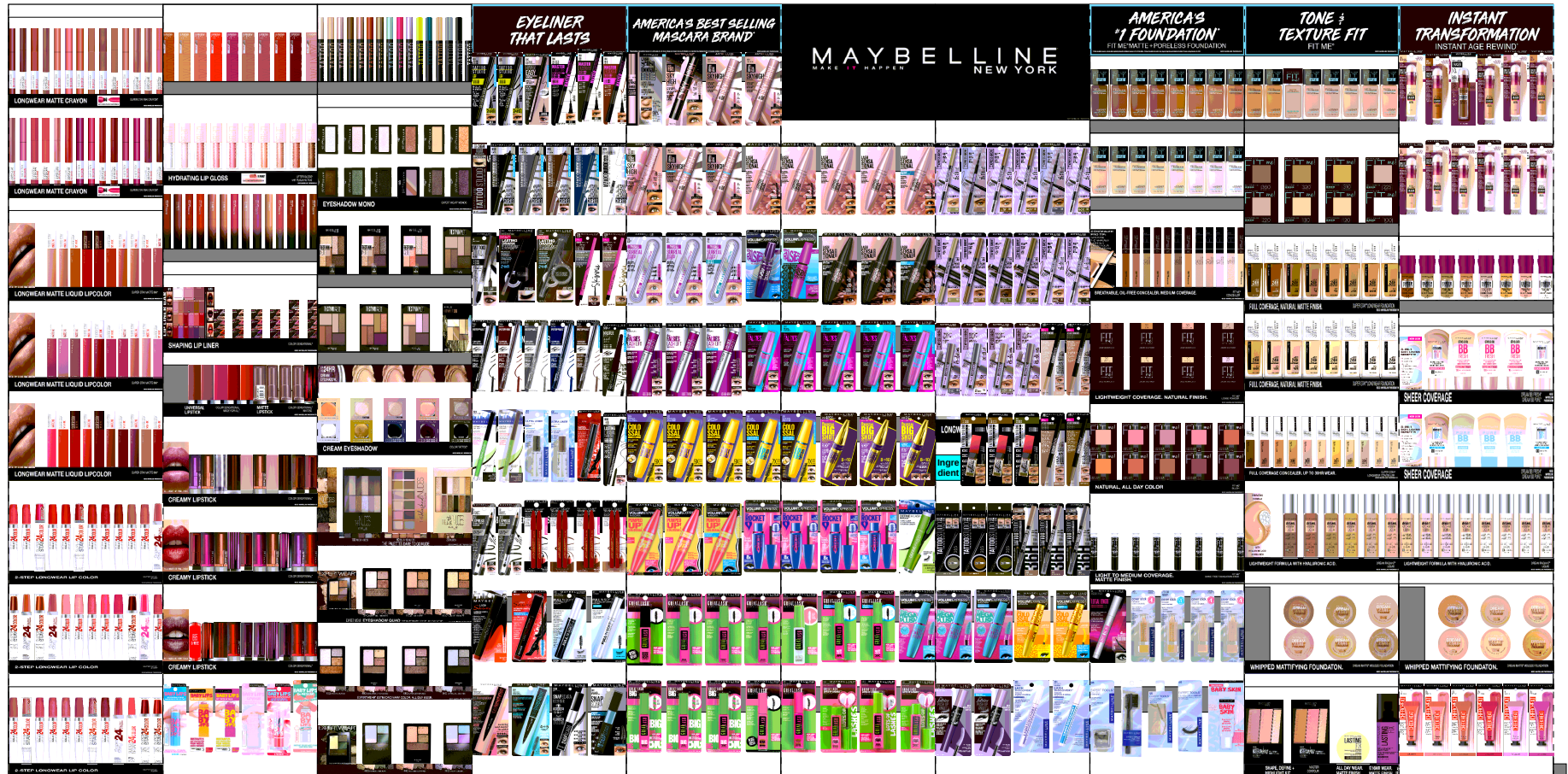


BACK PANELS 30+30
MERCHANDISE SPACE=60"



WAKEFERN 10' X 60" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1060UULHNOPDQ.IS24

Column: 1 - Row: 1

Lower Notch: 23

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
1	1	N/A	041554064704	SUPERSTAY INK CRAYON	DRIVE THE FUTURE	165	
2	1	N/A	041554558753	SUPERSTAY INK CRAYON	LIVE ON THE EDGE	5	
3	1	N/A	041554587845	SUPERSTAY INK CRAYON	RISE TO THE TOP	110	
4	1	N/A	041554558784	SUPERSTAY INK CRAYON	ENJOY THE VIEW	20	
5	1	N/A	041554064667	SUPERSTAY INK CRAYON	WORK FOR IT	140	
6	1	N/A	041554064728	SUPERSTAY INK CRAYON	BREAK THE CEILING	145	
7	1	N/A	041554064674	SUPERSTAY INK CRAYON	STOP AT NOTHING	160	
8	1	N/A	041554587869	SUPERSTAY INK CRAYON	REACH HIGH	100	
9	1	N/A	041554587852	SUPERSTAY INK CRAYON	ON THE GRIND	105	
10	1	N/A	041554558760	SUPERSTAY INK CRAYON	TRUST YOUR GUT	10	
11	1	N/A	041554064681	SUPERSTAY INK CRAYON	ACHIEVE IT ALL	155	
12	1	N/A	041554558777	SUPERSTAY INK CRAYON	LEAD THE WAY	15	
13	1	N/A	041554558777	SUPERSTAY INK CRAYON	LEAD THE WAY	15	
14	1	N/A	041554577877	SUPERSTAY INK CRAYON	KEEP IT FUN	90	

Column: 1 - Row: 2

Lower Notch: 16

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
15	1	N/A	041554558791	SUPERSTAY INK CRAYON	STAY EXCEPTIONAL	25	
16	1	N/A	041554064735	SUPERSTAY INK CRAYON	CHASE DREAMS	150	
17	1	N/A	041554581522	SUPERSTAY INK CRAYON	RUN THE WORLD	80	
18	1	N/A	041554581539	SUPERSTAY INK CRAYON	CHANGE IS GOOD	85	
19	1	N/A	041554558807	SUPERSTAY INK CRAYON	SEEK ADVENTURE	30	
20	1	N/A	041554558838	SUPERSTAY INK CRAYON	HUSTLE IN HEELS	45	
21	1	N/A	041554064711	SUPERSTAY INK CRAYON	MAKE MOVES	135	
22	1	N/A	041554064650	SUPERSTAY INK CRAYON	PAVE THE ROAD	130	
23	1	N/A	041554558845	SUPERSTAY INK CRAYON	OWN YOUR EMPIRE	50	
24	1	N/A	041554558852	SUPERSTAY INK CRAYON	MAKE IT HAPPEN	55	
25	1	N/A	041554064643	SUPERSTAY INK CRAYON	CHECK YOURSELF	125	
26	1	N/A	041554064698	SUPERSTAY INK CRAYON	BE BOLD, BE YOU	120	
27	1	N/A	041554558869	SUPERSTAY INK CRAYON	ACCEPT A DARE	60	
28	1	N/A	041554565973	SUPERSTAY INK CRAYON	SETTLE FOR MORE	65	

Column: 1 - Row: 3

Lower Notch: 8

Fixture Type: TRAYS

Fixture Description: SS MATTE INK 1.3 **

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: PM0000038708

UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
29	1	N/A	041554496895	SUPERSTAY MATTE INK	LOYALIST	5	
30	1	N/A	041554543681	SUPERSTAY MATTE INK	POET	60	
31	1	N/A	041554554519	SUPERSTAY MATTE INK	GLOBETROTTER	135	
32	1	N/A	041554589511	SUPERSTAY MATTE INK	HUSTLER	335	
33	1	N/A	041554589504	SUPERSTAY MATTE INK	INNOVATOR	330	
34	1	N/A	041554554526	SUPERSTAY MATTE INK	GROUND-BREAKER	117	
35	1	N/A	041554543711	SUPERSTAY MATTE INK	AMAZONIAN	70	
36	1	N/A	041554543650	SUPERSTAY MATTE INK	SEDUCTRESS	65	
37	1	N/A	041554554502	SUPERSTAY MATTE INK	SELF-STARTER	130	
38	1	N/A	041554577839	SUPERSTAY MATTE INK	RINGLEADER	175	

Column: 1 - Row: 4

Lower Notch: 1

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
39	1	N/A	041554577860	SUPERSTAY MATTE INK	SAVANT	155	
40	1	N/A	041554577846	SUPERSTAY MATTE INK	REVOLUTIONARY	180	
41	1	N/A	041554577822	SUPERSTAY MATTE INK	MOVER	160	
42	1	N/A	041554543643	SUPERSTAY MATTE INK	RULER	80	
43	1	N/A	041554554472	SUPERSTAY MATTE INK	FOUNDER	115	
44	1	N/A	041554554489	SUPERSTAY MATTE INK	ARTIST	120	
45	1	N/A	041554577853	SUPERSTAY MATTE INK	PATHFINDER	150	
46	1	N/A	041554496918	SUPERSTAY MATTE INK	LOVER	15	
47	1	N/A	041554496901	SUPERSTAY MATTE INK	DREAMER	10	

