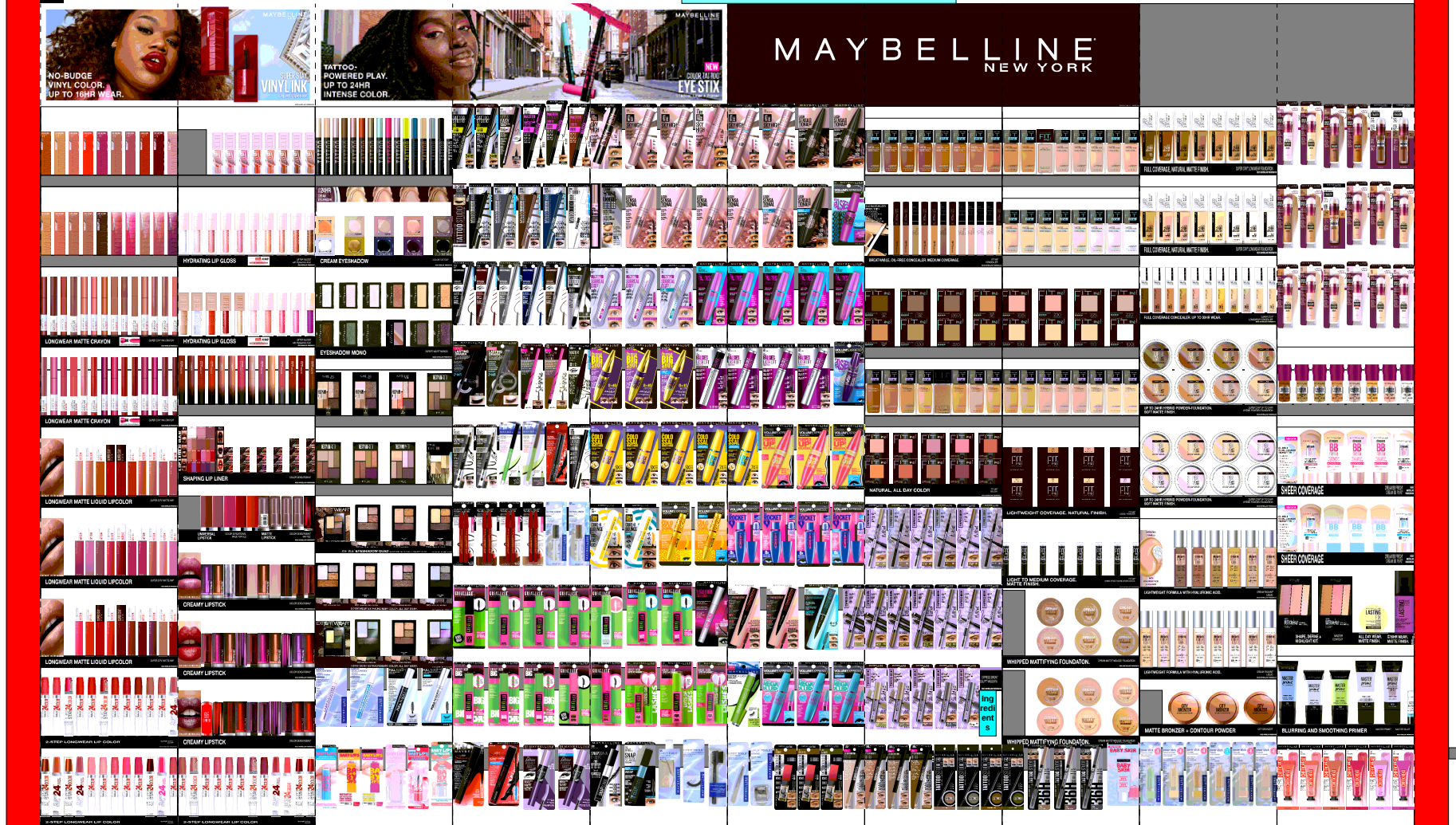


MAYBELLINE
NEW YORK

WAKEFERN 10' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

POG Name: MNYWAK1072ULH_NOPDQ_IS24.psa

BACK PANELS 40+30
WALL SPACE=72"



WAKEFERN 10' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024
MNYWAK1072ULHNOPDQ.IS24

Column: 1 - Row: 2 Lower Notch: 25 Fixture Type: HEADER LIT Fixture Description: SS VINYL INK HDR (BTY+PRODUCT) 2FT LIT **
HEADER LIT Fixture Re-Order Code: PL2000000034 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043978 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER LIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 1 - Row: 3 Lower Notch: 17 Fixture Type: TRAYS Fixture Description: SS VINYL INK 1.2 **
TRAYS Fixture Re-Order Code: PL2000000612 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042207 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043755 UPC Blade Code:

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

Column: 1 - Row: 4 Lower Notch: 10 Fixture Type: TRAYS Fixture Description: SS VINYL INK 2.2 **
TRAYS Fixture Re-Order Code: PL2000000612 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042207 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043755 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
11	1	N/A	041554080414	SUPER STAY VINYL INK	Charmed	100	
12	1	N/A	041554080407	SUPER STAY VINYL INK	Golden	105	
13	1	N/A	041554079319	SUPER STAY VINYL INK	Peppy	115	
14	1	N/A	041554079302	SUPER STAY VINYL INK	Punchy	120	
15	1	N/A	041554080445	SUPER STAY VINYL INK	Fearless	135	
16	1	N/A	041554087628	VINYL INK	ROGUE	145	
17	1	N/A	041554087604	VINYL INK	STRIKING	150	
18	1	N/A	041554087611	VINYL INK	UPBEAT	155	
19	1	N/A	041554087635	VINYL INK	SULTRY	160	
20	1	N/A	041554087642	VINYL INK	EDGY	165	

Column: 1 - Row: 5 Lower Notch: 3 Fixture Type: TRAYS Fixture Description: SS INK CRAYON 1.2 **
TRAYS Fixture Re-Order Code: PL2000000410 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042180 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043840 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
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	0415545587845	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	

Column: 1 - Row: 6 Lower Notch: 36 Fixture Type: TRAYS Fixture Description: SS INK CRAYON 2.2 **
TRAYS Fixture Re-Order Code: PL2000000410 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042180 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000038712 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
35	1	N/A	041554558791	SUPERSTAY INK CRAYON	STAY EXCEPTIONAL	25	
36	1	N/A	041554064735	SUPERSTAY INK CRAYON	CHASE DREAMS	150	
37	1	N/A	041554581522	SUPERSTAY INK CRAYON	RUN THE WORLD	80	
38	1	N/A	041554581539	SUPERSTAY INK CRAYON	CHANGE IS GOOD	85	
39	1	N/A	041554558907	SUPERSTAY INK CRAYON	SEEK ADVENTURE	30	
40	1	N/A	041554558838	SUPERSTAY INK CRAYON	HUSTLE IN HEELS	45	
41	1	N/A	041554064711	SUPERSTAY INK CRAYON	MAKE MOVES	135	
42	1	N/A	041554064650	SUPERSTAY INK CRAYON	PAVE THE ROAD	130	
43	1	N/A	041554558845	SUPERSTAY INK CRAYON	OWN YOUR EMPIRE	50	
44	1	N/A	041554558852	SUPERSTAY INK CRAYON	MAKE IT HAPPEN	55	
45	1	N/A	041554064643	SUPERSTAY INK CRAYON	CHECK YOURSELF	125	
46	1	N/A	041554064696	SUPERSTAY INK CRAYON	BE BOLD, BE YOU	120	
47	1	N/A	041554558869	SUPERSTAY INK CRAYON	ACCEPT A DARE	60	
48	1	N/A	041554565973	SUPERSTAY INK CRAYON	SETTLE FOR MORE	65	

Row: 2

Lower Notch: 34

Row: 3

Lower Notch: 25

Row: 4

Lower Notch: 17

Row: 5

Lower Notch: 10

Row: 6

Lower Notch: 3

Row: 7

Lower Notch: 36

Row: 8

Lower Notch: 29

Row: 9

Lower Notch: 22

Row: 10

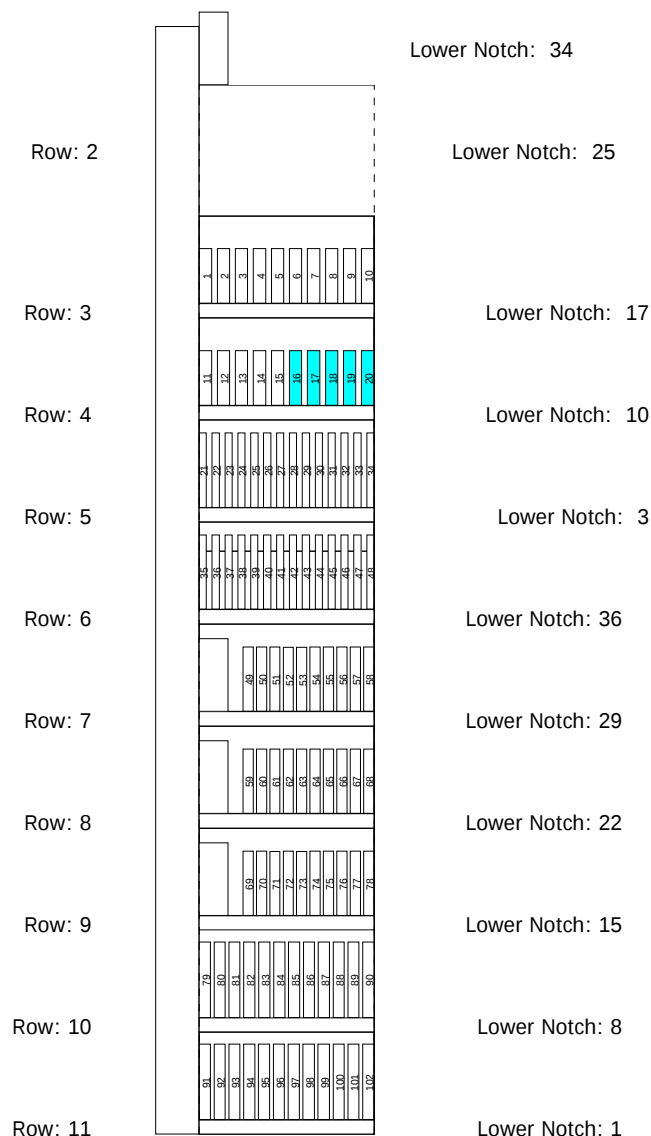
Lower Notch: 15

Row: 11

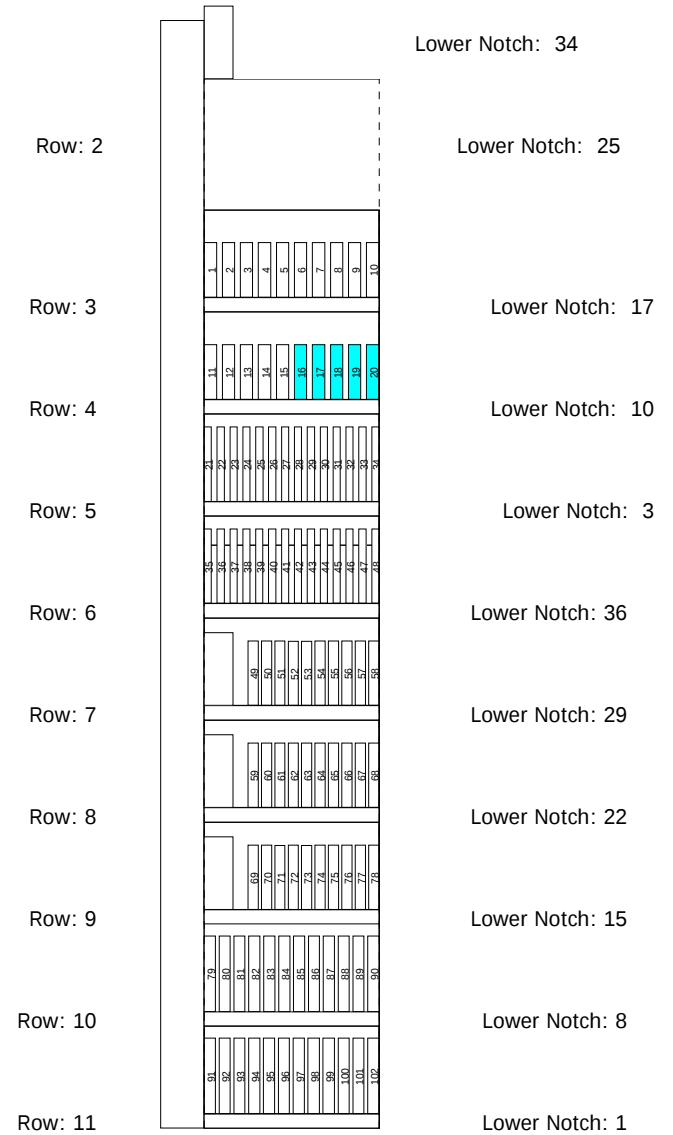
Lower Notch: 8

Lower Notch: 1

Column: 1 - Row: 11		Lower Notch: 1		Fixture Type: TRAYS		Fixture Description: SS 24HR LIP 2.3 **	
TRAYS Fixture Re-Order Code: PL2000000386				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM00000042094				SS Holder Re-Order Code:			
Carrier Tray Graphic Re-Order Code:				TRAYS Fixture Rolled-Up Code:			
Shade Chart Re-Order Code: PM0000037938				UPC Blade Code:			
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
91	1	N/A	041554064902	SS 2 STEP 24 HR LIPCOLOR	COPPER GLISTEN	910	
92	1	N/A	04155435927	SS 2 STEP 24 HR LIPCOLOR	Constant Toast	136	
93	1	N/A	041554064889	SS 2 STEP 24 HR LIPCOLOR	SULTRY AMBER	915	
94	1	N/A	041554238280	SS 2 STEP 24 HR LIPCOLOR	Timeless Toffee	150	
95	1	N/A	041554544619	SS 2 STEP 24 HR LIPCOLOR	ALL NIGHT APRICOT	240	
96	1	N/A	041554237931	SS 2 STEP 24 HR LIPCOLOR	So Peppy PINK	110	
97	1	N/A	041554237824	SS 2 STEP 24 HR LIPCOLOR	Blush On	107	
98	1	N/A	041554494945	SS 2 STEP 24 HR LIPCOLOR	PINK GOES ON	215	
99	1	N/A	041554494993	SS 2 STEP 24 HR LIPCOLOR	24/7 EUSCHIA	220	



