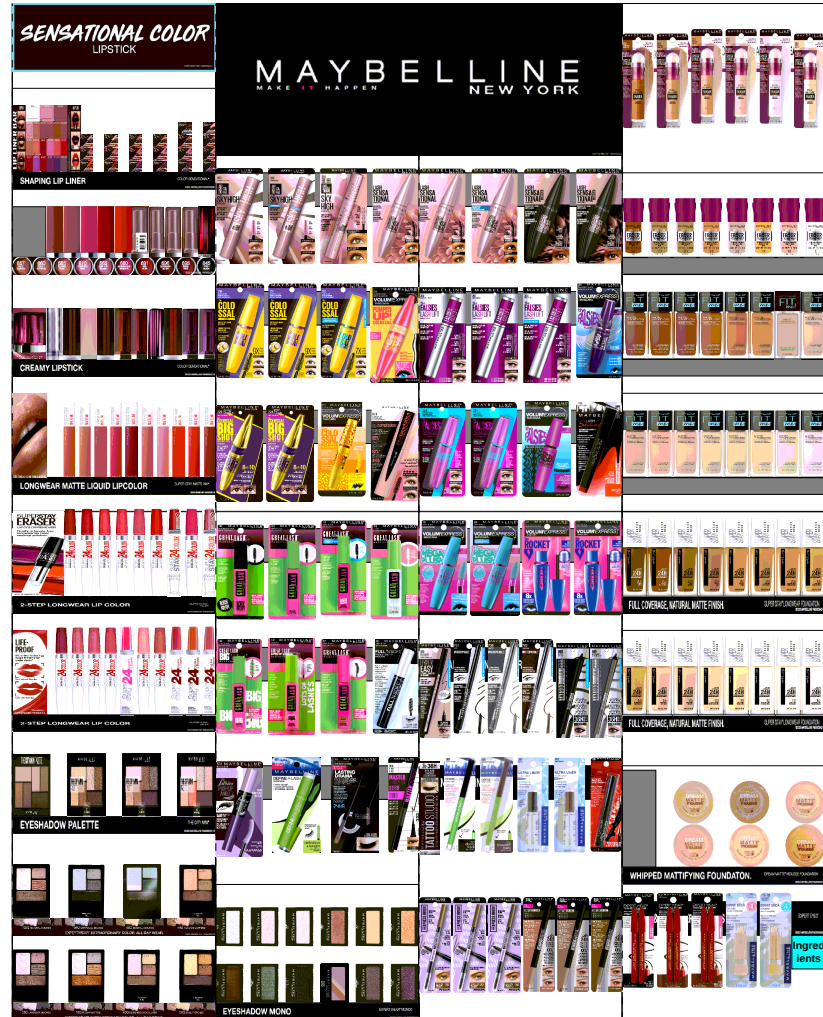


BACK PANELS 30+30
MERCHANDISE SPACE=60"



WAKEFERN / SHOPRITE 4' X 60" URBAN MAYBELLINE PLANOGRAM - SPRING 2024

MNYWAK0460UULHNOPDQ.IS24

Column: 1 - Row: 1 Lower Notch: 18 Fixture Type: CHROME ... Fixture Description: CS NAV 4X12 **
CHROME SIGN UR Fixture Re-Order Code: PL2000000038 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000044517 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: CHROME SIGN UR Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 1 - Row: 2 Lower Notch: 20 Fixture Type: TRAYS Fixture Description: CS LIP LINERS 1.1
TRAYS Fixture Re-Order Code: PM0000019869 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042084 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code: PM0000019869
Shade Chart Re-Order Code: PM0000044114 UPC Blade Code: PM0000021665

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
1	1	N/A	041554486032	COLOR SENSATIONAL MECHANICAL LINER	Clear	100	
2	1	N/A	041554549300	Color Sensational Shaping Lip Liner	BEIGE BABE	102	
3	1	N/A	041554549331	Color Sensational Shaping Lip Liner	Gone Grieve	104	
4	1	N/A	041554486049	COLOR SENSATIONAL MECHANICAL LINER	NUDE WHISPER	105	
5	1	N/A	041554486056	COLOR SENSATIONAL MECHANICAL LINER	PURELY NUDE	110	
6	1	N/A	041554486063	COLOR SENSATIONAL MECHANICAL LINER	TOTALLY TOFFEE	115	
7	1	N/A	041554549355	Color Sensational Shaping Lip Liner	RAW CHOCOLATE	118	
8	1	N/A	041554486070	COLOR SENSATIONAL MECHANICAL LINER	Rich Chocolate	120	
9	1	N/A	041554486087	COLOR SENSATIONAL MECHANICAL LINER	MAGNETIC MAUVE	125	
10	1	N/A	041554486094	COLOR SENSATIONAL MECHANICAL LINER	DUSTY ROSE	130	
11	1	N/A	041554549287	Color Sensational Shaping Lip Liner	ALMOND ROSE	132	
12	1	N/A	041554549348	Color Sensational Shaping Lip Liner	Pink Wink	134	
13	1	N/A	041554486100	COLOR SENSATIONAL MECHANICAL LINER	PALEST PINK	135	
14	1	N/A	041554486117	COLOR SENSATIONAL MECHANICAL LINER	PINK CORAL	140	
15	1	N/A	041554486124	COLOR SENSATIONAL MECHANICAL LINER	Very Cherry	145	
16	1	N/A	041554486131	COLOR SENSATIONAL MECHANICAL LINER	BRICK RED	150	
17	1	N/A	041554486148	COLOR SENSATIONAL MECHANICAL LINER	WILD VIOLETS	155	
18	1	N/A	041554549324	Color Sensational Shaping Lip Liner	Divine Wine	153	
19	1	N/A	041554492859	COLOR SENSATIONAL MECHANICAL LINER	RICH WINE	160	
20	1	N/A	041554492866	COLOR SENSATIONAL MECHANICAL LINER	PLUM PASSION	165	

