

BACK PANELS 30+30
MERCHANDISE SPACE=60"



WAKEFERN 8' X 60" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK0860UULH.IS24

Column: 1 - Row: 1	Lower Notch: 18	Fixture Type: CHROME ...	Fixture Description: SS LIP NAV 4X12 **
CHROME SIGN UR Fixture Re-Order Code: PL2000000038		SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000044536		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: SS VINYL INK 1.1 **
TRAYS Fixture Re-Order Code: PL2000000612		SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000042207		SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:		TRAYS Fixture Rolled-Up Code:	
Shade Chart Re-Order Code: PM0000043755		UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
1	1	N/A	041554071047	VINYL INK	LIPPY	10	
2	1	N/A	041554071030	VINYL INK	PEACHY	15	
3	1	N/A	041554071009	VINYL INK	COY	20	
4	1	N/A	041554070989	VINYL INK	RED-HOT	25	
5	1	N/A	041554070958	VINYL INK	UNRIVALED	30	
6	1	N/A	041554071023	VINYL INK	CHEEKY	35	
7	1	N/A	041554071016	VINYL INK	WITTY	40	
8	1	N/A	041554070972	VINYL INK	WICKED	50	
9	1	N/A	041554070965	VINYL INK	ROYAL	55	
10	1	N/A	041554080421	SUPER STAY VINYL INK	Captivated	95	

Column: 1 - Row: 3	Lower Notch: 13	Fixture Type: TRAYS	Fixture Description: SS INK CRAYON 1.2 **
TRAYS Fixture Re-Order Code: PL2000000410		SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000042180		SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:		TRAYS Fixture Rolled-Up Code:	
Shade Chart Re-Order Code: PM0000043840		UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
11	1	N/A	041554064704	SUPERSTAY INK CRAYON	DRIVE THE FUTURE	165	
12	1	N/A	041554558753	SUPERSTAY INK CRAYON	LIVE ON THE EDGE	5	
13	1	N/A	041554587845	SUPERSTAY INK CRAYON	RISE TO THE TOP	110	
14	1	N/A	041554558784	SUPERSTAY INK CRAYON	ENJOY THE VIEW	20	
15	1	N/A	041554064667	SUPERSTAY INK CRAYON	WORK FOR IT	140	
16	1	N/A	041554064728	SUPERSTAY INK CRAYON	BREAK THE CEILING	145	
17	1	N/A	041554064674	SUPERSTAY INK CRAYON	STOP AT NOTHING	160	
18	1	N/A	041554587869	SUPERSTAY INK CRAYON	REACH HIGH	100	
19	1	N/A	041554587852	SUPERSTAY INK CRAYON	ON THE GRIND	105	
20	1	N/A	041554558760	SUPERSTAY INK CRAYON	TRUST YOUR GUT	10	
21	1	N/A	041554064681	SUPERSTAY INK CRAYON	ACHIEVE IT ALL	155	
22	1	N/A	041554558777	SUPERSTAY INK CRAYON	LEAD THE WAY	15	
23	1	N/A	041554558777	SUPERSTAY INK CRAYON	LEAD THE WAY	15	
24	1	N/A	041554577877	SUPERSTAY INK CRAYON	KEEP IT FUN	90	

Column: 1 - Row: 4	Lower Notch: 6	Fixture Type: TRAYS	Fixture Description: SS INK CRAYON 2.2 **
TRAYS Fixture Re-Order Code: PL2000000410		SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000042180		SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:		TRAYS Fixture Rolled-Up Code:	
Shade Chart Re-Order Code: PM0000038712		UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
25	1	N/A	041554558791	SUPERSTAY INK CRAYON	STAY EXCEPTIONAL	25	
26	1	N/A	041554064735	SUPERSTAY INK CRAYON	CHASE DREAMS	150	
27	1	N/A	041554581522	SUPERSTAY INK CRAYON	RUN THE WORLD	80	
28	1	N/A	041554581539	SUPERSTAY INK CRAYON	CHANGE IS GOOD	85	
29	1	N/A	041554558807	SUPERSTAY INK CRAYON	SEEK ADVENTURE	30	
30	1	N/A	041554558838	SUPERSTAY INK CRAYON	HUSTLE IN HEELS	45	
31	1	N/A	041554064711	SUPERSTAY INK CRAYON	MAKE MOVES	135	
32	1	N/A	041554064650	SUPERSTAY INK CRAYON	PAVE THE ROAD	130	
33	1	N/A	041554558845	SUPERSTAY INK CRAYON	OWN YOUR EMPIRE	50	
34	1	N/A	041554558852	SUPERSTAY INK CRAYON	MAKE IT HAPPEN	55	
35	1	N/A	041554064643	SUPERSTAY INK CRAYON	CHECK YOURSELF	125	
36	1	N/A	041554064698	SUPERSTAY INK CRAYON	BE BOLD, BE YOU	120	
37	1	N/A	041554558869	SUPERSTAY INK CRAYON	ACCEPT A DARE	60	
38	1	N/A	041554565973	SUPERSTAY INK CRAYON	SETTLE FOR MORE	65	

Column: 1 - Row: 5	Lower Notch: 29	Fixture Type: TRAYS	Fixture Description: SS MATTE INK 1.2 **
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: PM0000038706		UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
39	1	N/A	041554496895	SUPERSTAY MATTE INK	LOYALIST	5	
40	1	N/A	041554543681	SUPERSTAY MATTE INK	POET	60	
41	1	N/A	041554589511	SUPERSTAY MATTE INK	HUSTLER	335	

Row: 1

Lower Notch: 18

Row: 2

Lower Notch: 20

Row: 3

Lower Notch: 13

Row: 4

Lower Notch: 6

Row: 5

Lower Notch: 29

Row: 6

Lower Notch: 22

Row: 7

Lower Notch: 15

Row: 8

Lower Notch: 8

Row: 9

Lower Notch: 1

42	1	N/A	041554554526	SUPERSTAY MATTE INK	GROUND-BREAKER	117	
43	1	N/A	041554543711	SUPERSTAY MATTE INK	AMAZONIAN	70	
44	1	N/A	041554543650	SUPERSTAY MATTE INK	SEDUCTRESS	65	
45	1	N/A	041554554502	SUPERSTAY MATTE INK	SELF-STARTER	130	
46	1	N/A	041554577839	SUPERSTAY MATTE INK	RINGLEADER	175	
47	1	N/A	041554577846	SUPERSTAY MATTE INK	REVOLUTIONARY	180	
48	1	N/A	041554543643	SUPERSTAY MATTE INK	RULER	80	

Column: 1 - Row: 6
TRAYS Fixture Re-Order Code: PL2000000421
Graphic Re-Order Code: PM0000042179
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code: PM0000038707
Lower Notch: 22
Fixture Type: TRAYS
Fixture Description: SS MATTE INK 2.2 **
SS Graphic Re-Order Code: PM0000042185
SS Holder Re-Order Code: PM0000016521
TRAYS Fixture Rolled-Up Code:
UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
49	1	N/A	041554554472	SUPERSTAY MATTE INK	FOUNDER	115	
50	1	N/A	041554496918	SUPERSTAY MATTE INK	LOVER	15	
51	1	N/A	041554496901	SUPERSTAY MATTE INK	DREAMER	10	
52	1	N/A	041554554496	SUPERSTAY MATTE INK	INSPIRER	125	
53	1	N/A	041554554533	SUPERSTAY MATTE INK	DANGER	118	
54	1	N/A	041554589498	SUPERSTAY MATTE INK	SHOT CALLER	325	
55	1	N/A	041554496925	SUPERSTAY MATTE INK	PIONEER	20	
56	1	N/A	041554496987	SUPERSTAY MATTE INK	VOYAGER	50	
57	1	N/A	041554496963	SUPERSTAY MATTE INK	BELIEVER	40	
58	1	N/A	041554543704	SUPERSTAY MATTE INK	VISIONARY	95	

