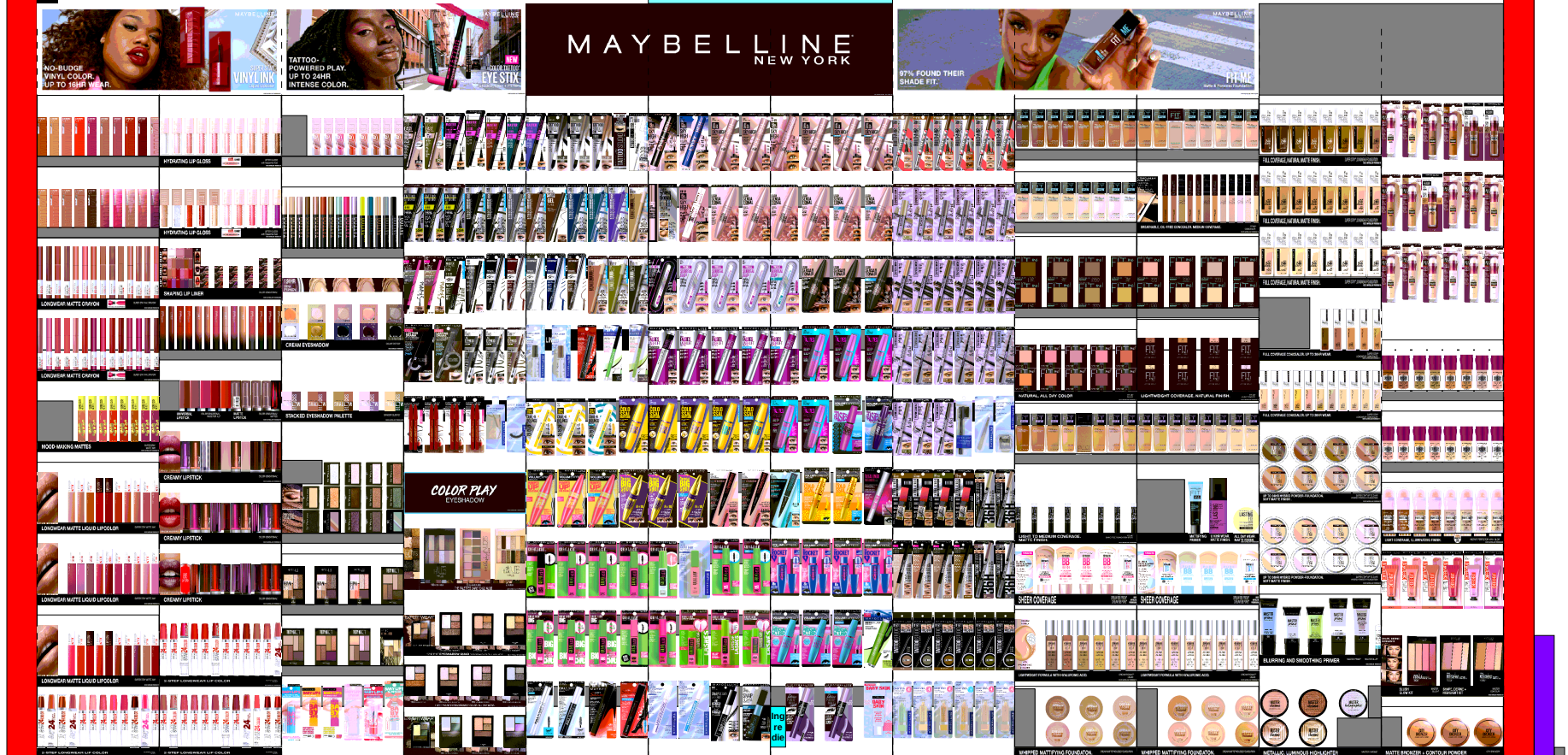


MAYBELLINE
NEW YORK

WAKEFERN 12' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

POG Name: MNYWAK1272ULH_NOPDQ_IS24.psa

BACK PANELS $40+30=70''$
MERCHANDISE SPACE $=72''$



WAKEFERN 12' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024
MNYWAK1272ULHNOPDQ.IS24

Column: 1 - Row: 2 Lower Notch: 27 Fixture Type: HEADER LIT Fixture Description: SS VINYL INK HDR (BTY+PRODUCT) 2FT LIT **
HEADER LIT Fixture Re-Order Code: PL2000000034 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043978 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER LIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 1 - Row: 3 Lower Notch: 19 Fixture Type: TRAYS Fixture Description: SS VINYL INK 1.2 **
TRAYS Fixture Re-Order Code: PL2000000612 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042207 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043755 UPC Blade Code:

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

Column: 1 - Row: 4 Lower Notch: 12 Fixture Type: TRAYS Fixture Description: SS VINYL INK 2.2 **
TRAYS Fixture Re-Order Code: PL2000000612 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042207 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043756 UPC Blade Code:

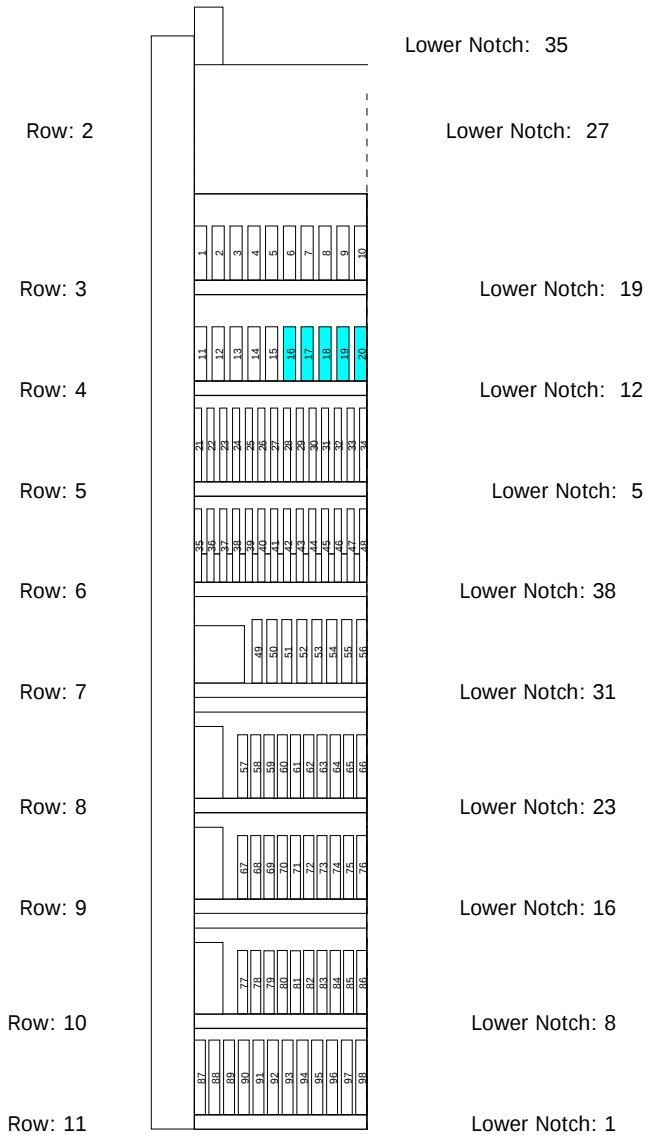
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
11	1	N/A	041554080414	SUPER STAY VINYL INK	Charmed	100	
12	1	N/A	041554080407	SUPER STAY VINYL INK	Golden	105	
13	1	N/A	041554079319	SUPER STAY VINYL INK	Peppy	115	
14	1	N/A	041554079302	SUPER STAY VINYL INK	Punchy	120	
15	1	N/A	041554080445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

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

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
21	1	N/A	041554064704	SUPERSTAY INK CRAYON	DRIVE THE FUTURE	165	
22	1	N/A	041554558753	SUPERSTAY INK CRAYON	LIVE ON THE EDGE	5	
23	1	N/A	041554558785	SUPERSTAY INK CRAYON	RISE TO THE TOP	110	
24	1	N/A	041554558784	SUPERSTAY INK CRAYON	ENJOY THE VIEW	20	
25	1	N/A	041554064667	SUPERSTAY INK CRAYON	WORK FOR IT	140	
26	1	N/A	041554064728	SUPERSTAY INK CRAYON	BREAK THE CEILING	145	
27	1	N/A	041554064674	SUPERSTAY INK CRAYON	STOP AT NOTHING	160	
28	1	N/A	041554587869	SUPERSTAY INK CRAYON	REACH HIGH	100	
29	1	N/A	041554587852	SUPERSTAY INK CRAYON	ON THE GRIND	105	
30	1	N/A	041554558760	SUPERSTAY INK CRAYON	TRUST YOUR GUT	10	
31	1	N/A	041554064681	SUPERSTAY INK CRAYON	ACHIEVE IT ALL	155	
32	1	N/A	041554558777	SUPERSTAY INK CRAYON	LEAD THE WAY	15	
33	1	N/A	041554558777	SUPERSTAY INK CRAYON	LEAD THE WAY	15	
34	1	N/A	041554557787	SUPERSTAY INK CRAYON	KEEP IT FUN	90	

Column: 1 - Row: 6 Lower Notch: 38 Fixture Type: TRAYS Fixture Description: SS INK CRAYON 2.2 **
TRAYS Fixture Re-Order Code: PL2000000410 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042180 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000038712 UPC Blade Code:

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



Column: 1 - Row: 7		Lower Notch: 31		Fixture Type: TRAYS		Fixture Description: SS MATTE INK MOODMAKERS 1.1 **	
TRAYS Fixture Re-Order Code: PL2000000421						SS Graphic Re-Order Code: PM0000042795	
Graphic Re-Order Code: PM0000042744						SS Holder Re-Order Code: PM1000013468	
Carrier Tray Graphic Re-Order Code:						TRAYS Fixture Rolled-Up Code:	
Shade Chart Re-Order Code: PM000004099						UPC Blade Code:	
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
49	1	N/A	041554082852	MATTE INK MOOD MAKERS	MEDITATOR	430	
50	1	N/A	041554082869	MATTE INK MOOD MAKERS	DE-STRESSER	435	
51	1	N/A	041554082876	MATTE INK MOOD MAKERS	PLEASURE SEEKER	440	
52	1	N/A	041554082883	MATTE INK MOOD MAKERS	ENERGIZER	445	
53	1	N/A	041554082890	MATTE INK MOOD MAKERS	MOTIVATOR	450	
54	1	N/A	041554082906	MATTE INK MOOD MAKERS	HARMONIZER	455	
55	1	N/A	041554085426	MATTE INK MOOD MAKERS	OPTIMIST	460	
56	1	N/A	041554085433	MATTE INK MOOD MAKERS	REVIVER	465	

Column: 1 - Row: 8		Lower Notch: 23		Fixture Type: TRAYS		Fixture Description: SS MATTE INK 1.3 **	
TRAYS Fixture Re-Order Code: PL2000000421						SS Graphic Re-Order Code: PM0000042184	
Graphic Re-Order Code: PM0000042179						SS Holder Re-Order Code: PM0000018521	
Carrier Tray Graphic Re-Order Code:						TRAYS Fixture Rolled-Up Code:	
Shade Chart Re-Order Code: PM0000038708						UPC Blade Code:	
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
57	1	N/A	041554496895	SUPERSTAY MATTE INK	LOYALIST	5	
58	1	N/A	041554543681	SUPERSTAY MATTE INK	POET	60	
59	1	N/A	041554545419	SUPERSTAY MATTE INK	GLOBETROTTER	135	
60	1	N/A	041554589511	SUPERSTAY MATTE INK	HUSTLER	335	
61	1	N/A	041554589504	SUPERSTAY MATTE INK	INNOVATOR	330	
62	1	N/A	041554545426	SUPERSTAY MATTE INK	GROUND-BREAKER	117	
63	1	N/A	041554543711	SUPERSTAY MATTE INK	AMAZONIAN	703	
64	1	N/A	041554543660	SUPERSTAY MATTE INK	SEDUCTRESS	65	
65	1	N/A	041554545502	SUPERSTAY MATTE INK	SELF-STARTER	130	
66	1	N/A	041554577839	SUPERSTAY MATTE INK	RINGLEADER	175	

Column: 1 - Row: 9		Lower Notch: 16		Fixture Type: TRAYS		Fixture Description: SS MATTE INK 2.3 **	
TRAYS Fixture Re-Order Code: PL2000000421						SS Graphic Re-Order Code: PM0000042185	
Graphic Re-Order Code: PM0000042179						SS Holder Re-Order Code: PM0000018521	
Carrier Tray Graphic Re-Order Code:						TRAYS Fixture Rolled-Up Code:	
Shade Chart Re-Order Code: PM0000038709						UPC Blade Code:	
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
67	1	N/A	041554577860	SUPERSTAY MATTE INK	SAVANT	155	
68	1	N/A	041554577846	SUPERSTAY MATTE INK	REVOLUTIONARY	180	
69	1	N/A	041554577822	SUPERSTAY MATTE INK	MOVER	160	
70	1	N/A	041554543643	SUPERSTAY MATTE INK	RULER	80	
71	1	N/A	041554554472	SUPERSTAY MATTE INK	FOUNDER	115	
72	1	N/A	041554554499	SUPERSTAY MATTE INK	ARTIST	120	
73	1	N/A	041554577853	SUPERSTAY MATTE INK	PATH-FINDER	150	
74	1	N/A	041554496918	SUPERSTAY MATTE INK	LOVER	15	
75	1	N/A	041554496901	SUPERSTAY MATTE INK	DREAMER	10	
76	1	N/A	041554554496	SUPERSTAY MATTE INK	INSPIRER	125	

Column: 1 - Row: 10		Lower Notch: 8		Fixture Type: TRAYS		Fixture Description: SS MATTE INK 3.3 **	
TRAYS Fixture Re-Order Code: PL2000000421						SS Graphic Re-Order Code: PM0000042186	
Graphic Re-Order Code: PM0000042179						SS Holder Re-Order Code: PM0000018521	
Carrier Tray Graphic Re-Order Code:						TRAYS Fixture Rolled-Up Code:	
Shade Chart Re-Order Code: PM0000038710						UPC Blade Code:	
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
77	1	N/A	041554496949	SUPERSTAY MATTE INK	ROMANTIC	30	
78	1	N/A	041554554533	SUPERSTAY MATTE INK	DANCER	118	
79	1	N/A	041554589498	SUPERSTAY MATTE INK	SHOT CALLER	325	
80	1	N/A	041554496925	SUPERSTAY MATTE INK	PIONEER	20	
81	1	N/A	041554589528	SUPERSTAY MATTE INK	EXHILARATOR	340	
82	1	N/A	041554496987	SUPERSTAY MATTE INK	VOYAGER	50	
83	1	N/A	041554554540	SUPERSTAY MATTE INK	COMPOSER	112	
84	1	N/A	041554496963	SUPERSTAY MATTE INK	BELIEVER	40	
85	1	N/A	041554543704	SUPERSTAY MATTE INK	VISIONARY	95	
86	1	N/A	041554543636	SUPERSTAY MATTE INK	HUNTRESS	90	

