

MAYBELLINE

MAYBELLINE 4.5' X 60" CARDED PLANOGRAM - SPRING 2024

POG Name: MNYWAK04_560C_IS24.psa



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POSITION REPORT

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SPRING 2024

MNYWAK04.560C.IS24

PEG		Height = 61.00 in; Width = 54.00 in; Depth = 1.00 in				
Loc. ID	Facings	UPC	Description	Shade	ID	Desc 2
1	1	041554578607	HYPER EASY LIQUID LINER	Pitch Black	HYPEREASY	800
2	1	041554076431	HYPER EASY LINER	Pitch Brown	HYPESLIQ	810
3	1	041554586473	MASTER PRECISE ALL DAY MATTE	MATTE BLACK	MPMATTE	310
4	1	041554586226	MASTER PRECISE ALL DAY	Black	999MPL	110
5	1	041554549454	MASTER PREC ALL DAY	FORREST BROWN	999MPL	111
6	1	041554087581	MASTER PRECISE ALL DAY	COBALT	999MPL	113
7	1	041554554076	LASH SENSATIONAL SERUM	LASH SENSATIONAL SERUM	LSSERUM	250
8	1	041554081336	LASH SENSATIONAL SKY HIGH TINTED PRIMER	Soft Black	LSSHPRIMER	810
9	1	041554071863	LASH SENSATIONAL SKY HIGH	COSMIC BLACK	LSSKYHGHIB	799
10	1	041554590517	LASH SENSATIONAL SKY HIGH	BLACKEST BLACK	LSSHWSH	800
11	1	041554080810	TATTOO STUDIO BRUSH TIP INK PEN LINER	Jet Black	TSLIQINPE	880
12	1	041554081084	INK PEN LINER	MATTE BLACK	TSLIQINPE	881
13	1	041554081091	INK PEN LINER	BROWN	TSLIQINPE	882
14	1	041554588910	TATTOO STUDIO SMOKEY GEL PENCIL LINER	SMOKEY BLACK	TATTOOSTDK	10
15	1	041554588934	TATTOO STUDIO SMOKEY GEL PENCIL LINER	SMOKEY GREY	TATTOOSTDK	20
16	1	041554588927	TATTOO STUDIO SMOKEY GEL PENCIL LINER	SMOKEY BROWN	TATTOOSTDK	40
17	1	041554584219	LASH SENSATIONAL	Midnight Black	LSHSNLWSH	252
18	1	041554420616	LASH SENSATIONAL	Blackest Black	LSHSNLWSH	00
19	1	041554420623	LASH SENSATIONAL	Very Black	LSHSNLWSH	01
20	1	041554420630	LASH SENSATIONAL	Brownish Black	LSHSNLWSH	02
21	1	041554563337	TATTOO STUDIO GEL PENCIL LINER	DEEP ONYX	TATTOOLINE	900
22	1	041554563344	TATTOO STUDIO GEL PENCIL LINER	INTENSE CHARCOAL	TATTOOLINE	901
23	1	041554563351	TATTOO STUDIO GEL PENCIL LINER	BOLD BROWN	TATTOOLINE	910
24	1	041554568172	TATTOO STUDIO GEL PENCIL LINER	SMOOTH WALNUT	TATTOOLINE	911
25	1	041554078947	TATTOO STUDIO GEL PENCIL LINER	Rose Gold	TATTOOLINE	980
26	1	041554078961	TATTOO STUDIO GEL PENCIL LINER	Emerald Lights	TATTOOLINE	982
27	1	041554081152	SURREAL EXTENSION	BLACKEST BLACK WSH	FALSSURWSH	170
28	1	041554081145	SURREAL EXTENSION	VERY BLACK WSH	FALSSURWSH	175
29	1	041554079821	SURREAL EXTENSION	VERY BLACK WTP	FALSSURWTP	185
30	1	041554590364	FALSIES LASH LIFT	ULTRA BLACK INTENSIFIER	LASHLFTINT	195
31	1	041554563900	TATTOO STUDIO GEL PENCIL LINER	POLISHED WHITE	TATTOOLINE	970
32	1	041554078978	TATTOO STUDIO GEL PENCIL LINER	Midnight Black	TATTOOLINE	983
33	1	041554549416	TATTOO STUDIO DIP IN LIQUID LINER	Black	TATTOOLIQD	001
