

MAYBELLINE
NEW YORK

WAKEFERN / SHOPRITE 8' X 72" URBAN MAYBELLINE PLANOGRAM - SPRING 2024

POG Name: MNYWAK0872UULH_NOPDQ_IS24.psa

BACK PANELS 40+30
WALL SPACE=72"
HEADER OFFSET



WAKEFERN / SHOPRITE 8' X 72" URBAN MAYBELLINE PLANOGRAM - SPRING 2024

MNYWAK0872UULHNOPDQ_IS24

Column: 1 - Lower Notch: 26 Fixture Type: CHROME SI... Fixture Description: SS LIP PRODUCT FINDER 6X12 **
CHROME SIGN UR Fbture Re-Order Code: PL2000000039 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000044249 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: 18 Fixture Type: TRAYS Fixture Description: SS VINYL INK 1.1 **
TRAYS Fbture 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: 10 Fixture Type: TRAYS Fixture Description: SS INK CRAYON 1.2 **
TRAYS Fbture 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: 3 Fixture Type: TRAYS Fixture Description: SS INK CRAYON 2.2 **
TRAYS Fbture 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	041554555973	SUPERSTAY INK CRAYON	SETTLE FOR MORE	65	

Column: 1 - Row: 5 Lower Notch: 36 Fixture Type: TRAYS Fixture Description: SS MATTE INK 1.3 **
TRAYS Fbture Re-Order Code: PL2000000421 SS Graphic Re-Order Code: PM0000042184
Graphic Re-Order Code: PM0000042179 SS Holder Re-Order Code: PM0000048521
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000038708 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	041554545419	SUPERSTAY MATTE INK	GLOBETROTTER	135	
42	1	N/A	041554589511	SUPERSTAY MATTE INK	HUSTLER	335	
43	1	N/A	041554589504	SUPERSTAY MATTE INK	INNOVATOR	330	
44	1	N/A	041554545426	SUPERSTAY MATTE INK	GROUND-BREAKER	117	
45	1	N/A	041554543711	SUPERSTAY MATTE INK	AMAZONIAN	70	
46	1	N/A	041554543650	SUPERSTAY MATTE INK	SEDUCTRESS	65	
47	1	N/A	041554545602	SUPERSTAY MATTE INK	SELF-STARTER	137	
48	1	N/A	041554577839	SUPERSTAY MATTE INK	RINGLEADER	175	

Lower Notch: 26

Row: 2

Lower Notch: 18

Row: 3

Lower Notch: 10

Row: 4

Lower Notch: 3

Row: 5

Lower Notch: 36

Row: 6

Lower Notch: 29

Row: 7

Lower Notch: 22

Row: 8

Lower Notch: 15

Row: 9

Lower Notch: 8

Row: 10

Lower Notch: 1

Column: 1 - Row: 6		Lower Notch: 29		Fixture Type: TRAYS	Fixture Description: SS MATTE INK 2.3 **		
TRAYS Fixture Re-Order Code: PL2000000421				SS Graphic Re-Order Code: PM0000042185			
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: PM0000038709				UPC Blade Code:			
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
49	1	N/A	041554577860	SUPERSTAY MATTE INK	SAVANT	155	
50	1	N/A	041554577846	SUPERSTAY MATTE INK	REVOLUTIONARY	180	
51	1	N/A	041554577822	SUPERSTAY MATTE INK	MOVER	160	
52	1	N/A	041554543643	SUPERSTAY MATTE INK	RULER	80	
53	1	N/A	041554554472	SUPERSTAY MATTE INK	FOUNDER	115	
54	1	N/A	041554554489	SUPERSTAY MATTE INK	ARTIST	120	
55	1	N/A	041554577853	SUPERSTAY MATTE INK	PATHFINDER	150	
56	1	N/A	041554496918	SUPERSTAY MATTE INK	LOVER	15	
57	1	N/A	041554496901	SUPERSTAY MATTE INK	DREAMER	10	
58	1	N/A	041554554496	SUPERSTAY MATTE INK	INSPIRER	125	

Column: 1 - Row: 7		Lower Notch: 22		Fixture Type: TRAYS	Fixture Description: SS MATTE INK 3.3 **		
TRAYS Fixture Re-Order Code: PL2000000421				SS Graphic Re-Order Code: PM0000042185			
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: PM0000038710				UPC Blade Code:			
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
59	1	N/A	041554496949	SUPERSTAY MATTE INK	ROMANTIC	30	
60	1	N/A	041554554533	SUPERSTAY MATTE INK	DANCER	118	
61	1	N/A	041554589498	SUPERSTAY MATTE INK	SHOT CALLER	325	
62	1	N/A	041554496925	SUPERSTAY MATTE INK	PIONEER	20	
63	1	N/A	041554589528	SUPERSTAY MATTE INK	EXHILARATOR	340	
64	1	N/A	041554496987	SUPERSTAY MATTE INK	VOYAGER	50	
65	1	N/A	041554554540	SUPERSTAY MATTE INK	COMPOSER	112	
66	1	N/A	041554496963	SUPERSTAY MATTE INK	BELIEVER	40	
67	1	N/A	041554543704	SUPERSTAY MATTE INK	VISIONARY	95	
68	1	N/A	041554543636	SUPERSTAY MATTE INK	HUNTRESS	90	

Column: 1 - Row: 8			Lower Notch: 15		Fixture Type: TRAYS	Fixture Description: SS 24HR LIP 1.3 **		
TRAYS Fixture Re-Order Code: PL2000000386					SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000042094					SS Holder Re-Order Code:			
Carrier Tray Graphic Re-Order Code:					TRAYS Fixture Rolled-Up Code:			
Shade Chart Re-Order Code: PM0000042782					UPC Blade Code:			
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code	
69	1	N/A	041554237757	SS 2 STEP 24 HR LIPCOLOR	Continuous Coral	020		
70	1	N/A	041554237757	SS 2 STEP 24 HR LIPCOLOR	Continuous Coral	020		
71	1	N/A	041554558876	SS 2 STEP 24 HR LIPCOLOR	Crisp Magenta	305		
72	1	N/A	041554237788	SS 2 STEP 24 HR LIPCOLOR	Keep It Red	035		
73	1	N/A	041554494969	SS 2 STEP 24 HR LIPCOLOR	ETERNAL CHERRY	200		
74	1	N/A	041554558890	SS 2 STEP 24 HR LIPCOLOR	Optic Ruby	310		
75	1	N/A	041554237764	SS 2 STEP 24 HR LIPCOLOR	Keep Up The Flame	025		
76	1	N/A	041554237740	SS 2 STEP 24 HR LIPCOLOR	All Day Cherry	015		
77	1	N/A	041554237726	SS 2 STEP 24 HR LIPCOLOR	Everlasting Wine	005		
78	1	N/A	041554552041	SS 2 STEP 24 HR LIPCOLOR	ENDLESS EXPRESSO	275		
79	1	N/A	041554237948	SS 2 STEP 24 HR LIPCOLOR	Forever Chestnut	115		
80	1	N/A	041554238006	SS 2 STEP 24 HR LIPCOLOR	Constant Cocoa	145		

Column: 1 - Row: 9		Lower Notch: 8		Fixture Type: TRAYS		Fixture Description: SS 24HR LIP 2.3 **	
TRAYS Fixture Re-Order Code: PL2000000386				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000042094				SS Holder Re-Order Code:			
Carrier Tray Graphic Re-Order Code:				TRAYS Fixture Rolled-Up Code:			
Shade Chart Re-Order Code: PM0000037938				UPC Blade Code:			
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
81	1	N/A	041554064902	SS 2 STEP 24 HR LIPCOLOR	COPPER GLISTEN	910	
82	1	N/A	041554335927	SS 2 STEP 24 HR LIPCOLOR	Constant Toast	136	
83	1	N/A	041554064889	SS 2 STEP 24 HR LIPCOLOR	SULTRY AMBER	915	
84	1	N/A	041554238280	SS 2 STEP 24 HR LIPCOLOR	Timeless Toffee	150	
85	1	N/A	041554544619	SS 2 STEP 24 HR LIPCOLOR	ALL NIGHT APRICOT	240	
86	1	N/A	041554237931	SS 2 STEP 24 HR LIPCOLOR	So Pearly Pink	110	
87	1	N/A	041554237924	SS 2 STEP 24 HR LIPCOLOR	Blush On	105	
88	1	N/A	041554494945	SS 2 STEP 24 HR LIPCOLOR	PINK GOES ON	215	
89	1	N/A	041554494983	SS 2 STEP 24 HR LIPCOLOR	24/7 FUSCHIA	220	
90	1	N/A	041554064996	SS 2 STEP 24 HR LIPCOLOR	BRONZED DREAM	920	
91	1	N/A	041554237917	SS 2 STEP 24 HR LIPCOLOR	Very Cranberry	100	
92	1	N/A	041554237894	SS 2 STEP 24 HR LIPCOLOR	Timeless Rose	090	

Column: 1 - Row: 10			Lower Notch: 1	Fixture Type: TRAYS	Fixture Description: SS 24HR LIP 3.3 **		
TRAYS Fixture Re-Order Code: PL2000000386				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000042094				SS Holder Re-Order Code:			
Carrier Tray Graphic Re-Order Code:				TRAYS Fixture Rolled-Up Code:			
Shade Chart Re-Order Code: PM0000037939				UPC Blade Code:			
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
93	1	N/A	041554551075	SS 2 STEP 24 HR LIPCOLOR	FIRMLY MAUVE	245	
94	1	N/A	041554558883	SS 2 STEP 24 HR LIPCOLOR	Frosted Mauve	300	
95	1	N/A	041554237801	SS 2 STEP 24 HR LIPCOLOR	Wear On Wildberry	045	
96	1	N/A	041554237870	SS 2 STEP 24 HR LIPCOLOR	Infinite Petal	080	
97	1	N/A	041554237825	SS 2 STEP 24 HR LIPCOLOR	Perpetual Plum	055	
98	1	N/A	041554551990	SS 2 STEP 24 HR LIPCOLOR	RELENTLESS RUBY	255	
99	1	N/A	041554558906	SS 2 STEP 24 HR LIPCOLOR	Frozen Rose	315	

