



NOTCH SCHEMATIC

WAKEFERN / SHOPRITE 6' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

MNYWAK0672UULH.NOPDQ_IS21.psa

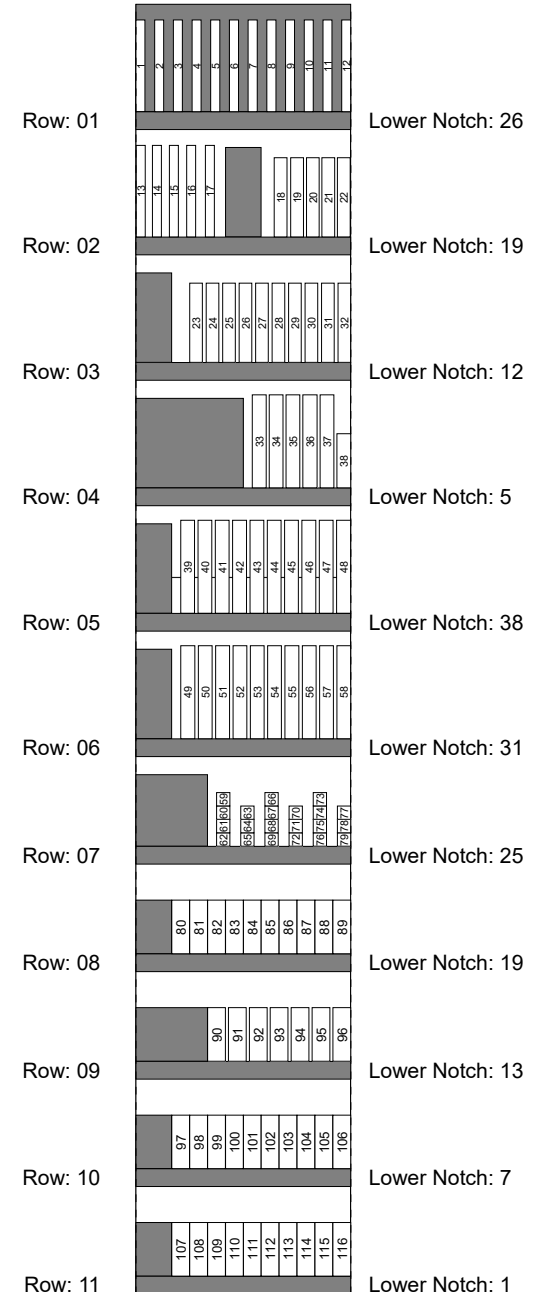
Column: 1 - Row: 01			Notch: 26	Fixture Type: TRAYS	Fixture Description: SS INK CRAYON 1.1 **		
Shade Chart Re-Order Code: PM0000031522				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000031523,PM0000031524				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PL2000000491				TRAYS Rolled Up Code: N/A		UPC Blade Code:	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
1	1	N/A	041554558753	SUPERSTAY INK CRAYON	LIVE ON THE EDGE	5	
2	1	N/A	041554558777	SUPERSTAY INK CRAYON	LEAD THE WAY	15	
3	1	N/A	041554558784	SUPERSTAY INK CRAYON	ENJOY THE VIEW	20	
4	1	N/A	041554558791	SUPERSTAY INK CRAYON	STAY EXCEPTIONAL	25	
5	1	N/A	041554558807	SUPERSTAY INK CRAYON	SEEK ADVENTURE	30	
6	1	N/A	041554558814	SUPERSTAY INK CRAYON	TREAT YOURSELF	35	
7	1	N/A	041554558821	SUPERSTAY INK CRAYON	LAUGH LOUDER	40	
8	1	N/A	041554558838	SUPERSTAY INK CRAYON	HUSTLE IN HEELS	45	
9	1	N/A	041554558845	SUPERSTAY INK CRAYON	OWN YOUR EMPIRE	50	
10	1	N/A	041554558852	SUPERSTAY INK CRAYON	MAKE IT HAPPEN	55	
11	1	N/A	041554558869	SUPERSTAY INK CRAYON	ACCEPT A DARE	60	
12	1	N/A	041554565973	SUPERSTAY INK CRAYON	SETTLE FOR MORE	65	

Column: 1 - Row: 02			Notch: 19	Fixture Type: TRAYS	Fixture Description: SS PINK COLLECTION 1.1 **		
Shade Chart Re-Order Code: PM0000034377				SS Graphic Re-Order Code: PM0000034476			
Graphic Re-Order Code: PM0000034475				SS Holder Re-Order Code: PM0000019000			
TRAYS Re-Order Code: PL2000000548				TRAYS Rolled Up Code: N/A		UPC Blade Code:	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
13	1	N/A	041554558760	INK CRAYON PINK EDITION	TRUST YOUR GUT	10	
14	1	N/A	041554577884	INK CRAYON PINK EDITION	SPEAK YOUR MIND	75	
15	1	N/A	041554581522	INK CRAYON PINK EDITION	RUN THE WORLD	80	
16	1	N/A	041554581539	INK CRAYON PINK EDITION	CHANGE IS GOOD	85	
17	1	N/A	041554577877	INK CRAYON PINK EDITION	KEEP IT FUN	90	
18	1	N/A	041554577853	MATTE INK PINK EDITION	PATHFINDER	150	
19	1	N/A	041554577860	MATTE INK PINK EDITION	SAVANT	155	
20	1	N/A	041554577822	MATTE INK PINK EDITION	MOVER	160	
21	1	N/A	041554577839	MATTE INK PINK EDITION	RINGLEADER	175	
22	1	N/A	041554577846	MATTE INK PINK EDITION	REVOLUTIONARY	180	

Column: 1 - Row: 03 Notch: 12 Fixture Type: TRAYS				Fixture Description: SS MATTE INK 1.1 **			
Shade Chart Re-Order Code: PM0000028528				SS Graphic Re-Order Code: PM0000028631			
Graphic Re-Order Code: PM0000028676				SS Holder Re-Order Code: PM0000016521			
TRAYS Re-Order Code: PL2000000421				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
23	1	322112031	041554496895	SUPERSTAY MATTE INK	LOYALIST	5	
24	1	322112382	041554496901	SUPERSTAY MATTE INK	DREAMER	10	
25	1	322112609	041554496918	SUPERSTAY MATTE INK	LOVER	15	
26	1	322112471	041554496925	SUPERSTAY MATTE INK	PIONEER	20	
27	1	322113338	041554496932	SUPERSTAY MATTE INK	HEROINE	25	
28	1	322112772	041554496949	SUPERSTAY MATTE INK	ROMANTIC	30	
29	1	322113451	041554496956	SUPERSTAY MATTE INK	CREATOR	35	
30	1	322113443	041554496963	SUPERSTAY MATTE INK	BELIEVER	40	
31	1	322113540	041554496970	SUPERSTAY MATTE INK	ESCAPIST	45	
32	1	322113485	041554496987	SUPERSTAY MATTE INK	VOYAGER	50	

Column: 1 - Row: 04			Notch: 5	Fixture Type: TRAYS	Fixture Description: SS 24HR PANTONE 1.3 (ALT) **		
Shade Chart Re-Order Code: PM0000036420				SS Graphic Re-Order Code: PM0000036422			
Graphic Re-Order Code: PM0000031083				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PL2000000386				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000006941	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
33	1	322113435	041554237757	SS 2 STEP 24 HR LIPCOLOR	Continuous Coral	020	PM0000006117
34	1	N/A	041554558876	SuperStay 24 Smile Brightners	Crisp Magenta	305	
35	1	322114091	041554237788	SS 2 STEP 24 HR LIPCOLOR	Keep It Red	035	PM0000006120
36	1	322117196	041554494969	SUPERSTAY SUPER IMPACT	ETERNAL CHERRY	200	PM0000023449
37	1	N/A	041554558890	SuperStay 24 Smile Brightners	Optic Ruby	310	
38	1	322117099	041554494891	SUPERSTAY ERASER	SUPERSTAY ERASER	00	PM0000023453

Column: 1 - Row: 05				Notch: 38	Fixture Type: TRAYS	Fixture Description: SS 24HR PANTONE 2.3 (ALT) **		
Shade Chart Re-Order Code: PM0000034460				SS Graphic Re-Order Code: PM0000031255				
Graphic Re-Order Code: PM0000031083				SS Holder Re-Order Code: PM0000006942				
TRAYS Re-Order Code: PL2000000386				TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000006941		
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes	
39	1	322112918	041554237764	SS 2 STEP 24 HR LIPCOLOR	Keep Up The Flame	025	PM0000006118	
40	1	322113299	041554237740	SS 2 STEP 24 HR LIPCOLOR	All Day Cherry	015	PM0000006116	



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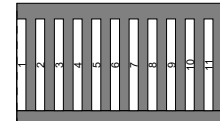
WAKEFERN / SHOPRITE 6' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021						
41	1	322113029	041554237726	SS 2 STEP 24 HR LIPCOLOR	Everlasting Wine	005
42	1	322113087	041554237948	SS 2 STEP 24 HR LIPCOLOR	Forever Chestnut	115
43	1	322112675	041554238006	SS 2 STEP 24 HR LIPCOLOR	Constant Cocoa	145
44	1	322116158	041554335927	SS 2 STEP 24 HR LIPCOLOR	Constant Toast	136
45	1	322114067	041554238280	SS 2 STEP 24 HR LIPCOLOR	Timeless Toffee	150
46	1	322113095	041554237931	SS 2 STEP 24 HR LIPCOLOR	So Pearly Pink	110
47	1	322114122	041554237924	SS 2 STEP 24 HR LIPCOLOR	Blush On	105
48	1	322112617	041554494945	SUPERSTAY SUPER IMPACT	PINK GOES ON	215

