



WAKEFERN 18' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1872ULH.IS24

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

Column: 1 - Row: 3 Lower Notch: 19 Fixture Type: SIGN Fixture Description: RENO LIFTER GLOSS (BTY) 11X12 UNLIT **
SIGN Fixture Re-Order Code: PM0000029070 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000040568 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: 16 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: PM0000044380 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: 8 Fixture Type: TRAYS Fixture Description: SS VINYL INK 1.2 **
TRAYS Fixture Re-Order Code: PL2000000612 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000044207 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
1	1	N/A	041554071047	VINYL INK	LIPPY	10	
2	1	N/A	041554071030	VINYL INK	PEACHY	15	
3	1	N/A	041554071009	VINYL INK	COY	20	
4	1	N/A	041554070989	VINYL INK	RED-HOT	25	
5	1	N/A	041554070958	VINYL INK	UNRIVALED	30	
6	1	N/A	041554071023	VINYL INK	CHEEKY	35	
7	1	N/A	041554071016	VINYL INK	WITTY	40	
8	1	N/A	041554070972	VINYL INK	WICKED	50	
9	1	N/A	041554070965	VINYL INK	ROYAL	55	
10	1	N/A	041554080421	SUPER STAY VINYL INK	Captivated	95	

Column: 1 - Row: 6 Lower Notch: 6 Fixture Type: SIGN Fixture Description: RENO SS LIP NAV 3X24 UNLIT **
SIGN Fixture Re-Order Code: PM0000027633 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000044535 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: SIGN Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

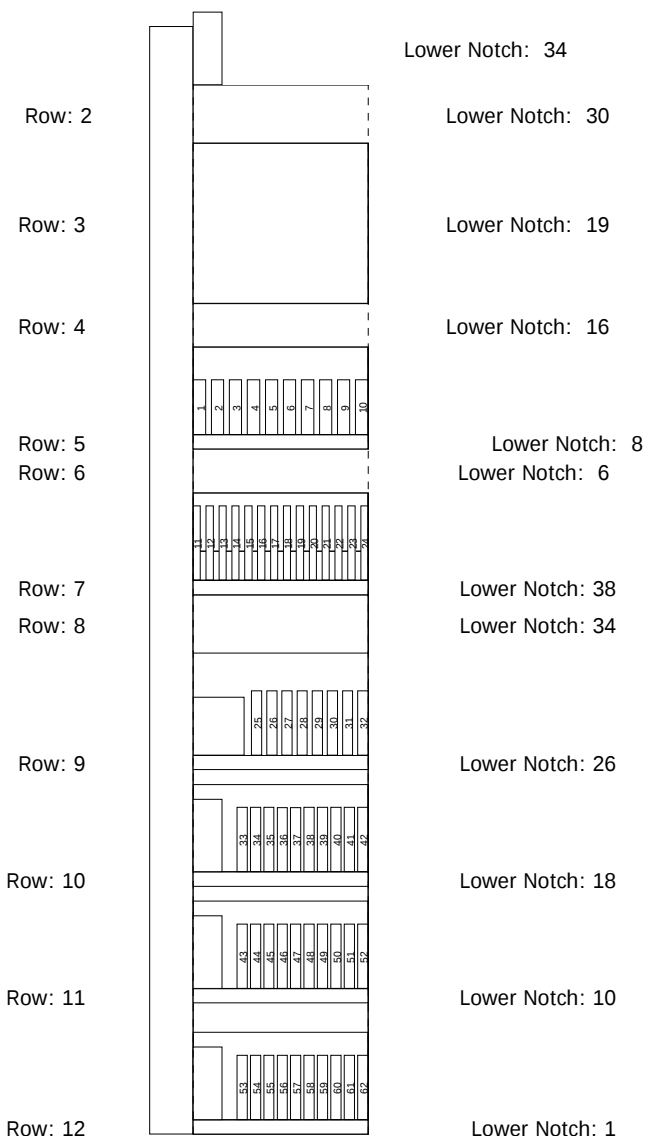
Column: 1 - Row: 7 Lower Notch: 38 Fixture Type: TRAYS Fixture Description: SS INK CRAYON 1.2 **
TRAYS Fixture Re-Order Code: PL2000000410 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042180 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043840 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
11	1	N/A	041554064704	SUPERSTAY INK CRAYON	DRIVE THE FUTURE	165	
12	1	N/A	041554558753	SUPERSTAY INK CRAYON	LIVE ON THE EDGE	5	
13	1	N/A	041554587845	SUPERSTAY INK CRAYON	RISE TO THE TOP	110	
14	1	N/A	041554558784	SUPERSTAY INK CRAYON	ENJOY THE VIEW	20	
15	1	N/A	041554064667	SUPERSTAY INK CRAYON	WORK FOR IT	140	
16	1	N/A	041554064728	SUPERSTAY INK CRAYON	BREAK THE CEILING	145	
17	1	N/A	041554064874	SUPERSTAY INK CRAYON	STOP AT NOTHING	160	
18	1	N/A	041554587869	SUPERSTAY INK CRAYON	REACH HIGH	100	
19	1	N/A	041554587852	SUPERSTAY INK CRAYON	ON THE GRIND	105	
20	1	N/A	041554558760	SUPERSTAY INK CRAYON	TRUST YOUR GUT	10	
21	1	N/A	041554064681	SUPERSTAY INK CRAYON	ACHIEVE IT ALL	155	
22	1	N/A	041554558777	SUPERSTAY INK CRAYON	LEAD THE WAY	15	
23	1	N/A	041554558777	SUPERSTAY INK CRAYON	LEAD THE WAY	15	
24	1	N/A	041554577877	SUPERSTAY INK CRAYON	KEEP IT FUN	90	

Column: 1 - Row: 8 Lower Notch: 34 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: 26 Fixture Type: TRAYS Fixture Description: SS MATTE INK MOODMAKERS 1.1 **
TRAYS Fixture Re-Order Code: PL2000000421 SS Graphic Re-Order Code: PM0000042795
Graphic Re-Order Code: PM0000042744 SS Holder Re-Order Code: PM1000013468
Carrier Tray Graphic Re-Order Code: 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
25	1	N/A	041554082852	MATTE INK MOOD MAKERS	MEDITATOR	430	
26	1	N/A	041554082869	MATTE INK MOOD MAKERS	DE-STRESSER	435	
27	1	N/A	041554082876	MATTE INK MOOD MAKERS	PLEASURE SEEKER	440	
28	1	N/A	041554082883	MATTE INK MOOD MAKERS	ENERGIZER	445	
29	1	N/A	041554082890	MATTE INK MOOD MAKERS	MOTIVATOR	450	
30	1	N/A	041554082906	MATTE INK MOOD MAKERS	HARMONIZER	455	
31	1	N/A	041554085426	MATTE INK MOOD MAKERS	OPTIMIST	460	
32	1	N/A	041554085433	MATTE INK MOOD MAKERS	REVIVER	465	



Column: 1 - Row: 10		Lower Notch: 18		Fixture Type: TRAYS		Fixture Description: SS MATTE INK 1.3 **	
TRAYS Fixture Re-Order Code: PL2000000421				SS Graphic Re-Order Code: PM0000042184			
Graphic Re-Order Code: PM0000042179				SS Holder Re-Order Code: 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
33	1	N/A	041554496895	SUPERSTAY MATTE INK	LOYALIST	5	
34	1	N/A	041554543681	SUPERSTAY MATTE INK	POET	60	
35	1	N/A	041554545419	SUPERSTAY MATTE INK	GLOBETROTTER	135	
36	1	N/A	041554589511	SUPERSTAY MATTE INK	HUSTLER	335	
37	1	N/A	041554589504	SUPERSTAY MATTE INK	INNOVATOR	330	
38	1	N/A	041554545426	SUPERSTAY MATTE INK	GROUND-BREAKER	117	
39	1	N/A	041554543711	SUPERSTAY MATTE INK	AMAZONIAN	70	
40	1	N/A	041554543650	SUPERSTAY MATTE INK	SEDUCTRESS	65	
41	1	N/A	041554545402	SUPERSTAY MATTE INK	SELF-STARTER	130	
42	1	N/A	041554577839	SUPERSTAY MATTE INK	RINGLEADER	175	

Column: 1 - Row: 11		Lower Notch: 10		Fixture Type: TRAYS		Fixture Description: SS MATTE INK 2.3 **	
TRAYS Fixture Re-Order Code: PL2000000421				SS Graphic Re-Order Code: PM0000042185			
Graphic Re-Order Code: PM0000042179				SS Holder Re-Order Code: 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
43	1	N/A	041554577860	SUPERSTAY MATTE INK	SAVANT	155	
44	1	N/A	041554577846	SUPERSTAY MATTE INK	REVOLUTIONARY	180	
45	1	N/A	041554577822	SUPERSTAY MATTE INK	MOVER	160	
46	1	N/A	041554543643	SUPERSTAY MATTE INK	RULER	80	
47	1	N/A	041554544472	SUPERSTAY MATTE INK	FOUNDER	115	
48	1	N/A	041554554489	SUPERSTAY MATTE INK	ARTIST	120	
49	1	N/A	041554577853	SUPERSTAY MATTE INK	PATHFINDER	150	
50	1	N/A	041554496918	SUPERSTAY MATTE INK	LOVER	15	
51	1	N/A	041554496901	SUPERSTAY MATTE INK	DREAMER	10	
52	1	N/A	041554554496	SUPERSTAY MATTE INK	INSPIRER	125	

Column: 1 - Row: 12		Lower Notch: 1		Fixture Type: TRAYS		Fixture Description: SS MATTE INK 3.3 **	
TRAYS Fixture Re-Order Code: PL2000000421				SS Graphic Re-Order Code: PM0000042186			
Graphic Re-Order Code: PM0000042179				SS Holder Re-Order Code: 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
53	1	N/A	041554496949	SUPERSTAY MATTE INK	ROMANTIC	30	
54	1	N/A	041554545433	SUPERSTAY MATTE INK	DANCER	118	
55	1	N/A	041554589498	SUPERSTAY MATTE INK	SHOT CALLER	325	
56	1	N/A	041554496925	SUPERSTAY MATTE INK	PIONEER	20	
57	1	N/A	041554589528	SUPERSTAY MATTE INK	EXHILARATOR	340	
58	1	N/A	041554496987	SUPERSTAY MATTE INK	VOYAGER	50	
59	1	N/A	041554545440	SUPERSTAY MATTE INK	COMPOSER	112	
60	1	N/A	041554496963	SUPERSTAY MATTE INK	BELIEVER	40	
61	1	N/A	041554543704	SUPERSTAY MATTE INK	VISIONARY	95	
62	1	N/A	041554543636	SUPERSTAY MATTE INK	HUNTRESS	90	

		Lower Notch: 34
Row: 2		Lower Notch: 30
Row: 3		Lower Notch: 19
Row: 4		Lower Notch: 16
Row: 5		Lower Notch: 8
Row: 6		Lower Notch: 6
Row: 7		Lower Notch: 38
Row: 8		Lower Notch: 34
Row: 9		Lower Notch: 26
Row: 10		Lower Notch: 18
Row: 11		Lower Notch: 10
Row: 12		Lower Notch: 1

WAKEFERN 18' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1872ULH.IS24

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

Column: 1 - Row: 4 Lower Notch: 16 Fixture Type: SIGN Fixture Description: RENO SS VINYL INK PRODUCT NAV 3X24 UNLI...
SIGN Fixture Re-Order Code: PM0000027633 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043980 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: SIGN Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 1 - Row: 6 Lower Notch: 6 Fixture Type: SIGN Fixture Description: RENO SS LIP NAV 3X24 UNLIT **
SIGN Fixture Re-Order Code: PM0000027633 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000044535 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: 2 Lower Notch: 27 Fixture Type: SIGN Fixture Description: RENO LIFTER GLOSS PRODUCT NAV 3X24 UN...
SIGN Fixture Re-Order Code: PM0000027633 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043213 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: SIGN Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 2 - Row: 4 Lower Notch: 18 Fixture Type: TRAYS Fixture Description: LIFTER GLOSS 1.1 **
TRAYS Fixture Re-Order Code: PL2000000621 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042141, PM0000043439 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000038173 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
63	1	N/A	041554583954	LIFTER GLOSS	Pearl	001	
64	1	N/A	041554583961	LIFTER GLOSS	Ice	002	
65	1	N/A	041554583978	LIFTER GLOSS	Moon	003	
66	1	N/A	041554583985	LIFTER GLOSS	Silk	004	
67	1	N/A	041554583992	LIFTER GLOSS	Petal	005	
68	1	N/A	041554583908	LIFTER GLOSS	Reef	006	
69	1	N/A	041554583915	LIFTER GLOSS	Amber	007	
70	1	N/A	041554583922	LIFTER GLOSS	Stone	008	
71	1	N/A	041554583939	LIFTER GLOSS	Topaz	009	
72	1	N/A	041554583946	LIFTER GLOSS	Crystal	010	

Column: 2 - Row: 6 Lower Notch: 8 Fixture Type: TRAYS Fixture Description: SS VINYL INK 2.2 **
TRAYS Fixture Re-Order Code: PL2000000612 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042207 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043756 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
73	1	N/A	041554080414	SUPER STAY VINYL INK	Charmed	100	
74	1	N/A	041554080407	SUPER STAY VINYL INK	Golden	105	
75	1	N/A	041554079319	SUPER STAY VINYL INK	Peppy	115	
76	1	N/A	041554079302	SUPER STAY VINYL INK	Punchy	120	
77	1	N/A	041554080445	SUPER STAY VINYL INK	Fearless	135	
78	1	N/A	041554087628	VINYL INK	ROGUE	145	
79	1	N/A	041554087604	VINYL INK	STRIKING	155	
80	1	N/A	041554087611	VINYL INK	UPBEAT	160	
81	1	N/A	041554087635	VINYL INK	SULTRY	165	
82	1	N/A	041554087642	VINYL INK	EDGY	165	

Column: 2 - Row: 7 Lower Notch: 38 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
83	1	N/A	041554558791	SUPERSTAY INK CRAYON	STAY EXCEPTIONAL	25	
84	1	N/A	041554064735	SUPERSTAY INK CRAYON	CHASE DREAMS	150	
85	1	N/A	041554581522	SUPERSTAY INK CRAYON	RUN THE WORLD	80	
86	1	N/A	041554581539	SUPERSTAY INK CRAYON	CHANGE IS GOOD	85	
87	1	N/A	041554558807	SUPERSTAY INK CRAYON	SEEK ADVENTURE	30	
88	1	N/A	041554558838	SUPERSTAY INK CRAYON	HUSTLE IN HEELS	45	
89	1	N/A	041554064711	SUPERSTAY INK CRAYON	MAKE MOVES	135	
90	1	N/A	041554064650	SUPERSTAY INK CRAYON	PAVE THE ROAD	130	
91	1	N/A	041554558845	SUPERSTAY INK CRAYON	OWN YOUR EMPIRE	50	
92	1	N/A	041554558852	SUPERSTAY INK CRAYON	MAKE IT HAPPEN	55	
93	1	N/A	041554064643	SUPERSTAY INK CRAYON	CHECK YOURSELF	125	
94	1	N/A	041554064698	SUPERSTAY INK CRAYON	BE BOLD, BE YOU	120	
95	1	N/A	041554558869	SUPERSTAY INK CRAYON	ACCEPT A DARE	60	
96	1	N/A	041554556973	SUPERSTAY INK CRAYON	SETTLE FOR MORE	65	

Row: 2

Row: 2

Row: 4

Row: 4

Row: 6

Row: 6

Row: 7

Row: 6

Row: 9

Row: 10

Row: 11

Row: 12

Lower Notch: 30

Lower Notch: 27

Lower Notch: 18

Lower Notch: 16

Lower Notch: 8

Lower Notch: 6

Lower Notch: 38

Lower Notch: 34

Lower Notch: 26

Lower Notch: 18

Lower Notch: 10

Lower Notch: 5

Column: 2 - Row: 8 Lower Notch: 34 Fixture Type: SIGN Fixture Description: RENO SS LIP NAV 4X12 UNLIT **
SIGN Fixture Re-Order Code: PM0000029067 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000044537 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: SIGN Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 2 - Row: 9 Lower Notch: 26 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
97	1	N/A	041554237757	SS 2 STEP 24 HR LIPCOLOR	Continuous Coral	020	
98	1	N/A	041554237757	SS 2 STEP 24 HR LIPCOLOR	Continuous Coral	020	
99	1	N/A	041554558876	SS 2 STEP 24 HR LIPCOLOR	Crisp Magenta	305	
100	1	N/A	041554237788	SS 2 STEP 24 HR LIPCOLOR	Keep It Red	035	
101	1	N/A	041554494969	SS 2 STEP 24 HR LIPCOLOR	ETERNAL CHERRY	200	
102	1	N/A	041554558890	SS 2 STEP 24 HR LIPCOLOR	Optic Ruby	310	
103	1	N/A	041554237764	SS 2 STEP 24 HR LIPCOLOR	Keep Up The Flame	025	
104	1	N/A	041554237740	SS 2 STEP 24 HR LIPCOLOR	All Day Cherry	015	
105	1	N/A	041554237726	SS 2 STEP 24 HR LIPCOLOR	Everlasting Wine	005	
106	1	N/A	041554552041	SS 2 STEP 24 HR LIPCOLOR	ENDLESS EXPRESSO	275	
107	1	N/A	041554237948	SS 2 STEP 24 HR LIPCOLOR	Forever Chestnut	115	
108	1	N/A	041554238006	SS 2 STEP 24 HR LIPCOLOR	Constant Cocoa	145	