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30
31	32	33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48	49	50
51	52	53	54	55	56	57	58	59	60
61	62	63	64	65	66	67	68	69	70
71	72	73	74	75	76	77	78	79	80
81	82	83	84	85	86	87	88	89	90
91	92	93	94	95	96	97	98	99	100

Lower Notch: 26

Row: 2

Lower Notch: 18

Row: 3

Lower Notch: 10

Row: 4

Lower Notch: 3

Row: 5

Lower Notch: 36

Row: 6

Lower Notch: 29

Row: 7

Lower Notch: 22

Row: 8

Lower Notch: 15

Row: 9

Lower Notch: 8

Row: 10

Lower Notch: 1

100	1	N/A	041554237818	SS 2 STEP 24 HR LIPCOLOR	Unlimited Raisin	050
101	1	N/A	041554237955	SS 2 STEP 24 HR LIPCOLOR	Always Heather	120
102	1	N/A	041554552027	SS 2 STEP 24 HR LIPCOLOR	MERLOT ARMOUR	265
103	1	N/A	041554064872	SS 2 STEP 24 HR LIPCOLOR	BROOKLYN SUNSET	925
104	1	N/A	041554064865	SS 2 STEP 24 HR LIPCOLOR	CITY ABLAZE	930

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WAKEFERN / SHOPRITE 8' X 72" URBAN MAYBELLINE PLANOGRAM - SPRING 2024

MNYWAK0872UULHNOPDQ_IS24

Column: 2 - Row: 3

Lower Notch: 25

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: PM0000043780

UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shades#	Shade Chip Code
105	1	N/A	041554084115	EYE STIX	I AM SHINING	10	
106	1	N/A	041554084122	EYE STIX	I AM CONFIDENT	15	
107	1	N/A	041554084139	EYE STIX	I AM INSPIRED	20	
108	1	N/A	041554084146	EYE STIX	I AM DETERMINED	25	
109	1	N/A	041554084153	EYE STIX	I AM COURAGEOUS	30	
110	1	N/A	041554084160	EYE STIX	I AM POWERFUL	35	
111	1	N/A	041554084177	EYE STIX	I AM FIERCE	40	
112	1	N/A	041554084184	EYE STIX	I AM GIVING	45	
113	1	N/A	041554084191	EYE STIX	I AM UNIQUE	50	
114	1	N/A	041554084207	EYE STIX	I AM FEARLESS	55	
115	1	N/A	041554088137	EYE STIX	I AM UNEXPECTED	60	
116	1	N/A	041554088151	EYE STIX	I AM EXTRAVAGANT	70	
117	1	N/A	041554088199	EYE STIX	I AM RARE	90	
118	1	N/A	041554088205	EYE STIX	I AM UNCONVENTIONAL	95	
119	1	N/A	041554088212	EYE STIX	I AM REBELLIOUS	100	
120	1	N/A	041554088229	EYE STIX	I AM UNMATCHED	105	

Column: 2 - Row: 4

Lower Notch: 18

Fixture Type: TRAYS

Fixture Description: COL TAT POTS 1.1 **

TRAYS Fixture Re-Order Code: PL2000000493

SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000031557,PM0000042106,PM0000042111

SS Holder Re-Order Code:

Carrier Tray Graphic Re-Order Code:

TRAYS Fixture Rolled-Up Code:

Shade Chart Re-Order Code: PM0000031554,PM0000031555

UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shades#	Shade Chip Code
121	1	N/A	041554567953	COLOR TATTOO POTS	V.I.P	10	
122	1	N/A	041554567885	COLOR TATTOO POTS	FRONT RUNNER	15	
123	1	N/A	041554567892	COLOR TATTOO POTS	SOCIALITE	20	
124	1	N/A	041554567922	COLOR TATTOO POTS	URBANITE	25	
125	1	N/A	041554567908	COLOR TATTOO POTS	HIGH ROLLER	30	
126	1	N/A	041554567915	COLOR TATTOO POTS	CHILL GIRL	35	
127	1	N/A	041554567939	COLOR TATTOO POTS	GOLDEN GIRL	40	
128	1	N/A	041554567977	COLOR TATTOO POTS	TRAILBLAZER	45	
129	1	N/A	041554567946	COLOR TATTOO POTS	KNOCKOUT	50	
130	1	N/A	041554567960	COLOR TATTOO POTS	RISK MAKER	55	

Column: 2 - Row: 6

Lower Notch: 11

Fixture Type: TRAYS

Fixture Description: EYE PALETTES 1.1 **

TRAYS Fixture Re-Order Code: PL2000000444

SS Graphic Re-Order Code: PM0000043901

Graphic Re-Order Code:

SS Holder Re-Order Code: PM0000013510

Carrier Tray Graphic Re-Order Code:

TRAYS Fixture Rolled-Up Code:

Shade Chart Re-Order Code: PM0000043393

UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shades#	Shade Chip Code
131	1	N/A	041554419184	THE PALETTES	The Nudes	02	
132	1	N/A	041554434966	THE PALETTES	The Blushed Nudes	06	
133	1	N/A	041554490848	24KT NUDES PALETTE	24KT NUDES PALETTE	120	

Column: 2 - Row: 7

Lower Notch: 5

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	Shades#	Shade Chip Code
134	1	N/A	041554583854	LIFTER GLOSS	Pearl	001	
135	1	N/A	041554583861	LIFTER GLOSS	Ice	002	
136	1	N/A	041554583878	LIFTER GLOSS	Moon	003	
137	1	N/A	041554583885	LIFTER GLOSS	Silk	004	
138	1	N/A	041554583892	LIFTER GLOSS	Petal	005	
139	1	N/A	041554583908	LIFTER GLOSS	Reef	006	
140	1	N/A	041554583915	LIFTER GLOSS	Amber	007	
141	1	N/A	041554583922	LIFTER GLOSS	Stone	008	
142	1	N/A	041554583939	LIFTER GLOSS	Topaz	009	
143	1	N/A	041554583946	LIFTER GLOSS	Crystal	010	

Column: 2 - Row: 8

Lower Notch: 39

Fixture Type: TRAYS

Fixture Description: CS ULTIMATTES 1.1 **

TRAYS Fixture Re-Order Code: PL2000000409

SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000042150

SS Holder Re-Order Code:

Carrier Tray Graphic Re-Order Code:

TRAYS Fixture Rolled-Up Code:

Shade Chart Re-Order Code: PM0000043753

UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shades#	Shade Chip Code
144	1	N/A	041554582314	Color Sensational Ultimatte	More Berry	099	
145	1	N/A	041554070682	Color Sensational Ultimatte Neutrals	MORE CEDAR	188	
146	1	N/A	041554582222	Color Sensational Ultimatte	More Ruby	199	
147	1	N/A	041554582239	Color Sensational Ultimatte	More Scarlet	299	
148	1	N/A	041554070705	Color Sensational Ultimatte Neutrals	MORE MOCHA	388	
149	1	N/A	041554070712	Color Sensational Ultimatte Neutrals	MORE STONE	488	
150	1	N/A	041554582277	Color Sensational Ultimatte	More Blush	499	
151	1	N/A	041554070729	Color Sensational Ultimatte Neutrals	MORE BLONDE	588	
152	1	N/A	041554582260	Color Sensational Ultimatte	More Mauve	599	

Row: 3

Lower Notch: 25

Row: 4

Lower Notch: 18

Row: 6

Lower Notch: 11

Row: 7

Lower Notch: 5

Row: 8

Lower Notch: 39

Row: 9

Lower Notch: 33

Row: 10

Lower Notch: 27

Row: 11

Lower Notch: 21

Row: 12

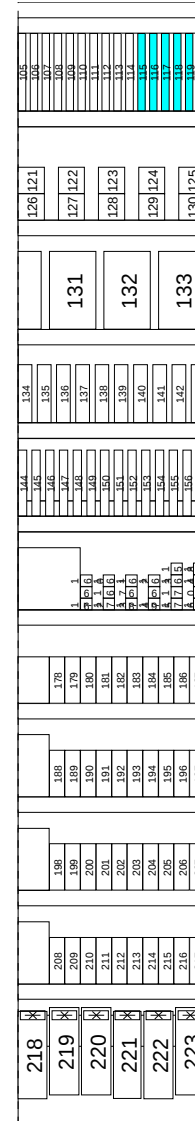
Lower Notch: 15

Row: 13

Lower Notch: 9

Row: 14

Lower Notch: 5



153	1	N/A	041554070736	Color Sensational Ultimatte Neoneutrals	MORE SEPIA	688	
154	1	N/A	041554582284	Color Sensational Ultimatte	More Buff	699	
155	1	N/A	041554582307	Color Sensational Ultimatte	More Taupe	799	
156	1	N/A	041554582253	Color Sensational Ultimatte	More Rust	899	
157	1	N/A	041554582246	Color Sensational Ultimatte	More Truffle	999	

Column: 2 - Row: 9 Lower Notch: 33 Fixture Type: TRAYS Fixture Description: CS LIP LINERS 1.1
TRAYS Fixture Re-Order Code: PM000001969 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: PM000001969
Shade Chart Re-Order Code: PM0000044114 UPC Blade Code: PM0000021865

