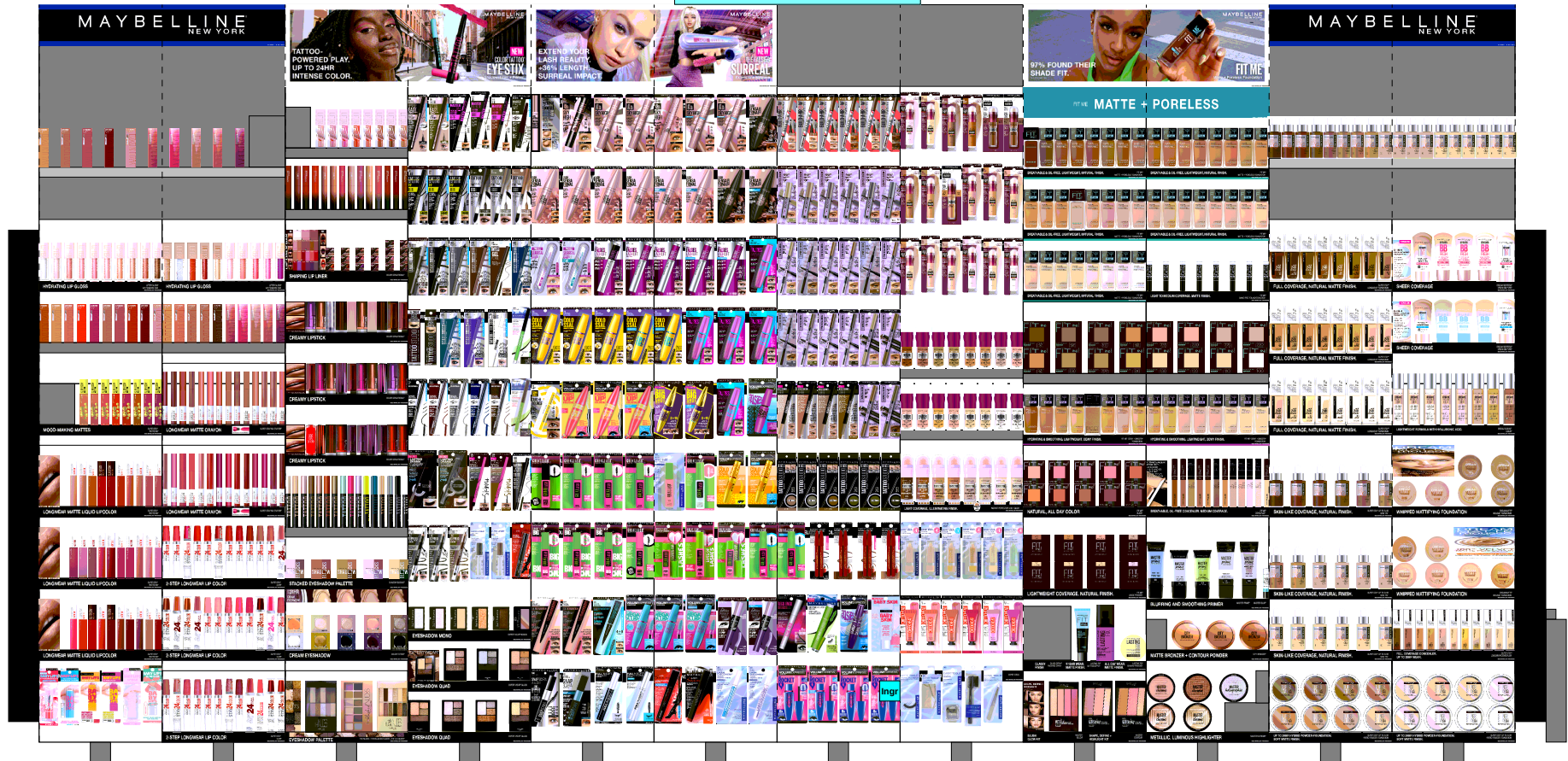


BACK PANELS
40+30=70"
MERCHANDISE
SPACE=71"



WAKEFERN 12' X 70" MAYBELLINE FASHION WALL PLANOGRAM - SPRING 2024
MNYWAK1270FWL_IS24

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

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

Column: 1 - Row: 2 Lower Notch: 17 Fixture Type: HOT SPOT Fixture Description: FW HOTSPOT SS VINYL INK LIT **
HOT SPOT Fixture Re-Order Code: PM0000029248, PL2000000704 SS Graphic Re-Order Code: PM0000043860
Graphic Re-Order Code: PM0000043864, PM0000043867, PM0000043870 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOT SPOT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 1 - Row: 3 Lower Notch: 10 Fixture Type: TRAYS Fixture Description: FW LIFTER GLOSS 1.1 LIT **
TRAYS Fixture Re-Order Code: PL2000000620 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043439 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042408 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000036173 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
7	1	N/A	041554583854	LIFTER GLOSS	Pearl	001	
8	1	N/A	041554583861	LIFTER GLOSS	Ice	002	
9	1	N/A	041554583878	LIFTER GLOSS	Moon	003	
10	1	N/A	041554583885	LIFTER GLOSS	Silk	004	
11	1	N/A	041554583892	LIFTER GLOSS	Petal	005	
12	1	N/A	041554583908	LIFTER GLOSS	Reef	006	
13	1	N/A	041554583915	LIFTER GLOSS	Amber	007	
14	1	N/A	041554583922	LIFTER GLOSS	Stone	008	
15	1	N/A	041554583939	LIFTER GLOSS	Topaz	009	
16	1	N/A	041554583946	LIFTER GLOSS	Crystal	010	

Column: 1 - Row: 4 Lower Notch: 4 Fixture Type: TRAYS Fixture Description: FW SS VINYL INK 1.2 LIT **
TRAYS Fixture Re-Order Code: PM0000035925 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042429 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043755 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
17	1	N/A	041554071047	VINYL INK	LIPPY	10	
18	1	N/A	041554071030	VINYL INK	PEACHY	15	
19	1	N/A	041554071009	VINYL INK	COY	20	
20	1	N/A	041554070989	VINYL INK	RED-HOT	25	
21	1	N/A	041554070958	VINYL INK	UNRIVALED	30	
22	1	N/A	041554071023	VINYL INK	CHEEKY	35	
23	1	N/A	041554071016	VINYL INK	WITTY	40	
24	1	N/A	041554070972	VINYL INK	WICKED	50	
25	1	N/A	041554070965	VINYL INK	ROYAL	55	
26	1	N/A	041554080421	SUPER STAY VINYL INK	Captivated	95	

Column: 1 - Row: 5 Lower Notch: 31 Fixture Type: TRAYS Fixture Description: FW SS MATTE INK MOODMAKERS 1.1 LIT **
TRAYS Fixture Re-Order Code: PM0000012952 SS Graphic Re-Order Code: PM0000042795
Graphic Re-Order Code: SS Holder Re-Order Code: PM1000013468
Carrier Tray Graphic Re-Order Code: PM0000042860 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000044099 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
27	1	N/A	041554082852	MATTE INK MOOD MAKERS	MEDITATOR	430	
28	1	N/A	041554082869	MATTE INK MOOD MAKERS	DE-STRESSER	435	
29	1	N/A	041554082876	MATTE INK MOOD MAKERS	PLEASURE SEEKER	440	
30	1	N/A	041554082883	MATTE INK MOOD MAKERS	ENERGIZER	445	
31	1	N/A	041554082890	MATTE INK MOOD MAKERS	MOTIVATOR	450	
32	1	N/A	041554082906	MATTE INK MOOD MAKERS	HARMONIZER	455	
33	1	N/A	041554085426	MATTE INK MOOD MAKERS	OPTIMIST	460	
34	1	N/A	041554085433	MATTE INK MOOD MAKERS	REVIVER	465	

Column: 1 - Row: 6 Lower Notch: 23 Fixture Type: TRAYS Fixture Description: FW SS MATTE INK 1.3 LIT **
TRAYS Fixture Re-Order Code: PL2000000552 SS Graphic Re-Order Code: PM0000042184
Graphic Re-Order Code: SS Holder Re-Order Code: PM0000016819
Carrier Tray Graphic Re-Order Code: PM0000042421 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000038708 UPC Blade Code:

Row: 1		Lower Notch: 35
Row: 2	1 2 3 4 5 6	Lower Notch: 17
Row: 3	7 8 9 10 11 12 13 14 15 16	Lower Notch: 10
Row: 4	17 18 19 20 21 22 23 24 25 26	Lower Notch: 4
Row: 5	27 28 29 30 31 32 33 34	Lower Notch: 31
Row: 6	35 36 37 38 39 40 41 42 43 44	Lower Notch: 23
Row: 7	45 46 47 48 49 50 51 52 53 54	Lower Notch: 16
Row: 8	55 56 57 58 59 60 61 62 63 64	Lower Notch: 9
Row: 9	65 66 67 68 69 70	Lower Notch: 6
		Lower Notch: -1

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
35	1	N/A	041554496895	SUPERSTAY MATTE INK	LOYALIST	5	
36	1	N/A	041554543681	SUPERSTAY MATTE INK	POET	60	
37	1	N/A	041554545619	SUPERSTAY MATTE INK	GLOBETROTTER	135	
38	1	N/A	041554589611	SUPERSTAY MATTE INK	HUSTLER	335	
39	1	N/A	041554589604	SUPERSTAY MATTE INK	INNOVATOR	330	
40	1	N/A	041554545426	SUPERSTAY MATTE INK	GROUND-BREAKER	117	
41	1	N/A	041554543711	SUPERSTAY MATTE INK	AMAZONIAN	70	
42	1	N/A	041554543650	SUPERSTAY MATTE INK	SEDUCTRESS	65	
43	1	N/A	041554545602	SUPERSTAY MATTE INK	SELF-STARTER	130	
44	1	N/A	041554577839	SUPERSTAY MATTE INK	RINGLEADER	175	

Column: 1 - Row: 7 Lower Notch: 16 Fixture Type: TRAYS Fixture Description: FW SS MATTE INK 2.3 LIT **
TRAYS Fixture Re-Order Code: PM0000012952 SS Graphic Re-Order Code: PM0000042185
Graphic Re-Order Code: SS Holder Re-Order Code: PM0000016819
Carrier Tray Graphic Re-Order Code: PM0000042421 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000038709 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
45	1	N/A	041554577860	SUPERSTAY MATTE INK	SAVANT	155	
46	1	N/A	041554577846	SUPERSTAY MATTE INK	REVOLUTIONARY	180	
47	1	N/A	041554577822	SUPERSTAY MATTE INK	MOVER	160	
48	1	N/A	041554543643	SUPERSTAY MATTE INK	RULER	80	
49	1	N/A	041554554472	SUPERSTAY MATTE INK	FOUNDER	115	
50	1	N/A	041554554489	SUPERSTAY MATTE INK	ARTIST	120	
51	1	N/A	041554577853	SUPERSTAY MATTE INK	PATHFINDER	150	
52	1	N/A	041554496918	SUPERSTAY MATTE INK	LOVER	15	
53	1	N/A	041554496901	SUPERSTAY MATTE INK	DREAMER	10	
54	1	N/A	041554554496	SUPERSTAY MATTE INK	INSPIRER	125	

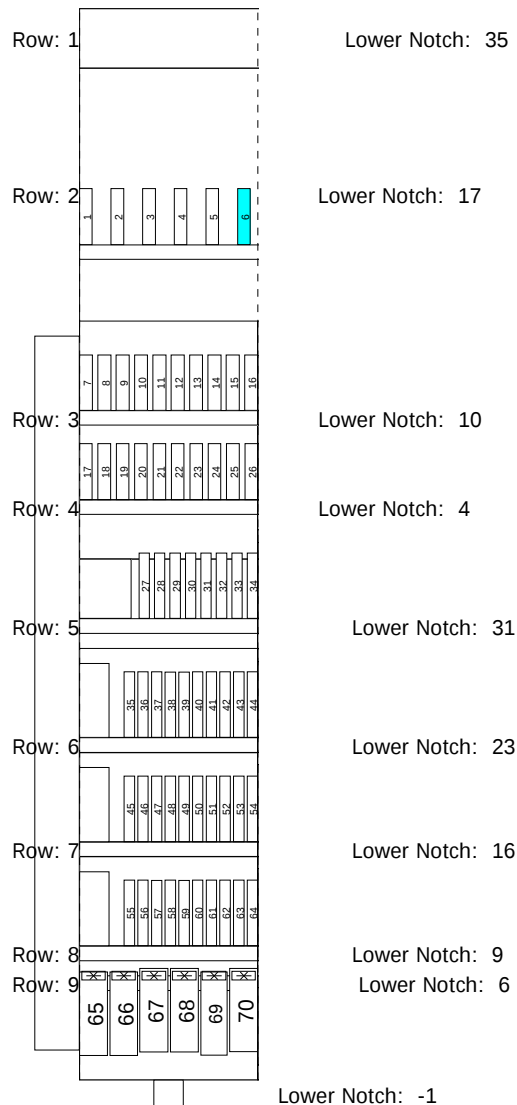
Column: 1 - Row: 8 Lower Notch: 9 Fixture Type: TRAYS Fixture Description: FW SS MATTE INK 3.3 LIT **
TRAYS Fixture Re-Order Code: PM0000012952 SS Graphic Re-Order Code: PM0000042186
Graphic Re-Order Code: SS Holder Re-Order Code: PM0000016819
Carrier Tray Graphic Re-Order Code: PM0000042421 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000038710 UPC Blade Code:

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

Column: 1 - Row: 9 Lower Notch: 6 Fixture Type: HOOK BARS Fixture Description: FW 6HK BABY LIPS HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL20000000067 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:
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
65	1	N/A	041554483123	BABY LIPS	MY PINK	01	
66	1	N/A	041554586404	Baby Lips Quenched	Quenched	005	
67	1	N/A	041554264548	BABY LIPS	CHERRY ME	15	
68	1	N/A	041554264562	BABY LIPS	PINK PUNCH	25	
69	1	N/A	041554424591	BABY LIPS CRYSTAL	Pink Quartz	140	
70	1	N/A	041554404937	BABY LIPS DR RESCUE	Coral Crave	55	

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



WAKEFERN 12' X 70" MAYBELLINE FASHION WALL PLANOGRAM - SPRING 2024
MNYWAK1270FWL_IS24

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

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

Column: 1 - Row: 2 Lower Notch: 17 Fixture Type: HOT SPOT Fixture Description: FW HOTSPOT SS VINYL INK LIT **
HOT SPOT Fixture Re-Order Code: PM0000029248, PL2000000704 SS Graphic Re-Order Code: PM0000043860
Graphic Re-Order Code: PM0000043864, PM0000043867, PM0000043870 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOT SPOT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 2 - Row: 1 Lower Notch: 10 Fixture Type: TRAYS Fixture Description: FW LIFTER GLOSS EXTENSION 1.1 LIT **
TRAYS Fixture Re-Order Code: PL2000000620 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042814, PM0000043091 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042408 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042779 UPC Blade Code:

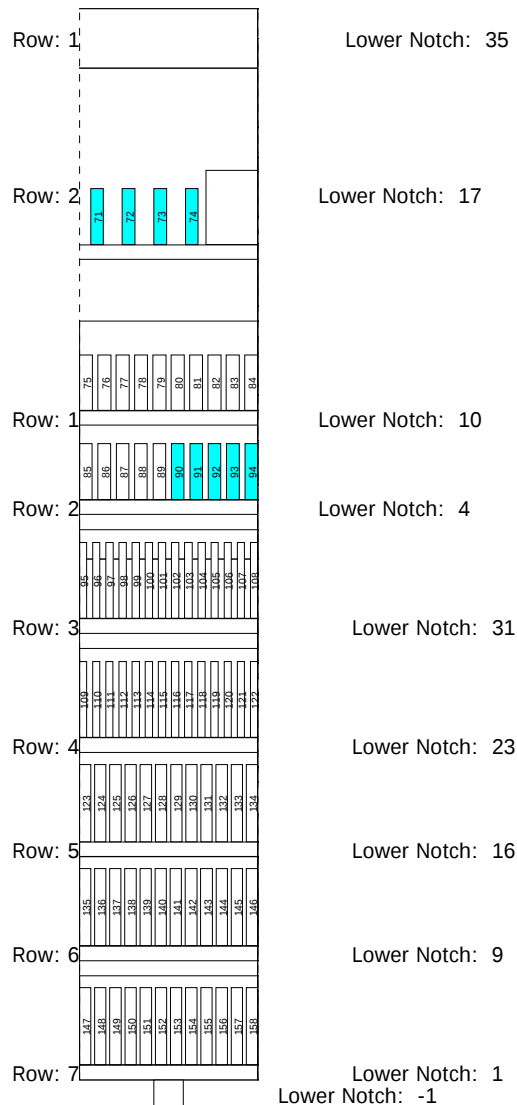
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
75	1	N/A	041554586992	LIFTER GLOSS	Brass	011	
76	1	N/A	041554587005	LIFTER GLOSS	Opal	012	
77	1	N/A	041554587029	LIFTER GLOSS	Heat	014	
78	1	N/A	041554070903	LIFTER GLOSS	RUST	16	
79	1	N/A	041554070941	LIFTER GLOSS	SUN	20	
80	1	N/A	041554085372	CANDY DROP	GUMMY BEAR	021	
81	1	N/A	041554085419	CANDY DROP	PEACH RING	022	
82	1	N/A	041554085396	CANDY DROP	SWEETHEART	023	
83	1	N/A	041554085402	CANDY DROP	BUBBLEGUM	024	
84	1	N/A	041554085389	CANDY DROP	TAFFY	025	