Column: 1 - Row: 3 Lower Notch: 15 Fixture Type: TRAYS Fixture Description: CS MFA+MATTES 1.1
TRAYS Fixture Re-Order Code: PM0000024432 SS Graphic Re-Order Code: PM0000033944
Graphic Re-Order Code: SS Holder Re-Order Code: PM0000005942
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code: PM0000024432
Shade Chart Re-Order Code: PM0000042750 UPC Blade Code: PM0000005714

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
21	1	N/A	041554564815	CS MADE FOR ALL	MAUVE FOR ME	373	
22	1	N/A	041554566772	CS MADE FOR ALL	PINK FOR ME	376	
23	1	N/A	041554564860	CS MADE FOR ALL	FUCHSIA FOR ME	379	
24	1	N/A	041554564853	CS MADE FOR ALL	RUBY FOR ME	385	
25	1	N/A	041554564846	CS MADE FOR ALL	RED FOR ME	382	
26	1	N/A	041554453645	COLOR SEN THE MATTES	Nude Nuance	657	
27	1	N/A	041554429893	COLOR SEN THE MATTES	Touch of Spice	660	
28	1	N/A	041554429809	COLOR SEN THE MATTES	Lust for Blush	665	
29	1	N/A	041554429861	COLOR SEN THE MATTES	Divine Wine	695	
30	1	N/A	041554488777	COLOR SENSATIONAL LOADED BOLDS	Pitch Black	845	

Column: 1 - Row: 4 Lower Notch: 9 Fixture Type: TRAYS Fixture Description: CS CREAMS 1.1 RENO **
TRAYS Fixture Re-Order Code: PL2000000446 SS Graphic Re-Order Code: PM0000033908
Graphic Re-Order Code: PM00000033907, PM0000042123 SS Holder Re-Order Code: PM00000027630
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code: PM00000033907
Shade Chart Re-Order Code: PM0000035471, PM0000035472 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
31	1	N/A	041554264630	COLOR SEN LIPSTICK	Rum Riche	280	
32	1	N/A	041554198645	COLOR SEN LIPSTICK	Crazy For Coffee	275	
33	1	N/A	041554408546	COLOR SEN BUFFS	NUDE LUST	920	
34	1	N/A	041554198560	COLOR SEN LIPSTICK	Nearly There	205	
35	1	N/A	041554198591	COLOR SEN LIPSTICK	Warm Me Up	235	
36	1	N/A	041554198300	COLOR SEN LIPSTICK	Pink Wink	105	
37	1	N/A	041554248913	COLOR SEN LIPSTICK	Pink & Proper	20	
38	1	N/A	041554198553	COLOR SEN LIPSTICK	Red Revival	645	
39	1	N/A	041554198423	COLOR SEN LIPSTICK	On The Mauve	445	
40	1	N/A	041554198409	COLOR SEN LIPSTICK	Plum Paradise	425	

Column: 1 - Row: 5 Lower Notch: 2 Fixture Type: TRAYS Fixture Description: SS MATTE INK 1.1 **
TRAYS Fixture Re-Order Code: PL2000000421 SS Graphic Re-Order Code: PM0000042184
Graphic Re-Order Code: PM0000042179 SS Holder Re-Order Code: PM0000016521
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code: PM00000038713
Shade Chart Re-Order Code: PM00000038713 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
41	1	N/A	041554543711	SUPERSTAY MATTE INK	AMAZONIAN	70	