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
158	1	N/A	041554486032	COLOR SENSATIONAL MECHANICAL LINER	Clear	100	
159	1	N/A	041554549300	Color Sensational Shaping Lip Liner	BEIGE BABE	102	
160	1	N/A	041554549331	Color Sensational Shaping Lip Liner	Gone Griefe	104	
161	1	N/A	041554486049	COLOR SENSATIONAL MECHANICAL LINER	NUDE WHISPER	105	
162	1	N/A	041554486056	COLOR SENSATIONAL MECHANICAL LINER	PURELY NUDE	110	
163	1	N/A	041554486063	COLOR SENSATIONAL MECHANICAL LINER	TOTALLY TOFFEE	115	
164	1	N/A	041554549355	Color Sensational Shaping Lip Liner	RAW CHOCOLATE	118	
165	1	N/A	041554486070	COLOR SENSATIONAL MECHANICAL LINER	Rich Chocolate	120	
166	1	N/A	041554486087	COLOR SENSATIONAL MECHANICAL LINER	MAGNETIC MAUVE	125	
167	1	N/A	041554486094	COLOR SENSATIONAL MECHANICAL LINER	DUSTY ROSE	130	
168	1	N/A	041554549287	Color Sensational Shaping Lip Liner	ALMOND ROSE	132	
169	1	N/A	041554549348	Color Sensational Shaping Lip Liner	Pink Wink	134	
170	1	N/A	041554486100	COLOR SENSATIONAL MECHANICAL LINER	PALEST PINK	135	
171	1	N/A	041554486117	COLOR SENSATIONAL MECHANICAL LINER	PINK CORAL	140	
172	1	N/A	041554486124	COLOR SENSATIONAL MECHANICAL LINER	Very Cherry	145	
173	1	N/A	041554486131	COLOR SENSATIONAL MECHANICAL LINER	BRICK RED	150	
174	1	N/A	041554486148	COLOR SENSATIONAL MECHANICAL LINER	WILD VIOLETS	155	
175	1	N/A	041554549324	Color Sensational Shaping Lip Liner	Divine Wine	153	
176	1	N/A	041554492859	COLOR SENSATIONAL MECHANICAL LINER	RICH WINE	160	
177	1	N/A	041554492866	COLOR SENSATIONAL MECHANICAL LINER	PLUM PASSION	165	

Column: 2 - Row: 10 Lower Notch: 27 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
178	1	N/A	041554564815	CS MADE FOR ALL	MAUVE FOR ME	373	
179	1	N/A	041554566772	CS MADE FOR ALL	PINK FOR ME	376	
180	1	N/A	041554564860	CS MADE FOR ALL	FUCHSIA FOR ME	379	
181	1	N/A	041554564853	CS MADE FOR ALL	RUBY FOR ME	385	
182	1	N/A	041554564846	CS MADE FOR ALL	RED FOR ME	382	
183	1	N/A	041554563845	COLOR SEN THE MATTES	Nude Nuanco	657	
184	1	N/A	041554429893	COLOR SEN THE MATTES	Touch of Spice	660	
185	1	N/A	041554429909	COLOR SEN THE MATTES	Lust for Blush	665	
186	1	N/A	041554429961	COLOR SEN THE MATTES	Divine Wine	695	
187	1	N/A	041554488777	COLOR SENSATIONAL LOADED BOLDS	Pitch Black	845	

Column: 2 - Row: 11 Lower Notch: 21 Fixture Type: TRAYS Fixture Description: CS CREAMS 1.3 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: PM0000034845, PM0000034848 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
188	1	N/A	041554578348	COLOR SEN LIPSTICK	COPPER CHARGE	166	
189	1	N/A	041554578317	COLOR SEN LIPSTICK	ALMOND HUSTLE	133	
190	1	N/A	041554264630	COLOR SEN LIPSTICK	Rum Riche	280	
191	1	N/A	041554198645	COLOR SEN LIPSTICK	Crazy For Coffee	275	
192	1	N/A	041554413236	COLOR SEN BUFFS	TOUCHABLE TAUPE	940	
193	1	N/A	041554578300	COLOR SEN LIPSTICK	DOUBLE SHOT	111	
194	1	N/A	041554408546	COLOR SEN BUFFS	NUDE LUST	920	
195	1	N/A	041554198560	COLOR SEN LIPSTICK	Nearly There	205	
196	1	N/A	041554198591	COLOR SEN LIPSTICK	Warm Me Up	235	
197	1	N/A	041554198232	COLOR SEN LIPSTICK	Born With It	15	

Column: 2 - Row: 12 Lower Notch: 15 Fixture Type: TRAYS Fixture Description: CS CREAMS 2.3 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: PM0000034846, PM0000034849 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
198	1	N/A	041554198225	COLOR SEN LIPSTICK	Pink Sand	005	
199	1	N/A	041554578249	COLOR SEN LIPSTICK	FLUSH PUNCH	222	
200	1	N/A	041554578287	COLOR SEN LIPSTICK	PINK FLARE	255	
201	1	N/A	041554470994	COLOR SEN LIPSTICK	Romantic Rose	450	
202	1	N/A	041554198300	COLOR SEN LIPSTICK	Pink Wink	105	
203	1	N/A	041554578232	COLOR SEN LIPSTICK	PINK SCORE	244	
204	1	N/A	041554578294	COLOR SEN LIPSTICK	PINK POSE	233	
205	1	N/A	041554248813	COLOR SEN LIPSTICK	Pink & Proper	20	
206	1	N/A	041554578362	COLOR SEN LIPSTICK	CORAL RISE	344	
207	1	N/A	041554578409	COLOR SEN LIPSTICK	HOT CHASE	333	

Row: 3

Row: 4

Row: 6

Row: 7

Row: 8

Row: 9

Row: 10

Row: 11

Row: 12

Row: 13

Row: 14

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	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	230	231	232

Lower Notch: 25

Lower Notch: 18

Lower Notch: 11

Lower Notch: 5

Lower Notch: 39

Lower Notch: 33

Lower Notch: 27

Lower Notch: 21

Lower Notch: 15

Lower Notch: 9

Lower Notch: 5

Column: 2 -	Row: 13	Lower Notch: 9	Fixture Type: TRAYS	Fixture Description: CS CREAMS 3.3 RENO **			
TRAYS Fixture Re-Order Code: PL20000000446			SS Graphic Re-Order Code: PM0000033914				
Graphic Re-Order Code: PM0000033913, PM0000042125			SS Holder Re-Order Code: PM0000027630				
Carrier Tray Graphic Re-Order Code:			TRAYS Fixture Rolled-Up Code:				
Shade Chart Re-Order Code: PM0000034847, PM0000034850			UPC Blade Code:				
LocID	Flacings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
208	1	N/A	041554294996	COLOR SEN LIP VIVID	ON FIRE RED	895	
209	1	N/A	041554248906	COLOR SEN LIPSTICK	Red Revolution	630	
210	1	N/A	041554198553	COLOR SEN LIPSTICK	Red Revival	645	
211	1	N/A	041554578386	COLOR SEN LIPSTICK	CRIMSON RACE	311	
212	1	N/A	041554198423	COLOR SEN LIPSTICK	On The Mauve	445	
213	1	N/A	041554198409	COLOR SEN LIPSTICK	Plum Paradise	425	
214	1	N/A	041554263426	COLOR SEN LIPSTICK	Blissful Berry	410	
215	1	N/A	041554198416	COLOR SEN LIPSTICK	Plum Perfect	425	
216	1	N/A	041554578416	COLOR SEN LIPSTICK	PLUM RULE	411	
217	1	N/A	041554578423	COLOR SEN LIPSTICK	PEBBY GO.	400	

Column: 2 - Row: 14			Lower Notch: 6	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: 041554984452				
LocID	Feeds	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
218	1	N/A	041554586404	Baby Lips Quenched	Quenched	005	
219	1	N/A	041554264548	BABY LIPS	CHERRY ME	15	
220	1	N/A	041554264562	BABY LIPS	PINK PUNCH	25	
221	1	N/A	041554424591	BABY LIPS CRYSTAL	Pink Quartz	140	
222	1	N/A	041554431223	BABY LIPS	MY PINK	01	
223	1	N/A	041554404937	BABY LIPS DR RESCUE	Coral Grave	55	

[illegible]

WAKEFERN / SHOPRITE 8' X 72" URBAN MAYBELLINE PLANOGRAM - SPRING 2024

MNYWAK0872UULH_NOPDQ_IS24

Column: 3 - Row: 2 Lower Notch: 24 Fixture Type: TRAYS Fixture Description: EW MONOS 1.1 (ZTIER) **

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
224	1	N/A	041554492644	Expertwear Monos	Vanilla	100S	
225	1	N/A	041554490749	Expertwear Monos	Soft Pearl	10S	
226	1	N/A	041554490763	Expertwear Monos	Seashell	30S	
227	1	N/A	041554490770	Expertwear Monos	Nude Glow	40S	
228	1	N/A	041554490756	Expertwear Monos	Linen	20S	
229	1	N/A	041554490794	Expertwear Monos	The Glo Down	60S	
230	1	N/A	041554492682	Expertwear Monos	Made for Mocha	140S	
231	1	N/A	041554490824	Expertwear Monos	Forest Green	80S	
232	1	N/A	041554492651	Expertwear Monos	Night Sky	110S	
233	1	N/A	041554552201	Expertwear Monos	DUSTY ROSE	200S	
234	1	N/A	041554490787	Expertwear Monos	Tastefully Taupe	50S	
235	1	N/A	041554492712	Expertwear Monos	Humdrum Plum	170S	

Column: 3 - Row: 3 Lower Notch: 18 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
236	1	N/A	041554499742	CITY MINI PALETTES	Rooftop Bronzes	400	
237	1	N/A	041554499735	CITY MINI PALETTES	Chill Brunch Neutrals	410	
238	1	N/A	041554499766	CITY MINI PALETTES	Downtown Sunrise	430	
239	1	N/A	041554540772	CITY MINI PALETTES	MATTE ABOUT TOWN	480	

Column: 3 - Row: 4 Lower Notch: 12 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
240	1	N/A	041554552485	CITY MINI PALETTES	Brooklyn Nudes	500	
241	1	N/A	041554552492	CITY MINI PALETTES	Blushed Avenue	510	
242	1	N/A	041554552508	CITY MINI PALETTES	Skyscape Dusk	520	
243	1	N/A	041554563306	CITY MINI PALETTES	Diamond District	540	

Column: 3 - Row: 5 Lower Notch: 7 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
244	1	N/A	041554409093	EXPERT WEAR QUADS	Natural Smokes	2Q	
245	1	N/A	041554409161	EXPERT WEAR QUADS	Chai Latte	22Q	
246	1	N/A	041554409123	EXPERT WEAR QUADS	Sunlit Bronze	50Q	

Column: 3 - Row: 6 Lower Notch: 2 Fixture Type: TRAYS Fixture Description: EW QUADS 2.9/3/7/6 **

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
247	1	N/A	041554409116	EXPERT WEAR QUADS	Mocha Motion	10Q	
248	1	N/A	041554409130	EXPERT WEAR QUADS	Designer Chocolates	40Q	
249	1	N/A	041554409192	EXPERT WEAR QUADS	Lavender Smokes	8Q	
250	1	N/A	041554409147	EXPERT WEAR QUADS	Charcoal Smokes	4Q	

Column: 3 - Row: 7 Lower Notch: 37 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
251	1	N/A	041554409239	EXPERT WEAR QUADS	Emerald Smokes	48Q	
252	1	N/A	041554409260	EXPERT WEAR QUADS	Autumn Coppers	44Q	
253	1	N/A	041554409178	EXPERT WEAR QUADS	Velvet Crush	20Q	

Column: 3 - Row: 8 Lower Notch: 33 Fixture Type: HOOK BARS Fixture Description: 6HK HYPER EASY MECH PEN (DEMO) HKBR U...