Column: 2 - Row: 2 Lower Notch: 4 Fixture Type: TRAYS Fixture Description: FW SS VINYL INK 2.2 LIT **
TRAYS Fixture Re-Order Code: PM0000035925 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042429 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043756 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
85	1	N/A	041554080414	SUPER STAY VINYL INK	Charmed	100	
86	1	N/A	041554080407	SUPER STAY VINYL INK	Golden	105	
87	1	N/A	041554079319	SUPER STAY VINYL INK	Peppy	115	
88	1	N/A	041554079302	SUPER STAY VINYL INK	Punchy	120	
89	1	N/A	041554080445	SUPER STAY VINYL INK	Fearless	135	
90	1	N/A	041554087628	VINYL INK	ROGUE	145	
91	1	N/A	041554087604	VINYL INK	STRIKING	150	
92	1	N/A	041554087611	VINYL INK	UPBEAT	155	
93	1	N/A	041554087635	VINYL INK	SULTRY	160	
94	1	N/A	041554087642	VINYL INK	EDGY	165	

Column: 2 - Row: 3 Lower Notch: 31 Fixture Type: TRAYS Fixture Description: FW SS INK CRAYON 1.2 LIT **
TRAYS Fixture Re-Order Code: PM0000026554 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042422 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043840 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
95	1	N/A	041554064704	SUPERSTAY INK CRAYON	DRIVE THE FUTURE	165	
96	1	N/A	041554558753	SUPERSTAY INK CRAYON	LIVE ON THE EDGE	5	
97	1	N/A	041554587845	SUPERSTAY INK CRAYON	RISE TO THE TOP	110	
98	1	N/A	041554558784	SUPERSTAY INK CRAYON	ENJOY THE VIEW	20	
99	1	N/A	041554064667	SUPERSTAY INK CRAYON	WORK FOR IT	140	
100	1	N/A	041554064728	SUPERSTAY INK CRAYON	BREAK THE CEILING	145	
101	1	N/A	041554064674	SUPERSTAY INK CRAYON	STOP AT NOTHING	160	
102	1	N/A	041554587869	SUPERSTAY INK CRAYON	REACH HIGH	100	
103	1	N/A	041554587852	SUPERSTAY INK CRAYON	ON THE GRIND	105	
104	1	N/A	041554558760	SUPERSTAY INK CRAYON	TRUST YOUR GUT	10	
105	1	N/A	041554064681	SUPERSTAY INK CRAYON	ACHIEVE IT ALL	155	
106	1	N/A	041554558777	SUPERSTAY INK CRAYON	LEAD THE WAY	15	
107	1	N/A	041554558777	SUPERSTAY INK CRAYON	LEAD THE WAY	15	
108	1	N/A	041554577877	SUPERSTAY INK CRAYON	KEEP IT FUN	90	



Column: 2 - Row: 4 Lower Notch: 23 Fixture Type: TRAYS Fixture Description: FW SS INK CRAYON 2.2 LIT **

TRAYS Fixture Re-Order Code: PM0000026554

Graphic Re-Order Code:

Carrier Tray Graphic Re-Order Code: PM0000042422

Shade Chart Re-Order Code: PM0000038712

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
109	1	N/A	041554558791	SUPERSTAY INK CRAYON	STAY EXCEPTIONAL	25	
110	1	N/A	041554064735	SUPERSTAY INK CRAYON	CHASE DREAMS	150	
111	1	N/A	041554581522	SUPERSTAY INK CRAYON	RUN THE WORLD	80	
112	1	N/A	041554581539	SUPERSTAY INK CRAYON	CHANGE IS GOOD	85	
113	1	N/A	041554558807	SUPERSTAY INK CRAYON	SEEK ADVENTURE	30	
114	1	N/A	041554558838	SUPERSTAY INK CRAYON	HUSTLE IN HEELS	45	
115	1	N/A	041554064711	SUPERSTAY INK CRAYON	MAKE MOVES	135	
116	1	N/A	041554064650	SUPERSTAY INK CRAYON	PAVE THE ROAD	130	
117	1	N/A	041554558845	SUPERSTAY INK CRAYON	OWN YOUR EMPIRE	50	
118	1	N/A	041554558852	SUPERSTAY INK CRAYON	MAKE IT HAPPEN	55	
119	1	N/A	041554064643	SUPERSTAY INK CRAYON	CHECK YOURSELF	125	
120	1	N/A	041554064698	SUPERSTAY INK CRAYON	BE BOLD, BE YOU	120	
121	1	N/A	041554558869	SUPERSTAY INK CRAYON	ACCEPT A DARE	60	
122	1	N/A	041554565973	SUPERSTAY INK CRAYON	SETTLE FOR MORE	65	

Column: 2 - Row: 5 Lower Notch: 16 Fixture Type: TRAYS Fixture Description: FW SS 24HR LIP 1.3 LIT **

TRAYS Fixture Re-Order Code: PM0000018999

Graphic Re-Order Code:

Carrier Tray Graphic Re-Order Code: PM0000042376

Shade Chart Re-Order Code: PM0000042857

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
123	1	N/A	041554237757	SS 2 STEP 24 HR LIPCOLOR	Continuous Coral	020	
124	1	N/A	041554237757	SS 2 STEP 24 HR LIPCOLOR	Continuous Coral	020	
125	1	N/A	041554558876	SS 2 STEP 24 HR LIPCOLOR	Crisp Magenta	305	
126	1	N/A	041554237788	SS 2 STEP 24 HR LIPCOLOR	Keep It Red	035	
127	1	N/A	041554494969	SS 2 STEP 24 HR LIPCOLOR	ETERNAL CHERRY	200	
128	1	N/A	041554558890	SS 2 STEP 24 HR LIPCOLOR	Optic Ruby	310	
129	1	N/A	041554237764	SS 2 STEP 24 HR LIPCOLOR	Keep Up The Flame	025	
130	1	N/A	041554237740	SS 2 STEP 24 HR LIPCOLOR	All Day Cherry	015	
131	1	N/A	041554237726	SS 2 STEP 24 HR LIPCOLOR	Everlasting Wine	005	
132	1	N/A	041554552041	SS 2 STEP 24 HR LIPCOLOR	ENDLESS EXPRESSO	275	
133	1	N/A	041554237948	SS 2 STEP 24 HR LIPCOLOR	Forever Chestnut	115	
134	1	N/A	041554238006	SS 2 STEP 24 HR LIPCOLOR	Constant Cocoa	145	

Column: 2 - Row: 6 Lower Notch: 9 Fixture Type: TRAYS Fixture Description: FW SS 24HR LIP 2.3 LIT **

TRAYS Fixture Re-Order Code: PM0000018999

Graphic Re-Order Code:

Carrier Tray Graphic Re-Order Code: PM0000042376

Shade Chart Re-Order Code: PM0000038288

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
135	1	N/A	041554064902	SS 2 STEP 24 HR LIPCOLOR	COPPER GLISTEN	910	
136	1	N/A	041554335927	SS 2 STEP 24 HR LIPCOLOR	Constant Toast	136	
137	1	N/A	041554064889	SS 2 STEP 24 HR LIPCOLOR	SULTRY AMBER	915	
138	1	N/A	041554238280	SS 2 STEP 24 HR LIPCOLOR	Timeless Toffee	150	
139	1	N/A	041554544619	SS 2 STEP 24 HR LIPCOLOR	ALL NIGHT APRICOT	240	
140	1	N/A	041554237931	SS 2 STEP 24 HR LIPCOLOR	So Pearly Pink	110	
141	1	N/A	041554237924	SS 2 STEP 24 HR LIPCOLOR	Blush On	105	
142	1	N/A	041554484945	SS 2 STEP 24 HR LIPCOLOR	PINK GOES ON	215	
143	1	N/A	041554484983	SS 2 STEP 24 HR LIPCOLOR	24/7 FUSCHIA	220	
144	1	N/A	041554064896	SS 2 STEP 24 HR LIPCOLOR	BRONZED DREAM	920	
145	1	N/A	041554237917	SS 2 STEP 24 HR LIPCOLOR	Very Cranberry	100	
146	1	N/A	041554237894	SS 2 STEP 24 HR LIPCOLOR	Timeless Rose	090	

Column: 2 - Row: 7 Lower Notch: 1 Fixture Type: TRAYS Fixture Description: FW SS 24HR LIP 3.3 LIT **

TRAYS Fixture Re-Order Code: PM0000018999

Graphic Re-Order Code:

Carrier Tray Graphic Re-Order Code: PM0000042376

Shade Chart Re-Order Code: PM0000038288

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
147	1	N/A	041554551075	SS 2 STEP 24 HR LIPCOLOR	FIRMLY MAUVE	245	
148	1	N/A	041554558883	SS 2 STEP 24 HR LIPCOLOR	Frosted Mauve	300	
149	1	N/A	041554237801	SS 2 STEP 24 HR LIPCOLOR	Wear On Wildberry	045	
150	1	N/A	041554237870	SS 2 STEP 24 HR LIPCOLOR	Infinite Petal	080	
151	1	N/A	041554237825	SS 2 STEP 24 HR LIPCOLOR	Perpetual Plum	055	
152	1	N/A	041554551990	SS 2 STEP 24 HR LIPCOLOR	RELENTLESS RUBY	255	
153	1	N/A	041554558906	SS 2 STEP 24 HR LIPCOLOR	Frozen Rose	315	
154	1	N/A	041554237818	SS 2 STEP 24 HR LIPCOLOR	Unlimited Raisin	050	
155	1	N/A	041554237955	SS 2 STEP 24 HR LIPCOLOR	Always Heather	120	

Row: 1

Lower Notch: 35

Row: 2

Lower Notch: 17

Row: 1

Lower Notch: 10

Row: 2

Lower Notch: 4

Row: 3

Lower Notch: 31

Row: 4

Lower Notch: 23

Row: 5

Lower Notch: 16

Row: 6

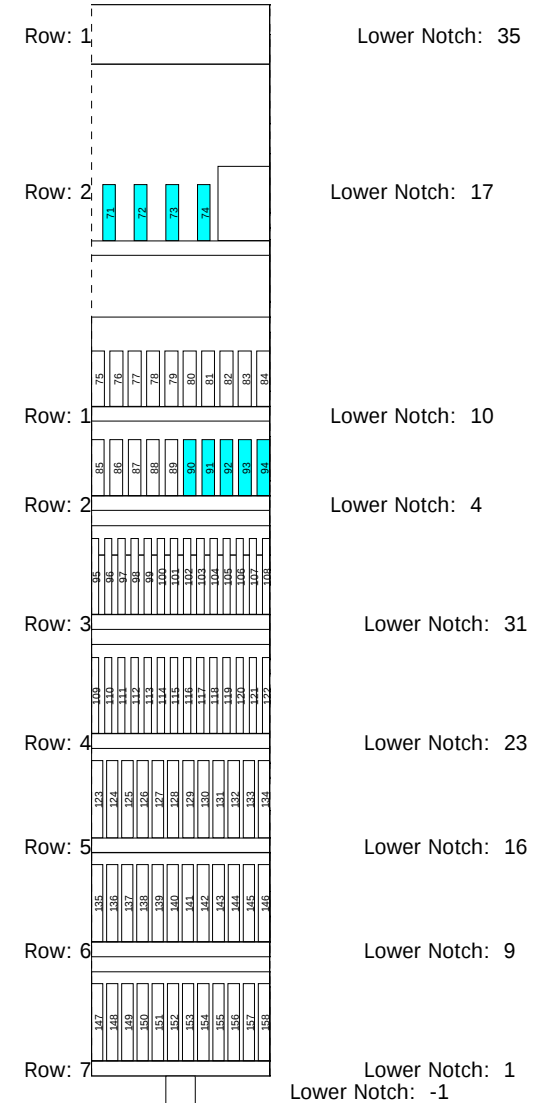
Lower Notch: 9

Row: 7

Lower Notch: 1
Lower Notch: -1

156	1	N/A	041554552027	SS 2 STEP 24 HR LIPCOLOR	MERLOT ARMOUR	265	
157	1	N/A	041554064872	SS 2 STEP 24 HR LIPCOLOR	BROOKLYN SUNSET	925	
158	1	N/A	041554064865	SS 2 STEP 24 HR LIPCOLOR	CITY ABLAZE	930	

Column: 2 - Lower Notch: -1 Fixture Type: SPECIAL KIT Fixture Description: FW GRID WALL BRACKET KIT 1 PER FOOT **
 SPECIAL KIT Fixture Re-Order Code: PM0000030670 SS Graphic Re-Order Code:
 Graphic Re-Order Code: SS Holder Re-Order Code:
 Carrier Tray Graphic Re-Order Code: SPECIAL KIT Fixture Rolled-Up Code:
 Shade Chart Re-Order Code: UPC Blade Code:



WAKEFERN 12' X 70" MAYBELLINE FASHION WALL PLANOGRAM - SPRING 2024
MNYWAK1270FWL_IS24

Column: 0 - Fixture Type: DIVIDER Fixture Description: FW LOGO PANEL LIT
DIVIDER Fixture Re-Order Code: PM0000019043 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043968 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: DIVIDER Fixture Rolled-Up Code: PM0000019043
Shade Chart Re-Order Code: UPC Blade Code:

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

Column: 3 - Row: 2 Lower Notch: 23 Fixture Type: TRAYS Fixture Description: FW LIFTER PLUMP 1.1 LIT **
TRAYS Fixture Re-Order Code: PL2000000620 SS Graphic Re-Order Code: PM0000043882
Graphic Re-Order Code: SS Holder Re-Order Code: PE0000004833
Carrier Tray Graphic Re-Order Code: PM0000043771 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043752 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
159	1	N/A	041554080704	LIFTER PLUMP	BLUSH BLAZE	001	
160	1	N/A	041554080698	LIFTER PLUMP	MAUVE BITE	002	
161	1	N/A	041554081886	LIFTER PLUMP	PINK STING	003	
162	1	N/A	041554080728	LIFTER PLUMP	RED FLAG	004	
163	1	N/A	041554080711	LIFTER PLUMP	PEACH FEVER	005	
164	1	N/A	041554081879	LIFTER PLUMP	HOT CHILI	006	
165	1	N/A	041554081893	LIFTER PLUMP	COCOA ZING	007	
166	1	N/A	041554080681	LIFTER PLUMP	HOT HONEY	008	

Column: 3 - Row: 3 Lower Notch: 17 Fixture Type: TRAYS Fixture Description: FW CS ULTIMATTES 1.1 LIT **
TRAYS Fixture Re-Order Code: PM0000026555 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042411 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043753 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
167	1	N/A	041554582314	Color Sensational Ultimatte	More Berry	099	
168	1	N/A	041554070682	Color Sensational Ultimatte Neutrals	MORE CEDAR	188	
169	1	N/A	041554582222	Color Sensational Ultimatte	More Ruby	199	
170	1	N/A	041554582239	Color Sensational Ultimatte	More Scarlet	299	
171	1	N/A	041554070705	Color Sensational Ultimatte Neutrals	MORE MOCHA	388	
172	1	N/A	041554070712	Color Sensational Ultimatte Neutrals	MORE STONE	488	
173	1	N/A	041554582277	Color Sensational Ultimatte	More Blush	499	
174	1	N/A	041554070729	Color Sensational Ultimatte Neutrals	MORE BLONDE	588	
175	1	N/A	041554582260	Color Sensational Ultimatte	More Mauve	599	
176	1	N/A	041554070736	Color Sensational Ultimatte Neutrals	MORE SEPIA	688	
177	1	N/A	041554582284	Color Sensational Ultimatte	More Buff	699	
178	1	N/A	041554582307	Color Sensational Ultimatte	More Taupe	799	
179	1	N/A	041554582253	Color Sensational Ultimatte	More Rust	899	
180	1	N/A	041554582246	Color Sensational Ultimatte	More Truffle	999	

