



WAKEFERN 18' X 60" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1860ULH.IS24

Column: 1 - Row: 2 Lower Notch: 18 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: 15 Fixture Type: SIGN Fixture Description: RENO LIFTER GLOSS PRODUCT NAV 3X24 UNLIT...
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: 17 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: 5 Fixture Type: SIGN Fixture Description: RENO SS VINYL INK PRODUCT NAV 3X24 UNLIT **
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: 7 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	GOY	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: 30 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	

Lower Notch: 22

Row: 2

Lower Notch: 18

Row: 3

Lower Notch: 15

Row: 4

Lower Notch: 17

Row: 5

Lower Notch: 5

Row: 6

Lower Notch: 7

Row: 7

Lower Notch: 30

Row: 8

Lower Notch: 25

Row: 9

Lower Notch: 16

Row: 10

Lower Notch: 8

Row: 11

Lower Notch: 1

Column: 1 - Row: 8 Lower Notch: 25 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: 9 Lower Notch: 16 Fixture Type: TRAYS Fixture Description: SS MATTE INK 1.3 **
TRAYS Fixture Re-Order Code: PL2000000421 SS Graphic Re-Order Code: PM0000042184
Graphic Re-Order Code: PM0000042179 SS Holder Re-Order Code: PM0000016521
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000038708 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
35	1	N/A	041554496895	SUPERSTAY MATTE INK	LOYALIST	5	
36	1	N/A	041554543681	SUPERSTAY MATTE INK	POET	60	
37	1	N/A	041554554519	SUPERSTAY MATTE INK	GLOBETROTTER	135	
38	1	N/A	041554589511	SUPERSTAY MATTE INK	HUSTLER	335	
39	1	N/A	041554589504	SUPERSTAY MATTE INK	INNOVATOR	330	
40	1	N/A	041554554526	SUPERSTAY MATTE INK	GROUND-BREAKER	117	
41	1	N/A	041554543711	SUPERSTAY MATTE INK	AMAZONIAN	70	
42	1	N/A	041554543650	SUPERSTAY MATTE INK	SEDUCTRESS	65	
43	1	N/A	041554554502	SUPERSTAY MATTE INK	SELF-STARTER	130	
44	1	N/A	041554577839	SUPERSTAY MATTE INK	RINGLEADER	175	

Column: 1 - Row: 10 Lower Notch: 8 Fixture Type: TRAYS Fixture Description: SS MATTE INK 2.3 **
TRAYS Fixture Re-Order Code: PL2000000421 SS Graphic Re-Order Code: PM0000042185
Graphic Re-Order Code: PM0000042179 SS Holder Re-Order Code: PM0000016521
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000038709 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
45	1	N/A	041554577860	SUPERSTAY MATTE INK	SAVANT	155	
46	1	N/A	041554577846	SUPERSTAY MATTE INK	REVOLUTIONARY	180	
47	1	N/A	041554577822	SUPERSTAY MATTE INK	MOVER	160	
48	1	N/A	041554543643	SUPERSTAY MATTE INK	RULER	80	
49	1	N/A	041554554472	SUPERSTAY MATTE INK	FOUNDER	115	
50	1	N/A	041554554489	SUPERSTAY MATTE INK	ARTIST	120	
51	1	N/A	041554577853	SUPERSTAY MATTE INK	PATHFINDER	150	
52	1	N/A	041554496918	SUPERSTAY MATTE INK	LOVER	15	
53	1	N/A	041554496901	SUPERSTAY MATTE INK	DREAMER	10	
54	1	N/A	041554554496	SUPERSTAY MATTE INK	INSPIRER	125	

Column: 1 - Row: 11 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: PM0000016521
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000038710 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
55	1	N/A	041554496949	SUPERSTAY MATTE INK	ROMANTIC	30	
56	1	N/A	041554554533	SUPERSTAY MATTE INK	DANCER	118	
57	1	N/A	041554589498	SUPERSTAY MATTE INK	SHOT CALLER	325	
58	1	N/A	041554496925	SUPERSTAY MATTE INK	PIONEER	20	
59	1	N/A	041554589528	SUPERSTAY MATTE INK	EXHILARATOR	340	
60	1	N/A	041554496987	SUPERSTAY MATTE INK	VOYAGER	50	
61	1	N/A	041554554540	SUPERSTAY MATTE INK	COMPOSER	112	
62	1	N/A	041554496963	SUPERSTAY MATTE INK	BELIEVER	40	
63	1	N/A	041554543704	SUPERSTAY MATTE INK	VISIONARY	95	
64	1	N/A	041554543636	SUPERSTAY MATTE INK	HUNTRESS	90	

Lower Notch: 22

Row: 2

Lower Notch: 18

Row: 3

Lower Notch: 15

Row: 4

Lower Notch: 17

Row: 5

Lower Notch: 5

Row: 6

Lower Notch: 7

Row: 7

Lower Notch: 30

Row: 8

Lower Notch: 25

Row: 9

Lower Notch: 16

Row: 10

Lower Notch: 8

Row: 11

Lower Notch: 1

WAKEFERN 18' X 60" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1860ULH.IS24

Column: 1 - Row: 2	Lower Notch: 18	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: 15	Fixture Type: SIGN	Fixture Description: RENO LIFTER GLOSS PRODUCT NAV 3X24 UNLIT...
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: 5	Fixture Type: SIGN	Fixture Description: RENO SS VINYL INK PRODUCT NAV 3X24 UNLIT **
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: 1	Lower Notch: 17	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
65	1	N/A	041554586992	LIFTER GLOSS	Brass	011	
66	1	N/A	041554587005	LIFTER GLOSS	Opal	012	
67	1	N/A	041554587029	LIFTER GLOSS	Heat	014	
68	1	N/A	041554070903	LIFTER GLOSS	RUST	16	
69	1	N/A	041554070941	LIFTER GLOSS	SUN	20	
70	1	N/A	041554085372	CANDY DROP	GUMMY BEAR	021	
71	1	N/A	041554085419	CANDY DROP	PEACH RING	022	
72	1	N/A	041554085396	CANDY DROP	SWEETHEART	023	
73	1	N/A	041554085402	CANDY DROP	BUBBLEGUM	024	
74	1	N/A	041554085389	CANDY DROP	TAFFY	025	

Column: 2 - Row: 2	Lower Notch: 7	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
75	1	N/A	041554080414	SUPER STAY VINYL INK	Charmed	100	
76	1	N/A	041554080407	SUPER STAY VINYL INK	Golden	105	
77	1	N/A	041554079319	SUPER STAY VINYL INK	Peppy	115	
78	1	N/A	041554079302	SUPER STAY VINYL INK	Punchy	120	
79	1	N/A	041554080445	SUPER STAY VINYL INK	Fearless	135	
80	1	N/A	041554087628	VINYL INK	ROGUE	145	
81	1	N/A	041554087604	VINYL INK	STRIKING	150	
82	1	N/A	041554087611	VINYL INK	UPBEAT	155	
83	1	N/A	041554087635	VINYL INK	SULTRY	160	
84	1	N/A	041554087642	VINYL INK	EDGY	165	

Column: 2 - Row: 3	Lower Notch: 30	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
85	1	N/A	041554558791	SUPERSTAY INK CRAYON	STAY EXCEPTIONAL	25	
86	1	N/A	041554064735	SUPERSTAY INK CRAYON	CHASE DREAMS	150	
87	1	N/A	041554581522	SUPERSTAY INK CRAYON	RUN THE WORLD	80	
88	1	N/A	041554581539	SUPERSTAY INK CRAYON	CHANGE IS GOOD	85	
89	1	N/A	041554558807	SUPERSTAY INK CRAYON	SEEK ADVENTURE	30	
90	1	N/A	041554558838	SUPERSTAY INK CRAYON	HUSTLE IN HEELS	45	
91	1	N/A	041554064711	SUPERSTAY INK CRAYON	MAKE MOVES	135	
92	1	N/A	041554064650	SUPERSTAY INK CRAYON	PAVE THE ROAD	130	
93	1	N/A	041554558845	SUPERSTAY INK CRAYON	OWN YOUR EMPIRE	50	
94	1	N/A	041554558852	SUPERSTAY INK CRAYON	MAKE IT HAPPEN	55	
95	1	N/A	041554064643	SUPERSTAY INK CRAYON	CHECK YOURSELF	125	
96	1	N/A	041554064698	SUPERSTAY INK CRAYON	BE BOLD, BE YOU	120	
97	1	N/A	041554558869	SUPERSTAY INK CRAYON	ACCEPT A DARE	60	
98	1	N/A	041554565973	SUPERSTAY INK CRAYON	SETTLE FOR MORE	65	

Row: 2

Row: 3

Row: 1

Row: 5

Row: 2

Row: 3

Row: 4

Row: 5

Row: 6

Row: 7

Lower Notch: 18

Lower Notch: 15

Lower Notch: 17

Lower Notch: 5

Lower Notch: 7

Lower Notch: 30

Lower Notch: 24

Lower Notch: 16

Lower Notch: 8

Lower Notch: 1

Column: 2 - Row: 4 Lower Notch: 24 Fixture Type: TRAYS Fixture Description: SS MATTE INK MOODMAKERS 1.1 **
TRAYS Fixture Re-Order Code: PL200000421 SS Graphic Re-Order Code: PM0000042795
Graphic Re-Order Code: PM0000042744 SS Holder Re-Order Code: PM000013468
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000044099 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
99	1	N/A	041554082852	MATTE INK MOOD MAKERS	MEDITATOR	430	
100	1	N/A	041554082869	MATTE INK MOOD MAKERS	DE-STRESSER	435	
101	1	N/A	041554082876	MATTE INK MOOD MAKERS	PLEASURE SEEKER	440	
102	1	N/A	041554082883	MATTE INK MOOD MAKERS	ENERGIZER	445	
103	1	N/A	041554082890	MATTE INK MOOD MAKERS	MOTIVATOR	450	
104	1	N/A	041554082906	MATTE INK MOOD MAKERS	HARMONIZER	455	
105	1	N/A	041554085426	MATTE INK MOOD MAKERS	OPTIMIST	460	
106	1	N/A	041554085433	MATTE INK MOOD MAKERS	REVIVER	465	

Column: 2 - Row: 5 Lower Notch: 16 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: 6 Lower Notch: 8 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	041554335927	SS 2 STEP 24 HR LIPCOLOR	Constant Toast	136	
121	1	N/A	041554064889	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	220	
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: 7 Lower Notch: 1 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	041554237955	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	

Row: 2

Row: 3

Row: 1

Row: 5

Row: 2

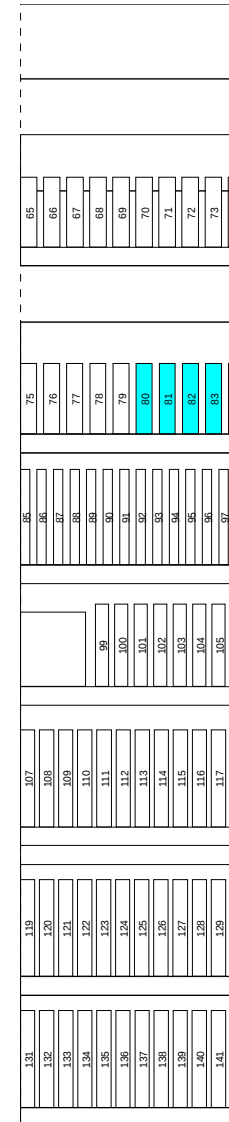
Row: 3

Row: 4

Row: 5

Row: 6

Row: 7



Lower Notch: 18

Lower Notch: 15

Lower Notch: 17

Lower Notch: 5

Lower Notch: 7

Lower Notch: 30

Lower Notch: 24

Lower Notch: 16

Lower Notch: 8

Lower Notch: 1

WAKEFERN 18' X 60" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1860ULH.IS24

Column: 1 - Row: 2 Lower Notch: 18 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: 1 Lower Notch: 18 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
143	1	N/A	041554408704	LIFTER PLUMP	BLUSH BLAZE	001	
144	1	N/A	041554408698	LIFTER PLUMP	MAUVE BITE	002	
145	1	N/A	041554408186	LIFTER PLUMP	PINK STING	003	
146	1	N/A	041554408728	LIFTER PLUMP	RED FLAG	004	
147	1	N/A	041554408711	LIFTER PLUMP	PEACH FEVER	005	
148	1	N/A	0415544081879	LIFTER PLUMP	HOT CHILI	006	
149	1	N/A	0415544081893	LIFTER PLUMP	COCOA ZING	007	
150	1	N/A	041554408681	LIFTER PLUMP	HOT HONEY	008	

Column: 3 - Row: 2 Lower Notch: 12 Fixture Type: TRAYS Fixture Description: CS LIP LINERS 1.1
TRAYS Fixture Re-Order Code: PM0000019869 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042084 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code: PM0000019869
Shade Chart Re-Order Code: PM0000044114 UPC Blade Code: PM0000021865

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
151	1	N/A	041554486032	COLOR SENSATIONAL MECHANICAL LINER	Clear	100	
152	1	N/A	041554549300	Color Sensational Shaping Lip Liner	BEIGE BABE	102	
153	1	N/A	041554549331	Color Sensational Shaping Lip Liner	Gone Grieve	104	
154	1	N/A	041554486049	COLOR SENSATIONAL MECHANICAL LINER	NUDE WHISPER	105	
155	1	N/A	041554486056	COLOR SENSATIONAL MECHANICAL LINER	PURELY NUDE	110	
156	1	N/A	041554486063	COLOR SENSATIONAL MECHANICAL LINER	TOTALLY TOFFEE	115	
157	1	N/A	041554549355	Color Sensational Shaping Lip Liner	RAW CHOCOLATE	118	
158	1	N/A	041554486070	COLOR SENSATIONAL MECHANICAL LINER	Rich Chocolate	120	
159	1	N/A	041554486087	COLOR SENSATIONAL MECHANICAL LINER	MAGNETIC MAUVE	125	
160	1	N/A	041554486094	COLOR SENSATIONAL MECHANICAL LINER	DUSTY ROSE	130	
161	1	N/A	041554549287	Color Sensational Shaping Lip Liner	ALMOND ROSE	132	
162	1	N/A	041554549348	Color Sensational Shaping Lip Liner	Pink Wink	134	
163	1	N/A	041554486100	COLOR SENSATIONAL MECHANICAL LINER	PALEST PINK	135	
164	1	N/A	041554486117	COLOR SENSATIONAL MECHANICAL LINER	PINK CORAL	140	
165	1	N/A	041554486124	COLOR SENSATIONAL MECHANICAL LINER	Very Cherry	145	
166	1	N/A	041554486131	COLOR SENSATIONAL MECHANICAL LINER	BRICK RED	150	
167	1	N/A	041554486148	COLOR SENSATIONAL MECHANICAL LINER	WILD VIOLETS	155	
168	1	N/A	041554549324	Color Sensational Shaping Lip Liner	Divine Wine	153	
169	1	N/A	041554492859	COLOR SENSATIONAL MECHANICAL LINER	RICH WINE	160	
170	1	N/A	041554492866	COLOR SENSATIONAL MECHANICAL LINER	PLUM PASSION	165	

