Re-Order Code: DP000328 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000031819 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: 4 Lower Notch: 9 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
1	1	N/A	071249376331	Voluminous Lash Paradise Primer	Pink Tinted Primer	250	
2	1	N/A	071249343265	Voluminous Lash Paradise WSH	Blackest Black	200	
3	1	N/A	071249343258	Voluminous Lash Paradise WSH	Black	201	

Column: 1 - Row: 5 Lower Notch: 9 Fixture Type: HOOKBAR SPACE ... Fixture Description: VLMNS LSH PRDS 1W MSCR HKBR SPC SVR **
HOOKBAR SPACE SAVER Fixture Re-Order Code: PM1000031165 SS Graphic Re-Order Code: PM1000030997
Graphic Re-Order Code: SS Holder Re-Order Code: PM1000016559
Carrier Tray Graphic Re-Order Code: HOOKBAR SPACE SAVER Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 1 - Row: 6 Lower Notch: 1 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
4	1	N/A	071249104743	Telescopic Mascara	Blackest Black	910	
5	1	N/A	071249104743	Telescopic Mascara	Blackest Black	910	
6	1	N/A	071249104729	Telescopic Mascara	Black	905	

Column: 1 - Row: 7 Lower Notch: 22 Fixture Type: HOOKBAR SPACE ... Fixture Description: TLSCPC MSCR HKBR SPC SVR **
HOOKBAR SPACE SAVER Fixture Re-Order Code: PM1000031961 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000031962 SS Holder Re-Order Code: PM1000016559
Carrier Tray Graphic Re-Order Code: HOOKBAR SPACE SAVER Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

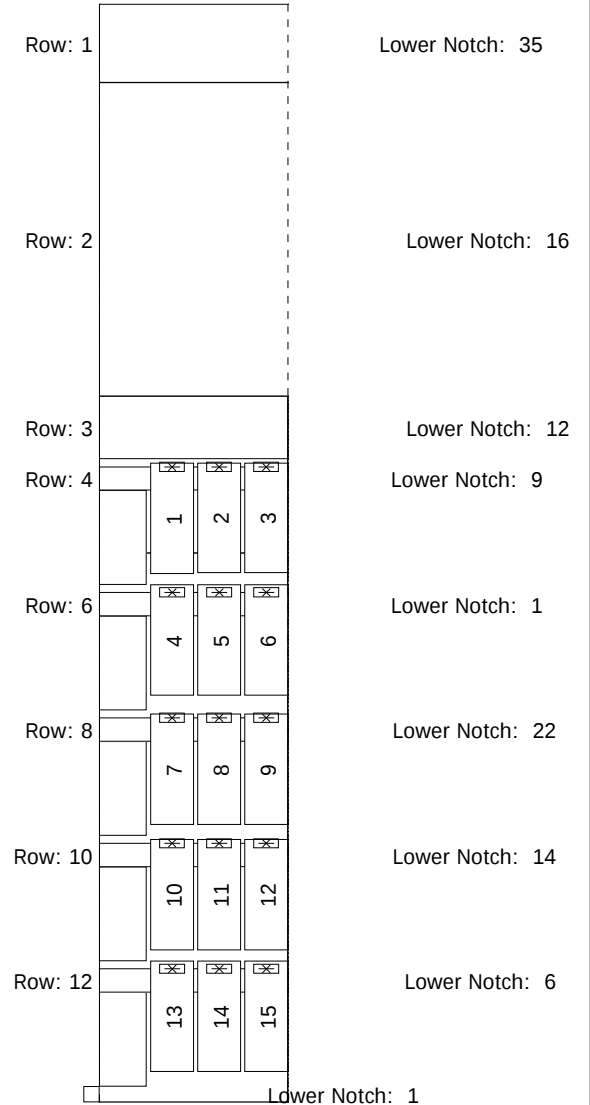
Column: 1 - Row: 8 Lower Notch: 14 Fixture Type: HOOK BARS Fixture Description: 4HK TLSCPC LIFT MSCR HKBR LIT (ALT) **
HOOK BARS Fixture Re-Order Code: PL3000000006 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000030487 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
7	1	N/A	071249672891	Telescopic Lift Mascara	Blackest Black WSH	990	
8	1	N/A	071249672891	Telescopic Lift Mascara	Blackest Black WSH	990	
9	1	N/A	071249672907	Telescopic Lift Mascara	Black WSH	991	

Column: 1 - Row: 9 Lower Notch: 6 Fixture Type: HOOKBAR SPACE ... Fixture Description: TLSCPC LIFT 1W MSCR HKBR SPC SVR **
HOOKBAR SPACE SAVER Fixture Re-Order Code: PM1000031163 SS Graphic Re-Order Code: PM1000030995
Graphic Re-Order Code: SS Holder Re-Order Code: PM1000016559
Carrier Tray Graphic Re-Order Code: HOOKBAR SPACE SAVER Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 1 - Row: 10 Lower Notch: 1 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: PM1000030463 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
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ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE MAKEUP DESIGNER WALL) - 20' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 1

POG Name: LOPWAK2070ECLMUD_IS24

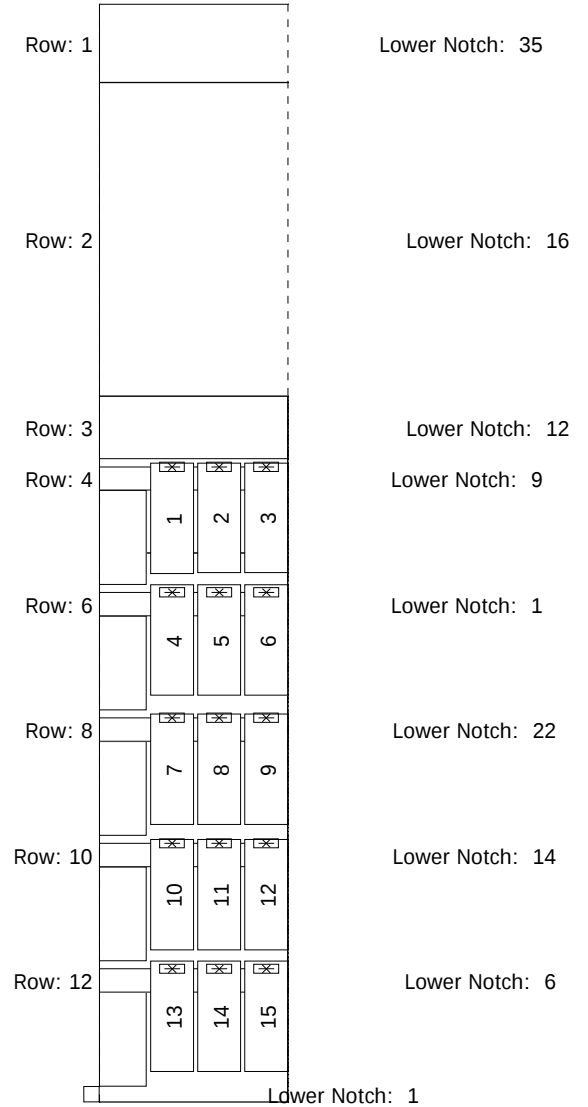
10	1	N/A	071249419892	Air Volume Mega Mascara	BLACKEST BLACK WSH	850	
11	1	N/A	071249419892	Air Volume Mega Mascara	BLACKEST BLACK WSH	850	
12	1	N/A	071249419908	Air Volume Mega Mascara	BLACK WSH	851	

Column: 1 - Fixture Type: HOOKBAR SPACE ... Fixture Description: AIR VLMN MEGA 1W MSCR HKBR SPC SVR **
HOOKBAR SPACE SAVER Fixture Re-Order Code: PM1000031164 SS Graphic Re-Order Code: PM1000030998
Graphic Re-Order Code: SS Holder Re-Order Code: PM1000016559
Carrier Tray Graphic Re-Order Code: HOOKBAR SPACE SAVER Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 1 - Row: 12 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
13	1	N/A	071249187739	Voluminous Million Lashes Mascara	Blackest Black	635	
14	1	N/A	071249187739	Voluminous Million Lashes Mascara	Blackest Black	635	
15	1	N/A	071249187722	Voluminous Million Lashes Mascara	Black	645	

Column: 1 - Fixture Type: HOOKBAR SPACE ... Fixture Description: VLMNS MIL LSHES 1W MSCR HKBR SPC SVR **
HOOKBAR SPACE SAVER Fixture Re-Order Code: PM1000031752 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000031759 SS Holder Re-Order Code: PM1000016559
Carrier Tray Graphic Re-Order Code: HOOKBAR SPACE SAVER Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:





ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE MAKEUP DESIGNER WALL) - 20' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 2

POG Name: LOPWAK2070ECLMUD_IS24

ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE MAKEUP DESIGNER WALL) - 20' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

LOPWAK2070ECLMUD.IS24

Column: 1 - Row: 1 Lower Notch: 35 Fixture Type: HEADER Fixture Description: 20FT LP HDR-LIT **
HEADER Fixture Re-Order Code: PM1000009394,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: 16 Fixture Type: SIGN Fixture Description: BILLBOARD VLMNS PANORAMA MSCR 20X24 UNLI...
SIGN Fixture Re-Order Code: PL3000000062 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000031116 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: 2 - Row: 2 Lower Notch: 12 Fixture Type: SIGN Fixture Description: MSCR FINDER (PRODUCT ONLY) 2.2 4X12 **
SIGN Fixture Re-Order Code: DP000328 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000031820 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: 2 - Row: 3 Lower Notch: 9 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
16	1	N/A	071249343272	Voluminous Lash Paradise WSH	Black Brown	202	
17	1	N/A	071249343326	Voluminous Lash Paradise WTP	Blackest Black	204	
18	1	N/A	071249343319	Voluminous Lash Paradise WTP	Black	203	
19	1	N/A	071249350652	Voluminous Lash Paradise WSH	Mystic Black	205	

Column: 2 - Row: 4 Lower Notch: 1 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
20	1	N/A	071249104729	Telescopic Mascara	Black	905	
21	1	N/A	071249104736	Telescopic Mascara	Black Brown	915	
22	1	N/A	071249390740	Telescopic Mascara	Black WTP	925	
23	1	N/A	071249137093	Telescopic Carbon Black Mascara	Carbon Black	935	

Column: 2 - Row: 5 Lower Notch: 22 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
24	1	N/A	071249672914	Telescopic Lift Mascara	Black Brown WSH	992	
25	1	N/A	071249672945	Telescopic Lift Mascara	Black WTP	993	
26	1	N/A	071249631386	Bambi Oversized Eye Mascara	Intense Black	408	
27	1	N/A	071249404324	Bambi Mascara WSH	Blackest Black	400	

Column: 2 - Row: 6 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: PM1000030463 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
28	1	N/A	071249419908	Air Volume Mega Mascara	BLACK WSH	851	
29	1	N/A	071249419922	Air Volume Mega Mascara	BLACKEST BLACK WTP	853	
30	1	N/A	071249419922	Air Volume Mega Mascara	BLACKEST BLACK WTP	853	
31	1	N/A	071249301494	Voluminous Superstar Mascara	Blackest Black (WSH)	621	

Column: 2 - Row: 7 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
32	1	N/A	071249187722	Voluminous Million Lashes Mascara	Black	645	
33	1	N/A	071249188125	Voluminous Million Lashes Mascara	Black Brown	655	
34	1	N/A	071249195499	Voluminous Million Lashes Waterproof Masc	Blackest Black	630	
35	1	N/A	071249195482	Voluminous Million Lashes Waterproof Masc	Black	670	

Row: 1

Lower Notch: 35

Row: 2

Lower Notch: 16

Row: 2

Lower Notch: 12

Row: 3

Lower Notch: 9

Row: 4

Lower Notch: 1

Row: 5

Lower Notch: 22

Row: 6

Lower Notch: 14

Row: 7

Lower Notch: 6



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE MAKEUP DESIGNER WALL) - 20' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 3

POG Name: LOPWAK2070ECLMUD_IS24

ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE MAKEUP DESIGNER WALL) - 20' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024
LOPWAK2070ECLMUD.IS24

Column: 1 - Row: 1 Lower Notch: 35 Fixture Type: HEADER Fixture Description: 20FT LP HDR-LIT **
HEADER Fixture Re-Order Code: PM1000009394,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: 30 Fixture Type: SIGN Fixture Description: MASCARA CANOPY 1.3 6X12 **
SIGN Fixture Re-Order Code: DP000332 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000031742 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: 3 - Row: 3 Lower Notch: 25 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
36	1	N/A	071249680988	Voluminous Panorama	Blackest Black	701	
37	1	N/A	071249680971	Voluminous Panorama	Black	700	
38	1	N/A	071249680995	Voluminous Panorama	Black Brown	702	

Column: 3 - Row: 4 Lower Notch: 17 Fixture Type: HOOKBAR SPACE ... Fixture Description: VLMNS PANORAMA MSCR HKBR SPC SVR **
HOOKBAR SPACE SAVER Fixture Re-Order Code: PM1000030628 SS Graphic Re-Order Code: PM1000030629
Graphic Re-Order Code: SS Holder Re-Order Code: PM1000016559
Carrier Tray Graphic Re-Order Code: HOOKBAR SPACE SAVER Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 3 - Row: 5 Lower Notch: 9 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
39	1	N/A	071249330265	Voluminous Primer	Primer	300	
40	1	N/A	071249330265	Voluminous Primer	Primer	300	
41	1	N/A	071249421536	Voluminous Mascara	DEEP VIOLET	970	

Column: 3 - Row: 6 Lower Notch: 1 Fixture Type: HOOKBAR SPACE ... Fixture Description: VLMNS MSCR PRIMER 1W MSCR HKBR SPC SVR **
HOOKBAR SPACE SAVER Fixture Re-Order Code: PM1000031753 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000031760 SS Holder Re-Order Code: PM1000016559
Carrier Tray Graphic Re-Order Code: HOOKBAR SPACE SAVER Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 3 - Row: 7 Lower Notch: 22 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
42	1	N/A	071249647738	Voluminous Noir Balm	Black	980	
43	1	N/A	071249650677	Voluminous Brown Balm	Brown	981	
44	1	N/A	071249059098	Voluminous Straight Brush	Blackest Black	310	

Column: 3 - Row: 8 Lower Notch: 14 Fixture Type: HOOKBAR SPACE ... Fixture Description: VLMNS BALM 1W MSCR HKBR SPC SVR **
HOOKBAR SPACE SAVER Fixture Re-Order Code: PM1000031166 SS Graphic Re-Order Code: PM1000030996
Graphic Re-Order Code: SS Holder Re-Order Code: PM1000016559
Carrier Tray Graphic Re-Order Code: HOOKBAR SPACE SAVER Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 3 - Row: 9 Lower Notch: 6 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
45	1	N/A	071249137093	Telescopic Carbon Black Mascara	Carbon Black	935	
46	1	N/A	071249006412	Voluminous Waterproof	Black	360	
47	1	N/A	071249006412	Voluminous Waterproof	Black	360	
48	1	N/A	071249006429	Voluminous Waterproof	Black Brown	365	

Row: 1				Lower Notch: 35
Row: 2				Lower Notch: 30
Row: 3				Lower Notch: 25
Row: 4		36	37	38
Row: 5				Lower Notch: 17
Row: 6		39	40	41
Row: 7				Lower Notch: 9
Row: 8		42	43	44
Row: 9		45	46	47
Row: 10		49	50	51
Row: 11		53	54	55
Row: 12		57	58	59
			60	Lower Notch: 6



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE MAKEUP DESIGNER WALL) - 20' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 3

POG Name: LOPWAK2070ECLMUD_IS24

Column: 3 - Row: 10 Lower Notch: 22 Fixture Type: HOOK BARS Fixture Description: 4HK BAMBI MSCR HKBR LIT (ALT) **
HOOK BARS Fixture Re-Order Code: PL3000000006 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000022905 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
49	1	N/A	071249404324	Bambi Mascara WSH	Blackest Black	400	
50	1	N/A	071249404355	Bambi Mascara WTP	Blackest Black	405	
51	1	N/A	071249404355	Bambi Mascara WTP	Blackest Black	405	
52	1	N/A	071249404362	Bambi Mascara WTP	Black	406	

