

SHAVING PRODUCTS/DEODORANT SECTION (HIGH PROFILE)

HQ DeCA PLANOGRAM

CLASS 1 STORES

4 ADDS
4 DELETES



Left-right

HQ DeCA/MBU PLANOGRAM APPROVED BY CATEGORY MANAGER LARUE SMITH AND MERCHANDISING SPECIALIST MICHAEL SHANNON.

25 MAY 2017

FACINGS MAY BE ADJUSTED TO ACCOMMODATE LOCAL AND REGIONAL ITEMS (END OF FLOW). FACINGS MAY BE ADJUSTED TO MEET CUSTOMER DEMAND - CAO MUST BE INVOLVED IN THE PROCESS ALONG WITH STORE MANAGEMENT APPROVAL. ITEM POSITIONS MUST NOT BE CHANGED AT ANY TIME.

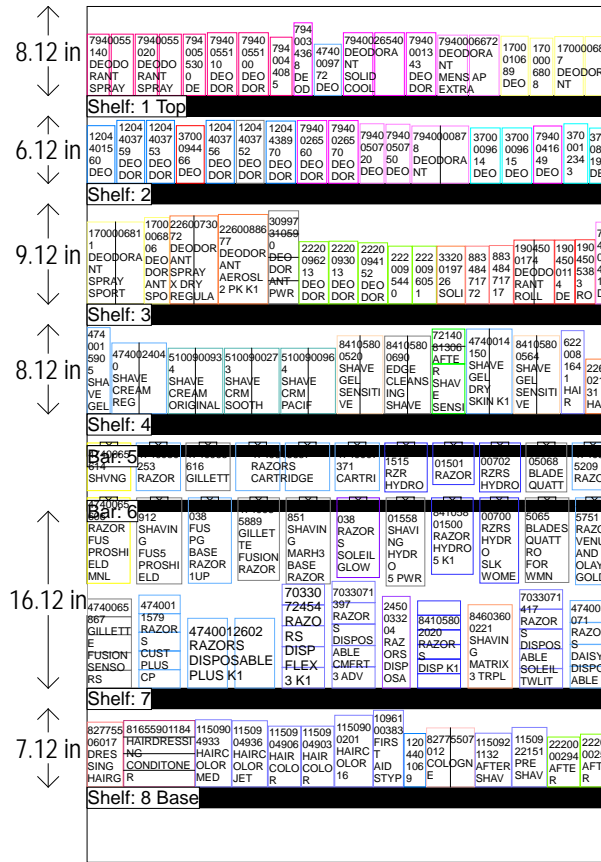
Shaving
Products/Deodorant
4-K1-hp.psa

SHAVING PRODUCTS/DEODORANT SECTION (HIGH PROFILE)

HQ DeCA PLANOGRAM

CLASS 1 STORES

4 ADDS
4 DELETES



Left-right	HQ DeCA/MBU PLANOGRAM APPROVED BY CATEGORY MANAGER LARUE SMITH AND MERCHANDISING SPECIALIST MICHAEL SHANNON.
25 MAY 2017	FACINGS MAY BE ADJUSTED TO ACCOMMODATE LOCAL AND REGIONAL ITEMS (END OF FLOW). FACINGS MAY BE ADJUSTED TO MEET CUSTOMER DEMAND - CAO MUST BE INVOLVED IN THE PROCESS ALONG WITH STORE MANAGEMENT APPROVAL. ITEM POSITIONS MUST NOT BE CHANGED AT ANY TIME.
Shaving Products/Deodorant 4-K1-hp.psa	

SHAVING PRODUCTS/DEODORANT SECTION (HIGH PROFILE)

