

MAYBELLINE
NEW YORK

WAKEFERN 12' X 48" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

POG Name: MNYWAK1248ULH_IS24.psa



WAKEFERN 12' X 48" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1248ULH.IS24

Column: 1 - Row: 1		Lower Notch: 38		Fixture Type: TRAYS		Fixture Description: SS VINYL INK 1.1 **	
TRAYS Fixture Re-Order Code: PL2000000612				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000042207				SS Holder Re-Order Code:			
Carrier Tray Graphic Re-Order Code:				TRAYS Fixture Rolled-Up Code:			
Shade Chart Re-Order Code: PM0000043755				UPC Blade Code:			
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
1	1	N/A	041554071047	VINYL INK	LIPPY	10	
2	1	N/A	041554071030	VINYL INK	PEACHY	15	
3	1	N/A	041554071009	VINYL INK	COY	20	
4	1	N/A	041554070989	VINYL INK	RED-HOT	25	
5	1	N/A	041554070958	VINYL INK	UNRIVALED	30	
6	1	N/A	041554071023	VINYL INK	CHEEKY	35	
7	1	N/A	041554071016	VINYL INK	WITTY	40	
8	1	N/A	041554070972	VINYL INK	WICKED	50	
9	1	N/A	041554070965	VINYL INK	ROYAL	55	
10	1	N/A	041554080421	SUPER STAY VINYL INK	Captivated	95	

Column: 1 - Row: 2		Lower Notch: 31		Fixture Type: TRAYS		Fixture Description: SS INK CRAYON 1.2 **	
TRAYS Fixture Re-Order Code: PL2000000410				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000042180				SS Holder Re-Order Code:			
Carrier Tray Graphic Re-Order Code:				TRAYS Fixture Rolled-Up Code:			
Shade Chart Re-Order Code: PM0000043840				UPC Blade Code:			
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
11	1	N/A	041554064704	SUPERSTAY INK CRAYON	DRIVE THE FUTURE	165	
12	1	N/A	041554558753	SUPERSTAY INK CRAYON	LIVE ON THE EDGE	5	
13	1	N/A	041554587845	SUPERSTAY INK CRAYON	RISE TO THE TOP	110	
14	1	N/A	041554558784	SUPERSTAY INK CRAYON	ENJOY THE VIEW	20	
15	1	N/A	041554064667	SUPERSTAY INK CRAYON	WORK FOR IT	140	
16	1	N/A	041554064728	SUPERSTAY INK CRAYON	BREAK THE CEILING	145	
17	1	N/A	041554064874	SUPERSTAY INK CRAYON	STOP AT NOTHING	160	
18	1	N/A	041554587869	SUPERSTAY INK CRAYON	REACH HIGH	100	
19	1	N/A	041554587852	SUPERSTAY INK CRAYON	ON THE GRIND	105	
20	1	N/A	041554558760	SUPERSTAY INK CRAYON	TRUST YOUR GUT	10	
21	1	N/A	041554064681	SUPERSTAY INK CRAYON	ACHIEVE IT ALL	155	
22	1	N/A	041554558777	SUPERSTAY INK CRAYON	LEAD THE WAY	15	
23	1	N/A	041554558777	SUPERSTAY INK CRAYON	LEAD THE WAY	15	
24	1	N/A	041554577877	SUPERSTAY INK CRAYON	KEEP IT FUN	90	

Column: 1 - Row: 3		Lower Notch: 23		Fixture Type: TRAYS		Fixture Description: SS INK CRAYON 2.2 **	
TRAYS Fixture Re-Order Code: PL2000000410				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000042180				SS Holder Re-Order Code:			
Carrier Tray Graphic Re-Order Code:				TRAYS Fixture Rolled-Up Code:			
Shade Chart Re-Order Code: PM0000038712				UPC Blade Code:			
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
25	1	N/A	041554558791	SUPERSTAY INK CRAYON	STAY EXCEPTIONAL	25	
26	1	N/A	041554064735	SUPERSTAY INK CRAYON	CHASE DREAMS	150	
27	1	N/A	041554581522	SUPERSTAY INK CRAYON	RUN THE WORLD	80	
28	1	N/A	041554581539	SUPERSTAY INK CRAYON	CHANGE IS GOOD	85	
29	1	N/A	041554558807	SUPERSTAY INK CRAYON	SEEK ADVENTURE	30	
30	1	N/A	041554558838	SUPERSTAY INK CRAYON	HUSTLE IN HEELS	45	
31	1	N/A	041554064711	SUPERSTAY INK CRAYON	MAKE MOVES	135	
32	1	N/A	041554064650	SUPERSTAY INK CRAYON	PAVE THE ROAD	130	
33	1	N/A	041554558845	SUPERSTAY INK CRAYON	OWN YOUR EMPIRE	50	
34	1	N/A	041554558852	SUPERSTAY INK CRAYON	MAKE IT HAPPEN	55	
35	1	N/A	041554064643	SUPERSTAY INK CRAYON	CHECK YOURSELF	125	
36	1	N/A	041554064698	SUPERSTAY INK CRAYON	BE BOLD, BE YOU	120	
37	1	N/A	041554558869	SUPERSTAY INK CRAYON	ACCEPT A DARE	60	
38	1	N/A	041554565973	SUPERSTAY INK CRAYON	SETTLE FOR MORE	65	

Column: 1 - Row: 4		Lower Notch: 15		Fixture Type: TRAYS		Fixture Description: SS MATTE INK 1.3 **	
TRAYS Fixture Re-Order Code: PL2000000421				SS Graphic Re-Order Code: PM0000042184			
Graphic Re-Order Code: PM0000042179				SS Holder Re-Order Code: PM0000016521			
Carrier Tray Graphic Re-Order Code:				TRAYS Fixture Rolled-Up Code:			
Shade Chart Re-Order Code: PM0000038708				UPC Blade Code:			
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
39	1	N/A	041554496895	SUPERSTAY MATTE INK	LOYALIST	5	
40	1	N/A	041554543681	SUPERSTAY MATTE INK	POET	60	
41	1	N/A	041554545419	SUPERSTAY MATTE INK	GLOBETROTTER	135	
42	1	N/A	041554589511	SUPERSTAY MATTE INK	HUSTLER	335	
43	1	N/A	041554589504	SUPERSTAY MATTE INK	INNOVATOR	330	
44	1	N/A	041554545436	SUPERSTAY MATTE INK	GROUND-BREAKER	117	
45	1	N/A	041554543711	SUPERSTAY MATTE INK	AMAZONIAN	70	
46	1	N/A	041554543650	SUPERSTAY MATTE INK	SEDUCTRESS	65	
47	1	N/A	041554545402	SUPERSTAY MATTE INK	SELF-STARTER	130	
48	1	N/A	041554577839	SUPERSTAY MATTE INK	RINGLEADER	175	

Column: 1 - Row: 5		Lower Notch: 8		Fixture Type: TRAYS		Fixture Description: SS MATTE INK 2.3 **	
TRAYS Fixture Re-Order Code: PL2000000421				SS Graphic Re-Order Code: PM0000042185			
Graphic Re-Order Code: PM0000042179				SS Holder Re-Order Code: PM0000016521			
Carrier Tray Graphic Re-Order Code:				TRAYS Fixture Rolled-Up Code:			
Shade Chart Re-Order Code: PM0000038709				UPC Blade Code:			
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code

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

Row: 1

Lower Notch: 38

Row: 2

Lower Notch: 31

Row: 3

Lower Notch: 23

Row: 4

Lower Notch: 15

Row: 5

Lower Notch: 8

Row: 6

Lower Notch: 1

49	1	N/A	041554577860	SUPERSTAY MATTE INK	SAVANT	155	
50	1	N/A	041554577846	SUPERSTAY MATTE INK	REVOLUTIONARY	180	
51	1	N/A	041554577822	SUPERSTAY MATTE INK	MOVER	160	
52	1	N/A	041554543643	SUPERSTAY MATTE INK	RULER	80	
53	1	N/A	041554554472	SUPERSTAY MATTE INK	FOUNDER	115	
54	1	N/A	041554554489	SUPERSTAY MATTE INK	ARTIST	120	
55	1	N/A	041554577853	SUPERSTAY MATTE INK	PATHFINDER	150	
56	1	N/A	041554496918	SUPERSTAY MATTE INK	LOVER	15	
57	1	N/A	041554496901	SUPERSTAY MATTE INK	DREAMER	10	
58	1	N/A	041554554496	SUPERSTAY MATTE INK	INSPIRER	125	

Column: 1 - Row: 6

Lower Notch: 1

Fixture Type: TRAYS

Fixture Description: SS MATTE INK 3.3 **

TRAYS Fixture Re-Order Code: PL2000000421

SS Graphic Re-Order Code: PM0000042188

Graphic Re-Order Code: PM0000042179

SS Holder Re-Order Code: PM0000016521

Carrier Tray Graphic Re-Order Code:

TRAYS Fixture Rolled-Up Code:

Shade Chart Re-Order Code: PM0000038710

UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
59	1	N/A	041554496949	SUPERSTAY MATTE INK	ROMANTIC	30	
60	1	N/A	041554554533	SUPERSTAY MATTE INK	DANCER	118	
61	1	N/A	041554589498	SUPERSTAY MATTE INK	SHOT CALLER	325	
62	1	N/A	041554496925	SUPERSTAY MATTE INK	PIONEER	20	
63	1	N/A	041554589528	SUPERSTAY MATTE INK	EXHILARATOR	340	
64	1	N/A	041554496987	SUPERSTAY MATTE INK	VOYAGER	50	
65	1	N/A	041554554540	SUPERSTAY MATTE INK	COMPOSER	112	
66	1	N/A	041554496963	SUPERSTAY MATTE INK	BELIEVER	40	
67	1	N/A	041554543704	SUPERSTAY MATTE INK	VISIONARY	95	
68	1	N/A	041554543636	SUPERSTAY MATTE INK	HUNTRESS	90	

Row: 1

Lower Notch: 38

Row: 2

Lower Notch: 31

Row: 3

Lower Notch: 23

Row: 4

Lower Notch: 15

Row: 5

Lower Notch: 8

Row: 6

Lower Notch: 1

WAKEFERN 12' X 48" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1248ULH.IS24