100	1	N/A	041554064896 SS 2 STEP 24 HR LIPCOLOR	BRONZED DREAM	920
101	1	N/A	041554237917 SS 2 STEP 24 HR LIPCOLOR	Very Cranberry	100
102	1	N/A	041554237894 SS 2 STEP 24 HR LIPCOLOR	Timeless Rose	090



WAKEFERN 10' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024
MNYWAK1072ULHNOPDQ.IS24

Column: 1 - Row: 2 Lower Notch: 25 Fixture Type: HEADER LIT Fixture Description: SS VINYL INK HDR (BTY+PRODUCT) 2FT LIT **
HEADER LIT Fixture Re-Order Code: PL2000000034 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043978 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER LIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043752 UPC Blade Code:

Column: 2 - Row: 3 Lower Notch: 17 Fixture Type: TRAYS Fixture Description: LIFTER PLUMP 1.1 **
TRAYS Fixture Re-Order Code: PL2000000621 SS Graphic Re-Order Code: PM0000043882
Graphic Re-Order Code: PM0000043770, PM0000043883 SS Holder Re-Order Code: PE000004833
Carrier Tray Graphic Re-Order Code: 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
103	1	N/A	041554080704	LIFTER PLUMP	BLUSH BLAZE	001	
104	1	N/A	041554080698	LIFTER PLUMP	MALIVE BITE	002	
105	1	N/A	041554081886	LIFTER PLUMP	PINK STING	003	
106	1	N/A	041554080728	LIFTER PLUMP	RED FLAG	004	
107	1	N/A	041554080711	LIFTER PLUMP	PEACH FEVER	005	
108	1	N/A	041554081879	LIFTER PLUMP	HOT CHILI	006	
109	1	N/A	041554081893	LIFTER PLUMP	COCOA ZING	007	
110	1	N/A	041554080681	LIFTER PLUMP	HOT HONEY	008	

Column: 2 - Row: 5 Lower Notch: 10 Fixture Type: TRAYS Fixture Description: LIFTER GLOSS 1.1 **
TRAYS Fixture Re-Order Code: PL2000000621 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042141, PM0000043439 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000036173 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
111	1	N/A	041554583854	LIFTER GLOSS	Pearl	001	
112	1	N/A	041554583861	LIFTER GLOSS	Ice	002	
113	1	N/A	041554583878	LIFTER GLOSS	Moon	003	
114	1	N/A	041554583885	LIFTER GLOSS	Silk	004	
115	1	N/A	041554583892	LIFTER GLOSS	Petal	005	
116	1	N/A	041554583908	LIFTER GLOSS	Reef	006	
117	1	N/A	041554583915	LIFTER GLOSS	Amber	007	
118	1	N/A	041554583922	LIFTER GLOSS	Stone	008	
119	1	N/A	041554583939	LIFTER GLOSS	Topaz	009	
120	1	N/A	041554583946	LIFTER GLOSS	Crystal	010	

Column: 2 - Row: 6 Lower Notch: 3 Fixture Type: TRAYS Fixture Description: LIFTER GLOSS EXTENSION 1.1 **
TRAYS Fixture Re-Order Code: PL2000000621 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042141, PM0000043091 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: 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
121	1	N/A	041554586992	LIFTER GLOSS	Brass	011	
122	1	N/A	041554587005	LIFTER GLOSS	Opal	012	
123	1	N/A	041554587029	LIFTER GLOSS	Hell	014	
124	1	N/A	041554070903	LIFTER GLOSS	RUST	16	
125	1	N/A	041554070941	LIFTER GLOSS	SUN	20	
126	1	N/A	041554085372	CANDY DROP	GUMMY BEAR	021	
127	1	N/A	041554085419	CANDY DROP	PEACH RING	022	
128	1	N/A	041554085396	CANDY DROP	SWEETHEART	023	
129	1	N/A	041554085402	CANDY DROP	BUBBLEGUM	024	
130	1	N/A	041554085389	CANDY DROP	TAFFY	025	

Column: 2 - Row: 7 Lower Notch: 37 Fixture Type: TRAYS Fixture Description: CS ULTIMATTES 1.1 **
TRAYS Fixture Re-Order Code: PL2000000409 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042150 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043753 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
131	1	N/A	041554582314	Color Sensational Ultimatte	More Berry	099	
132	1	N/A	041554070882	Color Sensational Ultimatte Neutrals	MORE CEDAR	188	
133	1	N/A	041554582222	Color Sensational Ultimatte	More Ruby	199	
134	1	N/A	041554582239	Color Sensational Ultimatte	More Scarlet	299	
135	1	N/A	041554070705	Color Sensational Ultimatte Neutrals	MORE MOCHA	388	
136	1	N/A	041554070712	Color Sensational Ultimatte Neutrals	MORE STONE	488	
137	1	N/A	041554582277	Color Sensational Ultimatte	More Blush	499	
138	1	N/A	041554070729	Color Sensational Ultimatte Neutrals	MORE BLONDE	588	
139	1	N/A	041554582260	Color Sensational Ultimatte	More Mauve	599	
140	1	N/A	041554070736	Color Sensational Ultimatte Neutrals	MORE SEPIA	688	
141	1	N/A	041554582284	Color Sensational Ultimatte	More Buff	699	
142	1	N/A	041554582207	Color Sensational Ultimatte	More Taupe	799	
143	1	N/A	041554582253	Color Sensational Ultimatte	More Rust	899	
144	1	N/A	041554582246	Color Sensational Ultimatte	More Truffle	999	

Column: 2 - Row: 8 Lower Notch: 31 Fixture Type: TRAYS Fixture Description: CS LIP LINERS 1.1
TRAYS Fixture Re-Order Code: PM0000019869 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042094 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code: PM0000019869
Shade Chart Re-Order Code: PM0000044114 UPC Blade Code: PM0000021885

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
-------	---------	-----------	-----	-------------	-------	--------	-----------------

Row: 2

Lower Notch: 25

Row: 3

Lower Notch: 17

Row: 5

Lower Notch: 10

Row: 6

Lower Notch: 3

Row: 7

Lower Notch: 37

Row: 8

Lower Notch: 31

Row: 9

Lower Notch: 26

Row: 10

Lower Notch: 20

Row: 11

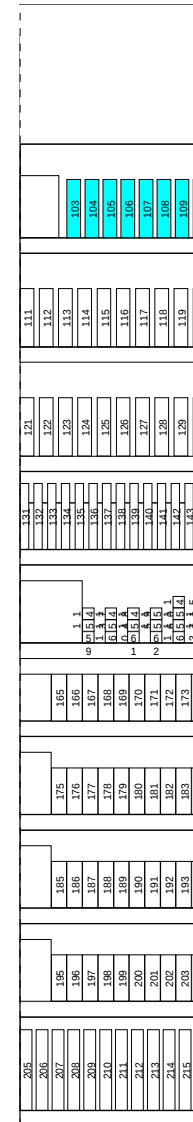
Lower Notch: 14

Row: 12

Lower Notch: 8

Row: 13

Lower Notch: 1



145	1	N/A	041554486032	COLOR SENSATIONAL MECHANICAL LINER	Clear	100	
146	1	N/A	041554549300	Color Sensational Shaping Lip Liner	BEIGE BABE	102	
147	1	N/A	041554549331	Color Sensational Shaping Lip Liner	Gone Grunge	104	
148	1	N/A	041554486049	COLOR SENSATIONAL MECHANICAL LINER	NUDE WHISPER	105	
149	1	N/A	041554486056	COLOR SENSATIONAL MECHANICAL LINER	PURELY NUDE	110	
150	1	N/A	041554486063	COLOR SENSATIONAL MECHANICAL LINER	TOTALLY TOFFEE	115	
151	1	N/A	041554549355	Color Sensational Shaping Lip Liner	RAW CHOCOLATE	118	
152	1	N/A	041554486070	COLOR SENSATIONAL MECHANICAL LINER	Rich Chocolate	120	
153	1	N/A	041554486087	COLOR SENSATIONAL MECHANICAL LINER	MAGNETIC MAUVE	125	
154	1	N/A	041554486094	COLOR SENSATIONAL MECHANICAL LINER	DUSTY ROSE	130	
155	1	N/A	041554549287	Color Sensational Shaping Lip Liner	ALMOND ROSE	132	
156	1	N/A	041554549348	Color Sensational Shaping Lip Liner	Pink Wink	134	
157	1	N/A	041554486100	COLOR SENSATIONAL MECHANICAL LINER	PALEST PINK	135	
158	1	N/A	041554486117	COLOR SENSATIONAL MECHANICAL LINER	PINK CORAL	140	
159	1	N/A	041554486124	COLOR SENSATIONAL MECHANICAL LINER	Very Cherry	145	
160	1	N/A	041554486131	COLOR SENSATIONAL MECHANICAL LINER	BRICK RED	150	
161	1	N/A	041554486148	COLOR SENSATIONAL MECHANICAL LINER	WILD VIOLETS	155	
162	1	N/A	041554549324	Color Sensational Shaping Lip Liner	Divine Wine	153	
163	1	N/A	041554492859	COLOR SENSATIONAL MECHANICAL LINER	RICH WINE	160	
164	1	N/A	041554492866	COLOR SENSATIONAL MECHANICAL LINER	PLUM PASSION	165	

Column: 2 - Row: 9 Lower Notch: 26 Fixture Type: TRAYS Fixture Description: CS MFA+MATTES 1.1 RENO **

TRAYS Fixture Re-Order Code: PL2000000446 SS Graphic Re-Order Code: PM0000042813

Graphic Re-Order Code: PM0000042751,PM0000042811 SS Holder Re-Order Code: PM0000027630

Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:

Shade Chart Re-Order Code: PM0000042752,PM0000042753 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
165	1	N/A	041554564815	CS MADE FOR ALL	MAUVE FOR ME	373	
166	1	N/A	041554566772	CS MADE FOR ALL	PINK FOR ME	376	
167	1	N/A	041554564860	CS MADE FOR ALL	FUCHSIA FOR ME	379	
168	1	N/A	041554564853	CS MADE FOR ALL	RUBY FOR ME	385	
169	1	N/A	041554564846	CS MADE FOR ALL	RED FOR ME	382	
170	1	N/A	041554453645	COLOR SEN THE MATTES	Nude Nuance	657	
171	1	N/A	041554429893	COLOR SEN THE MATTES	Touch of Spice	660	
172	1	N/A	041554429909	COLOR SEN THE MATTES	Lust for Blush	665	
173	1	N/A	041554429961	COLOR SEN THE MATTES	Divine Wine	695	
174	1	N/A	041554488777	COLOR SENSATIONAL LOADED BOLDS	Pitch Black	845	

Column: 2 - Row: 10 Lower Notch: 20 Fixture Type: TRAYS Fixture Description: CS CREAMS 1.3 RENO **

TRAYS Fixture Re-Order Code: PL2000000446 SS Graphic Re-Order Code: PM0000033908

Graphic Re-Order Code: PM0000033907,PM0000042123 SS Holder Re-Order Code: PM0000027630

Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:

Shade Chart Re-Order Code: PM0000034845,PM0000034846 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
175	1	N/A	041554578348	COLOR SEN LIPSTICK	COPPER CHARGE	166	
176	1	N/A	041554578317	COLOR SEN LIPSTICK	ALMOND HUSTLE	133	
177	1	N/A	041554264630	COLOR SEN LIPSTICK	Rum Riche	280	
178	1	N/A	041554198645	COLOR SEN LIPSTICK	Crazy For Coffee	275	
179	1	N/A	041554413236	COLOR SEN BUFFS	TOUCHABLE TAUPE	940	
180	1	N/A	041554578300	COLOR SEN LIPSTICK	DOUBLE SHOT	111	
181	1	N/A	041554408546	COLOR SEN BUFFS	NUDE LUST	920	
182	1	N/A	041554198560	COLOR SEN LIPSTICK	Nearly There	205	
183	1	N/A	041554198591	COLOR SEN LIPSTICK	Warm Me Up	235	
184	1	N/A	041554198232	COLOR SEN LIPSTICK	Born With It	15	

Column: 2 - Row: 11 Lower Notch: 14 Fixture Type: TRAYS Fixture Description: CS CREAMS 2.3 RENO **

TRAYS Fixture Re-Order Code: PL2000000446 SS Graphic Re-Order Code: PM0000033911

Graphic Re-Order Code: PM0000033910,PM0000042124 SS Holder Re-Order Code: PM0000027630

Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:

Shade Chart Re-Order Code: PM0000034846,PM0000034849 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
185	1	N/A	041554198225	COLOR SEN LIPSTICK	Pink Sand	005	
186	1	N/A	041554578249	COLOR SEN LIPSTICK	FLUSH PUNCH	222	
187	1	N/A	041554578287	COLOR SEN LIPSTICK	PINK FLARE	255	
188	1	N/A	041554470994	COLOR SEN LIPSTICK	Romantic Rose	450	
189	1	N/A	041554198300	COLOR SEN LIPSTICK	Pink Wink	105	
190	1	N/A	041554578232	COLOR SEN LIPSTICK	PINK SCORE	244	
191	1	N/A	041554578294	COLOR SEN LIPSTICK	PINK POSE	233	
192	1	N/A	041554248913	COLOR SEN LIPSTICK	Pink & Proper	20	
193	1	N/A	041554578362	COLOR SEN LIPSTICK	CORAL RISE	344	
194	1	N/A	041554578409	COLOR SEN LIPSTICK	HOT CHASE	333	

Column: 2 - Row: 12 Lower Notch: 8 Fixture Type: TRAYS Fixture Description: CS CREAMS 3.3 RENO **

TRAYS Fixture Re-Order Code: PL2000000446 SS Graphic Re-Order Code: PM0000033914

Graphic Re-Order Code: PM0000033913,PM0000042125 SS Holder Re-Order Code: PM0000027630

Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:

Shade Chart Re-Order Code: PM0000034847,PM0000034850 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
195	1	N/A	041554234996	COLOR SEN LIP VIVIDS	ON FIRE RED	895	
196	1	N/A	041554248906	COLOR SEN LIPSTICK	Red Revolution	630	
197	1	N/A	041554198553	COLOR SEN LIPSTICK	Red Revival	645	
198	1	N/A	041554578386	COLOR SEN LIPSTICK	CRIMSON RACE	311	
199	1	N/A	041554198423	COLOR SEN LIPSTICK	On The Mauve	445	
200	1	N/A	041554198409	COLOR SEN LIPSTICK	Plum Paradise	425	
201	1	N/A	041554283426	COLOR SEN LIPSTICK	Blissful Berry	410	
202	1	N/A	041554198416	COLOR SEN LIPSTICK	Plum Perfect	435	

Row: 2

Lower Notch: 25

Row: 3

Lower Notch: 17

Row: 5

Lower Notch: 10

Row: 6

Lower Notch: 3

Row: 7

Lower Notch: 37

Row: 8

Lower Notch: 31

Row: 9

Lower Notch: 26

Row: 10

Lower Notch: 20

Row: 11

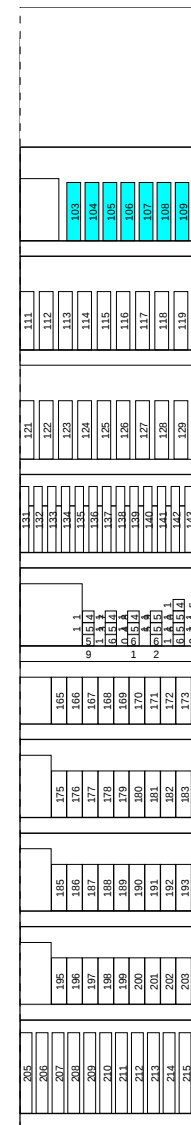
Lower Notch: 14

Row: 12

Lower Notch: 8

Row: 13

Lower Notch: 1



203	1	N/A	041554578416	COLOR SEN LIPSTICK	PLUM RULE	411	
204	1	N/A	041554578423	COLOR SEN LIPSTICK	BERRY GO	400	

Column: 2 - Row: 13
TRAYS Fixture Re-Order Code: PL2000000386
Graphic Re-Order Code: PM0000042094
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code: PM0000037939
Lower Notch: 1
Fixture Type: TRAYS
Fixture Description: SS 24HR LIP 3.3 **
SS Graphic Re-Order Code:
SS Holder Re-Order Code:
TRAYS Fixture Rolled-Up Code:
UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
205	1	N/A	041554551075	SS 2 STEP 24 HR LIPCOLOR	FIRMLY MAUVE	245	
206	1	N/A	041554558883	SS 2 STEP 24 HR LIPCOLOR	Frosted Mauve	300	
207	1	N/A	041554237801	SS 2 STEP 24 HR LIPCOLOR	Wear On Wildberry	045	
208	1	N/A	041554237870	SS 2 STEP 24 HR LIPCOLOR	Infinite Petal	080	
209	1	N/A	041554237825	SS 2 STEP 24 HR LIPCOLOR	Perpetual Plum	055	
210	1	N/A	041554551990	SS 2 STEP 24 HR LIPCOLOR	RELENTLESS RUBY	255	
211	1	N/A	041554558906	SS 2 STEP 24 HR LIPCOLOR	Frozen Rose	315	
212	1	N/A	041554237818	SS 2 STEP 24 HR LIPCOLOR	Unlimited Raisin	050	
213	1	N/A	041554237955	SS 2 STEP 24 HR LIPCOLOR	Always Heather	120	
214	1	N/A	041554552027	SS 2 STEP 24 HR LIPCOLOR	MERLOT ARMOUR	265	
215	1	N/A	041554064872	SS 2 STEP 24 HR LIPCOLOR	BROOKLYN SUNSET	925	
216	1	N/A	041554064865	SS 2 STEP 24 HR LIPCOLOR	CITY ABLAZE	930	

Row: 2

Lower Notch: 25

Row: 3

Lower Notch: 17

Row: 5

Lower Notch: 10

Row: 6

Lower Notch: 3

Row: 7

Lower Notch: 37

Row: 8

Lower Notch: 31

Row: 9

Lower Notch: 26

Row: 10

Lower Notch: 20

Row: 11

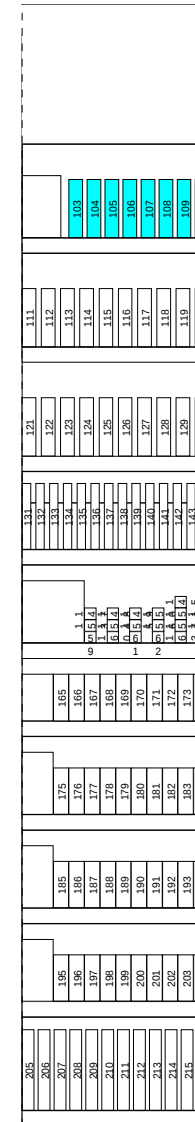
Lower Notch: 14

Row: 12

Lower Notch: 8

Row: 13

Lower Notch: 1



WAKEFERN 10' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024
MNYWAK1072ULHNOPDQ.IS24

Column: 3 - Row: 1 Lower Notch: 25 Fixture Type: HEADER LIT Fixture Description: COL TAT EYE STIX HDR (BTY+PRODUCT) 3FT ...
HEADER LIT Fixture Re-Order Code: PL2000000035 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043967 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER LIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 3 - Row: 3 Lower Notch: 17 Fixture Type: TRAYS Fixture Description: COL TAT EYE STIX 1.1 **
TRAYS Fixture Re-Order Code: PL2000000681 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042743 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043760 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
217	1	N/A	041554084115	EYE STIX	I AM SHINING	10	
218	1	N/A	041554084122	EYE STIX	I AM CONFIDENT	15	
219	1	N/A	041554084139	EYE STIX	I AM INSPIRED	20	
220	1	N/A	041554084146	EYE STIX	I AM DETERMINED	25	
221	1	N/A	041554084153	EYE STIX	I AM COURAGEOUS	30	
222	1	N/A	041554084160	EYE STIX	I AM POWERFUL	35	
223	1	N/A	041554084177	EYE STIX	I AM FIERCE	40	
224	1	N/A	041554084184	EYE STIX	I AM GIVING	45	
225	1	N/A	041554084191	EYE STIX	I AM UNIQUE	50	
226	1	N/A	041554084207	EYE STIX	I AM FEARLESS	55	
227	1	N/A	041554088137	EYE STIX	I AM UNEXPECTED	60	
228	1	N/A	041554088151	EYE STIX	I AM EXTRAVAGANT	70	
229	1	N/A	041554088199	EYE STIX	I AM RARE	90	
230	1	N/A	041554088205	EYE STIX	I AM UNCONVENTIONAL	95	
231	1	N/A	041554088212	EYE STIX	I AM REBELLIOUS	100	
232	1	N/A	041554088229	EYE STIX	I AM UNMATCHED	105	

Column: 3 - Row: 4 Lower Notch: 10 Fixture Type: TRAYS Fixture Description: COL TAT POTS 1.1 **
TRAYS Fixture Re-Order Code: PL2000000493 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000031557,PM0000042105,PM0000042111 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000031554,PM0000031555 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
233	1	N/A	041554567953	COLOR TATTOO POTS	V.I.P	10	
234	1	N/A	041554567985	COLOR TATTOO POTS	FRONT RUNNER	15	
235	1	N/A	041554567992	COLOR TATTOO POTS	SOCIALITE	20	
236	1	N/A	041554567922	COLOR TATTOO POTS	URBANITE	25	
237	1	N/A	041554567908	COLOR TATTOO POTS	HIGH ROLLER	30	
238	1	N/A	041554567915	COLOR TATTOO POTS	CHILL GIRL	35	
239	1	N/A	041554567939	COLOR TATTOO POTS	GOLDEN GIRL	40	
240	1	N/A	041554567977	COLOR TATTOO POTS	TRAILBLAZER	45	
241	1	N/A	041554567946	COLOR TATTOO POTS	KNOCKOUT	50	
242	1	N/A	041554567960	COLOR TATTOO POTS	RISK MAKER	55	

Column: 3 - Row: 5 Lower Notch: 2 Fixture Type: TRAYS Fixture Description: EW MONOS 1.1 (2TIER) **
TRAYS Fixture Re-Order Code: PL2000000442 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042121 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000028848,PM0000028849 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
243	1	N/A	041554492644	Expertwear Monos	Vanilla	100S	
244	1	N/A	041554490749	Expertwear Monos	Soft Pearl	105S	
245	1	N/A	041554490763	Expertwear Monos	Seashell	30S	
246	1	N/A	041554490770	Expertwear Monos	Nude Glow	40S	
247	1	N/A	041554490756	Expertwear Monos	Linen	20S	
248	1	N/A	041554490794	Expertwear Monos	The Glo Down	60S	
249	1	N/A	041554492682	Expertwear Monos	Made for Mocha	140S	
250	1	N/A	041554490824	Expertwear Monos	Forest Green	80S	
251	1	N/A	041554492651	Expertwear Monos	Night Sky	110S	
252	1	N/A	041554552201	Expertwear Monos	DUSTY ROSE	200S	
253	1	N/A	041554490787	Expertwear Monos	Tastefully Taupe	50S	
254	1	N/A	041554492712	Expertwear Monos	Humdrum Plum	170S	

Column: 3 - Row: 6 Lower Notch: 36 Fixture Type: TRAYS Fixture Description: CITY MINI PALETTE 1.2 **
TRAYS Fixture Re-Order Code: PL2000000445 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042116 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043762 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
255	1	N/A	041554499742	CITY MINI PALETTES	Rooftop Bronzes	400	
256	1	N/A	041554499735	CITY MINI PALETTES	Chill Brunch Neutrals	410	
257	1	N/A	041554499766	CITY MINI PALETTES	Downtown Sunrise	430	
258	1	N/A	041554540772	CITY MINI PALETTES	MATTE ABOUT TOWN	480	

Column: 3 - Row: 7 Lower Notch: 30 Fixture Type: TRAYS Fixture Description: CITY MINI PALETTE 2.2 **
TRAYS Fixture Re-Order Code: PL2000000445 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042116 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043763 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
-------	---------	-----------	-----	-------------	-------	--------	-----------------

