

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



WAKEFERN 14' X 70" MAYBELLINE FASHION WALL PLANOGRAM - SPRING 2024  
MNYWAK1470FWL\_IS24

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

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

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

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

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

Column: 1 - Row: 4 Lower Notch: 3 Fixture Type: TRAYS Fixture Description: FW SS VINYL INK 1.2 LIT \*\*  
TRAYS Fixture Re-Order Code: PM0000035925 SS Graphic Re-Order Code:  
Graphic Re-Order Code: SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: PM0000042429 TRAYS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: PM0000043755 UPC Blade Code:

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

Column: 1 - Row: 5 Lower Notch: 30 Fixture Type: TRAYS Fixture Description: FW SS INK CRAYON 1.2 LIT \*\*  
TRAYS Fixture Re-Order Code: PM0000026554 SS Graphic Re-Order Code:  
Graphic Re-Order Code: SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: PM0000042422 TRAYS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: PM0000043840 UPC Blade Code:

| LocID | Facings | Acct Code | UPC          | Description          | Shade             | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|----------------------|-------------------|--------|-----------------|
| 27    | 1       | N/A       | 041554064704 | SUPERSTAY INK CRAYON | DRIVE THE FUTURE  | 165    |                 |
| 28    | 1       | N/A       | 041554558753 | SUPERSTAY INK CRAYON | LIVE ON THE EDGE  | 5      |                 |
| 29    | 1       | N/A       | 041554587845 | SUPERSTAY INK CRAYON | RISE TO THE TOP   | 110    |                 |
| 30    | 1       | N/A       | 041554558784 | SUPERSTAY INK CRAYON | ENJOY THE VIEW    | 20     |                 |
| 31    | 1       | N/A       | 041554064667 | SUPERSTAY INK CRAYON | WORK FOR IT       | 140    |                 |
| 32    | 1       | N/A       | 041554064728 | SUPERSTAY INK CRAYON | BREAK THE CEILING | 145    |                 |
| 33    | 1       | N/A       | 041554064674 | SUPERSTAY INK CRAYON | STOP AT NOTHING   | 160    |                 |
| 34    | 1       | N/A       | 041554587869 | SUPERSTAY INK CRAYON | REACH HIGH        | 100    |                 |
| 35    | 1       | N/A       | 041554587852 | SUPERSTAY INK CRAYON | ON THE GRIND      | 105    |                 |
| 36    | 1       | N/A       | 041554558760 | SUPERSTAY INK CRAYON | TRUST YOUR GUT    | 10     |                 |
| 37    | 1       | N/A       | 041554064681 | SUPERSTAY INK CRAYON | ACHIEVE IT ALL    | 155    |                 |
| 38    | 1       | N/A       | 041554558777 | SUPERSTAY INK CRAYON | LEAD THE WAY      | 15     |                 |
| 39    | 1       | N/A       | 041554558777 | SUPERSTAY INK CRAYON | LEAD THE WAY      | 15     |                 |
| 40    | 1       | N/A       | 041554577877 | SUPERSTAY INK CRAYON | KEEP IT FUN       | 90     |                 |

|        |                                           |                                   |
|--------|-------------------------------------------|-----------------------------------|
| Row: 1 |                                           | Lower Notch: 35                   |
| Row: 2 | 1 2 3 4 5 6                               | Lower Notch: 17                   |
| Row: 3 | 7 8 9 10 11 12 13 14 15 16                | Lower Notch: 10                   |
| Row: 4 | 17 18 19 20 21 22 23 24 25 26             | Lower Notch: 3                    |
| Row: 5 | 27 28 29 30 31 32 33 34 35 36 37 38 39 40 | Lower Notch: 30                   |
| Row: 6 | 41 42 43 44 45 46 47 48                   | Lower Notch: 23                   |
| Row: 7 | 49 50 51 52 53 54 55 56 57 58             | Lower Notch: 16                   |
| Row: 8 | 59 60 61 62 63 64 65 66 67 68             | Lower Notch: 9                    |
| Row: 9 | 69 70 71 72 73 74 75 76 77 78             | Lower Notch: 1<br>Lower Notch: -1 |

Column: 1 - Row: 8 Lower Notch: 23 Fixture Type: TRAYS Fixture Description: FW SS MATTE INK MOODMAKERS 1.1 LIT \*\*  
TRAYS Fixture Re-Order Code: PM0000012952 SS Graphic Re-Order Code: PM0000042795  
Graphic Re-Order Code: SS Holder Re-Order Code: PM1000013468  
Carrier Tray Graphic Re-Order Code: PM0000042880 TRAYS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: PM0000044099 UPC Blade Code:

| LocID | Facings | Acct Code | UPC          | Description           | Shade           | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|-----------------------|-----------------|--------|-----------------|
| 41    | 1       | N/A       | 041554082852 | MATTE INK MOOD MAKERS | MEDITATOR       | 430    |                 |
| 42    | 1       | N/A       | 041554082869 | MATTE INK MOOD MAKERS | DE-STRESSER     | 435    |                 |
| 43    | 1       | N/A       | 041554082876 | MATTE INK MOOD MAKERS | PLEASURE SEEKER | 440    |                 |
| 44    | 1       | N/A       | 041554082883 | MATTE INK MOOD MAKERS | ENERGIZER       | 445    |                 |
| 45    | 1       | N/A       | 041554082890 | MATTE INK MOOD MAKERS | MOTIVATOR       | 450    |                 |
| 46    | 1       | N/A       | 041554082906 | MATTE INK MOOD MAKERS | HARMONIZER      | 455    |                 |
| 47    | 1       | N/A       | 041554085426 | MATTE INK MOOD MAKERS | OPTIMIST        | 460    |                 |
| 48    | 1       | N/A       | 041554085433 | MATTE INK MOOD MAKERS | REVIVER         | 465    |                 |

Column: 1 - Row: 7 Lower Notch: 16 Fixture Type: TRAYS Fixture Description: FW SS MATTE INK 1.3 LIT \*\*  
TRAYS Fixture Re-Order Code: PL20000000552 SS Graphic Re-Order Code: PM0000042184  
Graphic Re-Order Code: SS Holder Re-Order Code: PM0000016819  
Carrier Tray Graphic Re-Order Code: PM0000042421 TRAYS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: PM0000038708 UPC Blade Code:

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

Column: 1 - Row: 8 Lower Notch: 9 Fixture Type: TRAYS Fixture Description: FW SS MATTE INK 2.3 LIT \*\*  
TRAYS Fixture Re-Order Code: PM0000012952 SS Graphic Re-Order Code: PM0000042185  
Graphic Re-Order Code: SS Holder Re-Order Code: PM0000016819  
Carrier Tray Graphic Re-Order Code: PM0000042421 TRAYS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: PM0000038709 UPC Blade Code:

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

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

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

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

|        |                                           |                 |
|--------|-------------------------------------------|-----------------|
| Row: 1 |                                           | Lower Notch: 35 |
| Row: 2 | 1 2 3 4 5 6                               | Lower Notch: 17 |
| Row: 3 | 7 8 9 10 11 12 13 14 15 16                | Lower Notch: 10 |
| Row: 4 | 17 18 19 20 21 22 23 24 25 26             | Lower Notch: 3  |
| Row: 5 | 27 28 29 30 31 32 33 34 35 36 37 38 39 40 | Lower Notch: 30 |
| Row: 6 | 41 42 43 44 45 46 47 48                   | Lower Notch: 23 |
| Row: 7 | 49 50 51 52 53 54 55 56 57 58             | Lower Notch: 16 |
| Row: 8 | 59 60 61 62 63 64 65 66 67 68             | Lower Notch: 9  |
| Row: 9 | 69 70 71 72 73 74 75 76 77 78             | Lower Notch: 1  |
|        |                                           | Lower Notch: -1 |

WAKEFERN 14' X 70" MAYBELLINE FASHION WALL PLANOGRAM - SPRING 2024  
MNYWAK1470FWL\_IS24

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

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

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

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

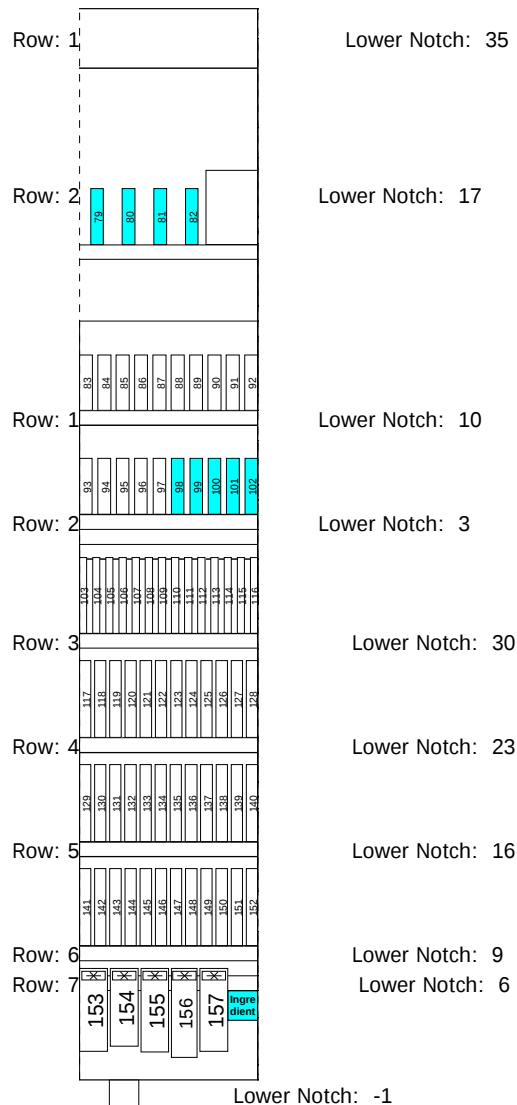
| LocID | Facings | Acct Code | UPC          | Description  | Shade      | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|--------------|------------|--------|-----------------|
| 83    | 1       | N/A       | 041554586992 | LIFTER GLOSS | Brass      | 011    |                 |
| 84    | 1       | N/A       | 041554587005 | LIFTER GLOSS | Opal       | 012    |                 |
| 85    | 1       | N/A       | 041554587029 | LIFTER GLOSS | Heat       | 014    |                 |
| 86    | 1       | N/A       | 041554070903 | LIFTER GLOSS | RUST       | 16     |                 |
| 87    | 1       | N/A       | 041554070941 | LIFTER GLOSS | SUN        | 20     |                 |
| 88    | 1       | N/A       | 041554085372 | CANDY DROP   | GUMMY BEAR | 021    |                 |
| 89    | 1       | N/A       | 041554085419 | CANDY DROP   | PEACH RING | 022    |                 |
| 90    | 1       | N/A       | 041554085396 | CANDY DROP   | SWEETHEART | 023    |                 |
| 91    | 1       | N/A       | 041554085402 | CANDY DROP   | BUBBLEGUM  | 024    |                 |
| 92    | 1       | N/A       | 041554085389 | CANDY DROP   | TAFFY      | 025    |                 |

Column: 2 - Row: 2 Lower Notch: 3 Fixture Type: TRAYS Fixture Description: FW SS VINYL INK 2.2 LIT \*\*  
TRAYS Fixture Re-Order Code: PM0000035925 SS Graphic Re-Order Code:  
Graphic Re-Order Code: SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: PM0000042429 TRAYS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: PM0000043756 UPC Blade Code:

| LocID | Facings | Acct Code | UPC          | Description          | Shade    | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|----------------------|----------|--------|-----------------|
| 93    | 1       | N/A       | 041554080414 | SUPER STAY VINYL INK | Charmed  | 100    |                 |
| 94    | 1       | N/A       | 041554080407 | SUPER STAY VINYL INK | Golden   | 105    |                 |
| 95    | 1       | N/A       | 041554079319 | SUPER STAY VINYL INK | Peppy    | 115    |                 |
| 96    | 1       | N/A       | 041554079302 | SUPER STAY VINYL INK | Punchy   | 120    |                 |
| 97    | 1       | N/A       | 041554080445 | SUPER STAY VINYL INK | Fearless | 135    |                 |
| 98    | 1       | N/A       | 041554087628 | VINYL INK            | ROGUE    | 145    |                 |
| 99    | 1       | N/A       | 041554087604 | VINYL INK            | STRIKING | 150    |                 |
| 100   | 1       | N/A       | 041554087611 | VINYL INK            | UPBEAT   | 155    |                 |
| 101   | 1       | N/A       | 041554087635 | VINYL INK            | SULTRY   | 160    |                 |
| 102   | 1       | N/A       | 041554087642 | VINYL INK            | EDGY     | 165    |                 |

Column: 2 - Row: 3 Lower Notch: 30 Fixture Type: TRAYS Fixture Description: FW SS INK CRAYON 2.2 LIT \*\*  
TRAYS Fixture Re-Order Code: PM0000026554 SS Graphic Re-Order Code:  
Graphic Re-Order Code: SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: PM0000042422 TRAYS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: PM0000038712 UPC Blade Code:

| LocID | Facings | Acct Code | UPC          | Description          | Shade            | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|----------------------|------------------|--------|-----------------|
| 103   | 1       | N/A       | 041554558791 | SUPERSTAY INK CRAYON | STAY EXCEPTIONAL | 25     |                 |
| 104   | 1       | N/A       | 041554064735 | SUPERSTAY INK CRAYON | CHASE DREAMS     | 150    |                 |
| 105   | 1       | N/A       | 041554581522 | SUPERSTAY INK CRAYON | RUN THE WORLD    | 80     |                 |
| 106   | 1       | N/A       | 041554581539 | SUPERSTAY INK CRAYON | CHANGE IS GOOD   | 85     |                 |
| 107   | 1       | N/A       | 041554558807 | SUPERSTAY INK CRAYON | SEEK ADVENTURE   | 30     |                 |
| 108   | 1       | N/A       | 041554558838 | SUPERSTAY INK CRAYON | HUSTLE IN HEELS  | 45     |                 |
| 109   | 1       | N/A       | 041554064711 | SUPERSTAY INK CRAYON | MAKE MOVES       | 135    |                 |
| 110   | 1       | N/A       | 041554064650 | SUPERSTAY INK CRAYON | PAVE THE ROAD    | 130    |                 |
| 111   | 1       | N/A       | 041554558845 | SUPERSTAY INK CRAYON | OWN YOUR EMPIRE  | 50     |                 |
| 112   | 1       | N/A       | 041554558852 | SUPERSTAY INK CRAYON | MAKE IT HAPPEN   | 55     |                 |
| 113   | 1       | N/A       | 041554064643 | SUPERSTAY INK CRAYON | CHECK YOURSELF   | 125    |                 |
| 114   | 1       | N/A       | 041554064698 | SUPERSTAY INK CRAYON | BE BOLD, BE YOU  | 120    |                 |
| 115   | 1       | N/A       | 041554558869 | SUPERSTAY INK CRAYON | ACCEPT A DARE    | 60     |                 |
| 116   | 1       | N/A       | 041554565973 | SUPERSTAY INK CRAYON | SETTLE FOR MORE  | 65     |                 |



Column: 2 - Row: 4 Lower Notch: 23 Fixture Type: TRAYS Fixture Description: FW SS 24HR LIP 1.3 LIT \*\*  
TRAYS Fixture Re-Order Code: PM0000018999 SS Graphic Re-Order Code:  
Graphic Re-Order Code: SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: PM0000042378 TRAYS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: PM0000042857 UPC Blade Code:

| LocID | Facings | Acct Code | UPC          | Description              | Shade             | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|--------------------------|-------------------|--------|-----------------|
| 117   | 1       | N/A       | 041554237757 | SS 2 STEP 24 HR LIPCOLOR | Continuous Coral  | 020    |                 |
| 118   | 1       | N/A       | 041554237757 | SS 2 STEP 24 HR LIPCOLOR | Continuous Coral  | 020    |                 |
| 119   | 1       | N/A       | 041554558876 | SS 2 STEP 24 HR LIPCOLOR | Crisp Magenta     | 305    |                 |
| 120   | 1       | N/A       | 041554237788 | SS 2 STEP 24 HR LIPCOLOR | Keep It Red       | 035    |                 |
| 121   | 1       | N/A       | 041554494969 | SS 2 STEP 24 HR LIPCOLOR | ETERNAL CHERRY    | 200    |                 |
| 122   | 1       | N/A       | 041554558890 | SS 2 STEP 24 HR LIPCOLOR | Optic Ruby        | 310    |                 |
| 123   | 1       | N/A       | 041554237764 | SS 2 STEP 24 HR LIPCOLOR | Keep Up The Flame | 025    |                 |
| 124   | 1       | N/A       | 041554237740 | SS 2 STEP 24 HR LIPCOLOR | All Day Cherry    | 015    |                 |
| 125   | 1       | N/A       | 041554237726 | SS 2 STEP 24 HR LIPCOLOR | Everlasting Wine  | 005    |                 |
| 126   | 1       | N/A       | 041554552041 | SS 2 STEP 24 HR LIPCOLOR | ENDLESS EXPRESSO  | 275    |                 |
| 127   | 1       | N/A       | 041554237948 | SS 2 STEP 24 HR LIPCOLOR | Forever Chestnut  | 115    |                 |
| 128   | 1       | N/A       | 041554238006 | SS 2 STEP 24 HR LIPCOLOR | Constant Cocoa    | 145    |                 |

Column: 2 - Row: 5 Lower Notch: 16 Fixture Type: TRAYS Fixture Description: FW SS 24HR LIP 2.3 LIT \*\*  
TRAYS Fixture Re-Order Code: PM0000018999 SS Graphic Re-Order Code:  
Graphic Re-Order Code: SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: PM0000042378 TRAYS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: PM0000038288 UPC Blade Code:

| LocID | Facings | Acct Code | UPC          | Description              | Shade             | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|--------------------------|-------------------|--------|-----------------|
| 129   | 1       | N/A       | 041554064902 | SS 2 STEP 24 HR LIPCOLOR | COPPER GLISTEN    | 910    |                 |
| 130   | 1       | N/A       | 041554335927 | SS 2 STEP 24 HR LIPCOLOR | Constant Toast    | 136    |                 |
| 131   | 1       | N/A       | 041554064889 | SS 2 STEP 24 HR LIPCOLOR | SULTRY AMBER      | 915    |                 |
| 132   | 1       | N/A       | 041554238280 | SS 2 STEP 24 HR LIPCOLOR | Timeless Toffee   | 150    |                 |
| 133   | 1       | N/A       | 041554544619 | SS 2 STEP 24 HR LIPCOLOR | ALL NIGHT APRICOT | 240    |                 |
| 134   | 1       | N/A       | 041554237931 | SS 2 STEP 24 HR LIPCOLOR | So Pearly Pink    | 110    |                 |
| 135   | 1       | N/A       | 041554237924 | SS 2 STEP 24 HR LIPCOLOR | Blush On          | 105    |                 |
| 136   | 1       | N/A       | 041554494945 | SS 2 STEP 24 HR LIPCOLOR | PINK GOES ON      | 215    |                 |
| 137   | 1       | N/A       | 041554494983 | SS 2 STEP 24 HR LIPCOLOR | 24/7 FUSCHIA      | 220    |                 |
| 138   | 1       | N/A       | 041554064896 | SS 2 STEP 24 HR LIPCOLOR | BRONZED DREAM     | 920    |                 |
| 139   | 1       | N/A       | 041554237917 | SS 2 STEP 24 HR LIPCOLOR | Very Cranberry    | 100    |                 |
| 140   | 1       | N/A       | 041554237894 | SS 2 STEP 24 HR LIPCOLOR | Timeless Rose     | 090    |                 |

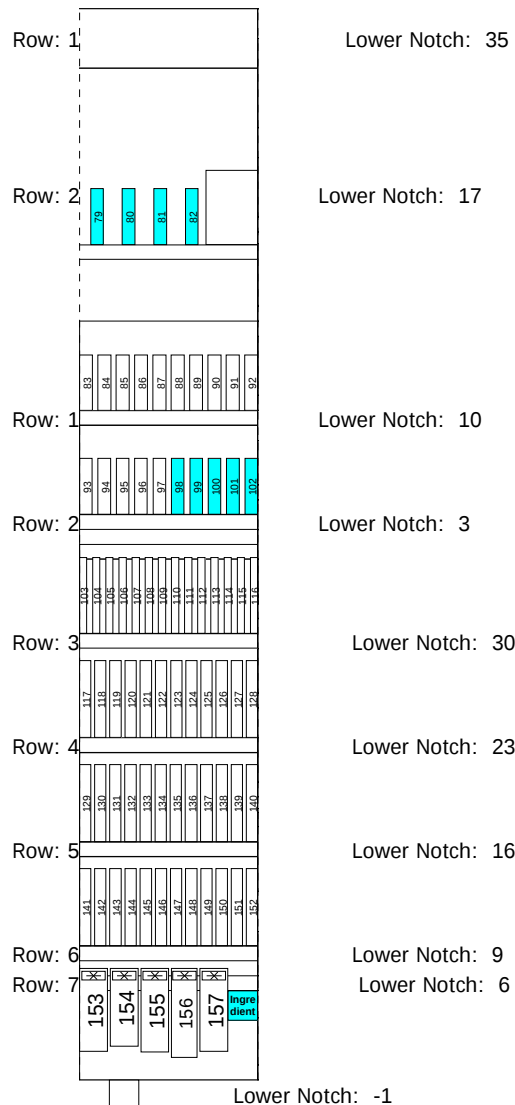
Column: 2 - Row: 6 Lower Notch: 9 Fixture Type: TRAYS Fixture Description: FW SS 24HR LIP 3.3 LIT \*\*  
TRAYS Fixture Re-Order Code: PM0000018999 SS Graphic Re-Order Code:  
Graphic Re-Order Code: SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: PM0000042378 TRAYS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: PM0000038288 UPC Blade Code:

| LocID | Facings | Acct Code | UPC          | Description              | Shade             | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|--------------------------|-------------------|--------|-----------------|
| 141   | 1       | N/A       | 041554551075 | SS 2 STEP 24 HR LIPCOLOR | FIRMLY MAUVE      | 245    |                 |
| 142   | 1       | N/A       | 041554558883 | SS 2 STEP 24 HR LIPCOLOR | Frosted Mauve     | 300    |                 |
| 143   | 1       | N/A       | 041554237801 | SS 2 STEP 24 HR LIPCOLOR | Wear On Wildberry | 045    |                 |
| 144   | 1       | N/A       | 041554237870 | SS 2 STEP 24 HR LIPCOLOR | Infinite Petal    | 080    |                 |
| 145   | 1       | N/A       | 041554237825 | SS 2 STEP 24 HR LIPCOLOR | Perpetual Plum    | 055    |                 |
| 146   | 1       | N/A       | 041554551990 | SS 2 STEP 24 HR LIPCOLOR | RELENTLESS RUBY   | 255    |                 |
| 147   | 1       | N/A       | 041554559906 | SS 2 STEP 24 HR LIPCOLOR | Frozen Rose       | 315    |                 |
| 148   | 1       | N/A       | 041554237818 | SS 2 STEP 24 HR LIPCOLOR | Unlimited Raisin  | 050    |                 |
| 149   | 1       | N/A       | 041554237955 | SS 2 STEP 24 HR LIPCOLOR | Always Heather    | 120    |                 |
| 150   | 1       | N/A       | 041554552027 | SS 2 STEP 24 HR LIPCOLOR | MERLOT ARMOUR     | 265    |                 |
| 151   | 1       | N/A       | 041554064872 | SS 2 STEP 24 HR LIPCOLOR | BROOKLYN SUNSET   | 925    |                 |
| 152   | 1       | N/A       | 041554064865 | SS 2 STEP 24 HR LIPCOLOR | CITY ABLAZE       | 930    |                 |

Column: 2 - Row: 7 Lower Notch: 6 Fixture Type: HOOK BARS Fixture Description: FW 6HK MAKEUP TOOLS HKBR LIT \*\*  
HOOK BARS Fixture Re-Order Code: PL2000000067 SS Graphic Re-Order Code:  
Graphic Re-Order Code: SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: PM0000042480 HOOK BARS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: PM0000012603 UPC Blade Code:

| LocID | Facings | Acct Code | UPC          | Description            | Shade                       | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|------------------------|-----------------------------|--------|-----------------|
| 153   | 1       | N/A       | 041554535457 | EYELASH CURLER REFILLS | 0                           |        |                 |
| 154   | 1       | N/A       | 041554535426 | EYELASH CURLER         | EXPERT TOOLS EYELASH CURLER |        |                 |
| 155   | 1       | N/A       | 041554529043 | TWEEZER (UPGRADED)     | UPGRADED TWEEZER            |        |                 |
| 156   | 1       | N/A       | 041554535273 | BRUSH N' COMB          | EXPERT TOOLS BRUSH N' COMB  |        |                 |
| 157   | 1       | N/A       | 041554535419 | DUAL SHARPENER         | EXPERT TOOLS DUAL SHARPENER |        |                 |

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



WAKEFERN 14' X 70" MAYBELLINE FASHION WALL PLANOGRAM - SPRING 2024  
MNYWAK1470FWL\_IS24

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

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

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

| LocID | Facings | Acct Code | UPC          | Description  | Shade       | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|--------------|-------------|--------|-----------------|
| 158   | 1       | N/A       | 041554080704 | LIFTER PLUMP | BLUSH BLAZE | 001    |                 |
| 159   | 1       | N/A       | 041554080698 | LIFTER PLUMP | MAUVE BITE  | 002    |                 |
| 160   | 1       | N/A       | 041554081886 | LIFTER PLUMP | PINK STING  | 003    |                 |
| 161   | 1       | N/A       | 041554080728 | LIFTER PLUMP | RED FLAG    | 004    |                 |
| 162   | 1       | N/A       | 041554080711 | LIFTER PLUMP | PEACH FEVER | 005    |                 |
| 163   | 1       | N/A       | 041554081879 | LIFTER PLUMP | HOT CHILI   | 006    |                 |
| 164   | 1       | N/A       | 041554081893 | LIFTER PLUMP | COCOA ZING  | 007    |                 |
| 165   | 1       | N/A       | 041554080681 | LIFTER PLUMP | HOT HONEY   | 008    |                 |

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

| LocID | Facings | Acct Code | UPC          | Description                          | Shade        | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|--------------------------------------|--------------|--------|-----------------|
| 166   | 1       | N/A       | 041554582314 | Color Sensational Ultimatte          | More Berry   | 099    |                 |
| 167   | 1       | N/A       | 041554070682 | Color Sensational Ultimatte Neutrals | MORE CEDAR   | 188    |                 |
| 168   | 1       | N/A       | 041554582222 | Color Sensational Ultimatte          | More Ruby    | 199    |                 |
| 169   | 1       | N/A       | 041554582239 | Color Sensational Ultimatte          | More Scarlet | 299    |                 |
| 170   | 1       | N/A       | 041554070705 | Color Sensational Ultimatte Neutrals | MORE MOCHA   | 388    |                 |
| 171   | 1       | N/A       | 041554070712 | Color Sensational Ultimatte Neutrals | MORE STONE   | 488    |                 |
| 172   | 1       | N/A       | 041554582277 | Color Sensational Ultimatte          | More Blush   | 499    |                 |
| 173   | 1       | N/A       | 041554070729 | Color Sensational Ultimatte Neutrals | MORE BLONDE  | 588    |                 |
| 174   | 1       | N/A       | 041554582260 | Color Sensational Ultimatte          | More Mauve   | 599    |                 |
| 175   | 1       | N/A       | 041554070736 | Color Sensational Ultimatte Neutrals | MORE SEPIA   | 688    |                 |
| 176   | 1       | N/A       | 041554582284 | Color Sensational Ultimatte          | More Buff    | 699    |                 |
| 177   | 1       | N/A       | 041554582307 | Color Sensational Ultimatte          | More Taupe   | 799    |                 |
| 178   | 1       | N/A       | 041554582253 | Color Sensational Ultimatte          | More Rust    | 899    |                 |
| 179   | 1       | N/A       | 041554582246 | Color Sensational Ultimatte          | More Truffle | 999    |                 |

