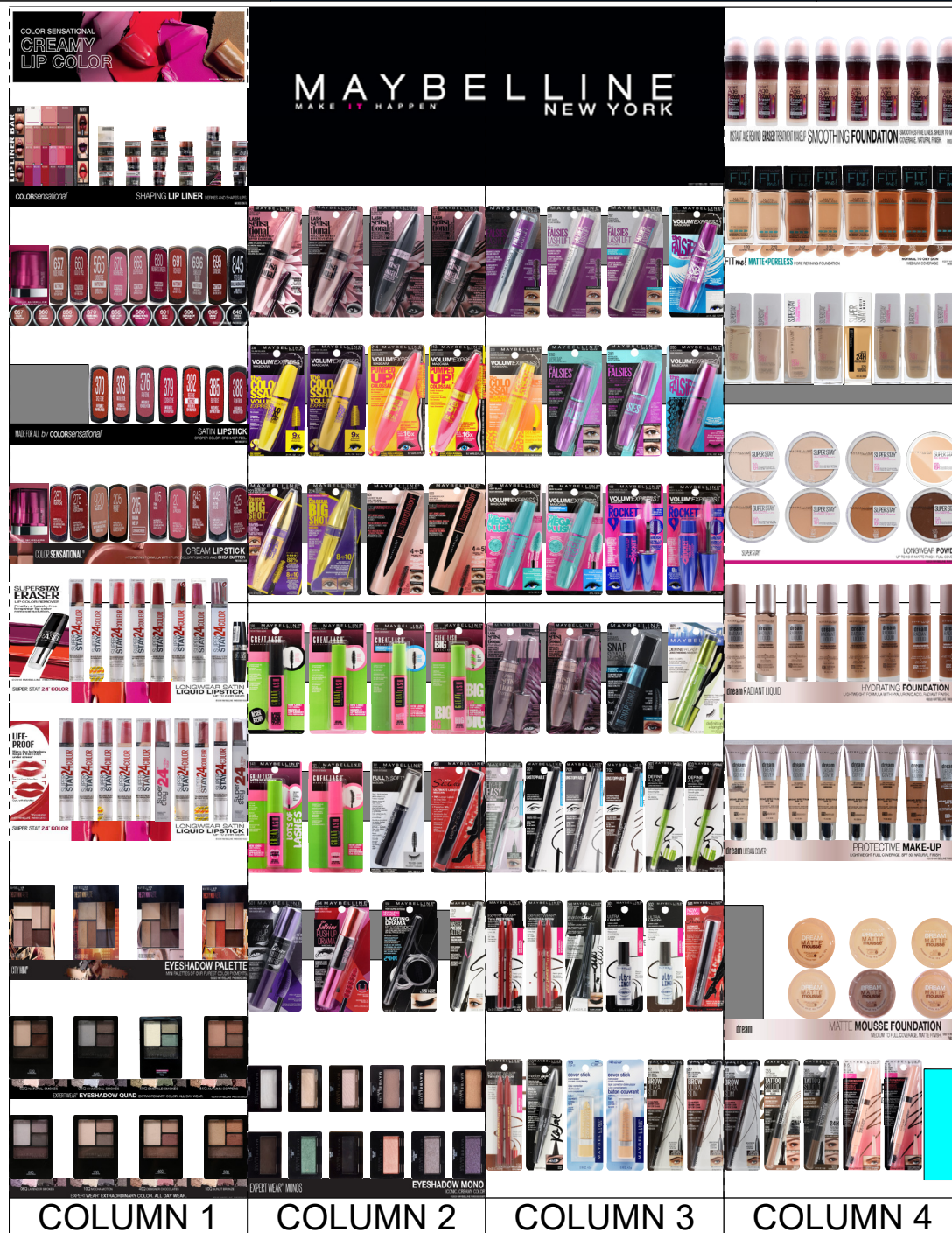




NOTCH SCHEMATIC

WAKEFERN / SHOPRITE 4' X 60" URBAN MAYBELLINE PLANOGRAM - Spring 2021

MNYWAK0460UULHNPDPQ_IS21.psa

Column: 1 - Row: 01 Notch: 28 Fixture Type: CHROME SIGN UR Fixture Description: CS FAMILY 4X12 **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000028278 SS Holder Re-Order Code:
 CHROME SIGN UR : PL2000000038 CHROME SIGN UR Rolled Up Code: N/A UPC Blade Code:

Column: 1 - Row: 02 Notch: 21 Fixture Type: TRAYS Fixture Description: CS LIP LINERS 1.1
 Shade Chart Re-Order Code: PM0000026216 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000028678 SS Holder Re-Order Code:
 TRAYS Re-Order Code: PM0000019869 TRAYS Rolled Up Code: PM0000019869 UPC Blade Code: PM0000021665