Row: 1

Lower Notch: 25

Row: 3

Lower Notch: 17

Row: 4

Lower Notch: 10

Row: 5

Lower Notch: 2

Row: 6

Lower Notch: 36

Row: 7

Lower Notch: 30

Row: 8

Lower Notch: 25

Row: 9

Lower Notch: 20

Row: 10

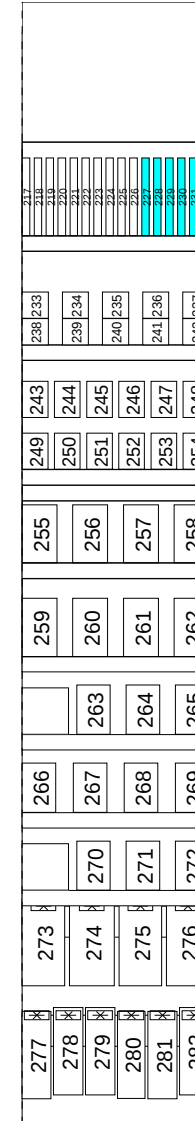
Lower Notch: 15

Row: 11

Lower Notch: 12

Row: 12

Lower Notch: 5



259	1	N/A	041554552485	CITY MINI PALETTES	Brooklyn Nudes	500	
260	1	N/A	041554552492	CITY MINI PALETTES	Blushed Avenue	510	
261	1	N/A	041554552508	CITY MINI PALETTES	Skyscape Dusk	520	
262	1	N/A	041554563306	CITY MINI PALETTES	Diamond District	540	

Column: 3 - Row: 8 Lower Notch: 25 Fixture Type: TRAYS Fixture Description: EW QUADS 1.3 **

TRAYS Fixture Re-Order Code: PL2000000023

Graphic Re-Order Code:

SS Graphic Re-Order Code: PM0000043899

Carrier Tray Graphic Re-Order Code:

SS Holder Re-Order Code:

Shade Chart Re-Order Code: PM0000042805

TRAYS Fixture Rolled-Up Code:

UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
263	1	N/A	041554409093	EXPERT WEAR QUADS	Natural Smokes	2Q	
264	1	N/A	041554409161	EXPERT WEAR QUADS	Chai Latte	22Q	
265	1	N/A	041554409123	EXPERT WEAR QUADS	Sunlit Bronze	50Q	

Column: 3 - Row: 9 Lower Notch: 20 Fixture Type: TRAYS Fixture Description: EW QUADS 2.9/3/7/6 **

TRAYS Fixture Re-Order Code: PL2000000023

Graphic Re-Order Code:

SS Graphic Re-Order Code:

Carrier Tray Graphic Re-Order Code:

SS Holder Re-Order Code:

Shade Chart Re-Order Code: PM0000042808

TRAYS Fixture Rolled-Up Code:

UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
266	1	N/A	041554409116	EXPERT WEAR QUADS	Mocha Motion	10Q	
267	1	N/A	041554409130	EXPERT WEAR QUADS	Designer Chocolates	40Q	
268	1	N/A	041554409192	EXPERT WEAR QUADS	Lavender Smokes	8Q	
269	1	N/A	041554409147	EXPERT WEAR QUADS	Charcoal Smokes	4Q	

Column: 3 - Row: 10 Lower Notch: 15 Fixture Type: TRAYS Fixture Description: EW QUADS 3.3 **

TRAYS Fixture Re-Order Code: PL2000000023

Graphic Re-Order Code:

SS Graphic Re-Order Code: PM0000043900

Carrier Tray Graphic Re-Order Code:

SS Holder Re-Order Code:

Shade Chart Re-Order Code: PM0000042809

TRAYS Fixture Rolled-Up Code:

UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
270	1	N/A	041554409239	EXPERT WEAR QUADS	Emerald Smokes	48Q	
271	1	N/A	041554409260	EXPERT WEAR QUADS	Autumn Coppers	44Q	
272	1	N/A	041554409178	EXPERT WEAR QUADS	Velvet Crush	20Q	

Column: 3 - Row: 11 Lower Notch: 12 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

HOOK BARS Fixture Re-Order Code: 041554984507

Graphic Re-Order Code:

SS Graphic Re-Order Code:

Carrier Tray Graphic Re-Order Code:

SS Holder Re-Order Code:

Shade Chart Re-Order Code:

HOOK BARS Fixture Rolled-Up Code: 041554984507

UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
273	1	N/A	041554647372	LASH DISCOVERY WASHABLE	Very Black	1	
274	1	N/A	041554650495	LASH DISCOVERY WP	Very Black	1	
275	1	N/A	041554699159	FULL 'N' SOFT	Very Black	1	
276	1	N/A	041554605228	FULL 'N' SOFT	Very Black (WTP)	1	

Column: 3 - Row: 12 Lower Notch: 5 Fixture Type: HOOK BARS Fixture Description: 6HK GENERIC URBAN HKBR UNLIT

HOOK BARS Fixture Re-Order Code: 041554984521

Graphic Re-Order Code:

SS Graphic Re-Order Code:

Carrier Tray Graphic Re-Order Code:

SS Holder Re-Order Code:

Shade Chart Re-Order Code:

HOOK BARS Fixture Rolled-Up Code: 041554984521

UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
277	1	N/A	041554586404	Baby Lips Quenched	Quenched	005	
278	1	N/A	041554264548	BABY LIPS	CHERRY ME	15	
279	1	N/A	041554264562	BABY LIPS	PINK PUNCH	25	
280	1	N/A	041554424591	BABY LIPS CRYSTAL	Pink Quartz	140	
281	1	N/A	041554483123	BABY LIPS	MY PINK	01	
282	1	N/A	041554404937	BABY LIPS DR RESCUE	Coral Crave	55	

Row: 1

Lower Notch: 25

Row: 3

Lower Notch: 17

Row: 4

Lower Notch: 10

Row: 5

Lower Notch: 2

Row: 6

Lower Notch: 36

Row: 7

Lower Notch: 30

Row: 8

Lower Notch: 25

Row: 9

Lower Notch: 20

Row: 10

Lower Notch: 15

Row: 11

Lower Notch: 12

Row: 12

Lower Notch: 5

217	218	219	220	221	222	223	224	225	226	227	228	229	230	231	232
233	234	235	236	237	238	239	240	241	242	243	244	245	246	247	248
249	250	251	252	253	254	255	256	257	258	259	260	261	262	263	264
265	266	267	268	269	270	271	272	273	274	275	276	277	278	279	280
281	282	283	284	285	286	287	288	289	290	291	292	293	294	295	296

WAKEFERN 10' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024
MNYWAK1072ULHNOPDQ.IS24

Column: 3 - Row: 1 Lower Notch: 25 Fixture Type: HEADER LIT Fixture Description: COL TAT EYE STIX HDR (BTY+PRODUCT) 3FT ...
HEADER LIT Fixture Re-Order Code: PL2000000035 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043967 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER LIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 4 - Row: 1 Lower Notch: 21 Fixture Type: HOOK BARS Fixture Description: 6HK HYPER EASY MECH PEN (DEMO) HKBR U...
HOOK BARS Fixture Re-Order Code: PL2000000147 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042168 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
283	1	N/A	041554080810	TATTOO STUDIO BRUSH TIP INK PEN LINER	Jet Black	880	
284	1	N/A	041554081091	INK PEN LINER	BROWN	882	
285	1	N/A	041554578607	HYPER EASY LIQUID LINER	Pitch Black	800	
286	1	N/A	041554586473	MASTER PRECISE ALL DAY MATTE	MATTE BLACK	310	
287	1	N/A	041554568226	MASTER PREC ALL DAY	Black	110	
288	1	N/A	041554549454	MASTER PREC ALL DAY	FOREST BROWN	111	

Column: 4 - Row: 2 Lower Notch: 14 Fixture Type: HOOK BARS Fixture Description: 6HK TS GEL LNR (DEMO) HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000147 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042088 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
289	1	N/A	041554549416	TATTOO STUDIO DIP IN LIQUID LINER	Black	001	
290	1	N/A	041554563337	TATTOO STUDIO GEL PENCIL LINER	DEEP ONYX	900	
291	1	N/A	041554563344	TATTOO STUDIO GEL PENCIL LINER	INTENSE CHARCOAL	901	
292	1	N/A	041554563351	TATTOO STUDIO GEL PENCIL LINER	BOLD BROWN	910	
293	1	N/A	041554563863	TATTOO STUDIO GEL PENCIL LINER	STRIKING NAVY	920	
294	1	N/A	041554563900	TATTOO STUDIO GEL PENCIL LINER	POLISHED WHITE	970	

Column: 4 - Row: 3 Lower Notch: 7 Fixture Type: HOOK BARS Fixture Description: 6HK UNSTOPPABLE (DEMO) HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000147 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042138 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
295	1	N/A	041554513493	UNSTOPPABLE EYELINER - CARDED	Onyx	10	
296	1	N/A	041554513523	UNSTOPPABLE EYELINER - CARDED	Cinnabar	20	
297	1	N/A	041554513530	UNSTOPPABLE EYELINER - CARDED	Pewter	30	
298	1	N/A	041554513547	UNSTOPPABLE EYELINER - CARDED	Sapphire	40	
299	1	N/A	041554513561	UNSTOPPABLE EYELINER - CARDED	Espresso	60	
300	1	N/A	041554588910	TATTOO STUDIO SMOKEY GEL PENCIL LINER	SMOKEY BLACK	10	

Column: 4 - Row: 4 Lower Notch: 33 Fixture Type: HOOK BARS Fixture Description: 5HK LD GEL LNR POT HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000145 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042137 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
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	041554460834	MASTER PRECISE SKINNY	Defining Black	210	
304	1	N/A	041554460841	MASTER PRECISE SKINNY	Sharp Brown	220	
305	1	N/A	041554541915	MASTER PRECISE INK LINER	BLACK COMET	510	

Column: 4 - Row: 5 Lower Notch: 33 Fixture Type: HOOK BARS Fixture Description: 6HK DEFINE-A-LINE HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000147 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042073 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
306	1	N/A	041554572476	LINE EXPRESS	Ebony Black	01	
307	1	N/A	041554572483	LINE EXPRESS	Soft Black	02	
308	1	N/A	041554009071	DEFINE A LINE	Ebony Black	1	
309	1	N/A	041554009095	DEFINE A LINE	Brownish Black	3	
310	1	N/A	041554209440	LINE STILETTO LIQUID LINER	Blackest Black	1	
311	1	N/A	041554552560	LASTING DRAMA MATTES	JET BLACK	860	

Column: 4 - Row: 6 Lower Notch: 26 Fixture Type: HOOK BARS Fixture Description: 6HK EXPERT EYES TWIN BROW HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000147 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042074 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
312	1	N/A	041554530179	EXPERT EYES TWIN BROW & EYE PENCILS	Velvet Black	01	
313	1	N/A	041554530254	EXPERT EYES TWIN BROW & EYE PENCILS	DARK BROWN	02	
314	1	N/A	041554530567	EXPERT EYES TWIN BROW & EYE PENCILS	Medium Brown	03	
315	1	N/A	041554507379	EXPERT EYES TWIN BROW & EYE PENCILS	Blonde	7	
316	1	N/A	041554533156	LINWORKS ULTRA LINER WATERPROOF	Black	1	
317	1	N/A	041554533163	LINWORKS ULTRA LINER WATERPROOF	DARK BROWN	2	

Row: 1

Lower Notch: 25

Row: 1

Lower Notch: 21

Row: 2

Lower Notch: 14

Row: 3

Lower Notch: 7

Row: 4

Lower Notch: 40

Row: 5

Lower Notch: 33

Row: 6

Lower Notch: 26

Row: 7

Lower Notch: 19

Row: 8

Lower Notch: 12

Row: 9

Lower Notch: 5

Shade Chart Re-Order Code:				UPC Blade Code: 041554949452			
ShadeID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
326	1	N/A	041554054156	LASH STILETTO	Very Black	1	
327	1	N/A	041554208832	LASH STILETTO WP	Very Black	01	
328	1	N/A	041554459890	FALSIES PUSH UP DRAMA ANGEL	Blackest Black	00	
329	1	N/A	041554462838	FALSIES PUSH UP DRAMA ANGEL	Very Black (WTP)	01	

Lower Notch: 5

Page: 11 of 33

WAKEFERN 10' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1072ULHNOPDQ.IS24

Column: 3 - Row: 1 Lower Notch: 25 Fixture Type: HEADER LIT Fixture Description: COL TAT EYE STIX HDR (BTY+PRODUCT) 3FT ...
HEADER LIT Fixture Re-Order Code: PL2000000035 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043967 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER LIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 5 - Row: 2 Lower Notch: 21 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
330	1	N/A	041554071863	LASH SENSATIONAL SKY HIGH	COSMIC BLACK	799	
331	1	N/A	041554590517	LASH SENSATIONAL SKY HIGH	BLACKEST BLACK	800	
332	1	N/A	041554590500	LASH SENSATIONAL SKY HIGH	VERY BLACK	801	
333	1	N/A	041554076448	LASH SENSATIONAL SKY HIGH	True Brown	804	

