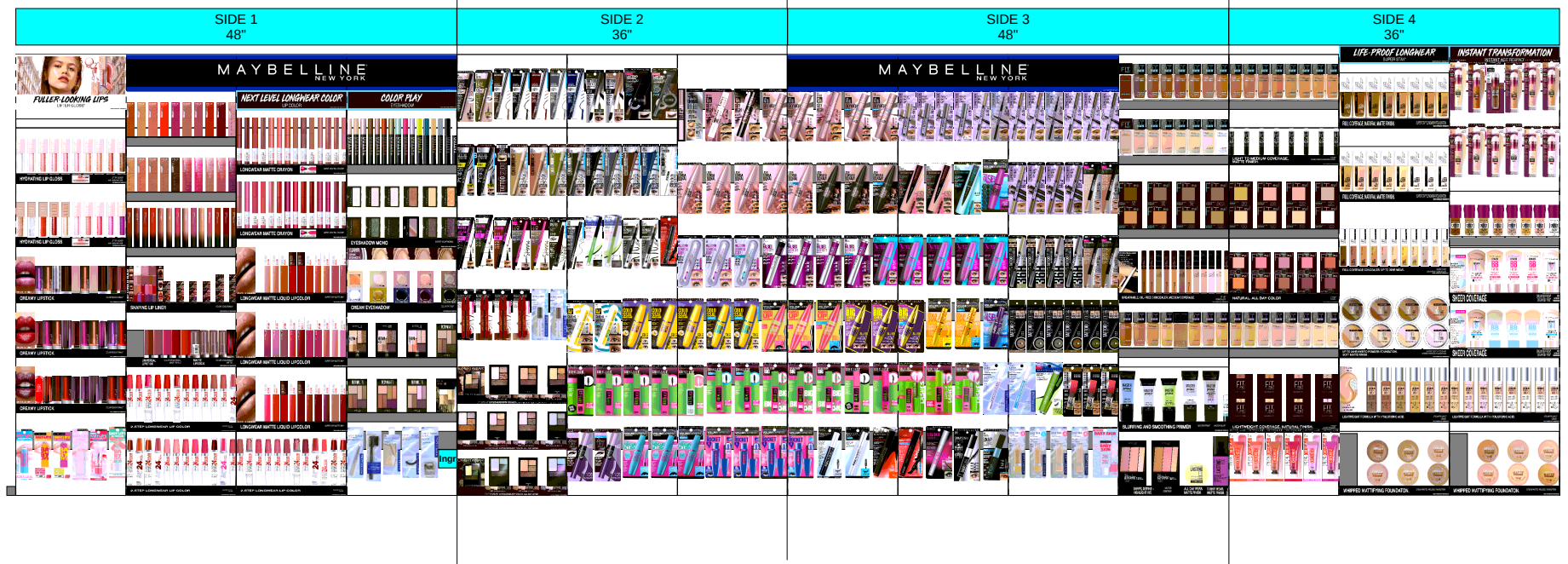


MAYBELLINE
NEW YORK

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

POG Name: MNYWAK1448ULH_NOPDQAA_IS24.psa



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

MNYWAK1448ULHNOPDQAA.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	041554583961	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

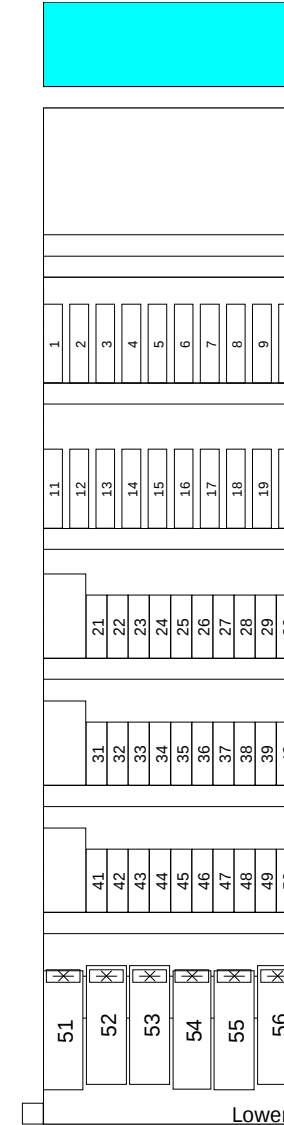
Lower Notch: 16

Row: 6

Lower Notch: 10

Row: 7

Lower Notch: 5



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

MNYWAK1448ULHNOPDQAA.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
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

