



WAKEFERN 14' X 48" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1448ULHNOPDQ.IS24

Column: 1 - Row: 1 Lower Notch: 4 Fixture Type: SIGN Fixture Description: RENO LIFTER GLOSS BTY NAV 6X12 UNLIT **
SIGN Fixture Re-Order Code: PM0000028072 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042231 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: SIGN Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 1 - Row: 2 Lower Notch: 35 Fixture Type: TRAYS Fixture Description: LIFTER GLOSS 1.1 **
TRAYS Fixture Re-Order Code: PL2000000621 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042141, PM0000043439 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000036173 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
1	1	N/A	041554583854	LIFTER GLOSS	Pearl	001	
2	1	N/A	041554583861	LIFTER GLOSS	Ice	002	
3	1	N/A	041554583878	LIFTER GLOSS	Moon	003	
4	1	N/A	041554583885	LIFTER GLOSS	Silk	004	
5	1	N/A	041554583892	LIFTER GLOSS	Petal	005	
6	1	N/A	041554583908	LIFTER GLOSS	Reef	006	
7	1	N/A	041554583915	LIFTER GLOSS	Amber	007	
8	1	N/A	041554583922	LIFTER GLOSS	Stone	008	
9	1	N/A	041554583939	LIFTER GLOSS	Topaz	009	
10	1	N/A	041554583946	LIFTER GLOSS	Crystal	010	

Column: 1 - Row: 3 Lower Notch: 28 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
11	1	N/A	041554586992	LIFTER GLOSS	Brass	011	
12	1	N/A	041554587005	LIFTER GLOSS	Opal	012	
13	1	N/A	041554587029	LIFTER GLOSS	Heat	014	
14	1	N/A	041554070903	LIFTER GLOSS	RUST	16	
15	1	N/A	041554070941	LIFTER GLOSS	SUN	20	
16	1	N/A	041554085372	CANDY DROP	GUMMY BEAR	021	
17	1	N/A	041554085419	CANDY DROP	PEACH RING	022	
18	1	N/A	041554085396	CANDY DROP	SWEETHEART	023	
19	1	N/A	041554085402	CANDY DROP	BUBBLEGUM	024	
20	1	N/A	041554085389	CANDY DROP	TAFFY	025	

Column: 1 - Row: 4 Lower Notch: 22 Fixture Type: TRAYS Fixture Description: CS CREAMS 1.3 RENO **
TRAYS Fixture Re-Order Code: PL2000000446 SS Graphic Re-Order Code: PM0000033908
Graphic Re-Order Code: PM0000033907, PM0000042123 SS Holder Re-Order Code: PM0000027630
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000034845, PM0000034848 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
21	1	N/A	041554578348	COLOR SEN LIPSTICK	COPPER CHARGE	166	
22	1	N/A	041554578317	COLOR SEN LIPSTICK	ALMOND HUSTLE	133	
23	1	N/A	041554264630	COLOR SEN LIPSTICK	Rum Riche	280	
24	1	N/A	041554198645	COLOR SEN LIPSTICK	Crazy For Coffee	275	
25	1	N/A	041554413236	COLOR SEN BUFFS	TOUCHABLE TAUPE	940	
26	1	N/A	041554578300	COLOR SEN LIPSTICK	DOUBLE SHOT	111	
27	1	N/A	041554408546	COLOR SEN BUFFS	NUDE LUST	920	
28	1	N/A	041554198560	COLOR SEN LIPSTICK	Nearly There	205	
29	1	N/A	041554198591	COLOR SEN LIPSTICK	Warm Me Up	235	
30	1	N/A	041554198232	COLOR SEN LIPSTICK	Born With It	15	

Column: 1 - Row: 5 Lower Notch: 16 Fixture Type: TRAYS Fixture Description: CS CREAMS 2.3 RENO **
TRAYS Fixture Re-Order Code: PL2000000446 SS Graphic Re-Order Code: PM0000033911
Graphic Re-Order Code: PM0000033910, PM0000042124 SS Holder Re-Order Code: PM0000027630
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000034846, PM0000034849 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
31	1	N/A	041554198225	COLOR SEN LIPSTICK	Pink Sand	005	
32	1	N/A	041554578249	COLOR SEN LIPSTICK	FLUSH PUNCH	222	
33	1	N/A	041554578287	COLOR SEN LIPSTICK	PINK FLARE	255	
34	1	N/A	041554470994	COLOR SEN LIPSTICK	Romantic Rose	450	
35	1	N/A	041554198300	COLOR SEN LIPSTICK	Pink Wink	105	
36	1	N/A	041554578232	COLOR SEN LIPSTICK	PINK SCORE	244	
37	1	N/A	041554578294	COLOR SEN LIPSTICK	PINK POSE	233	
38	1	N/A	041554248913	COLOR SEN LIPSTICK	Pink & Proper	20	
39	1	N/A	041554578362	COLOR SEN LIPSTICK	CORAL RISE	344	
40	1	N/A	041554578409	COLOR SEN LIPSTICK	HOT CHASE	333	

Column: 1 - Row: 6 Lower Notch: 10 Fixture Type: TRAYS Fixture Description: CS CREAMS 3.3 RENO **
TRAYS Fixture Re-Order Code: PL2000000446 SS Graphic Re-Order Code: PM0000033914
Graphic Re-Order Code: PM0000033913, PM0000042125 SS Holder Re-Order Code: PM0000027630
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000034847, PM0000034850 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
41	1	N/A	041554294996	COLOR SEN LIP VIVID	ON FIRE RED	895	
42	1	N/A	041554248906	COLOR SEN LIPSTICK	Red Revolution	630	

Row: 1

Lower Notch: 4

Row: 2

Lower Notch: 35

Row: 3

Lower Notch: 28

Row: 4

Lower Notch: 22

Row: 5

Lower Notch: 16

Row: 6

Lower Notch: 10

Row: 7

Lower Notch: 5

Lower Notch: 1

43	1	N/A	041554198553	COLOR SEN LIPSTICK	Red Revival	645	
44	1	N/A	041554578386	COLOR SEN LIPSTICK	CRIMSON RACE	311	
45	1	N/A	041554198423	COLOR SEN LIPSTICK	On The Mauve	445	
46	1	N/A	041554198409	COLOR SEN LIPSTICK	Plum Paradise	425	
47	1	N/A	041554283426	COLOR SEN LIPSTICK	Blissful Berry	410	
48	1	N/A	041554198416	COLOR SEN LIPSTICK	Plum Perfect	435	
49	1	N/A	041554578416	COLOR SEN LIPSTICK	PLUM RULE	411	
50	1	N/A	041554578423	COLOR SEN LIPSTICK	BERRY GO	400	

Column: 1 - Row: 7 Lower Notch: 5 Fixture Type: HOOK BARS Fixture Description: 6HK GENERIC URBAN HKBR UNLIT

HOOK BARS Fixture Re-Order Code: 041554984521 SS Graphic Re-Order Code:

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

Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984521

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

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
51	1	N/A	041554586404	Baby Lips Quenched	Quenched	005	
52	1	N/A	041554264548	BABY LIPS	CHERRY ME	15	
53	1	N/A	041554264562	BABY LIPS	PINK PUNCH	25	
54	1	N/A	041554424591	BABY LIPS CRYSTAL	Pink Quartz	140	
55	1	N/A	041554483123	BABY LIPS	MY PINK	01	
56	1	N/A	041554404937	BABY LIPS DR RESCUE	Coral Crave	55	

Row: 1

Lower Notch: 4

Row: 2

Lower Notch: 35

Row: 3

Lower Notch: 28

Row: 4

Lower Notch: 22

Row: 5

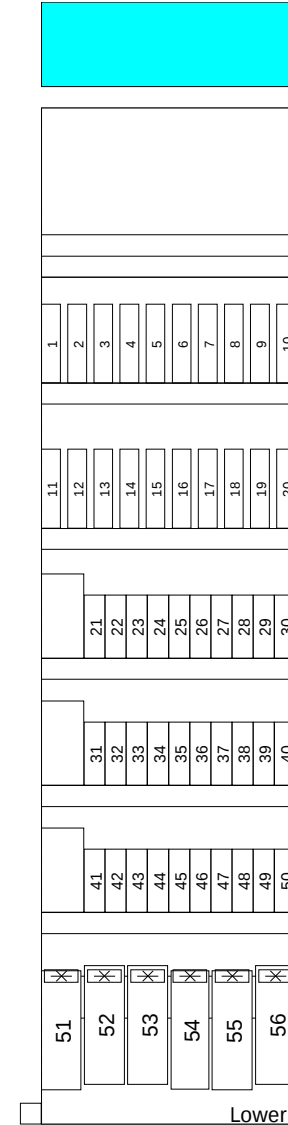
Lower Notch: 16

Row: 6

Lower Notch: 10

Row: 7

Lower Notch: 5



WAKEFERN 14' X 48" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024
MNYWAK1448ULHNOPDQ.IS24

Column: 2 - Row: 1 Lower Notch: 6 Fixture Type: HEADER LIT Fixture Description: RENO MNY LOGO HDR (NAV) 4X36 LIT **
HEADER LIT Fixture Re-Order Code: PM0000027632 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000028005 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER LIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 2 - Row: 5 Lower Notch: 39 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
57	1	N/A	041554071047	VINYL INK	LIPPY	10	
58	1	N/A	041554071030	VINYL INK	PEACHY	15	
59	1	N/A	041554071009	VINYL INK	COY	20	
60	1	N/A	041554070989	VINYL INK	RED-HOT	25	
61	1	N/A	041554070958	VINYL INK	UNRIVALED	30	
62	1	N/A	041554071023	VINYL INK	CHEEKY	35	
63	1	N/A	041554071016	VINYL INK	WITTY	40	
64	1	N/A	041554070972	VINYL INK	WICKED	50	
65	1	N/A	041554070965	VINYL INK	ROYAL	55	
66	1	N/A	041554080421	SUPER STAY VINYL INK	Captivated	95	

Column: 2 - Row: 6 Lower Notch: 33 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
67	1	N/A	041554080414	SUPER STAY VINYL INK	Charmed	100	
68	1	N/A	041554080407	SUPER STAY VINYL INK	Golden	105	
69	1	N/A	041554079319	SUPER STAY VINYL INK	Peppy	115	
70	1	N/A	041554079302	SUPER STAY VINYL INK	Punchy	120	
71	1	N/A	041554080445	SUPER STAY VINYL INK	Fearless	135	
72	1	N/A	041554087628	VINYL INK	ROGUE	145	
73	1	N/A	041554087604	VINYL INK	STRIKING	150	
74	1	N/A	041554087611	VINYL INK	UPBEAT	155	
75	1	N/A	041554087635	VINYL INK	SULTRY	160	
76	1	N/A	041554087642	VINYL INK	EDGY	165	

Column: 2 - Row: 7 Lower Notch: 27 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
77	1	N/A	041554582314	Color Sensational Ultimate	More Berry	099	
78	1	N/A	041554070682	Color Sensational Ultimate Neutrals	MORE CEDAR	188	
79	1	N/A	041554582222	Color Sensational Ultimate	More Ruby	199	
80	1	N/A	041554582239	Color Sensational Ultimate	More Scarlet	299	
81	1	N/A	041554070705	Color Sensational Ultimate Neutrals	MORE MOCHA	388	
82	1	N/A	041554070712	Color Sensational Ultimate Neutrals	MORE STONE	488	
83	1	N/A	041554582277	Color Sensational Ultimate	More Blush	499	
84	1	N/A	041554070729	Color Sensational Ultimate Neutrals	MORE BLONDE	588	
85	1	N/A	041554582260	Color Sensational Ultimate	More Mauve	599	
86	1	N/A	041554070736	Color Sensational Ultimate Neutrals	MORE SEPIA	688	
87	1	N/A	041554582284	Color Sensational Ultimate	More Buff	699	
88	1	N/A	041554582307	Color Sensational Ultimate	More Taupe	799	
89	1	N/A	041554582253	Color Sensational Ultimate	More Rust	899	
90	1	N/A	041554582246	Color Sensational Ultimate	More Truffle	999	

Column: 2 - Row: 8 Lower Notch: 21 Fixture Type: TRAYS Fixture Description: CS LIP LINERS 1.1
TRAYS Fixture Re-Order Code: PM0000019869 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042084 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code: PM0000019869
Shade Chart Re-Order Code: PM0000044114 UPC Blade Code: PM0000021685

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
91	1	N/A	041554486032	COLOR SENSATIONAL MECHANICAL LINER	Clear	100	
92	1	N/A	041554549300	Color Sensational Shaping Lip Liner	BEIGE BABE	102	
93	1	N/A	041554549331	Color Sensational Shaping Lip Liner	Gone Gneige	104	
94	1	N/A	041554486049	COLOR SENSATIONAL MECHANICAL LINER	NUDE WHISPER	105	
95	1	N/A	041554486056	COLOR SENSATIONAL MECHANICAL LINER	PURELY NUDE	110	
96	1	N/A	041554486063	COLOR SENSATIONAL MECHANICAL LINER	TOTALLY TOFFEE	115	
97	1	N/A	041554549355	Color Sensational Shaping Lip Liner	RAW CHOCOLATE	118	
98	1	N/A	041554486070	COLOR SENSATIONAL MECHANICAL LINER	Rich Chocolate	120	
99	1	N/A	041554486087	COLOR SENSATIONAL MECHANICAL LINER	MAGNETIC MAUVE	125	
100	1	N/A	041554486094	COLOR SENSATIONAL MECHANICAL LINER	DUSTY ROSE	130	
101	1	N/A	041554549287	Color Sensational Shaping Lip Liner	ALMOND ROSE	132	
102	1	N/A	041554486048	Color Sensational Shaping Lip Liner	Pink Wink	134	
103	1	N/A	041554486100	COLOR SENSATIONAL MECHANICAL LINER	PALEST PINK	135	
104	1	N/A	041554486117	COLOR SENSATIONAL MECHANICAL LINER	PINK CORAL	140	
105	1	N/A	041554486124	COLOR SENSATIONAL MECHANICAL LINER	Very Cherry	145	