Column: 2 - Row: 1 Lower Notch: 6 Fixture Type: HEADER LIT Fixture Description: RENO MNY LOGO HDR (NAV) 4X36 LIT **
HEADER LIT Fixture Re-Order Code: PM0000027632 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000028005 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: 2 - Row: 5 Lower Notch: 38 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
69	1	N/A	041554583854	LIFTER GLOSS	Pearl	001	
70	1	N/A	041554583861	LIFTER GLOSS	Ice	002	
71	1	N/A	041554583878	LIFTER GLOSS	Moon	003	
72	1	N/A	041554583885	LIFTER GLOSS	Silk	004	
73	1	N/A	041554583892	LIFTER GLOSS	Petal	005	
74	1	N/A	041554583908	LIFTER GLOSS	Reef	006	
75	1	N/A	041554583915	LIFTER GLOSS	Amber	007	
76	1	N/A	041554583922	LIFTER GLOSS	Stone	008	
77	1	N/A	041554583939	LIFTER GLOSS	Topaz	009	
78	1	N/A	041554583946	LIFTER GLOSS	Crystal	010	

Column: 2 - Row: 6 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: PM0000042084 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code: PM0000019869
Shade Chart Re-Order Code: PM0000044114 UPC Blade Code: PM0000021665

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
79	1	N/A	041554486032	COLOR SENSATIONAL MECHANICAL LINER	Clear	100	
80	1	N/A	041554549300	Color Sensational Shaping Lip Liner	BEIGE BABE	102	
81	1	N/A	041554549331	Color Sensational Shaping Lip Liner	Gone Grieve	104	
82	1	N/A	041554486049	COLOR SENSATIONAL MECHANICAL LINER	NUDE WHISPER	105	
83	1	N/A	041554486056	COLOR SENSATIONAL MECHANICAL LINER	PURELY NUDE	110	
84	1	N/A	041554486063	COLOR SENSATIONAL MECHANICAL LINER	TOTALLY TOFFEE	115	
85	1	N/A	041554549355	Color Sensational Shaping Lip Liner	RAW CHOCOLATE	118	
86	1	N/A	041554486070	COLOR SENSATIONAL MECHANICAL LINER	Rich Chocolate	120	
87	1	N/A	041554486087	COLOR SENSATIONAL MECHANICAL LINER	MAGNETIC MAUVE	125	
88	1	N/A	041554486094	COLOR SENSATIONAL MECHANICAL LINER	DUSTY ROSE	130	
89	1	N/A	041554549287	Color Sensational Shaping Lip Liner	ALMOND ROSE	132	
90	1	N/A	041554549348	Color Sensational Shaping Lip Liner	Pink Wink	134	
91	1	N/A	041554486100	COLOR SENSATIONAL MECHANICAL LINER	PALEST PINK	135	
92	1	N/A	041554486117	COLOR SENSATIONAL MECHANICAL LINER	PINK CORAL	140	
93	1	N/A	041554486124	COLOR SENSATIONAL MECHANICAL LINER	Very Cherry	145	
94	1	N/A	041554486131	COLOR SENSATIONAL MECHANICAL LINER	BRICK RED	150	
95	1	N/A	041554486148	COLOR SENSATIONAL MECHANICAL LINER	WILD VIOLETS	155	
96	1	N/A	041554549324	Color Sensational Shaping Lip Liner	Divine Wine	153	
97	1	N/A	041554492859	COLOR SENSATIONAL MECHANICAL LINER	RICH WINE	160	
98	1	N/A	041554492866	COLOR SENSATIONAL MECHANICAL LINER	PLUM PASSION	165	

Column: 2 - Row: 7 Lower Notch: 24 Fixture Type: TRAYS Fixture Description: SS 24HR LIP 1.2 (NON REFLOW) **
TRAYS Fixture Re-Order Code: PL2000000386 SS Graphic Re-Order Code: PM0000043905
Graphic Re-Order Code: PM0000042094 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042780 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
99	1	N/A	041554237726	SS 2 STEP 24 HR LIPCOLOR	Everlasting Wine	005	
100	1	N/A	041554237740	SS 2 STEP 24 HR LIPCOLOR	All Day Cherry	015	
101	1	N/A	041554237757	SS 2 STEP 24 HR LIPCOLOR	Continuous Coral	020	
102	1	N/A	041554237757	SS 2 STEP 24 HR LIPCOLOR	Continuous Coral	020	
103	1	N/A	041554237801	SS 2 STEP 24 HR LIPCOLOR	Wear On Wildberry	045	
104	1	N/A	041554494969	SS 2 STEP 24 HR LIPCOLOR	ETERNAL CHERRY	200	
105	1	N/A	041554558890	SS 2 STEP 24 HR LIPCOLOR	Opie Ruby	310	
106	1	N/A	041554494983	SS 2 STEP 24 HR LIPCOLOR	24/7 FUSCHIA	220	
107	1	N/A	041554558806	SS 2 STEP 24 HR LIPCOLOR	Frozen Rose	315	

Column: 2 - Row: 8 Lower Notch: 17 Fixture Type: TRAYS Fixture Description: SS 24HR LIP 2.2 (NON REFLOW) **
TRAYS Fixture Re-Order Code: PL2000000386 SS Graphic Re-Order Code: PM0000043897
Graphic Re-Order Code: PM0000042094 SS Holder Re-Order Code: PM0000006942
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000029085 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
108	1	N/A	041554237818	SS 2 STEP 24 HR LIPCOLOR	Unlimited Raisin	050	
109	1	N/A	041554237825	SS 2 STEP 24 HR LIPCOLOR	Perpetual Plum	055	
110	1	N/A	041554237870	SS 2 STEP 24 HR LIPCOLOR	Infinite Petal	080	
111	1	N/A	041554237894	SS 2 STEP 24 HR LIPCOLOR	Timeless Rose	090	
112	1	N/A	041554237917	SS 2 STEP 24 HR LIPCOLOR	Very Cranberry	100	
113	1	N/A	041554237931	SS 2 STEP 24 HR LIPCOLOR	So Pearly Pink	110	
114	1	N/A	041554237948	SS 2 STEP 24 HR LIPCOLOR	Forever Chestnut	115	
115	1	N/A	041554237955	SS 2 STEP 24 HR LIPCOLOR	Always Heather	120	
116	1	N/A	041554335927	SS 2 STEP 24 HR LIPCOLOR	Constant Toast	136	
117	1	N/A	041554238006	SS 2 STEP 24 HR LIPCOLOR	Constant Cocoa	145	

Row: 1

Lower Notch: 6

Row: 5

Lower Notch: 38

Row: 6

Lower Notch: 31

Row: 7

Lower Notch: 24

Row: 8

Lower Notch: 17

Row: 9

Lower Notch: 13

Row: 10

Lower Notch: 1

LocID	Facings	Accr Code	UPC	Description	UPC Blade Code	Shade	Shade#	Shade Chip Code
124	1	N/A	041554419184	THE PALETTES		The Nudes	02	
125	1	N/A	041554434866	THE PALETTES		The Blushed Nudes	02	
126	1	N/A	041554490848	24KT NUDES PALETTE		24KT NUDES PALETTE	126	

Row: 10 Lower Notch: 1

WAKEFERN 12' X 48" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1248ULH.IS24

Column: 2 -	Row: 1	Lower Notch: 6	Fixture Type: HEADER LIT	Fixture Description: RENO MNY LOGO HDR (NAV) 4X36 LIT **
HEADER LIT Fixture Re-Order Code: PM0000027632			SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000028005			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: 2	Lower Notch: 4	Fixture Type: SIGN	Fixture Description: RENO CS NAV 2X12 UNLIT **
SIGN Fixture Re-Order Code: PM0000029066			SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000044516			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: 3	Lower Notch: 37	Fixture Type: TRAYS	Fixture Description: CS ULTIMATES 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
127	1	N/A	041554582314	Color Sensational Ultimatte	More Berry	099	
128	1	N/A	041554070682	Color Sensational Ultimatte Neutrals	MORE CEDAR	188	
129	1	N/A	041554582222	Color Sensational Ultimatte	More Ruby	199	
130	1	N/A	041554582239	Color Sensational Ultimatte	More Scarlet	229	
131	1	N/A	041554070705	Color Sensational Ultimatte Neutrals	MORE MOCHA	388	
132	1	N/A	041554070712	Color Sensational Ultimatte Neutrals	MORE STONE	488	
133	1	N/A	041554582277	Color Sensational Ultimatte	More Blush	499	
134	1	N/A	041554070729	Color Sensational Ultimatte Neutrals	MORE BLONDE	588	
135	1	N/A	041554582260	Color Sensational Ultimatte	More Mauve	599	
136	1	N/A	041554070736	Color Sensational Ultimatte Neutrals	MORE SEPIA	688	
137	1	N/A	041554582284	Color Sensational Ultimatte	More Buff	699	
138	1	N/A	041554582297	Color Sensational Ultimatte	More Taupe	799	
139	1	N/A	041554582253	Color Sensational Ultimatte	More Rust	899	
140	1	N/A	041554582246	Color Sensational Ultimatte	More Truffle	999	

Column: 3 -	Row: 4	Lower Notch: 30	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: PM00000334845, PM0000034848			UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
141	1	N/A	041554578348	COLOR SEN LIPSTICK	COPPER CHARGE	166	
142	1	N/A	041554578317	COLOR SEN LIPSTICK	ALMOND HUSTLE	133	
143	1	N/A	041554264630	COLOR SEN LIPSTICK	Rum Riche	280	
144	1	N/A	041554198645	COLOR SEN LIPSTICK	Crazy For Coffee	275	
145	1	N/A	041554413236	COLOR SEN BUFFS	TOUCHABLE TAUPE	940	
146	1	N/A	041554578300	COLOR SEN LIPSTICK	DOUBLE SHOT	111	
147	1	N/A	041554408946	COLOR SEN BUFFS	NUDE LUST	920	
148	1	N/A	041554198560	COLOR SEN LIPSTICK	Nearly There	205	
149	1	N/A	041554198591	COLOR SEN LIPSTICK	Warm Me Up	235	
150	1	N/A	041554198232	COLOR SEN LIPSTICK	Born With It	15	

Column: 3 -	Row: 5	Lower Notch: 24	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: PM00000334846, PM0000034849			UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
151	1	N/A	041554198225	COLOR SEN LIPSTICK	Pink Sand	005	
152	1	N/A	041554578249	COLOR SEN LIPSTICK	FLUSH PUNCH	222	
153	1	N/A	041554578287	COLOR SEN LIPSTICK	PINK FLARE	255	
154	1	N/A	041554470994	COLOR SEN LIPSTICK	Romantic Rose	450	
155	1	N/A	041554198300	COLOR SEN LIPSTICK	Pink Wink	105	
156	1	N/A	041554578232	COLOR SEN LIPSTICK	PINK SCORE	244	
157	1	N/A	041554578294	COLOR SEN LIPSTICK	PINK POSE	233	
158	1	N/A	041554248913	COLOR SEN LIPSTICK	Pink & Proper	20	
159	1	N/A	041554578362	COLOR SEN LIPSTICK	CORAL RISE	344	
160	1	N/A	041554578409	COLOR SEN LIPSTICK	HOT CHASE	333	