Column: 5 - Row: 3 Lower Notch: 14 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
334	1	N/A	041554554076	LASH SENSATIONAL SERUM	LASH SENSATIONAL SERUM	250	
335	1	N/A	041554584219	LASH SENSATIONAL	Midnight Black	252	
336	1	N/A	041554420616	LASH SENSATIONAL	Blackest Black	00	
337	1	N/A	041554420623	LASH SENSATIONAL	Very Black	01	

Column: 5 - Row: 4 Lower Notch: 7 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
338	1	N/A	041554081152	SURREAL EXTENSION	BLACKEST BLACK WSH	170	
339	1	N/A	041554081145	SURREAL EXTENSION	VERY BLACK WSH	175	
340	1	N/A	041554079821	SURREAL EXTENSION	VERY BLACK WTP	185	
341	1	N/A	041554217957	FALSIES MASCARA	Blackest Black	00	

Column: 5 - Row: 5 Lower Notch: 7 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
342	1	N/A	041554483719	COLOSSAL BIG SHOT	Blackest Black	223	
343	1	N/A	041554483726	COLOSSAL BIG SHOT	Very Black	224	
344	1	N/A	041554493856	COLOSSAL BIG SHOT	Very Black (WTP)	226	
345	1	N/A	041554590364	FALSIES LASH LIFT	ULTRA BLACK INTENSIFIER	195	

Column: 5 - Row: 6 Lower Notch: 33 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
346	1	N/A	041554050899	COLOSSAL	Glam Black	00	
347	1	N/A	041554050905	COLOSSAL	Classic Black	01	
348	1	N/A	041554056761	COLOSSAL	Glam Brown (Brn/Blk)	2	
349	1	N/A	041554197037	COLOSSAL	Glam Black (WTP)	00	

Column: 5 - Row: 7 Lower Notch: 26 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
350	1	N/A	041554069563	COLOSSAL CURL BOUNCE	Blackest Black	350	
351	1	N/A	041554069679	COLOSSAL CURL BOUNCE	Very Black (WTP)	365	
352	1	N/A	041554288254	COLOSSAL CAT EYES MASCARA	Glam Black	01	
353	1	N/A	041554288261	COLOSSAL CAT EYES MASCARA	Glam Black (WTP)	01	

Column: 5 - Row: 8 Lower Notch: 19 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
354	1	N/A	041554519457	GREAT LASH MASCARA	Clear	10	
355	1	N/A	041554626964	GREAT LASH MASCARA	Very Black (WTP)	1	
356	1	N/A	041554626988	GREAT LASH MASCARA	Brownish Black (WTP)	3	
357	1	N/A	041554269567	ILLEGAL LENGTHS MASC	Blackest Black	00	

Row: 1

Row: 2

Row: 3

Row: 4

Row: 5

Row: 6

Row: 7

Row: 8

Row: 9

Row: 10

B

Lower Notch: 25

Lower Notch: 21

Lower Notch: 14

Lower Notch: 7

Lower Notch: 40

Lower Notch: 33

Lower Notch: 26

Lower Notch: 19

Lower Notch: 12

Lower Notch: 5

Column: 5 - Row: 9		Lower Notch: 12		Fixture Type: HOOK BARS		Fixture Description: 4HK GENERIC URBAN HKBR UNLIT	
HOOK BARS Fixture Re-Order Code: 041554984507				SS Graphic Re-Order Code:			
Graphic Re-Order Code:				SS Holder Re-Order Code:			
Carrier Tray Graphic Re-Order Code:				HOOK BARS Fixture Rolled-Up Code: 041554984507			
Shade Chart Re-Order Code:				UPC Blade Code: 041554994452			
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
358	1	N/A	041554565294	GREAT LASH CURVED BRUSH	Very Black	1	
359	1	N/A	041554239423	Great Lash Lots of Lashes	Blackest Black	00	
360	1	N/A	041554239416	Great Lash Lots of Lashes	Very Black	01	
361	1	N/A	041554269062	Great Lash Lots of Lashes	Brownish Black	02	

Column: 5 - Row: 10		Lower Notch: 5		Fixture Type: HOOK BARS		Fixture Description: 5HK GENERIC URBAN HKBR UNLIT	
HOOK BARS Fixture Re-Order Code: 041554984514				SS Graphic Re-Order Code:			
Graphic Re-Order Code:				SS Holder Re-Order Code:			
Carrier Tray Graphic Re-Order Code:				HOOK BARS Fixture Rolled-Up Code: 041554984514			
Shade Chart Re-Order Code:				UPC Blade Code: 041554994452			
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
362	1	N/A	041554539912	SNPSACARA	Pitch Black	300	
363	1	N/A	041554578539	SNPSACARA	PITCH BLACK (WTP)	340	
364	1	N/A	041554535426	EYELASH CURLER	EXPERT TOOLS EYELASH CURLER		
365	1	N/A	041554535457	EYELASH CURLER REFILLS	0		
366	1	N/A	041554535273	BRUSH N' COMB	EXPERT TOOLS BRUSH N' COMB		

B

Row: 1

Lower Notch: 25

Row: 2

Lower Notch: 21

Row: 3

Lower Notch: 14

Row: 4

Lower Notch: 7

Row: 5

Lower Notch: 40

Row: 6

Lower Notch: 33

Row: 7

Lower Notch: 26

Row: 8

Lower Notch: 19

Row: 9

Lower Notch: 12

Row: 10

Lower Notch: 5

WAKEFERN 10' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024
MNYWAK1072ULHNOPDQ.IS24

Column: 6 - Row: 1 Lower Notch: 25 Fixture Type: HEADER LIT Fixture Description: MNY LOGO HDR 3FT LIT **
HEADER LIT Fixture Re-Order Code: PL2000000037 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043893 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER LIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 6 - Row: 2 Lower Notch: 21 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
367	1	N/A	041554590913	LASH SENSATIONAL SKY HIGH	Very Black (WTP)	802	
368	1	N/A	041554590906	LASH SENSATIONAL SKY HIGH	Brownish Black (WTP)	803	
369	1	N/A	041554460247	LASH SENSATIONAL LUSCIOUS	Blackest Black	00	
370	1	N/A	041554460254	LASH SENSATIONAL LUSCIOUS	Very Black	01	

Column: 6 - Row: 3 Lower Notch: 14 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
371	1	N/A	041554420630	LASH SENSATIONAL	Brownish Black	02	
372	1	N/A	041554420647	LASH SENSATIONAL	Very Black (WTP)	01	
373	1	N/A	041554460278	LASH SENSATIONAL LUSCIOUS	Very Black (WTP)	01	
374	1	N/A	041554240337	FALSIES BLACK DRAMA	Black Drama	10	

Column: 6 - Row: 4 Lower Notch: 7 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
375	1	N/A	041554217964	FALSIES MASCARA	Very Black	01	
376	1	N/A	041554217971	FALSIES MASCARA	Brownish Black	02	
377	1	N/A	041554217988	FALSIES MASCARA	Very Black (WTP)	01	
378	1	N/A	041554217995	FALSIES MASCARA	Brownish Black (WTP)	02	

Column: 6 - Row: 5 Lower Notch: 40 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
379	1	N/A	041554578478	FALSIES LASH LIFT	Blackest Black	200	
380	1	N/A	041554578485	FALSIES LASH LIFT	Very Black	201	
381	1	N/A	041554578492	FALSIES LASH LIFT	VERY BLACK (WTP)	202	
382	1	N/A	041554268706	FALSIES FLARED	Blackest Black	00	

Column: 6 - Row: 6 Lower Notch: 33 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
383	1	N/A	041554197044	COLOSSAL	Classic Black (WTP)	1	
384	1	N/A	041554409291	COLOSSAL PUMPED UP!	Glam Black	00	
385	1	N/A	041554409284	COLOSSAL PUMPED UP!	Classic Black	01	
386	1	N/A	041554409321	COLOSSAL PUMPED UP!	Classic Black (WTP)	01	

Column: 6 - Row: 7 Lower Notch: 26 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
387	1	N/A	041554288384	VE ROCKET MASCARA	Blackest Black	00	
388	1	N/A	041554288377	VE ROCKET MASCARA	Very Black	01	
389	1	N/A	041554288391	VE ROCKET MASCARA	Brownish Black	02	
390	1	N/A	041554288452	VE ROCKET MASCARA WP	Very Black	01	

Column: 6 - Row: 8 Lower Notch: 19 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
391	1	N/A	041554522556	TOTAL TEMPTATION	BLACKEST BLACK	601	
392	1	N/A	041554522563	TOTAL TEMPTATION	VERY BLACK	602	
393	1	N/A	041554522679	TOTAL TEMPTATION	Very Black (WTP)	604	
394	1	N/A	041554064308	Express Brow Duo	Blonde	250	

ACK PANELS
WALL SPACE:

Row: 1

Lower Notch: 25

Row: 2

Lower Notch: 21

Row: 3

Lower Notch: 14

Row: 4

Lower Notch: 7

Row: 5

Lower Notch: 40

Row: 6

Lower Notch: 33

Row: 7

Lower Notch: 26

Row: 8

Lower Notch: 19

Row: 9

Lower Notch: 12

Row: 10

Lower Notch: 5

Column: 6 - Row: 9 Lower Notch: 12 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
 HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
 Graphic Re-Order Code: SS Holder Re-Order Code:
 Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
 Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
395	1	N/A	041554007503	DEFINE A LASH LENGTH MASCARA	Very Black	1	
396	1	N/A	041554281446	MEGA PLUSH MASCARA	Blackest Black	00	
397	1	N/A	041554281460	MEGA PLUSH MASCARA	Very Black	01	
398	1	N/A	041554281484	MEGA PLUSH MASCARA	Very Black (WTP)	01	

Column: 6 - Row: 10 Lower Notch: 5 Fixture Type: HOOK BARS Fixture Description: 6HK TS BROW STYLING GEL HKBR UNLIT **
 HOOK BARS Fixture Re-Order Code: PL2000000147 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM00000042790,PM00000043092 SS Holder Re-Order Code:
 Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
 Shade Chart Re-Order Code: UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
399	1	N/A	041554529043	TWEEZER (UPGRADED)	UPGRADED TWEEZER		
400	1	N/A	041554835419	DUAL SHARPENER	EXPERT TOOLS DUAL SHARPENER		
401	1	N/A	041554080490	BROW STYLING GEL	SOFT BROWN	255	
402	1	N/A	041554080506	BROW STYLING GEL	MEDIUM BROWN	257	
403	1	N/A	041554080513	BROW STYLING GEL	DEEP BROWN	260	
404	1	N/A	041554545012	TATTOOSTUDIO BROW TINT PEN	Blonde	350	

ACK PANELS
WALL SPACE:

Row: 1

Lower Notch: 25

Row: 2

Lower Notch: 21

Row: 3

Lower Notch: 14

Row: 4

Lower Notch: 7

Row: 5

Lower Notch: 40

Row: 6

Lower Notch: 33

Row: 7

Lower Notch: 26

Row: 8

Lower Notch: 19

Row: 9

Lower Notch: 12

Row: 10

Lower Notch: 5

367	368	369	370
371	372	373	374
375	376	377	378
379	380	381	382
383	384	385	386
387	388	389	390
391	392	393	394
395	396	397	398
399	400	401	402
		403	404

WAKEFERN 10' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1072ULHNOPDQ.IS24

Column: 6 - Row: 1 Lower Notch: 25 Fixture Type: HEADER LIT Fixture Description: MNY LOGO HDR 3FT LIT **
HEADER LIT Fixture Re-Order Code: PL2000000037 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043893 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER LIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 7 - Row: 2 Lower Notch: 17 Fixture Type: TRAYS Fixture Description: FM M&P FNDTN 1.3 D2L **
TRAYS Fixture Re-Order Code: PL2000000439 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042120 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043023 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
405	1	N/A	041554538748	FitMe MATTE+PORELESS FNDTN	JAVA	375	
406	1	N/A	041554539752	FitMe MATTE+PORELESS FNDTN	DEEP BRONZE	370	
407	1	N/A	041554538731	FitMe MATTE+PORELESS FNDTN	DEEP GOLDEN	368	
408	1	N/A	041554539721	FitMe MATTE+PORELESS FNDTN	NUTMEG	365	
409	1	N/A	041554539677	FitMe MATTE+PORELESS FNDTN	WARM COCONUT	356	
410	1	N/A	041554433524	FitMe MATTE+PORELESS FNDTN	Coconut	355	
411	1	N/A	041554466515	FitMe MATTE+PORELESS FNDTN	CAPPUCCINO	340	
412	1	N/A	041554539639	FitMe MATTE+PORELESS FNDTN	WARM SUN	334	