Column: 3 - Row: 3 Lower Notch: 6 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
171	1	N/A	041554582314	Color Sensational Ultimatte	More Berry	099	
172	1	N/A	041554070682	Color Sensational Ultimatte Neutrals	MORE CEDAR	188	
173	1	N/A	041554582222	Color Sensational Ultimatte	More Ruby	199	
174	1	N/A	041554582239	Color Sensational Ultimatte	More Scarlet	299	
175	1	N/A	041554070705	Color Sensational Ultimatte Neutrals	MORE MOCHA	388	
176	1	N/A	041554070712	Color Sensational Ultimatte Neutrals	MORE STONE	488	
177	1	N/A	041554582277	Color Sensational Ultimatte	More Blush	499	
178	1	N/A	041554070729	Color Sensational Ultimatte Neutrals	MORE BLONDE	588	
179	1	N/A	041554582260	Color Sensational Ultimatte	More Mauve	599	
180	1	N/A	041554070736	Color Sensational Ultimatte Neutrals	MORE SEPIA	688	
181	1	N/A	041554582284	Color Sensational Ultimatte	More Buff	699	
182	1	N/A	041554582307	Color Sensational Ultimatte	More Taupe	799	
183	1	N/A	041554582253	Color Sensational Ultimatte	More Rust	899	
184	1	N/A	041554582246	Color Sensational Ultimatte	More Truffle	999	

Column: 3 - Row: 4 Lower Notch: 29 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:

Row: 2

Lower Notch: 18

Row: 1

Lower Notch: 18

Row: 2

Lower Notch: 12

Row: 3

Lower Notch: 6

Row: 4

Lower Notch: 29

Row: 5

Lower Notch: 23

Row: 6

Lower Notch: 17

Row: 7

Lower Notch: 11

Row: 8

Lower Notch: 5

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
185	1	N/A	041554564815	CS MADE FOR ALL	MAUVE FOR ME	373	
186	1	N/A	041554566772	CS MADE FOR ALL	PINK FOR ME	376	
187	1	N/A	041554564860	CS MADE FOR ALL	FUCHSIA FOR ME	379	
188	1	N/A	041554564853	CS MADE FOR ALL	RUBY FOR ME	385	
189	1	N/A	041554564846	CS MADE FOR ALL	RED FOR ME	382	
190	1	N/A	041554453645	COLOR SEN THE MATTES	Nude Nuance	657	
191	1	N/A	041554429893	COLOR SEN THE MATTES	Touch of Spice	660	
192	1	N/A	041554429909	COLOR SEN THE MATTES	Lust for Blush	665	
193	1	N/A	041554429961	COLOR SEN THE MATTES	Divine Wine	695	
194	1	N/A	041554488777	COLOR SENSATIONAL LOADED BOLD	Pitch Black	845	

Column: 3 - Row: 5 Lower Notch: 23 Fixture Type: TRAYS Fixture Description: CS CREAMS 1.3 RENO **
TRAYS Fixture Re-Order Code: PL2000000446 SS Graphic Re-Order Code: PM0000033908
Graphic Re-Order Code: PM0000033907,PM0000042123 SS Holder Re-Order Code: PM0000027630
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000034845,PM0000034848 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
195	1	N/A	041554578348	COLOR SEN LIPSTICK	COPPER CHARGE	166	
196	1	N/A	041554578317	COLOR SEN LIPSTICK	ALMOND HUSTLE	133	
197	1	N/A	041554264630	COLOR SEN LIPSTICK	Rum Riche	280	
198	1	N/A	041554138645	COLOR SEN LIPSTICK	Crazy For Coffee	275	
199	1	N/A	041554413236	COLOR SEN BUFS	TOUCHABLE TAUPE	940	
200	1	N/A	041554578300	COLOR SEN LIPSTICK	DOUBLE SHOT	111	
201	1	N/A	041554408546	COLOR SEN BUFS	NUDE LUST	920	
202	1	N/A	041554198560	COLOR SEN LIPSTICK	Nearly There	205	
203	1	N/A	041554198591	COLOR SEN LIPSTICK	Warm Me Up	235	
204	1	N/A	041554198232	COLOR SEN LIPSTICK	Born With It	15	

Column: 3 - Row: 6 Lower Notch: 17 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
205	1	N/A	041554198225	COLOR SEN LIPSTICK	Pink Sand	005	
206	1	N/A	041554578249	COLOR SEN LIPSTICK	FLUSH PUNCH	222	
207	1	N/A	041554578287	COLOR SEN LIPSTICK	PINK FLARE	255	
208	1	N/A	041554470994	COLOR SEN LIPSTICK	Romantic Rose	450	
209	1	N/A	041554198300	COLOR SEN LIPSTICK	Pink Wink	105	
210	1	N/A	041554578232	COLOR SEN LIPSTICK	PINK SCORE	244	
211	1	N/A	041554578294	COLOR SEN LIPSTICK	PINK POSE	233	
212	1	N/A	041554248913	COLOR SEN LIPSTICK	Pink & Proper	20	
213	1	N/A	041554578362	COLOR SEN LIPSTICK	CORAL RISE	344	
214	1	N/A	041554578409	COLOR SEN LIPSTICK	HOT CHASE	333	

Column: 3 - Row: 7 Lower Notch: 11 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
215	1	N/A	041554294996	COLOR SEN LIP VIVIDS	ON FIRE RED	895	
216	1	N/A	041554248906	COLOR SEN LIPSTICK	Red Revolution	630	
217	1	N/A	041554198553	COLOR SEN LIPSTICK	Red Revival	645	
218	1	N/A	041554578386	COLOR SEN LIPSTICK	CRIMSON RACE	311	
219	1	N/A	041554198423	COLOR SEN LIPSTICK	On The Mauve	445	
220	1	N/A	041554198409	COLOR SEN LIPSTICK	Plum Paradise	425	
221	1	N/A	041554283426	COLOR SEN LIPSTICK	Blissful Berry	410	
222	1	N/A	041554198416	COLOR SEN LIPSTICK	Plum Perfect	435	
223	1	N/A	041554578416	COLOR SEN LIPSTICK	PLUM RULE	411	
224	1	N/A	041554578423	COLOR SEN LIPSTICK	BERRY GO	400	

Column: 3 - Row: 8 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
225	1	N/A	041554483123	BABY LIPS	MY PINK	01	
226	1	N/A	041554424591	BABY LIPS CRYSTAL	Pink Quartz	140	
227	1	N/A	041554404937	BABY LIPS DR RESCUE	Coral Crave	55	
228	1	N/A	041554264548	BABY LIPS	CHERRY ME	15	
229	1	N/A	041554264562	BABY LIPS	PINK PUNCH	25	
230	1	N/A	041554586404	Baby Lips Quenched	Quenched	005	

Row: 2

Lower Notch: 18

Row: 1

Lower Notch: 18

Row: 2

Lower Notch: 12

Row: 3

Lower Notch: 6

Row: 4

Lower Notch: 29

Row: 5

Lower Notch: 23

Row: 6

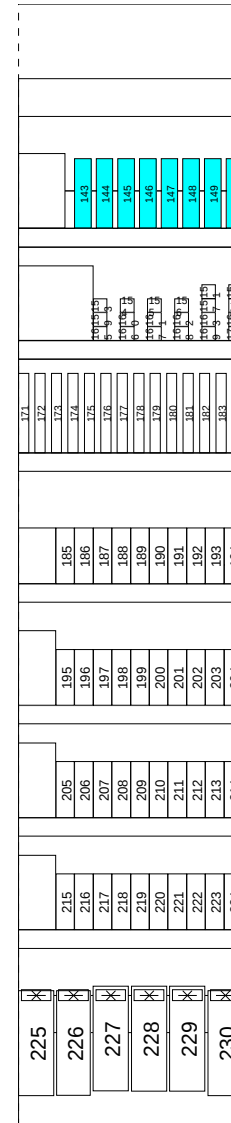
Lower Notch: 17

Row: 7

Lower Notch: 11

Row: 8

Lower Notch: 5



WAKEFERN 18' X 60" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1860ULH.IS24

Column: 4 - Row: 1 Lower Notch: 16 Fixture Type: HEADER LIT Fixture Description: RENO CATEGORY-SHADOW NAV HDR 6X12 LIT **
HEADER LIT Fixture Re-Order Code: PM0000029073 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000044005 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: 16 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
231	1	N/A	041554084115	EYE STIX	I AM SHINING	10	
232	1	N/A	041554084122	EYE STIX	I AM CONFIDENT	15	
233	1	N/A	041554084139	EYE STIX	I AM INSPIRED	20	
234	1	N/A	041554084146	EYE STIX	I AM DETERMINED	25	
235	1	N/A	041554084153	EYE STIX	I AM COURAGEOUS	30	
236	1	N/A	041554084160	EYE STIX	I AM POWERFUL	35	
237	1	N/A	041554084177	EYE STIX	I AM FIERCE	40	
238	1	N/A	041554084184	EYE STIX	I AM GIVING	45	
239	1	N/A	041554084191	EYE STIX	I AM UNIQUE	50	
240	1	N/A	041554084207	EYE STIX	I AM FEARLESS	55	
241	1	N/A	041554088137	EYE STIX	I AM UNEXPECTED	60	
242	1	N/A	041554088151	EYE STIX	I AM EXTRAVAGANT	70	
243	1	N/A	041554088199	EYE STIX	I AM RARE	90	
244	1	N/A	041554088205	EYE STIX	I AM UNCONVENTIONAL	95	
245	1	N/A	041554088212	EYE STIX	I AM REBELLIOUS	100	
246	1	N/A	041554088229	EYE STIX	I AM UNMATCHED	105	

Column: 4 - Row: 3 Lower Notch: 10 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
247	1	N/A	041554075823	SHADOW BLOCKS	82ND & PARK AVE	10	
248	1	N/A	041554075830	SHADOW BLOCKS	WEST 4TH & PERRY ST	20	
249	1	N/A	041554075816	SHADOW BLOCKS	NORTH 3RD & BEDFORD AVE	30	
250	1	N/A	041554075854	SHADOW BLOCKS	BROADWAY & PRINCE ST	40	
251	1	N/A	041554075847	SHADOW BLOCKS	26TH & MADISON AVE	50	

Column: 4 - Row: 4 Lower Notch: 26 Fixture Type: TRAYS Fixture Description: EW MONOS 1.1 (3TIER) **
TRAYS Fixture Re-Order Code: PL2000000441 SS Graphic Re-Order Code: PM0000044257,PM0000044519
Graphic Re-Order Code: PM0000042121 SS Holder Re-Order Code: PM0000027726,PM1000021005
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043764,PM0000043765,PM0000043766 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
252	1	N/A	041554492644	Expertwear Monos	Vanilla	100S	
253	1	N/A	041554490749	Expertwear Monos	Soft Pearl	105S	
254	1	N/A	041554490763	Expertwear Monos	Seashell	30S	
255	1	N/A	041554490770	Expertwear Monos	Nude Glow	40S	
256	1	N/A	041554490756	Expertwear Monos	Linen	20S	
257	1	N/A	041554490794	Expertwear Monos	The Glo Down	60S	
258	1	N/A	041554492682	Expertwear Monos	Made for Mocha	140S	
259	1	N/A	041554490800	Expertwear Monos	Cool Cocoa	70S	
260	1	N/A	041554490824	Expertwear Monos	Forest Green	80S	
261	1	N/A	041554492651	Expertwear Monos	Night Sky	110S	
262	1	N/A	041554552201	Expertwear Monos	DUSTY ROSE	200S	
263	1	N/A	041554492712	Expertwear Monos	Humdrum Plum	170S	
264	1	N/A	041554490787	Expertwear Monos	Tastefully Taupe	50S	
265	1	N/A	041554552232	Expertwear Monos	Sterling Greige	230S	

Column: 4 - Row: 5 Lower Notch: 17 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
266	1	N/A	041554567953	COLOR TATTOO POTS	V.I.P	10	
267	1	N/A	041554567885	COLOR TATTOO POTS	FRONT RUNNER	15	
268	1	N/A	041554567892	COLOR TATTOO POTS	SOCIALITE	20	
269	1	N/A	041554567922	COLOR TATTOO POTS	URBANITE	25	
270	1	N/A	041554567908	COLOR TATTOO POTS	HIGH ROLLER	30	
271	1	N/A	041554567915	COLOR TATTOO POTS	CHILL GIRL	35	

Row: 1

Lower Notch: 16

Row: 2

Lower Notch: 16

Row: 3

Lower Notch: 10

Row: 4

Lower Notch: 26

Row: 5

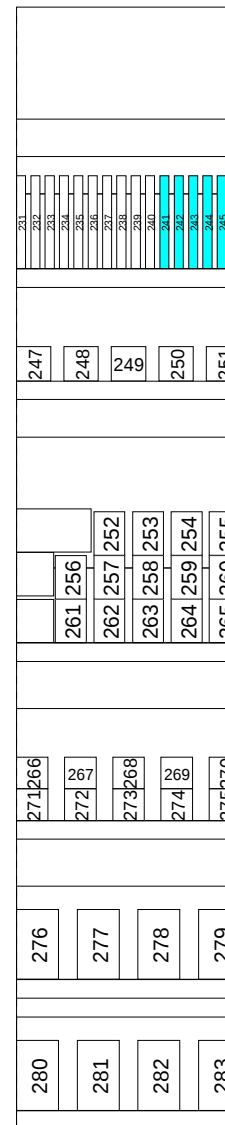
Lower Notch: 17

Row: 6

Lower Notch: 8

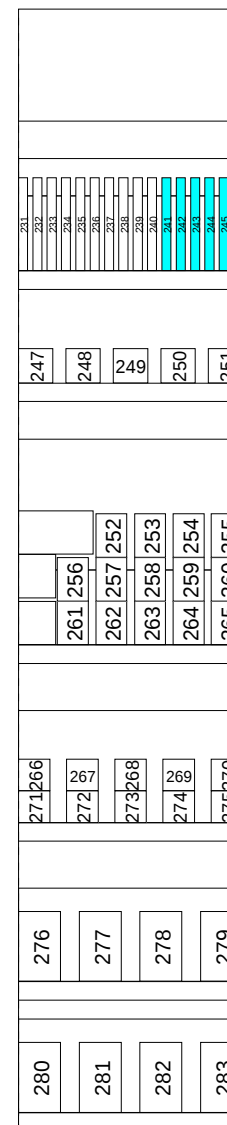
Row: 7

Lower Notch: 1



Shade Chart Re-Order Code: PM000043763				UPC Blade Code:			
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
280	1	N/A	041554552485	CITY MINI PALETTES	Brooklyn Nudes	500	
281	1	N/A	041554552492	CITY MINI PALETTES	Blushed Avenue	510	
282	1	N/A	041554552508	CITY MINI PALETTES	Skyscape District	520	
283	1	N/A	041554563306	CITY MINI PALETTES	Diamond District	540	