Column: 3 -	Row: 6	Lower Notch: 18	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: PM00000334847, PM0000034850			UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
161	1	N/A	041554294996	COLOR SEN LIP VIVIDS	ON FIRE RED	895	
162	1	N/A	041554248906	COLOR SEN LIPSTICK	Red Revolution	630	
163	1	N/A	041554198553	COLOR SEN LIPSTICK	Red Revival	645	
164	1	N/A	041554578386	COLOR SEN LIPSTICK	CRIMSON RACE	311	
165	1	N/A	041554198423	COLOR SEN LIPSTICK	On The Mauve	445	
166	1	N/A	041554198409	COLOR SEN LIPSTICK	Plum Paradise	425	
167	1	N/A	041554283426	COLOR SEN LIPSTICK	Blissful Berry	410	
168	1	N/A	041554198416	COLOR SEN LIPSTICK	Plum Perfect	435	
169	1	N/A	041554578416	COLOR SEN LIPSTICK	PLUM RULE	411	

Row: 1

Lower Notch: 6

Row: 2

Lower Notch: 4

Row: 3

Lower Notch: 37

Row: 4

Lower Notch: 30

Row: 5

Lower Notch: 24

Row: 6

Lower Notch: 18

Row: 7

Lower Notch: 11

Row: 8

Lower Notch: 6

Row: 9

Lower Notch: 1

170	1	N/A	041554578423	COLOR SEN LIPSTICK	BERRY GO	400	
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Column: 3 - Row: 7		Lower Notch: 11		Fixture Type: TRAYS		Fixture Description: COL TAT POTS 1.1 **	
TRAYS Fixture Re-Order Code: PL2000000493				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000031557,PM0000042106,PM0000042111				SS Holder Re-Order Code:			
Carrier Tray Graphic Re-Order Code:				TRAYS Fixture Rolled-Up Code:			
Shade Chart Re-Order Code: PM0000031554,PM0000031555				UPC Blade Code:			
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
171	1	N/A	041554567953	COLOR TATTOO POTS	V.I.P	10	
172	1	N/A	041554567885	COLOR TATTOO POTS	FRONT RUNNER	15	
173	1	N/A	041554567892	COLOR TATTOO POTS	SOCIALITE	20	
174	1	N/A	041554567922	COLOR TATTOO POTS	URBANITE	25	
175	1	N/A	041554567908	COLOR TATTOO POTS	HIGH ROLLER	30	
176	1	N/A	041554567915	COLOR TATTOO POTS	CHILL GIRL	35	
177	1	N/A	041554567939	COLOR TATTOO POTS	GOLDEN GIRL	40	
178	1	N/A	041554567977	COLOR TATTOO POTS	TRAILBLAZER	45	
179	1	N/A	041554567946	COLOR TATTOO POTS	KNOCKOUT	50	
180	1	N/A	041554567960	COLOR TATTOO POTS	RISK MAKER	55	

Column: 3 - Row: 8		Lower Notch: 6		Fixture Type: TRAYS		Fixture Description: EW QUADS 1.2 **	
TRAYS Fixture Re-Order Code: PL2000000023				SS Graphic Re-Order Code:			
Graphic Re-Order Code:				SS Holder Re-Order Code:			
Carrier Tray Graphic Re-Order Code:				TRAYS Fixture Rolled-Up Code:			
Shade Chart Re-Order Code: PM0000042804				UPC Blade Code:			
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
181	1	N/A	041554409093	EXPERT WEAR QUADS	Natural Smokes	2Q	
182	1	N/A	041554409147	EXPERT WEAR QUADS	Charcoal Smokes	4Q	
183	1	N/A	041554409239	EXPERT WEAR QUADS	Emerald Smokes	48Q	
184	1	N/A	041554409260	EXPERT WEAR QUADS	Autumn Coppers	44Q	

Column: 3 - Row: 9		Lower Notch: 1		Fixture Type: TRAYS		Fixture Description: EW QUADS 2.2 **	
TRAYS Fixture Re-Order Code: PL2000000023				SS Graphic Re-Order Code:			
Graphic Re-Order Code:				SS Holder Re-Order Code:			
Carrier Tray Graphic Re-Order Code:				TRAYS Fixture Rolled-Up Code:			
Shade Chart Re-Order Code: PM0000042807				UPC Blade Code:			
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
185	1	N/A	041554409192	EXPERT WEAR QUADS	Lavender Smokes	8Q	
186	1	N/A	041554409116	EXPERT WEAR QUADS	Mocha Motion	10Q	
187	1	N/A	041554409130	EXPERT WEAR QUADS	Designer Chocolates	40Q	
188	1	N/A	041554409123	EXPERT WEAR QUADS	Sunlit Bronze	50Q	

Row: 1

Row: 2

Row: 3

Row: 4

Row: 5

Row: 6

Row: 7

Row: 8

Row: 9

127	128	129	130	131	132	133	134	135	136	137	138	139	140
141	142	143	144	145	146	147	148	149	150				
151	152	153	154	155	156	157	158	159	160				
161	162	163	164	165	166	167	168	169	170				
176	171	177	172	173	178	179	174	180	175				
181		182		183		184							
185		186		187		188							

Lower Notch: 6

Lower Notch: 4

Lower Notch: 37

Lower Notch: 30

Lower Notch: 24

Lower Notch: 18

Lower Notch: 11

Lower Notch: 6

Lower Notch: 1

WAKEFERN 12' X 48" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1248ULH.IS24

Column: 2 - Row: 1		Lower Notch: 6	Fixture Type: HEADER LIT	Fixture Description: RENO MNY LOGO HDR (NAV) 4X36 LIT **
HEADER LIT Fixture Re-Order Code: PM0000027632		SS Graphic Re-Order Code:		
Graphic Re-Order Code: PM0000028005		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: 1	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
189	1	N/A	041554080810	TATTOO STUDIO BRUSH TIP INK PEN LINER	Jet Black	880	
190	1	N/A	041554081091	INK PEN LINER	BROWN	882	
191	1	N/A	041554578607	HYPER EASY LIQUID LINER	Pitch Black	800	
192	1	N/A	041554586473	MASTER PRECISE ALL DAY MATTE	MATTE BLACK	310	
193	1	N/A	041554568226	MASTER PREC ALL DAY	Black	110	
194	1	N/A	041554549454	MASTER PREC ALL DAY	FOREST BROWN	111	

Column: 4 - Row: 2		Lower Notch: 34	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
195	1	N/A	041554549416	TATTOO STUDIO DIP IN LIQUID LINER	Black	001	
196	1	N/A	041554588910	TATTOO STUDIO SMOKEY GEL PENCIL LINER	SMOKEY BLACK	10	
197	1	N/A	041554563337	TATTOO STUDIO GEL PENCIL LINER	DEEP ONYX	900	
198	1	N/A	041554563344	TATTOO STUDIO GEL PENCIL LINER	INTENSE CHARCOAL	901	
199	1	N/A	041554563351	TATTOO STUDIO GEL PENCIL LINER	BOLD BROWN	910	
200	1	N/A	041554563900	TATTOO STUDIO GEL PENCIL LINER	POLISHED WHITE	970	

Column: 4 - Row: 3		Lower Notch: 27	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
201	1	N/A	041554513493	UNSTOPPABLE EYELINER - CARDED	Onyx	10	
202	1	N/A	041554513523	UNSTOPPABLE EYELINER - CARDED	Cinnabar	20	
203	1	N/A	041554513530	UNSTOPPABLE EYELINER - CARDED	Pewter	30	
204	1	N/A	041554513547	UNSTOPPABLE EYELINER - CARDED	Sapphire	40	
205	1	N/A	041554513561	UNSTOPPABLE EYELINER - CARDED	Espresso	60	
206	1	N/A	041554552560	LASTING DRAMA MATTES	JET BLACK	860	

Column: 4 - Row: 4		Lower Notch: 20	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
207	1	N/A	041554220186	EYE STUDIO GEL LINER	Blackest Black	50	
208	1	N/A	041554220193	EYE STUDIO GEL LINER	Brown	52	
209	1	N/A	041554460834	MASTER PRECISE SKINNY	Defining Black	210	
210	1	N/A	041554460841	MASTER PRECISE SKINNY	Sharp Brown	220	
211	1	N/A	041554541915	MASTER PRECISE INK LINER	BLACK COMET	510	

Column: 4 - Row: 5		Lower Notch: 13	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
212	1	N/A	041554090971	DEFINE A LINE	Ebony Black	1	
213	1	N/A	041554090995	DEFINE A LINE	Brownish Black	3	
214	1	N/A	041554572476	LINE EXPRESS	Ebony Black	01	
215	1	N/A	041554209440	LINE STILETTO LIQUID LINER	Blackest Black	1	
216	1	N/A	041554533156	LINEWORKS ULTRA LINER WATERPROOF	Black	1	
217	1	N/A	041554533163	LINEWORKS ULTRA LINER WATERPROOF	DARK BROWN	2	

Column: 4 - Row: 6		Lower Notch: 1	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
218	1	N/A	041554492644	Expertwear Monos	Vanilla	100S	
219	1	N/A	041554490749	Expertwear Monos	Soft Pearl	10S	
220	1	N/A	041554490763	Expertwear Monos	Seashell	30S	
221	1	N/A	041554490770	Expertwear Monos	Nude Glow	40S	
222	1	N/A	041554490756	Expertwear Monos	Linen	20S	
223	1	N/A	041554490794	Expertwear Monos	The Glo Down	60S	

Row: 1

Lower Notch: 6

Row: 1

Lower Notch: 1

Row: 2

Lower Notch: 34

Row: 3

Lower Notch: 27

Row: 4

Lower Notch: 20

Row: 5

Lower Notch: 13

Row: 6

Lower Notch: 1

224	1	N/A	041554492682	Expertwear Monos	Made for Mocha	140S	
225	1	N/A	041554490824	Expertwear Monos	Forest Green	80S	
226	1	N/A	041554492651	Expertwear Monos	Night Sky	110S	
227	1	N/A	041554552201	Expertwear Monos	DUSTY ROSE	200S	
228	1	N/A	041554490787	Expertwear Monos	Tastefully Taupe	50S	
229	1	N/A	041554492712	Expertwear Monos	Humdrum Plum	170S	

Row: 1

Lower Notch: 6

Row: 1

Lower Notch: 1

Row: 2

Lower Notch: 34

Row: 3

Lower Notch: 27

Row: 4

Lower Notch: 20

Row: 5

Lower Notch: 13

Row: 6

Lower Notch: 1

189	190	191	192	193	194
195	196	197	198	199	200
201	202	203	204	205	206
207	208	209	210	211	
212	213	214	215	216	217
218	219	220	221	222	223
224	225	226	227	228	229

WAKEFERN 12' X 48" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024
MNYWAK1248ULH.IS24