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: PM0000042782
Lower Notch: 15
Fixture Type: TRAYS
Fixture Description: SS 24HR LIP 1.3 **
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
59	1	N/A	041554237757	SS 2 STEP 24 HR LIPCOLOR	Continuous Coral	020	
60	1	N/A	041554237757	SS 2 STEP 24 HR LIPCOLOR	Continuous Coral	020	
61	1	N/A	041554558876	SS 2 STEP 24 HR LIPCOLOR	Crisp Magenta	305	
62	1	N/A	041554237788	SS 2 STEP 24 HR LIPCOLOR	Keep It Red	035	
63	1	N/A	041554494969	SS 2 STEP 24 HR LIPCOLOR	ETERNAL CHERRY	200	
64	1	N/A	041554558890	SS 2 STEP 24 HR LIPCOLOR	Optic Ruby	310	
65	1	N/A	041554237764	SS 2 STEP 24 HR LIPCOLOR	Keep Up The Flame	025	
66	1	N/A	041554237740	SS 2 STEP 24 HR LIPCOLOR	All Day Cherry	015	
67	1	N/A	041554237726	SS 2 STEP 24 HR LIPCOLOR	Everlasting Wine	005	
68	1	N/A	041554552041	SS 2 STEP 24 HR LIPCOLOR	ENDLESS EXPRESSO	275	
69	1	N/A	041554237948	SS 2 STEP 24 HR LIPCOLOR	Forever Chestnut	115	
70	1	N/A	041554238006	SS 2 STEP 24 HR LIPCOLOR	Constant Cocoa	145	

Column: 1 - Row: 8
TRAYS Fixture Re-Order Code: PL2000000386
Graphic Re-Order Code: PM0000042094
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code: PM0000037938
Lower Notch: 8
Fixture Type: TRAYS
Fixture Description: SS 24HR LIP 2.3 **
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
71	1	N/A	041554064902	SS 2 STEP 24 HR LIPCOLOR	COPPER GLISTEN	910	
72	1	N/A	041554335927	SS 2 STEP 24 HR LIPCOLOR	Constant Toast	136	
73	1	N/A	041554064889	SS 2 STEP 24 HR LIPCOLOR	SULTRY AMBER	915	
74	1	N/A	041554238280	SS 2 STEP 24 HR LIPCOLOR	Timeless Toffee	150	
75	1	N/A	041554544619	SS 2 STEP 24 HR LIPCOLOR	ALL NIGHT APRICOT	240	
76	1	N/A	041554237931	SS 2 STEP 24 HR LIPCOLOR	So Pearly Pink	110	
77	1	N/A	041554237924	SS 2 STEP 24 HR LIPCOLOR	Blush On	105	
78	1	N/A	041554494945	SS 2 STEP 24 HR LIPCOLOR	PINK GOES ON	215	
79	1	N/A	041554494983	SS 2 STEP 24 HR LIPCOLOR	24/7 FUSCHIA	220	
80	1	N/A	041554064896	SS 2 STEP 24 HR LIPCOLOR	BRONZED DREAM	920	
81	1	N/A	041554237917	SS 2 STEP 24 HR LIPCOLOR	Very Cranberry	100	
82	1	N/A	041554237894	SS 2 STEP 24 HR LIPCOLOR	Timeless Rose	090	

Column: 1 - Row: 9
TRAYS Fixture Re-Order Code: PL2000000386
Graphic Re-Order Code: PM0000042094
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code: PM0000037939
Lower Notch: 1
Fixture Type: TRAYS
Fixture Description: SS 24HR LIP 3.3 **
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
83	1	N/A	041554551075	SS 2 STEP 24 HR LIPCOLOR	FIRMLY MAUVE	245	
84	1	N/A	041554558863	SS 2 STEP 24 HR LIPCOLOR	Frosted Mauve	300	
85	1	N/A	041554237801	SS 2 STEP 24 HR LIPCOLOR	Wear On Wildberry	045	
86	1	N/A	041554237870	SS 2 STEP 24 HR LIPCOLOR	Infinite Petal	080	
87	1	N/A	041554237825	SS 2 STEP 24 HR LIPCOLOR	Perpetual Plum	055	
88	1	N/A	041554551990	SS 2 STEP 24 HR LIPCOLOR	RELENTLESS RUBY	255	
89	1	N/A	041554558906	SS 2 STEP 24 HR LIPCOLOR	Frozen Rose	315	
90	1	N/A	041554237818	SS 2 STEP 24 HR LIPCOLOR	Unlimited Raisin	050	

Row: 1

Lower Notch: 18

Row: 2

Lower Notch: 20

Row: 3

Lower Notch: 13

Row: 4

Lower Notch: 6

Row: 5

Lower Notch: 29

Row: 6

Lower Notch: 22

Row: 7

Lower Notch: 15

Row: 8

Lower Notch: 8

Row: 9

Lower Notch: 1

91	1	N/A	041554237955	SS 2 STEP 24 HR LIPCOLOR	Always Heather	120	
92	1	N/A	041554552027	SS 2 STEP 24 HR LIPCOLOR	MERLOT ARMOUR	265	
93	1	N/A	041554064872	SS 2 STEP 24 HR LIPCOLOR	BROOKLYN SUNSET	925	
94	1	N/A	041554064865	SS 2 STEP 24 HR LIPCOLOR	CITY ABLAZE	930	

Row: 1

Lower Notch: 18

Row: 2

Lower Notch: 20

Row: 3

Lower Notch: 13

Row: 4

Lower Notch: 6

Row: 5

Lower Notch: 29

Row: 6

Lower Notch: 22

Row: 7

Lower Notch: 15

Row: 8

Lower Notch: 8

Row: 9

Lower Notch: 1

WAKEFERN 8' X 60" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK0860UULH.IS24

Column: 2 - Row: 1 Lower Notch: 22 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
95	1	N/A	041554492644	Expertwear Monos	Vanilla	100S	
96	1	N/A	041554490749	Expertwear Monos	Soft Pearl	10S	
97	1	N/A	041554490763	Expertwear Monos	Seashell	30S	
98	1	N/A	041554490770	Expertwear Monos	Nude Glow	40S	
99	1	N/A	041554490756	Expertwear Monos	Linen	20S	
100	1	N/A	041554490794	Expertwear Monos	The Glo Down	60S	
101	1	N/A	041554492682	Expertwear Monos	Made for Mocha	140S	
102	1	N/A	041554490824	Expertwear Monos	Forest Green	80S	
103	1	N/A	041554492651	Expertwear Monos	Night Sky	110S	
104	1	N/A	041554552201	Expertwear Monos	DUSTY ROSE	200S	
105	1	N/A	041554490787	Expertwear Monos	Tastefully Taupe	50S	
106	1	N/A	041554492712	Expertwear Monos	Humdrum Plum	170S	

Column: 2 - Row: 2 Lower Notch: 16 Fixture Type: TRAYS Fixture Description: CITY MINI PALETTE 1.2 **
TRAYS Fixture Re-Order Code: PL2000000445 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042116 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043762 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
107	1	N/A	041554499742	CITY MINI PALETTES	Rooftop Bronzes	400	
108	1	N/A	041554499735	CITY MINI PALETTES	Chill Brunch Neutrals	410	
109	1	N/A	041554499766	CITY MINI PALETTES	Downtown Sunrise	430	
110	1	N/A	041554540772	CITY MINI PALETTES	MATTE ABOUT TOWN	480	

Column: 2 - Row: 3 Lower Notch: 10 Fixture Type: TRAYS Fixture Description: CITY MINI PALETTE 2.2 **
TRAYS Fixture Re-Order Code: PL2000000445 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042116 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043763 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
111	1	N/A	041554552485	CITY MINI PALETTES	Brooklyn Nudes	500	
112	1	N/A	041554552492	CITY MINI PALETTES	Blushed Avenue	510	
113	1	N/A	041554552508	CITY MINI PALETTES	Skyscape Dusk	520	
114	1	N/A	041554563306	CITY MINI PALETTES	Diamond District	540	

Column: 2 - Row: 4 Lower Notch: 3 Fixture Type: TRAYS Fixture Description: LIFTER GLOSS 1.1 **
TRAYS Fixture Re-Order Code: PL2000000621 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042141, PM0000043439 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000036173 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
115	1	N/A	041554583854	LIFTER GLOSS	Pearl	001	
116	1	N/A	041554583861	LIFTER GLOSS	Ice	002	
117	1	N/A	041554583878	LIFTER GLOSS	Moon	003	
118	1	N/A	041554583885	LIFTER GLOSS	Silk	004	
119	1	N/A	041554583892	LIFTER GLOSS	Petal	005	
120	1	N/A	041554583908	LIFTER GLOSS	Reef	006	
121	1	N/A	041554583915	LIFTER GLOSS	Amber	007	
122	1	N/A	041554583922	LIFTER GLOSS	Stone	008	
123	1	N/A	041554583939	LIFTER GLOSS	Topaz	009	
124	1	N/A	041554583946	LIFTER GLOSS	Crystal	010	