Column: 2 - Row: 10 Lower Notch: 18 Fixture Type: TRAYS Fixture Description: SS 24HR LIP 2.3 **
TRAYS Fixture Re-Order Code: PL2000000386 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042094 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000037938 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
109	1	N/A	041554064902	SS 2 STEP 24 HR LIPCOLOR	COPPER GLISTEN	910	
110	1	N/A	041554335927	SS 2 STEP 24 HR LIPCOLOR	Constant Toast	136	
111	1	N/A	041554064889	SS 2 STEP 24 HR LIPCOLOR	SULTRY AMBER	915	
112	1	N/A	041554238280	SS 2 STEP 24 HR LIPCOLOR	Timeless Toffee	150	
113	1	N/A	041554544619	SS 2 STEP 24 HR LIPCOLOR	ALL NIGHT APRICOT	240	
114	1	N/A	041554237931	SS 2 STEP 24 HR LIPCOLOR	So Pearly Pink	110	
115	1	N/A	041554237924	SS 2 STEP 24 HR LIPCOLOR	Blush On	105	
116	1	N/A	041554494945	SS 2 STEP 24 HR LIPCOLOR	PINK GOES ON	215	
117	1	N/A	041554494983	SS 2 STEP 24 HR LIPCOLOR	24/7 FUSCHIA	220	
118	1	N/A	041554064896	SS 2 STEP 24 HR LIPCOLOR	BRONZED DREAM	920	
119	1	N/A	041554237917	SS 2 STEP 24 HR LIPCOLOR	Very Cranberry	100	
120	1	N/A	041554237894	SS 2 STEP 24 HR LIPCOLOR	Timeless Rose	090	

Column: 2 - Row: 11 Lower Notch: 10 Fixture Type: TRAYS Fixture Description: SS 24HR LIP 3.3 **
TRAYS Fixture Re-Order Code: PL2000000386 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042094 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000037939 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
121	1	N/A	041554551075	SS 2 STEP 24 HR LIPCOLOR	FIRMLY MAUVE	245	
122	1	N/A	041554558893	SS 2 STEP 24 HR LIPCOLOR	Frosted Mauve	300	
123	1	N/A	041554237801	SS 2 STEP 24 HR LIPCOLOR	Wear On Wildberry	045	
124	1	N/A	041554237870	SS 2 STEP 24 HR LIPCOLOR	Infinite Petal	080	
125	1	N/A	041554237825	SS 2 STEP 24 HR LIPCOLOR	Perpetual Plum	055	
126	1	N/A	041554551990	SS 2 STEP 24 HR LIPCOLOR	RELENTLESS RUBY	255	
127	1	N/A	041554558906	SS 2 STEP 24 HR LIPCOLOR	Frozen Rose	315	
128	1	N/A	041554237818	SS 2 STEP 24 HR LIPCOLOR	Unlimited Raisin	050	
129	1	N/A	041554237955	SS 2 STEP 24 HR LIPCOLOR	Always Heather	120	
130	1	N/A	041554552027	SS 2 STEP 24 HR LIPCOLOR	MERLOT ARMOUR	265	
131	1	N/A	041554064872	SS 2 STEP 24 HR LIPCOLOR	BROOKLYN SUNSET	925	
132	1	N/A	041554064865	SS 2 STEP 24 HR LIPCOLOR	CITY ABLAZE	930	

Column: 2 - Row: 12 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
133	1	N/A	041554586404	Baby Lips Quenched	Quenched	005	
134	1	N/A	041554586404	Baby Lips Quenched	Quenched	005	
135	1	N/A	041554264548	BABY LIPS	CHERRY ME	15	
136	1	N/A	041554264548	BABY LIPS	CHERRY ME	15	
137	1	N/A	041554264562	BABY LIPS	PINK PUNCH	25	
138	1	N/A	041554264562	BABY LIPS	PINK PUNCH	25	

Row: 2

Row: 2

Row: 4

Row: 4

Row: 6

Row: 6

Row: 7

Row: 6

Row: 9

Row: 10

Row: 11

Row: 12

Lower Notch: 30

Lower Notch: 27

Lower Notch: 18

Lower Notch: 16

Lower Notch: 8

Lower Notch: 6

Lower Notch: 38

Lower Notch: 34

Lower Notch: 26

Lower Notch: 18

Lower Notch: 10

Lower Notch: 5

WAKEFERN 18' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1872ULH.IS24

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

Column: 2 -	Row: 2	Lower Notch: 27	Fixture Type: SIGN	Fixture Description: RENO LIFTER GLOSS PRODUCT NAV 3X24 UN...
SIGN Fixture Re-Order Code: PM0000027633			SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000043213			SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:			SIGN Fixture Rolled-Up Code:	
Shade Chart Re-Order Code:			UPC Blade Code:	

Column: 3 -	Row: 2	Lower Notch: 18	Fixture Type: TRAYS	Fixture Description: LIFTER GLOSS EXTENSION 1.1 **
TRAYS Fixture Re-Order Code: PL2000000621			SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000042141, PM0000042814, PM0000043081			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
139	1	N/A	041554586992	LIFTER GLOSS	Brass	011	
140	1	N/A	041554587005	LIFTER GLOSS	Opal	012	
141	1	N/A	041554587029	LIFTER GLOSS	Hess	014	
142	1	N/A	041554070903	LIFTER GLOSS	RUST	16	
143	1	N/A	041554070941	LIFTER GLOSS	SUN	20	
144	1	N/A	041554085372	CANDY DROP	GUMMY BEAR	021	
145	1	N/A	041554085419	CANDY DROP	PEACH RING	022	
146	1	N/A	041554085396	CANDY DROP	SWEETHEART	023	
147	1	N/A	041554085402	CANDY DROP	BUBBLEGUM	024	
148	1	N/A	041554085389	CANDY DROP	TAFFY	025	

Column: 3 -	Row: 3	Lower Notch: 13	Fixture Type: SIGN	Fixture Description: RENO LIFTER PLUMP BTY NAV 6X12 UNLIT **
SIGN Fixture Re-Order Code: PM0000029072			SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000044285			SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:			SIGN Fixture Rolled-Up Code:	
Shade Chart Re-Order Code:			UPC Blade Code:	

Column: 3 -	Row: 4	Lower Notch: 6	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
149	1	N/A	041554080704	LIFTER PLUMP	BLUSH BLAZE	001	
150	1	N/A	041554080698	LIFTER PLUMP	MAUVE BITE	002	
151	1	N/A	041554081886	LIFTER PLUMP	PINK STING	003	
152	1	N/A	041554080728	LIFTER PLUMP	RED FLAG	004	
153	1	N/A	041554080711	LIFTER PLUMP	PEACH FEVER	005	
154	1	N/A	041554081879	LIFTER PLUMP	HOT CHILI	006	
155	1	N/A	041554081893	LIFTER PLUMP	COCOA ZING	007	
156	1	N/A	041554080681	LIFTER PLUMP	HOT HONEY	008	

Column: 3 -	Row: 5	Lower Notch: 40	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: PM0000021665	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
157	1	N/A	041554486032	COLOR SENSATIONAL MECHANICAL LINER	Clear	100	
158	1	N/A	041554549300	Color Sensational Shaping Lip Liner	BEIGE BABE	102	
159	1	N/A	041554549331	Color Sensational Shaping Lip Liner	Gone Grieve	104	
160	1	N/A	041554486049	COLOR SENSATIONAL MECHANICAL LINER	NUDE WHISPER	105	
161	1	N/A	041554486056	COLOR SENSATIONAL MECHANICAL LINER	PURELY NUDE	110	
162	1	N/A	041554486063	COLOR SENSATIONAL MECHANICAL LINER	TOTALLY TOFFEE	115	
163	1	N/A	041554549355	Color Sensational Shaping Lip Liner	RAW CHOCOLATE	118	
164	1	N/A	041554486070	COLOR SENSATIONAL MECHANICAL LINER	Rich Chocolate	120	
165	1	N/A	041554486087	COLOR SENSATIONAL MECHANICAL LINER	MAGNETIC MAUVE	125	
166	1	N/A	041554486094	COLOR SENSATIONAL MECHANICAL LINER	DUSTY ROSE	130	
167	1	N/A	041554549287	Color Sensational Shaping Lip Liner	ALMOND ROSE	132	
168	1	N/A	041554549348	Color Sensational Shaping Lip Liner	Pink Wink	134	
169	1	N/A	041554486100	COLOR SENSATIONAL MECHANICAL LINER	PALEST PINK	135	
170	1	N/A	041554486117	COLOR SENSATIONAL MECHANICAL LINER	PINK CORAL	140	
171	1	N/A	041554486124	COLOR SENSATIONAL MECHANICAL LINER	Very Cherry	145	
172	1	N/A	041554486131	COLOR SENSATIONAL MECHANICAL LINER	BRICK RED	150	
173	1	N/A	041554486148	COLOR SENSATIONAL MECHANICAL LINER	WILD VIOLETS	155	
174	1	N/A	041554549324	Color Sensational Shaping Lip Liner	Divine Wine	153	
175	1	N/A	041554492859	COLOR SENSATIONAL MECHANICAL LINER	RICH WINE	160	
176	1	N/A	041554492866	COLOR SENSATIONAL MECHANICAL LINER	PLUM PASSION	165	

Column: 3 -	Row: 6	Lower Notch: 34	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:	

Row: 2

Lower Notch: 30

Row: 2

Lower Notch: 27

Row: 2

Lower Notch: 18

Row: 3

Lower Notch: 13

Row: 4

Lower Notch: 6

Row: 5

Lower Notch: 40

Row: 6

Lower Notch: 34

Row: 7

Lower Notch: 28

Row: 8

Lower Notch: 22

Row: 9

Lower Notch: 16

Row: 10

Lower Notch: 10

Row: 11

Lower Notch: 5

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
177	1	N/A	041554582314	Color Sensational Ultimate	More Berry	099	
178	1	N/A	041554070862	Color Sensational Ultimate Neutrals	MORE CEDAR	188	
179	1	N/A	041554582222	Color Sensational Ultimate	More Ruby	199	
180	1	N/A	041554582239	Color Sensational Ultimate	More Scarlet	299	
181	1	N/A	041554070705	Color Sensational Ultimate Neutrals	MORE MOCHA	388	
182	1	N/A	041554070712	Color Sensational Ultimate Neutrals	MORE STONE	488	
183	1	N/A	041554582277	Color Sensational Ultimate	More Blush	499	
184	1	N/A	041554070729	Color Sensational Ultimate Neutrals	MORE BLONDE	588	
185	1	N/A	041554582260	Color Sensational Ultimate	More Mauve	599	
186	1	N/A	041554070736	Color Sensational Ultimate Neutrals	MORE SEPIA	688	
187	1	N/A	041554582284	Color Sensational Ultimate	More Buff	699	
188	1	N/A	041554582307	Color Sensational Ultimate	More Taupe	799	
189	1	N/A	041554582253	Color Sensational Ultimate	More Rust	899	
190	1	N/A	041554582246	Color Sensational Ultimate	More Truffle	999	

Column: 3 - Row: 7 Lower Notch: 28 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 Trey Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:

Shade Chart Re-Order Code: PM0000042752, PM0000042753 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
191	1	N/A	041554564815	CS MADE FOR ALL	MAUVE FOR ME	373	
192	1	N/A	041554566772	CS MADE FOR ALL	PINK FOR ME	376	
193	1	N/A	041554564860	CS MADE FOR ALL	FUCHSIA FOR ME	379	
194	1	N/A	041554564853	CS MADE FOR ALL	RUBY FOR ME	385	
195	1	N/A	041554564846	CS MADE FOR ALL	RED FOR ME	382	
196	1	N/A	041554453845	COLOR SEN THE MATTES	Nude Nuance	657	
197	1	N/A	041554429893	COLOR SEN THE MATTES	Touch of Spice	660	
198	1	N/A	041554429909	COLOR SEN THE MATTES	Lust for Blush	665	
199	1	N/A	041554429961	COLOR SEN THE MATTES	Divine Wine	695	
200	1	N/A	041554488777	COLOR SENSATIONAL LOADED BOLD5	Pitch Black	845	

Column: 3 - Row: 8 Lower Notch: 22 Fixture Type: TRAYS Fixture Description: CS CREAMS 1.3 RENO **

TRAYS Fixture Re-Order Code: PL2000000446 SS Graphic Re-Order Code: PM0000033908

Graphic Re-Order Code: PM0000033907, PM0000042123 SS Holder Re-Order Code: PM0000027630

Carrier Trey 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
201	1	N/A	041554578348	COLOR SEN LIPSTICK	COPPER CHARGE	166	
202	1	N/A	041554578317	COLOR SEN LIPSTICK	ALMOND HUSTLE	133	
203	1	N/A	041554264630	COLOR SEN LIPSTICK	Rum Riche	280	
204	1	N/A	041554198645	COLOR SEN LIPSTICK	Crazy For Coffee	275	
205	1	N/A	041554413236	COLOR SEN BUFS	TOUCHABLE TAUPE	940	
206	1	N/A	041554578300	COLOR SEN LIPSTICK	DOUBLE SHOT	111	
207	1	N/A	041554408546	COLOR SEN BUFS	NUDE LUST	920	
208	1	N/A	041554198560	COLOR SEN LIPSTICK	Nearly There	205	
209	1	N/A	041554198591	COLOR SEN LIPSTICK	Warm Me Up	235	
210	1	N/A	041554198232	COLOR SEN LIPSTICK	Born With It	15	

Column: 3 - Row: 9 Lower Notch: 16 Fixture Type: TRAYS Fixture Description: CS CREAMS 2.3 RENO **

TRAYS Fixture Re-Order Code: PL2000000446 SS Graphic Re-Order Code: PM0000033911

Graphic Re-Order Code: PM0000033910, PM0000042124 SS Holder Re-Order Code: PM0000027630

Carrier Trey 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
211	1	N/A	041554198225	COLOR SEN LIPSTICK	Pink Sand	005	
212	1	N/A	041554578249	COLOR SEN LIPSTICK	FLUSH PUNCH	222	
213	1	N/A	041554578287	COLOR SEN LIPSTICK	PINK FLARE	255	
214	1	N/A	041554470994	COLOR SEN LIPSTICK	Romantic Rose	450	
215	1	N/A	041554198300	COLOR SEN LIPSTICK	Pink Wink	105	
216	1	N/A	041554578232	COLOR SEN LIPSTICK	PINK SCORE	244	
217	1	N/A	041554578294	COLOR SEN LIPSTICK	PINK POSE	233	
218	1	N/A	041554248913	COLOR SEN LIPSTICK	Pink & Proper	20	
219	1	N/A	041554578362	COLOR SEN LIPSTICK	CORAL RISE	344	
220	1	N/A	041554578409	COLOR SEN LIPSTICK	HOT CHASE	333	

Column: 3 - Row: 10 Lower Notch: 10 Fixture Type: TRAYS Fixture Description: CS CREAMS 3.3 RENO **

TRAYS Fixture Re-Order Code: PL2000000446 SS Graphic Re-Order Code: PM0000033914

Graphic Re-Order Code: PM0000033913, PM0000042125 SS Holder Re-Order Code: PM0000027630

Carrier Trey 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
221	1	N/A	041554294996	COLOR SEN LIP VIVIDS	ON FIRE RED	895	
222	1	N/A	041554248906	COLOR SEN LIPSTICK	Red Revolution	630	
223	1	N/A	041554198553	COLOR SEN LIPSTICK	Red Revival	645	
224	1	N/A	041554578386	COLOR SEN LIPSTICK	CRIMSON RACE	311	
225	1	N/A	041554198423	COLOR SEN LIPSTICK	On The Maive	445	
226	1	N/A	041554198409	COLOR SEN LIPSTICK	Plum Paradise	425	
227	1	N/A	041554283426	COLOR SEN LIPSTICK	Blissful Berry	410	
228	1	N/A	041554198416	COLOR SEN LIPSTICK	Plum Perfect	435	
229	1	N/A	041554578416	COLOR SEN LIPSTICK	PLUM RULE	411	
230	1	N/A	041554578423	COLOR SEN LIPSTICK	BERRY GO	400	

Row: 2

Row: 2

Row: 2

Row: 3

Row: 4

Row: 5

Row: 6

Row: 7

Row: 8

Row: 9

Row: 10

Row: 11

Lower Notch: 30

Lower Notch: 27

Lower Notch: 18

Lower Notch: 13

Lower Notch: 6

Lower Notch: 40

Lower Notch: 34

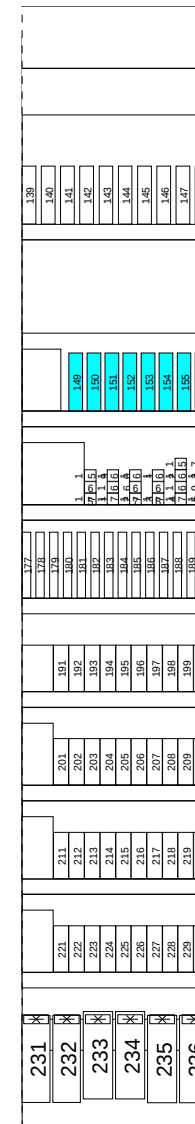
Lower Notch: 28

Lower Notch: 22

Lower Notch: 16

Lower Notch: 10

Lower Notch: 5



Column: 3 Row: 11 Lower Notch: 5 Fixture Type: HOOK BARS Fixture Description: 6HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984521 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984521
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
231	1	N/A	041554424591	BABY LIPS CRYSTAL	Pink Quartz	140	
232	1	N/A	041554424591	BABY LIPS CRYSTAL	Pink Quartz	140	
233	1	N/A	041554404937	BABY LIPS DR RESCUE	Coral Crave	55	
234	1	N/A	041554404937	BABY LIPS DR RESCUE	Coral Crave	55	
235	1	N/A	041554483123	BABY LIPS	MY PINK	01	
236	1	N/A	041554483123	BABY LIPS	MY PINK	01	

