

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



WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK2072ULHNOPDQ_IS24

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

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

Column: 1 - Row: 4 Lower Notch: 19 Fixture Type: TRAYS Fixture Description: LIFTER GLOSS 1.1 **
TRAYS Fixture Re-Order Code: PL2000000621 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042141, PM0000043439 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000036173 UPC Blade Code:

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

Column: 1 - Row: 5 Lower Notch: 17 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: 9 Fixture Type: TRAYS Fixture Description: SS VINYL INK 1.2 **
TRAYS Fixture Re-Order Code: PL2000000612 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042207 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043755 UPC Blade Code:

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

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

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

Column: 1 - Row: 8 Lower Notch: 35 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: PM0000044265 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: SIGN Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Row: 2

Row: 3

Row: 4

Row: 5

Row: 6

Row: 7

Row: 8

Row: 9

Row: 10

Row: 11

Row: 12

Row: 13

Lower Notch: 34

Lower Notch: 30

Lower Notch: 27

Lower Notch: 19

Lower Notch: 17

Lower Notch: 9

Lower Notch: 1

Lower Notch: 35

Lower Notch: 28

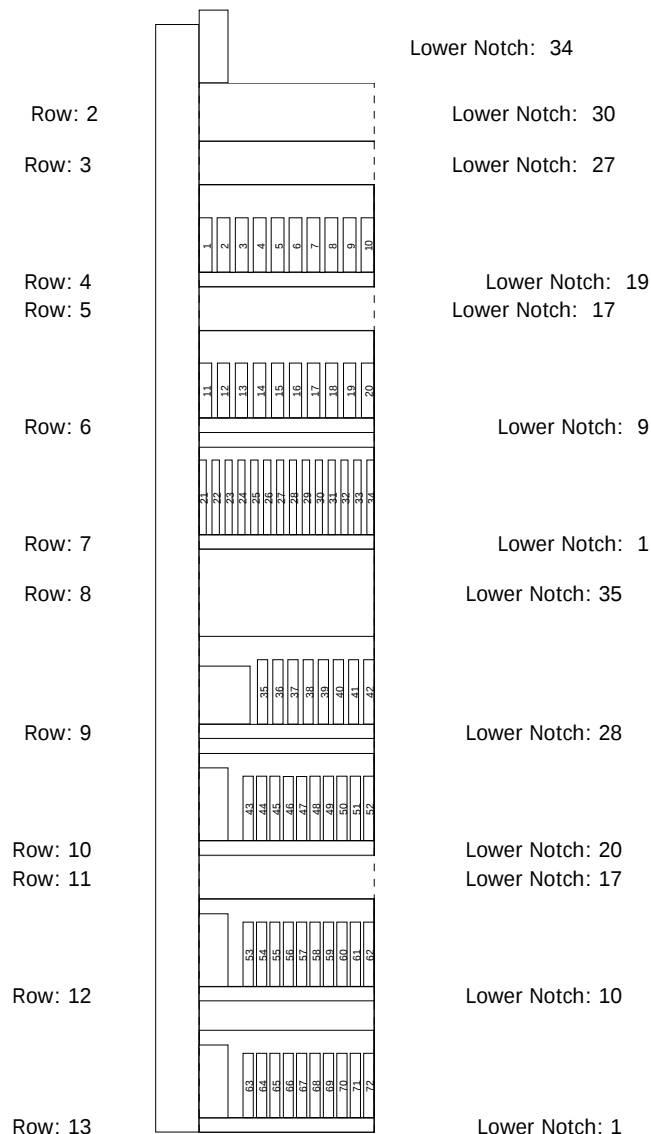
Lower Notch: 20

Lower Notch: 17

Lower Notch: 10

Lower Notch: 1

Client	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
63		N/A	041554496949	SUPERSTAY MATTE INK	ROMANTIC	30	
64	1	N/A	041554554533	SUPERSTAY MATTE INK	DANCER	118	
65	1	N/A	041554589498	SUPERSTAY MATTE INK	SHOT CALLER	325	
66	1	N/A	041554496925	SUPERSTAY MATTE INK	PIONEER	20	
67	1	N/A	041554589528	SUPERSTAY MATTE INK	EXHILARATOR	340	
68	1	N/A	041554496987	SUPERSTAY MATTE INK	VOYAGER	112	
69	1	N/A	041554554540	SUPERSTAY MATTE INK	COMPOSER	50	
70		N/A	041554696963	SUPERSTAY MATTE INK	BELIEVER	40	
71	1	N/A	041554543704	SUPERSTAY MATTE INK	VISIONARY	95	
72	1	N/A	041554543636	SUPERSTAY MATTE INK	HUNTRESS	90	



WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024
MNYWAK2072ULHNOPDQ_IS24

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

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

Column: 1 - Row: 5	Lower Notch: 17	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: 11	Lower Notch: 17	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: PM0000044636		SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:		SIGN Fixture Rolled-Up Code:	
Shade Chart Re-Order Code:		UPC Blade Code:	

Column: 2 - Row: 3	Lower Notch: 19	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
73	1	N/A	041554586992	LIFTER GLOSS	Brass	011	
74	1	N/A	041554587005	LIFTER GLOSS	Opal	012	
75	1	N/A	041554587029	LIFTER GLOSS	Heat	014	
76	1	N/A	041554070903	LIFTER GLOSS	RUST	16	
77	1	N/A	041554070941	LIFTER GLOSS	SUN	20	
78	1	N/A	041554085372	CANDY DROP	GUMMY BEAR	021	
79	1	N/A	041554085419	CANDY DROP	PEACH RING	022	
80	1	N/A	041554085396	CANDY DROP	SWEETHEART	023	
81	1	N/A	041554085402	CANDY DROP	BUBBLEGUM	024	
82	1	N/A	041554085389	CANDY DROP	TAFFY	025	

Column: 2 - Row: 5	Lower Notch: 9	Fixture Type: TRAYS	Fixture Description: SS VINYL INK 2.2 **
TRAYS Fixture Re-Order Code: PL2000000612		SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000042207		SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:		TRAYS Fixture Rolled-Up Code:	
Shade Chart Re-Order Code: PM0000043756		UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
83	1	N/A	041554080414	SUPER STAY VINYL INK	Charmed	100	
84	1	N/A	041554080407	SUPER STAY VINYL INK	Golden	105	
85	1	N/A	041554079319	SUPER STAY VINYL INK	Peppy	115	
86	1	N/A	041554079302	SUPER STAY VINYL INK	Punchy	120	
87	1	N/A	041554080445	SUPER STAY VINYL INK	Fearless	135	
88	1	N/A	041554087628	VINYL INK	ROGUE	145	
89	1	N/A	041554087604	VINYL INK	STRIKING	155	
90	1	N/A	041554087611	VINYL INK	UPBEAT	155	
91	1	N/A	041554087635	VINYL INK	SULTRY	160	
92	1	N/A	041554087642	VINYL INK	EDGY	165	

Column: 2 - Row: 6	Lower Notch: 1	Fixture Type: TRAYS	Fixture Description: SS INK CRAYON 2.2 **
TRAYS Fixture Re-Order Code: PL2000000410		SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000042180		SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:		TRAYS Fixture Rolled-Up Code:	
Shade Chart Re-Order Code: PM0000038712		UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
93	1	N/A	041554558791	SUPERSTAY INK CRAYON	STAY EXCEPTIONAL	25	
94	1	N/A	041554064735	SUPERSTAY INK CRAYON	CHASE DREAMS	150	
95	1	N/A	041554581522	SUPERSTAY INK CRAYON	RUN THE WORLD	80	
96	1	N/A	041554581539	SUPERSTAY INK CRAYON	CHANGE IS GOOD	85	
97	1	N/A	041554558807	SUPERSTAY INK CRAYON	SEEK ADVENTURE	30	
98	1	N/A	041554558838	SUPERSTAY INK CRAYON	HUSTLE IN HEELS	45	
99	1	N/A	041554064711	SUPERSTAY INK CRAYON	MAKE MOVES	135	
100	1	N/A	041554064650	SUPERSTAY INK CRAYON	PAVE THE ROAD	130	
101	1	N/A	041554558845	SUPERSTAY INK CRAYON	OWN YOUR EMPIRE	50	
102	1	N/A	041554558852	SUPERSTAY INK CRAYON	MAKE IT HAPPEN	55	
103	1	N/A	041554064643	SUPERSTAY INK CRAYON	CHECK YOURSELF	125	
104	1	N/A	041554064698	SUPERSTAY INK CRAYON	BE BOLD, BE YOU	120	
105	1	N/A	041554558869	SUPERSTAY INK CRAYON	ACCEPT A DARE	60	
106	1	N/A	041554556973	SUPERSTAY INK CRAYON	SETTLE FOR MORE	65	

Row: 2

Row: 3

Row: 3

Row: 5

Row: 5

Row: 6

Row: 5

Row: 8

Row: 9

Row: 11

Row: 10

Row: 11

Lower Notch: 30

Lower Notch: 27

Lower Notch: 19

Lower Notch: 17

Lower Notch: 9

Lower Notch: 1

Lower Notch: 36

Lower Notch: 28

Lower Notch: 20

Lower Notch: 17

Lower Notch: 10

Lower Notch: 5

73	74	75	76	77	78	79	80	81	82
83	84	85	86	87	88	89	90	91	92
93	94	95	96	97	98	99	100	101	102
103	104	105	106	107	108	109	110	111	112
113	114	115	116	117	118	119	120	121	122
123	124	125	126	127	128	129	130	131	132
133	134	135	136	137	138	139	140	141	142
143	144	145	146	147	148				

Column: 2 - Row: 5 Lower Notch: 36 Fixture Type: SIGNS Fixture Description: RENO SS LIP FINDER 6X12 UNLIT **
SIGNS Fixture Re-Order Code: PM0000029072 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042202 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: 2 - Row: 8 Lower Notch: 28 Fixture Type: TRAYS Fixture Description: SS 24HR LIP 1.3 **
TRAYS Fixture Re-Order Code: PL2000000386 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042094 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042782 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
107	1	N/A	041554237757	SS 2 STEP 24 HR LIPCOLOR	Continuous Coral	020	
108	1	N/A	041554237757	SS 2 STEP 24 HR LIPCOLOR	Continuous Coral	020	
109	1	N/A	041554558876	SS 2 STEP 24 HR LIPCOLOR	Crisp Magenta	305	
110	1	N/A	041554237788	SS 2 STEP 24 HR LIPCOLOR	Keep It Red	035	
111	1	N/A	041554494969	SS 2 STEP 24 HR LIPCOLOR	ETERNAL CHERRY	200	
112	1	N/A	041554558990	SS 2 STEP 24 HR LIPCOLOR	Optic Ruby	310	
113	1	N/A	041554237764	SS 2 STEP 24 HR LIPCOLOR	Keep Up The Flame	025	
114	1	N/A	041554237740	SS 2 STEP 24 HR LIPCOLOR	All Day Cherry	015	
115	1	N/A	041554237726	SS 2 STEP 24 HR LIPCOLOR	Everlasting Wine	005	
116	1	N/A	041554552041	SS 2 STEP 24 HR LIPCOLOR	ENDLESS EXPRESSO	275	
117	1	N/A	041554237948	SS 2 STEP 24 HR LIPCOLOR	Forever Chestnut	115	
118	1	N/A	041554238006	SS 2 STEP 24 HR LIPCOLOR	Constant Cocoa	145	

Column: 2 - Row: 9 Lower Notch: 20 Fixture Type: TRAYS Fixture Description: SS 24HR LIP 2.3 **
TRAYS Fixture Re-Order Code: PL2000000386 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042094 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000037938 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
119	1	N/A	041554064902	SS 2 STEP 24 HR LIPCOLOR	COPPER GLISTEN	910	
120	1	N/A	041554335927	SS 2 STEP 24 HR LIPCOLOR	Constant Toast	136	
121	1	N/A	041554064889	SS 2 STEP 24 HR LIPCOLOR	SULTRY AMBER	915	
122	1	N/A	041554238280	SS 2 STEP 24 HR LIPCOLOR	Timeless Toffee	150	
123	1	N/A	041554544619	SS 2 STEP 24 HR LIPCOLOR	ALL NIGHT APRICOT	240	
124	1	N/A	041554237931	SS 2 STEP 24 HR LIPCOLOR	So Pearly Pink	110	
125	1	N/A	041554237924	SS 2 STEP 24 HR LIPCOLOR	Blush On	105	
126	1	N/A	041554494945	SS 2 STEP 24 HR LIPCOLOR	PINK GOES ON	215	
127	1	N/A	041554494983	SS 2 STEP 24 HR LIPCOLOR	24/7 FUSCHIA	220	
128	1	N/A	041554064896	SS 2 STEP 24 HR LIPCOLOR	BRONZED DREAM	920	
129	1	N/A	041554237917	SS 2 STEP 24 HR LIPCOLOR	Very Cranberry	100	
130	1	N/A	041554237894	SS 2 STEP 24 HR LIPCOLOR	Timeless Rose	090	

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

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
131	1	N/A	041554551075	SS 2 STEP 24 HR LIPCOLOR	FIRMLY MAUVE	245	
132	1	N/A	041554558893	SS 2 STEP 24 HR LIPCOLOR	Frosted Mauve	300	
133	1	N/A	041554237801	SS 2 STEP 24 HR LIPCOLOR	Wear On Wildberry	045	
134	1	N/A	041554237870	SS 2 STEP 24 HR LIPCOLOR	Infinite Petal	080	
135	1	N/A	041554237825	SS 2 STEP 24 HR LIPCOLOR	Perpetual Plum	055	
136	1	N/A	041554551990	SS 2 STEP 24 HR LIPCOLOR	RELENTLESS RUBY	255	
137	1	N/A	041554558906	SS 2 STEP 24 HR LIPCOLOR	Frozen Rose	315	
138	1	N/A	041554237818	SS 2 STEP 24 HR LIPCOLOR	Unlimited Raisin	050	
139	1	N/A	041554237955	SS 2 STEP 24 HR LIPCOLOR	Always Heather	120	
140	1	N/A	041554552027	SS 2 STEP 24 HR LIPCOLOR	MERLOT ARMOUR	265	
141	1	N/A	041554064872	SS 2 STEP 24 HR LIPCOLOR	BROOKLYN SUNSET	925	
142	1	N/A	041554064865	SS 2 STEP 24 HR LIPCOLOR	CITY ABLAZE	930	