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
1	1	322119431	041554486032	COLOR SENSATIONAL MECHANICAL LIN...CLEAR		100	
2	1	322119457	041554486049	COLOR SENSATIONAL MECHANICAL LIN...NUDE WHISPER		105	
3	1	322119481	041554486094	COLOR SENSATIONAL MECHANICAL LIN...DUSTY ROSE		130	
4	1	322119520	041554486131	COLOR SENSATIONAL MECHANICAL LIN...BRICK RED		150	
5	1	322119449	041554486056	COLOR SENSATIONAL MECHANICAL LIN...PURELY NUDE		110	
6	1	322114376	041554549287	Color Sensational Shaping Lip Liner	Almond Rose	132	
7	1	322119554	041554486148	COLOR SENSATIONAL MECHANICAL LIN...WILD VIOLETS		155	
8	1	322114368	041554549300	Color Sensational Shaping Lip Liner	Beige Babe	102	
9	1	322119473	041554486063	COLOR SENSATIONAL MECHANICAL LIN...TOTALLY TOFFEE		115	
10	1	322114821	041554549348	Color Sensational Shaping Lip Liner	Pink Wink	134	
11	1	322114863	041554549324	Color Sensational Shaping Lip Liner	Divine Wine	153	
12	1	322114651	041554549355	Color Sensational Shaping Lip Liner	Raw Chocolate	118	
13	1	322119465	041554486100	COLOR SENSATIONAL MECHANICAL LIN...PALEST PINK		135	
14	1	322119546	041554492859	COLOR SENSATIONAL MECHANICAL LIN...RICH WINE		160	
15	1	322114847	041554549331	Color Sensational Shaping Lip Liner	Gone Grief	104	
16	1	322119499	041554486070	COLOR SENSATIONAL MECHANICAL LIN...RICH CHOCOLATE		120	
17	1	322119512	041554486117	COLOR SENSATIONAL MECHANICAL LIN...PINK CORAL		140	
18	1	322119504	041554492866	COLOR SENSATIONAL MECHANICAL LIN...PLUM PASSION		165	
19	1	322113320	041554486087	COLOR SENSATIONAL MECHANICAL LIN...MAGNETIC MAUVE		125	
20	1	322119538	041554486124	COLOR SENSATIONAL MECHANICAL LIN...VERY CHERRY		145	
21	1	322115623	041554549317	Color Sensational Shaping Lip Liner	Concrete Jungle	170	

Column: 1 - Row: 03 Notch: 15 Fixture Type: TRAYS Fixture Description: CS MATTES 1.1
 Shade Chart Re-Order Code: PM0000037452 SS Graphic Re-Order Code: PM0000033944
 Graphic Re-Order Code: SS Holder Re-Order Code: PM0000005942
 TRAYS Re-Order Code: PM0000024432 TRAYS Rolled Up Code: PM0000024432 UPC Blade Code: PM0000005714

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
22	1	322118142	041554453645	COLOR SEN THE MATTES	Nude Nuance	657	PM0000014866
23	1	322118875	041554429893	COLOR SEN THE MATTES	Touch of Spice	660	PM0000013399
24	1	322114601	041554496574	COLOR SEN THE MATTES	ALMOND ROSE	565	PM0000020654
25	1	322118859	041554429916	COLOR SEN THE MATTES	Ravishing Rose	670	PM0000013401
26	1	322114708	041554429909	COLOR SEN THE MATTES	Lust for Blush	665	PM0000013400
27	1	322118833	041554429930	COLOR SEN THE MATTES	Mesmerizing Magenta	680	PM0000013403
28	1	322118134	041554453638	COLOR SEN THE MATTES	Rich Ruby	691	PM0000014865
29	1	322118168	041554453690	COLOR SEN THE MATTES	Burgundy Blush	696	PM0000014871
30	1	322118817	041554429961	COLOR SEN THE MATTES	Divine Wine	695	PM0000013406
31	1	322111938	041554488777	COLOR SENSATIONAL LOADED BOLDS	Pitch Black	845	PM0000018204

Column: 1 - Row: 04 Notch: 9 Fixture Type: TRAYS Fixture Description: CS MADE FOR ALL 1.1 **
 Shade Chart Re-Order Code: PM0000028753 SS Graphic Re-Order Code: PM0000028754
 Graphic Code: PM0000028756,PM0000028757,PM0000031905 SS Holder Re-Order Code: PM0000027620
 TRAYS Re-Order Code: PL2000000434 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000021665

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
32	1	322210570	041554564839	CS MADE FOR YOU	SPICE FOR ME	370	
33	1	322210596	041554564815	CS MADE FOR YOU	MAUVE FOR ME	373	
34	1	322210619	041554566772	CS MADE FOR YOU	PINK FOR ME	376	
35	1	322210601	041554564860	CS MADE FOR YOU	FUCHSIA FOR ME	379	
36	1	322210635	041554564846	CS MADE FOR YOU	RED FOR ME	382	
37	1	322210627	041554564853	CS MADE FOR YOU	RUBY FOR ME	385	
38	1	322210588	041554564877	CS MADE FOR YOU	PLUM FOR ME	388	

Column: 1 - Row: 05 Notch: 3 Fixture Type: TRAYS Fixture Description: CS CREAMS 1.1 RENO **
 Shade Chart Re-Order Code: PM0000035471,PM0000035472 SS Graphic Re-Order Code: PM0000033908
 Graphic Re-Order Code: PM0000033907,PM0000033909 SS Holder Re-Order Code: PM0000027630
 TRAYS Re-Order Code: PL2000000446 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000021665

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
39	1	322113477	041554264630	COLOR SEN LIPSTICK	Rum Riche	280	PM0000007184
40	1	322110770	041554198645	COLOR SEN LIPSTICK	Crazy For Coffee	275	PM0000006187
41	1	322117285	041554408546	COLOR SEN BUFFS	NUDE LUST	920	PM0000011889

Row: 01 Lower Notch: 28

Row: 02 Lower Notch: 21

Row: 03 Lower Notch: 15

Row: 04 Lower Notch: 9

Row: 05 Lower Notch: 3

Row: 06 Lower Notch: 26

Row: 07 Lower Notch: 19

Row: 08 Lower Notch: 12

Row: 09 Lower Notch: 6

Row: 10 Lower Notch: 1

NOTCH SCHEMATIC

WAKEFERN / SHOPRITE 4' X 60" URBAN MAYBELLINE PLANOGRAM - Spring 2021						
42	1	322110291	041554198560	COLOR SEN LIPSTICK	Nearly There	205
43	1	322110453	041554198591	COLOR SEN LIPSTICK	Warm Me Up	235
44	1	322110623	041554198300	COLOR SEN LIPSTICK	Pink Wink	105
45	1	322112845	041554248913	COLOR SEN LIPSTICK	Pink & Proper	20
46	1	322111043	041554198553	COLOR SEN LIPSTICK	Red Revival	645
47	1	322110924	041554198423	COLOR SEN LIPSTICK	On The Mauve	445
48	1	322110908	041554198409	COLOR SEN LIPSTICK	Plum Paradise	425