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

| LocID | Facings | Acct Code | UPC          | Description                         | Shade          | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|-------------------------------------|----------------|--------|-----------------|
| 180   | 1       | N/A       | 041554486032 | COLOR SENSATIONAL MECHANICAL LINER  | Clear          | 100    |                 |
| 181   | 1       | N/A       | 041554549300 | Color Sensational Shaping Lip Liner | BEIGE BABE     | 102    |                 |
| 182   | 1       | N/A       | 041554549331 | Color Sensational Shaping Lip Liner | Gone Grieve    | 104    |                 |
| 183   | 1       | N/A       | 041554486049 | COLOR SENSATIONAL MECHANICAL LINER  | NUDE WHISPER   | 105    |                 |
| 184   | 1       | N/A       | 041554486056 | COLOR SENSATIONAL MECHANICAL LINER  | PURELY NUDE    | 110    |                 |
| 185   | 1       | N/A       | 041554486063 | COLOR SENSATIONAL MECHANICAL LINER  | TOTALLY TOFFEE | 115    |                 |
| 186   | 1       | N/A       | 041554549355 | Color Sensational Shaping Lip Liner | RAW CHOCOLATE  | 118    |                 |
| 187   | 1       | N/A       | 041554486070 | COLOR SENSATIONAL MECHANICAL LINER  | Rich Chocolate | 120    |                 |
| 188   | 1       | N/A       | 041554486087 | COLOR SENSATIONAL MECHANICAL LINER  | MAGNETIC MAUVE | 125    |                 |
| 189   | 1       | N/A       | 041554486094 | COLOR SENSATIONAL MECHANICAL LINER  | DUSTY ROSE     | 130    |                 |
| 190   | 1       | N/A       | 041554549287 | Color Sensational Shaping Lip Liner | ALMOND ROSE    | 132    |                 |
| 191   | 1       | N/A       | 041554549348 | Color Sensational Shaping Lip Liner | Pink Wink      | 134    |                 |
| 192   | 1       | N/A       | 041554486100 | COLOR SENSATIONAL MECHANICAL LINER  | PALEST PINK    | 135    |                 |
| 193   | 1       | N/A       | 041554486117 | COLOR SENSATIONAL MECHANICAL LINER  | PINK CORAL     | 140    |                 |
| 194   | 1       | N/A       | 041554486124 | COLOR SENSATIONAL MECHANICAL LINER  | Very Cherry    | 145    |                 |
| 195   | 1       | N/A       | 041554486131 | COLOR SENSATIONAL MECHANICAL LINER  | BRICK RED      | 150    |                 |
| 196   | 1       | N/A       | 041554486148 | COLOR SENSATIONAL MECHANICAL LINER  | WILD VIOLETS   | 155    |                 |
| 197   | 1       | N/A       | 041554549324 | Color Sensational Shaping Lip Liner | Divine Wine    | 153    |                 |

|         |  |                 |
|---------|--|-----------------|
| Row: 1  |  | Lower Notch: 31 |
| Row: 2  |  | Lower Notch: 23 |
| Row: 3  |  | Lower Notch: 17 |
| Row: 4  |  | Lower Notch: 11 |
| Row: 5  |  | Lower Notch: 5  |
| Row: 6  |  | Lower Notch: 4  |
| Row: 7  |  | Lower Notch: 32 |
| Row: 8  |  | Lower Notch: 26 |
| Row: 9  |  | Lower Notch: 20 |
| Row: 10 |  | Lower Notch: 17 |
| Row: 11 |  | Lower Notch: 7  |
| Row: 12 |  | Lower Notch: 1  |
|         |  | Lower Notch: -1 |

|     |   |     |              |                                    |              |     |  |
|-----|---|-----|--------------|------------------------------------|--------------|-----|--|
| 198 | 1 | N/A | 041554492859 | COLOR SENSATIONAL MECHANICAL LINER | RICH WINE    | 160 |  |
| 199 | 1 | N/A | 041554492866 | COLOR SENSATIONAL MECHANICAL LINER | PLUM PASSION | 165 |  |

| Column: 3 - Row: 5      Lower Notch: 5      Fixture Type: TRAYS      Fixture Description: FW CS MFA+MATTES 1.1 LIT ** |         |           |              |                                        |                |        |                 |
|-----------------------------------------------------------------------------------------------------------------------|---------|-----------|--------------|----------------------------------------|----------------|--------|-----------------|
| TRAYS Fixture Re-Order Code: PL2000000533                                                                             |         |           |              | SS Graphic Re-Order Code: PM0000042813 |                |        |                 |
| Graphic Re-Order Code: PM0000042811                                                                                   |         |           |              | SS Holder Re-Order Code: PM0000027630  |                |        |                 |
| Carrier Tray Graphic Re-Order Code: PM0000042394                                                                      |         |           |              | TRAYS Fixture Rolled-Up Code:          |                |        |                 |
| Shade Chart Re-Order Code: PM0000042752, PM0000042753                                                                 |         |           |              | UPC Blade Code:                        |                |        |                 |
| LocID                                                                                                                 | Facings | Acct Code | UPC          | Description                            | Shade          | Shade# | Shade Chip Code |
| 200                                                                                                                   | 1       | N/A       | 041554564815 | CS MADE FOR ALL                        | MAUVE FOR ME   | 373    |                 |
| 201                                                                                                                   | 1       | N/A       | 041554566772 | CS MADE FOR ALL                        | PINK FOR ME    | 376    |                 |
| 202                                                                                                                   | 1       | N/A       | 041554564860 | CS MADE FOR ALL                        | FUCHSIA FOR ME | 379    |                 |
| 203                                                                                                                   | 1       | N/A       | 041554564853 | CS MADE FOR ALL                        | RUBY FOR ME    | 385    |                 |
| 204                                                                                                                   | 1       | N/A       | 041554564846 | CS MADE FOR ALL                        | RED FOR ME     | 382    |                 |
| 205                                                                                                                   | 1       | N/A       | 041554453645 | COLOR SEN THE MATTES                   | Nude Nuance    | 657    |                 |
| 206                                                                                                                   | 1       | N/A       | 041554429893 | COLOR SEN THE MATTES                   | Touch of Spice | 660    |                 |
| 207                                                                                                                   | 1       | N/A       | 041554429909 | COLOR SEN THE MATTES                   | Lust for Blush | 665    |                 |
| 208                                                                                                                   | 1       | N/A       | 041554429961 | COLOR SEN THE MATTES                   | Divine Wine    | 695    |                 |
| 209                                                                                                                   | 1       | N/A       | 041554488777 | COLOR SENSATIONAL LOADED BOLD          | Pitch Black    | 845    |                 |

|                                                                                                                |  |  |  |                              |  |  |  |
|----------------------------------------------------------------------------------------------------------------|--|--|--|------------------------------|--|--|--|
| Column: 3 - Row: 6      Lower Notch: 4      Fixture Type: SIGN      Fixture Description: FW CS NAV 2X12 LIT ** |  |  |  |                              |  |  |  |
| SIGN Fixture Re-Order Code: PL2000000235                                                                       |  |  |  | SS Graphic Re-Order Code:    |  |  |  |
| Graphic Re-Order Code: PM0000044557                                                                            |  |  |  | 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: 7      Lower Notch: 32      Fixture Type: TRAYS      Fixture Description: FW CS CREAMS 1.3 RENO LIT ** |         |           |              |                                        |                  |        |                 |
|-------------------------------------------------------------------------------------------------------------------------|---------|-----------|--------------|----------------------------------------|------------------|--------|-----------------|
| TRAYS Fixture Re-Order Code: PL2000000533                                                                               |         |           |              | SS Graphic Re-Order Code: PM0000033908 |                  |        |                 |
| Graphic Re-Order Code: PM0000033907                                                                                     |         |           |              | SS Holder Re-Order Code: PM0000027630  |                  |        |                 |
| Carrier Tray Graphic Re-Order Code: PM0000042395                                                                        |         |           |              | TRAYS Fixture Rolled-Up Code:          |                  |        |                 |
| Shade Chart Re-Order Code: PM0000034845, PM0000034848                                                                   |         |           |              | UPC Blade Code:                        |                  |        |                 |
| LocID                                                                                                                   | Facings | Acct Code | UPC          | Description                            | Shade            | Shade# | Shade Chip Code |
| 210                                                                                                                     | 1       | N/A       | 041554578348 | COLOR SEN LIPSTICK                     | COPPER CHARGE    | 166    |                 |
| 211                                                                                                                     | 1       | N/A       | 041554578317 | COLOR SEN LIPSTICK                     | ALMOND HUSTLE    | 133    |                 |
| 212                                                                                                                     | 1       | N/A       | 041554264630 | COLOR SEN LIPSTICK                     | Rum Riche        | 280    |                 |
| 213                                                                                                                     | 1       | N/A       | 041554198645 | COLOR SEN LIPSTICK                     | Crazy For Coffee | 275    |                 |
| 214                                                                                                                     | 1       | N/A       | 041554413236 | COLOR SEN BUFFS                        | TOUCHABLE TAUPE  | 940    |                 |
| 215                                                                                                                     | 1       | N/A       | 041554578300 | COLOR SEN LIPSTICK                     | DOUBLE SHOT      | 111    |                 |
| 216                                                                                                                     | 1       | N/A       | 041554408546 | COLOR SEN BUFFS                        | NUDE LUST        | 920    |                 |
| 217                                                                                                                     | 1       | N/A       | 041554198560 | COLOR SEN LIPSTICK                     | Nearly There     | 205    |                 |
| 218                                                                                                                     | 1       | N/A       | 041554198591 | COLOR SEN LIPSTICK                     | Warm Me Up       | 235    |                 |
| 219                                                                                                                     | 1       | N/A       | 041554198232 | COLOR SEN LIPSTICK                     | Born With It     | 15     |                 |

| Column: 3 - Row: 8      Lower Notch: 26      Fixture Type: TRAYS      Fixture Description: FW CS CREAMS 2.3 RENO LIT ** |         |           |              |                                        |               |        |                 |
|-------------------------------------------------------------------------------------------------------------------------|---------|-----------|--------------|----------------------------------------|---------------|--------|-----------------|
| TRAYS Fixture Re-Order Code: PL2000000533                                                                               |         |           |              | SS Graphic Re-Order Code: PM0000033911 |               |        |                 |
| Graphic Re-Order Code: PM0000033910                                                                                     |         |           |              | SS Holder Re-Order Code: PM0000027630  |               |        |                 |
| Carrier Tray Graphic Re-Order Code: PM0000042395                                                                        |         |           |              | TRAYS Fixture Rolled-Up Code:          |               |        |                 |
| Shade Chart Re-Order Code: PM0000034846, PM0000034849                                                                   |         |           |              | UPC Blade Code:                        |               |        |                 |
| LocID                                                                                                                   | Facings | Acct Code | UPC          | Description                            | Shade         | Shade# | Shade Chip Code |
| 220                                                                                                                     | 1       | N/A       | 041554198225 | COLOR SEN LIPSTICK                     | Pink Sand     | 005    |                 |
| 221                                                                                                                     | 1       | N/A       | 041554578249 | COLOR SEN LIPSTICK                     | FLUSH PUNCH   | 222    |                 |
| 222                                                                                                                     | 1       | N/A       | 041554578287 | COLOR SEN LIPSTICK                     | PINK FLARE    | 255    |                 |
| 223                                                                                                                     | 1       | N/A       | 041554470994 | COLOR SEN LIPSTICK                     | Romantic Rose | 450    |                 |
| 224                                                                                                                     | 1       | N/A       | 041554198300 | COLOR SEN LIPSTICK                     | Pink Wink     | 105    |                 |
| 225                                                                                                                     | 1       | N/A       | 041554578232 | COLOR SEN LIPSTICK                     | PINK SCORE    | 244    |                 |
| 226                                                                                                                     | 1       | N/A       | 041554578294 | COLOR SEN LIPSTICK                     | PINK POSE     | 233    |                 |
| 227                                                                                                                     | 1       | N/A       | 041554248913 | COLOR SEN LIPSTICK                     | Pink & Proper | 20     |                 |
| 228                                                                                                                     | 1       | N/A       | 041554578362 | COLOR SEN LIPSTICK                     | CORAL RISE    | 344    |                 |
| 229                                                                                                                     | 1       | N/A       | 041554578409 | COLOR SEN LIPSTICK                     | HOT CHASE     | 333    |                 |

| Column: 3 - Row: 9      Lower Notch: 20      Fixture Type: TRAYS      Fixture Description: FW CS CREAMS 3.3 RENO LIT ** |         |           |              |                                        |                |        |                 |
|-------------------------------------------------------------------------------------------------------------------------|---------|-----------|--------------|----------------------------------------|----------------|--------|-----------------|
| TRAYS Fixture Re-Order Code: PL2000000533                                                                               |         |           |              | SS Graphic Re-Order Code: PM0000033914 |                |        |                 |
| Graphic Re-Order Code: PM0000033913                                                                                     |         |           |              | SS Holder Re-Order Code: PM0000027630  |                |        |                 |
| Carrier Tray Graphic Re-Order Code: PM0000042395                                                                        |         |           |              | TRAYS Fixture Rolled-Up Code:          |                |        |                 |
| Shade Chart Re-Order Code: PM0000034847, PM0000034850                                                                   |         |           |              | UPC Blade Code:                        |                |        |                 |
| LocID                                                                                                                   | Facings | Acct Code | UPC          | Description                            | Shade          | Shade# | Shade Chip Code |
| 230                                                                                                                     | 1       | N/A       | 041554294996 | COLOR SEN LIP VIVIDS                   | ON FIRE RED    | 895    |                 |
| 231                                                                                                                     | 1       | N/A       | 041554248906 | COLOR SEN LIPSTICK                     | Red Revolution | 630    |                 |
| 232                                                                                                                     | 1       | N/A       | 041554198553 | COLOR SEN LIPSTICK                     | Red Revival    | 645    |                 |
| 233                                                                                                                     | 1       | N/A       | 041554578386 | COLOR SEN LIPSTICK                     | CRIMSON RACE   | 311    |                 |
| 234                                                                                                                     | 1       | N/A       | 041554198423 | COLOR SEN LIPSTICK                     | On The Mauve   | 445    |                 |
| 235                                                                                                                     | 1       | N/A       | 041554198409 | COLOR SEN LIPSTICK                     | Plum Paradise  | 425    |                 |
| 236                                                                                                                     | 1       | N/A       | 041554283426 | COLOR SEN LIPSTICK                     | Blissful Berry | 410    |                 |
| 237                                                                                                                     | 1       | N/A       | 041554198416 | COLOR SEN LIPSTICK                     | Plum Perfect   | 435    |                 |
| 238                                                                                                                     | 1       | N/A       | 041554578416 | COLOR SEN LIPSTICK                     | PLUM RULE      | 411    |                 |

|         |  |                 |
|---------|--|-----------------|
| Row: 1  |  | Lower Notch: 31 |
| Row: 2  |  | Lower Notch: 23 |
| Row: 3  |  | Lower Notch: 17 |
| Row: 4  |  | Lower Notch: 11 |
| Row: 5  |  | Lower Notch: 5  |
| Row: 6  |  | Lower Notch: 4  |
| Row: 7  |  | Lower Notch: 32 |
| Row: 8  |  | Lower Notch: 26 |
| Row: 9  |  | Lower Notch: 20 |
| Row: 10 |  | Lower Notch: 17 |
| Row: 11 |  | Lower Notch: 7  |
| Row: 12 |  | Lower Notch: 1  |
|         |  | Lower Notch: -1 |

|     |   |     |              |                    |          |     |  |
|-----|---|-----|--------------|--------------------|----------|-----|--|
| 239 | 1 | N/A | 041554578423 | COLOR SEN LIPSTICK | BERRY GO | 400 |  |
|-----|---|-----|--------------|--------------------|----------|-----|--|

| Column: 3 - Row: 10                           |         | Lower Notch: 17                     | Fixture Type: HOOK BARS | Fixture Description: FW 6HK BABY LIPS HKBR LIT ** |             |        |                 |
|-----------------------------------------------|---------|-------------------------------------|-------------------------|---------------------------------------------------|-------------|--------|-----------------|
| HOOK BARS Fixture Re-Order Code: PL2000000067 |         | SS Graphic Re-Order Code:           |                         | SS Holder Re-Order Code:                          |             |        |                 |
| Graphic Re-Order Code: PM0000042445           |         | Carrier Tray Graphic Re-Order Code: |                         | HOOK BARS Fixture Rolled-Up Code:                 |             |        |                 |
| Shade Chart Re-Order Code:                    |         | UPC Blade Code: PM0000012603        |                         |                                                   |             |        |                 |
| LocID                                         | Facings | Acct Code                           | UPC                     | Description                                       | Shade       | Shade# | Shade Chip Code |
| 240                                           | 1       | N/A                                 | 041554424591            | BABY LIPS CRYSTAL                                 | Pink Quartz | 140    |                 |
| 241                                           | 1       | N/A                                 | 041554483123            | BABY LIPS                                         | MY PINK     | 01     |                 |
| 242                                           | 1       | N/A                                 | 041554483123            | BABY LIPS                                         | MY PINK     | 01     |                 |
| 243                                           | 1       | N/A                                 | 041554586404            | Baby Lips Quenched                                | Quenched    | 005    |                 |
| 244                                           | 1       | N/A                                 | 041554264548            | BABY LIPS                                         | CHERRY ME   | 15     |                 |
| 245                                           | 1       | N/A                                 | 041554264562            | BABY LIPS                                         | PINK PUNCH  | 25     |                 |

| Column: 3 - Row: 11                       |         | Lower Notch: 7                                   | Fixture Type: TRAYS | Fixture Description: FW EW QUADS 1.2 LIT W/SS LIT ** |                 |        |                 |
|-------------------------------------------|---------|--------------------------------------------------|---------------------|------------------------------------------------------|-----------------|--------|-----------------|
| TRAYS Fixture Re-Order Code: PM0000010676 |         | SS Graphic Re-Order Code: PM0000043990           |                     | SS Holder Re-Order Code: PM0000018551                |                 |        |                 |
| Graphic Re-Order Code:                    |         | Carrier Tray Graphic Re-Order Code: PM0000042386 |                     | TRAYS Fixture Rolled-Up Code:                        |                 |        |                 |
| Shade Chart Re-Order Code: PM0000029508   |         | UPC Blade Code:                                  |                     |                                                      |                 |        |                 |
| LocID                                     | Facings | Acct Code                                        | UPC                 | Description                                          | Shade           | Shade# | Shade Chip Code |
| 246                                       | 1       | N/A                                              | 041554409093        | EXPERT WEAR QUADS                                    | Natural Smokes  | 2Q     |                 |
| 247                                       | 1       | N/A                                              | 041554409147        | EXPERT WEAR QUADS                                    | Charcoal Smokes | 4Q     |                 |
| 248                                       | 1       | N/A                                              | 041554409161        | EXPERT WEAR QUADS                                    | Chai Latte      | 22Q    |                 |

| Column: 3 - Row: 12                       |         | Lower Notch: 1                                   | Fixture Type: TRAYS | Fixture Description: FW EW QUADS 2.2 LIT ** |                 |        |                 |
|-------------------------------------------|---------|--------------------------------------------------|---------------------|---------------------------------------------|-----------------|--------|-----------------|
| TRAYS Fixture Re-Order Code: PM0000010676 |         | SS Graphic Re-Order Code:                        |                     | SS Holder Re-Order Code:                    |                 |        |                 |
| Graphic Re-Order Code:                    |         | Carrier Tray Graphic Re-Order Code: PM0000042386 |                     | TRAYS Fixture Rolled-Up Code:               |                 |        |                 |
| Shade Chart Re-Order Code: PM0000029506   |         | UPC Blade Code:                                  |                     |                                             |                 |        |                 |
| LocID                                     | Facings | Acct Code                                        | UPC                 | Description                                 | Shade           | Shade# | Shade Chip Code |
| 249                                       | 1       | N/A                                              | 041554409260        | EXPERT WEAR QUADS                           | Autumn Coppers  | 44Q    |                 |
| 250                                       | 1       | N/A                                              | 041554409192        | EXPERT WEAR QUADS                           | Lavender Smokes | 8Q     |                 |
| 251                                       | 1       | N/A                                              | 041554409116        | EXPERT WEAR QUADS                           | Mocha Motion    | 10Q    |                 |
| 252                                       | 1       | N/A                                              | 041554409123        | EXPERT WEAR QUADS                           | Sunlit Bronze   | 50Q    |                 |

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

|         |                         |                 |
|---------|-------------------------|-----------------|
| Row: 1  |                         | Lower Notch: 31 |
| Row: 2  |                         | Lower Notch: 23 |
| Row: 3  |                         | Lower Notch: 17 |
| Row: 4  |                         | Lower Notch: 11 |
| Row: 5  |                         | Lower Notch: 5  |
| Row: 6  |                         | Lower Notch: 4  |
| Row: 7  |                         | Lower Notch: 32 |
| Row: 8  |                         | Lower Notch: 26 |
| Row: 9  |                         | Lower Notch: 20 |
| Row: 10 | 240 241 242 243 244 245 | Lower Notch: 17 |
| Row: 11 | 246 247 248             | Lower Notch: 7  |
| Row: 12 | 249 250 251 252         | Lower Notch: 1  |
|         |                         | Lower Notch: -1 |

WAKEFERN 14' X 70" MAYBELLINE FASHION WALL PLANOGRAM - SPRING 2024  
MNYWAK1470FWL\_IS24

Column: 0 - Fixture Type: DIVIDER Fixture Description: FW LOGO PANEL LIT  
DIVIDER Fixture Re-Order Code: PM0000019043 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000043215 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: DIVIDER Fixture Rolled-Up Code: PM0000019043  
Shade Chart Re-Order Code: UPC Blade Code:

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

Column: 4 - Row: 1 Lower Notch: 29 Fixture Type: SIGN Fixture Description: FW CATEGORY-SHADOW NAV 2X12 LIT \*\*  
SIGN Fixture Re-Order Code: PL2000000235 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000044003 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: 20 Fixture Type: TRAYS Fixture Description: FW COL TAT EYE STIX 1.1 LIT \*\*  
TRAYS Fixture Re-Order Code: PM0000042793 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000042859 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 |
|-------|---------|-----------|--------------|-------------|---------------------|--------|-----------------|
| 253   | 1       | N/A       | 041554084115 | EYE STIX    | I AM SHINING        | 10     |                 |
| 254   | 1       | N/A       | 041554084122 | EYE STIX    | I AM CONFIDENT      | 15     |                 |
| 255   | 1       | N/A       | 041554084139 | EYE STIX    | I AM INSPIRED       | 20     |                 |
| 256   | 1       | N/A       | 041554084146 | EYE STIX    | I AM DETERMINED     | 25     |                 |
| 257   | 1       | N/A       | 041554084153 | EYE STIX    | I AM COURAGEOUS     | 30     |                 |
| 258   | 1       | N/A       | 041554084160 | EYE STIX    | I AM POWERFUL       | 35     |                 |
| 259   | 1       | N/A       | 041554084177 | EYE STIX    | I AM FIERCE         | 40     |                 |
| 260   | 1       | N/A       | 041554084184 | EYE STIX    | I AM GIVING         | 45     |                 |
| 261   | 1       | N/A       | 041554084191 | EYE STIX    | I AM UNIQUE         | 50     |                 |
| 262   | 1       | N/A       | 041554084207 | EYE STIX    | I AM FEARLESS       | 55     |                 |
| 263   | 1       | N/A       | 041554088137 | EYE STIX    | I AM UNEXPECTED     | 60     |                 |
| 264   | 1       | N/A       | 041554088151 | EYE STIX    | I AM EXTRAVAGANT    | 70     |                 |
| 265   | 1       | N/A       | 041554088199 | EYE STIX    | I AM RARE           | 90     |                 |
| 266   | 1       | N/A       | 041554088205 | EYE STIX    | I AM UNCONVENTIONAL | 95     |                 |
| 267   | 1       | N/A       | 041554088212 | EYE STIX    | I AM REBELLIOUS     | 100    |                 |
| 268   | 1       | N/A       | 041554088229 | EYE STIX    | I AM UNMATCHED      | 105    |                 |

Column: 4 - Row: 3 Lower Notch: 15 Fixture Type: TRAYS Fixture Description: FW SHADOW BLOCKS 1.1 LIT \*\*  
TRAYS Fixture Re-Order Code: PL2000000659 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000040183 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: PM0000042430 TRAYS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: PM0000040047 UPC Blade Code:

| LocID | Facings | Acct Code | UPC          | Description   | Shade                   | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|---------------|-------------------------|--------|-----------------|
| 269   | 1       | N/A       | 041554075823 | SHADOW BLOCKS | 82ND & PARK AVE         | 10     |                 |
| 270   | 1       | N/A       | 041554075830 | SHADOW BLOCKS | WEST 4TH & PERRY ST     | 20     |                 |
| 271   | 1       | N/A       | 041554075816 | SHADOW BLOCKS | NORTH 3RD & BEDFORD AVE | 30     |                 |
| 272   | 1       | N/A       | 041554075854 | SHADOW BLOCKS | BROADWAY & PRINCE ST    | 40     |                 |
| 273   | 1       | N/A       | 041554075847 | SHADOW BLOCKS | 26TH & MADISON AVE      | 50     |                 |