Column: 5 -		Row: 2		Lower Notch: 6		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
230	1	N/A	041554554076	LASH SENSATIONAL SERUM	LASH SENSATIONAL SERUM		LASH SENSATIONAL SERUM	250	COSMIC BLACK
231	1	N/A	041554071863	LASH SENSATIONAL SKY HIGH	LASH SENSATIONAL SKY HIGH		COSMIC BLACK	799	BLACKEST BLACK
232	1	N/A	041554590517	LASH SENSATIONAL SKY HIGH	LASH SENSATIONAL SKY HIGH		BLACKEST BLACK	800	VERY BLACK
233	1	N/A	041554590500	LASH SENSATIONAL SKY HIGH	LASH SENSATIONAL SKY HIGH		VERY BLACK	801	

Column: 5 -		Row: 3		Lower Notch: 38		Fixture Type: HOOK BARS		Fixture Description: 4HK GENERIC URBAN HKBR UNLIT	
HOOK BARS Fixture Re-Order Code: 041554984507						SS Graphic Re-Order Code:			
Graphic Re-Order Code:						SS Holder Re-Order Code:			
Carrier Tray Graphic Re-Order Code:						HOOK BARS Fixture Rolled-Up Code: 041554984507			
Shade Chart Re-Order Code:						UPC Blade Code: 041554994452			
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code		
234	1	N/A	041554578478	FALSIES LASH LIFT	Blackest Black	200			
235	1	N/A	041554578485	FALSIES LASH LIFT	Very Black	201			
236	1	N/A	041554578492	FALSIES LASH LIFT	VERY BLACK (WTP)	202			
237	1	N/A	041554217957	FALSIES MASCARA	Blackest Black	00			

Column: 5 -		Row: 4		Lower Notch: 30		Fixture Type: HOOK BARS		Fixture Description: 4HK GENERIC URBAN HKBR UNLIT	
HOOK BARS Fixture Re-Order Code: 041554984507				SS Graphic Re-Order Code:					
Graphic Re-Order Code:				SS Holder Re-Order Code:					
Carrier Tray Graphic Re-Order Code:				HOOK BARS Fixture Rolled-Up Code: 041554984507					
Shade Chart Re-Order Code:				UPC Blade Code: 041554994452					
LocID	Facings	Acct Code	UPC		Description	Shade	Shade#	Shade Chip Code	
238	1	N/A	041554081152		SURREAL EXTENSION	BLACKEST BLACK WSH	170		
239	1	N/A	041554081145		SURREAL EXTENSION	VERY BLACK WSH	175		
240	1	N/A	041554079821		SURREAL EXTENSION	VERY BLACK WTP	185		
241	1	N/A	041554050899		COLOSSAL	Glam Black	00		

Column: 5 -		Row: 5		Lower Notch: 22		Fixture Type: HOOK BARS		Fixture Description: 4HK GENERIC URBAN HKBR UNLIT	
HOOK BARS Fixture Re-Order Code: 041554984507				SS Graphic Re-Order Code:					
Graphic Re-Order Code:				SS Holder Re-Order Code:					
Carrier Tray Graphic Re-Order Code:				HOOK BARS Fixture Rolled-Up Code: 041554984507					
Shade Chart Re-Order Code:				UPC Blade Code: 041554994452					
LocID	Facings	Acct Code	UPC		Description	Shade	Shade#	Shade Chip Code	
242	1	N/A	041554493719		COLOSSAL BIG SHOT	Blackest Black	223		
243	1	N/A	041554493726		COLOSSAL BIG SHOT	Very Black	224		
244	1	N/A	041554493856		COLOSSAL BIG SHOT	Very Black (WTP)			
245	1	N/A	041554409291		COLOSSAL PUMPED UP!	Glam Black	00		

Column: 5 - Row: 6 Lower Notch: 13 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:

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

Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507

Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
246	1	N/A	041554670745	GREAT LASH MASCARA	Blackest Black	00	
247	1	N/A	041554532722	GREAT LASH MASCARA	Very Black	1	
248	1	N/A	041554532807	GREAT LASH MASCARA	Brownish Black	2	
249	1	N/A	041554532982	GREAT LASH MASCARA	DARK BROWN	3	

Column: 5 -		Row: 7		Lower Notch: 5		Fixture Type: HOOK BARS		Fixture Description: 4HK GENERIC URBAN HKBR UNLIT	
HOOK BARS Fixture Re-Order Code: 041554984507				SS Graphic Re-Order Code:					
Graphic Re-Order Code:				SS Holder Re-Order Code:					
Carrier Tray Graphic Re-Order Code:				HOOK BARS Fixture Rolled-Up Code: 041554984507					
Shade Chart Re-Order Code:				UPC Blade Code: 041554994452					
LocID	Facings	Acct Code	UPC		Description	Shade		Shade#	Shade Chip Code
250	1	N/A	041554209310	GREAT LASH BIG	Blackest Black			00	
251	1	N/A	041554209327	GREAT LASH BIG	Very Black			01	
252	1	N/A	041554209334	GREAT LASH BIG	Brownish Black			02	
253	1	N/A	041554672237	GREAT LASH CURVED BRUSH	Blackest Black			00	

Row: 2

230	231	232	233
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Lower Notch: 6

Row: 3

234	235	236	237
-----	-----	-----	-----

Lower Notch: 38

Row: 4

238	239	240	241
-----	-----	-----	-----

Lower Notch: 30

Row: 5

242	243	244	245
-----	-----	-----	-----

Lower Notch: 22

Row: 6

246	247	248	249
-----	-----	-----	-----

Lower Notch: 13

Row: 7

250	251	252	253
-----	-----	-----	-----

Lower Notch: 5

WAKEFERN 12' X 48" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1248ULH.IS24

Column: 6 -		Row: 1		Lower Notch: 6		Fixture Type: HOOK BARS		Fixture Description: 4HK GENERIC URBAN HKBR UNLIT	
HOOK BARS Fixture Re-Order Code: 041554984507				SS Graphic Re-Order Code:					
Graphic Re-Order Code:				SS Holder Re-Order Code:					
Carrier Tray Graphic Re-Order Code:				HOOK BARS Fixture Rolled-Up Code: 041554984507					
Shade Chart Re-Order Code:				UPC Blade Code: 041554994452					
LocID	Facings	Acct Code	UPC		Description		Shade	Shade#	Shade Chip Code
254	1	N/A	041554076448	LASH SENSATIONAL SKY HIGH		True Brown		804	
255	1	N/A	041554590913	LASH SENSATIONAL SKY HIGH		Very Black (WTP)		802	
256	1	N/A	041554590906	LASH SENSATIONAL SKY HIGH		Brownish Black (WTP)		803	
257	1	N/A	041554584219	LASH SENSATIONAL		Midnight Black		252	

Column: 6 -		Row: 2		Lower Notch: 38		Fixture Type: HOOK BARS		Fixture Description: 4HK GENERIC URBAN HKBR UNLIT	
HOOK BARS Fixture Re-Order Code: 041554984507						SS Graphic Re-Order Code:			
Graphic Re-Order Code:						SS Holder Re-Order Code:			
Carrier Tray Graphic Re-Order Code:						HOOK BARS Fixture Rolled-Up Code: 041554984507			
Shade Chart Re-Order Code:						UPC Blade Code: 041554994452			
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code		
258	1	N/A	041554217964	FALSIES MASCARA	Very Black	01			
259	1	N/A	041554217971	FALSIES MASCARA	Brownish Black	02			
260	1	N/A	041554217988	FALSIES MASCARA	Very Black (WTP)	01			
261	1	N/A	041554217995	FALSIES MASCARA	Brownish Black (WTP)	02			

Column: 6 - Row: 3 Lower Notch: 30 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
262	1	N/A	041554060905	COLOSSAL	Classic Black	01	
263	1	N/A	041554060961	COLOSSAL	Glam Brown (Brn/Blk)	2	
264	1	N/A	041554197037	COLOSSAL	Glam Black (WTP)	00	
265	1	N/A	041554197044	COLOSSAL	Classic Black (WTP)	1	

Column: 6 - Row: 4

Lower Notch: 22 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
266	1	N/A	041554409284	COLOSSAL PUMPED UP!	Classic Black	01	
267	1	N/A	041554409321	COLOSSAL PUMPED UP!	Classic Black (WTP)	01	
268	1	N/A	041554268706	FALSIES FLARED	Blackest Black	00	
269	1	N/A	041554459890	FALSIES PUSH UP DRAMA ANGEL	Blackest Black	00	

Column: 6 - Row: 5

Lower Notch: 13 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
270	1	N/A	041554626964	GREAT LASH MASCARA	Very Black (WTP)	1	
271	1	N/A	041554626988	GREAT LASH MASCARA	Brownish Black (WTP)	3	
272	1	N/A	041554519457	GREAT LASH MASCARA	Clear	10	
273	1	N/A	041554522556	TOTAL TEMPTATION	BLACKEST BLACK	601	

Column: 6 -		Row: 6		Lower Notch: 5		Fixture Type: HOOK BARS		Fixture Description: 4HK GENERIC URBAN HKBR UNLIT	
HOOK BARS Fixture Re-Order Code: 041554984507				SS Graphic Re-Order Code:					
Graphic Re-Order Code:				SS Holder Re-Order Code:					
Carrier Tray Graphic Re-Order Code:				HOOK BARS Fixture Rolled-Up Code: 041554984507					
Shade Chart Re-Order Code:				UPC Blade Code: 041554994452					
LocID	Facings	Acct Code	UPC		Description	Shade		Shade#	Shade Chip Code
274	1	N/A	041554565294	GREAT LASH CURVED BRUSH	Very Black			1	
275	1	N/A	041554239423	Great Lash Lots of Lashes	Blackest Black			00	
276	1	N/A	041554239416	Great Lash Lots of Lashes	Very Black			01	
277	1	N/A	041554269062	Great Lash Lots of Lashes	Brownish Black			02	

Row: 1

254	255	256	257
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Lower Notch: 6

Row: 2

258	259	260	261
-----	-----	-----	-----

Lower Notch: 38

Row: 3

262	263	264	265
-----	-----	-----	-----

Lower Notch: 30

Row: 4

266	267	268	269
-----	-----	-----	-----

Lower Notch: 22

Row: 5

270	271	272	273
-----	-----	-----	-----

Lower Notch: 13

Row: 6

274	275	276	277
-----	-----	-----	-----

Lower Notch: 5

WAKEFERN 12' X 48" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1248ULH.IS24

Column: 7 -		Row: 2		Lower Notch: 6		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
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	
281	1	N/A	041554420647		LASH SENSATIONAL	Very Black (WTP)		01	

