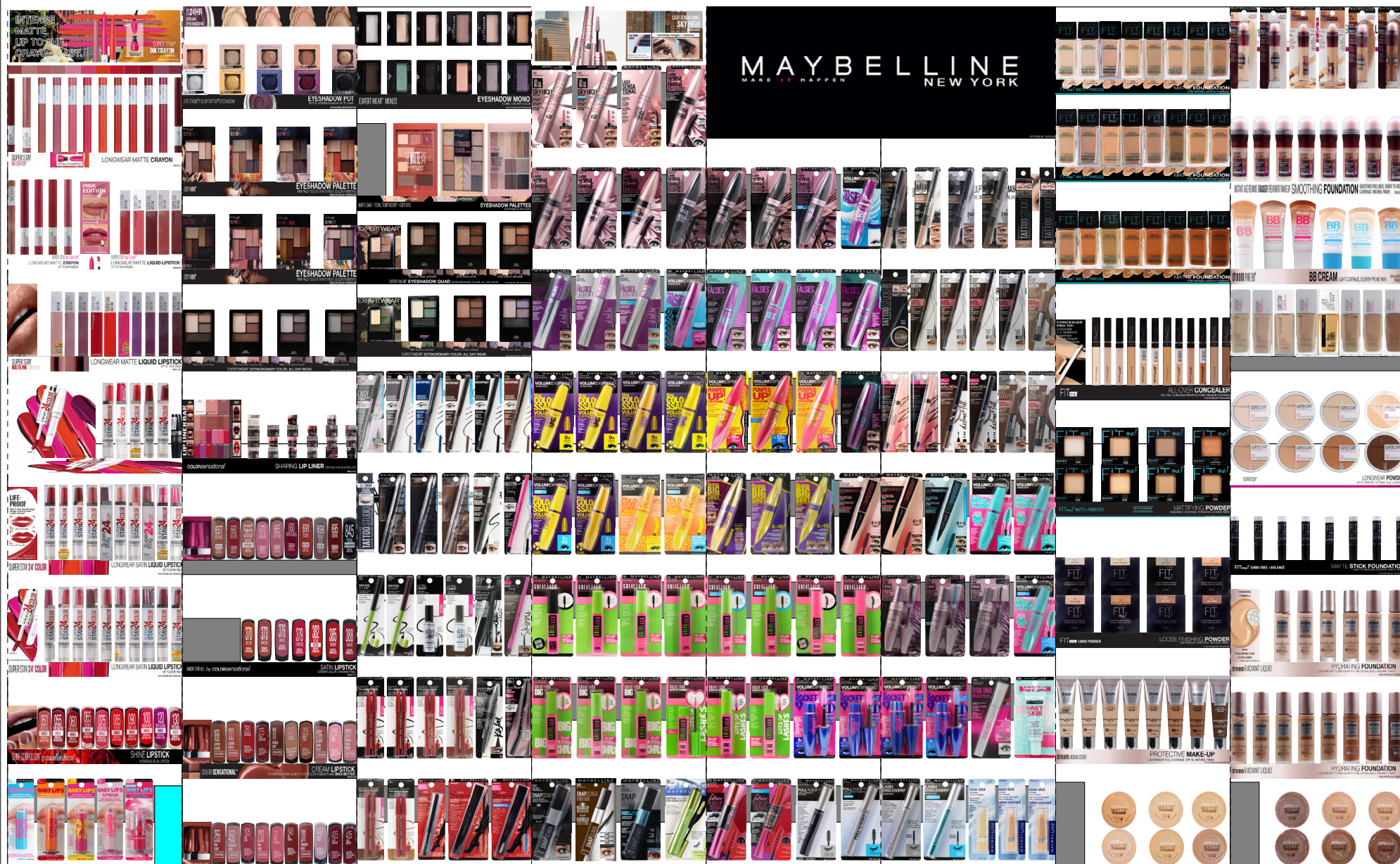




COLUMN 1

COLUMN 2

COLUMN 3

COLUMN 4

COLUMN 5

COLUMN 6

COLUMN 7

COLUMN 8

NOTCH SCHEMATIC

WAKEFERN / SHOPRITE 8' X 60" URBAN MAYBELLINE PLANOGRAM - Spring 2021

MNYWAK0860UULH_NOPDQ_IS21.psa

Column: 1 - Row: 01 Notch: 28 Fixture Type: CHROME SIGN UR Fixture Description: SS INK CRAYON (PRODUCT) 4X12 **
Shade Chart Re-Order Code: SS Graphic Re-Order Code:
Graphic Re-Order Code: PM0000033893 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: 20 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: 03 Notch: 13 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: 04 Notch: 6 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: 05 Notch: 29 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

Row: 01

Lower Notch: 28

Row: 02

Lower Notch: 20

Row: 03

Lower Notch: 13

Row: 04

Lower Notch: 6

Row: 05

Lower Notch: 29

Row: 06

Lower Notch: 22

Row: 07

Lower Notch: 15

Row: 08

Lower Notch: 9

Row: 09

Lower Notch: 5

WAKEFERN / SHOPRITE 8' X 60" URBAN MAYBELLINE PLANOGRAM - Spring 2021

Column: 1 - Row: 06		Notch: 22	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
41	1	322113029	041554237726	SS 2 STEP 24 HR LIPCOLOR	Everlasting Wine	005	PM0000006080
42	1	322113087	041554237948	SS 2 STEP 24 HR LIPCOLOR	Forever Chestnut	115	PM0000006136
43	1	322112675	041554238006	SS 2 STEP 24 HR LIPCOLOR	Constant Cocoa	145	PM0000006142
44	1	322116158	041554335927	SS 2 STEP 24 HR LIPCOLOR	Constant Toast	136	PM0000010808
45	1	322114067	041554238280	SS 2 STEP 24 HR LIPCOLOR	Timeless Toffee	150	PM0000006143
46	1	322113095	041554237931	SS 2 STEP 24 HR LIPCOLOR	So Pearly Pink	110	PM0000006135
47	1	322114122	041554237924	SS 2 STEP 24 HR LIPCOLOR	Blush On	105	PM0000006134
48	1	322112617	041554494945	SUPERSTAY SUPER IMPACT	PINK GOES ON	215	PM0000023447

Column: 1 - Row: 07		Notch: 15	Fixture Type: TRAYS	Fixture Description: SS 24HR PANTONE 3.3 (ALT) **			
Shade Chart Re-Order Code: PM0000034461				SS Graphic Re-Order Code: PM0000031257			
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
49	1	322116831	041554494983	SUPERSTAY SUPER IMPACT	24/7 FUSCHIA	220	PM0000023451
50	1	322113273	041554237917	SS 2 STEP 24 HR LIPCOLOR	Very Cranberry	100	PM0000006133
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	PM0000006122
54	1	322113778	041554237870	SS 2 STEP 24 HR LIPCOLOR	Infinite Petal	080	PM0000006129
55	1	322112926	041554237825	SS 2 STEP 24 HR LIPCOLOR	Perpetual Plum	055	PM0000006124
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	PM0000006123
58	1	322113053	041554237955	SS 2 STEP 24 HR LIPCOLOR	Always Heather	120	PM0000006137

Column: 1 - Row: 08		Notch: 9	Fixture Type: TRAYS	Fixture Description: CS SHINE COMPULSION 1.1			
Shade Chart Re-Order Code: PM0000028574				SS Graphic Re-Order Code:			
Graphic Re-Order Code: PM0000028679				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PM0000026215		TRAYS Rolled Up Code: PM0000026215		UPC Blade Code: PM0000005714			
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
59	1	322117463	041554549270	Color Sensational Shine Compulsion	Baddest Beige	050	
60	1	322117489	041554549140	Color Sensational Shine Compulsion	Taupe Seduction	055	
61	1	322117544	041554549133	Color Sensational Shine Compulsion	Chocolate Lust	060	
62	1	322117471	041554549263	Color Sensational Shine Compulsion	Spicy Mauve	065	
63	1	322117528	041554549225	Color Sensational Shine Compulsion	Undressed Pink	075	
64	1	322117502	041554549249	Color Sensational Shine Compulsion	Pink Fetish	085	
65	1	322117510	041554549232	Color Sensational Shine Compulsion	Scarlet Flame	090	
66	1	322117536	041554549164	Color Sensational Shine Compulsion	Magenta Affair	100	
67	1	322117455	041554549089	Color Sensational Shine Compulsion	Berry Blackmail	120	
68	1	322117497	041554549256	Color Sensational Shine Compulsion	Spicy Sangria	130	