Column: 2 - Row: 5 Lower Notch: 27 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
125	1	N/A	041554486032	COLOR SENSATIONAL MECHANICAL LINER	Clear	100	
126	1	N/A	041554549300	Color Sensational Shaping Lip Liner	BEIGE BABE	102	
127	1	N/A	041554549331	Color Sensational Shaping Lip Liner	Gone Grieve	104	
128	1	N/A	041554486049	COLOR SENSATIONAL MECHANICAL LINER	NUDE WHISPER	105	
129	1	N/A	041554486056	COLOR SENSATIONAL MECHANICAL LINER	PURELY NUDE	110	
130	1	N/A	041554486063	COLOR SENSATIONAL MECHANICAL LINER	TOTALLY TOFFEE	115	
131	1	N/A	041554549355	Color Sensational Shaping Lip Liner	RAW CHOCOLATE	118	
132	1	N/A	041554486070	COLOR SENSATIONAL MECHANICAL LINER	Rich Chocolate	120	
133	1	N/A	041554486087	COLOR SENSATIONAL MECHANICAL LINER	MAGNETIC MAUVE	125	
134	1	N/A	041554486094	COLOR SENSATIONAL MECHANICAL LINER	DUSTY ROSE	130	

Row: 1

Row: 2

Row: 3

Row: 4

Row: 5

Row: 6

Row: 7

Row: 8

Row: 9

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	165	166	167	168
169	170	171	172	173	174
175	176	177	178	179	180

Lower Notch: 22

Lower Notch: 16

Lower Notch: 10

Lower Notch: 3

Lower Notch: 27

Lower Notch: 21

Lower Notch: 15

Lower Notch: 9

Lower Notch: 5

135	1	N/A	041554549287	Color Sensational Shaping Lip Liner	ALMOND ROSE	132	
136	1	N/A	041554549348	Color Sensational Shaping Lip Liner	Pink Wink	134	
137	1	N/A	041554486100	COLOR SENSATIONAL MECHANICAL LINER	PALEST PINK	135	
138	1	N/A	041554486117	COLOR SENSATIONAL MECHANICAL LINER	PINK CORAL	140	
139	1	N/A	041554486124	COLOR SENSATIONAL MECHANICAL LINER	Very Cherry	145	
140	1	N/A	041554486131	COLOR SENSATIONAL MECHANICAL LINER	BRICK RED	150	
141	1	N/A	041554486148	COLOR SENSATIONAL MECHANICAL LINER	WILD VIOLETS	155	
142	1	N/A	041554549324	Color Sensational Shaping Lip Liner	Divine Wine	153	
143	1	N/A	041554492859	COLOR SENSATIONAL MECHANICAL LINER	RICH WINE	160	
144	1	N/A	041554492866	COLOR SENSATIONAL MECHANICAL LINER	PLUM PASSION	165	

Column: 2 - Row: 6 Lower Notch: 21 Fixture Type: TRAYS Fixture Description: CS MFA+MATTES 1.1 RENO **
TRAYS Fixture Re-Order Code: PL2000000446 SS Graphic Re-Order Code: PM0000042813
Graphic Re-Order Code: PM0000042751,PM0000042811 SS Holder Re-Order Code: PM0000027630
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042752,PM0000042753 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
145	1	N/A	041554564815	CS MADE FOR ALL	MAUVE FOR ME	373	
146	1	N/A	041554566772	CS MADE FOR ALL	PINK FOR ME	376	
147	1	N/A	041554564860	CS MADE FOR ALL	FUCHSIA FOR ME	379	
148	1	N/A	041554564853	CS MADE FOR ALL	RUBY FOR ME	385	
149	1	N/A	041554564846	CS MADE FOR ALL	RED FOR ME	382	
150	1	N/A	041554453645	COLOR SEN THE MATTES	Nude Nuance	657	
151	1	N/A	041554429893	COLOR SEN THE MATTES	Touch of Spice	660	
152	1	N/A	041554429809	COLOR SEN THE MATTES	Lust for Blush	665	
153	1	N/A	041554429961	COLOR SEN THE MATTES	Divine Wine	695	
154	1	N/A	041554488777	COLOR SENSATIONAL LOADED BOLD	Pitch Black	845	

Column: 2 - Row: 7 Lower Notch: 15 Fixture Type: TRAYS Fixture Description: CS CREAMS 1.2 RENO **
TRAYS Fixture Re-Order Code: PL2000000446 SS Graphic Re-Order Code: PM0000033908
Graphic Re-Order Code: PM0000033907,PM0000042123 SS Holder Re-Order Code: PM0000027630
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000033532,PM0000035354 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
155	1	N/A	041554578348	COLOR SEN LIPSTICK	COPPER CHARGE	166	
156	1	N/A	041554578317	COLOR SEN LIPSTICK	ALMOND HUSTLE	133	
157	1	N/A	041554264630	COLOR SEN LIPSTICK	Rum Riche	280	
158	1	N/A	041554198645	COLOR SEN LIPSTICK	Crazy For Coffee	275	
159	1	N/A	041554578300	COLOR SEN LIPSTICK	DOUBLE SHOT	111	
160	1	N/A	041554408546	COLOR SEN BUFFS	NUDE LUST	920	
161	1	N/A	041554198560	COLOR SEN LIPSTICK	Nearly There	205	
162	1	N/A	041554198591	COLOR SEN LIPSTICK	Warm Me Up	235	
163	1	N/A	041554198232	COLOR SEN LIPSTICK	Born With It	15	
164	1	N/A	041554578249	COLOR SEN LIPSTICK	FLUSH PUNCH	222	

Column: 2 - Row: 8 Lower Notch: 9 Fixture Type: TRAYS Fixture Description: CS CREAMS 2.2 RENO **
TRAYS Fixture Re-Order Code: PL2000000446 SS Graphic Re-Order Code: PM0000033911
Graphic Re-Order Code: PM0000033910,PM0000042124 SS Holder Re-Order Code: PM0000027630
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000035353,PM0000035355 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
165	1	N/A	041554578287	COLOR SEN LIPSTICK	PINK FLARE	255	
166	1	N/A	041554470994	COLOR SEN LIPSTICK	Romantic Rose	450	
167	1	N/A	041554198300	COLOR SEN LIPSTICK	Pink Wink	105	
168	1	N/A	041554578294	COLOR SEN LIPSTICK	PINK POSE	233	
169	1	N/A	041554248913	COLOR SEN LIPSTICK	Pink & Proper	20	
170	1	N/A	041554198553	COLOR SEN LIPSTICK	Red Revival	645	
171	1	N/A	041554578386	COLOR SEN LIPSTICK	CRIMSON RACE	311	
172	1	N/A	041554198423	COLOR SEN LIPSTICK	On The Mauve	445	
173	1	N/A	041554198409	COLOR SEN LIPSTICK	Plum Paradise	425	
174	1	N/A	041554198416	COLOR SEN LIPSTICK	Plum Perfect	435	

Column: 2 - Row: 9 Lower Notch: 5 Fixture Type: HOOK BARS Fixture Description: 6HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984521 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: 041554984521
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
175	1	N/A	041554586404	Baby Lips Quenched	Quenched	005	
176	1	N/A	041554264548	BABY LIPS	CHERRY ME	15	
177	1	N/A	041554264562	BABY LIPS	PINK PUNCH	25	
178	1	N/A	041554424591	BABY LIPS CRYSTAL	Pink Quartz	140	
179	1	N/A	041554483123	BABY LIPS	MY PINK	01	
180	1	N/A	041554404937	BABY LIPS DR RESCUE	Coral Crave	55	

Row: 1

Row: 2

Row: 3

Row: 4

Row: 5

Row: 6

Row: 7

Row: 8

Row: 9

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		
145	146	147	148	149	150
151	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

Lower Notch: 22

Lower Notch: 16

Lower Notch: 10

Lower Notch: 3

Lower Notch: 27

Lower Notch: 21

Lower Notch: 15

Lower Notch: 9

Lower Notch: 5

WAKEFERN 8' X 60" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK0860UULH.IS24