Column: 3 - Row: 11 Lower Notch: 14 Fixture Type: HOOK BARS Fixture Description: 4HK VLMNS SPRSTR MCSRA 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
53	1	N/A	071249301494	Voluminous Superstar Mascara	Blackest Black (WSH)	621	
54	1	N/A	071249301517	Voluminous Superstar Mascara	Black Brown (WSH)	623	
55	1	N/A	071249301470	Voluminous Superstar Mascara	Superstar WTP : Blackest Black (WTP)	624	
56	1	N/A	071249301470	Voluminous Superstar Mascara	Superstar WTP : Blackest Black (WTP)	624	

Column: 3 - Row: 12 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
57	1	N/A	071249149768	Double Extend Beauty Tubes	Blackest Black	575	
58	1	N/A	071249149768	Double Extend Beauty Tubes	Blackest Black	575	
59	1	N/A	071249149744	Double Extend Beauty Tubes	Black	570	
60	1	N/A	071249149744	Double Extend Beauty Tubes	Black	570	

Row: 1				Lower Notch: 35
Row: 2				Lower Notch: 30
Row: 3				Lower Notch: 25
Row: 4		36	37	38
Row: 5				Lower Notch: 17
Row: 6		39	40	41
Row: 7				Lower Notch: 9
Row: 8		42	43	44
Row: 9		45	46	47
Row: 10		49	50	51
Row: 11		53	54	55
Row: 12		57	58	59



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE MAKEUP DESIGNER WALL) - 20' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 4

POG Name: LOPWAK2070ECLMUD_IS24

ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE MAKEUP DESIGNER WALL) - 20' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024
LOPWAK2070ECLMUD.IS24

Column: 1 - Row: 1 Lower Notch: 35 Fixture Type: HEADER Fixture Description: 20FT LP HDR-LIT **
HEADER Fixture Re-Order Code: PM1000009394,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: 30 Fixture Type: SIGN Fixture Description: MASCARA CANOPY 2.3 6X12 **
SIGN Fixture Re-Order Code: DP000332 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000031743 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: 4 - Row: 3 Lower Notch: 25 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
61	1	N/A	071249681008	Voluminous Panorama	Black WTP	703	
62	1	N/A	071249019344	Voluminous Curved Brush	Black	340	
63	1	N/A	071249019351	Voluminous Curved Brush	Black Brown	350	
64	1	N/A	071249101919	Voluminous Carbon Black	Carbon Black	335	

Column: 4 - 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
65	1	N/A	071249421536	Voluminous Mascara	DEEP VIOLET	970	
66	1	N/A	071249405062	Voluminous Mascara	deep green	960	
67	1	N/A	071249372029	Voluminous Straight Brush	Burgundy	950	
68	1	N/A	071249345931	Voluminous Original Blue Mascara	Cobalt Blue	900	

Column: 4 - Row: 5 Lower Notch: 9 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
69	1	N/A	071249059098	Voluminous Straight Brush	Blackest Black	310	
70	1	N/A	071249749012	Voluminous Straight Brush	Black	305	
71	1	N/A	071249749012	Voluminous Straight Brush	Black	305	
72	1	N/A	071249669020	Voluminous Straight Brush	Black Brown	315	

Column: 4 - Row: 6 Lower Notch: 1 Fixture Type: HOOK BARS Fixture Description: 3HK VLMNS MSCR HKBR LIT (ALT) **
HOOK BARS Fixture Re-Order Code: PL3000000077 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
73	1	N/A	071249148792	Voluminous Waterproof Carbon Black	Carbon Black	395	
74	1	N/A	071249148792	Voluminous Waterproof Carbon Black	Carbon Black	395	
75	1	N/A	071249345450	Voluminous Original Dual Pack	Dual Pack	600	

Column: 4 - Row: 7 Lower Notch: 22 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
76	1	N/A	071249256718	Voluminous Butterfly Washable Mascara	Blackest Black	868	
77	1	N/A	071249256701	Voluminous Butterfly Washable Mascara	Black	867	
78	1	N/A	071249256695	Voluminous Butterfly WTP	Blackest Black	871	
79	1	N/A	071249256688	Voluminous Butterfly WTP	Black	870	

Column: 4 - Row: 8 Lower Notch: 14 Fixture Type: HOOK BARS Fixture Description: 4HK VLMNS SPRSTR MCSRA 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
-------	---------	-----------	-----	-------------	-------	--------	-----------------

Row: 1

Lower Notch: 35

Row: 2

Lower Notch: 30

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 MAKEUP DESIGNER WALL) - 20' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 4

POG Name: LOPWAK2070ECLMUD_IS24

80	1	N/A	071249301487	Voluminous Superstar Mascara	Superstar WTP : Black (WTP)	625	
81	1	N/A	071249301487	Voluminous Superstar Mascara	Superstar WTP : Black (WTP)	625	
82	1	N/A	071249314104	Voluminous Superstar Red Carpet	Extra Black	626	
83	1	N/A	071249314104	Voluminous Superstar Red Carpet	Extra Black	626	

Column: 4 - Row: 9 Lower Notch: 6 Fixture Type: HOOK BARS Fixture Description: 6HK TLSOPC 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
84	1	N/A	071249289839	Infallible Superstar Liner	Black	202	
85	1	N/A	071249137086	Telescopic Carbon Black Liner	Carbon Black	835	
86	1	N/A	071249119990	Telescopic Eyeliner	Black	810	
87	1	N/A	071249161906	Telescopic Waterproof Eyeliner	Black	800	
88	1	N/A	071249117682	Pencil Perfect Carbon Black	Carbon Black	190	
89	1	N/A	071249082140	Pencil Perfect Eye Liner	Espresso	130	

Row: 1		Lower Notch: 35
Row: 2		Lower Notch: 30
Row: 3	61 62 63 64	Lower Notch: 25
Row: 4	65 66 67 68	Lower Notch: 17
Row: 5	69 70 71 72	Lower Notch: 9
Row: 6	73 74 75	Lower Notch: 1
Row: 7	76 77 78 79	Lower Notch: 22
Row: 8	80 81 82 83	Lower Notch: 14
Row: 9	84 85 86 87 88 89	Lower Notch: 6



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE MAKEUP DESIGNER WALL) - 20' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 5

POG Name: LOPWAK2070ECLMUD_IS24

ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE MAKEUP DESIGNER WALL) - 20' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024
LOPWAK2070ECLMUD.IS24

Column: 1 - Row: 1 Lower Notch: 35 Fixture Type: HEADER Fixture Description: 20FT LP HDR-LIT **
HEADER Fixture Re-Order Code: PM1000009394, 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: 5 - Row: 2 Lower Notch: 30 Fixture Type: SIGN Fixture Description: MASCARA CANOPY 3.3 6X12 **
SIGN Fixture Re-Order Code: DP000332 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000031744 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: 5 - Row: 3 Lower Notch: 25 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
90	1	N/A	071249663646	Infalible Grip Mechanical Gel Liner	Intense Black	200	
91	1	N/A	071249663622	Infalible Grip Mechanical Gel Liner	Taupe Grey	210	
92	1	N/A	071249663615	Infalible Grip Mechanical Gel Liner	Brown Denim	220	
93	1	N/A	071249663653	Infalible Grip Mechanical Gel Liner	Blue Jersey	230	
94	1	N/A	071249663639	Infalible Grip Mechanical Gel Liner	Turquoise	240	
95	1	N/A	071249663660	Infalible Grip Mechanical Gel Liner	Emerald Green	250	

Column: 5 - Row: 4 Lower Notch: 17 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
96	1	N/A	071249681503	Infalible Grip Mechanical	Polar White	260	
97	1	N/A	071249681510	Infalible Grip Mechanical	Bright Nude	270	
98	1	N/A	071249664094	INFALLIBLE GRIP 30H PRECISION FELT LINER	BLACK	600	
99	1	N/A	071249664100	INFALLIBLE GRIP 30H PRECISION FELT LINER	BROWN	605	
100	1	N/A	071249664117	INFALLIBLE GRIP 30H PRECISION FELT LINER	GREY	610	
101	1	N/A	071249664124	INFALLIBLE GRIP 30H PRECISION FELT LINER	BLUE	615	

Column: 5 - 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
102	1	N/A	071249385098	Infalible Pro-Last Liner	Burgundy	830	
103	1	N/A	071249385104	Infalible Pro-Last Liner	Bronze	840	
104	1	N/A	071249385937	Infalible Pro-Last Liner	Aubergine	850	
105	1	N/A	071249385944	Infalible Pro-Last Liner	Ivy	860	
106	1	N/A	071249357248	Infalible Pro-Last Liner	Black	930	
107	1	N/A	071249664131	INFALLIBLE GRIP 30H PRECISION FELT LINER	GREEN	620	

Column: 5 - Row: 6 Lower Notch: 1 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
108	1	N/A	071249357255	Infalible Pro-Last Liner	Brown	940	
109	1	N/A	071249357262	Infalible Pro-Last Liner	Grey	950	
110	1	N/A	071249385197	Infalible Pro-Last Liner	CHARCOAL SHIMMER	890	
111	1	N/A	071249357644	Infalible Pro-Last Liner	Cobalt Blue	960	
112	1	N/A	071249357651	Infalible Pro-Last Liner	Purple	970	
113	1	N/A	071249386033	Flash Cat Eye Liner	Black	220	

Column: 5 - Row: 7 Lower Notch: 22 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
114	1	N/A	071249152416	Infalible Eyeliner Carbon Black	Carbon Black	591	
115	1	N/A	071249145234	Infalible Long Wear Eyeliner	Black	511	

Row: 1							Lower Notch: 35
Row: 2							Lower Notch: 30
Row: 3	90	91	92	93	94	95	Lower Notch: 25
Row: 4	96	97	98	99	100	101	Lower Notch: 17
Row: 5	102	103	104	105	106	107	Lower Notch: 9
Row: 6	108	109	110	111	112	113	Lower Notch: 1
Row: 7	114	115	116	117	118	119	Lower Notch: 22
Row: 8	120	121	122	123	124	125	Lower Notch: 14
Row: 9	126	127	128	129	130		Lower Notch: 6



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE MAKEUP DESIGNER WALL) - 20' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 5

POG Name: LOPWAK2070ECLMUD_IS24

116	1	N/A	071249145241	Infalible Long Wear Eyeliner	Black Brown	581	
117	1	N/A	071249145258	Infalible Long Wear Eyeliner	Brown	531	
118	1	N/A	071249206041	Infalible Long Wear Eyeliner	Charcoal	521	
119	1	N/A	071249206034	Infalible Long Wear Eyeliner	Navy	541	

Column: 5 - Row: 8 Lower Notch: 14 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
120	1	N/A	071249238912	Infalible The Super Slim Liner	Black	400	
121	1	N/A	071249238912	Infalible The Super Slim Liner	Black	400	
122	1	N/A	071249350126	Infalible The Super Slim Liner	Brown	401	
123	1	N/A	071249350157	Infalible The Super Slim Liner	Grey	402	
124	1	N/A	071249306376	Infalible Eye: Matte Matic Liner	Black	512	
125	1	N/A	071249306383	Infalible Eye: Matte Matic Liner	Brown	513	

Column: 5 - Row: 9 Lower Notch: 6 Fixture Type: HOOK BARS Fixture Description: 5HK LIN INT BRUSH TIP HKBR LIT (ALT) **
HOOK BARS Fixture Re-Order Code: PL3000000007 SS Graphic Re-Order Code:
Graphic Re-Order Code: 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
126	1	N/A	071249152690	Lineur Intense Brush Tip	Carbon Black	790	
127	1	N/A	071249855010	Lineur Intense Brush Tip Liquid Eyeliner	Black	710	
128	1	N/A	071249117675	Lineur Intense Felt Tip Liquid Eyeliner Carbon Bl...	Carbon Black	690	
129	1	N/A	071249059128	Lineur Intense Felt Tip Liquid Eyeliner	Black Mica	610	
130	1	N/A	071249160114	Extra Intense Liquid Pencil Eyeliner	Black	798	

Row: 1								Lower Notch: 35
Row: 2								Lower Notch: 30
Row: 3	X	X	X	X	X	X	X	Lower Notch: 25
	90	91	92	93	94	95		
Row: 4	X	X	X	X	X	X	X	Lower Notch: 17
	96	97	98	99	100	101		
Row: 5	X	X	X	X	X	X	X	Lower Notch: 9
	102	103	104	105	106	107		
Row: 6	X	X	X	X	X	X	X	Lower Notch: 1
	108	109	110	111	112	113		
Row: 7	X	X	X	X	X	X	X	Lower Notch: 22
	114	115	116	117	118	119		
Row: 8	X	X	X	X	X	X	X	Lower Notch: 14
	120	121	122	123	124	125		
Row: 9	X	X	X	X	X	X	X	Lower Notch: 6
	126	127	128	129	130			



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE MAKEUP DESIGNER WALL) - 20' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 6

POG Name: LOPWAK2070ECLMUD_IS24

ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE MAKEUP DESIGNER WALL) - 20' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024
LOPWAK2070ECLMUD.IS24

Column: 1 - Row: 1 Lower Notch: 35 Fixture Type: HEADER Fixture Description: 20FT LP HDR-LIT **
HEADER Fixture Re-Order Code: PM1000009394,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: 30 Fixture Type: SIGN Fixture Description: LINER/BROW CANOPY 1.2 6X12 **
SIGN Fixture Re-Order Code: DP000332 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000031738 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: 25 Fixture Type: HOOK BARS Fixture Description: 5HK INF BROWS 24HR VLMZNG MSCR HKBR (ALT) ...
HOOK BARS Fixture Re-Order Code: PL3000000007 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
131	1	N/A	071249675823	Infalible Brows 24HR Volumizing Mascara	Light Blonde	8.0	
132	1	N/A	071249675830	Infalible Brows 24HR Volumizing Mascara	Blonde	7.0	
133	1	N/A	071249675847	Infalible Brows 24HR Volumizing Mascara	Auburn	6R	
134	1	N/A	071249675854	Infalible Brows 24HR Volumizing Mascara	Light Brunette	6.0	

Column: 6 - Row: 4 Lower Notch: 17 Fixture Type: HOOKBAR SPACE ... Fixture Description: INF BROWS 24HR VLMZNG MSCR 2W LNR HKBR SP...
HOOKBAR SPACE SAVER Fixture Re-Order Code: PM1000031750 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000031762 SS Holder Re-Order Code: PM1000011528
Carrier Tray Graphic Re-Order Code: HOOKBAR SPACE SAVER Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 6 - Row: 5 Lower Notch: 9 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
135	1	N/A	071249392294	Brow Stylist: Definer	Light Blonde	395	
136	1	N/A	071249314676	Brow Stylist: Definer	Blonde	388	
137	1	N/A	071249627686	Brow Stylist: Definer	TAUPE	386	
138	1	N/A	071249675861	Infalible Brows 24HR Volumizing Mascara	Brunette	5.0	
139	1	N/A	071249675878	Infalible Brows 24HR Volumizing Mascara	Dark Brunette	4.0	
140	1	N/A	071249675885	Infalible Brows 24HR Volumizing Mascara	Soft Black	3.0	

Column: 6 - Row: 6 Lower Notch: 1 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
141	1	N/A	071249350744	Brow Stylist: Definer	Dark Blonde	391	
142	1	N/A	071249627679	Brow Stylist: Definer	AUBURN	384	
143	1	N/A	071249350751	Brow Stylist: Definer	Light Brunette	392	
144	1	N/A	071249627693	Brow Stylist: Definer	ASH BROWN	387	
145	1	N/A	071249314883	Brow Stylist: Definer	Brunette	389	
146	1	N/A	071249314890	Brow Stylist: Definer	Dark Brunette	390	

