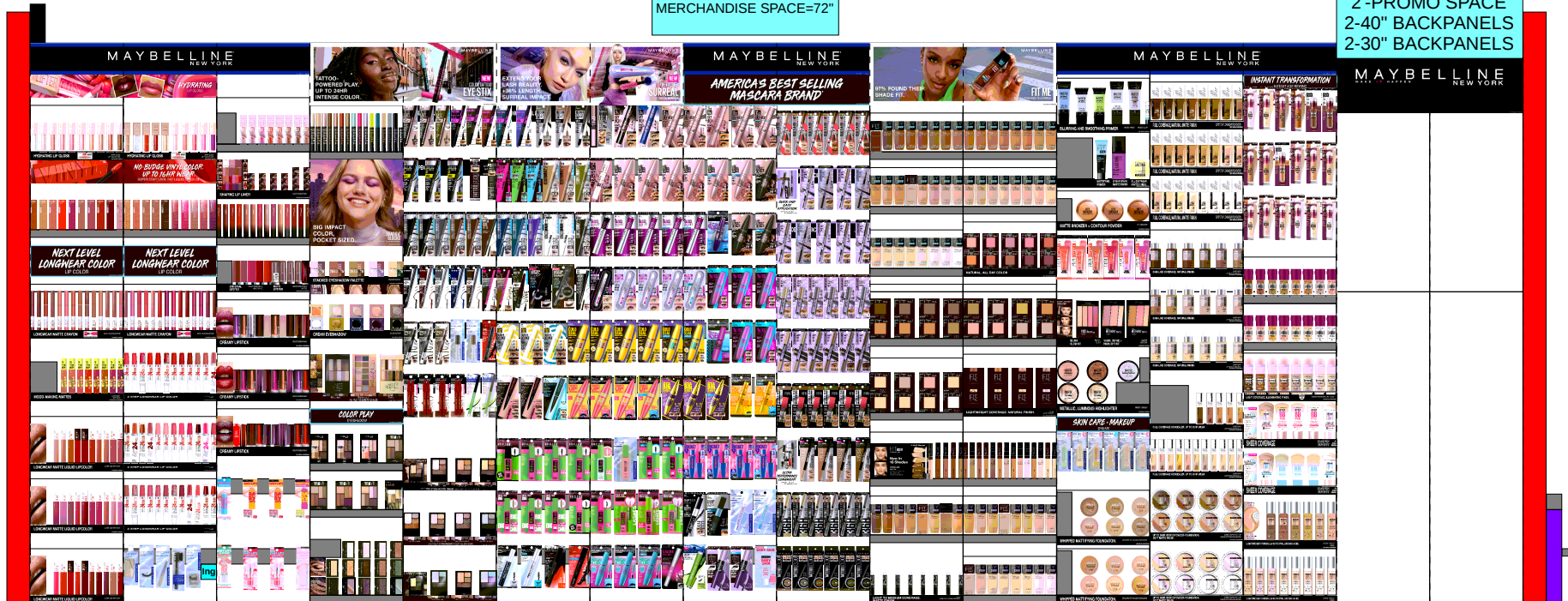


BACK PANELS 40+30=70"
MERCHANDISE SPACE=72"

2'-PROMO SPACE
2-40" BACKPANELS
2-30" BACKPANELS



WAKEFERN 14' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1472ULH.IS24

Column: 1 - Row: 2 Lower Notch: 30 Fixture Type: HEADER LIT Fixture Description: RENO MNY LOGO HDR (NAV) 4X36 LIT **
HEADER LIT Fixture Re-Order Code: PM0000027632 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000028005 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER LIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 1 - Row: 3 Lower Notch: 27 Fixture Type: SIGN Fixture Description: RENO LIFTER GLOSS PRODUCT NAV 3X24 UN...
SIGN Fixture Re-Order Code: PM0000027633 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043213 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: SIGN Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 1 - Row: 4 Lower Notch: 18 Fixture Type: TRAYS Fixture Description: LIFTER GLOSS 1.1 **
TRAYS Fixture Re-Order Code: PL2000000621 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042141, PM0000043439 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000036173 UPC Blade Code:

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

Column: 1 - Row: 5 Lower Notch: 16 Fixture Type: SIGN Fixture Description: RENO SS VINYL INK PRODUCT NAV 3X24 UNLI...
SIGN Fixture Re-Order Code: PM0000027633 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043980 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: SIGN Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 1 - Row: 6 Lower Notch: 8 Fixture Type: TRAYS Fixture Description: SS VINYL INK 1.2 **
TRAYS Fixture Re-Order Code: PL2000000612 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042207 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043755 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
11	1	N/A	041554071047	VINYL INK	LIPPY	10	
12	1	N/A	041554071030	VINYL INK	PEACHY	15	
13	1	N/A	041554071009	VINYL INK	COY	20	
14	1	N/A	041554070989	VINYL INK	RED-HOT	25	
15	1	N/A	041554070958	VINYL INK	UNRIVALED	30	
16	1	N/A	041554071023	VINYL INK	CHEEKY	35	
17	1	N/A	041554071016	VINYL INK	WITTY	40	
18	1	N/A	041554070972	VINYL INK	WICKED	50	
19	1	N/A	041554070965	VINYL INK	ROYAL	55	
20	1	N/A	041554080421	SUPER STAY VINYL INK	Captivated	95	

Column: 1 - Row: 7 Lower Notch: 4 Fixture Type: SIGN Fixture Description: RENO SS LIP NAV 4X12 UNLIT **
SIGN Fixture Re-Order Code: PM0000029067 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000044537 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: SIGN Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 1 - Row: 8 Lower Notch: 35 Fixture Type: TRAYS Fixture Description: SS INK CRAYON 1.2 **
TRAYS Fixture Re-Order Code: PL2000000410 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042180 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043840 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
21	1	N/A	041554064704	SUPERSTAY INK CRAYON	DRIVE THE FUTURE	165	
22	1	N/A	041554558753	SUPERSTAY INK CRAYON	LIVE ON THE EDGE	5	
23	1	N/A	041554587845	SUPERSTAY INK CRAYON	RISE TO THE TOP	110	
24	1	N/A	041554558784	SUPERSTAY INK CRAYON	ENJOY THE VIEW	20	
25	1	N/A	041554064667	SUPERSTAY INK CRAYON	WORK FOR IT	140	
26	1	N/A	041554064728	SUPERSTAY INK CRAYON	BREAK THE CEILING	145	
27	1	N/A	041554064674	SUPERSTAY INK CRAYON	STOP AT NOTHING	160	
28	1	N/A	041554587869	SUPERSTAY INK CRAYON	REACH HIGH	100	
29	1	N/A	041554587852	SUPERSTAY INK CRAYON	ON THE GRIND	105	
30	1	N/A	041554558760	SUPERSTAY INK CRAYON	TRUST YOUR GUT	10	
31	1	N/A	041554064681	SUPERSTAY INK CRAYON	ACHIEVE IT ALL	155	
32	1	N/A	041554558777	SUPERSTAY INK CRAYON	LEAD THE WAY	15	
33	1	N/A	041554558777	SUPERSTAY INK CRAYON	LEAD THE WAY	15	
34	1	N/A	041554577877	SUPERSTAY INK CRAYON	KEEP IT FUN	90	

Row: 2

Row: 3

Row: 4

Row: 5

Row: 6

Row: 7

Row: 8

Row: 9

Row: 10

Row: 11

Row: 12

Lower Notch: 34

Lower Notch: 30

Lower Notch: 27

Lower Notch: 18

Lower Notch: 16

Lower Notch: 8

Lower Notch: 4

Lower Notch: 35

Lower Notch: 27

Lower Notch: 18

Lower Notch: 10

Lower Notch: 1

Column: 1 - Row: 9
Lower Notch: 27 Fixture Type: TRAYS Fixture Description: SS MATTE INK MOODMAKERS 1.1 **
TRAYS Fixture Re-Order Code: PL2000000421 SS Graphic Re-Order Code: PM0000042795
Graphic Re-Order Code: PM0000042744 SS Holder Re-Order Code: PM1000013468
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code: PM0000044099 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
35	1	N/A	041554082852	MATTE INK MOOD MAKERS	MEDITATOR	430	
36	1	N/A	041554082869	MATTE INK MOOD MAKERS	DE-STRESSER	435	
37	1	N/A	041554082876	MATTE INK MOOD MAKERS	PLEASURE SEEKER	440	
38	1	N/A	041554082883	MATTE INK MOOD MAKERS	ENERGIZER	445	
39	1	N/A	041554082890	MATTE INK MOOD MAKERS	MOTIVATOR	450	
40	1	N/A	041554082906	MATTE INK MOOD MAKERS	HARMONIZER	455	
41	1	N/A	041554085426	MATTE INK MOOD MAKERS	OPTIMIST	460	
42	1	N/A	041554085433	MATTE INK MOOD MAKERS	REVIVER	465	

Column: 1 - Row: 10
Lower Notch: 18 Fixture Type: TRAYS Fixture Description: SS MATTE INK 1.3 **
TRAYS Fixture Re-Order Code: PL2000000421 SS Graphic Re-Order Code: PM0000042184
Graphic Re-Order Code: PM0000042179 SS Holder Re-Order Code: PM0000018521
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code: PM0000038708 UPC Blade Code:

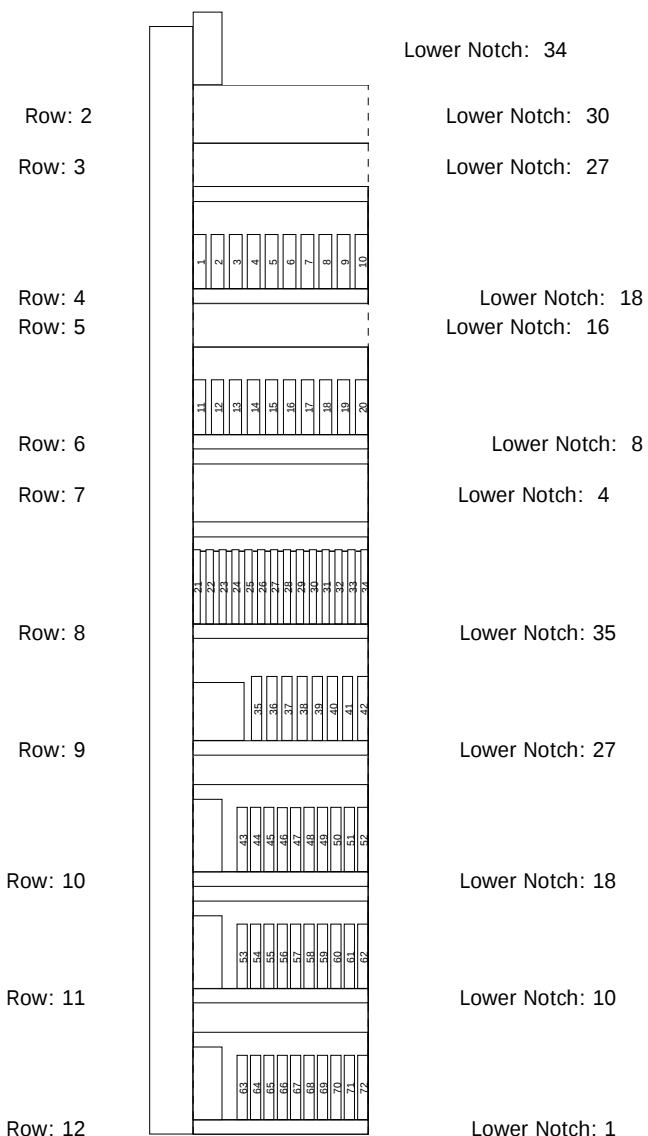
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
43	1	N/A	041554496895	SUPERSTAY MATTE INK	LOYALIST	5	
44	1	N/A	041554543681	SUPERSTAY MATTE INK	POET	60	
45	1	N/A	041554545419	SUPERSTAY MATTE INK	GLOBETROTTER	135	
46	1	N/A	041554589511	SUPERSTAY MATTE INK	HUSTLER	335	
47	1	N/A	041554589504	SUPERSTAY MATTE INK	INNOVATOR	330	
48	1	N/A	041554545426	SUPERSTAY MATTE INK	GROUND-BREAKER	117	
49	1	N/A	041554543711	SUPERSTAY MATTE INK	AMAZONIAN	70	
50	1	N/A	041554543660	SUPERSTAY MATTE INK	SEDUCTRESS	65	
51	1	N/A	041554545502	SUPERSTAY MATTE INK	SELF-STARTER	130	
52	1	N/A	041554577839	SUPERSTAY MATTE INK	RINGLEADER	175	

Column: 1 - Row: 11
Lower Notch: 10 Fixture Type: TRAYS Fixture Description: SS MATTE INK 2.3 **
TRAYS Fixture Re-Order Code: PL2000000421 SS Graphic Re-Order Code: PM0000042185
Graphic Re-Order Code: PM0000042179 SS Holder Re-Order Code: PM0000018521
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code: PM0000038709 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
53	1	N/A	041554577860	SUPERSTAY MATTE INK	SAVANT	155	
54	1	N/A	041554577846	SUPERSTAY MATTE INK	REVOLUTIONARY	180	
55	1	N/A	041554577822	SUPERSTAY MATTE INK	MOVER	160	
56	1	N/A	041554543643	SUPERSTAY MATTE INK	RULER	80	
57	1	N/A	041554544472	SUPERSTAY MATTE INK	FOUNDER	115	
58	1	N/A	041554544499	SUPERSTAY MATTE INK	ARTIST	120	
59	1	N/A	041554577853	SUPERSTAY MATTE INK	PATHFINDER	150	
60	1	N/A	041554496918	SUPERSTAY MATTE INK	LOVER	15	
61	1	N/A	041554496901	SUPERSTAY MATTE INK	DREAMER	10	
62	1	N/A	041554554496	SUPERSTAY MATTE INK	INSPIRER	125	

Column: 1 - Row: 12
Lower Notch: 1 Fixture Type: TRAYS Fixture Description: SS MATTE INK 3.3 **
TRAYS Fixture Re-Order Code: PL2000000421 SS Graphic Re-Order Code: PM0000042186
Graphic Re-Order Code: PM0000042179 SS Holder Re-Order Code: PM0000018521
Carrier Tray Graphic Re-Order Code:
Shade Chart Re-Order Code: PM0000038710 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
63	1	N/A	041554496949	SUPERSTAY MATTE INK	ROMANTIC	30	
64	1	N/A	041554545433	SUPERSTAY MATTE INK	DANCER	118	
65	1	N/A	041554589498	SUPERSTAY MATTE INK	SHOT CALLER	325	
66	1	N/A	041554496925	SUPERSTAY MATTE INK	PIONEER	20	
67	1	N/A	041554589528	SUPERSTAY MATTE INK	EXHILARATOR	340	
68	1	N/A	041554496967	SUPERSTAY MATTE INK	VOYAGER	50	
69	1	N/A	041554545440	SUPERSTAY MATTE INK	COMPOSER	112	
70	1	N/A	041554496963	SUPERSTAY MATTE INK	BELIEVER	40	
71	1	N/A	041554543704	SUPERSTAY MATTE INK	VISIONARY	95	
72	1	N/A	041554543636	SUPERSTAY MATTE INK	HUNTRESS	90	



WAKEFERN 14' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1472ULH.IS24

Column: 1 - Row: 2 Lower Notch: 30 Fixture Type: HEADER LIT Fixture Description: RENO MNY LOGO HDR (NAV) 4X36 LIT **
HEADER LIT Fixture Re-Order Code: PM0000027632 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000028005 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER LIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 1 - Row: 3 Lower Notch: 27 Fixture Type: SIGN Fixture Description: RENO LIFTER GLOSS PRODUCT NAV 3X24 UN...
SIGN Fixture Re-Order Code: PM0000027633 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043213 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: SIGN Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 1 - Row: 5 Lower Notch: 16 Fixture Type: SIGN Fixture Description: RENO SS VINYL INK PRODUCT NAV 3X24 UNLI...
SIGN Fixture Re-Order Code: PM0000027633 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043980 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: 2 - Row: 3 Lower Notch: 18 Fixture Type: TRAYS Fixture Description: LIFTER GLOSS EXTENSION 1.1 **
TRAYS Fixture Re-Order Code: PL2000000621 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042141, PM0000043091 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042779 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
73	1	N/A	041554586992	LIFTER GLOSS	Brass	011	
74	1	N/A	041554587005	LIFTER GLOSS	Opal	012	
75	1	N/A	041554587029	LIFTER GLOSS	Heat	014	
76	1	N/A	041554070903	LIFTER GLOSS	RUST	016	
77	1	N/A	041554070941	LIFTER GLOSS	SUN	20	
78	1	N/A	041554085372	CANDY DROP	GUMMY BEAR	021	
79	1	N/A	041554085419	CANDY DROP	PEACH RING	022	
80	1	N/A	041554085396	CANDY DROP	SWEETHEART	023	
81	1	N/A	041554085402	CANDY DROP	BUBBLEGUM	024	
82	1	N/A	041554085389	CANDY DROP	TAFFY	025	

Column: 2 - Row: 5 Lower Notch: 8 Fixture Type: TRAYS Fixture Description: SS VINYL INK 2.2 **
TRAYS Fixture Re-Order Code: PL2000000612 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042207 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043756 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
83	1	N/A	041554080414	SUPER STAY VINYL INK	Charmed	100	
84	1	N/A	041554080407	SUPER STAY VINYL INK	Golden	105	
85	1	N/A	041554079319	SUPER STAY VINYL INK	Peppy	115	
86	1	N/A	041554079302	SUPER STAY VINYL INK	Punchy	120	
87	1	N/A	041554080445	SUPER STAY VINYL INK	Fearless	135	
88	1	N/A	041554087629	VINYL INK	ROGUE	145	
89	1	N/A	041554087604	VINYL INK	STRIKING	150	
90	1	N/A	041554087611	VINYL INK	UPBEAT	155	
91	1	N/A	041554087635	VINYL INK	SULTRY	160	
92	1	N/A	041554087642	VINYL INK	EDGY	165	

