

1x72 Confidential Information of Revlon – Not to be Copied, Distributed, or Made Available without Prior Approval from the Author Page: 1 of 5

PLANO STANDARD

2H16 Almay She Wall 01x72

3" GRAPHIC - ALMAY LOGO GRP#: 7521-79 Part A: 2132-14 ; Part B: N/A												
1 309975924473 EMUR PADS - OIL FREE 80 CT 7415-79 OIL FREE				2 309977415719 EMUR PADS - OIL FREE 120 CT 7415-80 OIL FREE				3 309977577080 EMUR - OIL FREE LIQUID 5921-36 OIL FREE				
TRAY - MAKEUP REMOVERS 1H15 GRP#: 8491-68 Part A: 2969-05 ; Part B: 2973-04												
4 309975924404 EMUR - OIL FREE TOWELETES RESTAGE 5921-38 OIL FREE				5 309975924480 EMUR PADS - MOISTURIZING EYE MAKEUP REMOVER PADS 80 CT 7415-81 MOISTURIZING				6 309977415696 EMUR PADS - MOISTURIZING EYE MAKEUP REMOVER PADS 120S 7415-82 MOISTURIZING				
TRAY - MAKEUP REMOVERS 1H15 GRP#: 8491-68 Part A: 2969-05 ; Part B: 2973-04												
7 309978417019 SMART SHADE BUTTER KISS LIPSTICK 8417-01 BERRY-LIGHT	8 309978417026 SMART SHADE BUTTER KISS LIPSTICK 8417-02 PINK-LIGHT	9 309978417033 SMART SHADE BUTTER KISS LIPSTICK 8417-03 NUDE-LIGHT	10 309978417040 SMART SHADE BUTTER KISS LIPSTICK 8417-04 RED-LIGHT	11 309978417057 SMART SHADE BUTTER KISS LIPSTICK 8417-05 BERRY-LIGHT/MEDIUM	12 309978417064 SMART SHADE BUTTER KISS LIPSTICK 8417-06 PINK-LIGHT/MEDIUM	13 309978417071 SMART SHADE BUTTER KISS LIPSTICK 8417-07 NUDE-LIGHT/MEDIUM	14 309978417088 SMART SHADE BUTTER KISS LIPSTICK 8417-08 RED-LIGHT/MEDIUM	15 309978417095 SMART SHADE BUTTER KISS LIPSTICK 8417-09 BERRY-MEDIUM	16 309978417101 SMART SHADE BUTTER KISS LIPSTICK 8417-10 PINK-MEDIUM	17 309978417118 SMART SHADE BUTTER KISS LIPSTICK 8417-11 NUDE-MEDIUM	18 309978417125 SMART SHADE BUTTER KISS LIPSTICK 8417-12 RED-MEDIUM	
TRAY - SMART SHADE BUTTER KISS LIPSTICK (12 ACROSS) 2H15 GRP#: 9043-74 Part A: 2969-05 ; Part B: 1064-93												
PEG BAR - ONE COAT MULTI-BENEFIT MASCARA 2H16 GRP#: 9219-24 Part A: 1827-45 ; Part B: N/A												
19 309978588016 ONE COAT MULTI-BENEFIT MASCARA NWP 8588-01 BLACKEST BLACK			20 309978588023 ONE COAT MULTI-BENEFIT MASCARA NWP 8588-02 BLACK			21 309978588030 ONE COAT MULTI-BENEFIT MASCARA NWP 8588-03 BLACK/BROWN			22 309978590033 ONE COAT MULTI-BENEFIT MASCARA WP 8590-02 BLACK			
PEG BAR - ONE COAT THICKENING MASCARA 2H16 GRP#: 9219-25 Part A: 1827-45 ; Part B: N/A												