Lower Notch: 1



WAKEFERN 18' X 60" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1860ULH.IS24

Column: 5 - Row: 2 Lower Notch: 14 Fixture Type: HEADER LIT Fixture Description: RENO MSTR PREC ALL DAY HDR (BTY+PRODU...
HEADER LIT Fixture Re-Order Code: PM0000027628 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000044245 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: 18 Fixture Type: HOOK BARS Fixture Description: 5HK HYPER EASY MECH PEN (DEMO) HKBR UN...
HOOK BARS Fixture Re-Order Code: PL2000000145 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042168 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
284	1	N/A	041554578607	HYPER EASY LIQUID LINER	Pitch Black	800	
285	1	N/A	041554076431	HYPER EASY LINER	Pitch Brown	810	
286	1	N/A	041554586473	MASTER PRECISE ALL DAY MATTE	MATTE BLACK	310	
287	1	N/A	041554568226	MASTER PREC ALL DAY	Black	110	

Column: 5 - Row: 3 Lower Notch: 11 Fixture Type: HOOK BARS Fixture Description: 5HK 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
288	1	N/A	041554080810	TATTOO STUDIO BRUSH TIP INK PEN LINER	Jet Black	880	
289	1	N/A	041554081084	INK PEN LINER	MATTE BLACK	881	
290	1	N/A	041554081091	INK PEN LINER	BROWN	882	
291	1	N/A	041554549416	TATTOO STUDIO DIP IN LIQUID LINER	Black	001	

Column: 5 - Row: 4 Lower Notch: 4 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
292	1	N/A	041554563337	TATTOO STUDIO GEL PENCIL LINER	DEEP ONYX	900	
293	1	N/A	041554563337	TATTOO STUDIO GEL PENCIL LINER	DEEP ONYX	900	
294	1	N/A	041554563344	TATTOO STUDIO GEL PENCIL LINER	INTENSE CHARCOAL	901	
295	1	N/A	041554563351	TATTOO STUDIO GEL PENCIL LINER	BOLD BROWN	910	
296	1	N/A	041554563351	TATTOO STUDIO GEL PENCIL LINER	BOLD BROWN	910	
297	1	N/A	041554568172	TATTOO STUDIO GEL PENCIL LINER	SMOOTH WALNUT	911	

Column: 5 - Row: 5 Lower Notch: 22 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: PM0000013510 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043993 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
298	1	N/A	041554419184	THE PALETTES	The Nudes	02	
299	1	N/A	041554434866	THE PALETTES	The Blushed Nudes	06	
300	1	N/A	041554490848	24KT NUDES PALETTE	24KT NUDES PALETTE	120	

Column: 5 - Row: 6 Lower Notch: 15 Fixture Type: TRAYS Fixture Description: EW QUADS 1.3 **
TRAYS Fixture Re-Order Code: PL2000000023 SS Graphic Re-Order Code: PM0000043899
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042805 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
301	1	N/A	041554409093	EXPERT WEAR QUADS	Natural Smokes	2Q	
302	1	N/A	041554409161	EXPERT WEAR QUADS	Chai Latte	22Q	
303	1	N/A	041554409123	EXPERT WEAR QUADS	Sunlit Bronze	50Q	

Column: 5 - Row: 7 Lower Notch: 8 Fixture Type: TRAYS Fixture Description: EW QUADS 2.9/8/7/6 **
TRAYS Fixture Re-Order Code: PL2000000023 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042808 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
304	1	N/A	041554409116	EXPERT WEAR QUADS	Mocha Motion	10Q	
305	1	N/A	041554409130	EXPERT WEAR QUADS	Designer Chocolates	40Q	
306	1	N/A	041554409192	EXPERT WEAR QUADS	Lavender Smokes	8Q	
307	1	N/A	041554409147	EXPERT WEAR QUADS	Charcoal Smokes	4Q	

Row: 2

Lower Notch: 14

Row: 2

Lower Notch: 18

Row: 3

Lower Notch: 11

Row: 4

Lower Notch: 4

Row: 5

Lower Notch: 22

Row: 6

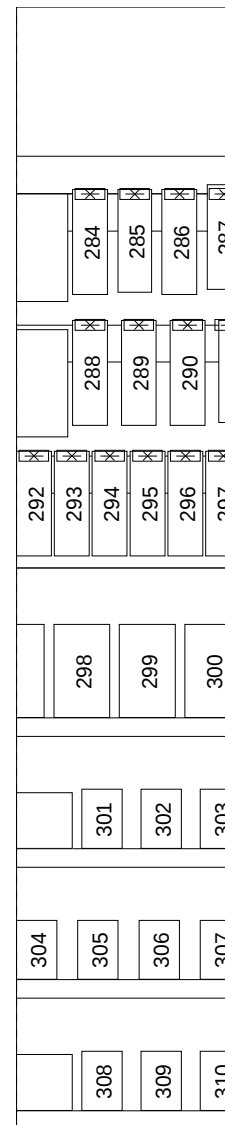
Lower Notch: 15

Row: 7

Lower Notch: 8

Row: 8

Lower Notch: 1



Column: 5 -	Row: 8	Lower Notch: 1	Fixture Type: TRAYS	Fixture Description: EW QUADS 3.3 **			
TRAYS Fixture Re-Order Code: PL2000000023			SS Graphic Re-Order Code: PM0000043900				
Graphic Re-Order Code:			SS Holder Re-Order Code:				
Carrier Tray Graphic Re-Order Code:			TRAYS Fixture Rolled-Up Code:				
Shade Chart Re-Order Code: PM0000042809			UPC Blade Code:				
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
308	1	N/A	041554409239	EXPERT WEAR QUADS	Emerald Smokes	48Q	
309	1	N/A	041554409260	EXPERT WEAR QUADS	Autumn Coppers	44Q	
310	1	N/A	041554409178	EXPERT WEAR QUADS	Velvet Crush	20Q	

Row: 2		Lower Notch: 14
Row: 2	284 285 286 287	Lower Notch: 18
Row: 3	288 289 290 291	Lower Notch: 11
Row: 4	292 293 294 295 296 297	Lower Notch: 4
Row: 5	298 299 300	Lower Notch: 22
Row: 6	301 302 303	Lower Notch: 15
Row: 7	304 305 306 307	Lower Notch: 8
Row: 8	308 309 310	Lower Notch: 1

WAKEFERN 18' X 60" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1860ULH.IS24

Column: 5 - Row: 2 Lower Notch: 14 Fixture Type: HEADER LIT Fixture Description: RENO MSTR PREC ALL DAY HDR (BTY+PRODU...
HEADER LIT Fixture Re-Order Code: PM0000027628 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000044245 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER LIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 6 - Row: 1 Lower Notch: 18 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
311	1	N/A	041554549454	MASTER PREC ALL DAY	FOREST BROWN	111	
312	1	N/A	041554087574	MASTER PRECISE ALL DAY	EMERALD	112	
313	1	N/A	041554087581	MASTER PRECISE ALL DAY	COBALT	113	
314	1	N/A	041554588910	TATTOO STUDIO SMOKEY GEL PENCIL LINER	SMOKEY BLACK	10	
315	1	N/A	041554588934	TATTOO STUDIO SMOKEY GEL PENCIL LINER	SMOKEY GREY	20	
316	1	N/A	041554588927	TATTOO STUDIO SMOKEY GEL PENCIL LINER	SMOKEY BROWN	40	

Column: 6 - Row: 2 Lower Notch: 11 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
317	1	N/A	041554578799	TATTOO STUDIO DIP IN LIQUID LINER	DARK HENNA BROWN	002	
318	1	N/A	041554077414	TATTOO STUDIO GEL PENCIL LINER	Ultra Pink	802	
319	1	N/A	041554077445	TATTOO STUDIO GEL PENCIL LINER	Lime Smash	805	
320	1	N/A	041554077452	TATTOO STUDIO GEL PENCIL LINER	Arctic Skies	806	
321	1	N/A	041554078947	TATTOO STUDIO GEL PENCIL LINER	Rose Gold	980	
322	1	N/A	041554078954	TATTOO STUDIO GEL PENCIL LINER	Bronze Spark	981	

Column: 6 - Row: 3 Lower Notch: 4 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
323	1	N/A	041554563863	TATTOO STUDIO GEL PENCIL LINER	STRIKING NAVY	920	
324	1	N/A	041554563870	TATTOO STUDIO GEL PENCIL LINER	DEEP TEAL	921	
325	1	N/A	041554563887	TATTOO STUDIO GEL PENCIL LINER	RICH AMETHYST	940	
326	1	N/A	041554563900	TATTOO STUDIO GEL PENCIL LINER	POLISHED WHITE	970	
327	1	N/A	041554078961	TATTOO STUDIO GEL PENCIL LINER	Emerald Lights	982	
328	1	N/A	041554078978	TATTOO STUDIO GEL PENCIL LINER	Midnight Black	983	

Column: 6 - Row: 4 Lower Notch: 26 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
329	1	N/A	041554513493	UNSTOPPABLE EYELINER - CARDED	Onyx	10	
330	1	N/A	041554513523	UNSTOPPABLE EYELINER - CARDED	Cinnabar	20	
331	1	N/A	041554513530	UNSTOPPABLE EYELINER - CARDED	Pewter	30	
332	1	N/A	041554513547	UNSTOPPABLE EYELINER - CARDED	Sapphire	40	
333	1	N/A	041554513561	UNSTOPPABLE EYELINER - CARDED	Espresso	60	
334	1	N/A	041554552560	LASTING DRAMA MATTES	JET BLACK	860	

Column: 6 - Row: 5 Lower Notch: 19 Fixture Type: HOOK BARS Fixture Description: 6HK LD MATTE LNR (DEMO) HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000147 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042139 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
335	1	N/A	041554460834	MASTER PRECISE SKINNY	Defining Black	210	
336	1	N/A	041554460841	MASTER PRECISE SKINNY	Sharp Brown	220	
337	1	N/A	041554541915	MASTER PRECISE INK LINER	BLACK COMET	510	
338	1	N/A	041554220186	EYE STUDIO GEL LINER	Blackest Black	50	
339	1	N/A	041554220193	EYE STUDIO GEL LINER	Brown	52	

Row: 2

Lower Notch: 14

Row: 1

Lower Notch: 18

Row: 2

Lower Notch: 11

Row: 3

Lower Notch: 4

Row: 4

Lower Notch: 26

Row: 5

Lower Notch: 19

Row: 6

Lower Notch: 12

Row: 7

Lower Notch: 5

Column: 6 - Row: 6 Lower Notch: 12 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
340	1	N/A	041554572476	LINE EXPRESS	Ebony Black	01	
341	1	N/A	041554572483	LINE EXPRESS	Soft Black	02	
342	1	N/A	041554572490	LINE EXPRESS	Brownish Black	03	
343	1	N/A	041554533156	LINEWORKS ULTRA LINER WATERPROOF	Black	1	
344	1	N/A	041554533163	LINEWORKS ULTRA LINER WATERPROOF	DARK BROWN	2	
345	1	N/A	041554209440	LINE STILETTO LIQUID LINER	Blackest Black	1	

Column: 6 - Row: 7 Lower Notch: 5 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
346	1	N/A	041554530179	EXPERT EYES TWIN BROW & EYE PENCILS	Velvet Black	01	
347	1	N/A	041554530254	EXPERT EYES TWIN BROW & EYE PENCILS	DARK BROWN	02	
348	1	N/A	041554530667	EXPERT EYES TWIN BROW & EYE PENCILS	Medium Brown	03	
349	1	N/A	041554507379	EXPERT EYES TWIN BROW & EYE PENCILS	Blonde	7	
350	1	N/A	041554009071	DEFINE A LINE	Ebony Black	1	
351	1	N/A	041554009095	DEFINE A LINE	Brownish Black	3	

Row: 2

Lower Notch: 14

Row: 1

Lower Notch: 18

Row: 2

Lower Notch: 11

Row: 3

Lower Notch: 4

Row: 4

Lower Notch: 26

Row: 5

Lower Notch: 19

Row: 6

Lower Notch: 12

Row: 7

Lower Notch: 5

311	312	313	314	315	316
317	318	319	320	321	322
323	324	325	326	327	328
329	330	331	332	333	334
335	336	337	338	339	
340	341	342	343	344	345
346	347	348	349	350	351

WAKEFERN 18' X 60" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1860ULH.IS24

Column: 7 - Row: 2 Lower Notch: 14 Fixture Type: HEADER LIT Fixture Description: RENO FALSIES SURREAL HDR (BTY+PRODUCT)...
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: 3 Lower Notch: 18 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
352	1	N/A	041554554076	LASH SENSATIONAL SERUM	LASH SENSATIONAL SERUM	250	
353	1	N/A	041554081336	LASH SENSATIONAL SKY HIGH TINTED PRIMER	Soft Black	810	
354	1	N/A	041554071863	LASH SENSATIONAL SKY HIGH	COSMIC BLACK	799	

Column: 7 - Row: 4 Lower Notch: 11 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
355	1	N/A	041554590364	FALSIES LASH LIFT	ULTRA BLACK INTENSIFIER	195	
356	1	N/A	041554578478	FALSIES LASH LIFT	Blackest Black	200	
357	1	N/A	041554578485	FALSIES LASH LIFT	Very Black	201	

Column: 7 - Row: 5 Lower Notch: 4 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
358	1	N/A	041554087550	SURREAL EXTENSION	META BLACK	165	
359	1	N/A	041554081152	SURREAL EXTENSION	BLACKEST BLACK WSH	170	
360	1	N/A	041554081145	SURREAL EXTENSION	VERY BLACK WSH	175	

Column: 7 - Row: 6 Lower Notch: 26 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
361	1	N/A	041554522556	TOTAL TEMPTATION	BLACKEST BLACK	601	
362	1	N/A	041554522563	TOTAL TEMPTATION	VERY BLACK	602	
363	1	N/A	041554522679	TOTAL TEMPTATION	Very Black (WTP)	604	

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

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
364	1	N/A	041554670745	GREAT LASH MASCARA	Blackest Black	00	
365	1	N/A	041554532722	GREAT LASH MASCARA	Very Black	1	
366	1	N/A	041554532807	GREAT LASH MASCARA	Brownish Black	2	

Column: 7 - Row: 8 Lower Notch: 12 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
367	1	N/A	041554209310	GREAT LASH BIG	Blackest Black	00	
368	1	N/A	041554209310	GREAT LASH BIG	Blackest Black	00	
369	1	N/A	041554209327	GREAT LASH BIG	Very Black	01	

Column: 7 - Row: 9 Lower Notch: 5 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
370	1	N/A	041554539912	SNPSACARA	Pitch Black	300	
371	1	N/A	041554539912	SNPSACARA	Pitch Black	300	

Row: 2

Lower Notch: 14

Row: 3

Lower Notch: 18

Row: 4

Lower Notch: 11

Row: 5

Lower Notch: 4

Row: 6

Lower Notch: 26

Row: 7

Lower Notch: 19

Row: 8

Lower Notch: 12

Row: 9

Lower Notch: 5

372	1	N/A	041554578539	SNPSACARA	PITCH BLACK (WTP)	340	
373	1	N/A	041554459890	FALSIES PUSH UP DRAMA ANGEL	Blackest Black	00	

Row: 2						Lower Notch: 14
Row: 3		352	353	354		Lower Notch: 18
Row: 4		355	356	357		Lower Notch: 11
Row: 5		358	359	360		Lower Notch: 4
Row: 6		361	362	363		Lower Notch: 26
Row: 7		364	365	366		Lower Notch: 19
Row: 8		367	368	369		Lower Notch: 12
Row: 9	370	371	372	373		Lower Notch: 5

WAKEFERN 18' X 60" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1860ULH.IS24

Column: 7 - Row: 2 Lower Notch: 14 Fixture Type: HEADER LIT Fixture Description: RENO FALSIES SURREAL HDR (BTY+PRODUCT)...