Column: 2 - Row: 11 Lower Notch: 5 Fixture Type: HOOK BARS Fixture Description: 6HK GENERIC URBAN HKBR UNLIT
HOOK BARS Fixture Re-Order Code: 041554984521 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code: 041554984521
Shade Chart Re-Order Code: UPC Blade Code: 041554994452

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
143	1	N/A	041554586404	Baby Lips Quenched	Quenched	005	
144	1	N/A	041554586404	Baby Lips Quenched	Quenched	005	
145	1	N/A	041554264548	BABY LIPS	CHERRY ME	15	
146	1	N/A	041554264548	BABY LIPS	CHERRY ME	15	
147	1	N/A	041554264562	BABY LIPS	PINK PUNCH	25	
148	1	N/A	041554264562	BABY LIPS	PINK PUNCH	25	

Row: 2

Row: 3

Row: 3

Row: 5

Row: 5

Row: 6

Row: 5

Row: 8

Row: 9

Row: 11

Row: 10

Row: 11

Lower Notch: 30

Lower Notch: 27

Lower Notch: 19

Lower Notch: 17

Lower Notch: 9

Lower Notch: 1

Lower Notch: 36

Lower Notch: 28

Lower Notch: 20

Lower Notch: 17

Lower Notch: 10

Lower Notch: 5

WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK2072ULHNOPDQ_IS24

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

Column: 3 -	Row: 2	Lower Notch: 26	Fixture Type: SIGN	Fixture Description: RENO CS NAV 4X12 UNLIT **
SIGN Fixture Re-Order Code: PM0000029067			SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000044518			SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:			SIGN Fixture Rolled-Up Code:	
Shade Chart Re-Order Code:			UPC Blade Code:	

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

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
149	1	N/A	041554080704	LIFTER PLUMP	BLUSH BLAZE	001	
150	1	N/A	041554080698	LIFTER PLUMP	MAUVE BITE	002	
151	1	N/A	041554081896	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: 4	Lower Notch: 9	Fixture Type: TRAYS	Fixture Description: CS ULTIMATTES 1.1 **
TRAYS Fixture Re-Order Code: PL2000000409			SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000042150			SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:			TRAYS Fixture Rolled-Up Code:	
Shade Chart Re-Order Code: PM0000043753			UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
157	1	N/A	041554582314	Color Sensational Ultimatte	More Berry	099	
158	1	N/A	041554070682	Color Sensational Ultimatte Neutrals	MORE CEDAR	188	
159	1	N/A	041554582222	Color Sensational Ultimatte	More Ruby	199	
160	1	N/A	041554582239	Color Sensational Ultimatte	More Scarlet	299	
161	1	N/A	041554070705	Color Sensational Ultimatte Neutrals	MORE MOCHA	388	
162	1	N/A	041554070712	Color Sensational Ultimatte Neutrals	MORE STONE	488	
163	1	N/A	041554582277	Color Sensational Ultimatte	More Blush	499	
164	1	N/A	041554070729	Color Sensational Ultimatte Neutrals	MORE BLONDE	588	
165	1	N/A	041554582260	Color Sensational Ultimatte	More Mauve	599	
166	1	N/A	041554070736	Color Sensational Ultimatte Neutrals	MORE SEPIA	688	
167	1	N/A	041554582284	Color Sensational Ultimatte	More Buff	699	
168	1	N/A	041554582307	Color Sensational Ultimatte	More Taupe	799	
169	1	N/A	041554582253	Color Sensational Ultimatte	More Rust	899	
170	1	N/A	041554582246	Color Sensational Ultimatte	More Truffle	999	

Column: 3 -	Row: 5	Lower Notch: 1	Fixture Type: TRAYS	Fixture Description: CS LIP LINERS 1.1
TRAYS Fixture Re-Order Code: PM0000019869			SS Graphic Re-Order Code:	
Graphic Re-Order Code: PM0000042084			SS Holder Re-Order Code:	
Carrier Tray Graphic Re-Order Code:			TRAYS Fixture Rolled-Up Code: PM0000019869	
Shade Chart Re-Order Code: PM0000044114			UPC Blade Code: PM0000021685	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
171	1	N/A	041554486032	COLOR SENSATIONAL MECHANICAL LINER	Clear	100	
172	1	N/A	041554549300	Color Sensational Shaping Lip Liner	BEIGE BABE	102	
173	1	N/A	041554549331	Color Sensational Shaping Lip Liner	Gone Grieve	104	
174	1	N/A	041554486049	COLOR SENSATIONAL MECHANICAL LINER	NUDE WHISPER	105	
175	1	N/A	041554486056	COLOR SENSATIONAL MECHANICAL LINER	PURELY NUDE	110	
176	1	N/A	041554486063	COLOR SENSATIONAL MECHANICAL LINER	TOTALLY TOFFEE	115	
177	1	N/A	041554549355	Color Sensational Shaping Lip Liner	RAW CHOCOLATE	118	
178	1	N/A	041554486070	COLOR SENSATIONAL MECHANICAL LINER	Rich Chocolate	120	
179	1	N/A	041554486087	COLOR SENSATIONAL MECHANICAL LINER	MAGNETIC MAUVE	125	
180	1	N/A	041554486094	COLOR SENSATIONAL MECHANICAL LINER	DUSTY ROSE	130	
181	1	N/A	041554549287	Color Sensational Shaping Lip Liner	ALMOND ROSE	132	
182	1	N/A	041554549348	Color Sensational Shaping Lip Liner	Pink Wink	134	
183	1	N/A	041554486100	COLOR SENSATIONAL MECHANICAL LINER	PALEST PINK	135	
184	1	N/A	041554486117	COLOR SENSATIONAL MECHANICAL LINER	PINK CORAL	140	
185	1	N/A	041554486124	COLOR SENSATIONAL MECHANICAL LINER	Very Cherry	145	
186	1	N/A	041554486131	COLOR SENSATIONAL MECHANICAL LINER	BRICK RED	150	
187	1	N/A	041554486148	COLOR SENSATIONAL MECHANICAL LINER	WILD VIOLETS	155	
188	1	N/A	041554549324	Color Sensational Shaping Lip Liner	Divine Wine	153	
189	1	N/A	041554492859	COLOR SENSATIONAL MECHANICAL LINER	RICH WINE	160	
190	1	N/A	041554492866	COLOR SENSATIONAL MECHANICAL LINER	PLUM PASSION	165	

Column: 3 -	Row: 6	Lower Notch: 36	Fixture Type: TRAYS	Fixture Description: CS MFA+MATTES 1.1 RENO **
TRAYS Fixture Re-Order Code: PL2000000446			SS Graphic Re-Order Code: PM0000042813	
Graphic Re-Order Code: PM0000042751, PM0000042811			SS Holder Re-Order Code: PM0000027630	
Carrier Tray Graphic Re-Order Code:			TRAYS Fixture Rolled-Up Code:	
Shade Chart Re-Order Code: PM0000042752, PM0000042753			UPC Blade Code:	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
191	1	N/A	041554564815	CS MADE FOR ALL	MAUVE FOR ME	373	

Row: 2

Row: 2

Row: 3

Row: 4

Row: 5

Row: 6

Row: 7

Row: 8

Row: 9

Row: 10

Lower Notch: 30

Lower Notch: 26

Lower Notch: 19

Lower Notch: 9

Lower Notch: 1

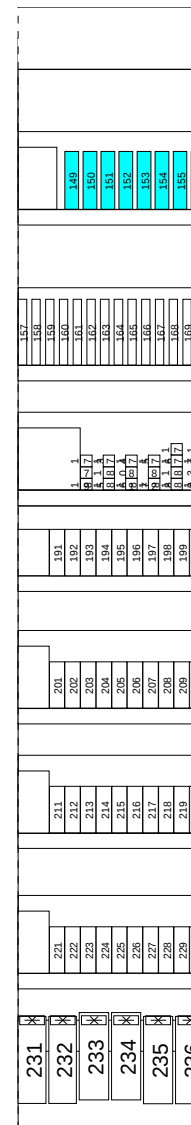
Lower Notch: 36

Lower Notch: 27

Lower Notch: 19

Lower Notch: 10

Lower Notch: 5



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	041554453645	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 BOLD	Pitch Black	845	

Column: 3 - Row: 7 Lower Notch: 27 Fixture Type: TRAYS Fixture Description: CS CREAMS 1.3 RENO **
TRAYS Fixture Re-Order Code: PL2000000448 SS Graphic Re-Order Code: PM0000033908
Graphic Re-Order Code: PM0000033907, PM0000042123 SS Holder Re-Order Code: PM0000027630
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000034845, PM0000034848 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
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	041554198845	COLOR SEN LIPSTICK	Crazy For Coffee	275	
205	1	N/A	041554413236	COLOR SEN BUFFS	TOUCHABLE TAUPE	940	
206	1	N/A	041554578300	COLOR SEN LIPSTICK	DOUBLE SHOT	111	
207	1	N/A	041554408546	COLOR SEN BUFFS	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: 8 Lower Notch: 19 Fixture Type: TRAYS Fixture Description: CS CREAMS 2.3 RENO **
TRAYS Fixture Re-Order Code: PL2000000448 SS Graphic Re-Order Code: PM0000033911
Graphic Re-Order Code: PM0000033910, PM0000042124 SS Holder Re-Order Code: PM0000027630
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000034846, PM0000034849 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
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: 9 Lower Notch: 10 Fixture Type: TRAYS Fixture Description: CS CREAMS 3.3 RENO **
TRAYS Fixture Re-Order Code: PL2000000448 SS Graphic Re-Order Code: PM0000033914
Graphic Re-Order Code: PM0000033913, PM0000042125 SS Holder Re-Order Code: PM0000027630
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000034847, PM0000034850 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
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	041554198853	COLOR SEN LIPSTICK	Red Revival	645	
224	1	N/A	041554578396	COLOR SEN LIPSTICK	CRIMSON RACE	311	
225	1	N/A	041554198423	COLOR SEN LIPSTICK	On The Mauve	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	

Column: 3 - Row: 10 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: 3

Row: 4

Row: 5

Row: 6

Row: 7

Row: 8

Row: 9

Row: 10

Lower Notch: 30

Lower Notch: 26

Lower Notch: 19

Lower Notch: 9

Lower Notch: 1

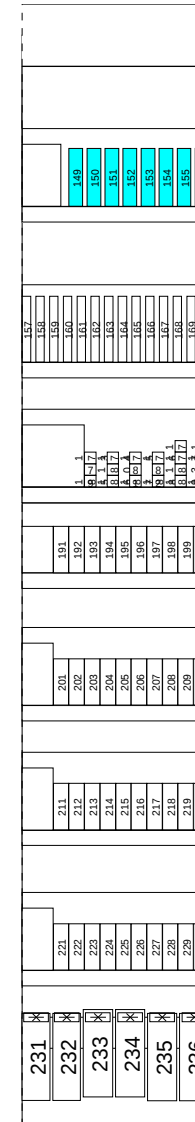
Lower Notch: 36

Lower Notch: 27

Lower Notch: 19

Lower Notch: 10

Lower Notch: 5



WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024
MNYWAK2072ULHNOPDQ_IS24

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

Column: 4 - Row: 2 Lower Notch: 15 Fixture Type: SIGN Fixture Description: RENO SHADOW BLOCKS BTY 11X12 UNLIT **
SIGN Fixture Re-Order Code: PM0000029070 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000040714 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: SIGN Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 4 - Row: 3 Lower Notch: 5 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	90	
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: 39 Fixture Type: TRAYS Fixture Description: SHADOW BLOCKS 1.1 **
TRAYS Fixture Re-Order Code: PL2000000680 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000040183, PM0000042205 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000040047 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
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: 25 Fixture Type: TRAYS Fixture Description: EW MONOS 1.1 (3TIER) **
TRAYS Fixture Re-Order Code: PL2000000441 SS Graphic Re-Order Code: PM0000044257, PM0000044519
Graphic Re-Order Code: PM0000042121 SS Holder Re-Order Code: PM0000027726, PM1000021005
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000043764, PM0000043765, PM0000043766 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
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	041554490770	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: 6 Lower Notch: 17 Fixture Type: TRAYS Fixture Description: COL TAT POTS 1.1 **
TRAYS Fixture Re-Order Code: PL2000000483 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	
274	1	N/A	041554567892	COLOR TATTOO POTS	SOCIALITE	20	
275	1	N/A	041554567922	COLOR TATTOO POTS	URBANITE	25	
276	1	N/A	041554567936	COLOR TATTOO POTS	HIGH ROLLER	30	
277	1	N/A	041554567915	COLOR TATTOO POTS	HILL GIRL	35	
278	1	N/A	041554567939	COLOR TATTOO POTS	GOLDEN GIRL	40	
279	1	N/A	041554567977	COLOR TATTOO POTS	TRAILBLAZER	45	