SHELF:1 Top		WIDTH:48 in		MERCH HEIGHT:8.00 in			DEPTH:24 in			SPACE AVAIL:2.70 in					
Loc...	UPC	Brand	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	7940055140	AXE	DEODORANT SPRAY BODY KILO	4.00OZ		2	K1	12	22	1.83	5.62 in	2.04 in	2.09 in	Front	
2	7940055020	AXE	DEODORANT SPRAY BODY PHOE...	4.00OZ		2	K1	12	22	1.83	5.62 in	2.04 in	2.09 in	Front	
3	7940055300	AXE	DEODORANT SPRAY BODY ESSE...	4.00OZ		1	K1	12	11	0.92	5.62 in	2.04 in	2.09 in	Front	
4	7940055110	AXE	DEODORANT SOLID INV PHOENIX	2.70OZ		1	K1	12	20	1.67	5.74 in	2.72 in	1.20 in	Front	
5	7940055100	AXE	DEODORANT SOLID INV ESSENCE	2.70OZ		1	K1	12	20	1.67	5.74 in	2.72 in	1.20 in	Front	
6	7940044085	AXE	DEODORANT WHITE LABEL NIGHT	3.80OZ		1	K1	12	11	0.92	5.33 in	2.00 in	2.09 in	Front	
7	7940034368	DEGREE	DEODORANT MALE ADVENTURE	3.80OZ		1	K1	12	13	1.08	6.65 in	1.70 in	1.77 in	Front	
8	4740009772	GILLETTE	DEO GEL CLEAR COOL WAVE	4.00OZ		1	K1	12	24	2.00	4.70 in	2.50 in	1.00 in	Front	
9	7940026540	DEGREE	DEODORANT SOLID COOL RUSH I...	2.70OZ		2	K1	12	40	3.33	5.74 in	2.72 in	1.20 in	Front	
10	7940001343	DEGREE	DEODORANT STICKS ARTIC EDGE	3.00OZ		1	K1	12	20	1.67	5.74 in	2.72 in	1.20 in	Front	
11	7940006672	DOVE	DEODORANT MENS AP EXTRA FR...	2.70OZ		2	K1	12	38	3.17	5.52 in	2.73 in	1.23 in	Front	
12	1700010689	RIGHTGUARD	DEODORANT STICK EXTREME EN...	2.60OZ		1	K1	12	21	1.75	5.43 in	2.50 in	1.10 in	Front	
13	1700006808	RIGHTGUARD	DEODORANT STICK PWR STP FR ...	2.60OZ		1	K1	12	19	1.58	5.25 in	2.10 in	1.25 in	Front	
14	1700006807	RIGHTGUARD	DEODORANT CLR GEL FRESH BL...	4.00OZ		2	K1	12	48	4.00	5.40 in	2.62 in	1.00 in	Front	

SHELF:2		WIDTH:48 in		MERCH HEIGHT:6.12 in			DEPTH:24 in			SPACE AVAIL:2.40 in					
Loc...	UPC	Brand	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	1204401560	OLDSPICE	DEODORANT INV SOLID FIJI	2.60OZ		1	K1	12	19	1.58	5.28 in	2.56 in	1.25 in	Front	
2	1204403759	OLDSPICE	DEODORANT STICK FIJI	3.00OZ		1	K1	12	19	1.58	5.75 in	2.56 in	1.25 in	Front	
3	1204403753	OLDSPICE	DEODORANT RED ZONE SWAGGER	3.00OZ		1	K1	12	19	1.58	5.75 in	2.56 in	1.25 in	Front	
4	3700094466	OLDSPICE	DEODORANT IS OB PURE SPORT ...	2.60OZ		1	K1	12	19	1.58	5.28 in	2.56 in	1.25 in	Front	
5	1204403756	OLDSPICE	DEODORANT SWAGGER 2PK	3.00OZ		1	K1	6	9	1.50	5.75 in	2.60 in	2.45 in	Front	
6	1204403752	OLDSPICE	DEODORANT RZ AQUAREEF	3.00OZ		1	K1/NEW	12	19	1.58	5.75 in	2.56 in	1.25 in	Front	1/31/2017
7	1204438970	OLDSPICE	DEODORANT SOLID CLASSIC	3.25OZ		1	K1	12	17	1.42	5.70 in	2.70 in	1.38 in	Front	
8	7940026560	DEGREE	DEODORANT STICK EXTRME BLA...	2.70OZ		1	K1	12	20	1.67	5.74 in	2.71 in	1.20 in	Front	
9	7940026570	DEGREE	DEODORANT SOLID SPORT INV AP	2.70OZ		1	K1	12	20	1.67	5.74 in	2.71 in	1.20 in	Front	
10	7940050720	DOVE	DEODORANT STICK INV PWDR FR...	2.60OZ		1	K1	12	18	1.50	5.45 in	2.21 in	1.30 in	Front	
11	7940050750	DOVE	DEODORANT STICK INV SOLID FR...	2.60OZ		1	K1	12	18	1.50	5.40 in	2.21 in	1.30 in	Front	
12	7940000878	DOVE	DEODORANT CLINICAL COOL ESS...	1.70OZ		2	K1	24	28	1.17	5.25 in	2.60 in	1.64 in	Front	
13	3700009614	SECRET	DEODORANT SOLID ADV PWDR P...	1.60OZ		1	K1	12	17	1.42	5.07 in	2.72 in	1.41 in	Front	
14	3700009615	SECRET	DEODORANT SOLID ADV LIGHT F...	1.60OZ		1	K1	12	17	1.42	5.07 in	2.72 in	1.41 in	Front	
15	7940041649	DEGREE	DEODORANT SOLID CP WOM SH...	1.70OZ		1	K1	24	14	0.58	5.25 in	2.60 in	1.64 in	Front	
16	3700012343	SECRET	DEODORANT SLD INV FRSH PWDR	2.60OZ		1	K1	12	17	1.42	5.45 in	2.20 in	1.35 in	Front	
17	3700080819	SECRET	DEODORANT CG OUTPRTCT PWD	2.60OZ		1	K1	12	16	1.33	5.06 in	2.22 in	1.43 in	Front	