Column: 1 - Row: 06		Notch: 31	Fixture Type: TRAYS		Fixture Description: SS 24HR PANTONE 3.3 (ALT) **	
Shade Chart Re-Order Code: PM0000034461		SS Graphic Re-Order Code: PM0000031257		SS Holder Re-Order Code: PM000006942		
Graphic Re-Order Code: PM0000031083		TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000006941		
TRAYS Re-Order Code: PL2000000386						
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
49	1	322116831	041554494983	SUPERSTAY SUPER IMPACT	24/7 FUSCHIA	220
50	1	322113273	041554237917	SS 2 STEP 24 HR LIPCOLOR	Very Cranberry	100
51	1	322113061	041554237894	SS 2 STEP 24 HR LIPCOLOR	Timeless Rose	090
52	1	N/A	041554558883	SuperStay 24 Smile Brightners	Frosted Mauve	300
53	1	322112667	041554237801	SS 2 STEP 24 HR LIPCOLOR	Wear On Wildberry	045
54	1	322113778	041554237870	SS 2 STEP 24 HR LIPCOLOR	Infinite Petal	080
55	1	322112926	041554237825	SS 2 STEP 24 HR LIPCOLOR	Perpetual Plum	055
56	1	N/A	041554558906	SuperStay 24 Smile Brightners	Frozen Rose	315
57	1	322113037	041554237818	SS 2 STEP 24 HR LIPCOLOR	Unlimited Raisin	050
58	1	322113053	041554237955	SS 2 STEP 24 HR LIPCOLOR	Always Heather	120

Column: 1 - Row: 07		Notch: 25	Fixture Type: TRAYS		Fixture Description: CS LIP LINERS 1.1	
Shade Chart Re-Order Code: PM0000026216		SS Graphic Re-Order Code:		SS Holder Re-Order Code:		
Graphic Re-Order Code: PM0000028678		TRAYS Rolled Up Code: PM0000019869		UPC Blade Code: PM0000021665		
TRAYS Re-Order Code: PM0000019869						
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
59	1	322119431	041554486032	COLOR SENSATIONAL MECHANICAL LIN...CLEAR		100
60	1	322119457	041554486049	COLOR SENSATIONAL MECHANICAL LIN...NUDE WHISPER		105
61	1	322119481	041554486094	COLOR SENSATIONAL MECHANICAL LIN...DUSTY ROSE		130
62	1	322119520	041554486131	COLOR SENSATIONAL MECHANICAL LIN...BRICK RED		150
63	1	322119449	041554486056	COLOR SENSATIONAL MECHANICAL LIN...PURELY NUDE		110
64	1	322114376	041554549287	Color Sensational Shaping Lip Liner	Almond Rose	132
65	1	322119554	041554486148	COLOR SENSATIONAL MECHANICAL LIN...WILD VIOLETS		155
66	1	322114368	041554549300	Color Sensational Shaping Lip Liner	Beige Babe	102
67	1	322119473	041554486063	COLOR SENSATIONAL MECHANICAL LIN...TOTALLY TOFFEE		115
68	1	322114821	041554549348	Color Sensational Shaping Lip Liner	Pink Wink	134
69	1	322114863	041554549324	Color Sensational Shaping Lip Liner	Divine Wine	153
70	1	322114651	041554549355	Color Sensational Shaping Lip Liner	Raw Chocolate	118
71	1	322119465	041554486100	COLOR SENSATIONAL MECHANICAL LIN...PALEST PINK		135
72	1	322119546	041554492859	COLOR SENSATIONAL MECHANICAL LIN...RICH WINE		160
73	1	322114847	041554549331	Color Sensational Shaping Lip Liner	Gone Grieve	104
74	1	322119499	041554486070	COLOR SENSATIONAL MECHANICAL LIN...RICH CHOCOLATE		120
75	1	322119512	041554486117	COLOR SENSATIONAL MECHANICAL LIN...PINK CORAL		140
76	1	322119504	041554492866	COLOR SENSATIONAL MECHANICAL LIN...PLUM PASSION		165
77	1	322113320	041554486087	COLOR SENSATIONAL MECHANICAL LIN...MAGNETIC MAUVE		125
78	1	322119538	041554486124	COLOR SENSATIONAL MECHANICAL LIN...VERY CHERRY		145
79	1	322115623	041554549317	Color Sensational Shaping Lip Liner	Concrete Jungle	170

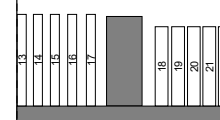
Column: 1 - Row: 08		Notch: 19	Fixture Type: TRAYS		Fixture Description: CS MATTES 1.1 RENO **	
Shade Chart Re-Order Code: PM0000037093, PM0000037105		SS Graphic Re-Order Code: PM0000033899		SS Holder Re-Order Code: PM0000027630		
Graphic Re-Order Code: PM0000033898, PM0000033900		TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665		
TRAYS Re-Order Code: PL2000000446						
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
80	1	322118142	041554453645	COLOR SEN THE MATTES	Nude Nuance	657
81	1	322118875	041554429893	COLOR SEN THE MATTES	Touch of Spice	660
82	1	322114601	041554496574	COLOR SEN THE MATTES	ALMOND ROSE	565
83	1	322118859	041554429916	COLOR SEN THE MATTES	Ravishing Rose	670
84	1	322114708	041554429909	COLOR SEN THE MATTES	Lust for Blush	665
85	1	322118833	041554429930	COLOR SEN THE MATTES	Mesmerizing Magenta	680
86	1	322118134	041554453638	COLOR SEN THE MATTES	Rich Ruby	691
87	1	322118168	041554453690	COLOR SEN THE MATTES	Burgundy Blush	696
88	1	322118817	041554429961	COLOR SEN THE MATTES	Divine Wine	695
89	1	322111938	041554488777	COLOR SENSATIONAL LOADED BOLDS	Pitch Black	845

Row: 01



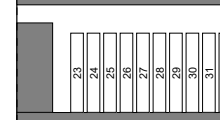
Lower Notch: 26

Row: 02



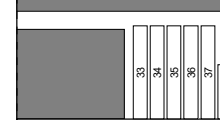
Lower Notch: 19

Row: 03



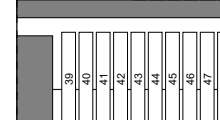
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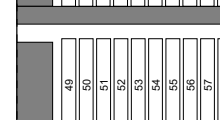
Lower Notch: 5

Row: 05



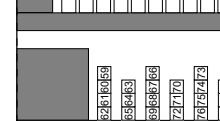
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Row: 06



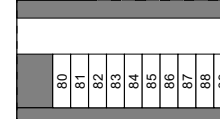
Lower Notch: 31

Row: 07



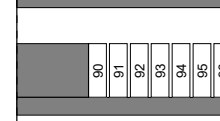
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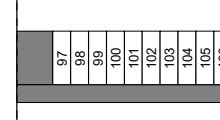
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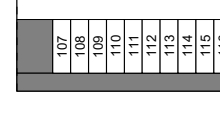
Lower Notch: 13

