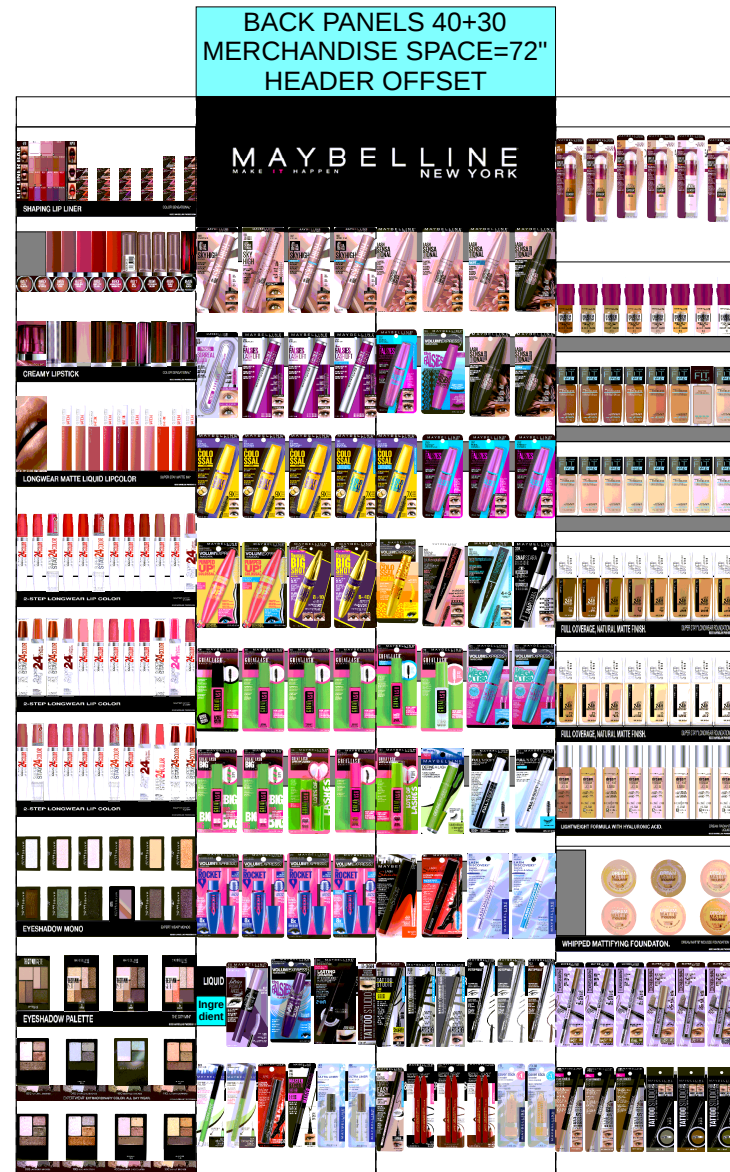


MAYBELLINE
NEW YORK

WAKEFERN / SHOPRITE 4' X 72" URBAN MAYBELLINE PLANOGRAM - SPRING 2024

POG Name: MNYWAK0472UULHNOPDQ_IS24.psa



WAKEFERN / SHOPRITE 4' X 72" URBAN MAYBELLINE PLANOGRAM - SPRING 2024

MNYWAK0472UULHNOPDQ_IS24

Column: 1 - Row: 1 Lower Notch: 25 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: 2 Lower Notch: 20 Fixture Type: TRAYS Fixture Description: CS MFA+MATTES 1.1

TRAYS Fixture Re-Order Code: PM0000024432

SS Graphic Re-Order Code: PM0000039944

Graphic Re-Order Code:

SS Holder Re-Order Code: PM0000008042

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	041554564946	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	041554429909	COLOR SEN THE MATTES	Lust for Blush	665	
29	1	N/A	041554429961	COLOR SEN THE MATTES	Divine Wine	695	
30	1	N/A	041554488777	COLOR SENSATIONAL LOADED BOLD5	Pitch Black	845	

Column: 1 - Row: 3 Lower Notch: 14 Fixture Type: TRAYS Fixture Description: CS CREAMS 1.1 RENO **

TRAYS Fixture Re-Order Code: PL2000000446

SS Graphic Re-Order Code: PM0000039009

Graphic Re-Order Code: PM0000039907,PM0000042123

SS Holder Re-Order Code: PM0000027630

Carrier Tray Graphic Re-Order Code:

TRAYS Fixture Rolled-Up Code:

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: 4 Lower Notch: 7 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:

Shade Chart Re-Order Code: PM0000038713

UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
41	1	N/A	041554543711	SUPERSTAY MATTE INK	AMAZONIAN	70	
42	1	N/A	041554543650	SUPERSTAY MATTE INK	SEDUCTRESS	65	
43	1	N/A	041554545502	SUPERSTAY MATTE INK	SELF-STARTER	130	
44	1	N/A	041554543643	SUPERSTAY MATTE INK	RULER	80	
45	1	N/A	041554545472	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	041554545533	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	