Row: 1

Lower Notch: 23

Row: 2

Lower Notch: 16

Row: 3

Lower Notch: 8

Row: 4

Lower Notch: 1

Row: 5

Lower Notch: 24

Row: 6

Lower Notch: 16

Row: 7

Lower Notch: 9

Row: 8

Lower Notch: 1

48	1	N/A	041554554496	SUPERSTAY MATTE INK	INSPIRER	125	
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Column: 1 - Row: 5
TRAYS Fixture Re-Order Code: PL2000000421
Graphic Re-Order Code: PM0000042179
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code: PM0000038710

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
49	1	N/A	041554496949	SUPERSTAY MATTE INK	ROMANTIC	30	
50	1	N/A	041554554533	SUPERSTAY MATTE INK	DANCER	118	
51	1	N/A	041554589498	SUPERSTAY MATTE INK	SHOT CALLER	325	
52	1	N/A	041554496925	SUPERSTAY MATTE INK	PIONEER	20	
53	1	N/A	041554589528	SUPERSTAY MATTE INK	EXHILARATOR	340	
54	1	N/A	041554496987	SUPERSTAY MATTE INK	VOYAGER	50	
55	1	N/A	041554554540	SUPERSTAY MATTE INK	COMPOSER	112	
56	1	N/A	041554496963	SUPERSTAY MATTE INK	BELIEVER	40	
57	1	N/A	041554543704	SUPERSTAY MATTE INK	VISIONARY	95	
58	1	N/A	041554543636	SUPERSTAY MATTE INK	HUNTRESS	90	

Column: 1 - Row: 6
TRAYS Fixture Re-Order Code: PL2000000386
Graphic Re-Order Code: PM0000042094
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code: PM0000042782

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: 7
TRAYS Fixture Re-Order Code: PL2000000386
Graphic Re-Order Code: PM0000042094
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code: PM0000037938

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
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: 8
TRAYS Fixture Re-Order Code: PL2000000386
Graphic Re-Order Code: PM0000042094
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code: PM0000037939

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
83	1	N/A	041554551075	SS 2 STEP 24 HR LIPCOLOR	FIRMLY MAUVE	245	
84	1	N/A	041554558883	SS 2 STEP 24 HR LIPCOLOR	Frosted Mauve	300	
85	1	N/A	041554237801	SS 2 STEP 24 HR LIPCOLOR	Wear On Wildberry	040	
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	
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: 23

Row: 2

Lower Notch: 16

Row: 3

Lower Notch: 8

Row: 4

Lower Notch: 1

Row: 5

Lower Notch: 24

Row: 6

Lower Notch: 16

Row: 7

Lower Notch: 9

Row: 8

Lower Notch: 1

WAKEFERN 10' X 60" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1060UULHNOPDQ.IS24

Column: 2 - Row: 1 Lower Notch: 24 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
95	1	N/A	041554071047	VINYL INK	LIPPY	10	
96	1	N/A	041554071030	VINYL INK	PEACHY	15	
97	1	N/A	041554071009	VINYL INK	COY	20	
98	1	N/A	041554070989	VINYL INK	RED-HOT	25	
99	1	N/A	041554070958	VINYL INK	UNRIVALED	30	
100	1	N/A	041554071023	VINYL INK	CHEEKY	35	
101	1	N/A	041554071016	VINYL INK	WITTY	40	
102	1	N/A	041554070972	VINYL INK	WICKED	50	
103	1	N/A	041554070965	VINYL INK	ROYAL	55	
104	1	N/A	041554080421	SUPER STAY VINYL INK	Captivated	95	

Column: 2 - Row: 2 Lower Notch: 17 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
105	1	N/A	041554583854	LIFTER GLOSS	Pearl	001	
106	1	N/A	041554583861	LIFTER GLOSS	Ice	002	
107	1	N/A	041554583878	LIFTER GLOSS	Moon	003	
108	1	N/A	041554583885	LIFTER GLOSS	Silk	004	
109	1	N/A	041554583892	LIFTER GLOSS	Petal	005	
110	1	N/A	041554583908	LIFTER GLOSS	Reef	006	
111	1	N/A	041554583915	LIFTER GLOSS	Amber	007	
112	1	N/A	041554583922	LIFTER GLOSS	Stone	008	
113	1	N/A	041554583939	LIFTER GLOSS	Topaz	009	
114	1	N/A	041554583946	LIFTER GLOSS	Crystal	010	

Column: 2 - Row: 3 Lower Notch: 11 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	Shade#	Shade Chip Code
115	1	N/A	041554582314	Color Sensational Ultimatte	More Berry	099	
116	1	N/A	041554070682	Color Sensational Ultimatte Neutrals	MORE CEDAR	188	
117	1	N/A	041554582222	Color Sensational Ultimatte	More Ruby	199	
118	1	N/A	041554582239	Color Sensational Ultimatte	More Scarlet	299	
119	1	N/A	041554070705	Color Sensational Ultimatte Neutrals	MORE MOCHA	388	
120	1	N/A	041554070712	Color Sensational Ultimatte Neutrals	MORE STONE	488	
121	1	N/A	041554582277	Color Sensational Ultimatte	More Blush	499	
122	1	N/A	041554070729	Color Sensational Ultimatte Neutrals	MORE BLONDE	588	
123	1	N/A	041554582260	Color Sensational Ultimatte	More Mauve	599	
124	1	N/A	041554070736	Color Sensational Ultimatte Neutrals	MORE SEPIA	688	
125	1	N/A	041554582284	Color Sensational Ultimatte	More Buff	699	
126	1	N/A	041554582307	Color Sensational Ultimatte	More Taupe	799	
127	1	N/A	041554582253	Color Sensational Ultimatte	More Rust	899	
128	1	N/A	041554582246	Color Sensational Ultimatte	More Truffle	999	

Column: 2 - Row: 4 Lower Notch: 4 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: PM0000021865

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
129	1	N/A	041554486032	COLOR SENSATIONAL MECHANICAL LINER	Clear	100	
130	1	N/A	041554549300	Color Sensational Shaping Lip Liner	BEIGE BABE	102	
131	1	N/A	041554549331	Color Sensational Shaping Lip Liner	Gone Grieve	104	
132	1	N/A	041554486049	COLOR SENSATIONAL MECHANICAL LINER	NUDE WHISPER	105	
133	1	N/A	041554486056	COLOR SENSATIONAL MECHANICAL LINER	PURELY NUDE	110	
134	1	N/A	041554486063	COLOR SENSATIONAL MECHANICAL LINER	TOTALLY TOFFEE	115	
135	1	N/A	041554549355	Color Sensational Shaping Lip Liner	RAW CHOCOLATE	118	
136	1	N/A	041554486070	COLOR SENSATIONAL MECHANICAL LINER	Rich Chocolate	120	
137	1	N/A	041554486087	COLOR SENSATIONAL MECHANICAL LINER	MAGNETIC MAUVE	125	
138	1	N/A	041554486094	COLOR SENSATIONAL MECHANICAL LINER	DUSTY ROSE	130	
139	1	N/A	041554549287	Color Sensational Shaping Lip Liner	ALMOND ROSE	132	
140	1	N/A	041554549348	Color Sensational Shaping Lip Liner	Pink Wink	134	
141	1	N/A	041554486100	COLOR SENSATIONAL MECHANICAL LINER	PALEST PINK	135	

Row: 1

Lower Notch: 24

Row: 2

Lower Notch: 17

Row: 3

Lower Notch: 11

Row: 4

Lower Notch: 4

Row: 5

Lower Notch: 29

Row: 6

Lower Notch: 22

Row: 7

Lower Notch: 16

Row: 8

Lower Notch: 9

Row: 9

Lower Notch: 5

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	181	182	183	184
185	186	187	188	189	190	191	192	193	194

142	1	N/A	041554486117	COLOR SENSATIONAL MECHANICAL LINER	PINK CORAL	140	
143	1	N/A	041554486124	COLOR SENSATIONAL MECHANICAL LINER	Very Cherry	145	
144	1	N/A	041554486131	COLOR SENSATIONAL MECHANICAL LINER	BRICK RED	150	
145	1	N/A	041554486148	COLOR SENSATIONAL MECHANICAL LINER	WILD VIOLETS	155	
146	1	N/A	041554549324	Color Sensational Shaping Lip Liner	Divine Wine	153	
147	1	N/A	041554492859	COLOR SENSATIONAL MECHANICAL LINER	RICH WINE	160	
148	1	N/A	041554492866	COLOR SENSATIONAL MECHANICAL LINER	PLUM PASSION	165	

