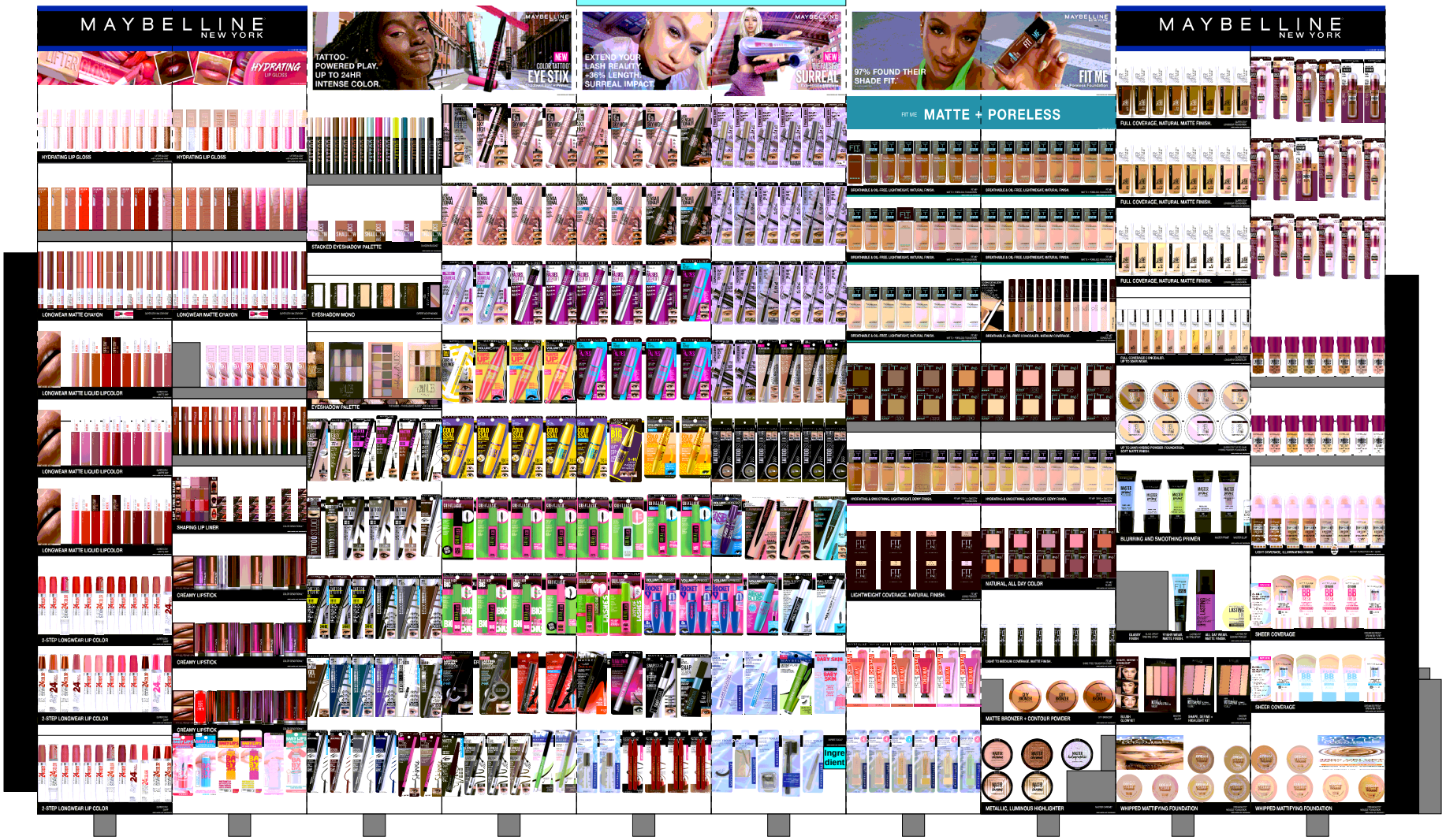
MAYBELLINE NEW YORK

WAKEFERN 10' X 70" MAYBELLINE FASHION WALL PLANOGRAM - SPRING 2024

POG Name: MNYWAK1070FWL_IS24.psa

BACK PANELS 40+30=70" MERCHANDISE SPACE=71"



WAKEFERN 10' X 70" MAYBELLINE FASHION WALL PLANOGRAM - SPRING 2024
MNYWAK1070FWL.IS24

Column: 0 -		Fixture Type: DIVIDER	Fixture Description: FW LOGO PANEL LIT
DIVIDER Fixture Re-Order Code: PM0000019043			SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000013215			SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code:			DIVIDER Fixture Rolled-Up Code: PM0000019043
Shade Chart Re-Order Code:			UPC Blade Code:

Column: 1 - Row: 1	Lower Notch: 35	Fixture Type: SIGNS	Fixture Description: FW MNY LOGO HDR 4X24 LIT **
SIGNS Fixture Re-Order Code: PL2000000195			SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000028002			SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code:			SIGNS Fixture Rolled-Up Code:
Shade Chart Re-Order Code:			UPC Blade Code:

Column: 1 - Row: 2	Lower Notch: 32	Fixture Type: SIGN	Fixture Description: FW LIFTER GLOSS PRODUCT NAV 3X24 LIT **
SIGN Fixture Re-Order Code: PM0000027634			SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043210			SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code:			SIGN Fixture Rolled-Up Code:
Shade Chart Re-Order Code:			UPC Blade Code:

Column: 1 - Row: 3	Lower Notch: 24	Fixture Type: TRAYS	Fixture Description: FW LIFTER GLOSS 1.1 LIT **
TRAYS Fixture Re-Order Code: PL2000000620			SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043439			SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042408			TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000036173			UPC Blade Code:

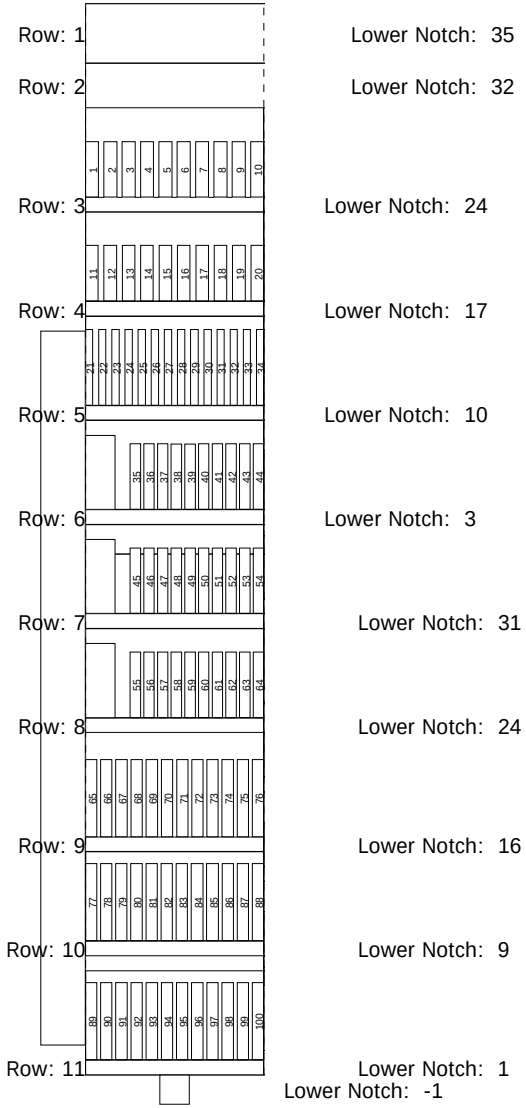
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
1	1	N/A	041554583854	LIFTER GLOSS	Pearl	001	
2	1	N/A	041554583861	LIFTER GLOSS	Ice	002	
3	1	N/A	041554583878	LIFTER GLOSS	Moon	003	
4	1	N/A	041554583885	LIFTER GLOSS	Silk	004	
5	1	N/A	041554583892	LIFTER GLOSS	Petal	005	
6	1	N/A	041554583908	LIFTER GLOSS	Reef	006	
7	1	N/A	041554583915	LIFTER GLOSS	Amber	007	
8	1	N/A	041554583922	LIFTER GLOSS	Stone	008	
9	1	N/A	041554583939	LIFTER GLOSS	Topaz	009	
10	1	N/A	041554583946	LIFTER GLOSS	Crystal	010	

Column: 1 - Row: 4	Lower Notch: 17	Fixture Type: TRAYS	Fixture Description: FW SS VINYL INK 1.2 LIT **
TRAYS Fixture Re-Order Code: PM0000035925			SS Graphic Re-Order Code:
Graphic Re-Order Code:			SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042429			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
11	1	N/A	041554071047	VINYL INK	LIPPY	10	
12	1	N/A	041554071030	VINYL INK	PEACHY	15	
13	1	N/A	041554071009	VINYL INK	COY	20	
14	1	N/A	041554070989	VINYL INK	RED-HOT	25	
15	1	N/A	041554070958	VINYL INK	UNRIVALED	30	
16	1	N/A	041554071023	VINYL INK	CHEEKY	35	
17	1	N/A	041554071016	VINYL INK	WITTY	40	
18	1	N/A	041554070972	VINYL INK	WICKED	50	
19	1	N/A	041554070965	VINYL INK	ROYAL	55	
20	1	N/A	041554080421	SUPER STAY VINYL INK	Captivated	95	

Column: 1 - Row: 5	Lower Notch: 10	Fixture Type: TRAYS	Fixture Description: FW SS INK CRAYON 1.2 LIT **
TRAYS Fixture Re-Order Code: PM0000026554			SS Graphic Re-Order Code:
Graphic Re-Order Code:			SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042422			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
21	1	N/A	041554064704	SUPERSTAY INK CRAYON	DRIVE THE FUTURE	165	
22	1	N/A	041554558753	SUPERSTAY INK CRAYON	LIVE ON THE EDGE	5	
23	1	N/A	041554587845	SUPERSTAY INK CRAYON	RISE TO THE TOP	110	
24	1	N/A	041554558784	SUPERSTAY INK CRAYON	ENJOY THE VIEW	20	
25	1	N/A	041554064667	SUPERSTAY INK CRAYON	WORK FOR IT	140	
26	1	N/A	041554064728	SUPERSTAY INK CRAYON	BREAK THE CEILING	145	
27	1	N/A	041554064674	SUPERSTAY INK CRAYON	STOP AT NOTHING	160	
28	1	N/A	041554587869	SUPERSTAY INK CRAYON	REACH HIGH	100	
29	1	N/A	041554587852	SUPERSTAY INK CRAYON	ON THE GRIND	105	
30	1	N/A	041554558760	SUPERSTAY INK CRAYON	TRUST YOUR GUT	10	
31	1	N/A	041554064681	SUPERSTAY INK CRAYON	ACHIEVE IT ALL	155	
32	1	N/A	041554558777	SUPERSTAY INK CRAYON	LEAD THE WAY	15	
33	1	N/A	041554558777	SUPERSTAY INK CRAYON	LEAD THE WAY	15	
34	1	N/A	041554577877	SUPERSTAY INK CRAYON	KEEP IT FUN	90	



MAYBELLINE NEW YORK

WAKEFERN 10' X 70" MAYBELLINE FASHION WALL PLANOGRAM - SPRING 2024

POG Name: MNYWAK1070FWL_IS24.psa

Column: 1

Column: 1 - Row: 6 | Lower Notch: 3 | Fixture Type: TRAYS | Fixture Description: FW SS MATTE INK 1.3 LIT **

TRAYS Fixture Re-Order Code: PL2000000552
SS Graphic Re-Order Code: PM00000042184
Graphic Re-Order Code:
SS Holder Re-Order Code: PM0000016819
Carrier Tray Graphic Re-Order Code: PM0000042421
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
35	1	N/A	041554496895	SUPERSTAY MATTE INK	LOYALIST	5	
36	1	N/A	041554543681	SUPERSTAY MATTE INK	POET	60	
37	1	N/A	041554554519	SUPERSTAY MATTE INK	GLOBETROTTER	135	
38	1	N/A	041554589511	SUPERSTAY MATTE INK	HUSTLER	335	
39	1	N/A	041554589504	SUPERSTAY MATTE INK	INNOVATOR	330	
40	1	N/A	041554554526	SUPERSTAY MATTE INK	GROUND-BREAKER	117	
41	1	N/A	041554543711	SUPERSTAY MATTE INK	AMAZONIAN	70	
42	1	N/A	041554543650	SUPERSTAY MATTE INK	SEDUCTRESS	65	
43	1	N/A	041554554502	SUPERSTAY MATTE INK	SELF-STARTER	130	
44	1	N/A	041554577839	SUPERSTAY MATTE INK	RINGLEADER	175	

Column: 1 - Row: 7 | Lower Notch: 31 | Fixture Type: TRAYS | Fixture Description: FW SS MATTE INK 2.3 LIT **

TRAYS Fixture Re-Order Code: PM0000012952
SS Graphic Re-Order Code: PM00000042185
Graphic Re-Order Code:
SS Holder Re-Order Code: PM0000016819
Carrier Tray Graphic Re-Order Code: PM0000042421
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
45	1	N/A	041554577860	SUPERSTAY MATTE INK	SAVANT	155	
46	1	N/A	041554577846	SUPERSTAY MATTE INK	REVOLUTIONARY	180	
47	1	N/A	041554577822	SUPERSTAY MATTE INK	MOVER	160	
48	1	N/A	041554543643	SUPERSTAY MATTE INK	RULER	80	
49	1	N/A	041554554472	SUPERSTAY MATTE INK	FOUNDER	115	
50	1	N/A	041554554489	SUPERSTAY MATTE INK	ARTIST	120	
51	1	N/A	041554577853	SUPERSTAY MATTE INK	PATHFINDER	150	
52	1	N/A	041554496918	SUPERSTAY MATTE INK	LOVER	15	
53	1	N/A	041554496901	SUPERSTAY MATTE INK	DREAMER	10	
54	1	N/A	041554554496	SUPERSTAY MATTE INK	INSPIRER	125	

Column: 1 - Row: 8 | Lower Notch: 24 | Fixture Type: TRAYS | Fixture Description: FW SS MATTE INK 3.3 LIT **

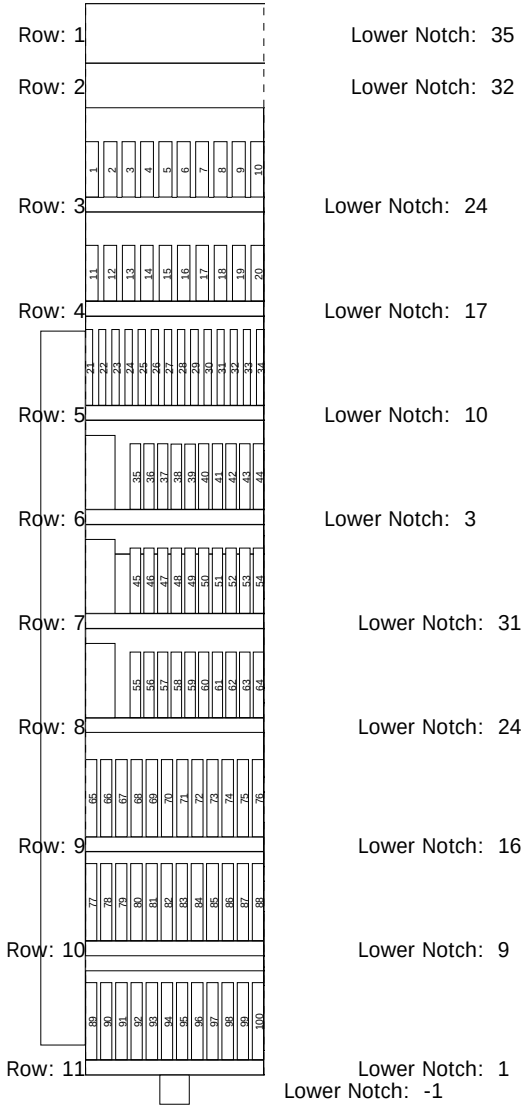
TRAYS Fixture Re-Order Code: PM0000012952
SS Graphic Re-Order Code: PM00000042186
Graphic Re-Order Code:
SS Holder Re-Order Code: PM0000016819
Carrier Tray Graphic Re-Order Code: PM0000042421
TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000038710
UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
55	1	N/A	041554496949	SUPERSTAY MATTE INK	ROMANTIC	30	
56	1	N/A	041554554533	SUPERSTAY MATTE INK	DANCER	118	
57	1	N/A	041554589498	SUPERSTAY MATTE INK	SHOT CALLER	325	
58	1	N/A	041554496925	SUPERSTAY MATTE INK	PIONEER	20	
59	1	N/A	041554589528	SUPERSTAY MATTE INK	EXHILARATOR	340	
60	1	N/A	041554496987	SUPERSTAY MATTE INK	VOYAGER	50	
61	1	N/A	041554554540	SUPERSTAY MATTE INK	COMPOSER	112	
62	1	N/A	041554496963	SUPERSTAY MATTE INK	BELIEVER	40	
63	1	N/A	041554543704	SUPERSTAY MATTE INK	VISIONARY	95	
64	1	N/A	041554543636	SUPERSTAY MATTE INK	HUNTRESS	90	

Column: 1 - Row: 9 | Lower Notch: 16 | Fixture Type: TRAYS | Fixture Description: FW SS 24HR LIP 1.3 LIT **

TRAYS Fixture Re-Order Code: PM0000018999
SS Graphic Re-Order Code:
Graphic Re-Order Code:
SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042376
TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042857
UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
65	1	N/A	041554237757	SS 2 STEP 24 HR LIPCOLOR	Continuous Coral	020	
66	1	N/A	041554237757	SS 2 STEP 24 HR LIPCOLOR	Continuous Coral	020	
67	1	N/A	041554558876	SS 2 STEP 24 HR LIPCOLOR	Crisp Magenta	305	
68	1	N/A	041554237788	SS 2 STEP 24 HR LIPCOLOR	Keep It Red	035	
69	1	N/A	041554494969	SS 2 STEP 24 HR LIPCOLOR	ETERNAL CHERRY	200	
70	1	N/A	041554558890	SS 2 STEP 24 HR LIPCOLOR	Optic Ruby	310	
71	1	N/A	041554237764	SS 2 STEP 24 HR LIPCOLOR	Keep Up The Flame	025	
72	1	N/A	041554237740	SS 2 STEP 24 HR LIPCOLOR	All Day Cherry	015	
73	1	N/A	041554237726	SS 2 STEP 24 HR LIPCOLOR	Everlasting Wine	005	
74	1	N/A	041554552041	SS 2 STEP 24 HR LIPCOLOR	ENDLESS EXPRESSO	275	
75	1	N/A	041554237948	SS 2 STEP 24 HR LIPCOLOR	Forever Chestnut	115	
76	1	N/A	041554238006	SS 2 STEP 24 HR LIPCOLOR	Constant Cocoa	145	



Column: 1 - Row: 10 | Lower Notch: 9 | Fixture Type: TRAYS | Fixture Description: FW SS 24HR LIP 2.3 LIT **