SID
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Row: 1

Lower Notch: 6

Row: 5

Lower Notch: 39

Row: 6

Lower Notch: 33

Row: 7

Lower Notch: 27

Row: 8

Lower Notch: 21

Row: 9

Lower Notch: 15

Row: 10

Lower Notch: 8

Row: 11

Lower Notch: 1

106	1	N/A	041554486131	COLOR SENSATIONAL MECHANICAL LINER	BRICK RED	150	
107	1	N/A	041554486148	COLOR SENSATIONAL MECHANICAL LINER	WILD VIOLETS	155	
108	1	N/A	041554493324	Color Sensational Shaping Lip Liner	Divine Wine	153	
109	1	N/A	041554492859	COLOR SENSATIONAL MECHANICAL LINER	RICH WINE	160	
110	1	N/A	041554492866	COLOR SENSATIONAL MECHANICAL LINER	PLUM PASSION	165	

Column: 2 - Row: 9
TRAYS Fixture Re-Order Code: PL2000000446
Graphic Re-Order Code: PM0000042751, PM0000042811
Carrier Tray Graphic Re-Order Code: PM0000042752, PM0000042753
Shade Chart Re-Order Code: PM0000042752, PM0000042753

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
111	1	N/A	041554564815	CS MADE FOR ALL	MAIVE FOR ME	373	
112	1	N/A	041554566772	CS MADE FOR ALL	PINK FOR ME	376	
113	1	N/A	041554564860	CS MADE FOR ALL	FUCHSIA FOR ME	379	
114	1	N/A	041554564853	CS MADE FOR ALL	RUBY FOR ME	385	
115	1	N/A	041554564846	CS MADE FOR ALL	RED FOR ME	382	
116	1	N/A	041554453645	COLOR SEN THE MATTES	Nude Nuance	657	
117	1	N/A	041554429893	COLOR SEN THE MATTES	Touch of Spice	660	
118	1	N/A	041554429909	COLOR SEN THE MATTES	Lust for Blush	665	
119	1	N/A	041554429961	COLOR SEN THE MATTES	Divine Wine	695	
120	1	N/A	041554488777	COLOR SENSATIONAL LOADED BOLDS	Pitch Black	845	

Column: 2 - Row: 10
TRAYS Fixture Re-Order Code: PL2000000386
Graphic Re-Order Code: PM0000042094
Carrier Tray Graphic Re-Order Code: PM0000042782
Shade Chart Re-Order Code: PM0000042782

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
121	1	N/A	041554237757	SS 2 STEP 24 HR LIPCOLOR	Continuous Coral	020	
122	1	N/A	041554237757	SS 2 STEP 24 HR LIPCOLOR	Continuous Coral	020	
123	1	N/A	041554558876	SS 2 STEP 24 HR LIPCOLOR	Crisp Magenta	305	
124	1	N/A	041554237788	SS 2 STEP 24 HR LIPCOLOR	Keep It Red	035	
125	1	N/A	041554494969	SS 2 STEP 24 HR LIPCOLOR	ETERNAL CHERRY	200	
126	1	N/A	041554558890	SS 2 STEP 24 HR LIPCOLOR	Optic Ruby	310	
127	1	N/A	041554237764	SS 2 STEP 24 HR LIPCOLOR	Keep Up The Flame	025	
128	1	N/A	041554237740	SS 2 STEP 24 HR LIPCOLOR	All Day Cherry	015	
129	1	N/A	041554237726	SS 2 STEP 24 HR LIPCOLOR	Everlasting Wine	005	
130	1	N/A	041554552041	SS 2 STEP 24 HR LIPCOLOR	ENDLESS EXPRESSO	275	
131	1	N/A	041554237948	SS 2 STEP 24 HR LIPCOLOR	Forever Chestnut	115	
132	1	N/A	041554238006	SS 2 STEP 24 HR LIPCOLOR	Constant Cocoa	145	

Column: 2 - Row: 11
TRAYS Fixture Re-Order Code: PL2000000386
Graphic Re-Order Code: PM0000042094
Carrier Tray Graphic Re-Order Code: PM0000037938
Shade Chart Re-Order Code: PM0000037938

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
133	1	N/A	041554064902	SS 2 STEP 24 HR LIPCOLOR	COPPER GLISTEN	910	
134	1	N/A	041554335927	SS 2 STEP 24 HR LIPCOLOR	Constant Toast	136	
135	1	N/A	041554064889	SS 2 STEP 24 HR LIPCOLOR	SULTRY AMBER	915	
136	1	N/A	041554238280	SS 2 STEP 24 HR LIPCOLOR	Timeless Toffee	150	
137	1	N/A	041554844619	SS 2 STEP 24 HR LIPCOLOR	ALL NIGHT APRICOT	240	
138	1	N/A	041554237831	SS 2 STEP 24 HR LIPCOLOR	So Pearly Pink	110	
139	1	N/A	041554237924	SS 2 STEP 24 HR LIPCOLOR	Blush On	105	
140	1	N/A	041554494945	SS 2 STEP 24 HR LIPCOLOR	PINK GOES ON	215	
141	1	N/A	041554494983	SS 2 STEP 24 HR LIPCOLOR	24/7 FUSCHIA	220	
142	1	N/A	041554064896	SS 2 STEP 24 HR LIPCOLOR	BRONZED DREAM	920	
143	1	N/A	041554237917	SS 2 STEP 24 HR LIPCOLOR	Very Cranberry	100	
144	1	N/A	041554237894	SS 2 STEP 24 HR LIPCOLOR	Timeless Rose	090	

SID
48

Row: 1

Lower Notch: 6

Row: 5

Lower Notch: 39

Row: 6

Lower Notch: 33

Row: 7

Lower Notch: 27

Row: 8

Lower Notch: 21

Row: 9

Lower Notch: 15

Row: 10

Lower Notch: 8

Row: 11

Lower Notch: 1

WAKEFERN 14' X 48" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024
MNYWAK1448ULHNOPDQ.IS24

Column: 2 - Row: 1 Lower Notch: 6 Fixture Type: HEADER LIT Fixture Description: RENO MNY LOGO HDR (NAV) 4X36 LIT **
HEADER LIT Fixture Re-Order Code: PM0000027632 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000028005 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER LIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 3 - Row: 2 Lower Notch: 4 Fixture Type: SIGN Fixture Description: RENO SS LIP NAV 2X12 UNLIT **
SIGN Fixture Re-Order Code: PM0000029066 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000044534 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: SIGN Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 3 - Row: 3 Lower Notch: 36 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
145	1	N/A	041554064704	SUPERSTAY INK CRAYON	DRIVE THE FUTURE	165	
146	1	N/A	041554558753	SUPERSTAY INK CRAYON	LIVE ON THE EDGE	5	
147	1	N/A	041554587945	SUPERSTAY INK CRAYON	RISE TO THE TOP	110	
148	1	N/A	041554558784	SUPERSTAY INK CRAYON	ENJOY THE VIEW	20	
149	1	N/A	041554064667	SUPERSTAY INK CRAYON	WORK FOR IT	140	
150	1	N/A	041554064728	SUPERSTAY INK CRAYON	BREAK THE CEILING	145	
151	1	N/A	041554064674	SUPERSTAY INK CRAYON	STOP AT NOTHING	160	
152	1	N/A	041554587869	SUPERSTAY INK CRAYON	REACH HIGH	100	
153	1	N/A	041554587852	SUPERSTAY INK CRAYON	ON THE GRIND	105	
154	1	N/A	041554558760	SUPERSTAY INK CRAYON	TRUST YOUR GUT	10	
155	1	N/A	041554064681	SUPERSTAY INK CRAYON	ACHIEVE IT ALL	155	
156	1	N/A	041554587777	SUPERSTAY INK CRAYON	LEAD THE WAY	15	
157	1	N/A	041554558777	SUPERSTAY INK CRAYON	LEAD THE WAY	15	
158	1	N/A	041554577877	SUPERSTAY INK CRAYON	KEEP IT FUN	90	

Column: 3 - Row: 4 Lower Notch: 29 Fixture Type: TRAYS Fixture Description: SS INK CRAYON 2.2 **
TRAYS Fixture Re-Order Code: PL2000000410 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042180 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000038712 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
159	1	N/A	041554558791	SUPERSTAY INK CRAYON	STAY EXCEPTIONAL	25	
160	1	N/A	041554064735	SUPERSTAY INK CRAYON	CHASE DREAMS	150	
161	1	N/A	041554581522	SUPERSTAY INK CRAYON	RUN THE WORLD	80	
162	1	N/A	041554581539	SUPERSTAY INK CRAYON	CHANGE IS GOOD	85	
163	1	N/A	041554558807	SUPERSTAY INK CRAYON	SEEK ADVENTURE	30	
164	1	N/A	041554558938	SUPERSTAY INK CRAYON	HUSTLE IN HEELS	45	
165	1	N/A	041554064711	SUPERSTAY INK CRAYON	MAKE MOVES	135	
166	1	N/A	041554064650	SUPERSTAY INK CRAYON	PAVE THE ROAD	130	
167	1	N/A	041554558845	SUPERSTAY INK CRAYON	OWN YOUR EMPIRE	50	
168	1	N/A	041554558852	SUPERSTAY INK CRAYON	MAKE IT HAPPEN	55	
169	1	N/A	041554064643	SUPERSTAY INK CRAYON	CHECK YOURSELF	125	
170	1	N/A	041554064698	SUPERSTAY INK CRAYON	BE BOLD, BE YOU	120	
171	1	N/A	041554558869	SUPERSTAY INK CRAYON	ACCEPT A DARE	60	
172	1	N/A	041554565973	SUPERSTAY INK CRAYON	SETTLE FOR MORE	65	

Column: 3 - Row: 5 Lower Notch: 22 Fixture Type: TRAYS Fixture Description: SS MATTE INK 1.3 **
TRAYS Fixture Re-Order Code: PL2000000421 SS Graphic Re-Order Code: PM0000042184
Graphic Re-Order Code: PM0000042179 SS Holder Re-Order Code: PM0000016521
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000038708 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
173	1	N/A	041554496895	SUPERSTAY MATTE INK	LOYALIST	5	
174	1	N/A	041554543681	SUPERSTAY MATTE INK	POET	60	
175	1	N/A	041554545319	SUPERSTAY MATTE INK	GLOBETROTTER	135	
176	1	N/A	041554589511	SUPERSTAY MATTE INK	HUSTLER	335	
177	1	N/A	041554589504	SUPERSTAY MATTE INK	INNOVATOR	330	
178	1	N/A	041554545426	SUPERSTAY MATTE INK	GROUND-BREAKER	117	
179	1	N/A	041554543711	SUPERSTAY MATTE INK	AMAZONIAN	70	
180	1	N/A	041554543650	SUPERSTAY MATTE INK	SEDUCTRESS	65	
181	1	N/A	041554545402	SUPERSTAY MATTE INK	SELF-STARTER	130	
182	1	N/A	041554577839	SUPERSTAY MATTE INK	RINGLEADER	175	

Column: 3 - Row: 6 Lower Notch: 15 Fixture Type: TRAYS Fixture Description: SS MATTE INK 2.3 **
TRAYS Fixture Re-Order Code: PL2000000421 SS Graphic Re-Order Code: PM0000042185
Graphic Re-Order Code: PM0000042179 SS Holder Re-Order Code: PM0000016521
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000038709 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
183	1	N/A	041554577860	SUPERSTAY MATTE INK	SAVANT	155	
184	1	N/A	041554577846	SUPERSTAY MATTE INK	REVOLUTIONARY	180	
185	1	N/A	041554577822	SUPERSTAY MATTE INK	MOVER	160	
186	1	N/A	041554543643	SUPERSTAY MATTE INK	RULER	80	
187	1	N/A	041554554472	SUPERSTAY MATTE INK	FOUNDER	115	

E 1
3"

Row: 1

Lower Notch: 6

Row: 2

Lower Notch: 4

Row: 3

Lower Notch: 36

Row: 4

Lower Notch: 29

Row: 5

Lower Notch: 22

Row: 6

Lower Notch: 15

Row: 7

Lower Notch: 8

Row: 8

Lower Notch: 1

188	1	N/A	041554554489	SUPERSTAY MATTE INK	ARTIST	120	
189	1	N/A	041554577853	SUPERSTAY MATTE INK	PATHFINDER	150	
190	1	N/A	041554496918	SUPERSTAY MATTE INK	LOVER	15	
191	1	N/A	041554496901	SUPERSTAY MATTE INK	DREAMER	10	
192	1	N/A	041554554496	SUPERSTAY MATTE INK	INSPIRER	125	

