



041554424591 BABY LIPS CRYSTAL Pink Quartz	041554415131 Baby Skin Instant Pore Eraser		041554460247 LASH SENSATIONAL LUSCIOUS Blackest Black WSH	041554460254 LASH SENSATIONAL LUSCIOUS Very Black WSH	041554420616 LASH SENSATIONAL Blackest Black	041554420623 LASH SENSATIONAL Very Black	041554420630 LASH SENSATIONAL Brownish Black	041554420647 LASH SENSATIONAL WP Very Black	
041554442779 SS BETTER SKIN CNCLR Ivory	041554442786 SS BETTER SKIN CNCLR Light	041554442793 SS BETTER SKIN CNCLR Light/Medium	041554217957 FALSIES MASCARA Blackest Black	041554217964 FALSIES MASCARA Very Black	041554217971 FALSIES MASCARA Brownish Black	041554217988 FALSIES MASCARA WP Very Black	041554338928 FALSIES BIG EYES Very Black	041554338966 FALSIES BIG EYES WP Very Black	
041554259247 IAR Eraser Concealer Fair	041554259254 IAR Eraser Concealer Light	041554259261 IAR Eraser Concealer Medium	041554050899 VOLUM' EXPRESS COLOSSAL Glam Black	041554050905 VOLUM' EXPRESS COLOSSAL Classic Black	041554240337 FALSIES BLACK DRAMA WASHABLE Black Drama	041554268706 FALSIES FLARED Blackest Black	041554268713 FALSIES FLARED Very Black	041554268720 FALSIES FLARED WP Very Black	
041554543872 COVER STICK (CORRECTOR) Ivory	041554543889 COVER STICK (CORRECTOR) Light Beige	041554543896 COVER STICK (CORRECTOR) Medium Beige	041554493719 COLOSSAL BIG SHOT BLACKEST BLACK WSH	041554493726 COLOSSAL BIG SHOT VERY BLACK WSH	041554493733 COLOSSAL BIG SHOT BROWNISH BLACK WSH	041554493856 COLOSSAL BIG SHOT WTP VERY BLACK WTP	041554493863 COLOSSAL BIG SHOT WTP BROWNISH BLACK WTP	04155428254 CAT EYES MASCARA Glam Black	
041554429633 BROW PRECISE Deep Brown	041554486599 EYE STUDIO BROW PRECISE FIBER VOLUMIZER MSC Medium Brown		041554409291 PUMPED UP! COLOSSAL WSH Glam Black	041554409284 PUMPED UP! COLOSSAL WSH Classic Black	041554409321 PUMPED UP! COLOSSAL WTP Classic Black	041554281460 MEGA PLUSH MASCARA Very Black	041554281484 MEGA PLUSH MASCARA WP Very Black	041554281491 MEGA PLUSH MASCARA WP Brownish Black	
041554460391 EYE STUDIO BROW POMADE Blonde	041554429688 EYE STUDIO BROW DRAMA SOFT BROWN	041554429695 EYE STUDIO BROW DRAMA DEEP BROWN	041554269567 ILLEGAL LENGTHS MASC Blackest Black	041554288384 VE ROCKET MASCARA Blackest Black	041554288377 VE ROCKET MASCARA Very Black	041554288391 VE ROCKET MASCARA Brownish Black	041554288452 VE ROCKET MASCARA WP Very Black		
041554460353 EYE STUDIO BROW POMADE Soft Brown	041554460834 MASTER PRECISE SKINNY Defining Black	041554460841 MASTER PRECISE SKINNY Sharp Brown	041554415438 EYE STUDIO MASTER KAJAL LINER Onyx Rush	041554239423 Great Lash Lots of Lashes Blackest Black	041554239416 Great Lash Lots of Lashes Very Black	041554269062 Great Lash Lots of Lashes Brownish Black	041554209327 GREAT LASH BIG Very Black	041554007503 DEFINE-A-LASH LENGTH MASCARA Very Black	
041554275940 EYE STUDIO MASTER PREC INK PEN Black	041554220186 EYE STUDIO GEL LINER Blackest Black	041554220209 EYE STUDIO GEL LINER Gunmetal	041554670745 GREAT LASH WASHABLE Blackest Black	041554532722 GREAT LASH WASHABLE Very Black	041554532807 GREAT LASH WASHABLE Brownish Black	041554532982 GREAT LASH WASHABLE Dark Brown	041554699159 FULL 'N SOFT WASHABLE Very Black		
041554055368 LINE EXPRESS Brownish Black	041554513493 UNSTOPPABLE EYELINER - CARDED Onyx	041554209440 LINE STILETTO LIQUID LINER Blackest Black	041554533156 LINWORKS ULTRA LINER WATERPROOF Black	041554626964 GREAT LASH WATERPROOF Very Black	041554626988 GREAT LASH WATERPROOF Brownish Black	041554565294 CURVED BRUSH GREAT LASH WASHABLE Very Black	041554054156 LASH STILETTO Very Black	041554208832 LASH STILETTO WP Very Black	
041554009071 DEFINE A LINE Ebony Black	041554009095 DEFINE A LINE Brownish Black	041554022476 DEFINE A BROW Medium Brown	041554022469 DEFINE A BROW Light Brown	041554530179 EXPERT EYES TWIN BROW & EYE PENCILS Velvet Black	041554530667 EXPERT EYES TWIN BROW & EYE PENCILS Medium Brown	041554530339 EXPERT EYES TWIN BROW & EYE PENCILS Light Brown	041554537970 100% OIL-FREE EYE MAKEUP REMOVER 100% OIL-FREE EYE MAKEUP REMOVER	041554562422 MOISTURIZING MASCARA REMOVER MOISTURIZING MASCARA REMOVER	041554647372 LASH DISCOVERY WASHABLE Very Black