Column: 3 - Row: 4 Lower Notch: 11 Fixture Type: TRAYS Fixture Description: FW CS LIP LINERS 1.1 LIT **
TRAYS Fixture Re-Order Code: PL2000000413 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042379 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000044114 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
181	1	N/A	041554486032	COLOR SENSATIONAL MECHANICAL LINER	Clear	100	
182	1	N/A	041554549300	Color Sensational Shaping Lip Liner	BEIGE BABE	102	
183	1	N/A	041554549331	Color Sensational Shaping Lip Liner	Gone Grieve	104	
184	1	N/A	041554486049	COLOR SENSATIONAL MECHANICAL LINER	NUDE WHISPER	105	
185	1	N/A	041554486056	COLOR SENSATIONAL MECHANICAL LINER	PURELY NUDE	110	
186	1	N/A	041554486063	COLOR SENSATIONAL MECHANICAL LINER	TOTALLY TOFFEE	115	
187	1	N/A	041554549355	Color Sensational Shaping Lip Liner	RAW CHOCOLATE	118	
188	1	N/A	041554486070	COLOR SENSATIONAL MECHANICAL LINER	Rich Chocolate	120	
189	1	N/A	041554486087	COLOR SENSATIONAL MECHANICAL LINER	MAGNETIC MAUVE	125	
190	1	N/A	041554486094	COLOR SENSATIONAL MECHANICAL LINER	DUSTY ROSE	130	
191	1	N/A	041554549287	Color Sensational Shaping Lip Liner	ALMOND ROSE	132	
192	1	N/A	041554549348	Color Sensational Shaping Lip Liner	Pink Wink	134	
193	1	N/A	041554486100	COLOR SENSATIONAL MECHANICAL LINER	PALEST PINK	135	
194	1	N/A	041554486117	COLOR SENSATIONAL MECHANICAL LINER	PINK CORAL	140	
195	1	N/A	041554486124	COLOR SENSATIONAL MECHANICAL LINER	Very Cherry	145	
196	1	N/A	041554486131	COLOR SENSATIONAL MECHANICAL LINER	BRICK RED	150	
197	1	N/A	041554486148	COLOR SENSATIONAL MECHANICAL LINER	WILD VIOLETS	155	
198	1	N/A	041554549324	Color Sensational Shaping Lip Liner	Divine Wine	153	

Row: 1		Lower Notch: 31
Row: 2		Lower Notch: 23
Row: 3		Lower Notch: 17
Row: 4		Lower Notch: 11
Row: 5		Lower Notch: 5
Row: 6		Lower Notch: 34
Row: 7		Lower Notch: 28
Row: 8		Lower Notch: 21
Row: 9		Lower Notch: 16
Row: 10		Lower Notch: 9
Row: 11		Lower Notch: 1
		Lower Notch: -1

199	1	N/A	041554492859	COLOR SENSATIONAL MECHANICAL LINER	RICH WINE	160	
200	1	N/A	041554492866	COLOR SENSATIONAL MECHANICAL LINER	PLUM PASSION	165	

Column: 3 - Row: 5 Lower Notch: 5 Fixture Type: TRAYS Fixture Description: FW CS CREAMS 1.3 RENO LIT **							
TRAYS Fixture Re-Order Code: PL2000000533				SS Graphic Re-Order Code: PM0000033908			
Graphic Re-Order Code: PM0000033907				SS Holder Re-Order Code: PM0000027630			
Carrier Tray Graphic Re-Order Code: PM0000042395				TRAYS Fixture Rolled-Up Code:			
Shade Chart Re-Order Code: PM0000034845, PM0000034848				UPC Blade Code:			
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
201	1	N/A	041554578348	COLOR SEN LIPSTICK	COPPER CHARGE	166	
202	1	N/A	041554578317	COLOR SEN LIPSTICK	ALMOND HUSTLE	133	
203	1	N/A	041554264630	COLOR SEN LIPSTICK	Rum Riche	280	
204	1	N/A	041554198645	COLOR SEN LIPSTICK	Crazy For Coffee	275	
205	1	N/A	041554413236	COLOR SEN BUFFS	TOUCHABLE TAUPE	940	
206	1	N/A	041554578300	COLOR SEN LIPSTICK	DOUBLE SHOT	111	
207	1	N/A	041554408546	COLOR SEN BUFFS	NUDE LUST	920	
208	1	N/A	041554198560	COLOR SEN LIPSTICK	Nearly There	205	
209	1	N/A	041554198591	COLOR SEN LIPSTICK	Warm Me Up	235	
210	1	N/A	041554198232	COLOR SEN LIPSTICK	Born With It	15	

Column: 3 - Row: 6 Lower Notch: 34 Fixture Type: TRAYS Fixture Description: FW CS CREAMS 2.3 RENO LIT **							
TRAYS Fixture Re-Order Code: PL2000000533				SS Graphic Re-Order Code: PM0000033911			
Graphic Re-Order Code: PM0000033910				SS Holder Re-Order Code: PM0000027630			
Carrier Tray Graphic Re-Order Code: PM0000042395				TRAYS Fixture Rolled-Up Code:			
Shade Chart Re-Order Code: PM0000034846, PM0000034849				UPC Blade Code:			
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
211	1	N/A	041554198225	COLOR SEN LIPSTICK	Pink Sand	005	
212	1	N/A	041554578249	COLOR SEN LIPSTICK	FLUSH PUNCH	222	
213	1	N/A	041554578287	COLOR SEN LIPSTICK	PINK FLARE	255	
214	1	N/A	041554470994	COLOR SEN LIPSTICK	Romantic Rose	450	
215	1	N/A	041554198300	COLOR SEN LIPSTICK	Pink Wink	105	
216	1	N/A	041554578232	COLOR SEN LIPSTICK	PINK SCORE	244	
217	1	N/A	041554578294	COLOR SEN LIPSTICK	PINK POSE	233	
218	1	N/A	041554248913	COLOR SEN LIPSTICK	Pink & Proper	20	
219	1	N/A	041554578362	COLOR SEN LIPSTICK	CORAL RISE	344	
220	1	N/A	041554578409	COLOR SEN LIPSTICK	HOT CHASE	333	

Column: 3 - Row: 7 Lower Notch: 28 Fixture Type: TRAYS Fixture Description: FW CS CREAMS 3.3 RENO LIT **							
TRAYS Fixture Re-Order Code: PL2000000533				SS Graphic Re-Order Code: PM0000033914			
Graphic Re-Order Code: PM0000033913				SS Holder Re-Order Code: PM0000027630			
Carrier Tray Graphic Re-Order Code: PM0000042395				TRAYS Fixture Rolled-Up Code:			
Shade Chart Re-Order Code: PM0000034847, PM0000034850				UPC Blade Code:			
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
221	1	N/A	041554294996	COLOR SEN LIP VIVIDS	ON FIRE RED	895	
222	1	N/A	041554248906	COLOR SEN LIPSTICK	Red Revolution	630	
223	1	N/A	041554198553	COLOR SEN LIPSTICK	Red Revival	645	
224	1	N/A	041554578386	COLOR SEN LIPSTICK	CRIMSON RACE	311	
225	1	N/A	041554198423	COLOR SEN LIPSTICK	On The Mauve	445	
226	1	N/A	041554198409	COLOR SEN LIPSTICK	Plum Paradise	425	
227	1	N/A	041554283426	COLOR SEN LIPSTICK	Blissful Berry	410	
228	1	N/A	041554198416	COLOR SEN LIPSTICK	Plum Perfect	435	
229	1	N/A	041554578416	COLOR SEN LIPSTICK	PLUM RULE	411	
230	1	N/A	041554578423	COLOR SEN LIPSTICK	BERRY GO	400	

Column: 3 - Row: 8 Lower Notch: 21 Fixture Type: TRAYS Fixture Description: FW COL TAT EYE STIX 1.1 LIT **							
TRAYS Fixture Re-Order Code: PM0000042793				SS Graphic Re-Order Code:			
Graphic Re-Order Code:				SS Holder Re-Order Code:			
Carrier Tray Graphic Re-Order Code: PM0000042859				TRAYS Fixture Rolled-Up Code:			
Shade Chart Re-Order Code: PM0000043760				UPC Blade Code:			
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
231	1	N/A	041554084115	EYE STIX	I AM SHINING	10	
232	1	N/A	041554084122	EYE STIX	I AM CONFIDENT	15	
233	1	N/A	041554084139	EYE STIX	I AM INSPIRED	20	
234	1	N/A	041554084146	EYE STIX	I AM DETERMINED	25	
235	1	N/A	041554084153	EYE STIX	I AM COURAGEOUS	30	
236	1	N/A	041554084160	EYE STIX	I AM POWERFUL	35	
237	1	N/A	041554084177	EYE STIX	I AM FIERCE	40	
238	1	N/A	041554084184	EYE STIX	I AM GIVING	45	
239	1	N/A	041554084191	EYE STIX	I AM UNIQUE	50	
240	1	N/A	041554084207	EYE STIX	I AM FEARLESS	55	
241	1	N/A	041554088137	EYE STIX	I AM UNEXPECTED	60	
242	1	N/A	041554088151	EYE STIX	I AM EXTRAVAGANT	70	
243	1	N/A	041554088199	EYE STIX	I AM RARE	90	
244	1	N/A	041554088205	EYE STIX	I AM UNCONVENTIONAL	95	
245	1	N/A	041554088212	EYE STIX	I AM REBELLIOUS	100	

Row: 1		Lower Notch: 31
Row: 2		Lower Notch: 23
Row: 3		Lower Notch: 17
Row: 4		Lower Notch: 11
Row: 5		Lower Notch: 5
Row: 6		Lower Notch: 34
Row: 7		Lower Notch: 28
Row: 8		Lower Notch: 21
Row: 9		Lower Notch: 16
Row: 10		Lower Notch: 9
Row: 11		Lower Notch: 1
		Lower Notch: -1

246	1	N/A	041554088229	EYE STIX	I AM UNMATCHED	105	
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Column: 3 - Row: 9 Lower Notch: 16 Fixture Type: TRAYS Fixture Description: FW SHADOW BLOCKS 1.1 LIT **
TRAYS Fixture Re-Order Code: PL2000000859 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000040183 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042430 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000040047 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
247	1	N/A	041554075823	SHADOW BLOCKS	82ND & PARK AVE	10	
248	1	N/A	041554075830	SHADOW BLOCKS	WEST 4TH & PERRY ST	20	
249	1	N/A	041554075816	SHADOW BLOCKS	NORTH 3RD & BEDFORD AVE	30	
250	1	N/A	041554075854	SHADOW BLOCKS	BROADWAY & PRINCE ST	40	
251	1	N/A	041554075847	SHADOW BLOCKS	26TH & MADISON AVE	50	

Column: 3 - Row: 10 Lower Notch: 9 Fixture Type: TRAYS Fixture Description: FW COL TAT POTS 1.1 LIT **
TRAYS Fixture Re-Order Code: PL2000000492 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000031557, PM0000042111 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042398 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
252	1	N/A	041554567953	COLOR TATTOO POTS	V.I.P	10	
253	1	N/A	041554567885	COLOR TATTOO POTS	FRONT RUNNER	15	
254	1	N/A	041554567892	COLOR TATTOO POTS	SOCIALITE	20	
255	1	N/A	041554567922	COLOR TATTOO POTS	URBANITE	25	
256	1	N/A	041554567908	COLOR TATTOO POTS	HIGH ROLLER	30	
257	1	N/A	041554567915	COLOR TATTOO POTS	CHILL GIRL	35	
258	1	N/A	041554567939	COLOR TATTOO POTS	GOLDEN GIRL	40	
259	1	N/A	041554567977	COLOR TATTOO POTS	TRAILBLAZER	45	
260	1	N/A	041554567946	COLOR TATTOO POTS	KNOCKOUT	50	
261	1	N/A	041554567960	COLOR TATTOO POTS	RISK MAKER	55	

Column: 3 - Row: 11 Lower Notch: 1 Fixture Type: TRAYS Fixture Description: FW EYE PALETTES 1.1 LIT **
TRAYS Fixture Re-Order Code: PM0000013552 SS Graphic Re-Order Code: PM0000043901
Graphic Re-Order Code: SS Holder Re-Order Code: PM0000013569
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043391 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
262	1	N/A	041554419184	THE PALETTES	The Nudes	02	
263	1	N/A	041554434866	THE PALETTES	The Blushed Nudes	06	
264	1	N/A	041554490848	24KT NUDES PALETTE	24KT NUDES PALETTE	120	

Column: 3 - Lower Notch: -1 Fixture Type: SPECIAL KIT Fixture Description: FW GRID WALL BRACKET KIT 1 PER FOOT **
SPECIAL KIT Fixture Re-Order Code: PM0000030670 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: SPECIAL KIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Row: 1		Lower Notch: 31
Row: 2		Lower Notch: 23
Row: 3		Lower Notch: 17
Row: 4		Lower Notch: 11
Row: 5		Lower Notch: 5
Row: 6		Lower Notch: 34
Row: 7		Lower Notch: 28
Row: 8		Lower Notch: 21
Row: 9		Lower Notch: 16
Row: 10		Lower Notch: 9
Row: 11		Lower Notch: 1
		Lower Notch: -1

WAKEFERN 12' X 70" MAYBELLINE FASHION WALL PLANOGRAM - SPRING 2024
MNYWAK1270FWL_IS24

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

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

Column: 4 - Row: 1 Lower Notch: 27 Fixture Type: HOOK BARS Fixture Description: FW 6HK HYPER EASY MECH PEN HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000067 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042468 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
265	1	N/A	041554578607	HYPER EASY LIQUID LINER	Pitch Black	800	
266	1	N/A	041554076431	HYPER EASY LINER	Pitch Brown	810	
267	1	N/A	041554586473	MASTER PRECISE ALL DAY MATTE	MATTE BLACK	310	
268	1	N/A	041554568226	MASTER PREC ALL DAY	Black	110	
269	1	N/A	041554549454	MASTER PREC ALL DAY	FOREST BROWN	111	
270	1	N/A	041554541915	MASTER PRECISE INK LINER	BLACK COMET	510	

Column: 4 - Row: 2 Lower Notch: 20 Fixture Type: HOOK BARS Fixture Description: FW 6HK TS SMK GEL PEN HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000067 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042494 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
271	1	N/A	041554080810	TATTOO STUDIO BRUSH TIP INK PEN LINER	Jet Black	880	
272	1	N/A	041554081084	INK PEN LINER	MATTE BLACK	881	
273	1	N/A	041554081091	INK PEN LINER	BROWN	882	
274	1	N/A	041554588910	TATTOO STUDIO SMOKEY GEL PENCIL LINER	SMOKEY BLACK	10	
275	1	N/A	041554588934	TATTOO STUDIO SMOKEY GEL PENCIL LINER	SMOKEY GREY	20	
276	1	N/A	041554588927	TATTOO STUDIO SMOKEY GEL PENCIL LINER	SMOKEY BROWN	40	

Column: 4 - Row: 3 Lower Notch: 13 Fixture Type: HOOK BARS Fixture Description: FW 6HK TS GEL LNR HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000067 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042491 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
277	1	N/A	041554078978	TATTOO STUDIO GEL PENCIL LINER	Midnight Black	983	
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	041554568172	TATTOO STUDIO GEL PENCIL LINER	SMOOTH WALNUT	911	
282	1	N/A	041554563863	TATTOO STUDIO GEL PENCIL LINER	STRIKING NAVY	920	

Column: 4 - Row: 4 Lower Notch: 6 Fixture Type: HOOK BARS Fixture Description: FW 6HK TS GEL LNR HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000067 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042491 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
283	1	N/A	041554549416	TATTOO STUDIO DIP IN LIQUID LINER	Black	001	
284	1	N/A	041554578799	TATTOO STUDIO DIP IN LIQUID LINER	DARK HENNA BROWN	002	
285	1	N/A	041554563870	TATTOO STUDIO GEL PENCIL LINER	DEEP TEAL	921	
286	1	N/A	041554563887	TATTOO STUDIO GEL PENCIL LINER	RICH AMETHYST	940	
287	1	N/A	041554563900	TATTOO STUDIO GEL PENCIL LINER	POLISHED WHITE	970	
288	1	N/A	041554009071	DEFINE A LINE	Ebony Black	1	

Column: 4 - Row: 5 Lower Notch: 34 Fixture Type: HOOK BARS Fixture Description: FW 6HK UNSTOPPABLE HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000067 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042497 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
289	1	N/A	041554513493	UNSTOPPABLE EYELINER - CARDED	Onyx	10	
290	1	N/A	041554513523	UNSTOPPABLE EYELINER - CARDED	Cinnabar	20	

Row: 1								Lower Notch: 31
Row: 1	265	266	267	268	269	270		Lower Notch: 27
Row: 2	271	272	273	274	275	276		Lower Notch: 20
Row: 3	277	278	279	280	281	282		Lower Notch: 13
Row: 4	283	284	285	286	287	288		Lower Notch: 6
Row: 5	289	290	291	292	293	294		Lower Notch: 34
Row: 6	295	296	297	298	299			Lower Notch: 27
Row: 7	300	301	302	303	304	305		Lower Notch: 20
Row: 8	306	307	308	309	310	311		Lower Notch: 11
Row: 9		312	313	314				Lower Notch: 6
Row: 10	315	316	317	318				Lower Notch: 1
								Lower Notch: -1