Column: 6 - Row: 7 Lower Notch: 1 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
147	1	N/A	360052395604	Unbelieva-Brow Longwear Topcoat	Transparent	-	
148	1	N/A	071249376386	Unbelieva-Brow	Blonde	560	
149	1	N/A	071249650301	Unbelieva-Brow Longwear Brow Gel	Dark Blonde	563	
150	1	N/A	071249376393	Unbelieva-Brow	Light Brunette	565	
151	1	N/A	071249392317	Brow Stylist: Definer	Black	393	

Column: 6 - Row: 8 Lower Notch: 6 Fixture Type: HOOKBAR SPACE ... Fixture Description: UBB TOP COAT HKBR SPC SVR **
HOOKBAR SPACE SAVER Fixture Re-Order Code: PL3000000049 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:

Row: 1								Lower Notch: 35
Row: 2								Lower Notch: 30
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
Row: 10								
Row: 11								



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE MAKEUP DESIGNER WALL) - 20' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 6

POG Name: LOPWAK2070ECLMUD_IS24

Column: 6 - Row: 9 Lower Notch: 22 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
152	1	N/A	071249650288	Unbelievabrow Longwear Brow Gel	Soft Brunette	567	
153	1	N/A	071249376409	Unbelieva-Brow	Brunette	570	
154	1	N/A	071249650295	Unbelievabrow Longwear Brow Gel	Warm Brunette	573	
155	1	N/A	071249376416	Unbelieva-Brow	Dark Brunette	575	
156	1	N/A	071249385074	Unbelieva-Brow	Black	580	

Column: 6 - Row: 10 Lower Notch: 14 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
157	1	N/A	071249410448	Micro Ink Pen by Brow Stylist	Blonde	630	
158	1	N/A	071249410455	Micro Ink Pen by Brow Stylist	Dark Blonde	633	
159	1	N/A	071249410462	Micro Ink Pen by Brow Stylist	Light Brunette	636	
160	1	N/A	071249410479	Micro Ink Pen by Brow Stylist	Brunette	639	
161	1	N/A	071249410486	Micro Ink Pen by Brow Stylist	Dark Brunette	642	

Column: 6 - Row: 11 Lower Notch: 6 Fixture Type: HOOK BARS Fixture Description: 5HK BRW STYLST SHP & FILL 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
162	1	N/A	071249207000	Voluminous Smoldering Eyeliner	Black	645	
163	1	N/A	071249350270	Brow Stylist Shape & Fill	Blonde	400	
164	1	N/A	071249373071	Brow Stylist Shape & Fill	Dark Blonde	405	
165	1	N/A	071249373088	Brow Stylist Shape & Fill	Light Brunette	410	
166	1	N/A	071249350300	Brow Stylist Shape & Fill	Brunette	415	

Row: 1

Lower Notch: 35

Row: 2

Lower Notch: 30

Row: 3

Lower Notch: 25

Row: 4

Row: 5

Lower Notch: 17

Row: 6

Lower Notch: 9

Row: 7

Lower Notch: 1

Row: 8

Row: 9

Lower Notch: 22

Row: 10

Lower Notch: 14

Row: 11

Lower Notch: 6

POG Name: LOPWAK2070ECLMUD_IS24

ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE MAKEUP DESIGNER WALL) - 20' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024
LOPWAK2070ECLMUD.IS24

Column: 1 - Row: 1 Lower Notch: 35 Fixture Type: HEADER Fixture Description: 20FT LP HDR-LIT **
HEADER Fixture Re-Order Code: PM1000009394,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: 30 Fixture Type: SIGN Fixture Description: LINER/BROW CANOPY 2.26X12 **
SIGN Fixture Re-Order Code: DP000332 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000031739 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: 19 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: PM1000029907 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
167	1	N/A	071249371183	Colour Riche Paradise Enchanted Palette	enchanted	150	

Column: 7 - Row: 4 Lower Notch: 9 Fixture Type: TRAYS Fixture Description: BRLLNT EYES SHDW 1.1 TRY LIT **
TRAYS Fixture Re-Order Code: PL30000000427 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:

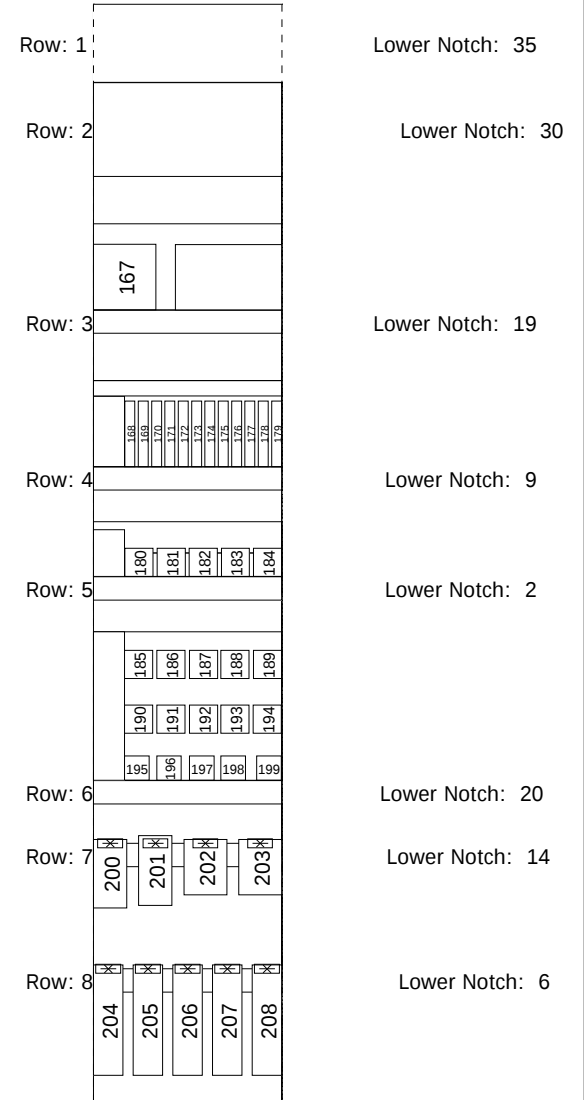
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
168	1	N/A	071249410639	Brilliant Eyes	String of Pearls	410	
169	1	N/A	071249410554	Brilliant Eyes	Diamond Drop	415	
170	1	N/A	071249410592	Brilliant Eyes	Rose gem	420	
171	1	N/A	071249410585	Brilliant Eyes	Amethyst Quartz	425	
172	1	N/A	071249410578	Brilliant Eyes	Blush Jewel	430	
173	1	N/A	071249410561	Brilliant Eyes	Crystal Shine	435	
174	1	N/A	071249410608	Brilliant Eyes	Amber Sparkle	440	
175	1	N/A	071249410653	Brilliant Eyes	Crown Gold	445	
176	1	N/A	071249410646	Brilliant Eyes	Precious Lava	450	
177	1	N/A	071249410615	Brilliant Eyes	Bronze Light	455	
178	1	N/A	071249410660	Brilliant Eyes	Radiant Ruby	460	
179	1	N/A	071249410622	Brilliant Eyes	Royal Onyx	465	

Column: 7 - Row: 5 Lower Notch: 2 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
180	1	N/A	071249350218	Colour Riche Monos	Matte Chill	300	
181	1	N/A	071249350225	Colour Riche Monos	Mix and Matte	302	
182	1	N/A	071249350232	Colour Riche Monos	Matte It Up	304	
183	1	N/A	071249350256	Colour Riche Monos	Acro-matte	306	
184	1	N/A	071249350263	Colour Riche Monos	Matte-ison Avenue	308	

Column: 7 - Row: 6 Lower Notch: 20 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
185	1	N/A	071249306918	Colour Riche Monos	Petite Perle	205	
186	1	N/A	071249306925	Colour Riche Monos	Paris Beach	200	
187	1	N/A	071249306970	Colour Riche Monos	Mademoiselle Pink	206	
188	1	N/A	071249306987	Colour Riche Monos	Little Beige Dress	201	
189	1	N/A	071249306949	Colour Riche Monos	Cafe Au Lait	203	
190	1	N/A	071249306994	Colour Riche Monos	Pain Au Chocolat	207	
191	1	N/A	071249307045	Colour Riche Monos	Argent	210	
192	1	N/A	071249307052	Colour Riche Monos	Grand Bleu	211	
193	1	N/A	071249306956	Colour Riche Monos	Quartz Fume	204	
194	1	N/A	071249306963	Colour Riche Monos	Noir Cest Noir	209	
195	1	N/A	071249199213	Infalible Shadow	Iced Latte	888	
196	1	N/A	071249199244	Infalible Shadow	Bronzed Taupe	890	
197	1	N/A	071249199312	Infalible Shadow	Eternal Sunshine	997	
198	1	N/A	071249199305	Infalible Shadow	Amber Rush	892	
199	1	N/A	071249214602	Infalible Shadow	Golden Emerald	335	





ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE MAKEUP DESIGNER WALL) - 20' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 7

POG Name: LOPWAK2070ECLMUD_IS24

Column: 7 - Row: 7 Lower Notch: 14 Fixture Type: HOOK BARS Fixture Description: 2HK EMR DOUBLE 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
200	1	N/A	071249078525	Eye Makeup Remover	Eye Makeup Remover	001	
201	1	N/A	071249152454	Clean Artiste Waterproof Makeup Remover	Clean Artiste Waterproof Makeup Remover	001	
202	1	N/A	071249373644	Infalible Dual Pencil Sharpener		00	
203	1	N/A	071249373644	Infalible Dual Pencil Sharpener		00	

Column: 7 - Row: 8 Lower Notch: 6 Fixture Type: HOOK BARS Fixture Description: 5HK BRW STYLST KBK BLNDR HKBR LIT (ALT) **

HOOK BARS Fixture Re-Order Code: PL3000000007

SS Graphic Re-Order Code:

Graphic Re-Order Code: PM1000031218

SS Holder Re-Order Code:

Carrier Tray Graphic Re-Order Code:

HOOK BARS Fixture Rolled-Up Code:

Shade Chart Re-Order Code:

UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
204	1	N/A	071249350300	Brow Stylist Shape & Fill	Brunette	415	
205	1	N/A	071249350317	Brow Stylist Shape & Fill	Dark Brunette	420	
206	1	N/A	071249339619	Brow Stylist Kabuki Blender	Blonde	312	
207	1	N/A	071249339626	Brow Stylist Kabuki Blender	Brunette	313	
208	1	N/A	071249339633	Brow Stylist Kabuki Blender	Dark Brunette	314	

Row: 1

Lower Notch: 35

Row: 2

Lower Notch: 30

Row: 3

Lower Notch: 19

Row: 4

Lower Notch: 9

Row: 5

Lower Notch: 2

Row: 6

Lower Notch: 20

Row: 7

Lower Notch: 14

Row: 8

Lower Notch: 6

ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE MAKEUP DESIGNER WALL) - 20' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024
LOPWAK2070ECLMUD.IS24

Column: 1 - Row: 1 Lower Notch: 35 Fixture Type: HEADER Fixture Description: 20FT LP HDR-LIT **
HEADER Fixture Re-Order Code: PM1000009394,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: 16 Fixture Type: SIGN Fixture Description: BILLBOARD CR LIP 20X24 UNLIT **
SIGN Fixture Re-Order Code: PL3000000062 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000032025 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: 10 Fixture Type: SIGN Fixture Description: CR LIP CANOPY 1.2 6X12 **
SIGN Fixture Re-Order Code: DP000332 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000031730 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: 4 Lower Notch: 1 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
209	1	N/A	071249682159	COLOUR RICHE INTENSE VOLUME MATTE	Le Nude Resilient	105	
210	1	N/A	071249682166	COLOUR RICHE INTENSE VOLUME MATTE	Le Nude Rebellious	108	
211	1	N/A	071249682210	COLOUR RICHE INTENSE VOLUME MATTE	Worth It	601	
212	1	N/A	071249682210	COLOUR RICHE INTENSE VOLUME MATTE	Worth It	601	
213	1	N/A	071249682128	COLOUR RICHE INTENSE VOLUME MATTE	Le Nude Defiant	129	
214	1	N/A	071249682142	COLOUR RICHE INTENSE VOLUME MATTE	Le Nude Unstoppable	131	
215	1	N/A	071249682104	COLOUR RICHE INTENSE VOLUME MATTE	Worth It Intense	570	
216	1	N/A	071249682104	COLOUR RICHE INTENSE VOLUME MATTE	Worth It Intense	570	
217	1	N/A	071249682135	COLOUR RICHE INTENSE VOLUME MATTE	Le Nude Assentive	137	
218	1	N/A	071249682197	COLOUR RICHE INTENSE VOLUME MATTE	Le Berry Brilliant	140	
219	1	N/A	071249682180	COLOUR RICHE INTENSE VOLUME MATTE	Le Coral Gracious	165	
220	1	N/A	071249682203	COLOUR RICHE INTENSE VOLUME MATTE	Le Rouge Paris	300	

Column: 8 - Row: 5 Lower Notch: 26 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
221	1	N/A	071249648964	Colour Riche Reds of Worth	Prosperous Red	185	
222	1	N/A	071249648971	Colour Riche Reds of Worth	Lovely Red	186	
223	1	N/A	071249648988	Colour Riche Reds of Worth	Successful Red	187	
224	1	N/A	071249648995	Colour Riche Reds of Worth	Respected Red	188	
225	1	N/A	071249649008	Colour Riche Reds of Worth	Ambitious Red	189	
226	1	N/A	071249649015	Colour Riche Reds of Worth	Hopeful Red	190	

Column: 8 - Row: 6 Lower Notch: 20 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: PM1000028453
Graphic Re-Order Code: SS Holder Re-Order Code: DP000344
Carrier Tray Graphic Re-Order Code: PM1000024180 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000025892 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
227	1	N/A	071249081136	Colour Riche Lip Liner	Timeless Coral	760	
228	1	N/A	071249081129	Colour Riche Lip Liner	Always Red	765	
229	1	N/A	071249415832	Colour Riche Original Satin Lipstick	MAISON MARAIS	125	
230	1	N/A	071249216392	Colour Riche Original Satin Lipstick	Ruby Flame	317	
231	1	N/A	071249415870	Colour Riche Original Satin Lipstick	ROUGE ST. GERMAIN	120	
232	1	N/A	071249045770	Colour Riche Original Satin Lipstick	British Red	350	
233	1	N/A	071249045787	Colour Riche Original Satin Lipstick	Volcanic	410	
234	1	N/A	071249415863	Colour Riche Original Satin Lipstick	RED PASSION	297	
235	1	N/A	071249083765	Colour Riche Original Satin Lipstick	True Red	315	

Column: 8 - Row: 7 Lower Notch: 14 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: PM1000028444
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
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Row: 1		Lower Notch: 35
Row: 2		Lower Notch: 16
Row: 3		Lower Notch: 10
Row: 4		Lower Notch: 1
Row: 5		Lower Notch: 26
Row: 6		Lower Notch: 20
Row: 7		Lower Notch: 14
Row: 8		Lower Notch: 8
Row: 9		Lower Notch: 1

236	1	N/A	071249046210	Colour Riche Lip Liner	Lasting Plum	772	
237	1	N/A	071249046234	Colour Riche Lip Liner	Truly Burgundy	773	
238	1	N/A	071249083376	Colour Riche Original Satin Lipstick	Sugar Plum	754	
239	1	N/A	071249045961	Colour Riche Original Satin Lipstick	Natures Blush	840	
240	1	N/A	071249045633	Colour Riche Original Satin Lipstick	Classic Wine	752	
241	1	N/A	071249216408	Colour Riche Original Satin Lipstick	Blazing Lava	303	
242	1	N/A	071249045640	Colour Riche Original Satin Lipstick	Spiced Cider	755	
243	1	N/A	071249216378	Colour Riche Original Satin Lipstick	Plum Explosion	766	
244	1	N/A	071249415887	Colour Riche Original Satin Lipstick	SIL VOUS PLAÎT	124	

