

MAYBELLINE
NEW YORK

WAKEFERN 12 X 60" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

POG Name: MNYWAK1260ULH_IS24.psa

BACK PANELS
30+20+7=57"
MERCHANDISE
SPACE=60"



WAKEFERN 12 X 60" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1260ULH.IS24

Column: 1 - Row: 1 Lower Notch: 18 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: 1 - Row: 2 Lower Notch: 20 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: 3 Lower Notch: 13 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: PM0000043756 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: 4 Lower Notch: 6 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	041554587845	SUPERSTAY INK CRAYON	RISE TO THE TOP	110	
24	1	N/A	041554558784	SUPERSTAY INK CRAYON	ENJOY THE VIEW	20	
25	1	N/A	041554064667	SUPERSTAY INK CRAYON	WORK FOR IT	140	
26	1	N/A	041554064729	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: 5 Lower Notch: 29 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	041554558807	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	

Row: 1

Lower Notch: 18

Row: 2

Lower Notch: 20

Row: 3

Lower Notch: 13

Row: 4

Lower Notch: 6

Row: 5

Lower Notch: 29

Row: 6

Lower Notch: 22

Row: 7

Lower Notch: 15

Row: 8

Lower Notch: 8

Row: 9

Lower Notch: 1

Lower Notch: 1

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	041554064698	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	

Column: 1 - Row: 6
TRAYS Fixture Re-Order Code: PL2000000421
Graphic Re-Order Code: PM0000042179
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code: PM0000038708
Lower Notch: 22
Fixture Type: TRAYS
Fixture Description: SS MATTE INK 1.3 **
SS Graphic Re-Order Code: PM0000042184
SS Holder Re-Order Code: PM0000016521
TRAYS Fixture Rolled-Up Code:
UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
49	1	N/A	041554496895	SUPERSTAY MATTE INK	LOYALIST	5	
50	1	N/A	041554543681	SUPERSTAY MATTE INK	POET	60	
51	1	N/A	041554554519	SUPERSTAY MATTE INK	GLOBETROTTER	135	
52	1	N/A	041554589511	SUPERSTAY MATTE INK	HUSTLER	335	
53	1	N/A	041554589504	SUPERSTAY MATTE INK	INNOVATOR	330	
54	1	N/A	041554554526	SUPERSTAY MATTE INK	GROUND-BREAKER	117	
55	1	N/A	041554543711	SUPERSTAY MATTE INK	AMAZONIAN	70	
56	1	N/A	041554543650	SUPERSTAY MATTE INK	SEDUCTRESS	65	
57	1	N/A	041554554502	SUPERSTAY MATTE INK	SELF-STARTER	130	
58	1	N/A	041554577839	SUPERSTAY MATTE INK	RINGLEADER	175	

Column: 1 - Row: 7
TRAYS Fixture Re-Order Code: PL2000000421
Graphic Re-Order Code: PM0000042179
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code: PM0000038709
Lower Notch: 15
Fixture Type: TRAYS
Fixture Description: SS MATTE INK 2.3 **
SS Graphic Re-Order Code: PM0000042185
SS Holder Re-Order Code: PM0000016521
TRAYS Fixture Rolled-Up Code:
UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
59	1	N/A	041554577860	SUPERSTAY MATTE INK	SAVANT	155	
60	1	N/A	041554577846	SUPERSTAY MATTE INK	REVOLUTIONARY	180	
61	1	N/A	041554577822	SUPERSTAY MATTE INK	MOVER	160	
62	1	N/A	041554543643	SUPERSTAY MATTE INK	RULER	80	
63	1	N/A	041554554472	SUPERSTAY MATTE INK	FOUNDER	115	
64	1	N/A	041554554489	SUPERSTAY MATTE INK	ARTIST	120	
65	1	N/A	041554577853	SUPERSTAY MATTE INK	PATHFINDER	150	
66	1	N/A	041554496918	SUPERSTAY MATTE INK	LOVER	15	
67	1	N/A	041554496901	SUPERSTAY MATTE INK	DREAMER	10	
68	1	N/A	041554554496	SUPERSTAY MATTE INK	INSPIRER	125	

Column: 1 - Row: 8
TRAYS Fixture Re-Order Code: PL2000000421
Graphic Re-Order Code: PM0000042179
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code: PM0000038710
Lower Notch: 8
Fixture Type: TRAYS
Fixture Description: SS MATTE INK 3.3 **
SS Graphic Re-Order Code: PM0000042186
SS Holder Re-Order Code: PM0000016521
TRAYS Fixture Rolled-Up Code:
UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
69	1	N/A	041554496949	SUPERSTAY MATTE INK	ROMANTIC	30	
70	1	N/A	041554554533	SUPERSTAY MATTE INK	DANCER	118	
71	1	N/A	041554589498	SUPERSTAY MATTE INK	SHOT CALLER	325	
72	1	N/A	041554496925	SUPERSTAY MATTE INK	PIONEER	20	
73	1	N/A	041554589528	SUPERSTAY MATTE INK	EXHILARATOR	340	
74	1	N/A	041554496987	SUPERSTAY MATTE INK	VOYAGER	50	
75	1	N/A	041554554540	SUPERSTAY MATTE INK	COMPOSER	112	
76	1	N/A	041554496963	SUPERSTAY MATTE INK	BELIEVER	40	
77	1	N/A	041554543704	SUPERSTAY MATTE INK	VISIONARY	95	
78	1	N/A	041554543636	SUPERSTAY MATTE INK	HUNTRESS	90	

Column: 1 - Row: 9
TRAYS Fixture Re-Order Code: PL2000000386
Graphic Re-Order Code: PM0000042094
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code: PM0000037938
Lower Notch: 1
Fixture Type: TRAYS
Fixture Description: SS 24HR LIP 2.3 **
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
79	1	N/A	041554064902	SS 2 STEP 24 HR LIPCOLOR	COPPER GLISTEN	910	
80	1	N/A	041554335927	SS 2 STEP 24 HR LIPCOLOR	Constant Toast	136	
81	1	N/A	041554064889	SS 2 STEP 24 HR LIPCOLOR	SULTRY AMBER	915	
82	1	N/A	041554238280	SS 2 STEP 24 HR LIPCOLOR	Timeless Toffee	150	
83	1	N/A	041554544619	SS 2 STEP 24 HR LIPCOLOR	ALL NIGHT APRICOT	240	
84	1	N/A	041554237931	SS 2 STEP 24 HR LIPCOLOR	So Pearly Pink	110	
85	1	N/A	041554237924	SS 2 STEP 24 HR LIPCOLOR	Blush On	105	
86	1	N/A	041554484945	SS 2 STEP 24 HR LIPCOLOR	PINK GOES ON	215	
87	1	N/A	041554484983	SS 2 STEP 24 HR LIPCOLOR	24/7 FUSCHIA	220	
88	1	N/A	041554064896	SS 2 STEP 24 HR LIPCOLOR	BRONZED DREAM	920	
89	1	N/A	041554237917	SS 2 STEP 24 HR LIPCOLOR	Very Cranberry	100	
90	1	N/A	041554237894	SS 2 STEP 24 HR LIPCOLOR	Timeless Rose	090	

Row: 1

Lower Notch: 18

Row: 2

Lower Notch: 20

Row: 3

Lower Notch: 13

Row: 4

Lower Notch: 6

Row: 5

Lower Notch: 29

Row: 6

Lower Notch: 22

Row: 7

Lower Notch: 15

Row: 8

Lower Notch: 13

Row: 9

Lower Notch: 8

Lower Notch: 1

Lower Notch: 1

WAKEFERN 12 X 60" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1260ULH.IS24

Column: 1 - Row: 1	Lower Notch: 18	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: 1	Lower Notch: 20	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
91	1	N/A	041554583854	LIFTER GLOSS	Pearl	001	
92	1	N/A	041554583861	LIFTER GLOSS	Ice	002	
93	1	N/A	041554583878	LIFTER GLOSS	Moon	003	
94	1	N/A	041554583885	LIFTER GLOSS	Silk	004	
95	1	N/A	041554583892	LIFTER GLOSS	Petal	005	
96	1	N/A	041554583908	LIFTER GLOSS	Reef	006	
97	1	N/A	041554583915	LIFTER GLOSS	Amber	007	
98	1	N/A	041554583922	LIFTER GLOSS	Stone	008	
99	1	N/A	041554583939	LIFTER GLOSS	Topaz	009	
100	1	N/A	041554583946	LIFTER GLOSS	Crystal	010	

Column: 2 - Row: 2	Lower Notch: 14	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: PM0000021685

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
101	1	N/A	041554486032	COLOR SENSATIONAL MECHANICAL LINER	Clear	100	
102	1	N/A	041554549300	Color Sensational Shaping Lip Liner	BEIGE BABE	102	
103	1	N/A	041554549331	Color Sensational Shaping Lip Liner	Gone Grieve	104	
104	1	N/A	041554486049	COLOR SENSATIONAL MECHANICAL LINER	NUDE WHISPER	105	
105	1	N/A	041554486056	COLOR SENSATIONAL MECHANICAL LINER	PURELY NUDE	110	
106	1	N/A	041554486063	COLOR SENSATIONAL MECHANICAL LINER	TOTALLY TOFFEE	115	
107	1	N/A	041554549355	Color Sensational Shaping Lip Liner	RAW CHOCOLATE	118	
108	1	N/A	041554486070	COLOR SENSATIONAL MECHANICAL LINER	Rich Chocolate	120	
109	1	N/A	041554486087	COLOR SENSATIONAL MECHANICAL LINER	MAGNETIC MAUVE	125	
110	1	N/A	041554486094	COLOR SENSATIONAL MECHANICAL LINER	DUSTY ROSE	130	
111	1	N/A	041554549287	Color Sensational Shaping Lip Liner	ALMOND ROSE	132	
112	1	N/A	041554549348	Color Sensational Shaping Lip Liner	Pink Wink	134	
113	1	N/A	041554486100	COLOR SENSATIONAL MECHANICAL LINER	PALEST PINK	135	
114	1	N/A	041554486117	COLOR SENSATIONAL MECHANICAL LINER	PINK CORAL	140	
115	1	N/A	041554486124	COLOR SENSATIONAL MECHANICAL LINER	Very Cherry	145	
116	1	N/A	041554486131	COLOR SENSATIONAL MECHANICAL LINER	BRICK RED	150	
117	1	N/A	041554486148	COLOR SENSATIONAL MECHANICAL LINER	WILD VIOLETS	155	
118	1	N/A	041554549324	Color Sensational Shaping Lip Liner	Divine Wine	153	
119	1	N/A	041554492859	COLOR SENSATIONAL MECHANICAL LINER	RICH WINE	160	
120	1	N/A	041554492866	COLOR SENSATIONAL MECHANICAL LINER	PLUM PASSION	165	