HOOK BARS Fixture Re-Order Code: PL2000000147 SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000042168 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
254	1	N/A	041554080310	TATTOO STUDIO BRUSH TIP INK PEN LINER	Jet Black	880	
255	1	N/A	041554081091	INK PEN LINER	BROWN	882	
256	1	N/A	041554549416	TATTOO STUDIO DIP IN LIQUID LINER	Black	001	
257	1	N/A	041554578607	HYPER EASY LIQUID LINER	Pitch Black	800	

Row: 2

Row: 3

Row: 4

Row: 5

Row: 6

Row: 7

Row: 8

Row: 9

Row: 10

Row: 11

Row: 12

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	261	262	263	264	265
266	267	268	269	270	271
272	273	274	275	276	
277	278	279	280	281	282

Lower Notch: 24

Lower Notch: 18

Lower Notch: 12

Lower Notch: 7

Lower Notch: 2

Lower Notch: 37

Lower Notch: 33

Lower Notch: 26

Lower Notch: 19

Lower Notch: 12

Lower Notch: 5

258	1	N/A	041554586473	MASTER PRECISE ALL DAY MATTE	MATTE BLACK	310	
259	1	N/A	041554568226	MASTER PREC ALL DAY	Black	110	

Column: 3 - Row: 8 Lower Notch: 26 Fixture Type: HOOK BARS Fixture Description: 6HK TS GEL LNR (DEMO) HKBR UNLIT **

HOOK BARS Fixture Re-Order Code: PL2000000147

Graphic Re-Order Code: PM0000042088 SS Holder Re-Order Code:

Carrier Tray Graphic Re-Order Code:

Shade Chart Re-Order Code: HOOK BARS Fixture Rolled-Up Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
260	1	N/A	041554563337	TATTOO STUDIO GEL PENCIL LINER	DEEP ONYX	900	
261	1	N/A	041554563344	TATTOO STUDIO GEL PENCIL LINER	INTENSE CHARCOAL	901	
262	1	N/A	041554563351	TATTOO STUDIO GEL PENCIL LINER	BOLD BROWN	910	
263	1	N/A	041554563900	TATTOO STUDIO GEL PENCIL LINER	POLISHED WHITE	970	
264	1	N/A	041554588810	TATTOO STUDIO SMOKEY GEL PENCIL LINER	SMOKEY BLACK	10	
265	1	N/A	041554541915	MASTER PRECISE INK LINER	BLACK COMET	510	

Column: 3 - Row: 10 Lower Notch: 19 Fixture Type: HOOK BARS Fixture Description: 6HK UNSTOPPABLE (DEMO) HKBR UNLIT **

HOOK BARS Fixture Re-Order Code: PL2000000147

Graphic Re-Order Code: PM0000042138 SS Holder Re-Order Code:

Carrier Tray Graphic Re-Order Code:

Shade Chart Re-Order Code: HOOK BARS Fixture Rolled-Up Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
266	1	N/A	041554513493	UNSTOPPABLE EYELINER - CARDED	Onyx	10	
267	1	N/A	041554513523	UNSTOPPABLE EYELINER - CARDED	Cinnabar	20	
268	1	N/A	041554513530	UNSTOPPABLE EYELINER - CARDED	Pewter	30	
269	1	N/A	041554513547	UNSTOPPABLE EYELINER - CARDED	Sapphire	40	
270	1	N/A	041554513561	UNSTOPPABLE EYELINER - CARDED	Espresso	60	
271	1	N/A	041554552560	LASTING DRAMA MATTES	JET BLACK	860	

Column: 3 - Row: 11 Lower Notch: 12 Fixture Type: HOOK BARS Fixture Description: 5HK LD GEL LNR POT HKBR UNLIT **

HOOK BARS Fixture Re-Order Code: PL2000000145

Graphic Re-Order Code: PM0000042137 SS Holder Re-Order Code:

Carrier Tray Graphic Re-Order Code:

Shade Chart Re-Order Code: HOOK BARS Fixture Rolled-Up Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
272	1	N/A	041554460834	MASTER PRECISE SKINNY	Defining Black	210	
273	1	N/A	041554460841	MASTER PRECISE SKINNY	Sharp Brown	220	
274	1	N/A	041554220186	EYE STUDIO GEL LINER	Blackest Black	50	
275	1	N/A	041554220193	EYE STUDIO GEL LINER	Brown	52	
276	1	N/A	041554209440	LINE STILETTO LIQUID LINER	Blackest Black	1	

Column: 3 - Row: 12 Lower Notch: 5 Fixture Type: HOOK BARS Fixture Description: 6HK LINE EXPRESS (DEMO) HKBR UNLIT **

HOOK BARS Fixture Re-Order Code: PL2000000147

Graphic Re-Order Code: PM0000042112 SS Holder Re-Order Code:

Carrier Tray Graphic Re-Order Code:

Shade Chart Re-Order Code: HOOK BARS Fixture Rolled-Up Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
277	1	N/A	041554009071	DEFINE A LINE	Ebony Black	1	
278	1	N/A	041554009095	DEFINE A LINE	Brownish Black	3	
279	1	N/A	041554572476	LINE EXPRESS	Ebony Black	01	
280	1	N/A	041554533156	LINWORKS ULTRA LINER WATERPROOF	Black	1	
281	1	N/A	041554533163	LINWORKS ULTRA LINER WATERPROOF	DARK BROWN	2	
282	1	N/A	041554530179	EXPERT EYES TWIN BROW & EYE PENCILS	Velvet Black	01	

Row: 2

Row: 3

Row: 4

Row: 5

Row: 6

Row: 7

Row: 8

Row: 9

Row: 10

Row: 11

Row: 12

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	261	262	263	264	265
266	267	268	269	270	271
272	273	274	275	276	
277	278	279	280	281	282

Lower Notch: 24

Lower Notch: 18

Lower Notch: 12

Lower Notch: 7

Lower Notch: 2

Lower Notch: 37

Lower Notch: 33

Lower Notch: 26

Lower Notch: 19

Lower Notch: 12

Lower Notch: 5

WAKEFERN / SHOPRITE 8' X 72" URBAN MAYBELLINE PLANOGRAM - SPRING 2024

MNYWAK0872UULHNOPDQ.IS24

Column: 4 - Row: 1		Lower Notch: 28		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
283	1	N/A	041554554076	LASH SENSATIONAL SERUM	LASH SENSATIONAL SERUM	250	
284	1	N/A	041554071863	LASH SENSATIONAL SKY HIGH	COSMIC BLACK	799	
285	1	N/A	041554590517	LASH SENSATIONAL SKY HIGH	BLACKEST BLACK	800	
286	1	N/A	041554590500	LASH SENSATIONAL SKY HIGH	VERY BLACK	801	

Column: 4 - 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
287	1	N/A	041554076448	LASH SENSATIONAL SKY HIGH	True Brown	804	
288	1	N/A	041554590913	LASH SENSATIONAL SKY HIGH	Very Black (WTP)	802	
289	1	N/A	041554590906	LASH SENSATIONAL SKY HIGH	Brownish Black (WTP)	803	
290	1	N/A	0415545884219	LASH SENSATIONAL	Midnight Black	252	

Column: 4 - 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
291	1	N/A	041554081152	SURREAL EXTENSION	BLACKEST BLACK WSH	170	
292	1	N/A	041554079821	SURREAL EXTENSION	VERY BLACK WTP	185	
293	1	N/A	041554578478	FALSIES LASH LIFT	Blackest Black	200	
294	1	N/A	041554578485	FALSIES LASH LIFT	Very Black	201	

Column: 4 - 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
295	1	N/A	041554217957	FALSIES MASCARA	Blackest Black	00	
296	1	N/A	041554217964	FALSIES MASCARA	Very Black	01	
297	1	N/A	041554217971	FALSIES MASCARA	Brownish Black	02	
298	1	N/A	041554217988	FALSIES MASCARA	Very Black (WTP)	01	

Column: 4 - 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
299	1	N/A	041554050899	COLOSSAL	Glam Black	00	
300	1	N/A	041554050905	COLOSSAL	Classic Black	01	
301	1	N/A	041554056761	COLOSSAL	Glam Brown (Brn/Blk)	2	
302	1	N/A	041554197037	COLOSSAL	Glam Black (WTP)	00	

Column: 4 - 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
303	1	N/A	041554409291	COLOSSAL PUMPED UPI	Glam Black	00	
304	1	N/A	041554409284	COLOSSAL PUMPED UPI	Classic Black	01	
305	1	N/A	041554409321	COLOSSAL PUMPED UPI	Classic Black (WTP)	01	
306	1	N/A	041554288254	COLOSSAL CAT EYES MASCARA	Glam Black	01	

Column: 4 - 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
307	1	N/A	041554670745	GREAT LASH MASCARA	Blackest Black	00	
308	1	N/A	041554532722	GREAT LASH MASCARA	Very Black	1	
309	1	N/A	041554532807	GREAT LASH MASCARA	Brownish Black	2	
310	1	N/A	041554532982	GREAT LASH MASCARA	DARK BROWN	3	

Column: 4 - 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			

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Row: 1	283	284	285	286	Lower Notch: 28
Row: 2	287	288	289	290	Lower Notch: 21
Row: 3	291	292	293	294	Lower Notch: 14
Row: 4	295	296	297	298	Lower Notch: 7
Row: 5	299	300	301	302	Lower Notch: 40
Row: 6	303	304	305	306	Lower Notch: 33
Row: 7	307	308	309	310	Lower Notch: 26
Row: 8	311	312	313	314	Lower Notch: 19
Row: 9	315	316	317	318	Lower Notch: 12
Row: 10	319	320	321	322	Lower Notch: 5
	323				