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: 8 - Row: 2 Lower Notch: 18 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
374	1	N/A	041554089950	SKY HIGH WSH MASCARA	BLUE MIST	797	
375	1	N/A	041554590517	LASH SENSATIONAL SKY HIGH	BLACKEST BLACK	800	
376	1	N/A	041554590517	LASH SENSATIONAL SKY HIGH	BLACKEST BLACK	800	
377	1	N/A	041554590500	LASH SENSATIONAL SKY HIGH	VERY BLACK	801	

Column: 8 - Row: 3 Lower Notch: 11 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
378	1	N/A	041554578492	FALSIES LASH LIFT	VERY BLACK (WTP)	202	
379	1	N/A	041554578508	FALSIES LASH LIFT	BROWNISH BLACK (WTP)	203	
380	1	N/A	041554217957	FALSIES MASCARA	Blackest Black	00	
381	1	N/A	041554217964	FALSIES MASCARA	Very Black	01	

Column: 8 - Row: 4 Lower Notch: 4 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
382	1	N/A	041554081169	SURREAL EXTENSION	BROWNISH BLACK WSH	180	
383	1	N/A	041554079821	SURREAL EXTENSION	VERY BLACK WTP	185	
384	1	N/A	041554069563	COLOSSAL CURL BOUNCE	Blackest Black	350	
385	1	N/A	041554069566	COLOSSAL CURL BOUNCE	Very Black	355	

Column: 8 - Row: 5 Lower Notch: 26 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:

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

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

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

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
386	1	N/A	041554493719	COLOSSAL BIG SHOT	Blackest Black	223	
387	1	N/A	041554493726	COLOSSAL BIG SHOT	Very Black	224	
388	1	N/A	041554493856	COLOSSAL BIG SHOT	Very Black (WTP)	226	
389	1	N/A	041554409291	COLOSSAL PUMPED UP!	Glam Black	00	

Column: 8 - Row: 6 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
390	1	N/A	041554532982	GREAT LASH MASCARA	DARK BROWN	3	
391	1	N/A	041554519457	GREAT LASH MASCARA	Clear	10	
392	1	N/A	041554533064	GREAT LASH MASCARA	Royal Blue	104	
393	1	N/A	041554626964	GREAT LASH MASCARA	Very Black (WTP)	1	

Column: 8 - Row: 7 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
394	1	N/A	041554209334	GREAT LASH BIG	Brownish Black	02	
395	1	N/A	041554239423	Great Lash Lots of Lashes	Blackest Black	00	
396	1	N/A	041554239416	Great Lash Lots of Lashes	Very Black	01	
397	1	N/A	041554269062	Great Lash Lots of Lashes	Brownish Black	02	

Row: 2

Lower Notch: 14

Row: 2

Lower Notch: 18

Row: 3

Lower Notch: 11

Row: 4

Lower Notch: 4

Row: 5

Lower Notch: 26

Row: 6

Lower Notch: 19

Row: 7

Lower Notch: 12

Row: 8

Lower Notch: 5

Column: 8 - Row: 8

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
398	1	N/A	041554459890	FALSIES PUSH UP DRAMA ANGEL	Blackest Black	00	
399	1	N/A	041554462838	FALSIES PUSH UP DRAMA ANGEL	Very Black (WTP)	01	
400	1	N/A	041554007503	DEFINE A LASH LENGTH MASCARA	Very Black	1	
401	1	N/A	041554007503	DEFINE A LASH LENGTH MASCARA	Very Black	1	

Row: 2		Lower Notch: 14
Row: 2	374 375 376 377	Lower Notch: 18
Row: 3	378 379 380 381	Lower Notch: 11
Row: 4	382 383 384 385	Lower Notch: 4
Row: 5	386 387 388 389	Lower Notch: 26
Row: 6	390 391 392 393	Lower Notch: 19
Row: 7	394 395 396 397	Lower Notch: 12
Row: 8	398 399 400 401	Lower Notch: 5

WAKEFERN 18' X 60" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1860ULH.IS24

Column: 9 -	Row: 2	Lower Notch: 18	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: 9 -	Row: 2	Lower Notch: 14	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: 3	Lower Notch: 18	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
402	1	N/A	041554076448	LASH SENSATIONAL SKY HIGH	True Brown	804	
403	1	N/A	041554590913	LASH SENSATIONAL SKY HIGH	Very Black (WTP)	802	
404	1	N/A	041554590906	LASH SENSATIONAL SKY HIGH	Brownish Black (WTP)	803	
405	1	N/A	041554584219	LASH SENSATIONAL	Midnight Black	252	

Column: 9 -	Row: 4	Lower Notch: 11	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
406	1	N/A	041554217971	FALSIES MASCARA	Brownish Black	02	
407	1	N/A	041554217988	FALSIES MASCARA	Very Black (WTP)	01	
408	1	N/A	041554217995	FALSIES MASCARA	Brownish Black (WTP)	02	
409	1	N/A	041554240337	FALSIES BLACK DRAMA	Black Drama	10	

Column: 9 -	Row: 5	Lower Notch: 4	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
410	1	N/A	041554069679	COLOSSAL CURL BOUNCE	Very Black (WTP)	365	
411	1	N/A	041554050899	COLOSSAL	Glam Black	00	
412	1	N/A	041554050899	COLOSSAL	Glam Black	00	
413	1	N/A	041554050905	COLOSSAL	Classic Black	01	

Column: 9 -	Row: 6	Lower Notch: 26	Fixture Type: HOOK BARS	Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507		SS Graphic Re-Order Code:		
Graphic Re-Order Code:		SS Holder Re-Order Code:		
Carrier Tray Graphic Re-Order Code:		HOOK BARS Fixture Rolled-Up Code: 041554984507		
Shade Chart Re-Order Code:		UPC Blade Code: 041554994452		

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
414	1	N/A	041554409291	COLOSSAL PUMPED UPI	Glam Black	00	
415	1	N/A	041554409284	COLOSSAL PUMPED UPI	Classic Black	01	
416	1	N/A	041554409321	COLOSSAL PUMPED UPI	Classic Black (WTP)	01	
417	1	N/A	041554409321	COLOSSAL PUMPED UPI	Classic Black (WTP)	01	

Column: 9 -	Row: 7	Lower Notch: 19	Fixture Type: HOOK BARS	Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507		SS Graphic Re-Order Code:		
Graphic Re-Order Code:		SS Holder Re-Order Code:		
Carrier Tray Graphic Re-Order Code:		HOOK BARS Fixture Rolled-Up Code: 041554984507		
Shade Chart Re-Order Code:		UPC Blade Code: 041554994452		

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
418	1	N/A	041554626988	GREAT LASH MASCARA	Brownish Black (WTP)	3	
419	1	N/A	041554672237	GREAT LASH CURVED BRUSH	Blackest Black	00	
420	1	N/A	041554565294	GREAT LASH CURVED BRUSH	Very Black	1	
421	1	N/A	041554288384	VE ROCKET MASCARA	Blackest Black	00	

Column: 9 -	Row: 8	Lower Notch: 12	Fixture Type: HOOK BARS	Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507		SS Graphic Re-Order Code:		
Graphic Re-Order Code:		SS Holder Re-Order Code:		
Carrier Tray Graphic Re-Order Code:		HOOK BARS Fixture Rolled-Up Code: 041554984507		
Shade Chart Re-Order Code:		UPC Blade Code: 041554994452		

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
422	1	N/A	041554281446	MEGA PLUSH MASCARA	Blackest Black	00	

BACK PANELS:
MERCHANDISE

Row: 2		Lower Notch: 18
Row: 2		Lower Notch: 14
Row: 3	402 403 404 405	Lower Notch: 18
Row: 4	406 407 408 409	Lower Notch: 11
Row: 5	410 411 412 413	Lower Notch: 4
Row: 6	414 415 416 417	Lower Notch: 26
Row: 7	418 419 420 421	Lower Notch: 19
Row: 8	422 423 424 425	Lower Notch: 12
Row: 9	426 427 428 429	Lower Notch: 5

423	1	N/A	041554281460	MEGA PLUSH MASCARA	Very Black	01	
424	1	N/A	041554281484	MEGA PLUSH MASCARA	Very Black (WTP)	01	
425	1	N/A	041554054156	LASH STILETTO	Very Black	1	

Column: 9 - Row: 9 Lower Notch: 5 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

HOOK BARS Fixture Re-Order Code: 041554984507

Graphic Re-Order Code:

SS 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
426	1	N/A	041554699159	FULL 'N SOFT	Very Black	1	
427	1	N/A	041554699159	FULL 'N SOFT	Very Black	1	
428	1	N/A	041554605228	FULL 'N SOFT	Very Black (WTP)	1	
429	1	N/A	041554605228	FULL 'N SOFT	Very Black (WTP)	1	

BACK PANELS :
MERCHANDISE

Row: 2		Lower Notch: 18
Row: 2		Lower Notch: 14
Row: 3	402 403 404 405	Lower Notch: 18
Row: 4	406 407 408 409	Lower Notch: 11
Row: 5	410 411 412 413	Lower Notch: 4
Row: 6	414 415 416 417	Lower Notch: 26
Row: 7	418 419 420 421	Lower Notch: 19
Row: 8	422 423 424 425	Lower Notch: 12
Row: 9	426 427 428 429	Lower Notch: 5

WAKEFERN 18' X 60" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1860ULH.IS24

Column: 9 - Row: 2 Lower Notch: 18 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: 9 - Row: 2 Lower Notch: 14 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: 10 - Row: 2 Lower Notch: 18 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
430	1	N/A	041554420616	LASH SENSATIONAL	Blackest Black	00	
431	1	N/A	041554420623	LASH SENSATIONAL	Very Black	01	
432	1	N/A	041554420630	LASH SENSATIONAL	Brownish Black	02	
433	1	N/A	041554420647	LASH SENSATIONAL	Very Black (WTP)	01	

Column: 10 - Row: 3 Lower Notch: 11 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
434	1	N/A	041554460247	LASH SENSATIONAL LUSCIOUS	Blackest Black	00	
435	1	N/A	041554460254	LASH SENSATIONAL LUSCIOUS	Very Black	01	
436	1	N/A	041554460278	LASH SENSATIONAL LUSCIOUS	Very Black (WTP)	01	
437	1	N/A	041554420654	LASH SENSATIONAL	Brownish Black (WTP)	02	

Column: 10 - Row: 4 Lower Notch: 4 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
438	1	N/A	041554056761	COLOSSAL	Glam Brown (Brn/Blk)	2	
439	1	N/A	041554197037	COLOSSAL	Glam Black (WTP)	00	
440	1	N/A	041554197037	COLOSSAL	Glam Black (WTP)	00	
441	1	N/A	041554197044	COLOSSAL	Classic Black (WTP)	1	

Column: 10 - Row: 5 Lower Notch: 26 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
442	1	N/A	041554288254	COLOSSAL CAT EYES MASCARA	Glam Black	01	
443	1	N/A	041554288261	COLOSSAL CAT EYES MASCARA	Glam Black (WTP)	01	
444	1	N/A	04155428706	FALSIES FLARED	Blackest Black	00	
445	1	N/A	041554269567	ILLEGAL LENGTHS MASC	Blackest Black	00	

Column: 10 - Row: 6 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
446	1	N/A	041554288384	VE ROCKET MASCARA	Blackest Black	00	
447	1	N/A	041554288377	VE ROCKET MASCARA	Very Black	01	
448	1	N/A	041554288391	VE ROCKET MASCARA	Brownish Black	02	
449	1	N/A	041554288452	VE ROCKET MASCARA WP	Very Black	01	

Column: 10 - Row: 7 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
450	1	N/A	041554208832	LASH STILETTO WP	Very Black	01	

30+20+7=57"
SPACE=60"

Row: 2		Lower Notch: 18
Row: 2		Lower Notch: 14
Row: 2	430 431 432 433	Lower Notch: 18
Row: 3	434 435 436 437	Lower Notch: 11
Row: 4	438 439 440 441	Lower Notch: 4
Row: 5	442 443 444 445	Lower Notch: 26
Row: 6	446 447 448 449	Lower Notch: 19
Row: 7	450 451 452 453	Lower Notch: 12
Row: 8	454 455 456 457 458	Lower Notch: 5

451	1	N/A	041554647372	LASH DISCOVERY WASHABLE	Very Black	1	
452	1	N/A	041554647372	LASH DISCOVERY WASHABLE	Very Black	1	
453	1	N/A	041554650495	LASH DISCOVERY WP	Very Black	1	

Column: 10 - Row: 8

Lower Notch: 5

Fixture Type: HOOK BARS

Fixture Description: 8HK 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
454	1	N/A	041554535426	EYELASH CURLER	EXPERT TOOLS EYELASH CURLER		
455	1	N/A	041554535457	EYELASH CURLER REFILLS	0		
456	1	N/A	041554529043	TWEEZER (UPGRADED)	UPGRADED TWEEZER		
457	1	N/A	041554535273	BRUSH N' COMB	EXPERT TOOLS BRUSH 'N COMB		
458	1	N/A	041554535419	DUAL SHARPENER	EXPERT TOOLS DUAL SHARPENER		