Column: 1 - Row: 11		Lower Notch: 1		Fixture Type: TRAYS		Fixture Description: SS 24HR LIP 2.3 **	
TRAYS Fixture Re-Order Code: PL2000000386						SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000042094						SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:						TRAYS Fixture Rolled-Up Code:	
Shade Chart Re-Order Code: PM0000037938						UPC Blade Code:	
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
87	1	N/A	041554064902	SS 2 STEP 24 HR LIPCOLOR	COPPER GLISTEN	910	
88	1	N/A	041554335927	SS 2 STEP 24 HR LIPCOLOR	Constant Toast	136	
89	1	N/A	041554064889	SS 2 STEP 24 HR LIPCOLOR	SULTRY AMBER	915	
90	1	N/A	041554238280	SS 2 STEP 24 HR LIPCOLOR	Timeless Toffee	150	
91	1	N/A	041554544619	SS 2 STEP 24 HR LIPCOLOR	ALL NIGHT APRICOT	240	
92	1	N/A	041554237931	SS 2 STEP 24 HR LIPCOLOR	So Pearly Pink	110	
93	1	N/A	041554237924	SS 2 STEP 24 HR LIPCOLOR	Blush On	105	
94	1	N/A	041554494945	SS 2 STEP 24 HR LIPCOLOR	PINK GOES ON	215	
95	1	N/A	041554494983	SS 2 STEP 24 HR LIPCOLOR	24/7 FUSCHIA	220	
96	1	N/A	041554064896	SS 2 STEP 24 HR LIPCOLOR	BRONZED DREAM	920	
97	1	N/A	041554237917	SS 2 STEP 24 HR LIPCOLOR	Very Cranberry	100	
98	1	N/A	041554237894	SS 2 STEP 24 HR LIPCOLOR	Timeless Rose	090	

Row: 2

Row: 3

Row: 4

Row: 5

Row: 6

Row: 7

Row: 8

Row: 9

Row: 10

Row: 11

Lower Notch: 35

Lower Notch: 27

Lower Notch: 19

Lower Notch: 12

Lower Notch: 5

Lower Notch: 38

Lower Notch: 31

Lower Notch: 23

Lower Notch: 16

Lower Notch: 8

Lower Notch: 1

WAKEFERN 12' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1272ULHNOPDQ.IS24

Column: 1 - Row: 2 Lower Notch: 27 Fixture Type: HEADER LIT Fixture Description: SS VINYL INK HDR (BTY+PRODUCT) 2FT LIT **
HEADER LIT Fixture Re-Order Code: PL2000000034 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043978 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER LIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 2 - Row: 3 Lower Notch: 19 Fixture Type: TRAYS Fixture Description: LIFTER GLOSS 1.1 **
TRAYS Fixture Re-Order Code: PL2000000621 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042141, PM0000043439 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000036178 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
99	1	N/A	041554583854	LIFTER GLOSS	Pearl	001	
100	1	N/A	041554583961	LIFTER GLOSS	Ice	002	
101	1	N/A	041554583878	LIFTER GLOSS	Moon	003	
102	1	N/A	041554583885	LIFTER GLOSS	Silk	004	
103	1	N/A	041554583892	LIFTER GLOSS	Petal	005	
104	1	N/A	041554583908	LIFTER GLOSS	Reef	006	
105	1	N/A	041554583915	LIFTER GLOSS	Amber	007	
106	1	N/A	041554583922	LIFTER GLOSS	Stone	008	
107	1	N/A	041554583939	LIFTER GLOSS	Topaz	009	
108	1	N/A	041554583946	LIFTER GLOSS	Crystal	010	

Column: 2 - Row: 5 Lower Notch: 12 Fixture Type: TRAYS Fixture Description: LIFTER GLOSS EXTENSION 1.1 **
TRAYS Fixture Re-Order Code: PL2000000621 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042141, PM0000043091 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042779 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
109	1	N/A	041554586992	LIFTER GLOSS	Brass	011	
110	1	N/A	041554587005	LIFTER GLOSS	Opal	012	
111	1	N/A	041554587029	LIFTER GLOSS	Heat	014	
112	1	N/A	041554070903	LIFTER GLOSS	RUST	16	
113	1	N/A	041554070941	LIFTER GLOSS	SUN	20	
114	1	N/A	041554085372	CANDY DROP	GUMMY BEAR	021	
115	1	N/A	041554085419	CANDY DROP	PEACH RING	022	
116	1	N/A	041554085396	CANDY DROP	SWEETHEART	023	
117	1	N/A	041554085402	CANDY DROP	BUBBLEGUM	024	
118	1	N/A	041554085389	CANDY DROP	TAFFY	025	

Column: 2 - Row: 6 Lower Notch: 6 Fixture Type: TRAYS Fixture Description: CS LIP LINERS 1.1
TRAYS Fixture Re-Order Code: PM0000019869 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042084 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code: PM0000019869
Shade Chart Re-Order Code: PM0000041114 UPC Blade Code: PM0000021685

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
119	1	N/A	041554486032	COLOR SENSATIONAL MECHANICAL LINER	Clear	100	
120	1	N/A	041554549300	Color Sensational Shaping Lip Liner	BEIGE BABE	102	
121	1	N/A	041554549331	Color Sensational Shaping Lip Liner	Gone Grieve	104	
122	1	N/A	041554486049	COLOR SENSATIONAL MECHANICAL LINER	NUDE WHISPER	105	
123	1	N/A	041554486056	COLOR SENSATIONAL MECHANICAL LINER	PURELY NUDE	110	
124	1	N/A	041554486063	COLOR SENSATIONAL MECHANICAL LINER	TOTALLY TOFFEE	115	
125	1	N/A	041554549355	Color Sensational Shaping Lip Liner	RAW CHOCOLATE	118	
126	1	N/A	041554486070	COLOR SENSATIONAL MECHANICAL LINER	Rich Chocolate	120	
127	1	N/A	041554486087	COLOR SENSATIONAL MECHANICAL LINER	MAGNETIC MAUVE	125	
128	1	N/A	041554486094	COLOR SENSATIONAL MECHANICAL LINER	DUSTY ROSE	130	
129	1	N/A	041554549287	Color Sensational Shaping Lip Liner	ALMOND ROSE	132	
130	1	N/A	041554549348	Color Sensational Shaping Lip Liner	Pink Wink	134	
131	1	N/A	041554486100	COLOR SENSATIONAL MECHANICAL LINER	PALEST PINK	135	
132	1	N/A	041554486117	COLOR SENSATIONAL MECHANICAL LINER	PINK CORAL	140	
133	1	N/A	041554486124	COLOR SENSATIONAL MECHANICAL LINER	Very Cherry	145	
134	1	N/A	041554486131	COLOR SENSATIONAL MECHANICAL LINER	BRICK RED	150	
135	1	N/A	041554486148	COLOR SENSATIONAL MECHANICAL LINER	WILD VIOLETS	155	
136	1	N/A	041554549324	Color Sensational Shaping Lip Liner	Divine Wine	153	
137	1	N/A	041554492859	COLOR SENSATIONAL MECHANICAL LINER	RICH WINE	160	
138	1	N/A	041554492866	COLOR SENSATIONAL MECHANICAL LINER	PLUM PASSION	165	

Column: 2 - Row: 7 Lower Notch: 40 Fixture Type: TRAYS Fixture Description: CS ULTIMATTES 1.1 **
TRAYS Fixture Re-Order Code: PL2000000409 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042150 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043753 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
139	1	N/A	041554582314	Color Sensational Ultimatte	More Berry	099	
140	1	N/A	041554070682	Color Sensational Ultimatte Neutrals	MORE CEDAR	188	
141	1	N/A	041554582222	Color Sensational Ultimatte	More Ruby	199	
142	1	N/A	041554582239	Color Sensational Ultimatte	More Scarlet	299	
143	1	N/A	041554070705	Color Sensational Ultimatte Neutrals	MORE MOCHA	388	
144	1	N/A	041554070712	Color Sensational Ultimatte Neutrals	MORE STONE	488	
145	1	N/A	041554582277	Color Sensational Ultimatte	More Blush	499	
146	1	N/A	041554070729	Color Sensational Ultimatte Neutrals	MORE BLONDE	588	
147	1	N/A	041554582260	Color Sensational Ultimatte	More Mauve	599	

Row: 2

Lower Notch: 27

Row: 3

Lower Notch: 19

Row: 5

Lower Notch: 12

Row: 6

Lower Notch: 6

Row: 7

Lower Notch: 40

Row: 8

Lower Notch: 34

Row: 9

Lower Notch: 28

Row: 10

Lower Notch: 22

Row: 11

Lower Notch: 16

Row: 12

Lower Notch: 8

Row: 13

Lower Notch: 1

148	1	N/A	041554070736	Color Sensational Ultimatte Neoneutrals	MORE SEPIA	688	
149	1	N/A	041554582284	Color Sensational Ultimatte	More Buff	699	
150	1	N/A	041554582307	Color Sensational Ultimatte	More Taupe	799	
151	1	N/A	041554582253	Color Sensational Ultimatte	More Rust	899	
152	1	N/A	041554582246	Color Sensational Ultimatte	More Truffle	999	

Column: 2 - Row: 8
TRAYS Fixture Re-Order Code: PL2000000446
Graphic Re-Order Code: PM0000042751, PM0000042811
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code: PM0000042752, PM0000042753

Lower Notch: 34
Fixture Type: TRAYS
Fixture Description: CS MFA+MATTES 1.1 RENO **
SS Graphic Re-Order Code: PM0000042813
SS Holder Re-Order Code: PM0000027630
TRAYS Fixture Rolled-Up Code:
UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
153	1	N/A	041554564815	CS MADE FOR ALL	MAIVE FOR ME	373	
154	1	N/A	041554566772	CS MADE FOR ALL	PINK FOR ME	376	
155	1	N/A	041554564860	CS MADE FOR ALL	FUCHSIA FOR ME	379	
156	1	N/A	041554564853	CS MADE FOR ALL	RUBY FOR ME	385	
157	1	N/A	041554564846	CS MADE FOR ALL	RED FOR ME	382	
158	1	N/A	041554453645	COLOR SEN THE MATTES	Nude Nuance	657	
159	1	N/A	041554429893	COLOR SEN THE MATTES	Touch of Spice	660	
160	1	N/A	041554429909	COLOR SEN THE MATTES	Lust for Blush	665	
161	1	N/A	041554429961	COLOR SEN THE MATTES	Divine Wine	695	
162	1	N/A	041554488777	COLOR SENSATIONAL LOADED BOLDS	Pitch Black	845	

Column: 2 - Row: 9
TRAYS Fixture Re-Order Code: PL2000000446
Graphic Re-Order Code: PM0000033907, PM0000042123
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code: PM0000034845, PM0000034848

Lower Notch: 28
Fixture Type: TRAYS
Fixture Description: CS CREAMS 1.3 RENO **
SS Graphic Re-Order Code: PM0000033908
SS Holder Re-Order Code: PM0000027630
TRAYS Fixture Rolled-Up Code:
UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
163	1	N/A	041554578348	COLOR SEN LIPSTICK	COPPER CHARGE	166	
164	1	N/A	041554578317	COLOR SEN LIPSTICK	ALMOND HUSTLE	133	
165	1	N/A	041554264630	COLOR SEN LIPSTICK	Rum Riche	280	
166	1	N/A	041554198645	COLOR SEN LIPSTICK	Crazy For Coffee	275	
167	1	N/A	041554413236	COLOR SEN BUFFS	TOUCHABLE TAUPE	940	
168	1	N/A	041554578300	COLOR SEN LIPSTICK	DOUBLE SHOT	111	
169	1	N/A	041554408546	COLOR SEN BUFFS	NUDE LUST	920	
170	1	N/A	041554198560	COLOR SEN LIPSTICK	Nearly There	205	
171	1	N/A	041554198591	COLOR SEN LIPSTICK	Warm Me Up	235	
172	1	N/A	041554198232	COLOR SEN LIPSTICK	Born With It	15	

Column: 2 - Row: 10
TRAYS Fixture Re-Order Code: PL2000000446
Graphic Re-Order Code: PM0000033910, PM0000042124
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code: PM0000034846, PM0000034849

Lower Notch: 22
Fixture Type: TRAYS
Fixture Description: CS CREAMS 2.3 RENO **
SS Graphic Re-Order Code: PM0000033911
SS Holder Re-Order Code: PM0000027630
TRAYS Fixture Rolled-Up Code:
UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
173	1	N/A	041554198225	COLOR SEN LIPSTICK	Pink Sand	005	
174	1	N/A	041554578249	COLOR SEN LIPSTICK	FLUSH PUNCH	222	
175	1	N/A	041554578287	COLOR SEN LIPSTICK	PINK FLARE	255	
176	1	N/A	041554470994	COLOR SEN LIPSTICK	Romantic Rose	450	
177	1	N/A	041554198300	COLOR SEN LIPSTICK	Pink Wink	105	
178	1	N/A	041554578232	COLOR SEN LIPSTICK	PINK SCORE	244	
179	1	N/A	041554578394	COLOR SEN LIPSTICK	PINK POSE	233	
180	1	N/A	041554248913	COLOR SEN LIPSTICK	Pink & Proper	20	
181	1	N/A	041554578362	COLOR SEN LIPSTICK	CORAL RISE	344	
182	1	N/A	041554578409	COLOR SEN LIPSTICK	HOT CHASE	333	

Column: 2 - Row: 11
TRAYS Fixture Re-Order Code: PL2000000446
Graphic Re-Order Code: PM0000033913, PM0000042125
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code: PM0000034847, PM0000034850

Lower Notch: 16
Fixture Type: TRAYS
Fixture Description: CS CREAMS 3.3 RENO **
SS Graphic Re-Order Code: PM0000033914
SS Holder Re-Order Code: PM0000027630
TRAYS Fixture Rolled-Up Code:
UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
183	1	N/A	041554294996	COLOR SEN LIP VIVIDS	ON FIRE RED	895	
184	1	N/A	041554248906	COLOR SEN LIPSTICK	Red Revolution	630	
185	1	N/A	041554198553	COLOR SEN LIPSTICK	Red Revival	645	
186	1	N/A	041554578386	COLOR SEN LIPSTICK	CRIMSON RACE	311	
187	1	N/A	041554198423	COLOR SEN LIPSTICK	On The Mauve	445	
188	1	N/A	041554198409	COLOR SEN LIPSTICK	Plum Paradise	425	
189	1	N/A	041554283426	COLOR SEN LIPSTICK	Blossful Berry	415	
190	1	N/A	041554198416	COLOR SEN LIPSTICK	Plum Perfect	435	
191	1	N/A	041554578416	COLOR SEN LIPSTICK	PLUM RULE	411	
192	1	N/A	041554578423	COLOR SEN LIPSTICK	BERRY GO	400	

Column: 2 - Row: 12
TRAYS Fixture Re-Order Code: PL2000000386
Graphic Re-Order Code: PM0000042094
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code: PM0000042782