Row: 1

Row: 2

Row: 3

Row: 4

Row: 5

Row: 6

Row: 7

Row: 8

Row: 9

Row: 10

Row: 11

Lower Notch: 25

Lower Notch: 20

Lower Notch: 14

Lower Notch: 7

Lower Notch: 39

Lower Notch: 32

Lower Notch: 25

Lower Notch: 17

Lower Notch: 11

Lower Notch: 6

Lower Notch: 1

Column: 1 - Row: 5
TRAYS Fixture Re-Order Code: PL2000000398
Graphic Re-Order Code: PM0000042094
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code: PM0000042782

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
51	1	N/A	041554237757	SS 2 STEP 24 HR LIPCOLOR	Continuous Coral	020	
52	1	N/A	041554237757	SS 2 STEP 24 HR LIPCOLOR	Continuous Coral	020	
53	1	N/A	041554558876	SS 2 STEP 24 HR LIPCOLOR	Crisp Magenta	305	
54	1	N/A	041554237788	SS 2 STEP 24 HR LIPCOLOR	Keep It Red	035	
55	1	N/A	041554494969	SS 2 STEP 24 HR LIPCOLOR	ETERNAL CHERRY	200	
56	1	N/A	041554558890	SS 2 STEP 24 HR LIPCOLOR	Optic Ruby	310	
57	1	N/A	041554237764	SS 2 STEP 24 HR LIPCOLOR	Keep Up The Flame	025	
58	1	N/A	041554237740	SS 2 STEP 24 HR LIPCOLOR	All Day Cherry	015	
59	1	N/A	041554237726	SS 2 STEP 24 HR LIPCOLOR	Everlasting Wine	005	
60	1	N/A	041554552041	SS 2 STEP 24 HR LIPCOLOR	ENDLESS EXPRESSO	275	
61	1	N/A	041554237948	SS 2 STEP 24 HR LIPCOLOR	Forever Chestnut	115	
62	1	N/A	041554238006	SS 2 STEP 24 HR LIPCOLOR	Constant Cocoa	145	

Column: 1 - Row: 6
TRAYS Fixture Re-Order Code: PL2000000398
Graphic Re-Order Code: PM0000042094
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code: PM0000037938

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
63	1	N/A	041554064902	SS 2 STEP 24 HR LIPCOLOR	COPPER GLISTEN	910	
64	1	N/A	041554353927	SS 2 STEP 24 HR LIPCOLOR	Constant Toffee	136	
65	1	N/A	041554064989	SS 2 STEP 24 HR LIPCOLOR	SULTRY AMBER	915	
66	1	N/A	041554238280	SS 2 STEP 24 HR LIPCOLOR	Timeless Toffee	150	
67	1	N/A	041554544619	SS 2 STEP 24 HR LIPCOLOR	ALL NIGHT APRICOT	240	
68	1	N/A	041554237931	SS 2 STEP 24 HR LIPCOLOR	So Pearly Pink	110	
69	1	N/A	041554237924	SS 2 STEP 24 HR LIPCOLOR	Blush On	105	
70	1	N/A	041554494945	SS 2 STEP 24 HR LIPCOLOR	PINK GOES ON	215	
71	1	N/A	041554494983	SS 2 STEP 24 HR LIPCOLOR	24/7 FUSCHIA	220	
72	1	N/A	041554064896	SS 2 STEP 24 HR LIPCOLOR	BROWNED DREAM	920	
73	1	N/A	041554237917	SS 2 STEP 24 HR LIPCOLOR	Very Cranberry	100	
74	1	N/A	041554237894	SS 2 STEP 24 HR LIPCOLOR	Timeless Rose	090	

Column: 1 - Row: 7
TRAYS Fixture Re-Order Code: PL2000000398
Graphic Re-Order Code: PM0000042094
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code: PM0000037939

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
75	1	N/A	041554551075	SS 2 STEP 24 HR LIPCOLOR	FIRMLY MAUVE	245	
76	1	N/A	041554558883	SS 2 STEP 24 HR LIPCOLOR	Frosted Mauve	300	
77	1	N/A	041554237801	SS 2 STEP 24 HR LIPCOLOR	Wear On Wildberry	045	
78	1	N/A	041554237870	SS 2 STEP 24 HR LIPCOLOR	Infinite Petal	080	
79	1	N/A	041554237825	SS 2 STEP 24 HR LIPCOLOR	Perpetual Plum	055	
80	1	N/A	041554551990	SS 2 STEP 24 HR LIPCOLOR	RELENTLESS RUBY	255	
81	1	N/A	041554558906	SS 2 STEP 24 HR LIPCOLOR	Frozen Rose	315	
82	1	N/A	041554237818	SS 2 STEP 24 HR LIPCOLOR	Unlimited Raisin	050	
83	1	N/A	041554237955	SS 2 STEP 24 HR LIPCOLOR	Always Heather	120	
84	1	N/A	041554552027	SS 2 STEP 24 HR LIPCOLOR	MERLOT ARMOUR	265	
85	1	N/A	041554064872	SS 2 STEP 24 HR LIPCOLOR	BROOKLYN SUNSET	925	
86	1	N/A	041554064865	SS 2 STEP 24 HR LIPCOLOR	CITY ABLAZE	930	