Column: 4 - Row: 4 Lower Notch: 8 Fixture Type: TRAYS Fixture Description: FW COL TAT POTS 1.1 LIT \*\*  
TRAYS Fixture Re-Order Code: PL2000000492 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000031557,PM0000042111 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: PM0000042398 TRAYS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: PM0000031554,PM0000031555 UPC Blade Code:

| LocID | Facings | Acct Code | UPC          | Description       | Shade        | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|-------------------|--------------|--------|-----------------|
| 274   | 1       | N/A       | 041554567953 | COLOR TATTOO POTS | V.I.P        | 10     |                 |
| 275   | 1       | N/A       | 041554567885 | COLOR TATTOO POTS | FRONT RUNNER | 15     |                 |
| 276   | 1       | N/A       | 041554567892 | COLOR TATTOO POTS | SOCIALITE    | 20     |                 |
| 277   | 1       | N/A       | 041554567922 | COLOR TATTOO POTS | URBANITE     | 25     |                 |
| 278   | 1       | N/A       | 041554567908 | COLOR TATTOO POTS | HIGH ROLLER  | 30     |                 |
| 279   | 1       | N/A       | 041554567915 | COLOR TATTOO POTS | CHILL GIRL   | 35     |                 |
| 280   | 1       | N/A       | 041554567939 | COLOR TATTOO POTS | GOLDEN GIRL  | 40     |                 |
| 281   | 1       | N/A       | 041554567977 | COLOR TATTOO POTS | TRAILBLAZER  | 45     |                 |
| 282   | 1       | N/A       | 041554567946 | COLOR TATTOO POTS | KNOCKOUT     | 50     |                 |
| 283   | 1       | N/A       | 041554567960 | COLOR TATTOO POTS | RISK MAKER   | 55     |                 |

|        |  |                 |
|--------|--|-----------------|
| Row: 1 |  | Lower Notch: 31 |
| Row: 1 |  | Lower Notch: 29 |
| Row: 2 |  | Lower Notch: 20 |
| Row: 3 |  | Lower Notch: 15 |
| Row: 4 |  | Lower Notch: 8  |
| Row: 5 |  | Lower Notch: 32 |
| Row: 6 |  | Lower Notch: 24 |
| Row: 7 |  | Lower Notch: 17 |
| Row: 8 |  | Lower Notch: 9  |
| Row: 9 |  | Lower Notch: 6  |
|        |  | Lower Notch: -1 |

| Column: 4 - Row: 5                                                  |         | Lower Notch: 32 | Fixture Type: TRAYS | Fixture Description: FW EW MONOS 1.1 (2TIER) LIT **  |                  |        |                 |
|---------------------------------------------------------------------|---------|-----------------|---------------------|------------------------------------------------------|------------------|--------|-----------------|
| TRAYS Fixture Re-Order Code: PM0000029244                           |         |                 |                     | SS Graphic Re-Order Code: PM0000044257, PM0000044519 |                  |        |                 |
| Graphic Re-Order Code:                                              |         |                 |                     | SS Holder Re-Order Code: PM0000027226, PM1000021005  |                  |        |                 |
| Carrier Tray Graphic Re-Order Code: PM0000042387                    |         |                 |                     | TRAYS Fixture Rolled-Up Code:                        |                  |        |                 |
| Shade Chart Re-Order Code: PM0000043764, PM0000043765, PM0000043766 |         |                 |                     | UPC Blade Code:                                      |                  |        |                 |
| LocID                                                               | Facings | Acct Code       | UPC                 | Description                                          | Shade            | Shade# | Shade Chip Code |
| 284                                                                 | 1       | N/A             | 041554492644        | Expertwear Monos                                     | Vanilla          | 100S   |                 |
| 285                                                                 | 1       | N/A             | 041554490749        | Expertwear Monos                                     | Soft Pearl       | 10S    |                 |
| 286                                                                 | 1       | N/A             | 041554490763        | Expertwear Monos                                     | Seashell         | 30S    |                 |
| 287                                                                 | 1       | N/A             | 041554490770        | Expertwear Monos                                     | Nude Glow        | 40S    |                 |
| 288                                                                 | 1       | N/A             | 041554490756        | Expertwear Monos                                     | Linen            | 20S    |                 |
| 289                                                                 | 1       | N/A             | 041554490794        | Expertwear Monos                                     | The Glo Down     | 60S    |                 |
| 290                                                                 | 1       | N/A             | 041554492682        | Expertwear Monos                                     | Made for Mocha   | 140S   |                 |
| 291                                                                 | 1       | N/A             | 041554490800        | Expertwear Monos                                     | Cool Cocoa       | 70S    |                 |
| 292                                                                 | 1       | N/A             | 041554490824        | Expertwear Monos                                     | Forest Green     | 80S    |                 |
| 293                                                                 | 1       | N/A             | 041554492651        | Expertwear Monos                                     | Night Sky        | 110S   |                 |
| 294                                                                 | 1       | N/A             | 041554552201        | Expertwear Monos                                     | DUSTY ROSE       | 200S   |                 |
| 295                                                                 | 1       | N/A             | 041554492712        | Expertwear Monos                                     | Humdrum Plum     | 170S   |                 |
| 296                                                                 | 1       | N/A             | 041554490787        | Expertwear Monos                                     | Tastefully Taupe | 50S    |                 |
| 297                                                                 | 1       | N/A             | 041554552232        | Expertwear Monos                                     | Sterling Greige  | 230S   |                 |

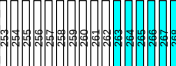
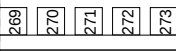
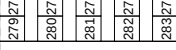
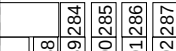
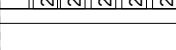
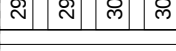
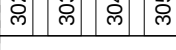
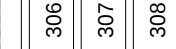
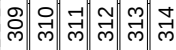
| Column: 4 - Row: 6                               |         | Lower Notch: 24 | Fixture Type: TRAYS | Fixture Description: FW CITY MINI PALETTE 1.2 LIT ** |                       |        |                 |
|--------------------------------------------------|---------|-----------------|---------------------|------------------------------------------------------|-----------------------|--------|-----------------|
| TRAYS Fixture Re-Order Code: PM0000019011        |         |                 |                     | SS Graphic Re-Order Code:                            |                       |        |                 |
| Graphic Re-Order Code:                           |         |                 |                     | SS Holder Re-Order Code:                             |                       |        |                 |
| Carrier Tray Graphic Re-Order Code: PM0000042388 |         |                 |                     | 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 |
| 298                                              | 1       | N/A             | 041554499742        | CITY MINI PALETTES                                   | Rooftop Bronzes       | 400    |                 |
| 299                                              | 1       | N/A             | 041554499735        | CITY MINI PALETTES                                   | Chill Brunch Neutrals | 410    |                 |
| 300                                              | 1       | N/A             | 041554499766        | CITY MINI PALETTES                                   | Downtown Sunrise      | 430    |                 |
| 301                                              | 1       | N/A             | 041554540772        | CITY MINI PALETTES                                   | MATTE ABOUT TOWN      | 480    |                 |

| Column: 4 - Row: 7                               |         | Lower Notch: 17 | Fixture Type: TRAYS | Fixture Description: FW CITY MINI PALETTE 2.2 LIT ** |                  |        |                 |
|--------------------------------------------------|---------|-----------------|---------------------|------------------------------------------------------|------------------|--------|-----------------|
| TRAYS Fixture Re-Order Code: PM0000019011        |         |                 |                     | SS Graphic Re-Order Code:                            |                  |        |                 |
| Graphic Re-Order Code:                           |         |                 |                     | SS Holder Re-Order Code:                             |                  |        |                 |
| Carrier Tray Graphic Re-Order Code: PM0000042388 |         |                 |                     | 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 |
| 302                                              | 1       | N/A             | 041554552485        | CITY MINI PALETTES                                   | Brooklyn Nudes   | 500    |                 |
| 303                                              | 1       | N/A             | 041554552492        | CITY MINI PALETTES                                   | Blushed Avenue   | 510    |                 |
| 304                                              | 1       | N/A             | 041554552508        | CITY MINI PALETTES                                   | Skyscape Dusk    | 520    |                 |
| 305                                              | 1       | N/A             | 041554563306        | CITY MINI PALETTES                                   | Diamond District | 540    |                 |

| Column: 4 - Row: 8                        |         | Lower Notch: 9 | Fixture Type: TRAYS | Fixture Description: FW EYE PALETTES 1.1 LIT ** |                   |        |                 |
|-------------------------------------------|---------|----------------|---------------------|-------------------------------------------------|-------------------|--------|-----------------|
| TRAYS Fixture Re-Order Code: PM0000013552 |         |                |                     | SS Graphic Re-Order Code: PM0000043901          |                   |        |                 |
| Graphic Re-Order Code:                    |         |                |                     | SS Holder Re-Order Code: PM0000013569           |                   |        |                 |
| Carrier Tray Graphic Re-Order Code:       |         |                |                     | TRAYS Fixture Rolled-Up Code:                   |                   |        |                 |
| Shade Chart Re-Order Code: PM0000043391   |         |                |                     | UPC Blade Code:                                 |                   |        |                 |
| LocID                                     | Facings | Acct Code      | UPC                 | Description                                     | Shade             | Shade# | Shade Chip Code |
| 306                                       | 1       | N/A            | 041554419184        | THE PALETTES                                    | The Nudes         | 02     |                 |
| 307                                       | 1       | N/A            | 041554434866        | THE PALETTES                                    | The Blushed Nudes | 06     |                 |
| 308                                       | 1       | N/A            | 041554490848        | 24KT NUDES PALETTE                              |                   | 120    |                 |

| Column: 4 - Row: 9                            |         | Lower Notch: 6 | Fixture Type: HOOK BARS | Fixture Description: FW 6HK EXPERT EYES TWIN BROW HKBR LIT ** |              |        |                 |
|-----------------------------------------------|---------|----------------|-------------------------|---------------------------------------------------------------|--------------|--------|-----------------|
| HOOK BARS Fixture Re-Order Code: PL2000000067 |         |                |                         | SS Graphic Re-Order Code:                                     |              |        |                 |
| Graphic Re-Order Code: PM0000042455           |         |                |                         | SS Holder Re-Order Code:                                      |              |        |                 |
| Carrier Tray Graphic Re-Order Code:           |         |                |                         | HOOK BARS Fixture Rolled-Up Code:                             |              |        |                 |
| Shade Chart Re-Order Code:                    |         |                |                         | UPC Blade Code: PM0000012603                                  |              |        |                 |
| LocID                                         | Facings | Acct Code      | UPC                     | Description                                                   | Shade        | Shade# | Shade Chip Code |
| 309                                           | 1       | N/A            | 041554530179            | EXPERT EYES TWIN BROW & EYE PENCILS                           | Velvet Black | 01     |                 |
| 310                                           | 1       | N/A            | 041554530254            | EXPERT EYES TWIN BROW & EYE PENCILS                           | DARK BROWN   | 02     |                 |
| 311                                           | 1       | N/A            | 041554530667            | EXPERT EYES TWIN BROW & EYE PENCILS                           | Medium Brown | 03     |                 |
| 312                                           | 1       | N/A            | 041554507379            | EXPERT EYES TWIN BROW & EYE PENCILS                           | Blonde       | 7      |                 |
| 313                                           | 1       | N/A            | 041554533156            | LINWORKS ULTRA LINER WATERPROOF                               | Black        | 1      |                 |
| 314                                           | 1       | N/A            | 041554533163            | LINWORKS ULTRA LINER WATERPROOF                               | DARK BROWN   | 2      |                 |

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

|        |                                                                                       |                 |
|--------|---------------------------------------------------------------------------------------|-----------------|
| Row: 1 |                                                                                       | Lower Notch: 31 |
| Row: 1 |                                                                                       | Lower Notch: 29 |
| Row: 2 |    | Lower Notch: 20 |
| Row: 3 |    | Lower Notch: 15 |
| Row: 4 |    | Lower Notch: 8  |
| Row: 5 |    | Lower Notch: 32 |
| Row: 6 |    | Lower Notch: 24 |
| Row: 7 |   | Lower Notch: 17 |
| Row: 8 |  | Lower Notch: 9  |
| Row: 9 |  | Lower Notch: 6  |
|        |  | Lower Notch: -1 |

WAKEFERN 14' X 70" MAYBELLINE FASHION WALL PLANOGRAM - SPRING 2024  
MNYWAK1470FWL\_IS24

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

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

Column: 5 - Row: 2 Lower Notch: 27 Fixture Type: HOOK BARS Fixture Description: FW 6HK MSTR PREC ALL DAY HKBR LIT \*\*  
HOOK BARS Fixture Re-Order Code: PL2000000067 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000042482 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

| LocID | Facings | Acct Code | UPC          | Description                       | Shade        | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|-----------------------------------|--------------|--------|-----------------|
| 315   | 1       | N/A       | 041554586473 | MASTER PRECISE ALL DAY MATTE      | MATTE BLACK  | 310    |                 |
| 316   | 1       | N/A       | 041554568226 | MASTER PREC ALL DAY               | Black        | 110    |                 |
| 317   | 1       | N/A       | 041554549454 | MASTER PREC ALL DAY               | FOREST BROWN | 111    |                 |
| 318   | 1       | N/A       | 041554087574 | MASTER PRECISE ALL DAY            | EMERALD      | 112    |                 |
| 319   | 1       | N/A       | 041554087581 | MASTER PRECISE ALL DAY            | COBALT       | 113    |                 |
| 320   | 1       | N/A       | 041554549416 | TATTOO STUDIO DIP IN LIQUID LINER | Black        | 001    |                 |

Column: 5 - Row: 3 Lower Notch: 20 Fixture Type: HOOK BARS Fixture Description: FW 6HK TS BRUSH TIP INK PEN HKBR LIT \*\*  
HOOK BARS Fixture Re-Order Code: PL2000000067 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000042490 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

| LocID | Facings | Acct Code | UPC          | Description                           | Shade            | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|---------------------------------------|------------------|--------|-----------------|
| 321   | 1       | N/A       | 041554578607 | HYPER EASY LIQUID LINER               | Pitch Black      | 800    |                 |
| 322   | 1       | N/A       | 041554076431 | HYPER EASY LINER                      | Pitch Brown      | 810    |                 |
| 323   | 1       | N/A       | 041554080810 | TATTOO STUDIO BRUSH TIP INK PEN LINER | Jet Black        | 880    |                 |
| 324   | 1       | N/A       | 041554081084 | INK PEN LINER                         | MATTE BLACK      | 881    |                 |
| 325   | 1       | N/A       | 041554081091 | INK PEN LINER                         | BROWN            | 882    |                 |
| 326   | 1       | N/A       | 041554578799 | TATTOO STUDIO DIP IN LIQUID LINER     | DARK HENNA BROWN | 002    |                 |

Column: 5 - Row: 4 Lower Notch: 13 Fixture Type: HOOK BARS Fixture Description: FW 6HK TS GEL LNR HKBR LIT \*\*  
HOOK BARS Fixture Re-Order Code: PL2000000067 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000042491 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

| LocID | Facings | Acct Code | UPC          | Description                           | Shade        | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|---------------------------------------|--------------|--------|-----------------|
| 327   | 1       | N/A       | 041554588910 | TATTOO STUDIO SMOKEY GEL PENCIL LINER | SMOKEY BLACK | 10     |                 |
| 328   | 1       | N/A       | 041554588934 | TATTOO STUDIO SMOKEY GEL PENCIL LINER | SMOKEY GREY  | 20     |                 |
| 329   | 1       | N/A       | 041554588927 | TATTOO STUDIO SMOKEY GEL PENCIL LINER | SMOKEY BROWN | 40     |                 |
| 330   | 1       | N/A       | 041554077414 | TATTOO STUDIO GEL PENCIL LINER        | Ultra Pink   | 802    |                 |
| 331   | 1       | N/A       | 041554077452 | TATTOO STUDIO GEL PENCIL LINER        | Arctic Skies | 806    |                 |
| 332   | 1       | N/A       | 041554077445 | TATTOO STUDIO GEL PENCIL LINER        | Lime Smash   | 805    |                 |

Column: 5 - Row: 5 Lower Notch: 6 Fixture Type: HOOK BARS Fixture Description: FW 6HK TS GEL LNR HKBR LIT \*\*  
HOOK BARS Fixture Re-Order Code: PL2000000067 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000042491 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

| LocID | Facings | Acct Code | UPC          | Description                    | Shade            | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|--------------------------------|------------------|--------|-----------------|
| 333   | 1       | N/A       | 041554563337 | TATTOO STUDIO GEL PENCIL LINER | DEEP ONYX        | 900    |                 |
| 334   | 1       | N/A       | 041554563344 | TATTOO STUDIO GEL PENCIL LINER | INTENSE CHARCOAL | 901    |                 |
| 335   | 1       | N/A       | 041554563351 | TATTOO STUDIO GEL PENCIL LINER | BOLD BROWN       | 910    |                 |
| 336   | 1       | N/A       | 041554568172 | TATTOO STUDIO GEL PENCIL LINER | SMOOTH WALNUT    | 911    |                 |
| 337   | 1       | N/A       | 041554078947 | TATTOO STUDIO GEL PENCIL LINER | Rose Gold        | 980    |                 |
| 338   | 1       | N/A       | 041554078954 | TATTOO STUDIO GEL PENCIL LINER | Bronze Spark     | 981    |                 |

Column: 5 - Row: 6 Lower Notch: 34 Fixture Type: HOOK BARS Fixture Description: FW 6HK TS GEL LNR HKBR LIT \*\*  
HOOK BARS Fixture Re-Order Code: PL2000000067 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000042491 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

| LocID | Facings | Acct Code | UPC          | Description                    | Shade         | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|--------------------------------|---------------|--------|-----------------|
| 339   | 1       | N/A       | 041554563863 | TATTOO STUDIO GEL PENCIL LINER | STRIKING NAVY | 920    |                 |
| 340   | 1       | N/A       | 041554563870 | TATTOO STUDIO GEL PENCIL LINER | DEEP TEAL     | 921    |                 |

|         |     |     |     |     |     |     |  |                 |
|---------|-----|-----|-----|-----|-----|-----|--|-----------------|
| Row: 1  |     |     |     |     |     |     |  | Lower Notch: 31 |
| Row: 2  | 315 | 316 | 317 | 318 | 319 | 320 |  | Lower Notch: 27 |
| Row: 3  | 321 | 322 | 323 | 324 | 325 | 326 |  | Lower Notch: 20 |
| Row: 4  | 327 | 328 | 329 | 330 | 331 | 332 |  | Lower Notch: 13 |
| Row: 5  | 333 | 334 | 335 | 336 | 337 | 338 |  | Lower Notch: 6  |
| Row: 6  | 339 | 340 | 341 | 342 | 343 | 344 |  | Lower Notch: 34 |
| Row: 7  | 345 | 346 | 347 | 348 | 349 | 350 |  | Lower Notch: 27 |
| Row: 8  | 351 | 352 | 353 | 354 | 355 |     |  | Lower Notch: 20 |
| Row: 9  | 356 | 357 | 358 | 359 | 360 | 361 |  | Lower Notch: 13 |
| Row: 10 | 362 | 363 | 364 | 365 |     |     |  | Lower Notch: 6  |
|         |     |     |     |     |     |     |  | Lower Notch: -1 |

|     |   |     |              |                                |                |     |  |
|-----|---|-----|--------------|--------------------------------|----------------|-----|--|
| 341 | 1 | N/A | 041554563887 | TATTOO STUDIO GEL PENCIL LINER | RICH AMETHYST  | 940 |  |
| 342 | 1 | N/A | 041554563900 | TATTOO STUDIO GEL PENCIL LINER | POLISHED WHITE | 970 |  |
| 343 | 1 | N/A | 041554078961 | TATTOO STUDIO GEL PENCIL LINER | Emerald Lights | 982 |  |
| 344 | 1 | N/A | 041554078978 | TATTOO STUDIO GEL PENCIL LINER | Midnight Black | 983 |  |

Column: 5 - Row: 7 Lower Notch: 27 Fixture Type: HOOK BARS Fixture Description: FW 6HK UNSTOPPABLE HKBR LIT \*\*  
HOOK BARS Fixture Re-Order Code: PL2000000067 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000042497 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

| LocID | Facings | Acct Code | UPC          | Description                   | Shade     | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|-------------------------------|-----------|--------|-----------------|
| 345   | 1       | N/A       | 041554513493 | UNSTOPPABLE EYELINER - CARDED | Onyx      | 10     |                 |
| 346   | 1       | N/A       | 041554513523 | UNSTOPPABLE EYELINER - CARDED | Cinnabar  | 20     |                 |
| 347   | 1       | N/A       | 041554513530 | UNSTOPPABLE EYELINER - CARDED | Pewter    | 30     |                 |
| 348   | 1       | N/A       | 041554513547 | UNSTOPPABLE EYELINER - CARDED | Sapphire  | 40     |                 |
| 349   | 1       | N/A       | 041554513561 | UNSTOPPABLE EYELINER - CARDED | Espresso  | 60     |                 |
| 350   | 1       | N/A       | 041554552560 | LASTING DRAMA MATTES          | JET BLACK | 860    |                 |

Column: 5 - Row: 8 Lower Notch: 20 Fixture Type: HOOK BARS Fixture Description: FW 5HK LD GEL LNR POT HKBR LIT \*\*  
HOOK BARS Fixture Re-Order Code: PL2000000066 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000042476 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

| LocID | Facings | Acct Code | UPC          | Description              | Shade          | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|--------------------------|----------------|--------|-----------------|
| 351   | 1       | N/A       | 041554460834 | MASTER PRECISE SKINNY    | Defining Black | 210    |                 |
| 352   | 1       | N/A       | 041554460841 | MASTER PRECISE SKINNY    | Sharp Brown    | 220    |                 |
| 353   | 1       | N/A       | 041554541915 | MASTER PRECISE INK LINER | BLACK COMET    | 510    |                 |
| 354   | 1       | N/A       | 041554220186 | EYE STUDIO GEL LINER     | Blackest Black | 50     |                 |
| 355   | 1       | N/A       | 041554220193 | EYE STUDIO GEL LINER     | Brown          | 52     |                 |

Column: 5 - Row: 9 Lower Notch: 13 Fixture Type: HOOK BARS Fixture Description: FW 6HK LINE EXPRESS HKBR LIT \*\*  
HOOK BARS Fixture Re-Order Code: PL2000000067 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000042478 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

| LocID | Facings | Acct Code | UPC          | Description                | Shade          | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|----------------------------|----------------|--------|-----------------|
| 356   | 1       | N/A       | 041554209440 | LINE STILETTO LIQUID LINER | Blackest Black | 1      |                 |
| 357   | 1       | N/A       | 041554572476 | LINE EXPRESS               | Ebony Black    | 01     |                 |
| 358   | 1       | N/A       | 041554572483 | LINE EXPRESS               | Soft Black     | 02     |                 |
| 359   | 1       | N/A       | 041554572490 | LINE EXPRESS               | Brownish Black | 03     |                 |
| 360   | 1       | N/A       | 041554009071 | DEFINE A LINE              | Ebony Black    | 1      |                 |
| 361   | 1       | N/A       | 041554009095 | DEFINE A LINE              | Brownish Black | 3      |                 |

Column: 5 - Row: 10 Lower Notch: 6 Fixture Type: HOOK BARS Fixture Description: FW 4HK LASH DISCOVERY HKBR LIT \*\*  
HOOK BARS Fixture Re-Order Code: PL2000000069 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000042471 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

| LocID | Facings | Acct Code | UPC          | Description             | Shade      | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|-------------------------|------------|--------|-----------------|
| 362   | 1       | N/A       | 041554054156 | LASH STILETTO           | Very Black | 1      |                 |
| 363   | 1       | N/A       | 041554208832 | LASH STILETTO WP        | Very Black | 01     |                 |
| 364   | 1       | N/A       | 041554647372 | LASH DISCOVERY WASHABLE | Very Black | 1      |                 |
| 365   | 1       | N/A       | 041554650495 | LASH DISCOVERY WP       | Very Black | 1      |                 |

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

|         |                         |                 |
|---------|-------------------------|-----------------|
| Row: 1  |                         | Lower Notch: 31 |
| Row: 2  | 315 316 317 318 319 320 | Lower Notch: 27 |
| Row: 3  | 321 322 323 324 325 326 | Lower Notch: 20 |
| Row: 4  | 327 328 329 330 331 332 | Lower Notch: 13 |
| Row: 5  | 333 334 335 336 337 338 | Lower Notch: 6  |
| Row: 6  | 339 340 341 342 343 344 | Lower Notch: 34 |
| Row: 7  | 345 346 347 348 349 350 | Lower Notch: 27 |
| Row: 8  | 351 352 353 354 355     | Lower Notch: 20 |
| Row: 9  | 356 357 358 359 360 361 | Lower Notch: 13 |
| Row: 10 | 362 363 364 365         | Lower Notch: 6  |
|         |                         | Lower Notch: -1 |

WAKEFERN 14' X 70" MAYBELLINE FASHION WALL PLANOGRAM - SPRING 2024  
MNYWAK1470FWL\_IS24

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

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

Column: 6 - Row: 1 Lower Notch: 27 Fixture Type: HOOK BARS Fixture Description: FW 4HK LASH SEN SKY HIGH HKBR LIT \*\*  
HOOK BARS Fixture Re-Order Code: PL2000000069 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000042474 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

| LocID | Facings | Acct Code | UPC          | Description               | Shade          | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|---------------------------|----------------|--------|-----------------|
| 366   | 1       | N/A       | 041554071863 | LASH SENSATIONAL SKY HIGH | COSMIC BLACK   | 799    |                 |
| 367   | 1       | N/A       | 041554089950 | SKY HIGH WSH MASCARA      | BLUE MIST      | 797    |                 |
| 368   | 1       | N/A       | 041554590517 | LASH SENSATIONAL SKY HIGH | BLACKEST BLACK | 800    |                 |

Column: 6 - Row: 2 Lower Notch: 20 Fixture Type: HOOK BARS Fixture Description: FW 4HK LASH SEN SKY HIGH HKBR LIT \*\*  
HOOK BARS Fixture Re-Order Code: PL2000000069 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000042474 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

| LocID | Facings | Acct Code | UPC          | Description               | Shade                | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|---------------------------|----------------------|--------|-----------------|
| 369   | 1       | N/A       | 041554590500 | LASH SENSATIONAL SKY HIGH | VERY BLACK           | 801    |                 |
| 370   | 1       | N/A       | 041554076448 | LASH SENSATIONAL SKY HIGH | True Brown           | 804    |                 |
| 371   | 1       | N/A       | 041554590913 | LASH SENSATIONAL SKY HIGH | Very Black (WTP)     | 802    |                 |
| 372   | 1       | N/A       | 041554590906 | LASH SENSATIONAL SKY HIGH | Brownish Black (WTP) | 803    |                 |

Column: 6 - Row: 3 Lower Notch: 13 Fixture Type: HOOK BARS Fixture Description: FW 4HK LASH SEN BASE HKBR LIT \*\*  
HOOK BARS Fixture Re-Order Code: PL2000000069 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000042472 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

| LocID | Facings | Acct Code | UPC          | Description                             | Shade                  | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|-----------------------------------------|------------------------|--------|-----------------|
| 373   | 1       | N/A       | 041554554076 | LASH SENSATIONAL SERUM                  | LASH SENSATIONAL SERUM | 250    |                 |
| 374   | 1       | N/A       | 041554081336 | LASH SENSATIONAL SKY HIGH TINTED PRIMER | Soft Black             | 810    |                 |
| 375   | 1       | N/A       | 041554584219 | LASH SENSATIONAL                        | Midnight Black         | 252    |                 |

Column: 6 - Row: 4 Lower Notch: 5 Fixture Type: HOOK BARS Fixture Description: FW 4HK FALSIES SURREAL HKBR LIT \*\*  
HOOK BARS Fixture Re-Order Code: PL2000000069 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000042868 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

| LocID | Facings | Acct Code | UPC          | Description       | Shade              | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|-------------------|--------------------|--------|-----------------|
| 376   | 1       | N/A       | 041554087550 | SURREAL EXTENSION | META BLACK         | 165    |                 |
| 377   | 1       | N/A       | 041554081152 | SURREAL EXTENSION | BLACKEST BLACK WSH | 170    |                 |
| 378   | 1       | N/A       | 041554081145 | SURREAL EXTENSION | VERY BLACK WSH     | 175    |                 |