Column: 2 - Row: 4 Lower Notch: 4 Fixture Type: SIGN Fixture Description: RENO SS LIP NAV 4X12 UNLIT **
SIGN Fixture Re-Order Code: PM0000029067 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000044537 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: 2 - Row: 7 Lower Notch: 35 Fixture Type: TRAYS Fixture Description: SS INK CRAYON 2.2 **
TRAYS Fixture Re-Order Code: PL2000000410 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042180 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000038712 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
93	1	N/A	041554558791	SUPERSTAY INK CRAYON	STAY EXCEPTIONAL	25	
94	1	N/A	041554064735	SUPERSTAY INK CRAYON	CHASE DREAMS	150	
95	1	N/A	041554581522	SUPERSTAY INK CRAYON	RUN THE WORLD	80	
96	1	N/A	041554581539	SUPERSTAY INK CRAYON	CHANGE IS GOOD	85	
97	1	N/A	041554558807	SUPERSTAY INK CRAYON	SEEK ADVENTURE	30	
98	1	N/A	041554558838	SUPERSTAY INK CRAYON	HUSTLE IN HEELS	45	
99	1	N/A	041554064711	SUPERSTAY INK CRAYON	MAKE MOVES	135	
100	1	N/A	041554064650	SUPERSTAY INK CRAYON	PAVE THE ROAD	130	
101	1	N/A	041554558845	SUPERSTAY INK CRAYON	OWN YOUR EMPIRE	50	
102	1	N/A	041554558852	SUPERSTAY INK CRAYON	MAKE IT HAPPEN	55	
103	1	N/A	041554064643	SUPERSTAY INK CRAYON	CHECK YOURSELF	125	
104	1	N/A	041554064698	SUPERSTAY INK CRAYON	BE BOLD, BE YOU	120	
105	1	N/A	041554558869	SUPERSTAY INK CRAYON	ACCEPT A DARE	60	
106	1	N/A	041554565973	SUPERSTAY INK CRAYON	SETTLE FOR MORE	65	

Row: 2

Row: 3

Row: 3

Row: 5

Row: 5

Row: 4

Row: 7

Row: 8

Row: 9

Row: 10

Row: 11

Lower Notch: 30

Lower Notch: 27

Lower Notch: 18

Lower Notch: 16

Lower Notch: 8

Lower Notch: 4

Lower Notch: 35

Lower Notch: 27

Lower Notch: 18

Lower Notch: 10

Lower Notch: 5

Column: 2 - Row: 8		Lower Notch: 27		Fixture Type: TRAYS		Fixture Description: SS 24HR LIP 1.3 **	
TRAYS Fixture Re-Order Code: PL2000000386				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000042094				SS Holder Re-Order Code:			
Carrier Tray Graphic Re-Order Code:				TRAYS Fixture Rolled-Up Code:			
Shade Chart Re-Order Code: PM0000042782				UPC Blade Code:			
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
107	1	N/A	041554237757	SS 2 STEP 24 HR LIPCOLOR	Continuous Coral	020	
108	1	N/A	041554237757	SS 2 STEP 24 HR LIPCOLOR	Continuous Coral	020	
109	1	N/A	041554558876	SS 2 STEP 24 HR LIPCOLOR	Crisp Magenta	305	
110	1	N/A	041554237788	SS 2 STEP 24 HR LIPCOLOR	Keep It Red	035	
111	1	N/A	041554494969	SS 2 STEP 24 HR LIPCOLOR	ETERNAL CHERRY	200	
112	1	N/A	041554558890	SS 2 STEP 24 HR LIPCOLOR	Optic Ruby	310	
113	1	N/A	041554237764	SS 2 STEP 24 HR LIPCOLOR	Keep Up The Flame	025	
114	1	N/A	041554237740	SS 2 STEP 24 HR LIPCOLOR	All Day Cherry	015	
115	1	N/A	041554237726	SS 2 STEP 24 HR LIPCOLOR	Everlasting Wine	005	
116	1	N/A	041554552041	SS 2 STEP 24 HR LIPCOLOR	ENDLESS EXPRESSO	275	
117	1	N/A	041554237948	SS 2 STEP 24 HR LIPCOLOR	Forever Chestnut	115	
118	1	N/A	041554238006	SS 2 STEP 24 HR LIPCOLOR	Constant Cocoa	145	

Column: 2 - Row: 9		Lower Notch: 18		Fixture Type: TRAYS		Fixture Description: SS 24HR LIP 2.3 **	
TRAYS Fixture Re-Order Code: PL2000000386				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000042094				SS Holder Re-Order Code:			
Carrier Tray Graphic Re-Order Code:				TRAYS Fixture Rolled-Up Code:			
Shade Chart Re-Order Code: PM0000037938				UPC Blade Code:			
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
119	1	N/A	041554064902	SS 2 STEP 24 HR LIPCOLOR	COPPER GLISTEN	910	
120	1	N/A	041554535927	SS 2 STEP 24 HR LIPCOLOR	Constant Teal	136	
121	1	N/A	041554064989	SS 2 STEP 24 HR LIPCOLOR	SULTRY AMBER	915	
122	1	N/A	041554238280	SS 2 STEP 24 HR LIPCOLOR	Timeless Toffee	150	
123	1	N/A	041554544619	SS 2 STEP 24 HR LIPCOLOR	ALL NIGHT APRICOT	240	
124	1	N/A	041554237931	SS 2 STEP 24 HR LIPCOLOR	So Pearly Pink	110	
125	1	N/A	041554237924	SS 2 STEP 24 HR LIPCOLOR	Blush On	105	
126	1	N/A	041554494945	SS 2 STEP 24 HR LIPCOLOR	PINK GOES ON	215	
127	1	N/A	041554494983	SS 2 STEP 24 HR LIPCOLOR	24/7 FUSCHIA	920	
128	1	N/A	041554064896	SS 2 STEP 24 HR LIPCOLOR	BRONZED DREAM	920	
129	1	N/A	041554237917	SS 2 STEP 24 HR LIPCOLOR	Very Cranberry	100	
130	1	N/A	041554237894	SS 2 STEP 24 HR LIPCOLOR	Timeless Rose	090	

Column: 2 - Row: 10		Lower Notch: 10		Fixture Type: TRAYS		Fixture Description: SS 24HR LIP 3.3 **	
TRAYS Fixture Re-Order Code: PL2000000386				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000042094				SS Holder Re-Order Code:			
Carrier Tray Graphic Re-Order Code:				TRAYS Fixture Rolled-Up Code:			
Shade Chart Re-Order Code: PM0000037939				UPC Blade Code:			
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
131	1	N/A	041554551075	SS 2 STEP 24 HR LIPCOLOR	FIRMLY MAUVE	245	
132	1	N/A	041554558883	SS 2 STEP 24 HR LIPCOLOR	Frosted Mauve	300	
133	1	N/A	041554237801	SS 2 STEP 24 HR LIPCOLOR	Wear On Wildberry	045	
134	1	N/A	041554237870	SS 2 STEP 24 HR LIPCOLOR	Infinite Petal	080	
135	1	N/A	041554237825	SS 2 STEP 24 HR LIPCOLOR	Perpetual Plum	055	
136	1	N/A	041554551990	SS 2 STEP 24 HR LIPCOLOR	RELENTLESS RUBY	255	
137	1	N/A	041554558906	SS 2 STEP 24 HR LIPCOLOR	Frozen Rose	315	
138	1	N/A	041554237818	SS 2 STEP 24 HR LIPCOLOR	Unlimited Raisin	050	
139	1	N/A	041554237855	SS 2 STEP 24 HR LIPCOLOR	Always Heather	120	
140	1	N/A	041554552027	SS 2 STEP 24 HR LIPCOLOR	MERLOT ARMOUR	265	
141	1	N/A	041554064872	SS 2 STEP 24 HR LIPCOLOR	BROOKLYN SUNSET	925	
142	1	N/A	041554064865	SS 2 STEP 24 HR LIPCOLOR	CITY ABLAZE	930	

Column: 2 - Row: 11		Lower Notch: 5		Fixture Type: HOOK BARS		Fixture Description: 6HK GENERIC URBAN HKBR UNLIT	
HOOK BARS Fixture Re-Order Code: 041554984521				SS Graphic Re-Order Code:			
Graphic Re-Order Code:				SS Holder Re-Order Code:			
Carrier Tray Graphic Re-Order Code:				HOOK BARS Fixture Rolled-Up Code: 041554984521			
Shade Chart Re-Order Code:				UPC Blade Code: 041554994452			
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
143	1	N/A	041554535426	EYELASH CURLER	EXPERT TOOLS EYELASH CURLER		
144	1	N/A	041554535457	EYELASH CURLER REFILLS	0		
145	1	N/A	041554529043	TWEEZER (UPGRADED)	UPGRADED TWEEZER		
146	1	N/A	041554535273	BRUSH N' COMB	EXPERT TOOLS BRUSH N' COMB		
147	1	N/A	041554535419	DUAL SHARPENER	EXPERT TOOLS DUAL SHARPENER		

Row: 2

Row: 3

Row: 3

Row: 5

Row: 5

Row: 4

Row: 7

Row: 8

Row: 9

Row: 10

Row: 11

Lower Notch: 30

Lower Notch: 27

Lower Notch: 18

Lower Notch: 16

Lower Notch: 8

Lower Notch: 4

Lower Notch: 35

Lower Notch: 27

Lower Notch: 18

Lower Notch: 10

Lower Notch: 5

73	74	75	76	77	78	79	80	81	82
83	84	85	86	87	88	89	90	91	92
93	94	95	96	97	98	99	100	101	102
103	104	105	106	107	108	109	110	111	112
113	114	115	116	117	118	119	120	121	122
123	124	125	126	127	128	129	130	131	132
133	134	135	136	137	138	139	140	141	142
143	144	145	146	147	Ingr	dent			

WAKEFERN 14' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1472ULH.IS24

Column: 1 -	Row: 2	Lower Notch: 30	Fixture Type: HEADER LIT	Fixture Description: RENO MNY LOGO HDR (NAV) 4X36 LIT **
HEADER LIT Fixture Re-Order Code: PM0000027632		SS Graphic Re-Order Code:		
Graphic Re-Order Code: PM0000028005		SS Holder Re-Order Code:		
Carrier Tray Graphic Re-Order Code:		HEADER LIT Fixture Rolled-Up Code:		
Shade Chart Re-Order Code:		UPC Blade Code:		

Column: 3 -	Row: 2	Lower Notch: 19	Fixture Type: TRAYS	Fixture Description: LIFTER PLUMP 1.1 **
TRAYS Fixture Re-Order Code: PL2000000621		SS Graphic Re-Order Code: PM0000043882		
Graphic Re-Order Code: PM0000043770, PM0000043883		SS Holder Re-Order Code: PE0000004833		
Carrier Tray Graphic Re-Order Code:		TRAYS Fixture Rolled-Up Code:		
Shade Chart Re-Order Code: PM0000043752		UPC Blade Code:		

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
148	1	N/A	041554080704	LIFTER PLUMP	BLUSH BLAZE	001	
149	1	N/A	041554080698	LIFTER PLUMP	MAUVE BITE	002	
150	1	N/A	041554081886	LIFTER PLUMP	PINK STING	003	
151	1	N/A	041554080728	LIFTER PLUMP	RED FLAG	004	
152	1	N/A	041554080711	LIFTER PLUMP	PEACH FEVER	005	
153	1	N/A	041554081879	LIFTER PLUMP	HOT CHILI	006	
154	1	N/A	041554081893	LIFTER PLUMP	COCOA ZING	007	
155	1	N/A	041554080681	LIFTER PLUMP	HOT HONEY	008	

Column: 3 -	Row: 3	Lower Notch: 13	Fixture Type: TRAYS	Fixture Description: CS LIP LINERS 1.1
TRAYS Fixture Re-Order Code: PM0000018669		SS Graphic Re-Order Code:		
Graphic Re-Order Code: PM0000042084		SS Holder Re-Order Code:		
Carrier Tray Graphic Re-Order Code:		TRAYS Fixture Rolled-Up Code: PM0000018669		
Shade Chart Re-Order Code: PM0000044114		UPC Blade Code: PM0000021685		

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
156	1	N/A	041554486032	COLOR SENSATIONAL MECHANICAL LINER	Clear	100	
157	1	N/A	041554489300	Color Sensational Shaping Lip Liner	BEIGE BABE	102	
158	1	N/A	041554549331	Color Sensational Shaping Lip Liner	Gone Graze	104	
159	1	N/A	041554486049	COLOR SENSATIONAL MECHANICAL LINER	NUDE WHISPER	105	
160	1	N/A	041554486056	COLOR SENSATIONAL MECHANICAL LINER	PURELY NUDE	110	
161	1	N/A	041554486063	COLOR SENSATIONAL MECHANICAL LINER	TOTALLY TOFFEE	115	
162	1	N/A	041554549355	Color Sensational Shaping Lip Liner	RAW CHOCOLATE	118	
163	1	N/A	041554486070	COLOR SENSATIONAL MECHANICAL LINER	Rich Chocolate	120	
164	1	N/A	041554486087	COLOR SENSATIONAL MECHANICAL LINER	MAGNETIC MAUVE	125	
165	1	N/A	041554486094	COLOR SENSATIONAL MECHANICAL LINER	DUSTY ROSE	130	
166	1	N/A	041554549287	Color Sensational Shaping Lip Liner	ALMOND ROSE	132	
167	1	N/A	041554549348	Color Sensational Shaping Lip Liner	Pink Wink	134	
168	1	N/A	041554486100	COLOR SENSATIONAL MECHANICAL LINER	PALEST PINK	135	
169	1	N/A	041554486117	COLOR SENSATIONAL MECHANICAL LINER	PINK CORAL	140	
170	1	N/A	041554486124	COLOR SENSATIONAL MECHANICAL LINER	Very Cherry	145	
171	1	N/A	041554486131	COLOR SENSATIONAL MECHANICAL LINER	BRICK RED	150	
172	1	N/A	041554486148	COLOR SENSATIONAL MECHANICAL LINER	WILD VIOLETS	155	
173	1	N/A	041554549324	Color Sensational Shaping Lip Liner	Divine Wine	153	
174	1	N/A	041554489259	COLOR SENSATIONAL MECHANICAL LINER	RICH WINE	160	
175	1	N/A	041554489266	COLOR SENSATIONAL MECHANICAL LINER	PLUM PASSION	165	

Column: 3 -	Row: 4	Lower Notch: 7	Fixture Type: TRAYS	Fixture Description: CS ULTIMATTES 1.1 **
TRAYS Fixture Re-Order Code: PL2000000409		SS Graphic Re-Order Code:		
Graphic Re-Order Code: PM0000042150		SS Holder Re-Order Code:		
Carrier Tray Graphic Re-Order Code:		TRAYS Fixture Rolled-Up Code:		
Shade Chart Re-Order Code: PM0000043753		UPC Blade Code:		

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
176	1	N/A	041554582314	Color Sensational Ultimatte	More Berry	099	
177	1	N/A	041554070682	Color Sensational Ultimatte Neutrals	MORE CEDAR	188	
178	1	N/A	041554582222	Color Sensational Ultimatte	More Ruby	199	
179	1	N/A	041554582239	Color Sensational Ultimatte	More Scarlet	299	
180	1	N/A	041554070705	Color Sensational Ultimatte Neutrals	MORE MOCHA	388	
181	1	N/A	041554070712	Color Sensational Ultimatte Neutrals	MORE STONE	488	
182	1	N/A	041554582277	Color Sensational Ultimatte	More Blush	499	
183	1	N/A	041554070729	Color Sensational Ultimatte Neutrals	MORE BLONDE	588	
184	1	N/A	041554582260	Color Sensational Ultimatte	More Mauve	599	
185	1	N/A	041554070736	Color Sensational Ultimatte Neutrals	MORE SEPIA	688	
186	1	N/A	041554582284	Color Sensational Ultimatte	More Buff	699	
187	1	N/A	041554582307	Color Sensational Ultimatte	More Taupe	799	
188	1	N/A	041554582253	Color Sensational Ultimatte	More Rust	899	
189	1	N/A	041554582246	Color Sensational Ultimatte	More Truffle	999	

Column: 3 -	Row: 5	Lower Notch: 1	Fixture Type: TRAYS	Fixture Description: CS MFA+MATTES 1.1 RENO **
TRAYS Fixture Re-Order Code: PL2000000446		SS Graphic Re-Order Code: PM0000042813		
Graphic Re-Order Code: PM0000042751, PM0000042811		SS Holder Re-Order Code: PM0000027630		
Carrier Tray Graphic Re-Order Code:		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
190	1	N/A	041554564815	CS MADE FOR ALL	MAUVE FOR ME	373	
191	1	N/A	041554566772	CS MADE FOR ALL	PINK FOR ME	376	
192	1	N/A	041554564860	CS MADE FOR ALL	FUCHSIA FOR ME	379	
193	1	N/A	041554564853	CS MADE FOR ALL	RUBY FOR ME	385	
194	1	N/A	041554564846	CS MADE FOR ALL	RED FOR ME	382	
195	1	N/A	041554453645	COLOR SEN THE MATTES	Nude Nuance	657	
196	1	N/A	041554429893	COLOR SEN THE MATTES	Touch of Spice	660	