Column: 3 - Row: 1 Lower Notch: 24 Fixture Type: TRAYS Fixture Description: COL TAT EYE STIX 1.1 **
TRAYS Fixture Re-Order Code: PL2000000681 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042743 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043760 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
181	1	N/A	041554084115	EYE STIX	I AM SHINING	10	
182	1	N/A	041554084122	EYE STIX	I AM CONFIDENT	15	
183	1	N/A	041554084139	EYE STIX	I AM INSPIRED	20	
184	1	N/A	041554084146	EYE STIX	I AM DETERMINED	25	
185	1	N/A	041554084153	EYE STIX	I AM COURAGEOUS	30	
186	1	N/A	041554084160	EYE STIX	I AM POWERFUL	35	
187	1	N/A	041554084177	EYE STIX	I AM FIERCE	40	
188	1	N/A	041554084184	EYE STIX	I AM GIVING	45	
189	1	N/A	041554084191	EYE STIX	I AM UNIQUE	50	
190	1	N/A	041554084207	EYE STIX	I AM FEARLESS	55	
191	1	N/A	041554088137	EYE STIX	I AM UNEXPECTED	60	
192	1	N/A	041554088151	EYE STIX	I AM EXTRAVAGANT	70	
193	1	N/A	041554088199	EYE STIX	I AM RARE	90	
194	1	N/A	041554088205	EYE STIX	I AM UNCONVENTIONAL	95	
195	1	N/A	041554088212	EYE STIX	I AM REBELLIOUS	100	
196	1	N/A	041554088229	EYE STIX	I AM UNMATCHED	105	

Column: 3 - Row: 2 Lower Notch: 18 Fixture Type: TRAYS Fixture Description: EW QUADS 1.3 **
TRAYS Fixture Re-Order Code: PL2000000023 SS Graphic Re-Order Code: PM0000043899
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: PM0000042805 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
197	1	N/A	041554409093	EXPERT WEAR QUADS	Natural Smokes	2Q	
198	1	N/A	041554409161	EXPERT WEAR QUADS	Chai Latte	22Q	
199	1	N/A	041554409123	EXPERT WEAR QUADS	Sunlit Bronze	50Q	

Column: 3 - Row: 3 Lower Notch: 13 Fixture Type: TRAYS Fixture Description: EW QUADS 2.9/8/7/6 **
TRAYS Fixture Re-Order Code: PL2000000023 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: PM0000042808 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
200	1	N/A	041554409116	EXPERT WEAR QUADS	Mocha Motion	10Q	
201	1	N/A	041554409130	EXPERT WEAR QUADS	Designer Chocolates	40Q	
202	1	N/A	041554409192	EXPERT WEAR QUADS	Lavender Smokes	8Q	
203	1	N/A	041554409147	EXPERT WEAR QUADS	Charcoal Smokes	4Q	

Column: 3 - Row: 4 Lower Notch: 8 Fixture Type: TRAYS Fixture Description: EW QUADS 3.3 **
TRAYS Fixture Re-Order Code: PL2000000023 SS Graphic Re-Order Code: PM0000043900
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: PM0000042809 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
204	1	N/A	041554409239	EXPERT WEAR QUADS	Emerald Smokes	48Q	
205	1	N/A	041554409260	EXPERT WEAR QUADS	Autumn Coppers	44Q	
206	1	N/A	041554409178	EXPERT WEAR QUADS	Velvet Crush	20Q	

Column: 3 - Row: 5 Lower Notch: 3 Fixture Type: HOOK BARS Fixture Description: 6HK TS BRUSH TIP INK PEN HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000147 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042237 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000008588 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
207	1	N/A	041554080810	TATTOO STUDIO BRUSH TIP INK PEN LINER	Jet Black	880	
208	1	N/A	041554549416	TATTOO STUDIO DIP IN LIQUID LINER	Black	001	
209	1	N/A	041554588910	TATTOO STUDIO SMOKEY GEL PENCIL LINER	SMOKEY BLACK	10	
210	1	N/A	041554578607	HYPER EASY LIQUID LINER	Pitch Black	800	
211	1	N/A	041554586473	MASTER PRECISE ALL DAY MATTE	MATTE BLACK	310	
212	1	N/A	041554568226	MASTER PREC ALL DAY	Black	110	

Column: 3 - Row: 6 Lower Notch: 26 Fixture Type: HOOK BARS Fixture Description: 6HK ES MSTR PREC SKINNY (DEMO) HKBR UNL...
HOOK BARS Fixture Re-Order Code: PL2000000147 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042076 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000008588 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
213	1	N/A	041554563337	TATTOO STUDIO GEL PENCIL LINER	DEEP ONYX	900	

Row: 1

Row: 2

Row: 3

Row: 4

Row: 5

Row: 6

Row: 7

Row: 8

Row: 9

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	209	210	211	212										
213	214	215	216	217	218										
219	220	221	222	223	224										
225	226	227	228	229	Ingredients										
230	231	232	233												

Lower Notch: 24

Lower Notch: 18

Lower Notch: 13

Lower Notch: 8

Lower Notch: 3

Lower Notch: 26

Lower Notch: 19

Lower Notch: 12

Lower Notch: 5

214	1	N/A	041554563344	TATTOO STUDIO GEL PENCIL LINER	INTENSE CHARCOAL	901	
215	1	N/A	041554563351	TATTOO STUDIO GEL PENCIL LINER	BOLD BROWN	910	
216	1	N/A	041554563900	TATTOO STUDIO GEL PENCIL LINER	POLISHED WHITE	970	
217	1	N/A	041554460834	MASTER PRECISE SKINNY	Defining Black	210	
218	1	N/A	041554460841	MASTER PRECISE SKINNY	Sharp Brown	220	

Column: 3 - Row: 7
Lower Notch: 19
Fixture Type: HOOK BARS
Fixture Description: 6HK DEFINE-A-LINE HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000147
Graphic Re-Order Code: PM0000042073
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code:
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
219	1	N/A	041554513493	UNSTOPPABLE EYELINER - CARDED	Onyx	10	
220	1	N/A	041554513561	UNSTOPPABLE EYELINER - CARDED	Espresso	60	
221	1	N/A	041554009071	DEFINE A LINE	Ebony Black	1	
222	1	N/A	041554009095	DEFINE A LINE	Brownish Black	3	
223	1	N/A	041554533156	LINeworks ULTRA LINER WATERPROOF	Black	1	
224	1	N/A	041554533163	LINeworks ULTRA LINER WATERPROOF	DARK BROWN	2	

Column: 3 - Row: 8
Lower Notch: 12
Fixture Type: HOOK BARS
Fixture Description: 6HK EXPERT EYES TWIN BROW HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000147
Graphic Re-Order Code: PM0000042074
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code:
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
225	1	N/A	041554209440	LINE STILETTO LIQUID LINER	Blackest Black	1	
226	1	N/A	041554530179	EXPERT EYES TWIN BROW & EYE PENCILS	Velvet Black	01	
227	1	N/A	041554530254	EXPERT EYES TWIN BROW & EYE PENCILS	DARK BROWN	02	
228	1	N/A	041554530667	EXPERT EYES TWIN BROW & EYE PENCILS	Medium Brown	03	
229	1	N/A	041554507379	EXPERT EYES TWIN BROW & EYE PENCILS	Blonde	7	

Column: 3 - Row: 9
Lower Notch: 5
Fixture Type: HOOK BARS
Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507
Graphic Re-Order Code:
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code:
SS Graphic Re-Order Code:
SS Holder Re-Order Code:
HOOK BARS Fixture Rolled-Up Code: 041554984507
UPC Blade Code: 041554984452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
230	1	N/A	041554699159	FULL 'N SOFT	Very Black	1	
231	1	N/A	041554605228	FULL 'N SOFT	Very Black (WTP)	1	
232	1	N/A	041554647372	LASH DISCOVERY WASHABLE	Very Black	1	
233	1	N/A	041554650495	LASH DISCOVERY WP	Very Black	1	

Row: 1

Row: 2

Row: 3

Row: 4

Row: 5

Row: 6

Row: 7

Row: 8

Row: 9

181	182	183	184	185	186	187	188	189	190	191	192	193	194	195
			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	ingredi ents						
			230	231	232	233								

Lower Notch: 24

Lower Notch: 18

Lower Notch: 13

Lower Notch: 8

Lower Notch: 3

Lower Notch: 26

Lower Notch: 19

Lower Notch: 12

Lower Notch: 5

WAKEFERN 8' X 60" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK0860UULH.IS24

Column: 4 - 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: 4 - 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
234	1	N/A	041554590517	LASH SENSATIONAL SKY HIGH	BLACKEST BLACK	800	
235	1	N/A	041554590500	LASH SENSATIONAL SKY HIGH	VERY BLACK	801	
236	1	N/A	041554076448	LASH SENSATIONAL SKY HIGH	True Brown	804	
237	1	N/A	041554590913	LASH SENSATIONAL SKY HIGH	Very Black (WTP)	802	

Column: 4 - Row: 3 Lower Notch: 10 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
238	1	N/A	041554584219	LASH SENSATIONAL	Midnight Black	252	
239	1	N/A	041554420616	LASH SENSATIONAL	Blackest Black	00	
240	1	N/A	041554420623	LASH SENSATIONAL	Very Black	01	
241	1	N/A	041554420630	LASH SENSATIONAL	Brownish Black	02	