Column: 2 - Row: 3	Lower Notch: 8	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
121	1	N/A	041554582314	Color Sensational Ultimatte	More Berry	099	
122	1	N/A	041554070682	Color Sensational Ultimatte Neutrals	MORE CEDAR	188	
123	1	N/A	041554582222	Color Sensational Ultimatte	More Ruby	199	
124	1	N/A	041554582239	Color Sensational Ultimatte	More Scarlet	299	
125	1	N/A	041554070705	Color Sensational Ultimatte Neutrals	MORE MOCHA	388	
126	1	N/A	041554070712	Color Sensational Ultimatte Neutrals	MORE STONE	488	
127	1	N/A	041554582277	Color Sensational Ultimatte	More Blush	499	
128	1	N/A	041554070729	Color Sensational Ultimatte Neutrals	MORE BLONDE	588	
129	1	N/A	041554582260	Color Sensational Ultimatte	More Mauve	599	
130	1	N/A	041554070736	Color Sensational Ultimatte Neutrals	MORE SEPIA	688	
131	1	N/A	041554582284	Color Sensational Ultimatte	More Buff	699	
132	1	N/A	041554582307	Color Sensational Ultimatte	More Taupe	799	
133	1	N/A	041554582253	Color Sensational Ultimatte	More Rust	899	
134	1	N/A	041554582246	Color Sensational Ultimatte	More Truffle	999	

Row: 1

Lower Notch: 18

Row: 1

Lower Notch: 20

Row: 2

Lower Notch: 14

Row: 3

Lower Notch: 8

Row: 4

Lower Notch: 3

Row: 5

Lower Notch: 27

Row: 6

Lower Notch: 21

Row: 7

Lower Notch: 15

Row: 8

Lower Notch: 8

Row: 9

Lower Notch: 1

Column: 2 - Row: 4 Lower Notch: 3 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
135	1	N/A	041554564815	CS MADE FOR ALL	MAUVE FOR ME	373	
136	1	N/A	041554566772	CS MADE FOR ALL	PINK FOR ME	376	
137	1	N/A	041554564860	CS MADE FOR ALL	FUCHSIA FOR ME	379	
138	1	N/A	041554564853	CS MADE FOR ALL	RUBY FOR ME	385	
139	1	N/A	041554564846	CS MADE FOR ALL	RED FOR ME	382	
140	1	N/A	041554453645	COLOR SEN THE MATTES	Nude Nuance	657	
141	1	N/A	041554429893	COLOR SEN THE MATTES	Touch of Spice	660	
142	1	N/A	041554429909	COLOR SEN THE MATTES	Lust for Blush	665	
143	1	N/A	041554429961	COLOR SEN THE MATTES	Divine Wine	695	
144	1	N/A	041554488777	COLOR SENSATIONAL LOADED BOLDS	Pitch Black	845	

Column: 2 - Row: 5 Lower Notch: 27 Fixture Type: TRAYS Fixture Description: CS CREAMS 1.3 RENO **
TRAYS Fixture Re-Order Code: PL2000000446 SS Graphic Re-Order Code: PM0000033908
Graphic Re-Order Code: PM0000033907, PM0000042123 SS Holder Re-Order Code: PM0000027630
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000034845, PM0000034848 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
145	1	N/A	041554578348	COLOR SEN LIPSTICK	COPPER CHARGE	166	
146	1	N/A	041554578317	COLOR SEN LIPSTICK	ALMOND HUSTLE	133	
147	1	N/A	041554264630	COLOR SEN LIPSTICK	Rum Riche	280	
148	1	N/A	041554198645	COLOR SEN LIPSTICK	Crazy For Coffee	275	
149	1	N/A	041554413236	COLOR SEN BUFFS	TOUCHABLE TAUPE	940	
150	1	N/A	041554578300	COLOR SEN LIPSTICK	DOUBLE SHOT	111	
151	1	N/A	041554408546	COLOR SEN BUFFS	NUDE LUST	920	
152	1	N/A	041554198560	COLOR SEN LIPSTICK	Nearly There	205	
153	1	N/A	041554198591	COLOR SEN LIPSTICK	Warm Me Up	235	
154	1	N/A	041554198232	COLOR SEN LIPSTICK	Born With It	15	

Column: 2 - Row: 6 Lower Notch: 21 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
155	1	N/A	041554198225	COLOR SEN LIPSTICK	Pink Sand	005	
156	1	N/A	041554578249	COLOR SEN LIPSTICK	FLUSH PUNCH	222	
157	1	N/A	041554578287	COLOR SEN LIPSTICK	PINK FLARE	255	
158	1	N/A	041554470994	COLOR SEN LIPSTICK	Romantic Rose	450	
159	1	N/A	041554198300	COLOR SEN LIPSTICK	Pink Wink	105	
160	1	N/A	041554578232	COLOR SEN LIPSTICK	PINK SCORE	244	
161	1	N/A	041554578294	COLOR SEN LIPSTICK	PINK POSE	233	
162	1	N/A	041554248913	COLOR SEN LIPSTICK	Pink & Proper	20	
163	1	N/A	041554578362	COLOR SEN LIPSTICK	CORAL RISE	344	
164	1	N/A	041554578409	COLOR SEN LIPSTICK	HOT CHASE	333	

Column: 2 - Row: 7 Lower Notch: 15 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
165	1	N/A	041554294996	COLOR SEN LIP VIVIDS	ON FIRE RED	895	
166	1	N/A	041554248906	COLOR SEN LIPSTICK	Red Revolution	630	
167	1	N/A	041554198553	COLOR SEN LIPSTICK	Red Revival	645	
168	1	N/A	041554578386	COLOR SEN LIPSTICK	CRIMSON RACE	311	
169	1	N/A	041554198423	COLOR SEN LIPSTICK	On The Mauve	445	
170	1	N/A	041554198409	COLOR SEN LIPSTICK	Plum Paradise	425	
171	1	N/A	041554283426	COLOR SEN LIPSTICK	Blissful Berry	410	
172	1	N/A	041554198416	COLOR SEN LIPSTICK	Plum Perfect	435	
173	1	N/A	041554578416	COLOR SEN LIPSTICK	PLUM RULE	411	
174	1	N/A	041554578423	COLOR SEN LIPSTICK	BERRY GO	400	

Column: 2 - Row: 8 Lower Notch: 8 Fixture Type: TRAYS Fixture Description: SS 24HR LIP 1.3 **
TRAYS Fixture Re-Order Code: PL2000000386 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042094 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042782 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
175	1	N/A	041554237757	SS 2 STEP 24 HR LIPCOLOR	Continuous Coral	020	
176	1	N/A	041554237757	SS 2 STEP 24 HR LIPCOLOR	Continuous Coral	020	

Row: 1

Row: 1

Row: 2

Row: 3

Row: 4

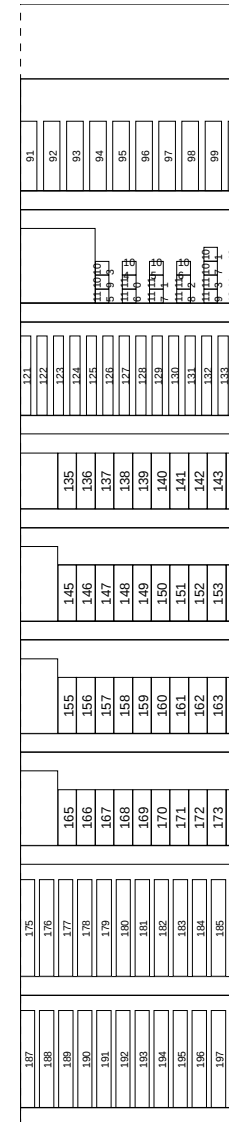
Row: 5

Row: 6

Row: 7

Row: 8

Row: 9



Lower Notch: 18

Lower Notch: 20

Lower Notch: 14

Lower Notch: 8

Lower Notch: 3

Lower Notch: 27

Lower Notch: 21

Lower Notch: 15

Lower Notch: 8

Lower Notch: 1

177	1	N/A	041554558876	SS 2 STEP 24 HR LIPCOLOR	Crisp Magenta	305	
178	1	N/A	041554237788	SS 2 STEP 24 HR LIPCOLOR	Keep It Red	035	
179	1	N/A	041554494969	SS 2 STEP 24 HR LIPCOLOR	ETERNAL CHERRY	200	
180	1	N/A	041554558890	SS 2 STEP 24 HR LIPCOLOR	Optic Ruby	310	
181	1	N/A	041554237764	SS 2 STEP 24 HR LIPCOLOR	Keep Up The Flame	025	
182	1	N/A	041554237740	SS 2 STEP 24 HR LIPCOLOR	All Day Cherry	015	
183	1	N/A	041554237726	SS 2 STEP 24 HR LIPCOLOR	Everlasting Wine	005	
184	1	N/A	041554552041	SS 2 STEP 24 HR LIPCOLOR	ENDLESS EXPRESSO	275	
185	1	N/A	041554237948	SS 2 STEP 24 HR LIPCOLOR	Forever Chestnut	115	
186	1	N/A	041554238006	SS 2 STEP 24 HR LIPCOLOR	Constant Cocoa	145	

Column: 2 - Row: 9 Lower Notch: 1 Fixture Type: TRAYS Fixture Description: SS 24HR LIP 3.3 **

TRAYS Fixture Re-Order Code: PL2000000386

Graphic Re-Order Code: PM0000042094

Carrier Tray Graphic Re-Order Code:

Shade Chart Re-Order Code: PM0000037939

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
187	1	N/A	041554551075	SS 2 STEP 24 HR LIPCOLOR	FIRMLY MAUVE	245	
188	1	N/A	041554558883	SS 2 STEP 24 HR LIPCOLOR	Frosted Mauve	300	
189	1	N/A	041554237801	SS 2 STEP 24 HR LIPCOLOR	Wear On Wildberry	045	
190	1	N/A	041554237870	SS 2 STEP 24 HR LIPCOLOR	Infinite Petal	080	
191	1	N/A	041554237825	SS 2 STEP 24 HR LIPCOLOR	Perpetual Plum	055	
192	1	N/A	041554551990	SS 2 STEP 24 HR LIPCOLOR	RELENTLESS RUBY	255	
193	1	N/A	041554558906	SS 2 STEP 24 HR LIPCOLOR	Frozen Rose	315	
194	1	N/A	041554237818	SS 2 STEP 24 HR LIPCOLOR	Unlimited Raisin	050	
195	1	N/A	041554237955	SS 2 STEP 24 HR LIPCOLOR	Always Heather	120	
196	1	N/A	041554552027	SS 2 STEP 24 HR LIPCOLOR	MERLOT ARMOUR	265	
197	1	N/A	041554064872	SS 2 STEP 24 HR LIPCOLOR	BROOKLYN SUNSET	925	
198	1	N/A	041554064865	SS 2 STEP 24 HR LIPCOLOR	CITY ABLAZE	930	