TRAYS Fixture Re-Order Code: PM0000018999 | SS Graphic Re-Order Code:
Graphic Re-Order Code: | SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042376 | TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000038288 | UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
77	1	N/A	041554064902	SS 2 STEP 24 HR LIPCOLOR	COPPER GLISTEN	910	
78	1	N/A	041554335927	SS 2 STEP 24 HR LIPCOLOR	Constant Toast	136	
79	1	N/A	041554064889	SS 2 STEP 24 HR LIPCOLOR	SULTRY AMBER	915	
80	1	N/A	041554238280	SS 2 STEP 24 HR LIPCOLOR	Timeless Toffee	150	
81	1	N/A	041554544619	SS 2 STEP 24 HR LIPCOLOR	ALL NIGHT APRICOT	240	
82	1	N/A	041554237931	SS 2 STEP 24 HR LIPCOLOR	So Pearly Pink	110	
83	1	N/A	041554237924	SS 2 STEP 24 HR LIPCOLOR	Blush On	105	
84	1	N/A	041554494945	SS 2 STEP 24 HR LIPCOLOR	PINK GOES ON	215	
85	1	N/A	041554494983	SS 2 STEP 24 HR LIPCOLOR	24/7 FUSCHIA	220	
86	1	N/A	041554064896	SS 2 STEP 24 HR LIPCOLOR	BRONZED DREAM	920	
87	1	N/A	041554237917	SS 2 STEP 24 HR LIPCOLOR	Very Cranberry	100	
88	1	N/A	041554237894	SS 2 STEP 24 HR LIPCOLOR	Timeless Rose	090	

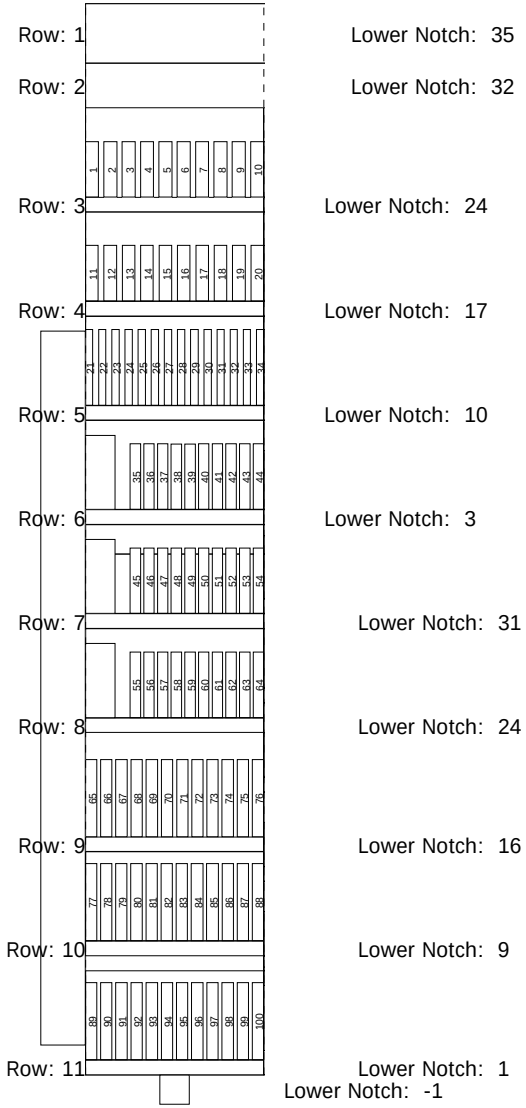
Column: 1 - Row: 11 | Lower Notch: 1 | Fixture Type: TRAYS | Fixture Description: FW SS 24HR LIP 3.3 LIT **

TRAYS Fixture Re-Order Code: PM0000018999 | SS Graphic Re-Order Code:
Graphic Re-Order Code: | SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042376 | TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000038289 | UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
89	1	N/A	041554551075	SS 2 STEP 24 HR LIPCOLOR	FIRMLY MAUVE	245	
90	1	N/A	041554558883	SS 2 STEP 24 HR LIPCOLOR	Frosted Mauve	300	
91	1	N/A	041554237801	SS 2 STEP 24 HR LIPCOLOR	Wear On Wildberry	045	
92	1	N/A	041554237870	SS 2 STEP 24 HR LIPCOLOR	Infinite Petal	080	
93	1	N/A	041554237825	SS 2 STEP 24 HR LIPCOLOR	Perpetual Plum	055	
94	1	N/A	041554551990	SS 2 STEP 24 HR LIPCOLOR	RELENTLESS RUBY	255	
95	1	N/A	041554558906	SS 2 STEP 24 HR LIPCOLOR	Frozen Rose	315	
96	1	N/A	041554237818	SS 2 STEP 24 HR LIPCOLOR	Unlimited Raisin	050	
97	1	N/A	041554237955	SS 2 STEP 24 HR LIPCOLOR	Always Heather	120	
98	1	N/A	041554552027	SS 2 STEP 24 HR LIPCOLOR	MERLOT ARMOUR	265	
99	1	N/A	041554064872	SS 2 STEP 24 HR LIPCOLOR	BROOKLYN SUNSET	925	
100	1	N/A	041554064865	SS 2 STEP 24 HR LIPCOLOR	CITY ABLAZE	930	

Column: 1 - | Lower Notch: -1 | Fixture Type: SPECIAL KIT | Fixture Description: FW GRID WALL BRACKET KIT 1 PER FOOT **

SPECIAL KIT Fixture Re-Order Code: PM0000030670 | SS Graphic Re-Order Code:
Graphic Re-Order Code: | SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: | SPECIAL KIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: | UPC Blade Code:



WAKEFERN 10' X 70" MAYBELLINE FASHION WALL PLANOGRAM - SPRING 2024
MNYWAK1070FWL.IS24

Column: 0 -		Fixture Type: DIVIDER	Fixture Description: FW LOGO PANEL LIT
DIVIDER Fixture Re-Order Code: PM0000019043			SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000013215			SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code:			DIVIDER Fixture Rolled-Up Code: PM0000019043
Shade Chart Re-Order Code:			UPC Blade Code:

Column: 1 - Row: 1	Lower Notch: 35	Fixture Type: SIGNS	Fixture Description: FW MNY LOGO HDR 4X24 LIT **
SIGNS Fixture Re-Order Code: PL2000000195			SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000028002			SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code:			SIGNS Fixture Rolled-Up Code:
Shade Chart Re-Order Code:			UPC Blade Code:

Column: 1 - Row: 2	Lower Notch: 32	Fixture Type: SIGN	Fixture Description: FW LIFTER GLOSS PRODUCT NAV 3X24 LIT **
SIGN Fixture Re-Order Code: PM0000027634			SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043210			SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code:			SIGN Fixture Rolled-Up Code:
Shade Chart Re-Order Code:			UPC Blade Code:

Column: 2 - Row: 1	Lower Notch: 24	Fixture Type: TRAYS	Fixture Description: FW LIFTER GLOSS EXTENSION 1.1 LIT **
TRAYS Fixture Re-Order Code: PL2000000620			SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042814,PM0000043091			SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042408			TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042779			UPC Blade Code:

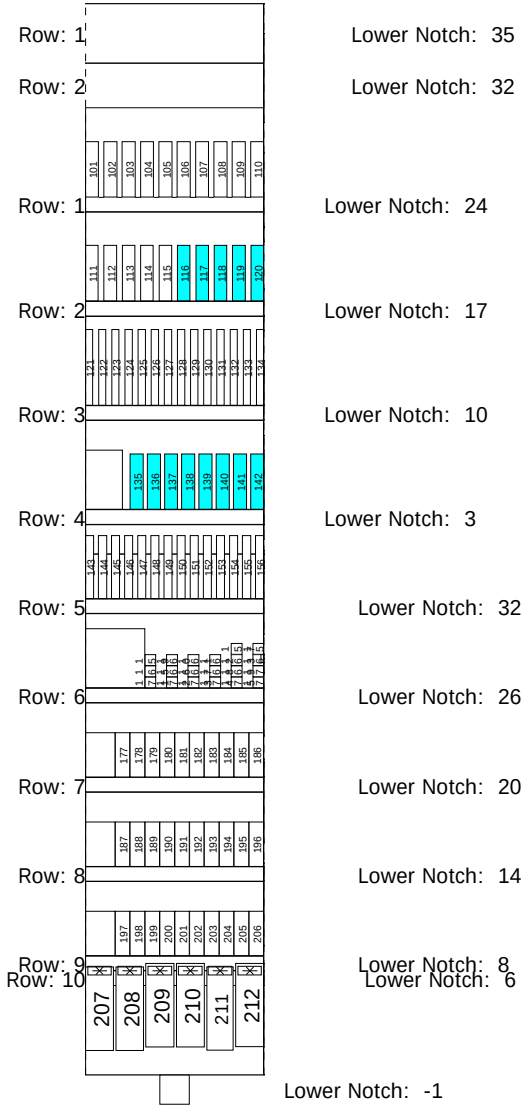
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
101	1	N/A	041554586992	LIFTER GLOSS	Brass	011	
102	1	N/A	041554587005	LIFTER GLOSS	Opal	012	
103	1	N/A	041554587029	LIFTER GLOSS	Heat	014	
104	1	N/A	041554070903	LIFTER GLOSS	RUST	16	
105	1	N/A	041554070941	LIFTER GLOSS	SUN	20	
106	1	N/A	041554085372	CANDY DROP	GUMMY BEAR	021	
107	1	N/A	041554085419	CANDY DROP	PEACH RING	022	
108	1	N/A	041554085396	CANDY DROP	SWEETHEART	023	
109	1	N/A	041554085402	CANDY DROP	BUBBLEGUM	024	
110	1	N/A	041554085389	CANDY DROP	TAFFY	025	

Column: 2 - Row: 2	Lower Notch: 17	Fixture Type: TRAYS	Fixture Description: FW SS VINYL INK 2.2 LIT **
TRAYS Fixture Re-Order Code: PM0000035925			SS Graphic Re-Order Code:
Graphic Re-Order Code:			SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042429			TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043756			UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
111	1	N/A	041554080414	SUPER STAY VINYL INK	Charmed	100	
112	1	N/A	041554080407	SUPER STAY VINYL INK	Golden	105	
113	1	N/A	041554079319	SUPER STAY VINYL INK	Peppy	115	
114	1	N/A	041554079302	SUPER STAY VINYL INK	Punchy	120	
115	1	N/A	041554080445	SUPER STAY VINYL INK	Fearless	135	
116	1	N/A	041554087628	VINYL INK	ROGUE	145	
117	1	N/A	041554087604	VINYL INK	STRIKING	150	
118	1	N/A	041554087611	VINYL INK	UPBEAT	155	
119	1	N/A	041554087635	VINYL INK	SULTRY	160	
120	1	N/A	041554087642	VINYL INK	EDGY	165	

Column: 2 - Row: 3	Lower Notch: 10	Fixture Type: TRAYS	Fixture Description: FW SS INK CRAYON 2.2 LIT **
TRAYS Fixture Re-Order Code: PM0000026554			SS Graphic Re-Order Code:
Graphic Re-Order Code:			SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042422			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
121	1	N/A	041554558791	SUPERSTAY INK CRAYON	STAY EXCEPTIONAL	25	
122	1	N/A	041554064735	SUPERSTAY INK CRAYON	CHASE DREAMS	150	
123	1	N/A	041554581522	SUPERSTAY INK CRAYON	RUN THE WORLD	80	
124	1	N/A	041554581539	SUPERSTAY INK CRAYON	CHANGE IS GOOD	85	
125	1	N/A	041554558807	SUPERSTAY INK CRAYON	SEEK ADVENTURE	30	
126	1	N/A	041554558838	SUPERSTAY INK CRAYON	HUSTLE IN HEELS	45	
127	1	N/A	041554064711	SUPERSTAY INK CRAYON	MAKE MOVES	135	
128	1	N/A	041554064650	SUPERSTAY INK CRAYON	PAVE THE ROAD	130	
129	1	N/A	041554558845	SUPERSTAY INK CRAYON	OWN YOUR EMPIRE	50	
130	1	N/A	041554558852	SUPERSTAY INK CRAYON	MAKE IT HAPPEN	55	
131	1	N/A	041554064643	SUPERSTAY INK CRAYON	CHECK YOURSELF	125	
132	1	N/A	041554064698	SUPERSTAY INK CRAYON	BE BOLD, BE YOU	120	
133	1	N/A	041554558869	SUPERSTAY INK CRAYON	ACCEPT A DARE	60	
134	1	N/A	041554565973	SUPERSTAY INK CRAYON	SETTLE FOR MORE	65	



Column: 2 - Row: 4 | Lower Notch: 3 | Fixture Type: TRAYS | Fixture Description: FW LIFTER PLUMP 1.1 LIT **

TRAYS Fixture Re-Order Code: PL2000000620
SS Graphic Re-Order Code: PM0000043882
Graphic Re-Order Code: PM0000043883
SS Holder Re-Order Code: PE0000004833
Carrier Tray Graphic Re-Order Code: PM0000043771
TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043752
UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
135	1	N/A	041554080704	LIFTER PLUMP	BLUSH BLAZE	001	
136	1	N/A	041554080698	LIFTER PLUMP	MAUVE BITE	002	
137	1	N/A	041554081886	LIFTER PLUMP	PINK STING	003	
138	1	N/A	041554080728	LIFTER PLUMP	RED FLAG	004	
139	1	N/A	041554080711	LIFTER PLUMP	PEACH FEVER	005	
140	1	N/A	041554081879	LIFTER PLUMP	HOT CHILI	006	
141	1	N/A	041554081893	LIFTER PLUMP	COCOA ZING	007	
142	1	N/A	041554080681	LIFTER PLUMP	HOT HONEY	008	

Column: 2 - Row: 5 | Lower Notch: 32 | Fixture Type: TRAYS | Fixture Description: FW CS ULTIMATTES 1.1 LIT **

TRAYS Fixture Re-Order Code: PM0000026555
SS Graphic Re-Order Code:
Graphic Re-Order Code:
SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042411
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
143	1	N/A	041554582314	Color Sensational Ultimatte	More Berry	099	
144	1	N/A	041554070682	Color Sensational Ultimatte Neoneutrals	MORE CEDAR	188	
145	1	N/A	041554582222	Color Sensational Ultimatte	More Ruby	199	
146	1	N/A	041554582239	Color Sensational Ultimatte	More Scarlet	299	
147	1	N/A	041554070705	Color Sensational Ultimatte Neoneutrals	MORE MOCHA	388	
148	1	N/A	041554070712	Color Sensational Ultimatte Neoneutrals	MORE STONE	488	
149	1	N/A	041554582277	Color Sensational Ultimatte	More Blush	499	
150	1	N/A	041554070729	Color Sensational Ultimatte Neoneutrals	MORE BLONDE	588	
151	1	N/A	041554582260	Color Sensational Ultimatte	More Mauve	599	
152	1	N/A	041554070736	Color Sensational Ultimatte Neoneutrals	MORE SEPIA	688	
153	1	N/A	041554582284	Color Sensational Ultimatte	More Buff	699	
154	1	N/A	041554582307	Color Sensational Ultimatte	More Taupe	799	
155	1	N/A	041554582253	Color Sensational Ultimatte	More Rust	899	
156	1	N/A	041554582246	Color Sensational Ultimatte	More Truffle	999	

Column: 2 - Row: 6 | Lower Notch: 26 | Fixture Type: TRAYS | Fixture Description: FW CS LIP LINERS 1.1 LIT **

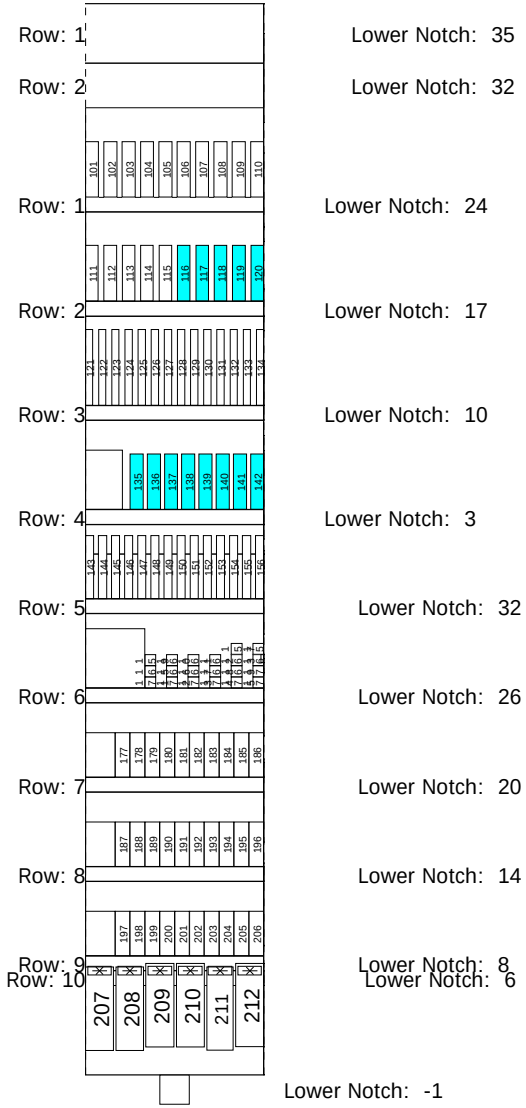
TRAYS Fixture Re-Order Code: PL2000000413
SS Graphic Re-Order Code:
Graphic Re-Order Code:
SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042379
TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000044114
UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
157	1	N/A	041554486032	COLOR SENSATIONAL MECHANICAL LINER	Clear	100	
158	1	N/A	041554549300	Color Sensational Shaping Lip Liner	BEIGE BABE	102	
159	1	N/A	041554549331	Color Sensational Shaping Lip Liner	Gone Griege	104	
160	1	N/A	041554486049	COLOR SENSATIONAL MECHANICAL LINER	NUDE WHISPER	105	
161	1	N/A	041554486056	COLOR SENSATIONAL MECHANICAL LINER	PURELY NUDE	110	
162	1	N/A	041554486063	COLOR SENSATIONAL MECHANICAL LINER	TOTALLY TOFFEE	115	
163	1	N/A	041554549355	Color Sensational Shaping Lip Liner	RAW CHOCOLATE	118	
164	1	N/A	041554486070	COLOR SENSATIONAL MECHANICAL LINER	Rich Chocolate	120	
165	1	N/A	041554486087	COLOR SENSATIONAL MECHANICAL LINER	MAGNETIC MAUVE	125	
166	1	N/A	041554486094	COLOR SENSATIONAL MECHANICAL LINER	DUSTY ROSE	130	
167	1	N/A	041554549287	Color Sensational Shaping Lip Liner	ALMOND ROSE	132	
168	1	N/A	041554549348	Color Sensational Shaping Lip Liner	Pink Wink	134	
169	1	N/A	041554486100	COLOR SENSATIONAL MECHANICAL LINER	PALEST PINK	135	
170	1	N/A	041554486117	COLOR SENSATIONAL MECHANICAL LINER	PINK CORAL	140	
171	1	N/A	041554486124	COLOR SENSATIONAL MECHANICAL LINER	Very Cherry	145	
172	1	N/A	041554486131	COLOR SENSATIONAL MECHANICAL LINER	BRICK RED	150	
173	1	N/A	041554486148	COLOR SENSATIONAL MECHANICAL LINER	WILD VIOLETS	155	
174	1	N/A	041554549324	Color Sensational Shaping Lip Liner	Divine Wine	153	
175	1	N/A	041554492859	COLOR SENSATIONAL MECHANICAL LINER	RICH WINE	160	
176	1	N/A	041554492866	COLOR SENSATIONAL MECHANICAL LINER	PLUM PASSION	165	

Column: 2 - Row: 7 | Lower Notch: 20 | Fixture Type: TRAYS | Fixture Description: FW CS CREAMS 1.3 RENO LIT **