Row: 2

Row: 2

Row: 2

Row: 3

Row: 4

Row: 5

Row: 6

Row: 7

Row: 8

Row: 9

Row: 10

Row: 11

231	✱	177	178	179	180	181	182	183	184	185	186	187	188	189	190	191	192	193	194	195	196	197	198	199	200	201	202	203	204	205	206	207	208	209	210	211	212	213	214	215	216	217	218	219	220	221	222	223	224	225	226	227	228	229	230
	✱	177	178	179	180	181	182	183	184	185	186	187	188	189	190	191	192	193	194	195	196	197	198	199	200	201	202	203	204	205	206	207	208	209	210	211	212	213	214	215	216	217	218	219	220	221	222	223	224	225	226	227	228	229	230
	✱	177	178	179	180	181	182	183	184	185	186	187	188	189	190	191	192	193	194	195	196	197	198	199	200	201	202	203	204	205	206	207	208	209	210	211	212	213	214	215	216	217	218	219	220	221	222	223	224	225	226	227	228	229	230
	✱	177	178	179	180	181	182	183	184	185	186	187	188	189	190	191	192	193	194	195	196	197	198	199	200	201	202	203	204	205	206	207	208	209	210	211	212	213	214	215	216	217	218	219	220	221	222	223	224	225	226	227	228	229	230
	✱	177	178	179	180	181	182	183	184	185	186	187	188	189	190	191	192	193	194	195	196	197	198	199	200	201	202	203	204	205	206	207	208	209	210	211	212	213	214	215	216	217	218	219	220	221	222	223	224	225	226	227	228	229	230
	✱	177	178	179	180	181	182	183	184	185	186	187	188	189	190	191	192	193	194	195	196	197	198	199	200	201	202	203	204	205	206	207	208	209	210	211	212	213	214	215	216	217	218	219	220	221	222	223	224	225	226	227	228	229	230
	✱	177	178	179	180	181	182	183	184	185	186	187	188	189	190	191	192	193	194	195	196	197	198	199	200	201	202	203	204	205	206	207	208	209	210	211	212	213	214	215	216	217	218	219	220	221	222	223	224	225	226	227	228	229	230
	✱	177	178	179	180	181	182	183	184	185	186	187	188	189	190	191	192	193	194	195	196	197	198	199	200	201	202	203	204	205	206	207	208	209	210	211	212	213	214	215	216	217	218	219	220	221	222	223	224	225	226	227	228	229	230
	✱	177	178	179	180	181	182	183	184	185	186	187	188	189	190	191	192	193	194	195	196	197	198	199	200	201	202	203	204	205	206	207	208	209	210	211	212	213	214	215	216	217	218	219	220	221	222	223	224	225	226	227	228	229	230
	✱	177	178	179	180	181	182	183	184	185	186	187	188	189	190	191	192	193	194	195	196	197	198	199	200	201	202	203	204	205	206	207	208	209	210	211	212	213	214	215	216	217	218	219	220	221	222	223	224	225	226	227	228	229	230

WAKEFERN 18' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1872ULH.IS24

Column: 4 - Row: 1 Lower Notch: 23 Fixture Type: HEADER LIT Fixture Description: RENO CATEGORY-SHADOW NAV+PRODUCT FL...

HEADER LIT Fixture Re-Order Code: PM0000029071 SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000042441 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: 19 Fixture Type: SIGN Fixture Description: RENO CATEGORY-SHADOW NAV 4X12 UNLIT **

SIGN Fixture Re-Order Code: PM0000029067 SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000043920 SS Holder Re-Order Code:

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

Shade Chart Re-Order Code: UPC Blade Code:

Column: 4 - Row: 3 Lower Notch: 10 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
237	1	N/A	041554084115	EYE STIX	I AM SHINING	10	
238	1	N/A	041554084122	EYE STIX	I AM CONFIDENT	15	
239	1	N/A	041554084139	EYE STIX	I AM INSPIRED	20	
240	1	N/A	041554084146	EYE STIX	I AM DETERMINED	25	
241	1	N/A	041554084153	EYE STIX	I AM COURAGEOUS	30	
242	1	N/A	041554084160	EYE STIX	I AM POWERFUL	35	
243	1	N/A	041554084177	EYE STIX	I AM FIERCE	40	
244	1	N/A	041554084184	EYE STIX	I AM GIVING	45	
245	1	N/A	041554084191	EYE STIX	I AM UNIQUE	50	
246	1	N/A	041554084207	EYE STIX	I AM FEARLESS	55	
247	1	N/A	041554088137	EYE STIX	I AM UNEXPECTED	60	
248	1	N/A	041554088151	EYE STIX	I AM EXTRAVAGANT	70	
249	1	N/A	041554088199	EYE STIX	I AM RARE	75	
250	1	N/A	041554088205	EYE STIX	I AM UNCONVENTIONAL	95	
251	1	N/A	041554088212	EYE STIX	I AM REBELLIOUS	100	
252	1	N/A	041554088229	EYE STIX	I AM UNMATCHED	105	

Column: 4 - Row: 4 Lower Notch: 2 Fixture Type: TRAYS Fixture Description: SHADOW BLOCKS 1.1 **

TRAYS Fixture Re-Order Code: PL2000000680 SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000040283 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
253	1	N/A	041554075823	SHADOW BLOCKS	82ND & PARK AVE	10	
254	1	N/A	041554075830	SHADOW BLOCKS	WEST 4TH & PERRY ST	20	
255	1	N/A	041554075816	SHADOW BLOCKS	NORTH 3RD & BEDFORD AVE	30	
256	1	N/A	041554075854	SHADOW BLOCKS	BROADWAY & PRINCE ST	40	
257	1	N/A	041554075847	SHADOW BLOCKS	26TH & MADISON AVE	50	

Column: 4 - Row: 5 Lower Notch: 38 Fixture Type: SIGN Fixture Description: RENO CATEGORY-SHADOW NAV 4X12 UNLIT **

SIGN Fixture Re-Order Code: PM0000029067 SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000043920 SS Holder Re-Order Code:

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

Shade Chart Re-Order Code: UPC Blade Code:

Column: 4 - Row: 6 Lower Notch: 26 Fixture Type: TRAYS Fixture Description: EW MONOS 1.1 (OTIER) **

TRAYS Fixture Re-Order Code: PL2000000441 SS Graphic Re-Order Code: PM0000044267 PM0000044619

Graphic Re-Order Code: PM0000042121 SS Holder Re-Order Code: PM0000027728 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
258	1	N/A	041554492644	Expertwear Monos	Vanilla	100S	
259	1	N/A	041554490749	Expertwear Monos	Soft Pearl	10S	
260	1	N/A	041554490763	Expertwear Monos	Seashell	30S	
261	1	N/A	041554490710	Expertwear Monos	Nude Glow	40S	
262	1	N/A	041554490756	Expertwear Monos	Linen	20S	
263	1	N/A	041554490794	Expertwear Monos	The Glo Down	60S	
264	1	N/A	041554492682	Expertwear Monos	Made for Mocha	140S	
265	1	N/A	041554490800	Expertwear Monos	Cool Cocoa	70S	
266	1	N/A	041554490824	Expertwear Monos	Forest Green	80S	
267	1	N/A	041554492651	Expertwear Monos	Night Sky	110S	
268	1	N/A	041554552201	Expertwear Monos	DUSTY ROSE	200S	
269	1	N/A	041554492712	Expertwear Monos	Humdrum Plum	170S	
270	1	N/A	041554490787	Expertwear Monos	Tastefully Taupe	50S	
271	1	N/A	041554552232	Expertwear Monos	Sterling Greige	230S	

Column: 4 - Row: 7 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
272	1	N/A	041554567953	COLOR TATTOO POTS	V.I.P.	10	
273	1	N/A	041554567885	COLOR TATTOO POTS	FRONT RUNNER	15	

Row: 1

Lower Notch: 23

Row: 2

Lower Notch: 19

Row: 3

Lower Notch: 10

Row: 4

Lower Notch: 2

Row: 5

Lower Notch: 38

Row: 6

Lower Notch: 26

Row: 7

Lower Notch: 17

Row: 8

Lower Notch: 9

Row: 9

Lower Notch: 1

237	238	239	240	241	242	243	244	245	246	247	248	249	250	251	252
253	254	255	256	257											
267	262	268	263	258	269	264	259	270	265	260	271	266	261		
272	277	278	273	274	279	280	275	281							
282	283	284	285												
286	287	288	289												

274	1	N/A	041554567892	COLOR TATTOO POTS	SOCIALITE	20	
275	1	N/A	041554567922	COLOR TATTOO POTS	URBANITE	25	
276	1	N/A	041554567908	COLOR TATTOO POTS	HIGH ROLLER	30	
277	1	N/A	041554567915	COLOR TATTOO POTS	CHILL GIRL	35	
278	1	N/A	041554567939	COLOR TATTOO POTS	GOLDEN GIRL	40	
279	1	N/A	041554567977	COLOR TATTOO POTS	TRAILBLAZER	45	
280	1	N/A	041554567946	COLOR TATTOO POTS	KNOCKOUT	50	
281	1	N/A	041554567960	COLOR TATTOO POTS	RISK MAKER	55	

Column: 4 - Row: 8 Lower Notch: 9 Fixture Type: TRAYS Fixture Description: CITY MINI PALETTE 1.2 **
TRAYS Fixture Re-Order Code: PL2000000445 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042116 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043762 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
282	1	N/A	041554499742	CITY MINI PALETTES	Rooftop Bronzes	400	
283	1	N/A	041554499735	CITY MINI PALETTES	Chill Brunch Neutrals	410	
284	1	N/A	041554499766	CITY MINI PALETTES	Downtown Sunrise	430	
285	1	N/A	041554540772	CITY MINI PALETTES	MATTE ABOUT TOWN	480	

Column: 4 - Row: 9 Lower Notch: 1 Fixture Type: TRAYS Fixture Description: CITY MINI PALETTE 2.2 **
TRAYS Fixture Re-Order Code: PL2000000445 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042116 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043763 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
286	1	N/A	041554552405	CITY MINI PALETTES	Brooklyn Nudes	500	
287	1	N/A	041554552492	CITY MINI PALETTES	Blushed Avenue	510	
288	1	N/A	041554552508	CITY MINI PALETTES	Skyscape Dusk	520	
289	1	N/A	041554563306	CITY MINI PALETTES	Diamond District	540	

Row: 1

Lower Notch: 23

Row: 2

Lower Notch: 19

Row: 3

Lower Notch: 10

Row: 4

Lower Notch: 2

Row: 5

Lower Notch: 38

Row: 6

Lower Notch: 26

Row: 7

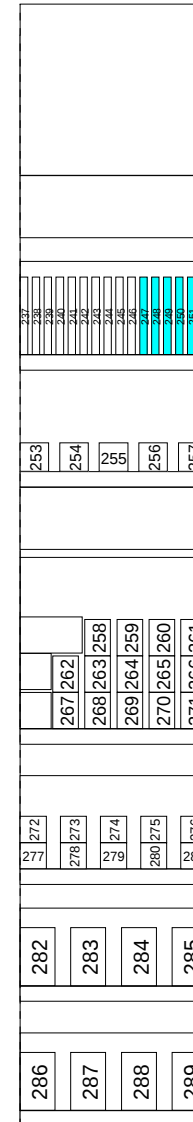
Lower Notch: 17

Row: 8

Lower Notch: 9

Row: 9

Lower Notch: 1



Lower Notch: 1

[illegible]

WAKEFERN 18" X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1872ULH.IS24

Column: 5 - Row: 1 Lower Notch: 26 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: 21 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
325	1	N/A	041554568226	MASTER PREC ALL DAY	Black	110	
326	1	N/A	041554549454	MASTER PREC ALL DAY	FOREST BROWN	111	
327	1	N/A	041554087574	MASTER PRECISE ALL DAY	EMERALD	112	
328	1	N/A	041554087581	MASTER PRECISE ALL DAY	COBALT	113	
329	1	N/A	041554578799	TATTOO STUDIO DIP IN LIQUID LINER	DARK HENNA BROWN	002	
330	1	N/A	041554549416	TATTOO STUDIO DIP IN LIQUID LINER	Black	001	

Column: 6 - Row: 2 Lower Notch: 14 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
331	1	N/A	041554077445	TATTOO STUDIO GEL PENCIL LINER	Lime Smash	805	
332	1	N/A	041554077452	TATTOO STUDIO GEL PENCIL LINER	Arctic Skies	806	
333	1	N/A	041554078947	TATTOO STUDIO GEL PENCIL LINER	Rose Gold	980	
334	1	N/A	041554078954	TATTOO STUDIO GEL PENCIL LINER	Bronze Spark	981	
335	1	N/A	041554078961	TATTOO STUDIO GEL PENCIL LINER	Emerald Lights	982	
336	1	N/A	041554078978	TATTOO STUDIO GEL PENCIL LINER	Midnight Black	983	

Column: 6 - Row: 3 Lower Notch: 7 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
337	1	N/A	041554563351	TATTOO STUDIO GEL PENCIL LINER	BOLD BROWN	910	
338	1	N/A	041554568172	TATTOO STUDIO GEL PENCIL LINER	SMOOTH WALNUT	911	
339	1	N/A	041554563863	TATTOO STUDIO GEL PENCIL LINER	STRIKING NAVY	920	
340	1	N/A	041554563870	TATTOO STUDIO GEL PENCIL LINER	DEEP TEAL	921	
341	1	N/A	041554563887	TATTOO STUDIO GEL PENCIL LINER	RICH AMETHYST	940	
342	1	N/A	041554563900	TATTOO STUDIO GEL PENCIL LINER	POLISHED WHITE	970	

Column: 6 - Row: 4 Lower Notch: 40 Fixture Type: HOOK BARS Fixture Description: 5HK ES MSTR PREC SKINNY (DEMO) HKBR UN...
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
343	1	N/A	041554460834	MASTER PRECISE SKINNY	Defining Black	210	
344	1	N/A	041554460834	MASTER PRECISE SKINNY	Defining Black	210	
345	1	N/A	041554460841	MASTER PRECISE SKINNY	Sharp Brown	220	
346	1	N/A	041554541915	MASTER PRECISE INK LINER	BLACK COMET	510	
347	1	N/A	041554541915	MASTER PRECISE INK LINER	BLACK COMET	510	

Column: 6 - Row: 5 Lower Notch: 33 Fixture Type: HOOK BARS Fixture Description: 5HK DEFINE-A-LINE HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000145 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042073 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
348	1	N/A	041554009071	DEFINE A LINE	Ebony Black	1	
349	1	N/A	041554009071	DEFINE A LINE	Ebony Black	1	
350	1	N/A	041554009095	DEFINE A LINE	Brownish Black	3	
351	1	N/A	041554220186	EYE STUDIO GEL LINER	Blackest Black	50	
352	1	N/A	041554220193	EYE STUDIO GEL LINER	Brown	52	

Column: 6 - Row: 6 Lower Notch: 26 Fixture Type: HOOK BARS Fixture Description: 5HK LINE EXPRESS (DEMO) HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000145 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
353	1	N/A	041554572476	LINE EXPRESS	Ebony Black	01	
354	1	N/A	041554572476	LINE EXPRESS	Ebony Black	01	
355	1	N/A	041554572483	LINE EXPRESS	Soft Black	02	
356	1	N/A	041554572483	LINE EXPRESS	Soft Black	02	
357	1	N/A	041554572490	LINE EXPRESS	Brownish Black	03	

Row: 1

Lower Notch: 26

Row: 1

Lower Notch: 21

Row: 2

Lower Notch: 14

Row: 3

Lower Notch: 7

Row: 4

Lower Notch: 40

Row: 5

Lower Notch: 33

Row: 6

Lower Notch: 26

Row: 7

Lower Notch: 19

Row: 8

Lower Notch: 12

Row: 9

Lower Notch: 5

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	352	
353	354	355	356	357	
358	359	360	361	362	
363	364	365	366	367	
368	369	370	371	372	Ingr

Column: 6 -	Row: 9	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
368	1	N/A	041554535426	EYELASH CURLER	EXPERT TOOLS EYELASH CURLER		
369	1	N/A	041554535457	EYELASH CURLER REFILLS	0		
370	1	N/A	0415545359043	TWEezer (UPGRADED)	UPGRADED TWEezer		
371	1	N/A	041554535273	BRUSH N COMB	EXPERT TOOLS BRUSH N COMB		
372	1	N/A	041554535419	DUAL SHARPENER	EXPERT TOOLS DUAL SHARPENER		

Row: 1							Lower Notch: 26
Row: 1	325	326	327	328	329	330	Lower Notch: 21
Row: 2	331	332	333	334	335	336	Lower Notch: 14
Row: 3	337	338	339	340	341	342	Lower Notch: 7
Row: 4	343	344	345	346	347		Lower Notch: 40
Row: 5	348	349	350	351	352		Lower Notch: 33
Row: 6	353	354	355	356	357		Lower Notch: 26
Row: 7	358	359	360	361	362		Lower Notch: 19
Row: 8	363	364	365	366	367		Lower Notch: 12
Row: 9	368	369	370	371	372	Ingredient	Lower Notch: 5