Column: 3 - Row: 7 Lower Notch: 8 Fbture Type: TRAYS Fbture Description: SS MATTE INK 3.3 **
TRAYS Fbture Re-Order Code: PL2000000421 SS Graphic Re-Order Code: PM0000042186
Graphic Re-Order Code: PM0000042179 SS Holder Re-Order Code: PM0000016521
Carrier Tray Graphic Re-Order Code: TRAYS Fbture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000038710 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
193	1	N/A	041554496949	SUPERSTAY MATTE INK	ROMANTIC	30	
194	1	N/A	041554554533	SUPERSTAY MATTE INK	DANCER	118	
195	1	N/A	041554589498	SUPERSTAY MATTE INK	SHOT CALLER	325	
196	1	N/A	041554496925	SUPERSTAY MATTE INK	PIONEER	20	
197	1	N/A	041554589528	SUPERSTAY MATTE INK	EXHILARATOR	340	
198	1	N/A	041554496987	SUPERSTAY MATTE INK	VOYAGER	50	
199	1	N/A	041554554540	SUPERSTAY MATTE INK	COMPOSER	112	
200	1	N/A	041554496963	SUPERSTAY MATTE INK	BELIEVER	40	
201	1	N/A	041554543704	SUPERSTAY MATTE INK	VISIONARY	95	
202	1	N/A	041554543636	SUPERSTAY MATTE INK	HUNTRESS	90	

Column: 3 - Row: 8 Lower Notch: 1 Fbture Type: TRAYS Fbture Description: SS 24HR LIP 3.3 **
TRAYS Fbture Re-Order Code: PL2000000388 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042094 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fbture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000037939 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
203	1	N/A	041554551075	SS 2 STEP 24 HR LIPCOLOR	FIRMLY MAUVE	245	
204	1	N/A	041554558883	SS 2 STEP 24 HR LIPCOLOR	Frosted Mauve	300	
205	1	N/A	041554237801	SS 2 STEP 24 HR LIPCOLOR	Wear On Wildberry	045	
206	1	N/A	041554237870	SS 2 STEP 24 HR LIPCOLOR	Infinite Petal	080	
207	1	N/A	041554237825	SS 2 STEP 24 HR LIPCOLOR	Perpetual Plum	055	
208	1	N/A	041554551990	SS 2 STEP 24 HR LIPCOLOR	RELENTLESS RUBY	255	
209	1	N/A	041554558906	SS 2 STEP 24 HR LIPCOLOR	Frozen Rose	315	
210	1	N/A	041554237818	SS 2 STEP 24 HR LIPCOLOR	Unlimited Raisin	050	
211	1	N/A	041554237955	SS 2 STEP 24 HR LIPCOLOR	Always Heather	120	
212	1	N/A	041554552027	SS 2 STEP 24 HR LIPCOLOR	MERLOT ARMOUR	265	
213	1	N/A	041554064872	SS 2 STEP 24 HR LIPCOLOR	BROOKLYN SUNSET	925	
214	1	N/A	041554064865	SS 2 STEP 24 HR LIPCOLOR	CITY ABLAZE	930	

E 1
3"

Row: 1

Lower Notch: 6

Row: 2

Lower Notch: 4

Row: 3

Lower Notch: 36

Row: 4

Lower Notch: 29

Row: 5

Lower Notch: 22

Row: 6

Lower Notch: 15

Row: 7

Lower Notch: 8

Row: 8

Lower Notch: 1

WAKEFERN 14' X 48" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024
MNYWAK1448ULHNOPDQ.IS24

Column: 2 - Row: 1 Lower Notch: 6 Fixture Type: HEADER LIT Fixture Description: RENO MNY LOGO HDR (NAV) 4X36 LIT **
HEADER LIT Fixture Re-Order Code: PM0000027632 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000028005 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER LIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 4 - Row: 1 Lower Notch: 4 Fixture Type: SIGN Fixture Description: RENO CATEGORY-SHADOW NAV 2X12 UNLIT **
SIGN Fixture Re-Order Code: PM0000029066 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043919 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: SIGN Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 4 - Row: 2 Lower Notch: 36 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
215	1	N/A	041554084115	EYE STIX	I AM SHINING	10	
216	1	N/A	041554084122	EYE STIX	I AM CONFIDENT	15	
217	1	N/A	041554084139	EYE STIX	I AM INSPIRED	20	
218	1	N/A	041554084146	EYE STIX	I AM DETERMINED	25	
219	1	N/A	041554084153	EYE STIX	I AM COURAGEOUS	30	
220	1	N/A	041554084160	EYE STIX	I AM POWERFUL	35	
221	1	N/A	041554084177	EYE STIX	I AM FIERCE	40	
222	1	N/A	041554084184	EYE STIX	I AM GIVING	45	
223	1	N/A	041554084191	EYE STIX	I AM UNIQUE	50	
224	1	N/A	041554084207	EYE STIX	I AM FEARLESS	55	
225	1	N/A	041554088137	EYE STIX	I AM UNEXPECTED	60	
226	1	N/A	041554088151	EYE STIX	I AM EXTRAVAGANT	70	
227	1	N/A	041554088199	EYE STIX	I AM RARE	75	
228	1	N/A	041554088205	EYE STIX	I AM UNCONVENTIONAL	95	
229	1	N/A	041554088212	EYE STIX	I AM REBELLIOUS	100	
230	1	N/A	041554088229	EYE STIX	I AM UNMATCHED	105	

Column: 4 - Row: 3 Lower Notch: 28 Fixture Type: TRAYS Fixture Description: EW MONOS 1.1 (2TIER) **
TRAYS Fixture Re-Order Code: PL2000000442 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042121 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000028848, PM0000028849 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
231	1	N/A	041554492644	Expertwear Monos	Vanilla	100S	
232	1	N/A	041554490749	Expertwear Monos	Soft Pearl	10S	
233	1	N/A	041554490763	Expertwear Monos	Seashell	30S	
234	1	N/A	041554490770	Expertwear Monos	Nude Glow	40S	
235	1	N/A	041554490756	Expertwear Monos	Linen	20S	
236	1	N/A	041554490794	Expertwear Monos	The Glo Down	60S	
237	1	N/A	041554492682	Expertwear Monos	Made for Mocha	140S	
238	1	N/A	041554490824	Expertwear Monos	Forest Green	80S	
239	1	N/A	041554492651	Expertwear Monos	Night Sky	110S	
240	1	N/A	041554552201	Expertwear Monos	DUSTY ROSE	200S	
241	1	N/A	041554490787	Expertwear Monos	Tastefully Taupe	50S	
242	1	N/A	041554492712	Expertwear Monos	Humdrum Plum	170S	

Column: 4 - Row: 4 Lower Notch: 21 Fixture Type: TRAYS Fixture Description: COL TAT POTS 1.1 **
TRAYS Fixture Re-Order Code: PL2000000493 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000031557, PM0000042106, PM0000042111 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000031554, PM0000031555 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
243	1	N/A	041554567953	COLOR TATTOO POTS	V.I.P	10	
244	1	N/A	041554567885	COLOR TATTOO POTS	FRONT RUNNER	15	
245	1	N/A	041554567892	COLOR TATTOO POTS	SOCIALITE	20	
246	1	N/A	041554567922	COLOR TATTOO POTS	URBANITE	25	
247	1	N/A	041554567908	COLOR TATTOO POTS	HIGH ROLLER	30	
248	1	N/A	041554567915	COLOR TATTOO POTS	CHILL GIRL	35	
249	1	N/A	041554567939	COLOR TATTOO POTS	GOLDEN GIRL	40	
250	1	N/A	041554567977	COLOR TATTOO POTS	TRAILBLAZER	45	
251	1	N/A	041554567946	COLOR TATTOO POTS	KNOCKOUT	50	
252	1	N/A	041554567960	COLOR TATTOO POTS	RISK MAKER	55	

Column: 4 - Row: 5 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
253	1	N/A	041554499742	CITY MINI PALETTES	Rooftop Bronzes	400	
254	1	N/A	041554499735	CITY MINI PALETTES	Chill Brunch Neutrals	410	
255	1	N/A	041554499766	CITY MINI PALETTES	Downtown Sunrise	430	
256	1	N/A	041554540772	CITY MINI PALETTES	MATTE ABOUT TOWN	480	

Row: 1

Row: 1

Row: 2

Row: 3

Row: 4

Row: 5

Row: 6

Row: 7

Lower Notch: 6

Lower Notch: 4

Lower Notch: 36

Lower Notch: 28

Lower Notch: 21

Lower Notch: 15

Lower Notch: 9

Lower Notch: 5

Column: 4 -		Row: 6		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		
257	1	N/A	041554552485	CITY MINI PALETTES	Brooklyn Nudes	500			
258	1	N/A	041554552492	CITY MINI PALETTES	Blushed Avenue	510			
259	1	N/A	041554552508	CITY MINI PALETTES	Skyscape Dusk	520			
260	1	N/A	041554563306	CITY MINI PALETTES	Diamond District	540			

Column: 4 -		Row: 7		Lower Notch: 5		Fixture Type: HOOK BARS		Fixture Description: 6HK GENERIC URBAN HKBR UNLIT	
HOOK BARS Fixture Re-Order Code: 041554984521				SS Graphic Re-Order Code:					
Graphic Re-Order Code:				SS Holder Re-Order Code:					
Carrier Tray Graphic Re-Order Code:				HOOK BARS Fixture Rolled-Up Code: 041554984521					
Shade Chart Re-Order Code:				UPC Blade Code: 041554994452					
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code		
261	1	N/A	041554529043	TWEEZER (UPGRADED)	UPGRADED TWEEZER				
262	1	N/A	041554535273	BRUSH 'N' COMB	EXPERT TOOLS BRUSH 'N' COMB				
263	1	N/A	041554535426	EYELASH CURLER	EXPERT TOOLS EYELASH CURLER				
264	1	N/A	041554535457	EYELASH CURLER REFILLS	0				
265	1	N/A	041554535419	DUAL SHARPENER	EXPERT TOOLS DUAL SHARPENER				

Row: 1

Row: 1

Row: 2

Row: 3

Row: 4

Row: 5

Row: 6

Row: 7

Lower Notch: 6

Lower Notch: 4

Lower Notch: 36

Lower Notch: 28

Lower Notch: 21

Lower Notch: 15

Lower Notch: 9

Lower Notch: 5

215	216	217	218	219	220	221	222	223	224	225	226
227	228	229	230	231	232	233	234	235	236	237	238
239	240	241	242	243	244	245	246	247	248	249	250
251	252	253	254	255	256	257	258	259	260	261	262
263	264	265	266	267	268	269	270	271	272	273	274
275	276	277	278	279	280	281	282	283	284	285	286

WAKEFERN 14' X 48" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024
MNYWAK1448ULHNOPDQ.IS24

Column: 5 - Row: 2 Lower Notch: 4 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: PM000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
266	1	N/A	041554578607	HYPER EASY LIQUID LINER	Pitch Black	800	
267	1	N/A	041554076431	HYPER EASY LINER	Pitch Brown	810	
268	1	N/A	041554513561	UNSTOPPABLE EYELINER - CARDED	Espresso	60	
269	1	N/A	041554513493	UNSTOPPABLE EYELINER - CARDED	Onyx	10	
270	1	N/A	041554513523	UNSTOPPABLE EYELINER - CARDED	Cinnabar	20	
271	1	N/A	041554513530	UNSTOPPABLE EYELINER - CARDED	Pewter	30	

Column: 5 - Row: 3 Lower Notch: 36 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: PM000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
272	1	N/A	041554080810	TATTOO STUDIO BRUSH TIP INK PEN LINER	Jet Black	880	
273	1	N/A	041554081091	INK PEN LINER	BROWN	882	
274	1	N/A	041554549416	TATTOO STUDIO DIP IN LIQUID LINER	Black	001	
275	1	N/A	041554078947	TATTOO STUDIO GEL PENCIL LINER	Rose Gold	980	
276	1	N/A	041554078954	TATTOO STUDIO GEL PENCIL LINER	Bronze Spark	981	
277	1	N/A	041554078961	TATTOO STUDIO GEL PENCIL LINER	Emerald Lights	982	

Column: 5 - Row: 4 Lower Notch: 28 Fixture Type: HOOK BARS Fixture Description: 6HK MSTR PREC ALL DAY (DEMO) HKBR UNLIT...