Row: 1

Lower Notch: 26

Row: 2

Lower Notch: 15

Row: 3

Lower Notch: 5

Row: 4

Lower Notch: 39

Row: 5

Lower Notch: 25

Row: 6

Lower Notch: 17

Row: 7

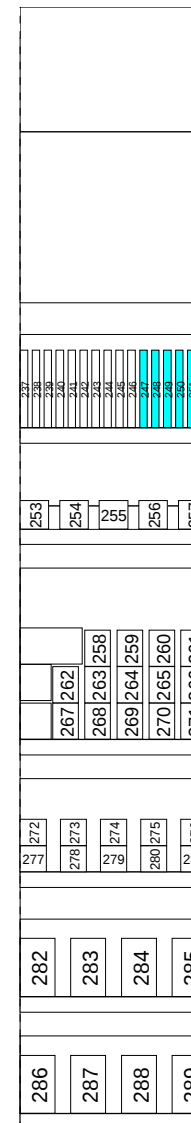
Lower Notch: 9

Row: 8

Lower Notch: 1

Shade chart Re-Order Code: PH000048763				UPC Shade Code:			
LocID	Feelings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
286	1	N/A	041554552485	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	Skycape Dusk	520	
289	1	N/A	041554563306	CITY MINI PALETTES	Diamond District	540	

Lower Notch: 1



LocID	Facings	Acct Code	UPC	Description	UPC Grade Code	Shade	Shade#	Shade Chip Code
315	1	N/A	041554409093	EXPERT WEAR QUADS		Natural Smokes	20	
316	1	N/A	041554409161	EXPERT WEAR QUADS		Chai Latte	220	
317	1	N/A	041554409123	EXPERT WEAR QUADS		Sunlit Bronze	500	

Lower Notch: 1

Column: 5 -		Row: 10		Lower Notch: 1		Fixture Type: TRAYS		Fixture Description: EW QUADS 3.3 **	
TRAYS Fixture Re-Order Code: PL2000000023						SS Graphic Re-Order Code: PM0000043900			
Graphic Re-Order Code:						SS Holder Re-Order Code:			
Carrier Tray Graphic Re-Order Code:						TRAYS Fixture Rolled-Up Code:			
Shade Chart Re-Order Code: PM0000042809						UPC Blade Code:			
LocID	Facings	Acet Code	UPC		Description	Shade	Shade#	Shade Chip Code	
322	1	N/A	041554409239		EXPERT WEAR QUADS	Emerald Smokers	48Q		
323	1	N/A	041554409260		EXPERT WEAR QUADS	Autumn Coppers	49Q		
324	1	N/A	041554409128		EXPERT WEAR QUADS	Whitewash Curls	20Q		

Page: 11 of 61

WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK2072ULHNOPDQ_IS24

Column: 6 - 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: 2 Lower Notch: 21 Fixture Type: HOOK BARS Fixture Description: 6HK UNSTOPPABLE (DEMO) HKBR UNLIT **
HOOK BARS Fixture Re-Order Code: PL2000000147 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042138 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
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: 3 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: 4 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: 5 Lower Notch: 33 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: 6 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: 7 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: 2

Lower Notch: 21

Row: 3

Lower Notch: 14

Row: 4

Lower Notch: 7

Row: 5

Lower Notch: 40

Row: 6

Lower Notch: 33

Row: 7

Lower Notch: 26

Row: 8

Lower Notch: 19

Row: 9

Lower Notch: 12

Row: 10

Lower Notch: 5

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: 10		Lower Notch: 5		Fixture Type: HOOK BARS		Fixture Description: 8HK GENERIC URBAN HKBR UNLIT	
HOOK BARS Fixture Re-Order Code: 041554984521				SS Graphic Re-Order Code:					
Graphic Re-Order Code:				SS Holder Re-Order Code:					
Carrier Tray Graphic Re-Order Code:				HOOK BARS Fixture Rolled-Up Code: 041554984521					
Shade Chart Re-Order Code:				UPC Blade Code: 041554994452					
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code		
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				

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WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK2072ULHNOPDQ_IS24

Column: 6 - 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: 7 - Row: 2 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: 3 Lower Notch: 13 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	041554081152	SURREAL EXTENSION	BLACKEST BLACK WSH	170	

Column: 7 - Row: 4 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
379	1	N/A	041554217957	FALSIES MASCARA	Blackest Black	00	
380	1	N/A	041554217957	FALSIES MASCARA	Blackest Black	00	
381	1	N/A	041554217964	FALSIES MASCARA	Very Black	01	

Column: 7 - Row: 5 Lower Notch: 37 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	041554069556	COLOSSAL CURL BOUNCE	Very Black	355	
384	1	N/A	041554069679	COLOSSAL CURL BOUNCE	Very Black (WTP)	365	

Column: 7 - Row: 6 Lower Notch: 29 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	041554670745	GREAT LASH MASCARA	Blackest Black	00	
386	1	N/A	041554670745	GREAT LASH MASCARA	Blackest Black	00	
387	1	N/A	041554593272	GREAT LASH MASCARA	Very Black	1	

Column: 7 - Row: 7 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
388	1	N/A	041554626964	GREAT LASH MASCARA	Very Black (WTP)	1	
389	1	N/A	041554626964	GREAT LASH MASCARA	Very Black (WTP)	1	
390	1	N/A	041554626988	GREAT LASH MASCARA	Brownish Black (WTP)	3	

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

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
391	1	N/A	041554288384	VE ROCKET MASCARA	Blackest Black	00	
392	1	N/A	041554288384	VE ROCKET MASCARA	Blackest Black	00	
393	1	N/A	041554288377	VE ROCKET MASCARA	Very Black	01	
394	1	N/A	041554288377	VE ROCKET MASCARA	Very Black	01	

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

Row: 1

Lower Notch: 26

Row: 2

Lower Notch: 21

Row: 3

Lower Notch: 13

Row: 4

Lower Notch: 5

Row: 5

Lower Notch: 37

Row: 6

Lower Notch: 29

Row: 7

Lower Notch: 21

Row: 8

Lower Notch: 12

Row: 9

Lower Notch: 5

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
395	1	N/A	041554539912	SNPSACARA	Pitch Black	300	
396	1	N/A	041554539912	SNPSACARA	Pitch Black	300	
397	1	N/A	041554578539	SNPSACARA	PITCH BLACK (WTP)	340	
398	1	N/A	041554699159	FULL 'N SOFT	Very Black	1	

Row: 1

Lower Notch: 26

Row: 2

Lower Notch: 21

Row: 3

Lower Notch: 13

Row: 4

Lower Notch: 5

Row: 5

Lower Notch: 37

Row: 6

Lower Notch: 29

Row: 7

Lower Notch: 21

Row: 8

Lower Notch: 12

Row: 9

Lower Notch: 5

	373	374	375
	376	377	378
	379	380	381
	382	383	384
	385	386	387
	388	389	390
391	392	393	394
395	396	397	398

WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024
MNYWAK2072ULHNOPDQ_IS24

Column: 8 - 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: 2 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
399	1	N/A	041554089950	SKY HIGH WSH MASCARA	BLUE MIST	797	
400	1	N/A	041554590517	LASH SENSATIONAL SKY HIGH	BLACKEST BLACK	800	
401	1	N/A	041554590517	LASH SENSATIONAL SKY HIGH	BLACKEST BLACK	800	
402	1	N/A	041554590500	LASH SENSATIONAL SKY HIGH	VERY BLACK	801	

Column: 8 - Row: 3 Lower Notch: 13 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
403	1	N/A	041554081145	SURREAL EXTENSION	VERY BLACK WSH	175	
404	1	N/A	041554081169	SURREAL EXTENSION	BROWNISH BLACK WSH	180	
405	1	N/A	041554079821	SURREAL EXTENSION	VERY BLACK WTP	185	
406	1	N/A	041554079821	SURREAL EXTENSION	VERY BLACK WTP	185	

Column: 8 - Row: 4 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
407	1	N/A	041554217971	FALSIES MASCARA	Brownish Black	02	
408	1	N/A	041554217971	FALSIES MASCARA	Brownish Black	02	
409	1	N/A	041554217988	FALSIES MASCARA	Very Black (WTP)	01	
410	1	N/A	041554217988	FALSIES MASCARA	Very Black (WTP)	01	

Column: 8 - Row: 5 Lower Notch: 37 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
411	1	N/A	041554050999	COLOSSAL	Glam Black	00	
412	1	N/A	041554050999	COLOSSAL	Glam Black	00	
413	1	N/A	041554050905	COLOSSAL	Classic Black	01	
414	1	N/A	041554050905	COLOSSAL	Classic Black	01	

Column: 8 - Row: 6 Lower Notch: 29 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
415	1	N/A	041554532722	GREAT LASH MASCARA	Very Black	1	
416	1	N/A	041554532807	GREAT LASH MASCARA	Brownish Black	2	
417	1	N/A	041554532807	GREAT LASH MASCARA	Brownish Black	2	
418	1	N/A	041554532982	GREAT LASH MASCARA	DARK BROWN	3	

Column: 8 - Row: 7 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
419	1	N/A	041554626988	GREAT LASH MASCARA	Brownish Black (WTP)	3	
420	1	N/A	041554209310	GREAT LASH BIG	Blackest Black	00	
421	1	N/A	041554209310	GREAT LASH BIG	Blackest Black	00	
422	1	N/A	041554209327	GREAT LASH BIG	Very Black	01	

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
423	1	N/A	041554288391	VE ROCKET MASCARA	Brownish Black	02	
424	1	N/A	041554288452	VE ROCKET MASCARA WP	Very Black	01	
425	1	N/A	041554288452	VE ROCKET MASCARA WP	Very Black	01	
426	1	N/A	041554459890	FALSIES PUSH UP DRAMA ANGEL	Blackest Black	00	

Row: 1

Lower Notch: 26

Row: 2

Lower Notch: 21

Row: 3

Lower Notch: 13

Row: 4

Lower Notch: 5

Row: 5

Lower Notch: 37

Row: 6

Lower Notch: 29

Row: 7

Lower Notch: 21

Row: 8

Lower Notch: 12

Row: 9

Lower Notch: 5

Column: 8 -		Row: 9		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		
427	1	N/A	041554699159	FULL 'N SOFT	Very Black	1			
428	1	N/A	041554605228	FULL 'N SOFT	Very Black (WTP)	1			
429	1	N/A	041554605228	FULL 'N SOFT	Very Black (WTP)	1			

Row: 1

Lower Notch: 26

Row: 2

Lower Notch: 21

Row: 3

Lower Notch: 13

Row: 4

Lower Notch: 5

Row: 5

Lower Notch: 37

Row: 6

Lower Notch: 29

Row: 7

Lower Notch: 21

Row: 8

Lower Notch: 12

Row: 9

Lower Notch: 5

399	400	401	402
403	404	405	406
407	408	409	410
411	412	413	414
415	416	417	418
419	420	421	422
423	424	425	426
427	428	429	

WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK2072ULHNOPDQ_IS24

Column: 8 - 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: 9 - Row: 2 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
430	1	N/A	041554590500	LASH SENSATIONAL SKY HIGH	VERY BLACK	801	
431	1	N/A	041554076448	LASH SENSATIONAL SKY HIGH	True Brown	804	
432	1	N/A	041554590913	LASH SENSATIONAL SKY HIGH	Very Black (WTP)	802	
433	1	N/A	041554590913	LASH SENSATIONAL SKY HIGH	Very Black (WTP)	802	

Column: 9 - Row: 3 Lower Notch: 13 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	041554590364	FALSIES LASH LIFT	ULTRA BLACK INTENSIFIER	195	
435	1	N/A	041554590364	FALSIES LASH LIFT	ULTRA BLACK INTENSIFIER	195	
436	1	N/A	041554578478	FALSIES LASH LIFT	Blackest Black	200	
437	1	N/A	041554578478	FALSIES LASH LIFT	Blackest Black	200	

Column: 9 - Row: 4 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
438	1	N/A	041554217995	FALSIES MASCARA	Brownish Black (WTP)	02	
439	1	N/A	041554217995	FALSIES MASCARA	Brownish Black (WTP)	02	
440	1	N/A	041554240337	FALSIES BLACK DRAMA	Black Drama	10	
441	1	N/A	041554240337	FALSIES BLACK DRAMA	Black Drama	10	

Column: 9 - Row: 5 Lower Notch: 37 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	041554066761	COLOSSAL	Glam Brown (Bm1Bk)	2	
443	1	N/A	041554197037	COLOSSAL	Glam Black (WTP)	00	
444	1	N/A	041554197037	COLOSSAL	Glam Black (WTP)	00	
445	1	N/A	041554197044	COLOSSAL	Classic Black (WTP)	1	

Column: 9 - Row: 6 Lower Notch: 29 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	041554532982	GREAT LASH MASCARA	DARK BROWN	3	
447	1	N/A	041554519457	GREAT LASH MASCARA	Clear	10	
448	1	N/A	041554519457	GREAT LASH MASCARA	Clear	10	
449	1	N/A	041554533064	GREAT LASH MASCARA	Royal Blue	104	

Column: 9 - Row: 7 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
450	1	N/A	041554209327	GREAT LASH BIG	Very Black	01	
451	1	N/A	041554209334	GREAT LASH BIG	Brownish Black	02	
452	1	N/A	041554209334	GREAT LASH BIG	Brownish Black	02	
453	1	N/A	041554672237	GREAT LASH CURVED BRUSH	Blackest Black	00	

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

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
454	1	N/A	041554459990	FALSIES PUSH UP DRAMA ANGEL	Blackest Black	00	
455	1	N/A	041554462838	FALSIES PUSH UP DRAMA ANGEL	Very Black (WTP)	01	
456	1	N/A	041554462838	FALSIES PUSH UP DRAMA ANGEL	Very Black (WTP)	01	
457	1	N/A	041554281446	MEGA PLUSH MASCARA	Blackest Black	00	