SHELF:3		WIDTH:48 in		MERCH HEIGHT:9.12 in			DEPTH:26 in			SPACE AVAIL:0.35 in					
Loc...	UPC	Brand	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	1700006811	RIGHTGUARD	DEODORANT SPRAY SPORT ORIG	8.50OZ		2	K1	12	20	1.67	7.50 in	2.60 in	2.60 in	Front	
2	1700006806	RIGHTGUARD	DEODORANT SPORT 3D FRESH	6.00OZ		1	K1	12	11	0.92	7.90 in	2.30 in	2.30 in	Front	
3	2260073072	ARRID	DEODORANT SPRAY X DRY REGU...	6.00OZ		2	K1	12	22	1.83	8.05 in	2.20 in	2.25 in	Front	
4	2260088677	ARRID	DEODORANT AEROSL 2 PK	2.00CT		1	K1	6	11	1.83	8.19 in	4.55 in	2.31 in	Front	
5	30997310590	MITCHUM	DEODORANT PWR GEL UNSCNTD...	4.50OZ		1	K1	12	16	1.33	2.13 in	2.75 in	5.75 in	Front	
6	2220096213	MENNEN	DEODORANT FRSH FRC BASE	2.70OZ		1	K1	6	21	3.50	5.70 in	2.70 in	1.20 in	Front	
7	2220093013	MENNEN	DEODORANT OCEAN SURF	2.00CT		1	K1	12	21	1.75	5.75 in	2.65 in	1.20 in	Front	
8	2220094152	MENNEN	DEODORANT SPDSTCK REG	3.00OZ		1	K1	12	21	1.75	5.60 in	2.70 in	1.20 in	Front	
9	2220095440	MENNEN	DEODORANT STICK LDY INV DRY ...	2.30OZ		1	K1	12	21	1.75	5.30 in	2.20 in	1.20 in	Front	
10	2220096051	MENNEN	DEODORANT LDY SS POWR FRESH	2.30OZ		1	K1	12	21	1.75	5.30 in	2.20 in	1.20 in	Front	
11	3320019726	ARMNHAMMER	SOLID ULTRA MAX DEOD FRESH ...	2.00CT		1	K1	6	11	1.83	5.30 in	2.60 in	2.30 in	Front	
12	88348471772	SURE	DEODORANT INVISIBLE SOLID REG	2.60OZ		1	K1	12	20	1.67	5.30 in	2.15 in	1.30 in	Front	
13	88348471717	SURE	DEODORANT INV SOLID UNSCEN...	2.60OZ		1	K1	12	21	1.75	5.35 in	2.20 in	1.20 in	Front	
14	1904500174	BAN	DEODORANT ROLL ON UNSCENT...	3.50OZ		2	K1	12	28	2.33	5.85 in	1.85 in	1.85 in	Front	
15	1904500114	BAN	DEODORANT ROLL ON REGULAR	3.50OZ		1	K1	12	14	1.17	5.85 in	1.85 in	1.85 in	Front	
16	1904505383	BAN	ROLL ON DEOD POWDER FRESH	3.50OZ		1	K1	12	13	1.08	5.88 in	1.85 in	1.87 in	Front	
17	7940034218	DOVE	DEODORANT FEMALE COOL ESSNT	3.80OZ		1	K1	12	14	1.17	7.48 in	1.65 in	1.77 in	Front	