23 077379137132 ONE COAT THICKENING MASCARA 9087-01 BLACKEST BLACK			24 077379117707 ONE COAT THICKENING MASCARA 9087-02 BLACK			25 077379117714 ONE COAT THICKENING MASCARA 9087-03 BLACK/BROWN			26 309973759015 ONE COAT THICKENING MASCARA WP 7356-02 BLACK			
PEG BAR - IIC SHADOWS HAZEL/ IIC LINERS HAZEL 2H16 GRP#: 9219-18 Part A: 7904-70 ; Part B: N/A												
27 309978388036 INTENSE I-COLOR EVERYDAY NEUTRALS 8388-03 EVERYDAY NEUTRALS FOR HAZELS			28 309978388111 INTENSE I-COLOR PARTY BRIGHTS 8388-11 PARTY BRIGHTS FOR HAZELS			29 309978388074 INTENSE I-COLOR EVENING SMOKY 8388-07 EVENING SMOKY FOR HAZELS			30 309979617036 INTENSE I-COLOR GEL SMOOTH LINER 9617-03 CHARCOAL		31 309979590032 INTENSE I-COLOR EYELINER 9124-03 BLACK PEARL	
PEG BAR - IIC SHADOWS BROWN/ IIC LINERS BROWN 2H16 GRP#: 9219-16 Part A: 7904-70 ; Part B: N/A												
32 309978388012 INTENSE I-COLOR EVERYDAY NEUTRALS 8388-01 EVERYDAY NEUTRALS FOR BROWNS			33 309978388098 INTENSE I-COLOR PARTY BRIGHTS 8388-09 PARTY BRIGHTS FOR BROWNS			34 309978388050 INTENSE I-COLOR EVENING SMOKY 8388-05 EVENING SMOKY FOR BROWNS			35 309979617012 INTENSE I-COLOR GEL SMOOTH LINER 9617-01 BLACK		36 309979590018 INTENSE I-COLOR EYELINER 9124-01 BLACK AMETHYST	
PEG BAR - EYELINER/ LIQUID EYE LINER 1H15 GRP#: 8491-88 Part A: 7904-70 ; Part B: N/A												
37 309972713018 PROPEL/REPEL EYELINER 9515-01 BLACK		38 309976799025 PROPEL/REPEL EYELINER 9515-02 BLACK/BROWN		39 309972713025 PROPEL/REPEL EYELINER 9515-03 BROWN		40 309975045017 LIQUID EYELINER 9147-01 BLACK			41 309975045024 LIQUID EYELINER 9147-02 BROWN			
42 309975603019 SMART SHADE SKINTONE MATCHING MAKEUP 9711-01 LIGHT		43 309975603026 SMART SHADE SKINTONE MATCHING MAKEUP 9711-02 LIGHT/MEDIUM		44 309976419015 SMART SHADE ANTI-AGING SKINTONE MATCHING MAKEUP 8862-01 LIGHT		45 309976419022 SMART SHADE ANTI-AGING SKINTONE MATCHING MAKEUP 8862-02 LIGHT/MEDIUM		46 309974887014 SMART SHADE CC CREAM 9416-01 LIGHT		47 309974887021 SMART SHADE CC CREAM 9416-02 LIGHT/MEDIUM		
TRAY - SS MAKEUP/SS ANTI-AGING / CC MU COMBO 1H16 GRP#: 7904-09 Part A: 2969-05 ; Part B: 1694-69												
PEG BAR - SMART SHADE CONCEALER/CLEAR COMPLEX CON GRP#: 8714-05 Part A: 7904-70 ; Part B: N/A												
48 309973757011 SMART SHADE CONCEALER 7651-01 LIGHT			49 309973757028 SMART SHADE CONCEALER 7651-02 LIGHT/MEDIUM			50 309976768014 CLEAR COMPLEXION CONCEALER 5576-01 LIGHT			51 309976768021 CLEAR COMPLEXION CONCEALER 5576-02 LIGHT/MEDIUM		52 309976768038 CLEAR COMPLEXION CONCEALER 5576-03 MEDIUM	