Row: 1

Lower Notch: 18

Row: 1

Lower Notch: 20

Row: 2

Lower Notch: 14

Row: 3

Lower Notch: 8

Row: 4

Lower Notch: 3

Row: 5

Lower Notch: 27

Row: 6

Lower Notch: 21

Row: 7

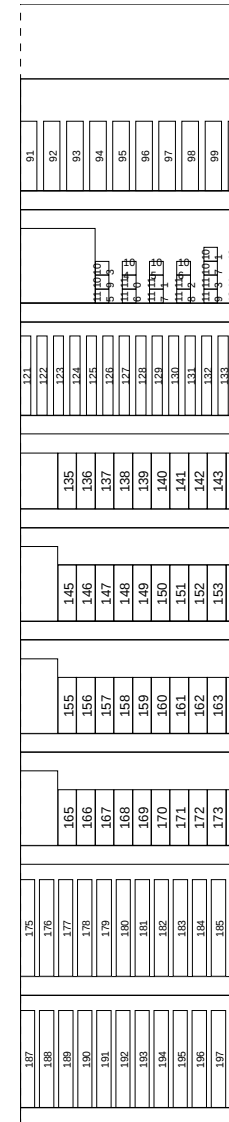
Lower Notch: 15

Row: 8

Lower Notch: 8

Row: 9

Lower Notch: 1



WAKEFERN 12 X 60" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1260ULH.IS24

Column: 1 - Row: 1 Lower Notch: 18 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: 1 Lower Notch: 20 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, PM0000042814, 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
199	1	N/A	041554586992	LIFTER GLOSS	Brass	011	
200	1	N/A	041554587005	LIFTER GLOSS	Opal	012	
201	1	N/A	041554587029	LIFTER GLOSS	Heat	014	
202	1	N/A	041554070903	LIFTER GLOSS	RUST	16	
203	1	N/A	041554070941	LIFTER GLOSS	SUN	20	
204	1	N/A	041554085372	CANDY DROP	GUMMY BEAR	021	
205	1	N/A	041554085419	CANDY DROP	PEACH RING	022	
206	1	N/A	041554085396	CANDY DROP	SWEETHEART	023	
207	1	N/A	041554085402	CANDY DROP	BUBBLEGUM	024	
208	1	N/A	041554085389	CANDY DROP	TAFFY	025	

Column: 3 - Row: 2 Lower Notch: 13 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
209	1	N/A	041554084115	EYE STIX	I AM SHINING	10	
210	1	N/A	041554084122	EYE STIX	I AM CONFIDENT	15	
211	1	N/A	041554084139	EYE STIX	I AM INSPIRED	20	
212	1	N/A	041554084146	EYE STIX	I AM DETERMINED	25	
213	1	N/A	041554084153	EYE STIX	I AM COURAGEOUS	30	
214	1	N/A	041554084160	EYE STIX	I AM POWERFUL	35	
215	1	N/A	041554084177	EYE STIX	I AM FIERCE	40	
216	1	N/A	041554084184	EYE STIX	I AM GIVING	45	
217	1	N/A	041554084191	EYE STIX	I AM UNIQUE	50	
218	1	N/A	041554084207	EYE STIX	I AM FEARLESS	55	
219	1	N/A	041554088137	EYE STIX	I AM UNEXPECTED	60	
220	1	N/A	041554088151	EYE STIX	I AM EXTRAVAGANT	70	
221	1	N/A	041554088199	EYE STIX	I AM RARE	90	
222	1	N/A	041554088205	EYE STIX	I AM UNCONVENTIONAL	95	
223	1	N/A	041554088212	EYE STIX	I AM REBELLIOUS	100	
224	1	N/A	041554088229	EYE STIX	I AM UNMATCHED	105	

Column: 3 - Row: 3 Lower Notch: 7 Fixture Type: TRAYS Fixture Description: SHADOW BLOCKS 1.1 **
TRAYS Fixture Re-Order Code: PL2000000680 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000040183, PM0000042205 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000040047 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
225	1	N/A	041554075823	SHADOW BLOCKS	82ND & PARK AVE	10	
226	1	N/A	041554075830	SHADOW BLOCKS	WEST 4TH & PERRY ST	20	
227	1	N/A	041554075816	SHADOW BLOCKS	NORTH 3RD & BEDFORD AVE	30	
228	1	N/A	041554075854	SHADOW BLOCKS	BROADWAY & PRINCE ST	40	
229	1	N/A	041554075847	SHADOW BLOCKS	26TH & MADISON AVE	50	

Column: 3 - Row: 4 Lower Notch: 30 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
230	1	N/A	041554567953	COLOR TATTOO POTS	V.I.P	10	
231	1	N/A	041554567885	COLOR TATTOO POTS	FRONT RUNNER	15	
232	1	N/A	041554567892	COLOR TATTOO POTS	SOCIALITE	20	
233	1	N/A	041554567922	COLOR TATTOO POTS	URBANITE	25	
234	1	N/A	041554567908	COLOR TATTOO POTS	HIGH ROLLER	30	
235	1	N/A	041554567915	COLOR TATTOO POTS	CHILL GIRL	35	
236	1	N/A	041554567939	COLOR TATTOO POTS	GOLDEN GIRL	40	
237	1	N/A	041554567977	COLOR TATTOO POTS	TRAILBLAZER	45	
238	1	N/A	041554567946	COLOR TATTOO POTS	KNOCKOUT	50	
239	1	N/A	041554567960	COLOR TATTOO POTS	RISK MAKER	55	

Row: 1

Lower Notch: 18

Row: 1

Lower Notch: 20

Row: 2

Lower Notch: 13

Row: 3

Lower Notch: 7

Row: 4

Lower Notch: 30

Row: 5

Lower Notch: 23

Row: 6

Lower Notch: 17

Row: 7

Lower Notch: 11

Row: 8

Lower Notch: 6

Row: 9

Lower Notch: 1

Column: 3 -		Row: 5		Lower Notch: 23		Fixture Type: TRAYS		Fixture Description: EYE PALETTES 1.1 **	
TRAYS Fixture Re-Order Code: PL2000000444				SS Graphic Re-Order Code: PM0000043901					
Graphic Re-Order Code:				SS Holder Re-Order Code: PM0000013510					
Carrier Tray Graphic Re-Order Code:				TRAYS Fixture Rolled-Up Code:					
Shade Chart Re-Order Code: PM0000043393				UPC Blade Code:					
LocID	Facings	Acct Code	UPC		Description		Shade	Shade#	Shade Chip Code
240	1	N/A	041554419184		THE PALETTES		The Nudes	02	
241	1	N/A	041554434866		THE PALETTES		The Blushed Nudes	06	
242	1	N/A	041554490848		24KT NUDES PALETTE		24KT NUDES PALETTE	120	

Column: 3 -		Row: 6		Lower Notch: 17		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
243	1	N/A	041554499742	CITY MINI PALETTES			Rooftop Bronzes	400	
244	1	N/A	041554499735	CITY MINI PALETTES			Chill Brunch Neutrals	410	
245	1	N/A	041554499766	CITY MINI PALETTES			Downtown Sunrise	430	
246	1	N/A	041554540772	CITY MINI PALETTES			MATTE ABOUT TOWN	480	

Column: 3 -		Row: 7		Lower Notch: 11		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
247	1	N/A	041554552485	CITY MINI PALETTES		Brooklyn Nudes		500	
248	1	N/A	041554552492	CITY MINI PALETTES		Blushed Avenue		510	
249	1	N/A	041554552508	CITY MINI PALETTES		Skyscape Dusk		520	
250	1	N/A	041554563306	CITY MINI PALETTES		Diamond District		540	

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	
251	1	N/A	041554409093		EXPERT WEAR QUADS			Natural Smokes	2Q		
252	1	N/A	041554409147		EXPERT WEAR QUADS			Charcoal Smokes	4Q		
253	1	N/A	041554409239		EXPERT WEAR QUADS			Emerald Smokes	48Q		
254	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
255	1	N/A	041554409192	EXPERT WEAR QUADS		Lavender Smokes		8Q	
256	1	N/A	041554409116	EXPERT WEAR QUADS		Mocha Motion		10Q	
257	1	N/A	041554409130	EXPERT WEAR QUADS		Designer Chocolates		40Q	
258	1	N/A	041554409123	EXPERT WEAR QUADS		Sunlit Bronze		50Q	

Row: 1

Lower Notch: 18

Row: 1

Lower Notch: 20

Row: 2

Lower Notch: 13

Row: 3

Lower Notch: 7

Row: 4

Lower Notch: 30

Row: 5

Lower Notch: 23

Row: 6

Lower Notch: 17

Row: 7

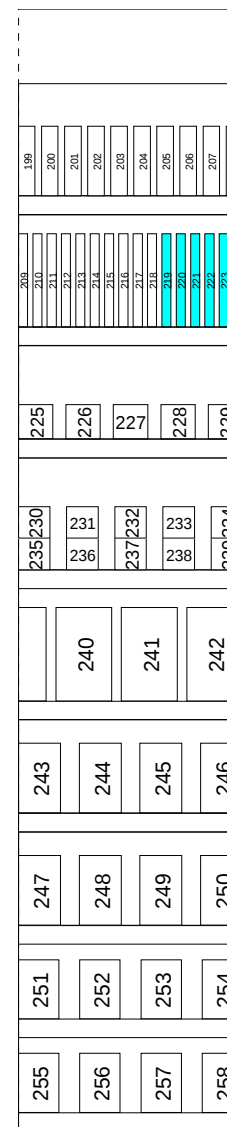
Lower Notch: 11

Row: 8

Lower Notch: 6

Row: 9

Lower Notch: 1



WAKEFERN 12 X 60" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1260ULH.IS24