Column: 1 - Row: 8
TRAYS Fixture Re-Order Code: PL2000000442
Graphic Re-Order Code: PM0000042121
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code: PM0000028848,PM0000028849

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
87	1	N/A	041554492644	Expertwear Monos	Vanilla	100S	
88	1	N/A	041554490749	Expertwear Monos	Soft Pearl	10S	
89	1	N/A	041554490763	Expertwear Monos	Seashell	30S	
90	1	N/A	041554490770	Expertwear Monos	Nude Glow	40S	
91	1	N/A	041554490756	Expertwear Monos	Linen	20S	
92	1	N/A	041554490794	Expertwear Monos	The Glo Down	60S	
93	1	N/A	041554492682	Expertwear Monos	Made for Mocha	140S	
94	1	N/A	041554490824	Expertwear Monos	Forest Green	80S	
95	1	N/A	041554492651	Expertwear Monos	Night Sky	110S	
96	1	N/A	041554552201	Expertwear Monos	DUSTY ROSE	200S	
97	1	N/A	041554490787	Expertwear Monos	Tastefully Taupe	50S	
98	1	N/A	041554492712	Expertwear Monos	Humdrum Plum	170S	

Column: 1 - Row: 9
TRAYS Fixture Re-Order Code: PL2000000445
Graphic Re-Order Code: PM0000042118
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code: PM0000028375

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
99	1	N/A	041554540772	CITY MINI PALETTES	MATTE ABOUT TOWN	480	
100	1	N/A	041554499742	CITY MINI PALETTES	Rooftop Bronzes	400	
101	1	N/A	041554499735	CITY MINI PALETTES	Chill Brunch Neutrals	410	

Row: 1

Row: 2

Row: 3

Row: 4

Row: 5

Row: 6

Row: 7

Row: 8

Row: 9

Row: 10

Row: 11

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	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

Lower Notch: 25

Lower Notch: 20

Lower Notch: 14

Lower Notch: 7

Lower Notch: 39

Lower Notch: 32

Lower Notch: 25

Lower Notch: 17

Lower Notch: 11

Lower Notch: 6

Lower Notch: 1

102	1	N/A	041554499766	CITY MINI PALETTES	Downtown Sunrise	430	
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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: PM0000042804

Lower Notch: 6

Fixture Type: TRAYS

Fixture Description: EW QUADS 1.2 **

SS Graphic Re-Order Code:

SS Holder Re-Order Code:

TRAYS Fixture Rolled-Up Code:

UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
103	1	N/A	041554409093	EXPERT WEAR QUADS	Natural Smokes	2Q	
104	1	N/A	041554409147	EXPERT WEAR QUADS	Charcoal Smokes	4Q	
105	1	N/A	041554409239	EXPERT WEAR QUADS	Emerald Smokes	48Q	
106	1	N/A	041554409260	EXPERT WEAR QUADS	Autumn Coppers	44Q	

Column: 1 - Row: 11
TRAYS Fixture Re-Order Code: PL2000000023
Graphic Re-Order Code:
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code: PM0000042807

Lower Notch: 1

Fixture Type: TRAYS

Fixture Description: EW QUADS 2.2 **

SS Graphic Re-Order Code:

SS Holder Re-Order Code:

TRAYS Fixture Rolled-Up Code:

UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
107	1	N/A	041554409192	EXPERT WEAR QUADS	Lavender Smokes	8Q	
108	1	N/A	041554409116	EXPERT WEAR QUADS	Mocha Motion	10Q	
109	1	N/A	041554409130	EXPERT WEAR QUADS	Designer Chocolates	40Q	
110	1	N/A	041554409123	EXPERT WEAR QUADS	Sunlit Bronze	50Q	

Row: 1

Lower Notch: 25

Row: 2

Lower Notch: 20

Row: 3

Lower Notch: 14

Row: 4

Lower Notch: 7

Row: 5

Lower Notch: 39

Row: 6

Lower Notch: 32

Row: 7

Lower Notch: 25

Row: 8

Lower Notch: 17

Row: 9

Lower Notch: 11

Row: 10

Lower Notch: 6

Row: 11

Lower Notch: 1

103	104	105	106	107	108	109	110
21	22	23	24	25	26	27	28
31	32	33	34	35	36	37	38
41	42	43	44	45	46	47	48
51	52	53	54	55	56	57	58
63	64	65	66	67	68	69	70
75	76	77	78	79	80	81	82
87	88	89	90	91	92		
93	94	95	96	97	98		
99	100	101	102				
103	104	105	106				
107	108	109	110				