Column: 6 - Row: 5 Lower Notch: 33 Fixture Type: HOOK BARS Fixture Description: FW 4HK COLOSSAL CURL BOUNCE HKBR LIT \*\*  
HOOK BARS Fixture Re-Order Code: PL2000000069 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000042449 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

| LocID | Facings | Acct Code | UPC          | Description          | Shade            | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|----------------------|------------------|--------|-----------------|
| 379   | 1       | N/A       | 041554069563 | COLOSSAL CURL BOUNCE | Blackest Black   | 350    |                 |
| 380   | 1       | N/A       | 041554069556 | COLOSSAL CURL BOUNCE | Very Black       | 355    |                 |
| 381   | 1       | N/A       | 041554069679 | COLOSSAL CURL BOUNCE | Very Black (WTP) | 365    |                 |

Column: 6 - Row: 6 Lower Notch: 27 Fixture Type: HOOK BARS Fixture Description: FW 4HK COLOSSAL BASE HKBR LIT \*\*  
HOOK BARS Fixture Re-Order Code: PL2000000069 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000042499 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

| LocID | Facings | Acct Code | UPC          | Description | Shade         | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|-------------|---------------|--------|-----------------|
| 382   | 1       | N/A       | 041554050899 | COLOSSAL    | Glam Black    | 00     |                 |
| 383   | 1       | N/A       | 041554050899 | COLOSSAL    | Glam Black    | 00     |                 |
| 384   | 1       | N/A       | 041554050905 | COLOSSAL    | Classic Black | 01     |                 |

|        |     |     |     |     |                 |
|--------|-----|-----|-----|-----|-----------------|
| Row: 1 |     |     |     |     | Lower Notch: 31 |
| Row: 1 |     | 366 | 367 | 368 | Lower Notch: 27 |
| Row: 2 | 369 | 370 | 371 | 372 | Lower Notch: 20 |
| Row: 3 |     | 373 | 374 | 375 | Lower Notch: 13 |
| Row: 4 |     | 376 | 377 | 378 | Lower Notch: 5  |
| Row: 5 |     | 379 | 380 | 381 | Lower Notch: 33 |
| Row: 6 | 382 | 383 | 384 | 385 | Lower Notch: 27 |
| Row: 7 | 386 | 387 | 388 | 389 | Lower Notch: 20 |
| Row: 8 | 390 | 391 | 392 | 393 | Lower Notch: 13 |
| Row: 9 | 394 | 395 | 396 | 397 | Lower Notch: 6  |
|        |     |     |     |     | Lower Notch: -1 |

|     |   |     |              |          |                      |   |  |
|-----|---|-----|--------------|----------|----------------------|---|--|
| 385 | 1 | N/A | 041554056761 | COLOSSAL | Glam Brown (Brn/Blk) | 2 |  |
|-----|---|-----|--------------|----------|----------------------|---|--|

Column: 6 - Row: 7 Lower Notch: 20 Fixture Type: HOOK BARS Fixture Description: FW 4HK GREAT LASH BASE HKBR LIT \*\*  
HOOK BARS Fixture Re-Order Code: PL2000000069 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000042463 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

| LocID | Facings | Acct Code | UPC          | Description        | Shade          | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|--------------------|----------------|--------|-----------------|
| 386   | 1       | N/A       | 041554670745 | GREAT LASH MASCARA | Blackest Black | 00     |                 |
| 387   | 1       | N/A       | 041554532722 | GREAT LASH MASCARA | Very Black     | 1      |                 |
| 388   | 1       | N/A       | 041554532722 | GREAT LASH MASCARA | Very Black     | 1      |                 |
| 389   | 1       | N/A       | 041554532807 | GREAT LASH MASCARA | Brownish Black | 2      |                 |

Column: 6 - Row: 8 Lower Notch: 13 Fixture Type: HOOK BARS Fixture Description: FW 4HK GREAT LASH BIG HKBR LIT \*\*  
HOOK BARS Fixture Re-Order Code: PL2000000069 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000042464 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

| LocID | Facings | Acct Code | UPC          | Description             | Shade          | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|-------------------------|----------------|--------|-----------------|
| 390   | 1       | N/A       | 041554209310 | GREAT LASH BIG          | Blackest Black | 00     |                 |
| 391   | 1       | N/A       | 041554209327 | GREAT LASH BIG          | Very Black     | 01     |                 |
| 392   | 1       | N/A       | 041554209334 | GREAT LASH BIG          | Brownish Black | 02     |                 |
| 393   | 1       | N/A       | 041554672237 | GREAT LASH CURVED BRUSH | Blackest Black | 00     |                 |

Column: 6 - Row: 9 Lower Notch: 6 Fixture Type: HOOK BARS Fixture Description: FW 4HK SNAPSACARA HKBR LIT \*\*  
HOOK BARS Fixture Re-Order Code: PL2000000069 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000042485 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

| LocID | Facings | Acct Code | UPC          | Description                  | Shade             | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|------------------------------|-------------------|--------|-----------------|
| 394   | 1       | N/A       | 041554539912 | SNPSACARA                    | Pitch Black       | 300    |                 |
| 395   | 1       | N/A       | 041554578539 | SNPSACARA                    | PITCH BLACK (WTP) | 340    |                 |
| 396   | 1       | N/A       | 041554007503 | DEFINE A LASH LENGTH MASCARA | Very Black        | 1      |                 |
| 397   | 1       | N/A       | 041554269567 | ILLEGAL LENGTHS MASC         | Blackest Black    | 00     |                 |

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

|        |     |     |     |     |                 |
|--------|-----|-----|-----|-----|-----------------|
| Row: 1 |     |     |     |     | Lower Notch: 31 |
| Row: 1 |     | 366 | 367 | 368 | Lower Notch: 27 |
| Row: 2 | 369 | 370 | 371 | 372 | Lower Notch: 20 |
| Row: 3 |     | 373 | 374 | 375 | Lower Notch: 13 |
| Row: 4 |     | 376 | 377 | 378 | Lower Notch: 5  |
| Row: 5 |     | 379 | 380 | 381 | Lower Notch: 33 |
| Row: 6 | 382 | 383 | 384 | 385 | Lower Notch: 27 |
| Row: 7 | 386 | 387 | 388 | 389 | Lower Notch: 20 |
| Row: 8 | 390 | 391 | 392 | 393 | Lower Notch: 13 |
| Row: 9 | 394 | 395 | 396 | 397 | Lower Notch: 6  |
|        |     |     |     |     | Lower Notch: -1 |

WAKEFERN 14' X 70" MAYBELLINE FASHION WALL PLANOGRAM - SPRING 2024  
MNYWAK1470FWL\_IS24

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

Column: 7 - Row: 1 Lower Notch: 35 Fixture Type: SIGNS Fixture Description: FW MNY LOGO HDR 4X24 LIT \*\*  
SIGNS Fixture Re-Order Code: PL2000000195 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000028002 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: SIGNS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: UPC Blade Code:

Column: 7 - Row: 2 Lower Notch: 17 Fixture Type: HOT SPOT Fixture Description: FW HOTSPOT FALSIES SURREAL+COL TAT EYE STIX LIT \*\*  
HOT SPOT Fixture Re-Order Code: PM0000029248,PL2000000702 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM00000043862,PM00000043865,PM00000043868 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: HOT SPOT Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: UPC Blade Code:

Column: 7 - Row: 3 Lower Notch: 13 Fixture Type: HOOK BARS Fixture Description: FW 4HK LASH SEN LUSCIOUS HKBR LIT \*\*  
HOOK BARS Fixture Re-Order Code: PL2000000089 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM00000042473 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

| LocID | Facings | Acct Code | UPC          | Description      | Shade            | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|------------------|------------------|--------|-----------------|
| 402   | 1       | N/A       | 041554420616 | LASH SENSATIONAL | Blackest Black   | 00     |                 |
| 403   | 1       | N/A       | 041554420623 | LASH SENSATIONAL | Very Black       | 01     |                 |
| 404   | 1       | N/A       | 041554420630 | LASH SENSATIONAL | Brownish Black   | 02     |                 |
| 405   | 1       | N/A       | 041554420647 | LASH SENSATIONAL | Very Black (WTP) | 01     |                 |

Column: 7 - Row: 4 Lower Notch: 6 Fixture Type: HOOK BARS Fixture Description: FW 4HK FALSIES LASH LIFT HKBR LIT \*\*  
HOOK BARS Fixture Re-Order Code: PL2000000089 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM00000042459 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

| LocID | Facings | Acct Code | UPC          | Description       | Shade                   | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|-------------------|-------------------------|--------|-----------------|
| 406   | 1       | N/A       | 041554081169 | SURREAL EXTENSION | BROWNISH BLACK WSH      | 180    |                 |
| 407   | 1       | N/A       | 041554079821 | SURREAL EXTENSION | VERY BLACK WTP          | 185    |                 |
| 408   | 1       | N/A       | 041554590364 | FALSIES LASH LIFT | ULTRA BLACK INTENSIFIER | 195    |                 |
| 409   | 1       | N/A       | 041554578478 | FALSIES LASH LIFT | Blackest Black          | 200    |                 |

Column: 7 - Row: 5 Lower Notch: 34 Fixture Type: HOOK BARS Fixture Description: FW 4HK VE CAT EYES HKBR LIT \*\*  
HOOK BARS Fixture Re-Order Code: PL2000000089 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM00000042498 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

| LocID | Facings | Acct Code | UPC          | Description               | Shade            | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|---------------------------|------------------|--------|-----------------|
| 410   | 1       | N/A       | 041554288254 | COLOSSAL CAT EYES MASCARA | Glam Black       | 01     |                 |
| 411   | 1       | N/A       | 041554288261 | COLOSSAL CAT EYES MASCARA | Glam Black (WTP) | 01     |                 |
| 412   | 1       | N/A       | 041554217957 | FALSIES MASCARA           | Blackest Black   | 00     |                 |
| 413   | 1       | N/A       | 041554217964 | FALSIES MASCARA           | Very Black       | 01     |                 |

Column: 7 - Row: 6 Lower Notch: 27 Fixture Type: HOOK BARS Fixture Description: FW 4HK COLOSSAL BIG SHOT HKBR LIT \*\*  
HOOK BARS Fixture Re-Order Code: PL2000000089 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM00000042500 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

| LocID | Facings | Acct Code | UPC          | Description       | Shade               | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|-------------------|---------------------|--------|-----------------|
| 414   | 1       | N/A       | 041554197037 | COLOSSAL          | Glam Black (WTP)    | 00     |                 |
| 415   | 1       | N/A       | 041554197044 | COLOSSAL          | Classic Black (WTP) | 1      |                 |
| 416   | 1       | N/A       | 041554493719 | COLOSSAL BIG SHOT | Blackest Black      | 223    |                 |
| 417   | 1       | N/A       | 041554493726 | COLOSSAL BIG SHOT | Very Black          | 224    |                 |

Column: 7 - Row: 7 Lower Notch: 20 Fixture Type: HOOK BARS Fixture Description: FW 4HK GREAT LASH BASE HKBR LIT \*\*  
HOOK BARS Fixture Re-Order Code: PL2000000089 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM00000042463 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

| LocID | Facings | Acct Code | UPC          | Description        | Shade                | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|--------------------|----------------------|--------|-----------------|
| 418   | 1       | N/A       | 041554626988 | GREAT LASH MASCARA | Brownish Black (WTP) | 3      |                 |
| 419   | 1       | N/A       | 041554626964 | GREAT LASH MASCARA | Very Black (WTP)     | 1      |                 |
| 420   | 1       | N/A       | 041554532982 | GREAT LASH MASCARA | DARK BROWN           | 3      |                 |
| 421   | 1       | N/A       | 041554519457 | GREAT LASH MASCARA | Clear                | 10     |                 |

Row: 1 Lower Notch: 35

Row: 2 Lower Notch: 17

Row: 3 Lower Notch: 13

Row: 4 Lower Notch: 6

Row: 5 Lower Notch: 34

Row: 6 Lower Notch: 27

Row: 7 Lower Notch: 20

Row: 8 Lower Notch: 13

Row: 9 Lower Notch: 6

Lower Notch: -1

Column: 7 - Row: 8      Lower Notch: 13      Fixture Type: HOOK BARS      Fixture Description: FW 4HK GREAT LASH LOL HKBR LIT \*\*  
HOOK BARS Fixture Re-Order Code: PL2000000069      SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000042466      SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code:      HOOK BARS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code:      UPC Blade Code: PM0000012603

| LocID | Facings | Acct Code | UPC          | Description               | Shade          | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|---------------------------|----------------|--------|-----------------|
| 422   | 1       | N/A       | 041554565294 | GREAT LASH CURVED BRUSH   | Very Black     | 1      |                 |
| 423   | 1       | N/A       | 041554239423 | Great Lash Lots of Lashes | Blackest Black | 00     |                 |
| 424   | 1       | N/A       | 041554239416 | Great Lash Lots of Lashes | Very Black     | 01     |                 |
| 425   | 1       | N/A       | 041554269062 | Great Lash Lots of Lashes | Brownish Black | 02     |                 |

Column: 7 - Row: 9      Lower Notch: 6      Fixture Type: HOOK BARS      Fixture Description: FW 4HK FALSIES PUSH UP ANGEL HKBR LIT \*\*  
HOOK BARS Fixture Re-Order Code: PL2000000069      SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000042460      SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code:      HOOK BARS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code:      UPC Blade Code: PM0000012603

| LocID | Facings | Acct Code | UPC          | Description                 | Shade            | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|-----------------------------|------------------|--------|-----------------|
| 426   | 1       | N/A       | 041554699159 | FULL 'N SOFT                | Very Black       | 1      |                 |
| 427   | 1       | N/A       | 041554605228 | FULL 'N SOFT                | Very Black (WTP) | 1      |                 |
| 428   | 1       | N/A       | 041554459890 | FALSIES PUSH UP DRAMA ANGEL | Blackest Black   | 00     |                 |
| 429   | 1       | N/A       | 041554462838 | FALSIES PUSH UP DRAMA ANGEL | Very Black (WTP) | 01     |                 |

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

|        |     |     |     |     |                 |
|--------|-----|-----|-----|-----|-----------------|
| Row: 1 |     |     |     |     | Lower Notch: 35 |
| Row: 2 | 398 | 399 | 400 | 401 | Lower Notch: 17 |
| Row: 3 | 402 | 403 | 404 | 405 | Lower Notch: 13 |
| Row: 4 | 406 | 407 | 408 | 409 | Lower Notch: 6  |
| Row: 5 | 410 | 411 | 412 | 413 | Lower Notch: 34 |
| Row: 6 | 414 | 415 | 416 | 417 | Lower Notch: 27 |
| Row: 7 | 418 | 419 | 420 | 421 | Lower Notch: 20 |
| Row: 8 | 422 | 423 | 424 | 425 | Lower Notch: 13 |
| Row: 9 | 426 | 427 | 428 | 429 | Lower Notch: 6  |
|        |     |     |     |     | Lower Notch: -1 |

WAKEFERN 14' X 70" MAYBELLINE FASHION WALL PLANOGRAM - SPRING 2024  
MNYWAK1470FWL\_IS24

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

Column: 7 - Row: 1 Lower Notch: 35 Fixture Type: SIGNS Fixture Description: FW MNY LOGO HDR 4X24 LIT \*\*  
SIGNS Fixture Re-Order Code: PL2000000195 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000028002 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: SIGNS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: UPC Blade Code:

Column: 7 - Row: 2 Lower Notch: 17 Fixture Type: HOT SPOT Fixture Description: FW HOTSPOT FALSIES SURREAL+COL TAT EYE STIX LIT \*\*  
HOT SPOT Fixture Re-Order Code: PM0000029248,PL2000000702 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000043862,PM0000043865,PM0000043868 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: HOT SPOT Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: UPC Blade Code:

Column: 8 - Row: 1 Lower Notch: 13 Fixture Type: HOOK BARS Fixture Description: FW 4HK LASH SEN LUSCIOUS HKBR LIT \*\*  
HOOK BARS Fixture Re-Order Code: PL2000000089 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000042473 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

| LocID | Facings | Acct Code | UPC          | Description               | Shade                | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|---------------------------|----------------------|--------|-----------------|
| 440   | 1       | N/A       | 041554420654 | LASH SENSATIONAL          | Brownish Black (WTP) | 02     |                 |
| 441   | 1       | N/A       | 041554460247 | LASH SENSATIONAL LUSCIOUS | Blackest Black       | 00     |                 |
| 442   | 1       | N/A       | 041554460254 | LASH SENSATIONAL LUSCIOUS | Very Black           | 01     |                 |
| 443   | 1       | N/A       | 041554460278 | LASH SENSATIONAL LUSCIOUS | Very Black (WTP)     | 01     |                 |

Column: 8 - Row: 2 Lower Notch: 6 Fixture Type: HOOK BARS Fixture Description: FW 4HK FALSIES BASE HKBR LIT \*\*  
HOOK BARS Fixture Re-Order Code: PL2000000089 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000042458 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

| LocID | Facings | Acct Code | UPC          | Description       | Shade                | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|-------------------|----------------------|--------|-----------------|
| 444   | 1       | N/A       | 041554578485 | FALSIES LASH LIFT | Very Black           | 201    |                 |
| 445   | 1       | N/A       | 041554578492 | FALSIES LASH LIFT | VERY BLACK (WTP)     | 202    |                 |
| 446   | 1       | N/A       | 041554578508 | FALSIES LASH LIFT | BROWNISH BLACK (WTP) | 203    |                 |
| 447   | 1       | N/A       | 041554268706 | FALSIES FLARED    | Blackest Black       | 00     |                 |

Column: 8 - Row: 3 Lower Notch: 34 Fixture Type: HOOK BARS Fixture Description: FW 4HK FALSIES BASE HKBR LIT \*\*  
HOOK BARS Fixture Re-Order Code: PL2000000089 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000042458 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

| LocID | Facings | Acct Code | UPC          | Description         | Shade                | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|---------------------|----------------------|--------|-----------------|
| 448   | 1       | N/A       | 041554217971 | FALSIES MASCARA     | Brownish Black       | 02     |                 |
| 449   | 1       | N/A       | 041554217988 | FALSIES MASCARA     | Very Black (WTP)     | 01     |                 |
| 450   | 1       | N/A       | 041554217995 | FALSIES MASCARA     | Brownish Black (WTP) | 02     |                 |
| 451   | 1       | N/A       | 041554240337 | FALSIES BLACK DRAMA | Black Drama          | 10     |                 |

Column: 8 - Row: 4 Lower Notch: 27 Fixture Type: HOOK BARS Fixture Description: FW 4HK COLOSSAL BIG SHOT HKBR LIT \*\*  
HOOK BARS Fixture Re-Order Code: PL2000000089 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000042500 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

| LocID | Facings | Acct Code | UPC          | Description         | Shade               | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|---------------------|---------------------|--------|-----------------|
| 452   | 1       | N/A       | 041554493856 | COLOSSAL BIG SHOT   | Very Black (WTP)    | 226    |                 |
| 453   | 1       | N/A       | 041554409291 | COLOSSAL PUMPED UP! | Glam Black          | 00     |                 |
| 454   | 1       | N/A       | 041554409284 | COLOSSAL PUMPED UP! | Classic Black       | 01     |                 |
| 455   | 1       | N/A       | 041554409321 | COLOSSAL PUMPED UP! | Classic Black (WTP) | 01     |                 |

Column: 8 - Row: 5 Lower Notch: 20 Fixture Type: HOOK BARS Fixture Description: FW 4HK MEGA PLUSH HKBR LIT \*\*  
HOOK BARS Fixture Re-Order Code: PL2000000089 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000042481 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

| LocID | Facings | Acct Code | UPC          | Description        | Shade            | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|--------------------|------------------|--------|-----------------|
| 456   | 1       | N/A       | 041554533064 | GREAT LASH MASCARA | Royal Blue       | 104    |                 |
| 457   | 1       | N/A       | 041554281446 | MEGA PLUSH MASCARA | Blackest Black   | 00     |                 |
| 458   | 1       | N/A       | 041554281460 | MEGA PLUSH MASCARA | Very Black       | 01     |                 |
| 459   | 1       | N/A       | 041554281484 | MEGA PLUSH MASCARA | Very Black (WTP) | 01     |                 |

BACK PANEL  
MERCHANDIS

Row: 1 Lower Notch: 35

Row: 2 Lower Notch: 17

Row: 1 Lower Notch: 13

Row: 2 Lower Notch: 6

Row: 3 Lower Notch: 34

Row: 4 Lower Notch: 27

Row: 5 Lower Notch: 20

Row: 6 Lower Notch: 13

Row: 7 Lower Notch: 6

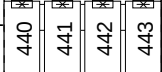
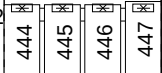
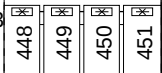
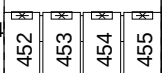
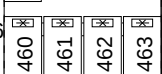
Lower Notch: -1

| Column: 8 - Row: 6                            |         | Lower Notch: 13 | Fixture Type: HOOK BARS           | Fixture Description: FW 4HK VE ROCKET HKBR LIT ** |                |        |                 |
|-----------------------------------------------|---------|-----------------|-----------------------------------|---------------------------------------------------|----------------|--------|-----------------|
| HOOK BARS Fixture Re-Order Code: PL2000000069 |         |                 | SS Graphic Re-Order Code:         |                                                   |                |        |                 |
| Graphic Re-Order Code: PM0000042502           |         |                 | SS Holder Re-Order Code:          |                                                   |                |        |                 |
| Carrier Tray Graphic Re-Order Code:           |         |                 | HOOK BARS Fixture Rolled-Up Code: |                                                   |                |        |                 |
| Shade Chart Re-Order Code:                    |         |                 | UPC Blade Code: PM0000012603      |                                                   |                |        |                 |
| LocID                                         | Facings | Acct Code       | UPC                               | Description                                       | Shade          | Shade# | Shade Chip Code |
| 460                                           | 1       | N/A             | 041554288384                      | VE ROCKET MASCARA                                 | Blackest Black | 00     |                 |
| 461                                           | 1       | N/A             | 041554288377                      | VE ROCKET MASCARA                                 | Very Black     | 01     |                 |
| 462                                           | 1       | N/A             | 041554288391                      | VE ROCKET MASCARA                                 | Brownish Black | 02     |                 |
| 463                                           | 1       | N/A             | 041554288452                      | VE ROCKET MASCARA WP                              | Very Black     | 01     |                 |

| Column: 8 - Row: 7                            |         | Lower Notch: 6 |              | Fixture Type: HOOK BARS           |                     | Fixture Description: FW 4HK TTL TMPT MASC HKBR LIT ** |                 |
|-----------------------------------------------|---------|----------------|--------------|-----------------------------------|---------------------|-------------------------------------------------------|-----------------|
| HOOK BARS Fixture Re-Order Code: PL2000000069 |         |                |              | SS Graphic Re-Order Code:         |                     |                                                       |                 |
| Graphic Re-Order Code: PM0000042495           |         |                |              | SS Holder Re-Order Code:          |                     |                                                       |                 |
| Carrier Tray Graphic Re-Order Code:           |         |                |              | HOOK BARS Fixture Rolled-Up Code: |                     |                                                       |                 |
| Shade Chart Re-Order Code:                    |         |                |              | UPC Blade Code: PM0000012603      |                     |                                                       |                 |
| LocID                                         | Facings | Acct Code      | UPC          | Description                       | Shade               | Shade#                                                | Shade Chip Code |
| 464                                           | 1       | N/A            | 041554522679 | TOTAL TEMPTATION                  | Very Black (WTP)    | 604                                                   |                 |
| 465                                           | 1       | N/A            | 041554522556 | TOTAL TEMPTATION                  | BLACKEST BLACK      | 601                                                   |                 |
| 466                                           | 1       | N/A            | 041554522563 | TOTAL TEMPTATION                  | VERY BLACK          | 602                                                   |                 |
| 467                                           | 1       | N/A            | 041554415131 | Baby Skin                         | Instant Pore Eraser | 010                                                   |                 |

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

BACK PANEL  
MERCHANDIS

|        |                                                                                       |                 |
|--------|---------------------------------------------------------------------------------------|-----------------|
| Row: 1 |                                                                                       | Lower Notch: 35 |
| Row: 2 |    | Lower Notch: 17 |
| Row: 1 |    | Lower Notch: 13 |
| Row: 2 |    | Lower Notch: 6  |
| Row: 3 |    | Lower Notch: 34 |
| Row: 4 |   | Lower Notch: 27 |
| Row: 5 |  | Lower Notch: 20 |
| Row: 6 |  | Lower Notch: 13 |
| Row: 7 |  | Lower Notch: 6  |
|        |  | Lower Notch: -1 |

WAKEFERN 14' X 70" MAYBELLINE FASHION WALL PLANOGRAM - SPRING 2024  
MNYWAK1470FWL\_IS24

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

Column: 9 - Row: 1 Lower Notch: 31 Fixtue Type: SIGN Fixtue Description: FW BAB 2IN1 PEN+GEL HDR (BTY+PRODUCT) 8X24 LIT \*\*  
SIGN Fixtue Re-Order Code: PM0000030017 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000044246 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: SIGN Fixtue Rolled-Up Code:  
Shade Chart Re-Order Code: UPC Blade Code:

Column: 9 - Row: 2 Lower Notch: 27 Fixtue Type: HOOK BARS Fixtue Description: FW 6HK BAB 2IN1 PEN+GEL HKBR LIT \*\*  
HOOK BARS Fixtue Re-Order Code: PL2000000067 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000043768 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixtue Rolled-Up Code:  
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

| LocID | Facings | Acct Code | UPC          | Description                   | Shade        | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|-------------------------------|--------------|--------|-----------------|
| 468   | 1       | N/A       | 041554087659 | 2-IN-1 BROW PEN + SEALING GEL | BLONDE       | 250    |                 |
| 469   | 1       | N/A       | 041554087666 | 2-IN-1 BROW PEN + SEALING GEL | SOFT BROWN   | 255    |                 |
| 470   | 1       | N/A       | 041554087673 | 2-IN-1 BROW PEN + SEALING GEL | MEDIUM BROWN | 257    |                 |
| 471   | 1       | N/A       | 041554087680 | 2-IN-1 BROW PEN + SEALING GEL | ASH BROWN    | 259    |                 |
| 472   | 1       | N/A       | 041554087697 | 2-IN-1 BROW PEN + SEALING GEL | DEEP BROWN   | 260    |                 |
| 473   | 1       | N/A       | 041554087703 | 2-IN-1 BROW PEN + SEALING GEL | BLACK BROWN  | 262    |                 |