Column: 1 - Row: 09		Notch: 5	Fixture Type: HOOK BARS	Fixture Description: 6HK 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: 041554984521		HOOK BARS Rolled Up Code: 041554984521		UPC Blade Code: 041554994452			
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
69	1	N/A	041554586404	Baby Lips Quenched	Quenched	005	
70	1	322181292	041554264548	BABY LIPS	CHERRY ME	15	
71	1	322181276	041554264562	BABY LIPS	PINK PUNCH	25	
72	1	322181519	041554424591	BABY LIPS CRYSTAL	Pink Quartz	140	
73	1	322180076	041554483123	BABY LIPS	MY PINK	01	

Row: 01

Lower Notch: 28

Row: 02

Lower Notch: 20

Row: 03

Lower Notch: 13

Row: 04

Lower Notch: 6

Row: 05

Lower Notch: 29

Row: 06

Lower Notch: 22

Row: 07

Lower Notch: 15

Row: 08

Lower Notch: 9

Row: 09

Lower Notch: 5

WAKEFERN / SHOPRITE 8' X 60" URBAN MAYBELLINE PLANOGRAM - Spring 2021

MNYWAK0860UULH_NOPDQ_IS21.psa

Column: 2 - Row: 01 Notch: 24 Fixture Type: TRAYS				Fixture Description: COL TAT POTS 1.1 **			
Shade Chart Re-Order Code: PM0000031554,PM0000031555				SS Graphic Re-Order Code:			
Graphic Code: PM0000031556,PM0000031557,PM0000031937				SS Holder Re-Order Code:			
TRAYS Re-Order Code: PL2000000493				TRAYS Rolled Up Code: N/A		UPC Blade Code:	
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
74	1	N/A	041554567953	COLOR TATTOO POTS	V.I.P	10	
75	1	N/A	041554567915	COLOR TATTOO POTS	CHILL GIRL	35	
76	1	N/A	041554567885	COLOR TATTOO POTS	FRONT RUNNER	15	
77	1	N/A	041554567939	COLOR TATTOO POTS	GOLDEN GIRL	40	
78	1	N/A	041554567892	COLOR TATTOO POTS	SOCIALITE	20	
79	1	N/A	041554567977	COLOR TATTOO POTS	TRAILBLAZER	45	
80	1	N/A	041554567922	COLOR TATTOO POTS	URBANITE	25	
81	1	N/A	041554567946	COLOR TATTOO POTS	KNOCKOUT	50	
82	1	N/A	041554567908	COLOR TATTOO POTS	HIGH ROLLER	30	
83	1	N/A	041554567960	COLOR TATTOO POTS	RISK MAKER	55	

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:			
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
84	1	322149818	041554540772	CITY MINI PALETTES	MATTE ABOUT TOWN	480	
85	1	322115665	041554499742	CITY MINI PALETTES	Rooftop Bronzes	400	
86	1	322115348	041554499735	CITY MINI PALETTES	Chill Brunch Neutrals	410	
87	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:			
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
88	1	322115356	041554540758	CITY MINI PALETTES	Gramercy Decadence	460	
89	1	322149826	041554552492	CITY MINI PALETTES	Blushed Avenue	510	
90	1	322115657	041554552515	CITY MINI PALETTES	Hi-Rise Sunset	530	
91	1	N/A	041554563306	CITY MINI PALETTES	Diamond District	540	

Column: 2 - Row: 04 Notch: 6 Fixture Type: TRAYS				Fixture Description: EW SHAD Q 2.9/8/7/6 **			
Shade Chart Re-Order Code: PM0000028432				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
92	1	322118558	041554409116	EXPERT WEAR QUADS	Mocha Motion	10Q	
93	1	322112968	041554409130	EXPERT WEAR QUADS	Designer Chocolates	40Q	
94	1	322118524	041554409192	EXPERT WEAR QUADS	Lavender Smokes	8Q	
95	1	322118574	041554409147	EXPERT WEAR QUADS	Charcoal Smokes	4Q	

Column: 2 - Row: 05		Notch: 29	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
96	1	322119431	041554486032	COLOR SENSATIONAL MECHANICAL LIN...	CLEAR	100	
97	1	322119457	041554486049	COLOR SENSATIONAL MECHANICAL LIN...	NUDE WHISPER	105	
98	1	322119481	041554486094	COLOR SENSATIONAL MECHANICAL LIN...	DUSTY ROSE	130	
99	1	322119520	041554486131	COLOR SENSATIONAL MECHANICAL LIN...	BRICK RED	150	
100	1	322119449	041554486056	COLOR SENSATIONAL MECHANICAL LIN...	PURELY NUDE	110	
101	1	322114376	041554549287	Color Sensational Shaping Lip Liner	Almond Rose	132	
102	1	322119554	041554486148	COLOR SENSATIONAL MECHANICAL LIN...	WILD VIOLETS	155	
103	1	322114368	041554549300	Color Sensational Shaping Lip Liner	Beige Babe	102	
104	1	322119473	041554486063	COLOR SENSATIONAL MECHANICAL LIN...	TOTALLY TOFFEE	115	
105	1	322114821	041554549348	Color Sensational Shaping Lip Liner	Pink Wink	134	
106	1	322114863	041554549324	Color Sensational Shaping Lip Liner	Divine Wine	153	
107	1	322114651	041554549355	Color Sensational Shaping Lip Liner	Raw Chocolate	118	
108	1	322119465	041554486100	COLOR SENSATIONAL MECHANICAL LIN...	PALEST PINK	135	
109	1	322119546	041554492859	COLOR SENSATIONAL MECHANICAL LIN...	RICH WINE	160	
110	1	322114847	041554549331	Color Sensational Shaping Lip Liner	Gone Grieve	104	
111	1	322119499	041554486070	COLOR SENSATIONAL MECHANICAL LIN...	RICH CHOCOLATE	120	
112	1	322119512	041554486117	COLOR SENSATIONAL MECHANICAL LIN...	PINK CORAL	140	
113	1	322119504	041554492866	COLOR SENSATIONAL MECHANICAL LIN...	PLUM PASSION	165	

Row: 01

Row: 02

Row: 03

Row: 04

Row: 05

Row: 06

Row: 07

Row: 08

Row: 09

74	76	78	80	82
75	77	79	81	83
84	85	86	87	
88	89	90	91	
92	93	94	95	
96	97	98	99	100
101	102	103	104	105
106	107	108	109	110
111	112	113	114	115
116	117	118	119	120
121	122	123	124	125
126	127	128	129	130
131	132	133	134	135
136	137	138	139	140
141	142	143	144	145
146	147	148	149	150
151	152	153	154	155

Lower Notch: 24

Lower Notch: 18

Lower Notch: 12

Lower Notch: 6

Lower Notch: 29

Lower Notch: 22

Lower Notch: 15

Lower Notch: 8

Lower Notch: 1

NOTCH SCHEMATIC

WAKEFERN / SHOPRITE 8' X 60" URBAN MAYBELLINE PLANOGRAM - Spring 2021						
114	1	322113320	041554486087	COLOR SENSATIONAL MECHANICAL LIN...MAGNETIC MAUVE	125	
115	1	322119538	041554486124	COLOR SENSATIONAL MECHANICAL LIN...VERY CHERRY	145	
116	1	322115623	041554549317	Color Sensational Shaping Lip Liner Concrete Jungle	170	