30+20+7=57"
SPACE=60"

Row: 2		Lower Notch: 18
Row: 2		Lower Notch: 14
Row: 2	430431432433	Lower Notch: 18
Row: 3	434435436437	Lower Notch: 11
Row: 4	438439440441	Lower Notch: 4
Row: 5	442443444445	Lower Notch: 26
Row: 6	446447448449	Lower Notch: 19
Row: 7	450451452453	Lower Notch: 12
Row: 8	454455456457458 Ingr dent	Lower Notch: 5

WAKEFERN 18' X 60" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1860ULH.IS24

Column: 11 - Row: 2 Lower Notch: 14 Fixture Type: HEADER LIT Fixture Description: RENO BAB 2IN1 PEN+GEL HDR (BTY+PRODUCT...
HEADER LIT Fixture Re-Order Code: PM0000027628 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000044246 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: 3 Lower Notch: 18 Fixture Type: HOOK BARS Fixture Description: 5HK BAB 2IN1 PEN+GEL HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000145 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
459	1	N/A	041554087659	2-IN-1 BROW PEN + SEALING GEL	BLONDE	250	
460	1	N/A	041554087666	2-IN-1 BROW PEN + SEALING GEL	SOFT BROWN	255	
461	1	N/A	041554087666	2-IN-1 BROW PEN + SEALING GEL	SOFT BROWN	255	
462	1	N/A	041554087673	2-IN-1 BROW PEN + SEALING GEL	MEDIUM BROWN	257	

Column: 11 - Row: 4 Lower Notch: 11 Fixture Type: HOOK BARS Fixture Description: 5HK EXPRESS BROW ULTRA SLIM (DEMO) HKB...
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
463	1	N/A	041554572292	BROW ULTRA SLIM	Blonde	250	
464	1	N/A	041554083705	BROW ULTRA SLIM	TAUPE	253	
465	1	N/A	041554572308	BROW ULTRA SLIM	Soft Brown	255	
466	1	N/A	041554083729	BROW ULTRA SLIM	AUBURN	256	

Column: 11 - Row: 5 Lower Notch: 4 Fixture Type: HOOK BARS Fixture Description: 5HK BROW FAST SCULPT GEL (DEMO) HKBR U...
HOOK BARS Fixture Re-Order Code: PL2000000145 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
467	1	N/A	041554578690	BROW FAST SCULPT	Blonde	250	
468	1	N/A	041554578706	BROW FAST SCULPT	Soft Brown	255	
469	1	N/A	041554578706	BROW FAST SCULPT	Soft Brown	255	
470	1	N/A	041554578720	BROW FAST SCULPT	Medium Brown	257	

Column: 11 - Row: 6 Lower Notch: 26 Fixture Type: HOOK BARS Fixture Description: 5HK EXPRESS BROW (DEMO) HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000145 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
471	1	N/A	041554064292	Express Brow Duo	Light Blonde	248	
472	1	N/A	041554064308	Express Brow Duo	Blonde	250	
473	1	N/A	041554064315	Express Brow Duo	Soft Brown	255	
474	1	N/A	041554064315	Express Brow Duo	Soft Brown	255	

Column: 11 - Row: 7 Lower Notch: 19 Fixture Type: HOOK BARS Fixture Description: 5HK TS BROW STYLING GEL HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000145 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042790,PM0000043092 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
475	1	N/A	041554080476	BROW STYLING GEL	BLONDE	250	
476	1	N/A	041554080490	BROW STYLING GEL	SOFT BROWN	255	
477	1	N/A	041554080506	BROW STYLING GEL	MEDIUM BROWN	257	
478	1	N/A	041554080513	BROW STYLING GEL	DEEP BROWN	260	

Column: 11 - Row: 8 Lower Notch: 12 Fixture Type: HOOK BARS Fixture Description: 5HK TS BROW POMADE (DEMO) HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000145 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
479	1	N/A	041554559736	TattooStudio Brow Pomade	Blonde	372	
480	1	N/A	041554559743	TattooStudio Brow Pomade	Soft Brown	374	
481	1	N/A	041554559750	TattooStudio Brow Pomade	Medium Brown	376	
482	1	N/A	041554559767	TattooStudio Brow Pomade	Ash Brown	378	

Row: 2

Lower Notch: 14

Row: 3

Lower Notch: 18

Row: 4

Lower Notch: 11

Row: 5

Lower Notch: 4

Row: 6

Lower Notch: 26

Row: 7

Lower Notch: 19

Row: 8

Lower Notch: 12

Row: 9

Lower Notch: 5

Column: 11 - Row: 9 Lower Notch: 5 Fixture Type: HOOK BARS Fixture Description: 5HK TS BROW TINT PEN (DEMO) HKBR UNLIT **
 HOOK BARS Fixture Re-Order Code: PL2000000145 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
483	1	N/A	041554415131	Baby Skin	Instant Pore Eraser	010	
484	1	N/A	041554545012	TATTOOSTUDIO BROW TINT PEN	Blonde	350	
485	1	N/A	041554545029	TATTOOSTUDIO BROW TINT PEN	Soft Brown	355	
486	1	N/A	041554545036	TATTOOSTUDIO BROW TINT PEN	Medium Brown	360	
487	1	N/A	041554547092	TATTOOSTUDIO BROW TINT PEN	DEEP BROWN	365	

Row: 2

Lower Notch: 14

Row: 3

Lower Notch: 18

Row: 4

Lower Notch: 11

Row: 5

Lower Notch: 4

Row: 6

Lower Notch: 26

Row: 7

Lower Notch: 19

Row: 8

Lower Notch: 12

Row: 9

Lower Notch: 5

	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

WAKEFERN 18' X 60" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1860ULH.IS24

Column: 11 - Row: 2 Lower Notch: 14 Fixture Type: HEADER LIT Fixture Description: RENO BAB 2IN1 PEN+GEL HDR (BTY+PRODUCT...
HEADER LIT Fixture Re-Order Code: PM0000027628 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000044246 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: 1 Lower Notch: 18 Fixture Type: HOOK BARS Fixture Description: 5HK BAB 2IN1 PEN+GEL HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000145 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
488	1	N/A	041554087673	2-IN-1 BROW PEN + SEALING GEL	MEDIUM BROWN	257	
489	1	N/A	041554087680	2-IN-1 BROW PEN + SEALING GEL	ASH BROWN	259	
490	1	N/A	041554087697	2-IN-1 BROW PEN + SEALING GEL	DEEP BROWN	260	
491	1	N/A	041554087697	2-IN-1 BROW PEN + SEALING GEL	DEEP BROWN	260	
492	1	N/A	041554087703	2-IN-1 BROW PEN + SEALING GEL	BLACK BROWN	262	

Column: 12 - Row: 2 Lower Notch: 11 Fixture Type: HOOK BARS Fixture Description: 5HK EXPRESS BROW ULTRA SLIM (DEMO) HKB...
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
493	1	N/A	041554572322	BROW ULTRA SLIM	Medium Brown	257	
494	1	N/A	041554083712	BROW ULTRA SLIM	ASH BROWN	259	
495	1	N/A	041554572339	BROW ULTRA SLIM	DEEP BROWN	260	
496	1	N/A	041554572346	BROW ULTRA SLIM	Black Brown	262	
497	1	N/A	041554581393	BROW ULTRA SLIM	Black	264	

Column: 12 - Row: 3 Lower Notch: 4 Fixture Type: HOOK BARS Fixture Description: 5HK BROW FAST SCULPT GEL (DEMO) HKBR U...
HOOK BARS Fixture Re-Order Code: PL2000000145 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
498	1	N/A	041554578720	BROW FAST SCULPT	Medium Brown	257	
499	1	N/A	041554578737	BROW FAST SCULPT	DEEP BROWN	260	
500	1	N/A	041554578737	BROW FAST SCULPT	DEEP BROWN	260	
501	1	N/A	041554578744	BROW FAST SCULPT	Black Brown	262	
502	1	N/A	041554578751	BROW FAST SCULPT	Clear	264	

Column: 12 - Row: 4 Lower Notch: 26 Fixture Type: HOOK BARS Fixture Description: 5HK EXPRESS BROW (DEMO) HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000145 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
503	1	N/A	041554064322	Express Brow Duo	Medium Brown	257	
504	1	N/A	041554064322	Express Brow Duo	Medium Brown	257	
505	1	N/A	041554064339	Express Brow Duo	Deep Brown	260	
506	1	N/A	041554064339	Express Brow Duo	Deep Brown	260	
507	1	N/A	041554064346	Express Brow Duo	Black Brown	262	

Column: 12 - Row: 5 Lower Notch: 19 Fixture Type: HOOK BARS Fixture Description: 5HK TS SHRPBBL BROW PEN HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000145 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
508	1	N/A	041554080520	BROW STYLING GEL	BLACK BROWN	262	
509	1	N/A	041554080599	BROW STYLING GEL	BLACK	264	
510	1	N/A	041554588675	Tattoo Studio 36HR Waterproof Eyebrow Pencil	Light Blonde	248	
511	1	N/A	041554588699	Tattoo Studio 36HR Waterproof Eyebrow Pencil	Blonde	250	
512	1	N/A	041554588712	Tattoo Studio 36HR Waterproof Eyebrow Pencil	Soft Brown	255	

Column: 12 - Row: 6 Lower Notch: 12 Fixture Type: HOOK BARS Fixture Description: 5HK TS BROW POMADE (DEMO) HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000145 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
513	1	N/A	041554559774	TattooStudio Brow Pomade	DEEP BROWN	380	
514	1	N/A	041554563733	TattooStudio Brow Pomade	Black Brown	382	

Row: 2

Lower Notch: 14

Row: 1

Lower Notch: 18

Row: 2

Lower Notch: 11

Row: 3

Lower Notch: 4

Row: 4

Lower Notch: 26

Row: 5

Lower Notch: 19

Row: 6

Lower Notch: 12

Row: 7

Lower Notch: 5

515	1	N/A	041554588729	Tattoo Studio 36HR Waterproof Eyebrow Pencil	Medium Brown	257	
516	1	N/A	041554588705	Tattoo Studio 36HR Waterproof Eyebrow Pencil	Deep Brown	260	
517	1	N/A	041554588682	Tattoo Studio 36HR Waterproof Eyebrow Pencil	Black Brown	262	

Column: 12 - Row: 7 Lower Notch: 5 Fixture Type: HOOK BARS Fixture Description: 8HK 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
518	1	N/A	041554616019	COVER STICK	Green Corrects Redness	9	
519	1	N/A	041554615982	COVER STICK	Yellow Corrects Dark Circles	8	
520	1	N/A	041554543902	COVER STICK	Deep Beige	4	
521	1	N/A	041554543896	COVER STICK	Medium Beige	3	
522	1	N/A	041554543889	COVER STICK	Light Beige	2	
523	1	N/A	041554543872	COVER STICK	Ivory	1	

Row: 2

Lower Notch: 14

Row: 1

Lower Notch: 18

Row: 2

Lower Notch: 11

Row: 3

Lower Notch: 4

Row: 4

Lower Notch: 26

Row: 5

Lower Notch: 19

Row: 6

Lower Notch: 12

Row: 7

Lower Notch: 5

WAKEFERN 18' X 60" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1860ULH.IS24

Column: 13 - Row: 2 Lower Notch: 14 Fixture Type: HEADER LIT Fixture Description: RENO FM HDR (BTY+PRODUCT) 6X24 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: 13 - Row: 2 Lower Notch: 24 Fixture Type: SIGNS Fixture Description: RENO FM M&P (NAV) 3X24 UNLIT **
SIGNS Fixture Re-Order Code: PM0000027633 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043896 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: SIGNS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 13 - Row: 3 Lower Notch: 14 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
524	1	N/A	041554539776	FiMe MATTE+PORELESS FNDTN	ESPRESSO	380	
525	1	N/A	041554538748	FiMe MATTE+PORELESS FNDTN	JAVA	375	
526	1	N/A	041554539752	FiMe MATTE+PORELESS FNDTN	DEEP BRONZE	370	
527	1	N/A	041554538731	FiMe MATTE+PORELESS FNDTN	DEEP GOLDEN	368	
528	1	N/A	041554539721	FiMe MATTE+PORELESS FNDTN	NUTMEG	365	
529	1	N/A	041554538724	FiMe MATTE+PORELESS FNDTN	Truffle	362	
530	1	N/A	041554466522	FiMe MATTE+PORELESS FNDTN	Mocha	360	
531	1	N/A	041554538717	FiMe MATTE+PORELESS FNDTN	Latte	358	

Column: 13 - Row: 4 Lower Notch: 7 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
532	1	N/A	041554438192	FiMe MATTE+PORELESS FNDTN	Warm Honey	322	
533	1	N/A	041554466478	FiMe MATTE+PORELESS FNDTN	NATURAL TAN	320	
534	1	N/A	041554539622	FiMe MATTE+PORELESS FNDTN	GOLDEN	312	
535	1	N/A	041554433500	FiMe MATTE+PORELESS FNDTN	Sun Beige	310	
536	1	N/A	041554539615	FiMe MATTE+PORELESS FNDTN	CLASSIC BEIGE	245	
537	1	N/A	041554538700	FiMe MATTE+PORELESS FNDTN	LIGHT HONEY	242	
538	1	N/A	041554438185	FiMe MATTE+PORELESS FNDTN	Rich Tan	238	
539	1	N/A	041554433494	FiMe MATTE+PORELESS FNDTN	Pure Beige	235	

Column: 13 - Row: 5 Lower Notch: 30 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
540	1	N/A	041554466454	FiMe MATTE+PORELESS FNDTN	CREAMY BEIGE	122	
541	1	N/A	041554433449	FiMe MATTE+PORELESS FNDTN	Cisc Ivory	120	
542	1	N/A	041554539462	FiMe MATTE+PORELESS FNDTN	LIGHT BEIGE	118	
543	1	N/A	041554433432	FiMe MATTE+PORELESS FNDTN	Ivory	115	
544	1	N/A	041554433425	FiMe MATTE+PORELESS FNDTN	Ntrl Ivory	112	
545	1	N/A	041554433418	FiMe MATTE+PORELESS FNDTN	Porcelain	110	
546	1	N/A	041554538328	FiMe MATTE+PORELESS FNDTN	Fair Ivory	105	
547	1	N/A	041554538311	FiMe MATTE+PORELESS FNDTN	FAIR PORCELAIN	102	