Row: 1

Lower Notch: 26

Row: 2

Lower Notch: 21

Row: 3

Lower Notch: 13

Row: 4

Lower Notch: 5

Row: 5

Lower Notch: 37

Row: 6

Lower Notch: 29

Row: 7

Lower Notch: 21

Row: 8

Lower Notch: 12

Row: 9

Lower Notch: 5

Column: 9 -		Row: 9		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		
458	1	N/A	041554054156	LASH STILETTO	Very Black	1			
459	1	N/A	041554054156	LASH STILETTO	Very Black	1			
460	1	N/A	041554208832	LASH STILETTO WP	Very Black	01			

Row: 1

Lower Notch: 26

Row: 2

Lower Notch: 21

Row: 3

Lower Notch: 13

Row: 4

Lower Notch: 5

Row: 5

Lower Notch: 37

Row: 6

Lower Notch: 29

Row: 7

Lower Notch: 21

Row: 8

Lower Notch: 12

Row: 9

Lower Notch: 5

430	431	432	433
434	435	436	437
438	439	440	441
442	443	444	445
446	447	448	449
450	451	452	453
454	455	456	457
458	459	460	

WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024
MNYWAK2072ULHNOPDQ_IS24

Column: 10 - 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: 10 - Row: 2 Lower Notch: 26 Fixture Type: SIGN Fixture Description: RENO CATEGORY-MASCARA NAV 4X24 UNLIT **
SIGN Fixture Re-Order Code: PM0000027636 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043917 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: SIGN Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 10 - 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
461	1	N/A	041554590906	LASH SENSATIONAL SKY HIGH	Brownish Black (WTP)	803	
462	1	N/A	041554584219	LASH SENSATIONAL	Midnight Black	252	
463	1	N/A	041554420616	LASH SENSATIONAL	Blackest Black	00	
464	1	N/A	041554420616	LASH SENSATIONAL	Blackest Black	00	

Column: 10 - Row: 4 Lower Notch: 13 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
465	1	N/A	041554578485	FALSIES LASH LIFT	Very Black	201	
466	1	N/A	041554578492	FALSIES LASH LIFT	VERY BLACK (WTP)	202	
467	1	N/A	041554578492	FALSIES LASH LIFT	VERY BLACK (WTP)	202	
468	1	N/A	041554578508	FALSIES LASH LIFT	BROWNISH BLACK (WTP)	203	

Column: 10 - Row: 5 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
469	1	N/A	041554268706	FALSIES FLARED	Blackest Black	00	
470	1	N/A	041554268706	FALSIES FLARED	Blackest Black	00	
471	1	N/A	041554522556	TOTAL TEMPTATION	BLACKEST BLACK	601	
472	1	N/A	041554522556	TOTAL TEMPTATION	BLACKEST BLACK	601	

Column: 10 - Row: 6 Lower Notch: 37 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
473	1	N/A	041554197044	COLOSSAL	Classic Black (WTP)	1	
474	1	N/A	041554409291	COLOSSAL PUMPED UP!	Glam Black	00	
475	1	N/A	041554409291	COLOSSAL PUMPED UP!	Glam Black	00	
476	1	N/A	041554409284	COLOSSAL PUMPED UP!	Classic Black	01	

Column: 10 - Row: 7 Lower Notch: 29 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
477	1	N/A	041554493719	COLOSSAL BIG SHOT	Blackest Black	223	
478	1	N/A	041554493719	COLOSSAL BIG SHOT	Blackest Black	223	
479	1	N/A	041554493726	COLOSSAL BIG SHOT	Very Black	224	
480	1	N/A	041554493726	COLOSSAL BIG SHOT	Very Black	224	

Column: 10 - Row: 8 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
481	1	N/A	041554672237	GREAT LASH CURVED BRUSH	Blackest Black	00	
482	1	N/A	041554565294	GREAT LASH CURVED BRUSH	Very Black	1	
483	1	N/A	041554239423	Great Lash Lots of Lashes	Blackest Black	00	
484	1	N/A	041554239423	Great Lash Lots of Lashes	Blackest Black	00	

BACK PANEL
MERCH
SPAC

Row: 1

Lower Notch: 30

Row: 2

Lower Notch: 26

Row: 3

Lower Notch: 21

Row: 4

Lower Notch: 13

Row: 5

Lower Notch: 5

Row: 6

Lower Notch: 37

Row: 7

Lower Notch: 29

Row: 8

Lower Notch: 21

Row: 9

Lower Notch: 12

Row: 10

Lower Notch: 5

Column: 10 - Row: 9 Lower Notch: 12 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
485	1	N/A	041554281446	MEGA PLUSH MASCARA	Blackest Black	00	
486	1	N/A	041554281460	MEGA PLUSH MASCARA	Very Black	01	
487	1	N/A	041554281460	MEGA PLUSH MASCARA	Very Black	01	

Column: 10 - Row: 10 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
488	1	N/A	041554208832	LASH STILETTO WP	Very Black	01	
489	1	N/A	041554269567	ILLEGAL LENGTHS MASC	Blackest Black	00	
490	1	N/A	041554647372	LASH DISCOVERY WASHABLE	Very Black	1	

BACK PANEL
MERCH.
SPACE

Row: 1		Lower Notch: 30
Row: 2		Lower Notch: 26
Row: 3	461 462 463 464	Lower Notch: 21
Row: 4	465 466 467 468	Lower Notch: 13
Row: 5	469 470 471 472	Lower Notch: 5
Row: 6	473 474 475 476	Lower Notch: 37
Row: 7	477 478 479 480	Lower Notch: 29
Row: 8	481 482 483 484	Lower Notch: 21
Row: 9	485 486 487	Lower Notch: 12
Row: 10	488 489 490	Lower Notch: 5

WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK2072ULHNOPDQ_IS24

Column: 10 - 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: 10 - Row: 2 Lower Notch: 26 Fixture Type: SIGN Fixture Description: RENO CATEGORY-MASCARA NAV 4X24 UNLIT **
SIGN Fixture Re-Order Code: PM0000027636 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000043917 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: SIGN Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code:

Column: 11 - Row: 2 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
491	1	N/A	041554420623	LASH SENSATIONAL	Very Black	01	
492	1	N/A	041554420630	LASH SENSATIONAL	Brownish Black	02	
493	1	N/A	041554420647	LASH SENSATIONAL	Very Black (WTP)	01	
494	1	N/A	041554420654	LASH SENSATIONAL	Brownish Black (WTP)	02	

Column: 11 - Row: 3 Lower Notch: 13 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
495	1	N/A	041554460247	LASH SENSATIONAL LUSCIOUS	Blackest Black	00	
496	1	N/A	041554460247	LASH SENSATIONAL LUSCIOUS	Blackest Black	00	
497	1	N/A	041554460254	LASH SENSATIONAL LUSCIOUS	Very Black	01	
498	1	N/A	041554460278	LASH SENSATIONAL LUSCIOUS	Very Black (WTP)	01	

Column: 11 - Row: 4 Lower Notch: 6 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
499	1	N/A	041554522563	TOTAL TEMPTATION	VERY BLACK	602	
500	1	N/A	041554522563	TOTAL TEMPTATION	VERY BLACK	602	
501	1	N/A	041554522679	TOTAL TEMPTATION	Very Black (WTP)	604	

Column: 11 - Row: 5 Lower Notch: 37 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	041554409321	COLOSSAL PUMPED UP!	Classic Black (WTP)	01	
503	1	N/A	041554409321	COLOSSAL PUMPED UP!	Classic Black (WTP)	01	
504	1	N/A	041554288254	COLOSSAL CAT EYES MASCARA	Glam Black	01	
505	1	N/A	041554288254	COLOSSAL CAT EYES MASCARA	Glam Black	01	

Column: 11 - Row: 6 Lower Notch: 29 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	041554493956	COLOSSAL BIG SHOT	Very Black (WTP)	226	
507	1	N/A	041554493956	COLOSSAL BIG SHOT	Very Black (WTP)	226	
508	1	N/A	041554288261	COLOSSAL CAT EYES MASCARA	Glam Black (WTP)	01	
509	1	N/A	041554288261	COLOSSAL CAT EYES MASCARA	Glam Black (WTP)	01	

Column: 11 - Row: 7 Lower Notch: 21 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
510	1	N/A	041554239416	Great Lash Lots of Lashes	Very Black	01	
511	1	N/A	041554239416	Great Lash Lots of Lashes	Very Black	01	
512	1	N/A	041554269062	Great Lash Lots of Lashes	Brownish Black	02	

Column: 11 - Row: 8 Lower Notch: 12 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
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S 40+30=70"
ANDISE
E=72"

Row: 1

Lower Notch: 30

Row: 2

Lower Notch: 26

Row: 2

Lower Notch: 21

Row: 3

Lower Notch: 13

Row: 4

Lower Notch: 6

Row: 5

Lower Notch: 37

Row: 6

Lower Notch: 29

Row: 7

Lower Notch: 21

Row: 8

Lower Notch: 12

Row: 9

Lower Notch: 5

513	1	N/A	041554281484	MEGA PLUSH MASCARA	Very Black (WTP)	01	
514	1	N/A	041554007503	DEFINE A LASH LENGTH MASCARA	Very Black	1	
515	1	N/A	041554007503	DEFINE A LASH LENGTH MASCARA	Very Black	1	

Column: 11 - Row: 9
 HOOK BARS Fixture Re-Order Code: 041554984491
 SS 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
516	1	N/A	041554647372	LASH DISCOVERY WASHABLE	Very Black	1	
517	1	N/A	041554650495	LASH DISCOVERY WP	Very Black	1	
518	1	N/A	041554650495	LASH DISCOVERY WP	Very Black	1	

S 40+30=70"
 ANDISE
 E=72"

Row: 1		Lower Notch: 30
Row: 2		Lower Notch: 26
Row: 2	491 492 493 494	Lower Notch: 21
Row: 3	495 496 497 498	Lower Notch: 13
Row: 4	499 500 501	Lower Notch: 6
Row: 5	502 503 504 505	Lower Notch: 37
Row: 6	506 507 508 509	Lower Notch: 29
Row: 7	510 511 512	Lower Notch: 21
Row: 8	513 514 515	Lower Notch: 12
Row: 9	516 517 518	Lower Notch: 5

WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024
MNYWAK2072ULHNOPDQ_IS24

Column: 12 - 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: 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
519	1	N/A	041554087659	2-IN-1 BROW PEN + SEALING GEL	BLONDE	250	
520	1	N/A	041554087666	2-IN-1 BROW PEN + SEALING GEL	SOFT BROWN	255	
521	1	N/A	041554087666	2-IN-1 BROW PEN + SEALING GEL	SOFT BROWN	255	
522	1	N/A	041554087673	2-IN-1 BROW PEN + SEALING GEL	MEDIUM BROWN	257	

Column: 12 - 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
523	1	N/A	041554572292	BROW ULTRA SLIM	Blonde	250	
524	1	N/A	041554572292	BROW ULTRA SLIM	Blonde	250	
525	1	N/A	041554083705	BROW ULTRA SLIM	TAUPE	253	
526	1	N/A	041554083705	BROW ULTRA SLIM	TAUPE	253	

Column: 12 - 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
527	1	N/A	041554572322	BROW ULTRA SLIM	Medium Brown	257	
528	1	N/A	041554083712	BROW ULTRA SLIM	ASH BROWN	259	
529	1	N/A	041554083712	BROW ULTRA SLIM	ASH BROWN	259	
530	1	N/A	041554572339	BROW ULTRA SLIM	DEEP BROWN	260	

Column: 12 - 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
531	1	N/A	041554578690	BROW FAST SCULPT	Blonde	250	
532	1	N/A	041554578706	BROW FAST SCULPT	Soft Brown	255	
533	1	N/A	041554578706	BROW FAST SCULPT	Soft Brown	255	
534	1	N/A	041554578720	BROW FAST SCULPT	Medium Brown	257	

Column: 12 - 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
535	1	N/A	041554064292	Express Brow Duo	Light Blonde	248	
536	1	N/A	041554064308	Express Brow Duo	Blonde	250	
537	1	N/A	041554064315	Express Brow Duo	Soft Brown	255	
538	1	N/A	041554064315	Express Brow Duo	Soft Brown	255	

Column: 12 - 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
539	1	N/A	041554080476	BROW STYLING GEL	BLONDE	250	
540	1	N/A	041554080490	BROW STYLING GEL	SOFT BROWN	255	
541	1	N/A	041554080490	BROW STYLING GEL	SOFT BROWN	255	
542	1	N/A	041554080506	BROW STYLING GEL	MEDIUM BROWN	257	

Column: 12 - Row: 10 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
543	1	N/A	041554545012	TATTOOSTUDIO BROW TINT PEN	Blonde	350	
544	1	N/A	041554545012	TATTOOSTUDIO BROW TINT PEN	Blonde	350	
545	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: 10

Lower Notch: 20

Row: 11

Lower Notch: 12

Row: 12

Lower Notch: 5

Column: 12 - Row: 11 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: PM0000042158 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: HOOK BARS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: UPC Blade Code: PM0000008588

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
546	1	N/A	041554588675	Tattoo Studio 36HR Waterproof Eyebrow Pencil	Light Blonde	248	
547	1	N/A	041554588699	Tattoo Studio 36HR Waterproof Eyebrow Pencil	Blonde	250	
548	1	N/A	041554588712	Tattoo Studio 36HR Waterproof Eyebrow Pencil	Soft Brown	255	
549	1	N/A	041554588712	Tattoo Studio 36HR Waterproof Eyebrow Pencil	Soft Brown	255	

Column: 12 - Row: 12 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
550	1	N/A	041554559736	TattooStudio Brow Pomade	Blonde	372	
551	1	N/A	041554559743	TattooStudio Brow Pomade	Soft Brown	374	
552	1	N/A	041554559743	TattooStudio Brow Pomade	Soft Brown	374	
553	1	N/A	041554559750	TattooStudio Brow Pomade	Medium Brown	376	
554	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: 10