Column: 2 - Row: 06		Notch: 22	Fixture Type: TRAYS	Fixture Description: CS MATTES 1.1 RENO **
Shade Chart Re-Order Code: PM0000037093, PM0000037105		SS Graphic Re-Order Code: PM0000033899		
Graphic Re-Order Code: PM0000033898, PM0000033900		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
117	1	322118142	041554453645	COLOR SEN THE MATTES	Nude Nuance	657	PM0000014866
118	1	322118875	041554429893	COLOR SEN THE MATTES	Touch of Spice	660	PM0000013399
119	1	322114601	041554496574	COLOR SEN THE MATTES	ALMOND ROSE	565	PM0000020654
120	1	322118859	041554429916	COLOR SEN THE MATTES	Ravishing Rose	670	PM0000013401
121	1	322114708	041554429909	COLOR SEN THE MATTES	Lust for Blush	665	PM0000013400
122	1	322118833	041554429930	COLOR SEN THE MATTES	Mesmerizing Magenta	680	PM0000013403
123	1	322118134	041554453638	COLOR SEN THE MATTES	Rich Ruby	691	PM0000014865
124	1	322118168	041554453690	COLOR SEN THE MATTES	Burgundy Blush	696	PM0000014871
125	1	322118817	041554429961	COLOR SEN THE MATTES	Divine Wine	695	PM0000013406
126	1	322111938	041554488777	COLOR SENSATIONAL LOADED BOLDS	Pitch Black	845	PM0000018204

Column: 2 - Row: 07		Notch: 15	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, 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
127	1	322210570	041554564839	CS MADE FOR YOU	SPICE FOR ME	370	
128	1	322210596	041554564815	CS MADE FOR YOU	MAUVE FOR ME	373	
129	1	322210619	041554566772	CS MADE FOR YOU	PINK FOR ME	376	
130	1	322210601	041554564860	CS MADE FOR YOU	FUCHSIA FOR ME	379	
131	1	322210635	041554564846	CS MADE FOR YOU	RED FOR ME	382	
132	1	322210627	041554564853	CS MADE FOR YOU	RUBY FOR ME	385	
133	1	322210588	041554564877	CS MADE FOR YOU	PLUM FOR ME	388	

Column: 2 - Row: 08		Notch: 8	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
134	1	N/A	041554578348	COLOR SEN LIPSTICK	COPPER CHARGE	166	
135	1	N/A	041554578317	COLOR SEN LIPSTICK	ALMOND HUSTLE	133	
136	1	322113477	041554264630	COLOR SEN LIPSTICK	Rum Riche	280	PM0000007184
137	1	322110770	041554198645	COLOR SEN LIPSTICK	Crazy For Coffee	275	PM0000006187
138	1	N/A	041554578300	COLOR SEN LIPSTICK	DOUBLE SHOT	111	
139	1	322117285	041554408546	COLOR SEN BUFFS	NUDE LUST	920	PM0000011889
140	1	322110291	041554198560	COLOR SEN LIPSTICK	Nearly There	205	PM0000006180
141	1	322110453	041554198591	COLOR SEN LIPSTICK	Warm Me Up	235	PM0000006183
142	1	322110526	041554198232	COLOR SEN LIPSTICK	Born With It	15	PM0000006169
143	1	N/A	041554578249	COLOR SEN LIPSTICK	FLUSH PUNCH	222	

Column: 2 - Row: 09		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
144	1	N/A	041554578287	COLOR SEN LIPSTICK	PINK FLARE	255	
145	1	322119415	041554470994	COLOR SEN LIPSTICK	Romantic Rose	450	PM0000016238
146	1	322110623	041554198300	COLOR SEN LIPSTICK	Pink Wink	105	PM0000006175
147	1	N/A	041554578294	COLOR SEN LIPSTICK	PINK POSE	233	
148	1	322112845	041554248913	COLOR SEN LIPSTICK	Pink & Proper	20	PM0000006081
149	1	322111043	041554198553	COLOR SEN LIPSTICK	Red Revival	645	PM0000006209
150	1	N/A	041554578386	COLOR SEN LIPSTICK	CRIMSON RACE	311	
151	1	322110924	041554198423	COLOR SEN LIPSTICK	On The Mauve	445	PM0000006200
152	1	322110908	041554198409	COLOR SEN LIPSTICK	Plum Paradise	425	PM0000006198
153	1	322110916	041554198416	COLOR SEN LIPSTICK	Plum Perfect	435	PM0000006199

Row: 01

Lower Notch: 24

Row: 02

Lower Notch: 18

Row: 03

Lower Notch: 12

Row: 04

Lower Notch: 6

Row: 05

Lower Notch: 29

Row: 06

Lower Notch: 22

Row: 07

Lower Notch: 15

Row: 08

Lower Notch: 8

Row: 09

Lower Notch: 1

74	76	78	80	82
75	77	79	81	83
84	85	86	87	
88	89	90	91	
92	93	94	95	
96	97	98	99	
100	101	102	103	
104	105	106	107	
108	109	110	111	
112	113	114	115	
117	118	119	120	
121	122	123	124	
125	126			
127	128	129	130	
131	132	133		
134	135	136	137	
138	139	140	141	
142	143			
144	145	146	147	
148	149	150	151	
152	153			

NOTCH SCHEMATIC

WAKEFERN / SHOPRITE 8' X 60" URBAN MAYBELLINE PLANOGRAM - Spring 2021
MNYWAK0860UULH_NOPDQ_IS21.psa

Column: 3 - 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 Re-Order Code: PL2000000442			TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665			
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes	
154	1	322115102	041554492644	New Expertwear Monos	Vanilla	100S		
155	1	322115542	041554492682	New Expertwear Monos	Made for Mocha	140S		
156	1	322115453	041554490749	New Expertwear Monos	Soft Pearl	10S		
157	1	322115461	041554490824	New Expertwear Monos	Forest Green	80S		
158	1	322115479	041554490763	New Expertwear Monos	Seashell	30S		
159	1	322115576	041554492651	New Expertwear Monos	Night Sky	110S		
160	1	322115152	041554490770	New Expertwear Monos	Nude Glow	40S		
161	1	322112984	041554552201	New Expertwear Monos	Dusty Rose	200S		
162	1	322115487	041554490756	New Expertwear Monos	Linen	20S		
163	1	322115144	041554490787	New Expertwear Monos	Tastefully Taupe	50S		
164	1	322115136	041554490794	New Expertwear Monos	The Glo Down	60S		
165	1	322115518	041554492712	New Expertwear Monos	Humdrum Plum	170S		

Column: 3 - Row: 02			Notch: 17		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 Re-Order Code: PL2000000444			TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000013508			
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes	
166	1	N/A	041554563290	The Matte Bar Eyeshadow Palette	The Matte Bar	300		
167	1	322210017	041554545043	Total Temptation Eye + Highlight Palette	Total Temptation Eye + Hig...	140		
168	1	322210059	041554545869	The City Kits	Kit #2 Pink Edge	160		

Column: 3 - Row: 03			Notch: 12		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 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	
169	1	322111491	041554409093	EXPERT WEAR QUADS	Natural Smokes	2Q		
170	1	322118566	041554409161	EXPERT WEAR QUADS	Chai Latte	22Q		
171	1	322111873	041554409123	EXPERT WEAR QUADS	Sunlit Bronze	50Q		

Column: 3 - Row: 04			Notch: 7		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	
172	1	322112104	041554409239	EXPERT WEAR QUADS	Emerald Smokes	48Q		
173	1	322112138	041554409260	EXPERT WEAR QUADS	Autumn Coppers	44Q		
174	1	322118516	041554409178	EXPERT WEAR QUADS	Velvet Crush	20Q		