34	1	041554460834	MASTER PRECISE SKINNY	Defining Black	ESLMCL	210
35	1	041554460841	MASTER PRECISE SKINNY	Sharp Brown	ESLMCL	220
36	1	041554541915	MASTER PRECISE INK LINER	BLACK COMET	2H17MPI	510
37	1	041554050899	COLOSSAL	Glam Black	500VEC	00
38	1	041554050905	COLOSSAL	Classic Black	500VEC	01
39	1	041554056761	COLOSSAL	Glam Brown (Brn/Blk)	500VEC	2
40	1	041554197037	COLOSSAL	Glam Black (WTP)	500VECW	00
41	1	041554513493	UNSTOPPABLE EYELINER - CARDED	Onyx	695GW	10
42	1	041554513523	UNSTOPPABLE EYELINER - CARDED	Cinnabar	695GW	20
43	1	041554513530	UNSTOPPABLE EYELINER - CARDED	Pewter	695GW	30
44	1	041554513547	UNSTOPPABLE EYELINER - CARDED	Sapphire	695GW	40
45	1	041554513561	UNSTOPPABLE EYELINER - CARDED	Espresso	695GW	60
46	1	041554552560	LASTING DRAMA MATTES	JET BLACK	CARBMATTE	860
47	1	041554089563	COLOSSAL CURL BOUNCE	Blackest Black	CLTURNITUP	350
48	1	041554089679	COLOSSAL CURL BOUNCE	Very Black (WTP)	CLTURNITUP	365
49	1	041554409291	COLOSSAL PUMPED UP!	Glam Black	620VECL	00
50	1	041554409284	COLOSSAL PUMPED UP!	Classic Black	620VECL	01
51	1	041554220186	EYE STUDIO GEL LINER	Blackest Black	999LDG	50
52	1	041554220193	EYE STUDIO GEL LINER	Brown	999LDG	52
53	1	041554572476	LINE EXPRESS	Ebony Black	LINEEXP	01
54	1	041554009071	DEFINE A LINE	Ebony Black	555TD	1
55	1	041554009095	DEFINE A LINE	Brownish Black	555TD	3
56	1	041554670745	GREAT LASH MASCARA	Blackest Black	175M	00
57	1	041554532722	GREAT LASH MASCARA	Very Black	175M	1
58	1	041554532807	GREAT LASH MASCARA	Brownish Black	175M	2
59	1	041554532982	GREAT LASH MASCARA	DARK BROWN	175M	3
60	1	041554530179	EXPERT EYES TWIN BROW & EYE PENCILS	Velvet Black	59TC	01
61	1	041554530254	EXPERT EYES TWIN BROW & EYE PENCILS	DARK BROWN	59TC	02
62	1	041554530667	EXPERT EYES TWIN BROW & EYE PENCILS	Medium Brown	59TC	03
63	1	041554507379	EXPERT EYES TWIN BROW & EYE PENCILS	Blonde	59TC	7
64	1	041554533156	LINEWORKS ULTRA LINER WATERPROOF	Black	135L	1
65	1	041554533163	LINEWORKS ULTRA LINER WATERPROOF	DARK BROWN	135L	2
66	1	041554209310	GREAT LASH BIG	Blackest Black	175B	00
67	1	041554209327	GREAT LASH BIG	Very Black	175B	01
68	1	041554209334	GREAT LASH BIG	Brownish Black	175B	02
69	1	041554672237	GREAT LASH CURVED BRUSH	Blackest Black	365MC	00
70	1	041554209440	LINE STILETTO LIQUID LINER	Blackest Black	725LS	1
71	1	041554054156	LASH STILETTO	Very Black	950LSTI	1
72	1	041554208832	LASH STILETTO WP	Very Black	950LSTIW	01
73	1	041554459890	FALSIES PUSH UP DRAMA ANGEL	Blackest Black	PUSHEXTWSH	00
74	1	041554522556	TOTAL TEMPTATION	BLACKEST BLACK	FLSLRTWSH	601
75	1	041554522563	TOTAL TEMPTATION	VERY BLACK	FLSLRTWSH	602
76	1	041554522679	TOTAL TEMPTATION	Very Black (WTP)	FLSLRTWTIP	604