SHAVING PRODUCTS/DEODORANT SECTION (HIGH PROFILE)

SHELF:4		WIDTH:48 in		MERCH HEIGHT:8.12 in			DEPTH:24 in			SPACE AVAIL:1.45 in					
Loc...	UPC	Brand	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	4740015905	FUSION	SHAVE GEL HYDRAGEL ULTRA	7.00OZ		1	K1	6	11	1.83	7.88 in	2.12 in	2.12 in	Front	
2	4740024040	FOAMY	SHAVE CREAM REG FOAMY	11.00OZ		2	K1	12	18	1.50	6.48 in	2.50 in	2.60 in	Front	
3	5100900934	BARBASOL	SHAVE CREAM ORIGINAL	10.00OZ		2	K1	12	18	1.50	6.00 in	2.50 in	2.50 in	Front	
4	5100900273	BARBASOL	SHAVE CRM SOOTH ALOE	10.00OZ		2	K1	12	18	1.50	6.00 in	2.50 in	2.50 in	Front	
5	5100900964	BARBASOL	SHAVE CRM PACIF RUSH	10.00OZ		2	K1	12	18	1.50	6.00 in	2.50 in	2.50 in	Front	
6	84105800520	SCHICK	SHAVE GEL SENSITIVE SKIN	7.00OZ		2	K1	6	22	3.67	7.13 in	2.10 in	2.10 in	Front	
7	84105800690	EDGE	EDGE CLEANSING SHAVE GEL	7.00OZ		2	K1/NEW	6	22	3.67	7.10 in	2.10 in	2.10 in	Front	5/25/2017
8	7214081306	NIVEA	AFTER SHAVE SENSITIVE SKIN	3.30OZ		1	K1	12	25	2.08	4.55 in	3.00 in	1.60 in	Front	
9	4740014150	SATINCARE	SHAVE GEL DRY SKIN	7.00OZ		2	K1	12	22	1.83	7.75 in	2.08 in	2.08 in	Front	
10	84105800564	SKINTIMATE	SHAVE GEL SENSITIVE SKIN	7.00OZ		2	K1	6	22	3.67	7.13 in	2.10 in	2.10 in	Front	
11	6220081641	VEET	HAIR RMVR CREAM SPRAY ON	5.10OZ		1	K1	4	11	2.75	7.60 in	2.11 in	2.13 in	Front	
12	2260021031	NAIR	HAIR REMOVER FACE CREAM	2.00OZ		1	K1	12	14	1.17	5.00 in	2.56 in	1.63 in	Front	

SHELF:5		WIDTH:48 in		MERCH HEIGHT:18.00 in			DEPTH:1 in			SPACE AVAIL:4.70 in					
Loc...	UPC	Brand	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	4740065614	GILLETTE	SHVNG PRDCT PROSHIELD BASE	4.00CT		1	K1	48	18	0.38	4.38 in	4.00 in	0.97 in	Front	
2	4740030253	FUSIONPROG	RAZOR PROGLIDE PWR	4.00CT		1	K1	48	18	0.38	4.38 in	4.06 in	0.97 in	Front	
3	4740065616	GILLETTE RZR-REF M...	GILLETTE FUSION PROSHIELD CA...	8.00CT		1	K1/NEW	36	18	0.50	4.38 in	4.06 in	0.97 in	Front	5/25/2017
4	4740015687	FUSIONPOWE	RAZORS CARTRIDGE POWER FU...	4.00CT		2	K1	72	36	0.50	4.38 in	4.06 in	0.97 in	Front	
5	4740007371	MACH3	CARTRIDGE MACH3	5.00CT		1	K1	48	20	0.42	4.38 in	4.06 in	0.90 in	Front	
6	84105801515	SCHICK	RZR HYDRO REFILLS	8.00CT		1	K1	6	20	3.33	4.50 in	3.90 in	0.90 in	Front	
7	84105801501	SCHICK	RAZOR REFILLS HYDRO 5	4.00CT		1	K1	12	24	2.00	3.83 in	3.80 in	0.73 in	Front	
8	84105800702	SCHICK	RZRS HYDRO SLK WOMEN RFL	4.00CT		1	K1	12	14	1.17	4.50 in	3.75 in	1.25 in	Front	
9	84105805068	SCHICK	BLADE QUATTRO FOR WMN REFILL	6.00CT		1	K1/NEW	6	24	4.00	4.50 in	3.75 in	0.75 in	Front	4/3/2017
10	4740065209	VENUS	RAZORS OLAY BASE	4.00CT		1	K1	48	8	0.17	4.30 in	3.80 in	2.20 in	Front	