Column: 4 - Row: 1 Lower Notch: 14 Fixture Type: HEADER LIT Fixture Description: RENO MSTR PREC ALL DAY HDR (BTY+PRODU...
HEADER LIT Fixture Re-Order Code: PM0000027628 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000044245 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: 2 Lower Notch: 15 Fixture Type: TRAYS Fixture Description: EW MONOS 1.1 (2TIER) **
TRAYS Fixture Re-Order Code: PL2000000442 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042121 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000028848, PM0000028849 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
259	1	N/A	041554492644	Expertwear Monos	Vanilla	100S	
260	1	N/A	041554490749	Expertwear Monos	Soft Pearl	10S	
261	1	N/A	041554490763	Expertwear Monos	Seashell	30S	
262	1	N/A	041554490770	Expertwear Monos	Nude Glow	40S	
263	1	N/A	041554490756	Expertwear Monos	Linen	20S	
264	1	N/A	041554490794	Expertwear Monos	The Glo Down	60S	
265	1	N/A	041554492682	Expertwear Monos	Made for Mocha	140S	
266	1	N/A	041554490824	Expertwear Monos	Forest Green	80S	
267	1	N/A	041554492651	Expertwear Monos	Night Sky	110S	
268	1	N/A	041554552201	Expertwear Monos	DUSTY ROSE	200S	
269	1	N/A	041554490787	Expertwear Monos	Tastefully Taupe	50S	
270	1	N/A	041554492712	Expertwear Monos	Humdrum Plum	170S	

Column: 4 - Row: 3 Lower Notch: 11 Fixture Type: HOOK BARS Fixture Description: 6HK HYPER EASY MECH PEN (DEMO) HKBR UN...
HOOK BARS Fixture Re-Order Code: PL2000000147 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042168 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
271	1	N/A	041554080810	TATTOO STUDIO BRUSH TIP INK PEN LINER	Jet Black	880	
272	1	N/A	041554081091	INK PEN LINER	BROWN	882	
273	1	N/A	041554578607	HYPER EASY LIQUID LINER	Pitch Black	800	
274	1	N/A	041554586473	MASTER PRECISE ALL DAY MATTE	MATTE BLACK	310	
275	1	N/A	041554568226	MASTER PREC ALL DAY	Black	110	
276	1	N/A	041554549454	MASTER PREC ALL DAY	FOREST BROWN	111	

Column: 4 - Row: 4 Lower Notch: 4 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
277	1	N/A	041554549416	TATTOO STUDIO DIP IN LIQUID LINER	Black	001	
278	1	N/A	041554563337	TATTOO STUDIO GEL PENCIL LINER	DEEP ONYX	900	
279	1	N/A	041554563344	TATTOO STUDIO GEL PENCIL LINER	INTENSE CHARCOAL	901	
280	1	N/A	041554563351	TATTOO STUDIO GEL PENCIL LINER	BOLD BROWN	910	
281	1	N/A	041554563863	TATTOO STUDIO GEL PENCIL LINER	STRIKING NAVY	920	
282	1	N/A	041554563900	TATTOO STUDIO GEL PENCIL LINER	POLISHED WHITE	970	

Column: 4 - Row: 5 Lower Notch: 26 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
283	1	N/A	041554588910	TATTOO STUDIO SMOKEY GEL PENCIL LINER	SMOKEY BLACK	10	
284	1	N/A	041554220186	EYE STUDIO GEL LINER	Blackest Black	50	
285	1	N/A	041554220193	EYE STUDIO GEL LINER	Brown	52	
286	1	N/A	041554552560	LASTING DRAMA MATTES	JET BLACK	860	
287	1	N/A	041554209440	LINE STILETTO LIQUID LINER	Blackest Black	1	

Column: 4 - Row: 6 Lower Notch: 19 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
288	1	N/A	041554541915	MASTER PRECISE INK LINER	BLACK COMET	510	
289	1	N/A	041554513493	UNSTOPPABLE EYELINER - CARDED	Onyx	10	
290	1	N/A	041554513523	UNSTOPPABLE EYELINER - CARDED	Cinnabar	20	
291	1	N/A	041554513530	UNSTOPPABLE EYELINER - CARDED	Pewter	30	
292	1	N/A	041554513547	UNSTOPPABLE EYELINER - CARDED	Sapphire	40	

Row: 1

Lower Notch: 14

Row: 2

Lower Notch: 15

Row: 3

Lower Notch: 11

Row: 4

Lower Notch: 4

Row: 5

Lower Notch: 26

Row: 6

Lower Notch: 19

Row: 7

Lower Notch: 12

Row: 8

Lower Notch: 5

293	1	N/A	041554513561	UNSTOPPABLE EYELINER - CARDED	Espresso	60	
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Column: 4 - Row: 7 Lower Notch: 12 Fixture Type: HOOK BARS Fixture Description: 6HK LINE EXPRESS (DEMO) HKBR UNLIT **

HOOK BARS Fixture Re-Order Code: PL2000000147

Graphic Re-Order Code: PM0000042112

Carrier Tray Graphic Re-Order Code:

Shade Chart Re-Order Code:

SS Graphic Re-Order Code:

SS Holder Re-Order Code:

HOOK BARS Fixture Rolled-Up Code:

UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
294	1	N/A	041554460834	MASTER PRECISE SKINNY	Defining Black	210	
295	1	N/A	041554460841	MASTER PRECISE SKINNY	Sharp Brown	220	
296	1	N/A	041554572476	LINE EXPRESS	Ebony Black	01	
297	1	N/A	041554572483	LINE EXPRESS	Soft Black	02	
298	1	N/A	041554009095	DEFINE A LINE	Brownish Black	3	
299	1	N/A	041554009071	DEFINE A LINE	Ebony Black	1	

Column: 4 - Row: 8 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:

Carrier Tray Graphic Re-Order Code:

Shade Chart Re-Order Code:

SS Graphic Re-Order Code:

SS Holder Re-Order Code:

HOOK BARS Fixture Rolled-Up Code: 041554984521

UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
300	1	N/A	041554596404	Baby Lips Quenched	Quenched	005	
301	1	N/A	041554264548	BABY LIPS	CHERRY ME	15	
302	1	N/A	041554264562	BABY LIPS	PINK PUNCH	25	
303	1	N/A	041554424591	BABY LIPS CRYSTAL	Pink Quartz	140	
304	1	N/A	041554483123	BABY LIPS	MY PINK	01	
305	1	N/A	041554404937	BABY LIPS DR RESCUE	Coral Crave	55	

Row: 1

Lower Notch: 14

Row: 2

Lower Notch: 15

Row: 3

Lower Notch: 11

Row: 4

Lower Notch: 4

Row: 5

Lower Notch: 26

Row: 6

Lower Notch: 19

Row: 7

Lower Notch: 12

Row: 8

Lower Notch: 5

WAKEFERN 12 X 60" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1260ULH.IS24

Column: 4 - Row: 1 Lower Notch: 14 Fixture Type: HEADER LIT Fixture Description: RENO MSTR PREC ALL DAY HDR (BTY+PRODU...
HEADER LIT Fixture Re-Order Code: PM0000027628 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000044245 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: 1 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
306	1	N/A	041554554076	LASH SENSATIONAL SERUM	LASH SENSATIONAL SERUM	250	
307	1	N/A	041554071863	LASH SENSATIONAL SKY HIGH	COSMIC BLACK	799	
308	1	N/A	041554590517	LASH SENSATIONAL SKY HIGH	BLACKEST BLACK	800	
309	1	N/A	041554590500	LASH SENSATIONAL SKY HIGH	VERY BLACK	801	

Column: 5 - Row: 2 Lower Notch: 11 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
310	1	N/A	041554590364	FALSIES LASH LIFT	ULTRA BLACK INTENSIFIER	195	
311	1	N/A	041554578478	FALSIES LASH LIFT	Blackest Black	200	
312	1	N/A	041554578485	FALSIES LASH LIFT	Very Black	201	
313	1	N/A	041554578492	FALSIES LASH LIFT	VERY BLACK (WTP)	202	

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

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
314	1	N/A	041554081152	SURREAL EXTENSION	BLACKEST BLACK WSH	170	
315	1	N/A	041554079821	SURREAL EXTENSION	VERY BLACK WTP	185	
316	1	N/A	041554217957	FALSIES MASCARA	Blackest Black	00	
317	1	N/A	041554217964	FALSIES MASCARA	Very Black	01	

Column: 5 - Row: 4 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
318	1	N/A	041554050899	COLOSSAL	Glam Black	00	
319	1	N/A	041554050905	COLOSSAL	Classic Black	01	
320	1	N/A	041554056761	COLOSSAL	Glam Brown (Brn/Blk)	2	
321	1	N/A	041554197037	COLOSSAL	Glam Black (WTP)	00	

Column: 5 - Row: 5 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
322	1	N/A	041554670745	GREAT LASH MASCARA	Blackest Black	00	
323	1	N/A	041554532722	GREAT LASH MASCARA	Very Black	1	
324	1	N/A	041554532807	GREAT LASH MASCARA	Brownish Black	2	
325	1	N/A	041554532982	GREAT LASH MASCARA	DARK BROWN	3	

Column: 5 - Row: 6 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
326	1	N/A	041554209310	GREAT LASH BIG	Blackest Black	00	
327	1	N/A	041554209327	GREAT LASH BIG	Very Black	01	
328	1	N/A	041554209334	GREAT LASH BIG	Brownish Black	02	
329	1	N/A	041554672237	GREAT LASH CURVED BRUSH	Blackest Black	00	

Row: 1

Lower Notch: 14

Row: 1

Lower Notch: 19

Row: 2

Lower Notch: 11

Row: 3

Lower Notch: 3

Row: 4

Lower Notch: 26

Row: 5

Lower Notch: 19

Row: 6

Lower Notch: 12

Row: 7

Lower Notch: 5

Column: 5 - Row: 7 Lower Notch: 5 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
330	1	N/A	041554533156	LINEWORKS ULTRA LINER WATERPROOF	Black	1	
331	1	N/A	041554533163	LINEWORKS ULTRA LINER WATERPROOF	DARK BROWN	2	
332	1	N/A	041554530179	EXPERT EYES TWIN BROW & EYE PENCILS	Velvet Black	01	
333	1	N/A	041554530254	EXPERT EYES TWIN BROW & EYE PENCILS	DARK BROWN	02	
334	1	N/A	041554530667	EXPERT EYES TWIN BROW & EYE PENCILS	Medium Brown	03	
335	1	N/A	041554507379	EXPERT EYES TWIN BROW & EYE PENCILS	Blonde	7	

Row: 1

Lower Notch: 14

Row: 1

Lower Notch: 19

Row: 2

Lower Notch: 11

Row: 3

Lower Notch: 3

Row: 4

Lower Notch: 26

Row: 5

Lower Notch: 19

Row: 6

Lower Notch: 12

Row: 7

Lower Notch: 5

306	307	308	309		
310	311	312	313		
314	315	316	317		
318	319	320	321		
322	323	324	325		
326	327	328	329		
330	331	332	333	334	335

WAKEFERN 12 X 60" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1260ULH.IS24

Column: 6 - Row: 2 Lower Notch: 14 Fixture Type: HEADER LIT Fixture Description: RENO FALSIES SURREAL HDR (BTY+PRODUCT)...