Row: 10



Lower Notch: 7

Row: 11



Lower Notch: 1

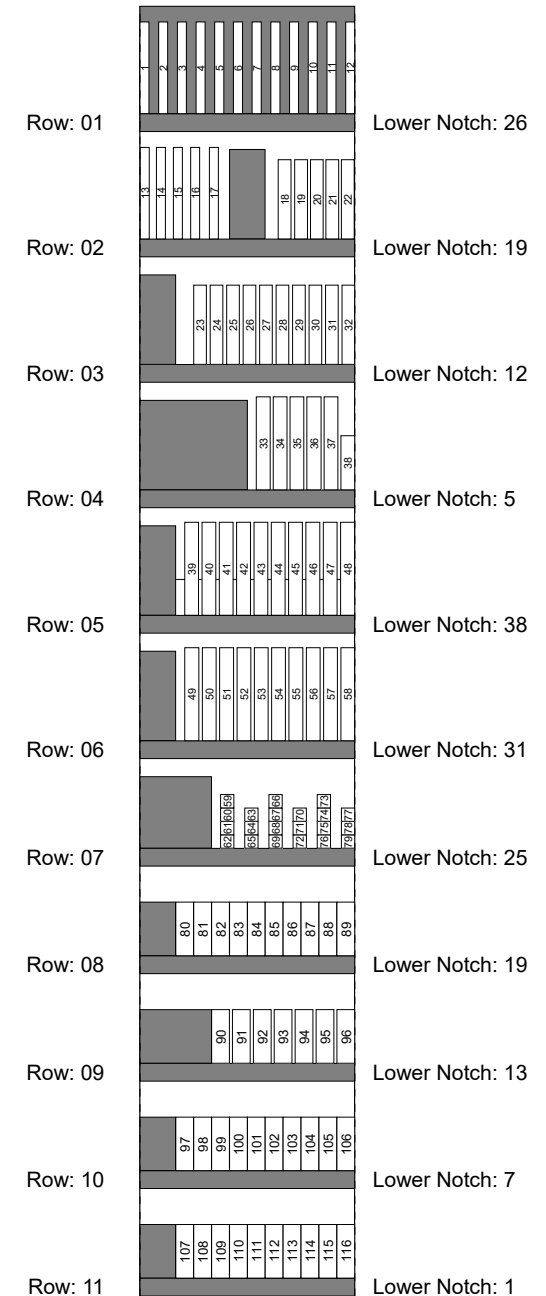
NOTCH SCHEMATIC

WAKEFERN / SHOPRITE 6' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

Column: 1 - Row: 09		Notch: 13	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
90	1	322210570	041554564839	CS MADE FOR YOU	SPICE FOR ME	370	
91	1	322210596	041554564815	CS MADE FOR YOU	MAUVE FOR ME	373	
92	1	322210619	041554566772	CS MADE FOR YOU	PINK FOR ME	376	
93	1	322210601	041554564860	CS MADE FOR YOU	FUCHSIA FOR ME	379	
94	1	322210635	041554564846	CS MADE FOR YOU	RED FOR ME	382	
95	1	322210627	041554564853	CS MADE FOR YOU	RUBY FOR ME	385	
96	1	322210588	041554564877	CS MADE FOR YOU	PLUM FOR ME	388	

Column: 1 - Row: 10		Notch: 7	Fixture Type: TRAYS	Fixture Description: CS CREAMS 1.2 RENO **			
Shade Chart Re-Order Code: PM0000035352,PM0000035354				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
97	1	N/A	041554578348	COLOR SEN LIPSTICK	COPPER CHARGE	166	
98	1	N/A	041554578317	COLOR SEN LIPSTICK	ALMOND HUSTLE	133	
99	1	322113477	041554264630	COLOR SEN LIPSTICK	Rum Riche	280	PM0000007184
100	1	322110770	041554198645	COLOR SEN LIPSTICK	Crazy For Coffee	275	PM0000006187
101	1	N/A	041554578300	COLOR SEN LIPSTICK	DOUBLE SHOT	111	
102	1	322117285	041554408546	COLOR SEN BUFFS	NUDE LUST	920	PM0000011889
103	1	322110291	041554198560	COLOR SEN LIPSTICK	Nearly There	205	PM0000006180
104	1	322110453	041554198591	COLOR SEN LIPSTICK	Warm Me Up	235	PM0000006183
105	1	322110526	041554198232	COLOR SEN LIPSTICK	Born With It	15	PM0000006169
106	1	N/A	041554578249	COLOR SEN LIPSTICK	FLUSH PUNCH	222	

Column: 1 - Row: 11		Notch: 1	Fixture Type: TRAYS	Fixture Description: CS CREAMS 2.2 RENO **			
Shade Chart Re-Order Code: PM0000035353,PM0000035355				SS Graphic Re-Order Code: PM0000033911			
Graphic Re-Order Code: PM0000033910,PM0000033912				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
107	1	N/A	041554578287	COLOR SEN LIPSTICK	PINK FLARE	255	
108	1	322119415	041554470994	COLOR SEN LIPSTICK	Romantic Rose	450	PM0000016238
109	1	322110623	041554198300	COLOR SEN LIPSTICK	Pink Wink	105	PM0000006175
110	1	N/A	041554578294	COLOR SEN LIPSTICK	PINK POSE	233	
111	1	322112845	041554248913	COLOR SEN LIPSTICK	Pink & Proper	20	PM0000006081
112	1	322111043	041554198553	COLOR SEN LIPSTICK	Red Revival	645	PM0000006209
113	1	N/A	041554578386	COLOR SEN LIPSTICK	CRIMSON RACE	311	
114	1	322110924	041554198423	COLOR SEN LIPSTICK	On The Mauve	445	PM0000006200
115	1	322110908	041554198409	COLOR SEN LIPSTICK	Plum Paradise	425	PM0000006198
116	1	322110916	041554198416	COLOR SEN LIPSTICK	Plum Perfect	435	PM0000006199



NOTCH SCHEMATIC

WAKEFERN / SHOPRITE 6' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

MNYWAK0672UULH.NOPDQ_IS21.psa

Column: 2 - Row: 01		Notch: 24	Fixture Type: TRAYS	Fixture Description: EW MONOS 1.1 (2TIER) **			
Shade Chart Re-Order Code: PM0000028848,PM0000028849		SS Graphic Re-Order Code:		SS Holder Re-Order Code:			
Graphic Re-Order Code: PM0000033870		TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665			
TRAYS Re-Order Code: PL2000000442							
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
117	1	322115102	041554492644	New Expertwear Monos	Vanilla	100S	
118	1	322115542	041554492682	New Expertwear Monos	Made for Mocha	140S	
119	1	322115453	041554490749	New Expertwear Monos	Soft Pearl	10S	
120	1	322115461	041554490824	New Expertwear Monos	Forest Green	80S	
121	1	322115479	041554490763	New Expertwear Monos	Seashell	30S	
122	1	322115576	041554492651	New Expertwear Monos	Night Sky	110S	
123	1	322115152	041554490770	New Expertwear Monos	Nude Glow	40S	
124	1	322112984	041554552201	New Expertwear Monos	Dusty Rose	200S	
125	1	322115487	041554490756	New Expertwear Monos	Linen	20S	
126	1	322115144	041554490787	New Expertwear Monos	Tastefully Taupe	50S	
127	1	322115136	041554490794	New Expertwear Monos	The Glo Down	60S	
128	1	322115518	041554492712	New Expertwear Monos	Humdrum Plum	170S	

Column: 2 - Row: 02		Notch: 18	Fixture Type: TRAYS	Fixture Description: CITY MINI PALETTES 1.2 **			
Shade Chart Re-Order Code: PM0000028375		SS Graphic Re-Order Code:		SS Holder Re-Order Code:			
Graphic Re-Order Code: PM0000033852		TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000013507			
TRAYS Re-Order Code: PL2000000445							
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
129	1	322149818	041554540772	CITY MINI PALETTES	MATTE ABOUT TOWN	480	
130	1	322115665	041554499742	CITY MINI PALETTES	Rooftop Bronzes	400	
131	1	322115348	041554499735	CITY MINI PALETTES	Chill Brunch Neutrals	410	
132	1	322115770	041554499766	CITY MINI PALETTES	Downtown Sunrise	430	

Column: 2 - Row: 03		Notch: 12	Fixture Type: TRAYS	Fixture Description: CITY MINI PALETTES 2.2 **			
Shade Chart Re-Order Code: PM0000036949		SS Graphic Re-Order Code:		SS Holder Re-Order Code:			
Graphic Re-Order Code: PM0000033852		TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000013507			
TRAYS Re-Order Code: PL2000000445							
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
133	1	322115356	041554540758	CITY MINI PALETTES	Gramercy Decadence	460	
134	1	322149826	041554552492	CITY MINI PALETTES	Blushed Avenue	510	
135	1	322115657	041554552515	CITY MINI PALETTES	Hi-Rise Sunset	530	
136	1	N/A	041554563306	CITY MINI PALETTES	Diamond District	540	

Column: 2 - Row: 04		Notch: 5	Fixture Type: TRAYS	Fixture Description: MATTE BAR/TTL TMPT/CITY KITS 1.1 **			
Shade Chart Re-Order Code: PM0000028851		SS Graphic Re-Order Code: PM0000035981		SS Holder Re-Order Code: PM0000013510			
Graphic Re-Order Code:		TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000013508			
TRAYS Re-Order Code: PL2000000444							
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
137	1	N/A	041554563290	The Matte Bar Eyeshadow Palette	The Matte Bar	300	
138	1	322210017	041554545043	Total Temptation Eye + Highlight Palette	Total Temptation Eye + Hig...	140	
139	1	322210059	041554545869	The City Kits	Kit #2 Pink Edge	160	

Column: 2 - Row: 05		Notch: 40	Fixture Type: TRAYS	Fixture Description: EW SHAD Q 1.3 **			
Shade Chart Re-Order Code: PM0000028430		SS Graphic Re-Order Code: PM0000033844		SS Holder Re-Order Code:			
Graphic Re-Order Code:		TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000007818			
TRAYS Re-Order Code: PL2000000023							
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
140	1	322111491	041554409093	EXPERT WEAR QUADS	Natural Smokes	2Q	
141	1	322118566	041554409161	EXPERT WEAR QUADS	Chai Latte	22Q	
142	1	322111873	041554409123	EXPERT WEAR QUADS	Sunlit Bronze	50Q	

Column: 2 - Row: 06		Notch: 35	Fixture Type: TRAYS	Fixture Description: EW SHAD Q 2.9/8/7/6 **			
Shade Chart Re-Order Code: PM0000028432		SS Graphic Re-Order Code:		SS Holder Re-Order Code:			
Graphic Re-Order Code:		TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000007818			
TRAYS Re-Order Code: PL2000000023							
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
143	1	322118558	041554409116	EXPERT WEAR QUADS	Mocha Motion	10Q	
144	1	322112968	041554409130	EXPERT WEAR QUADS	Designer Chocolates	40Q	
145	1	322118524	041554409192	EXPERT WEAR QUADS	Lavender Smokes	8Q	
146	1	322118574	041554409147	EXPERT WEAR QUADS	Charcoal Smokes	4Q	