Row: 2

Lower Notch: 30

Row: 2

Lower Notch: 19

Row: 3

Lower Notch: 13

Row: 4

Lower Notch: 7

Row: 5

Lower Notch: 1

Row: 6

Lower Notch: 34

Row: 7

Lower Notch: 27

Row: 8

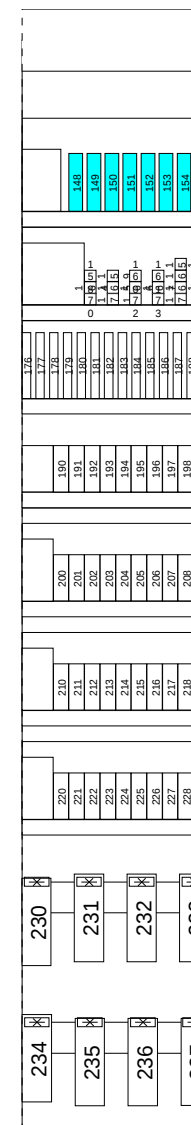
Lower Notch: 20

Row: 9

Lower Notch: 14

Row: 10

Lower Notch: 5



197	1	N/A	041554429909	COLOR SEN THE MATTES	Lust for Blush	665	
198	1	N/A	041554429961	COLOR SEN THE MATTES	Divine Wine	695	
199	1	N/A	041554488777	COLOR SENSATIONAL LOADED BOLDS	Pitch Black	845	

Column: 3 - Row: 6 Lower Notch: 34 Fixture Type: TRAYS Fixture Description: CS CREAMS 1.3 RENO **
TRAYS Fixture Re-Order Code: PL2000000446 SS Graphic Re-Order Code: PM0000033908
Graphic Re-Order Code: PM0000033907, PM0000042123 SS Holder Re-Order Code: PM0000027630
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000034845, PM0000034846 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
200	1	N/A	041554578348	COLOR SEN LIPSTICK	COPPER CHARGE	166	
201	1	N/A	041554578317	COLOR SEN LIPSTICK	ALMOND HUSTLE	133	
202	1	N/A	041554264630	COLOR SEN LIPSTICK	Rum Riche	280	
203	1	N/A	041554198645	COLOR SEN LIPSTICK	Crazy For Coffee	275	
204	1	N/A	041554413236	COLOR SEN BUFFS	TOUCHABLE TAUPE	940	
205	1	N/A	041554578300	COLOR SEN LIPSTICK	DOUBLE SHOT	111	
206	1	N/A	041554408546	COLOR SEN BUFFS	NUDE LUST	920	
207	1	N/A	041554198560	COLOR SEN LIPSTICK	Nearly There	205	
208	1	N/A	041554198591	COLOR SEN LIPSTICK	Warm Me Up	235	
209	1	N/A	041554198232	COLOR SEN LIPSTICK	Born With It	15	

Column: 3 - Row: 7 Lower Notch: 27 Fixture Type: TRAYS Fixture Description: CS CREAMS 2.3 RENO **
TRAYS Fixture Re-Order Code: PL2000000446 SS Graphic Re-Order Code: PM0000033911
Graphic Re-Order Code: PM0000033910, PM0000042124 SS Holder Re-Order Code: PM0000027630
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000034846, PM0000034849 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
210	1	N/A	041554198225	COLOR SEN LIPSTICK	Pink Sand	005	
211	1	N/A	041554578249	COLOR SEN LIPSTICK	FLUSH PUNCH	222	
212	1	N/A	041554578287	COLOR SEN LIPSTICK	PINK FLARE	255	
213	1	N/A	041554470994	COLOR SEN LIPSTICK	Romantic Rose	450	
214	1	N/A	041554198300	COLOR SEN LIPSTICK	Pink Wink	105	
215	1	N/A	041554578232	COLOR SEN LIPSTICK	PINK SCORE	244	
216	1	N/A	041554578294	COLOR SEN LIPSTICK	PINK POSE	233	
217	1	N/A	041554248913	COLOR SEN LIPSTICK	Pink & Proper	20	
218	1	N/A	041554578362	COLOR SEN LIPSTICK	CORAL RISE	344	
219	1	N/A	041554578409	COLOR SEN LIPSTICK	HOT CHASE	333	

Column: 3 - Row: 8 Lower Notch: 20 Fixture Type: TRAYS Fixture Description: CS CREAMS 3.3 RENO **
TRAYS Fixture Re-Order Code: PL2000000446 SS Graphic Re-Order Code: PM0000033914
Graphic Re-Order Code: PM0000033913, PM0000042125 SS Holder Re-Order Code: PM0000027630
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000034847, PM0000034850 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
220	1	N/A	041554294996	COLOR SEN LIP VVIDS	ON FIRE RED	895	
221	1	N/A	041554248906	COLOR SEN LIPSTICK	Red Revolution	630	
222	1	N/A	041554198553	COLOR SEN LIPSTICK	Red Revival	645	
223	1	N/A	041554578386	COLOR SEN LIPSTICK	CRIMSON RACE	311	
224	1	N/A	041554198423	COLOR SEN LIPSTICK	On The Mauve	445	
225	1	N/A	041554198409	COLOR SEN LIPSTICK	Plum Paradise	425	
226	1	N/A	041554283426	COLOR SEN LIPSTICK	Blissful Berry	410	
227	1	N/A	041554198416	COLOR SEN LIPSTICK	Plum Perfect	435	
228	1	N/A	041554578416	COLOR SEN LIPSTICK	PLUM RULE	411	
229	1	N/A	041554578423	COLOR SEN LIPSTICK	BERRY GO	400	

Column: 3 - Row: 9 Lower Notch: 14 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554984452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
230	1	N/A	041554586404	Baby Lips Quenched	Quenched	005	
231	1	N/A	041554264548	BABY LIPS	CHERRY ME	15	
232	1	N/A	041554264548	BABY LIPS	CHERRY ME	15	
233	1	N/A	041554264562	BABY LIPS	PINK PUNCH	25	

Column: 3 - Row: 10 Lower Notch: 5 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554984452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
234	1	N/A	041554404937	BABY LIPS DR RESCUE	Coral Crave	55	
235	1	N/A	041554483123	BABY LIPS	MY PINK	01	
236	1	N/A	041554483123	BABY LIPS	MY PINK	01	
237	1	N/A	041554424591	BABY LIPS CRYSTAL	Pink Quartz	140	

Row: 2

Lower Notch: 30

Row: 2

Lower Notch: 19

Row: 3

Lower Notch: 13

Row: 4

Lower Notch: 7

Row: 5

Lower Notch: 1

Row: 6

Lower Notch: 34

Row: 7

Lower Notch: 27

Row: 8

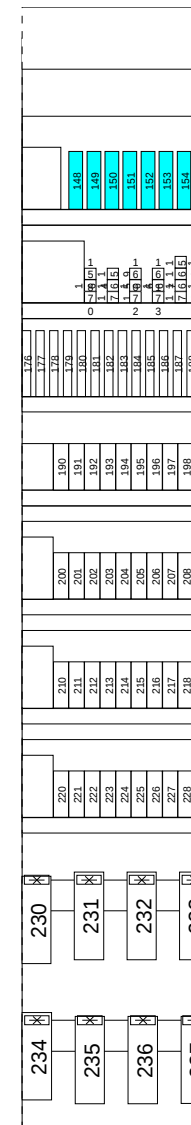
Lower Notch: 20

Row: 9

Lower Notch: 14

Row: 10

Lower Notch: 5



WAKEFERN 14' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024
MNYWAK1472ULH.IS24

Column: 4 - Row: 1 Lower Notch: 26 Fixture Type: HEADER LIT Fixture Description: RENO COL TAT EYE STIX HDR (BTY+PRODUCT...
HEADER LIT Fixture Re-Order Code: PM0000027628 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043968 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER LIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 4 - Row: 2 Lower Notch: 18 Fixture Type: TRAYS Fixture Description: COL TAT EYE STIX 1.1 **
TRAYS Fixture Re-Order Code: PL2000000681 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042743 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043760 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
238	1	N/A	041554084115	EYE STIX	I AM SHINING	10	
239	1	N/A	041554084122	EYE STIX	I AM CONFIDENT	15	
240	1	N/A	041554084139	EYE STIX	I AM INSPIRED	20	
241	1	N/A	041554084146	EYE STIX	I AM DETERMINED	25	
242	1	N/A	041554084153	EYE STIX	I AM COURAGEOUS	30	
243	1	N/A	041554084160	EYE STIX	I AM POWERFUL	35	
244	1	N/A	041554084177	EYE STIX	I AM FIERCE	40	
245	1	N/A	041554084184	EYE STIX	I AM GIVING	45	
246	1	N/A	041554084191	EYE STIX	I AM UNIQUE	50	
247	1	N/A	041554084207	EYE STIX	I AM FEARLESS	55	
248	1	N/A	041554088137	EYE STIX	I AM UNEXPECTED	60	
249	1	N/A	041554088151	EYE STIX	I AM EXTRAVAGANT	70	
250	1	N/A	041554088199	EYE STIX	I AM RARE	90	
251	1	N/A	041554088205	EYE STIX	I AM UNCONVENTIONAL	95	
252	1	N/A	041554088212	EYE STIX	I AM REBELLIOUS	100	
253	1	N/A	041554088229	EYE STIX	I AM UNMATCHED	105	

Column: 4 - Row: 3 Lower Notch: 8 Fixture Type: SIGN Fixture Description: RENO SHADOW BLOCKS BTY 11X12 UNLIT **
SIGN Fixture Re-Order Code: PM0000029070 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000040714 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: 4 Lower Notch: 2 Fixture Type: TRAYS Fixture Description: SHADOW BLOCKS 1.1 **
TRAYS Fixture Re-Order Code: PL2000000680 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000040183, PM0000042205 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000040047 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
254	1	N/A	041554075823	SHADOW BLOCKS	82ND & PARK AVE	10	
255	1	N/A	041554075830	SHADOW BLOCKS	WEST 4TH & PERRY ST	20	
256	1	N/A	041554075816	SHADOW BLOCKS	NORTH 3RD & BEDFORD AVE	30	
257	1	N/A	041554075854	SHADOW BLOCKS	BROADWAY & PRINCE ST	40	
258	1	N/A	041554075847	SHADOW BLOCKS	26TH & MADISON AVE	50	

Column: 4 - Row: 5 Lower Notch: 35 Fixture Type: TRAYS Fixture Description: COL TAT POTS 1.1 **
TRAYS Fixture Re-Order Code: PL2000000493 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000031557, PM0000042106, PM0000042111 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000031554, PM0000031555 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
259	1	N/A	041554567353	COLOR TATTOO POTS	V.I.P	10	
260	1	N/A	041554567885	COLOR TATTOO POTS	FRONT RUNNER	15	
261	1	N/A	041554567892	COLOR TATTOO POTS	SOCIALITE	20	
262	1	N/A	041554567922	COLOR TATTOO POTS	URBANITE	25	
263	1	N/A	041554567908	COLOR TATTOO POTS	HIGH ROLLER	30	
264	1	N/A	041554567915	COLOR TATTOO POTS	CHILL GIRL	35	
265	1	N/A	041554567939	COLOR TATTOO POTS	GOLDEN GIRL	40	
266	1	N/A	041554567977	COLOR TATTOO POTS	TRAILBLAZER	45	
267	1	N/A	041554567946	COLOR TATTOO POTS	KNOCKOUT	50	
268	1	N/A	041554567960	COLOR TATTOO POTS	RISK MAKER	55	

Column: 4 - Row: 6 Lower Notch: 27 Fixture Type: TRAYS Fixture Description: EYE PALETTES 1.1 **
TRAYS Fixture Re-Order Code: PL2000000444 SS Graphic Re-Order Code: PM0000043901
Graphic Re-Order Code: SS Holder Re-Order Code: PM0000013510
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043393 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
269	1	N/A	041554419184	THE PALETTES	The Nudes	02	
270	1	N/A	041554434866	THE PALETTES	The Blushed Nudes	06	
271	1	N/A	041554490848	24KT NUDES PALETTE	24KT NUDES PALETTE	120	

Column: 4 - Row: 7 Lower Notch: 24 Fixture Type: SIGN Fixture Description: RENO CATEGORY-SHADOW NAV 2X12 UNLIT **
SIGN Fixture Re-Order Code: PM0000029086 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043919 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: SIGN Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Row: 1

Lower Notch: 26

Row: 2

Lower Notch: 18

Row: 3

Lower Notch: 8

Row: 4

Lower Notch: 2

Row: 5

Lower Notch: 35

Row: 6

Lower Notch: 27

Row: 7

Lower Notch: 24

Row: 8

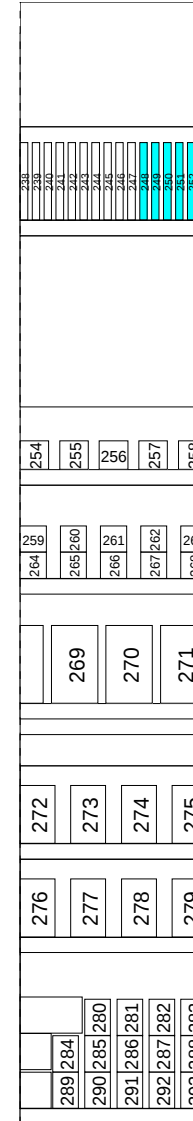
Lower Notch: 18

Row: 9

Lower Notch: 12

Row: 10

Lower Notch: 1



Column: 4 -		Row: 8	Lower Notch: 18		Fixture Type: TRAYS		Fixture Description: CITY MINI PALETTE 1.2 **	
TRAYS Fixture Re-Order Code: PL2000000445					SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000042116					SS Holder Re-Order Code:			
Carrier Tray Graphic Re-Order Code:					TRAYS Fixture Roll-Up Code:			
Shade Chart Re-Order Code: PM0000043762					UPC Blade Code:			
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code	
272	1	N/A	041554499742	CITY MINI PALETTES	Rooftop Bronzes	400		
273	1	N/A	041554499735	CITY MINI PALETTES	Chill Brunch Neutrals	410		
274	1	N/A	041554499766	CITY MINI PALETTES	Downtown Sunrise	430		
275	1	N/A	041554540772	CITY MINI PALETTES	MATTE ABOUT TOWN	480		

Column: 4 -	Row: 9	Lower Notice: 12	Fixture Type: TRAYS	Fixture Description: CITY MINI PALETTE 2.2 **			
TRAYS Fixture Re-Order Code: PL2000000445			SS Graphic Re-Order Code:				
Graphic Re-Order Code: PM0000042116			SS Holder Re-Order Code:				
Center Tray Graphic Re-Order Code:			TRAYS Fixture Rolled-Up Code:				
Shade Chart Re-Order Code: PM00000043763			UPC Blade Code:				
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
276	1	N/A	041554552485	CITY MINI PALETTES	Brooklyn Nudes	500	
277	1	N/A	041554552492	CITY MINI PALETTES	Blushed Avenue	510	
278	1	N/A	041554552508	CITY MINI PALETTES	Skyscape Drisk	520	
279	1	N/A	041554553306	CITY MINI PALETTES	Diamond District	540	

Column: 4 - Row: 10 Lower Notch: 1 Fixture Type: TRAYS Fixture Description: EW MONOS 1.1 (3TIER) **

TRAYS Fixture Re-Order Code: PL2000000441 SS Graphic Re-Order Code: PM0000044257,PM0000044519

Graphic Re-Order Code: PM0000042121 SS Holder Re-Order Code: PM0000027726,PM10000021005

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

Shade Chart Re-Order Code: PM0000043764,PM0000043765,PM0000043768 UPC Blade Code:

LocID	Facings	Acet Code	UPC	Description	Shade	Shade#	Shade Chip Code
280	1	N/A	041554492544	Expertwear Monos	Vanilla	100S	
281	1	N/A	041554490749	Expertwear Monos	Soft Pearl	10S	
282	1	N/A	041554490763	Expertwear Monos	Seashell	30S	
283	1	N/A	041554490770	Expertwear Monos	Nude Glow	40S	
284	1	N/A	041554490756	Expertwear Monos	Linen	20S	
285	1	N/A	041554490794	Expertwear Monos	The Glo Down	60S	
286	1	N/A	041554492682	Expertwear Monos	Made for Mocha	140S	
287	1	N/A	041554490800	Expertwear Monos	Cool Cocoa	70S	
288	1	N/A	041554490824	Expertwear Monos	Forest Green	80S	
289	1	N/A	041554492651	Expertwear Monos	Night Sky	110S	
290	1	N/A	041554552201	Expertwear Monos	DUSTY ROSE	200S	
291	1	N/A	041554492712	Expertwear Monos	Humdrum Plum	170S	
292	1	N/A	041554490787	Expertwear Monos	Tastefully Taupe	50S	
293	1	N/A	041554552232	Expertwear Monos	Sterling Greige	230S	

Row: 1

Lower Notch: 26

238
239
240
241
242
243
244
245
246
247
248
249
250
251
252

Row: 2

Lower Notch: 18

Row: 3

Lower Notch: 8

Row: 4

Lower Notch: 2

Row: 5

Lower Notch: 35

Row: 6

Lower Notch: 27

Row: 7

Lower Notch: 24

Row: 8

Lower Notch: 18

Row: 9

Lower Notch: 12

Row: 10

Lower Notch: 1

		289	284
		290	285
		291	286
		292	287
		293	288

WAKEFERN 14' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1472ULH.IS24

Column: 4 - Row: 1 Lower Notch: 26 Fixture Type: HEADER LIT Fixture Description: RENO COL TAT EYE STIX HDR (BTY+PRODUCT...
HEADER LIT Fixture Re-Order Code: PM0000027628 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043968 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER LIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 5 - Row: 2 Lower Notch: 22 Fixture Type: HOOK BARS Fixture Description: 6HK MSTR PREC INK LNR (DEMO) HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000147 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042140 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
294	1	N/A	041554578607	HYPER EASY LIQUID LINER	Pitch Black	800	
295	1	N/A	041554578607	HYPER EASY LIQUID LINER	Pitch Black	800	
296	1	N/A	041554076431	HYPER EASY LINER	Pitch Brown	810	
297	1	N/A	041554586473	MASTER PRECISE ALL DAY MATTE	MATTE BLACK	310	
298	1	N/A	041554568226	MASTER PREC ALL DAY	Black	110	
299	1	N/A	041554549454	MASTER PREC ALL DAY	FOREST BROWN	111	