TRAYS Fixture Re-Order Code: PL2000000533
SS Graphic Re-Order Code: PM0000033908
Graphic Re-Order Code: PM0000033907
SS Holder Re-Order Code: PM0000027630
Carrier Tray Graphic Re-Order Code: PM0000042395
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
177	1	N/A	041554578348	COLOR SEN LIPSTICK	COPPER CHARGE	166	
178	1	N/A	041554578317	COLOR SEN LIPSTICK	ALMOND HUSTLE	133	
179	1	N/A	041554264630	COLOR SEN LIPSTICK	Rum Riche	280	
180	1	N/A	041554198645	COLOR SEN LIPSTICK	Crazy For Coffee	275	
181	1	N/A	041554413236	COLOR SEN BUFFS	TOUCHABLE TAUPE	940	



182	1	N/A	041554578300	COLOR SEN LIPSTICK	DOUBLE SHOT	111	
183	1	N/A	041554408546	COLOR SEN BUFFS	NUDE LUST	920	
184	1	N/A	041554198560	COLOR SEN LIPSTICK	Nearly There	205	
185	1	N/A	041554198591	COLOR SEN LIPSTICK	Warm Me Up	235	
186	1	N/A	041554198232	COLOR SEN LIPSTICK	Born With It	15	

Column: 2 - Row: 8 | Lower Notch: 14 | Fixture Type: TRAYS | Fixture Description: FW CS CREAMS 2.3 RENO LIT **

TRAYS Fixture Re-Order Code: PL2000000533 | SS Graphic Re-Order Code: PM0000033911
Graphic Re-Order Code: PM0000033910 | SS Holder Re-Order Code: PM0000027630
Carrier Tray Graphic Re-Order Code: PM0000042395 | 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
187	1	N/A	041554198225	COLOR SEN LIPSTICK	Pink Sand	005	
188	1	N/A	041554578249	COLOR SEN LIPSTICK	FLUSH PUNCH	222	
189	1	N/A	041554578287	COLOR SEN LIPSTICK	PINK FLARE	255	
190	1	N/A	041554470994	COLOR SEN LIPSTICK	Romantic Rose	450	
191	1	N/A	041554198300	COLOR SEN LIPSTICK	Pink Wink	105	
192	1	N/A	041554578232	COLOR SEN LIPSTICK	PINK SCORE	244	
193	1	N/A	041554578294	COLOR SEN LIPSTICK	PINK POSE	233	
194	1	N/A	041554248913	COLOR SEN LIPSTICK	Pink & Proper	20	
195	1	N/A	041554578362	COLOR SEN LIPSTICK	CORAL RISE	344	
196	1	N/A	041554578409	COLOR SEN LIPSTICK	HOT CHASE	333	

Column: 2 - Row: 9 | Lower Notch: 8 | Fixture Type: TRAYS | Fixture Description: FW CS CREAMS 3.3 RENO LIT **

TRAYS Fixture Re-Order Code: PL2000000533 | SS Graphic Re-Order Code: PM0000033914
Graphic Re-Order Code: PM0000033913 | SS Holder Re-Order Code: PM0000027630
Carrier Tray Graphic Re-Order Code: PM0000042395 | TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000034847,PM0000034850 | UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
197	1	N/A	041554294996	COLOR SEN LIP VIVIDS	ON FIRE RED	895	
198	1	N/A	041554248906	COLOR SEN LIPSTICK	Red Revolution	630	
199	1	N/A	041554198553	COLOR SEN LIPSTICK	Red Revival	645	
200	1	N/A	041554578386	COLOR SEN LIPSTICK	CRIMSON RACE	311	
201	1	N/A	041554198423	COLOR SEN LIPSTICK	On The Mauve	445	
202	1	N/A	041554198409	COLOR SEN LIPSTICK	Plum Paradise	425	
203	1	N/A	041554283426	COLOR SEN LIPSTICK	Blissful Berry	410	
204	1	N/A	041554198416	COLOR SEN LIPSTICK	Plum Perfect	435	
205	1	N/A	041554578416	COLOR SEN LIPSTICK	PLUM RULE	411	
206	1	N/A	041554578423	COLOR SEN LIPSTICK	BERRY GO	400	

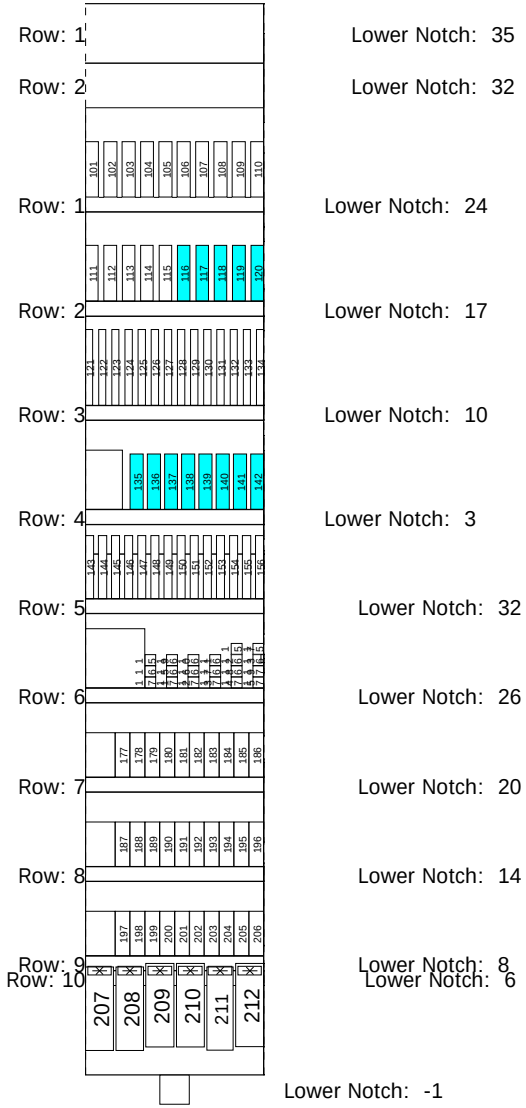
Column: 2 - Row: 10 | Lower Notch: 6 | Fixture Type: HOOK BARS | Fixture Description: FW 6HK BABY LIPS HKBR LIT **

HOOK BARS Fixture Re-Order Code: PL2000000067 | SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042445 | 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: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
207	1	N/A	041554483123	BABY LIPS	MY PINK	01	
208	1	N/A	041554586404	Baby Lips Quenched	Quenched	005	
209	1	N/A	041554264548	BABY LIPS	CHERRY ME	15	
210	1	N/A	041554264562	BABY LIPS	PINK PUNCH	25	
211	1	N/A	041554424591	BABY LIPS CRYSTAL	Pink Quartz	140	
212	1	N/A	041554404937	BABY LIPS DR RESCUE	Coral Crave	55	

Column: 2 - | Lower Notch: -1 | Fixture Type: SPECIAL KIT | Fixture Description: FW GRID WALL BRACKET KIT 1 PER FOOT **

SPECIAL KIT Fixture Re-Order Code: PM0000030670 | SS Graphic Re-Order Code:
Graphic Re-Order Code: | SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: | SPECIAL KIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: | UPC Blade Code:



WAKEFERN 10' X 70" MAYBELLINE FASHION WALL PLANOGRAM - SPRING 2024
MNYWAK1070FWL.IS24

Column: 0 -		Fixture Type: DIVIDER	Fixture Description: FW LOGO PANEL LIT
DIVIDER Fixture Re-Order Code: PM0000019043			SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000013215			SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code:			DIVIDER Fixture Rolled-Up Code: PM0000019043
Shade Chart Re-Order Code:			UPC Blade Code:

Column: 3 - Row: 1	Lower Notch: 31	Fixture Type: SIGN	Fixture Description: FW COL TAT EYE STIX HDR (BTY+PRODUCT) 8X24 LIT **
SIGN Fixture Re-Order Code: PM0000030017			SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043968			SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code:			SIGN Fixture Rolled-Up Code:
Shade Chart Re-Order Code:			UPC Blade Code:

Column: 3 - Row: 2	Lower Notch: 22	Fixture Type: TRAYS	Fixture Description: FW COL TAT EYE STIX 1.1 LIT **
TRAYS Fixture Re-Order Code: PM0000042793			SS Graphic Re-Order Code:
Graphic Re-Order Code:			SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042859			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
213	1	N/A	041554084115	EYE STIX	I AM SHINING	10	
214	1	N/A	041554084122	EYE STIX	I AM CONFIDENT	15	
215	1	N/A	041554084139	EYE STIX	I AM INSPIRED	20	
216	1	N/A	041554084146	EYE STIX	I AM DETERMINED	25	
217	1	N/A	041554084153	EYE STIX	I AM COURAGEOUS	30	
218	1	N/A	041554084160	EYE STIX	I AM POWERFUL	35	
219	1	N/A	041554084177	EYE STIX	I AM FIERCE	40	
220	1	N/A	041554084184	EYE STIX	I AM GIVING	45	
221	1	N/A	041554084191	EYE STIX	I AM UNIQUE	50	
222	1	N/A	041554084207	EYE STIX	I AM FEARLESS	55	
223	1	N/A	041554088137	EYE STIX	I AM UNEXPECTED	60	
224	1	N/A	041554088151	EYE STIX	I AM EXTRAVAGANT	70	
225	1	N/A	041554088199	EYE STIX	I AM RARE	90	
226	1	N/A	041554088205	EYE STIX	I AM UNCONVENTIONAL	95	
227	1	N/A	041554088212	EYE STIX	I AM REBELLIOUS	100	
228	1	N/A	041554088229	EYE STIX	I AM UNMATCHED	105	

Column: 3 - Row: 3	Lower Notch: 16	Fixture Type: TRAYS	Fixture Description: FW SHADOW BLOCKS 1.1 LIT **
TRAYS Fixture Re-Order Code: PL2000000659			SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000040183			SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042430			TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000040047			UPC Blade Code:

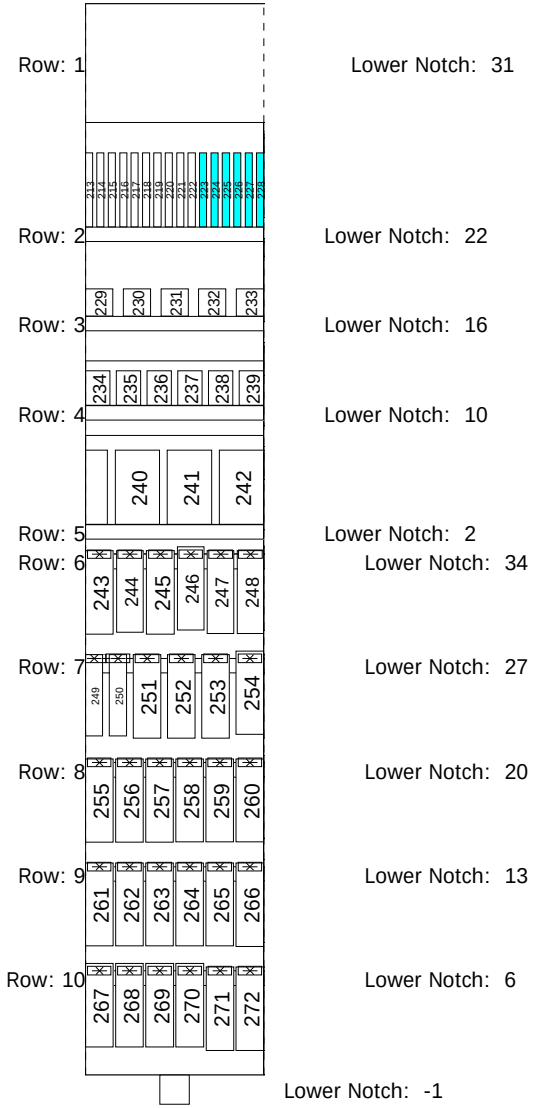
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
229	1	N/A	041554075823	SHADOW BLOCKS	82ND & PARK AVE	10	
230	1	N/A	041554075830	SHADOW BLOCKS	WEST 4TH & PERRY ST	20	
231	1	N/A	041554075816	SHADOW BLOCKS	NORTH 3RD & BEDFORD AVE	30	
232	1	N/A	041554075854	SHADOW BLOCKS	BROADWAY & PRINCE ST	40	
233	1	N/A	041554075847	SHADOW BLOCKS	26TH & MADISON AVE	50	

Column: 3 - Row: 4	Lower Notch: 10	Fixture Type: TRAYS	Fixture Description: FW EW MONOS (1TIER) LIT **
TRAYS Fixture Re-Order Code: PM0000029242			SS Graphic Re-Order Code:
Graphic Re-Order Code:			SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042387			TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000028850			UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
234	1	N/A	041554492644	Expertwear Monos	Vanilla	100S	
235	1	N/A	041554490763	Expertwear Monos	Seashell	30S	
236	1	N/A	041554490756	Expertwear Monos	Linen	20S	
237	1	N/A	041554490794	Expertwear Monos	The Glo Down	60S	
238	1	N/A	041554492682	Expertwear Monos	Made for Mocha	140S	
239	1	N/A	041554552201	Expertwear Monos	DUSTY ROSE	200S	

Column: 3 - Row: 5	Lower Notch: 2	Fixture Type: TRAYS	Fixture Description: FW EYE PALETTES 1.1 LIT **
TRAYS Fixture Re-Order Code: PM0000013552			SS Graphic Re-Order Code: PM0000043901
Graphic Re-Order Code:			SS Holder Re-Order Code: PM0000013569
Carrier Tray Graphic Re-Order Code:			TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043391			UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
240	1	N/A	041554419184	THE PALETTES	The Nudes	02	
241	1	N/A	041554434866	THE PALETTES	The Blushed Nudes	06	
242	1	N/A	041554490848	24KT NUDES PALETTE	24KT NUDES PALETTE	120	



Column: 3 - Row: 6 | Lower Notch: 34 | Fixture Type: HOOK BARS | Fixture Description: FW 6HK HYPER EASY MECH PEN HKBR LIT **

HOOK BARS Fixture Re-Order Code: PL2000000067
SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042468
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: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
243	1	N/A	041554578607	HYPER EASY LIQUID LINER	Pitch Black	800	
244	1	N/A	041554076431	HYPER EASY LINER	Pitch Brown	810	
245	1	N/A	041554586473	MASTER PRECISE ALL DAY MATTE	MATTE BLACK	310	
246	1	N/A	041554568226	MASTER PREC ALL DAY	Black	110	
247	1	N/A	041554549454	MASTER PREC ALL DAY	FOREST BROWN	111	
248	1	N/A	041554552560	LASTING DRAMA MATTES	JET BLACK	860	

Column: 3 - Row: 7 | Lower Notch: 27 | Fixture Type: HOOK BARS | Fixture Description: FW 6HK TS SMK GEL PEN HKBR LIT **

HOOK BARS Fixture Re-Order Code: PL2000000067
SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042494
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: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
249	1	N/A	041554549416	TATTOO STUDIO DIP IN LIQUID LINER	Black	001	
250	1	N/A	041554578799	TATTOO STUDIO DIP IN LIQUID LINER	DARK HENNA BROWN	002	
251	1	N/A	041554588910	TATTOO STUDIO SMOKEY GEL PENCIL LINER	SMOKEY BLACK	10	
252	1	N/A	041554588934	TATTOO STUDIO SMOKEY GEL PENCIL LINER	SMOKEY GREY	20	
253	1	N/A	041554588927	TATTOO STUDIO SMOKEY GEL PENCIL LINER	SMOKEY BROWN	40	
254	1	N/A	041554513561	UNSTOPPABLE EYELINER - CARDED	Espresso	60	

Column: 3 - Row: 8 | Lower Notch: 20 | Fixture Type: HOOK BARS | Fixture Description: FW 6HK TS GEL LNR HKBR LIT **

HOOK BARS Fixture Re-Order Code: PL2000000067
SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042491
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: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
255	1	N/A	041554080810	TATTOO STUDIO BRUSH TIP INK PEN LINER	Jet Black	880	
256	1	N/A	041554081084	INK PEN LINER	MATTE BLACK	881	
257	1	N/A	041554081091	INK PEN LINER	BROWN	882	
258	1	N/A	041554563337	TATTOO STUDIO GEL PENCIL LINER	DEEP ONYX	900	
259	1	N/A	041554563344	TATTOO STUDIO GEL PENCIL LINER	INTENSE CHARCOAL	901	
260	1	N/A	041554563351	TATTOO STUDIO GEL PENCIL LINER	BOLD BROWN	910	

Column: 3 - Row: 9 | Lower Notch: 13 | Fixture Type: HOOK BARS | Fixture Description: FW 6HK TS GEL LNR HKBR LIT **

HOOK BARS Fixture Re-Order Code: PL2000000067
SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042491
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: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
261	1	N/A	041554568172	TATTOO STUDIO GEL PENCIL LINER	SMOOTH WALNUT	911	
262	1	N/A	041554563863	TATTOO STUDIO GEL PENCIL LINER	STRIKING NAVY	920	
263	1	N/A	041554563870	TATTOO STUDIO GEL PENCIL LINER	DEEP TEAL	921	
264	1	N/A	041554563887	TATTOO STUDIO GEL PENCIL LINER	RICH AMETHYST	940	
265	1	N/A	041554563900	TATTOO STUDIO GEL PENCIL LINER	POLISHED WHITE	970	
266	1	N/A	041554078978	TATTOO STUDIO GEL PENCIL LINER	Midnight Black	983	

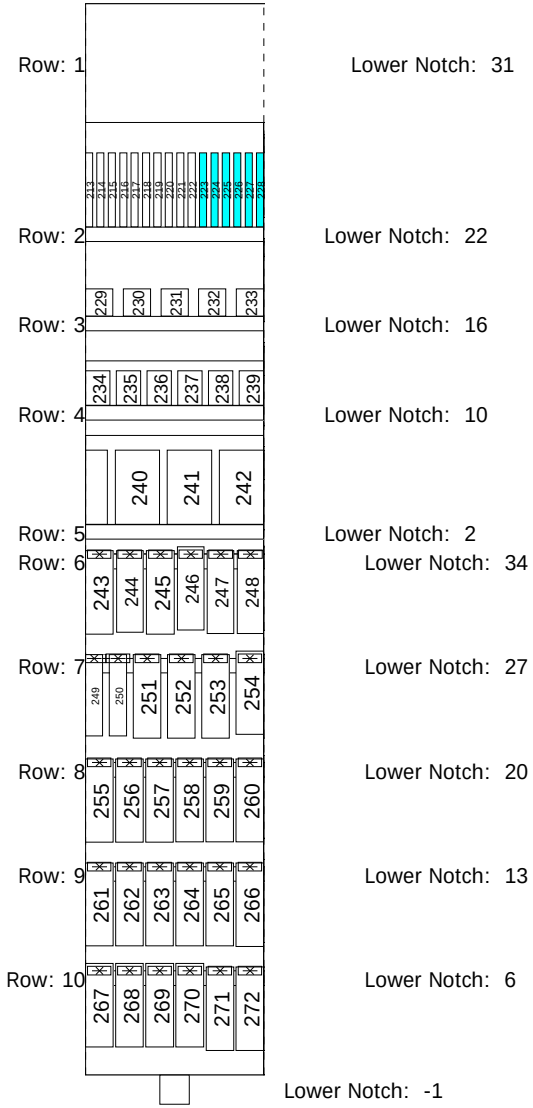
Column: 3 - Row: 10 | Lower Notch: 6 | Fixture Type: HOOK BARS | Fixture Description: FW 6HK UNSTOPPABLE HKBR LIT **