Lower Notch: 8
Fixture Type: TRAYS
Fixture Description: SS 24HR LIP 1.3 **
SS Graphic Re-Order Code:
SS Holder Re-Order Code:
TRAYS Fixture Rolled-Up Code:
UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
193	1	N/A	041554237757	SS 2 STEP 24 HR LIPCOLOR	Continuous Coral	020	
194	1	N/A	041554237757	SS 2 STEP 24 HR LIPCOLOR	Continuous Coral	020	
195	1	N/A	041554558876	SS 2 STEP 24 HR LIPCOLOR	Crisp Magenta	305	
196	1	N/A	041554237788	SS 2 STEP 24 HR LIPCOLOR	Keep It Red	035	
197	1	N/A	041554494969	SS 2 STEP 24 HR LIPCOLOR	ETERNAL CHERRY	200	
198	1	N/A	041554558890	SS 2 STEP 24 HR LIPCOLOR	Optic Ruby	310	

Row: 2

Lower Notch: 27

Row: 3

Lower Notch: 19

Row: 5

Lower Notch: 12

Row: 6

Lower Notch: 6

Row: 7

Lower Notch: 40

Row: 8

Lower Notch: 34

Row: 9

Lower Notch: 28

Row: 10

Lower Notch: 22

Row: 11

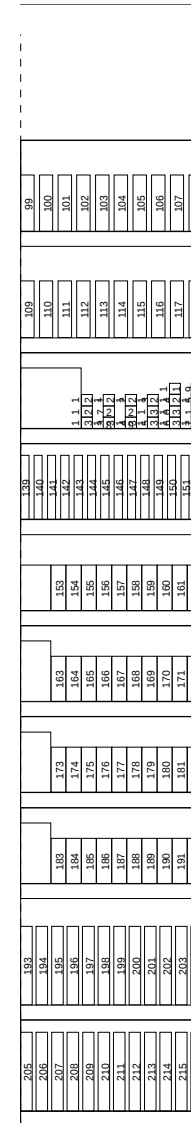
Lower Notch: 16

Row: 12

Lower Notch: 8

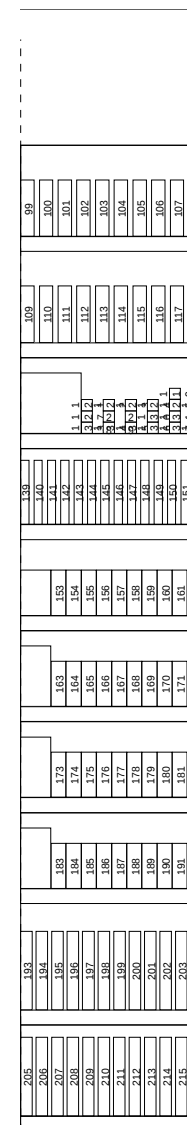
Row: 13

Lower Notch: 1



LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
205	1	N/A	0415545561075	SS 2 STEP 24 HR LIPCOLOR	FIRMLY MAUVE	245	
206	1	N/A	0415545568883	SS 2 STEP 24 HR LIPCOLOR	Frosted Mauve	045	
207	1	N/A	0415542378001	SS 2 STEP 24 HR LIPCOLOR	Wear On Wilberry	080	
208	1	N/A	0415542378770	SS 2 STEP 24 HR LIPCOLOR	Infinite Plum	080	
209	1	N/A	0415542378725	SS 2 STEP 24 HR LIPCOLOR	Perpetual Plum	055	
210	1	N/A	0415545561990	SS 2 STEP 24 HR LIPCOLOR	RELENTLESS RUBY	255	
211	1	N/A	0415545569905	SS 2 STEP 24 HR LIPCOLOR	Frozen Rose	315	
212	1	N/A	0415542378118	SS 2 STEP 24 HR LIPCOLOR	Unlimited Raisin	050	
213	1	N/A	0415542379555	SS 2 STEP 24 HR LIPCOLOR	Always Heather	120	
214	1	N/A	0415545562027	SS 2 STEP 24 HR LIPCOLOR	MERLOT ARMOUR	265	
215	1	N/A	0415545648772	SS 2 STEP 24 HR LIPCOLOR	BROOKLYN SUNSET	825	
216	1	N/A	0415545648895	SS 2 STEP 24 HR LIPCOLOR	GLYCE ABL	830	

Lower Notch: 1



WAKEFERN 12' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1272ULHNOPDQ.IS24

Column: 3 - Row: 1 Lower Notch: 27 Fixture Type: HEADER LIT Fixture Description: COL TAT EYE STIX HDR (BTY+PRODUCT) 2FT ...
HEADER LIT Fixture Re-Order Code: PL2000000034 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043962 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER LIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 3 - Row: 3 Lower Notch: 19 Fixture Type: TRAYS Fixture Description: LIFTER PLUMP 1.1 **
TRAYS Fixture Re-Order Code: PL2000000621 SS Graphic Re-Order Code: PM0000043882
Graphic Re-Order Code: PM0000043770, PM0000043883 SS Holder Re-Order Code: PE000004833
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043752 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
217	1	N/A	041554080704	LIFTER PLUMP	BLUSH BLAZE	001	
218	1	N/A	041554080698	LIFTER PLUMP	MALIVE BITE	002	
219	1	N/A	041554081886	LIFTER PLUMP	PINK STING	003	
220	1	N/A	041554080728	LIFTER PLUMP	RED FLAG	004	
221	1	N/A	041554080711	LIFTER PLUMP	PEACH FEVER	005	
222	1	N/A	041554081879	LIFTER PLUMP	HOT CHILI	006	
223	1	N/A	041554081893	LIFTER PLUMP	COCOA ZING	007	
224	1	N/A	041554080681	LIFTER PLUMP	HOT HONEY	008	

Column: 3 - Row: 4 Lower Notch: 10 Fixture Type: TRAYS Fixture Description: COL TAT EYE STIX 1.1 **
TRAYS Fixture Re-Order Code: PL2000000681 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042743 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043760 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
225	1	N/A	041554084115	EYE STIX	I AM SHINING	10	
226	1	N/A	041554084122	EYE STIX	I AM CONFIDENT	15	
227	1	N/A	041554084139	EYE STIX	I AM INSPIRED	20	
228	1	N/A	041554084146	EYE STIX	I AM DETERMINED	25	
229	1	N/A	041554084153	EYE STIX	I AM COURAGEOUS	30	
230	1	N/A	041554084160	EYE STIX	I AM POWERFUL	35	
231	1	N/A	041554084177	EYE STIX	I AM FIERCE	40	
232	1	N/A	041554084184	EYE STIX	I AM GIVING	45	
233	1	N/A	041554084191	EYE STIX	I AM UNIQUE	50	
234	1	N/A	041554084207	EYE STIX	I AM FEARLESS	55	
235	1	N/A	041554088137	EYE STIX	I AM UNEXPECTED	60	
236	1	N/A	041554088151	EYE STIX	I AM EXTRAVAGANT	70	
237	1	N/A	041554088199	EYE STIX	I AM RARE	90	
238	1	N/A	041554088205	EYE STIX	I AM UNCONVENTIONAL	95	
239	1	N/A	041554088212	EYE STIX	I AM REBELLIOUS	100	
240	1	N/A	041554088229	EYE STIX	I AM UNMATCHED	105	

Column: 3 - Row: 5 Lower Notch: 1 Fixture Type: TRAYS Fixture Description: COL TAT POTS 1.1 **
TRAYS Fixture Re-Order Code: PL2000000482 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000031557, PM0000042106, PM0000042111 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000031554, PM0000031555 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
241	1	N/A	041554567953	COLOR TATTOO POTS	V.I.P	10	
242	1	N/A	041554567885	COLOR TATTOO POTS	FRONT RUNNER	15	
243	1	N/A	041554567892	COLOR TATTOO POTS	SOCIALITE	20	
244	1	N/A	041554567922	COLOR TATTOO POTS	URBANITE	25	
245	1	N/A	041554567908	COLOR TATTOO POTS	HIGH ROLLER	30	
246	1	N/A	041554567915	COLOR TATTOO POTS	CHILL GIRL	35	
247	1	N/A	041554567939	COLOR TATTOO POTS	GOLDEN GIRL	40	
248	1	N/A	041554567977	COLOR TATTOO POTS	TRAILBLAZER	45	
249	1	N/A	041554567946	COLOR TATTOO POTS	KNOCKOUT	50	
250	1	N/A	041554567960	COLOR TATTOO POTS	RISK MAKER	55	

Column: 3 - Row: 6 Lower Notch: 34 Fixture Type: TRAYS Fixture Description: SHADOW BLOCKS 1.1 **
TRAYS Fixture Re-Order Code: PL2000000660 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000040183, PM0000042205 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000040047 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
251	1	N/A	041554075823	SHADOW BLOCKS	82ND & PARK AVE	10	
252	1	N/A	041554075830	SHADOW BLOCKS	WEST 4TH & PERRY ST	20	
253	1	N/A	041554075816	SHADOW BLOCKS	NORTH 3RD & BEDFORD AVE	30	
254	1	N/A	041554075854	SHADOW BLOCKS	BROADWAY & PRINCE ST	40	
255	1	N/A	041554075847	SHADOW BLOCKS	26TH & MADISON AVE	50	

Column: 3 - Row: 7 Lower Notch: 22 Fixture Type: TRAYS Fixture Description: EW MONOS 1.1 (3TIER) **
TRAYS Fixture Re-Order Code: PL2000000441 SS Graphic Re-Order Code: PM0000044257, PM0000044519
Graphic Re-Order Code: PM0000042121 SS Holder Re-Order Code: PM0000027726, PM1000021005
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043764, PM0000043765, PM0000043768 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
256	1	N/A	041554492844	Expertwear Monos	Vanilla	100S	
257	1	N/A	041554490749	Expertwear Monos	Soft Pearl	10S	
258	1	N/A	041554490763	Expertwear Monos	Seashell	30S	

Row: 1

Lower Notch: 27

Row: 3

Lower Notch: 19

Row: 4

Lower Notch: 10

Row: 5

Lower Notch: 1

Row: 6

Lower Notch: 34

Row: 7

Lower Notch: 22

Row: 8

Lower Notch: 15

Row: 9

Lower Notch: 9

Row: 10

Lower Notch: 5

259	1	N/A	041554490770	Expertwear Monos	Nude Glow	40S	
260	1	N/A	041554490756	Expertwear Monos	Linen	20S	
261	1	N/A	041554490794	Expertwear Monos	The Glo Down	60S	
262	1	N/A	041554492682	Expertwear Monos	Made for Mocha	140S	
263	1	N/A	041554490800	Expertwear Monos	Cool Cocoa	70S	
264	1	N/A	041554490824	Expertwear Monos	Forest Green	80S	
265	1	N/A	041554492651	Expertwear Monos	Night Sky	110S	
266	1	N/A	041554552201	Expertwear Monos	DUSTY ROSE	200S	
267	1	N/A	041554492712	Expertwear Monos	Humdrum Plum	170S	
268	1	N/A	041554490787	Expertwear Monos	Tastefully Taupe	50S	
269	1	N/A	041554552232	Expertwear Monos	Sterling Greige	230S	

Column: 3 - Row: 8 Lower Notch: 15 Fixture Type: TRAYS Fixture Description: CITY MINI PALETTE 1.2 **
TRAYS Fixture Re-Order Code: PL2000000445 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042116 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043762 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
270	1	N/A	041554499742	CITY MINI PALETTES	Rooftop Bronzes	400	
271	1	N/A	041554499735	CITY MINI PALETTES	Chili Brunch Neutrals	410	
272	1	N/A	041554499766	CITY MINI PALETTES	Downtown Sunrise	430	
273	1	N/A	041554540772	CITY MINI PALETTES	MATTE ABOUT TOWN	480	

Column: 3 - Row: 9 Lower Notch: 9 Fixture Type: TRAYS Fixture Description: CITY MINI PALETTE 2.2 **
TRAYS Fixture Re-Order Code: PL2000000445 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042116 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043763 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
274	1	N/A	041554552485	CITY MINI PALETTES	Brooklyn Nudes	500	
275	1	N/A	041554552492	CITY MINI PALETTES	Blushed Avenue	510	
276	1	N/A	041554552508	CITY MINI PALETTES	Skyscape Dusk	520	
277	1	N/A	041554563306	CITY MINI PALETTES	Diamond District	540	

Column: 3 - Row: 10 Lower Notch: 5 Fixture Type: HOOK BARS Fixture Description: 6HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984521 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984521
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
278	1	N/A	041554586404	Baby Lips Quenched	Quenched	00S	
279	1	N/A	041554264548	BABY LIPS	CHERRY ME	15	
280	1	N/A	041554264562	BABY LIPS	PINK PUNCH	25	
281	1	N/A	041554424591	BABY LIPS CRYSTAL	Pink Quartz	140	
282	1	N/A	041554483123	BABY LIPS	MY PINK	01	
283	1	N/A	041554404937	BABY LIPS DR RESCUE	Coral Crave	55	

Row: 1

Lower Notch: 27

Row: 3

Lower Notch: 19

Row: 4

Lower Notch: 10

Row: 5

Lower Notch: 1

Row: 6

Lower Notch: 34

Row: 7

Lower Notch: 22

Row: 8

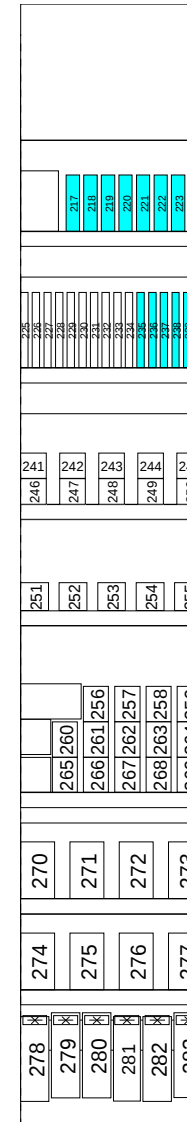
Lower Notch: 15

Row: 9

Lower Notch: 9

Row: 10

Lower Notch: 5



WAKEFERN 12' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1272ULHNOPDQ_IS24

Column: 3 - Row: 1 Lower Notch: 27 Fixture Type: HEADER LIT Fixture Description: COL TAT EYE STIX HDR (BTY+PRODUCT) 2FT ...
HEADER LIT Fixture Re-Order Code: PL2000000034 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043962 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER LIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

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

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
284	1	N/A	041554578907	HYPER EASY LIQUID LINER	Pitch Black	800	
285	1	N/A	041554076431	HYPER EASY LINER	Pitch Brown	810	
286	1	N/A	041554586473	MASTER PRECISE ALL DAY MATTE	MATTE BLACK	310	
287	1	N/A	041554568226	MASTER PREC ALL DAY	Black	110	
288	1	N/A	041554549454	MASTER PREC ALL DAY	FOREST BROWN	111	
289	1	N/A	041554087574	MASTER PRECISE ALL DAY	EMERALD	112	