Row: 1

Lower Notch: 18

Row: 2

Lower Notch: 20

Row: 3

Lower Notch: 15

Row: 4

Lower Notch: 9

Row: 5

Lower Notch: 2

Row: 6

Lower Notch: 25

Row: 7

Lower Notch: 18

Row: 8

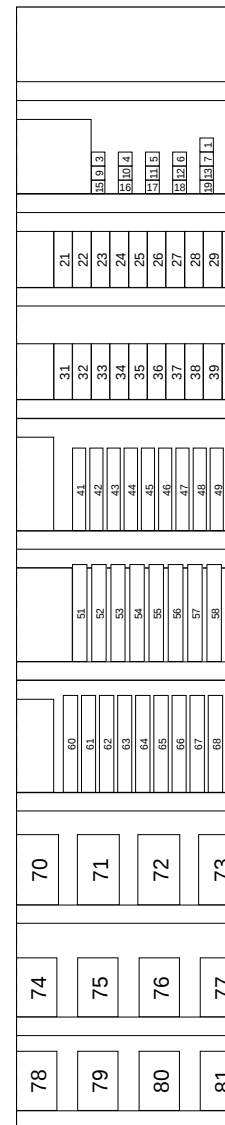
Lower Notch: 12

Row: 9

Lower Notch: 6

Row: 10

Lower Notch: 1



42	1	N/A	041554543650	SUPERSTAY MATTE INK	SEDUCTRESS	65	
43	1	N/A	041554554502	SUPERSTAY MATTE INK	SELF-STARTER	130	
44	1	N/A	041554543643	SUPERSTAY MATTE INK	RULER	80	
45	1	N/A	041554554472	SUPERSTAY MATTE INK	FOUNDER	115	
46	1	N/A	041554496918	SUPERSTAY MATTE INK	LOVER	15	
47	1	N/A	041554496901	SUPERSTAY MATTE INK	DREAMER	10	
48	1	N/A	041554554533	SUPERSTAY MATTE INK	DANCER	118	
49	1	N/A	041554496925	SUPERSTAY MATTE INK	PIONEER	20	
50	1	N/A	041554496987	SUPERSTAY MATTE INK	VOYAGER	50	

Column: 1 - Row: 6
TRAYS Fixture Re-Order Code: PL2000000386
Graphic Re-Order Code: PM0000042094
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code: PM0000042780

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
51	1	N/A	041554237726	SS 2 STEP 24 HR LIPCOLOR	Everlasting Wine	005	
52	1	N/A	041554237740	SS 2 STEP 24 HR LIPCOLOR	All Day Cherry	015	
53	1	N/A	041554237757	SS 2 STEP 24 HR LIPCOLOR	Continuous Coral	020	
54	1	N/A	041554237757	SS 2 STEP 24 HR LIPCOLOR	Continuous Coral	020	
55	1	N/A	041554237801	SS 2 STEP 24 HR LIPCOLOR	Wear On Wildberry	045	
56	1	N/A	041554494969	SS 2 STEP 24 HR LIPCOLOR	ETERNAL CHERRY	200	
57	1	N/A	041554558990	SS 2 STEP 24 HR LIPCOLOR	Optic Ruby	310	
58	1	N/A	041554494983	SS 2 STEP 24 HR LIPCOLOR	24/7 FUSCHIA	220	
59	1	N/A	041554558906	SS 2 STEP 24 HR LIPCOLOR	Frozen Rose	315	

Column: 1 - Row: 7
TRAYS Fixture Re-Order Code: PL2000000386
Graphic Re-Order Code: PM0000042094
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code: PM0000029085

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
60	1	N/A	041554237818	SS 2 STEP 24 HR LIPCOLOR	Unlimited Raisin	050	
61	1	N/A	041554237825	SS 2 STEP 24 HR LIPCOLOR	Perpetual Plum	055	
62	1	N/A	041554237870	SS 2 STEP 24 HR LIPCOLOR	Infinite Petal	080	
63	1	N/A	041554237894	SS 2 STEP 24 HR LIPCOLOR	Timeless Rose	090	
64	1	N/A	041554237917	SS 2 STEP 24 HR LIPCOLOR	Very Cranberry	100	
65	1	N/A	041554237931	SS 2 STEP 24 HR LIPCOLOR	So Pearly Pink	110	
66	1	N/A	041554237948	SS 2 STEP 24 HR LIPCOLOR	Forever Chestnut	115	
67	1	N/A	041554237955	SS 2 STEP 24 HR LIPCOLOR	Always Heather	120	
68	1	N/A	041554335927	SS 2 STEP 24 HR LIPCOLOR	Constant Toast	136	
69	1	N/A	041554238006	SS 2 STEP 24 HR LIPCOLOR	Constant Cocoa	145	

Column: 1 - Row: 8
TRAYS Fixture Re-Order Code: PL2000000445
Graphic Re-Order Code: PM0000042116
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code: PM0000028375