Column: 7 - Row: 3 Lower Notch: 10 Fixture Type: TRAYS Fixture Description: FM CNCLR 1.1 D2L **
TRAYS Fixture Re-Order Code: PL2000000410 SS Graphic Re-Order Code: PM0000042087
Graphic Re-Order Code: PM0000042120 SS Holder Re-Order Code: PM0000026527
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042999 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
413	1	N/A	041554550504	FitMe CONCEALER	Cocoa	60	
414	1	N/A	041554550498	FitMe CONCEALER	Hazelnut	55	
415	1	N/A	041554247756	FitMe CONCEALER	Cafe	50	
416	1	N/A	041554550481	FitMe CONCEALER	Tan	45	
417	1	N/A	041554550474	FitMe CONCEALER	Caramel	40	
418	1	N/A	041554247749	FitMe CONCEALER	Deep	35	
419	1	N/A	041554550467	FitMe CONCEALER	Honey	30	
420	1	N/A	041554247725	FitMe CONCEALER	Med	25	
421	1	N/A	041554247732	FitMe CONCEALER	Sand	20	
422	1	N/A	041554247718	FitMe CONCEALER	Light	15	
423	1	N/A	041554247701	FitMe CONCEALER	Fair	10	
424	1	N/A	041554550450	FitMe CONCEALER	Ivory	05	

Column: 7 - Row: 4 Lower Notch: 2 Fixture Type: TRAYS Fixture Description: FM M&P PDR 1.2 **
TRAYS Fixture Re-Order Code: PL2000000440 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042092 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000044113,PM0000044112 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
425	1	N/A	041554553482	FitMe MATTE+PORELESS PDR	JAVA	375	
426	1	N/A	041554553529	FitMe MATTE+PORELESS PDR	Nutmeg	365	
427	1	N/A	041554488364	FitMe MATTE+PORELESS PDR	Mocha	360	
428	1	N/A	041554553468	FitMe MATTE+PORELESS PDR	Coconut	355	
429	1	N/A	041554553512	FitMe MATTE+PORELESS PDR	Warm Sun	334	
430	1	N/A	041554433852	FitMe MATTE+PORELESS PDR	Toffee	330	
431	1	N/A	041554488357	FitMe MATTE+PORELESS PDR	NATURAL TAN	320	
432	1	N/A	041554433845	FitMe MATTE+PORELESS PDR	Sun Beige	310	

Column: 7 - Row: 5 Lower Notch: 36 Fixture Type: TRAYS Fixture Description: FM D&S FNDTN 1.2 D2L **
TRAYS Fixture Re-Order Code: PL2000000439 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042117 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042958 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
433	1	N/A	041554539895	FitMe DEW+SMTH FNDTN	Mocha	360	
434	1	N/A	041554247152	FitMe DEW+SMTH FNDTN	Coconut	355	
435	1	N/A	041554400816	FitMe DEW+SMTH FNDTN	Toffee	330	
436	1	N/A	041554238778	FitMe DEW+SMTH FNDTN	Soft Honey	315	
437	1	N/A	041554238761	FitMe DEW+SMTH FNDTN	Sun Bge	310	
438	1	N/A	041554339697	FitMe DEW+SMTH FNDTN	Gldn Bge	240	
439	1	N/A	041554238747	FitMe DEW+SMTH FNDTN	Pure Bge	235	
440	1	N/A	041554238730	FitMe DEW+SMTH FNDTN	Net Buff	230	

Column: 7 - Row: 6 Lower Notch: 30 Fixture Type: TRAYS Fixture Description: FM BLUSH 1.1 **
TRAYS Fixture Re-Order Code: PL2000000456 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042117 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000028435,PM0000028436 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
441	1	N/A	041554503067	FIT ME BLUSH	Buff	10	
442	1	N/A	041554503074	FIT ME BLUSH	Nude	15	
443	1	N/A	041554503098	FIT ME BLUSH	Mauve	20	
444	1	N/A	041554503104	FIT ME BLUSH	Pink	25	
445	1	N/A	041554503111	FIT ME BLUSH	Rose	30	
446	1	N/A	041554503135	FIT ME BLUSH	Coral	35	

40+30
=72"

Row: 1

Lower Notch: 25

Row: 2

Lower Notch: 17

Row: 3

Lower Notch: 10

Row: 4

Lower Notch: 2

Row: 5

Lower Notch: 36

Row: 6

Lower Notch: 30

Row: 7

Lower Notch: 26

Row: 8

Lower Notch: 19

Row: 9

Lower Notch: 12

Row: 10

Lower Notch: 5

447	1	N/A	041554503142	FIT ME BLUSH	Peach	40	
448	1	N/A	041554503159	FIT ME BLUSH	Plum	45	
449	1	N/A	041554503524	FIT ME BLUSH	Wine	50	
450	1	N/A	041554503722	FIT ME BLUSH	BERRY	55	

Column: 7 - Row: 7 Lower Notch: 26 Fixture Type: HOOK BARS Fixture Description: 6HK EXPRESS BROW ULTRA SLIM (DEMO) HK...

HOOK BARS Fixture Re-Order Code: PL2000000147

SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000042109

SS Holder Re-Order Code:

Carrier Tray Graphic Re-Order Code:

HOOK BARS Fixture Rolled-Up Code:

Shade Chart Re-Order Code:

UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
451	1	N/A	041554572292	BROW ULTRA SLIM	Blonde	250	
452	1	N/A	041554063705	BROW ULTRA SLIM	TAUPE	253	
453	1	N/A	041554572308	BROW ULTRA SLIM	Soft Brown	255	
454	1	N/A	041554083729	BROW ULTRA SLIM	AUBURN	256	
455	1	N/A	041554572322	BROW ULTRA SLIM	Medium Brown	257	
456	1	N/A	041554083712	BROW ULTRA SLIM	ASH BROWN	259	

Column: 7 - Row: 8 Lower Notch: 19 Fixture Type: HOOK BARS Fixture Description: 6HK EXPRESS BROW (DEMO) HKBR UNLIT **

HOOK BARS Fixture Re-Order Code: PL2000000147

SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000042170

SS Holder Re-Order Code:

Carrier Tray Graphic Re-Order Code:

HOOK BARS Fixture Rolled-Up Code:

Shade Chart Re-Order Code:

UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
457	1	N/A	041554064315	Express Brow Duo	Soft Brown	255	
458	1	N/A	041554064322	Express Brow Duo	Medium Brown	257	
459	1	N/A	041554064339	Express Brow Duo	Deep Brown	260	
460	1	N/A	041554572339	BROW ULTRA SLIM	DEEP BROWN	260	
461	1	N/A	041554572346	BROW ULTRA SLIM	Black Brown	262	
462	1	N/A	041554581393	BROW ULTRA SLIM	Black	264	

Column: 7 - Row: 9 Lower Notch: 12 Fixture Type: HOOK BARS Fixture Description: 5HK BROW FAST SCULPT GEL (DEMO) HKBR U...

HOOK BARS Fixture Re-Order Code: PL2000000145

SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000042129

SS Holder Re-Order Code:

Carrier Tray Graphic Re-Order Code:

HOOK BARS Fixture Rolled-Up Code:

Shade Chart Re-Order Code:

UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
463	1	N/A	041554578690	BROW FAST SCULPT	Blonde	250	
464	1	N/A	041554578706	BROW FAST SCULPT	Soft Brown	255	
465	1	N/A	041554578720	BROW FAST SCULPT	Medium Brown	257	
466	1	N/A	041554578737	BROW FAST SCULPT	DEEP BROWN	260	
467	1	N/A	041554578751	BROW FAST SCULPT	Clear	264	

Column: 7 - Row: 10 Lower Notch: 5 Fixture Type: HOOK BARS Fixture Description: 6HK TS BROW POMADE (DEMO) HKBR UNLIT **

HOOK BARS Fixture Re-Order Code: PL2000000147

SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000042089

SS Holder Re-Order Code:

Carrier Tray Graphic Re-Order Code:

HOOK BARS Fixture Rolled-Up Code:

Shade Chart Re-Order Code:

UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
468	1	N/A	041554545029	TATTOOSTUDIO BROW TINT PEN	Soft Brown	355	
469	1	N/A	041554545036	TATTOOSTUDIO BROW TINT PEN	Medium Brown	360	
470	1	N/A	041554547092	TATTOOSTUDIO BROW TINT PEN	DEEP BROWN	365	
471	1	N/A	041554559736	TattooStudio Brow Pomade	Blonde	372	
472	1	N/A	041554559743	TattooStudio Brow Pomade	Soft Brown	374	
473	1	N/A	041554559750	TattooStudio Brow Pomade	Medium Brown	376	

40+30
=72"

Row: 1

Lower Notch: 25

Row: 2

Lower Notch: 17

Row: 3

Lower Notch: 10

Row: 4

Lower Notch: 2

Row: 5

Lower Notch: 36

Row: 6

Lower Notch: 30

Row: 7

Lower Notch: 26

Row: 8

Lower Notch: 19

Row: 9

Lower Notch: 12

Row: 10

Lower Notch: 5

WAKEFERN 10' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1072ULHNOPDQ.IS24

Column: 6 - Row: 1 Lower Notch: 25 Fixture Type: HEADER LIT Fixture Description: MNY LOGO HDR 3FT LIT **
HEADER LIT Fixture Re-Order Code: PL2000000037 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043893 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER LIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 8 - Row: 1 Lower Notch: 17 Fixture Type: TRAYS Fixture Description: FM M&P FNDTN 2.3 D2L **
TRAYS Fixture Re-Order Code: PL2000000439 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043024 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
474	1	N/A	041554433517	FitMe MATTE+PORELESS FNDTN	Toffee	330	
475	1	N/A	041554438192	FitMe MATTE+PORELESS FNDTN	Warm Honey	322	
476	1	N/A	041554433500	FitMe MATTE+PORELESS FNDTN	Sun Beige	310	
477	1	N/A	041554433494	FitMe MATTE+PORELESS FNDTN	Pure Beige	235	
478	1	N/A	041554466461	FitMe MATTE+PORELESS FNDTN	True Beige	222	
479	1	N/A	041554433470	FitMe MATTE+PORELESS FNDTN	Ntrl Beige	220	
480	1	N/A	041554438161	FitMe MATTE+PORELESS FNDTN	Warm Nude	128	
481	1	N/A	041554433456	FitMe MATTE+PORELESS FNDTN	Nude Beige	125	

Column: 8 - Row: 2 Lower Notch: 10 Fixture Type: TRAYS Fixture Description: FM M&P FNDTN 3.3 D2L **
TRAYS Fixture Re-Order Code: PL2000000439 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042954 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
482	1	N/A	041554466454	FitMe MATTE+PORELESS FNDTN	CREAMY BEIGE	122	
483	1	N/A	041554433449	FitMe MATTE+PORELESS FNDTN	Clsc Ivory	120	
484	1	N/A	041554539462	FitMe MATTE+PORELESS FNDTN	LIGHT BEIGE	118	
485	1	N/A	041554433432	FitMe MATTE+PORELESS FNDTN	Ivory	115	
486	1	N/A	041554433425	FitMe MATTE+PORELESS FNDTN	Ntrl Ivory	112	
487	1	N/A	041554433418	FitMe MATTE+PORELESS FNDTN	Porcelain	110	
488	1	N/A	041554538328	FitMe MATTE+PORELESS FNDTN	Fair Ivory	105	
489	1	N/A	041554538311	FitMe MATTE+PORELESS FNDTN	FAIR PORCELAIN	102	

Column: 8 - Row: 3 Lower Notch: 2 Fixture Type: TRAYS Fixture Description: FM M&P PDR 2.2 **
TRAYS Fixture Re-Order Code: PL2000000440 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042973, PM0000042974 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
490	1	N/A	041554488340	FitMe MATTE+PORELESS PDR	Pure Beige	235	
491	1	N/A	041554433821	FitMe MATTE+PORELESS PDR	Natural Buff	230	
492	1	N/A	041554488333	FitMe MATTE+PORELESS PDR	True Beige	222	
493	1	N/A	041554433814	FitMe MATTE+PORELESS PDR	Natural Beige	220	
494	1	N/A	041554433807	FitMe MATTE+PORELESS PDR	Buff Beige	130	
495	1	N/A	041554433784	FitMe MATTE+PORELESS PDR	Classic Ivory	120	
496	1	N/A	041554433753	FitMe MATTE+PORELESS PDR	Porcelain	110	
497	1	N/A	041554433746	FitMe MATTE+PORELESS PDR	Translucent	100	

Column: 8 - Row: 4 Lower Notch: 36 Fixture Type: TRAYS Fixture Description: FM D&S FNDTN 2.2 D2L **
TRAYS Fixture Re-Order Code: PL2000000439 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042959 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
498	1	N/A	041554238723	FitMe DEW+SMTH FNDTN	Med Buff	225	
499	1	N/A	041554238716	FitMe DEW+SMTH FNDTN	Nat Bge	220	
500	1	N/A	041554238709	FitMe DEW+SMTH FNDTN	Sandy Bge	210	
501	1	N/A	041554238686	FitMe DEW+SMTH FNDTN	Buff Bge	130	
502	1	N/A	041554238679	FitMe DEW+SMTH FNDTN	Nude Bge	125	
503	1	N/A	041554238662	FitMe DEW+SMTH FNDTN	Clsc Ivry	120	
504	1	N/A	041554238655	FitMe DEW+SMTH FNDTN	Ivry	115	
505	1	N/A	041554238648	FitMe DEW+SMTH FNDTN	Porcelain	110	