Column: 4 - Row: 4 Lower Notch: 3 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
242	1	N/A	041554081152	SURREAL EXTENSION	BLACKEST BLACK WSH	170	
243	1	N/A	041554079821	SURREAL EXTENSION	VERY BLACK WTP	185	
244	1	N/A	041554578478	FALSIES LASH LIFT	Blackest Black	200	
245	1	N/A	041554578485	FALSIES LASH LIFT	Very Black	201	

Column: 4 - Row: 5 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
246	1	N/A	041554050899	COLOSSAL	Glam Black	00	
247	1	N/A	041554050905	COLOSSAL	Classic Black	01	
248	1	N/A	041554056761	COLOSSAL	Glam Brown (Brn/Blk)	2	
249	1	N/A	041554197037	COLOSSAL	Glam Black (WTP)	00	

Column: 4 - Row: 6 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
250	1	N/A	041554493719	COLOSSAL BIG SHOT	Blackest Black	223	
251	1	N/A	041554493726	COLOSSAL BIG SHOT	Very Black	224	
252	1	N/A	041554493856	COLOSSAL BIG SHOT	Very Black (WTP)	226	
253	1	N/A	041554288254	COLOSSAL CAT EYES MASCARA	Glam Black	01	

Column: 4 - Row: 7 Lower Notch: 12 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
254	1	N/A	041554670745	GREAT LASH MASCARA	Blackest Black	00	
255	1	N/A	041554532722	GREAT LASH MASCARA	Very Black	1	
256	1	N/A	041554532807	GREAT LASH MASCARA	Brownish Black	2	
257	1	N/A	041554532982	GREAT LASH MASCARA	DARK BROWN	3	

BACK PAN
MERCHANDIS

Row: 1

Lower Notch: 13

Row: 2

Lower Notch: 18

Row: 3

Lower Notch: 10

Row: 4

Lower Notch: 3

Row: 5

Lower Notch: 26

Row: 6

Lower Notch: 19

Row: 7

Lower Notch: 12

Row: 8

Lower Notch: 5

Column: 4 - Row: 8

Lower Notch: 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
258	1	N/A	041554209310	GREAT LASH BIG	Blackest Black	00	
259	1	N/A	041554209327	GREAT LASH BIG	Very Black	01	
260	1	N/A	041554209334	GREAT LASH BIG	Brownish Black	02	
261	1	N/A	041554672237	GREAT LASH CURVED BRUSH	Blackest Black	00	

BACK PAN
MERCHANDIS

Row: 1

Lower Notch: 13

Row: 2

Lower Notch: 18

Row: 3

Lower Notch: 10

Row: 4

Lower Notch: 3

Row: 5

Lower Notch: 26

Row: 6

Lower Notch: 19

Row: 7

Lower Notch: 12

Row: 8

Lower Notch: 5

WAKEFERN 8' X 60" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK0860UULH.IS24

Column: 4 - Row: 1 Lower Notch: 13 Fixture Type: HEADER Fixture Description: MNY LOGO HDR 2FT FLAT FRONT UNLIT **
HEADER Fixture Re-Order Code: PL2000000244
Graphic Re-Order Code: PM0000043884
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code:

Column: 5 - Row: 1 Lower Notch: 18 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 0415544984507
Graphic Re-Order Code:
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
262	1	N/A	041554590906	LASH SENSATIONAL SKY HIGH	Brownish Black (WTP)	803	
263	1	N/A	041554460247	LASH SENSATIONAL LUSCIOUS	Blackest Black	00	
264	1	N/A	041554460254	LASH SENSATIONAL LUSCIOUS	Very Black	01	
265	1	N/A	041554460278	LASH SENSATIONAL LUSCIOUS	Very Black (WTP)	01	

Column: 5 - Row: 2 Lower Notch: 10 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 0415544984507
Graphic Re-Order Code:
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
266	1	N/A	041554420647	LASH SENSATIONAL	Very Black (WTP)	01	
267	1	N/A	041554420654	LASH SENSATIONAL	Brownish Black (WTP)	02	
268	1	N/A	041554217988	FALSIES MASCARA	Very Black (WTP)	01	
269	1	N/A	041554217995	FALSIES MASCARA	Brownish Black (WTP)	02	

Column: 5 - Row: 3 Lower Notch: 3 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 0415544984507
Graphic Re-Order Code:
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
270	1	N/A	041554578492	FALSIES LASH LIFT	VERY BLACK (WTP)	202	
271	1	N/A	041554217957	FALSIES MASCARA	Blackest Black	00	
272	1	N/A	041554217964	FALSIES MASCARA	Very Black	01	
273	1	N/A	041554217971	FALSIES MASCARA	Brownish Black	02	

Column: 5 - Row: 4 Lower Notch: 26 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 0415544984507
Graphic Re-Order Code:
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
274	1	N/A	041554197044	COLOSSAL	Classic Black (WTP)	1	
275	1	N/A	041554409284	COLOSSAL PUMPED UP!	Classic Black	01	
276	1	N/A	041554409321	COLOSSAL PUMPED UP!	Classic Black (WTP)	01	
277	1	N/A	041554240337	FALSIES BLACK DRAMA	Black Drama	10	

Column: 5 - Row: 5 Lower Notch: 19 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 0415544984507
Graphic Re-Order Code:
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
278	1	N/A	041554288261	COLOSSAL CAT EYES MASCARA	Glam Black (WTP)	01	
279	1	N/A	041554522556	TOTAL TEMPTATION	BLACKEST BLACK	601	
280	1	N/A	041554522679	TOTAL TEMPTATION	Very Black (WTP)	604	
281	1	N/A	041554459890	FALSIES PUSH UP DRAMA ANGEL	Blackest Black	00	

Column: 5 - Row: 6 Lower Notch: 12 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 0415544984507
Graphic Re-Order Code:
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
282	1	N/A	041554626964	GREAT LASH MASCARA	Very Black (WTP)	1	
283	1	N/A	041554626988	GREAT LASH MASCARA	Brownish Black (WTP)	3	
284	1	N/A	041554519457	GREAT LASH MASCARA	Clear	10	
285	1	N/A	041554268706	FALSIES FLARED	Blackest Black	00	

ELS 30+30
E SPACE=60"

Row: 1

Lower Notch: 13

Row: 1

Lower Notch: 18

Row: 2

Lower Notch: 10

Row: 3

Lower Notch: 3

Row: 4

Lower Notch: 26

Row: 5

Lower Notch: 19

Row: 6

Lower Notch: 12

Row: 7

Lower Notch: 5

Column: 5 - Row: 7 Lower Notch: 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
286	1	N/A	041554565294	GREAT LASH CURVED BRUSH	Very Black	1	
287	1	N/A	041554239423	Great Lash Lots of Lashes	Blackest Black	00	
288	1	N/A	041554239416	Great Lash Lots of Lashes	Very Black	01	
289	1	N/A	041554269062	Great Lash Lots of Lashes	Brownish Black	02	

ELS 30+30
SE SPACE=60"

Row: 1

Lower Notch: 13

Row: 1

Lower Notch: 18

Row: 2

Lower Notch: 10

Row: 3

Lower Notch: 3

Row: 4

Lower Notch: 26

Row: 5

Lower Notch: 19

Row: 6

Lower Notch: 12

Row: 7

Lower Notch: 5

WAKEFERN 8' X 60" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK0860UULH.IS24

Column: 6 - Row: 2		Lower Notch: 25		Fixture Type: TRAYS	Fixture Description: FM M&P FNDTN 1.3 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: PM0000043023					UPC Blade Code:		
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
290	1	N/A	041554538748	FiMe MATTE+PORELESS FNDTN	JAVA	375	
291	1	N/A	041554539752	FiMe MATTE+PORELESS FNDTN	DEEP BRONZE	370	
292	1	N/A	041554538731	FiMe MATTE+PORELESS FNDTN	DEEP GOLDEN	368	
293	1	N/A	041554539721	FiMe MATTE+PORELESS FNDTN	NUTMEG	365	
294	1	N/A	041554539677	FiMe MATTE+PORELESS FNDTN	WARM COCONUT	356	
295	1	N/A	041554433524	FiMe MATTE+PORELESS FNDTN	Coconut	355	
296	1	N/A	041554466515	FiMe MATTE+PORELESS FNDTN	CAPPUCCINO	340	
297	1	N/A	041554539639	FiMe MATTE+PORELESS FNDTN	WARM SUN	334	