Column: 4 - Row: 2 Lower Notch: 14 Fixture Type: HOOK BARS Fixture Description: 6HK TS BRUSH TIP INK PEN HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000147 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042237 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
290	1	N/A	041554080810	TATTOO STUDIO BRUSH TIP INK PEN LINER	Jet Black	880	
291	1	N/A	041554081094	INK PEN LINER	MATTE BLACK	881	
292	1	N/A	041554061091	INK PEN LINER	BROWN	882	
293	1	N/A	041554563337	TATTOO STUDIO GEL PENCIL LINER	DEEP ONYX	900	
294	1	N/A	041554563337	TATTOO STUDIO GEL PENCIL LINER	DEEP ONYX	900	
295	1	N/A	041554563344	TATTOO STUDIO GEL PENCIL LINER	INTENSE CHARCOAL	901	

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

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
296	1	N/A	041554460834	MASTER PRECISE SKINNY	Defining Black	210	
297	1	N/A	041554460841	MASTER PRECISE SKINNY	Sharp Brown	220	
298	1	N/A	041554541915	MASTER PRECISE INK LINER	BLACK COMET	510	
299	1	N/A	041554552560	LASTING DRAMA MATTES	JET BLACK	860	
300	1	N/A	041554513493	UNSTOPPABLE EYELINER - CARDED	Onyx	10	
301	1	N/A	041554513523	UNSTOPPABLE EYELINER - CARDED	Cinnabar	20	

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

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
302	1	N/A	041554220186	EYE STUDIO GEL LINER	Blackest Black	50	
303	1	N/A	041554220193	EYE STUDIO GEL LINER	Brown	52	
304	1	N/A	041554572476	LINE EXPRESS	Ebony Black	01	
305	1	N/A	041554572483	LINE EXPRESS	Soft Black	02	
306	1	N/A	041554572490	LINE EXPRESS	Brownish Black	03	

Column: 4 - Row: 5 Lower Notch: 33 Fixture Type: HOOK BARS Fixture Description: 6HK EXPERT EYES TWIN BROW HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000147 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042074 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
307	1	N/A	041554530179	EXPERT EYES TWIN BROW & EYE PENCILS	Velvet Black	01	
308	1	N/A	041554530254	EXPERT EYES TWIN BROW & EYE PENCILS	DARK BROWN	02	
309	1	N/A	041554530667	EXPERT EYES TWIN BROW & EYE PENCILS	Medium Brown	03	
310	1	N/A	041554507379	EXPERT EYES TWIN BROW & EYE PENCILS	Blonde	7	
311	1	N/A	041554535426	EYELASH CURLER	EXPERT TOOLS EYELASH CURLER		
312	1	N/A	041554535457	EYELASH CURLER REFILLS			

Column: 4 - Row: 6 Lower Notch: 25 Fixture Type: CHROME SL... Fixture Description: CATEGORY-SHADOW NAV 4X12 **
CHROME SIGN UR Fixture Re-Order Code: PL2000000038 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043929 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: CHROME SIGN UR Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 4 - Row: 7 Lower Notch: 18 Fixture Type: TRAYS Fixture Description: EYE PALETTES 1.1 **
TRAYS Fixture Re-Order Code: PL2000000444 SS Graphic Re-Order Code: PM0000043901
Graphic Re-Order Code: SS Holder Re-Order Code: PM0000013510
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
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Row: 1

Lower Notch: 27

Row: 1

Lower Notch: 21

Row: 2

Lower Notch: 14

Row: 3

Lower Notch: 7

Row: 4

Lower Notch: 40

Row: 5

Lower Notch: 33

Lower Notch: 25

Row: 7

Lower Notch: 18

Row: 8

Lower Notch: 11

Row: 9

Lower Notch: 6

Row: 10

Lower Notch: 1

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
323	1	N/A	041554409239	EXPERT WEAR QUADS	Emerald Smokes	48Q	
324	1	N/A	041554409260	EXPERT WEAR QUADS	Autumn Coppers	44Q	
325	1	N/A	041554409178	EXPERT WEAR QUADS	Velvet Crush	20Q	

Lower Notch: 1

WAKEFERN 12' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024
MNYWAK1272ULHNOPDQ.IS24

Column: 5 - Row: 1 Lower Notch: 27 Fixture Type: HEADER LIT Fixture Description: MNY LOGO HDR 3FT LIT **
HEADER LIT Fixture Re-Order Code: PL2000000037 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043893 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER LIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 5 - Row: 3 Lower Notch: 21 Fixture Type: HOOK BARS Fixture Description: 6HK TS SMK GEL PEN HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000147 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042156 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
326	1	N/A	041554087581	MASTER PRECISE ALL DAY	COBALT	113	
327	1	N/A	041554588910	TATTOO STUDIO SMOKEY GEL PENCIL LINER	SMOKEY BLACK	10	
328	1	N/A	041554588934	TATTOO STUDIO SMOKEY GEL PENCIL LINER	SMOKEY GREY	20	
329	1	N/A	041554588927	TATTOO STUDIO SMOKEY GEL PENCIL LINER	SMOKEY BROWN	40	
330	1	N/A	041554549416	TATTOO STUDIO DIP IN LIQUID LINER	Black	001	
331	1	N/A	041554563900	TATTOO STUDIO GEL PENCIL LINER	POLISHED WHITE	970	

Column: 5 - Row: 4 Lower Notch: 14 Fixture Type: HOOK BARS Fixture Description: 6HK TS GEL LNR (DEMO) HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000147 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042088 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
332	1	N/A	041554563351	TATTOO STUDIO GEL PENCIL LINER	BOLD BROWN	910	
333	1	N/A	041554568172	TATTOO STUDIO GEL PENCIL LINER	SMOOTH WALNUT	911	
334	1	N/A	041554563863	TATTOO STUDIO GEL PENCIL LINER	STRIKING NAVY	920	
335	1	N/A	041554563870	TATTOO STUDIO GEL PENCIL LINER	DEEP TEAL	921	
336	1	N/A	041554563887	TATTOO STUDIO GEL PENCIL LINER	RICH AMETHYST	940	
337	1	N/A	041554078947	TATTOO STUDIO GEL PENCIL LINER	Rose Gold	980	

Column: 5 - Row: 5 Lower Notch: 7 Fixture Type: HOOK BARS Fixture Description: 6HK TS GEL LNR (DEMO) HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000147 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042088 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
338	1	N/A	041554513530	UNSTOPPABLE EYELINER - CARDED	Pewter	30	
339	1	N/A	041554513547	UNSTOPPABLE EYELINER - CARDED	Sapphire	40	
340	1	N/A	041554513561	UNSTOPPABLE EYELINER - CARDED	Espresso	60	
341	1	N/A	041554078954	TATTOO STUDIO GEL PENCIL LINER	Bronze Spark	981	
342	1	N/A	041554078961	TATTOO STUDIO GEL PENCIL LINER	Emerald Lights	982	
343	1	N/A	041554078978	TATTOO STUDIO GEL PENCIL LINER	Midnight Black	983	

Column: 5 - Row: 6 Lower Notch: 40 Fixture Type: HOOK BARS Fixture Description: 5HK ULTRA LNR (DEMO) HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000145 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042080 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
344	1	N/A	041554533156	LINEWORKS ULTRA LINER WATERPROOF	Black	1	
345	1	N/A	041554533163	LINEWORKS ULTRA LINER WATERPROOF	DARK BROWN	2	
346	1	N/A	041554209440	LINE STILETTO LIQUID LINER	Blackest Black	1	
347	1	N/A	041554009071	DEFINE A LINE	Ebony Black	1	
348	1	N/A	041554009095	DEFINE A LINE	Brownish Black	3	

Column: 5 - Row: 7 Lower Notch: 33 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
349	1	N/A	041554069563	COLOSSAL CURL BOUNCE	Blackest Black	350	
350	1	N/A	041554069566	COLOSSAL CURL BOUNCE	Very Black	355	
351	1	N/A	041554069679	COLOSSAL CURL BOUNCE	Very Black (WTP)	365	
352	1	N/A	041554050899	COLOSSAL	Glam Black	00	

Column: 5 - Row: 8 Lower Notch: 26 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
353	1	N/A	041554409291	COLOSSAL PUMPED UP!	Glam Black	00	
354	1	N/A	041554409284	COLOSSAL PUMPED UP!	Classic Black	01	
355	1	N/A	041554409321	COLOSSAL PUMPED UP!	Classic Black (WTP)	01	
356	1	N/A	041554493719	COLOSSAL BIG SHOT	Blackest Black	223	

Row: 1

Lower Notch: 27

Row: 3

Lower Notch: 21

Row: 4

Lower Notch: 14

Row: 5

Lower Notch: 7

Row: 6

Lower Notch: 40

Row: 7

Lower Notch: 33

Row: 8

Lower Notch: 26

Row: 9

Lower Notch: 19

Row: 10

Lower Notch: 12

Row: 11

Lower Notch: 5

Column: 5 - Row: 9 Lower Notch: 19 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
357	1	N/A	041554670745	GREAT LASH MASCARA	Blackest Black	00	
358	1	N/A	041554532722	GREAT LASH MASCARA	Very Black	1	
359	1	N/A	041554532807	GREAT LASH MASCARA	Brownish Black	2	
360	1	N/A	041554532982	GREAT LASH MASCARA	DARK BROWN	3	

Column: 5 - Row: 10 Lower Notch: 12 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
361	1	N/A	041554209310	GREAT LASH BIG	Blackest Black	00	
362	1	N/A	041554209327	GREAT LASH BIG	Very Black	01	
363	1	N/A	041554209334	GREAT LASH BIG	Brownish Black	02	
364	1	N/A	041554672237	GREAT LASH CURVED BRUSH	Blackest Black	00	

Column: 5 - Row: 11 Lower Notch: 5 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
365	1	N/A	041554605228	FULL 'N' SOFT	Very Black (WTP)	1	
366	1	N/A	041554699159	FULL 'N' SOFT	Very Black	1	
367	1	N/A	041554054156	LASH STILETTO	Very Black	1	
368	1	N/A	041554208832	LASH STILETTO WP	Very Black	01	

Row: 1

Lower Notch: 27

Row: 3

Lower Notch: 21

Row: 4

Lower Notch: 14

Row: 5

Lower Notch: 7

Row: 6

Lower Notch: 40

Row: 7

Lower Notch: 33

Row: 8

Lower Notch: 26

Row: 9

Lower Notch: 19

Row: 10

Lower Notch: 12

Row: 11

Lower Notch: 5

WAKEFERN 12' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1272ULHNOPDQ_IS24

Column: 5 - Row: 1 Lower Notch: 27 Fixture Type: HEADER LIT Fixture Description: MNY LOGO HDR 3FT LIT **
HEADER LIT Fixture Re-Order Code: PL2000000037 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM000043893 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER LIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 6 - Row: 1 Lower Notch: 21 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
369	1	N/A	041554071863	LASH SENSATIONAL SKY HIGH	COSMIC BLACK	799	
370	1	N/A	041554089950	SKY HIGH WSH MASCARA	BLUE MIST	797	
371	1	N/A	041554590517	LASH SENSATIONAL SKY HIGH	BLACKEST BLACK	800	
372	1	N/A	041554590517	LASH SENSATIONAL SKY HIGH	BLACKEST BLACK	800	

Column: 6 - Row: 2 Lower Notch: 14 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
373	1	N/A	041554554076	LASH SENSATIONAL SERUM	LASH SENSATIONAL SERUM	250	
374	1	N/A	041554081336	LASH SENSATIONAL SKY HIGH TINTED PRIM...	Soft Black	810	
375	1	N/A	041554584219	LASH SENSATIONAL	Midnight Black	252	
376	1	N/A	041554420616	LASH SENSATIONAL	Blackest Black	00	

Column: 6 - Row: 3 Lower Notch: 7 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
377	1	N/A	041554087550	SURREAL EXTENSION	META BLACK	165	
378	1	N/A	041554081152	SURREAL EXTENSION	BLACKEST BLACK WSH	170	
379	1	N/A	041554081145	SURREAL EXTENSION	VERY BLACK WSH	175	
380	1	N/A	041554081169	SURREAL EXTENSION	BROWNISH BLACK WSH	180	

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

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
381	1	N/A	041554580364	FALSIES LASH LIFT	ULTRA BLACK INTENSIFIER	195	
382	1	N/A	041554578479	FALSIES LASH LIFT	Blackest Black	200	
383	1	N/A	041554578485	FALSIES LASH LIFT	Very Black	201	
384	1	N/A	041554578492	FALSIES LASH LIFT	VERY BLACK (WTP)	202	

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

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
385	1	N/A	041554050905	COLOSSAL	Classic Black	01	
386	1	N/A	041554056761	COLOSSAL	Glam Brown (Brn/Blk)	2	
387	1	N/A	041554197037	COLOSSAL	Glam Black (WTP)	00	
388	1	N/A	041554197044	COLOSSAL	Classic Black (WTP)	1	

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

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
389	1	N/A	041554493726	COLOSSAL BIG SHOT	Very Black	224	
390	1	N/A	041554493856	COLOSSAL BIG SHOT	Very Black (WTP)	226	
391	1	N/A	041554522556	TOTAL TEMPTATION	BLACKEST BLACK	601	
392	1	N/A	041554522563	TOTAL TEMPTATION	VERY BLACK	602	

Column: 6 - Row: 7 Lower Notch: 19 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
393	1	N/A	041554519457	GREAT LASH MASCARA	Clear	10	
394	1	N/A	041554533064	GREAT LASH MASCARA	Royal Blue	104	
395	1	N/A	041554626964	GREAT LASH MASCARA	Very Black (WTP)	1	
396	1	N/A	041554626988	GREAT LASH MASCARA	Brownish Black (WTP)	3	

BACK PANEL
MERCH
SPAC

Row: 1

Lower Notch: 27

Row: 1

Lower Notch: 21

Row: 2

Lower Notch: 14

Row: 3

Lower Notch: 7

Row: 4

Lower Notch: 40

Row: 5

Lower Notch: 33

Row: 6

Lower Notch: 26

Row: 7

Lower Notch: 19

Row: 8

Lower Notch: 12

Row: 9

Lower Notch: 5

Column: 6 -		Row: 8		Lower Notch: 12		Fixture Type: HOOK BARS		Fixture Description: 4HK GENERIC URBAN HKBR UNLIT	
HOOK BARS Fixture Re-Order Code: 041554984507				SS Graphic Re-Order Code:					
Graphic Re-Order Code:				SS Holder Re-Order Code:					
Carrier Tray Graphic Re-Order Code:				HOOK BARS Fixture Rolled-Up Code: 041554984507					
Shade Chart Re-Order Code:				UPC Blade Code: 041554994452					
LocID	Facings	Acct Code	UPC		Description	Shade	Shade#	Shade Chip Code	
397	1	N/A	041554565294		GREAT LASH CURVED BRUSH	Very Black	1		
398	1	N/A	041554239423		Great Lash Lots of Lashes	Blackest Black	00		
399	1	N/A	041554239416		Great Lash Lots of Lashes	Very Black	01		
400	1	N/A	041554269062		Great Lash Lots of Lashes	Brownish Black	02		

Column: 6 - Row: 9

Lower Notch: 5

Fixture Type: HOOK BARS

Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

HOOK BARS Fixture Re-Order Code: 041554984507

SS Graphic Re-Order Code:

Graphic Re-Order Code:

SS Holder Re-Order Code:

Carrier Tray Graphic Re-Order Code:

HOOK BARS Fixture Rolled-Up Code: 041554984507

Shade Chart Re-Order Code:

UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
401	1	N/A	041554647372	LASH DISCOVERY WASHABLE	Very Black	1	
402	1	N/A	041554650495	LASH DISCOVERY WP	Very Black	1	
403	1	N/A	041554539912	SNPSACARA	Pitch Black	300	
404	1	N/A	041554578539	SNPSACARA	PITCH BLACK (WTP)	340	

BACK PANEL
MERCH.
SPAC

Row: 1

Lower Notch: 27

Row: 1

Lower Notch: 21

Row: 2

Lower Notch: 14

Row: 3

Lower Notch: 7

Row: 4

Lower Notch: 40

Row: 5

Lower Notch: 33

Row: 6

Lower Notch: 26

Row: 7

Lower Notch: 19

Row: 8

Lower Notch: 12

Row: 9

Lower Notch: 5

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

WAKEFERN 12' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1272ULHNOPDQ.IS24

Column: 5 - Row: 1 Lower Notch: 27 Fixture Type: HEADER LIT Fixture Description: MNY LOGO HDR 3FT LIT **
HEADER LIT Fixture Re-Order Code: PL2000000037 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043893 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER LIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 7 - Row: 2 Lower Notch: 21 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
405	1	N/A	041554076448	LASH SENSATIONAL SKY HIGH	True Brown	804	
406	1	N/A	041554590500	LASH SENSATIONAL SKY HIGH	VERY BLACK	801	
407	1	N/A	041554590913	LASH SENSATIONAL SKY HIGH	Very Black (WTP)	802	
408	1	N/A	041554590906	LASH SENSATIONAL SKY HIGH	Brownish Black (WTP)	803	

Column: 7 - Row: 3 Lower Notch: 14 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
409	1	N/A	041554420623	LASH SENSATIONAL	Very Black	01	
410	1	N/A	041554420630	LASH SENSATIONAL	Brownish Black	02	
411	1	N/A	041554420647	LASH SENSATIONAL	Very Black (WTP)	01	
412	1	N/A	041554420654	LASH SENSATIONAL	Brownish Black (WTP)	02	

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

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
413	1	N/A	041554079821	SURREAL EXTENSION	VERY BLACK WTP	185	
414	1	N/A	041554460247	LASH SENSATIONAL LUSCIOUS	Blackest Black	00	
415	1	N/A	041554460254	LASH SENSATIONAL LUSCIOUS	Very Black	01	
416	1	N/A	041554460278	LASH SENSATIONAL LUSCIOUS	Very Black (WTP)	01	

Column: 7 - Row: 5 Lower Notch: 40 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
417	1	N/A	041554578508	FALSIES LASH LIFT	BROWNISH BLACK (WTP)	203	
418	1	N/A	041554217957	FALSIES MASCARA	Blackest Black	00	
419	1	N/A	041554217964	FALSIES MASCARA	Very Black	01	
420	1	N/A	041554217971	FALSIES MASCARA	Brownish Black	02	

Column: 7 - Row: 6 Lower Notch: 33 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
421	1	N/A	041554217988	FALSIES MASCARA	Very Black (WTP)	01	
422	1	N/A	041554217995	FALSIES MASCARA	Brownish Black (WTP)	02	
423	1	N/A	041554240337	FALSIES BLACK DRAMA	Black Drama	10	
424	1	N/A	041554268706	FALSIES FLARED	Blackest Black	00	

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

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
425	1	N/A	041554522679	TOTAL TEMPTATION	Very Black (WTP)	604	
426	1	N/A	041554288254	COLOSSAL CAT EYES MASCARA	Glam Black	01	
427	1	N/A	041554288261	COLOSSAL CAT EYES MASCARA	Glam Black (WTP)	01	
428	1	N/A	041554269567	ILLEGAL LENGTHS MASC	Blackest Black	00	

Column: 7 - Row: 8 Lower Notch: 19 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
429	1	N/A	041554288384	VE ROCKET MASCARA	Blackest Black	00	
430	1	N/A	041554288377	VE ROCKET MASCARA	Very Black	01	
431	1	N/A	041554288391	VE ROCKET MASCARA	Brownish Black	02	
432	1	N/A	041554288452	VE ROCKET MASCARA WP	Very Black	01	

S 40+30=70"
ANDISE
E=72"

Row: 1

Lower Notch: 27

Row: 2

Lower Notch: 21

Row: 3

Lower Notch: 14

Row: 4

Lower Notch: 7

Row: 5

Lower Notch: 40

Row: 6

Lower Notch: 33

Row: 7

Lower Notch: 26

Row: 8

Lower Notch: 19

Row: 9

Lower Notch: 12

Row: 10

Lower Notch: 5

Column: 7 - Row: 9 Lower Notch: 12 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
 HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
 Graphic Re-Order Code: SS Holder Re-Order Code:
 Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
 Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
433	1	N/A	041554281446	MEGA PLUSH MASCARA	Blackest Black	00	
434	1	N/A	041554281460	MEGA PLUSH MASCARA	Very Black	01	
435	1	N/A	041554281484	MEGA PLUSH MASCARA	Very Black (WTP)	01	
436	1	N/A	041554007503	DEFINE A LASH LENGTH MASCARA	Very Black	1	

Column: 7 - Row: 10 Lower Notch: 5 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
 HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
 Graphic Re-Order Code: SS Holder Re-Order Code:
 Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
 Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
437	1	N/A	041554459890	FALSIES PUSH UP DRAMA ANGEL	Blackest Black	00	
438	1	N/A	041554462838	FALSIES PUSH UP DRAMA ANGEL	Very Black (WTP)	01	
439	1	N/A	041554415131	Baby Skin	Instant Pore Eraser	010	

S 40+30=70"
 ANDISE
 E=72"

Row: 1

Lower Notch: 27

Row: 2

Lower Notch: 21

Row: 3

Lower Notch: 14

Row: 4

Lower Notch: 7

Row: 5

Lower Notch: 40

Row: 6

Lower Notch: 33

Row: 7

Lower Notch: 26

Row: 8

Lower Notch: 19

Row: 9

Lower Notch: 12

Row: 10

Lower Notch: 5

405	406	407	408
409	410	411	412
413	414	415	416
417	418	419	420
421	422	423	424
425	426	427	428
429	430	431	432
433	434	435	436
437	438	439	

WAKEFERN 12' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1272ULHNOPDQ.IS24

Column: 8 - Row: 1 Lower Notch: 27 Fixture Type: HEADER LIT Fixture Description: FM HDR (BTY+PRODUCT) 3FT LIT **
HEADER LIT Fixture Re-Order Code: PL2000000035 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043950 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER LIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 8 - Row: 2 Lower Notch: 21 Fixture Type: HOOK BARS Fixture Description: 6HK BAB 2IN1 PEN+GEL HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000147 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043767 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
440	1	N/A	041554087659	2-IN-1 BROW PEN + SEALING GEL	BLONDE	250	
441	1	N/A	041554087666	2-IN-1 BROW PEN + SEALING GEL	SOFT BROWN	255	
442	1	N/A	041554087673	2-IN-1 BROW PEN + SEALING GEL	MEDIUM BROWN	257	
443	1	N/A	041554087680	2-IN-1 BROW PEN + SEALING GEL	ASH BROWN	259	
444	1	N/A	041554087697	2-IN-1 BROW PEN + SEALING GEL	DEEP BROWN	260	
445	1	N/A	041554087703	2-IN-1 BROW PEN + SEALING GEL	BLACK BROWN	262	

Column: 8 - Row: 3 Lower Notch: 14 Fixture Type: HOOK BARS Fixture Description: 6HK BROW FAST SCULPT GEL (DEMO) HKBR U...
HOOK BARS Fixture Re-Order Code: PL2000000147 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042129 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
446	1	N/A	041554578690	BROW FAST SCULPT	Blonde	250	
447	1	N/A	041554578706	BROW FAST SCULPT	Soft Brown	255	
448	1	N/A	041554578720	BROW FAST SCULPT	Medium Brown	257	
449	1	N/A	041554578737	BROW FAST SCULPT	DEEP BROWN	260	
450	1	N/A	041554578744	BROW FAST SCULPT	Black Brown	262	
451	1	N/A	041554578751	BROW FAST SCULPT	Clear	264	

Column: 8 - Row: 4 Lower Notch: 7 Fixture Type: HOOK BARS Fixture Description: 6HK EXPRESS BROW (DEMO) HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000147 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042170 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
452	1	N/A	041554064292	Express Brow Duo	Light Blonde	248	
453	1	N/A	041554064308	Express Brow Duo	Blonde	250	
454	1	N/A	041554064315	Express Brow Duo	Soft Brown	255	
455	1	N/A	041554064322	Express Brow Duo	Medium Brown	257	
456	1	N/A	041554064339	Express Brow Duo	Deep Brown	260	
457	1	N/A	041554064346	Express Brow Duo	Black Brown	262	

Column: 8 - Row: 5 Lower Notch: 33 Fixture Type: HOOK BARS Fixture Description: 6HK EXPRESS BROW ULTRA SLIM (DEMO) HK...
HOOK BARS Fixture Re-Order Code: PL2000000147 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042109 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
458	1	N/A	041554572292	BROW ULTRA SLIM	Blonde	250	
459	1	N/A	041554083705	BROW ULTRA SLIM	TAUPE	253	
460	1	N/A	041554572308	BROW ULTRA SLIM	Soft Brown	255	
461	1	N/A	041554083729	BROW ULTRA SLIM	AUBURN	256	
462	1	N/A	041554572322	BROW ULTRA SLIM	Medium Brown	257	
463	1	N/A	041554083712	BROW ULTRA SLIM	ASH BROWN	259	

Column: 8 - Row: 6 Lower Notch: 33 Fixture Type: HOOK BARS Fixture Description: 6HK EXPRESS BROW ULTRA SLIM (DEMO) HK...
HOOK BARS Fixture Re-Order Code: PL2000000147 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042109 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
464	1	N/A	041554572339	BROW ULTRA SLIM	DEEP BROWN	260	
465	1	N/A	041554572346	BROW ULTRA SLIM	Black Brown	262	
466	1	N/A	041554581393	BROW ULTRA SLIM	Black	264	
467	1	N/A	041554535273	BRUSH N' COMB	EXPERT TOOLS BRUSH N' COMB		
468	1	N/A	041554529043	TWEEZER (UPGRADED)	UPGRADED TWEEZER		
469	1	N/A	041554535419	DUAL SHARPENER	EXPERT TOOLS DUAL SHARPENER		

Column: 8 - Row: 7 Lower Notch: 26 Fixture Type: HOOK BARS Fixture Description: 6HK TS BROW STYLING GEL HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000147 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042790, PM0000043092 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
470	1	N/A	041554080490	BROW STYLING GEL	SOFT BROWN	255	
471	1	N/A	041554080506	BROW STYLING GEL	MEDIUM BROWN	257	
472	1	N/A	041554080513	BROW STYLING GEL	DEEP BROWN	260	
473	1	N/A	041554080520	BROW STYLING GEL	BLACK BROWN	262	
474	1	N/A	041554588699	Tattoo Studio 36HR Waterproof Eyebrow Pencil	Blonde	250	

Row: 1

Lower Notch: 27

Row: 2

Lower Notch: 21

Row: 3

Lower Notch: 14

Row: 4

Lower Notch: 7

Row: 5

Lower Notch: 40

Row: 6

Lower Notch: 33

Row: 7

Lower Notch: 26

Row: 8

Lower Notch: 19

Row: 9

Lower Notch: 12

Row: 10

Lower Notch: 5

475	1	N/A	041554588712	Tattoo Studio 36HR Waterproof Eyebrow Pencil	Soft Brown	255	
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Column: 8 - Row: 8 Lower Notch: 19 Fixture Type: HOOK BARS Fixture Description: 6HK TS BROW TINT PEN (DEMO) HKBR UNLIT **

HOOK BARS Fixture Re-Order Code: PL2000000147

SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000042079

SS Holder Re-Order Code:

Carrier Tray Graphic Re-Order Code:

HOOK BARS Fixture Rolled-Up Code:

Shade Chart Re-Order Code:

UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
476	1	N/A	041554545012	TATTOOSTUDIO BROW TINT PEN	Blonde	350	
477	1	N/A	041554545029	TATTOOSTUDIO BROW TINT PEN	Soft Brown	355	
478	1	N/A	041554545036	TATTOOSTUDIO BROW TINT PEN	Medium Brown	360	
479	1	N/A	041554547092	TATTOOSTUDIO BROW TINT PEN	DEEP BROWN	365	
480	1	N/A	041554588729	Tattoo Studio 36HR Waterproof Eyebrow Pencil	Medium Brown	257	
481	1	N/A	041554588705	Tattoo Studio 36HR Waterproof Eyebrow Pencil	Deep Brown	260	

Column: 8 - Row: 9 Lower Notch: 12 Fixture Type: HOOK BARS Fixture Description: 6HK TS BROW POMADE (DEMO) HKBR UNLIT **

HOOK BARS Fixture Re-Order Code: PL2000000147

SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000042089

SS Holder Re-Order Code:

Carrier Tray Graphic Re-Order Code:

HOOK BARS Fixture Rolled-Up Code:

Shade Chart Re-Order Code:

UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
482	1	N/A	041554559736	TattooStudio Brow Pomade	Blonde	372	
483	1	N/A	041554559743	TattooStudio Brow Pomade	Soft Brown	374	
484	1	N/A	041554559750	TattooStudio Brow Pomade	Medium Brown	376	
485	1	N/A	041554559767	TattooStudio Brow Pomade	Ash Brown	378	
486	1	N/A	041554559774	TattooStudio Brow Pomade	DEEP BROWN	380	
487	1	N/A	041554563733	TattooStudio Brow Pomade	Black Brown	382	

Column: 8 - Row: 10 Lower Notch: 5 Fixture Type: HOOK BARS Fixture Description: 6HK GENERIC URBAN HKBR UNLIT

HOOK BARS Fixture Re-Order Code: 041554984521

SS Graphic Re-Order Code:

Graphic Re-Order Code:

SS Holder Re-Order Code:

Carrier Tray Graphic Re-Order Code:

HOOK BARS Fixture Rolled-Up Code: 041554984521

Shade Chart Re-Order Code:

UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
488	1	N/A	041554616019	COVER STICK	Green Corrects Redness	9	
489	1	N/A	041554615962	COVER STICK	Yellow Corrects Dark Circles	8	
490	1	N/A	041554543902	COVER STICK	Deep Beige	4	
491	1	N/A	041554543896	COVER STICK	Medium Beige	3	
492	1	N/A	041554543889	COVER STICK	Light Beige	2	
493	1	N/A	041554543872	COVER STICK	Ivory	1	

Row: 1

Lower Notch: 27

Row: 2

Lower Notch: 21

Row: 3

Lower Notch: 14

Row: 4

Lower Notch: 7

Row: 5

Lower Notch: 40

Row: 6

Lower Notch: 33

Row: 7

Lower Notch: 26

Row: 8

Lower Notch: 19

Row: 9

Lower Notch: 12

Row: 10

Lower Notch: 5

WAKEFERN 12' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024
MNYWAK1272ULHNOPDQ.IS24