041554424591 BABY LIPS CRYSTAL Pink Quartz	041554415131 Baby Skin Instant Pore Eraser		041554460247 LASH SENSATIONAL LUSCIOUS Blackest Black WSH	041554460254 LASH SENSATIONAL LUSCIOUS Very Black WSH
041554442779 SS BETTER SKIN CNCLR Ivory	041554442786 SS BETTER SKIN CNCLR Light	041554442793 SS BETTER SKIN CNCLR Light/Medium	041554217957 FALSIES MASCARA Blackest Black	041554217964 FALSIES MASCARA Very Black
041554259247 IAR Eraser Concealer Fair	041554259254 IAR Eraser Concealer Light	041554259261 IAR Eraser Concealer Medium	041554050899 VOLUM' EXPRESS COLOSSAL Glam Black	041554050905 VOLUM' EXPRESS COLOSSAL Classic Black
041554543872 COVER STICK (CORRECTOR) Ivory	041554543889 COVER STICK (CORRECTOR) Light Beige	041554543896 COVER STICK (CORRECTOR) Medium Beige	041554493719 COLOSSAL BIG SHOT BLACKEST BLACK WSH	041554493726 COLOSSAL BIG SHOT VERY BLACK WSH
041554429633 BROW PRECISE Deep Brown	041554486599 EYE STUDIO BROW PRECISE FIBER VOLUMIZER MSC Medium Brown		041554409291 PUMPED UP! COLOSSAL WSH Glam Black	041554409284 PUMPED UP! COLOSSAL WSH Classic Black
041554460391 EYE STUDIO BROW POMADE Blonde	041554429688 EYE STUDIO BROW DRAMA SOFT BROWN		041554429695 EYE STUDIO BROW DRAMA DEEP BROWN	
041554460353 EYE STUDIO BROW POMADE Soft Brown	041554460834 MASTER PRECISE SKINNY Defining Black	041554460841 MASTER PRECISE SKINNY Sharp Brown	041554415438 EYE STUDIO MASTER KAJAL LINER Onyx Rush	
041554275940 EYE STUDIO MASTER PREC INK PEN Black	041554220186 EYE STUDIO GEL LINER Blackest Black		041554220209 EYE STUDIO GEL LINER Gunmetal	
041554055368 LINE EXPRESS Brownish Black	041554513493 UNSTOPPABLE EYELINER - CARDED Onyx	041554209440 LINE STILETTO LIQUID LINER Blackest Black	041554533156 LINEWORKS ULTRA LINER WATERPROOF Black	
041554009071 DEFINE A LINE Ebony Black	041554009095 DEFINE A LINE Brownish Black	041554022476 DEFINE A BROW Medium Brown	041554022469 DEFINE A BROW Light Brown	041554530179 EXPERT EYES TWIN BROW & EYE PENCILS Velvet Black
				041554530667 EXPERT EYES TWIN BROW & EYE PENCILS Medium Brown