Column: 8 - Row: 5 Lower Notch: 28 Fixture Type: TRAYS Fixture Description: FM LOOSE PDR 1.1 D2L **
TRAYS Fixture Re-Order Code: PL2000000457 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042118 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042885, PM0000042896 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
506	1	N/A	041554503050	FIT ME LOOSE POWDER	Dark	40	
507	1	N/A	041554503043	FIT ME LOOSE POWDER	Deep	35	
508	1	N/A	041554503036	FIT ME LOOSE POWDER	Medium Deep	30	
509	1	N/A	041554502046	FIT ME LOOSE POWDER	Medium	25	
510	1	N/A	041554502039	FIT ME LOOSE POWDER	Light Medium	20	
511	1	N/A	041554502022	FIT ME LOOSE POWDER	Light	15	
512	1	N/A	041554502015	FIT ME LOOSE POWDER	FAIR LIGHT	10	
513	1	N/A	041554501995	FIT ME LOOSE POWDER	Fair	05	

Row: 1

Lower Notch: 25

Row: 1

Lower Notch: 17

Row: 2

Lower Notch: 10

Row: 3

Lower Notch: 2

Row: 4

Lower Notch: 36

Row: 5

Lower Notch: 28

Row: 6

Lower Notch: 22

Row: 7

Lower Notch: 15

Row: 8

Lower Notch: 8

Row: 9

Lower Notch: 5

Column: 8 -	Row: 6	Lower Notch: 22	Fixture Type: TRAYS	Fixture Description: FM STICK 1.1 D2L **			
TRAYS Fixture Re-Order Code: PL2000000393			SS Graphic Re-Order Code:				
Graphic Re-Order Code: PM0000042083			SS Holder Re-Order Code:				
Carrier Tray Graphic Re-Order Code:			TRAYS Fixture Rolled-Up Code:				
Shade Chart Re-Order Code: PM0000042980			UPC Blade Code:				
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
514	1	N/A	041554337402	FitMe Oil-Free Stick Foundation	Coconut	355	
515	1	N/A	041554337266	FitMe Oil-Free Stick Foundation	Toffee	330	
516	1	N/A	041554334487	FitMe Oil-Free Stick Foundation	Pure Beige	235	
517	1	N/A	041554332872	FitMe Oil-Free Stick Foundation	Natural Beige	220	
518	1	N/A	041554332865	FitMe Oil-Free Stick Foundation	Buff Beige	130	
519	1	N/A	041554332868	FitMe Oil-Free Stick Foundation	Classic Ivory	120	
520	1	N/A	041554332841	FitMe Oil-Free Stick Foundation	Ivory	115	
521	1	N/A	041554332827	FitMe Oil-Free Stick Foundation	Porcelain	110	

Column: 8 -	Row: 7	Lower Notch: 15	Fixture Type: TRAYS	Fixture Description: DRM MATTE MOUSSE 1.2 D2L **			
TRAYS Fixture Re-Order Code: PL2000000460			SS Graphic Re-Order Code: PM0000031248				
Graphic Re-Order Code: PM0000042100			SS Holder Re-Order Code:				
Carrier Tray Graphic Re-Order Code:			TRAYS Fixture Rolled-Up Code:				
Shade Chart Re-Order Code: PM0000043045, PM0000043046			UPC Blade Code:				
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
522	1	N/A	041554511871	DREAM MATTE MOUSSE FOUNDATION	Cocoa	130	
523	1	N/A	041554510164	DREAM MATTE MOUSSE FOUNDATION	Caramel	120	
524	1	N/A	041554507171	DREAM MATTE MOUSSE FOUNDATION	Honey Beige	90	
525	1	N/A	041554507164	DREAM MATTE MOUSSE FOUNDATION	Medium Beige	80	
526	1	N/A	041554537741	DREAM MATTE MOUSSE FOUNDATION	Natural Beige	75	
527	1	N/A	041554507157	DREAM MATTE MOUSSE FOUNDATION	Pure Beige	70	

Column: 8 -	Row: 8	Lower Notch: 8	Fixture Type: TRAYS	Fixture Description: DRM MATTE MOUSSE 2.2 D2L **			
TRAYS Fixture Re-Order Code: PL2000000460			SS Graphic Re-Order Code: PM0000031249				
Graphic Re-Order Code: PM0000042100			SS Holder Re-Order Code:				
Carrier Tray Graphic Re-Order Code:			TRAYS Fixture Rolled-Up Code:				
Shade Chart Re-Order Code: PM0000043047, PM0000043048			UPC Blade Code:				
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
528	1	N/A	041554507140	DREAM MATTE MOUSSE FOUNDATION	Sandy Beige	60	
529	1	N/A	041554537734	DREAM MATTE MOUSSE FOUNDATION	Light Beige	55	
530	1	N/A	041554507133	DREAM MATTE MOUSSE FOUNDATION	Creamy Natural	50	
531	1	N/A	041554507126	DREAM MATTE MOUSSE FOUNDATION	Nude	40	
532	1	N/A	041554507102	DREAM MATTE MOUSSE FOUNDATION	Classic Ivory	20	
533	1	N/A	041554507096	DREAM MATTE MOUSSE FOUNDATION	Porcelain Ivory	10	

Column: 8 -		Row: 9		Lower Notch: 5	Fixture Type: HOOK BARS	Fixture Description: 5HK GENERIC URBAN HKBR UNLIT	
HOOK BARS Fixture Re-Order Code: 041554984514					SS Graphic Re-Order Code:		
Graphic Re-Order Code:					SS Holder Re-Order Code:		
Carrier Tray Graphic Re-Order Code:					HOOK BARS Fixture Rolled-Up Code: 041554984514		
Shade Chart Re-Order Code:					UPC Blade Code: 041554994452		
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
534	1	N/A	041554559774	TattooStudio Brow Pomade	DEEP BROWN	380	
535	1	N/A	041554588712	Tattoo Studio 36HR Waterproof Eyebrow Pencil	Soft Brown	255	
536	1	N/A	041554588729	Tattoo Studio 36HR Waterproof Eyebrow Pencil	Medium Brown	257	
537	1	N/A	041554588705	Tattoo Studio 36HR Waterproof Eyebrow Pencil	Deep Brown	260	
538	1	N/A	041554415131	Baby Skin	Instant Pore Eraser	010	

Row: 1

Lower Notch: 25

Row: 1

Lower Notch: 17

Row: 2

Lower Notch: 10

Row: 3

Lower Notch: 2

Row: 4

Lower Notch: 36

Row: 5

Lower Notch: 28

Row: 6

Lower Notch: 22

Row: 7

Lower Notch: 15

Row: 8

Lower Notch: 8

Row: 9

Lower Notch: 5

WAKEFERN 10' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1072ULHNOPDQ.IS24

Column: 9 - Row: 1 Lower Notch: 25 Fixture Type: HEADER LIT Fixture Description: IAR ERASER FNDTN HDR (BTY+PRODUCT) 2FT...
HEADER LIT Fixture Re-Order Code: PL2000000034 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM000004244 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER LIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042783 UPC Blade Code:

Column: 9 - Row: 3 Lower Notch: 18 Fixture Type: TRAYS Fixture Description: SS FC FNDTN 1.2 **
TRAYS Fixture Re-Order Code: PL2000000437 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042164 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042783 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
539	1	N/A	041554541533	SUPERSTAY FULL COVERAGE FOUNDATION	Mocha	360	
540	1	N/A	041554541519	SUPERSTAY FULL COVERAGE FOUNDATION	Coconut	355	
541	1	N/A	041554541496	SUPERSTAY FULL COVERAGE FOUNDATION	Toffee	330	
542	1	N/A	041554541489	SUPERSTAY FULL COVERAGE FOUNDATION	Honey	320	
543	1	N/A	041554541472	SUPERSTAY FULL COVERAGE FOUNDATION	Golden	312	
544	1	N/A	041554541465	SUPERSTAY FULL COVERAGE FOUNDATION	Sun Beige	310	
545	1	N/A	041554541458	SUPERSTAY FULL COVERAGE FOUNDATION	Natural Beige	220	
546	1	N/A	041554541441	SUPERSTAY FULL COVERAGE FOUNDATION	Buff Beige	130	

Column: 9 - Row: 4 Lower Notch: 11 Fixture Type: TRAYS Fixture Description: SS FC FNDTN 2.2 **
TRAYS Fixture Re-Order Code: PL2000000437 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042164 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042785 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
547	1	N/A	041554589900	SUPERSTAY FULL COVERAGE FOUNDATION	Medium Beige	129	
548	1	N/A	041554541434	SUPERSTAY FULL COVERAGE FOUNDATION	Warm Nude	128	
549	1	N/A	041554565607	SUPERSTAY FULL COVERAGE FOUNDATION	Nude Beige	125	
550	1	N/A	041554541427	SUPERSTAY FULL COVERAGE FOUNDATION	Classic Ivory	120	
551	1	N/A	041554559415	SUPERSTAY FULL COVERAGE FOUNDATION	Light Beige	118	
552	1	N/A	041554541410	SUPERSTAY FULL COVERAGE FOUNDATION	Natural Ivory	112	
553	1	N/A	041554541403	SUPERSTAY FULL COVERAGE FOUNDATION	Porcelain	110	
554	1	N/A	041554541397	SUPERSTAY FULL COVERAGE FOUNDATION	FAIR PORCELAIN	102	

Column: 9 - Row: 5 Lower Notch: 5 Fixture Type: TRAYS Fixture Description: SS CNCLR 1.1 **
TRAYS Fixture Re-Order Code: PL2000000642 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042181 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000038715 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
555	1	N/A	041554071566	SUPER STAY CONCEALER	70	70	
556	1	N/A	041554071559	SUPER STAY CONCEALER	57	57	
557	1	N/A	041554071535	SUPER STAY CONCEALER	45	45	
558	1	N/A	041554071528	SUPER STAY CONCEALER	42	42	
559	1	N/A	041554071504	SUPER STAY CONCEALER	27	27	
560	1	N/A	041554071498	SUPER STAY CONCEALER	25	25	
561	1	N/A	041554071481	SUPER STAY CONCEALER	22	22	
562	1	N/A	041554071467	SUPER STAY CONCEALER	18	18	
563	1	N/A	041554071450	SUPER STAY CONCEALER	15	15	
564	1	N/A	041554071436	SUPER STAY CONCEALER	10	10	
565	1	N/A	041554071429	SUPER STAY CONCEALER	05	05	

Column: 9 - Row: 6 Lower Notch: 37 Fixture Type: TRAYS Fixture Description: SS 24HR PDR 1.2 **
TRAYS Fixture Re-Order Code: PL2000000438 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042236 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000040876,PM0000040877 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
566	1	N/A	041554081077	SUPER STAY 24HR POWDER	375	375	
567	1	N/A	041554081060	SUPER STAY 24HR POWDER	370	370	
568	1	N/A	041554081053	SUPER STAY 24HR POWDER	360	360	
569	1	N/A	041554081046	SUPER STAY 24HR POWDER	355	355	
570	1	N/A	041554081039	SUPER STAY 24HR POWDER	340	340	
571	1	N/A	041554081022	SUPER STAY 24HR POWDER	332	332	
572	1	N/A	041554081015	SUPER STAY 24HR POWDER	312	312	
573	1	N/A	041554081008	SUPER STAY 24HR POWDER	310	310	

Column: 9 - Row: 7 Lower Notch: 29 Fixture Type: TRAYS Fixture Description: SS 24HR PDR 2.2 **
TRAYS Fixture Re-Order Code: PL2000000436 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042236 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000040880,PM0000040881 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
574	1	N/A	041554080995	SUPER STAY 24HR POWDER	220	220	
575	1	N/A	041554080988	SUPER STAY 24HR POWDER	130	130	
576	1	N/A	041554080971	SUPER STAY 24HR POWDER	128	128	
577	1	N/A	041554080964	SUPER STAY 24HR POWDER	120	120	
578	1	N/A	041554080957	SUPER STAY 24HR POWDER	118	118	
579	1	N/A	041554080940	SUPER STAY 24HR POWDER	112	112	
580	1	N/A	041554080933	SUPER STAY 24HR POWDER	110	110	

Row: 1

Lower Notch: 25

Row: 3

Lower Notch: 18

Row: 4

Lower Notch: 11

Row: 5

Lower Notch: 5

Row: 6

Lower Notch: 37

Row: 7

Lower Notch: 29

Row: 8

Lower Notch: 21

Row: 9

Lower Notch: 14

Row: 10

Lower Notch: 9

Row: 11

Lower Notch: 5

539	540	541	542	543	544	545	546
547	548	549	550	551	552	553	554
555	556	557	558	559	560	561	562
563	564	565					
566	567	568	569				
570	571	572	573				
574	575	576	577				
578	579	580	581				
	582	583	584	585	586	587	
588	589	590	591	592	593	594	595
	596	597	598				
599	600	601	602	603	604		