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
70	1	N/A	041554540772	CITY MINI PALETTES	MATTE ABOUT TOWN	480	
71	1	N/A	041554499742	CITY MINI PALETTES	Rooftop Bronzes	400	
72	1	N/A	041554499735	CITY MINI PALETTES	Chill Brunch Neutrals	410	
73	1	N/A	041554499766	CITY MINI PALETTES	Downtown Sunrise	430	

Column: 1 - Row: 9
TRAYS Fixture Re-Order Code: PL2000000023
Graphic Re-Order Code:
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code: PM0000042804

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
74	1	N/A	041554409093	EXPERT WEAR QUADS	Natural Smokes	2Q	
75	1	N/A	041554409147	EXPERT WEAR QUADS	Charcoal Smokes	4Q	
76	1	N/A	041554409239	EXPERT WEAR QUADS	Emerald Smokes	48Q	
77	1	N/A	041554409260	EXPERT WEAR QUADS	Autumn Coppers	44Q	

Column: 1 - Row: 10
TRAYS Fixture Re-Order Code: PL2000000023
Graphic Re-Order Code:
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code: PM0000042807

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
78	1	N/A	041554409192	EXPERT WEAR QUADS	Lavender Smokes	8Q	
79	1	N/A	041554409116	EXPERT WEAR QUADS	Mocha Motion	10Q	
80	1	N/A	041554409130	EXPERT WEAR QUADS	Designer Chocolates	40Q	
81	1	N/A	041554409123	EXPERT WEAR QUADS	Sunlit Bronze	50Q	

Row: 1

Lower Notch: 18

Row: 2

Lower Notch: 20

Row: 3

Lower Notch: 15

Row: 4

Lower Notch: 9

Row: 5

Lower Notch: 2

Row: 6

Lower Notch: 25

Row: 7

Lower Notch: 18

Row: 8

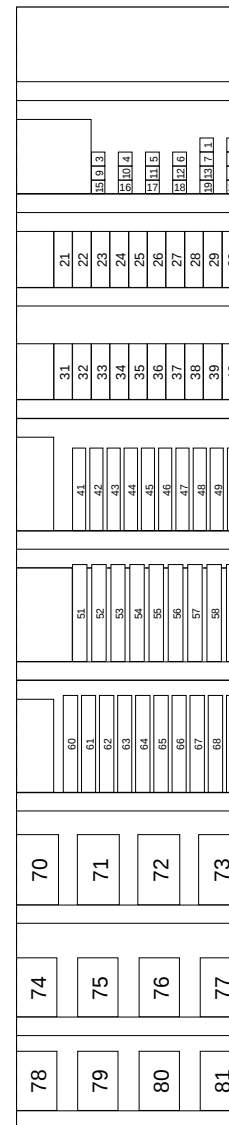
Lower Notch: 12

Row: 9

Lower Notch: 6

Row: 10

Lower Notch: 1



WAKEFERN / SHOPRITE 4' X 60" URBAN MAYBELLINE PLANOGRAM - SPRING 2024

MNYWAK0460UULHNOPDQ.IS24

Column: 2 - Row: 1 Lower Notch: 13 Fixture Type: HEADER Fixture Description: MNY LOGO HDR 2FT FLAT FRONT UNLIT **
HEADER Fixture Re-Order Code: PL2000000244 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043884 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 2 - Row: 2 Lower Notch: 18 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 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: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
82	1	N/A	041554590517	LASH SENSATIONAL SKY HIGH	Blackest Black	800	
83	1	N/A	041554590913	LASH SENSATIONAL SKY HIGH	Very Black (WTP)	802	
84	1	N/A	041554076448	LASH SENSATIONAL SKY HIGH	True Brown	804	
85	1	N/A	041554420616	LASH SENSATIONAL	Blackest Black	00	

Column: 2 - Row: 3 Lower Notch: 11 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 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: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
86	1	N/A	041554050899	COLOSSAL	Glam Black	00	
87	1	N/A	041554050905	COLOSSAL	Classic Black	01	
88	1	N/A	041554197037	COLOSSAL	Glam Black (WTP)	00	
89	1	N/A	041554409284	COLOSSAL PUMPED UP!	Classic Black	01	

Column: 2 - Row: 4 Lower Notch: 4 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 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: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
90	1	N/A	041554493719	COLOSSAL BIG SHOT	Blackest Black	223	
91	1	N/A	041554493726	COLOSSAL BIG SHOT	Very Black	224	
92	1	N/A	041554288254	COLOSSAL CAT EYES MASCARA	Glam Black	01	
93	1	N/A	041554522556	TOTAL TEMPTATION	Blackest Black	601	

Column: 2 - Row: 5 Lower Notch: 27 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 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: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
94	1	N/A	041554670745	GREAT LASH MASCARA	Blackest Black	00	
95	1	N/A	041554532722	GREAT LASH MASCARA	Very Black	1	
96	1	N/A	041554626964	GREAT LASH MASCARA	Very Black (WTP)	1	
97	1	N/A	041554519457	GREAT LASH MASCARA	Clear	10	