Column: 2 - Row: 5
TRAYS Fixture Re-Order Code: PL2000000446
Graphic Re-Order Code: PM0000042751,PM0000042811
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code: PM0000042752,PM0000042753

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
149	1	N/A	041554564815	CS MADE FOR ALL	MAUVE FOR ME	373	
150	1	N/A	041554566772	CS MADE FOR ALL	PINK FOR ME	376	
151	1	N/A	041554564860	CS MADE FOR ALL	FUCHSIA FOR ME	379	
152	1	N/A	041554564853	CS MADE FOR ALL	RUBY FOR ME	385	
153	1	N/A	041554564846	CS MADE FOR ALL	RED FOR ME	382	
154	1	N/A	041554453645	COLOR SEN THE MATTES	Nude Nuance	657	
155	1	N/A	041554429893	COLOR SEN THE MATTES	Touch of Spice	660	
156	1	N/A	041554429809	COLOR SEN THE MATTES	Lust for Blush	665	
157	1	N/A	041554429961	COLOR SEN THE MATTES	Divine Wine	695	
158	1	N/A	041554488777	COLOR SENSATIONAL LOADED BOLDS	Pitch Black	845	

Column: 2 - Row: 6
TRAYS Fixture Re-Order Code: PL2000000446
Graphic Re-Order Code: PM0000033907,PM0000042123
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code: PM0000034845,PM0000034848

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
159	1	N/A	041554578348	COLOR SEN LIPSTICK	COPPER CHARGE	166	
160	1	N/A	041554578317	COLOR SEN LIPSTICK	ALMOND HUSTLE	133	
161	1	N/A	041554264630	COLOR SEN LIPSTICK	Rum Riche	280	
162	1	N/A	041554198645	COLOR SEN LIPSTICK	Crazy For Coffee	275	
163	1	N/A	041554413236	COLOR SEN BUFFS	TOUCHABLE TAUPE	940	
164	1	N/A	041554578300	COLOR SEN LIPSTICK	DOUBLE SHOT	111	
165	1	N/A	041554408546	COLOR SEN BUFFS	NUDE LUST	920	
166	1	N/A	041554198560	COLOR SEN LIPSTICK	Nearly There	205	
167	1	N/A	041554198591	COLOR SEN LIPSTICK	Warm Me Up	235	
168	1	N/A	041554198232	COLOR SEN LIPSTICK	Born With It	15	

Column: 2 - Row: 7
TRAYS Fixture Re-Order Code: PL2000000446
Graphic Re-Order Code: PM0000033910,PM0000042124
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code: PM0000034846,PM0000034849

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
169	1	N/A	041554198225	COLOR SEN LIPSTICK	Pink Sand	005	
170	1	N/A	041554578249	COLOR SEN LIPSTICK	FLUSH PUNCH	222	
171	1	N/A	041554578287	COLOR SEN LIPSTICK	PINK FLARE	255	
172	1	N/A	041554470994	COLOR SEN LIPSTICK	Romantic Rose	450	
173	1	N/A	041554198300	COLOR SEN LIPSTICK	Pink Wink	105	
174	1	N/A	041554578232	COLOR SEN LIPSTICK	PINK SCORE	244	
175	1	N/A	041554578294	COLOR SEN LIPSTICK	PINK POSE	233	
176	1	N/A	041554248913	COLOR SEN LIPSTICK	Pink & Proper	20	
177	1	N/A	041554578362	COLOR SEN LIPSTICK	CORAL RISE	344	
178	1	N/A	041554578409	COLOR SEN LIPSTICK	HOT CHASE	333	

Column: 2 - Row: 8
TRAYS Fixture Re-Order Code: PL2000000446
Graphic Re-Order Code: PM0000033913,PM0000042125
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code: PM0000034847,PM0000034850

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
179	1	N/A	041554294996	COLOR SEN LIP VIVIDS	ON FIRE RED	895	
180	1	N/A	041554248906	COLOR SEN LIPSTICK	Red Revolution	630	
181	1	N/A	041554198553	COLOR SEN LIPSTICK	Red Revival	645	
182	1	N/A	041554578386	COLOR SEN LIPSTICK	CRIMSON RACE	311	
183	1	N/A	041554198423	COLOR SEN LIPSTICK	On The Mauve	445	
184	1	N/A	041554198409	COLOR SEN LIPSTICK	Plum Paradise	425	
185	1	N/A	041554283426	COLOR SEN LIPSTICK	Blissful Berry	410	
186	1	N/A	041554198416	COLOR SEN LIPSTICK	Plum Perfect	435	
187	1	N/A	041554578416	COLOR SEN LIPSTICK	PLUM RULE	411	
188	1	N/A	041554578423	COLOR SEN LIPSTICK	BERRY GO	400	

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	181	182	183	184
185	186	187	188	189	190	191	192	193	194

Lower Notch: 24

Lower Notch: 17

Lower Notch: 11

Lower Notch: 4

Lower Notch: 29

Lower Notch: 22

Lower Notch: 16

Lower Notch: 9

Lower Notch: 5

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
189	1	N/A	041554586404	Baby Lips Quenched	Quenched	005	
190	1	N/A	041554264548	BABY LIPS	CHERRY ME	15	
191	1	N/A	041554264562	BABY LIPS	PINK PUNCH	25	
192	1	N/A	041554424591	BABY LIPS CRYSTAL	Pink Quartz	140	
193	1	N/A	041554483123	BABY LIPS	MY PINK	01	
194	1	N/A	041554404937	BABY LIPS DR RESCUE	Coral Crave	55	

Row: 1

Lower Notch: 24

Row: 2

Lower Notch: 17

Row: 3

Lower Notch: 11

Row: 4

Lower Notch: 4

Row: 5

Lower Notch: 29

Row: 6

Lower Notch: 22

Row: 7

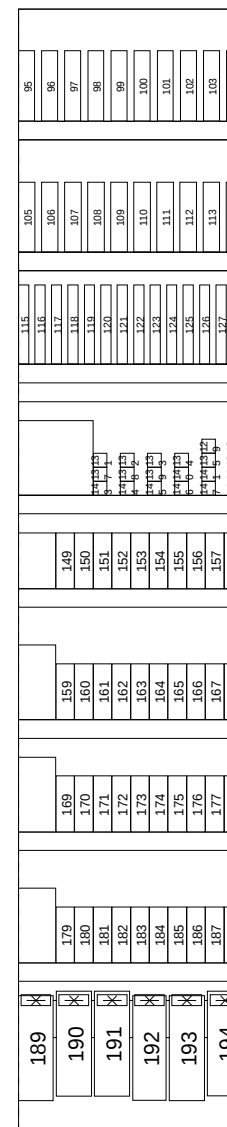
Lower Notch: 16

Row: 8

Lower Notch: 9

Row: 9

Lower Notch: 5



WAKEFERN 10' X 60" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1060UULHNOPDQ.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
195	1	N/A	041554084115	EYE STIX	I AM SHINING	10	
196	1	N/A	041554084122	EYE STIX	I AM CONFIDENT	15	
197	1	N/A	041554084139	EYE STIX	I AM INSPIRED	20	
198	1	N/A	041554084146	EYE STIX	I AM DETERMINED	25	
199	1	N/A	041554084153	EYE STIX	I AM COURAGEOUS	30	
200	1	N/A	041554084160	EYE STIX	I AM POWERFUL	35	
201	1	N/A	041554084177	EYE STIX	I AM FIERCE	40	
202	1	N/A	041554084184	EYE STIX	I AM GIVING	45	
203	1	N/A	041554084191	EYE STIX	I AM UNIQUE	50	
204	1	N/A	041554084207	EYE STIX	I AM FEARLESS	55	
205	1	N/A	041554088137	EYE STIX	I AM UNEXPECTED	60	
206	1	N/A	041554088151	EYE STIX	I AM EXTRAVAGANT	70	
207	1	N/A	041554088199	EYE STIX	I AM RARE	90	
208	1	N/A	041554088205	EYE STIX	I AM UNCONVENTIONAL	95	
209	1	N/A	041554088212	EYE STIX	I AM REBELLIOUS	100	
210	1	N/A	041554088229	EYE STIX	I AM UNMATCHED	105	

Column: 3 - Row: 2 Lower Notch: 15 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
211	1	N/A	041554492644	Expertwear Monos	Vanilla	100S	
212	1	N/A	041554490749	Expertwear Monos	Soft Pearl	10S	
213	1	N/A	041554490763	Expertwear Monos	Seashell	30S	
214	1	N/A	041554490770	Expertwear Monos	Nude Glow	40S	
215	1	N/A	041554490756	Expertwear Monos	Linen	20S	
216	1	N/A	041554490794	Expertwear Monos	The Glo Down	60S	
217	1	N/A	041554492682	Expertwear Monos	Made for Mocha	140S	
218	1	N/A	041554490824	Expertwear Monos	Forest Green	80S	
219	1	N/A	041554492651	Expertwear Monos	Night Sky	110S	
220	1	N/A	041554552201	Expertwear Monos	DUSTY ROSE	200S	
221	1	N/A	041554490787	Expertwear Monos	Tastefully Taupe	50S	
222	1	N/A	041554492712	Expertwear Monos	Humdrum Plum	170S	