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
599	1	N/A	041554616019	COVER STICK	Green Corrects Redness	9	
600	1	N/A	041554615982	COVER STICK	Yellow Corrects Dark Circles	8	
601	1	N/A	041554543902	COVER STICK	Deep Beige	4	
602	1	N/A	041554543896	COVER STICK	Medium Beige	3	
603	1	N/A	041554543889	COVER STICK	Light Beige	2	
604	1	N/A	041554543872	COVER STICK	Ivory	1	

Lower Notch: 5

Page: 21 of 33

WAKEFERN 10' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024
MNYWAK1072ULHNOPDQ.IS24

Column: 0 - Row: 2 Fixture Type: DIVIDER Fixture Description: LOGO PANEL LIT 60IN **
DIVIDER Fixture Re-Order Code: PM0000008339 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: DIVIDER Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 9 - Row: 1 Lower Notch: 25 Fixture Type: HEADER LIT Fixture Description: IAR ERASER FNDTN HDR (BTY+PRODUCT) 2FT...
HEADER LIT Fixture Re-Order Code: PL2000000034 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000044244 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER LIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 10 - Row: 1 Lower Notch: 21 Fixture Type: HOOK BARS Fixture Description: 6HK IAR CNCLR HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000153 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043674 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000008952

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
605	1	N/A	041554267204	IAR Eraser Concealer	Brightener	60	
606	1	N/A	041554267198	IAR Eraser Concealer	Neutralizer	50	
607	1	N/A	041554667533	IAR Eraser Concealer	Deep Bronze	149	
608	1	N/A	041554546859	IAR Eraser Concealer	Hazelnut	148	
609	1	N/A	041554074499	IAR Eraser Concealer		147 5	
610	1	N/A	041554074482	IAR Eraser Concealer		146 5	

Column: 10 - Row: 2 Lower Notch: 14 Fixture Type: HOOK BARS Fixture Description: 6HK IAR CNCLR HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000153 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043674 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000008952

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
611	1	N/A	041554546828	IAR Eraser Concealer	Tan	146	
612	1	N/A	041554546811	IAR Eraser Concealer	Caramel	144	
613	1	N/A	041554074475	IAR Eraser Concealer	141		
614	1	N/A	041554259278	IAR Eraser Concealer	Honey	40	
615	1	N/A	041554259261	IAR Eraser Concealer	Medium	30	
616	1	N/A	041554546798	IAR Eraser Concealer	Sand	122	

Column: 10 - Row: 3 Lower Notch: 7 Fixture Type: HOOK BARS Fixture Description: 6HK IAR CNCLR HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000153 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043674 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000008952

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
617	1	N/A	041554567502	IAR Eraser Concealer	LIGHT HONEY	121	
618	1	N/A	041554259254	IAR Eraser Concealer	Light	20	
619	1	N/A	041554567496	IAR Eraser Concealer	Warm Light	115	
620	1	N/A	041554259247	IAR Eraser Concealer	Fair	10	
621	1	N/A	041554546781	IAR Eraser Concealer	Ivory	100	
622	1	N/A	041554567489	IAR Eraser Concealer	Cool Ivory	95	

Column: 10 - Row: 4 Lower Notch: 37 Fixture Type: TRAYS Fixture Description: IAR ERASER FNDTN 1.1 **
TRAYS Fixture Re-Order Code: PL2000000385 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042093 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000044190 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
623	1	N/A	041554086621	IAR ERASER FOUNDATION	360		
624	1	N/A	041554086607	IAR ERASER FOUNDATION	340		
625	1	N/A	041554086591	IAR ERASER FOUNDATION	330		
626	1	N/A	041554086584	IAR ERASER FOUNDATION	310		
627	1	N/A	041554086676	IAR ERASER FOUNDATION	225		
628	1	N/A	041554220087	IAR ERASER FOUNDATION	Classic Ivory	150	
629	1	N/A	041554220070	IAR ERASER FOUNDATION	Buff Beige	130	
630	1	N/A	041554086553	IAR ERASER FOUNDATION		110	

Column: 10 - Row: 5 Lower Notch: 30 Fixture Type: TRAYS Fixture Description: DRM BB CREAMS 1.2 (FRESH) D2L **
TRAYS Fixture Re-Order Code: PL2000000454 SS Graphic Re-Order Code: PM0000043906
Graphic Re-Order Code: PM0000042098 SS Holder Re-Order Code: PM0000035923
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043032 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
631	1	N/A	041554587050	DREAM FRESH BB	Deep	140	
632	1	N/A	041554282658	DREAM FRESH BB	Medium/Deep	130	
633	1	N/A	041554282641	DREAM FRESH BB	Medium	120	
634	1	N/A	041554282634	DREAM FRESH BB	Light Medium	110	
635	1	N/A	041554587043	DREAM FRESH BB	Light	100	

Row: 1

Lower Notch: 25

Row: 1

Lower Notch: 21

Row: 2

Lower Notch: 14

Row: 3

Lower Notch: 7

Row: 4

Lower Notch: 37

Row: 5

Lower Notch: 30

Row: 6

Lower Notch: 24

Row: 7

Lower Notch: 17

Row: 8

Lower Notch: 9

Row: 9

Lower Notch: 7

Column: 10 - Row: 6 Lower Notch: 24 Fixture Type: TRAYS Fixture Description: DRM BB CREAMS 2.2 (PURE) D2L **
TRAYS Fixture Re-Order Code: PL2000000454 SS Graphic Re-Order Code: PM0000043907
Graphic Re-Order Code: PM0000042098 SS Holder Re-Order Code: PM0000035923
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043033 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
636	1	N/A	041554587074	DREAM PURE BB	Deep	140	
637	1	N/A	041554349719	DREAM PURE BB	Medium/Deep	130	
638	1	N/A	041554349573	DREAM PURE BB	Medium	120	
639	1	N/A	041554349542	DREAM PURE BB	Light/Medium	110	
640	1	N/A	041554587067	DREAM PURE BB	Light	100	

Column: 10 - Row: 7 Lower Notch: 17 Fixture Type: TRAYS Fixture Description: FS MSTR CNTRPAL+BNINAPDR+FIXSPRY 1.1 **
TRAYS Fixture Re-Order Code: PL2000000459 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042154 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000037386 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
641	1	N/A	041554455595	FACE STUDIO MASTER CONTOUR	Light to Medium	10	
642	1	N/A	041554455601	FACE STUDIO MASTER CONTOUR	Medium to Deep	20	
643	1	N/A	041554586480	Lasting Fix Banana Powder	Banana	10	
644	1	N/A	041554562927	LASTING FIX SETTING SPRAY	Lasting Fix Set Spray	00	

Column: 10 - Row: 8 Lower Notch: 9 Fixture Type: TRAYS Fixture Description: FS MSTR PRIME+BLURSTK 1.1 **
TRAYS Fixture Re-Order Code: PL2000000479 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042104 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: 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
645	1	N/A	041554547429	MASTER PRIME BLUR + HYDRATE	MASTER PRIME BLUR + HYDRATE	050	
646	1	N/A	041554431957	FACE STUDIO MASTER PRIME	Blur + Smooth	100	
647	1	N/A	041554431971	FACE STUDIO MASTER PRIME	Blur + Redness Control	300	
648	1	N/A	041554551792	MASTER PRIME BLUR + HYDRATE	BLUR + PORE MINIMIZE	400	
649	1	N/A	041554551808	MASTER PRIME BLUR + HYDRATE	BLUR + PROTECT	500	
650	1	N/A	041554548341	Master Prime Blur Stick	Universal Transparent	100	

Column: 10 - Row: 9 Lower Notch: 5 Fixture Type: HOOK BARS Fixture Description: 6HK CHEEK HEAT BLUSH HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000153 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043673 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000008952 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
651	1	N/A	041554578171	CHEEK HEAT BLUSH	PINK SCORCH	10	
652	1	N/A	041554578188	CHEEK HEAT BLUSH	NUDE BURN	15	
653	1	N/A	041554578195	CHEEK HEAT BLUSH	ROSE FLUSH	20	
654	1	N/A	041554578201	CHEEK HEAT BLUSH	FUCHSIA SPARK	25	
655	1	N/A	041554578218	CHEEK HEAT BLUSH	CORAL EMBER	30	
656	1	N/A	041554578225	CHEEK HEAT BLUSH	BERRY FLAME	35	

Row: 1

Lower Notch: 25

Row: 1

Lower Notch: 21

Row: 2

Lower Notch: 14

Row: 3

Lower Notch: 7

Row: 4

Lower Notch: 37

Row: 5

Lower Notch: 30

Row: 6

Lower Notch: 24

Row: 7

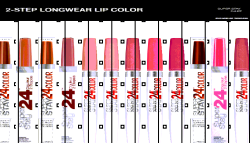
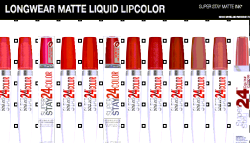
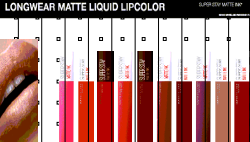
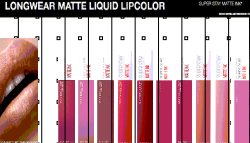
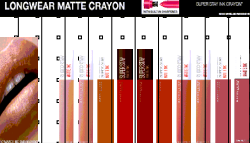
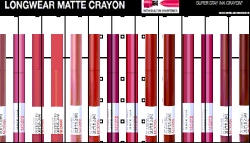
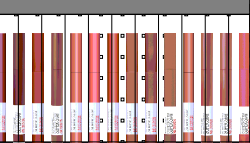
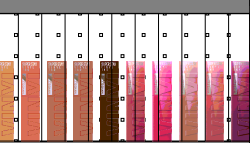
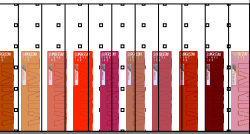
Lower Notch: 17

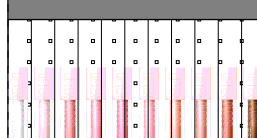
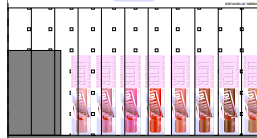
Row: 8

Lower Notch: 9

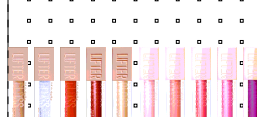
Row: 9

Lower Notch: 7

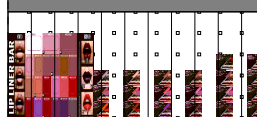
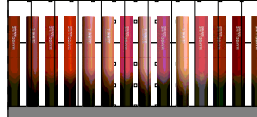




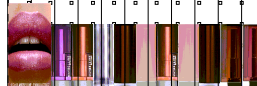
HYDRATING LIP GLOSS



HYDRATING LIP GLOSS



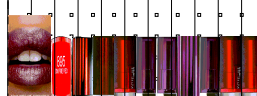
SHAPING LIP LINER



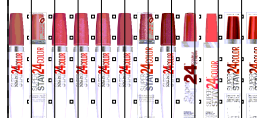
CREAMY LIPSTICK



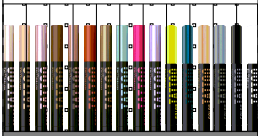
CREAMY LIPSTICK



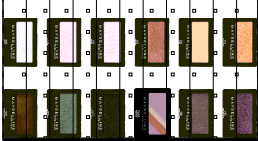
CREAMY LIPSTICK



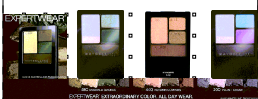
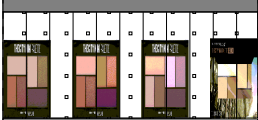
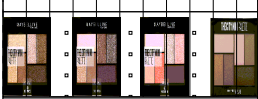
24-HOUR LONGWEAR LIP COLOR



CREAM EYESHADOW



EYESHADOW MONO

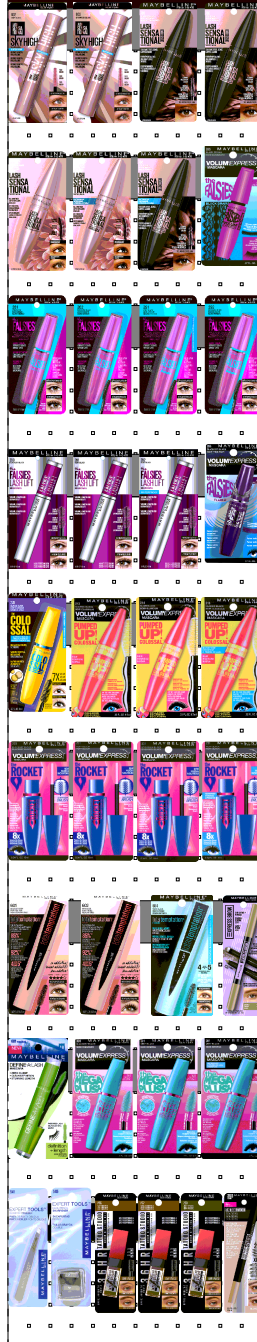






BACK PANELS 40
WALL SPACE=7

MAY



+30
2"

BELL
N