1	2	3	4	5	6	7	8	9	10
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21	22	23	24	25	26	27	28	29	30
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41	42	43	44	45	46	47	48	49	50
51	52	53	54	55	56	57	58	59	60
61	62	63	64	65	66	67	68	69	70
71	72	73	74	75	76	77	78	79	80
81	82	83	84	85	86	87	88	89	90

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77	1	041554281446	MEGA PLUSH MASCARA	Blackest Black	0612MPWSH	00
78	1	041554586404	Baby Lips Quenched	Quenched	BBYNONSPF	005
79	1	041554264548	BABY LIPS	CHERRY ME	640BLLB	15
80	1	041554264562	BABY LIPS	PINK PUNCH	640BLLB	25
81	1	041554424591	BABY LIPS CRYSTAL	Pink Quartz	640BLC	140
82	1	041554404937	BABY LIPS DR RESCUE	Coral Crave	640BLLBDR	55
83	1	041554483123	BABY LIPS	MY PINK	640BLLB	01
84	1	041554288384	VE ROCKET MASCARA	Blackest Black	0113RKWSH	00
85	1	041554288377	VE ROCKET MASCARA	Very Black	0113RKWSH	01
86	1	041554288391	VE ROCKET MASCARA	Brownish Black	0113RKWSH	02
87	1	041554288452	VE ROCKET MASCARA WP	Very Black	0113RKWTPF	01

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30
31	32	33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48	49	50
51	52	53	54	55	56	57	58	59	60
61	62	63	64	65	66	67	68	69	70
71	72	73	74	75	76	77	78	79	80
81	82	83	84	85	86	87	88	89	90