291	1	N/A	041554513530	UNSTOPPABLE EYELINER - CARDED	Pewter	30	
292	1	N/A	041554513547	UNSTOPPABLE EYELINER - CARDED	Sapphire	40	
293	1	N/A	041554513561	UNSTOPPABLE EYELINER - CARDED	Espresso	60	
294	1	N/A	041554009095	DEFINE A LINE	Brownish Black	3	

Column: 4 - Row: 6 Lower Notch: 27 Fixture Type: HOOK BARS Fixture Description: FW SHK LD GEL LNR POT HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000066 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042476 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
295	1	N/A	041554220186	EYE STUDIO GEL LINER	Blackest Black	50	
296	1	N/A	041554220193	EYE STUDIO GEL LINER	Brown	52	
297	1	N/A	041554460834	MASTER PRECISE SKINNY	Defining Black	210	
298	1	N/A	041554460841	MASTER PRECISE SKINNY	Sharp Brown	220	
299	1	N/A	041554552560	LASTING DRAMA MATTES	JET BLACK	860	

Column: 4 - Row: 7 Lower Notch: 20 Fixture Type: HOOK BARS Fixture Description: FW 6HK LINE EXPRESS HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000067 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042478 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
300	1	N/A	041554572476	LINE EXPRESS	Ebony Black	01	
301	1	N/A	041554572483	LINE EXPRESS	Soft Black	02	
302	1	N/A	041554572490	LINE EXPRESS	Brownish Black	03	
303	1	N/A	041554533156	LINEWORKS ULTRA LINER WATERPROOF	Black	1	
304	1	N/A	041554533163	LINEWORKS ULTRA LINER WATERPROOF	DARK BROWN	2	
305	1	N/A	041554209440	LINE STILETTO LIQUID LINER	Blackest Black	1	

Column: 4 - Row: 8 Lower Notch: 11 Fixture Type: TRAYS Fixture Description: FW EW MONOS (1TIER) LIT **
TRAYS Fixture Re-Order Code: PM0000029242 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042387 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000028850 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
306	1	N/A	041554492644	Expertwear Monos	Vanilla	100S	
307	1	N/A	041554490763	Expertwear Monos	Seashell	30S	
308	1	N/A	041554490756	Expertwear Monos	Linen	20S	
309	1	N/A	041554490794	Expertwear Monos	The Glo Down	60S	
310	1	N/A	041554492682	Expertwear Monos	Made for Mocha	140S	
311	1	N/A	041554552201	Expertwear Monos	DUSTY ROSE	200S	

Column: 4 - Row: 9 Lower Notch: 6 Fixture Type: TRAYS Fixture Description: FW EW QUADS 1.2 LIT W/SS LIT **
TRAYS Fixture Re-Order Code: PM0000010676 SS Graphic Re-Order Code: PM0000043990
Graphic Re-Order Code: SS Holder Re-Order Code: PM0000018551
Carrier Tray Graphic Re-Order Code: PM0000042386 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000029508 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
312	1	N/A	041554409093	EXPERT WEAR QUADS	Natural Smokes	2Q	
313	1	N/A	041554409147	EXPERT WEAR QUADS	Charcoal Smokes	4Q	
314	1	N/A	041554409161	EXPERT WEAR QUADS	Chai Latte	22Q	

Column: 4 - Row: 10 Lower Notch: 1 Fixture Type: TRAYS Fixture Description: FW EW QUADS 2.2 LIT **
TRAYS Fixture Re-Order Code: PM0000010676 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042386 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000029506 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
315	1	N/A	041554409260	EXPERT WEAR QUADS	Autumn Coppers	44Q	
316	1	N/A	041554409192	EXPERT WEAR QUADS	Lavender Smokes	8Q	
317	1	N/A	041554409116	EXPERT WEAR QUADS	Mocha Motion	10Q	
318	1	N/A	041554409123	EXPERT WEAR QUADS	Sunlit Bronze	50Q	

Column: 4 - Lower Notch: -1 Fixture Type: SPECIAL KIT Fixture Description: FW GRID WALL BRACKET KIT 1 PER FOOT **
SPECIAL KIT Fixture Re-Order Code: PM0000030670 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: SPECIAL KIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Row: 1								Lower Notch: 31
Row: 1	265	266	267	268	269	270		Lower Notch: 27
Row: 2	271	272	273	274	275	276		Lower Notch: 20
Row: 3	277	278	279	280	281	282		Lower Notch: 13
Row: 4	283	284	285	286	287	288		Lower Notch: 6
Row: 5	289	290	291	292	293	294		Lower Notch: 34
Row: 6	295	296	297	298	299			Lower Notch: 27
Row: 7	300	301	302	303	304	305		Lower Notch: 20
Row: 8	306	307	308	309	310	311		Lower Notch: 11
Row: 9		312	313	314				Lower Notch: 6
Row: 10	315	316	317	318				Lower Notch: 1
								Lower Notch: -1

WAKEFERN 12' X 70" MAYBELLINE FASHION WALL PLANOGRAM - SPRING 2024
MNYWAK1270FWL_IS24

Column: 0 - Fixture Type: DIVIDER Fixture Description: FW LOGO PANEL LIT
DIVIDER Fixture Re-Order Code: PM0000019043 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043975 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: DIVIDER Fixture Rolled-Up Code: PM0000019043
Shade Chart Re-Order Code: UPC Blade Code:

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

Column: 5 - Row: 2 Lower Notch: 27 Fixture Type: HOOK BARS Fixture Description: FW 4HK LASH SEN SKY HIGH HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000069 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042474 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
319	1	N/A	041554554076	LASH SENSATIONAL SERUM	LASH SENSATIONAL SERUM	250	
320	1	N/A	041554071863	LASH SENSATIONAL SKY HIGH	COSMIC BLACK	799	
321	1	N/A	041554590517	LASH SENSATIONAL SKY HIGH	BLACKEST BLACK	800	
322	1	N/A	041554590500	LASH SENSATIONAL SKY HIGH	VERY BLACK	801	

Column: 5 - Row: 3 Lower Notch: 19 Fixture Type: HOOK BARS Fixture Description: FW 4HK FALSIES SURREAL HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000069 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042868 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
323	1	N/A	041554584219	LASH SENSATIONAL	Midnight Black	252	
324	1	N/A	041554420616	LASH SENSATIONAL	Blackest Black	00	
325	1	N/A	041554420623	LASH SENSATIONAL	Very Black	01	
326	1	N/A	041554420630	LASH SENSATIONAL	Brownish Black	02	

Column: 5 - Row: 4 Lower Notch: 13 Fixture Type: HOOK BARS Fixture Description: FW 4HK FALSIES LASH LIFT HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000069 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042459 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
327	1	N/A	041554081152	SURREAL EXTENSION	BLACKEST BLACK WSH	170	
328	1	N/A	041554079821	SURREAL EXTENSION	VERY BLACK WTP	185	
329	1	N/A	041554590364	FALSIES LASH LIFT	ULTRA BLACK INTENSIFIER	195	
330	1	N/A	041554578478	FALSIES LASH LIFT	Blackest Black	200	

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

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
331	1	N/A	041554050899	COLOSSAL	Glam Black	00	
332	1	N/A	041554050905	COLOSSAL	Classic Black	01	
333	1	N/A	041554056761	COLOSSAL	Glam Brown (Brn/Blk)	2	
334	1	N/A	041554197037	COLOSSAL	Glam Black (WTP)	00	

Column: 5 - Row: 6 Lower Notch: 34 Fixture Type: HOOK BARS Fixture Description: FW 4HK COLOSSAL PUMPED UP HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000069 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042501 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
335	1	N/A	041554069563	COLOSSAL CURL BOUNCE	Blackest Black	350	
336	1	N/A	041554409291	COLOSSAL PUMPED UP!	Glam Black	00	
337	1	N/A	041554409284	COLOSSAL PUMPED UP!	Classic Black	01	
338	1	N/A	041554409321	COLOSSAL PUMPED UP!	Classic Black (WTP)	01	

Column: 5 - Row: 7 Lower Notch: 27 Fixture Type: HOOK BARS Fixture Description: FW 4HK GREAT LASH BASE HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000069 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042463 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

Row: 1					Lower Notch: 31
Row: 2	319	320	321	322	Lower Notch: 27
Row: 3	323	324	325	326	Lower Notch: 19
Row: 4	327	328	329	330	Lower Notch: 13
Row: 5	331	332	333	334	Lower Notch: 5
Row: 6	335	336	337	338	Lower Notch: 34
Row: 7	339	340	341	342	Lower Notch: 27
Row: 8	343	344	345	346	Lower Notch: 20
Row: 9	347	348	349	350	Lower Notch: 13
Row: 10	351	352	353	354	Lower Notch: 6
					Lower Notch: -1

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
339	1	N/A	041554670745	GREAT LASH MASCARA	Blackest Black	00	
340	1	N/A	041554532722	GREAT LASH MASCARA	Very Black	1	
341	1	N/A	041554532807	GREAT LASH MASCARA	Brownish Black	2	
342	1	N/A	041554532982	GREAT LASH MASCARA	DARK BROWN	3	

Column: 5 - Row: 8 Lower Notch: 20 Fixture Type: HOOK BARS Fixture Description: FW 4HK GREAT LASH BIG HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000069 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042484 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
343	1	N/A	041554209310	GREAT LASH BIG	Blackest Black	00	
344	1	N/A	041554209327	GREAT LASH BIG	Very Black	01	
345	1	N/A	041554209334	GREAT LASH BIG	Brownish Black	02	
346	1	N/A	041554672237	GREAT LASH CURVED BRUSH	Blackest Black	00	

Column: 5 - Row: 9 Lower Notch: 13 Fixture Type: HOOK BARS Fixture Description: FW 4HK TTL TMPT MASC HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000069 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042495 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
347	1	N/A	041554522556	TOTAL TEMPTATION	BLACKEST BLACK	601	
348	1	N/A	041554522563	TOTAL TEMPTATION	VERY BLACK	602	
349	1	N/A	041554522679	TOTAL TEMPTATION	Very Black (WTP)	604	
350	1	N/A	041554281446	MEGA PLUSH MASCARA	Blackest Black	00	

Column: 5 - Row: 10 Lower Notch: 6 Fixture Type: HOOK BARS Fixture Description: FW 4HK SNAPSCARA HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000069 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042485 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
351	1	N/A	041554539912	SNPSACARA	Pitch Black	300	
352	1	N/A	041554578539	SNPSACARA	PITCH BLACK (WTP)	340	
353	1	N/A	041554699159	FULL 'N SOFT	Very Black	1	
354	1	N/A	041554605228	FULL 'N SOFT	Very Black (WTP)	1	

Column: 5 - Lower Notch: -1 Fixture Type: SPECIAL KIT Fixture Description: FW GRID WALL BRACKET KIT 1 PER FOOT **
SPECIAL KIT Fixture Re-Order Code: PM0000030670 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: SPECIAL KIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Row: 1					Lower Notch: 31
Row: 2	319	320	321	322	Lower Notch: 27
Row: 3	323	324	325	326	Lower Notch: 19
Row: 4	327	328	329	330	Lower Notch: 13
Row: 5	331	332	333	334	Lower Notch: 5
Row: 6	335	336	337	338	Lower Notch: 34
Row: 7	339	340	341	342	Lower Notch: 27
Row: 8	343	344	345	346	Lower Notch: 20
Row: 9	347	348	349	350	Lower Notch: 13
Row: 10	351	352	353	354	Lower Notch: 6
					Lower Notch: -1

WAKEFERN 12' X 70" MAYBELLINE FASHION WALL PLANOGRAM - SPRING 2024
MNYWAK1270FWL_IS24

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

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

Column: 6 - Row: 1 Lower Notch: 27 Fixture Type: HOOK BARS Fixture Description: FW 4HK LASH SEN LUSCIOUS HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000069 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042473 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
355	1	N/A	041554076448	LASH SENSATIONAL SKY HIGH	True Brown	804	
356	1	N/A	041554590913	LASH SENSATIONAL SKY HIGH	Very Black (WTP)	802	
357	1	N/A	041554590906	LASH SENSATIONAL SKY HIGH	Brownish Black (WTP)	803	
358	1	N/A	041554460247	LASH SENSATIONAL LUSCIOUS	Blackest Black	00	

Column: 6 - Row: 2 Lower Notch: 20 Fixture Type: HOOK BARS Fixture Description: FW 4HK LASH SEN BASE HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000069 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042472 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
359	1	N/A	041554420654	LASH SENSATIONAL	Brownish Black (WTP)	02	
360	1	N/A	041554420647	LASH SENSATIONAL	Very Black (WTP)	01	
361	1	N/A	041554460254	LASH SENSATIONAL LUSCIOUS	Very Black	01	
362	1	N/A	041554460278	LASH SENSATIONAL LUSCIOUS	Very Black (WTP)	01	

Column: 6 - Row: 3 Lower Notch: 13 Fixture Type: HOOK BARS Fixture Description: FW 4HK FALSIES BASE HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000069 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042458 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
363	1	N/A	041554578485	FALSIES LASH LIFT	Very Black	201	
364	1	N/A	041554578492	FALSIES LASH LIFT	VERY BLACK (WTP)	202	
365	1	N/A	041554578508	FALSIES LASH LIFT	BROWNISH BLACK (WTP)	203	
366	1	N/A	041554217957	FALSIES MASCARA	Blackest Black	00	

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

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
367	1	N/A	041554197044	COLOSSAL	Classic Black (WTP)	1	
368	1	N/A	041554217964	FALSIES MASCARA	Very Black	01	
369	1	N/A	041554217971	FALSIES MASCARA	Brownish Black	02	
370	1	N/A	041554217995	FALSIES MASCARA	Brownish Black (WTP)	02	

Column: 6 - Row: 5 Lower Notch: 34 Fixture Type: HOOK BARS Fixture Description: FW 4HK VE CAT EYES HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000069 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042498 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
371	1	N/A	041554493719	COLOSSAL BIG SHOT	Blackest Black	223	
372	1	N/A	041554493856	COLOSSAL BIG SHOT	Very Black (WTP)	226	
373	1	N/A	041554217988	FALSIES MASCARA	Very Black (WTP)	01	
374	1	N/A	041554240337	FALSIES BLACK DRAMA	Black Drama	10	

Column: 6 - Row: 6 Lower Notch: 27 Fixture Type: HOOK BARS Fixture Description: FW 4HK GREAT LASH BASE HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000069 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042463 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

BACK
40+
MERC
SPA

Row: 1					Lower Notch: 31
Row: 1	355	356	357	358	Lower Notch: 27
Row: 2	359	360	361	362	Lower Notch: 20
Row: 3	363	364	365	366	Lower Notch: 13
Row: 4	367	368	369	370	Lower Notch: 6
Row: 5	371	372	373	374	Lower Notch: 34
Row: 6	375	376	377	378	Lower Notch: 27
Row: 7	379	380	381	382	Lower Notch: 20
Row: 8	383	384	385	386	Lower Notch: 13
Row: 9	387	388	389	390	Lower Notch: 6
					Lower Notch: -1

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
375	1	N/A	041554533064	GREAT LASH MASCARA	Royal Blue	104	
376	1	N/A	041554519457	GREAT LASH MASCARA	Clear	10	
377	1	N/A	041554288254	COLOSSAL CAT EYES MASCARA	Glam Black	01	
378	1	N/A	041554288261	COLOSSAL CAT EYES MASCARA	Glam Black (WTP)	01	

Column: 6 - Row: 7 Lower Notch: 20 Fixture Type: HOOK BARS Fixture Description: FW 4HK GREAT LASH BIG HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000069 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042484 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
379	1	N/A	041554239423	Great Lash Lots of Lashes	Blackest Black	00	
380	1	N/A	041554239416	Great Lash Lots of Lashes	Very Black	01	
381	1	N/A	041554269062	Great Lash Lots of Lashes	Brownish Black	02	
382	1	N/A	041554626964	GREAT LASH MASCARA	Very Black (WTP)	1	

Column: 6 - Row: 8 Lower Notch: 13 Fixture Type: HOOK BARS Fixture Description: FW 4HK MEGA PLUSH HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000069 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042481 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
383	1	N/A	041554281460	MEGA PLUSH MASCARA	Very Black	01	
384	1	N/A	041554281484	MEGA PLUSH MASCARA	Very Black (WTP)	01	
385	1	N/A	041554459890	FALSIES PUSH UP DRAMA ANGEL	Blackest Black	00	
386	1	N/A	041554462838	FALSIES PUSH UP DRAMA ANGEL	Very Black (WTP)	01	