WAKEFERN / SHOPRITE 4' X 72" URBAN MAYBELLINE PLANOGRAM - SPRING 2024

MNYWAK0472UULHNOPDQ_IS24

Column: 2 - Row: 1	Lower Notch: 25	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: 2 - Row: 6	Lower Notch: 21	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
111	1	N/A	041554590517	LASH SENSATIONAL SKY HIGH	BLACKEST BLACK	800	
112	1	N/A	041554076448	LASH SENSATIONAL SKY HIGH	True Brown	804	
113	1	N/A	041554590913	LASH SENSATIONAL SKY HIGH	Very Black (WTP)	802	
114	1	N/A	041554590906	LASH SENSATIONAL SKY HIGH	Brownish Black (WTP)	803	

Column: 2 - Row: 6	Lower Notch: 14	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
115	1	N/A	041554061152	SURREAL EXTENSION	BLACKEST BLACK WSH	170	
116	1	N/A	041554578478	FALSIES LASH LIFT	Blackest Black	200	
117	1	N/A	041554578485	FALSIES LASH LIFT	Very Black	201	
118	1	N/A	041554578492	FALSIES LASH LIFT	VERY BLACK (WTP)	202	

Column: 2 - Row: 7	Lower Notch: 7	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
119	1	N/A	041554050899	COLOSSAL	Glam Black	00	
120	1	N/A	041554050905	COLOSSAL	Classic Black	01	
121	1	N/A	041554056761	COLOSSAL	Glam Brown (Bm/Blk)	2	
122	1	N/A	041554197037	COLOSSAL	Glam Black (WTP)	00	

Column: 2 - Row: 8	Lower Notch: 7	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
123	1	N/A	041554409384	COLOSSAL PUMPED UP!	Classic Black	01	
124	1	N/A	041554409321	COLOSSAL PUMPED UP!	Classic Black (WTP)	01	
125	1	N/A	041554493719	COLOSSAL BIG SHOT	Blackest Black	223	
126	1	N/A	041554493726	COLOSSAL BIG SHOT	Very Black	224	

Column: 2 - Row: 9	Lower Notch: 33	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
127	1	N/A	041554670745	GREAT LASH MASCARA	Blackest Black	00	
128	1	N/A	041554532722	GREAT LASH MASCARA	Very Black	1	
129	1	N/A	041554532807	GREAT LASH MASCARA	Brownish Black	2	
130	1	N/A	041554532982	GREAT LASH MASCARA	DARK BROWN	3	

Column: 2 - Row: 10	Lower Notch: 26	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
131	1	N/A	041554209310	GREAT LASH BIG	Blackest Black	00	
132	1	N/A	041554209327	GREAT LASH BIG	Very Black	01	
133	1	N/A	041554239423	Great Lash Lots of Lashes	Blackest Black	00	
134	1	N/A	041554565294	GREAT LASH CURVED BRUSH	Very Black	1	

Column: 2 - Row: 11	Lower Notch: 19	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
135	1	N/A	041554288384	VE ROCKET MASCARA	Blackest Black	00	
136	1	N/A	041554288377	VE ROCKET MASCARA	Very Black	01	
137	1	N/A	041554288391	VE ROCKET MASCARA	Brownish Black	02	
138	1	N/A	041554288452	VE ROCKET MASCARA WP	Very Black	01	

BACK PAN
MERCHANDIS
HEADER

Row: 1

Lower Notch: 25

Row: 6

Lower Notch: 21

Row: 7

Lower Notch: 14

Row: 8

Lower Notch: 7

Row: 9

Lower Notch: 40

Row: 10

Lower Notch: 33

Row: 11

Lower Notch: 26

Row: 12

Lower Notch: 19

Row: 13

Lower Notch: 12

Row: 13

Lower Notch: 5

Column: 2 - Row: 12
HOOK BARS Fixture Re-Order Code: PL2000000145
Graphic Re-Order Code: PM0000042108
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code:
Lower Notch: 12 Fixture Type: HOOK BARS Fixture Description: 5HK TS LIQ LNR (DEMO) HKBR UNLIT **
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
139	1	N/A	041554459890	FALSIES PUSH UP DRAMA ANGEL	Blackest Black	00	
140	1	N/A	041554268706	FALSIES FLARED	Blackest Black	00	
141	1	N/A	041554220186	EYE STUDIO GEL LINER	Blackest Black	50	
142	1	N/A	041554549416	TATTOO STUDIO DIP IN LIQUID LINER	Black	001	