Column: 8 - Row: 1 Lower Notch: 27 Fixture Type: HEADER LIT Fixture Description: FM HDR (BTY+PRODUCT) 3FT LIT **
HEADER LIT Fixture Re-Order Code: PL2000000035 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043950 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER LIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 9 - Row: 2 Lower Notch: 20 Fixture Type: TRAYS Fixture Description: FM M&P FNDTN 1.3 D2L **
TRAYS Fixture Re-Order Code: PL2000000439 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043023 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
494	1	N/A	041554538748	FiMe MATTE+PORELESS FNDTN	JAVA	375	
495	1	N/A	041554539752	FiMe MATTE+PORELESS FNDTN	DEEP BRONZE	370	
496	1	N/A	041554538731	FiMe MATTE+PORELESS FNDTN	DEEP GOLDEN	368	
497	1	N/A	041554539721	FiMe MATTE+PORELESS FNDTN	NUTMEG	365	
498	1	N/A	041554539677	FiMe MATTE+PORELESS FNDTN	WARM COCONUT	356	
499	1	N/A	041554433524	FiMe MATTE+PORELESS FNDTN	Coconut	355	
500	1	N/A	041554466515	FiMe MATTE+PORELESS FNDTN	CAPPUCCINO	340	
501	1	N/A	041554539639	FiMe MATTE+PORELESS FNDTN	WARM SUN	334	

Column: 9 - Row: 3 Lower Notch: 13 Fixture Type: TRAYS Fixture Description: FM M&P FNDTN 3.3 D2L **
TRAYS Fixture Re-Order Code: PL2000000439 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042954 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
502	1	N/A	041554466454	FiMe MATTE+PORELESS FNDTN	CREAMY BEIGE	122	
503	1	N/A	041554433449	FiMe MATTE+PORELESS FNDTN	Cris Ivory	120	
504	1	N/A	041554539462	FiMe MATTE+PORELESS FNDTN	LIGHT BEIGE	118	
505	1	N/A	041554433432	FiMe MATTE+PORELESS FNDTN	Ivory	115	
506	1	N/A	041554433425	FiMe MATTE+PORELESS FNDTN	Ntrl Ivory	112	
507	1	N/A	041554433418	FiMe MATTE+PORELESS FNDTN	Porcelain	110	
508	1	N/A	041554538328	FiMe MATTE+PORELESS FNDTN	Fair Ivory	105	
509	1	N/A	041554538311	FiMe MATTE+PORELESS FNDTN	FAIR PORCELAIN	102	

Column: 9 - Row: 4 Lower Notch: 4 Fixture Type: TRAYS Fixture Description: FM M&P PDR 1.2 **
TRAYS Fixture Re-Order Code: PL2000000440 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042092 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000044113, PM0000044112 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
510	1	N/A	041554553482	FiMe MATTE+PORELESS PDR	JAVA	375	
511	1	N/A	041554553529	FiMe MATTE+PORELESS PDR	Nutmeg	365	
512	1	N/A	041554488364	FiMe MATTE+PORELESS PDR	Mocha	360	
513	1	N/A	041554553468	FiMe MATTE+PORELESS PDR	Coconut	355	
514	1	N/A	041554553512	FiMe MATTE+PORELESS PDR	Warm Sun	334	
515	1	N/A	041554433852	FiMe MATTE+PORELESS PDR	Toffee	330	
516	1	N/A	041554488357	FiMe MATTE+PORELESS PDR	NATURAL TAN	320	
517	1	N/A	041554433845	FiMe MATTE+PORELESS PDR	Sun Beige	310	

Column: 9 - Row: 5 Lower Notch: 36 Fixture Type: TRAYS Fixture Description: FM BLUSH 1.1 **
TRAYS Fixture Re-Order Code: PL2000000456 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042117 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000028435, PM0000028436 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
518	1	N/A	041554503067	FIT ME BLUSH	Buff	10	
519	1	N/A	041554503074	FIT ME BLUSH	Nude	15	
520	1	N/A	041554503098	FIT ME BLUSH	Mauve	20	
521	1	N/A	041554503104	FIT ME BLUSH	Pink	25	
522	1	N/A	041554503111	FIT ME BLUSH	Rose	30	
523	1	N/A	041554503135	FIT ME BLUSH	Coral	35	
524	1	N/A	041554503142	FIT ME BLUSH	Peach	40	
525	1	N/A	041554503159	FIT ME BLUSH	Plum	45	
526	1	N/A	041554503524	FIT ME BLUSH	Wine	50	
527	1	N/A	041554503722	FIT ME BLUSH	BERRY	55	

Column: 9 - Row: 6 Lower Notch: 30 Fixture Type: TRAYS Fixture Description: FM D&S FNDTN 1.2 D2L **
TRAYS Fixture Re-Order Code: PL2000000439 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042958 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
528	1	N/A	041554339895	FiMe DEW+SMTH FNDTN	Mocha	360	
529	1	N/A	041554247152	FiMe DEW+SMTH FNDTN	Coconut	355	
530	1	N/A	041554400816	FiMe DEW+SMTH FNDTN	Toffee	330	
531	1	N/A	041554238778	FiMe DEW+SMTH FNDTN	Soft Honey	315	
532	1	N/A	041554238761	FiMe DEW+SMTH FNDTN	Sun Bge	310	
533	1	N/A	041554339897	FiMe DEW+SMTH FNDTN	Gldn Bge	240	
534	1	N/A	041554238747	FiMe DEW+SMTH FNDTN	Pure Bge	235	
535	1	N/A	041554238730	FiMe DEW+SMTH FNDTN	Nat Buff	230	

Row: 1

Lower Notch: 27

Row: 2

Lower Notch: 20

Row: 3

Lower Notch: 13

Row: 4

Lower Notch: 4

Row: 5

Lower Notch: 36

Row: 6

Lower Notch: 30

Row: 7

Lower Notch: 22

Row: 8

Lower Notch: 16

Row: 9

Lower Notch: 9

Row: 10

Lower Notch: 1

Column: 9 -		Row: 7		Lower Notch: 22		Fixture Type: TRAYS		Fixture Description: FM STICK 1.1 D2L **	
TRAYS Fixture Re-Order Code: PL2000000983				SS Graphic Re-Order Code:					
Graphic Re-Order Code: PM0000042083				SS Holder Re-Order Code:					
Carrier Tray Graphic Re-Order Code:				TRAYS Fixture Rolled-Up Code:					
Shade Chart Re-Order Code: PM0000042980				UPC Blade Code:					
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code		
536	1	N/A	041554337402	FitMe Oil-Free Stick Foundation	Coconut	355			
537	1	N/A	041554337266	FitMe Oil-Free Stick Foundation	Toffee	330			
538	1	N/A	041554334487	FitMe Oil-Free Stick Foundation	Pure Beige	235			
539	1	N/A	041554332872	FitMe Oil-Free Stick Foundation	Natural Beige	220			
540	1	N/A	041554332865	FitMe Oil-Free Stick Foundation	Buff Beige	130			
541	1	N/A	041554332868	FitMe Oil-Free Stick Foundation	Classic Ivory	120			
542	1	N/A	041554332841	FitMe Oil-Free Stick Foundation	Ivory	115			
543	1	N/A	041554332827	FitMe Oil-Free Stick Foundation	Porcelain	110			

Column: 9 -		Row: 8		Lower Notch: 16		Fixture Type: TRAYS		Fixture Description: DRM BB CREAMS 1.2 (FRESH) D2L **	
TRAYS Fixture Re-Order Code: PL2000000454				SS Graphic Re-Order Code: PM0000043908					
Graphic Re-Order Code: PM0000042098				SS Holder Re-Order Code: PM0000035923					
Carrier Tray Graphic Re-Order Code:				TRAYS Fixture Rolled-Up Code:					
Shade Chart Re-Order Code: PM0000043032				UPC Blade Code:					
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code		
544	1	N/A	041554587050	DREAM FRESH BB	Deep	140			
545	1	N/A	041554282658	DREAM FRESH BB	Medium/Deep	130			
546	1	N/A	041554282641	DREAM FRESH BB	Medium	120			
547	1	N/A	041554282634	DREAM FRESH BB	Light Medium	110			
548	1	N/A	041554587043	DREAM FRESH BB	Light	100			

Column: 9 -		Row: 9		Lower Notch: 9		Fixture Type: TRAYS		Fixture Description: DRM RADIANT FNDTN 1.2 D2L **	
TRAYS Fixture Re-Order Code: PL2000000550				SS Graphic Re-Order Code: PM0000034477					
Graphic Re-Order Code: PM0000042127				SS Holder Re-Order Code: PM0000034174					
Carrier Tray Graphic Re-Order Code:				TRAYS Fixture Rolled-Up Code:					
Shade Chart Re-Order Code: PM0000042876				UPC Blade Code:					
LocID	Facings	Acct Code	UPC	Description		Shade	Shade#	Shade Chip Code	
549	1	N/A	041554579222	DREAM RADIANT LIQUID FOUNDATION		JAVA	135		
550	1	N/A	041554579215	DREAM RADIANT LIQUID FOUNDATION		Cocoa	130		
551	1	N/A	041554579192	DREAM RADIANT LIQUID FOUNDATION		Coconut	125		
552	1	N/A	041554579178	DREAM RADIANT LIQUID FOUNDATION		Honey Beige	90		
553	1	N/A	041554579154	DREAM RADIANT LIQUID FOUNDATION		Natural Beige	75		
554	1	N/A	041554579147	DREAM RADIANT LIQUID FOUNDATION		Pure Beige	70		

Column: 9 -		Row: 10		Lower Notch: 1		Fixture Type: TRAYS		Fixture Description: DRM MATTE MOUSSE 1.2 D2L **	
TRAYS Fixture Re-Order Code: PL2000000460				SS Graphic Re-Order Code: PM0000031248					
Graphic Re-Order Code: PM0000042100				SS Holder Re-Order Code:					
Carrier Tray Graphic Re-Order Code:				TRAYS Fixture Rolled-Up Code:					
Shade Chart Re-Order Code: PM0000043045, PM0000043046				UPC Blade Code:					
LocID	Facings	Acct Code	UPC	Description		Shade	Shade#	Shade Chip Code	
555	1	N/A	041554511871	DREAM MATTE MOUSSE FOUNDATION		Cocoa	130		
556	1	N/A	041554510164	DREAM MATTE MOUSSE FOUNDATION		Caramel	120		
557	1	N/A	041554507171	DREAM MATTE MOUSSE FOUNDATION		Honey Beige	90		
558	1	N/A	041554507164	DREAM MATTE MOUSSE FOUNDATION		Medium Beige	80		
559	1	N/A	041554537741	DREAM MATTE MOUSSE FOUNDATION		Natural Beige	75		
560	1	N/A	041554507157	DREAM MATTE MOUSSE FOUNDATION		Pure Beige	70		

Row: 1

Lower Notch: 27

Row: 2

Lower Notch: 20

Row: 3

Lower Notch: 13

Row: 4

Lower Notch: 4

Row: 5

Lower Notch: 36

Row: 6

Lower Notch: 30

Row: 7

Lower Notch: 22

Row: 8

Lower Notch: 16

Row: 9

Lower Notch: 9

Row: 10

Lower Notch: 1

WAKEFERN 12' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024
MNYWAK1272ULHNOPDQ.IS24

Column: 8 - Row: 1 Lower Notch: 27 Fixture Type: HEADER LIT Fixture Description: FM HDR (BTY+PRODUCT) 3FT LIT **
HEADER LIT Fixture Re-Order Code: PL2000000035 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043950 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER LIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043024 UPC Blade Code:

Column: 10 - Row: 1 Lower Notch: 20 Fixture Type: TRAYS Fixture Description: FM M&P FNDTN 2.3 D2L **
TRAYS Fixture Re-Order Code: PL2000000439 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043024 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
561	1	N/A	041554433517	FiMe MATTE+PORELESS FNDTN	Toffee	330	
562	1	N/A	041554438192	FiMe MATTE+PORELESS FNDTN	Warm Honey	322	
563	1	N/A	041554433500	FiMe MATTE+PORELESS FNDTN	Sun Beige	310	
564	1	N/A	041554433494	FiMe MATTE+PORELESS FNDTN	Pure Beige	235	
565	1	N/A	041554466461	FiMe MATTE+PORELESS FNDTN	True Beige	222	
566	1	N/A	041554433470	FiMe MATTE+PORELESS FNDTN	Ntrl Beige	220	
567	1	N/A	041554438161	FiMe MATTE+PORELESS FNDTN	Warm Nude	128	
568	1	N/A	041554433456	FiMe MATTE+PORELESS FNDTN	Nude Beige	125	

Column: 10 - Row: 2 Lower Notch: 13 Fixture Type: TRAYS Fixture Description: FM CNCLR 1.1 D2L **
TRAYS Fixture Re-Order Code: PL2000000410 SS Graphic Re-Order Code: PM0000042087
Graphic Re-Order Code: PM0000042120 SS Holder Re-Order Code: PM0000026527
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042999 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
569	1	N/A	041554550504	FiMe CONCEALER	Cocoa	60	
570	1	N/A	041554550498	FiMe CONCEALER	Hazelnut	55	
571	1	N/A	041554247756	FiMe CONCEALER	Cafe	50	
572	1	N/A	041554550481	FiMe CONCEALER	Tan	45	
573	1	N/A	041554550474	FiMe CONCEALER	Caramel	40	
574	1	N/A	041554247749	FiMe CONCEALER	Deep	35	
575	1	N/A	041554550467	FiMe CONCEALER	Honey	30	
576	1	N/A	041554247725	FiMe CONCEALER	Med	25	
577	1	N/A	041554247732	FiMe CONCEALER	Sand	20	
578	1	N/A	041554247718	FiMe CONCEALER	Light	15	
579	1	N/A	041554247701	FiMe CONCEALER	Fair	10	
580	1	N/A	041554550450	FiMe CONCEALER	Ivory	05	

Column: 10 - Row: 3 Lower Notch: 4 Fixture Type: TRAYS Fixture Description: FM M&P PDR 2.2 **
TRAYS Fixture Re-Order Code: PL2000000440 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042092 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042973, PM0000042974 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
581	1	N/A	041554488340	FiMe MATTE+PORELESS PDR	Pure Beige	235	
582	1	N/A	041554433821	FiMe MATTE+PORELESS PDR	Natural Buff	230	
583	1	N/A	041554488333	FiMe MATTE+PORELESS PDR	True Beige	222	
584	1	N/A	041554433814	FiMe MATTE+PORELESS PDR	Natural Beige	220	
585	1	N/A	041554433807	FiMe MATTE+PORELESS PDR	Buff Beige	130	
586	1	N/A	041554433784	FiMe MATTE+PORELESS PDR	Classic Ivory	120	
587	1	N/A	041554433753	FiMe MATTE+PORELESS PDR	Porcelain	110	
588	1	N/A	041554433746	FiMe MATTE+PORELESS PDR	Translucent	100	