Row: 01	117	118	119	120	121	122	123	124	125	126	127	128	Lower Notch: 24
Row: 02	129	130	131	132									Lower Notch: 18
Row: 03	133	134	135	136									Lower Notch: 12
Row: 04	137	138	139										Lower Notch: 5
Row: 05	140	141	142										Lower Notch: 40
Row: 06	143	144	145	146									Lower Notch: 35
Row: 07	147	148	149										Lower Notch: 30
Row: 08	150	151	152	153	154	155							Lower Notch: 26
Row: 09	156	157	158	159	160	161							Lower Notch: 19
Row: 10	162	163	164	165	166	167							Lower Notch: 12
Row: 11	168	169	170	171	172	173							Lower Notch: 5

NOTCH SCHEMATIC

WAKEFERN / SHOPRITE 6' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

Column: 2 - Row: 07		Notch: 30	Fixture Type: TRAYS	Fixture Description: EW QUADS 3.3 **			
Shade Chart Re-Order Code: PM0000028433		SS Graphic Re-Order Code: PM0000033845		SS Holder Re-Order Code:			
Graphic 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
147	1	322112104	041554409239	EXPERT WEAR QUADS	Emerald Smokes	48Q	
148	1	322112138	041554409260	EXPERT WEAR QUADS	Autumn Coppers	44Q	
149	1	322118516	041554409178	EXPERT WEAR QUADS	Velvet Crush	20Q	

Column: 2 - Row: 08		Notch: 26	Fixture Type: HOOK BARS	Fixture Description: 6HK TS GEL LNR (DEMO) HKBR UNLIT **			
Shade Chart Re-Order Code:		SS Graphic Re-Order Code:		SS Holder Re-Order Code:			
Graphic Re-Order Code: PM0000029016		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
150	1	N/A	041554578607	HYPER EASY LIQUID LINER	PITCH BLACK	800	
151	1	322182816	041554513493	UNSTOPPABLE EYELINER - CARDED	Onyx	10	
152	1	322182858	041554513561	UNSTOPPABLE EYELINER - CARDED	Espresso	60	
153	1	322210392	041554563337	TATTOO STUDIO LINER	DEEP ONYX	900	
154	1	322210449	041554563344	TATTOO STUDIO LINER	INTENSE CHARCOAL	901	
155	1	N/A	041554563351	TATTOO STUDIO LINER	BOLD BROWN	910	

Column: 2 - Row: 09		Notch: 19	Fixture Type: HOOK BARS	Fixture Description: 6HK ES MSTR PREC SKINNY (DEMO) HKBR UNLIT **			
Shade Chart Re-Order Code:		SS Graphic Re-Order Code:		SS Holder Re-Order Code:			
Graphic Re-Order Code: PM0000028365		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
156	1	322113891	041554568226	EYE STUDIO MASTER PREC ALL DAY	Black	110	
157	1	322119392	041554460834	MASTER PRECISE SKINNY	Defining Black	210	
158	1	322119407	041554460841	MASTER PRECISE SKINNY	Sharp Brown	220	
159	1	322183448	041554009071	DEFINE A LINE	Ebony Black	1	
160	1	322183422	041554009095	DEFINE A LINE	Brownish Black	3	
161	1	N/A	041554549416	TATTOO STUDIO LIQUID LINER	BLACK	001	

Column: 2 - Row: 10		Notch: 12	Fixture Type: HOOK BARS	Fixture Description: 6HK MSTR KAJAL (DEMO) HKBR UNLIT **			
Shade Chart Re-Order Code:		SS Graphic Re-Order Code:		SS Holder Re-Order Code:			
Graphic Re-Order Code: PM0000028364		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
162	1	322181006	041554209440	LINE STILETTO LIQUID LINER	Blackest Black	1	
163	1	322182963	041554533156	LINEWORKS ULTRA LINER WATERPROOF	Black	1	
164	1	322183121	041554533163	LINEWORKS ULTRA LINER WATERPROOF	Dark Brown	2	
165	1	322181048	041554294231	MASTER DUO LINER	Black Lacquer	500	
166	1	322116190	041554415438	EYE STUDIO MASTER KAJAL LINER	Onyx Rush	510	
167	1	322184509	041554530179	EXPERT EYES TWIN BROW & EYE PENC...	Velvet Black	01	

Column: 2 - Row: 11		Notch: 5	Fixture Type: HOOK BARS	Fixture Description: 6HK EXPERT EYES TWIN BRW HKBR UNLIT **			
Shade Chart Re-Order Code:		SS Graphic Re-Order Code:		SS Holder Re-Order Code:			
Graphic Re-Order Code: PM0000028359		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
168	1	N/A	041554586404	Baby Lips Quenched	Quenched	005	
169	1	322181292	041554264548	BABY LIPS	CHERRY ME	15	
170	1	322181276	041554264562	BABY LIPS	PINK PUNCH	25	
171	1	322184494	041554530254	EXPERT EYES TWIN BROW & EYE PENC...	Dark Brown	02	
172	1	322184486	041554530667	EXPERT EYES TWIN BROW & EYE PENC...	Medium Brown	03	
173	1	322184478	041554530339	EXPERT EYES TWIN BROW & EYE PENC...	Light Brown	04	

Row: 01	117	118	119	120	121	122	123	124	125	126	127	128	Lower Notch: 24
Row: 02	129	130	131	132	133	134	135	136	137	138	139	140	Lower Notch: 18
Row: 03	141	142	143	144	145	146	147	148	149	150	151	152	Lower Notch: 12
Row: 04	153	154	155	156	157	158	159	160	161	162	163	164	Lower Notch: 5
Row: 05	165	166	167	168	169	170	171	172	173	174	175	176	Lower Notch: 40
Row: 06	177	178	179	180	181	182	183	184	185	186	187	188	Lower Notch: 35
Row: 07	189	190	191	192	193	194	195	196	197	198	199	200	Lower Notch: 30
Row: 08	201	202	203	204	205	206	207	208	209	210	211	212	Lower Notch: 26
Row: 09	213	214	215	216	217	218	219	220	221	222	223	224	Lower Notch: 19
Row: 10	225	226	227	228	229	230	231	232	233	234	235	236	Lower Notch: 12
Row: 11	237	238	239	240	241	242	243	244	245	246	247	248	Lower Notch: 5

NOTCH SCHEMATIC

WAKEFERN / SHOPRITE 6' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

MNYWAK0672UULH.NOPDQ_IS21.psa

Column: 3 - Row: 01 Notch: 24 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: 21 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
174	1	N/A	041554590517	LASH SENSATIONAL SKY HIGH	BLACKEST BLACK	800	
175	1	N/A	041554590913	LASH SENSATIONAL SKY HIGH	VERY BLACK	802	
176	1	N/A	041554584219	LASH SENSATIONAL	Midnight Black	252	
177	1	322118906	041554420616	LASH SENSATIONAL	Blackest Black	00	

Column: 3 - Row: 03 Notch: 14			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
178	1	N/A	041554578478	FALSIES SALON LIFT	BLACKEST BLACK	200	
179	1	N/A	041554578485	FALSIES SALON LIFT	VERY BLACK	201	
180	1	N/A	041554578492	FALSIES SALON LIFT WTP	VERY BLACK (WTP)	202	
181	1	322184606	041554268706	FALSIES FLARED	Blackest Black	00	

Column: 3 - Row: 04 Notch: 7			Fixture Type: HOOK BARS		Fixture Description: 4HK GENERIC URBAN HKBR UNLIT		
Shade Chart Re-Order Code:			SS Graphic Re-Order Code:			SS Holder 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
182	1	322180157	041554217957	FALSIES MASCARA	Blackest Black	00	
183	1	322180262	041554217964	FALSIES MASCARA	Very Black	01	
184	1	322180343	041554217971	FALSIES MASCARA	Brownish Black	02	
185	1	322180424	041554217988	FALSIES MASCARA WP	Very Black	01	

Column: 3 - Row: 05 Notch: 40 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
186	1	322181755	041554050899	VOLUM' EXPRESS COLOSSAL	Glam Black	00	
187	1	322181763	041554050905	VOLUM' EXPRESS COLOSSAL	Classic Black	01	
188	1	322181917	041554056761	VOLUM' EXPRESS COLOSSAL	Glam Brown (Brn/Blk)	2	
189	1	322180034	041554197037	VOLUM' EXPRESS COLOSSAL WP	Glam Black	00	

Column: 3 - Row: 06 Notch: 33			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
190	1	322186006	041554670745	GREAT LASH MASCARA	Blackest Black	00	
191	1	322183896	041554532722	GREAT LASH MASCARA	Very Black	1	
192	1	322183935	041554532807	GREAT LASH MASCARA	Brownish Black	2	
193	1	322183294	041554532982	GREAT LASH MASCARA	Dark Brown	3	