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1 309975924473 EMUR PADS - OIL FREE 80 CT 7415-79 OIL FREE				2 309977415719 EMUR PADS - OIL FREE 120 CT 7415-80 OIL FREE				3 309977577080 EMUR - OIL FREE LIQUID 5921-36 OIL FREE			
TRAY - MAKEUP REMOVERS 1H15 GRP#: 8491-68 Part A: 2969-05 ; Part B: 2973-04											
4 309975924404 EMUR - OIL FREE TOWELETES RESTAGE 5921-38 OIL FREE				5 309975924480 EMUR PADS - MOISTURIZING EYE MAKEUP REMOVER PADS 80 CT 7415-81 MOISTURIZING				6 309977415696 EMUR PADS - MOISTURIZING EYE MAKEUP REMOVER PADS 120S 7415-82 MOISTURIZING			
TRAY - MAKEUP REMOVERS 1H15 GRP#: 8491-68 Part A: 2969-05 ; Part B: 2973-04											
7 309978417019 SMART SHADE BUTTER KISS LIPSTICK 8417-01	8 309978417026 SMART SHADE BUTTER KISS LIPSTICK 8417-02	9 309978417033 SMART SHADE BUTTER KISS LIPSTICK 8417-03	10 309978417040 SMART SHADE BUTTER KISS LIPSTICK 8417-04	11 309978417057 SMART SHADE BUTTER KISS LIPSTICK 8417-05	12 309978417064 SMART SHADE BUTTER KISS LIPSTICK 8417-06	13 309978417071 SMART SHADE BUTTER KISS LIPSTICK 8417-07	14 309978417088 SMART SHADE BUTTER KISS LIPSTICK 8417-08	15 309978417095 SMART SHADE BUTTER KISS LIPSTICK 8417-09	16 309978417101 SMART SHADE BUTTER KISS LIPSTICK 8417-10	17 309978417118 SMART SHADE BUTTER KISS LIPSTICK 8417-11	18 309978417125 SMART SHADE BUTTER KISS LIPSTICK 8417-12
TRAY - SMART SHADE BUTTER KISS LIPSTICK (12 ACROSS) 2H15 GRP#: 9043-74 Part A: 2969-05 ; Part B: 1064-93											
PEG BAR - ONE COAT MULTI-BENEFIT MASCARA 2H16 GRP#: 9219-24 Part A: 1827-45 ; Part B: N/A											
19 309978588016 ONE COAT MULTI-BENEFIT MASCARA NWP 8588-01 BLACKEST BLACK			20 309978588023 ONE COAT MULTI-BENEFIT MASCARA NWP 8588-02 BLACK			21 309978588030 ONE COAT MULTI-BENEFIT MASCARA NWP 8588-03 BLACK/BROWN			22 309978590033 ONE COAT MULTI-BENEFIT MASCARA WP 8590-02 BLACK		
PEG BAR - ONE COAT THICKENING MASCARA 2H16 GRP#: 9219-25 Part A: 1827-45 ; Part B: N/A											
23 077379137132 ONE COAT THICKENING MASCARA 9087-01 BLACKEST BLACK			24 077379117707 ONE COAT THICKENING MASCARA 9087-02 BLACK			25 077379117714 ONE COAT THICKENING MASCARA 9087-03 BLACK/BROWN			26 309973759015 ONE COAT THICKENING MASCARA WP 7356-02 BLACK		
PEG BAR - IIC SHADOWS HAZEL/ IIC LINERS HAZEL 2H16 GRP#: 9219-18 Part A: 7904-70 ; Part B: N/A											
27 309978388036 INTENSE I-COLOR EVERYDAY NEUTRALS 8388-03 EVERYDAY NEUTRALS FOR HAZELS			28 309978388111 INTENSE I-COLOR PARTY BRIGHTS 8388-11 PARTY BRIGHTS FOR HAZELS			29 309978388074 INTENSE I-COLOR EVENING SMOKY 8388-07 EVENING SMOKY FOR HAZELS			30 309979617036 INTENSE I-COLOR GEL SMOOTH LINER 9617-03 CHARCOAL		31 309979590032 INTENSE I-COLOR EYELINER 9124-03 BLACK PEARL
PEG BAR - IIC SHADOWS BROWN/ IIC LINERS BROWN 2H16 GRP#: 9219-16 Part A: 7904-70 ; Part B: N/A											
32 309978388012 INTENSE I-COLOR EVERYDAY NEUTRALS 8388-01 EVERYDAY NEUTRALS FOR BROWNS			33 309978388098 INTENSE I-COLOR PARTY BRIGHTS 8388-09 PARTY BRIGHTS FOR BROWNS			34 309978388050 INTENSE I-COLOR EVENING SMOKY 8388-05 EVENING SMOKY FOR BROWNS			35 309979617012 INTENSE I-COLOR GEL SMOOTH LINER 9617-01 BLACK		36 309979590018 INTENSE I-COLOR EYELINER 9124-01 BLACK AMETHYST
PEG BAR - EYELINER/LIQUID EYE LINER 1H15 GRP#: 8491-88 Part A: 7904-70 ; Part B: N/A											
37 309972713018 PROPEL/REPEL EYELINER 9515-01 BLACK		38 309976799025 PROPEL/REPEL EYELINER 9515-02 BLACK/BROWN		39 309972713025 PROPEL/REPEL EYELINER 9515-03 BROWN		40 309975045017 LIQUID EYELINER 9147-01 BLACK		41 309975045024 LIQUID EYELINER 9147-02 BROWN			
42 309975603019 SMART SHADE SKINTONE MATCHING MAKEUP 9711-01 LIGHT		43 309975603026 SMART SHADE SKINTONE MATCHING MAKEUP 9711-02 LIGHT/MEDIUM		44 309976419015 SMART SHADE ANTI-AGING SKINTONE MATCHING MAKEUP 8862-01 LIGHT		45 309976419022 SMART SHADE ANTI-AGING SKINTONE MATCHING MAKEUP 8862-02 LIGHT/MEDIUM		46 309974887014 SMART SHADE CC CREAM 9416-01 LIGHT		47 309974887021 SMART SHADE CC CREAM 9416-02 LIGHT/MEDIUM	
TRAY - SS MAKEUP/SS ANTI-AGING / CC MU COMBO 1H16 GRP#: 7904-09 Part A: 2969-05 ; Part B: 1694-69											
PEG BAR - SMART SHADE CONCEALER/CLEAR COMPLEX CON GRP#: 8714-05 Part A: 7904-70 ; Part B: N/A											
48 309973757011 SMART SHADE CONCEALER 7651-01 LIGHT		49 309973757028 SMART SHADE CONCEALER 7651-02 LIGHT/MEDIUM		50 309976768014 CLEAR COMPLEXION CONCEALER 5576-01 LIGHT		51 309976768021 CLEAR COMPLEXION CONCEALER 5576-02 LIGHT/MEDIUM		52 309976768038 CLEAR COMPLEXION CONCEALER 5576-03 MEDIUM			