Column: 6 - Row: 9 Lower Notch: 6 Fixture Type: HOOK BARS Fixture Description: FW 4HK LASH DISCOVERY HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000069 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042471 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
387	1	N/A	041554208832	LASH STILETTO WP	Very Black	01	
388	1	N/A	041554054156	LASH STILETTO	Very Black	1	
389	1	N/A	041554650495	LASH DISCOVERY WP	Very Black	1	
390	1	N/A	041554647372	LASH DISCOVERY WASHABLE	Very Black	1	

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

					BACK 40+ MERC SPA	
Row: 1						Lower Notch: 31
Row: 1	355	356	357	358		Lower Notch: 27
Row: 2	359	360	361	362		Lower Notch: 20
Row: 3	363	364	365	366		Lower Notch: 13
Row: 4	367	368	369	370		Lower Notch: 6
Row: 5	371	372	373	374		Lower Notch: 34
Row: 6	375	376	377	378		Lower Notch: 27
Row: 7	379	380	381	382		Lower Notch: 20
Row: 8	383	384	385	386		Lower Notch: 13
Row: 9	387	388	389	390		Lower Notch: 6
						Lower Notch: -1

WAKEFERN 12' X 70" MAYBELLINE FASHION WALL PLANOGRAM - SPRING 2024
MNYWAK1270FWL_IS24

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

Column: 7 - Row: 1 Lower Notch: 31 Fixture Type: SIGN Fixture Description: FW BAB 2IN1 PEN+GEL HDR (BTY+PRODUCT) 8X24 LIT **
SIGN Fixture Re-Order Code: PM0000030017 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000044246 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: 7 - Row: 2 Lower Notch: 27 Fixture Type: HOOK BARS Fixture Description: FW 6HK BAB 2IN1 PEN+GEL HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000067 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043768 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
391	1	N/A	041554087659	2-IN-1 BROW PEN + SEALING GEL	BLONDE	250	
392	1	N/A	041554087666	2-IN-1 BROW PEN + SEALING GEL	SOFT BROWN	255	
393	1	N/A	041554087673	2-IN-1 BROW PEN + SEALING GEL	MEDIUM BROWN	257	
394	1	N/A	041554087680	2-IN-1 BROW PEN + SEALING GEL	ASH BROWN	259	
395	1	N/A	041554087697	2-IN-1 BROW PEN + SEALING GEL	DEEP BROWN	260	
396	1	N/A	041554087703	2-IN-1 BROW PEN + SEALING GEL	BLACK BROWN	262	

Column: 7 - Row: 3 Lower Notch: 20 Fixture Type: HOOK BARS Fixture Description: FW 6HK BROW FAST SCULPT GEL HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000067 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042447 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
397	1	N/A	041554578690	BROW FAST SCULPT	Blonde	250	
398	1	N/A	041554578706	BROW FAST SCULPT	Soft Brown	255	
399	1	N/A	041554578720	BROW FAST SCULPT	Medium Brown	257	
400	1	N/A	041554578737	BROW FAST SCULPT	DEEP BROWN	260	
401	1	N/A	041554578744	BROW FAST SCULPT	Black Brown	262	
402	1	N/A	041554578751	BROW FAST SCULPT	Clear	264	

Column: 7 - Row: 4 Lower Notch: 13 Fixture Type: HOOK BARS Fixture Description: FW 6HK EXPRESS BROW ULTRA SLIM HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000067 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042457 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
403	1	N/A	041554572292	BROW ULTRA SLIM	Blonde	250	
404	1	N/A	041554083705	BROW ULTRA SLIM	TAUPE	253	
405	1	N/A	041554572308	BROW ULTRA SLIM	Soft Brown	255	
406	1	N/A	041554572308	BROW ULTRA SLIM	Soft Brown	255	
407	1	N/A	041554083729	BROW ULTRA SLIM	AUBURN	256	
408	1	N/A	041554572322	BROW ULTRA SLIM	Medium Brown	257	

Column: 7 - Row: 5 Lower Notch: 6 Fixture Type: HOOK BARS Fixture Description: FW 6HK EXPRESS BROW (DEMO) HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000067 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042456 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
409	1	N/A	041554083712	BROW ULTRA SLIM	ASH BROWN	259	
410	1	N/A	041554572339	BROW ULTRA SLIM	DEEP BROWN	260	
411	1	N/A	041554572346	BROW ULTRA SLIM	Black Brown	262	
412	1	N/A	041554581393	BROW ULTRA SLIM	Black	264	
413	1	N/A	041554064308	Express Brow Duo	Blonde	250	
414	1	N/A	041554064315	Express Brow Duo	Soft Brown	255	

Column: 7 - Row: 6 Lower Notch: 34 Fixture Type: HOOK BARS Fixture Description: FW 6HK EXPRESS BROW (DEMO) HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000067 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042456 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
415	1	N/A	041554545012	TATTOOSTUDIO BROW TINT PEN	Blonde	350	
416	1	N/A	041554545029	TATTOOSTUDIO BROW TINT PEN	Soft Brown	355	

K PANELS
-30=70"
CHANDISE
CE=71"

Row: 1								Lower Notch: 31
Row: 2	391	392	393	394	395	396		Lower Notch: 27
Row: 3	397	398	399	400	401	402		Lower Notch: 20
Row: 4	403	404	405	406	407	408		Lower Notch: 13
Row: 5	409	410	411	412	413	414		Lower Notch: 6
Row: 6	415	416	417	418	419	420		Lower Notch: 34
Row: 7	421	422	423	424	425	426		Lower Notch: 27
Row: 8	427	428	429	430	431			Lower Notch: 20
Row: 9	432	433	434	435				Lower Notch: 13
Row: 10	436	437	438	439				Lower Notch: 6
								Lower Notch: -1

417	1	N/A	041554545036	TATTOOSTUDIO BROW TINT PEN	Medium Brown	360	
418	1	N/A	041554547092	TATTOOSTUDIO BROW TINT PEN	DEEP BROWN	365	
419	1	N/A	041554064322	Express Brow Duo	Medium Brown	257	
420	1	N/A	041554064339	Express Brow Duo	Deep Brown	260	

Column: 7 - Row: 7 Lower Notch: 27 Fixture Type: HOOK BARS Fixture Description: FW 6HK TS BROW POMADE HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000067 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042488 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
421	1	N/A	041554559736	TattooStudio Brow Pomade	Blonde	372	
422	1	N/A	041554559743	TattooStudio Brow Pomade	Soft Brown	374	
423	1	N/A	041554559750	TattooStudio Brow Pomade	Medium Brown	376	
424	1	N/A	041554559767	TattooStudio Brow Pomade	Ash Brown	378	
425	1	N/A	041554559774	TattooStudio Brow Pomade	DEEP BROWN	380	
426	1	N/A	041554563733	TattooStudio Brow Pomade	Black Brown	382	

Column: 7 - Row: 8 Lower Notch: 20 Fixture Type: HOOK BARS Fixture Description: FW 5HK EXPERT EYES TWIN BROW HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000066 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042455 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
427	1	N/A	041554626988	GREAT LASH MASCARA	Brownish Black (WTP)	3	
428	1	N/A	041554530179	EXPERT EYES TWIN BROW & EYE PENCILS	Velvet Black	01	
429	1	N/A	041554530254	EXPERT EYES TWIN BROW & EYE PENCILS	DARK BROWN	02	
430	1	N/A	041554530667	EXPERT EYES TWIN BROW & EYE PENCILS	Medium Brown	03	
431	1	N/A	041554507379	EXPERT EYES TWIN BROW & EYE PENCILS	Blonde	7	

Column: 7 - Row: 9 Lower Notch: 13 Fixture Type: HOOK BARS Fixture Description: FW 4HK FALSIES BASE HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000069 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042458 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
432	1	N/A	041554269567	ILLEGAL LENGTHS MASC	Blackest Black	00	
433	1	N/A	041554007503	DEFINE A LASH LENGTH MASCARA	Very Black	1	
434	1	N/A	041554268706	FALSIES FLARED	Blackest Black	00	
435	1	N/A	041554415131	Baby Skin	Instant Pore Eraser	010	

Column: 7 - Row: 10 Lower Notch: 6 Fixture Type: HOOK BARS Fixture Description: FW 4HK VE ROCKET HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000069 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042502 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
436	1	N/A	041554288391	VE ROCKET MASCARA	Brownish Black	02	
437	1	N/A	041554288452	VE ROCKET MASCARA WP	Very Black	01	
438	1	N/A	041554288384	VE ROCKET MASCARA	Blackest Black	00	
439	1	N/A	041554288377	VE ROCKET MASCARA	Very Black	01	

Column: 7 - Lower Notch: -1 Fixture Type: SPECIAL KIT Fixture Description: FW GRID WALL BRACKET KIT 1 PER FOOT **
SPECIAL KIT Fixture Re-Order Code: PM0000030670 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: SPECIAL KIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

6 PANELS
30=70"
CHANDISE
CE=71"

Row: 1		Lower Notch: 31
Row: 2	391 392 393 394 395 396	Lower Notch: 27
Row: 3	397 398 399 400 401 402	Lower Notch: 20
Row: 4	403 404 405 406 407 408	Lower Notch: 13
Row: 5	409 410 411 412 413 414	Lower Notch: 6
Row: 6	415 416 417 418 419 420	Lower Notch: 34
Row: 7	421 422 423 424 425 426	Lower Notch: 27
Row: 8	427 428 429 430 431	Lower Notch: 20
Row: 9	432 433 434 435	Lower Notch: 13
Row: 10	436 437 438 439	Lower Notch: 6
		Lower Notch: -1

WAKEFERN 12' X 70" MAYBELLINE FASHION WALL PLANOGRAM - SPRING 2024
MNYWAK1270FWL_IS24

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

Column: 7 - Row: 1 **Lower Notch: 31** **Fixture Type: SIGN** **Fixture Description: FW BAB 2IN1 PEN+GEL HDR (BTY+PRODUCT) 8X24 LIT ****
SIGN Fixture Re-Order Code: PM0000030017 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000044246 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: 8 - Row: 1 **Lower Notch: 27** **Fixture Type: HOOK BARS** **Fixture Description: FW 6HK IAR CNCLR HKBR LIT ****
HOOK BARS Fixture Re-Order Code: PL2000000067 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042469 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
440	1	N/A	041554267204	IAR Eraser Concealer	Brightener	60	
441	1	N/A	041554267198	IAR Eraser Concealer	Neutralizer	50	
442	1	N/A	041554567533	IAR Eraser Concealer	Deep Bronze	149	
443	1	N/A	041554546859	IAR Eraser Concealer	Hazelnut	148	
444	1	N/A	041554074499	IAR Eraser Concealer	147 5	147 5	
445	1	N/A	041554074482	IAR Eraser Concealer	146 5	146 5	

Column: 8 - Row: 2 **Lower Notch: 20** **Fixture Type: HOOK BARS** **Fixture Description: FW 6HK IAR CNCLR HKBR LIT ****
HOOK BARS Fixture Re-Order Code: PL2000000067 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042469 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
446	1	N/A	041554546828	IAR Eraser Concealer	Tan	146	
447	1	N/A	041554546811	IAR Eraser Concealer	Caramel	144	
448	1	N/A	041554074475	IAR Eraser Concealer	141	141	
449	1	N/A	041554259278	IAR Eraser Concealer	Honey	40	
450	1	N/A	041554259261	IAR Eraser Concealer	Medium	30	
451	1	N/A	041554546798	IAR Eraser Concealer	Sand	122	

Column: 8 - Row: 3 **Lower Notch: 13** **Fixture Type: HOOK BARS** **Fixture Description: FW 6HK IAR CNCLR HKBR LIT ****
HOOK BARS Fixture Re-Order Code: PL2000000067 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042469 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
452	1	N/A	041554567502	IAR Eraser Concealer	LIGHT HONEY	121	
453	1	N/A	041554259254	IAR Eraser Concealer	Light	20	
454	1	N/A	041554567496	IAR Eraser Concealer	Warm Light	115	
455	1	N/A	041554259247	IAR Eraser Concealer	Fair	10	
456	1	N/A	041554546781	IAR Eraser Concealer	Ivory	100	
457	1	N/A	041554567489	IAR Eraser Concealer	Cool Ivory	95	

Column: 8 - Row: 4 **Lower Notch: 2** **Fixture Type: TRAYS** **Fixture Description: FW IAR ERASER FNDTN 1.2 LIT ****
TRAYS Fixture Re-Order Code: PM0000013030 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042378 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043758 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
458	1	N/A	041554086621	IAR ERASER FOUNDATION	360	360	
459	1	N/A	041554086614	IAR ERASER FOUNDATION	355	355	
460	1	N/A	041554086607	IAR ERASER FOUNDATION	340	340	
461	1	N/A	041554086591	IAR ERASER FOUNDATION	330	330	
462	1	N/A	041554086584	IAR ERASER FOUNDATION	310	310	
463	1	N/A	041554220155	IAR ERASER FOUNDATION	Medium Beige	300	
464	1	N/A	041554086676	IAR ERASER FOUNDATION	225	225	
465	1	N/A	041554086669	IAR ERASER FOUNDATION	210	210	

Column: 8 - Row: 5 **Lower Notch: 31** **Fixture Type: TRAYS** **Fixture Description: FW IAR ERASER FNDTN 2.2 LIT ****
TRAYS Fixture Re-Order Code: PM0000013030 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042378 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043758 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
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Row: 1								Lower Notch: 31
Row: 1	440	441	442	443	444	445		Lower Notch: 27
Row: 2	446	447	448	449	450	451		Lower Notch: 20
Row: 3	452	453	454	455	456	457		Lower Notch: 13
Row: 4	458	459	460	461	462	463	464	Lower Notch: 2
Row: 5	465	466	467	468	469	470	471	Lower Notch: 31
Row: 6	474	475	476	477	478	479	480	Lower Notch: 24
Row: 7	482	483	484	485	486	487		Lower Notch: 20
Row: 8	488	489	490	491	492	493		Lower Notch: 13
Row: 9	494	495	496	497	498			Lower Notch: 6
								Lower Notch: -1

466	1	N/A	041554220100	IAR ERASER FOUNDATION	Creamy Natural	200	
467	1	N/A	041554220094	IAR ERASER FOUNDATION	Nude	190	
468	1	N/A	041554220087	IAR ERASER FOUNDATION	Classic Ivory	150	
469	1	N/A	041554220070	IAR ERASER FOUNDATION	Buff Beige	130	
470	1	N/A	041554220063	IAR ERASER FOUNDATION	Creamy Ivory	120	
471	1	N/A	041554086577	IAR ERASER FOUNDATION	118	118	
472	1	N/A	041554086560	IAR ERASER FOUNDATION	112	112	
473	1	N/A	041554086553	IAR ERASER FOUNDATION	110	110	

Column: 8 - Row: 6 Lower Notch: 24 Fixture Type: TRAYS Fixture Description: FW IAR GLOW 1.1 LIT **
TRAYS Fixture Re-Order Code: PM0000034431 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042428 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000040038 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
474	1	N/A	041554069310	INSTANT PERFECTOR 4-IN-1 GLOW	DEEP	04	
475	1	N/A	041554069303	INSTANT PERFECTOR 4-IN-1 GLOW	MEDIUM/DEEP	03	
476	1	N/A	041554077209	INSTANT PERFECTOR 4-IN-1 GLOW	MEDIUM/DEEP W	2.5	
477	1	N/A	041554065596	INSTANT PERFECTOR 4-IN-1 GLOW	MEDIUM	02	
478	1	N/A	041554077193	INSTANT PERFECTOR 4-IN-1 GLOW	LIGHT/MEDIUM	1.5	
479	1	N/A	041554065589	INSTANT PERFECTOR 4-IN-1 GLOW	LIGHT	01	
480	1	N/A	041554077186	INSTANT PERFECTOR 4-IN-1 GLOW	FAIR/LIGHT COOL	0.5	
481	1	N/A	041554065572	INSTANT PERFECTOR 4-IN-1 GLOW	FAIR/LIGHT	00	

Column: 8 - Row: 7 Lower Notch: 20 Fixture Type: HOOK BARS Fixture Description: FW 6HK COVERSTICK HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000067 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042450 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
482	1	N/A	041554543872	COVER STICK	Ivory	1	
483	1	N/A	041554543889	COVER STICK	Light Beige	2	
484	1	N/A	041554543896	COVER STICK	Medium Beige	3	
485	1	N/A	041554543902	COVER STICK	Deep Beige	4	
486	1	N/A	041554615982	COVER STICK	Yellow Corrects Dark Circles	8	
487	1	N/A	041554616019	COVER STICK	Green Corrects Redness	9	

Column: 8 - Row: 8 Lower Notch: 13 Fixture Type: HOOK BARS Fixture Description: FW 6HK CHEEK HEAT BLUSH HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000067 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042448 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
488	1	N/A	041554578171	CHEEK HEAT BLUSH	PINK SCORCH	10	
489	1	N/A	041554578188	CHEEK HEAT BLUSH	NUDE BURN	15	
490	1	N/A	041554578195	CHEEK HEAT BLUSH	ROSE FLUSH	20	
491	1	N/A	041554578201	CHEEK HEAT BLUSH	FUCHSIA SPARK	25	
492	1	N/A	041554578218	CHEEK HEAT BLUSH	CORAL EMBER	30	
493	1	N/A	041554578225	CHEEK HEAT BLUSH	BERRY FLAME	35	