Lower Notch: 20

Row: 11

Lower Notch: 12

Row: 12

Lower Notch: 5

	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	
	546	547	548	549
550	551	552	553	554

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Column: 12 - 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: 13 - 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
555	1	N/A	041554087673	2-IN-1 BROW PEN + SEALING GEL	MEDIUM BROWN	257	
556	1	N/A	041554087680	2-IN-1 BROW PEN + SEALING GEL	ASH BROWN	259	
557	1	N/A	041554087697	2-IN-1 BROW PEN + SEALING GEL	DEEP BROWN	260	
558	1	N/A	041554087697	2-IN-1 BROW PEN + SEALING GEL	DEEP BROWN	260	
559	1	N/A	041554087703	2-IN-1 BROW PEN + SEALING GEL	BLACK BROWN	262	

Column: 13 - 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
560	1	N/A	041554572308	BROW ULTRA SLIM	Soft Brown	255	
561	1	N/A	041554572308	BROW ULTRA SLIM	Soft Brown	255	
562	1	N/A	041554083729	BROW ULTRA SLIM	AUBURN	256	
563	1	N/A	041554083729	BROW ULTRA SLIM	AUBURN	256	
564	1	N/A	041554572322	BROW ULTRA SLIM	Medium Brown	257	

Column: 13 - 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
565	1	N/A	041554572339	BROW ULTRA SLIM	DEEP BROWN	260	
566	1	N/A	041554572346	BROW ULTRA SLIM	Black Brown	262	
567	1	N/A	041554572346	BROW ULTRA SLIM	Black Brown	262	
568	1	N/A	041554581393	BROW ULTRA SLIM	Black	264	
569	1	N/A	041554581393	BROW ULTRA SLIM	Black	264	

Column: 13 - 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
570	1	N/A	041554578720	BROW FAST SCULPT	Medium Brown	257	
571	1	N/A	041554578737	BROW FAST SCULPT	DEEP BROWN	260	
572	1	N/A	041554578737	BROW FAST SCULPT	DEEP BROWN	260	
573	1	N/A	041554578744	BROW FAST SCULPT	Black Brown	262	
574	1	N/A	041554578751	BROW FAST SCULPT	Clear	264	

Column: 13 - 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
575	1	N/A	041554064322	Express Brow Duo	Medium Brown	257	
576	1	N/A	041554064322	Express Brow Duo	Medium Brown	257	
577	1	N/A	041554064339	Express Brow Duo	Deep Brown	260	
578	1	N/A	041554064339	Express Brow Duo	Deep Brown	260	
579	1	N/A	041554064346	Express Brow Duo	Black Brown	262	

Column: 13 - 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
580	1	N/A	041554080506	BROW STYLING GEL	MEDIUM BROWN	257	
581	1	N/A	041554080513	BROW STYLING GEL	DEEP BROWN	260	
582	1	N/A	041554080513	BROW STYLING GEL	DEEP BROWN	260	
583	1	N/A	041554080520	BROW STYLING GEL	BLACK BROWN	262	
584	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: 8

Lower Notch: 20

Row: 9

Lower Notch: 12

Row: 10

Lower Notch: 5

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	591	592	593	594
595	596	597	598	599

Column: 13 - Row: 8 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
585	1	N/A	041554545029	TATTOOSTUDIO BROW TINT PEN	Soft Brown	355	
586	1	N/A	041554545036	TATTOOSTUDIO BROW TINT PEN	Medium Brown	360	
587	1	N/A	041554545036	TATTOOSTUDIO BROW TINT PEN	Medium Brown	360	
588	1	N/A	041554547092	TATTOOSTUDIO BROW TINT PEN	DEEP BROWN	365	
589	1	N/A	041554547092	TATTOOSTUDIO BROW TINT PEN	DEEP BROWN	365	

Column: 13 - Row: 9 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
590	1	N/A	041554588729	Tattoo Studio 36HR Waterproof Eyebrow Pencil	Medium Brown	257	
591	1	N/A	041554588729	Tattoo Studio 36HR Waterproof Eyebrow Pencil	Medium Brown	257	
592	1	N/A	041554588705	Tattoo Studio 36HR Waterproof Eyebrow Pencil	Deep Brown	260	
593	1	N/A	041554588705	Tattoo Studio 36HR Waterproof Eyebrow Pencil	Deep Brown	260	
594	1	N/A	041554588682	Tattoo Studio 36HR Waterproof Eyebrow Pencil	Black Brown	262	

Column: 13 - Row: 10 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
595	1	N/A	041554559767	TattooStudio Brow Pomade	Ash Brown	378	
596	1	N/A	041554559774	TattooStudio Brow Pomade	DEEP BROWN	380	
597	1	N/A	041554559774	TattooStudio Brow Pomade	DEEP BROWN	380	
598	1	N/A	041554563733	TattooStudio Brow Pomade	Black Brown	382	
599	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: 8

Lower Notch: 20

Row: 9

Lower Notch: 12

Row: 10

Lower Notch: 5

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	591	592	593	594	
595	596	597	598	599	

WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

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Column: 14 - 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: 2 Lower Notch: 15 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: 14 - Row: 3 Lower Notch: 16 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: 14 - Row: 4 Lower Notch: 6 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: PM0000042120 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
600	1	N/A	041554438192	FitMe MATTE+PORELESS FNDTN	Warm Honey	322	
601	1	N/A	041554466478	FitMe MATTE+PORELESS FNDTN	NATURAL TAN	320	
602	1	N/A	041554539622	FitMe MATTE+PORELESS FNDTN	GOLDEN	312	
603	1	N/A	041554433500	FitMe MATTE+PORELESS FNDTN	Sun Beige	310	
604	1	N/A	041554539615	FitMe MATTE+PORELESS FNDTN	CLASSIC BEIGE	245	
605	1	N/A	041554538700	FitMe MATTE+PORELESS FNDTN	LIGHT HONEY	242	
606	1	N/A	041554438185	FitMe MATTE+PORELESS FNDTN	Rich Tan	238	
607	1	N/A	041554433494	FitMe MATTE+PORELESS FNDTN	Pure Beige	235	

Column: 14 - Row: 5 Lower Notch: 38 Fixture Type: TRAYS Fixture Description: FM CNCLR 1.2 D2L **
TRAYS Fixture Re-Order Code: PL2000000410 SS Graphic Re-Order Code: PM0000042696
Graphic Re-Order Code: PM0000042120 SS Holder Re-Order Code: PM0000034175
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000044495 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
608	1	N/A	041554581515	FitMe CONCEALER	DARK COFFEE	70	
609	1	N/A	041554581508	FitMe CONCEALER	Coffee	65	
610	1	N/A	041554550504	FitMe CONCEALER	Cocoa	60	
611	1	N/A	041554581492	FitMe CONCEALER	Walnut	57	

Column: 14 - Row: 6 Lower Notch: 29 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
612	1	N/A	041554553482	FitMe MATTE+PORELESS PDR	JAVA	375	
613	1	N/A	041554553529	FitMe MATTE+PORELESS PDR	Nutmeg	365	
614	1	N/A	041554553475	FitMe MATTE+PORELESS PDR	Truffle	362	
615	1	N/A	041554488364	FitMe MATTE+PORELESS PDR	Mocha	360	
616	1	N/A	041554553468	FitMe MATTE+PORELESS PDR	Coconut	355	
617	1	N/A	041554553512	FitMe MATTE+PORELESS PDR	Warm Sun	334	
618	1	N/A	041554553451	FitMe MATTE+PORELESS PDR	GOLDEN CARAMEL	332	
619	1	N/A	041554433852	FitMe MATTE+PORELESS PDR	Toffee	330	

Column: 14 - Row: 7 Lower Notch: 28 Fixture Type: SIGNS Fixture Description: RENO FM D&S 1.3 (FACES-TRAY 1.3) 2X12 UNL...
SIGNS Fixture Re-Order Code: PM0000029066 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000029006 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: 8 Lower Notch: 20 Fixture Type: TRAYS Fixture Description: FM D&S FNDTN 1.3 D2L **
TRAYS Fixture Re-Order Code: PL2000000439 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042120 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000044485 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
620	1	N/A	041554553406	FitMe DEW+SMTH FNDTN	JAVA	375	
621	1	N/A	041554339895	FitMe DEW+SMTH FNDTN	Mocha	360	
622	1	N/A	041554247152	FitMe DEW+SMTH FNDTN	Coconut	355	
623	1	N/A	041554400816	FitMe DEW+SMTH FNDTN	Toffee	330	
624	1	N/A	041554553390	FitMe DEW+SMTH FNDTN	Warm Honey	322	
625	1	N/A	041554238778	FitMe DEW+SMTH FNDTN	Soft Honey	315	
626	1	N/A	041554238761	FitMe DEW+SMTH FNDTN	Sun Bge	310	
627	1	N/A	041554553383	FitMe DEW+SMTH FNDTN	Classic Beige	245	

Row: 1

Lower Notch: 26

Row: 2

Lower Notch: 15

Row: 3

Lower Notch: 16

Row: 4

Lower Notch: 6

Row: 5

Lower Notch: 38

Row: 6

Lower Notch: 29

Row: 7

Lower Notch: 28

Row: 8

Lower Notch: 20

Row: 9

Lower Notch: 11

Row: 10

Lower Notch: 5

Column: 14 - Row: 9 Lower Notch: 11 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
628	1	N/A	041554503050	FIT ME LOOSE POWDER	Dark	40	
629	1	N/A	041554503043	FIT ME LOOSE POWDER	Deep	35	
630	1	N/A	041554503036	FIT ME LOOSE POWDER	Medium Deep	30	
631	1	N/A	041554502046	FIT ME LOOSE POWDER	Medium	25	
632	1	N/A	041554502039	FIT ME LOOSE POWDER	Light Medium	20	
633	1	N/A	041554502022	FIT ME LOOSE POWDER	Light	15	
634	1	N/A	041554502015	FIT ME LOOSE POWDER	FAIR LIGHT	10	
635	1	N/A	041554501995	FIT ME LOOSE POWDER	Fair	05	

Column: 14 - Row: 10 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
636	1	N/A	041554415131	Baby Skin	Instant Pore Eraser	010	
637	1	N/A	041554415131	Baby Skin	Instant Pore Eraser	010	

Row: 1

Lower Notch: 26

Row: 2

Lower Notch: 15

Row: 3

Lower Notch: 16

Row: 4

Lower Notch: 6

Row: 5

Lower Notch: 38

Row: 6

Lower Notch: 29

Row: 7

Lower Notch: 28

Row: 8

Lower Notch: 20

Row: 9

Lower Notch: 11

Row: 10

Lower Notch: 5

WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK2072ULHNOPDQ.IS24

Column: 14 - 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: 15 - Row: 2 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: 15 - Row: 3 Lower Notch: 16 Fixture Type: TRAYS Fixture Description: FM M&P FNDTN 1.5 D2L **
TRAYS Fixture Re-Order Code: PL2000000439 SS Graphic Re-Order Code:
Graphic Re-Order Code: SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042767 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
638	1	N/A	041554539776	FitMe MATTE+PORELESS FNDTN	ESPRESSO	380	
639	1	N/A	041554538748	FitMe MATTE+PORELESS FNDTN	JAVA	375	
640	1	N/A	041554539752	FitMe MATTE+PORELESS FNDTN	DEEP BRONZE	370	
641	1	N/A	041554538731	FitMe MATTE+PORELESS FNDTN	DEEP GOLDEN	368	
642	1	N/A	041554539721	FitMe MATTE+PORELESS FNDTN	NUTMEG	365	
643	1	N/A	041554538724	FitMe MATTE+PORELESS FNDTN	Truffle	362	
644	1	N/A	041554466522	FitMe MATTE+PORELESS FNDTN	Mocha	360	
645	1	N/A	041554538717	FitMe MATTE+PORELESS FNDTN	Latte	358	

Column: 15 - Row: 4 Lower Notch: 16 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: 15 - Row: 5 Lower Notch: 6 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
646	1	N/A	041554433487	FitMe MATTE+PORELESS FNDTN	Ntrl Buff	230	
647	1	N/A	041554438178	FitMe MATTE+PORELESS FNDTN	Soft Tan	228	
648	1	N/A	041554466461	FitMe MATTE+PORELESS FNDTN	True Beige	222	
649	1	N/A	041554433470	FitMe MATTE+PORELESS FNDTN	Ntrl Beige	220	
650	1	N/A	041554433463	FitMe MATTE+PORELESS FNDTN	Buff Beige	130	
651	1	N/A	041554438161	FitMe MATTE+PORELESS FNDTN	Warm Nude	128	
652	1	N/A	041554433456	FitMe MATTE+PORELESS FNDTN	Nude Beige	125	
653	1	N/A	041554539894	FitMe MATTE+PORELESS FNDTN	SOFT SAND	124	

Column: 15 - Row: 6 Lower Notch: 38 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
654	1	N/A	041554550498	FitMe CONCEALER	Hazelnut	55	
655	1	N/A	041554247756	FitMe CONCEALER	Cafe	50	
656	1	N/A	041554550481	FitMe CONCEALER	Tan	45	
657	1	N/A	041554550474	FitMe CONCEALER	Caramel	40	
658	1	N/A	041554247749	FitMe CONCEALER	Deep	35	
659	1	N/A	041554550467	FitMe CONCEALER	Honey	30	
660	1	N/A	041554247725	FitMe CONCEALER	Med	25	
661	1	N/A	041554580679	FitMe CONCEALER	WHEAT	22	
662	1	N/A	041554247732	FitMe CONCEALER	Sand	20	
663	1	N/A	041554247718	FitMe CONCEALER	Light	15	
664	1	N/A	041554580648	FitMe CONCEALER	Vanilla	11	
665	1	N/A	041554247701	FitMe CONCEALER	Fair	10	
666	1	N/A	041554550450	FitMe CONCEALER	Ivory	05	
667	1	N/A	041554580631	FitMe CONCEALER	Cool Ivory	01	