WAKEFERN 18' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1872ULH.IS24

Column: 7 - Row: 1 Lower Notch: 26 Fixture Type: HEADER LIT Fixture Description: RENO FALSIES SURREAL HDR (BTY+PRODUC...
HEADER LIT Fixture Re-Order Code: PM0000027628 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM000043976 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: 21 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
373	1	N/A	041554554076	LASH SENSATIONAL SERUM	LASH SENSATIONAL SERUM	250	
374	1	N/A	041554081336	LASH SENSATIONAL SKY HIGH TINTED PRIM...	Soft Black	810	
375	1	N/A	041554071863	LASH SENSATIONAL SKY HIGH	COSMIC BLACK	799	

Column: 7 - Row: 4 Lower Notch: 14 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

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

Column: 7 - Row: 5 Lower Notch: 7 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
379	1	N/A	041554217957	FALSIES MASCARA	Blackest Black	00	
380	1	N/A	041554217957	FALSIES MASCARA	Blackest Black	00	
381	1	N/A	041554217957	FALSIES MASCARA	Blackest Black	00	

Column: 7 - Row: 6 Lower Notch: 40 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	041554069563	COLOSSAL CURL BOUNCE	Blackest Black	350	
383	1	N/A	041554069563	COLOSSAL CURL BOUNCE	Blackest Black	350	
384	1	N/A	041554069556	COLOSSAL CURL BOUNCE	Very Black	355	

Column: 7 - Row: 7 Lower Notch: 33 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
385	1	N/A	041554522556	TOTAL TEMPTATION	BLACKEST BLACK	601	
386	1	N/A	041554522556	TOTAL TEMPTATION	BLACKEST BLACK	601	
387	1	N/A	041554522563	TOTAL TEMPTATION	VERY BLACK	602	

Column: 7 - Row: 8 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
388	1	N/A	041554670745	GREAT LASH MASCARA	Blackest Black	00	
389	1	N/A	041554670745	GREAT LASH MASCARA	Blackest Black	00	
390	1	N/A	041554532722	GREAT LASH MASCARA	Very Black	1	

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

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
391	1	N/A	041554209310	GREAT LASH BIG	Blackest Black	00	
392	1	N/A	041554209310	GREAT LASH BIG	Blackest Black	00	
393	1	N/A	041554209327	GREAT LASH BIG	Very Black	01	

Column: 7 - Row: 10 Lower Notch: 12 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
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BAC

Row: 1

Lower Notch: 26

Row: 3

Lower Notch: 21

Row: 4

Lower Notch: 14

Row: 5

Lower Notch: 7

Row: 6

Lower Notch: 40

Row: 7

Lower Notch: 33

Row: 8

Lower Notch: 26

Row: 9

Lower Notch: 19

Row: 10

Lower Notch: 12

Row: 11

Lower Notch: 5

394	1	N/A	041554539912	SNPSACARA	Pitch Black	300	
395	1	N/A	041554539912	SNPSACARA	Pitch Black	300	
396	1	N/A	041554578539	SNPSACARA	PITCH BLACK (WTP)	340	
397	1	N/A	041554578539	SNPSACARA	PITCH BLACK (WTP)	340	

Column: 7 - Row: 11 Lower Notch: 5 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

HOOK BARS Fixture Re-Order Code: 041554984507

SS Graphic Re-Order Code:

Graphic Re-Order Code:

SS Holder Re-Order Code:

Carrier Tray Graphic Re-Order Code:

HOOK BARS Fixture Rolled-Up Code: 041554984507

Shade Chart Re-Order Code:

UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
398	1	N/A	041554699159	FULL 'N' SOFT	Very Black	1	
399	1	N/A	041554699159	FULL 'N' SOFT	Very Black	1	
400	1	N/A	041554605228	FULL 'N' SOFT	Very Black (WTP)	1	
401	1	N/A	041554605228	FULL 'N' SOFT	Very Black (WTP)	1	

BAC

Row: 1

Lower Notch: 26

Row: 3

Lower Notch: 21

Row: 4

Lower Notch: 14

Row: 5

Lower Notch: 7

Row: 6

Lower Notch: 40

Row: 7

Lower Notch: 33

Row: 8

Lower Notch: 26

Row: 9

Lower Notch: 19

Row: 10

Lower Notch: 12

Row: 11

Lower Notch: 5

WAKEFERN 18' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1872ULH.IS24

Column: 7 - Row: 1 Lower Notch: 26 Fixture Type: HEADER LIT Fixture Description: RENO FALSIES SURREAL HDR (BTY+PRODUC...
HEADER LIT Fixture Re-Order Code: PM0000027628 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043976 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER LIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 8 - Row: 1 Lower Notch: 21 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	041554089950	SKY HIGH WSH MASCARA	BLUE MIST	797	
403	1	N/A	041554590517	LASH SENSATIONAL SKY HIGH	BLACKEST BLACK	800	
404	1	N/A	041554590517	LASH SENSATIONAL SKY HIGH	BLACKEST BLACK	800	
405	1	N/A	041554590500	LASH SENSATIONAL SKY HIGH	VERY BLACK	801	

Column: 8 - Row: 2 Lower Notch: 14 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

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

Column: 8 - Row: 3 Lower Notch: 7 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	041554217964	FALSIES MASCARA	Very Black	01	
411	1	N/A	041554217964	FALSIES MASCARA	Very Black	01	
412	1	N/A	041554217971	FALSIES MASCARA	Brownish Black	02	
413	1	N/A	041554217971	FALSIES MASCARA	Brownish Black	02	

Column: 8 - Row: 4 Lower Notch: 40 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	041554069679	COLOSSAL CURL BOUNCE	Very Black (WTP)	365	
415	1	N/A	041554050899	COLOSSAL	Glam Black	00	
416	1	N/A	041554050899	COLOSSAL	Glam Black	00	
417	1	N/A	041554050905	COLOSSAL	Classic Black	01	

Column: 8 - Row: 5 Lower Notch: 33 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	041554522563	TOTAL TEMPTATION	VERY BLACK	602	
419	1	N/A	041554522679	TOTAL TEMPTATION	Very Black (WTP)	604	
420	1	N/A	041554493719	COLOSSAL BIG SHOT	Blackest Black	223	
421	1	N/A	041554493726	COLOSSAL BIG SHOT	Very Black	224	

Column: 8 - 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
422	1	N/A	041554532722	GREAT LASH MASCARA	Very Black	1	
423	1	N/A	041554532807	GREAT LASH MASCARA	Brownish Black	2	
424	1	N/A	041554532982	GREAT LASH MASCARA	DARK BROWN	3	
425	1	N/A	041554519457	GREAT LASH MASCARA	Clear	10	

Column: 8 - 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
426	1	N/A	041554209327	GREAT LASH BIG	Very Black	01	
427	1	N/A	041554209334	GREAT LASH BIG	Brownish Black	02	
428	1	N/A	041554209334	GREAT LASH BIG	Brownish Black	02	
429	1	N/A	041554672237	GREAT LASH CURVED BRUSH	Blackest Black	00	

K PANELS 40
MERCHAND
SPACE=72

Row: 1

Lower Notch: 26

Row: 1

Lower Notch: 21

Row: 2

Lower Notch: 14

Row: 3

Lower Notch: 7

Row: 4

Lower Notch: 40

Row: 5

Lower Notch: 33

Row: 6

Lower Notch: 26

Row: 7

Lower Notch: 19

Row: 8

Lower Notch: 12

Row: 9

Lower Notch: 5

Column: 8 -		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	
430	1	N/A	041554459890		FALSIES PUSH UP DRAMA ANGEL	Blackest Black	00	Blackest Black	
431	1	N/A	041554459890		FALSIES PUSH UP DRAMA ANGEL	Blackest Black	00		
432	1	N/A	041554462838		FALSIES PUSH UP DRAMA ANGEL	Very Black (WTP)	01		
433	1	N/A	041554462838		FALSIES PUSH UP DRAMA ANGEL	Very Black (WTP)	01		

Column: 8 - 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
434	1	N/A	041554647372	LASH DISCOVERY WASHABLE	Very Black	1	
435	1	N/A	041554647372	LASH DISCOVERY WASHABLE	Very Black	1	
436	1	N/A	041554650495	LASH DISCOVERY WP	Very Black	1	
437	1	N/A	041554650495	LASH DISCOVERY WP	Very Black	1	

K PANELS 40
MERCHAND
SPACE=72

Row: 1

Lower Notch: 26

Row: 1

Lower Notch: 21

Row: 2

Lower Notch: 14

Row: 3

Lower Notch: 7

Row: 4

Lower Notch: 40

Row: 5

Lower Notch: 33

Row: 6

Lower Notch: 26

Row: 7

Lower Notch: 19

Row: 8

Lower Notch: 12

Row: 9

Lower Notch: 5

WAKEFERN 18' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1872ULH.IS24

Column: 9 - Row: 1 Lower Notch: 30 Fixture Type: HEADER LIT Fixture Description: RENO MNY LOGO HDR 4X24 LIT **
HEADER LIT Fixture Re-Order Code: PM0000029069 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000028002 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER LIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 9 - Row: 3 Lower Notch: 26 Fixture Type: SIGN Fixture Description: RENO CATEGORY-MASCARA NAV 4X24 UNLIT **
SIGN Fixture Re-Order Code: PM0000027636 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043917 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: SIGN Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 9 - Row: 4 Lower Notch: 21 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	041554076448	LASH SENSATIONAL SKY HIGH	True Brown	804	
439	1	N/A	041554076448	LASH SENSATIONAL SKY HIGH	True Brown	804	
440	1	N/A	041554590913	LASH SENSATIONAL SKY HIGH	Very Black (WTP)	802	
441	1	N/A	041554590913	LASH SENSATIONAL SKY HIGH	Very Black (WTP)	802	

Column: 9 - Row: 5 Lower Notch: 14 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
442	1	N/A	041554578485	FALSIES LASH LIFT	Very Black	201	
443	1	N/A	041554578492	FALSIES LASH LIFT	VERY BLACK (WTP)	202	
444	1	N/A	041554578508	FALSIES LASH LIFT	BROWNISH BLACK (WTP)	203	
445	1	N/A	041554584219	LASH SENSATIONAL	Midnight Black	252	

Column: 9 - Row: 6 Lower Notch: 7 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	041554217988	FALSIES MASCARA	Very Black (WTP)	01	
447	1	N/A	041554217988	FALSIES MASCARA	Very Black (WTP)	01	
448	1	N/A	041554217995	FALSIES MASCARA	Brownish Black (WTP)	02	
449	1	N/A	041554217995	FALSIES MASCARA	Brownish Black (WTP)	02	

Column: 9 - Row: 7 Lower Notch: 33 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	041554050905	COLOSSAL	Classic Black	01	
451	1	N/A	041554056761	COLOSSAL	Glam Brown (Bm/Blk)	2	
452	1	N/A	041554197037	COLOSSAL	Glam Black (WTP)	00	
453	1	N/A	041554197037	COLOSSAL	Glam Black (WTP)	00	

Column: 9 - Row: 8 Lower Notch: 33 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
454	1	N/A	041554493856	COLOSSAL BIG SHOT	Very Black (WTP)	225	
455	1	N/A	041554409291	COLOSSAL PUMPED UP!	Glam Black	00	
456	1	N/A	041554409291	COLOSSAL PUMPED UP!	Glam Black	00	
457	1	N/A	041554409284	COLOSSAL PUMPED UP!	Classic Black	01	

Column: 9 - Row: 9 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
458	1	N/A	041554519457	GREAT LASH MASCARA	Clear	10	
459	1	N/A	041554533064	GREAT LASH MASCARA	Royal Blue	104	
460	1	N/A	041554626964	GREAT LASH MASCARA	Very Black (WTP)	1	
461	1	N/A	041554626964	GREAT LASH MASCARA	Very Black (WTP)	1	

+30=70"
ISE
2"

Row: 1

Lower Notch: 30

Row: 3

Lower Notch: 26

Row: 4

Lower Notch: 21

Row: 5

Lower Notch: 14

Row: 6

Lower Notch: 7

Row: 7

Lower Notch: 40

Row: 8

Lower Notch: 33

Row: 9

Lower Notch: 26

Row: 10

Lower Notch: 19

Row: 11

Lower Notch: 12

Row: 12

Lower Notch: 5

Column: 9 - Row: 10 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
462	1	N/A	041554672237	GREAT LASH CURVED BRUSH	Blackest Black	00	
463	1	N/A	041554565294	GREAT LASH CURVED BRUSH	Very Black	1	
464	1	N/A	041554239423	Great Lash Lots of Lashes	Blackest Black	00	
465	1	N/A	041554239423	Great Lash Lots of Lashes	Blackest Black	00	

Column: 9 - Row: 11 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
466	1	N/A	041554288384	VE ROCKET MASCARA	Blackest Black	00	
467	1	N/A	041554288384	VE ROCKET MASCARA	Blackest Black	00	
468	1	N/A	041554288377	VE ROCKET MASCARA	Very Black	01	
469	1	N/A	041554288377	VE ROCKET MASCARA	Very Black	01	

Column: 9 - Row: 12 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
470	1	N/A	041554007503	DEFINE A LASH LENGTH MASCARA	Very Black	1	
471	1	N/A	041554007503	DEFINE A LASH LENGTH MASCARA	Very Black	1	
472	1	N/A	041554269567	ILLEGAL LENGTHS MASC	Blackest Black	00	
473	1	N/A	041554269567	ILLEGAL LENGTHS MASC	Blackest Black	00	

+30=70"
ISE
2"

Row: 1

Row: 3

Row: 4

Row: 5

Row: 6

Row: 7

Row: 8

Row: 9

Row: 10

Row: 11

Row: 12

Lower Notch: 30

Lower Notch: 26

Lower Notch: 21

Lower Notch: 14

Lower Notch: 7

Lower Notch: 40

Lower Notch: 33

Lower Notch: 26

Lower Notch: 19

Lower Notch: 12

Lower Notch: 5

WAKEFERN 18' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1872ULH.IS24

Column: 9 - Row: 1 Lower Notch: 30 Fixture Type: HEADER LIT Fixture Description: RENO MNY LOGO HDR 4X24 LIT **
HEADER LIT Fixture Re-Order Code: PM0000029069 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000028002 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER LIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 9 - Row: 3 Lower Notch: 26 Fixture Type: SIGN Fixture Description: RENO CATEGORY-MASCARA NAV 4X24 UNLIT **
SIGN Fixture Re-Order Code: PM0000027636 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043917 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: SIGN Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 10 - Row: 1 Lower Notch: 21 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
474	1	N/A	041554590906	LASH SENSATIONAL SKY HIGH	Brownish Black (WTP)	803	
475	1	N/A	041554460247	LASH SENSATIONAL LUSCIOUS	Blackest Black	00	
476	1	N/A	041554460254	LASH SENSATIONAL LUSCIOUS	Very Black	01	
477	1	N/A	041554460278	LASH SENSATIONAL LUSCIOUS	Very Black (WTP)	01	

Column: 10 - Row: 2 Lower Notch: 14 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984507 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984507
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
478	1	N/A	041554420616	LASH SENSATIONAL	Blackest Black	00	
479	1	N/A	041554420623	LASH SENSATIONAL	Very Black	01	
480	1	N/A	041554420630	LASH SENSATIONAL	Brownish Black	02	
481	1	N/A	041554420647	LASH SENSATIONAL	Very Black (WTP)	01	

Column: 10 - Row: 3 Lower Notch: 7 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
482	1	N/A	041554240337	FALSIES BLACK DRAMA	Black Drama	10	
483	1	N/A	041554240337	FALSIES BLACK DRAMA	Black Drama	10	
484	1	N/A	041554268706	FALSIES FLARED	Blackest Black	00	
485	1	N/A	041554420654	LASH SENSATIONAL	Brownish Black (WTP)	02	

Column: 10 - Row: 4 Lower Notch: 40 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
486	1	N/A	041554197044	COLOSSAL	Classic Black (WTP)	1	
487	1	N/A	041554197044	COLOSSAL	Classic Black (WTP)	1	
488	1	N/A	041554288254	COLOSSAL CAT EYES MASCARA	Glam Black	01	
489	1	N/A	041554288254	COLOSSAL CAT EYES MASCARA	Glam Black	01	

Column: 10 - Row: 5 Lower Notch: 33 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
490	1	N/A	041554409321	COLOSSAL PUMPED UPI	Classic Black (WTP)	01	
491	1	N/A	041554409321	COLOSSAL PUMPED UPI	Classic Black (WTP)	01	
492	1	N/A	041554288261	COLOSSAL CAT EYES MASCARA	Glam Black (WTP)	01	
493	1	N/A	041554288261	COLOSSAL CAT EYES MASCARA	Glam Black (WTP)	01	

Column: 10 - 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
494	1	N/A	041554626988	GREAT LASH MASCARA	Brownish Black (WTP)	3	
495	1	N/A	041554281446	MEGA PLUSH MASCARA	Blackest Black	00	
496	1	N/A	041554281460	MEGA PLUSH MASCARA	Very Black	01	
497	1	N/A	041554281484	MEGA PLUSH MASCARA	Very Black (WTP)	01	