Column: 7 -		Row: 3		Lower Notch: 38		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	
282	1	N/A	041554240337		FALSIES BLACK DRAMA	Black Drama	10		
283	1	N/A	041554460247		LASH SENSATIONAL LUSCIOUS	Blackest Black	00		
284	1	N/A	041554460254		LASH SENSATIONAL LUSCIOUS	Very Black	01		
285	1	N/A	041554460278		LASH SENSATIONAL LUSCIOUS	Very Black (WTP)	01		

Column: 7 -		Row: 4		Lower Notch: 30		Fixture Type: HOOK BARS		Fixture Description: 4HK GENERIC URBAN HKBR UNLIT	
HOOK BARS Fixture Re-Order Code: 041554984507				SS Graphic Re-Order Code:					
Graphic Re-Order Code:				SS Holder Re-Order Code:					
Carrier Tray Graphic Re-Order Code:				HOOK BARS Fixture Rolled-Up Code: 041554984507					
Shade Chart Re-Order Code:				UPC Blade Code: 041554994452					
LocID	Facings	Acct Code	UPC		Description		Shade	Shade#	Shade Chip Code
286	1	N/A	041554288384	VE ROCKET MASCARA	Blackest Black			00	
287	1	N/A	041554288377	VE ROCKET MASCARA	Very Black				
288	1	N/A	041554288391	VE ROCKET MASCARA	Brownish Black			02	
289	1	N/A	041554288452	VE ROCKET MASCARA WP	Very Black			01	

Column: 7 -		Row: 5		Lower Notch: 22		Fixture Type: HOOK BARS		Fixture Description: 4HK GENERIC URBAN HKBR UNLIT	
HOOK BARS Fixture Re-Order Code: 041554984507				SS Graphic Re-Order Code:					
Graphic Re-Order Code:				SS Holder Re-Order Code:					
Carrier Tray Graphic Re-Order Code:				HOOK BARS Fixture Rolled-Up Code: 041554984507					
Shade Chart Re-Order Code:				UPC Blade Code: 041554984452					
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code		
290	1	N/A	041554462838	FALSIES PUSH UP DRAMA ANGEL	Very Black (WTP)	01			
291	1	N/A	041554281446	MEGA PLUSH MASCARA	Blackest Black	00			
292	1	N/A	041554281460	MEGA PLUSH MASCARA	Very Black	01			
293	1	N/A	041554281484	MEGA PLUSH MASCARA	Very Black (WTP)	01			

Column: 7 - Row: 6 Lower Notch: 13 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code: SS Holder Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507

Graphic Re-Order Code: SS Graphic Re-Order Code: SS Holder Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507

Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507

Shade Chart Re-Order Code: UPC Blade Code: 041554984452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
294	1	N/A	041554522679	TOTAL TEMPTATION	Very Black (WTP)	604	
295	1	N/A	041554288254	COLOSSAL CAT EYES MASCARA	Glam Black	01	
296	1	N/A	041554288261	COLOSSAL CAT EYES MASCARA	Glam Black (WTP)	01	
297	1	N/A	041554007503	DEFINE A LASH LENGTH MASCARA	Very Black	01	

Column: 7 -		Row: 7		Lower Notch: 5		Fixture Type: HOOK BARS		Fixture Description: 4HK GENERIC URBAN HKBR UNLIT	
HOOK BARS Fixture Re-Order Code: 041554984507				SS Graphic Re-Order Code:					
Graphic Re-Order Code:				SS Holder Re-Order Code:					
Carrier Tray Graphic Re-Order Code:				HOOK BARS Fixture Rolled-Up Code: 041554984507					
Shade Chart Re-Order Code:				UPC Blade Code: 041554984452					
LocID	Facings	Acct Code	UPC		Description		Shade	Shade#	Shade Chip Code
298	1	N/A	041554054156		LASH STILETTO		Very Black	1	
299	1	N/A	041554208832		LASH STILETTO WP		Very Black	01	
300	1	N/A	041554539912		SNPSACARA		Pitch Black	300	
301	1	N/A	041554578539		SNPSACARA		PITCH BLACK (WTP)	340	

Row: 2

278	279	280	281
-----	-----	-----	-----

Lower Notch: 6

Row: 3

282	283	284	285
-----	-----	-----	-----

Lower Notch: 38

Row: 4

286	287	288	289
-----	-----	-----	-----

Lower Notch: 30

Row: 5

290	291	292	293
-----	-----	-----	-----

Lower Notch: 22

Row: 6

294	295	296	297
-----	-----	-----	-----

Lower Notch: 13

Row: 7

298	299	300	301
-----	-----	-----	-----

Lower Notch: 5

WAKEFERN 12' X 48" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1248ULH.IS24

Column: 8 - Row: 1 Lower Notch: 6 Fixture Type: HOOK BARS Fixture Description: 6HK BROW FAST SCULPT GEL (DEMO) HKBR U...

HOOK BARS Fixture Re-Order Code: PL2000000147

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: PM000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
302	1	N/A	041554578706	BROW FAST SCULPT	Soft Brown	255	
303	1	N/A	041554578720	BROW FAST SCULPT	Medium Brown	257	
304	1	N/A	041554578737	BROW FAST SCULPT	DEEP BROWN	260	
305	1	N/A	041554578751	BROW FAST SCULPT	Clear	264	
306	1	N/A	041554572292	BROW ULTRA SLIM	Blonde	250	
307	1	N/A	041554063705	BROW ULTRA SLIM	TAUPE	253	

Column: 8 - Row: 2 Lower Notch: 38 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: PM000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
308	1	N/A	041554572308	BROW ULTRA SLIM	Soft Brown	255	
309	1	N/A	041554572322	BROW ULTRA SLIM	Medium Brown	257	
310	1	N/A	041554063712	BROW ULTRA SLIM	ASH BROWN	259	
311	1	N/A	041554572339	BROW ULTRA SLIM	DEEP BROWN	260	
312	1	N/A	041554572346	BROW ULTRA SLIM	Black Brown	262	
313	1	N/A	041554581393	BROW ULTRA SLIM	Black	264	

Column: 8 - Row: 3 Lower Notch: 30 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: PM000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
314	1	N/A	041554064315	Express Brow Duo	Soft Brown	255	
315	1	N/A	041554064322	Express Brow Duo	Medium Brown	257	
316	1	N/A	041554064339	Express Brow Duo	Deep Brown	260	
317	1	N/A	041554588712	Tattoo Studio 36HR Waterproof Eyebrow Pencil	Soft Brown	255	
318	1	N/A	041554588729	Tattoo Studio 36HR Waterproof Eyebrow Pencil	Medium Brown	257	
319	1	N/A	041554588705	Tattoo Studio 36HR Waterproof Eyebrow Pencil	Deep Brown	260	

Column: 8 - Row: 4 Lower Notch: 22 Fixture Type: HOOK BARS Fixture Description: 6HK TS BROW TINT PEN (DEMO) HKBR UNLIT **

HOOK BARS Fixture Re-Order Code: PL2000000147

SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000042079

SS Holder Re-Order Code:

Carrier Tray Graphic Re-Order Code:

HOOK BARS Fixture Rolled-Up Code:

Shade Chart Re-Order Code:

UPC Blade Code: PM000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
320	1	N/A	041554545012	TATTOOSTUDIO BROW TINT PEN	Blonde	350	
321	1	N/A	041554545029	TATTOOSTUDIO BROW TINT PEN	Soft Brown	355	
322	1	N/A	041554545036	TATTOOSTUDIO BROW TINT PEN	Medium Brown	360	
323	1	N/A	041554547092	TATTOOSTUDIO BROW TINT PEN	DEEP BROWN	365	
324	1	N/A	041554559736	TattooStudio Brow Pomade	Blonde	372	
325	1	N/A	041554559743	TattooStudio Brow Pomade	Soft Brown	374	

Column: 8 - Row: 5 Lower Notch: 13 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: PM000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
326	1	N/A	041554530179	EXPERT EYES TWIN BROW & EYE PENCILS	Velvet Black	01	
327	1	N/A	041554530254	EXPERT EYES TWIN BROW & EYE PENCILS	DARK BROWN	02	
328	1	N/A	041554530667	EXPERT EYES TWIN BROW & EYE PENCILS	Medium Brown	03	
329	1	N/A	041554507379	EXPERT EYES TWIN BROW & EYE PENCILS	Blonde	7	
330	1	N/A	041554559750	TattooStudio Brow Pomade	Medium Brown	376	
331	1	N/A	041554559774	TattooStudio Brow Pomade	DEEP BROWN	380	

Column: 8 - Row: 6 Lower Notch: 5 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

HOOK BARS Fixture Re-Order Code: 041584984507

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: 041584984507

Shade Chart Re-Order Code:

UPC Blade Code: 041584994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
332	1	N/A	041554647372	LASH DISCOVERY WASHABLE	Very Black	1	
333	1	N/A	041554650495	LASH DISCOVERY WP	Very Black	1	
334	1	N/A	041554269567	ILLEGAL LENGTHS MASC	Blackest Black	00	
335	1	N/A	041554605228	FULL 'N' SOFT	Very Black (WTP)	1	

Row: 1

302	303	304	305	306	307
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Lower Notch: 6

Row: 2

308	309	310	311	312	313
-----	-----	-----	-----	-----	-----

Lower Notch: 38

Row: 3

314	315	316	317	318	319
-----	-----	-----	-----	-----	-----

Lower Notch: 30

Row: 4

320	321	322	323	324	325
-----	-----	-----	-----	-----	-----

Lower Notch: 22

Row: 5

326	327	328	329	330	331
-----	-----	-----	-----	-----	-----

Lower Notch: 13

Row: 6

332	333	334	335
-----	-----	-----	-----

Lower Notch: 5

WAKEFERN 12' X 48" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024
MNYWAK1248ULH.IS24

Column: 9 - Row: 1 Lower Notch: 6 Fixture Type: HEADER LIT Fixture Description: RENO MNY LOGO HDR (NAV) 4X36 LIT **
HEADER LIT Fixture Re-Order Code: PM0000027632 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000028005 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: 9 - Row: 3 Lower Notch: 39 Fixture Type: TRAYS Fixture Description: FM M&P FNDTN 1.3 D2L **
TRAYS Fixture Re-Order Code: PL2000000439 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043023 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
336	1	N/A	041554538748	FiMe MATTE+PORELESS FNDTN	JAVA	375	
337	1	N/A	041554539752	FiMe MATTE+PORELESS FNDTN	DEEP BRONZE	370	
338	1	N/A	041554538731	FiMe MATTE+PORELESS FNDTN	DEEP GOLDEN	368	
339	1	N/A	041554539721	FiMe MATTE+PORELESS FNDTN	NUTMEG	365	
340	1	N/A	041554539677	FiMe MATTE+PORELESS FNDTN	WARM COCONUT	356	
341	1	N/A	041554433524	FiMe MATTE+PORELESS FNDTN	Coconut	355	
342	1	N/A	041554466515	FiMe MATTE+PORELESS FNDTN	CAPPUCCINO	340	
343	1	N/A	041554539639	FiMe MATTE+PORELESS FNDTN	WARM SUN	334	