PLANOGRAM LINE LISTING
PLANO STANDARD

2H16 Almay She Wall 01x72

POG ID: 1x72

Seg #1 LOC ID	TRAY - MAKEUP REMOVERS 1H15 ID	Revlon SKU	UPC	UPC 11 Digit	GRP: 8491-68 Name	FIXT PART A:2969-05	FIXT PART B:2973-04 Shade	Merch Code	NOF
1	7415-79	7415-79	309975924473	30997592447	EMUR PADS - OIL FREE 80 CT		OIL FREE	N/A	3
2	7415-80	7415-80	309977415719	30997741571	EMUR PADS - OIL FREE 120 CT		OIL FREE	N/A	1
3	5921-36	5921-36	309977577080	30997757708	EMUR - OIL FREE LIQUID		OIL FREE	N/A	1
									5

Seg #1 LOC ID	TRAY - MAKEUP REMOVERS 1H15 ID	Revlon SKU	UPC	UPC 11 Digit	GRP: 8491-68 Name	FIXT PART A:2969-05	FIXT PART B:2973-04 Shade	Merch Code	NOF
4	5921-38	5921-38	309975924404	30997592440	EMUR - OIL FREE TOWELETES RESTAGE		OIL FREE	N/A	1
5	7415-81	7415-81	309975924480	30997592448	EMUR PADS - MOISTURIZING EYE MAKEUP RE...		MOISTURIZING	N/A	2
6	7415-82	7415-82	309977415696	30997741569	EMUR PADS - MOISTURIZING EYE MAKEUP RE...		MOISTURIZING	N/A	1
									4