041554420616 LASH SENSATIONAL Blackest Black	041554420623 LASH SENSATIONAL Very Black	041554420630 LASH SENSATIONAL Brownish Black	041554420647 LASH SENSATIONAL WP Very Black
041554217971 FALSIES MASCARA Brownish Black	041554217988 FALSIES MASCARA WP Very Black	041554338928 FALSIES BIG EYES Very Black	041554338966 FALSIES BIG EYES WP Very Black
041554240337 FALSIES BLACK DRAMA WASHABLE Black Drama	041554268706 FALSIES FLARED Blackest Black	041554268713 FALSIES FLARED Very Black	041554268720 FALSIES FLARED WP Very Black
041554493733 COLOSSAL BIG SHOT BROWNISH BLACK WSH	041554493856 COLOSSAL BIG SHOT WTP VERY BLACK WTP	041554493863 COLOSSAL BIG SHOT WTP BROWNISH BLACK WTP	041554288254 CAT EYES MASCARA Glam Black
041554409321 PUMPED UP! COLOSSAL WTP Classic Black	041554281460 MEGA PLUSH MASCARA Very Black	041554281484 MEGA PLUSH MASCARA WP Very Black	041554281491 MEGA PLUSH MASCARA WP Brownish Black
041554288384 VE ROCKET MASCARA Blackest Black	041554288377 VE ROCKET MASCARA Very Black	041554288391 VE ROCKET MASCARA Brownish Black	041554288452 VE ROCKET MASCARA WP Very Black
041554239416 Great Lash Lots of Lashes Very Black	041554269062 Great Lash Lots of Lashes Brownish Black	041554209327 GREAT LASH BIG Very Black	041554007503 DEFINE-A-LASH LENGTH MASCARA Very Black
041554532722 GREAT LASH WASHABLE Very Black	041554532807 GREAT LASH WASHABLE Brownish Black	041554532982 GREAT LASH WASHABLE Dark Brown	041554699159 FULL 'N SOFT WASHABLE Very Black
041554626988 GREAT LASH WATERPROOF Brownish Black	041554565294 CURVED BRUSH GREAT LASH WASHABLE Very Black	041554054156 LASH STILETTO Very Black	041554208832 LASH STILETTO WP Very Black
041554530339 EXPERT EYES TWIN BROW & EYE PENCILS Light Brown	041554537970 100% OIL-FREE EYE MAKEUP REMOVER 100% OIL-FREE EYE MAKEUP REMOVER	041554562422 MOISTURIZING MASCARA REMOVER MOISTURIZING MASCARA REMOVER	041554647372 LASH DISCOVERY WASHABLE Very Black

1	11		29	37	48	58	68	78	
2	12	21	30	38	49	59	69	79	
3	13	22	31	39	50	60	70	80	
4	14	23	32	40	51	61	71	81	
5	15		33	41	52	62	72	82	
6	16	24		42	53	63	73	83	
7	17	25	34	43	54	64	74	84	
8	18	26		44	55	65	75	85	
9	19	27	35	45	56	66	76	86	
10	20	28	36	46	47	57	67	77	87