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PEG		Height = 61.00 in; Width = 54.00 in; Depth = 1.00 in				
Loc. ID	Facings	UPC	Description	Shade	ID	Desc 2
88	1	041554590500	LASH SENSATIONAL SKY HIGH	VERY BLACK	LSSHWSH	801
89	1	041554076448	LASH SENSATIONAL SKY HIGH	True Brown	LSSKYHBRN	804
90	1	041554590913	LASH SENSATIONAL SKY HIGH	Very Black (WTP)	LSSHWTP	802
91	1	041554590906	LASH SENSATIONAL SKY HIGH	Brownish Black (WTP)	LSSHWTP	802
92	1	041554268706	FALSIES FLARED	Blackest Black	510VEF	00
93	1	041554064292	Express Brow Duo	Light Blonde	EXPRESSDUO	248
94	1	041554064308	Express Brow Duo	Blonde	EXPRESSDUO	250
95	1	041554064315	Express Brow Duo	Soft Brown	EXPRESSDUO	255
96	1	041554064322	Express Brow Duo	Medium Brown	EXPRESSDUO	257
97	1	041554420647	LASH SENSATIONAL	Very Black (WTP)	LSHNLWPF	01
98	1	041554420654	LASH SENSATIONAL	Brownish Black (WTP)	LSHNLWPF	02
99	1	041554460247	LASH SENSATIONAL LUSCIOUS	Blackest Black	LSNSTWSH	00
100	1	041554460254	LASH SENSATIONAL LUSCIOUS	Very Black	LSNSTWSH	01
101	1	041554460278	LASH SENSATIONAL LUSCIOUS	Very Black (WTP)	LSNSTWPF	01
102	1	041554578690	BROW FAST SCULPT	Blonde	BRWSCLP	250
103	1	041554578706	BROW FAST SCULPT	Soft Brown	BRWSCLP	255
104	1	041554578720	BROW FAST SCULPT	Medium Brown	BRWSCLP	257
105	1	041554578737	BROW FAST SCULPT	DEEP BROWN	BRWSCLP	260
106	1	041554578478	FALSIES LASH LIFT	Blackest Black	LASHLFTWSH	200
107	1	041554578485	FALSIES LASH LIFT	Very Black	LASHLFTWSH	201
108	1	041554578492	FALSIES LASH LIFT	VERY BLACK (WTP)	LASHLFTWTP	202
109	1	041554578508	FALSIES LASH LIFT	BROWNISH BLACK (WTP)	LASHLFTWTP	203
110	1	041554240337	FALSIES BLACK DRAMA	Black Drama	510FBD	10
111	1	041554572308	BROW ULTRA SLIM	Soft Brown	ULTRASLIM	255
112	1	041554572322	BROW ULTRA SLIM	Medium Brown	ULTRASLIM	257
113	1	041554083712	BROW ULTRA SLIM	ASH BROWN	ULTRASLIM	259
114	1	041554572339	BROW ULTRA SLIM	DEEP BROWN	ULTRASLIM	260
115	1	041554197044	COLOSSAL	Classic Black (WTP)	500VECW	1
116	1	041554217957	FALSIES MASCARA	Blackest Black	510VEF	00
117	1	041554217964	FALSIES MASCARA	Very Black	510VEF	01
118	1	041554217971	FALSIES MASCARA	Brownish Black	510VEF	02
119	1	041554217988	FALSIES MASCARA	Very Black (WTP)	510VEFW	01
120	1	041554588712	Tattoo Studio 36HR Waterproof Eyebrow Pencil	Soft Brown	TATTOOBRWP	255
121	1	041554588729	Tattoo Studio 36HR Waterproof Eyebrow Pencil	Medium Brown	TATTOOBRWP	257
122	1	041554588705	Tattoo Studio 36HR Waterproof Eyebrow Pencil	Deep Brown	TATTOOBRWP	260
123	1	041554080490	BROW STYLING GEL	SOFT BROWN	TSBROWGEL	255
124	1	041554409321	COLOSSAL PUMPED UP!	Classic Black (WTP)	620VECLWTP	01
125	1	041554288254	COLOSSAL CAT EYES MASCARA	Glam Black	1012CEWSH	01
126	1	041554288261	COLOSSAL CAT EYES MASCARA	Glam Black (WTP)	1012CEWP	01
127	1	041554217995	FALSIES MASCARA	Brownish Black (WTP)	510VEFW	02
128	1	041554545012	TATTOOSTUDIO BROW TINT PEN	Blonde	1H18TBMBLD	350
129	1	041554545029	TATTOOSTUDIO BROW TINT PEN	Soft Brown	1H18TBMBLD	355
130	1	041554545036	TATTOOSTUDIO BROW TINT PEN	Medium Brown	1H18TBMBLD	360
131	1	041554547092	TATTOOSTUDIO BROW TINT PEN	DEEP BROWN	1H18TBMBLD	365
132	1	041554559736	TattooStudio Brow Pomade	Blonde	TSPOMADE	372
133	1	041554519457	GREAT LASH MASCARA	Clear	175M	10
134	1	041554626964	GREAT LASH MASCARA	Very Black (WTP)	420MW	1
135	1	041554626988	GREAT LASH MASCARA	Brownish Black (WTP)	420MW	3
136	1	041554493719	COLOSSAL BIG SHOT	Blackest Black	COLDYNAWSH	223
137	1	041554493726	COLOSSAL BIG SHOT	Very Black	COLDYNAWSH	224
138	1	041554267198	IAR Eraser Concealer	Neutralizer	0611IAREYE	50
139	1	041554546859	IAR Eraser Concealer	Hazelnut	0611IAREYE	148
140	1	041554074499	IAR Eraser Concealer	147 5	0611IAREYE	147 5
141	1	041554565294	GREAT LASH CURVED BRUSH	Very Black	365MC	0
142	1	041554239423	Great Lash Lots of Lashes	Blackest Black	350GLP	00
143	1	041554239416	Great Lash Lots of Lashes	Very Black	350GLP	01
144	1	041554269062	Great Lash Lots of Lashes	Brownish Black	350GLP	02
145	1	041554493856	COLOSSAL BIG SHOT	Very Black (WTP)	COLDYNAWTP	226
146	1	041554546798	IAR Eraser Concealer	Sand	0611IAREYE	122
147	1	041554259254	IAR Eraser Concealer	Light	0611IAREYE	20
148	1	041554567496	IAR Eraser Concealer	Warm Light	0611IAREYE	115
149	1	041554281460	MEGA PLUSH MASCARA	Very Black	0612MPWSH	01
150	1	041554281484	MEGA PLUSH MASCARA	Very Black (WTP)	0612MPWTP	01
151	1	041554699159	FULL 'N SOFT	Very Black	625M	1
152	1	041554695228	FULL 'N SOFT	Very Black (WTP)	625MW	1
153	1	041554007503	DEFINE A LASH LENGTH MASCARA	Very Black	1750T	1
154	1	041554616019	COVER STICK	Green Corrects Redness	175K	9
155	1	041554615982	COVER STICK	Yellow Corrects Dark Circles	175K	8
156	1	041554543902	COVER STICK	Deep Beige	175K	4
157	1	041554647372	LASH DISCOVERY WASHABLE	Very Black	680LD	1
158	1	041554650495	LASH DISCOVERY WP	Very Black	680LDW	1
159	1	041554578539	SNPSACARA	PITCH BLACK (WTP)	SNAPLASHWP	340
160	1	041554539912	SNPSACARA	Pitch Black	SNAPLASHWP	300
161	1	041554269567	ILLEGAL LENGTHS MASC	Blackest Black	950LSM	00
162	1	041554415131	Baby Skin	Instant Pore Eraser	1213BSP	010
163	1	041554529043	TWEEZER (UPGRADED)	UPGRADED TWEEZER	499IT	