Column: 5 - Row: 3 Lower Notch: 15 Fixture Type: HOOK BARS Fixture Description: 6HK TS BRUSH TIP INK PEN HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000145 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042237 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
300	1	N/A	041554080810	TATTOO STUDIO BRUSH TIP INK PEN LINER	Jet Black	880	
301	1	N/A	041554081094	INK PEN LINER	MATTE BLACK	881	
302	1	N/A	041554081091	INK PEN LINER	BROWN	882	
303	1	N/A	041554549416	TATTOO STUDIO DIP IN LIQUID LINER	Black	001	
304	1	N/A	041554547879	TATTOO STUDIO DIP IN LIQUID LINER	DARK HENNA BROWN	002	

Column: 5 - Row: 4 Lower Notch: 8 Fixture Type: HOOK BARS Fixture Description: 6HK TS GEL LNR (DEMO) HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000147 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042088 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
305	1	N/A	041554563337	TATTOO STUDIO GEL PENCIL LINER	DEEP ONYX	900	
306	1	N/A	041554563337	TATTOO STUDIO GEL PENCIL LINER	DEEP ONYX	900	
307	1	N/A	041554563344	TATTOO STUDIO GEL PENCIL LINER	INTENSE CHARCOAL	901	
308	1	N/A	041554563351	TATTOO STUDIO GEL PENCIL LINER	BOLD BROWN	910	
309	1	N/A	041554563351	TATTOO STUDIO GEL PENCIL LINER	BOLD BROWN	910	
310	1	N/A	041554568172	TATTOO STUDIO GEL PENCIL LINER	SMOOTH WALNUT	911	

Column: 5 - Row: 5 Lower Notch: 1 Fixture Type: HOOK BARS Fixture Description: 6HK UNSTOPPABLE (DEMO) HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000147 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042138 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
311	1	N/A	041554513493	UNSTOPPABLE EYELINER - CARDED	Onyx	10	
312	1	N/A	041554513523	UNSTOPPABLE EYELINER - CARDED	Cinnabar	20	
313	1	N/A	041554513530	UNSTOPPABLE EYELINER - CARDED	Pewter	30	
314	1	N/A	041554513547	UNSTOPPABLE EYELINER - CARDED	Sapphire	40	
315	1	N/A	041554513561	UNSTOPPABLE EYELINER - CARDED	Espresso	60	
316	1	N/A	041554460834	MASTER PRECISE SKINNY	Defining Black	210	

Column: 5 - Row: 6 Lower Notch: 34 Fixture Type: HOOK BARS Fixture Description: 6HK LINE EXPRESS (DEMO) HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000147 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042112 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
317	1	N/A	041554572476	LINE EXPRESS	Ebony Black	01	
318	1	N/A	041554572483	LINE EXPRESS	Soft Black	02	
319	1	N/A	041554572490	LINE EXPRESS	Brownish Black	03	
320	1	N/A	041554533156	LINEWORKS ULTRA LINER WATERPROOF	Black	1	
321	1	N/A	041554533163	LINEWORKS ULTRA LINER WATERPROOF	DARK BROWN	2	
322	1	N/A	041554209440	LINE STILETTO LIQUID LINER	Blackest Black	1	

Column: 5 - Row: 7 Lower Notch: 27 Fixture Type: HOOK BARS Fixture Description: 6HK EXPERT EYES TWIN BROW HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000147 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042074 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
323	1	N/A	041554530179	EXPERT EYES TWIN BROW & EYE PENCILS	Velvet Black	01	
324	1	N/A	041554530254	EXPERT EYES TWIN BROW & EYE PENCILS	DARK BROWN	02	
325	1	N/A	041554530867	EXPERT EYES TWIN BROW & EYE PENCILS	Medium Brown	03	
326	1	N/A	041554607379	EXPERT EYES TWIN BROW & EYE PENCILS	Blonde	7	
327	1	N/A	041554009071	DEFINE A LINE	Ebony Black	1	
328	1	N/A	041554009095	DEFINE A LINE	Brownish Black	3	

Row: 1

Lower Notch: 26

Row: 2

Lower Notch: 22

Row: 3

Lower Notch: 15

Row: 4

Lower Notch: 8

Row: 5

Lower Notch: 1

Row: 6

Lower Notch: 34

Row: 7

Lower Notch: 27

Row: 8

Lower Notch: 16

Row: 9

Lower Notch: 9

Row: 10

Lower Notch: 1

Column: 5 -		Row: 10		Lower Notch: 1		Fixture Type: TRAYS		Fixture Description: EW QUADS 3.3 **	
TRAYS Graphic Re-Order Code: PL2000000023						SS Graphic Re-Order Code: PM0000043900			
Graphic Re-Order Code:						SS Holder Re-Order Code:			
Carrier Tray Graphic Re-Order Code:						TRAYS Fixture Rolled-Up Code:			
Shade Chart Re-Order Code: PM0000042809						UPC Blade Code:			
LocID	Racings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code		
336	1	N/A	041554409239	EMERALD SMOKES	48Q				
337	1	N/A	041554409260	AUTUMN COPPERS	44Q				
338	1	N/A	041554409178	VELVET CRUSH	20Q				

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WAKEFERN 14' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1472ULH.IS24

Column: 6 - Row: 1 Lower Notch: 26 Fixture Type: HEADER LIT Fixture Description: RENO FALSIES SURREAL HDR (BTY+PRODUC...
HEADER LIT Fixture Re-Order Code: PM0000027628 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043976 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER LIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 6 - Row: 2 Lower Notch: 22 Fixture Type: HOOK BARS Fixture Description: 6HK UNSTOPPABLE (DEMO) HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000147 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042138 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
339	1	N/A	041554087574	MASTER PRECISE ALL DAY	EMERALD	112	
340	1	N/A	041554087581	MASTER PRECISE ALL DAY	COBALT	113	
341	1	N/A	041554588934	TATTOO STUDIO SMOKEY GEL PENCIL LINER	SMOKEY GREY	20	
342	1	N/A	041554588927	TATTOO STUDIO SMOKEY GEL PENCIL LINER	SMOKEY BROWN	40	
343	1	N/A	041554588910	TATTOO STUDIO SMOKEY GEL PENCIL LINER	SMOKEY BLACK	10	

Column: 6 - Row: 3 Lower Notch: 15 Fixture Type: HOOK BARS Fixture Description: 6HK TS GEL LNR (DEMO) HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000147 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042088 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
344	1	N/A	041554077414	TATTOO STUDIO GEL PENCIL LINER	Ultra Pink	802	
345	1	N/A	041554077445	TATTOO STUDIO GEL PENCIL LINER	Lime Smash	805	
346	1	N/A	041554077452	TATTOO STUDIO GEL PENCIL LINER	Arctic Skies	806	
347	1	N/A	041554078947	TATTOO STUDIO GEL PENCIL LINER	Rose Gold	980	
348	1	N/A	041554078954	TATTOO STUDIO GEL PENCIL LINER	Bronze Spark	981	
349	1	N/A	041554078961	TATTOO STUDIO GEL PENCIL LINER	Emerald Lights	982	

Column: 6 - Row: 4 Lower Notch: 8 Fixture Type: HOOK BARS Fixture Description: 6HK TS GEL LNR (DEMO) HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000147 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042088 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
350	1	N/A	041554563863	TATTOO STUDIO GEL PENCIL LINER	STRIKING NAVY	920	
351	1	N/A	041554563870	TATTOO STUDIO GEL PENCIL LINER	DEEP TEAL	921	
352	1	N/A	041554563887	TATTOO STUDIO GEL PENCIL LINER	RICH AMETHYST	940	
353	1	N/A	041554563900	TATTOO STUDIO GEL PENCIL LINER	POLISHED WHITE	970	
354	1	N/A	041554563900	TATTOO STUDIO GEL PENCIL LINER	POLISHED WHITE	970	
355	1	N/A	041554078978	TATTOO STUDIO GEL PENCIL LINER	Midnight Black	983	

Column: 6 - Row: 5 Lower Notch: 1 Fixture Type: HOOK BARS Fixture Description: 5HK LD GEL LNR POT HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000145 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042137 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
356	1	N/A	041554460841	MASTER PRECISE SKINNY	Sharp Brown	220	
357	1	N/A	041554541915	MASTER PRECISE INK LINER	BLACK COMET	510	
358	1	N/A	041554220186	EYE STUDIO GEL LINER	Blackest Black	50	
359	1	N/A	041554220193	EYE STUDIO GEL LINER	Brown	52	
360	1	N/A	041554552560	LASTING DRAMA MATTES	JET BLACK	860	

Column: 6 - Row: 6 Lower Notch: 34 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
361	1	N/A	041554069563	COLOSSAL CURL BOUNCE	Blackest Black	350	
362	1	N/A	041554069566	COLOSSAL CURL BOUNCE	Very Black	355	
363	1	N/A	041554069579	COLOSSAL CURL BOUNCE	Very Black (WTP)	365	
364	1	N/A	041554050899	COLOSSAL	Glam Black	00	

Column: 6 - Row: 7 Lower Notch: 27 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
365	1	N/A	041554522556	TOTAL TEMPTATION	BLACKEST BLACK	601	
366	1	N/A	041554522563	TOTAL TEMPTATION	VERY BLACK	602	
367	1	N/A	041554522679	TOTAL TEMPTATION	Very Black (WTP)	604	
368	1	N/A	041554409291	COLOSSAL PUMPED UP!	Glam Black	00	

Row: 1

Lower Notch: 26

Row: 2

Lower Notch: 22

Row: 3

Lower Notch: 15

Row: 4

Lower Notch: 8

Row: 5

Lower Notch: 1

Row: 6

Lower Notch: 34

Row: 7

Lower Notch: 27

Row: 8

Lower Notch: 19

Row: 9

Lower Notch: 12

Row: 10

Lower Notch: 5

Column: 6 - Row: 8
 Lower Notch: 19 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
 HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
 Graphic Re-Order Code: SS Holder Re-Order Code:
 Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
 Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
369	1	N/A	041554670745	GREAT LASH MASCARA	Blackest Black	00	
370	1	N/A	041554532722	GREAT LASH MASCARA	Very Black	1	
371	1	N/A	041554532807	GREAT LASH MASCARA	Brownish Black	2	
372	1	N/A	041554532982	GREAT LASH MASCARA	DARK BROWN	3	

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

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
373	1	N/A	041554209310	GREAT LASH BIG	Blackest Black	00	
374	1	N/A	041554209327	GREAT LASH BIG	Very Black	01	
375	1	N/A	041554209334	GREAT LASH BIG	Brownish Black	02	
376	1	N/A	041554672237	GREAT LASH CURVED BRUSH	Blackest Black	00	

Column: 6 - Row: 10
 Lower Notch: 5 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
 HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
 Graphic Re-Order Code: SS Holder Re-Order Code:
 Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
 Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
377	1	N/A	041554699159	FULL 'N' SOFT	Very Black	1	
378	1	N/A	041554605228	FULL 'N' SOFT	Very Black (WTP)	1	
379	1	N/A	041554054156	LASH STILETTO	Very Black	1	
380	1	N/A	041554208832	LASH STILETTO WP	Very Black	01	

Row: 1

Lower Notch: 26

Row: 2

Lower Notch: 22

Row: 3

Lower Notch: 15

Row: 4

Lower Notch: 8

Row: 5

Lower Notch: 1

Row: 6

Lower Notch: 34

Row: 7

Lower Notch: 27

Row: 8

Lower Notch: 19

Row: 9

Lower Notch: 12

Row: 10

Lower Notch: 5

339	340	341	342	343	
344	345	346	347	348	349
350	351	352	353	354	355
356	357	358	359	360	
361	362	363	364		
365	366	367	368		
369	370	371	372		
373	374	375	376		
377	378	379	380		

WAKEFERN 14' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1472ULH.IS24

Column: 6 - Row: 1 Lower Notch: 26 Fixture Type: HEADER LIT Fixture Description: RENO FALSIES SURREAL HDR (BTY+PRODUC...
HEADER LIT Fixture Re-Order Code: PM0000027628 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043976 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER LIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 7 - Row: 2 Lower Notch: 22 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
381	1	N/A	041554554076	LASH SENSATIONAL SERUM	LASH SENSATIONAL SERUM	250	
382	1	N/A	041554071963	LASH SENSATIONAL SKY HIGH	COSMIC BLACK	799	
383	1	N/A	041554089950	SKY HIGH WSH MASCARA	BLUE MIST	797	
384	1	N/A	041554590517	LASH SENSATIONAL SKY HIGH	BLACKEST BLACK	800	

Column: 7 - Row: 3 Lower Notch: 15 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
385	1	N/A	041554081336	LASH SENSATIONAL SKY HIGH TINTED PRIM...	Soft Black	810	
386	1	N/A	041554584219	LASH SENSATIONAL	Midnight Black	252	
387	1	N/A	041554420616	LASH SENSATIONAL	Blackest Black	00	
388	1	N/A	041554420623	LASH SENSATIONAL	Very Black	01	

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

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
389	1	N/A	041554590364	FALSIES LASH LIFT	ULTRA BLACK INTENSIFIER	195	
390	1	N/A	041554578478	FALSIES LASH LIFT	Blackest Black	200	
391	1	N/A	041554578485	FALSIES LASH LIFT	Very Black	201	
392	1	N/A	041554578492	FALSIES LASH LIFT	VERY BLACK (WTP)	202	

Column: 7 - Row: 5 Lower Notch: 1 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
393	1	N/A	041554087350	SURREAL EXTENSION	META BLACK	165	
394	1	N/A	041554081152	SURREAL EXTENSION	BLACKEST BLACK WSH	170	
395	1	N/A	041554081145	SURREAL EXTENSION	VERY BLACK WSH	175	
396	1	N/A	041554081169	SURREAL EXTENSION	BROWNISH BLACK WSH	180	

Column: 7 - Row: 6 Lower Notch: 34 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
397	1	N/A	041554050899	COLOSSAL	Glam Black	00	
398	1	N/A	041554050905	COLOSSAL	Classic Black	01	
399	1	N/A	041554056761	COLOSSAL	Glam Brown (Brn/Blk)	2	
400	1	N/A	041554197037	COLOSSAL	Glam Black (WTP)	00	

Column: 7 - Row: 7 Lower Notch: 27 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
401	1	N/A	041554409291	COLOSSAL PUMPED UP!	Glam Black	00	
402	1	N/A	041554409284	COLOSSAL PUMPED UP!	Classic Black	01	
403	1	N/A	041554409321	COLOSSAL PUMPED UP!	Classic Black (WTP)	01	
404	1	N/A	041554493719	COLOSSAL BIG SHOT	Blackest Black	223	

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

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
405	1	N/A	041554519457	GREAT LASH MASCARA	Clear	10	
406	1	N/A	041554533064	GREAT LASH MASCARA	Royal Blue	104	
407	1	N/A	041554626964	GREAT LASH MASCARA	Very Black (WTP)	1	
408	1	N/A	041554626988	GREAT LASH MASCARA	Brownish Black (WTP)	3	

BAC

Row: 1

Lower Notch: 26

Row: 2

Lower Notch: 22

Row: 3

Lower Notch: 15

Row: 4

Lower Notch: 8

Row: 5

Lower Notch: 1

Row: 6

Lower Notch: 34

Row: 7

Lower Notch: 27

Row: 8

Lower Notch: 19

Row: 9

Lower Notch: 12

Row: 10

Lower Notch: 5

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

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
409	1	N/A	041554565294	GREAT LASH CURVED BRUSH	Very Black	1	
410	1	N/A	041554239423	Great Lash Lots of Lashes	Blackest Black	00	
411	1	N/A	041554239416	Great Lash Lots of Lashes	Very Black	01	
412	1	N/A	041554269062	Great Lash Lots of Lashes	Brownish Black	02	

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

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
413	1	N/A	041554261446	MEGA PLUSH MASCARA	Blackest Black	00	
414	1	N/A	041554261460	MEGA PLUSH MASCARA	Very Black	01	
415	1	N/A	041554261484	MEGA PLUSH MASCARA	Very Black (WTP)	01	
416	1	N/A	041554269567	ILLEGAL LENGTHS MASC	Blackest Black	00	

BAC

Row: 1

Lower Notch: 26

Row: 2

Lower Notch: 22

Row: 3

Lower Notch: 15

Row: 4

Lower Notch: 8

Row: 5

Lower Notch: 1

Row: 6

Lower Notch: 34

Row: 7

Lower Notch: 27

Row: 8

Lower Notch: 19

Row: 9

Lower Notch: 12

Row: 10

Lower Notch: 5

WAKEFERN 14' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1472ULH.IS24

Column: 8 - Row: 1 Lower Notch: 30 Fixture Type: HEADER LIT Fixture Description: RENO MNY LOGO HDR 4X24 LIT **
HEADER LIT Fixture Re-Order Code: PM0000029069 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000028002 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER LIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 8 - Row: 2 Lower Notch: 26 Fixture Type: SIGN Fixture Description: RENO CATEGORY-MASCARA NAV 4X24 UNLIT **
SIGN Fixture Re-Order Code: PM0000027636 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043917 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: SIGN Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 8 - Row: 3 Lower Notch: 22 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
417	1	N/A	041554590500	LASH SENSATIONAL SKY HIGH	VERY BLACK	801	
418	1	N/A	041554076448	LASH SENSATIONAL SKY HIGH	True Brown	804	
419	1	N/A	041554590913	LASH SENSATIONAL SKY HIGH	Very Black (WTP)	802	
420	1	N/A	041554590906	LASH SENSATIONAL SKY HIGH	Brownish Black (WTP)	803	