Row: 1

Lower Notch: 30

Row: 3

Lower Notch: 26

Row: 1

Lower Notch: 21

Row: 2

Lower Notch: 14

Row: 3

Lower Notch: 7

Row: 4

Lower Notch: 40

Row: 5

Lower Notch: 33

Row: 6

Lower Notch: 26

Row: 7

Lower Notch: 19

Row: 8

Lower Notch: 12

Row: 9

Lower Notch: 5

Column: 10 - 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
498	1	N/A	041554239416	Great Lash Lots of Lashes	Very Black	01	
499	1	N/A	041554239416	Great Lash Lots of Lashes	Very Black	01	
500	1	N/A	041554269062	Great Lash Lots of Lashes	Brownish Black	02	
501	1	N/A	041554269062	Great Lash Lots of Lashes	Brownish Black	02	

Column: 10 - 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
502	1	N/A	041554288391	VE ROCKET MASCARA	Brownish Black	02	
503	1	N/A	041554288391	VE ROCKET MASCARA	Brownish Black	02	
504	1	N/A	041554288452	VE ROCKET MASCARA WP	Very Black	01	
505	1	N/A	041554288452	VE ROCKET MASCARA WP	Very Black	01	

Column: 10 - 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
506	1	N/A	041554054156	LASH STILETTO	Very Black	1	
507	1	N/A	041554054156	LASH STILETTO	Very Black	1	
508	1	N/A	041554208832	LASH STILETTO WP	Very Black	01	
509	1	N/A	041554208832	LASH STILETTO WP	Very Black	01	

Row: 1

Row: 3

Row: 1

Row: 2

Row: 3

Row: 4

Row: 5

Row: 6

Row: 7

Row: 8

Row: 9

Lower Notch: 30

Lower Notch: 26

Lower Notch: 21

Lower Notch: 14

Lower Notch: 7

Lower Notch: 40

Lower Notch: 33

Lower Notch: 26

Lower Notch: 19

Lower Notch: 12

Lower Notch: 5

WAKEFERN 18' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1872ULH.IS24

Column: 11 - Row: 1 Lower Notch: 26 Fixture Type: HEADER LIT Fixture Description: RENO BAB 2IN1 PEN+GEL HDR (BTY+PRODUC...
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: 22 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
510	1	N/A	041554087659	2-IN-1 BROW PEN + SEALING GEL	BLONDE	250	
511	1	N/A	041554087666	2-IN-1 BROW PEN + SEALING GEL	SOFT BROWN	255	
512	1	N/A	041554087666	2-IN-1 BROW PEN + SEALING GEL	SOFT BROWN	255	
513	1	N/A	041554087673	2-IN-1 BROW PEN + SEALING GEL	MEDIUM BROWN	257	

Column: 11 - Row: 4 Lower Notch: 15 Fixture Type: HOOK BARS Fixture Description: 5HK EXPRESS BROW ULTRA SLIM (DEMO) HK...
HOOK BARS Fixture Re-Order Code: PL2000000145 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042109 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
514	1	N/A	041554572292	BROW ULTRA SLIM	Blonde	250	
515	1	N/A	041554572292	BROW ULTRA SLIM	Blonde	250	
516	1	N/A	041554083705	BROW ULTRA SLIM	TAUPE	253	
517	1	N/A	041554083705	BROW ULTRA SLIM	TAUPE	253	

Column: 11 - Row: 5 Lower Notch: 8 Fixture Type: HOOK BARS Fixture Description: 5HK EXPRESS BROW ULTRA SLIM (DEMO) HK...
HOOK BARS Fixture Re-Order Code: PL2000000145 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042109 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
518	1	N/A	041554572322	BROW ULTRA SLIM	Medium Brown	257	
519	1	N/A	041554083712	BROW ULTRA SLIM	ASH BROWN	259	
520	1	N/A	041554083712	BROW ULTRA SLIM	ASH BROWN	259	
521	1	N/A	041554572339	BROW ULTRA SLIM	DEEP BROWN	260	

Column: 11 - Row: 6 Lower Notch: 1 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
522	1	N/A	041554578690	BROW FAST SCULPT	Blonde	250	
523	1	N/A	041554578706	BROW FAST SCULPT	Soft Brown	255	
524	1	N/A	041554578706	BROW FAST SCULPT	Soft Brown	255	
525	1	N/A	041554578720	BROW FAST SCULPT	Medium Brown	257	

Column: 11 - Row: 7 Lower Notch: 33 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
526	1	N/A	041554064292	Express Brow Duo	Light Blonde	248	
527	1	N/A	041554064308	Express Brow Duo	Blonde	250	
528	1	N/A	041554064315	Express Brow Duo	Soft Brown	255	
529	1	N/A	041554064315	Express Brow Duo	Soft Brown	255	

Column: 11 - Row: 8 Lower Notch: 27 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
530	1	N/A	041554080476	BROW STYLING GEL	BLONDE	250	
531	1	N/A	041554080490	BROW STYLING GEL	SOFT BROWN	255	
532	1	N/A	041554080490	BROW STYLING GEL	SOFT BROWN	255	
533	1	N/A	041554080506	BROW STYLING GEL	MEDIUM BROWN	257	

Column: 11 - Row: 9 Lower Notch: 20 Fixture Type: HOOK BARS Fixture Description: 4HK TS BROW TINT PEN (DEMO) HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000146 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
534	1	N/A	041554545012	TATTOOSTUDIO BROW TINT PEN	Blonde	350	
535	1	N/A	041554545012	TATTOOSTUDIO BROW TINT PEN	Blonde	350	
536	1	N/A	041554545029	TATTOOSTUDIO BROW TINT PEN	Soft Brown	355	

Row: 1

Lower Notch: 26

Row: 3

Lower Notch: 22

Row: 4

Lower Notch: 15

Row: 5

Lower Notch: 8

Row: 6

Lower Notch: 1

Row: 7

Lower Notch: 33

Row: 8

Lower Notch: 27

Row: 9

Lower Notch: 20

Row: 10

Lower Notch: 12

Row: 11

Lower Notch: 5

Column: 11 - Row: 10 Lower Notch: 12 Fixture Type: HOOK BARS Fixture Description: 5HK TS SHIRPNBL 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
537	1	N/A	041554588675	Tattoo Studio 36HR Waterproof Eyebrow Pencil	Light Blonde	248	
538	1	N/A	041554588699	Tattoo Studio 36HR Waterproof Eyebrow Pencil	Blonde	250	
539	1	N/A	041554588712	Tattoo Studio 36HR Waterproof Eyebrow Pencil	Soft Brown	255	
540	1	N/A	041554588712	Tattoo Studio 36HR Waterproof Eyebrow Pencil	Soft Brown	255	

Column: 11 - Row: 11 Lower Notch: 5 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
541	1	N/A	041554559736	TattooStudio Brow Pomade	Blonde	372	
542	1	N/A	041554559743	TattooStudio Brow Pomade	Soft Brown	374	
543	1	N/A	041554559743	TattooStudio Brow Pomade	Soft Brown	374	
544	1	N/A	041554559750	TattooStudio Brow Pomade	Medium Brown	376	
545	1	N/A	041554559750	TattooStudio Brow Pomade	Medium Brown	376	

Row: 1

Lower Notch: 26

Row: 3

Lower Notch: 22

Row: 4

Lower Notch: 15

Row: 5

Lower Notch: 8

Row: 6

Lower Notch: 1

Row: 7

Lower Notch: 33

Row: 8

Lower Notch: 27

Row: 9

Lower Notch: 20

Row: 10

Lower Notch: 12

Row: 11

Lower Notch: 5

	510	511	512	513
	514	515	516	517
	518	519	520	521
	522	523	524	525
	526	527	528	529
	530	531	532	533
	534	535	536	
	537	538	539	540
541	542	543	544	545

WAKEFERN 18' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1872ULH.IS24

Column: 11 - Row: 1 Lower Notch: 26 Fixture Type: HEADER LIT Fixture Description: RENO BAB 2IN1 PEN+GEL HDR (BTY+PRODUC...
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: 2 Lower Notch: 22 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
546	1	N/A	041554087673	2-IN-1 BROW PEN + SEALING GEL	MEDIUM BROWN	257	
547	1	N/A	041554087680	2-IN-1 BROW PEN + SEALING GEL	ASH BROWN	259	
548	1	N/A	041554087697	2-IN-1 BROW PEN + SEALING GEL	DEEP BROWN	260	
549	1	N/A	041554087697	2-IN-1 BROW PEN + SEALING GEL	DEEP BROWN	260	
550	1	N/A	041554087703	2-IN-1 BROW PEN + SEALING GEL	BLACK BROWN	262	

Column: 12 - Row: 3 Lower Notch: 15 Fixture Type: HOOK BARS Fixture Description: 5HK EXPRESS BROW ULTRA SLIM (DEMO) HK...
HOOK BARS Fixture Re-Order Code: PL2000000145 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042109 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
551	1	N/A	041554572308	BROW ULTRA SLIM	Soft Brown	255	
552	1	N/A	041554572308	BROW ULTRA SLIM	Soft Brown	255	
553	1	N/A	041554083729	BROW ULTRA SLIM	AUBURN	256	
554	1	N/A	041554083729	BROW ULTRA SLIM	AUBURN	256	
555	1	N/A	041554572322	BROW ULTRA SLIM	Medium Brown	257	

Column: 12 - Row: 4 Lower Notch: 8 Fixture Type: HOOK BARS Fixture Description: 5HK EXPRESS BROW ULTRA SLIM (DEMO) HK...
HOOK BARS Fixture Re-Order Code: PL2000000145 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042109 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
556	1	N/A	041554572339	BROW ULTRA SLIM	DEEP BROWN	260	
557	1	N/A	041554572346	BROW ULTRA SLIM	Black Brown	262	
558	1	N/A	041554572346	BROW ULTRA SLIM	Black Brown	262	
559	1	N/A	041554581393	BROW ULTRA SLIM	Black	264	
560	1	N/A	041554581393	BROW ULTRA SLIM	Black	264	

Column: 12 - Row: 5 Lower Notch: 1 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
561	1	N/A	041554578720	BROW FAST SCULPT	Medium Brown	257	
562	1	N/A	041554578737	BROW FAST SCULPT	DEEP BROWN	260	
563	1	N/A	041554578737	BROW FAST SCULPT	DEEP BROWN	260	
564	1	N/A	041554578744	BROW FAST SCULPT	Black Brown	262	
565	1	N/A	041554578751	BROW FAST SCULPT	Clear	264	

Column: 12 - Row: 6 Lower Notch: 33 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
566	1	N/A	041554064322	Express Brow Duo	Medium Brown	257	
567	1	N/A	041554064322	Express Brow Duo	Medium Brown	257	
568	1	N/A	041554064339	Express Brow Duo	Deep Brown	260	
569	1	N/A	041554064339	Express Brow Duo	Deep Brown	260	
570	1	N/A	041554064346	Express Brow Duo	Black Brown	262	

Column: 12 - Row: 7 Lower Notch: 27 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
571	1	N/A	041554080506	BROW STYLING GEL	MEDIUM BROWN	257	
572	1	N/A	041554080513	BROW STYLING GEL	DEEP BROWN	260	
573	1	N/A	041554080513	BROW STYLING GEL	DEEP BROWN	260	
574	1	N/A	041554080520	BROW STYLING GEL	BLACK BROWN	262	
575	1	N/A	041554080599	BROW STYLING GEL	BLACK	264	

Row: 1

Lower Notch: 26

Row: 2

Lower Notch: 22

Row: 3

Lower Notch: 15

Row: 4

Lower Notch: 8

Row: 5

Lower Notch: 1

Row: 6

Lower Notch: 33

Row: 7

Lower Notch: 27

Row: 9

Lower Notch: 20

Row: 10

Lower Notch: 12

Row: 11

Lower Notch: 5

546	547	548	549	550
551	552	553	554	555
556	557	558	559	560
561	562	563	564	565
566	567	568	569	570
571	572	573	574	575
576	577	578	579	580
581	582	583	584	585
586	587	588	589	590

Column: 12 - Row: 9 Lower Notch: 20 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
576	1	N/A	041554545029	TATTOOSTUDIO BROW TINT PEN	Soft Brown	355	
577	1	N/A	041554545036	TATTOOSTUDIO BROW TINT PEN	Medium Brown	360	
578	1	N/A	041554545036	TATTOOSTUDIO BROW TINT PEN	Medium Brown	360	
579	1	N/A	041554547092	TATTOOSTUDIO BROW TINT PEN	DEEP BROWN	365	
580	1	N/A	041554547092	TATTOOSTUDIO BROW TINT PEN	DEEP BROWN	365	

Column: 12 - Row: 10 Lower Notch: 12 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
581	1	N/A	041554588729	Tattoo Studio 36HR Waterproof Eyebrow Pencil	Medium Brown	257	
582	1	N/A	041554588729	Tattoo Studio 36HR Waterproof Eyebrow Pencil	Medium Brown	257	
583	1	N/A	041554588705	Tattoo Studio 36HR Waterproof Eyebrow Pencil	Deep Brown	260	
584	1	N/A	041554588705	Tattoo Studio 36HR Waterproof Eyebrow Pencil	Deep Brown	260	
585	1	N/A	041554588682	Tattoo Studio 36HR Waterproof Eyebrow Pencil	Black Brown	262	

Column: 12 - Row: 11 Lower Notch: 5 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
586	1	N/A	041554559767	TattooStudio Brow Pomade	Ash Brown	378	
587	1	N/A	041554559774	TattooStudio Brow Pomade	DEEP BROWN	380	
588	1	N/A	041554559774	TattooStudio Brow Pomade	DEEP BROWN	380	
589	1	N/A	041554563733	TattooStudio Brow Pomade	Black Brown	382	
590	1	N/A	041554563733	TattooStudio Brow Pomade	Black Brown	382	

Row: 1

Lower Notch: 26

Row: 2

Lower Notch: 22

Row: 3

Lower Notch: 15

Row: 4

Lower Notch: 8

Row: 5

Lower Notch: 1

Row: 6

Lower Notch: 33

Row: 7

Lower Notch: 27

Row: 9

Lower Notch: 20

Row: 10

Lower Notch: 12

Row: 11

Lower Notch: 5

546	547	548	549	550	
551	552	553	554	555	
556	557	558	559	560	
561	562	563	564	565	
566	567	568	569	570	
571	572	573	574	575	
576	577	578	579	580	
581	582	583	584	585	
586	587	588	589	590	

WAKEFERN 18' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1872ULH.IS24

Column: 13 - Row: 1 Lower Notch: 26 Fixture Type: HEADER LIT Fixture Description: RENO FM HDR (BTY+PRODUCT) 8X24 LIT **
HEADER LIT Fixture Re-Order Code: PM0000027628 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043952 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER LIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 13 - Row: 3 Lower Notch: 27 Fixture Type: SIGNS Fixture Description: RENO FM M&P 1.5 (FACES-TRAY 1.5) 2X12 UNL...
SIGNS Fixture Re-Order Code: PM0000029066 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000031022 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: 4 Lower Notch: 17 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: UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
591	1	N/A	041554539776	FitMe MATTE+PORELESS FNDTN	ESPRESSO	380	
592	1	N/A	041554538748	FitMe MATTE+PORELESS FNDTN	JAVA	375	
593	1	N/A	041554539752	FitMe MATTE+PORELESS FNDTN	DEEP BRONZE	370	
594	1	N/A	041554538731	FitMe MATTE+PORELESS FNDTN	DEEP GOLDEN	368	
595	1	N/A	041554539721	FitMe MATTE+PORELESS FNDTN	NUTMEG	365	
596	1	N/A	041554538724	FitMe MATTE+PORELESS FNDTN	Truffle	362	
597	1	N/A	041554466522	FitMe MATTE+PORELESS FNDTN	Mocha	360	
598	1	N/A	041554538717	FitMe MATTE+PORELESS FNDTN	Latte	358	

Column: 13 - Row: 5 Lower Notch: 19 Fixture Type: SIGNS Fixture Description: RENO FM M&P 3.5 (FACES-TRAY 3.5) 2X12 UNL...
SIGNS Fixture Re-Order Code: PM0000029066 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000031024 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: 6 Lower Notch: 9 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
599	1	N/A	041554438192	FitMe MATTE+PORELESS FNDTN	Warm Honey	322	
600	1	N/A	041554466478	FitMe MATTE+PORELESS FNDTN	NATURAL TAN	320	
601	1	N/A	041554539622	FitMe MATTE+PORELESS FNDTN	GOLDEN	312	
602	1	N/A	041554433500	FitMe MATTE+PORELESS FNDTN	Sun Beige	310	
603	1	N/A	041554539615	FitMe MATTE+PORELESS FNDTN	CLASSIC BEIGE	245	
604	1	N/A	041554538700	FitMe MATTE+PORELESS FNDTN	LIGHT HONEY	242	
605	1	N/A	041554438185	FitMe MATTE+PORELESS FNDTN	Rich Tan	238	
606	1	N/A	041554433494	FitMe MATTE+PORELESS FNDTN	Pure Beige	235	

Column: 13 - Row: 7 Lower Notch: 10 Fixture Type: SIGNS Fixture Description: RENO FM M&P 5.5 (FACES-TRAY 5.5) 2X12 UNL...
SIGNS Fixture Re-Order Code: PM0000029066 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000031026 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: 8 Lower Notch: 40 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
607	1	N/A	041554466454	FitMe MATTE+PORELESS FNDTN	CREAMY BEIGE	122	
608	1	N/A	041554433449	FitMe MATTE+PORELESS FNDTN	Clac Ivory	120	
609	1	N/A	041554539462	FitMe MATTE+PORELESS FNDTN	LIGHT BEIGE	118	
610	1	N/A	041554433432	FitMe MATTE+PORELESS FNDTN	Ivory	115	
611	1	N/A	041554433425	FitMe MATTE+PORELESS FNDTN	Ntrl Ivory	112	
612	1	N/A	041554433418	FitMe MATTE+PORELESS FNDTN	Porcelain	110	
613	1	N/A	041554538328	FitMe MATTE+PORELESS FNDTN	Fair Ivory	105	
614	1	N/A	041554538311	FitMe MATTE+PORELESS FNDTN	FAIR PORCELAIN	102	