Column: 3 - Row: 3 Lower Notch: 9 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: PM0000043782 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
223	1	N/A	041554499742	CITY MINI PALETTES	Rooftop Bronzes	400	
224	1	N/A	041554499735	CITY MINI PALETTES	Chill Brunch Neutrals	410	
225	1	N/A	041554499766	CITY MINI PALETTES	Downtown Sunrise	430	
226	1	N/A	041554540772	CITY MINI PALETTES	MATTE ABOUT TOWN	480	

Column: 3 - Row: 4 Lower Notch: 3 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
227	1	N/A	041554552485	CITY MINI PALETTES	Brooklyn Nudes	500	
228	1	N/A	041554552492	CITY MINI PALETTES	Blushed Avenue	510	
229	1	N/A	041554552508	CITY MINI PALETTES	Skyscape Dusk	520	
230	1	N/A	041554563306	CITY MINI PALETTES	Diamond District	540	

Column: 3 - Row: 5 Lower Notch: 26 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	Shade#	Shade Chip Code
231	1	N/A	041554567953	COLOR TATTOO POTS	V.I.P	10	
232	1	N/A	041554567885	COLOR TATTOO POTS	FRONT RUNNER	15	
233	1	N/A	041554567892	COLOR TATTOO POTS	SOCIALITE	20	
234	1	N/A	041554567922	COLOR TATTOO POTS	URBANITE	25	

Row: 1

Row: 2

Row: 3

Row: 4

Row: 5

Row: 6

Row: 7

Row: 8

Row: 9

195	196	197	198	199	200	201	202	203	204	205	206	207	208	209	210
211	212	213	214	215	216										
217	218	219	220	221	222										
223	224	225	226												
227	228	229	230												
231	232	233	234	235											
	241	242	243												
	244	245	246												
247	248	249	250												
	251	252	253												

Lower Notch: 24

Lower Notch: 15

Lower Notch: 9

Lower Notch: 3

Lower Notch: 26

Lower Notch: 19

Lower Notch: 13

Lower Notch: 7

Lower Notch: 1

235	1	N/A	041554567908	COLOR TATTOO POTS	HIGH ROLLER	30	
236	1	N/A	041554567915	COLOR TATTOO POTS	CHILL GIRL	35	
237	1	N/A	041554567939	COLOR TATTOO POTS	GOLDEN GIRL	40	
238	1	N/A	041554567977	COLOR TATTOO POTS	TRAILBLAZER	45	
239	1	N/A	041554567946	COLOR TATTOO POTS	KNOCKOUT	50	
240	1	N/A	041554567960	COLOR TATTOO POTS	RISK MAKER	55	

Column: 3 - Row: 6 Lower Notch: 19 Fixture Type: TRAYS Fixture Description: EYE PALETES 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	Shade#	Shade Chip Code
241	1	N/A	041554419184	THE PALETES	The Nudes	02	
242	1	N/A	041554434866	THE PALETES	The Blushed Nudes	06	
243	1	N/A	041554490848	24KT NUDES PALETTE	24KT NUDES PALETTE	120	

Column: 3 - Row: 7 Lower Notch: 13 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: 8 Lower Notch: 7 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
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: 9 Lower Notch: 1 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	

Row: 1

Lower Notch: 24

Row: 2

Lower Notch: 15

Row: 3

Lower Notch: 9

Row: 4

Lower Notch: 3

Row: 5

Lower Notch: 26

Row: 6

Lower Notch: 19

Row: 7

Lower Notch: 13

Row: 8

Lower Notch: 7

Row: 9

Lower Notch: 1

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

WAKEFERN 10' X 60" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1060UULHNOPDQ.IS24

Column: 4 - Row: 1 Lower Notch: 18 Fixture Type: CHROME ... Fixture Description: CATEGORY-LINER NAV 4X12 **
CHROME SIGN UR Fixture Re-Order Code: PL2000000038 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000044511 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: 4 - Row: 2 Lower Notch: 24 Fixture Type: HOOK BARS Fixture Description: 6HK HYPER EASY MECH PEN (DEMO) HKBR UN...
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: UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
254	1	N/A	041554080810	TATTOO STUDIO BRUSH TIP INK PEN LINER	Jet Black	880	
255	1	N/A	041554081091	INK PEN LINER	BROWN	882	
256	1	N/A	041554578607	HYPER EASY LIQUID LINER	Pitch Black	800	
257	1	N/A	041554586473	MASTER PRECISE ALL DAY MATTE	MATTE BLACK	310	
258	1	N/A	041554568226	MASTER PREC ALL DAY	Black	110	
259	1	N/A	041554549454	MASTER PREC ALL DAY	FOREST BROWN	111	

Column: 4 - Row: 3 Lower Notch: 17 Fixture Type: HOOK BARS Fixture Description: 6HK TS GEL LNR (DEMO) HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000147 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042088 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
260	1	N/A	041554549416	TATTOO STUDIO DIP IN LIQUID LINER	Black	001	
261	1	N/A	041554563337	TATTOO STUDIO GEL PENCIL LINER	DEEP ONYX	900	
262	1	N/A	041554563344	TATTOO STUDIO GEL PENCIL LINER	INTENSE CHARCOAL	901	
263	1	N/A	041554563351	TATTOO STUDIO GEL PENCIL LINER	BOLD BROWN	910	
264	1	N/A	041554563863	TATTOO STUDIO GEL PENCIL LINER	STRIKING NAVY	920	
265	1	N/A	041554563900	TATTOO STUDIO GEL PENCIL LINER	POLISHED WHITE	970	

Column: 4 - Row: 4 Lower Notch: 10 Fixture Type: HOOK BARS Fixture Description: 5HK LD GEL LNR POT HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000145 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042137 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
266	1	N/A	041554588910	TATTOO STUDIO SMOKEY GEL PENCIL LINER	SMOKEY BLACK	10	
267	1	N/A	041554220186	EYE STUDIO GEL LINER	Blackest Black	50	
268	1	N/A	041554220193	EYE STUDIO GEL LINER	Brown	52	
269	1	N/A	041554460834	MASTER PRECISE SKINNY	Defining Black	210	
270	1	N/A	041554460841	MASTER PRECISE SKINNY	Sharp Brown	220	

Column: 4 - Row: 5 Lower Notch: 3 Fixture Type: HOOK BARS Fixture Description: 6HK UNSTOPPABLE (DEMO) HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000147 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042138 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
271	1	N/A	041554513493	UNSTOPPABLE EYELINER - CARDED	Onyx	10	
272	1	N/A	041554513523	UNSTOPPABLE EYELINER - CARDED	Cinnabar	20	
273	1	N/A	041554513530	UNSTOPPABLE EYELINER - CARDED	Pewter	30	
274	1	N/A	041554513547	UNSTOPPABLE EYELINER - CARDED	Sapphire	40	
275	1	N/A	041554513561	UNSTOPPABLE EYELINER - CARDED	Espresso	60	
276	1	N/A	041554541915	MASTER PRECISE INK LINER	BLACK COMET	510	

Column: 4 - Row: 6 Lower Notch: 26 Fixture Type: HOOK BARS Fixture Description: 6HK DEFINE-A-LINE HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000147 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042078 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
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	041554533156	LINEWORKS ULTRA LINER WATERPROOF	Black	1	
280	1	N/A	041554533163	LINEWORKS ULTRA LINER WATERPROOF	DARK BROWN	2	
281	1	N/A	041554209440	LINE STILETTO LIQUID LINER	Blackest Black	1	
282	1	N/A	041554552560	LASTING DRAMA MATTES	JET BLACK	860	

Row: 1

Lower Notch: 18

Row: 2

Lower Notch: 24

Row: 3

Lower Notch: 17

Row: 4

Lower Notch: 10

Row: 5

Lower Notch: 3

Row: 6

Lower Notch: 26

Row: 7

Lower Notch: 19

Row: 8

Lower Notch: 12

Row: 9

Lower Notch: 5

Column: 4 - Row: 7 Lower Notch: 19 Fixture Type: HOOK BARS Fixture Description: 6HK EXPERT EYES TWIN BROW HKBR UNLIT **
 HOOK BARS Fixture Re-Order Code: PL2000000147 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000042074 SS Holder Re-Order Code:
 Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
 Shade Chart Re-Order Code: UPC Blade Code: PM000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
283	1	N/A	041554572476	LINE EXPRESS	Ebony Black	01	
284	1	N/A	041554572483	LINE EXPRESS	Soft Black	02	
285	1	N/A	041554530179	EXPERT EYES TWIN BROW & EYE PENCILS	Velvet Black	01	
286	1	N/A	041554530254	EXPERT EYES TWIN BROW & EYE PENCILS	DARK BROWN	02	
287	1	N/A	041554530667	EXPERT EYES TWIN BROW & EYE PENCILS	Medium Brown	03	
288	1	N/A	041554507379	EXPERT EYES TWIN BROW & EYE PENCILS	Blonde	7	