Column: 13 - Row: 6 Lower Notch: 22 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
548	1	N/A	041554553482	FiMe MATTE+PORELESS PDR	JAVA	375	
549	1	N/A	041554553529	FiMe MATTE+PORELESS PDR	Nutmeg	365	
550	1	N/A	041554553475	FiMe MATTE+PORELESS PDR	Truffle	362	
551	1	N/A	041554488364	FiMe MATTE+PORELESS PDR	Mocha	360	
552	1	N/A	041554553468	FiMe MATTE+PORELESS PDR	Coconut	355	
553	1	N/A	041554553512	FiMe MATTE+PORELESS PDR	Warm Sun	334	
554	1	N/A	041554553451	FiMe MATTE+PORELESS PDR	GOLDEN CARAMEL	332	
555	1	N/A	041554433852	FiMe MATTE+PORELESS PDR	Toffee	330	

Row: 2

Lower Notch: 14

Row: 2

Lower Notch: 24

Row: 3

Lower Notch: 14

Row: 4

Lower Notch: 7

Row: 5

Lower Notch: 30

Row: 6

Lower Notch: 22

Row: 7

Lower Notch: 14

Row: 8

Lower Notch: 7

Row: 9

Lower Notch: 1

Column: 13 -	Row: 9	Lower Notch: 1	Fixture Type: TRAYS	Fixture Description: FM D&S FNDTN 1.3 D2L **			
TRAYS Fixture Re-Order Code: PL2000000439		SS Graphic Re-Order Code:					
Graphic Re-Order Code:		SS Holder Re-Order Code:					
Carrier Tray Graphic Re-Order Code:		TRAYS Fixture Rolled-Up Code:					
Shade Chart Re-Order Code: PM0000044485		UPC Blade Code:					
LoaID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
568	1	N/A	041554553406	FiTme DEW+SMTH FNDTN	JAVA	375	
569	1	N/A	041554339895	FiTme DEW+SMTH FNDTN	Mocha	360	
570	1	N/A	041554247152	FiTme DEW+SMTH FNDTN	Coconut	355	
571	1	N/A	041554400816	FiTme DEW+SMTH FNDTN	Toffee	330	
572	1	N/A	041554553390	FiTme DEW+SMTH FNDTN	Warm Honey	322	
573	1	N/A	041554238778	FiTme DEW+SMTH FNDTN	Soft Honey	315	
574	1	N/A	041554238761	FiTme DEW+SMTH FNDTN	Sun Bge	310	
575	1	N/A	041554553383	FiTme DEW+SMTH FNDTN	Classic Reine	245	

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WAKEFERN 18' X 60" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1860ULH.IS24

Column: 13 - Row: 2 Lower Notch: 14 Fixture Type: HEADER LIT Fixture Description: RENO FM HDR (BTY+PRODUCT) 6X24 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: 13 - Row: 2 Lower Notch: 24 Fixture Type: SIGNS Fixture Description: RENO FM M&P (NAV) 3X24 UNLIT **
SIGNS Fixture Re-Order Code: PM0000027633 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043896 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: SIGNS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 14 - Row: 1 Lower Notch: 14 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
576	1	N/A	041554539677	FiMe MATTE+PORELESS FNDTN	WARM COCONUT	356	
577	1	N/A	041554433524	FiMe MATTE+PORELESS FNDTN	Coconut	355	
578	1	N/A	041554466515	FiMe MATTE+PORELESS FNDTN	CAPPUCCINO	340	
579	1	N/A	041554466508	FiMe MATTE+PORELESS FNDTN	SPICY BROWN	338	
580	1	N/A	041554466492	FiMe MATTE+PORELESS FNDTN	Classic Tan	335	
581	1	N/A	041554539639	FiMe MATTE+PORELESS FNDTN	WARM SUN	334	
582	1	N/A	041554466485	FiMe MATTE+PORELESS FNDTN	GOLDEN CARAMEL	332	
583	1	N/A	041554433517	FiMe MATTE+PORELESS FNDTN	Toffee	330	

Column: 14 - Row: 2 Lower Notch: 7 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
584	1	N/A	041554433487	FiMe MATTE+PORELESS FNDTN	Ntrl Buff	230	
585	1	N/A	041554438178	FiMe MATTE+PORELESS FNDTN	Soft Tan	228	
586	1	N/A	041554466461	FiMe MATTE+PORELESS FNDTN	True Beige	222	
587	1	N/A	041554433470	FiMe MATTE+PORELESS FNDTN	Ntrl Beige	220	
588	1	N/A	041554433463	FiMe MATTE+PORELESS FNDTN	Buff Beige	130	
589	1	N/A	041554438161	FiMe MATTE+PORELESS FNDTN	Warm Nude	128	
590	1	N/A	041554433456	FiMe MATTE+PORELESS FNDTN	Nude Beige	125	
591	1	N/A	041554538694	FiMe MATTE+PORELESS FNDTN	SOFT SAND	124	

Column: 14 - Row: 3 Lower Notch: 30 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
592	1	N/A	041554503067	FIT ME BLUSH	Buff	10	
593	1	N/A	041554503074	FIT ME BLUSH	Nude	15	
594	1	N/A	041554503098	FIT ME BLUSH	Mauve	20	
595	1	N/A	041554503104	FIT ME BLUSH	Pink	25	
596	1	N/A	041554503111	FIT ME BLUSH	Rose	30	
597	1	N/A	041554503135	FIT ME BLUSH	Coral	35	
598	1	N/A	041554503142	FIT ME BLUSH	Peach	40	
599	1	N/A	041554503159	FIT ME BLUSH	Plum	45	
600	1	N/A	041554503524	FIT ME BLUSH	Wine	50	
601	1	N/A	041554503722	FIT ME BLUSH	BERRY	55	

Column: 14 - Row: 4 Lower Notch: 22 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
602	1	N/A	041554488357	FiMe MATTE+PORELESS PDR	NATURAL TAN	320	
603	1	N/A	041554553505	FiMe MATTE+PORELESS PDR	Golden	312	
604	1	N/A	041554433845	FiMe MATTE+PORELESS PDR	Sun Beige	310	
605	1	N/A	041554553499	FiMe MATTE+PORELESS PDR	Classic Beige	245	
606	1	N/A	041554488340	FiMe MATTE+PORELESS PDR	Pure Beige	235	
607	1	N/A	041554433821	FiMe MATTE+PORELESS PDR	Natural Buff	230	
608	1	N/A	041554488333	FiMe MATTE+PORELESS PDR	True Beige	222	
609	1	N/A	041554433814	FiMe MATTE+PORELESS PDR	Natural Beige	220	

Row: 2

Lower Notch: 14

Row: 2

Lower Notch: 24

Row: 1

Lower Notch: 14

Row: 2

Lower Notch: 7

Row: 3

Lower Notch: 30

Row: 4

Lower Notch: 22

Row: 5

Lower Notch: 14

Row: 6

Lower Notch: 7

Row: 7

Lower Notch: 1

576	577	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	634	635	636	637	638	639

Column: 14 -		Row: 7		Lower Notch: 1		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		
632	1	N/A	041554339697	FitMe DEW+SMTH FNDTN	Gldn Bge	240			
633	1	N/A	041554238747	FitMe DEW+SMTH FNDTN	Pure Bge	235			
634	1	N/A	041554238730	FitMe DEW+SMTH FNDTN	Nat Buff	230			
635	1	N/A	041554553352	FitMe DEW+SMTH FNDTN	Soft Tan	228			
636	1	N/A	041554238723	FitMe DEW+SMTH FNDTN	Med Buff	225			
637	1	N/A	041554238716	FitMe DEW+SMTH FNDTN	Nat Bge	220			
638	1	N/A	041554238709	FitMe DEW+SMTH FNDTN	Sandy Bge	210			
639	1	N/A	041554238686	FitMe DEW+SMTH FNDTN	Buff Bge	130			

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WAKEFERN 18' X 60" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1860ULH.IS24

Column: 15 - Row: 2 Lower Notch: 16 Fixture Type: HEADER LIT Fixture Description: RENO DRM NAV 6X12 LIT **
HEADER LIT Fixture Re-Order Code: PM0000029073 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000044000 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: 15 - Row: 4 Lower Notch: 19 Fixture Type: TRAYS Fixture Description: DRM BB CREAMS 1.2 (FRESH) D2L **
TRAYS Fixture Re-Order Code: PL2000000454 SS Graphic Re-Order Code: PM0000043906
Graphic Re-Order Code: PM0000042098 SS Holder Re-Order Code: PM0000035923
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043032 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
640	1	N/A	041554587050	DREAM FRESH BB	Deep	140	
641	1	N/A	041554282658	DREAM FRESH BB	Medium/Deep	130	
642	1	N/A	041554282641	DREAM FRESH BB	Medium	120	
643	1	N/A	041554282634	DREAM FRESH BB	Light Medium	110	
644	1	N/A	041554587043	DREAM FRESH BB	Light	100	

Column: 15 - Row: 5 Lower Notch: 13 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
645	1	N/A	041554587074	DREAM PURE BB	Deep	140	
646	1	N/A	041554349719	DREAM PURE BB	Medium/Deep	130	
647	1	N/A	041554349573	DREAM PURE BB	Medium	120	
648	1	N/A	041554349542	DREAM PURE BB	Light/Medium	110	
649	1	N/A	041554587067	DREAM PURE BB	Light	100	

Column: 15 - Row: 6 Lower Notch: 6 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
650	1	N/A	041554579222	DREAM RADIANT LIQUID FOUNDATION	JAVA	135	
651	1	N/A	041554579215	DREAM RADIANT LIQUID FOUNDATION	Cocoa	130	
652	1	N/A	041554579192	DREAM RADIANT LIQUID FOUNDATION	Coconut	125	
653	1	N/A	041554579178	DREAM RADIANT LIQUID FOUNDATION	Honey Beige	90	
654	1	N/A	041554579154	DREAM RADIANT LIQUID FOUNDATION	Natural Beige	75	
655	1	N/A	041554579147	DREAM RADIANT LIQUID FOUNDATION	Pure Beige	70	

Column: 15 - Row: 8 Lower Notch: 28 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
656	1	N/A	041554579130	DREAM RADIANT LIQUID FOUNDATION	Sandy Beige	60	
657	1	N/A	041554579123	DREAM RADIANT LIQUID FOUNDATION	Creamy Natural	50	
658	1	N/A	041554579109	DREAM RADIANT LIQUID FOUNDATION	Nude Beige	35	
659	1	N/A	041554579093	DREAM RADIANT LIQUID FOUNDATION	Ivory Beige	30	
660	1	N/A	041554579086	DREAM RADIANT LIQUID FOUNDATION	Classic Ivory	20	
661	1	N/A	041554579079	DREAM RADIANT LIQUID FOUNDATION	Porcelain Ivory	10	
662	1	N/A	041554579062	DREAM RADIANT LIQUID FOUNDATION	Fair Ivory	08	
663	1	N/A	041554579048	DREAM RADIANT LIQUID FOUNDATION	FAIR PORCELAIN	02	

Column: 15 - Row: 9 Lower Notch: 20 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
664	1	N/A	041554511871	DREAM MATTE MOUSSE FOUNDATION	Cocoa	130	
665	1	N/A	041554510164	DREAM MATTE MOUSSE FOUNDATION	Caramel	120	
666	1	N/A	041554507171	DREAM MATTE MOUSSE FOUNDATION	Honey Beige	90	
667	1	N/A	041554507164	DREAM MATTE MOUSSE FOUNDATION	Medium Beige	80	
668	1	N/A	041554537741	DREAM MATTE MOUSSE FOUNDATION	Natural Beige	75	
669	1	N/A	041554507157	DREAM MATTE MOUSSE FOUNDATION	Pure Beige	70	

Row: 2

Lower Notch: 16

Row: 4

Lower Notch: 19

Row: 5

Lower Notch: 13

Row: 6

Lower Notch: 6

Row: 8

Lower Notch: 28

Row: 9

Lower Notch: 20

Row: 10

Lower Notch: 13

Row: 11

Lower Notch: 7

Row: 12

Lower Notch: 1

Column: 15 - Row: 10 Lower Notch: 13 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
670	1	N/A	041554507140	DREAM MATTE MOUSSE FOUNDATION	Sandy Beige	60	
671	1	N/A	041554537734	DREAM MATTE MOUSSE FOUNDATION	Light Beige	55	
672	1	N/A	041554507133	DREAM MATTE MOUSSE FOUNDATION	Creamy Natural	50	
673	1	N/A	041554507126	DREAM MATTE MOUSSE FOUNDATION	Nude	40	
674	1	N/A	041554507102	DREAM MATTE MOUSSE FOUNDATION	Classic Ivory	20	
675	1	N/A	041554507096	DREAM MATTE MOUSSE FOUNDATION	Porcelain Ivory	10	

Column: 15 - Row: 11 Lower Notch: 7 Fixture Type: TRAYS Fixture Description: FM STICK 1.1 D2L **
TRAYS Fixture Re-Order Code: PL2000000383 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042083 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042980 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
676	1	N/A	041554337402	FitMe Oil-Free Stick Foundation	Coconut	355	
677	1	N/A	041554337266	FitMe Oil-Free Stick Foundation	Toffee	330	
678	1	N/A	041554334487	FitMe Oil-Free Stick Foundation	Pure Beige	235	
679	1	N/A	041554332872	FitMe Oil-Free Stick Foundation	Natural Beige	220	
680	1	N/A	041554332865	FitMe Oil-Free Stick Foundation	Buff Beige	130	
681	1	N/A	041554332858	FitMe Oil-Free Stick Foundation	Classic Ivory	120	
682	1	N/A	041554332841	FitMe Oil-Free Stick Foundation	Ivory	115	
683	1	N/A	041554332827	FitMe Oil-Free Stick Foundation	Porcelain	110	

Column: 15 - Row: 12 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
684	1	N/A	041554553345	FitMe DEW+SMTH FNDTN	Warm Nude	128	
685	1	N/A	041554238679	FitMe DEW+SMTH FNDTN	Nude Bge	125	
686	1	N/A	041554238662	FitMe DEW+SMTH FNDTN	Cisc Ivry	120	
687	1	N/A	041554553321	FitMe DEW+SMTH FNDTN	Light Beige	118	
688	1	N/A	041554238655	FitMe DEW+SMTH FNDTN	Ivry	115	
689	1	N/A	041554238648	FitMe DEW+SMTH FNDTN	Porcelain	110	
690	1	N/A	041554553314	FitMe DEW+SMTH FNDTN	Fair Ivory	105	
691	1	N/A	041554553307	FitMe DEW+SMTH FNDTN	FAIR PORCELAIN	102	

Row: 2

Lower Notch: 16

Row: 4

Lower Notch: 19

Row: 5

Lower Notch: 13

Row: 6

Lower Notch: 6

Row: 8

Lower Notch: 28

Row: 9

Lower Notch: 20

Row: 10

Lower Notch: 13

Row: 11

Lower Notch: 7

Row: 12

Lower Notch: 1

WAKEFERN 18' X 60" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1860ULH.IS24