HOOK BARS Fixture Re-Order Code: PL2000000147

SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000042077

SS Holder Re-Order Code:

Carrier Tray Graphic Re-Order Code:

HOOK BARS Fixture Rolled-Up Code:

Shade Chart Re-Order Code:

UPC Blade Code: PM000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
278	1	N/A	041554586473	MASTER PRECISE ALL DAY MATTE	MATTE BLACK	310	
279	1	N/A	041554568226	MASTER PREC ALL DAY	Black	110	
280	1	N/A	041554549454	MASTER PREC ALL DAY	FOREST BROWN	111	
281	1	N/A	041554460834	MASTER PRECISE SKINNY	Defining Black	210	
282	1	N/A	041554460841	MASTER PRECISE SKINNY	Sharp Brown	220	
283	1	N/A	041554541915	MASTER PRECISE INK LINER	BLACK COMET	510	

Column: 5 - Row: 5 Lower Notch: 20 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: PM000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
284	1	N/A	041554530179	EXPERT EYES TWIN BROW & EYE PENCILS	Velvet Black	01	
285	1	N/A	041554530254	EXPERT EYES TWIN BROW & EYE PENCILS	DARK BROWN	02	
286	1	N/A	041554530667	EXPERT EYES TWIN BROW & EYE PENCILS	Medium Brown	03	
287	1	N/A	041554507379	EXPERT EYES TWIN BROW & EYE PENCILS	Blonde	7	
288	1	N/A	041554533156	LINEWORKS ULTRA LINER WATERPROOF	Black	1	
289	1	N/A	041554533163	LINEWORKS ULTRA LINER WATERPROOF	DARK BROWN	2	

Column: 5 - Row: 6 Lower Notch: 11 Fixture Type: TRAYS Fixture Description: EW QUADS 1.3 **

TRAYS Fixture Re-Order Code: PL2000000023

SS Graphic Re-Order Code: PM0000043899

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: PM0000042805

UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
290	1	N/A	041554409093	EXPERT WEAR QUADS	Natural Smokes	2Q	
291	1	N/A	041554409161	EXPERT WEAR QUADS	Chai Latte	22Q	
292	1	N/A	041554409123	EXPERT WEAR QUADS	Sunlit Bronze	50Q	

Column: 5 - Row: 7 Lower Notch: 6 Fixture Type: TRAYS Fixture Description: EW QUADS 2.9/8/7/6 **

TRAYS Fixture Re-Order Code: PL2000000023

SS Graphic Re-Order Code:

Graphic Re-Order Code:

SS Holder Re-Order Code:

Carrier Tray Graphic Re-Order Code:

TRAYS Fixture Rolled-Up Code:

Shade Chart Re-Order Code: PM0000042808

UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
293	1	N/A	041554409116	EXPERT WEAR QUADS	Mocha Motion	10Q	
294	1	N/A	041554409130	EXPERT WEAR QUADS	Designer Chocolates	40Q	
295	1	N/A	041554409192	EXPERT WEAR QUADS	Lavender Smokes	8Q	
296	1	N/A	041554409147	EXPERT WEAR QUADS	Charcoal Smokes	4Q	

Column: 5 - Row: 8 Lower Notch: 1 Fixture Type: TRAYS Fixture Description: EW QUADS 3.3 **

TRAYS Fixture Re-Order Code: PL2000000023

SS Graphic Re-Order Code: PM0000043900

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: PM0000042809

UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
297	1	N/A	041554409239	EXPERT WEAR QUADS	Emerald Smokes	48Q	
298	1	N/A	041554409260	EXPERT WEAR QUADS	Autumn Coppers	44Q	
299	1	N/A	041554409178	EXPERT WEAR QUADS	Velvet Crush	20Q	

Row: 2

Lower Notch: 4

Row: 3

Lower Notch: 36

Row: 4

Lower Notch: 28

Row: 5

Lower Notch: 20

Row: 6

Lower Notch: 11

Row: 7

Lower Notch: 6

Row: 8

Lower Notch: 1

WAKEFERN 14' X 48" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024
MNYWAK1448ULHNOPDQ.IS24

Column: 6 -		Row: 1		Lower Notch: 4	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: PM000008588			
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
300	1	N/A	041554513547	UNSTOPPABLE EYELINER - CARDED	Sapphire	40	
301	1	N/A	041554588910	TATTOO STUDIO SMOKEY GEL PENCIL LINER	SMOKEY BLACK	10	
302	1	N/A	041554588927	TATTOO STUDIO SMOKEY GEL PENCIL LINER	SMOKEY BROWN	40	
303	1	N/A	041554220186	EYE STUDIO GEL LINER	Blackest Black	50	
304	1	N/A	041554220193	EYE STUDIO GEL LINER	Brown	52	

Column: 6 -		Row: 2		Lower Notch: 36	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: PM0000042158				SS Holder Re-Order Code:			
Carrier Tray Graphic Re-Order Code:				HOOK BARS Fixture Rolled-Up Code:			
Shade Chart Re-Order Code:				UPC Blade Code: PM000008588			
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
305	1	N/A	041554078978	TATTOO STUDIO GEL PENCIL LINER	Midnight Black	983	
306	1	N/A	041554563337	TATTOO STUDIO GEL PENCIL LINER	DEEP ONYX	900	
307	1	N/A	041554563344	TATTOO STUDIO GEL PENCIL LINER	INTENSE CHARCOAL	901	
308	1	N/A	041554563351	TATTOO STUDIO GEL PENCIL LINER	BOLD BROWN	910	
309	1	N/A	041554563363	TATTOO STUDIO GEL PENCIL LINER	STRIKING NAVY	920	
310	1	N/A	041554563900	TATTOO STUDIO GEL PENCIL LINER	POLISHED WHITE	970	

Column: 6 -		Row: 3		Lower Notch: 28	Fixture Type: HOOK BARS	Fixture Description: 6HK DEFINE-A-LINE HKBR UNLIT **	
HOOK BARS Fixture Re-Order Code: PL2000000147				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000042073				SS Holder Re-Order Code:			
Carrier Tray Graphic Re-Order Code:				HOOK BARS Fixture Rolled-Up Code:			
Shade Chart Re-Order Code:				UPC Blade Code: PM000008588			
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
311	1	N/A	041554552560	LASTING DRAMA MATTES	JET BLACK	860	
312	1	N/A	041554009071	DEFINE A LINE	Ebony Black	1	
313	1	N/A	041554009095	DEFINE A LINE	Brownish Black	3	
314	1	N/A	041554572476	LINE EXPRESS	Ebony Black	01	
315	1	N/A	041554572483	LINE EXPRESS	Soft Black	02	
316	1	N/A	041554209440	LINE STILETTO LIQUID LINER	Blackest Black	1	

Column: 6 -		Row: 4		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
317	1	N/A	041554069563	COLOSSAL CURL BOUNCE	Blackest Black	350	
318	1	N/A	041554069679	COLOSSAL CURL BOUNCE	Very Black (WTP)	365	
319	1	N/A	041554050899	COLOSSAL	Glam Black	00	
320	1	N/A	041554050905	COLOSSAL	Classic Black	01	

Column: 6 -		Row: 5		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
321	1	N/A	041554670745	GREAT LASH MASCARA	Blackest Black	00	
322	1	N/A	041554532722	GREAT LASH MASCARA	Very Black	1	
323	1	N/A	041554532807	GREAT LASH MASCARA	Brownish Black	2	
324	1	N/A	041554532982	GREAT LASH MASCARA	DARK BROWN	3	

Column: 6 -		Row: 6		Lower Notch: 5	Fixture Type: HOOK BARS	Fixture Description: 4HK GENERIC URBAN HKBR UNLIT	
HOOK BARS Fixture Re-Order Code: 041554984507				SS Graphic Re-Order Code:			
Graphic Re-Order Code:				SS Holder Re-Order Code:			
Carrier Tray Graphic Re-Order Code:				HOOK BARS Fixture Rolled-Up Code: 041554984507			
Shade Chart Re-Order Code:				UPC Blade Code: 041554994452			
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
325	1	N/A	041554459890	FALSIES PUSH UP DRAMA ANGEL	Blackest Black	00	
326	1	N/A	041554462838	FALSIES PUSH UP DRAMA ANGEL	Very Black (WTP)	01	
327	1	N/A	041554281446	MEGA PLUSH MASCARA	Blackest Black	00	
328	1	N/A	041554281460	MEGA PLUSH MASCARA	Very Black	01	

SIDE 2
36"

Row: 1

Lower Notch: 4

Row: 2

Lower Notch: 36

Row: 3

Lower Notch: 28

Row: 4

Lower Notch: 19

Row: 5

Lower Notch: 12

Row: 6

Lower Notch: 5

WAKEFERN 14' X 48" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

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Column: 7 -		Row: 2		Lower Notch: 2		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
329	1	N/A	041554554076		LASH SENSATIONAL SERUM		LASH SENSATIONAL SERUM	250	
330	1	N/A	041554081336		LASH SENSATIONAL SKY HIGH TINTED PRIM...		Soft Black	810	
331	1	N/A	041554071863		LASH SENSATIONAL SKY HIGH		COSMIC BLACK	799	
332	1	N/A	041554590517		LASH SENSATIONAL SKY HIGH		BLACKEST BLACK	800	

Column: 7 -		Row: 3		Lower Notch: 34		Fixture Type: HOOK BARS		Fixture Description: 4HK GENERIC URBAN HKBR UNLIT	
HOOK BARS Fixture Re-Order Code: 041554984507				SS Graphic Re-Order Code:					
Graphic Re-Order Code:				SS Holder Re-Order Code:					
Carrier Tray Graphic Re-Order Code:				HOOK BARS Fixture Rolled-Up Code: 041554984507					
Shade Chart Re-Order Code:				UPC Blade Code: 041554984452					
LocID	Facings	Acct Code	UPC		Description	Shade		Shade#	Shade Chip Code
333	1	N/A	041554584219		LASH SENSATIONAL	Midnight Black		252	
334	1	N/A	041554420616		LASH SENSATIONAL	Blackest Black		00	
335	1	N/A	041554420623		LASH SENSATIONAL	Very Black		01	
336	1	N/A	041554420630		LASH SENSATIONAL	Brownish Black		02	

Column: 7 -		Row: 4		Lower Notch: 26		Fixture Type: HOOK BARS		Fixture Description: 4HK GENERIC URBAN HKBR UNLIT	
HOOK BARS Fixture Re-Order Code: 041554984507				SS Graphic Re-Order Code:					
Graphic Re-Order Code:				SS Holder Re-Order Code:					
Carrier Tray Graphic Re-Order Code:				HOOK BARS Fixture Rolled-Up Code: 041554984507					
Shade Chart Re-Order Code:				UPC Blade Code: 041554994452					
LocID	Facings	Acct Code	UPC		Description	Shade		Shade#	Shade Chip Code
337	1	N/A	041554081152		SURREAL EXTENSION	BLACKEST BLACK WSH		170	
338	1	N/A	041554081145		SURREAL EXTENSION	VERY BLACK WSH		175	
339	1	N/A	041554079821		SURREAL EXTENSION	VERY BLACK WTP		185	
340	1	N/A	041554590364		FALSIES LASH LIFT	ULTRA BLACK INTENSIFIER		195	

Column: 7 -		Row: 5		Lower Notch: 19		Fixture Type: HOOK BARS		Fixture Description: 4HK GENERIC URBAN HKBR UNLIT	
HOOK BARS Fixture Re-Order Code: 041554984507				SS Graphic Re-Order Code:					
Graphic Re-Order Code:				SS Holder Re-Order Code:					
Carrier Tray Graphic Re-Order Code:				HOOK BARS Fixture Rolled-Up Code: 041554984507					
Shade Chart Re-Order Code:				UPC Blade Code: 041554994452					
LocID	Facings	Acct Code	UPC	Description	Shade		Shade#	Shade Chip Code	
341	1	N/A	041554056761	COLOSSAL	Glam Brown (Bm/Blk)		2		
342	1	N/A	041554197037	COLOSSAL	Glam Black (WTP)		00		
343	1	N/A	041554197044	COLOSSAL	Classic Black (WTP)		1		
344	1	N/A	041554409291	COLOSSAL PUMPED UP!	Glam Black		00		

Column: 7 -		Row: 6		Lower Notch: 12		Fixture Type: HOOK BARS		Fixture Description: 4HK GENERIC URBAN HKBR UNLIT	
HOOK BARS Fixture Re-Order Code: 041554984507				SS Graphic Re-Order Code:					
Graphic Re-Order Code:				SS Holder Re-Order Code:					
Carrier Tray Graphic Re-Order Code:				HOOK BARS Fixture Rolled-Up Code: 041554984507					
Shade Chart Re-Order Code:				UPC Blade Code: 041554984452					
LocID	Facings	Acct Code	UPC		Description		Shade	Shade#	Shade Chip Code
345	1	N/A	041554519457	GREAT LASH MASCARA		Clear		10	
346	1	N/A	041554626964	GREAT LASH MASCARA		Very Black (WTP)			
347	1	N/A	041554626988	GREAT LASH MASCARA		Brownish Black (WTP)		3	
348	1	N/A	041554209310	GREAT LASH BIG		Blackest Black		00	

Column: 7 -		Row: 7		Lower Notch: 5		Fixture Type: HOOK BARS		Fixture Description: 4HK GENERIC URBAN HKBR UNLIT	
HOOK BARS Fixture Re-Order Code: 041554984507				SS Graphic Re-Order Code:					
Graphic Re-Order Code:				SS Holder Re-Order Code:					
Carrier Tray Graphic Re-Order Code:				HOOK BARS Fixture Rolled-Up Code: 041554984507					
Shade Chart Re-Order Code:				UPC Blade Code: 041554984452					
LocID	Facings	Acct Code	UPC		Description	Shade		Shade#	Shade Chip Code
349	1	N/A	041554261484		MEGA PLUSH MASCARA	Very Black (WTP)		01	
350	1	N/A	041554288384		VE ROCKET MASCARA	Blackest Black		00	
351	1	N/A	041554288377		VE ROCKET MASCARA	Very Black		01	
352	1	N/A	041554288391		VE ROCKET MASCARA	Brownish Black		02	