Column: 8 - Row: 4 Lower Notch: 15 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
421	1	N/A	041554420630	LASH SENSATIONAL	Brownish Black	02	
422	1	N/A	041554420647	LASH SENSATIONAL	Very Black (WTP)	01	
423	1	N/A	041554420654	LASH SENSATIONAL	Brownish Black (WTP)	02	
424	1	N/A	041554460247	LASH SENSATIONAL LUSCIOUS	Blackest Black	00	

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

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
425	1	N/A	041554578508	FALSIES LASH LIFT	BROWNISH BLACK (WTP)	203	
426	1	N/A	041554268706	FALSIES FLARED	Blackest Black	00	
427	1	N/A	041554460254	LASH SENSATIONAL LUSCIOUS	Very Black	01	
428	1	N/A	041554460278	LASH SENSATIONAL LUSCIOUS	Very Black (WTP)	01	

Column: 8 - Row: 6 Lower Notch: 1 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
429	1	N/A	041554079821	SURREAL EXTENSION	VERY BLACK WTP	185	
430	1	N/A	041554217957	FALSIES MASCARA	Blackest Black	00	
431	1	N/A	041554217964	FALSIES MASCARA	Very Black	01	
432	1	N/A	041554217971	FALSIES MASCARA	Brownish Black	02	

Column: 8 - Row: 7 Lower Notch: 34 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
433	1	N/A	041554197044	COLOSSAL	Classic Black (WTP)	1	
434	1	N/A	041554240337	FALSIES BLACK DRAMA	Black Drama	10	
435	1	N/A	041554217988	FALSIES MASCARA	Very Black (WTP)	01	
436	1	N/A	041554217995	FALSIES MASCARA	Brownish Black (WTP)	02	

Column: 8 - Row: 8 Lower Notch: 27 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
437	1	N/A	041554493726	COLOSSAL BIG SHOT	Very Black	224	
438	1	N/A	041554493856	COLOSSAL BIG SHOT	Very Black (WTP)	1	
439	1	N/A	041554288254	COLOSSAL CAT EYES MASCARA	Glam Black	01	
440	1	N/A	041554288261	COLOSSAL CAT EYES MASCARA	Glam Black (WTP)	01	

K PANELS 40
MERCHAND
SPACE=72

Row: 1

Lower Notch: 30

Row: 2

Lower Notch: 26

Row: 3

Lower Notch: 22

Row: 4

Lower Notch: 15

Row: 5

Lower Notch: 8

Row: 6

Lower Notch: 1

Row: 7

Lower Notch: 34

Row: 8

Lower Notch: 27

Row: 9

Lower Notch: 19

Row: 10

Lower Notch: 12

Row: 11

Lower Notch: 5

Column: 8 - Row: 9 Lower Notch: 19 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
441	1	N/A	041554288384	VE ROCKET MASCARA	Blackest Black	00	
442	1	N/A	041554288377	VE ROCKET MASCARA	Very Black	01	
443	1	N/A	041554288391	VE ROCKET MASCARA	Brownish Black	02	
444	1	N/A	041554288452	VE ROCKET MASCARA WP	Very Black	01	

Column: 8 - Row: 10 Lower Notch: 12 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
445	1	N/A	041554539912	SNPSACARA	Pitch Black	300	
446	1	N/A	041554578539	SNPSACARA	PITCH BLACK (WTP)	340	
447	1	N/A	041554647372	LASH DISCOVERY WASHABLE	Very Black	1	
448	1	N/A	041554650495	LASH DISCOVERY WP	Very Black	1	

Column: 8 - Row: 11 Lower Notch: 5 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
449	1	N/A	041554007503	DEFINE A LASH LENGTH MASCARA	Very Black	1	
450	1	N/A	041554459890	FALSIES PUSH UP DRAMA ANGEL	Blackest Black	00	
451	1	N/A	041554462838	FALSIES PUSH UP DRAMA ANGEL	Very Black (WTP)	01	
452	1	N/A	041554415131	Baby Skin	Instant Pore Eraser	010	

4HK PANELS 40
MERCHAND
SPACE=72

Row: 1

Lower Notch: 30

Row: 2

Lower Notch: 26

Row: 3

Lower Notch: 22

Row: 4

Lower Notch: 15

Row: 5

Lower Notch: 8

Row: 6

Lower Notch: 1

Row: 7

Lower Notch: 34

Row: 8

Lower Notch: 27

Row: 9

Lower Notch: 19

Row: 10

Lower Notch: 12

Row: 11

Lower Notch: 5

WAKEFERN 14' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024
MNYWAK1472ULH.IS24

Column: 8 - Row: 1 Lower Notch: 30 Fixture Type: HEADER LIT Fixture Description: RENO MNY LOGO HDR 4X24 LIT **
HEADER LIT Fixture Re-Order Code: PM0000029069 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000028002 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER LIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 8 - Row: 2 Lower Notch: 26 Fixture Type: SIGN Fixture Description: RENO CATEGORY-MASCARA NAV 4X24 UNLIT **
SIGN Fixture Re-Order Code: PM0000027636 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043917 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: 9 - Row: 2 Lower Notch: 21 Fixture Type: HOOK BARS Fixture Description: 6HK BAB 2IN1 PEN+GEL HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000147 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043767 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
453	1	N/A	041554087659	2-IN-1 BROW PEN + SEALING GEL	BLONDE	250	
454	1	N/A	041554087666	2-IN-1 BROW PEN + SEALING GEL	SOFT BROWN	255	
455	1	N/A	041554087673	2-IN-1 BROW PEN + SEALING GEL	MEDIUM BROWN	257	
456	1	N/A	041554087680	2-IN-1 BROW PEN + SEALING GEL	ASH BROWN	259	
457	1	N/A	041554087697	2-IN-1 BROW PEN + SEALING GEL	DEEP BROWN	260	
458	1	N/A	041554087703	2-IN-1 BROW PEN + SEALING GEL	BLACK BROWN	262	

Column: 9 - Row: 3 Lower Notch: 14 Fixture Type: HOOK BARS Fixture Description: 5HK EXPRESS BROW ULTRA SLIM (DEMO) HK...
HOOK BARS Fixture Re-Order Code: PL2000000145 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042109 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
459	1	N/A	041554572292	BROW ULTRA SLIM	Blonde	250	
460	1	N/A	041554083705	BROW ULTRA SLIM	TAUPE	253	
461	1	N/A	041554572308	BROW ULTRA SLIM	Soft Brown	255	
462	1	N/A	041554083729	BROW ULTRA SLIM	AUBURN	256	

Column: 9 - Row: 4 Lower Notch: 7 Fixture Type: HOOK BARS Fixture Description: 5HK EXPRESS BROW ULTRA SLIM (DEMO) HK...
HOOK BARS Fixture Re-Order Code: PL2000000145 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042108 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
463	1	N/A	041554572322	BROW ULTRA SLIM	Medium Brown	257	
464	1	N/A	041554083712	BROW ULTRA SLIM	ASH BROWN	259	
465	1	N/A	041554572339	BROW ULTRA SLIM	DEEP BROWN	260	
466	1	N/A	041554572346	BROW ULTRA SLIM	Black Brown	262	
467	1	N/A	041554591393	BROW ULTRA SLIM	Black	264	

Column: 9 - Row: 5 Lower Notch: 7 Fixture Type: HOOK BARS Fixture Description: 6HK BROW FAST SCULPT GEL (DEMO) HKBR U...
HOOK BARS Fixture Re-Order Code: PL2000000147 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042129 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
468	1	N/A	041554578690	BROW FAST SCULPT	Blonde	250	
469	1	N/A	041554578706	BROW FAST SCULPT	Soft Brown	255	
470	1	N/A	041554578720	BROW FAST SCULPT	Medium Brown	257	
471	1	N/A	041554578737	BROW FAST SCULPT	DEEP BROWN	260	
472	1	N/A	041554578744	BROW FAST SCULPT	Black Brown	262	
473	1	N/A	041554578751	BROW FAST SCULPT	Clear	264	

Column: 9 - Row: 6 Lower Notch: 33 Fixture Type: HOOK BARS Fixture Description: 6HK EXPRESS BROW (DEMO) HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000147 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042170 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
474	1	N/A	041554064292	Express Brow Duo	Light Blonde	248	
475	1	N/A	041554064308	Express Brow Duo	Blonde	250	
476	1	N/A	041554064315	Express Brow Duo	Soft Brown	255	
477	1	N/A	041554064322	Express Brow Duo	Medium Brown	257	
478	1	N/A	041554064339	Express Brow Duo	Deep Brown	260	
479	1	N/A	041554064346	Express Brow Duo	Black Brown	262	

Column: 9 - Row: 7 Lower Notch: 26 Fixture Type: HOOK BARS Fixture Description: 6HK TS BROW STYLING GEL HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000147 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042790, PM0000043092 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
480	1	N/A	041554080476	BROW STYLING GEL	BLONDE	250	
481	1	N/A	041554080490	BROW STYLING GEL	SOFT BROWN	255	

Row: 1

Lower Notch: 30

Row: 2

Lower Notch: 26

Row: 2

Lower Notch: 21

Row: 3

Lower Notch: 14

Row: 4

Lower Notch: 7

Row: 5

Lower Notch: 40

Row: 6

Lower Notch: 33

Row: 7

Lower Notch: 26

Row: 8

Lower Notch: 19

Row: 9

Lower Notch: 12

Row: 10

Lower Notch: 5

+30=70"
ISE
2"

453	454	455	456	457	458
459	460	461	462		
463	464	465	466	467	
468	469	470	471	472	473
474	475	476	477	478	479
480	481	482	483	484	485
486	487	488	489		
490	491	492	493	494	495
496	497	498	499	500	501

482	1	N/A	041554080506	BROW STYLING GEL	MEDIUM BROWN	257	
483	1	N/A	041554080513	BROW STYLING GEL	DEEP BROWN	260	
484	1	N/A	041554080520	BROW STYLING GEL	BLACK BROWN	262	
485	1	N/A	041554080599	BROW STYLING GEL	BLACK	264	

Column: 9 - Row: 8 Lower Notch: 19 Fixture Type: HOOK BARS Fixture Description: 6HK TS BROW TINT PEN (DEMO) HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000147 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042079 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
486	1	N/A	041554545012	TATTOOSTUDIO BROW TINT PEN	Blonde	350	
487	1	N/A	041554545029	TATTOOSTUDIO BROW TINT PEN	Soft Brown	355	
488	1	N/A	041554545036	TATTOOSTUDIO BROW TINT PEN	Medium Brown	360	
489	1	N/A	041554547092	TATTOOSTUDIO BROW TINT PEN	DEEP BROWN	365	

Column: 9 - Row: 9 Lower Notch: 12 Fixture Type: HOOK BARS Fixture Description: 6HK TS SHRPBBL BROW PEN HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000147 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042155 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
490	1	N/A	041554588675	Tattoo Studio 36HR Waterproof Eyebrow Pencil	Light Blonde	248	
491	1	N/A	041554588699	Tattoo Studio 36HR Waterproof Eyebrow Pencil	Blonde	250	
492	1	N/A	041554588712	Tattoo Studio 36HR Waterproof Eyebrow Pencil	Soft Brown	255	
493	1	N/A	041554588729	Tattoo Studio 36HR Waterproof Eyebrow Pencil	Medium Brown	257	
494	1	N/A	041554588705	Tattoo Studio 36HR Waterproof Eyebrow Pencil	Deep Brown	260	
495	1	N/A	041554588682	Tattoo Studio 36HR Waterproof Eyebrow Pencil	Black Brown	262	

Column: 9 - Row: 10 Lower Notch: 5 Fixture Type: HOOK BARS Fixture Description: 6HK TS BROW POMADE (DEMO) HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000147 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042089 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
496	1	N/A	041554559736	TattooStudio Brow Pomade	Blonde	372	
497	1	N/A	041554559743	TattooStudio Brow Pomade	Soft Brown	374	
498	1	N/A	041554559750	TattooStudio Brow Pomade	Medium Brown	376	
499	1	N/A	041554559767	TattooStudio Brow Pomade	Ash Brown	378	
500	1	N/A	041554559774	TattooStudio Brow Pomade	DEEP BROWN	380	
501	1	N/A	041554563733	TattooStudio Brow Pomade	Black Brown	382	

+30=70"
ISE
2"

Row: 1

Lower Notch: 30

Row: 2

Lower Notch: 26

Row: 2

Lower Notch: 21

Row: 3

Lower Notch: 14

Row: 4

Lower Notch: 7

Row: 5

Lower Notch: 40

Row: 6

Lower Notch: 33

Row: 7

Lower Notch: 26

Row: 8

Lower Notch: 19

Row: 9

Lower Notch: 12

Row: 10

Lower Notch: 5

WAKEFERN 14' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024
MNYWAK1472ULH.IS24

Column: 10 - Row: 1 Lower Notch: 26 Fixture Type: HEADER LIT Fixture Description: RENO FM HDR (BTY+PRODUCT) 8X24 LIT **
HEADER LIT Fixture Re-Order Code: PM0000027628 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043952 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER LIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 10 - Row: 2 Lower Notch: 18 Fixture Type: TRAYS Fixture Description: FM M&P FNDTN 1.5 D2L **
TRAYS Fixture Re-Order Code: PL2000000439 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042767 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
502	1	N/A	041554539776	FitMe MATTE+PORELESS FNDTN	ESPRESSO	360	
503	1	N/A	041554538748	FitMe MATTE+PORELESS FNDTN	JAVA	375	
504	1	N/A	041554539752	FitMe MATTE+PORELESS FNDTN	DEEP BRONZE	370	
505	1	N/A	041554538731	FitMe MATTE+PORELESS FNDTN	DEEP GOLDEN	368	
506	1	N/A	041554539721	FitMe MATTE+PORELESS FNDTN	NUTMEG	365	
507	1	N/A	041554538724	FitMe MATTE+PORELESS FNDTN	Truffle	362	
508	1	N/A	041554466522	FitMe MATTE+PORELESS FNDTN	Mocha	360	
509	1	N/A	041554538717	FitMe MATTE+PORELESS FNDTN	Latte	358	

Column: 10 - Row: 3 Lower Notch: 11 Fixture Type: TRAYS Fixture Description: FM M&P FNDTN 3.5 D2L **
TRAYS Fixture Re-Order Code: PL2000000439 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042952 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
510	1	N/A	041554438192	FitMe MATTE+PORELESS FNDTN	Warm Honey	322	
511	1	N/A	041554466478	FitMe MATTE+PORELESS FNDTN	NATURAL TAN	320	
512	1	N/A	041554539622	FitMe MATTE+PORELESS FNDTN	GOLDEN	312	
513	1	N/A	041554433500	FitMe MATTE+PORELESS FNDTN	Sun Beige	310	
514	1	N/A	041554539615	FitMe MATTE+PORELESS FNDTN	CLASSIC BEIGE	245	
515	1	N/A	041554538700	FitMe MATTE+PORELESS FNDTN	LIGHT HONEY	242	
516	1	N/A	041554438185	FitMe MATTE+PORELESS FNDTN	Rich Tan	238	
517	1	N/A	041554433494	FitMe MATTE+PORELESS FNDTN	Pure Beige	235	

Column: 10 - Row: 4 Lower Notch: 3 Fixture Type: TRAYS Fixture Description: FM M&P FNDTN 5.5 D2L **
TRAYS Fixture Re-Order Code: PL2000000439 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042954 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
518	1	N/A	041554466454	FitMe MATTE+PORELESS FNDTN	CREAMY BEIGE	122	
519	1	N/A	041554433449	FitMe MATTE+PORELESS FNDTN	Clsc Ivory	120	
520	1	N/A	041554539462	FitMe MATTE+PORELESS FNDTN	LIGHT BEIGE	118	
521	1	N/A	041554433432	FitMe MATTE+PORELESS FNDTN	Ivory	115	
522	1	N/A	041554433425	FitMe MATTE+PORELESS FNDTN	Ntrl Ivory	112	
523	1	N/A	041554433418	FitMe MATTE+PORELESS FNDTN	Porcelain	110	
524	1	N/A	041554538328	FitMe MATTE+PORELESS FNDTN	Fair Ivory	105	
525	1	N/A	041554538311	FitMe MATTE+PORELESS FNDTN	FAIR PORCELAIN	102	

Column: 10 - Row: 5 Lower Notch: 34 Fixture Type: TRAYS Fixture Description: FM M&P PDR 1.3 **
TRAYS Fixture Re-Order Code: PL2000000440 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042092 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000044142,PM0000044143 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
526	1	N/A	041554553482	FitMe MATTE+PORELESS PDR	JAVA	375	
527	1	N/A	041554553529	FitMe MATTE+PORELESS PDR	Nutmeg	365	
528	1	N/A	041554553475	FitMe MATTE+PORELESS PDR	Truffle	362	
529	1	N/A	041554488364	FitMe MATTE+PORELESS PDR	Mocha	360	
530	1	N/A	041554553468	FitMe MATTE+PORELESS PDR	Coconut	355	
531	1	N/A	041554553512	FitMe MATTE+PORELESS PDR	Warm Sun	334	
532	1	N/A	041554553451	FitMe MATTE+PORELESS PDR	GOLDEN CARAMEL	332	
533	1	N/A	041554433852	FitMe MATTE+PORELESS PDR	Toffee	330	