Column: 1 - Row: 06 Notch: 26 Fixture Type: TRAYS				Fixture Description: SS 24HR 1.2 (NON REFLOW) **			
Shade Chart Re-Order Code: PM0000036635				SS Graphic Re-Order Code: PM0000036551			
Graphic Re-Order Code: PM0000031083				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PL2000000386				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM000006941	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
49	1	322113029	041554237726	SS 2 STEP 24 HR LIPCOLOR	Everlasting Wine	005	PM000006080
50	1	322113299	041554237740	SS 2 STEP 24 HR LIPCOLOR	All Day Cherry	015	PM000006116
51	1	322113435	041554237757	SS 2 STEP 24 HR LIPCOLOR	Continuous Coral	020	PM000006117
52	1	322112667	041554237801	SS 2 STEP 24 HR LIPCOLOR	Wear On Wildberry	045	PM000006122
53	1	322117196	041554494969	SUPERSTAY SUPER IMPACT	ETERNAL CHERRY	200	PM0000023449
54	1	N/A	041554558890	SuperStay 24 Smile Brightners	Optic Ruby	310	
55	1	322116831	041554494983	SUPERSTAY SUPER IMPACT	24/7 FUSCHIA	220	PM0000023451
56	1	N/A	041554558906	SuperStay 24 Smile Brightners	Frozen Rose	315	
57	1	322117099	041554494891	SUPERSTAY ERASER	SUPERSTAY ERASER	00	PM0000023453

Column: 1 - Row: 07 Notch: 19 Fixture Type: TRAYS				Fixture Description: SS 24HR 2.2 (NON REFLOW) **			
Shade Chart Re-Order Code: PM0000029085				SS Graphic Re-Order Code: PM0000031255			
Graphic Re-Order Code: PM0000031083				SS Holder Re-Order Code: PM000006942			
TRAYS Re-Order Code: PL2000000386				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM000006941	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
58	1	322113037	041554237818	SS 2 STEP 24 HR LIPCOLOR	Unlimited Raisin	050	PM000006123
59	1	322112926	041554237825	SS 2 STEP 24 HR LIPCOLOR	Perpetual Plum	055	PM000006124
60	1	322113778	041554237870	SS 2 STEP 24 HR LIPCOLOR	Infinite Petal	080	PM000006129
61	1	322113061	041554237894	SS 2 STEP 24 HR LIPCOLOR	Timeless Rose	090	
62	1	322113273	041554237917	SS 2 STEP 24 HR LIPCOLOR	Very Cranberry	100	PM000006133
63	1	322113095	041554237931	SS 2 STEP 24 HR LIPCOLOR	So Pearly Pink	110	PM000006135
64	1	322113087	041554237948	SS 2 STEP 24 HR LIPCOLOR	Forever Chestnut	115	PM000006136
65	1	322113053	041554237955	SS 2 STEP 24 HR LIPCOLOR	Always Heather	120	PM000006137
66	1	322116158	041554335927	SS 2 STEP 24 HR LIPCOLOR	Constant Toast	136	PM0000010808
67	1	322112675	041554238006	SS 2 STEP 24 HR LIPCOLOR	Constant Cocoa	145	PM000006142

Column: 1 - Row: 08 Notch: 12 Fixture Type: TRAYS				Fixture Description: CITY MINI PALETTES 1.1 **			
Shade Chart Re-Order Code: PM0000028375				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000033852				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PL2000000445				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000013507	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
68	1	322149818	041554540772	CITY MINI PALETTES	MATTE ABOUT TOWN	480	
69	1	322115665	041554499742	CITY MINI PALETTES	Rooftop Bronzes	400	
70	1	322115348	041554499735	CITY MINI PALETTES	Chill Brunch Neutrals	410	
71	1	322115770	041554499766	CITY MINI PALETTES	Downtown Sunrise	430	

Column: 1 - Row: 09 Notch: 6 Fixture Type: TRAYS				Fixture Description: EW QUADS 1.2 **			
Shade Chart Re-Order Code: PM0000028429				SS Graphic Re-Order Code:			
Graphic Re-Order Code:				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PL2000000023				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000007818	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
72	1	322111491	041554409093	EXPERT WEAR QUADS	Natural Smokes	2Q	
73	1	322118574	041554409147	EXPERT WEAR QUADS	Charcoal Smokes	4Q	
74	1	322112104	041554409239	EXPERT WEAR QUADS	Emerald Smokes	48Q	
75	1	322112138	041554409260	EXPERT WEAR QUADS	Autumn Coppers	44Q	

Column: 1 - Row: 10 Notch: 1 Fixture Type: TRAYS				Fixture Description: EW QUADS 2.2 **			
Shade Chart Re-Order Code: PM0000028431				SS Graphic Re-Order Code:			
Graphic Re-Order Code:				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PL2000000023				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000007818	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
76	1	322118524	041554409192	EXPERT WEAR QUADS	Lavender Smokes	8Q	
77	1	322118558	041554409116	EXPERT WEAR QUADS	Mocha Motion	10Q	
78	1	322112968	041554409130	EXPERT WEAR QUADS	Designer Chocolates	40Q	
79	1	322111873	041554409123	EXPERT WEAR QUADS	Sunlit Bronze	50Q	