Column: 3 - Row: 05			Notch: 3		Fixture Type: HOOK BARS		Fixture Description: 6HK UNSTOPPABLE (DEMO) HKBR UNLIT **	
Shade Chart Re-Order Code:					SS Graphic Re-Order Code:		SS Holder Re-Order Code:	
Graphic Re-Order Code: PM0000035835								
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	
175	1	N/A	041554578607	HYPER EASY LIQUID LINER	PITCH BLACK	800		
176	1	322182832	041554513530	UNSTOPPABLE EYELINER - CARDED	Pewter	30		
177	1	322182840	041554513547	UNSTOPPABLE EYELINER - CARDED	Sapphire	40		
178	1	322182858	041554513561	UNSTOPPABLE EYELINER - CARDED	Espresso	60		
179	1	322182816	041554513493	UNSTOPPABLE EYELINER - CARDED	Onyx	10		
180	1	322182824	041554513523	UNSTOPPABLE EYELINER - CARDED	Cinnabar	20		

Column: 3 - Row: 06			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	
181	1	N/A	041554549416	TATTOO STUDIO LIQUID LINER	BLACK	001		
182	1	322210392	041554563337	TATTOO STUDIO LINER	DEEP ONYX	900		
183	1	322210449	041554563344	TATTOO STUDIO LINER	INTENSE CHARCOAL	901		
184	1	N/A	041554563351	TATTOO STUDIO LINER	BOLD BROWN	910		
185	1	322113891	041554568226	EYE STUDIO MASTER PREC ALL DAY	Black	110		
186	1	322119392	041554460834	MASTER PRECISE SKINNY	Defining Black	210		

Row: 01	154	156	158	160	162	164	Lower Notch: 24
Row: 02	155	157	159	161	163	165	Lower Notch: 17
Row: 03	166	167	168				Lower Notch: 12
Row: 04	169	170	171				Lower Notch: 7
Row: 05	172	173	174				Lower Notch: 3
Row: 06	175	176	177	178	179	180	Lower Notch: 26
Row: 07	181	182	183	184	185	186	Lower Notch: 19
Row: 08	187	188	189	190	191	192	Lower Notch: 12
Row: 09	193	194	195	196	197	198	Lower Notch: 5
	199	200	201	202	203		

NOTCH SCHEMATIC

WAKEFERN / SHOPRITE 8' X 60" URBAN MAYBELLINE PLANOGRAM - Spring 2021

Column: 3 - Row: 07 Notch: 19 Fixture Type: HOOK BARS Fixture Description: 6HK DEFINE-A-LINE HKBR UNLIT **

Shade Chart Re-Order Code:

SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000028358

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
187	1	322183448	041554009071	DEFINE A LINE	Ebony Black	1	
188	1	322183422	041554009095	DEFINE A LINE	Brownish Black	3	
189	1	322182963	041554533156	LINEWORKS ULTRA LINER WATERPROOF	Black	1	
190	1	322183121	041554533163	LINEWORKS ULTRA LINER WATERPROOF	Dark Brown	2	
191	1	322181048	041554294231	MASTER DUO LINER	Black Lacquer	500	
192	1	322119407	041554460841	MASTER PRECISE SKINNY	Sharp Brown	220	

Column: 3 - Row: 08 Notch: 12 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
193	1	322184509	041554530179	EXPERT EYES TWIN BROW & EYE PENC...	Velvet Black	01	
194	1	322184509	041554530179	EXPERT EYES TWIN BROW & EYE PENC...	Velvet Black	01	
195	1	322184494	041554530254	EXPERT EYES TWIN BROW & EYE PENC...	Dark Brown	02	
196	1	322184486	041554530667	EXPERT EYES TWIN BROW & EYE PENC...	Medium Brown	03	
197	1	322116190	041554415438	EYE STUDIO MASTER KAJAL LINER	Onyx Rush	510	
198	1	322117104	041554494198	CURVITUDE LINER	BLACK	410	

Column: 3 - Row: 09 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
199	1	322184478	041554530339	EXPERT EYES TWIN BROW & EYE PENC...	Light Brown	04	
200	1	322184444	041554507379	EXPERT EYES TWIN BROW & EYE PENC...	Blonde	7	
201	1	322181006	041554209440	LINE STILETTO LIQUID LINER	Blackest Black	1	
202	1	322181925	041554054156	LASH STILETTO	Very Black	1	
203	1	322180628	041554208832	LASH STILETTO WP	Very Black	01	

Row: 01	154	156	158	160	162	164	Lower Notch: 24
Row: 02	155	157	159	161	163	165	Lower Notch: 17
Row: 03	166	167	168	169	170	171	Lower Notch: 12
Row: 04	172	173	174	175	176	177	Lower Notch: 7
Row: 05	178	179	180	181	182	183	Lower Notch: 3
Row: 06	184	185	186	187	188	189	Lower Notch: 26
Row: 07	190	191	192	193	194	195	Lower Notch: 19
Row: 08	196	197	198	199	200	201	Lower Notch: 12
Row: 09	202	203					Lower Notch: 5

NOTCH SCHEMATIC

WAKEFERN / SHOPRITE 8' X 60" URBAN MAYBELLINE PLANOGRAM - Spring 2021

MNYWAK0860UULH_NOPDQ_IS21.psa

Column: 4 - Row: 01 Notch: 28 Fixture Type: CHROME SIGN UR Fixture Description: LASH SEN SKY HIGH (PRODUCT) 4X12 **
 Shade Chart Re-Order Code: SS Graphic Re-Order Code:
 Graphic Re-Order Code: PM0000037125 SS Holder Re-Order Code:
 CHROME SIGN UR : PL200000038 CHROME SIGN UR Rolled Up Code: N/A UPC Blade Code:

Column: 4 - Row: 02 Notch: 24 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
204	1	N/A	041554590517	LASH SENSATIONAL SKY HIGH	Blackest Black	800	
205	1	N/A	041554590913	LASH SENSATIONAL SKY HIGH	VERY BLACK	802	
206	1	N/A	041554584219	LASH SENSATIONAL	Midnight Black	252	
207	1	322118906	041554420616	LASH SENSATIONAL	Blackest Black	00	

Column: 4 - Row: 03 Notch: 17 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
208	1	322118922	041554420623	LASH SENSATIONAL	Very Black	01	
209	1	322118914	041554420630	LASH SENSATIONAL	Brownish Black	02	
210	1	322118948	041554420647	LASH SENSATIONAL WP	Very Black	01	
211	1	322119180	041554460247	LASH SENSATIONAL LUSCIOUS	Blackest Black WSH	00	

Column: 4 - Row: 04 Notch: 10 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
212	1	N/A	041554578478	FALSIES SALON LIFT	Blackest Black	200	
213	1	N/A	041554578485	FALSIES SALON LIFT	VERY BLACK	201	
214	1	N/A	041554578492	FALSIES SALON LIFT WTP	VERY BLACK (WTP)	202	
215	1	322114059	041554240337	FALSIES BLACK DRAMA WASHABLE	Black Drama	10	

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

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
216	1	322181755	041554050899	VOLUM' EXPRESS COLOSSAL	Glam Black	00	
217	1	322181755	041554050899	VOLUM' EXPRESS COLOSSAL	Glam Black	00	
218	1	322181763	041554050905	VOLUM' EXPRESS COLOSSAL	Classic Black	01	
219	1	322181917	041554056761	VOLUM' EXPRESS COLOSSAL	Glam Brown (Brn/Blk)	2	

Column: 4 - Row: 06 Notch: 26 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
220	1	322180034	041554197037	VOLUM' EXPRESS COLOSSAL WP	Glam Black	00	
221	1	322180042	041554197044	VOLUM' EXPRESS COLOSSAL WP	Classic Black	1	
222	1	322210025	041554288254	CAT EYES MASCARA	Glam Black	01	
223	1	322210033	041554288261	CAT EYES MASCARA WP	Glam Black	01	

Column: 4 - Row: 07 Notch: 19 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
224	1	322186006	041554670745	GREAT LASH MASCARA	Blackest Black	00	
225	1	322183896	041554532722	GREAT LASH MASCARA	Very Black	1	
226	1	322183935	041554532807	GREAT LASH MASCARA	Brownish Black	2	
227	1	322183294	041554532982	GREAT LASH MASCARA	Dark Brown	3	

Column: 4 - Row: 08 Notch: 12 Fixture Type: HOOK BARS Fixture Description: 4HK GENERIC URBAN HKBR UNLIT