Column: 10 - Row: 6 Lower Notch: 25 Fixture Type: TRAYS Fixture Description: FM M&P PDR 3.3 **
TRAYS Fixture Re-Order Code: PL2000000440 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042092 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000044146,PM0000044147 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
534	1	N/A	041554433907	FitMe MATTE+PORELESS PDR	Buff Beige	130	
535	1	N/A	041554553444	FitMe MATTE+PORELESS PDR	Warm Nude	128	
536	1	N/A	041554553437	FitMe MATTE+PORELESS PDR	CREAMY BEIGE	122	
537	1	N/A	041554433784	FitMe MATTE+PORELESS PDR	Classic Ivory	120	
538	1	N/A	041554553420	FitMe MATTE+PORELESS PDR	Natural Ivory	112	
539	1	N/A	041554433753	FitMe MATTE+PORELESS PDR	Porcelain	110	
540	1	N/A	041554553413	FitMe MATTE+PORELESS PDR	Fair Ivory	105	
541	1	N/A	041554433746	FitMe MATTE+PORELESS PDR	Translucent	100	

Row: 1

Lower Notch: 26

Row: 2

Lower Notch: 18

Row: 3

Lower Notch: 11

Row: 4

Lower Notch: 3

Row: 5

Lower Notch: 34

Row: 6

Lower Notch: 25

Row: 7

Lower Notch: 16

Row: 8

Lower Notch: 9

Row: 9

Lower Notch: 1

Column: 10 -	Row: 9	Lower Notch: 1	Fixture Type: TRAYS	Fixture Description: FM STICK 1.1 D2L **			
TRAYS Fixture Re-Order Code: PL2000000383			SS Graphic Re-Order Code:				
Graphic Re-Order Code: PM0000042083			SS Holder Re-Order Code:				
Carrier Tray Graphic Re-Order Code:			TRAYS Fixture Rolled-Up Code:				
Shade Chart Re-Order Code: PM0000042980			UPC Blade Code:				
Locid	Facings	Access Code	UPC	Description	Shade	Shade#	Shade Chip Code
554	1	N/A	041554337402	FitMe Oil-Free Stick Foundation	Coconut	355	
555	1	N/A	041554337266	FitMe Oil-Free Stick Foundation	Toffee	330	
556	1	N/A	041554334487	FitMe Oil-Free Stick Foundation	Pure Beige	235	
557	1	N/A	041554332872	FitMe Oil-Free Stick Foundation	Natural Beige	220	
558	1	N/A	041554332865	FitMe Oil-Free Stick Foundation	Buff Beige	130	
559	1	N/A	041554332859	FitMe Oil-Free Stick Foundation	Classic Ivory	120	
560	1	N/A	041554332841	FitMe Oil-Free Stick Foundation	Ivory	115	
561	1	N/A	041554332827	FitMe Oil-Free Stick Foundation	Porcelain	110	

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WAKEFERN 14' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1472ULH.IS24

Column: 10 -	Row: 1	Lower Notch: 26	Fixture Type: HEADER LIT	Fixture Description: RENO FM HDR (BTY+PRODUCT) 8X24 LIT **
HEADER LIT Fixture Re-Order Code: PM0000027628		SS Graphic Re-Order Code:		
Graphic Re-Order Code: PM0000043952		SS Holder Re-Order Code:		
Carrier Tray Graphic Re-Order Code:		HEADER LIT Fixture Rolled-Up Code:		
Shade Chart Re-Order Code:		UPC Blade Code:		

Column: 11 -	Row: 2	Lower Notch: 18	Fixture Type: TRAYS	Fixture Description: FM M&P FNDTN 2.5 D2L **
TRAYS Fixture Re-Order Code: PL2000000439		SS Graphic Re-Order Code:		
Graphic Re-Order Code:		SS Holder Re-Order Code:		
Carrier Tray Graphic Re-Order Code:		TRAYS Fixture Rolled-Up Code:		
Shade Chart Re-Order Code: PM0000042772		UPC Blade Code:		

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
552	1	N/A	041554539677	FiMe MATTE+PORELESS FNDTN	WARM COCONUT	356	
563	1	N/A	041554433524	FiMe MATTE+PORELESS FNDTN	Coconut	355	
564	1	N/A	041554466515	FiMe MATTE+PORELESS FNDTN	CAPPUCCINO	340	
565	1	N/A	041554466508	FiMe MATTE+PORELESS FNDTN	SPICY BROWN	338	
566	1	N/A	041554466492	FiMe MATTE+PORELESS FNDTN	Classic Tan	335	
567	1	N/A	041554539639	FiMe MATTE+PORELESS FNDTN	WARM SUN	334	
568	1	N/A	041554466485	FiMe MATTE+PORELESS FNDTN	GOLDEN CARAMEL	332	
569	1	N/A	041554433517	FiMe MATTE+PORELESS FNDTN	Toffee	330	

Column: 11 -	Row: 3	Lower Notch: 11	Fixture Type: TRAYS	Fixture Description: FM M&P FNDTN 4.5 D2L **
TRAYS Fixture Re-Order Code: PL2000000439		SS Graphic Re-Order Code:		
Graphic Re-Order Code:		SS Holder Re-Order Code:		
Carrier Tray Graphic Re-Order Code:		TRAYS Fixture Rolled-Up Code:		
Shade Chart Re-Order Code: PM0000042953		UPC Blade Code:		

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
570	1	N/A	041554433487	FiMe MATTE+PORELESS FNDTN	Ntrl Buff	230	
571	1	N/A	041554438178	FiMe MATTE+PORELESS FNDTN	Soft Tan	228	
572	1	N/A	041554466461	FiMe MATTE+PORELESS FNDTN	True Beige	222	
573	1	N/A	041554433470	FiMe MATTE+PORELESS FNDTN	Ntrl Beige	220	
574	1	N/A	041554433463	FiMe MATTE+PORELESS FNDTN	Buff Beige	130	
575	1	N/A	041554438161	FiMe MATTE+PORELESS FNDTN	Warm Nude	128	
576	1	N/A	041554433456	FiMe MATTE+PORELESS FNDTN	Nude Beige	125	
577	1	N/A	041554538694	FiMe MATTE+PORELESS FNDTN	SOFT SAND	124	

Column: 11 -	Row: 4	Lower Notch: 3	Fixture Type: TRAYS	Fixture Description: FM BLUSH 1.1 **
TRAYS Fixture Re-Order Code: PL2000000456		SS Graphic Re-Order Code:		
Graphic Re-Order Code: PM0000042117		SS Holder Re-Order Code:		
Carrier Tray Graphic Re-Order Code:		TRAYS Fixture Rolled-Up Code:		
Shade Chart Re-Order Code: PM0000028435, PM0000028436		UPC Blade Code:		

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
578	1	N/A	041554503067	FIT ME BLUSH	Buff	10	
579	1	N/A	041554503074	FIT ME BLUSH	Nude	15	
580	1	N/A	041554503098	FIT ME BLUSH	Mauve	20	
581	1	N/A	041554503104	FIT ME BLUSH	Pink	25	
582	1	N/A	041554503111	FIT ME BLUSH	Rose	30	
583	1	N/A	041554503135	FIT ME BLUSH	Coral	35	
584	1	N/A	041554503142	FIT ME BLUSH	Peach	40	
585	1	N/A	041554503159	FIT ME BLUSH	Plum	45	
586	1	N/A	041554503524	FIT ME BLUSH	Wine	50	
587	1	N/A	041554503722	FIT ME BLUSH	BERRY	55	

Column: 11 -	Row: 5	Lower Notch: 34	Fixture Type: TRAYS	Fixture Description: FM M&P PDR 2.3 **
TRAYS Fixture Re-Order Code: PL2000000440		SS Graphic Re-Order Code:		
Graphic Re-Order Code: PM0000042092		SS Holder Re-Order Code:		
Carrier Tray Graphic Re-Order Code:		TRAYS Fixture Rolled-Up Code:		
Shade Chart Re-Order Code: PM0000044144, PM0000044145		UPC Blade Code:		

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
588	1	N/A	041554488357	FiMe MATTE+PORELESS PDR	NATURAL TAN	320	
589	1	N/A	041554553505	FiMe MATTE+PORELESS PDR	Golden	312	
590	1	N/A	041554433945	FiMe MATTE+PORELESS PDR	Sun Beige	310	
591	1	N/A	041554553499	FiMe MATTE+PORELESS PDR	Classic Beige	245	
592	1	N/A	041554488340	FiMe MATTE+PORELESS PDR	Pure Beige	235	
593	1	N/A	041554433821	FiMe MATTE+PORELESS PDR	Natural Buff	230	
594	1	N/A	041554488333	FiMe MATTE+PORELESS PDR	True Beige	222	
595	1	N/A	041554433814	FiMe MATTE+PORELESS PDR	Natural Beige	220	

Column: 11 -	Row: 6	Lower Notch: 25	Fixture Type: TRAYS	Fixture Description: FM LOOSE PDR 1.1 D2L **
TRAYS Fixture Re-Order Code: PL2000000457		SS Graphic Re-Order Code:		
Graphic Re-Order Code: PM0000042118		SS Holder Re-Order Code:		
Carrier Tray Graphic Re-Order Code:		TRAYS Fixture Rolled-Up Code:		
Shade Chart Re-Order Code: PM0000042895, PM0000042896		UPC Blade Code:		

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
596	1	N/A	041554503050	FIT ME LOOSE POWDER	Dark	40	
597	1	N/A	041554503043	FIT ME LOOSE POWDER	Deep	35	
598	1	N/A	041554503036	FIT ME LOOSE POWDER	Medium Deep	30	
599	1	N/A	041554502046	FIT ME LOOSE POWDER	Medium	25	
600	1	N/A	041554502039	FIT ME LOOSE POWDER	Light Medium	20	
601	1	N/A	041554502022	FIT ME LOOSE POWDER	Light	15	
602	1	N/A	041554502015	FIT ME LOOSE POWDER	FAIR LIGHT	10	
603	1	N/A	041554501995	FIT ME LOOSE POWDER	Fair	05	

Row: 1

Lower Notch: 26

Row: 2

Lower Notch: 18

Row: 3

Lower Notch: 11

Row: 4

Lower Notch: 3

Row: 5

Lower Notch: 34

Row: 6

Lower Notch: 25

Row: 7

Lower Notch: 16

Row: 8

Lower Notch: 9

Row: 9

Lower Notch: 1

Column: 11 -		Row: 7		Lower Notch: 16		Fixture Type: TRAYS		Fixture Description: FM CNCLR 2.2 D2L **	
TRAYS Fixture Re-Order Code: PL2000000410				SS Graphic Re-Order Code:					
Graphic Re-Order Code: PM0000042120				SS Holder Re-Order Code:					
Carrier Tray Graphic Re-Order Code:				TRAYS Fixture Rolled-Up Code:					
Shade Chart Re-Order Code: PM0000044486				UPC Blade Code:					
LocID	Facings	Acct Code	UPC		Description	Shade	Shade#	Shade Chip Code	
604	1	N/A	041554550498		FitMe CONCEALER	Hazelnut	55		
605	1	N/A	041554247756		FitMe CONCEALER	Cafe	50		
606	1	N/A	041554550481		FitMe CONCEALER	Tan	45		
607	1	N/A	041554550474		FitMe CONCEALER	Caramel	40		
608	1	N/A	041554247749		FitMe CONCEALER	Deep	35		
609	1	N/A	041554550467		FitMe CONCEALER	Honey	30		
610	1	N/A	041554247725		FitMe CONCEALER	Med	25		
611	1	N/A	041554580679		FitMe CONCEALER	WHEAT	22		
612	1	N/A	041554247732		FitMe CONCEALER	Sand	20		
613	1	N/A	041554247718		FitMe CONCEALER	Light	15		
614	1	N/A	041554580648		FitMe CONCEALER	Vanilla	11		
615	1	N/A	041554247701		FitMe CONCEALER	Fair	10		
616	1	N/A	041554550450		FitMe CONCEALER	Ivory	05		
617	1	N/A	041554580631		FitMe CONCEALER	Cool Ivory	01		

Column: 11 -		Row: 8		Lower Notch: 9		Fixture Type: TRAYS		Fixture Description: FM D&S FNDTN 2.3 D2L **	
TRAYS Fixture Re-Order Code: PL2000000439				SS Graphic Re-Order Code:					
Graphic Re-Order Code:				SS Holder Re-Order Code:					
Carrier Tray Graphic Re-Order Code:				TRAYS Fixture Rolled-Up Code:					
Shade Chart Re-Order Code: PM0000044486				UPC Blade Code:					
LocID	Facings	Acct Code	UPC		Description		Shade	Shade#	Shade Chip Code
618	1	N/A	041554339697	FitMe DEW+SMTH FNDTN	Gldn Bge			240	
619	1	N/A	041554238747	FitMe DEW+SMTH FNDTN	Pure Bge			235	
620	1	N/A	041554238730	FitMe DEW+SMTH FNDTN	Nat Buff			230	
621	1	N/A	041554553352	FitMe DEW+SMTH FNDTN	Soft Tan			228	
622	1	N/A	041554238723	FitMe DEW+SMTH FNDTN	Med Buff			225	
623	1	N/A	041554238716	FitMe DEW+SMTH FNDTN	Nat Bge			220	
624	1	N/A	041554238709	FitMe DEW+SMTH FNDTN	Sandy Bge			210	
625	1	N/A	041554238686	FitMe DEW+SMTH FNDTN	Buff Bge			130	

Column: 11 -		Row: 9		Lower Notch: 1		Fixture Type: TRAYS		Fixture Description: FM D&S FNDTN 3.3 D2L **	
TRAYS Fixture Re-Order Code: PL2000000439				SS Graphic Re-Order Code:					
Graphic Re-Order Code:				SS Holder Re-Order Code:					
Carrier Tray Graphic Re-Order Code:				TRAYS Fixture Rolled-Up Code:					
Shade Chart Re-Order Code: PM0000044487				UPC Blade Code:					
LocID	Facings	Acct Code	UPC		Description		Shade	Shade#	Shade Chip Code
626	1	N/A	041554553345		FitMe DEW+SMTH FNDTN		Warm Nude	128	
627	1	N/A	041554238679		FitMe DEW+SMTH FNDTN		Nude Bge	125	
628	1	N/A	041554238662		FitMe DEW+SMTH FNDTN		Clsc Ivry	120	
629	1	N/A	041554553321		FitMe DEW+SMTH FNDTN		Light Beige	118	
630	1	N/A	041554238655		FitMe DEW+SMTH FNDTN		Ivry	115	
631	1	N/A	041554238648		FitMe DEW+SMTH FNDTN		Porcelain	110	
632	1	N/A	041554553314		FitMe DEW+SMTH FNDTN		Fair Ivory	105	
633	1	N/A	041554553307		FitMe DEW+SMTH FNDTN		FAIR PORCELAIN	102	

Row: 1

Lower Notch: 26

Row: 2

Lower Notch: 18

Row: 3

Lower Notch: 11

Row: 4

Lower Notch: 3

Row: 5

Lower Notch: 34

Row: 6

Lower Notch: 25

Row: 7

Lower Notch: 16

Row: 8

Lower Notch: 9

Row: 9

Lower Notch: 1

562	563	564	565	566	567	568			
570	571	572	573	574	575	576			
578	579	580	581	582					
583	584	585	586	587	588	589	590	591	592
593	594	595	596	597	598	599			
600	601	602	603						
604	605	606	607	608	609	610	611	612	613
614	615	616	617						
618	619	620	621	622	623	624	625		
626	627	628	629	630	631	632	633		

WAKEFERN 14' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1472ULH.IS24

Column: 12 -	Row: 1	Lower Notch: 30	Fixture Type: HEADER LIT	Fixture Description: RENO MNY LOGO HDR (NAV) 4X36 LIT **
HEADER LIT Fixture Re-Order Code: PM0000027632			SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000028005			SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:			HEADER LIT Fixture Rolled-Up Code:	
Shade Chart Re-Order Code:			UPC Blade Code:	

Column: 12 -	Row: 3	Lower Notch: 22	Fixture Type: TRAYS	Fixture Description: FS MSTR PRIME+BLURSTK 1.1 **
TRAYS Fixture Re-Order Code: PL2000000479			SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000042104			SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:			TRAYS Fixture Rolled-Up Code:	
Shade Chart Re-Order Code: PM0000031546			UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
634	1	N/A	041554547429	MASTER PRIME BLUR + HYDRATE	MASTER PRIME BLUR + HYDRATE	050	
635	1	N/A	041554431957	FACE STUDIO MASTER PRIME	Blur + Smooth	100	
636	1	N/A	041554431971	FACE STUDIO MASTER PRIME	Blur + Redness Control	300	
637	1	N/A	041554551792	MASTER PRIME BLUR + HYDRATE	BLUR + PORE MINIMIZE	400	
638	1	N/A	041554551808	MASTER PRIME BLUR + HYDRATE	BLUR + PROTECT	500	
639	1	N/A	041554548341	Master Prime Blur Stick	Universal Transparent	100	