POSITION REPORT

Category Mgmt. Dept.12/7/2016

L&R 2' X 60" MAYBELLINE CARDED PLANOGRAM

Spring 2017

LNR0260C\_IS17.psa

2 FT PEGBOARD/1 Height = 60.00 in; Width = 24.00 in; Depth = 0.10 in

Loc. ID	Facings	UPC	Description	Shade	Plano Code
1	1	041554424591	BABY LIPS CRYSTAL	Pink Quartz	140
2	1	041554442779	SS BETTER SKIN CNCLR	Ivory	10
3	1	041554259247	IAR Eraser Concealer	Fair	10
4	1	041554543872	COVER STICK (CORRECTOR)	Ivory	1
5	1	041554429633	BROW PRECISE	Deep Brown	260
6	1	041554460391	EYE STUDIO BROW POMADE	Blonde	250
7	1	041554460353	EYE STUDIO BROW POMADE	Soft Brown	255
8	1	041554275940	EYE STUDIO MASTER PREC INK PEN	Black	200
9	1	041554055368	LINE EXPRESS	Brownish Black	5
10	1	041554009071	DEFINE A LINE	Ebony Black	1
11	1	041554415131	Baby Skin	Instant Pore Eraser	010
12	1	041554442786	SS BETTER SKIN CNCLR	Light	20
13	1	041554259254	IAR Eraser Concealer	Light	20
14	1	041554543889	COVER STICK (CORRECTOR)	Light Beige	2
15	1	041554486599	EYE STUDIO BROW PRECISE FIBER VOLUMIZER MSC	Medium Brown	257
16	1	041554429688	EYE STUDIO BROW DRAMA	SOFT BROWN	255
17	1	041554460834	MASTER PRECISE SKINNY	Defining Black	210
18	1	041554220186	EYE STUDIO GEL LINER	Blackest Black	50
19	1	041554513493	UNSTOPPABLE EYELINER - CARDED	Onyx	10
20	1	041554009095	DEFINE A LINE	Brownish Black	3
21	1	041554442793	SS BETTER SKIN CNCLR	Light/Medium	30
22	1	041554259261	IAR Eraser Concealer	Medium	30
23	1	041554543896	COVER STICK (CORRECTOR)	Medium Beige	3
24	1	041554429695	EYE STUDIO BROW DRAMA	DEEP BROWN	260
25	1	041554460841	MASTER PRECISE SKINNY	Sharp Brown	220
26	1	041554220209	EYE STUDIO GEL LINER	Gunmetal	54
27	1	041554209440	LINE STILETTO LIQUID LINER	Blackest Black	1
28	1	041554022476	DEFINE A BROW	Medium Brown	643
29	1	041554460247	LASH SENSATIONAL LUSCIOUS	Blackest Black WSH	00
30	1	041554217957	FALSIES MASCARA	Blackest Black	00
31	1	041554050899	VOLUM' EXPRESS COLOSSAL	Glam Black	00
32	1	041554493719	COLOSSAL BIG SHOT	BLACKEST BLACK WSH	223
33	1	041554409291	PUMPED UP! COLOSSAL WSH	Glam Black	00
34	1	041554415438	EYE STUDIO MASTER KAJAL LINER	Onyx Rush	510
35	1	041554533156	LINeworks ULTRA LINER WATERPROOF	Black	1
36	1	041554022469	DEFINE A BROW	Light Brown	644
37	1	041554460254	LASH SENSATIONAL LUSCIOUS	Very Black WSH	01
38	1	041554217964	FALSIES MASCARA	Very Black	01
39	1	041554050905	VOLUM' EXPRESS COLOSSAL	Classic Black	01
40	1	041554493726	COLOSSAL BIG SHOT	VERY BLACK WSH	224
41	1	041554409284	PUMPED UP! COLOSSAL WSH	Classic Black	01
42	1	041554269567	ILLEGAL LENGTHS MASC	Blackest Black	00
43	1	041554239423	Great Lash Lots of Lashes	Blackest Black	00
44	1	041554670745	GREAT LASH WASHABLE	Blackest Black	00
45	1	041554626964	GREAT LASH WATERPROOF	Very Black	1
46	1	041554530179	EXPERT EYES TWIN BROW & EYE PENCILS	Velvet Black	01
47	1	041554530667	EXPERT EYES TWIN BROW & EYE PENCILS	Medium Brown	03
48	1	041554420616	LASH SENSATIONAL	Blackest Black	00
49	1	041554217971	FALSIES MASCARA	Brownish Black	02
50	1	041554240337	FALSIES BLACK DRAMA WASHABLE	Black Drama	10
51	1	041554493733	COLOSSAL BIG SHOT	BROWNISH BLACK WSH	225
52	1	041554409321	PUMPED UP! COLOSSAL WTP	Classic Black	01
53	1	041554288384	VE ROCKET MASCARA	Blackest Black	00
54	1	041554239416	Great Lash Lots of Lashes	Very Black	01
55	1	041554532722	GREAT LASH WASHABLE	Very Black	1
56	1	041554626988	GREAT LASH WATERPROOF	Brownish Black	3
57	1	041554530339	EXPERT EYES TWIN BROW & EYE PENCILS	Light Brown	04
58	1	041554420623	LASH SENSATIONAL	Very Black	01