SHELF:6		WIDTH:48 in		MERCH HEIGHT:18.00 in			DEPTH:1 in			SPACE AVAIL:5.78 in					
Loc...	UPC	Brand	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	4740065606	FUSION	RAZOR FUS PROSHIELD MNL BAS...	1.00CT		1	K1	24	15	0.63	7.82 in	3.94 in	1.13 in	Front	
2	4740065912	GILLETTE	SHAVING FUS5 PROSHIELD	1.00CT		1	K1/NEW	36	14	0.39	7.87 in	4.13 in	1.22 in	Front	1/31/2017
3	4740065038	FUSIONPROG	FUS PG BASE RAZOR 1UP FLEX	1.00CT		1	K1	24	15	0.63	7.82 in	3.94 in	1.13 in	Front	
4	4740065889	GILLETTE RZR-REF M...	GILLETTE FUSION RAZOR 2UP	1.00CT		1	K1/NEW	36	11	0.31	7.55 in	3.80 in	1.60 in	Front	5/25/2017
5	4740064851	GILLETTE	SHAVING MARH3 BASE RAZOR	1.00CT		1	K1/NEW	36	17	0.47	7.87 in	4.06 in	1.02 in	Front	1/12/2017
6	7033073038	BIC	RAZORS SOLEIL GLOW 3PK 20	6.00CT		1	K1	72	9	0.13	7.30 in	3.90 in	1.90 in	Front	
7	84105801558	SCHICK	SHAVING HYDRO 5 PWR SNSTIVE...	1.00CT		1	K1/NEW	3	13	4.33	8.07 in	3.56 in	1.31 in	Front	9/16/2016
8	84105801500	SCHICK	RAZOR HYDRO 5	1.00CT		1	K1	6	8	1.33	7.00 in	3.83 in	2.25 in	Front	
9	84105800700	SCHICK	RZRS HYDRO SLK WOMEN	1.00CT		1	K1	3	12	4.00	7.81 in	3.56 in	1.50 in	Front	
10	84105805065	SCHICK	BLADES QUATTRO FOR WMN RAZ...	1.00CT		1	K1/NEW	3	7	2.33	7.75 in	4.00 in	2.37 in	Front	4/3/2017
11	4740065751	GILLETTEVE	RAZOR VENUS AND OLAY GOLD F...	1.00CT		1	K1	36	7	0.19	7.95 in	3.50 in	2.30 in	Front	