Column: 10 - Row: 4 Lower Notch: 36 Fixture Type: TRAYS Fixture Description: FM LOOSE PDR 1.1 D2L **
TRAYS Fixture Re-Order Code: PL2000000457 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042118 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042885, PM0000042886 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
589	1	N/A	041554503050	FIT ME LOOSE POWDER	Dark	40	
590	1	N/A	041554503043	FIT ME LOOSE POWDER	Deep	35	
591	1	N/A	041554503036	FIT ME LOOSE POWDER	Medium Deep	30	
592	1	N/A	041554502046	FIT ME LOOSE POWDER	Medium	25	
593	1	N/A	041554502039	FIT ME LOOSE POWDER	Light Medium	20	
594	1	N/A	041554502022	FIT ME LOOSE POWDER	Light	15	
595	1	N/A	041554502015	FIT ME LOOSE POWDER	FAIR LIGHT	10	
596	1	N/A	041554501995	FIT ME LOOSE POWDER	Fair	05	

Column: 10 - Row: 5 Lower Notch: 30 Fixture Type: TRAYS Fixture Description: FM D&S FNDTN 2.2 D2L **
TRAYS Fixture Re-Order Code: PL2000000439 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042959 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
597	1	N/A	041554238723	FiMe DEW+SMTH FNDTN	Med Buff	225	
598	1	N/A	041554238716	FiMe DEW+SMTH FNDTN	Nat Bge	220	
599	1	N/A	041554238709	FiMe DEW+SMTH FNDTN	Sandy Bge	210	
600	1	N/A	041554238696	FiMe DEW+SMTH FNDTN	Buff Bge	200	
601	1	N/A	041554238679	FiMe DEW+SMTH FNDTN	Nude Bge	125	
602	1	N/A	041554238662	FiMe DEW+SMTH FNDTN	Cisc Irvy	120	

Row: 1

Lower Notch: 27

Row: 1

Lower Notch: 20

Row: 2

Lower Notch: 13

Row: 3

Lower Notch: 4

Row: 4

Lower Notch: 36

Row: 5

Lower Notch: 30

Row: 6

Lower Notch: 22

Row: 7

Lower Notch: 16

Row: 8

Lower Notch: 9

Row: 9

Lower Notch: 1

603	1	N/A	041554238655	FitMe DEW+SMTH FNDTN	Ivry	115	
604	1	N/A	041554238648	FitMe DEW+SMTH FNDTN	Porcelain	110	

Column: 10 - Row: 6 Lower Notch: 22 Fixture Type: TRAYS Fixture Description: FM PRIMER+FS FIXSPRY+BNNAPDR UT **

TRAYS Fixture Re-Order Code: PL2000000694

Graphic Re-Order Code: PM0000042935

Carrier Tray Graphic Re-Order Code:

Shade Chart Re-Order Code: PM0000042936

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
605	1	N/A	041554584431	Fit Me Primers	Matifying	00	
606	1	N/A	041554562927	LASTING FIX SETTING SPRAY	Lasting Fix Set Spray	00	
607	1	N/A	041554586480	Lasting Fix Banana Powder	Banana	10	

Column: 10 - Row: 7 Lower Notch: 16 Fixture Type: TRAYS Fixture Description: DRM BB CREAMS 2.2 (PURE) D2L **

TRAYS Fixture Re-Order Code: PL2000000454

Graphic Re-Order Code: PM0000042098

Carrier Tray Graphic Re-Order Code:

Shade Chart Re-Order Code: PM0000043033

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
608	1	N/A	041554587074	DREAM PURE BB	Deep	140	
609	1	N/A	041554349719	DREAM PURE BB	Medium/Deep	130	
610	1	N/A	041554349573	DREAM PURE BB	Medium	120	
611	1	N/A	041554349542	DREAM PURE BB	Light/Medium	110	
612	1	N/A	041554587067	DREAM PURE BB	Light	100	

Column: 10 - Row: 8 Lower Notch: 9 Fixture Type: TRAYS Fixture Description: DRM RADIANT FNDTN 2.2 D2L **

TRAYS Fixture Re-Order Code: PL2000000550

Graphic Re-Order Code: PM0000042127

Carrier Tray Graphic Re-Order Code:

Shade Chart Re-Order Code: PM0000042877

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
613	1	N/A	041554579130	DREAM RADIANT LIQUID FOUNDATION	Sandy Beige	60	
614	1	N/A	041554579123	DREAM RADIANT LIQUID FOUNDATION	Creamy Natural	50	
615	1	N/A	041554579109	DREAM RADIANT LIQUID FOUNDATION	Nude Beige	35	
616	1	N/A	041554579093	DREAM RADIANT LIQUID FOUNDATION	Ivory Beige	30	
617	1	N/A	041554579086	DREAM RADIANT LIQUID FOUNDATION	Classic Ivory	20	
618	1	N/A	041554579079	DREAM RADIANT LIQUID FOUNDATION	Porcelain Ivory	10	
619	1	N/A	041554579062	DREAM RADIANT LIQUID FOUNDATION	Fair Ivory	08	
620	1	N/A	041554579048	DREAM RADIANT LIQUID FOUNDATION	FAIR PORCELAIN	02	

Column: 10 - Row: 9 Lower Notch: 1 Fixture Type: TRAYS Fixture Description: DRM MATTE MOUSSE 2.2 D2L **

TRAYS Fixture Re-Order Code: PL2000000460

Graphic Re-Order Code: PM0000042100

Carrier Tray Graphic Re-Order Code:

Shade Chart Re-Order Code: PM0000043047,PM0000043048

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
621	1	N/A	041554507140	DREAM MATTE MOUSSE FOUNDATION	Sandy Beige	60	
622	1	N/A	041554537734	DREAM MATTE MOUSSE FOUNDATION	Light Beige	55	
623	1	N/A	041554507133	DREAM MATTE MOUSSE FOUNDATION	Creamy Natural	50	
624	1	N/A	041554507126	DREAM MATTE MOUSSE FOUNDATION	Nude	40	
625	1	N/A	041554507102	DREAM MATTE MOUSSE FOUNDATION	Classic Ivory	20	
626	1	N/A	041554507096	DREAM MATTE MOUSSE FOUNDATION	Porcelain Ivory	10	

Row: 1

Lower Notch: 27

Row: 1

Lower Notch: 20

Row: 2

Lower Notch: 13

Row: 3

Lower Notch: 4

Row: 4

Lower Notch: 36

Row: 5

Lower Notch: 30

Row: 6

Lower Notch: 22

Row: 7

Lower Notch: 16

Row: 8

Lower Notch: 9

Row: 9

Lower Notch: 1

WAKEFERN 12' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1272ULHNOPDQ.IS24

Column: 11 - Row: 1 Lower Notch: 27 Fixture Type: HEADER LIT Fixture Description: IAR ERASER FNDTN HDR (BTY+PRODUCT) 2FT...

HEADER LIT Fixture Re-Order Code: PL2000000034 SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000044244 SS Holder Re-Order Code:

Carrier Tray Graphic Re-Order Code: HEADER LIT Fixture Rolled-Up Code:

Shade Chart Re-Order Code: UPCL Blade Code:

Column: 11 - Row: 3 Lower Notch: 19 Fixture Type: TRAYS Fixture Description: SS FC FNDTN 1.3 **

TRAYS Fixture Re-Order Code: PL2000000437 SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000042164 SS Holder Re-Order Code:

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

Shade Chart Re-Order Code: PM0000042784 UPCL Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
627	1	N/A	04155459453	SUPERSTAY FULL COVERAGE FOUNDATION	JAVA	375	
628	1	N/A	041554559446	SUPERSTAY FULL COVERAGE FOUNDATION	Deep Bronze	370	
629	1	N/A	041554541533	SUPERSTAY FULL COVERAGE FOUNDATION	Mocha	360	
630	1	N/A	041554541519	SUPERSTAY FULL COVERAGE FOUNDATION	Coconut	355	
631	1	N/A	041554559439	SUPERSTAY FULL COVERAGE FOUNDATION	Cappuccino	340	
632	1	N/A	041554559422	SUPERSTAY FULL COVERAGE FOUNDATION	GOLDEN CARAMEL	332	
633	1	N/A	041554541496	SUPERSTAY FULL COVERAGE FOUNDATION	Toffee	330	
634	1	N/A	041554541489	SUPERSTAY FULL COVERAGE FOUNDATION	Honey	320	

Column: 11 - Row: 4 Lower Notch: 13 Fixture Type: TRAYS Fixture Description: SS FC FNDTN 2.3 **

TRAYS Fixture Re-Order Code: PL2000000437 SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000042164 SS Holder Re-Order Code:

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

Shade Chart Re-Order Code: PM0000042787 UPCL Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
635	1	N/A	041554541472	SUPERSTAY FULL COVERAGE FOUNDATION	Golden	312	
636	1	N/A	041554541465	SUPERSTAY FULL COVERAGE FOUNDATION	Sun Beige	310	
637	1	N/A	041554541458	SUPERSTAY FULL COVERAGE FOUNDATION	Natural Beige	220	
638	1	N/A	041554565621	SUPERSTAY FULL COVERAGE FOUNDATION	Light Tan	140	
639	1	N/A	041554541441	SUPERSTAY FULL COVERAGE FOUNDATION	Buff Beige	130	
640	1	N/A	041554589900	SUPERSTAY FULL COVERAGE FOUNDATION	Medium Beige	129	
641	1	N/A	041554541434	SUPERSTAY FULL COVERAGE FOUNDATION	Warm Nude	128	
642	1	N/A	041554565614	SUPERSTAY FULL COVERAGE FOUNDATION	Sand Beige	127	

Column: 11 - Row: 5 Lower Notch: 7 Fixture Type: TRAYS Fixture Description: SS FC FNDTN 3.3 **

TRAYS Fixture Re-Order Code: PL2000000437 SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000042164 SS Holder Re-Order Code:

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

Shade Chart Re-Order Code: PM0000042789 UPCL Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
643	1	N/A	041554565607	SUPERSTAY FULL COVERAGE FOUNDATION	Nude Beige	125	
644	1	N/A	041554541427	SUPERSTAY FULL COVERAGE FOUNDATION	Classic Ivory	120	
645	1	N/A	041554559415	SUPERSTAY FULL COVERAGE FOUNDATION	Light Beige	118	
646	1	N/A	041554559408	SUPERSTAY FULL COVERAGE FOUNDATION	Ivory	115	
647	1	N/A	041554541410	SUPERSTAY FULL COVERAGE FOUNDATION	Natural Ivory	112	
648	1	N/A	041554541403	SUPERSTAY FULL COVERAGE FOUNDATION	Porcelain	110	
649	1	N/A	041554559392	SUPERSTAY FULL COVERAGE FOUNDATION	Fair Ivory	105	
650	1	N/A	041554541397	SUPERSTAY FULL COVERAGE FOUNDATION	FAIR PORCELAIN	102	

Column: 11 - Row: 6 Lower Notch: 40 Fixture Type: TRAYS Fixture Description: SS CNCLR 1.2 **

TRAYS Fixture Re-Order Code: PL2000000642 SS Graphic Re-Order Code: PM0000042183

Graphic Re-Order Code: PM0000042181 SS Holder Re-Order Code: PM0000038845

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

Shade Chart Re-Order Code: PM0000038716 UPCL Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
651	1	N/A	041554071566	SUPER STAY CONCEALER	70	70	
652	1	N/A	041554071559	SUPER STAY CONCEALER	57	57	
653	1	N/A	041554071542	SUPER STAY CONCEALER	50	50	
654	1	N/A	041554071535	SUPER STAY CONCEALER	45	45	
655	1	N/A	041554071528	SUPER STAY CONCEALER	42	42	

Column: 11 - Row: 7 Lower Notch: 34 Fixture Type: TRAYS Fixture Description: SS CNCLR 2.2 **

TRAYS Fixture Re-Order Code: PL2000000642 SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000042181 SS Holder Re-Order Code:

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

Shade Chart Re-Order Code: PM0000038717 UPCL Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
656	1	N/A	041554071511	SUPER STAY CONCEALER	30	30	
657	1	N/A	041554071504	SUPER STAY CONCEALER	27	27	
658	1	N/A	041554071498	SUPER STAY CONCEALER	25	25	
659	1	N/A	041554071481	SUPER STAY CONCEALER	22	22	
660	1	N/A	041554071474	SUPER STAY CONCEALER	20	20	
661	1	N/A	041554071467	SUPER STAY CONCEALER	18	18	
662	1	N/A	041554071450	SUPER STAY CONCEALER	15	15	
663	1	N/A	041554071443	SUPER STAY CONCEALER	11	11	
664	1	N/A	041554071436	SUPER STAY CONCEALER	10	10	
665	1	N/A	041554071429	SUPER STAY CONCEALER	05	05	
666	1	N/A	041554071412	SUPER STAY CONCEALER	01	01	

Row: 1

Lower Notch: 27

Row: 3

Lower Notch: 19

Row: 4

Lower Notch: 13

Row: 5

Lower Notch: 7

Row: 6

Lower Notch: 40

Row: 7

Lower Notch: 34

Row: 8

Lower Notch: 26

Row: 9

Lower Notch: 18

Row: 10

Lower Notch: 10

Row: 11

Lower Notch: 1

Column: 11 -		Row: 8		Lower Notch: 26		Fixture Type: TRAYS		Fixture Description: SS 24HR PDR 1.2 **	
TRAYS Fixture Re-Order Code: PL2000000436				SS Graphic Re-Order Code:					
Graphic Re-Order Code: PM0000042236				SS Holder Re-Order Code:					
Carrier Tray Graphic Re-Order Code:				TRAYS Fixture Rolled-Up Code:					
Shade Chart Re-Order Code: PM0000040876, PM0000040877				UPC Blade Code:					
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code		
667	1	N/A	041554081077	SUPER STAY 24HR POWDER	375	375			
668	1	N/A	041554081060	SUPER STAY 24HR POWDER	370	370			
669	1	N/A	041554081053	SUPER STAY 24HR POWDER	360	360			
670	1	N/A	041554081046	SUPER STAY 24HR POWDER	355	355			
671	1	N/A	041554081039	SUPER STAY 24HR POWDER	340	340			
672	1	N/A	041554081022	SUPER STAY 24HR POWDER	332	332			
673	1	N/A	041554081015	SUPER STAY 24HR POWDER	312	312			
674	1	N/A	041554081008	SUPER STAY 24HR POWDER	310	310			

Column: 11 -		Row: 9		Lower Notch: 18		Fixture Type: TRAYS		Fixture Description: SS 24HR PDR 2.2 **	
TRAYS Fixture Re-Order Code: PL2000000436						SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000042236						SS Holder Re-Order Code:			
Carrier Tray Graphic Re-Order Code:						TRAYS Fixture Rolled-Up Code:			
Shade Chart Re-Order Code: PM0000040880,PM0000040881						UPC Blade Code:			
LocID	Facings	Acct Code	UPC		Description	Shade	Shade#	Shade Chip Code	
675	1	N/A	041554080995		SUPER STAY 24HR POWDER	220	220		
676	1	N/A	041554080988		SUPER STAY 24HR POWDER	130	130		
677	1	N/A	041554080971		SUPER STAY 24HR POWDER	128	128		
678	1	N/A	041554080964		SUPER STAY 24HR POWDER	120	120		
679	1	N/A	041554080957		SUPER STAY 24HR POWDER	118	118		
680	1	N/A	041554080940		SUPER STAY 24HR POWDER	112	112		
681	1	N/A	041554080933		SUPER STAY 24HR POWDER	110	110		
682	1	N/A	041554080926		SUPER STAY 24HR POWDER	102	102		