Column: 15 - Row: 7 Lower Notch: 29 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
668	1	N/A	041554488357	FitMe MATTE+PORELESS PDR	NATURAL TAN	320	
669	1	N/A	041554553505	FitMe MATTE+PORELESS PDR	Golden	312	
670	1	N/A	041554433845	FitMe MATTE+PORELESS PDR	Sun Beige	310	
671	1	N/A	041554553499	FitMe MATTE+PORELESS PDR	Classic Beige	245	
672	1	N/A	041554488340	FitMe MATTE+PORELESS PDR	Pure Beige	235	
673	1	N/A	041554433821	FitMe MATTE+PORELESS PDR	Natural Buff	230	
674	1	N/A	041554488333	FitMe MATTE+PORELESS PDR	True Beige	222	

Row: 1

Lower Notch: 26

Row: 2

Lower Notch: 27

Row: 3

Lower Notch: 16

Row: 4

Lower Notch: 16

Row: 5

Lower Notch: 6

Row: 6

Lower Notch: 38

Row: 7

Lower Notch: 29

Row: 8

Lower Notch: 28

Row: 9

Lower Notch: 20

Row: 10

Lower Notch: 11

Row: 11

Lower Notch: 5

Shade Chart Re-Order Code:				UPC Shade Code: 041554615982			
LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
692	1	N/A	041554616019	COVER STICK	Green Corrects Redness	9	
693	1	N/A	041554616019	COVER STICK	Green Corrects Redness	9	
694	1	N/A	041554615982	COVER STICK	Yellow Corrects Dark Circles	8	
695	1	N/A	041554615982	COVER STICK	Yellow Corrects Dark Circles	8	

Lower Notch: 5

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WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024

MNYWAK2072ULHNOPDQ_IS24

Column: 16 - Row: 1 Lower Notch: 26 Fixture Type: HEADER LIT Fixture Description: RENO IAR ERASER FNDTN HDR (BTY+PRODU...
HEADER LIT Fixture Re-Order Code: PM0000027628 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000044669 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: 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: 16 - Row: 4 Lower Notch: 16 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
696	1	N/A	041554539677	FitMe MATTE+PORELESS FNDTN	WARM COCONUT	356	
697	1	N/A	041554433524	FitMe MATTE+PORELESS FNDTN	Coconut	355	
698	1	N/A	041554466515	FitMe MATTE+PORELESS FNDTN	CAPPUCINO	340	
699	1	N/A	041554466508	FitMe MATTE+PORELESS FNDTN	SPICY BROWN	338	
700	1	N/A	041554466492	FitMe MATTE+PORELESS FNDTN	Classic Tan	335	
701	1	N/A	041554539639	FitMe MATTE+PORELESS FNDTN	WARM SUN	334	
702	1	N/A	041554466485	FitMe MATTE+PORELESS FNDTN	GOLDEN CARAMEL	332	
703	1	N/A	041554433517	FitMe MATTE+PORELESS FNDTN	Toffee	330	

Column: 16 - Row: 5 Lower Notch: 16 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: 16 - Row: 6 Lower Notch: 6 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
704	1	N/A	041554466454	FitMe MATTE+PORELESS FNDTN	CREAMY BEIGE	122	
705	1	N/A	041554433449	FitMe MATTE+PORELESS FNDTN	Cisc Ivory	120	
706	1	N/A	041554539462	FitMe MATTE+PORELESS FNDTN	LIGHT BEIGE	118	
707	1	N/A	041554433432	FitMe MATTE+PORELESS FNDTN	Ivory	115	
708	1	N/A	041554433425	FitMe MATTE+PORELESS FNDTN	Ntrl Ivory	112	
709	1	N/A	041554433418	FitMe MATTE+PORELESS FNDTN	Porcelain	110	
710	1	N/A	041554538328	FitMe MATTE+PORELESS FNDTN	Fair Ivory	105	
711	1	N/A	041554538311	FitMe MATTE+PORELESS FNDTN	FAIR PORCELAIN	102	

Column: 16 - Row: 7 Lower Notch: 38 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
712	1	N/A	041554503067	FIT ME BLUSH	Buff	10	
713	1	N/A	041554503074	FIT ME BLUSH	Nude	15	
714	1	N/A	041554503098	FIT ME BLUSH	Mauve	20	
715	1	N/A	041554503104	FIT ME BLUSH	Pink	25	
716	1	N/A	041554503111	FIT ME BLUSH	Rose	30	
717	1	N/A	041554503135	FIT ME BLUSH	Coral	35	
718	1	N/A	041554503142	FIT ME BLUSH	Peach	40	
719	1	N/A	041554503159	FIT ME BLUSH	Plum	45	
720	1	N/A	041554503824	FIT ME BLUSH	Wine	50	
721	1	N/A	041554503722	FIT ME BLUSH	BERRY	55	

Column: 16 - Row: 8 Lower Notch: 29 Fixture Type: TRAYS Fixture Description: FM M&P PDR 3.3 **
TRAYS Fixture Re-Order Code: PL2000000440 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042092 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000044146,PM0000044147 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
722	1	N/A	041554433807	FitMe MATTE+PORELESS PDR	Buff Beige	130	
723	1	N/A	041554553444	FitMe MATTE+PORELESS PDR	Warm Nude	128	
724	1	N/A	041554553437	FitMe MATTE+PORELESS PDR	CREAMY BEIGE	122	
725	1	N/A	041554433784	FitMe MATTE+PORELESS PDR	Classic Ivory	120	
726	1	N/A	041554553420	FitMe MATTE+PORELESS PDR	Natural Ivory	112	
727	1	N/A	041554433753	FitMe MATTE+PORELESS PDR	Porcelain	110	
728	1	N/A	041554553413	FitMe MATTE+PORELESS PDR	Fair Ivory	105	
729	1	N/A	041554433746	FitMe MATTE+PORELESS PDR	Translucent	100	

Row: 1

Lower Notch: 26

Row: 3

Lower Notch: 27

Row: 4

Lower Notch: 16

Row: 5

Lower Notch: 16

Row: 6

Lower Notch: 6

Row: 7

Lower Notch: 38

Row: 8

Lower Notch: 29

Row: 9

Lower Notch: 28

Row: 10

Lower Notch: 20

Row: 11

Lower Notch: 11

Row: 12

Lower Notch: 5

Column: 16 - Row: 9 Lower Notch: 28 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:

Column: 16 - Row: 10 Lower Notch: 20 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
730	1	N/A	041554553345	FitMe DEW+SMTH FNDTN	Warm Nude	128	
731	1	N/A	041554238679	FitMe DEW+SMTH FNDTN	Nude Bge	125	
732	1	N/A	041554238662	FitMe DEW+SMTH FNDTN	Cisc Ivry	120	
733	1	N/A	041554553321	FitMe DEW+SMTH FNDTN	Light Beige	118	
734	1	N/A	041554238655	FitMe DEW+SMTH FNDTN	Ivry	115	
735	1	N/A	041554238648	FitMe DEW+SMTH FNDTN	Porcelain	110	
736	1	N/A	041554553314	FitMe DEW+SMTH FNDTN	Fair Ivory	105	
737	1	N/A	041554553307	FitMe DEW+SMTH FNDTN	FAIR PORCELAIN	102	

Column: 16 - Row: 11 Lower Notch: 11 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: PE0000001879,PM1000020415
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000039071,PM0000039072 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
738	1	N/A	041554542578	FACE STUDIO MASTER CHROME METALLIC ...	Molten Rose Gold	050	
739	1	N/A	041554538281	FACE STUDIO MASTER CHROME METALLIC ...	Molten Gold	100	
740	1	N/A	041554547757	MASTER HOLOGRAPHIC	Master Holographic	50	
741	1	N/A	041554553918	FACE STUDIO MASTER CHROME METALLIC ...	Molten Peach	150	
742	1	N/A	041554553925	FACE STUDIO MASTER CHROME METALLIC ...	Molten Topaz	200	

Column: 16 - 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
743	1	N/A	041554543902	COVER STICK	Deep Beige	4	
744	1	N/A	041554543896	COVER STICK	Medium Beige	3	
745	1	N/A	041554543889	COVER STICK	Light Beige	2	
746	1	N/A	041554543872	COVER STICK	Ivory	1	

Row: 1

Lower Notch: 26

Row: 3

Lower Notch: 27

Row: 4

Lower Notch: 16

Row: 5

Lower Notch: 16

Row: 6

Lower Notch: 6

Row: 7

Lower Notch: 38

Row: 8

Lower Notch: 29

Row: 9

Lower Notch: 28

Row: 10

Lower Notch: 20

Row: 11

Lower Notch: 11

Row: 12

Lower Notch: 5

WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024
MNYWAK2072ULHNOPDQ_IS24

Column: 16 - Row: 1 Lower Notch: 26 Fixture Type: HEADER LIT Fixture Description: RENO IAR ERASER FNDTN HDR (BTY+PRODU...
HEADER LIT Fixture Re-Order Code: PM0000027628 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000044669 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: 15 Fixture Type: TRAYS Fixture Description: FM PRIMER+FS FIXSPRY+BNNAPDR UT **
TRAYS Fixture Re-Order Code: PL2000000694 SS Graphic Re-Order Code: PM0000042938
Graphic Re-Order Code: PM0000042935 SS Holder Re-Order Code: PM0000035924
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042936 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
747	1	N/A	041554584431	Fit Me Primers	Mattifying	00	
748	1	N/A	041554562927	LASTING FIX SETTING SPRAY	Lasting Fix Set Spray	00	
749	1	N/A	041554566480	Lasting Fix Banana Powder	Banana	10	

Column: 17 - Lower Notch: 6 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
750	1	N/A	041554496475	FACE STUDIO MASTER BLUSH PALETTE	Blush Palette	10	
751	1	N/A	041554455595	FACE STUDIO MASTER CONTOUR	Light to Medium	10	
752	1	N/A	041554455601	FACE STUDIO MASTER CONTOUR	Medium to Deep	20	

Column: 17 - Lower Notch: 36 Fixture Type: TRAYS Fixture Description: FS MSTR PRIME+BLURSTK 1.1 **
TRAYS Fixture Re-Order Code: PL2000000479 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042104 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000031546 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
753	1	N/A	041554547429	MASTER PRIME BLUR + HYDRATE	MASTER PRIME BLUR + HYDRATE	050	
754	1	N/A	041554431957	FACE STUDIO MASTER PRIME	Blur + Smooth	100	
755	1	N/A	041554431971	FACE STUDIO MASTER PRIME	Blur + Redness Control	300	
756	1	N/A	041554561792	MASTER PRIME BLUR + HYDRATE	BLUR + PORE MINIMIZE	400	
757	1	N/A	041554561808	MASTER PRIME BLUR + HYDRATE	BLUR + PROTECT	500	
758	1	N/A	041554548341	Master Prime Blur Stick	Universal Transparent	100	

Column: 17 - Lower Notch: 30 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
759	1	N/A	041554578171	CHEEK HEAT BLUSH	PINK SCORCH	10	
760	1	N/A	041554578188	CHEEK HEAT BLUSH	NUDE BURN	15	
761	1	N/A	041554578195	CHEEK HEAT BLUSH	ROSE FLUSH	20	
762	1	N/A	041554578201	CHEEK HEAT BLUSH	FUCHSIA SPARK	25	
763	1	N/A	041554578218	CHEEK HEAT BLUSH	CORAL EMBER	30	
764	1	N/A	041554578225	CHEEK HEAT BLUSH	BERRY FLAME	35	

Column: 17 - Lower Notch: 19 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
765	1	N/A	041554562958	FACE STUDIO CITY BRONZER	100	100	
766	1	N/A	041554562965	FACE STUDIO CITY BRONZER	200	200	
767	1	N/A	041554562972	FACE STUDIO CITY BRONZER	300	300	

Column: 17 - 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
768	1	N/A	041554579222	DREAM RADIANT LIQUID FOUNDATION	JAVA	135	
769	1	N/A	041554579215	DREAM RADIANT LIQUID FOUNDATION	Cocoa	130	
770	1	N/A	041554579192	DREAM RADIANT LIQUID FOUNDATION	Coconut	125	
771	1	N/A	041554579178	DREAM RADIANT LIQUID FOUNDATION	Honey Beige	90	
772	1	N/A	041554579154	DREAM RADIANT LIQUID FOUNDATION	Natural Beige	75	
773	1	N/A	041554579147	DREAM RADIANT LIQUID FOUNDATION	Pure Beige	70	

Column: 17 - Lower Notch: 1 Fixture Type: TRAYS Fixture Description: DRM RADIANT FNDTN 2.2 D2L **
TRAYS Fixture Re-Order Code: PL2000000550 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042127 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000042877 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
774	1	N/A	041554579130	DREAM RADIANT LIQUID FOUNDATION	Sandy Beige	60	