Column: 9 - Row: 4 Lower Notch: 32 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
344	1	N/A	041554466454	FiMe MATTE+PORELESS FNDTN	CREAMY BEIGE	122	
345	1	N/A	041554433449	FiMe MATTE+PORELESS FNDTN	Che Ivory	120	
346	1	N/A	041554539462	FiMe MATTE+PORELESS FNDTN	LIGHT BEIGE	118	
347	1	N/A	041554433432	FiMe MATTE+PORELESS FNDTN	Ivory	115	
348	1	N/A	041554433425	FiMe MATTE+PORELESS FNDTN	Ntrl Ivory	112	
349	1	N/A	041554433418	FiMe MATTE+PORELESS FNDTN	Porcelain	110	
350	1	N/A	041554538328	FiMe MATTE+PORELESS FNDTN	Fair Ivory	105	
351	1	N/A	041554538311	FiMe MATTE+PORELESS FNDTN	FAIR PORCELAIN	102	

Column: 9 - Row: 5 Lower Notch: 24 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: 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
352	1	N/A	041554553482	FiMe MATTE+PORELESS PDR	JAVA	375	
353	1	N/A	041554553529	FiMe MATTE+PORELESS PDR	Nutmeg	365	
354	1	N/A	041554488364	FiMe MATTE+PORELESS PDR	Mocha	360	
355	1	N/A	041554553468	FiMe MATTE+PORELESS PDR	Coconut	355	
356	1	N/A	041554553512	FiMe MATTE+PORELESS PDR	Warm Sun	334	
357	1	N/A	041554433852	FiMe MATTE+PORELESS PDR	Toffee	330	
358	1	N/A	041554488357	FiMe MATTE+PORELESS PDR	NATURAL TAN	320	
359	1	N/A	041554433845	FiMe MATTE+PORELESS PDR	Sun Beige	310	

Column: 9 - Row: 6 Lower Notch: 18 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: 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
360	1	N/A	041554339895	FiMe DEW+SMTH FNDTN	Mocha	360	
361	1	N/A	041554247152	FiMe DEW+SMTH FNDTN	Coconut	355	
362	1	N/A	041554400816	FiMe DEW+SMTH FNDTN	Toffee	330	
363	1	N/A	041554238778	FiMe DEW+SMTH FNDTN	Soft Honey	315	
364	1	N/A	041554238761	FiMe DEW+SMTH FNDTN	Sun Bge	310	
365	1	N/A	041554339897	FiMe DEW+SMTH FNDTN	Gldn Bge	240	
366	1	N/A	041554238747	FiMe DEW+SMTH FNDTN	Pure Bge	235	
367	1	N/A	041554238730	FiMe DEW+SMTH FNDTN	Nat Buff	230	

Column: 9 - Row: 7 Lower Notch: 9 Fixture Type: TRAYS Fixture Description: FM LOOSE PDR 1.1 D2L **
TRAYS Fixture Re-Order Code: PL2000000457 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042118 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042885, PM0000042896 UPC Blade Code:

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

Row: 1

Lower Notch: 6

Row: 3

Lower Notch: 39

Row: 4

Lower Notch: 32

Row: 5

Lower Notch: 24

Row: 6

Lower Notch: 18

Row: 7

Lower Notch: 9

Row: 8

Lower Notch: 5

336	337	338	339	340	341	342	343
344	345	346	347	348	349	350	351
352	353	354	355	356	357	358	359
360	361	362	363	364	365	366	367
368	369	370	371	372	373	374	375
376	377	378	379	Ingredients Card			

Column: 9 -		Row: 8		Lower Notch: 5		Fixture Type: HOOK BARS		Fixture Description: 5HK GENERIC URBAN HKBR UNLIT	
HOOK BARS Fixture Re-Order Code: 041554984514				SS Graphic Re-Order Code:					
Graphic Re-Order Code:				SS Holder Re-Order Code:					
Carrier Tray Graphic Re-Order Code:				HOOK BARS Fixture Rolled-Up Code: 041554984514					
Shade Chart Re-Order Code:				UPC Blade Code: 041554994452					
LocID	Facings	Acct Code	UPC		Description	Shade	Shade#	Shade Chip Code	
376	1	N/A	041554699159		FULL 'N' SOFT	Very Black			
377	1	N/A	041554535419		DUAL SHARPENER	EXPERT TOOLS DUAL SHARPENER			
378	1	N/A	041554535426		EYELASH CURLER	EXPERT TOOLS EYELASH CURLER			
379	1	N/A	041554535273		BRUSH 'N' COMB	EXPERT TOOLS BRUSH 'N' COMB			

Row: 1

Lower Notch: 6

Row: 3

Lower Notch: 39

Row: 4

Lower Notch: 32

Row: 5

Lower Notch: 24

Row: 6

Lower Notch: 18

Row: 7

Lower Notch: 9

Row: 8

Lower Notch: 5

336	337	338	339	340	341	342	343
344	345	346	347	348	349	350	351
352	353	354	355	356	357	358	359
360	361	362	363	364	365	366	367
368	369	370	371	372	373	374	375
376	377	378	379	Ingredients Card			

WAKEFERN 12' X 48" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1248ULH.IS24

Column: 9 -	Row: 1	Lower Notch: 6	Fixture Type: HEADER LIT	Fixture Description: RENO MNY LOGO HDR (NAV) 4X36 LIT **
HEADER LIT Fixture Re-Order Code: PM0000027632			SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000028005			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: 39	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
380	1	N/A	041554433517	FitMe MATTE+PORELESS FNDTN	Toffee	330	
381	1	N/A	041554438192	FitMe MATTE+PORELESS FNDTN	Warm Honey	322	
382	1	N/A	041554433500	FitMe MATTE+PORELESS FNDTN	Sun Beige	310	
383	1	N/A	041554433494	FitMe MATTE+PORELESS FNDTN	Pure Beige	235	
384	1	N/A	041554466461	FitMe MATTE+PORELESS FNDTN	True Beige	222	
385	1	N/A	041554433470	FitMe MATTE+PORELESS FNDTN	Ntrl Beige	220	
386	1	N/A	041554438161	FitMe MATTE+PORELESS FNDTN	Warm Nude	128	
387	1	N/A	041554433456	FitMe MATTE+PORELESS FNDTN	Nude Beige	125	

Column: 10 -	Row: 2	Lower Notch: 32	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
388	1	N/A	041554550504	FitMe CONCEALER	Cocoa	60	
389	1	N/A	041554550498	FitMe CONCEALER	Hazelnut	55	
390	1	N/A	041554247756	FitMe CONCEALER	Cafe	50	
391	1	N/A	041554550481	FitMe CONCEALER	Tan	45	
392	1	N/A	041554550474	FitMe CONCEALER	Caramel	40	
393	1	N/A	041554247749	FitMe CONCEALER	Deep	35	
394	1	N/A	041554550467	FitMe CONCEALER	Honey	30	
395	1	N/A	041554247725	FitMe CONCEALER	Med	25	
396	1	N/A	041554247732	FitMe CONCEALER	Sand	20	
397	1	N/A	041554247718	FitMe CONCEALER	Light	15	
398	1	N/A	041554247701	FitMe CONCEALER	Fair	10	
399	1	N/A	041554550450	FitMe CONCEALER	Ivory	05	

Column: 10 -	Row: 3	Lower Notch: 24	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: PM0000042092			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
400	1	N/A	041554488340	FitMe MATTE+PORELESS PDR	Pure Beige	235	
401	1	N/A	041554433821	FitMe MATTE+PORELESS PDR	Natural Buff	230	
402	1	N/A	041554488333	FitMe MATTE+PORELESS PDR	True Beige	222	
403	1	N/A	041554433814	FitMe MATTE+PORELESS PDR	Natural Beige	220	
404	1	N/A	041554433807	FitMe MATTE+PORELESS PDR	Buff Beige	130	
405	1	N/A	041554433784	FitMe MATTE+PORELESS PDR	Classic Ivory	120	
406	1	N/A	041554433753	FitMe MATTE+PORELESS PDR	Porcelain	110	
407	1	N/A	041554433746	FitMe MATTE+PORELESS PDR	Translucent	100	

Column: 10 -	Row: 4	Lower Notch: 18	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
408	1	N/A	041554238723	FitMe DEW+SMTH FNDTN	Med Buff	225	
409	1	N/A	041554238716	FitMe DEW+SMTH FNDTN	Nat Bge	220	
410	1	N/A	041554238709	FitMe DEW+SMTH FNDTN	Sandy Bge	210	
411	1	N/A	041554238686	FitMe DEW+SMTH FNDTN	Buff Bge	130	
412	1	N/A	041554238679	FitMe DEW+SMTH FNDTN	Nude Bge	125	
413	1	N/A	041554238662	FitMe DEW+SMTH FNDTN	Cisc Ivry	120	
414	1	N/A	041554238655	FitMe DEW+SMTH FNDTN	Ivry	115	
415	1	N/A	041554238648	FitMe DEW+SMTH FNDTN	Porcelain	110	

Column: 10 -	Row: 5	Lower Notch: 9	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
416	1	N/A	041554503067	FIT ME BLUSH	Buff	10	
417	1	N/A	041554503074	FIT ME BLUSH	Nude	15	
418	1	N/A	041554503098	FIT ME BLUSH	Mauve	20	
419	1	N/A	041554503104	FIT ME BLUSH	Pink	25	
420	1	N/A	041554503111	FIT ME BLUSH	Rose	30	
421	1	N/A	041554503135	FIT ME BLUSH	Coral	35	

Row: 1

Lower Notch: 6

Row: 1

Lower Notch: 39

Row: 2

Lower Notch: 32

Row: 3

Lower Notch: 24

Row: 4

Lower Notch: 18

Row: 5

Lower Notch: 9

Row: 6

Lower Notch: 1

422	1	N/A	041554503142	FIT ME BLUSH	Peach	40	
423	1	N/A	041554503159	FIT ME BLUSH	Plum	45	
424	1	N/A	041554503524	FIT ME BLUSH	Wine	50	
425	1	N/A	041554503722	FIT ME BLUSH	BERRY	55	