Column: 9 - Row: 3 Lower Notch: 20 Fixtue Type: HOOK BARS Fixtue Description: FW 5HK EXPRESS BROW ULTRA SLIM HKBR LIT \*\*  
HOOK BARS Fixtue Re-Order Code: PL2000000066 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000042457 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixtue Rolled-Up Code:  
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

| LocID | Facings | Acct Code | UPC          | Description     | Shade      | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|-----------------|------------|--------|-----------------|
| 474   | 1       | N/A       | 041554572292 | BROW ULTRA SLIM | Blonde     | 250    |                 |
| 475   | 1       | N/A       | 041554083705 | BROW ULTRA SLIM | TAUPE      | 253    |                 |
| 476   | 1       | N/A       | 041554572308 | BROW ULTRA SLIM | Soft Brown | 255    |                 |
| 477   | 1       | N/A       | 041554083729 | BROW ULTRA SLIM | AUBURN     | 256    |                 |

Column: 9 - Row: 4 Lower Notch: 13 Fixtue Type: HOOK BARS Fixtue Description: FW 5HK EXPRESS BROW ULTRA SLIM HKBR LIT \*\*  
HOOK BARS Fixtue Re-Order Code: PL2000000066 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000042457 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixtue Rolled-Up Code:  
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

| LocID | Facings | Acct Code | UPC          | Description     | Shade        | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|-----------------|--------------|--------|-----------------|
| 478   | 1       | N/A       | 041554572322 | BROW ULTRA SLIM | Medium Brown | 257    |                 |
| 479   | 1       | N/A       | 041554083712 | BROW ULTRA SLIM | ASH BROWN    | 259    |                 |
| 480   | 1       | N/A       | 041554572339 | BROW ULTRA SLIM | DEEP BROWN   | 260    |                 |
| 481   | 1       | N/A       | 041554572346 | BROW ULTRA SLIM | Black Brown  | 262    |                 |
| 482   | 1       | N/A       | 041554581393 | BROW ULTRA SLIM | Black        | 264    |                 |

Column: 9 - Row: 5 Lower Notch: 6 Fixtue Type: HOOK BARS Fixtue Description: FW 6HK BROW FAST SCULPT GEL HKBR LIT \*\*  
HOOK BARS Fixtue Re-Order Code: PL2000000067 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000042447 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixtue Rolled-Up Code:  
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

| LocID | Facings | Acct Code | UPC          | Description      | Shade        | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|------------------|--------------|--------|-----------------|
| 483   | 1       | N/A       | 041554578690 | BROW FAST SCULPT | Blonde       | 250    |                 |
| 484   | 1       | N/A       | 041554578706 | BROW FAST SCULPT | Soft Brown   | 255    |                 |
| 485   | 1       | N/A       | 041554578720 | BROW FAST SCULPT | Medium Brown | 257    |                 |
| 486   | 1       | N/A       | 041554578737 | BROW FAST SCULPT | DEEP BROWN   | 260    |                 |
| 487   | 1       | N/A       | 041554578744 | BROW FAST SCULPT | Black Brown  | 262    |                 |
| 488   | 1       | N/A       | 041554578751 | BROW FAST SCULPT | Clear        | 264    |                 |

Column: 9 - Row: 6 Lower Notch: 34 Fixtue Type: HOOK BARS Fixtue Description: FW 6HK EXPRESS BROW (DEMO) HKBR LIT \*\*  
HOOK BARS Fixtue Re-Order Code: PL2000000067 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000042456 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixtue Rolled-Up Code:  
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

| LocID | Facings | Acct Code | UPC          | Description      | Shade        | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|------------------|--------------|--------|-----------------|
| 489   | 1       | N/A       | 041554064292 | Express Brow Duo | Light Blonde | 248    |                 |
| 490   | 1       | N/A       | 041554064308 | Express Brow Duo | Blonde       | 250    |                 |
| 491   | 1       | N/A       | 041554064315 | Express Brow Duo | Soft Brown   | 255    |                 |
| 492   | 1       | N/A       | 041554064322 | Express Brow Duo | Medium Brown | 257    |                 |
| 493   | 1       | N/A       | 041554064339 | Express Brow Duo | Deep Brown   | 260    |                 |

S 40+30=70"  
E SPACE=71"

|         |                         |                 |
|---------|-------------------------|-----------------|
| Row: 1  |                         | Lower Notch: 31 |
| Row: 2  | 468 469 470 471 472 473 | Lower Notch: 27 |
| Row: 3  | 474 475 476 477         | Lower Notch: 20 |
| Row: 4  | 478 479 480 481 482     | Lower Notch: 13 |
| Row: 5  | 483 484 485 486 487 488 | Lower Notch: 6  |
| Row: 6  | 489 490 491 492 493 494 | Lower Notch: 34 |
| Row: 7  | 495 496 497 498         | Lower Notch: 27 |
| Row: 8  | 499 500 501 502 503 504 | Lower Notch: 20 |
| Row: 9  | 505 506 507 508 509 510 | Lower Notch: 13 |
| Row: 10 | 511 512 513 514 515 516 | Lower Notch: 6  |
|         |                         | Lower Notch: -1 |

|     |   |     |              |                  |             |     |  |
|-----|---|-----|--------------|------------------|-------------|-----|--|
| 494 | 1 | N/A | 041554064346 | Express Brow Duo | Black Brown | 262 |  |
|-----|---|-----|--------------|------------------|-------------|-----|--|

Column: 9 - Row: 7 Lower Notch: 27 Fixture Type: HOOK BARS Fixture Description: FW 5HK TS BROW TINT PEN HKBR LIT \*\*  
HOOK BARS Fixture Re-Order Code: PL2000000066 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000042489 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

| LocID | Facings | Acct Code | UPC          | Description                | Shade        | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|----------------------------|--------------|--------|-----------------|
| 495   | 1       | N/A       | 041554545012 | TATTOOSTUDIO BROW TINT PEN | Blonde       | 350    |                 |
| 496   | 1       | N/A       | 041554545029 | TATTOOSTUDIO BROW TINT PEN | Soft Brown   | 355    |                 |
| 497   | 1       | N/A       | 041554545036 | TATTOOSTUDIO BROW TINT PEN | Medium Brown | 360    |                 |
| 498   | 1       | N/A       | 041554547092 | TATTOOSTUDIO BROW TINT PEN | DEEP BROWN   | 365    |                 |

Column: 9 - Row: 8 Lower Notch: 20 Fixture Type: HOOK BARS Fixture Description: FW 6HK TS BROW STYLING GEL HKBR LIT \*\*  
HOOK BARS Fixture Re-Order Code: PL2000000087 SS Graphic Re-Order Code: PM0000043070  
Graphic Re-Order Code: 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: PM0000012603

| LocID | Facings | Acct Code | UPC          | Description      | Shade        | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|------------------|--------------|--------|-----------------|
| 499   | 1       | N/A       | 041554080476 | BROW STYLING GEL | BLONDE       | 250    |                 |
| 500   | 1       | N/A       | 041554080490 | BROW STYLING GEL | SOFT BROWN   | 255    |                 |
| 501   | 1       | N/A       | 041554080506 | BROW STYLING GEL | MEDIUM BROWN | 257    |                 |
| 502   | 1       | N/A       | 041554080513 | BROW STYLING GEL | DEEP BROWN   | 260    |                 |
| 503   | 1       | N/A       | 041554080520 | BROW STYLING GEL | BLACK BROWN  | 262    |                 |
| 504   | 1       | N/A       | 041554080599 | BROW STYLING GEL | BLACK        | 264    |                 |

Column: 9 - Row: 9 Lower Notch: 13 Fixture Type: HOOK BARS Fixture Description: FW 6HK TS SHRPNBL BROW PEN HKBR LIT \*\*  
HOOK BARS Fixture Re-Order Code: PL2000000087 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000042493 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

| LocID | Facings | Acct Code | UPC          | Description                                  | Shade        | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|----------------------------------------------|--------------|--------|-----------------|
| 505   | 1       | N/A       | 041554588699 | Tattoo Studio 36HR Waterproof Eyebrow Pencil | Blonde       | 250    |                 |
| 506   | 1       | N/A       | 041554588712 | Tattoo Studio 36HR Waterproof Eyebrow Pencil | Soft Brown   | 255    |                 |
| 507   | 1       | N/A       | 041554588729 | Tattoo Studio 36HR Waterproof Eyebrow Pencil | Medium Brown | 257    |                 |
| 508   | 1       | N/A       | 041554588705 | Tattoo Studio 36HR Waterproof Eyebrow Pencil | Deep Brown   | 260    |                 |
| 509   | 1       | N/A       | 041554588705 | Tattoo Studio 36HR Waterproof Eyebrow Pencil | Deep Brown   | 260    |                 |
| 510   | 1       | N/A       | 041554588682 | Tattoo Studio 36HR Waterproof Eyebrow Pencil | Black Brown  | 262    |                 |

Column: 9 - Row: 10 Lower Notch: 6 Fixture Type: HOOK BARS Fixture Description: FW 6HK TS BROW POMADE HKBR LIT \*\*  
HOOK BARS Fixture Re-Order Code: PL2000000087 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000042488 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

| LocID | Facings | Acct Code | UPC          | Description              | Shade        | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|--------------------------|--------------|--------|-----------------|
| 511   | 1       | N/A       | 041554559736 | TattooStudio Brow Pomade | Blonde       | 372    |                 |
| 512   | 1       | N/A       | 041554559743 | TattooStudio Brow Pomade | Soft Brown   | 374    |                 |
| 513   | 1       | N/A       | 041554559750 | TattooStudio Brow Pomade | Medium Brown | 376    |                 |
| 514   | 1       | N/A       | 041554559767 | TattooStudio Brow Pomade | Ash Brown    | 378    |                 |
| 515   | 1       | N/A       | 041554559774 | TattooStudio Brow Pomade | DEEP BROWN   | 380    |                 |
| 516   | 1       | N/A       | 041554563733 | TattooStudio Brow Pomade | Black Brown  | 382    |                 |

Column: 9 - Row: 11 Lower Notch: -1 Fixture Type: SPECIAL KIT Fixture Description: FW GRID WALL BRACKET KIT 1 PER FOOT \*\*  
SPECIAL KIT Fixture Re-Order Code: PM0000030670 SS Graphic Re-Order Code:  
Graphic Re-Order Code: SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: SPECIAL KIT Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: UPC Blade Code:

S 40+30=70"  
E SPACE=71"

|         |                         |                 |
|---------|-------------------------|-----------------|
| Row: 1  |                         | Lower Notch: 31 |
| Row: 2  | 468 469 470 471 472 473 | Lower Notch: 27 |
| Row: 3  | 474 475 476 477         | Lower Notch: 20 |
| Row: 4  | 478 479 480 481 482     | Lower Notch: 13 |
| Row: 5  | 483 484 485 486 487 488 | Lower Notch: 6  |
| Row: 6  | 489 490 491 492 493 494 | Lower Notch: 34 |
| Row: 7  | 495 496 497 498         | Lower Notch: 27 |
| Row: 8  | 499 500 501 502 503 504 | Lower Notch: 20 |
| Row: 9  | 505 506 507 508 509 510 | Lower Notch: 13 |
| Row: 10 | 511 512 513 514 515 516 | Lower Notch: 6  |
|         |                         | Lower Notch: -1 |

WAKEFERN 14' X 70" MAYBELLINE FASHION WALL PLANOGRAM - SPRING 2024  
MNYWAK1470FWL\_IS24

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

Column: 9 - Row: 1 Lower Notch: 31 Fixture Type: SIGN Fixture Description: FW BAB 2IN1 PEN+GEL HDR (BTY+PRODUCT) 8X24 LIT \*\*  
SIGN Fixture Re-Order Code: PM0000030017 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000044246 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: SIGN Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: UPC Blade Code:

Column: 10 - Row: 1 Lower Notch: 29 Fixture Type: SIGN Fixture Description: FW SS FACE BTY NAV 2X12 LIT \*\*  
SIGN Fixture Re-Order Code: PL2000000235 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000044006 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: 10 - Row: 2 Lower Notch: 21 Fixture Type: TRAYS Fixture Description: FW SS FC FNDTN 1.3 LIT \*\*  
TRAYS Fixture Re-Order Code: PM0000013437 SS Graphic Re-Order Code:  
Graphic Re-Order Code: SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: PM0000042416 TRAYS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: PM0000042784 UPC Blade Code:

| LocID | Facings | Acct Code | UPC          | Description                        | Shade          | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|------------------------------------|----------------|--------|-----------------|
| 517   | 1       | N/A       | 041554559453 | SUPERSTAY FULL COVERAGE FOUNDATION | JAVA           | 375    |                 |
| 518   | 1       | N/A       | 041554559446 | SUPERSTAY FULL COVERAGE FOUNDATION | Deep Bronze    | 370    |                 |
| 519   | 1       | N/A       | 041554541533 | SUPERSTAY FULL COVERAGE FOUNDATION | Mocha          | 360    |                 |
| 520   | 1       | N/A       | 041554541519 | SUPERSTAY FULL COVERAGE FOUNDATION | Coconut        | 355    |                 |
| 521   | 1       | N/A       | 041554559439 | SUPERSTAY FULL COVERAGE FOUNDATION | Cappuccino     | 340    |                 |
| 522   | 1       | N/A       | 041554559422 | SUPERSTAY FULL COVERAGE FOUNDATION | GOLDEN CARAMEL | 332    |                 |
| 523   | 1       | N/A       | 041554541496 | SUPERSTAY FULL COVERAGE FOUNDATION | Toffee         | 330    |                 |
| 524   | 1       | N/A       | 041554541489 | SUPERSTAY FULL COVERAGE FOUNDATION | Honey          | 320    |                 |

Column: 10 - Row: 3 Lower Notch: 14 Fixture Type: TRAYS Fixture Description: FW SS FC FNDTN 2.3 LIT \*\*  
TRAYS Fixture Re-Order Code: PM0000013437 SS Graphic Re-Order Code:  
Graphic Re-Order Code: SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: PM0000042416 TRAYS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: PM0000042787 UPC Blade Code:

| LocID | Facings | Acct Code | UPC          | Description                        | Shade         | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|------------------------------------|---------------|--------|-----------------|
| 525   | 1       | N/A       | 041554541472 | SUPERSTAY FULL COVERAGE FOUNDATION | Golden        | 312    |                 |
| 526   | 1       | N/A       | 041554541465 | SUPERSTAY FULL COVERAGE FOUNDATION | Sun Beige     | 310    |                 |
| 527   | 1       | N/A       | 041554541458 | SUPERSTAY FULL COVERAGE FOUNDATION | Natural Beige | 220    |                 |
| 528   | 1       | N/A       | 041554565621 | SUPERSTAY FULL COVERAGE FOUNDATION | Light Tan     | 140    |                 |
| 529   | 1       | N/A       | 041554541441 | SUPERSTAY FULL COVERAGE FOUNDATION | Buff Beige    | 130    |                 |
| 530   | 1       | N/A       | 041554589900 | SUPERSTAY FULL COVERAGE FOUNDATION | Medium Beige  | 129    |                 |
| 531   | 1       | N/A       | 041554541434 | SUPERSTAY FULL COVERAGE FOUNDATION | Warm Nude     | 128    |                 |
| 532   | 1       | N/A       | 041554565614 | SUPERSTAY FULL COVERAGE FOUNDATION | Sand Beige    | 127    |                 |

Column: 10 - Row: 4 Lower Notch: 7 Fixture Type: TRAYS Fixture Description: FW SS FC FNDTN 3.3 LIT \*\*  
TRAYS Fixture Re-Order Code: PM0000013437 SS Graphic Re-Order Code:  
Graphic Re-Order Code: SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: PM0000042416 TRAYS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: PM0000042789 UPC Blade Code:

| LocID | Facings | Acct Code | UPC          | Description                        | Shade          | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|------------------------------------|----------------|--------|-----------------|
| 533   | 1       | N/A       | 041554565607 | SUPERSTAY FULL COVERAGE FOUNDATION | Nude Beige     | 125    |                 |
| 534   | 1       | N/A       | 041554541427 | SUPERSTAY FULL COVERAGE FOUNDATION | Classic Ivory  | 120    |                 |
| 535   | 1       | N/A       | 041554559415 | SUPERSTAY FULL COVERAGE FOUNDATION | Light Beige    | 118    |                 |
| 536   | 1       | N/A       | 041554559408 | SUPERSTAY FULL COVERAGE FOUNDATION | Ivory          | 115    |                 |
| 537   | 1       | N/A       | 041554541410 | SUPERSTAY FULL COVERAGE FOUNDATION | Natural Ivory  | 112    |                 |
| 538   | 1       | N/A       | 041554541403 | SUPERSTAY FULL COVERAGE FOUNDATION | Porcelain      | 110    |                 |
| 539   | 1       | N/A       | 041554559392 | SUPERSTAY FULL COVERAGE FOUNDATION | Fair Ivory     | 105    |                 |
| 540   | 1       | N/A       | 041554541397 | SUPERSTAY FULL COVERAGE FOUNDATION | FAIR PORCELAIN | 102    |                 |

Column: 10 - Row: 5 Lower Notch: 35 Fixture Type: TRAYS Fixture Description: FW SS SKIN TINT 1.3 LIT \*\*  
TRAYS Fixture Re-Order Code: PM0000021728 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000043093 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: PM0000042858 TRAYS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: PM0000042745 UPC Blade Code:

| LocID | Facings | Acct Code | UPC          | Description          | Shade | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|----------------------|-------|--------|-----------------|
| 541   | 1       | N/A       | 041554083958 | UP TO 24HR SKIN TINT | 375   | 375    |                 |
| 542   | 1       | N/A       | 041554083941 | UP TO 24HR SKIN TINT | 374   | 374    |                 |
| 543   | 1       | N/A       | 041554083934 | UP TO 24HR SKIN TINT | 372   | 372    |                 |

|         |     |     |     |     |     |     |     |     |     |                 |
|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----------------|
| Row: 1  |     |     |     |     |     |     |     |     |     | Lower Notch: 31 |
| Row: 1  |     |     |     |     |     |     |     |     |     | Lower Notch: 29 |
| Row: 2  | 517 | 518 | 519 | 520 | 521 | 522 | 523 | 524 |     | Lower Notch: 21 |
| Row: 3  | 525 | 526 | 527 | 528 | 529 | 530 | 531 | 532 |     | Lower Notch: 14 |
| Row: 4  | 533 | 534 | 535 | 536 | 537 | 538 | 539 | 540 |     | Lower Notch: 7  |
| Row: 5  | 541 | 542 | 543 | 544 | 545 | 546 |     |     |     | Lower Notch: 35 |
| Row: 6  | 547 | 548 | 549 | 550 | 551 | 552 |     |     |     | Lower Notch: 29 |
| Row: 7  | 553 | 554 | 555 | 556 | 557 | 558 |     |     |     | Lower Notch: 23 |
| Row: 8  |     |     |     | 559 | 560 | 561 | 562 | 563 |     | Lower Notch: 16 |
| Row: 9  | 564 | 565 | 566 | 567 | 568 | 569 | 570 | 571 | 572 | Lower Notch: 9  |
| Row: 10 | 575 | 576 | 577 | 578 | 579 | 580 | 581 | 582 |     | Lower Notch: 1  |
|         |     |     |     |     |     |     |     |     |     | Lower Notch: -1 |

|     |   |     |              |                      |     |     |  |
|-----|---|-----|--------------|----------------------|-----|-----|--|
| 544 | 1 | N/A | 041554083910 | UP TO 24HR SKIN TINT | 368 | 368 |  |
| 545 | 1 | N/A | 041554083897 | UP TO 24HR SKIN TINT | 355 | 355 |  |
| 546 | 1 | N/A | 041554083880 | UP TO 24HR SKIN TINT | 338 | 338 |  |

Column: 10 - Row: 6      Lower Notch: 29      Fixture Type: TRAYS      Fixture Description: FW SS SKIN TINT 2.3 LIT \*\*  
TRAYS Fixture Re-Order Code: PM0000021728      SS Graphic Re-Order Code:  
Graphic Re-Order Code:      SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: PM0000042858      TRAYS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: PM0000042746      UPC Blade Code:

| LocID | Facings | Acct Code | UPC          | Description          | Shade | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|----------------------|-------|--------|-----------------|
| 547   | 1       | N/A       | 041554083966 | UP TO 24HR SKIN TINT | 330   | 330    |                 |
| 548   | 1       | N/A       | 041554083859 | UP TO 24HR SKIN TINT | 322   | 322    |                 |
| 549   | 1       | N/A       | 041554083842 | UP TO 24HR SKIN TINT | 312   | 312    |                 |
| 550   | 1       | N/A       | 041554083835 | UP TO 24HR SKIN TINT | 310   | 310    |                 |
| 551   | 1       | N/A       | 041554083828 | UP TO 24HR SKIN TINT | 220   | 220    |                 |
| 552   | 1       | N/A       | 041554083811 | UP TO 24HR SKIN TINT | 130   | 130    |                 |

Column: 10 - Row: 7      Lower Notch: 23      Fixture Type: TRAYS      Fixture Description: FW SS SKIN TINT 3.3 LIT \*\*  
TRAYS Fixture Re-Order Code: PM0000021728      SS Graphic Re-Order Code:  
Graphic Re-Order Code:      SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: PM0000042858      TRAYS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: PM0000042747      UPC Blade Code:

| LocID | Facings | Acct Code | UPC          | Description          | Shade | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|----------------------|-------|--------|-----------------|
| 553   | 1       | N/A       | 041554083804 | UP TO 24HR SKIN TINT | 129   | 129    |                 |
| 554   | 1       | N/A       | 041554083781 | UP TO 24HR SKIN TINT | 120   | 120    |                 |
| 555   | 1       | N/A       | 041554083774 | UP TO 24HR SKIN TINT | 118   | 118    |                 |
| 556   | 1       | N/A       | 041554083750 | UP TO 24HR SKIN TINT | 112   | 112    |                 |
| 557   | 1       | N/A       | 041554083743 | UP TO 24HR SKIN TINT | 110   | 110    |                 |
| 558   | 1       | N/A       | 041554083699 | UP TO 24HR SKIN TINT | 102   | 102    |                 |

Column: 10 - Row: 8      Lower Notch: 16      Fixture Type: TRAYS      Fixture Description: FW SS CNCLR 1.2 LIT \*\*  
TRAYS Fixture Re-Order Code: PM0000038848      SS Graphic Re-Order Code: PM0000042183  
Graphic Re-Order Code:      SS Holder Re-Order Code: PM0000038845  
Carrier Tray Graphic Re-Order Code: PM0000042423      TRAYS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: PM0000038716      UPC Blade Code:

| LocID | Facings | Acct Code | UPC          | Description          | Shade | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|----------------------|-------|--------|-----------------|
| 559   | 1       | N/A       | 041554071566 | SUPER STAY CONCEALER | 70    | 70     |                 |
| 560   | 1       | N/A       | 041554071559 | SUPER STAY CONCEALER | 57    | 57     |                 |
| 561   | 1       | N/A       | 041554071542 | SUPER STAY CONCEALER | 50    | 50     |                 |
| 562   | 1       | N/A       | 041554071535 | SUPER STAY CONCEALER | 45    | 45     |                 |
| 563   | 1       | N/A       | 041554071528 | SUPER STAY CONCEALER | 42    | 42     |                 |

Column: 10 - Row: 9      Lower Notch: 9      Fixture Type: TRAYS      Fixture Description: FW SS CNCLR 2.2 LIT \*\*  
TRAYS Fixture Re-Order Code: PM0000038848      SS Graphic Re-Order Code:  
Graphic Re-Order Code:      SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: PM0000042423      TRAYS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: PM0000038717      UPC Blade Code:

| LocID | Facings | Acct Code | UPC          | Description          | Shade | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|----------------------|-------|--------|-----------------|
| 564   | 1       | N/A       | 041554071511 | SUPER STAY CONCEALER | 30    | 30     |                 |
| 565   | 1       | N/A       | 041554071504 | SUPER STAY CONCEALER | 27    | 27     |                 |
| 566   | 1       | N/A       | 041554071498 | SUPER STAY CONCEALER | 25    | 25     |                 |
| 567   | 1       | N/A       | 041554071481 | SUPER STAY CONCEALER | 22    | 22     |                 |
| 568   | 1       | N/A       | 041554071474 | SUPER STAY CONCEALER | 20    | 20     |                 |
| 569   | 1       | N/A       | 041554071467 | SUPER STAY CONCEALER | 18    | 18     |                 |
| 570   | 1       | N/A       | 041554071450 | SUPER STAY CONCEALER | 15    | 15     |                 |
| 571   | 1       | N/A       | 041554071443 | SUPER STAY CONCEALER | 11    | 11     |                 |
| 572   | 1       | N/A       | 041554071436 | SUPER STAY CONCEALER | 10    | 10     |                 |
| 573   | 1       | N/A       | 041554071429 | SUPER STAY CONCEALER | 05    | 05     |                 |
| 574   | 1       | N/A       | 041554071412 | SUPER STAY CONCEALER | 01    | 01     |                 |

Column: 10 - Row: 10      Lower Notch: 1      Fixture Type: TRAYS      Fixture Description: FW SS 24HR PDR 1.2 LIT \*\*  
TRAYS Fixture Re-Order Code: PM0000029245      SS Graphic Re-Order Code:  
Graphic Re-Order Code:      SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: PM0000042431      TRAYS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: PM0000040876, PM0000040877      UPC Blade Code:

| LocID | Facings | Acct Code | UPC          | Description            | Shade | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|------------------------|-------|--------|-----------------|
| 575   | 1       | N/A       | 041554081077 | SUPER STAY 24HR POWDER | 375   | 375    |                 |
| 576   | 1       | N/A       | 041554081060 | SUPER STAY 24HR POWDER | 370   | 370    |                 |
| 577   | 1       | N/A       | 041554081053 | SUPER STAY 24HR POWDER | 360   | 360    |                 |
| 578   | 1       | N/A       | 041554081046 | SUPER STAY 24HR POWDER | 355   | 355    |                 |
| 579   | 1       | N/A       | 041554081039 | SUPER STAY 24HR POWDER | 340   | 340    |                 |
| 580   | 1       | N/A       | 041554081022 | SUPER STAY 24HR POWDER | 332   | 332    |                 |
| 581   | 1       | N/A       | 041554081015 | SUPER STAY 24HR POWDER | 312   | 312    |                 |
| 582   | 1       | N/A       | 041554081008 | SUPER STAY 24HR POWDER | 310   | 310    |                 |

|         |                                             |                                   |
|---------|---------------------------------------------|-----------------------------------|
| Row: 1  |                                             | Lower Notch: 31                   |
| Row: 1  |                                             | Lower Notch: 29                   |
| Row: 2  | 517 518 519 520 521 522 523 524             | Lower Notch: 21                   |
| Row: 3  | 525 526 527 528 529 530 531 532             | Lower Notch: 14                   |
| Row: 4  | 533 534 535 536 537 538 539 540             | Lower Notch: 7                    |
| Row: 5  | 541 542 543 544 545 546                     | Lower Notch: 35                   |
| Row: 6  | 547 548 549 550 551 552                     | Lower Notch: 29                   |
| Row: 7  | 553 554 555 556 557 558                     | Lower Notch: 23                   |
| Row: 8  | 559 560 561 562 563                         | Lower Notch: 16                   |
| Row: 9  | 564 565 566 567 568 569 570 571 572 573 574 | Lower Notch: 9                    |
| Row: 10 | 575 576 577 578<br>579 580 581 582          | Lower Notch: 1<br>Lower Notch: -1 |