Row: 01

Lower Notch: 28

Row: 02

Lower Notch: 21

Row: 03

Lower Notch: 15

Row: 04

Lower Notch: 9

Row: 05

Lower Notch: 3

Row: 06

Lower Notch: 26

Row: 07

Lower Notch: 19

Row: 08

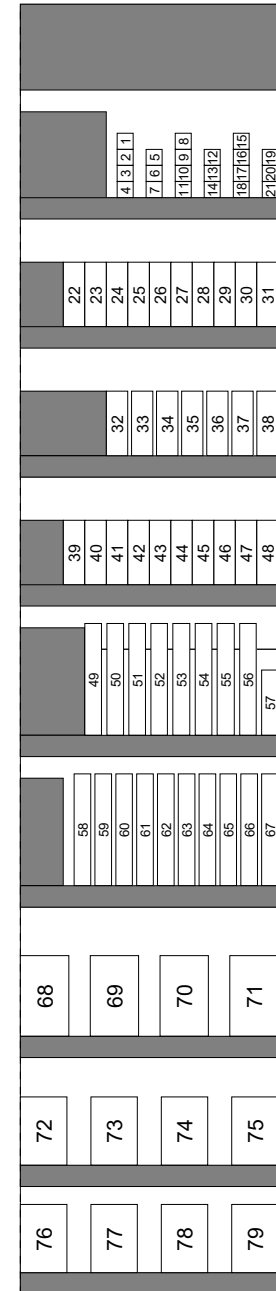
Lower Notch: 12

Row: 09

Lower Notch: 6

Row: 10

Lower Notch: 1



NOTCH SCHEMATIC

WAKEFERN / SHOPRITE 4' X 60" URBAN MAYBELLINE PLANOGRAM - Spring 2021

MNYWAK0460UULHNPDPQ_IS21.psa

Column: 2 - Row: 01 Notch: 22 Fixture Type: HEADER Fixture Description: MNY LOGO HDR 2' FLAT FRONT UNLIT **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000021064 SS Holder Re-Order Code:
 HEADER Re-Order Code: PL200000244 HEADER Rolled Up Code: N/A UPC Blade Code:

Column: 2 - Row: 02 Notch: 18 Fixture Type: HOOK BARS				Fixture Description: 4HK GENERIC URBAN HKBR UNLIT			
Shade Chart Re-Order Code:				SS Graphic Re-Order Code:			
Graphic Re-Order Code:				SS Holder Re-Order Code:			
HOOK BARS Re-Order Code: 041554984507				HOOK BARS Rolled Up Code: 041554984507			
UPC Blade Code: 041554994452							
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
80	1	322118906	041554420616	LASH SENSATIONAL	Blackest Black	00	
81	1	322118922	041554420623	LASH SENSATIONAL	Very Black	01	
82	1	322119180	041554460247	LASH SENSATIONAL LUSCIOUS	Blackest Black WSH	00	
83	1	322119164	041554460254	LASH SENSATIONAL LUSCIOUS	Very Black WSH	01	

Column: 2 - Row: 03			Notch: 11		Fixture Type: HOOK BARS		Fixture Description: 4HK GENERIC URBAN HKBR UNLIT				
Shade Chart Re-Order Code:				SS Graphic Re-Order Code:							
Graphic Re-Order Code:				SS Holder Re-Order Code:							
HOOK BARS Re-Order Code: 041554984507				HOOK BARS Rolled Up Code: 041554984507				UPC Blade Code: 041554994452			
Loc ID	Fac	Acct Code	UPC		Description		Shade		Shade #		Chip Codes
84	1	322181755	041554050899		VOLUM' EXPRESS COLOSSAL		Glam Black		00		
85	1	322181763	041554050905		VOLUM' EXPRESS COLOSSAL		Classic Black		01		
86	1	322118338	041554409291		PUMPED UP! COLOSSAL WSH		Glam Black		00		
87	1	322118346	041554409284		PUMPED UP! COLOSSAL WSH		Classic Black		01		

Column: 2 - Row: 04 Notch: 4 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT							
Shade Chart Re-Order Code: SS Graphic Re-Order Code:							
Graphic Re-Order Code: SS Holder Re-Order Code:							
HOOK BARS Re-Order Code: 041554984507 HOOK BARS Rolled Up Code: 041554984507 UPC Blade Code: 041554994452							
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
88	1	322113223	041554493719	COLOSSAL BIG SHOT	BLACKEST BLACK WSH	223	
89	1	322113249	041554493726	COLOSSAL BIG SHOT	VERY BLACK WSH	224	
90	1	322111831	041554522556	FALSIES TEMPTATION	BLKST BLK	601	
91	1	322111899	041554522570	FALSIES TEMPTATION	BROWNISH BLK	603	

Column: 2 - Row: 05		Notch: 27		Fixture Type: HOOK BARS		Fixture Description: 4HK GENERIC URBAN HKBR UNLIT	
Shade Chart Re-Order Code:				SS Graphic Re-Order Code:			
Graphic Re-Order Code:				SS Holder Re-Order Code:			
HOOK BARS Re-Order Code: 041554984507				HOOK BARS Rolled Up Code: 041554984507		UPC Blade Code: 041554994452	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
92	1	322186006	041554670745	GREAT LASH MASCARA	Blackest Black	00	
93	1	322183896	041554532722	GREAT LASH MASCARA	Very Black	1	
94	1	322185880	041554626964	GREAT LASH WATERPROOF	Very Black	1	
95	1	322181111	041554209327	GREAT LASH BIG	Very Black	01	