Column: 4 - 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: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
289	1	N/A	041554054156	LASH STILETTO	Very Black	1	
290	1	N/A	041554208832	LASH STILETTO WP	Very Black	01	
291	1	N/A	041554699159	FULL 'N' SOFT	Very Black	1	
292	1	N/A	041554605228	FULL 'N' SOFT	Very Black (WTP)	1	

Column: 4 - 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: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
293	1	N/A	041554522556	TOTAL TEMPTATION	BLACKEST BLACK	601	
294	1	N/A	041554522679	TOTAL TEMPTATION	Very Black (WTP)	604	
295	1	N/A	041554539912	SNPSACARA	Pitch Black	300	
296	1	N/A	041554578539	SNPSACARA	PITCH BLACK (WTP)	340	

Row: 1

Row: 2

Row: 3

Row: 4

Row: 5

Row: 6

Row: 7

Row: 8

Row: 9

Lower Notch: 18

Lower Notch: 24

Lower Notch: 17

Lower Notch: 10

Lower Notch: 3

Lower Notch: 26

Lower Notch: 19

Lower Notch: 12

Lower Notch: 5

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
283	284	285	286	287	288
289	290	291	292		
293	294	295	296		

WAKEFERN 10' X 60" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1060UULHNOPDQ.IS24

Column: 5 - Row: 1 Lower Notch: 18 Fixture Type: CHROME ... Fixture Description: CATEGORY-MASCARA NAV 4X12 **
CHROME SIGN UR Fixture Re-Order Code: PL2000000038 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043981 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: 5 - Row: 2 Lower Notch: 24 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
297	1	N/A	041554554076	LASH SENSATIONAL SERUM	LASH SENSATIONAL SERUM	250	
298	1	N/A	041554071863	LASH SENSATIONAL SKY HIGH	COSMIC BLACK	799	
299	1	N/A	041554590517	LASH SENSATIONAL SKY HIGH	BLACKEST BLACK	800	
300	1	N/A	041554590500	LASH SENSATIONAL SKY HIGH	VERY BLACK	801	

Column: 5 - Row: 3 Lower Notch: 17 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
301	1	N/A	041554076448	LASH SENSATIONAL SKY HIGH	True Brown	804	
302	1	N/A	041554590913	LASH SENSATIONAL SKY HIGH	Very Black (WTP)	802	
303	1	N/A	041554590906	LASH SENSATIONAL SKY HIGH	Brownish Black (WTP)	803	
304	1	N/A	041554584219	LASH SENSATIONAL	Midnight Black	252	

Column: 5 - Row: 4 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
305	1	N/A	041554081152	SURREAL EXTENSION	BLACKEST BLACK WSH	170	
306	1	N/A	041554081145	SURREAL EXTENSION	VERY BLACK WSH	175	
307	1	N/A	041554079821	SURREAL EXTENSION	VERY BLACK WTP	185	
308	1	N/A	041554268706	FALSIES FLARED	Blackest Black	00	

Column: 5 - Row: 5 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
309	1	N/A	041554578479	FALSIES LASH LIFT	Blackest Black	200	
310	1	N/A	041554578485	FALSIES LASH LIFT	Very Black	201	
311	1	N/A	041554578492	FALSIES LASH LIFT	VERY BLACK (WTP)	202	
312	1	N/A	041554217957	FALSIES MASCARA	Blackest Black	00	

Column: 5 - Row: 6 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
313	1	N/A	041554050899	COLOSSAL	Glam Black	00	
314	1	N/A	041554050905	COLOSSAL	Classic Black	01	
315	1	N/A	041554056761	COLOSSAL	Glam Brown (Brn/Blk)	2	
316	1	N/A	041554197037	COLOSSAL	Glam Black (WTP)	00	

Column: 5 - Row: 7 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
317	1	N/A	041554409291	COLOSSAL PUMPED UPI	Glam Black	00	
318	1	N/A	041554409284	COLOSSAL PUMPED UPI	Classic Black	01	
319	1	N/A	041554409321	COLOSSAL PUMPED UPI	Classic Black (WTP)	01	
320	1	N/A	041554288384	VE ROCKET MASCARA	Blackest Black	00	

BACK PA
MERCHANDI

Row: 1

Row: 2

Row: 3

Row: 4

Row: 5

Row: 6

Row: 7

Row: 8

Row: 9

Lower Notch: 18

Lower Notch: 24

Lower Notch: 17

Lower Notch: 10

Lower Notch: 3

Lower Notch: 26

Lower Notch: 19

Lower Notch: 12

Lower Notch: 5

Column: 5 -		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: 041554994452					
LocID	Facings	Acct Code	UPC	Description		Shade	Shade#	Shade Chip Code	
321	1	N/A	0415546707045	GREAT LASH MASCARA		Blackest Black	00		
322	1	N/A	041554532722	GREAT LASH MASCARA		Very Black	1		
323	1	N/A	041554532807	GREAT LASH MASCARA		Brownish Black	2		
324	1	N/A	041554532982	GREAT LASH MASCARA		DARK BROWN	3		

Column: 5 -		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: 041554994452					
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code		
325	1	N/A	041554209310	GREAT LASH BIG	Blackest Black	00			
326	1	N/A	041554209327	GREAT LASH BIG	Very Black	01			
327	1	N/A	041554209334	GREAT LASH BIG	Brownish Black	02			
328	1	N/A	041554672237	GREAT LASH CURVED BRUSH	Blackest Black	00			

BACK PA
MERCHAND

Row: 1

Lower Notch: 18

Row: 2

Lower Notch: 24

Row: 3

Lower Notch: 17

Row: 4

Lower Notch: 10

Row: 5

Lower Notch: 3

Row: 6

Lower Notch: 26

Row: 7

Lower Notch: 19

Row: 8

Lower Notch: 12

Row: 9

Lower Notch: 5

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

WAKEFERN 10' X 60" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1060UULHNOPDQ.IS24

Column: 6 - Row: 1 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: 6 - Row: 2 Lower Notch: 17 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: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
329	1	N/A	041554420616	LASH SENSATIONAL	Blackest Black	00	
330	1	N/A	041554420623	LASH SENSATIONAL	Very Black	01	
331	1	N/A	041554420630	LASH SENSATIONAL	Brownish Black	02	
332	1	N/A	041554420647	LASH SENSATIONAL	Very Black (WTP)	01	

Column: 6 - Row: 3 Lower Notch: 10 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: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
333	1	N/A	041554240337	FALSIES BLACK DRAMA	Black Drama	10	
334	1	N/A	041554460247	LASH SENSATIONAL LUSCIOUS	Blackest Black	00	
335	1	N/A	041554460254	LASH SENSATIONAL LUSCIOUS	Very Black	01	
336	1	N/A	041554460278	LASH SENSATIONAL LUSCIOUS	Very Black (WTP)	01	

Column: 6 - 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
337	1	N/A	041554217964	FALSIES MASCARA	Very Black	01	
338	1	N/A	041554217971	FALSIES MASCARA	Brownish Black	02	
339	1	N/A	041554217988	FALSIES MASCARA	Very Black (WTP)	01	
340	1	N/A	041554217995	FALSIES MASCARA	Brownish Black (WTP)	02	

Column: 6 - 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
341	1	N/A	041554197044	COLOSSAL	Classic Black (WTP)	1	
342	1	N/A	041554493719	COLOSSAL BIG SHOT	Blackest Black	223	
343	1	N/A	041554493726	COLOSSAL BIG SHOT	Very Black	224	
344	1	N/A	041554493856	COLOSSAL BIG SHOT	Very Black (WTP)	226	

Column: 6 - 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
345	1	N/A	041554288377	VE ROCKET MASCARA	Very Black	01	
346	1	N/A	041554288391	VE ROCKET MASCARA	Brownish Black	02	
347	1	N/A	041554288452	VE ROCKET MASCARA WP	Very Black	01	
348	1	N/A	041554007503	DEFINE A LASH LENGTH MASCARA	Very Black	1	

Column: 6 - 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
349	1	N/A	041554519457	GREAT LASH MASCARA	Clear	10	
350	1	N/A	041554626964	GREAT LASH MASCARA	Very Black (WTP)	1	
351	1	N/A	041554626988	GREAT LASH MASCARA	Brownish Black (WTP)	3	
352	1	N/A	041554281446	MEGA PLUSH MASCARA	Blackest Black	00	

NELS 30+30
ISE SPACE=60"