Column: 11 -		Row: 10		Lower Notch: 10		Fixture Type: TRAYS		Fixture Description: FS MSTR PRIME+BLURSTK 1.1 **	
TRAYS Fixture Re-Order Code: PL2000000479				SS Graphic Re-Order Code:					
Graphic Re-Order Code: PM0000042104				SS Holder Re-Order Code:					
Carrier Tray Graphic Re-Order Code:				TRAYS Fixture Rolled-Up Code:					
Shade Chart Re-Order Code: PM0000031546				UPC Blade Code:					
LocID	Facings	Acct Code	UPC		Description		Shade	Shade#	Shade Chip Code
683	1	N/A	041554547429	MASTER PRIME BLUR + HYDRATE		MASTER PRIME BLUR + HYDRATE	050		
684	1	N/A	041554431957	FACE STUDIO MASTER PRIME		Blur + Smooth	100		
685	1	N/A	041554431971	FACE STUDIO MASTER PRIME		Blur + Redness Control	300		
686	1	N/A	041554551792	MASTER PRIME BLUR + HYDRATE		BLUR + PORE MINIMIZE	400		
687	1	N/A	041554551808	MASTER PRIME BLUR + HYDRATE		BLUR + PROTECT	500		
688	1	N/A	041554548341	Master Prime Blur Stick		Universal Transparent	100		

Column: 11 -		Row: 11		Lower Notch: 1		Fixture Type: TRAYS		Fixture Description: FS CHROME+HOLO 1.1 **	
TRAYS Fixture Re-Order Code: PL2000000405						SS Graphic Re-Order Code: PM0000039074, PM0000039473			
Graphic Re-Order Code: PM0000042189						SS Holder Re-Order Code: PE0000001878, PM1000020415			
Carrier Tray Graphic Re-Order Code:						TRAYS Fixture Rolled-Up Code:			
Shade Chart Re-Order Code: PM0000039071, PM0000039072						UPC Blade Code:			
LocID	Facings	Acct Code	UPC		Description		Shade	Shade#	Shade Chip Code
689	1	N/A	041554542578		FACE STUDIO MASTER CHROME METALLIC ...		Molten Rose Gold	050	
690	1	N/A	041554538281		FACE STUDIO MASTER CHROME METALLIC ...		Molten Gold	100	
691	1	N/A	041554547757		MASTER HOLOGRAPHIC		Master Holographic	50	
692	1	N/A	041554553918		FACE STUDIO MASTER CHROME METALLIC ...		Molten Peach	150	
693	1	N/A	041554553925		FACE STUDIO MASTER CHROME METALLIC ...		Molten Topaz	200	

Row: 1

Lower Notch: 27

Row: 3

Lower Notch: 19

Row: 4

Lower Notch: 13

Row: 5

Lower Notch: 7

Row: 6

Lower Notch: 40

Row: 7

Lower Notch: 34

Row: 8

Lower Notch: 26

Row: 9

Lower Notch: 18

Row: 10

Lower Notch: 10

Row: 11

Lower Notch: 1

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

WAKEFERN 12' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1272ULHNOPDQ.IS24

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

Column: 11 -	Row: 1	Lower Notch: 27	Fixture Type: HEADER LIT	Fixture Description: IAR ERASER FNDTN HDR (BTY+PRODUCT) 2FT...
HEADER LIT Fixture Re-Order Code: PL2000000034			SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000044244			SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:			HEADER LIT Fixture Rolled-Up Code:	
Shade Chart Re-Order Code:			UPC Blade Code:	

Column: 12 -	Row: 2	Lower Notch: 22	Fixture Type: HOOK BARS	Fixture Description: 6HK IAR CNCLR HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000153			SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000043674			SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:			HOOK BARS Fixture Rolled-Up Code:	
Shade Chart Re-Order Code:			UPC Blade Code: PM0000008952	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
694	1	N/A	041554267204	IAR Eraser Concealer	Brightener	60	
695	1	N/A	041554267198	IAR Eraser Concealer	Neutralizer	50	
696	1	N/A	041554667533	IAR Eraser Concealer	Deep Bronze	149	
697	1	N/A	041554546859	IAR Eraser Concealer	Hazelnut	148	
698	1	N/A	041554074499	IAR Eraser Concealer		147.5	
699	1	N/A	041554074482	IAR Eraser Concealer		146.5	

Column: 12 -	Row: 3	Lower Notch: 15	Fixture Type: HOOK BARS	Fixture Description: 6HK IAR CNCLR HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000153			SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000043674			SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:			HOOK BARS Fixture Rolled-Up Code:	
Shade Chart Re-Order Code:			UPC Blade Code: PM0000008952	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
700	1	N/A	041554546828	IAR Eraser Concealer	Tan	146	
701	1	N/A	041554546811	IAR Eraser Concealer	Caramel	144	
702	1	N/A	041554074475	IAR Eraser Concealer		141	
703	1	N/A	041554259278	IAR Eraser Concealer	Honey	40	
704	1	N/A	041554259261	IAR Eraser Concealer	Medium	30	
705	1	N/A	041554546798	IAR Eraser Concealer	Sand	122	

Column: 12 -	Row: 4	Lower Notch: 8	Fixture Type: HOOK BARS	Fixture Description: 6HK IAR CNCLR HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000153			SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000043674			SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:			HOOK BARS Fixture Rolled-Up Code:	
Shade Chart Re-Order Code:			UPC Blade Code: PM0000008952	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
706	1	N/A	041554567502	IAR Eraser Concealer	LIGHT HONEY	121	
707	1	N/A	041554259254	IAR Eraser Concealer	Light	20	
708	1	N/A	041554567496	IAR Eraser Concealer	Warm Light	115	
709	1	N/A	041554259247	IAR Eraser Concealer	Fair	10	
710	1	N/A	041554546781	IAR Eraser Concealer	Ivory	100	
711	1	N/A	041554567489	IAR Eraser Concealer	Cool Ivory	95	

Column: 12 -	Row: 5	Lower Notch: 36	Fixture Type: TRAYS	Fixture Description: IAR ERASER FNDTN 1.2 **
TRAYS Fixture Re-Order Code: PL2000000385			SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000042093			SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:			TRAYS Fixture Rolled-Up Code:	
Shade Chart Re-Order Code: PM0000044191			UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
712	1	N/A	041554086621	IAR ERASER FOUNDATION	360	360	
713	1	N/A	041554086614	IAR ERASER FOUNDATION	355	355	
714	1	N/A	041554086607	IAR ERASER FOUNDATION	340	340	
715	1	N/A	041554086591	IAR ERASER FOUNDATION	330	330	
716	1	N/A	041554086584	IAR ERASER FOUNDATION	310	310	
717	1	N/A	041554220155	IAR ERASER FOUNDATION	Medium Beige	300	
718	1	N/A	041554086676	IAR ERASER FOUNDATION	225	225	
719	1	N/A	041554086669	IAR ERASER FOUNDATION	210	210	

Column: 12 -	Row: 6	Lower Notch: 29	Fixture Type: TRAYS	Fixture Description: IAR ERASER FNDTN 2.2 **
TRAYS Fixture Re-Order Code: PL2000000385			SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000042093			SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:			TRAYS Fixture Rolled-Up Code:	
Shade Chart Re-Order Code: PM0000044192			UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
720	1	N/A	041554220100	IAR ERASER FOUNDATION	Creamy Natural	200	
721	1	N/A	041554220094	IAR ERASER FOUNDATION	Nude	190	
722	1	N/A	041554220087	IAR ERASER FOUNDATION	Classic Ivory	150	
723	1	N/A	041554220070	IAR ERASER FOUNDATION	Buff Beige	130	
724	1	N/A	041554220063	IAR ERASER FOUNDATION	Creamy Ivory	120	
725	1	N/A	041554086577	IAR ERASER FOUNDATION		118	
726	1	N/A	041554086560	IAR ERASER FOUNDATION		112	
727	1	N/A	041554086553	IAR ERASER FOUNDATION		110	

Row: 1

Lower Notch: 27

Row: 2

Lower Notch: 22

Row: 3

Lower Notch: 15

Row: 4

Lower Notch: 8

Row: 5

Lower Notch: 36

Row: 6

Lower Notch: 29

Row: 8

Lower Notch: 22

Row: 9

Lower Notch: 18

Row: 10

Lower Notch: 7

Row: 11

Lower Notch: 1

Column: 12 - Row: 8 Lower Notch: 22 Fixture Type: TRAYS Fixture Description: IAR GLOW 1.1 **
TRAYS Fixture Re-Order Code: PL2000000550 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042206 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: 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
728	1	N/A	041554069310	INSTANT PERFECTOR 4-IN-1 GLOW	DEEP	04	
729	1	N/A	041554069303	INSTANT PERFECTOR 4-IN-1 GLOW	MEDIUM/DEEP	03	
730	1	N/A	041554077209	INSTANT PERFECTOR 4-IN-1 GLOW	MEDIUM/DEEP W	2.5	
731	1	N/A	041554065596	INSTANT PERFECTOR 4-IN-1 GLOW	MEDIUM	02	
732	1	N/A	041554077193	INSTANT PERFECTOR 4-IN-1 GLOW	LIGHT/MEDIUM	1.5	
733	1	N/A	041554065589	INSTANT PERFECTOR 4-IN-1 GLOW	LIGHT	01	
734	1	N/A	041554077186	INSTANT PERFECTOR 4-IN-1 GLOW	FAIR/LIGHT COOL	0.5	
735	1	N/A	041554065572	INSTANT PERFECTOR 4-IN-1 GLOW	FAIR/LIGHT	00	

Column: 12 - Row: 9 Lower Notch: 18 Fixture Type: HOOK BARS Fixture Description: 6HK CHEEK HEAT BLUSH HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000153 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043873 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000008952 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
736	1	N/A	041554578171	CHEEK HEAT BLUSH	PINK SCORCH	10	
737	1	N/A	041554578188	CHEEK HEAT BLUSH	NUDE BURN	15	
738	1	N/A	041554578195	CHEEK HEAT BLUSH	ROSE FLUSH	20	
739	1	N/A	041554578201	CHEEK HEAT BLUSH	FUCHSIA SPARK	25	
740	1	N/A	041554578218	CHEEK HEAT BLUSH	CORAL EMBER	30	
741	1	N/A	041554578225	CHEEK HEAT BLUSH	BERRY FLAME	35	

Column: 12 - Row: 10 Lower Notch: 7 Fixture Type: TRAYS Fixture Description: FS MSTR BLSH+CNTR PAL 1.1 UT **
TRAYS Fixture Re-Order Code: PL2000000501 SS Graphic Re-Order Code: PM0000040801
Graphic Re-Order Code: PM0000042105 SS Holder Re-Order Code: PM0000014723
Carrier Tray Graphic Re-Order Code: 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
742	1	N/A	041554496475	FACE STUDIO MASTER BLUSH PALETTE	Blush Palette	10	
743	1	N/A	041554455595	FACE STUDIO MASTER CONTOUR	Light to Medium	10	
744	1	N/A	041554455601	FACE STUDIO MASTER CONTOUR	Medium to Deep	20	

Column: 12 - Row: 11 Lower Notch: 1 Fixture Type: TRAYS Fixture Description: FS CITY BRONZE 1.1 UT **
TRAYS Fixture Re-Order Code: PL2000000463 SS Graphic Re-Order Code: PM0000036948
Graphic Re-Order Code: PM0000042085 SS Holder Re-Order Code: PM0000027619
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000028816 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
745	1	N/A	041554562958	FACE STUDIO CITY BRONZER	100	100	
746	1	N/A	041554562965	FACE STUDIO CITY BRONZER	200	200	
747	1	N/A	041554562972	FACE STUDIO CITY BRONZER	300	300	

Row: 1

Lower Notch: 27

Row: 2

Lower Notch: 22

Row: 3

Lower Notch: 15

Row: 4

Lower Notch: 8

Row: 5

Lower Notch: 36

Row: 6

Lower Notch: 29

Row: 8

Lower Notch: 22

Row: 9

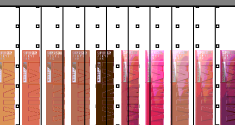
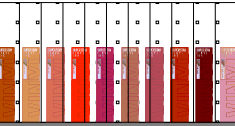
Lower Notch: 18

Row: 10

Lower Notch: 7

Row: 11

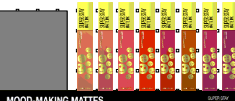
Lower Notch: 1



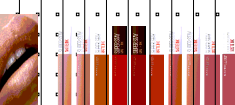
LONGWEAR MATTE CRAYON



LONGWEAR MATTE CRAYON



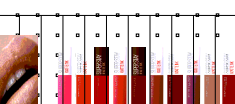
MOOD-MAKING MATTES



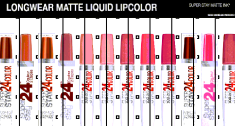
LONGWEAR MATTE LIQUID LIPCOLOR



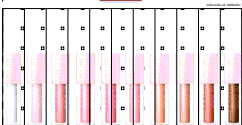
LONGWEAR MATTE LIQUID LIPCOLOR



LONGWEAR MATTE LIQUID LIPCOLOR



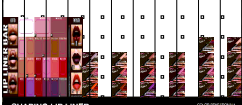
2-STEP LONGWEAR LIP COLOR



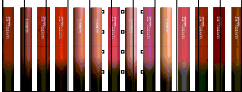
HYDRATING LIP GLOSS



HYDRATING LIP GLOSS



SHAPING LIP LINER



SHAPING LIP LINER



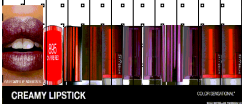
UNIVERSAL LIPSTICK



CREAMY LIPSTICK



CREAMY LIPSTICK



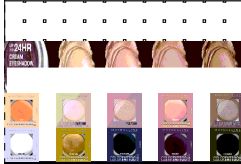
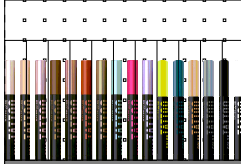
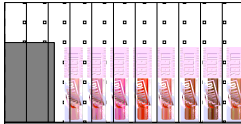
CREAMY LIPSTICK



2-STEP LONGWEAR LIP COLOR



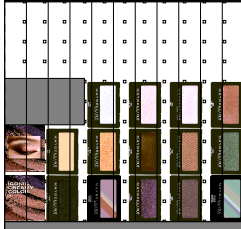
2-STEP LONGWEAR LIP COLOR



CREAM EYESHADOW

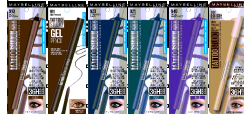


STACKED EYESHADOW PALETTE





MAY



BACK PANEL
MERCHANDIS

BELL
N



S 40+30=70"
SE SPACE=72"

INE
EW YORK