Column: 8 - Row: 9 Lower Notch: 6 Fixture Type: HOOK BARS Fixture Description: FW 6HK COVERSTICK HKBR LIT **
HOOK BARS Fixture Re-Order Code: PL2000000067 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042450 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
494	1	N/A	041554535457	EYELASH CURLER REFILLS	0		
495	1	N/A	041554535426	EYELASH CURLER	EXPERT TOOLS EYELASH CURLER		
496	1	N/A	041554535419	DUAL SHARPENER	EXPERT TOOLS DUAL SHARPENER		
497	1	N/A	041554535273	BRUSH N' COMB	EXPERT TOOLS BRUSH N' COMB		
498	1	N/A	041554529043	TWEEZER (UPGRADED)	UPGRADED TWEEZER		

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

Row: 1								Lower Notch: 31
Row: 1	440	441	442	443	444	445		Lower Notch: 27
Row: 2	446	447	448	449	450	451		Lower Notch: 20
Row: 3	452	453	454	455	456	457		Lower Notch: 13
Row: 4	458	459	460	461	462	463	464	Lower Notch: 2
Row: 5	466	467	468	469	470	471	472	Lower Notch: 31
Row: 6	474	475	476	477	478	479	480	Lower Notch: 24
Row: 7	482	483	484	485	486	487		Lower Notch: 20
Row: 8	488	489	490	491	492	493		Lower Notch: 13
Row: 9	494	495	496	497	498			Lower Notch: 6
								Lower Notch: -1

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

Column: 9 - Row: 1 Lower Notch: 31 Fixture Type: SIGNS Fixture Description: FW FM HDR (BTY+PRODUCT) 8X24 LIT **
SIGNS Fixture Re-Order Code: PM0000030017 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043952 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: SIGNS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 9 - Row: 2 Lower Notch: 28 Fixture Type: SIGNS Fixture Description: FW FM M&P (NAV) 3X24 LIT **
SIGNS Fixture Re-Order Code: PM0000027634 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043992 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: SIGNS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 9 - Row: 3 Lower Notch: 21 Fixture Type: TRAYS Fixture Description: FW FM M&P FNDTN 1.5 D2L LIT**
TRAYS Fixture Re-Order Code: PM0000019001 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042407 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042903 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
499	1	N/A	041554539776	FiMe MATTE+PORELESS FNDTN	ESPRESSO	360	
500	1	N/A	041554538748	FiMe MATTE+PORELESS FNDTN	JAVA	375	
501	1	N/A	041554539752	FiMe MATTE+PORELESS FNDTN	DEEP BRONZE	370	
502	1	N/A	041554538731	FiMe MATTE+PORELESS FNDTN	DEEP GOLDEN	368	
503	1	N/A	041554539721	FiMe MATTE+PORELESS FNDTN	NUTMEG	365	
504	1	N/A	041554538724	FiMe MATTE+PORELESS FNDTN	Truffle	362	
505	1	N/A	041554466522	FiMe MATTE+PORELESS FNDTN	Mocha	360	
506	1	N/A	041554538717	FiMe MATTE+PORELESS FNDTN	Latte	358	

Column: 9 - Row: 4 Lower Notch: 15 Fixture Type: TRAYS Fixture Description: FW FM M&P FNDTN 3.5 D2L LIT**
TRAYS Fixture Re-Order Code: PM0000019001 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042407 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042905 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
507	1	N/A	041554438192	FiMe MATTE+PORELESS FNDTN	Warm Honey	322	
508	1	N/A	041554466478	FiMe MATTE+PORELESS FNDTN	NATURAL TAN	320	
509	1	N/A	041554539622	FiMe MATTE+PORELESS FNDTN	GOLDEN	312	
510	1	N/A	041554433500	FiMe MATTE+PORELESS FNDTN	Sun Beige	310	
511	1	N/A	041554539615	FiMe MATTE+PORELESS FNDTN	CLASSIC BEIGE	245	
512	1	N/A	041554538700	FiMe MATTE+PORELESS FNDTN	LIGHT HONEY	242	
513	1	N/A	041554438185	FiMe MATTE+PORELESS FNDTN	Rich Tan	238	
514	1	N/A	041554433494	FiMe MATTE+PORELESS FNDTN	Pure Beige	235	

Column: 9 - Row: 5 Lower Notch: 9 Fixture Type: TRAYS Fixture Description: FW FM M&P FNDTN 5.5 D2L LIT**
TRAYS Fixture Re-Order Code: PM0000019001 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042407 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042907 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
515	1	N/A	041554466454	FiMe MATTE+PORELESS FNDTN	CREAMY BEIGE	122	
516	1	N/A	041554433449	FiMe MATTE+PORELESS FNDTN	Clsc Ivory	120	
517	1	N/A	041554539462	FiMe MATTE+PORELESS FNDTN	LIGHT BEIGE	118	
518	1	N/A	041554433432	FiMe MATTE+PORELESS FNDTN	Ivory	115	
519	1	N/A	041554433425	FiMe MATTE+PORELESS FNDTN	Ntrl Ivory	112	
520	1	N/A	041554433418	FiMe MATTE+PORELESS FNDTN	Porcelain	110	
521	1	N/A	041554538328	FiMe MATTE+PORELESS FNDTN	Fair Ivory	105	
522	1	N/A	041554538311	FiMe MATTE+PORELESS FNDTN	FAIR PORCELAIN	102	

Column: 9 - Row: 6 Lower Notch: 1 Fixture Type: TRAYS Fixture Description: FW FM M&P PDR 1.2 LIT **
TRAYS Fixture Re-Order Code: PM0000014619 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042405 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000044113, PM0000044112 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
523	1	N/A	041554553482	FiMe MATTE+PORELESS PDR	JAVA	375	
524	1	N/A	041554553529	FiMe MATTE+PORELESS PDR	Nutmeg	365	
525	1	N/A	041554488364	FiMe MATTE+PORELESS PDR	Mocha	360	

Row: 1								Lower Notch: 31
Row: 2								Lower Notch: 28
Row: 3	499	500	501	502	503	504	505	Lower Notch: 21
Row: 4	507	508	509	510	511	512	513	Lower Notch: 15
Row: 5	515	516	517	518	519	520	521	Lower Notch: 9
Row: 6	527	523	528	524	529	525	530	Lower Notch: 1
Row: 7	531	532	533	534	535	536	537	Lower Notch: 30
Row: 8	544	539	545	540	546	541	547	Lower Notch: 23
Row: 9	553	549	554	550	555	551	556	Lower Notch: 15
Row: 10			557	558	559			Lower Notch: 8
Row: 11		560		561	562			Lower Notch: 1
								Lower Notch: -1

526	1	N/A	041554553468	FiMe MATTE+PORELESS PDR	Coconut	355	
527	1	N/A	041554553512	FiMe MATTE+PORELESS PDR	Warm Sun	334	
528	1	N/A	041554433852	FiMe MATTE+PORELESS PDR	Toffee	330	
529	1	N/A	041554488357	FiMe MATTE+PORELESS PDR	NATURAL TAN	320	
530	1	N/A	041554433845	FiMe MATTE+PORELESS PDR	Sun Beige	310	

Column: 9 - Row: 7		Lower Notch: 30		Fixture Type: TRAYS		Fixture Description: FW FM D&S FNDTN 1.2 D2L LIT **	
TRAYS Fixture Re-Order Code: PM0000019001						SS Graphic Re-Order Code:	
Graphic Re-Order Code:						SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code: PM0000042389						TRAYS Fixture Rolled-Up Code:	
Shade Chart Re-Order Code: PM0000042890						UPC Blade Code:	
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
531	1	N/A	041554339895	FiMe DEW+SMTH FNDTN	Mocha	360	
532	1	N/A	041554247152	FiMe DEW+SMTH FNDTN	Coconut	355	
533	1	N/A	041554400816	FiMe DEW+SMTH FNDTN	Toffee	330	
534	1	N/A	041554238778	FiMe DEW+SMTH FNDTN	Soft Honey	315	
535	1	N/A	041554238761	FiMe DEW+SMTH FNDTN	Sun Bge	310	
536	1	N/A	041554339697	FiMe DEW+SMTH FNDTN	Gldn Bge	240	
537	1	N/A	041554238747	FiMe DEW+SMTH FNDTN	Pure Bge	235	
538	1	N/A	041554238730	FiMe DEW+SMTH FNDTN	Nat Buff	230	

Column: 9 - Row: 8		Lower Notch: 23		Fixture Type: TRAYS		Fixture Description: FW FM BLUSH 1.1 LIT **	
TRAYS Fixture Re-Order Code: PM0000023553						SS Graphic Re-Order Code:	
Graphic Re-Order Code:						SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code: PM0000042391						TRAYS Fixture Rolled-Up Code:	
Shade Chart Re-Order Code: PM0000028435, PM0000028436						UPC Blade Code:	
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
539	1	N/A	041554503067	FIT ME BLUSH	Buff	10	
540	1	N/A	041554503074	FIT ME BLUSH	Nude	15	
541	1	N/A	041554503098	FIT ME BLUSH	Mauve	20	
542	1	N/A	041554503104	FIT ME BLUSH	Pink	25	
543	1	N/A	041554503111	FIT ME BLUSH	Rose	30	
544	1	N/A	041554503135	FIT ME BLUSH	Coral	35	
545	1	N/A	041554503142	FIT ME BLUSH	Peach	40	
546	1	N/A	041554503159	FIT ME BLUSH	Plum	45	
547	1	N/A	041554503524	FIT ME BLUSH	Wine	50	
548	1	N/A	041554503722	FIT ME BLUSH	BERRY	55	

Column: 9 - Row: 9		Lower Notch: 15		Fixture Type: TRAYS		Fixture Description: FW FM LOOSE PDR 1.1 D2L LIT **	
TRAYS Fixture Re-Order Code: PM0000024116						SS Graphic Re-Order Code:	
Graphic Re-Order Code:						SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code: PM0000042392						TRAYS Fixture Rolled-Up Code:	
Shade Chart Re-Order Code: PM0000042885, PM0000042886						UPC Blade Code:	
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
549	1	N/A	041554503050	FIT ME LOOSE POWDER	Dark	40	
550	1	N/A	041554503043	FIT ME LOOSE POWDER	Deep	35	
551	1	N/A	041554503036	FIT ME LOOSE POWDER	Medium Deep	30	
552	1	N/A	041554502046	FIT ME LOOSE POWDER	Medium	25	
553	1	N/A	041554502039	FIT ME LOOSE POWDER	Light Medium	20	
554	1	N/A	041554502022	FIT ME LOOSE POWDER	Light	15	
555	1	N/A	041554502015	FIT ME LOOSE POWDER	FAIR LIGHT	10	
556	1	N/A	041554501995	FIT ME LOOSE POWDER	Fair	05	

Column: 9 - Row: 10		Lower Notch: 8		Fixture Type: TRAYS		Fixture Description: FW FM PRIMER+FS FIXSPRY+BNNAPDR UT LIT **	
TRAYS Fixture Re-Order Code: PL2000000895						SS Graphic Re-Order Code: PM0000042938	
Graphic Re-Order Code:						SS Holder Re-Order Code: PM0000035924	
Carrier Tray Graphic Re-Order Code: PM0000042412						TRAYS Fixture Rolled-Up Code:	
Shade Chart Re-Order Code: PM0000042936						UPC Blade Code:	
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
557	1	N/A	041554584431	Fit Me Primers	Mattifying	00	
558	1	N/A	041554562927	LASTING FIX SETTING SPRAY	Lasting Fix Set Spray	00	
559	1	N/A	041554586480	Lasting Fix Banana Powder	Banana	10	

Column: 9 - Row: 11		Lower Notch: 1		Fixture Type: TRAYS		Fixture Description: FW FS MSTR BLSH+CNTR PAL 1.1 LIT **	
TRAYS Fixture Re-Order Code: PL2000000498						SS Graphic Re-Order Code: PM0000040601	
Graphic Re-Order Code:						SS Holder Re-Order Code: PM0000014723	
Carrier Tray Graphic Re-Order Code: PM0000042383						TRAYS Fixture Rolled-Up Code:	
Shade Chart Re-Order Code: PM0000031551						UPC Blade Code:	
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
560	1	N/A	041554496475	FACE STUDIO MASTER BLUSH PALETTE	Blush Palette	10	
561	1	N/A	041554455595	FACE STUDIO MASTER CONTOUR	Light to Medium	10	
562	1	N/A	041554455601	FACE STUDIO MASTER CONTOUR	Medium to Deep	20	

Row: 1		Lower Notch: 31
Row: 2		Lower Notch: 28
Row: 3	499 500 501 502 503 504 505 506	Lower Notch: 21
Row: 4	507 508 509 510 511 512 513 514	Lower Notch: 15
Row: 5	515 516 517 518 519 520 521 522	Lower Notch: 9
Row: 6	527 523 528 524 529 525 530 526	Lower Notch: 1
Row: 7	531 532 533 534 535 536 537 538	Lower Notch: 30
Row: 8	544 539 545 540 546 541 547 542 548 543	Lower Notch: 23
Row: 9	553 549 554 550 555 551 556 552	Lower Notch: 15
Row: 10	557 558 559	Lower Notch: 8
Row: 11	560 561 562	Lower Notch: 1
		Lower Notch: -1

Column: 9 - Lower Notch: -1 Fixture Type: SPECIAL KIT Fixture Description: FW GRID WALL BRACKET KIT 1 PER FOOT **
 SPECIAL KIT Fixture Re-Order Code: PM0000030670 SS Graphic Re-Order Code:
 Graphic Re-Order Code: SS Holder Re-Order Code:
 Carrier Tray Graphic Re-Order Code: SPECIAL KIT Fixture Rolled-Up Code:
 Shade Chart Re-Order Code: UPC Blade Code:

Row: 1		Lower Notch: 31
Row: 2		Lower Notch: 28
Row: 3	499 500 501 502 503 504 505 506	Lower Notch: 21
Row: 4	507 508 509 510 511 512 513 514	Lower Notch: 15
Row: 5	515 516 517 518 519 520 521 522	Lower Notch: 9
Row: 6	523 524 525 526 527 528 529 530	Lower Notch: 1
Row: 7	531 532 533 534 535 536 537 538	Lower Notch: 30
Row: 8	539 540 541 542 543 544 545 546 547 548	Lower Notch: 23
Row: 9	549 550 551 552 553 554 555 556	Lower Notch: 15
Row: 10	557 558 559 560 561 562	Lower Notch: 8
Row: 11		Lower Notch: 1 Lower Notch: -1

WAKEFERN 12' X 70" MAYBELLINE FASHION WALL PLANOGRAM - SPRING 2024
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Column: 0 - Row: 0 Fixture Type: DIVIDER Fixture Description: FW LOGO PANEL LIT
DIVIDER Fixture Re-Order Code: PM0000019043 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000013215 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: DIVIDER Fixture Rolled-Up Code: PM0000019043
Shade Chart Re-Order Code: UPC Blade Code:

Column: 9 - Row: 1 Lower Notch: 31 Fixture Type: SIGNS Fixture Description: FW FM HDR (BTY+PRODUCT) 8X24 LIT **
SIGNS Fixture Re-Order Code: PM0000030017 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043952 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: SIGNS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 9 - Row: 2 Lower Notch: 28 Fixture Type: SIGNS Fixture Description: FW FM M&P (NAV) 3X24 LIT **
SIGNS Fixture Re-Order Code: PM0000027634 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043992 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: SIGNS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 10 - Row: 1 Lower Notch: 21 Fixture Type: TRAYS Fixture Description: FW FM M&P FNDTN 2.5 D2L LIT**
TRAYS Fixture Re-Order Code: PM0000019001 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042407 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042904 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
563	1	N/A	041554439677	FitMe MATTE+PORELESS FNDTN	WARM COCONUT	356	
564	1	N/A	041554433524	FitMe MATTE+PORELESS FNDTN	Coconut	355	
565	1	N/A	041554466515	FitMe MATTE+PORELESS FNDTN	CAPPUCCINO	340	
566	1	N/A	041554466508	FitMe MATTE+PORELESS FNDTN	SPICY BROWN	338	
567	1	N/A	041554466492	FitMe MATTE+PORELESS FNDTN	Classic Tan	335	
568	1	N/A	041554539639	FitMe MATTE+PORELESS FNDTN	WARM SUN	334	
569	1	N/A	041554466485	FitMe MATTE+PORELESS FNDTN	GOLDEN CARAMEL	332	
570	1	N/A	041554433517	FitMe MATTE+PORELESS FNDTN	Toffee	330	