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:
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:
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:
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

MNYWAK1448ULHNOPDQAA.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	041554558777	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	041554558838	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

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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: 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	Acet 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		

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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

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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 ONLYX	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: 041554984452			
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	041554069879	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: SS Holder Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507 UPC Blade Code: 041554994452

Graphic Re-Order Code: SS Holder Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507 UPC Blade Code: 041554994452

Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507 UPC Blade Code: 041554994452

Shade Chart Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507 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
MNYWAK1448ULHNOPDQAA.IS24

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: 041554994452					
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: SS Holder Re-Order Code:

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

Carrier Tray Graphic Re-Order Code: UPC Blade Code: 041554994452

Shade Chart Re-Order Code:

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)	1	
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: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
349	1	N/A	041554261484	MEGA PLUSH MASCARA	Very Black (WTFP)	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

Row: 3

Row: 4

Row: 5

Row: 6

Row: 7

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
MNYWAK1448ULHNOPDQAA.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: 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
MNYWAK1448ULHNOPDQAA.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: 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
MNYWAK1448ULHNOPDQAA.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	256	
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

MNYWAK1448ULHNOPDQAA.IS24

Column: 11 -	Row: 2	Lower Notch: 3	Fixture Type: TRAYS	Fixture Description: FM M&P FNDTN 1.3 AA **			
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: PM0000042948			UPC Blade Code:				
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
437	1	N/A	041554539776	FitMe MATTE+PORELESS FNDTN	ESPRESSO	380	
438	1	N/A	041554538748	FitMe MATTE+PORELESS FNDTN	JAVA	375	
439	1	N/A	041554539752	FitMe MATTE+PORELESS FNDTN	DEEP BRONZE	370	
440	1	N/A	041554538731	FitMe MATTE+PORELESS FNDTN	DEEP GOLDEN	368	
441	1	N/A	041554539721	FitMe MATTE+PORELESS FNDTN	NUTMEG	365	
442	1	N/A	041554466522	FitMe MATTE+PORELESS FNDTN	Mocha	360	
443	1	N/A	041554538717	FitMe MATTE+PORELESS FNDTN	Latte	358	
444	1	N/A	041554539677	FitMe MATTE+PORELESS FNDTN	WARM COCONUT	356	

Column: 11 -	Row: 3	Lower Notch: 37	Fixture Type: TRAYS	Fixture Description: FM M&P FNDTN 3.3 AA **			
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: PM0000042950			UPC Blade Code:				
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
445	1	N/A	041554433500	FitMe MATTE+PORELESS FNDTN	Sun Beige	310	
446	1	N/A	041554433494	FitMe MATTE+PORELESS FNDTN	Pure Beige	235	
447	1	N/A	041554433470	FitMe MATTE+PORELESS FNDTN	Ntrl Beige	220	
448	1	N/A	041554433456	FitMe MATTE+PORELESS FNDTN	Nude Beige	125	
449	1	N/A	041554433449	FitMe MATTE+PORELESS FNDTN	Cisc Ivory	120	
450	1	N/A	041554539462	FitMe MATTE+PORELESS FNDTN	LIGHT BEIGE	118	
451	1	N/A	041554433425	FitMe MATTE+PORELESS FNDTN	Ntrl Ivory	112	
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 AA **			
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: PM0000044142,PM0000044263			UPC Blade Code:				
LocID	Facings	Acct Code	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	041554553475	FitMe MATTE+PORELESS PDR	Truffle	362	
456	1	N/A	041554488364	FitMe MATTE+PORELESS PDR	Mocha	360	
457	1	N/A	041554553468	FitMe MATTE+PORELESS PDR	Coconut	355	
458	1	N/A	041554553451	FitMe MATTE+PORELESS PDR	GOLDEN CARAMEL	332	
459	1	N/A	041554433852	FitMe MATTE+PORELESS PDR	Toffee	330	
460	1	N/A	041554488357	FitMe MATTE+PORELESS PDR	NATURAL TAN	320	