Column: 13 - Row: 9 Lower Notch: 32 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
615	1	N/A	041554553482	FitMe MATTE+PORELESS PDR	JAVA	375	
616	1	N/A	041554553529	FitMe MATTE+PORELESS PDR	Nutmeg	365	
617	1	N/A	041554553475	FitMe MATTE+PORELESS PDR	Truffle	362	
618	1	N/A	041554489364	FitMe MATTE+PORELESS PDR	Mocha	360	
619	1	N/A	041554553468	FitMe MATTE+PORELESS PDR	Cocunut	355	
620	1	N/A	041554553512	FitMe MATTE+PORELESS PDR	Warm Sun	334	
621	1	N/A	041554553451	FitMe MATTE+PORELESS PDR	GOLDEN CARAMEL	332	

Row: 1

Lower Notch: 26

Row: 3

Lower Notch: 27

Row: 4

Lower Notch: 17

Row: 5

Lower Notch: 19

Row: 6

Lower Notch: 9

Row: 7

Lower Notch: 10

Row: 8

Lower Notch: 40

Row: 9

Lower Notch: 32

Row: 10

Lower Notch: 24

Row: 11

Lower Notch: 16

Row: 12

Lower Notch: 15

Row: 13

Lower Notch: 8

Row: 14

Lower Notch: 1

Column: 13 -		Row: 14		Lower Notch: 1		Fixture Type: TRAYS		Fixture Description: FM STICK 1.1 D2L **	
TRAYS Fixture Re-Order Code: PL2000000383						SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000042083						SS Holder Re-Order Code:			
Carrier Tray Graphic Re-Order Code:						TRAYS Fixture Rolled-Up Code:			
Shade Chart Re-Order Code: PM0000042980						UPC Label Code:			
Lead	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chlp Code		
643	1	N/A	041554337402	FitMe Oil-Free Stick Foundation	Coconut	355			
644	1	N/A	041554337266	FitMe Oil-Free Stick Foundation	Toffee	330			
645	1	N/A	041554334487	FitMe Oil-Free Stick Foundation	Pure Beige	235			
646	1	N/A	041554332872	FitMe Oil-Free Stick Foundation	Natural Beige	220			
647	1	N/A	041554332865	FitMe Oil-Free Stick Foundation	Buff Beige	130			
648	1	N/A	041554332858	FitMe Oil-Free Stick Foundation	Classic Ivory	120			
649	1	N/A	041554332841	FitMe Oil-Free Stick Foundation	Ivory	115			
650	1	N/A	041554332827	FitMe Oil-Free Stick Foundation	Porcelain	110			

Lower Notch: 1

[illegible]

WAKEFERN 18' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1872ULH.IS24

Column: 13 - Row: 1 Lower Notch: 26 Fixture Type: HEADER LIT Fixture Description: RENO FM HDR (BTY+PRODUCT) 8X24 LIT **
HEADER LIT Fixture Re-Order Code: PM0000027628 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043952 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER LIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 14 - Row: 1 Lower Notch: 27 Fixture Type: SIGNS Fixture Description: RENO FM M&P 2.5 (FACES-TRAY 2.5) 2X12 UNL...
SIGNS Fixture Re-Order Code: PM0000029066 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000031023 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: 2 Lower Notch: 17 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
651	1	N/A	041554539677	FitMe MATTE+PORELESS FNDTN	WARM COCONUT	356	
652	1	N/A	041554433524	FitMe MATTE+PORELESS FNDTN	Coconut	355	
653	1	N/A	041554466515	FitMe MATTE+PORELESS FNDTN	CAPPUCCINO	340	
654	1	N/A	041554466508	FitMe MATTE+PORELESS FNDTN	SPICY BROWN	338	
655	1	N/A	041554466492	FitMe MATTE+PORELESS FNDTN	Classic Tan	335	
656	1	N/A	041554539639	FitMe MATTE+PORELESS FNDTN	WARM SUN	334	
657	1	N/A	041554466485	FitMe MATTE+PORELESS FNDTN	GOLDEN CARAMEL	332	
658	1	N/A	041554433517	FitMe MATTE+PORELESS FNDTN	Toffee	330	

Column: 14 - Row: 3 Lower Notch: 19 Fixture Type: SIGNS Fixture Description: RENO FM M&P 4.5 (FACES-TRAY 4.5) 2X12 UNL...
SIGNS Fixture Re-Order Code: PM0000029066 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000031025 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: 4 Lower Notch: 9 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
659	1	N/A	041554433487	FitMe MATTE+PORELESS FNDTN	Ntrl Buff	230	
660	1	N/A	041554438178	FitMe MATTE+PORELESS FNDTN	Soft Tan	228	
661	1	N/A	041554466461	FitMe MATTE+PORELESS FNDTN	True Beige	222	
662	1	N/A	041554433470	FitMe MATTE+PORELESS FNDTN	Ntrl Beige	220	
663	1	N/A	041554433463	FitMe MATTE+PORELESS FNDTN	Buff Beige	130	
664	1	N/A	041554438161	FitMe MATTE+PORELESS FNDTN	Warm Nude	128	
665	1	N/A	041554433456	FitMe MATTE+PORELESS FNDTN	Nude Beige	125	
666	1	N/A	041554539694	FitMe MATTE+PORELESS FNDTN	SOFT SAND	124	

Column: 14 - Row: 5 Lower Notch: 40 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
667	1	N/A	041554503067	FIT ME BLUSH	Buff	10	
668	1	N/A	041554503074	FIT ME BLUSH	Nude	15	
669	1	N/A	041554503098	FIT ME BLUSH	Mauve	20	
670	1	N/A	041554503104	FIT ME BLUSH	Pink	25	
671	1	N/A	041554503111	FIT ME BLUSH	Rose	30	
672	1	N/A	041554503135	FIT ME BLUSH	Coral	35	
673	1	N/A	041554503142	FIT ME BLUSH	Peach	40	
674	1	N/A	041554503159	FIT ME BLUSH	Plum	45	
675	1	N/A	041554503824	FIT ME BLUSH	Wine	50	
676	1	N/A	041554503722	FIT ME BLUSH	BERRY	55	

Column: 14 - Row: 6 Lower Notch: 32 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
677	1	N/A	041554488357	FitMe MATTE+PORELESS PDR	NATURAL TAN	320	
678	1	N/A	041554553505	FitMe MATTE+PORELESS PDR	Golden	312	
679	1	N/A	041554433845	FitMe MATTE+PORELESS PDR	Sun Beige	310	
680	1	N/A	041554553499	FitMe MATTE+PORELESS PDR	Classic Beige	245	
681	1	N/A	041554488340	FitMe MATTE+PORELESS PDR	Pure Beige	235	
682	1	N/A	041554433821	FitMe MATTE+PORELESS PDR	Natural Buff	230	
683	1	N/A	041554488333	FitMe MATTE+PORELESS PDR	True Beige	222	
684	1	N/A	041554433814	FitMe MATTE+PORELESS PDR	Natural Beige	220	

Row: 1

Lower Notch: 26

Row: 1

Lower Notch: 27

Row: 2

Lower Notch: 17

Row: 3

Lower Notch: 19

Row: 4

Lower Notch: 9

Row: 5

Lower Notch: 40

Row: 6

Lower Notch: 32

Row: 7

Lower Notch: 24

Row: 8

Lower Notch: 16

Row: 9

Lower Notch: 15

Row: 10

Lower Notch: 8

Row: 11

Lower Notch: 5

Column: 14 - Row: 7 Lower Notch: 24 Fixture Type: TRAYS Fixture Description: FM LOOSE PDR 1.1 D2L **
TRAYS Fixture Re-Order Code: PL2000000457 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042118 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042885, PM0000042896 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
685	1	N/A	041554503050	FIT ME LOOSE POWDER	Dark	40	
686	1	N/A	041554503043	FIT ME LOOSE POWDER	Deep	35	
687	1	N/A	041554503036	FIT ME LOOSE POWDER	Medium Deep	30	
688	1	N/A	041554502046	FIT ME LOOSE POWDER	Medium	25	
689	1	N/A	041554502039	FIT ME LOOSE POWDER	Light Medium	20	
690	1	N/A	041554502022	FIT ME LOOSE POWDER	Light	15	
691	1	N/A	041554502015	FIT ME LOOSE POWDER	FAIR LIGHT	10	
692	1	N/A	041554501995	FIT ME LOOSE POWDER	Fair	05	

Column: 14 - Row: 8 Lower Notch: 16 Fixture Type: TRAYS Fixture Description: FM CNCLR 2.2 D2L **
TRAYS Fixture Re-Order Code: PL2000000410 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042120 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000044486 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
693	1	N/A	041554550498	FitMe CONCEALER	Hazelnut	55	
694	1	N/A	041554247756	FitMe CONCEALER	Cafe	50	
695	1	N/A	041554550481	FitMe CONCEALER	Tan	45	
696	1	N/A	041554550474	FitMe CONCEALER	Caramel	40	
697	1	N/A	041554247749	FitMe CONCEALER	Deep	35	
698	1	N/A	041554550467	FitMe CONCEALER	Honey	30	
699	1	N/A	041554247725	FitMe CONCEALER	Med	25	
700	1	N/A	041554580679	FitMe CONCEALER	WHEAT	22	
701	1	N/A	041554247732	FitMe CONCEALER	Sand	20	
702	1	N/A	041554247718	FitMe CONCEALER	Light	15	
703	1	N/A	041554580648	FitMe CONCEALER	Vanilla	11	
704	1	N/A	041554247701	FitMe CONCEALER	Fair	10	
705	1	N/A	041554550450	FitMe CONCEALER	Ivory	05	
706	1	N/A	041554580631	FitMe CONCEALER	Cool Ivory	01	

Column: 14 - Row: 9 Lower Notch: 15 Fixture Type: SIGNS Fixture Description: RENO FM D&S 2.3 (FACES-TRAY 2.3) 2X12 UNL...
SIGNS Fixture Re-Order Code: PM0000029086 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000029007 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: 10 Lower Notch: 8 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
707	1	N/A	041554339697	FitMe DEW+SMTH FNDTN	Gldn Bge	240	
708	1	N/A	041554238747	FitMe DEW+SMTH FNDTN	Pure Bge	235	
709	1	N/A	041554238730	FitMe DEW+SMTH FNDTN	Nat Buff	230	
710	1	N/A	041554553352	FitMe DEW+SMTH FNDTN	Soft Tan	228	
711	1	N/A	041554238723	FitMe DEW+SMTH FNDTN	Med Buff	225	
712	1	N/A	041554238716	FitMe DEW+SMTH FNDTN	Nat Bge	220	
713	1	N/A	041554238709	FitMe DEW+SMTH FNDTN	Sandy Bge	210	
714	1	N/A	041554238686	FitMe DEW+SMTH FNDTN	Buff Bge	130	

Column: 14 - Row: 11 Lower Notch: 5 Fixture Type: HOOK BARS Fixture Description: 3HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984491 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984491
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
715	1	N/A	041554415131	Baby Skin	Instant Pore Eraser	010	
716	1	N/A	041554415131	Baby Skin	Instant Pore Eraser	010	

Row: 1

Lower Notch: 26

Row: 1

Lower Notch: 27

Row: 2

Lower Notch: 17

Row: 3

Lower Notch: 19

Row: 4

Lower Notch: 9

Row: 5

Lower Notch: 40

Row: 6

Lower Notch: 32

Row: 7

Lower Notch: 24

Row: 8

Lower Notch: 16

Row: 9

Lower Notch: 15

Row: 10

Lower Notch: 8

Row: 11

Lower Notch: 5

WAKEFERN 18' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024
MNYWAK1872ULH.IS24

Column: 15 - Row: 1 Lower Notch: 28 Fixture Type: HEADER LIT Fixture Description: RENO FS NAV 6X12 LIT **
HEADER LIT Fixture Re-Order Code: PM0000029073 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000044556 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: 3 Lower Notch: 19 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
717	1	N/A	041554584431	Fit Me Primers	Mattifying	00	
718	1	N/A	041554562927	LASTING FIX SETTING SPRAY	Lasting Fix Set Spray	00	
719	1	N/A	041554586480	Lasting Fix Banana Powder	Banana	10	

Column: 15 - Row: 4 Lower Notch: 11 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
720	1	N/A	041554496475	FACE STUDIO MASTER BLUSH PALETTE	Blush Palette	10	
721	1	N/A	041554455595	FACE STUDIO MASTER CONTOUR	Light to Medium	10	
722	1	N/A	041554455601	FACE STUDIO MASTER CONTOUR	Medium to Deep	20	

Column: 15 - Row: 5 Lower Notch: 2 Fixture Type: TRAYS Fixture Description: FS MSTR PRIME+BLURSTK 1.1 UT **
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
723	1	N/A	041554547429	MASTER PRIME BLUR + HYDRATE	MASTER PRIME BLUR + HYDRATE	050	
724	1	N/A	041554431957	FACE STUDIO MASTER PRIME	Blur + Smooth	100	
725	1	N/A	041554431971	FACE STUDIO MASTER PRIME	Blur + Redness Control	300	
726	1	N/A	041554561792	MASTER PRIME BLUR + HYDRATE	BLUR + PORE MINIMIZE	400	
727	1	N/A	041554561808	MASTER PRIME BLUR + HYDRATE	BLUR + PROTECT	500	
728	1	N/A	041554548341	Master Prime Blur Stick	Universal Transparent	100	

Column: 15 - Row: 6 Lower Notch: 37 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
729	1	N/A	041554578171	CHEEK HEAT BLUSH	PINK SCORCH	10	
730	1	N/A	041554578188	CHEEK HEAT BLUSH	NUDE BURN	15	
731	1	N/A	041554578195	CHEEK HEAT BLUSH	ROSE FLUSH	20	
732	1	N/A	041554578201	CHEEK HEAT BLUSH	FUCHSIA SPARK	25	
733	1	N/A	041554578218	CHEEK HEAT BLUSH	CORAL EMBER	30	
734	1	N/A	041554578225	CHEEK HEAT BLUSH	BERRY FLAME	35	

Column: 15 - Row: 7 Lower Notch: 26 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
735	1	N/A	041554562958	FACE STUDIO CITY BRONZER	100	100	
736	1	N/A	041554562965	FACE STUDIO CITY BRONZER	200	200	
737	1	N/A	041554562972	FACE STUDIO CITY BRONZER	300	300	

Column: 15 - Row: 8 Lower Notch: 16 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: PM0000039074, PM0000039072 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
738	1	N/A	041554542578	FACE STUDIO MASTER CHROME METALLIC ...	Molten Rose Gold	050	
739	1	N/A	041554538261	FACE STUDIO MASTER CHROME METALLIC ...	Molten Gold	100	
740	1	N/A	041554547757	MASTER HOLOGRAPHIC	Master Holographic	50	
741	1	N/A	041554553919	FACE STUDIO MASTER CHROME METALLIC ...	Molten Peach	150	
742	1	N/A	041554553925	FACE STUDIO MASTER CHROME METALLIC ...	Molten Topaz	200	

Column: 15 - Row: 9 Lower Notch: 15 Fixture Type: SIGNS Fixture Description: RENO FM D&S 3.3 (FACES-TRAY 3.3) 2X12 UNL...
SIGNS Fixture Re-Order Code: PM0000029066 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000029008 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: SIGNS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Row: 1

Lower Notch: 28

Row: 3

Lower Notch: 19

Row: 4

Lower Notch: 11

Row: 5

Lower Notch: 2

Row: 6

Lower Notch: 37

Row: 7

Lower Notch: 26

Row: 8

Lower Notch: 16

Row: 9

Lower Notch: 15

Row: 10

Lower Notch: 8

Row: 11

Lower Notch: 1

Column: 15 - Row: 10 Lower Notch: 8 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
743	1	N/A	04155453345	FitMe DEW+SMTH FNDTN	Warm Nude	128	
744	1	N/A	041554238679	FitMe DEW+SMTH FNDTN	Nude Bge	125	
745	1	N/A	041554238662	FitMe DEW+SMTH FNDTN	Clisc Ivry	120	
746	1	N/A	04155453321	FitMe DEW+SMTH FNDTN	Light Beige	118	
747	1	N/A	041554238655	FitMe DEW+SMTH FNDTN	Ivry	115	
748	1	N/A	041554238648	FitMe DEW+SMTH FNDTN	Porcelain	110	
749	1	N/A	04155453314	FitMe DEW+SMTH FNDTN	Fair Ivory	105	
750	1	N/A	04155453307	FitMe DEW+SMTH FNDTN	FAIR PORCELAIN	102	

Column: 15 - Row: 11 Lower Notch: 1 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
751	1	N/A	041554511871	DREAM MATTE MOUSSE FOUNDATION	Cocoa	130	
752	1	N/A	041554510164	DREAM MATTE MOUSSE FOUNDATION	Caramel	120	
753	1	N/A	041554507171	DREAM MATTE MOUSSE FOUNDATION	Honey Beige	90	
754	1	N/A	041554507164	DREAM MATTE MOUSSE FOUNDATION	Medium Beige	80	
755	1	N/A	041554537741	DREAM MATTE MOUSSE FOUNDATION	Natural Beige	75	
756	1	N/A	041554507157	DREAM MATTE MOUSSE FOUNDATION	Pure Beige	70	