Column: 2 - Row: 13
HOOK BARS Fixture Re-Order Code: PL2000000147
Graphic Re-Order Code: PM0000042073
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code:
Lower Notch: 5 Fixture Type: HOOK BARS Fixture Description: 6HK DEFINE-A-LINE HKBR UNLIT **
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
143	1	N/A	041554009071	DEFINE A LINE	Ebony Black	1	
144	1	N/A	041554009095	DEFINE A LINE	Brownish Black	3	
145	1	N/A	041554209440	LINE STILETTO LIQUID LINER	Blackest Black	1	
146	1	N/A	041554568226	MASTER PREC ALL DAY	Black	110	
147	1	N/A	041554533156	LINEWORKS ULTRA LINER WATERPROOF	Black	1	
148	1	N/A	041554533163	LINEWORKS ULTRA LINER WATERPROOF	DARK BROWN	2	

BACK PAN
MERCHANDIS
HEADER

Row: 1

Lower Notch: 25

111	112	113	114
-----	-----	-----	-----

Lower Notch: 21

Row: 6

Lower Notch: 14

115	116	117	118
-----	-----	-----	-----

Row: 7

Lower Notch: 7

119	120	121	122
-----	-----	-----	-----

Row: 8

Lower Notch: 40

123	124	125	126
-----	-----	-----	-----

Row: 9

Lower Notch: 33

127	128	129	130
-----	-----	-----	-----

Row: 10

Lower Notch: 26

131	132	133	134
-----	-----	-----	-----

Row: 11

Lower Notch: 19

135	136	137	138
-----	-----	-----	-----

Row: 12

Lower Notch: 12

ingre dient	139	140	141	142
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Row: 13

Lower Notch: 5

143	144	145	146	147	148
-----	-----	-----	-----	-----	-----

WAKEFERN / SHOPRITE 4' X 72" URBAN MAYBELLINE PLANOGRAM - SPRING 2024

MNYWAK0472UULHNOPDQ_IS24

Column: 2 -	Row: 1	Lower Notch: 25	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: 2	Lower Notch: 21	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
149	1	N/A	041554420616	LASH SENSATIONAL	Blackest Black	00	
150	1	N/A	041554420623	LASH SENSATIONAL	Very Black	01	
151	1	N/A	041554420647	LASH SENSATIONAL	Very Black (WTP)	01	
152	1	N/A	041554460247	LASH SENSATIONAL LUSCIOUS	Blackest Black	00	

Column: 3 -	Row: 3	Lower Notch: 14	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
153	1	N/A	041554217988	FALSIES MASCARA	Very Black (WTP)	01	
154	1	N/A	041554240337	FALSIES BLACK DRAMA	Black Drama	10	
155	1	N/A	041554460254	LASH SENSATIONAL LUSCIOUS	Very Black	01	
156	1	N/A	041554460278	LASH SENSATIONAL LUSCIOUS	Very Black (WTP)	01	

Column: 3 -	Row: 4	Lower Notch: 7	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
157	1	N/A	041554197044	COLOSSAL	Classic Black (WTP)	1	
158	1	N/A	041554217957	FALSIES MASCARA	Blackest Black	00	
159	1	N/A	041554217964	FALSIES MASCARA	Very Black	01	
160	1	N/A	041554217971	FALSIES MASCARA	Brownish Black	02	

Column: 3 -	Row: 5		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
161	1	N/A	041554280254	COLOSSAL CAT EYES MASCARA	Glam Black	01	
162	1	N/A	041554522566	TOTAL TEMPTATION	BLACKEST BLACK	601	
163	1	N/A	041554522679	TOTAL TEMPTATION	Very Black (WTP)	604	
164	1	N/A	041554539912	SNP SACCARA	Pitch Black	300	

Column: 3 -	Row: 6	Lower Notch: 33	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
165	1	N/A	041554626964	GREAT LASH MASCARA	Very Black (WTP)	1	
166	1	N/A	041554519457	GREAT LASH MASCARA	Clear	10	
167	1	N/A	041554281460	MEGA PLUSH MASCARA	Very Black	01	
168	1	N/A	041554281484	MEGA PLUSH MASCARA	Very Black (WTP)	01	

Column: 3 -	Row: 7	Lower Notch: 26	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
169	1	N/A	041554239416	Great Lash Lots of Lashes	Very Black	01	
170	1	N/A	041554007503	DEFINE A LASH LENGTH MASCARA	Very Black	1	
171	1	N/A	041554699159	FULL 'N' SOFT	Very Black	1	
172	1	N/A	041554605228	FULL 'N' SOFT	Very Black (WTP)	1	

Column: 3 -	Row: 8	Lower Notch: 19	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
173	1	N/A	041554054156	LASH STILETTO	Very Black		
174	1	N/A	041554208832	LASH STILETTO WP	Very Black	01	
175	1	N/A	041554647372	LASH DISCOVERY WASHABLE	Very Black	1	
176	1	N/A	041554650495	LASH DISCOVERY WP	Very Black	1	