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

|         |                                             |                 |
|---------|---------------------------------------------|-----------------|
| Row: 1  |                                             | Lower Notch: 31 |
| Row: 1  |                                             | Lower Notch: 29 |
|         | 517 518 519 520 521 522 523 524             |                 |
| Row: 2  |                                             | Lower Notch: 21 |
|         | 525 526 527 528 529 530 531 532             |                 |
| Row: 3  |                                             | Lower Notch: 14 |
|         | 533 534 535 536 537 538 539 540             |                 |
| Row: 4  |                                             | Lower Notch: 7  |
|         | 541 542 543 544 545 546                     |                 |
| Row: 5  |                                             | Lower Notch: 35 |
|         | 547 548 549 550 551 552                     |                 |
| Row: 6  |                                             | Lower Notch: 29 |
|         | 553 554 555 556 557 558                     |                 |
| Row: 7  |                                             | Lower Notch: 23 |
|         | 559 560 561 562 563                         |                 |
| Row: 8  |                                             | Lower Notch: 16 |
|         | 564 565 566 567 568 569 570 571 572 573 574 |                 |
| Row: 9  |                                             | Lower Notch: 9  |
|         | 575 576 577 578                             |                 |
| Row: 10 | 579 580 581 582                             | Lower Notch: 1  |
|         |                                             | Lower Notch: -1 |

WAKEFERN 14' X 70" MAYBELLINE FASHION WALL PLANOGRAM - SPRING 2024  
MNYWAK1470FWL\_IS24

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

Column: 11 - Row: 1 Lower Notch: 31 Fixture Type: SIGNS Fixture Description: FW FM HDR (BTY+PRODUCT) 8X24 LIT \*\*  
SIGNS Fixture Re-Order Code: PM0000030017 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000043952 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: SIGNS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: UPC Blade Code:

Column: 11 - Row: 2 Lower Notch: 28 Fixture Type: SIGNS Fixture Description: FW FM M&P (NAV) 3X24 LIT \*\*  
SIGNS Fixture Re-Order Code: PM0000027634 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000043992 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: SIGNS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: UPC Blade Code:

Column: 11 - Row: 3 Lower Notch: 21 Fixture Type: TRAYS Fixture Description: FW FM M&P FNDTN 1.5 D2L LIT\*\*  
TRAYS Fixture Re-Order Code: PM0000019001 SS Graphic Re-Order Code:  
Graphic Re-Order Code: SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: PM0000042407 TRAYS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: PM0000042903 UPC Blade Code:

| LocID | Facings | Acct Code | UPC          | Description               | Shade       | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|---------------------------|-------------|--------|-----------------|
| 583   | 1       | N/A       | 041554539776 | FiMe MATTE+PORELESS FNDTN | ESPRESSO    | 380    |                 |
| 584   | 1       | N/A       | 041554538748 | FiMe MATTE+PORELESS FNDTN | JAVA        | 375    |                 |
| 585   | 1       | N/A       | 041554539752 | FiMe MATTE+PORELESS FNDTN | DEEP BRONZE | 370    |                 |
| 586   | 1       | N/A       | 041554538731 | FiMe MATTE+PORELESS FNDTN | DEEP GOLDEN | 368    |                 |
| 587   | 1       | N/A       | 041554539721 | FiMe MATTE+PORELESS FNDTN | NUTMEG      | 365    |                 |
| 588   | 1       | N/A       | 041554538724 | FiMe MATTE+PORELESS FNDTN | Truffle     | 362    |                 |
| 589   | 1       | N/A       | 041554466522 | FiMe MATTE+PORELESS FNDTN | Mocha       | 360    |                 |
| 590   | 1       | N/A       | 041554538717 | FiMe MATTE+PORELESS FNDTN | Latte       | 358    |                 |

Column: 11 - Row: 4 Lower Notch: 15 Fixture Type: TRAYS Fixture Description: FW FM M&P FNDTN 3.5 D2L LIT\*\*  
TRAYS Fixture Re-Order Code: PM0000019001 SS Graphic Re-Order Code:  
Graphic Re-Order Code: SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: PM0000042407 TRAYS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: PM0000042905 UPC Blade Code:

| LocID | Facings | Acct Code | UPC          | Description               | Shade         | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|---------------------------|---------------|--------|-----------------|
| 591   | 1       | N/A       | 041554438192 | FiMe MATTE+PORELESS FNDTN | Warm Honey    | 322    |                 |
| 592   | 1       | N/A       | 041554466478 | FiMe MATTE+PORELESS FNDTN | NATURAL TAN   | 320    |                 |
| 593   | 1       | N/A       | 041554539622 | FiMe MATTE+PORELESS FNDTN | GOLDEN        | 312    |                 |
| 594   | 1       | N/A       | 041554433500 | FiMe MATTE+PORELESS FNDTN | Sun Beige     | 310    |                 |
| 595   | 1       | N/A       | 041554539615 | FiMe MATTE+PORELESS FNDTN | CLASSIC BEIGE | 245    |                 |
| 596   | 1       | N/A       | 041554538700 | FiMe MATTE+PORELESS FNDTN | LIGHT HONEY   | 242    |                 |
| 597   | 1       | N/A       | 041554438185 | FiMe MATTE+PORELESS FNDTN | Rich Tan      | 238    |                 |
| 598   | 1       | N/A       | 041554433494 | FiMe MATTE+PORELESS FNDTN | Pure Beige    | 235    |                 |

Column: 11 - Row: 5 Lower Notch: 9 Fixture Type: TRAYS Fixture Description: FW FM M&P FNDTN 5.5 D2L LIT\*\*  
TRAYS Fixture Re-Order Code: PM0000019001 SS Graphic Re-Order Code:  
Graphic Re-Order Code: SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: PM0000042407 TRAYS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: PM0000042907 UPC Blade Code:

| LocID | Facings | Acct Code | UPC          | Description               | Shade          | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|---------------------------|----------------|--------|-----------------|
| 599   | 1       | N/A       | 041554466454 | FiMe MATTE+PORELESS FNDTN | CREAMY BEIGE   | 122    |                 |
| 600   | 1       | N/A       | 041554433449 | FiMe MATTE+PORELESS FNDTN | Clsc Ivory     | 120    |                 |
| 601   | 1       | N/A       | 041554539462 | FiMe MATTE+PORELESS FNDTN | LIGHT BEIGE    | 118    |                 |
| 602   | 1       | N/A       | 041554433432 | FiMe MATTE+PORELESS FNDTN | Ivory          | 115    |                 |
| 603   | 1       | N/A       | 041554433425 | FiMe MATTE+PORELESS FNDTN | Ntrl Ivory     | 112    |                 |
| 604   | 1       | N/A       | 041554433418 | FiMe MATTE+PORELESS FNDTN | Porcelain      | 110    |                 |
| 605   | 1       | N/A       | 041554538328 | FiMe MATTE+PORELESS FNDTN | Fair Ivory     | 105    |                 |
| 606   | 1       | N/A       | 041554538311 | FiMe MATTE+PORELESS FNDTN | FAIR PORCELAIN | 102    |                 |

Column: 11 - Row: 6 Lower Notch: 1 Fixture Type: TRAYS Fixture Description: FW FM M&P PDR 1.2 LIT \*\*  
TRAYS Fixture Re-Order Code: PM0000014619 SS Graphic Re-Order Code:  
Graphic Re-Order Code: SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: PM0000042405 TRAYS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: PM0000044113, PM0000044112 UPC Blade Code:

| LocID | Facings | Acct Code | UPC          | Description             | Shade  | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|-------------------------|--------|--------|-----------------|
| 607   | 1       | N/A       | 041554553482 | FiMe MATTE+PORELESS PDR | JAVA   | 375    |                 |
| 608   | 1       | N/A       | 041554553529 | FiMe MATTE+PORELESS PDR | Nutmeg | 365    |                 |
| 609   | 1       | N/A       | 041554488364 | FiMe MATTE+PORELESS PDR | Mocha  | 360    |                 |

|         |  |     |     |     |     |     |     |     |     |                 |
|---------|--|-----|-----|-----|-----|-----|-----|-----|-----|-----------------|
| Row: 1  |  |     |     |     |     |     |     |     |     | Lower Notch: 31 |
| Row: 2  |  |     |     |     |     |     |     |     |     | Lower Notch: 28 |
| Row: 3  |  | 583 | 584 | 585 | 586 | 587 | 588 | 589 | 590 | Lower Notch: 21 |
| Row: 4  |  | 591 | 592 | 593 | 594 | 595 | 596 | 597 | 598 | Lower Notch: 15 |
| Row: 5  |  | 599 | 600 | 601 | 602 | 603 | 604 | 605 | 606 | Lower Notch: 9  |
| Row: 6  |  | 611 | 607 | 612 | 608 | 613 | 609 | 614 | 610 | Lower Notch: 1  |
| Row: 7  |  | 615 | 616 | 617 | 618 | 619 | 620 | 621 | 622 | Lower Notch: 30 |
| Row: 8  |  |     | 623 | 624 | 625 | 626 | 627 | 628 | 629 | Lower Notch: 23 |
| Row: 9  |  | 635 | 636 | 637 | 638 | 639 | 640 |     |     | Lower Notch: 21 |
| Row: 10 |  | 641 | 642 | 643 | 644 | 645 | 646 | 647 | 648 | Lower Notch: 9  |
| Row: 11 |  | 653 | 649 | 650 | 651 | 652 |     |     |     | Lower Notch: 1  |
|         |  | 654 | 655 | 656 |     |     |     |     |     | Lower Notch: -1 |

|     |   |     |              |                         |             |     |  |
|-----|---|-----|--------------|-------------------------|-------------|-----|--|
| 610 | 1 | N/A | 041554553468 | FiMe MATTE+PORELESS PDR | Coconut     | 355 |  |
| 611 | 1 | N/A | 041554553512 | FiMe MATTE+PORELESS PDR | Warm Sun    | 334 |  |
| 612 | 1 | N/A | 041554433852 | FiMe MATTE+PORELESS PDR | Toffee      | 330 |  |
| 613 | 1 | N/A | 041554488357 | FiMe MATTE+PORELESS PDR | NATURAL TAN | 320 |  |
| 614 | 1 | N/A | 041554433845 | FiMe MATTE+PORELESS PDR | Sun Beige   | 310 |  |

Column: 11 - Row: 7      Lower Notch: 30      Fixture Type: TRAYS      Fixture Description: FW FM D&S FNDTN 1.2 D2L LIT \*\*  
TRAYS Fixture Re-Order Code: PM0000019001      SS Graphic Re-Order Code:  
Graphic Re-Order Code:      SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: PM0000042389      TRAYS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: PM0000042890      UPC Blade Code:

| LocID | Facings | Acct Code | UPC          | Description         | Shade      | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|---------------------|------------|--------|-----------------|
| 615   | 1       | N/A       | 041554339895 | FiMe DEW+SMTH FNDTN | Mocha      | 360    |                 |
| 616   | 1       | N/A       | 041554247152 | FiMe DEW+SMTH FNDTN | Coconut    | 355    |                 |
| 617   | 1       | N/A       | 041554400816 | FiMe DEW+SMTH FNDTN | Toffee     | 330    |                 |
| 618   | 1       | N/A       | 041554238778 | FiMe DEW+SMTH FNDTN | Soft Honey | 315    |                 |
| 619   | 1       | N/A       | 041554238761 | FiMe DEW+SMTH FNDTN | Sun Bge    | 310    |                 |
| 620   | 1       | N/A       | 041554339697 | FiMe DEW+SMTH FNDTN | Gldn Bge   | 240    |                 |
| 621   | 1       | N/A       | 041554238747 | FiMe DEW+SMTH FNDTN | Pure Bge   | 235    |                 |
| 622   | 1       | N/A       | 041554238730 | FiMe DEW+SMTH FNDTN | Nat Buff   | 230    |                 |

Column: 11 - Row: 8      Lower Notch: 23      Fixture Type: TRAYS      Fixture Description: FW FM CNCLR 1.1 D2L LIT \*\*  
TRAYS Fixture Re-Order Code: PM0000026554      SS Graphic Re-Order Code: PM0000040562  
Graphic Re-Order Code:      SS Holder Re-Order Code: PM0000026527  
Carrier Tray Graphic Re-Order Code: PM0000042393      TRAYS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: PM0000042999      UPC Blade Code:

| LocID | Facings | Acct Code | UPC          | Description    | Shade    | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|----------------|----------|--------|-----------------|
| 623   | 1       | N/A       | 041554550504 | FiMe CONCEALER | Cocoa    | 60     |                 |
| 624   | 1       | N/A       | 041554550498 | FiMe CONCEALER | Hazelnut | 55     |                 |
| 625   | 1       | N/A       | 041554247756 | FiMe CONCEALER | Cafe     | 50     |                 |
| 626   | 1       | N/A       | 041554550481 | FiMe CONCEALER | Tan      | 45     |                 |
| 627   | 1       | N/A       | 041554550474 | FiMe CONCEALER | Caramel  | 40     |                 |
| 628   | 1       | N/A       | 041554247749 | FiMe CONCEALER | Deep     | 35     |                 |
| 629   | 1       | N/A       | 041554550467 | FiMe CONCEALER | Honey    | 30     |                 |
| 630   | 1       | N/A       | 041554247725 | FiMe CONCEALER | Med      | 25     |                 |
| 631   | 1       | N/A       | 041554247732 | FiMe CONCEALER | Sand     | 20     |                 |
| 632   | 1       | N/A       | 041554247718 | FiMe CONCEALER | Light    | 15     |                 |
| 633   | 1       | N/A       | 041554247701 | FiMe CONCEALER | Fair     | 10     |                 |
| 634   | 1       | N/A       | 041554550450 | FiMe CONCEALER | Ivory    | 05     |                 |

Column: 11 - Row: 9      Lower Notch: 21      Fixture Type: HOOK BARS      Fixture Description: FW 6HK COVERSTICK HKBR LIT \*\*  
HOOK BARS Fixture Re-Order Code: PL2000000067      SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000042450      SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code:      HOOK BARS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code:      UPC Blade Code: PM0000012603

| LocID | Facings | Acct Code | UPC          | Description | Shade                        | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|-------------|------------------------------|--------|-----------------|
| 635   | 1       | N/A       | 041554543872 | COVER STICK | Ivory                        | 1      |                 |
| 636   | 1       | N/A       | 041554543889 | COVER STICK | Light Beige                  | 2      |                 |
| 637   | 1       | N/A       | 041554543896 | COVER STICK | Medium Beige                 | 3      |                 |
| 638   | 1       | N/A       | 041554543902 | COVER STICK | Deep Beige                   | 4      |                 |
| 639   | 1       | N/A       | 041554615962 | COVER STICK | Yellow Corrects Dark Circles | 8      |                 |
| 640   | 1       | N/A       | 041554616019 | COVER STICK | Green Corrects Redness       | 9      |                 |

Column: 11 - Row: 10      Lower Notch: 9      Fixture Type: TRAYS      Fixture Description: FW DRM RADIANT FNDTN 1.1 LIT \*\*  
TRAYS Fixture Re-Order Code: PM0000034431      SS Graphic Re-Order Code:  
Graphic Re-Order Code:      SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: PM0000042400      TRAYS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: PM0000038047      UPC Blade Code:

| LocID | Facings | Acct Code | UPC          | Description                     | Shade           | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|---------------------------------|-----------------|--------|-----------------|
| 641   | 1       | N/A       | 041554579079 | DREAM RADIANT LIQUID FOUNDATION | Porcelain Ivory | 10     |                 |
| 642   | 1       | N/A       | 041554579086 | DREAM RADIANT LIQUID FOUNDATION | Classic Ivory   | 20     |                 |
| 643   | 1       | N/A       | 041554579093 | DREAM RADIANT LIQUID FOUNDATION | Ivory Beige     | 30     |                 |
| 644   | 1       | N/A       | 041554579109 | DREAM RADIANT LIQUID FOUNDATION | Nude Beige      | 35     |                 |
| 645   | 1       | N/A       | 041554579123 | DREAM RADIANT LIQUID FOUNDATION | Creamy Natural  | 50     |                 |
| 646   | 1       | N/A       | 041554579154 | DREAM RADIANT LIQUID FOUNDATION | Natural Beige   | 75     |                 |
| 647   | 1       | N/A       | 041554579178 | DREAM RADIANT LIQUID FOUNDATION | Honey Beige     | 90     |                 |
| 648   | 1       | N/A       | 041554579215 | DREAM RADIANT LIQUID FOUNDATION | Cocoa           | 130    |                 |

Column: 11 - Row: 11      Lower Notch: 1      Fixture Type: TRAYS      Fixture Description: FW SS 24HR PDR 2.2 LIT \*\*  
TRAYS Fixture Re-Order Code: PM0000029245      SS Graphic Re-Order Code:  
Graphic Re-Order Code:      SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: PM0000042431      TRAYS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: PM0000040880,PM0000040881      UPC Blade Code:

| LocID | Facings | Acct Code | UPC          | Description            | Shade | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|------------------------|-------|--------|-----------------|
| 649   | 1       | N/A       | 041554080995 | SUPER STAY 24HR POWDER | 220   | 220    |                 |

|         |                                 |                 |
|---------|---------------------------------|-----------------|
| Row: 1  |                                 | Lower Notch: 31 |
| Row: 2  |                                 | Lower Notch: 28 |
| Row: 3  | 583 584 585 586 587 588 589 590 | Lower Notch: 21 |
| Row: 4  | 591 592 593 594 595 596 597 598 | Lower Notch: 15 |
| Row: 5  | 599 600 601 602 603 604 605 606 | Lower Notch: 9  |
| Row: 6  | 611 607 612 608 613 609 614 610 | Lower Notch: 1  |
| Row: 7  | 615 616 617 618 619 620 621 622 | Lower Notch: 30 |
| Row: 8  | 623 624 625 626 627 628 629 630 | Lower Notch: 23 |
| Row: 9  | 635 636 637 638 639 640         | Lower Notch: 21 |
| Row: 10 | 641 642 643 644 645 646 647 648 | Lower Notch: 9  |
| Row: 11 | 653 649 650 651 652 654 655 656 | Lower Notch: 1  |
|         |                                 | Lower Notch: -1 |

|     |   |     |              |                        |     |     |
|-----|---|-----|--------------|------------------------|-----|-----|
| 650 | 1 | N/A | 041554080988 | SUPER STAY 24HR POWDER | 130 | 130 |
| 651 | 1 | N/A | 041554080971 | SUPER STAY 24HR POWDER | 128 | 128 |
| 652 | 1 | N/A | 041554080964 | SUPER STAY 24HR POWDER | 120 | 120 |
| 653 | 1 | N/A | 041554080957 | SUPER STAY 24HR POWDER | 118 | 118 |
| 654 | 1 | N/A | 041554080940 | SUPER STAY 24HR POWDER | 112 | 112 |
| 655 | 1 | N/A | 041554080933 | SUPER STAY 24HR POWDER | 110 | 110 |
| 656 | 1 | N/A | 041554080926 | SUPER STAY 24HR POWDER | 102 | 102 |

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

|         |                                         |                 |
|---------|-----------------------------------------|-----------------|
| Row: 1  |                                         | Lower Notch: 31 |
| Row: 2  |                                         | Lower Notch: 28 |
| Row: 3  | 583 584 585 586 587 588 589 590         | Lower Notch: 21 |
| Row: 4  | 591 592 593 594 595 596 597 598         | Lower Notch: 15 |
| Row: 5  | 599 600 601 602 603 604 605 606         | Lower Notch: 9  |
| Row: 6  | 611 607 612 608 613 609 614 610         | Lower Notch: 1  |
| Row: 7  | 615 616 617 618 619 620 621 622         | Lower Notch: 30 |
| Row: 8  | 623 624 625 626 627 628 629 630 631 632 | Lower Notch: 23 |
| Row: 9  | 633 634 635 636 637 638 639 640         | Lower Notch: 21 |
| Row: 10 | 641 642 643 644 645 646 647 648         | Lower Notch: 9  |
| Row: 11 | 649 650 651 652 653 654 655 656         | Lower Notch: 1  |

WAKEFERN 14' X 70" MAYBELLINE FASHION WALL PLANOGRAM - SPRING 2024  
MNYWAK1470FWL\_IS24

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

Column: 11 - Row: 1 Lower Notch: 31 Fixture Type: SIGNS Fixture Description: FW FM HDR (BTY+PRODUCT) 8X24 LIT \*\*  
SIGNS Fixture Re-Order Code: PM0000030017 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000043952 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: SIGNS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: UPC Blade Code:

Column: 11 - Row: 2 Lower Notch: 28 Fixture Type: SIGNS Fixture Description: FW FM M&P (NAV) 3X24 LIT \*\*  
SIGNS Fixture Re-Order Code: PM0000027634 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000043992 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: SIGNS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: UPC Blade Code:

Column: 12 - Row: 1 Lower Notch: 21 Fixture Type: TRAYS Fixture Description: FW FM M&P FNDTN 2.5 D2L LIT\*\*  
TRAYS Fixture Re-Order Code: PM0000019001 SS Graphic Re-Order Code:  
Graphic Re-Order Code: SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: PM0000042407 TRAYS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: PM0000042904 UPC Blade Code:

| LocID | Facings | Acct Code | UPC          | Description                | Shade          | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|----------------------------|----------------|--------|-----------------|
| 657   | 1       | N/A       | 041554439677 | FitMe MATTE+PORELESS FNDTN | WARM COCONUT   | 356    |                 |
| 658   | 1       | N/A       | 041554433524 | FitMe MATTE+PORELESS FNDTN | Coconut        | 355    |                 |
| 659   | 1       | N/A       | 041554466515 | FitMe MATTE+PORELESS FNDTN | CAPPUCINO      | 340    |                 |
| 660   | 1       | N/A       | 041554466508 | FitMe MATTE+PORELESS FNDTN | SPICY BROWN    | 338    |                 |
| 661   | 1       | N/A       | 041554466492 | FitMe MATTE+PORELESS FNDTN | Classic Tan    | 335    |                 |
| 662   | 1       | N/A       | 041554539639 | FitMe MATTE+PORELESS FNDTN | WARM SUN       | 334    |                 |
| 663   | 1       | N/A       | 041554466485 | FitMe MATTE+PORELESS FNDTN | GOLDEN CARAMEL | 332    |                 |
| 664   | 1       | N/A       | 041554433517 | FitMe MATTE+PORELESS FNDTN | Toffee         | 330    |                 |

Column: 12 - Row: 2 Lower Notch: 15 Fixture Type: TRAYS Fixture Description: FW FM M&P FNDTN 4.5 D2L LIT\*\*  
TRAYS Fixture Re-Order Code: PM0000019001 SS Graphic Re-Order Code:  
Graphic Re-Order Code: SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: PM0000042407 TRAYS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: PM0000042908 UPC Blade Code:

| LocID | Facings | Acct Code | UPC          | Description                | Shade      | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|----------------------------|------------|--------|-----------------|
| 665   | 1       | N/A       | 041554433487 | FitMe MATTE+PORELESS FNDTN | Ntrl Buff  | 230    |                 |
| 666   | 1       | N/A       | 041554438178 | FitMe MATTE+PORELESS FNDTN | Soft Tan   | 228    |                 |
| 667   | 1       | N/A       | 041554466461 | FitMe MATTE+PORELESS FNDTN | True Beige | 222    |                 |
| 668   | 1       | N/A       | 041554433470 | FitMe MATTE+PORELESS FNDTN | Ntrl Beige | 220    |                 |
| 669   | 1       | N/A       | 041554433463 | FitMe MATTE+PORELESS FNDTN | Buff Beige | 130    |                 |
| 670   | 1       | N/A       | 041554438161 | FitMe MATTE+PORELESS FNDTN | Warm Nude  | 128    |                 |
| 671   | 1       | N/A       | 041554433456 | FitMe MATTE+PORELESS FNDTN | Nude Beige | 125    |                 |
| 672   | 1       | N/A       | 041554538694 | FitMe MATTE+PORELESS FNDTN | SOFT SAND  | 124    |                 |

Column: 12 - Row: 3 Lower Notch: 9 Fixture Type: TRAYS Fixture Description: FW FM STICK 1.1 D2L LIT \*\*  
TRAYS Fixture Re-Order Code: PM0000012935 SS Graphic Re-Order Code:  
Graphic Re-Order Code: SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: PM0000042390 TRAYS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: PM0000042883 UPC Blade Code:

| LocID | Facings | Acct Code | UPC          | Description                     | Shade         | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|---------------------------------|---------------|--------|-----------------|
| 673   | 1       | N/A       | 041554337402 | FitMe Oil-Free Stick Foundation | Coconut       | 355    |                 |
| 674   | 1       | N/A       | 041554337266 | FitMe Oil-Free Stick Foundation | Toffee        | 330    |                 |
| 675   | 1       | N/A       | 041554334487 | FitMe Oil-Free Stick Foundation | Pure Beige    | 235    |                 |
| 676   | 1       | N/A       | 041554332872 | FitMe Oil-Free Stick Foundation | Natural Beige | 220    |                 |
| 677   | 1       | N/A       | 041554332865 | FitMe Oil-Free Stick Foundation | Buff Beige    | 130    |                 |
| 678   | 1       | N/A       | 041554332858 | FitMe Oil-Free Stick Foundation | Classic Ivory | 120    |                 |
| 679   | 1       | N/A       | 041554332841 | FitMe Oil-Free Stick Foundation | Ivory         | 115    |                 |
| 680   | 1       | N/A       | 041554332827 | FitMe Oil-Free Stick Foundation | Porcelain     | 110    |                 |