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: PM0000026527				
Carrier Tray Graphic Re-Order Code:			TRAYS Fixture Rolled-Up Code:				
Shade Chart Re-Order Code: PM0000042999			UPC Blade Code:				
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
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	041554239895	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

Row: 3

Row: 4

Row: 5

Row: 6

Row: 7

Row: 8

Lower Notch: 3

Lower Notch: 37

Lower Notch: 29

Lower Notch: 22

Lower Notch: 16

Lower Notch: 8

Lower Notch: 1

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

MNYWAK1448ULHNOPDQAA.IS24

Column: 12 - Row: 2 Lower Notch: 3 Fixture Type: TRAYS Fixture Description: FM M&P FNDTN 2.3 AA **

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: PM0000042949

UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
491	1	N/A	041554433524	FitMe MATTE+PORELESS FNDTN	Coconut	355	
492	1	N/A	041554466515	FitMe MATTE+PORELESS FNDTN	CAPPUCCINO	340	
493	1	N/A	041554466508	FitMe MATTE+PORELESS FNDTN	SPICY BROWN	338	
494	1	N/A	041554539639	FitMe MATTE+PORELESS FNDTN	WARM SUN	334	
495	1	N/A	041554466485	FitMe MATTE+PORELESS FNDTN	GOLDEN CARAMEL	332	
496	1	N/A	041554433517	FitMe MATTE+PORELESS FNDTN	Toffee	330	
497	1	N/A	041554433192	FitMe MATTE+PORELESS FNDTN	Warm Honey	322	
498	1	N/A	041554539622	FitMe MATTE+PORELESS FNDTN	GOLDEN	312	

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 AA **

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: PM0000042974,PM0000042464

UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
507	1	N/A	041554433845	FitMe MATTE+PORELESS PDR	Sun Beige	310	
508	1	N/A	041554466840	FitMe MATTE+PORELESS PDR	Pure Beige	235	
509	1	N/A	041554433821	FitMe MATTE+PORELESS PDR	Natural Buff	230	
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,PM0000042896

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

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

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

MNYWAK1448ULHNOPDQAA.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 AA **
TRAYS Fixture Re-Order Code: PL2000000438		SS Graphic Re-Order Code:		
Graphic Re-Order Code: PM0000042238		SS Holder Re-Order Code:		
Carrier Tray Graphic Re-Order Code:		TRAYS Fixture Rolled-Up Code:		
Shade Chart Re-Order Code: PM0000042956,PM0000042957		UPC Blade Code:		

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
574	1	N/A	041554081077	SUPER STAY 24HR POWDER	375	375	
575	1	N/A	041554081060	SUPER STAY 24HR POWDER	370	370	
576	1	N/A	041554081053	SUPER STAY 24HR POWDER	360	360	
577	1	N/A	041554081039	SUPER STAY 24HR POWDER	340	340	
578	1	N/A	041554081022	SUPER STAY 24HR POWDER	332	332	
579	1	N/A	041554081008	SUPER STAY 24HR POWDER	310	310	
580	1	N/A	041554080995	SUPER STAY 24HR POWDER	220	220	
581	1	N/A	041554080964	SUPER STAY 24HR POWDER	120	120	