Column: 16 - Row: 2 Lower Notch: 18 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: 16 - Row: 2 Lower Notch: 18 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
692	1	N/A	041554584431	Fit Me Primers	Mattifying	00	
693	1	N/A	041554562927	LASTING FIX SETTING SPRAY	Lasting Fix Set Spray	00	
694	1	N/A	041554564480	Lasting Fix Banana Powder	Banana	10	

Column: 16 - Row: 3 Lower Notch: 9 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
695	1	N/A	041554496475	FACE STUDIO MASTER BLUSH PALETTE	Blush Palette	10	
696	1	N/A	041554455595	FACE STUDIO MASTER CONTOUR	Light to Medium	10	
697	1	N/A	041554455601	FACE STUDIO MASTER CONTOUR	Medium to Deep	20	

Column: 16 - Row: 4 Lower Notch: 30 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
698	1	N/A	041554547429	MASTER PRIME BLUR + HYDRATE	MASTER PRIME BLUR + HYDRATE	050	
699	1	N/A	041554431957	FACE STUDIO MASTER PRIME	Blur + Smooth	100	
700	1	N/A	041554431971	FACE STUDIO MASTER PRIME	Blur + Redness Control	300	
701	1	N/A	041554551792	MASTER PRIME BLUR + HYDRATE	BLUR + PORE MINIMIZE	400	
702	1	N/A	041554551808	MASTER PRIME BLUR + HYDRATE	BLUR + PROTECT	500	
703	1	N/A	041554548341	Master Prime Blur Stick	Universal Transparent	100	

Column: 16 - Row: 5 Lower Notch: 23 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
704	1	N/A	041554578171	CHEEK HEAT BLUSH	PINK SCORCH	10	
705	1	N/A	041554578188	CHEEK HEAT BLUSH	NUDE BURN	15	
706	1	N/A	041554578195	CHEEK HEAT BLUSH	ROSE FLUSH	20	
707	1	N/A	041554578201	CHEEK HEAT BLUSH	FUCHSIA SPARK	25	
708	1	N/A	041554578218	CHEEK HEAT BLUSH	CORAL EMBER	30	
709	1	N/A	041554578225	CHEEK HEAT BLUSH	BERRY FLAME	35	

Column: 16 - Row: 6 Lower Notch: 12 Fixture Type: TRAYS Fixture Description: FS CITY BRONZE 1.1 UT **
TRAYS Fixture Re-Order Code: PL2000000463 SS Graphic Re-Order Code: PM0000036948
Graphic Re-Order Code: PM0000042085 SS Holder Re-Order Code: PM0000027619
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000028816 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
710	1	N/A	041554562958	FACE STUDIO CITY BRONZER	100	100	
711	1	N/A	041554562965	FACE STUDIO CITY BRONZER	200	200	
712	1	N/A	041554562972	FACE STUDIO CITY BRONZER	300	300	

Column: 16 - Row: 7 Lower Notch: 1 Fixture Type: TRAYS Fixture Description: FS CHROME+HOLO 1.1 **
TRAYS Fixture Re-Order Code: PL2000000405 SS Graphic Re-Order Code: PM0000039074, PM0000039473
Graphic Re-Order Code: PM0000042189 SS Holder Re-Order Code: PE0000001878, PM1000020415
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000039071, PM0000039072 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
713	1	N/A	041554542578	FACE STUDIO MASTER CHROME METALLIC H...	Molten Rose Gold	050	
714	1	N/A	041554538281	FACE STUDIO MASTER CHROME METALLIC H...	Molten Gold	100	
715	1	N/A	041554547757	MASTER HOLOGRAPHIC	Master Holographic	50	
716	1	N/A	041554553918	FACE STUDIO MASTER CHROME METALLIC H...	Molten Peach	150	
717	1	N/A	041554553925	FACE STUDIO MASTER CHROME METALLIC H...	Molten Topaz	200	

Row: 2

Lower Notch: 18

Row: 2

Lower Notch: 18

Row: 3

Lower Notch: 9

Row: 4

Lower Notch: 30

Row: 5

Lower Notch: 23

Row: 6

Lower Notch: 12

Row: 7

Lower Notch: 1

Shade Chart Re-Order Code: PM0000042/43				UPC Blade Code:			
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
748	1	N/A	041554083866	UP TO 24HR SKIN TINT	330	330	
749	1	N/A	041554083859	UP TO 24HR SKIN TINT	322	322	
750	1	N/A	041554083842	UP TO 24HR SKIN TINT	312	312	
751	1	N/A	041554083835	UP TO 24HR SKIN TINT	310	310	

Lower Notch: 1

752	1	N/A	041554083828	UP TO 24HR SKIN TINT	220	220	
753	1	N/A	041554083811	UP TO 24HR SKIN TINT	130	130	

Column: 17 - Row: 7 Lower Notch: 16 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:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
754	1	N/A	041554083804	UP TO 24HR SKIN TINT	129	129	
755	1	N/A	041554083781	UP TO 24HR SKIN TINT	120	120	
756	1	N/A	041554083774	UP TO 24HR SKIN TINT	118	118	
757	1	N/A	041554083750	UP TO 24HR SKIN TINT	112	112	
758	1	N/A	041554083743	UP TO 24HR SKIN TINT	110	110	
759	1	N/A	041554083699	UP TO 24HR SKIN TINT	102	102	

Column: 17 - Row: 8 Lower Notch: 9 Fixture Type: TRAYS Fixture Description: SS CNCLR 1.2 **
TRAYS Fixture Re-Order Code: PL2000000642 SS Graphic Re-Order Code: PM0000042183
Graphic Re-Order Code: PM0000042181 SS Holder Re-Order Code: PM0000038845
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000038716 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
760	1	N/A	041554071566	SUPER STAY CONCEALER	70	70	
761	1	N/A	041554071559	SUPER STAY CONCEALER	57	57	
762	1	N/A	041554071542	SUPER STAY CONCEALER	50	50	
763	1	N/A	041554071535	SUPER STAY CONCEALER	45	45	
764	1	N/A	041554071528	SUPER STAY CONCEALER	42	42	

Column: 17 - Row: 9 Lower Notch: 1 Fixture Type: TRAYS Fixture Description: SS 24HR PDR 1.2 **
TRAYS Fixture Re-Order Code: PL2000000436 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042236 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000040876, PM0000040877 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
765	1	N/A	041554081077	SUPER STAY 24HR POWDER	375	375	
766	1	N/A	041554081060	SUPER STAY 24HR POWDER	370	370	
767	1	N/A	041554081053	SUPER STAY 24HR POWDER	360	360	
768	1	N/A	041554081046	SUPER STAY 24HR POWDER	355	355	
769	1	N/A	041554081039	SUPER STAY 24HR POWDER	340	340	
770	1	N/A	041554081022	SUPER STAY 24HR POWDER	332	332	
771	1	N/A	041554081015	SUPER STAY 24HR POWDER	312	312	
772	1	N/A	041554081008	SUPER STAY 24HR POWDER	310	310	

Row: 2

Lower Notch: 18

Row: 2

Lower Notch: 20

Row: 3

Lower Notch: 14

Row: 4

Lower Notch: 8

Row: 5

Lower Notch: 1

Row: 6

Lower Notch: 24

Row: 7

Lower Notch: 16

Row: 8

Lower Notch: 9

Row: 9

Lower Notch: 1

718	719	720	721	722	723	724	725
726	727	728	729	730	731	732	733
734	735	736	737	738	739	740	741
742	743	744	745	746	747		
748	749	750	751	752	753		
754	755	756	757	758	759		
			760	761	762	763	764
765	766	767	768				
769	770	771	772				

WAKEFERN 18' X 60" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1860ULH.IS24

Column: 18 - Row: 2 Lower Notch: 18 Fixture Type: HEADER LIT Fixture Description: RENO MNY LOGO HDR (NAV) 4X36 LIT **
HEADER LIT Fixture Re-Order Code: PL20000027632 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: 18 - 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
773	1	N/A	041554267204	IAR Eraser Concealer	Brightener	60	
774	1	N/A	041554267198	IAR Eraser Concealer	Neutralizer	50	
775	1	N/A	041554567533	IAR Eraser Concealer	Deep Bronze	149	
776	1	N/A	041554546859	IAR Eraser Concealer	Hazelnut	148	
777	1	N/A	041554074499	IAR Eraser Concealer	147 5	147 5	
778	1	N/A	041554074482	IAR Eraser Concealer	146 5	146 5	

Column: 18 - 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
779	1	N/A	041554546828	IAR Eraser Concealer	Tan	146	
780	1	N/A	041554546811	IAR Eraser Concealer	Caramel	144	
781	1	N/A	041554074475	IAR Eraser Concealer	141	141	
782	1	N/A	041554259278	IAR Eraser Concealer	Honey	40	
783	1	N/A	041554259261	IAR Eraser Concealer	Medium	30	
784	1	N/A	041554546798	IAR Eraser Concealer	Sand	122	

Column: 18 - 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
785	1	N/A	041554567502	IAR Eraser Concealer	LIGHT HONEY	121	
786	1	N/A	041554259254	IAR Eraser Concealer	Light	20	
787	1	N/A	041554567496	IAR Eraser Concealer	Warm Light	115	
788	1	N/A	041554259247	IAR Eraser Concealer	Fair	10	
789	1	N/A	041554546781	IAR Eraser Concealer	Ivory	100	
790	1	N/A	041554567489	IAR Eraser Concealer	Cool Ivory	95	

Column: 18 - Row: 5 Lower Notch: 29 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
791	1	N/A	041554086621	IAR ERASER FOUNDATION	360	360	
792	1	N/A	041554086614	IAR ERASER FOUNDATION	355	355	
793	1	N/A	041554086607	IAR ERASER FOUNDATION	340	340	
794	1	N/A	041554086591	IAR ERASER FOUNDATION	330	330	
795	1	N/A	041554086584	IAR ERASER FOUNDATION	310	310	
796	1	N/A	041554220155	IAR ERASER FOUNDATION	Medium Beige	300	
797	1	N/A	041554086676	IAR ERASER FOUNDATION	225	225	
798	1	N/A	041554086669	IAR ERASER FOUNDATION	210	210	

Column: 18 - Row: 6 Lower Notch: 23 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
799	1	N/A	041554220100	IAR ERASER FOUNDATION	Creamy Natural	200	
800	1	N/A	041554220094	IAR ERASER FOUNDATION	Nude	190	
801	1	N/A	041554220087	IAR ERASER FOUNDATION	Classic Ivory	150	
802	1	N/A	041554220070	IAR ERASER FOUNDATION	Buff Beige	130	
803	1	N/A	041554220063	IAR ERASER FOUNDATION	Creamy Ivory	120	
804	1	N/A	041554086577	IAR ERASER FOUNDATION	118	118	
805	1	N/A	041554086560	IAR ERASER FOUNDATION	112	112	
806	1	N/A	041554086553	IAR ERASER FOUNDATION	110	110	

Row: 2

Lower Notch: 18

Row: 2

Lower Notch: 24

Row: 3

Lower Notch: 17

Row: 4

Lower Notch: 10

Row: 5

Lower Notch: 29

Row: 6

Lower Notch: 23

Row: 7

Lower Notch: 17

Row: 8

Lower Notch: 9

Row: 9

Lower Notch: 1

773	774	775	776	777	778
779	780	781	782	783	784
785	786	787	788	789	790
791	792	793	794	795	796
797	798	799	800	801	802
803	804	805	806	807	808
809	810	811	812	813	814
815	816	817	818	819	820
821	822	823	824	825	826
827	828	829	830	831	832
833					

Column: 18 - Row: 7 Lower Notch: 17 Fixture Type: TRAYS Fixture Description: IAR GLOW 1.1 **
TRAYS Fixture Re-Order Code: PL2000000550 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042206 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000040038 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
807	1	N/A	041554069310	INSTANT PERFECTOR 4-IN-1 GLOW	DEEP	04	
808	1	N/A	041554069303	INSTANT PERFECTOR 4-IN-1 GLOW	MEDIUM/DEEP	03	
809	1	N/A	041554077209	INSTANT PERFECTOR 4-IN-1 GLOW	MEDIUM/DEEP W	2.5	
810	1	N/A	041554065596	INSTANT PERFECTOR 4-IN-1 GLOW	MEDIUM	02	
811	1	N/A	041554077193	INSTANT PERFECTOR 4-IN-1 GLOW	LIGHT/MEDIUM	1.5	
812	1	N/A	041554065589	INSTANT PERFECTOR 4-IN-1 GLOW	LIGHT	01	
813	1	N/A	041554077186	INSTANT PERFECTOR 4-IN-1 GLOW	FAIR/LIGHT COOL	0.5	
814	1	N/A	041554065572	INSTANT PERFECTOR 4-IN-1 GLOW	FAIR/LIGHT	00	

Column: 18 - Row: 8 Lower Notch: 9 Fixture Type: TRAYS Fixture Description: SS CNCLR 2.2 **
TRAYS Fixture Re-Order Code: PL2000000642 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042181 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000038717 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
815	1	N/A	041554071511	SUPER STAY CONCEALER	30	30	
816	1	N/A	041554071504	SUPER STAY CONCEALER	27	27	
817	1	N/A	041554071498	SUPER STAY CONCEALER	25	25	
818	1	N/A	041554071481	SUPER STAY CONCEALER	22	22	
819	1	N/A	041554071474	SUPER STAY CONCEALER	20	20	
820	1	N/A	041554071467	SUPER STAY CONCEALER	18	18	
821	1	N/A	041554071450	SUPER STAY CONCEALER	15	15	
822	1	N/A	041554071443	SUPER STAY CONCEALER	11	11	
823	1	N/A	041554071436	SUPER STAY CONCEALER	10	10	
824	1	N/A	041554071429	SUPER STAY CONCEALER	05	05	
825	1	N/A	041554071412	SUPER STAY CONCEALER	01	01	

Column: 18 - Row: 9 Lower Notch: 1 Fixture Type: TRAYS Fixture Description: SS 24HR PDR 2.2 **
TRAYS Fixture Re-Order Code: PL2000000436 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042236 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000040880, PM0000040881 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
826	1	N/A	041554080995	SUPER STAY 24HR POWDER	220	220	
827	1	N/A	041554080988	SUPER STAY 24HR POWDER	130	130	
828	1	N/A	041554080971	SUPER STAY 24HR POWDER	128	128	
829	1	N/A	041554080964	SUPER STAY 24HR POWDER	120	120	
830	1	N/A	041554080957	SUPER STAY 24HR POWDER	118	118	
831	1	N/A	041554080940	SUPER STAY 24HR POWDER	112	112	
832	1	N/A	041554080933	SUPER STAY 24HR POWDER	110	110	
833	1	N/A	041554080926	SUPER STAY 24HR POWDER	102	102	