Column: 12 - Row: 4 Lower Notch: 1 Fixture Type: TRAYS Fixture Description: FW FM M&P PDR 2.2 LIT \*\*  
TRAYS Fixture Re-Order Code: PM0000014619 SS Graphic Re-Order Code:  
Graphic Re-Order Code: SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: PM0000042405 TRAYS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: PM0000042973, PM0000042974 UPC Blade Code:

| LocID | Facings | Acct Code | UPC          | Description              | Shade        | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|--------------------------|--------------|--------|-----------------|
| 681   | 1       | N/A       | 041554488340 | FitMe MATTE+PORELESS PDR | Pure Beige   | 235    |                 |
| 682   | 1       | N/A       | 041554433821 | FitMe MATTE+PORELESS PDR | Natural Buff | 230    |                 |
| 683   | 1       | N/A       | 041554488333 | FitMe MATTE+PORELESS PDR | True Beige   | 222    |                 |

|        |                                 |                 |
|--------|---------------------------------|-----------------|
| Row: 1 |                                 | Lower Notch: 31 |
| Row: 2 |                                 | Lower Notch: 28 |
| Row: 1 | 657 658 659 660 661 662 663 664 | Lower Notch: 21 |
| Row: 2 | 665 666 667 668 669 670 671 672 | Lower Notch: 15 |
| Row: 3 | 673 674 675 676 677 678 679 680 | Lower Notch: 9  |
| Row: 4 | 681 682 683 684 685 686 687 688 | Lower Notch: 1  |
| Row: 5 | 689 690 691 692 693 694 695 696 | Lower Notch: 30 |
| Row: 6 | 697 698 699 700 701 702 703 704 | Lower Notch: 23 |
| Row: 7 | 705 706 707 708 709 710 711 712 | Lower Notch: 15 |
| Row: 8 | 713 714 715 716 717 718 719 720 | Lower Notch: 8  |
| Row: 9 | 721 722 723 724                 | Lower Notch: 1  |
|        |                                 | Lower Notch: -1 |

|     |   |     |              |                         |               |     |  |
|-----|---|-----|--------------|-------------------------|---------------|-----|--|
| 684 | 1 | N/A | 041554433814 | FiMe MATTE+PORELESS PDR | Natural Beige | 220 |  |
| 685 | 1 | N/A | 041554433807 | FiMe MATTE+PORELESS PDR | Buff Beige    | 130 |  |
| 686 | 1 | N/A | 041554433784 | FiMe MATTE+PORELESS PDR | Classic Ivory | 120 |  |
| 687 | 1 | N/A | 041554433753 | FiMe MATTE+PORELESS PDR | Porcelain     | 110 |  |
| 688 | 1 | N/A | 041554433746 | FiMe MATTE+PORELESS PDR | Translucent   | 100 |  |

|                                                                                                             |         |           |              |                               |           |        |                 |
|-------------------------------------------------------------------------------------------------------------|---------|-----------|--------------|-------------------------------|-----------|--------|-----------------|
| Column: 12 - Row: 5 Lower Notch: 30 Fixture Type: TRAYS Fixture Description: FW FM D&S FNDTN 2.2 D2L LIT ** |         |           |              |                               |           |        |                 |
| TRAYS Fixture Re-Order Code: PM0000019001                                                                   |         |           |              | SS Graphic Re-Order Code:     |           |        |                 |
| Graphic Re-Order Code:                                                                                      |         |           |              | SS Holder Re-Order Code:      |           |        |                 |
| Carrier Tray Graphic Re-Order Code: PM0000042389                                                            |         |           |              | TRAYS Fixture Rolled-Up Code: |           |        |                 |
| Shade Chart Re-Order Code: PM0000042891                                                                     |         |           |              | UPC Blade Code:               |           |        |                 |
| LocID                                                                                                       | Facings | Acct Code | UPC          | Description                   | Shade     | Shade# | Shade Chip Code |
| 689                                                                                                         | 1       | N/A       | 041554238723 | FiMe DEW+SMTH FNDTN           | Med Buff  | 225    |                 |
| 690                                                                                                         | 1       | N/A       | 041554238716 | FiMe DEW+SMTH FNDTN           | Nat Bge   | 220    |                 |
| 691                                                                                                         | 1       | N/A       | 041554238709 | FiMe DEW+SMTH FNDTN           | Sandy Bge | 210    |                 |
| 692                                                                                                         | 1       | N/A       | 041554238696 | FiMe DEW+SMTH FNDTN           | Buff Bge  | 130    |                 |
| 693                                                                                                         | 1       | N/A       | 041554238679 | FiMe DEW+SMTH FNDTN           | Nude Bge  | 125    |                 |
| 694                                                                                                         | 1       | N/A       | 041554238662 | FiMe DEW+SMTH FNDTN           | Cisc Ivry | 120    |                 |
| 695                                                                                                         | 1       | N/A       | 041554238655 | FiMe DEW+SMTH FNDTN           | Ivry      | 115    |                 |
| 696                                                                                                         | 1       | N/A       | 041554238648 | FiMe DEW+SMTH FNDTN           | Porcelain | 110    |                 |

|                                                                                                     |         |           |              |                               |       |        |                 |
|-----------------------------------------------------------------------------------------------------|---------|-----------|--------------|-------------------------------|-------|--------|-----------------|
| Column: 12 - Row: 6 Lower Notch: 23 Fixture Type: TRAYS Fixture Description: FW FM BLUSH 1.1 LIT ** |         |           |              |                               |       |        |                 |
| TRAYS Fixture Re-Order Code: PM0000023553                                                           |         |           |              | SS Graphic Re-Order Code:     |       |        |                 |
| Graphic Re-Order Code:                                                                              |         |           |              | SS Holder Re-Order Code:      |       |        |                 |
| Carrier Tray Graphic Re-Order Code: PM0000042391                                                    |         |           |              | TRAYS Fixture Rolled-Up Code: |       |        |                 |
| Shade Chart Re-Order Code: PM0000028435, PM0000028436                                               |         |           |              | UPC Blade Code:               |       |        |                 |
| LocID                                                                                               | Facings | Acct Code | UPC          | Description                   | Shade | Shade# | Shade Chip Code |
| 697                                                                                                 | 1       | N/A       | 041554503067 | FIT ME BLUSH                  | Buff  | 10     |                 |
| 698                                                                                                 | 1       | N/A       | 041554503074 | FIT ME BLUSH                  | Nude  | 15     |                 |
| 699                                                                                                 | 1       | N/A       | 041554503098 | FIT ME BLUSH                  | Mauve | 20     |                 |
| 700                                                                                                 | 1       | N/A       | 041554503104 | FIT ME BLUSH                  | Pink  | 25     |                 |
| 701                                                                                                 | 1       | N/A       | 041554503111 | FIT ME BLUSH                  | Rose  | 30     |                 |
| 702                                                                                                 | 1       | N/A       | 041554503135 | FIT ME BLUSH                  | Coral | 35     |                 |
| 703                                                                                                 | 1       | N/A       | 041554503142 | FIT ME BLUSH                  | Peach | 40     |                 |
| 704                                                                                                 | 1       | N/A       | 041554503159 | FIT ME BLUSH                  | Plum  | 45     |                 |
| 705                                                                                                 | 1       | N/A       | 041554503524 | FIT ME BLUSH                  | Wine  | 50     |                 |
| 706                                                                                                 | 1       | N/A       | 041554503722 | FIT ME BLUSH                  | BERRY | 55     |                 |

|                                                                                                             |         |           |              |                               |              |        |                 |
|-------------------------------------------------------------------------------------------------------------|---------|-----------|--------------|-------------------------------|--------------|--------|-----------------|
| Column: 12 - Row: 7 Lower Notch: 15 Fixture Type: TRAYS Fixture Description: FW FM LOOSE PDR 1.1 D2L LIT ** |         |           |              |                               |              |        |                 |
| TRAYS Fixture Re-Order Code: PM0000024116                                                                   |         |           |              | SS Graphic Re-Order Code:     |              |        |                 |
| Graphic Re-Order Code:                                                                                      |         |           |              | SS Holder Re-Order Code:      |              |        |                 |
| Carrier Tray Graphic Re-Order Code: PM0000042392                                                            |         |           |              | TRAYS Fixture Rolled-Up Code: |              |        |                 |
| Shade Chart Re-Order Code: PM0000042885, PM0000042886                                                       |         |           |              | UPC Blade Code:               |              |        |                 |
| LocID                                                                                                       | Facings | Acct Code | UPC          | Description                   | Shade        | Shade# | Shade Chip Code |
| 707                                                                                                         | 1       | N/A       | 041554503050 | FIT ME LOOSE POWDER           | Dark         | 40     |                 |
| 708                                                                                                         | 1       | N/A       | 041554503043 | FIT ME LOOSE POWDER           | Deep         | 35     |                 |
| 709                                                                                                         | 1       | N/A       | 041554503036 | FIT ME LOOSE POWDER           | Medium Deep  | 30     |                 |
| 710                                                                                                         | 1       | N/A       | 041554502046 | FIT ME LOOSE POWDER           | Medium       | 25     |                 |
| 711                                                                                                         | 1       | N/A       | 041554502039 | FIT ME LOOSE POWDER           | Light Medium | 20     |                 |
| 712                                                                                                         | 1       | N/A       | 041554502022 | FIT ME LOOSE POWDER           | Light        | 15     |                 |
| 713                                                                                                         | 1       | N/A       | 041554502015 | FIT ME LOOSE POWDER           | FAIR LIGHT   | 10     |                 |
| 714                                                                                                         | 1       | N/A       | 041554501995 | FIT ME LOOSE POWDER           | Fair         | 05     |                 |

|                                                                                                                     |         |           |              |                                        |              |        |                 |
|---------------------------------------------------------------------------------------------------------------------|---------|-----------|--------------|----------------------------------------|--------------|--------|-----------------|
| Column: 12 - Row: 8 Lower Notch: 8 Fixture Type: TRAYS Fixture Description: FW DRM BB CREAMS 1.2 (FRESH) D2L LIT ** |         |           |              |                                        |              |        |                 |
| TRAYS Fixture Re-Order Code: PM0000021728                                                                           |         |           |              | SS Graphic Re-Order Code: PM0000043906 |              |        |                 |
| Graphic Re-Order Code:                                                                                              |         |           |              | SS Holder Re-Order Code: PM0000035923  |              |        |                 |
| Carrier Tray Graphic Re-Order Code: PM0000042380                                                                    |         |           |              | TRAYS Fixture Rolled-Up Code:          |              |        |                 |
| Shade Chart Re-Order Code: PM0000042874                                                                             |         |           |              | UPC Blade Code:                        |              |        |                 |
| LocID                                                                                                               | Facings | Acct Code | UPC          | Description                            | Shade        | Shade# | Shade Chip Code |
| 715                                                                                                                 | 1       | N/A       | 041554587050 | DREAM FRESH BB                         | Deep         | 140    |                 |
| 716                                                                                                                 | 1       | N/A       | 041554282658 | DREAM FRESH BB                         | Medium/Deep  | 130    |                 |
| 717                                                                                                                 | 1       | N/A       | 041554282641 | DREAM FRESH BB                         | Medium       | 120    |                 |
| 718                                                                                                                 | 1       | N/A       | 041554282634 | DREAM FRESH BB                         | Light Medium | 110    |                 |
| 719                                                                                                                 | 1       | N/A       | 041554587043 | DREAM FRESH BB                         | Light        | 100    |                 |

|                                                                                                                    |         |           |              |                                        |              |        |                 |
|--------------------------------------------------------------------------------------------------------------------|---------|-----------|--------------|----------------------------------------|--------------|--------|-----------------|
| Column: 12 - Row: 9 Lower Notch: 1 Fixture Type: TRAYS Fixture Description: FW DRM BB CREAMS 2.2 (PURE) D2L LIT ** |         |           |              |                                        |              |        |                 |
| TRAYS Fixture Re-Order Code: PM0000021728                                                                          |         |           |              | SS Graphic Re-Order Code: PM0000043907 |              |        |                 |
| Graphic Re-Order Code:                                                                                             |         |           |              | SS Holder Re-Order Code: PM0000035923  |              |        |                 |
| Carrier Tray Graphic Re-Order Code: PM0000042380                                                                   |         |           |              | TRAYS Fixture Rolled-Up Code:          |              |        |                 |
| Shade Chart Re-Order Code: PM0000042875                                                                            |         |           |              | UPC Blade Code:                        |              |        |                 |
| LocID                                                                                                              | Facings | Acct Code | UPC          | Description                            | Shade        | Shade# | Shade Chip Code |
| 720                                                                                                                | 1       | N/A       | 041554587074 | DREAM PURE BB                          | Deep         | 140    |                 |
| 721                                                                                                                | 1       | N/A       | 041554349719 | DREAM PURE BB                          | Medium/Deep  | 130    |                 |
| 722                                                                                                                | 1       | N/A       | 041554349573 | DREAM PURE BB                          | Medium       | 120    |                 |
| 723                                                                                                                | 1       | N/A       | 041554349542 | DREAM PURE BB                          | Light/Medium | 110    |                 |

|        |                                 |                 |
|--------|---------------------------------|-----------------|
| Row: 1 |                                 | Lower Notch: 31 |
| Row: 2 |                                 | Lower Notch: 28 |
| Row: 1 | 657 658 659 660 661 662 663 664 | Lower Notch: 21 |
| Row: 2 | 665 666 667 668 669 670 671 672 | Lower Notch: 15 |
| Row: 3 | 673 674 675 676 677 678 679 680 | Lower Notch: 9  |
| Row: 4 | 681 682 683 684                 | Lower Notch: 1  |
| Row: 5 | 689 690 691 692 693 694 695 696 | Lower Notch: 30 |
| Row: 6 | 702 703 704 705 706 707         | Lower Notch: 23 |
| Row: 7 | 711 712 713 714                 | Lower Notch: 15 |
| Row: 8 | 715 716 717 718 719             | Lower Notch: 8  |
| Row: 9 | 720 721 722 723 724             | Lower Notch: 1  |
|        |                                 | Lower Notch: -1 |

|     |   |     |              |               |       |     |
|-----|---|-----|--------------|---------------|-------|-----|
| 724 | 1 | N/A | 041554587067 | DREAM PURE BB | Light | 100 |
|-----|---|-----|--------------|---------------|-------|-----|

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

|        |                                         |                 |
|--------|-----------------------------------------|-----------------|
| Row: 1 |                                         | Lower Notch: 31 |
| Row: 2 |                                         | Lower Notch: 28 |
| Row: 1 | 657 658 659 660 661 662 663 664         | Lower Notch: 21 |
| Row: 2 | 665 666 667 668 669 670 671 672         | Lower Notch: 15 |
| Row: 3 | 673 674 675 676 677 678 679 680         | Lower Notch: 9  |
| Row: 4 | 681 682 683 684                         | Lower Notch: 1  |
| Row: 5 | 689 690 691 692 693 694 695 696         | Lower Notch: 30 |
| Row: 6 | 702 697 703 698 704 699 705 700 706 701 | Lower Notch: 23 |
| Row: 7 | 711 707 712 708 713 709 714 710         | Lower Notch: 15 |
| Row: 8 | 715 716 717 718 719                     | Lower Notch: 8  |
| Row: 9 | 720 721 722 723 724                     | Lower Notch: 1  |
|        |                                         | Lower Notch: -1 |

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

Column: 13 - Row: 1 Lower Notch: 35 Fixture Type: SIGNS Fixture Description: FW MNY LOGO HDR 4X24 LIT \*\*  
SIGNS Fixture Re-Order Code: PL2000000195 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM000002002 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: SIGNS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: UPC Blade Code:

Column: 13 - Row: 2 Lower Notch: 17 Fixture Type: HOT SPOT Fixture Description: FW HOTSPOT SS SKIN TINT LIT \*\*  
HOT SPOT Fixture Re-Order Code: PM0000029248, PL2000000703 SS Graphic Re-Order Code: PM0000043861  
Graphic Re-Order Code: PM0000043863, PM0000043866, PM0000043869 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: HOT SPOT Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: UPC Blade Code:

Column: 13 - Row: 3 Lower Notch: 16 Fixture Type: SIGN Fixture Description: FW FS NAV 2X12 LIT \*\*  
SIGN Fixture Re-Order Code: PL2000000235 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000044558 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: 4 Lower Notch: 8 Fixture Type: TRAYS Fixture Description: FW FS MSTR PRIME+BLURSTK 1.1 LIT \*\*  
TRAYS Fixture Re-Order Code: PL2000000482 SS Graphic Re-Order Code:  
Graphic Re-Order Code: SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: PM0000042382 TRAYS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: PM0000031546 UPC Blade Code:

| LocID | Facings | Acct Code | UPC          | Description                 | Shade                       | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|-----------------------------|-----------------------------|--------|-----------------|
| 734   | 1       | N/A       | 041554547429 | MASTER PRIME BLUR + HYDRATE | MASTER PRIME BLUR + HYDRATE | 050    |                 |
| 735   | 1       | N/A       | 041554431957 | FACE STUDIO MASTER PRIME    | Blur + Smooth               | 100    |                 |
| 736   | 1       | N/A       | 041554431971 | FACE STUDIO MASTER PRIME    | Blur + Redness Control      | 300    |                 |
| 737   | 1       | N/A       | 041554551792 | MASTER PRIME BLUR + HYDRATE | BLUR + PORE MINIMIZE        | 400    |                 |
| 738   | 1       | N/A       | 041554551808 | MASTER PRIME BLUR + HYDRATE | BLUR + PROTECT              | 500    |                 |
| 739   | 1       | N/A       | 041554548341 | Master Prime Blur Stick     | Universal Transparent       | 100    |                 |

Column: 13 - Row: 5 Lower Notch: 1 Fixture Type: TRAYS Fixture Description: FW FM PRIMER+FS FIXSPRY+BNNAPDR UT LIT \*\*  
TRAYS Fixture Re-Order Code: PL2000000695 SS Graphic Re-Order Code: PM0000042938  
Graphic Re-Order Code: SS Holder Re-Order Code: PM0000035924  
Carrier Tray Graphic Re-Order Code: PM0000042412 TRAYS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: PM0000042936 UPC Blade Code:

| LocID | Facings | Acct Code | UPC          | Description               | Shade                 | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|---------------------------|-----------------------|--------|-----------------|
| 740   | 1       | N/A       | 041554584431 | Fit Me Primers            | Mattifying            | 00     |                 |
| 741   | 1       | N/A       | 041554562927 | LASTING FIX SETTING SPRAY | Lasting Fix Set Spray | 00     |                 |
| 742   | 1       | N/A       | 041554586480 | Lasting Fix Banana Powder | Banana                | 10     |                 |

Column: 13 - Row: 6 Lower Notch: 33 Fixture Type: HOOK BARS Fixture Description: FW 6HK CHEEK HEAT BLUSH HKBR LIT \*\*  
HOOK BARS Fixture Re-Order Code: PL2000000067 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000042448 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

| LocID | Facings | Acct Code | UPC          | Description      | Shade         | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|------------------|---------------|--------|-----------------|
| 743   | 1       | N/A       | 041554578171 | CHEEK HEAT BLUSH | PINK SCORCH   | 10     |                 |
| 744   | 1       | N/A       | 041554578188 | CHEEK HEAT BLUSH | NUDE BURN     | 15     |                 |
| 745   | 1       | N/A       | 041554578195 | CHEEK HEAT BLUSH | ROSE FLUSH    | 20     |                 |
| 746   | 1       | N/A       | 041554578201 | CHEEK HEAT BLUSH | FUCHSIA SPARK | 25     |                 |
| 747   | 1       | N/A       | 041554578218 | CHEEK HEAT BLUSH | CORAL EMBER   | 30     |                 |
| 748   | 1       | N/A       | 041554578225 | CHEEK HEAT BLUSH | BERRY FLAME   | 35     |                 |

Column: 13 - Row: 7 Lower Notch: 24 Fixture Type: TRAYS Fixture Description: FW FS CITY BRONZE 1.1 LIT \*\*  
TRAYS Fixture Re-Order Code: PL2000000489 SS Graphic Re-Order Code: PM0000036948  
Graphic Re-Order Code: SS Holder Re-Order Code: PM0000027619  
Carrier Tray Graphic Re-Order Code: PM0000042375 TRAYS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: PM0000028816 UPC Blade Code:

| LocID | Facings | Acct Code | UPC          | Description              | Shade | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|--------------------------|-------|--------|-----------------|
| 749   | 1       | N/A       | 041554562958 | FACE STUDIO CITY BRONZER | 100   | 100    |                 |
| 750   | 1       | N/A       | 041554562965 | FACE STUDIO CITY BRONZER | 200   | 200    |                 |
| 751   | 1       | N/A       | 041554562972 | FACE STUDIO CITY BRONZER | 300   | 300    |                 |

|         |                                 |                 |
|---------|---------------------------------|-----------------|
| Row: 1  |                                 | Lower Notch: 35 |
| Row: 2  | 726 727 728 729 730 731 732 733 | Lower Notch: 17 |
| Row: 3  |                                 | Lower Notch: 16 |
| Row: 4  | 734 735 736 737 738 739         | Lower Notch: 8  |
| Row: 5  |                                 | Lower Notch: 1  |
| Row: 6  | 743 744 745 746 747 748         | Lower Notch: 33 |
| Row: 7  | 749 750 751                     | Lower Notch: 24 |
| Row: 8  | 752 753 754                     | Lower Notch: 17 |
| Row: 9  | 755 756 757 758 759             | Lower Notch: 9  |
| Row: 10 | 762 763 764 765 761             | Lower Notch: 1  |
|         |                                 | Lower Notch: -1 |

| Column: 13 - Row: 8                              |         | Lower Notch: 17 |              | Fixture Type: TRAYS                    |                 | Fixture Description: FW FS MSTR BLSH+CNTR PAL 1.1 LIT ** |                 |
|--------------------------------------------------|---------|-----------------|--------------|----------------------------------------|-----------------|----------------------------------------------------------|-----------------|
| TRAYS Fixture Re-Order Code: PL2000000498        |         |                 |              | SS Graphic Re-Order Code: PM0000040601 |                 |                                                          |                 |
| Graphic Re-Order Code:                           |         |                 |              | SS Holder Re-Order Code: PM0000014723  |                 |                                                          |                 |
| Carrier Tray Graphic Re-Order Code: PM0000042383 |         |                 |              | TRAYS Fixture Rolled-Up Code:          |                 |                                                          |                 |
| Shade Chart Re-Order Code: PM0000031551          |         |                 |              | UPC Blade Code:                        |                 |                                                          |                 |
| LocID                                            | Facings | Acct Code       | UPC          | Description                            | Shade           | Shade#                                                   | Shade Chip Code |
| 752                                              | 1       | N/A             | 041554496475 | FACE STUDIO MASTER BLUSH PALETTE       | Blush Palette   | 10                                                       |                 |
| 753                                              | 1       | N/A             | 041554455595 | FACE STUDIO MASTER CONTOUR             | Light to Medium | 10                                                       |                 |
| 754                                              | 1       | N/A             | 041554455601 | FACE STUDIO MASTER CONTOUR             | Medium to Deep  | 20                                                       |                 |

| Column: 13 - Row: 9                                  |         | Lower Notch: 9 |              | Fixture Type: TRAYS                                |                    | Fixture Description: FW FS CHROME+HOLO 1.1 LIT ** |                 |
|------------------------------------------------------|---------|----------------|--------------|----------------------------------------------------|--------------------|---------------------------------------------------|-----------------|
| TRAYS Fixture Re-Order Code: PM0000026547            |         |                |              | SS Graphic Re-Order Code: PM0000039074             |                    |                                                   |                 |
| Graphic Re-Order Code:                               |         |                |              | SS Holder Re-Order Code: PE0000001878,PM1000020415 |                    |                                                   |                 |
| Carrier Tray Graphic Re-Order Code: PM0000042425     |         |                |              | TRAYS Fixture Rolled-Up Code:                      |                    |                                                   |                 |
| Shade Chart Re-Order Code: PM0000039071,PM0000039072 |         |                |              | UPC Blade Code:                                    |                    |                                                   |                 |
| LocID                                                | Facings | Acct Code      | UPC          | Description                                        | Shade              | Shade#                                            | Shade Chip Code |
| 755                                                  | 1       | N/A            | 041554542578 | FACE STUDIO MASTER CHROME METALLIC H...            | Molten Rose Gold   | 050                                               |                 |
| 756                                                  | 1       | N/A            | 041554538281 | FACE STUDIO MASTER CHROME METALLIC H...            | Molten Gold        | 100                                               |                 |
| 757                                                  | 1       | N/A            | 041554547757 | MASTER HOLOGRAPHIC                                 | Master Holographic | 50                                                |                 |
| 758                                                  | 1       | N/A            | 041554553918 | FACE STUDIO MASTER CHROME METALLIC H...            | Molten Peach       | 150                                               |                 |
| 759                                                  | 1       | N/A            | 041554553925 | FACE STUDIO MASTER CHROME METALLIC H...            | Molten Topaz       | 200                                               |                 |

| Column: 13 - Row: 10                                 |         | Lower Notch: 1 |              | Fixture Type: TRAYS                    |               | Fixture Description: FW DRM MATTE MOUSSE 1.2 D2L LIT ** |                 |
|------------------------------------------------------|---------|----------------|--------------|----------------------------------------|---------------|---------------------------------------------------------|-----------------|
| TRAYS Fixture Re-Order Code: PM1000012439            |         |                |              | SS Graphic Re-Order Code: PM0000042503 |               |                                                         |                 |
| Graphic Re-Order Code:                               |         |                |              | SS Holder Re-Order Code: PM0000013027  |               |                                                         |                 |
| Carrier Tray Graphic Re-Order Code: PM0000042381     |         |                |              | TRAYS Fixture Rolled-Up Code:          |               |                                                         |                 |
| Shade Chart Re-Order Code: PM0000043050,PM0000043051 |         |                |              | UPC Blade Code:                        |               |                                                         |                 |
| LocID                                                | Facings | Acct Code      | UPC          | Description                            | Shade         | Shade#                                                  | Shade Chip Code |
| 760                                                  | 1       | N/A            | 041554511871 | DREAM MATTE MOUSSE FOUNDATION          | Cocoa         | 130                                                     |                 |
| 761                                                  | 1       | N/A            | 041554510164 | DREAM MATTE MOUSSE FOUNDATION          | Caramel       | 120                                                     |                 |
| 762                                                  | 1       | N/A            | 041554507171 | DREAM MATTE MOUSSE FOUNDATION          | Honey Beige   | 90                                                      |                 |
| 763                                                  | 1       | N/A            | 041554507164 | DREAM MATTE MOUSSE FOUNDATION          | Medium Beige  | 80                                                      |                 |
| 764                                                  | 1       | N/A            | 041554537741 | DREAM MATTE MOUSSE FOUNDATION          | Natural Beige | 75                                                      |                 |
| 765                                                  | 1       | N/A            | 041554507157 | DREAM MATTE MOUSSE FOUNDATION          | Pure Beige    | 70                                                      |                 |

|                                                 |  |                 |  |                                     |  |                                                             |  |
|-------------------------------------------------|--|-----------------|--|-------------------------------------|--|-------------------------------------------------------------|--|
| Column: 13 -                                    |  | Lower Notch: -1 |  | Fixture Type: SPECIAL KIT           |  | Fixture Description: FW GRID WALL BRACKET KIT 1 PER FOOT ** |  |
| SPECIAL KIT Fixture Re-Order Code: PM0000030670 |  |                 |  | SS Graphic Re-Order Code:           |  |                                                             |  |
| Graphic Re-Order Code:                          |  |                 |  | SS Holder Re-Order Code:            |  |                                                             |  |
| Carrier Tray Graphic Re-Order Code:             |  |                 |  | SPECIAL KIT Fixture Rolled-Up Code: |  |                                                             |  |
| Shade Chart Re-Order Code:                      |  |                 |  | UPC Blade Code:                     |  |                                                             |  |

|         |                                     |                 |
|---------|-------------------------------------|-----------------|
| Row: 1  |                                     | Lower Notch: 35 |
| Row: 2  | 725 726 727 728 729 730 731 732 733 | Lower Notch: 17 |
| Row: 3  |                                     | Lower Notch: 16 |
| Row: 4  | 734 735 736 737 738 739             | Lower Notch: 8  |
| Row: 5  |                                     | Lower Notch: 1  |
| Row: 6  | 743 744 745 746 747 748             | Lower Notch: 33 |
| Row: 7  | 749 750 751                         | Lower Notch: 24 |
| Row: 8  | 752 753 754                         | Lower Notch: 17 |
| Row: 9  | 755 756 757                         | Lower Notch: 9  |
| Row: 10 | 762 763 764 765 761                 | Lower Notch: 1  |
|         |                                     | Lower Notch: -1 |