Column: 3 - Row: 07 Notch: 26			Fixture Type: HOOK BARS		Fixture Description: 4HK GENERIC URBAN HKBR UNLIT		
Shade Chart Re-Order Code:			SS Graphic Re-Order Code:			SS Holder Re-Order Code:	
Graphic 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
194	1	322185880	041554626964	GREAT LASH WATERPROOF	Very Black	1	
195	1	322185903	041554626988	GREAT LASH WATERPROOF	Brownish Black	3	
196	1	322181103	041554209310	GREAT LASH BIG	Blackest Black	00	
197	1	322181111	041554209327	GREAT LASH BIG	Very Black	01	

Column: 3 - Row: 08 Notch: 19		Fixture Type: HOOK BARS		Fixture Description: 4HK GENERIC URBAN HKBR UNLIT	
Shade Chart Re-Order Code:		SS Graphic Re-Order Code:		SS Holder Re-Order Code:	
Graphic Re-Order Code:		HOOK BARS Re-Order Code: 041554984507		HOOK BARS Rolled Up Code: 041554984507	
UPC		Description		UPC Blade Code: 041554994452	

Row: 01

Lower Notch: 24

Row: 02

Lower Notch: 21

Row: 03

Lower Notch: 14

Row: 04

Lower Notch: 7

Row: 05

Lower Notch: 40

Row: 06

Lower Notch: 33

Row: 07

Lower Notch: 26

Row: 08

Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 5

174	175	176	177
178	179	180	181
182	183	184	185
186	187	188	189
190	191	192	193
194	195	196	197
198	199	200	201
202	203	204	205
206	207	208	209

NOTCH SCHEMATIC

WAKEFERN / SHOPRITE 6' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021						
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
198	1	322182078	041554672237	CURVED BRUSH GREAT LASH WASHAB...	Blackest Black	00
199	1	322183561	041554565294	CURVED BRUSH GREAT LASH WASHAB...	Very Black	1
200	1	322180181	041554239423	Great Lash Lots of Lashes	Blackest Black	00
201	1	322180173	041554239416	Great Lash Lots of Lashes	Very Black	01

Column: 3 - Row: 09 Notch: 12 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 #
202	1	N/A	041554539912	SNPSACARA	PITCH BLACK	300
203	1	N/A	041554578539	SNPSACARA	PITCH BLACK (WTP)	340
204	1	322115869	041554496185	LASH SENSATIONAL CURVITUDE	Blkst Black WSH	710
205	1	322116108	041554496192	LASH SENSATIONAL CURVITUDE	Very Black WSH	720

Column: 3 - Row: 10 Notch: 5 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 #
206	1	322184444	041554507379	EXPERT EYES TWIN BROW & EYE PENC...	Blonde	7
207	1	322181412	041554269567	ILLEGAL LENGTHS MASC	Blackest Black	00
208	1	322181925	041554054156	LASH STILETTO	Very Black	1
209	1	322180628	041554208832	LASH STILETTO WP	Very Black	01

Row: 01

Lower Notch: 24

Row: 02

Lower Notch: 21

Row: 03

Lower Notch: 14

Row: 04

Lower Notch: 7

Row: 05

Lower Notch: 40

Row: 06

Lower Notch: 33

Row: 07

Lower Notch: 26

Row: 08

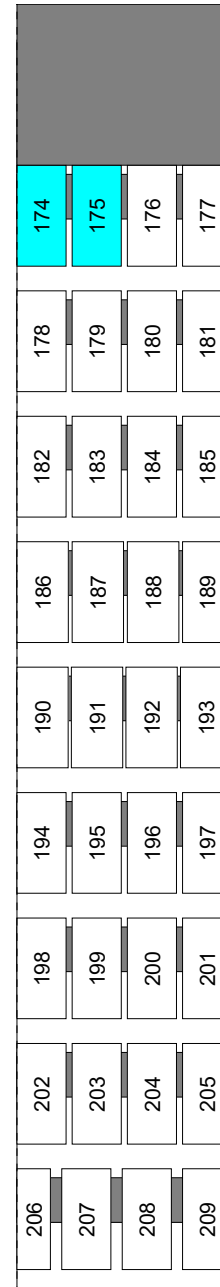
Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 5



NOTCH SCHEMATIC

WAKEFERN / SHOPRITE 6' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

MNYWAK0672UULH.NOPDQ_IS21.psa

Column: 3 - Row: 01 Notch: 24 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: PM00000021064 SS Holder Re-Order Code:
HEADER Re-Order Code: PL2000000244 HEADER Rolled Up Code: N/A UPC Blade Code:

Column: 4 - Row: 02 Notch: 21			Fixture Type: HOOK BARS		Fixture Description: 4HK GENERIC URBAN HKBR UNLIT		
Shade Chart Re-Order Code:			SS Graphic Re-Order Code:			SS Holder 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
210	1	322118922	041554420623	LASH SENSATIONAL	Very Black	01	
211	1	322118914	041554420630	LASH SENSATIONAL	Brownish Black	02	
212	1	322118948	041554420647	LASH SENSATIONAL WP	Very Black	01	
213	1	322118930	041554420654	LASH SENSATIONAL WP	Brownish Black	02	

Column: 4 - Row: 03		Notch: 14		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
214	1	322119180	041554460247	LASH SENSATIONAL LUSCIOUS	Blackest Black WSH	00	
215	1	322119164	041554460254	LASH SENSATIONAL LUSCIOUS	Very Black WSH	01	
216	1	322119172	041554460261	LASH SENSATIONAL LUSCIOUS	Brownish Black WSH	02	
217	1	322119156	041554460278	LASH SENSATIONAL LUSCIOUS WATER...	Very Black WTP	01	

Column: 4 - Row: 04		Notch: 7		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
218	1	322180466	041554217995	FALSIES MASCARA WP	Brownish Black	02	
219	1	322114059	041554240337	FALSIES BLACK DRAMA WASHABLE	Black Drama	10	
220	1	322210025	041554288254	CAT EYES MASCARA	Glam Black	01	
221	1	322210033	041554288261	CAT EYES MASCARA WP	Glam Black	01	

Column: 4 - Row: 05		Notch: 40		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
222	1	322180042	041554197044	VOLUM' EXPRESS COLOSSAL WP	Classic Black	1	
223	1	322118338	041554409291	PUMPED UP! COLOSSAL WSH	Glam Black	00	
224	1	322118346	041554409284	PUMPED UP! COLOSSAL WSH	Classic Black	01	
225	1	322118320	041554409321	PUMPED UP! COLOSSAL WTP	Classic Black	01	

Column: 4 - Row: 06		Notch: 33		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
226	1	322113223	041554493719		COLOSSAL BIG SHOT	BLACKEST BLACK WSH	223	
227	1	322113249	041554493726		COLOSSAL BIG SHOT	VERY BLACK WSH	224	
228	1	322113150	041554493856		COLOSSAL BIG SHOT WTP	VERY BLACK WTP	226	
229	1	322182248	041554007503		DEFINE-A-LASH LENGTH MASCARA	Very Black	1	

Column: 4 - Row: 07			Notch: 26		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
230	1	322181129	041554209334		GREAT LASH BIG		Brownish Black	02	
231	1	322111831	041554522556		FALSIES TEMPTATION		BLKST BLK	601	
232	1	322111899	041554522570		FALSIES TEMPTATION		BROWNISH BLK	603	
233	1	322116239	041554522679		FALSIES TEMPTATION WTP		VERY BLACK WTP	604	

Column: 4 - Row: 08 Notch: 19		Fixture Type: HOOK BARS		Fixture Description: 4HK GENERIC URBAN HKBR UNLIT	
Shade Chart Re-Order Code:		SS Graphic Re-Order Code:		SS Holder Re-Order Code:	
Graphic Re-Order Code:		HOOK BARS Re-Order Code: 041554984507		HOOK BARS Rolled Up Code: 041554984507	
UPC		Description		UPC Blade Code: 041554994452	

Row: 01

Lower Notch: 24

Row: 02

Lower Notch: 21

Row: 03

Lower Notch: 14

Row: 04

Lower Notch: 7

Row: 05

Lower Notch: 40

Row: 06

Lower Notch: 33

Row: 07

Lower Notch: 26

Row: 08

Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 5

210	211	212	213
214	215	216	217
218	219	220	221
222	223	224	225
226	227	228	229
230	231	232	233
234	235	236	237
238	239	240	241
242	243	244	245

NOTCH SCHEMATIC

WAKEFERN / SHOPRITE 6' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021							
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
234	1	322180165	041554269062	Great Lash Lots of Lashes	Brownish Black	02	
235	1	322111378	041554281446	MEGA PLUSH MASCARA	Blackest Black	00	
236	1	322111239	041554281460	MEGA PLUSH MASCARA	Very Black	01	
237	1	322111784	041554281484	MEGA PLUSH MASCARA WP	Very Black	01	

Column: 4 - Row: 09 Notch: 12 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
238	1	322115283	041554288384	VE ROCKET MASCARA	Blackest Black	00	
239	1	322115259	041554288377	VE ROCKET MASCARA	Very Black	01	
240	1	322115241	041554288391	VE ROCKET MASCARA	Brownish Black	02	
241	1	322115267	041554288452	VE ROCKET MASCARA WP	Very Black	01	

Column: 4 - Row: 10 Notch: 5 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
242	1	322183901	041554699159	FULL 'N SOFT WASHABLE	Very Black	1	
243	1	322181137	041554605228	FULL 'N SOFT WATERPROOF	Very Black	1	
244	1	322180238	041554647372	LASH DISCOVERY WASHABLE	Very Black	1	
245	1	322180432	041554650495	LASH DISCOVERY WP	Very Black	1	