Column: 2 - Row: 06		Notch: 20		Fixture Type: HOOK BARS		Fixture Description: 4HK GENERIC URBAN HKBR UNLIT					
Shade Chart Re-Order Code:				SS Graphic Re-Order Code:							
Graphic Re-Order Code:				SS Holder Re-Order Code:							
HOOK BARS Re-Order Code: 041554984507				HOOK BARS Rolled Up Code: 041554984507				UPC Blade Code: 041554994452			
Loc ID	Fac	Acct Code	UPC	Description		Shade	Shade #		Chip Codes		
96	1	322180173	041554239416	Great Lash Lots of Lashes		Very Black	01		1		
97	1	322183561	041554565294	CURVED BRUSH GREAT LASH WASHAB...		Very Black	1		1		
98	1	322183901	041554699159	FULL 'N SOFT WASHABLE		Very Black	1		1		
99	1	322181925	041554054156	LASH STILETTO		Very Black	1		1		

Column: 2 - Row: 07			Notch: 13		Fixture Type: HOOK BARS		Fixture Description: 4HK GENERIC URBAN HKBR UNLIT			
Shade Chart Re-Order Code:					SS Graphic Re-Order Code:					
Graphic Re-Order Code:					SS Holder Re-Order Code:					
HOOK BARS Re-Order Code: 041554984507					HOOK BARS Rolled Up Code: 041554984507			UPC Blade Code: 041554994452		
Loc ID	Fac	Acct Code	UPC		Description		Shade	Shade #	Chip Codes	
100	1	322112277	041554459890	FALSIES PUSH UP DRAMA ANGEL		Blackest Black	00			
101	1	322118249	041554443462	PUSH UP DRAMA WSH		Blackest Black	00			
102	1	322180686	041554220186	EYE STUDIO GEL LINER		Blackest Black	50			
103	1	322113891	041554568226	EYE STUDIO MASTER PREC ALL DAY		Black	110			

Column: 2 - Row: 08 Notch: 1 Fixture Type: TRAYS Fixture Description: EW MONOS 1.1 (2TIER) **
 Shade Chart Re-Order Code: PM0000028848, PM0000028849 SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000033870 SS Holder Re-Order Code:
 TRAYS Re-Order Code: PL2000000442 TRAYS Rolled Up Code: N/A UPC Blade Code: PM0000021665

Row: 01

Lower Notch: 22

Row: 02

Lower Notch: 18

Row: 03

Lower Notch: 11

Row: 04

Lower Notch: 4

Row: 05

Lower Notch: 27

Row: 06

Lower Notch: 20

Row: 07

Lower Notch: 13

Row: 08

Lower Notch: 1

NOTCH SCHEMATIC

WAKEFERN / SHOPRITE 4' X 60" URBAN MAYBELLINE PLANOGRAM - Spring 2021						
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
104	1	322115102	041554492644	New Expertwear Monos	Vanilla	100S
105	1	322115542	041554492682	New Expertwear Monos	Made for Mocha	140S
106	1	322115453	041554490749	New Expertwear Monos	Soft Pearl	10S
107	1	322115461	041554490824	New Expertwear Monos	Forest Green	80S
108	1	322115479	041554490763	New Expertwear Monos	Seashell	30S
109	1	322115576	041554492651	New Expertwear Monos	Night Sky	110S
110	1	322115152	041554490770	New Expertwear Monos	Nude Glow	40S
111	1	322112984	041554552201	New Expertwear Monos	Dusty Rose	200S
112	1	322115487	041554490756	New Expertwear Monos	Linen	20S
113	1	322115144	041554490787	New Expertwear Monos	Tastefully Taupe	50S
114	1	322115136	041554490794	New Expertwear Monos	The Glo Down	60S
115	1	322115518	041554492712	New Expertwear Monos	Humdrum Plum	170S

Row: 01							Lower Notch: 22
Row: 02	80	81	82	83			Lower Notch: 18
Row: 03	84	85	86	87			Lower Notch: 11
Row: 04	88	89	90	91			Lower Notch: 4
Row: 05	92	93	94	95			Lower Notch: 27
Row: 06	96	97	98	99			Lower Notch: 20
Row: 07	100	101	102	103			Lower Notch: 13
	104	106	108	110	112	114	
Row: 08	105	107	109	111	113	115	Lower Notch: 1

NOTCH SCHEMATIC

WAKEFERN / SHOPRITE 4' X 60" URBAN MAYBELLINE PLANOGRAM - Spring 2021

MNYWAK0460UULHNOPDQ_IS21.psa

Column: 2 - Row: 01 Notch: 22 Fixture Type: HEADER Fixture Description: MNY LOGO HDR 2' FLAT FRONT UNLIT **

Shade Chart Re-Order Code: SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000021064 SS Holder Re-Order Code:

HEADER Re-Order Code: PL200000244 HEADER Rolled Up Code: N/A UPC Blade Code:

Column: 3 - Row: 02 Notch: 18 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

Shade Chart Re-Order Code: SS Graphic Re-Order Code:

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

HOOK BARS Re-Order Code: 041554984507 HOOK BARS Rolled Up Code: 041554984507 UPC Blade Code: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
116	1	N/A	041554578478	FALSIES SALON LIFT	Blackest Black	200	
117	1	N/A	041554578485	FALSIES SALON LIFT	VERY BLACK	201	
118	1	N/A	041554578492	FALSIES SALON LIFT WTP	VERY BLACK (WTP)	202	
119	1	322184606	041554268706	FALSIES FLARED	Blackest Black	00	

Column: 3 - Row: 03 Notch: 11 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

Shade Chart Re-Order Code: SS Graphic Re-Order Code:

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

HOOK BARS Re-Order Code: 041554984507 HOOK BARS Rolled Up Code: 041554984507 UPC Blade Code: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
120	1	322210025	041554288254	CAT EYES MASCARA	Glam Black	01	
121	1	322180157	041554217957	FALSIES MASCARA	Blackest Black	00	
122	1	322180262	041554217964	FALSIES MASCARA	Very Black	01	
123	1	322114059	041554240337	FALSIES BLACK DRAMA WASHABLE	Black Drama	10	