Column: 8 - Row: 8 Lower Notch: 8 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
245	1	N/A	071249081112	Colour Riche Lip Liner	Beyond Pink	705	
246	1	N/A	071249047521	Colour Riche Lip Liner	All About Pink	708	
247	1	N/A	071249256213	Colour Riche Original Satin Lipstick	I Pink You're Cute	175	
248	1	N/A	071249256244	Colour Riche Original Satin Lipstick	Wisteria Rose	251	
249	1	N/A	071249256220	Colour Riche Original Satin Lipstick	Pink Flamingo	180	
250	1	N/A	071249256237	Colour Riche Original Satin Lipstick	Miss Magenta	185	
251	1	N/A	071249256275	Colour Riche Original Satin Lipstick	Fresh as a Rose	262	
252	1	N/A	071249256251	Colour Riche Original Satin Lipstick	Everbloom	254	
253	1	N/A	071249256268	Colour Riche Original Satin Lipstick	Raspberry Rush	260	

Column: 8 - Row: 9 Lower Notch: 1 Fixture Type: TRAYS Fixture Description: CR MATTE LIPLNR (8 SKUS) 1.1 TRY LIT **
 TRAYS Fixture Re-Order Code: PL3000000346 SS Graphic Re-Order Code: PM1000030615
 Graphic Re-Order Code: SS Holder Re-Order Code: PM1000017971
 Carrier Tray Graphic Re-Order Code: PM1000030618 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
254	1	N/A	071249350423	Colour Riche Matte Lip Liner	Matte in Manhattan	100	
255	1	N/A	071249350430	Colour Riche Matte Lip Liner	In-matte-uated With You	102	
256	1	N/A	071249350461	Colour Riche Matte Lip Liner	Best Mattes	108	
257	1	N/A	071249350478	Colour Riche Matte Lip Liner	Mattes It	110	
258	1	N/A	071249350454	Colour Riche Matte Lip Liner	Strike a Matte-ch	106	
259	1	N/A	071249350447	Colour Riche Matte Lip Liner	Curiosity Killed the Matte	104	
260	1	N/A	071249350485	Colour Riche Matte Lip Liner	Matte-stermind	112	
261	1	N/A	071249350492	Colour Riche Matte Lip Liner	Matte-ing Call	114	

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Row: 1		Lower Notch: 35
Row: 2		Lower Notch: 16
Row: 3		Lower Notch: 10
Row: 4		Lower Notch: 1
Row: 5		Lower Notch: 26
Row: 6		Lower Notch: 20
Row: 7		Lower Notch: 14
Row: 8		Lower Notch: 8
Row: 9		Lower Notch: 1



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE MAKEUP DESIGNER WALL) - 20' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 9

POG Name: LOPWAK2070ECLMUD_IS24

ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE MAKEUP DESIGNER WALL) - 20' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024
LOPWAK2070ECLMUD.IS24

Column: 1 - Row: 1 Lower Notch: 35 Fixture Type: HEADER Fixture Description: 20FT LP HDR-LIT **
HEADER Fixture Re-Order Code: PM1000009394,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: 16 Fixture Type: SIGN Fixture Description: BILLBOARD CR LIP 20X24 UNLIT **
SIGN Fixture Re-Order Code: PL3000000062 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000032025 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: 9 - Row: 2 Lower Notch: 10 Fixture Type: SIGN Fixture Description: CR LIP CANOPY 2.2 6X12 **
SIGN Fixture Re-Order Code: DP000332 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000031731 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: 9 - Row: 3 Lower Notch: 1 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
262	1	N/A	071249658550	COLOUR RICHE INTENSE VOLUME MATTE	LE ROSY CONFIDENT	103	
263	1	N/A	071249658567	COLOUR RICHE INTENSE VOLUME MATTE	LE NUDE ADMIRABLE	113	
264	1	N/A	071249658574	COLOUR RICHE INTENSE VOLUME MATTE	LE NUDE INDEPENDANT	123	
265	1	N/A	071249658581	COLOUR RICHE INTENSE VOLUME MATTE	LE WOOD NONCHALANT	133	
266	1	N/A	071249658598	COLOUR RICHE INTENSE VOLUME MATTE	LE MAUVE INDOMPTABLE	143	
267	1	N/A	071249658628	COLOUR RICHE INTENSE VOLUME MATTE	LE ROSEWOOD AMBITION	153	
268	1	N/A	071249658611	COLOUR RICHE INTENSE VOLUME MATTE	LE CORAL IRREVERENT	163	
269	1	N/A	071249658635	COLOUR RICHE INTENSE VOLUME MATTE	LE ROSE ACTIVIST	173	
270	1	N/A	071249658659	COLOUR RICHE INTENSE VOLUME MATTE	LE CARMIN COURAGE	183	
271	1	N/A	071249658666	COLOUR RICHE INTENSE VOLUME MATTE	LE ROUGE DETERMINATION	193	
272	1	N/A	071249658673	COLOUR RICHE INTENSE VOLUME MATTE	LE ROUGE AVANT-GARDE	203	
273	1	N/A	071249658697	COLOUR RICHE INTENSE VOLUME MATTE	LE PLUM DOMINANT	213	

Column: 9 - Row: 4 Lower Notch: 26 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
274	1	N/A	071249421864	Colour Riche Les Nus	NU EXCESSIF	178	
275	1	N/A	071249421796	Colour Riche Les Nus	NU DETERMINE	172	
276	1	N/A	071249421758	Colour Riche Les Nus	NU IMPERTINENT	173	
277	1	N/A	071249421840	Colour Riche Les Nus	NU INTENSE	181	
278	1	N/A	071249421789	Colour Riche Les Nus	NU CONFIDENT	171	
279	1	N/A	071249421819	Colour Riche Les Nus	NU IRREVERENT	176	
280	1	N/A	071249421765	Colour Riche Les Nus	NU AUTHENTIQUE	177	
281	1	N/A	071249421802	Colour Riche Les Nus	NU DECADENT	179	
282	1	N/A	071249421772	Colour Riche Les Nus	NU INSOUCIANT	174	
283	1	N/A	071249421857	Colour Riche Les Nus	NU EXTREME	182	
284	1	N/A	071249421826	Colour Riche Les Nus	NU EXUBERANT	183	
285	1	N/A	071249421833	Colour Riche Les Nus	NU ARTISTIQUE	184	

Column: 9 - Row: 5 Lower Notch: 20 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
286	1	N/A	071249046197	Colour Riche Lip Liner	Forever Rose	721	
287	1	N/A	071249046203	Colour Riche Lip Liner	Eternal Mauve	751	
288	1	N/A	071249083727	Colour Riche Original Satin Lipstick	Divine Wine	762	
289	1	N/A	071249074558	Colour Riche Original Satin Lipstick	Raisin Rapture	892	
290	1	N/A	071249216385	Colour Riche Original Satin Lipstick	Golden Grape	788	
291	1	N/A	071249074541	Colour Riche Original Satin Lipstick	Blushing Berry	590	
292	1	N/A	071249415740	Colour Riche Original Satin Lipstick	BERRY PARISIENNE	137	
293	1	N/A	071249415733	Colour Riche Original Satin Lipstick	PARIS.NY	127	
294	1	N/A	071249045824	Colour Riche Original Satin Lipstick	Saucy Mauve	560	

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Row: 1		Lower Notch: 35
Row: 2		Lower Notch: 16
Row: 2		Lower Notch: 10
Row: 3		Lower Notch: 1
Row: 4		Lower Notch: 26
Row: 5		Lower Notch: 20
Row: 6		Lower Notch: 14
Row: 7		Lower Notch: 8
Row: 8		Lower Notch: 1



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE MAKEUP DESIGNER WALL) - 20' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 9

POG Name: LOPWAK2070ECLMUD_IS24

Column: 9 - Row: 8 Lower Notch: 14 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: PM1000024185 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
295	1	N/A	071249081143	Colour Riche Lip Liner	Au Naturelle	780	
296	1	N/A	071249046272	Colour Riche Lip Liner	Toffee to Be	782	
297	1	N/A	071249256206	Colour Riche Original Satin Lipstick	Ballerina Shoes	135	
298	1	N/A	071249074527	Colour Riche Original Satin Lipstick	Peach Fuzz	417	
299	1	N/A	071249083321	Colour Riche Original Satin Lipstick	Tropical Coral	444	
300	1	N/A	071249045701	Colour Riche Original Satin Lipstick	Mauved	140	
301	1	N/A	071249083352	Colour Riche Original Satin Lipstick	Tickled Pink	165	
302	1	N/A	071249074534	Colour Riche Original Satin Lipstick	Peony Pink	580	
303	1	N/A	071249415757	Colour Riche Original Satin Lipstick	MONTMARTE	129	

Column: 9 - Row: 7 Lower Notch: 8 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
304	1	N/A	071249046265	Colour Riche Lip Liner	Nudes for Life	781	
305	1	N/A	071249046258	Colour Riche Lip Liner	More Chocolate	783	
306	1	N/A	071249045855	Colour Riche Original Satin Lipstick	Mica	620	
307	1	N/A	071249045923	Colour Riche Original Satin Lipstick	Silverstone	760	
308	1	N/A	071249083512	Colour Riche Original Satin Lipstick	Golden Splendor	805	
309	1	N/A	071249083406	Colour Riche Original Satin Lipstick	Caramel Latte	799	
310	1	N/A	071249083291	Colour Riche Original Satin Lipstick	Fairest Nude	800	
311	1	N/A	071249045930	Colour Riche Original Satin Lipstick	Sandstone	810	
312	1	N/A	071249415788	Colour Riche Original Satin Lipstick	ORGANZA	236	

Column: 9 - Row: 6 Lower Notch: 1 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: PM1000018093
Carrier Tray Graphic Re-Order Code: PM1000024185 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
313	1	N/A	071249045664	Colour Riche Original Satin Lipstick	Toasted Almond	843	
314	1	N/A	071249684184	Colour Riche Original Satin Lipstick	Worth It	601	
315	1	N/A	071249684191	Colour Riche Original Satin Lipstick	Worth It Intense	570	
316	1	N/A	071249045657	Colour Riche Original Satin Lipstick	Cinnamon Toast	839	
317	1	N/A	071249045992	Colour Riche Original Satin Lipstick	Brazil Nut	850	
318	1	N/A	071249083222	Colour Riche Original Satin Lipstick	Ginger Spice	815	
319	1	N/A	071249045954	Colour Riche Original Satin Lipstick	Bronze Coin	835	
320	1	N/A	071249045947	Colour Riche Original Satin Lipstick	Bronzine	825	
321	1	N/A	071249046012	Colour Riche Original Satin Lipstick	Sunwash	857	
322	1	N/A	071249046029	Colour Riche Original Satin Lipstick	Spice	860	

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Row: 1		Lower Notch: 35
Row: 2		Lower Notch: 16
Row: 2		Lower Notch: 10
Row: 3		Lower Notch: 1
Row: 4		Lower Notch: 26
Row: 5		Lower Notch: 20
Row: 6		Lower Notch: 14
Row: 7		Lower Notch: 8
Row: 8		Lower Notch: 1



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE MAKEUP DESIGNER WALL) - 20' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 10

POG Name: LOPWAK2070ECLMUD_IS24

ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE MAKEUP DESIGNER WALL) - 20' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024
LOPWAK2070ECLMUD.IS24

Column: 1 - Row: 1 Lower Notch: 35 Fixture Type: HEADER Fixture Description: 20FT LP HDR-LIT **
HEADER Fixture Re-Order Code: PM1000009394,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: 10 - Row: 2 Lower Notch: 30 Fixture Type: SIGN Fixture Description: GLOW FAMILY 1.2 6X12 **
SIGN Fixture Re-Order Code: DP000332 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000031733 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: 20 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: PM0000027817
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
323	1	N/A	071249674826	Infalible Le Matte Resistance	FAIRYTALE ENDING	100	
324	1	N/A	071249674833	Infalible Le Matte Resistance	BREAKFAST IN BED	105	
325	1	N/A	071249674840	Infalible Le Matte Resistance	SNOOZE YOUR ALARM	115	
326	1	N/A	071249674857	Infalible Le Matte Resistance	MAJOR CRUSH	120	
327	1	N/A	071249674864	Infalible Le Matte Resistance	LAZY SUNDAY	150	
328	1	N/A	071249674871	Infalible Le Matte Resistance	TROPICAL VACAY	210	

Column: 10 - Row: 4 Lower Notch: 13 Fixture Type: SIGN Fixture Description: INF LE MATTE RES LIP (PRODUCT ONLY) 1.1 6X12 **
SIGN Fixture Re-Order Code: DP000332 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000031069 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: 5 Lower Notch: 2 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
329	1	N/A	071249421994	Infalible Pro-Gloss Plump Lip	Mirror	600	
330	1	N/A	071249422007	Infalible Pro-Gloss Plump Lip	Rosy Flush	601	
331	1	N/A	071249422014	Infalible Pro-Gloss Plump Lip	Sheer Blossom	602	
332	1	N/A	071249422021	Infalible Pro-Gloss Plump Lip	Blush Glean	603	
333	1	N/A	071249422038	Infalible Pro-Gloss Plump Lip	Radiant Mauve	604	
334	1	N/A	071249422045	Infalible Pro-Gloss Plump Lip	Moonlit Rose	605	
335	1	N/A	071249422052	Infalible Pro-Gloss Plump Lip	Mauve Glow	606	
336	1	N/A	071249422069	Infalible Pro-Gloss Plump Lip	Sunlit Shimmer	607	
337	1	N/A	071249422076	Infalible Pro-Gloss Plump Lip	True Berry	608	
338	1	N/A	071249422083	Infalible Pro-Gloss Plump Lip	Lucid Glow	609	
339	1	N/A	071249422090	Infalible Pro-Gloss Plump Lip	Nude Twinkle	610	
340	1	N/A	071249422106	Infalible Pro-Gloss Plump Lip	Ruby Sheen	611	

Column: 10 - Row: 6 Lower Notch: 26 Fixture Type: SIGN Fixture Description: INF LIP FMLY (PRODUCT ONLY) 1.1 6X12 **
SIGN Fixture Re-Order Code: DP000332 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000031067 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: 7 Lower Notch: 17 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
341	1	N/A	071249628911	Infalible 8 Hour Pro Gloss	CRYSTAL GLASS	865	
342	1	N/A	071249628966	Infalible 8 Hour Pro Gloss	FROSTED	870	
343	1	N/A	071249135280	Infalible 8 Hour Pro Gloss	Petal	105	
344	1	N/A	071249628959	Infalible 8 Hour Pro Gloss	PINK OPAL	880	
345	1	N/A	071249135365	Infalible 8 Hour Pro Gloss	Blush	115	
346	1	N/A	071249628942	Infalible 8 Hour Pro Gloss	NIGHTFALL ROSE	890	
347	1	N/A	071249135372	Infalible 8 Hour Pro Gloss	Bloom	125	
348	1	N/A	071249135389	Infalible 8 Hour Pro Gloss	Posy	135	

Row: 1

Lower Notch: 35

Row: 2

Lower Notch: 30

Row: 3

Lower Notch: 20

Row: 4

Lower Notch: 13

Row: 5

Lower Notch: 2

Row: 6

Lower Notch: 26

Row: 7

Lower Notch: 17

Row: 8

Lower Notch: 8

Row: 9

Lower Notch: 2



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE MAKEUP DESIGNER WALL) - 20' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 10