HOOK BARS Fixture Re-Order Code: PL2000000067
SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042497
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: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
267	1	N/A	041554513493	UNSTOPPABLE EYELINER - CARDED	Onyx	10	
268	1	N/A	041554513523	UNSTOPPABLE EYELINER - CARDED	Cinnabar	20	
269	1	N/A	041554513530	UNSTOPPABLE EYELINER - CARDED	Pewter	30	
270	1	N/A	041554513547	UNSTOPPABLE EYELINER - CARDED	Sapphire	40	
271	1	N/A	041554460834	MASTER PRECISE SKINNY	Defining Black	210	
272	1	N/A	041554460841	MASTER PRECISE SKINNY	Sharp Brown	220	

Column: 3 - | Lower Notch: -1 | Fixture Type: SPECIAL KIT | Fixture Description: FW GRID WALL BRACKET KIT 1 PER FOOT **

SPECIAL KIT Fixture Re-Order Code: PM0000030670
SS Graphic Re-Order Code:
Graphic Re-Order Code:
SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code:
SPECIAL KIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code:
UPC Blade Code:



WAKEFERN 10' X 70" MAYBELLINE FASHION WALL PLANOGRAM - SPRING 2024
MNYWAK1070FWL.IS24

Column: 0 -		Fixture Type: DIVIDER	Fixture Description: FW LOGO PANEL LIT
DIVIDER Fixture Re-Order Code: PM0000019043			SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000013215			SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code:			DIVIDER Fixture Rolled-Up Code: PM0000019043
Shade Chart Re-Order Code:			UPC Blade Code:

Column: 3 - Row: 1	Lower Notch: 31	Fixture Type: SIGN	Fixture Description: FW COL TAT EYE STIX HDR (BTY+PRODUCT) 8X24 LIT **
SIGN Fixture Re-Order Code: PM0000030017			SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043968			SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code:			SIGN Fixture Rolled-Up Code:
Shade Chart Re-Order Code:			UPC Blade Code:

Column: 4 - Row: 1	Lower Notch: 27	Fixture Type: HOOK BARS	Fixture Description: FW 4HK LASH SEN SKY HIGH HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000069			SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042474			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: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
273	1	N/A	041554554076	LASH SENSATIONAL SERUM	LASH SENSATIONAL SERUM	250	
274	1	N/A	041554071863	LASH SENSATIONAL SKY HIGH	COSMIC BLACK	799	
275	1	N/A	041554590517	LASH SENSATIONAL SKY HIGH	BLACKEST BLACK	800	
276	1	N/A	041554590500	LASH SENSATIONAL SKY HIGH	VERY BLACK	801	

Column: 4 - Row: 2	Lower Notch: 20	Fixture Type: HOOK BARS	Fixture Description: FW 4HK LASH SEN BASE HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000069			SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042472			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: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
277	1	N/A	041554584219	LASH SENSATIONAL	Midnight Black	252	
278	1	N/A	041554420616	LASH SENSATIONAL	Blackest Black	00	
279	1	N/A	041554420623	LASH SENSATIONAL	Very Black	01	
280	1	N/A	041554420630	LASH SENSATIONAL	Brownish Black	02	

Column: 4 - Row: 3	Lower Notch: 12	Fixture Type: HOOK BARS	Fixture Description: FW 4HK FALSIES SURREAL HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000069			SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042868			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: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
281	1	N/A	041554081152	SURREAL EXTENSION	BLACKEST BLACK WSH	170	
282	1	N/A	041554079821	SURREAL EXTENSION	VERY BLACK WTP	185	
283	1	N/A	041554590364	FALSIES LASH LIFT	ULTRA BLACK INTENSIFIER	195	
284	1	N/A	041554578478	FALSIES LASH LIFT	Blackest Black	200	

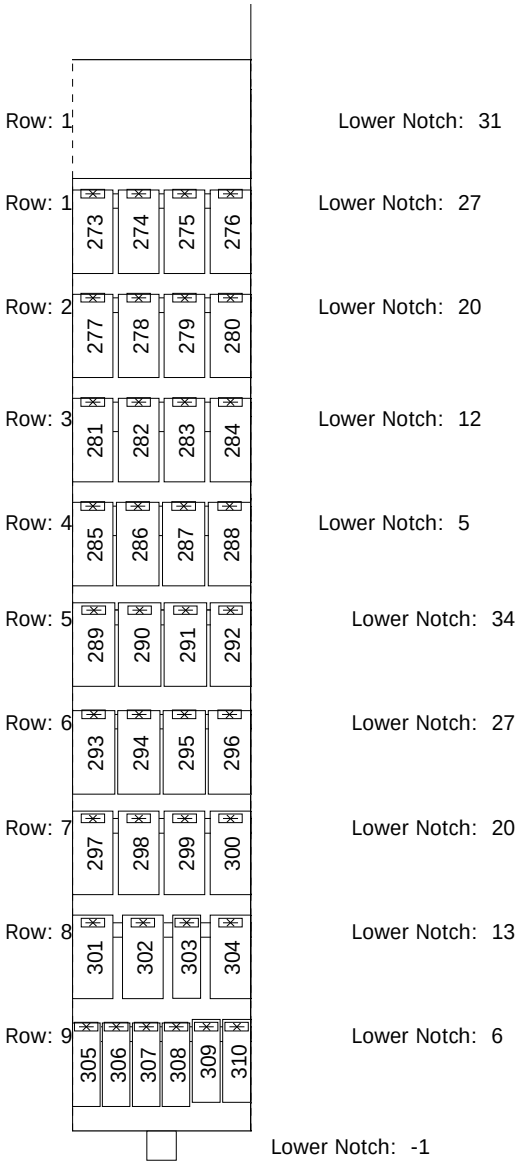
Column: 4 - Row: 4	Lower Notch: 5	Fixture Type: HOOK BARS	Fixture Description: FW 4HK COLOSSAL CURL BOUNCE HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000069			SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042449			SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code:			HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code:			UPC Blade Code: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
285	1	N/A	041554069563	COLOSSAL CURL BOUNCE	Blackest Black	350	
286	1	N/A	041554409291	COLOSSAL PUMPED UP!	Glam Black	00	
287	1	N/A	041554409321	COLOSSAL PUMPED UP!	Classic Black (WTP)	01	
288	1	N/A	041554409284	COLOSSAL PUMPED UP!	Classic Black	01	

Column: 4 - Row: 5	Lower Notch: 34	Fixture Type: HOOK BARS	Fixture Description: FW 4HK COLOSSAL BASE HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000069			SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042499			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: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
289	1	N/A	041554050899	COLOSSAL	Glam Black	00	
290	1	N/A	041554050905	COLOSSAL	Classic Black	01	
291	1	N/A	041554056761	COLOSSAL	Glam Brown (Brn/Blk)	2	
292	1	N/A	041554197037	COLOSSAL	Glam Black (WTP)	00	

Column: 4 - Row: 6	Lower Notch: 27	Fixture Type: HOOK BARS	Fixture Description: FW 4HK GREAT LASH BASE HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000069			SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042463			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: PM0000012603



LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
293	1	N/A	041554670745	GREAT LASH MASCARA	Blackest Black	00	
294	1	N/A	041554532722	GREAT LASH MASCARA	Very Black	1	
295	1	N/A	041554532722	GREAT LASH MASCARA	Very Black	1	
296	1	N/A	041554532807	GREAT LASH MASCARA	Brownish Black	2	

Column: 4 - Row: 7 | Lower Notch: 20 | Fixture Type: HOOK BARS | Fixture Description: FW 4HK GREAT LASH BIG HKBR LIT **

HOOK BARS Fixture Re-Order Code: PL2000000069 | SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042464 | 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: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
297	1	N/A	041554209310	GREAT LASH BIG	Blackest Black	00	
298	1	N/A	041554209327	GREAT LASH BIG	Very Black	01	
299	1	N/A	041554209334	GREAT LASH BIG	Brownish Black	02	
300	1	N/A	041554672237	GREAT LASH CURVED BRUSH	Blackest Black	00	

Column: 4 - Row: 8 | Lower Notch: 13 | Fixture Type: HOOK BARS | Fixture Description: FW 4HK LD GEL LNR POT HKBR LIT **

HOOK BARS Fixture Re-Order Code: PL2000000069 | SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042476 | 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: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
301	1	N/A	041554220186	EYE STUDIO GEL LINER	Blackest Black	50	
302	1	N/A	041554220193	EYE STUDIO GEL LINER	Brown	52	
303	1	N/A	041554209440	LINE STILETTO LIQUID LINER	Blackest Black	1	
304	1	N/A	041554208832	LASH STILETTO WP	Very Black	01	

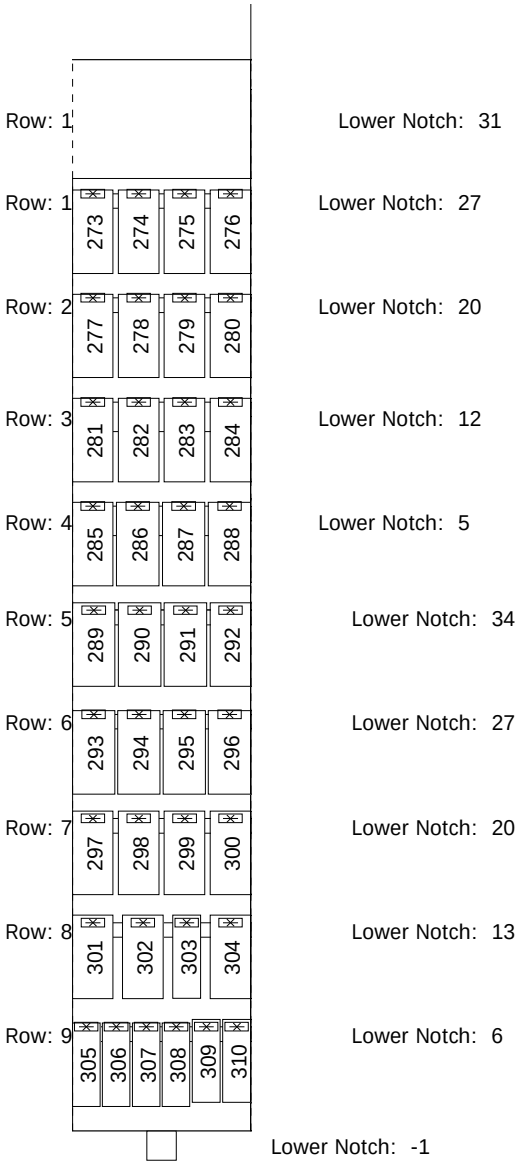
Column: 4 - Row: 9 | Lower Notch: 6 | Fixture Type: HOOK BARS | Fixture Description: FW 6HK LINE EXPRESS HKBR LIT **

HOOK BARS Fixture Re-Order Code: PL2000000067 | SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042478 | 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: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
305	1	N/A	041554541915	MASTER PRECISE INK LINER	BLACK COMET	510	
306	1	N/A	041554572476	LINE EXPRESS	Ebony Black	01	
307	1	N/A	041554572483	LINE EXPRESS	Soft Black	02	
308	1	N/A	041554572490	LINE EXPRESS	Brownish Black	03	
309	1	N/A	041554009071	DEFINE A LINE	Ebony Black	1	
310	1	N/A	041554009095	DEFINE A LINE	Brownish Black	3	

Column: 4 - | Lower Notch: -1 | Fixture Type: SPECIAL KIT | Fixture Description: FW GRID WALL BRACKET KIT 1 PER FOOT **

SPECIAL KIT Fixture Re-Order Code: PM0000030670 | SS Graphic Re-Order Code:
Graphic Re-Order Code: | SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: | SPECIAL KIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: | UPC Blade Code:



WAKEFERN 10' X 70" MAYBELLINE FASHION WALL PLANOGRAM - SPRING 2024
MNYWAK1070FWL.IS24

Column: 0 - Fixture Type: DIVIDER Fixture Description: FW LOGO PANEL LIT
DIVIDER Fixture Re-Order Code: PM0000019043 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000013215 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: DIVIDER Fixture Rolled-Up Code: PM0000019043
Shade Chart Re-Order Code: UPC Blade Code:

Column: 5 - Row: 1 Lower Notch: 31 Fixture Type: SIGN Fixture Description: FW FALSIES SURREAL HDR (BTY+PRODUCT) 8X24 LIT **
SIGN Fixture Re-Order Code: PM0000030017 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043976 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: SIGN Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 5 - Row: 2 Lower Notch: 27 Fixture Type: HOOK BARS Fixture Description: FW 4HK LASH SEN LUSCIOUS HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000069 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042473 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: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
311	1	N/A	041554076448	LASH SENSATIONAL SKY HIGH	True Brown	804	
312	1	N/A	041554590913	LASH SENSATIONAL SKY HIGH	Very Black (WTP)	802	
313	1	N/A	041554590906	LASH SENSATIONAL SKY HIGH	Brownish Black (WTP)	803	
314	1	N/A	041554460247	LASH SENSATIONAL LUSCIOUS	Blackest Black	00	

Column: 5 - Row: 3 Lower Notch: 20 Fixture Type: HOOK BARS Fixture Description: FW 4HK LASH SEN BASE HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000069 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042472 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: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
315	1	N/A	041554420654	LASH SENSATIONAL	Brownish Black (WTP)	02	
316	1	N/A	041554420647	LASH SENSATIONAL	Very Black (WTP)	01	
317	1	N/A	041554460254	LASH SENSATIONAL LUSCIOUS	Very Black	01	
318	1	N/A	041554460278	LASH SENSATIONAL LUSCIOUS	Very Black (WTP)	01	

Column: 5 - Row: 4 Lower Notch: 13 Fixture Type: HOOK BARS Fixture Description: FW 4HK FALSIES BASE HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000069 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042458 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: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
319	1	N/A	041554578485	FALSIES LASH LIFT	Very Black	201	
320	1	N/A	041554578492	FALSIES LASH LIFT	VERY BLACK (WTP)	202	
321	1	N/A	041554578508	FALSIES LASH LIFT	BROWNISH BLACK (WTP)	203	
322	1	N/A	041554217957	FALSIES MASCARA	Blackest Black	00	

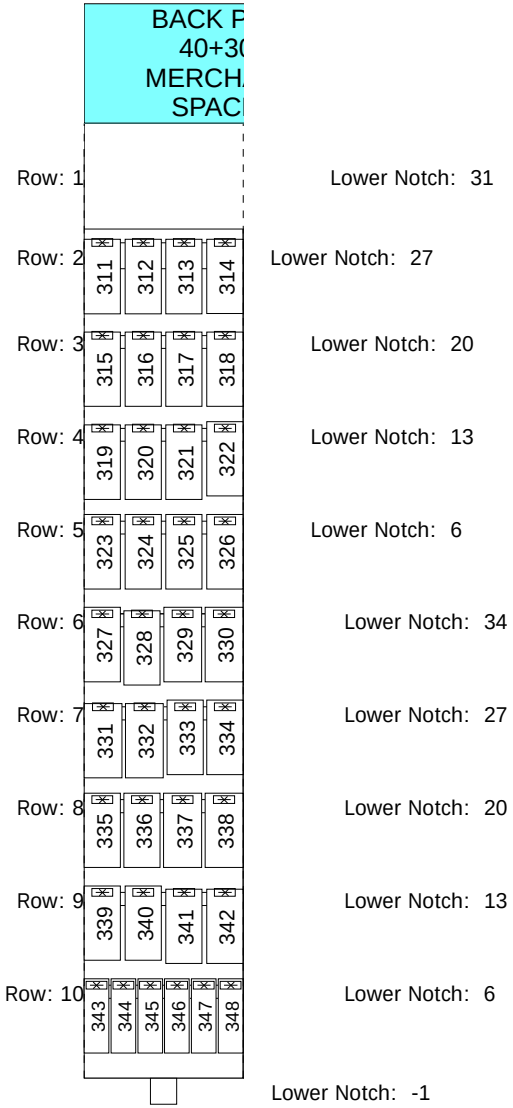
Column: 5 - Row: 5 Lower Notch: 6 Fixture Type: HOOK BARS Fixture Description: FW 4HK FALSIES BASE HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000069 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042458 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
323	1	N/A	041554217964	FALSIES MASCARA	Very Black	01	
324	1	N/A	041554217971	FALSIES MASCARA	Brownish Black	02	
325	1	N/A	041554217988	FALSIES MASCARA	Very Black (WTP)	01	
326	1	N/A	041554217995	FALSIES MASCARA	Brownish Black (WTP)	02	

Column: 5 - Row: 6 Lower Notch: 34 Fixture Type: HOOK BARS Fixture Description: FW 4HK VE CAT EYES HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000069 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042498 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: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
327	1	N/A	041554197044	COLOSSAL	Classic Black (WTP)	1	
328	1	N/A	041554493719	COLOSSAL BIG SHOT	Blackest Black	223	
329	1	N/A	041554288261	COLOSSAL CAT EYES MASCARA	Glam Black (WTP)	01	
330	1	N/A	041554288254	COLOSSAL CAT EYES MASCARA	Glam Black	01	

Column: 5 - Row: 7 Lower Notch: 27 Fixture Type: HOOK BARS Fixture Description: FW 4HK GREAT LASH BASE HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000069 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042463 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: PM0000012603



LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
331	1	N/A	041554532982	GREAT LASH MASCARA	DARK BROWN	3	
332	1	N/A	041554519457	GREAT LASH MASCARA	Clear	10	
333	1	N/A	041554626964	GREAT LASH MASCARA	Very Black (WTP)	1	
334	1	N/A	041554626988	GREAT LASH MASCARA	Brownish Black (WTP)	3	

Column: 5 - Row: 8 | Lower Notch: 20 | Fixture Type: HOOK BARS | Fixture Description: FW 4HK VE ROCKET HKBR LIT **

HOOK BARS Fixture Re-Order Code: PL2000000069 | SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042502 | 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: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
335	1	N/A	041554239423	Great Lash Lots of Lashes	Blackest Black	00	
336	1	N/A	041554239416	Great Lash Lots of Lashes	Very Black	01	
337	1	N/A	041554288384	VE ROCKET MASCARA	Blackest Black	00	
338	1	N/A	041554288377	VE ROCKET MASCARA	Very Black	01	

Column: 5 - Row: 9 | Lower Notch: 13 | Fixture Type: HOOK BARS | Fixture Description: FW 4HK SNAPSCARA HKBR LIT **

HOOK BARS Fixture Re-Order Code: PL2000000069 | SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042485 | 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: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
339	1	N/A	041554054156	LASH STILETTO	Very Black	1	
340	1	N/A	041554269567	ILLEGAL LENGTHS MASC	Blackest Black	00	
341	1	N/A	041554539912	SNPSACARA	Pitch Black	300	
342	1	N/A	041554578539	SNPSACARA	PITCH BLACK (WTP)	340	