Column: 3 - Row: 04 Notch: 4 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

Shade Chart Re-Order Code: SS Graphic Re-Order Code:

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

HOOK BARS Re-Order Code: 041554984507 HOOK BARS Rolled Up Code: 041554984507 UPC Blade Code: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
124	1	322111239	041554281460	MEGA PLUSH MASCARA	Very Black	01	
125	1	322111784	041554281484	MEGA PLUSH MASCARA WP	Very Black	01	
126	1	322115283	041554288384	VE ROCKET MASCARA	Blackest Black	00	
127	1	322115259	041554288377	VE ROCKET MASCARA	Very Black	01	

Column: 3 - Row: 05 Notch: 27 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

Shade Chart Re-Order Code: SS Graphic Re-Order Code:

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

HOOK BARS Re-Order Code: 041554984507 HOOK BARS Rolled Up Code: 041554984507 UPC Blade Code: 041554994452

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
128	1	322115869	041554496185	LASH SENSATIONAL CURVITUDE	Blkst Black WSH	710	
129	1	322116108	041554496192	LASH SENSATIONAL CURVITUDE	Very Black WSH	720	
130	1	N/A	041554578539	SNPSACARA	PITCH BLACK (WTP)	340	
131	1	322182248	041554007503	DEFINE-A-LASH LENGTH MASCARA	Very Black	1	

Column: 3 - Row: 06 Notch: 20 Fixture Type: HOOK BARS Fixture Description: 6HK UNSTOPPABLE (DEMO) HKBR UNLIT **

Shade Chart Re-Order Code: SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000035835 SS Holder Re-Order Code:

HOOK BARS Re-Order Code: PL2000000147 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
132	1	N/A	041554578607	HYPER EASY LIQUID LINER	PITCH BLACK	800	
133	1	322182816	041554513493	UNSTOPPABLE EYELINER - CARDED	Onyx	10	
134	1	322182832	041554513530	UNSTOPPABLE EYELINER - CARDED	Pewter	30	
135	1	322182858	041554513561	UNSTOPPABLE EYELINER - CARDED	Espresso	60	
136	1	322183448	041554009071	DEFINE A LINE	Ebony Black	1	
137	1	322183422	041554009095	DEFINE A LINE	Brownish Black	3	

Column: 3 - Row: 07 Notch: 13 Fixture Type: HOOK BARS Fixture Description: 6HK EXPERT EYES TWIN BRW HKBR UNLIT **

Shade Chart Re-Order Code: SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000028359 SS Holder Re-Order Code:

HOOK BARS Re-Order Code: PL2000000147 HOOK BARS Rolled Up Code: N/A UPC Blade Code: PM0000008588

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
138	1	322184509	041554530179	EXPERT EYES TWIN BROW & EYE PENC...	Velvet Black	01	
139	1	322184494	041554530254	EXPERT EYES TWIN BROW & EYE PENC...	Dark Brown	02	
140	1	322181048	041554294231	MASTER DUO LINER	Black Lacquer	500	
141	1	322182963	041554533156	LINEWORKS ULTRA LINER WATERPROOF	Black	1	
142	1	322183121	041554533163	LINEWORKS ULTRA LINER WATERPROOF	Dark Brown	2	
143	1	322181006	041554209440	LINE STILETTO LIQUID LINER	Blackest Black	1	

Row: 01

Lower Notch: 22

Row: 02

Lower Notch: 18

Row: 03

Lower Notch: 11

Row: 04

Lower Notch: 4

Row: 05

Lower Notch: 27

Row: 06

Lower Notch: 20

Row: 07

Lower Notch: 13

Row: 08

Lower Notch: 5

NOTCH SCHEMATIC

WAKEFERN / SHOPRITE 4' X 60" URBAN MAYBELLINE PLANOGRAM - Spring 2021

Column: 3 - Row: 08		Notch: 5	Fixture Type: HOOK BARS	Fixture Description: 6HK BRW ULTRA SLIM (DEMO) HKBR UNLIT **			
Shade Chart Re-Order Code:		SS Graphic Re-Order Code:		SS Holder Re-Order Code:			
Graphic Re-Order Code: PM0000031772		HOOK BARS Re-Order Code: PL2000000147		HOOK BARS Rolled Up Code: N/A		UPC Blade Code: PM0000008588	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
144	1	322184486	041554530667	EXPERT EYES TWIN BROW & EYE PENC...	Medium Brown	03	
145	1	322116190	041554415438	EYE STUDIO MASTER KAJAL LINER	Onyx Rush	510	
146	1	322212506	041554543872	COVER STICK (CORRECTOR)	Ivory	1	
147	1	322215083	041554543896	COVER STICK (CORRECTOR)	Medium Beige	3	
148	1	N/A	041554572308	BROW ULTRA SLIM	SOFT BROWN	255	
149	1	N/A	041554572322	BROW ULTRA SLIM	MEDIUM BROWN	257	

Row: 01					Lower Notch: 22
Row: 02	116	117	118	119	Lower Notch: 18
Row: 03	120	121	122	123	Lower Notch: 11
Row: 04	124	125	126	127	Lower Notch: 4
Row: 05	128	129	130	131	Lower Notch: 27
Row: 06	132	133	134	135	Lower Notch: 20
Row: 07	138	139	140	141	Lower Notch: 13
Row: 08	144	145	146	147	Lower Notch: 5