Seg #1 LOC ID	TRAY - SMART SHADE BUTTER KISS LIPSTICK (12 A... ID	Revlon SKU	UPC	UPC 11 Digit	GRP: 9043-74 Name	FIXT PART A:2969-05	FIXT PART B:1064-93 Shade	Merch Code	NOF
7	8417-01	8417-01	309978417019	30997841701	SMART SHADE BUTTER KISS LIPSTICK		BERRY-LIGHT	10	1
8	8417-02	8417-02	309978417026	30997841702	SMART SHADE BUTTER KISS LIPSTICK		PINK-LIGHT	20	1
9	8417-03	8417-03	309978417033	30997841703	SMART SHADE BUTTER KISS LIPSTICK		NUDE-LIGHT	30	1
10	8417-04	8417-04	309978417040	30997841704	SMART SHADE BUTTER KISS LIPSTICK		RED-LIGHT	40	1
11	8417-05	8417-05	309978417057	30997841705	SMART SHADE BUTTER KISS LIPSTICK		BERRY-LIGHT/MEDIUM	50	1
12	8417-06	8417-06	309978417064	30997841706	SMART SHADE BUTTER KISS LIPSTICK		PINK-LIGHT/MEDIUM	60	1
13	8417-07	8417-07	309978417071	30997841707	SMART SHADE BUTTER KISS LIPSTICK		NUDE-LIGHT/MEDIUM	70	1
14	8417-08	8417-08	309978417088	30997841708	SMART SHADE BUTTER KISS LIPSTICK		RED-LIGHT/MEDIUM	80	1
15	8417-09	8417-09	309978417095	30997841709	SMART SHADE BUTTER KISS LIPSTICK		BERRY-MEDIUM	90	1
16	8417-10	8417-10	309978417101	30997841710	SMART SHADE BUTTER KISS LIPSTICK		PINK-MEDIUM	100	1
17	8417-11	8417-11	309978417118	30997841711	SMART SHADE BUTTER KISS LIPSTICK		NUDE-MEDIUM	110	1
18	8417-12	8417-12	309978417125	30997841712	SMART SHADE BUTTER KISS LIPSTICK		RED-MEDIUM	120	1
									12

Seg #1 LOC ID	PEG BAR - ONE COAT MULTI-BENEFIT MASCARA 2H16 ID	Revlon SKU	UPC	UPC 11 Digit	GRP: 9219-24 Name	FIXT PART A:1827-45	FIXT PART B:N/A Shade	Merch Code	NOF
19	8588-01	8588-01	309978588016	30997858801	ONE COAT MULTI-BENEFIT MASCARA NWP		BLACKEST BLACK	501	1
20	8588-02	8588-02	309978588023	30997858802	ONE COAT MULTI-BENEFIT MASCARA NWP		BLACK	502	1
21	8588-03	8588-03	309978588030	30997858803	ONE COAT MULTI-BENEFIT MASCARA NWP		BLACK/BROWN	503	1
22	8590-02	8590-02	309978590033	30997859003	ONE COAT MULTI-BENEFIT MASCARA WP		BLACK	504	1
									4

Seg #1 LOC ID	PEG BAR - ONE COAT THICKENING MASCARA 2H16 ID	Revlon SKU	UPC	UPC 11 Digit	GRP: 9219-25 Name	FIXT PART A:1827-45	FIXT PART B:N/A Shade	Merch Code	NOF
23	9087-01	9087-01	077379137132	07737913713	ONE COAT THICKENING MASCARA		BLACKEST BLACK	401	1
24	9087-02	9087-02	077379117707	07737911770	ONE COAT THICKENING MASCARA		BLACK	402	1
25	9087-03	9087-03	077379117714	07737911771	ONE COAT THICKENING MASCARA		BLACK/BROWN	403	1
26	7356-02	7356-02	309973759015	30997375901	ONE COAT THICKENING MASCARA WP		BLACK	421	1
									4

Seg #1 LOC ID	PEG BAR - IIC SHADOWS HAZEL/ IIC LINERS HAZEL ... ID	Revlon SKU	UPC	UPC 11 Digit	GRP: 9219-18 Name	FIXT PART A:7904-70	FIXT PART B:N/A Shade	Merch Code	NOF
27	8388-03	8388-03	309978388036	30997838803	INTENSE I-COLOR EVERYDAY NEUTRALS		EVERYDAY NEUTRALS FOR HA...	115	1
28	8388-11	8388-11	309978388111	30997838811	INTENSE I-COLOR PARTY BRIGHTS		PARTY BRIGHTS FOR HAZELS	135	1
29	8388-07	8388-07	309978388074	30997838807	INTENSE I-COLOR EVENING SMOKY		EVENING SMOKY FOR HAZELS	155	1
30	9617-03	9617-03	309979617036	30997961703	INTENSE I-COLOR GEL SMOOTH LINER		CHARCOAL	033	1
31	9124-03	9124-03	309979590032	30997959003	INTENSE I-COLOR EYELINER		BLACK PEARL	003	1
									5