Row: 1 Row: 1

Lower Notch: 13

Row: 2

Lower Notch: 17

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: 6 - 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
353	1	N/A	041554565294	GREAT LASH CURVED BRUSH	Very Black	1	
354	1	N/A	041554239423	Great Lash Lots of Lashes	Blackest Black	00	
355	1	N/A	041554239416	Great Lash Lots of Lashes	Very Black	01	
356	1	N/A	041554269062	Great Lash Lots of Lashes	Brownish Black	02	

NELS 30+30
ISE SPACE=60"

Row: 1 Row: 1

Lower Notch: 13

Row: 2

Lower Notch: 17

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

Shade Chart - Re-Order Codes				UPC - Shade Code: PM000008588		
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#
380	1	N/A	041554559743	TattooStudio Brow Pomade	Soft Brown	374
381	1	N/A	041554559750	TattooStudio Brow Pomade	Medium Brown	376
382	1	N/A	041554559774	TattooStudio Brow Pomade	DEEP BROWN	380
383	1	N/A	041554588712	Tattoo Studio 36HR Waterproof Eyebrow Pencil	Soft Brown	255
384	1	N/A	041554588729	Tattoo Studio 36HR Waterproof Eyebrow Pencil	Medium Brown	257
385	1	N/A	041554588705	Tattoo Studio 36HR Waterproof Eyebrow Pencil	Dark Brown	260

Lower Notch: 5

390	386	380		369	363	357
391	387	381	375	370	364	358
392	388	382	376	371	365	359
393	389	383	377	372	366	360
		384	378	373	367	361
		385	379	374	368	362

Column: 7 - 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
386	1	N/A	041554281460	MEGA PLUSH MASCARA	Very Black	01	
387	1	N/A	041554281484	MEGA PLUSH MASCARA	Very Black (WTP)	01	
388	1	N/A	041554288254	COLOSSAL CAT EYES MASCARA	Glam Black	01	
389	1	N/A	041554288261	COLOSSAL CAT EYES MASCARA	Glam Black (WTP)	01	

Column: 7 - Row: 8 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: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
390	1	N/A	041554459890	FALSIES PUSH UP DRAMA ANGEL	Blackest Black	00	
391	1	N/A	041554462838	FALSIES PUSH UP DRAMA ANGEL	Very Black (WTP)	01	
392	1	N/A	041554647372	LASH DISCOVERY WASHABLE	Very Black	1	
393	1	N/A	041554650495	LASH DISCOVERY WP	Very Black	1	

Row: 1 Row: 1

Lower Notch: 13

Row: 2

Lower Notch: 17

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 10' X 60" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1060UULHNOPDQ.IS24

Column: 8 - Row: 1 Lower Notch: 18 Fixture Type: CHROME ... Fixture Description: FM NAV 1.2 4X12 **
CHROME SIGN UR Fixture Re-Order Code: PL2000000038 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043947 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: 3 Lower Notch: 21 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
394	1	N/A	041554538748	FitMe MATTE+PORELESS FNDTN	JAVA	375	
395	1	N/A	041554539752	FitMe MATTE+PORELESS FNDTN	DEEP BRONZE	370	
396	1	N/A	041554538731	FitMe MATTE+PORELESS FNDTN	DEEP GOLDEN	368	
397	1	N/A	041554539721	FitMe MATTE+PORELESS FNDTN	NUTMEG	365	
398	1	N/A	041554539677	FitMe MATTE+PORELESS FNDTN	WARM COCONUT	356	
399	1	N/A	041554433524	FitMe MATTE+PORELESS FNDTN	Coconut	355	
400	1	N/A	041554466515	FitMe MATTE+PORELESS FNDTN	CAPPUCCINO	340	
401	1	N/A	041554539639	FitMe MATTE+PORELESS FNDTN	WARM SUN	334	

Column: 8 - Row: 4 Lower Notch: 15 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
402	1	N/A	041554466454	FitMe MATTE+PORELESS FNDTN	CREAMY BEIGE	122	
403	1	N/A	041554433449	FitMe MATTE+PORELESS FNDTN	Clsc Ivory	120	
404	1	N/A	041554539462	FitMe MATTE+PORELESS FNDTN	LIGHT BEIGE	118	
405	1	N/A	041554433432	FitMe MATTE+PORELESS FNDTN	Ivory	115	
406	1	N/A	041554433425	FitMe MATTE+PORELESS FNDTN	Ntrl Ivory	112	
407	1	N/A	041554433418	FitMe MATTE+PORELESS FNDTN	Porcelain	110	
408	1	N/A	041554538328	FitMe MATTE+PORELESS FNDTN	Fair Ivory	105	
409	1	N/A	041554538311	FitMe MATTE+PORELESS FNDTN	FAIR PORCELAIN	102	

Column: 8 - Row: 5 Lower Notch: 8 Fixture Type: TRAYS Fixture Description: FM CNCLR 1.1 D2L**
TRAYS Fixture Re-Order Code: PL20000000410 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
410	1	N/A	041554550504	FitMe CONCEALER	Cocoa	60	
411	1	N/A	041554550498	FitMe CONCEALER	Hazelnut	55	
412	1	N/A	041554247756	FitMe CONCEALER	Cafe	50	
413	1	N/A	041554550481	FitMe CONCEALER	Tan	45	
414	1	N/A	041554550474	FitMe CONCEALER	Caramel	40	
415	1	N/A	041554247749	FitMe CONCEALER	Deep	35	
416	1	N/A	041554550467	FitMe CONCEALER	Honey	30	
417	1	N/A	041554247725	FitMe CONCEALER	Med	25	
418	1	N/A	041554247732	FitMe CONCEALER	Sand	20	
419	1	N/A	041554247718	FitMe CONCEALER	Light	15	
420	1	N/A	041554247701	FitMe CONCEALER	Fair	10	
421	1	N/A	041554550450	FitMe CONCEALER	Ivory	05	

Column: 8 - Row: 6 Lower Notch: 30 Fixture Type: TRAYS Fixture Description: FM LOOSE PDR 1.1 D2L **
TRAYS Fixture Re-Order Code: PL20000000457 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, PM0000042886 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
422	1	N/A	041554503050	FIT ME LOOSE POWDER	Dark	40	
423	1	N/A	041554503043	FIT ME LOOSE POWDER	Deep	35	
424	1	N/A	041554503036	FIT ME LOOSE POWDER	Medium Deep	30	
425	1	N/A	041554502046	FIT ME LOOSE POWDER	Medium	25	
426	1	N/A	041554502039	FIT ME LOOSE POWDER	Light Medium	20	
427	1	N/A	041554502022	FIT ME LOOSE POWDER	Light	15	
428	1	N/A	041554502015	FIT ME LOOSE POWDER	FAIR LIGHT	10	
429	1	N/A	041554501995	FIT ME LOOSE POWDER	Fair	05	

Row: 1

Lower Notch: 18

Row: 3

Lower Notch: 21

Row: 4

Lower Notch: 15

Row: 5

Lower Notch: 8

Row: 6

Lower Notch: 30

Row: 7

Lower Notch: 23

Row: 8

Lower Notch: 16

Row: 9

Lower Notch: 12

Row: 10

Lower Notch: 5

Column: 8 - Row: 7 Lower Notch: 23 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
430	1	N/A	041554503067	FIT ME BLUSH	Buff	10	
431	1	N/A	041554503074	FIT ME BLUSH	Nude	15	
432	1	N/A	041554503098	FIT ME BLUSH	Mauve	20	
433	1	N/A	041554503104	FIT ME BLUSH	Pink	25	
434	1	N/A	041554503111	FIT ME BLUSH	Rose	30	
435	1	N/A	041554503135	FIT ME BLUSH	Coral	35	
436	1	N/A	041554503142	FIT ME BLUSH	Peach	40	
437	1	N/A	041554503159	FIT ME BLUSH	Plum	45	
438	1	N/A	041554503524	FIT ME BLUSH	Wine	50	
439	1	N/A	041554503722	FIT ME BLUSH	BERRY	55	

Column: 8 - Row: 8 Lower Notch: 16 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
440	1	N/A	041554337402	FitMe Oil-Free Stick Foundation	Coconut	355	
441	1	N/A	041554337266	FitMe Oil-Free Stick Foundation	Toffee	330	
442	1	N/A	041554334487	FitMe Oil-Free Stick Foundation	Pure Beige	235	
443	1	N/A	041554332872	FitMe Oil-Free Stick Foundation	Natural Beige	220	
444	1	N/A	041554332965	FitMe Oil-Free Stick Foundation	Buff Beige	130	
445	1	N/A	041554332958	FitMe Oil-Free Stick Foundation	Classic Ivory	120	
446	1	N/A	041554332841	FitMe Oil-Free Stick Foundation	Ivory	115	
447	1	N/A	041554332827	FitMe Oil-Free Stick Foundation	Porcelain	110	