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
228	1	322186006	041554670745	GREAT LASH MASCARA	Blackest Black	00	
229	1	322183896	041554532722	GREAT LASH MASCARA	Very Black	1	
230	1	322183935	041554532807	GREAT LASH MASCARA	Brownish Black	2	
231	1	322183294	041554532982	GREAT LASH MASCARA	Dark Brown	3	

Row: 01

Lower Notch: 28

Row: 02

Lower Notch: 24

Row: 03

Lower Notch: 17

Row: 04

Lower Notch: 10

Row: 05

Lower Notch: 3

Row: 06

Lower Notch: 26

Row: 07

Lower Notch: 19

Row: 08

Lower Notch: 12

Row: 09

Lower Notch: 5

204	205	206	207
208	209	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

NOTCH SCHEMATIC

WAKEFERN / SHOPRITE 8' X 60" URBAN MAYBELLINE PLANOGRAM - Spring 2021						
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
228	1	322181103	041554209310	GREAT LASH BIG	Blackest Black	00
229	1	322181111	041554209327	GREAT LASH BIG	Very Black	01
230	1	322181129	041554209334	GREAT LASH BIG	Brownish Black	02
231	1	322180181	041554239423	Great Lash Lots of Lashes	Blackest Black	00

Column: 4 - Row: 09			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	
232	1	N/A	041554539912		SNPSACARA	PITCH BLACK	300		
233	1	N/A	041554539950		SNPSACARA	BOLD BROWN	305		
234	1	N/A	041554578539		SNPSACARA	PITCH BLACK (WTP)	340		
235	1	322182248	041554007503		DEFINE-A-LASH LENGTH MASCARA	Very Black	1		

Row: 01

Lower Notch: 28

Row: 02

Lower Notch: 24

Row: 03

Lower Notch: 17

Row: 04

Lower Notch: 10

Row: 05

Lower Notch: 3

Row: 06

Lower Notch: 26

Row: 07

Lower Notch: 19

Row: 08

Lower Notch: 12

Row: 09

Lower Notch: 5

204	205	206	207
208	209	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

NOTCH SCHEMATIC

WAKEFERN / SHOPRITE 8' X 60" URBAN MAYBELLINE PLANOGRAM - Spring 2021							
MNYWAK0860UULH_NOPDQ_IS21.psa							
Column: 5 - 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: PL2000000244				HEADER Rolled Up Code: N/A		UPC Blade Code:	
Column: 5 - Row: 02 Notch: 17 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
236	1	322119164	041554460254	LASH SENSATIONAL LUSCIOUS	Very Black WSH	01	
237	1	322119172	041554460261	LASH SENSATIONAL LUSCIOUS	Brownish Black WSH	02	
238	1	322119156	041554460278	LASH SENSATIONAL LUSCIOUS WATER...	Very Black WTP	01	
239	1	322184606	041554268706	FALSIES FLARED	Blackest Black	00	
Column: 5 - Row: 03 Notch: 10 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
240	1	322180157	041554217957	FALSIES MASCARA	Blackest Black	00	
241	1	322180262	041554217964	FALSIES MASCARA	Very Black	01	
242	1	322180343	041554217971	FALSIES MASCARA	Brownish Black	02	
243	1	322180424	041554217988	FALSIES MASCARA WP	Very Black	01	
Column: 5 - Row: 04 Notch: 3 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
244	1	322118346	041554409284	PUMPED UPI COLOSSAL WSH	Classic Black	01	
245	1	322118320	041554409321	PUMPED UPI COLOSSAL WTP	Classic Black	01	
246	1	322118338	041554409291	PUMPED UPI COLOSSAL WSH	Glam Black	00	
247	1	322180466	041554217995	FALSIES MASCARA WP	Brownish Black	02	
Column: 5 - Row: 05 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
248	1	322113223	041554493719	COLOSSAL BIG SHOT	BLACKEST BLACK WSH	223	
249	1	322113249	041554493726	COLOSSAL BIG SHOT	VERY BLACK WSH	224	
250	1	322113150	041554493856	COLOSSAL BIG SHOT WTP	VERY BLACK WTP	226	
251	1	322111831	041554522556	FALSIES TEMPTATION	BLKST BLK	601	
Column: 5 - Row: 06 Notch: 19 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
252	1	322185880	041554626964	GREAT LASH WATERPROOF	Very Black	1	
253	1	322185903	041554626988	GREAT LASH WATERPROOF	Brownish Black	3	
254	1	322182078	041554672237	CURVED BRUSH GREAT LASH WASHAB...	Blackest Black	00	
255	1	322183561	041554565294	CURVED BRUSH GREAT LASH WASHAB...	Very Black	1	
Column: 5 - Row: 07 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
256	1	322180173	041554239416	Great Lash Lots of Lashes	Very Black	01	
257	1	322180165	041554269062	Great Lash Lots of Lashes	Brownish Black	02	
258	1	322115283	041554288384	VE ROCKET MASCARA	Blackest Black	00	
259	1	322115259	041554288377	VE ROCKET MASCARA	Very Black	01	
Column: 5 - Row: 08 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		

Row: 01

Lower Notch: 22

Row: 02

Lower Notch: 17

Row: 03

Lower Notch: 10

Row: 04

Lower Notch: 3

Row: 05

Lower Notch: 26

Row: 06

Lower Notch: 19

Row: 07

Lower Notch: 12

Row: 08

Lower Notch: 5

236	237	238	239
240	241	242	243
244	245	246	247
248	249	250	251
252	253	254	255
256	257	258	259
260	261	262	263

NOTCH SCHEMATIC

WAKEFERN / SHOPRITE 8' X 60" URBAN MAYBELLINE PLANOGRAM - Spring 2021						
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #
260	1	322118249	041554443462	PUSH UP DRAMA WSH	Blackest Black	00
261	1	322118281	041554443493	PUSH UP DRAMA WTP	Very Black	01
262	1	322183901	041554699159	FULL 'N SOFT WASHABLE	Very Black	1
263	1	322181137	041554605228	FULL 'N SOFT WATERPROOF	Very Black	1

Row: 01 Lower Notch: 22

Row: 02 Lower Notch: 17

Row: 03 Lower Notch: 10

Row: 04 Lower Notch: 3

Row: 05 Lower Notch: 26

Row: 06 Lower Notch: 19

Row: 07 Lower Notch: 12

Row: 08 Lower Notch: 5

NOTCH SCHEMATIC

WAKEFERN / SHOPRITE 8' X 60" URBAN MAYBELLINE PLANOGRAM - Spring 2021

MNYWAK0860UULH_NOPDQ_IS21.psa

Column: 5 - 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: PL2000000244

HEADER Rolled Up Code: N/A

UPC Blade Code:

Column: 6 - Row: 02 Notch: 17 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
264	1	322113710	041554545012	TATTOOSTUDIO BROW TINT PEN	Blonde	350	
265	1	322113744	041554545029	TATTOOSTUDIO BROW TINT PEN	Soft Brown	355	
266	1	322114148	041554545036	TATTOOSTUDIO BROW TINT PEN	Medium Brown	360	
267	1	322114295	041554547092	TATTOOSTUDIO BROW TINT PEN	Deep Brown	365	
268	1	322116051	041554544930	TATTOO STUDIO BROW GEL	SOFT BROWN	255	
269	1	322116077	041554545876	TATTOO STUDIO BROW GEL	DEEP BROWN	260	

Column: 6 - Row: 03 Notch: 10 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
270	1	322210512	041554559743	TattooStudio Brow Pomade	Soft Brown	374	
271	1	N/A	041554572308	BROW ULTRA SLIM	SOFT BROWN	255	
272	1	N/A	041554572322	BROW ULTRA SLIM	MEDIUM BROWN	257	
273	1	N/A	041554572322	BROW ULTRA SLIM	MEDIUM BROWN	257	
274	1	N/A	041554572339	BROW ULTRA SLIM	DEEP BROWN	260	
275	1	N/A	041554578706	BROW FAST SCULPT	SOFT BROWN	255	