Row: 2

Row: 2

Row: 3

Row: 4

Row: 5

Row: 6

Row: 7

Row: 8

Row: 9

Lower Notch: 18

Lower Notch: 24

Lower Notch: 17

Lower Notch: 10

Lower Notch: 29

Lower Notch: 23

Lower Notch: 17

Lower Notch: 9

Lower Notch: 1

773	774	775	776	777	778
779	780	781	782	783	784
785	786	787	788	789	790
791	792	793	794	795	796
797	798	799	800	801	802
803	804	805	806	807	808
809	810	811	812	813	814
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821	822	823	824	825	
826	827	828	829		
830	831	832	833		

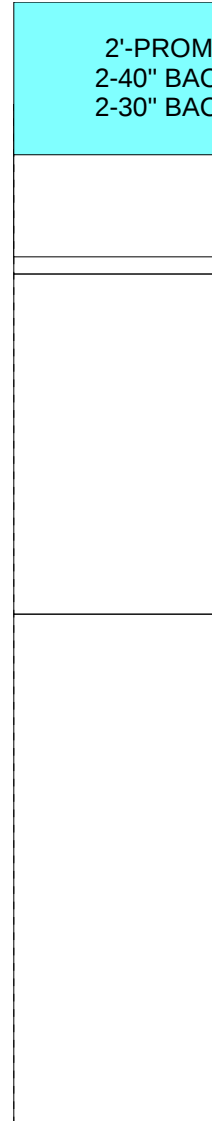
WAKEFERN 18' X 60" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1860ULH.IS24

Column: 19 - Row: 1 Row: 1 ...	Lower Notch: 13	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 Row: 1

Lower Notch: 13



WAKEFERN 18' X 60" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1860ULH.IS24

Column: 19 - Row: 1 Row: 1 ...	Lower Notch: 13	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 Row: 1

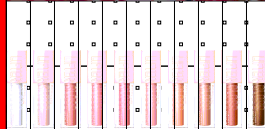
NO SPACE
KPANELS
KPANELS

Lower Notch: 13

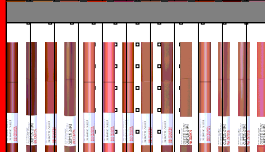
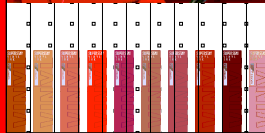
Lower Notch: 13

Lower Notch: 1

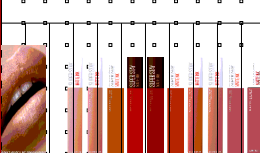
M



HYDRATING LIP GLOSS



LONGWEAR MATTE CRAYON



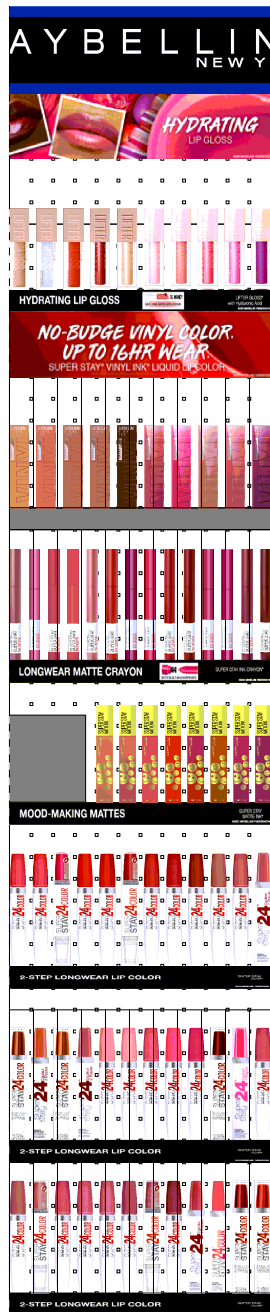
LONGWEAR MATTE LIQUID LIPCOLOR

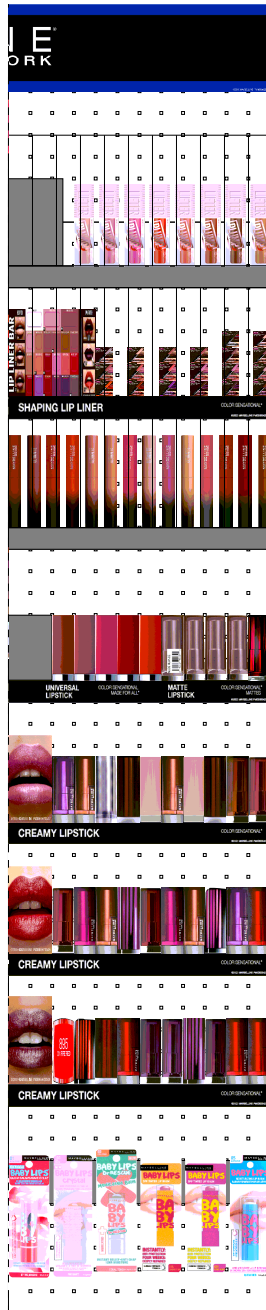


LONGWEAR MATTE LIQUID LIPCOLOR



LONGWEAR MATTE LIQUID LIPCOLOR





COLOR PLAY
EYESHADOW

STICKED EYESHADOW PALETTE

CREAM EYESHADOW

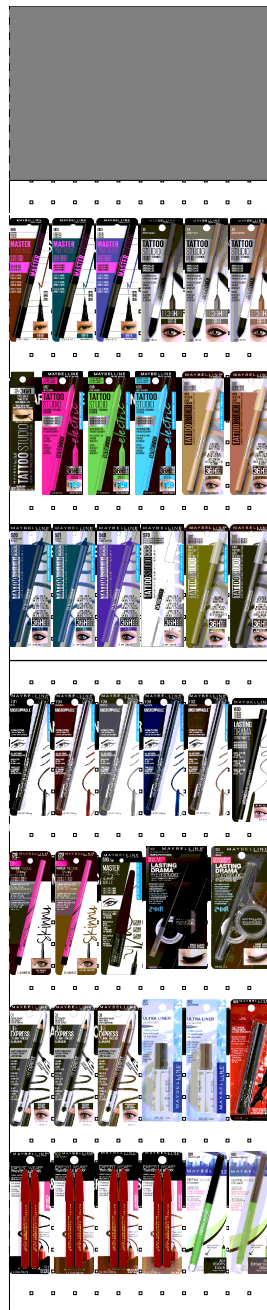
EYESHADOW QUAD

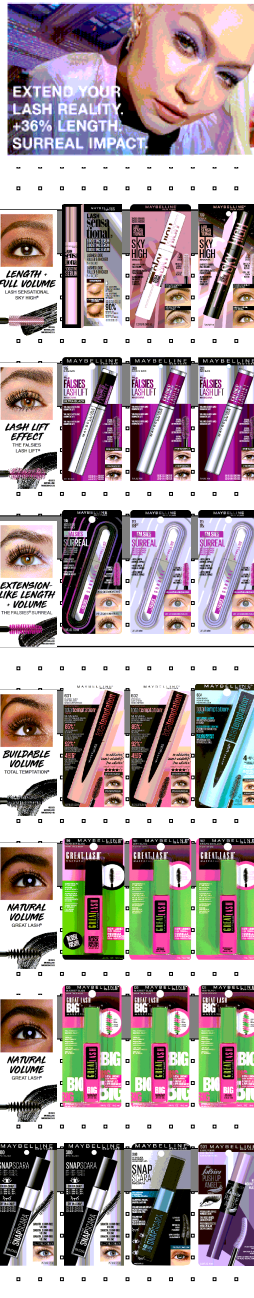
COLOR PLAY
EYESHADOW

STACKEE EYESHADOW PALETTE

CREAM EYESHADOW

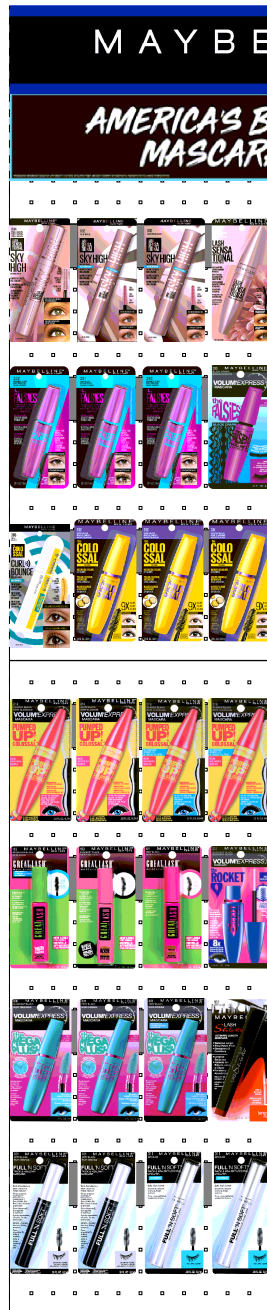




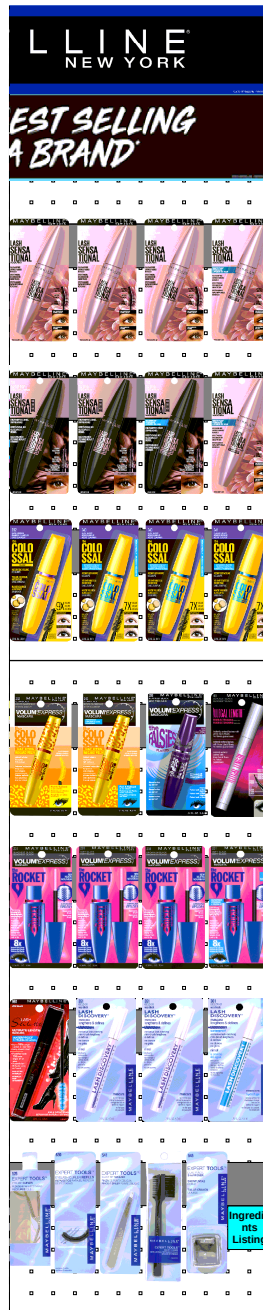


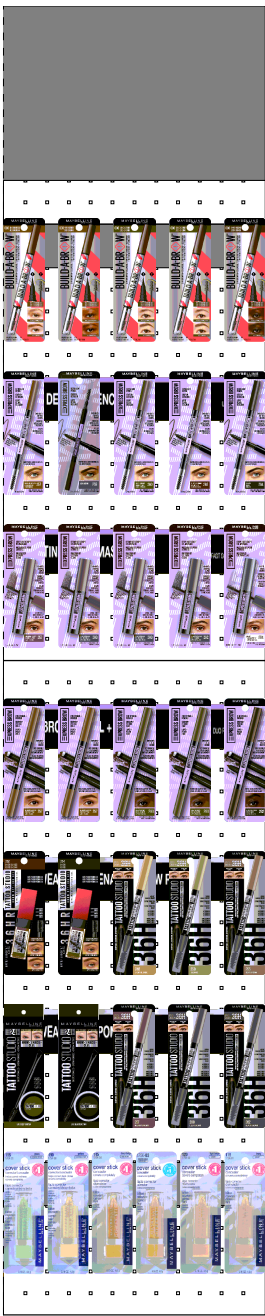


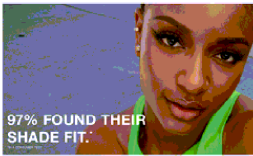
BACK PANELS &
MERCHANDISE



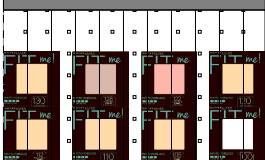
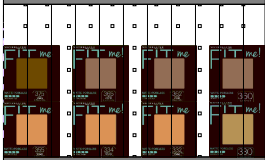
30+20+7=57"
SPACE=60"





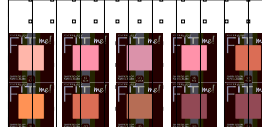
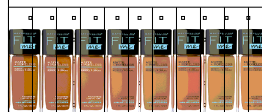


FIT ME **MATTE +**

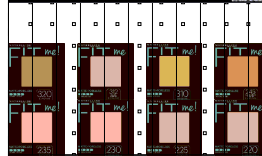




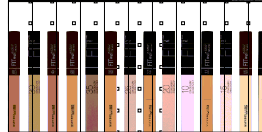
PORELESS



NATURAL. ALL DAY COLOR.



LIGHTWEIGHT COVERAGE. NATURAL FINISH.



SKIN CARE
+ MAKEUP
DREAM



SHEER COVERAGE



SHEER COVERAGE



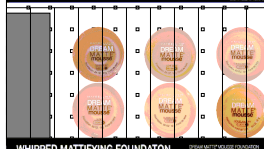
LIGHTWEIGHT FORMULA WITH HYALURONIC ACID.



LIGHTWEIGHT FORMULA WITH HYALURONIC ACID.



WHIPPED MATTIFYING FOUNDATION.



WHIPPED MATTIFYING FOUNDATION.



LIGHT TO MEDIUM COVERAGE. MATTE FINISH.



M



MATTEVINO PRIMER 9-10H WEAR MATTE FINISH ALL DAY WEAR MATTE FINISH



SLUSH GLOW KIT MISTY BLISS SHINE DEFINE HIGHLIGHT KIT



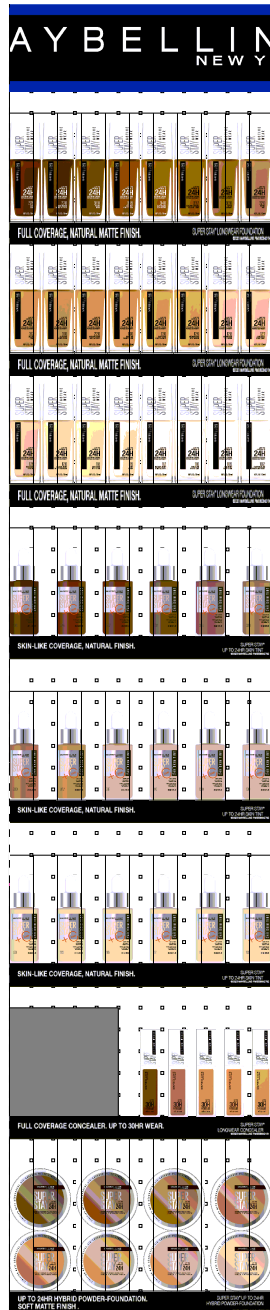
BLURRING AND SMOOTHING PRIMER



MATTE BRONZER + CONTOUR POWDER



METALLIC, LUMINOUS HIGHLIGHTER





2'-PROM
2-40" BAC
2-30" BAC

MAYBE
MAKE IT HAPPEN

[illegible][illegible]

O SPACE
K PANELS
K PANELS

LINE
NEW YORK