ELS 40+30
E SPACE=72"
OFFSET

Row: 1

Lower Notch: 25

Row: 2

Lower Notch: 21

Row: 3

Lower Notch: 14

Row: 4

Lower Notch: 7

Row: 5

Lower Notch: 40

Row: 6

Lower Notch: 33

Row: 7

Lower Notch: 26

Row: 8

Lower Notch: 19

Row: 9

Lower Notch: 12

Row: 10

Lower Notch: 5

Column: 3 - Row: 9 Lower Notch: 12 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
177	1	N/A	041554080810	TATTOO STUDIO BRUSH TIP INK PEN LINER	Jet Black	880	
178	1	N/A	041554563337	TATTOO STUDIO GEL PENCIL LINER	DEEP ONYX	900	
179	1	N/A	041554563344	TATTOO STUDIO GEL PENCIL LINER	INTENSE CHARCOAL	901	
180	1	N/A	041554513493	UNSTOPPABLE EYELINER - CARDED	Onyx	10	
181	1	N/A	041554513530	UNSTOPPABLE EYELINER - CARDED	Pewter	30	
182	1	N/A	041554513561	UNSTOPPABLE EYELINER - CARDED	Espresso	60	

Column: 3 - Row: 10 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
183	1	N/A	041554578607	HYPER EASY LIQUID LINER	Pitch Black	800	
184	1	N/A	041554530179	EXPERT EYES TWIN BROW & EYE PENCILS	Velvet Black	01	
185	1	N/A	041554530254	EXPERT EYES TWIN BROW & EYE PENCILS	DARK BROWN	02	
186	1	N/A	041554530667	EXPERT EYES TWIN BROW & EYE PENCILS	Medium Brown	03	
187	1	N/A	041554543872	COVER STICK	Ivory	1	
188	1	N/A	041554543896	COVER STICK	Medium Beige	3	

ELS 40+30
E SPACE=72"
OFFSET

Row: 1		Lower Notch: 25
Row: 2	149150151152	Lower Notch: 21
Row: 3	153154155156	Lower Notch: 14
Row: 4	157158159160	Lower Notch: 7
Row: 5	161162163164	Lower Notch: 40
Row: 6	165166167168	Lower Notch: 33
Row: 7	169170171172	Lower Notch: 26
Row: 8	173174175176	Lower Notch: 19
Row: 9	177178179180181182	Lower Notch: 12
Row: 10	183184185186187188	Lower Notch: 5

WAKEFERN / SHOPRITE 4' X 72" URBAN MAYBELLINE PLANOGRAM - SPRING 2024

MNYWAK0472UULHNOPDQ_IS24

Column: 4 - Row: 1 Lower Notch: 27 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:

UPC Blade Code: PM0000008952

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
189	1	N/A	041554546859	IAR Eraser Concealer	Hazelnut	148	
190	1	N/A	041554546811	IAR Eraser Concealer	Caramel	144	
191	1	N/A	041554259261	IAR Eraser Concealer	Medium	30	
192	1	N/A	041554259254	IAR Eraser Concealer	Light	20	
193	1	N/A	041554259247	IAR Eraser Concealer	Fair	10	
194	1	N/A	041554546781	IAR Eraser Concealer	Ivory	100	

Column: 4 - Row: 2 Lower Notch: 16 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
195	1	N/A	041554086621	IAR ERASER FOUNDATION	360	360	
196	1	N/A	041554086607	IAR ERASER FOUNDATION	340	340	
197	1	N/A	041554086591	IAR ERASER FOUNDATION	330	330	
198	1	N/A	041554086584	IAR ERASER FOUNDATION	310	310	
199	1	N/A	041554086676	IAR ERASER FOUNDATION	225	225	
200	1	N/A	041554220087	IAR ERASER FOUNDATION	Classic Ivory	150	
201	1	N/A	041554220070	IAR ERASER FOUNDATION	Buff Beige	130	
202	1	N/A	041554086553	IAR ERASER FOUNDATION	110	110	

Column: 4 - Row: 3 Lower Notch: 10 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
203	1	N/A	041554539752	FitMe MATTE+PORELESS FNDTN	DEEP BRONZE	370	
204	1	N/A	041554538731	FitMe MATTE+PORELESS FNDTN	DEEP GOLDEN	368	
205	1	N/A	041554539721	FitMe MATTE+PORELESS FNDTN	NUTMEG	365	
206	1	N/A	041554539677	FitMe MATTE+PORELESS FNDTN	WARM COCONUT	356	
207	1	N/A	041554539639	FitMe MATTE+PORELESS FNDTN	WARM SUN	334	
208	1	N/A	041554433517	FitMe MATTE+PORELESS FNDTN	Toffee	330	
209	1	N/A	041554433500	FitMe MATTE+PORELESS FNDTN	Sun Beige	310	
210	1	N/A	041554433470	FitMe MATTE+PORELESS FNDTN	Ntrl Beige	220	