Column: 10 - Row: 6 Lower Notch: 1 Fixture Type: TRAYS Fixture Description: FM STICK 1.1 D2L **
TRAYS Fixture Re-Order Code: PL2000000383 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042083 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042980 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
426	1	N/A	041554337402	FitMe Oil-Free Stick Foundation	Coconut	335	
427	1	N/A	041554337266	FitMe Oil-Free Stick Foundation	Toffee	330	
428	1	N/A	041554334487	FitMe Oil-Free Stick Foundation	Pure Beige	235	
429	1	N/A	041554332872	FitMe Oil-Free Stick Foundation	Natural Beige	220	
430	1	N/A	041554332865	FitMe Oil-Free Stick Foundation	Buff Beige	130	
431	1	N/A	041554332858	FitMe Oil-Free Stick Foundation	Classic Ivory	120	
432	1	N/A	041554332841	FitMe Oil-Free Stick Foundation	Ivory	115	
433	1	N/A	041554332827	FitMe Oil-Free Stick Foundation	Porcelain	110	

Row: 1

Lower Notch: 6

Row: 1

Lower Notch: 39

Row: 2

Lower Notch: 32

Row: 3

Lower Notch: 24

Row: 4

Lower Notch: 18

Row: 5

Lower Notch: 9

Row: 6

Lower Notch: 1

WAKEFERN 12' X 48" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1248ULH.IS24

Column: 9 -	Row: 1	Lower Notch: 6	Fixture Type: HEADER LIT	Fixture Description: RENO MNY LOGO HDR (NAV) 4X36 LIT **
HEADER LIT Fixture Re-Order Code: PM0000027632			SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000028005			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: 11 -	Row: 2	Lower Notch: 4	Fixture Type: SIGN	Fixture Description: RENO SS FACE NAV 2X12 UNLIT **
SIGN Fixture Re-Order Code: PM0000029066			SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000044529			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: 11 -	Row: 3	Lower Notch: 37	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
434	1	N/A	041554541533	SUPERSTAY FULL COVERAGE FOUNDATION	Mocha	360	
435	1	N/A	041554541519	SUPERSTAY FULL COVERAGE FOUNDATION	Coconut	355	
436	1	N/A	041554541496	SUPERSTAY FULL COVERAGE FOUNDATION	Toffee	330	
437	1	N/A	041554541489	SUPERSTAY FULL COVERAGE FOUNDATION	Honey	320	
438	1	N/A	041554541472	SUPERSTAY FULL COVERAGE FOUNDATION	Golden	312	
439	1	N/A	041554541465	SUPERSTAY FULL COVERAGE FOUNDATION	Sun Beige	310	
440	1	N/A	041554541458	SUPERSTAY FULL COVERAGE FOUNDATION	Natural Beige	220	
441	1	N/A	041554541441	SUPERSTAY FULL COVERAGE FOUNDATION	Buff Beige	130	

Column: 11 -	Row: 4	Lower Notch: 31	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
442	1	N/A	041554589900	SUPERSTAY FULL COVERAGE FOUNDATION	Medium Beige	129	
443	1	N/A	041554541434	SUPERSTAY FULL COVERAGE FOUNDATION	Warm Nude	128	
444	1	N/A	041554565607	SUPERSTAY FULL COVERAGE FOUNDATION	Nude Beige	125	
445	1	N/A	041554541427	SUPERSTAY FULL COVERAGE FOUNDATION	Classic Ivory	120	
446	1	N/A	041554559415	SUPERSTAY FULL COVERAGE FOUNDATION	Light Beige	118	
447	1	N/A	041554543410	SUPERSTAY FULL COVERAGE FOUNDATION	Natural Ivory	112	
448	1	N/A	041554541403	SUPERSTAY FULL COVERAGE FOUNDATION	Porcelain	110	
449	1	N/A	041554541397	SUPERSTAY FULL COVERAGE FOUNDATION	FAIR PORCELAIN	102	

Column: 11 -	Row: 5	Lower Notch: 23	Fixture Type: TRAYS	Fixture Description: SS CNCLR 1.1 **
TRAYS Fixture Re-Order Code: PL2000000642			SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000042161			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
450	1	N/A	041554071566	SUPER STAY CONCEALER	70	70	
451	1	N/A	041554071559	SUPER STAY CONCEALER	57	57	
452	1	N/A	041554071535	SUPER STAY CONCEALER	45	45	
453	1	N/A	041554071528	SUPER STAY CONCEALER	42	42	
454	1	N/A	041554071504	SUPER STAY CONCEALER	27	27	
455	1	N/A	041554071498	SUPER STAY CONCEALER	25	25	
456	1	N/A	041554071481	SUPER STAY CONCEALER	22	22	
457	1	N/A	041554071467	SUPER STAY CONCEALER	18	18	
458	1	N/A	041554071450	SUPER STAY CONCEALER	15	15	
459	1	N/A	041554071436	SUPER STAY CONCEALER	10	10	
460	1	N/A	041554071429	SUPER STAY CONCEALER	05	05	

Column: 11 -	Row: 6	Lower Notch: 16	Fixture Type: TRAYS	Fixture Description: FS MSTR CNTRPAL+BNNAPDR+FIXSPRY 1.1 **
TRAYS Fixture Re-Order Code: PL2000000459			SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000042154			SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:			TRAYS Fixture Rolled-Up Code:	
Shade Chart Re-Order Code: PM0000037886			UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
461	1	N/A	041554455595	FACE STUDIO MASTER CONTOUR	Light to Medium	10	
462	1	N/A	041554455601	FACE STUDIO MASTER CONTOUR	Medium to Deep	20	
463	1	N/A	041554586480	Lasting Fix Banana Powder	Banana	10	
464	1	N/A	041554562927	LASTING FIX SETTING SPRAY	Lasting Fix Set Spray	00	

Column: 11 -	Row: 7	Lower Notch: 12	Fixture Type: HOOK BARS	Fixture Description: 6HK CHEEK HEAT BLUSH HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000153			SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000043873			SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:			HOOK BARS Fixture Rolled-Up Code:	
Shade Chart Re-Order Code:			UPC Blade Code: PM0000008952	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
465	1	N/A	041554578171	CHEEK HEAT BLUSH	PINK SCORCH	10	
466	1	N/A	041554578188	CHEEK HEAT BLUSH	NUDE BURN	15	
467	1	N/A	041554578195	CHEEK HEAT BLUSH	ROSE FLUSH	20	
468	1	N/A	041554578201	CHEEK HEAT BLUSH	FUCHSIA SPARK	25	
469	1	N/A	041554578218	CHEEK HEAT BLUSH	CORAL EMBER	30	

Row: 1

Row: 2

Row: 3

Row: 4

Row: 5

Row: 6

Row: 7

Row: 8

Lower Notch: 6

Lower Notch: 4

Lower Notch: 37

Lower Notch: 31

Lower Notch: 23

Lower Notch: 16

Lower Notch: 12

Lower Notch: 5

470	1	N/A	041554578225	CHEEK HEAT BLUSH	BERRY FLAME	35	
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Column: 11 -	Row: 8	Lower Notch: 5	Fixture Type: HOOK BARS	Fixture Description: 5HK GENERIC URBAN HKBR UNLIT
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HOOK BARS Fixture Re-Order Code: 041554984514

SS Graphic Re-Order Code:

Graphic Re-Order Code:
Carries Tray Graphic Re-

SS Holder Re-Order Code:
HOOK BARS Ektura Ballad

Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code:

HOOK BARS Fixture Rolled-Up Code: 041554984514
UPC Blade Code: 041554984453

Shade Chart Re-Order Code:

UPC Blade Code: 041554994452	
	Shade

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
471	1	N/A	041554415131	Baby Skin	Instant Pore Eraser	010	
472	1	N/A	041554543872	COVER STICK	Ivory	1	
473	1	N/A	041554543889	COVER STICK	Light Beige	2	
474	1	N/A	041554543896	COVER STICK	Medium Beige	3	
475	1	N/A	041554543902	COVER STICK	Deep Beige	4	

Row: 1

Lower Notch: 6

Row: 2

Lower Notch: 4

Row: 3

Lower Notch: 37

Row: 4

Lower Notch: 31

Row: 5

Lower Notch: 23

Row: 6

Lower Notch: 16

Row: 7

Lower Notch: 12

Row: 8

Lower Notch: 5

WAKEFERN 12' X 48" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1248ULH.IS24

Column: 12 -	Row: 2	Lower Notch: 8	Fixture Type: SIGN	Fixture Description: RENO IAR NAV 2X12 UNLIT **
SIGN Fixture Re-Order Code: PM0000029066			SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000044523			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: 12 -	Row: 3	Lower Notch: 4	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
476	1	N/A	041554267198	IAR Eraser Concealer	Neutralizer	50	
477	1	N/A	041554546859	IAR Eraser Concealer	Hazelnut	148	
478	1	N/A	041554074499	IAR Eraser Concealer	147.5	147.5	
479	1	N/A	041554546811	IAR Eraser Concealer	Caramel	144	
480	1	N/A	041554259278	IAR Eraser Concealer	Honey	40	
481	1	N/A	041554259261	IAR Eraser Concealer	Medium	30	

Column: 12 -	Row: 4	Lower Notch: 37	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
482	1	N/A	041554546798	IAR Eraser Concealer	Sand	122	
483	1	N/A	041554259254	IAR Eraser Concealer	Light	20	
484	1	N/A	041554567496	IAR Eraser Concealer	Warm Light	115	
485	1	N/A	041554259247	IAR Eraser Concealer	Fair	10	
486	1	N/A	041554546781	IAR Eraser Concealer	Ivory	100	
487	1	N/A	041554567489	IAR Eraser Concealer	Cool Ivory	95	

Column: 12 -	Row: 5	Lower Notch: 27	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
488	1	N/A	041554086621	IAR ERASER FOUNDATION	360	360	
489	1	N/A	041554086607	IAR ERASER FOUNDATION	340	340	
490	1	N/A	041554086591	IAR ERASER FOUNDATION	330	330	
491	1	N/A	041554086584	IAR ERASER FOUNDATION	310	310	
492	1	N/A	041554086676	IAR ERASER FOUNDATION	225	225	
493	1	N/A	041554220087	IAR ERASER FOUNDATION	Classic Ivory	155	
494	1	N/A	041554220070	IAR ERASER FOUNDATION	Buff Beige	130	
495	1	N/A	041554086553	IAR ERASER FOUNDATION	110	110	

Column: 12 -	Row: 7	Lower Notch: 21	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
496	1	N/A	041554587050	DREAM FRESH BB	Deep	140	
497	1	N/A	041554282558	DREAM FRESH BB	Medium/Deep	130	
498	1	N/A	041554282641	DREAM FRESH BB	Medium	120	
499	1	N/A	041554282634	DREAM FRESH BB	Light Medium	110	
500	1	N/A	041554587043	DREAM FRESH BB	Light	100	

Column: 12 -	Row: 8	Lower Notch: 15	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
501	1	N/A	041554587074	DREAM PURE BB	Deep	140	
502	1	N/A	041554349719	DREAM PURE BB	Medium/Deep	130	
503	1	N/A	041554349573	DREAM PURE BB	Medium	120	
504	1	N/A	041554349542	DREAM PURE BB	Light/Medium	110	
505	1	N/A	041554587067	DREAM PURE BB	Light	100	