Row: 1

Lower Notch: 28

Row: 3

Lower Notch: 19

Row: 4

Lower Notch: 11

Row: 5

Lower Notch: 2

Row: 6

Lower Notch: 37

Row: 7

Lower Notch: 26

Row: 8

Lower Notch: 16

Row: 9

Lower Notch: 15

Row: 10

Lower Notch: 8

Row: 11

Lower Notch: 1

WAKEFERN 18' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1872ULH.IS24

Column: 16 - Row: 1 Lower Notch: 30 Fixture Type: HEADER LIT Fixture Description: RENO MNY LOGO HDR (NAV) 4X36 LIT **
HEADER LIT Fixture Re-Order Code: PM0000027632 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000028005 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER LIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 16 - Row: 3 Lower Notch: 22 Fixture Type: SIGNS Fixture Description: RENO FM PRODUCT FINDER 11X12 UNLIT **
SIGNS Fixture Re-Order Code: PM0000029070 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042709 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: 16 - Row: 4 Lower Notch: 17 Fixture Type: SIGN Fixture Description: RENO SS FACE 1.2 NAV 2X12 UNLIT **
SIGN Fixture Re-Order Code: PM0000029066 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000044527 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: 16 - Row: 5 Lower Notch: 9 Fixture Type: TRAYS Fixture Description: SS FC FNDTN 1.3 **
TRAYS Fixture Re-Order Code: PL2000000437 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042164 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042784 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
757	1	N/A	04155459453	SUPERSTAY FULL COVERAGE FOUNDATION	JAVA	375	
758	1	N/A	04155459446	SUPERSTAY FULL COVERAGE FOUNDATION	Deep Bronze	370	
759	1	N/A	041554541533	SUPERSTAY FULL COVERAGE FOUNDATION	Mocha	360	
760	1	N/A	041554541519	SUPERSTAY FULL COVERAGE FOUNDATION	Coconut	355	
761	1	N/A	04155459439	SUPERSTAY FULL COVERAGE FOUNDATION	Cappuccino	340	
762	1	N/A	04155459422	SUPERSTAY FULL COVERAGE FOUNDATION	GOLDEN CARAMEL	332	
763	1	N/A	041554541496	SUPERSTAY FULL COVERAGE FOUNDATION	Toffee	330	
764	1	N/A	041554541489	SUPERSTAY FULL COVERAGE FOUNDATION	Honey	320	

Column: 16 - Row: 6 Lower Notch: 3 Fixture Type: TRAYS Fixture Description: SS FC FNDTN 2.3 **
TRAYS Fixture Re-Order Code: PL2000000437 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042164 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042787 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
765	1	N/A	041554541472	SUPERSTAY FULL COVERAGE FOUNDATION	Golden	312	
766	1	N/A	041554541465	SUPERSTAY FULL COVERAGE FOUNDATION	Sun Beige	310	
767	1	N/A	041554541458	SUPERSTAY FULL COVERAGE FOUNDATION	Natural Beige	220	
768	1	N/A	041554565621	SUPERSTAY FULL COVERAGE FOUNDATION	Light Tan	140	
769	1	N/A	041554541441	SUPERSTAY FULL COVERAGE FOUNDATION	Buff Beige	130	
770	1	N/A	041554589900	SUPERSTAY FULL COVERAGE FOUNDATION	Medium Beige	129	
771	1	N/A	041554541434	SUPERSTAY FULL COVERAGE FOUNDATION	Warm Nude	128	
772	1	N/A	041554565614	SUPERSTAY FULL COVERAGE FOUNDATION	Sand Beige	127	

Column: 16 - Row: 7 Lower Notch: 37 Fixture Type: TRAYS Fixture Description: SS FC FNDTN 3.3 **
TRAYS Fixture Re-Order Code: PL2000000437 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042164 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042789 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
773	1	N/A	041554565607	SUPERSTAY FULL COVERAGE FOUNDATION	Nude Beige	125	
774	1	N/A	041554541427	SUPERSTAY FULL COVERAGE FOUNDATION	Classic Ivory	120	
775	1	N/A	0415545659415	SUPERSTAY FULL COVERAGE FOUNDATION	Light Beige	118	
776	1	N/A	0415545659408	SUPERSTAY FULL COVERAGE FOUNDATION	Ivory	115	
777	1	N/A	041554541410	SUPERSTAY FULL COVERAGE FOUNDATION	Natural Ivory	112	
778	1	N/A	041554541403	SUPERSTAY FULL COVERAGE FOUNDATION	Porcelain	110	
779	1	N/A	0415545659392	SUPERSTAY FULL COVERAGE FOUNDATION	Fair Ivory	105	
780	1	N/A	041554541397	SUPERSTAY FULL COVERAGE FOUNDATION	FAIR PORCELAIN	102	

Column: 16 - Row: 8 Lower Notch: 29 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
781	1	N/A	041554071566	SUPER STAY CONCEALER	70	70	
782	1	N/A	041554071559	SUPER STAY CONCEALER	57	57	
783	1	N/A	041554071542	SUPER STAY CONCEALER	50	50	
784	1	N/A	041554071535	SUPER STAY CONCEALER	45	45	
785	1	N/A	041554071528	SUPER STAY CONCEALER	42	42	

Column: 16 - Row: 9 Lower Notch: 21 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: PM0000040877, PM0000040877 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
786	1	N/A	041554081077	SUPER STAY 24HR POWDER	375	375	

Row: 1

Lower Notch: 30

Row: 3

Lower Notch: 22

Row: 4

Lower Notch: 17

Row: 5

Lower Notch: 9

Row: 6

Lower Notch: 3

Row: 7

Lower Notch: 37

Row: 8

Lower Notch: 29

Row: 9

Lower Notch: 21

Row: 10

Lower Notch: 15

Row: 11

Lower Notch: 8

Row: 12

Lower Notch: 1

787	1	N/A	041554081060	SUPER STAY 24HR POWDER	370	370	
788	1	N/A	041554081053	SUPER STAY 24HR POWDER	360	360	
789	1	N/A	041554081046	SUPER STAY 24HR POWDER	355	355	
790	1	N/A	041554081039	SUPER STAY 24HR POWDER	340	340	
791	1	N/A	041554081022	SUPER STAY 24HR POWDER	332	332	
792	1	N/A	041554081015	SUPER STAY 24HR POWDER	312	312	
793	1	N/A	041554081008	SUPER STAY 24HR POWDER	310	310	

Column: 16 - Row: 10 Lower Notch: 15 Fixture Type: TRAYS Fixture Description: DRM BB CREAMS 1.2 (FRESH) D2L **
TRAYS Fixture Re-Order Code: PL2000000454 SS Graphic Re-Order Code: PM0000043908
Graphic Re-Order Code: PM0000042098 SS Holder Re-Order Code: PM0000035923
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043032 UPC Blade Code:

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

Column: 16 - Row: 11 Lower Notch: 8 Fixture Type: TRAYS Fixture Description: DRM RADIANT FNDTN 1.2 D2L **
TRAYS Fixture Re-Order Code: PL2000000550 SS Graphic Re-Order Code: PM0000034477
Graphic Re-Order Code: PM0000042127 SS Holder Re-Order Code: PM0000034174
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042876 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
799	1	N/A	041554579222	DREAM RADIANT LIQUID FOUNDATION	JAVA	135	
800	1	N/A	041554579215	DREAM RADIANT LIQUID FOUNDATION	Cocoa	130	
801	1	N/A	041554579192	DREAM RADIANT LIQUID FOUNDATION	Coconut	125	
802	1	N/A	041554579178	DREAM RADIANT LIQUID FOUNDATION	Honey Beige	90	
803	1	N/A	041554579154	DREAM RADIANT LIQUID FOUNDATION	Natural Beige	75	
804	1	N/A	041554579147	DREAM RADIANT LIQUID FOUNDATION	Pure Beige	70	

Column: 16 - Row: 12 Lower Notch: 1 Fixture Type: TRAYS Fixture Description: DRM MATTE MOUSSE 2.2 D2L **
TRAYS Fixture Re-Order Code: PL2000000460 SS Graphic Re-Order Code: PM0000031249
Graphic Re-Order Code: PM0000042100 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043047, PM0000043048 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
805	1	N/A	041554507140	DREAM MATTE MOUSSE FOUNDATION	Sandy Beige	60	
806	1	N/A	041554537734	DREAM MATTE MOUSSE FOUNDATION	Light Beige	55	
807	1	N/A	041554507133	DREAM MATTE MOUSSE FOUNDATION	Creamy Natural	50	
808	1	N/A	041554507126	DREAM MATTE MOUSSE FOUNDATION	Nude	40	
809	1	N/A	041554507102	DREAM MATTE MOUSSE FOUNDATION	Classic Ivory	20	
810	1	N/A	041554507096	DREAM MATTE MOUSSE FOUNDATION	Porcelain Ivory	10	

Row: 1

Lower Notch: 30

Row: 3

Lower Notch: 22

Row: 4

Lower Notch: 17

Row: 5

Lower Notch: 9

Row: 6

Lower Notch: 3

Row: 7

Lower Notch: 37

Row: 8

Lower Notch: 29

Row: 9

Lower Notch: 21

Row: 10

Lower Notch: 15

Row: 11

Lower Notch: 8

Row: 12

Lower Notch: 1

WAKEFERN 18' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1872ULH.IS24

Column: 16 - Row: 1 Lower Notch: 30 Fixture Type: HEADER LIT Fixture Description: RENO MNY LOGO HDR (NAV) 4X36 LIT **
HEADER LIT Fixture Re-Order Code: PM0000027632 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000028005 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER LIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 17 - Lower Notch: 19 Fixture Type: SIGN Fixture Description: RENO FM PRODUCT FINDER 11X12 UNLIT **
SIGN Fixture Re-Order Code: PM0000029070 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042709 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: 17 - Lower Notch: 17 Fixture Type: SIGN Fixture Description: RENO SS FACE 2.2 NAV 2X12 UNLIT **
SIGN Fixture Re-Order Code: PM0000029066 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000044528 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: 17 - Lower Notch: 9 Fixture Type: TRAYS Fixture Description: SS SKIN TINT 1.3 **
TRAYS Fixture Re-Order Code: PL2000000680 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042742,PM0000043093 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042745 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
811	1	N/A	041554083958	UP TO 24HR SKIN TINT	375	375	
812	1	N/A	041554083941	UP TO 24HR SKIN TINT	374	374	
813	1	N/A	041554083934	UP TO 24HR SKIN TINT	372	372	
814	1	N/A	041554083910	UP TO 24HR SKIN TINT	368	368	
815	1	N/A	041554083897	UP TO 24HR SKIN TINT	355	355	
816	1	N/A	041554083890	UP TO 24HR SKIN TINT	338	338	

Column: 17 - Lower Notch: 3 Fixture Type: TRAYS Fixture Description: SS SKIN TINT 2.3 **
TRAYS Fixture Re-Order Code: PL2000000680 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042742 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042746 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
817	1	N/A	041554083866	UP TO 24HR SKIN TINT	330	330	
818	1	N/A	041554083859	UP TO 24HR SKIN TINT	322	322	
819	1	N/A	041554083842	UP TO 24HR SKIN TINT	312	312	
820	1	N/A	041554083835	UP TO 24HR SKIN TINT	310	310	
821	1	N/A	041554083828	UP TO 24HR SKIN TINT	220	220	
822	1	N/A	041554083811	UP TO 24HR SKIN TINT	130	130	

Column: 17 - Lower Notch: 37 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
823	1	N/A	041554083804	UP TO 24HR SKIN TINT	129	129	
824	1	N/A	041554083781	UP TO 24HR SKIN TINT	120	120	
825	1	N/A	041554083774	UP TO 24HR SKIN TINT	118	118	
826	1	N/A	041554083750	UP TO 24HR SKIN TINT	112	112	
827	1	N/A	041554083743	UP TO 24HR SKIN TINT	110	110	
828	1	N/A	041554083699	UP TO 24HR SKIN TINT	102	102	

Column: 17 - Lower Notch: 29 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
829	1	N/A	041554071511	SUPER STAY CONCEALER	30	30	
830	1	N/A	041554071504	SUPER STAY CONCEALER	27	27	
831	1	N/A	041554071498	SUPER STAY CONCEALER	25	25	
832	1	N/A	041554071481	SUPER STAY CONCEALER	22	22	
833	1	N/A	041554071474	SUPER STAY CONCEALER	20	20	
834	1	N/A	041554071467	SUPER STAY CONCEALER	18	18	
835	1	N/A	041554071450	SUPER STAY CONCEALER	15	15	
836	1	N/A	041554071443	SUPER STAY CONCEALER	11	11	
837	1	N/A	041554071436	SUPER STAY CONCEALER	10	10	
838	1	N/A	041554071429	SUPER STAY CONCEALER	05	05	
839	1	N/A	041554071412	SUPER STAY CONCEALER	01	01	

Column: 17 - Lower Notch: 21 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: PM0000040890,PM0000040891 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
840	1	N/A	041554080995	SUPER STAY 24HR POWDER	220	220	

Row: 1

Lower Notch: 30

Lower Notch: 19

Lower Notch: 17

Lower Notch: 9

Lower Notch: 3

Lower Notch: 37

Lower Notch: 29

Lower Notch: 21

Lower Notch: 15

Lower Notch: 8
Lower Notch: 5

811	812	813	814	815	816
817	818	819	820	821	822
823	824	825	826	827	828
829	830	831	832	833	834
835	836	837	838	839	
840	841	842	843		
844	845	846	847		
848	849	850	851	852	
853	854	855	856	857	858
859	860				
861	862	863	864	865	866

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
861	1	N/A	041554616019	COVER STICK	Green Corrects Redness	9	
862	1	N/A	041554616019	COVER STICK	Green Corrects Redness	9	
863	1	N/A	041554615982	COVER STICK	Yellow Corrects Dark Circles	8	
864	1	N/A	041554615982	COVER STICK	Yellow Corrects Dark Circles	8	
865	1	N/A	041554543902	COVER STICK	Deep Beige	4	
866	1	N/A	041554543902	COVER STICK	Deep Beige	4	

Row: 1

Lower Notch: 30

Lower Notch: 19

Lower Notch: 17

Lower Notch: 9

Lower Notch: 3

Lower Notch: 37

Lower Notch: 29

Lower Notch: 21

Lower Notch: 15

Lower Notch: 8
Lower Notch: 5

WAKEFERN 18' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK1872ULH.IS24

Column: 16 - Row: 1 Lower Notch: 30 Fixture Type: HEADER LIT Fixture Description: RENO MNY LOGO HDR (NAV) 4X36 LIT **
HEADER LIT Fixture Re-Order Code: PM0000027632 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000028005 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HEADER LIT Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 18 - Lower Notch: 22 Fixture Type: SIGNS Fixture Description: RENO FM PRODUCT FINDER 11X12 UNLIT **
SIGNS Fixture Re-Order Code: PM0000029070 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042709 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: 18 - Lower Notch: 15 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
867	1	N/A	041554267204	IAR Eraser Concealer	Brightener	60	
868	1	N/A	041554267198	IAR Eraser Concealer	Neutralizer	50	
869	1	N/A	041554667533	IAR Eraser Concealer	Deep Bronze	149	
870	1	N/A	041554546859	IAR Eraser Concealer	Hazelnut	148	
871	1	N/A	041554074499	IAR Eraser Concealer		147 5	
872	1	N/A	041554074482	IAR Eraser Concealer		146 5	

Column: 18 - Lower Notch: 6 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
873	1	N/A	041554546828	IAR Eraser Concealer	Tan	146	
874	1	N/A	041554546811	IAR Eraser Concealer	Caramel	144	
875	1	N/A	041554074475	IAR Eraser Concealer	141	141	
876	1	N/A	041554259278	IAR Eraser Concealer	Honey	40	
877	1	N/A	041554259261	IAR Eraser Concealer	Medium	30	
878	1	N/A	041554546798	IAR Eraser Concealer	Sand	122	

Column: 18 - Lower Notch: 37 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
879	1	N/A	041554567502	IAR Eraser Concealer	LIGHT HONEY	121	
880	1	N/A	041554259254	IAR Eraser Concealer	Light	20	
881	1	N/A	041554567496	IAR Eraser Concealer	Warm Light	115	
882	1	N/A	041554259247	IAR Eraser Concealer	Fair	10	
883	1	N/A	041554546781	IAR Eraser Concealer	Ivory	100	
884	1	N/A	041554567489	IAR Eraser Concealer	Cool Ivory	95	

Column: 18 - Lower Notch: 26 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
885	1	N/A	041554086621	IAR ERASER FOUNDATION	360	360	
886	1	N/A	041554086614	IAR ERASER FOUNDATION	355	355	
887	1	N/A	041554086607	IAR ERASER FOUNDATION	340	340	
888	1	N/A	041554086591	IAR ERASER FOUNDATION	330	330	
889	1	N/A	041554086584	IAR ERASER FOUNDATION	310	310	
890	1	N/A	041554220155	IAR ERASER FOUNDATION	300		
891	1	N/A	041554086676	IAR ERASER FOUNDATION	225	225	
892	1	N/A	041554086669	IAR ERASER FOUNDATION	210	210	