Row: 01

Lower Notch: 24

Row: 02

Lower Notch: 21

Row: 03

Lower Notch: 14

Row: 04

Lower Notch: 7

Row: 05

Lower Notch: 40

Row: 06

Lower Notch: 33

Row: 07

Lower Notch: 26

Row: 08

Lower Notch: 19

Row: 09

Lower Notch: 12

Row: 10

Lower Notch: 5

210	211	212	213
214	215	216	217
218	219	220	221
222	223	224	225
226	227	228	229
230	231	232	233
234	235	236	237
238	239	240	241
242	243	244	245

NOTCH SCHEMATIC

WAKEFERN / SHOPRITE 6' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

MNYWAK0672UULH.NOPDQ_IS21.psa

Column: 5 - Row: 01		Notch: 26	Fixture Type: TRAYS	Fixture Description: FM M&P FNDTN 1.2 **			
Shade Chart Re-Order Code: PM0000033829				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
246	1	322114172	041554433418	FitMe MATTE+PORELESS FNDTN	Porcelain	110	
247	1	322119009	041554433432	FitMe MATTE+PORELESS FNDTN	Ivory	115	
248	1	322119033	041554433449	FitMe MATTE+PORELESS FNDTN	Clsc Ivory	120	
249	1	322115908	041554433456	FitMe MATTE+PORELESS FNDTN	Nude Beige	125	
250	1	322114198	041554433463	FitMe MATTE+PORELESS FNDTN	Buff Beige	130	
251	1	322119059	041554433470	FitMe MATTE+PORELESS FNDTN	Ntrl Beige	220	
252	1	322111742	041554466461	FitMe MATTE+PORELESS FNDTN	TRUE BEIGE	222	
253	1	322119067	041554433487	FitMe MATTE+PORELESS FNDTN	Ntrl Buff	230	

Column: 5 - Row: 02		Notch: 19	Fixture Type: TRAYS	Fixture Description: FM M&P FNDTN 2.2 **			
Shade Chart Re-Order Code: PM0000033834				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
254	1	322114473	041554433494	FitMe MATTE+PORELESS FNDTN	Pure Beige	235	
255	1	322114897	041554433500	FitMe MATTE+PORELESS FNDTN	Sun Beige	310	
256	1	322111679	041554466478	FitMe MATTE+PORELESS FNDTN	NATURAL TAN	320	
257	1	322114431	041554433517	FitMe MATTE+PORELESS FNDTN	Toffee	330	
258	1	322111687	041554466492	FitMe MATTE+PORELESS FNDTN	CLASSIC TAN	335	
259	1	322111768	041554466508	FitMe MATTE+PORELESS FNDTN	SPICY BROWN	338	
260	1	322111085	041554466515	FitMe MATTE+PORELESS FNDTN	CAPUCCINO	340	
261	1	322111726	041554466522	FitMe MATTE+PORELESS FNDTN	MOCHA	360	

Column: 5 - Row: 03		Notch: 12	Fixture Type: TRAYS	Fixture Description: FM CNCLR 1.1 (ALT FROM COMBO) **			
Shade Chart Re-Order Code: PM0000034451				SS Graphic Re-Order Code: PM0000028841			
Graphic Re-Order Code: PM0000033869				SS Holder Re-Order Code: PM0000026527			
TRAYS Re-Order Code: PL2000000410		TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665			
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
262	1	N/A	041554580631	FitMe CONCEALER	COOL IVORY	01	
263	1	322116912	041554550450	FitMe CONCEALER	IVORY	05	
264	1	322112780	041554247701	FitMe CONCEALER	Fair	10	
265	1	N/A	041554580648	FitMe CONCEALER	VANILLA	11	
266	1	322112552	041554247718	FitMe CONCEALER	Light	15	
267	1	322112861	041554247732	FitMe CONCEALER	Sand	20	
268	1	N/A	041554580679	FitMe CONCEALER	WHEAT	22	
269	1	322112853	041554247725	FitMe CONCEALER	Med	25	
270	1	322112235	041554247749	FitMe CONCEALER	Deep	35	
271	1	322112798	041554247756	FitMe CONCEALER	Cafe	50	
272	1	N/A	041554581492	FitMe CONCEALER	WALNUT	57	
273	1	N/A	041554581515	FitMe CONCEALER	DARK COFFEE	70	

Column: 5 - Row: 04		Notch: 4	Fixture Type: TRAYS	Fixture Description: FM M&P PDR 1.1 **			
Shade Chart Re-Order Code: PM0000028466,PM0000028467				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000031079				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PL2000000440		TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000006928			
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
274	1	322119106	041554433746	FitMe MATTE+PORELESS PDR	Translucent	100	
275	1	322119083	041554433784	FitMe MATTE+PORELESS PDR	Classic Ivory	120	
276	1	322119091	041554433807	FitMe MATTE+PORELESS PDR	Buff Beige	130	
277	1	322118972	041554433814	FitMe MATTE+PORELESS PDR	Natural Beige	220	
278	1	322112390	041554488333	FitMe MATTE+PORELESS PDR	True Beige	222	
279	1	322118998	041554433845	FitMe MATTE+PORELESS PDR	Sun Beige	310	
280	1	322112358	041554488357	FitMe MATTE+PORELESS PDR	Natural Tan	320	
281	1	322119075	041554433852	FitMe MATTE+PORELESS PDR	Toffee	330	

Column: 5 - Row: 05		Notch: 36	Fixture Type: TRAYS	Fixture Description: FM LOOSE PDR 1.1 **			
Shade Chart Re-Order Code: PM0000028443,PM0000028444				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000033858				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PL2000000457		TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000006928			
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
282	1	322114871	041554501995	FIT ME LOOSE POWDER	FAIR	05	
283	1	322116920	041554502046	FIT ME LOOSE POWDER	MEDIUM	25	
284	1	322116742	041554502015	FIT ME LOOSE POWDER	FAIR LIGHT	10	
285	1	322116807	041554503036	FIT ME LOOSE POWDER	MEDIUM DEEP	30	

Row: 01	246	247	248	249	250	251	252	253	Lower Notch: 26
Row: 02	254	255	256	257	258	259	260	261	Lower Notch: 19
Row: 03	262	263	264	265	266	267	268	269	Lower Notch: 12
Row: 04	274	275	276	277	278	279	280	281	Lower Notch: 4
Row: 05	282	283	284	285	286	287	288	289	Lower Notch: 36
Row: 06	290	291	292	293	294	295	296	297	Lower Notch: 30
Row: 07	298	299	300	301	302	303			Lower Notch: 26
Row: 08	304	305	306	307	308	309			Lower Notch: 19
Row: 09	310	311	312	313	314				Lower Notch: 12
Row: 10	315	316	317	318					Lower Notch: 5

NOTCH SCHEMATIC

WAKEFERN / SHOPRITE 6' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021						
286	1	322116946	041554502022	FIT ME LOOSE POWDER	LIGHT	15
287	1	322116726	041554503043	FIT ME LOOSE POWDER	DEEP	35
288	1	322116938	041554502039	FIT ME LOOSE POWDER	LIGHT MEDIUM	20
289	1	322114889	041554503050	FIT ME LOOSE POWDER	DARK	40

Column: 5 - Row: 06			Notch: 30		Fixture Type: TRAYS		Fixture Description: FM STICK 1.1 **	
Shade Chart Re-Order Code: PM0000028487					SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000028654					SS Holder Re-Order Code:			
TRAYS Re-Order Code: PL2000000383					TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000006928	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes	
290	1	322116328	041554332827	FitMe Oil-Free Stick Foundation	Porcelain	110	PM0000010714	
291	1	322116344	041554332841	FitMe Oil-Free Stick Foundation	Ivory	115	PM0000010715	
292	1	322116784	041554332858	FitMe Oil-Free Stick Foundation	Classic Ivory	120	PM0000010716	
293	1	322116336	041554332865	FitMe Oil-Free Stick Foundation	Buff Beige	130	PM0000010717	
294	1	322116792	041554332872	FitMe Oil-Free Stick Foundation	Natural Beige	220	PM0000010718	
295	1	322116768	041554334487	FitMe Oil-Free Stick Foundation	Pure Beige	235	PM0000010720	
296	1	322116378	041554337266	FitMe Oil-Free Stick Foundation	Toffee	330	PM0000010723	
297	1	322116352	041554337402	FitMe Oil-Free Stick Foundation	Coconut	355	PM0000010725	

Column: 5 - Row: 07		Notch: 26	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		HOOK BARS Rolled Up Code: N/A			UPC Blade Code: PM0000008588		
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
298	1	N/A	041554572308	BROW ULTRA SLIM	SOFT BROWN	255	
299	1	322113744	041554545029	TATTOOSTUDIO BROW TINT PEN	Soft Brown	355	
300	1	322114295	041554547092	TATTOOSTUDIO BROW TINT PEN	Deep Brown	365	
301	1	322210512	041554559743	TattooStudio Brow Pomade	Soft Brown	374	
302	1	322116051	041554544930	TATTOO STUDIO BROW GEL	SOFT BROWN	255	
303	1	322116077	041554545876	TATTOO STUDIO BROW GEL	DEEP BROWN	260	