HEADER LIT Fixture Re-Order Code: PM0000027628 SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000043976 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: 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
336	1	N/A	041554076448	LASH SENSATIONAL SKY HIGH	True Brown	804	
337	1	N/A	041554590913	LASH SENSATIONAL SKY HIGH	Very Black (WTP)	802	
338	1	N/A	041554590906	LASH SENSATIONAL SKY HIGH	Brownish Black (WTP)	803	
339	1	N/A	041554584219	LASH SENSATIONAL	Midnight Black	252	

Column: 6 - Row: 3 Lower Notch: 11 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
340	1	N/A	041554578508	FALSIES LASH LIFT	BROWNISH BLACK (WTP)	203	
341	1	N/A	041554268706	FALSIES FLARED	Blackest Black	00	
342	1	N/A	041554240337	FALSIES BLACK DRAMA	Black Drama	10	
343	1	N/A	041554459890	FALSIES PUSH UP DRAMA ANGEL	Blackest Black	00	

Column: 6 - Row: 4 Lower Notch: 3 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

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

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

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

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

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
344	1	N/A	041554217971	FALSIES MASCARA	Brownish Black	02	
345	1	N/A	041554217988	FALSIES MASCARA	Very Black (WTP)	01	
346	1	N/A	041554217995	FALSIES MASCARA	Brownish Black (WTP)	02	
347	1	N/A	041554069563	COLOSSAL CURL BOUNCE	Blackest Black	350	

Column: 6 - Row: 5 Lower Notch: 26 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

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

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

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

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

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
348	1	N/A	041554197044	COLOSSAL	Classic Black (WTP)	1	
349	1	N/A	041554288254	COLOSSAL CAT EYES MASCARA	Glam Black	01	
350	1	N/A	041554288261	COLOSSAL CAT EYES MASCARA	Glam Black (WTP)	01	
351	1	N/A	041554493719	COLOSSAL BIG SHOT	Blackest Black	223	

Column: 6 - Row: 6 Lower Notch: 19 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

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

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

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

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

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
352	1	N/A	041554519457	GREAT LASH MASCARA	Clear	10	
353	1	N/A	041554626964	GREAT LASH MASCARA	Very Black (WTP)	1	
354	1	N/A	041554626988	GREAT LASH MASCARA	Brownish Black (WTP)	3	
355	1	N/A	041554539912	SNPSACARA	Pitch Black	300	

Column: 6 - Row: 7 Lower Notch: 12 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

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

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

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

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

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
356	1	N/A	041554565294	GREAT LASH CURVED BRUSH	Very Black	1	
357	1	N/A	041554239416	Great Lash Lots of Lashes	Very Black	01	
358	1	N/A	041554239423	Great Lash Lots of Lashes	Blackest Black	00	
359	1	N/A	041554269062	Great Lash Lots of Lashes	Brownish Black	02	

BACK PANELS
MERCHANDIS

Row: 2

Lower Notch: 14

Row: 2

Lower Notch: 19

Row: 3

Lower Notch: 11

Row: 4

Lower Notch: 3

Row: 5

Lower Notch: 26

Row: 6

Lower Notch: 19

Row: 7

Lower Notch: 12

Row: 8

Lower Notch: 5

Column: 6 - Row: 8 Lower Notch: 5 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
 HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
 Graphic Re-Order Code: SS Holder Re-Order Code:
 Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
 Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
360	1	N/A	041554007503	DEFINE A LASH LENGTH MASCARA	Very Black	1	
361	1	N/A	041554699159	FULL 'N SOFT	Very Black	1	
362	1	N/A	041554605228	FULL 'N SOFT	Very Black (WTP)	1	
363	1	N/A	041554647372	LASH DISCOVERY WASHABLE	Very Black	1	

BACK PANELS
MERCHANDISE

Row: 2		Lower Notch: 14
Row: 2	336 337 338 339	Lower Notch: 19
Row: 3	340 341 342 343	Lower Notch: 11
Row: 4	344 345 346 347	Lower Notch: 3
Row: 5	348 349 350 351	Lower Notch: 26
Row: 6	352 353 354 355	Lower Notch: 19
Row: 7	356 357 358 359	Lower Notch: 12
Row: 8	360 361 362 363	Lower Notch: 5

WAKEFERN 12 X 60" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1260ULH.IS24

Column: 6 - Row: 2 Lower Notch: 14 Fixture Type: HEADER LIT Fixture Description: RENO FALSIES SURREAL HDR (BTY+PRODUCT)...

HEADER LIT Fixture Re-Order Code: PM0000027628 SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000043976 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: 19 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

HOOK BARS Fixture Re-Order Code: 0415544984507 SS Graphic Re-Order Code:

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

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

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

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
364	1	N/A	041554420616	LASH SENSATIONAL	Blackest Black	00	
365	1	N/A	041554420623	LASH SENSATIONAL	Very Black	01	
366	1	N/A	041554420630	LASH SENSATIONAL	Brownish Black	02	
367	1	N/A	041554420647	LASH SENSATIONAL	Very Black (WTP)	01	

Column: 7 - Row: 3 Lower Notch: 11 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
368	1	N/A	041554462838	FALSIES PUSH UP DRAMA ANGEL	Very Black (WTP)	01	
369	1	N/A	041554460247	LASH SENSATIONAL LUSCIOUS	Blackest Black	00	
370	1	N/A	041554460254	LASH SENSATIONAL LUSCIOUS	Very Black	01	
371	1	N/A	041554460278	LASH SENSATIONAL LUSCIOUS	Very Black (WTP)	01	

Column: 7 - Row: 4 Lower Notch: 3 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

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

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

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

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

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
372	1	N/A	041554069679	COLOSSAL CURL BOUNCE	Very Black (WTP)	365	
373	1	N/A	041554409291	COLOSSAL PUMPED UP!	Glam Black	00	
374	1	N/A	041554409284	COLOSSAL PUMPED UP!	Classic Black	01	
375	1	N/A	041554409321	COLOSSAL PUMPED UP!	Classic Black (WTP)	01	

Column: 7 - Row: 5 Lower Notch: 26 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

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

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

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

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

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
376	1	N/A	041554493726	COLOSSAL BIG SHOT	Very Black	224	
377	1	N/A	041554493856	COLOSSAL BIG SHOT	Very Black (WTP)	226	
378	1	N/A	041554054156	LASH STILETTO	Very Black	1	
379	1	N/A	041554208832	LASH STILETTO WP	Very Black	01	

Column: 7 - Row: 6 Lower Notch: 19 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

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

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

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

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

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
380	1	N/A	041554288384	VE ROCKET MASCARA	Blackest Black	00	
381	1	N/A	041554288377	VE ROCKET MASCARA	Very Black	01	
382	1	N/A	041554288391	VE ROCKET MASCARA	Brownish Black	02	
383	1	N/A	041554288452	VE ROCKET MASCARA WP	Very Black	01	

Column: 7 - Row: 7 Lower Notch: 12 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

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

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

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

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

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
384	1	N/A	041554522556	TOTAL TEMPTATION	BLACKEST BLACK	601	
385	1	N/A	041554522563	TOTAL TEMPTATION	VERY BLACK	602	
386	1	N/A	041554522679	TOTAL TEMPTATION	Very Black (WTP)	604	
387	1	N/A	041554269567	ILLEGAL LENGTHS MASC	Blackest Black	00	

30+20+7=57"
SPACE=60"

Row: 2

Lower Notch: 14

Row: 2

Lower Notch: 19

Row: 3

Lower Notch: 11

Row: 4

Lower Notch: 3

Row: 5

Lower Notch: 26

Row: 6

Lower Notch: 19

Row: 7

Lower Notch: 12

Row: 8

Lower Notch: 5

Column: 7 - Row: 8

Lower Notch: 5

Fixture Type: HOOK BARS

Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

HOOK BARS Fixture Re-Order Code: 041554984507

SS Graphic Re-Order Code:

Graphic Re-Order Code:

SS Holder Re-Order Code:

Carrier Tray Graphic Re-Order Code:

HOOK BARS Fixture Rolled-Up Code: 041554984507

Shade Chart Re-Order Code:

UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
388	1	N/A	041554650495	LASH DISCOVERY WP	Very Black	1	
389	1	N/A	041554281446	MEGA PLUSH MASCARA	Blackest Black	00	
390	1	N/A	041554281460	MEGA PLUSH MASCARA	Very Black	01	
391	1	N/A	041554281484	MEGA PLUSH MASCARA	Very Black (WTP)	01	

		30+20+7=57" E SPACE=60"				
Row: 2						Lower Notch: 14
Row: 2	364	365	366	367		Lower Notch: 19
Row: 3	368	369	370	371		Lower Notch: 11
Row: 4	372	373	374	375		Lower Notch: 3
Row: 5	376	377	378	379		Lower Notch: 26
Row: 6	380	381	382	383		Lower Notch: 19
Row: 7	384	385	386	387		Lower Notch: 12
Row: 8	388	389	390	391		Lower Notch: 5

WAKEFERN 12 X 60" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1260ULH.IS24

Column: 8 - Row: 2 Lower Notch: 14 Fixture Type: HEADER LIT Fixture Description: RENO FM HDR (BTY+PRODUCT) 6X24 LIT **
HEADER LIT Fixture Re-Order Code: PM0000027628 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043952 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: 3 Lower Notch: 19 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: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
392	1	N/A	041554578690	BROW FAST SCULPT	Blonde	250	
393	1	N/A	041554578706	BROW FAST SCULPT	Soft Brown	255	
394	1	N/A	041554578720	BROW FAST SCULPT	Medium Brown	257	
395	1	N/A	041554578737	BROW FAST SCULPT	DEEP BROWN	260	
396	1	N/A	041554578751	BROW FAST SCULPT	Clear	264	
397	1	N/A	041554572292	BROW ULTRA SLIM	Blonde	250	

Column: 8 - Row: 4 Lower Notch: 11 Fixture Type: HOOK BARS Fixture Description: 6HK EXPRESS BROW ULTRA SLIM (DEMO) HKB...
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
398	1	N/A	041554083705	BROW ULTRA SLIM	TAUPE	253	
399	1	N/A	041554572308	BROW ULTRA SLIM	Soft Brown	255	
400	1	N/A	041554083729	BROW ULTRA SLIM	AUBURN	256	
401	1	N/A	041554572322	BROW ULTRA SLIM	Medium Brown	257	
402	1	N/A	041554083712	BROW ULTRA SLIM	ASH BROWN	259	
403	1	N/A	041554572339	BROW ULTRA SLIM	DEEP BROWN	260	