POG Name: LOPWAK2070ECLMUD_IS24

Column: 10 - Row: 8 Lower Notch: 8 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
349	1	N/A	071249409947	Brilliant Signature	BE CHEERFUL	316	
350	1	N/A	071249409961	Brilliant Signature	BE BRILLIANT	311	
351	1	N/A	071249409978	Brilliant Signature	BE POWERFUL	312	
352	1	N/A	071249409992	Brilliant Signature	BE SUCCESSFUL	314	
353	1	N/A	071249409985	Brilliant Signature	BE REBELLIOUS	313	
354	1	N/A	071249409930	Brilliant Signature	BE COURAGEOUS	315	
355	1	N/A	071249409886	Brilliant Signature	BE DETERMINED	301	
356	1	N/A	071249409909	Brilliant Signature	BE INDEPENDENT	303	
357	1	N/A	071249409923	Brilliant Signature	BE CAPTIVATING	305	
358	1	N/A	071249409916	Brilliant Signature	BE UNCONTROLLABLE	300	
359	1	N/A	071249409893	Brilliant Signature	BE OUTSTANDING	302	
360	1	N/A	071249409954	Brilliant Signature	BE FIERY	317	

Column: 10 - Row: 9 Lower Notch: 2 Fixture Type: SIGN Fixture Description: LOREAL LOGO 6X12 **
SIGN Fixture Re-Order Code: DP000332 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000018220 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: SIGN Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Row: 1		Lower Notch: 35
Row: 2		Lower Notch: 30
Row: 3		Lower Notch: 20
Row: 4		Lower Notch: 13
Row: 5		Lower Notch: 2
Row: 6		Lower Notch: 26
Row: 7		Lower Notch: 17
Row: 8		Lower Notch: 8
Row: 9		Lower Notch: 2



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE MAKEUP DESIGNER WALL) - 20' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 11

POG Name: LOPWAK2070ECLMUD_IS24

ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE MAKEUP DESIGNER WALL) - 20' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024
LOPWAK2070ECLMUD.IS24

Column: 1 - Row: 1 Lower Notch: 35 Fixture Type: HEADER Fixture Description: 20FT LP HDR-LIT **
HEADER Fixture Re-Order Code: PM1000009394, 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: 30 Fixture Type: SIGN Fixture Description: GLOW FAMILY 2.2 6X12 **
SIGN Fixture Re-Order Code: DP000332 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000031734 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: 11 - Row: 3 Lower Notch: 20 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: PM0000027817
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
361	1	N/A	071249674888	Infalible Le Matte Resistance	SHOPPING SPREE	230	
362	1	N/A	071249674895	Infalible Le Matte Resistance	ROAD TRIPPING	240	
363	1	N/A	071249674901	Infalible Le Matte Resistance	FRENCH KISS	245	
364	1	N/A	071249674918	Infalible Le Matte Resistance	LE ROUGE PARIS	420	
365	1	N/A	071249674925	Infalible Le Matte Resistance	WINE NOT?	500	
366	1	N/A	071249674932	Infalible Le Matte Resistance	PAY DAY	560	

Column: 11 - Row: 4 Lower Notch: 12 Fixture Type: TRAYS Fixture Description: GLW PRDS BALM-IN-LIP 1.1 TRY LIT **
TRAYS Fixture Re-Order Code: DP000354 SS Graphic Re-Order Code: PM1000028365
Graphic Re-Order Code: SS Holder Re-Order Code: PM0000027819
Carrier Tray Graphic Re-Order Code: PM1000028369 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028362 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
367	1	N/A	071249651193	Glow Paradise Balm-in-Lipstick	Pastel Exaltation	110	
368	1	N/A	071249651216	Glow Paradise Balm-in-Lipstick	Blush Fantasy	120	
369	1	N/A	071249651230	Glow Paradise Balm-in-Lipstick	Nude Heaven	130	
370	1	N/A	071249651254	Glow Paradise Balm-in-Lipstick	Peach Charm	140	
371	1	N/A	071249651278	Glow Paradise Balm-in-Lipstick	Rose Mirage	150	
372	1	N/A	071249651285	Glow Paradise Balm-in-Lipstick	Cherry Wonderland	160	
373	1	N/A	071249651292	Glow Paradise Balm-in-Lipstick	Luminous Coral	170	
374	1	N/A	071249651308	Glow Paradise Balm-in-Lipstick	Beige Eden	180	
375	1	N/A	071249651315	Glow Paradise Balm-in-Lipstick	Ecstatic Mulberry	190	
376	1	N/A	071249651339	Glow Paradise Balm-in-Lipstick	Mulberry Bliss	200	

Column: 11 - Row: 5 Lower Notch: 2 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
377	1	N/A	071249650042	Glow Paradise Balm-in-Gloss	Porcelain Petal	10	
378	1	N/A	071249650066	Glow Paradise Balm-in-Gloss	Celestial Blossom	20	
379	1	N/A	071249650073	Glow Paradise Balm-in-Gloss	Pristine Pink	30	
380	1	N/A	071249650097	Glow Paradise Balm-in-Gloss	Blissful Blush	40	
381	1	N/A	071249650134	Glow Paradise Balm-in-Gloss	Feathery Fleur	50	
382	1	N/A	071249650141	Glow Paradise Balm-in-Gloss	Sophisticated Rose	60	
383	1	N/A	071249650158	Glow Paradise Balm-in-Gloss	Angellic Daydream	70	
384	1	N/A	071249650165	Glow Paradise Balm-in-Gloss	Sublime Magenta	80	
385	1	N/A	071249650172	Glow Paradise Balm-in-Gloss	Rosy Utopia	90	
386	1	N/A	071249650189	Glow Paradise Balm-in-Gloss	Mademoiselle Mauve	100	
387	1	N/A	071249650196	Glow Paradise Balm-in-Gloss	Fete des Fleurs	110	
388	1	N/A	071249650202	Glow Paradise Balm-in-Gloss	Rose Harmony	120	

Column: 11 - Row: 6 Lower Notch: 26 Fixture Type: SIGN Fixture Description: INF 8HR PRO-GLSS LIP (PRODUCT ONLY) 1.1 6X12 **
SIGN Fixture Re-Order Code: DP000332 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000030458 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: 11 - Row: 7 Lower Notch: 17 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:

Row: 1		Lower Notch: 35
Row: 2		Lower Notch: 30
Row: 3		Lower Notch: 20
Row: 4		Lower Notch: 12
Row: 5		Lower Notch: 2
Row: 6		Lower Notch: 26
Row: 7		Lower Notch: 17
Row: 8		Lower Notch: 8
Row: 9		Lower Notch: 2



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE MAKEUP DESIGNER WALL) - 20' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 11

POG Name: LOPWAK2070ECLMUD_IS24

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
389	1	N/A	071249135327	Infalible 8 Hour Pro Gloss	Suede	805	
390	1	N/A	071249628935	Infalible 8 Hour Pro Gloss	SHELL PINK	885	
391	1	N/A	071249135433	Infalible 8 Hour Pro Gloss	Coral Sands	405	
392	1	N/A	071249628928	Infalible 8 Hour Pro Gloss	NUDE PETAL	875	
393	1	N/A	071249135297	Infalible 8 Hour Pro Gloss	Sunset	415	
394	1	N/A	071249135334	Infalible 8 Hour Pro Gloss	Barely Nude	815	
395	1	N/A	071249135396	Infalible 8 Hour Pro Gloss	Modern Mauve	505	
396	1	N/A	071249135341	Infalible 8 Hour Pro Gloss	Dulce de Leche	825	
397	1	N/A	071249135358	Infalible 8 Hour Pro Gloss	Truffle	835	

Column: 11 - Row: 8 Lower Notch: 8 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: PM0000028556
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
398	1	N/A	071249135419	Infalible 8 Hour Pro Gloss	Sangria	705	
399	1	N/A	071249135402	Infalible 8 Hour Pro Gloss	Undeniable Mauve	515	
400	1	N/A	071249135426	Infalible 8 Hour Pro Gloss	Raisin	715	
401	1	N/A	071249216064	Infalible 8 Hour Pro Gloss	Pink Topaz	140	
402	1	N/A	071249216057	Infalible 8 Hour Pro Gloss	Red Fatale	320	
403	1	N/A	071249216033	Infalible 8 Hour Pro Gloss	Cherry Flash	340	
404	1	N/A	071249216040	Infalible 8 Hour Pro Gloss	Glistening Berry	240	
405	1	N/A	071249135303	Infalible 8 Hour Pro Gloss	Fiery	305	
406	1	N/A	071249135310	Infalible 8 Hour Pro Gloss	Rebel Red	315	

Column: 11 - Row: 9 Lower Notch: 2 Fixture Type: SIGN Fixture Description: LOREAL LOGO 6X12 **
SIGN Fixture Re-Order Code: DP000332 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000018220 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: SIGN Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Row: 1		Lower Notch: 35
Row: 2		Lower Notch: 30
Row: 3		Lower Notch: 20
Row: 4		Lower Notch: 12
Row: 5		Lower Notch: 2
Row: 6		Lower Notch: 26
Row: 7		Lower Notch: 17
Row: 8		Lower Notch: 8
Row: 9		Lower Notch: 2



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE MAKEUP DESIGNER WALL) - 20' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 12

POG Name: LOPWAK2070ECLMUD_IS24

ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE MAKEUP DESIGNER WALL) - 20' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024
LOPWAK2070ECLMUD.IS24

Column: 1 - Row: 1 Lower Notch: 35 Fixture Type: HEADER Fixture Description: 20FT LP HDR-LIT **
HEADER Fixture Re-Order Code: PM1000009394, 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: 16 Fixture Type: SIGN Fixture Description: BILLBOARD INF FAMILY 20X24 UNLIT **
SIGN Fixture Re-Order Code: PL3000000062 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000032024 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: 12 - Row: 3 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
407	1	N/A	071249179031	Visible Lift Serum Absolute	Classic Tan	157	
408	1	N/A	071249179024	Visible Lift Serum Absolute	Honey Beige	155	
409	1	N/A	071249178980	Visible Lift Serum Absolute	Sun Beige	154	
410	1	N/A	071249178911	Visible Lift Serum Absolute	Sand Beige	152	
411	1	N/A	071249178928	Visible Lift Serum Absolute	Natural Beige	151	
412	1	N/A	071249178942	Visible Lift Serum Absolute	Buff Beige	149	

Column: 12 - Row: 4 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
413	1	N/A	071249178997	Visible Lift Serum Absolute	Natural Buff	148	
414	1	N/A	071249178959	Visible Lift Serum Absolute	Creamy Natural	147	
415	1	N/A	071249178935	Visible Lift Serum Absolute	Nude Beige	146	
416	1	N/A	071249178966	Visible Lift Serum Absolute	Classic Ivory	145	
417	1	N/A	071249179000	Visible Lift Serum Absolute	Light Ivory	144	
418	1	N/A	071249178973	Visible Lift Serum Absolute	Soft Ivory	143	

Column: 12 - Row: 5 Lower Notch: 26 Fixture Type: SIGN Fixture Description: BEAUTY ADVISOR (PRODUCT ONLY) 6X12 **
SIGN Fixture Re-Order Code: DP0000332 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000030453 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: 12 - Row: 6 Lower Notch: 17 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
419	1	N/A	071249290033	Infalible Lip 2-Step	Timeless Rose	115	
420	1	N/A	071249290385	Infalible Lip 2-Step	Neverending Nutmeg	119	
421	1	N/A	071249290095	Infalible Lip 2-Step	Permanent Blush	117	
422	1	N/A	071249290088	Infalible Lip 2-Step	Flamboyant Flamingo	113	
423	1	N/A	071249290057	Infalible Lip 2-Step	Toujour Teaberry	109	
424	1	N/A	071249290064	Infalible Lip 2-Step	Passionate Petal	111	
425	1	N/A	071249290330	Infalible Lip 2-Step	Forever Candy	103	
426	1	N/A	071249290040	Infalible Lip 2-Step	Lilac Infinite	105	
427	1	N/A	071249290101	Infalible Lip 2-Step	Violet Parfait	107	
428	1	N/A	071249290408	Infalible Lip 2-Step	Mesmerizing Merlot	223	

Column: 12 - Row: 7 Lower Notch: 8 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
429	1	N/A	071249290453	Infalible Lip 2-Step	Raisin Revival	215	
430	1	N/A	071249290361	Infalible Lip 2-Step	Cherry Noir	217	
431	1	N/A	071249290347	Infalible Lip 2-Step	Continual Crimson	213	
432	1	N/A	071249290323	Infalible Lip 2-Step	Red	211	
433	1	N/A	071249290415	Infalible Lip 2-Step	Captivated by Cerise	209	

Row: 1

Lower Notch: 35

Row: 2

Lower Notch: 16

Row: 3

Lower Notch: 8

Row: 4

Lower Notch: 1

Row: 5

Lower Notch: 26

Row: 6

Lower Notch: 17

Row: 7

Lower Notch: 8

Row: 8

Lower Notch: 2



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE MAKEUP DESIGNER WALL) - 20' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 12

POG Name: LOPWAK2070ECLMUD_IS24

434	1	N/A	071249290354	Infalible Lip 2-Step	Perpetual Apricot	207	
435	1	N/A	071249290071	Infalible Lip 2-Step	Everlasting Caramel	201	
436	1	N/A	071249290392	Infalible Lip 2-Step	Heaven to Henna	205	
437	1	N/A	071249290460	Infalible Lip 2-Step	Always Almond	123	

Column: 12 - Row: 8 Lower Notch: 2 Fixture Type: SIGN Fixture Description: LOREAL LOGO 6X12 **
SIGN Fixture Re-Order Code: DP000332 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000018220 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: SIGN Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Row: 1		Lower Notch: 35
Row: 2		Lower Notch: 16
Row: 3	407 408 409 410 411 412	Lower Notch: 8
Row: 4	413 414 415 416 417 418	Lower Notch: 1
Row: 5		Lower Notch: 26
Row: 6	419 420 421 422 423 424 425 426 427 428	Lower Notch: 17
Row: 7	429 430 431 432 433 434 435 436 437	Lower Notch: 8
Row: 8		Lower Notch: 2



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE MAKEUP DESIGNER WALL) - 20' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 13

POG Name: LOPWAK2070ECLMUD_IS24

ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE MAKEUP DESIGNER WALL) - 20' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024
LOPWAK2070ECLMUD.IS24

Column: 1 - Row: 1 Lower Notch: 35 Fixture Type: HEADER Fixture Description: 20FT LP HDR-LIT **
HEADER Fixture Re-Order Code: PM1000009394,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: 16 Fixture Type: SIGN Fixture Description: BILLBOARD INF FAMILY 20X24 UNLIT **
SIGN Fixture Re-Order Code: PL3000000062 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000032024 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: 13 - Row: 2 Lower Notch: 5 Fixture Type: SIGN Fixture Description: INF PRO-MATTE FNDTN (PRODUCT ONLY) 11X12 **
SIGN Fixture Re-Order Code: DP000326 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000032924 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: 13 - Row: 3 Lower Notch: 26 Fixture Type: SIGN Fixture Description: BEAUTY ADVISOR (PRODUCT ONLY) 6X12 **
SIGN Fixture Re-Order Code: DP000332 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000030453 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: 13 - Row: 4 Lower Notch: 18 Fixture Type: SIGN Fixture Description: MGC BB CREAM (PRODUCT ONLY) 6X12 **
SIGN Fixture Re-Order Code: DP000332 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000031821 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: 13 - Row: 5 Lower Notch: 8 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: 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
438	1	N/A	071249283714	Magic BB Correctors	Magic BB Correctors : Anti-Redness	820	
439	1	N/A	071249283721	Magic BB Correctors	Magic BB Correctors : Anti-Fatigue	818	
440	1	N/A	071249211458	Magic BB Cream	Fair	810	
441	1	N/A	071249211465	Magic BB Cream	Light	812	
442	1	N/A	071249211472	Magic BB Cream	Medium	814	
443	1	N/A	071249211489	Magic BB Cream	Deep	816	

Column: 13 - Row: 6 Lower Notch: 2 Fixture Type: SIGN Fixture Description: LOREAL LOGO 6X12 **
SIGN Fixture Re-Order Code: DP000332 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000018220 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: SIGN Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Row: 1