Column: 2 - Row: 6 Lower Notch: 20 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 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: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
98	1	N/A	041554209327	GREAT LASH BIG	Very Black	01	
99	1	N/A	041554239416	Great Lash Lots of Lashes	Very Black	01	
100	1	N/A	041554565294	GREAT LASH CURVED BRUSH	Very Black	1	
101	1	N/A	041554699159	FULL 'N' SOFT	Very Black	1	

Column: 2 - Row: 7 Lower Notch: 13 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 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: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
102	1	N/A	041554459890	FALSIES PUSH UP DRAMA ANGEL	Blackest Black	00	
103	1	N/A	041554007503	DEFINE A LASH LENGTH MASCARA	Very Black	1	
104	1	N/A	041554220186	EYE STUDIO GEL LINER	Blackest Black	50	
105	1	N/A	041554568226	MASTER PREC ALL DAY	Black	110	

BACK PAN
MERCHANDIS

Row: 1

Lower Notch: 13

Row: 2

Lower Notch: 18

Row: 3

Lower Notch: 11

Row: 4

Lower Notch: 4

Row: 5

Lower Notch: 27

Row: 6

Lower Notch: 20

Row: 7

Lower Notch: 13

Row: 8

Lower Notch: 1

Column: 2 - Row: 8
Lower Notch: 1 Fixture Type: TRAYS Fixture Description: EW MONOS 1.1 (2TIER) **
TRAYS Fixture Re-Order Code: PL2000000442 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042121 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000028848, PM0000028849 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
106	1	N/A	041554492644	Expertwear Monos	Vanilla	100S	
107	1	N/A	041554490749	Expertwear Monos	Soft Pearl	10S	
108	1	N/A	041554490763	Expertwear Monos	Seashell	30S	
109	1	N/A	041554490770	Expertwear Monos	Nude Glow	40S	
110	1	N/A	041554490756	Expertwear Monos	Linen	20S	
111	1	N/A	041554490794	Expertwear Monos	The Glo Down	60S	
112	1	N/A	041554492682	Expertwear Monos	Made for Mocha	140S	
113	1	N/A	041554490824	Expertwear Monos	Forest Green	80S	
114	1	N/A	041554492651	Expertwear Monos	Night Sky	110S	
115	1	N/A	041554552201	Expertwear Monos	DUSTY ROSE	200S	
116	1	N/A	041554490787	Expertwear Monos	Tastefully Taupe	50S	
117	1	N/A	041554492712	Expertwear Monos	Humdrum Plum	170S	

BACK PAN
MERCHANDIS

Row: 1

Lower Notch: 13

Row: 2

Lower Notch: 18

Row: 3

Lower Notch: 11

Row: 4

Lower Notch: 4

Row: 5

Lower Notch: 27

Row: 6

Lower Notch: 20

Row: 7

Lower Notch: 13

Row: 8

Lower Notch: 1

WAKEFERN / SHOPRITE 4' X 60" URBAN MAYBELLINE PLANOGRAM - SPRING 2024

MNYWAK0460UULHNOPDQ.IS24

Column: 2 - Row: 1	Lower Notch: 13	Fixture Type: HEADER	Fixture Description: MNY LOGO HDR 2FT FLAT FRONT UNLIT **
HEADER Fixture Re-Order Code: PL2000000244			SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043894			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: 1	Lower Notch: 18	Fixture Type: HOOK BARS	Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507			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: 041554984507
Shade Chart Re-Order Code:			UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
118	1	N/A	041554420623	LASH SENSATIONAL	Very Black	01	
119	1	N/A	041554420647	LASH SENSATIONAL	Very Black (WTP)	01	
120	1	N/A	041554460247	LASH SENSATIONAL LUSCIOUS	Blackest Black	00	
121	1	N/A	041554460254	LASH SENSATIONAL LUSCIOUS	Very Black	01	

Column: 3 - Row: 2	Lower Notch: 11	Fixture Type: HOOK BARS	Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507			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: 041554984507
Shade Chart Re-Order Code:			UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
122	1	N/A	041554578478	FALSIES LASH LIFT	Blackest Black	200	
123	1	N/A	041554578485	FALSIES LASH LIFT	Very Black	201	
124	1	N/A	041554578492	FALSIES LASH LIFT	VERY BLACK (WTP)	202	
125	1	N/A	041554268706	FALSIES FLARED	Blackest Black	00	

Column: 3 - Row: 3	Lower Notch: 4	Fixture Type: HOOK BARS	Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507			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: 041554984507
Shade Chart Re-Order Code:			UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
126	1	N/A	041554217957	FALSIES MASCARA	Blackest Black	00	
127	1	N/A	041554217964	FALSIES MASCARA	Very Black	01	
128	1	N/A	041554240337	FALSIES BLACK DRAMA	Black Drama	10	
129	1	N/A	041554054156	LASH STILETTO	Very Black	1	