Column: 8 - Row: 5 Lower Notch: 3 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
404	1	N/A	041554064308	Express Brow Duo	Blonde	250	
405	1	N/A	041554064315	Express Brow Duo	Soft Brown	255	
406	1	N/A	041554064322	Express Brow Duo	Medium Brown	257	
407	1	N/A	041554064339	Express Brow Duo	Deep Brown	260	
408	1	N/A	041554572346	BROW ULTRA SLIM	Black Brown	262	
409	1	N/A	041554581393	BROW ULTRA SLIM	Black	264	

Column: 8 - Row: 6 Lower Notch: 26 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: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
410	1	N/A	041554080490	BROW STYLING GEL	SOFT BROWN	255	
411	1	N/A	041554080490	BROW STYLING GEL	SOFT BROWN	255	
412	1	N/A	041554080506	BROW STYLING GEL	MEDIUM BROWN	257	
413	1	N/A	041554080513	BROW STYLING GEL	DEEP BROWN	260	
414	1	N/A	041554545012	TATTOOSTUDIO BROW TINT PEN	Blonde	350	
415	1	N/A	041554545029	TATTOOSTUDIO BROW TINT PEN	Soft Brown	355	

Column: 8 - Row: 7 Lower Notch: 19 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
416	1	N/A	041554559736	TattooStudio Brow Pomade	Blonde	372	
417	1	N/A	041554559743	TattooStudio Brow Pomade	Soft Brown	374	
418	1	N/A	041554559750	TattooStudio Brow Pomade	Medium Brown	376	
419	1	N/A	041554559774	TattooStudio Brow Pomade	DEEP BROWN	380	
420	1	N/A	041554545036	TATTOOSTUDIO BROW TINT PEN	Medium Brown	360	
421	1	N/A	041554547092	TATTOOSTUDIO BROW TINT PEN	DEEP BROWN	365	

Row: 2

Lower Notch: 14

Row: 3

Lower Notch: 19

Row: 4

Lower Notch: 11

Row: 5

Lower Notch: 3

Row: 6

Lower Notch: 26

Row: 7

Lower Notch: 19

Row: 8

Lower Notch: 12

Row: 9

Lower Notch: 5

392	393	394	395	396	397
398	399	400	401	402	403
404	405	406	407	408	409
410	411	412	413	414	415
416	417	418	419	420	421
422	423	424	425	426	
427	428	429	430	431	Ingre dient s List ing

Column: 8 - Row: 8 Lower Notch: 12 Fixture Type: HOOK BARS Fixture Description: 5HK TS SHRPNBL BROW PEN HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000145 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042155 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
422	1	N/A	041554588699	Tattoo Studio 36HR Waterproof Eyebrow Pencil	Blonde	250	
423	1	N/A	041554588712	Tattoo Studio 36HR Waterproof Eyebrow Pencil	Soft Brown	255	
424	1	N/A	041554588729	Tattoo Studio 36HR Waterproof Eyebrow Pencil	Medium Brown	257	
425	1	N/A	041554588705	Tattoo Studio 36HR Waterproof Eyebrow Pencil	Deep Brown	260	
426	1	N/A	041554415131	Baby Skin	Instant Pore Eraser	010	

Column: 8 - Row: 9 Lower Notch: 5 Fixture Type: HOOK BARS Fixture Description: 6HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984521 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984521
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
427	1	N/A	041554535426	EYELASH CURLER	EXPERT TOOLS EYELASH CURLER		
428	1	N/A	041554535457	EYELASH CURLER REFILLS	0		
429	1	N/A	041554535273	BRUSH 'N' COMB	EXPERT TOOLS BRUSH 'N' COMB		
430	1	N/A	041554529043	TWEEZER (UPGRADED)	UPGRADED TWEEZER		
431	1	N/A	041554535419	DUAL SHARPENER	EXPERT TOOLS DUAL SHARPENER		

Row: 2

Lower Notch: 14

Row: 3

Lower Notch: 19

Row: 4

Lower Notch: 11

Row: 5

Lower Notch: 3

Row: 6

Lower Notch: 26

Row: 7

Lower Notch: 19

Row: 8

Lower Notch: 12

Row: 9

Lower Notch: 5

392	393	394	395	396	397
398	399	400	401	402	403
404	405	406	407	408	409
410	411	412	413	414	415
416	417	418	419	420	421
422	423	424	425	426	
427	428	429	430	431	Ingredient's Listing

WAKEFERN 12 X 60" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1260ULH.IS24

Column: 8 - Row: 2 Lower Notch: 14 Fixture Type: HEADER LIT Fixture Description: RENO FM HDR (BTY+PRODUCT) 6X24 LIT **
HEADER LIT Fixture Re-Order Code: PM0000027628 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043952 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: 1 Lower Notch: 15 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
432	1	N/A	041554538748	FiMe MATTE+PORELESS FNDTN	JAVA	375	
433	1	N/A	041554539752	FiMe MATTE+PORELESS FNDTN	DEEP BRONZE	370	
434	1	N/A	041554538731	FiMe MATTE+PORELESS FNDTN	DEEP GOLDEN	368	
435	1	N/A	041554539721	FiMe MATTE+PORELESS FNDTN	NUTMEG	365	
436	1	N/A	041554539677	FiMe MATTE+PORELESS FNDTN	WARM COCONUT	356	
437	1	N/A	041554433524	FiMe MATTE+PORELESS FNDTN	Coconut	355	
438	1	N/A	041554466515	FiMe MATTE+PORELESS FNDTN	CAPPUCCINO	340	
439	1	N/A	041554539639	FiMe MATTE+PORELESS FNDTN	WARM SUN	334	

Column: 9 - Row: 2 Lower Notch: 8 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
440	1	N/A	041554466454	FiMe MATTE+PORELESS FNDTN	CREAMY BEIGE	122	
441	1	N/A	041554433449	FiMe MATTE+PORELESS FNDTN	Clsc Ivory	120	
442	1	N/A	041554539462	FiMe MATTE+PORELESS FNDTN	LIGHT BEIGE	118	
443	1	N/A	041554433432	FiMe MATTE+PORELESS FNDTN	Ivory	115	
444	1	N/A	041554433425	FiMe MATTE+PORELESS FNDTN	Ntrl Ivory	112	
445	1	N/A	041554433418	FiMe MATTE+PORELESS FNDTN	Porcelain	110	
446	1	N/A	041554538328	FiMe MATTE+PORELESS FNDTN	Fair Ivory	105	
447	1	N/A	041554538311	FiMe MATTE+PORELESS FNDTN	FAIR PORCELAIN	102	

Column: 9 - Row: 3 Lower Notch: 30 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
448	1	N/A	041554553482	FiMe MATTE+PORELESS PDR	JAVA	375	
449	1	N/A	041554553529	FiMe MATTE+PORELESS PDR	Nutmeg	365	
450	1	N/A	041554489364	FiMe MATTE+PORELESS PDR	Mocha	360	
451	1	N/A	041554553468	FiMe MATTE+PORELESS PDR	Coconut	355	
452	1	N/A	041554553512	FiMe MATTE+PORELESS PDR	Warm Sun	334	
453	1	N/A	041554433852	FiMe MATTE+PORELESS PDR	Toffee	330	
454	1	N/A	041554489357	FiMe MATTE+PORELESS PDR	NATURAL TAN	320	
455	1	N/A	041554433845	FiMe MATTE+PORELESS PDR	Sun Beige	310	

Column: 9 - Row: 4 Lower Notch: 22 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
456	1	N/A	041554503067	FIT ME BLUSH	Buff	10	
457	1	N/A	041554503074	FIT ME BLUSH	Nude	15	
458	1	N/A	041554503098	FIT ME BLUSH	Mauve	20	
459	1	N/A	041554503104	FIT ME BLUSH	Pink	25	
460	1	N/A	041554503111	FIT ME BLUSH	Rose	30	
461	1	N/A	041554503135	FIT ME BLUSH	Coral	35	
462	1	N/A	041554503142	FIT ME BLUSH	Peach	40	
463	1	N/A	041554503159	FIT ME BLUSH	Plum	45	
464	1	N/A	041554503524	FIT ME BLUSH	Wine	50	
465	1	N/A	041554503722	FIT ME BLUSH	BERRY	55	

Column: 9 - Row: 5 Lower Notch: 16 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
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Row: 2

Lower Notch: 14

Row: 1

Lower Notch: 15

Row: 2

Lower Notch: 8

Row: 3

Lower Notch: 30

Row: 4

Lower Notch: 22

Row: 5

Lower Notch: 16

Row: 6

Lower Notch: 10

Row: 7

Lower Notch: 5

466	1	N/A	041554339895	FiMe DEW+SMTH FNDDTN	Mocha	360	
467	1	N/A	041554247152	FiMe DEW+SMTH FNDDTN	Coconut	355	
468	1	N/A	041554400816	FiMe DEW+SMTH FNDDTN	Toffee	330	
469	1	N/A	041554238778	FiMe DEW+SMTH FNDDTN	Soft Honey	315	
470	1	N/A	041554238761	FiMe DEW+SMTH FNDDTN	Sun Bge	310	
471	1	N/A	041554339697	FiMe DEW+SMTH FNDDTN	Gldn Bge	240	
472	1	N/A	041554238747	FiMe DEW+SMTH FNDDTN	Pure Bge	235	
473	1	N/A	041554238730	FiMe DEW+SMTH FNDDTN	Nat Buff	230	

Column: 9 - Row: 6 Lower Notch: 10 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
474	1	N/A	041554587050	DREAM FRESH BB	Deep	140	
475	1	N/A	041554282658	DREAM FRESH BB	Medium/Deep	130	
476	1	N/A	041554282641	DREAM FRESH BB	Medium	120	
477	1	N/A	041554282634	DREAM FRESH BB	Light Medium	110	
478	1	N/A	041554587043	DREAM FRESH BB	Light	100	

Column: 9 - Row: 7 Lower Notch: 5 Fixture Type: HOOK BARS Fixture Description: 6HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984521 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984521
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
479	1	N/A	041554616019	COVER STICK	Green Corrects Redness	9	
480	1	N/A	041554615982	COVER STICK	Yellow Corrects Dark Circles	8	
481	1	N/A	041554543902	COVER STICK	Deep Beige	4	
482	1	N/A	041554543896	COVER STICK	Medium Beige	3	
483	1	N/A	041554543889	COVER STICK	Light Beige	2	
484	1	N/A	041554543872	COVER STICK	Ivory	1	