Column: 5 - Row: 08 Notch: 19 Fixture Type: HOOK BARS			Fixture Description: 6HK BRW FAST SCULPT GEL HKBR UNLIT **				
Shade Chart Re-Order Code:			SS Graphic Re-Order Code:				
Graphic Re-Order Code: PM0000034706			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
304	1	N/A	041554572322	BROW ULTRA SLIM	MEDIUM BROWN	257	
305	1	N/A	041554572339	BROW ULTRA SLIM	DEEP BROWN	260	
306	1	N/A	041554578706	BROW FAST SCULPT	SOFT BROWN	255	
307	1	N/A	041554578720	BROW FAST SCULPT	MEDIUM BROWN	257	
308	1	N/A	041554578737	BROW FAST SCULPT	DEEP BROWN	260	
309	1	322118370	041554442199	BROW DEFINE + FILL DUO	Soft Brown	255	

Column: 5 - Row: 09		Notch: 12		Fixture Type: HOOK BARS		Fixture Description: 5HK 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: 041554984514				HOOK BARS Rolled Up Code: 041554984514		UPC Blade Code: 041554994452	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
310	1	322118249	041554443462	PUSH UP DRAMA WSH	Blackest Black	00	
311	1	322118281	041554443493	PUSH UP DRAMA WTP	Very Black	01	
312	1	322116865	041554545074	TEMPTATION BROW	SOFT BROWN	305	
313	1	322116182	041554545098	TEMPTATION BROW	DEEP BROWN	315	
314	1	322118312	041554442205	BROW DEFINE + FILL DUO	Deep Brown	260	

Column: 5 - Row: 10		Notch: 5		Fixture Type: HOOK BARS		Fixture Description: 5HK 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: 041554984514		HOOK BARS Rolled Up Code: 041554984514		UPC Blade Code: 041554994452			
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
315	1	322112277	041554459890	FALSIES PUSH UP DRAMA ANGEL	Blackest Black	00	
316	1	322212506	041554543872	COVER STICK (CORRECTOR)	Ivory	1	
317	1	322212514	041554543889	COVER STICK (CORRECTOR)	Light Beige	2	
318	1	322215083	041554543896	COVER STICK (CORRECTOR)	Medium Beige	3	

Row: 01	246	247	248	249	250	251	252	253	Lower Notch: 26
Row: 02	254	255	256	257	258	259	260	261	Lower Notch: 19
Row: 03	262	263	264	265	266	267	268	269	Lower Notch: 12
Row: 04	274	275	276	277	278	279	280	281	Lower Notch: 4
Row: 05	282	283	284	285	286	287	288	289	Lower Notch: 36
Row: 06	290	291	292	293	294	295	296	297	Lower Notch: 30
Row: 07	298	299	300	301	302	303			Lower Notch: 26
Row: 08	304	305	306	307	308	309			Lower Notch: 19
Row: 09	310	311	312	313	314				Lower Notch: 12
Row: 10	315	316	317	318					Lower Notch: 5

NOTCH SCHEMATIC

WAKEFERN / SHOPRITE 6' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021

MNYWAK0672UULH.NOPDQ_IS21.psa

Column: 6 - Row: 01		Notch: 28		Fixture Type: HOOK BARS		Fixture Description: 6HK IAR CNCLR (PRODUCT) HKBR UNLIT **	
Shade Chart Re-Order Code:				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000033938				SS Holder Re-Order Code:			
HOOK BARS Re-Order Code: PL2000000153				HOOK BARS Rolled Up Code: N/A		UPC Blade Code: PM0000008952	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
319	1	322117421	041554546781	IAR Eraser Concealer	Ivory	100	
320	1	322115958	041554259247	IAR Eraser Concealer	Fair	10	
321	1	322116001	041554259254	IAR Eraser Concealer	Light	20	
322	1	322115990	041554259261	IAR Eraser Concealer	Medium	30	
323	1	322117405	041554546811	IAR Eraser Concealer	Caramel	144	
324	1	322117382	041554546859	IAR Eraser Concealer	Hazelnut	148	

Column: 6 - Row: 02		Notch: 18	Fixture Type: TRAYS	Fixture Description: IAR ERASER FNDTN 1.1 **			
Shade Chart Re-Order Code:		PM0000028509		SS Graphic Re-Order Code:		SS Holder Re-Order Code:	
Graphic Re-Order Code:		PM0000031080		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
325	1	322111328	041554220063	IAR ERASER FOUNDATION	Creamy Ivory	120	PM0000004171
326	1	322111336	041554220070	IAR ERASER FOUNDATION	Buff Beige	130	PM0000004172
327	1	322111344	041554220087	IAR ERASER FOUNDATION	Classic Ivory	150	PM0000004173
328	1	322111352	041554220094	IAR ERASER FOUNDATION	Nude	190	PM0000004174
329	1	322111394	041554220100	IAR ERASER FOUNDATION	Creamy Natural	200	PM0000004195
330	1	322111409	041554220117	IAR ERASER FOUNDATION	Sandy Beige	220	PM0000004175
331	1	322111417	041554220124	IAR ERASER FOUNDATION	Pure Beige	250	PM0000004176
332	1	322111467	041554220155	IAR ERASER FOUNDATION	Medium Beige	300	PM0000004179

Column: 6 - Row: 03		Notch: 11	Fixture Type: TRAYS	Fixture Description: DRM BB CREAMS 1.1 (COMBO) **			
Shade Chart Re-Order Code:		PM0000028378		SS Graphic Re-Order Code:		SS Holder Re-Order Code:	
Graphic Re-Order Code:		PM0000031250		TRAYS Re-Order Code:		PL2000000454	
TRAYS Rolled Up Code:		N/A		UPC Blade Code:		PM0000009354	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
333	1	322110429	041554282634	DREAM FRESH BB CRM	Light Medium	110	
334	1	322110487	041554282641	DREAM FRESH BB CRM	Medium	120	
335	1	322110665	041554282658	DREAM FRESH BB CRM	Medium/Deep	130	
336	1	322117861	041554349542	DREAM PURE BB	Light/Medium	110	
337	1	322117879	041554349573	DREAM PURE BB	Medium	120	
338	1	322117887	041554349719	DREAM PURE BB	Medium/Deep	130	

Column: 6 - Row: 04		Notch: 4	Fixture Type: TRAYS	Fixture Description: SS FC FNDTN 1.1 **			
Shade Chart Re-Order Code:		PM0000037095		SS Graphic Re-Order Code:		SS Holder Re-Order Code:	
Graphic Re-Order Code:		PM0000033863		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
339	1	322113875	041554541403	SUPERSTAY FULL COVERAGE FOUNDA...	Porcelain	110	
340	1	322113867	041554541410	SUPERSTAY FULL COVERAGE FOUNDA...	Natural Ivory	112	
341	1	N/A	041554559415	SUPERSTAY FULL COVERAGE FOUNDA...	Light Beige	118	
342	1	322113972	041554541427	SUPERSTAY FULL COVERAGE FOUNDA...	Classic Ivory	120	
343	1	N/A	041554589900	SUPERSTAY FULL COVERAGE FOUNDA...	Medium Beige	129	
344	1	322114944	041554541458	SUPERSTAY FULL COVERAGE FOUNDA...	Natural Beige	220	
345	1	322114936	041554541465	SUPERSTAY FULL COVERAGE FOUNDA...	Sun Beige	310	
346	1	322113883	041554541519	SUPERSTAY FULL COVERAGE FOUNDA...	Coconut	355	

Column: 6 - Row: 05		Notch: 36	Fixture Type: TRAYS	Fixture Description: SS FC PDR 1.1 **			
Shade Chart Re-Order Code:		PM0000028800, PM0000028801		SS Graphic Re-Order Code:		SS Holder Re-Order Code:	
Graphic Re-Order Code:		PM0000033864		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
347	1	322210211	041554562804	SUPERSTAY FULL COVERAGE POWDER	Fair Porcelain	102	
348	1	322210203	041554562873	SUPERSTAY FULL COVERAGE POWDER	Golden	312	
349	1	322210172	041554562811	SUPERSTAY FULL COVERAGE POWDER	Porcelain	110	
350	1	322210253	041554563368	SUPERSTAY FULL COVERAGE POWDER	Honey	320	
351	1	322210156	041554562835	SUPERSTAY FULL COVERAGE POWDER	Classic Ivory	120	
352	1	322210198	041554562903	SUPERSTAY FULL COVERAGE POWDER	Coconut	355	
353	1	322210229	041554562866	SUPERSTAY FULL COVERAGE POWDER	Natural Beige	220	
354	1	322210245	041554563375	SUPERSTAY FULL COVERAGE POWDER	Java	375	

Row: 01

319	320	321	322	323	324
325	326	327	328	329	330
331	332				

Lower Notch: 28

Row: 02

333	334	335	336	337	338
339	340	341	342	343	344
345	346				

Lower Notch: 18

Row: 03

339	340	341	342	343	344
345	346				

Lower Notch: 11

Row: 04

347	348	349	350	351	352
353	354	355	356	357	358
359	360				

Lower Notch: 4

Row: 05

347	348	349	350	351	352
353	354	355	356	357	358
359	360				

Lower Notch: 36

Row: 06

361	362	363	364	365	366
367	368				

Lower Notch: 29

Row: 07

369	370	371	372	373	374
375	376				

Lower Notch: 22

Row: 08

377	378	379	380	381	382
383	384	385	386	387	388

Lower Notch: 15

Row: 09

383	384	385	386	387	388

Lower Notch: 8

Row: 10

383	384	385	386	387	388
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Lower Notch: 1