Lower Notch: 35

Row: 2

Lower Notch: 16

Row: 2

Lower Notch: 5

Row: 3

Lower Notch: 26

Row: 4

Lower Notch: 18

Row: 5

Lower Notch: 8

Row: 6

Lower Notch: 2



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE MAKEUP DESIGNER WALL) - 20' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 14

POG Name: LOPWAK2070ECLMUD_IS24

ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE MAKEUP DESIGNER WALL) - 20' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024
LOPWAK2070ECLMUD.IS24

Column: 1 - Row: 1 Lower Notch: 35 Fixture Type: HEADER Fixture Description: 20FT LP HDR-LIT **
HEADER Fixture Re-Order Code: PM1000009394,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: 14 - Row: 2 Lower Notch: 30 Fixture Type: SIGN Fixture Description: INF FACE CANOPY 1.2 6X12 **
SIGN Fixture Re-Order Code: DP000332 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000031735 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: 14 - Row: 3 Lower Notch: 22 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
444	1	N/A	071249384718	Infalible 24 HR Fresh Wear Foundation	Ebony	545	
445	1	N/A	071249384701	Infalible 24 HR Fresh Wear Foundation	Mahogany	540	
446	1	N/A	071249384695	Infalible 24 HR Fresh Wear Foundation	Espresso	535	
447	1	N/A	071249384688	Infalible 24 HR Fresh Wear Foundation	Deep Amber	530	
448	1	N/A	071249384671	Infalible 24 HR Fresh Wear Foundation	Deep Golden	525	
449	1	N/A	071249384664	Infalible 24 HR Fresh Wear Foundation	Sienna	520	
450	1	N/A	071249382349	Infalible 24 HR Fresh Wear Foundation	Copper	515	
451	1	N/A	071249408070	Infalible 24 HR Fresh Wear Foundation	maple	511	

Column: 14 - Row: 4 Lower Notch: 14 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
452	1	N/A	071249382332	Infalible 24 HR Fresh Wear Foundation	Hazelnut	510	
453	1	N/A	071249382325	Infalible 24 HR Fresh Wear Foundation	Toffee	505	
454	1	N/A	071249382318	Infalible 24 HR Fresh Wear Foundation	Honey Bisque	500	
455	1	N/A	071249382301	Infalible 24 HR Fresh Wear Foundation	Amber	495	
456	1	N/A	071249382295	Infalible 24 HR Fresh Wear Foundation	Golden Amber	490	
457	1	N/A	071249408155	Infalible 24 HR Fresh Wear Foundation	Caramel	488	
458	1	N/A	071249408117	Infalible 24 HR Fresh Wear Foundation	warm almond	487	
459	1	N/A	071249408131	Infalible 24 HR Fresh Wear Foundation	Toasted Almond	486	

Column: 14 - Row: 5 Lower Notch: 6 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
460	1	N/A	071249382226	Infalible 24 HR Fresh Wear Foundation	Natural Buff	455	
461	1	N/A	071249382219	Infalible 24 HR Fresh Wear Foundation	Rose Beige	450	
462	1	N/A	071249382202	Infalible 24 HR Fresh Wear Foundation	Vanilla	445	
463	1	N/A	071249382196	Infalible 24 HR Fresh Wear Foundation	Natural Rose	440	
464	1	N/A	071249382189	Infalible 24 HR Fresh Wear Foundation	Rose Vanilla	435	
465	1	N/A	071249382172	Infalible 24 HR Fresh Wear Foundation	Ivory Buff	430	
466	1	N/A	071249382165	Infalible 24 HR Fresh Wear Foundation	Linen	425	
467	1	N/A	071249382158	Infalible 24 HR Fresh Wear Foundation	True Beige	420	

Column: 14 - Row: 6 Lower Notch: 30 Fixture Type: TRAYS Fixture Description: INF FW CNCLR (FULL MIX) RF 1.2 TRY LIT **
TRAYS Fixture Re-Order Code: PM0000038848 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM1000023793 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028177 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
468	1	N/A	071249384787	Infalible Full Wear Concealer	Espresso	445	
469	1	N/A	071249384770	Infalible Full Wear Concealer	Truffle	440	
470	1	N/A	071249384763	Infalible Full Wear Concealer	Coffee	435	
471	1	N/A	071249384732	Infalible Full Wear Concealer	Cocoa	420	
472	1	N/A	071249384725	Infalible Full Wear Concealer	Honey	415	
473	1	N/A	071249382561	Infalible Full Wear Concealer	Almond	410	
474	1	N/A	071249382554	Infalible Full Wear Concealer	Toffee	405	
475	1	N/A	071249382547	Infalible Full Wear Concealer	Caramel	400	
476	1	N/A	071249382530	Infalible Full Wear Concealer	Walnut	395	

Row: 1

Lower Notch: 35

Row: 2

Lower Notch: 30

Row: 3

Lower Notch: 22

Row: 4

Lower Notch: 14

Row: 5

Lower Notch: 6

Row: 6

Lower Notch: 30

Row: 7

Lower Notch: 26

Row: 8

Lower Notch: 17

Row: 9

Lower Notch: 9

Row: 10

Lower Notch: 1



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE MAKEUP DESIGNER WALL) - 20' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 14

POG Name: LOPWAK2070ECLMUD_IS24

477	1	N/A	071249382516	Infalible Full Wear Concealer	Amber	385	
478	1	N/A	071249382509	Infalible Full Wear Concealer	Pecan	380	

Column: 14 - Row: 7 Lower Notch: 26 Fixture Type: SIGN Fixture Description: INF PRO-MATTE FNDTN (PRODUCT ONLY) 1.2 4X12 **
SIGN Fixture Re-Order Code: DP000328 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000031076 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: 14 - Row: 8 Lower Notch: 17 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
479	1	N/A	071249367674	Infalible Pro-Matte Foundation	Rich Chocolate	114	
480	1	N/A	071249367667	Infalible Pro-Matte Foundation	Brown Suede	113	
481	1	N/A	071249293119	Infalible Pro-Matte Foundation	Cocoa	112	
482	1	N/A	071249412190	Infalible Pro-Matte Foundation	Nutmeg	111 5	
483	1	N/A	071249293102	Infalible Pro-Matte Foundation	Soft Sable	111	
484	1	N/A	071249293096	Infalible Pro-Matte Foundation	Creme Cafe	110	

Column: 14 - Row: 9 Lower Notch: 9 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
485	1	N/A	071249361627	Infalible Pro-Matte Foundation	Ivory Beige	107 5	
486	1	N/A	071249293065	Infalible Pro-Matte Foundation	Fresh Beige	107	
487	1	N/A	071249293058	Infalible Pro-Matte Foundation	Sun Beige	106	
488	1	N/A	071249412145	Infalible Pro-Matte Foundation	Light Beige	105 5	
489	1	N/A	071249293041	Infalible Pro-Matte Foundation	Natural Beige	105	
490	1	N/A	071249361603	Infalible Pro-Matte Foundation	Nude Buff	104 5	

Column: 14 - 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
491	1	N/A	071249330548	Infalible Pro-Glow	Cocoa	212	
492	1	N/A	071249330531	Infalible Pro-Glow	Creme Cafe	211	
493	1	N/A	071249330517	Infalible Pro-Glow	Classic Tan	210	
494	1	N/A	071249330524	Infalible Pro-Glow	Caramel Beige	209	
495	1	N/A	071249330500	Infalible Pro-Glow	Sun Beige	208	
496	1	N/A	071249330494	Infalible Pro-Glow	Sand Beige	207	

Row: 1

Lower Notch: 35

Row: 2

Lower Notch: 30

Row: 3

Lower Notch: 22

Row: 4

Lower Notch: 14

Row: 5

Lower Notch: 6

Row: 6

Lower Notch: 30

Row: 7

Lower Notch: 26

Row: 8

Lower Notch: 17

Row: 9

Lower Notch: 9

Row: 10

Lower Notch: 1



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE MAKEUP DESIGNER WALL) - 20' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 15

POG Name: LOPWAK2070ECLMUD_IS24

ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE MAKEUP DESIGNER WALL) - 20' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

LOPWAK2070ECLMUD.IS24

Column: 1 - Row: 1 Lower Notch: 35 Fixture Type: HEADER Fixture Description: 20FT LP HDR-LIT **
HEADER Fixture Re-Order Code: PM1000009394,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: 15 - Row: 2 Lower Notch: 30 Fixture Type: SIGN Fixture Description: INF FACE CANOPY 2.2 6X12 **
SIGN Fixture Re-Order Code: DP000332 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000031736 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: 15 - Row: 3 Lower Notch: 22 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
497	1	N/A	071249674666	Infalible Up To 24H Fresh Wear Blush	Fearless Coral	05	
498	1	N/A	071249674673	Infalible Up To 24H Fresh Wear Blush	Confident Pink	10	
499	1	N/A	071249674680	Infalible Up To 24H Fresh Wear Blush	Legendary Berry	15	
500	1	N/A	071249674697	Infalible Up To 24H Fresh Wear Blush	Daring Rosewood	20	

Column: 15 - Row: 4 Lower Notch: 14 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
501	1	N/A	071249382288	Infalible 24 HR Fresh Wear Foundation	Golden Sun	485	
502	1	N/A	071249408124	Infalible 24 HR Fresh Wear Foundation	radiant sun	482	
503	1	N/A	071249408100	Infalible 24 HR Fresh Wear Foundation	cool sand	481	
504	1	N/A	071249382271	Infalible 24 HR Fresh Wear Foundation	Radiant Sand	480	
505	1	N/A	071249382264	Infalible 24 HR Fresh Wear Foundation	Sun Beige	475	
506	1	N/A	071249382257	Infalible 24 HR Fresh Wear Foundation	Radiant Honey	470	
507	1	N/A	071249382240	Infalible 24 HR Fresh Wear Foundation	Sand	465	
508	1	N/A	071249382233	Infalible 24 HR Fresh Wear Foundation	Golden Beige	460	

Column: 15 - Row: 5 Lower Notch: 6 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
509	1	N/A	071249382141	Infalible 24 HR Fresh Wear Foundation	Rose Ivory	415	
510	1	N/A	071249408063	Infalible 24 HR Fresh Wear Foundation	warm ivory	412	
511	1	N/A	071249408087	Infalible 24 HR Fresh Wear Foundation	beige ivory	411	
512	1	N/A	071249382134	Infalible 24 HR Fresh Wear Foundation	Ivory	410	
513	1	N/A	071249382127	Infalible 24 HR Fresh Wear Foundation	Porcelain	405	
514	1	N/A	071249382110	Infalible 24 HR Fresh Wear Foundation	Pearl	400	
515	1	N/A	071249408094	Infalible 24 HR Fresh Wear Foundation	rose pearl	395	
516	1	N/A	071249408148	Infalible 24 HR Fresh Wear Foundation	snow	390	

Column: 15 - Row: 6 Lower Notch: 30 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
517	1	N/A	071249382493	Infalible Full Wear Concealer	Latte	375	
518	1	N/A	071249382486	Infalible Full Wear Concealer	Biscuit	370	
519	1	N/A	071249382479	Infalible Full Wear Concealer	Cashew	365	
520	1	N/A	071249382462	Infalible Full Wear Concealer	Cashmere	360	
521	1	N/A	071249382455	Infalible Full Wear Concealer	Vanilla	355	
522	1	N/A	071249382448	Infalible Full Wear Concealer	Bisque	350	
523	1	N/A	071249382431	Infalible Full Wear Concealer	Oatmeal	345	
524	1	N/A	071249382424	Infalible Full Wear Concealer	Fawn	340	
525	1	N/A	071249382417	Infalible Full Wear Concealer	Ivory	330	
526	1	N/A	071249382400	Infalible Full Wear Concealer	Eggshell	325	
527	1	N/A	071249382394	Infalible Full Wear Concealer	Porcelain	320	

Row: 1

Lower Notch: 35

Row: 2

Lower Notch: 30

Row: 3

Lower Notch: 22

Row: 4

Lower Notch: 14

Row: 5

Lower Notch: 6

Row: 6

Lower Notch: 30

Row: 7

Lower Notch: 26

Row: 8

Lower Notch: 17

Row: 9

Lower Notch: 9

Row: 10

Lower Notch: 1



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE MAKEUP DESIGNER WALL) - 20' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 15

POG Name: LOPWAK2070ECLMUD_IS24

Column: 15 - Row: 7 Lower Notch: 26 Fixture Type: SIGN Fixture Description: INF PRO-MATTE FNDTN (PRODUCT ONLY) 2.2 4X12 **
SIGN Fixture Re-Order Code: DP000328 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000031077 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: 15 - Row: 8 Lower Notch: 17 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: PM1000028175 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
528	1	N/A	071249412176	Infalible Pro-Matte Foundation	Hazelnut	109 5	
529	1	N/A	071249293089	Infalible Pro-Matte Foundation	Classic Tan	109	
530	1	N/A	071249367650	Infalible Pro-Matte Foundation	Honey Bisque	108 5	
531	1	N/A	071249412169	Infalible Pro-Matte Foundation	Golden Sun	108 4	
532	1	N/A	071249412152	Infalible Pro-Matte Foundation	Sand	108 2	
533	1	N/A	071249293072	Infalible Pro-Matte Foundation	Caramel Beige	108	

Column: 15 - Row: 9 Lower Notch: 9 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
534	1	N/A	071249293034	Infalible Pro-Matte Foundation	Golden Beige	104	
535	1	N/A	071249293027	Infalible Pro-Matte Foundation	Natural Buff	103	
536	1	N/A	071249412138	Infalible Pro-Matte Foundation	NATURAL ROSE	102 5	
537	1	N/A	071249293003	Infalible Pro-Matte Foundation	Shell Beige	102	
538	1	N/A	071249361597	Infalible Pro-Matte Foundation	Ivory Buff	101 5	
539	1	N/A	071249292990	Infalible Pro-Matte Foundation	Classic Ivory	101	

Column: 15 - Row: 10 Lower Notch: 1 Fixture Type: TRAYS Fixture Description: INF PRO-GLW FNDTN RF 2.2 TRY LIT**
TRAYS Fixture Re-Order Code: PM1000013137 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM1000021555 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM1000028191 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
540	1	N/A	071249330487	Infalible Pro-Glow	Buff Beige	206	
541	1	N/A	071249330463	Infalible Pro-Glow	Natural Beige	205	
542	1	N/A	071249330456	Infalible Pro-Glow	Natural Buff	204	
543	1	N/A	071249330470	Infalible Pro-Glow	Nude Beige	203	
544	1	N/A	071249330432	Infalible Pro-Glow	Creamy Natural	202	
545	1	N/A	071249330449	Infalible Pro-Glow	Classic Ivory	201	

Row: 1

Lower Notch: 35

Row: 2

Lower Notch: 30

Row: 3

Lower Notch: 22

Row: 4

Lower Notch: 14

Row: 5

Lower Notch: 6

Row: 6

Lower Notch: 30

Row: 7

Lower Notch: 26

Row: 8

Lower Notch: 17

Row: 9

Lower Notch: 9

Row: 10

Lower Notch: 1



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE MAKEUP DESIGNER WALL) - 20' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 16

POG Name: LOPWAK2070ECLMUD_IS24

ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE MAKEUP DESIGNER WALL) - 20' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024
LOPWAK2070ECLMUD.IS24