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
311	1	N/A	041554209310	GREAT LASH BIG	Blackest Black	00	
312	1	N/A	041554209327	GREAT LASH BIG	Very Black	01	
313	1	N/A	041554209334	GREAT LASH BIG	Brownish Black	02	
314	1	N/A	041554672237	GREAT LASH CURVED BRUSH	Blackest Black	00	

Column: 4 - Row: 9
HOOK BARS Fixture Re-Order Code: 041554984507
Graphic Re-Order Code:
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code:

Lower Notch: 12
Fixture Type: HOOK BARS
SS Graphic Re-Order Code:
SS Holder Re-Order Code:
HOOK BARS Fixture Rolled-Up Code: 041554984507
UPC Blade Code: 041554984452

Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
315	1	N/A	041554539912	SNPSACARA	Pitch Black	300	
316	1	N/A	041554578539	SNPSACARA	PITCH BLACK (WTP)	340	
317	1	N/A	041554007503	DEFINE A LASH LENGTH MASCARA	Very Black	1	
318	1	N/A	041554459890	FALSIES PUSH UP DRAMA ANGEL	Blackest Black	00	

Column: 4 - Row: 10
HOOK BARS Fixture Re-Order Code: PL2000000145
Graphic Re-Order Code: PM0000042074
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code:

Lower Notch: 5
Fixture Type: HOOK BARS
SS Graphic Re-Order Code:
SS Holder Re-Order Code:
HOOK BARS Fixture Rolled-Up Code:
UPC Blade Code: PM000008588

Fixture Description: 5HK EXPERT EYES TWIN BROW HKBR UNLIT **

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
319	1	N/A	041554530254	EXPERT EYES TWIN BROW & EYE PENCILS	DARK BROWN	02	
320	1	N/A	041554530667	EXPERT EYES TWIN BROW & EYE PENCILS	Medium Brown	03	
321	1	N/A	041554507379	EXPERT EYES TWIN BROW & EYE PENCILS	Blonde	7	
322	1	N/A	041554269567	ILLEGAL LENGTHS MASC	Blackest Black	00	
323	1	N/A	041554699159	FULL 'N' SOFT	Very Black	1	

BACK
WA
HE

Row: 1	283	284	285	286	Lower Notch: 28
Row: 2	287	288	289	290	Lower Notch: 21
Row: 3	291	292	293	294	Lower Notch: 14
Row: 4	295	296	297	298	Lower Notch: 7
Row: 5	299	300	301	302	Lower Notch: 40
Row: 6	303	304	305	306	Lower Notch: 33
Row: 7	307	308	309	310	Lower Notch: 26
Row: 8	311	312	313	314	Lower Notch: 19
Row: 9	315	316	317	318	Lower Notch: 12
Row: 10	319	320	321	322	Lower Notch: 5

WAKEFERN / SHOPRITE 8' X 72" URBAN MAYBELLINE PLANOGRAM - SPRING 2024

MNYWAK0872UULHNOPDQ_IS24

Column: 5 - 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: 5 - Row: 3 Lower Notch: 21 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 0415544984507 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: 0415544984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
324	1	N/A	041554420616	LASH SENSATIONAL	Blackest Black	00	
325	1	N/A	041554420623	LASH SENSATIONAL	Very Black	01	
326	1	N/A	041554420630	LASH SENSATIONAL	Brownish Black	02	
327	1	N/A	041554420647	LASH SENSATIONAL	Very Black (WTP)	01	

Column: 5 - Row: 4 Lower Notch: 14 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 0415544984507 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: 0415544984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
328	1	N/A	041554578492	FALSIES LASH LIFT	VERY BLACK (WTP)	202	
329	1	N/A	041554460247	LASH SENSATIONAL LUSCIOUS	Blackest Black	00	
330	1	N/A	041554460254	LASH SENSATIONAL LUSCIOUS	Very Black	01	
331	1	N/A	041554460278	LASH SENSATIONAL LUSCIOUS	Very Black (WTP)	01	

Column: 5 - Row: 5 Lower Notch: 7 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 0415544984507 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: 0415544984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
332	1	N/A	041554217995	FALSIES MASCARA	Brownish Black (WTP)	02	
333	1	N/A	041554240337	FALSIES BLACK DRAMA	Black Drama	10	
334	1	N/A	041554522556	TOTAL TEMPTATION	BLACKEST BLACK	601	
335	1	N/A	041554522679	TOTAL TEMPTATION	Very Black (WTP)	604	

Column: 5 - Row: 6 Lower Notch: 40 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 0415544984507 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: 0415544984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
336	1	N/A	041554187044	COLOSSAL	Classic Black (WTP)	1	
337	1	N/A	041554493719	COLOSSAL BIG SHOT	Blackest Black	223	
338	1	N/A	041554493726	COLOSSAL BIG SHOT	Very Black	224	
339	1	N/A	041554493856	COLOSSAL BIG SHOT	Very Black (WTP)	226	

Column: 5 - Row: 7 Lower Notch: 33 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 0415544984507 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: 0415544984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
340	1	N/A	041554288261	COLOSSAL CAT EYES MASCARA	Glam Black (WTP)	01	
341	1	N/A	041554281446	MEGA PLUSH MASCARA	Blackest Black	00	
342	1	N/A	041554281460	MEGA PLUSH MASCARA	Very Black	01	
343	1	N/A	041554281484	MEGA PLUSH MASCARA	Very Black (WTP)	01	

Column: 5 - Row: 8 Lower Notch: 26 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 0415544984507 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: 0415544984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
344	1	N/A	041554626964	GREAT LASH MASCARA	Very Black (WTP)	1	
345	1	N/A	041554626988	GREAT LASH MASCARA	Brownish Black (WTP)	3	
346	1	N/A	041554519457	GREAT LASH MASCARA	Clear	10	
347	1	N/A	041554268706	FALSIES FLARED	Blackest Black	00	

Column: 5 - Row: 9 Lower Notch: 19 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 0415544984507 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: 0415544984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
348	1	N/A	041554665394	GREAT LASH CURVED BRUSH	Very Black	1	
349	1	N/A	041554239423	Great Lash Lots of Lashes	Blackest Black	00	
350	1	N/A	041554239416	Great Lash Lots of Lashes	Very Black	01	
351	1	N/A	041554269062	Great Lash Lots of Lashes	Brownish Black	02	

< PANELS 40-
ALL SPACE=72
ADER OFFSE

Row: 1

Lower Notch: 25

Row: 3

Lower Notch: 21

Row: 4

Lower Notch: 14

Row: 5

Lower Notch: 7

Row: 6

Lower Notch: 40

Row: 7

Lower Notch: 33

Row: 8

Lower Notch: 26

Row: 9

Lower Notch: 19

Row: 10

Lower Notch: 12

Row: 11

Lower Notch: 5

Column: 5 - Row: 10 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
352	1	N/A	041554288384	VE ROCKET MASCARA	Blackest Black	00	
353	1	N/A	041554288377	VE ROCKET MASCARA	Very Black	01	
354	1	N/A	041554288391	VE ROCKET MASCARA	Brownish Black	02	
355	1	N/A	041554288452	VE ROCKET MASCARA WP	Very Black	01	

Column: 5 - Row: 11 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
356	1	N/A	041554605228	FULL N SOFT	Very Black (WTP)	1	
357	1	N/A	041554054156	LASH STILETTO	Very Black	1	
358	1	N/A	041554208832	LASH STILETTO WP	Very Black	01	
359	1	N/A	041554647372	LASH DISCOVERY WASHABLE	Very Black	1	

< PANELS 40-
 ALL SPACE=72
 ADER OFFSE

Row: 1

Lower Notch: 25

Row: 3

Lower Notch: 21

Row: 4

Lower Notch: 14

Row: 5

Lower Notch: 7

Row: 6

Lower Notch: 40

Row: 7

Lower Notch: 33

Row: 8

Lower Notch: 26

Row: 9

Lower Notch: 19

Row: 10

Lower Notch: 12

Row: 11

Lower Notch: 5

324	325	326	327
328	329	330	331
332	333	334	335
336	337	338	339
340	341	342	343
344	345	346	347
348	349	350	351
352	353	354	355
356	357	358	359

WAKEFERN / SHOPRITE 8' X 72" URBAN MAYBELLINE PLANOGRAM - SPRING 2024

MNYWAK0872UULH_NOPDQ_IS24

Column: 5 -	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: 6 -	Row: 1	Lower Notch: 18	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
360	1	N/A	041554538748	FiMe MATTE+PORELESS FNDTN	JAVA	375	
361	1	N/A	041554539752	FiMe MATTE+PORELESS FNDTN	DEEP BRONZE	370	
362	1	N/A	041554538731	FiMe MATTE+PORELESS FNDTN	DEEP GOLDEN	368	
363	1	N/A	041554539721	FiMe MATTE+PORELESS FNDTN	NUTMEG	365	
364	1	N/A	041554539677	FiMe MATTE+PORELESS FNDTN	WARM COCONUT	356	
365	1	N/A	041554433524	FiMe MATTE+PORELESS FNDTN	Coconut	355	
366	1	N/A	041554466515	FiMe MATTE+PORELESS FNDTN	CAPPUCCINO	340	
367	1	N/A	041554539639	FiMe MATTE+PORELESS FNDTN	WARM SUN	334	

Column: 6 -	Row: 2	Lower Notch: 12	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
368	1	N/A	041554433517	FiMe MATTE+PORELESS FNDTN	Toffee	330	
369	1	N/A	041554438192	FiMe MATTE+PORELESS FNDTN	Warm Honey	322	
370	1	N/A	041554433500	FiMe MATTE+PORELESS FNDTN	Sun Beige	310	
371	1	N/A	041554433494	FiMe MATTE+PORELESS FNDTN	Pure Beige	235	
372	1	N/A	041554466461	FiMe MATTE+PORELESS FNDTN	True Beige	222	
373	1	N/A	041554433470	FiMe MATTE+PORELESS FNDTN	Ntrl Beige	220	
374	1	N/A	041554438161	FiMe MATTE+PORELESS FNDTN	Warm Nude	128	
375	1	N/A	041554433456	FiMe MATTE+PORELESS FNDTN	Nude Beige	125	