Column: 13 -	Row: 7	Lower Notch: 9	Fixture Type: TRAYS	Fixture Description: DRIM RADIANT FNDTN 1.2 D2L **
TRAYS Fixture Re-Order Code: PL2000000550		SS Graphic Re-Order Code: PM0000038477		
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								
Row: 8													Lower Notch: 1

WAKEFERN 14' X 48" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024
MNYWAK1448ULHNOPDQAA.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:

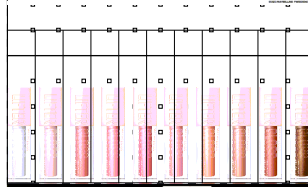
Fixture Description: DRM MATTE MOUSSE 2.2 D2L **

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	

Row: 1		Lower Notch: 9
Row: 2	594 595 596 597 598 599	Lower Notch: 5
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



FULLER-LOOKING LIPS
LIFTER GLOSS®



HYDRATING LIP GLOSS



HYDRATING LIP GLOSS



CREAMY LIPSTICK



CREAMY LIPSTICK

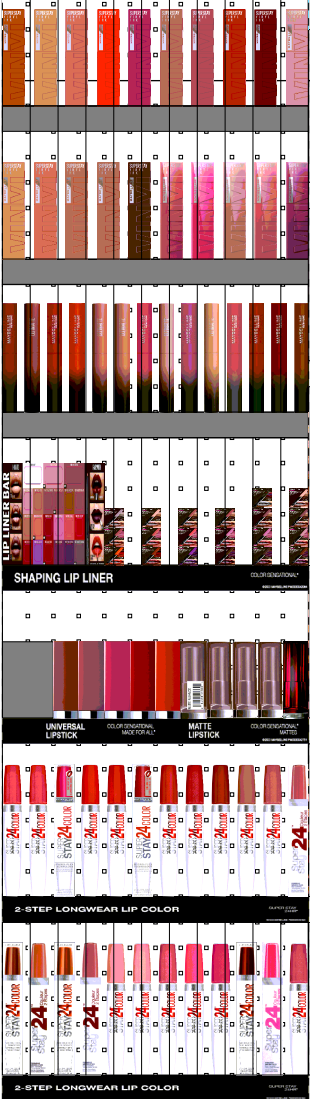


CREAMY LIPSTICK

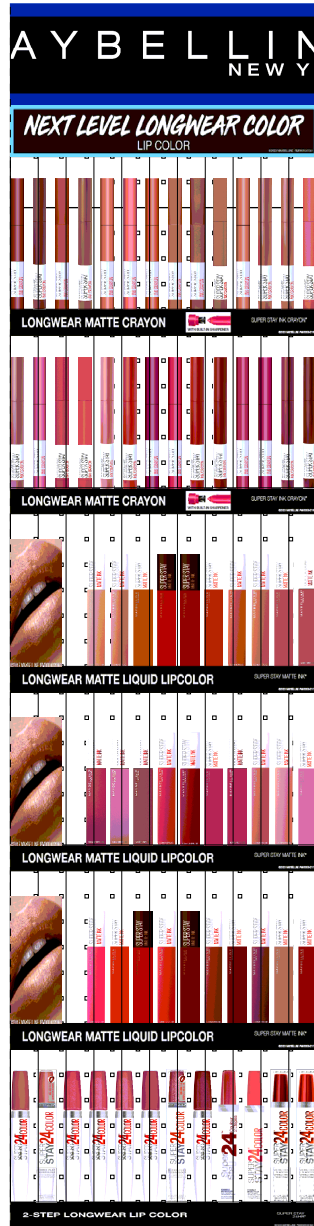


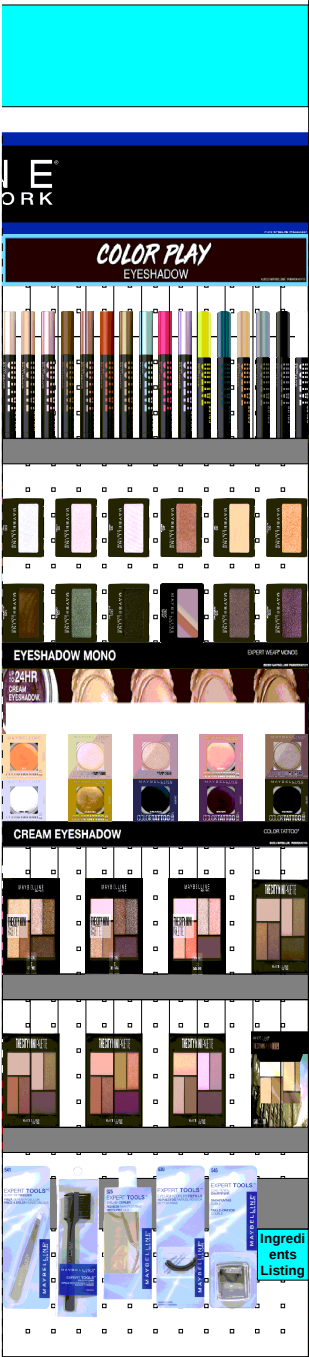
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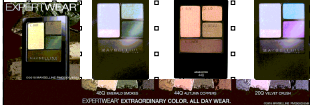
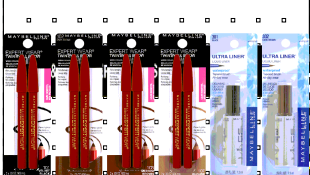
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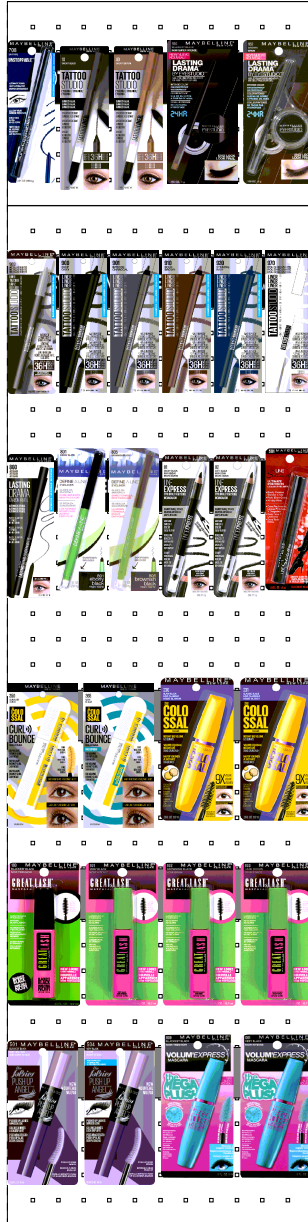
E 1
3"







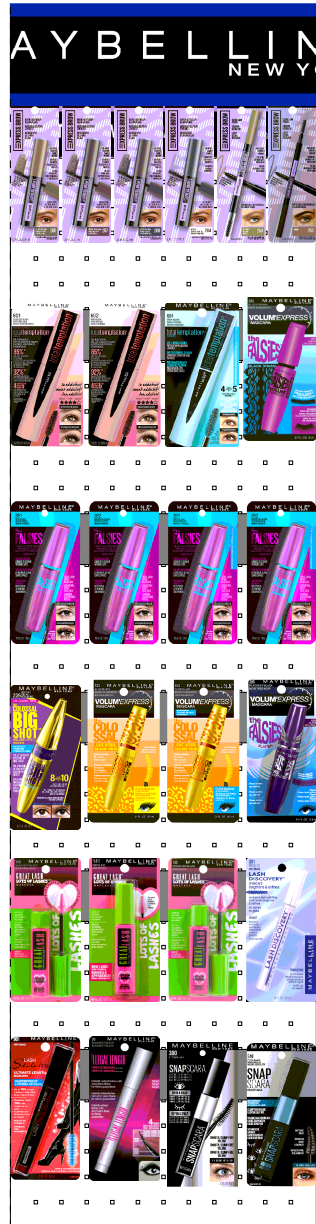
SIDE 2
36"