Row: 2

Lower Notch: 14

Row: 1

Lower Notch: 15

Row: 2

Lower Notch: 8

Row: 3

Lower Notch: 30

Row: 4

Lower Notch: 22

Row: 5

Lower Notch: 16

Row: 6

Lower Notch: 10

Row: 7

Lower Notch: 5

WAKEFERN 12 X 60" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1260ULH.IS24

Column: 10 - Row: 2 Lower Notch: 18 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: 2 Lower Notch: 21 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
485	1	N/A	041554337402	FitMe Oil-Free Stick Foundation	Coconut	355	
486	1	N/A	041554337266	FitMe Oil-Free Stick Foundation	Toffee	330	
487	1	N/A	041554334487	FitMe Oil-Free Stick Foundation	Pure Beige	235	
488	1	N/A	041554332872	FitMe Oil-Free Stick Foundation	Natural Beige	220	
489	1	N/A	041554332865	FitMe Oil-Free Stick Foundation	Buff Beige	130	
490	1	N/A	041554332858	FitMe Oil-Free Stick Foundation	Classic Ivory	120	
491	1	N/A	041554332841	FitMe Oil-Free Stick Foundation	Ivory	115	
492	1	N/A	041554332827	FitMe Oil-Free Stick Foundation	Porcelain	110	

Column: 10 - Row: 3 Lower Notch: 15 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
493	1	N/A	041554433517	FitMe MATTE+PORELESS FNDTN	Toffee	330	
494	1	N/A	041554438192	FitMe MATTE+PORELESS FNDTN	Warm Honey	322	
495	1	N/A	041554433500	FitMe MATTE+PORELESS FNDTN	Sun Beige	310	
496	1	N/A	041554433494	FitMe MATTE+PORELESS FNDTN	Pure Beige	235	
497	1	N/A	041554466461	FitMe MATTE+PORELESS FNDTN	True Beige	222	
498	1	N/A	041554433470	FitMe MATTE+PORELESS FNDTN	Ntrl Beige	220	
499	1	N/A	041554438161	FitMe MATTE+PORELESS FNDTN	Warm Nude	128	
500	1	N/A	041554433456	FitMe MATTE+PORELESS FNDTN	Nude Beige	125	

Column: 10 - Row: 4 Lower Notch: 8 Fixture Type: TRAYS Fixture Description: FM CNCLR 1.1 D2L**
TRAYS Fixture Re-Order Code: PL20000000410 SS Graphic Re-Order Code: PM0000042087
Graphic Re-Order Code: PM0000042120 SS Holder Re-Order Code: PM0000026527
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042999 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
501	1	N/A	041554550504	FitMe CONCEALER	Cocoa	60	
502	1	N/A	041554550498	FitMe CONCEALER	Hazelnut	55	
503	1	N/A	041554247756	FitMe CONCEALER	Cafe	50	
504	1	N/A	041554550481	FitMe CONCEALER	Tan	45	
505	1	N/A	041554550474	FitMe CONCEALER	Caramel	40	
506	1	N/A	041554247749	FitMe CONCEALER	Deep	35	
507	1	N/A	041554550467	FitMe CONCEALER	Honey	30	
508	1	N/A	041554247725	FitMe CONCEALER	Med	25	
509	1	N/A	041554247732	FitMe CONCEALER	Sand	20	
510	1	N/A	041554247718	FitMe CONCEALER	Light	15	
511	1	N/A	041554247701	FitMe CONCEALER	Fair	10	
512	1	N/A	041554550450	FitMe CONCEALER	Ivory	05	

Column: 10 - Row: 5 Lower Notch: 30 Fixture Type: TRAYS Fixture Description: FM M&P PDR 2.2 **
TRAYS Fixture Re-Order Code: PL20000000440 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
513	1	N/A	041554488340	FitMe MATTE+PORELESS PDR	Pure Beige	235	
514	1	N/A	041554433821	FitMe MATTE+PORELESS PDR	Natural Buff	230	
515	1	N/A	041554488333	FitMe MATTE+PORELESS PDR	True Beige	222	
516	1	N/A	041554433814	FitMe MATTE+PORELESS PDR	Natural Beige	220	
517	1	N/A	041554433807	FitMe MATTE+PORELESS PDR	Buff Beige	130	
518	1	N/A	041554433784	FitMe MATTE+PORELESS PDR	Classic Ivory	120	
519	1	N/A	041554433753	FitMe MATTE+PORELESS PDR	Porcelain	110	
520	1	N/A	041554433746	FitMe MATTE+PORELESS PDR	Translucent	100	

Row: 2

Lower Notch: 18

Row: 2

Lower Notch: 21

Row: 3

Lower Notch: 15

Row: 4

Lower Notch: 8

Row: 5

Lower Notch: 30

Row: 6

Lower Notch: 22

Row: 7

Lower Notch: 16

Row: 8

Lower Notch: 10

Row: 9

Lower Notch: 1

Column: 10 -		Row: 6	Lower Notch: 22		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
521	1	N/A	041554503050	FIT ME LOOSE POWDER	Dark	40	
522	1	N/A	041554503043	FIT ME LOOSE POWDER	Deep	35	
523	1	N/A	041554503036	FIT ME LOOSE POWDER	Medium Deep	30	
524	1	N/A	041554502046	FIT ME LOOSE POWDER	Medium	25	
525	1	N/A	041554502039	FIT ME LOOSE POWDER	Light Medium	20	
526	1	N/A	041554502022	FIT ME LOOSE POWDER	Light	15	
527	1	N/A	041554502015	FIT ME LOOSE POWDER	FAIR LIGHT	10	
528	1	N/A	041554501995	FIT ME LOOSE POWDER	Fair	05	

Column: 10 -		Row: 7	Lower Notch: 16		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
529	1	N/A	041554238723	FitMe DEW+SMTH FNDTN	Med Buff	225	
530	1	N/A	041554238716	FitMe DEW+SMTH FNDTN	Nat Bge	220	
531	1	N/A	041554238709	FitMe DEW+SMTH FNDTN	Sandy Bge	210	
532	1	N/A	041554238686	FitMe DEW+SMTH FNDTN	Buff Bge	130	
533	1	N/A	041554238679	FitMe DEW+SMTH FNDTN	Nude Bge	125	
534	1	N/A	041554238662	FitMe DEW+SMTH FNDTN	Cisc Ivry	120	
535	1	N/A	041554238655	FitMe DEW+SMTH FNDTN	Ivry	115	
536	1	N/A	041554238648	FitMe DEW+SMTH FNDTN	Porcelain	110	

Column: 10 -		Row: 8	Lower Notch: 10		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
537	1	N/A	041554587074	DREAM PURE BB	Deep	140	
538	1	N/A	041554349719	DREAM PURE BB	Medium/Deep	130	
539	1	N/A	041554349573	DREAM PURE BB	Medium	120	
540	1	N/A	041554349542	DREAM PURE BB	Light/Medium	110	
541	1	N/A	041554587067	DREAM PURE BB	Light	100	

Column: 10 -		Row: 9	Lower Notch: 1		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
542	1	N/A	041554511871	DREAM MATTE MOUSSE FOUNDATION	Cocoa	130	
543	1	N/A	041554510164	DREAM MATTE MOUSSE FOUNDATION	Caramel	120	
544	1	N/A	041554507171	DREAM MATTE MOUSSE FOUNDATION	Honey Beige	90	
545	1	N/A	041554507164	DREAM MATTE MOUSSE FOUNDATION	Medium Beige	80	
546	1	N/A	041554537741	DREAM MATTE MOUSSE FOUNDATION	Natural Beige	75	
547	1	N/A	041554507157	DREAM MATTE MOUSSE FOUNDATION	Pure Beige	70	

Row: 2

Lower Notch: 18

Row: 2

Lower Notch: 21

Row: 3

Lower Notch: 15

Row: 4

Lower Notch: 8

Row: 5

Lower Notch: 30

Row: 6

Lower Notch: 22

Row: 7

Lower Notch: 16

Row: 8

Lower Notch: 10

Row: 9

Lower Notch: 1

485	486	487	488	489	490	491	492
493	494	495	496	497	498	499	500
501	502	503	504	505	506	507	508
509	510	511	512	513	514	515	516
517	518	519	520	521	522	523	524
525	526	527	528	529	530	531	532
533	534	535	536	537	538	539	540
541	542	543	544	545	546	547	548

WAKEFERN 12 X 60" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1260ULH.IS24

Column: 10 -	Row: 2	Lower Notch: 18	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: 1	Lower Notch: 16	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: 19	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
548	1	N/A	041554541533	SUPERSTAY FULL COVERAGE FOUNDATION	Mocha	360	
549	1	N/A	041554541519	SUPERSTAY FULL COVERAGE FOUNDATION	Coconut	355	
550	1	N/A	041554541496	SUPERSTAY FULL COVERAGE FOUNDATION	Toffee	330	
551	1	N/A	041554541489	SUPERSTAY FULL COVERAGE FOUNDATION	Honey	320	
552	1	N/A	041554541472	SUPERSTAY FULL COVERAGE FOUNDATION	Golden	312	
553	1	N/A	041554541465	SUPERSTAY FULL COVERAGE FOUNDATION	Sun Beige	310	
554	1	N/A	041554541458	SUPERSTAY FULL COVERAGE FOUNDATION	Natural Beige	220	
555	1	N/A	041554541441	SUPERSTAY FULL COVERAGE FOUNDATION	Buff Beige	130	

Column: 11 -	Row: 4	Lower Notch: 13	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
556	1	N/A	041554589900	SUPERSTAY FULL COVERAGE FOUNDATION	Medium Beige	129	
557	1	N/A	041554541434	SUPERSTAY FULL COVERAGE FOUNDATION	Warm Nude	128	
558	1	N/A	041554565607	SUPERSTAY FULL COVERAGE FOUNDATION	Nude Beige	125	
559	1	N/A	041554541427	SUPERSTAY FULL COVERAGE FOUNDATION	Classic Ivory	120	
560	1	N/A	041554559415	SUPERSTAY FULL COVERAGE FOUNDATION	Light Beige	118	
561	1	N/A	041554541410	SUPERSTAY FULL COVERAGE FOUNDATION	Natural Ivory	112	
562	1	N/A	041554541403	SUPERSTAY FULL COVERAGE FOUNDATION	Porcelain	110	
563	1	N/A	041554541397	SUPERSTAY FULL COVERAGE FOUNDATION	FAIR PORCELAIN	102	