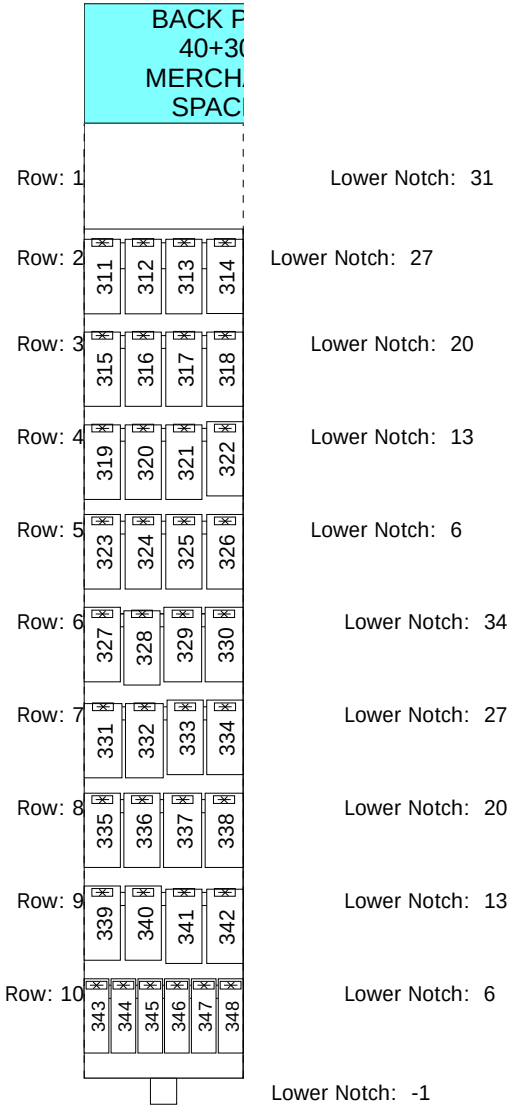
Column: 5 - Row: 10 | Lower Notch: 6 | Fixture Type: HOOK BARS | Fixture Description: FW 6HK EXPERT EYES TWIN BROW HKBR LIT **

HOOK BARS Fixture Re-Order Code: PL2000000067 | SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042455 | 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: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
343	1	N/A	041554533156	LINEWORKS ULTRA LINER WATERPROOF	Black	1	
344	1	N/A	041554533163	LINEWORKS ULTRA LINER WATERPROOF	DARK BROWN	2	
345	1	N/A	041554530179	EXPERT EYES TWIN BROW & EYE PENCILS	Velvet Black	01	
346	1	N/A	041554530254	EXPERT EYES TWIN BROW & EYE PENCILS	DARK BROWN	02	
347	1	N/A	041554530667	EXPERT EYES TWIN BROW & EYE PENCILS	Medium Brown	03	
348	1	N/A	041554507379	EXPERT EYES TWIN BROW & EYE PENCILS	Blonde	7	

Column: 5 - | Lower Notch: -1 | Fixture Type: SPECIAL KIT | Fixture Description: FW GRID WALL BRACKET KIT 1 PER FOOT **

SPECIAL KIT Fixture Re-Order Code: PM0000030670 | SS Graphic Re-Order Code:
Graphic Re-Order Code: | SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: | SPECIAL KIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: | UPC Blade Code:



WAKEFERN 10' X 70" MAYBELLINE FASHION WALL PLANOGRAM - SPRING 2024

MNYWAK1070FWL.IS24

Column: 0 - Fixture Type: DIVIDER Fixture Description: FW LOGO PANEL LIT
DIVIDER Fixture Re-Order Code: PM0000019043 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000013215 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: DIVIDER Fixture Rolled-Up Code: PM0000019043
Shade Chart Re-Order Code: UPC Blade Code:

Column: 5 - Row: 1 Lower Notch: 31 Fixture Type: SIGN Fixture Description: FW FALSIES SURREAL HDR (BTY+PRODUCT) 8X24 LIT **
SIGN Fixture Re-Order Code: PM0000030017 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043976 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: SIGN Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 6 - Row: 1 Lower Notch: 27 Fixture Type: HOOK BARS Fixture Description: FW 6HK BROW FAST SCULPT GEL HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000067 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042447 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: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
349	1	N/A	041554578690	BROW FAST SCULPT	Blonde	250	
350	1	N/A	041554578706	BROW FAST SCULPT	Soft Brown	255	
351	1	N/A	041554578720	BROW FAST SCULPT	Medium Brown	257	
352	1	N/A	041554578737	BROW FAST SCULPT	DEEP BROWN	260	
353	1	N/A	041554578744	BROW FAST SCULPT	Black Brown	262	
354	1	N/A	041554578751	BROW FAST SCULPT	Clear	264	

Column: 6 - Row: 2 Lower Notch: 20 Fixture Type: HOOK BARS Fixture Description: FW 6HK EXPRESS BROW ULTRA SLIM HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000067 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042457 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: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
355	1	N/A	041554572292	BROW ULTRA SLIM	Blonde	250	
356	1	N/A	041554083705	BROW ULTRA SLIM	TAUPE	253	
357	1	N/A	041554572308	BROW ULTRA SLIM	Soft Brown	255	
358	1	N/A	041554572308	BROW ULTRA SLIM	Soft Brown	255	
359	1	N/A	041554083729	BROW ULTRA SLIM	AUBURN	256	
360	1	N/A	041554572322	BROW ULTRA SLIM	Medium Brown	257	

Column: 6 - Row: 3 Lower Notch: 13 Fixture Type: HOOK BARS Fixture Description: FW 6HK EXPRESS BROW (DEMO) HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000067 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042456 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: PM0000012603

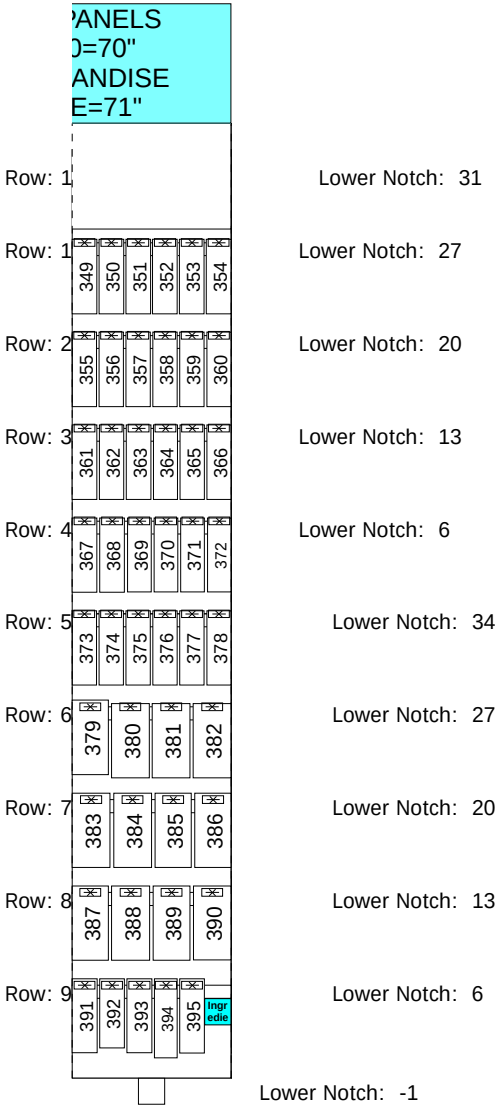
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
361	1	N/A	041554064308	Express Brow Duo	Blonde	250	
362	1	N/A	041554064315	Express Brow Duo	Soft Brown	255	
363	1	N/A	041554083712	BROW ULTRA SLIM	ASH BROWN	259	
364	1	N/A	041554572339	BROW ULTRA SLIM	DEEP BROWN	260	
365	1	N/A	041554572346	BROW ULTRA SLIM	Black Brown	262	
366	1	N/A	041554581393	BROW ULTRA SLIM	Black	264	

Column: 6 - Row: 4 Lower Notch: 6 Fixture Type: HOOK BARS Fixture Description: FW 6HK TS BROW TINT PEN HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000067 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042489 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: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
367	1	N/A	041554064322	Express Brow Duo	Medium Brown	257	
368	1	N/A	041554064339	Express Brow Duo	Deep Brown	260	
369	1	N/A	041554545012	TATTOOSTUDIO BROW TINT PEN	Blonde	350	
370	1	N/A	041554545029	TATTOOSTUDIO BROW TINT PEN	Soft Brown	355	
371	1	N/A	041554545036	TATTOOSTUDIO BROW TINT PEN	Medium Brown	360	
372	1	N/A	041554547092	TATTOOSTUDIO BROW TINT PEN	DEEP BROWN	365	

Column: 6 - Row: 5 Lower Notch: 34 Fixture Type: HOOK BARS Fixture Description: FW 6HK TS BROW POMADE HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000067 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042488 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: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
373	1	N/A	041554559736	TattooStudio Brow Pomade	Blonde	372	
374	1	N/A	041554559743	TattooStudio Brow Pomade	Soft Brown	374	



375	1	N/A	041554559750	TattooStudio Brow Pomade	Medium Brown	376	
376	1	N/A	041554559767	TattooStudio Brow Pomade	Ash Brown	378	
377	1	N/A	041554559774	TattooStudio Brow Pomade	DEEP BROWN	380	
378	1	N/A	041554563733	TattooStudio Brow Pomade	Black Brown	382	

Column: 6 - Row: 6 Lower Notch: 27 Fixture Type: HOOK BARS Fixture Description: FW 4HK TTL TMPT MASC HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000069 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042495 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: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
379	1	N/A	041554268706	FALSIES FLARED	Blackest Black	00	
380	1	N/A	041554522556	TOTAL TEMPTATION	BLACKEST BLACK	601	
381	1	N/A	041554522563	TOTAL TEMPTATION	VERY BLACK	602	
382	1	N/A	041554522679	TOTAL TEMPTATION	Very Black (WTP)	604	

Column: 6 - Row: 7 Lower Notch: 20 Fixture Type: HOOK BARS Fixture Description: FW 4HK VE ROCKET HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000069 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042502 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: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
383	1	N/A	041554288452	VE ROCKET MASCARA WP	Very Black	01	
384	1	N/A	041554281446	MEGA PLUSH MASCARA	Blackest Black	00	
385	1	N/A	041554699159	FULL 'N SOFT	Very Black	1	
386	1	N/A	041554605228	FULL 'N SOFT	Very Black (WTP)	1	

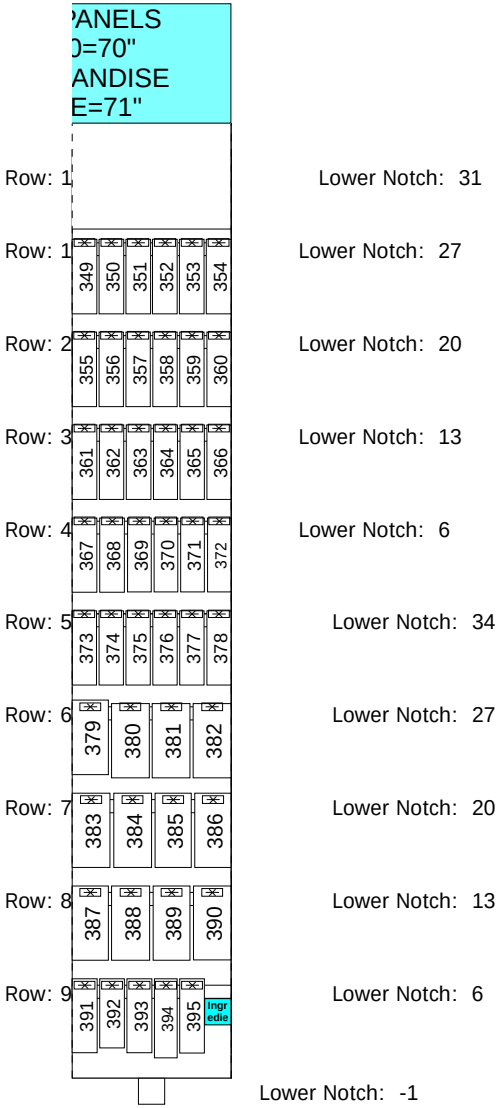
Column: 6 - Row: 8 Lower Notch: 13 Fixture Type: HOOK BARS Fixture Description: FW 4HK LASH DISCOVERY HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000069 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042471 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
387	1	N/A	041554647372	LASH DISCOVERY WASHABLE	Very Black	1	
388	1	N/A	041554650495	LASH DISCOVERY WP	Very Black	1	
389	1	N/A	041554007503	DEFINE A LASH LENGTH MASCARA	Very Black	1	
390	1	N/A	041554415131	Baby Skin	Instant Pore Eraser	010	

Column: 6 - Row: 9 Lower Notch: 6 Fixture Type: HOOK BARS Fixture Description: FW 6HK MAKEUP TOOLS HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000067 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042480 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: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
391	1	N/A	041554535457	EYELASH CURLER REFILLS	0		
392	1	N/A	041554535426	EYELASH CURLER	EXPERT TOOLS EYELASH CURLER		
393	1	N/A	041554535419	DUAL SHARPENER	EXPERT TOOLS DUAL SHARPENER		
394	1	N/A	041554535273	BRUSH N' COMB	EXPERT TOOLS BRUSH 'N COMB		
395	1	N/A	041554529043	TWEEZER (UPGRADED)	UPGRADED TWEEZER		

Column: 6 - Lower Notch: -1 Fixture Type: SPECIAL KIT Fixture Description: FW GRID WALL BRACKET KIT 1 PER FOOT **
SPECIAL KIT Fixture Re-Order Code: PM0000030670 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: SPECIAL KIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:



WAKEFERN 10' X 70" MAYBELLINE FASHION WALL PLANOGRAM - SPRING 2024
MNYWAK1070FWL.IS24

Column: 0 -		Fixture Type: DIVIDER	Fixture Description: FW LOGO PANEL LIT
DIVIDER Fixture Re-Order Code: PM0000019043			SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000013215			SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code:			DIVIDER Fixture Rolled-Up Code: PM0000019043
Shade Chart Re-Order Code:			UPC Blade Code:

Column: 7 - Row: 1	Lower Notch: 31	Fixture Type: SIGNS	Fixture Description: FW FM HDR (BTY+PRODUCT) 8X24 LIT **
SIGNS Fixture Re-Order Code: PM0000030017			SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043952			SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code:			SIGNS Fixture Rolled-Up Code:
Shade Chart Re-Order Code:			UPC Blade Code:

Column: 7 - Row: 2	Lower Notch: 28	Fixture Type: SIGNS	Fixture Description: FW FM M&P (NAV) 3X24 LIT **
SIGNS Fixture Re-Order Code: PM0000027634			SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043992			SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code:			SIGNS Fixture Rolled-Up Code:
Shade Chart Re-Order Code:			UPC Blade Code:

Column: 7 - Row: 3	Lower Notch: 21	Fixture Type: TRAYS	Fixture Description: FW FM M&P FNDTN 1.5 D2L LIT**
TRAYS Fixture Re-Order Code: PM0000019001			SS Graphic Re-Order Code:
Graphic Re-Order Code:			SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042407			TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042903			UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
396	1	N/A	041554539776	FitMe MATTE+PORELESS FNDTN	ESPRESSO	380	
397	1	N/A	041554538748	FitMe MATTE+PORELESS FNDTN	JAVA	375	
398	1	N/A	041554539752	FitMe MATTE+PORELESS FNDTN	DEEP BRONZE	370	
399	1	N/A	041554538731	FitMe MATTE+PORELESS FNDTN	DEEP GOLDEN	368	
400	1	N/A	041554539721	FitMe MATTE+PORELESS FNDTN	NUTMEG	365	
401	1	N/A	041554538724	FitMe MATTE+PORELESS FNDTN	Truffle	362	
402	1	N/A	041554466522	FitMe MATTE+PORELESS FNDTN	Mocha	360	
403	1	N/A	041554538717	FitMe MATTE+PORELESS FNDTN	Latte	358	

Column: 7 - Row: 4	Lower Notch: 15	Fixture Type: TRAYS	Fixture Description: FW FM M&P FNDTN 3.5 D2L LIT**
TRAYS Fixture Re-Order Code: PM0000019001			SS Graphic Re-Order Code:
Graphic Re-Order Code:			SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042407			TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042905			UPC Blade Code:

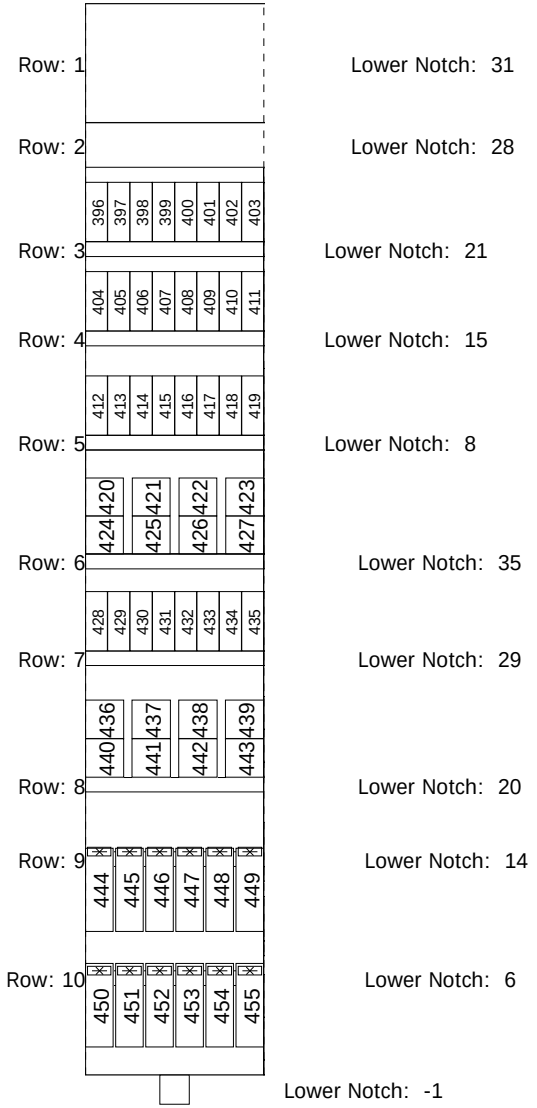
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
404	1	N/A	041554438192	FitMe MATTE+PORELESS FNDTN	Warm Honey	322	
405	1	N/A	041554466478	FitMe MATTE+PORELESS FNDTN	NATURAL TAN	320	
406	1	N/A	041554539622	FitMe MATTE+PORELESS FNDTN	GOLDEN	312	
407	1	N/A	041554433500	FitMe MATTE+PORELESS FNDTN	Sun Beige	310	
408	1	N/A	041554539615	FitMe MATTE+PORELESS FNDTN	CLASSIC BEIGE	245	
409	1	N/A	041554538700	FitMe MATTE+PORELESS FNDTN	LIGHT HONEY	242	
410	1	N/A	041554438185	FitMe MATTE+PORELESS FNDTN	Rich Tan	238	
411	1	N/A	041554433494	FitMe MATTE+PORELESS FNDTN	Pure Beige	235	

Column: 7 - Row: 5	Lower Notch: 8	Fixture Type: TRAYS	Fixture Description: FW FM M&P FNDTN 5.5 D2L LIT**
TRAYS Fixture Re-Order Code: PM0000019001			SS Graphic Re-Order Code:
Graphic Re-Order Code:			SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042407			TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042907			UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
412	1	N/A	041554466454	FitMe MATTE+PORELESS FNDTN	CREAMY BEIGE	122	
413	1	N/A	041554433449	FitMe MATTE+PORELESS FNDTN	Clsc Ivory	120	
414	1	N/A	041554539462	FitMe MATTE+PORELESS FNDTN	LIGHT BEIGE	118	
415	1	N/A	041554433432	FitMe MATTE+PORELESS FNDTN	Ivory	115	
416	1	N/A	041554433425	FitMe MATTE+PORELESS FNDTN	Ntrl Ivory	112	
417	1	N/A	041554433418	FitMe MATTE+PORELESS FNDTN	Porcelain	110	
418	1	N/A	041554538328	FitMe MATTE+PORELESS FNDTN	Fair Ivory	105	
419	1	N/A	041554538311	FitMe MATTE+PORELESS FNDTN	FAIR PORCELAIN	102	