Row: 2

Lower Notch: 2

Row: 3

Lower Notch: 34

Row: 4

Lower Notch: 26

Row: 5

Lower Notch: 19

Row: 6

Lower Notch: 12

Row: 7

Lower Notch: 5

WAKEFERN 14' X 48" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

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Column: 8 - Row: 1 Lower Notch: 6 Fixture Type: HEADER LIT Fixture Description: RENO MNY LOGO HDR (NAV) 4X36 LIT **
HEADER LIT Fixture Re-Order Code: PM0000027632 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000028005 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER LIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 8 - Row: 2 Lower Notch: 2 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	041554590500	LASH SENSATIONAL SKY HIGH	VERY BLACK	801	
354	1	N/A	041554076448	LASH SENSATIONAL SKY HIGH	True Brown	804	
355	1	N/A	041554590913	LASH SENSATIONAL SKY HIGH	Very Black (WTP)	802	
356	1	N/A	041554590906	LASH SENSATIONAL SKY HIGH	Brownish Black (WTP)	803	

Column: 8 - Row: 3 Lower Notch: 34 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	041554420647	LASH SENSATIONAL	Very Black (WTP)	01	
358	1	N/A	041554460247	LASH SENSATIONAL LUSCIOUS	Blackest Black	00	
359	1	N/A	041554460254	LASH SENSATIONAL LUSCIOUS	Very Black	01	
360	1	N/A	041554460278	LASH SENSATIONAL LUSCIOUS	Very Black (WTP)	01	

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

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
361	1	N/A	041554578478	FALSIES LASH LIFT	Blackest Black	200	
362	1	N/A	041554578485	FALSIES LASH LIFT	Very Black	201	
363	1	N/A	041554578492	FALSIES LASH LIFT	VERY BLACK (WTP)	202	
364	1	N/A	041554217957	FALSIES MASCARA	Blackest Black	00	

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

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
365	1	N/A	041554409284	COLOSSAL PUMPED UPI	Classic Black	01	
366	1	N/A	041554409321	COLOSSAL PUMPED UPI	Classic Black (WTP)	01	
367	1	N/A	041554493719	COLOSSAL BIG SHOT	Blackest Black	223	
368	1	N/A	041554493726	COLOSSAL BIG SHOT	Very Black	224	

Column: 8 - Row: 6 Lower Notch: 12 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
369	1	N/A	041554209327	GREAT LASH BIG	Very Black	01	
370	1	N/A	041554209334	GREAT LASH BIG	Brownish Black	02	
371	1	N/A	041554672237	GREAT LASH CURVED BRUSH	Blackest Black	00	
372	1	N/A	041554565294	GREAT LASH CURVED BRUSH	Very Black	1	

Column: 8 - Row: 7 Lower Notch: 5 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
373	1	N/A	041554288452	VE ROCKET MASCARA WP	Very Black	01	
374	1	N/A	041554699159	FULL 'N' SOFT	Very Black	1	
375	1	N/A	041554605228	FULL 'N' SOFT	Very Black (WTP)	1	
376	1	N/A	041554054156	LASH STILETTO	Very Black	1	

Row: 1

Row: 2

Row: 3

Row: 4

Row: 5

Row: 6

Row: 7

Lower Notch: 6

Lower Notch: 2

Lower Notch: 34

Lower Notch: 26

Lower Notch: 19

Lower Notch: 12

Lower Notch: 5

WAKEFERN 14' X 48" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024
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Column: 8 - Row: 1 Lower Notch: 6 Fixture Type: HEADER LIT Fixture Description: RENO MNY LOGO HDR (NAV) 4X36 LIT **
HEADER LIT Fixture Re-Order Code: PM0000027632 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000028005 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER LIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 9 - Row: 2 Lower Notch: 2 Fixture Type: HOOK BARS Fixture Description: 6HK BROW FAST SCULPT GEL (DEMO) HKBR U...
HOOK BARS Fixture Re-Order Code: PL2000000147 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042129 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
377	1	N/A	041554578706	BROW FAST SCULPT	Soft Brown	255	
378	1	N/A	041554578720	BROW FAST SCULPT	Medium Brown	257	
379	1	N/A	041554578737	BROW FAST SCULPT	DEEP BROWN	260	
380	1	N/A	041554578751	BROW FAST SCULPT	Clear	264	
381	1	N/A	041554572292	BROW ULTRA SLIM	Blonde	250	
382	1	N/A	041554083705	BROW ULTRA SLIM	TAUPE	253	

Column: 9 - Row: 3 Lower Notch: 34 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
383	1	N/A	041554522556	TOTAL TEMPTATION	BLACKEST BLACK	601	
384	1	N/A	041554522563	TOTAL TEMPTATION	VERY BLACK	602	
385	1	N/A	041554522679	TOTAL TEMPTATION	Very Black (WTP)	604	
386	1	N/A	041554240337	FALSIES BLACK DRAMA	Black Drama	10	

Column: 9 - Row: 4 Lower Notch: 26 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
387	1	N/A	041554217964	FALSIES MASCARA	Very Black	01	
388	1	N/A	041554217971	FALSIES MASCARA	Brownish Black	02	
389	1	N/A	041554217988	FALSIES MASCARA	Very Black (WTP)	01	
390	1	N/A	041554217995	FALSIES MASCARA	Brownish Black (WTP)	02	

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

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
391	1	N/A	041554493856	COLOSSAL BIG SHOT	Very Black (WTP)	226	
392	1	N/A	041554288254	COLOSSAL CAT EYES MASCARA	Glam Black	01	
393	1	N/A	041554288261	COLOSSAL CAT EYES MASCARA	Glam Black (WTP)	01	
394	1	N/A	041554268706	FALSIES FLARED	Blackest Black	00	

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

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
395	1	N/A	041554239423	Great Lash Lots of Lashes	Blackest Black	00	
396	1	N/A	041554239416	Great Lash Lots of Lashes	Very Black	01	
397	1	N/A	041554269062	Great Lash Lots of Lashes	Brownish Black	02	
398	1	N/A	041554647372	LASH DISCOVERY WASHABLE	Very Black	1	

Column: 9 - Row: 7 Lower Notch: 5 Fixture Type: HOOK BARS Fixture Description: 3HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984491 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: 041554984491
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
399	1	N/A	041554208832	LASH STILETTO WP	Very Black	01	
400	1	N/A	041554269567	ILLEGAL LENGTHS MASC	Blackest Black	00	
401	1	N/A	041554539912	SNPSACARA	Pitch Black	300	
402	1	N/A	041554578539	SNPSACARA	PITCH BLACK (WTP)	340	

Row: 1

Row: 2

Row: 3

Row: 4

Row: 5

Row: 6

Row: 7

SID
48

Lower Notch: 6

Lower Notch: 2

Lower Notch: 34

Lower Notch: 26

Lower Notch: 19

Lower Notch: 12

Lower Notch: 5

WAKEFERN 14' X 48" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1448ULHNOPDQ.IS24

Column: 8 -	Row: 1	Lower Notch: 6	Fixture Type: HEADER LIT	Fixture Description: RENO MNY LOGO HDR (NAV) 4X36 LIT **
HEADER LIT Fixture Re-Order Code: PM0000027632			SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000028005			SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:			HEADER LIT Fixture Rolled-Up Code:	
Shade Chart Re-Order Code:			UPC Blade Code:	

Column: 10 -	Row: 1	Lower Notch: 2	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
403	1	N/A	041554572308	BROW ULTRA SLIM	Soft Brown	255	
404	1	N/A	041554572322	BROW ULTRA SLIM	Medium Brown	257	
405	1	N/A	041554063712	BROW ULTRA SLIM	ASH BROWN	259	
406	1	N/A	041554572339	BROW ULTRA SLIM	DEEP BROWN	260	
407	1	N/A	041554572346	BROW ULTRA SLIM	Black Brown	262	
408	1	N/A	041554581393	BROW ULTRA SLIM	Black	264	

Column: 10 -	Row: 2	Lower Notch: 34	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
409	1	N/A	041554064308	Express Brow Duo	Blonde	250	
410	1	N/A	041554064315	Express Brow Duo	Soft Brown	255	
411	1	N/A	041554064322	Express Brow Duo	Medium Brown	257	
412	1	N/A	041554064339	Express Brow Duo	Deep Brown	260	
413	1	N/A	041554545012	TATTOOSTUDIO BROW TINT PEN	Blonde	350	
414	1	N/A	041554545029	TATTOOSTUDIO BROW TINT PEN	Soft Brown	355	

Column: 10 -	Row: 3	Lower Notch: 26	Fixture Type: HOOK BARS	Fixture Description: 6HK TS SHRPBBL BROW PEN HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000147			SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000042155			SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:			HOOK BARS Fixture Rolled-Up Code:	
Shade Chart Re-Order Code:			UPC Blade Code: PM0000008588	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
415	1	N/A	041554588699	Tattoo Studio 36HR Waterproof Eyebrow Pencil	Blonde	250	
416	1	N/A	041554588712	Tattoo Studio 36HR Waterproof Eyebrow Pencil	Soft Brown	255	
417	1	N/A	041554588729	Tattoo Studio 36HR Waterproof Eyebrow Pencil	Medium Brown	257	
418	1	N/A	041554588705	Tattoo Studio 36HR Waterproof Eyebrow Pencil	Deep Brown	260	
419	1	N/A	041554545036	TATTOOSTUDIO BROW TINT PEN	Medium Brown	360	
420	1	N/A	041554547092	TATTOOSTUDIO BROW TINT PEN	DEEP BROWN	365	

Column: 10 -	Row: 4	Lower Notch: 19	Fixture Type: HOOK BARS	Fixture Description: 6HK TS BROW POMADE (DEMO) HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000147			SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000042089			SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:			HOOK BARS Fixture Rolled-Up Code:	
Shade Chart Re-Order Code:			UPC Blade Code: PM0000008588	

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

Column: 10 -	Row: 5	Lower Notch: 12	Fixture Type: HOOK BARS	Fixture Description: 5HK TS BROW STYLING GEL HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000145			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
427	1	N/A	041554650495	LASH DISCOVERY WP	Very Black	1	
428	1	N/A	041554007503	DEFINE A LASH LENGTH MASCARA	Very Black	1	
429	1	N/A	041554080490	BROW STYLING GEL	SOFT BROWN	255	
430	1	N/A	041554080506	BROW STYLING GEL	MEDIUM BROWN	257	
431	1	N/A	041554080513	BROW STYLING GEL	DEEP BROWN	260	

Column: 10 -	Row: 6	Lower Notch: 5	Fixture Type: HOOK BARS	Fixture Description: 5HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984514			SS Graphic Re-Order Code:	
Graphic Re-Order Code:			SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:			HOOK BARS Fixture Rolled-Up Code: 041554984514	
Shade Chart Re-Order Code:			UPC Blade Code: 041554994452	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
432	1	N/A	041554543902	COVER STICK	Deep Beige	4	
433	1	N/A	041554543996	COVER STICK	Medium Beige	3	
434	1	N/A	041554543889	COVER STICK	Light Beige	2	
435	1	N/A	041554543872	COVER STICK	Ivory	1	
436	1	N/A	041554415131	Baby Skin	Instant Pore Eraser	010	

E 3
3"

Row: 1

Lower Notch: 6

Row: 1

Lower Notch: 2

Row: 2

Lower Notch: 34

Row: 3

Lower Notch: 26

Row: 4

Lower Notch: 19

Row: 5

Lower Notch: 12

Row: 6

Lower Notch: 5

WAKEFERN 14' X 48" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1448ULHNOPDQ.IS24

Column: 11 -		Row: 2	Lower Notch: 3		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
437	1	N/A	041554538748	FitMe MATTE+PORELESS FNDTN	JAVA	375	
438	1	N/A	041554539752	FitMe MATTE+PORELESS FNDTN	DEEP BRONZE	370	
439	1	N/A	041554538731	FitMe MATTE+PORELESS FNDTN	DEEP GOLDEN	368	
440	1	N/A	041554539721	FitMe MATTE+PORELESS FNDTN	NUTMEG	365	
441	1	N/A	041554539677	FitMe MATTE+PORELESS FNDTN	WARM COCONUT	356	
442	1	N/A	041554433524	FitMe MATTE+PORELESS FNDTN	Coconut	355	
443	1	N/A	041554466815	FitMe MATTE+PORELESS FNDTN	CAPPUCCINO	340	
444	1	N/A	041554539639	FitMe MATTE+PORELESS FNDTN	WARM SUN	334	

Column: 11 -		Row: 3	Lower Notch: 37	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
445	1	N/A	041554466454	FitMe MATTE+PORELESS FNDTN	CREAMY BEIGE	122	
446	1	N/A	041554433449	FitMe MATTE+PORELESS FNDTN	Cisc Ivory	120	
447	1	N/A	041554539462	FitMe MATTE+PORELESS FNDTN	LIGHT BEIGE	118	
448	1	N/A	041554433432	FitMe MATTE+PORELESS FNDTN	Ivory	115	
449	1	N/A	041554433425	FitMe MATTE+PORELESS FNDTN	Ntrl Ivory	112	
450	1	N/A	041554433418	FitMe MATTE+PORELESS FNDTN	Porcelain	110	
451	1	N/A	041554538328	FitMe MATTE+PORELESS FNDTN	Fair Ivory	105	
452	1	N/A	041554538311	FitMe MATTE+PORELESS FNDTN	FAIR PORCELAIN	102	