88	89	90	91	92	93	94	95	96
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106	107	108	109	110	111	112	113	114
115	116	117	118	119	120	121	122	123
124	125	126	127	128	129	130	131	132
133	134	135	136	137	138	139	140	
141	142	143	144	145	146	147	148	
149	150	151	152	153	154	155	156	
157	158	159	160	161	162	163	164	

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164	1	041554535457	EYELASH CURLER REFILLS	0	210MECR
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88	89	90	91	92	93	94	95	96
97	98	99	100	101	102	103	104	105
106	107	108	109	110	111	112	113	114
115	116	117	118	119	120	121	122	123
124	125	126	127	128	129	130	131	132
133	134	135	136	137	138	139	140	
141	142	143	144	145	146	147	148	
149	150	151	152	153	154	155	156	
157	158	159	160	161	162	163	164	

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Loc. ID	Facings	UPC	Description	Shade	ID	Desc 2		
165	1	041554064339	Express Brow Duo	Deep Brown	EXPRESSDUO	260		
166	1	041554064346	Express Brow Duo	Black Brown	EXPRESSDUO	262		
167	1	041554578751	BROW FAST SCULPT	Clear	BRWSCCLPT	264		
168	1	041554572292	BROW ULTRA SLIM	Blonde	ULTRASLIM	250		
169	1	041554572346	BROW ULTRA SLIM	Black Brown	ULTRASLIM	262		
170	1	041554561393	BROW ULTRA SLIM	Black	ULTRASLIM	264		
171	1	041554080506	BROW STYLING GEL	MEDIUM BROWN	TSBROWGEL	257		
172	1	041554080513	BROW STYLING GEL	DEEP BROWN	TSBROWGEL	260		
173	1	041554559743	TattooStudio Brow Pomade	Soft Brown	TSPOMADE	374		
174	1	041554559750	TattooStudio Brow Pomade	Medium Brown	TSPOMADE	376		
175	1	041554559774	TattooStudio Brow Pomade	DEEP BROWN	TSPOMADE	380		
176	1	041554546811	IAR Eraser Concealer	Caramel	0611IAREYE	144		
177	1	041554259278	IAR Eraser Concealer	Honey	0611IAREYE	40		
178	1	041554259261	IAR Eraser Concealer	Medium	0611IAREYE	30		
179	1	041554259247	IAR Eraser Concealer	Fair	0611IAREYE	10		
180	1	041554546781	IAR Eraser Concealer	Ivory	0611IAREYE	100		
181	1	041554567489	IAR Eraser Concealer	Cool Ivory	0611IAREYE	95		
182	1	041554543896	COVER STICK	Medium Beige	175K	3		
183	1	041554543889	COVER STICK	Light Beige	175K	2		
184	1	041554543872	COVER STICK	Ivory	175K	1		
185	1	041554535426	EYELASH CURLER	EXPERT TOOLS EYELASH CURLER	200MEC			
186	1	041554535419	DUAL SHARPENER	EXPERT TOOLS DUAL SHARPENER	300DBSB			
187	1	041554535273	BRUSH N' COMB	EXPERT TOOLS BRUSH N' COMB	160BCET			

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