Column: 6 - Row: 3		Lower Notch: 19		Fixture Type: TRAYS	Fixture Description: FM M&P FNDTN 2.3 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: PM0000043024					UPC Blade Code:		
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
298	1	N/A	041554433517	FiMe MATTE+PORELESS FNDTN	Toffee	330	
299	1	N/A	041554438192	FiMe MATTE+PORELESS FNDTN	Warm Honey	322	
300	1	N/A	041554433500	FiMe MATTE+PORELESS FNDTN	Sun Beige	310	
301	1	N/A	041554433494	FiMe MATTE+PORELESS FNDTN	Pure Beige	235	
302	1	N/A	041554466461	FiMe MATTE+PORELESS FNDTN	True Beige	222	
303	1	N/A	041554433470	FiMe MATTE+PORELESS FNDTN	Ntrl Beige	220	
304	1	N/A	041554438161	FiMe MATTE+PORELESS FNDTN	Warm Nude	128	
305	1	N/A	041554433456	FiMe MATTE+PORELESS FNDTN	Nude Beige	125	

Column: 6 - Row: 4		Lower Notch: 13		Fixture Type: TRAYS	Fixture Description: FM M&P FNDTN 3.3 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: PM0000042954					UPC Blade Code:		
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
306	1	N/A	041554466454	FiMe MATTE+PORELESS FNDTN	CREAMY BEIGE	122	
307	1	N/A	041554433449	FiMe MATTE+PORELESS FNDTN	Clsc Ivory	120	
308	1	N/A	041554539462	FiMe MATTE+PORELESS FNDTN	LIGHT BEIGE	118	
309	1	N/A	041554433432	FiMe MATTE+PORELESS FNDTN	Ivory	115	
310	1	N/A	041554433425	FiMe MATTE+PORELESS FNDTN	Ntrl Ivory	112	
311	1	N/A	041554433418	FiMe MATTE+PORELESS FNDTN	Porcelain	110	
312	1	N/A	041554538328	FiMe MATTE+PORELESS FNDTN	Fair Ivory	105	
313	1	N/A	041554538311	FiMe MATTE+PORELESS FNDTN	FAIR PORCELAIN	102	

Column: 6 - Row: 5		Lower Notch: 7		Fixture Type: TRAYS	Fixture Description: FM STICK 1.1 D2L **		
TRAYS Fixture Re-Order Code: PL2000000383					SS Graphic Re-Order Code:		
Graphic Re-Order Code: PM0000042083					SS Holder Re-Order Code:		
Carrier Tray Graphic Re-Order Code:					TRAYS Fixture Rolled-Up Code:		
Shade Chart Re-Order Code: PM0000042980					UPC Blade Code:		
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
314	1	N/A	041554337402	FiMe Oil-Free Stick Foundation	Coconut	355	
315	1	N/A	041554337266	FiMe Oil-Free Stick Foundation	Toffee	330	
316	1	N/A	041554334487	FiMe Oil-Free Stick Foundation	Pure Beige	235	
317	1	N/A	041554332872	FiMe Oil-Free Stick Foundation	Natural Beige	220	
318	1	N/A	041554332865	FiMe Oil-Free Stick Foundation	Buff Beige	130	
319	1	N/A	041554332858	FiMe Oil-Free Stick Foundation	Classic Ivory	120	
320	1	N/A	041554332841	FiMe Oil-Free Stick Foundation	Ivory	115	
321	1	N/A	041554332827	FiMe Oil-Free Stick Foundation	Porcelain	110	

Column: 6 - Row: 5		Lower Notch: 3		Fixture Type: HOOK BARS	Fixture Description: 6HK EXPRESS BROW ULTRA SLIM (DEMO) HKB...		
HOOK BARS Fixture Re-Order Code: PL2000000147					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
322	1	N/A	041554572292	BROW ULTRA SLIM	Blonde	250	
323	1	N/A	041554572308	BROW ULTRA SLIM	Soft Brown	255	
324	1	N/A	041554572322	BROW ULTRA SLIM	Medium Brown	257	
325	1	N/A	041554572339	BROW ULTRA SLIM	DEEP BROWN	260	
326	1	N/A	041554572346	BROW ULTRA SLIM	Black Brown	262	
327	1	N/A	041554578706	BROW FAST SCULPT	Soft Brown	255	

Row: 2

Row: 3

Row: 4

Row: 5

Row: 5

Row: 6

Row: 7

Row: 8

Row: 9

290	291	292	293	294	295	296	297
298	299	300	301	302	303	304	305
306	307	308	309	310	311	312	313
314	315	316	317	318	319	320	321
322	323	324	325	326	327		
328	329	330	331	332	333		
334	335	336	337	338	339		
340	341	342	343				
344	345	346	347				

Lower Notch: 25

Lower Notch: 19

Lower Notch: 13

Lower Notch: 7

Lower Notch: 3

Lower Notch: 26

Lower Notch: 19

Lower Notch: 12

Lower Notch: 5

Column: 6 - Row: 6 Lower Notch: 26 Fixture Type: HOOK BARS Fixture Description: 6HK EXPRESS BROW (DEMO) HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000147 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042170 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
328	1	N/A	041554064315	Express Brow Duo	Soft Brown	255	
329	1	N/A	041554064322	Express Brow Duo	Medium Brown	257	
330	1	N/A	041554064339	Express Brow Duo	Deep Brown	260	
331	1	N/A	041554578720	BROW FAST SCULPT	Medium Brown	257	
332	1	N/A	041554578737	BROW FAST SCULPT	DEEP BROWN	260	
333	1	N/A	041554578751	BROW FAST SCULPT	Clear	264	

Column: 6 - Row: 7 Lower Notch: 19 Fixture Type: HOOK BARS Fixture Description: 6HK TS BROW POMADE (DEMO) HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000147 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042089 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
334	1	N/A	041554559743	TattooStudio Brow Pomade	Soft Brown	374	
335	1	N/A	041554559750	TattooStudio Brow Pomade	Medium Brown	376	
336	1	N/A	041554559774	TattooStudio Brow Pomade	DEEP BROWN	380	
337	1	N/A	041554545029	TATTOOSTUDIO BROW TINT PEN	Soft Brown	355	
338	1	N/A	041554545036	TATTOOSTUDIO BROW TINT PEN	Medium Brown	360	
339	1	N/A	041554547092	TATTOOSTUDIO BROW TINT PEN	DEEP BROWN	365	

Column: 6 - Row: 8 Lower Notch: 12 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: 041554984452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
340	1	N/A	041554288384	VE ROCKET MASCARA	Blackest Black	00	
341	1	N/A	041554288377	VE ROCKET MASCARA	Very Black	01	
342	1	N/A	041554288391	VE ROCKET MASCARA	Brownish Black	02	
343	1	N/A	041554288452	VE ROCKET MASCARA WP	Very Black	01	

Column: 6 - Row: 9 Lower Notch: 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: 041554984452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
344	1	N/A	041554281446	MEGA PLUSH MASCARA	Blackest Black	00	
345	1	N/A	041554281460	MEGA PLUSH MASCARA	Very Black	01	
346	1	N/A	041554281484	MEGA PLUSH MASCARA	Very Black (WTP)	01	
347	1	N/A	041554539912	SNPSACARA	Pitch Black	300	

Row: 2

Row: 3

Row: 4

Row: 5

Row: 5

Row: 6

Row: 7

Row: 8

Row: 9

290	291	292	293	294	295	296	297
298	299	300	301	302	303	304	305
306	307	308	309	310	311	312	313
314	315	316	317	318	319	320	321
322	323	324	325	326	327		
328	329	330	331	332	333		
334	335	336	337	338	339		
340	341	342	343				
344	345	346	347				

Lower Notch: 25

Lower Notch: 19

Lower Notch: 13

Lower Notch: 7

Lower Notch: 3

Lower Notch: 26

Lower Notch: 19

Lower Notch: 12

Lower Notch: 5

WAKEFERN 8' X 60" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK0860UULH.IS24