Column: 11 -		Row: 4		Lower Notch: 29		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		
453	1	N/A	041554553482	FitMe MATTE+PORELESS PDR	JAVA	375			
454	1	N/A	041554553529	FitMe MATTE+PORELESS PDR	Nutmeg	365			
455	1	N/A	041554488364	FitMe MATTE+PORELESS PDR	Mocha	360			
456	1	N/A	041554553468	FitMe MATTE+PORELESS PDR	Coconut	355			
457	1	N/A	041554553512	FitMe MATTE+PORELESS PDR	Warm Sun	334			
458	1	N/A	041554433852	FitMe MATTE+PORELESS PDR	Toffee	330			
459	1	N/A	041554488357	FitMe MATTE+PORELESS PDR	NATURAL TAN	320			
460	1	N/A	041554433845	FitMe MATTE+PORELESS PDR	Sun Beige	310			

Column: 11 -		Row: 5	Lower Notch: 22	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: PM0000028527			
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
461	1	N/A	041554550504	FitMe CONCEALER	Cocoa	60	
462	1	N/A	041554550498	FitMe CONCEALER	Hazelnut	55	
463	1	N/A	041554247756	FitMe CONCEALER	Cafe	50	
464	1	N/A	041554550481	FitMe CONCEALER	Tan	45	
465	1	N/A	041554550474	FitMe CONCEALER	Caramel	40	
466	1	N/A	041554247749	FitMe CONCEALER	Deep	35	
467	1	N/A	041554550467	FitMe CONCEALER	Honey	30	
468	1	N/A	041554247725	FitMe CONCEALER	Med	25	
469	1	N/A	041554247732	FitMe CONCEALER	Sand	20	
470	1	N/A	041554247718	FitMe CONCEALER	Light	15	
471	1	N/A	041554247701	FitMe CONCEALER	Fair	10	
472	1	N/A	041554550450	FitMe CONCEALER	Ivory	05	

Column: 11 -		Row: 6	Lower Notch: 16		Fixture Type: TRAYS		Fixture Description: FM D&S FNDTN 1.2 D2L **	
TRAYS Fixture Re-Order Code: PL2000000439					SS Graphic Re-Order Code:			
Graphic Re-Order Code:					SS Holder Re-Order Code:			
Carrier Tray Graphic Re-Order Code:					TRAYS Fixture Rolled-Up Code:			
Shade Chart Re-Order Code: PM0000042958					UPC Blade Code:			
LocID	Facings	Acct Code	UPC		Description	Shade	Shade#	Shade Chip Code
473	1	N/A	041554339895		FitMe DEW+SMTH FNDTN	Mocha	360	
474	1	N/A	041554247152		FitMe DEW+SMTH FNDTN	Coconut	355	
475	1	N/A	041554400816		FitMe DEW+SMTH FNDTN	Toffee	330	
476	1	N/A	041554238778		FitMe DEW+SMTH FNDTN	Soft Honey	315	
477	1	N/A	041554238761		FitMe DEW+SMTH FNDTN	Sun Bge	310	
478	1	N/A	041554339697		FitMe DEW+SMTH FNDTN	Gldn Bge	240	
479	1	N/A	041554238747		FitMe DEW+SMTH FNDTN	Pure Bge	235	
480	1	N/A	041554238730		FitMe DEW+SMTH FNDTN	Nat Buff	230	

Row: 2

Lower Notch: 3

Row: 3

Lower Notch: 37

Row: 4

Lower Notch: 29

Row: 5

Lower Notch: 22

Row: 6

Lower Notch: 16

Row: 7

Lower Notch: 8

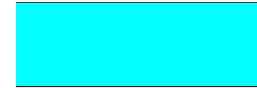
Row: 8

Lower Notch: 1

Column: 11 -	Row: 7	Lower Notch: 8	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
481	1	N/A	041554547429	MASTER PRIME BLUR + HYDRATE	MASTER PRIME BLUR + HYDRATE	050	
482	1	N/A	041554431957	FACE STUDIO MASTER PRIME	Blur + Smooth	100	
483	1	N/A	041554431971	FACE STUDIO MASTER PRIME	Blur + Redness Control	300	
484	1	N/A	041554551792	MASTER PRIME BLUR + HYDRATE	BLUR + PORE MINIMIZE	400	
485	1	N/A	041554551808	MASTER PRIME BLUR + HYDRATE	BLUR + PROTECT	500	
486	1	N/A	041554548341	Master Prime Blur Stick	Universal Transparent	100	

Column: 11 -	Row: 8	Lower Notch: 1	Fixture Type: TRAYS	Fixture Description: FS MSTR CNTRPAL+BNNAPDR+FXSPRY 1.1 **			
TRAYS Fixture Re-Order Code: PL2000000459			SS Graphic Re-Order Code:				
Graphic Re-Order Code: PM0000042154			SS Holder Re-Order Code:				
Carrier Tray Graphic Re-Order Code:			TRAYS Fixture Rolled-Up Code:				
Shade Chart Re-Order Code: PM0000037386			UPC Blade Code:				
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
487	1	N/A	041554455595	FACE STUDIO MASTER CONTOUR	Light to Medium	10	
488	1	N/A	041554455601	FACE STUDIO MASTER CONTOUR	Medium to Deep	20	
489	1	N/A	041554586480	Lasting Fix Banana Powder	Banana	10	
490	1	N/A	041554562927	LASTING FIX SETTING SPRAY	Lasting Fix Set Spray	00	

Row: 2



437	438	439	440	441	442	443	444
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Lower Notch: 3

Row: 3

445	446	447	448	449	450	451	452
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Lower Notch: 37

Row: 4

453	454	455	456
457	458	459	460

Lower Notch: 29

Row: 5

461	462	463	464	465	466	467	468	469	470	471	472
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Lower Notch: 22

Row: 6

473	474	475	476	477	478	479	480
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Lower Notch: 16

Row: 7

481	482	483	484	485	486
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Lower Notch: 8

Row: 8

487	488	489	490
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Lower Notch: 1

WAKEFERN 14' X 48" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024
MNYWAK1448ULHNOPDQ.IS24

Column: 12 -		Row: 2		Lower Notch: 3		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	
491	1	N/A	041554433517	FitMe MATTE+PORELESS FNDTN		Toffee	330		
492	1	N/A	041554438192	FitMe MATTE+PORELESS FNDTN		Warm Honey	322		
493	1	N/A	041554433500	FitMe MATTE+PORELESS FNDTN		Sun Beige	310		
494	1	N/A	041554433494	FitMe MATTE+PORELESS FNDTN		Pure Beige	235		
495	1	N/A	041554466461	FitMe MATTE+PORELESS FNDTN		True Beige	222		
496	1	N/A	041554433470	FitMe MATTE+PORELESS FNDTN		Nr'l Beige	220		
497	1	N/A	041554438161	FitMe MATTE+PORELESS FNDTN		Warm Nude	128		
498	1	N/A	041554433456	FitMe MATTE+PORELESS FNDTN		Nude Beige	125		

Column: 12 -		Row: 3		Lower Notch: 37		Fixture Type: TRAYS		Fixture Description: FM STICK 1.1 D2L **	
TRAYS Fixture Re-Order Code: PL2000000383				SS Graphic Re-Order Code:					
Graphic Re-Order Code: PM0000042083				SS Holder Re-Order Code:					
Carrier Tray Graphic Re-Order Code:				TRAYS Fixture Rolled-Up Code:					
Shade Chart Re-Order Code: PM0000042980				UPC Blade Code:					
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code		
499	1	N/A	041554337402	FitMe Oil-Free Stick Foundation	Coconut	355			
500	1	N/A	041554337266	FitMe Oil-Free Stick Foundation	Toffee	330			
501	1	N/A	041554334487	FitMe Oil-Free Stick Foundation	Pure Beige	235			
502	1	N/A	041554332872	FitMe Oil-Free Stick Foundation	Natural Beige	220			
503	1	N/A	041554332865	FitMe Oil-Free Stick Foundation	Buff Beige	130			
504	1	N/A	041554332858	FitMe Oil-Free Stick Foundation	Classic Ivory	120			
505	1	N/A	041554332841	FitMe Oil-Free Stick Foundation	Ivory	115			
506	1	N/A	041554332827	FitMe Oil-Free Stick Foundation	Porcelain	110			

Column: 12 -		Row: 4		Lower Notch: 29		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
507	1	N/A	041554488340		FitMe MATTE+PORELESS PDR		Pure Beige	235	
508	1	N/A	041554433821		FitMe MATTE+PORELESS PDR		Natural Buff	230	
509	1	N/A	041554488333		FitMe MATTE+PORELESS PDR		True Beige	222	
510	1	N/A	041554433814		FitMe MATTE+PORELESS PDR		Natural Beige	220	
511	1	N/A	041554433807		FitMe MATTE+PORELESS PDR		Buff Beige	130	
512	1	N/A	041554433784		FitMe MATTE+PORELESS PDR		Classic Ivory	120	
513	1	N/A	041554433753		FitMe MATTE+PORELESS PDR		Porcelain	110	
514	1	N/A	041554433746		FitMe MATTE+PORELESS PDR		Translucent	100	

Column: 12 -		Row: 6		Lower Notch: 22		Fixture Type: TRAYS		Fixture Description: FM BLUSH 1.1 **	
TRAYS Fixture Re-Order Code: PL2000000456				SS Graphic Re-Order Code:					
Graphic Re-Order Code: PM0000042117				SS Holder Re-Order Code:					
Carrier Tray Graphic Re-Order Code:				TRAYS Fixture Rolled-Up Code:					
Shade Chart Re-Order Code: PM0000028435,PM0000028436				UPC Blade Code:					
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code		
515	1	N/A	041554503067	FIT ME BLUSH	Buff	10			
516	1	N/A	041554503074	FIT ME BLUSH	Nude	15			
517	1	N/A	041554503098	FIT ME BLUSH	Mauve	20			
518	1	N/A	041554503104	FIT ME BLUSH	Pink	25			
519	1	N/A	041554503111	FIT ME BLUSH	Rose	30			
520	1	N/A	041554503135	FIT ME BLUSH	Coral	35			
521	1	N/A	041554503142	FIT ME BLUSH	Peach	40			
522	1	N/A	041554503159	FIT ME BLUSH	Plum	45			
523	1	N/A	041554503524	FIT ME BLUSH	Wine	50			
524	1	N/A	041554503722	FIT ME BLUSH	BERRY	55			

Column: 12 -		Row: 7		Lower Notch: 16		Fixture Type: TRAYS		Fixture Description: FM D&S FNDTN 2.2 D2L **	
TRAYS Fixture Re-Order Code: PL2000000439				SS Graphic Re-Order Code:					
Graphic Re-Order Code:				SS Holder Re-Order Code:					
Carrier Tray Graphic Re-Order Code:				TRAYS Fixture Rolled-Up Code:					
Shade Chart Re-Order Code: PM0000042959				UPC Blade Code:					
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code		
525	1	N/A	041554238723	FitMe DEW+SMTH FNDTN	Med Buff	225			
526	1	N/A	041554238716	FitMe DEW+SMTH FNDTN	Nat Bge	220			
527	1	N/A	041554238709	FitMe DEW+SMTH FNDTN	Sandy Bge	210			
528	1	N/A	041554238696	FitMe DEW+SMTH FNDTN	Buff Bge	130			
529	1	N/A	041554238679	FitMe DEW+SMTH FNDTN	Nude Bge	125			
530	1	N/A	041554238662	FitMe DEW+SMTH FNDTN	Clsc Ivry	120			
531	1	N/A	041554238655	FitMe DEW+SMTH FNDTN	Ivry	115			
532	1	N/A	041554238648	FitMe DEW+SMTH FNDTN	Porcelain	110			

Column: 12 -	Row: 8	Lower Notch: 8	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:	

Row: 2

Lower Notch: 3

Row: 3

Lower Notch: 37

Row: 4

Lower Notch: 29

Row: 6

Lower Notch: 22

Row: 7

Lower Notch: 16

Row: 8

Lower Notch: 8

Row: 9

Lower Notch: 5

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
533	1	N/A	041554503050	FIT ME LOOSE POWDER	Dark	40	
534	1	N/A	041554503043	FIT ME LOOSE POWDER	Deep	35	
535	1	N/A	041554503036	FIT ME LOOSE POWDER	Medium Deep	30	
536	1	N/A	041554502046	FIT ME LOOSE POWDER	Medium	25	
537	1	N/A	041554502039	FIT ME LOOSE POWDER	Light Medium	20	
538	1	N/A	041554502022	FIT ME LOOSE POWDER	Light	15	
539	1	N/A	041554502015	FIT ME LOOSE POWDER	FAIR LIGHT	10	
540	1	N/A	041554501995	FIT ME LOOSE POWDER	Fair	05	

Column: 12 Row: 9 Lower Notch: 5 Fixture Type: HOOK BARS Fixture Description: 6HK CHEEK HEAT BLUSH HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000153 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043673 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000008952