Column: 3 - Row: 4	Lower Notch: 27	Fixture Type: HOOK BARS	Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507			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: 041554984507
Shade Chart Re-Order Code:			UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
130	1	N/A	041554281460	MEGA PLUSH MASCARA	Very Black	01	
131	1	N/A	041554281484	MEGA PLUSH MASCARA	Very Black (WTP)	01	
132	1	N/A	041554288384	VE ROCKET MASCARA	Blackest Black	00	
133	1	N/A	041554288377	VE ROCKET MASCARA	Very Black	01	

Column: 3 - Row: 5	Lower Notch: 20	Fixture Type: HOOK BARS	Fixture Description: 6HK UNSTOPPABLE (DEMO) HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000147			SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042138			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: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
134	1	N/A	041554578607	HYPER EASY LIQUID LINER	Pitch Black	800	
135	1	N/A	041554513493	UNSTOPPABLE EYELINER - CARDED	Onyx	10	
136	1	N/A	041554513530	UNSTOPPABLE EYELINER - CARDED	Pewter	30	
137	1	N/A	041554513561	UNSTOPPABLE EYELINER - CARDED	Espresso	60	
138	1	N/A	041554563337	TATTOO STUDIO GEL PENCIL LINER	DEEP ONYX	900	
139	1	N/A	041554563344	TATTOO STUDIO GEL PENCIL LINER	INTENSE CHARCOAL	901	

Column: 3 - Row: 6	Lower Notch: 13	Fixture Type: HOOK BARS	Fixture Description: 6HK DEFINE-A-LINE HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000147			SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042073			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: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
140	1	N/A	041554549416	TATTOO STUDIO DIP IN LIQUID LINER	Black	001	
141	1	N/A	041554009071	DEFINE A LINE	Ebony Black	1	
142	1	N/A	041554009095	DEFINE A LINE	Brownish Black	3	
143	1	N/A	041554533156	LINeworks ULTRA LINER WATERPROOF	Black	1	
144	1	N/A	041554533163	LINeworks ULTRA LINER WATERPROOF	DARK BROWN	2	

ELS 30+30
E SPACE=60"

Row: 1

Lower Notch: 13

Row: 1

Lower Notch: 18

Row: 2

Lower Notch: 11

Row: 3

Lower Notch: 4

Row: 4

Lower Notch: 27

Row: 5

Lower Notch: 20

Row: 6

Lower Notch: 13

Row: 7

Lower Notch: 5

145	1	N/A	041554209440	LINE STILETTO LIQUID LINER	Blackest Black	1	
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Column: 3 - Row: 7
 HOOK BARS Fixture Re-Order Code: PL2000000147
 Graphic Re-Order Code: PM0000042109
 Carrier Tray Graphic Re-Order Code:
 Shade Chart Re-Order Code:
 Lower Notch: 5
 Fixture Type: HOOK BARS
 Fixture Description: 6HK EXPRESS BROW ULTRA SLIM (DEMO) HK9...
 SS Graphic Re-Order Code:
 SS Holder Re-Order Code:
 HOOK BARS Fixture Rolled-Up Code:
 UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
146	1	N/A	041554572308	BROW ULTRA SLIM	Soft Brown	255	
147	1	N/A	041554572322	BROW ULTRA SLIM	Medium Brown	257	
148	1	N/A	041554572339	BROW ULTRA SLIM	DEEP BROWN	260	
149	1	N/A	041554545029	TATTOOSTUDIO BROW TINT PEN	Soft Brown	355	
150	1	N/A	041554545036	TATTOOSTUDIO BROW TINT PEN	Medium Brown	360	
151	1	N/A	041554547092	TATTOOSTUDIO BROW TINT PEN	DEEP BROWN	365	

ELS 30+30
E SPACE=60"

Row: 1

Lower Notch: 13

Row: 1

Lower Notch: 18

Row: 2

Lower Notch: 11

Row: 3

Lower Notch: 4

Row: 4

Lower Notch: 27

Row: 5

Lower Notch: 20

Row: 6

Lower Notch: 13

Row: 7

Lower Notch: 5

WAKEFERN / SHOPRITE 4' X 60" URBAN MAYBELLINE PLANOGRAM - SPRING 2024

MNYWAK0460UULHNOPDQ.IS24

Column: 4 - Row: 1 Lower Notch: 26 Fixture Type: HOOK BARS Fixture Description: 6HK IAR CNCLR HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000153 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043674 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000008952 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
152	1	N/A	041554546859	IAR Eraser Concealer	Hazelnut	148	
153	1	N/A	041554546811	IAR Eraser Concealer	Caramel	144	
154	1	N/A	041554259261	IAR Eraser Concealer	Medium	30	
155	1	N/A	041554259254	IAR Eraser Concealer	Light	20	
156	1	N/A	041554259247	IAR Eraser Concealer	Fair	10	
157	1	N/A	041554546781	IAR Eraser Concealer	Ivory	100	