Column: 7 - Row: 6	Lower Notch: 35	Fixture Type: TRAYS	Fixture Description: FW FM M&P PDR 1.2 LIT **
TRAYS Fixture Re-Order Code: PM0000014619			SS Graphic Re-Order Code:
Graphic Re-Order Code:			SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042405			TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000044113,PM0000044112			UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
420	1	N/A	041554553482	FitMe MATTE+PORELESS PDR	JAVA	375	
421	1	N/A	041554553529	FitMe MATTE+PORELESS PDR	Nutmeg	365	
422	1	N/A	041554488364	FitMe MATTE+PORELESS PDR	Mocha	360	



423	1	N/A	041554553468	FitMe MATTE+PORELESS PDR	Coconut	355	
424	1	N/A	041554553512	FitMe MATTE+PORELESS PDR	Warm Sun	334	
425	1	N/A	041554433852	FitMe MATTE+PORELESS PDR	Toffee	330	
426	1	N/A	041554488357	FitMe MATTE+PORELESS PDR	NATURAL TAN	320	
427	1	N/A	041554433845	FitMe MATTE+PORELESS PDR	Sun Beige	310	

Column: 7 - Row: 7 | Lower Notch: 29 | Fixture Type: TRAYS | Fixture Description: FW FM D&S FNDTN 1.2 D2L LIT **

TRAYS Fixture Re-Order Code: PM0000019001 | SS Graphic Re-Order Code:
Graphic Re-Order Code: | SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042389 | TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042890 | UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
428	1	N/A	041554339895	FitMe DEW+SMTH FNDTN	Mocha	360	
429	1	N/A	041554247152	FitMe DEW+SMTH FNDTN	Coconut	355	
430	1	N/A	041554400816	FitMe DEW+SMTH FNDTN	Toffee	330	
431	1	N/A	041554238778	FitMe DEW+SMTH FNDTN	Soft Honey	315	
432	1	N/A	041554238761	FitMe DEW+SMTH FNDTN	Sun Bge	310	
433	1	N/A	041554339697	FitMe DEW+SMTH FNDTN	Gldn Bge	240	
434	1	N/A	041554238747	FitMe DEW+SMTH FNDTN	Pure Bge	235	
435	1	N/A	041554238730	FitMe DEW+SMTH FNDTN	Nat Buff	230	

Column: 7 - Row: 8 | Lower Notch: 20 | Fixture Type: TRAYS | Fixture Description: FW FM LOOSE PDR 1.1 D2L LIT **

TRAYS Fixture Re-Order Code: PM0000024116 | SS Graphic Re-Order Code:
Graphic Re-Order Code: | SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042392 | 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
436	1	N/A	041554503050	FIT ME LOOSE POWDER	Dark	40	
437	1	N/A	041554503043	FIT ME LOOSE POWDER	Deep	35	
438	1	N/A	041554503036	FIT ME LOOSE POWDER	Medium Deep	30	
439	1	N/A	041554502046	FIT ME LOOSE POWDER	Medium	25	
440	1	N/A	041554502039	FIT ME LOOSE POWDER	Light Medium	20	
441	1	N/A	041554502022	FIT ME LOOSE POWDER	Light	15	
442	1	N/A	041554502015	FIT ME LOOSE POWDER	FAIR LIGHT	10	
443	1	N/A	041554501995	FIT ME LOOSE POWDER	Fair	05	

Column: 7 - Row: 9 | Lower Notch: 14 | Fixture Type: HOOK BARS | Fixture Description: FW 6HK CHEEK HEAT BLUSH HKBR LIT **

HOOK BARS Fixture Re-Order Code: PL2000000067 | SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042448 | 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: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
444	1	N/A	041554578171	CHEEK HEAT BLUSH	PINK SCORCH	10	
445	1	N/A	041554578188	CHEEK HEAT BLUSH	NUDE BURN	15	
446	1	N/A	041554578195	CHEEK HEAT BLUSH	ROSE FLUSH	20	
447	1	N/A	041554578201	CHEEK HEAT BLUSH	FUCHSIA SPARK	25	
448	1	N/A	041554578218	CHEEK HEAT BLUSH	CORAL EMBER	30	
449	1	N/A	041554578225	CHEEK HEAT BLUSH	BERRY FLAME	35	

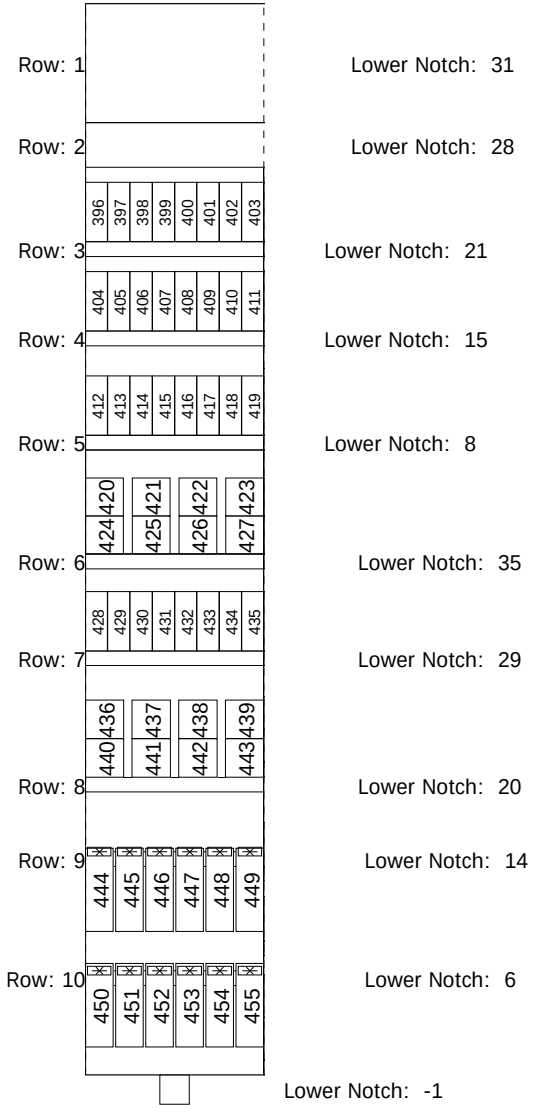
Column: 7 - Row: 10 | Lower Notch: 6 | Fixture Type: HOOK BARS | Fixture Description: FW 6HK COVERSTICK HKBR LIT **

HOOK BARS Fixture Re-Order Code: PL2000000067 | SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042450 | 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: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
450	1	N/A	041554543872	COVER STICK	Ivory	1	
451	1	N/A	041554543889	COVER STICK	Light Beige	2	
452	1	N/A	041554543896	COVER STICK	Medium Beige	3	
453	1	N/A	041554543902	COVER STICK	Deep Beige	4	
454	1	N/A	041554615982	COVER STICK	Yellow Corrects Dark Circles	8	
455	1	N/A	041554616019	COVER STICK	Green Corrects Redness	9	

Column: 7 - | Lower Notch: -1 | Fixture Type: SPECIAL KIT | Fixture Description: FW GRID WALL BRACKET KIT 1 PER FOOT **

SPECIAL KIT Fixture Re-Order Code: PM0000030670 | SS Graphic Re-Order Code:
Graphic Re-Order Code: | SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: | SPECIAL KIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: | UPC Blade Code:



WAKEFERN 10' X 70" MAYBELLINE FASHION WALL PLANOGRAM - SPRING 2024

MNYWAK1070FWL.IS24

Column: 0 -		Fixture Type: DIVIDER	Fixture Description: FW LOGO PANEL LIT
DIVIDER Fixture Re-Order Code: PM0000019043			SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000013215			SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code:			DIVIDER Fixture Rolled-Up Code: PM0000019043
Shade Chart Re-Order Code:			UPC Blade Code:

Column: 7 - Row: 1	Lower Notch: 31	Fixture Type: SIGNS	Fixture Description: FW FM HDR (BTY+PRODUCT) 8X24 LIT **
SIGNS Fixture Re-Order Code: PM0000030017			SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043952			SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code:			SIGNS Fixture Rolled-Up Code:
Shade Chart Re-Order Code:			UPC Blade Code:

Column: 7 - Row: 2	Lower Notch: 28	Fixture Type: SIGNS	Fixture Description: FW FM M&P (NAV) 3X24 LIT **
SIGNS Fixture Re-Order Code: PM0000027634			SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043992			SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code:			SIGNS Fixture Rolled-Up Code:
Shade Chart Re-Order Code:			UPC Blade Code:

Column: 8 - Row: 1	Lower Notch: 21	Fixture Type: TRAYS	Fixture Description: FW FM M&P FNDTN 2.5 D2L LIT**
TRAYS Fixture Re-Order Code: PM0000019001			SS Graphic Re-Order Code:
Graphic Re-Order Code:			SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042407			TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042904			UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
456	1	N/A	041554539677	FitMe MATTE+PORELESS FNDTN	WARM COCONUT	356	
457	1	N/A	041554433524	FitMe MATTE+PORELESS FNDTN	Coconut	355	
458	1	N/A	041554466515	FitMe MATTE+PORELESS FNDTN	CAPPUCCINO	340	
459	1	N/A	041554466508	FitMe MATTE+PORELESS FNDTN	SPICY BROWN	338	
460	1	N/A	041554466492	FitMe MATTE+PORELESS FNDTN	Classic Tan	335	
461	1	N/A	041554539639	FitMe MATTE+PORELESS FNDTN	WARM SUN	334	
462	1	N/A	041554466485	FitMe MATTE+PORELESS FNDTN	GOLDEN CARAMEL	332	
463	1	N/A	041554433517	FitMe MATTE+PORELESS FNDTN	Toffee	330	

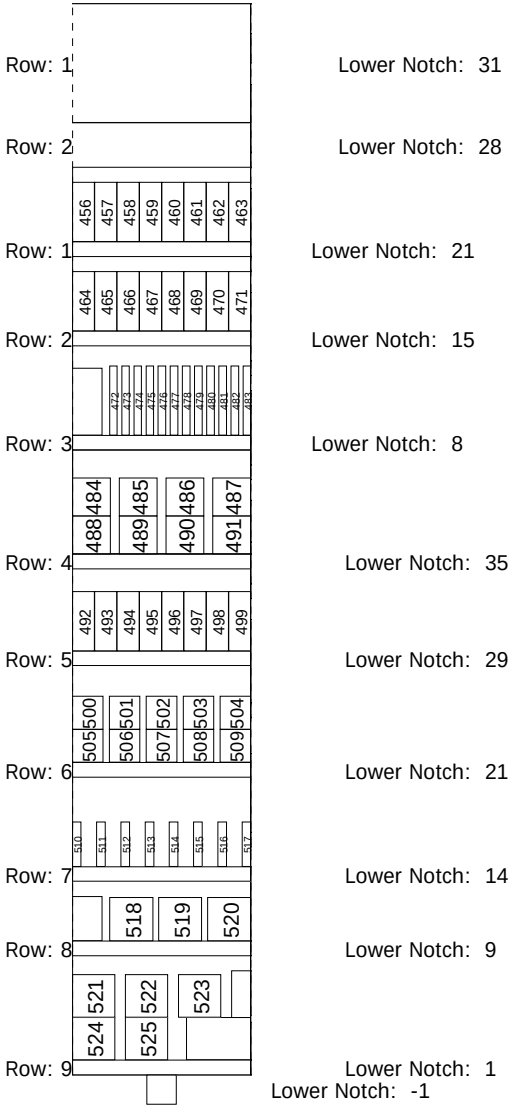
Column: 8 - Row: 2	Lower Notch: 15	Fixture Type: TRAYS	Fixture Description: FW FM M&P FNDTN 4.5 D2L LIT**
TRAYS Fixture Re-Order Code: PM0000019001			SS Graphic Re-Order Code:
Graphic Re-Order Code:			SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042407			TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042906			UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
464	1	N/A	041554433487	FitMe MATTE+PORELESS FNDTN	Ntrl Buff	230	
465	1	N/A	041554438178	FitMe MATTE+PORELESS FNDTN	Soft Tan	228	
466	1	N/A	041554466461	FitMe MATTE+PORELESS FNDTN	True Beige	222	
467	1	N/A	041554433470	FitMe MATTE+PORELESS FNDTN	Ntrl Beige	220	
468	1	N/A	041554433463	FitMe MATTE+PORELESS FNDTN	Buff Beige	130	
469	1	N/A	041554438161	FitMe MATTE+PORELESS FNDTN	Warm Nude	128	
470	1	N/A	041554433456	FitMe MATTE+PORELESS FNDTN	Nude Beige	125	
471	1	N/A	041554538694	FitMe MATTE+PORELESS FNDTN	SOFT SAND	124	

Column: 8 - Row: 3	Lower Notch: 8	Fixture Type: TRAYS	Fixture Description: FW FM CNCLR 1.1 D2L LIT **
TRAYS Fixture Re-Order Code: PM0000026554			SS Graphic Re-Order Code: PM0000040562
Graphic Re-Order Code:			SS Holder Re-Order Code: PM0000026527
Carrier Tray Graphic Re-Order Code: PM0000042393			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
472	1	N/A	041554550504	FitMe CONCEALER	Cocoa	60	
473	1	N/A	041554550498	FitMe CONCEALER	Hazelnut	55	
474	1	N/A	041554247756	FitMe CONCEALER	Cafe	50	
475	1	N/A	041554550481	FitMe CONCEALER	Tan	45	
476	1	N/A	041554550474	FitMe CONCEALER	Caramel	40	
477	1	N/A	041554247749	FitMe CONCEALER	Deep	35	
478	1	N/A	041554550467	FitMe CONCEALER	Honey	30	
479	1	N/A	041554247725	FitMe CONCEALER	Med	25	
480	1	N/A	041554247732	FitMe CONCEALER	Sand	20	
481	1	N/A	041554247718	FitMe CONCEALER	Light	15	
482	1	N/A	041554247701	FitMe CONCEALER	Fair	10	
483	1	N/A	041554550450	FitMe CONCEALER	Ivory	05	

Column: 8 - Row: 4	Lower Notch: 35	Fixture Type: TRAYS	Fixture Description: FW FM M&P PDR 2.2 LIT **
TRAYS Fixture Re-Order Code: PM0000014619			SS Graphic Re-Order Code:
Graphic Re-Order Code:			SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042405			TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042973,PM0000042974			UPC Blade Code:



LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
484	1	N/A	041554488340	FitMe MATTE+PORELESS PDR	Pure Beige	235	
485	1	N/A	041554433821	FitMe MATTE+PORELESS PDR	Natural Buff	230	
486	1	N/A	041554488333	FitMe MATTE+PORELESS PDR	True Beige	222	
487	1	N/A	041554433814	FitMe MATTE+PORELESS PDR	Natural Beige	220	
488	1	N/A	041554433807	FitMe MATTE+PORELESS PDR	Buff Beige	130	
489	1	N/A	041554433784	FitMe MATTE+PORELESS PDR	Classic Ivory	120	
490	1	N/A	041554433753	FitMe MATTE+PORELESS PDR	Porcelain	110	
491	1	N/A	041554433746	FitMe MATTE+PORELESS PDR	Translucent	100	

Column: 8 - Row: 5 | Lower Notch: 29 | Fixture Type: TRAYS | Fixture Description: FW FM D&S FNDTN 2.2 D2L LIT **

TRAYS Fixture Re-Order Code: PM0000019001 | SS Graphic Re-Order Code:
Graphic Re-Order Code: | SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042389 | TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042891 | UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
492	1	N/A	041554238723	FitMe DEW+SMTH FNDTN	Med Buff	225	
493	1	N/A	041554238716	FitMe DEW+SMTH FNDTN	Nat Bge	220	
494	1	N/A	041554238709	FitMe DEW+SMTH FNDTN	Sandy Bge	210	
495	1	N/A	041554238686	FitMe DEW+SMTH FNDTN	Buff Bge	130	
496	1	N/A	041554238679	FitMe DEW+SMTH FNDTN	Nude Bge	125	
497	1	N/A	041554238662	FitMe DEW+SMTH FNDTN	Clsc Ivry	120	
498	1	N/A	041554238655	FitMe DEW+SMTH FNDTN	Ivry	115	
499	1	N/A	041554238648	FitMe DEW+SMTH FNDTN	Porcelain	110	

Column: 8 - Row: 6 | Lower Notch: 21 | Fixture Type: TRAYS | Fixture Description: FW FM BLUSH 1.1 LIT **

TRAYS Fixture Re-Order Code: PM0000023553 | SS Graphic Re-Order Code:
Graphic Re-Order Code: | SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042391 | 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
500	1	N/A	041554503067	FIT ME BLUSH	Buff	10	
501	1	N/A	041554503074	FIT ME BLUSH	Nude	15	
502	1	N/A	041554503098	FIT ME BLUSH	Mauve	20	
503	1	N/A	041554503104	FIT ME BLUSH	Pink	25	
504	1	N/A	041554503111	FIT ME BLUSH	Rose	30	
505	1	N/A	041554503135	FIT ME BLUSH	Coral	35	
506	1	N/A	041554503142	FIT ME BLUSH	Peach	40	
507	1	N/A	041554503159	FIT ME BLUSH	Plum	45	
508	1	N/A	041554503524	FIT ME BLUSH	Wine	50	
509	1	N/A	041554503722	FIT ME BLUSH	BERRY	55	

Column: 8 - Row: 7 | Lower Notch: 14 | Fixture Type: TRAYS | Fixture Description: FW FM STICK 1.1 D2L LIT **

TRAYS Fixture Re-Order Code: PM0000012935 | SS Graphic Re-Order Code:
Graphic Re-Order Code: | SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042390 | TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042883 | UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
510	1	N/A	041554337402	FitMe Oil-Free Stick Foundation	Coconut	355	
511	1	N/A	041554337266	FitMe Oil-Free Stick Foundation	Toffee	330	
512	1	N/A	041554334487	FitMe Oil-Free Stick Foundation	Pure Beige	235	
513	1	N/A	041554332872	FitMe Oil-Free Stick Foundation	Natural Beige	220	
514	1	N/A	041554332865	FitMe Oil-Free Stick Foundation	Buff Beige	130	
515	1	N/A	041554332858	FitMe Oil-Free Stick Foundation	Classic Ivory	120	
516	1	N/A	041554332841	FitMe Oil-Free Stick Foundation	Ivory	115	
517	1	N/A	041554332827	FitMe Oil-Free Stick Foundation	Porcelain	110	

Column: 8 - Row: 8 | Lower Notch: 9 | Fixture Type: TRAYS | Fixture Description: FW FS CITY BRONZE 1.1 LIT **