Prepared by: Loreal CPD Category Management

Door Count as of Print Date: 10

FULL WALL

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POSITION REPORT

Category Mgmt. Dept.12/7/2016

L&R 2' X 60" MAYBELLINE CARDED PLANOGRAM  
Spring 2017

LNR0260C\_IS17.psa

59	1	041554217988	FALSIES MASCARA WP	Very Black	01
60	1	041554268706	FALSIES FLARED	Blackest Black	00
61	1	041554493856	COLOSSAL BIG SHOT WTP	VERY BLACK WTP	226
62	1	041554281460	MEGA PLUSH MASCARA	Very Black	01
63	1	041554288377	VE ROCKET MASCARA	Very Black	01
64	1	041554269062	Great Lash Lots of Lashes	Brownish Black	02
65	1	041554532807	GREAT LASH WASHABLE	Brownish Black	2
66	1	041554565294	CURVED BRUSH GREAT LASH WASHABLE	Very Black	1
67	1	041554537970	100% OIL-FREE EYE MAKEUP REMOVER	100% OIL-FREE EYE MAKEUP REMOVER	
68	1	041554420630	LASH SENSATIONAL	Brownish Black	02
69	1	041554338928	FALSIES BIG EYES	Very Black	01
70	1	041554268713	FALSIES FLARED	Very Black	01
71	1	041554493863	COLOSSAL BIG SHOT WTP	BROWNISH BLACK WTP	227
72	1	041554281484	MEGA PLUSH MASCARA WP	Very Black	01
73	1	041554288391	VE ROCKET MASCARA	Brownish Black	02
74	1	041554209327	GREAT LASH BIG	Very Black	01
75	1	041554532982	GREAT LASH WASHABLE	Dark Brown	3
76	1	041554054156	LASH STILETTO	Very Black	1
77	1	041554562422	MOISTURIZING MASCARA REMOVER	MOISTURIZING MASCARA REMOVER	
78	1	041554420647	LASH SENSATIONAL WP	Very Black	01
79	1	041554338966	FALSIES BIG EYES WP	Very Black	01
80	1	041554268720	FALSIES FLARED WP	Very Black	01
81	1	041554288254	CAT EYES MASCARA	Glam Black	01
82	1	041554281491	MEGA PLUSH MASCARA WP	Brownish Black	02
83	1	041554288452	VE ROCKET MASCARA WP	Very Black	01
84	1	041554007503	DEFINE-A-LASH LENGTH MASCARA	Very Black	1
85	1	041554699159	FULL 'N SOFT WASHABLE	Very Black	1
86	1	041554208832	LASH STILETTO WP	Very Black	01
87	1	041554647372	LASH DISCOVERY WASHABLE	Very Black	1

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Door Count as of Print Date: 10

FULL WALL

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