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
541	1	N/A	041554578171	CHEEK HEAT BLUSH	PINK SCORCH	10	
542	1	N/A	041554578188	CHEEK HEAT BLUSH	NUDE BURN	15	
543	1	N/A	041554578195	CHEEK HEAT BLUSH	ROSE FLUSH	20	
544	1	N/A	041554578201	CHEEK HEAT BLUSH	FUCHSIA SPARK	25	
545	1	N/A	041554578218	CHEEK HEAT BLUSH	CORAL EMBER	30	
546	1	N/A	041554578225	CHEEK HEAT BLUSH	BERRY FLAME	35	

Row: 2

Row: 3

Row: 4

Row: 6

Row: 7

Row: 8

Row: 9

Lower Notch: 3

Lower Notch: 37

Lower Notch: 29

Lower Notch: 22

Lower Notch: 16

Lower Notch: 8

Lower Notch: 5

WAKEFERN 14' X 48" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024
MNYWAK1448ULHNOPDQ.IS24

Column: 13 - Row: 2 Lower Notch: 9 Fixture Type: SIGN Fixture Description: RENO SS FACE NAV 2X12 UNLIT **
SIGN Fixture Re-Order Code: PM0000029066 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000044529 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: SIGN Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 13 - Row: 3 Lower Notch: 1 Fixture Type: TRAYS Fixture Description: SS FC FNDTN 1.2 **
TRAYS Fixture Re-Order Code: PL2000000437 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042164 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042783 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
547	1	N/A	041554541533	SUPERSTAY FULL COVERAGE FOUNDATION	Mocha	360	
548	1	N/A	041554541519	SUPERSTAY FULL COVERAGE FOUNDATION	Coconut	355	
549	1	N/A	041554541496	SUPERSTAY FULL COVERAGE FOUNDATION	Toffee	330	
550	1	N/A	041554541489	SUPERSTAY FULL COVERAGE FOUNDATION	Honey	320	
551	1	N/A	041554541472	SUPERSTAY FULL COVERAGE FOUNDATION	Golden	312	
552	1	N/A	041554541465	SUPERSTAY FULL COVERAGE FOUNDATION	Sun Beige	310	
553	1	N/A	041554541458	SUPERSTAY FULL COVERAGE FOUNDATION	Natural Beige	220	
554	1	N/A	041554541441	SUPERSTAY FULL COVERAGE FOUNDATION	Buff Beige	130	

Column: 13 - Row: 4 Lower Notch: 33 Fixture Type: TRAYS Fixture Description: SS FC FNDTN 2.2 **
TRAYS Fixture Re-Order Code: PL2000000437 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042164 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042785 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
555	1	N/A	041554589900	SUPERSTAY FULL COVERAGE FOUNDATION	Medium Beige	129	
556	1	N/A	041554541434	SUPERSTAY FULL COVERAGE FOUNDATION	Warm Nude	128	
557	1	N/A	041554565607	SUPERSTAY FULL COVERAGE FOUNDATION	Nude Beige	125	
558	1	N/A	041554541427	SUPERSTAY FULL COVERAGE FOUNDATION	Classic Ivory	120	
559	1	N/A	041554559415	SUPERSTAY FULL COVERAGE FOUNDATION	Light Beige	118	
560	1	N/A	041554541410	SUPERSTAY FULL COVERAGE FOUNDATION	Natural Ivory	112	
561	1	N/A	041554541403	SUPERSTAY FULL COVERAGE FOUNDATION	Porcelain	110	
562	1	N/A	041554541397	SUPERSTAY FULL COVERAGE FOUNDATION	FAIR PORCELAIN	102	

Column: 13 - Row: 5 Lower Notch: 25 Fixture Type: TRAYS Fixture Description: SS CNCLR 1.1 **
TRAYS Fixture Re-Order Code: PL2000000642 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042181 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000038715 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
563	1	N/A	041554071566	SUPER STAY CONCEALER	70	70	
564	1	N/A	041554071559	SUPER STAY CONCEALER	57	57	
565	1	N/A	041554071535	SUPER STAY CONCEALER	45	45	
566	1	N/A	041554071528	SUPER STAY CONCEALER	42	42	
567	1	N/A	041554071504	SUPER STAY CONCEALER	27	27	
568	1	N/A	041554071498	SUPER STAY CONCEALER	25	25	
569	1	N/A	041554071481	SUPER STAY CONCEALER	22	22	
570	1	N/A	041554071467	SUPER STAY CONCEALER	18	18	
571	1	N/A	041554071450	SUPER STAY CONCEALER	15	15	
572	1	N/A	041554071436	SUPER STAY CONCEALER	10	10	
573	1	N/A	041554071429	SUPER STAY CONCEALER	05	05	

Column: 13 - Row: 6 Lower Notch: 16 Fixture Type: TRAYS Fixture Description: SS 24HR PDR 1.1 **
TRAYS Fixture Re-Order Code: PL2000000438 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042236 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000040874,PM0000040875 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
574	1	N/A	041554081053	SUPER STAY 24HR POWDER	360	360	
575	1	N/A	041554081039	SUPER STAY 24HR POWDER	340	340	
576	1	N/A	041554081015	SUPER STAY 24HR POWDER	312	312	
577	1	N/A	041554081008	SUPER STAY 24HR POWDER	310	310	
578	1	N/A	041554080995	SUPER STAY 24HR POWDER	220	220	
579	1	N/A	041554080971	SUPER STAY 24HR POWDER	128	128	
580	1	N/A	041554080964	SUPER STAY 24HR POWDER	120	120	
581	1	N/A	041554080933	SUPER STAY 24HR POWDER	110	110	

Column: 13 - Row: 7 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
582	1	N/A	041554579222	DREAM RADIANT LIQUID FOUNDATION	JAVA	135	
583	1	N/A	041554579215	DREAM RADIANT LIQUID FOUNDATION	Cocoa	130	
584	1	N/A	041554579192	DREAM RADIANT LIQUID FOUNDATION	Coconut	125	
585	1	N/A	041554579178	DREAM RADIANT LIQUID FOUNDATION	Honey Beige	90	
586	1	N/A	041554579154	DREAM RADIANT LIQUID FOUNDATION	Natural Beige	75	
587	1	N/A	041554579147	DREAM RADIANT LIQUID FOUNDATION	Pure Beige	70	

SIDE 4
36"

Row: 2

Lower Notch: 9

Row: 3

Lower Notch: 1

Row: 4

Lower Notch: 33

Row: 5

Lower Notch: 25

Row: 6

Lower Notch: 16

Row: 7

Lower Notch: 9

Row: 8

Lower Notch: 1

Column: 13 -		Row: 8		Lower Notch: 1		Fixture Type: TRAYS		Fixture Description: DRM MATTE MOUSSE 1.2 D2L **	
TRAYS Fixture Re-Order Code: PL2000000480				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	
588	1	N/A	041554511871		DREAM MATTE MOUSSE FOUNDATION	Cocoa	130		
589	1	N/A	041554510164		DREAM MATTE MOUSSE FOUNDATION	Caramel	120		
590	1	N/A	041554507171		DREAM MATTE MOUSSE FOUNDATION	Honey Beige	90		
591	1	N/A	041554507164		DREAM MATTE MOUSSE FOUNDATION	Medium Beige	80		
592	1	N/A	041554537741		DREAM MATTE MOUSSE FOUNDATION	Natural Beige	75		
593	1	N/A	041554507157		DREAM MATTE MOUSSE FOUNDATION	Pure Beige	70		

	SIDE 4 36"												
Row: 2													Lower Notch: 9
	547	548	549	550	551	552	553	554					
Row: 3													Lower Notch: 1
	555	556	557	558	559	560	561	562					
Row: 4													Lower Notch: 33
	563	564	565	566	567	568	569	570	571	572	573		
Row: 5													Lower Notch: 25
	574		575		576		577						
	578		579		580		581						
Row: 6													Lower Notch: 16
			582	583	584	585	586	587					
Row: 7													Lower Notch: 9
			588		589		590						
			591		592	593	594						
Row: 8													Lower Notch: 1

WAKEFERN 14' X 48" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024
MNYWAK1448ULHNOPDQ.IS24

Column: 14 -	Row: 1	Lower Notch: 9	Fixture Type: SIGN	Fixture Description: RENO IAR NAV 2X12 UNLIT **
SIGN Fixture Re-Order Code: PM0000029066		SS Graphic Re-Order Code:		
Graphic Re-Order Code: PM0000044523		SS Holder Re-Order Code:		
Carrier Tray Graphic Re-Order Code:		SIGN Fixture Rolled-Up Code:		
Shade Chart Re-Order Code:		UPC Blade Code:		

Column: 14 -	Row: 2	Lower Notch: 5	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
594	1	N/A	041554267198	IAR Eraser Concealer	Neutralizer	50	
595	1	N/A	041554546859	IAR Eraser Concealer	Hazelnut	148	
596	1	N/A	041554074499	IAR Eraser Concealer	147.5	147.5	
597	1	N/A	041554546811	IAR Eraser Concealer	Caramel	144	
598	1	N/A	041554259278	IAR Eraser Concealer	Honey	40	
599	1	N/A	041554259261	IAR Eraser Concealer	Medium	30	

Column: 14 -	Row: 3	Lower Notch: 38	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
600	1	N/A	041554546798	IAR Eraser Concealer	Sand	122	
601	1	N/A	041554259254	IAR Eraser Concealer	Light	20	
602	1	N/A	041554567496	IAR Eraser Concealer	Warm Light	115	
603	1	N/A	041554259247	IAR Eraser Concealer	Fair	10	
604	1	N/A	041554546781	IAR Eraser Concealer	Ivory	100	
605	1	N/A	041554567489	IAR Eraser Concealer	Cool Ivory	95	

Column: 14 -	Row: 4	Lower Notch: 28	Fixture Type: TRAYS	Fixture Description: IAR ERASER FNDTN 1.1 **
TRAYS Fixture Re-Order Code: PL2000000385		SS Graphic Re-Order Code:		
Graphic Re-Order Code: PM0000042093		SS Holder Re-Order Code:		
Carrier Tray Graphic Re-Order Code:		TRAYS Fixture Rolled-Up Code:		
Shade Chart Re-Order Code: PM0000044190		UPC Blade Code:		

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
606	1	N/A	041554086621	IAR ERASER FOUNDATION	360	360	
607	1	N/A	041554086607	IAR ERASER FOUNDATION	340	340	
608	1	N/A	041554086591	IAR ERASER FOUNDATION	330	330	
609	1	N/A	041554086584	IAR ERASER FOUNDATION	310	310	
610	1	N/A	041554086676	IAR ERASER FOUNDATION	225	225	
611	1	N/A	041554220087	IAR ERASER FOUNDATION	Classic Ivory	150	
612	1	N/A	041554220070	IAR ERASER FOUNDATION	Buff Beige	130	
613	1	N/A	041554086553	IAR ERASER FOUNDATION	110	110	

Column: 14 -	Row: 5	Lower Notch: 22	Fixture Type: TRAYS	Fixture Description: DRM BB CREAMS 1.2 (FRESH) D2L **
TRAYS Fixture Re-Order Code: PL2000000454		SS Graphic Re-Order Code: PM0000043906		
Graphic Re-Order Code: PM0000042098		SS Holder Re-Order Code: PM0000035923		
Carrier Tray Graphic Re-Order Code:		TRAYS Fixture Rolled-Up Code:		
Shade Chart Re-Order Code: PM0000043032		UPC Blade Code:		

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
614	1	N/A	041554587050	DREAM FRESH BB	Deep	140	
615	1	N/A	041554282658	DREAM FRESH BB	Medium/Deep	130	
616	1	N/A	041554282641	DREAM FRESH BB	Medium	120	
617	1	N/A	041554282634	DREAM FRESH BB	Light Medium	110	
618	1	N/A	041554587043	DREAM FRESH BB	Light	100	

Column: 14 -	Row: 6	Lower Notch: 16	Fixture Type: TRAYS	Fixture Description: DRM BB CREAMS 2.2 (PURE) D2L **
TRAYS Fixture Re-Order Code: PL2000000454		SS Graphic Re-Order Code: PM0000043907		
Graphic Re-Order Code: PM0000042098		SS Holder Re-Order Code: PM0000035923		
Carrier Tray Graphic Re-Order Code:		TRAYS Fixture Rolled-Up Code:		
Shade Chart Re-Order Code: PM0000043033		UPC Blade Code:		

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
619	1	N/A	041554587074	DREAM PURE BB	Deep	140	
620	1	N/A	041554349719	DREAM PURE BB	Medium/Deep	130	
621	1	N/A	041554349573	DREAM PURE BB	Medium	120	
622	1	N/A	041554349542	DREAM PURE BB	Light/Medium	110	
623	1	N/A	041554587067	DREAM PURE BB	Light	100	

Column: 14 -	Row: 7	Lower Notch: 9	Fixture Type: TRAYS	Fixture Description: DRM RADIANT FNDTN 2.2 D2L **
TRAYS Fixture Re-Order Code: PL2000000550		SS Graphic Re-Order Code:		
Graphic Re-Order Code: PM0000042127		SS Holder Re-Order Code:		
Carrier Tray Graphic Re-Order Code:		TRAYS Fixture Rolled-Up Code:		
Shade Chart Re-Order Code: PM0000042877		UPC Blade Code:		