Column: 11 -	Row: 5	Lower Notch: 7	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
564	1	N/A	041554071566	SUPER STAY CONCEALER	70		
565	1	N/A	041554071559	SUPER STAY CONCEALER	57		
566	1	N/A	041554071535	SUPER STAY CONCEALER	45		
567	1	N/A	041554071528	SUPER STAY CONCEALER	42		
568	1	N/A	041554071504	SUPER STAY CONCEALER	27		
569	1	N/A	041554071498	SUPER STAY CONCEALER	25		
570	1	N/A	041554071481	SUPER STAY CONCEALER	22		
571	1	N/A	041554071467	SUPER STAY CONCEALER	18		
572	1	N/A	041554071450	SUPER STAY CONCEALER	15		
573	1	N/A	041554071436	SUPER STAY CONCEALER	10		
574	1	N/A	041554071429	SUPER STAY CONCEALER	05		

Column: 11 -	Row: 6	Lower Notch: 29	Fixture Type: TRAYS	Fixture Description: SS 24HR PDR 1.1 **
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: PM0000040874, PM0000040875		UPC Blade Code:		

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
575	1	N/A	041554081053	SUPER STAY 24HR POWDER	360		
576	1	N/A	041554081039	SUPER STAY 24HR POWDER	340		
577	1	N/A	041554081015	SUPER STAY 24HR POWDER	312		
578	1	N/A	041554081008	SUPER STAY 24HR POWDER	310		
579	1	N/A	041554080995	SUPER STAY 24HR POWDER	220		
580	1	N/A	041554080971	SUPER STAY 24HR POWDER	128		
581	1	N/A	041554080964	SUPER STAY 24HR POWDER	120		
582	1	N/A	041554080933	SUPER STAY 24HR POWDER	110		

Row: 2

Lower Notch: 18

Row: 1

Lower Notch: 16

Row: 3

Lower Notch: 19

Row: 4

Lower Notch: 13

Row: 5

Lower Notch: 7

Row: 6

Lower Notch: 29

Row: 7

Lower Notch: 22

Row: 8

Lower Notch: 15

Row: 9

Lower Notch: 8

Row: 10

Lower Notch: 1

Column: 11 - Row: 7 Lower Notch: 22 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
583	1	N/A	041554547429	MASTER PRIME BLUR + HYDRATE	MASTER PRIME BLUR + HYDRATE	050	
584	1	N/A	041554431957	FACE STUDIO MASTER PRIME	Blur + Smooth	100	
585	1	N/A	041554431971	FACE STUDIO MASTER PRIME	Blur + Redness Control	300	
586	1	N/A	041554551792	MASTER PRIME BLUR + HYDRATE	BLUR + PORE MINIMIZE	400	
587	1	N/A	041554551808	MASTER PRIME BLUR + HYDRATE	BLUR + PROTECT	500	
588	1	N/A	041554548341	Master Prime Blur Stick	Universal Transparent	100	

Column: 11 - Row: 8 Lower Notch: 15 Fixture Type: TRAYS Fixture Description: DRM RADIANT FNDTN 1.2 D2L **
TRAYS Fixture Re-Order Code: PL2000000550 SS Graphic Re-Order Code: PM0000034477
Graphic Re-Order Code: PM0000042127 SS Holder Re-Order Code: PM0000034174
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042876 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
589	1	N/A	041554579222	DREAM RADIANT LIQUID FOUNDATION	JAVA	135	
590	1	N/A	041554579215	DREAM RADIANT LIQUID FOUNDATION	Cocoa	130	
591	1	N/A	041554579192	DREAM RADIANT LIQUID FOUNDATION	Coconut	125	
592	1	N/A	041554579178	DREAM RADIANT LIQUID FOUNDATION	Honey Beige	90	
593	1	N/A	041554579154	DREAM RADIANT LIQUID FOUNDATION	Natural Beige	75	
594	1	N/A	041554579147	DREAM RADIANT LIQUID FOUNDATION	Pure Beige	70	

Column: 11 - Row: 9 Lower Notch: 8 Fixture Type: TRAYS Fixture Description: DRM RADIANT FNDTN 2.2 D2L **
TRAYS Fixture Re-Order Code: PL2000000550 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042127 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042877 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
595	1	N/A	041554579130	DREAM RADIANT LIQUID FOUNDATION	Sandy Beige	60	
596	1	N/A	041554579123	DREAM RADIANT LIQUID FOUNDATION	Creamy Natural	50	
597	1	N/A	041554579109	DREAM RADIANT LIQUID FOUNDATION	Nude Beige	35	
598	1	N/A	041554579093	DREAM RADIANT LIQUID FOUNDATION	Ivory Beige	30	
599	1	N/A	041554579086	DREAM RADIANT LIQUID FOUNDATION	Classic Ivory	20	
600	1	N/A	041554579079	DREAM RADIANT LIQUID FOUNDATION	Porcelain Ivory	10	
601	1	N/A	041554579062	DREAM RADIANT LIQUID FOUNDATION	Fair Ivory	08	
602	1	N/A	041554579048	DREAM RADIANT LIQUID FOUNDATION	FAIR PORCELAIN	02	

Column: 11 - Row: 10 Lower Notch: 1 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
603	1	N/A	041554507140	DREAM MATTE MOUSSE FOUNDATION	Sandy Beige	60	
604	1	N/A	041554537734	DREAM MATTE MOUSSE FOUNDATION	Light Beige	55	
605	1	N/A	041554507133	DREAM MATTE MOUSSE FOUNDATION	Creamy Natural	50	
606	1	N/A	041554507126	DREAM MATTE MOUSSE FOUNDATION	Nude	40	
607	1	N/A	041554507102	DREAM MATTE MOUSSE FOUNDATION	Classic Ivory	20	
608	1	N/A	041554507096	DREAM MATTE MOUSSE FOUNDATION	Porcelain Ivory	10	

Row: 2

Lower Notch: 18

Row: 1

Lower Notch: 16

Row: 3

Lower Notch: 19

Row: 4

Lower Notch: 13

Row: 5

Lower Notch: 7

Row: 6

Lower Notch: 29

Row: 7

Lower Notch: 22

Row: 8

Lower Notch: 15

Row: 9

Lower Notch: 8

Row: 10

Lower Notch: 1

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	605					
606	607	608					

Shade Chart Re-Order Code: PM0000042936			UPC Blade Code:		Shade		Shade Chip Code	
ShadeID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code	
635	1	N/A	041554584431	Fit Me Primers	Mattifying	00		
636	1	N/A	041554562927	LASTING FIX SETTING SPRAY	Lasting Fix Set Spray	00		
637	1	N/A	041554586480	Lasting Fix Banana Powder	Banana	10		

Row: 2							Lower Notch: 18
Row: 1	609	610	611	612	613	614	Lower Notch: 24
Row: 2	615	616	617	618	619	620	Lower Notch: 17
Row: 3	621	622	623	624	625	626	Lower Notch: 10
Row: 4	627	628	629	630	631	632	Lower Notch: 29
				635	636	637	
Row: 5							Lower Notch: 22
Row: 6	638	639	640	641	642	643	Lower Notch: 18
Row: 7		644	645	646			Lower Notch: 9
	647	648	649				
Row: 8	650	651					Lower Notch: 1

Column: 12 - Row: 6 Lower Notch: 18 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: PM0000008952

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
638	1	N/A	041554578171	CHEEK HEAT BLUSH	PINK SCORCH	10	
639	1	N/A	041554578188	CHEEK HEAT BLUSH	NUDE BURN	15	
640	1	N/A	041554578195	CHEEK HEAT BLUSH	ROSE FLUSH	20	
641	1	N/A	041554578201	CHEEK HEAT BLUSH	FUCHSIA SPARK	25	
642	1	N/A	041554578218	CHEEK HEAT BLUSH	CORAL EMBER	30	
643	1	N/A	041554578225	CHEEK HEAT BLUSH	BERRY FLAME	35	

Column: 12 - Row: 7 Lower Notch: 9 Fixture Type: TRAYS Fixture Description: FS CITY BRONZE 1.1 UT **
TRAYS Fixture Re-Order Code: PL2000000463 SS Graphic Re-Order Code: PM0000036948
Graphic Re-Order Code: PM0000042085 SS Holder Re-Order Code: PM0000027619
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000028816 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
644	1	N/A	041554562958	FACE STUDIO CITY BRONZER	100	100	
645	1	N/A	041554562965	FACE STUDIO CITY BRONZER	200	200	
646	1	N/A	041554562972	FACE STUDIO CITY BRONZER	300	300	

Column: 12 - Row: 8 Lower Notch: 1 Fixture Type: TRAYS Fixture Description: FS CHROME+HOLO 1.1 **
TRAYS Fixture Re-Order Code: PL2000000405 SS Graphic Re-Order Code: PM0000039074,PM0000038473
Graphic Re-Order Code: PM0000042189 SS Holder Re-Order Code: PE0000001878,PM1000020415
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000039071,PM0000039072 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
647	1	N/A	041554542578	FACE STUDIO MASTER CHROME METALLIC H...	Molten Rose Gold	050	
648	1	N/A	041554538281	FACE STUDIO MASTER CHROME METALLIC H...	Molten Gold	100	
649	1	N/A	041554547757	MASTER HOLOGRAPHIC	Master Holographic	50	
650	1	N/A	04155453918	FACE STUDIO MASTER CHROME METALLIC H...	Molten Peach	150	
651	1	N/A	041554553925	FACE STUDIO MASTER CHROME METALLIC H...	Molten Topaz	200	

Row: 2

Lower Notch: 18

Row: 1

Lower Notch: 24

Row: 2

Lower Notch: 17

Row: 3

Lower Notch: 10

Row: 4

Lower Notch: 29

Row: 5

Lower Notch: 22

Row: 6

Lower Notch: 18

Row: 7

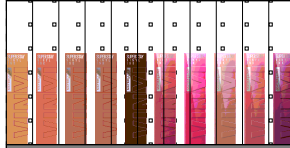
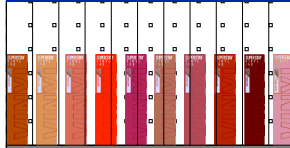
Lower Notch: 9

Row: 8

Lower Notch: 1

609	610	611	612	613	614
615	616	617	618	619	620
621	622	623	624	625	626
627	628	629	630	631	632
				633	634
			635	636	637
638	639	640	641	642	643
	644	645	646		
647	648	649			
650	651				

M



LONGWEAR MATTE CRAYON



LONGWEAR MATTE CRAYON



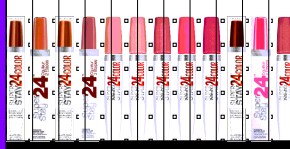
LONGWEAR MATTE LIQUID LIPCOLOR



LONGWEAR MATTE LIQUID LIPCOLOR



LONGWEAR MATTE LIQUID LIPCOLOR



2-STEP LONGWEAR LIP COLOR









BACK PANELS MERCHANDIS



$30 + 20 + 7 = 57"$
 E SPACE = 60"