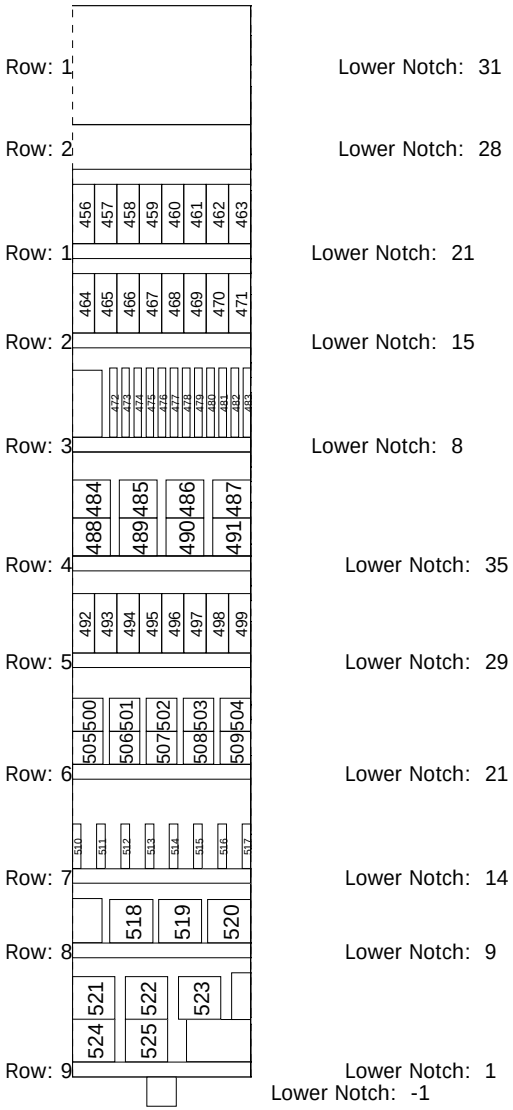
TRAYS Fixture Re-Order Code: PL2000000469 | SS Graphic Re-Order Code: PM0000036948
Graphic Re-Order Code: | SS Holder Re-Order Code: PM0000027619
Carrier Tray Graphic Re-Order Code: PM0000042375 | TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000028816 | UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
518	1	N/A	041554562958	FACE STUDIO CITY BRONZER	100	100	
519	1	N/A	041554562965	FACE STUDIO CITY BRONZER	200	200	
520	1	N/A	041554562972	FACE STUDIO CITY BRONZER	300	300	

Column: 8 - Row: 9 | Lower Notch: 1 | Fixture Type: TRAYS | Fixture Description: FW FS CHROME+HOLO 1.1 LIT **

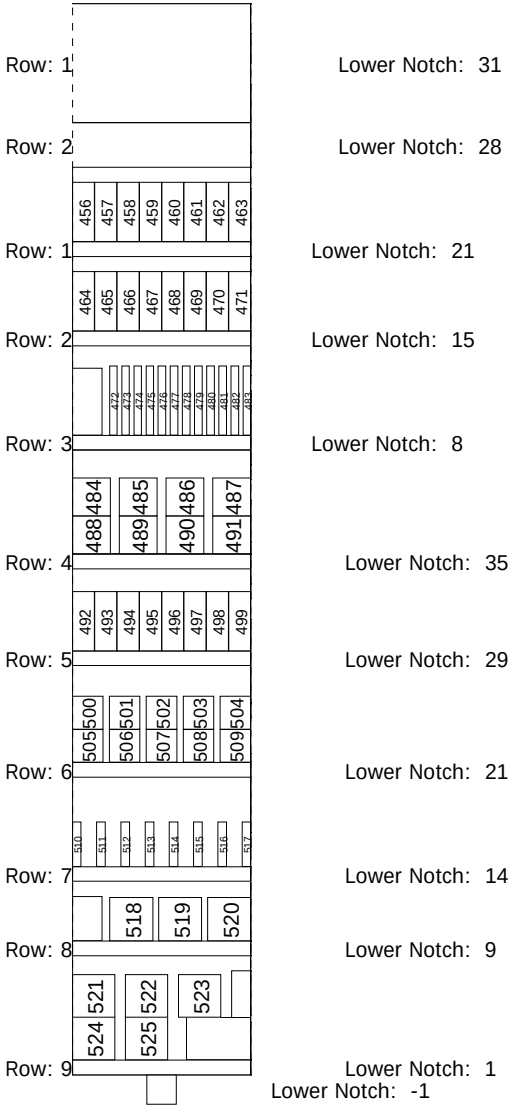
TRAYS Fixture Re-Order Code: PM0000026547 | SS Graphic Re-Order Code: PM0000039074
Graphic Re-Order Code: | SS Holder Re-Order Code: PE0000001878,PM1000020415
Carrier Tray Graphic Re-Order Code: PM0000042425 | TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000039071,PM0000039072 | UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
521	1	N/A	041554542578	FACE STUDIO MASTER CHROME METALLIC H...	Molten Rose Gold	050	
522	1	N/A	041554538281	FACE STUDIO MASTER CHROME METALLIC H...	Molten Gold	100	



523	1	N/A	041554547757	MASTER HOLOGRAPHIC	Master Holographic	50	
524	1	N/A	041554553918	FACE STUDIO MASTER CHROME METALLIC H...	Molten Peach	150	
525	1	N/A	041554553925	FACE STUDIO MASTER CHROME METALLIC H...	Molten Topaz	200	

Column: 8 -	Lower Notch: -1	Fixture Type: SPECIAL KIT	Fixture Description: FW GRID WALL BRACKET KIT 1 PER FOOT **
SPECIAL KIT Fixture Re-Order Code: PM0000030670		SS Graphic Re-Order Code:	
Graphic Re-Order Code:		SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:		SPECIAL KIT Fixture Rolled-Up Code:	
Shade Chart Re-Order Code:		UPC Blade Code:	



WAKEFERN 10' X 70" MAYBELLINE FASHION WALL PLANOGRAM - SPRING 2024
MNYWAK1070FWL.IS24

Column: 0 -		Fixture Type: DIVIDER	Fixture Description: FW LOGO PANEL LIT
DIVIDER Fixture Re-Order Code: PM0000019043			SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000013215			SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code:			DIVIDER Fixture Rolled-Up Code: PM0000019043
Shade Chart Re-Order Code:			UPC Blade Code:

Column: 9 - Row: 1	Lower Notch: 35	Fixture Type: SIGNS	Fixture Description: FW MNY LOGO HDR 4X24 LIT **
SIGNS Fixture Re-Order Code: PL2000000195			SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000028002			SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code:			SIGNS Fixture Rolled-Up Code:
Shade Chart Re-Order Code:			UPC Blade Code:

Column: 9 - Row: 2	Lower Notch: 27	Fixture Type: TRAYS	Fixture Description: FW SS FC FNDTN 1.3 LIT **
TRAYS Fixture Re-Order Code: PM0000013437			SS Graphic Re-Order Code:
Graphic Re-Order Code:			SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042416			TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042784			UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
526	1	N/A	041554559453	SUPERSTAY FULL COVERAGE FOUNDATION	JAVA	375	
527	1	N/A	041554559446	SUPERSTAY FULL COVERAGE FOUNDATION	Deep Bronze	370	
528	1	N/A	041554541533	SUPERSTAY FULL COVERAGE FOUNDATION	Mocha	360	
529	1	N/A	041554541519	SUPERSTAY FULL COVERAGE FOUNDATION	Coconut	355	
530	1	N/A	041554559439	SUPERSTAY FULL COVERAGE FOUNDATION	Cappuccino	340	
531	1	N/A	041554559422	SUPERSTAY FULL COVERAGE FOUNDATION	GOLDEN CARAMEL	332	
532	1	N/A	041554541496	SUPERSTAY FULL COVERAGE FOUNDATION	Toffee	330	
533	1	N/A	041554541489	SUPERSTAY FULL COVERAGE FOUNDATION	Honey	320	

Column: 9 - Row: 3	Lower Notch: 20	Fixture Type: TRAYS	Fixture Description: FW SS FC FNDTN 2.3 LIT **
TRAYS Fixture Re-Order Code: PM0000013437			SS Graphic Re-Order Code:
Graphic Re-Order Code:			SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042416			TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042787			UPC Blade Code:

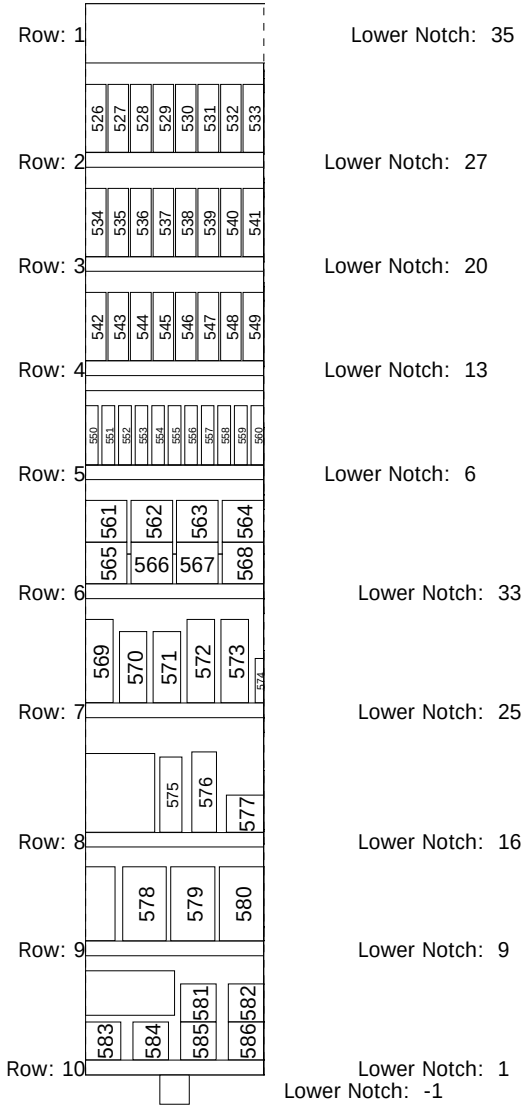
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
534	1	N/A	041554541472	SUPERSTAY FULL COVERAGE FOUNDATION	Golden	312	
535	1	N/A	041554541465	SUPERSTAY FULL COVERAGE FOUNDATION	Sun Beige	310	
536	1	N/A	041554541458	SUPERSTAY FULL COVERAGE FOUNDATION	Natural Beige	220	
537	1	N/A	041554565621	SUPERSTAY FULL COVERAGE FOUNDATION	Light Tan	140	
538	1	N/A	041554541441	SUPERSTAY FULL COVERAGE FOUNDATION	Buff Beige	130	
539	1	N/A	041554589900	SUPERSTAY FULL COVERAGE FOUNDATION	Medium Beige	129	
540	1	N/A	041554541434	SUPERSTAY FULL COVERAGE FOUNDATION	Warm Nude	128	
541	1	N/A	041554565614	SUPERSTAY FULL COVERAGE FOUNDATION	Sand Beige	127	

Column: 9 - Row: 4	Lower Notch: 13	Fixture Type: TRAYS	Fixture Description: FW SS FC FNDTN 3.3 LIT **
TRAYS Fixture Re-Order Code: PM0000013437			SS Graphic Re-Order Code:
Graphic Re-Order Code:			SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042416			TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042789			UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
542	1	N/A	041554565607	SUPERSTAY FULL COVERAGE FOUNDATION	Nude Beige	125	
543	1	N/A	041554541427	SUPERSTAY FULL COVERAGE FOUNDATION	Classic Ivory	120	
544	1	N/A	041554559415	SUPERSTAY FULL COVERAGE FOUNDATION	Light Beige	118	
545	1	N/A	041554559408	SUPERSTAY FULL COVERAGE FOUNDATION	Ivory	115	
546	1	N/A	041554541410	SUPERSTAY FULL COVERAGE FOUNDATION	Natural Ivory	112	
547	1	N/A	041554541403	SUPERSTAY FULL COVERAGE FOUNDATION	Porcelain	110	
548	1	N/A	041554559392	SUPERSTAY FULL COVERAGE FOUNDATION	Fair Ivory	105	
549	1	N/A	041554541397	SUPERSTAY FULL COVERAGE FOUNDATION	FAIR PORCELAIN	102	

Column: 9 - Row: 5	Lower Notch: 6	Fixture Type: TRAYS	Fixture Description: FW SS CNCLR 1.1 LIT **
TRAYS Fixture Re-Order Code: PM0000038848			SS Graphic Re-Order Code:
Graphic Re-Order Code:			SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042423			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
550	1	N/A	041554071566	SUPER STAY CONCEALER	70	70	
551	1	N/A	041554071559	SUPER STAY CONCEALER	57	57	
552	1	N/A	041554071535	SUPER STAY CONCEALER	45	45	
553	1	N/A	041554071528	SUPER STAY CONCEALER	42	42	
554	1	N/A	041554071504	SUPER STAY CONCEALER	27	27	
555	1	N/A	041554071498	SUPER STAY CONCEALER	25	25	
556	1	N/A	041554071481	SUPER STAY CONCEALER	22	22	
557	1	N/A	041554071467	SUPER STAY CONCEALER	18	18	
558	1	N/A	041554071450	SUPER STAY CONCEALER	15	15	



559	1	N/A	041554071436	SUPER STAY CONCEALER	10	10	
560	1	N/A	041554071429	SUPER STAY CONCEALER	05	05	

Column: 9 - Row: 6 Lower Notch: 33 Fixture Type: TRAYS Fixture Description: FW SS 24HR PDR 1.1 LIT **

TRAYS Fixture Re-Order Code: PM0000029245
SS Graphic Re-Order Code:
Graphic Re-Order Code:
SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042431
TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000040874,PM0000040875
UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
561	1	N/A	041554081053	SUPER STAY 24HR POWDER	360	360	
562	1	N/A	041554081039	SUPER STAY 24HR POWDER	340	340	
563	1	N/A	041554081015	SUPER STAY 24HR POWDER	312	312	
564	1	N/A	041554081008	SUPER STAY 24HR POWDER	310	310	
565	1	N/A	041554080995	SUPER STAY 24HR POWDER	220	220	
566	1	N/A	041554080971	SUPER STAY 24HR POWDER	128	128	
567	1	N/A	041554080964	SUPER STAY 24HR POWDER	120	120	
568	1	N/A	041554080933	SUPER STAY 24HR POWDER	110	110	

Column: 9 - Row: 7 Lower Notch: 25 Fixture Type: TRAYS Fixture Description: FW FS MSTR PRIME+BLURSTK 1.1 LIT **

TRAYS Fixture Re-Order Code: PL2000000482
SS Graphic Re-Order Code:
Graphic Re-Order Code:
SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042382
TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000031546
UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
569	1	N/A	041554547429	MASTER PRIME BLUR + HYDRATE	MASTER PRIME BLUR + HYDRATE	050	
570	1	N/A	041554431957	FACE STUDIO MASTER PRIME	Blur + Smooth	100	
571	1	N/A	041554431971	FACE STUDIO MASTER PRIME	Blur + Redness Control	300	
572	1	N/A	041554551792	MASTER PRIME BLUR + HYDRATE	BLUR + PORE MINIMIZE	400	
573	1	N/A	041554551808	MASTER PRIME BLUR + HYDRATE	BLUR + PROTECT	500	
574	1	N/A	041554548341	Master Prime Blur Stick	Universal Transparent	100	

Column: 9 - Row: 8 Lower Notch: 16 Fixture Type: TRAYS Fixture Description: FW FM PRIMER+FS FIXSPRY+BNNAPDR UT LIT **

TRAYS Fixture Re-Order Code: PL2000000695
SS Graphic Re-Order Code: PM0000042938
Graphic Re-Order Code:
SS Holder Re-Order Code: PM0000035924
Carrier Tray Graphic Re-Order Code: PM0000042412
TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042936
UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
575	1	N/A	041554584431	Fit Me Primers	Mattifying	00	
576	1	N/A	041554562927	LASTING FIX SETTING SPRAY	Lasting Fix Set Spray	00	
577	1	N/A	041554586480	Lasting Fix Banana Powder	Banana	10	

Column: 9 - Row: 9 Lower Notch: 9 Fixture Type: TRAYS Fixture Description: FW FS MSTR BLSH+CNTR PAL 1.1 LIT **

TRAYS Fixture Re-Order Code: PL2000000498
SS Graphic Re-Order Code: PM0000040601
Graphic Re-Order Code:
SS Holder Re-Order Code: PM0000014723
Carrier Tray Graphic Re-Order Code: PM0000042383
TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000031551
UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
578	1	N/A	041554496475	FACE STUDIO MASTER BLUSH PALETTE	Blush Palette	10	
579	1	N/A	041554455595	FACE STUDIO MASTER CONTOUR	Light to Medium	10	
580	1	N/A	041554455601	FACE STUDIO MASTER CONTOUR	Medium to Deep	20	

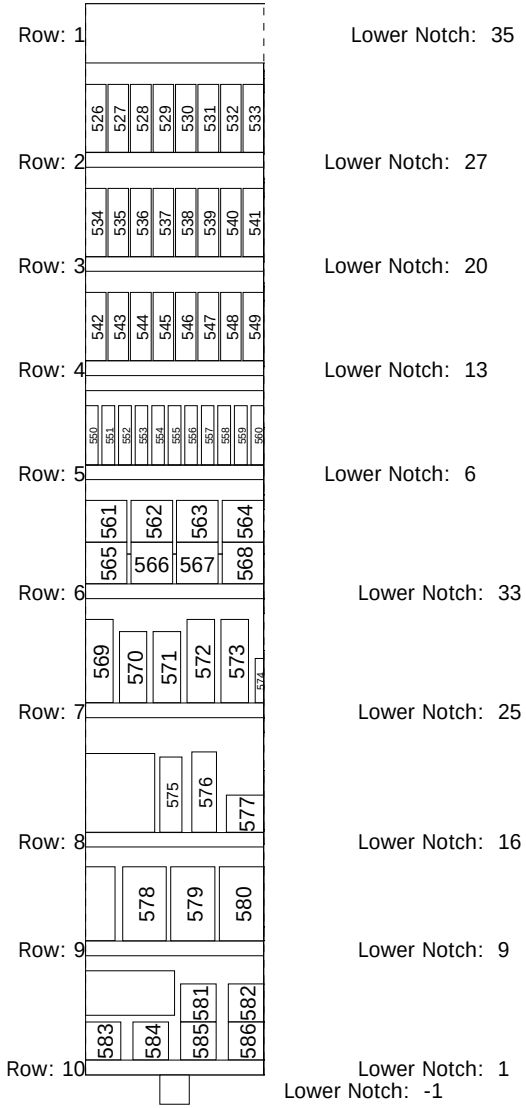
Column: 9 - Row: 10 Lower Notch: 1 Fixture Type: TRAYS Fixture Description: FW DRM MATTE MOUSSE 1.2 D2L LIT **

TRAYS Fixture Re-Order Code: PM1000012439
SS Graphic Re-Order Code: PM0000042503
Graphic Re-Order Code:
SS Holder Re-Order Code: PM0000013027
Carrier Tray Graphic Re-Order Code: PM0000042381
TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043050,PM0000043051
UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
581	1	N/A	041554511871	DREAM MATTE MOUSSE FOUNDATION	Cocoa	130	
582	1	N/A	041554510164	DREAM MATTE MOUSSE FOUNDATION	Caramel	120	
583	1	N/A	041554507171	DREAM MATTE MOUSSE FOUNDATION	Honey Beige	90	
584	1	N/A	041554507164	DREAM MATTE MOUSSE FOUNDATION	Medium Beige	80	
585	1	N/A	041554537741	DREAM MATTE MOUSSE FOUNDATION	Natural Beige	75	
586	1	N/A	041554507157	DREAM MATTE MOUSSE FOUNDATION	Pure Beige	70	

Column: 9 - Lower Notch: -1 Fixture Type: SPECIAL KIT Fixture Description: FW GRID WALL BRACKET KIT 1 PER FOOT **

SPECIAL KIT Fixture Re-Order Code: PM0000030670
SS Graphic Re-Order Code:
Graphic Re-Order Code:
SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code:
SPECIAL KIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code:
UPC Blade Code:



WAKEFERN 10' X 70" MAYBELLINE FASHION WALL PLANOGRAM - SPRING 2024

MNYWAK1070FWL.IS24

Column: 0 - Lower Notch: 13 Fixture Type: BACKWALL TE... Fixture Description: FW BACK WALL TEMPLATE SET (70IN) **
BACKWALL TEMPLATE Fixture Re-Order Code: PM0000019535
SS Graphic Re-Order Code:
Graphic Re-Order Code:
SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code:
BACKWALL TEMPLATE Fixture Rolled-Up Code:
Shade Chart Re-Order Code:
UPC Blade Code:

Column: 0 - Fixture Type: DIVIDER Fixture Description: FW LOGO PANEL LIT
DIVIDER Fixture Re-Order Code: PM0000019043
SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000013215
SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code:
DIVIDER Fixture Rolled-Up Code: PM0000019043
Shade Chart Re-Order Code:
UPC Blade Code:

Column: 0 - Lower Notch: 1 Fixture Type: SPECIAL KIT Fixture Description: FW TRANSFORMER 16FT **
SPECIAL KIT Fixture Re-Order Code: PM0000019137
SS Graphic Re-Order Code:
Graphic Re-Order Code:
SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code:
SPECIAL KIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code:
UPC Blade Code:

Column: 0 - Fixture Type: DIVIDER Fixture Description: FW LOGO PANEL LIT
DIVIDER Fixture Re-Order Code: PM0000019043
SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000013215
SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code:
DIVIDER Fixture Rolled-Up Code: PM0000019043
Shade Chart Re-Order Code:
UPC Blade Code:

Column: 9 - Row: 1 Lower Notch: 35 Fixture Type: SIGNS Fixture Description: FW MNY LOGO HDR 4X24 LIT **
SIGNS Fixture Re-Order Code: PL2000000195
SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000028002
SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code:
SIGNS Fixture Rolled-Up Code:
Shade Chart Re-Order Code:
UPC Blade Code:

Column: 10 - Row: 1 Lower Notch: 31 Fixture Type: HOOK BARS Fixture Description: FW 6HK IAR CNCLR HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000067
SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042469
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: PM0000012603

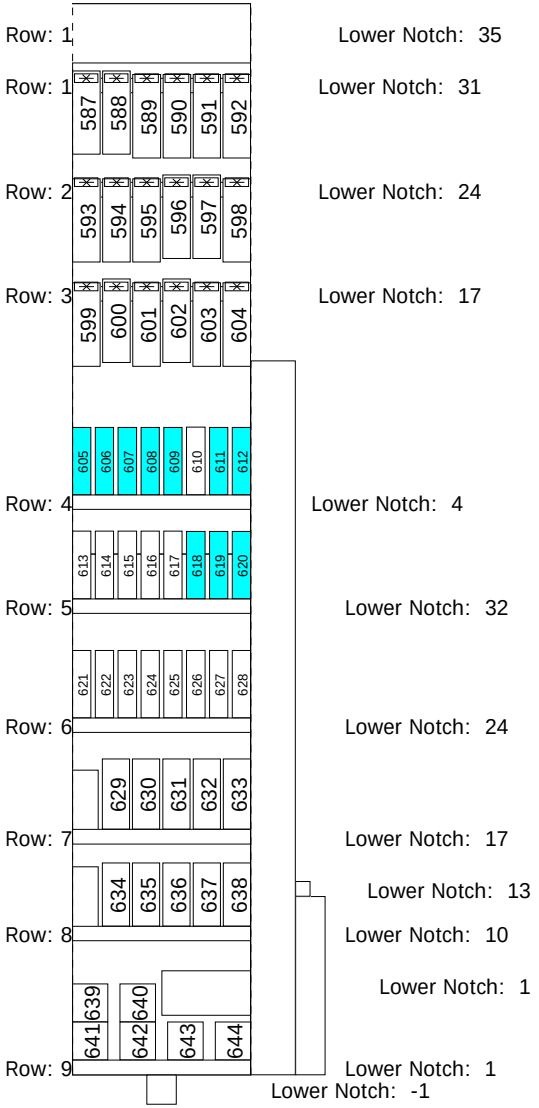
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
587	1	N/A	041554267204	IAR Eraser Concealer	Brightener	60	
588	1	N/A	041554267198	IAR Eraser Concealer	Neutralizer	50	
589	1	N/A	041554567533	IAR Eraser Concealer	Deep Bronze	149	
590	1	N/A	041554546859	IAR Eraser Concealer	Hazelnut	148	
591	1	N/A	041554074499	IAR Eraser Concealer	147 5	147 5	
592	1	N/A	041554074482	IAR Eraser Concealer	146 5	146 5	

Column: 10 - Row: 2 Lower Notch: 24 Fixture Type: HOOK BARS Fixture Description: FW 6HK IAR CNCLR HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000067
SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042469
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: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
593	1	N/A	041554546828	IAR Eraser Concealer	Tan	146	
594	1	N/A	041554546811	IAR Eraser Concealer	Caramel	144	
595	1	N/A	041554074475	IAR Eraser Concealer	141	141	
596	1	N/A	041554259278	IAR Eraser Concealer	Honey	40	
597	1	N/A	041554259261	IAR Eraser Concealer	Medium	30	
598	1	N/A	041554546798	IAR Eraser Concealer	Sand	122	

Column: 10 - Row: 3 Lower Notch: 17 Fixture Type: HOOK BARS Fixture Description: FW 6HK IAR CNCLR HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000067
SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042469
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: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
599	1	N/A	041554567502	IAR Eraser Concealer	LIGHT HONEY	121	
600	1	N/A	041554259254	IAR Eraser Concealer	Light	20	
601	1	N/A	041554567496	IAR Eraser Concealer	Warm Light	115	
602	1	N/A	041554259247	IAR Eraser Concealer	Fair	10	
603	1	N/A	041554546781	IAR Eraser Concealer	Ivory	100	
604	1	N/A	041554567489	IAR Eraser Concealer	Cool Ivory	95	



Column: 10 - Row: 4 | Lower Notch: 4 | Fixture Type: TRAYS | Fixture Description: FW IAR ERASER FNDTN 1.2 LIT **
TRAYS Fixture Re-Order Code: PM0000013030 | SS Graphic Re-Order Code:
Graphic Re-Order Code: | SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042378 | TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043758 | UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
605	1	N/A	041554086621	IAR ERASER FOUNDATION	360	360	
606	1	N/A	041554086614	IAR ERASER FOUNDATION	355	355	
607	1	N/A	041554086607	IAR ERASER FOUNDATION	340	340	
608	1	N/A	041554086591	IAR ERASER FOUNDATION	330	330	
609	1	N/A	041554086584	IAR ERASER FOUNDATION	310	310	
610	1	N/A	041554220155	IAR ERASER FOUNDATION	Medium Beige	300	
611	1	N/A	041554086676	IAR ERASER FOUNDATION	225	225	
612	1	N/A	041554086669	IAR ERASER FOUNDATION	210	210	

Column: 10 - Row: 5 | Lower Notch: 32 | Fixture Type: TRAYS | Fixture Description: FW IAR ERASER FNDTN 2.2 LIT **
TRAYS Fixture Re-Order Code: PM0000013030 | SS Graphic Re-Order Code:
Graphic Re-Order Code: | SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042378 | TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043759 | UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
613	1	N/A	041554220100	IAR ERASER FOUNDATION	Creamy Natural	200	
614	1	N/A	041554220094	IAR ERASER FOUNDATION	Nude	190	
615	1	N/A	041554220087	IAR ERASER FOUNDATION	Classic Ivory	150	
616	1	N/A	041554220070	IAR ERASER FOUNDATION	Buff Beige	130	
617	1	N/A	041554220063	IAR ERASER FOUNDATION	Creamy Ivory	120	
618	1	N/A	041554086577	IAR ERASER FOUNDATION	118	118	
619	1	N/A	041554086560	IAR ERASER FOUNDATION	112	112	
620	1	N/A	041554086553	IAR ERASER FOUNDATION	110	110	

Column: 10 - Row: 6 | Lower Notch: 24 | Fixture Type: TRAYS | Fixture Description: FW IAR GLOW 1.1 LIT **
TRAYS Fixture Re-Order Code: PM0000034431 | SS Graphic Re-Order Code:
Graphic Re-Order Code: | SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042428 | TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000040038 | UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
621	1	N/A	041554069310	INSTANT PERFECTOR 4-IN-1 GLOW	DEEP	04	
622	1	N/A	041554069303	INSTANT PERFECTOR 4-IN-1 GLOW	MEDIUM/DEEP	03	
623	1	N/A	041554077209	INSTANT PERFECTOR 4-IN-1 GLOW	MEDIUM/DEEP W	2.5	
624	1	N/A	041554065596	INSTANT PERFECTOR 4-IN-1 GLOW	MEDIUM	02	
625	1	N/A	041554077193	INSTANT PERFECTOR 4-IN-1 GLOW	LIGHT/MEDIUM	1.5	
626	1	N/A	041554065589	INSTANT PERFECTOR 4-IN-1 GLOW	LIGHT	01	
627	1	N/A	041554077186	INSTANT PERFECTOR 4-IN-1 GLOW	FAIR/LIGHT COOL	0.5	
628	1	N/A	041554065572	INSTANT PERFECTOR 4-IN-1 GLOW	FAIR/LIGHT	00	

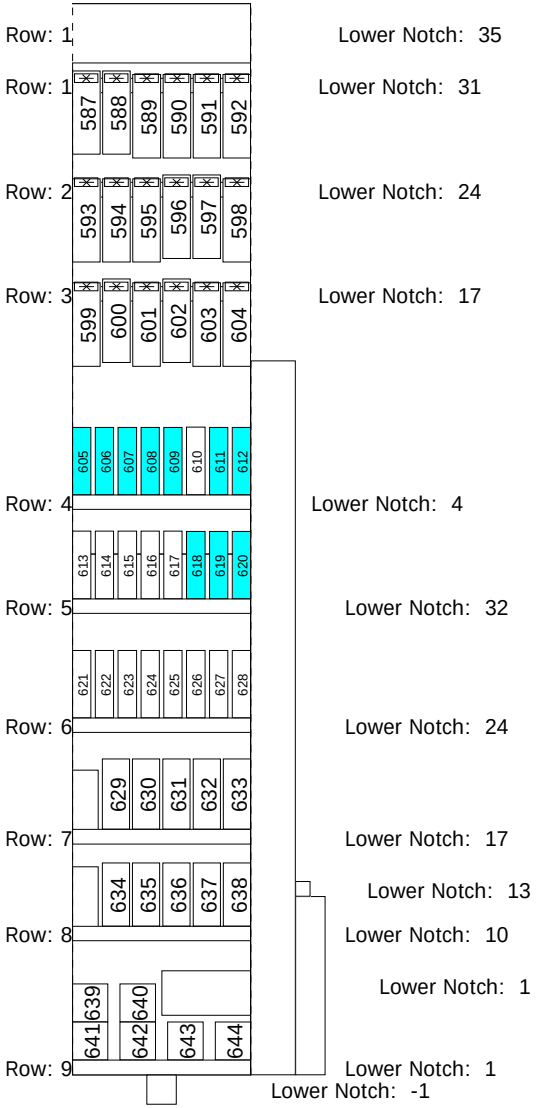
Column: 10 - Row: 7 | Lower Notch: 17 | Fixture Type: TRAYS | Fixture Description: FW DRM BB CREAMS 1.2 (FRESH) D2L LIT **
TRAYS Fixture Re-Order Code: PM0000021728 | SS Graphic Re-Order Code: PM0000043906
Graphic Re-Order Code: | SS Holder Re-Order Code: PM0000035923
Carrier Tray Graphic Re-Order Code: PM0000042380 | TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042874 | UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
629	1	N/A	041554587050	DREAM FRESH BB	Deep	140	
630	1	N/A	041554282658	DREAM FRESH BB	Medium/Deep	130	
631	1	N/A	041554282641	DREAM FRESH BB	Medium	120	
632	1	N/A	041554282634	DREAM FRESH BB	Light Medium	110	
633	1	N/A	041554587043	DREAM FRESH BB	Light	100	

Column: 10 - Row: 8 | Lower Notch: 10 | Fixture Type: TRAYS | Fixture Description: FW DRM BB CREAMS 2.2 (PURE) D2L LIT **
TRAYS Fixture Re-Order Code: PM0000021728 | SS Graphic Re-Order Code: PM0000043907
Graphic Re-Order Code: | SS Holder Re-Order Code: PM0000035923
Carrier Tray Graphic Re-Order Code: PM0000042380 | TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042875 | UPC Blade Code:

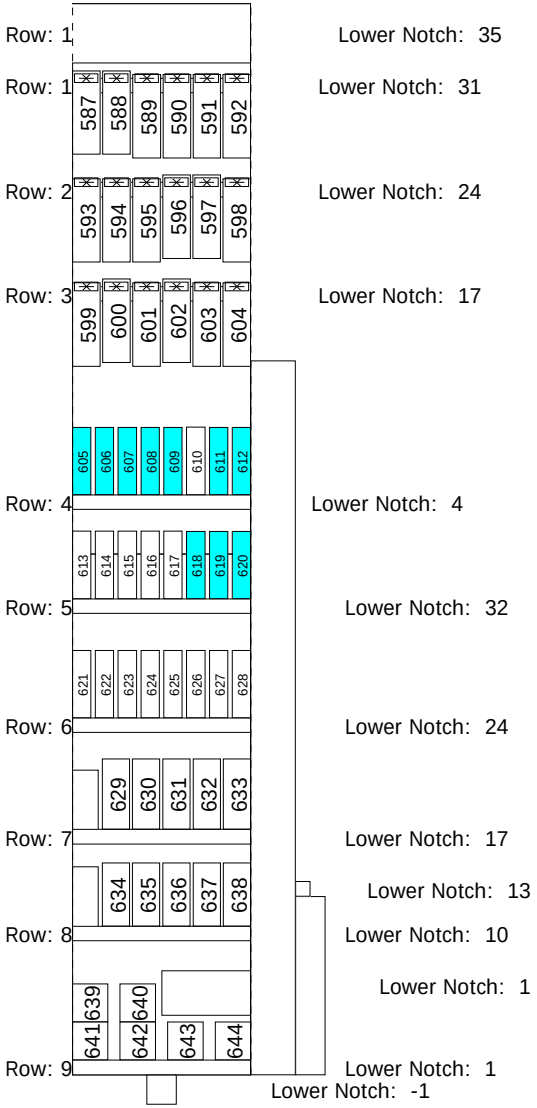
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
634	1	N/A	041554587074	DREAM PURE BB	Deep	140	
635	1	N/A	041554349719	DREAM PURE BB	Medium/Deep	130	
636	1	N/A	041554349573	DREAM PURE BB	Medium	120	
637	1	N/A	041554349542	DREAM PURE BB	Light/Medium	110	
638	1	N/A	041554587067	DREAM PURE BB	Light	100	

Column: 10 - Row: 9 | Lower Notch: 1 | Fixture Type: TRAYS | Fixture Description: FW DRM MATTE MOUSSE 2.2 D2L LIT **
TRAYS Fixture Re-Order Code: PM1000012439 | SS Graphic Re-Order Code: PM0000042504
Graphic Re-Order Code: | SS Holder Re-Order Code: PM0000013027
Carrier Tray Graphic Re-Order Code: PM0000042377 | TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043052,PM0000043053 | UPC Blade Code:



LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
639	1	N/A	041554507140	DREAM MATTE MOUSSE FOUNDATION	Sandy Beige	60	
640	1	N/A	041554537734	DREAM MATTE MOUSSE FOUNDATION	Light Beige	55	
641	1	N/A	041554507133	DREAM MATTE MOUSSE FOUNDATION	Creamy Natural	50	
642	1	N/A	041554507126	DREAM MATTE MOUSSE FOUNDATION	Nude	40	
643	1	N/A	041554507102	DREAM MATTE MOUSSE FOUNDATION	Classic Ivory	20	
644	1	N/A	041554507096	DREAM MATTE MOUSSE FOUNDATION	Porcelain Ivory	10	

Column: 10 -	Lower Notch: -1	Fixture Type: SPECIAL KIT	Fixture Description: FW GRID WALL BRACKET KIT 1 PER FOOT **
SPECIAL KIT Fixture Re-Order Code: PM0000030670		SS Graphic Re-Order Code:	
Graphic Re-Order Code:		SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:		SPECIAL KIT Fixture Rolled-Up Code:	
Shade Chart Re-Order Code:		UPC Blade Code:	



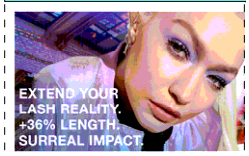
MAYBE
LIFTER GLOSS
HYDRATING LIP GLOSS
LONGWEAR MATTE CRAYON
LONGWEAR MATTE LIQUID LIPCOLOR
LONGWEAR MATTE LIQUID LIPCOLOR
LONGWEAR MATTE LIQUID LIPCOLOR
2-STEP LONGWEAR LIP COLOR
2-STEP LONGWEAR LIP COLOR
2-STEP LONGWEAR LIP COLOR

LLINE
NEW YORK
HYDRATING
LIP GLOSS
HYDRATING LIP GLOSS
LONGWEAR MATTE CRAYON
SHAPING LIP LINER
CREAMY LIPSTICK
CREAMY LIPSTICK
CREAMY LIPSTICK

TATTOO-
POWERED PLAY.
UP TO 24HR
INTENSE COLOR.
STACKED EYESHADOW PALETTE
EYESHADOW MONO
EYESHADOW PALETTE

MAYBELLINE
NEW YORK
NEW
COLOR TATTOO
EYE STIX

BACK PANEL
MERCHANDIS



LS 40+30=70"
SE SPACE=71"

97% FOUND THEIR
SHADE FIT.*
FIT ME MATTE +
BREATHABLE & OIL-FREE. LIGHTWEIGHT, NATURAL FINISH.
BREATHABLE & OIL-FREE. LIGHTWEIGHT, NATURAL FINISH.
BREATHABLE & OIL-FREE. LIGHTWEIGHT, NATURAL FINISH.
HYDRATING & SMOOTHING. LIGHTWEIGHT, DEWY FINISH.
LIGHTWEIGHT COVERAGE. NATURAL FINISH.

MAYBELLINE
NEW YORK
FIT ME
Matte + Poreless Foundation
PORELESS
BREATHABLE & OIL-FREE. LIGHTWEIGHT, NATURAL FINISH.
BREATHABLE & OIL-FREE. LIGHTWEIGHT, NATURAL FINISH.
BREATHABLE, OIL-FREE CONCEALER, MEDIUM COVERAGE.
HYDRATING & SMOOTHING. LIGHTWEIGHT, DEWY FINISH.
NATURAL, ALL DAY COLOR
LIGHT TO MEDIUM COVERAGE. MATTE FINISH.
MATTE BRONZER + CONTOUR POWDER
METALLIC, LUMINOUS HIGHLIGHTER

MAYBE
FULL COVERAGE, NATURAL MATTE FINISH.
FULL COVERAGE, NATURAL MATTE FINISH.
FULL COVERAGE, NATURAL MATTE FINISH.
FULL COVERAGE CONCEALER.
UP TO 30HR WEAR.
UP TO 24HR HYBRID POWDER-FOUNDATION.
SOFT MATTE FINISH.
BLURRING AND SMOOTHING PRIMER
GLASSY FINISH
IT FIXIN' WEAR, MATTE FINISH.
ALL DAY WEAR, MATTE FINISH.
BLUSH GLOW KIT
SHAPE, DEFINE + HIGHLIGHT KIT
WHIPPED MATTIFYING FOUNDATION

LLINE
NEW YORK
LIGHT COVERAGE, ILLUMINATING FINISH.
SHEER COVERAGE
SHEER COVERAGE
WHIPPED MATTIFYING FOUNDATION