Column: 6 -	Row: 3	Lower Notch: 6	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
376	1	N/A	041554466454	FiMe MATTE+PORELESS FNDTN	CREAMY BEIGE	122	
377	1	N/A	041554433449	FiMe MATTE+PORELESS FNDTN	Clsc Ivory	120	
378	1	N/A	041554539462	FiMe MATTE+PORELESS FNDTN	LIGHT BEIGE	118	
379	1	N/A	041554433432	FiMe MATTE+PORELESS FNDTN	Ivory	115	
380	1	N/A	041554433425	FiMe MATTE+PORELESS FNDTN	Ntrl Ivory	112	
381	1	N/A	041554433418	FiMe MATTE+PORELESS FNDTN	Porcelain	110	
382	1	N/A	041554538328	FiMe MATTE+PORELESS FNDTN	Fair Ivory	105	
383	1	N/A	041554538311	FiMe MATTE+PORELESS FNDTN	FAIR PORCELAIN	102	

Column: 6 -	Row: 4	Lower Notch: 39	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
384	1	N/A	041554550504	FiMe CONCEALER	Cocoa	60	
385	1	N/A	041554550498	FiMe CONCEALER	Hazelnut	55	
386	1	N/A	041554247756	FiMe CONCEALER	Cafe	50	
387	1	N/A	041554550481	FiMe CONCEALER	Tan	45	
388	1	N/A	041554550474	FiMe CONCEALER	Caramel	40	
389	1	N/A	041554247749	FiMe CONCEALER	Deep	35	
390	1	N/A	041554550467	FiMe CONCEALER	Honey	30	
391	1	N/A	041554247725	FiMe CONCEALER	Med	25	
392	1	N/A	041554247732	FiMe CONCEALER	Sand	20	
393	1	N/A	041554247718	FiMe CONCEALER	Light	15	
394	1	N/A	041554247701	FiMe CONCEALER	Fair	10	
395	1	N/A	041554550450	FiMe CONCEALER	Ivory	05	

Column: 6 -	Row: 5	Lower Notch: 30	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
396	1	N/A	041554503050	FIT ME LOOSE POWDER	Dark	40	
397	1	N/A	041554503043	FIT ME LOOSE POWDER	Deep	35	
398	1	N/A	041554503036	FIT ME LOOSE POWDER	Medium Deep	30	
399	1	N/A	041554502046	FIT ME LOOSE POWDER	Medium	25	
400	1	N/A	041554502039	FIT ME LOOSE POWDER	Light Medium	20	
401	1	N/A	041554502022	FIT ME LOOSE POWDER	Light	15	

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2"
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Row: 1

Lower Notch: 25

Row: 1

Lower Notch: 18

Row: 2

Lower Notch: 12

Row: 3

Lower Notch: 6

Row: 4

Lower Notch: 39

Row: 5

Lower Notch: 30

Row: 6

Lower Notch: 26

Row: 7

Lower Notch: 19

Row: 8

Lower Notch: 12

Row: 9

Lower Notch: 5

402	1	N/A	041554502015	FIT ME LOOSE POWDER	FAIR LIGHT	10	
403	1	N/A	041554501995	FIT ME LOOSE POWDER	Fair	05	

Column: 6 - Row: 6 Lower Notch: 26 Fixture Type: HOOK BARS Fixture Description: 6HK EXPRESS BROW ULTRA SLIM (DEMO) HK...

HOOK BARS Fixture Re-Order Code: PL2000000147

Graphic Re-Order Code: PM0000042109

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
404	1	N/A	041554572292	BROW ULTRA SLIM	Blonde	250	
405	1	N/A	041554572308	BROW ULTRA SLIM	Soft Brown	255	
406	1	N/A	041554572322	BROW ULTRA SLIM	Medium Brown	257	
407	1	N/A	041554083712	BROW ULTRA SLIM	ASH BROWN	259	
408	1	N/A	041554572339	BROW ULTRA SLIM	DEEP BROWN	260	
409	1	N/A	041554572346	BROW ULTRA SLIM	Black Brown	262	

Column: 6 - Row: 7 Lower Notch: 19 Fixture Type: HOOK BARS Fixture Description: 6HK EXPRESS BROW (DEMO) HKBR UNLIT **

HOOK BARS Fixture Re-Order Code: PL2000000147

Graphic Re-Order Code: PM0000042170

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
410	1	N/A	041554064315	Express Brow Duo	Soft Brown	255	
411	1	N/A	041554578706	BROW FAST SCULPT	Soft Brown	255	
412	1	N/A	041554578720	BROW FAST SCULPT	Medium Brown	257	
413	1	N/A	041554578737	BROW FAST SCULPT	DEEP BROWN	260	
414	1	N/A	041554578751	BROW FAST SCULPT	Clear	264	
415	1	N/A	041554581393	BROW ULTRA SLIM	Black	264	

Column: 6 - Row: 8 Lower Notch: 12 Fixture Type: HOOK BARS Fixture Description: 6HK TS BROW TINT PEN (DEMO) HKBR UNLIT **

HOOK BARS Fixture Re-Order Code: PL2000000147

Graphic Re-Order Code: PM0000042079

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
416	1	N/A	041554064339	Express Brow Duo	Deep Brown	260	
417	1	N/A	041554064322	Express Brow Duo	Medium Brown	257	
418	1	N/A	041554545012	TATTOOSTUDIO BROW TINT PEN	Blonde	350	
419	1	N/A	041554545029	TATTOOSTUDIO BROW TINT PEN	Soft Brown	355	
420	1	N/A	041554545036	TATTOOSTUDIO BROW TINT PEN	Medium Brown	360	
421	1	N/A	041554547092	TATTOOSTUDIO BROW TINT PEN	DEEP BROWN	365	

Column: 6 - Row: 9 Lower Notch: 5 Fixture Type: HOOK BARS Fixture Description: 5HK TS SHRPNBL BROW PEN HKBR UNLIT **

HOOK BARS Fixture Re-Order Code: PL2000000145

Graphic Re-Order Code: PM0000042155

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
422	1	N/A	041554650495	LASH DISCOVERY WP	Very Black	1	
423	1	N/A	041554588712	Tattoo Studio 36HR Waterproof Eyebrow Pencil	Soft Brown	255	
424	1	N/A	041554588729	Tattoo Studio 36HR Waterproof Eyebrow Pencil	Medium Brown	257	
425	1	N/A	041554588705	Tattoo Studio 36HR Waterproof Eyebrow Pencil	Deep Brown	260	
426	1	N/A	041554559743	TattooStudio Brow Pomade	Soft Brown	374	

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2"
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Row: 1

Lower Notch: 25

Row: 1

Lower Notch: 18

Row: 2

Lower Notch: 12

Row: 3

Lower Notch: 6

Row: 4

Lower Notch: 39

Row: 5

Lower Notch: 30

Row: 6

Lower Notch: 26

Row: 7

Lower Notch: 19

Row: 8

Lower Notch: 12

Row: 9

Lower Notch: 5

WAKEFERN / SHOPRITE 8' X 72" URBAN MAYBELLINE PLANOGRAM - SPRING 2024

MNYWAK0872UULH_NOPDQ_IS24

Column: 7 -	Row: 2	Lower Notch: 25	Fixture Type: TRAYS	Fixture Description: SS FC FNDTN 1.2 **			
TRAYS Fixture Re-Order Code: PL2000000437			SS Graphic Re-Order Code:				
Graphic Re-Order Code: PM0000042164			SS Holder Re-Order Code:				
Carrier Tray Graphic Re-Order Code:			TRAYS Fixture Rolled-Up Code:				
Shade Chart Re-Order Code: PM0000042783			UPC Blade Code:				
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
427	1	N/A	041554541533	SUPERSTAY FULL COVERAGE FOUNDATION	Mocha	360	
428	1	N/A	041554541519	SUPERSTAY FULL COVERAGE FOUNDATION	Coconut	355	
429	1	N/A	041554541496	SUPERSTAY FULL COVERAGE FOUNDATION	Toffee	330	
430	1	N/A	041554541489	SUPERSTAY FULL COVERAGE FOUNDATION	Honey	320	
431	1	N/A	041554541472	SUPERSTAY FULL COVERAGE FOUNDATION	Golden	312	
432	1	N/A	041554541465	SUPERSTAY FULL COVERAGE FOUNDATION	Sun Beige	310	
433	1	N/A	041554541458	SUPERSTAY FULL COVERAGE FOUNDATION	Natural Beige	220	
434	1	N/A	041554541441	SUPERSTAY FULL COVERAGE FOUNDATION	Buff Beige	130	

Column: 7 -	Row: 3	Lower Notch: 19	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
435	1	N/A	041554589900	SUPERSTAY FULL COVERAGE FOUNDATION	Medium Beige	129	
436	1	N/A	041554541434	SUPERSTAY FULL COVERAGE FOUNDATION	Warm Nude	128	
437	1	N/A	041554565607	SUPERSTAY FULL COVERAGE FOUNDATION	Nude Beige	125	
438	1	N/A	041554541427	SUPERSTAY FULL COVERAGE FOUNDATION	Classic Ivory	120	
439	1	N/A	041554559415	SUPERSTAY FULL COVERAGE FOUNDATION	Light Beige	118	
440	1	N/A	041554541410	SUPERSTAY FULL COVERAGE FOUNDATION	Natural Ivory	112	
441	1	N/A	041554541403	SUPERSTAY FULL COVERAGE FOUNDATION	Porcelain	110	
442	1	N/A	041554541397	SUPERSTAY FULL COVERAGE FOUNDATION	FAIR PORCELAIN	102	

Column: 7 -		Row: 4		Lower Notch: 12		Fixture Type: TRAYS		Fixture Description: SS CNCLR 1.1 **	
TRAYS Fixture Re-Order Code: PL2000000642						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	
443	1	N/A	041554071566		SUPER STAY CONCEALER	70	70		
444	1	N/A	041554071559		SUPER STAY CONCEALER	57	57		
445	1	N/A	041554071535		SUPER STAY CONCEALER	45	45		
446	1	N/A	041554071528		SUPER STAY CONCEALER	42	42		
447	1	N/A	041554071504		SUPER STAY CONCEALER	27	27		
448	1	N/A	041554071498		SUPER STAY CONCEALER	25	25		
449	1	N/A	041554071481		SUPER STAY CONCEALER	22	22		
450	1	N/A	041554071467		SUPER STAY CONCEALER	18	18		
451	1	N/A	041554071450		SUPER STAY CONCEALER	15	15		
452	1	N/A	041554071436		SUPER STAY CONCEALER	10	10		
453	1	N/A	041554071429		SUPER STAY CONCEALER	05	05		