NOTCH SCHEMATIC

WAKEFERN / SHOPRITE 4' X 60" URBAN MAYBELLINE PLANOGRAM - Spring 2021

MNYWAK0460UULHNPDPQ_IS21.psa

Column: 4 - Row: 01 Notch: 24 Fixture Type: TRAYS				Fixture Description: IAR ERASER FNDTN 1.1 **			
Shade Chart Re-Order Code: PM0000028509				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000031080				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PL2000000385				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000008633	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
150	1	322111328	041554220063	IAR ERASER FOUNDATION	Creamy Ivory	120	PM0000004171
151	1	322111336	041554220070	IAR ERASER FOUNDATION	Buff Beige	130	PM0000004172
152	1	322111344	041554220087	IAR ERASER FOUNDATION	Classic Ivory	150	PM0000004173
153	1	322111352	041554220094	IAR ERASER FOUNDATION	Nude	190	PM0000004174
154	1	322111394	041554220100	IAR ERASER FOUNDATION	Creamy Natural	200	PM0000004195
155	1	322111409	041554220117	IAR ERASER FOUNDATION	Sandy Beige	220	PM0000004175
156	1	322111417	041554220124	IAR ERASER FOUNDATION	Pure Beige	250	PM0000004176
157	1	322111467	041554220155	IAR ERASER FOUNDATION	Medium Beige	300	PM0000004179

Column: 4 - Row: 02 Notch: 18 Fixture Type: TRAYS				Fixture Description: FM M&P FNDTN 1.1 (AA/H) **			
Shade Chart Re-Order Code: PM0000033826				SS Graphic Re-Order Code:			
Graphic Re-Order Code:				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PL2000000439				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000014575	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
158	1	322119033	041554433449	FitMe MATTE+PORELESS FNDTN	Clisc Ivory	120	
159	1	322119059	041554433470	FitMe MATTE+PORELESS FNDTN	Ntrl Beige	220	
160	1	322116970	041554538700	FitMe MATTE+PORELESS FNDTN	LIGHT HONEY	242	
161	1	322114897	041554433500	FitMe MATTE+PORELESS FNDTN	Sun Beige	310	
162	1	322119041	041554438192	FitMe MATTE+PORELESS FNDTN	Warm Honey	322	
163	1	322119025	041554433524	FitMe MATTE+PORELESS FNDTN	Coconut	355	
164	1	322111726	041554466522	FitMe MATTE+PORELESS FNDTN	MOCHA	360	
165	1	322116954	041554538748	FitMe MATTE+PORELESS FNDTN	JAVA	375	

Column: 4 - Row: 03 Notch: 11 Fixture Type: TRAYS				Fixture Description: SS FC FNDTN 1.1 **			
Shade Chart Re-Order Code: PM0000037095				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000033863				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PL2000000437				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000008633	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
166	1	322113875	041554541403	SUPERSTAY FULL COVERAGE FOUNDA...	Porcelain	110	
167	1	322113867	041554541410	SUPERSTAY FULL COVERAGE FOUNDA...	Natural Ivory	112	
168	1	N/A	041554559415	SUPERSTAY FULL COVERAGE FOUNDA...	Light Beige	118	
169	1	322113972	041554541427	SUPERSTAY FULL COVERAGE FOUNDA...	Classic Ivory	120	
170	1	N/A	041554589900	SUPERSTAY FULL COVERAGE FOUNDA...	Medium Beige	129	
171	1	322114944	041554541458	SUPERSTAY FULL COVERAGE FOUNDA...	Natural Beige	220	
172	1	322114936	041554541465	SUPERSTAY FULL COVERAGE FOUNDA...	Sun Beige	310	
173	1	322113883	041554541519	SUPERSTAY FULL COVERAGE FOUNDA...	Coconut	355	

Column: 4 - Row: 04		Notch: 3	Fixture Type: TRAYS		Fixture Description: SS FC PDR 1.1 **		
Shade Chart Re-Order Code: PM0000028800,PM0000028801				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000033864				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PL2000000436				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
174	1	322210211	041554562804	SUPERSTAY FULL COVERAGE POWDER	Fair Porcelain	102	
175	1	322210203	041554562873	SUPERSTAY FULL COVERAGE POWDER	Golden	312	
176	1	322210172	041554562811	SUPERSTAY FULL COVERAGE POWDER	Porcelain	110	
177	1	322210253	041554563368	SUPERSTAY FULL COVERAGE POWDER	Honey	320	
178	1	322210156	041554562835	SUPERSTAY FULL COVERAGE POWDER	Classic Ivory	120	
179	1	322210198	041554562903	SUPERSTAY FULL COVERAGE POWDER	Coconut	355	
180	1	322210229	041554562866	SUPERSTAY FULL COVERAGE POWDER	Natural Beige	220	
181	1	322210245	041554563375	SUPERSTAY FULL COVERAGE POWDER	Java	375	

Column: 4 - Row: 05				Notch: 26	Fixture Type: TRAYS	Fixture Description: DRM RADIANT FNDTN 1.1 **		
Shade Chart Re-Order Code: PM0000034448				SS Graphic Re-Order Code:				
Graphic Re-Order Code: PM0000034479				SS Holder Re-Order Code:				
TRAYS Re-Order Code: PL2000000550				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665		
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes	
182	1	N/A	041554579048	DREAM RADIANT LIQUID FOUNDATION	Fair Porcelain	02		
183	1	N/A	041554579079	DREAM RADIANT LIQUID FOUNDATION	Porcelain Ivory	10		
184	1	N/A	041554579086	DREAM RADIANT LIQUID FOUNDATION	Classic Ivory	20		
185	1	N/A	041554579109	DREAM RADIANT LIQUID FOUNDATION	Nude Beige	35		
186	1	N/A	041554579161	DREAM RADIANT LIQUID FOUNDATION	Cashew	80		
187	1	N/A	041554579178	DREAM RADIANT LIQUID FOUNDATION	Honey Beige	90		
188	1	N/A	041554579192	DREAM RADIANT LIQUID FOUNDATION	Coconut	125		
189	1	N/A	041554579215	DREAM RADIANT LIQUID FOUNDATION	Cocoa	130		