Column: 7 - Row: 2 Lower Notch: 24 Fixture Type: TRAYS Fixture Description: FM CNCLR 1.1 D2L**
TRAYS Fixture Re-Order Code: PL2000000410 SS Graphic Re-Order Code: PM0000042087
Graphic Re-Order Code: PM0000042120 SS Holder Re-Order Code: PM0000026527
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042999 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
348	1	N/A	041554550504	FiMe CONCEALER	Cocoa	60	
349	1	N/A	041554550498	FiMe CONCEALER	Hazelnut	55	
350	1	N/A	041554247756	FiMe CONCEALER	Cafe	50	
351	1	N/A	041554550481	FiMe CONCEALER	Tan	45	
352	1	N/A	041554550474	FiMe CONCEALER	Caramel	40	
353	1	N/A	041554247749	FiMe CONCEALER	Deep	35	
354	1	N/A	041554550467	FiMe CONCEALER	Honey	30	
355	1	N/A	041554247725	FiMe CONCEALER	Med	25	
356	1	N/A	041554247732	FiMe CONCEALER	Sand	20	
357	1	N/A	041554247718	FiMe CONCEALER	Light	15	
358	1	N/A	041554247701	FiMe CONCEALER	Fair	10	
359	1	N/A	041554550450	FiMe CONCEALER	Ivory	05	

Column: 7 - Row: 3 Lower Notch: 16 Fixture Type: TRAYS Fixture Description: FM M&P PDR 1.1 **
TRAYS Fixture Re-Order Code: PL2000000440 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042092 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042917,PM0000044108 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
360	1	N/A	041554488364	FiMe MATTE+PORELESS PDR	Mocha	360	
361	1	N/A	041554488357	FiMe MATTE+PORELESS PDR	NATURAL TAN	320	
362	1	N/A	041554433845	FiMe MATTE+PORELESS PDR	Sun Beige	310	
363	1	N/A	041554488333	FiMe MATTE+PORELESS PDR	True Beige	222	
364	1	N/A	041554433814	FiMe MATTE+PORELESS PDR	Natural Beige	220	
365	1	N/A	041554433807	FiMe MATTE+PORELESS PDR	Buff Beige	130	
366	1	N/A	041554433784	FiMe MATTE+PORELESS PDR	Classic Ivory	120	
367	1	N/A	041554433746	FiMe MATTE+PORELESS PDR	Translucent	100	

Column: 7 - Row: 4 Lower Notch: 8 Fixture Type: TRAYS Fixture Description: FM LOOSE PDR 1.1 D2L **
TRAYS Fixture Re-Order Code: PL2000000457 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042118 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042885,PM0000042896 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
368	1	N/A	041554503050	FIT ME LOOSE POWDER	Dark	40	
369	1	N/A	041554503043	FIT ME LOOSE POWDER	Deep	35	
370	1	N/A	041554503036	FIT ME LOOSE POWDER	Medium Deep	30	
371	1	N/A	041554502046	FIT ME LOOSE POWDER	Medium	25	
372	1	N/A	041554502039	FIT ME LOOSE POWDER	Light Medium	20	
373	1	N/A	041554502022	FIT ME LOOSE POWDER	Light	15	
374	1	N/A	041554502015	FIT ME LOOSE POWDER	FAIR LIGHT	10	
375	1	N/A	041554501995	FIT ME LOOSE POWDER	Fair	05	

Column: 7 - Row: 5 Lower Notch: 1 Fixture Type: TRAYS Fixture Description: FM BLUSH 1.1 **
TRAYS Fixture Re-Order Code: PL2000000456 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042117 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000028435,PM0000028436 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
376	1	N/A	041554503067	FIT ME BLUSH	Buff	10	
377	1	N/A	041554503074	FIT ME BLUSH	Nude	15	
378	1	N/A	041554503098	FIT ME BLUSH	Mauve	20	
379	1	N/A	041554503104	FIT ME BLUSH	Pink	25	
380	1	N/A	041554503111	FIT ME BLUSH	Rose	30	
381	1	N/A	041554503135	FIT ME BLUSH	Coral	35	
382	1	N/A	041554503142	FIT ME BLUSH	Peach	40	
383	1	N/A	041554503159	FIT ME BLUSH	Plum	45	
384	1	N/A	041554503524	FIT ME BLUSH	Wine	50	
385	1	N/A	041554503722	FIT ME BLUSH	BERRY	55	

Column: 7 - Row: 6 Lower Notch: 24 Fixture Type: TRAYS Fixture Description: DRM RADIANT FNDTN 1.2 D2L **
TRAYS Fixture Re-Order Code: PL2000000550 SS Graphic Re-Order Code: PM0000034477
Graphic Re-Order Code: PM0000042127 SS Holder Re-Order Code: PM0000034174
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042876 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
386	1	N/A	041554579222	DREAM RADIANT LIQUID FOUNDATION	JAVA	135	
387	1	N/A	041554579215	DREAM RADIANT LIQUID FOUNDATION	Cocoa	130	

Row: 2

Row: 3

Row: 4

Row: 5

Row: 6

Row: 7

Row: 8

Row: 9

348	349	350	351	352	353	354	355	356	357	358	359
360	361	362	363								
364	365	366	367								
368	369	370	371								
372	373	374	375								
376	377	378	379	380							
386	387	388	389	390	391						
392	393	394	395	396	397	398	399				
400	401	402									
403	404	405									
406	407	408	409								

Lower Notch: 24

Lower Notch: 16

Lower Notch: 8

Lower Notch: 1

Lower Notch: 24

Lower Notch: 17

Lower Notch: 9

Lower Notch: 5

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
406	1	N/A	041554007503	DEFINE A LASH LENGTH MASCARA	Very Black	1	
407	1	N/A	041554269567	ILLEGAL LENGTHS MASC	Blackest Black	00	
408	1	N/A	041554054156	LASH STILETTO	Very Black	1	
409	1	N/A	041554208832	LASH STILETTO WP	Very Black	01	

Lower Notch: 5

WAKEFERN 8' X 60" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK0860UULH.IS24

Column: 8 - Row: 2 Lower Notch: 28 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
410	1	N/A	041554267198	IAR Eraser Concealer	Neutralizer	50	
411	1	N/A	041554546859	IAR Eraser Concealer	Hazelnut	148	
412	1	N/A	041554074499	IAR Eraser Concealer	147 5	147 5	
413	1	N/A	041554546811	IAR Eraser Concealer	Caramel	144	
414	1	N/A	041554259278	IAR Eraser Concealer	Honey	40	
415	1	N/A	041554259261	IAR Eraser Concealer	Medium	30	

Column: 8 - Row: 3 Lower Notch: 21 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
416	1	N/A	041554546798	IAR Eraser Concealer	Sand	122	
417	1	N/A	041554259254	IAR Eraser Concealer	Light	20	
418	1	N/A	041554567496	IAR Eraser Concealer	Warm Light	115	
419	1	N/A	041554259247	IAR Eraser Concealer	Fair	10	
420	1	N/A	041554546781	IAR Eraser Concealer	Ivory	100	
421	1	N/A	041554567489	IAR Eraser Concealer	Cool Ivory	95	

Column: 8 - Row: 4 Lower Notch: 11 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
422	1	N/A	041554086621	IAR ERASER FOUNDATION	360	360	
423	1	N/A	041554086607	IAR ERASER FOUNDATION	340	340	
424	1	N/A	041554086591	IAR ERASER FOUNDATION	330	330	
425	1	N/A	041554086584	IAR ERASER FOUNDATION	310	310	
426	1	N/A	041554086676	IAR ERASER FOUNDATION	225	225	
427	1	N/A	041554220087	IAR ERASER FOUNDATION	Classic Ivory	150	
428	1	N/A	041554220070	IAR ERASER FOUNDATION	Buff Beige	130	
429	1	N/A	041554086553	IAR ERASER FOUNDATION	110	110	

Column: 8 - Row: 5 Lower Notch: 5 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
430	1	N/A	041554541533	SUPERSTAY FULL COVERAGE FOUNDATION	Mocha	360	
431	1	N/A	041554541519	SUPERSTAY FULL COVERAGE FOUNDATION	Coconut	355	
432	1	N/A	041554541496	SUPERSTAY FULL COVERAGE FOUNDATION	Toffee	330	
433	1	N/A	041554541489	SUPERSTAY FULL COVERAGE FOUNDATION	Honey	320	
434	1	N/A	041554541472	SUPERSTAY FULL COVERAGE FOUNDATION	Golden	312	
435	1	N/A	041554541465	SUPERSTAY FULL COVERAGE FOUNDATION	Sun Beige	310	
436	1	N/A	041554541458	SUPERSTAY FULL COVERAGE FOUNDATION	Natural Beige	220	
437	1	N/A	041554541441	SUPERSTAY FULL COVERAGE FOUNDATION	Buff Beige	130	