Column: 4 - Row: 4 Lower Notch: 4 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
211	1	N/A	041554438161	FitMe MATTE+PORELESS FNDTN	Warm Nude	128	
212	1	N/A	041554433456	FitMe MATTE+PORELESS FNDTN	Nude Beige	125	
213	1	N/A	041554466454	FitMe MATTE+PORELESS FNDTN	CREAMY BEIGE	122	
214	1	N/A	041554433449	FitMe MATTE+PORELESS FNDTN	Cisc Ivory	120	
215	1	N/A	041554539462	FitMe MATTE+PORELESS FNDTN	LIGHT BEIGE	118	
216	1	N/A	041554433432	FitMe MATTE+PORELESS FNDTN	Ivory	115	
217	1	N/A	041554433425	FitMe MATTE+PORELESS FNDTN	Ntrl Ivory	112	
218	1	N/A	041554538328	FitMe MATTE+PORELESS FNDTN	Fair Ivory	105	

Column: 4 - Row: 5 Lower Notch: 37 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
219	1	N/A	041554541533	SUPERSTAY FULL COVERAGE FOUNDATION	Mocha	360	
220	1	N/A	041554541519	SUPERSTAY FULL COVERAGE FOUNDATION	Coconut	355	
221	1	N/A	041554541496	SUPERSTAY FULL COVERAGE FOUNDATION	Toffee	330	
222	1	N/A	041554541489	SUPERSTAY FULL COVERAGE FOUNDATION	Honey	320	
223	1	N/A	041554541472	SUPERSTAY FULL COVERAGE FOUNDATION	Golden	312	
224	1	N/A	041554541465	SUPERSTAY FULL COVERAGE FOUNDATION	Sun Beige	310	
225	1	N/A	041554541458	SUPERSTAY FULL COVERAGE FOUNDATION	Natural Beige	220	
226	1	N/A	041554541441	SUPERSTAY FULL COVERAGE FOUNDATION	Buff Beige	130	

Column: 4 - Row: 6 Lower Notch: 30 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
227	1	N/A	041554589900	SUPERSTAY FULL COVERAGE FOUNDATION	Medium Beige	129	
228	1	N/A	041554541434	SUPERSTAY FULL COVERAGE FOUNDATION	Warm Nude	128	
229	1	N/A	041554565607	SUPERSTAY FULL COVERAGE FOUNDATION	Nude Beige	125	

Row: 1

Lower Notch: 27

Row: 2

Lower Notch: 16

Row: 3

Lower Notch: 10

Row: 4

Lower Notch: 4

Row: 5

Lower Notch: 37

Row: 6

Lower Notch: 30

Row: 7

Lower Notch: 24

Row: 8

Lower Notch: 16

Row: 9

Lower Notch: 12

Row: 10

Lower Notch: 5

Lower Notch: 1

230	1	N/A	041554541427	SUPERSTAY FULL COVERAGE FOUNDATION	Classic Ivory	120	
231	1	N/A	041554559415	SUPERSTAY FULL COVERAGE FOUNDATION	Light Beige	118	
232	1	N/A	041554541410	SUPERSTAY FULL COVERAGE FOUNDATION	Natural Ivory	112	
233	1	N/A	041554541403	SUPERSTAY FULL COVERAGE FOUNDATION	Porcelain	110	
234	1	N/A	041554541397	SUPERSTAY FULL COVERAGE FOUNDATION	FAIR PORCELAIN	102	

Column: 4 - Row: 7 Lower Notch: 24 Fixture Type: TRAYS Fixture Description: DRM RADIANT FNDTN 1.1 D2L **
TRAYS Fixture Re-Order Code: PL20000000550 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042127 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042918 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
235	1	N/A	041554579215	DREAM RADIANT LIQUID FOUNDATION	Cocoa	130	
236	1	N/A	041554579178	DREAM RADIANT LIQUID FOUNDATION	Honey Beige	90	
237	1	N/A	041554579154	DREAM RADIANT LIQUID FOUNDATION	Natural Beige	75	
238	1	N/A	041554579123	DREAM RADIANT LIQUID FOUNDATION	Creamy Natural	50	
239	1	N/A	041554579109	DREAM RADIANT LIQUID FOUNDATION	Nude Beige	35	
240	1	N/A	041554579093	DREAM RADIANT LIQUID FOUNDATION	Ivory Beige	30	
241	1	N/A	041554579086	DREAM RADIANT LIQUID FOUNDATION	Classic Ivory	20	
242	1	N/A	041554579079	DREAM RADIANT LIQUID FOUNDATION	Porcelain Ivory	10	