Column: 4 - Row: 2 Lower Notch: 15 Fixture Type: TRAYS Fixture Description: IAR ERASER FNDTN 1.1 **
TRAYS Fixture Re-Order Code: PL2000000385 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042093 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000044190 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
158	1	N/A	041554086621	IAR ERASER FOUNDATION	360	360	
159	1	N/A	041554086607	IAR ERASER FOUNDATION	340	340	
160	1	N/A	041554086591	IAR ERASER FOUNDATION	330	330	
161	1	N/A	041554086584	IAR ERASER FOUNDATION	310	310	
162	1	N/A	041554086676	IAR ERASER FOUNDATION	225	225	
163	1	N/A	041554220087	IAR ERASER FOUNDATION	Classic Ivory	150	
164	1	N/A	041554220070	IAR ERASER FOUNDATION	Buff Beige	130	
165	1	N/A	041554086553	IAR ERASER FOUNDATION	110	110	

Column: 4 - Row: 3 Lower Notch: 9 Fixture Type: TRAYS Fixture Description: FM M&P FNDTN 1.2 D2L **
TRAYS Fixture Re-Order Code: PL2000000439 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: PM0000043025 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
166	1	N/A	041554539752	FiMe MATTE+PORELESS FNDTN	DEEP BRONZE	370	
167	1	N/A	041554538731	FiMe MATTE+PORELESS FNDTN	DEEP GOLDEN	368	
168	1	N/A	041554539721	FiMe MATTE+PORELESS FNDTN	NUTMEG	365	
169	1	N/A	041554539677	FiMe MATTE+PORELESS FNDTN	WARM COCONUT	356	
170	1	N/A	041554539639	FiMe MATTE+PORELESS FNDTN	WARM SUN	334	
171	1	N/A	041554433517	FiMe MATTE+PORELESS FNDTN	Toffee	330	
172	1	N/A	041554433500	FiMe MATTE+PORELESS FNDTN	Sun Beige	310	
173	1	N/A	041554433470	FiMe MATTE+PORELESS FNDTN	Ntrl Beige	220	

Column: 4 - Row: 4 Lower Notch: 2 Fixture Type: TRAYS Fixture Description: FM M&P FNDTN 2.2 D2L **
TRAYS Fixture Re-Order Code: PL2000000439 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: PM0000043026 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
174	1	N/A	041554438161	FiMe MATTE+PORELESS FNDTN	Warm Nude	128	
175	1	N/A	041554433456	FiMe MATTE+PORELESS FNDTN	Nude Beige	125	
176	1	N/A	041554466454	FiMe MATTE+PORELESS FNDTN	CREAMY BEIGE	122	
177	1	N/A	041554433449	FiMe MATTE+PORELESS FNDTN	Clsc Ivory	120	
178	1	N/A	041554539462	FiMe MATTE+PORELESS FNDTN	LIGHT BEIGE	118	
179	1	N/A	041554433432	FiMe MATTE+PORELESS FNDTN	Ivory	115	
180	1	N/A	041554433425	FiMe MATTE+PORELESS FNDTN	Ntrl Ivory	112	
181	1	N/A	041554538328	FiMe MATTE+PORELESS FNDTN	Fair Ivory	105	

Column: 4 - Row: 5 Lower Notch: 25 Fixture Type: TRAYS Fixture Description: SS FC FNDTN 1.2 **
TRAYS Fixture Re-Order Code: PL2000000437 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042164 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042783 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
182	1	N/A	041554541533	SUPERSTAY FULL COVERAGE FOUNDATION	Mocha	360	
183	1	N/A	041554541519	SUPERSTAY FULL COVERAGE FOUNDATION	Coconut	355	
184	1	N/A	041554541496	SUPERSTAY FULL COVERAGE FOUNDATION	Toffee	330	
185	1	N/A	041554541489	SUPERSTAY FULL COVERAGE FOUNDATION	Honey	320	
186	1	N/A	041554541472	SUPERSTAY FULL COVERAGE FOUNDATION	Golden	312	
187	1	N/A	041554541465	SUPERSTAY FULL COVERAGE FOUNDATION	Sun Beige	310	
188	1	N/A	041554541458	SUPERSTAY FULL COVERAGE FOUNDATION	Natural Beige	220	
189	1	N/A	041554541441	SUPERSTAY FULL COVERAGE FOUNDATION	Buff Beige	130	