NOTCH SCHEMATIC

WAKEFERN / SHOPRITE 6' X 72" MAYBELLINE URBAN WALL PLANOGRAM - Spring 2021							
Column: 6 - Row: 06		Notch: 29		Fixture Type: TRAYS		Fixture Description: DRM RADIANT FNDTN 1.2 **	
Shade Chart Re-Order Code: PM0000034446		SS Graphic Re-Order Code: PM0000034477		SS Holder Re-Order Code: PM0000034174		UPC Blade Code: PM0000021665	
Graphic Re-Order Code: PM0000034479		TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665		UPC Blade Code: PM0000021665	
TRAYS Re-Order Code: PL2000000550		TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665		UPC Blade Code: PM0000021665	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
355	1	N/A	041554579048	DREAM RADIANT LIQUID FOUNDATION	Fair Porcelain	02	
356	1	N/A	041554579062	DREAM RADIANT LIQUID FOUNDATION	Fair Ivory	08	
357	1	N/A	041554579079	DREAM RADIANT LIQUID FOUNDATION	Porcelain Ivory	10	
358	1	N/A	041554579086	DREAM RADIANT LIQUID FOUNDATION	Classic Ivory	20	
359	1	N/A	041554579093	DREAM RADIANT LIQUID FOUNDATION	Ivory Beige	30	
360	1	N/A	041554579109	DREAM RADIANT LIQUID FOUNDATION	Nude Beige	35	

Column: 6 - Row: 07		Notch: 22		Fixture Type: TRAYS		Fixture Description: DRM RADIANT FNDTN 2.2 **	
Shade Chart Re-Order Code: PM0000034447		SS Graphic Re-Order Code:		SS Holder Re-Order Code:		UPC Blade Code: PM0000021665	
Graphic Re-Order Code: PM0000034479		TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665		UPC Blade Code: PM0000021665	
TRAYS Re-Order Code: PL2000000550		TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665		UPC Blade Code: PM0000021665	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
361	1	N/A	041554579123	DREAM RADIANT LIQUID FOUNDATION	Creamy Natural	50	
362	1	N/A	041554579147	DREAM RADIANT LIQUID FOUNDATION	Pure Beige	70	
363	1	N/A	041554579154	DREAM RADIANT LIQUID FOUNDATION	Natural Beige	75	
364	1	N/A	041554579161	DREAM RADIANT LIQUID FOUNDATION	Cashew	80	
365	1	N/A	041554579178	DREAM RADIANT LIQUID FOUNDATION	Honey Beige	90	
366	1	N/A	041554579192	DREAM RADIANT LIQUID FOUNDATION	Coconut	125	
367	1	N/A	041554579215	DREAM RADIANT LIQUID FOUNDATION	Cocoa	130	
368	1	N/A	041554579222	DREAM RADIANT LIQUID FOUNDATION	Java	135	

Column: 6 - Row: 08		Notch: 15		Fixture Type: TRAYS		Fixture Description: DRM URBAN COVER 1.1 **	
Shade Chart Re-Order Code: PM0000031535		SS Graphic Re-Order Code:		SS Holder Re-Order Code:		UPC Blade Code: PM0000021665	
Graphic Re-Order Code: PM0000031538		TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665		UPC Blade Code: PM0000021665	
TRAYS Re-Order Code: PL2000000478		TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665		UPC Blade Code: PM0000021665	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
369	1	N/A	041554571523	DREAM URBAN COVER FOUNDATION	Porcelain	110	
370	1	N/A	041554571530	DREAM URBAN COVER FOUNDATION	Natural Ivory	112	
371	1	N/A	041554571554	DREAM URBAN COVER FOUNDATION	Classic Ivory	120	
372	1	N/A	041554571561	DREAM URBAN COVER FOUNDATION	Warm Nude	128	
373	1	N/A	041554571592	DREAM URBAN COVER FOUNDATION	Natural Beige	220	
374	1	N/A	041554571639	DREAM URBAN COVER FOUNDATION	Toffee	330	
375	1	N/A	041554571653	DREAM URBAN COVER FOUNDATION	Café Au Lait	348	
376	1	N/A	041554571677	DREAM URBAN COVER FOUNDATION	Java	375	

Column: 6 - Row: 09		Notch: 8		Fixture Type: TRAYS		Fixture Description: DRM MATTE MOUSSE 1.2 **	
Shade Chart Re-Order Code: PM0000033814, PM0000033817		SS Graphic Re-Order Code: PM0000031248		SS Holder Re-Order Code:		UPC Blade Code: PM0000021665	
Graphic Re-Order Code: PM0000031253		TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665		UPC Blade Code: PM0000021665	
TRAYS Re-Order Code: PL2000000380, PL2000000460		TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665		UPC Blade Code: PM0000021665	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
377	1	322113655	041554507096	DREAM MATTE MOUSSE FOUNDATION	Porcelain Ivory	10	PM0000015501
378	1	322111247	041554507133	DREAM MATTE MOUSSE FOUNDATION	Creamy Natural	50	PM0000015495
379	1	322113663	041554507102	DREAM MATTE MOUSSE FOUNDATION	Classic Ivory	20	PM0000015493
380	1	322116849	041554537734	DREAM MATTE MOUSSE FOUNDATION	Light Beige	55	PM0000015497
381	1	322111425	041554507126	DREAM MATTE MOUSSE FOUNDATION	Nude	40	PM0000015500
382	1	322111514	041554507140	DREAM MATTE MOUSSE FOUNDATION	Sandy Beige	60	PM0000015503

Column: 6 - Row: 10		Notch: 1		Fixture Type: TRAYS		Fixture Description: DRM MATTE MOUSSE 2.2 **	
Shade Chart Re-Order Code: PM0000033818, PM0000033819		SS Graphic Re-Order Code: PM0000031249		SS Holder Re-Order Code:		UPC Blade Code: PM0000021665	
Graphic Re-Order Code: PM0000031253		TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665		UPC Blade Code: PM0000021665	
TRAYS Re-Order Code: PL2000000381, PL2000000461		TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665		UPC Blade Code: PM0000021665	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
383	1	322111718	041554507157	DREAM MATTE MOUSSE FOUNDATION	Pure Beige	70	PM0000015502
384	1	322111750	041554507171	DREAM MATTE MOUSSE FOUNDATION	Honey Beige	90	PM0000015496
385	1	322116857	041554537741	DREAM MATTE MOUSSE FOUNDATION	Natural Beige	75	PM0000015499
386	1	322111970	041554510164	DREAM MATTE MOUSSE FOUNDATION	Caramel	120	PM0000015492
387	1	322113702	041554507164	DREAM MATTE MOUSSE FOUNDATION	Medium Beige	80	PM0000015498
388	1	322112251	041554511871	DREAM MATTE MOUSSE FOUNDATION	Cocoa	130	PM0000015494

Row: 01	319	320	321	322	323	324	Lower Notch: 28
Row: 02	325	326	327	328	329	330	Lower Notch: 18
Row: 03	333	334	335	336	337	338	Lower Notch: 11
Row: 04	339	340	341	342	343	344	Lower Notch: 4
Row: 05	347	348	349	350	351	352	Lower Notch: 36
Row: 06	355	356	357	358	359	360	Lower Notch: 29
Row: 07	361	362	363	364	365	366	Lower Notch: 22
Row: 08	369	370	371	372	373	374	Lower Notch: 15
Row: 09	377	378	379	380	381	382	Lower Notch: 8
Row: 10	383	384	385	386	387	388	Lower Notch: 1





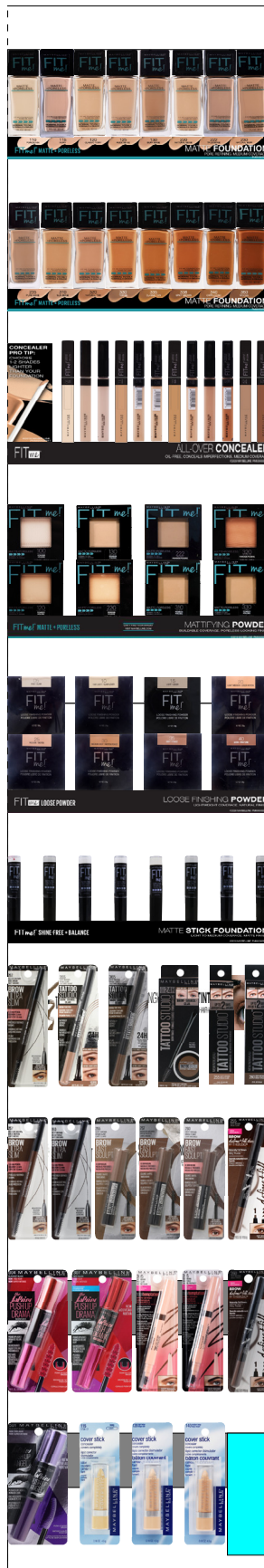
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