Row: 01

Lower Notch: 24

Row: 02

Lower Notch: 18

Row: 03

Lower Notch: 11

Row: 04

Lower Notch: 3

Row: 05

Lower Notch: 26

Row: 06

Lower Notch: 18

Row: 07

Lower Notch: 9

Row: 08

Lower Notch: 5

NOTCH SCHEMATIC

WAKEFERN / SHOPRITE 4' X 60" URBAN MAYBELLINE PLANOGRAM - Spring 2021

Column: 4 - Row: 06 Notch: 18 Fixture Type: TRAYS				Fixture Description: DRM URBAN COVER 1.1 **			
Shade Chart Re-Order Code: PM0000031535				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000031538				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PL2000000478				UPC Blade Code: PM0000021665			
TRAYS Rolled Up Code: N/A							
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
190	1	N/A	041554571523	DREAM URBAN COVER FOUNDATION	Porcelain	110	
191	1	N/A	041554571530	DREAM URBAN COVER FOUNDATION	Natural Ivory	112	
192	1	N/A	041554571554	DREAM URBAN COVER FOUNDATION	Classic Ivory	120	
193	1	N/A	041554571561	DREAM URBAN COVER FOUNDATION	Warm Nude	128	
194	1	N/A	041554571592	DREAM URBAN COVER FOUNDATION	Natural Beige	220	
195	1	N/A	041554571639	DREAM URBAN COVER FOUNDATION	Toffee	330	
196	1	N/A	041554571653	DREAM URBAN COVER FOUNDATION	Café Au Lait	348	
197	1	N/A	041554571677	DREAM URBAN COVER FOUNDATION	Java	375	

Column: 4 - Row: 07 Notch: 9 Fixture Type: TRAYS				Fixture Description: DRM MATTE MOUSSE 1.1 **			
Shade Chart Re-Order Code: PM0000033813,PM0000033814				SS Graphic Re-Order Code: PM0000031248			
Graphic Re-Order Code: PM0000031253				SS Holder Re-Order Code:			
TRAYS : PL2000000380, PL2000000460				UPC Blade Code:			
TRAYS Rolled Up Code: N/A							
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
198	1	322113655	041554507096	DREAM MATTE MOUSSE FOUNDATION	Porcelain Ivory	10	PM0000015501
199	1	322111247	041554507133	DREAM MATTE MOUSSE FOUNDATION	Creamy Natural	50	PM0000015495
200	1	322113663	041554507102	DREAM MATTE MOUSSE FOUNDATION	Classic Ivory	20	PM0000015493
201	1	322111718	041554507157	DREAM MATTE MOUSSE FOUNDATION	Pure Beige	70	PM0000015502
202	1	322111425	041554507126	DREAM MATTE MOUSSE FOUNDATION	Nude	40	PM0000015500
203	1	322116857	041554537741	DREAM MATTE MOUSSE FOUNDATION	Natural Beige	75	PM0000015499

Column: 4 - Row: 08 Notch: 5 Fixture Type: HOOK BARS				Fixture Description: 6HK TS BRW TINT PEN (DEMO) HKBR UNLIT **			
Shade Chart Re-Order Code:				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000028370				SS Holder Re-Order Code:			
HOOK BARS Re-Order Code: PL2000000147				UPC Blade Code: PM0000008588			
HOOK BARS Rolled Up Code: N/A							
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
204	1	N/A	041554572339	BROW ULTRA SLIM	DEEP BROWN	260	
205	1	322113744	041554545029	TATTOOSTUDIO BROW TINT PEN	Soft Brown	355	
206	1	322114295	041554547092	TATTOOSTUDIO BROW TINT PEN	Deep Brown	365	
207	1	322116865	041554545074	TEMPTATION BROW	SOFT BROWN	305	
208	1	322116182	041554545098	TEMPTATION BROW	DEEP BROWN	315	

Row: 01	150	151	152	153	154	155	156	157	Lower Notch: 24
Row: 02	158	159	160	161	162	163	164	165	Lower Notch: 18
Row: 03	166	167	168	169	170	171	172	173	Lower Notch: 11
Row: 04	174	175	176	177	178	179	180	181	Lower Notch: 3
Row: 05	182	183	184	185	186	187	188	189	Lower Notch: 26
Row: 06	190	191	192	193	194	195	196	197	Lower Notch: 18
Row: 07			198	199	200	201	202	203	Lower Notch: 9
Row: 08	204	205	206	207	208				Lower Notch: 5



MAYBE

MAKE IT HAPPEN



EXPERT WEAR MONOS EYESHADOW MONO





INSTANT AGE PEPTIDE ERASER FOUNDATION SMOOTHING FOUNDATION
BROOKLYN PRELINES OVER TO MEDIUM COVERAGE, MEDIUM FINISH



FIT me! MATTE-PORELESS PORE REFINING FOUNDATION
MEDIUM TO FULL COVERAGE, MEDIUM COVERAGE



SUPERSTAY LONGWEAR POWDER
UP TO 24H MATTES, FULL COVERAGE



dream RADIANT LIQUID HYDRATING FOUNDATION
LIGHTWEIGHT FORMULA WITH HYALURONIC ACID, MEDIUM FINISH



dream URBAN COVER PROTECTIVE MAKE-UP
LIGHTWEIGHT FULL COVERAGE, UP TO 24H MATTES, FULL COVERAGE



dream MATTE MOUSSE FOUNDATION
MEDIUM TO FULL COVERAGE, MATTES FINISH