Row: 1

Lower Notch: 26

Row: 2

Lower Notch: 15

Row: 3

Lower Notch: 9

Row: 4

Lower Notch: 2

Row: 5

Lower Notch: 25

Row: 6

Lower Notch: 18

Row: 7

Lower Notch: 9

Row: 8

Lower Notch: 5

Lower Notch: 1

152	153	154	155	156	157
158	159	160	161	162	163
164	165				
166	167	168	169	170	171
172	173				
174	175	176	177	178	179
180	181				
182	183	184	185	186	187
188	189				
190	191	192	193	194	195
196	197				
198	199	200			
201	202	203			
204	205	206	207	208	Ingredients

Column: 4 - Row: 6 Lower Notch: 18 Fixture Type: TRAYS Fixture Description: SS FC FNDTN 2.2 **
TRAYS Fixture Re-Order Code: PL2000000437 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042164 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042785 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
190	1	N/A	041554589900	SUPERSTAY FULL COVERAGE FOUNDATION	Medium Beige	129	
191	1	N/A	041554541434	SUPERSTAY FULL COVERAGE FOUNDATION	Warm Nude	128	
192	1	N/A	041554565607	SUPERSTAY FULL COVERAGE FOUNDATION	Nude Beige	125	
193	1	N/A	041554541427	SUPERSTAY FULL COVERAGE FOUNDATION	Classic Ivory	120	
194	1	N/A	041554559415	SUPERSTAY FULL COVERAGE FOUNDATION	Light Beige	118	
195	1	N/A	041554541410	SUPERSTAY FULL COVERAGE FOUNDATION	Natural Ivory	112	
196	1	N/A	041554541403	SUPERSTAY FULL COVERAGE FOUNDATION	Porcelain	110	
197	1	N/A	041554541397	SUPERSTAY FULL COVERAGE FOUNDATION	FAIR PORCELAIN	102	

Column: 4 - Row: 7 Lower Notch: 9 Fixture Type: TRAYS Fixture Description: DRM MATTE MOUSSE 1.1 D2L **
TRAYS Fixture Re-Order Code: PL2000000460 SS Graphic Re-Order Code: PM0000031248
Graphic Re-Order Code: PM0000042100 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043048,PM0000043049 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
198	1	N/A	041554537741	DREAM MATTE MOUSSE FOUNDATION	Natural Beige	75	
199	1	N/A	041554507157	DREAM MATTE MOUSSE FOUNDATION	Pure Beige	70	
200	1	N/A	041554507133	DREAM MATTE MOUSSE FOUNDATION	Creamy Natural	50	
201	1	N/A	041554507126	DREAM MATTE MOUSSE FOUNDATION	Nude	40	
202	1	N/A	041554507102	DREAM MATTE MOUSSE FOUNDATION	Classic Ivory	20	
203	1	N/A	041554507096	DREAM MATTE MOUSSE FOUNDATION	Porcelain Ivory	10	

Column: 4 - Row: 8 Lower Notch: 5 Fixture Type: HOOK BARS Fixture Description: 6HK EXPERT EYES TWIN BROW HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000147 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042074 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: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
204	1	N/A	041554530179	EXPERT EYES TWIN BROW & EYE PENCILS	Velvet Black	01	
205	1	N/A	041554530254	EXPERT EYES TWIN BROW & EYE PENCILS	DARK BROWN	02	
206	1	N/A	041554530667	EXPERT EYES TWIN BROW & EYE PENCILS	Medium Brown	03	
207	1	N/A	041554543872	COVER STICK	Ivory	1	
208	1	N/A	041554543896	COVER STICK	Medium Beige	3	

Row: 1

152	153	154	155	156	157
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Lower Notch: 26

Row: 2

158	159	160	161	162	163	164	165
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Lower Notch: 15

Row: 3

166	167	168	169	170	171	172	173
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Lower Notch: 9

Row: 4

174	175	176	177	178	179	180	181
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Lower Notch: 2

Row: 5

182	183	184	185	186	187	188	189
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Lower Notch: 25

Row: 6

190	191	192	193	194	195	196	197
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Lower Notch: 18

Row: 7

198	199	200	201	202	203	204
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Lower Notch: 9

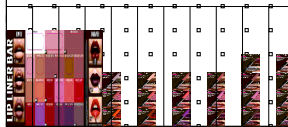
Row: 8

204	205	206	207	208	Ingredients
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Lower Notch: 5

Lower Notch: 1

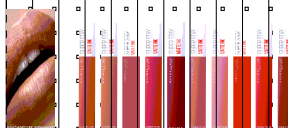
SENSATIONAL COLOR LIPSTICK



SHAPING LIP LINER



CREAMY LIPSTICK



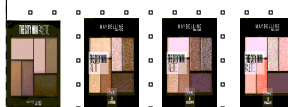
LONGWEAR MATTE LIQUID LIPCOLOR



2-STEP LONGWEAR LIP COLOR



2-STEP LONGWEAR LIP COLOR



EYESHADOW PALETTE



BACK PAN
MERCHANDIS



ELS 30+30
SE SPACE=60"