Column: 12 -	Row: 4	Lower Notch: 15	Fixture Type: TRAYS	Fixture Description: FM PRIMER+FS FIXSPRY+BNNAPDR UT **
TRAYS Fixture Re-Order Code: PL2000000694			SS Graphic Re-Order Code: PM0000042938	
Graphic Re-Order Code: PM0000042935			SS Holder Re-Order Code: PM0000035924	
Carrier Tray Graphic Re-Order Code:			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
640	1	N/A	041554584431	Fit Me Primers	Matifying	00	
641	1	N/A	041554562927	LASTING FIX SETTING SPRAY	Lasting Fix Set Spray	00	
642	1	N/A	041554586480	Lasting Fix Banana Powder	Banana	10	

Column: 12 -	Row: 5	Lower Notch: 9	Fixture Type: TRAYS	Fixture Description: FS CITY BRONZE 1.1 UT **
TRAYS Fixture Re-Order Code: PL2000000463			SS Graphic Re-Order Code: PM0000038948	
Graphic Re-Order Code: PM0000042095			SS Holder Re-Order Code: PM0000027619	
Carrier Tray Graphic Re-Order Code:			TRAYS Fixture Rolled-Up Code:	
Shade Chart Re-Order Code: PM0000028816			UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
643	1	N/A	041554562958	FACE STUDIO CITY BRONZER	100	100	
644	1	N/A	041554562965	FACE STUDIO CITY BRONZER	200	200	
645	1	N/A	041554562972	FACE STUDIO CITY BRONZER	300	300	

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

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
646	1	N/A	041554578171	CHEEK HEAT BLUSH	PINK SCORCH	10	
647	1	N/A	041554578188	CHEEK HEAT BLUSH	NUDE BURN	15	
648	1	N/A	041554578195	CHEEK HEAT BLUSH	ROSE FLUSH	20	
649	1	N/A	041554578201	CHEEK HEAT BLUSH	FUCHSIA SPARK	25	
650	1	N/A	041554578218	CHEEK HEAT BLUSH	CORAL EMBER	30	
651	1	N/A	041554578225	CHEEK HEAT BLUSH	BERRY FLAME	35	

Column: 12 -	Row: 7	Lower Notch: 34	Fixture Type: TRAYS	Fixture Description: FS MSTR BLSH+CNTR PAL 1.1 UT **
TRAYS Fixture Re-Order Code: PL2000000501			SS Graphic Re-Order Code: PM0000040601	
Graphic Re-Order Code: PM0000042105			SS Holder Re-Order Code: PM0000014723	
Carrier Tray Graphic Re-Order Code:			TRAYS Fixture Rolled-Up Code:	
Shade Chart Re-Order Code: PM0000031551			UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
652	1	N/A	041554496475	FACE STUDIO MASTER BLUSH PALETTE	Blush Palette	10	
653	1	N/A	041554455595	FACE STUDIO MASTER CONTOUR	Light to Medium	10	
654	1	N/A	041554455601	FACE STUDIO MASTER CONTOUR	Medium to Deep	20	

Column: 12 -	Row: 8	Lower Notch: 26	Fixture Type: TRAYS	Fixture Description: FS CHROME+HOLO 1.1 **
TRAYS Fixture Re-Order Code: PL2000000405			SS Graphic Re-Order Code: PM0000038074,PM0000039473	
Graphic Re-Order Code: PM0000042189			SS Holder Re-Order Code: PE0000001878,PM1000020415	
Carrier Tray Graphic Re-Order Code:			TRAYS Fixture Rolled-Up Code:	
Shade Chart Re-Order Code: PM0000039071,PM0000039072			UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
655	1	N/A	041554542578	FACE STUDIO MASTER CHROME METALLIC ...	Molten Rose Gold	050	
656	1	N/A	041554538281	FACE STUDIO MASTER CHROME METALLIC ...	Molten Gold	100	
657	1	N/A	041554547757	MASTER HOLOGRAPHIC	Master Holographic	50	
658	1	N/A	041554539319	FACE STUDIO MASTER CHROME METALLIC ...	Molten Peach	150	
659	1	N/A	041554535325	FACE STUDIO MASTER CHROME METALLIC ...	Molten Topaz	200	

Column: 12 -	Row: 9	Lower Notch: 23	Fixture Type: SIGN	Fixture Description: RENO DRM NAV 2X12 UNLIT **
SIGN Fixture Re-Order Code: PM0000029086			SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000043923			SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:			SIGN Fixture Rolled-Up Code:	
Shade Chart Re-Order Code:			UPC Blade Code:	

Row: 1

Lower Notch: 30

Row: 3

Lower Notch: 22

Row: 4

Lower Notch: 15

Row: 5

Lower Notch: 9

Row: 6

Lower Notch: 5

Row: 7

Lower Notch: 34

Row: 8

Lower Notch: 26

Row: 9

Lower Notch: 23

Row: 11

Lower Notch: 20

Row: 12

Lower Notch: 9

Row: 13

Lower Notch: 1

634	635	636	637	638	639
640	641	642	643	644	645
646	647	648	649	650	651
652	653	654	655	656	657
658	659	660	661	662	663
664	665	666	667	668	669
670	671	672	673	674	675

Column: 12 - Row: 11 Lower Notch: 20 Fixture Type: HOOK BARS Fixture Description: 6HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984521 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984521
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
660	1	N/A	041554616019	COVER STICK	Green Corrects Redness	9	
661	1	N/A	041554615982	COVER STICK	Yellow Corrects Dark Circles	8	
662	1	N/A	041554543902	COVER STICK	Deep Beige	4	
663	1	N/A	041554543896	COVER STICK	Medium Beige	3	
664	1	N/A	041554543889	COVER STICK	Light Beige	2	
665	1	N/A	041554543872	COVER STICK	Ivory	1	

Column: 12 - Row: 12 Lower Notch: 9 Fixture Type: TRAYS Fixture Description: DRM MATTE MOUSSE 1.2 D2L **
TRAYS Fixture Re-Order Code: PL2000000460 SS Graphic Re-Order Code: PM0000031248
Graphic Re-Order Code: PM0000042100 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043045, PM0000043046 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
666	1	N/A	041554511871	DREAM MATTE MOUSSE FOUNDATION	Cocoa	130	
667	1	N/A	041554510164	DREAM MATTE MOUSSE FOUNDATION	Caramel	120	
668	1	N/A	041554507171	DREAM MATTE MOUSSE FOUNDATION	Honey Beige	90	
669	1	N/A	041554507164	DREAM MATTE MOUSSE FOUNDATION	Medium Beige	80	
670	1	N/A	041554537741	DREAM MATTE MOUSSE FOUNDATION	Natural Beige	75	
671	1	N/A	041554507157	DREAM MATTE MOUSSE FOUNDATION	Pure Beige	70	

Column: 12 - Row: 13 Lower Notch: 1 Fixture Type: TRAYS Fixture Description: DRM MATTE MOUSSE 2.2 D2L **
TRAYS Fixture Re-Order Code: PL2000000460 SS Graphic Re-Order Code: PM0000031249
Graphic Re-Order Code: PM0000042100 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043047, PM0000043048 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
672	1	N/A	041554507140	DREAM MATTE MOUSSE FOUNDATION	Sandy Beige	60	
673	1	N/A	041554537734	DREAM MATTE MOUSSE FOUNDATION	Light Beige	55	
674	1	N/A	041554507133	DREAM MATTE MOUSSE FOUNDATION	Creamy Natural	50	
675	1	N/A	041554507126	DREAM MATTE MOUSSE FOUNDATION	Nude	40	
676	1	N/A	041554507102	DREAM MATTE MOUSSE FOUNDATION	Classic Ivory	20	
677	1	N/A	041554507096	DREAM MATTE MOUSSE FOUNDATION	Porcelain Ivory	10	

Row: 1

Lower Notch: 30

Row: 3

Lower Notch: 22

Row: 4

Lower Notch: 15

Row: 5

Lower Notch: 9

Row: 6

Lower Notch: 5

Row: 7

Lower Notch: 34

Row: 8

Lower Notch: 26

Row: 9

Lower Notch: 23

Row: 11

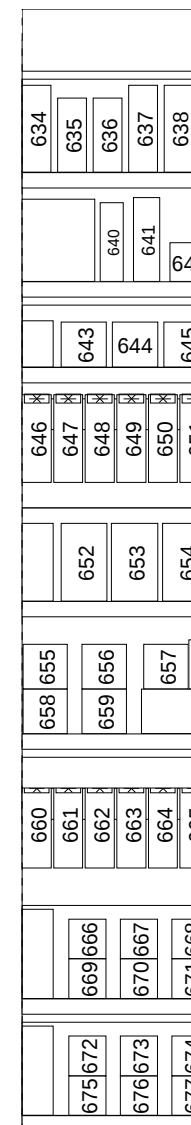
Lower Notch: 20

Row: 12

Lower Notch: 9

Row: 13

Lower Notch: 1



WAKEFERN 14' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1472ULH.IS24

Column: 12 - Row: 1 Lower Notch: 30 Fixture Type: HEADER LIT Fixture Description: RENO MNY LOGO HDR (NAV) 4X36 LIT **
HEADER LIT Fixture Re-Order Code: PM0000027632 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000028005 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER LIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 13 - Row: 2 Lower Notch: 22 Fixture Type: TRAYS Fixture Description: SS FC FNDTN 1.3 **
TRAYS Fixture Re-Order Code: PL2000000437 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042164 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042784 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
676	1	N/A	04155459453	SUPERSTAY FULL COVERAGE FOUNDATION	JAVA	375	
679	1	N/A	041554559446	SUPERSTAY FULL COVERAGE FOUNDATION	Deep Bronze	370	
680	1	N/A	041554541533	SUPERSTAY FULL COVERAGE FOUNDATION	Mocha	360	
681	1	N/A	041554541519	SUPERSTAY FULL COVERAGE FOUNDATION	Coconut	355	
682	1	N/A	041554559439	SUPERSTAY FULL COVERAGE FOUNDATION	Cappuccino	340	
683	1	N/A	041554559422	SUPERSTAY FULL COVERAGE FOUNDATION	GOLDEN CARAMEL	332	
684	1	N/A	041554541496	SUPERSTAY FULL COVERAGE FOUNDATION	Toffee	330	
685	1	N/A	041554541489	SUPERSTAY FULL COVERAGE FOUNDATION	Honey	320	

Column: 13 - Row: 3 Lower Notch: 16 Fixture Type: TRAYS Fixture Description: SS FC FNDTN 2.3 **
TRAYS Fixture Re-Order Code: PL2000000437 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042164 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042787 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
686	1	N/A	041554541472	SUPERSTAY FULL COVERAGE FOUNDATION	Golden	312	
687	1	N/A	041554541465	SUPERSTAY FULL COVERAGE FOUNDATION	Sun Beige	310	
688	1	N/A	041554541458	SUPERSTAY FULL COVERAGE FOUNDATION	Natural Beige	220	
689	1	N/A	041554565621	SUPERSTAY FULL COVERAGE FOUNDATION	Light Tan	140	
690	1	N/A	041554541441	SUPERSTAY FULL COVERAGE FOUNDATION	Buff Beige	130	
691	1	N/A	041554589900	SUPERSTAY FULL COVERAGE FOUNDATION	Medium Beige	129	
692	1	N/A	041554541434	SUPERSTAY FULL COVERAGE FOUNDATION	Warm Nude	128	
693	1	N/A	041554565614	SUPERSTAY FULL COVERAGE FOUNDATION	Sand Beige	127	

Column: 13 - Row: 4 Lower Notch: 10 Fixture Type: TRAYS Fixture Description: SS FC FNDTN 3.3 **
TRAYS Fixture Re-Order Code: PL2000000437 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042164 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042789 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
694	1	N/A	041554565607	SUPERSTAY FULL COVERAGE FOUNDATION	Nude Beige	125	
695	1	N/A	041554541427	SUPERSTAY FULL COVERAGE FOUNDATION	Classic Ivory	120	
696	1	N/A	041554559415	SUPERSTAY FULL COVERAGE FOUNDATION	Light Beige	118	
697	1	N/A	041554559408	SUPERSTAY FULL COVERAGE FOUNDATION	Ivory	115	
698	1	N/A	041554541410	SUPERSTAY FULL COVERAGE FOUNDATION	Natural Ivory	112	
699	1	N/A	041554541403	SUPERSTAY FULL COVERAGE FOUNDATION	Porcelain	110	
700	1	N/A	041554559392	SUPERSTAY FULL COVERAGE FOUNDATION	Fair Ivory	105	
701	1	N/A	041554541397	SUPERSTAY FULL COVERAGE FOUNDATION	FAIR PORCELAIN	102	

Column: 13 - Row: 5 Lower Notch: 3 Fixture Type: TRAYS Fixture Description: SS SKIN TINT 1.3 **
TRAYS Fixture Re-Order Code: PL2000000680 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042742, PM0000043093 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: 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
702	1	N/A	041554083958	UP TO 24HR SKIN TINT	375	375	
703	1	N/A	041554083941	UP TO 24HR SKIN TINT	374	374	
704	1	N/A	041554083934	UP TO 24HR SKIN TINT	372	372	
705	1	N/A	041554083910	UP TO 24HR SKIN TINT	368	368	
706	1	N/A	041554083897	UP TO 24HR SKIN TINT	355	355	
707	1	N/A	041554083890	UP TO 24HR SKIN TINT	338	338	

Column: 13 - Row: 6 Lower Notch: 37 Fixture Type: TRAYS Fixture Description: SS SKIN TINT 2.3 **
TRAYS Fixture Re-Order Code: PL2000000680 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042742 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: 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
708	1	N/A	041554083866	UP TO 24HR SKIN TINT	330	330	
709	1	N/A	041554083859	UP TO 24HR SKIN TINT	322	322	
710	1	N/A	041554083842	UP TO 24HR SKIN TINT	312	312	
711	1	N/A	041554083835	UP TO 24HR SKIN TINT	310	310	
712	1	N/A	041554083828	UP TO 24HR SKIN TINT	220	220	
713	1	N/A	041554083811	UP TO 24HR SKIN TINT	130	130	

Column: 13 - Row: 7 Lower Notch: 31 Fixture Type: TRAYS Fixture Description: SS SKIN TINT 3.3 **
TRAYS Fixture Re-Order Code: PL2000000680 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042742 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042747 UPC Blade Code:

Row: 1

Lower Notch: 30

Row: 2

Lower Notch: 22

Row: 3

Lower Notch: 16

Row: 4

Lower Notch: 10

Row: 5

Lower Notch: 3

Row: 6

Lower Notch: 37

Row: 7

Lower Notch: 31

Row: 8

Lower Notch: 23

Row: 9

Lower Notch: 17

Row: 10

Lower Notch: 9

Row: 11

Lower Notch: 1

LocID	Feasings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
744	1	N/A	041554080995	SUPER STAY 24HR POWDER	220	220	
745	1	N/A	041554080988	SUPER STAY 24HR POWDER	130	130	
746	1	N/A	041554080971	SUPER STAY 24HR POWDER	128	128	
747	1	N/A	041554080964	SUPER STAY 24HR POWDER	120	120	
748	1	N/A	041554080957	SUPER STAY 24HR POWDER	118	118	
749	1	N/A	041554080940	SUPER STAY 24HR POWDER	112	112	
750	1	N/A	041554080933	SUPER STAY 24HR POWDER	110	110	
751	1	N/A	041554080926	SUPER STAY 24HR POWDER	102	102	

Lower Notch: 1

[illegible]

WAKEFERN 14' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1472ULH.IS24

Column: 12 - Row: 1 Lower Notch: 30 Fixture Type: HEADER LIT Fixture Description: RENO MNY LOGO HDR (NAV) 4X36 LIT **
HEADER LIT Fixture Re-Order Code: PM0000027632 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000028005 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER LIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 14 - Row: 1 Lower Notch: 28 Fixture Type: SIGN Fixture Description: RENO IAR NAV 2X12 UNLIT **
SIGN Fixture Re-Order Code: PM0000029066 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000044523 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: SIGN Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 14 - Row: 2 Lower Notch: 24 Fixture Type: HOOK BARS Fixture Description: 6HK IAR CNCLR HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000153 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043674 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000008952

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
752	1	N/A	041554267204	IAR Eraser Concealer	Brightener	60	
753	1	N/A	041554267198	IAR Eraser Concealer	Neutralizer	50	
754	1	N/A	041554567533	IAR Eraser Concealer	Deep Bronze	149	
755	1	N/A	041554546859	IAR Eraser Concealer	Hazelnut	148	
756	1	N/A	041554074499	IAR Eraser Concealer	147.5	147.5	
757	1	N/A	041554074482	IAR Eraser Concealer	146.5	146.5	

Column: 14 - Row: 3 Lower Notch: 17 Fixture Type: HOOK BARS Fixture Description: 6HK IAR CNCLR HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000153 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043674 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000008952

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
758	1	N/A	041554546828	IAR Eraser Concealer	Tan	146	
759	1	N/A	041554546811	IAR Eraser Concealer	Caramel	144	
760	1	N/A	041554074475	IAR Eraser Concealer	141	141	
761	1	N/A	041554259278	IAR Eraser Concealer	Honey	40	
762	1	N/A	041554259261	IAR Eraser Concealer	Medium	30	
763	1	N/A	041554546798	IAR Eraser Concealer	Sand	122	

Column: 14 - Row: 4 Lower Notch: 10 Fixture Type: HOOK BARS Fixture Description: 6HK IAR CNCLR HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000153 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043674 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000008952

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
764	1	N/A	041554567502	IAR Eraser Concealer	LIGHT HONEY	121	
765	1	N/A	041554259254	IAR Eraser Concealer	Light	20	
766	1	N/A	041554567496	IAR Eraser Concealer	Warm Light	115	
767	1	N/A	041554259247	IAR Eraser Concealer	Fair	10	
768	1	N/A	041554546781	IAR Eraser Concealer	Ivory	100	
769	1	N/A	041554567489	IAR Eraser Concealer	Cool Ivory	95	