Column: 7 -		Row: 5		Lower Notch: 4		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	Description		UPC	Shade	Shade#	Shade Chip Code	
454	1	N/A	041554488364 FitMe MATTE+PORELESS PDR		Mocha	360			
455	1	N/A	041554488357 FitMe MATTE+PORELESS PDR		NATURAL TAN	320			
456	1	N/A	041554433845 FitMe MATTE+PORELESS PDR		Sun Beige	310			
457	1	N/A	041554488333 FitMe MATTE+PORELESS PDR		True Beige	222			
458	1	N/A	041554433814 FitMe MATTE+PORELESS PDR		Natural Beige	220			
459	1	N/A	041554433807 FitMe MATTE+PORELESS PDR		Buff Beige	130			
460	1	N/A	041554433784 FitMe MATTE+PORELESS PDR		Classic Ivory	120			
461	1	N/A	041554433746 FitMe MATTE+PORELESS PDR		Translucent	100			

Column: 7 -		Row: 6		Lower Notch: 37		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		
462	1	N/A	041554503067	FIT ME BLUSH	Buff	10			
463	1	N/A	041554503074	FIT ME BLUSH	Nude	20			
464	1	N/A	041554503098	FIT ME BLUSH	Mauve	15			
465	1	N/A	041554503104	FIT ME BLUSH	Pink	25			
466	1	N/A	041554503111	FIT ME BLUSH	Rose	30			
467	1	N/A	041554503135	FIT ME BLUSH	Coral	35			
468	1	N/A	041554503142	FIT ME BLUSH	Peach	40			
469	1	N/A	041554503159	FIT ME BLUSH	Plum	45			
470	1	N/A	041554503524	FIT ME BLUSH	Wine	50			
471	1	N/A	041554503722	FIT ME BLUSH	BERRY	55			

Row: 2

Lower Notch: 25

Row: 3

Lower Notch: 19

Row: 4

Lower Notch: 12

Row: 5

Lower Notch: 4

Row: 6

Lower Notch: 37

Row: 7

Lower Notch: 31

Row: 8

Lower Notch: 24

Row: 9

Lower Notch: 20

Row: 10

Lower Notch: 12

Row: 11

Lower Notch: 5

Column: 7 -		Row: 7		Lower Notch: 31		Fixture Type: TRAYS		Fixture Description: FM STICK 1.1 D2L **	
TRAYS Fixture Re-Order Code: PL2000000393				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		
472	1	N/A	041554337402	FitMe Oil-Free Stick Foundation	Coconut	355			
473	1	N/A	041554337266	FitMe Oil-Free Stick Foundation	Toffee	330			
474	1	N/A	041554334487	FitMe Oil-Free Stick Foundation	Pure Beige	235			
475	1	N/A	041554332872	FitMe Oil-Free Stick Foundation	Natural Beige	220			
476	1	N/A	041554332865	FitMe Oil-Free Stick Foundation	Buff Beige	130			
477	1	N/A	041554332858	FitMe Oil-Free Stick Foundation	Classic Ivory	120			
478	1	N/A	041554332841	FitMe Oil-Free Stick Foundation	Ivory	115			
479	1	N/A	041554332827	FitMe Oil-Free Stick Foundation	Porcelain	110			

Column: 7 -		Row: 8		Lower Notch: 24		Fixture Type: TRAYS		Fixture Description: FS MSTR CNTRPAL+BNNAPDR+FIXSPRY 1.1 **	
TRAYS Fixture Re-Order Code: PL2000000459				SS Graphic Re-Order Code:					
Graphic Re-Order Code: PM0000042154				SS Holder Re-Order Code:					
Carrier Tray Graphic Re-Order Code:				TRAYS Fixture Rolled-Up Code:					
Shade Chart Re-Order Code: PM0000037986				UPC Blade Code:					
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code		
480	1	N/A	041554455595	FACE STUDIO MASTER CONTOUR	Light to Medium	10			
481	1	N/A	041554455601	FACE STUDIO MASTER CONTOUR	Medium to Deep	20			
482	1	N/A	041554586480	Lasting Fix Banana Powder	Banana	10			
483	1	N/A	041554562927	LASTING FIX SETTING SPRAY	Lasting Fix Set Spray	00			

Column: 7 - Row: 9 Lower Notch: 20 Fixture Type: HOOK BARS Fixture Description: 6HK CHEEK HEAT BLUSH HKBR UNLIT **

HOOK BARS Fixture Re-Order Code: PL2000000153 SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000043673 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
484	1	N/A	041554578171	CHEEK HEAT BLUSH	PINK SCORCH	10	
485	1	N/A	041554578188	CHEEK HEAT BLUSH	NUDE BURN	15	
486	1	N/A	041554578195	CHEEK HEAT BLUSH	ROSE FLUSH	20	
487	1	N/A	041554578201	CHEEK HEAT BLUSH	FUCHSIA SPARK	25	
488	1	N/A	041554578218	CHEEK HEAT BLUSH	CORAL EMBER	30	
489	1	N/A	041554578225	CHEEK HEAT BLUSH	BERRY FLAME	35	

Column: 7 - Row: 10

Lower Notch: 12 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
490	1	N/A	041554415131	Baby Skin	Instant Pore Eraser	010	
491	1	N/A	041554543902	COVER STICK	Deep Beige	4	
492	1	N/A	041554543996	COVER STICK	Medium Beige	3	
493	1	N/A	041554543889	COVER STICK	Light Beige	2	
494	1	N/A	041554543872	COVER STICK	Ivory	1	

Column: 7 - Row: 11

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
495	1	N/A	041554559750	TattooStudio Brow Pomade	Medium Brown	376	
496	1	N/A	041554559774	TattooStudio Brow Pomade	DEEP BROWN	380	
497	1	N/A	041554535273	BRUSH N' COMB	EXPERT TOOLS BRUSH N' COMB		
498	1	N/A	041554535419	DUAL SHARPENER	EXPERT TOOLS DUAL SHARPENER		
499	1	N/A	041554535426	EYELASH CURLER	EXPERT TOOLS EYELASH CURLER		
500	1	N/A	041554535457	EYELASH CURLER REFILLS	0		

Row: 2

Lower Notch: 25

Row: 3

Lower Notch: 19

Row: 4

Lower Notch: 12

Row: 5

Lower Notch: 4

Row: 6

Lower Notch: 37

Row: 7

Lower Notch: 31

Row: 8

Lower Notch: 24

Row: 9

Lower Notch: 20

Row: 10

Lower Notch: 12

Row: 11

Lower Notch: 5

WAKEFERN / SHOPRITE 8' X 72" URBAN MAYBELLINE PLANOGRAM - SPRING 2024

MNYWAK0872UULH_NOPDQ_IS24

Column: 8 -	Lower Notch: 28	Fixture Type: CHROME SI...	Fixture Description: IAR ERASER CNCLR BTY NAV 6X12 **
CHROME SIGN UR Fixture Re-Order Code: PL2000000039		SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000043885		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: 8 -	Row: 2	Lower Notch: 24	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
501	1	N/A	041554267198	IAR Eraser Concealer	Neutralizer	50	
502	1	N/A	041554546859	IAR Eraser Concealer	Hazelnut	148	
503	1	N/A	041554074499	IAR Eraser Concealer	147.5	147.5	
504	1	N/A	041554546811	IAR Eraser Concealer	Caramel	144	
505	1	N/A	041554259278	IAR Eraser Concealer	Honey	40	
506	1	N/A	041554259261	IAR Eraser Concealer	Medium	30	

Column: 8 -	Row: 3	Lower Notch: 17	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
507	1	N/A	041554546798	IAR Eraser Concealer	Sand	122	
508	1	N/A	041554259254	IAR Eraser Concealer	Light	20	
509	1	N/A	041554567496	IAR Eraser Concealer	Warm Light	115	
510	1	N/A	041554259247	IAR Eraser Concealer	Fair	10	
511	1	N/A	041554546781	IAR Eraser Concealer	Ivory	100	
512	1	N/A	041554567489	IAR Eraser Concealer	Cool Ivory	95	

Column: 8 -	Row: 4	Lower Notch: 5	Fixture Type: TRAYS	Fixture Description: IAR ERASER FNDTN 1.1 **
TRAYS Fixture Re-Order Code: PL20000000385		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
513	1	N/A	041554086621	IAR ERASER FOUNDATION	360	360	
514	1	N/A	041554086607	IAR ERASER FOUNDATION	340	340	
515	1	N/A	041554086691	IAR ERASER FOUNDATION	330	330	
516	1	N/A	041554086684	IAR ERASER FOUNDATION	310	310	
517	1	N/A	041554086676	IAR ERASER FOUNDATION	225	225	
518	1	N/A	041554220087	IAR ERASER FOUNDATION	Classic Ivory	150	
519	1	N/A	041554220070	IAR ERASER FOUNDATION	Buff Beige	130	
520	1	N/A	041554086653	IAR ERASER FOUNDATION	110	110	

Column: 8 -	Row: 5	Lower Notch: 38	Fixture Type: TRAYS	Fixture Description: DRM BB CREAMS 1.2 (FRESH) D2L **
TRAYS Fixture Re-Order Code: PL20000000454		SS Graphic Re-Order Code: PM0000043908		
Graphic Re-Order Code: PM0000042098		SS Holder Re-Order Code: PM0000035923		
Carrier Tray Graphic Re-Order Code:		TRAYS Fixture Rolled-Up Code:		
Shade Chart Re-Order Code: PM0000043032		UPC Blade Code:		

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
521	1	N/A	041554587050	DREAM FRESH BB	Deep	140	
522	1	N/A	041554282858	DREAM FRESH BB	Medium/Deep	130	
523	1	N/A	041554282841	DREAM FRESH BB	Medium	120	
524	1	N/A	041554282834	DREAM FRESH BB	Light Medium	110	
525	1	N/A	041554587043	DREAM FRESH BB	Light	100	