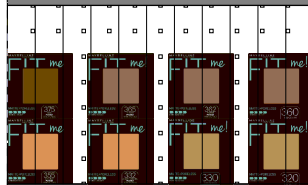


SID
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E 3
3"





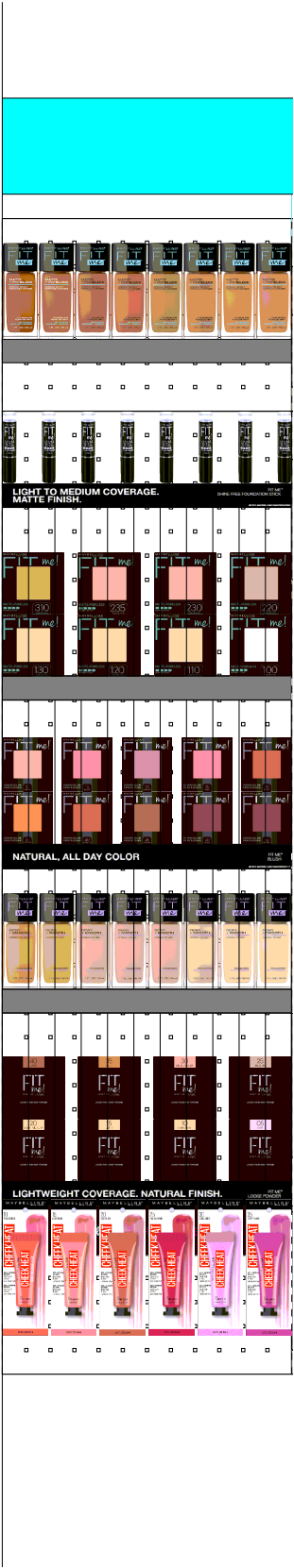
BREATHABLE, OIL-FREE CONCEALER MEDIUM COVERAGE.



BLURRING AND SMOOTHING PRIMER

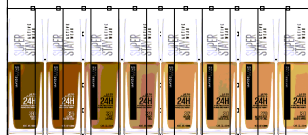


SHAPE, DEFINE + HIGHLIGHT KIT. MASTER CONTOUR. ALL DAY WEAR, MATTE FINISH. 15HR WEAR, MATTE FINISH.



SIDE 4 36"

LIFE-PROOF LONGWEAR
SUPER STAY®



FULL COVERAGE, NATURAL MATTE FINISH. SUPER STAY® LONGWEAR FOUNDATION. 24HR WEAR. 100% WATER-RESISTANT.



FULL COVERAGE, NATURAL MATTE FINISH. SUPER STAY® LONGWEAR FOUNDATION. 24HR WEAR. 100% WATER-RESISTANT.



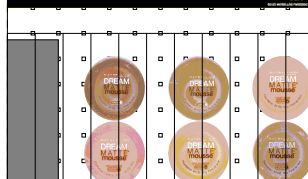
FULL COVERAGE CONCEALER. UP TO 24HR WEAR. SUPER STAY® LONGWEAR CONCEALER. 24HR WEAR. 100% WATER-RESISTANT.



UP TO 24HR HYBRID POWDER-FOUNDATION. SOFT MATTE FINISH. SUPER STAY® LONGWEAR POWDER-FOUNDATION. 24HR WEAR. 100% WATER-RESISTANT.



LIGHTWEIGHT FORMULA WITH HYALURONIC ACID. DISCREETLY CORRECTS. SUPER STAY® LONGWEAR WHIPP MATTIFYING FOUNDATION. 24HR WEAR. 100% WATER-RESISTANT.



WHIPPED MATTIFYING FOUNDATION. DISCREETLY CORRECTS. SUPER STAY® LONGWEAR WHIPP MATTIFYING FOUNDATION. 24HR WEAR. 100% WATER-RESISTANT.