Column: 4 - Row: 8 Lower Notch: 16 Fixture Type: TRAYS Fixture Description: DRM MATTE MOUSSE 1.1 D2L **
TRAYS Fixture Re-Order Code: PL20000000460 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
243	1	N/A	041554537741	DREAM MATTE MOUSSE FOUNDATION	Natural Beige	75	
244	1	N/A	041554507157	DREAM MATTE MOUSSE FOUNDATION	Pure Beige	70	
245	1	N/A	041554507133	DREAM MATTE MOUSSE FOUNDATION	Creamy Natural	50	
246	1	N/A	041554507126	DREAM MATTE MOUSSE FOUNDATION	Nude	40	
247	1	N/A	041554507102	DREAM MATTE MOUSSE FOUNDATION	Classic Ivory	20	
248	1	N/A	041554507096	DREAM MATTE MOUSSE FOUNDATION	Porcelain Ivory	10	

Column: 4 - Row: 9 Lower Notch: 12 Fixture Type: HOOK BARS Fixture Description: 6HK EXPRESS BROW ULTRA SLIM (DEMO) HK...
HOOK BARS Fixture Re-Order Code: PL20000000147 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042109 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
249	1	N/A	041554572308	BROW ULTRA SLIM	Soft Brown	255	
250	1	N/A	041554572322	BROW ULTRA SLIM	Medium Brown	257	
251	1	N/A	041554572339	BROW ULTRA SLIM	DEEP BROWN	260	
252	1	N/A	041554578706	BROW FAST SCULPT	Soft Brown	255	
253	1	N/A	041554578720	BROW FAST SCULPT	Medium Brown	257	
254	1	N/A	041554578737	BROW FAST SCULPT	DEEP BROWN	260	

Column: 4 - Row: 10 Lower Notch: 5 Fixture Type: HOOK BARS Fixture Description: 6HK TS BROW TINT PEN (DEMO) HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL20000000147 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042079 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
255	1	N/A	041554545029	TATTOOSTUDIO BROW TINT PEN	Soft Brown	355	
256	1	N/A	041554545036	TATTOOSTUDIO BROW TINT PEN	Medium Brown	360	
257	1	N/A	041554547092	TATTOOSTUDIO BROW TINT PEN	DEEP BROWN	365	
258	1	N/A	041554559743	TattooStudio Brow Pomade	Soft Brown	374	
259	1	N/A	041554559750	TattooStudio Brow Pomade	Medium Brown	376	
260	1	N/A	041554559774	TattooStudio Brow Pomade	DEEP BROWN	380	

Row: 1

Row: 2

Row: 3

Row: 4

Row: 5

Row: 6

Row: 7

Row: 8

Row: 9

Row: 10

189	190	191	192	193	194
195	196	197	198	199	200
201	202				
203	204	205	206	207	208
209	210				
211	212	213	214	215	216
217	218				
219	220	221	222	223	224
225	226				
227	228	229	230	231	232
233	234				
235	236	237	238	239	240
241	242				
243	244	245			
246	247	248	249	250	251
252	253	254			
255	256	257	258	259	260

Lower Notch: 27

Lower Notch: 16

Lower Notch: 10

Lower Notch: 4

Lower Notch: 37

Lower Notch: 30

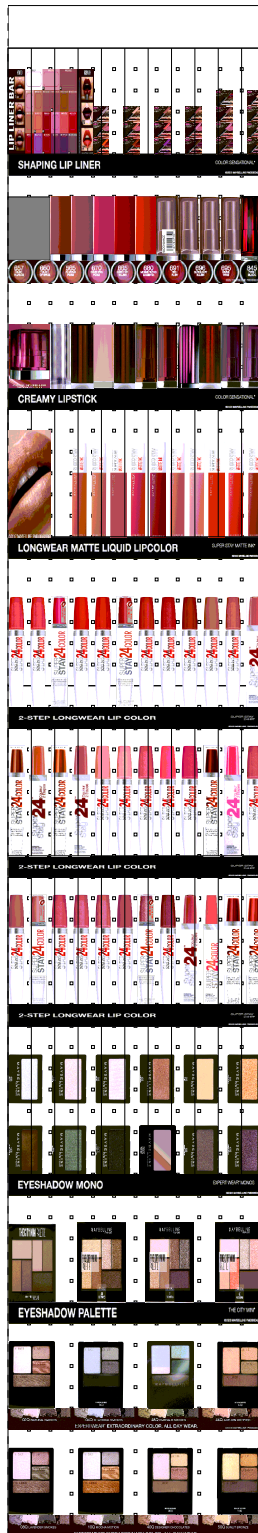
Lower Notch: 24

Lower Notch: 16

Lower Notch: 12

Lower Notch: 5

Lower Notch: 1



BACK PAN
MERCHANDIS
HEADER

MAYBE
MAKE IT HAPPEN



ELS 40+30
SE SPACE=72"
OFFSET

LINE
NEW YORK