Column: 10 - Row: 2 Lower Notch: 15 Fixture Type: TRAYS Fixture Description: FW FM M&P FNDTN 4.5 D2L LIT**
TRAYS Fixture Re-Order Code: PM0000019001 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042407 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042906 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
571	1	N/A	041554433487	FitMe MATTE+PORELESS FNDTN	Ntrl Buff	230	
572	1	N/A	041554438178	FitMe MATTE+PORELESS FNDTN	Soft Tan	228	
573	1	N/A	041554466461	FitMe MATTE+PORELESS FNDTN	True Beige	222	
574	1	N/A	041554433470	FitMe MATTE+PORELESS FNDTN	Ntrl Beige	220	
575	1	N/A	041554433463	FitMe MATTE+PORELESS FNDTN	Buff Beige	130	
576	1	N/A	041554438161	FitMe MATTE+PORELESS FNDTN	Warm Nude	128	
577	1	N/A	041554433456	FitMe MATTE+PORELESS FNDTN	Nude Beige	125	
578	1	N/A	041554538694	FitMe MATTE+PORELESS FNDTN	SOFT SAND	124	

Column: 10 - Row: 3 Lower Notch: 9 Fixture Type: TRAYS Fixture Description: FW FM STICK 1.1 D2L LIT **
TRAYS Fixture Re-Order Code: PM0000012935 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042390 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042883 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
579	1	N/A	041554337402	FitMe Oil-Free Stick Foundation	Coconut	355	
580	1	N/A	041554337266	FitMe Oil-Free Stick Foundation	Toffee	330	
581	1	N/A	041554334487	FitMe Oil-Free Stick Foundation	Pure Beige	235	
582	1	N/A	041554332872	FitMe Oil-Free Stick Foundation	Natural Beige	220	
583	1	N/A	041554332865	FitMe Oil-Free Stick Foundation	Buff Beige	130	
584	1	N/A	041554332858	FitMe Oil-Free Stick Foundation	Classic Ivory	120	
585	1	N/A	041554332841	FitMe Oil-Free Stick Foundation	Ivory	115	
586	1	N/A	041554332827	FitMe Oil-Free Stick Foundation	Porcelain	110	

Column: 10 - Row: 4 Lower Notch: 1 Fixture Type: TRAYS Fixture Description: FW FM M&P PDR 2.2 LIT **
TRAYS Fixture Re-Order Code: PM0000014619 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042405 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042973, PM0000042974 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
587	1	N/A	041554488340	FitMe MATTE+PORELESS PDR	Pure Beige	235	
588	1	N/A	041554433821	FitMe MATTE+PORELESS PDR	Natural Buff	230	
589	1	N/A	041554488333	FitMe MATTE+PORELESS PDR	True Beige	222	

Row: 1									Lower Notch: 31
Row: 2									Lower Notch: 28
Row: 1	563	564	565	566	567	568	569	570	Lower Notch: 21
Row: 2	571	572	573	574	575	576	577	578	Lower Notch: 15
Row: 3	579	580	581	582	583	584	585	586	Lower Notch: 9
Row: 4	591	587	592	588	593	589	594	590	Lower Notch: 1
Row: 5	595	596	597	598	599	600	601	602	Lower Notch: 30
Row: 6									Lower Notch: 23
Row: 7	615	616	617	618	619	620			Lower Notch: 14
Row: 8		621	622	623					Lower Notch: 9
Row: 9	627	624	628	625	626				Lower Notch: 1
									Lower Notch: -1

590	1	N/A	041554433814	FiMe MATTE+PORELESS PDR	Natural Beige	220	
591	1	N/A	041554433807	FiMe MATTE+PORELESS PDR	Buff Beige	130	
592	1	N/A	041554433784	FiMe MATTE+PORELESS PDR	Classic Ivory	120	
593	1	N/A	041554433753	FiMe MATTE+PORELESS PDR	Porcelain	110	
594	1	N/A	041554433746	FiMe MATTE+PORELESS PDR	Translucent	100	

Column: 10 - Row: 5		Lower Notch: 30	Fixture Type: TRAYS	Fixture Description: FW FM D&S FNDTN 2.2 D2L LIT **			
TRAYS Fixture Re-Order Code: PM0000019001				SS Graphic Re-Order Code:			
Graphic Re-Order Code:				SS Holder Re-Order Code:			
Carrier Tray Graphic Re-Order Code: PM0000042389				TRAYS Fixture Rolled-Up Code:			
Shade Chart Re-Order Code: PM0000042891				UPC Blade Code:			
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
595	1	N/A	041554238723	FiMe DEW+SMTH FNDTN	Med Buff	225	
596	1	N/A	041554238716	FiMe DEW+SMTH FNDTN	Nat Bge	220	
597	1	N/A	041554238709	FiMe DEW+SMTH FNDTN	Sandy Bge	210	
598	1	N/A	041554238696	FiMe DEW+SMTH FNDTN	Buff Bge	130	
599	1	N/A	041554238679	FiMe DEW+SMTH FNDTN	Nude Bge	125	
600	1	N/A	041554238662	FiMe DEW+SMTH FNDTN	Cisc Ivry	120	
601	1	N/A	041554238655	FiMe DEW+SMTH FNDTN	Ivry	115	
602	1	N/A	041554238648	FiMe DEW+SMTH FNDTN	Porcelain	110	

Column: 10 - Row: 6		Lower Notch: 23	Fixture Type: TRAYS	Fixture Description: FW FM CNCLR 1.1 D2L LIT **			
TRAYS Fixture Re-Order Code: PM0000028554				SS Graphic Re-Order Code: PM0000040562			
Graphic Re-Order Code:				SS Holder Re-Order Code: PM0000026527			
Carrier Tray Graphic Re-Order Code: PM0000042393				TRAYS Fixture Rolled-Up Code:			
Shade Chart Re-Order Code: PM0000042999				UPC Blade Code:			
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
603	1	N/A	041554550504	FiMe CONCEALER	Cocoa	60	
604	1	N/A	041554550498	FiMe CONCEALER	Hazelnut	55	
605	1	N/A	041554247756	FiMe CONCEALER	Cafe	50	
606	1	N/A	041554550481	FiMe CONCEALER	Tan	45	
607	1	N/A	041554550474	FiMe CONCEALER	Caramel	40	
608	1	N/A	041554247749	FiMe CONCEALER	Deep	35	
609	1	N/A	041554550467	FiMe CONCEALER	Honey	30	
610	1	N/A	041554247725	FiMe CONCEALER	Med	25	
611	1	N/A	041554247732	FiMe CONCEALER	Sand	20	
612	1	N/A	041554247718	FiMe CONCEALER	Light	15	
613	1	N/A	041554247701	FiMe CONCEALER	Fair	10	
614	1	N/A	041554550450	FiMe CONCEALER	Ivory	05	

Column: 10 - Row: 7		Lower Notch: 14	Fixture Type: TRAYS	Fixture Description: FW FS MSTR PRIME+BLURSTK 1.1 LIT **			
TRAYS Fixture Re-Order Code: PL2000000482				SS Graphic Re-Order Code:			
Graphic Re-Order Code:				SS Holder Re-Order Code:			
Carrier Tray Graphic Re-Order Code: PM0000042382				TRAYS Fixture Rolled-Up Code:			
Shade Chart Re-Order Code: PM0000031546				UPC Blade Code:			
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
615	1	N/A	041554547429	MASTER PRIME BLUR + HYDRATE	MASTER PRIME BLUR + HYDRATE	050	
616	1	N/A	041554431957	FACE STUDIO MASTER PRIME	Blur + Smooth	100	
617	1	N/A	041554431971	FACE STUDIO MASTER PRIME	Blur + Redness Control	300	
618	1	N/A	041554551792	MASTER PRIME BLUR + HYDRATE	BLUR + PORE MINIMIZE	400	
619	1	N/A	041554551808	MASTER PRIME BLUR + HYDRATE	BLUR + PROTECT	500	
620	1	N/A	041554548341	Master Prime Blur Stick	Universal Transparent	100	

Column: 10 - Row: 8		Lower Notch: 9	Fixture Type: TRAYS	Fixture Description: FW FS CITY BRONZE 1.1 LIT **			
TRAYS Fixture Re-Order Code: PL2000000469				SS Graphic Re-Order Code: PM0000036848			
Graphic Re-Order Code:				SS Holder Re-Order Code: PM0000027619			
Carrier Tray Graphic Re-Order Code: PM0000042375				TRAYS Fixture Rolled-Up Code:			
Shade Chart Re-Order Code: PM0000028816				UPC Blade Code:			
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
621	1	N/A	041554562958	FACE STUDIO CITY BRONZER	100	100	
622	1	N/A	041554562965	FACE STUDIO CITY BRONZER	200	200	
623	1	N/A	041554562972	FACE STUDIO CITY BRONZER	300	300	

Column: 10 - Row: 9		Lower Notch: 1	Fixture Type: TRAYS	Fixture Description: FW FS CHROME+HOLO 1.1 LIT **			
TRAYS Fixture Re-Order Code: PM0000026547				SS Graphic Re-Order Code: PM0000039074			
Graphic Re-Order Code:				SS Holder Re-Order Code: PE0000001878,PM1000020415			
Carrier Tray Graphic Re-Order Code: PM0000042425				TRAYS Fixture Rolled-Up Code:			
Shade Chart Re-Order Code: PM0000039071,PM0000039072				UPC Blade Code:			
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
624	1	N/A	041554542578	FACE STUDIO MASTER CHROME METALLIC H...	Molten Rose Gold	050	
625	1	N/A	041554538281	FACE STUDIO MASTER CHROME METALLIC H...	Molten Gold	100	
626	1	N/A	041554547757	MASTER HOLOGRAPHIC	Master Holographic	50	
627	1	N/A	041554553918	FACE STUDIO MASTER CHROME METALLIC H...	Molten Peach	150	
628	1	N/A	041554553925	FACE STUDIO MASTER CHROME METALLIC H...	Molten Topaz	200	

Row: 1		Lower Notch: 31
Row: 2		Lower Notch: 28
Row: 1	563 564 565 566 567 568 569 570	Lower Notch: 21
Row: 2	571 572 573 574 575 576 577 578	Lower Notch: 15
Row: 3	579 580 581 582 583 584 585 586	Lower Notch: 9
Row: 4	587 588 589 590 591 592 593 594 595 596 597 598 599 600 601 602	Lower Notch: 1
Row: 5	603 604 605 606 607 608 609 610 611 612 613 614	Lower Notch: 30
Row: 6	615 616 617 618 619 620	Lower Notch: 23
Row: 7	621 622 623	Lower Notch: 14
Row: 8	624 625 626	Lower Notch: 9
Row: 9	627 628	Lower Notch: 1 Lower Notch: -1

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

Row: 1		Lower Notch: 31
Row: 2		Lower Notch: 28
Row: 1	563 564 565 566 567 568 569 570	Lower Notch: 21
Row: 2	571 572 573 574 575 576 577 578	Lower Notch: 15
Row: 3	579 580 581 582 583 584 585 586	Lower Notch: 9
Row: 4	591 587 592 588 593 589 594 590	Lower Notch: 1
Row: 5	595 596 597 598 599 600 601 602	Lower Notch: 30
Row: 6	603 604 605 606 607 608 609 610 611 612 613 614	Lower Notch: 23
Row: 7	615 616 617 618 619 620	Lower Notch: 14
Row: 8	621 622 623	Lower Notch: 9
Row: 9	624 625 626	Lower Notch: 1
		Lower Notch: -1

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

Column: 11 - Row: 1 Lower Notch: 35 Fixture Type: SIGNS Fixture Description: FW MNY LOGO HDR 4X24 LIT **
SIGNS Fixture Re-Order Code: PL2000000195 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000028002 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: SIGNS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 11 - Row: 2 Lower Notch: 17 Fixture Type: HOT SPOT Fixture Description: FW HOTSPOT SS SKIN TINT LIT **
HOT SPOT Fixture Re-Order Code: PM0000029248, PL2000000703 SS Graphic Re-Order Code: PM0000043861
Graphic Re-Order Code: PM0000043863, PM0000043866, PM0000043869 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOT SPOT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 11 - Row: 3 Lower Notch: 10 Fixture Type: TRAYS Fixture Description: FW SS FC FNDTN 1.3 LIT **
TRAYS Fixture Re-Order Code: PM0000013437 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042416 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042784 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
638	1	N/A	041554559453	SUPERSTAY FULL COVERAGE FOUNDATION	JAVA	375	
639	1	N/A	041554559446	SUPERSTAY FULL COVERAGE FOUNDATION	Deep Bronze	370	
640	1	N/A	041554541533	SUPERSTAY FULL COVERAGE FOUNDATION	Mocha	360	
641	1	N/A	041554541519	SUPERSTAY FULL COVERAGE FOUNDATION	Coconut	355	
642	1	N/A	041554559439	SUPERSTAY FULL COVERAGE FOUNDATION	Cappuccino	340	
643	1	N/A	041554559422	SUPERSTAY FULL COVERAGE FOUNDATION	GOLDEN CARAMEL	332	
644	1	N/A	041554541496	SUPERSTAY FULL COVERAGE FOUNDATION	Toffee	330	
645	1	N/A	041554541489	SUPERSTAY FULL COVERAGE FOUNDATION	Honey	320	

Column: 11 - Row: 4 Lower Notch: 3 Fixture Type: TRAYS Fixture Description: FW SS FC FNDTN 2.3 LIT **
TRAYS Fixture Re-Order Code: PM0000013437 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042416 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042787 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
646	1	N/A	041554541472	SUPERSTAY FULL COVERAGE FOUNDATION	Golden	312	
647	1	N/A	041554541465	SUPERSTAY FULL COVERAGE FOUNDATION	Sun Beige	310	
648	1	N/A	041554541458	SUPERSTAY FULL COVERAGE FOUNDATION	Natural Beige	220	
649	1	N/A	041554565621	SUPERSTAY FULL COVERAGE FOUNDATION	Light Tan	140	
650	1	N/A	041554541441	SUPERSTAY FULL COVERAGE FOUNDATION	Buff Beige	130	
651	1	N/A	041554589900	SUPERSTAY FULL COVERAGE FOUNDATION	Medium Beige	129	
652	1	N/A	041554541434	SUPERSTAY FULL COVERAGE FOUNDATION	Warm Nude	128	
653	1	N/A	041554565614	SUPERSTAY FULL COVERAGE FOUNDATION	Sand Beige	127	

Column: 11 - Row: 5 Lower Notch: 31 Fixture Type: TRAYS Fixture Description: FW SS FC FNDTN 3.3 LIT **
TRAYS Fixture Re-Order Code: PM0000013437 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042416 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042789 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
654	1	N/A	041554565607	SUPERSTAY FULL COVERAGE FOUNDATION	Nude Beige	125	
655	1	N/A	041554541427	SUPERSTAY FULL COVERAGE FOUNDATION	Classic Ivory	120	
656	1	N/A	041554559415	SUPERSTAY FULL COVERAGE FOUNDATION	Light Beige	118	
657	1	N/A	041554559408	SUPERSTAY FULL COVERAGE FOUNDATION	Ivory	115	
658	1	N/A	041554541410	SUPERSTAY FULL COVERAGE FOUNDATION	Natural Ivory	112	
659	1	N/A	041554541403	SUPERSTAY FULL COVERAGE FOUNDATION	Porcelain	110	
660	1	N/A	041554559392	SUPERSTAY FULL COVERAGE FOUNDATION	Fair Ivory	105	
661	1	N/A	041554541397	SUPERSTAY FULL COVERAGE FOUNDATION	FAIR PORCELAIN	102	

Column: 11 - Row: 6 Lower Notch: 23 Fixture Type: TRAYS Fixture Description: FW SS SKIN TINT 1.3 LIT **
TRAYS Fixture Re-Order Code: PM0000021728 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043093 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042858 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042745 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
662	1	N/A	041554083958	UP TO 24HR SKIN TINT	375	375	
663	1	N/A	041554083941	UP TO 24HR SKIN TINT	374	374	
664	1	N/A	041554083934	UP TO 24HR SKIN TINT	372	372	

Row: 1 Lower Notch: 35

Row: 2 Lower Notch: 17

Row: 3 Lower Notch: 10

Row: 4 Lower Notch: 3

Row: 5 Lower Notch: 31

Row: 6 Lower Notch: 23

Row: 7 Lower Notch: 15

Row: 8 Lower Notch: 9

Row: 9 Lower Notch: 1
Lower Notch: -1

665	1	N/A	041554083910	UP TO 24HR SKIN TINT	368	368	
666	1	N/A	041554083897	UP TO 24HR SKIN TINT	355	355	
667	1	N/A	041554083880	UP TO 24HR SKIN TINT	338	338	