Column: 6 - Row: 04 Notch: 3 Fixture Type: HOOK BARS Fixture Description: 6HK TS BRW GEL (DEMO) HKBR UNLIT **

Shade Chart Re-Order Code:

SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000028368

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
276	1	322116865	041554545074	TEMPTATION BROW	SOFT BROWN	305	
277	1	322116182	041554545098	TEMPTATION BROW	DEEP BROWN	315	
278	1	322118370	041554442199	BROW DEFINE + FILL DUO	Soft Brown	255	
279	1	322118312	041554442205	BROW DEFINE + FILL DUO	Deep Brown	260	
280	1	N/A	041554578720	BROW FAST SCULPT	MEDIUM BROWN	257	
281	1	N/A	041554578737	BROW FAST SCULPT	DEEP BROWN	260	

Column: 6 - Row: 05 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
282	1	322111899	041554522570	FALSIES TEMPTATION	BROWNISH BLK	603	
283	1	322116239	041554522679	FALSIES TEMPTATION WTP	VERY BLACK WTP	604	
284	1	322111378	041554281446	MEGA PLUSH MASCARA	Blackest Black	00	
285	1	322111239	041554281460	MEGA PLUSH MASCARA	Very Black	01	

Column: 6 - Row: 06 Notch: 19 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
286	1	322116108	041554496192	LASH SENSATIONAL CURVITUDE	Very Black WSH	720	
287	1	322116069	041554496260	LASH SENSATIONAL CURVITUDE WTP	Very Black WTP	740	
288	1	322115869	041554496185	LASH SENSATIONAL CURVITUDE	Blkst Black WSH	710	
289	1	322111784	041554281484	MEGA PLUSH MASCARA WP	Very Black	01	

Column: 6 - Row: 07 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
290	1	322115241	041554288391	VE ROCKET MASCARA	Brownish Black	02	
291	1	322115267	041554288452	VE ROCKET MASCARA WP	Very Black	01	
292	1	322181412	041554269567	ILLEGAL LENGTHS MASC	Blackest Black	00	

Row: 01

Lower Notch: 22

Row: 02

Lower Notch: 17

Row: 03

Lower Notch: 10

Row: 04

Lower Notch: 3

Row: 05

Lower Notch: 26

Row: 06

Lower Notch: 19

Row: 07

Lower Notch: 12

Row: 08

Lower Notch: 5

NOTCH SCHEMATIC

WAKEFERN / SHOPRITE 8' X 60" URBAN MAYBELLINE PLANOGRAM - Spring 2021					
293	1	322114716	041554415131	Baby Skin	Instant Pore Eraser
					010

Column: 6 - Row: 08	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
294	1	322180238	041554647372	LASH DISCOVERY WASHABLE	Very Black	1	
295	1	322180432	041554650495	LASH DISCOVERY WP	Very Black	1	
296	1	322212506	041554543872	COVER STICK (CORRECTOR)	Ivory	1	
297	1	322212514	041554543889	COVER STICK (CORRECTOR)	Light Beige	2	
298	1	322215083	041554543896	COVER STICK (CORRECTOR)	Medium Beige	3	

Row: 01 Lower Notch: 22

Row: 02 Lower Notch: 17

Row: 03 Lower Notch: 10

Row: 04 Lower Notch: 3

Row: 05 Lower Notch: 26

Row: 06 Lower Notch: 19

Row: 07 Lower Notch: 12

Row: 08 Lower Notch: 5

NOTCH SCHEMATIC

WAKEFERN / SHOPRITE 8' X 60" URBAN MAYBELLINE PLANOGRAM - Spring 2021

MNYWAK0860UULH_NOPDQ_IS21.psa

Column: 7 - Row: 01		Notch: 25	Fixture Type: TRAYS	Fixture Description: FM M&P FNDTN 1.3 **			
Shade Chart Re-Order Code: PM0000033830				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
299	1	322114172	041554433418	FitMe MATTE+PORELESS FNDTN	Porcelain	110	
300	1	322119017	041554433425	FitMe MATTE+PORELESS FNDTN	Ntrl Ivory	112	
301	1	322119009	041554433432	FitMe MATTE+PORELESS FNDTN	Ivory	115	
302	1	322119033	041554433449	FitMe MATTE+PORELESS FNDTN	Clsc Ivory	120	
303	1	322111734	041554466454	FitMe MATTE+PORELESS FNDTN	CREAMY BEIGE	122	
304	1	322115908	041554433456	FitMe MATTE+PORELESS FNDTN	Nude Beige	125	
305	1	322116019	041554438161	FitMe MATTE+PORELESS FNDTN	Warm Nude	128	
306	1	322114198	041554433463	FitMe MATTE+PORELESS FNDTN	Buff Beige	130	

Column: 7 - Row: 02		Notch: 19	Fixture Type: TRAYS	Fixture Description: FM M&P FNDTN 2.3 **			
Shade Chart Re-Order Code: PM0000033835				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
307	1	322119059	041554433470	FitMe MATTE+PORELESS FNDTN	Ntrl Beige	220	
308	1	322111742	041554466461	FitMe MATTE+PORELESS FNDTN	TRUE BEIGE	222	
309	1	322114237	041554438178	FitMe MATTE+PORELESS FNDTN	Soft Tan	228	
310	1	322119067	041554433487	FitMe MATTE+PORELESS FNDTN	Ntrl Buff	230	
311	1	322114473	041554433494	FitMe MATTE+PORELESS FNDTN	Pure Beige	235	
312	1	322114392	041554438185	FitMe MATTE+PORELESS FNDTN	Rich Tan	238	
313	1	322114897	041554433500	FitMe MATTE+PORELESS FNDTN	Sun Beige	310	
314	1	322111679	041554466478	FitMe MATTE+PORELESS FNDTN	NATURAL TAN	320	

Column: 7 - Row: 03		Notch: 12	Fixture Type: TRAYS	Fixture Description: FM M&P FNDTN 3.3 **			
Shade Chart Re-Order Code: PM0000033838				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
315	1	322119041	041554438192	FitMe MATTE+PORELESS FNDTN	Warm Honey	322	
316	1	322114431	041554433517	FitMe MATTE+PORELESS FNDTN	Toffee	330	
317	1	322111645	041554466485	FitMe MATTE+PORELESS FNDTN	GOLDEN CARAMEL	332	
318	1	322111687	041554466492	FitMe MATTE+PORELESS FNDTN	CLASSIC TAN	335	
319	1	322111768	041554466508	FitMe MATTE+PORELESS FNDTN	SPICY BROWN	338	
320	1	322111085	041554466515	FitMe MATTE+PORELESS FNDTN	CAPUCCINO	340	
321	1	322119025	041554433524	FitMe MATTE+PORELESS FNDTN	Coconut	355	
322	1	322111726	041554466522	FitMe MATTE+PORELESS FNDTN	MOCHA	360	

Column: 7 - Row: 04		Notch: 4	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
323	1	N/A	041554580631	FitMe CONCEALER	COOL IVORY	01	
324	1	322116912	041554550450	FitMe CONCEALER	IVORY	05	
325	1	322112780	041554247701	FitMe CONCEALER	Fair	10	
326	1	N/A	041554580648	FitMe CONCEALER	VANILLA	11	
327	1	322112552	041554247718	FitMe CONCEALER	Light	15	
328	1	322112861	041554247732	FitMe CONCEALER	Sand	20	
329	1	N/A	041554580679	FitMe CONCEALER	WHEAT	22	
330	1	322112853	041554247725	FitMe CONCEALER	Med	25	
331	1	322112235	041554247749	FitMe CONCEALER	Deep	35	
332	1	322112798	041554247756	FitMe CONCEALER	Cafe	50	
333	1	N/A	041554581492	FitMe CONCEALER	WALNUT	57	
334	1	N/A	041554581515	FitMe CONCEALER	DARK COFFEE	70	