Column: 8 - Row: 6 Lower Notch: 29 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
438	1	N/A	041554589900	SUPERSTAY FULL COVERAGE FOUNDATION	Medium Beige	129	
439	1	N/A	041554541434	SUPERSTAY FULL COVERAGE FOUNDATION	Warm Nude	128	
440	1	N/A	041554565607	SUPERSTAY FULL COVERAGE FOUNDATION	Nude Beige	125	
441	1	N/A	041554541427	SUPERSTAY FULL COVERAGE FOUNDATION	Classic Ivory	120	
442	1	N/A	041554559415	SUPERSTAY FULL COVERAGE FOUNDATION	Light Beige	118	
443	1	N/A	041554541410	SUPERSTAY FULL COVERAGE FOUNDATION	Natural Ivory	112	
444	1	N/A	041554541403	SUPERSTAY FULL COVERAGE FOUNDATION	Porcelain	110	
445	1	N/A	041554541397	SUPERSTAY FULL COVERAGE FOUNDATION	FAIR PORCELAIN	102	

Row: 2

410	411	412	413	414	415
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Lower Notch: 28

Row: 3

416	417	418	419	420	421
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Lower Notch: 21

Row: 4

422	423	424	425	426	427	428	429
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Lower Notch: 11

Row: 5

430	431	432	433	434	435	436	437
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Lower Notch: 5

Row: 6

438	439	440	441	442	443	444	445
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Lower Notch: 29

Row: 7

446	447	448	449	450	451	452	453	454	455	456
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Lower Notch: 22

Row: 8

457	458	459	460	461	462
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Lower Notch: 16

Row: 9

463	464	465	466	467	468
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Lower Notch: 9

Row: 10

469	470	471	472	473
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Lower Notch: 5

Column: 8 - Row: 7 Lower Notch: 22 Fixture Type: TRAYS Fixture Description: SS CNCLR 1.1 **
TRAYS Fixture Re-Order Code: PL200000642 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042181 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000038715 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
446	1	N/A	041554071566	SUPER STAY CONCEALER	70	70	
447	1	N/A	041554071569	SUPER STAY CONCEALER	57	57	
448	1	N/A	041554071535	SUPER STAY CONCEALER	45	45	
449	1	N/A	041554071528	SUPER STAY CONCEALER	42	42	
450	1	N/A	041554071504	SUPER STAY CONCEALER	27	27	
451	1	N/A	041554071498	SUPER STAY CONCEALER	25	25	
452	1	N/A	041554071481	SUPER STAY CONCEALER	22	22	
453	1	N/A	041554071467	SUPER STAY CONCEALER	18	18	
454	1	N/A	041554071450	SUPER STAY CONCEALER	15	15	
455	1	N/A	041554071436	SUPER STAY CONCEALER	10	10	
456	1	N/A	041554071429	SUPER STAY CONCEALER	05	05	

Column: 8 - Row: 8 Lower Notch: 16 Fixture Type: TRAYS Fixture Description: DRM BB CREAMS 1.1 D2L **
TRAYS Fixture Re-Order Code: PL2000000454 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042098 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042979 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
457	1	N/A	041554282658	DREAM FRESH BB	Medium/Deep	130	
458	1	N/A	041554282641	DREAM FRESH BB	Medium	120	
459	1	N/A	041554282634	DREAM FRESH BB	Light Medium	110	
460	1	N/A	041554349719	DREAM PURE BB	Medium/Deep	130	
461	1	N/A	041554349573	DREAM PURE BB	Medium	120	
462	1	N/A	041554349542	DREAM PURE BB	Light/Medium	110	

Column: 8 - Row: 9 Lower Notch: 9 Fixture Type: TRAYS Fixture Description: DRM MATTE MOUSSE 2.2 D2L **
TRAYS Fixture Re-Order Code: PL2000000460 SS Graphic Re-Order Code: PM0000031249
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: PM0000043047, PM0000043048 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
463	1	N/A	041554507140	DREAM MATTE MOUSSE FOUNDATION	Sandy Beige	60	
464	1	N/A	041554537734	DREAM MATTE MOUSSE FOUNDATION	Light Beige	55	
465	1	N/A	041554507133	DREAM MATTE MOUSSE FOUNDATION	Creamy Natural	50	
466	1	N/A	041554507126	DREAM MATTE MOUSSE FOUNDATION	Nude	40	
467	1	N/A	041554507102	DREAM MATTE MOUSSE FOUNDATION	Classic Ivory	20	
468	1	N/A	041554507096	DREAM MATTE MOUSSE FOUNDATION	Porcelain Ivory	10	

Column: 8 - Row: 10 Lower Notch: 5 Fixture Type: HOOK BARS Fixture Description: 5HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984514 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: 041554984514
Shade Chart Re-Order Code: UPC Blade Code: 041554984452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
469	1	N/A	041554543902	COVER STICK	Deep Beige	4	
470	1	N/A	041554543896	COVER STICK	Medium Beige	3	
471	1	N/A	041554543889	COVER STICK	Light Beige	2	
472	1	N/A	041554543872	COVER STICK	Ivory	1	
473	1	N/A	041554415131	Baby Skin	Instant Pore Eraser	010	

Row: 2

410	411	412	413	414	415
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Lower Notch: 28

Row: 3

416	417	418	419	420	421
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Lower Notch: 21

Row: 4

422	423	424	425	426	427	428	429
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Lower Notch: 11

Row: 5

430	431	432	433	434	435	436	437
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Lower Notch: 5

Row: 6

438	439	440	441	442	443	444	445
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Lower Notch: 29

Row: 7

446	447	448	449	450	451	452	453	454	455	456
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Lower Notch: 22

Row: 8

457	458	459	460	461	462
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Lower Notch: 16

Row: 9

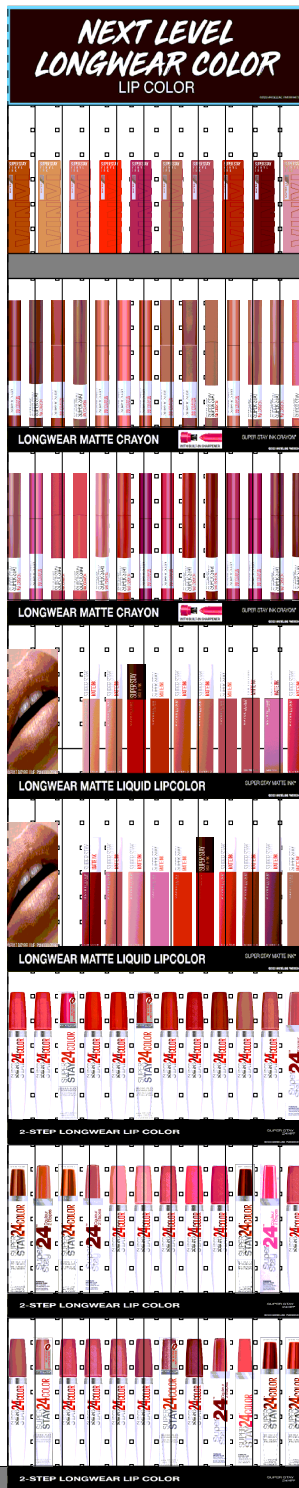
463	464	465
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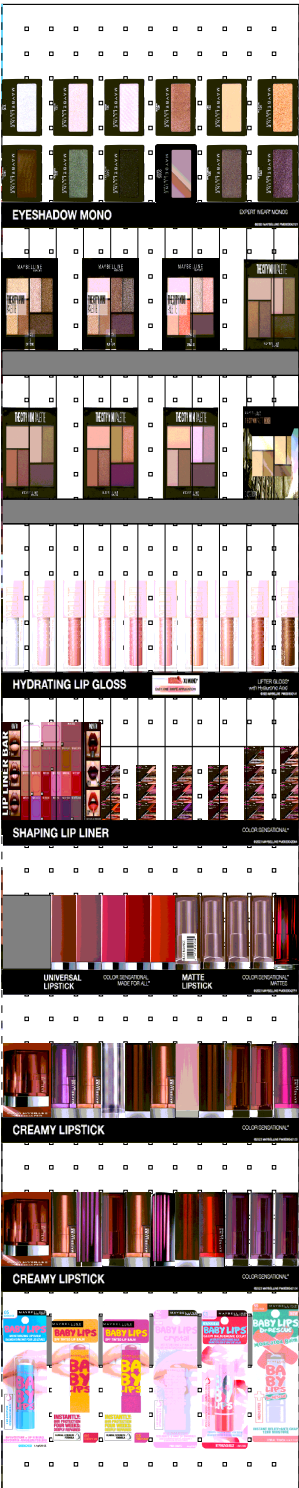
Lower Notch: 9

Row: 10

469	470	471	472	473
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Lower Notch: 5







BACK PANEL
MERCHANDISING



ELS 30+30
GE SPACE=60"

LINE
NEW YORK