Seg #1 LOC ID	PEG BAR - IIC SHADOWS BROWN/ IIC LINERS BROW... ID	Revlon SKU	UPC	UPC 11 Digit	GRP: 9219-16 Name	FIXT PART A:7904-70	FIXT PART B:N/A Shade	Merch Code	NOF
32	8388-01	8388-01	309978388012	30997838801	INTENSE I-COLOR EVERYDAY NEUTRALS		EVERYDAY NEUTRALS FOR BR...	105	1
33	8388-09	8388-09	309978388098	30997838809	INTENSE I-COLOR PARTY BRIGHTS		PARTY BRIGHTS FOR BROWNS	125	1
34	8388-05	8388-05	309978388050	30997838805	INTENSE I-COLOR EVENING SMOKY		EVENING SMOKY FOR BROWNS	145	1
35	9617-01	9617-01	309979617012	30997961701	INTENSE I-COLOR GEL SMOOTH LINER		BLACK	031	1
36	9124-01	9124-01	309979590018	30997959001	INTENSE I-COLOR EYELINER		BLACK AMETHYST	001	1
									5

Seg #1 LOC ID	PEG BAR - EYELINER/LIQUID EYE LINER 1H15 ID	Revlon SKU	UPC	UPC 11 Digit	GRP: 8491-88 Name	FIXT PART A:7904-70	FIXT PART B:N/A Shade	Merch Code	NOF
37	9515-01	9515-01	309972713018	30997271301	PROPEL/REPEL EYELINER		BLACK	205	1
38	9515-02	9515-02	309976799025	30997679902	PROPEL/REPEL EYELINER		BLACK/BROWN	206	1
39	9515-03	9515-03	309972713025	30997271302	PROPEL/REPEL EYELINER		BROWN	207	1
40	9147-01	9147-01	309975045017	30997504501	LIQUID EYELINER		BLACK	221	1
41	9147-02	9147-02	309975045024	30997504502	LIQUID EYELINER		BROWN	222	1
									5

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42	9711-01	9711-01	309975603019	30997560301	SMART SHADE SKINTONE MATCHING MAKEUP		LIGHT	100	1
43	9711-02	9711-02	309975603026	30997560302	SMART SHADE SKINTONE MATCHING MAKEUP		LIGHT/MEDIUM	200	1
44	8862-01	8862-01	309976419015	30997641901	SMART SHADE ANTI-AGING SKINTONE MATCHI...		LIGHT	100	1
45	8862-02	8862-02	309976419022	30997641902	SMART SHADE ANTI-AGING SKINTONE MATCHI...		LIGHT/MEDIUM	200	1
46	9416-01	9416-01	309974887014	30997488701	SMART SHADE CC CREAM		LIGHT	100	1
47	9416-02	9416-02	309974887021	30997488702	SMART SHADE CC CREAM		LIGHT/MEDIUM	200	1
									6

Seg #1 LOC ID	PEG BAR - SMART SHADE CONCEALER/CLEAR CO... ID	Revlon SKU	UPC	UPC 11 Digit	GRP: 8714-05 Name	FIXT PART A:7904-70	FIXT PART B:N/A Shade	Merch Code	NOF
48	7651-01	7651-01	309973757011	30997375701	SMART SHADE CONCEALER		LIGHT	010	1
49	7651-02	7651-02	309973757028	30997375702	SMART SHADE CONCEALER		LIGHT/MEDIUM	020	1
50	5576-01	5576-01	309976768014	30997676801	CLEAR COMPLEXION CONCEALER		LIGHT	100	1
51	5576-02	5576-02	309976768021	30997676802	CLEAR COMPLEXION CONCEALER		LIGHT/MEDIUM	200	1
52	5576-03	5576-03	309976768038	30997676803	CLEAR COMPLEXION CONCEALER		MEDIUM	300	1
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