Column: 8 - Row: 9 Lower Notch: 12 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
448	1	N/A	041554269567	ILLEGAL LENGTHS MASC	Blackest Black	00	
449	1	N/A	041554543902	COVER STICK	Deep Beige	4	
450	1	N/A	041554543896	COVER STICK	Medium Beige	3	
451	1	N/A	041554543889	COVER STICK	Light Beige	2	
452	1	N/A	041554543872	COVER STICK	Ivory	1	

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
453	1	N/A	041554535419	DUAL SHARPENER	EXPERT TOOLS DUAL SHARPENER		
454	1	N/A	041554535273	BRUSH 'N' COMB	EXPERT TOOLS BRUSH 'N' COMB		
455	1	N/A	041554535426	EYELASH CURLER	EXPERT TOOLS EYELASH CURLER		
456	1	N/A	041554535457	EYELASH CURLER REFILLS	0		
457	1	N/A	041554415131	Baby Skin	Instant Pore Eraser	010	

Row: 1

Row: 3

Row: 4

Row: 5

Row: 6

Row: 7

Row: 8

Row: 9

Row: 10

Lower Notch: 18

Lower Notch: 21

Lower Notch: 15

Lower Notch: 8

Lower Notch: 30

Lower Notch: 23

Lower Notch: 16

Lower Notch: 12

Lower Notch: 5

394	395	396	397	398	399	400	401
402	403	404	405	406	407	408	409
410	411	412	413	414	415	416	417
422	423	424	425	426	427	428	429
430	431	432	433	434	435	436	437
440	441	442	443	444	445	446	447
448	449	450	451	452	453	454	455
456	457						

WAKEFERN 10' X 60" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1060UULHNOPDQ.IS24

Column: 9 - Row: 1 Lower Notch: 18 Fixture Type: CHROME ... Fixture Description: FM NAV 2.2 4X12 **
CHROME SIGN UR Fixture Re-Order Code: PL2000000038 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000044521 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: 9 - Row: 2 Lower Notch: 21 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
458	1	N/A	041554433517	FiMe MATTE+PORELESS FNDTN	Toffee	330	
459	1	N/A	041554438192	FiMe MATTE+PORELESS FNDTN	Warm Honey	322	
460	1	N/A	041554433500	FiMe MATTE+PORELESS FNDTN	Sun Beige	310	
461	1	N/A	041554433494	FiMe MATTE+PORELESS FNDTN	Pure Beige	235	
462	1	N/A	041554466461	FiMe MATTE+PORELESS FNDTN	True Beige	222	
463	1	N/A	041554433470	FiMe MATTE+PORELESS FNDTN	Ntri Beige	220	
464	1	N/A	041554438161	FiMe MATTE+PORELESS FNDTN	Warm Nude	128	
465	1	N/A	041554433456	FiMe MATTE+PORELESS FNDTN	Nude Beige	125	

Column: 9 - Row: 3 Lower Notch: 13 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
466	1	N/A	041554488364	FiMe MATTE+PORELESS PDR	Mocha	360	
467	1	N/A	041554488357	FiMe MATTE+PORELESS PDR	NATURAL TAN	320	
468	1	N/A	041554433845	FiMe MATTE+PORELESS PDR	Sun Beige	310	
469	1	N/A	041554488333	FiMe MATTE+PORELESS PDR	True Beige	222	
470	1	N/A	041554433814	FiMe MATTE+PORELESS PDR	Natural Beige	220	
471	1	N/A	041554433807	FiMe MATTE+PORELESS PDR	Buff Beige	130	
472	1	N/A	041554433784	FiMe MATTE+PORELESS PDR	Classic Ivory	120	
473	1	N/A	041554433746	FiMe MATTE+PORELESS PDR	Translucent	100	

Column: 9 - Row: 4 Lower Notch: 7 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
474	1	N/A	041554541533	SUPERSTAY FULL COVERAGE FOUNDATION	Mocha	360	
475	1	N/A	041554541519	SUPERSTAY FULL COVERAGE FOUNDATION	Coconut	355	
476	1	N/A	041554541496	SUPERSTAY FULL COVERAGE FOUNDATION	Toffee	330	
477	1	N/A	041554541489	SUPERSTAY FULL COVERAGE FOUNDATION	Honey	320	
478	1	N/A	041554541472	SUPERSTAY FULL COVERAGE FOUNDATION	Golden	312	
479	1	N/A	041554541465	SUPERSTAY FULL COVERAGE FOUNDATION	Sun Beige	310	
480	1	N/A	041554541458	SUPERSTAY FULL COVERAGE FOUNDATION	Natural Beige	220	
481	1	N/A	041554541441	SUPERSTAY FULL COVERAGE FOUNDATION	Buff Beige	130	

Column: 9 - Row: 5 Lower Notch: 1 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
482	1	N/A	041554589900	SUPERSTAY FULL COVERAGE FOUNDATION	Medium Beige	129	
483	1	N/A	041554541434	SUPERSTAY FULL COVERAGE FOUNDATION	Warm Nude	128	
484	1	N/A	041554565607	SUPERSTAY FULL COVERAGE FOUNDATION	Nude Beige	125	
485	1	N/A	041554541427	SUPERSTAY FULL COVERAGE FOUNDATION	Classic Ivory	120	
486	1	N/A	041554559415	SUPERSTAY FULL COVERAGE FOUNDATION	Light Beige	118	
487	1	N/A	041554541410	SUPERSTAY FULL COVERAGE FOUNDATION	Natural Ivory	112	
488	1	N/A	041554541403	SUPERSTAY FULL COVERAGE FOUNDATION	Porcelain	110	
489	1	N/A	041554541397	SUPERSTAY FULL COVERAGE FOUNDATION	FAIR PORCELAIN	102	

Column: 9 - Row: 6 Lower Notch: 24 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
490	1	N/A	041554071566	SUPER STAY CONCEALER	70	70	
491	1	N/A	041554071559	SUPER STAY CONCEALER	57	57	

Row: 1

Lower Notch: 18

Row: 2

Lower Notch: 21

Row: 3

Lower Notch: 13

Row: 4

Lower Notch: 7

Row: 5

Lower Notch: 1

Row: 6

Lower Notch: 24

Row: 7

Lower Notch: 17

Row: 8

Lower Notch: 9

Row: 9

Lower Notch: 1

458	459	460	461	462	463	464	465
466	467	468	469	470	471	472	473
474	475	476	477	478	479	480	481
482	483	484	485	486	487	488	489
490	491	492	493	494	495	496	497
498	499	500	501	502	503	504	505
506	507	508	509	510	511	512	513
514	515	516	517	518	519	520	521

Shade Chip Reference Code: P10000003580				UPC Shade Code:			
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
513	1	N/A	041554455595	FACE STUDIO MASTER CONTOUR	Light to Medium	10	
514	1	N/A	041554455601	FACE STUDIO MASTER CONTOUR	Medium to Deep	20	
515	1	N/A	041554586480	Lasting Fix Banana Powder	Banana	10	
516	1	N/A	041554562927	LASTING FIX SETTING SPRAY	Lasting Fix Set Sprav	00	

Lower Notch: 1

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WAKEFERN 10' X 60" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1060UULHNOPDQ.IS24

Column: 10 - Row: 1 Lower Notch: 18 Fixture Type: CHROME ... Fixture Description: IAR NAV 4X12 **
CHROME SIGN UR Fixture Re-Order Code: PL2000000038 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000044524 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: 10 - Row: 3 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
517	1	N/A	041554267198	IAR Eraser Concealer	Neutralizer	50	
518	1	N/A	04155426859	IAR Eraser Concealer	Hazelnut	148	
519	1	N/A	041554074499	IAR Eraser Concealer	147 5	147 5	
520	1	N/A	04155426811	IAR Eraser Concealer	Caramel	144	
521	1	N/A	041554259278	IAR Eraser Concealer	Honey	40	
522	1	N/A	041554259261	IAR Eraser Concealer	Medium	30	

Column: 10 - Row: 4 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
523	1	N/A	04155426798	IAR Eraser Concealer	Sand	122	
524	1	N/A	041554259254	IAR Eraser Concealer	Light	20	
525	1	N/A	041554267496	IAR Eraser Concealer	Warm Light	115	
526	1	N/A	041554259247	IAR Eraser Concealer	Fair	10	
527	1	N/A	04155426781	IAR Eraser Concealer	Ivory	100	
528	1	N/A	041554267489	IAR Eraser Concealer	Cool Ivory	95	

Column: 10 - Row: 4 Lower Notch: 7 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
529	1	N/A	041554086621	IAR ERASER FOUNDATION	360	360	
530	1	N/A	041554086607	IAR ERASER FOUNDATION	340	340	
531	1	N/A	041554086591	IAR ERASER FOUNDATION	330	330	
532	1	N/A	041554086584	IAR ERASER FOUNDATION	310	310	
533	1	N/A	041554086676	IAR ERASER FOUNDATION	225	225	
534	1	N/A	041554220087	IAR ERASER FOUNDATION	Classic Ivory	150	
535	1	N/A	041554220070	IAR ERASER FOUNDATION	Buff Beige	130	
536	1	N/A	041554086553	IAR ERASER FOUNDATION	110	110	