SHELF:7		WIDTH:48 in		MERCH HEIGHT:15.12 in			DEPTH:22 in			SPACE AVAIL:6.50 in					
Loc...	UPC	Brand	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date
1	4740065867	GILLETTE DISP RZR-R...	GILLETTE FUSION SENSORS DISP...	2.00CT		1	K1/NEW	12	10	0.83	8.06 in	4.06 in	1.63 in	Top	5/25/2017
2	4740011579	GILLETTE	RAZORS CUST PLUS CP PIVOT S...	10.00CT		1	K1	72	10	0.14	9.20 in	3.80 in	1.70 in	Top	
3	4740012602	GOODNEWS	RAZORS DISPOSABLE PLUS	12.00CT		2	K1	72	24	0.33	1.74 in	3.65 in	6.39 in	Top	
4	7033072454	BIC	RAZORS DISP FLEX 3	4.00PK		1	K1	72	15	0.21	7.30 in	3.90 in	1.90 in	Top	
5	7033071397	BIC	RAZORS DISPOSABLE CMFRT 3 A...	4.00CT		1	K1	72	15	0.21	7.30 in	3.95 in	1.95 in	Top	
6	2450033204	PERSONNA	RAZORS DISPOSABLE MEN TWIN ...	10.00CT		1	K1	12	13	1.08	1.60 in	2.55 in	8.39 in	Top	
7	84105802020	SCHICK	RAZORS DISP	4.00CT		1	K1	12	12	1.00	7.44 in	3.94 in	1.33 in	Top	
8	84603600221	GOODSENSE	SHAVING MATRIX 3 TRPL BLAD DIS	1.00CT		1	K1	18	17	0.94	7.63 in	4.06 in	1.25 in	Front	
9	7033071417	BIC	RAZORS DISPOSABLE SOLEIL TW...	4.00PK		1	K1	72	15	0.21	7.28 in	3.94 in	1.80 in	Top	
10	4740030071	GILLETTE	RAZORS DAISY DISPOSABLE	1.00CT		1	K1	72	8	0.11	8.04 in	4.00 in	2.00 in	Top	

SHELF:8 Base		WIDTH:48 in		MERCH HEIGHT:10.12 in			DEPTH:26 in			SPACE AVAIL:0.42 in					
Loc...	UPC	Brand	NAME	SIZE	UOM	NOF	RSL	CS/PK	PACKOUT	Cases	H	W	D	Orientation	Add Date

SHAVING PRODUCTS/DEODORANT SECTION (HIGH PROFILE)

1	82775506017	VITALIS	DRESSING HAIRGROOM LIQUID	7.00OZ	1	K1	24	21	0.88	5.92 in	3.30 in	1.21 in	Front
2	81655901184	VO5	HAIRDRESSING CONDITONER	1.50OZ	1	K1	12	68	5.67	1.52 in	6.51 in	1.52 in	Front
3	1150904933	JUSTFORMEN	HAIRCOLOR MED BROWN	1.00EA	1	K1	12	14	1.17	6.15 in	3.30 in	1.85 in	Front
4	1150904936	JUSTFORMEN	HAIRCOLOR JET BLACK	1.00EA	1	K1	12	14	1.17	6.06 in	3.25 in	1.75 in	Front
5	1150904906	JUSTFORMEN	HAIRCOLOR JET BLCK MS BRD S...	1.00EA	1	K1	12	15	1.25	5.56 in	3.00 in	1.63 in	Front
6	1150904903	JUSTFORMEN	HAIRCOLOR MED BRWN MS BRD ...	1.00EA	1	K1	12	15	1.25	5.56 in	3.00 in	1.63 in	Front
7	1150900201	GRECIANFOR	HAIRCOLOR 16 LIQUID	4.00OZ	1	K1	24	20	0.83	6.56 in	3.50 in	1.26 in	Front
8	1096100383	GOODSENSE	FIRST AID STYPTIC PENCIL	1.00CT	1	K1	12	104	8.67	7.00 in	2.75 in	0.25 in	Front
9	1204401069	OLDSPICE	AFTER SHAVE CLASSIC	4.25OZ	1	K1	12	12	1.00	4.89 in	2.02 in	2.02 in	Front
10	82775507012	BRUT	COLOGNE LOTION SPLASH ON	7.00OZ	2	K1	12	22	1.83	5.40 in	2.20 in	2.20 in	Front
11	1150921132	AQUAVELVA	AFTER SHAVE ICE BLUE	3.50OZ	1	K1	12	21	1.75	4.92 in	3.33 in	1.20 in	Front
12	1150922151	LECTRICSHA	PRE SHAVE ORIGINAL	7.00OZ	1	K1	12	18	1.50	5.45 in	3.20 in	1.42 in	Front
13	2220000294	MENNEN	AFTER SHAVE SKN COND REG	3.00OZ	1	K1	24	23	0.96	4.57 in	2.97 in	1.12 in	Front
14	2220000254	MENNEN	AFTER SHAVE SKIN BRC REG	5.00OZ	1	K1	24	20	0.83	4.84 in	3.05 in	1.26 in	Front