Column: 11 - Row: 7 Lower Notch: 15 Fixture Type: TRAYS Fixture Description: FW SS SKIN TINT 2.3 LIT **
TRAYS Fixture Re-Order Code: PM0000021728 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042858 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042746 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
668	1	N/A	041554083966	UP TO 24HR SKIN TINT	330	330	
669	1	N/A	041554083859	UP TO 24HR SKIN TINT	322	322	
670	1	N/A	041554083842	UP TO 24HR SKIN TINT	312	312	
671	1	N/A	041554083835	UP TO 24HR SKIN TINT	310	310	
672	1	N/A	041554083828	UP TO 24HR SKIN TINT	220	220	
673	1	N/A	041554083811	UP TO 24HR SKIN TINT	130	130	

Column: 11 - Row: 8 Lower Notch: 9 Fixture Type: TRAYS Fixture Description: FW SS SKIN TINT 3.3 LIT **
TRAYS Fixture Re-Order Code: PM0000021728 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042858 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042747 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
674	1	N/A	041554083804	UP TO 24HR SKIN TINT	129	129	
675	1	N/A	041554083781	UP TO 24HR SKIN TINT	120	120	
676	1	N/A	041554083774	UP TO 24HR SKIN TINT	118	118	
677	1	N/A	041554083750	UP TO 24HR SKIN TINT	112	112	
678	1	N/A	041554083743	UP TO 24HR SKIN TINT	110	110	
679	1	N/A	041554083699	UP TO 24HR SKIN TINT	102	102	

Column: 11 - Row: 9 Lower Notch: 1 Fixture Type: TRAYS Fixture Description: FW SS 24HR PDR 1.2 LIT **
TRAYS Fixture Re-Order Code: PM0000029245 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042431 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000040876, PM0000040877 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
680	1	N/A	041554081077	SUPER STAY 24HR POWDER	375	375	
681	1	N/A	041554081060	SUPER STAY 24HR POWDER	370	370	
682	1	N/A	041554081053	SUPER STAY 24HR POWDER	360	360	
683	1	N/A	041554081046	SUPER STAY 24HR POWDER	355	355	
684	1	N/A	041554081039	SUPER STAY 24HR POWDER	340	340	
685	1	N/A	041554081022	SUPER STAY 24HR POWDER	332	332	
686	1	N/A	041554081015	SUPER STAY 24HR POWDER	312	312	
687	1	N/A	041554081008	SUPER STAY 24HR POWDER	310	310	

Column: 11 - Lower Notch: -1 Fixture Type: SPECIAL KIT Fixture Description: FW GRID WALL BRACKET KIT 1 PER FOOT **
SPECIAL KIT Fixture Re-Order Code: PM0000030670 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: SPECIAL KIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Row: 1		Lower Notch: 35
Row: 2	629 630 631 632 633 634 635 636 637	Lower Notch: 17
Row: 3	638 639 640 641 642 643 644 645	Lower Notch: 10
Row: 4	646 647 648 649 650 651 652 653	Lower Notch: 3
Row: 5	654 655 656 657 658 659 660 661	Lower Notch: 31
Row: 6	662 663 664 665 666 667	Lower Notch: 23
Row: 7	668 669 670 671 672 673	Lower Notch: 15
Row: 8	674 675 676 677 678 679	Lower Notch: 9
Row: 9	680 681 682 683 684 685 686 687	Lower Notch: 1 Lower Notch: -1

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

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

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

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

Column: 11 - Row: 1 Lower Notch: 35 Fixture Type: SIGNS Fixture Description: FW MNY LOGO HDR 4X24 LIT **
SIGNS Fixture Re-Order Code: PL2000000195 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000028002 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: SIGNS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 11 - Row: 2 Lower Notch: 17 Fixture Type: HOT SPOT Fixture Description: FW HOTSPOT SS SKIN TINT LIT **
HOT SPOT Fixture Re-Order Code: PM0000029248, PL2000000703 SS Graphic Re-Order Code: PM0000043861
Graphic Re-Order Code: PM0000043863, PM0000043866, PM0000043869 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOT SPOT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 12 - Row: 1 Lower Notch: 10 Fixture Type: TRAYS Fixture Description: FW DRM BB CREAMS 1.2 (FRESH) D2L LIT **
TRAYS Fixture Re-Order Code: PM0000021728 SS Graphic Re-Order Code: PM0000043908
Graphic Re-Order Code: SS Holder Re-Order Code: PM0000035923
Carrier Tray Graphic Re-Order Code: PM0000042380 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042874 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
697	1	N/A	041554587050	DREAM FRESH BB	Deep	140	
698	1	N/A	041554282658	DREAM FRESH BB	Medium/Deep	130	
699	1	N/A	041554282641	DREAM FRESH BB	Medium	120	
700	1	N/A	041554282634	DREAM FRESH BB	Light Medium	110	
701	1	N/A	041554587043	DREAM FRESH BB	Light	100	

Column: 12 - Row: 2 Lower Notch: 4 Fixture Type: TRAYS Fixture Description: FW DRM BB CREAMS 2.2 (PURE) D2L LIT **
TRAYS Fixture Re-Order Code: PM0000021728 SS Graphic Re-Order Code: PM0000043907
Graphic Re-Order Code: SS Holder Re-Order Code: PM0000035923
Carrier Tray Graphic Re-Order Code: PM0000042380 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042875 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
702	1	N/A	041554587074	DREAM PURE BB	Deep	140	
703	1	N/A	041554349719	DREAM PURE BB	Medium/Deep	130	
704	1	N/A	041554349573	DREAM PURE BB	Medium	120	
705	1	N/A	041554349542	DREAM PURE BB	Light/Medium	110	
706	1	N/A	041554587067	DREAM PURE BB	Light	100	

Column: 12 - Row: 3 Lower Notch: 31 Fixture Type: TRAYS Fixture Description: FW DRM RADIANT FNDTN 1.1 LIT **
TRAYS Fixture Re-Order Code: PM0000034431 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042400 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000038047 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
707	1	N/A	041554579079	DREAM RADIANT LIQUID FOUNDATION	Porcelain Ivory	10	
708	1	N/A	041554579086	DREAM RADIANT LIQUID FOUNDATION	Classic Ivory	20	
709	1	N/A	041554579093	DREAM RADIANT LIQUID FOUNDATION	Ivory Beige	30	
710	1	N/A	041554579109	DREAM RADIANT LIQUID FOUNDATION	Nude Beige	35	
711	1	N/A	041554579123	DREAM RADIANT LIQUID FOUNDATION	Creamy Natural	50	
712	1	N/A	041554579154	DREAM RADIANT LIQUID FOUNDATION	Natural Beige	75	

Row: 1											Lower Notch: 35		
Row: 2	688	689	690	691	692	693	694	695	696		Lower Notch: 17		
Row: 1			697	698	699	700	701					Lower Notch: 10	
Row: 2			702	703	704	705	706					Lower Notch: 4	
Row: 3		707	708	709	710	711	712	713	714			Lower Notch: 31	
Row: 4		717		718		719	715	720	716			Lower Notch: 23	
Row: 5		723	721		724	722			725	726		Lower Notch: 15	
Row: 6		727	728	729	730	731	732	733	734	735	736	737	Lower Notch: 13
Row: 7		742	738		739		740		745	741			Lower Notch: 9
Row: 8		742	738		743		744		745	741			Lower Notch: 1
Row: 9													Lower Notch: -1

713	1	N/A	041554579178	DREAM RADIANT LIQUID FOUNDATION	Honey Beige	90	
714	1	N/A	041554579215	DREAM RADIANT LIQUID FOUNDATION	Cocoa	130	

Column: 12 - Row: 4 Lower Notch: 23 Fixture Type: TRAYS Fixture Description: FW DRM MATTE MOUSSE 1.2 D2L LIT **
TRAYS Fixture Re-Order Code: PM1000012439 SS Graphic Re-Order Code: PM0000042503
Graphic Re-Order Code: SS Holder Re-Order Code: PM0000013027
Carrier Tray Graphic Re-Order Code: PM0000042381 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043050, PM0000043051 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
715	1	N/A	041554511871	DREAM MATTE MOUSSE FOUNDATION	Cocoa	130	
716	1	N/A	041554510164	DREAM MATTE MOUSSE FOUNDATION	Caramel	120	
717	1	N/A	041554507171	DREAM MATTE MOUSSE FOUNDATION	Honey Beige	90	
718	1	N/A	041554507164	DREAM MATTE MOUSSE FOUNDATION	Medium Beige	80	
719	1	N/A	041554537741	DREAM MATTE MOUSSE FOUNDATION	Natural Beige	75	
720	1	N/A	041554507157	DREAM MATTE MOUSSE FOUNDATION	Pure Beige	70	

Column: 12 - Row: 5 Lower Notch: 15 Fixture Type: TRAYS Fixture Description: FW DRM MATTE MOUSSE 2.2 D2L LIT **
TRAYS Fixture Re-Order Code: PM1000012439 SS Graphic Re-Order Code: PM0000042504
Graphic Re-Order Code: SS Holder Re-Order Code: PM0000013027
Carrier Tray Graphic Re-Order Code: PM0000042377 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043052, PM0000043053 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
721	1	N/A	041554507140	DREAM MATTE MOUSSE FOUNDATION	Sandy Beige	60	
722	1	N/A	041554537734	DREAM MATTE MOUSSE FOUNDATION	Light Beige	55	
723	1	N/A	041554507133	DREAM MATTE MOUSSE FOUNDATION	Creamy Natural	50	
724	1	N/A	041554507126	DREAM MATTE MOUSSE FOUNDATION	Nude	40	
725	1	N/A	041554507102	DREAM MATTE MOUSSE FOUNDATION	Classic Ivory	20	
726	1	N/A	041554507096	DREAM MATTE MOUSSE FOUNDATION	Porcelain Ivory	10	

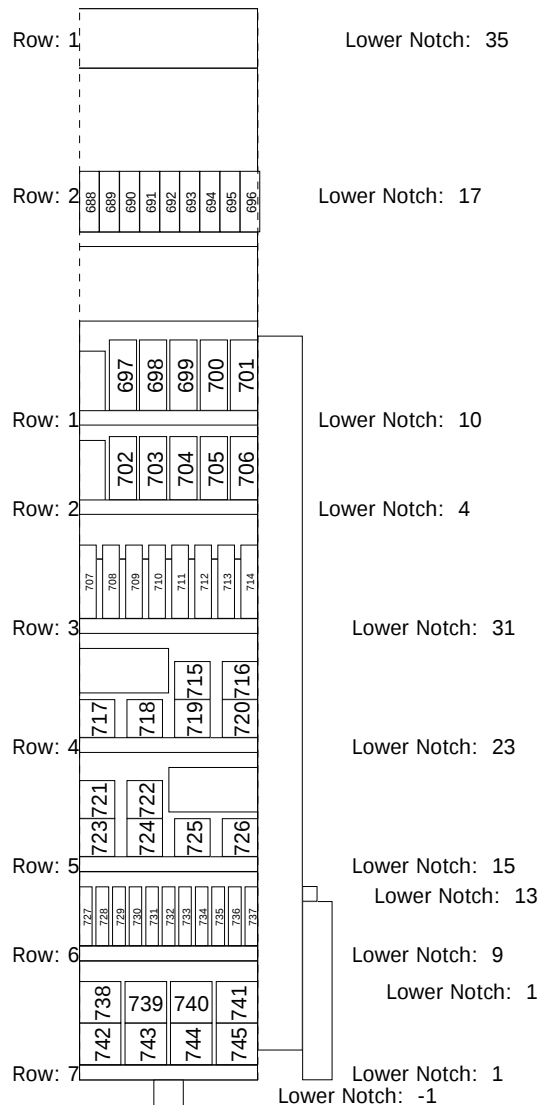
Column: 12 - Row: 6 Lower Notch: 9 Fixture Type: TRAYS Fixture Description: FW SS CNCLR 1.1 LIT **
TRAYS Fixture Re-Order Code: PM0000038848 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042423 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000038715 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
727	1	N/A	041554071566	SUPER STAY CONCEALER	70	70	
728	1	N/A	041554071559	SUPER STAY CONCEALER	57	57	
729	1	N/A	041554071535	SUPER STAY CONCEALER	45	45	
730	1	N/A	041554071528	SUPER STAY CONCEALER	42	42	
731	1	N/A	041554071504	SUPER STAY CONCEALER	27	27	
732	1	N/A	041554071498	SUPER STAY CONCEALER	25	25	
733	1	N/A	041554071481	SUPER STAY CONCEALER	22	22	
734	1	N/A	041554071467	SUPER STAY CONCEALER	18	18	
735	1	N/A	041554071450	SUPER STAY CONCEALER	15	15	
736	1	N/A	041554071436	SUPER STAY CONCEALER	10	10	
737	1	N/A	041554071429	SUPER STAY CONCEALER	05	05	

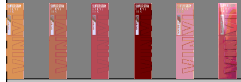
Column: 12 - Row: 7 Lower Notch: 1 Fixture Type: TRAYS Fixture Description: FW SS 24HR PDR 2.2 LIT **
TRAYS Fixture Re-Order Code: PM0000029245 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: PM0000042431 TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000040880, PM0000040881 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
738	1	N/A	041554080995	SUPER STAY 24HR POWDER	220	220	
739	1	N/A	041554080988	SUPER STAY 24HR POWDER	130	130	
740	1	N/A	041554080971	SUPER STAY 24HR POWDER	128	128	
741	1	N/A	041554080964	SUPER STAY 24HR POWDER	120	120	
742	1	N/A	041554080957	SUPER STAY 24HR POWDER	118	118	
743	1	N/A	041554080940	SUPER STAY 24HR POWDER	112	112	
744	1	N/A	041554080933	SUPER STAY 24HR POWDER	110	110	
745	1	N/A	041554080926	SUPER STAY 24HR POWDER	102	102	

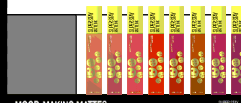
Column: 12 - Lower Notch: -1 Fixture Type: SPECIAL KIT Fixture Description: FW GRID WALL BRACKET KIT 1 PER FOOT **
SPECIAL KIT Fixture Re-Order Code: PM0000030670 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: SPECIAL KIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:



MAYBE



HYDRATING LIP GLOSS



MOOD-MAKING MATTES



LONGWEAR MATTE LIQUID LIPCOLOR



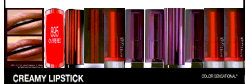
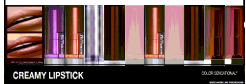
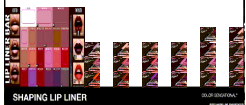
LONGWEAR MATTE LIQUID LIPCOLOR



LONGWEAR MATTE LIQUID LIPCOLOR





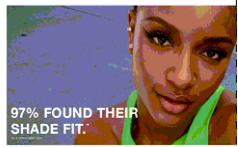


BACK PANEL
MERCHANDISING



NELS 40+30=70"
DISE SPACE=71"





FIT ME **MATTE +**



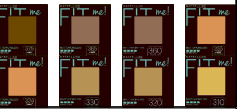
BREATHABLE & OIL-FREE. LIGHTWEIGHT, NATURAL FINISH. 1 FL. OZ. (30 mL)



BREATHABLE & OIL-FREE. LIGHTWEIGHT, NATURAL FINISH. 1 FL. OZ. (30 mL)



BREATHABLE & OIL-FREE. LIGHTWEIGHT, NATURAL FINISH. 1 FL. OZ. (30 mL)



HYDRATING & SMOOTHING. LIGHTWEIGHT, DEWY FINISH. 1 FL. OZ. (30 mL)



NATURAL, ALL DAY COLOR. 1 FL. OZ. (30 mL)



LIGHTWEIGHT COVERAGE. NATURAL FINISH. 1 FL. OZ. (30 mL)





PORELESS



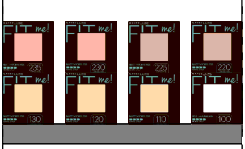
BREATHABLE & OIL-FREE, LIGHTWEIGHT NATURAL FINISH



BREATHABLE & OIL-FREE, LIGHTWEIGHT NATURAL FINISH



LIGHT TO MEDIUM COVERAGE, MATTE FINISH



HYDRATING & SMOOTHING, LIGHTWEIGHT DEWY FINISH



BREATHABLE, OIL-FREE CONCEALER, MEDIUM COVERAGE



BLURRING AND SMOOTHING PRIMER



MATTE BRONZER + CONTOUR POWDER



METALLIC, LUMINOUS HIGHLIGHTER

MAYBE



FULL COVERAGE, NATURAL MATTE FINISH.



FULL COVERAGE, NATURAL MATTE FINISH.



FULL COVERAGE, NATURAL MATTE FINISH.



SKIN-LIKE COVERAGE, NATURAL FINISH.



SKIN-LIKE COVERAGE, NATURAL FINISH.



SKIN-LIKE COVERAGE, NATURAL FINISH.



UP TO 24HR HYBRID POWDER FOUNDATION
MULTI-MATTE FINISH

UP TO 24HR HYBRID POWDER FOUNDATION
MULTI-MATTE FINISH