Column: 8 -	Row: 6	Lower Notch: 32	Fixture Type: TRAYS	Fixture Description: DRM BB CREAMS 2.2 (PURE) D2L **
TRAYS Fixture Re-Order Code: PL20000000454		SS Graphic Re-Order Code: PM0000043907		
Graphic Re-Order Code: PM0000042098		SS Holder Re-Order Code: PM0000035923		
Carrier Tray Graphic Re-Order Code:		TRAYS Fixture Rolled-Up Code:		
Shade Chart Re-Order Code: PM0000043033		UPC Blade Code:		

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
526	1	N/A	041554587074	DREAM PURE BB	Deep	140	
527	1	N/A	041554349719	DREAM PURE BB	Medium/Deep	130	
528	1	N/A	041554349573	DREAM PURE BB	Medium	120	
529	1	N/A	041554349542	DREAM PURE BB	Light/Medium	110	
530	1	N/A	041554587067	DREAM PURE BB	Light	100	

Column: 8 -	Row: 7	Lower Notch: 24	Fixture Type: TRAYS	Fixture Description: DRM RADIANT FNDTN 1.2 D2L **
TRAYS Fixture Re-Order Code: PL20000000550		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
531	1	N/A	041554579222	DREAM RADIANT LIQUID FOUNDATION	JAVA	135	
532	1	N/A	041554579215	DREAM RADIANT LIQUID FOUNDATION	Coconut	130	
533	1	N/A	041554579192	DREAM RADIANT LIQUID FOUNDATION	Coconut	125	
534	1	N/A	041554579178	DREAM RADIANT LIQUID FOUNDATION	Honey Beige	90	
535	1	N/A	041554579154	DREAM RADIANT LIQUID FOUNDATION	Natural Beige	75	

Row: 2

Row: 3

Row: 4

Row: 5

Row: 6

Row: 7

Row: 8

Row: 9

Row: 10

Lower Notch: 28

Lower Notch: 24

Lower Notch: 17

Lower Notch: 5

Lower Notch: 38

Lower Notch: 32

Lower Notch: 24

Lower Notch: 17

Lower Notch: 9

Lower Notch: 1

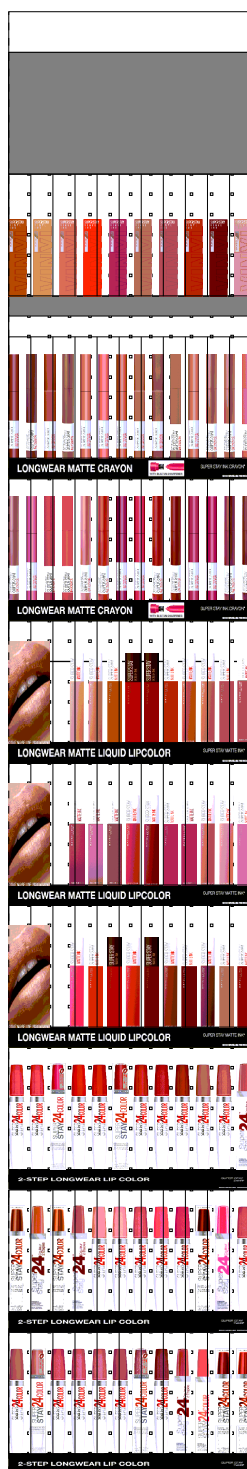
536	1	N/A	041554579147	DREAM RADIANT LIQUID FOUNDATION	Pure Beige	70	
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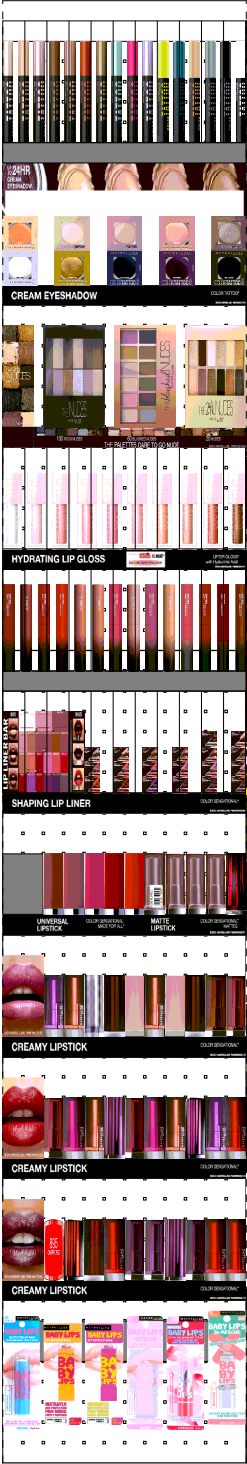
Column: 8 -		Row: 8		Lower Notch: 17		Fixture Type: TRAYS		Fixture Description: DRM RADIANT FNDTN 2.2 D2L **	
TRAYS Fixture Re-Order Code: PL2000000550				SS Graphic Re-Order Code:					
Graphic Re-Order Code: PM0000042127				SS Holder Re-Order Code:					
Carrier Tray Graphic Re-Order Code:				TRAYS Fixture Rolled-Up Code:					
Shade Chart Re-Order Code: PM0000042877				UPC Blade Code:					
LocID	Facings	Acct Code	UPC		Description		Shade	Shade#	Shade Chip Code
537	1	N/A	041554579130	DREAM RADIANT LIQUID FOUNDATION		Sandy Beige		60	
538	1	N/A	041554579123	DREAM RADIANT LIQUID FOUNDATION		Creamy Natural		50	
539	1	N/A	041554579109	DREAM RADIANT LIQUID FOUNDATION		Nude Beige		35	
540	1	N/A	041554579093	DREAM RADIANT LIQUID FOUNDATION		Ivory Beige		30	
541	1	N/A	041554579086	DREAM RADIANT LIQUID FOUNDATION		Classic Ivory		20	
542	1	N/A	041554579079	DREAM RADIANT LIQUID FOUNDATION		Porcelain Ivory		10	
543	1	N/A	041554579062	DREAM RADIANT LIQUID FOUNDATION		Fair Ivory		08	
544	1	N/A	041554579048	DREAM RADIANT LIQUID FOUNDATION		FAIR PORCELAIN		02	

Column: 8 -		Row: 9		Lower Notch: 9		Fixture Type: TRAYS		Fixture Description: DRM MATTE MOUSSE 1.2 D2L **	
TRAYS Fixture Re-Order Code: PL2000000480				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: PM0000043045,PM0000043046				UPC Blade Code:					
LocID	Facings	Acct Code	UPC		Description		Shade	Shade#	Shade Chip Code
545	1	N/A	041554511871		DREAM MATTE MOUSSE FOUNDATION		Cocoa	130	
546	1	N/A	041554510164		DREAM MATTE MOUSSE FOUNDATION		Caramel	120	
547	1	N/A	041554507171		DREAM MATTE MOUSSE FOUNDATION		Honey Beige	90	
548	1	N/A	041554507164		DREAM MATTE MOUSSE FOUNDATION		Medium Beige	80	
549	1	N/A	041554537741		DREAM MATTE MOUSSE FOUNDATION		Natural Beige	75	
550	1	N/A	041554507157		DREAM MATTE MOUSSE FOUNDATION		Pure Beige	70	

Column: 8 -		Row: 10		Lower Notch: 1		Fixture Type: TRAYS		Fixture Description: DRM MATTE MOUSSE 2.2 D2L **	
TRAYS Fixture Re-Order Code: PL2000000480				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		
551	1	N/A	041554507140	DREAM MATTE MOUSSE FOUNDATION	Sandy Beige	60			
552	1	N/A	041554537734	DREAM MATTE MOUSSE FOUNDATION	Light Beige	55			
553	1	N/A	041554507133	DREAM MATTE MOUSSE FOUNDATION	Nude	50	Creamy Natural		
554	1	N/A	041554507126	DREAM MATTE MOUSSE FOUNDATION	Nude	40			
555	1	N/A	041554507102	DREAM MATTE MOUSSE FOUNDATION	Classic Ivory	20			
556	1	N/A	041554507096	DREAM MATTE MOUSSE FOUNDATION	Porcelain Ivory	10			

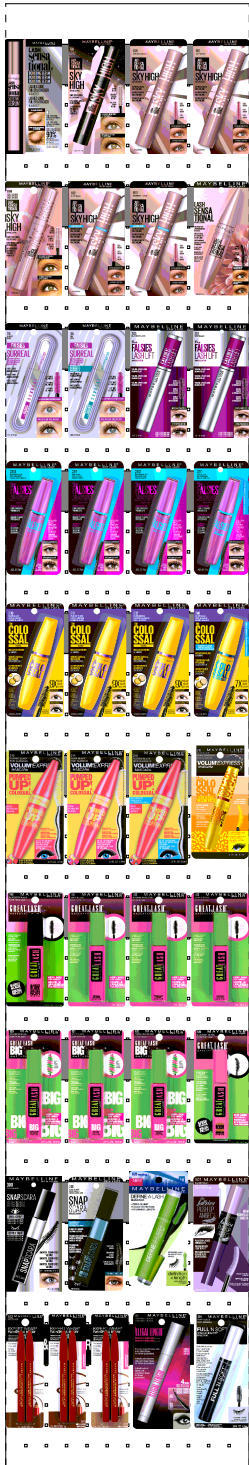
Row: 2	501 502 503 504 505 506								Lower Notch: 28
									Lower Notch: 24
Row: 3	507 508 509 510 511 512								Lower Notch: 17
Row: 4	513 514 515 516 517 518 519 520								Lower Notch: 5
Row: 5	521 522 523 524 525								Lower Notch: 38
Row: 6	526 527 528 529 530								Lower Notch: 32
Row: 7	531 532 533 534 535 536								Lower Notch: 24
Row: 8	537 538 539 540 541 542 543 544								Lower Notch: 17
Row: 9	545 546 547 548 549 550 551 552								Lower Notch: 9
Row: 10	553 554 555 556								Lower Notch: 1







BA
V



BACK PANELS 40+30
WALL SPACE=72"
HEADER OFFSET