Row: 1

Lower Notch: 26

Lower Notch: 15

Lower Notch: 6

Lower Notch: 36

Lower Notch: 30

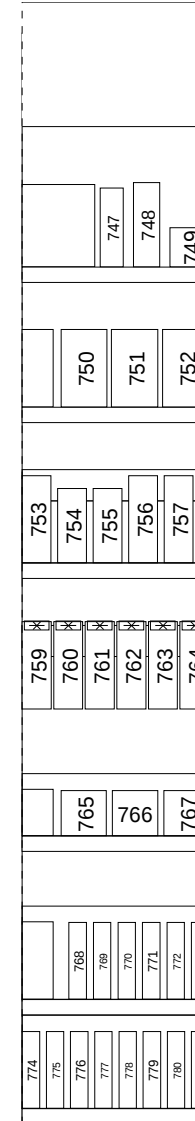
Lower Notch: 19

Lower Notch: 8

Lower Notch: 1

775	1	N/A	041554579123	DREAM RADIANT LIQUID FOUNDATION	Creamy Natural	50	
776	1	N/A	041554579109	DREAM RADIANT LIQUID FOUNDATION	Nude Beige	35	
777	1	N/A	041554579093	DREAM RADIANT LIQUID FOUNDATION	Ivory Beige	30	
778	1	N/A	041554579086	DREAM RADIANT LIQUID FOUNDATION	Classic Ivory	20	
779	1	N/A	041554579079	DREAM RADIANT LIQUID FOUNDATION	Porcelain Ivory	10	
780	1	N/A	041554579062	DREAM RADIANT LIQUID FOUNDATION	Fair Ivory	08	
781	1	N/A	041554579048	DREAM RADIANT LIQUID FOUNDATION	FAIR PORCELAIN	02	

Row: 1



Lower Notch: 26

Lower Notch: 15

Lower Notch: 6

Lower Notch: 36

Lower Notch: 30

Lower Notch: 19

Lower Notch: 8

Lower Notch: 1

WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024
MNYWAK2072ULHNOPDQ_IS24

Column: 18 - 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: 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: 18 - 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
782	1	N/A	04155459453	SUPERSTAY FULL COVERAGE FOUNDATION	JAVA	375	
783	1	N/A	04155459446	SUPERSTAY FULL COVERAGE FOUNDATION	Deep Bronze	370	
784	1	N/A	041554541533	SUPERSTAY FULL COVERAGE FOUNDATION	Mocha	360	
785	1	N/A	041554541519	SUPERSTAY FULL COVERAGE FOUNDATION	Coconut	355	
786	1	N/A	04155459439	SUPERSTAY FULL COVERAGE FOUNDATION	Cappuccino	340	
787	1	N/A	04155459422	SUPERSTAY FULL COVERAGE FOUNDATION	GOLDEN CARAMEL	332	
788	1	N/A	041554541496	SUPERSTAY FULL COVERAGE FOUNDATION	Toffee	330	
789	1	N/A	041554541489	SUPERSTAY FULL COVERAGE FOUNDATION	Honey	320	

Column: 18 - Lower Notch: 2 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
790	1	N/A	041554541472	SUPERSTAY FULL COVERAGE FOUNDATION	Golden	312	
791	1	N/A	041554541465	SUPERSTAY FULL COVERAGE FOUNDATION	Sun Beige	310	
792	1	N/A	041554541458	SUPERSTAY FULL COVERAGE FOUNDATION	Natural Beige	220	
793	1	N/A	041554565621	SUPERSTAY FULL COVERAGE FOUNDATION	Light Tan	140	
794	1	N/A	041554541441	SUPERSTAY FULL COVERAGE FOUNDATION	Buff Beige	130	
795	1	N/A	041554589900	SUPERSTAY FULL COVERAGE FOUNDATION	Medium Beige	129	
796	1	N/A	041554541434	SUPERSTAY FULL COVERAGE FOUNDATION	Warm Nude	128	
797	1	N/A	041554565614	SUPERSTAY FULL COVERAGE FOUNDATION	Sand Beige	127	

Column: 18 - Lower Notch: 34 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
798	1	N/A	041554565607	SUPERSTAY FULL COVERAGE FOUNDATION	Nude Beige	125	
799	1	N/A	041554541427	SUPERSTAY FULL COVERAGE FOUNDATION	Classic Ivory	120	
800	1	N/A	0415545659415	SUPERSTAY FULL COVERAGE FOUNDATION	Light Beige	118	
801	1	N/A	0415545659408	SUPERSTAY FULL COVERAGE FOUNDATION	Ivory	115	
802	1	N/A	041554541410	SUPERSTAY FULL COVERAGE FOUNDATION	Natural Ivory	112	
803	1	N/A	041554541403	SUPERSTAY FULL COVERAGE FOUNDATION	Porcelain	110	
804	1	N/A	0415545659392	SUPERSTAY FULL COVERAGE FOUNDATION	Fair Ivory	105	
805	1	N/A	041554541397	SUPERSTAY FULL COVERAGE FOUNDATION	FAIR PORCELAIN	102	

Column: 18 - Lower Notch: 26 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
806	1	N/A	041554071566	SUPER STAY CONCEALER	70	70	
807	1	N/A	041554071559	SUPER STAY CONCEALER	57	57	
808	1	N/A	041554071542	SUPER STAY CONCEALER	50	50	
809	1	N/A	041554071535	SUPER STAY CONCEALER	45	45	
810	1	N/A	041554071528	SUPER STAY CONCEALER	42	42	

Column: 18 - Lower Notch: 17 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
811	1	N/A	041554081077	SUPER STAY 24HR POWDER	375	375	

Row: 1

Lower Notch: 30

Lower Notch: 22

Lower Notch: 17

Lower Notch: 9

Lower Notch: 2

Lower Notch: 34

Lower Notch: 26

Lower Notch: 17

Lower Notch: 9

Lower Notch: 1

782	783	784	785	786	787	788	789
790	791	792	793	794	795	796	797
798	799	800	801	802	803	804	805
806	807	808	809	810			
811	812	813	814				
815	816	817	818				
819	820	821	822	823			
824	825	826					

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
824	1	N/A	041554511871	DREAM MATTE MOUSSE FOUNDATION	Cocoa	130	
825	1	N/A	041554510164	DREAM MATTE MOUSSE FOUNDATION	Caramel	120	
826	1	N/A	041554507171	DREAM MATTE MOUSSE FOUNDATION	Honey Beige	90	
827	1	N/A	041554507164	DREAM MATTE MOUSSE FOUNDATION	Medium Beige	80	
828	1	N/A	041554537741	DREAM MATTE MOUSSE FOUNDATION	Natural Beige	75	
829	1	N/A	041554507157	DREAM MATTE MOUSSE FOUNDATION	Pure Beige	70	

Lower Notch: 1

Page: 37 of 61

WAKEFERN 20' X 72" MAYBELLINE URBAN WALL PLANOGRAM - SPRING 2024
MNYWAK2072ULHNOPDQ.IS24

Column: 18 - 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: 19 - 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: 19 - 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: 19 - 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
830	1	N/A	041554083958	UP TO 24HR SKIN TINT	375	375	
831	1	N/A	041554083941	UP TO 24HR SKIN TINT	374	374	
832	1	N/A	041554083934	UP TO 24HR SKIN TINT	372	372	
833	1	N/A	041554083910	UP TO 24HR SKIN TINT	368	368	
834	1	N/A	041554083897	UP TO 24HR SKIN TINT	355	355	
835	1	N/A	041554083890	UP TO 24HR SKIN TINT	338	338	

Column: 19 - Lower Notch: 2 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
836	1	N/A	041554083866	UP TO 24HR SKIN TINT	330	330	
837	1	N/A	041554083859	UP TO 24HR SKIN TINT	322	322	
838	1	N/A	041554083842	UP TO 24HR SKIN TINT	312	312	
839	1	N/A	041554083835	UP TO 24HR SKIN TINT	310	310	
840	1	N/A	041554083828	UP TO 24HR SKIN TINT	220	220	
841	1	N/A	041554083811	UP TO 24HR SKIN TINT	130	130	

Column: 19 - Lower Notch: 34 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
842	1	N/A	041554083804	UP TO 24HR SKIN TINT	129	129	
843	1	N/A	041554083781	UP TO 24HR SKIN TINT	120	120	
844	1	N/A	041554083774	UP TO 24HR SKIN TINT	118	118	
845	1	N/A	041554083750	UP TO 24HR SKIN TINT	112	112	
846	1	N/A	041554083743	UP TO 24HR SKIN TINT	110	110	
847	1	N/A	041554083699	UP TO 24HR SKIN TINT	102	102	

Column: 19 - Lower Notch: 26 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
848	1	N/A	041554071511	SUPER STAY CONCEALER	30	30	
849	1	N/A	041554071504	SUPER STAY CONCEALER	27	27	
850	1	N/A	041554071498	SUPER STAY CONCEALER	25	25	
851	1	N/A	041554071481	SUPER STAY CONCEALER	22	22	
852	1	N/A	041554071474	SUPER STAY CONCEALER	20	20	
853	1	N/A	041554071467	SUPER STAY CONCEALER	18	18	
854	1	N/A	041554071450	SUPER STAY CONCEALER	15	15	
855	1	N/A	041554071443	SUPER STAY CONCEALER	11	11	
856	1	N/A	041554071436	SUPER STAY CONCEALER	10	10	
857	1	N/A	041554071429	SUPER STAY CONCEALER	05	05	
858	1	N/A	041554071412	SUPER STAY CONCEALER	01	01	

Column: 19 - Lower Notch: 17 Fixture Type: TRAYS Fixture Description: SS 24HR PDR 2.2 **
TRAYS Fixture Re-Order Code: PL2000000436 SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000042236 SS Holder Re-Order Code:
Carrier Tray Graphic Re-Order Code: TRAYS Fixture Rolled-Up Code:
Shade Chart Re-Order Code: PM0000040880,PM0000040881 UPC Blade Code:

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
859	1	N/A	041554080995	SUPER STAY 24HR POWDER	220	220	

Row: 1

Lower Notch: 30

Lower Notch: 22

Lower Notch: 17

Lower Notch: 9

Lower Notch: 2

Lower Notch: 34

Lower Notch: 26

Lower Notch: 17

Lower Notch: 9

Lower Notch: 1

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		
	867	868	869	870	871
	875	872	876	873	877
				874	

LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
872	1	N/A	041554507140	DREAM MATTE MOUSSE FOUNDATION	Sandy Beige	60	
873	1	N/A	041554537734	DREAM MATTE MOUSSE FOUNDATION	Light Beige	60	
874	1	N/A	041554507133	DREAM MATTE MOUSSE FOUNDATION	Creamy Natural	50	
875	1	N/A	041554507126	DREAM MATTE MOUSSE FOUNDATION	Nude	40	
876	1	N/A	041554507102	DREAM MATTE MOUSSE FOUNDATION	Classic Ivory	20	
877	1	N/A	041554507096	DREAM MATTE MOUSSE FOUNDATION	Porcelain Ivory	10	

Row: 1

Lower Notch: 30

Lower Notch: 22

Lower Notch: 17

Lower Notch: 9

Lower Notch: 2

Lower Notch: 34

Lower Notch: 26

Lower Notch: 17

Lower Notch: 9

Lower Notch: 1

[illegible]

Row: 1

914	906	898	893	888	883	878
915	907	899	894	889	884	879
916	908	900	895	890	885	880
917	909	901	896	891	886	881
918	910	902				
919	911	903				
920	912	904				

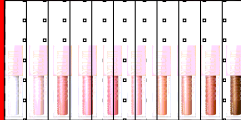
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LocID	Facings	Acct Code	UPC	Description	Shade	Shade#	Shade Chip Code
914	1	N/A	041554069310	INSTANT PERFECTOR 4-IN-1 GLOW	DEEP	04	
915	1	N/A	041554069303	INSTANT PERFECTOR 4-IN-1 GLOW	MEDIUM/DEEP	03	
916	1	N/A	041554077209	INSTANT PERFECTOR 4-IN-1 GLOW	MEDIUM/DEEP W	2.5	
917	1	N/A	041554069596	INSTANT PERFECTOR 4-IN-1 GLOW	MEDIUM	02	
918	1	N/A	041554077193	INSTANT PERFECTOR 4-IN-1 GLOW	DEEP/LIGHT/MEDIUM	1.5	
919	1	N/A	041554069589	INSTANT PERFECTOR 4-IN-1 GLOW	LIGHT	01	
920	1	N/A	041554077186	INSTANT PERFECTOR 4-IN-1 GLOW	FAIR/LIGHT COOL	0.5	
921	1	N/A	041554069572	INSTANT PERFECTOR 4-IN-1 GLOW	FAIR/LIGHT	00	

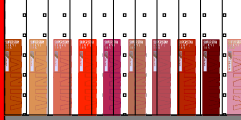
Lower Notch: 1

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915	907	899	894	889	884	879
916	908	900				
917	909	901	895	890	885	880
918	910	902				
919	911	903	896	891	886	881
920	912	904				

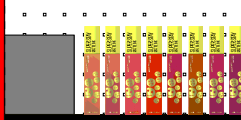
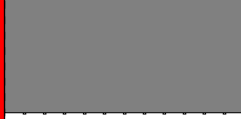
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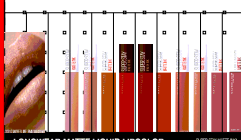
HYDRATING LIP GLOSS



LONGWEAR MATTE CRAYON



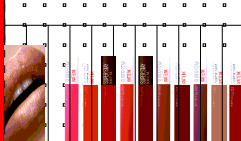
MOOD-MAKING MATTES



LONGWEAR MATTE LIQUID LIPCOLOR



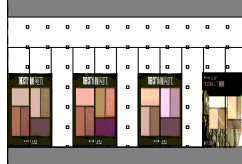
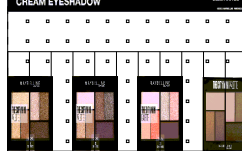
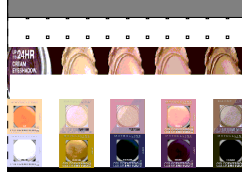
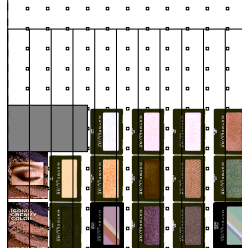
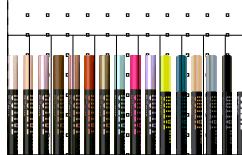
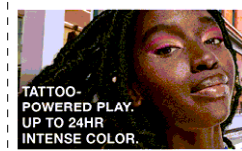
LONGWEAR MATTE LIQUID LIPCOLOR