Column: 18 - Lower Notch: 18 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
893	1	N/A	041554220100	IAR ERASER FOUNDATION	Creamy Natural	200	
894	1	N/A	041554220094	IAR ERASER FOUNDATION	Nude	190	
895	1	N/A	041554220087	IAR ERASER FOUNDATION	Classic Ivory	150	
896	1	N/A	041554220070	IAR ERASER FOUNDATION	Buff Beige	130	
897	1	N/A	041554220063	IAR ERASER FOUNDATION	Creamy Ivory	120	
898	1	N/A	041554086577	IAR ERASER FOUNDATION	118	118	
899	1	N/A	041554086560	IAR ERASER FOUNDATION	112	112	
900	1	N/A	041554086553	IAR ERASER FOUNDATION	110	110	

Row: 1

Lower Notch: 30

Lower Notch: 22

Lower Notch: 15

Lower Notch: 6

Lower Notch: 37

Lower Notch: 26

Lower Notch: 18

Lower Notch: 11

Lower Notch: 5

Shade Chart Re-Order Code:				UPC Blade Code: 041554994452			
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
909	1	N/A	041554543896	COVER STICK	Medium Beige	3	
910	1	N/A	041554543896	COVER STICK	Medium Beige	3	
911	1	N/A	041554543889	COVER STICK	Light Beige	2	
912	1	N/A	041554543889	COVER STICK	Light Beige	2	
913	1	N/A	041554543872	COVER STICK	Ivory	1	
914	1	N/A	041554543872	COVER STICK	Ivory	1	

Lower Notch: 5

909	901	893	885	879	873	867
910	902	894	886	880	874	868
911	903	895	887	881	875	869
912	904	896	888	882	876	870
913	905	897	889	883	877	871
	906	898	890			
	907	899	891			

WAKEFERN 18' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024
MNYWAK1872ULH.IS24

Column: 19 - Row: 1	Lower Notch: 25	Fixture Type: HEADER	Fixture Description: MNY LOGO HDR 2FT FLAT FRONT UNLIT **
HEADER Fixture Re-Order Code: PL2000000244		SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000043894		SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:		HEADER Fixture Rolled-Up Code:	
Shade Chart Re-Order Code:		UPC Blade Code:	

Row: 1

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

Lower Notch: 25

WAKEFERN 18' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024
MNYWAK1872ULH.IS24

Column: 19 -	Row: 1	Lower Notch: 25	Fixture Type: HEADER	Fixture Description: MNY LOGO HDR 2FT FLAT FRONT UNLIT **
HEADER Fixture Re-Order Code: PL2000000244		SS Graphic Re-Order Code:		
Graphic Re-Order Code: PM0000043894		SS Holder Re-Order Code:		
Carrier Tray Graphic Re-Order Code:		HEADER Fixture Rolled-Up Code:		
Shade Chart Re-Order Code:		UPC Blade Code:		

Row: 1

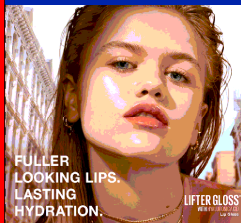
0 SPACE
K PANELS
K PANELS

Lower Notch: 25

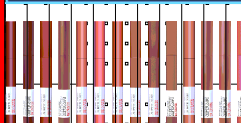
Lower Notch: 13

Lower Notch: 7

M

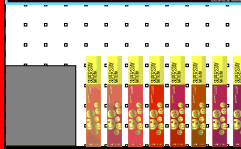


NEXT LEVEL LONGWEAR LIP COLOR

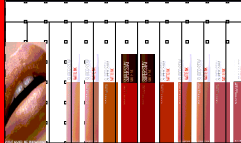


LONGWEAR MATTE CRAYON

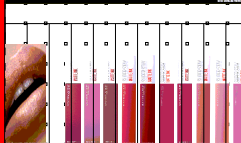
NEXT LEVEL LONGWEAR COLOR LIP COLOR



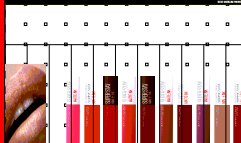
MOOD-MAKING MATTES



LONGWEAR MATTE LIQUID LIPCOLOR

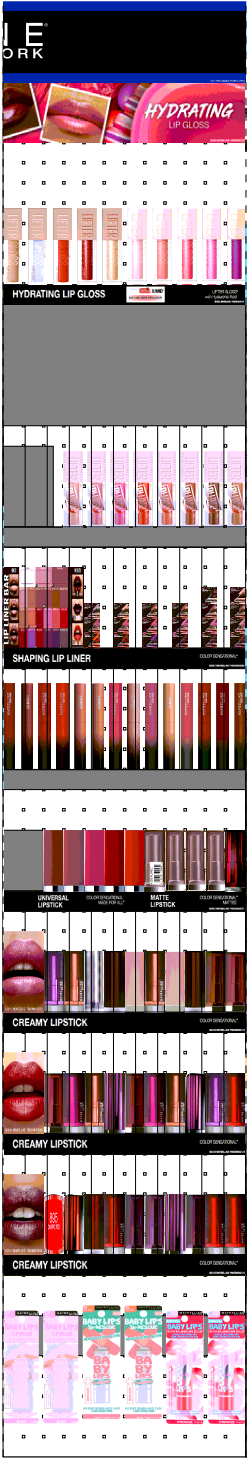


LONGWEAR MATTE LIQUID LIPCOLOR



LONGWEAR MATTE LIQUID LIPCOLOR





RICH EYESHADOW

**MULTI-USE
SHADOW +
LINER**
COLOR TATTOO EYE STICK



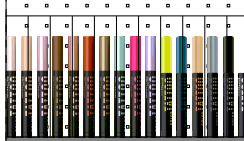
**STACKED
SHADOW
TRIOS**
SHADOW BLOCKS



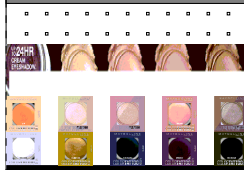
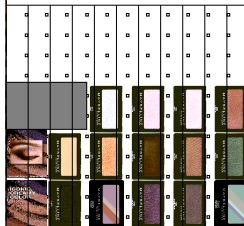
**ON-THE-GO
MINI
PALETTES**
THE CITY MINI®



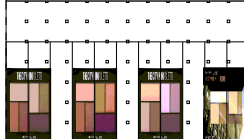
COLOR PLAY
EYESHADOW



COLOR PLAY
EYESHADOW

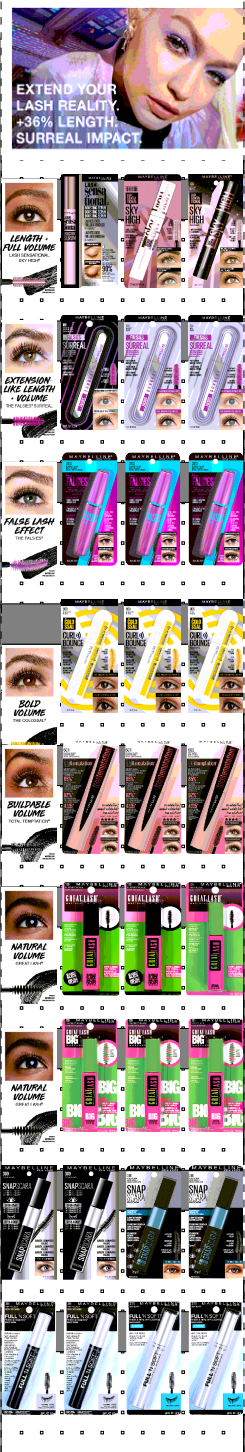


CREAM EYESHADOW





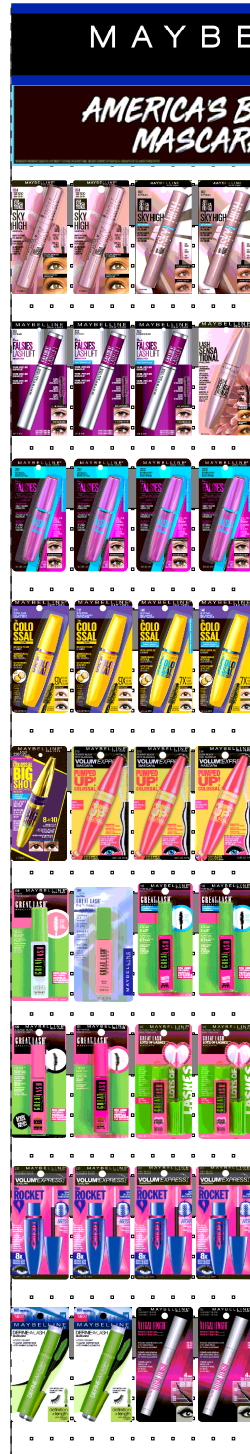


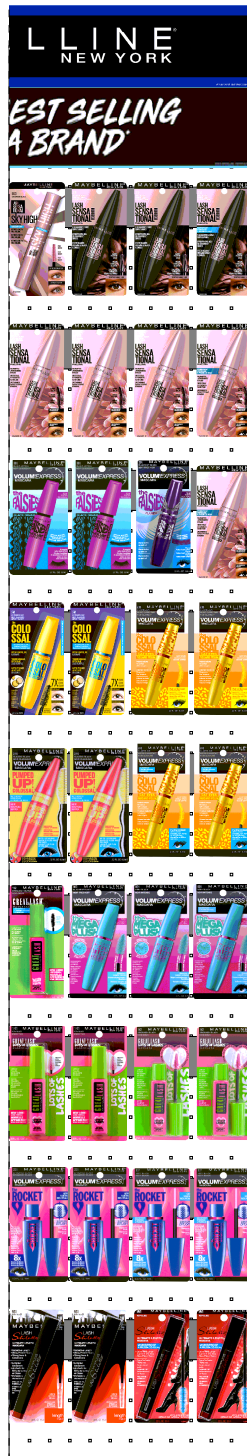


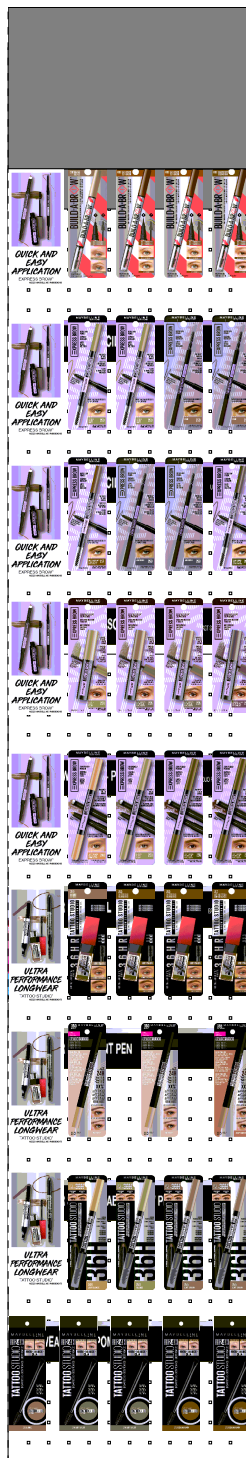
BACK PANELS 40+3
MERCHANDISE SPA

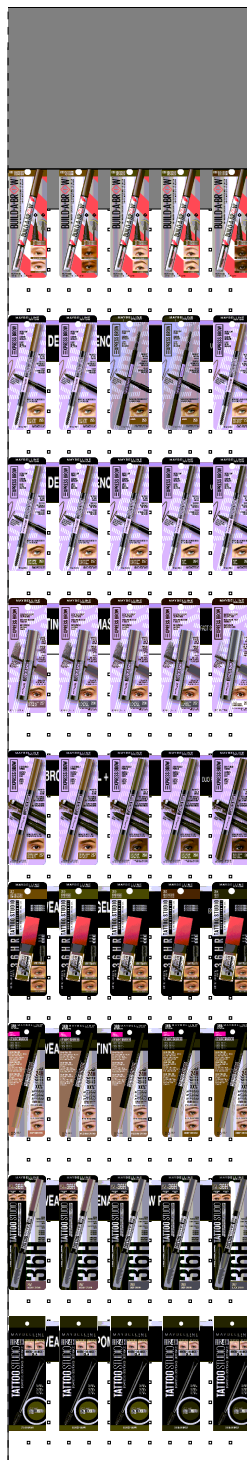


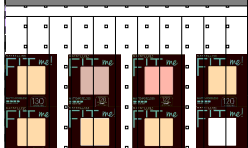
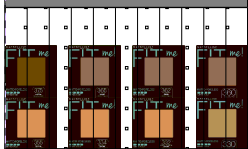
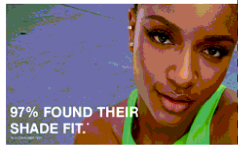
30=70"
CE=72"



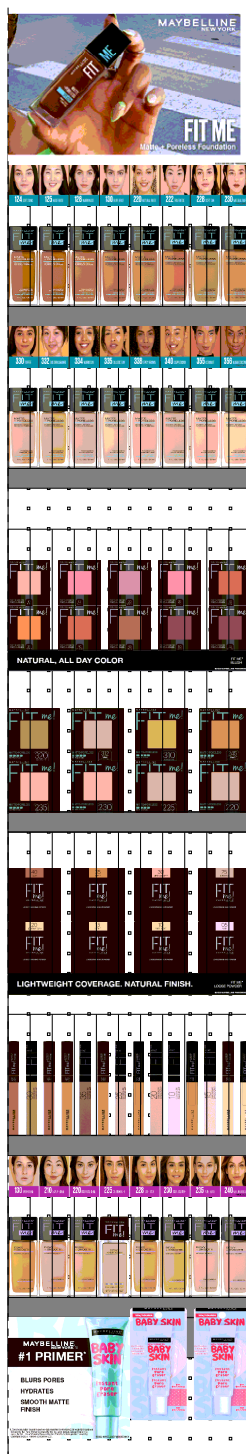








LIGHT TO MEDIUM COVERAGE.
MATTE FINISH.



ALL OVER FACE ARTISTRY



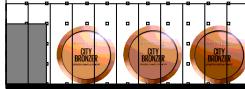
MATTEWING & LONG WEAR PRIMER
LASTING PRIMER
ALL DAY WEAR, MATTE FINISH, MATTE CUSHION



BLUSH GLOW KIT
HIGHLIGHT KIT
SHAPE, DEFINE + HIGHLIGHT KIT



BLURRING AND SMOOTHING PRIMER



MATTE BRONZER + CONTOUR POWDER



METALLIC, LUMINOUS HIGHLIGHTER



WHIPPED MATTIFYING FOUNDATION

M

FIND YOUR FIT



LIFE-PROOF SUPER



FULL COVERAGE, NATURAL MATTE FINISH. SUPER COVERAGE, FULL COVERAGE.



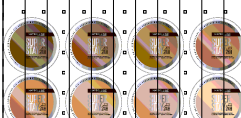
FULL COVERAGE, NATURAL MATTE FINISH. SUPER COVERAGE, FULL COVERAGE.



FULL COVERAGE, NATURAL MATTE FINISH. SUPER COVERAGE, FULL COVERAGE.



FULL COVERAGE CONCEALER, UP TO 24HR WEAR.



UP TO 24HR HYBRID POWDER FOUNDATION, SPOT MATTE FINISH.



SHEER COVERAGE



LIGHTWEIGHT FORMULA WITH HYALURONIC ACID.



WHIPPED MATTIFYING FOUNDATION.

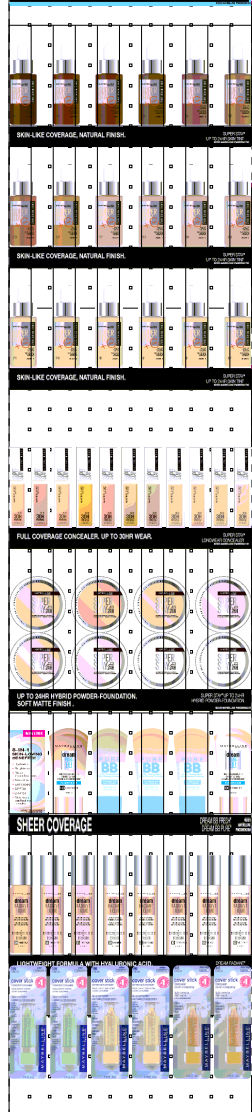
FIND YOUR FIT

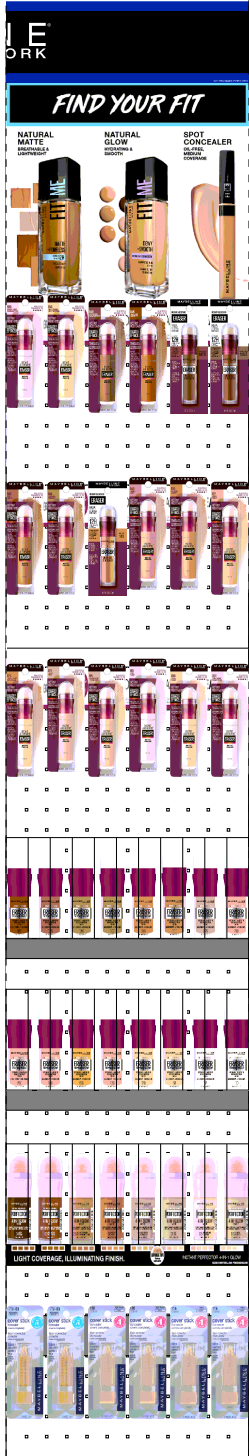
NATURAL MATTE
 NON-FLAKY
 LONGWEAR
 LIGHTWEIGHT

NATURAL GLOW
 HYDRATING &
 SMOOTH

SPOT CONCEALER
 FULL
 COVERAGE

LONGWEAR
STAY®





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

MAYBE
MAKE IT HAPPEN