WAKEFERN 14' X 70" MAYBELLINE FASHION WALL PLANOGRAM - SPRING 2024  
MNYWAK1470FWL\_IS24

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

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

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

Column: 0 - Lower Notch: 1 Fixture Type: SPECIAL KIT Fixture Description: FW TRANSFORMER 18FT \*\*  
SPECIAL KIT Fixture Re-Order Code: PM0000022816 SS Graphic Re-Order Code:  
Graphic Re-Order Code: SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: SPECIAL KIT Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: UPC Blade Code:

Column: 13 - Row: 1 Lower Notch: 35 Fixture Type: SIGNS Fixture Description: FW MNY LOGO HDR 4X24 LIT \*\*  
SIGNS Fixture Re-Order Code: PL2000000195 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000028002 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: SIGNS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: UPC Blade Code:

Column: 13 - Row: 2 Lower Notch: 17 Fixture Type: HOT SPOT Fixture Description: FW HOTSPOT SS SKIN TINT LIT \*\*  
HOT SPOT Fixture Re-Order Code: PM0000029248, PL2000000703 SS Graphic Re-Order Code: PM0000043861  
Graphic Re-Order Code: PM0000043863, PM0000043866, PM0000043869 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: HOT SPOT Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: UPC Blade Code:

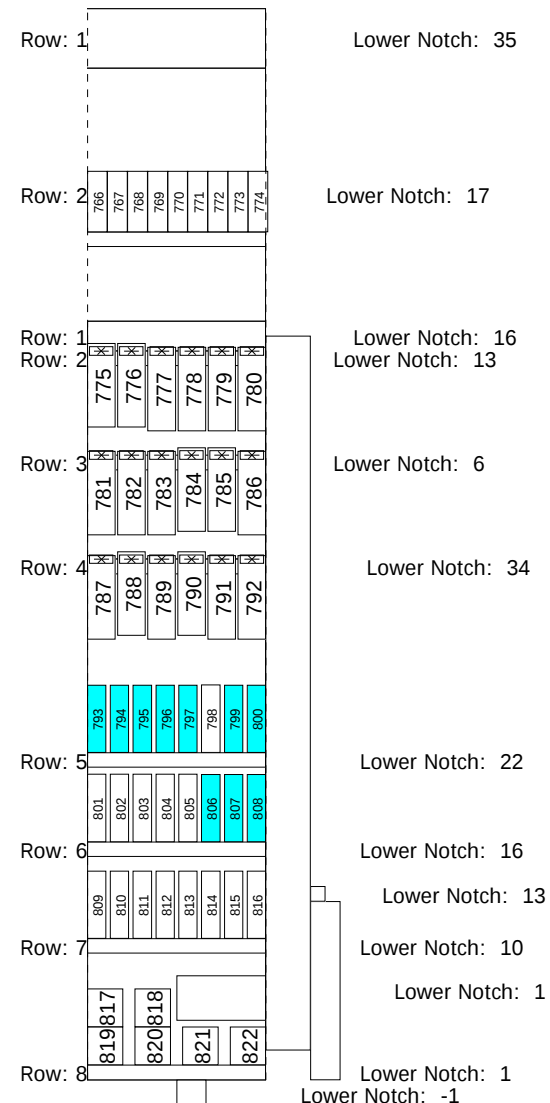
Column: 14 - Row: 1 Lower Notch: 16 Fixture Type: SIGN Fixture Description: FW IAR NAV 2X12 LIT \*\*  
SIGN Fixture Re-Order Code: PL2000000235 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000044564 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: SIGN Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: UPC Blade Code:

Column: 14 - Row: 2 Lower Notch: 13 Fixture Type: HOOK BARS Fixture Description: FW 6HK IAR CNCLR HKBR LIT \*\*  
HOOK BARS Fixture Re-Order Code: PL2000000067 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000042469 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

| LocID | Facings | Acct Code | UPC          | Description          | Shade       | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|----------------------|-------------|--------|-----------------|
| 775   | 1       | N/A       | 041554267204 | IAR Eraser Concealer | Brightener  | 60     |                 |
| 776   | 1       | N/A       | 041554267198 | IAR Eraser Concealer | Neutralizer | 50     |                 |
| 777   | 1       | N/A       | 041554567533 | IAR Eraser Concealer | Deep Bronze | 149    |                 |
| 778   | 1       | N/A       | 041554546859 | IAR Eraser Concealer | Hazelnut    | 148    |                 |
| 779   | 1       | N/A       | 041554074499 | IAR Eraser Concealer | 147 5       | 147 5  |                 |
| 780   | 1       | N/A       | 041554074482 | IAR Eraser Concealer | 146 5       | 146 5  |                 |

Column: 14 - Row: 3 Lower Notch: 6 Fixture Type: HOOK BARS Fixture Description: FW 6HK IAR CNCLR HKBR LIT \*\*  
HOOK BARS Fixture Re-Order Code: PL2000000067 SS Graphic Re-Order Code:  
Graphic Re-Order Code: PM0000042469 SS Holder Re-Order Code:  
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:  
Shade Chart Re-Order Code: UPC Blade Code: PM0000012603

| LocID | Facings | Acct Code | UPC          | Description          | Shade   | Shade# | Shade Chip Code |
|-------|---------|-----------|--------------|----------------------|---------|--------|-----------------|
| 781   | 1       | N/A       | 041554546828 | IAR Eraser Concealer | Tan     | 146    |                 |
| 782   | 1       | N/A       | 041554546811 | IAR Eraser Concealer | Caramel | 144    |                 |
| 783   | 1       | N/A       | 041554074475 | IAR Eraser Concealer | 141     | 141    |                 |
| 784   | 1       | N/A       | 041554259278 | IAR Eraser Concealer | Honey   | 40     |                 |
| 785   | 1       | N/A       | 041554259261 | IAR Eraser Concealer | Medium  | 30     |                 |
| 786   | 1       | N/A       | 041554546798 | IAR Eraser Concealer | Sand    | 122    |                 |



| Column: 14 - Row: 4                           |         | Lower Notch: 34 |              | Fixture Type: HOOK BARS           |             | Fixture Description: FW 6HK IAR CNCLR HKBR LIT ** |                 |
|-----------------------------------------------|---------|-----------------|--------------|-----------------------------------|-------------|---------------------------------------------------|-----------------|
| HOOK BARS Fixture Re-Order Code: PL2000000067 |         |                 |              | SS Graphic Re-Order Code:         |             |                                                   |                 |
| Graphic Re-Order Code: PM0000042489           |         |                 |              | SS Holder Re-Order Code:          |             |                                                   |                 |
| Carrier Tray Graphic Re-Order Code:           |         |                 |              | HOOK BARS Fixture Rolled-Up Code: |             |                                                   |                 |
| Shade Chart Re-Order Code:                    |         |                 |              | UPC Blade Code: PM0000012603      |             |                                                   |                 |
| LocID                                         | Facings | Acct Code       | UPC          | Description                       | Shade       | Shade#                                            | Shade Chip Code |
| 787                                           | 1       | N/A             | 041554567502 | IAR Eraser Concealer              | LIGHT HONEY | 121                                               |                 |
| 788                                           | 1       | N/A             | 041554259254 | IAR Eraser Concealer              | Light       | 20                                                |                 |
| 789                                           | 1       | N/A             | 041554567496 | IAR Eraser Concealer              | Warm Light  | 115                                               |                 |
| 790                                           | 1       | N/A             | 041554259247 | IAR Eraser Concealer              | Fair        | 10                                                |                 |
| 791                                           | 1       | N/A             | 041554546781 | IAR Eraser Concealer              | Ivory       | 100                                               |                 |
| 792                                           | 1       | N/A             | 041554567489 | IAR Eraser Concealer              | Cool Ivory  | 95                                                |                 |

| Column: 14 - Row: 5                              |         | Lower Notch: 22 | Fixture Type: TRAYS |                               | Fixture Description: FW IAR ERASER FNDTN 1.2 LIT ** |        |                 |
|--------------------------------------------------|---------|-----------------|---------------------|-------------------------------|-----------------------------------------------------|--------|-----------------|
| TRAYS Fixture Re-Order Code: PM0000013030        |         |                 |                     | SS Graphic Re-Order Code:     |                                                     |        |                 |
| Graphic Re-Order Code:                           |         |                 |                     | SS Holder Re-Order Code:      |                                                     |        |                 |
| Carrier Tray Graphic Re-Order Code: PM0000042378 |         |                 |                     | TRAYS Fixture Rolled-Up Code: |                                                     |        |                 |
| Shade Chart Re-Order Code: PM0000043758          |         |                 |                     | UPC Blade Code:               |                                                     |        |                 |
| LocID                                            | Facings | Acct Code       | UPC                 | Description                   | Shade                                               | Shade# | Shade Chip Code |
| 793                                              | 1       | N/A             | 041554086621        | IAR ERASER FOUNDATION         | 360                                                 | 360    |                 |
| 794                                              | 1       | N/A             | 041554086614        | IAR ERASER FOUNDATION         | 355                                                 | 355    |                 |
| 795                                              | 1       | N/A             | 041554086607        | IAR ERASER FOUNDATION         | 340                                                 | 340    |                 |
| 796                                              | 1       | N/A             | 041554086591        | IAR ERASER FOUNDATION         | 330                                                 | 330    |                 |
| 797                                              | 1       | N/A             | 041554086584        | IAR ERASER FOUNDATION         | 310                                                 | 310    |                 |
| 798                                              | 1       | N/A             | 041554220155        | IAR ERASER FOUNDATION         | Medium Beige                                        | 300    |                 |
| 799                                              | 1       | N/A             | 041554086676        | IAR ERASER FOUNDATION         | 225                                                 | 225    |                 |
| 800                                              | 1       | N/A             | 041554086669        | IAR ERASER FOUNDATION         | 210                                                 | 210    |                 |

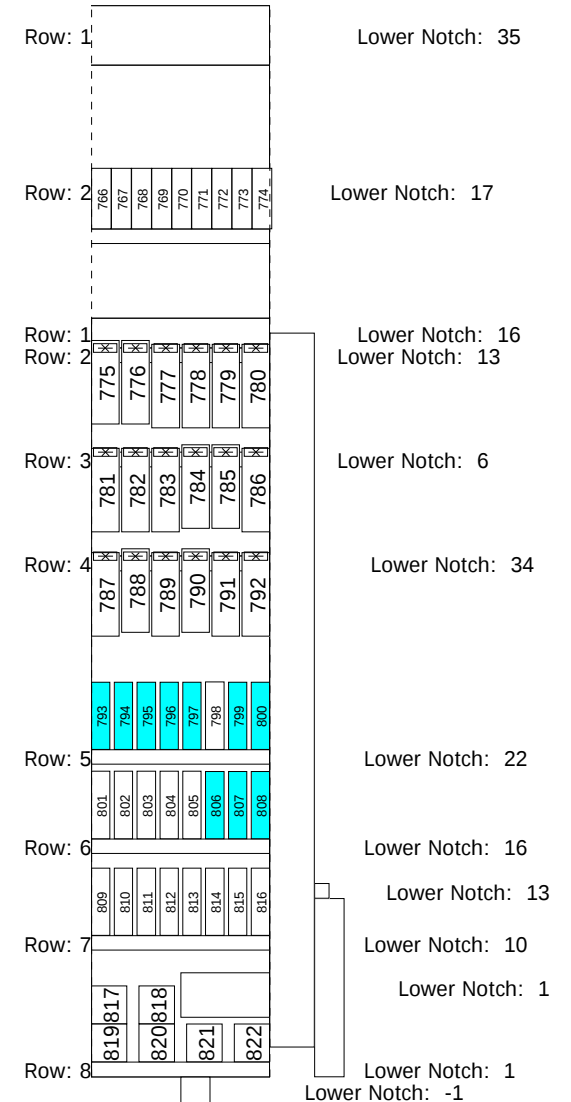
| Column: 14 - Row: 6                              |         | Lower Notch: 16 | Fixture Type: TRAYS           |                       | Fixture Description: FW IAR ERASER FNDTN 2.2 LIT ** |        |                 |
|--------------------------------------------------|---------|-----------------|-------------------------------|-----------------------|-----------------------------------------------------|--------|-----------------|
| TRAYS Fixture Re-Order Code: PM0000013030        |         |                 | SS Graphic Re-Order Code:     |                       |                                                     |        |                 |
| Graphic Re-Order Code:                           |         |                 | SS Holder Re-Order Code:      |                       |                                                     |        |                 |
| Carrier Tray Graphic Re-Order Code: PM0000042378 |         |                 | TRAYS Fixture Rolled-Up Code: |                       |                                                     |        |                 |
| Shade Chart Re-Order Code: PM0000043759          |         |                 | UPC Blade Code:               |                       |                                                     |        |                 |
| LocID                                            | Facings | Acct Code       | UPC                           | Description           | Shade                                               | Shade# | Shade Chip Code |
| 801                                              | 1       | N/A             | 041554220100                  | IAR ERASER FOUNDATION | Creamy Natural                                      | 200    |                 |
| 802                                              | 1       | N/A             | 041554220094                  | IAR ERASER FOUNDATION | Nude                                                | 190    |                 |
| 803                                              | 1       | N/A             | 041554220087                  | IAR ERASER FOUNDATION | Classic Ivory                                       | 150    |                 |
| 804                                              | 1       | N/A             | 041554220070                  | IAR ERASER FOUNDATION | Buff Beige                                          | 130    |                 |
| 805                                              | 1       | N/A             | 041554220063                  | IAR ERASER FOUNDATION | Creamy Ivory                                        | 120    |                 |
| 806                                              | 1       | N/A             | 041554086577                  | IAR ERASER FOUNDATION | 118                                                 | 118    |                 |
| 807                                              | 1       | N/A             | 041554086560                  | IAR ERASER FOUNDATION | 112                                                 | 112    |                 |
| 808                                              | 1       | N/A             | 041554086553                  | IAR ERASER FOUNDATION | 110                                                 | 110    |                 |

| Column: 14 - Row: 7                              |         | Lower Notch: 10 |              | Fixture Type: TRAYS           |                 | Fixture Description: FW IAR GLOW 1.1 LIT ** |                 |
|--------------------------------------------------|---------|-----------------|--------------|-------------------------------|-----------------|---------------------------------------------|-----------------|
| TRAYS Fixture Re-Order Code: PM0000034431        |         |                 |              | SS Graphic Re-Order Code:     |                 |                                             |                 |
| Graphic Re-Order Code:                           |         |                 |              | SS Holder Re-Order Code:      |                 |                                             |                 |
| Carrier Tray Graphic Re-Order Code: PM0000042428 |         |                 |              | TRAYS Fixture Rolled-Up Code: |                 |                                             |                 |
| Shade Chart Re-Order Code: PM0000040038          |         |                 |              | UPC Blade Code:               |                 |                                             |                 |
| LocID                                            | Facings | Acct Code       | UPC          | Description                   | Shade           | Shade#                                      | Shade Chip Code |
| 809                                              | 1       | N/A             | 041554069310 | INSTANT PERFECTOR 4-IN-1 GLOW | DEEP            | 04                                          |                 |
| 810                                              | 1       | N/A             | 041554069303 | INSTANT PERFECTOR 4-IN-1 GLOW | MEDIUM/DEEP     | 03                                          |                 |
| 811                                              | 1       | N/A             | 041554077209 | INSTANT PERFECTOR 4-IN-1 GLOW | MEDIUM/DEEP W   | 2.5                                         |                 |
| 812                                              | 1       | N/A             | 041554065596 | INSTANT PERFECTOR 4-IN-1 GLOW | MEDIUM          | 02                                          |                 |
| 813                                              | 1       | N/A             | 041554077193 | INSTANT PERFECTOR 4-IN-1 GLOW | LIGHT/MEDIUM    | 1.5                                         |                 |
| 814                                              | 1       | N/A             | 041554065589 | INSTANT PERFECTOR 4-IN-1 GLOW | LIGHT           | 01                                          |                 |
| 815                                              | 1       | N/A             | 041554077186 | INSTANT PERFECTOR 4-IN-1 GLOW | FAIR/LIGHT COOL | 0.5                                         |                 |
| 816                                              | 1       | N/A             | 041554065572 | INSTANT PERFECTOR 4-IN-1 GLOW | FAIR/LIGHT      | 00                                          |                 |

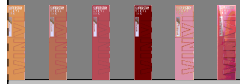
| Column: 14 - Row: 8                                  |         | Lower Notch: 1 |              | Fixture Type: TRAYS                    |                 | Fixture Description: FW DRM MATTE MOUSSE 2.2 D2L LIT ** |                 |  |
|------------------------------------------------------|---------|----------------|--------------|----------------------------------------|-----------------|---------------------------------------------------------|-----------------|--|
| TRAYS Fixture Re-Order Code: PM1000012439            |         |                |              | SS Graphic Re-Order Code: PM0000042504 |                 |                                                         |                 |  |
| Graphic Re-Order Code:                               |         |                |              | SS Holder Re-Order Code: PM0000013027  |                 |                                                         |                 |  |
| Carrier Tray Graphic Re-Order Code: PM0000042377     |         |                |              | TRAYS Fixture Rolled-Up Code:          |                 |                                                         |                 |  |
| Shade Chart Re-Order Code: PM0000043052,PM0000043053 |         |                |              | UPC Blade Code:                        |                 |                                                         |                 |  |
| LocID                                                | Facings | Acct Code      | UPC          | Description                            | Shade           | Shade#                                                  | Shade Chip Code |  |
| 817                                                  | 1       | N/A            | 041554507140 | DREAM MATTE MOUSSE FOUNDATION          | Sandy Beige     | 60                                                      |                 |  |
| 818                                                  | 1       | N/A            | 041554537734 | DREAM MATTE MOUSSE FOUNDATION          | Light Beige     | 55                                                      |                 |  |
| 819                                                  | 1       | N/A            | 041554507133 | DREAM MATTE MOUSSE FOUNDATION          | Creamy Natural  | 50                                                      |                 |  |
| 820                                                  | 1       | N/A            | 041554507126 | DREAM MATTE MOUSSE FOUNDATION          | Nude            | 40                                                      |                 |  |
| 821                                                  | 1       | N/A            | 041554507102 | DREAM MATTE MOUSSE FOUNDATION          | Classic Ivory   | 20                                                      |                 |  |
| 822                                                  | 1       | N/A            | 041554507096 | DREAM MATTE MOUSSE FOUNDATION          | Porcelain Ivory | 10                                                      |                 |  |

|         |                                     |                 |
|---------|-------------------------------------|-----------------|
| Row: 1  |                                     | Lower Notch: 35 |
| Row: 2  | 766 767 768 769 770 771 772 773 774 | Lower Notch: 17 |
| Row: 1  |                                     | Lower Notch: 16 |
| Row: 2  | 775 776 777 778 779 780             | Lower Notch: 13 |
| Row: 3  | 781 782 783 784 785 786             | Lower Notch: 6  |
| Row: 4  | 787 788 789 790 791 792             | Lower Notch: 34 |
| Row: 5  | 793 794 795 796 797 798 799 800     | Lower Notch: 22 |
| Row: 6  | 801 802 803 804 805 806 807 808     | Lower Notch: 16 |
| Row: 7  | 809 810 811 812 813 814 815 816     | Lower Notch: 13 |
| Row: 8  | 817 818 819 820 821 822             | Lower Notch: 10 |
| Row: 9  |                                     | Lower Notch: 1  |
| Row: 10 |                                     | Lower Notch: -1 |

|                                                 |                 |                                     |                                                             |
|-------------------------------------------------|-----------------|-------------------------------------|-------------------------------------------------------------|
| Column: 14 -                                    | Lower Notch: -1 | Fixture Type: SPECIAL KIT           | Fixture Description: FW GRID WALL BRACKET KIT 1 PER FOOT ** |
| SPECIAL KIT Fixture Re-Order Code: PM0000030670 |                 | SS Graphic Re-Order Code:           |                                                             |
| Graphic Re-Order Code:                          |                 | SS Holder Re-Order Code:            |                                                             |
| Carrier Tray Graphic Re-Order Code:             |                 | SPECIAL KIT Fixture Rolled-Up Code: |                                                             |
| Shade Chart Re-Order Code:                      |                 | UPC Blade Code:                     |                                                             |



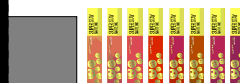
MAYBE



HYDRATING LIP GLOSS



LONGWEAR MATTE CRAYON



MOOD-MAKING MATTES



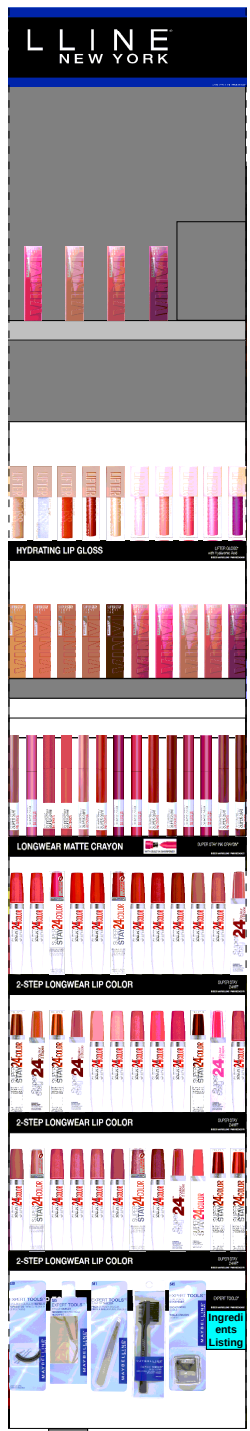
LONGWEAR MATTE LIQUID LIPCOLOR

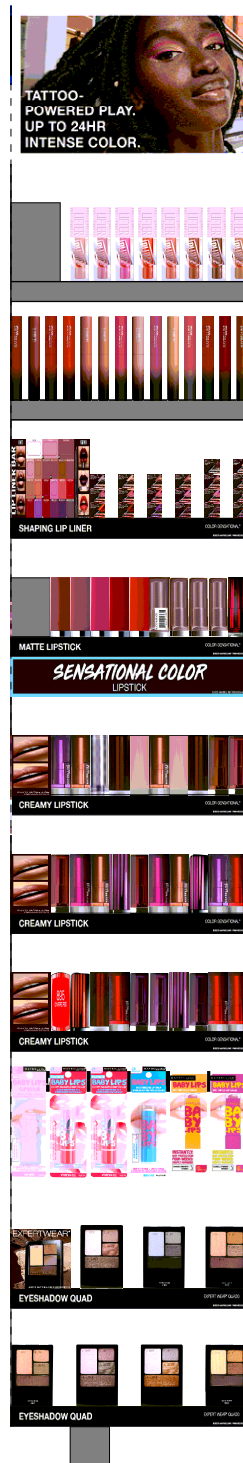


LONGWEAR MATTE LIQUID LIPCOLOR

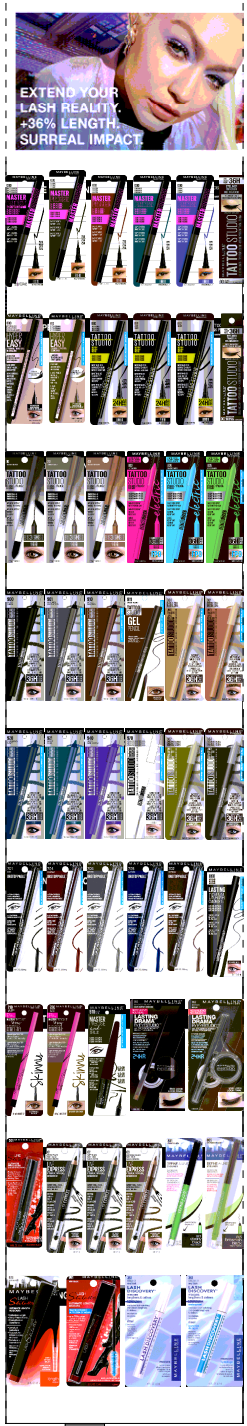


LONGWEAR MATTE LIQUID LIPCOLOR











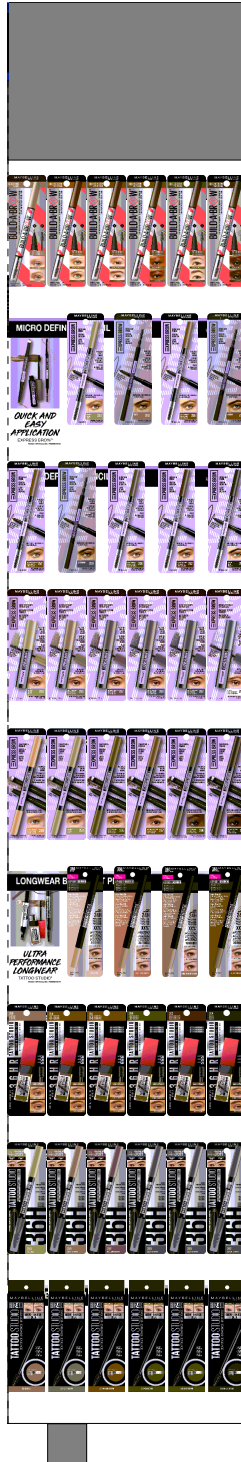
MAYBE



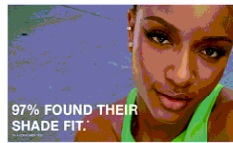
BACK PANEL  
MERCHANDISING

LLINE  
NEW YORK

S 40+30=70"  
E SPACE=71"







FIT ME **MATTE +**



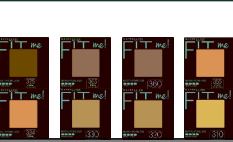
BREATHABLE & OIL-FREE. LIGHTWEIGHT, NATURAL FINISH. NET WT. 1.0 FL. OZ. (30 mL)



BREATHABLE & OIL-FREE. LIGHTWEIGHT, NATURAL FINISH. NET WT. 1.0 FL. OZ. (30 mL)



BREATHABLE & OIL-FREE. LIGHTWEIGHT, NATURAL FINISH. NET WT. 1.0 FL. OZ. (30 mL)



HYDRATING & SMOOTHING. LIGHTWEIGHT, DEWY FINISH. NET WT. 1.0 FL. OZ. (30 mL)



LIGHTWEIGHT FORMULA WITH HYALURONIC ACID. NET WT. 1.0 FL. OZ. (30 mL)



UP TO 24H HYDRATED POWDER FOUNDATION. NET WT. 1.0 FL. OZ. (30 mL)



MAYBE



ALL OVER FACE ARTISTRY



BLURRING AND SMOOTHING PRIMER



GLASSY PRIMER, 4 HOUR WEAR, ALL DAY WEAR, LASTING FIX



MATTE BRONZER + CONTOUR POWDER



SHAPING, DEFINING + HIGHLIGHTING POWDER, BLUISH, VIOLET



METALLIC, LUMINOUS HIGHLIGHTER



WHIPPED MATTIFYING FOUNDATION