Column: 14 - Row: 5 Lower Notch: 40 Fixture Type: TRAYS Fixture Description: IAR ERASER FNDTN 1.2 **
TRAYS Fixture Re-Order Code: PL2000000385 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042093 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000044191 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
770	1	N/A	041554086621	IAR ERASER FOUNDATION	360	360	
771	1	N/A	041554086614	IAR ERASER FOUNDATION	355	355	
772	1	N/A	041554086607	IAR ERASER FOUNDATION	340	340	
773	1	N/A	041554086591	IAR ERASER FOUNDATION	330	330	
774	1	N/A	041554086584	IAR ERASER FOUNDATION	310	310	
775	1	N/A	041554220155	IAR ERASER FOUNDATION	300	300	
776	1	N/A	041554086676	IAR ERASER FOUNDATION	225	225	
777	1	N/A	041554086669	IAR ERASER FOUNDATION	210	210	

Column: 14 - Row: 6 Lower Notch: 34 Fixture Type: TRAYS Fixture Description: IAR ERASER FNDTN 2.2 **
TRAYS Fixture Re-Order Code: PL2000000385 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042093 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000044192 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
778	1	N/A	041554220100	IAR ERASER FOUNDATION	Creamy Natural	200	
779	1	N/A	041554220094	IAR ERASER FOUNDATION	Nude	190	
780	1	N/A	041554220087	IAR ERASER FOUNDATION	Classic Ivory	150	
781	1	N/A	041554220070	IAR ERASER FOUNDATION	Buff Beige	130	
782	1	N/A	041554220063	IAR ERASER FOUNDATION	Creamy Ivory	120	
783	1	N/A	041554086577	IAR ERASER FOUNDATION	118	118	
784	1	N/A	041554086560	IAR ERASER FOUNDATION	112	112	
785	1	N/A	041554086553	IAR ERASER FOUNDATION	110	110	

Row: 1

Row: 1

Row: 2

Row: 3

Row: 4

Row: 5

Row: 6

Row: 7

Row: 8

Row: 9

Row: 10

Row: 11

Lower Notch: 30

Lower Notch: 28

Lower Notch: 24

Lower Notch: 17

Lower Notch: 10

Lower Notch: 40

Lower Notch: 34

Lower Notch: 27

Lower Notch: 21

Lower Notch: 15

Lower Notch: 8

Lower Notch: 1

Column: 14 - Row: 7 Lower Notch: 27 Fixture Type: TRAYS Fixture Description: IAR GLOW 1.1 **
TRAYS Fixture Re-Order Code: PL2000000550 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042206 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000040308 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
786	1	N/A	041554069310	INSTANT PERFECTOR 4-IN-1 GLOW	DEEP	04	
787	1	N/A	041554069303	INSTANT PERFECTOR 4-IN-1 GLOW	MEDIUM/DEEP	03	
788	1	N/A	041554077209	INSTANT PERFECTOR 4-IN-1 GLOW	MEDIUM/DEEP W	2.5	
789	1	N/A	041554065596	INSTANT PERFECTOR 4-IN-1 GLOW	MEDIUM	02	
790	1	N/A	041554077193	INSTANT PERFECTOR 4-IN-1 GLOW	LIGHT/MEDIUM	1.5	
791	1	N/A	041554065589	INSTANT PERFECTOR 4-IN-1 GLOW	LIGHT	01	
792	1	N/A	041554077186	INSTANT PERFECTOR 4-IN-1 GLOW	FAIR/LIGHT COOL	0.5	
793	1	N/A	041554065572	INSTANT PERFECTOR 4-IN-1 GLOW	FAIR/LIGHT	00	

Column: 14 - Row: 8 Lower Notch: 21 Fixture Type: TRAYS Fixture Description: DRM BB CREAMS 1.2 (FRESH) D2L **
TRAYS Fixture Re-Order Code: PL2000000454 SS Graphic Re-Order Code: PM0000043908
Graphic Re-Order Code: PM0000042098 SS Holder Re-Order Code: PM0000035923
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043032 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
794	1	N/A	041554587050	DREAM FRESH BB	Deep	140	
795	1	N/A	041554282658	DREAM FRESH BB	Medium/Deep	130	
796	1	N/A	041554282641	DREAM FRESH BB	Medium	120	
797	1	N/A	041554282634	DREAM FRESH BB	Light Medium	110	
798	1	N/A	041554587043	DREAM FRESH BB	Light	100	

Column: 14 - Row: 9 Lower Notch: 15 Fixture Type: TRAYS Fixture Description: DRM BB CREAMS 2.2 (PURE) D2L **
TRAYS Fixture Re-Order Code: PL2000000454 SS Graphic Re-Order Code: PM0000043907
Graphic Re-Order Code: PM0000042098 SS Holder Re-Order Code: PM0000035923
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043033 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
799	1	N/A	041554587074	DREAM PURE BB	Deep	140	
800	1	N/A	041554349719	DREAM PURE BB	Medium/Deep	130	
801	1	N/A	041554349573	DREAM PURE BB	Medium	120	
802	1	N/A	041554349542	DREAM PURE BB	Light/Medium	110	
803	1	N/A	041554587067	DREAM PURE BB	Light	100	

Column: 14 - Row: 10 Lower Notch: 8 Fixture Type: TRAYS Fixture Description: DRM RADIANT FNDTN 1.2 D2L **
TRAYS Fixture Re-Order Code: PL2000000550 SS Graphic Re-Order Code: PM0000034477
Graphic Re-Order Code: PM0000042127 SS Holder Re-Order Code: PM0000034174
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042876 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
804	1	N/A	041554579222	DREAM RADIANT LIQUID FOUNDATION	JAVA	135	
805	1	N/A	041554579215	DREAM RADIANT LIQUID FOUNDATION	Cocoa	130	
806	1	N/A	041554579192	DREAM RADIANT LIQUID FOUNDATION	Coconut	125	
807	1	N/A	041554579178	DREAM RADIANT LIQUID FOUNDATION	Honey Beige	90	
808	1	N/A	041554579154	DREAM RADIANT LIQUID FOUNDATION	Natural Beige	75	
809	1	N/A	041554579147	DREAM RADIANT LIQUID FOUNDATION	Pure Beige	70	

Column: 14 - Row: 11 Lower Notch: 1 Fixture Type: TRAYS Fixture Description: DRM RADIANT FNDTN 2.2 D2L **
TRAYS Fixture Re-Order Code: PL2000000550 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042127 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042877 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
810	1	N/A	041554579130	DREAM RADIANT LIQUID FOUNDATION	Sandy Beige	60	
811	1	N/A	041554579123	DREAM RADIANT LIQUID FOUNDATION	Creamy Natural	50	
812	1	N/A	041554579109	DREAM RADIANT LIQUID FOUNDATION	Nude Beige	35	
813	1	N/A	041554579093	DREAM RADIANT LIQUID FOUNDATION	Ivory Beige	30	
814	1	N/A	041554579086	DREAM RADIANT LIQUID FOUNDATION	Classic Ivory	20	
815	1	N/A	041554579079	DREAM RADIANT LIQUID FOUNDATION	Porcelain Ivory	10	
816	1	N/A	041554579062	DREAM RADIANT LIQUID FOUNDATION	Fair Ivory	08	
817	1	N/A	041554579048	DREAM RADIANT LIQUID FOUNDATION	FAIR PORCELAIN	02	

Row: 1

Row: 1

Row: 2

Row: 3

Row: 4

Row: 5

Row: 6

Row: 7

Row: 8

Row: 9

Row: 10

Row: 11

Lower Notch: 30

Lower Notch: 28

Lower Notch: 24

Lower Notch: 17

Lower Notch: 10

Lower Notch: 40

Lower Notch: 34

Lower Notch: 27

Lower Notch: 21

Lower Notch: 15

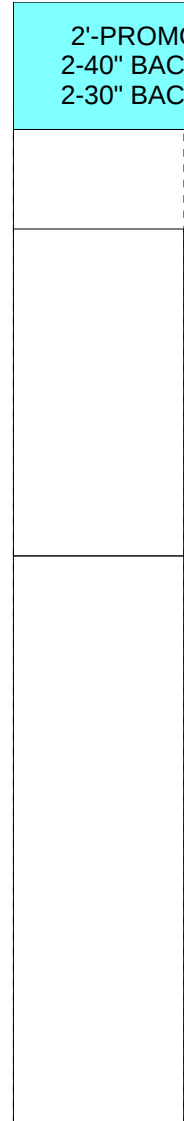
Lower Notch: 8

Lower Notch: 1

WAKEFERN 14' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024
MNYWAK1472ULH.IS24

Column: 15 -	Row: 1	Lower Notch: 25	Fixture Type: HEADER	Fixture Description: MNY LOGO HDR 2FT FLAT FRONT UNLIT **
HEADER Fixture Re-Order Code: PL2000000244		SS Graphic Re-Order Code:		
Graphic Re-Order Code: PM0000043894		SS Holder Re-Order Code:		
Carrier Tray Graphic Re-Order Code:		HEADER Fixture Rolled-Up Code:		
Shade Chart Re-Order Code:		UPC Blade Code:		

Row: 1



Lower Notch: 25

WAKEFERN 14' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024
MNYWAK1472ULH.IS24

Column: 15 -	Row: 1	Lower Notch: 25	Fixture Type: HEADER	Fixture Description: MNY LOGO HDR 2FT FLAT FRONT UNLIT **
HEADER Fixture Re-Order Code: PL2000000244		SS Graphic Re-Order Code:		
Graphic Re-Order Code: PM0000043894		SS Holder Re-Order Code:		
Carrier Tray Graphic Re-Order Code:		HEADER Fixture Rolled-Up Code:		
Shade Chart Re-Order Code:		UPC Blade Code:		

Row: 1

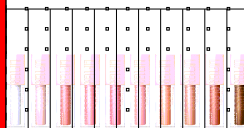
0 SPACE
K PANELS
K PANELS

Lower Notch: 25

Lower Notch: 13

Lower Notch: 7

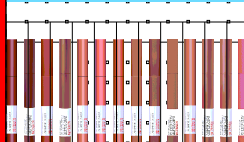
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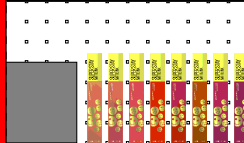
HYDRATING LIP GLOSS



**NEXT LEVEL
LONGWEAR COLOR**
LIP COLOR



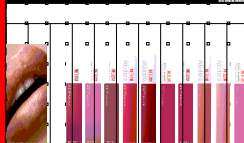
LONGWEAR MATTE CRAYON



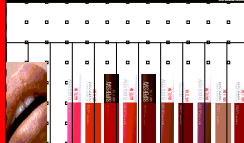
MOOD-MAKING MATTES



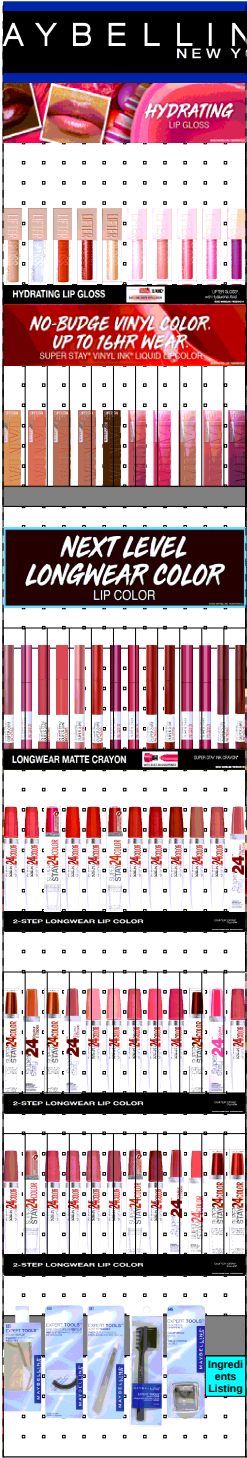
LONGWEAR MATTE LIQUID LIPCOLOR



LONGWEAR MATTE LIQUID LIPCOLOR



LONGWEAR MATTE LIQUID LIPCOLOR



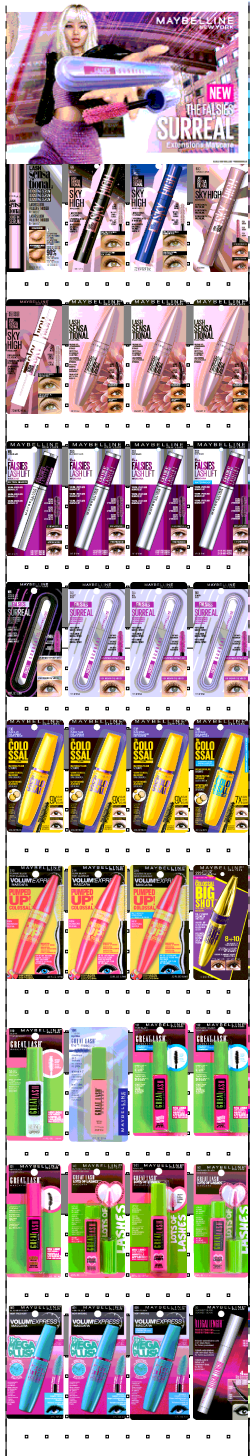




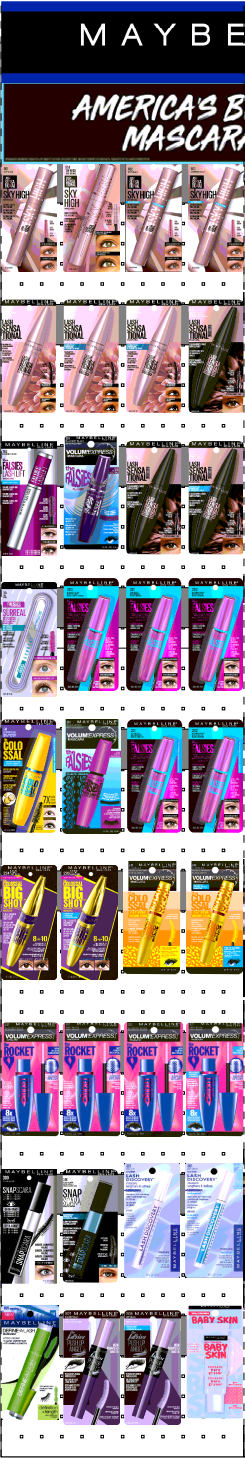




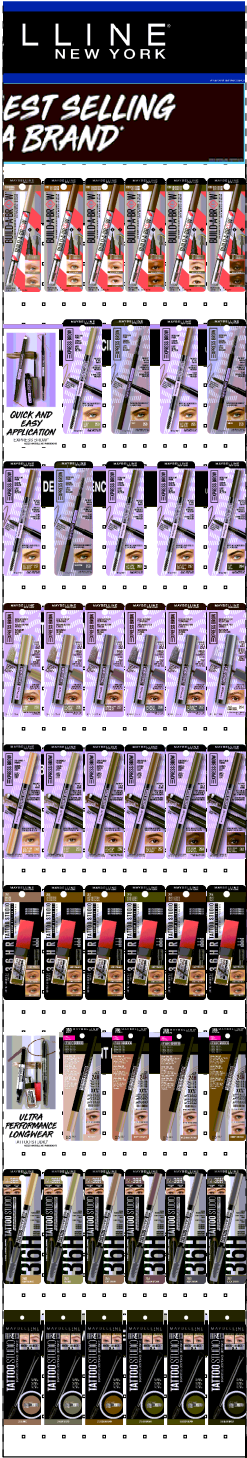
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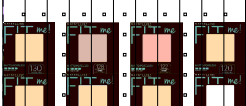
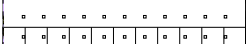
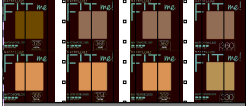
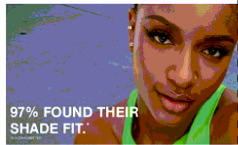


BACK PANELS 40+3
MERCHANDISE SPA



30=70"
CE=72"







M



BLURRING AND SMOOTHING PRIMER



MATTE PRIMER



MATTE BRONZER + CONTOUR POWDER



MATTE LIPSTICK



MATTE LIPSTICK



MATTE LIPSTICK



MATTE LIPSTICK

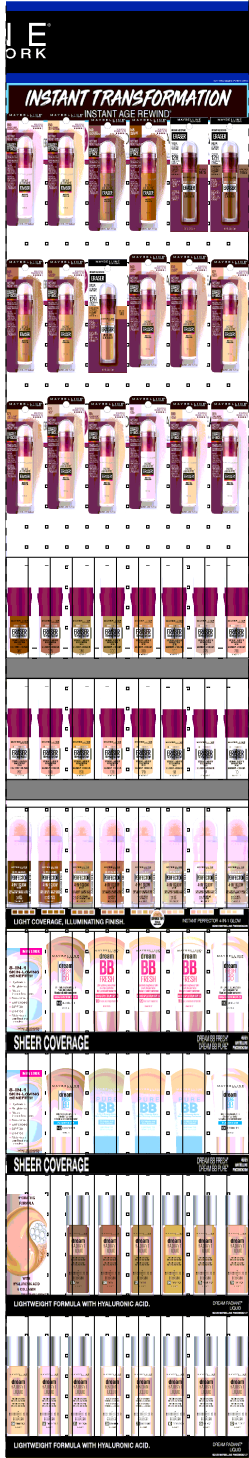


MATTE LIPSTICK



MATTE LIPSTICK





2'-PROMO
2-40" BAC
2-30" BAC

MAYBE
MAKE IT HAPPEN