Column: 7 - Row: 05		Notch: 26	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
335	1	322119106	041554433746	FitMe MATTE+PORELESS PDR	Translucent	100	
336	1	322119083	041554433784	FitMe MATTE+PORELESS PDR	Classic Ivory	120	
337	1	322119091	041554433807	FitMe MATTE+PORELESS PDR	Buff Beige	130	
338	1	322118972	041554433814	FitMe MATTE+PORELESS PDR	Natural Beige	220	

Row: 01	299	300	301	302	303	304	305	306	Lower Notch: 25
Row: 02	307	308	309	310	311	312	313	314	Lower Notch: 19
Row: 03	315	316	317	318	319	320	321	322	Lower Notch: 12
Row: 04	323	324	325	326	327	328	329	330	Lower Notch: 4
Row: 05	335	336	337	338	339	340	341	342	Lower Notch: 26
Row: 06	343	344	345	346	347	348	349	350	Lower Notch: 17
Row: 07	351	352	353	354	355	356	357	358	Lower Notch: 9
Row: 08	359	360	361	362	363	364	365	366	Lower Notch: 1

WAKEFERN / SHOPRITE 8' X 60" URBAN MAYBELLINE PLANOGRAM - Spring 2021							
339	1	322112390	041554488333	FitMe MATTE+PORELESS PDR	True Beige	222	
340	1	322118998	041554433845	FitMe MATTE+PORELESS PDR	Sun Beige	310	
341	1	322112358	041554488357	FitMe MATTE+PORELESS PDR	Natural Tan	320	
342	1	322119075	041554433852	FitMe MATTE+PORELESS PDR	Toffee	330	

Column: 7 - Row: 06		Notch: 17	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
343	1	322114871	041554501995	FIT ME LOOSE POWDER	FAIR	05	
344	1	322116920	041554502046	FIT ME LOOSE POWDER	MEDIUM	25	
345	1	322116742	041554502015	FIT ME LOOSE POWDER	FAIR LIGHT	10	
346	1	322116807	041554503036	FIT ME LOOSE POWDER	MEDIUM DEEP	30	
347	1	322116946	041554502022	FIT ME LOOSE POWDER	LIGHT	15	
348	1	322116726	041554503043	FIT ME LOOSE POWDER	DEEP	35	
349	1	322116938	041554502039	FIT ME LOOSE POWDER	LIGHT MEDIUM	20	
350	1	322114889	041554503050	FIT ME LOOSE POWDER	DARK	40	

Column: 7 - Row: 07		Notch: 9	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		TRAYS Rolled Up Code: N/A		UPC Blade Code: PM0000021665

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
351	1	N/A	041554571523	DREAM URBAN COVER FOUNDATION	Porcelain	110	
352	1	N/A	041554571530	DREAM URBAN COVER FOUNDATION	Natural Ivory	112	
353	1	N/A	041554571554	DREAM URBAN COVER FOUNDATION	Classic Ivory	120	
354	1	N/A	041554571561	DREAM URBAN COVER FOUNDATION	Warm Nude	128	
355	1	N/A	041554571592	DREAM URBAN COVER FOUNDATION	Natural Beige	220	
356	1	N/A	041554571639	DREAM URBAN COVER FOUNDATION	Toffee	330	
357	1	N/A	041554571653	DREAM URBAN COVER FOUNDATION	Café Au Lait	348	
358	1	N/A	041554571677	DREAM URBAN COVER FOUNDATION	Java	375	

Column: 7 - Row: 08		Notch: 1	Fixture Type: TRAYS	Fixture Description: DRM MATTE MOUSSE 1.2 **
Shade Chart Re-Order Code: PM0000033814, PM0000033817		SS Graphic Re-Order Code: PM0000031248		
Graphic Re-Order Code: PM0000031253		SS Holder Re-Order Code:		
TRAYS : PL2000000380, PL2000000460		TRAYS Rolled Up Code: N/A		UPC Blade Code:

Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
359	1	322113655	041554507096	DREAM MATTE MOUSSE FOUNDATION	Porcelain Ivory	10	PM0000015501
360	1	322111247	041554507133	DREAM MATTE MOUSSE FOUNDATION	Creamy Natural	50	PM0000015495
361	1	322113663	041554507102	DREAM MATTE MOUSSE FOUNDATION	Classic Ivory	20	PM0000015493
362	1	322116849	041554537734	DREAM MATTE MOUSSE FOUNDATION	Light Beige	55	PM0000015497
363	1	322111425	041554507126	DREAM MATTE MOUSSE FOUNDATION	Nude	40	PM0000015500
364	1	322111514	041554507140	DREAM MATTE MOUSSE FOUNDATION	Sandy Beige	60	PM0000015503

Row: 01	299	300	301	302	303	304	305	306	Lower Notch: 25
Row: 02	307	308	309	310	311	312	313	314	Lower Notch: 19
Row: 03	315	316	317	318	319	320	321	322	Lower Notch: 12
Row: 04	323	324	325	326	327	328	329	330	Lower Notch: 4
Row: 05	335	336	337	338	339	340	341	342	Lower Notch: 26
Row: 06	343	344	345	346	347	348	349	350	Lower Notch: 17
Row: 07	351	352	353	354	355	356	357	358	Lower Notch: 9
Row: 08	359	360	361	362	363	364			Lower Notch: 1

NOTCH SCHEMATIC

WAKEFERN / SHOPRITE 8' X 60" URBAN MAYBELLINE PLANOGRAM - Spring 2021

MNYWAK0860UULH_NOPDQ_IS21.psa

Column: 8 - Row: 01 Notch: 28 Fixture Type: HOOK BARS Fixture Description: 6HK IAR CNCLR (PRODUCT) HKBR UNLIT **

Shade Chart Re-Order Code: PM0000033938 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
365	1	322117421	041554546781	IAR Eraser Concealer	Ivory	100	
366	1	322115958	041554259247	IAR Eraser Concealer	Fair	10	
367	1	322116001	041554259254	IAR Eraser Concealer	Light	20	
368	1	322115990	041554259261	IAR Eraser Concealer	Medium	30	
369	1	322117405	041554546811	IAR Eraser Concealer	Caramel	144	
370	1	322117382	041554546859	IAR Eraser Concealer	Hazelnut	148	

Column: 8 - 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:

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
371	1	322111328	041554220063	IAR ERASER FOUNDATION	Creamy Ivory	120	PM0000004171
372	1	322111336	041554220070	IAR ERASER FOUNDATION	Buff Beige	130	PM0000004172
373	1	322111344	041554220087	IAR ERASER FOUNDATION	Classic Ivory	150	PM0000004173
374	1	322111352	041554220094	IAR ERASER FOUNDATION	Nude	190	PM0000004174
375	1	322111394	041554220100	IAR ERASER FOUNDATION	Creamy Natural	200	PM0000004195
376	1	322111409	041554220117	IAR ERASER FOUNDATION	Sandy Beige	220	PM0000004175
377	1	322111417	041554220124	IAR ERASER FOUNDATION	Pure Beige	250	PM0000004176
378	1	322111467	041554220155	IAR ERASER FOUNDATION	Medium Beige	300	PM0000004179

Column: 8 - Row: 03 Notch: 12 Fixture Type: TRAYS Fixture Description: DRM BB CREAMS 1.1 (COMBO) **

Shade Chart Re-Order Code: PM0000028378 SS Graphic Re-Order Code:

Graphic Re-Order Code: PM0000031250 SS Holder Re-Order Code:

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
379	1	322110429	041554282634	DREAM FRESH BB CRM	Light Medium	110	
380	1	322110487	041554282641	DREAM FRESH BB CRM	Medium	120	
381	1	322110665	041554282658	DREAM FRESH BB CRM	Medium/Deep	130	
382	1	322117861	041554349542	DREAM PURE BB	Light/Medium	110	
383	1	322117879	041554349573	DREAM PURE BB	Medium	120	
384	1	322117887	041554349719	DREAM PURE BB	Medium/Deep	130	