Column: 1 - Row: 1 Lower Notch: 35 Fixture Type: HEADER Fixture Description: 20FT LP HDR-LIT **
HEADER Fixture Re-Order Code: PM1000009394,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: 16 - Row: 2 Lower Notch: 30 Fixture Type: SIGN Fixture Description: TM FAMILY CANOPY 1.3 6X12 **
SIGN Fixture Re-Order Code: DP000332 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000031745 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: 16 - Row: 3 Lower Notch: 23 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
546	1	N/A	071249664223	INFALLIBLE UP TO 24HR SOFT MATTE BRNZR... DEEP DARK		550	
547	1	N/A	071249664216	INFALLIBLE UP TO 24HR SOFT MATTE BRNZR... DARK		500	
548	1	N/A	071249664209	INFALLIBLE UP TO 24HR SOFT MATTE BRNZR... DEEP TAN		450	
549	1	N/A	071249664193	INFALLIBLE UP TO 24HR SOFT MATTE BRNZR... TAN		400	

Column: 16 - Row: 4 Lower Notch: 17 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
550	1	N/A	071249664186	INFALLIBLE UP TO 24HR SOFT MATTE BRNZR... MEDIUM		350	
551	1	N/A	071249664179	INFALLIBLE UP TO 24HR SOFT MATTE BRNZR... LIGHT MEDIUM		300	
552	1	N/A	071249664162	INFALLIBLE UP TO 24HR SOFT MATTE BRNZR... LIGHT		250	
553	1	N/A	071249664155	INFALLIBLE UP TO 24HR SOFT MATTE BRNZR... FAIR		200	

Column: 16 - Row: 5 Lower Notch: 10 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
554	1	N/A	071249651360	Infalible Up To 24HR Fresh Wear Foundation in ... Ebony		390	
555	1	N/A	071249627884	Infalible Up To 24HR Fresh Wear Foundation in ... Deep Amber		375	
556	1	N/A	071249651353	Infalible Up To 24HR Fresh Wear Foundation in ... Mocha		370	
557	1	N/A	071249627877	Infalible Up To 24HR Fresh Wear Foundation in ... COPPER		365	

Column: 16 - Row: 6 Lower Notch: 4 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
558	1	N/A	071249627860	Infalible Up To 24HR Fresh Wear Foundation in ... Sienna		355	
559	1	N/A	071249627853	Infalible Up To 24HR Fresh Wear Foundation in ... HAZELNUT		330	
560	1	N/A	071249651346	Infalible Up To 24HR Fresh Wear Foundation in ... Amber		300	
561	1	N/A	071249627846	Infalible Up To 24HR Fresh Wear Foundation in ... Golden Sun		260	

Column: 16 - Row: 7 Lower Notch: 28 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
562	1	N/A	071249627839	Infalible Up To 24HR Fresh Wear Foundation in ... RADIANT SAND		250	
563	1	N/A	071249627822	Infalible Up To 24HR Fresh Wear Foundation in ... RADIANT HONEY		245	
564	1	N/A	071249627815	Infalible Up To 24HR Fresh Wear Foundation in ... SAND		220	
565	1	N/A	071249651322	Infalible Up To 24HR Fresh Wear Foundation in ... Beige Sand		190	

Column: 16 - Row: 8 Lower Notch: 21 Fixture Type: TRAYS Fixture Description: INF UP TO 24HR FW FNDTN/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:

Row: 1

Lower Notch: 35

Row: 2

Lower Notch: 30

Row: 3

Lower Notch: 23

Row: 4

Lower Notch: 17

Row: 5

Lower Notch: 10

Row: 6

Lower Notch: 4

Row: 7

Lower Notch: 28

Row: 8

Lower Notch: 21

Row: 9

Lower Notch: 14

Row: 10

Lower Notch: 2



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE MAKEUP DESIGNER WALL) - 20' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 16

POG Name: LOPWAK2070ECLMUD_IS24

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
566	1	N/A	071249627778	Infalible Up To 24HR Fresh Wear Foundation in ... LINEN		180	
567	1	N/A	071249627808	Infalible Up To 24HR Fresh Wear Foundation in ... GOLDEN BEIGE		140	
568	1	N/A	071249627761	Infalible Up To 24HR Fresh Wear Foundation in ... TRUE BEIGE		130	
569	1	N/A	071249627785	Infalible Up To 24HR Fresh Wear Foundation in ... IVORY BUFF		125	

Column: 16 - Row: 9 Lower Notch: 14 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: PM1000028188 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
570	1	N/A	071249627792	Infalible Up To 24HR Fresh Wear Foundation in ... VANILLA		120	
571	1	N/A	071249627754	Infalible Up To 24HR Fresh Wear Foundation in ... Ivory		20	
572	1	N/A	071249627747	Infalible Up To 24HR Fresh Wear Foundation in ... PORCELAIN		10	
573	1	N/A	071249627730	Infalible Up To 24HR Fresh Wear Foundation in ... PEARL		5	

Column: 16 - Row: 10 Lower Notch: 2 Fixture Type: SIGN Fixture Description: TM EDU 1,3 11X12 **
SIGN Fixture Re-Order Code: DP000326 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000031826 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: SIGN Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Row: 1		Lower Notch: 35
Row: 2		Lower Notch: 30
Row: 3	546 547 548 549	Lower Notch: 23
Row: 4	550 551 552 553	Lower Notch: 17
Row: 5	554 555 556 557	Lower Notch: 10
Row: 6	558 559 560 561	Lower Notch: 4
Row: 7	562 563 564 565	Lower Notch: 28
Row: 8	566 567 568 569	Lower Notch: 21
Row: 9	570 571 572 573	Lower Notch: 14
Row: 10		Lower Notch: 2



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE MAKEUP DESIGNER WALL) - 20' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 17

POG Name: LOPWAK2070ECLMUD_IS24

ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE MAKEUP DESIGNER WALL) - 20' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024
LOPWAK2070ECLMUD.IS24

Column: 1 - Row: 1 Lower Notch: 35 Fixture Type: HEADER Fixture Description: 20FT LP HDR-LIT **
HEADER Fixture Re-Order Code: PM1000009394,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: 17 - Row: 2 Lower Notch: 30 Fixture Type: SIGN Fixture Description: TM FAMILY CANOPY 2.3 6X12 **
SIGN Fixture Re-Order Code: DP000332 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000031746 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: 17 - Row: 3 Lower Notch: 21 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
574	1	N/A	071249684764	True Match Radiant Serum Concealer	N11	N11	
575	1	N/A	071249684771	True Match Radiant Serum Concealer	W10.5	W10.5	
576	1	N/A	071249684788	True Match Radiant Serum Concealer	C10	C10	
577	1	N/A	071249684795	True Match Radiant Serum Concealer	N10	N10	
578	1	N/A	071249684801	True Match Radiant Serum Concealer	W9.5	W9.5	
579	1	N/A	071249684818	True Match Radiant Serum Concealer	N9	N9	
580	1	N/A	071249684825	True Match Radiant Serum Concealer	C8	C8	
581	1	N/A	071249684832	True Match Radiant Serum Concealer	N8	N8	
582	1	N/A	071249684849	True Match Radiant Serum Concealer	C7	C7	
583	1	N/A	071249684856	True Match Radiant Serum Concealer	W7	W7	
584	1	N/A	071249684863	True Match Radiant Serum Concealer	N6.5	N6.5	
585	1	N/A	071249684870	True Match Radiant Serum Concealer	W6	W6	

Column: 17 - Row: 4 Lower Notch: 11 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
586	1	N/A	071249635995	True Match Nude Hydrating Tinted Serum	Very Deep	10-12	
587	1	N/A	071249647059	True Match Nude Hydrating Tinted Serum	Rich Deep	10-5-11	
588	1	N/A	071249635988	True Match Nude Hydrating Tinted Serum	Deep	8-10	
589	1	N/A	071249648889	True Match Nude Hydrating Tinted Serum	Medium Deep	8-5-9-5	
590	1	N/A	071249648780	True Match Nude Hydrating Tinted Serum	Cool Deep	7-5-8-5	
591	1	N/A	071249635971	True Match Nude Hydrating Tinted Serum	Tan-Deep	7-8	
592	1	N/A	071249635964	True Match Nude Hydrating Tinted Serum	Tan	6-7	

Column: 17 - Row: 5 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
593	1	N/A	071249635957	True Match Nude Hydrating Tinted Serum	Medium-Tan	5-6	
594	1	N/A	071249648773	True Match Nude Hydrating Tinted Serum	Rich Medium	4-5-5-5	
595	1	N/A	071249635940	True Match Nude Hydrating Tinted Serum	Medium	4-5	
596	1	N/A	071249635933	True Match Nude Hydrating Tinted Serum	Light-Medium	3-4	
597	1	N/A	071249635926	True Match Nude Hydrating Tinted Serum	Light	2-3	
598	1	N/A	071249648766	True Match Nude Hydrating Tinted Serum	Rosy Light	1-2-5	
599	1	N/A	071249635919	True Match Nude Hydrating Tinted Serum	Very Light	0-5-2	

Column: 17 - Row: 6 Lower Notch: 24 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
600	1	N/A	071249248805	True Match Crayon Concealer	Medium/Deep Neutral	N678	
601	1	N/A	071249238486	True Match Crayon Concealer	Medium/Deep Warm	W678	
602	1	N/A	071249238455	True Match Crayon Concealer	Light/Medium Neutral	N45	
603	1	N/A	071249238462	True Match Crayon Concealer	Light/Medium Warm	W45	
604	1	N/A	071249238424	True Match Crayon Concealer	Fair/Light Neutral	N123	
605	1	N/A	071249238431	True Match Crayon Concealer	Fair/Light Warm	W123	
606	1	N/A	071249017357	True Match Concealer	Medium / Deep Cool	C6-7-8	

Row: 1 Lower Notch: 35

Row: 2 Lower Notch: 30

Row: 3 Lower Notch: 21

Row: 4 Lower Notch: 11

Row: 5 Lower Notch: 2

Row: 6 Lower Notch: 24

Row: 7 Lower Notch: 14

Row: 8 Lower Notch: 2



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE MAKEUP DESIGNER WALL) - 20' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 17

POG Name: LOPWAK2070ECLMUD_IS24

607	1	N/A	071249017333	True Match Concealer	Medium / Deep Warm	W6-7-8	
608	1	N/A	071249017326	True Match Concealer	Light / Medium Cool	C4-5	
609	1	N/A	071249017319	True Match Concealer	Light / Medium Neutral	N4-5	
610	1	N/A	071249017296	True Match Concealer	Light / Medium Warm	W4-5	
611	1	N/A	071249017289	True Match Concealer	Fair / Light Cool	C1-2-3	
612	1	N/A	071249017265	True Match Concealer	Fair / Light Neutral	N1-2-3	
613	1	N/A	071249017241	True Match Concealer	Fair / Light Warm	W1-2-3	

Column: 17 - Row: 7 Lower Notch: 14 Fixture Type: TRAYS Fixture Description: PRIME LAB PRIMRS 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
614	1	N/A	071249673690	Prime Lab Primers	Up to 24H Pore Minimizer	1	
615	1	N/A	071249673713	Prime Lab Primers	Up to 24H Matte Setter	2	
616	1	N/A	071249673706	Prime Lab Primers	Up to 24H Redness Eraser	3	
617	1	N/A	071249673751	Prime Lab Primers	Up to 24H Dullness Reducer	4	

Column: 17 - Row: 8 Lower Notch: 2 Fixture Type: SIGN Fixture Description: TM EDU 2.3 11X12 **

SIGN Fixture Re-Order Code: DP000326 SS Graphic Re-Order Code:

Graphic Re-Order Code: PM1000031827 SS Holder Re-Order Code:

Carrier Tray Graphic Re-Order Code: SIGN Fixture Rolled-Up Code:

Shade Chart Re-Order Code: UPC Blade Code:

Row: 1

Lower Notch: 35

Row: 2

Lower Notch: 30

Row: 3

Lower Notch: 21

Row: 4

Lower Notch: 11

Row: 5

Lower Notch: 2

Row: 6

Lower Notch: 24

Row: 7

Lower Notch: 14

Row: 8

Lower Notch: 2



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE MAKEUP DESIGNER WALL) - 20' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 18

POG Name: LOPWAK2070ECLMUD_IS24

ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE MAKEUP DESIGNER WALL) - 20' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024
LOPWAK2070ECLMUD.IS24

Column: 1 - Row: 1 Lower Notch: 35 Fixture Type: HEADER Fixture Description: 20FT LP HDR-LIT **
HEADER Fixture Re-Order Code: PM1000009394,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: 18 - Row: 2 Lower Notch: 30 Fixture Type: SIGN Fixture Description: TM FAMILY CANOPY 3.3 6X12 **
SIGN Fixture Re-Order Code: DP000332 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000031747 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: 18 - Row: 3 Lower Notch: 21 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
618	1	N/A	071249684887	True Match Radiant Serum Concealer	N5	N5	
619	1	N/A	071249684894	True Match Radiant Serum Concealer	W5	W5	
620	1	N/A	071249684900	True Match Radiant Serum Concealer	C4	C4	
621	1	N/A	071249684917	True Match Radiant Serum Concealer	W4	W4	
622	1	N/A	071249684924	True Match Radiant Serum Concealer	C3	C3	
623	1	N/A	071249684931	True Match Radiant Serum Concealer	N3	N3	
624	1	N/A	071249684948	True Match Radiant Serum Concealer	W3	W3	
625	1	N/A	071249684955	True Match Radiant Serum Concealer	C2	C2	
626	1	N/A	071249684962	True Match Radiant Serum Concealer	N2	N2	
627	1	N/A	071249684979	True Match Radiant Serum Concealer	C1	C1	
628	1	N/A	071249684986	True Match Radiant Serum Concealer	N1	N1	
629	1	N/A	071249684993	True Match Radiant Serum Concealer	W1	W1	

Column: 18 - Row: 4 Lower Notch: 16 Fixture Type: SIGN Fixture Description: TM RADIANT SRM CNCLR 1.1 6X12 **
SIGN Fixture Re-Order Code: DP000332 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000031748 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: 18 - Row: 5 Lower Notch: 9 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: PM0000028541
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
630	1	N/A	071249671634	True Match Super Blendable Foundation	C12	C12	
631	1	N/A	071249671597	True Match Super Blendable Foundation	C11	C11	
632	1	N/A	071249671542	True Match Super Blendable Foundation	N11	N11	
633	1	N/A	071249671962	True Match Super Blendable Foundation	W10.5	W10.5	
634	1	N/A	071249671672	True Match Super Blendable Foundation	C10	C10	
635	1	N/A	071249671771	True Match Super Blendable Foundation	N10	N10	
636	1	N/A	071249671658	True Match Super Blendable Foundation	W10	W10	

Column: 18 - Row: 6 Lower Notch: 3 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
637	1	N/A	071249671832	True Match Super Blendable Foundation	N5.5	N5.5	
638	1	N/A	071249671917	True Match Super Blendable Foundation	W5.5	W5.5	
639	1	N/A	071249671559	True Match Super Blendable Foundation	C5	C5	
640	1	N/A	071249671924	True Match Super Blendable Foundation	N5	N5	
641	1	N/A	071249671856	True Match Super Blendable Foundation	W5	W5	
642	1	N/A	071249671696	True Match Super Blendable Foundation	W4.5	W4.5	
643	1	N/A	071249671863	True Match Super Blendable Foundation	C4	C4	
644	1	N/A	071249671511	True Match Super Blendable Foundation	N4	N4	

Column: 18 - Row: 7 Lower Notch: 31 Fixture Type: SIGN Fixture Description: TM FMLY (PRODUCT ONLY) 1.3 4X12 **
SIGN Fixture Re-Order Code: DP000328 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000024894 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: SIGN Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Row: 1

Lower Notch: 35

Row: 2

Lower Notch: 30

Row: 3

Lower Notch: 21

Row: 4

Lower Notch: 16

Row: 5

Lower Notch: 9

Row: 6

Lower Notch: 3

Row: 7

Lower Notch: 31

Row: 8

Lower Notch: 21

Row: 9

Lower Notch: 16

Row: 10

Lower Notch: 8

Row: 11

Lower Notch: 1



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE MAKEUP DESIGNER WALL) - 20' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 18

POG Name: LOPWAK2070ECLMUD_IS24

Column: 18 - Row: 8 Lower Notch: 21 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: PM1000030841, PM1000030642

UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
645	1	N/A	071249683811	True Match Super-Blendable Powder	C12	C12	
646	1	N/A	071249683828	True Match Super-Blendable Powder	N11	N11	
647	1	N/A	071249683835	True Match Super-Blendable Powder	W10	W10	
648	1	N/A	071249683842	True Match Super-Blendable Powder	C9	C9	
649	1	N/A	071249683859	True Match Super-Blendable Powder	N9	N9	
650	1	N/A	071249033609	True Match Super-Blendable Powder	Cocoa	C8	
651	1	N/A	071249033173	True Match Super-Blendable Powder	Classic Tan	N7	
652	1	N/A	071249016930	True Match Super-Blendable Powder	Caramel Beige	W7	

Column: 18 - Row: 9 Lower Notch: 16 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
653	1	N/A	071249017449	True Match Blush	Bare Honey	W1-2	
654	1	N/A	071249017456	True Match Blush	Barely Blushing	W3-4	

Column: 18 - Row: 10 Lower Notch: 8 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
655	1	N/A	071249363133	True Match Lumi Glotion	Deep	904	
656	1	N/A	071249363126	True Match Lumi Glotion	Medium	903	
657	1	N/A	071249363119	True Match Lumi Glotion	Light	902	
658	1	N/A	071249363102	True Match Lumi Glotion	Fair	901	
659	1	N/A	071249294055	Infalible Pro-Spray & Set Makeup Extender Setti...	Pro-Mist & Set Makeup Extender Setting S...	215	

Column: 18 - Row: 11 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: 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
660	1	N/A	071249226599	True Match Lumi Makeup	Nut Brown/Cocoa	C7-8	
661	1	N/A	071249214855	True Match Lumi Makeup	Classic Tan/Cappuccino	N7-8	
662	1	N/A	071249226582	True Match Lumi Makeup	Soft Sable	C6	
663	1	N/A	071249214787	True Match Lumi Makeup	Sun Beige	W6	
664	1	N/A	071249226575	True Match Lumi Makeup	Classic Beige	C5	

Row: 1

Lower Notch: 35

Row: 2

Lower Notch: 30

Row: 3

Lower Notch: 21

Row: 4

Lower Notch: 16

Row: 5

Lower Notch: 9

Row: 6

Lower Notch: 3

Row: 7

Lower Notch: 31

Row: 8

Lower Notch: 21

Row: 9

Lower Notch: 16

Row: 10

Lower Notch: 8

Row: 11

Lower Notch: 1



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE MAKEUP DESIGNER WALL) - 20' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 19

POG Name: LOPWAK2070ECLMUD_IS24

ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE MAKEUP DESIGNER WALL) - 20' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

LOPWAK2070ECLMUD.IS24

Column: 1 - Row: 1 Lower Notch: 35 Fixture Type: HEADER Fixture Description: 20FT LP HDR-LIT **
HEADER Fixture Re-Order Code: PM1000009394,PM1000009395 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000019117 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: 19 - Row: 2 Lower Notch: 16 Fixture Type: SIGN Fixture Description: BILLBOARD TRUE MATCH 20X24 UNLIT **
SIGN Fixture Re-Order Code: PL3000000062 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000031117 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: 19 - Row: 3 Lower Notch: 9 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
665	1	N/A	071249671733	True Match Super Blendable Foundation	C9.5	C9.5	
666	1	N/A	071249671665	True Match Super Blendable Foundation	W9.5	W9.5	
667	1	N/A	071249671641	True Match Super Blendable Foundation	C9	C9	
668	1	N/A	071249671764	True Match Super Blendable Foundation	N9	N9	
669	1	N/A	071249671894	True Match Super Blendable Foundation	W9	W9	
670	1	N/A	071249671580	True Match Super Blendable Foundation	C8	C8	
671	1	N/A	071249671528	True Match Super Blendable Foundation	N8	N8	
672	1	N/A	071249671627	True Match Super Blendable Foundation	W8	W8	

Column: 19 - Row: 4 Lower Notch: 3 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
673	1	N/A	071249671788	True Match Super Blendable Foundation	W4	W4	
674	1	N/A	071249671610	True Match Super Blendable Foundation	C3	C3	
675	1	N/A	071249671795	True Match Super Blendable Foundation	N3	N3	
676	1	N/A	071249671818	True Match Super Blendable Foundation	W3	W3	
677	1	N/A	071249671740	True Match Super Blendable Foundation	C2.5	C2.5	
678	1	N/A	071249671931	True Match Super Blendable Foundation	W2.5	W2.5	
679	1	N/A	071249671801	True Match Super Blendable Foundation	C2	C2	
680	1	N/A	071249671566	True Match Super Blendable Foundation	N2	N2	

Column: 19 - Row: 5 Lower Notch: 31 Fixture Type: SIGN Fixture Description: TM FMLY (PRODUCT ONLY) 2.3 4X12 **
SIGN Fixture Re-Order Code: DP000328 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000024895 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: 19 - Row: 6 Lower Notch: 21 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: PM1000030843,PM1000030844 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
681	1	N/A	071249033593	True Match Super-Blendable Powder	Soft Sable	C6	
682	1	N/A	071249033197	True Match Super-Blendable Powder	Honey Beige	N6	
683	1	N/A	071249016657	True Match Super-Blendable Powder	Sun Beige	W6	
684	1	N/A	071249033180	True Match Super-Blendable Powder	True Beige	N5	
685	1	N/A	071249016459	True Match Super-Blendable Powder	Sand Beige	W5	
686	1	N/A	071249017227	True Match Super-Blendable Powder	Buff Beige	N4	
687	1	N/A	071249016442	True Match Super-Blendable Powder	Natural Beige	W4	
688	1	N/A	071249033432	True Match Super-Blendable Powder	Creamy Natural	C3	

Column: 19 - Row: 7 Lower Notch: 16 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
689	1	N/A	071249017463	True Match Blush	Subtle Sable	W5-6	
690	1	N/A	071249017487	True Match Blush	Innocent Flush	N3-4	
691	1	N/A	071249017494	True Match Blush	Apricot Kiss	N5-6	

Row: 1

Lower Notch: 35

Row: 2

Lower Notch: 16

Row: 3

Lower Notch: 9

Row: 4

Lower Notch: 3

Row: 5

Lower Notch: 31

Row: 6

Lower Notch: 21

Row: 7

Lower Notch: 16

Row: 8

Lower Notch: 10

Row: 9

Lower Notch: 1



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE MAKEUP DESIGNER WALL) - 20' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 19

POG Name: LOPWAK2070ECLMUD_IS24

692	1	N/A	071249041840	True Match Blush	Sweet Ginger	N7-8
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Column: 19 - Row: 8 Lower Notch: 10 Fixture Type: SIGN Fixture Description: TM EDU 1.1 6X12 **
SIGN Fixture Re-Order Code: DP000332 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000031825 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: 19 - Row: 9 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: 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
693	1	N/A	071249214831	True Match Lumi Makeup	True Beige	N5	
694	1	N/A	071249214770	True Match Lumi Makeup	Sand Beige	W5	
695	1	N/A	071249226568	True Match Lumi Makeup	Shell Beige	C4	
696	1	N/A	071249214824	True Match Lumi Makeup	Buff Beige	N4	
697	1	N/A	071249214763	True Match Lumi Makeup	Natural Beige	W4	

Row: 1

Lower Notch: 35

Row: 2

Lower Notch: 16

Row: 3

Lower Notch: 9

Row: 4

Lower Notch: 3

Row: 5

Lower Notch: 31

Row: 6

Lower Notch: 21

Row: 7

Lower Notch: 16

Row: 8

Lower Notch: 10

Row: 9

Lower Notch: 1



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE MAKEUP DESIGNER WALL) - 20' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 20

POG Name: LOPWAK2070ECLMUD_IS24

ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE MAKEUP DESIGNER WALL) - 20' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

LOPWAK2070ECLMUD.IS24

Column: 1 - Row: 1 Lower Notch: 35 Fixture Type: HEADER Fixture Description: 20FT LP HDR-LIT **
HEADER Fixture Re-Order Code: PM1000009394,PM1000009395 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000019117 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: 19 - Row: 2 Lower Notch: 16 Fixture Type: SIGN Fixture Description: BILLBOARD TRUE MATCH 20X24 UNLIT **
SIGN Fixture Re-Order Code: PL3000000062 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000031117 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: 20 - Row: 2 Lower Notch: 9 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
698	1	N/A	071249671825	True Match Super Blendable Foundation	C7	C7	
699	1	N/A	071249671573	True Match Super Blendable Foundation	N7	N7	
700	1	N/A	071249671535	True Match Super Blendable Foundation	W7	W7	
701	1	N/A	071249671719	True Match Super Blendable Foundation	N6.5	N6.5	
702	1	N/A	071249671948	True Match Super Blendable Foundation	W6.5	W6.5	
703	1	N/A	071249671887	True Match Super Blendable Foundation	C6	C6	
704	1	N/A	071249671726	True Match Super Blendable Foundation	N6	N6	
705	1	N/A	071249671900	True Match Super Blendable Foundation	W6	W6	

Column: 20 - Row: 3 Lower Notch: 3 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
706	1	N/A	071249671757	True Match Super Blendable Foundation	W2	W2	
707	1	N/A	071249671504	True Match Super Blendable Foundation	C1.5	C1.5	
708	1	N/A	071249671498	True Match Super Blendable Foundation	C1	C1	
709	1	N/A	071249671870	True Match Super Blendable Foundation	N1	N1	
710	1	N/A	071249671849	True Match Super Blendable Foundation	W1	W1	
711	1	N/A	071249671689	True Match Super Blendable Foundation	C0.5	C0.5	
712	1	N/A	071249671702	True Match Super Blendable Foundation	N0.5	N0.5	
713	1	N/A	071249671603	True Match Super Blendable Foundation	W0.5	W0.5	

Column: 20 - Row: 4 Lower Notch: 31 Fixture Type: SIGN Fixture Description: TM FMLY (PRODUCT ONLY) 3.3 4X12 **
SIGN Fixture Re-Order Code: DP000328 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM1000024896 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: 20 - Row: 5 Lower Notch: 21 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
714	1	N/A	071249017197	True Match Super-Blendable Powder	Natural Buff	N3	
715	1	N/A	071249016435	True Match Super-Blendable Powder	Nude Beige	W3	
716	1	N/A	071249033401	True Match Super-Blendable Powder	Natural Ivory	C2	
717	1	N/A	071249017180	True Match Super-Blendable Powder	Classic Ivory	N2	
718	1	N/A	071249016428	True Match Super-Blendable Powder	Light Ivory	W2	
719	1	N/A	071249033357	True Match Super-Blendable Powder	Alabaster	C1	
720	1	N/A	071249017173	True Match Super-Blendable Powder	Soft Ivory	N1	
721	1	N/A	071249016411	True Match Super-Blendable Powder	Porcelain	W1	

Column: 20 - Row: 6 Lower Notch: 16 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
722	1	N/A	071249017500	True Match Blush	Baby Blossom	C1-2	
723	1	N/A	071249017517	True Match Blush	Tender Rose	C3-4	
724	1	N/A	071249017524	True Match Blush	Rosy Outlook	C5-6	

Row: 1

Lower Notch: 35

Row: 2

Lower Notch: 16

Row: 2

Lower Notch: 9

Row: 3

Lower Notch: 3

Row: 4

Lower Notch: 31

Row: 5

Lower Notch: 21

Row: 6

Lower Notch: 16

Row: 7

Lower Notch: 8

Row: 8

Lower Notch: 1



ACCOUNT: WAKEFERN/SHOPRITE (LIT ECLIPSE MAKEUP DESIGNER WALL) - 20' X 70" HIGH L'OREAL COSMETICS LAYOUT - SPRING 2024

Column: 20

POG Name: LOPWAK2070ECLMUD_IS24

725	1	N/A	071249042014	True Match Blush	Spiced Plum	C7-6	
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Column: 20 - Row: 7 Lower Notch: 8 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
726	1	N/A	071249366042	True Match Lumi Bronze It Bronzers	Deep	03	
727	1	N/A	071249366035	True Match Lumi Bronze It Bronzers	Medium	02	
728	1	N/A	071249366028	True Match Lumi Bronze It Bronzers	Light	01	

Column: 20 - Row: 8 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
729	1	N/A	071249226551	True Match Lumi Makeup	Creamy Natural	C3	
730	1	N/A	071249214817	True Match Lumi Makeup	Natural Buff	N3	
731	1	N/A	071249214756	True Match Lumi Makeup	Nude Beige	W3	
732	1	N/A	071249214800	True Match Lumi Makeup	Soft Ivory/Cisc Ivory	N1-2	
733	1	N/A	071249214749	True Match Lumi Makeup	Porcelain/Lt Ivory	W1-2	

Row: 1

Lower Notch: 35

Row: 2

Lower Notch: 16

Row: 2

Lower Notch: 9

Row: 3

Lower Notch: 3

Row: 4

Lower Notch: 31

Row: 5

Lower Notch: 21

Row: 6

Lower Notch: 16

Row: 7

Lower Notch: 8

Row: 8

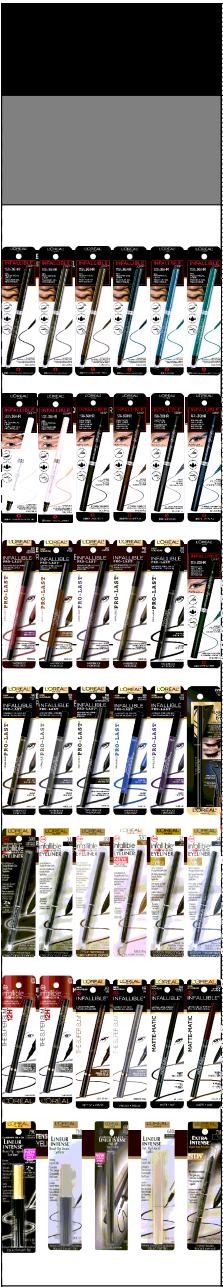
Lower Notch: 1



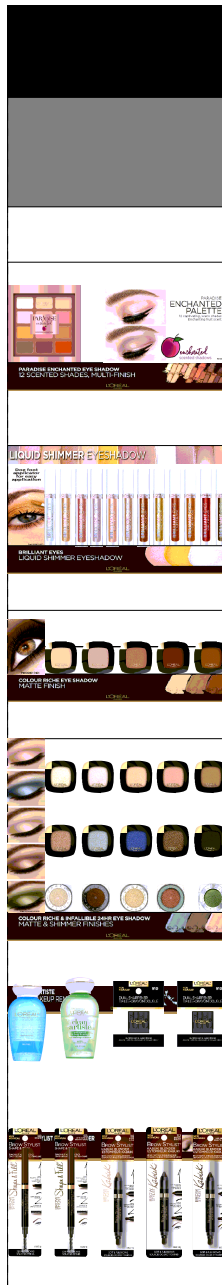




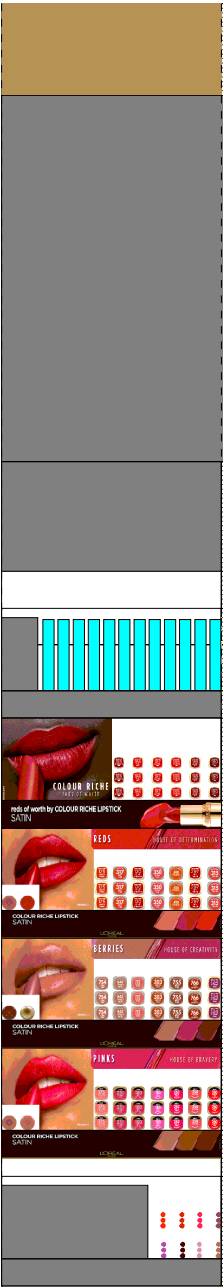








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