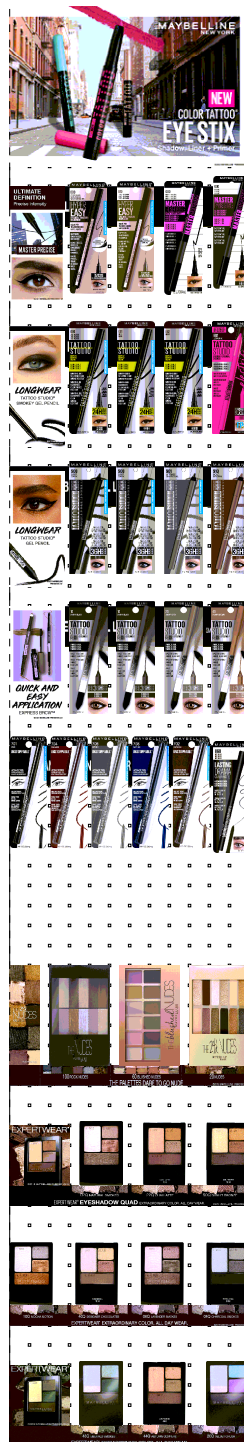


LONGWEAR MATTE LIQUID LIPCOLOR

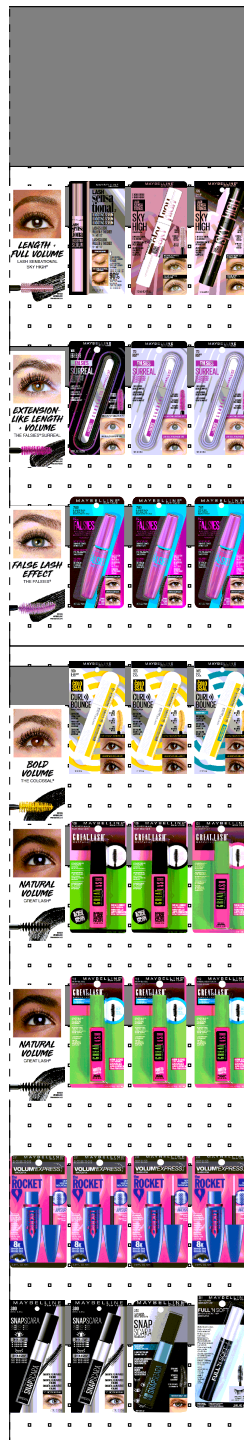


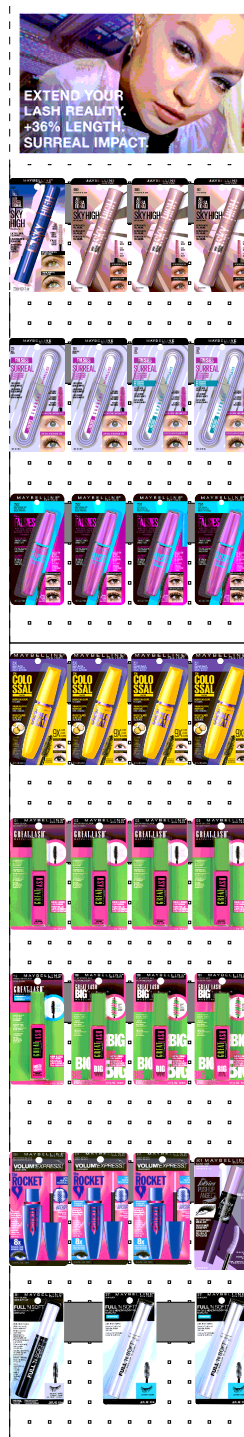


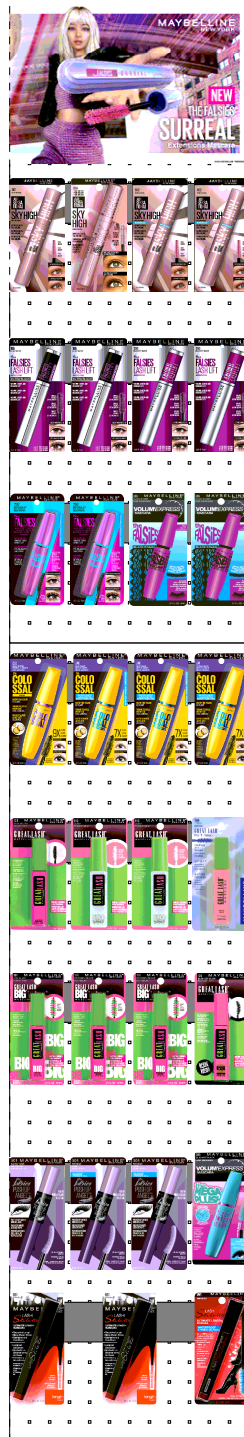












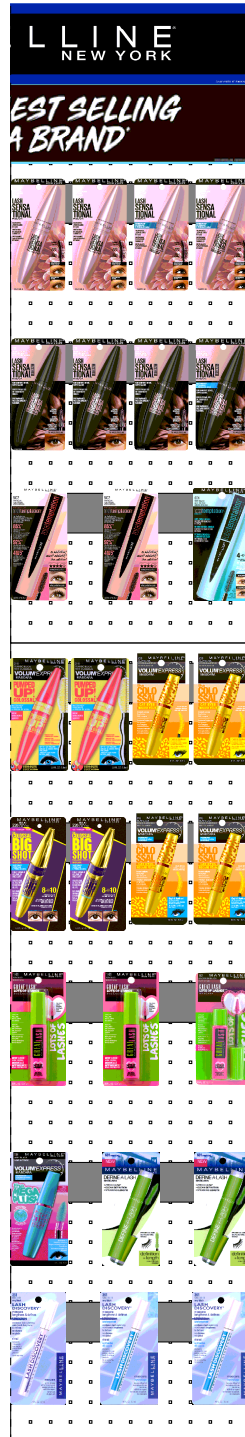
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MERCHANDISING

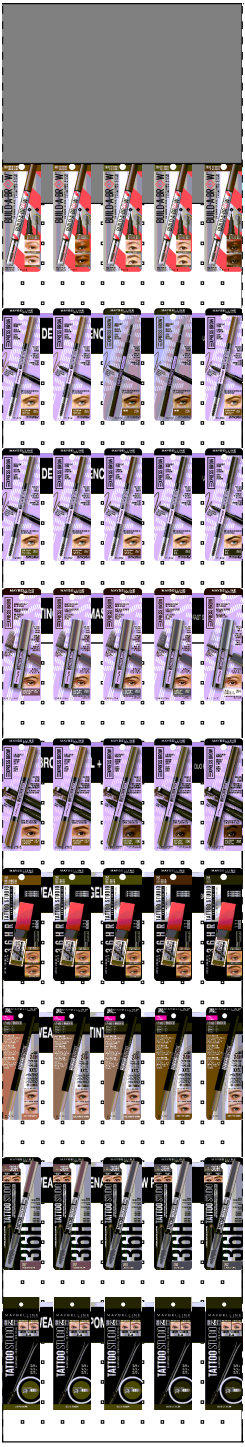
MAYBE

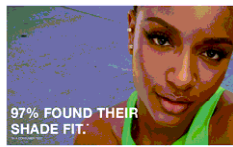
AMERICA'S BEST
MASCARA



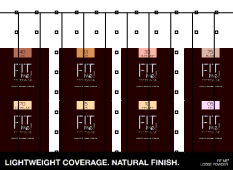
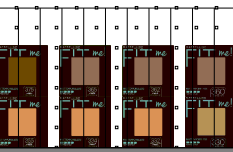
S 40+30=70"
E SPACE=72"

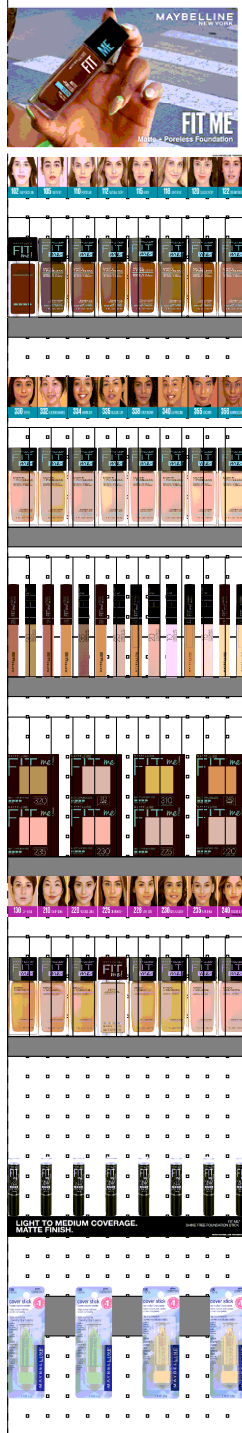


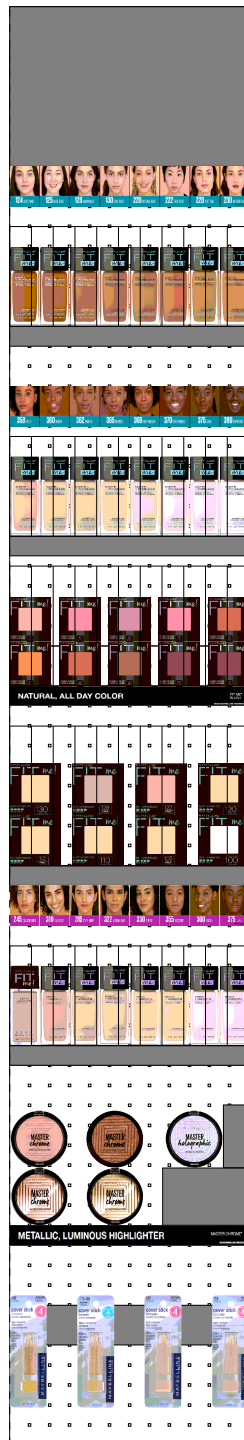


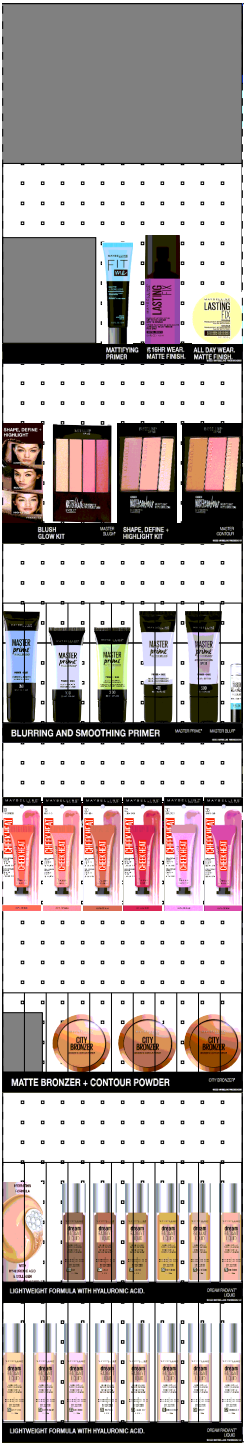


FIND YOUR FIT









M

FIND YOUR FIT



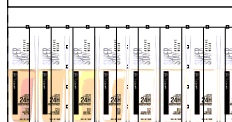
LIFE-PROOF
SUPER



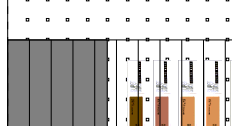
FULL COVERAGE, NATURAL MATTE FINISH. SUPERIOR COVERAGE. 24HR WEAR.



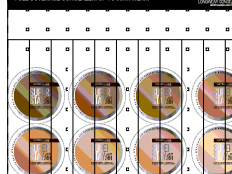
FULL COVERAGE, NATURAL MATTE FINISH. SUPERIOR COVERAGE. 24HR WEAR.



FULL COVERAGE, NATURAL MATTE FINISH. SUPERIOR COVERAGE. 24HR WEAR.



FULL COVERAGE CONCEALER, UP TO 24HR WEAR. SUPERIOR COVERAGE. 24HR WEAR.



UP TO 24HR HYBRID POWDER FOUNDATION. SOFT MATTIFY FINISH. SUPERIOR COVERAGE. 24HR WEAR.



SHEER COVERAGE. 24HR WEAR. SUPERIOR COVERAGE. 24HR WEAR.



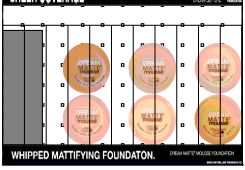
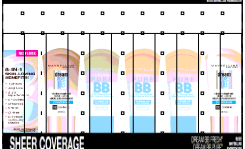
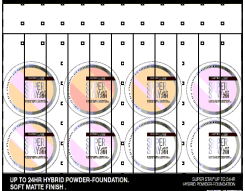
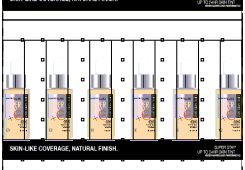
WHIPPED MATTIFYING FOUNDATION. SUPERIOR COVERAGE. 24HR WEAR.

AYBELLIN
NEW YORK

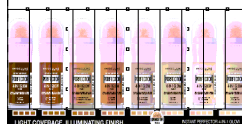
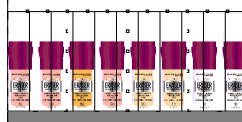
FIND YOUR FIT



LONGWEAR
STAY



IE
ORK



LIGHT COVERAGE, ILLUMINATING FINISH