Column: 12 -	Row: 9	Lower Notch: 8	Fixture Type: TRAYS	Fixture Description: DRM RADIANT FNDTN 1.1 D2L **
TRAYS Fixture Re-Order Code: PL2000000550			SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000042127			SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:			TRAYS Fixture Rolled-Up Code:	
Shade Chart Re-Order Code: PM0000042918			UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
506	1	N/A	041554579215	DREAM RADIANT LIQUID FOUNDATION	Cocoa	130	
507	1	N/A	041554579178	DREAM RADIANT LIQUID FOUNDATION	Honey Beige	90	
508	1	N/A	041554579154	DREAM RADIANT LIQUID FOUNDATION	Natural Beige	75	
509	1	N/A	041554579123	DREAM RADIANT LIQUID FOUNDATION	Creamy Natural	50	
510	1	N/A	041554579109	DREAM RADIANT LIQUID FOUNDATION	Nude Beige	35	

Row: 2

Row: 3

Row: 4

Row: 5

Row: 7

Row: 8

Row: 9

Row: 10

476	477	478	479	480	481
482	483	484	485	486	487
488	489	490	491	492	493
494	495				
496	497	498	499	500	
501	502	503	504	505	
506	507	508	509	510	511
512	513				
514	515	516			
517	518	519			

Lower Notch: 8

Lower Notch: 4

Lower Notch: 37

Lower Notch: 27

Lower Notch: 21

Lower Notch: 15

Lower Notch: 8

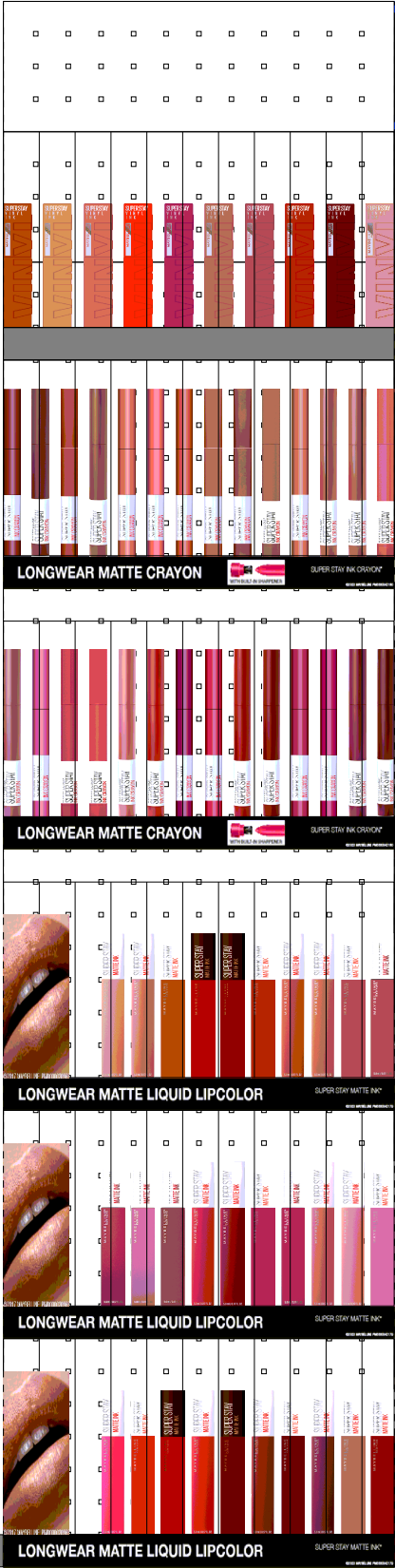
Lower Notch: 1

511	1	N/A	041554579093	DREAM RADIANT LIQUID FOUNDATION	Ivory Beige	30	
512	1	N/A	041554579086	DREAM RADIANT LIQUID FOUNDATION	Classic Ivory	20	
513	1	N/A	041554579079	DREAM RADIANT LIQUID FOUNDATION	Porcelain Ivory	10	

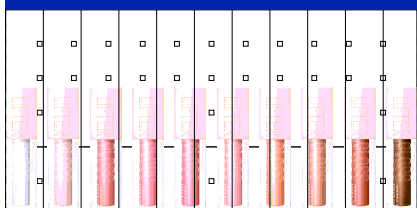
Column: 12 - Row: 10 Lower Notch: 1 Fixture Type: TRAYS Fixture Description: DRM MATTE MOUSSE 1.1 D2L **
TRAYS Fixture Re-Order Code: PL2000000460 SS Graphic Re-Order Code: PM0000031248
Graphic Re-Order Code: PM0000042100 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043048, PM0000043049 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
514	1	N/A	041554537741	DREAM MATTE MOUSSE FOUNDATION	Natural Beige	75	
515	1	N/A	041554507157	DREAM MATTE MOUSSE FOUNDATION	Pure Beige	70	
516	1	N/A	041554507133	DREAM MATTE MOUSSE FOUNDATION	Creamy Natural	50	
517	1	N/A	041554507126	DREAM MATTE MOUSSE FOUNDATION	Nude	40	
518	1	N/A	041554507102	DREAM MATTE MOUSSE FOUNDATION	Classic Ivory	20	
519	1	N/A	041554507096	DREAM MATTE MOUSSE FOUNDATION	Porcelain Ivory	10	

Row: 2							Lower Notch: 8
Row: 3	476	477	478	479	480	481	Lower Notch: 4
Row: 4	482	483	484	485	486	487	Lower Notch: 37
Row: 5	488	489	490	491	492	493	Lower Notch: 27
Row: 7		496	497	498	499	500	Lower Notch: 21
Row: 8		501	502	503	504	505	Lower Notch: 15
Row: 9	506	507	508	509	510	511	Lower Notch: 8
Row: 10		514	515	516	517	518	Lower Notch: 1



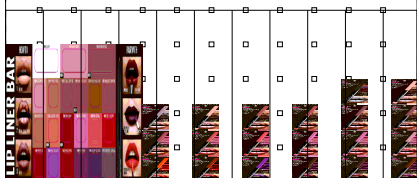
M



HYDRATING LIP GLOSS



LIP GLOSS
with Hyaluronic Acid
HYDRATING LIP GLOSS



SHAPING LIP LINER

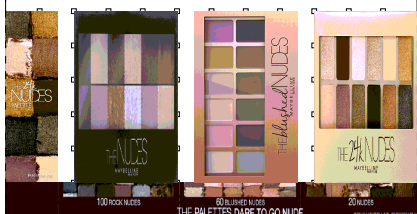
COLOR BLENDED
WITH VITAMIN E & HYALURONIC ACID



2-STEP LONGWEAR LIP COLOR

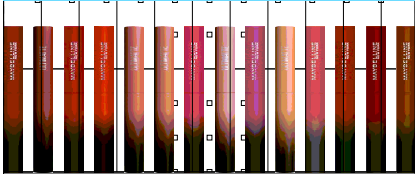


2-STEP LONGWEAR LIP COLOR



AYBEL LIN
NEW YORK

SENSATIONAL COLOR
LIPSTICK



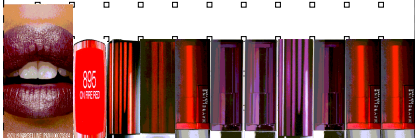
CREAMY LIPSTICK

COLOR SENSATIONAL*



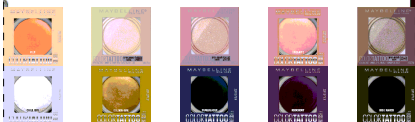
CREAMY LIPSTICK

COLOR SENSATIONAL*



CREAMY LIPSTICK

COLOR SENSATIONAL®



CREAM EYESHADOW

COLOR TATTOO®



OSQ NATURAL SMOKE

040 CHARCON, G

480 ENGRA

410 A

PCF89

040 CHARCOAL SMOKES 450 EMERALD SMOKES

EXPERTWEAR EXTRAORDINARY COLOR. ALL DAY WEAR.



CAO LAZROB SNOW

100 MICROGRAMS

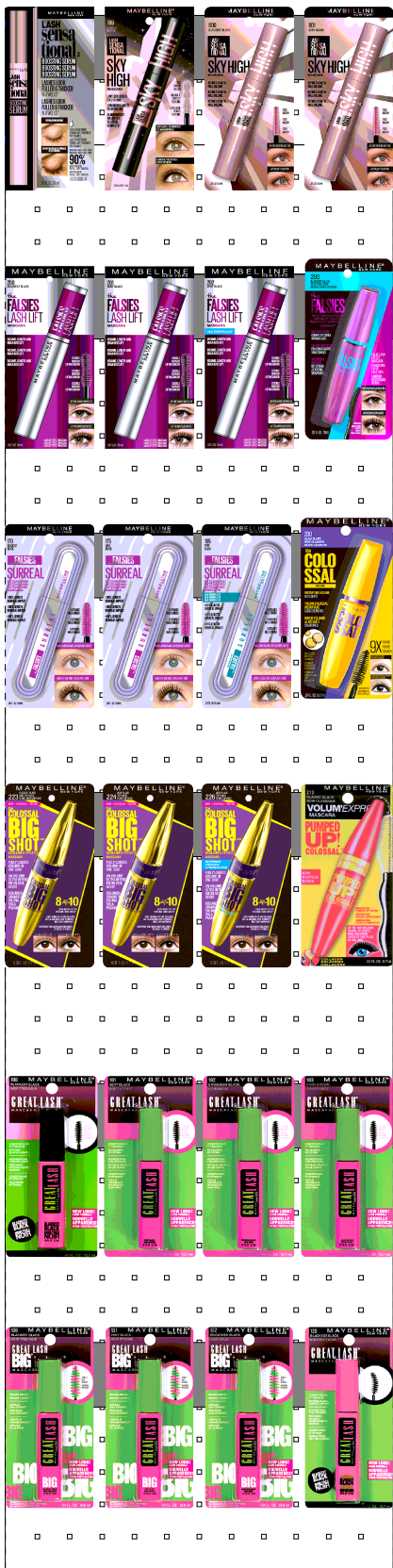
400 000 000

20

100% MOCHA MOTION 400 DESIGNER CHOCOLATES

EXPERTWEAR EXTRAORDINARY COLOR. ALL DAY WEAR.



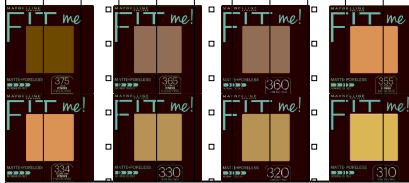








M



LIGHTWEIGHT COVERAGE. NATURAL FINISH.

FOR ME!
LOOSE POWDER