Column: 8 - Row: 04 Notch: 6 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
385	1	322113875	041554541403	SUPERSTAY FULL COVERAGE FOUNDA...	Porcelain	110	
386	1	322113867	041554541410	SUPERSTAY FULL COVERAGE FOUNDA...	Natural Ivory	112	
387	1	N/A	041554559415	SUPERSTAY FULL COVERAGE FOUNDA...	Light Beige	118	
388	1	322113972	041554541427	SUPERSTAY FULL COVERAGE FOUNDA...	Classic Ivory	120	
389	1	N/A	041554589900	SUPERSTAY FULL COVERAGE FOUNDA...	Medium Beige	129	
390	1	322114944	041554541458	SUPERSTAY FULL COVERAGE FOUNDA...	Natural Beige	220	
391	1	322114936	041554541465	SUPERSTAY FULL COVERAGE FOUNDA...	Sun Beige	310	
392	1	322113883	041554541519	SUPERSTAY FULL COVERAGE FOUNDA...	Coconut	355	

Column: 8 - Row: 05 Notch: 28 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
393	1	322210211	041554562804	SUPERSTAY FULL COVERAGE POWDER	Fair Porcelain	102	
394	1	322210203	041554562873	SUPERSTAY FULL COVERAGE POWDER	Golden	312	
395	1	322210172	041554562811	SUPERSTAY FULL COVERAGE POWDER	Porcelain	110	
396	1	322210253	041554563368	SUPERSTAY FULL COVERAGE POWDER	Honey	320	
397	1	322210156	041554562835	SUPERSTAY FULL COVERAGE POWDER	Classic Ivory	120	
398	1	322210198	041554562903	SUPERSTAY FULL COVERAGE POWDER	Coconut	355	
399	1	322210229	041554562866	SUPERSTAY FULL COVERAGE POWDER	Natural Beige	220	
400	1	322210245	041554563375	SUPERSTAY FULL COVERAGE POWDER	Java	375	

Row: 01

365	366	367	368	369	370
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Lower Notch: 28

Row: 02

371	372	373	374	375	376	377	378
-----	-----	-----	-----	-----	-----	-----	-----

Lower Notch: 18

Row: 03

379	380	381	382	383	384
-----	-----	-----	-----	-----	-----

Lower Notch: 12

Row: 04

385	386	387	388	389	390	391	392
-----	-----	-----	-----	-----	-----	-----	-----

Lower Notch: 6

Row: 05

393	395	397	399
-----	-----	-----	-----

Lower Notch: 28

Row: 06

394	396	398	400
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Lower Notch: 22

Row: 07

401	402	403	404	405	406	407	408
-----	-----	-----	-----	-----	-----	-----	-----

Lower Notch: 15

Row: 08

409	410	411	412	413	414
-----	-----	-----	-----	-----	-----

Lower Notch: 8

Row: 09

415	416	417	418	419	420	421	422
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Lower Notch: 1

NOTCH SCHEMATIC

WAKEFERN / SHOPRITE 8' X 60" URBAN MAYBELLINE PLANOGRAM - Spring 2021

Column: 8 - Row: 06		Notch: 22	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
401	1	322116328	041554332827	FitMe Oil-Free Stick Foundation	Porcelain	110	PM0000010714
402	1	322116344	041554332841	FitMe Oil-Free Stick Foundation	Ivory	115	PM0000010715
403	1	322116784	041554332858	FitMe Oil-Free Stick Foundation	Classic Ivory	120	PM0000010716
404	1	322116336	041554332865	FitMe Oil-Free Stick Foundation	Buff Beige	130	PM0000010717
405	1	322116792	041554332872	FitMe Oil-Free Stick Foundation	Natural Beige	220	PM0000010718
406	1	322116768	041554334487	FitMe Oil-Free Stick Foundation	Pure Beige	235	PM0000010720
407	1	322116378	041554337266	FitMe Oil-Free Stick Foundation	Toffee	330	PM0000010723
408	1	322116352	041554337402	FitMe Oil-Free Stick Foundation	Coconut	355	PM0000010725

Column: 8 - Row: 07		Notch: 15	Fixture Type: TRAYS	Fixture Description: DRM RADIANT FNDTN 1.2 **			
Shade Chart Re-Order Code: PM0000034446				SS Graphic Re-Order Code: PM0000034477			
Graphic Re-Order Code: PM0000034479				SS Holder Re-Order Code: PM0000034174			
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
409	1	N/A	041554579048	DREAM RADIANT LIQUID FOUNDATION	Fair Porcelain	02	
410	1	N/A	041554579062	DREAM RADIANT LIQUID FOUNDATION	Fair Ivory	08	
411	1	N/A	041554579079	DREAM RADIANT LIQUID FOUNDATION	Porcelain Ivory	10	
412	1	N/A	041554579086	DREAM RADIANT LIQUID FOUNDATION	Classic Ivory	20	
413	1	N/A	041554579093	DREAM RADIANT LIQUID FOUNDATION	Ivory Beige	30	
414	1	N/A	041554579109	DREAM RADIANT LIQUID FOUNDATION	Nude Beige	35	

Column: 8 - Row: 08		Notch: 8	Fixture Type: TRAYS	Fixture Description: DRM RADIANT FNDTN 2.2 **			
Shade Chart Re-Order Code: PM0000034447				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
415	1	N/A	041554579123	DREAM RADIANT LIQUID FOUNDATION	Creamy Natural	50	
416	1	N/A	041554579147	DREAM RADIANT LIQUID FOUNDATION	Pure Beige	70	
417	1	N/A	041554579154	DREAM RADIANT LIQUID FOUNDATION	Natural Beige	75	
418	1	N/A	041554579161	DREAM RADIANT LIQUID FOUNDATION	Cashew	80	
419	1	N/A	041554579178	DREAM RADIANT LIQUID FOUNDATION	Honey Beige	90	
420	1	N/A	041554579192	DREAM RADIANT LIQUID FOUNDATION	Coconut	125	
421	1	N/A	041554579215	DREAM RADIANT LIQUID FOUNDATION	Cocoa	130	
422	1	N/A	041554579222	DREAM RADIANT LIQUID FOUNDATION	Java	135	

Column: 8 - Row: 09		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			
Graphic Re-Order Code: PM0000031253				SS Holder Re-Order Code:			
TRAYS : PL2000000381, PL2000000461		TRAYS Rolled Up Code: N/A		UPC Blade Code:			
Loc ID	Fac	Acct Code	UPC	Description	Shade	Shade #	Chip Codes
423	1	322111718	041554507157	DREAM MATTE MOUSSE FOUNDATION	Pure Beige	70	PM0000015502
424	1	322111750	041554507171	DREAM MATTE MOUSSE FOUNDATION	Honey Beige	90	PM0000015496
425	1	322116857	041554537741	DREAM MATTE MOUSSE FOUNDATION	Natural Beige	75	PM0000015499
426	1	322111970	041554510164	DREAM MATTE MOUSSE FOUNDATION	Caramel	120	PM0000015492
427	1	322113702	041554507164	DREAM MATTE MOUSSE FOUNDATION	Medium Beige	80	PM0000015498
428	1	322112251	041554511871	DREAM MATTE MOUSSE FOUNDATION	Cocoa	130	PM0000015494

Row: 01	365	366	367	368	369	370	Lower Notch: 28
Row: 02	371	372	373	374	375	376	Lower Notch: 18
Row: 03	379	380	381	382	383	384	Lower Notch: 12
Row: 04	385	386	387	388	389	390	Lower Notch: 6
Row: 05	393	394	395	396	397	399	Lower Notch: 28
Row: 06	401	402	403	404	405	406	Lower Notch: 22
Row: 07	409	410	411	412	413	414	Lower Notch: 15
Row: 08	415	416	417	418	419	420	Lower Notch: 8
Row: 09	423	424	425	426	427	428	Lower Notch: 1





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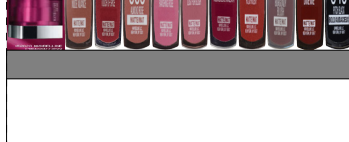
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