Column: 10 - Row: 5 Lower Notch: 30 Fixture Type: TRAYS Fixture Description: DRM BB CREAMS 1.2 (FRESH) D2L **
TRAYS Fixture Re-Order Code: PL2000000454 SS Graphic Re-Order Code: PM0000043906
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
537	1	N/A	041554587050	DREAM FRESH BB	Deep	140	
538	1	N/A	041554282658	DREAM FRESH BB	Medium/Deep	130	
539	1	N/A	041554282641	DREAM FRESH BB	Medium	120	
540	1	N/A	041554282634	DREAM FRESH BB	Light Medium	110	
541	1	N/A	041554587043	DREAM FRESH BB	Light	100	

Column: 10 - Row: 6 Lower Notch: 24 Fixture Type: TRAYS Fixture Description: DRM BB CREAMS 2.2 (PURE) D2L **
TRAYS Fixture Re-Order Code: PL2000000454 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
542	1	N/A	041554587074	DREAM PURE BB	Deep	140	
543	1	N/A	041554349719	DREAM PURE BB	Medium/Deep	130	
544	1	N/A	041554349573	DREAM PURE BB	Medium	120	
545	1	N/A	041554349542	DREAM PURE BB	Light/Medium	110	
546	1	N/A	041554587067	DREAM PURE BB	Light	100	

Row: 1

Lower Notch: 18

Row: 3

Lower Notch: 24

Row: 4

Lower Notch: 17

Row: 4

Lower Notch: 7

Row: 5

Lower Notch: 30

Row: 6

Lower Notch: 24

Row: 7

Lower Notch: 17

Row: 8

Lower Notch: 9

Row: 10

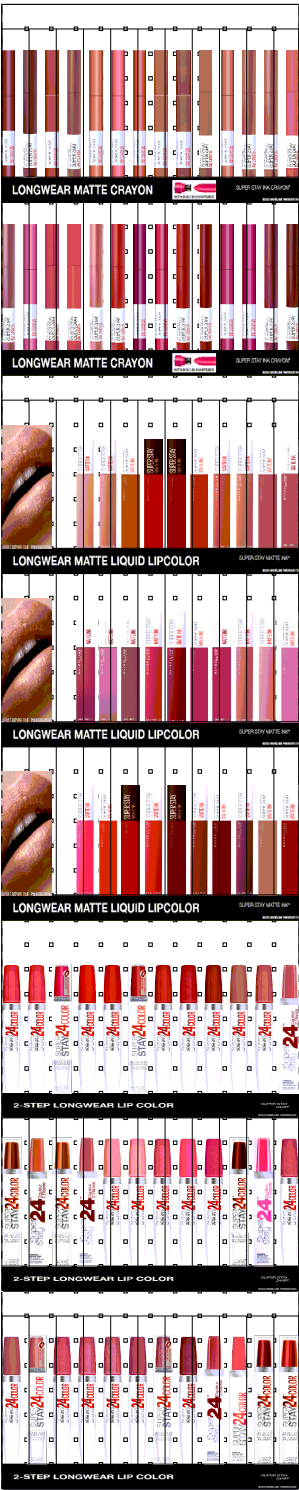
Lower Notch: 5

Lower Notch: 1

Column: 10 - Row: 10		Lower Notch: 5		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: PM0000043873				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
561	1	N/A	041554578171	CHEEK HEAT BLUSH	PINK SCORCH	10	
562	1	N/A	041554578188	CHEEK HEAT BLUSH	NUDE BURN	10	
563	1	N/A	041554578195	CHEEK HEAT BLUSH	ROSE FLUSH	20	
564	1	N/A	041554578201	CHEEK HEAT BLUSH	FUCHSIA SPARK	25	
565	1	N/A	041554578218	CHEEK HEAT BLUSH	CORAL EMBER	30	
566	1	N/A	041554578225	CHEEK HEAT BLUSH	BERRY EL AMF	35	

Lower Notch: 1

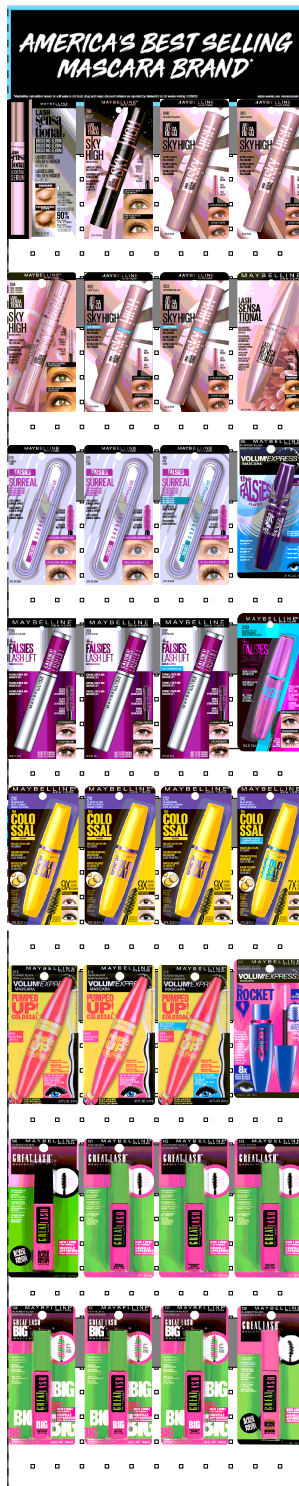
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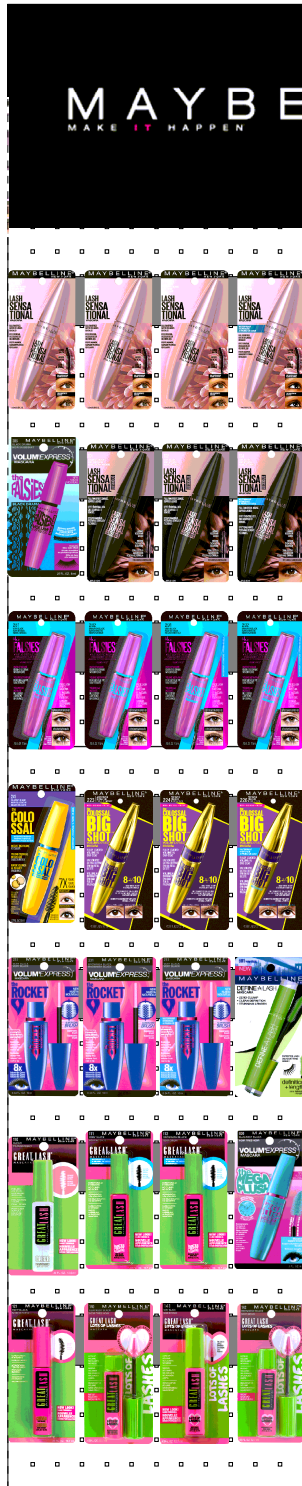




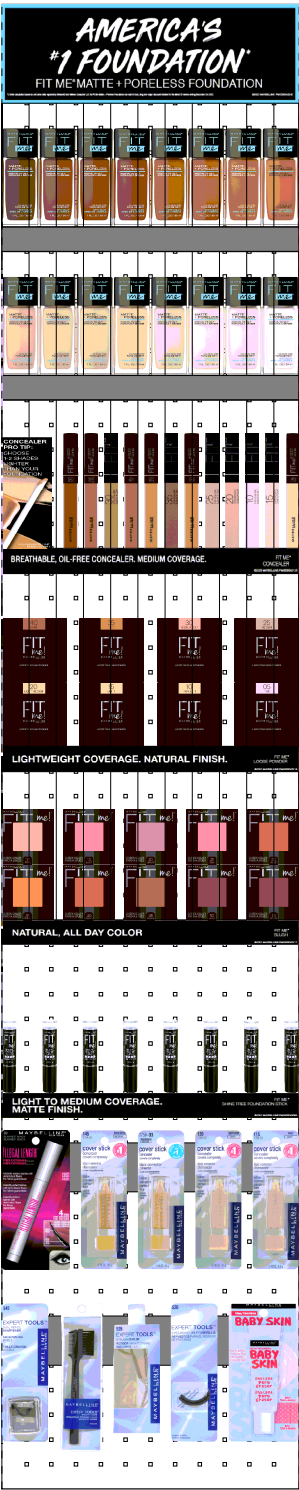
BACK PA
MERCHAND



PANELS 30+30
CLOSE SPACE=60"







[illegible]

SHAPE, DEFINE + HIGHLIGHT KIT.	MASTER CONTOUR	ALL DAY WEAR. MATTE FINISH.	15HR WEAR. MATTE FINISH.
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