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
624	1	N/A	041554579130	DREAM RADIANT LIQUID FOUNDATION	Sandy Beige	60	
625	1	N/A	041554579123	DREAM RADIANT LIQUID FOUNDATION	Creamy Natural	50	
626	1	N/A	041554579109	DREAM RADIANT LIQUID FOUNDATION	Nude Beige	35	
627	1	N/A	041554579093	DREAM RADIANT LIQUID FOUNDATION	Ivory Beige	30	
628	1	N/A	041554579086	DREAM RADIANT LIQUID FOUNDATION	Classic Ivory	20	

Row: 1

Row: 2

Row: 3

Row: 4

Row: 5

Row: 6

Row: 7

Row: 8

Lower Notch: 9

Lower Notch: 5

Lower Notch: 38

Lower Notch: 28

Lower Notch: 22

Lower Notch: 16

Lower Notch: 9

Lower Notch: 1

629	1	N/A	041554579079	DREAM RADIANT LIQUID FOUNDATION	Porcelain Ivory	10	
630	1	N/A	041554579062	DREAM RADIANT LIQUID FOUNDATION	Fair Ivory	08	
631	1	N/A	041554579048	DREAM RADIANT LIQUID FOUNDATION	FAIR PORCELAIN	02	

Column: 14 - Row: 8
TRAYS Fixture Re-Order Code: PL2000000460
Graphic Re-Order Code: PM0000042100
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code: PM0000043047, PM0000043048

Lower Notch: 1
Fixture Type: TRAYS
SS Graphic Re-Order Code: PM0000031249
SS Holder Re-Order Code:
TRAYS Fixture Rolled-Up Code:
UPC Blade Code:

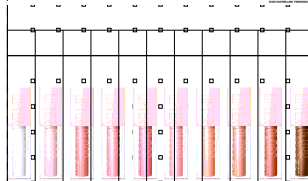
Fixture Description: DRM MATTE MOUSSE 2.2 D2L **

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
632	1	N/A	041554507140	DREAM MATTE MOUSSE FOUNDATION	Sandy Beige	60	
633	1	N/A	041554537734	DREAM MATTE MOUSSE FOUNDATION	Light Beige	55	
634	1	N/A	041554507133	DREAM MATTE MOUSSE FOUNDATION	Creamy Natural	50	
635	1	N/A	041554507126	DREAM MATTE MOUSSE FOUNDATION	Nude	40	
636	1	N/A	041554507102	DREAM MATTE MOUSSE FOUNDATION	Classic Ivory	20	
637	1	N/A	041554507096	DREAM MATTE MOUSSE FOUNDATION	Porcelain Ivory	10	

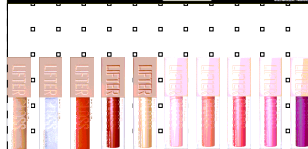
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Row: 3	600 601 602 603 604 605	Lower Notch: 38
Row: 4	606 607 608 609 610 611 612 613	Lower Notch: 28
Row: 5	614 615 616 617 618	Lower Notch: 22
Row: 6	619 620 621 622 623	Lower Notch: 16
Row: 7	624 625 626 627 628 629 630 631	Lower Notch: 9
Row: 8	632 633 634 635 636 637	Lower Notch: 1



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CREAMY LIPSTICK



CREAMY LIPSTICK

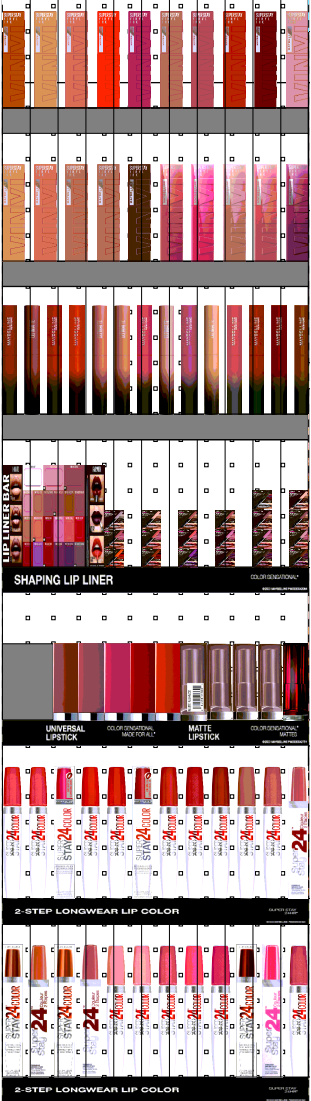


CREAMY LIPSTICK

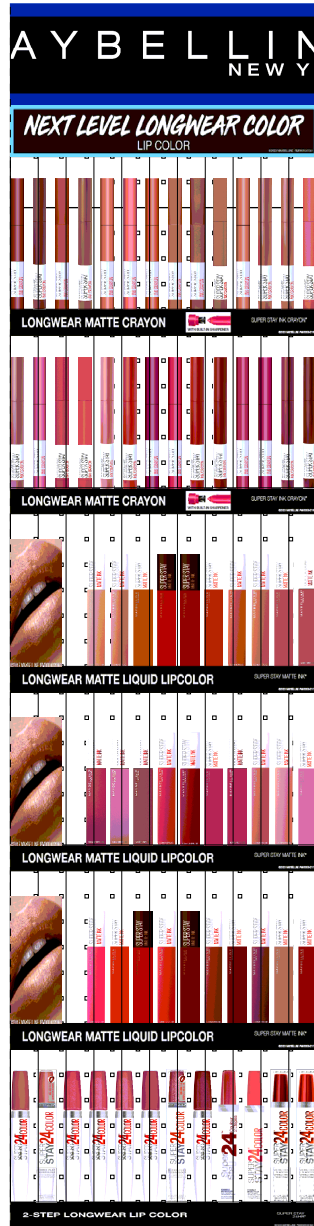


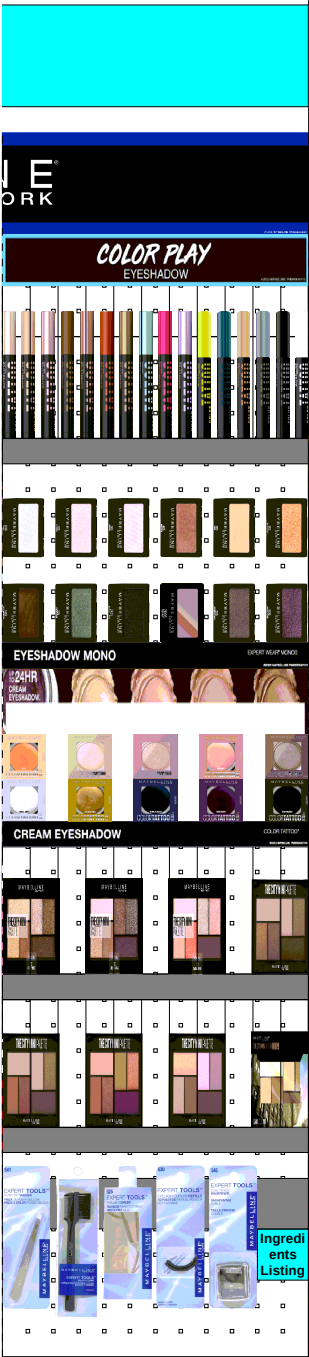
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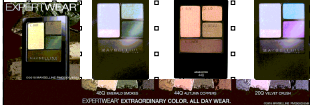
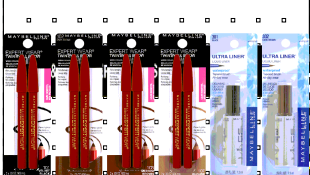
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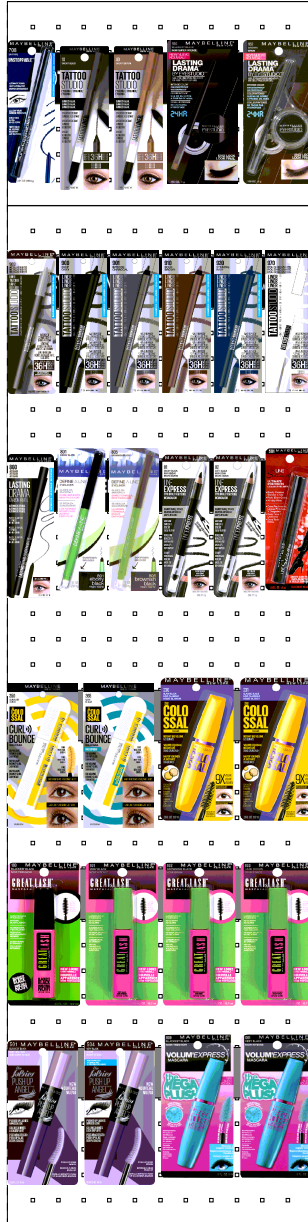
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3"



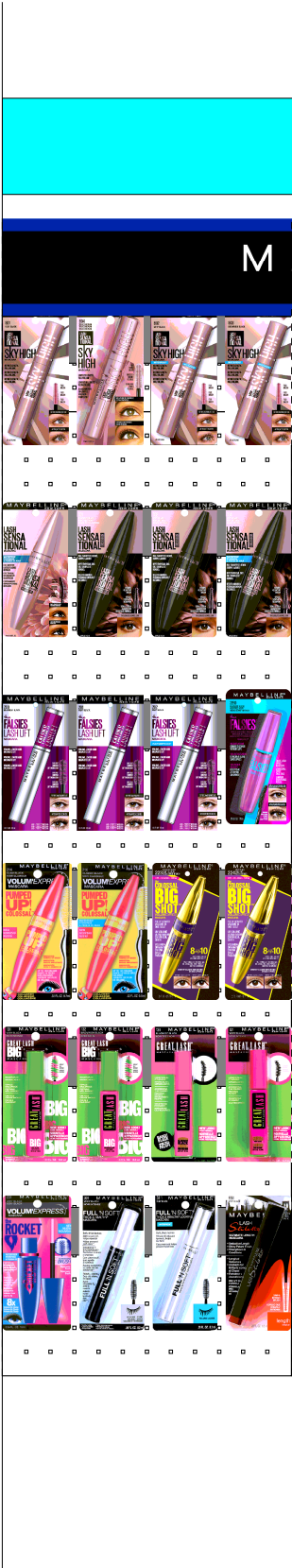




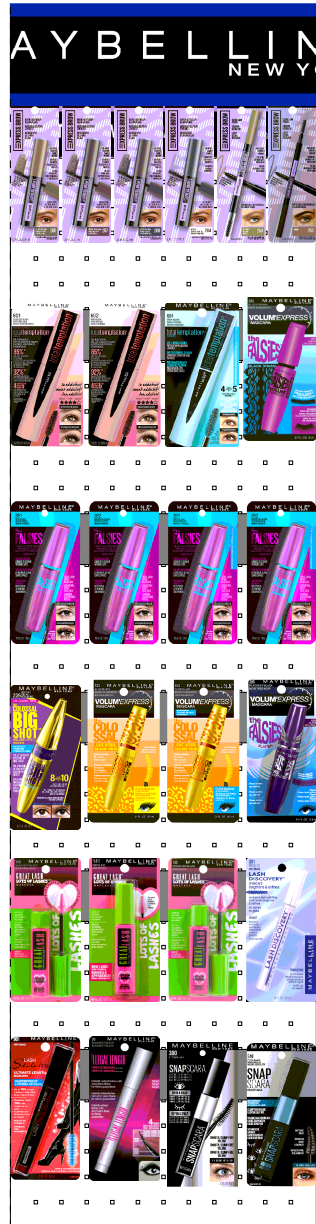
SIDE 2
36"





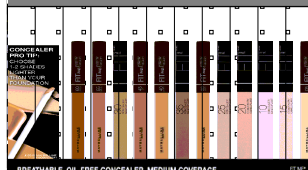
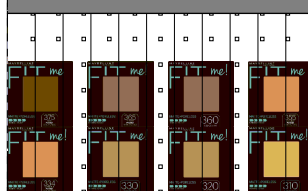


SID
48



E 3
3"





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SIDE 4
36"

LIFE-PROOF LONGWEAR
SUPER STAY®



FULL COVERAGE, NATURAL MATTE FINISH

SUPER STAY® LONGWEAR FOUNDATION



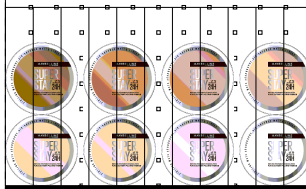
FULL COVERAGE, NATURAL MATTE FINISH

SUPER STAY® LONGWEAR FOUNDATION



FULL COVERAGE CONCEALER. UP TO 30HR WEAR.

SUPER STAY® LONGWEAR CONCEALER



UP TO 30HR HYDRATED POWDER FOUNDATION. SOFT MATTE FINISH.

SUPER STAY® LONGWEAR POWDER FOUNDATION



LIGHTWEIGHT FORMULA WITH HYALURONIC ACID.

SUPER STAY® LONGWEAR LIGHTWEIGHT FORMULA



WHIPPED MATTIFYING FOUNDATION.

SUPER STAY® LONGWEAR WHIPPED MATTIFYING FOUNDATION

